THE NEW TECH WORLD IS ALREADY HERE AND PICKING UP STEAM

Harvard Business Review

Smart Cities Are Going to Be a Security Nightmare

by Todd Thibodeaux

APRIL 28, 2017
Regulating the internet giants

The world’s most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules
THE NEW TECH WORLD IS ALREADY HERE AND PICKING UP STEAM

How to Survive the Great Tech Panic of 2017

WIRED STAFF
THE NEW TECH WORLD IS ALREADY HERE AND PICKING UP STEAM

The end of an era -- pizza delivery could become automated.

DOMINO'S WANTS TO ELIMINATE THE PIZZA DELIVERY GUY
No drone yet, but an autonomous Ford Fusion hybrid isn't bad progress

AUGUST 29, 2017
THE NEW TECH WORLD IS ALREADY HERE AND PICKING UP STEAM
The CanadaNext Study

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](https://www.ipsos.com/en-ca/knowledge/society/CanadaNext-2017).
MANY CANADIANS SEE A LACK OF PROGRESS OR THINGS GETTING WORSE IN THE NEXT 10 YEARS

- **YOUR PERSONAL FINANCIAL SITUATION**: 52% Better, 28% Same, 20% Worse
- **YOUR OVERALL QUALITY OF LIFE**: 50% Better, 30% Same, 20% Worse
- **THE PROSPECTS FOR YOUR COMMUNITY**: 42% Better, 29% Same, 28% Worse
- **THE PROSPECTS FOR CANADA**: 41% Better, 38% Same, 21% Worse
- **THE PROSPECTS FOR THE WORLD**: 26% Better, 24% Same, 49% Worse
Change is Underestimated
Mixed assessment of impact on Canada and personal impact.

- **Bricks and Mortar**: 71% likely to happen, -36% net impact Canadians, -40% net personal impact.
- **Community**: 12% likely to happen, 38% net impact Canadians, -3% net personal impact.
- **Commerce and Money**: 12% likely to happen, 29% net impact Canadians, 9% net personal impact.
- **Internet of Things**: 55% likely to happen, 46% net impact Canadians, 27% net personal impact.
- **Autonomous Vehicles and Drones**: 54% likely to happen, 82% net impact Canadians, 67% net personal impact.
- **Healthcare**: 53% likely to happen, 6% net impact Canadians, 50% net personal impact.
- **Artificial Intelligence and Robots**: 40% likely to happen, 45% net impact Canadians, 37% net personal impact.

*Theme* results are averages for the individual scenarios asked for that theme.
Gender and Perceived Personal Benefit

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

<table>
<thead>
<tr>
<th>Theme</th>
<th>NET PERSONAL IMPACT WOMEN</th>
<th>NET PERSONAL IMPACT MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commerce and Money</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>2%</td>
<td>19%</td>
</tr>
<tr>
<td>Autonomous Vehicles and Drones</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>Artificial Intelligence and Robots</td>
<td>-9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Theme* results are averages for the individual scenarios asked for that theme.
## Who is Responsible

<table>
<thead>
<tr>
<th>THEME*</th>
<th>GOVERNMENT</th>
<th>BUSINESSES</th>
<th>CITIZENS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bricks and Mortar</td>
<td>24%</td>
<td>50%</td>
<td>26%</td>
</tr>
<tr>
<td>Community</td>
<td>34%</td>
<td>13%</td>
<td>53%</td>
</tr>
<tr>
<td>Commerce and Money</td>
<td>28%</td>
<td>26%</td>
<td>46%</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>17%</td>
<td>29%</td>
<td>54%</td>
</tr>
<tr>
<td>Autonomous Vehicles and Drones</td>
<td>34%</td>
<td>38%</td>
<td>28%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>63%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Artificial Intelligence and Robots</td>
<td>38%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Nano Sensors</td>
<td>58%</td>
<td>11%</td>
<td>31%</td>
</tr>
</tbody>
</table>

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

Expectations do not vary significantly between men and women.
Gender and Tech Receptivity
Men, particularly Millennial Men, are much more receptive to new technology than women.

### ALL CANADIANS

<table>
<thead>
<tr>
<th></th>
<th>Strong Believer</th>
<th>Leaning Believer</th>
<th>Leaning Skeptic</th>
<th>Strong Skeptic</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>24%</td>
<td>25%</td>
<td>19%</td>
<td>32%</td>
<td>-2%</td>
</tr>
<tr>
<td>Women</td>
<td>43%</td>
<td>57%</td>
<td>-14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>54%</td>
<td>46%</td>
<td>+8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

For more information please contact Ipsos.
Genderation and Personal Benefit

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.

<table>
<thead>
<tr>
<th>Genderation</th>
<th>Healthcare Changes</th>
<th>Commerce &amp; Money Changes</th>
<th>Community Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial Men</td>
<td>63%</td>
<td>32%</td>
<td>6%</td>
</tr>
<tr>
<td>Millennial Women</td>
<td>66%</td>
<td>24%</td>
<td>3%</td>
</tr>
<tr>
<td>Gen X Men</td>
<td>74%</td>
<td>14%</td>
<td>-5%</td>
</tr>
<tr>
<td>Gen X Women</td>
<td>72%</td>
<td>8%</td>
<td>-8%</td>
</tr>
<tr>
<td>Boomer Men</td>
<td>83%</td>
<td>6%</td>
<td>-5%</td>
</tr>
<tr>
<td>Boomer Women</td>
<td>78%</td>
<td>-4%</td>
<td>-8%</td>
</tr>
</tbody>
</table>
Genderation and 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.

<table>
<thead>
<tr>
<th>AUTONOMOUS VEHICLES AND DRONES</th>
<th>ARTIFICIAL INTELLIGENCE AND ROBOTS</th>
<th>INTERNET OF THINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial Men</td>
<td>48%</td>
<td>15%</td>
</tr>
<tr>
<td>Millennial Women</td>
<td>26%</td>
<td>-3%</td>
</tr>
<tr>
<td>Gen X Men</td>
<td>24%</td>
<td>2%</td>
</tr>
<tr>
<td>Gen X Women</td>
<td>14%</td>
<td>-13%</td>
</tr>
<tr>
<td>Boomer Men</td>
<td>37%</td>
<td>1%</td>
</tr>
<tr>
<td>Boomer Women</td>
<td>14%</td>
<td>-11%</td>
</tr>
</tbody>
</table>
TECHNOLOGY
The Good, The Bad and Disappearing Jobs
58% agree that advances in technology are going to create mass unemployment.

• Women, youth and less educated most likely to fear job loss to technology.
Gender and Jobs/the Pace of Change

Women 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.

- 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
CANADIAN BUSINESSES KEEPING PACE BUT INDIVIDUALS AND THE PUBLIC SECTOR ARE FALLING BEHIND

Agree

Most Canadian companies will take advantage of new technologies to improve the way they run their businesses

61%

Law and government policies are not keeping pace with the changes in technology

60%

Technology is changing so quickly these days and I am having a hard time keeping up

51%
### Autonomous Vehicles and Drones

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Likely to Happen</th>
<th>Canadian Impact Positive</th>
<th>Personal Impact Better</th>
<th>Who Is Responsible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drone delivered packages will be common place</td>
<td>59%</td>
<td>+50%</td>
<td>+31%</td>
<td>Government</td>
</tr>
<tr>
<td>At least 10% of cars and trucks on Canadians roads will be driverless</td>
<td>54%</td>
<td>+29%</td>
<td>+15%</td>
<td>Government</td>
</tr>
<tr>
<td>10% of all retail transactions will be delivered via drone or autonomous vehicle</td>
<td>54%</td>
<td>+28%</td>
<td>+20%</td>
<td>Government</td>
</tr>
</tbody>
</table>

32% agree that autonomous vehicles will make our roads safer.
## AI AND ROBOTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Likely to Happen</th>
<th>Canadian Impact Positive</th>
<th>Personal Impact Better</th>
<th>Who is Responsible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most new manufacturing jobs will consist of managing and programming robots.</td>
<td>65%</td>
<td>-11%</td>
<td>-20%</td>
<td>Government</td>
</tr>
<tr>
<td>Domestic robots will make life better for seniors and others who require assistance.</td>
<td>56%</td>
<td>+78%</td>
<td>+57%</td>
<td>Businesses</td>
</tr>
<tr>
<td>Robots will replace 80% of all manufacturing jobs</td>
<td>53%</td>
<td>-43%</td>
<td>-38%</td>
<td>Citizens</td>
</tr>
<tr>
<td>Robots will become common place at retail check-out counters</td>
<td>51%</td>
<td>-17%</td>
<td>-25%</td>
<td>Government</td>
</tr>
</tbody>
</table>
THE WORLD RUNS ON DATA
# The Internet of Things = More Data

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Likely to Happen</th>
<th>Canadian Impact Positive</th>
<th>Personal Impact Better</th>
<th>Responsible For</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 50% internet traffic will be from household appliances, TVs, etc.</td>
<td>63%</td>
<td>+23%</td>
<td>+1%</td>
<td>Businesses</td>
</tr>
<tr>
<td>Half of Canadians will be wearing connected clothes and watches</td>
<td>62%</td>
<td>+19%</td>
<td>+2%</td>
<td>Citizens</td>
</tr>
<tr>
<td>25% of reading glasses will be connected to the Internet</td>
<td>40%</td>
<td>+45%</td>
<td>+25%</td>
<td>Government</td>
</tr>
</tbody>
</table>
There will be a massive personal data leak leading to the demise of a top ten company (76%).

Canada will experience a major act of cyber terrorism temporarily shutting down telecommunications, banking, electricity and transportation systems (72%).

69% agree, that when they think about future advances in technology they are very worried about privacy and the security of their personal information.
GOVERNMENT DATA BELongs TO CITIZENS

Agree

- Data collected by governments should be owned by the citizens they collect it from. 75%
- Data generated by Canadians should be protected and regulated like a natural resource. 72%
- Private companies that use public data collected by governments should pay government a royalty fee. 62%
- Data collected by government should be given freely to the private sector so that they can create products, services, jobs and economic growth. 27%
BUSINESS DATA BELONGS TO CITIZENS

Agree

74%

Data collected by private companies should be owned by the citizens they collect it from.

46%

Data collected by private companies should be provided to governments so that they can use it to improve public services and benefit Canadians.
DO WE NEED A NEW DEFINITION FOR COMMUNITY?
### COMMUNITIES

<table>
<thead>
<tr>
<th>Event</th>
<th>Likely to Happen</th>
<th>Canadian Impact Positive</th>
<th>Personal Impact Better</th>
<th>Who Is Responsible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>People will continue to move in large numbers to the largest cities in Canada</td>
<td>84%</td>
<td>-16%</td>
<td>-22%</td>
<td>GOVERNMENT: 22%</td>
</tr>
<tr>
<td>People will be more closely attached to an online community or network of friends than a geographic based community</td>
<td>83%</td>
<td>-8%</td>
<td>-13%</td>
<td>GOVERNMENT: 21%</td>
</tr>
<tr>
<td>More people will rent rather than purchase a home</td>
<td>81%</td>
<td>-30%</td>
<td>-28%</td>
<td>GOVERNMENT: 21%</td>
</tr>
<tr>
<td>Approximately 60% of all Canadians will be a recent immigrant or the child of a recent immigrant</td>
<td>80%</td>
<td>+10%</td>
<td>-17%</td>
<td>GOVERNMENT: 22%</td>
</tr>
</tbody>
</table>
THE BIGGEST CHANGES WILL LEAD TO LESS OF CONNECTION BETWEEN PEOPLE

MORE ETHNICALLY DIVERSE POPULATION
- 30% MORE CONNECTED
- 32% NO IMPACT
- 38% LESS CONNECTED

HIGHLY DIGITIZED SOCIETY
- 35% MORE CONNECTED
- 18% NO IMPACT
- 47% LESS CONNECTED

AN OLDER POPULATION
- 26% MORE CONNECTED
- 28% NO IMPACT
- 46% LESS CONNECTED

NET MORE MINUS LESS
- 8%
- 12%
- 20%
WE DON’T FEEL ALL THAT CONNECTED TO BEGIN WITH

Generally speaking, do you think that your outlook on life, your opinions on issues that are important, etc. are the same or different than…?

- **Same**
  - Other Canadians: 48%
  - Other people in your community: 45%
WHATEVER HAPPENED TO THE CORNER STORE?
## INCREASINGLY CASHLESS

### OVER 90% OF YOUR PURCHASES

<table>
<thead>
<tr>
<th>Amount</th>
<th>Likely to Happen</th>
<th>Canadian Impact Positive</th>
<th>Personal Impact Better</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30 or less</td>
<td>90%</td>
<td>+52%</td>
<td>+17%</td>
<td>Businesses</td>
</tr>
<tr>
<td>$100 or less</td>
<td>80%</td>
<td>+48%</td>
<td>+16%</td>
<td>Businesses</td>
</tr>
</tbody>
</table>

28% AGREE In the next 10 years paper money and coins won’t exist anymore.
## Retail Will Never Be the Same

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Likely to Happen</th>
<th>Canadian Impact Positive</th>
<th>Personal Impact Better</th>
<th>Who is Responsible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% of all retail transactions including groceries will occur online</td>
<td>73%</td>
<td>+17%</td>
<td>+6%</td>
<td>Government</td>
</tr>
<tr>
<td>Over 75% of all your purchases and financial transactions will be through your smart phone</td>
<td>64%</td>
<td>+22%</td>
<td>+1%</td>
<td>Businesses</td>
</tr>
<tr>
<td>10% of all retail transactions will be delivered via drone or autonomous vehicle</td>
<td>54%</td>
<td>+28%</td>
<td>+20%</td>
<td>Citizens</td>
</tr>
</tbody>
</table>
## ONLINE WILL KILL BRICKS AND MORTAR

<table>
<thead>
<tr>
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<th>Personal Impact Better</th>
<th>Who is Responsible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>There will be about half as many retail stores</td>
<td>76%</td>
<td>-46%</td>
<td>-45%</td>
<td>Government</td>
</tr>
<tr>
<td>Half of the physical bank branch locations will no longer exist</td>
<td>75%</td>
<td>-26%</td>
<td>-35%</td>
<td>Government</td>
</tr>
</tbody>
</table>
Gender and 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.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Men</th>
<th>Women</th>
<th>MILLENNIAL</th>
<th>GEN X</th>
<th>BOOMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGREE: As insurance products become even more personalized, I would be comfortable sharing my health and other personal data in order to lower my premiums</td>
<td>40%</td>
<td>33%</td>
<td>49%</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>AGREE: Looking ahead, I think I will be as comfortable doing my banking, insurance, and investment with a technology based company like Google, Amazon or IBM</td>
<td>37%</td>
<td>25%</td>
<td>44%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>AGREE: I would feel confident in a system of money that is entirely digital</td>
<td>29%</td>
<td>20%</td>
<td>36%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>NET PERSONAL IMPACT: More people will rely on an artificial intelligence system to manage their investments or do their accounting than will rely on a person for these services</td>
<td>9%</td>
<td>-10%</td>
<td>13%</td>
<td>-6%</td>
<td>11%</td>
</tr>
</tbody>
</table>
SECTORS ON THE LEADING EDGE OF NEW TECHNOLOGY

- **79%** Telecommunications
- **78%** Communications & Information Tech
- **70%** Banking, Finance & Insurance
- **65%** Automotive
- **65%** Entertainment Media
- **54%** News Media
- **53%** Manufacturing
- **51%** Oil & Gas
- **50%** Food Services, Restaurants, ETC.
- **48%** Construction
- **46%** Accommodation, Hotels, ETC.
- **45%** Arts & Entertainment
- **44%** Transportation
- **43%** Agriculture
- **43%** Retail Sector
- **40%** Health Care
- **37%** Waste Management
- **35%** Education
- **33%** Forestry
- **32%** Mining
- **30%** Government Services
- **22%** Fishing
- **16%** Seniors’ Care
- **15%** News Media
- **15%** Arts & Entertainment
- **15%** Education
- **15%** Waste Management
- **15%** Health Care
- **14%** Retail Sector
- **14%** Construction
- **14%** Food Services, Restaurants, ETC.
- **14%** Oil & Gas
- **14%** Manufacturing
- **14%** Communications & Information Tech
- **14%** Banking, Finance & Insurance
- **14%** Telecommunications
- **13%** Automotive
- **13%** Entertainment Media
- **13%** News Media
- **12%** Government Services
- **12%** Mining
- **12%** Forestry
- **12%** Waste Management
- **12%** Health Care
- **12%** Retail Sector
- **12%** Construction
- **12%** Food Services, Restaurants, ETC.
- **12%** Oil & Gas
- **12%** Manufacturing
- **12%** Communications & Information Tech
- **12%** Banking, Finance & Insurance
- **12%** Telecommunications
- **11%** Automotive
- **11%** Entertainment Media
- **11%** News Media
- **10%** Government Services
- **10%** Mining
- **10%** Forestry
- **10%** Waste Management
- **10%** Health Care
- **10%** Retail Sector
- **10%** Construction
- **10%** Food Services, Restaurants, ETC.
- **10%** Oil & Gas
- **10%** Manufacturing
- **10%** Communications & Information Tech
- **10%** Banking, Finance & Insurance
- **10%** Telecommunications
- **9%** Automotive
- **9%** Entertainment Media
- **9%** News Media
- **9%** Government Services
- **9%** Mining
- **9%** Forestry
- **9%** Waste Management
- **9%** Health Care
- **9%** Retail Sector
- **9%** Construction
- **9%** Food Services, Restaurants, ETC.
- **9%** Oil & Gas
- **9%** Manufacturing
- **9%** Communications & Information Tech
- **9%** Banking, Finance & Insurance
- **9%** Telecommunications
- **8%** Automotive
- **8%** Entertainment Media
- **8%** News Media
- **8%** Government Services
- **8%** Mining
- **8%** Forestry
- **8%** Waste Management
- **8%** Health Care
- **8%** Retail Sector
- **8%** Construction
- **8%** Food Services, Restaurants, ETC.
- **8%** Oil & Gas
- **8%** Manufacturing
- **8%** Communications & Information Tech
- **8%** Banking, Finance & Insurance
- **8%** Telecommunications
- **7%** Automotive
- **7%** Entertainment Media
- **7%** News Media
- **7%** Government Services
- **7%** Mining
- **7%** Forestry
- **7%** Waste Management
- **7%** Health Care
- **7%** Retail Sector
- **7%** Construction
- **7%** Food Services, Restaurants, ETC.
- **7%** Oil & Gas
- **7%** Manufacturing
- **7%** Communications & Information Tech
- **7%** Banking, Finance & Insurance
- **7%** Telecommunications
- **6%** Automotive
- **6%** Entertainment Media
- **6%** News Media
- **6%** Government Services
- **6%** Mining
- **6%** Forestry
- **6%** Waste Management
- **6%** Health Care
- **6%** Retail Sector
- **6%** Construction
- **6%** Food Services, Restaurants, ETC.
- **6%** Oil & Gas
- **6%** Manufacturing
- **6%** Communications & Information Tech
- **6%** Banking, Finance & Insurance
- **6%** Telecommunications
- **5%** Automotive
- **5%** Entertainment Media
- **5%** News Media
- **5%** Government Services
- **5%** Mining
- **5%** Forestry
- **5%** Waste Management
- **5%** Health Care
- **5%** Retail Sector
- **5%** Construction
- **5%** Food Services, Restaurants, ETC.
- **5%** Oil & Gas
- **5%** Manufacturing
- **5%** Communications & Information Tech
- **5%** Banking, Finance & Insurance
- **5%** Telecommunications
- **4%** Automotive
- **4%** Entertainment Media
- **4%** News Media
- **4%** Government Services
- **4%** Mining
- **4%** Forestry
- **4%** Waste Management
- **4%** Health Care
- **4%** Retail Sector
- **4%** Construction
- **4%** Food Services, Restaurants, ETC.
- **4%** Oil & Gas
- **4%** Manufacturing
- **4%** Communications & Information Tech
- **4%** Banking, Finance & Insurance
- **4%** Telecommunications
EXPECT SECTORS CREATE GOOD PAYING JOBS IN 10 YEARS

73% COMMUNICATIONS & INFORMATION TECH
68% TELECOMMUNICATIONS
57% HEALTH CARE
54% ENTERTAINMENT MEDIA
53% CONSTRUCTION
46% SENIORS’ CARE

45% AUTOMOTIVE
44% TRANSPORTATION
43% WASTE MANAGEMENT
43% EDUCATION
43% NEWS MEDIA
42% FOOD SERVICES, RESTAURANTS, ETC.

41% BANKING, FINANCE & INSURANCE
40% ARTS & ENTERTAINMENT
40% ACCOMODATION, HOTELS, ETC.
39% OIL & GAS
37% GOVERNMENT SERVICES
36% MANUFACTURING

32% RETAIL SECTOR
30% AGRICULTURE
27% MINING
26% FORESTRY
19% FISHING
THE CURRENT PATH...

• Technology literacy gap will increase and today’s excitement could give way to resentment and more fear.

• Men may adopt tech faster than women increasing inequality.

• Women may become the social conscience of the tech movement.

• Technology/sharing economy will be a boon for businesses and consumers and improvements for our health. The flip side: job loss and continuous job transition.

• Data will grow new businesses and improve our communities. In return for use of their data Canadians want cheaper products and services. Government data royalties may one day supplement taxes.

• Young Canadians are driving a retail revolution leading to drone/autonomous delivery, the decline of bricks and mortar, cashless commerce and digital currency.

• Demographic change and technology advancement will place strains on communities and lead to further declines in social cohesion.