



3M | Futures

Canada Survey Results

Canada

The 3M Futures Study was conducted across 11 countries to understand global perceptions of science and technology innovation—and its role in society.

The survey also highlighted Artificial Intelligence, Augmented & Virtual Reality, Sustainability and “The New Paradigm,” an area focused on the pandemic’s impact on our lives.

France – Brazil – China – Mexico – Canada – Japan – Germany – UK – USA – India – South Korea

Key Findings — Science & Technology Perceptions



1

Canadian adults believe science and technology should prioritize affordable housing options, finding a cure for Alzheimer's and dementia, and preparing for global pandemics and health crises.

2

Three quarters of Canadians agree that “too much screen time” is an issue, and 73% of adults agree that we are too dependent on technology in our daily lives. Innovations that bring people together, and information about the diverse groups working to solve today's problems will be interesting to those who are concerned about the potential harms of technology.

Methodology: This poll was conducted between December 6, 2021 and December 12, 2021 among a sample of 2000 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Findings — AI (Artificial Intelligence)



1

Almost two thirds of Canadians are familiar with artificial intelligence, with those ages 18-24 even more likely to be familiar. Half of Canadians believe artificial intelligence plays an important role in their live today and 62% expect the role of AI to increase over the next 5 years.

2

Over half of adults agree they worry about data privacy and security with the advancement of artificial intelligence, and/or that they would like more information about how AI is used in society.

Methodology: This poll was conducted between December 6, 2021 and December 12, 2021 among a sample of 2000 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Findings — AR (Augmented Reality) and VR (Virtual Reality)



1

Almost half of Canadians said they were familiar with augmented reality, and about a third said it plays a significant role in their daily lives. About half of Canadians expect its role to increase in the next five years.

- Those 18-24 are most likely to be familiar with augmented reality, and most likely to say that it currently plays a significant role in their lives.

2

Most Canadians (70%) are also familiar with virtual reality, and over one third say it plays a significant role in their daily lives. 55% believe its role will increase, and at least half said they would be willing to use a virtual reality headset, attend work virtually, and/or attend a virtual social event.

- Almost 60% expect virtual reality for gaming and entertainment to become a normal part of their lives in the next 5 years.

Methodology: This poll was conducted between December 6, 2021 and December 12, 2021 among a sample of 2000 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Findings — Sustainability



1

Canadians agree with most sustainability messages, with 68% agreeing that climate change is the biggest threat to humankind. Canadians are even more likely to agree that governments and companies should be held accountable for their environmental impact and that businesses should focus on sustainable production, although 74% agree that the terms ‘sustainability’ and ‘green’ are overused.

2

Canadians, especially those aged 41-65, are not very willing to limit meat in their diet for environmental reasons but are much more willing to agree that the use of single use plastics are a major threat to the environment. Holding governments and companies accountable for their environmental impact is the message that resonates the most with the 18-24 age group in Canada, who are slightly less engaged in sustainability overall.

Methodology: This poll was conducted between December 6, 2021 and December 12, 2021 among a sample of 2000 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Findings — New Paradigm

1

60% of Canadians have experienced a significant life change as a result of the pandemic, but that number jumps to 84% among the 18-24 age group. Most Canadians are more health conscious and more reliant on technology than before the pandemic.

- Innovations around public health and the global pandemic are very important to Canadians, especially among the 41-65 age group. Most Canadians of all ages agree that public health is an important area for scientific advancement and that technology and scientific innovation are crucial in fighting the pandemic.
- Most Canadians prefer a job where they can work from home and believe the pandemic has changed their work environment forever.

2

While most Canadians have been using technology for social interaction more often, most prefer in-person socialization, hobbies, and dining – making technology innovations in this area less of an immediate priority. However, Canadians do prefer no touch options to view menus and complete payments, especially those aged 18-24.

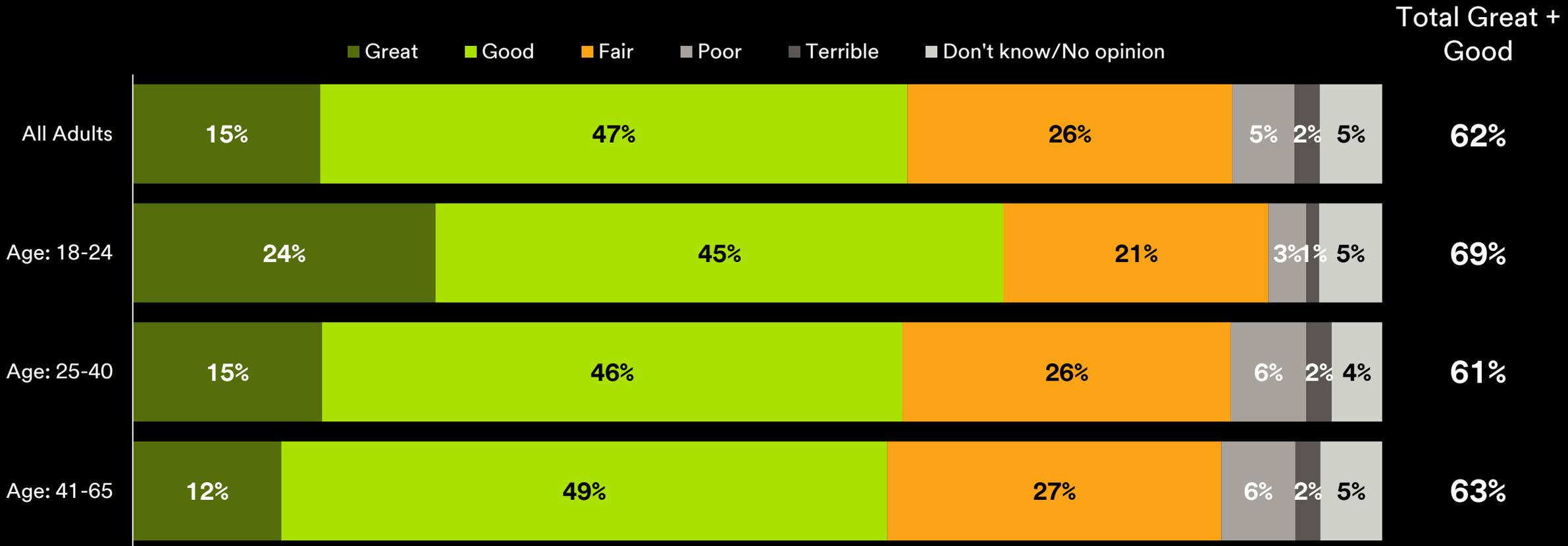
Methodology: This poll was conducted between December 6, 2021 and December 12, 2021 among a sample of 2000 Adults. The interviews were conducted online. An oversample of N=200 of was also fielded among those 18-24 – The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.



Science & Technology Perceptions

Most Canadian adults feel the country is doing good or great on technological access; those ages 18-24 are more likely to rate Canada as doing great.

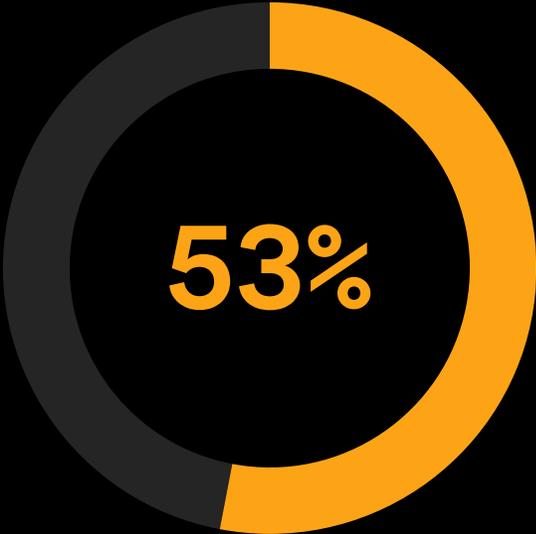
How would you rate Canada on technological access for its citizens?



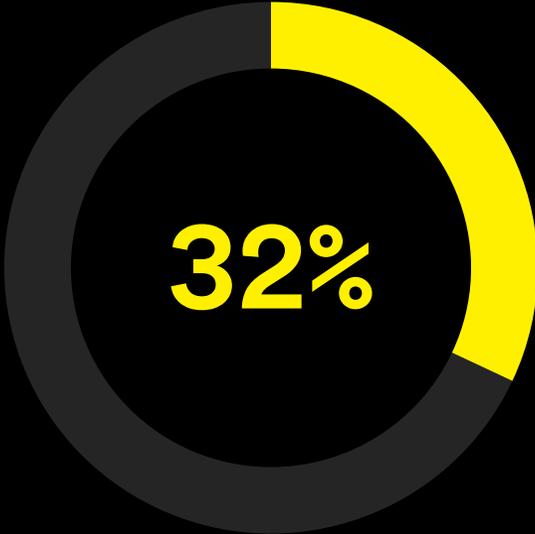
Most Canadians think that science and technology innovation should focus on environmental and societal problems.

Which of the following statements best aligns with your belief on the primary focus of science and technological innovation? 'Science and technological innovation should...'

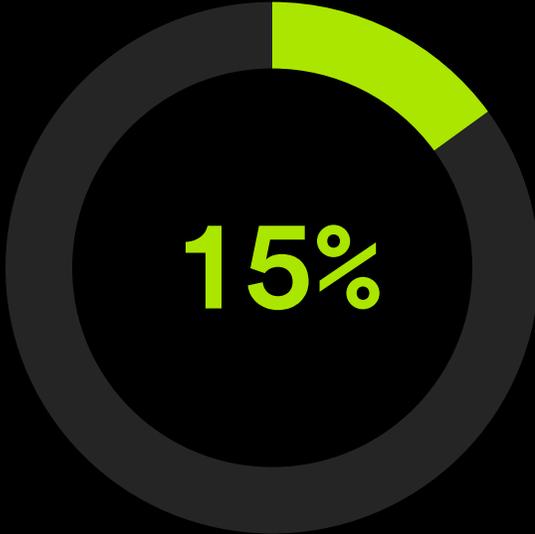
*"Find solutions to today's **environmental and societal problems**, including climate change, sustainability, social injustice, clean water access, homelessness, etc."*



*"Protect us from **broader global crises** like future pandemics and public health preparedness, as well as propaganda and technological terrorism, like hacking and data stealing."*



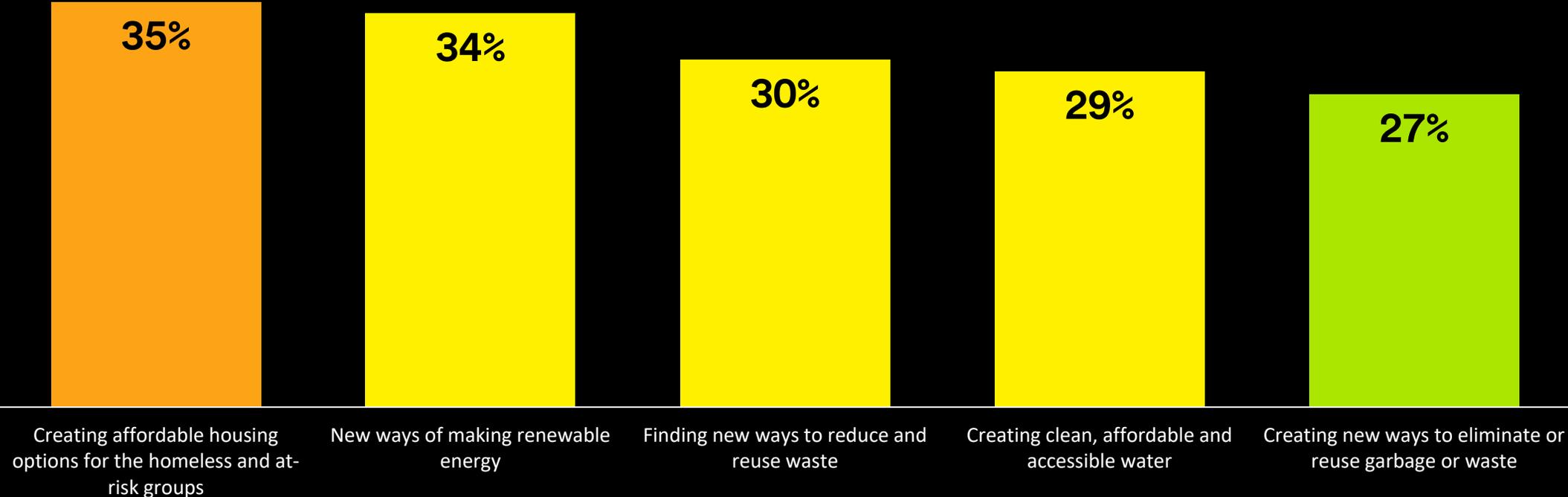
*"**Advance the human race to achieve the impossible**, seeing how far we can innovate to create a futuristic and convenient world."*



Most Canadians think science and technology innovation should prioritize affordable housing options, renewable energy sources, and ways to reduce and reuse waste.

What infrastructure developments do you think are most important for science and technology innovation to prioritize in the next five years? Select up to 3.

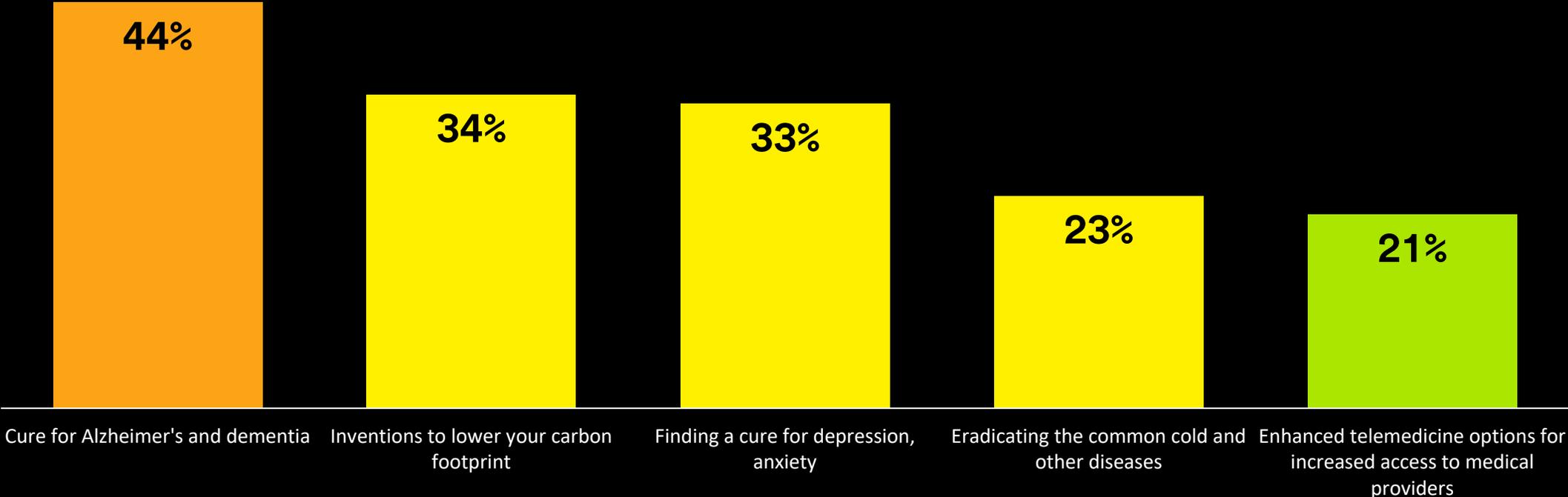
Top 5 selected:



Canadians believe that it's most important for science and technology to focus innovation on a cure for Alzheimer's and dementia and on inventions to lower carbon footprints.

What human developments do you think are most important for science and technology innovation to prioritize in the next five years? Select up to 3.

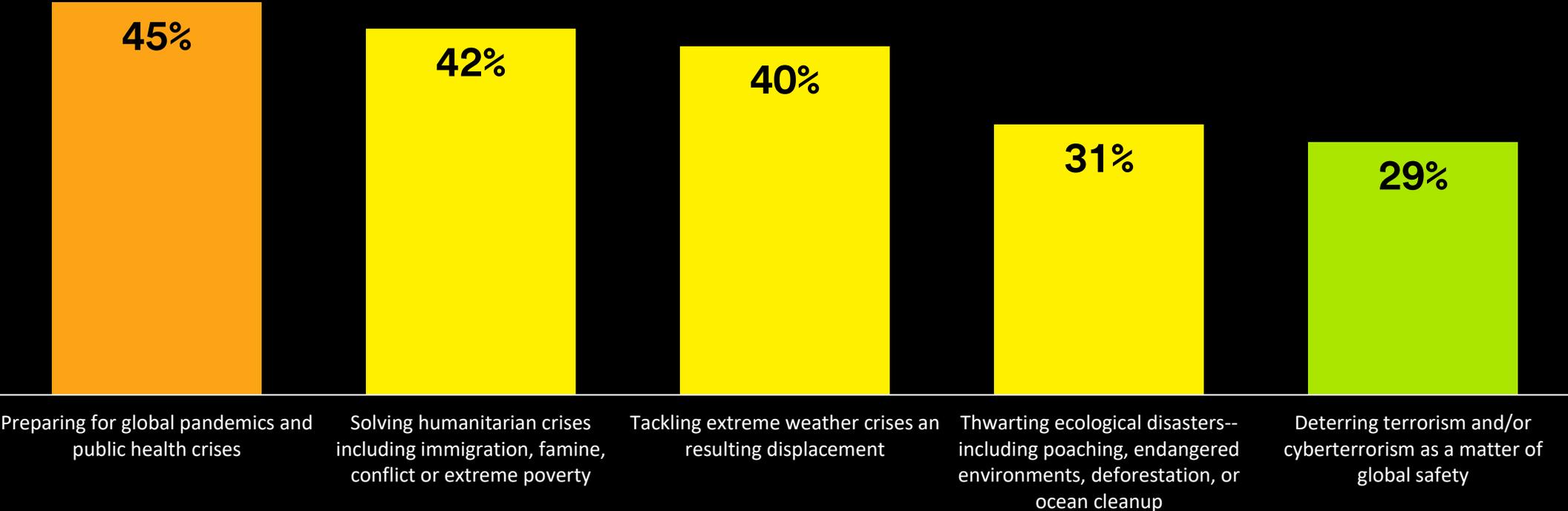
Top 5 selected:



Canadians believe it is most important for innovation to prioritize preparing for health crises and solving humanitarian issues like immigration, famine, and poverty.

Which of the following global crises do you think are most important for science and technology innovation to prioritize in the next five years? Select up to 3.

Top 5 selected:



People agree that technology should make our lives easier, however, there are concerns about how much we rely on technology in our everyday lives and too much screen time.

How much do you agree or disagree with each of the following statements?

 **76%**

of people agree...

“Diverse groups of people working on today’s problems will lead to greater innovation”

 **75%**

of people agree...

“I think that ‘too much screen time’ is a health issue that should be addressed”

 **68%**

of people agree...

“More progress should be made in technology and science to make our lives easier or more convenient”

 **73%**

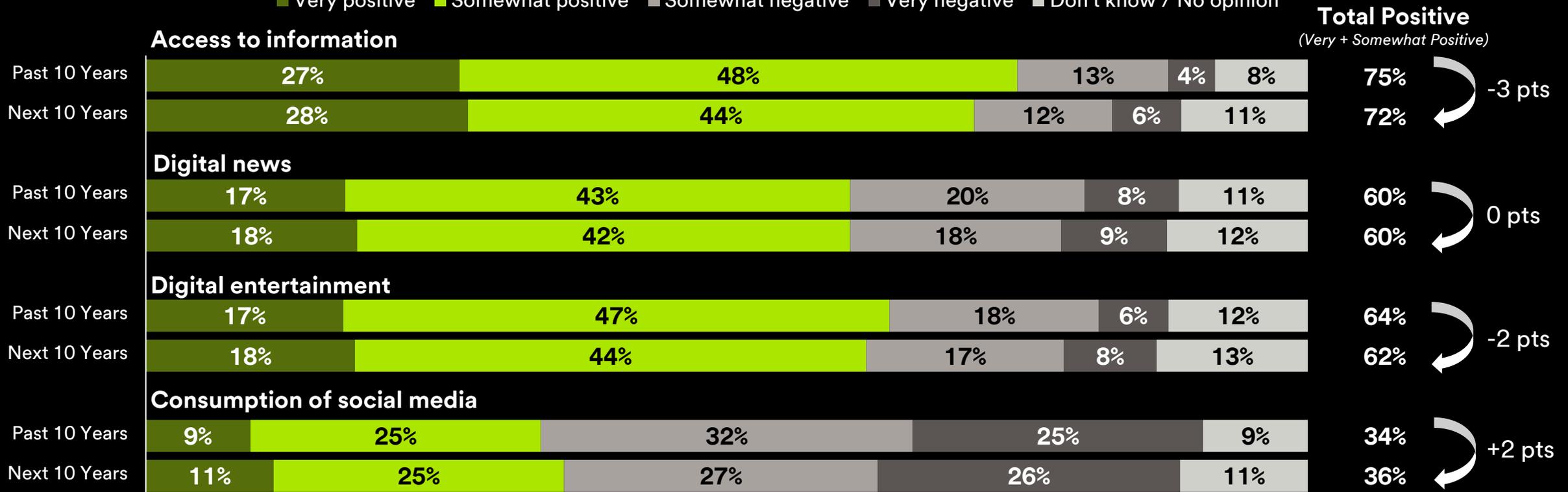
of people agree...

“As a society, we are too dependent on technology in our everyday lives”

People expect technological advancements will have a similar impact in the next 10 years as they've had over the past 10 years. Consumption of social media is perceived to have had a less positive impact on society than other advancements.

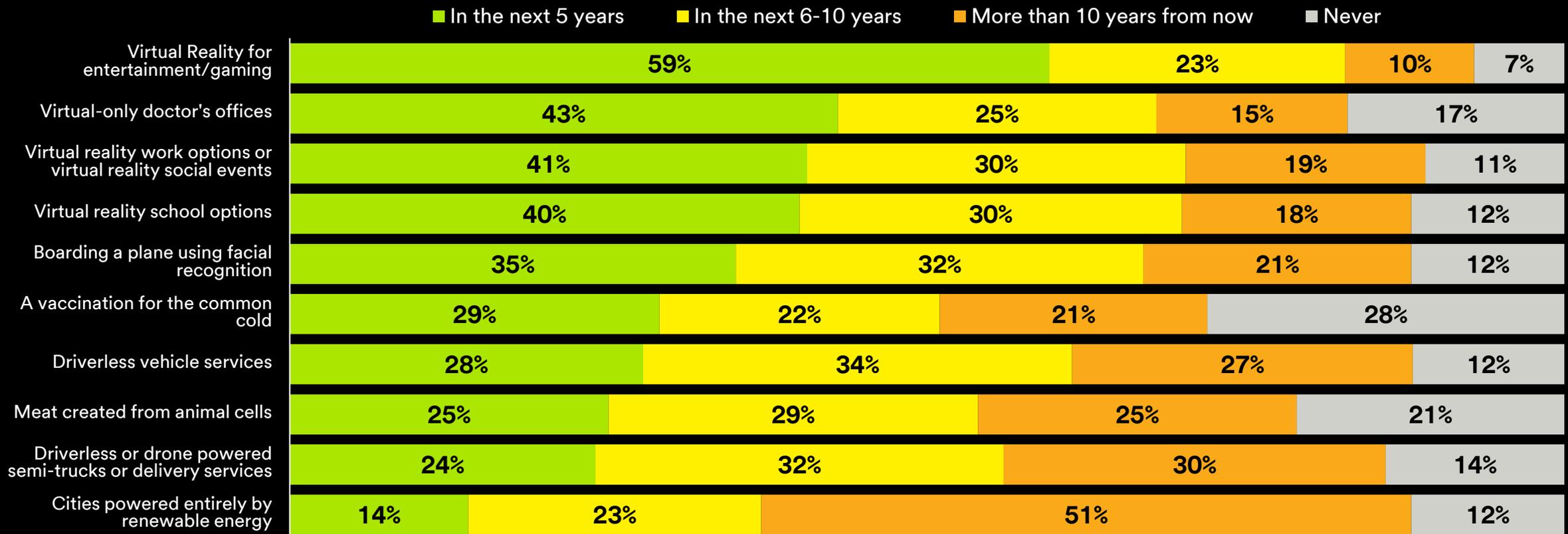
Do you believe that each of the following has had a positive or negative impact on society over the past 10 years/in the next 10 years?

■ Very positive
 ■ Somewhat positive
 ■ Somewhat negative
 ■ Very negative
 ■ Don't know / No opinion



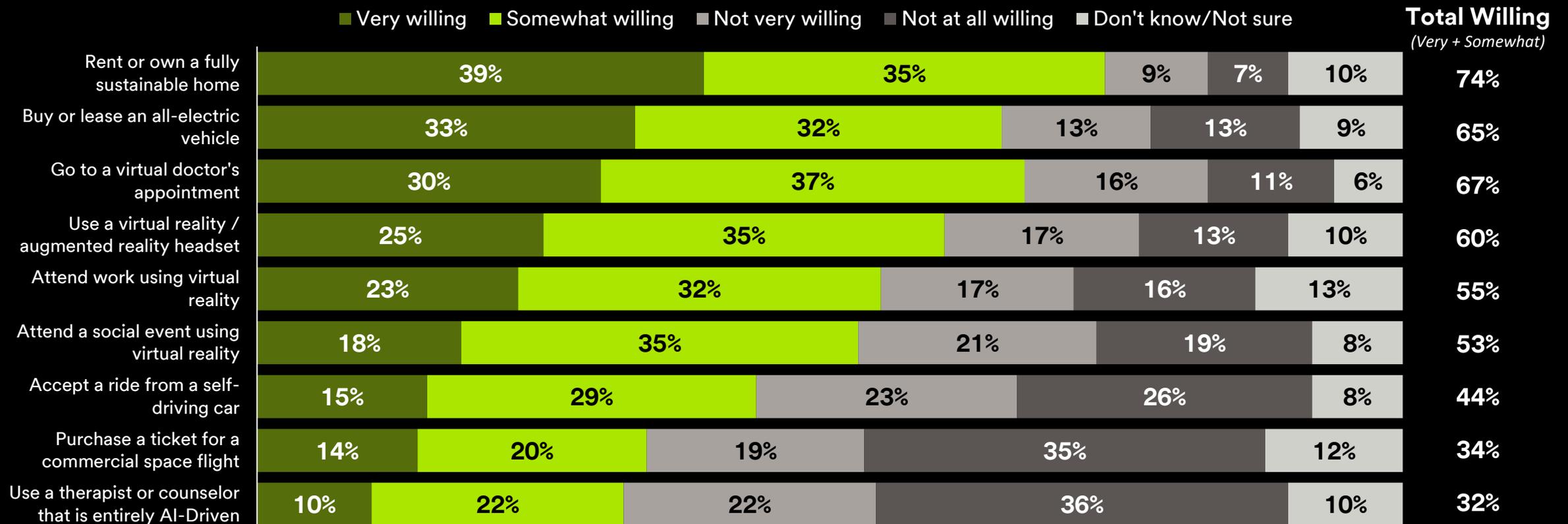
Canadians expect that virtual reality will become a normal part of people's everyday lives sooner than other advancements, like cities powered entirely by renewable energy.

When, if ever, do you believe each of the following advancements will become a normal part of people's everyday lives?



Canadians are most likely to be willing to rent or own a fully sustainable home, or to buy or lease an all-electric vehicle. Relatively few were willing to use a therapist that is entirely AI-driven.

How willing are you to try each of the following ?



The background features a dark purple and black color scheme with glowing purple circuit lines and a large, rounded purple rectangle in the top-left corner. The text is centered in the lower-left area.

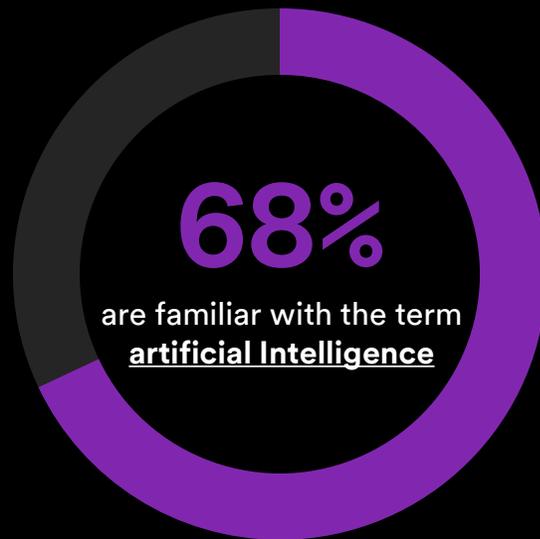
AI (Artificial Intelligence)

Most are familiar with AI and half feel that it plays a significant role in their everyday lives. Most also agree the role of AI in their everyday lives will increase in the next 5 years.

How familiar are you with the terms? How big of a role do you believe artificial intelligence plays in your everyday life? In the next 5 years do you expect the role of artificial intelligence in your everyday life to increase, decrease or stay the same?

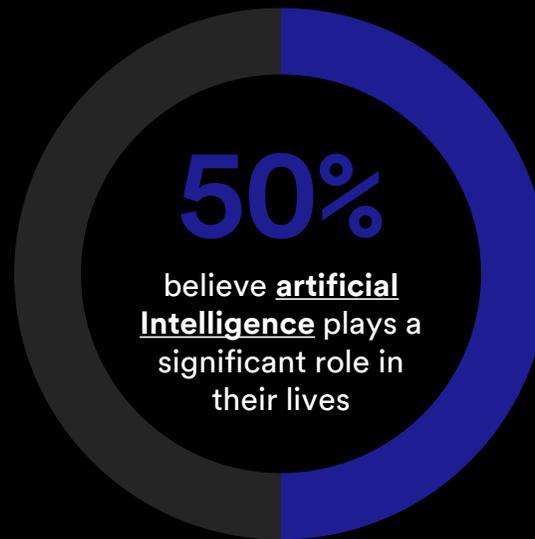
Familiarity:

(Very + Somewhat Familiar)



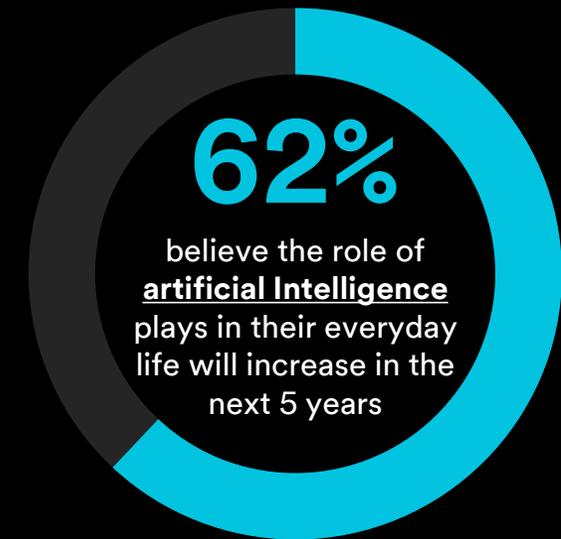
Current Role:

(Very + Somewhat Significant)



Future Role:

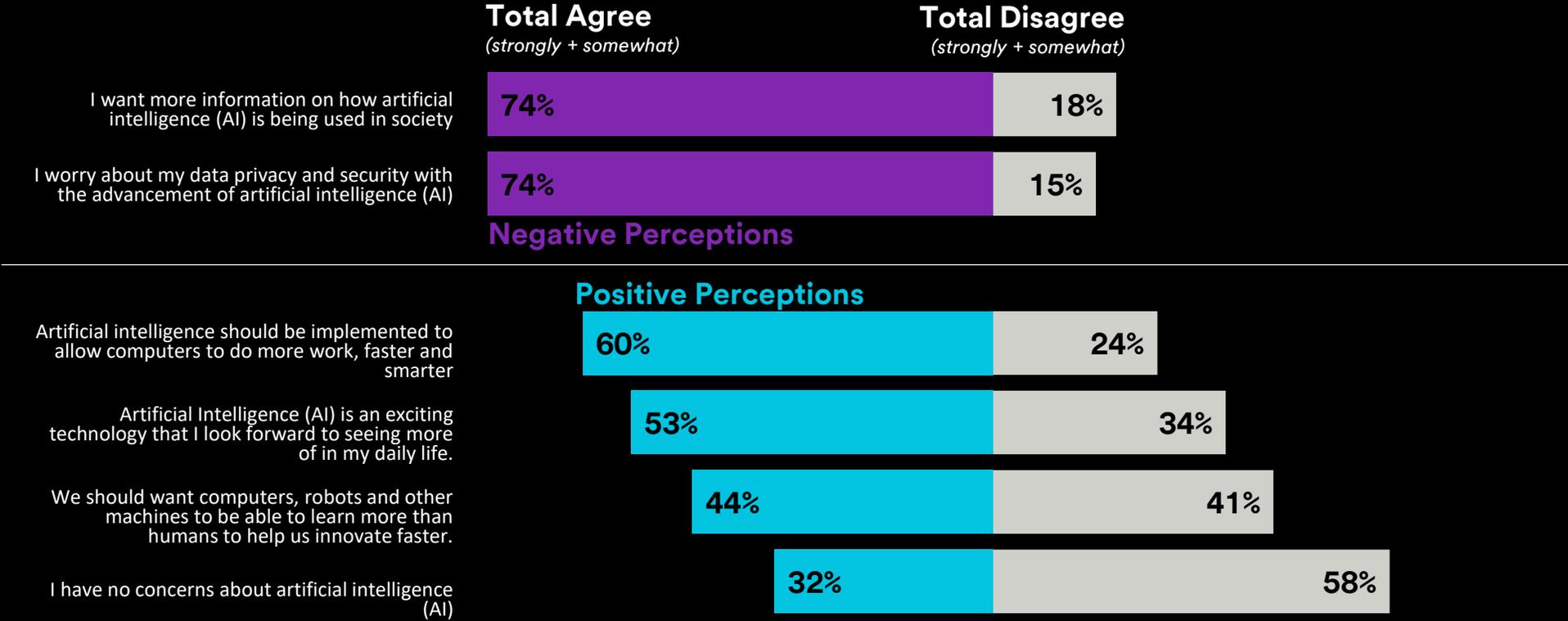
(Increase in the next 5 years)



Those ages 18-40 are more familiar with AI and believe it plays a more significant role in their everyday lives than those 41-65.

Canadians' concerns over artificial intelligence outweigh their optimism. 74% worry about data privacy and want to understand more about how AI is being used in society.

How much do you agree or disagree with each of the following statements related to artificial intelligence (AI)?



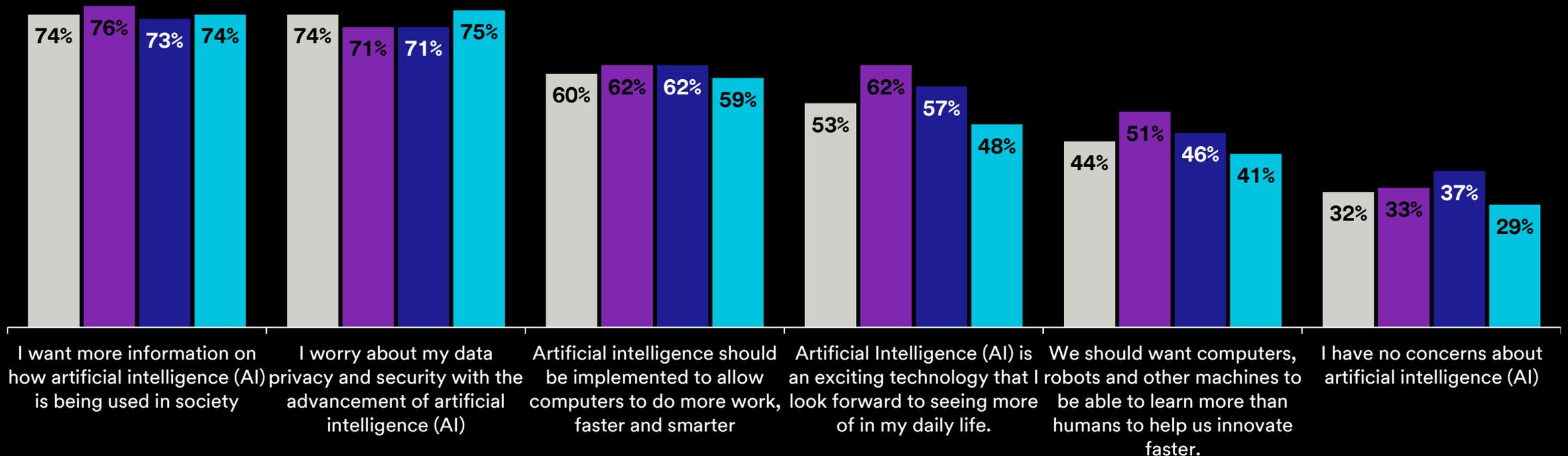
Those ages 18-24 are more likely than the general population to agree that AI is an exciting technology, and that we should want computers to be able to learn more than humans to help us innovate faster.

How much do you agree or disagree with each of the following statements related to artificial intelligence (AI)?

Total Agreement

(Strongly + Somewhat Agree)

■ All adults ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65





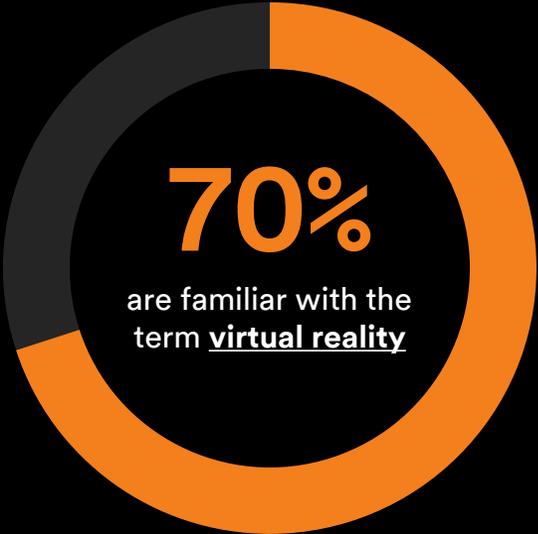
AR & VR **(Augmented Reality** **& Virtual Reality)**

Seven in ten are familiar with VR, while four in ten feel that it plays a significant role in their everyday lives. A majority agree the role of VR in their everyday lives will increase in the next 5 years.

How familiar are you with the terms? How big of a role do you believe virtual reality plays in your everyday life? In the next 5 years do you expect the role of virtual reality in your everyday life to increase, decrease or stay the same?

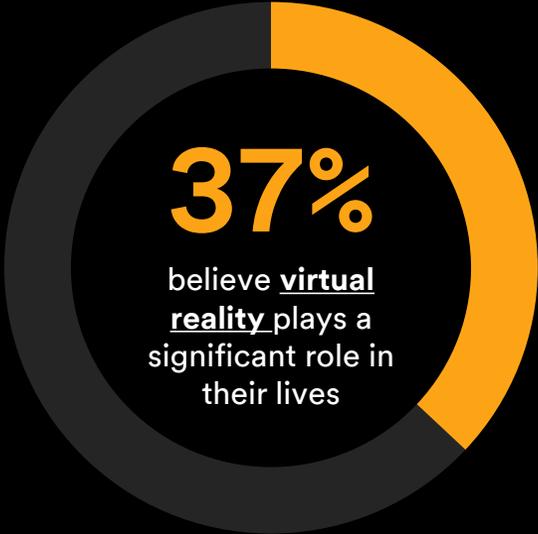
Familiarity:

(Very + Somewhat Familiar)



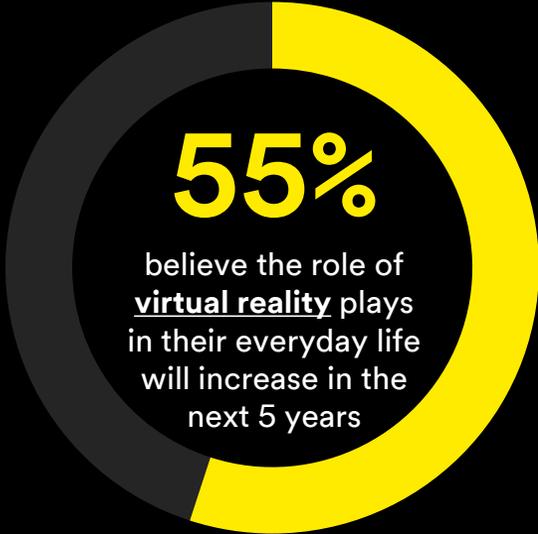
Current Role:

(Very + Somewhat Significant)



Future Role:

(Increase in the next 5 years)



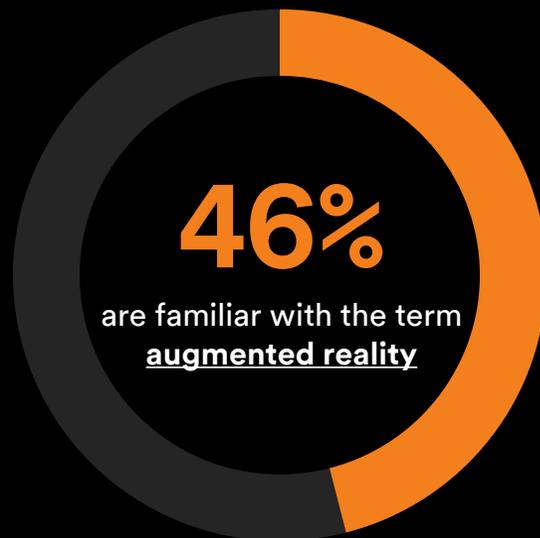
Those ages 18-40 are more familiar with VR and believe it plays a more significant role in their everyday lives than those 41-65.

About half are familiar with AR and a third feel that it plays a significant role in their everyday lives. A majority agree the role of AR in their everyday lives will increase in the next 5 years.

How familiar are you with the terms? How big of a role do you believe augmented reality plays in your everyday life? In the next 5 years do you expect the role of augmented reality in your everyday life to increase, decrease or stay the same?

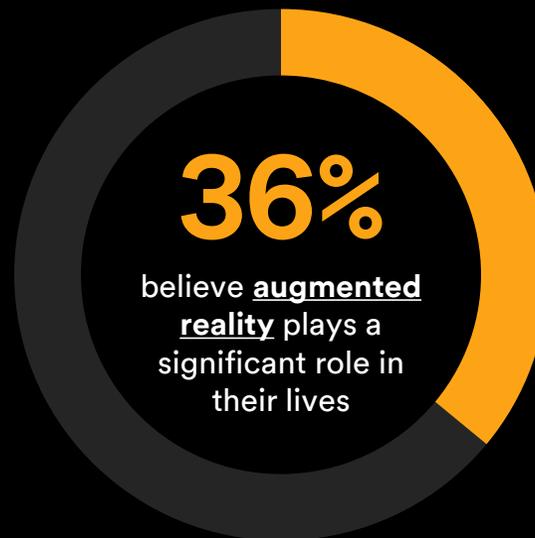
Familiarity:

(Very + Somewhat Familiar)



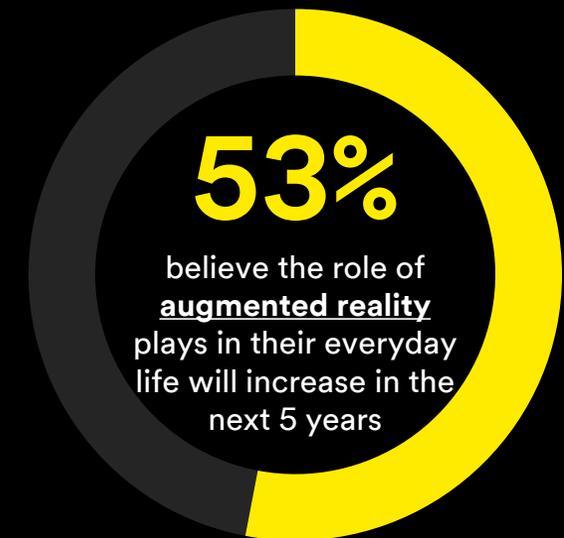
Current Role:

(Very + Somewhat Significant)



Future Role:

(Increase in the next 5 years)

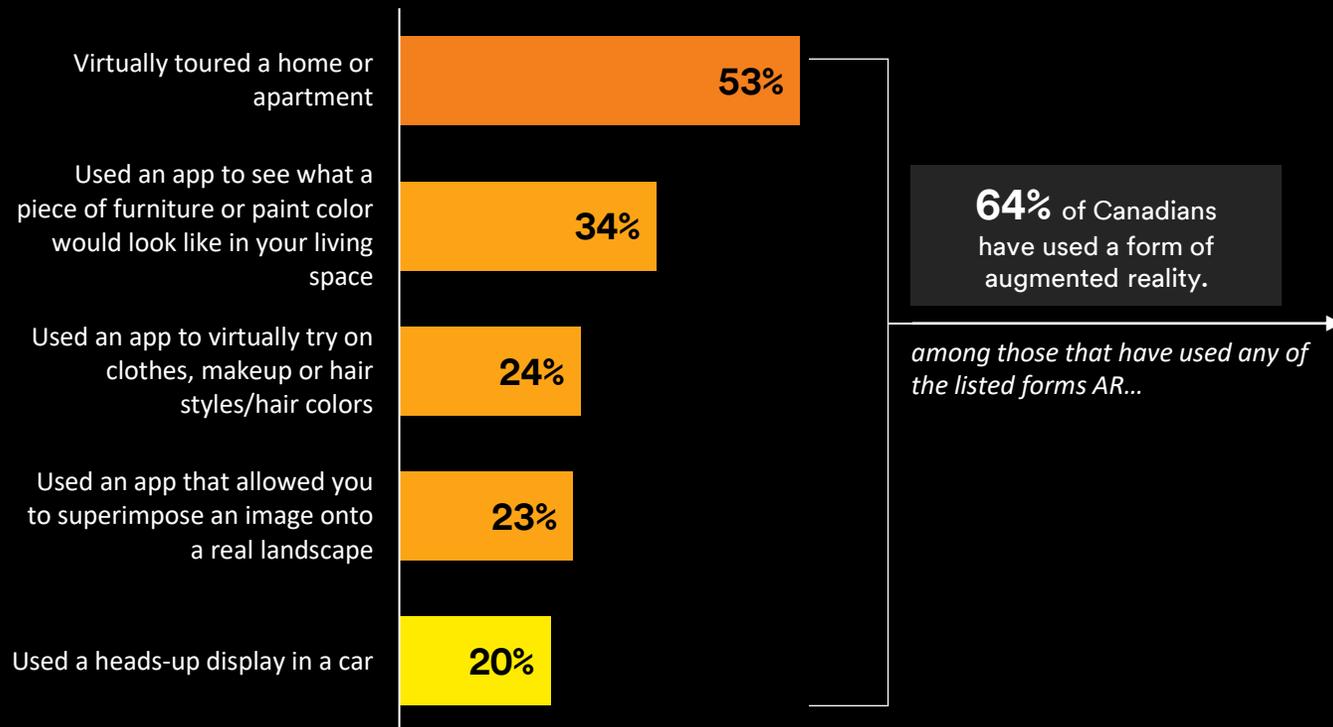


Those ages 18-40 are more familiar with AR and believe it plays a more significant role in their everyday lives than those 41-65.

Those who have used augmented reality before are more familiar with the term and feel it plays a more significant role in their lives compared to all respondents.

Have you ever ...? How familiar are you with the terms? How big of a role do you believe augmented reality plays in your everyday life? In the next 5 years do you expect the role of augmented reality in your everyday life to increase, decrease or stay the same?

% Have done each of the following:



Familiarity with AR

55% Total Familiar

(Very + Somewhat)

+9 vs. All Adults ▲

Current Role of AR

42% Total Significant Role

(Very + Somewhat)

+6 vs. All Adults ▲

Future Role of AR

62% Expect an Increased Role

+9 vs. All Adults ▲

▲ Indicates positive movement outside of the MOE

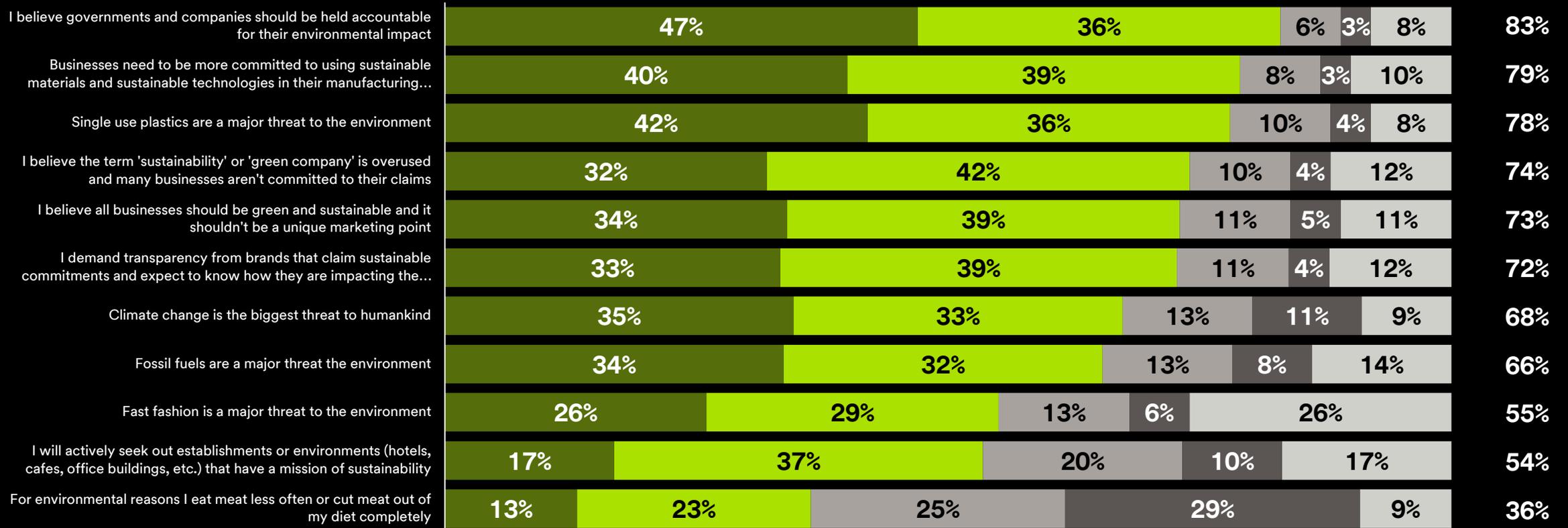
The image features a dark green, stylized leaf graphic on the left side, set against a solid black background. The leaf is composed of several overlapping, rounded shapes that create a sense of depth and texture. The word "Sustainability" is written in a bold, white, sans-serif font, positioned horizontally across the middle of the leaf graphic.

Sustainability

Canadians are most likely to agree governments/companies should be held accountable for both their environmental impact and sustainable production.

How much do you agree or disagree with each of the following statements?

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know / No opinion
 Total Agreement
(Strongly + Somewhat)



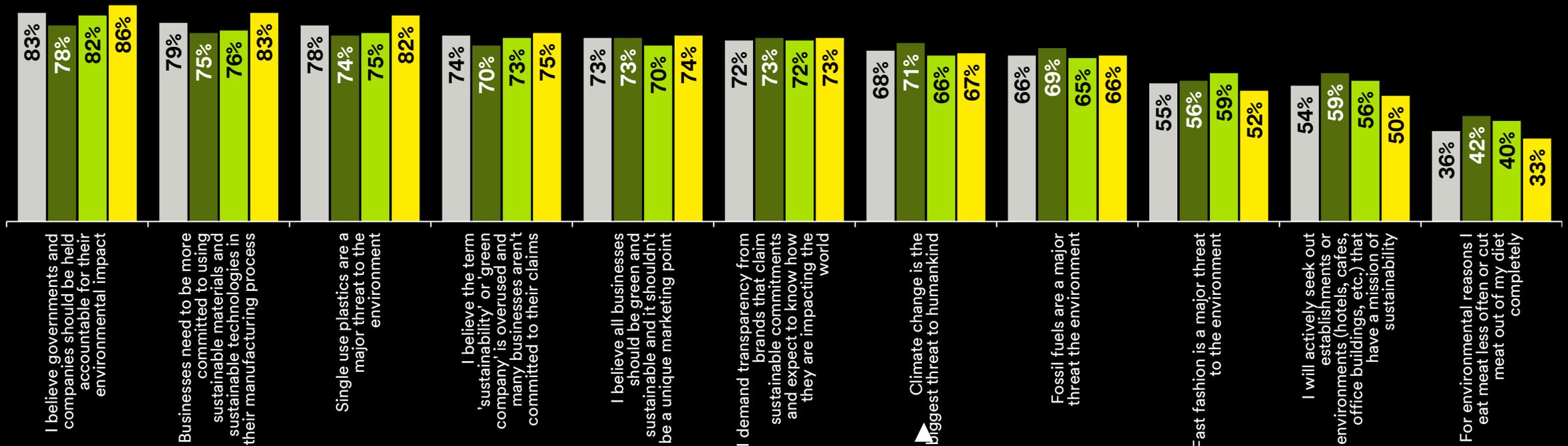
Canadians are most likely to agree governments/companies should be held accountable for both their environmental impact and sustainable production. Those 40 or under are more likely to eat less meat for environmental reasons.

How much do you agree or disagree with each of the following statements?

Total Agreement

(Strongly + Somewhat Agree)

■ All Adults ■ Age: 18-24 ■ Age: 25-40 ■ Age: 41-65

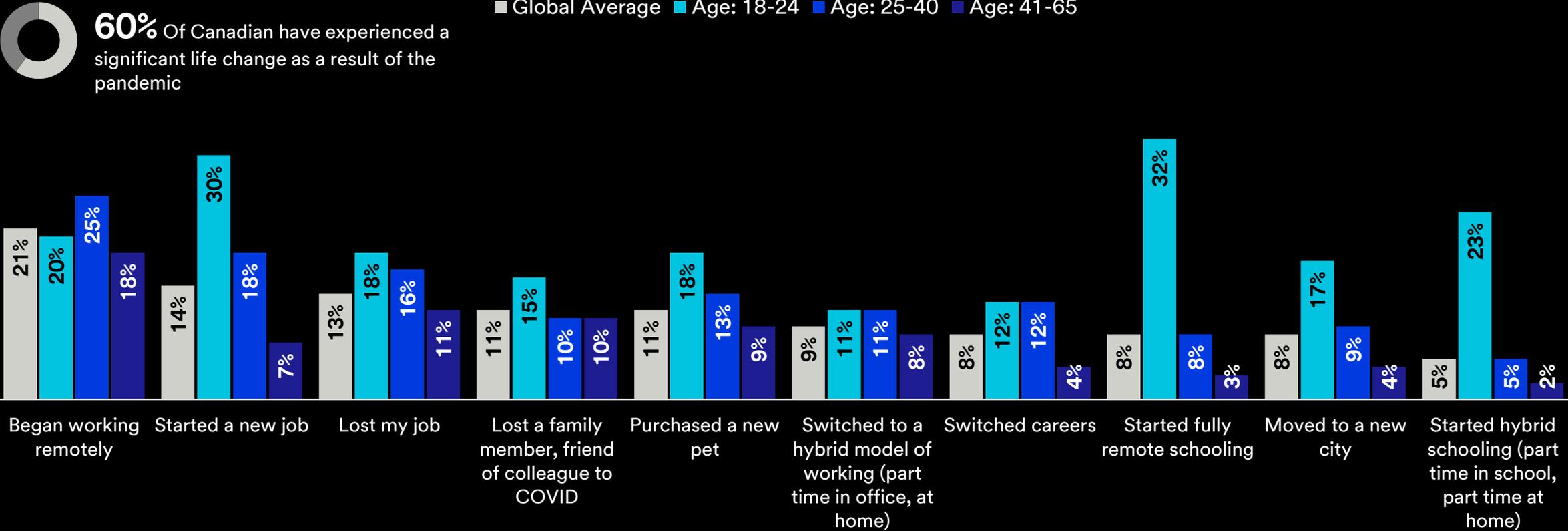




New Paradigm

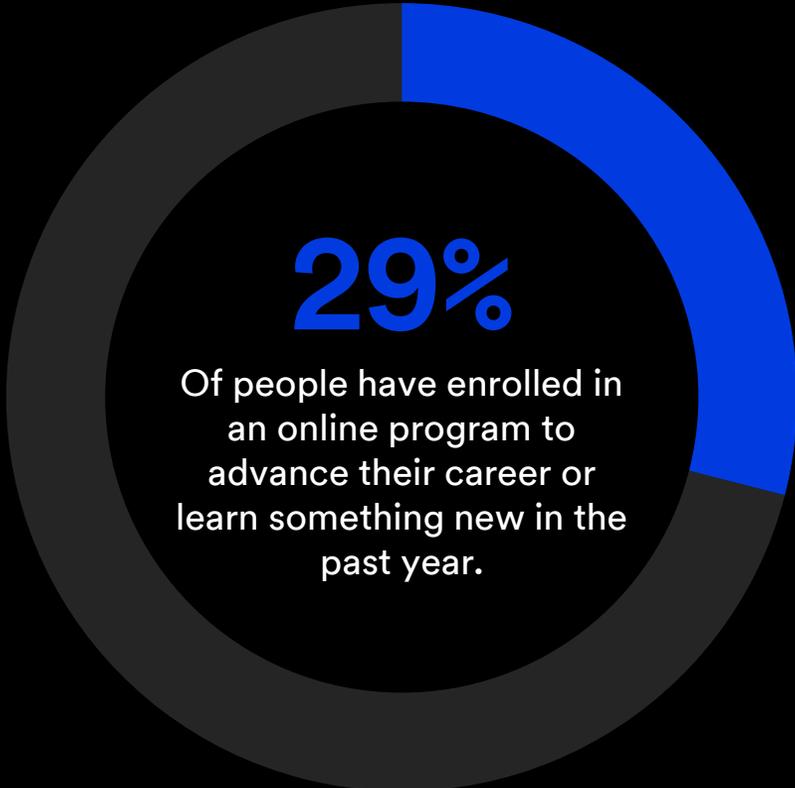
6 out of 10 Canadians have experienced a significant life change as a result of the pandemic. Those age 18-24 are more likely to have started hybrid or remote schooling.

As a result of the pandemic, have you experienced any of the following?

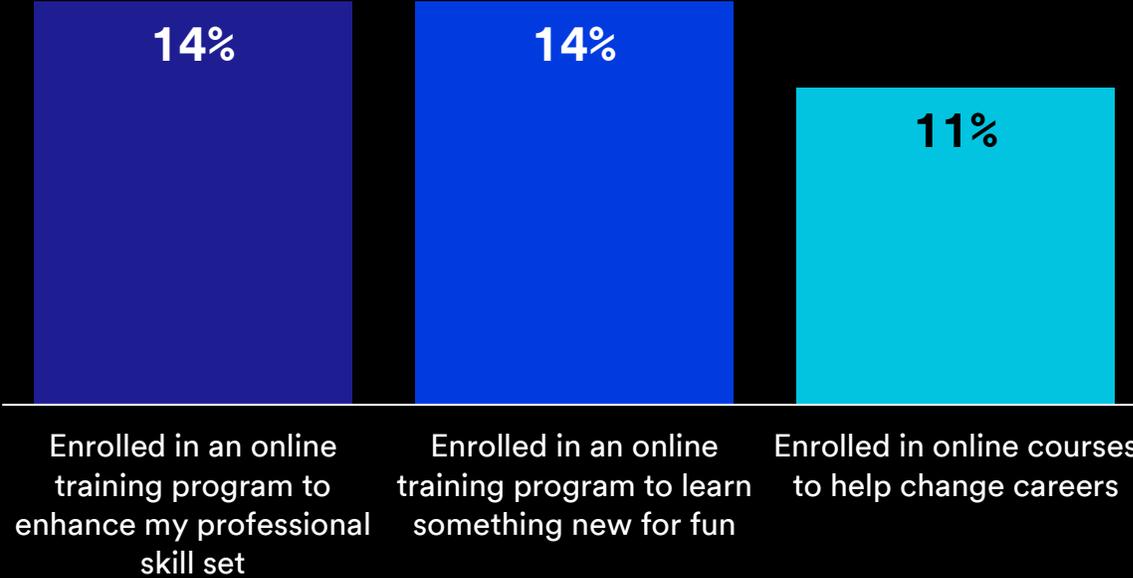


In the past year, 3 out of 10 Canadians have enrolled in an online training program.

In the past year have you done any of the following?

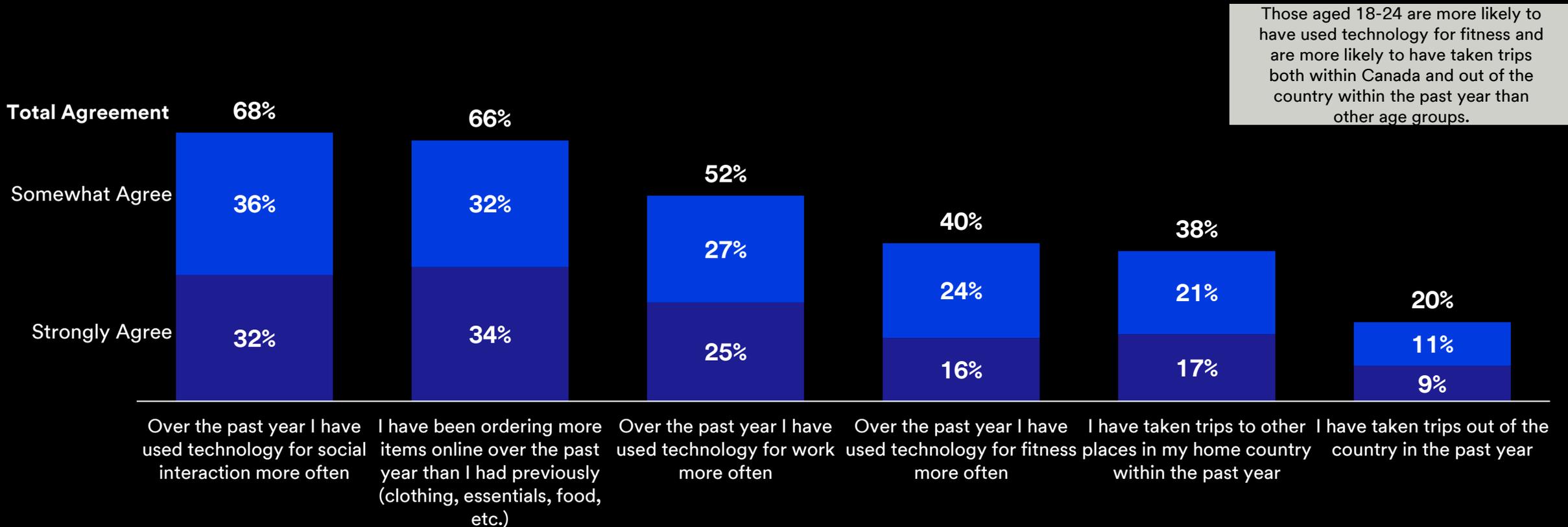


What did they enroll in? *(among all respondents)*



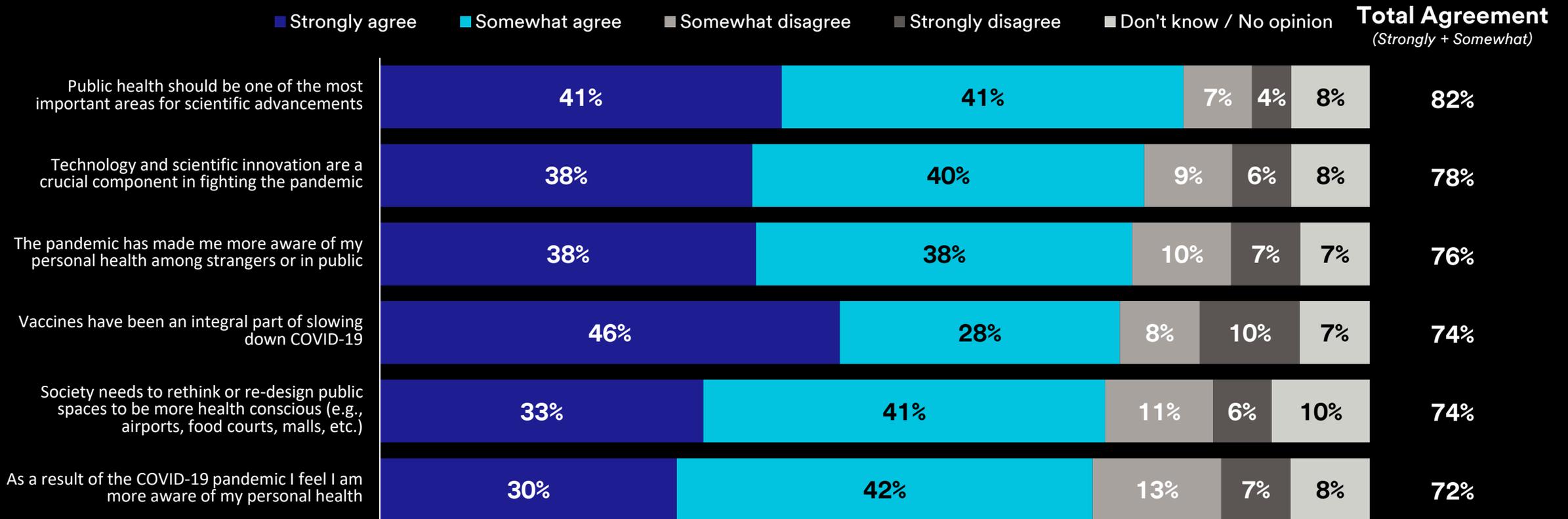
More than half of Canadian adults have been using technology for social interaction and ordering items online more often this year than they were previously.

How much do you agree or disagree with each of the following statements?



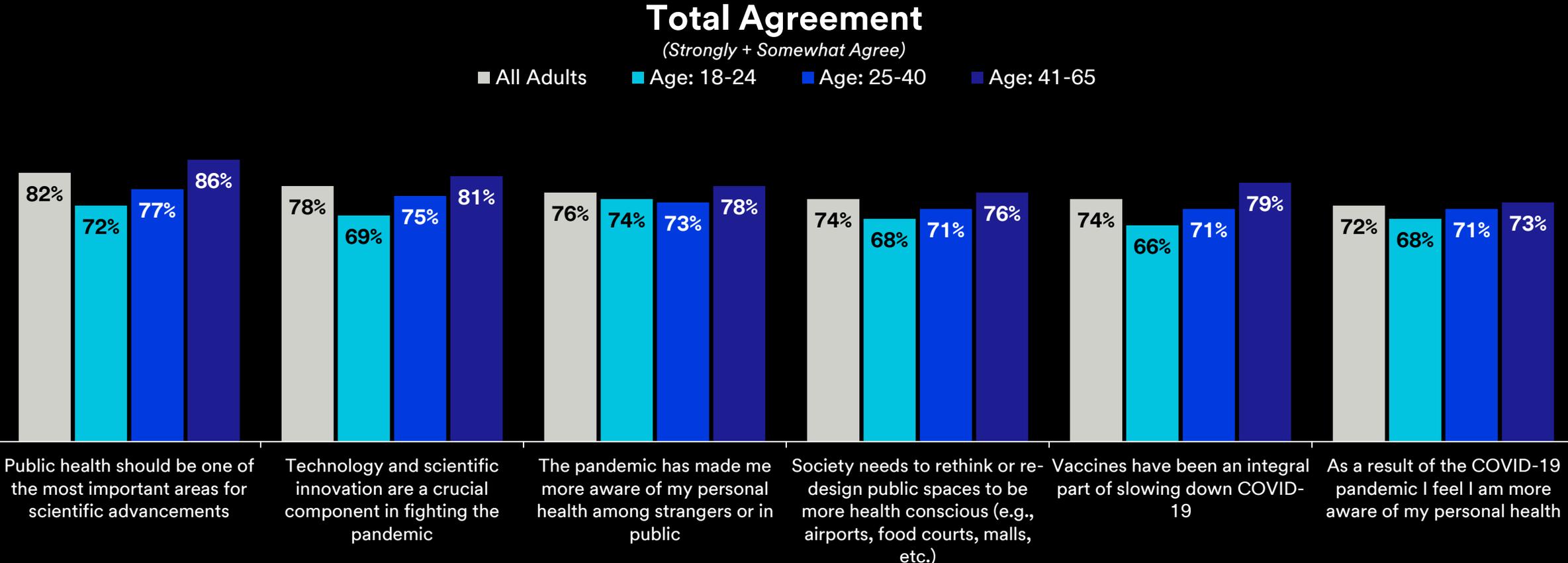
Most Canadians agree with all public health statements and are most likely to agree that public health should be one of the most important areas for scientific advancements.

How much do you agree or disagree with each of the following statements?



Older Canadians are more likely to agree that public health is an important area for scientific advancements and that vaccines have been an integral part of slowing down COVID-19.

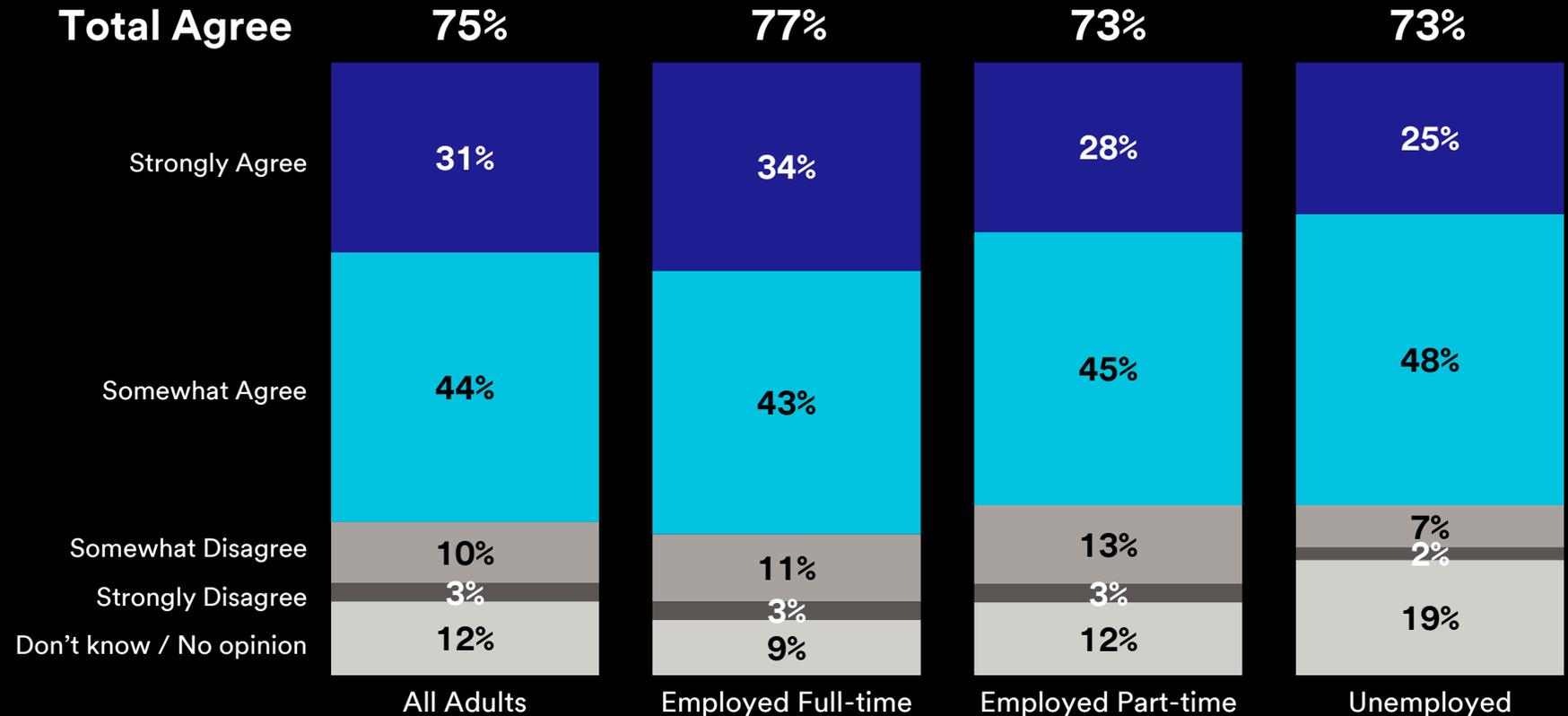
How much do you agree or disagree with each of the following statements?



Most agree science and technology during the pandemic have changed the work environment forever.

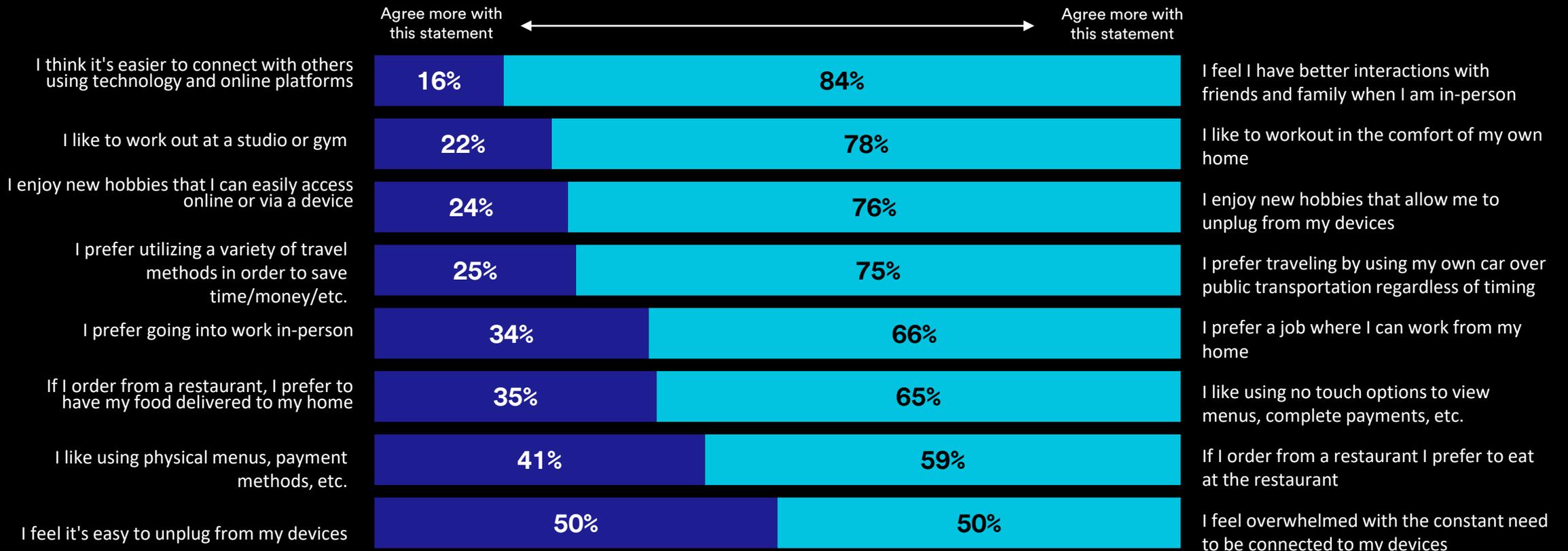
How much do you agree or disagree with each of the following statements?

“Science and technology advancements during the pandemic have changed our work environment forever.”



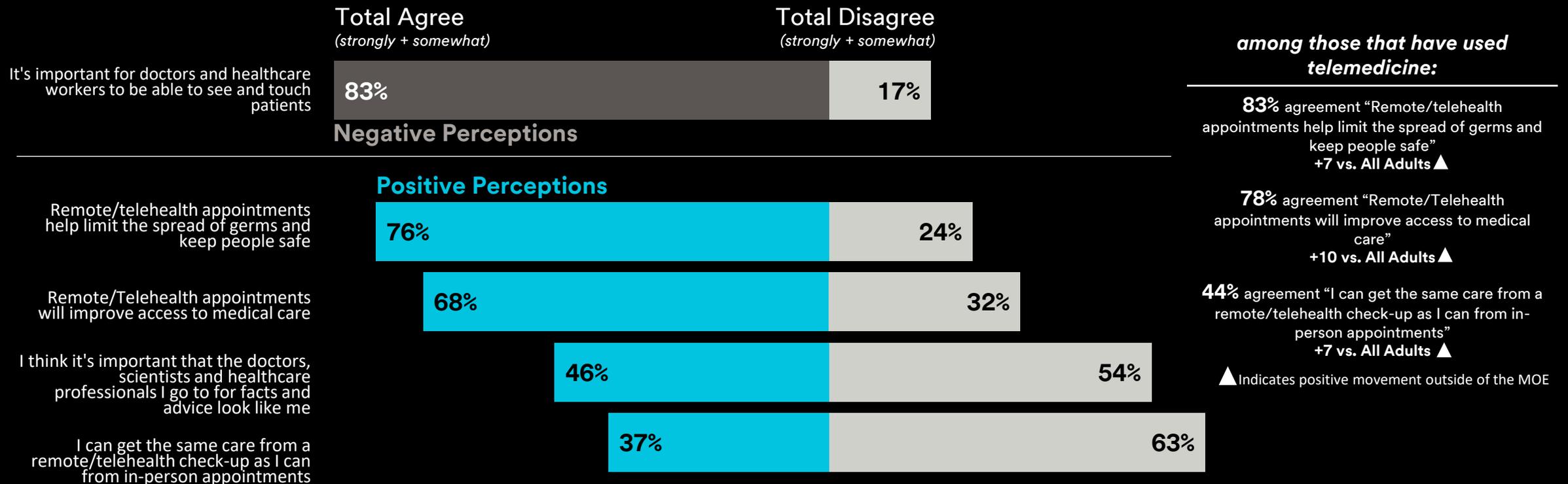
People prefer in-person socialization and hobbies to virtual or online alternatives. However, most prefer working from home, working out at home, and paying with no touch menu and payment options to alternatives.

Which of the following statements align more with how you currently feel?
among those who chose one statement over the other



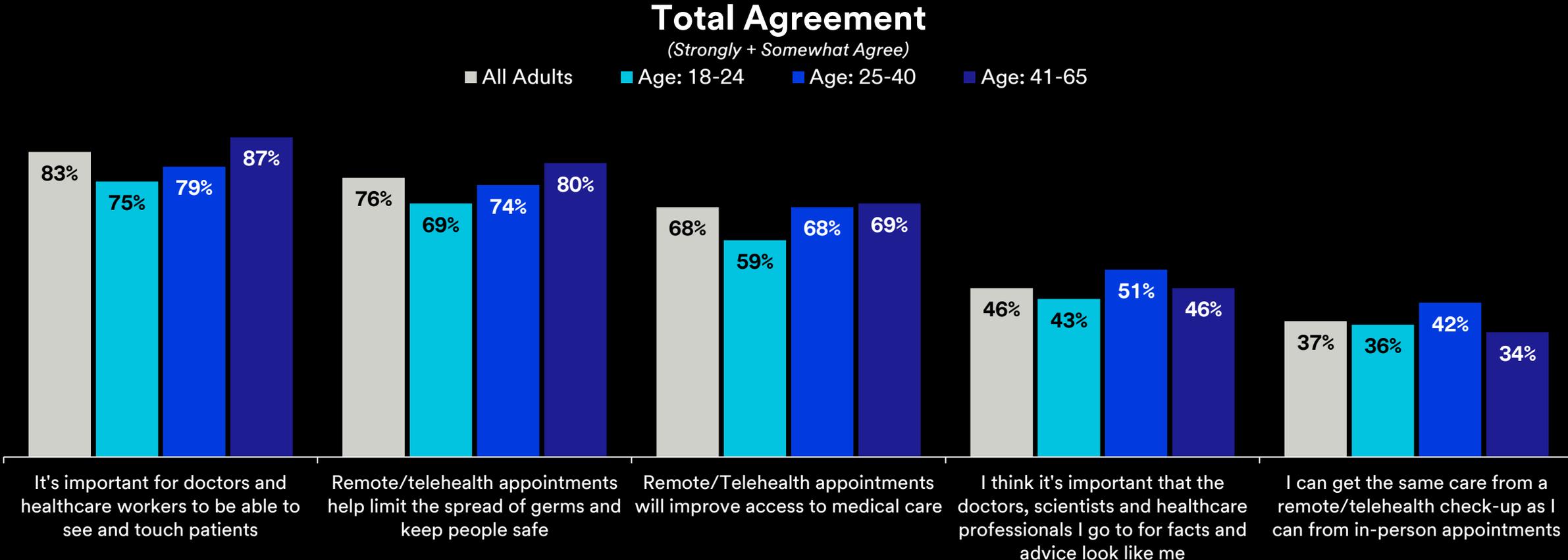
Most Canadian adults agree that telehealth can keep people safe, but many also feel that it's important for doctors to see and touch patients. Those who have used telehealth have stronger positive feelings.

How much do you agree or disagree with each of the following statements?



The older people get the more they agree that it's important for doctors and healthcare workers to be able to see and touch patients.

How much do you agree or disagree with each of the following statements?





Thank you