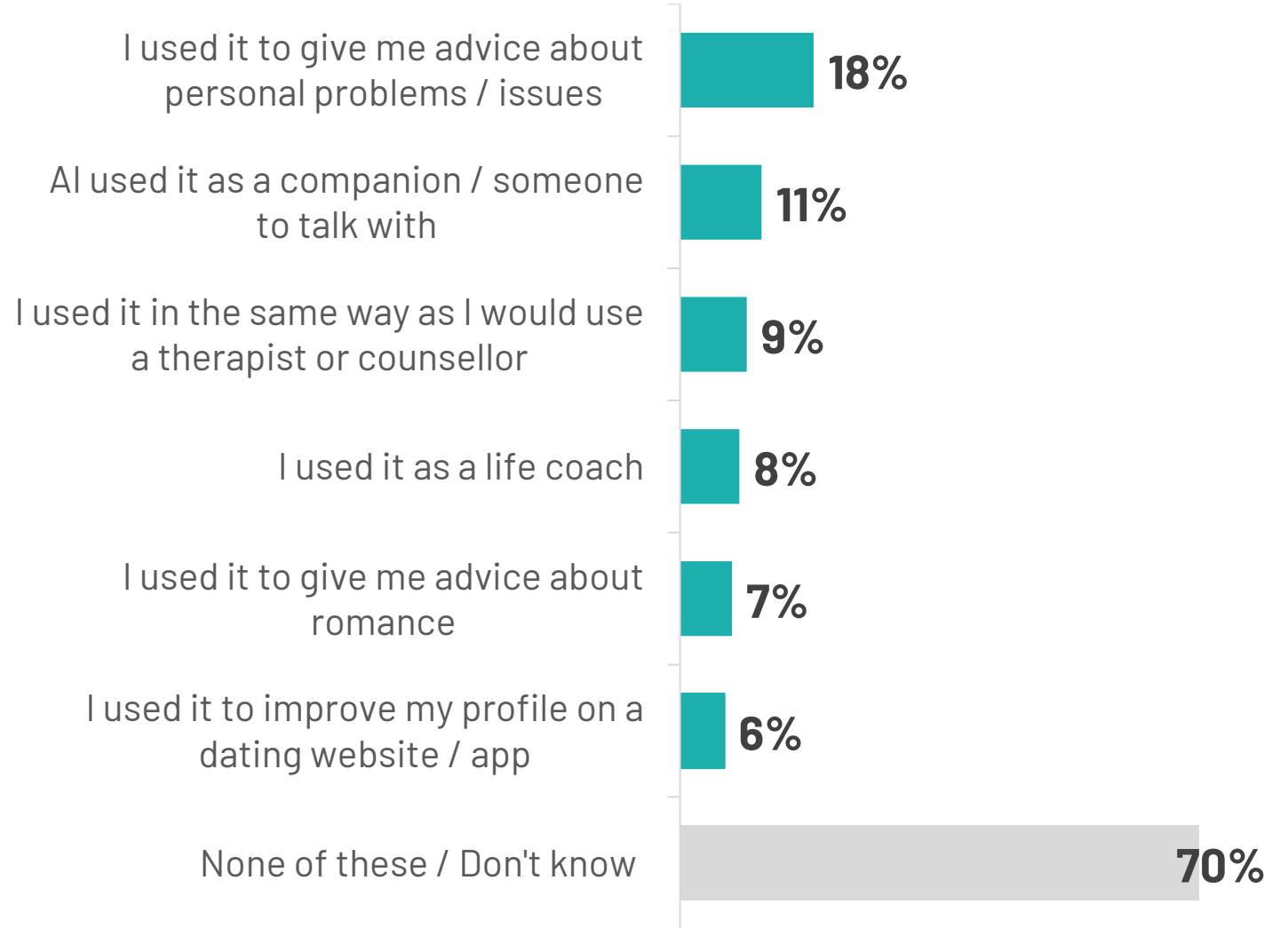


Ipsos UK Public opinion towards AI

July 2025

Nearly 2 in 10 British adults turn to AI to give them advice about personal problems or issues.

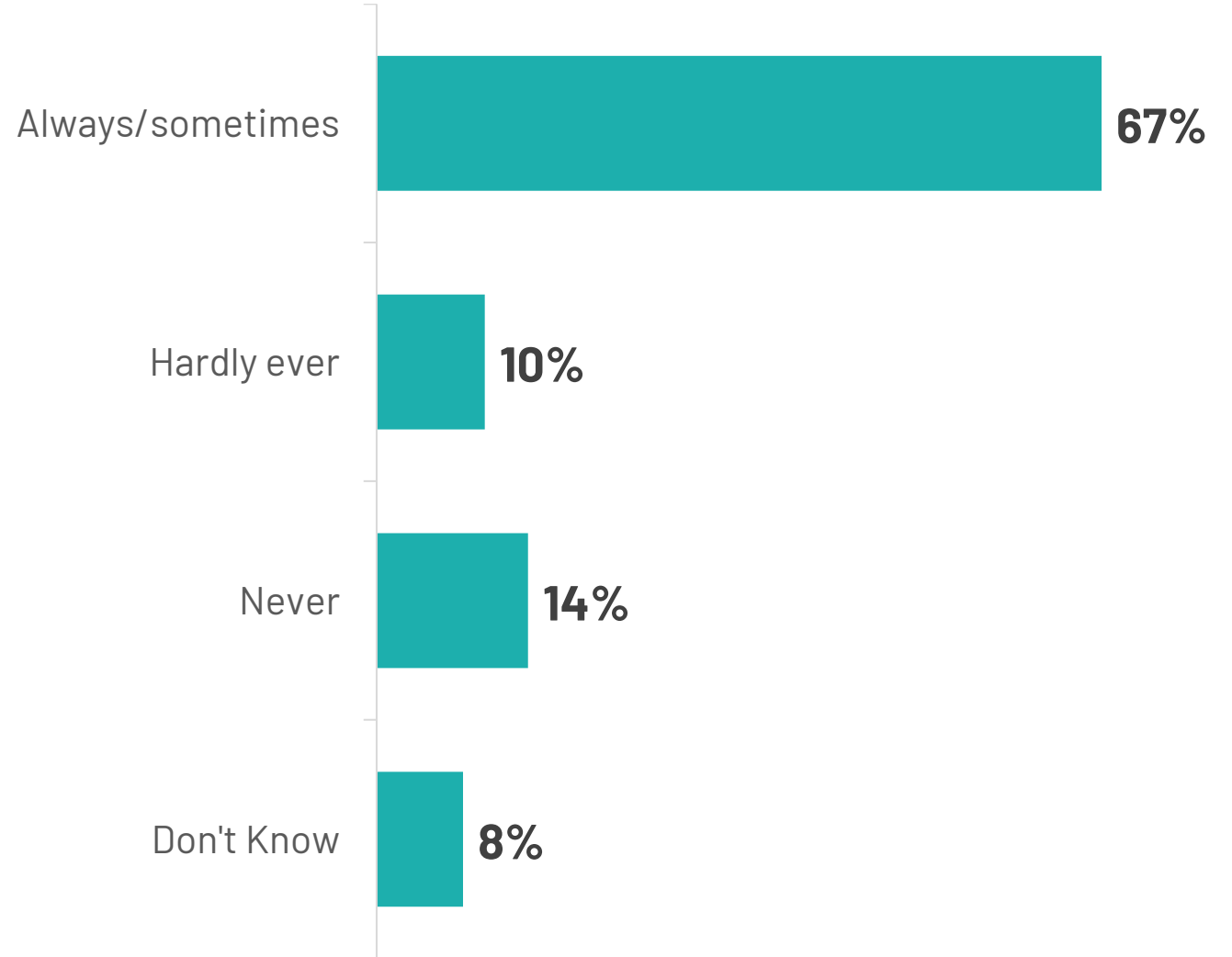
Which, if any, of the following have you ever used AI tools for?



Base: n=2,189 Online British adults aged 16-75, 18-20 July 2025

3 in 4 British adults use polite language when speaking with chatbots or writing prompts for AI tools

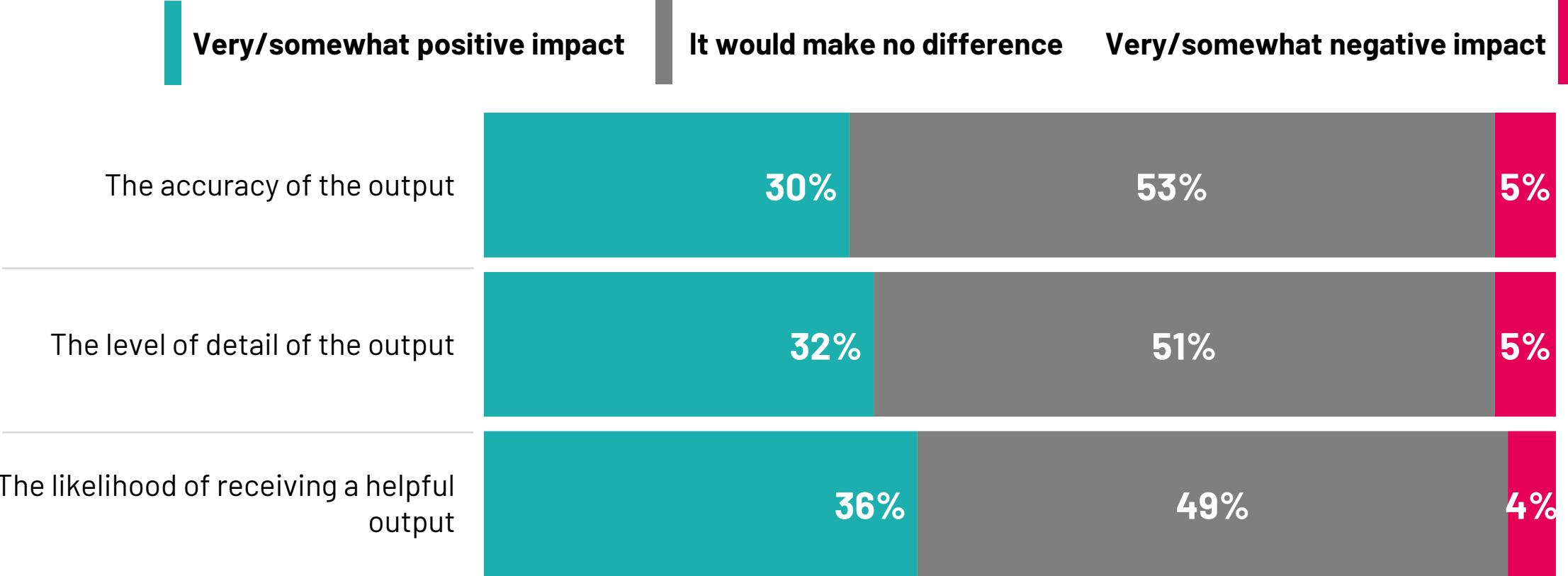
Nowadays, when using virtual assistants, speaking with chatbots or writing prompts for AI tools, how often, if ever, do you use polite language, for example, saying 'please' and 'thank you'?



Base: n=1,807 Online British adults aged 16-75 (excluding 'Not applicable'), 18-20 July 2025

Politeness pays off according to 36% of adults, who think it improves the likelihood of receiving a helpful output

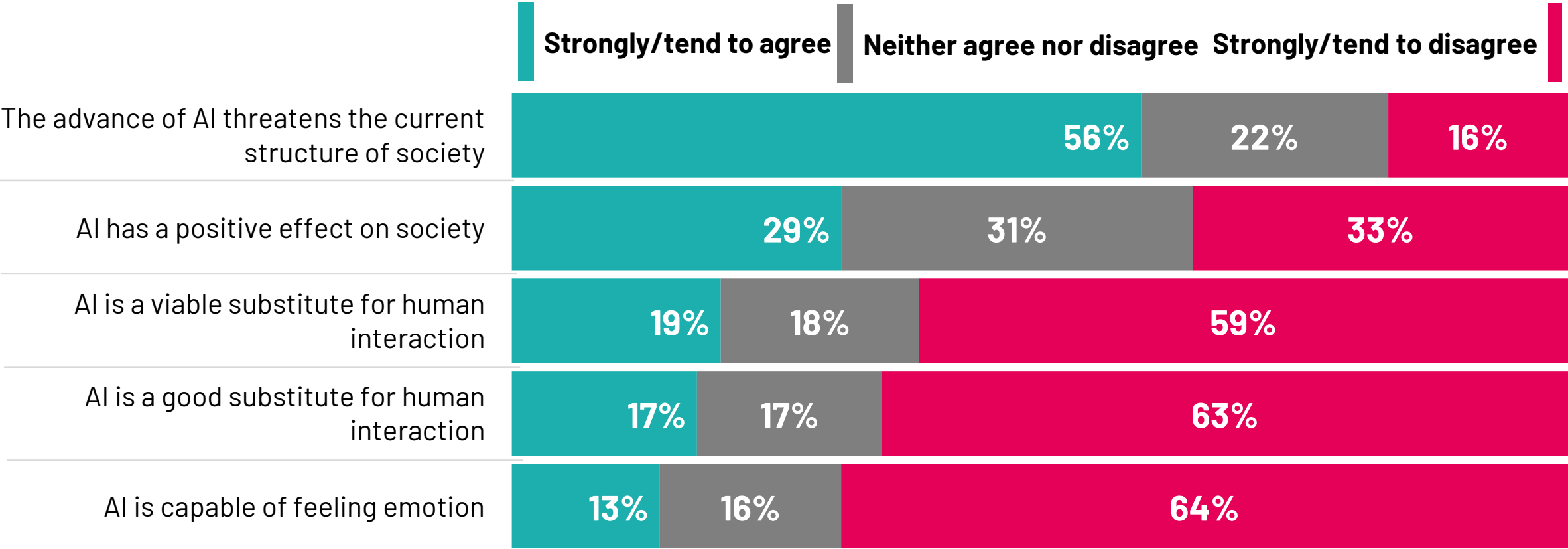
Do you think using polite language would have a positive impact, negative impact or would it make no difference on each of the following?



Base: 2,189 Online British adults aged 16-75, 18-20 July 2025

The majority (56%) agree that the advance of AI threatens the current structure of society

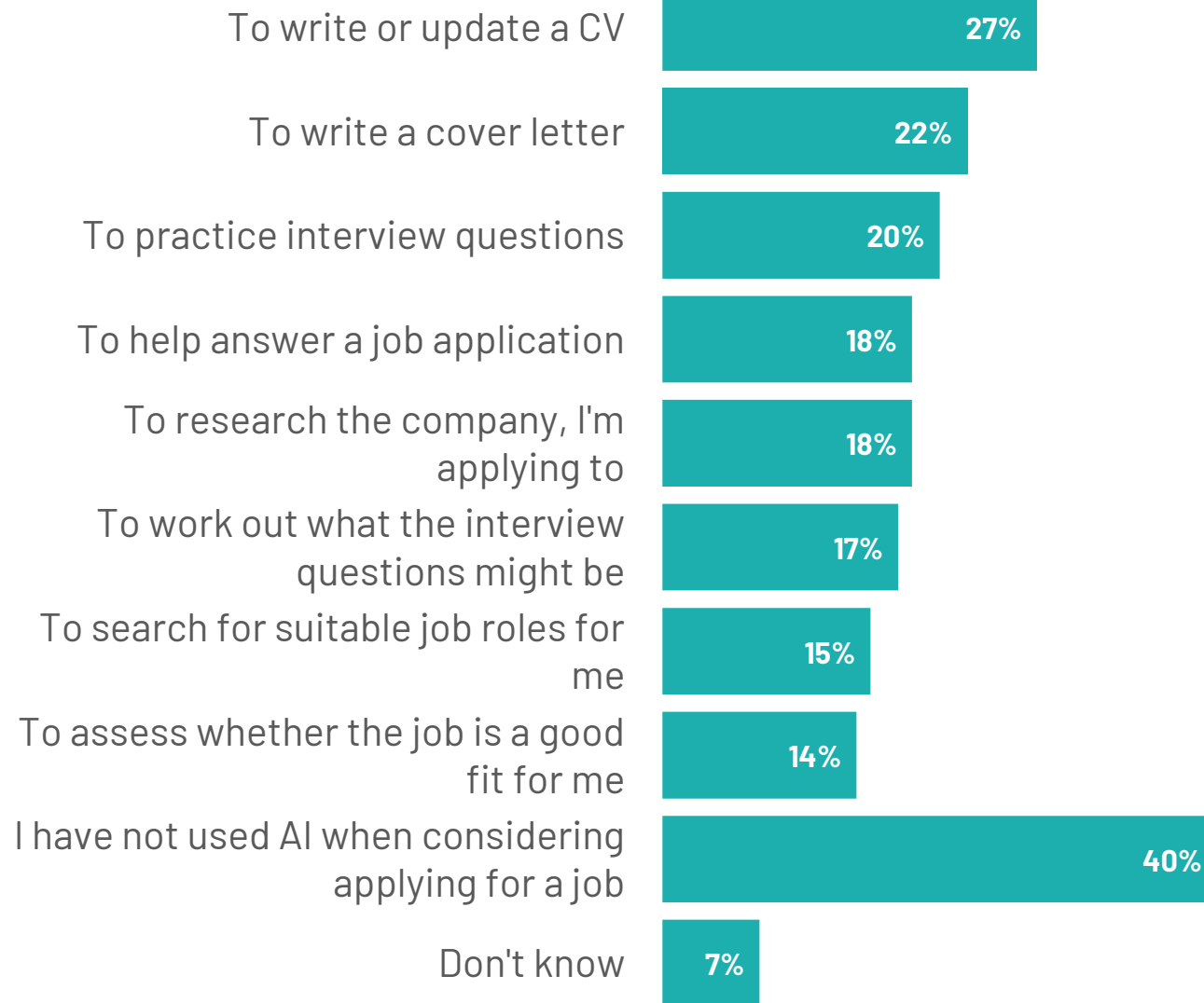
To what extent do you agree or disagree with the following statements?



Base: 2,189 Online British adults aged 16-75, 18-20 July 2025

AI is transforming the job search process with 27% of those who have considered applying for a job in the past 3 years using AI to write CVs

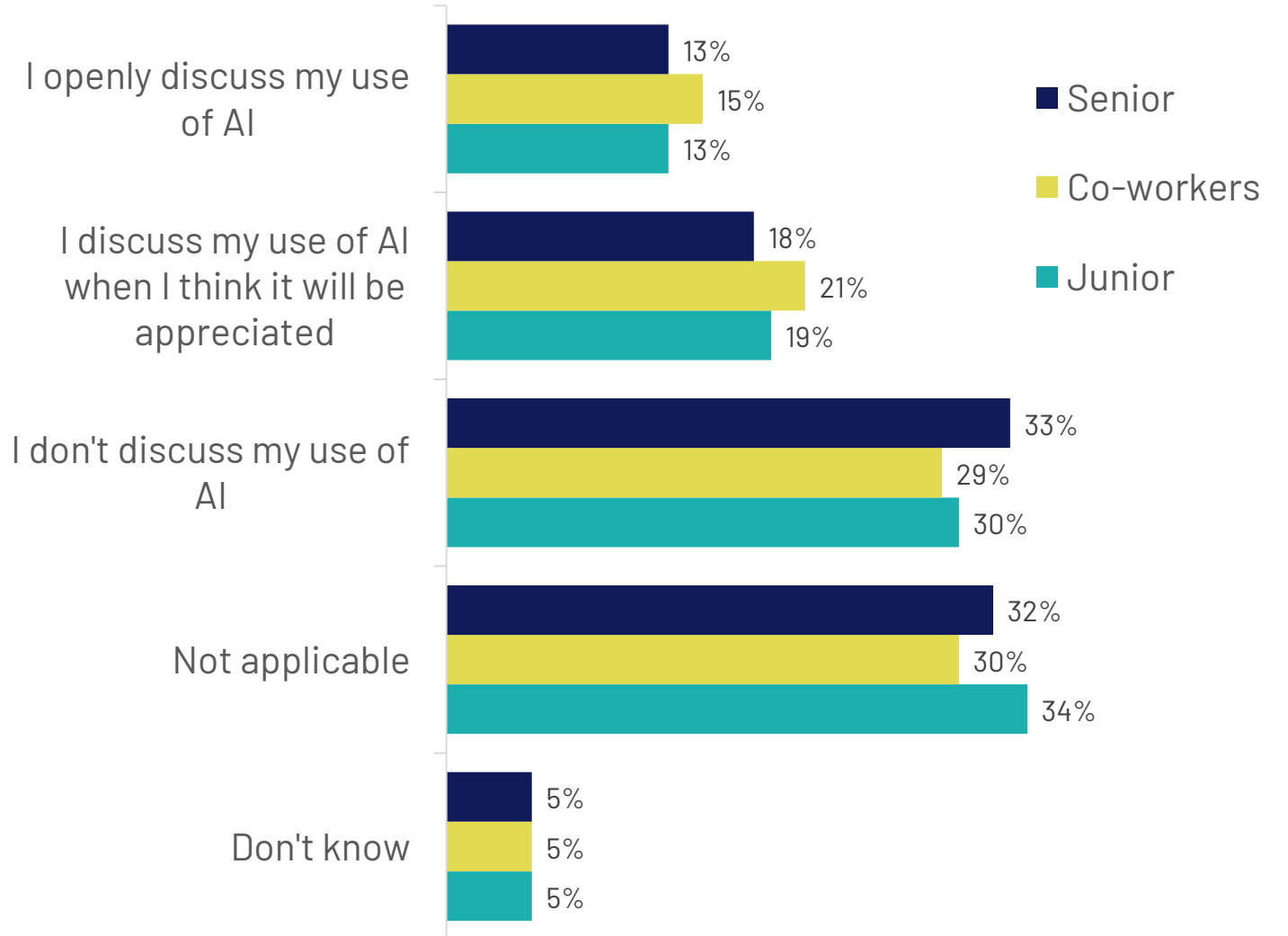
In the past 3 years, when you have considered applying for a job, which, if any, of the following, have you used AI for?



Base: n=1,356 Online British adults aged 16-75 who have considered applying for a job in the past 3 years, 18-20 July 2025

Around 3 in 10 workers don't discuss their use of AI with their colleagues, regardless of their role or level

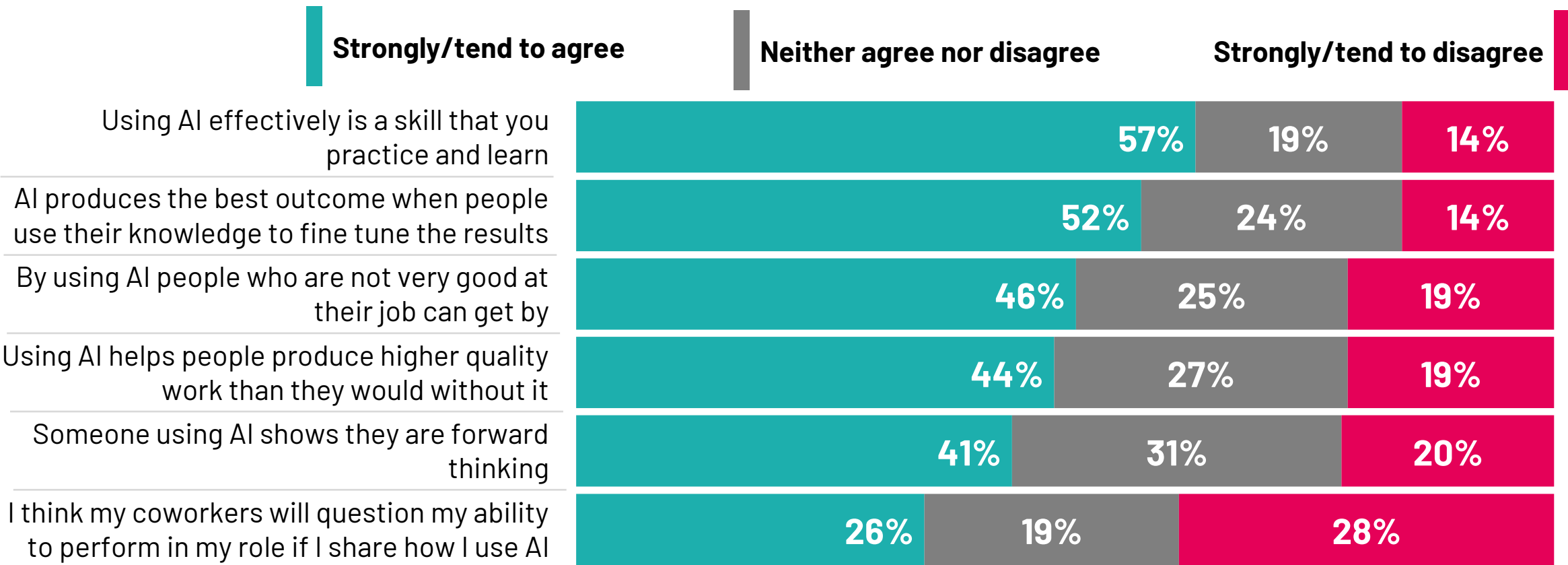
Do you discuss your use of AI for work with the following people or not?



Base: n=1,514 Online British working adults aged 16-75, 18-20 July 2025

57% agree that using AI effectively is a skill that you practice and learn. Despite this, a quarter (26%) think their coworkers would question their ability to perform in their role if they share how they use AI

To what extent do you agree or disagree with the following statements?



Base: 2,189 Online British adults aged 16-75, 18-20 July 2025



July 2025

For more information

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