



FACTUM

Nine in Ten (87%) Canadians Are Comfortable Using Technology, But Familiarity With AI Remains Limited

Younger Generations, Including Gen Z (83%) and Millennials (71%), More Likely To Say They Are Familiar with AI

Toronto, ON – June 17, 2025 — The majority (87%) of Canadians are increasingly comfortable using and adapting to new technology, according to an Ipsos survey conducted on behalf of TD Bank Group. However, familiarity with AI specifically remains limited, with 41% being unfamiliar with its applications. Younger generations, including Gen Z (83%) and Millennials (71%), are more likely to self-report familiarity with AI than Gen X (61%) and Boomers (38%).

Confidence vs Competence in AI: A Notable Disparity

Four in ten Canadians gave themselves a “C” grade when asked to self-assess their knowledge of AI, while two in 10 (21%) gave themselves an F; 18% opted for a 'D', just 18% rated themselves a 'B', and only three percent granted themselves an 'A'. Interestingly, when Canadians were asked to answer true or false questions on AI applications, like whether AI translates languages in real time, their performance often exceeded their own self-assessed evaluations—seven in 10 (72%) Canadians passed an AI knowledge test.

Older Canadians Know More About AI Than They Realize

Despite younger individuals, like Gen Alpha (44%) and Gen Z (38%), generally being seen as more AI-savvy, it was the older age groups who often scored higher on questions such as recognizing AI’s role in facial recognition technology, with Millennials and Gen X generally outperforming them.

Canadians Acknowledge AI's Role in Enhancing Daily Life and Productivity

Among current AI users, the advantages are evident, with over half of Canadians (56%) indicating that AI is enhancing their productivity at work. For working Gen Z individuals, seven in ten (69%) report that AI boosts their job productivity, but this figure declines to 50% for Gen X and 38% for Boomers. Additionally, 34% of employed Canadians confess to using AI at work without their employer's awareness, including 48% of Gen Z.

Enhancing AI Trust: Addressing the Confidence Gap





FACTUM

Mixed feelings about AI trustworthiness persist, with only 43% of Canadians trusting AI-provided information to be honest, reliable, and competent. Canadians have more trust in information from friends and family (90%), pharmacists (89%), banks (81%), and news outlets (62%). Though Canadians display less trust in social media influencers (19%). Younger AI users display higher trust and confidence in AI, suggesting opportunities exist to build trust and confidence by demonstrating AI's real-world applications and fostering transparent practices.

About the Study

These are the findings of an Ipsos survey conducted on behalf of TD Bank Group that was fielded between March 17 to March 31, 2025. A total of n=2500 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 2.2 per cent 19 times out of 20, of what the results would have been had all Canadians aged 18+ been surveyed.

For more information on this Factum, please contact:

Sean Simpson
Senior Vice President, Ipsos Public Affairs
Sean.Simpson@ipsos.com

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, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
+1 416 324-2900

Contact: **Sean Simpson**
Senior Vice President, Ipsos Public Affairs
Email: Sean.Simpson@ipsos.com

GAME CHANGERS

