

# Artificial Intelligence

## Top-line Report



February 27, 2019

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## Introduction

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This report contains the top-line findings from the recent survey on Artificial Intelligence. The report also includes notes on each slide highlighting important variations across different subgroups.

The survey was conducted between February 6 and 24, 2019. The survey relied on the Modus Business Panel, which is a fully random sample representative of all Canadian enterprises.

In total, the survey sampled 1,072 eligible respondents. The margin of error for this sample is +/- 3.1 percentage points, 19 times out of 20.

As a top-line report, the survey findings are ordered in the sequence of questions as they were presented in the survey.

To download the Deloitte report, please visit:

<https://www2.deloitte.com/content/dam/Deloitte/de/Documents/Innovation/Artificial-Intelligence-Innovation-Report-2018-Deloitte.pdf>

## High Level Summary

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Overall, the Canadian business and organization world is fairly divided on AI along a range of dimensions:

- in terms of trusting AI
- being convinced of AI's benefits
- its potential impact for industries and individual businesses
- a wide range of concerns about AI (particularly cost, ethical risks and preparedness).

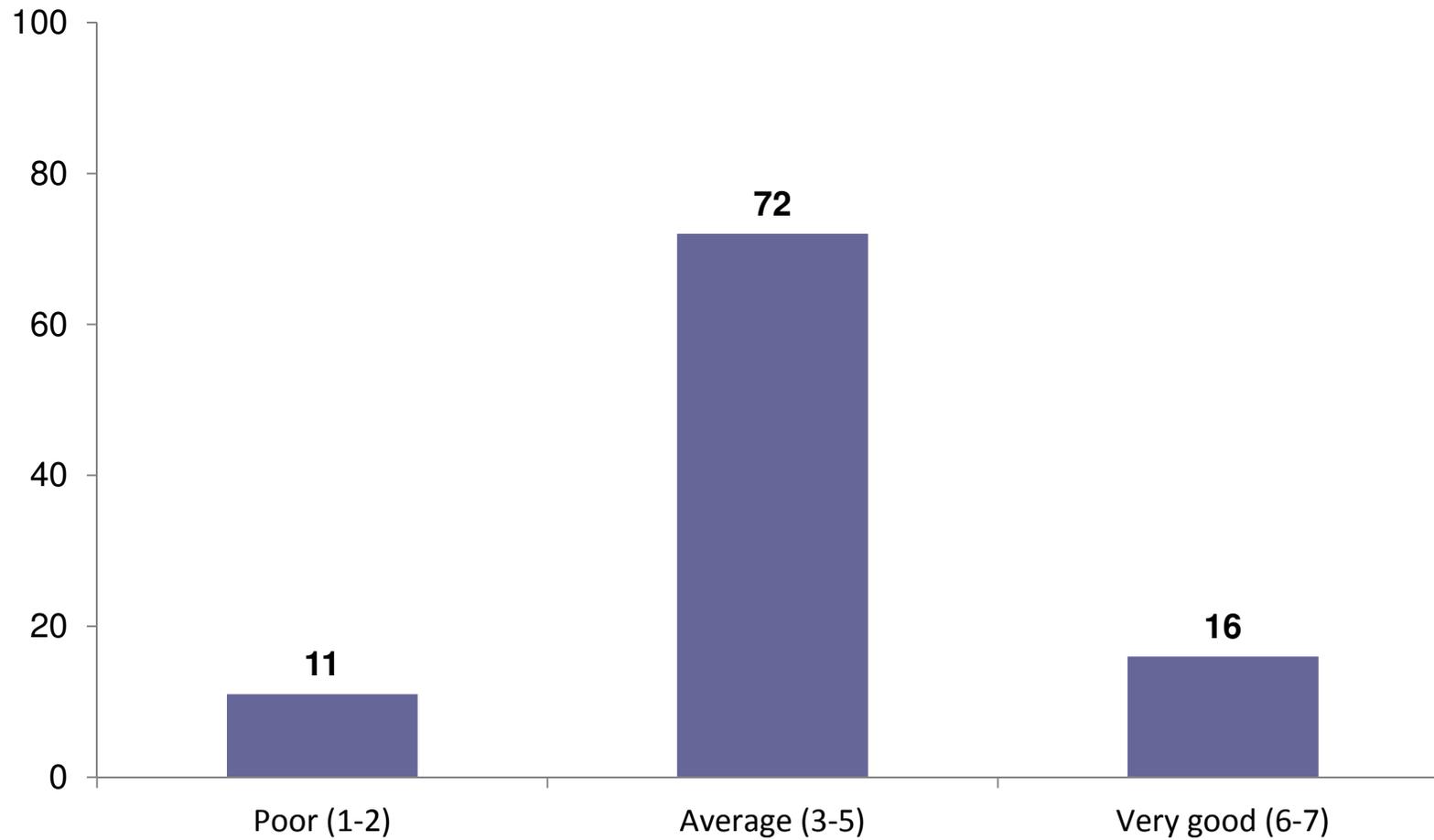
Curiously, a large number feel it is hyped but also think Canada needs to be leader in AI.

The survey findings help to explain why a fairly small minority have adopted AI, tested it or considered it.

## Understanding of AI

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How would you rate your understanding of AI?

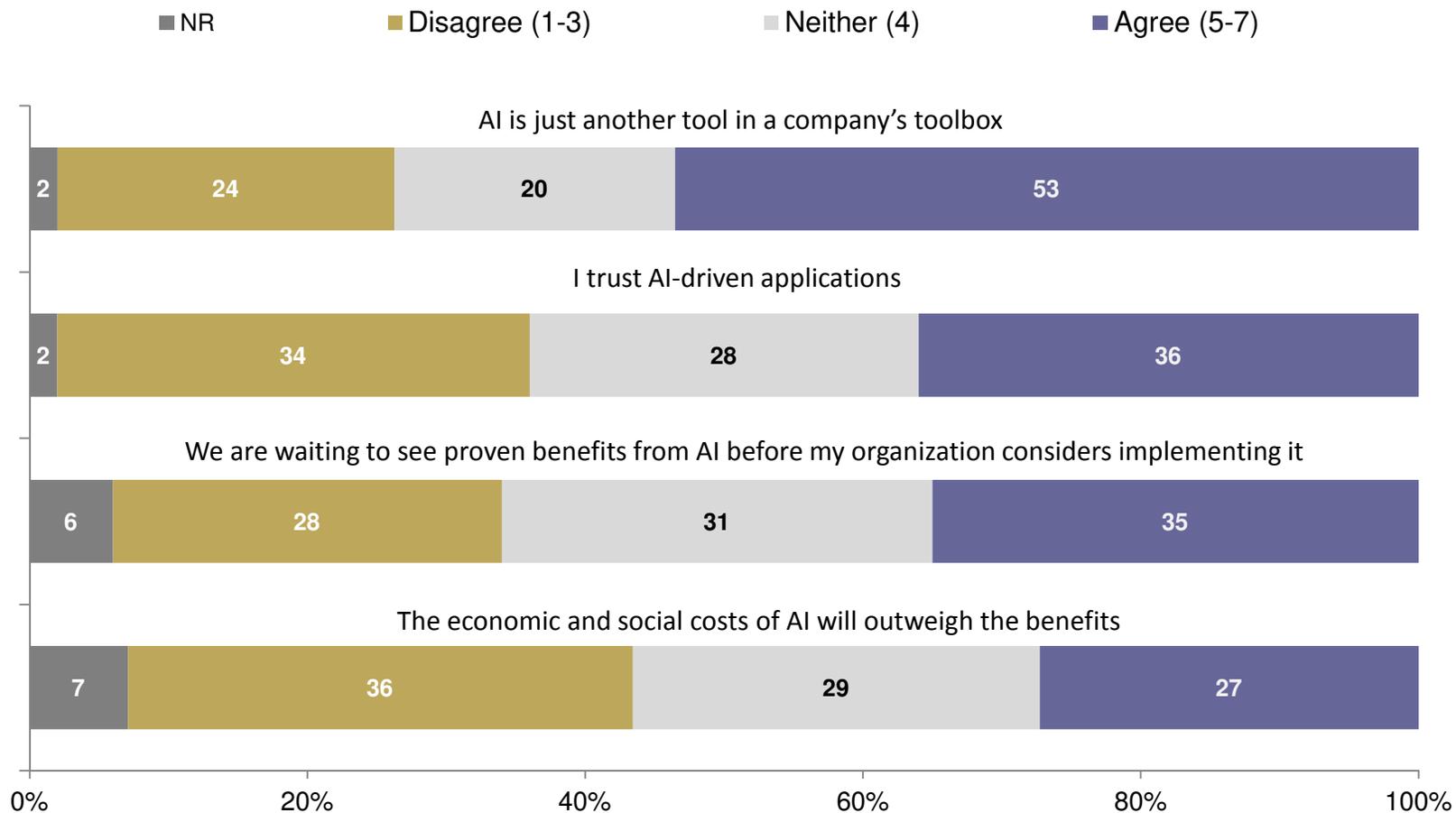


Base: all (n=1,067); percentages

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## Attitudes towards AI

For the rest of the questions in this survey, please use the following definition of artificial intelligence of AI: **systems and applications that mimic or augment human intelligence**. With that in mind, how strongly do you agree or disagree with each of the following statements?

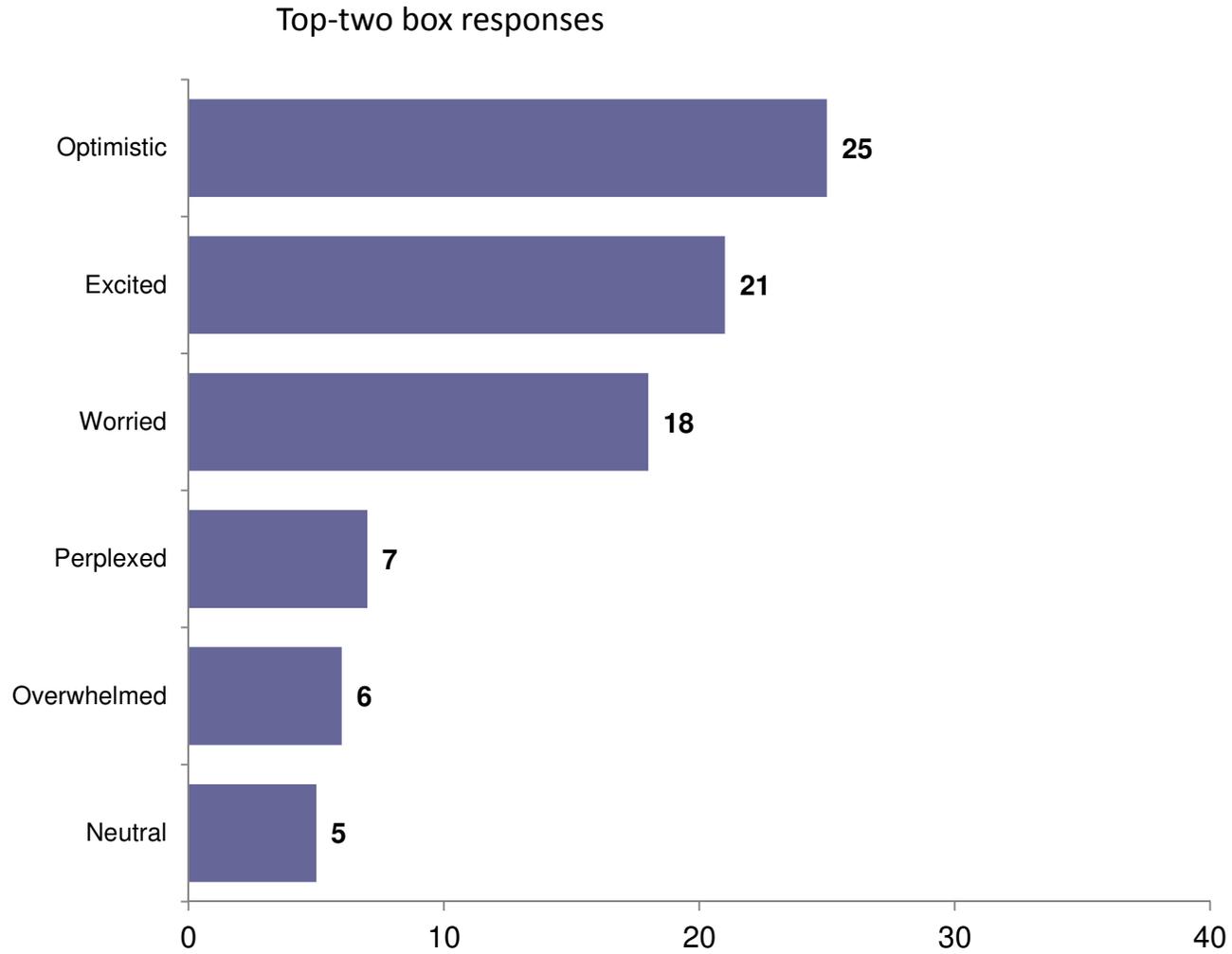


Base: all (n=1,072); percentages; may not add to 100 due to rounding

## Feelings about AI

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To what extent do you feel each of the following when thinking about AI?



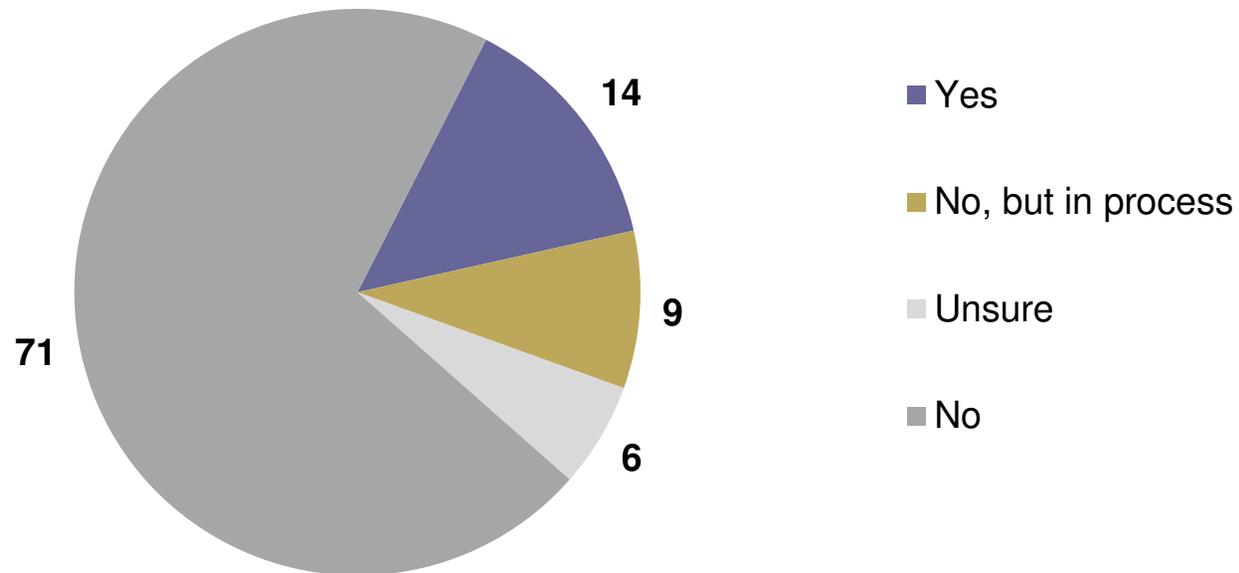
Base: all (n=1,072); percentages

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## Adoption

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Thinking about AI as systems and applications that mimic or augment human intelligence, does your company/organization currently make use of AI?



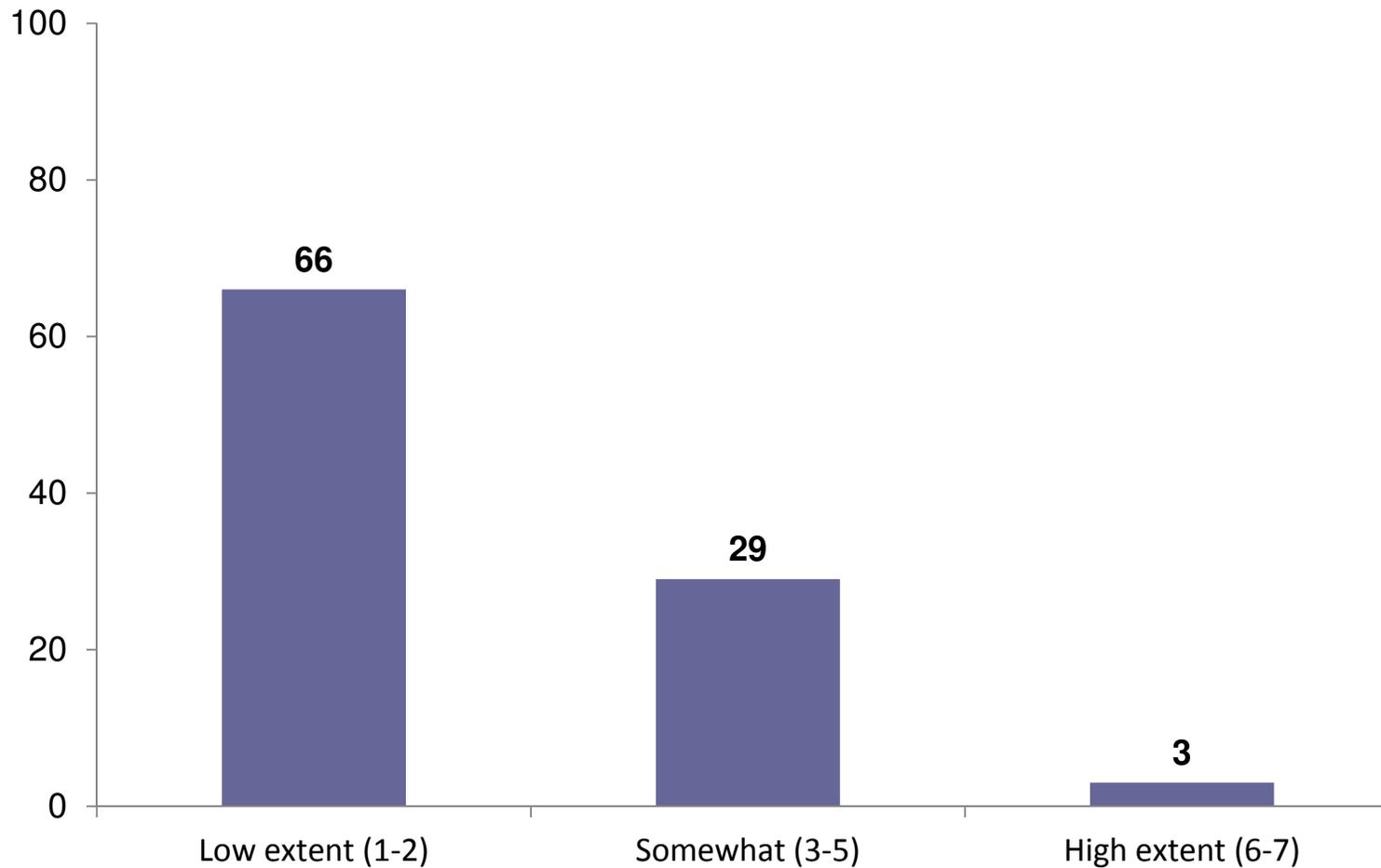
Base: all (n=1,072); percentages

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## Consideration of AI among Non-adopters

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To what extent has management at your company/organization considered using AI for your business?



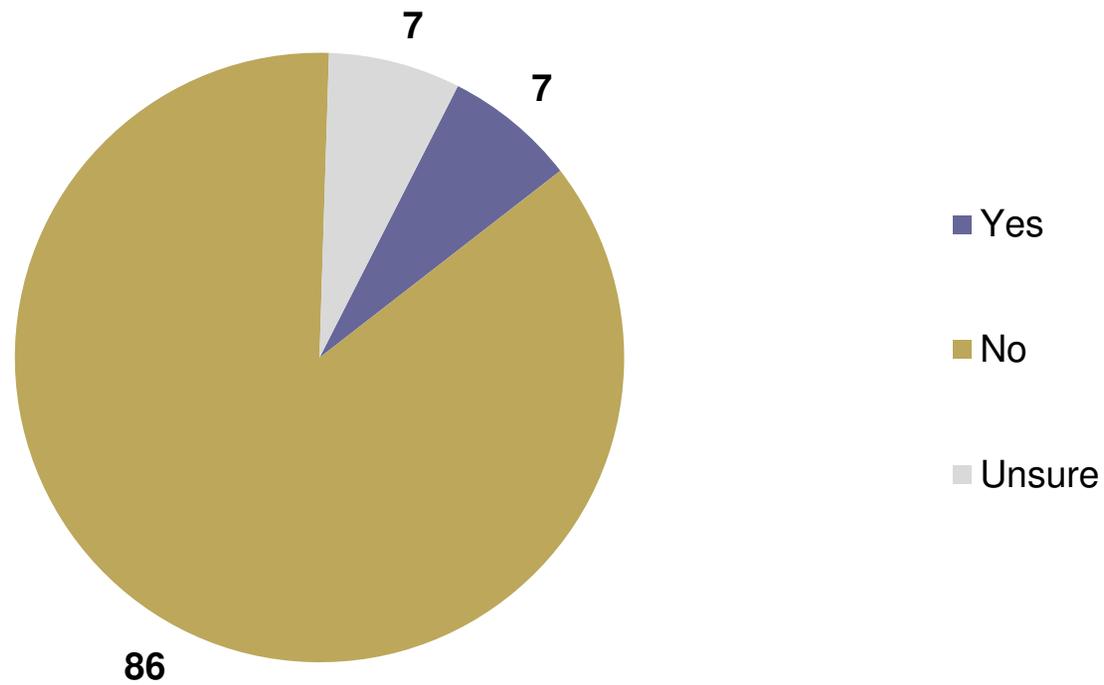
Base: non-adopters (n=689); percentages

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## Experimentation and Testing AI

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Has your company/organization ever experimented with or tested using AI?



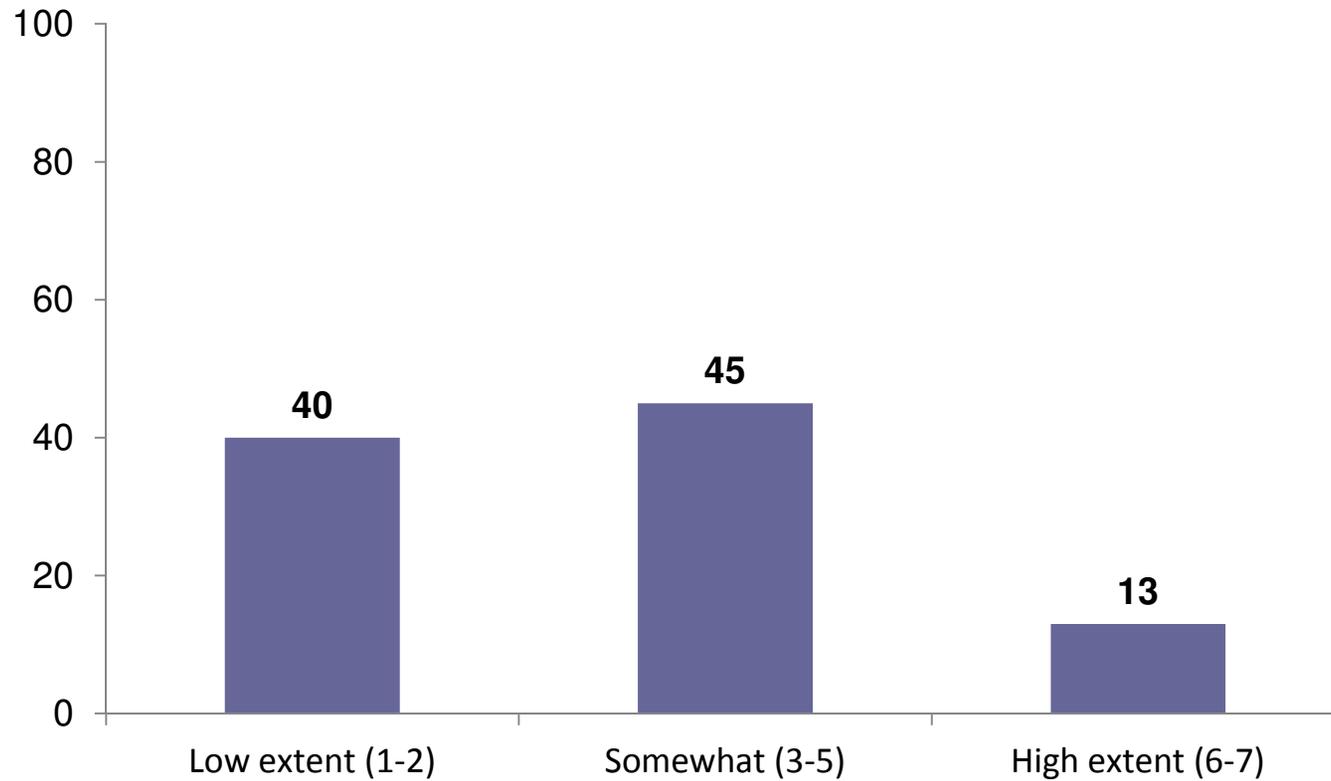
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Base: non-adopters (n=688); percentages

## Technological Readiness

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How would you rate your company/organization's technological readiness to take advantage of AI solutions?

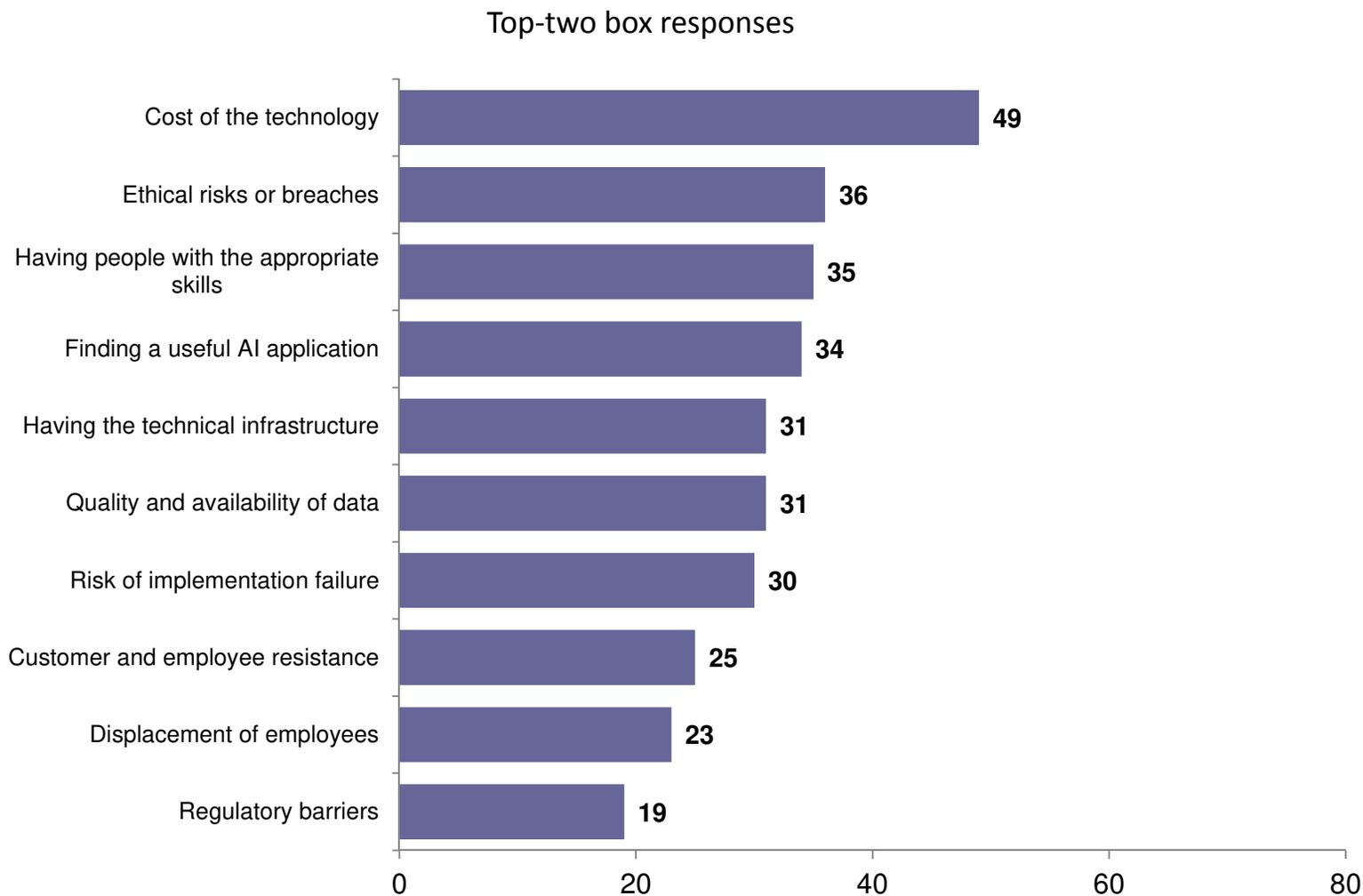


Base: adopters and non-adopters (n=973); percentages

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## Concerns about AI

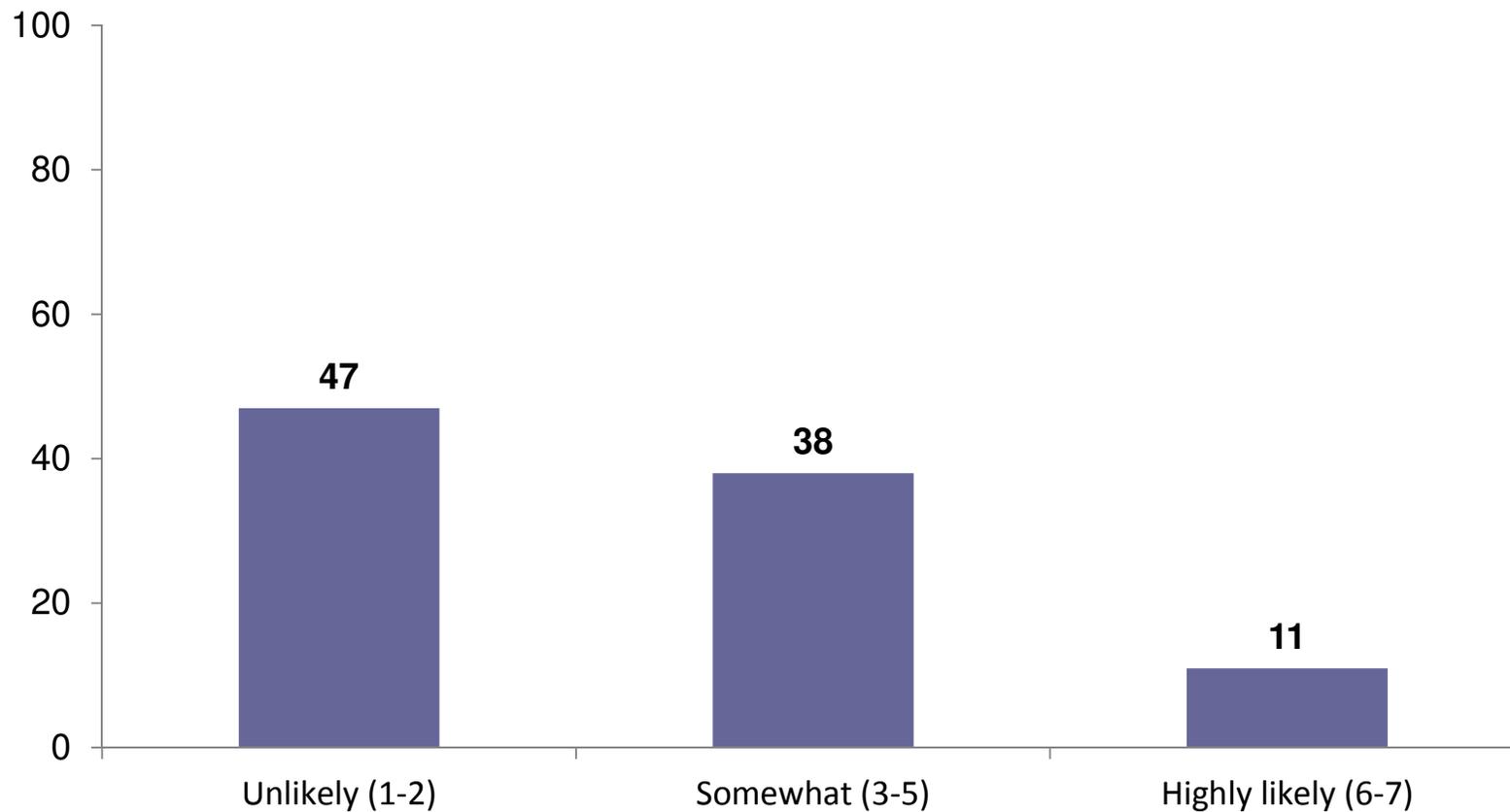
Thinking about adopting AI at your company/organization, how concerned are you about each of the following?



Base: non-adopters (n=688); percentages; top-two box

## Propensity to Adopt AI

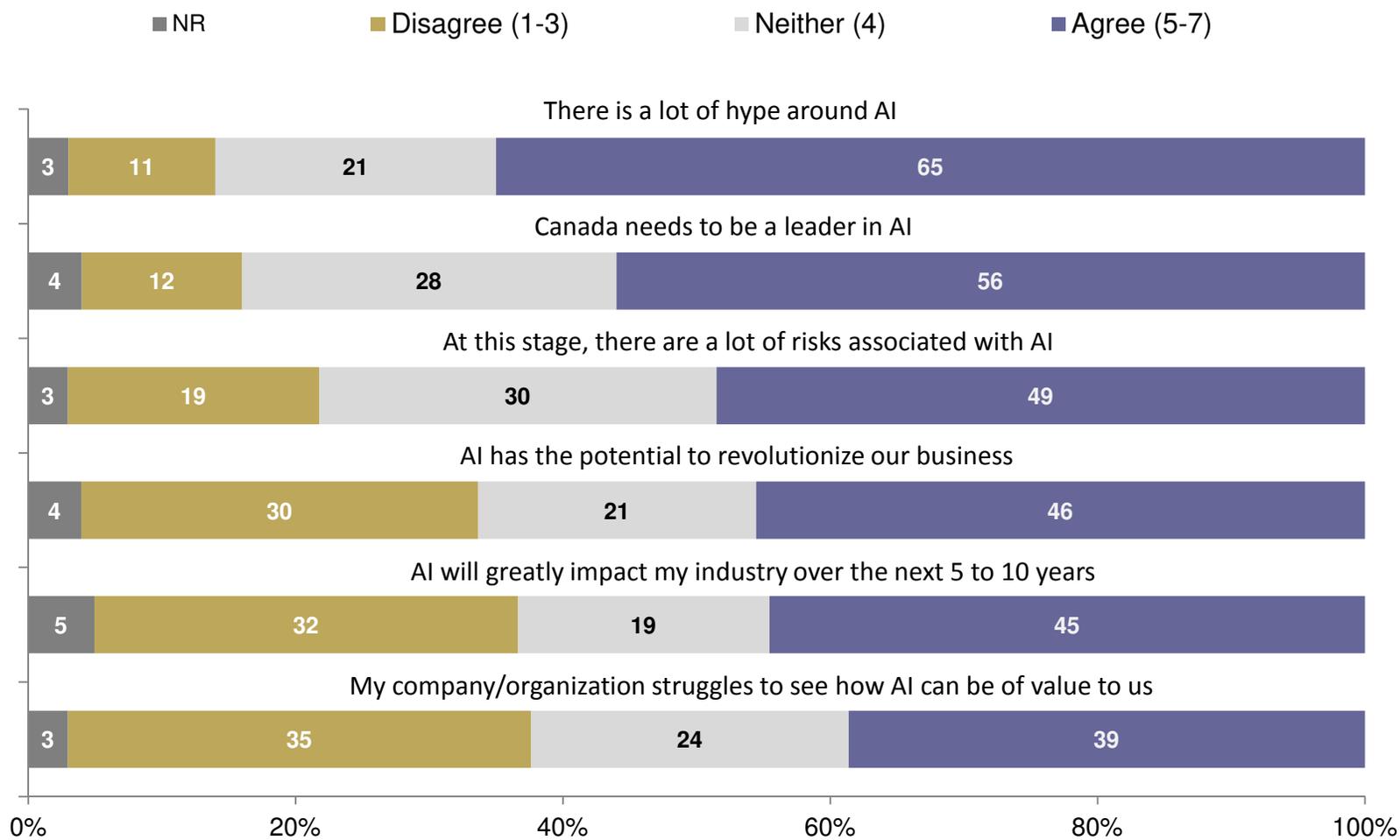
All things considered, how likely is it that your business/company will start using AI-based technologies or solutions over the next 5 years?



Base: non-adopters (n=688); percentages

## More Attitudes towards AI

How strongly do you agree or disagree with each of the following statements?



Base: all (n=1,063); percentages; may not add to 100 due to rounding

