24-089497-29 - AI
18TH - 21ST JULY 2025
IPSOS

12 Aug 2025

Table 1
Q1 - Which, if any, of the following have you ever used AI tools for?

Base: All adults aged 16-75 in GB

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311	104*	186	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
I used it to give me advice about personal problems / issues	404	226	178	238	135	32	153	177	52	22	88	89	88	99	15	25	325	79	285	119	210	194	113	284	238	167	201	203	61	63	280
	18%	21%	16%	34%	17%	4%	32%	28%	10%	4%	17%	15%	18%	32%	14%	14%	22%	11%	23%	13%	28%	14%	36%	15%	19%	18%	31%	13%	15%	9%	26%
		b		de	e		hi	hi	i					jklno			q		s		u		w				A		C		BC
I used it as a companion / someone to talk with	242	146	92	158	79	6	103	114	21	5	45	60	47	65	10	14	190	53	172	70	131	111	64	172	151	91	139	103	29	35	178
	11%	14%	8%	22%	10%	1%	21%	18%	4%	1%	9%	10%	9%	21%	10%	8%	13%	7%	14%	7%	17%	8%	20%	9%	12%	10%	22%	7%	7%	5%	16%
		b		de	e		hi	hi	i					jklno			q		s		u		w				A				BC
I used it in the same way as I would use a therapist or counsellor	196	103	91	137	56	3	93	88	15	1	45	44	37	50	9	12	172	24	147	49	119	77	64	130	133	63	120	76	23	24	150
	9%	10%	8%	20%	7%	*	19%	14%	3%	*	9%	8%	7%	16%	8%	7%	12%	3%	12%	5%	16%	5%	20%	7%	10%	7%	19%	5%	5%	3%	14%
				de	e		ghi	hi	i					jklo			q		s		u		w		y		A				BC
I used it as a life coach	183	105	76	128	51	4	84	80	17	3	44	40	32	47	4	16	163	20	135	48	111	72	50	131	117	66	99	84	12	27	144
	8%	10%	7%	18%	7%	1%	17%	13%	3%	*	9%	7%	6%	15%	4%	9%	11%	3%	11%	5%	15%	5%	16%	7%	9%	7%	15%	5%	3%	4%	13%
		b		de	e		hi	hi	i					jklo			q		s		u		w				A				BC
I used it to give me advice about romance	151	96	54	107	40	5	69	72	10	1	35	33	22	47	1	13	135	16	116	35	89	62	42	107	95	56	84	67	28	14	109
	7%	9%	5%	15%	5%	1%	14%	11%	2%	*	7%	6%	4%	15%	1%	7%	9%	2%	9%	4%	12%	4%	13%	6%	7%	6%	13%	4%	7%	2%	10%
		b		de	e		hi	hi	i					jklno			q		s		u		w				A		C		C
I used it to improve my profile on a dating website / app	131	89	42	97	33	-	60	63	8	-	33	32	18	34	4	10	112	19	93	37	81	50	38	89	86	45	76	54	20	14	97
	6%	8%	4%	14%	4%	-	12%	10%	2%	-	7%	6%	4%	11%	3%	5%	8%	3%	8%	4%	11%	3%	12%	5%	7%	5%	12%	4%	5%	2%	9%
		b		de	e		hi	hi	i					kl			q		s		u		w				A		C		BC
NET: I used it in the same way as I would use a therapist or counsellor / to give me advice about personal problems / issues / as a life coach	521	296	222	319	168	34	213	219	67	22	120	114	108	123	21	35	430	91	366	155	274	247	140	372	325	197	269	252	72	84	365
	24%	28%	20%	45%	22%	5%	44%	34%	12%	4%	23%	20%	22%	39%	20%	19%	30%	12%	30%	16%	36%	17%	45%	20%	26%	21%	42%	16%	17%	12%	34%
		b		de	e		ghi	hi	i					jklno			q		s		u		w				A		C		BC
NET: I used it to improve my profile on a dating website / app / to give me advice about romance	235	154	80	167	63	5	111	107	16	1	55	57	35	67	4	17	203	32	170	65	136	99	68	162	147	88	132	103	41	26	169
	11%	14%	7%	24%	8%	1%	23%	17%	3%	*	11%	10%	7%	21%	4%	9%	14%	4%	14%	7%	18%	7%	22%	9%	12%	10%	20%	7%	10%	4%	16%
		b		de	e		ghi	hi	i					jklno			q		s		u		w				A		C		BC
None of these	1445	639	800	270	539	636	173	362	429	481	342	398	342	154	74	136	881	564	768	676	423	1021	131	1293	843	602	301	1144	296	561	587
	66%	59%	73%	38%	70%	89%	36%	57%	80%	90%	66%	69%	69%	50%	71%	73%	61%	76%	62%	71%	56%	71%	42%	71%	66%	65%	46%	74%	72%	81%	54%
			a		c	cd		f	fg	fgh	m	m	m		m	m		p		r		t		v				z	D	BD	
Don't know	97	50	45	32	26	39	32	10	25	29	28	24	20	10	7	8	55	43	38	60	22	76	11	82	50	48	19	78	18	26	53
	4%	5%	4%	5%	3%	5%	7%	2%	5%	5%	5%	4%	4%	3%	6%	4%	4%	6%	3%	6%	3%	5%	4%	4%	4%	5%	3%	5%	4%	4%	5%
							g		g	g										r		t									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 2

Q2 - 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: All adults aged 16-75 in GB

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311
Always	653	295	352	235	223	194	145	212	155	141	153	165	151	108
	30%	27%	32%	33%	29%	27%	30%	33%	29%	26%	30%	29%	30%	35%
			a	e				i						
Sometimes	544	298	242	235	201	108	160	211	97	76	130	129	132	79
	25%	28%	22%	33%	26%	15%	33%	33%	18%	14%	25%	23%	26%	25%
		b		de	e		hi	hi						
Hardly ever	183	101	81	72	66	45	57	43	57	26	34	56	39	27
	8%	9%	7%	10%	9%	6%	12%	7%	11%	5%	7%	10%	8%	9%
				e			gi		gi					
Never	247	122	123	59	102	87	35	71	75	66	58	63	66	38
	11%	11%	11%	8%	13%	12%	7%	11%	14%	12%	11%	11%	13%	12%
					c	c			f	f				
Not applicable	413	179	233	48	137	228	34	82	110	188	106	116	87	39
	19%	17%	21%	7%	18%	32%	7%	13%	20%	35%	21%	20%	17%	12%
			a		c	cd		f	fg	fgh	m	m		
NET: Always/sometimes	1197	593	595	470	425	302	305	423	252	217	283	294	283	187
	55%	55%	54%	67%	55%	42%	63%	66%	47%	41%	55%	51%	57%	60%
				de	e		hi	hi						k
NET: Never/hardly ever	431	224	204	131	168	132	92	115	132	92	93	119	105	64
	20%	21%	19%	19%	22%	18%	19%	18%	25%	17%	18%	21%	21%	21%
									gi					
NET: Ever	1380	694	676	542	491	347	362	466	309	243	318	351	322	214
	63%	65%	61%	77%	64%	49%	75%	73%	58%	45%	62%	61%	65%	69%
				de	e		hi	hi	i					
Don't know	148	79	68	53	42	52	50	17	43	38	32	45	25	21
	7%	7%	6%	8%	5%	7%	10%	3%	8%	7%	6%	8%	5%	7%
							g		g	g				

	REGION: WALES (n)	REGION: SCOTLAND (o)	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)
UNWEIGHTED BASE	95	190	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	104*	186	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
Always	26	50	455	198	378	275	246	407	112	527	399	253	214	438	106	196	350
	25%	27%	31%	27%	31%	29%	32%	28%	36%	29%	31%	28%	33%	28%	26%	28%	32%
									w								B
Sometimes	25	48	411	133	355	189	250	294	89	447	327	217	221	323	85	145	313
	24%	26%	28%	18%	29%	20%	33%	21%	28%	24%	26%	24%	34%	21%	21%	21%	29%
			q		s		u						A				BC
Hardly ever	10	16	126	58	120	64	59	125	29	148	104	79	55	129	27	60	96
	10%	9%	9%	8%	10%	7%	8%	9%	9%	8%	8%	9%	8%	8%	7%	9%	9%
					s												
Never	9	13	168	79	126	121	78	169	36	207	139	109	69	178	47	81	120
	9%	7%	12%	11%	10%	13%	10%	12%	12%	11%	11%	12%	11%	12%	11%	12%	11%
Not applicable	25	40	210	203	199	214	94	319	29	379	219	194	68	345	118	154	141
	25%	22%	14%	28%	16%	22%	12%	22%	9%	21%	17%	21%	11%	22%	29%	22%	13%
	m	m		p		r		t		v				z	CD	D	
NET: Always/sometimes	51	99	866	331	734	463	496	701	201	973	727	470	435	762	191	341	664
	49%	53%	60%	45%	59%	49%	65%	49%	64%	53%	57%	51%	67%	49%	46%	49%	61%
			q		s		u		w		y		A				BC
NET: Never/hardly ever	20	30	294	137	246	185	137	294	65	355	243	188	124	306	75	141	215
	19%	16%	20%	19%	20%	19%	18%	21%	21%	19%	19%	20%	19%	20%	18%	20%	20%
NET: Ever	61	115	991	389	853	527	555	825	230	1121	831	550	490	890	219	402	759
	59%	62%	68%	53%	69%	55%	73%	58%	73%	61%	65%	60%	76%	58%	53%	58%	70%
			q		s		u		w		y		A				BC
Don't know	8	17	81	67	58	90	32	116	19	126	79	69	20	128	28	54	67
	8%	9%	6%	9%	5%	9%	4%	8%	6%	7%	6%	7%	3%	8%	7%	8%	6%
				p		r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 3

Q2 - 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: All adults aged 16-75 in GB (excluding 'Not Applicable')

		GENDER		AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)
UNWEIGHTED BASE	1807	911	883	669	658	480	461	562	453	331
WEIGHTED BASE	1776	896	867	655	635	486	447	555	427	347
Always	653	295	352	235	223	194	145	212	155	141
	37%	33%	41%	36%	35%	40%	32%	38%	36%	41%
			a							f
Sometimes	544	298	242	235	201	108	160	211	97	76
	31%	33%	28%	36%	32%	22%	36%	38%	23%	22%
		b		e	e		hi	hi		
Hardly ever	183	101	81	72	66	45	57	43	57	26
	10%	11%	9%	11%	10%	9%	13%	8%	13%	7%
							gi		gi	
Never	247	122	123	59	102	87	35	71	75	66
	14%	14%	14%	9%	16%	18%	8%	13%	18%	19%
					c	c		f	f	fg
Not applicable	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
NET: Always/sometimes	1197	593	595	470	425	302	305	423	252	217
	67%	66%	69%	72%	67%	62%	68%	76%	59%	63%
				e			h	fhi		
NET: Never/hardly ever	431	224	204	131	168	132	92	115	132	92
	24%	25%	24%	20%	26%	27%	21%	21%	31%	27%
					c	c			fg	
NET: Ever	1380	694	676	542	491	347	362	466	309	243
	78%	78%	78%	83%	77%	71%	81%	84%	72%	70%
				de			hi	hi		
Don't know	148	79	68	53	42	52	50	17	43	38
	8%	9%	8%	8%	7%	11%	11%	3%	10%	11%
						d	g		g	g

	REGION						WORKING STATUS		SOCIAL GRADE	
	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)
UNWEIGHTED BASE	424	462	415	287	71	148	1313	494	1227	580
WEIGHTED BASE	408	459	412	273	78*	145	1241	535	1037	739
Always	153	165	151	108	26	50	455	198	378	275
	37%	36%	37%	40%	33%	34%	37%	37%	36%	37%
Sometimes	130	129	132	79	25	48	411	133	355	189
	32%	28%	32%	29%	32%	33%	33%	25%	34%	26%
							q		s	
Hardly ever	34	56	39	27	10	16	126	58	120	64
	8%	12%	10%	10%	13%	11%	10%	11%	12%	9%
Never	58	63	66	38	9	13	168	79	126	121
	14%	14%	16%	14%	12%	9%	14%	15%	12%	16%
										r
Not applicable	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
NET: Always/sometimes	283	294	283	187	51	99	866	331	734	463
	69%	64%	69%	69%	65%	68%	70%	62%	71%	63%
							q		s	
NET: Never/hardly ever	93	119	105	64	20	30	294	137	246	185
	23%	26%	25%	24%	25%	20%	24%	26%	24%	25%
NET: Ever	318	351	322	214	61	115	991	389	853	527
	78%	76%	78%	79%	78%	79%	80%	73%	82%	71%
							q		s	
Don't know	32	45	25	21	8	17	81	67	58	90
	8%	10%	6%	8%	10%	12%	7%	13%	6%	12%
						l		p		r

	EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1066	741	315	1456	1155	652	660	1147	275	531	1001
WEIGHTED BASE	665	1110	284	1454	1049	727	580	1196	294	536	946
Always	246	407	112	527	399	253	214	438	106	196	350
	37%	37%	39%	36%	38%	35%	37%	37%	36%	37%	37%
Sometimes	250	294	89	447	327	217	221	323	85	145	313
	38%	26%	31%	31%	31%	30%	38%	27%	29%	27%	33%
	u						A				C
Hardly ever	59	125	29	148	104	79	55	129	27	60	96
	9%	11%	10%	10%	10%	11%	9%	11%	9%	11%	10%
Never	78	169	36	207	139	109	69	178	47	81	120
	12%	15%	13%	14%	13%	15%	12%	15%	16%	15%	13%
		t									
Not applicable	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
NET: Always/sometimes	496	701	201	973	727	470	435	762	191	341	664
	75%	63%	71%	67%	69%	65%	75%	64%	65%	64%	70%
	u						A				C
NET: Never/hardly ever	137	294	65	355	243	188	124	306	75	141	215
	21%	26%	23%	24%	23%	26%	21%	26%	25%	26%	23%
		t									
NET: Ever	555	825	230	1121	831	550	490	890	219	402	759
	83%	74%	81%	77%	79%	76%	85%	74%	74%	75%	80%
	u						A				C
Don't know	32	116	19	126	79	69	20	128	28	54	67
	5%	10%	7%	9%	8%	9%	3%	11%	9%	10%	7%
		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

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18TH - 21ST JULY 2025
IPSOS

12 Aug 2025

Table 4

Q3 - 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: All adults aged 16-75 in GB

	The accuracy of the output	The level of detail of the output	The likelihood of receiving a helpful output
UNWEIGHTED BASE	2189	2189	2189
WEIGHTED BASE	2189	2189	2189
(+2) Very positive impact	233	259	299
	11%	12%	14%
(+1) Somewhat positive impact	417	440	479
	19%	20%	22%
(0) It would make no difference	1151	1123	1070
	53%	51%	49%
(-1) Somewhat negative impact	84	73	53
	4%	3%	2%
(-2) Very negative impact	36	36	37
	2%	2%	2%
Mean	0.38	0.42	0.49
NET: Very/somewhat positive impact	650	699	777
	30%	32%	36%
NET: Very/somewhat negative impact	119	109	90
	5%	5%	4%
Don't know	268	259	251
	12%	12%	11%

Table 5

Q3_1 - Do you think using polite language would have a positive impact, negative impact or would it make no difference on each of the following? The accuracy of the output

Base: All adults aged 16-75 in GB

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496
WEIGHTED BASE	2189	1075	1100	702	772	714	481	636	537	535
(+2) Very positive impact	233	132	101	124	66	43	61	110	32	30
	11%	12% b	9%	18% de	9%	6%	13% hik	17% hijk	6%	6%
(+1) Somewhat positive impact	417	214	199	159	157	101	104	153	81	80
	19%	20%	18%	23% e	20% e	14%	22% hi	24% hijk	15%	15%
(0) It would make no difference	1151	540	604	312	405	434	236	281	313	321
	53%	50%	55%	44%	52% c	61% cd	49%	44%	58% fg	60% fg
(-1) Somewhat negative impact	84	59	25	46	21	17	30	22	21	10
	4%	5% b	2%	6% de	3%	2%	6% ik	4%	4%	2%
(-2) Very negative impact	36	20	16	5	17	13	4	8	15	8
	2%	2%	1%	1%	2% c	2%	1%	1%	3% k	1%
Mean	0.38	0.39	0.36	0.54 de	0.35 e	0.24	0.43 hi	0.58 fhijk	0.2	0.25
NET: Very/somewhat positive impact	650	346	300	283	224	144	165	262	113	110
	30%	32% b	27%	40% de	29% e	20%	34% hik	41% fhijk	21%	20%
NET: Very/somewhat negative impact	119	79	41	51	39	30	35	31	36	18
	5%	7% b	4%	7% e	5%	4%	7% ik	5%	7% ik	3%
Don't know	268	110	156	57	105	107	44	63	75	86
	12%	10%	14% a	8%	14% c	15% c	9%	10%	14% f	16% fg

	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)	REGION: WALES (n)	REGION: SCOTLAND (o)	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)
UNWEIGHTED BASE	525	570	496	313	95	190	1514	675	1427	762	1230	959
WEIGHTED BASE	514	575	499	311	104*	186	1451	738	1236	953	760	1429
(+2) Very positive impact	61	51	39	51	13	19	188	45	143	90	130	113
	12% hi	9% i	8%	16% l	12%	10%	13% q	6%	12% su	9%	16% rsu	8%
(+1) Somewhat positive impact	95	109	95	62	25	31	309	108	253	164	159	258
	19%	19%	19%	20%	25%	17%	21% q	15%	20%	17%	21% s	18%
(0) It would make no difference	251	317	282	158	43	101	714	438	662	490	372	780
	49%	55% j	57%	51%	41%	54%	49%	59% p	54% t	51%	49%	55% rt
(-1) Somewhat negative impact	26	17	18	8	6	8	65	18	41	43	26	58
	5% i	3%	4%	3%	6%	4%	5% q	2%	3%	4%	3%	4%
(-2) Very negative impact	12	4	10	6	2	2	19	16	15	20	11	24
	2% k	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%
Mean	0.37 hi	0.38 hi	0.3	0.5 l	0.46	0.36	0.45 q	0.23	0.42 su	0.32	0.51 rsu	0.31
NET: Very/somewhat positive impact	156	160	133	112	38	50	497	153	396	254	279	371
	30% hi	28% hi	27%	36% l	37%	27%	34% q	21%	32% su	27%	37% rsu	26%
NET: Very/somewhat negative impact	38	21	28	14	8	10	84	35	56	63	37	82
	7% ik	4%	6%	5%	8%	5%	6%	5%	5%	7%	5%	6%
Don't know	69	78	55	27	15	25	155	113	122	146	71	197
	13% f	14% f	11%	9%	14%	14%	11%	15% p	10%	15% rt	9%	14% rt

	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)	USING POLITE LANGUAGE WITH VIRTUAL ASSISTANTS: NET: ALWAYS/ SOMETIMES (E)	NET: NEVER/ HARDLY EVER (F)	NOT APPLICABLE (G)	DON'T KNOW (H)
UNWEIGHTED BASE	338	1812	1364	825	720	1469	385	672	1132	1267	407	382	133
WEIGHTED BASE	314	1834	1268	921	648	1541	412	690	1087	1197	421	413	148
(+2) Very positive impact	50	178	154	79	123	110	24	40	169	185	18	23	7
	16% w	10%	12% y	9%	19% A	7%	6%	6%	16% BC	15% FGH	4%	6%	5%
(+1) Somewhat positive impact	69	338	270	147	161	256	66	129	222	292	57	49	19
	22%	18%	21% y	16%	25% A	17%	16%	19%	20%	24% FGH	13%	12%	13%
(0) It would make no difference	144	990	640	512	265	887	237	396	519	610	270	212	59
	46%	54% v	50%	56% x	41%	58% z	57% D	57% D	48%	51% H	63% EGH	51%	40%
(-1) Somewhat negative impact	14	66	40	43	35	49	17	24	42	38	29	10	7
	5%	4%	3%	5%	5% A	3%	4%	4%	4%	3%	7% EG	2%	5%
(-2) Very negative impact	3	32	19	16	13	23	5	14	16	17	12	7	-
	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	3%	2%	-
Mean	0.53 w	0.35	0.44 y	0.29	0.58 A	0.29	0.25	0.26	0.5 BC	0.52 FGH	0.11	0.24	0.27
NET: Very/somewhat positive impact	119	516	424	226	284	366	90	169	391	477	76	72	25
	38% w	28%	33% y	25%	44% A	24%	22%	25%	36% BC	40% FGH	18%	17%	17%
NET: Very/somewhat negative impact	18	98	60	59	47	72	22	39	58	54	41	17	7
	6%	5%	5%	6%	7% A	5%	5%	6%	5%	5%	9% EG	4%	5%
Don't know	33	229	145	123	52	216	63	86	119	55	44	113	56
	11%	12%	11%	13%	8%	14% z	15%	13%	11%	5%	10% E	27% EF	38% EFG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y - z/A - B/C/D - E/F/G/H
Overlap formulae used. * small base

Table 6

Q3_2 - Do you think using polite language would have a positive impact, negative impact or would it make no difference on each of the following? The level of detail of the output

Base: All adults aged 16-75 in GB

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)	REGION: WALES (n)	REGION: SCOTLAND (o)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190
WEIGHTED BASE	2189	1075	1100	703	773	714	481	636	537	535	514	575	499	311	104*	196
(+2) Very positive impact	259	128	129	139	78	42	81	110	41	26	61	54	41	63	17	23
	12%	12%	12%	20%	10%	6%	17%	17%	8%	5%	12%	9%	8%	20%	16%	12%
				de	e		hijk	hijk			hi			l		
(+1) Somewhat positive impact	440	237	199	181	158	102	115	158	85	81	98	125	102	64	21	30
	20%	22%	18%	26%	20%	14%	24%	25%	16%	15%	19%	22%	20%	21%	20%	16%
		b		de	e		hi	hij				hi				
(0) It would make no difference	1123	537	579	282	400	441	205	285	303	329	256	296	283	147	41	100
	51%	50%	53%	40%	52%	62%	43%	45%	57%	62%	50%	51%	57%	47%	39%	54%
					c	cd			fgi	fgik	f	fg	m			
(-1) Somewhat negative impact	73	42	31	28	24	21	22	19	22	11	26	20	11	7	4	6
	3%	4%	3%	4%	3%	3%	4%	3%	4%	2%	5%	3%	2%	2%	3%	3%
											i					
(-2) Very negative impact	36	26	10	13	13	10	11	6	14	5	9	9	10	6	1	2
	2%	2%	1%	2%	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%
		b														
Mean	0.42	0.41	0.42	0.63	0.39	0.24	0.54	0.6	0.25	0.25	0.39	0.39	0.34	0.6	0.61	0.41
				de	e		hijk	hijk			hi	hi		l		
NET: Very/somewhat positive impact	699	365	328	320	236	143	196	268	126	108	158	179	143	127	38	53
	32%	34%	30%	46%	31%	20%	41%	42%	23%	20%	31%	31%	29%	41%	37%	29%
				de	e		hijk	hijk			hi	hi		l		
NET: Very/somewhat negative impact	109	68	41	42	37	30	32	25	36	15	35	29	21	12	4	8
	5%	6%	4%	6%	5%	4%	7%	4%	7%	3%	7%	5%	4%	4%	4%	4%
		b					i		i		gi					
Don't know	259	105	152	59	100	100	47	58	71	83	65	72	51	25	20	25
	12%	10%	14%	8%	13%	14%	10%	9%	13%	15%	13%	12%	10%	8%	20%	13%
			a		c	c				fg						

	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)	USING POLITE LANGUAGE WITH VIRTUAL ASSISTANTS: NET: ALWAYS/ SOMETIMES (E)	USING POLITE LANGUAGE WITH VIRTUAL ASSISTANTS: NET: NEVER/ HARDLY EVER (F)	USING POLITE LANGUAGE WITH VIRTUAL ASSISTANTS: NOT APPLICABLE (G)	USING POLITE LANGUAGE WITH VIRTUAL ASSISTANTS: DON'T KNOW (H)
UNWEIGHTED BASE	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132	1267	407	382	133
WEIGHTED BASE	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087	1197	421	413	149
(+2) Very positive impact	206	53	162	97	125	134	63	190	174	84	124	135	33	49	177	209	23	22	4
	14%	7%	13%	10%	16%	9%	20%	10%	14%	9%	19%	9%	8%	7%	16%	17%	5%	5%	3%
	q		u		rsu		w		y		A				BC	FGH			
(+1) Somewhat positive impact	328	112	259	181	162	279	76	351	265	175	169	271	76	119	245	303	62	49	26
	23%	15%	21%	19%	21%	19%	24%	19%	21%	19%	26%	18%	19%	17%	23%	25%	14%	12%	18%
	q										A				C	FG			
(0) It would make no difference	690	433	651	472	367	756	121	989	635	488	262	861	228	409	486	600	253	215	55
	48%	59%	53%	50%	48%	53%	39%	54%	50%	53%	40%	56%	55%	59%	45%	50%	60%	52%	37%
		p	s			t		v				z	D	D		H	EH	H	
(-1) Somewhat negative impact	54	18	31	42	23	50	16	53	41	32	27	46	11	23	40	26	31	9	8
	4%	3%	2%	4%	3%	4%	5%	3%	3%	3%	4%	3%	3%	3%	4%	2%	7%	2%	5%
				r	r												EG		
(-2) Very negative impact	22	14	12	24	10	26	1	35	17	19	12	24	4	9	22	15	14	4	3
	1%	2%	1%	3%	1%	2%	*	2%	1%	2%	2%	2%	1%	1%	2%	1%	3%	1%	2%
				r													E		
Mean	0.49	0.27	0.47	0.35	0.54	0.36	0.66	0.38	0.48	0.34	0.61	0.33	0.34	0.29	0.53	0.58	0.13	0.26	0.21
	q		su		rsu		w		y		A				BC	FGH			
NET: Very/somewhat positive impact	534	165	421	277	286	412	139	542	439	259	293	406	108	168	423	512	85	71	30
	37%	22%	34%	29%	38%	29%	44%	30%	35%	28%	45%	26%	26%	24%	39%	43%	20%	17%	20%
	q		su		rsu		w		y		A				BC	FGH			
NET: Very/somewhat negative impact	76	33	43	66	33	76	18	87	57	51	39	70	15	32	62	41	45	13	11
	5%	4%	3%	7%	4%	5%	6%	5%	5%	6%	6%	5%	4%	5%	6%	3%	10%	3%	7%
				rtu	r	r											EG		
Don't know	152	107	120	138	73	185	36	215	136	122	54	205	61	81	117	44	47	115	53
	10%	14%	10%	14%	10%	13%	11%	12%	11%	13%	8%	13%	15%	12%	11%	4%	11%	28%	36%
		p		rt		rt						z					E	EF	EF

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y - z/A - B/C/D - E/F/G/H
Overlap formulae used. * small base

Table 7

Q3_3 - Do you think using polite language would have a positive impact, negative impact or would it make no difference on each of the following? The likelihood of receiving a helpful output

Base: All adults aged 16-75 in GB

		GENDER		AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496
WEIGHTED BASE	2189	1075	1100	703	772	714	491	636	537	535
(+2) Very positive impact	298	156	141	137	98	64	69	136	52	42
	14%	14%	13%	19% de	13% e	9%	14% i	21% fhijk	10%	8%
(+1) Somewhat positive impact	479	257	216	186	176	117	131	158	97	93
	22%	24% b	20%	26% e	23% e	16%	27% hij	25% hij	18%	17%
(0) It would make no difference	1070	500	566	293	370	408	216	266	283	305
	49%	47%	51%	42%	48% c	57% cd	45%	42%	53% fgk	57% fgjk
(-1) Somewhat negative impact	53	34	19	20	18	15	13	13	18	9
	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%
(-2) Very negative impact	37	23	14	11	12	14	10	4	17	7
	2%	2%	1%	2%	2%	2%	2%	1%	3% gk	1%
Mean	0.49	0.5	0.47	0.64 de	0.49 e	0.33	0.54 hi	0.71 fhij k	0.32	0.34
NET: Very/somewhat positive impact	777	413	358	323	274	181	200	294	149	135
	36%	38% b	33%	46% de	35% e	25%	42% hij	46% hijk	28%	25%
NET: Very/somewhat negative impact	90	56	34	32	30	29	22	17	36	15
	4%	5% b	3%	4%	4%	4%	5%	3%	7% gijk	3%
Don't know	251	105	143	56	98	97	42	59	69	81
	11%	10%	13% a	8%	13% c	14% c	9%	9%	13%	15% fg

	REGION						WORKING STATUS		SOCIAL GRADE	
	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)
UNWEIGHTED BASE	525	570	496	313	95	190	1514	675	1427	762
WEIGHTED BASE	514	575	499	311	104*	186	1451	738	1236	953
(+2) Very positive impact	72	74	51	63	17	22	231	68	172	127
	14% hi	13% i	10%	20% l	16%	12%	16% q	9%	14% s	13%
(+1) Somewhat positive impact	101	142	102	75	18	40	353	126	284	195
	20%	25% hi	20%	24%	17%	21%	24% q	17%	23%	20%
(0) It would make no difference	254	269	272	135	48	92	665	405	623	447
	49% g	47%	55% m	43%	46%	49%	46%	55% p	50% s	47%
(-1) Somewhat negative impact	10	16	12	9	5	1	43	10	28	25
	2%	3%	2%	3%	5%	1%	3% q	1%	2%	3%
(-2) Very negative impact	10	7	12	4	2	2	20	17	15	22
	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%
Mean	0.48 hi	0.51 hi	0.37	0.65 l	0.48	0.49	0.56 q	0.35	0.51 s	0.46
NET: Very/somewhat positive impact	173	216	153	139	35	61	584	193	456	321
	34% hi	38% hi	31%	45% l	34%	33%	40% q	26%	37% s	34%
NET: Very/somewhat negative impact	20	23	24	13	7	4	64	27	43	47
	4%	4%	5%	4%	7%	2%	4%	4%	3%	5% r
Don't know	67	67	49	25	14	29	138	113	114	137
	13% fg	12%	10%	8%	14%	16%	9%	15% p	9%	14% r

	EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD	
	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)
UNWEIGHTED BASE	1230	959	338	1812	1364	825	720	1469
WEIGHTED BASE	760	1429	314	1834	1268	921	648	1541
(+2) Very positive impact	135	164	59	235	190	109	143	156
	18% u	11%	19% w	13%	15%	12%	22% A	10%
(+1) Somewhat positive impact	176	302	84	383	294	184	173	306
	23%	21%	27% w	21%	23%	20%	27% A	20%
(0) It would make no difference	355	715	120	936	603	467	258	812
	47%	50% t	38%	51% v	48%	51%	40%	53% z
(-1) Somewhat negative impact	15	38	14	38	30	23	17	36
	2%	3%	4% w	2%	2%	2%	3%	2%
(-2) Very negative impact	9	28	5	29	16	21	8	29
	1%	2%	2%	2%	1%	2%	1%	2%
Mean	0.6 u	0.43	0.63 w	0.47	0.54 y	0.42	0.71 A	0.39
NET: Very/somewhat positive impact	311	466	143	618	485	293	316	461
	41% u	33%	46% w	34%	38% y	32%	49% A	30%
NET: Very/somewhat negative impact	24	66	19	67	47	44	25	65
	3%	5%	6%	4%	4%	5%	4%	4%
Don't know	70	182	32	213	134	117	48	203
	9%	13% t	10%	12%	11%	13%	7%	13% z

	NUMBER IN HOUSEHOLD			USING POLITE LANGUAGE WITH VIRTUAL ASSISTANTS			
	1 (B)	2 (C)	3+ (D)	NET: ALWAYS/ SOMETIMES (E)	NET: NEVER/ HARDLY EVER (F)	NOT APPLICABLE (G)	DON'T KNOW (H)
UNWEIGHTED BASE	385	672	1132	1267	407	382	133
WEIGHTED BASE	412	690	1087	1197	431	413	148
(+2) Very positive impact	38	64	198	231	23	35	10
	9%	9%	18% BC	19% FGH	5%	9%	7%
(+1) Somewhat positive impact	77	127	274	344	59	49	26
	19%	18%	25% BC	29% FGH	14%	12%	17%
(0) It would make no difference	215	395	460	543	268	205	55
	52% D	57% D	42%	45%	62% EGH	50% H	37%
(-1) Somewhat negative impact	15	7	31	23	25	3	2
	4% C	1%	3% C	2%	6% EGH	1%	1%
(-2) Very negative impact	6	15	16	14	14	7	2
	1%	2%	1%	1%	3% E	2%	2%
Mean	0.36	0.36	0.62 BC	0.65 FGH	0.13	0.34 F	0.41 F
NET: Very/somewhat positive impact	115	191	472	576	82	85	35
	28%	28%	43% BC	48% FGH	19%	21%	24%
NET: Very/somewhat negative impact	21	22	47	37	39	11	4
	5%	3%	4%	3%	9% EGH	3%	3%
Don't know	61	82	108	41	42	113	54
	15% D	12%	10%	3%	10% E	27% EF	37% EF

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y - z/A - B/C/D - E/F/G/H
Overlap formulae used. * small base

24-089497-29 - AI
18TH - 21ST JULY 2025
IPSOS

12 Aug 2025

Table 8

Q4 - To what extent do you agree or disagree with the following statements?

Base: All adults aged 16-75 in GB

	AI is capable of feeling emotion	AI has a positive effect on society	AI is a good substitute for human interaction	AI is a viable substitute for human interaction	The advance of AI threatens the current structure of society
UNWEIGHTED BASE	2189	2189	2189	2189	2189
WEIGHTED BASE	2189	2189	2189	2189	2189
(+2) Strongly agree	101	172	115	124	445
	5%	8%	5%	6%	20%
(+1) Tend to agree	187	458	254	296	786
	9%	21%	12%	14%	36%
(0) Neither agree nor disagree	344	689	374	395	490
	16%	31%	17%	18%	22%
(-1) Tend to disagree	467	422	558	529	243
	21%	19%	25%	24%	11%
(-2) Strongly disagree	939	291	819	768	111
	43%	13%	37%	35%	5%
Mean	-0.96	-0.1	-0.81	-0.72	0.58
NET: Strongly/tend to agree	288	630	369	420	1231
	13%	29%	17%	19%	56%
NET: Strongly/tend to disagree	1406	712	1376	1297	355
	64%	33%	63%	59%	16%
Don't know	151	158	70	77	113
	7%	7%	3%	4%	5%

Table 9
Q4_1 -To what extent do you agree or disagree with the following statements? AI is capable of feeling emotion

Base: All adults aged 16-75 in GB

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)	REGION: WALES (n)	REGION: SCOTLAND (o)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311	104*	186
(+2) Strongly agree	101	66	34	75	25	1	42	51	7	1	28	25	15	25	3	5
	5%	6%	3%	11%	3%	*	9%	8%	1%	*	5%	4%	3%	8%	3%	3%
		b		de	e		hi	hi						lo		
(+1) Tend to agree	187	116	70	107	61	19	73	74	27	14	42	54	40	36	5	9
	9%	11%	6%	15%	8%	3%	15%	12%	5%	3%	8%	9%	8%	11%	5%	5%
		b		de	e		hi	hi						o		
(0) Neither agree nor disagree	344	184	157	139	109	96	95	112	80	57	71	84	83	63	16	27
	16%	17%	14%	20%	14%	13%	20%	18%	15%	11%	14%	15%	17%	20%	15%	15%
				de			i	i						i		
(-1) Tend to disagree	467	209	256	131	186	149	88	144	112	122	102	125	114	66	21	37
	21%	19%	23%	19%	24%	21%	18%	23%	21%	23%	20%	22%	23%	21%	20%	20%
					c											
(-2) Strongly disagree	939	433	501	214	339	386	151	228	272	288	230	241	213	108	50	98
	43%	40%	46%	30%	44%	54%	31%	36%	51%	54%	45%	42%	43%	35%	48%	53%
			a		c	cd			fg	fg	m					klm
Mean	-0.96	-0.82	-1.1	-0.46	-1.05	-1.38	-0.52	-0.7	-1.23	-1.41	-0.98	-0.95	-1.01	-0.67	-1.15	-1.21
		b		de	e		hi	hi	i			o		jkl no		
NET: Strongly/tend to agree	288	182	104	182	86	20	114	124	34	15	70	79	56	60	8	14
	13%	17%	9%	26%	11%	3%	24%	20%	6%	3%	14%	14%	11%	19%	8%	8%
		b		de	e		hi	hi	i					lno		
NET: Strongly/tend to disagree	1406	642	756	346	525	535	239	372	385	411	332	366	327	175	71	135
	64%	60%	69%	49%	68%	75%	50%	58%	72%	77%	65%	64%	66%	56%	68%	73%
			a		c	cd		f	fg	fg	m		m			km
Don't know	151	67	83	36	52	62	33	29	38	52	42	46	33	13	9	9
	7%	6%	8%	5%	7%	9%	7%	4%	7%	10%	8%	8%	7%	4%	9%	5%
						c				g						

	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)
UNWEIGHTED BASE	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
(+2) Strongly agree	88	12	73	28	67	34	30	69	79	22	65	36	7	8	87
	6%	2%	6%	3%	9%	2%	10%	4%	6%	2%	10%	2%	2%	1%	8%
	q		s		u		w		y		A				BC
(+1) Tend to agree	149	38	108	78	79	108	46	139	119	68	91	96	24	37	126
	10%	5%	9%	8%	10%	8%	15%	8%	9%	7%	14%	6%	6%	5%	12%
	q				u		w				A				BC
(0) Neither agree nor disagree	236	108	162	182	117	226	55	279	193	150	123	221	63	103	178
	16%	15%	13%	19%	15%	16%	17%	15%	15%	16%	19%	14%	15%	15%	16%
				r							A				
(-1) Tend to disagree	319	148	287	180	167	299	60	402	264	202	122	345	94	160	213
	22%	20%	23%	19%	22%	21%	19%	22%	21%	22%	19%	22%	23%	23%	20%
			s												
(-2) Strongly disagree	575	364	535	404	292	648	103	820	527	412	207	732	198	333	409
	40%	49%	43%	42%	38%	45%	33%	45%	42%	45%	32%	48%	48%	48%	38%
		p				t		v				z	D	D	
Mean	-0.84	-1.21	-0.95	-0.98	-0.75	-1.08	-0.54	-1.03	-0.88	-1.07	-0.52	-1.15	-1.18	-1.21	-0.72
	q				u		w		y		A				BC
NET: Strongly/tend to agree	238	50	182	106	145	142	76	208	198	90	156	132	30	44	213
	16%	7%	15%	11%	19%	10%	24%	11%	16%	10%	24%	9%	7%	6%	20%
	q		s		u		w		y		A				BC
NET: Strongly/tend to disagree	894	512	822	584	459	947	162	1222	792	615	329	1077	292	493	622
	62%	69%	67%	61%	60%	66%	52%	67%	62%	67%	51%	70%	71%	71%	57%
		p	s			t		v				z	D	D	
Don't know	84	68	70	81	38	113	20	124	85	66	40	111	27	50	74
	6%	9%	6%	9%	5%	8%	6%	7%	7%	7%	6%	7%	7%	7%	7%
		p		r		t									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 10
Q4_2 -To what extent do you agree or disagree with the following statements? AI has a positive effect on society

Base: All adults aged 16-75 in GB

		GENDER		AGE			GENERATION				REGION					
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311	104*	186
(+2) Strongly agree	172 8%	109 10% b	63 6%	105 15% de	57 7% e	10 1%	55 11% hi	91 14% hi	22 4% i	5 1%	36 7%	36 6%	35 7%	53 17% jklno	4 4%	9 5%
(+1) Tend to agree	458 21%	280 26% b	175 16%	213 30% de	161 21% e	84 12%	137 28% hi	170 27% hi	97 18% i	54 10%	102 20%	119 21%	97 20%	75 24%	25 24%	40 21%
(0) Neither agree nor disagree	689 31%	319 30%	366 33%	199 28%	239 31%	251 35% c	150 31%	172 27%	180 33% g	186 35% g	155 30%	176 31%	179 36%	97 31%	27 26%	55 30%
(-1) Tend to disagree	422 19%	176 16%	243 22% a	110 16%	148 19%	164 23% c	82 17%	112 18%	101 19%	127 24% fg	102 20%	120 21% m	98 20%	45 14%	20 19%	37 20%
(-2) Strongly disagree	291 13%	128 12%	160 15%	45 6%	110 14% c	136 19% cd	32 7%	59 9%	96 18% fg	104 20% fg	59 11%	82 14% m	70 14%	27 9%	21 21% jm	32 17% m
Mean	-0.1	0.06 b	-0.26	0.33 de	-0.13 e	-0.51	0.22 hi	0.2 hi	-0.31 i	-0.57	-0.1	-0.18	-0.15	0.28 jkl no	-0.3	-0.25
NET: Strongly/tend to agree	630 29%	388 36% b	239 22%	318 45% de	218 28% e	94 13%	191 40% hi	261 41% hi	119 22% i	59 11%	137 27%	155 27%	133 27%	128 41% jklo	29 28%	48 26%
NET: Strongly/tend to disagree	712 33%	305 28%	403 37% a	155 22%	258 33% c	300 42% cd	114 24%	171 27%	196 37% fg	231 43% fg	161 31% m	202 35% m	168 34% m	71 23%	42 40% m	69 37% m
Don't know	158 7%	63 6%	92 8%	31 4%	58 7% c	69 10% c	25 5%	33 5%	42 8%	58 11% fg	61 12% klm	43 7% l	19 4%	15 5%	6 6%	14 7%

	WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
(+2) Strongly agree	157 11% q	15 2%	131 11% s	41 4%	108 14% u	64 4%	45 14% w	126 7%	137 11% y	35 4%	112 17% A	60 4%	3 1%	32 5% B	137 13% BC
(+1) Tend to agree	347 24% q	110 15%	306 25% s	152 16%	206 27% u	252 18%	103 33% w	345 19%	282 22%	176 19%	193 30% A	265 17%	75 18%	117 17%	266 24% BC
(0) Neither agree nor disagree	445 31%	244 33%	372 30%	317 33%	226 30%	463 32%	83 26%	593 32%	377 30%	312 34%	152 24%	537 35% z	127 31%	244 35% D	318 29%
(-1) Tend to disagree	238 16%	184 25% p	228 18%	194 20%	110 14%	312 22% t	38 12%	374 20% v	238 19%	184 20%	87 13%	335 22% z	93 23% D	150 22% D	179 16%
(-2) Strongly disagree	175 12%	116 16% p	124 10%	166 17% r	64 8%	227 16% t	18 6%	270 15% v	148 12%	143 16% x	69 11%	222 14% z	74 18% D	97 14%	120 11%
Mean	0.05 q	-0.41	0.08 s	-0.34	0.26 u	-0.29	0.41 w	-0.19	0.02 y	-0.26	0.32 A	-0.28	-0.43	-0.25 B	0.12 BC
NET: Strongly/tend to agree	504 35% q	126 17%	437 35% s	192 20%	314 41% u	316 22%	148 47% w	471 26%	419 33% y	211 23%	305 47% A	325 21%	78 19%	149 22%	403 37% BC
NET: Strongly/tend to disagree	413 28%	300 41% p	353 29%	360 38% r	174 23%	539 38% t	56 18%	644 35% v	386 30%	326 35% x	155 24%	557 36% z	167 40% D	247 36% D	299 27%
Don't know	89 6%	68 9% p	74 6%	84 9% r	46 6%	112 8%	27 9%	125 7%	86 7%	71 8%	35 5%	123 8%	40 10% D	50 7%	68 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 11
Q4_3 -To what extent do you agree or disagree with the following statements? AI is a good substitute for human interaction

Base: All adults aged 16-75 in GB

		GENDER		AGE			GENERATION				REGION					
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311	104*	186
(+2) Strongly agree	115	77	38	70	40	6	37	64	12	2	33	20	18	32	4	8
	5%	7%	3%	10%	5%	1%	8%	10%	2%	*	6%	4%	4%	10%	4%	4%
		b		de	e		hi	hi	i					klo		
(+1) Tend to agree	254	157	92	131	82	41	85	93	41	34	54	60	64	50	7	19
	12%	15%	8%	19%	11%	6%	18%	15%	8%	6%	10%	10%	13%	16%	7%	10%
		b		de	e		hi	hi						k		
(0) Neither agree nor disagree	374	195	177	151	114	109	112	104	82	76	106	95	70	65	12	26
	17%	18%	16%	21%	15%	15%	23%	16%	15%	14%	21%	17%	14%	21%	12%	14%
				de			ghi				l			l		
(-1) Tend to disagree	558	258	300	151	203	204	99	159	144	156	127	144	135	61	41	50
	25%	24%	27%	21%	26%	29%	21%	25%	27%	29%	25%	25%	27%	19%	39%	27%
						c			f	f			m		jklm	
(-2) Strongly disagree	819	357	454	176	312	331	126	202	240	251	168	236	197	99	37	81
	37%	33%	41%	25%	40%	46%	26%	32%	45%	47%	33%	41%	40%	32%	36%	44%
			a		c	c			fg	fg		jm				jm
Mean	-0.81	-0.63	-0.98	-0.34	-0.89	-1.18	-0.42	-0.55	-1.08	-1.19	-0.71	-0.93	-0.89	-0.47	-0.98	-0.96
		b		de	e		hi	hi			klo			jkl no		
NET: Strongly/tend to agree	369	234	130	201	122	47	122	157	53	36	87	81	82	82	11	27
	17%	22%	12%	29%	16%	7%	25%	25%	10%	7%	17%	14%	16%	26%	11%	15%
		b		de	e		hi	hi						jklno		
NET: Strongly/tend to disagree	1376	615	754	327	515	534	225	362	384	406	295	380	332	159	78	131
	63%	57%	69%	47%	67%	75%	47%	57%	71%	76%	57%	66%	67%	51%	75%	71%
			a		c	cd		f	fg	fg		jm	jm		jm	jm
Don't know	70	30	38	24	22	25	22	13	19	17	27	19	15	5	2	2
	3%	3%	3%	3%	3%	3%	5%	2%	3%	3%	5%	3%	3%	2%	2%	1%
							g				mo					

	WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
(+2) Strongly agree	107	8	87	28	73	42	35	79	87	28	82	33	8	14	93
	7%	1%	7%	3%	10%	3%	11%	4%	7%	3%	13%	2%	2%	2%	9%
	q		s		u		w		y		A				BC
(+1) Tend to agree	201	53	173	81	116	138	57	193	161	93	130	124	36	62	157
	14%	7%	14%	8%	15%	10%	18%	11%	13%	10%	20%	8%	9%	9%	14%
	q		s		u		w				A				BC
(0) Neither agree nor disagree	227	147	180	193	118	255	61	304	198	176	107	267	74	111	188
	16%	20%	15%	20%	16%	18%	19%	17%	16%	19%	17%	17%	18%	16%	17%
		p		r											
(-1) Tend to disagree	366	191	308	250	186	372	64	485	325	233	136	422	105	199	254
	25%	26%	25%	26%	24%	26%	20%	26%	26%	25%	21%	27%	26%	29%	23%
								v				z		D	
(-2) Strongly disagree	509	310	461	358	247	571	77	723	458	361	169	650	176	289	353
	35%	42%	37%	38%	33%	40%	25%	39%	36%	39%	26%	42%	43%	42%	32%
		p				t		v				z	D	D	
Mean	-0.69	-1.05	-0.73	-0.91	-0.56	-0.94	-0.31	-0.88	-0.74	-0.91	-0.29	-1.02	-1.02	-1.02	-0.59
	q		s		u		w		y		A				BC
NET: Strongly/tend to agree	308	61	260	109	190	180	92	273	249	120	212	158	43	75	250
	21%	8%	21%	11%	25%	13%	29%	15%	20%	13%	33%	10%	11%	11%	23%
	q		s		u		w		y		A				BC
NET: Strongly/tend to disagree	875	501	768	608	433	943	141	1208	782	594	305	1072	282	488	607
	60%	68%	62%	64%	57%	66%	45%	66%	62%	65%	47%	70%	68%	71%	56%
		p				t		v				z	D	D	
Don't know	40	30	28	42	18	52	19	49	39	31	25	45	13	15	42
	3%	4%	2%	4%	2%	4%	6%	3%	3%	3%	4%	3%	3%	2%	4%
				r			w								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 12

Q4_4 -To what extent do you agree or disagree with the following statements? AI is a viable substitute for human interaction

Base: All adults aged 16-75 in GB

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311	104*	186	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
(+2) Strongly agree	124	82	43	79	35	10	47	60	12	5	30	31	18	33	3	10	101	23	93	32	81	44	37	83	91	33	76	48	10	12	102
	6%	8%	4%	11%	5%	1%	10%	9%	2%	1%	6%	5%	4%	11%	3%	5%	7%	3%	7%	3%	11%	3%	12%	5%	7%	4%	12%	3%	2%	2%	9%
		b		de	e		hi	hi						jklo			q		s		u		w		y		A				BC
(+1) Tend to agree	296	183	110	149	86	61	99	104	52	41	63	77	65	63	7	20	227	69	188	107	132	164	74	219	198	97	134	162	31	76	189
	14%	17%	10%	21%	11%	9%	21%	16%	10%	8%	12%	13%	13%	20%	7%	11%	16%	9%	15%	11%	17%	11%	24%	12%	16%	11%	21%	10%	8%	11%	17%
		b		de			hi	hi						jklno			q		s		u		w		y		A				BC
(0) Neither agree nor disagree	395	221	171	135	134	125	92	118	90	94	114	90	95	58	13	24	273	122	198	197	116	279	52	337	226	169	117	277	88	116	191
	18%	21%	16%	19%	17%	17%	19%	19%	17%	18%	22%	16%	19%	19%	12%	13%	19%	17%	16%	21%	15%	20%	16%	18%	18%	18%	18%	18%	21%	17%	18%
		b									ko									r		t									
(-1) Tend to disagree	529	229	299	137	195	197	95	151	126	157	130	141	116	66	33	44	325	204	308	221	168	361	59	459	291	239	125	404	113	188	228
	24%	21%	27%	20%	25%	28%	20%	24%	23%	29%	25%	24%	23%	21%	31%	23%	22%	28%	25%	23%	22%	25%	19%	25%	23%	26%	19%	26%	27%	27%	21%
			a		c	c				f								p						v				z	D	D	
(-2) Strongly disagree	768	326	435	180	293	294	130	185	237	216	149	216	191	84	42	85	481	287	422	346	242	525	74	680	419	349	170	598	155	276	336
	35%	30%	40%	26%	38%	41%	27%	29%	44%	40%	29%	38%	38%	27%	40%	46%	33%	39%	34%	36%	32%	37%	24%	37%	33%	38%	26%	39%	38%	40%	31%
			a		c	c			fg	fg		jm	jm		m	jm		p				t		v		x		z	D	D	
Mean	-0.72	-0.51	-0.92	-0.28	-0.84	-1.03	-0.35	-0.48	-1.01	-1.05	-0.63	-0.78	-0.82	-0.34	-1.07	-0.95	-0.61	-0.94	-0.64	-0.82	-0.49	-0.85	-0.2	-0.81	-0.61	-0.87	-0.29	-0.9	-0.94	-0.96	-0.48
		b		de	e		hi	hi			lno			jkl no			q		s		u		w		y		A				BC
NET: Strongly/tend to agree	420	265	152	228	121	71	146	164	64	46	93	108	83	96	10	30	328	92	281	139	213	208	111	302	290	130	211	210	41	88	291
	19%	25%	14%	32%	16%	10%	30%	26%	12%	9%	18%	19%	17%	31%	9%	16%	23%	13%	23%	15%	28%	15%	35%	16%	23%	14%	32%	14%	10%	13%	27%
		b		de	e		hi	hi						jklno			q		s		u		w		y		A				BC
NET: Strongly/tend to disagree	1297	555	734	317	488	492	225	336	363	373	280	357	307	150	74	129	806	491	730	567	410	887	133	1139	709	588	295	1002	268	464	564
	59%	52%	67%	45%	63%	69%	47%	53%	68%	70%	54%	62%	62%	48%	72%	69%	56%	67%	59%	59%	54%	62%	42%	62%	56%	64%	46%	65%	65%	67%	52%
			a		c	cd			fg	fg		jm	jm		jm	jm		p				t		v		x		z	D	D	
Don't know	77	34	43	22	29	26	18	19	20	21	27	20	13	7	7	3	44	33	28	50	21	56	18	56	43	34	25	52	15	22	40
	4%	3%	4%	3%	4%	4%	4%	3%	4%	4%	5%	3%	3%	2%	7%	2%	3%	4%	2%	5%	3%	4%	6%	3%	3%	4%	4%	3%	4%	3%	4%
																				r			w								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 13

Q4_5 -To what extent do you agree or disagree with the following statements? The advance of AI threatens the current structure of society

Base: All adults aged 16-75 in GB

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535
(+2) Strongly agree	445	189	254	130	153	162	94	121	113	117
	20%	18%	23%	18%	20%	23%	19%	19%	21%	22%
			a							
(+1) Tend to agree	786	376	404	249	265	272	164	225	173	225
	36%	35%	37%	35%	34%	38%	34%	35%	32%	42%
										fh
(0) Neither agree nor disagree	490	257	231	170	175	145	120	149	125	96
	22%	24%	21%	24%	23%	20%	25%	23%	23%	18%
							i			
(-1) Tend to disagree	243	140	101	88	92	64	61	79	58	45
	11%	13%	9%	13%	12%	9%	13%	12%	11%	8%
		b								
(-2) Strongly disagree	111	66	45	39	46	26	21	41	29	21
	5%	6%	4%	6%	6%	4%	4%	6%	5%	4%
Mean	0.58	0.47	0.7	0.51	0.53	0.72	0.54	0.5	0.57	0.74
			a			cd				fgh
NET: Strongly/tend to agree	1231	565	658	379	419	434	257	345	286	342
	56%	53%	60%	54%	54%	61%	53%	54%	53%	64%
			a			cd				fgh
NET: Strongly/tend to disagree	355	206	147	127	138	89	82	120	87	66
	16%	19%	13%	18%	18%	13%	17%	19%	16%	12%
		b		e	e			i		
Don't know	113	47	64	27	40	46	21	22	39	31
	5%	4%	6%	4%	5%	6%	4%	3%	7%	6%
									g	

	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)	REGION: WALES (n)	REGION: SCOTLAND (o)	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)
UNWEIGHTED BASE	525	570	496	313	95	190	1514	675	1427	762
WEIGHTED BASE	514	575	499	311	104*	186	1451	738	1236	953
(+2) Strongly agree	106	112	105	71	25	26	294	151	225	219
	21%	19%	21%	23%	24%	14%	20%	21%	18%	23%
										r
(+1) Tend to agree	165	212	183	105	37	83	496	291	457	330
	32%	37%	37%	34%	36%	45%	34%	39%	37%	35%
						jm		p		
(0) Neither agree nor disagree	120	136	108	74	20	32	333	157	293	197
	23%	24%	22%	24%	20%	17%	23%	21%	24%	21%
(-1) Tend to disagree	58	61	59	35	12	20	172	71	156	87
	11%	11%	12%	11%	11%	11%	12%	10%	13%	9%
									s	
(-2) Strongly disagree	25	25	24	17	2	18	87	24	57	54
	5%	4%	5%	5%	2%	10%	6%	3%	5%	6%
						jkln	q			
Mean	0.57	0.59	0.6	0.59	0.75	0.44	0.53	0.68	0.54	0.65
								p		
NET: Strongly/tend to agree	271	324	288	176	63	109	789	442	682	549
	53%	56%	58%	57%	60%	59%	54%	60%	55%	58%
								p		
NET: Strongly/tend to disagree	83	86	82	52	14	38	260	95	213	141
	16%	15%	17%	17%	13%	20%	18%	13%	17%	15%
							q			
Don't know	41	29	20	9	7	6	69	44	48	65
	8%	5%	4%	3%	7%	3%	5%	6%	4%	7%
	lm									r

	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)
UNWEIGHTED BASE	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	760	1429	314	1834	1268	921	648	1541	412	690	1087
(+2) Strongly agree	148	297	54	383	246	199	143	302	75	133	237
	20%	21%	17%	21%	19%	22%	22%	20%	18%	19%	22%
(+1) Tend to agree	273	513	98	670	467	319	206	580	151	274	361
	36%	36%	31%	37%	37%	35%	32%	38%	37%	40%	33%
								z		D	
(0) Neither agree nor disagree	174	316	86	395	287	203	147	343	91	148	251
	23%	22%	27%	22%	23%	22%	23%	22%	22%	22%	23%
			w								
(-1) Tend to disagree	100	143	42	199	142	102	79	164	49	73	122
	13%	10%	13%	11%	11%	11%	12%	11%	12%	11%	11%
	u										
(-2) Strongly disagree	34	77	13	96	66	46	43	68	19	28	65
	4%	5%	4%	5%	5%	5%	7%	4%	4%	4%	6%
Mean	0.55	0.6	0.47	0.6	0.57	0.6	0.53	0.61	0.56	0.63	0.56
NET: Strongly/tend to agree	421	810	152	1054	713	518	349	882	225	407	598
	55%	57%	48%	57%	56%	56%	54%	57%	55%	59%	55%
				v							
NET: Strongly/tend to disagree	134	220	55	295	207	147	123	232	68	101	186
	18%	15%	18%	16%	16%	16%	19%	15%	16%	15%	17%
Don't know	31	83	21	89	60	53	29	84	28	34	51
	4%	6%	7%	5%	5%	6%	5%	5%	7%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 14

Q5 - 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: All adults aged 16-75 in GB

	TOTAL	GENDER: MAN (a)	WOMAN (b)	AGE: 16-34 (c)	35-54 (d)	55-75 (e)	GENERATION: GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	REGION: NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)
UNWEIGHTED BASE	2189	1082	1093	714	787	688	496	631	566	496	525	570	496	313	95	190
WEIGHTED BASE	2189	1075	1100	703	772	714	481	636	537	535	514	575	499	311	104*	186
To write or update a CV	357	224	130	208	128	21	146	148	55	8	85	87	80	70	9	25
	16%	21% h	12%	30% de	17% e	3%	30% ghi	23% hi	10% i	2%	17%	15%	16%	23% kno	9%	14%
To write a cover letter	295	164	130	166	118	11	105	139	45	5	73	62	64	66	8	22
	13%	15% h	12%	24% de	15% e	2%	22% hi	22% hi	8% i	1%	14%	11%	13%	21% iklno	7%	12%
To practice interview questions	268	145	123	192	67	9	126	121	17	4	63	59	61	59	10	18
	12%	13%	11%	27% de	9% e	1%	26% ghi	19% hi	3% i	1%	12%	10%	12%	19% iklo	9%	10%
To help answer a job application	239	143	96	151	79	8	101	104	32	2	40	61	52	61	6	18
	11%	13% h	9%	22% de	10% e	1%	21% hi	16% hi	6% i	*	8%	11%	10%	20% iklno	6%	10%
To research the company, I'm applying to	237	154	82	150	72	15	100	101	30	5	50	48	45	58	15	20
	11%	14% h	7%	21% de	9% e	2%	21% hi	16% hi	6% i	1%	10%	8%	9%	19% ikl	14%	11%
To work out what the interview questions might be	219	123	94	142	71	6	102	92	23	2	47	49	51	51	3	18
	10%	11% h	9%	20% de	9% e	1%	21% ghi	14% hi	4% i	*	9%	9%	10%	17% iklo	3%	9%
To search for suitable job roles for me	202	131	70	142	52	9	92	89	15	6	54	42	33	53	8	13
	9%	12% h	6%	20% de	7% e	1%	19% hi	14% hi	3%	1%	10%	7%	7%	17% iklo	8%	7%
To assess whether the job is a good fit for me	180	121	58	123	49	8	70	89	16	5	44	36	30	46	11	13
	8%	11% h	5%	17% de	6% e	1%	15% hi	14% hi	3% i	1%	9%	6%	6%	15% iklo	10%	7%
Something else related to applying for a job (please specify)	6	3	4	-	6	-	-	5	1	-	4	*	1	1	-	-
	*	*	*	-	1% ce	-	-	1%	*	-	1%	*	*	*	-	-
I have not used AI when considering applying for a job	529	211	313	158	251	121	108	181	172	68	119	142	124	68	32	45
	24%	20%	28% a	22% e	32% ce	17%	22% i	28% i	32% fi	13%	23%	25%	25%	22%	30%	24%
I have not considered applying for a job in the past 3 years	873	404	466	72	265	536	40	148	245	439	212	244	213	82	41	81
	40%	38%	42%	10%	34% c	75% cd	8%	23% f	46% fg	82% fgh	41% m	42% m	43% m	26%	40% m	43% m
Don't know	88	42	45	51	20	17	43	17	16	12	17	24	14	17	9	8
	4%	4%	4%	7% de	3%	2%	9% ghi	3%	3%	2%	3%	4%	3%	6%	9% il	4%

	WORKING STATUS: WORKING (p)	NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	C2DE (s)	EDUCATION: GRADUATES (t)	NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	675	1427	762	1230	959	338	1812	1364	825	720	1469	385	672	1132
WEIGHTED BASE	1451	738	1236	953	760	1429	314	1834	1268	921	648	1541	412	690	1087
To write or update a CV	293	64	262	95	187	171	112	236	213	144	165	192	35	64	259
	20% q	9%	21% s	10%	25% u	12%	36% w	13%	17%	16%	25% A	12%	8%	9%	24% BC
To write a cover letter	254	41	215	80	167	128	81	205	176	119	147	148	40	43	212
	17% q	6%	17% s	8%	22% u	9%	26% w	11%	14%	13%	23% A	10%	10%	6%	20% BC
To practice interview questions	218	51	191	77	160	109	74	190	165	103	131	137	25	43	201
	15% q	7%	15% s	8%	21% u	8%	24% w	10%	13%	11%	20% A	9%	6%	6%	18% BC
To help answer a job application	204	35	175	64	127	112	60	171	136	103	105	134	33	37	169
	14% q	5%	14% s	7%	17% u	8%	19% w	9%	11%	11%	16% A	9%	8%	5%	16% BC
To research the company, I'm applying to	200	37	181	56	153	84	82	148	172	65	130	107	34	32	171
	14% q	5%	15% s	6%	20% u	6%	26% w	8%	14% y	7%	20% A	7%	8% C	5%	16% BC
To work out what the interview questions might be	188	31	163	56	141	78	64	151	144	75	119	100	18	31	169
	13% q	4%	13% s	6%	19% u	5%	20% w	8%	11% y	8%	18% A	6%	4%	5%	16% BC
To search for suitable job roles for me	163	40	127	76	116	86	53	145	135	67	115	87	16	26	161
	11% q	5%	10%	8%	15% u	6%	17% w	8%	11% y	7%	18% A	6%	4%	4%	15% BC
To assess whether the job is a good fit for me	154	26	126	54	110	69	50	123	127	52	94	86	25	22	133
	11% q	3%	10% s	6%	15% u	5%	16% w	7%	10% y	6%	14% A	6%	6%	3%	12% BC
Something else related to applying for a job (please specify)	4	2	2	4	2	4	-	6	1	5	1	5	2	2	2
	*	*	*	*	*	*	-	*	*	1%	*	*	1%	*	*
I have not used AI when considering applying for a job	396	133	293	236	174	355	73	448	284	245	160	369	94	182	253
	27% q	18%	24%	25%	23%	25%	23%	24%	22%	27%	25%	24%	23%	26%	23%
I have not considered applying for a job in the past 3 years	440	433	433	439	216	657	41	823	523	350	138	734	222	355	295
	30%	59% p	35%	46% r	28%	46% t	13%	45% v	41%	38%	21%	48% z	54% D	51% D	27%
Don't know	48	40	34	54	25	63	20	67	47	41	18	70	11	23	54
	3%	5% p	3%	6% r	3%	4%	6%	4%	4%	4%	3%	5%	3%	3%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

Table 15
Q5 - 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: All adults aged 16-75 in GB who have considered applying for a job in the past 3 years

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	**1356**	682	663	645	528	183	456	496	308	96	314	335	297	252	58	100	1080	276	958	398	859	497	299	1026	836	520	575	781	185	331	840
WEIGHTED BASE	**1316**	671	634	631	507	178	440	488	291	96*	303	331	285	230	63*	105*	1011	305	803	514	544	773	272	1010	745	571	510	807	190	335	792
To write or update a CV	**357**	224	130	208	128	21	146	148	55	8	85	87	80	70	9	25	293	64	262	95	187	171	112	236	213	144	165	192	35	64	259
	27%	33%	21%	33%	25%	12%	33%	30%	19%	9%	28%	26%	28%	31%	15%	24%	29%	21%	33%	19%	34%	22%	41%	23%	29%	25%	32%	24%	18%	19%	33%
		b		de	e		hi	hi	i					n			q		s		u		w				A				BC
To write a cover letter	**295**	164	130	166	118	11	105	139	45	5	73	62	64	66	8	22	254	41	215	80	167	128	81	205	176	119	147	148	40	43	212
	22%	24%	20%	26%	23%	6%	24%	29%	16%	5%	24%	19%	22%	29%	12%	21%	25%	13%	27%	16%	31%	17%	30%	20%	24%	21%	29%	18%	21%	13%	27%
				e	e		hi	hi	i					kn			q		s		u		w				A		C		C
To practice interview questions	**268**	145	123	192	67	9	126	121	17	4	63	59	61	59	10	18	218	51	191	77	160	109	74	190	165	103	131	137	25	43	201
	20%	22%	19%	30%	13%	5%	29%	25%	6%	5%	21%	18%	21%	26%	15%	17%	22%	17%	24%	15%	29%	14%	27%	19%	22%	18%	26%	17%	13%	13%	25%
				de	e		hi	hi											s		u		w				A				BC
To help answer a job application	**239**	143	96	151	79	8	101	104	32	2	40	61	52	61	6	18	204	35	175	64	127	112	60	171	136	103	105	134	33	37	169
	18%	21%	15%	24%	16%	5%	23%	21%	11%	2%	13%	18%	18%	27%	10%	18%	20%	11%	22%	12%	23%	14%	22%	17%	18%	18%	21%	17%	17%	11%	21%
		b		de	e		hi	hi	i					jkn			q		s		u										C
To research the company, I'm applying to	**237**	154	82	150	72	15	100	101	30	5	50	48	45	58	15	20	200	37	181	56	153	84	82	148	172	65	130	107	34	32	171
	18%	23%	13%	24%	14%	8%	23%	21%	10%	6%	17%	14%	16%	25%	24%	19%	20%	12%	23%	11%	28%	11%	30%	15%	23%	11%	26%	13%	18%	10%	22%
		b		de			hi	hi						jkl			q		s		u		w		y		A		C		C
To work out what the interview questions might be	**219**	123	94	142	71	6	102	92	23	2	47	49	51	51	3	18	188	31	163	56	141	78	64	151	144	75	119	100	18	31	169
	17%	18%	15%	23%	14%	3%	23%	19%	8%	2%	16%	15%	18%	22%	5%	17%	19%	10%	20%	11%	26%	10%	23%	15%	19%	13%	23%	12%	10%	9%	21%
				de	e		hi	hi					n	kn			q		s		u		w		y		A				BC
To search for suitable job roles for me	**202**	131	70	142	52	9	92	89	15	6	54	42	33	53	8	13	163	40	127	76	116	86	53	145	135	67	115	87	16	26	161
	15%	20%	11%	22%	10%	5%	21%	18%	5%	6%	18%	13%	12%	23%	13%	12%	16%	13%	16%	15%	21%	11%	19%	14%	18%	12%	23%	11%	8%	8%	20%
		b		de			hi	hi						kl							u				y		A				BC
To assess whether the job is a good fit for me	**180**	121	58	123	49	8	70	89	16	5	44	36	30	46	11	13	154	26	126	54	110	69	50	123	127	52	94	86	25	22	133
	14%	18%	9%	19%	10%	4%	16%	18%	5%	5%	15%	11%	11%	20%	17%	12%	15%	8%	16%	10%	20%	9%	18%	12%	17%	9%	18%	11%	13%	7%	17%
		b		de			hi	hi						kl			q		s		u		w		y		A		C		C
Something else related to applying for a job (please specify)	**6**	3	4	-	6	-	-	5	1	-	4	*	1	1	-	-	4	2	2	4	2	4	-	6	1	5	1	5	2	2	2
	*****	*	1%	-	1%	-	-	1%	*	-	1%	*	*	*	-	-	*	1%	*	1%	*	1%	-	1%	*	1%	*	1%	1%	1%	*
					c																										
I have not used AI when considering applying for a job	**529**	211	313	158	251	121	108	181	172	68	119	142	124	68	32	45	396	133	293	236	174	355	73	448	284	245	160	369	94	182	253
	40%	31%	49%	25%	49%	68%	25%	37%	59%	71%	39%	43%	43%	30%	50%	43%	39%	44%	36%	46%	32%	46%	27%	44%	38%	43%	31%	46%	49%	54%	32%
			a		c	cd		f	fg	fg	m	m	m		m	m				r		t		v				z	D	D	
I have not considered applying for a job in the past 3 years	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**88**	42	45	51	20	17	43	17	16	12	17	24	14	17	9	8	48	40	34	54	25	63	20	67	47	41	18	70	11	23	54
	7%	6%	7%	8%	4%	10%	10%	3%	6%	13%	5%	7%	5%	8%	15%	7%	5%	13%	4%	10%	5%	8%	7%	7%	6%	7%	4%	9%	6%	7%	7%
				d		d	g			g					jl			p		r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base

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Table 16

Q6 - Do you discuss your use of AI for work with the following people or not?

Base: All adults aged 16-75 who work

	Junior members of your organisation at a lower level than yourself	Co-workers at a similar role or level as yourself	Senior members of your organisation at a higher level than yourself
UNWEIGHTED BASE	1514	1514	1514
WEIGHTED BASE	1451	1451	1451
I openly discuss my use of AI	190	211	191
	13%	15%	13%
I discuss my use of AI when I think it will be appreciated	273	311	260
	19%	21%	18%
I don't discuss my use of AI	433	425	473
	30%	29%	33%
Not applicable	488	434	458
	34%	30%	32%
Don't know	67	70	69
	5%	5%	5%

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Table 17
Q6_1 - Junior members of your organisation at a lower level than yourself

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
I openly discuss my use of AI	190	116	73	99	88	4	50	102	36	1	41	41	31	53	8	16	190	-	159	30	135	55	45	143	147	43	112	77	17	27	147
	13%	15%	11%	19%	13%	1%	16%	18%	9%	1%	13%	11%	9%	20%	13%	13%	13%	-	17%	6%	21%	7%	20%	12%	16%	8%	20%	9%	7%	7%	18%
		b		de	e		hi	hi	i					jkl					s		u		w		y		A				BC
I discuss my use of AI when I think it will be appreciated	273	159	111	150	105	18	92	130	43	8	55	48	66	76	12	15	273	-	208	65	168	105	67	199	202	71	152	120	29	46	198
	19%	21%	16%	29%	16%	7%	29%	23%	10%	5%	17%	13%	20%	29%	20%	12%	19%	-	22%	13%	27%	13%	30%	16%	22%	13%	27%	14%	13%	12%	24%
		b		de	e		hi	hi						jklo					s		u		w		y		A				BC
I don't discuss my use of AI	433	237	195	150	199	83	96	158	121	58	94	111	114	65	15	35	433	-	292	140	145	287	58	370	249	184	174	259	76	110	246
	30%	31%	28%	29%	30%	30%	31%	28%	30%	34%	30%	31%	34%	25%	24%	28%	30%	-	31%	28%	23%	35%	26%	31%	27%	34%	30%	29%	33%	28%	30%
													m									t				x					
Not applicable	488	210	278	85	246	158	53	155	189	92	110	137	113	51	22	55	488	-	268	221	164	325	43	442	268	220	119	370	102	189	197
	34%	28%	40%	17%	37%	57%	17%	28%	46%	55%	35%	38%	34%	20%	37%	45%	34%	-	28%	44%	26%	40%	19%	37%	30%	41%	21%	42%	45%	48%	24%
			a		c	cd		f	fg	fg	m	m	m		m	m				r		t		v		x		z	D	D	
Don't know	67	32	35	28	24	16	23	15	20	10	17	21	9	15	3	2	67	-	21	47	18	49	14	53	42	25	16	52	4	24	39
	5%	4%	5%	5%	4%	6%	7%	3%	5%	6%	5%	6%	3%	6%	5%	2%	5%	-	2%	9%	3%	6%	6%	4%	5%	5%	3%	6%	2%	6%	5%
							g													r		t						z		B	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 18
Q6_2 - Co-workers at a similar role or level as yourself

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
I openly discuss my use of AI	211	119	91	106	98	7	58	110	39	4	45	44	42	58	7	16	211	-	174	37	142	69	49	160	158	54	119	92	23	30	158
	15%	16%	13%	21%	15%	3%	18%	20%	10%	3%	14%	12%	13%	22%	11%	13%	15%	-	18%	7%	23%	8%	22%	13%	17%	10%	21%	10%	10%	7%	19%
				de	e		hi	hi	i					jkl					s		u		w		y		A				BC
I discuss my use of AI when I think it will be appreciated	311	183	124	164	133	14	98	155	53	4	63	65	66	80	12	25	311	-	241	70	187	123	72	231	220	91	171	140	37	59	214
	21%	24%	18%	32%	20%	5%	31%	28%	13%	2%	20%	18%	20%	31%	20%	20%	21%	-	25%	14%	30%	15%	32%	19%	24%	17%	30%	16%	16%	15%	26%
		b		de	e		hi	hi	i					jkl					s		u		w		y		A				BC
I don't discuss my use of AI	425	232	193	142	190	94	92	144	127	62	96	110	112	61	21	27	425	-	270	155	134	291	51	371	245	180	161	265	70	117	239
	29%	31%	28%	28%	29%	34%	29%	26%	31%	37%	30%	31%	34%	23%	35%	22%	29%	-	28%	31%	21%	35%	23%	31%	27%	33%	28%	30%	31%	29%	29%
										g			mo									t		v		x					
Not applicable	434	184	249	70	214	150	41	136	168	89	98	115	106	46	18	50	434	-	239	194	145	289	41	391	243	190	107	327	88	169	176
	30%	24%	36%	14%	32%	54%	13%	24%	41%	53%	31%	32%	32%	18%	31%	41%	30%	-	25%	39%	23%	35%	18%	32%	27%	35%	19%	37%	39%	43%	21%
			a		c	cd		f	fg	fgh	m	m	m			m				r		t		v		x		z	D	D	
Don't know	70	36	34	29	26	14	26	15	21	9	16	24	7	15	3	5	70	-	23	47	21	49	13	54	43	27	16	54	9	21	40
	5%	5%	5%	6%	4%	5%	8%	3%	5%	5%	5%	7%	2%	6%	4%	4%	5%	-	2%	9%	3%	6%	6%	4%	5%	5%	3%	6%	4%	5%	5%
							g					l		l						r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 19

Q6_3 - Senior members of your organisation at a higher level than yourself

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
I openly discuss my use of AI	191	117	73	94	88	9	45	103	39	4	46	37	28	57	7	16	191	-	159	32	132	59	40	150	155	36	115	76	11	29	151
	13%	15%	11%	18%	13%	3%	14%	18%	10%	3%	14%	10%	8%	22%	12%	13%	13%	-	17%	6%	21%	7%	18%	12%	17%	7%	20%	9%	5%	7%	18%
		b		de	e		i	hi	i		l			jkl					s		u		w		y		A				BC
I discuss my use of AI when I think it will be appreciated	260	156	102	154	96	10	102	111	43	4	50	63	63	58	7	18	260	-	192	68	161	100	60	193	186	74	142	118	33	48	179
	18%	21%	15%	30%	14%	4%	33%	20%	11%	2%	16%	18%	19%	22%	13%	15%	18%	-	20%	14%	26%	12%	27%	16%	21%	14%	25%	13%	15%	12%	22%
		b		de	e		ghi	hi	i										s		u		w		y		A				C
I don't discuss my use of AI	473	254	216	157	229	87	98	187	132	55	105	125	117	70	22	35	473	-	320	153	169	304	77	387	270	203	178	295	88	116	268
	33%	34%	31%	31%	35%	31%	31%	33%	32%	33%	33%	35%	35%	27%	36%	28%	33%	-	34%	30%	27%	37%	34%	32%	30%	37%	31%	34%	39%	29%	32%
																						t				x			C		
Not applicable	458	192	265	80	222	155	48	147	170	93	104	109	111	62	21	51	458	-	253	205	154	304	38	419	253	205	123	335	89	179	189
	32%	25%	38%	16%	34%	56%	15%	26%	42%	55%	33%	30%	33%	24%	36%	42%	32%	-	27%	41%	24%	37%	17%	35%	28%	38%	21%	38%	39%	45%	23%
			a		c	cd		f	fg	fgh			m			km				r		t		v		x		z	D	D	
Don't know	69	35	35	26	26	17	20	13	25	12	14	25	14	12	2	3	69	-	24	45	14	55	11	58	44	25	15	54	5	25	39
	5%	5%	5%	5%	4%	6%	6%	2%	6%	7%	4%	7%	4%	5%	3%	2%	5%	-	3%	9%	2%	7%	5%	5%	5%	5%	3%	6%	2%	6%	5%
							g		g	g										r		t						z		B	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20

Q7 - To what extent do you agree or disagree with the following statements?

Base: All adults aged 16-75 who work

	I think my coworkers will question my ability to perform in my role if I share how I use AI	By using AI people who are not very good at their job can get by	Using AI helps people produce higher quality work than they would without it	Someone using AI shows they are forward thinking	Using AI effectively is a skill that you practice and learn	AI produces the best outcome when people use their knowledge to fine tune the results
UNWEIGHTED BASE	1514	1514	1514	1514	1514	1514
WEIGHTED BASE	1451	1451	1451	1451	1451	1451
(+2) Strongly agree	134	146	193	142	238	237
	9%	10%	13%	10%	16%	16%
(+1) Tend to agree	249	519	446	453	592	517
	17%	36%	31%	31%	41%	36%
(0) Neither agree nor disagree	281	365	399	457	272	342
	19%	25%	27%	31%	19%	24%
(-1) Tend to disagree	229	199	167	188	105	123
	16%	14%	12%	13%	7%	8%
(-2) Strongly disagree	183	78	110	109	98	87
	13%	5%	8%	8%	7%	6%
Mean	-0.07	0.35	0.34	0.24	0.59	0.53
NET: Strongly/tend to agree	383	665	640	595	830	754
	26%	46%	44%	41%	57%	52%
NET: Strongly/tend to disagree	412	277	277	297	203	210
	28%	19%	19%	20%	14%	14%
Not applicable	259	-	-	-	-	-
	18%	-	-	-	-	-
Don't know	116	143	135	102	146	145
	8%	10%	9%	7%	10%	10%

Table 21
Q7_1 - I think my co-workers will question my ability to perform in my role if I share how I use AI

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
(+2) Strongly agree	134	88	44	80	45	9	46	64	19	5	23	31	33	39	4	4	134	-	106	28	85	49	32	98	103	31	73	60	12	24	99
	9%	12%	6%	16%	7%	3%	15%	11%	5%	3%	7%	9%	10%	15%	7%	3%	9%	-	11%	6%	14%	6%	14%	8%	11%	6%	13%	7%	5%	6%	12%
		b		de			hi	hi					o	jko					s		u		w		y		A				BC
(+1) Tend to agree	249	144	103	126	94	29	87	108	40	14	56	56	61	43	8	25	249	-	162	87	120	129	55	188	164	85	115	134	28	58	163
	17%	19%	15%	25%	14%	10%	28%	19%	10%	9%	17%	16%	18%	17%	14%	20%	17%	-	17%	17%	19%	16%	24%	16%	18%	16%	20%	15%	12%	15%	20%
				de			ghi	hi															w				A				B
(0) Neither agree nor disagree	281	151	130	90	138	54	66	98	85	31	68	69	52	55	12	24	281	-	178	103	124	157	39	240	152	129	111	170	57	77	147
	19%	20%	19%	17%	21%	19%	21%	18%	21%	19%	21%	19%	16%	21%	21%	20%	19%	-	19%	20%	20%	19%	17%	20%	17%	24%	19%	19%	25%	19%	18%
																										x			D		
(-1) Tend to disagree	229	116	112	87	106	35	51	99	62	17	60	46	53	37	10	22	229	-	168	61	114	115	39	187	141	88	96	132	41	59	129
	16%	15%	16%	17%	16%	13%	16%	18%	15%	10%	19%	13%	16%	14%	17%	18%	16%	-	18%	12%	18%	14%	17%	16%	15%	16%	17%	15%	18%	15%	16%
																			s												
(-2) Strongly disagree	183	102	80	46	105	32	27	73	62	22	33	52	50	32	6	10	183	-	123	60	81	102	23	157	114	69	62	121	28	57	98
	13%	14%	12%	9%	16%	11%	9%	13%	15%	13%	10%	15%	15%	12%	10%	8%	13%	-	13%	12%	13%	12%	10%	13%	13%	13%	11%	14%	13%	14%	12%
					c				f																						
Mean	-0.07	*	-0.17	0.25	-0.27	-0.33	0.26	-0.02	-0.4	-0.39	-0.11	-0.13	-0.1	0.1	-0.12	-0.11	-0.07	-	-0.05	-0.11	0.03	-0.17	0.18	-0.13	*	-0.2	0.09	-0.19	-0.28	-0.24	0.05
				de			ghi	hi													u		w		y		A				BC
NET: Strongly/tend to agree	383	232	147	206	139	38	132	172	59	20	78	86	95	82	12	29	383	-	268	115	205	177	87	286	267	116	189	194	40	82	262
	26%	31%	21%	40%	21%	14%	42%	31%	14%	12%	25%	24%	29%	32%	21%	23%	26%	-	28%	23%	33%	22%	39%	24%	29%	21%	33%	22%	17%	21%	32%
		b		de	e		ghi	hi													u		w		y		A				BC
NET: Strongly/tend to disagree	412	219	192	133	211	67	78	172	123	39	93	98	103	69	16	32	412	-	290	121	194	217	63	344	255	157	159	253	69	116	227
	28%	29%	28%	26%	32%	24%	25%	31%	30%	23%	29%	27%	31%	27%	26%	26%	28%	-	31%	24%	31%	26%	28%	29%	28%	29%	28%	29%	30%	29%	27%
					e														s												
Not applicable	259	109	150	57	117	86	20	90	91	58	53	73	66	27	11	29	259	-	140	119	77	182	13	246	163	97	78	182	48	92	119
	18%	14%	22%	11%	18%	31%	6%	16%	22%	34%	17%	20%	20%	10%	18%	24%	18%	-	15%	24%	12%	22%	6%	20%	18%	18%	14%	21%	21%	23%	14%
			a		c	cd		f	fg	fgh		m	m			m				r		t		v				z	D	D	
Don't know	116	44	72	26	56	34	17	28	50	20	26	32	17	25	8	9	116	-	71	45	29	87	25	90	72	44	37	79	14	30	72
	8%	6%	10%	5%	8%	12%	6%	5%	12%	12%	8%	9%	5%	10%	14%	7%	8%	-	8%	9%	5%	11%	11%	7%	8%	8%	6%	9%	6%	8%	9%
			a			c			fg	fg					l							t									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 22
Q7_2 - By using AI people who are not very good at their job can get by

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION					
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*
(+2) Strongly agree	146	96	48	84	45	17	40	74	22	10	35	23	31	40	5	11
	10%	13%	7%	16%	7%	6%	13%	13%	5%	6%	11%	7%	9%	15%	9%	9%
		b		de			h	hi						k		
(+1) Tend to agree	519	277	240	185	241	94	110	207	151	51	126	108	110	104	19	53
	36%	37%	35%	36%	36%	34%	35%	37%	37%	30%	40%	30%	33%	40%	32%	43%
											k			k		k
(0) Neither agree nor disagree	365	194	170	118	174	74	83	139	100	43	74	104	93	56	18	21
	25%	26%	25%	23%	26%	26%	26%	25%	24%	26%	23%	29%	28%	22%	30%	17%
												o	o			
(-1) Tend to disagree	199	98	101	77	90	31	53	72	55	18	43	59	36	34	11	16
	14%	13%	15%	15%	14%	11%	17%	13%	13%	11%	13%	16%	11%	13%	19%	13%
(-2) Strongly disagree	78	28	49	17	44	17	10	29	28	11	11	21	26	15	1	5
	5%	4%	7%	3%	7%	6%	3%	5%	7%	7%	3%	6%	8%	6%	2%	4%
			a		c				f				i			
Mean	0.35	0.45	0.23	0.5	0.26	0.26	0.4	0.43	0.23	0.22	0.46	0.17	0.29	0.48	0.29	0.47
		b		de				h			k			k		k
NET: Strongly/tend to agree	665	374	288	268	286	110	150	281	172	61	161	131	142	143	24	63
	46%	50%	42%	52%	43%	40%	48%	50%	42%	36%	51%	37%	43%	55%	40%	52%
		b		de			i	hi			k			kl		k
NET: Strongly/tend to disagree	277	126	150	94	134	49	63	101	83	30	54	80	62	50	12	20
	19%	17%	22%	18%	20%	17%	20%	18%	20%	18%	17%	22%	19%	19%	21%	17%
			a													
Don't know	143	60	84	31	67	46	17	39	53	34	29	44	37	10	5	18
	10%	8%	12%	6%	10%	16%	6%	7%	13%	20%	9%	12%	11%	4%	9%	15%
			a		c	cd			fg	fg	m	m	m			m

	WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
(+2) Strongly agree	146	-	105	41	102	44	36	108	109	37	88	57	12	27	106
	10%	-	11%	8%	16%	5%	16%	9%	12%	7%	15%	7%	5%	7%	13%
					u		w		y		A				BC
(+1) Tend to agree	519	-	367	152	242	277	87	428	337	182	202	317	81	147	291
	36%	-	39%	30%	38%	34%	38%	35%	37%	34%	35%	36%	36%	37%	35%
			s												
(0) Neither agree nor disagree	365	-	213	153	138	227	56	307	218	148	143	223	57	96	212
	25%	-	22%	30%	22%	28%	25%	25%	24%	27%	25%	25%	25%	24%	26%
				r		t									
(-1) Tend to disagree	199	-	140	59	81	118	22	170	114	85	67	132	38	51	109
	14%	-	15%	12%	13%	14%	10%	14%	13%	16%	12%	15%	17%	13%	13%
(-2) Strongly disagree	78	-	48	30	24	54	7	71	45	33	33	45	11	27	40
	5%	-	5%	6%	4%	7%	3%	6%	5%	6%	6%	5%	5%	7%	5%
						t									
Mean	0.35	-	0.39	0.26	0.54	0.19	0.59	0.31	0.42	0.22	0.46	0.27	0.22	0.28	0.41
					u		w		y		A				
NET: Strongly/tend to agree	665	-	472	192	343	322	122	536	445	219	290	375	93	174	397
	46%	-	50%	38%	54%	39%	54%	44%	49%	40%	51%	43%	41%	44%	48%
			s		u		w		y		A				
NET: Strongly/tend to disagree	277	-	188	90	106	172	28	241	160	118	100	177	50	78	149
	19%	-	20%	18%	17%	21%	13%	20%	18%	22%	17%	20%	22%	20%	18%
								v							
Don't know	143	-	75	69	43	101	20	122	86	58	40	103	27	48	69
	10%	-	8%	14%	7%	12%	9%	10%	9%	11%	7%	12%	12%	12%	8%
				r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 23
Q7_3 - Using AI helps people produce higher quality work than they would without it

Base: All adults aged 16-75 who work

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)	REGION: WALES (n)	REGION: SCOTLAND (o)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*
(+2) Strongly agree	193	133	59	108	76	9	51	104	33	5	42	42	31	61	5	12
	13%	18%	8%	21%	11%	3%	16%	19%	8%	3%	13%	12%	9%	24%	9%	10%
		b		de	e		hi	hi						jklno		
(+1) Tend to agree	446	233	211	200	200	46	130	190	102	25	97	97	114	74	21	43
	31%	31%	31%	39%	30%	17%	41%	34%	25%	15%	31%	27%	34%	28%	35%	35%
				de	e		hi	hi	i							
(0) Neither agree nor disagree	399	218	180	100	195	104	72	134	131	61	89	112	90	68	13	27
	27%	29%	26%	19%	30%	37%	23%	24%	32%	36%	28%	31%	27%	26%	22%	22%
					c	c			fg	fg						
(-1) Tend to disagree	167	79	87	44	83	41	29	55	58	26	41	46	35	22	6	17
	12%	11%	13%	9%	13%	15%	9%	10%	14%	15%	13%	13%	11%	8%	9%	14%
						c										
(-2) Strongly disagree	110	42	68	27	51	31	13	40	39	17	18	30	29	18	4	12
	8%	6%	10%	5%	8%	11%	4%	7%	10%	10%	6%	8%	9%	7%	6%	10%
			a			c			f	f						
Mean	0.34	0.48	0.17	0.66	0.27	-0.17	0.6	0.5	0.09	-0.19	0.36	0.23	0.27	0.57	0.38	0.23
		b		de	e		hi	hi	i					klo		
NET: Strongly/tend to agree	640	366	270	308	276	55	181	294	136	30	139	139	145	135	26	55
	44%	49%	39%	60%	42%	20%	58%	52%	33%	18%	44%	39%	44%	52%	44%	45%
		b		de	e		hi	hi	i					k		
NET: Strongly/tend to disagree	277	121	155	71	134	72	42	95	97	43	59	76	64	40	9	29
	19%	16%	22%	14%	20%	26%	13%	17%	24%	26%	19%	21%	19%	15%	16%	24%
			a		c	c			fg	fg						
Don't know	135	49	87	32	56	48	19	37	45	35	31	32	34	17	10	12
	9%	6%	13%	6%	8%	17%	6%	7%	11%	21%	10%	9%	10%	6%	17%	10%
			a			cd			fg	fgh					m	

	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)
UNWEIGHTED BASE	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
(+2) Strongly agree	193	-	147	46	117	76	52	140	147	46	123	70	21	20	153
	13%	-	16%	9%	19%	9%	23%	12%	16%	9%	21%	8%	9%	5%	18%
			s		u		w		y		A				BC
(+1) Tend to agree	446	-	319	127	216	230	76	363	290	157	197	249	60	114	272
	31%	-	34%	25%	34%	28%	34%	30%	32%	29%	34%	28%	26%	29%	33%
			s		u						A				
(0) Neither agree nor disagree	399	-	250	148	155	243	58	335	234	165	135	264	69	114	215
	27%	-	26%	29%	25%	30%	26%	28%	26%	30%	24%	30%	30%	29%	26%
												z			
(-1) Tend to disagree	167	-	107	60	66	101	12	154	97	70	49	119	36	62	69
	12%	-	11%	12%	10%	12%	5%	13%	11%	13%	8%	14%	16%	16%	8%
								v				z	D	D	
(-2) Strongly disagree	110	-	63	47	36	74	9	98	63	47	32	78	18	39	53
	8%	-	7%	9%	6%	9%	4%	8%	7%	9%	6%	9%	8%	10%	6%
						t		v				z			
Mean	0.34	-	0.43	0.15	0.53	0.18	0.72	0.27	0.43	0.17	0.62	0.15	0.14	0.04	0.53
			s		u		w		y		A				BC
NET: Strongly/tend to agree	640	-	466	173	333	306	129	504	437	203	320	320	81	134	425
	44%	-	49%	34%	53%	37%	57%	42%	48%	37%	56%	36%	36%	34%	51%
			s		u		w		y		A				BC
NET: Strongly/tend to disagree	277	-	170	107	102	175	21	252	160	117	81	197	55	101	122
	19%	-	18%	21%	16%	21%	9%	21%	18%	22%	14%	22%	24%	25%	15%
						t		v				z	D	D	
Don't know	135	-	61	74	39	97	19	116	79	57	38	98	22	47	66
	9%	-	6%	15%	6%	12%	8%	10%	9%	10%	7%	11%	10%	12%	8%
				r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 24
Q7_4 - Someone using AI shows they are forward thinking

Base: All adults aged 16-75 who work

	TOTAL	GENDER: MAN (a)	GENDER: WOMAN (b)	AGE: 16-34 (c)	AGE: 35-54 (d)	AGE: 55-75 (e)	GENERATION: GEN Z (f)	GENERATION: MILLENNIALS (g)	GENERATION: GEN X (h)	GENERATION: BABY BOOMER (i)	REGION: NORTH (j)	REGION: MIDLANDS (k)	REGION: SOUTH (l)	REGION: LONDON (m)	REGION: WALES (n)	REGION: SCOTLAND (o)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*
(+2) Strongly agree	142	97	45	80	58	4	37	81	23	1	35	26	26	37	4	13
	10%	13%	7%	16%	9%	1%	12%	14%	6%	1%	11%	7%	8%	14%	7%	11%
		b		de	e		hi	hi	i					kl		
(+1) Tend to agree	453	251	198	170	205	78	106	184	114	49	95	99	106	109	17	26
	31%	33%	29%	33%	31%	28%	34%	33%	28%	29%	30%	28%	32%	42%	28%	21%
													o	jklo		
(0) Neither agree nor disagree	457	236	220	143	214	100	89	164	146	57	116	127	98	62	16	38
	31%	31%	32%	28%	32%	36%	28%	29%	36%	34%	37%	35%	29%	24%	27%	31%
											m	m				
(-1) Tend to disagree	188	89	99	71	76	41	54	60	52	22	33	52	50	19	9	25
	13%	12%	14%	14%	11%	15%	17%	11%	13%	13%	10%	14%	15%	7%	16%	20%
							g					m	m			jm
(-2) Strongly disagree	109	42	67	22	58	29	12	38	41	19	20	31	28	17	4	10
	8%	6%	10%	4%	9%	10%	4%	7%	10%	11%	6%	9%	8%	6%	6%	8%
			a		c	c			f	f						
Mean	0.24	0.38	0.09	0.44	0.21	-0.05	0.34	0.4	0.07	-0.06	0.31	0.11	0.17	0.54	0.16	0.07
		b		de	e		hi	hi			k			jklo		
NET: Strongly/tend to agree	595	348	244	250	263	82	143	264	137	50	131	124	133	147	21	39
	41%	46%	35%	49%	40%	29%	46%	47%	33%	30%	41%	35%	40%	57%	35%	32%
		b		de	e		hi	hi						jklno		
NET: Strongly/tend to disagree	297	131	166	93	134	70	66	97	93	41	53	83	78	36	13	35
	20%	17%	24%	18%	20%	25%	21%	17%	23%	24%	17%	23%	23%	14%	22%	28%
			a			c						m	m			jm
Don't know	102	39	62	26	50	26	15	35	33	20	18	25	24	15	9	11
	7%	5%	9%	5%	8%	9%	5%	6%	8%	12%	6%	7%	7%	6%	15%	9%
			a							fg					jm	

	WORKING STATUS: WORKING (p)	WORKING STATUS: NOT WORKING (q)	SOCIAL GRADE: ABC1 (r)	SOCIAL GRADE: C2DE (s)	EDUCATION: GRADUATES (t)	EDUCATION: NON GRADUATES (u)	ETHNICITY: ETHNIC MINORITY GROUPS (v)	ETHNICITY: WHITE ETHNIC GROUP (w)	MARITAL STATUS: MARRIED (x)	MARITAL STATUS: NOT MARRIED (y)	CHILDREN IN HOUSEHOLD: YES (z)	CHILDREN IN HOUSEHOLD: NO (A)	NUMBER IN HOUSEHOLD: 1 (B)	NUMBER IN HOUSEHOLD: 2 (C)	NUMBER IN HOUSEHOLD: 3+ (D)
UNWEIGHTED BASE	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
(+2) Strongly agree	142	-	107	35	90	52	36	104	121	21	98	44	9	18	115
	10%	-	11%	7%	14%	6%	16%	9%	13%	4%	17%	5%	4%	5%	14%
			s		u		w		y		A				BC
(+1) Tend to agree	453	-	308	144	205	247	89	358	282	171	195	258	83	109	261
	31%	-	33%	29%	33%	30%	39%	30%	31%	31%	34%	29%	36%	27%	32%
							w						C		
(0) Neither agree nor disagree	457	-	300	156	195	262	56	395	286	171	164	293	61	141	255
	31%	-	32%	31%	31%	32%	25%	33%	31%	32%	29%	33%	27%	36%	31%
								v							
(-1) Tend to disagree	188	-	126	62	74	114	23	162	103	85	56	132	38	58	91
	13%	-	13%	12%	12%	14%	10%	13%	11%	16%	10%	15%	17%	15%	11%
												z			
(-2) Strongly disagree	109	-	56	53	35	74	8	101	52	57	32	77	20	41	49
	8%	-	6%	11%	6%	9%	3%	8%	6%	10%	6%	9%	9%	10%	6%
				r		t		v		x		z		D	
Mean	0.24	-	0.32	0.1	0.4	0.12	0.58	0.18	0.37	0.03	0.5	0.08	0.11	0.01	0.39
			s		u		w		y		A				BC
NET: Strongly/tend to agree	595	-	415	179	295	299	125	462	403	191	292	302	92	127	376
	41%	-	44%	36%	47%	36%	55%	38%	44%	35%	51%	34%	40%	32%	45%
			s		u		w		y		A				C
NET: Strongly/tend to disagree	297	-	182	115	108	189	31	263	156	141	88	209	58	99	140
	20%	-	19%	23%	17%	23%	13%	22%	17%	26%	15%	24%	25%	25%	17%
						t		v		x		z	D	D	
Don't know	102	-	50	52	31	71	15	87	64	38	29	73	17	29	56
	7%	-	5%	10%	5%	9%	7%	7%	7%	7%	5%	8%	7%	7%	7%
				r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 25
Q7_5 - Using AI effectively is a skill that you practice and learn

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
(+2) Strongly agree	238	155	82	126	93	18	59	126	45	8	51	43	52	68	7	16	238	-	184	53	149	89	61	172	169	69	136	101	25	45	167
	16%	21%	12%	25%	14%	7%	19%	22%	11%	4%	16%	12%	16%	26%	12%	13%	16%	-	19%	11%	24%	11%	27%	14%	19%	13%	24%	12%	11%	11%	20%
		b		de	e		hi	hi	i					iklo					s		u		w		y		A				BC
(+1) Tend to agree	592	310	278	191	288	113	125	231	165	71	124	156	140	105	18	49	592	-	421	171	277	315	97	487	361	231	229	364	96	164	332
	41%	41%	40%	37%	44%	40%	40%	41%	40%	42%	39%	43%	42%	41%	29%	40%	41%	-	44%	34%	44%	38%	43%	40%	40%	43%	40%	41%	42%	41%	40%
																			s		u										
(0) Neither agree nor disagree	272	144	128	102	112	58	71	93	84	25	75	68	59	46	11	14	272	-	157	115	93	179	36	234	160	112	100	173	48	68	156
	19%	19%	19%	20%	17%	21%	23%	17%	20%	15%	23%	19%	18%	18%	18%	11%	19%	-	17%	23%	15%	22%	16%	19%	18%	21%	17%	20%	21%	17%	19%
											o									r		t									
(-1) Tend to disagree	105	47	57	35	48	22	28	28	33	17	21	29	20	16	4	14	105	-	65	40	37	68	7	97	67	37	32	73	14	39	52
	7%	6%	8%	7%	7%	8%	9%	5%	8%	10%	7%	8%	6%	6%	7%	11%	7%	-	7%	8%	6%	8%	3%	8%	7%	7%	6%	8%	6%	10%	6%
							g																	v							
(-2) Strongly disagree	98	40	58	24	51	23	9	43	30	16	14	28	23	14	5	12	98	-	51	47	31	67	10	88	57	42	34	64	18	31	49
	7%	5%	8%	5%	8%	8%	3%	8%	7%	10%	5%	8%	7%	6%	9%	10%	7%	-	5%	9%	5%	8%	4%	7%	6%	8%	6%	7%	8%	8%	6%
			a					f	f	f										r		t									
Mean	0.59	0.71	0.45	0.76	0.55	0.34	0.68	0.71	0.46	0.27	0.62	0.48	0.6	0.78	0.38	0.4	0.59	-	0.71	0.34	0.81	0.41	0.91	0.52	0.64	0.51	0.76	0.47	0.48	0.44	0.69
		b		de	e		hi	hi						kno					s		u		w				A				BC
NET: Strongly/tend to agree	830	465	361	317	382	131	184	356	211	78	176	199	192	174	25	65	830	-	605	225	426	403	158	659	530	300	365	465	122	209	499
	57%	62%	52%	62%	58%	47%	59%	64%	51%	47%	55%	56%	58%	67%	41%	53%	57%	-	64%	45%	68%	49%	70%	55%	58%	55%	64%	53%	54%	53%	60%
		b		e	e		i	hi						ikno					s		u		w				A				C
NET: Strongly/tend to disagree	203	87	115	58	99	45	37	70	63	33	36	57	43	31	9	26	203	-	116	87	68	135	17	185	124	79	66	137	32	70	100
	14%	12%	17%	11%	15%	16%	12%	13%	15%	20%	11%	16%	13%	12%	16%	21%	14%	-	12%	17%	11%	16%	8%	15%	14%	15%	12%	16%	14%	18%	12%
			a													jm				r		t		v						D	
Don't know	146	58	88	34	68	44	21	41	52	32	32	34	39	9	15	18	146	-	69	77	42	104	16	129	94	52	43	104	25	49	72
	10%	8%	13%	7%	10%	16%	7%	7%	13%	19%	10%	10%	12%	3%	25%	14%	10%	-	7%	15%	7%	13%	7%	11%	10%	10%	7%	12%	11%	12%	9%
			a			cd			fg	fg	m	m	m		iklm	m				r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 26
Q7_6 - AI produces the best outcome when people use their knowledge to fine tune the results

Base: All adults aged 16-75 who work

		GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS		CHILDREN IN HOUSEHOLD		NUMBER IN HOUSEHOLD		
	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55-75 (e)	GEN Z (f)	MILLENNIALS (g)	GEN X (h)	BABY BOOMER (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	LONDON (m)	WALES (n)	SCOTLAND (o)	WORKING (p)	NOT WORKING (q)	ABC1 (r)	C2DE (s)	GRADUATES (t)	NON GRADUATES (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	MARRIED (x)	NOT MARRIED (y)	YES (z)	NO (A)	1 (B)	2 (C)	3+ (D)
UNWEIGHTED BASE	1514	792	717	558	687	269	356	570	434	154	348	361	347	273	57	128	1514	-	1140	374	998	516	261	1235	1022	492	658	856	218	393	903
WEIGHTED BASE	1451	754	692	511	661	279	314	560	409	168	318	358	333	260	60*	123*	1451	-**	948	503	630	821	227	1206	909	542	573	878	227	396	827
(+2) Strongly agree	237	146	89	128	94	16	62	128	37	10	53	51	44	63	7	18	237	-	186	51	161	76	63	171	183	54	146	91	21	32	184
	16%	19%	13%	25%	14%	6%	20%	23%	9%	6%	17%	14%	13%	24%	12%	15%	16%	-	20%	10%	26%	9%	28%	14%	20%	10%	26%	10%	9%	8%	22%
		b		de	e		hi	hi						kl					s		u		w		y		A				BC
(+1) Tend to agree	517	285	230	200	255	63	137	214	127	40	115	122	138	87	18	38	517	-	375	143	239	278	83	426	316	202	219	299	83	133	301
	36%	38%	33%	39%	39%	23%	44%	38%	31%	24%	36%	34%	42%	33%	30%	31%	36%	-	40%	28%	38%	34%	36%	35%	35%	37%	38%	34%	37%	34%	36%
				e	e		hi	hi											s												
(0) Neither agree nor disagree	342	181	160	90	149	103	63	105	108	66	81	93	69	56	16	27	342	-	191	151	122	220	40	301	210	132	108	234	56	109	177
	24%	24%	23%	18%	23%	37%	20%	19%	26%	39%	25%	26%	21%	22%	27%	22%	24%	-	20%	30%	19%	27%	18%	25%	23%	24%	19%	27%	25%	28%	21%
						cd			g	fgh										r		t		v				z		D	
(-1) Tend to disagree	123	61	62	41	49	33	19	39	49	15	25	29	31	25	*	13	123	-	68	54	33	90	13	105	71	52	36	87	26	42	55
	8%	8%	9%	8%	7%	12%	6%	7%	12%	9%	8%	8%	9%	9%	1%	11%	8%	-	7%	11%	5%	11%	6%	9%	8%	10%	6%	10%	11%	11%	7%
									fg							n						t						z	D	D	
(-2) Strongly disagree	87	36	51	23	45	19	12	34	29	12	10	28	18	14	4	12	87	-	47	40	27	59	11	75	44	43	25	61	13	35	39
	6%	5%	7%	4%	7%	7%	4%	6%	7%	7%	3%	8%	5%	5%	7%	10%	6%	-	5%	8%	4%	7%	5%	6%	5%	8%	4%	7%	6%	9%	5%
												j				j						t				x				D	
Mean	0.53	0.63	0.41	0.77	0.51	0.1	0.74	0.7	0.27	0.15	0.62	0.43	0.53	0.65	0.49	0.34	0.53	-	0.68	0.25	0.81	0.31	0.83	0.48	0.64	0.35	0.8	0.35	0.37	0.24	0.71
		b		de	e		hi	hi			o			o					s		u		w		y		A				BC
NET: Strongly/tend to agree	754	431	319	327	348	79	199	343	164	49	168	173	182	150	25	56	754	-	561	193	400	354	146	597	499	255	365	389	104	166	484
	52%	57%	46%	64%	53%	28%	63%	61%	40%	29%	53%	48%	55%	58%	42%	46%	52%	-	59%	38%	64%	43%	64%	50%	55%	47%	64%	44%	46%	42%	59%
		b		de	e		hi	hi	i										s		u		w		y		A				BC
NET: Strongly/tend to disagree	210	97	113	64	94	52	32	74	78	26	35	57	49	39	5	25	210	-	115	94	61	149	24	180	114	95	61	149	39	77	94
	14%	13%	16%	12%	14%	19%	10%	13%	19%	16%	11%	16%	15%	15%	8%	21%	14%	-	12%	19%	10%	18%	11%	15%	13%	18%	11%	17%	17%	20%	11%
									fg							j				r		t				x		z		D	
Don't know	145	45	100	31	69	45	21	39	59	26	34	36	32	15	14	14	145	-	80	65	47	98	17	128	85	60	39	106	28	44	73
	10%	6%	14%	6%	10%	16%	7%	7%	14%	16%	11%	10%	10%	6%	23%	12%	10%	-	8%	13%	7%	12%	7%	11%	9%	11%	7%	12%	13%	11%	9%
			a		c	cd			fg	fg					jklm					r		t						z			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w - x/y - z/A - B/C/D
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.