PRESS RELEASE

Canadians Acknowledge Overstating AI Skills at Work as Expectations Grow

Almost one-third (32%) say they've overstated their AI abilities to workplace colleagues

Toronto, Canada, July 22, 2026 — Artificial intelligence (AI) continues to take hold in workplaces across Canada, with 78% of Canadians saying AI adoption in the workplace is inevitable, according to the 2026 TD AI Insights Report conducted by Ipsos. Against this backdrop, Canadians describe a growing disconnect between expectations and self-assessed abilities. Nearly one in three (32%) admit they have exaggerated their AI skills to colleagues, reflecting perceived pressure to keep pace with evolving demands.

AI's Rise Feels Certain, but Confidence Lags Among Canadians

This sense of AI's inevitability spans generations, though intensity varies: 89% of Boomers say workplace AI adoption is inevitable, followed by 81% of Gen X, 79% of Millennials, and 65% of Gen Z. Three-quarters (75%) rate their own AI skills at a "C" level or lower, and just 4% consider themselves an "A" performer. This self-perception aligns with broader concerns about organizational readiness, as 53% believe their workplace is lagging behind others in adopting AI, and only 37% report receiving adequate employer-provided AI training on how to use AI tools at work.

Workplace AI Delivers on Productivity and Edge

Even with uneven confidence and training, Canadians are already identifying tangible advantages from using AI. A majority—59%—say AI makes them more productive in their job, while 58% believe it gives them a competitive edge over others in similar roles, suggesting that AI is increasingly seen as integral to day-to-day performance rather than an optional tool.

Training Lags Behind AI Adoption, Creating Opportunity

The findings point to an opportunity for organizations to close the gap between adoption and capability. While over half of respondents (53%) feel their workplace trails others in AI uptake, relatively few (37%) say they have been equipped with sufficient training. Expanding access to the right tools, guidance, and learning opportunities may be critical in helping employees build both the skills and confidence required to use AI effectively as it becomes embedded in everyday work.

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About the Study

The 2026 TD AI Insights Report was completed by Ipsos and conducted between February 17 and 23, on behalf of TD. For this survey, a sample of 2,501 Canadians aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ±2.4 percentage points, 19 times out of 20, had all Canadian adults 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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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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