



Perceptions of drone technology

April 2023

Approach

Objectives

- To assess public understanding of, and excitement towards, drone technology

Methodology

- The research was conducted using Yonder's online omnibus among a nationally representative sample of 2,092 UK adults between 29 and 30 March 2023

Headlines

1

While the public is largely undecided about drone technology, with similar proportions of society excited and anxious, levels of excitement skew with age: younger people are particularly excited by the potential of drones.

2

The majority of UK consumers would be happy with – and happy to see government/regulators allow – a wide range of use cases for drones, in particular missing person searches and firefighting.

Indeed, people's biggest perceived benefit of drones is increasing human safety by sending drones to do jobs that are more risky/dangerous.

3

Once presented with potential use cases, two-thirds of people think that drones will have a positive impact on their lives; younger people are especially optimistic.

4

The public sees an important role for drone technology to play in assisting public services and reducing carbon emissions.

They are less concerned about positioning the UK as a global leader in the space, but largely agree that it is important to promote the use and benefits of drones.

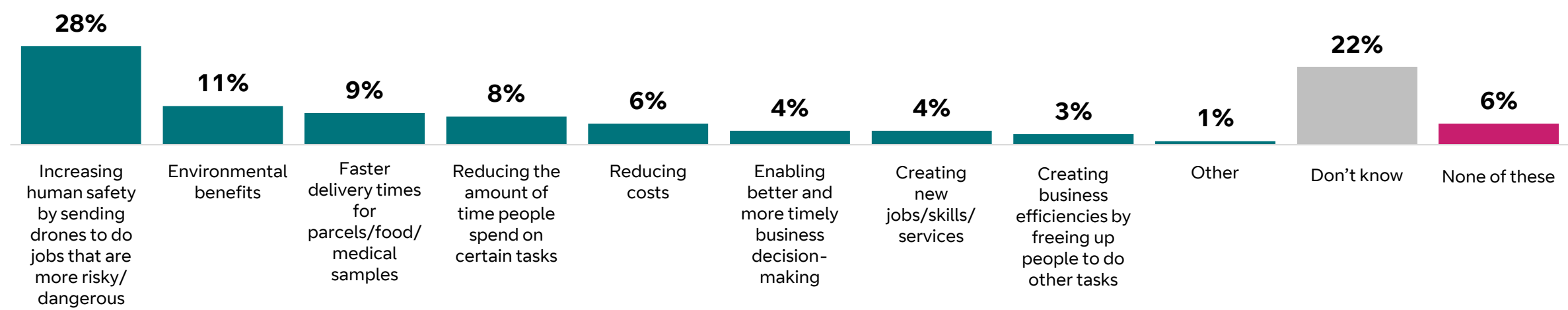
Though most UK consumers are undecided about the potential of drones, young people are particularly likely to be excited about the technology

Q. Which of the following best describes your attitude towards the use of drones and how they might be used in the future?



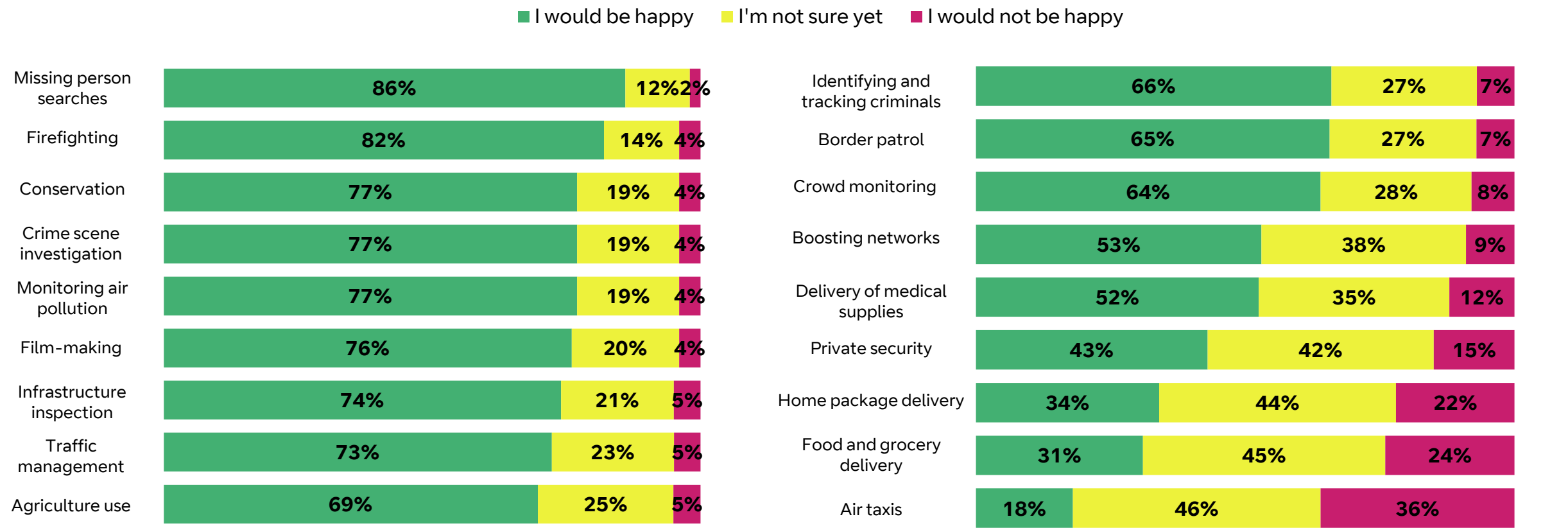
Sending drones to do dangerous jobs in order to increase human safety is most frequently cited as the greatest benefit of drone usage

Q. Which of the following, if any, would you say is the biggest benefit of drones being used?



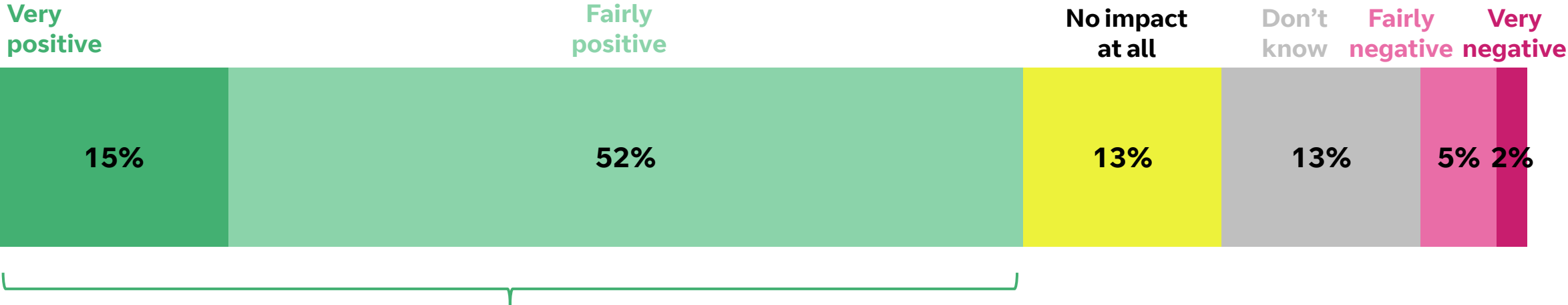
The majority of UK consumers would be happy with a wide range of use cases for drones, in particular missing person searches and firefighting

Q. Below are several examples of how drones might be used by businesses and organisations in the future. For each example, please tell us how you feel about drones being used for this purpose.



Once presented with potential use cases, two-thirds of people think that drones will have a positive impact on their lives; younger people are again especially optimistic

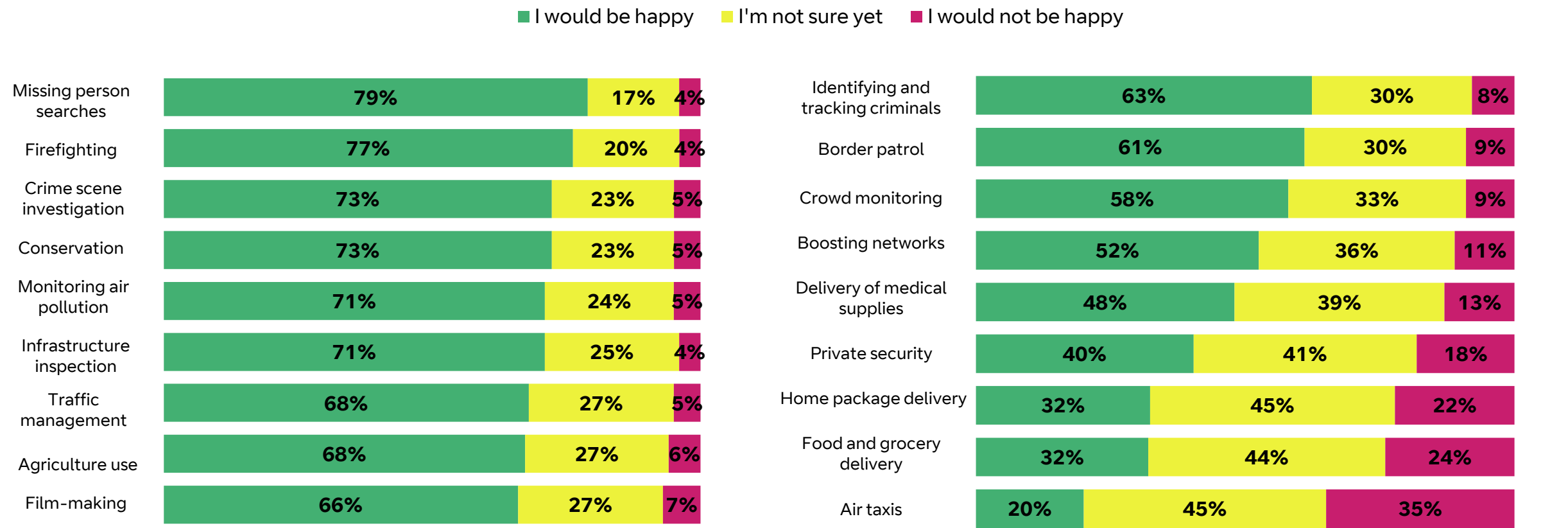
Q. Thinking about the different use cases for drones that you've been shown on the previous screens, on balance, do you think that drones will have a positive impact, a negative impact, or no impact, on your life in the future?



67% think that drones will have at least a fairly positive impact on their lives in the future. This rises to **82%** of 18-24 year olds.

The majority of the public are happy for the Government to allow more frequent drone flights for a range of purposes, in particular missing person searches and firefighting

Q. Below are examples of scenarios in which drone flights over long distances could take place. For each example, please tell us how you would feel about the Government and regulators allowing more frequent drone flights for the purpose outlined.



Three-quarters of the public think it's important or essential for drones to be used to assist public services, with more than one-third saying it's essential

Q. Please carefully read the following statements about the development of drone technology and select the answer that most closely aligns with your view.

