

Digital Societies 2025 – Canada Results Report



**Report authored by
Sarah Wilkins-Laflamme, Hajer Elghamudi,
Junbo Li, and Elina Rafi Samii
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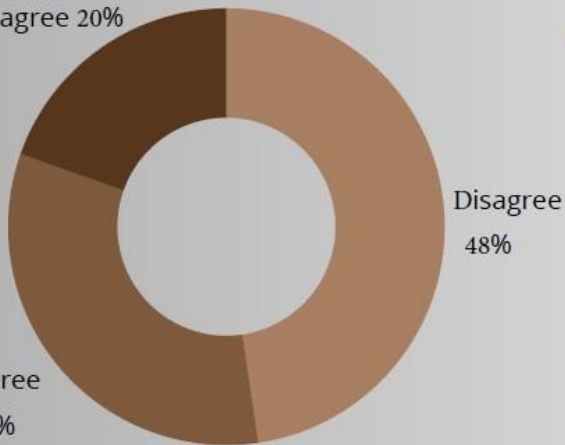
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Section 1. Infographics of Key Results

Online Interaction and Information Validation in Canda

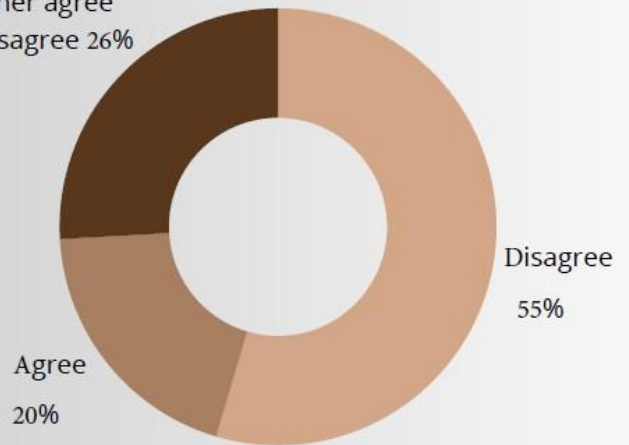
TRENDS FROM THE INTERNATIONAL SOCIAL SURVEY PROGRAMME

Neither agree
nor disagree 20%



33% of adult respondents agree or strongly agree that they would feel lonely without using the Internet.

Neither agree
nor disagree 26%

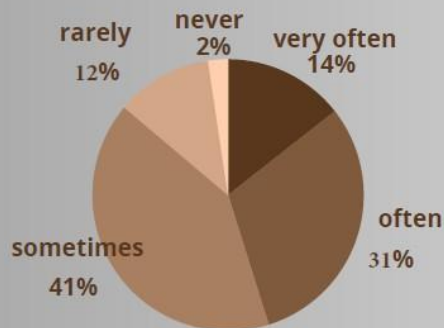


20% of adult respondents agree or strongly agree that they feel more comfortable meeting people online than in person.



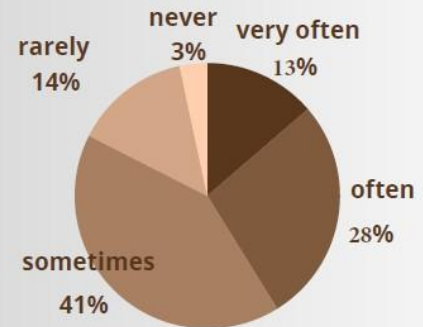
Read, watch, listen to information online you disagree with

45% of adult respondents often or very often disagree with information they read, watch or listen to online.



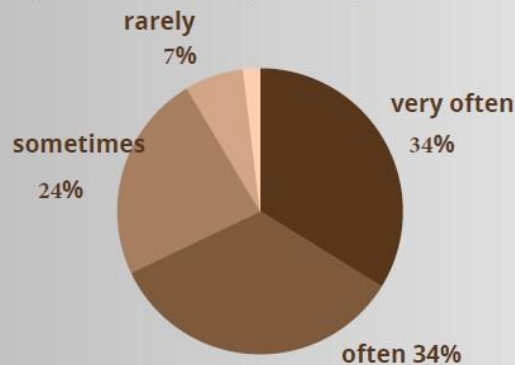
Check news source normally not used

41% of adult respondents often or very often check news sources not normally used.



Confirm info by checking another source

68% of adult respondents often or very often confirm the validity of information by checking another source.



INTERNET USE IN CANADA

TRENDS FROM THE
INTERNATIONAL SOCIAL SURVEY
PROGRAMME

INTERNET USE AT HOME

70% of respondents almost always use the internet on any device at home for any reason.



DOING ONLINE RESEARCH

68% of respondents say they have very good skills in conducting online research.



COMMUNICATIONS ON THE INTERNET

57% of respondents very often communicate with others via internet.



POLITICAL EXPRESSION ON THE INTERNET

40% of respondents never share their political views on the internet.



Attitudes Towards AI Performing Human Actions

Trends from the International Social
Survey Programme

**Various human actions
can be done by robots or
Artificial Intelligence (AI).**

Results indicate that attitudes
towards this use of AI are
largely negative.



**Having a Medical Operation
Performed on You by a
Robot**

25%

felt totally uncomfortable
with this.



Being Driven in a Driverless Car

32%

felt totally uncomfortable
with this.



**Not Being Able to tell Whether
Information is From AI or a real
person**

32%

felt totally uncomfortable with
this.



**Having to Communicate
with AI Instead of a Real
Person**

32%

felt totally uncomfortable
with this.



**Not Being Able to Check the
Accuracy of Information
Generated by AI**

62%

felt totally uncomfortable with this.



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Section 2. Methodology of the Survey

This survey was conducted as part of the larger 2024 **International Social Survey Programme** (ISSP) module on Digital Societies. Dr. Sarah Wilkins-Laflamme from the University of Waterloo is currently the principal investigator for the Canadian portion of this survey programme.

The **Statistical Consulting and Survey Research Unit** (SCSRU) at the University of Waterloo also provided consultation and data collection services including survey programming, testing, hosting the online survey, coordination with the panel firm during fieldwork, daily monitoring of completion rates, and provision of the initial raw dataset.

We are grateful to the SCSRU for their expert administration of this 2025 web survey. We are also grateful to the **Social Sciences and Humanities Research Council** (SSHRC) of Canada who provided funding for this survey through their Insight Grant program.

Geographic coverage of the survey includes the 10 Canadian provinces: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland & Labrador. These 10 provinces represent 99.7% of the total Canadian population according to 2021 Census data. The three territories in Northern Canada, including the Yukon, Northwest Territories and Nunavut (0.3% of total Canadian population), were not covered in this survey.

Population coverage for this survey included persons 18 years or older who are Canadian citizens or permanent residents. Those without phone and internet access were excluded. According to Statistics Canada's 2019 Survey of Household Spending, an estimated 99% of Canadian households have a telephone (landline or cellular). According to Statistics Canada's 2022 Internet Use Survey, an estimated 95% of Canadian adults are internet users.

The survey was fielded online between March 14, 2025 and April 11, 2025. The survey was conducted online in English and French among Canadians who were recruited using the **EKOS/Probit** web panel. The English-language survey questionnaire

consisted of the background (socio-demographic) variables provided by the ISSP, 2024 ISSP module questions (digital societies theme for a first group of respondents), 2025 ISSP module questions (work orientations theme for a second group of respondents), as well as a handful of questions specific to the Canadian survey. When translating the survey questionnaire into French, the initial translation was conducted by the project's principal investigator Sarah Wilkins-Laflamme, and then verified by a number of the other Canadian research team members and against the Swiss ISSP team's French translation of the same questionnaire.

The survey sample was purchased from EKOS/Probit's Random Digit Dial (RDD) online panel of 90,000 registered Canadian members. This online panel is recruited continuously using a random digit dialing (RDD) methodology with working landline and cellular numbers in Canada. Canadian adults 18 years or older (estimated population of 30,900,000 adults) are randomly contacted by phone and invited to join EKOS/Probit's online panel on an ongoing basis. As a first stage, EKOS/Probit uses Interactive Voice Response (IVR) technology to contact individuals via RDD, which allows respondents to enter their question responses by punching the keypad on their phone, rather than telling them to an operator. The recruit contact begins when the automated IVR call is placed to either a landline or a cell-phone line. Once the person is on the line, EKOS/Probit introduces the concept of doing surveys with them 'from time to time.'

As a second stage of sampling, EKOS/Probit's recruiters contact those reached by IVR (those who expressed interest in becoming an online panel member). During this call, the nature of the online panel is explained in greater detail and the individual is registered as a member of the online panel.

From EKOS/Probit's 2025 online panel of registered Canadian members (joined the panel initially based on RDD invitation), a total of 3,224 adult Canadian respondents were randomly selected to complete the ISSP survey questionnaire online (self-administered). 1,615 of these respondents were randomly assigned the 2024 ISSP Digital Societies section of the questionnaire. Respondents were recruited through EKOS/Probit's RDD online panel to complete the survey hosted by the University of Waterloo's SCSR. The probability sampling design for this third stage of sampling was

a stratified sample. We first determined the proportional size of adult age group, gender, regional residence and level of education categories based on 2021 Census data in Canada. We utilized 3 age groups (18-34/35-54/55+), 2 genders (male/female), 5 regions (Atlantic Canada, Quebec, Ontario, Prairies and British Columbia), and 2 levels of education (below university degree and university degree) categories for these socio-demographic variables. This included 60 cells (or strata) overall for age, gender, region and level of education to stratify our random sampling, using a mutually exclusive subsets option. For each category on each of these four socio-demographic variables, we ensured that we randomly send out a corresponding proportional number of invitations to complete the survey to registered members of the EKOS/Probit RDD online panel with this given socio-demographic attribute. Quota sampling (filling certain socio-demographic quotas with specific numbers of respondents) was not permitted by the ISSP, so only email invitations were stratified for this survey.

Potential respondents were sent an initial e-mail invitation by EKOS/Probit to complete the web survey, and follow-up email reminders if needed. A total of 43,384 email invitations were sent to Canadian panel members to achieve a final total sample of 3,224 respondents (an estimated response rate of 7.4% for this final stage of sampling). The median survey completion time was 1,597 seconds (just over 26 minutes). In order to encourage participation among harder to reach populations given the length of the survey, the panel firm provided a \$15 Amazon gift card incentive to the following respondents: those under the age of 35, those under 55 years old whose highest level of education is college or lower; those with annual household incomes of less than \$20,000; women in Quebec with a college/CEGEP-level education or less; and those who are born outside of Canada.

During data cleaning, 4 records were identified as “speeders”, i.e., respondents who completed the survey in less than 1/3 of the median time. The threshold ended up being under 491 seconds. The SCSRU also identified 1 completed survey record with a duplicate EKOS/Probit panel firm ID. 170 duplicate partial records were also removed, as the same panel member later went on to complete the survey in its entirety using the same link. Lastly, 128 duplicate partials with unknown eligibility were also removed. These partial records are separate from the ones that were kept that were 80% or more completed.

We captured and reviewed relevant metadata such as IP addresses. If the record contained a duplicate IP address, the record was reviewed and the demographic data and open ends compared to ensure it was a different person in the same household. We also checked Qualtrics fraudulent detection fields. These are used more for non-panel surveys, and we did trust the EKOS/Probit panel firm to provide ‘real’ respondents as each member was assigned a panel firm ID. Therefore, there was a combination of checking the bot detection scores, and confirming by manually checking the data. For example, if Qualtrics flagged a record as a duplicate, we would manually look through the data. If the data was too similar the record was removed, but if it looked like a second person in the same household the record was kept. These scores are not perfect and we did find records (in this study and others) where Qualtrics gave a fraud score greater than 30, but the record was confirmed as a real respondent.

Results in the tables throughout this report have been weighted to be even more representative of the general Canadian adult population. During this weighting process, category proportions on the following variables are matched to those in 2021 Census data: age, sex at birth, region of residence, place of birth, level of education and employment status. This weighting process gives equal weight in the results to types of individuals underrepresented in the survey sample. Post-adjustment weighting factors were generated using an iterative proportional fitting (also known as raking) technique with the six socio-demographic variables. Five iterations were needed to match weighted proportions in the sample to those found in the adult population residing in the 10 Canadian provinces (based on 2021 Census data).

When percentages in the tables throughout this report do not add up to 100% in each table, it is due to rounding.

Section 3. Internet Use, Digital Skills and Social Interaction Online

How often, if at all, do you typically use the Internet on any device at home for any reason?

Almost always	72%
Often	25%
Sometimes	2%
Hardly never	1%

How often, if at all, do you typically use the Internet on any device at your workplace, school, university, for any reason?

No answer	1%
Can't choose	11%
Almost always	36%
Often	19%
Sometimes	7%
Hardly never	4%
Never	18%
No access	4%

How often, if at all, do you typically use the Internet on any device in public places for any reason?

Can't choose	1%
Almost always	11%
Often	25%
Sometimes	34%
Hardly never	17%
Never	11%
No access	1%

In the last 12 months, how often, if at all, were you asked by someone to do something on their behalf on the Internet, such as sending an email, getting information or shopping online? Exclude work related tasks.

Not at all	29%
Once or twice	32%
More often	39%



In the last 12 months, how often, if at all, did you deliberately reduce the time you spent on the Internet?

Can't choose	1%
Every day or almost every day	6%
Several times a week	16%
Several times a month	15%
Several times a year	11%
Less often	16%
Never	35%

What is the main reason why you deliberately reduced the time you spent on the Internet?

Can't choose	1%
Not asked	36%
I had concerns about data security or privacy issues	3%
I felt it negatively impacted my physical or mental wellbeing	24%
I felt overwhelmed by the amount of information	4%
I was asked to spend more time in person with family or friends	3%
I wanted more time for offline activities	25%
I couldn't afford to use the Internet	0%
Other reasons	4%

How would you rate your ability to use the internet?

Very good	70%
Good	23%
Neither good nor bad	7%
Bad	0%
Very bad	0%

How would you rate your ability to do online searches?

Very good	67%
Good	26%
Neither good nor bad	7%
Bad	0%
Very bad	0%

How would you rate your ability to know which info should not be shared online?

Very good	64%
Good	29%
Neither good nor bad	6%
Bad	1%
Very bad	0%

How would you rate your ability to learn how to use new software or apps?

Very good	33%
Good	38%
Neither good nor bad	19%
Bad	8%
Very bad	2%

How often, if at all, do you use the Internet for communicating (for example writing, talking, video calling)?

Very often	57%
Often	26%
Sometimes	11%
Hardly ever	4%
Never	2%

How often, if at all, do you use the Internet for sharing or posting videos?

Very often	19%
Often	17%
Sometimes	29%
Hardly ever	25%
Never	10%

How often, if at all, do you use the Internet for searching information?

Very often	67%
Often	26%
Sometimes	6%
Hardly ever	1%
Never	0%

How often, if at all, do you use the Internet for playing video games?

Very often	18%
Often	15%
Sometimes	17%
Hardly ever	17%
Never	33%

How often, if at all, do you use the Internet for downloading, listening to music or watching videos?

Very often	37%
Often	27%
Sometimes	17%
Hardly ever	10%
Never	9%

How often, if at all, do you use the Internet for shopping, paying bills, other financial transactions?

Very often	40%
Often	36%
Sometimes	18%
Hardly ever	4%
Never	2%

How much do you agree or disagree with the statement that “I feel more comfortable meeting with people online than in person.”

Can't choose	1%
Strongly agree	7%
Agree	12%
Neither agree nor disagree	26%
Disagree	29%
Strongly disagree	25%

How much do you agree or disagree with the statement that “Without the internet, I would feel lonely.”

Strongly agree	11%
Agree	22%
Neither agree nor disagree	20%
Disagree	27%
Strongly disagree	20%

On a scale of 0 to 10, how much do you trust people you are communicating with on the Internet but have never met in person?

Can't choose	4%
Not trust at all	12%
1	9%
2	13%
3	15%
4	8%
5	18%
6	9%
7	7%
8	3%
9	1%
Complete trust	1%

Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people? Please select one option to show what you think, where 0 means you can't be too careful, and 10 means most people can be trusted?

Can't choose	1%
You can't be too careful	8%
1	3%
2	7%
3	11%
4	11%
5	20%
6	11%
7	16%
8	8%
9	2%
Most people can be trusted	2%

Section 4. Politics Online

When looking for news or information about political matters online, how often, if at all, do you read, watch or listen to something online you disagree with?

Very often	17%
Often	30%
Sometimes	40%
Rarely	11%
Never	2%

When looking for news or information about political matters online, how often, if at all, do you check a new source that's different from what you normally read, watch, or listen to online?

Can't choose	1%
Very often	14%
Often	27%
Sometimes	41%
Rarely	14%
Never	3%

When looking for news or information about political matters online, how often, if at all, do you try to confirm information you find by searching online for another source?

Very often	34%
Often	34%
Sometimes	23%
Rarely	7%
Never	2%

In the last 12 months, if at all, has your online contact with people who share your political views increased, decreased or remained the same?

Can't choose	10%
Greatly decreased	2%
Somewhat decreased	3%
Remained the same	67%
Somewhat increased	14%
Greatly increased	4%

In the last 12 months, if at all, has your online contact with people with different political views from your own increased, decreased or remained the same?

Can't choose	11%
Greatly decreased	5%
Somewhat decreased	12%
Remained the same	61%
Somewhat increased	8%
Greatly increased	3%

How often, if at all, did you express, support or oppose political views on the Internet or social media in the last 12 months?

Can't choose	1%
Every day or almost every day	6%
Several times a week	15%
Several times a month	13%
Several times a year	10%
Less often	17%
Never	38%

Where do you get most of your news about political matters? Please select the most important source.

Can't choose	4%
Online social media (WhatsApp, Facebook, TikTok, Instagram, YouTube, Twitter (X), Telegram)	23%
Television (including TV apps or access via Internet)	25%
Newspapers (in print or access via Internet)	15%
Radio and podcasts (including Internet radio or access via Internet)	7%
Websites (including exclusively online news sites, news aggregators, portals, search engines)	23%
Other	2%

In general, how reliable would you rate the news on political matters found in the following sources: Online social media (for example Facebook, TikTok, Instagram, YouTube, X/Twitter)

Can't choose	4%
Very unreliable	34%
Somewhat unreliable	35%
Somewhat reliable	24%
Very reliable	3%

In general, how reliable would you rate the news on political matters found in the following sources: **Television (including TV apps or access via Internet)**

Can't choose	2%
Very unreliable	9%
Somewhat unreliable	20%
Somewhat reliable	53%
Very reliable	16%

In general, how reliable would you rate the news on political matters found in the following sources: **Newspapers (in print or access via Internet)**

Can't choose	4%
Very unreliable	7%
Somewhat unreliable	13%
Somewhat reliable	53%
Very reliable	23%

In general, how reliable would you rate the news on political matters found in the following sources: **Radio and podcasts (including Internet radio or access via Internet)**

Can't choose	8%
Very unreliable	6%
Somewhat unreliable	24%
Somewhat reliable	54%
Very reliable	9%

In general, how reliable would you rate the news on political matters found in the following sources: **Websites (including exclusively online news sites, news aggregators, portals, or search engines)**

Can't choose	6%
Very unreliable	7%
Somewhat unreliable	24%
Somewhat reliable	56%
Very reliable	6%

How interested would you say you personally are in politics?

Very interested	43%
Fairly interested	29%
Somewhat interested	16%
Not very interested	8%
Not at all interested	4%

Here are some different forms of political and social action that people can take. Please indicate, for each one, whether you have done any of these things in the last 12 months offline only, online only, or both offline and online.

Signed a petition

Can't choose	2%
Only offline	3%
Only online	42%
Both, offline and online	17%
Neither offline nor online	37%

Here are some different forms of political and social action that people can take. Please indicate, for each one, whether you have done any of these things in the last 12 months offline only, online only, or both offline and online. **Took part in a demonstration or political protest**

Can't choose	2%
Only offline	7%
Only online	7%
Both, offline and online	7%
Neither offline nor online	77%

Here are some different forms of political and social action that people can take. Please indicate, for each one, whether you have done any of these things in the last 12 months offline only, online only, or both offline and online.

Contacted, or attempted to contact, a politician to express your views

Can't choose	2%
Only offline	5%
Only online	24%
Both, offline and online	10%
Neither offline nor online	58%

Here are some different forms of political and social action that people can take. Please indicate, for each one, whether you have done any of these things in the last 12 months offline only, online only, or both offline and online.

Organised or helped to organise a demonstration or political protest

Can't choose	3%
Only offline	2%
Only online	2%
Both, offline and online	2%
Neither offline nor online	92%

Here are some different forms of political and social action that people can take. Please indicate, for each one, whether you have done any of these things in the last 12 months offline only, online only, or both offline and online.

Belonged to or joined a group that is involved in social issues or working to advance a cause

Can't choose	3%
Only offline	4%
Only online	15%
Both, offline and online	11%
Neither offline nor online	67%

In politics people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 10 where 0 means the left and 10 means the right?

Can't choose	7%
Left	6%
1	5%
2	10%
3	14%
4	10%
5	17%
6	10%
7	8%
8	7%
9	3%
Right	3%

Some people don't vote nowadays for one reason or another. Did you vote in the last Canadian federal election in September 2021?

Not eligible to vote in last election	6%
Yes	87%
No	7%

Thinking back to the last Canadian federal election in September 2021, which party did you vote for?

Refused to answer	6%
Not asked	13%
Liberal Party	30%
Conservative Party	22%
NDP	17%
Bloc Québécois	4%
Green Party	5%
People's Party	3%
Other party	1%

Section 5. Individuals, Government, Corporations and Technology

Here are some statements about technology. Technology includes all kinds of machinery, equipment, digital devices, and software. How much do you agree or disagree with each of these statements? **Technology makes our lives easier.**

Can't choose	1%
Strongly agree	31%
Agree	51%
Neither agree nor disagree	13%
Disagree	3%
Strongly disagree	1%

Here are some statements about technology. Technology includes all kinds of machinery, equipment, digital devices, and software. How much do you agree or disagree with each of these statements? **Overall, technology does more harm than good.**

Can't choose	1%
Strongly agree	4%
Agree	18%
Neither agree nor disagree	33%
Disagree	34%
Strongly disagree	10%

Here are some statements about technology. Technology includes all kinds of machinery, equipment, digital devices, and software. How much do you agree or disagree with each of these statements? **Technology provides more opportunities for the next generation**

Can't choose	1%
Strongly agree	23%
Agree	46%
Neither agree nor disagree	22%
Disagree	7%
Strongly disagree	2%

Some people receive emails or text messages from scammers from time to time, some of them also become victims. Apart from only receiving such messages, have you or someone you know personally ever been a victim of an online scam, identity theft or hacking attack?

Yes, me myself	18%
Yes, someone I know personally	38%
Yes, me and someone else I know personally	7%
No	37%

Some people report experiences of harassment on the Internet. Have you or someone you know personally ever experienced online harassment or online hate speech?

Can't choose	1%
Yes, me myself	12%
Yes, someone I know personally	19%
Yes, me and someone else I know personally	10%
No	58%

On a scale of 0 to 10, how much do you personally trust each of the following institutions? 0 means you do not trust an institution at all, and 10 means you trust it completely: The Canadian Federal Parliament

Can't choose	1%
No trust at all	10%
1	3%
2	6%
3	9%
4	9%
5	11%
6	14%
7	17%
8	13%
9	6%
Complete trust	2%

On a scale of 0 to 10, how much do you personally trust each of the following institutions? 0 means you do not trust an institution at all, and 10 means you trust it completely: **Canada's courts**

Can't choose	1%
No trust at all	5%
1	2%
2	4%
3	7%
4	5%
5	13%
6	11%
7	14%
8	17%
9	13%
Complete trust	8%

Who should be mostly responsible for protecting personal information when using the Internet?

Can't choose	10%
Online companies - as they need to ensure they process personal info safely	28%
People - as they need to take care of their personal information	37%
Public authorities - as they need to ensure that personal info is protected	25%

Do you think that Canada's government should or should not have the right to do the following? **Keep people under video surveillance in public areas?**

Can't choose	3%
Definitely should have right	18%
Probably should have right	38%
Probably should not have right	24%
Definitely should not have right	17%

Do you think that Canada's government should or should not have the right to do the following? **Monitor e-mails, social media content and any other personal information exchanged on the Internet?**

Can't choose	4%
Definitely should have right	6%
Probably should have right	12%
Probably should not have right	34%
Definitely should not have right	45%

Private companies offer services in return for personal information such as your name, phone number, email address, online-search history, or purchases. Regardless of whether you use the Internet yourself, please indicate the extent to which you agree or disagree with the following statements. **I would provide my personal information online in return for discounts and free products.**

Can't choose	1%
Strongly agree	3%
Agree	19%
Neither agree nor disagree	22%
Disagree	24%
Strongly disagree	32%

Private companies offer services in return for personal information such as your name, phone number, email address, online-search history, or purchases. Regardless of whether you use the Internet yourself, please indicate the extent to which you agree or disagree with the following statements. **I would provide my personal information online even though private companies may use it to make a profit.**

Can't choose	1%
Strongly agree	1%
Agree	11%
Neither agree nor disagree	19%
Disagree	28%
Strongly disagree	40%

In all countries, there are differences between social groups. Do you think that in Canada women or men are benefitting more, or both equally, or neither from the use of the Internet and digital technology?

Can't choose	12%
Women are benefitting more than men	10%
Women and men are benefitting equally	45%
Men are benefitting more than woman	19%
Neither men nor women are benefitting	14%

Do you think that in Canada older people or younger people are benefitting more, or both equally, or neither, from the use of the Internet and digital technology?

Can't choose	4%
Older people are benefitting more than younger people	5%
Older people and younger people are benefitting equally	16%
Younger people are benefitting more than older people	66%
Neither older nor younger are benefitting	9%

Do you think that in Canada people who live in the countryside or people who live in cities are benefitting more, or both equally, or neither, from the use of the Internet and digital technology?

Can't choose	5%
People who live in the countryside are benefitting more than people who live in cities	6%
People who live in the countryside and people who live in cities are benefitting equally	23%
People who live in cities are benefitting more than people who live in the countryside	61%
Neither people from the countryside nor from cities are benefitting	5%

Do you think that in Canada the highly educated or the less well educated are benefitting more, or both equally, or neither, from the use of the Internet and digital technology?

Can't choose	9%
The highly educated are benefitting more than the less well educated	57%
The highly and the less well educated are benefitting equally	23%
The less well educated are benefitting more than the highly educated	5%
Neither highly educated nor less well educated are benefitting	7%

Do you think that in Canada rich people or poor people are benefitting more, or both equally, or neither, from the use of the Internet and digital technology?

Can't choose	5%
Rich people are benefitting more than poor people	70%
Rich and poor people are benefitting equally	19%
Poor people are benefitting more than rich people	3%
Neither rich people nor poor people are benefitting	3%

Overall, how worried, if at all, are you that in the next 10 years machines, computer programs, and Artificial Intelligence (AI) will take over many of the jobs done by humans?

Can't Choose	1%
Very Worried	29%
Somewhat Worried	42%
Neither Worries nor Unworried	13%
Not Very Worried	10%
Not Worried at All	5%

Various human actions can be done by robots or Artificial Intelligence (AI). For each of the following, please indicate, using a scale from 0 to 10, how you would personally feel about it. On this scale, '0' means that you would feel "totally uncomfortable" and '10' means that you would feel "totally comfortable" with this situation. **How do you feel about having a medical operation performed on you by a robot?**

Can't Choose	1%
Totally uncomfortable with this situation	25%
1	6%
2	7%
3	10%
4	9%
5	11%
6	8%
7	10%
8	7%
9	2%
Totally comfortable with this situation	5%

Various human actions can be done by robots or Artificial Intelligence (AI). For each of the following, please indicate, using a scale from 0 to 10, how you would personally feel about it. On this scale, '0' means that you would feel "totally uncomfortable" and '10' means that you would feel "totally comfortable" with this situation. **How do you feel about being driven in a driverless car?**

Can't Choose	1%
Totally uncomfortable with this situation	32%
1	8%
2	8%
3	9%
4	9%
5	10%
6	7%
7	6%
8	5%
9	3%
Totally comfortable with this Situation	3%

Various human actions can be done by robots or Artificial Intelligence (AI). For each of the following, please indicate, using a scale from 0 to 10, how you would personally feel about it. On this scale, '0' means that you would feel "totally uncomfortable" and '10' means that you would feel "totally comfortable" with this situation. **How do you feel about not being able to tell whether information is from an Artificial Intelligence (AI) or a real person?**

Can't Choose	1%
Totally uncomfortable with this situation	54%
1	10%
2	8%
3	7%
4	5%
5	7%
6	2%
7	2%
8	2%
9	1%
Totally comfortable with this situation	2%

Various human actions can be done by robots or Artificial Intelligence (AI). For each of the following, please indicate, using a scale from 0 to 10, how you would personally feel about it. On this scale, '0' means that you would feel "totally uncomfortable" and '10' means that you would feel "totally comfortable" with this situation. **How do you feel about having to communicate with an Artificial Intelligence (AI) instead of a real person?**

Can't Choose	1%
Totally uncomfortable with this situation	33%
1	10%
2	12%
3	8%
4	8%
5	12%
6	6%
7	5%
8	3%
9	2%
Totally comfortable with this situation	3%

Various human actions can be done by robots or Artificial Intelligence (AI). For each of the following, please indicate, using a scale from 0 to 10, how you would personally feel about it. On this scale, '0' means that you would feel "totally uncomfortable" and '10' means that you would feel "totally comfortable" with this situation. **How do you feel about not being able to check the accuracy of information generated by an Artificial Intelligence (AI)?**

Can't Choose	1%
Totally uncomfortable with this situation	62%
1	9%
2	8%
3	6%
4	3%
5	4%
6	2%
7	2%
8	1%
9	0%
Totally comfortable with this situation	1%

Section 6. Socio-Demographic Characteristics of Respondents

Average age of respondents: 49.9 years

Sex (at birth)

Male	49%
Female	51%

Identify with male gender: 46%

Identify with female gender: 50%

Identify with another gender: 3%

Place of birth

Born in Canada	70%
Born outside of Canada	28%
No answer	2%

Race/ethnicity

White	81%
Racialized minority	15%
Indigenous	4%

Level of education

Primary/grade school	1%
High (secondary) school diploma or equivalency certificate	42%
Apprenticeship or trades certificate or diploma	6%
College, CEGEP or other non-university certificate or diploma, or university certificate or diploma below bachelor level	24%
University bachelor's degree	15%
University certificate or diploma above bachelor level, but below master's level	3%
Master's degree	9%
Earned doctorate	1%



Province of residence

Newfoundland & Labrador	1%
Nova Scotia	3%
New Brunswick	3%
Quebec	23%
Ontario	39%
Manitoba	4%
Saskatchewan	3%
Alberta	11%
British Columbia	14%

Which of the following best describes your current employment status?

In paid work	57%
Unemployed and looking for a job	7%
In education	4%
Unpaid apprentice or trainee	0%
Permanently sick or disabled	4%
Retired	26%
Domestic work	3%

Do you or did you supervise other employees?

Yes	46%
No	53%
Not asked	1%

Do you or did you work for a for-profit organisation?

I work(ed) for a for-profit organisation	71%
I work(ed) for a non-profit organisation	27%
No answer	1%
Not asked	1%

Do you or did you work for a public (government) employer or a private employer?

Public employer	29%
Private employer	70%
Not asked	1%

Do you have a spouse or a steady partner and, if yes, do you share the same household?

Yes, have partner; live in the same household	55%
Yes, have partner; don't live in the same household	6%
No partner	40%

What is your current marital status?

Married	42%
Common law	12%
Separated	3%
Divorced	6%
Widowed	5%
Never married	32%
No answer	1%

Which of the following best describes your spouse's or partner's current employment status?

In paid work	36%
Unemployed and looking for a job	1%
In education	2%
Unpaid apprentice or trainee	0%
Permanently sick or disabled	2%
Retired	17%
Domestic work	3%
Other	1%
No partner/spouse	40%

Are you or have you ever been a member of a trade union or similar organisation? If yes: is that currently or only previously?

Yes, currently	19%
Yes, previously but not currently	28%
No, never	53%

Do you belong to a religion and, if yes, which religion do you belong to?

Catholic	20%
Protestant	16%
Orthodox Christian	2%
Other Christian	3%
Jewish	1%
Muslim	2%
Buddhist	1%
Hindu	1%
Other Asian religion	1%
Other religion	3%
No religion	50%

Apart from special occasions such as weddings, funerals, etc., how often do you attend religious services on average?

Several times a week or more often	2%
Once a week	8%
Two or three times a month	2%
Once a month	2%
Several times a year	7%
Once a year	11%
Less frequently than once a year	18%
Never	49%

In our society, there are groups which tend to be towards the top in terms of their status, and groups which tend to be towards the bottom in terms of their status. Below is a scale that runs from the bottom to the top. Where would you put yourself on this status scale?

1 (Lowest, bottom)	4%
2	4%
3	6%
4	10%
5	22%
6	20%
7	20%
8	11%
9	2%
10 (Highest, top)	2%

How would you describe the place where you currently live?

A big city	36%
The suburbs or outskirts of a big city	25%
A small city or town	25%
A country village	5%
A farm or home in the country	8%
No answer	1%

What was your own total personal income from all sources in 2024, before taxes and other deductions?

No answer	2%
No income	3%
Less than \$10,000	6%
\$10,000 - \$19,999	6%
\$20,000 - \$29,999	9%
\$30,000 - \$39,999	7%
\$40,000 - \$49,999	11%
\$50,000 - \$59,999	9%
\$60,000 - \$69,999	9%
\$70,000 - \$79,999	6%
\$80,000 - \$89,999	6%
\$90,000 - \$99,999	5%
\$100,000 - \$149,999	14%
\$150,000 - \$199,999	5%
\$200,000 and over	3%

What was the total income of your household from all sources in 2024, before taxes and other deductions?

No answer	3%
No income	1%
Less than \$10,000	2%
\$10,000 - \$19,999	3%
\$20,000 - \$29,999	4%
\$30,000 - \$39,999	4%
\$40,000 - \$49,999	7%
\$50,000 - \$59,999	6%
\$60,000 - \$69,999	6%
\$70,000 - \$79,999	6%
\$80,000 - \$89,999	6%
\$90,000 - \$99,999	6%
\$100,000 - \$149,999	21%
\$150,000 - \$199,999	12%
\$200,000 and over	11%