At this point, do you think Artificial Intelligence (AI) is a threat or an opportunity for humanity?

A threat – 50% (+4)
An opportunity – 37% (-3)
Not sure – 13% (-1)

From what you have seen, read or heard about Artificial Intelligence (AI), which of these options would you prefer?

Continuing to develop Artificial Intelligence (AI) as quickly as possible – 24% (+4)
Slowing down the development Artificial Intelligence (AI) – 49% (-6)
Abandoning the development Artificial Intelligence (AI) altogether – 13% (=)
Not sure – 14% (+2)

Half of Canadians Perceive Artificial Intelligence as a Threat
Only one-in-four believe the technology should continue to be developed as quickly as possible.

Vancouver, BC [September 11, 2025] – The perceptions of Canadians on artificial intelligence (AI) have become more negative over the past two years, a new Research Co. poll has found.

In the online survey of a representative national sample, 50% of Canadians regard AI is "a threat" to humanity, up four points since a similar Research Co. poll conducted in September 2023.

More than a third of Canadians (37%, -3) think AI is an opportunity for humanity, while 13% (-1) are not sure.

Canadians aged 35-to-54 are less likely to regard AI as a threat (46%) than their counterparts aged 55 and over (51%) and aged 18-to-34 (53%).

Almost half of Canadians in the highest income bracket (46%) think AI is an opportunity for humanity. Fewer Canadians in the middle (36%) and lowest (29%) income brackets feel the same way.

Almost half of Canadians (49%, -6) believe we should slow down the development of AI, while one-in-four (24%, +4) believe the technology should continue to be developed as quickly as possible. Only 13% of Canadians (=) would prefer to abandon the development of AI altogether.

There are some staggering regional differences on this question. The proportion of Canadians who favour developing AI as quickly as possible is highest in Saskatchewan and Manitoba (40%), followed by Quebec (26%), British Columbia (24%), Ontario (23%) and Alberta (22%). In Atlantic Canada, only 8% of residents support this course of action.

Fewer than three-in-five Canadians (56%, -4) say they have followed news stories about AI "very closely" or "moderately closely" over the past 12 months—including 66% of those aged 18-to-34 and 60% of Quebecers.

Practically four-in-five Canadians express concerns about AI taking over jobs currently performed by humans (79%, +2) and AI leading to less intelligent students at schools of universities (79%, +6). Just over seven-in-ten Canadians (71%, +1) are worried about AI causing an event that leads to the loss of human life.

More than half of Canadians say they trust doctors and nurses (61%, -1) and universities (54%, -5) to develop and manage AI. The confidence rating is lower for tech executives (40%, =), the federal government (38%, +4), provincial governments (also 38%, +5), business executives and CEOs (30%, +6) and international governments (29%, +7).

"The generational divide on the tech sector as a developer and manager of AI is staggering in Canada," says Mario Canseco, President of Research Co. "While 52% of Canadians aged 18-to-34 trust tech executives for this endeavour, the rating drops to 39% among those aged 35-to-54 and to 30% among those aged 18-to-34."

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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