

YouGov Survey Results

Sample Size: 2067 adults in GB
Fieldwork: 27th - 29th 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	North	Midlands	London	Rest of South	
Weighted Sample	2067	676	500	176	728	770	1000	1067	217	854	511	486	1178	889	1784	103	180	498	343	250	692	
Unweighted Sample	2067	682	485	178	809	795	937	1130	168	859	502	538	1219	848	1777	105	185	499	352	213	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much understanding do you think you have about...

What artificial intelligence is

A great deal	7	6	7	9	8	5	11	2	13	8	6	3	8	5	7	4	8	6	6	9	7
A fair amount	41	38	45	44	44	39	45	37	50	44	41	33	44	37	41	51	41	36	43	49	40
TOTAL GREAT DEAL / FAIR AMOUNT	48	44	52	53	52	44	56	39	63	52	47	36	52	42	48	55	49	42	49	58	47
Not very much	42	47	41	40	41	46	35	50	31	39	45	51	41	44	43	41	39	47	41	35	43
None at all	7	8	5	5	6	9	7	8	2	6	8	12	5	10	7	4	10	7	6	5	9
TOTAL NOT VERY MUCH / NONE AT ALL	49	55	46	45	47	55	42	58	33	45	53	63	46	54	50	45	49	54	47	40	52
Don't know	2	1	2	1	1	2	2	3	4	3	1	1	2	3	3	0	2	4	4	2	1

The issues surrounding artificial intelligence

A great deal	6	5	7	6	6	4	9	3	13	7	4	3	7	5	6	6	9	5	5	8	6
A fair amount	37	36	40	42	40	35	42	32	42	39	37	31	40	32	37	40	33	36	38	40	36
TOTAL GREAT DEAL / FAIR AMOUNT	43	41	47	48	46	39	51	35	55	46	41	34	47	37	43	46	42	41	43	48	42
Not very much	43	47	40	43	44	47	36	49	34	40	47	50	43	43	43	44	42	43	43	41	44
None at all	11	11	10	8	9	12	10	12	6	9	12	16	8	16	11	9	13	12	9	8	12
TOTAL NOT VERY MUCH / NONE AT ALL	54	58	50	51	53	59	46	61	40	49	59	66	51	59	54	53	55	55	52	49	56
Don't know	3	1	2	1	1	1	3	3	6	4	1	1	2	4	3	1	2	4	4	4	2

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Weighted Sample	2067	1191	98	508	84	124	63	365	714	730
Unweighted Sample	2067	1168	80	547	74	131	67	355	720	738
	%	%	%	%	%	%	%	%	%	%

How much understanding do you think you have about...

What artificial intelligence is

A great deal	7	8	12	3	10	4	4	16	4	6
A fair amount	41	43	54	33	50	44	43	59	43	42
TOTAL GREAT DEAL / FAIR AMOUNT	48	51	66	36	60	48	47	75	47	48
Not very much	42	41	27	51	32	45	31	23	48	44
None at all	7	6	4	11	3	5	9	2	4	7
TOTAL NOT VERY MUCH / NONE AT ALL	49	47	31	62	35	50	40	25	52	51
Don't know	2	2	3	1	5	2	14	0	1	1

The issues surrounding artificial intelligence

A great deal	6	7	13	3	7	5	4	12	3	7
A fair amount	37	39	42	30	44	40	27	54	35	41
TOTAL GREAT DEAL / FAIR AMOUNT	43	46	55	33	51	45	31	66	38	48
Not very much	43	41	32	50	38	43	43	31	52	41
None at all	11	11	6	15	6	7	10	3	9	10
TOTAL NOT VERY MUCH / NONE AT ALL	54	52	38	65	44	50	53	34	61	51
Don't know	3	2	7	1	5	5	16	0	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	50	47	59	57	56	45	52	48	57	53	49	43	56	42	50	48	52	50	48	51	50
The impacts of artificial intelligence on humanity's survival as a species	18	21	16	17	18	20	17	18	11	16	22	19	16	19	17	24	19	16	17	21	17
Neither	14	15	10	11	11	15	15	13	16	14	13	14	13	15	14	11	11	13	16	11	16
Don't know	19	17	16	15	16	19	16	21	16	17	17	24	15	24	19	18	18	21	19	18	17

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

Very optimistic	2	2	2	2	2	1	3	1	2	3	1	1	3	1	2	1	1	2	3	3	2
Fairly optimistic	16	14	19	20	19	13	21	11	22	18	13	11	19	12	16	11	14	17	13	22	15
TOTAL OPTIMISTIC	18	16	21	22	21	14	24	12	24	21	14	12	22	13	18	12	15	19	16	25	17
Neither optimistic nor pessimistic	35	35	31	38	36	33	35	34	30	33	37	36	35	34	34	38	33	32	37	31	36
Fairly pessimistic	25	28	30	23	27	27	22	28	23	23	28	27	27	23	25	35	22	25	26	21	26
Very pessimistic	10	10	8	9	7	12	10	10	10	11	10	9	7	14	10	10	14	11	8	9	10
TOTAL PESSIMISTIC	35	38	38	32	34	39	32	38	33	34	38	36	34	37	35	45	36	36	34	30	36
Don't know	12	11	10	9	9	12	9	15	13	12	10	16	10	16	13	5	15	14	13	14	11

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	%	%	%	%	%	%	%	%	%	%

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	50	54	63	42	41	50	27	69	47	55
The impacts of artificial intelligence on humanity's survival as a species	18	16	10	20	17	22	21	12	17	27
Neither	14	14	14	14	14	11	14	15	19	8
Don't know	19	15	13	24	28	17	38	4	17	10

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

Very optimistic	2	3	1	1	4	0	0	11	0	0
Fairly optimistic	16	18	28	11	15	11	12	89	0	0
TOTAL OPTIMISTIC	18	21	29	12	19	11	12	100	0	0
Neither optimistic nor pessimistic	35	35	22	38	46	31	23	0	100	0
Fairly pessimistic	25	25	29	27	11	30	25	0	0	71
Very pessimistic	10	10	7	9	9	13	14	0	0	29
TOTAL PESSIMISTIC	35	35	36	36	20	43	39	0	0	100
Don't know	12	10	13	15	15	15	25	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

That technology companies that are developing AI will do so responsibly

A great deal of confidence	1	1	1	2	1	1	2	1	3	1	1	0	1	1	1	1	1	1	1	3	1
A fair amount of confidence	17	17	17	20	18	16	20	14	22	18	16	15	17	17	17	15	16	15	20	18	17
TOTAL GREAT DEAL / FAIR AMOUNT OF	18	18	18	22	19	17	22	15	25	19	17	15	18	18	18	16	17	16	21	21	18
Not very much confidence	43	42	41	45	45	43	42	44	46	39	45	46	48	36	43	38	45	43	40	43	45
No confidence at all	25	26	27	23	27	25	24	25	14	28	27	22	24	26	24	36	23	25	23	24	24
TOTAL NOT VERY MUCH / NO CONFIDENCE AT ALL	68	68	68	68	72	68	66	69	60	67	72	68	72	62	67	74	68	68	63	67	69
Don't know	14	14	13	9	10	15	12	16	16	13	12	17	10	20	14	11	14	16	16	12	13

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

A great deal of confidence	1	1	1	2	1	1	2	0	3	1	0	1	1	1	1	1	1	0	1	4	1
A fair amount of confidence	13	16	12	12	12	13	15	12	17	14	11	14	14	13	14	12	13	11	12	21	14
TOTAL GREAT DEAL / FAIR AMOUNT OF	14	17	13	14	13	14	17	12	20	15	11	15	15	14	15	13	14	11	13	25	15
Not very much confidence	42	42	39	43	43	41	40	43	41	39	46	42	45	37	42	35	46	42	43	39	42
No confidence at all	29	27	34	33	33	29	30	28	20	31	31	27	30	28	29	39	26	29	28	25	30
TOTAL NOT VERY MUCH / NO CONFIDENCE AT ALL	71	69	73	76	76	70	70	71	61	70	77	69	75	65	71	74	72	71	71	64	72
Don't know	15	13	14	11	12	15	12	18	19	15	12	15	10	20	15	13	15	18	15	12	14

Thinking about the next 30 years, do you think jobs like yours will still be done primarily by humans or robotics/artificial intelligence.

[Asked only to those who work; n=1168]

Humans	58	61	61	62	64	56	57	58	47	60	55	66	60	53	58	62	55	50	64	58	60
Robotics / artificial intelligence	27	25	26	22	23	27	27	26	31	25	32	14	26	27	26	25	34	32	22	24	25
Don't know	15	14	13	16	13	17	15	16	23	15	13	20	13	19	16	13	11	18	15	18	15

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	%	%	%	%	%	%	%	%	%	%

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

That technology companies that are developing AI will do so responsibly

A great deal of confidence	1	1	4	0	4	1	0	4	1	0
A fair amount of confidence	17	17	16	18	23	17	10	46	19	5
TOTAL GREAT DEAL / FAIR AMOUNT OF	18	18	20	18	27	18	10	50	20	5
Not very much confidence	43	44	45	44	28	40	37	38	51	44
No confidence at all	25	27	22	21	23	25	29	7	16	47
TOTAL NOT VERY MUCH / NO CONFIDENCE AT ALL	68	71	67	65	51	65	66	45	67	91
Don't know	14	11	14	17	22	17	24	5	14	4

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

A great deal of confidence	1	1	6	1	2	0	0	3	0	1
A fair amount of confidence	13	13	9	14	18	14	11	33	15	5
TOTAL GREAT DEAL / FAIR AMOUNT OF	14	14	15	15	20	14	11	36	15	6
Not very much confidence	42	42	44	44	41	34	29	41	47	43
No confidence at all	29	31	25	26	18	32	34	17	22	47
TOTAL NOT VERY MUCH / NO CONFIDENCE AT ALL	71	73	69	70	59	66	63	58	69	90
Don't know	15	13	16	16	21	20	27	5	15	5

Thinking about the next 30 years, do you think jobs like yours will still be done primarily by humans or robotics/artificial intelligence.

[Asked only to those who work; n=1168]

Humans	58	58	0	0	0	0	0	68	57	54
Robotics / artificial intelligence	27	27	0	0	0	0	0	23	27	32
Don't know	15	15	0	0	0	0	0	9	16	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How worried, if at all, are you about the impact that robotics and/or artificial intelligence will have on your...

[Asked only to those who work; n=1168]

Current job

Very worried	4	5	3	1	3	4	4	3	2	5	2	0	4	4	4	2	4	5	2	3	4
Fairly worried	13	11	13	10	12	11	15	12	23	13	12	4	13	14	14	11	11	15	11	21	11
TOTAL WORRIED	17	16	16	11	15	15	19	15	25	18	14	4	17	18	18	13	15	20	13	24	15
Not very worried	45	39	48	50	50	43	41	49	35	46	46	37	47	42	44	46	55	44	47	46	42
Not at all worried	34	41	33	35	32	38	35	32	31	32	35	57	33	35	35	39	23	31	36	26	40
TOTAL NOT WORRIED	79	80	81	85	82	81	76	81	66	78	81	94	80	77	79	85	78	75	83	72	82
Don't know	4	4	2	5	4	4	5	4	8	4	4	1	4	5	4	3	7	5	4	4	4

Very worried	8	8	7	5	6	7	8	7	11	8	6	2	8	7	8	5	7	10	5	10	7
Fairly worried	19	17	19	20	20	17	20	19	32	22	13	3	20	18	20	18	20	17	20	27	18
TOTAL WORRIED	27	25	26	25	26	24	28	26	43	30	19	5	28	25	28	23	27	27	25	37	25
Not very worried	36	30	42	32	39	34	34	38	27	38	36	33	37	35	36	38	39	37	34	36	36
Not at all worried	28	37	26	32	28	33	29	27	17	23	37	55	27	29	28	30	23	26	33	22	30
TOTAL NOT WORRIED	64	67	68	64	67	67	63	65	44	61	73	88	64	64	64	68	62	63	67	58	66
Don't know	9	8	7	11	8	9	9	9	13	9	8	7	8	11	9	8	12	10	8	6	8

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	%	%	%	%	%	%	%	%	%	%

How worried, if at all, are you about the impact that robotics and/or artificial intelligence will have on your...

[Asked only to those who work; n=1168]

Current job

Very worried	4	4	0	0	0	0	0	2	2	7
Fairly worried	13	13	0	0	0	0	0	15	12	15
TOTAL WORRIED	17	17	0	0	0	0	0	17	14	22
Not very worried	45	45	0	0	0	0	0	45	47	45
Not at all worried	34	34	0	0	0	0	0	37	35	30
TOTAL NOT WORRIED	79	79	0	0	0	0	0	82	82	75
Don't know	4	4	0	0	0	0	0	2	4	3

Future career

Very worried	8	8	0	0	0	0	0	2	6	14
Fairly worried	19	19	0	0	0	0	0	23	19	20
TOTAL WORRIED	27	27	0	0	0	0	0	25	25	34
Not very worried	36	36	0	0	0	0	0	38	40	32
Not at all worried	28	28	0	0	0	0	0	34	27	25
TOTAL NOT WORRIED	64	64	0	0	0	0	0	72	67	57
Don't know	9	9	0	0	0	0	0	3	7	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

More jobs will be created by the opportunities of robotics/AI than will be lost	7	7	8	7	9	6	9	5	9	9	5	6	9	5	8	5	5	7	7	10	8
More jobs will be lost to automation by robotics/AI than will be created	61	63	60	62	59	67	59	63	60	57	67	64	60	63	61	71	59	62	61	58	61
It will be about the same	14	14	15	13	16	12	17	12	12	17	14	12	16	12	14	13	16	14	14	15	14
Don't know	17	15	17	18	16	15	14	20	20	17	14	19	15	20	17	12	20	17	19	17	17

*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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	%	%	%	%	%	%	%	%	%	%

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

More jobs will be created by the opportunities of robotics/AI than will be lost	7	9	5	5	4	4	3	24	5	3
More jobs will be lost to automation by robotics/AI than will be created	61	59	65	65	59	69	57	46	58	84
It will be about the same	14	16	16	12	12	12	4	22	20	6
Don't know	17	16	14	18	25	15	36	8	17	8

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