

# PUBLIC PERSPECTIVES

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## ARE CANADIANS KEEPING UP WITH NEW TECHNOLOGY?

November 2018



# WHAT DO THE DATA SHOW?

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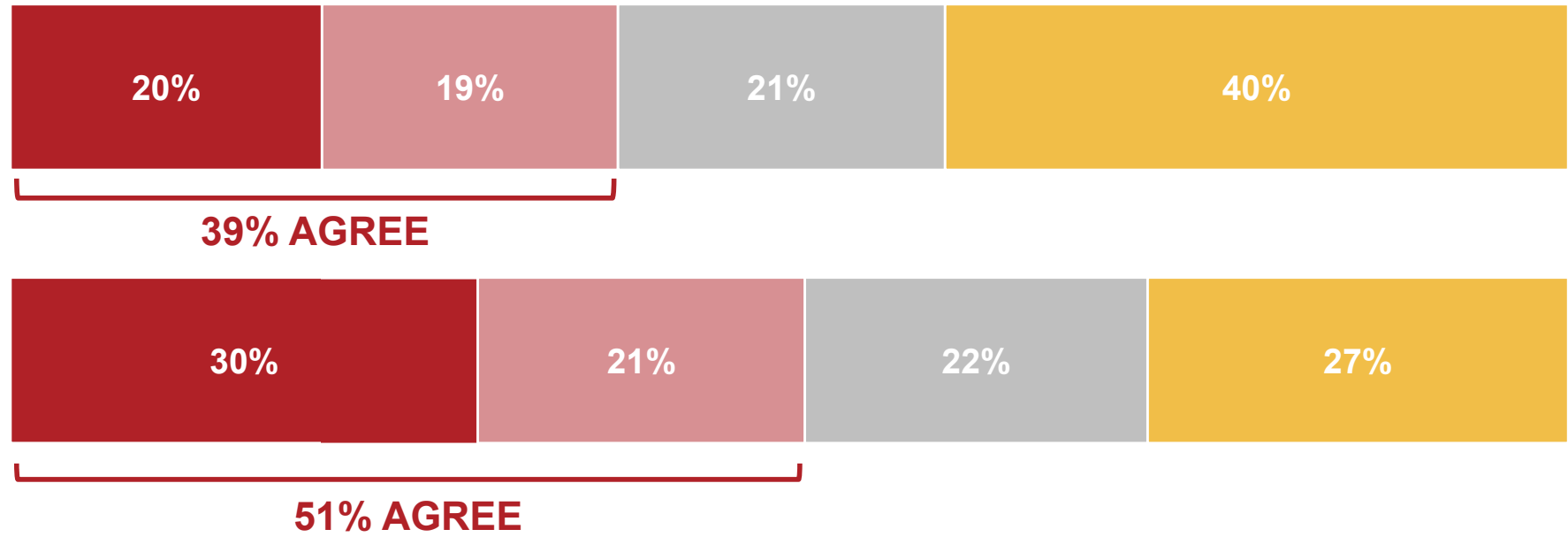
- As companies and government charge ahead with new technology, it is encouraging to find that fewer Canadians today than in 2017 say that they are having difficulty keeping up.
- Nevertheless, new technology remains a challenge for a full four-in-ten Canadians, and is higher among women, Boomers, lower income and BC and Atlantic residents.
- In the private sector, it is noteworthy that a sizeable proportion of customers of all companies we asked about say that they are having difficulty keeping up with new technology. However, some companies customers are facing more of a technological headwind than others. Read on to find out which ones.
- Increasingly our clients are trying to lead rather than be sideswiped by technological change. Understanding whether their customers and potential customers are fearfully accepting change or eagerly hoping for faster change is critical knowledge that can make or break the launch of a new product, service or in the case of government, a policy or program.
- How organizations manage change is also becoming a key factor in how much we trust them. In that way, trust is both a product of change and an enabler of change because without it some customers won't make the leap with you.

- These are selected findings from [\*Ipsos Context\*](#), a quarterly syndicated survey program tracking the context in which consumers makes decisions.
- An online survey was conducted Sept 23-27, 2018 among n=2,000 adult Canadians. Data are weighted to match the profile of the population. The credibility interval for a sample of this size is +/-2.5 , 95% of the time.

CANADIANS APPEAR TO BE BETTER MANAGING NEW TECHNOLOGY. ALTHOUGH FEWER NOW THAN IN 2017 SAY THAT THEY ARE HAVING A HARD TIME KEEPING UP WITH CHANGES, TECHNOLOGY REMAINS A CHALLENGE FOR FOUR IN TEN CANADIANS.

**“Technology is changing so quickly I am having a hard time keeping up”**

■ STRONGLY AGREE   ■ SOMEWHAT AGREE   ■ NEUTRAL   ■ SOMEWHAT, STRONGLY DISAGREE

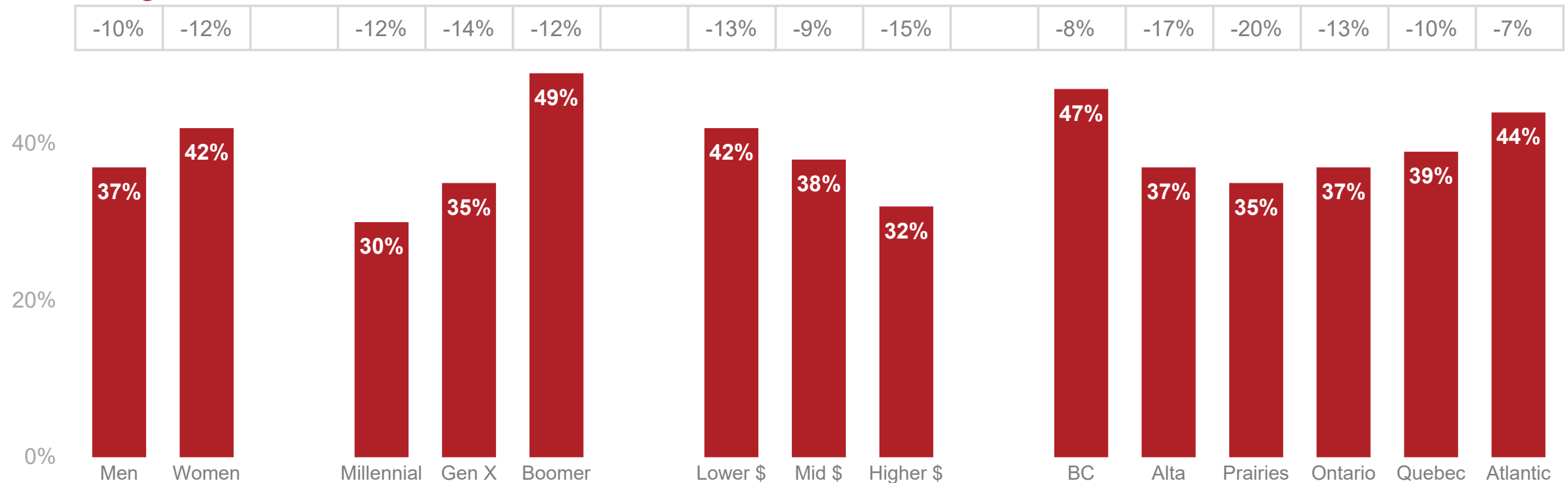


WOMEN, BOOMERS, LOWER INCOME AND BC AND ATLANTIC RESIDENTS ARE MOST LIKELY TO BE HAVING DIFFICULTY KEEPING UP WITH NEW TECHNOLOGY. BUT CHALLENGES AFFECT A SIZEABLE PROPORTION OF OTHER SUBGROUPS AS WELL.

“Technology is changing so quickly I am having a hard time keeping up”

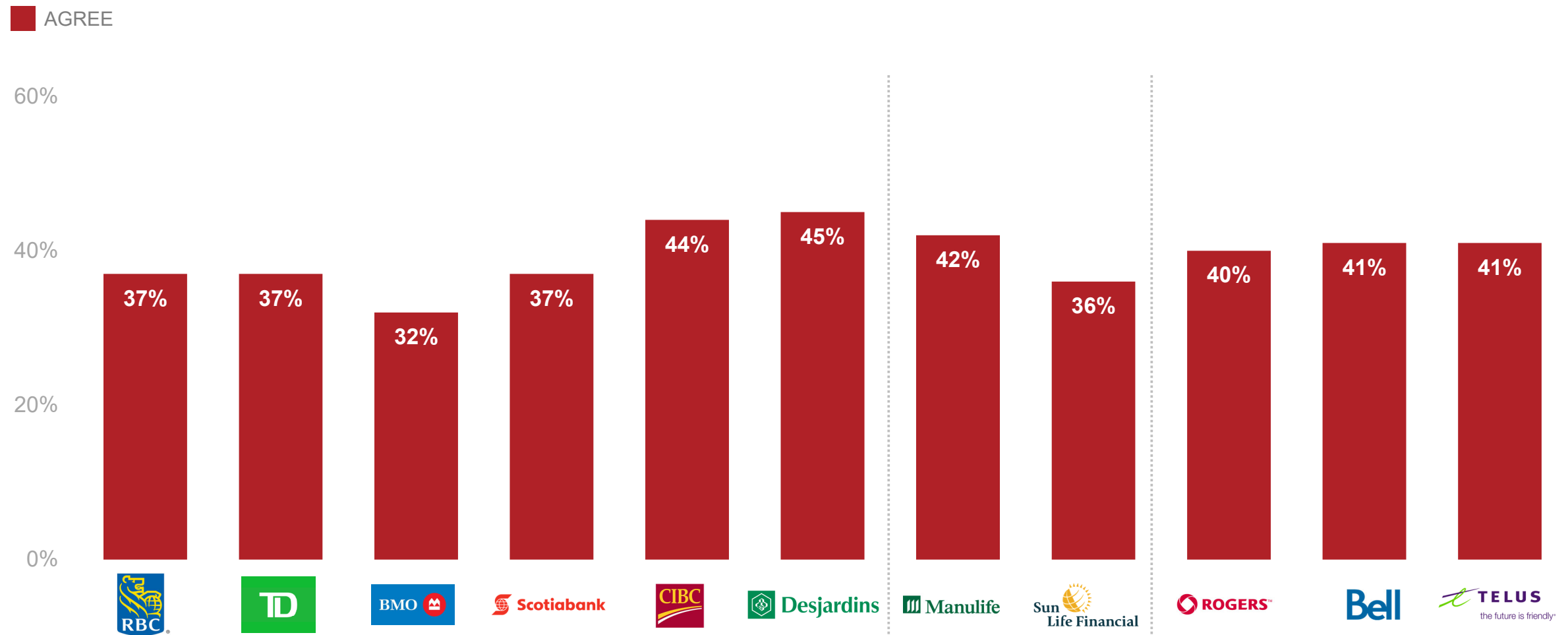
AGREE

60% **Change from 2017**



IN THE FINANCIAL AND TELECOM SECTORS, WHILE ONE-THIRD OR MORE OF ALL CUSTOMERS SAY THEY ARE HAVING A HARD TIME KEEPING UP WITH NEW TECHNOLOGY, CIBC, DESJARDIN AND MANULIFE CUSTOMERS ARE THE MOST LIKELY TO AGREE

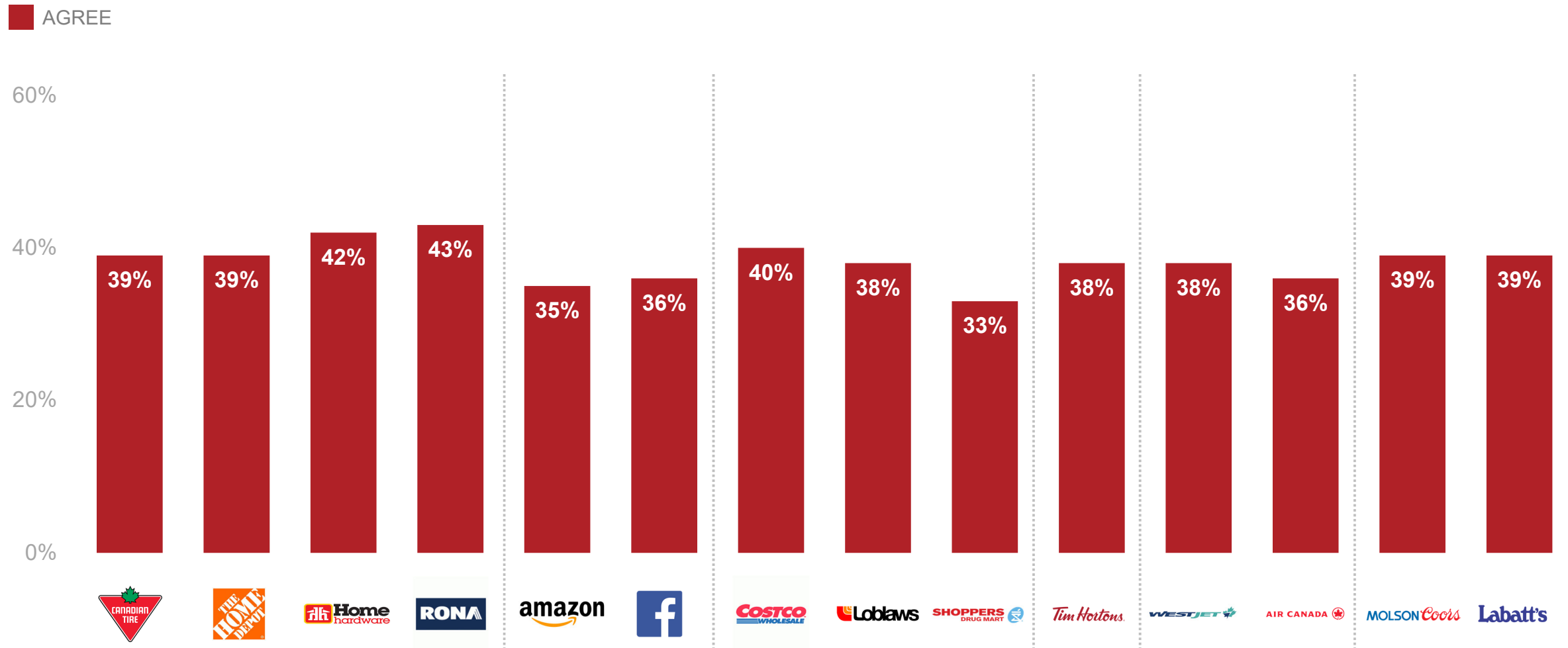
“Technology is changing so quickly I am having a hard time keeping up”



Bank customers self-identified as using bank as their main financial institution; other customers said they have used products/services of each in past year

OTHER SECTORS ARE SIMILAR, WITH ONE-THIRD OR MORE OF ALL CUSTOMERS SAYING THEY ARE HAVING A HARD TIME KEEPING UP WITH NEW TECHNOLOGY. HOME DEPOT, RONA, AND COSTCO CUSTOMERS TEND TO BE MOST CHALLENGED.

“Technology is changing so quickly I am having a hard time keeping up”



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# CONTACTS

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