



Which Canadians are actually using ChatGPT?

Source: Media in Canada

Date: 07/25/2023

Younger Canadians are almost twice as likely as the average Canadian adult to have used ChatGPT, according to new research from MTM.

The insights firm's latest survey found that 35% of those 18 to 34 use the AI text generation tool, compared to 19% of those 35 to 49 and 10% of those 50 to 64. Users skew more male (24%) than female (12%).

Racialized adults are big users of ChatGPT, at 45%, while 34% of those born outside of Canada have used the service. In addition, 22% of persons with disabilities use ChatGPT.

Users are mainly in urban areas, and those living in Ontario (23%) and British Columbia (21%) most likely to use the AI tool. Perhaps surprisingly, the region with the next-most penetration is northern Canada, at 17%.

Canadians that use certain social networks are more likely to use ChatGPT than average online Canadians. Discord and Reddit users are curious about new tech, with 41% and 40%, respectively, saying they are trying the AI technology. Users of those services skew young, which may influence their interest in new online tools, which may also be said of TikTok, where 32% of users are trying ChatGPT. In addition, 31% of LinkedIn users are trying ChatGPT, which the report attributes to people seeking help for phrasing things like job applications and presentations.

People in higher income households are most likely to use the tech. For example, 37% of those in households making over \$200,000 and 24% of households making between \$150,000 to \$200,000 say they use ChatGPT. That figure drops to 17% of households making \$100,000 to \$150,000, 14% in households making \$75,000 to \$100,000 and 12% in households making \$35,000 to \$75,000, though it ticks up to 20% for those making less than \$35,000.