

YouGov Survey Results

Sample Size: 2046 GB Adults
Fieldwork: 13th - 15th January 2024

	Vote in 2019 GE			EU Ref 2016		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	2046	669	495	174	721	762	990	1056	215	845	505	481	1166	880	1766	102	178	493	340	248	685	
Unweighted Sample	2046	681	487	175	824	751	889	1157	151	804	519	572	1240	806	1761	111	174	501	335	210	715	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to the impact that the use of AI will have on journalism, do you think it will do more good or more bad, or both equally?

Will be entirely bad	12	12	12	11	11	16	13	11	5	12	15	12	11	13	11	15	19	13	10	7	11
Will do more bad than good	36	38	41	37	40	37	36	35	27	31	41	42	38	33	36	37	29	37	35	30	39
Will do bad and good equally	23	23	19	28	25	20	23	22	34	21	21	23	25	19	22	19	28	19	24	23	23
Will do more good than bad	6	6	5	5	6	4	8	4	17	8	2	3	7	5	7	4	3	5	7	11	6
Will be entirely good	0	0	0	0	0	0	1	0	1	1	0	0	1	0	0	1	1	0	0	2	0
Don't know	23	20	23	19	18	23	19	27	17	28	20	20	18	29	23	24	20	24	25	28	20

To the best of your knowledge, have you read a news article that was written by an AI (excluding any articles where the premise was to show what an article written by an AI would look like)?

Yes I have	7	6	9	10	9	4	9	6	12	9	5	5	9	5	8	3	8	6	6	14	7
No I have not	40	42	34	33	34	45	37	42	46	37	37	44	38	41	39	41	41	39	44	33	40
Not sure	53	52	57	57	58	51	54	52	43	54	58	51	53	53	53	56	52	55	51	52	53

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

For each of the following journalism tasks, do you think it would be acceptable or unacceptable for them to be done by artificial intelligence?

Choosing an image to use for an article from stock photography websites

Completely acceptable	10	8	11	12	10	7	12	8	20	11	8	5	11	8	10	10	8	9	10	15	9
Somewhat acceptable	39	40	43	40	45	36	39	39	40	37	42	39	44	33	40	38	34	37	39	37	43
Somewhat unacceptable	19	20	19	19	21	20	19	19	12	18	18	24	20	17	19	15	23	18	17	17	20
Completely unacceptable	15	17	13	19	14	18	16	14	12	14	15	18	14	17	14	17	20	16	15	13	13
Don't know	17	15	14	11	11	19	15	20	17	20	16	14	11	25	18	20	15	20	19	17	15

Generating a summary of an article for readers

Completely acceptable	11	10	13	9	11	10	15	9	18	16	8	5	14	8	12	14	10	9	11	18	12
Somewhat acceptable	39	35	46	45	47	31	39	40	47	40	37	37	42	35	39	35	42	39	41	40	38
Somewhat unacceptable	18	22	18	20	19	21	17	19	16	14	22	24	19	18	19	21	15	15	18	18	22
Completely unacceptable	14	18	11	16	12	19	14	14	5	12	16	19	12	16	13	15	18	18	12	7	13
Don't know	17	16	13	11	11	18	15	19	14	18	17	15	12	24	17	14	16	19	18	18	15

Translating an article to other languages

Completely acceptable	21	23	20	15	20	21	26	17	28	22	22	15	23	19	22	20	15	20	22	27	21
Somewhat acceptable	46	47	51	53	52	45	45	48	40	44	48	51	49	43	46	43	52	46	44	45	47
Somewhat unacceptable	11	9	12	12	13	9	10	11	11	10	11	13	12	10	11	11	13	11	10	11	11
Completely unacceptable	9	11	7	8	7	11	8	9	7	8	9	10	7	10	8	13	8	9	8	4	9
Don't know	13	11	10	11	8	14	11	15	14	16	11	12	10	18	13	12	13	15	16	13	12

Fact-checking claims made in a draft article written by a human journalist

Completely acceptable	10	8	9	10	10	7	15	6	25	11	7	6	11	9	10	13	7	9	12	14	9
Somewhat acceptable	36	36	38	42	42	33	37	35	36	33	37	40	41	30	36	33	38	33	35	38	38
Somewhat unacceptable	18	18	20	14	21	17	15	20	14	17	20	19	18	18	18	17	16	18	18	13	20
Completely unacceptable	18	20	17	21	16	24	18	17	7	17	20	21	17	19	17	22	22	19	15	18	17
Don't know	18	17	15	14	12	20	14	22	18	22	16	14	14	25	19	15	17	21	20	17	17

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

Performing analysis of datasets for journalists to use

Completely acceptable	12	10	12	13	12	10	16	7	16	14	10	7	13	9	11	14	11	10	11	17	11
Somewhat acceptable	39	37	46	44	46	34	39	40	45	39	38	39	46	31	40	32	40	39	40	40	40
Somewhat unacceptable	16	17	16	17	19	16	16	16	14	14	18	19	16	16	16	13	16	15	16	15	17
Completely unacceptable	12	16	11	11	10	17	12	13	9	11	13	16	11	15	12	19	15	13	12	7	13
Don't know	21	20	15	15	13	23	17	24	16	23	21	19	14	29	21	22	17	23	22	21	19

Conducting research on a topic for a journalist

Completely acceptable	7	8	6	8	7	8	10	5	10	9	6	6	8	7	8	3	7	5	7	15	8
Somewhat acceptable	32	32	34	34	38	29	33	30	31	29	33	36	36	26	31	33	33	34	31	29	30
Somewhat unacceptable	24	22	28	26	26	22	23	26	28	23	25	24	25	23	24	30	19	23	23	23	27
Completely unacceptable	19	22	21	18	19	23	20	19	17	19	20	20	19	19	19	18	25	20	18	18	19
Don't know	17	17	12	14	11	18	14	20	14	21	16	14	12	25	17	16	16	18	21	15	16

Conducting interviews on behalf of journalists

Completely acceptable	3	3	4	1	2	2	4	2	3	5	2	1	3	3	3	1	5	1	4	7	3
Somewhat acceptable	11	9	11	12	9	9	14	8	14	13	8	8	12	9	11	15	6	7	12	24	9
Somewhat unacceptable	25	28	22	26	28	24	24	26	29	21	27	27	28	20	25	27	25	25	25	17	27
Completely unacceptable	45	47	50	49	49	50	44	47	38	41	48	52	46	44	45	45	47	48	42	38	47
Don't know	16	12	13	12	11	15	14	17	15	19	16	11	11	23	16	12	17	18	17	15	14

Suggesting interview questions for journalists to ask someone

Completely acceptable	11	11	10	10	11	9	14	7	14	12	10	6	12	9	11	10	9	8	10	15	11
Somewhat acceptable	40	37	46	45	45	35	38	42	43	42	39	37	44	35	41	39	37	38	42	43	41
Somewhat unacceptable	17	20	16	15	21	17	17	18	16	14	19	23	18	17	17	20	18	18	15	14	19
Completely unacceptable	17	19	15	21	14	22	18	15	11	14	18	22	16	17	16	17	23	17	15	14	16
Don't know	15	13	12	9	9	16	13	18	15	18	14	12	10	23	16	14	13	18	17	15	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Suggesting article topics for journalists																						
Completely acceptable	11	11	11	12	11	8	13	9	21	13	7	8	13	9	12	8	5	9	10	17	13	
Somewhat acceptable	40	37	45	41	44	36	40	39	41	42	41	34	43	35	39	41	40	41	38	38	39	
Somewhat unacceptable	16	15	15	17	17	14	14	17	16	12	16	23	17	14	15	17	19	15	15	16	15	
Completely unacceptable	16	20	15	17	17	22	18	15	7	15	19	21	16	18	16	19	20	17	15	13	17	
Don't know	17	17	14	13	11	19	15	20	15	20	17	15	12	24	18	15	16	19	21	17	16	
Writing article headlines																						
Completely acceptable	9	8	11	8	8	7	12	7	19	12	6	5	11	7	10	9	8	7	10	15	9	
Somewhat acceptable	32	30	36	29	35	29	31	32	37	33	31	28	34	28	31	29	35	28	32	34	32	
Somewhat unacceptable	23	26	21	25	25	22	22	23	18	19	26	27	24	21	23	22	22	26	20	17	24	
Completely unacceptable	19	21	20	24	20	24	19	19	10	16	22	25	18	20	19	24	21	21	17	16	19	
Don't know	17	15	12	14	11	18	15	19	17	19	15	15	12	24	17	16	14	19	21	18	15	
Perform spelling and grammar edits to an article written by a human journalist																						
Completely acceptable	28	27	28	28	30	25	34	23	42	29	27	23	32	23	29	32	22	23	31	36	29	
Somewhat acceptable	45	45	51	47	51	44	42	47	32	44	47	49	46	43	45	36	48	47	46	38	45	
Somewhat unacceptable	7	9	5	11	8	8	6	8	7	6	7	9	7	7	7	8	10	6	4	9	7	
Completely unacceptable	8	9	6	7	5	11	7	8	7	7	8	10	7	9	7	11	9	10	5	4	7	
Don't know	12	11	9	7	7	13	11	14	12	15	11	9	8	18	12	13	11	15	13	12	11	
Writing and publishing short routine data-driven stories such as financial reports, sports scores, or weather updates																						
Completely acceptable	10	9	12	10	10	8	13	8	16	13	8	6	12	8	11	7	10	8	10	17	10	
Somewhat acceptable	38	37	38	43	42	33	38	37	41	37	36	39	41	33	38	32	40	37	39	40	37	
Somewhat unacceptable	19	20	20	22	22	19	18	20	17	15	22	23	21	16	19	23	16	18	16	19	21	
Completely unacceptable	16	20	14	15	14	21	16	16	9	15	19	18	15	17	15	22	19	17	17	8	16	
Don't know	17	14	17	10	11	18	15	20	17	20	16	14	12	25	18	16	15	20	18	16	16	

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

Writing and publishing short articles reporting the content of press releases put out by a company/organisation/government and drawing in simple additional context relevant to the story

Completely acceptable	5	5	5	3	5	4	6	3	8	7	2	2	5	4	5	4	4	3	5	9	5
Somewhat acceptable	21	18	24	18	22	17	23	18	27	21	17	20	23	17	21	15	16	20	22	26	20
Somewhat unacceptable	28	29	26	37	32	28	27	29	31	24	32	32	32	24	28	34	27	28	30	20	30
Completely unacceptable	24	26	24	26	24	28	24	23	19	22	26	27	23	24	23	24	27	26	17	22	25
Don't know	23	21	20	15	17	24	19	26	16	26	22	19	17	30	22	23	25	23	26	22	20

Writing and publishing long articles that investigate an issue in depth that would typically include expert or eyewitness interviews

Completely acceptable	4	5	3	1	3	3	5	3	8	5	2	2	4	4	4	1	5	2	3	9	4
Somewhat acceptable	12	10	13	7	9	10	15	9	22	13	7	11	12	12	12	16	9	11	11	23	11
Somewhat unacceptable	22	24	19	26	22	22	23	20	23	19	22	26	23	20	21	24	25	23	24	10	23
Completely unacceptable	45	45	51	50	54	46	42	47	37	43	50	45	48	40	45	42	47	45	41	39	48
Don't know	18	17	14	16	13	20	15	20	10	20	18	16	13	25	18	17	14	19	21	20	15

Having editorial sign-off over whether an article written by a human journalist conforms enough to journalistic standards/best practice that it can be published

Completely acceptable	5	4	5	5	4	3	7	3	11	6	3	3	5	5	5	3	5	2	5	13	4
Somewhat acceptable	17	16	17	17	18	15	19	15	24	18	14	16	18	15	17	17	16	13	17	24	18
Somewhat unacceptable	23	25	21	26	27	22	23	24	25	20	24	28	24	22	23	19	27	22	30	11	25
Completely unacceptable	32	34	37	38	36	37	32	32	17	31	39	34	36	27	32	33	30	36	26	30	34
Don't know	22	20	19	14	15	24	19	25	23	25	21	18	16	31	22	28	21	27	22	21	19

Do you think media organisations should or should not be required to display on a news article any ways in which that article has been created using the assistance of AI?

Should	79	84	84	90	87	81	81	78	63	75	87	86	83	75	79	76	82	81	74	80	80
Should not	7	6	6	3	6	7	8	7	17	9	4	5	6	9	7	8	7	7	10	7	7
Don't know	13	10	10	7	8	12	11	15	20	16	9	9	11	17	13	16	11	12	16	13	13