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OPINIONS AND EXPECTATIONS ABOUT ARTIFICIAL INTELLIGENCE

January 2022

For more information: http://www.ipsos.com/en/ai-global-views-jan-2022

What This Is and Key Observations

What This Is

As part of Ipsos' Context offer, from time to time we produce reports on special issues of the day.

As we march forward on the road toward the inevitable increasing use of AI in society and business, it is important to take stock of what citizens/consumers think.

In late December 2021 we conducted a 28-country survey on our Global Advisor online platform, interviewing a total of 19,504 adults (n=1000 in Canada).
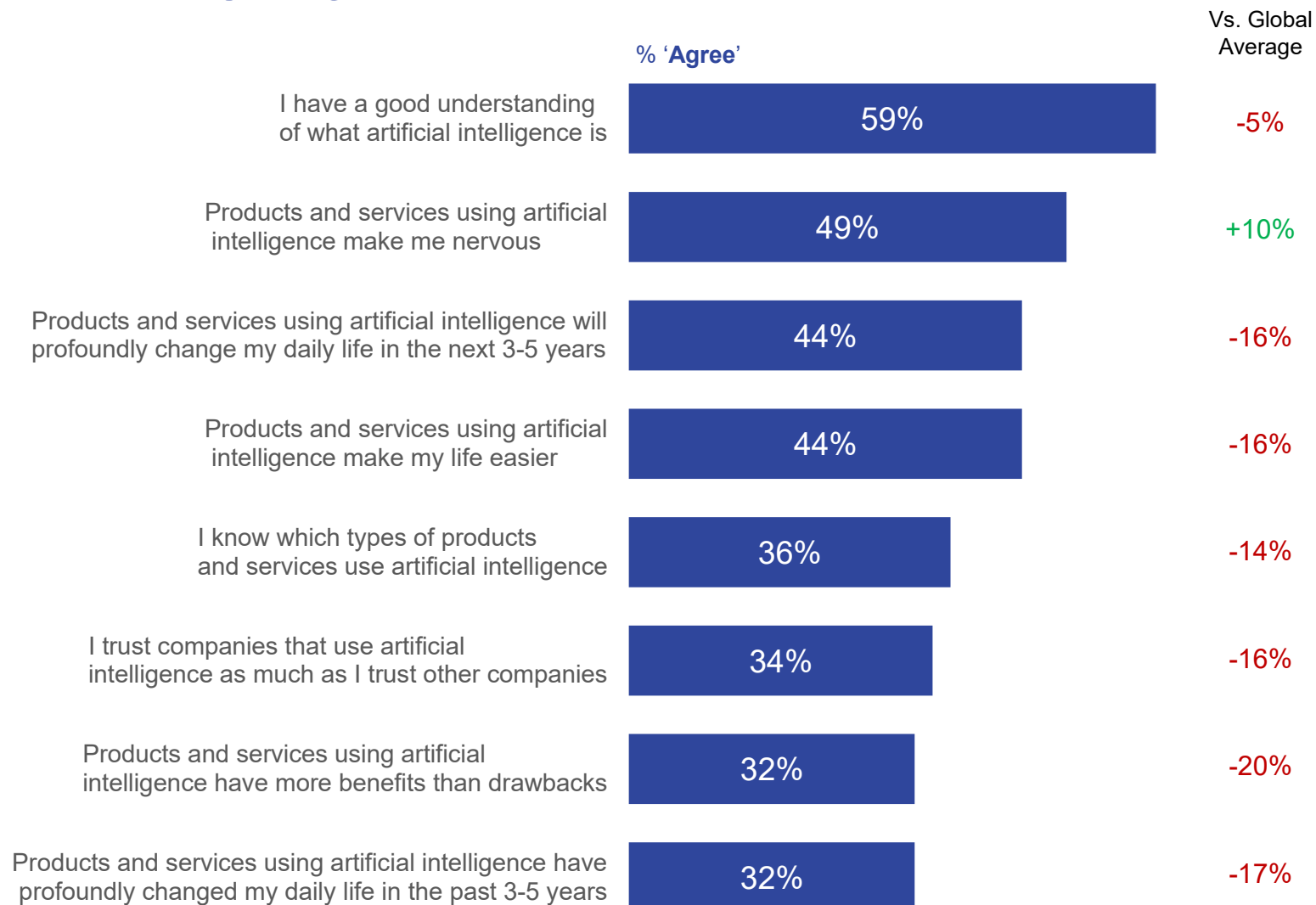
Key Observations

The results clearly show that **government and business have done a poor job in Canada explaining and promoting the use of AI among citizens/consumers**. There is a **clear lack of buy-in among Canadians about the use of AI and its benefits**. Indeed, Canada ranks 27th of 28 countries in expectations that AI will make their lives better across a variety of life areas.

This points to a clear challenge for government and business moving forward in their use of AI. Citizen/consumer receptivity toward services and products using AI will be seriously hampered unless they become more knowledgeable about AI overall and the benefits that it can produce in their lives.

OPINIONS ABOUT ARTIFICIAL INTELLIGENCE

Canadians are **less knowledgeable about AI** than citizens of most other countries.

However, Canadians are **much more nervous** when thinking about AI and less likely to perceive benefits.

Vs. Global Average

% '**Agree**'

Statement	% Agree	Vs. Global Average
I have a good understanding of what artificial intelligence is	59%	-5%
Products and services using artificial intelligence make me nervous	49%	+10%
Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years	44%	-16%
Products and services using artificial intelligence make my life easier	44%	-16%
I know which types of products and services use artificial intelligence	36%	-14%
I trust companies that use artificial intelligence as much as I trust other companies	34%	-16%
Products and services using artificial intelligence have more benefits than drawbacks	32%	-20%
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years	32%	-17%

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OPINIONS ABOUT ARTIFICIAL INTELLIGENCE – BY DEMOGRAPHICS

Expected demographic differences are evident among Canadians in their attitudes toward AI. **Men**, **younger** Canadians and those with **higher formal education** tend to be more knowledgeable and positive.

However, no demographic group is decidedly more onboard with AI in terms of benefit, trust, etc.

|	GENDER		AGE			INCOME			FORMAL EDUCATION		
	Men	Women	<35	35-49	50+	Low $	Mid $	High $	Low educ.	Mid educ.	High educ.
I have a good understanding of AI	65%	53%	64%	53%	59%	57%	58%	64%	57%	58%	55%
Products, services using AI make me nervous	46%	52%	44%	46%	55%	47%	49%	52%	47%	48%	48%
AI will change my life in 3-5 yrs	47%	41%	49%	41%	41%	40%	44%	45%	38%	43%	55%
AI makes my life easier	48%	40%	53%	39%	39%	43%	44%	46%	44%	40%	50%
Trust companies that use AI	36%	33%	38%	35%	30%	33%	36%	37%	34%	32%	38%
More benefits than drawbacks	35%	30%	35%	34%	29%	31%	33%	35%	27%	32%	42%

NUMBER OF LIFE AREAS MOST EXPECTED TO CHANGE BECAUSE OF AI

Canadians fall **below the global average** when it comes to being likely to think that various areas of their lives will be **impacted** by AI.

Expect to change most for you and your family in the next 3-5 years specifically because of increased use of AI

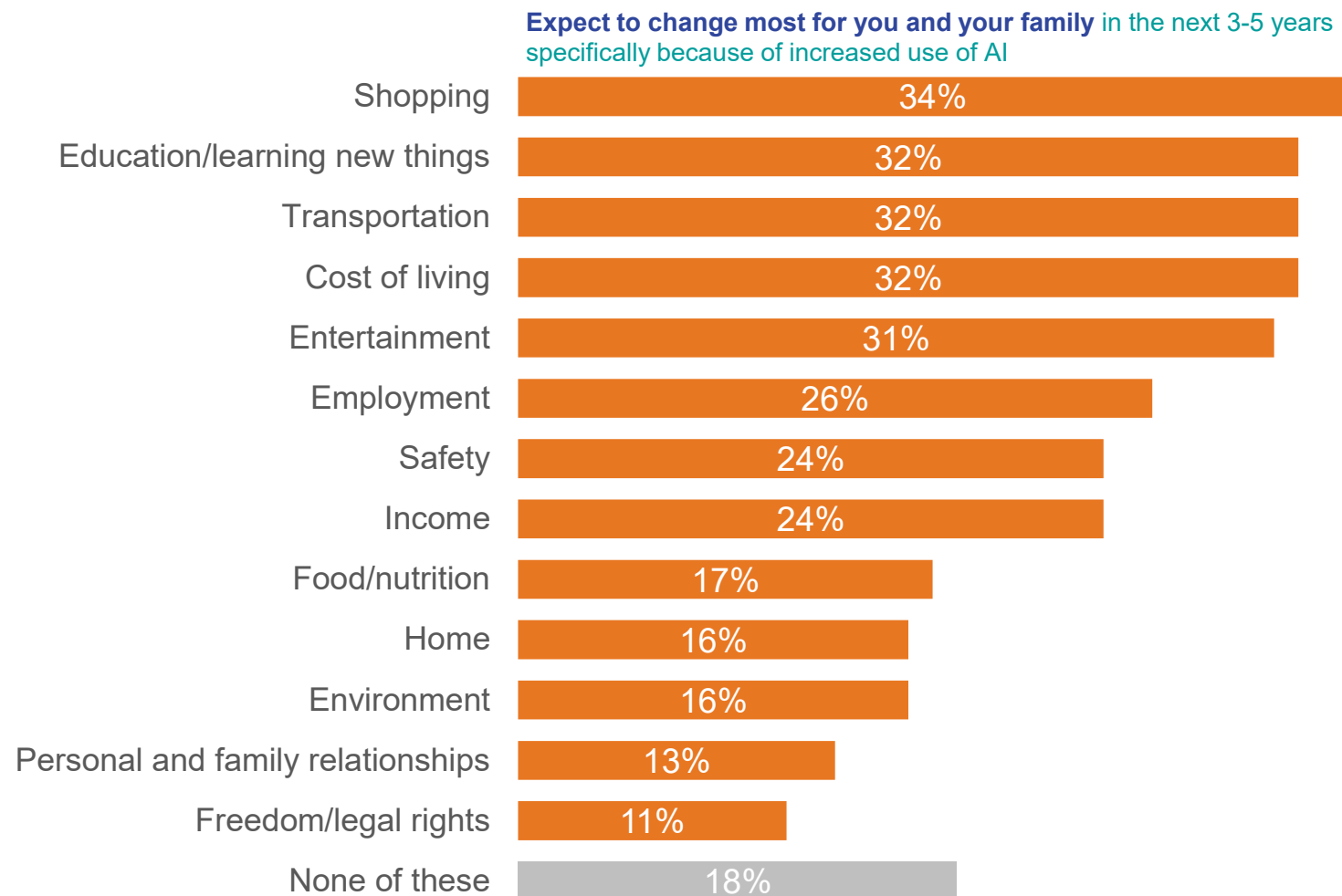| Country	Value
South Africa	4.22
Colombia	4.05
Peru	4.03
Malaysia	3.99
Turkey	3.95
India	3.92
Mexico	3.88
Chile	3.86
China	3.85
Argentina	3.71
Brazil	3.60
Saudi Arabia	3.48
Spain	3.38
Global Average	3.25
South Korea	3.17
Poland	3.10
Canada	3.06
Hungary	3.05
Russia	3.03
Australia	2.97
Sweden	2.85
Belgium	2.78
United States	2.74
Italy	2.69
Netherlands	2.67
Great Britain	2.54
France	2.31
Germany	2.19
Japan	2.03

Average number cited among in 13 areas:

- Education/learning new things
- Safety
- Employment
- Shopping
- Transportation
- Entertainment
- Cost of living
- Home
- Income
- Environment
- Food/nutrition
- Personal and family relationships
- Freedom/legal rights

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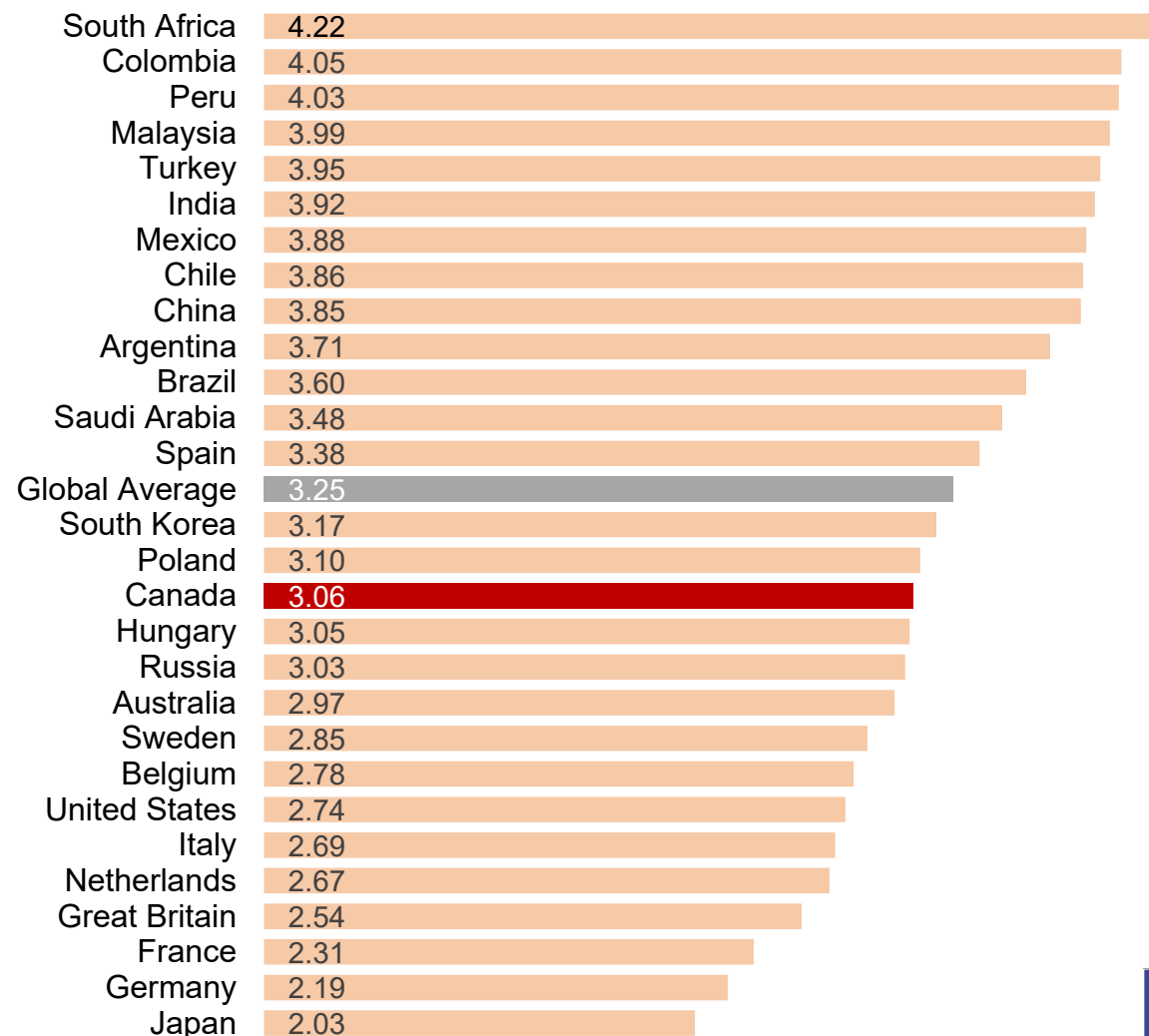
AREAS EXPECTED TO CHANGE MOST BECAUSE OF AI

Canadians expect their lives to **change most** as a result of increased use of AI in the areas of **shopping**, **education**, **transportation**, **cost of living**, and **entertainment**.
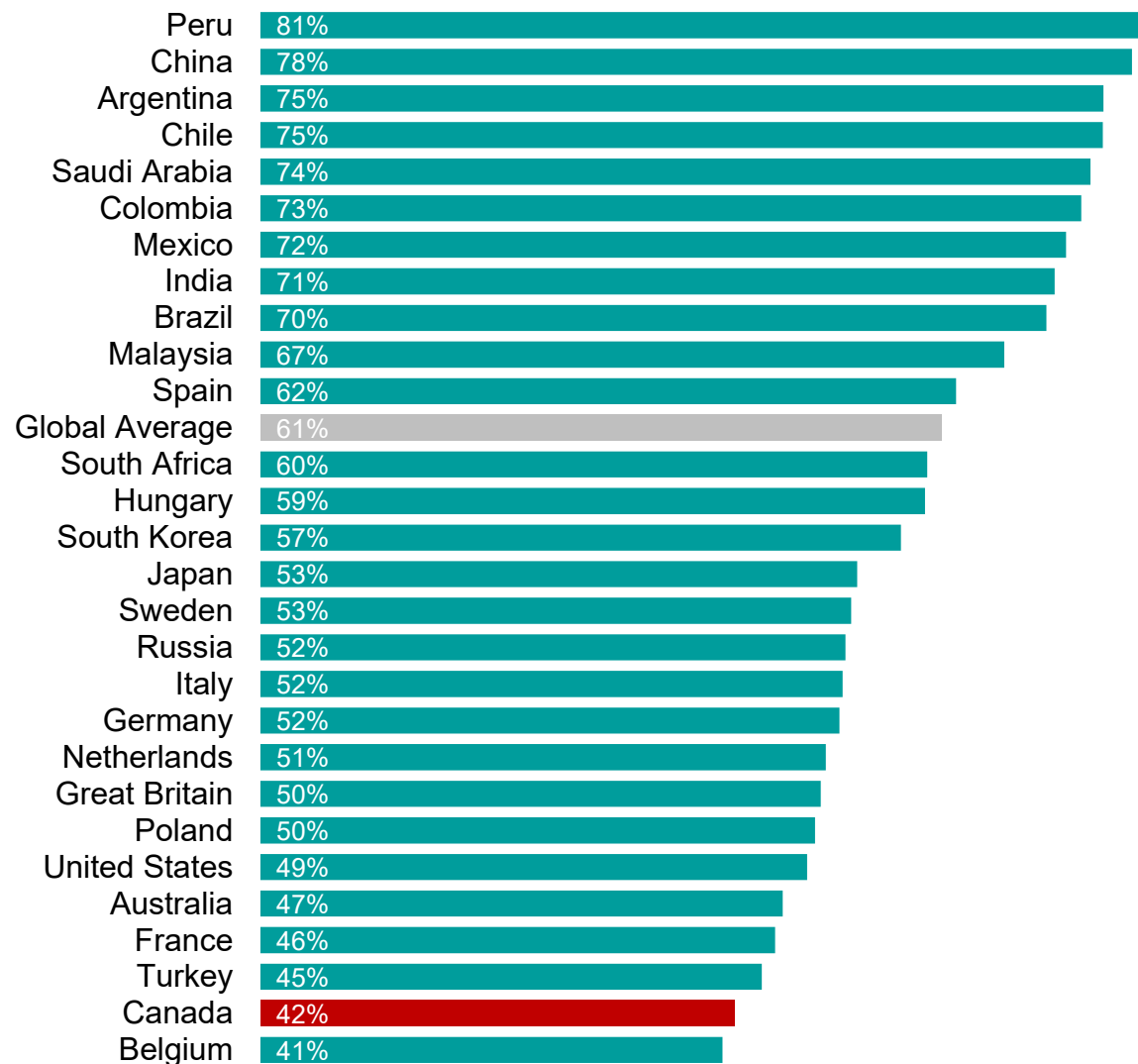
Expect to change most for you and your family in the next 3-5 years specifically because of increased use of AI

Area	%
Shopping	34%
Education/learning new things	32%
Transportation	32%
Cost of living	32%
Entertainment	31%
Employment	26%
Safety	24%
Income	24%
Food/nutrition	17%
Home	16%
Environment	16%
Personal and family relationships	13%
Freedom/legal rights	11%
None of these	18%

OVERALL EXPECTATION OF LIFE IMPROVEMENT BECAUSE OF AI

Canadians are among the **least likely** to think that various areas of their lives will be **improved** by AI.

Average of % 'Better' in 13 areas:

- Education/learning new things
- Safety
- Employment
- Shopping
- Transportation
- Entertainment
- Cost of living
- Home
- Income
- Environment
- Food/nutrition
- Personal and family relationships
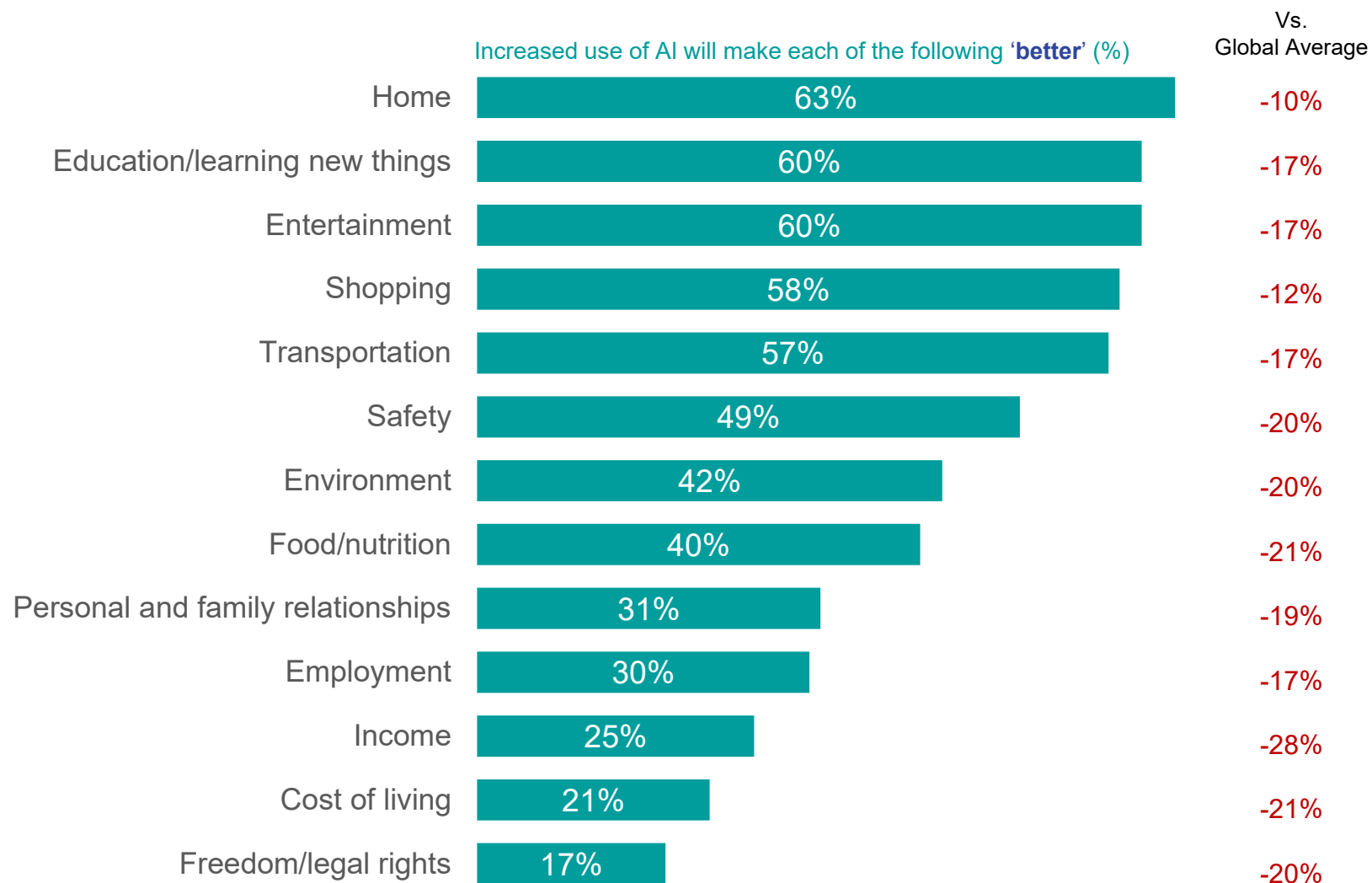- Freedom/legal rights

Increased use of AI will make each of the following 'better' (% average)

Country	%
Peru	81%
China	78%
Argentina	75%
Chile	75%
Saudi Arabia	74%
Colombia	73%
Mexico	72%
India	71%
Brazil	70%
Malaysia	67%
Spain	62%
Global Average	61%
South Africa	60%
Hungary	59%
South Korea	57%
Japan	53%
Sweden	53%
Russia	52%
Italy	52%
Germany	52%
Netherlands	51%
Great Britain	50%
Poland	50%
United States	49%
Australia	47%
France	46%
Turkey	45%
Canada	42%
Belgium	41%

AREAS EXPECTED TO IMPROVE BECAUSE OF AI

Canadians see the **most potential for improvement** in their lives as a result of AI in areas related to the **home**, **education**, **entertainment**, **shopping**, and **transportation**.

However, these expectations fall well below the global average.

Increased use of AI will make each of the following '**better**' (%)

Vs. Global Average

Area	%	Vs. Global Average
Home	63%	-10%
Education/learning new things	60%	-17%
Entertainment	60%	-17%
Shopping	58%	-12%
Transportation	57%	-17%
Safety	49%	-20%
Environment	42%	-20%
Food/nutrition	40%	-21%
Personal and family relationships	31%	-19%
Employment	30%	-17%
Income	25%	-28%
Cost of living	21%	-21%
Freedom/legal rights	17%	-20%

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METHODOLOGY

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 19,504 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between November 19 and December 3, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., 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 U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), 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 market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

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 knows or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the 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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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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