

WAVE 2: MARCH 2026

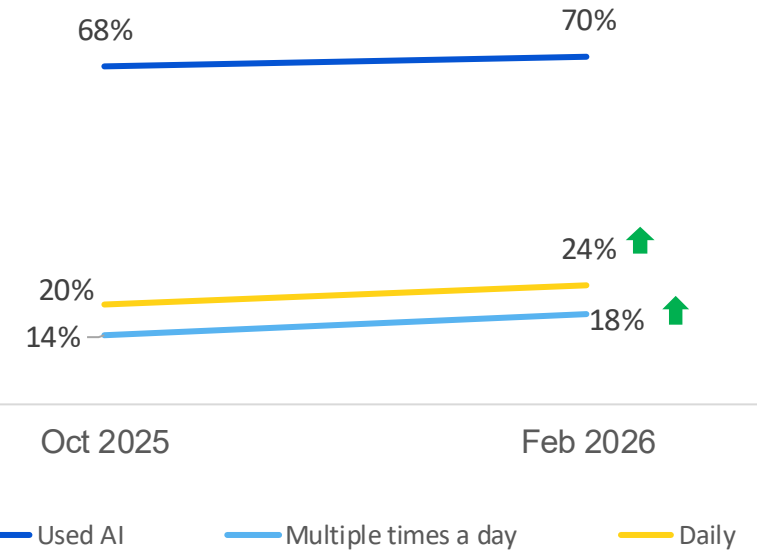
# Canadians & AI: What They Know and How They Feel

# Canadians and AI: Dependence is Rising...

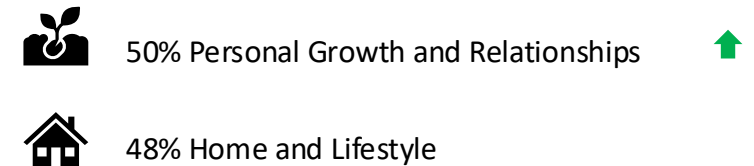
AI adoption in Canada is already widespread, with 70% of Canadians using AI tools, but the real shift is in how frequently they're using them. While overall usage has remained stable, frequency has increased, notably in those using AI several times a day. This growth is evident across both work and personal contexts.

What was once a niche technology is quickly becoming deeply embedded in everyday routines, with personal use cases most commonly centered on personal growth and home and lifestyle needs signaling a shift in how people gather information and make decisions. However, sophistication with the tools is still low. Most users report only basic proficiency, relying on simple, task-based interactions rather than more advanced or sophisticated use cases.

## Canadians' AI Usage in the Past 3 Months



## In personal life, most used for...



# Canadians and AI: ...But Skepticism Remains

Despite high adoption and increased usage, attitudes toward AI are nuanced. A growing share of people say AI will make their lives easier, suggesting that increased usage is helping users recognize its practical benefits. Many express concerns, however, about misinformation, overdependence on technology, and misalignment with human values.

Overall, there is a divide in how AI is perceived: its benefits are starting to be embraced but skepticism about its long-term impact remains. Rising usage, paired with concern, highlights a population that is actively experimenting with AI's benefits while working through questions of trust and risk at a broader level.

*How companies and governments are expected to respond to this will be explored in next month's Angus Reid AI Pulse report.*

Canadians believe that...

**95** % *AI-generated misinformation will become a major societal challenge.*

**88** % *A.I. will make people too dependent on technology.*

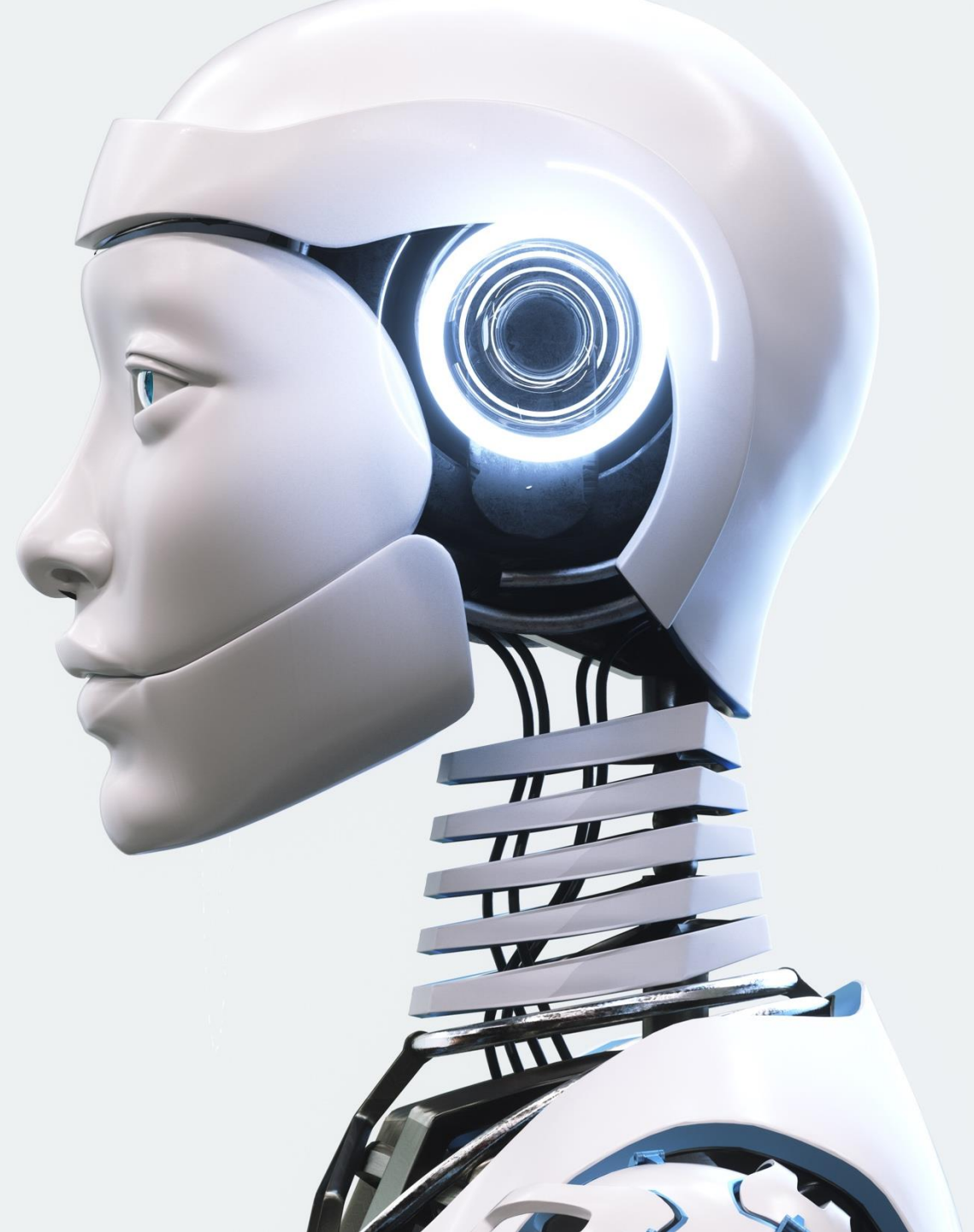
**86** % *Advanced A.I. could act against human values in the future.*

But...

**35** %  +4

agree that A.I. will make life easier

**How do  
Canadians feel  
about artificial  
intelligence? And  
what do they  
know?**



# Canadians are apprehensive about what AI will mean for their lives, but the perception that it will make life easier has grown.

35 %  
(agree)

↑ +4  
Since Oct.

*“A.I. will make life easier for everyone”*

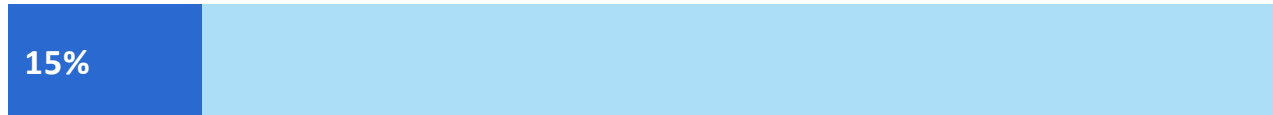
88 %  
(agree) *“A.I. will make people too dependent on technology.”*

95 %  
(agree) *“AI-generated misinformation will become one of the biggest challenges facing society in the next few years.”*

86 %  
(agree) *“I worry that advanced A.I. could act against human values in my lifetime.”*

## ARTIFICIAL INTELLIGENCE (AI) Knowledge

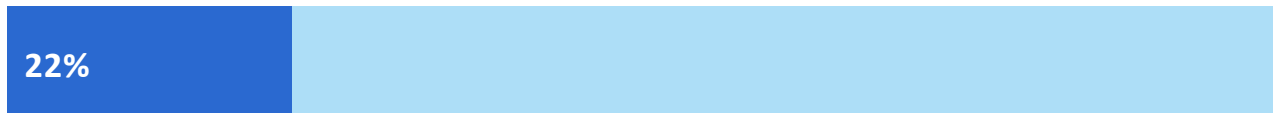
Very familiar – I know a lot about it and actively follow updates and developments



Somewhat familiar – I know about it and have a general understanding, but don't follow it closely



Not very familiar – I know it exists but have little knowledge beyond that

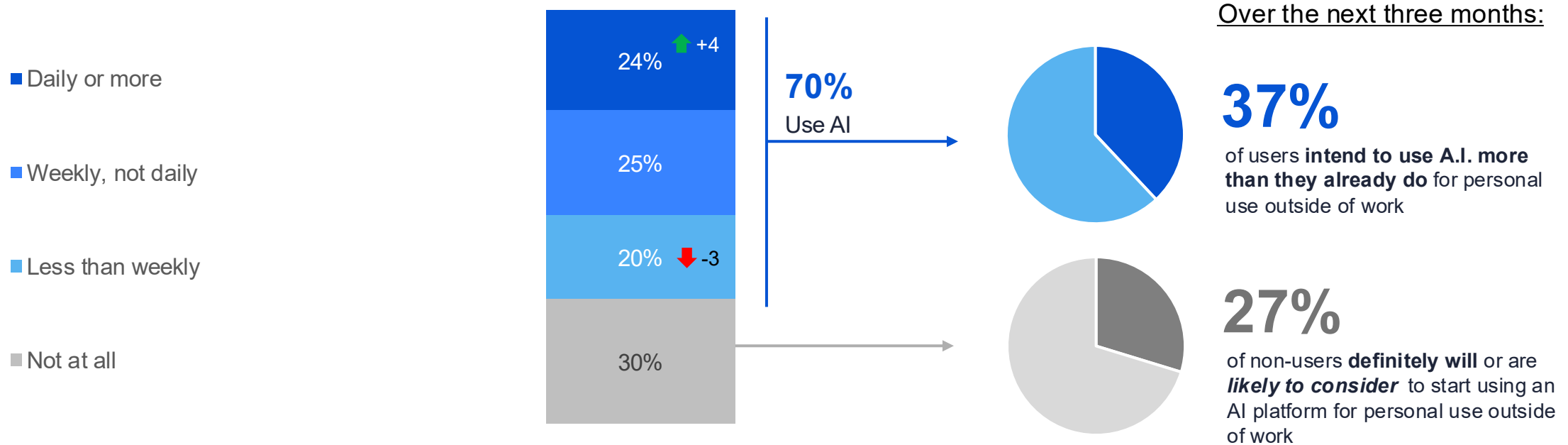


**However,  
knowledge about  
A.I. is not  
particularly deep**

Base: Total n=2,020 | Q1. Which of the following best represents your familiarity with artificial intelligence (AI)?

# Considering mainstream A.I. platforms have been available to the public for only two years, A.I. usage is high.

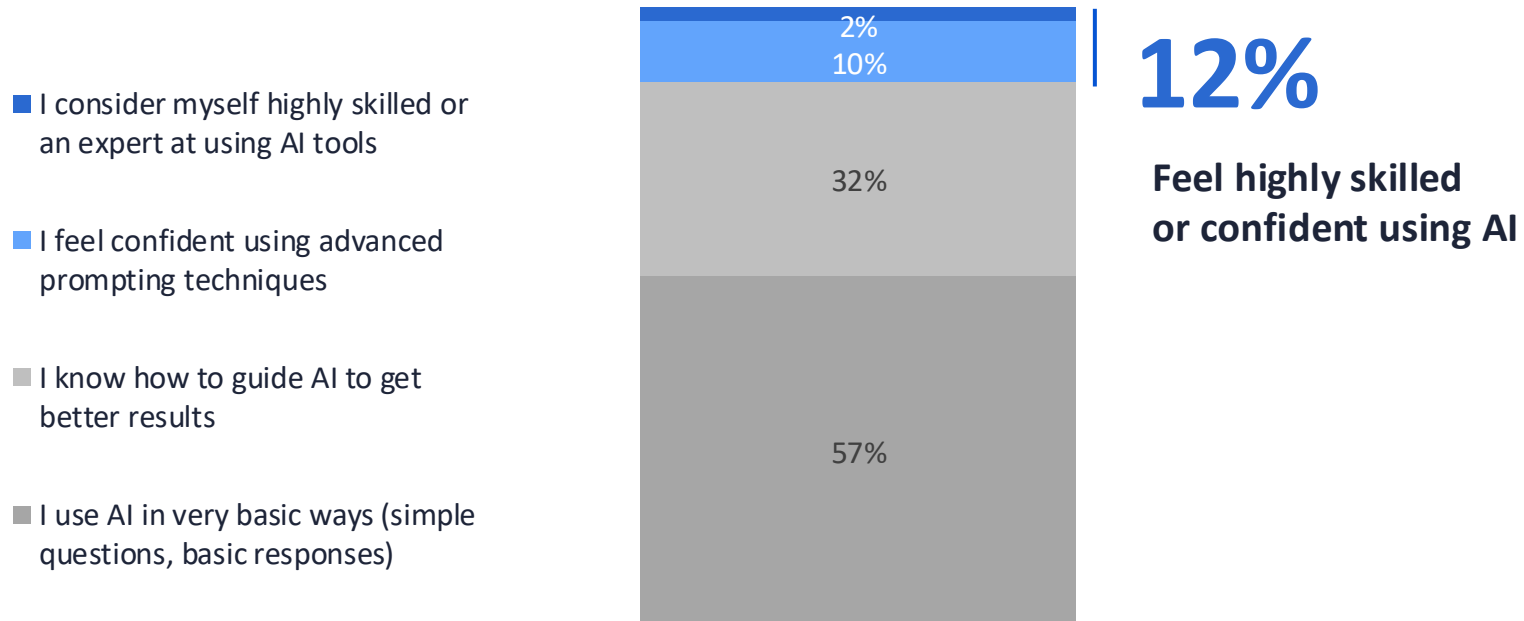
A.I. usage frequency has increased over the past three months and will continue to do so, while number of overall users has remained stable.



Base: Total n=2,020, Currently Employed (n=1,212) | Q2: Over the past 3 months, how frequently (if at all) have you used an AI platform where you enter a query or prompt and the AI platform provides an output (like ChatGPT)? Base: Have not used AI for Personal Use in the P3M (n=655) | Q3: Over the next 3 months are you likely to consider using an AI platform for personal use outside of work?

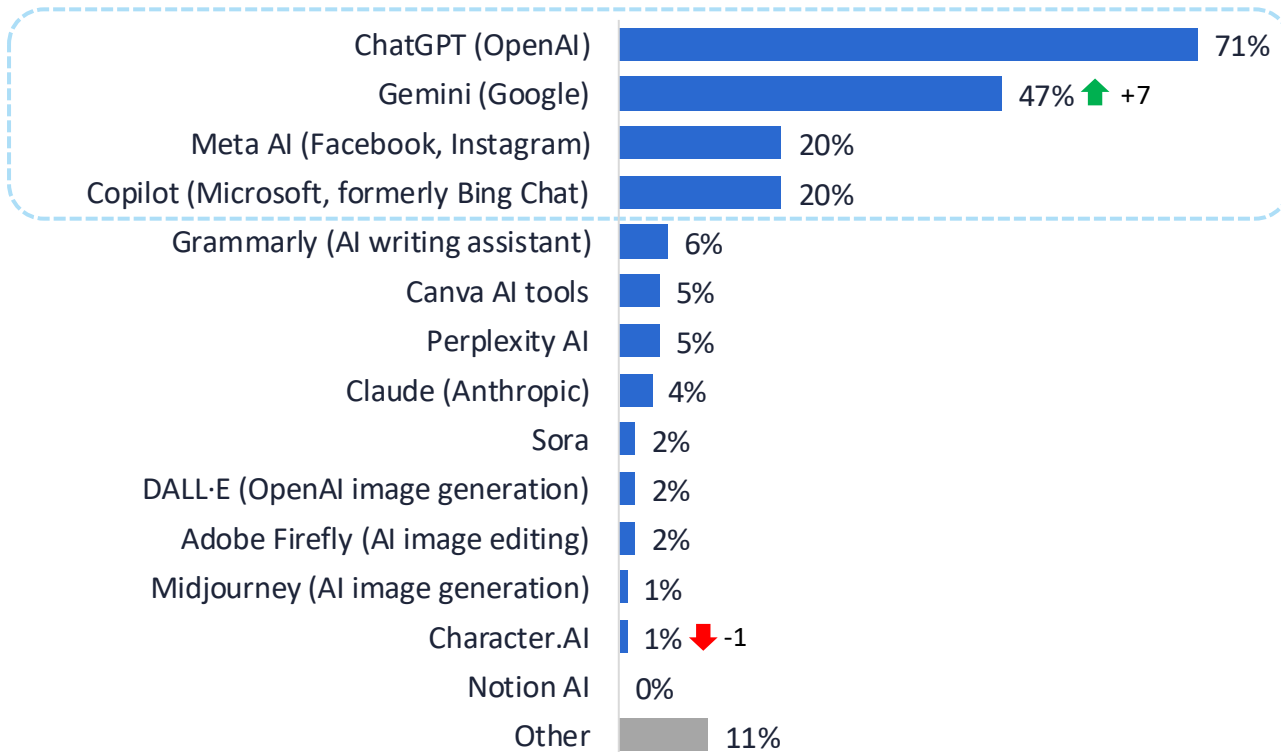
# Most Canadians have a basic level of proficiency with AI, though this is expected to evolve over time.

## Which best describes your level of skill in using AI platforms?



Base: Use AI for Personal Use (n=1,365) | \*NEW from January 2026. Q5B. Which best describes your level of skill in using AI platforms?

**AI PLATFORMS USED IN THE PAST 3 MONTHS**  
 Among those who have used AI for personal use in the past 3 months



**The A.I. landscape is dominated by four platforms with ChatGPT leading the field and Gemini quickly gaining ground**

**One-quarter of A.I. users are using 3 or more platforms**

Base: Have used AI for Personal Use in the P3M (n=1,365) | Q5. Over the past 3 months, which of the following AI platforms have you utilized for personal use (not related to your job)

# Personal A.I. usage spans many aspects of life.

February's surge in meal and fitness planning coincides with New Years and mirrors typical resolutions.

## WAYS OF USING AI FOR PERSONAL REASONS IN THE PAST 3 MONTHS

Among those who have used AI for personal use in the past 3 months



Base: Have used AI for Personal Use in the P3M (n=1,365) | Q4A. Over the past 3 months, which of the following have you used AI platforms for? (again, not related to your job)



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# Appendix

# Methodology

## Sample Size

Wave 1	n=2,028
Wave 2	n=2,020

## Sample Definition

Online Canadian adults, aged 18 and older.

The sample was weighted to be representative of adults nationwide according to region, gender, age, household income, and education, based on the Canadian census.


For comparison purposes only, a probability sample of this size would yield a margin of error of +/-2.2%, 19 times out of 20.

## Study

This tracking study is designed to understand the current landscape of Canadians' knowledge, perceptions, and use of artificial intelligence platforms.

## Field Window

Wave 1:	October 24–29, 2025
Wave 2:	February 11–18, 2026



READY FOR ANSWERS?

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