

Families and Tech: Incl Impact of COVID-19 - Canada - August 2020

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“Canada’s family demographics have reached a point where Millennials are parents of young children – which means digital technology is now an innate skill for the entire family. The result has been that tech plays a vital role in the typical family household – especially after the COVID-19 pandemic made virtual work and school the norm.”

- **Scott Stewart, Senior Tech & Media Analyst**

This report looks at the following areas:

- The impact of COVID-19 on families and their tech usage and purchases
- Tech device ownership and usage among children
- Parents’ concerns about tech in the home and the rules they have in place around it
- Understanding the role tech can play in offering parents peace of mind, even if devices and services are used infrequently.

Tech devices like smartphones, tablets and personal computers are no longer just accessories for families – they are integral tools to keep connected, organized and entertained. And it is not just for parents; many children own their own devices and have TVs and smart speakers in their rooms.

The COVID-19 pandemic has made the value of tech for families even more salient. As more parents stay home to work and children depend on e-learning to keep up with school, technology has taken on a new level of importance.

Overall, the analysis in this Report shows how important tech is to families and the way it is used by both adults and children. At the same time, it highlights some of the challenges for tech within families and the barriers these companies face. The modern Canadian family depends heavily on technology to help make life easier on a daily basis – but also harbours underlying concerns about over-usage that companies need to be highly sensitive to in order to connect with these consumers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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