

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
Unweighted Sample	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of each of the following kinds of companies?

Artificial intelligence (AI) companies

Very favourable	3	3	3	1	3	1	2	3	4	2	3	4	2	2	3	3	3
Somewhat favourable	13	15	13	11	14	9	12	12	14	12	10	16	12	9	17	12	9
TOTAL FAVOURABLE	16	18	16	12	17	10	14	15	18	14	13	20	14	11	20	15	12
Neither favourable nor unfavourable	22	24	18	20	28	21	21	25	23	21	13	23	24	23	22	21	25
Somewhat unfavourable	27	29	29	33	25	15	28	27	24	29	24	23	29	32	28	28	26
Very unfavourable	32	26	35	33	27	53	34	29	32	33	47	31	30	31	28	32	33
TOTAL UNFAVOURABLE	59	55	64	66	52	68	62	56	56	62	71	54	59	63	56	60	59
Don't know	3	3	2	2	3	1	2	4	3	4	4	4	3	3	2	5	4

[The following questions were shown to respondents randomly, in arrays of 10]

Big Tech' companies

[N=2128]

Very favourable	2	3	2	1	0	0	1	1	2	1	3	2	1	1	1	3	0
Somewhat favourable	12	15	11	9	16	8	11	12	14	10	12	14	12	10	14	12	11
TOTAL FAVOURABLE	14	18	13	10	16	8	12	13	16	11	15	16	13	11	15	15	11
Neither favourable nor unfavourable	31	40	25	31	37	13	28	36	31	32	20	31	34	35	28	34	36
Somewhat unfavourable	29	27	33	28	23	39	32	30	27	31	30	27	30	32	33	29	26
Very unfavourable	21	11	27	28	18	38	26	16	23	20	28	21	22	18	21	19	21
TOTAL UNFAVOURABLE	50	38	60	56	41	77	58	46	50	51	58	48	52	50	54	48	47
Don't know	4	4	3	3	5	2	2	5	3	5	7	5	2	4	3	4	5

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Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of each of the following kinds of companies?

Artificial intelligence (AI) companies

Very favourable	3	3	2	5	3	3	4	2	10	2	1	1	1
Somewhat favourable	13	13	12	12	12	12	13	14	31	19	13	7	3
TOTAL FAVOURABLE	16	16	14	17	15	15	17	16	41	21	14	8	4
Neither favourable nor unfavourable	22	22	23	19	20	22	23	24	25	26	29	21	17
Somewhat unfavourable	27	26	28	28	26	30	26	25	21	33	33	24	26
Very unfavourable	32	32	33	34	34	30	31	33	13	19	22	45	50
TOTAL UNFAVOURABLE	59	58	61	62	60	60	57	58	34	52	55	69	76
Don't know	3	3	2	2	5	3	3	2	2	1	3	2	4

[The following questions were shown to respondents randomly, in arrays of 10]

Big Tech' companies

[N=2128]

Very favourable	2	1	1	3	1	2	3	1	5	0	0	2	0
Somewhat favourable	12	12	16	12	10	15	10	12	23	14	10	11	6
TOTAL FAVOURABLE	14	13	17	15	11	17	13	13	28	14	10	13	6
Neither favourable nor unfavourable	31	31	32	37	26	34	25	35	30	28	39	30	32
Somewhat unfavourable	29	29	25	28	31	23	30	31	23	35	26	33	30
Very unfavourable	21	22	22	17	24	22	26	19	17	20	21	19	27
TOTAL UNFAVOURABLE	50	51	47	45	55	45	56	50	40	55	47	52	57
Don't know	4	5	3	4	7	4	4	3	2	3	4	5	4

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Weighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																	

Social media companies

[N=2175]

Very favourable	1	1	2	0	2	2	1	1	2	1	2	2	1	0	1	2	1
Somewhat favourable	8	7	8	5	12	4	5	7	7	8	16	8	6	5	7	9	7
TOTAL FAVOURABLE	9	8	10	5	14	6	6	8	9	9	18	10	7	5	8	11	8
Neither favourable nor unfavourable	25	25	22	15	29	19	22	28	21	28	19	24	29	26	22	24	29
Somewhat unfavourable	32	32	31	38	29	43	33	31	30	34	33	30	30	35	34	32	28
Very unfavourable	32	33	35	39	25	32	38	32	38	26	23	33	34	33	35	32	31
TOTAL UNFAVOURABLE	64	65	66	77	54	75	71	63	68	60	56	63	64	68	69	64	59
Don't know	2	2	2	2	3	0	1	2	2	2	7	2	1	2	2	2	2

Supermarket chains

[N=2141]

Very favourable	5	5	5	5	4	1	3	5	5	5	4	5	4	5	5	4	5
Somewhat favourable	35	43	38	30	37	22	32	38	34	36	37	35	31	38	34	35	36
TOTAL FAVOURABLE	40	48	43	35	41	23	35	43	39	41	41	40	35	43	39	39	41
Neither favourable nor unfavourable	40	41	38	43	42	45	44	38	40	41	39	38	44	42	41	43	39
Somewhat unfavourable	14	9	16	14	10	25	15	13	15	12	15	14	15	10	15	11	13
Very unfavourable	4	1	3	7	6	7	5	5	6	3	3	5	5	4	4	4	6
TOTAL UNFAVOURABLE	18	10	19	21	16	32	20	18	21	15	18	19	20	14	19	15	19
Don't know	2	1	1	1	2	0	1	1	1	3	3	4	1	0	1	2	2

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Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Social media companies

[N=2175]

Very favourable	1	1	0	2	2	1	2	1	3	1	1	2	0
Somewhat favourable	8	7	6	11	7	8	6	8	11	8	9	11	5
TOTAL FAVOURABLE	9	8	6	13	9	9	8	9	14	9	10	13	5
Neither favourable nor unfavourable	25	25	28	25	26	25	20	25	24	23	27	27	24
Somewhat unfavourable	32	32	35	27	32	29	36	32	34	34	33	26	32
Very unfavourable	32	32	31	32	31	33	33	32	27	32	28	31	38
TOTAL UNFAVOURABLE	64	64	66	59	63	62	69	64	61	66	61	57	70
Don't know	2	2	0	2	3	3	3	1	1	2	1	2	1

Supermarket chains

[N=2141]

Very favourable	5	5	3	6	4	4	8	4	7	4	4	3	4
Somewhat favourable	35	35	30	34	33	34	38	36	41	40	41	32	32
TOTAL FAVOURABLE	40	40	33	40	37	38	46	40	48	44	45	35	36
Neither favourable nor unfavourable	40	41	44	36	41	41	36	42	33	35	43	42	46
Somewhat unfavourable	14	13	17	15	14	14	13	13	13	15	9	16	12
Very unfavourable	4	4	3	6	5	5	2	4	4	5	3	5	4
TOTAL UNFAVOURABLE	18	17	20	21	19	19	15	17	17	20	12	21	16
Don't know	2	2	2	3	3	2	4	1	2	1	1	2	1

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																	

Water utility companies

[N=2120]

Very favourable	1	1	2	1	0	0	0	1	1	1	2	2	1	1	0	1	2
Somewhat favourable	8	9	10	4	6	5	5	8	9	8	14	10	5	7	6	9	10
TOTAL FAVOURABLE	9	10	12	5	6	5	5	9	10	9	16	12	6	8	6	10	12
Neither favourable nor unfavourable	25	24	21	22	25	16	22	23	20	30	34	26	23	22	21	23	29
Somewhat unfavourable	27	28	26	33	28	23	28	29	26	28	21	25	31	28	30	28	24
Very unfavourable	36	37	39	40	39	54	43	38	42	29	21	34	39	41	40	36	33
TOTAL UNFAVOURABLE	63	65	65	73	67	77	71	67	68	57	42	59	70	69	70	64	57
Don't know	3	2	2	1	2	2	1	1	2	4	9	3	2	1	2	3	2

Energy utility companies

[N=2158]

Very favourable	1	1	2	0	0	0	1	1	1	1	1	1	1	1	1	2	1
Somewhat favourable	9	14	8	9	8	6	9	8	9	10	11	8	7	12	9	11	9
TOTAL FAVOURABLE	10	15	10	9	8	6	10	9	10	11	12	9	8	13	10	13	10
Neither favourable nor unfavourable	33	37	30	40	30	26	33	32	31	35	35	32	31	36	32	33	36
Somewhat unfavourable	31	30	35	29	32	36	34	32	30	31	26	28	37	30	33	31	29
Very unfavourable	23	16	24	20	29	31	22	26	27	19	17	26	22	19	24	21	23
TOTAL UNFAVOURABLE	54	46	59	49	61	67	56	58	57	50	43	54	59	49	57	52	52
Don't know	3	2	2	2	1	2	1	1	2	4	10	4	1	1	2	3	3

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	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Water utility companies

[N=2120]

Very favourable	1	1	1	2	0	1	2	1	2	1	0	2	1
Somewhat favourable	8	8	2	15	10	8	8	7	11	9	7	10	7
TOTAL FAVOURABLE	9	9	3	17	10	9	10	8	13	10	7	12	8
Neither favourable nor unfavourable	25	24	32	31	26	26	24	22	24	24	20	25	27
Somewhat unfavourable	27	27	33	26	27	32	16	28	25	27	33	29	27
Very unfavourable	36	37	31	21	32	30	47	41	35	37	40	31	38
TOTAL UNFAVOURABLE	63	64	64	47	59	62	63	69	60	64	73	60	65
Don't know	3	3	1	6	4	2	3	2	2	2	1	4	1

Energy utility companies

[N=2158]

Very favourable	1	1	1	1	1	1	2	1	1	1	1	2	1
Somewhat favourable	9	9	10	12	9	10	7	9	12	9	8	7	10
TOTAL FAVOURABLE	10	10	11	13	10	11	9	10	13	10	9	9	11
Neither favourable nor unfavourable	33	33	35	35	31	36	30	34	33	34	26	34	34
Somewhat unfavourable	31	31	31	27	28	34	32	31	28	29	40	33	32
Very unfavourable	23	23	20	24	25	17	26	23	23	26	25	22	20
TOTAL UNFAVOURABLE	54	54	51	51	53	51	58	54	51	55	65	55	52
Don't know	3	3	3	2	6	2	3	2	2	1	0	3	3

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Tobacco companies

[N=2135]

Very favourable	1	0	1	0	2	0	0	1	1	0	2	1	0	0	0	0	1
Somewhat favourable	2	2	2	2	3	1	1	2	2	2	4	3	2	1	2	2	2
TOTAL FAVOURABLE	3	2	3	2	5	1	1	3	3	2	6	4	2	1	2	2	3
Neither favourable nor unfavourable	16	19	11	10	25	13	12	20	19	13	10	18	18	13	12	16	20
Somewhat unfavourable	21	23	21	23	21	26	19	21	21	21	32	22	17	20	20	19	22
Very unfavourable	57	55	64	64	47	60	68	54	55	60	45	54	62	65	65	60	50
TOTAL UNFAVOURABLE	78	78	85	87	68	86	87	75	76	81	77	76	79	85	85	79	72
Don't know	3	1	2	1	2	0	1	1	2	3	8	4	1	1	1	3	4

Gambling companies

[N=2151]

Very favourable	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Somewhat favourable	3	3	3	2	3	1	2	3	4	2	4	3	2	2	3	3	2
TOTAL FAVOURABLE	3	3	3	2	4	1	2	3	4	2	4	3	3	2	3	3	2
Neither favourable nor unfavourable	17	22	11	11	22	6	12	18	20	13	12	19	18	12	13	18	20
Somewhat unfavourable	25	25	24	25	28	24	21	26	24	25	26	27	21	24	23	24	26
Very unfavourable	54	48	60	62	43	68	63	51	50	58	52	48	57	61	59	54	49
TOTAL UNFAVOURABLE	79	73	84	87	71	92	84	77	74	83	78	75	78	85	82	78	75
Don't know	2	1	1	0	4	1	1	1	2	2	6	2	1	1	1	1	2

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	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Tobacco companies

[N=2135]

Very favourable	1	1	1	2	1	1	0	0	1	1	1	1	0
Somewhat favourable	2	2	2	2	1	3	4	2	3	2	0	4	2
TOTAL FAVOURABLE	3	3	3	4	2	4	4	2	4	3	1	5	2
Neither favourable nor unfavourable	16	15	31	14	13	18	14	15	13	12	10	16	21
Somewhat unfavourable	21	21	19	27	20	22	21	21	22	24	23	26	18
Very unfavourable	57	58	45	54	60	54	55	60	59	59	64	51	58
TOTAL UNFAVOURABLE	78	79	64	81	80	76	76	81	81	83	87	77	76
Don't know	3	3	3	2	5	3	5	1	1	3	2	2	2

Gambling companies

[N=2151]

Very favourable	0	0	0	0	0	1	0	0	1	1	0	0	0
Somewhat favourable	3	2	2	7	2	4	2	2	3	2	0	6	3
TOTAL FAVOURABLE	3	2	2	7	2	5	2	2	4	3	0	6	3
Neither favourable nor unfavourable	17	16	18	17	15	23	16	15	19	13	13	15	17
Somewhat unfavourable	25	24	30	23	22	22	22	28	22	26	33	29	24
Very unfavourable	54	55	47	51	59	48	56	54	55	58	53	49	55
TOTAL UNFAVOURABLE	79	79	77	74	81	70	78	82	77	84	86	78	79
Don't know	2	2	3	2	2	2	4	1	0	2	0	1	2

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	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																	

Oil and gas extraction companies

[N=2190]

Very favourable	3	7	3	0	7	1	2	5	6	1	2	3	3	5	3	3	3
Somewhat favourable	13	26	8	6	19	2	9	19	16	9	8	9	15	20	14	13	14
TOTAL FAVOURABLE	16	33	11	6	26	3	11	24	22	10	10	12	18	25	17	16	17
Neither favourable nor unfavourable	31	38	24	27	38	15	27	37	29	33	13	30	34	37	27	35	35
Somewhat unfavourable	22	14	25	30	16	30	26	18	19	25	25	24	23	18	24	22	21
Very unfavourable	26	10	36	34	16	51	34	16	27	25	45	30	23	15	29	21	22
TOTAL UNFAVOURABLE	48	24	61	64	32	81	60	34	46	50	70	54	46	33	53	43	43
Don't know	4	5	4	3	4	1	2	4	3	6	7	5	3	5	3	5	5

News media companies

[N=2117]

Very favourable	1	3	2	0	1	1	1	0	2	1	1	1	2	1	1	2	1
Somewhat favourable	11	14	13	11	8	6	11	10	11	11	14	10	9	13	12	8	10
TOTAL FAVOURABLE	12	17	15	11	9	7	12	10	13	12	15	11	11	14	13	10	11
Neither favourable nor unfavourable	34	37	32	36	29	35	31	36	32	36	33	32	35	36	34	31	38
Somewhat unfavourable	30	28	32	35	32	32	34	28	30	31	31	32	29	29	31	32	30
Very unfavourable	20	17	19	16	28	21	21	24	24	17	11	22	23	19	20	24	19
TOTAL UNFAVOURABLE	50	45	51	51	60	53	55	52	54	48	42	54	52	48	51	56	49
Don't know	3	1	3	1	2	5	2	2	2	4	10	3	1	2	2	4	2

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	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Oil and gas extraction companies

[N=2190]

Very favourable	3	3	5	5	2	5	3	3	5	3	2	5	3
Somewhat favourable	13	12	13	18	9	16	8	14	14	12	6	12	15
TOTAL FAVOURABLE	16	15	18	23	11	21	11	17	19	15	8	17	18
Neither favourable nor unfavourable	31	31	40	28	35	28	30	30	28	27	29	28	34
Somewhat unfavourable	22	23	15	19	22	26	21	23	22	27	34	23	19
Very unfavourable	26	26	27	26	25	22	32	26	27	28	24	29	26
TOTAL UNFAVOURABLE	48	49	42	45	47	48	53	49	49	55	58	52	45
Don't know	4	5	2	4	7	4	6	4	3	4	5	3	4

News media companies

[N=2117]

Very favourable	1	1	4	0	1	1	4	1	4	1	1	1	0
Somewhat favourable	11	11	11	10	10	12	12	11	13	10	15	13	10
TOTAL FAVOURABLE	12	12	15	10	11	13	16	12	17	11	16	14	10
Neither favourable nor unfavourable	34	33	36	40	36	30	30	34	31	35	33	32	35
Somewhat unfavourable	30	30	30	32	27	34	29	31	29	35	29	28	30
Very unfavourable	20	21	20	14	23	20	20	21	22	18	20	23	22
TOTAL UNFAVOURABLE	50	51	50	46	50	54	49	52	51	53	49	51	52
Don't know	3	3	0	4	3	3	5	2	1	2	2	3	2

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
Unweighted Sample	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Arms manufacturers

[N=2168]

Very favourable	2	4	1	1	3	0	2	3	4	0	2	2	2	3	3	1	2
Somewhat favourable	9	17	7	7	16	1	5	13	12	6	8	7	9	13	9	8	9
TOTAL FAVOURABLE	11	21	8	8	19	1	7	16	16	6	10	9	11	16	12	9	11
Neither favourable nor unfavourable	31	40	25	27	42	13	25	38	32	29	22	28	35	36	27	31	38
Somewhat unfavourable	19	18	20	21	15	17	19	16	18	20	19	19	19	17	20	18	18
Very unfavourable	33	14	42	40	20	68	44	23	31	36	41	36	33	25	36	35	26
TOTAL UNFAVOURABLE	52	32	62	61	35	85	63	39	49	56	60	55	52	42	56	53	44
Don't know	6	6	6	4	5	1	4	6	3	9	8	7	3	7	4	7	6

Insurance providers

[N=2177]

Very favourable	1	2	1	1	1	0	1	1	2	1	1	1	2	1	2	1	2
Somewhat favourable	11	18	10	13	10	3	9	13	11	12	11	10	9	15	11	12	11
TOTAL FAVOURABLE	12	20	11	14	11	3	10	14	13	13	12	11	11	16	13	13	13
Neither favourable nor unfavourable	36	36	38	36	36	38	38	36	32	41	35	35	38	38	34	36	42
Somewhat unfavourable	30	30	30	32	33	36	32	31	31	30	26	30	31	32	35	31	26
Very unfavourable	17	13	19	15	17	18	19	16	23	12	17	19	19	12	17	17	15
TOTAL UNFAVOURABLE	47	43	49	47	50	54	51	47	54	42	43	49	50	44	52	48	41
Don't know	4	1	3	2	2	4	1	2	2	5	11	4	2	2	1	3	4

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Arms manufacturers

[N=2168]

Very favourable	2	2	2	1	2	4	1	2	3	2	1	1	2
Somewhat favourable	9	9	5	10	9	10	8	9	9	10	5	9	9
TOTAL FAVOURABLE	11	11	7	11	11	14	9	11	12	12	6	10	11
Neither favourable nor unfavourable	31	31	32	26	31	34	28	31	29	26	31	31	33
Somewhat unfavourable	19	19	16	21	17	17	23	19	22	20	31	19	15
Very unfavourable	33	33	35	38	33	28	39	33	32	38	27	33	35
TOTAL UNFAVOURABLE	52	52	51	59	50	45	62	52	54	58	58	52	50
Don't know	6	6	9	4	8	7	2	6	5	5	6	7	5

Insurance providers

[N=2177]

Very favourable	1	1	3	1	1	3	1	1	2	1	1	1	1
Somewhat favourable	11	11	9	14	11	12	10	11	11	11	8	13	12
TOTAL FAVOURABLE	12	12	12	15	12	15	11	12	13	12	9	14	13
Neither favourable nor unfavourable	36	37	36	30	34	37	37	39	29	38	35	34	39
Somewhat unfavourable	30	30	35	35	30	30	25	31	35	32	37	28	29
Very unfavourable	17	17	14	19	19	15	20	16	20	17	15	18	17
TOTAL UNFAVOURABLE	47	47	49	54	49	45	45	47	55	49	52	46	46
Don't know	4	4	2	1	5	3	6	3	2	1	4	5	3

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
Unweighted Sample	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fast food companies

[N=2142]

Very favourable	2	1	2	0	2	0	1	2	2	2	7	2	1	1	2	2	1
Somewhat favourable	12	13	11	7	15	6	11	11	13	12	15	18	9	6	13	8	15
TOTAL FAVOURABLE	14	14	13	7	17	6	12	13	15	14	22	20	10	7	15	10	16
Neither favourable nor unfavourable	34	38	34	28	31	25	31	37	36	32	28	36	35	31	30	34	39
Somewhat unfavourable	31	30	32	44	26	39	34	32	30	33	33	28	31	36	33	36	28
Very unfavourable	18	16	19	20	25	29	21	19	18	19	16	12	22	26	20	19	16
TOTAL UNFAVOURABLE	49	46	51	64	51	68	55	51	48	52	49	40	53	62	53	55	44
Don't know	2	1	2	1	1	0	1	0	1	3	1	3	2	1	2	2	2

Luxury fashion & beauty companies

[N=2155]

Very favourable	2	3	2	1	1	0	1	1	2	2	4	2	2	0	2	1	2
Somewhat favourable	12	10	12	13	13	10	10	10	9	15	16	17	9	6	15	10	10
TOTAL FAVOURABLE	14	13	14	14	14	10	11	11	11	17	20	19	11	6	17	11	12
Neither favourable nor unfavourable	39	45	39	35	42	30	38	43	39	40	27	38	46	39	36	43	43
Somewhat unfavourable	28	29	28	31	26	36	32	28	28	28	29	26	25	34	29	28	26
Very unfavourable	15	11	15	19	14	23	17	15	20	11	16	14	16	17	15	13	16
TOTAL UNFAVOURABLE	43	40	43	50	40	59	49	43	48	39	45	40	41	51	44	41	42
Don't know	3	2	3	1	3	2	2	2	3	3	7	3	2	3	2	4	4

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Fast food companies

[N=2142]

Very favourable	2	2	1	2	2	4	0	2	3	2	1	2	1
Somewhat favourable	12	13	7	14	14	11	14	11	20	13	10	14	8
TOTAL FAVOURABLE	14	15	8	16	16	15	14	13	23	15	11	16	9
Neither favourable nor unfavourable	34	33	43	36	34	32	30	34	30	29	38	34	37
Somewhat unfavourable	31	31	31	34	28	34	32	32	31	35	33	33	32
Very unfavourable	18	19	15	15	19	18	20	20	15	20	17	16	21
TOTAL UNFAVOURABLE	49	50	46	49	47	52	52	52	46	55	50	49	53
Don't know	2	2	2	0	3	2	4	1	1	1	1	1	1

Luxury fashion & beauty companies

[N=2155]

Very favourable	2	2	2	3	2	2	1	2	5	1	2	2	1
Somewhat favourable	12	12	12	11	11	10	20	11	21	15	12	13	6
TOTAL FAVOURABLE	14	14	14	14	13	12	21	13	26	16	14	15	7
Neither favourable nor unfavourable	39	39	41	37	37	43	37	40	34	39	37	39	43
Somewhat unfavourable	28	28	30	26	26	31	24	30	26	29	30	29	29
Very unfavourable	15	15	14	18	20	12	11	15	13	14	16	15	18
TOTAL UNFAVOURABLE	43	43	44	44	46	43	35	45	39	43	46	44	47
Don't know	3	3	0	4	5	1	6	2	2	2	3	1	3

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
Unweighted Sample	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fast fashion companies

[N=2142]

Very favourable	1	1	1	0	0	0	1	0	1	1	0	1	1	0	1	1	0
Somewhat favourable	6	6	7	4	5	5	5	6	5	7	8	8	5	4	7	6	6
TOTAL FAVOURABLE	7	7	8	4	5	5	6	6	6	8	8	9	6	4	8	7	6
Neither favourable nor unfavourable	28	28	23	23	38	12	23	32	30	26	17	28	29	30	23	31	33
Somewhat unfavourable	30	35	30	31	31	30	29	32	28	32	34	26	34	31	30	30	29
Very unfavourable	30	24	33	40	20	51	38	24	30	30	36	30	27	29	35	27	25
TOTAL UNFAVOURABLE	60	59	63	71	51	81	67	56	58	62	70	56	61	60	65	57	54
Don't know	6	5	5	3	4	2	4	5	6	5	5	6	5	6	5	6	6

Pornography companies

[N=2082]

Very favourable	2	1	3	0	3	0	2	2	3	0	1	3	2	0	1	2	3
Somewhat favourable	5	4	5	4	5	7	5	4	8	1	3	8	3	1	6	3	5
TOTAL FAVOURABLE	7	5	8	4	8	7	7	6	11	1	4	11	5	1	7	5	8
Neither favourable nor unfavourable	25	25	24	20	26	21	26	25	36	15	16	32	27	14	25	25	28
Somewhat unfavourable	19	18	21	18	22	27	20	19	19	18	23	20	19	15	21	18	17
Very unfavourable	46	50	45	55	43	41	45	48	31	61	49	33	47	68	45	50	44
TOTAL UNFAVOURABLE	65	68	66	73	65	68	65	67	50	79	72	53	66	83	66	68	61
Don't know	3	2	3	3	2	4	2	1	2	5	7	5	2	1	3	4	4

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Fast fashion companies

[N=2142]

Very favourable	1	1	0	2	1	0	0	0	1	1	0	1	0
Somewhat favourable	6	7	4	5	5	6	10	6	11	6	4	8	4
TOTAL FAVOURABLE	7	8	4	7	6	6	10	6	12	7	4	9	4
Neither favourable nor unfavourable	28	27	38	30	26	31	25	27	27	28	25	23	30
Somewhat unfavourable	30	30	28	31	28	29	28	32	29	33	38	30	29
Very unfavourable	30	30	25	26	33	26	31	31	26	29	27	34	31
TOTAL UNFAVOURABLE	60	60	53	57	61	55	59	63	55	62	65	64	60
Don't know	6	6	6	6	8	7	4	4	4	3	6	4	6

Pornography companies

[N=2082]

Very favourable	2	2	0	3	3	1	1	1	2	2	1	1	1
Somewhat favourable	5	5	4	3	5	4	4	5	7	7	3	5	2
TOTAL FAVOURABLE	7	7	4	6	8	5	5	6	9	9	4	6	3
Neither favourable nor unfavourable	25	25	17	28	27	27	21	25	27	23	24	28	25
Somewhat unfavourable	19	19	20	19	18	18	19	20	19	21	26	18	17
Very unfavourable	46	46	56	45	45	47	45	46	41	44	43	45	52
TOTAL UNFAVOURABLE	65	65	76	64	63	65	64	66	60	65	69	63	69
Don't know	3	4	3	2	3	2	9	3	4	3	2	3	2

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Alcohol companies

[N=2105]

Very favourable	2	1	1	0	4	0	2	2	4	1	5	2	2	2	1	1	3
Somewhat favourable	15	22	16	12	17	8	15	17	17	12	10	16	15	15	18	13	14
TOTAL FAVOURABLE	17	23	17	12	21	8	17	19	21	13	15	18	17	17	19	14	17
Neither favourable nor unfavourable	48	50	47	51	52	49	50	51	49	48	42	44	53	53	47	52	51
Somewhat unfavourable	19	17	21	26	12	22	21	15	16	21	20	20	16	18	20	18	18
Very unfavourable	14	9	14	10	12	19	12	13	13	15	20	15	12	11	14	13	11
TOTAL UNFAVOURABLE	33	26	35	36	24	41	33	28	29	36	40	35	28	29	34	31	29
Don't know	2	1	1	1	2	1	1	1	1	3	3	3	2	1	1	3	3

Pharmaceutical companies

[N=2162]

Very favourable	4	7	4	7	4	3	4	5	5	4	7	4	3	6	4	4	4
Somewhat favourable	24	31	25	24	20	20	20	27	23	25	30	20	22	29	26	23	21
TOTAL FAVOURABLE	28	38	29	31	24	23	24	32	28	29	37	24	25	35	30	27	25
Neither favourable nor unfavourable	35	35	34	38	35	38	36	36	35	35	29	33	38	37	32	34	39
Somewhat unfavourable	21	18	22	17	20	19	25	19	21	21	17	24	21	15	23	19	20
Very unfavourable	13	7	14	14	20	19	14	13	15	12	10	14	15	11	13	16	12
TOTAL UNFAVOURABLE	34	25	36	31	40	38	39	32	36	33	27	38	36	26	36	35	32
Don't know	3	2	2	1	1	1	1	2	2	4	6	4	2	1	1	3	4

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Alcohol companies

[N=2105]

Very favourable	2	2	2	3	2	5	0	2	3	1	2	3	2
Somewhat favourable	15	15	14	16	13	17	18	14	19	16	10	12	14
TOTAL FAVOURABLE	17	17	16	19	15	22	18	16	22	17	12	15	16
Neither favourable nor unfavourable	48	48	55	52	49	47	40	49	42	50	55	48	50
Somewhat unfavourable	19	19	13	16	17	17	20	22	17	20	22	21	18
Very unfavourable	14	14	12	12	16	13	18	12	18	12	12	13	14
TOTAL UNFAVOURABLE	33	33	25	28	33	30	38	34	35	32	34	34	32
Don't know	2	2	4	1	3	2	4	1	1	1	0	3	2

Pharmaceutical companies

[N=2162]

Very favourable	4	5	4	4	5	4	3	5	6	4	3	4	4
Somewhat favourable	24	24	25	19	22	24	27	25	23	26	27	24	23
TOTAL FAVOURABLE	28	29	29	23	27	28	30	30	29	30	30	28	27
Neither favourable nor unfavourable	35	35	33	34	33	35	31	38	30	35	35	30	39
Somewhat unfavourable	21	20	17	26	23	22	21	18	26	21	21	24	17
Very unfavourable	13	13	18	13	13	13	14	12	13	12	12	16	15
TOTAL UNFAVOURABLE	34	33	35	39	36	35	35	30	39	33	33	40	32
Don't know	3	3	3	3	4	2	4	2	1	2	1	2	3

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Banks

[N=2114]

Very favourable	3	4	4	2	2	1	3	3	3	4	5	2	3	5	2	5	3
Somewhat favourable	22	31	20	16	18	9	19	23	20	23	31	18	20	26	22	19	23
TOTAL FAVOURABLE	25	35	24	18	20	10	22	26	23	27	36	20	23	31	24	24	26
Neither favourable nor unfavourable	40	41	40	41	39	46	40	42	37	44	37	39	43	41	40	39	43
Somewhat unfavourable	23	19	25	29	26	25	25	22	26	20	18	25	23	20	26	24	18
Very unfavourable	10	5	9	12	12	17	13	9	13	7	5	12	10	8	9	12	11
TOTAL UNFAVOURABLE	33	24	34	41	38	42	38	31	39	27	23	37	33	28	35	36	29
Don't know	2	1	2	1	3	2	1	2	1	3	4	3	1	1	1	2	3

Estate agents

[N=2088]

Very favourable	1	2	2	0	1	0	1	1	2	1	0	2	1	1	1	2	1
Somewhat favourable	10	12	10	9	13	4	9	10	8	12	15	10	10	10	9	12	10
TOTAL FAVOURABLE	11	14	12	9	14	4	10	11	10	13	15	12	11	11	10	14	11
Neither favourable nor unfavourable	43	44	43	39	40	40	43	43	38	48	39	41	42	50	40	45	47
Somewhat unfavourable	26	25	28	35	28	29	30	28	29	24	23	27	28	25	30	25	25
Very unfavourable	15	15	15	13	16	24	16	16	20	11	9	17	17	13	18	14	13
TOTAL UNFAVOURABLE	41	40	43	48	44	53	46	44	49	35	32	44	45	38	48	39	38
Don't know	4	2	2	4	3	2	1	2	4	4	13	3	2	1	1	3	4

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Banks

[N=2114]

Very favourable	3	4	5	2	4	3	5	3	4	3	2	3	4
Somewhat favourable	22	21	23	28	19	23	21	21	28	23	18	22	20
TOTAL FAVOURABLE	25	25	28	30	23	26	26	24	32	26	20	25	24
Neither favourable nor unfavourable	40	41	38	37	44	39	33	42	30	41	45	39	46
Somewhat unfavourable	23	23	19	22	20	24	25	23	26	24	25	22	19
Very unfavourable	10	10	12	8	10	8	13	10	11	8	9	12	10
TOTAL UNFAVOURABLE	33	33	31	30	30	32	38	33	37	32	34	34	29
Don't know	2	2	2	2	3	2	4	1	0	1	1	2	1

Estate agents

[N=2088]

Very favourable	1	1	3	2	2	0	1	1	1	0	0	2	1
Somewhat favourable	10	10	15	13	11	12	11	7	12	11	12	13	8
TOTAL FAVOURABLE	11	11	18	15	13	12	12	8	13	11	12	15	9
Neither favourable nor unfavourable	43	43	46	47	42	45	36	44	37	41	52	41	48
Somewhat unfavourable	26	27	24	23	25	25	26	29	32	29	25	26	23
Very unfavourable	15	16	9	12	14	16	20	16	14	17	10	14	17
TOTAL UNFAVOURABLE	41	43	33	35	39	41	46	45	46	46	35	40	40
Don't know	4	4	3	3	5	2	6	3	3	2	1	4	3

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	4065	732	1045	374	439	238	1427	1451	1963	2102	427	1675	1004	959	1378	911	1215
	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say you are optimistic or pessimistic about the impact that artificial intelligence (AI) will have overall?

Very optimistic	2	2	2	2	1	2	2	2	3	2	1	3	1	1	2	2	1
Fairly optimistic	15	17	17	14	15	9	16	15	18	12	14	18	16	11	20	14	13
TOTAL OPTIMISTIC	17	19	19	16	16	11	18	17	21	14	15	21	17	12	22	16	14
Neither optimistic nor pessimistic	21	22	19	20	22	20	20	22	22	21	19	21	23	21	21	22	21
Fairly pessimistic	30	30	32	33	31	25	31	30	27	32	28	28	30	32	32	28	29
Very pessimistic	27	24	27	27	25	41	27	27	26	28	32	25	26	29	21	29	29
TOTAL PESSIMISTIC	57	54	59	60	56	66	58	57	53	60	60	53	56	61	53	57	58
Don't know	5	4	4	4	4	4	4	4	4	6	6	5	4	5	3	4	7

Do you ever use artificial intelligence (AI) tools or technology in your personal life or at work?

I currently use AI tools or technology	45	37	49	52	45	48	51	35	48	41	52	56	43	23	60	38	33
I have previously used AI tools or technology, but do not any more	14	9	16	14	12	15	13	12	13	15	23	16	12	8	12	15	14
I have never used AI tools or technology	34	46	28	31	39	34	30	47	33	36	21	22	35	61	23	41	44
Don't know	7	8	7	3	4	3	6	7	6	8	4	5	9	9	5	7	9

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say you are optimistic or pessimistic about the impact that artificial intelligence (AI) will have overall?

Very optimistic	2	2	1	3	2	2	2	2	8	1	0	0	1
Fairly optimistic	15	15	14	17	14	17	17	15	35	21	16	10	5
TOTAL OPTIMISTIC	17	17	15	20	16	19	19	17	43	22	16	10	6
Neither optimistic nor pessimistic	21	22	23	15	22	21	20	22	22	26	31	19	17
Fairly pessimistic	30	29	28	34	28	29	31	30	24	33	34	32	30
Very pessimistic	27	27	30	26	28	27	24	27	10	15	16	36	42
TOTAL PESSIMISTIC	57	56	58	60	56	56	55	57	34	48	50	68	72
Don't know	5	5	3	5	7	4	6	4	2	3	3	3	5

Do you ever use artificial intelligence (AI) tools or technology in your personal life or at work?

I currently use AI tools or technology	45	46	38	38	42	44	54	46	100	100	100	0	0
I have previously used AI tools or technology, but do not any more	14	13	18	17	15	12	11	14	0	0	0	100	0
I have never used AI tools or technology	34	34	35	40	35	36	28	34	0	0	0	0	100
Don't know	7	7	9	5	8	7	7	6	0	0	0	0	0

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
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	4065	655	1128	391	457	218	1582	1463	1792	2273	321	1465	1167	1112	1594	895	1006
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how often do you use artificial intelligence (AI) tools or technology, for any purpose?

[Asked only to respondents who currently use AI in their personal life/ work; N=1798]

Many times a day	20	23	19	16	20	18	19	20	22	19	18	25	16	11	24	19	14
Once or twice a day	23	22	23	26	21	20	24	23	25	21	20	25	20	22	25	22	24
Several times a week	25	21	23	27	27	26	24	22	26	23	32	22	25	24	24	21	27
Once or twice a week	17	17	20	16	11	22	18	17	15	18	19	13	21	20	15	19	19
Once or twice a month	11	12	10	10	16	9	11	14	8	13	7	9	13	15	9	14	13
Less often than this, even if it is very rarely	3	3	4	5	3	4	4	4	2	5	1	3	4	6	3	5	2
Don't know	1	2	1	0	1	1	1	1	1	1	2	1	1	1	1	1	2

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Survey Results

Sample size: 4065 adults in GB aged 18+

Fieldwork: 17th - 22nd September 2026

		Country			Region in England				Frequency of AI use				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Daily AI users	Weekly AI users	Less frequent AI users	Have used, don't now	Have never used AI
Weighted Sample	4065	3516	195	354	963	667	492	1394	792	752	253	571	1394
Unweighted Sample	4065	3497	219	349	1023	680	365	1429	744	759	273	566	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%

And how often do you use artificial intelligence (AI) tools or technology, for any purpose?

[Asked only to respondents who currently use AI in their personal life/ work; N=1798]

Many times a day	20	21	10	25	19	16	30	20	47	0	0	0	0
Once or twice a day	23	23	31	23	24	22	21	23	53	0	0	0	0
Several times a week	25	25	22	19	23	28	22	26	0	59	0	0	0
Once or twice a week	17	16	18	20	18	16	14	17	0	41	0	0	0
Once or twice a month	11	11	10	11	11	13	7	11	0	0	76	0	0
Less often than this, even if it is very rarely	3	3	7	2	3	2	4	4	0	0	24	0	0
Don't know	1	1	2	0	2	2	1	1	0	0	0	0	0

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.