# AI Survey – BC Residents

**WELCOME SECTION**

**[TEXT CARD]**  
Hey there! 👋 Welcome!  
[BUTTON] Hey! 👋

**[TEXT CARD]**

AI is becoming part of daily life in big and small ways—from smart assistants to climate tech. As a BC resident, your voice matters in shaping how it all unfolds. 🌱  
We’re curious to hear how you see AI’s role in your life, community, and province.

**[TEXT CARD]**

There are no right or wrong answers here—just your honest take. Ready to dive in?

[BUTTON] Let’s get started!

**DEMO SECTION**

**[TEXT CARD]**

Before we start...

**[SINGLE CHOICE]**

**Which area of British Columbia do you currently live in? 📍**

* Prince George
* Kelowna
* Vancouver / Lower Mainland
* Victoria
* I live elsewhere in British Columbia [ANCHOR] **- TERMINATE**
* I do not live in British Columbia [ANCHOR] **– TERMINATE**

**[DQ TEXT CARD]**Thank you for your willingness to participate. At this time, we are unable to use your responses.

Please click "Finish 🏁" to wrap-up this chat.

[BUTTON] Finish 🏁

**MAIN SECTION**

**[TEXT CARD]**

To kick things off…

**[SINGLE CHOICE] How would you describe your own experience with AI?**

• No experience – I haven’t really used AI and don’t know much about it.  
• Aware but not a user – I’ve heard about AI but haven’t used it myself.  
• Occasional user – I’ve tried a few tools like ChatGPT or an AI art app.  
• Regular user – I use AI often for work or personal stuff.  
• Expert/Developer – I work with or build AI tools.

**[TEXT CARD]**

Now let’s get a little creative...

**[SINGLE CHOICE] If your experience with AI were an animal, what would it be?**[RANDOMIZE]

• Owl – Wise and curious  
• Tiger – Bold and powerful  
• Snail – Slow but steady  
• Chameleon – Always adapting  
• Octopus – Multi-tasking and complex

• Other (please specify) [ANCHOR]  
• I have no idea! [ANCHOR]

**[OPEN END TEXT] You chose “Other” — what other animal would your experience with AI be?**

**[SINGLE CHOICE] What’s your overall feeling about how AI is affecting society?**

• Mostly optimistic – I think it’ll do more good than harm.  
• Mixed/neutral – I see both the good and the bad.  
• Mostly concerned – I’m more worried about the downsides.  
• Not sure – I haven’t formed a strong opinion yet.

**[TEXT CARD]**

Thinking about British Columbia in the next 5–10 years…

**[MULTI-CHOICE] Where do you think AI will make the biggest positive impact ~~the biggest difference~~? (Pick up to 3)**

• Healthcare and medicine  
• Environment and climate  
• Arts, culture, and media  
• Jobs and the economy  
• Government and public services  
• Other (please specify) [ANCHOR]  
• Not sure [ANCHOR] [EXCLUSIVE]

**[OPEN END TEXT] You chose “Other” — where else do you see AI having a major positive impact ~~a big impact?~~**

**[MULTI-CHOICE] Where do you think AI will make the biggest negative impact? (Pick up to 3)**

• Healthcare and medicine  
• Environment and climate  
• Arts, culture, and media  
• Jobs and the economy  
• Government and public services  
• Other (please specify) [ANCHOR]  
• Not sure [ANCHOR] [EXCLUSIVE]

**[OPEN END TEXT] You chose “Other” — where else do you see AI having a major negative impact~~?~~**

**[SINGLE CHOICE] If AI created a work of art, what would its vibe be?**[RANDOMIZE]

• Classical symphony – structured and elegant  
• Punk rock – rebellious and raw  
• Sci-fi epic – bold and futuristic  
• Pop hit – catchy and accessible  
• Nature documentary – grounded and wise  
• Abstract installation – weird but interesting  
• Other (please specify) [ANCHOR]

• Not sure [ANCHOR]

**[OPEN END TEXT] You chose “Other” —** **what else would be the vibe an AI created artwork?**

**[SINGLE CHOICE] When it comes to creative fields in BC, how do you think AI will play a role?**

• Mostly enhance creativity – AI tools will boost creative output.  
• Mostly harm creativity – AI might replace or devalue artists’ work.  
• Mixed effects – Some help, some harm.  
• Little impact – Creativity will stay mostly human.  
• Not sure

**[SINGLE CHOICE] What about AI and the environment—what’s your take?**

• Very helpful – AI can be a powerful tool for tackling climate issues.  
• Helpful, if used responsibly – It depends on good management.  
• Not much impact – It won’t make a big difference.  
• Could be harmful – AI might worsen things (e.g., energy use).  
• Not sure

**[VIDEO OR TEXT OPEN END] What’s your biggest hope for how AI could help your community or BC as a whole?** *You can also record a quick video. 📸* **[TEXT CARD]**   
Got it. 🤝

**[SINGLE CHOICE] And jobs in BC—what do you think AI’s influence will be?**

• It’ll create more jobs than it takes away.  
• It’ll eliminate more jobs than it creates.  
• It’ll mostly change jobs—not create or destroy them outright.  
• It won’t make much difference overall.  
• Not sure

**[SINGLE CHOICE] If you could give AI one superpower to help your community, what would it be?**[RANDOMIZE]

• Solving tough local problems  
• Supporting elders and caregivers  
• Fighting climate change  
• Promoting Indigenous knowledge  
• Making public services smarter

• Other (please specify) [ANCHOR]

• I’d take AI’s powers away! [ANCHOR]  
• Not sure [ANCHOR]

**[OPEN END TEXT] You chose “Other” —** **what other superpower would you give AI to help your community?**

**[MULTI-CHOICE] Who do you think will gain the most from advances in AI? (Pick up to 3)** [RANDOMIZE]

• Large corporations  
• Small businesses and startups  
• The general public  
• Everyone equally  
• Other (please specify) [ANCHOR]  
• Not sure [ANCHOR] [EXCLUSIVE]

**[OPEN END TEXT]** You picked “Other” — **who do you think will gain the most from advances in AI and and why?**

**[MULTI-CHOICE] Who do you trust most to guide AI development in the public’s best interest? (Pick up to 3)**

• Government and public institutions  
• Tech industry leaders  
• Academic and research institutions  
• Community and Indigenous leaders  
• Other (please specify)  
• None of the above  
• Not sure

**[OPEN END TEXT]** You selected “Other” — **who do you trust most to guide AI development in the public’s best interest and and why?**

**[VIDEO OR TEXT OPEN END] What worries you most about AI’s impact—on your life or society in general?** *You can also record a quick video. 📸*

**[TEXT CARD]**   
Noted! 📝

**[SINGLE CHOICE] What should the BC government’s role be when it comes to managing AI?**

• Strong regulation – Focus on safety and ethics, even if it slows innovation.  
• Hands-off promotion – Support innovation with minimal rules.  
• Balanced approach – Encourage innovation and set smart rules.  
• No special action – Let AI evolve on its own.  
• Not sure

**[MULTI-CHOICE] What matters most to you when thinking about BC’s AI future? (Pick up to 3)** [RANDOMIZE]

• Ethical and unbiased AI  
• Privacy and data protection  
• Economic growth and innovation  
• Social and environmental good  
• Inclusivity and accessibility  
• Other (please specify) [ANCHOR]   
• Not sure [ANCHOR] [EXCLUSIVE]

**[OPEN END TEXT] You chose “Other” — what else should be a top priority?**

**[TEXT CARD]**

Almost there! 🎯

Just two questions left! Share a quick video or type your thoughts - It's up to you.

**[VIDEO OR TEXT OPEN END] How should Indigenous communities be involved in shaping the future of AI in BC?**

**[VIDEO OR TEXT OPEN END]** And lastly, **If you could give BC’s leaders one piece of advice to make AI work for everyone, what would it be?**

**END SECTION**

**[TEXT CARD]**

Thanks for sharing your thoughts with us. 🧠  
Every perspective helps shape a smarter, more thoughtful AI future for BC!