



## + The First Query into ChatGPT

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The Media Technology Monitor (MTM) released a report looking at the use of ChatGPT among online Canadians. ChatGPT (Generative Pre-training Transformer) is a generative AI (Artificial Intelligence) tool. Launched in November 2022, ChatGPT has gotten a lot of attention. This AI chatbot offers users the opportunity to engage in human-like conversations or create content.

This report gives us a first look at the use of this technology.

Highlights from this report include:

- One in five online Canadians have used ChatGPT in the past month. Given the tool's launch in November 2022, the penetration is remarkably robust.
- ChatGPT is most popular among younger online Canadians, with 18-34 year olds being nearly twice as likely to have used the tool compared to 35-49 year olds. As we examine older populations, the usage declines even further.
- Although there exists a usage gap between anglophones and francophones, it is not as substantial as observed with other emerging technologies. This is likely attributed to ChatGPT's solid French-language capabilities.

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### About the MTM

The Media Technology Monitor (MTM®) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.