

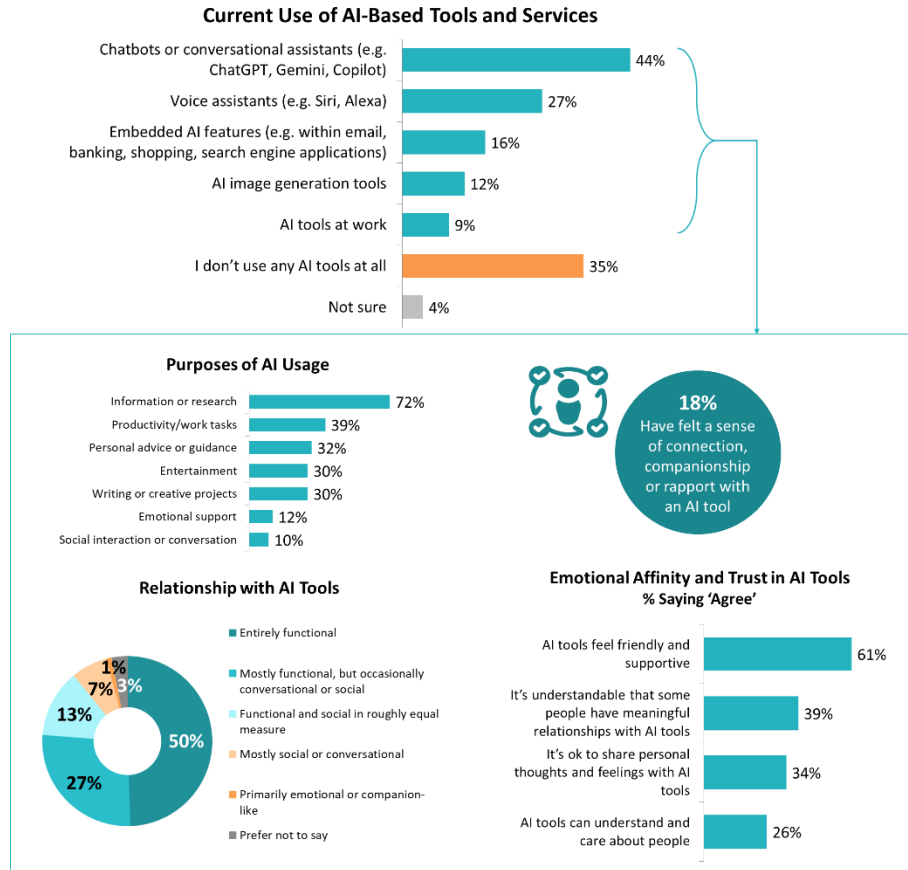
Canadians are widely using AI-based tools and services, but emotional trust remains limited.

April 16, 2026: Our latest research shows that artificial intelligence is a regular part of life for two thirds of Canadians, but most view AI as a functional tool rather than a companion or something to have an emotional connection with.

More than six in ten Canadians report using at least one AI-based tool or service, most often turning to chatbots or conversational assistants for informational purposes as well as work-related tasks. A third say they don't use AI at all, underscoring that adoption is significant but not universal. Younger Canadians and higher-income households are notably more likely to be using AI tools.

“Results show us that AI is being used widely across the population for information and research, along with assisting productivity,” said Margaret Chapman, COO & Partner at Narrative Research. “Interestingly, a significant minority are turning to AI for personal advice and guidance, and while AI seems friendly, most do not feel it has emotional understanding, yet.”

When asked to describe their relationship with AI tools, Canadians overwhelmingly feel they are functional, rather than conversational, social or companion-like. Only under 10% of AI users describe their interactions with AI as more human-like, being primarily emotional or mostly social or conversational. That said, four in ten admit to their interactions being social, at least occasionally. When asked directly if they have ever felt a sense of connection, companionship or rapport when using an AI tool, two in ten say yes.



Despite seeing AI as a generally functional tool to help with access to information and research, the majority agree that AI tools can feel friendly and supportive. Interestingly, although most don't have human-like relationships with AI themselves, four in ten agree that it's understandable for others to end up having meaningful relationships with AI tools. A third feel that it's ok to share their personal thoughts and feelings with AI tools, and a quarter agree that AI tools can understand and care about people. Across results, younger Canadians are more likely to agree that AI can be more human-like.

Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between March 12 - 16, 2026 with 1,230 Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

Margaret Chapman, COO & Partner, Narrative Research - 902.493.3834,
mchapman@narrativeresearch.ca

OR

Sam Pisani, Managing Partner, Logit Group - 416.629.4116, sam.pisani@logitgroup.com

Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

- Which of the following AI based tools or services do you currently use?
- For what purposes do you use AI?
- How would you describe your relationship with the AI tools you use?
- Have you ever felt a sense of connection, companionship or rapport with an AI tool?
- To what extent do you agree or disagree with the following statements:
 - *AI tools feel friendly and supportive*
 - *It's ok to share personal thoughts and feelings with AI tools*
 - *It's understandable that some people have meaningful relationships with AI tools*
 - *AI tools can understand and care about people*

QN1: Which of the following AI based tools or services do you currently use?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Chatbots or conversational assistants (e.g. ChatGPT, Gemini, Copilot)	44%	46%	38%	46%	47%	38%	35%	47%	35%	67% ↑	65% ↑	53% ↑	24% ↓	45%	44%
Voice assistants (e.g. Siri, Alexa)	27%	28%	25%	30%	20% ↓	29%	35%	30%	26%	20%	34%	31%	21% ↓	29%	25%
Embedded AI features (e.g. within email, banking, shopping, search engine applications)	16%	12%	13%	16%	19%	12%	15%	8%	14%	12%	19%	17%	13%	16%	15%
AI image generation tools	12%	14%	10%	13%	9%	11%	16%	14%	8%	23% ↑	20% ↑	14%	3% ↓	14%	10%
AI tools at work	9%	10%	7%	9%	12%	6%	7%	5%	6%	7%	14%	15% ↑	4% ↓	11%	7%
I don't use any AI tools at all	35%	37%	36%	32%	37%	40%	38%	37%	40%	23%	19% ↓	26% ↓	53% ↑	34%	36%
Not sure	4%	1%	7% ↑	4%	2%	4%	7%	3%	2%	3%	2%	3%	6% ↑	4%	4%
WEIGHTED SAMPLE SIZE (#)	1230	171	216	477	283	83	19	26	34	111	217	395	507	597	628
UNWEIGHTED SAMPLE SIZE (#)	1230	135	180	384	234	297	68	92	120	83	213	392	542	578	647

QN2: For what purposes do you use AI?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Information or research	72%	73%	64%	73%	75%	64%	53%	74%	61%	54% ↓	69%	76%	75%	72%	71%
Productivity / work tasks	39%	44%	40%	40%	36%	33%	36%	38%	26%	61% ↑	48%	46%	15% ↓	40%	38%
Personal advice or guidance	32%	40%	21%	33%	34%	30%	30%	33%	24%	29%	42% ↑	33%	23% ↓	34%	30%
Entertainment	30%	23%	32%	30%	34%	32%	41%	34%	24%	35%	31%	26%	26%	36%	25%
Writing or creative projects	30%	38%	31%	31%	22%	30%	26%	40%	23%	41%	44% ↑	28%	17% ↓	32%	28%
Emotional support	12%	10%	5%	13%	16%	8%	10%	9%	7%	14%	18%	14%	4% ↓	10%	13%
Social interaction or conversation	10%	10%	9%	11%	9%	10%	17%	2%	11%	10%	9%	13%	7%	12%	8%
Something else	2%	4%	4%	2%	1%	5%	8%	0%	7%	0%	0% ↓	2%	5% ↑	1%	4%
WEIGHTED SAMPLE SIZE (#)	751	105	123	302	174	47	10	15	19	83	170	280	217	371	377
UNWEIGHTED SAMPLE SIZE (#)	736	83	102	243	143	165	36	55	69	65	167	277	227	350	383

QN3: How would you describe your relationship with the AI tools you use?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Entirely functional	50%	48%	58%	52%	44%	47%	64%	29% ↓	53%	34%	47%	49%	61% ↑	48%	52%
Mostly functional, but occasionally conversational or social	27%	31%	17%	26%	31%	26%	12%	35%	23%	41%	25%	30%	17% ↓	30%	23%
Functional and social in roughly equal measure	13%	7%	17%	13%	15%	7%	5%	14%	4%	19%	16%	12%	9%	12%	14%
Mostly social or conversational	7%	10%	7%	6%	7%	10%	16%	8%	9%	6%	9%	4%	10%	8%	7%
Primarily emotional or companion-like	1%	1%	0%	1%	0%	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%
Prefer not to say	3%	2%	2%	2%	3%	8% ↑	3%	12%	9%	1%	2%	4%	2%	2%	3%
WEIGHTED SAMPLE SIZE (#)	751	105	123	302	174	47	10	15	19	83	170	280	217	371	377
UNWEIGHTED SAMPLE SIZE (#)	736	83	102	243	143	165	36	55	69	65	167	277	227	350	383

QN4: Have you ever felt a sense of connection, companionship or rapport with an AI tool?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Yes	18%	18%	15%	19%	19%	17%	26%	7%	23%	24%	23%	18%	11%	20%	16%
No	76%	75%	80%	76%	73%	76%	71%	66%	88%	69%	73%	74%	83%	73%	78%
Not sure	6%	7%	5%	5%	8%	8%	11%	9%	5%	7%	3%	7%	7%	7%	6%
WEIGHTED SAMPLE SIZE (#)	751	105	123	302	174	47	10	15	19	83	170	280	217	371	377
UNWEIGHTED SAMPLE SIZE (#)	736	83	102	243	143	165	36	55	69	65	167	277	227	350	383

QN5 SUMMARY (%AGREE): To what extent do you agree or disagree with each of the following statements:

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
AI tools feel friendly and supportive	61%	56%	54%	59%	72% ↑	59%	46%	64%	61%	64%	71% ↑	64%	47% ↓	64%	58%
It's understandable that some people have meaningful relationships with AI tools	39%	36%	32%	40%	45%	44%	42%	46%	42%	41%	42%	44%	32%	43%	36%
It's ok to share personal thoughts and feelings with AI tools	34%	35%	26%	35%	37%	42%	35%	46%	40%	39%	45% ↑	38%	21% ↓	37%	32%
AI tools can understand and care about people	26%	25%	15%	26%	33%	28%	30%	28%	23%	29%	37% ↑	25%	17% ↓	31% ↑	21% ↓
WEIGHTED SAMPLE SIZE (#)	751	105	123	302	174	47	10	15	19	83	170	280	217	371	377
UNWEIGHTED SAMPLE SIZE (#)	736	83	102	243	143	165	36	55	69	65	167	277	227	350	383