

Attitudes toward Technology and the Digital World - Canada - December 2019

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This report looks at the following areas:

The primary focus of this Report will be to take stock of the attitudes that consumers have towards digital technology. Much of this focus will be on how consumers have adapted now that tech devices are the status quo in daily life, as well as how today's youngest consumers – who came of age in this digital world – are different from older consumers. The findings of this Report are based on the results of Mintel's exclusive research and will help provide insight on consumer attitudes towards the current technological landscape that they live in.



"With how quickly the technology and digital world has evolved over the last few decades, it is worth taking a step back to assess how consumers feel about it. Not only have consumers adapted over time as they have gotten more comfortable with technology in their day-to-day lives, but there is now an entire generation of adults who grew up in a world of smartphones and social media."

Scott Stewart, Senior Tech & Media Analyst
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- An update on 5G networks in Canada
- Canadians are using more mobile data
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- Cyberattacks are a constant threat to consumers

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- Social media usage and mental health
- An update on 5G networks in Canada
- Canadians are using more mobile data

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- Cyberattacks are a constant threat to consumers

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