



Generative A.I. in Action

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It's hard to avoid discussions surrounding Artificial Intelligence (A.I.). Generative A.I. is being hailed as the next great innovation in technology and something that has the potential to radically alter daily life and the nature of work. But how much of this hype has led to regular adoption and use among the general population?

The latest report from the MTM 18+ gives us a first look at the use of generative A.I. tools, including ChatGPT, among online Canadians.

Key highlights from this report include:

- **Usage:** Over one-fifth of online Canadians (22%) use generative A.I. tools. Usage is quite high noting that the one of the most notable generative A.I. platforms, ChatGPT, only launched in November 2022;
- **Demographics:** Usage is notably higher among Gen Zs (age 18 to 26, 38%) students (38%) and those from more affluent households (household incomes exceeding \$200K, 35%);
- **Platforms:** As one of the first to market, ChatGPT holds a significant lead over its competitors, with 20% of online Canadians using it specifically. Its closest rival, Microsoft Co-Pilot, has a smaller user base at 6%

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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 or call: 1-855-898-4999.