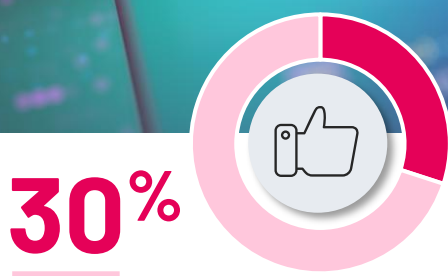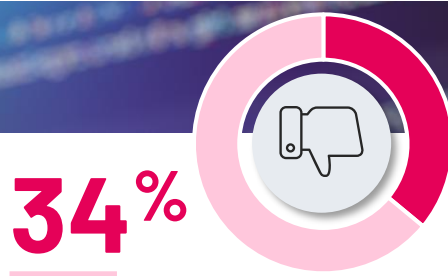# 34% OF CANADIANS BELIEVE THE DEVELOPMENT OF AI TECHNOLOGIES IS A BAD THING; 30% THINK IT'S GOOD

DECEMBER 20|2024

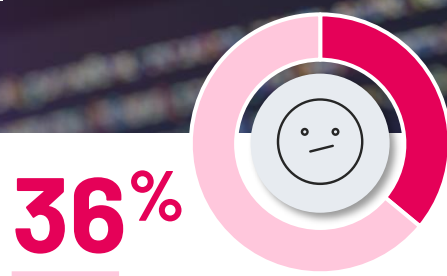## ATTITUDES ABOUT AI

30%
Believe the development of AI technologies is a good thing

34%
Believe the development of AI technologies is a bad thing

36%
Don't know enough to say

Canadians are divided on whether the development of AI technologies is a good or bad thing, with three in ten (30%) saying it is good, particularly those aged 18-34 (37%) vs those aged 55+ (24%) and men (34%) compared to women (26%). Those with children in their household (37%) also think it is a good thing compared to those without children in their household (28%).

One in three (34%) believe the development of AI technologies is bad thing, while a similar proportion (36%) doesn't know enough to say. Four in ten (43%) Canadians aged 55+ don't know enough to say, compared to three in ten (31%), Canadians aged 35-54. Women (42%) are more unsure of AI than men (29%).

AI USAGE HABITS

40%

Report that they used AI technologies, like ChatGPT, Microsoft Copilot, or Google Gemini in the last three months.

IN THE LAST THREE MONTHS

Have used AI	**40%**
Have not used AI	**54%**
Not sure	**7%**
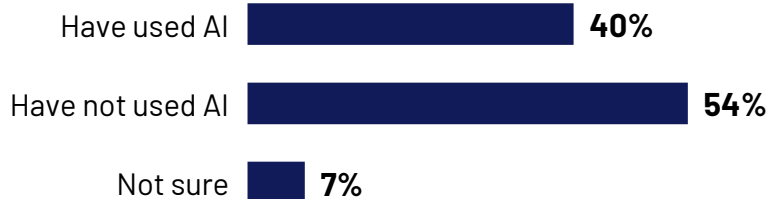
Four in ten (40%) Canadians have used AI technologies in the last three months, rising to six in ten (63%) among those aged 18-34 (vs 42% 35-54, 19% 55+). Use in Ontario and Quebec is higher than other provinces, with almost half (46%) of those in Ontario and over a third (36%) in Quebec compared to one in five (21%) Saskatchewan/Manitoba. Use of AI varies by education level, with over half of University graduates (53%) having used AI in the past three months, compared to post secondary (34%), high school educated (39%), less than high school educated (32%). Over half (54%) have not used AI technologies in the last three months while 7% are not sure.

Ipsos

About This Study

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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