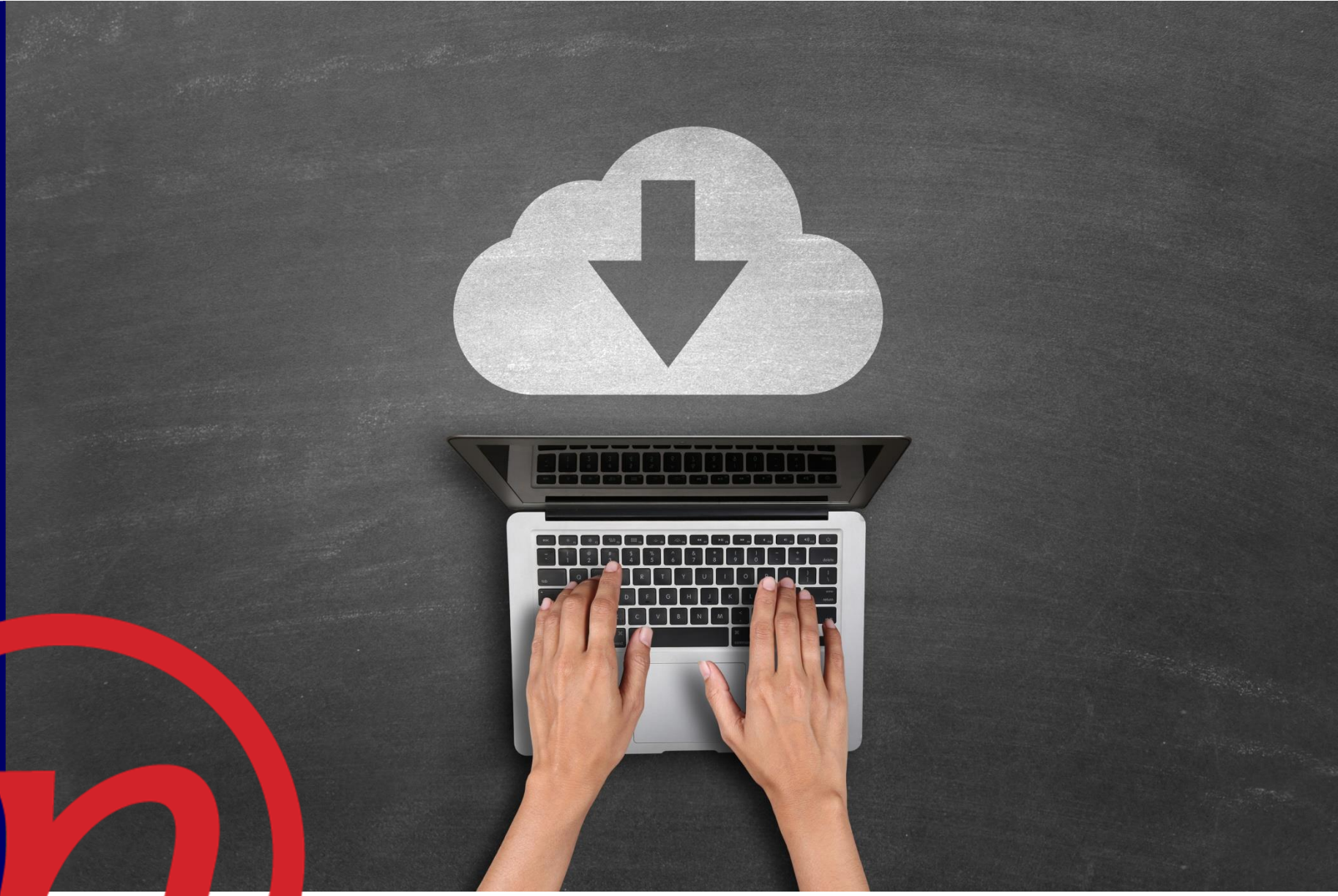
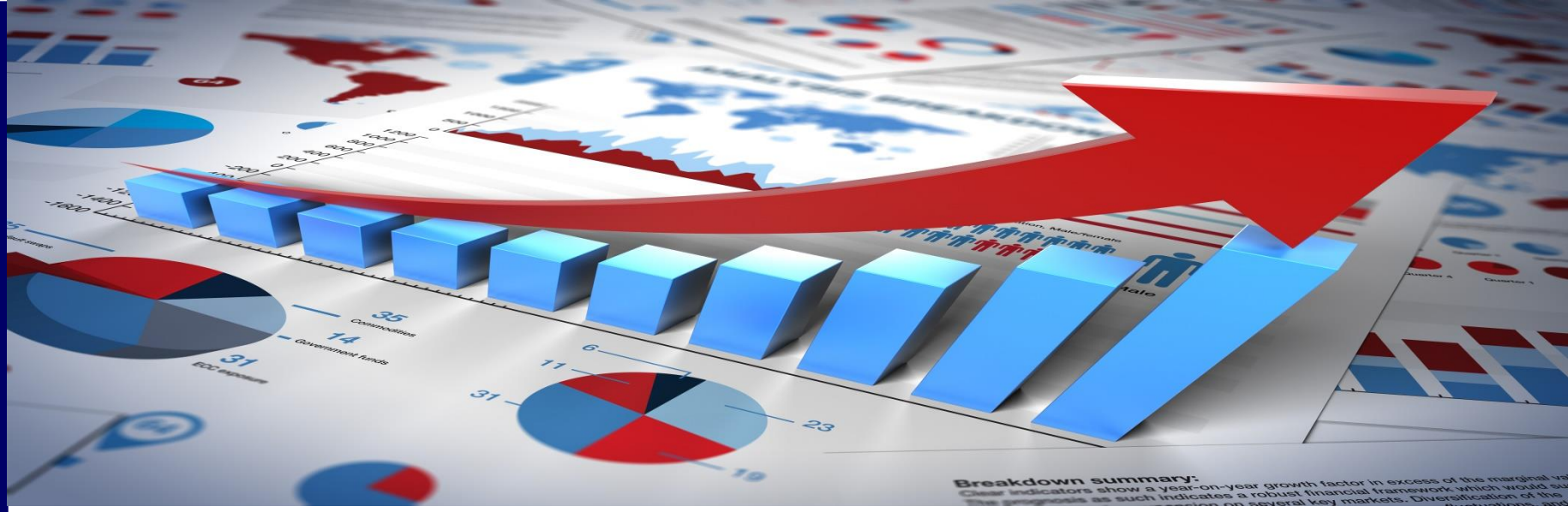


Impact of Technology on Society – IRPP

submitted by Nanos, November 2013 (Submission 2013-452)

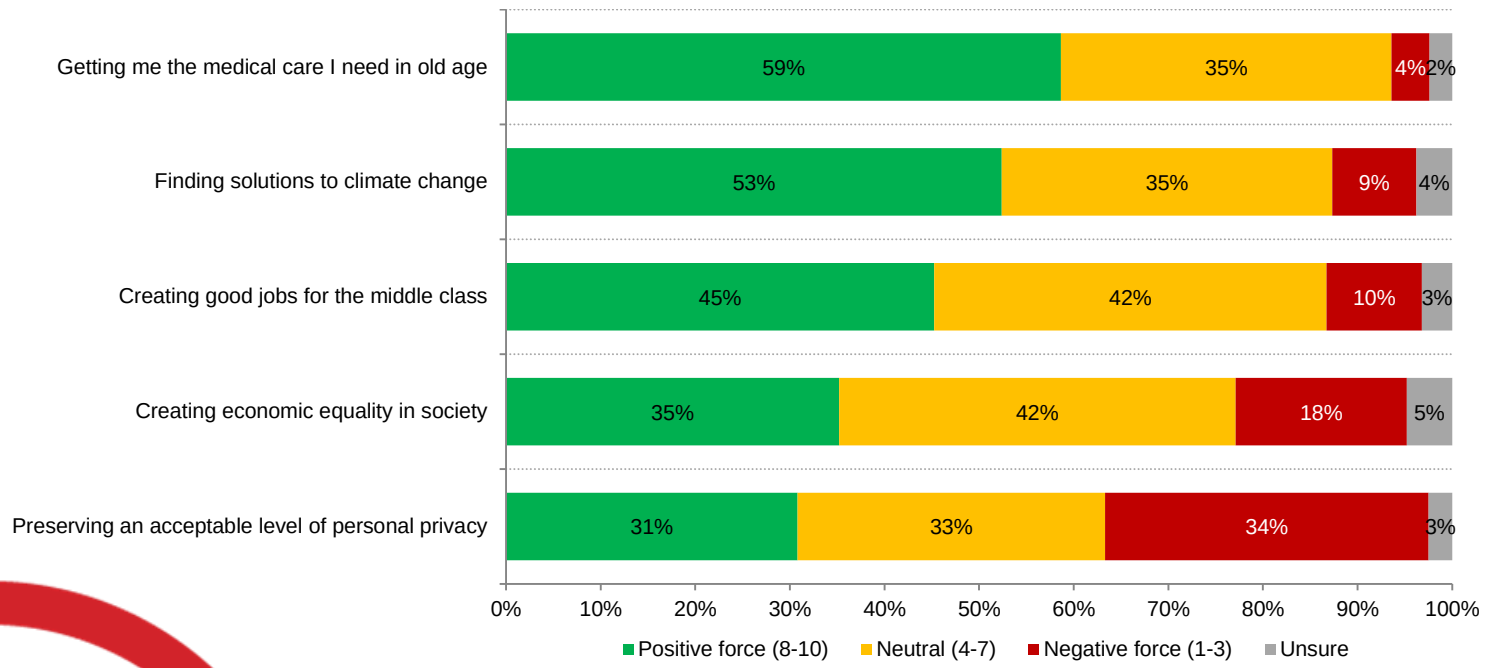


Executive Summary

In terms of the role of advances in technology in society, Canadians are skeptical in relation to advances protecting their privacy. Likewise, there is a diversity of opinion in terms of advances in technology helping to create economic equality. There is more confidence in technological advances as a positive force related to individual care in old age and finding solutions to climate change.

Technological Change

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20

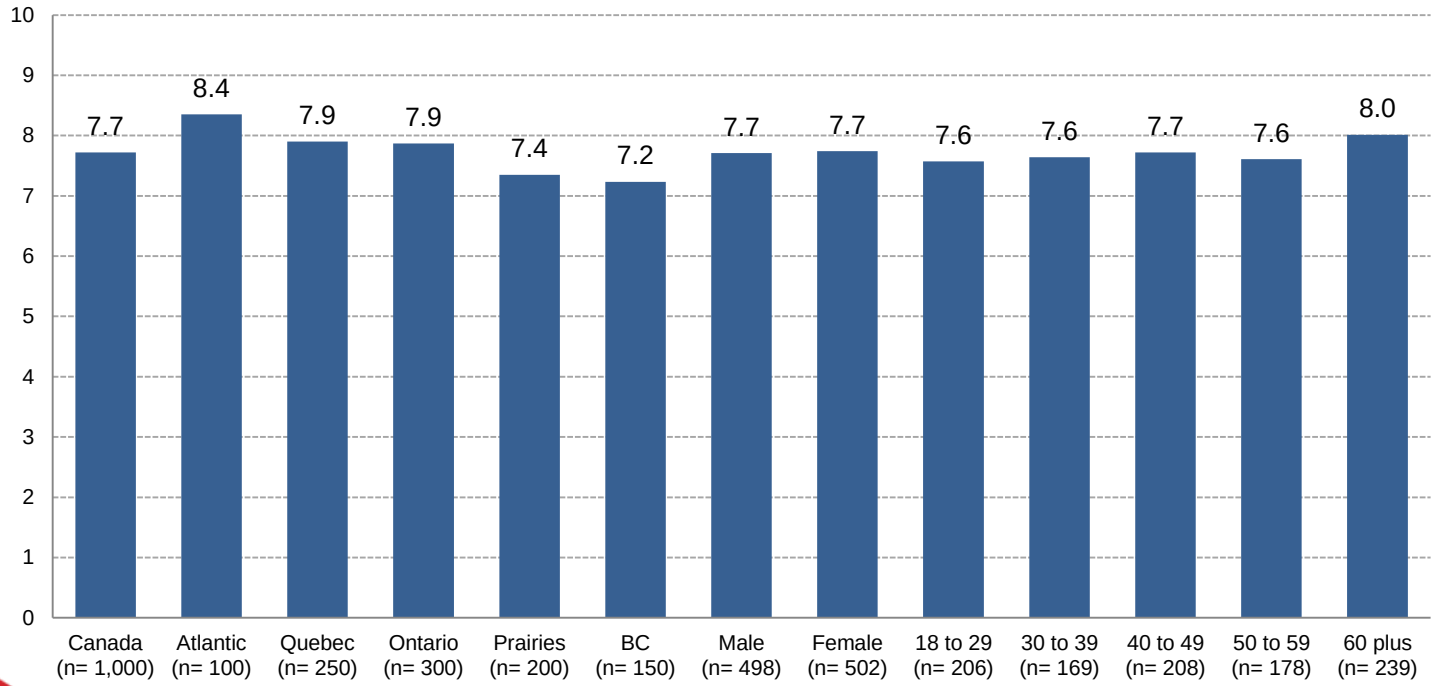


Mean
7.7
7.3
7.0
5.4
5.0

QUESTION – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives, where 1 is a very negative force and 10 is a very positive force:

Medical Care

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20

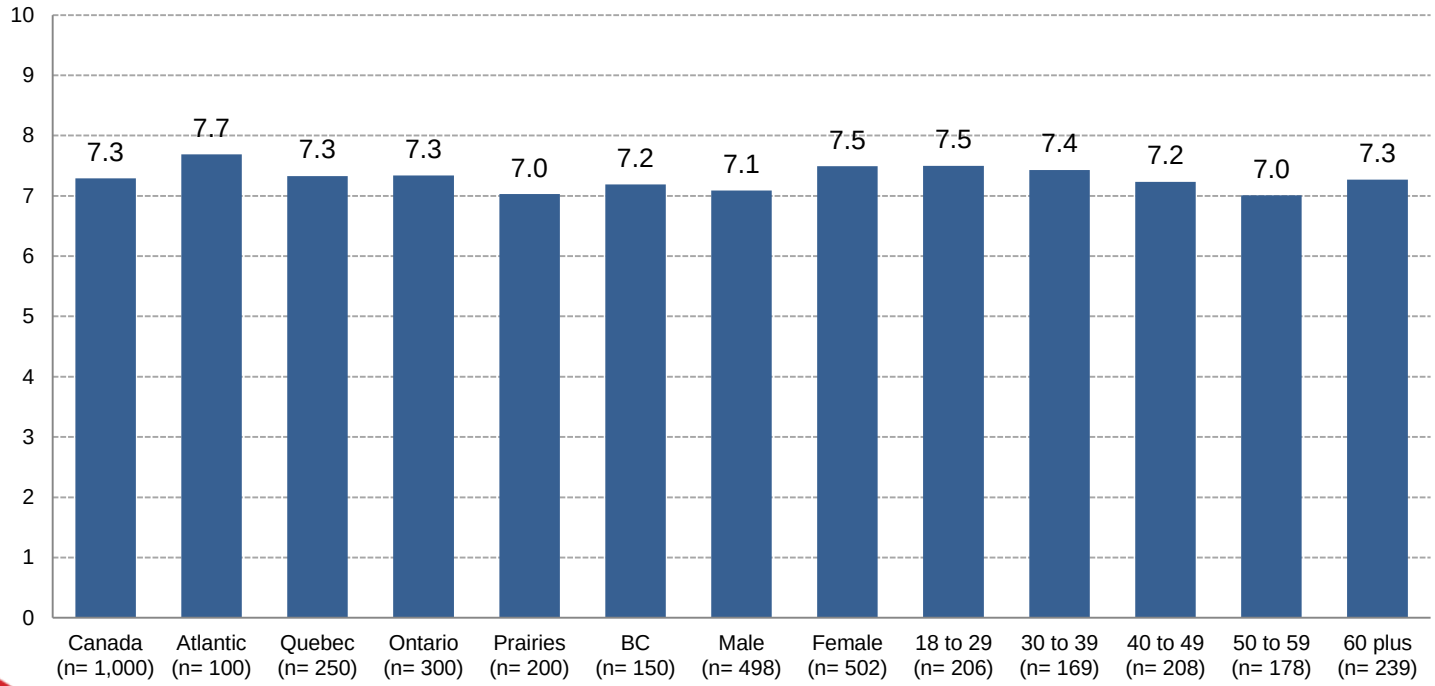


QUESTION – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives, where 1 is a very negative force and 10 is a very positive force:

Getting me the medical care I need in old age.

Solutions to Climate Change

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20

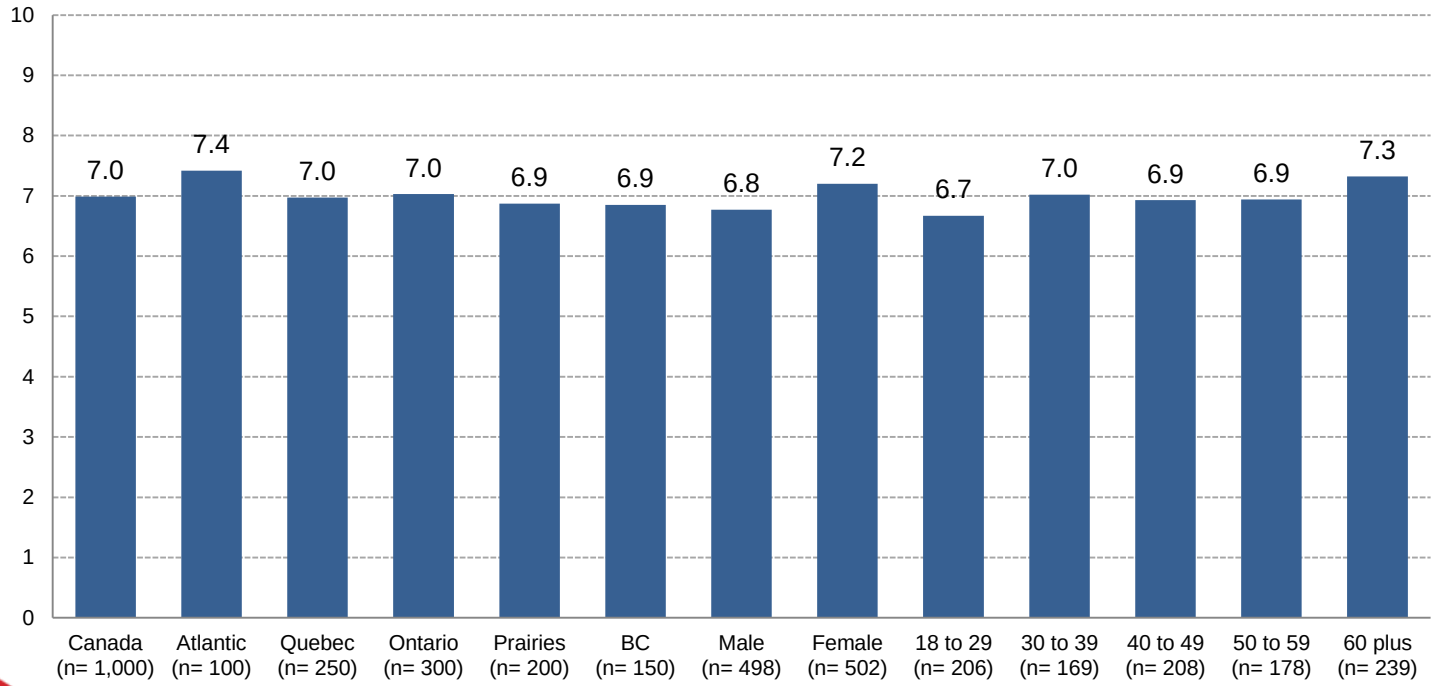


QUESTION – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives, where 1 is a very negative force and 10 is a very positive force:

Finding solutions to climate change.

Creating Good Jobs

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20

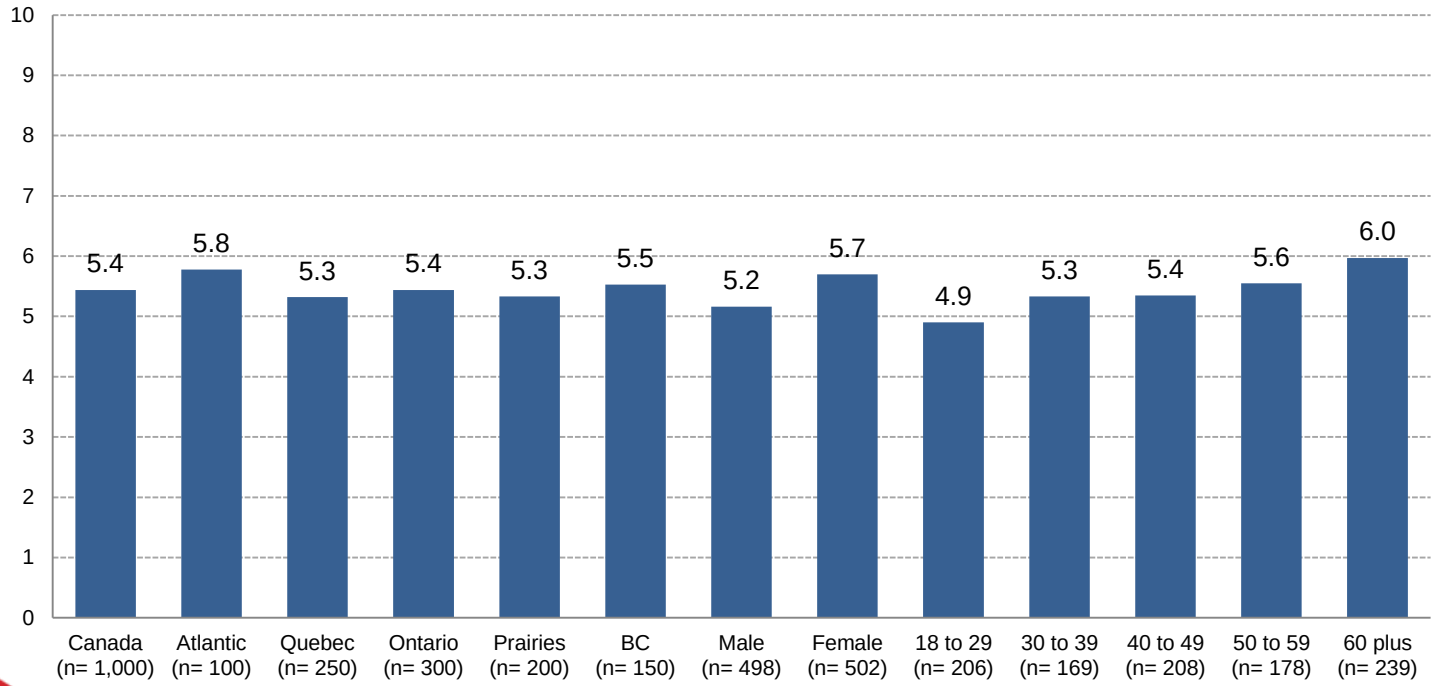


QUESTION – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives, where 1 is a very negative force and 10 is a very positive force:

Creating good jobs for the middle class.

Preserving Personal Privacy

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20

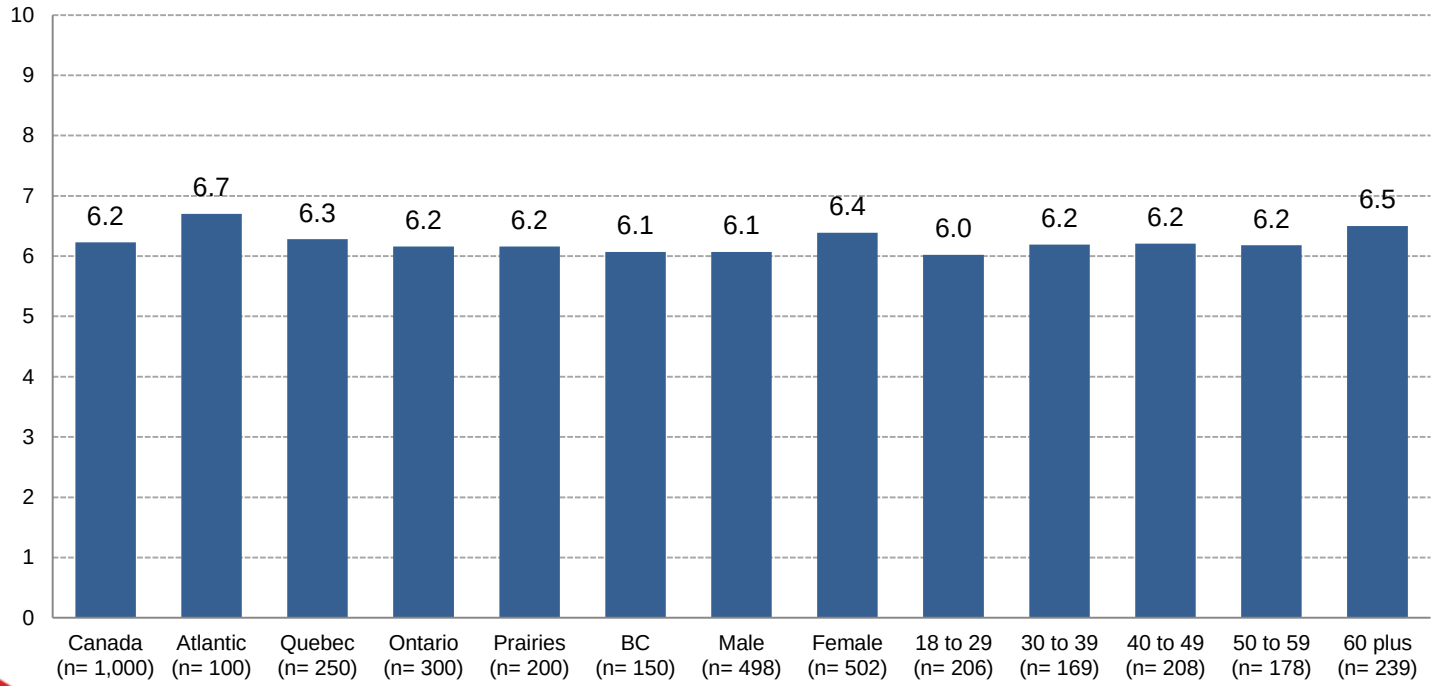


QUESTION – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives, where 1 is a very negative force and 10 is a very positive force:

Preserving an acceptable level of personal privacy.

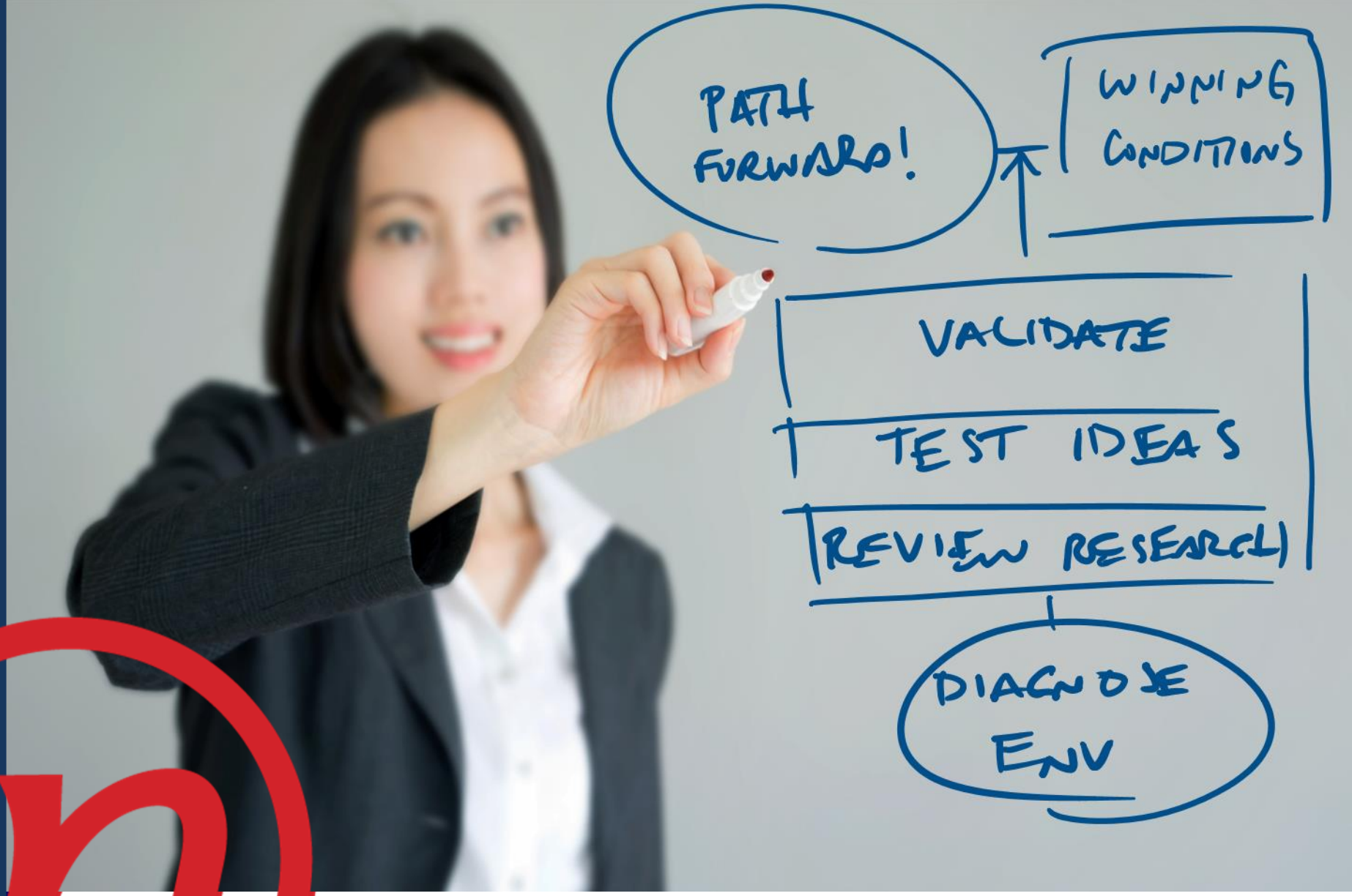
Economic Equality

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20



QUESTION – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives, where 1 is a very negative force and 10 is a very positive force:

Creating economic equality in society.



Methodology

Methodology

A national Nanos RDD Crowdsource random survey of 1,000 Canadians was conducted between November 19th and 24th, 2013 as part of an omnibus survey. Participants were randomly recruited by telephone and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted using the latest Census data.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

Any use if this research should refer to it as “Nanos-IRPP Survey.”

About Nanos

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Tabulations

2013-452 – NANOS-IRPP – STAT SHEET – TECHNOLOGY PROJECT

Question 1 – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives where 1 is a very negative force and 10 is a very positive force: Creating economic equality in society.

		Total		Very negative force (1)	2	3	4	5	6	7	8	9	Very positive force (10)	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	6.23	4.9	4.8	8.4	5.5	17.5	10.9	8.0	12.0	5.9	17.3	4.8
Region	Atlantic Canada	100	6.70	.7	2.1	7.4	4.0	13.7	21.3	9.8	14.1	5.1	17.3	4.5
	Quebec	250	6.28	4.1	5.6	8.2	4.9	20.7	7.1	6.9	13.0	3.3	20.5	5.7
	Ontario	300	6.16	6.0	5.3	11.6	5.2	14.1	9.7	6.2	9.7	8.2	18.7	5.1
	Prairies	200	6.16	5.6	4.1	5.6	6.0	17.4	13.4	9.8	15.9	6.0	11.6	4.6
	British Columbia	150	6.07	5.8	5.3	6.4	7.2	21.9	9.3	9.6	8.4	6.1	17.1	2.9
Gender	Male	498	6.07	5.7	5.5	9.3	6.3	13.5	13.0	8.8	13.0	6.0	14.5	4.5
	Female	502	6.39	4.1	4.2	7.4	4.7	21.5	8.8	7.1	11.1	5.9	20.2	5.1
	18 to 29	206	6.02	3.2	6.4	10.1	6.9	21.1	11.6	5.1	13.0	2.4	17.6	2.6
	30 to 39	169	6.19	4.7	2.6	10.2	7.7	13.6	12.6	8.9	15.8	6.8	12.8	4.2
Age	40 to 49	208	6.21	6.6	5.2	6.7	3.3	18.6	11.1	7.9	10.4	6.8	17.4	5.9
	50 to 59	178	6.18	6.4	6.3	8.3	5.7	15.4	7.4	9.4	8.6	6.6	19.9	6.0
	60 plus	239	6.50	3.7	3.5	7.0	4.5	18.0	11.6	8.7	12.4	7.0	18.3	5.2

2013-452 – NANOS-IRPP – STAT SHEET – TECHNOLOGY PROJECT

Question 2 – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives where 1 is a very negative force and 10 is a very positive force: Getting me the medical care I need in old age.

		Total		Very negative force (1)	2	3	4	5	6	7	8	9	Very positive force (10)	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	7.72	.7	.8	2.5	3.3	9.8	5.8	16.0	18.8	13.8	26.0	2.4
Region	Atlantic Canada	100	8.35	.0	.0	.7	.0	5.4	5.3	15.7	21.0	18.7	30.7	2.5
	Quebec	250	7.90	1.5	.8	.9	3.9	9.2	4.2	15.3	17.3	11.2	32.9	2.7
	Ontario	300	7.87	.5	.6	2.1	3.1	9.1	7.6	12.1	18.4	15.7	28.1	2.7
	Prairies	200	7.35	.9	.6	2.3	6.0	9.8	5.6	23.6	19.6	11.9	17.0	2.8
	British Columbia	150	7.23	.0	2.2	7.3	1.6	15.2	5.6	14.8	19.5	14.0	18.9	.8
Gender	Male	498	7.71	.6	.9	2.4	2.1	8.1	7.2	18.2	22.1	12.6	23.3	2.4
	Female	502	7.74	.8	.7	2.5	4.5	11.5	4.5	13.8	15.5	15.1	28.6	2.4
	18 to 29	206	7.57	.0	.0	3.5	7.8	9.8	4.5	20.1	13.8	11.7	26.4	2.4
	30 to 39	169	7.64	1.1	.0	2.3	2.8	10.0	5.9	15.3	25.6	12.2	20.4	4.4
Age	40 to 49	208	7.72	.0	1.2	3.5	1.7	8.9	6.7	19.0	15.3	19.2	22.1	2.4
	50 to 59	178	7.61	1.9	1.9	2.0	2.0	11.5	6.8	13.3	19.4	13.5	26.2	1.6
	60 plus	239	8.01	.8	.9	1.2	2.4	9.2	5.4	12.3	20.8	12.4	32.8	1.8

Question 3 – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives where 1 is a very negative force and 10 is a very positive force: Preserving an acceptable level of personal privacy.

		Total		Very negative force (1)	2	3	4	5	6	7	8	9	Very positive force (10)	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	5.44	14.1	8.7	11.4	6.2	12.5	4.7	9.1	7.5	7.4	15.9	2.5
Region	Atlantic Canada	100	5.78	7.8	6.6	17.9	6.3	10.2	5.5	8.0	8.2	7.9	18.2	3.5
	Quebec	250	5.32	16.8	6.9	13.9	4.3	11.3	4.5	10.7	7.8	6.1	15.6	2.1
	Ontario	300	5.44	14.5	10.3	9.9	8.0	10.7	5.6	6.7	7.9	7.1	17.7	1.5
	Prairies	200	5.33	12.0	10.4	10.8	7.1	14.7	4.3	10.0	5.6	8.7	12.7	3.7
	British Columbia	150	5.53	15.9	8.1	6.9	4.6	16.8	3.1	10.4	8.4	8.0	15.3	2.5
Gender	Male	498	5.16	15.5	10.6	14.6	5.6	9.1	4.8	9.9	5.0	5.9	16.2	2.7
	Female	502	5.70	12.8	6.9	8.3	6.8	15.9	4.6	8.2	10.0	8.8	15.5	2.2
	18 to 29	206	4.90	13.1	7.4	17.2	8.5	19.6	2.4	11.5	4.8	2.4	11.7	1.3
	30 to 39	169	5.33	15.7	9.0	10.0	6.6	13.1	6.5	8.0	6.8	8.4	14.5	1.4
Age	40 to 49	208	5.35	13.8	9.9	11.2	6.0	11.8	4.8	8.7	7.4	8.3	13.8	4.3
	50 to 59	178	5.55	16.4	11.1	10.0	4.5	6.4	5.1	7.9	8.6	7.9	19.8	2.2
	60 plus	239	5.97	12.4	6.9	8.8	5.4	11.2	5.0	8.9	9.7	9.9	19.2	2.8

Question 4 – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives where 1 is a very negative force and 10 is a very positive force: Creating good jobs for the middle class.

		Total		Very negative force (1)	2	3	4	5	6	7	8	9	Very positive force (10)	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	6.99	2.5	3.0	4.6	3.8	14.0	9.2	14.5	15.5	9.2	20.6	3.2
Region	Atlantic Canada	100	7.42	.0	2.0	4.0	1.4	7.8	19.4	12.6	13.9	9.4	24.1	5.4
	Quebec	250	6.97	3.5	1.1	6.6	6.0	12.4	8.1	14.4	13.4	7.2	24.3	2.9
	Ontario	300	7.03	2.6	2.9	4.4	2.4	16.5	7.9	12.8	13.9	12.1	20.0	4.6
	Prairies	200	6.87	2.1	2.4	4.6	5.7	13.5	10.2	16.4	18.5	7.6	16.8	2.2
	British Columbia	150	6.85	2.7	7.6	2.2	2.2	16.3	5.4	16.7	19.0	8.8	18.4	.8
Gender	Male	498	6.77	3.7	3.1	6.2	2.7	14.9	10.4	14.7	11.6	9.1	19.7	3.9
	Female	502	7.20	1.2	2.9	3.0	5.0	13.0	7.9	14.3	19.3	9.3	21.5	2.5
	18 to 29	206	6.67	3.5	4.8	2.1	4.0	13.3	13.8	18.3	14.9	2.1	18.4	4.8
	30 to 39	169	7.02	1.1	1.3	7.2	3.0	14.5	8.6	18.0	14.6	8.5	19.7	3.3
Age	40 to 49	208	6.93	3.8	3.4	4.3	3.5	16.6	6.2	9.5	19.1	12.3	18.8	2.4
	50 to 59	178	6.94	2.2	3.6	6.4	4.1	13.1	9.0	14.3	12.6	11.1	21.5	2.2
	60 plus	239	7.32	1.6	1.7	3.8	4.3	12.5	8.3	13.4	15.5	11.6	24.1	3.2

Question 5 – As you know, we live in a time of fast technological change. For each of the following would you say that advances in technology will be a positive or negative force in our lives where 1 is a very negative force and 10 is a very positive force: Finding solutions to climate change.

		Total		Very negative force (1)	2	3	4	5	6	7	8	9	Very positive force (10)	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	7.29	3.2	1.6	4.1	3.3	13.6	7.9	10.2	15.2	10.6	26.7	3.8
Region	Atlantic Canada	100	7.69	1.8	.0	1.3	4.7	9.6	6.9	16.6	15.4	12.2	27.7	3.8
	Quebec	250	7.33	3.6	1.5	3.7	5.1	14.6	4.4	9.4	16.4	7.5	31.1	2.8
	Ontario	300	7.34	3.8	.9	4.9	3.1	12.7	7.7	10.8	13.4	10.6	29.3	2.7
	Prairies	200	7.03	2.4	3.3	5.9	1.8	12.0	10.4	8.8	19.7	11.8	17.8	6.2
	British Columbia	150	7.19	3.1	2.2	2.8	1.6	18.2	11.4	8.1	10.4	12.8	25.3	4.1
Gender	Male	498	7.09	3.7	2.2	4.9	4.0	12.0	9.8	8.2	18.0	9.0	23.7	4.5
	Female	502	7.49	2.7	1.0	3.3	2.6	15.1	6.0	12.2	12.4	12.1	29.7	3.0
	18 to 29	206	7.50	1.1	1.3	6.2	2.4	13.6	9.8	4.8	17.2	7.7	32.3	3.7
	30 to 39	169	7.43	2.4	1.4	3.3	2.4	14.7	5.8	14.9	15.1	10.9	27.1	2.0
Age	40 to 49	208	7.23	3.4	1.2	2.9	3.1	15.3	6.8	11.9	16.2	12.3	21.8	5.0
	50 to 59	178	7.01	5.3	2.9	3.6	4.2	13.5	7.8	11.0	13.6	8.5	26.2	3.4
	60 plus	239	7.27	3.7	1.4	4.5	4.3	11.2	8.7	9.5	13.7	12.7	26.1	4.2