

FACTUM

Canadians Divided on Opinion of Artificial Intelligence ChatGPT

Support for ChatGPT's Technology is Cut by Half Among Those Unfamiliar

Toronto, ON, March 24, 2023 – A new Ipsos poll conducted on behalf of Global News finds that Canadians are split as to whether ChatGPT, a conversational artificial intelligence (AI) chatbot launched in November 2022, is a good or bad thing. However, those who report having heard of ChatGPT in the last three months are far more likely to feel it is a good thing compared to those who have not.

When asked whether they recall seeing, hearing, or reading anything about a new AI technology called ChatGPT in the last three months, four in ten (42%) Canadians say they did, while 58% said they did not. Men (53%) and those 18-34 (57%) are significantly more likely to say they could recall having heard of ChatGPT (vs. 32% women and 40% 35-54, 33% 55+).

Unprompted, among Canadians who say they have heard of ChatGPT:

- 45% feel that, overall, the development of AI technologies like ChatGPT is a *good* thing;
- 31% feel the development of AI technologies like ChatGPT is a *bad* thing; and
- 24% don't feel they know enough to say.

Within this group, men (50%) are more likely than women (38%) to feel the technology is a good thing, as are younger Canadians (55% 18-24 and 51% 35-54 vs. 27% 55+) and those with higher incomes (35% <\$40K; 47% \$40K-<\$60K; 55% \$60K-<\$100K; 54% \$100K+). Interestingly, those with the highest and lowest education levels (55% univ. grad; 52% <HS) are most likely to feel this technology is a good thing, while those with mid-level education (37% some post sec.; 37% high school grad) are less positive.

Results are more negative when we focus on Canadians who say they have *not heard* of ChatGPT in the last three months. Among them, a higher proportion believe the technology is a bad thing as opposed to a good thing, with half saying they don't know enough to say:

- Only 21% feel the development of these technologies is a *good* thing;
- 30% feel it is a *bad* thing; and
- 50% don't feel they know enough to say.

However, the demographic differences highlighted among those aware remain mostly consistent among those unaware: men (28%) are more likely than women (16%) to feel the technology is a good thing, as are younger Canadians (32% 18-24 and 24% 35-54 vs. 13% 55+). The effect of education is slightly different in this subgroup, as those with higher education levels (30% univ. grad) are the most favorable compared to all other age groups (18% some post sec.; 21% high school grad.; 17% <HS). We find no marked differences by income among this group.



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About the Study

These are some of the findings of an Ipsos poll conducted between February 15 and 17, 2023, on behalf of Global News. For this survey, a sample of 1,350 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.1 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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