

# PUBLIC PERSPECTIVES

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**AS TECHNOLOGY ADVANCES  
WILL WOMEN BE OUR SOBER SECOND THOUGHT  
OR TRAIL MEN RESULTING IN GREATER INEQUITY?**

**JANUARY 2018**



# WHY DO GENDER DIFFERENCES RE: THE FUTURE OF TECH MATTER?

## Women are more questioning than men of the benefits of new technology

If it is up to men, particularly millennial men, new technology will proceed almost unchecked changing almost every facet of our lives, how we shop, how we bank, how we communicate, how we socialize etc.

It's not that women do not see the benefits of new technology, but they are more sceptical, less likely to be convinced of the benefits, and generally more worried about the unintended consequences.

## This could go one of two ways

On the positive side, women are more likely to question the introduction of new technology into various aspects of people's lives. This could be a good thing as they challenge technological change, and hold those pushing change accountable for their civic and social impact.

On the negative side, if receptivity to new technology translates into adoption, there is the potential that the more reserved perspective of women might create an adoption gap where they will trail men, thus creating even greater income and employment inequality than we see today.

# The CanadaNext Study

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**We presented Canadians with over 50 scenarios for change, grouped into 8 over-arching themes:**

1. Bricks & Mortar
2. Internet of Things
3. Artificial Intelligence & Robots
4. Community
5. Autonomous Vehicles & Drones
6. Nano Sensors
7. Commerce & Money
8. Healthcare



***For each scenario we asked Canadians:***

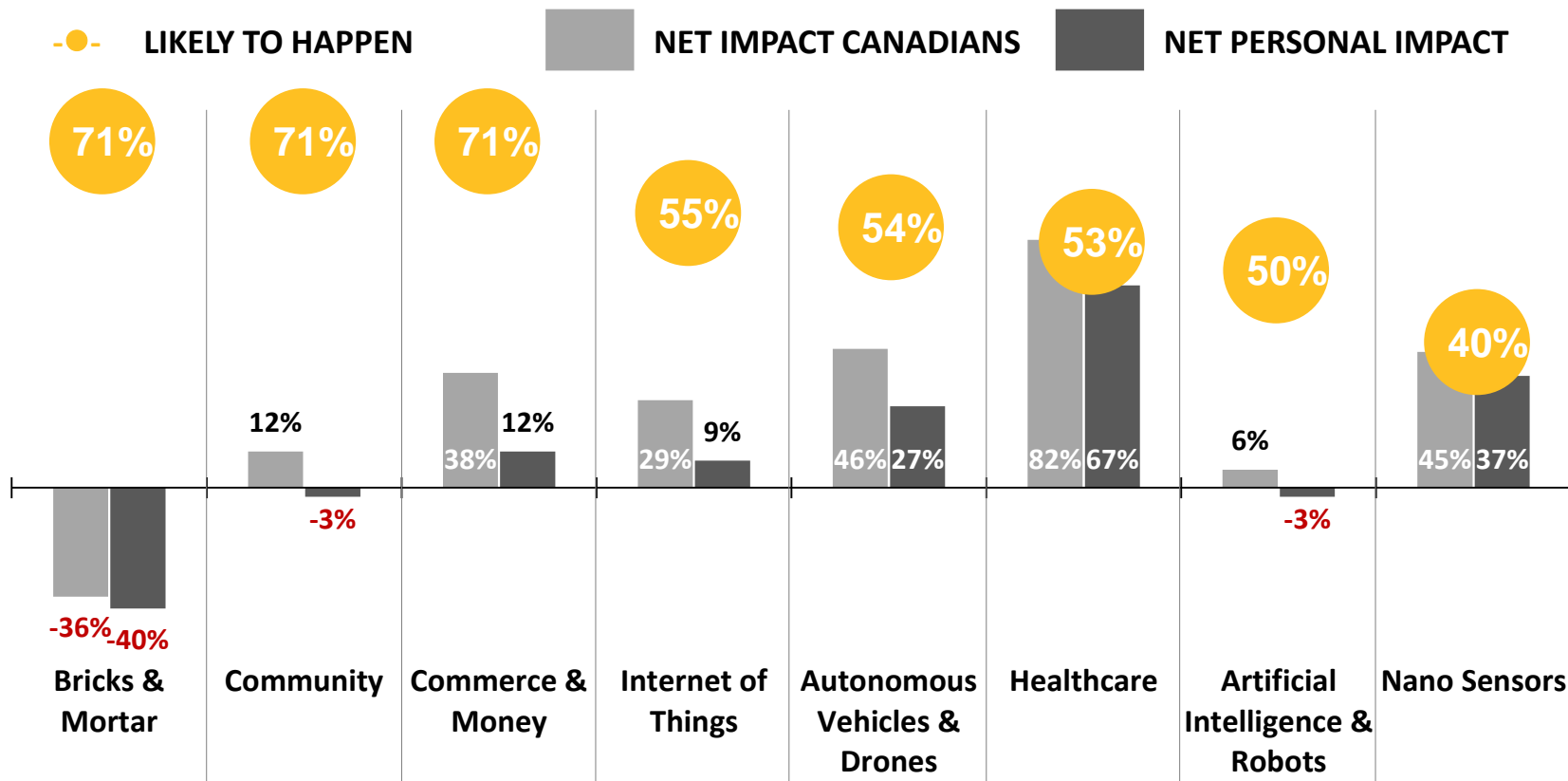
- How likely is it to happen in the next 10 years
- If it does happen will it have a positive or negative impact on Canadians
- If it does happen will it have a positive or negative impact on them personally
- If it does happen, is it something that “you will want governments to regulate closely, something that you trust business to do or something you think that consumers and citizens will have to look after themselves”

- Data is drawn from a representative, online survey among n=2000 Canadians, 18 years+, conducted in May 2017. The credibility interval for a sample of this size is +/-2.5%, 95% of the time. This was supplemented by a series of online focus groups conducted in August, 2017. For more information about CanadaNext, please visit our website:

<https://www.ipsos.com/en-ca/knowledge/society/CanadaNext-2017>.

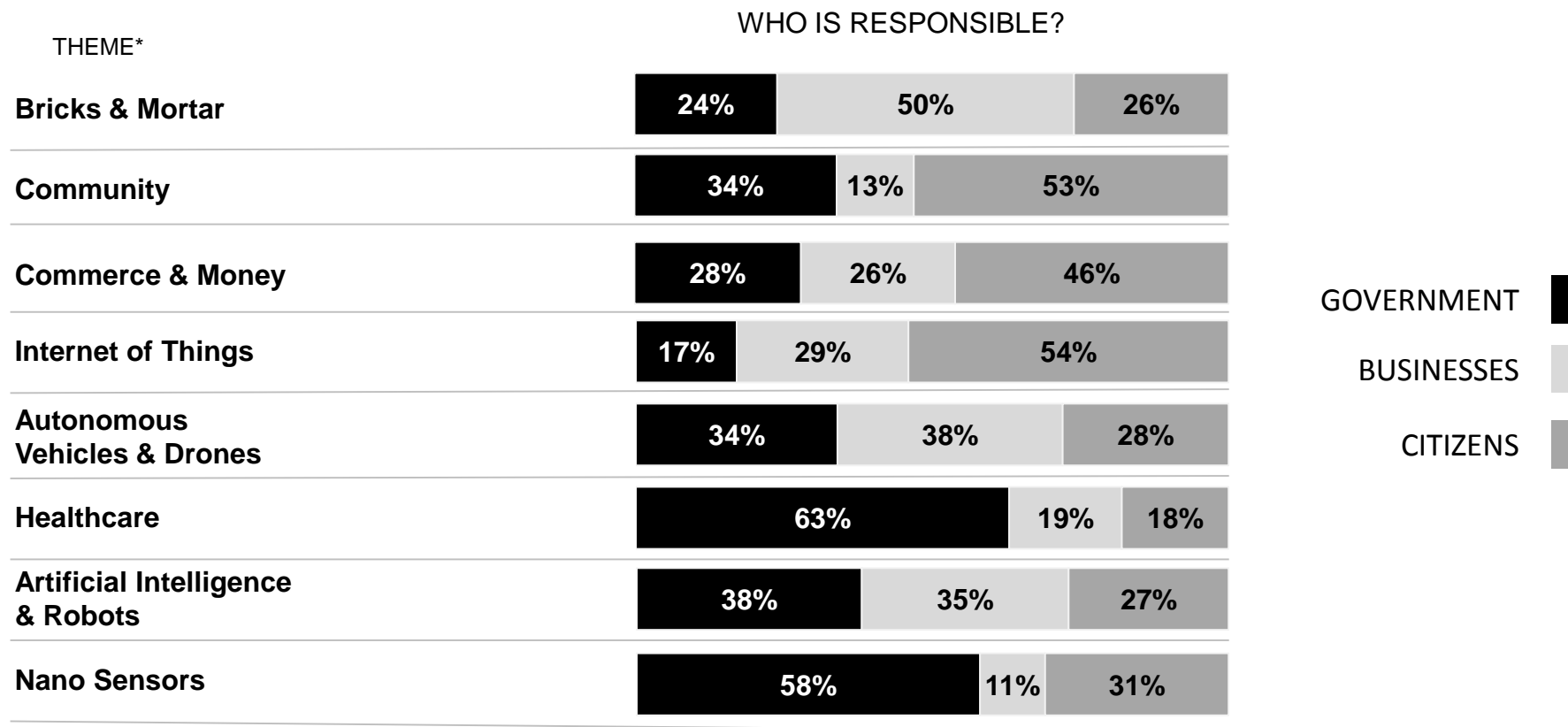
## Expectations for Change

Lower expectation for change re: AI, Robots and Nano Sensors. Very mixed views re: impact on Canada and personal impact.



# Who is Responsible

Canadians want government leadership on technology changes in Healthcare and Nano Sensors. But, most want a hands-off government in other areas. EXPECTATIONS DO NOT VARY SIGNIFICANTLY BETWEEN MEN AND WOMEN

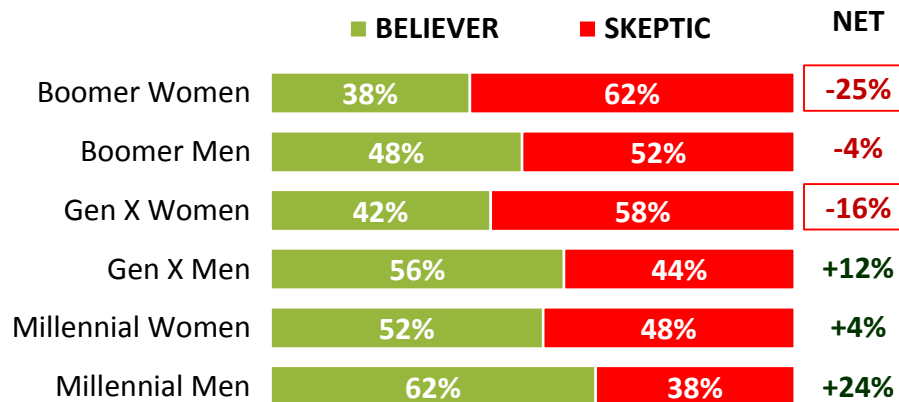
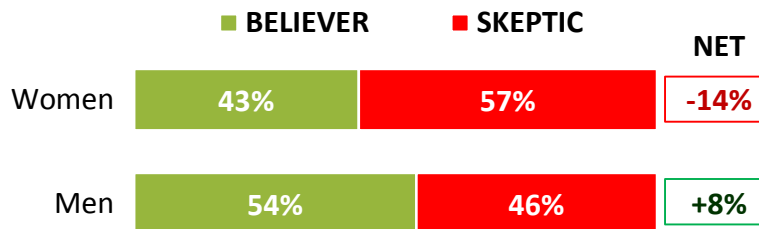
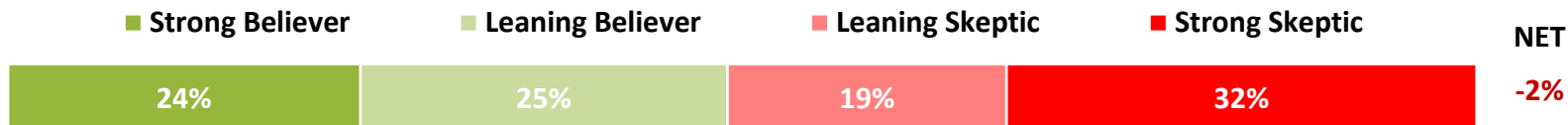


\* Theme\* results are averages for the individual scenarios asked for that theme

## Gender & Tech Receptivity

Men, particularly Millennial Men, are much more receptive to new technology than women.

### ALL CANADIANS

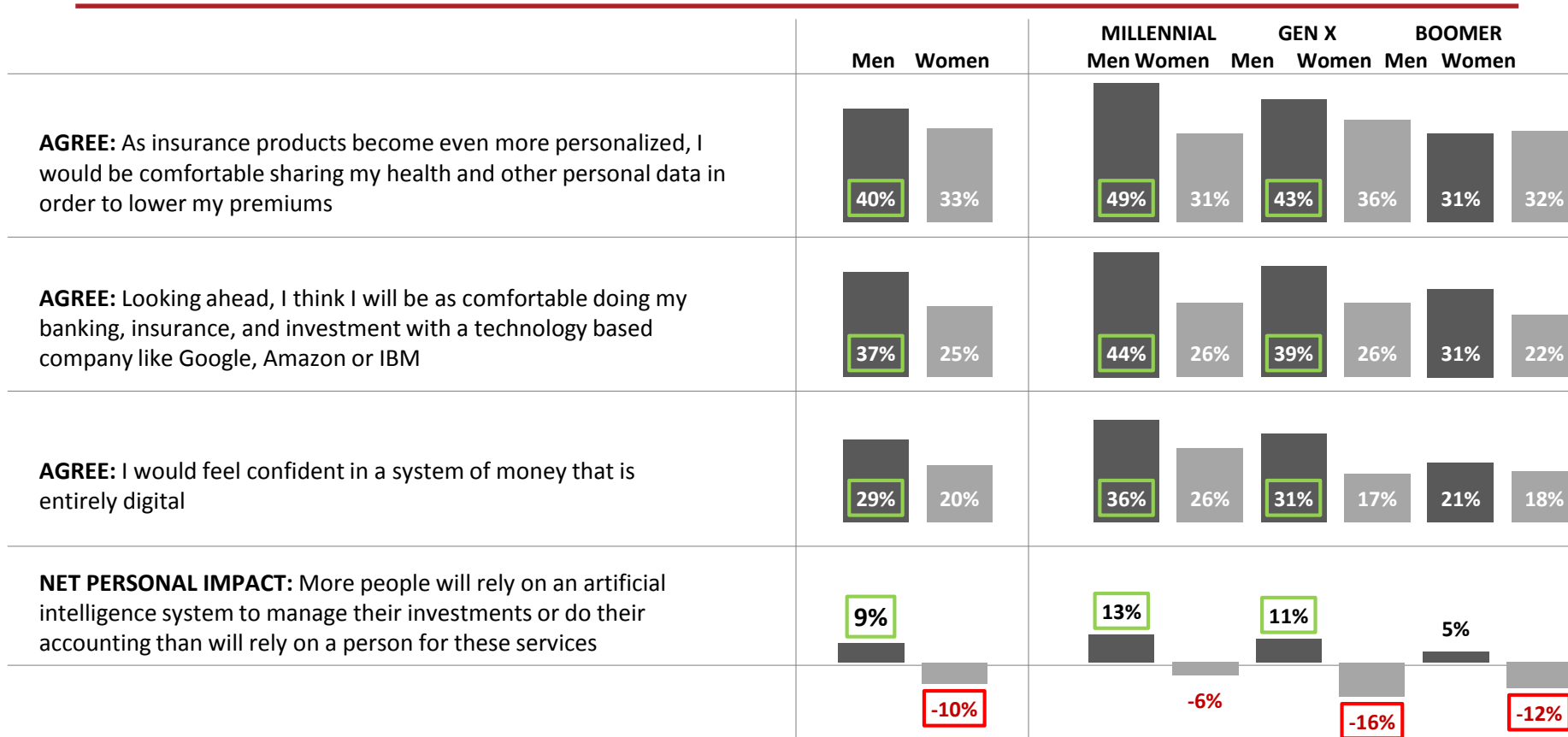


The **Tech Receptivity Index** was created based on the responses to numerous questions.

For more information please contact Ipsos.

# Gender & Money/Fin Tech

Men, particularly Millennial and Gen X men, are more receptive to the idea of giving up their personal information for monetary benefit, banking with non-traditional banks, a digital currency and AI for financial management.



## Gender & Jobs/the Pace of Change

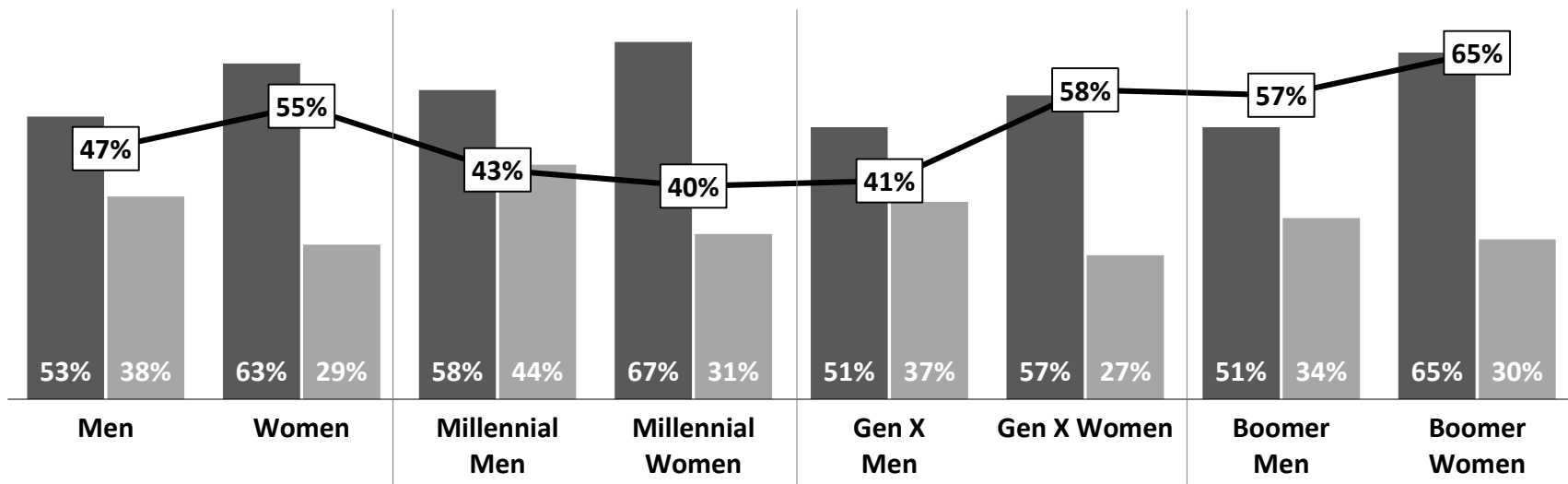
Women in each age cohort are more likely than men to see job loss and less likely to see job gains from new technology. Gen X and Boomer Women also report having a harder time keeping up with technology.

AGREE

■ Advances in technology will create MASS UNEMPLOYMENT

■ All things considered advances in technology are going to lead to more and BETTER JOBS for Canadians

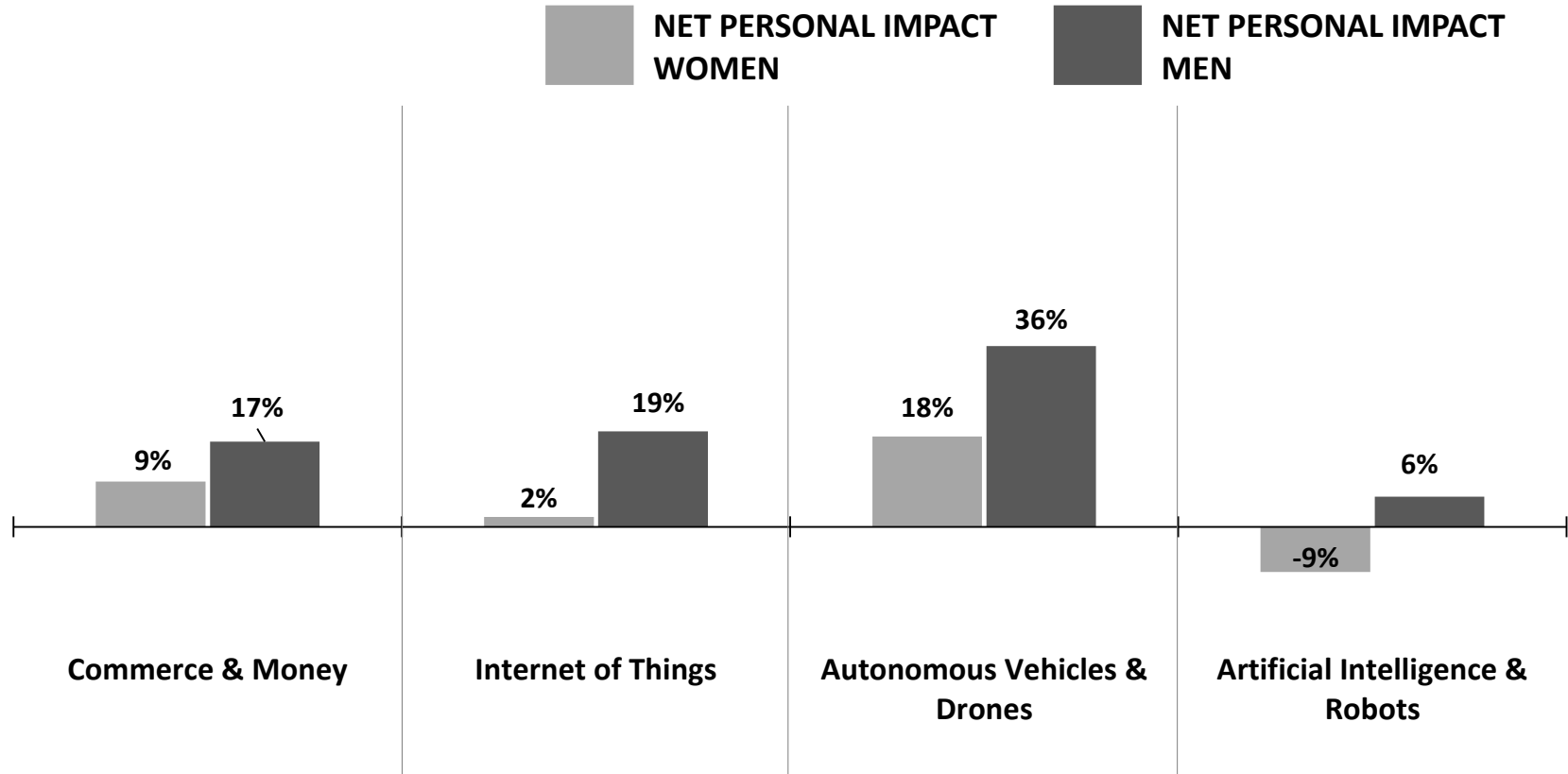
— Technology is changing so quickly I'm having a HARD TIME KEEPING UP





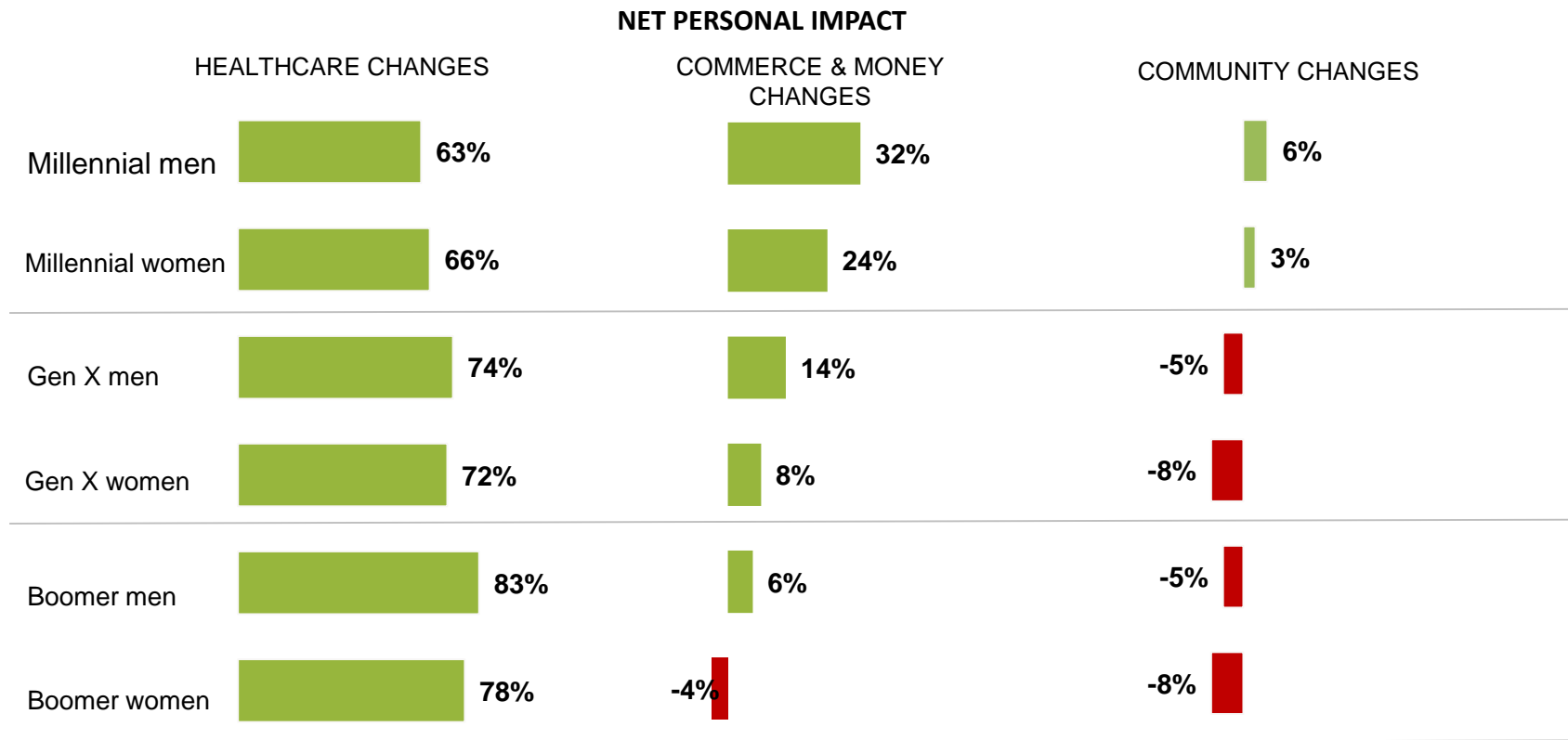
## Gender & Perceived Personal Benefit

Men and Women have very different views re: the benefits of the impact of technology.



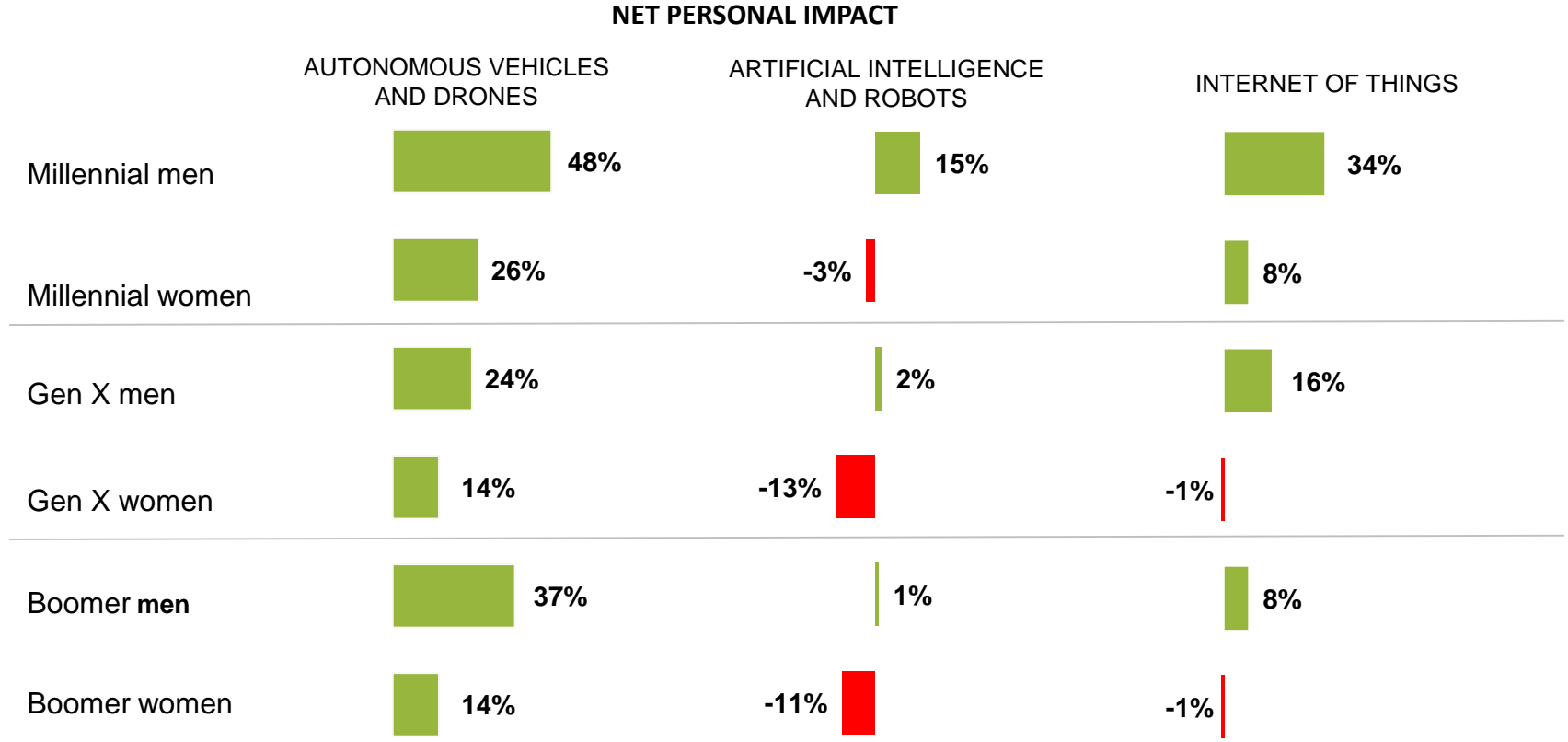
## Genderation & Personal Benefit

Not surprisingly, personal benefit from technology in healthcare increases with age. Personal benefit from changes in commerce/money and communities decrease with age and tends to be higher among men.



## Genderation & Personal Benefit

Men in each age cohort are more likely than women to see a positive personal impact from autonomous vehicles, AI/Robots and the Internet of Things.



# CONTACTS

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These report includes a fraction of the data generated from the CanadaNext study. For more information about the study, please contact us.

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Jennifer Birch  
Vice President, Canadian Public Affairs



[jennifer.birch@ipsos.com](mailto:jennifer.birch@ipsos.com)



613.688.8979



Marina Gilson  
Director, Canadian Public Affairs



[marina.gilson@ipsos.com](mailto:marina.gilson@ipsos.com)



+778.373.5046