

**QX1.**

**Base=All**

**Single choice**

Getting started, how satisfied would you say you are with each of the following:

Your life overall  
Your social life  
Your mental health

Very satisfied  
Satisfied  
Dissatisfied  
Very dissatisfied

**QX2.**

**Base=All**

**Single choice**

Thinking about your personal social contact and interactions these days (referring here to the positive kind you welcome and enjoy, not an “obligation”), would you say it has been increasing or decreasing in recent years?

Increasing, now have enjoyable social contact more often  
Decreasing, now have less  
About the same/No change

**QW1a. [T]**

**Base=All**

**Single choice**

Which of the following currently describes your working status today? Are you...?

Employed / self-employed full-time (30+ hours per week)  
Employed / self-employed part-time (fewer than 30 hours/week)  
Student  
Retired  
Looking for work  
Not working, not looking  
Other

**QW1b.**

**Base=Employed (top 2 at QW1a)**

**Single choice**

Do you currently belong to a labour union, or a professional association that bargains collectively on behalf of its membership?

Yes, belong to a union

Yes, belong to a professional association

No, do not belong to a union or professional association

**QW1c.**

**Base=Employed (top 2 at QW1a)**

**Single choice**

What best describes your industry or field?

Professional (e.g., nurse, engineer, teacher, accountant)

Knowledge/Creative (e.g., marketing, HR, research, consulting)

Management/Executive

Information Technology (e.g., developer, IT support, data analyst)

Office/Admin Work

Sales, Service, and Hospitality

Skilled Trades

General Labour

Health Support/Personal Care

Education Support and Childcare

Agriculture/Natural Resources

Arts, Entertainment, and Media

Public Safety/Law Enforcement

Legal Professions

Military/Veteran

Business Owner (self-employed or operates a business)

Other/Not currently employed

[TEXT]

Today we have some questions about artificial intelligence or AI and the ways in which it may be affecting your life.

**Q1a.**

**Base=All**

**Single choice**

First, how much would you say you know about “artificial intelligence”, the way it works, where it is being used currently, etc.

How it works

What it’s being used for generally

**[Employed (top 2 at QW1a)]** How it may affect your field/industry in the coming years

Know a lot about this

Know a little

Know nothing about this

**Q1b.**

**Base=All**

**Single choice**

Many everyday technology programs and platforms now have built-in AI tools. For example, if you Google something, its built-in Gemini tool will offer AI-powered results first. You might call this “passive” AI use. Other platforms, such as ChatGPT or Claude, you might log into and provide prompts or ask questions for the platform to give you information.

Thinking about this, would you say most of your exposure to AI is:

[Rotate top two]

Active: specifically providing prompts and queries to the AI platform for information

Passive: built-in AI tools in programs or apps offer information without you specifically asking

Not sure/Can’t say

**Q2.**

**Base=All**

**[MULTI CHOICE]**

Over the past 3 months, which of the following AI platforms have you actively utilized?

[RANDOMIZE]

ChatGPT (OpenAI) [ANCHOR]

Gemini (Google)

Meta AI (Facebook, Instagram)

Copilot (Microsoft, formerly Bing Chat)

Claude (Anthropic)

Midjourney (AI image generation)

DALL-E (OpenAI image generation)

Grammarly (AI writing assistant)

Sora

Notion AI

Perplexity AI

Character.AI

Canva AI tools

Adobe Firefly (AI image editing)

Other (specify) [ANCHOR]

[Anchor, Exclusive] None of these

**Q3 [T]**

**Base: Exclude none in Q2**

**[SINGLE CHOICE GRID]**

And how often have you used AI platforms or apps, like those above, for work and personal use:

[ROWS, RANDOMIZE]

For your job/at work

For personal use outside of work

[COLUMNS]

Several times a day

Once a day

Several times a week

About once a week

Several times a month

About once a month

Once every few months

Not at all

**Q4.**

**Base=All**

**Multi choice, select up to three**

What would you say are the biggest potential benefits from using AI?

Please choose up to three.

[RANDOMIZE]

Saves time

Makes tasks easier/more convenient

Able to learn or research things quickly

Improves creativity or brainstorming

Help at work or school

Personalized recommendations or advice

Make information easier to access

Save money

Entertainment

Other (please specify) **[Fixed]**

None of these / I don't see benefits **[Fixed]**

**Q5.**

**Base=All**

**Multi choice, select up to three**

And on the other side of things, what concerns do you have?

Please choose up to three.

[RANDOMIZE]

AI provides incorrect or misleading information

AI creates biased, inappropriate, or offensive content

Privacy or personal data concerns

Too much misinformation or "fake" content online

People becoming too dependent on AI

People relying less on critical thinking or problem-solving skills

Fear of jobs being replaced by AI

Difficulty knowing whether content is real or AI-generated

AI feels impersonal

AI lacks human judgment

Too much automation in everyday life

I don't trust the companies behind AI

Other (please specify) **[Fixed]**

None of these / I don't have concerns **[Fixed]**

**Q6 [T]**

**Base: Exclude none in Q2**

**[SINGLE SELECT]**

How trustworthy do you consider the information you receive from AI platforms?

- Very trustworthy
- Trustworthy enough
- Not very trustworthy
- Not at all trustworthy

**Q7**

**Base=If used for work in Q3**

**Single choice**

Is your use of AI at work more...

- Because I want to use it
- Because I have been told to use it

**Q8**

**Base=If used for work in Q3**

**Single choice**

Does your workplace have what you would call an AI policy? That is, communication from the company/organization on how to use AI, when, how often, and what the limitations and expectations are?

- Yes, this is in place
- This is developing
- No, an AI policy doesn't exist at work

**Q9**

**Base=If used for work in Q3**

**Single choice grid**

And how would you say AI has impacted each of the following in your work:

- Your productivity
- Your sense of accomplishment/satisfaction with your work
- The quality of your work

- Improved
- No real impact
- Worsened
- Not sure/Can't say

**Q10.**

**Base=All Working in Work Demo QW1a**

**Single choice**

How do you see AI-impacting your current industry in the future? Let's say over the next 10 years or so.

It will have a significant positive impact

It will have a significant negative impact

It will have a mixed impact, with some positive and some negative aspects

It will have little impact on my job or industry

**Q11.**

**Base= All Working in Work Demo QW1a**

**Single choice**

Are you worried about the potential for AI to replace your job, or do you see it as a tool to enhance your work?

Very worried about the potential for AI to replace my job

Worried

Not very worried about

I see AI as a tool to enhance my work and do not worry about it replacing my job

Not sure/Can't say

**Q12.**

**Base=All**

**Single choice**

How do you think AI will change the American job market in the next 10 years or so?

It will significantly reduce the number of available jobs

Significantly increase the number of available jobs

Mixed impact, with some job losses and some job gains

Little to no impact

Not sure/Can't say

[TEXT]

**Q13**

**Base: Exclude none in Q2**

**Single choice**

How often, if at all, do you specifically have conversations with AI chatbots? For example, discussing a topic you're interested in with a large language model (LLM) such as ChatGPT, Claude or Perplexity.

Several times a day

Once a day

Several times a week

About once a week

Several times a month

About once a month

Once every few months

Not at all

**Q14.**

**Base=Exclude not at all in Q13**

**Multichoice (Up to 3)**

And what would you say your primary reason for having conversations with AI chatbots? Please select up to three:

[Randomize]

For help with personal matters

For advice on parenting

To help with work

To learn something new

It's nice to have a friendly voice to talk to

They feel like a close personal friend

Other: (Please specify) [Fixed]

None of the above [Fixed, exclusive]

**Q15.**

**Base=All**

**Single choice**

How open would you personally be to having an AI companion or "AI friend" that you interact with regularly?

Open to this

Not open to this

Not sure / Can't say

**Q16.****Base=All****Single choice**

Do you think AI companions or “AI friends” will mostly be...

- A very positive development for society
- More positive than negative
- Neither positive nor negative
- More negative than positive
- A very negative development for society
- Not sure / Can't say

Now we have some broader questions about AI and the future.

**Q17.****Base=All****Single choice**

Based on what you know, do you think artificial intelligence (AI) is truly “intelligent”?  
By “intelligent,” we mean capable of understanding, reasoning, or independent thought.

- Yes – AI is already capable of understanding and reasoning like a human
- Somewhat – AI mimics intelligence convincingly, but doesn't truly understand
- Not really – AI processes patterns, but has no real reasoning or thought
- No – AI is just a tool following instructions, not intelligent at all
- Not sure / Can't say

**Q18.****Base=All****Single choice**

Overall, do you think AI will make society better or worse over the next 10 years?

- Much better
- Better
- No major difference
- Worse
- Much worse
- Not sure / Can't say

**Q19.**

**Base=All**

**Single choice**

Do you think AI will ultimately lead to more equality or more inequality in society?

- Much more equality
- More equality
- No major difference
- More inequality
- Much more inequality
- Not sure / Can't say

**Q20.**

**Base=All**

**Multi choice**

When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

- Music created entirely by AI
- Books or stories written entirely by AI
- TV shows or movies created entirely by AI
- Music created partly by AI and partly by humans
- Books or stories created partly by AI and partly by humans
- TV shows or movies created partly by AI and partly by humans

[COLUMNS]

- Willing with no real reservations
- Willing but some reservations
- Not willing at all
- Not sure/Can't say

**Q21 [T]**

**Base: ALL**

**[SINGLE CHOICE GRID]**

To what extent do you agree or disagree with the following statements?

[ROWS, RANDOMIZE, CAROUSEL]

- AI is a force for good in society
- I worry advanced AI could act against human values in my lifetime
- AI-generated misinformation is a problem that will eventually be solved
- I can usually tell when something online has been generated by AI
- AI will create a prosperity gap between those comfortable and uncomfortable using it
- Everyone, regardless of where they live or who they are, has the same opportunity to benefit from AI

AI will make women even more vulnerable in online spaces  
Companies that replace employees with AI should be more heavily taxed by governments  
Young people under 16 should be banned from having accounts with AI companies

Strongly agree  
Agree  
Disagree  
Strongly disagree

[Text]

Governments and technology companies are investing heavily in new “data centres” and AI computing facilities across the country.

Supporters say these projects are important for economic growth, artificial intelligence development, innovation, and creating jobs. Critics raise concerns about electricity and water use, noise, heat generation, poor use of urban land, and the use of backup gas or diesel generators.

**QDC1.**  
**Base=All**  
**Single choice**

If a large AI data centre was proposed within a few blocks of where you live, would you support or oppose it being built there?

Strongly support  
Support  
Oppose  
Strongly oppose  
Not sure / Can't say

**QDC2.**  
**Base=All**  
**Single choice grid**

Overall, do you think large AI data centres and computing facilities are a good thing or bad thing for each of the following?

[ROWS – RANDOMIZE]  
Businesses and the economy  
Tax revenues for local governments  
Neighborhoods and surrounding communities  
Job creation  
America's ability to compete globally in AI and technology  
Energy and environmental sustainability

[COLUMNS]  
Very good thing

More good than bad  
Neutral  
More bad than good  
Very bad thing  
Not sure / Can't say

**QSR2.**

**Base=All**

**Single choice**

Which of the following comes closer to your own view about artificial intelligence and regulation

Governments must heavily regulate AI and tech companies, even if it slows development  
Governments should leave it to technology companies to self-regulate  
Not sure / Can't say

**QSR3.**

**Base=All**

**Single choice**

Which comes closer to your own view?

Government should actively invest in and adopt AI to streamline public services and operations  
Government should be cautious about adopting AI because of risks and unintended consequences  
Not sure / Can't say

**QSR4.**

**Base=All**

**Single choice**

Thinking about governments around the world, which statement comes closer to your own opinion?

Governments are capable of regulating AI effectively as the technology develops  
No government is truly equipped to regulate AI quickly enough to keep pace with the technology  
Not sure / Can't say