

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the ban of all political advertisement using AI-generated images or voices of real people?

Strongly support	50	50	56	60	54	53	51	49	41	48	53	56	52	48	49	49	56	53	48	46	45	53
Somewhat support	17	17	16	16	18	16	19	16	21	20	15	14	18	16	17	19	18	24	15	19	21	15
TOTAL SUPPORT	67	67	72	76	72	69	70	65	62	68	68	70	70	64	66	68	74	77	63	65	66	68
Somewhat oppose	8	8	8	5	8	7	9	7	10	9	6	6	9	7	8	9	7	2	9	6	9	8
Strongly oppose	10	11	8	7	7	12	10	10	8	8	11	11	9	10	10	10	9	9	11	10	9	8
TOTAL OPPOSE	18	19	16	12	15	19	19	17	18	17	17	17	18	17	18	19	16	11	20	16	18	16
Don't know	15	14	13	12	13	12	12	18	19	15	16	12	12	19	16	12	10	11	16	19	16	15

Thinking about the continued development of artificial intelligence (AI), which of these statements comes closest to your view?

We should continue to develop artificial intelligence (AI) if it can improve human welfare, even if there is a small chance of catastrophic risk to human civilization	37	34	43	44	46	33	47	28	40	42	34	31	42	31	37	34	39	54	37	35	40	36
We should NOT continue to develop artificial intelligence (AI) if there is a small chance of catastrophic risk to human civilization, even if that means we miss out on the chance to improve human welfare	40	46	33	31	33	48	38	41	33	34	46	46	37	43	40	42	44	24	40	42	35	40
Don't know	23	20	23	25	20	19	15	31	28	24	20	23	21	26	24	24	17	22	23	23	25	24

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		Before taking this survey, how much, if anything, would you say			
		I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Total					
Weighted Sample	2086	167	1380	494	46
Unweighted Sample	2086	152	1422	478	34
		%	%	%	%

To what extent would you support or oppose the ban of all political advertisement using AI-generated images or voices of real people?

Strongly support	50	50	54	45	3
Somewhat support	17	17	18	16	9
TOTAL SUPPORT	67	67	72	61	12
Somewhat oppose	8	13	7	8	8
Strongly oppose	10	11	9	10	0
TOTAL OPPOSE	18	24	16	18	8
Don't know	15	9	11	22	81

Thinking about the continued development of artificial intelligence (AI), which of these statements comes closest to your view?

We should continue to develop artificial intelligence (AI) if it can improve human welfare, even if there is a small chance of catastrophic risk to human civilization	37	58	43	19	4
We should NOT continue to develop artificial intelligence (AI) if there is a small chance of catastrophic risk to human civilization, even if that means we miss out on the chance to improve human welfare	40	28	39	49	9
Don't know	23	14	19	33	87

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	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the introduction of a global watchdog to regulate the use of artificial intelligence (AI)?

Strongly support	50	55	53	59	54	55	48	51	33	44	59	57	52	47	49	51	59	55	48	44	44	53
Somewhat support	28	26	29	31	31	26	31	26	29	32	25	25	28	29	28	27	30	26	29	27	31	27
TOTAL SUPPORT	78	81	82	90	85	81	79	77	62	76	84	82	80	76	77	78	89	81	77	71	75	80
Somewhat oppose	5	5	3	3	3	5	7	3	9	6	2	4	5	5	5	3	3	4	6	6	6	4
Strongly oppose	3	4	3	1	2	4	5	2	2	3	3	3	3	3	3	3	2	9	3	6	1	3
TOTAL OPPOSE	8	9	6	4	5	9	12	5	11	9	5	7	8	8	8	6	5	13	9	12	7	7
Don't know	14	10	11	7	9	10	10	17	27	14	11	11	11	17	14	15	7	6	14	17	17	12

To what extent would you support or oppose the introduction of an international treaty to ban any 'smarter-than-human' artificial intelligence (AI)?

Strongly support	35	44	31	37	34	43	34	37	20	27	44	48	34	37	35	37	41	44	35	30	31	37
Somewhat support	25	24	25	27	26	26	26	24	22	27	24	24	25	24	24	25	31	27	23	29	21	24
TOTAL SUPPORT	60	68	56	64	60	69	60	61	42	54	68	72	59	61	59	62	72	71	58	59	52	61
Somewhat oppose	11	9	13	11	11	8	14	8	18	13	7	8	12	9	12	5	7	8	11	11	16	11
Strongly oppose	5	5	4	3	6	4	7	2	3	7	4	2	5	5	5	5	4	7	5	6	2	5
TOTAL OPPOSE	16	14	17	14	17	12	21	10	21	20	11	10	17	14	17	10	11	15	16	17	18	16
Don't know	24	18	27	21	23	18	19	29	37	26	21	18	24	25	25	28	18	14	25	24	30	23

*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.

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Weighted Sample	2086	167	1380	494	46	
Unweighted Sample	2086	152	1422	478	34	
		%	%	%	%	%

To what extent would you support or oppose the introduction of a global watchdog to regulate the use of artificial intelligence (AI)?

Strongly support	50	54	52	46	7
Somewhat support	28	24	30	27	5
TOTAL SUPPORT	78	78	82	73	12
Somewhat oppose	5	10	5	3	5
Strongly oppose	3	5	3	2	1
TOTAL OPPOSE	8	15	8	5	6
Don't know	14	7	9	22	81

To what extent would you support or oppose the introduction of an international treaty to ban any 'smarter-than-human' artificial intelligence (AI)?

Strongly support	35	29	36	37	12
Somewhat support	25	25	27	22	1
TOTAL SUPPORT	60	54	63	59	13
Somewhat oppose	11	15	13	5	3
Strongly oppose	5	15	4	3	5
TOTAL OPPOSE	16	30	17	8	8
Don't know	24	17	20	33	79

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