

IPSOS CONTEXT ADVANTAGE

A data-driven, advisory service to help your organization adapt and thrive in a changing landscape



Context Next : What's Next for Canada?

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Be Future Ready!

Context Next is a guide to...

- Understand consumer expectations 10 years from now
- How to leverage their optimism and address their skepticism
- Develop a roadmap for future strategy
- Navigate your organization through change

This annual study examines Canadians' optimism for the future in the face of long-term pandemic effects, and some of the biggest societal shifts around the world: ethnic diversity, digitization, and an ageing population.

Context Next dives into Canadian's expectations for change and the potential outcome of a wide range of future scenarios in the next decade related to:

- Digitizing Commerce
- Reimagining Healthcare
- The Future of Work
- Climate Matters

Other areas explored include Artificial Intelligence, Security, Data Ownership and Privacy as well as tech-driven finance.

The study fielded in November 2021 and tracks similar studies conducted in 2020, 2019 and 2017.



Expectations for change: What do the themes cover?

How likely will each of these happen by 2031 (that is, in the next 10 years), assuming each of following does happen: **Impact on Canadians** (Positive or Negative); **Personal Impact** (Better, worse or no impact?); **Responsibility** (Government or Businesses or Citizens)

Digitizing Commerce

- **Physical bank branch locations Vs. banking online**
- **Retail stores Vs. online shopping**
- Drone delivered packages
- **Artificial intelligence** for managing investments/ accounting
- **Digital wallet** (e.g., Apple Pay/Google Pay)
- Internationally recognized **Digital currency**
- **Virtual/augmented reality (VR/AR)** to allow customers to browse, experience, and make purchases using

Climate Matters

Will the world/Canada make **significant progress** in dealing with climate change?

- **Electric Vehicles (EVs)**
- **Energy efficient homes; Energy efficient office buildings, schools etc.**
- **Redesigning of Downtowns**
- Use of Solar, wind and other **alternate energy sources**
- **Investors for climate change friendly companies**
- Eating **meat and dairy**
- **Technological innovation** to drive out polluting business processes
- **Circular economy** (i.e. repair, reuse, remanufacturing, refurbishing)
- **Affordability: Energy efficient and climate friendly products**
- **Breakthroughs in technological solutions** : **scalable**, normal and affordable?

Reimagining Healthcare

- Advances in **food technology** for healthier lives
- **Domestic robots for assisted living**
- **Technology for Senior communities** to monitor resident the health & safety
- **Artificial Intelligence (AI) and big data** in health support & intervention services
- **Health-tech to track** people's movement
- Organs and tissues grown from **stem cells for transplants**
- **Nano sensors** in blood stream to monitor health status
- **Virtual doctor appointments**
- **Privatization** of the healthcare system

Future of Work

- **Hybrid workplaces**
- **Outsourcing of jobs** (With WFH becoming acceptable)
- **Relevance of big downtown centers** Vs. Work from smaller/dispersed communities
- Need for **Face-to-face interactions** with colleagues & clients
- Need to **re-skill**
- **New jobs** that no one has even thought of today
- **Gig economy**/contractual part time working for several companies at once
- Tenure: **Numerous, shorter-term jobs** over the career.
- Task specific mobile app/platform (e.g. Artists on Etsy, home-chores on TaskRabbit)



The Big Picture: *A sneak peek*

Despite some skepticism around the impact of technological advances, more Canadians are warming up to the idea that it could benefit society in the long run

Receptivity to future technology

Who are the Believers? Who are the Skeptics? How have the beliefs evolved in the last 5 years



Warming up to AI?

Are Canadians ready to accept AI backed decision making and processes? Do they fear loss of human empathy?



Trends in Digital Commerce

Is the forced transition driven by the pandemic here to stay? What is the opportunity for Digital commerce players?



At the crossroads of technology and banking

How has the comfort to bank with tech-based financial companies changed overtime? Is there good news or bad news for Fintech players?



Virtual living has extended itself not only to commerce, but the 'Future of work' and 'Healthcare' as well - but it does not come without apprehension

The reshaping of workforce economics...

How are Canadians' expectations from their work life pivoting? Do employers need to watch out for shifts in their human resources deployment and employment.



Are big downturns expected to have the same relevance – what would it mean for corporate real estate?

Ready to re-imagine Healthcare?

How has the triumph of science during the pandemic impacted the acceptance of virtual and tech-facilitated healthcare? Do we need to watch out for a mental health crisis?



Which of the advances are the most contentious? Who is expected to lead the change? Will the ageing Canadian population benefit from the advances in science and healthcare?

For more information about Context Next, please see [the contact page](#)



The Big Picture: *A sneak peek*

Canadians expect significant changes with regards to climate change yet are not extremely optimistic about seeing a real impact & outcome even a decade from now - the heavy lifting in this regard will fall on the shoulders of governments.

What does the ESG imperative mean for Canadians and businesses serving them?

Which are the areas where Canadians expect significant changes? Will Canadians walk the talk? How do they perceive the impact of various developments and is there an opportunity for businesses to enhance their brand reputation? What are the low- hanging fruits? Who will be the sailor of which ship?



The overarching and ongoing pandemic, influencing all spheres of life, impacts how Canadians view their future ten years from now, and therefore how they make decisions about their everyday lives...



"It's now or never" Vs. "Save for that rainy day" Which one will it be?

What are the top issues for Canadians and how do they play out in the expectations of their future financial situation and perceived quality of life. Do the economic and emotional struggles bring Canadians together or pull them apart? Does the lingering pandemic spark fear of another one in the future and how does that play out on personal financial decision making? Will it continue to impact individual decision making for a long time to come?



Context Next is part of the Ipsos Context Advantage knowledge base

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Context Now

Ipsos Disruption Barometer

Societal stability is a leading indicator of consumer behavior – monthly and quarterly tracking of trend line and insights.



Context Trends

Knowledge Zones

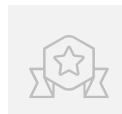
Tracking of emerging domestic and global social and economic trends. Deep dives into key issues such as:

- Gen Z, millennials, boomers
- Plastics and waste, climate change
- Health, ageing
- Coronavirus / COVID-19
- Racism



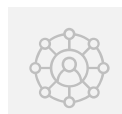
Context Next

Annual Future Cast with 10-year projection re: technology change and impact, commerce and society



Context Reputation

Global trends and country specific tracking of the reputation of hundreds of companies with insights on your reputation levers and how to take action that aligns with current and future societal changes.



Context Social

Real time social media monitoring (volume, sentiment, trends, geo-tagging) of specific issues, events, crisis, etc. via **Ipsos Political and Trends Atlas**

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