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Canadians Among Least Likely to Believe Artificial Intelligence Will Make Their Lives Better

Ipsos Survey for World Economic Forum Reveals Canadians Less Knowledgeable and More Nervous about AI than Citizens of Most Other Countries

Toronto, ON, January 14, 2022 — A new Ipsos survey for the World Economic Forum finds that Canadians, when compared to respondents from 27 other countries, are less likely to say they are knowledgeable about various aspects of artificial intelligence and how it will affect their lives in the near future. The survey highlights a clear gap between Canadians and citizens of most other countries when it comes to being knowledgeable about AI, trusting companies that use AI, and having a positive outlook on the impact of AI-powered products and services in their life.

Familiarity with and Trust in AI

Six in ten (59%) Canadians say they have a good understanding of what artificial intelligence is (compared to a 28-country average of 64%). In addition, less than 4 in 10 (36%) say they know which types of products and services use artificial intelligence (vs. a 28-country average of 50%). Generally speaking, men, younger Canadians, and those with higher formal education tend to be more knowledgeable about and positive towards AI.

In addition, Canadians lag behind the global average when it comes to agreeing with the following statements about AI:

- Products and services using AI will profoundly change my life in the next 3-5 years (44%, -16 points vs. global average)
- Products and services using AI will make my life easier (44%, -16)
- Products and services using AI have profoundly changed my daily life in the past 3-5 years (32%, -17)
- Products and services using AI have more benefits than drawbacks (32%, -20)

One area where Canadians score above the global average is in skepticism towards AI. Half (49%) agree that products and services that use AI make them nervous (+10 vs. global average). Furthermore, only a third (34%) agree that they trust companies that use AI as much as they trust other companies. Trust in companies that use AI is highly correlated with familiarity with the technology.

AI's Impact on Daily Life

Canadians fall slightly below the global average when it comes to how many areas of their lives will change in the next 3-5 years as a result of increased use of AI. Canadians expect AI to change their own lives or those of their family when it comes to shopping (34%), education (32%), transportation (32%), cost of living (32%), and entertainment (31%). However, nearly 2 in 10 (18%) believe that AI will not change their lives in any of the 13 areas mentioned.



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In addition to thinking that fewer areas of their lives will change with AI innovation, Canadians are among the least likely to think that AI will improve various areas of their lives, ranking next-to-last among the 28 countries surveyed. While Canada narrowly beat out last-place Belgium, it still lags behind countries such as the Australia, the UK, and the US.

For more information about the global report, please click [here](#).





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About the Study

These are the Canadian results from a larger 28-country survey conducted by Ipsos on its Global Advisor online platform. In Canada, Ipsos interviewed 1,000 individuals aged 18-74 between November 19 and December 3, 2021.

The global sample consists of a total of 19,054 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and aged 16-74 in 24 other markets. The global sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and United States, and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the United States can be taken as representative of their general adult population under the age of 75. However, the samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The ‘global average’ reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.



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About Ipsos

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Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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