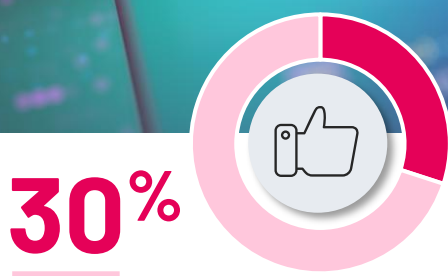


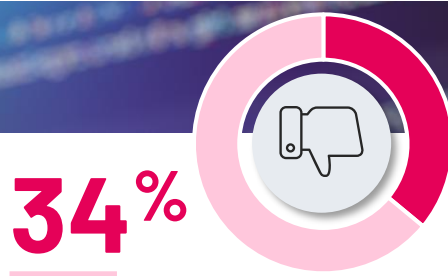
# 34% OF CANADIANS BELIEVE THE DEVELOPMENT OF AI TECHNOLOGIES IS A BAD THING; 30% THINK IT'S GOOD

DECEMBER 20 | 2024

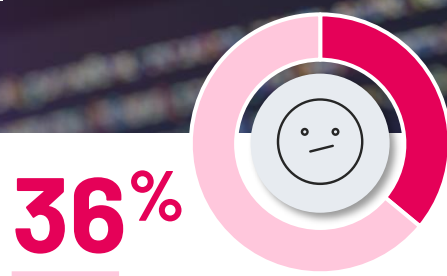
## ATTITUDES ABOUT AI



**Believe the development of AI technologies is a good thing**



**Believe the development of AI technologies is a bad thing**



**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%).

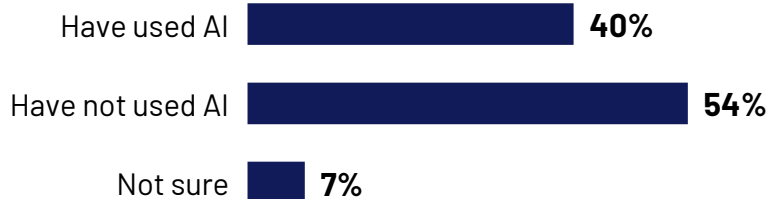
One in three (34%) believe the development of AI technologies is a bad thing, while a similar proportion (36%) doesn't know enough to say. Four in ten (43%) Canadians aged 55+ don't know enough to say, compared to three in ten (31%), Canadians aged 35-54. Women (42%) are more unsure of AI than men (29%).

## 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



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.

# About This Study

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll conducted between December 6 and 10, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed online. 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  $\pm 3.8$  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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