We surveyed 528 employees from a range of companies, and the results are fascinating. In a nutshell, people aren’t exactly sure what digital transformation is, but they know it’s important and seem open to embracing change.

There’s still some work to be done to help more people understand what digital transformation is and how it will benefit them both personally and professionally.

For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating. For many, digital transformation is confusing and intimidating.

When asked how supportive they were of digital transformation, 55% said they were in favor of the societal changes associated with digital transformation.

When asked how confident they’d felt explaining it to someone, 69% said they were confident or extremely confident, including 29% of respondents who said they were extremely confident.