

## Hey! What's New? 2025-93

### Canada Is Lagging Behind Global Peers in AI Trust and Literacy

According to new research from KPMG International and The University of Melbourne, Canada has long been recognized for its early leadership in artificial intelligence. “But today, the data shows the country is at risk of losing that edge — not because of a lack of innovation, but because of growing uncertainty and a gap in public understanding.”

KPMG’s research found that Canada ranks among the least AI literate nations globally, “holding the fourth-lowest position in AI training and literacy in a ranking of 47 countries. Many Canadians also express limited knowledge about AI and lack confidence in their ability to use AI tools effectively.”

That’s according to *Trust, attitudes and use of artificial intelligence: A global study 2025*, which reveals concerning trends about AI literacy and trust in Canada. The study surveyed more than 48,000 people in 30 advanced economies and 17 emerging economies.

The survey report says that “many Canadians say they lack confidence using AI tools and don’t fully understand how they work. Trust levels are also low, with Canada ranking sixth-lowest in willingness to rely on information generated by AI.”

While Canadians are cautious about AI, many remain open to its potential, the survey says. “Today, 34% express a willingness to trust information generated from AI, and 50% approve of or accept its use. At the same time, four in five (79%) say they are concerned about possible negative outcomes, which makes it essential for organizations to recognize these concerns and take proactive steps to build trust and confidence.”

The survey found that “top concerns include cybersecurity risks (87%) and loss of privacy or intellectual property (86%). Many Canadians also highlight challenges such as a decline in human connection (86%) and the spread of misinformation and disinformation (83%).”

These concerns point to a clear path forward, the survey report says. “Canadians want to see stronger guardrails in place to ensure AI is deployed responsibly. A large majority (92%) say they are unaware of any existing laws, regulations, or policies that govern AI in Canada, underscoring the need for clearer communication and leadership on governance. Three-quarters (75%) believe that effective regulation is necessary and expect both government and industry to work together to establish consistent, internationally aligned standards.”

Importantly, the report continues, “Canadians are not rejecting AI. Despite their concerns, 70% believe AI will lead to positive outcomes, and 60% say they are seeing benefits in their personal or professional lives. This optimism reflects a strong foundation for responsible growth if organizations and policymakers engage Canadians directly, address their concerns, and demonstrate how AI can deliver real value.”

At the same time, “many Canadians feel they are not yet equipped to fully take advantage of AI. Less than a quarter (24%) of Canadian respondents say they have received training in AI, and fewer than 4 in 10 (38%) said they have moderate or high knowledge of AI, compared to 52% globally. Less than half (47%) believe they can effectively use AI tools.”

As AI becomes part of daily work, the report notes, “organizations have a clear opportunity to help employees use these tools more effectively and safely. Many of the current challenges stem from gaps in training and unclear policies, not resistance to using the technology itself.”

Unfortunately, “more than half (56%) of Canadian respondents reveal that their over-reliance on AI has resulted in errors, unchecked outputs, and reduced effort into tasks. In addition, 48% acknowledge using AI in ways that may not fully align with workplace guidelines, often due to uncertainty about appropriate usage.”

But these risks can be addressed, the report says. “Focused training, clear policies, and simple guardrails can help employees understand when and how to use AI tools properly. With the right support, organizations can turn early missteps into a foundation for safer, more productive AI adoption.”

For more, read [Canada lagging global peers in AI trust and literacy - KPMG Canada](#) or download the report at [Trust, attitudes and use of artificial intelligence: A global study 2025](#).