

March 2025

North American AI Sentiment Report

This report, based on a comprehensive survey conducted by Talker Research, provides a data-driven look at AI's expected impact, its perceived biases, and the readiness of professionals and consumers to integrate AI-driven solutions into their work and daily lives.

Introduction

Artificial Intelligence (AI) is transforming industries, influencing workflows, and redefining efficiency across multiple sectors. However, perceptions of AI vary widely, particularly in legal services, where trust and adoption remain key challenges.

For businesses, legal professionals, and technology providers, these insights offer a clearer picture of how AI is shaping public expectations. Understanding these perspectives is crucial for market positioning, product development, and engagement strategies. The findings presented in this report serve as a strategic tool to drive informed decision-making, ensure transparency in AI applications, and align with evolving industry needs.

As the legal industry navigates the future of AI, Alexi is committed to being at the forefront of innovation, ensuring that automation enhances legal workflows without compromising expertise, fairness, or trust.

Demographics & Survey Methodology

Age Distribution

39%	Generation Z (1997-2006) (777 respondents)
61%	Millennials (1981-1996) (1,223 respondents)
0%	Generation X (1965-1980) (No respondents)

Gender Distribution

39%	Male (770 respondents)
60%	Female (1,209 respondents)
1%	Other (21 respondents)

Geographic Breakdown

50% from the United States
(1,000 respondents)

20% Northeast
(200 respondents)

29% Southeast
(293 respondents)

17% Southwest
(170 respondents)

20% Midwest
(197 respondents)

14% West
(140 respondents)

50% from Canada
(1,000 respondents)

14% British Columbia
(136 respondents)

15% Alberta
(145 respondents)

7% Saskatchewan/Manitoba
(73 respondents)

47% Ontario
(466 respondents)

12% Quebec
(116 respondents)

6% Atlantic provinces
(64 respondents)

AI Disruption Across Industries

Which industries will AI disrupt the most by 2030?

39%

Media/Entertainment
(785 respondents)

32%

Education
(648 respondents)

26%

Retail & E-commerce
(515 respondents)

25%

**Healthcare, Financial Services, &
Manufacturing/Supply Chain**
(494-509 respondents)

16%

Legal Industry
(322 respondents)

(US) 17%; highest in Hawaii (50%) and New Mexico (40%)
(Canada) 15%; highest in British Columbia (20%)
and Saskatchewan/Manitoba (19%)

16%

No disruption expected
(321 respondents)

Trust & AI Decision-Making

Where are people comfortable with AI making decisions?



Financial Services
(421 respondents)



Education
(412 respondents)



Hiring Processes
(406 respondents)



Healthcare Treatment Plans
(284 respondents)



Human Resources
(329 respondents)



Legal Services
(236 respondents)

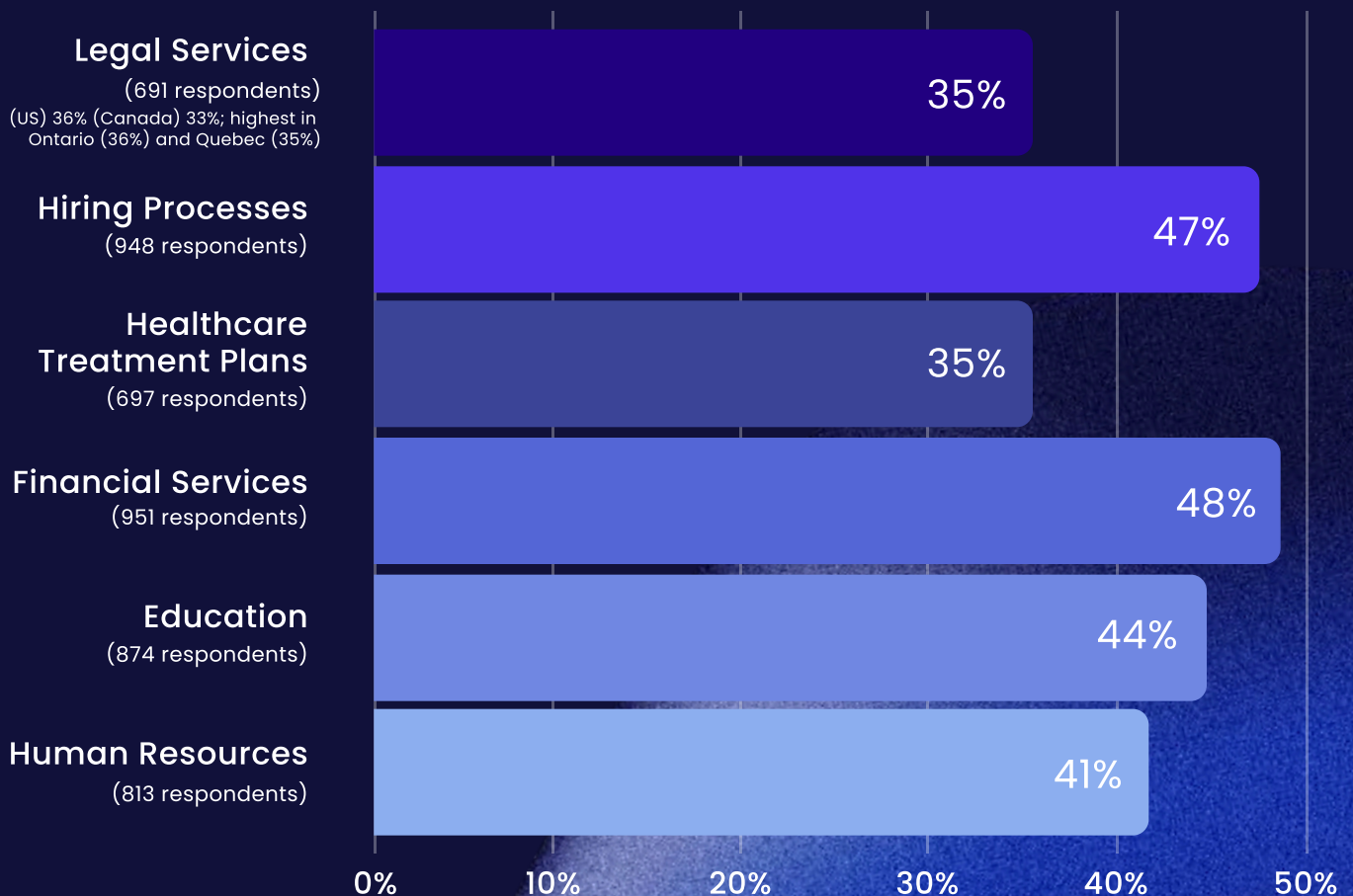
(US) 10%; most comfortable in Hawaii (50%), Iowa (40%), and Mississippi (33%)
(Canada) 13%; most comfortable in Alberta (15%) and Ontario (14%)



Uncertain or unwilling to let AI make decisions in any area
(832 respondents)

AI's Role in Legal & Other Professions

Will AI perform most human tasks by 2025?



Skepticism remains

In most categories, more respondents believe AI will not perform these tasks than those who believe it will.

AI & Emotional Intelligence

Will AI have emotional intelligence by 2025?

Very likely

15%

(299 respondents)
(US) 19% | (Canada) 11%

Somewhat likely

29%

(573 respondents)
(US) 27% | (Canada) 31%

Somewhat unlikely

18%

(351 respondents)
(US) 14% | (Canada) 21%

Very unlikely

16%

(315 respondents)
(US) 16% | (Canada) 15%

AI Literacy & Education

Should AI literacy be taught in schools by 2026?



Yes

(1,046 respondents)

(US) 45%; highest support in New York (53%) and Massachusetts (46%)

(Canada) 60%; highest support in Alberta (64%), Quebec (64%), and British Columbia (63%)

No



(605 respondents)

Unsure



(349 respondents)

Public Sentiment on AI Adoption & Trends

Which AI trends excite people most?

Generative AI for Creative Content

(621 respondents)

31%

AI-Powered Software Development

(496 respondents)

25%

AI in Healthcare & Biotechnology

(447 respondents)

22%

Predictive AI for Decision-Making

(442 respondents)

22%

AI speeding Up legal Processes

(339 respondents)
(US) 15% (Canada) 19%

17%

Autonomous AI Agents

309 respondents)

15%

Not Excited About AI Trends

505 respondents)

25%

Hope for AI's Impact on Work & Life

Which industries will AI disrupt the most by 2030?

Yes

44%

(877 respondents)

(US) 39%; highest optimism in North Dakota (100%), Connecticut (80%), and Vermont (75%)
(Canada) 48%; highest in Saskatchewan/Manitoba (56%) and Alberta (55%)

No

35%

(708 respondents)

Unsure

21%

(415 respondents)

AI Adoption in Personal Life

How likely are people to adopt AI-driven technologies?

Very likely



19%

(385 respondents)

(Canada) 20%; highest in Alberta (25%) and Saskatchewan/Manitoba (27%)
(US) 18%; highest in Hawaii (50%), Rhode Island (33%), and Ohio (33%)

Somewhat likely



33%

(668 respondents)

Very unlikely



13%

(264 respondents)

(US) 27% | (Canada) 31%

Somewhat unlikely



8%

(169 respondents)

Neither likely nor unlikely



26%

(514 respondents)

Conclusion

The insights in this report highlight both the enthusiasm and hesitation surrounding AI adoption across industries, particularly in legal services. While AI is expected to revolutionize various sectors, trust remains a significant barrier—especially when it comes to decision-making in law, finance, and healthcare.

For AI to gain wider acceptance, transparency, education, and clear demonstrations of value will be crucial. As AI technology continues to evolve, maintaining an open dialogue with professionals, businesses, and the public will be essential. Alexi remains committed to bridging the trust gap and ensuring that AI enhances—rather than replaces—human expertise in the legal profession.