YouGov Survey Results

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 2023

		Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175
Unweighted Sample	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much understanding do you think you have about...
What artificial intelligence is

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
A great deal	7	5	7	6	7	5	10	4	17	7	6	2	9	4	7	3	5
A fair amount	44	41	53	51	51	38	50	38	49	49	41	37	48	39	44	53	41
TOTAL A GREAT DEAL / FAIR AMOUNT	**51**	**46**	**60**	**57**	**58**	**43**	**60**	**42**	**66**	**56**	**47**	**39**	**57**	**43**	**51**	**56**	**46**
Not very much	41	46	35	39	38	48	33	49	24	37	46	51	38	45	41	33	43
None at all	5	6	4	3	3	8	4	7	3	4	6	8	4	7	5	5	7
TOTAL NOT VERY MUCH / NONE AT ALL	**46**	**52**	**39**	**42**	**41**	**56**	**37**	**56**	**27**	**41**	**52**	**59**	**42**	**52**	**46**	**38**	**50**
Don't know	3	2	1	1	1	2	3	3	8	3	1	2	1	5	2	6	3

The issues surrounding artificial intelligence

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
A great deal	5	5	5	4	5	4	8	3	13	6	5	2	7	3	6	5	3
A fair amount	36	33	47	42	44	30	44	30	42	41	33	30	41	30	36	44	35
TOTAL A GREAT DEAL / FAIR AMOUNT	**41**	**38**	**52**	**46**	**49**	**34**	**52**	**33**	**55**	**47**	**38**	**32**	**48**	**33**	**42**	**49**	**38**
Not very much	45	50	37	48	41	52	39	51	28	42	50	52	43	48	46	38	41
None at all	10	10	9	4	8	11	6	13	8	8	10	13	7	13	9	6	18
TOTAL NOT VERY MUCH / NONE AT ALL	**55**	**60**	**46**	**52**	**49**	**63**	**45**	**64**	**36**	**50**	**60**	**65**	**50**	**61**	**55**	**44**	**59**
Don't know	4	3	2	1	1	3	3	4	8	3	2	3	2	6	3	7	4

If someone were to bring up the topic of artificial intelligence to you, would your first thought be more likely to be...

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
The impacts of artificial intelligence on everyday life, like its impact on jobs and society	52	50	61	63	62	46	53	51	52	57	53	42	59	42	52	59	52
The impacts of artificial intelligence on humanity's survival as a species	17	19	15	19	15	20	18	17	17	15	16	23	17	18	17	16	20
Neither	13	13	10	7	10	13	15	12	14	13	13	14	11	15	14	5	13
Don't know	18	18	14	11	13	20	15	20	18	16	18	21	13	24	18	20	15

YouGov Survey Results

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 2023

	Total	Region in England				Working full time / part time	Understanding of issues surrounding AI				Optimistic/pessimistic about AI		
		North	Midlands	London	Rest of South		A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Weighted Sample	**2011**	485	334	243	674	1194	107	733	903	197	388	674	697
Unweighted Sample	**2011**	490	343	222	696	1169	104	734	912	195	369	674	719
	%	%	%	%	%	%	%	%	%	%	%	%	%

How much understanding do you think you have about...
What artificial intelligence is

A great deal	**7**	6	5	9	8	7	75	6	1	1	18	4	5
A fair amount	**44**	45	46	43	43	47	23	85	25	5	62	46	45
TOTAL A GREAT DEAL / FAIR AMOUNT	**51**	**51**	**51**	**52**	**51**	**54**	**98**	**91**	**26**	**6**	**80**	**50**	**50**
Not very much	**41**	42	43	40	41	38	2	9	74	46	20	46	44
None at all	**5**	5	4	5	6	5	0	0	1	48	1	4	5
TOTAL NOT VERY MUCH / NONE AT ALL	**46**	**47**	**47**	**45**	**47**	**43**	**2**	**9**	**75**	**94**	**21**	**50**	**49**
Don't know	**3**	2	3	3	2	2	0	0	0	0	0	1	1

The issues surrounding artificial intelligence

A great deal	**5**	5	5	5	7	6	100	0	0	0	11	3	7
A fair amount	**36**	36	36	41	35	39	0	100	0	0	51	36	39
TOTAL A GREAT DEAL / FAIR AMOUNT	**41**	**41**	**41**	**46**	**42**	**45**	**100**	**100**	**0**	**0**	**62**	**39**	**46**
Not very much	**45**	48	44	44	45	44	0	0	100	0	36	50	45
None at all	**10**	8	10	7	10	9	0	0	0	100	2	9	8
TOTAL NOT VERY MUCH / NONE AT ALL	**55**	**56**	**54**	**51**	**55**	**53**	**0**	**0**	**100**	**100**	**38**	**59**	**53**
Don't know	**4**	3	5	3	3	2	0	0	0	0	0	2	1

If someone were to bring up the topic of artificial intelligence to you, would your first thought be more likely to be...

The impacts of artificial intelligence on everyday life, like its impact on jobs and society	**52**	50	49	61	51	56	79	67	47	22	68	54	56
The impacts of artificial intelligence on humanity's survival as a species	**17**	16	15	12	21	16	16	22	16	9	14	13	28
Neither	**13**	16	15	9	13	13	3	6	16	30	12	19	6
Don't know	**18**	18	22	17	16	15	2	5	20	40	6	15	9

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 2023

	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country		
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175
Unweighted Sample	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Very optimistic	2	2	2	3	2	2	4	1	6	2	2	1	3	2	2	1	3
Fairly optimistic	17	16	18	16	19	14	22	12	22	20	13	13	20	13	17	21	14
TOTAL OPTIMISTIC	**19**	**18**	**20**	**19**	**21**	**16**	**26**	**13**	**28**	**22**	**15**	**14**	**23**	**15**	**19**	**22**	**17**
Neither optimistic nor pessimistic	34	30	34	34	35	30	31	36	28	32	37	34	33	34	33	33	37
Fairly pessimistic	26	28	28	32	27	28	24	28	21	25	26	28	27	24	26	22	25
Very pessimistic	9	11	7	8	8	12	9	9	4	8	11	11	8	10	9	11	7
TOTAL PESSIMISTIC	**35**	**39**	**35**	**40**	**35**	**40**	**33**	**37**	**25**	**33**	**37**	**39**	**35**	**34**	**35**	**33**	**32**
Don't know	13	12	10	8	9	13	11	14	19	13	10	11	9	17	13	11	13

How much confidence do you have, if at all, in the following:

That technology companies that are developing AI will do so responsibly

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
A great deal of confidence	1	1	1	2	1	1	2	1	4	2	1	0	2	1	1	1	1
A fair amount of confidence	17	17	18	14	19	14	20	14	22	19	14	15	18	15	17	19	12
TOTAL A GREAT DEAL / FAIR AMOUNT	**18**	**18**	**19**	**16**	**20**	**15**	**22**	**15**	**26**	**21**	**15**	**15**	**20**	**16**	**18**	**20**	**13**
Not very much confidence	43	44	46	43	44	42	41	44	39	41	42	47	46	39	43	39	43
No confidence at all	23	23	23	27	24	27	25	21	15	24	26	23	22	24	22	24	27
TOTAL NOT VERY MUCH / NONE AT ALL	**66**	**67**	**69**	**70**	**68**	**69**	**66**	**65**	**54**	**65**	**68**	**70**	**68**	**63**	**65**	**63**	**70**
Don't know	16	14	12	14	12	16	12	20	20	15	17	15	12	22	16	17	17

The ability of current and future UK governments to effectively regulate the development and use of AI

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
A great deal of confidence	1	2	1	1	1	0	2	1	7	1	0	1	2	1	2	0	1
A fair amount of confidence	13	16	10	10	12	12	17	10	20	13	13	11	14	13	14	12	9
TOTAL A GREAT DEAL / FAIR AMOUNT	**14**	**18**	**11**	**11**	**13**	**12**	**19**	**11**	**27**	**14**	**13**	**12**	**16**	**14**	**16**	**12**	**10**
Not very much confidence	39	39	46	48	44	39	38	41	36	40	36	43	41	37	39	37	42
No confidence at all	29	28	31	32	31	32	30	28	17	27	34	31	30	27	28	38	30
TOTAL NOT VERY MUCH / NONE AT ALL	**68**	**67**	**77**	**80**	**75**	**71**	**68**	**69**	**53**	**67**	**70**	**74**	**71**	**64**	**67**	**75**	**72**
Don't know	17	16	13	10	12	17	13	20	20	18	16	15	13	22	17	14	18

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	Total	Region in England				Working full time / part time	Understanding of issues surrounding AI				Optimistic/pessimistic about AI		
		North	Midlands	London	Rest of South		A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Weighted Sample	2011	485	334	243	674	1194	107	733	903	197	388	674	697
Unweighted Sample	2011	490	343	222	696	1169	104	734	912	195	369	674	719
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	North	Midlands	London	Rest of South	Working FT/PT	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Very optimistic	2	2	2	1	3	2	18	2	1	2	13	0	0
Fairly optimistic	17	18	17	19	15	19	22	25	14	3	87	0	0
TOTAL OPTIMISTIC	**19**	**20**	**19**	**20**	**18**	**21**	**40**	**27**	**15**	**5**	**100**	**0**	**0**
Neither optimistic nor pessimistic	34	30	32	32	36	34	16	33	38	32	0	100	0
Fairly pessimistic	26	28	24	26	25	25	25	27	28	17	0	0	74
Very pessimistic	9	10	9	6	9	9	18	10	7	11	0	0	26
TOTAL PESSIMISTIC	**35**	**38**	**33**	**32**	**34**	**34**	**43**	**37**	**35**	**28**	**0**	**0**	**100**
Don't know	13	12	16	15	10	11	1	3	12	36	0	0	0

How much confidence do you have, if at all, in the following:

That technology companies that are developing AI will do so responsibly

	Total	North	Midlands	London	Rest of South	Working FT/PT	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
A great deal of confidence	1	1	2	2	2	2	8	1	1	0	6	0	0
A fair amount of confidence	17	19	16	14	18	17	20	22	16	9	46	18	5
TOTAL A GREAT DEAL / FAIR AMOUNT	**18**	**20**	**18**	**16**	**20**	**19**	**28**	**23**	**17**	**9**	**52**	**18**	**5**
Not very much confidence	43	41	42	46	44	42	39	47	46	26	37	50	47
No confidence at all	23	25	22	21	21	24	29	26	20	24	6	15	44
TOTAL NOT VERY MUCH / NONE AT ALL	**66**	**66**	**64**	**67**	**65**	**66**	**68**	**73**	**66**	**50**	**43**	**65**	**91**
Don't know	16	15	19	16	15	15	3	5	16	41	4	18	4

The ability of current and future UK governments to effectively regulate the development and use of AI

	Total	North	Midlands	London	Rest of South	Working FT/PT	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
A great deal of confidence	1	1	1	1	3	1	6	1	1	2	5	1	1
A fair amount of confidence	13	13	14	17	14	14	11	18	13	5	31	15	4
TOTAL A GREAT DEAL / FAIR AMOUNT	**14**	**14**	**15**	**18**	**17**	**15**	**17**	**19**	**14**	**7**	**36**	**16**	**5**
Not very much confidence	39	39	39	40	39	39	28	44	44	23	43	45	40
No confidence at all	29	31	27	27	28	30	50	30	27	29	14	21	50
TOTAL NOT VERY MUCH / NONE AT ALL	**68**	**70**	**66**	**67**	**67**	**69**	**78**	**74**	**71**	**52**	**57**	**66**	**90**
Don't know	17	16	19	16	16	16	6	6	16	41	7	18	5

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	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country		
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Weighted Sample	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175
Unweighted Sample	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the next 30 years, do you think jobs like yours will still be done primarily by humans or robotics/artificial intelligence.
[Asked to those who are in work; n=1169]

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Humans	59	62	61	59	62	58	58	59	40	59	60	69	61	55	59	60	57
Robotics / artificial intelligence	25	26	20	25	21	27	27	23	35	24	26	19	24	27	25	20	27
Don't know	16	12	19	16	17	14	14	18	24	17	14	12	15	18	16	19	16

How worried, if at all, are you about the impact that robotics and/or artificial intelligence will have on your...
[Asked to those who are in work; n=1169]
Current job

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Very worried	3	3	2	5	3	2	3	3	3	3	3	3	3	2	3	3	2
Fairly worried	11	9	11	12	10	10	13	9	19	12	8	1	11	10	11	4	13
TOTAL WORRIED	**14**	**12**	**13**	**17**	**13**	**12**	**16**	**12**	**22**	**15**	**11**	**4**	**14**	**12**	**14**	**7**	**15**
Not very worried	43	41	50	43	45	40	43	43	47	46	38	39	44	41	43	45	43
Not at all worried	39	44	35	37	39	43	38	41	25	36	47	53	38	41	39	43	38
TOTAL NOT WORRIED	**82**	**85**	**85**	**80**	**84**	**83**	**81**	**84**	**72**	**82**	**85**	**92**	**82**	**82**	**82**	**88**	**81**
Don't know	4	3	3	3	3	4	4	4	6	4	4	4	3	6	4	5	3

Future career

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Very worried	4	4	2	7	5	3	5	4	7	4	5	5	5	4	4	6	4
Fairly worried	18	17	20	16	16	17	19	16	29	21	11	3	19	15	18	13	19
TOTAL WORRIED	**22**	**21**	**22**	**23**	**21**	**20**	**24**	**20**	**36**	**25**	**16**	**8**	**24**	**19**	**22**	**19**	**23**
Not very worried	35	32	39	36	39	30	34	36	35	39	30	23	36	35	35	43	30
Not at all worried	34	39	31	34	33	41	33	34	13	27	46	62	34	33	33	34	35
TOTAL NOT WORRIED	**69**	**71**	**70**	**70**	**72**	**71**	**67**	**70**	**48**	**66**	**76**	**85**	**70**	**68**	**68**	**77**	**65**
Don't know	9	8	7	7	7	9	8	10	16	9	8	8	7	13	9	4	13

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	Total	Region in England				Working full time / part time	Understanding of issues surrounding AI				Optimistic/pessimistic about AI		
		North	Midlands	London	Rest of South		A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Weighted Sample	2011	485	334	243	674	1194	107	733	903	197	388	674	697
Unweighted Sample	2011	490	343	222	696	1169	104	734	912	195	369	674	719
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the next 30 years, do you think jobs like yours will still be done primarily by humans or robotics/artificial intelligence.
[Asked to those who are in work; n=1169]

	Total	North	Midlands	London	Rest of South	Working full time / part time	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Humans	**59**	57	59	51	63	59	65	57	60	57	64	61	56
Robotics / artificial intelligence	**25**	31	23	25	23	25	30	28	24	22	29	26	27
Don't know	**16**	12	19	24	14	16	5	15	16	21	7	13	16

How worried, if at all, are you about the impact that robotics and/or artificial intelligence will have on your...
[Asked to those who are in work; n=1169]
Current job

	Total	North	Midlands	London	Rest of South	Working full time / part time	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Very worried	**3**	4	2	3	2	3	5	3	2	2	3	1	4
Fairly worried	**11**	10	13	15	9	11	13	14	9	9	13	10	13
TOTAL WORRIED	**14**	**14**	**15**	**18**	**11**	**14**	**18**	**17**	**11**	**11**	**16**	**11**	**17**
Not very worried	**43**	42	40	48	43	43	27	44	48	30	43	43	45
Not at all worried	**39**	41	37	30	43	39	51	36	37	51	40	42	36
TOTAL NOT WORRIED	**82**	**83**	**77**	**78**	**86**	**82**	**78**	**80**	**85**	**81**	**83**	**85**	**81**
Don't know	**4**	4	8	3	3	4	4	2	3	7	1	3	3

Future career

	Total	North	Midlands	London	Rest of South	Working full time / part time	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Very worried	**4**	5	3	5	4	4	9	4	4	3	4	3	6
Fairly worried	**18**	19	16	22	16	18	13	23	16	10	21	14	22
TOTAL WORRIED	**22**	**24**	**19**	**27**	**20**	**22**	**22**	**27**	**20**	**13**	**25**	**17**	**28**
Not very worried	**35**	38	34	34	35	35	26	37	39	23	36	37	35
Not at all worried	**34**	31	32	31	36	34	46	30	31	50	34	38	29
TOTAL NOT WORRIED	**69**	**69**	**66**	**65**	**71**	**69**	**72**	**67**	**70**	**73**	**70**	**75**	**64**
Don't know	**9**	8	15	7	8	9	6	6	10	14	5	8	8

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	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country		
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Unweighted Sample	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to the impact of robotics and AI on jobs in the UK, which of the following comes closest to your view?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
More jobs will be created by the opportunities of robotics/AI than will be lost	7	5	8	11	8	5	9	5	7	9	5	5	9	5	7	10	4
More jobs will be lost to automation by robotics/AI than will be created	64	69	64	63	63	70	63	65	57	62	66	69	64	64	64	65	65
It will be about the same	12	11	13	14	16	9	13	11	15	12	13	10	14	9	12	8	13
Don't know	17	14	15	11	13	16	15	18	21	16	16	16	12	22	16	17	19

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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	Total	Region in England				Working full time / part time	Understanding of issues surrounding AI				Optimistic/pessimistic about AI		
		North	Midlands	London	Rest of South		A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
Weighted Sample	2011	485	334	243	674	1194	107	733	903	197	388	674	697
Unweighted Sample	2011	490	343	222	696	1169	104	734	912	195	369	674	719
	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to the impact of robotics and AI on jobs in the UK, which of the following comes closest to your view?

	Total	North	Midlands	London	Rest of South	Working full time / part time	A great deal	A fair amount	Not very much	None at all	TOTAL OPTIMISTIC	Neither	TOTAL PESSIMISTIC
More jobs will be created by the opportunities of robotics/AI than will be lost	7	8	5	7	8	8	15	10	5	4	19	6	3
More jobs will be lost to automation by robotics/AI than will be created	64	65	64	65	63	62	74	67	68	50	54	61	85
It will be about the same	12	10	11	11	15	14	10	15	11	9	21	16	5
Don't know	17	17	19	17	14	16	1	8	16	37	6	17	7

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