Publicus

Ontario Survey on Artificial Intelligence for **Publicus**

Field Dates: August 1-14, 2025
Release Date: August 25, 2025

LIAISON
STRATÉGIES

2025 Election Accuracy

Ontario Election	Federal Election
1. Liaison	1. Mainstreet
2. Mainstreet	**2. Liaison**
3. Innovative	3. Angus Reid
4. Research Co.	4. Cardinal*
5. Forum	5. Nanos
6. Abacus	6. Research Co.
7. Pallas	7. Pallas
8. Leger	8. Leger
9. Nanos	9. Forum
10. Ipsos	10. Ipsos
11. Relay	11. Abacus

*Fieldwork conducted outside the seven days leading up to election day.

Consistently Accurate.

Most accurate polling firm of the 2025 Ontario Election & 2nd most accurate polling firm of the 2025 Canadian Election.

This poll contains two surveys, both administered between August 1-14, 2025.

General population: 800 Ontario residents surveyed through live operators. Responses were weighted using demographic and geographic information to targets based on the 2021 Census. The margin of error for survey results is ± 3.4 percentage points, 19 times out of 20 for the total. Margin of error is higher for sub samples.

Business owners and business-decision makers (Business Leaders) of Ontario SMEs: 500 Ontario business owners and business-decision makers in Ontario surveyed through live operators. Responses were weighted using geographic information. The margin of error for survey results is 4.3% percentage points, 19 times out of 20 for the total.

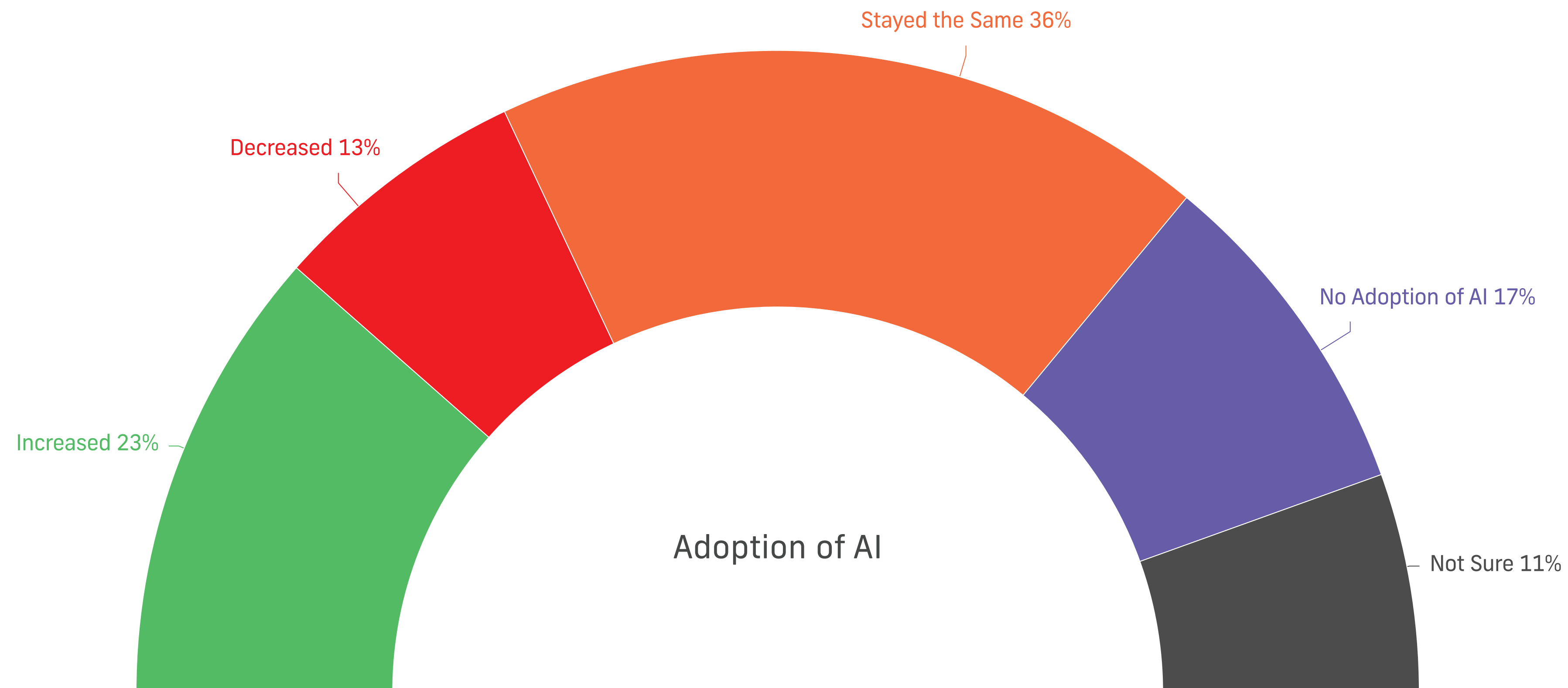Results may not add up to 100 due to rounding.

Publicus is an AI-powered platform transforming Canada's broken procurement system. By empowering Canadian small and medium-sized businesses to find and win more government contracts, Publicus is democratizing access to government procurement opportunities.

Founded by former Deloitte consultant **Joe Noss** and Loblaw Digital AI engineer **Akash Shetty**, Publicus is Ontario's fastest-growing govtech startup.
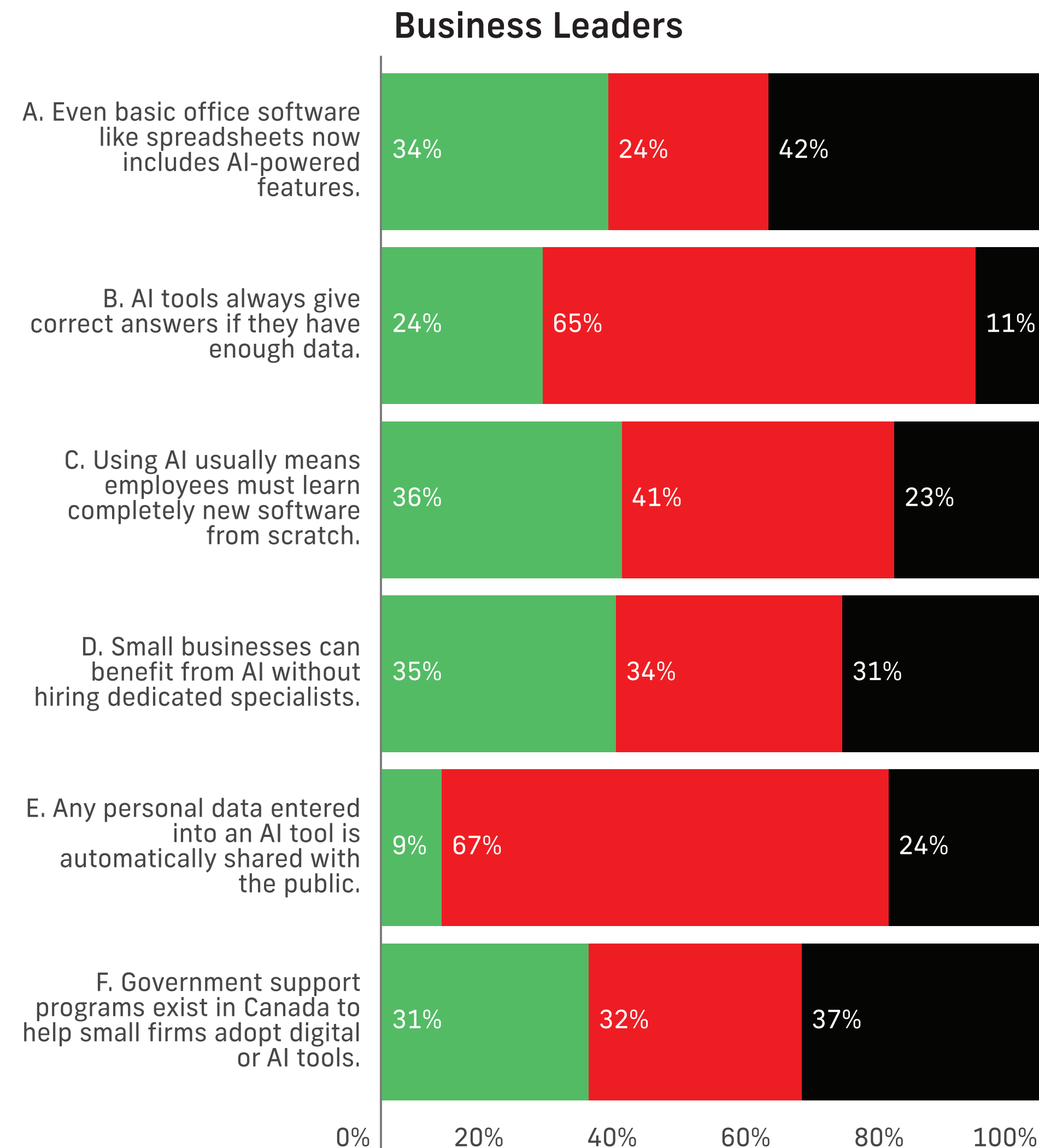
AI Adoption - Business Leaders Only

Q: We want to talk to you today about artificial intelligence - otherwise known as AI, in your workplace. When we say AI, we don't just mean specialized programs like ChatGPT or Gemini, we are also including AI integrations in software your company may already use. Over the last 12 months would you say AI adoption has increased, decreased or stayed the same in your workplace, or has there been no adoption of AI tools at all?

Stayed the Same 36%

Decreased 13%

No Adoption of AI 17%

Increased 23%

Not Sure 11%

Adoption of AI

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AI Sentiment - General Population/Business Leaders
Q: Would you say the following statements are true, false, or are you not sure?

General Population
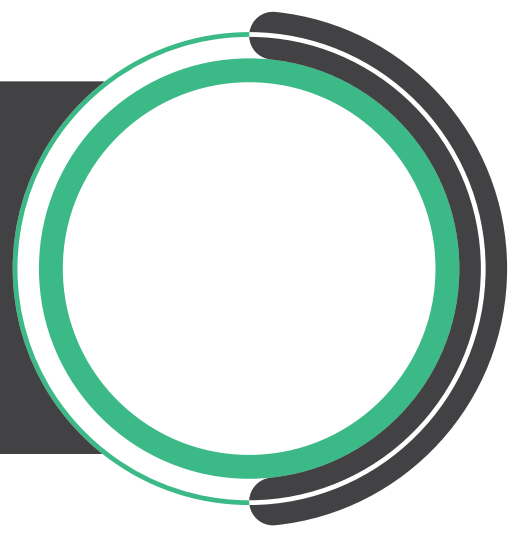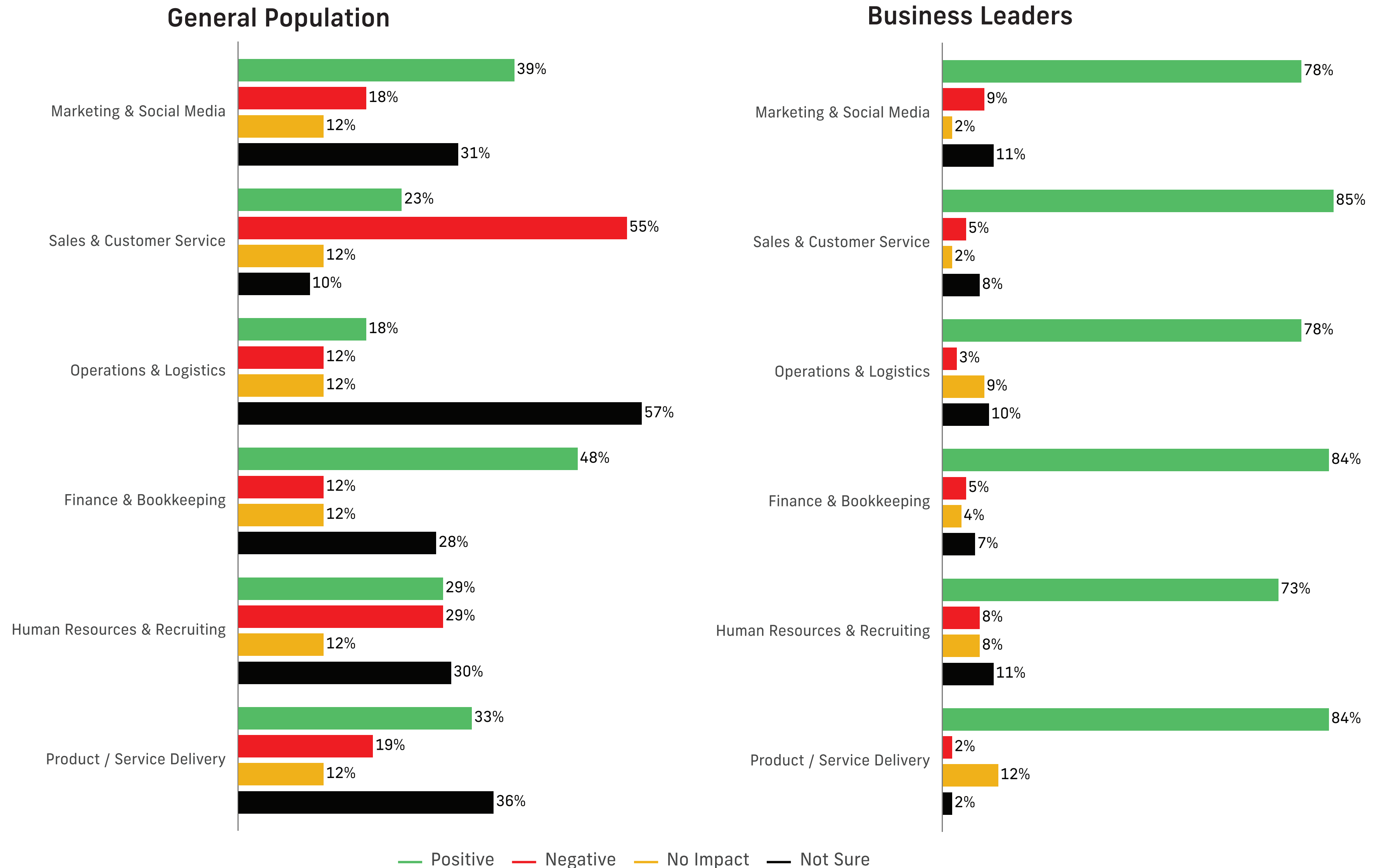
Statement	True	False	Not Sure
A. Even basic office software like spreadsheets now includes AI-powered features.	24%	34%	42%
B. AI tools always give correct answers if they have enough data.	14%	76%	10%
C. Using AI usually means employees must learn completely new software from scratch.	23%	41%	36%
D. Small businesses can benefit from AI without hiring dedicated specialists.	38%	23%	39%
E. Any personal data entered into an AI tool is automatically shared with the public.	13%	71%	16%
F. Government support programs exist in Canada to help small firms adopt digital or AI tools.	25%	32%	43%

Business Leaders

Statement	True	False	Not Sure
A. Even basic office software like spreadsheets now includes AI-powered features.	34%	24%	42%
B. AI tools always give correct answers if they have enough data.	24%	65%	11%
C. Using AI usually means employees must learn completely new software from scratch.	36%	41%	23%
D. Small businesses can benefit from AI without hiring dedicated specialists.	35%	34%	31%
E. Any personal data entered into an AI tool is automatically shared with the public.	9%	67%	24%
F. Government support programs exist in Canada to help small firms adopt digital or AI tools.	31%	32%	37%

Legend: — True — False — Not Sure

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AI Adoption - Business Leaders Only
Q: And does your business use artificial intelligence for any of the following?

	Marketing & Social Media	Sales & Customer Service	Operations & Logistics	Finance & Bookkeeping	Human Resources & Recruiting	Product / Service Delivery
Uses AI	71%	23%	14%	61%	44%	21%
Doesn't Use AI	22%	62%	63%	24%	37%	73%
Not Sure	7%	15%	23%	15%	19%	6%

Uses AI — Doesn't Use AI — Not Sure

LIAISON STRATÉGIES
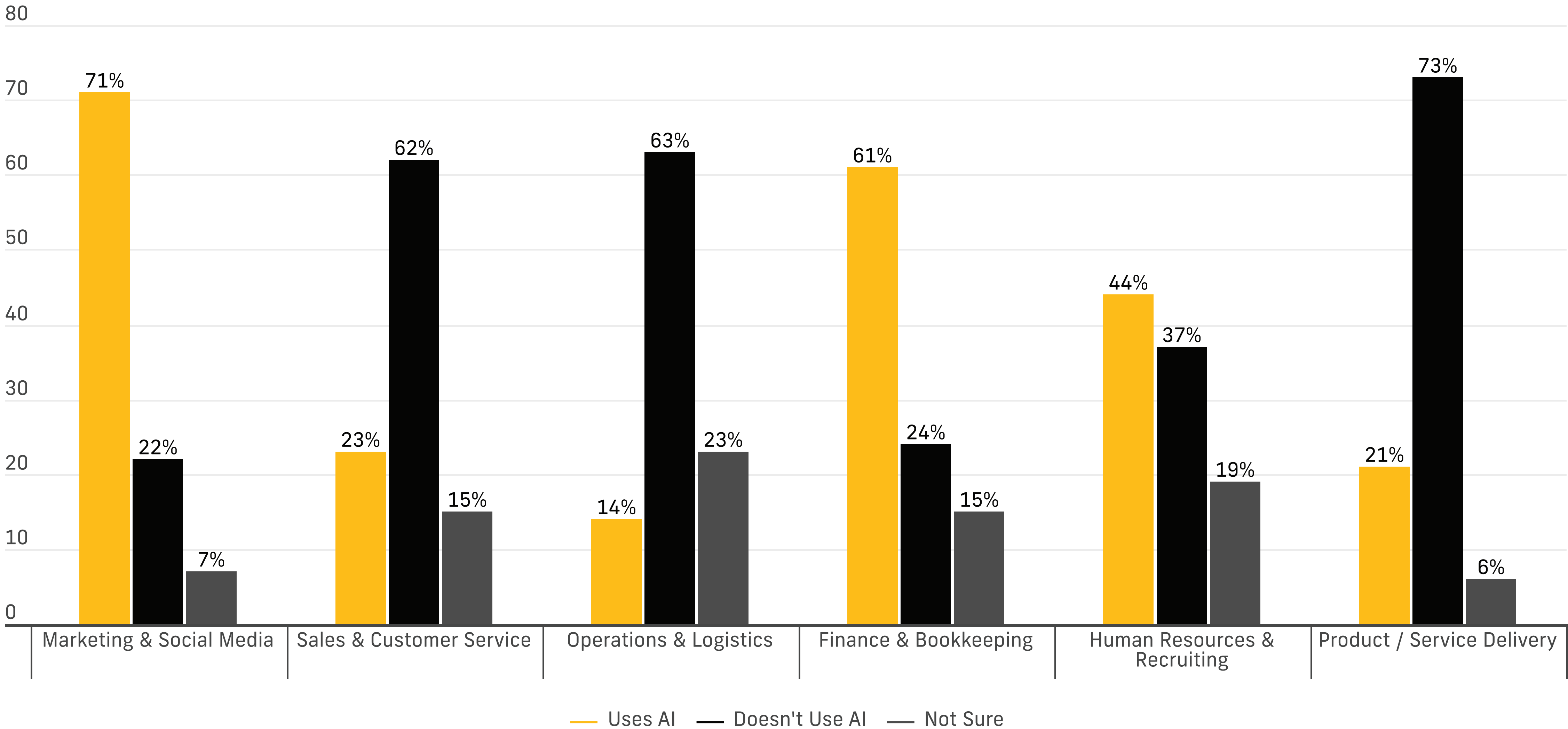
Perception of AI - General Population/Business Leaders

Q: In general, would you say artificial intelligence has had a positive impact, negative impact or no impact at all to businesses in each of the following areas?
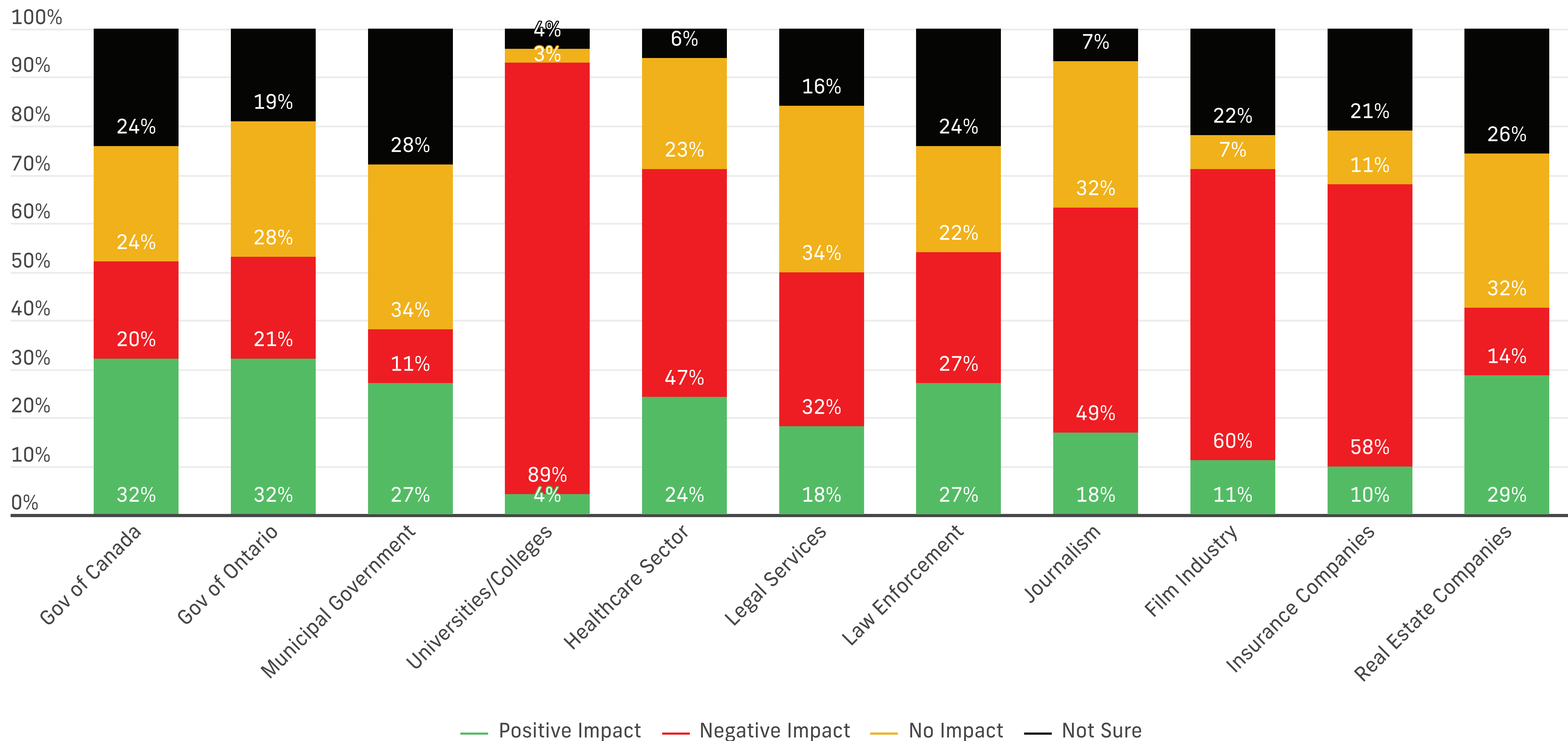
General Population

Marketing & Social Media
- Positive: 39%
- Negative: 18%
- No Impact: 12%
- Not Sure: 31%

Sales & Customer Service
- Positive: 23%
- Negative: 55%
- No Impact: 12%
- Not Sure: 10%

Operations & Logistics
- Positive: 18%
- Negative: 12%
- No Impact: 12%
- Not Sure: 57%

Finance & Bookkeeping
- Positive: 48%
- Negative: 12%
- No Impact: 12%
- Not Sure: 28%

Human Resources & Recruiting
- Positive: 29%
- Negative: 29%
- No Impact: 12%
- Not Sure: 30%

Product / Service Delivery
- Positive: 33%
- Negative: 19%
- No Impact: 12%
- Not Sure: 36%

Business Leaders

Marketing & Social Media
- Positive: 78%
- Negative: 9%
- No Impact: 2%
- Not Sure: 11%

Sales & Customer Service
- Positive: 85%
- Negative: 5%
- No Impact: 2%
- Not Sure: 8%

Operations & Logistics
- Positive: 78%
- Negative: 3%
- No Impact: 9%
- Not Sure: 10%

Finance & Bookkeeping
- Positive: 84%
- Negative: 5%
- No Impact: 4%
- Not Sure: 7%

Human Resources & Recruiting
- Positive: 73%
- Negative: 8%
- No Impact: 8%
- Not Sure: 11%

Product / Service Delivery
- Positive: 84%
- Negative: 2%
- No Impact: 12%
- Not Sure: 2%

Legend: — Positive — Negative — No Impact — Not Sure

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Perceived Impact of AI on Institutions - General Population

Q: In general terms, would you say artificial intelligence has a positive impact, a negative impact, or no impact on these institutions?
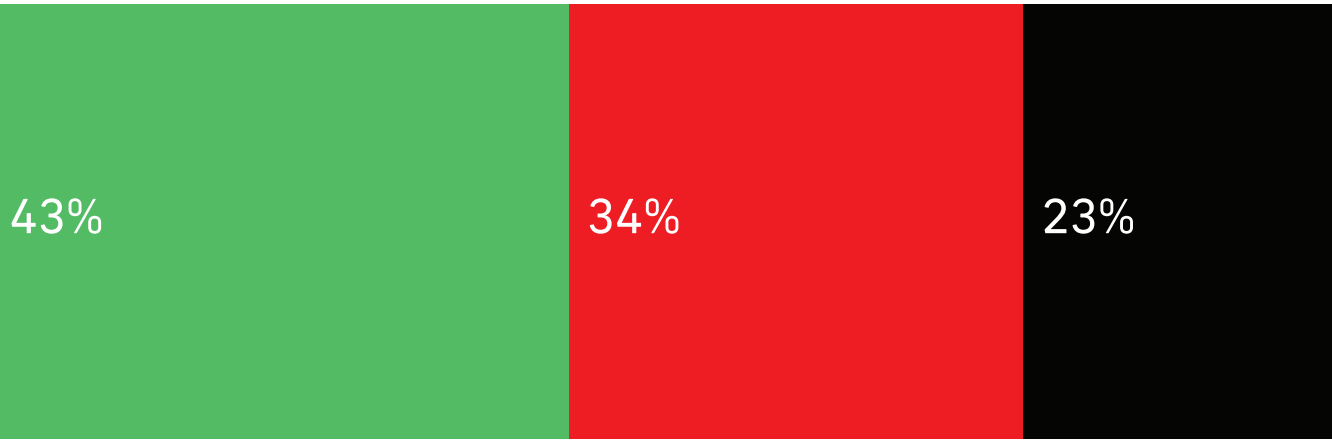

	Gov of Canada	Gov of Ontario	Municipal Government	Universities/Colleges	Healthcare Sector	Legal Services	Law Enforcement	Journalism	Film Industry	Insurance Companies	Real Estate Companies
Not Sure	24%	19%	28%	4%	6%	16%	24%	7%	22%	21%	26%
No Impact	24%	28%	34%	3%	23%	34%	22%	32%	7%	11%	32%
Negative Impact	20%	21%	11%	89%	47%	32%	27%	49%	60%	58%	14%
Positive Impact	32%	32%	27%	4%	24%	18%	27%	18%	11%	10%	29%

Legend: — Positive Impact — Negative Impact — No Impact — Not Sure

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AI Use Cases (Part 1)

General Population

Do you think it is acceptable for employees to use AI tools to rewrite sensitive workplace emails to make them sound more professional before sending them?
82% | 6% | 12%

Should hiring managers be allowed to use AI tools to sort and rank resumes, even if this involves uploading candidate information to public AI systems?
43% | 34% | 23%

Is it appropriate for managers to upload large amounts of internal or customer data into AI tools in order to identify trends, complaints, or project issues?
21% | 56% | 24%

Would you support government use of AI to automatically review and pre-fill citizen applications for benefits, licenses, or permits to speed up service delivery?
46% | 22% | 32%

Business Leaders

Do you think it is acceptable for employees to use AI tools to rewrite sensitive workplace emails to make them sound more professional before sending them?
81% | 14% | 5%

Should hiring managers be allowed to use AI tools to sort and rank resumes, even if this involves uploading candidate information to public AI systems?
65% | 23% | 12%

Is it appropriate for managers to upload large amounts of internal or customer data into AI tools in order to identify trends, complaints, or project issues?
64% | 16% | 20%

Would you support government use of AI to automatically review and pre-fill citizen applications for benefits, licenses, or permits to speed up service delivery?
76% | 9% | 15%

— Acceptable   — Not Acceptable   — Not Sure
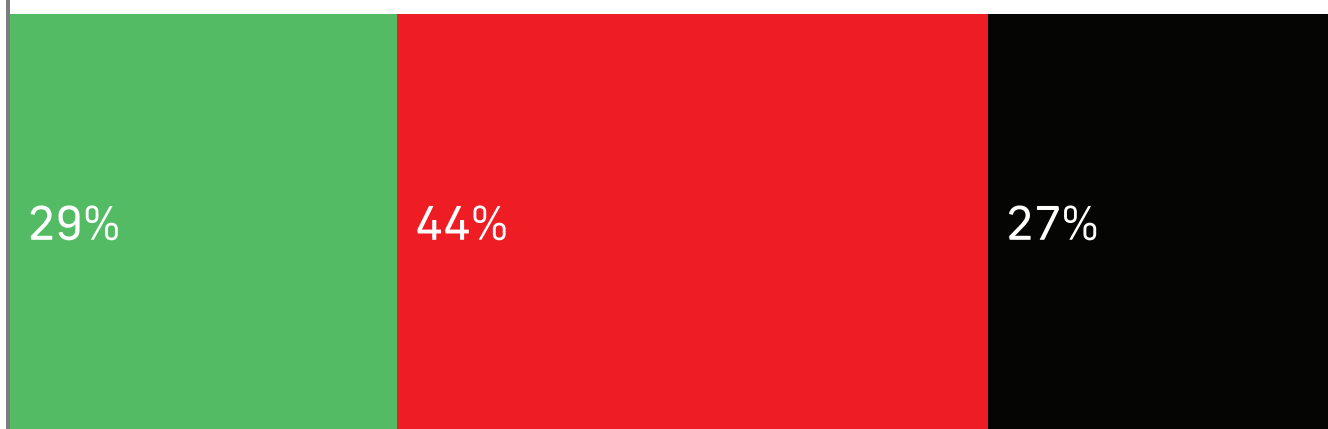
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AI Use Cases (Part 2)

General Population

Do you believe governments should use AI for predictive policing, analyzing crime or border data, to identify high-risk areas or travelers?
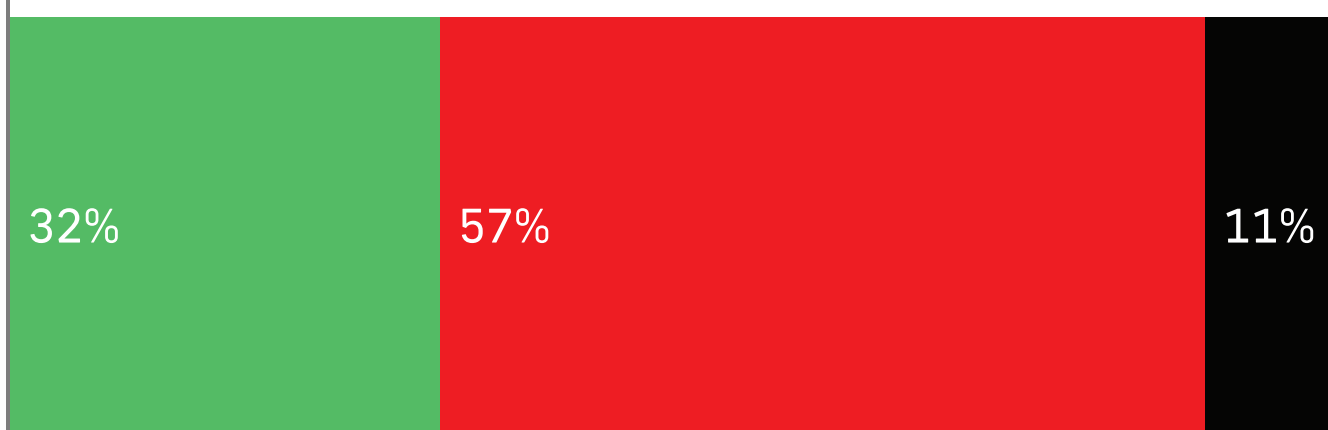23% | 53% | 24%

Should governments use AI to automatically evaluate and rank vendor bids in procurement even if this may disadvantage smaller or newer businesses without past performance data?
29% | 44% | 27%

Do you think it is acceptable for governments to use AI to scan social media or online activity to monitor for misinformation, threats, or speech government deems problematic?
11% | 72% | 17%

Should organizations be allowed to use AI tools to draft or write their privacy policies, even when these policies govern how personal data is collected and protected?
32% | 57% | 11%

0% 20% 40% 60% 80% 100%

Business Leaders

Do you believe governments should use AI for predictive policing, analyzing crime or border data, to identify high-risk areas or travelers?
41% | 34% | 25%

Should governments use AI to automatically evaluate and rank vendor bids in procurement even if this may disadvantage smaller or newer businesses without past performance data?
40% | 37% | 23%
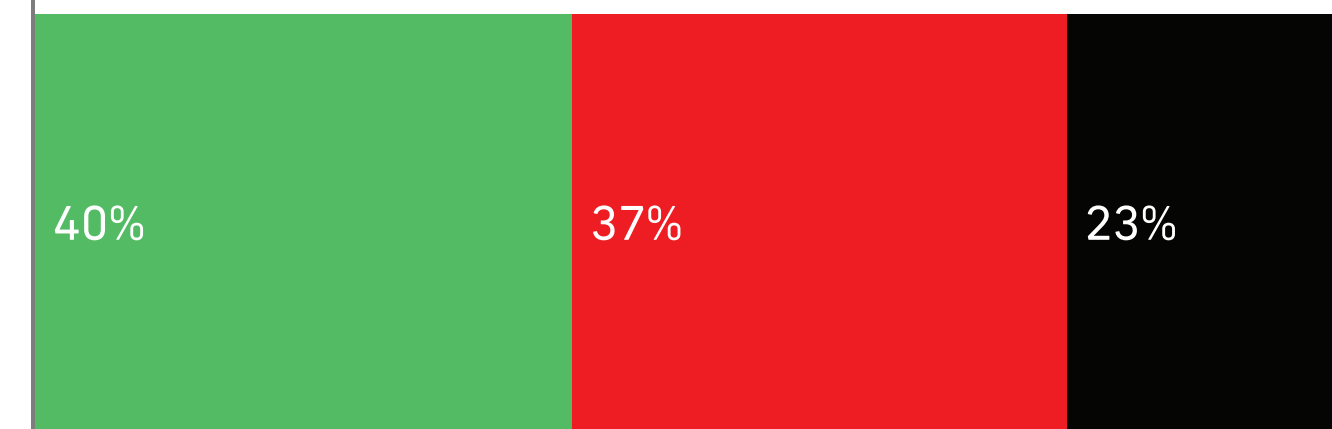
Do you think it is acceptable for governments to use AI to scan social media or online activity to monitor for misinformation, threats, or speech government deems problematic?
7% | 82% | 11%

Should organizations be allowed to use AI tools to draft or write their privacy policies, even when these policies govern how personal data is collected and protected?
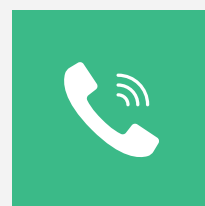47% | 29% | 24%
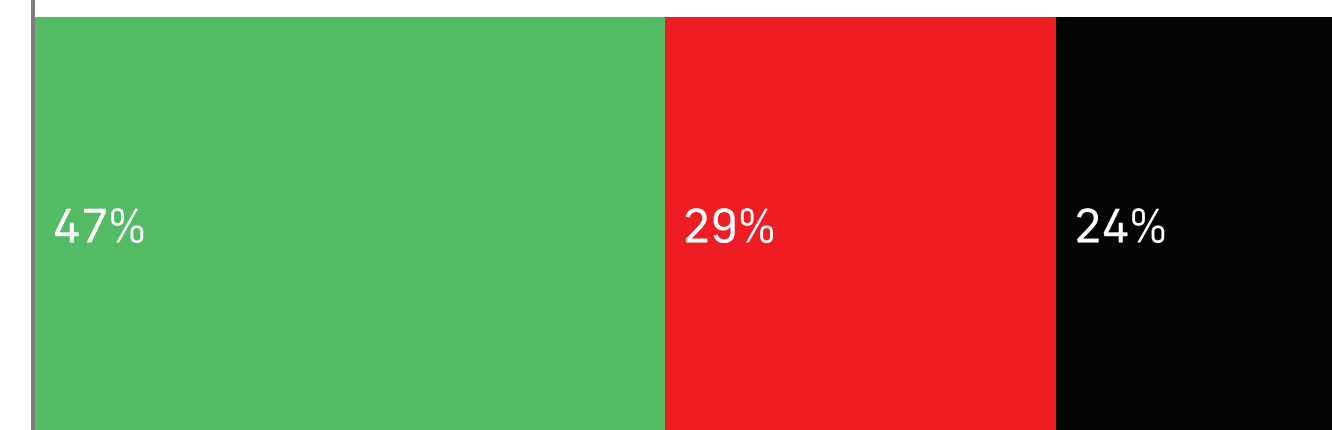
0% 20% 40% 60% 80% 100%

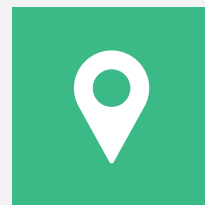— Acceptable   — Not Acceptable   — Not Sure

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