



Report

Usage of AI Tools

Survey of Canadians

Date: 31 / 03 / 2025
Project: 16811-148



Methodology

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,628**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **March 28 to March 30, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.43%**, (19 times out of 20) for the Canadian sample.

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: aenns@leger360.com

The **most accurate** polling firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

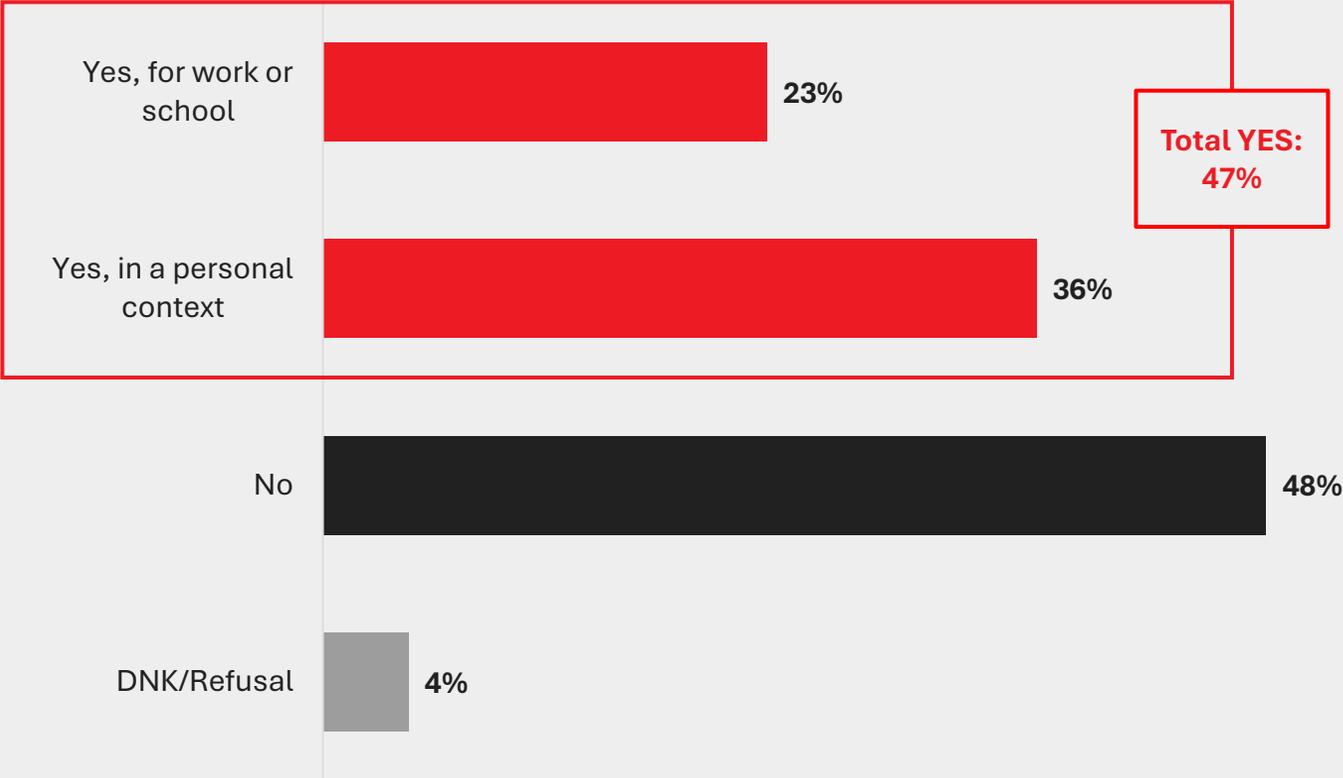
Detailed Results



Use of AI Tools (1/2)

Q1. Have you ever used an AI (artificial intelligence) tool?

Base: All respondents (n=1,628)



Use of AI Tools (2/2)

Q1. Have you ever used an AI (artificial intelligence) tool?

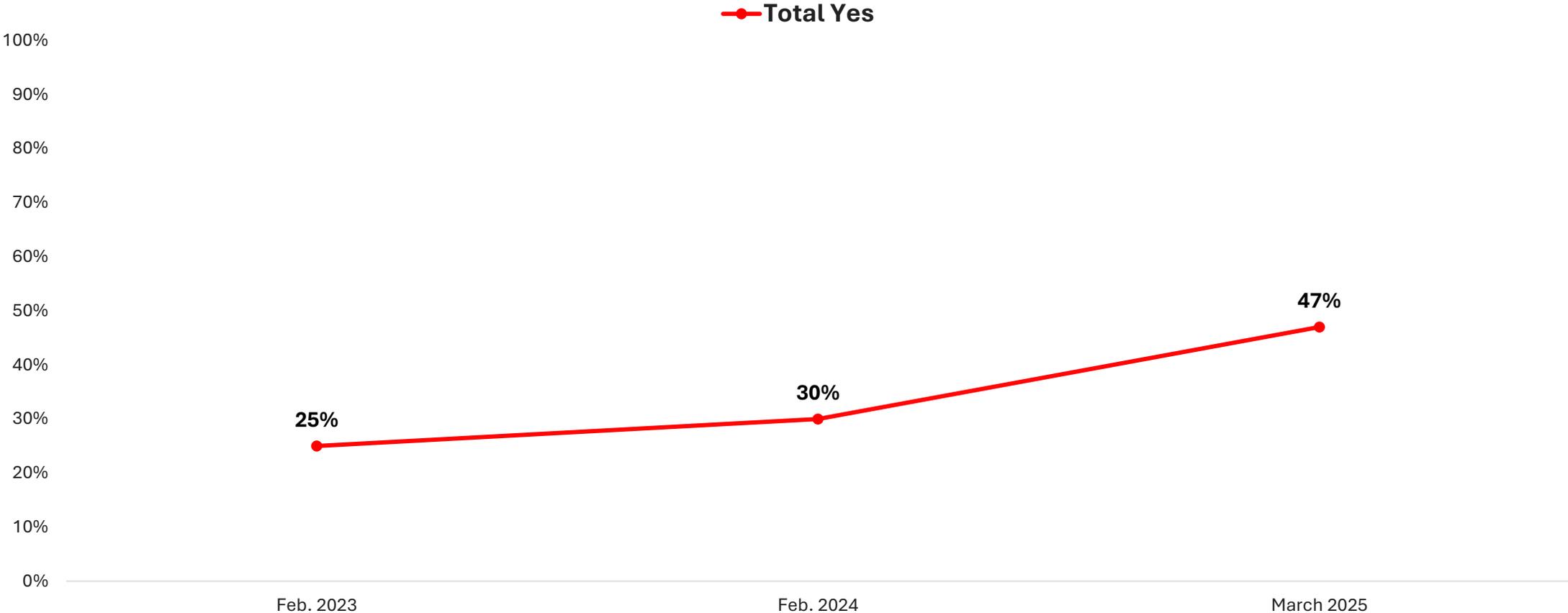
Base: All respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb. 4 th 2024	Gap
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339	1,614	
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327	1,614	
TOTAL YES	47%	38%	46%	47%	40%	48%	59%	48%	47%	73%	50%	29%	52%	50%	35%	30%	+17
Yes, for work or school	23%	17%	23%	23%	20%	20%	29%	23%	23%	44%	25%	7%	25%	24%	15%	15%	+8
Yes, in a personal context	36%	28%	34%	35%	29%	38%	52%	38%	35%	53%	39%	24%	41%	38%	26%	22%	+14
No	48%	55%	53%	48%	55%	50%	33%	48%	48%	24%	47%	65%	43%	46%	61%	62%	-14
I don't know/I prefer not to answer	4%	7%	1%	5%	5%	2%	8%	4%	5%	3%	3%	6%	4%	4%	5%	8%	-4

Use of AI Tools – Evolution

Q1. Have you ever used an AI (artificial intelligence) tool?

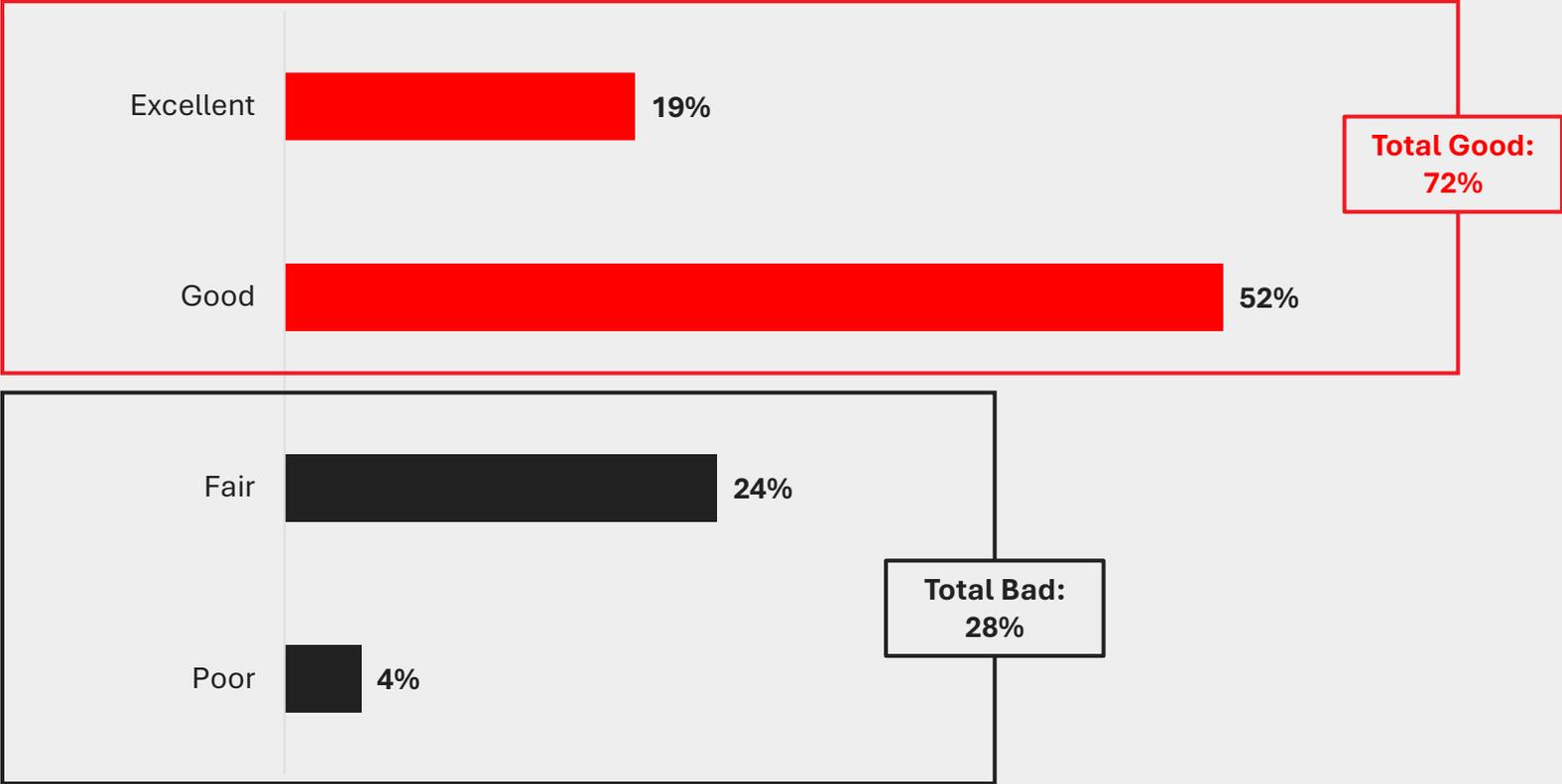
Base: All respondents



User Satisfaction Ratings for AI Tools (1/2)

Q2. How would you rate your experience with AI-powered services or tools?

Base: Respondents who have used AI tools (n=802)



User Satisfaction Ratings for AI Tools (2/2)

Q2. How would you rate your experience with AI-powered services or tools?

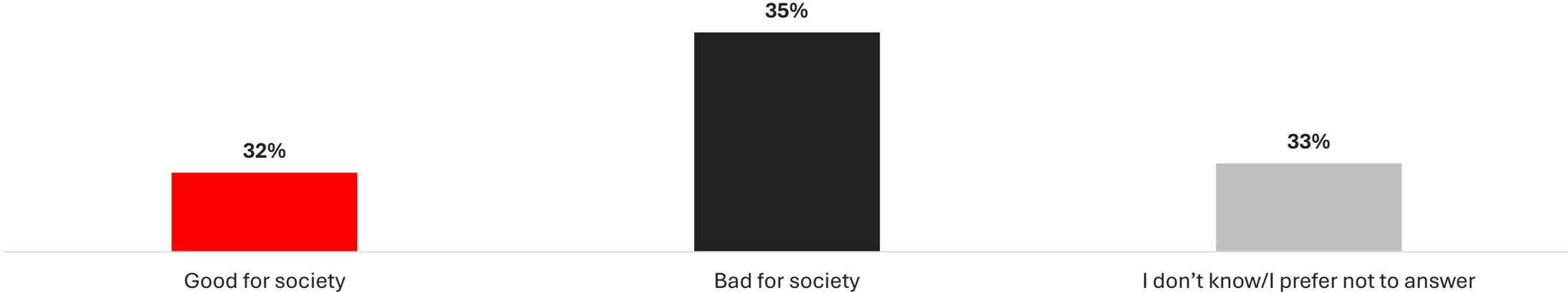
Base: Respondents who have used AI tools (n=802)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb. 4 th 2024	Gap
Weighted n=	772	42	172	297	41	87	134	382	391	318	262	192	353	299	118	487	
Unweighted n=	802	44	211	313	57	75	102	437	365	326	266	210	368	309	122	521	
Total Good	72%	51%	78%	71%	69%	68%	75%	73%	70%	79%	71%	60%	71%	77%	60%	71%	+1
Excellent	19%	12%	22%	21%	17%	28%	10%	20%	19%	27%	18%	10%	20%	20%	15%	16%	+3
Good	52%	40%	55%	50%	52%	40%	65%	53%	52%	52%	54%	50%	51%	57%	46%	55%	-3
Total Bad	28%	49%	22%	29%	31%	32%	25%	27%	30%	21%	29%	40%	29%	23%	40%	29%	-1
Fair	24%	36%	18%	25%	31%	30%	21%	24%	24%	19%	24%	33%	24%	19%	36%	26%	-2
Poor	4%	13%	4%	4%	0%	2%	4%	3%	5%	2%	4%	8%	5%	3%	4%	3%	+1

Opinion of AI Tools

Q5. Overall, do you think AI tools are...

Base: All respondents (n=1,628)

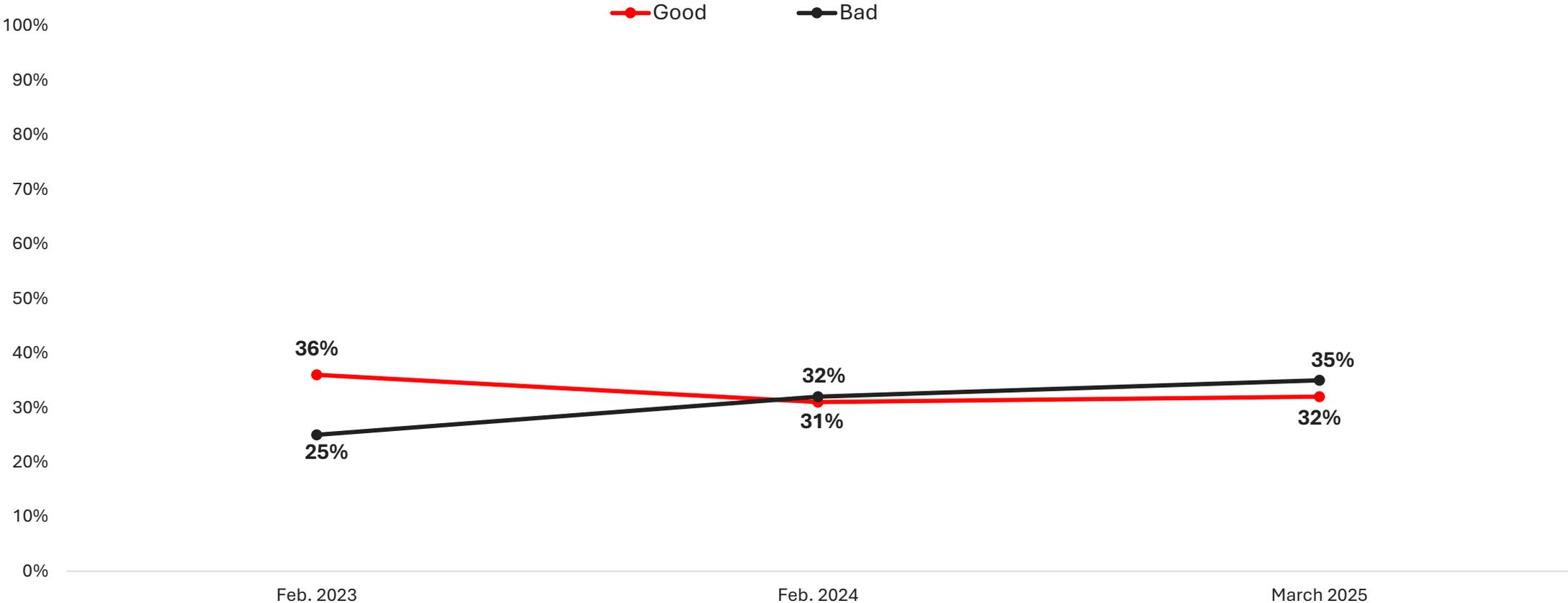


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb. 4 th 2024	Gap
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339	1,614	
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327	1,614	
Good for society	32%	27%	33%	33%	25%	31%	38%	37%	28%	48%	33%	22%	35%	35%	23%	31%	+1
Bad for society	35%	37%	33%	35%	37%	39%	31%	34%	36%	31%	38%	35%	35%	34%	37%	32%	+3
I don't know/I prefer not to answer	33%	36%	33%	32%	38%	30%	31%	29%	36%	21%	29%	43%	30%	31%	39%	37%	-4

Opinion of AI Tools – Evolution

Q2. How would you rate your experience with AI-powered services or tools?

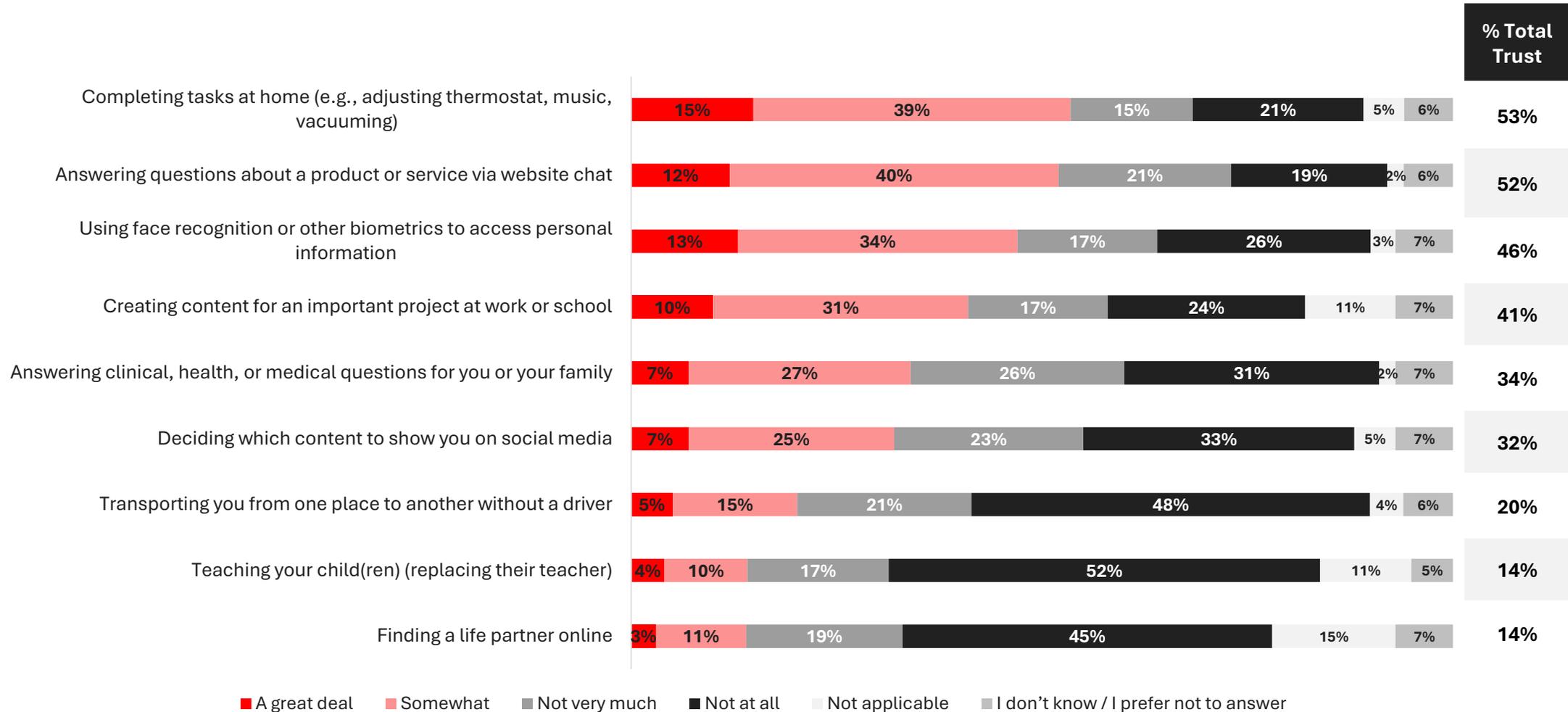
Base: Respondents who have used AI tools



Trust in AI Tools (1/2)

Q6. To what extent would you trust an AI tool in each of the following situations?

Base: All respondents (n=1,628)



Trust in AI Tools (2/2)

Q6. To what extent would you trust an AI tool in each of the following situations?

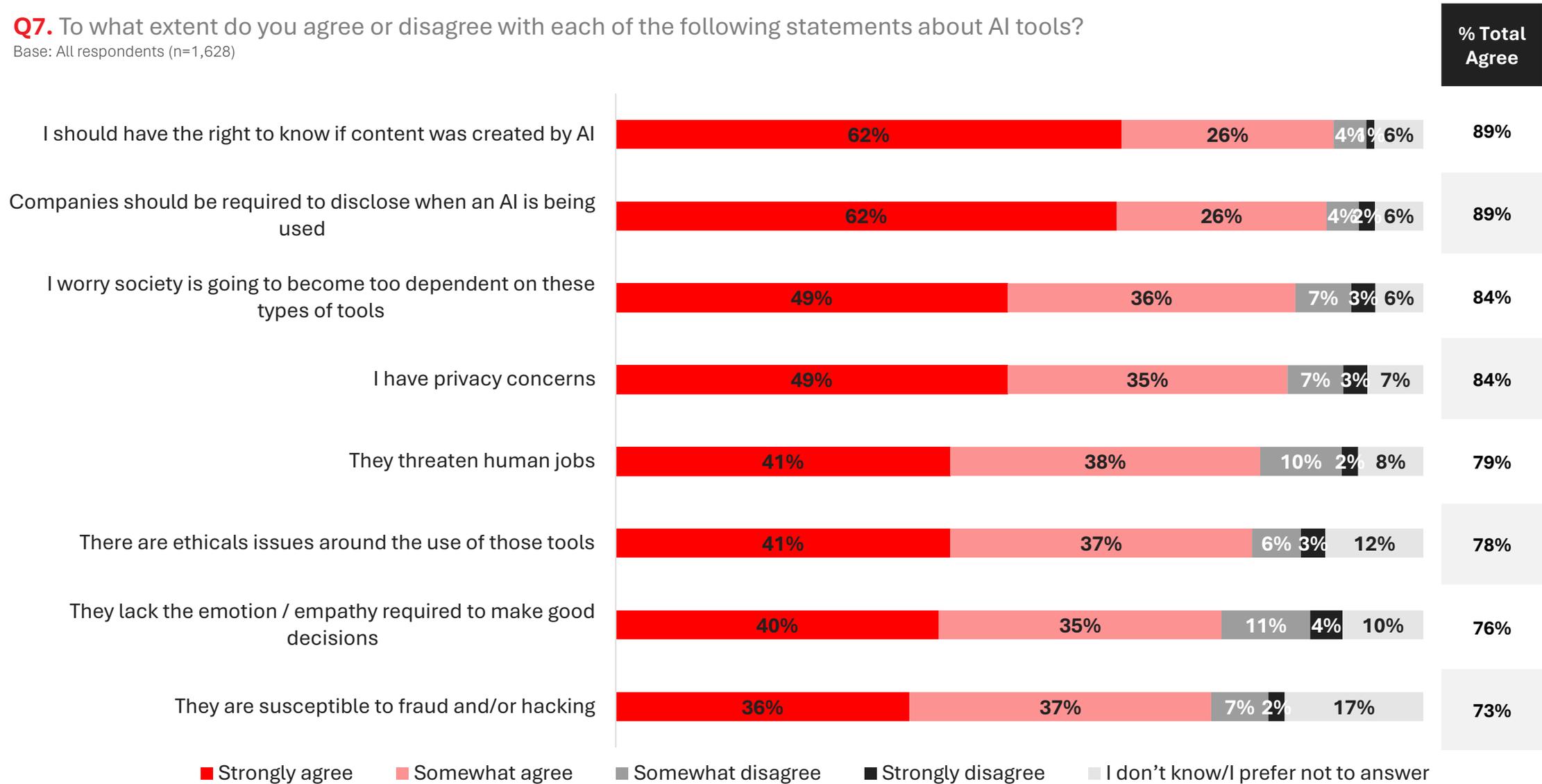
Base: All respondents (n=1,628)

% Total Trust Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb. 4th 2024	Gap
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339	1,614	
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327	1,614	
Completing tasks at home (e.g., adjusting thermostat, music, vacuuming)	53%	53%	52%	53%	46%	57%	58%	57%	50%	63%	59%	43%	54%	57%	47%	58%	-5
Answering questions about a product or service via website chat	52%	48%	50%	48%	56%	55%	63%	54%	50%	64%	54%	43%	56%	54%	41%	50%	+2
Using face recognition or other biometrics to access personal information	46%	32%	41%	49%	42%	52%	52%	48%	45%	51%	49%	41%	48%	47%	40%	53%	-7
Creating content for an important project at work or school	41%	35%	39%	40%	35%	43%	53%	43%	39%	56%	45%	29%	44%	41%	36%	37%	+4
Answering clinical, health, or medical questions for you or your family	34%	25%	32%	34%	29%	35%	42%	39%	29%	39%	35%	29%	36%	34%	30%	30%	+4
Deciding which content to show you on social media	32%	21%	27%	33%	30%	31%	44%	33%	31%	50%	32%	20%	37%	31%	22%	33%	-1
Transporting you from one place to another without a driver	20%	12%	19%	21%	17%	21%	24%	28%	12%	35%	19%	11%	26%	18%	11%	23%	-3
Teaching your child(ren) (replacing their teacher)	14%	11%	15%	14%	7%	18%	16%	18%	10%	23%	14%	9%	18%	14%	8%	15%	-1
Finding a life partner online	14%	9%	11%	15%	10%	16%	20%	17%	11%	24%	14%	8%	16%	16%	7%	18%	-4

Opinions on AI Tools (1/3)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

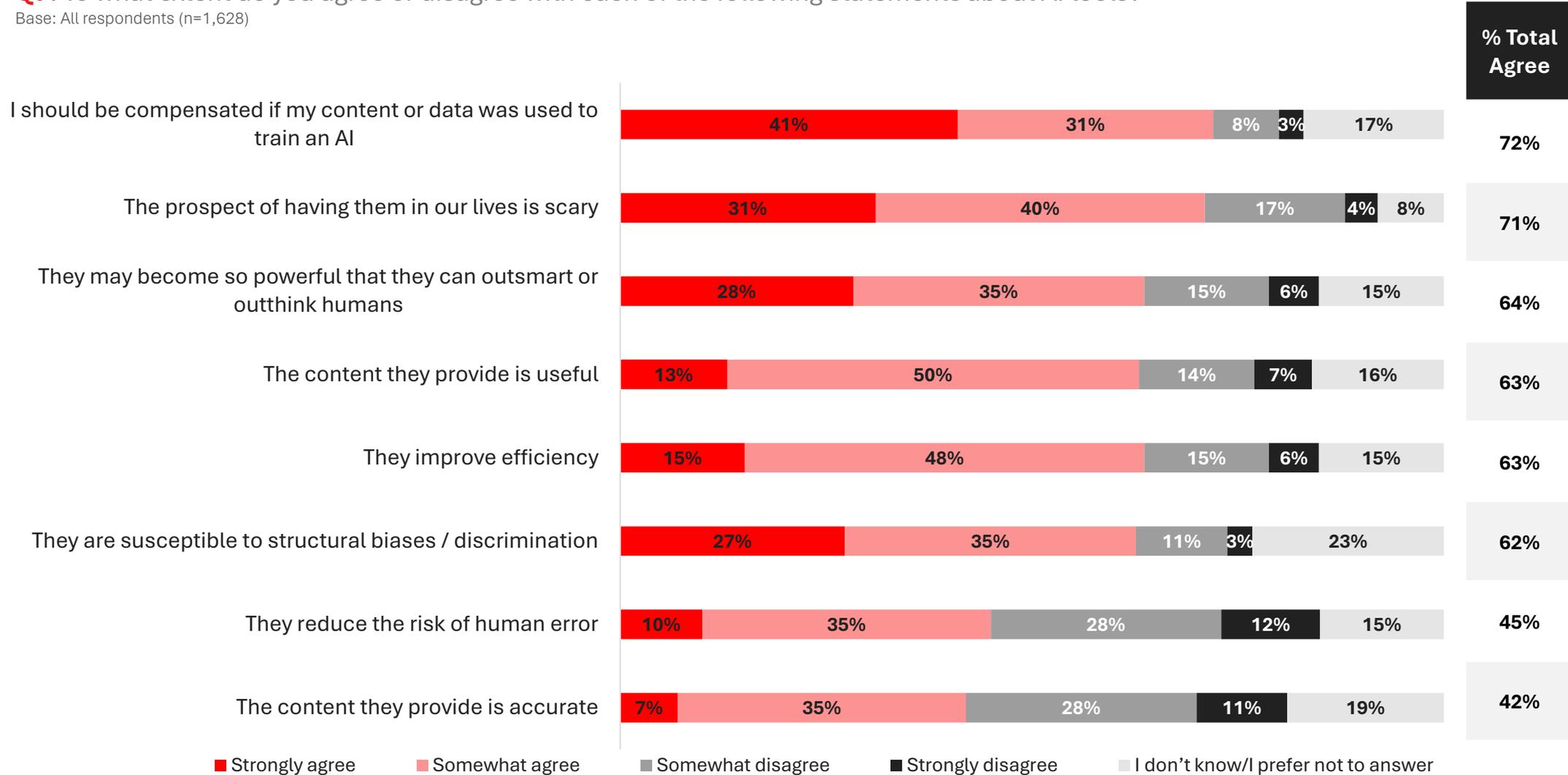
Base: All respondents (n=1,628)



Opinions on AI Tools (2/3)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents (n=1,628)



Opinions on AI Tools (3/3)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents (n=1,628)

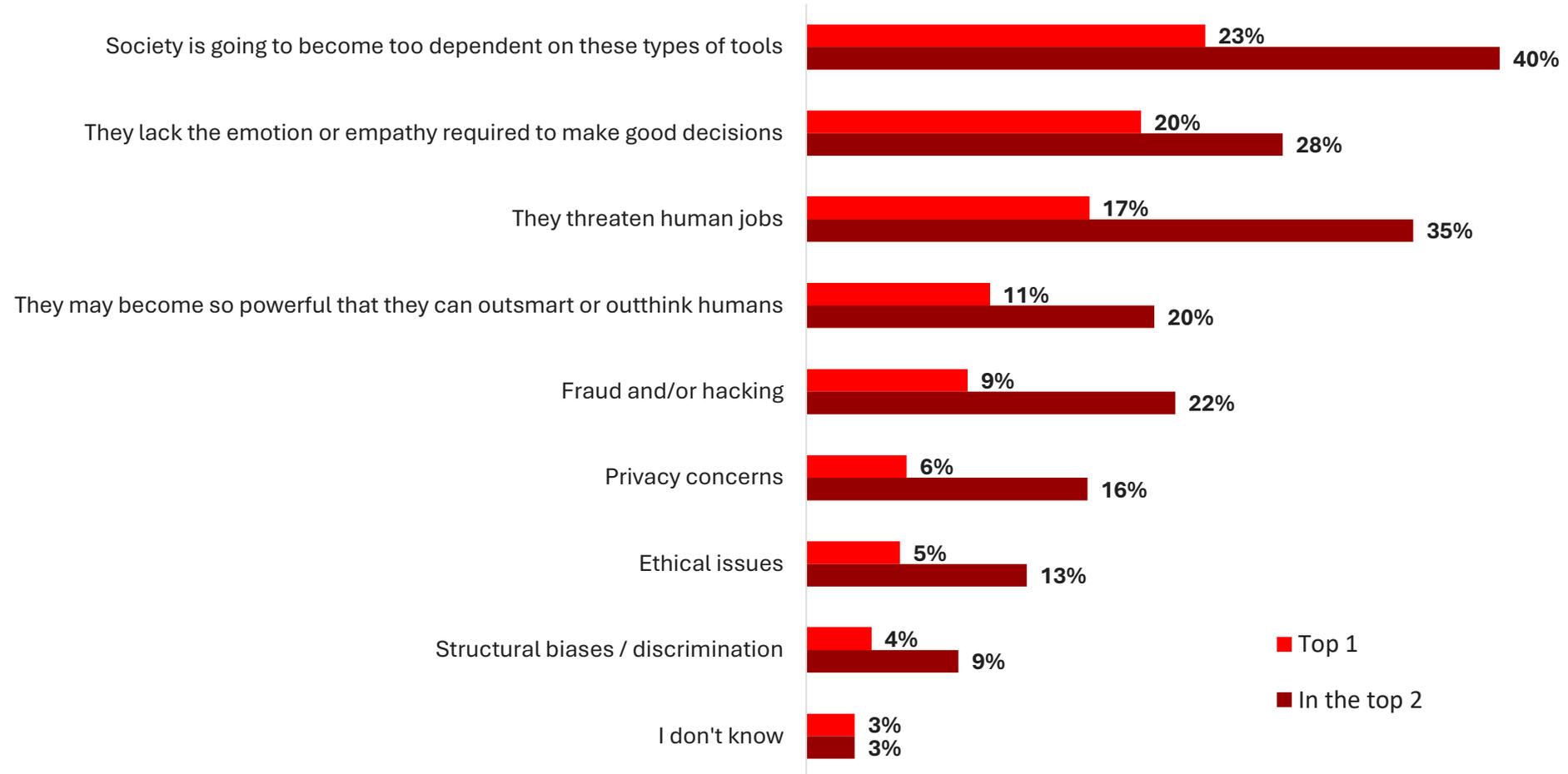
% Total Agree Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb. 4th 2024	Gap
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339	1,614	
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327	1,614	
I should have the right to know if content was created by AI	89%	90%	87%	88%	90%	92%	91%	87%	91%	86%	86%	92%	88%	89%	89%	-*	-
Companies should be required to disclose when an AI is being used	89%	91%	85%	88%	86%	89%	94%	86%	91%	85%	86%	92%	87%	90%	88%	-*	-
I worry society is going to become too dependent on these types of tools	84%	92%	83%	84%	80%	81%	86%	81%	87%	78%	84%	88%	83%	85%	84%	81%	+3
I have privacy concerns	84%	88%	84%	85%	82%	79%	84%	80%	88%	79%	84%	88%	82%	86%	86%	81%	+3
They threaten human jobs	79%	77%	79%	82%	77%	74%	78%	76%	83%	75%	81%	81%	77%	82%	79%	75%	+4
There are ethical issues around the use of those tools	78%	87%	74%	77%	79%	80%	84%	79%	77%	76%	79%	79%	78%	80%	76%	75%	+3
They lack the emotion / empathy required to make good decisions	76%	78%	75%	75%	75%	77%	77%	71%	80%	73%	74%	79%	76%	75%	77%	73%	+3
They are susceptible to fraud and/or hacking	73%	74%	70%	75%	75%	64%	81%	72%	75%	72%	75%	74%	71%	76%	73%	73%	-
I should be compensated if my content or data was used to train an AI	72%	70%	72%	74%	81%	63%	72%	72%	72%	75%	73%	69%	73%	71%	73%	-*	-
The prospect of having them in our lives is scary	71%	81%	68%	73%	78%	63%	67%	65%	76%	66%	70%	75%	69%	72%	74%	67%	+4
They may become so powerful that they can outsmart or outthink humans	64%	64%	65%	63%	68%	60%	63%	66%	62%	59%	63%	67%	65%	64%	61%	63%	+1
The content they provide is useful	63%	56%	62%	65%	60%	59%	70%	65%	62%	70%	67%	56%	64%	66%	58%	56%	+7
They improve efficiency	63%	58%	60%	66%	62%	58%	68%	67%	59%	76%	63%	54%	63%	68%	55%	58%	+5
They are susceptible to structural biases / discrimination	62%	67%	49%	66%	63%	58%	73%	64%	60%	63%	61%	62%	61%	65%	60%	55%	+7
They reduce the risk of human error	45%	30%	44%	48%	48%	42%	48%	51%	40%	54%	44%	40%	48%	49%	33%	47%	-2
The content they provide is accurate	42%	33%	49%	40%	40%	38%	43%	45%	39%	50%	45%	34%	42%	42%	40%	37%	+5

*New items, no comparison possible.

Main Concerns Regarding the Growth of AI

Q8. In your opinion, what is the biggest concern about the growing use of AI? And what is the second biggest concern?

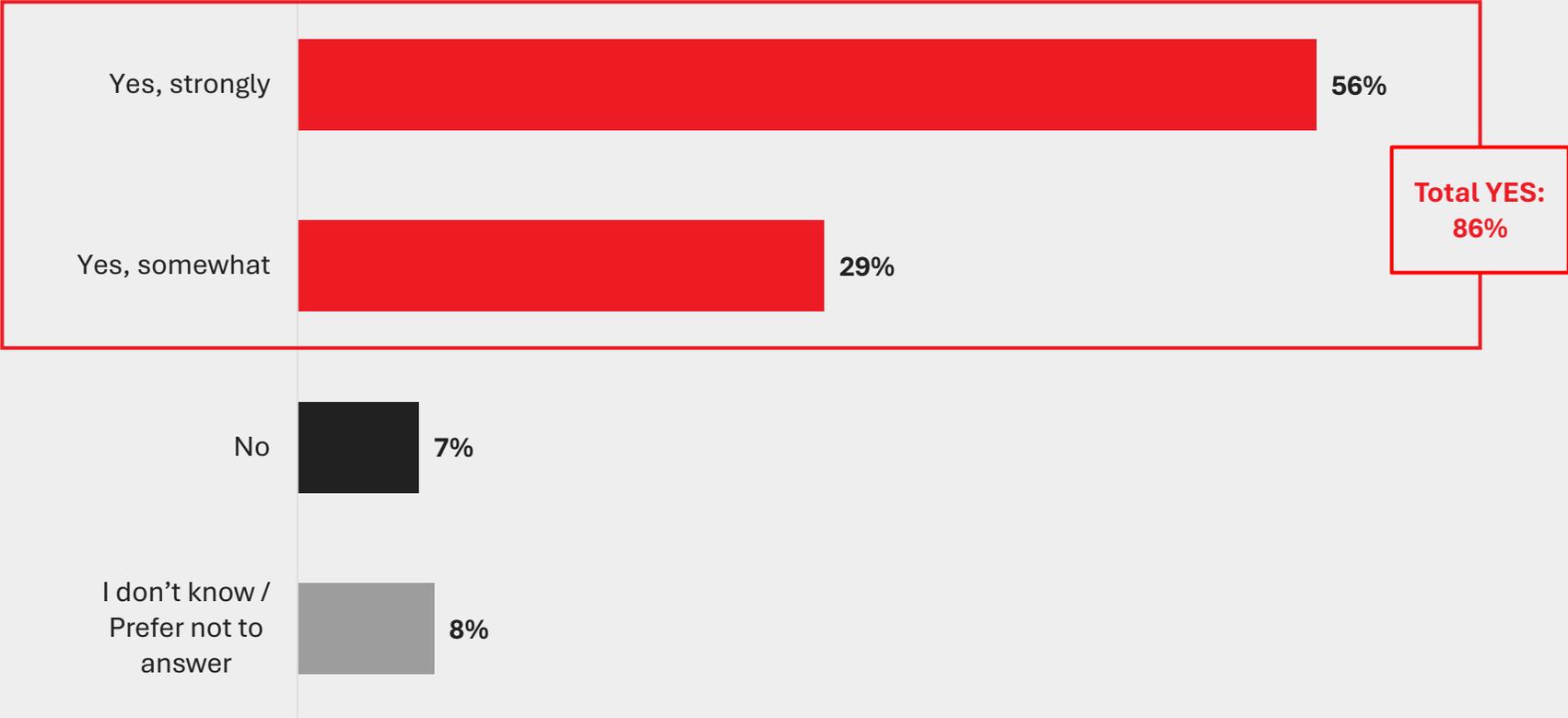
Base: All respondents (n=1,628)



Support for Government Regulation of AI (1/2)

Q10. Do you believe AI tools should be regulated by governments to ensure they are used ethically and safely?

Base: All respondents (n=1,628)



Support for Government Regulation of AI (2/2)

Q10. Do you believe AI tools should be regulated by governments to ensure they are used ethically and safely?

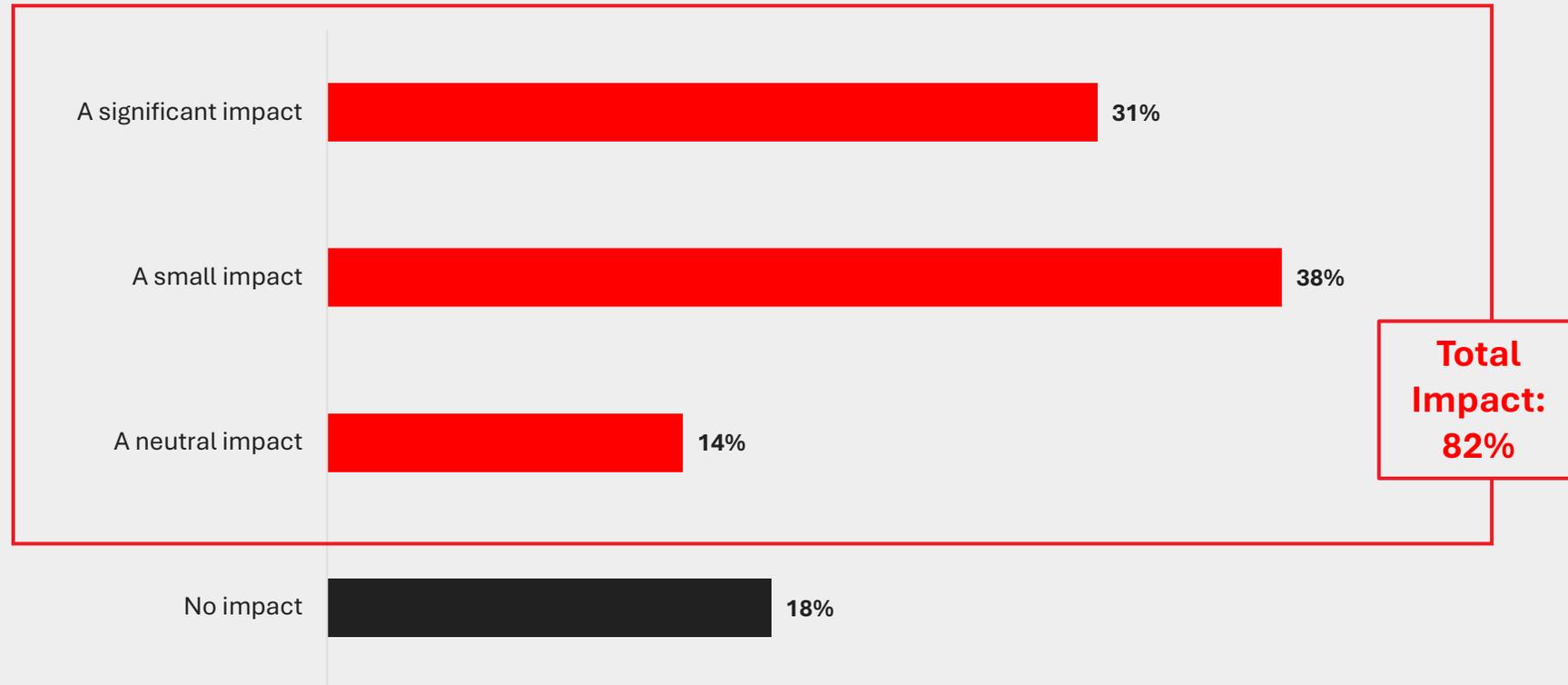
Base: All respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
TOTAL YES	86%	89%	87%	86%	80%	84%	84%	85%	87%	83%	84%	89%	87%	89%	79%
Yes, strongly	56%	58%	57%	56%	58%	56%	56%	55%	58%	43%	57%	65%	59%	55%	53%
Yes, somewhat	29%	31%	30%	30%	23%	28%	28%	30%	29%	40%	28%	23%	27%	34%	26%
No	7%	4%	8%	5%	8%	7%	10%	8%	5%	11%	6%	4%	7%	6%	7%
I don't know/I prefer not to answer	8%	7%	5%	8%	12%	10%	6%	7%	8%	6%	10%	7%	6%	5%	14%

Impact of AI on Professions and Industries (1/2)

Q9. How much of an impact do you think AI will have on your profession or industry within the next year? Will it have...

Base: Respondents who are currently employed (n=947)



Impact of AI on Professions and Industries (2/2)

Q9. How much of an impact do you think AI will have on your profession or industry within the next year? Will it have...

Base: Respondents who are currently employed (n=947)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb. 4 th 2024	Gap
Weighted n=	940	58	206	373	61	108	134	483	457	297	440	203	402	349	182	838	
Unweighted n=	947	61	247	366	80	80	113	525	422	300	434	213	411	356	174	922	
Total Impact	82%	82%	86%	81%	82%	80%	81%	80%	85%	86%	82%	78%	86%	81%	77%	80%	+2
A significant impact	31%	22%	34%	33%	26%	30%	25%	31%	30%	27%	31%	34%	32%	32%	24%	29%	+2
A small impact	38%	44%	36%	38%	39%	32%	42%	37%	39%	45%	35%	32%	37%	39%	38%	34%	+4
A neutral impact	14%	16%	17%	10%	17%	19%	15%	12%	16%	13%	16%	13%	17%	10%	15%	16%	-2
No impact	18%	18%	14%	19%	18%	20%	19%	20%	15%	14%	18%	22%	14%	19%	23%	20%	-2

Respondent Profile

Respondent profiles

(Base n=1,628)

The table below presents the Canadian geographic distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	853	793
Female	775	835

Language (Mother Tongue)

	Unweighted	Weighted
French	397	321
English	1,087	1,163
Other	144	143

Age

	Unweighted	Weighted
18 to 34	432	434
35 to 54	501	524
55+	695	670

Province

	Unweighted	Weighted
British Columbia	179	226
Alberta	142	181
Manitoba/Saskatchewan	135	105
Ontario	632	630
Quebec	435	376
Atlantic	105	110

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

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Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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