

YouGov Survey Results

Sample Size: 2238 Adults in GB
Fieldwork: 9th - 10th July 2025

Weighted Sample Unweighted Sample	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2238	403	575	206	242	135	786	799	1083	1155	235	924	553	526	1276	962	1936	107	195	530	367	271	768
	2238	373	617	232	257	145	905	812	988	1250	150	837	579	672	1369	869	1909	119	210	528	385	213	783
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How frequently, if at all, do you use artificial intelligence (AI) tools and functions for leisure or personal reasons?

Many times a day	4	3	5	2	5	4	3	3	4	4	6	6	3	1	5	3	4	3	7	2	3	9	4
Once or twice a day	6	7	6	6	5	3	6	5	7	5	5	7	5	4	7	4	6	6	6	5	5	8	5
Several times a week	7	7	7	11	5	6	7	5	9	6	14	9	6	3	9	5	8	7	4	5	7	10	9
Once or twice a week	9	8	10	7	9	11	11	7	9	8	11	11	9	4	11	6	9	5	5	9	7	12	10
Less often than this	25	18	31	29	22	31	30	20	24	25	32	26	26	19	27	22	25	24	29	24	30	25	22
Never	41	48	33	35	45	43	36	50	38	44	24	35	43	58	36	48	41	43	43	45	38	32	42
Don't know	8	9	8	10	8	2	7	10	8	8	9	6	8	12	6	11	8	12	7	9	10	4	8

How frequently, if at all, do you use artificial intelligence (AI) tools and functions for work or study? If you are not in work or education, please choose the 'Not applicable' option

Many times a day	3	2	6	2	3	4	4	2	5	2	2	7	2	0	4	2	3	6	4	2	3	6	3
Once or twice a day	4	4	5	4	4	3	4	2	5	3	8	5	4	0	5	2	4	3	3	3	3	10	3
Several times a week	4	5	5	4	2	9	6	3	5	4	5	7	3	1	6	2	4	6	3	4	4	7	4
Once or twice a week	7	5	8	11	5	8	8	3	7	6	17	8	5	2	9	3	7	3	4	7	6	8	8
Less often than this	15	7	19	19	9	21	21	9	15	16	22	20	15	4	19	10	15	13	18	14	16	21	14
Never	39	40	35	36	39	42	35	42	39	39	28	40	44	38	35	45	38	40	45	43	39	26	40
Don't know	3	5	3	1	5	1	2	5	4	3	2	3	4	3	2	5	4	4	1	3	6	3	3
Not applicable	24	32	19	24	32	12	20	34	21	27	16	10	23	52	18	31	24	26	21	24	24	20	25

And how often do you use artificial intelligence (AI) tools and functions to do each of the following?

[Asked only to those who use AI; n=1183]

Giving you factual information about a simple topic

Many times a day	5	5	4	2	8	4	3	5	4	5	5	5	4	4	4	5	4	3	7	3	4	5	5
Once or twice a day	11	19	10	10	9	6	11	11	13	9	14	10	14	9	10	13	11	11	10	7	12	12	14
Several times a week	14	13	14	21	15	8	15	13	16	11	10	16	14	10	14	13	14	18	12	14	15	19	11
Once or twice a week	17	19	18	14	18	14	17	18	18	17	17	16	20	17	18	15	18	8	14	23	17	18	16
Less often than this	33	32	31	26	32	37	35	31	31	35	32	34	27	39	33	32	32	41	31	34	39	32	28
Never	17	10	19	25	17	28	18	19	15	20	17	17	19	19	18	17	17	18	19	15	12	11	24
Don't know	3	2	4	4	2	4	2	3	3	3	5	2	3	3	2	4	3	1	6	4	1	3	3

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Sample Size: 2238 Adults in GB
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	AI Use		Use of AI for factfinding			Experience of AI making false claims	
	Use AI	Never use AI	At least daily	At least weekly	Ever	Very / fairly often	Not very often / rarely / never
Weighted Sample	2238	1201	851	212	632	1002	278
Unweighted Sample	2238	1183	869	199	611	979	267
	%	%	%	%	%	%	%

How frequently, if at all, do you use artificial intelligence (AI) tools and functions for leisure or personal reasons?

Many times a day	4	8	0	31	14	9	13	7
Once or twice a day	6	11	0	30	17	12	11	12
Several times a week	7	14	0	17	21	15	13	16
Once or twice a week	9	16	0	8	22	17	13	19
Less often than this	25	46	0	13	22	42	44	42
Never	41	4	100	1	3	4	6	3
Don't know	8	1	0	1	1	1	0	0

How frequently, if at all, do you use artificial intelligence (AI) tools and functions for work or study? If you are not in work or education, please choose the 'Not applicable' option

Many times a day	3	6	0	22	11	7	13	5
Once or twice a day	4	7	0	20	13	8	11	7
Several times a week	4	8	0	9	12	9	8	11
Once or twice a week	7	13	0	7	16	14	13	14
Less often than this	15	28	0	11	18	28	22	30
Never	39	17	75	9	10	14	19	16
Don't know	3	1	0	3	2	1	2	1
Not applicable	24	19	25	19	19	19	13	17

And how often do you use artificial intelligence (AI) tools and functions to do each of the following?

[Asked only to those who use AI; n=1183]

Giving you factual information about a simple topic

Many times a day	5	5	0	26	9	5	6	5
Once or twice a day	11	11	0	64	22	14	16	11
Several times a week	14	14	0	8	26	17	17	16
Once or twice a week	17	17	0	2	33	21	11	19
Less often than this	33	33	0	0	9	39	27	33
Never	17	17	0	0	2	5	21	14
Don't know	3	3	0	0	0	0	1	2

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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Unweighted Sample	2238	373	617	232	257	145	905	812	988	1250	150	837	579	672	1369	869	1909	119	210	528	385	213	783
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Giving you factual information about a complicated topic

Many times a day	4	4	3	1	6	2	3	3	3	4	4	4	2	3	3	4	3	4	5	2	3	5	3
Once or twice a day	7	12	6	5	7	5	6	7	10	4	8	7	9	3	7	8	7	5	6	7	7	7	7
Several times a week	10	11	9	11	10	10	10	7	12	7	13	10	9	5	10	8	9	10	12	7	6	19	8
Once or twice a week	17	18	18	14	16	16	17	17	17	18	21	20	16	9	20	13	19	15	8	16	17	21	20
Less often than this	37	36	33	42	35	42	40	37	34	40	33	37	35	44	37	37	37	37	39	38	47	29	34
Never	21	14	26	23	25	20	21	24	19	23	15	19	24	31	19	25	21	28	22	24	17	15	24
Don't know	4	5	5	5	2	5	4	5	4	4	5	4	4	5	4	5	4	2	7	5	4	4	4

Organisational tasks, like scheduling, reminders, setting lists, etc

Many times a day	2	3	1	3	4	0	2	1	0	3	1	2	2	0	1	2	2	4	1	1	1	3	2
Once or twice a day	4	3	4	4	2	3	3	3	6	2	6	5	4	0	4	4	4	1	6	2	2	7	5
Several times a week	6	9	8	5	7	0	7	7	6	6	3	7	6	7	7	5	6	7	4	7	5	8	6
Once or twice a week	8	11	6	7	7	10	6	7	10	6	15	7	8	6	9	7	8	9	8	10	7	10	7
Less often than this	25	24	27	26	21	32	27	23	25	25	27	27	21	26	26	23	25	24	26	22	32	22	25
Never	51	49	50	52	55	54	53	56	49	54	41	50	57	58	51	53	52	53	50	53	51	48	53
Don't know	3	1	4	3	4	1	3	3	4	3	6	3	3	3	3	5	3	2	5	5	2	2	3

Spelling, grammar and proofreading of text you have written

Many times a day	4	3	6	2	8	3	4	5	5	4	2	6	3	3	5	4	4	9	2	5	4	6	4
Once or twice a day	5	9	5	3	8	3	5	5	7	4	6	5	6	3	6	5	5	11	3	3	4	10	5
Several times a week	8	10	8	7	9	5	9	9	9	7	5	8	7	13	8	9	8	9	7	5	8	7	11
Once or twice a week	12	12	14	13	8	12	11	13	11	13	11	13	9	15	12	12	12	7	13	14	11	13	11
Less often than this	28	27	27	35	21	36	31	23	27	28	31	28	29	22	29	24	27	21	33	31	24	28	27
Never	41	39	38	38	46	42	39	43	38	43	40	39	43	42	39	43	41	40	36	40	50	35	40
Don't know	2	0	2	2	1	0	1	2	2	1	5	1	2	2	1	3	1	2	5	1	0	1	2

Writing letters, emails, texts or other forms of communication for you

Many times a day	3	3	4	2	3	0	2	2	2	3	3	4	1	0	3	2	3	3	3	3	0	7	2
Once or twice a day	4	6	5	0	6	1	3	5	4	4	2	5	3	3	4	4	4	5	3	5	2	4	4
Several times a week	7	9	6	4	7	5	5	7	7	7	8	8	5	3	6	9	7	7	2	4	8	12	7
Once or twice a week	10	11	11	13	6	7	12	8	10	11	6	13	10	7	11	9	11	6	5	11	8	15	11
Less often than this	30	30	30	30	29	33	34	25	32	28	34	31	28	27	34	22	29	35	36	28	33	32	28
Never	44	40	41	47	48	54	42	51	42	46	40	37	53	56	40	51	44	43	47	46	47	29	47
Don't know	2	1	3	3	1	0	1	2	3	2	7	1	1	2	2	3	2	1	4	3	1	2	2

Summarising notes or other material

Many times a day	1	3	2	1	2	0	1	1	0	2	1	2	1	0	2	1	1	5	1	1	0	3	1
Once or twice a day	4	6	5	1	4	2	4	4	5	3	4	5	3	2	4	3	4	2	4	4	3	6	4
Several times a week	7	7	7	4	10	8	6	6	8	5	9	8	5	1	8	4	7	9	5	3	8	11	6
Once or twice a week	9	9	10	13	5	20	11	6	10	8	11	12	6	4	11	6	10	6	8	10	8	12	9
Less often than this	28	25	29	27	28	27	28	22	30	26	36	30	23	22	29	27	28	36	21	25	29	30	30
Never	48	49	45	51	50	42	48	58	43	54	34	41	61	69	44	56	48	43	56	54	49	37	48
Don't know	2	1	3	3	1	0	2	3	3	2	5	2	1	2	2	4	2	0	4	4	2	2	2

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Weighted Sample	2238	1201	851	212	632	1002	278	572
Unweighted Sample	2238	1183	869	199	611	979	267	559
	%	%	%	%	%	%	%	%

Giving you factual information about a complicated topic

Many times a day	4	4	0	20	7	4	6	3
Once or twice a day	7	7	0	39	13	8	10	7
Several times a week	10	10	0	11	18	11	13	11
Once or twice a week	17	17	0	12	33	21	16	21
Less often than this	37	37	0	14	21	44	32	37
Never	21	21	0	2	5	9	22	18
Don't know	4	4	0	2	2	2	1	3

Organisational tasks, like scheduling, reminders, setting lists, etc

Many times a day	2	2	0	6	3	2	4	1
Once or twice a day	4	4	0	16	8	5	6	4
Several times a week	6	6	0	9	9	7	7	8
Once or twice a week	8	8	0	13	12	9	9	8
Less often than this	25	25	0	22	24	28	24	27
Never	51	51	0	32	43	48	50	50
Don't know	3	3	0	2	2	1	1	2

Spelling, grammar and proofreading of text you have written

Many times a day	4	4	0	13	7	5	7	4
Once or twice a day	5	5	0	16	8	6	8	5
Several times a week	8	8	0	8	12	9	6	9
Once or twice a week	12	12	0	8	13	12	11	13
Less often than this	28	28	0	21	23	29	27	30
Never	41	41	0	33	36	38	41	38
Don't know	2	2	0	0	1	0	0	1

Writing letters, emails, texts or other forms of communication for you

Many times a day	3	3	0	8	4	3	5	2
Once or twice a day	4	4	0	11	6	4	7	4
Several times a week	7	7	0	12	11	8	8	9
Once or twice a week	10	10	0	11	13	11	6	14
Less often than this	30	30	0	28	30	33	32	32
Never	44	44	0	31	35	40	41	38
Don't know	2	2	0	0	1	1	1	2

Summarising notes or other material

Many times a day	1	1	0	5	2	1	2	1
Once or twice a day	4	4	0	15	7	5	7	4
Several times a week	7	7	0	14	11	7	8	8
Once or twice a week	9	9	0	9	14	10	11	11
Less often than this	28	28	0	20	26	31	27	33
Never	48	48	0	38	40	45	43	42
Don't know	2	2	0	0	1	1	2	1

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Weighted Sample	2238	403	575	206	242	135	786	799	1083	1155	235	924	553	526	1276	962	1936	107	195	530	367	271	768
Unweighted Sample	2238	373	617	232	257	145	905	812	988	1250	150	837	579	672	1369	869	1909	119	210	528	385	213	783
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Telling you what is in the news

Many times a day	1	1	0	2	3	1	0	1	1	1	2	1	0	2	1	0	1	0	0	0	1	3	1
Once or twice a day	3	4	2	0	3	1	2	4	3	2	2	2	6	2	2	3	3	6	1	1	4	3	3
Several times a week	5	7	4	3	9	2	4	7	5	4	1	4	5	9	5	5	5	3	5	6	5	4	4
Once or twice a week	6	12	6	6	8	1	7	8	7	6	5	4	8	15	5	10	7	3	5	6	9	4	8
Less often than this	19	19	20	19	19	19	22	19	21	16	12	19	20	24	19	18	19	24	14	20	21	18	18
Never	63	55	64	67	54	72	64	57	59	68	72	68	58	45	65	61	63	60	68	63	58	65	64
Don't know	3	2	4	4	4	4	2	3	4	3	6	2	3	4	3	4	3	3	7	5	3	2	2

Fact-checking claims made in the news or by public figures

Many times a day	1	2	1	0	3	0	1	1	1	1	0	1	1	1	1	0	1	4	0	0	0	2	1
Once or twice a day	3	4	3	1	6	2	2	5	5	2	3	4	4	3	3	4	3	5	2	3	5	4	3
Several times a week	5	8	4	5	8	3	4	4	6	3	7	4	5	4	5	6	5	3	5	5	4	8	4
Once or twice a week	6	6	5	8	5	7	6	6	7	4	3	5	6	11	5	7	6	5	2	7	6	6	6
Less often than this	18	21	19	12	17	19	21	19	20	16	9	18	19	24	17	18	18	22	12	18	20	15	18
Never	64	57	65	69	58	68	65	60	58	71	72	65	63	54	66	61	64	61	74	62	62	63	65
Don't know	3	3	3	4	3	1	2	4	3	3	5	2	2	4	2	4	3	0	4	3	2	4	3

On a scale from 0-10, where 0 means "don't trust at all", and 10 means "trust completely", how much do you trust each of the following as sources of accurate information?

TV news broadcasters

0 - Don't trust at all	10	6	7	3	20	10	7	13	11	9	4	11	11	10	8	12	10	15	9	12	12	6	8
1	2	2	1	0	5	3	2	3	3	2	1	2	2	3	2	3	2	2	2	2	3	3	2
2	6	6	3	2	10	6	4	7	7	4	6	6	5	6	6	6	6	2	8	6	7	3	6
3	8	10	8	6	9	5	7	11	8	9	6	9	8	9	7	9	8	7	9	7	9	8	9
4	8	6	9	7	13	11	9	8	8	9	7	9	8	8	8	9	8	8	9	10	8	8	8
5	16	18	15	15	15	18	18	14	15	17	9	17	17	16	17	15	16	20	16	18	15	14	15
6	13	12	15	17	11	20	14	11	12	14	21	13	11	12	15	11	14	8	11	14	13	16	13
7	15	18	19	24	9	10	19	15	15	15	14	14	17	17	16	15	15	14	16	13	12	20	17
8	11	15	12	14	5	11	13	10	12	11	13	10	13	11	13	10	12	11	11	11	12	12	12
9	4	4	7	5	1	5	4	3	5	3	7	4	4	4	4	3	4	5	5	3	3	5	4
10 - Trust completely	1	2	1	1	0	0	1	1	2	1	2	2	1	1	1	2	1	0	3	1	1	3	1
Don't know	4	2	2	5	2	1	2	3	3	4	9	4	2	2	3	4	4	7	1	3	5	2	4

Broadsheet newspapers

0 - Don't trust at all	12	8	10	4	19	10	10	16	13	10	2	12	14	14	9	16	11	14	14	14	14	6	11
1	3	4	3	3	4	1	3	4	3	3	1	3	3	5	3	4	3	4	2	3	2	4	3
2	7	6	5	4	11	5	6	8	7	6	7	5	7	10	6	8	7	8	6	7	9	4	7
3	8	11	8	8	10	8	7	11	8	8	5	9	8	9	8	8	8	7	7	9	12	6	8
4	9	7	10	9	10	12	11	8	9	10	12	10	8	9	11	8	9	8	12	12	7	9	9
5	16	18	15	15	18	14	16	18	14	18	13	15	17	18	15	17	16	15	15	15	13	20	17
6	12	11	15	14	6	15	15	9	12	11	11	12	13	10	13	10	12	12	10	10	13	11	13
7	12	14	13	20	9	11	14	11	13	11	14	11	14	11	14	9	12	11	13	12	12	13	11
8	8	10	10	7	4	7	9	7	8	7	6	9	7	7	9	6	8	6	7	7	7	13	7
9	3	3	4	3	1	5	3	2	3	3	4	3	3	2	3	2	3	1	4	2	2	4	4
10 - Trust completely	1	2	1	0	0	1	1	0	1	0	0	1	0	1	1	0	1	0	0	0	0	2	1

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	%	%	%	%	%	%	%	%

Telling you what is in the news

Many times a day	1	1	0	4	2	1	2	1
Once or twice a day	3	3	0	10	5	3	2	3
Several times a week	5	5	0	6	8	5	7	4
Once or twice a week	6	6	0	10	9	7	6	6
Less often than this	19	19	0	19	18	22	16	23
Never	63	63	0	50	58	60	65	60
Don't know	3	3	0	1	2	2	2	2

Fact-checking claims made in the news or by public figures

Many times a day	1	1	0	3	2	1	0	2
Once or twice a day	3	3	0	13	6	4	5	4
Several times a week	5	5	0	10	9	6	6	6
Once or twice a week	6	6	0	9	9	7	6	6
Less often than this	18	18	0	19	17	20	19	18
Never	64	64	0	44	56	61	62	62
Don't know	3	3	0	1	1	1	2	2

On a scale from 0-10, where 0 means "don't trust at all", and 10 means "trust completely", how much do you trust each of the following as sources of accurate information?

TV news broadcasters

0 - Don't trust at all	10	8	12	9	7	8	6	11
1	2	2	2	2	2	2	4	2
2	6	4	7	8	4	4	6	4
3	8	7	10	7	7	7	8	7
4	8	8	9	5	8	8	11	7
5	16	14	19	14	13	13	14	14
6	13	14	12	10	15	15	15	14
7	15	18	12	19	18	18	14	21
8	11	14	9	16	15	14	14	13
9	4	5	3	6	6	6	7	6
10 - Trust completely	1	1	1	5	2	2	1	1
Don't know	4	3	3	1	1	2	1	1

Broadsheet newspapers

0 - Don't trust at all	12	8	17	9	8	8	6	10
1	3	3	4	4	2	3	3	2
2	7	6	9	6	5	5	7	5
3	8	7	9	10	8	7	8	6
4	9	10	9	8	11	11	11	9
5	16	15	17	14	15	15	12	17
6	12	13	11	13	13	13	14	13
7	12	14	9	11	15	15	18	14
8	8	10	6	13	12	10	8	12
9	3	4	2	5	4	4	4	4
10 - Trust completely	1	1	1	1	1	1	0	1

YouGov Survey Results

Sample Size: 2238 Adults in GB
Fieldwork: 9th - 10th July 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2238	403	575	206	242	135	786	799	1083	1155	235	924	553	526	1276	962	1936	107	195	530	367	271	768
Unweighted Sample	2238	373	617	232	257	145	905	812	988	1250	150	837	579	672	1369	869	1909	119	210	528	385	213	783
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	10	5	7	13	8	10	6	7	8	11	25	11	6	5	8	12	10	13	10	9	10	8	10
Tabloid newspapers																							
0 - Don't trust at all	26	17	30	21	28	34	28	25	26	26	16	27	27	26	26	25	25	28	35	27	22	22	26
1	7	5	7	8	10	9	8	6	8	6	5	7	7	7	7	6	7	6	4	6	10	8	6
2	12	12	14	10	10	14	14	11	13	12	11	14	11	11	12	13	12	16	11	14	12	11	12
3	13	13	13	17	13	15	14	13	11	15	15	14	13	12	14	12	14	10	11	12	15	13	15
4	10	9	10	15	10	10	10	10	9	10	9	9	11	9	10	8	9	12	12	9	8	10	10
5	13	23	12	11	12	6	12	17	12	14	10	11	14	18	12	15	14	12	9	11	14	15	15
6	6	9	6	4	7	4	6	7	8	5	8	5	7	7	6	7	6	1	7	7	6	6	6
7	5	7	4	3	4	5	3	6	5	4	5	3	6	5	4	5	4	6	5	6	4	3	3
8	2	2	2	1	2	0	1	2	2	2	2	1	2	2	2	2	2	1	0	1	2	2	2
9	0	0	1	0	0	1	0	0	1	0	1	1	0	0	1	0	1	0	0	0	0	3	0
10 - Trust completely	0	1	1	0	0	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	2	0
Don't know	5	2	2	9	4	2	2	3	5	6	18	6	2	2	4	7	5	8	5	6	6	5	5
Local newspapers																							
0 - Don't trust at all	10	8	8	4	13	6	8	12	11	9	3	10	10	12	8	12	10	12	9	12	13	4	8
1	3	2	3	2	5	4	3	3	3	3	0	2	4	4	3	3	3	3	3	3	3	1	3
2	7	7	6	5	11	4	7	8	7	7	4	7	9	8	6	9	7	7	10	8	7	7	6
3	9	8	9	11	8	10	10	10	9	9	8	9	9	10	9	9	9	10	7	9	11	7	9
4	10	9	9	12	15	9	10	12	10	10	10	10	10	10	11	9	10	12	8	10	10	10	10
5	20	26	21	18	18	21	22	20	17	23	16	20	21	21	22	18	21	17	15	20	20	21	22
6	13	12	14	18	13	18	15	11	14	12	17	15	9	12	13	13	13	11	15	14	11	14	13
7	13	14	14	17	9	13	14	12	14	13	16	12	16	11	14	13	13	11	17	13	13	15	13
8	6	7	8	6	3	8	7	5	7	6	10	6	6	5	7	6	6	6	5	6	4	9	7
9	2	2	3	1	1	0	1	2	2	2	5	2	2	1	2	2	2	1	3	1	2	4	2
10 - Trust completely	1	1	0	1	0	1	1	0	1	1	2	1	0	1	1	1	1	0	2	1	1	2	1
Don't know	6	5	4	5	4	5	5	5	5	6	8	6	5	5	6	6	6	9	6	5	6	6	6
Wikipedia																							
0 - Don't trust at all	8	9	6	4	11	7	5	11	8	9	5	6	10	13	7	11	8	11	9	9	12	6	7
1	3	6	2	5	3	1	4	3	2	4	5	2	5	3	4	3	3	3	3	4	4	3	3
2	6	7	4	5	9	3	5	8	6	6	7	6	4	9	6	6	6	8	6	7	6	7	5
3	8	6	8	8	12	14	8	9	8	9	7	10	8	7	9	8	8	8	8	8	11	7	8
4	10	13	10	12	8	14	11	8	10	10	16	8	9	11	11	8	10	10	10	10	8	8	12
5	17	18	16	16	14	18	20	18	17	17	13	18	19	16	17	17	17	21	18	19	12	19	17
6	12	8	13	15	11	19	14	10	12	12	10	15	11	10	13	11	12	7	11	11	13	12	13
7	13	10	17	15	12	14	15	10	15	11	15	13	14	11	14	11	13	11	14	10	13	13	14
8	10	10	15	10	7	5	11	8	11	9	13	12	7	7	10	10	10	8	8	11	9	11	10
9	5	3	4	4	5	4	5	4	4	5	4	5	6	4	4	5	5	2	6	4	4	8	4
10 - Trust completely	2	2	3	2	2	0	1	3	2	2	1	3	1	1	2	2	2	0	2	2	2	3	2
Don't know	5	7	3	4	6	2	3	7	4	7	3	5	4	9	3	8	5	10	6	6	7	4	5

YouGov Survey Results

Sample Size: 2238 Adults in GB
Fieldwork: 9th - 10th July 2025

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Weighted Sample		2238	1201	851	212	632	1002	278	572
Unweighted Sample		2238	1183	869	199	611	979	267	559
		%	%	%	%	%	%	%	%
Don't know		10	10	7	6	7	9	8	7
Tabloid newspapers									
0 - Don't trust at all		26	23	30	25	21	22	25	22
1		7	6	8	5	7	7	6	6
2		12	13	12	10	13	12	15	11
3		13	14	13	16	15	14	16	14
4		10	11	9	6	10	10	10	12
5		13	13	14	12	13	13	10	14
6		6	7	5	9	8	8	5	9
7		5	5	4	6	6	5	5	5
8		2	2	2	5	2	2	1	2
9		0	1	0	2	1	1	1	1
10 - Trust completely		0	0	1	1	1	1	0	1
Don't know		5	5	3	3	3	5	5	2
Local newspapers									
0 - Don't trust at all		10	7	13	9	6	6	5	8
1		3	3	3	2	2	3	3	2
2		7	6	9	5	5	5	5	6
3		9	8	10	11	8	7	11	7
4		10	9	11	4	8	9	11	7
5		20	21	21	14	20	21	18	23
6		13	15	12	14	15	15	16	16
7		13	15	12	15	15	15	14	16
8		6	8	4	15	11	9	10	9
9		2	3	1	4	4	3	3	4
10 - Trust completely		1	1	1	3	1	1	0	0
Don't know		6	5	5	4	4	4	3	3
Wikipedia									
0 - Don't trust at all		8	5	13	5	3	4	4	5
1		3	3	3	2	4	4	4	3
2		6	6	7	6	5	6	7	4
3		8	8	10	7	7	7	10	6
4		10	8	11	7	9	9	7	9
5		17	18	17	18	17	17	15	19
6		12	14	9	10	13	14	17	13
7		13	14	11	17	17	15	15	16
8		10	13	6	14	14	14	13	14
9		5	6	3	9	7	6	5	7
10 - Trust completely		2	2	2	4	3	3	2	3
Don't know		5	2	7	2	2	2	1	2

YouGov Survey Results

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
AI chatbots (ChatGPT, Deepseek, etc)																							
0 - Don't trust at all	26	30	23	24	31	31	23	33	26	26	15	20	29	38	24	29	26	30	25	26	26	20	28
1	5	4	6	6	6	5	6	5	6	4	4	5	5	6	6	4	5	4	5	5	4	4	6
2	10	8	12	10	9	6	12	8	10	9	11	9	9	11	10	9	9	10	12	10	11	6	9
3	11	7	11	11	10	17	11	9	10	12	20	12	10	7	12	9	11	12	11	11	10	11	11
4	8	10	8	10	5	8	9	6	8	8	7	10	7	5	9	7	8	8	9	7	6	13	8
5	13	11	13	18	14	9	14	11	13	12	11	16	13	7	13	12	13	14	13	13	14	12	12
6	6	4	7	4	4	12	6	5	6	6	9	8	6	2	8	4	6	3	7	4	6	11	5
7	5	4	6	5	4	2	4	3	4	5	10	5	4	2	5	4	4	7	5	4	5	5	4
8	2	1	2	1	2	1	2	2	3	2	3	4	1	1	2	3	3	1	2	2	2	1	4
9	1	2	2	0	0	0	0	1	1	0	4	1	0	0	1	1	1	0	0	0	0	4	1
10 - Trust completely	0	0	0	0	2	0	0	0	0	1	2	1	0	0	0	1	0	0	0	0	0	3	0
Don't know	14	17	11	10	14	8	12	17	13	15	5	10	15	22	11	17	14	13	12	18	15	10	12
Social media platforms (Facebook, Twitter, TikTok, etc)																							
0 - Don't trust at all	26	31	24	20	32	26	24	35	29	24	9	21	33	37	27	26	26	30	27	26	26	21	28
1	9	6	10	10	10	8	10	8	10	8	7	8	10	9	9	9	9	6	9	8	9	8	10
2	13	13	16	17	13	8	15	11	14	13	13	14	12	14	13	13	13	13	17	13	13	10	14
3	14	14	15	17	14	16	15	13	15	14	19	17	11	11	15	14	15	12	12	17	14	15	13
4	12	13	11	15	7	16	13	9	10	13	18	13	10	9	14	9	12	7	15	12	11	12	12
5	13	10	13	12	14	13	14	10	12	14	17	14	13	9	11	15	13	16	12	13	10	18	12
6	5	4	5	3	3	8	5	5	4	6	5	5	6	4	5	6	5	6	5	4	7	5	5
7	2	2	2	2	4	3	1	3	2	2	3	3	2	2	2	3	2	2	2	2	2	3	2
8	1	2	2	2	1	0	0	2	1	2	3	1	1	1	1	2	2	0	0	1	1	3	1
9	0	1	1	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	1	0	0	1	0
10 - Trust completely	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	3	3	2	2	3	1	2	3	3	4	5	3	2	4	3	4	3	8	1	3	5	4	2
Academic journals																							
0 - Don't trust at all	4	2	3	1	10	2	2	6	5	3	0	3	5	7	3	6	4	3	5	5	4	2	5
1	1	2	1	0	1	0	0	2	1	1	0	1	2	2	1	2	1	1	1	1	1	1	1
2	2	3	1	0	5	1	2	4	2	3	0	2	2	5	2	3	3	1	1	3	2	1	3
3	3	3	3	3	9	0	2	4	4	3	3	3	4	3	3	5	3	2	4	3	4	3	3
4	4	4	2	2	7	2	2	4	5	3	5	3	2	6	3	4	4	3	3	5	5	4	3
5	11	18	8	6	12	6	8	15	10	11	6	8	12	15	10	12	11	10	11	11	11	9	11
6	10	9	11	11	8	9	10	10	9	10	7	10	11	8	10	9	9	8	11	10	9	13	8
7	14	12	16	17	9	20	18	12	15	14	12	16	14	12	15	13	14	25	15	14	13	13	14
8	19	15	22	31	16	19	25	13	20	19	29	20	19	14	22	15	20	14	17	18	20	21	21
9	12	9	16	10	5	27	13	8	11	12	18	13	10	7	14	9	12	14	10	11	8	18	11
10 - Trust completely	5	3	7	5	0	7	5	2	5	5	8	7	3	1	6	4	5	3	7	5	5	4	5
Don't know	15	20	10	13	18	7	12	19	14	16	12	13	15	21	12	19	15	17	16	14	16	11	16

YouGov Survey Results

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	AI Use			Use of AI for factfinding			Experience of AI making false claims	
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Weighted Sample	2238	1201	851	212	632	1002	278	572
Unweighted Sample	2238	1183	869	199	611	979	267	559
	%	%	%	%	%	%	%	%

AI chatbots (ChatGPT, Deepseek, etc)

0 - Don't trust at all	26	12	46	3	5	8	17	9
1	5	5	5	4	4	4	10	3
2	10	10	10	9	7	9	11	6
3	11	13	9	8	12	14	15	13
4	8	10	6	9	11	11	12	10
5	13	18	5	18	20	19	15	20
6	6	9	2	12	12	11	6	13
7	5	8	1	15	10	9	6	9
8	2	4	0	9	6	5	3	5
9	1	2	0	6	3	2	2	3
10 - Trust completely	0	1	0	2	1	1	1	1
Don't know	14	8	17	6	6	7	2	8

Social media platforms (Facebook, Twitter, TikTok, etc)

0 - Don't trust at all	26	20	36	18	16	18	21	19
1	9	9	9	11	9	9	11	6
2	13	15	12	13	14	15	19	13
3	14	14	13	13	14	14	12	16
4	12	15	9	12	13	16	11	16
5	13	14	10	14	15	15	10	16
6	5	6	4	8	9	7	6	8
7	2	3	1	3	3	3	3	3
8	1	2	1	5	3	2	3	2
9	0	1	0	2	1	1	1	0
10 - Trust completely	0	0	0	0	1	0	0	1
Don't know	3	2	3	1	1	1	1	1

Academic journals

0 - Don't trust at all	4	2	7	1	1	2	1	3
1	1	1	2	0	0	1	2	0
2	2	2	3	1	1	2	1	2
3	3	3	3	3	4	3	3	4
4	4	3	5	7	5	4	6	3
5	11	8	13	10	7	7	6	8
6	10	10	10	8	9	10	12	9
7	14	16	13	16	17	16	17	16
8	19	23	14	22	21	24	24	24
9	12	14	9	12	15	15	17	15
10 - Trust completely	5	6	3	7	7	6	8	6
Don't know	15	11	18	12	12	11	4	10

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Weighted Sample Unweighted Sample	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
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	2238	373	617	232	257	145	905	812	988	1250	150	837	579	672	1369	869	1909	119	210	528	385	213	783
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

News podcasts

0 - Don't trust at all	11	10	8	5	18	7	7	16	12	9	5	9	12	15	9	13	11	11	12	13	13	6	10
1	3	3	2	1	5	1	3	3	3	3	1	2	3	5	2	4	3	2	5	4	3	2	2
2	6	5	6	5	10	9	6	7	7	6	7	6	5	9	5	8	6	6	8	7	6	5	7
3	8	10	7	8	11	10	9	9	9	8	9	9	9	8	9	7	9	5	7	6	12	8	10
4	9	11	9	9	8	5	10	8	8	9	8	8	7	11	10	7	9	11	7	9	6	12	9
5	19	20	18	26	16	18	20	17	19	19	23	19	20	18	19	20	20	17	17	22	20	16	19
6	12	9	14	13	9	21	13	8	11	12	16	13	13	6	13	9	12	12	8	9	14	16	12
7	10	9	14	13	7	6	11	9	9	10	12	11	9	7	10	10	9	10	17	9	6	10	11
8	5	4	6	6	2	7	5	3	5	5	7	6	4	3	6	4	5	5	5	5	2	9	5
9	1	0	2	1	0	1	1	0	1	1	3	1	0	0	1	0	1	0	1	1	0	3	0
10 - Trust completely	0	0	1	0	1	1	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
Don't know	16	18	15	14	15	15	14	19	14	17	9	14	18	18	15	17	16	22	12	16	16	12	17

How often, if ever, have you experienced artificial intelligence (AI) tools and features answering queries with false claims / information that it had made up?

[Asked only to those who use AI; n=1183]

Very often	4	3	4	8	6	3	3	3	6	3	12	4	3	2	4	5	5	1	1	4	3	5	6
Fairly often	19	14	23	16	18	22	20	13	21	17	24	21	14	13	20	16	18	28	19	16	24	22	16
Not very often	18	28	15	14	20	18	18	17	20	16	20	19	17	14	19	16	18	22	13	12	17	24	21
Rarely	12	11	12	19	7	17	12	12	14	9	14	12	10	12	13	10	12	14	12	13	9	17	11
Never	18	20	18	15	17	15	17	23	14	21	7	18	23	18	16	21	18	8	15	16	21	12	21
Don't know	29	24	27	28	31	26	31	32	25	34	22	26	32	42	28	32	28	26	39	39	27	20	26

*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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	%	%	%	%	%	%	%	%

News podcasts

0 - Don't trust at all	11	7	15	7	6	7	5	8
1	3	2	4	2	2	2	4	2
2	6	5	8	5	5	5	5	5
3	8	8	10	9	7	7	10	7
4	9	8	9	5	8	8	8	9
5	19	20	18	15	20	21	20	20
6	12	14	9	9	14	15	14	15
7	10	13	6	21	16	14	15	12
8	5	6	3	9	7	7	7	7
9	1	2	0	2	2	2	2	2
10 - Trust completely	0	1	0	1	1	1	0	1
Don't know	16	13	18	15	10	11	10	11

How often, if ever, have you experienced artificial intelligence (AI) tools and features answering queries with false claims / information that it had made up?

[Asked only to those who use AI; n=1183]

Very often	4	4	0	8	5	4	19	0
Fairly often	19	19	0	27	21	19	81	0
Not very often	18	18	0	24	23	20	0	38
Rarely	12	12	0	10	14	13	0	25
Never	18	18	0	11	16	17	0	37
Don't know	29	29	0	19	22	27	0	0

*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.