

# YouGov / Reset Tech Survey Results

Sample Size: 2149 Adults in GB  
Fieldwork: 7th - 8th November 2024

|                          | Vote in 2024 GE |     |     |         | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      | Country |         |       | Region in England |       |          |        |               |   |
|--------------------------|-----------------|-----|-----|---------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|-------------------|-------|----------|--------|---------------|---|
|                          | Total           | Con | Lab | Lib Dem | Reform UK   | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE    | England | Wales | Scotland          | North | Midlands | London | Rest of South |   |
| <b>Weighted Sample</b>   | <b>2149</b>     | 387 | 552 | 198     | 232         | 757    | 800    | 1040 | 1109   | 226   | 888   | 531   | 505          | 1225 | 924     | 1859    | 103   | 187               | 509   | 352      | 260    | 737           |   |
| <b>Unweighted Sample</b> | <b>2149</b>     | 360 | 603 | 225     | 310         | 889    | 864    | 957  | 1192   | 117   | 808   | 579   | 645          | 1303 | 846     | 1865    | 111   | 173               | 530   | 352      | 204    | 779           |   |
|                          | %               | %   | %   | %       | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %       | %       | %     | %                 | %     | %        | %      | %             | % |

**Do you think AI companies should or should not be required to pay royalties to the creators of text, audio, or video that they use to train AI models?**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be required to pay royalties     | <b>72</b> | 70 | 77 | 82 | 72 | 78 | 73 | 71 | 73 | 64 | 69 | 76 | 76 | 74 | 69 | 72 | 71 | 69 | 73 | 69 | 71 | 75 |
| Should not be required to pay royalties | <b>7</b>  | 10 | 6  | 6  | 8  | 5  | 8  | 9  | 6  | 10 | 9  | 6  | 5  | 8  | 6  | 7  | 12 | 6  | 6  | 7  | 9  | 8  |
| Don't know                              | <b>20</b> | 20 | 17 | 12 | 19 | 17 | 19 | 20 | 21 | 26 | 22 | 18 | 19 | 17 | 25 | 20 | 18 | 25 | 21 | 24 | 21 | 18 |

**Do you think AI companies should or should not be required to make public all the information that their models have been trained upon?**

|                        |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be required     | <b>80</b> | 79 | 85 | 84 | 82 | 85 | 80 | 79 | 81 | 74 | 79 | 85 | 81 | 83 | 77 | 81 | 83 | 76 | 81 | 80 | 79 | 81 |
| Should not be required | <b>5</b>  | 4  | 6  | 3  | 6  | 4  | 4  | 6  | 4  | 13 | 4  | 5  | 3  | 5  | 5  | 5  | 7  | 3  | 5  | 4  | 7  | 5  |
| Don't know             | <b>15</b> | 17 | 9  | 13 | 12 | 11 | 16 | 15 | 15 | 13 | 17 | 11 | 16 | 12 | 18 | 14 | 10 | 21 | 14 | 15 | 15 | 14 |