

# Trust, attitudes and use of artificial intelligence: A global study 2025

## Canada insights

## Societal indicators

### Trust and acceptance

**34%** willing to trust AI

**50%** accept or approve of AI

Canadians are more worried than optimistic or excited

### AI benefits

**70%** expect AI to deliver on a range of benefits

**60%** personally experienced or observed benefits from AI use

Top benefit: **74%** report reduced time spent on mundane or repetitive tasks

### AI risks

**46%** believe risks of AI outweigh the benefits

**79%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 75% believe AI regulation is required
- 8% aware of AI regulations and policies in their country
- 27% believe current safeguards are sufficient
- Canadians expect co-regulation with government oversight and international laws

### AI-generated misinformation

- 77% unsure online content can be trusted as may be AI-generated
- 62% concerned elections manipulated by AI-generated content or bots
- 88% want laws and action to combat AI-generated misinformation

### Top risk:

**60%**

report experiencing the of loss of human interaction and connection due to AI

### AI literacy

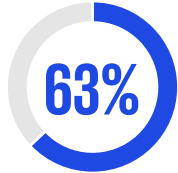
**38%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields

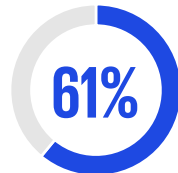
**47%** feel they can use AI tools effectively

# Workplace indicators

## AI in the workplace



employees report their organization uses AI



intentionally use AI at work

## Worker reliance on AI

33%

felt they couldn't complete their work without the help of AI

41%

relied on AI to do a task rather than learning how to do

40%

concerned about being left behind if they don't use AI at work

## Complacent use of AI

39%

used AI at work in inappropriate ways

52%

made mistakes in their work due to AI

39%

used AI in ways that contravene policies and guidelines

55%

relied on AI output at work without evaluating its accuracy

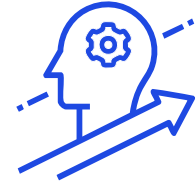
46%

presented AI-generated content as their own

## Impacts of AI on work

44+%

report increased efficiency, quality of work, and innovation



34%

report increased revenue generating activity

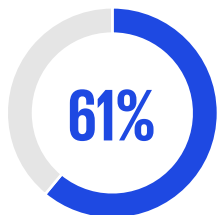
However,

23%

report increased workload, stress and pressure

## AI governance at work

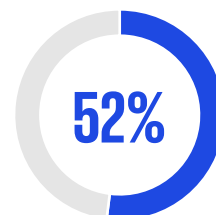
Reflections of employee beliefs about their organization



have an AI strategy

51%

provide training in responsible AI use



have policies and practices governing responsible use

29%

AI has increased compliance and privacy risks

36%

report key aspects of their work can be performed by AI



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