



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 1

EMPSTATUS: Which of the following best describes you?

Base: All UK adults, age 16+

		Gender			Age							Ethnicity		Working status			Education										Annual household income					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after household / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other Higher Education below degree level	A-level or equivalent	GCSE / O-Level/ CSE / NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £59,999	£100,000 and above			
Unweighted Total	3727	1796	1931	127	276	434	619	901	867	463	3343	399	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727			
Weighted Total	3727	1748	1924	447	608	659	559	595	451	417	3144	492	2144	1583	171*	1070	280*	1110	2551	435	1018	807	174	110*	689	1007	861	394	3727			
Employed full-time	1519	856	644	99	405	391	386	220	17	2	1268	208	1519	-	-	-	-	613	891	173	409	247	41	19	125	408	535	253	1241			
	41%	49%	33%	22%	67%	64%	64%	37%	4%	*	40%	42%	71%	-	-	-	-	55%	35%	40%	40%	31%	23%	17%	18%	40%	62%	64%	33%			
	bqhmms	zb		hi	zqghi	zqghi	zqghi	chi	i				zmop					zrstuvw	uwv	ruvw	ruvw	w				x	zxy	zxy				
Retired	947	438	501	-	6	3	11	152	378	397	913	25	-	947	-	947	-	218	721	143	170	249	104	55	256	320	122	42	1462			
	25%	25%	26%	-	1%	*	2%	26%	84%	95%	29%	5%	-	60%	-	89%	-	20%	28%	33%	17%	31%	60%	48%	37%	32%	14%	11%	39%			
	cdetkin						e	cdetf	zcdetfg	zcdetfgh	zk			zhip		zhip			zqt	zqft	zqft	zqt	zqrstv	zqrstv		zyAB	zAB					
Employed part-time	414	77	329	53	71	93	73	89	30	4	346	53	414	-	-	-	-	118	291	59	130	88	10	5	80	132	85	26	403			
	11%	4%	17%	12%	12%	15%	12%	15%	7%	1%	11%	11%	19%	-	-	-	-	11%	11%	14%	13%	8%	6%	5%	12%	13%	10%	7%	11%			
	abumnop	za		i	hi	zhi	hi	zhi	i				zmop						vw	vw	vw	vw				zB						
Student	260	118	139	245	10	3	2	-	1	-	166	84	-	260	-	-	260	18	229	4	151	75	-	-	33	21	39	37	73			
	7%	7%	7%	55%	2%	*	*	-	*	-	5%	17%	-	16%	-	100%		2%	9%	1%	15%	9%	-	-	5%	2%	5%	9%	2%			
	defghj			zdefghi	ghi						j			zino		zino			zquvw	zqrstuv	zqrstuv	zqrstuv				Y		Y	xyA			
Self-employed	211	122	85	6	23	33	63	61	17	8	179	28	211	-	-	-	-	73	135	21	50	45	11	9	34	60	49	22	224			
	6%	7%	4%	1%	4%	5%	10%	10%	4%	2%	6%	6%	10%	-	-	-	-	7%	5%	5%	5%	6%	6%	8%	5%	6%	6%	6%	6%			
	bchmno	zb				i	zcdetfi	zcdetfi					zmop									zqrst				zyAB	A					
Unemployed	171	76	90	33	53	39	19	26	2	-	112	55	-	171	-	171	-	34	128	17	57	37	4	12	85	28	17	5	133			
	5%	4%	5%	7%	9%	6%	3%	4%	*	-	4%	11%	-	11%	100%	-	-	3%	5%	4%	6%	5%	2%		12%	3%	2%	1%	4%			
	hijklm	AB		hi	zghi	hi	hi	hi			j			zlop		zlop			q		q	q			zqrstuv	zyAB						
Carer for children/elderly/disabled/those with long-term health condition	123	33	87	3	33	33	27	22	3	1	101	20	-	123	-	123	-	17	99	13	32	46	2	6	53	26	8	5	105			
	3%	2%	5%	1%	5%	5%	4%	4%	1%	*	3%	4%	-	8%	-	11%	-	2%	4%	3%	3%	6%	1%	6%	8%	3%	1%	1%	3%			
	ablmkn			hi	zhi	zhi	hi	hi						zino		zino			zvw			zqrst				zyAB	A					
None of the above	61	16	42	1	5	9	18	23	4	2	52	9	-	61	-	-	-	10	51	6	16	18	2	8	21	10	6	5	73			
	2%	1%	2%	*	1%	1%	3%	4%	1%	*	2%	2%	-	4%	-	-	-	1%	2%	1%	2%	2%	1%	7%	3%	1%	1%	1%	2%			
	ablmkn					zlm	zcdetfi	zcdetfi						zlo					q			q				zyA						
Don't know	3	-	1	-	-	1	-	-	-	2	1	-	-	3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	3		
	*	-	*	-	-	*	-	-	-	*	*	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*		
Prefer not to say	17	12	5	6	2	4	-	3	-	1	6	10	-	17	-	-	-	9	6	-	3	2	1	-	1	2	-	-	10			
	*	1%	*	1%	*	1%	-	1%	-	*	*	2%	-	1%	-	1%	-	1%	*	-	*	*	*	*	*	*	*	-	-	*		
	for						h				j			zlo																		
Working	2144	1055	1057	159	499	517	522	370	64	14	1794	289	2144	-	-	-	-	804	1318	253	589	380	61	34	239	600	669	301	1868			
	58%	60%	55%	35%	82%	85%	87%	62%	14%	3%	57%	59%	100%	-	-	-	-	72%	52%	58%	58%	47%	35%	29%	33%	60%	78%	76%	50%			
	bchmno	zb		hi	zghi	zghi	zghi	zchi	i				zmop					zrstuvw	uwv	ruvw	ruvw	vw				x	zxy	zxy				
Not Working	1583	693	867	289	109	92	77	226	387	403	1351	204	-	1583	171	1070	260	306	1234	182	429	427	112	82	450	407	193	94	1859			
	42%	40%	45%	24%	18%	15%	13%	38%	86%	97%	43%	41%	-	100%	100%	100%	100%	28%	48%	42%	42%	53%	65%	71%	65%	40%	22%	24%	50%			
	cdetfgh	zb		zdefghi			def	zcdetfg	zcdetfgh					zi	zi	zi	zi		zqrst	q	q	zqrst	zqrstv	zqrstv		zyAB	AB					

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 251-002388-41)
Filename: 251-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Totals (5% risk level) - z/A/B - z/C/D/H/F/I/J/K/L - z/M/N - z/O/P - z/Q/R/S/U/V/W - z/X/Y/A/B
Overlap formulae used. * small base



EMPSTATUS: Which of the following best describes you?

Base: All UK adults, age 16+

		Country					England region (Net)					England region										Urbanity					IMD Quintile					1 - Managerial, administrative and professional occupations (a)	2 - Intermediate occupations (b)	3 - Small employers and own account workers (c)	4 - Lower supervisory and technical occupations (d)	5 - Semi-routine and routine occupations (e)	6 - Long term unemployed or never worked (f)	7 - Full-time student (g)	Unweighted Total
		Total (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	North (n)	Midlands (o)	South (p)	North East (q)	North West (r)	Yorkshire and The Humber (s)	East Midlands (t)	West Midlands (u)	East of England (v)	South East (w)	South West (x)	London (y)	Urban (z)	Rural (aa)	1 - Most deprived (ab)	2 (ac)	3 (ad)	4 (ae)	5 - Least deprived (af)														
Unweighted Total	3227	3111	489	213	207	863	660	1339	237	375	260	266	219	337	413	233	813	2403	778	149	758	140	751	730	199	452	213	273	360	122*	340*	3127							
Employed full-time	1819 43%	1273 41%	123 40%	64 36%	60 43%	354 41%	234 39%	685 41%	65 44%	175 43%	114 38%	130 41%	124 38%	140 40%	205 40%	129 40%	210 44%	1254 43%	266 34%	296 40%	352 46%	323 44%	284 38%	265 36%	1042 52%	160 33%	19 9%	148 54%	125 35%	23 2%	3 1%	1243 33%							
Retired	947 28%	778 25%	96 31%	43 25%	30 22%	215 25%	147 24%	417 25%	27 18%	112 27%	76 23%	73 22%	74 22%	93 27%	147 29%	95 30%	82 17%	684 24%	263 34%	301 34%	151 20%	219 31%	233 31%	243 31%	296 33%	136 30%	346 28%	72 17%	60 1%	1 -	-	1462 39%							
Employed part-time	454 13%	358 12%	19 6%	22 12%	15 11%	94 11%	80 13%	184 11%	23 16%	45 10%	30 10%	30 11%	49 12%	56 15%	40 11%	32 13%	57 7%	317 11%	97 12%	97 11%	81 11%	85 11%	70 10%	92 11%	147 16%	80 18%	7 3%	25 9%	103 29%	10 8%	8 3%	403 11%							
Student	260 8%	221 7%	22 7%	12 7%	5 4%	60 7%	47 8%	114 7%	10 7%	19 5%	31 10%	20 7%	28 8%	18 5%	38 7%	7 2%	51 11%	208 7%	53 7%	63 8%	39 5%	27 4%	59 8%	75 10%	11 1%	1 *	4 -	-	9 3%	229 4%	73 2%								
Self-employed	311 9%	181 6%	10 3%	12 7%	6 5%	40 5%	34 6%	109 7%	6 4%	20 5%	14 5%	15 6%	18 6%	25 7%	27 5%	31 8%	31 7%	144 5%	67 9%	31 3%	36 5%	56 8%	56 7%	90 1%	4 1%	101 47%	5 2%	2 1%	5 4%	1 *	224 6%								
Unemployed	171 5%	148 5%	14 4%	4 2%	6 5%	44 5%	24 4%	80 5%	7 4%	19 5%	18 6%	10 4%	15 4%	10 3%	22 4%	4 1%	43 9%	165 6%	6 1%	89 12%	46 6%	19 3%	6 1%	12 2%	54 3%	18 4%	2 1%	5 2%	21 6%	56 40%	7 3%	133 4%							
Carer for children/adults/disabled/those with long-term health condition	123 3%	92 3%	13 4%	8 5%	9 7%	37 4%	17 3%	39 2%	8 5%	18 4%	11 4%	7 3%	11 3%	3 1%	6 1%	13 4%	16 3%	108 4%	14 2%	54 7%	28 4%	17 2%	12 2%	11 2%	34 2%	21 5%	6 3%	6 2%	23 30%	-	-	305 3%							
None of the above	65 2%	46 1%	9 3%	2 1%	3 2%	13 2%	10 2%	23 1%	3 2%	5 1%	5 2%	3 1%	5 2%	5 1%	11 2%	4 1%	8 2%	40 2%	12 2%	19 2%	17 2%	7 1%	15 2%	4 1%	14 1%	18 4%	1 2%	5 4%	15 3%	4 3%	-	73 2%							
Don't know	8 *	8 *	-	-	-	-	-	3 *	-	-	-	-	-	-	2 *	1 *	-	3 *	-	1 *	1 *	-	1 *	-	-	-	1 1%	1 *	-	-	-	3 *							
Prefer not to say	17 *	9 *	-	8 5%	-	1 1%	5 1%	4 *	-	-	1 *	-	5 1%	-	1 *	2 1%	1 *	17 1%	1 *	10 1%	3 *	-	1 *	3 *	-	3 1%	1 *	-	-	-	-	10 *							
Working	2144 58%	1814 58%	152 50%	98 56%	81 60%	488 57%	347 58%	978 59%	94 63%	236 58%	158 53%	156 58%	192 58%	220 60%	288 57%	196 61%	273 58%	1715 58%	429 55%	412 55%	471 62%	460 61%	425 57%	385 53%	1299 65%	244 54%	126 38%	178 65%	230 64%	18 15%	12 5%	1868 50%							
Not Working	1383 42%	1297 42%	154 50%	77 44%	54 40%	369 43%	251 42%	678 41%	54 37%	174 42%	140 47%	114 42%	137 42%	130 37%	220 43%	126 39%	201 42%	1234 42%	349 45%	337 46%	285 38%	280 39%	326 43%	345 47%	699 35%	208 46%	87 41%	94 35%	129 36%	104 85%	236 95%	1859 50%							

Fieldwork dates: 2006 May - 6th June 2025
Represented from KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 225-002388-01)
File name: IS-002388_WWAVE_2006296_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Totaled (5% risk level) - $\frac{1}{N} \sum \frac{N_{ij}}{N}$ - $\frac{1}{N} \sum \frac{N_{ij}}{N} \frac{N_{ij}}{N}$ - $\frac{1}{N} \sum \frac{1}{N} \frac{N_{ij}}{N}$ - $\frac{1}{N} \sum \frac{1}{N} \frac{N_{ij}}{N}$ - $\frac{1}{N} \sum \frac{1}{N} \frac{N_{ij}}{N}$ - $\frac{1}{N} \sum \frac{1}{N} \frac{N_{ij}}{N}$
Overline formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 3

EMPSTATUS. Which of the following best describes you?

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Employed full-time	1519 41% Bbelnp	495 50% zB	1017 37% zB	653 51% zB	101 24% zB	73 59% ze	385 55% ze	501 29% zB	114 89% h	416 84% h	594 62% zI	415 55% zI	523 36% zI	314 52% zI	646 38% zI	478 56% zN	395 34% zN	433 50% zP	497 35% zP	805 71% zR	434 60% z	1241 33%
Retired	947 25% Aacdikm oqr	10 1% zA	937 34% zA	135 11% zA	175 41% zA	9 7% zC	45 6% zC	727 42% zC	- - zC	- - zC	- - zC	147 19% zI	411 28% zI	101 17% zI	462 27% zK	86 10% zM	394 34% zM	165 19% zO	417 30% zO	3 * z	4 1% z	1462 39%
Employed part-time	414 11% Balo	191 19% zB	222 8% zB	105 8% zB	56 13% a	8 7% z	57 8% z	193 11% zB	12 10% z	50 10% z	236 25% f	58 8% z	179 12% z	59 10% z	203 12% z	94 11% z	138 12% z	70 8% z	191 13% z	133 12% z	149 20% z	403 11%
Student	260 7% Bbenpr	90 9% zB	170 6% zB	193 15% zB	1 * z	7 6% z	110 16% z	34 2% z	- - z	- - z	- - z	43 6% z	88 6% z	58 9% z	104 6% z	103 12% z	47 4% z	62 7% z	71 5% z	72 6% z	25 3% z	73 2%
Self-employed	211 6% Bc	71 7% zB	139 5% zB	61 5% zB	27 6% zB	- - z	24 3% z	113 7% zC	2 1% z	31 6% z	124 13% z	39 5% z	88 6% z	33 5% z	87 5% z	38 4% z	61 5% z	51 6% z	74 5% z	70 6% z	74 10% z	224 6%
Unemployed	171 5% Be	58 6% zB	109 4% zB	76 6% zB	23 6% zB	15 12% z	44 6% z	60 3% z	- - z	- - z	- - z	31 4% z	82 6% z	24 4% z	84 5% z	44 5% z	50 4% z	48 6% z	79 6% z	36 3% z	38 5% z	133 4%
Carer for children/elderly/disabled/those with long-term health condition	123 3% Bikmoqr	64 6% zB	58 2% zB	28 2% zB	29 7% zA	2 2% z	14 2% z	67 4% z	- - z	- - z	- - z	9 1% z	63 4% z	9 2% z	68 4% z	9 1% z	60 5% z	9 1% z	54 4% z	- - z	3 * z	105 3%
None of the above	61 2% or	12 1% z	49 2% z	18 1% z	9 2% z	3 2% z	10 1% z	38 2% z	- - z	- - z	- - z	12 2% z	25 2% z	4 1% z	30 2% z	7 1% z	21 2% z	12 1% z	22 2% z	- - z	1 * z	73 2%
Don't know	3 * z	- - z	3 * z	- - z	- - z	- - z	- - z	2 * z	- - z	- - z	- - z	1 * z	1 * z	1 * z	- - z	- - z	- - z	2 * z	- - z	- - z	- - z	3 * z
Prefer not to say	17 * z	1 * z	16 1% z	8 1% z	3 1% z	6 5% z	6 1% z	3 * z	- - z	- - z	- - z	6 1% z	4 * z	6 1% z	4 * z	2 * z	4 * z	6 1% z	7 1% z	8 1% z	- - z	10 * z
Working	2144 58% Bbelnp	757 76% zB	1378 51% zB	820 64% zB	184 43% zB	81 66% z	466 67% z	808 46% z	128 100% z	498 100% z	954 100% z	512 67% z	789 54% z	405 67% z	936 55% z	610 71% z	594 51% z	554 65% z	762 54% z	1008 89% z	657 90% z	1868 50%
Not Working	1583 42% Aadikmo qr	235 24% zA	1343 49% zA	459 36% zA	240 57% zA	42 34% z	229 33% z	930 54% zC	- - z	- - z	- - z	250 33% z	674 46% z	204 33% z	753 45% k	251 29% z	577 49% z	303 35% z	651 46% z	120 11% z	71 10% z	1859 50%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 125-002388-01]
Filename : 25-002388_WAVE_2505295_AAL_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - i/j/l - z/k/n - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



EMPSTATUS. Which of the following best describes you?

Base: All UK adults, age 16+

	Total [G] 3727	Job industry or sector (work in or looking to work in)																Trust:			General election 2024 vote							Unwtd Total [G] 3727
		Agriculture, forestry and fishing [H] 18	Utilities or production [I] 31	Manufacturing [J] 115	Construction [K] 103	Wholesale and retail trade [L] 144	Transportation and storage [M] 85	Food or hospitality [N] 100	Information or communication [O] 122	Finance or insurance [P] 128	Real estate [Q] 25	Professional, scientific or technical activities [R] 146	Administration [S] 108	Education [T] 229	Health, social care or social work [U] 293	Arts or recreation [V] 38	Other services [W] 280	Climate change is taking place [X] 3282	The civil service [Y] 2449	The Government [Z] 1182	The media [AA] 980	Conservative Party [AB] 648	Labour Party [AC] 1048	Liberal Democrats [AD] 388	Reform UK [AE] 347	Green Party [AF] 182	Other [AG] 296	
Unweighted Total	3727	211*	371**	157*	121*	169*	101*	112*	156*	155*	30**	201*	120*	263	316	371**	331	3348	2448	1086	921	690	1039	369	337	235	250	3727
Employed full-time	1519 41% size	13 65%	22 61%	122 78%	70 58%	91 54%	84 84%	50 38%	121 78%	125 80%	22 74%	143 71%	74 59%	178 68%	187 59%	8 23%	199 60%	1329 41%	1015 41%	386 36%	376 41%	137 28%	490 47%	122 33%	149 44%	98 42%	103 41%	1241 33%
Retired	947 25% size	-	*	-	-	1 1%	1 1%	1 *	*	*	-	-	1 1%	-	1 *	-	1 *	851 26%	630 26%	363 33%	273 30%	261 53%	253 24%	118 32%	85 25%	26 11%	73 29%	1462 39%
Employed part-time	260 7% size	2 10%	10 26%	6 4%	15 12%	43 26%	7 7%	49 37%	13 8%	14 9%	2 5%	14 7%	19 15%	70 27%	83 26%	5 14%	61 18%	368 11%	286 12%	111 10%	90 10%	46 9%	113 11%	53 14%	32 9%	26 11%	28 11%	403 11%
Student	260 7% size	1 6%	3 9%	11 7%	-	15 9%	-	19 14%	-	3 2%	-	24 12%	8 6%	-	8 2%	-	21 6%	228 7%	180 7%	94 9%	50 5%	3 1%	23 2%	36 10%	10 3%	40 17%	15 6%	73 2%
Self-employed	211 6%	3 15%	1 2%	10 6%	33 27%	13 7%	7 7%	8 6%	18 11%	8 5%	6 21%	14 7%	2 2%	14 5%	16 5%	22 60%	36 11%	184 6%	137 6%	59 5%	53 6%	26 5%	54 5%	22 6%	32 10%	13 5%	9 4%	224 6%
Unemployed	171 5% size	1 4%	*	7 4%	3 2%	6 4%	2 2%	6 5%	3 2%	5 3%	-	6 3%	16 12%	1 *	21 7%	1 3%	12 4%	134 4%	91 4%	38 3%	36 4%	7 2%	49 5%	8 2%	15 4%	17 7%	6 3%	133 4%
Carer for children/elderly/disabled/those with long-term health condition	123 3% size	-	-	-	1 1%	-	-	-	-	-	-	-	3 3%	-	-	-	-	88 3%	65 3%	19 2%	28 3%	5 1%	34 3%	5 1%	9 3%	7 3%	10 4%	105 3%
None of the above	61 2%	-	-	-	-	-	-	-	-	-	-	-	*	1 *	-	-	-	51 2%	31 1%	13 1%	15 2%	5 1%	17 2%	4 1%	3 1%	6 3%	5 2%	73 2%
Don't know	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 *	2 *	1 *	1 *	-	1 *	-	-	-	-	3 *
Prefer not to say	17 *	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	15 *	11 *	2 *	-	-	6 1%	1 *	2 1%	1 *	-	10 *
Workine	2144 58% size	18 89%	33 89%	138 88%	118 97%	147 87%	98 97%	106 81%	152 98%	147 95%	30 100%	171 85%	96 77%	262 99%	286 91%	36 97%	296 90%	1880 58%	1438 59%	556 51%	518 56%	209 43%	656 63%	197 53%	213 63%	136 58%	141 56%	1868 50%
Not Workine	183 5% size	2 11%	4 11%	18 12%	4 3%	22 13%	3 3%	26 19%	4 2%	8 5%	-	30 15%	29 23%	1 1%	30 9%	1 3%	35 10%	1368 42%	1011 41%	530 49%	403 44%	281 57%	382 37%	172 47%	123 37%	98 42%	109 44%	1859 50%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename : 25-002388.WAVE.2505295.AAI_wtd.v1.PublicUse
Proportions/Mean: Columns Totaled (N via level): z/a/N/G/A/H/I/J/K/L/M/N/O/P - s/a - z/h/h/t - z/s/h/h/w/h/d/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QWOKSSEK. Are you currently looking for employment?

Base: All UK adults, age 16+, who are not working

	Gender			Age							Ethnicity		Working status					Education										Annual household income				Unmet Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/ NVQ12/ equivalent) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A level or equivalent (n)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)	£100,000 and above (n)				
Unweighted Total	1859	930	908	76	153	65	82	347	765	468	1731	106	1859	133	1567	73	73	458	1356	240	370	483	160	107	561	566	233	82	1859			
Weighted Total	1583	693	687	268*	109*	92**	77*	225	387	409	1351	204*	**	1583	171*	1070	200*	396	1234	182	429	427	112	82**	450	407	193	94*	1583			
Yes	229	125	99	151	31	17	9	16	4	1	111	108	-	229	92	15	113	49	175	8	103	57	4	2	56	31	24	9	110			
	14%	13%	11%	12%	23%	18%	12%	7%	1%	*	8%	53%	-	14%	54%	1%	44%	16%	14%	5%	24%	13%	3%	3%	13%	8%	12%	10%	6%			
	hghhvw	zb		zcbfgh	dgh	gh	h	hi				z			zmo		zmo	sw	sw		zqtsvw	sw			y							
No	1338	562	761	135	75	68	67	210	382	401	1232	88	-	1338	75	1050	147	255	1049	172	324	367	109	77	391	375	166	85	1739			
	85%	81%	88%	47%	69%	74%	87%	93%	99%	99%	91%	43%	-	85%	98%	56%	56%	83%	85%	94%	75%	86%	97%	95%	87%	92%	86%	90%				
	acckinp			c	c	c	cd	zcd	zcdh	zcdh	k			np	np	np		t	t	zqts		t	zqts	zqts		z	z					
Don't know	9	3	5	2	-	5	-	1	1	-	3	5	-	9	4	3	-	2	5	2	1	-	-	2	3	1	2	-	6			
	1%	*	1%	1%	-	6%	-	*	*	-	*	2%	-	1%	3%	*	-	1%	*	1%	*	-	-	2%	1%	*	1%	-	*			
	h					zgh						1			zmo				w				zgh									
Prefer not to say	6	3	2	-	2	2	1	-	-	1	4	2	-	6	-	1	-	-	5	-	2	4	-	-	-	-	-	-	-	4		
	e	*	*	-	2%	2%	2%	-	-	*	*	1%	-	*	-	*	-	-	*	-	*	1%	-	-	-	-	-	-	-	*		
					h	h	gh																									

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level): z/A/B - z/C/D/z/H/z/G/H - z/I/K - z/L/M/z/O/P - z/Q/z/R/z/U/z/V/z/W - z/X/z/Y/A/B
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Base: All UK adults, age 16+, who are not working

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - $1/a/1/b/1/c/1/d/1/e/1/f/1/g/1/h/1/i/1/j/1/k/1/l/1/m/1/n/1/o/1/p/1/q/1/r/1/s/1/t/1/u/1/v/1/w/1/x/1/y/1/z/1/AB/1/BC/1/CD/1$
Overlap formulae used. * small base

Overlap formulae used. * small base



QWORKSEEK. Are you currently looking for employment?

Base: All UK adults, age 16+, who are not working

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	1859	121	1734	359	335	33	152	1290	-	-	-	312	784	223	891	213	730	348	789	44	48	1859
Weighted Total	1583	235*	1343	459	240	42**	229**	930	..**	..**	..**	250	674	204*	753	251*	577	303	651	120**	71**	1859
Yes	229	79	148	145	9	19	92	48	-	-	-	49	98	49	100	61	63	67	80	120	71	110
	14%	34%	11%	32%	4%	45%	40%	5%	-	-	-	20%	15%	24%	13%	24%	11%	22%	12%	100%	100%	6%
	ben	zB		zB			zE							zI		zN		zP				
No	1338	152	1184	309	231	21	135	880	-	-	-	201	572	155	645	188	509	237	565	-	-	1739
	85%	65%	88%	67%	96%	50%	59%	95%	-	-	-	80%	85%	76%	86%	75%	88%	78%	87%	-	-	94%
	Audkmo	A			zB		zD							k		zN		O				
Don't know	9	4	5	3	-	2	2	1	-	-	-	-	2	-	6	-	3	-	3	-	-	6
	1%	2%	*	1%	-	5%	1%	*	-	-	-	-	*	-	1%	-	1%	-	*	-	-	*
Prefer not to say	6	-	6	2	-	-	-	1	-	-	-	-	1	-	1	2	1	-	3	-	-	4
	*e	-	*	*	-	-	-	*	-	-	-	-	*	-	*	1%	*	-	*	-	-	*

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 125-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



QWORKSEEK. Are you currently looking for employment?

Base: All UK adults, age 16+, who are not working

		Job industry or sector (work in or looking to work in)																	Trust:											General election 2024 vote																			
		Agriculture, forestry and fishing (a)	Utilities or production (b)	Manufacturing (c)	Construction (d)	Wholesale and retail trade (e)	Transportation and storage (f)	Food or hospitality (g)	Information or communication (h)	Finance or insurance (i)	Real estate (j)	Professional, scientific or technical activities (k)	Administration (l)	Education (m)	Health, social care or social work (n)	Arts or recreation (o)	Other services (p)	Climate change is taking place (q)	The civil service (r)	The Government (s)	The media (t)	Conservative Party (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (z)	Unwtd Total																					
Unweighted Total	1859	3	3	6	3	10	4	11	5	6	-	9	18	2	11	1	13	1816	1209	647	520	415	486	297	167	73	150	1859																					
Weighted Total	1583	2**	4**	18**	4**	22**	3**	26**	4**	8**	**	30**	29**	1**	30**	1**	35**	1368	1011	530	403	281	382	172*	123*	98*	109*	1583																					
Yes	229 14% actual	2	100%	4	100%	18	100%	22	100%	3	100%	26	100%	4	100%	8	100%	-	30	100%	29	100%	1	100%	30	100%	1	100%	35	100%	186	14%	149	15%	51	10%	36	9%	4	1%	53	14%	27	13	29	5	110	6%	
No	1338 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1173	853	473	362	277	326	145	110	69	104	1739	86%	853	84%	473	90%	362	90%	277	99%	326	90%	145	84%	110	89%	69	70%	104	95%	1739	94%
Don't know	9 1% q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	6	5	5	-	3	-	-	-	-	6	4	4	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	6	4				
Prefer not to say	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-	-	-	-	-	4	4	4	4	4	4	-	-	-	-	-	-	-	-	-	-	4	4				

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-002338-01)
Filename: 25-002338_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 200295 - Attitudes to AI Wave 3
Public Use

22 Sep 2025
Table 9

Q10R5CT. In which industry or sector do you currently work / are you looking to work in?

Base: All UK adults, age 16+, who are working or looking for work

	Gender			Age							Ethnicity		Working status					Education							Annual household income				Unweighted Total	
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level / CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)	£100,000 and above (n)		
Unweighted Total	1978	923	1055	87	236	381	548	578	130	18	1662	227	1888	110	62	17	27	738	1218	243	497	386	80	31	296	571	557	232	1978	
Weighted Total	2374	1179	1195	104*	530	554	531	385	69	10**	1905	297	2144	229*	92*	15**	111**	853	1492	262	682	437	60*	35**	295	631	693	310	2374	
Health, social care or social work	316	98	214	36	52	73	75	67	12	1	235	71	286	30	21	1	8	128	185	50	78	42	11	3	59	79	83	29	293	
	12%	8%	10%	12%	10%	14%	14%	13%	17%	4%	12%	18%	13%	13%	10%	4%	7%	15%	12%	10%	11%	10%	17%	10%	20%	23%	12%	9%	15%	
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Education	263	70	187	26	52	75	62	41	6	1	223	35	262	1	1	-	-	143	118	31	51	32	3	1	22	84	94	39	229	
	11%	6%	16%	8%	10%	14%	12%	11%	9%	8%	12%	9%	12%	1%	1%	-	-	17%	8%	12%	7%	7%	5%	3%	7%	13%	14%	13%	12%	
	amrtu	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Professional, scientific or technical activities	201	131	69	38	64	33	40	20	5	*	162	37	171	30	6	-	24	127	74	16	46	7	5	-	10	34	88	43	146	
	8%	11%	6%	12%	12%	6%	8%	5%	7%	3%	9%	9%	8%	13%	7%	-	21%	15%	5%	6%	7%	2%	7%	-	3%	5%	13%	14%	7%	
	bcnru	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Wholesale and retail trade	169	74	90	37	27	37	35	26	3	3	136	28	147	22	6	1	15	32	128	14	53	48	5	8	27	65	16	8	144	
	7%	6%	8%	12%	5%	7%	7%	7%	5%	21%	7%	7%	7%	10%	7%	7%	13%	4%	9%	5%	8%	11%	7%	23%	9%	10%	2%	3%	7%	
	qab	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Manufacturing	157	120	35	20	39	32	37	25	2	1	139	17	138	18	7	-	11	22	134	14	50	58	10	4	13	30	48	27	115	
	7%	10%	3%	7%	7%	6%	7%	6%	4%	7%	7%	4%	6%	8%	8%	-	10%	3%	9%	5%	7%	13%	13%	11%	4%	5%	7%	9%	6%	
	ba	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Information or communication	156	109	45	3	53	45	35	16	3	-	129	22	152	4	3	*	-	79	76	18	43	12	2	1	11	38	61	28	122	
	7%	9%	4%	1%	10%	8%	7%	4%	4%	-	7%	6%	7%	2%	4%	3%	-	9%	5%	7%	6%	3%	3%	1%	4%	6%	9%	9%	6%	
	bcnru	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Finance or insurance	155	85	69	18	33	35	41	24	3	2	122	25	147	8	5	*	3	58	97	22	50	11	13	1	10	28	57	31	128	
	7%	7%	6%	6%	6%	7%	8%	6%	5%	11%	6%	6%	7%	4%	1%	3%	3%	7%	6%	8%	7%	3%	10%	2%	3%	4%	8%	10%	6%	
	ux	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Food or hospitality	132	40	91	51	18	19	21	17	4	1	104	27	106	26	6	1	19	27	101	7	54	36	1	3	29	36	16	14	100	
	6%	3%	8%	17%	3%	4%	4%	4%	6%	8%	5%	7%	5%	11%	7%	3%	17%	3%	7%	3%	8%	2%	9%	10%	10%	6%	7%	4%	3%	
	afga	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Administration	126	39	84	12	31	32	29	19	2	*	93	29	96	29	16	4	8	34	90	8	59	22	-	2	18	39	32	3	108	
	5%	3%	7%	4%	6%	6%	5%	5%	4%	2%	5%	7%	4%	13%	17%	28%	7%	4%	6%	3%	8%	5%	-	4%	6%	6%	5%	1%	5%	
	ab	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Construction	121	85	35	6	24	30	34	22	4	-	114	6	118	4	3	1	-	38	83	15	38	27	1	2	11	34	40	22	103	
	5%	7%	3%	2%	5%	6%	6%	6%	6%	-	6%	2%	5%	2%	3%	7%	-	4%	6%	6%	5%	6%	2%	5%	4%	5%	6%	7%	5%	
	ba	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Transportation and storage	101	83	16	9	21	17	24	26	5	-	79	20	98	3	2	1	-	15	85	19	28	30	8	1	9	37	29	9	85	
	4%	7%	1%	3%	4%	3%	4%	7%	7%	-	4%	5%	5%	1%	2%	6%	-	2%	6%	7%	4%	7%	12%	3%	3%	6%	4%	3%	4%	
	ba	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Utilities or production	37	24	12	3	13	8	7	5	*	-	27	5	33	4	*	*	3	5	32	9	10	13	-	-	8	8	18	1	31	
	2%	2%	1%	1%	3%	1%	1%	1%	1%	-	1%	1%	2%	2%	*	2%	3%	1%	2%	3%	1%	3%	-	-	3%	1%	3%	*	2%	
	q	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Arts or recreation	37	19	17	-	9	8	4	10	3	2	25	8	36	1	1	-	-	15	22	2	11	8	2	-	12	8	8	4	38	
	2%	2%	1%	-	2%	1%	1%	1%	3%	16%	1%	2%	2%	1%	1%	-	-	2%	1%	1%	2%	2%	2%	-	4%	1%	1%	1%	2%	
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Real estate	30	15	14	3	2	9	9	5	1	1	19	10	30	-	-	-	-	11	15	1	4	7	-	2	2	8	11	5	25	
	1%	1%	1%	1%	*	*	2%	1%	1%	8%	1%	3%	1%	-	-	-	-	1%	1%	*	1%	2%	-	7%	1%	1%	2%	2%	1%	
	i	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Agriculture, forestry and fishing	21	15	4	1	8	1	2	6	1	1	19	1	18	2	1	-	1	7	12	1	8	3	1	-	2	2	5	5	18	
	1%	1%	*	*	*	*	*	2%	1%	4%	1%	*	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	
	ba	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Other services	381	158	187	36	77	77	73	55	13	1	275	46	296	35	12	1	21	103	226	33	102	78	5	6	47	99	84	39	280	
	14%	13%	14%	11%	14%	14%	14%	14%	19%	8%	14%	12%	14%	15%	13%	9%	19%	12%	15%	13%	15%	18%	8%	17%	16%	16%	12%	13%	14%	
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Don't know	14	7	4	9	4	-	1	-	-	-	3	6	3	11	1	4	-	6	8	-	4	2	-	2	7	1	-	-	6	
	1%	1%	*	3%	1%	-	*	-	-	-	*	2%	*	5%	1%	24%	-	1%	1%	-	1%	*	-	5%	2%	*	-	-	*	
	i	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Prefer not to say	9	5	4	3	3	1	1	1	1	-	3	1	9	1	-	1	-	-	7	2	4	1	-	-	1	1	3	2	7	
	*	*	*	-	1%	1%	*	*	1%	-	*	*	*	*	-	4%	-	-	*	1%	1%	*	-	-	*	*	*	*	1%	*
	i	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IP 25-02388-01)
Filename: 15-02388_WAVE_200295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested 5% risk level - z/a/b - z/c/d/e/f/h/i - z/j/k - z/l/m/n/o/p - z/r/s/t/u/v/w - z/x/y/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All UK adults, age 16+, who are working or looking for work

		Country					England region (Net)					England region					Urbanity					BMD Quintile					1. Managerial, administrative and professional occupations	2. Intermediate occupations	3. Small employers and own account workers	NS-SEC		5. Semi-routine and routine occupations	6. Long term unemployed or never worked	7. Full-time unemployed or never worked	Unmet Total
		Total (G)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North (E)	Midlands (F)	South (G)	North East (H)	North West (I)	Yorkshire and The Humber (J)	East Midlands (K)	West Midlands (L)	East of England (M)	South East (N)	South West (O)	London (P)	Urban (Q)	Rural (R)	1. Most deprived (S)	2 (T)	3 (U)	4 (V)	5. Least deprived (W)	4-Lower supervisory and technical occupations (X)				3-Semi-routine and routine occupations (Y)					
Unemployment Total	1378	1629	132	104	113	468	207	168	133	195	140	136	161	182	258	195	229	1565	443	418	445	403	264	318	1138	1138	244	133	160	213	30	34	1678		
Unmet Total	1013	1617	161	117	117	262	117	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212		
Health, social care or social work	138	263	20	18	15	86	44	123	34	17	27	34	17	27	34	30	41	20	35	68	61	70	60	46	201	24	13	7	8	22	30	11	293		
Education	138	138	12%	16%	18%	17%	14%	12%	12%	15%	18%	13%	10%	13%	15%	9%	20%	8%	13%	13%	14%	12%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%		
Health, social care or social work	138	219	23	16	14	53	49	117	16	20	23	14	23	26	25	39	39	23	214	40	52	58	55	51	47	148	148	148	148	148	148	148	148		
Education	138	138	11%	14%	15%	5%	10%	13%	11%	16%	9%	7%	14%	13%	11%	12%	10%	10%	11%	11%	10%	11%	12%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%		
Professional, scientific or technical activities	138	163	24	8	5	54	9	101	13	31	11	2	7	11	28	20	41	166	35	25	47	39	47	43	157	5	1	4	2	4	24	146			
Professional, scientific or technical activities	138	8%	8%	14%	7%	6%	10%	2%	9%	13%	12%	6%	1%	3%	5%	9%	10%	12%	12%	9%	8%	8%	11%	10%	12%	2%	1%	1%	1%	1%	1%	1%	1%		
Wholesale and retail trade	169	143	12	7	7	40	30	64	6	18	25	14	16	17	19	11	16	148	20	44	57	31	18	19	50	3	6	14	53	9	15	144			
Wholesale and retail trade	169	7%	7%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%		
Manufacturing	137	140	6	4	4	29	40	30	6	9	17	20	21	22	21	18	9	132	25	30	37	31	24	30	40	1	8	42	24	7	7	115			
Manufacturing	137	7%	7%	4%	4%	7%	7%	5%	11%	6%	4%	6%	5%	12%	10%	10%	7%	9%	3%	10%	10%	8%	7%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
Information or communication	136	124	10	16	5	29	29	75	10	136	10	9	6	6	9	27	6	33	119	37	18	40	34	33	30	114	15	14	6	1	1	122			
Information or communication	136	6%	6%	6%	14%	6%	5%	6%	7%	10%	4%	5%	3%	7%	4%	8%	3%	10%	6%	8%	4%	8%	7%	7%	8%	6%	4%	4%	4%	4%	4%	4%	4%		
Finance or insurance	103	133	11	4	7	31	23	79	3	20	9	17	6	14	26	15	24	130	26	25	30	24	29	46	109	28	5	3	7	1	3	128			
Finance or insurance	103	7%	7%	6%	4%	9%	6%	6%	7%	2%	8%	5%	10%	3%	6%	8%	7%	7%	8%	4%	5%	6%	5%	7%	11%	8%	11%	4%	2%	3%	1%	2%	6%		
Food or hospitality	132	108	13	5	6	31	18	59	5	15	11	9	9	8	23	9	19	104	28	42	16	21	16	36	36	7	7	17	35	27	22	100			
Food or hospitality	132	6%	6%	8%	3%	5%	6%	6%	5%	6%	6%	5%	6%	5%	6%	5%	6%	5%	6%	5%	6%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
Administration	136	122	4	6	7	31	20	58	3	18	7	7	13	10	28	4	21	104	21	28	20	26	23	20	52	10	3	1	2	9	8	108			
Administration	136	5%	5%	2%	4%	7%	6%	5%	5%	3%	7%	6%	4%	5%	10%	7%	2%	5%	6%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%		
Construction	121	110	6	3	3	22	21	67	1	11	9	7	14	24	16	9	18	88	34	23	21	19	38	21	63	29	17	1	2	1	1	103			
Construction	121	5%	5%	3%	3%	2%	4%	6%	0%	1%	4%	5%	4%	7%	10%	5%	5%	5%	5%	4%	5%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%		
Transportation and storage	101	91	5	3	1	26	24	41	2	6	18	11	6	17	3	14	58	13	33	21	17	17	13	32	5	6	19	37	1	1	1	85			
Transportation and storage	101	5%	5%	3%	1%	3%	2%	5%	2%	2%	10%	8%	5%	10%	5%	2%	4%	8%	3%	7%	4%	4%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
Utilities or production	37	30	3	*	3	13	4	13	3	7	2	3	1	6	1	-	5	26	11	9	13	6	4	5	18	6	*	4	3	2	3	31			
Utilities or production	37	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Risk or recreation	37	31	2	1	3	6	4	21	3	5	1	3	3	4	3	11	26	11	7	6	9	8	7	26	1	8	1	3	1	1	1	26			
Risk or recreation	37	2%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
Real estate	30	27	2	-	1	1	7	19	-	1	-	2	5	2	5	6	7	22	8	4	6	5	13	2	17	3	4	7	-	2	3	25			
Real estate	30	1%	1%	1%	-	1%	-	2%	2%	-	-	1%	2%	1%	2%	3%	2%	1%	1%	1%	1%	1%	3%	*	9	1%	1%	1%	-	-	1%	1%			
Agriculture, forestry and fishing	21	17	1	2	1	10	1	6	*	4	6	-	1	3	2	1	-	12	8	5	3	4	3	6	9	1	7	1	1	*	1	18			
Agriculture, forestry and fishing	21	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Other services	331	284	23	12	12	74	54	156	19	26	29	23	32	35	36	28	57	273	58	68	80	75	45	55	198	26	24	29	-	27	280				
Other services	331	14%	14%	11%	14%	11%	14%	14%	11%	10%	11%	13%	13%	13%	13%	14%	14%	13%	14%	14%	14%	14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%		
Don't know	14	6	2	6	-	1	2	3	-	1	1	-	1	-	2	14	-	14	-	9	2	2	1	2	2	2	2	2	2	2	2	2	6		
Don't know	14	1%	1%	1%	6%	-	1%	6%	-	1%	1%	-	1%	-	1%	1%	-	1%	-	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Prefer not to say	9	9	-	-	-	2	2	6	-	1	1	-	2	-	2	-	4	2	9	-	-	-	-	3	2	-	2	-	-	-	-	-	7		
Prefer not to say	9	1%	-	-	-	1%	1%	1%	-	1%	1%	-	2%	-	2%	-	1%	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	-	-	7		

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN J25-002388-01]
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Means: Columns Tested [5% risk level] - 1/a/b/c/d - 1/a/f/g - 1/h/i/l/k/m/n/o/p - 1/q/r - 1/s/t/u/v/w - 1/x/y/A/B/C/D/E
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 11

Q/IOBSECT. In which industry or sector do you currently work / are you looking to work in?

Base: All UK adults, age 16+, who are working or looking for work

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	1978	599	1369	667	207	69	383	874	86	361	935	434	745	347	883	497	604	472	739	820	709	1978
Weighted Total	2374	836	1526	965	193	100*	558	855	128*	498	954	561	887	454	1037	670	657	620	842	1128	728	1978
Health, social care or social work	316 13% Baq	138 17% 28	176 12% 28	87 9% 28	31 16% 27	5 5% 2	59 11% 15	132 15% 20	13 10% 10	48 10% 10	151 16% 10	60 11% 10	137 15% 10	46 10% 10	151 15% 10	70 10% 10	105 16% 10	70 11% 10	118 14% 10	116 10% 10	128 18% 10	293 15% 10
Education	263 11% 8	117 14% 28	146 10% 28	118 12% 28	27 14% 28	6 6% 28	48 9% 28	99 12% 28	13 10% 28	60 12% 28	104 11% 28	59 11% 28	102 11% 28	48 10% 28	125 12% 28	75 11% 28	71 11% 28	57 9% 28	103 12% 28	137 12% 28	77 11% 28	229 12% 28
Professional, scientific or technical activities	201 8% Abelnp	47 6% 28	153 10% 28	124 13% 28	5 2% 28	9 9% 28	61 11% 28	45 5% 28	17 13% 28	58 12% 28	55 6% 28	63 11% 28	62 7% 28	57 13% 28	62 6% 28	89 13% 28	32 5% 28	74 12% 28	43 5% 28	141 12% 28	38 5% 28	146 7% 28
Wholesale and retail trade	169 7% oq	67 8% 28	101 7% 28	64 7% 28	17 9% 28	5 5% 28	26 4% 28	74 9% 28	3 2% 28	21 4% 28	77 8% 28	33 6% 28	66 7% 28	22 5% 28	78 8% 28	36 5% 28	46 7% 28	29 5% 28	69 8% 28	52 5% 28	55 8% 28	144 7% 28
Manufacturing	157 7% e	53 6% 28	101 7% 28	63 7% 28	13 7% 28	12 12% 28	43 8% 28	44 5% 28	14 11% 28	35 7% 28	58 6% 28	34 6% 28	60 7% 28	34 7% 28	82 8% 28	44 7% 28	48 7% 28	49 8% 28	61 7% 28	78 7% 28	39 5% 28	115 6% 28
Information or communication	156 7% benor	61 7% 28	95 6% 28	106 11% 28	2 1% 28	14 14% 28	59 11% 28	29 3% 28	23 18% 28	75 15% 28	35 4% 28	50 9% 28	44 5% 28	46 10% 28	62 6% 28	63 9% 28	30 4% 28	61 10% 28	35 4% 28	106 9% 28	32 4% 28	122 6% 28
Finance or insurance	155 7% qlnp	52 6% 28	103 7% 28	77 8% 28	8 4% 28	9 9% 28	44 5% 28	42 5% 28	12 9% 28	51 10% 28	44 5% 28	59 10% 28	37 4% 28	41 9% 28	50 5% 28	58 9% 28	29 4% 28	59 9% 28	40 5% 28	96 8% 28	45 6% 28	128 6% 28
Food or hospitality	132 6% 6	46 6% 28	86 6% 28	50 5% 28	13 7% 28	1 1% 28	20 4% 28	51 6% 28	2 2% 28	20 4% 28	61 6% 28	27 5% 28	52 6% 28	19 4% 28	50 5% 28	37 5% 28	26 4% 28	26 4% 28	44 5% 28	52 5% 28	33 5% 28	100 5% 28
Administration	126 5% d	32 4% 28	94 6% 28	39 4% 28	13 7% 28	4 4% 28	16 3% 28	54 6% 28	* * 28	9 2% 28	44 5% 28	26 5% 28	49 6% 28	31 7% 28	56 5% 28	32 5% 28	45 7% 28	28 4% 28	45 5% 28	55 5% 28	48 7% 28	108 5% 28
Construction	121 5% aq	40 5% 28	81 5% 28	31 3% 28	11 6% 28	4 4% 28	18 3% 28	60 7% 28	7 5% 28	15 3% 28	63 7% 28	38 7% 28	38 4% 28	18 4% 28	46 4% 28	32 5% 28	32 5% 28	32 5% 28	39 5% 28	40 4% 28	52 7% 28	103 5% 28
Transportation and storage	101 4% A	20 2% 28	81 2% 28	28 3% 28	14 7% 28	1 1% 28	16 3% 28	41 5% 28	2 2% 28	10 2% 28	59 6% 28	23 4% 28	51 6% 28	13 3% 28	59 2% 28	25 4% 28	34 5% 28	24 4% 28	50 6% 28	39 3% 28	32 4% 28	85 4% 28
Utilities or production	37 2% e	17 2% 28	20 1% 28	13 1% 28	6 3% 28	4 4% 28	15 3% 28	7 1% 28	4 3% 28	11 2% 28	9 1% 28	8 1% 28	20 2% 28	8 2% 28	11 1% 28	14 2% 28	9 1% 28	11 2% 28	12 1% 28	21 2% 28	13 2% 28	31 2% 28
Arts or recreation	37 2% 30	7 1% 28	29 2% 28	15 2% 28	7 3% 28	1 1% 28	8 1% 28	19 2% 28	1 1% 28	6 1% 28	18 2% 28	5 1% 28	15 2% 28	4 1% 28	15 1% 28	7 1% 28	12 2% 28	8 1% 28	10 1% 28	12 1% 28	13 2% 28	38 2% 28
Real estate	30 1% aq	8 1% 28	19 1% 28	3 * 28	7 3% 28	1 1% 28	8 1% 28	10 1% 28	1 1% 28	8 2% 28	14 1% 28	6 1% 28	10 1% 28	7 1% 28	12 1% 28	9 1% 28	9 1% 28	9 1% 28	11 1% 28	5 * 28	16 2% 28	25 1% 28
Agriculture, forestry and fishing	21 1% 1	5 1% 28	16 1% 28	8 1% 28	3 2% 28	1 1% 28	4 1% 28	15 2% 28	- - 28	3 1% 28	16 2% 28	1 * 28	16 2% 28	1 * 28	13 1% 28	1 * 28	10 1% 28	6 1% 28	10 1% 28	6 1% 28	10 1% 28	18 1% 28
Other services	331 14% b	121 14% 28	210 14% 28	129 13% 28	15 8% 28	14 14% 28	102 18% 28	124 15% 28	12 9% 28	67 13% 28	138 14% 28	62 11% 28	125 14% 28	52 12% 28	158 15% 28	76 11% 28	114 17% 28	69 11% 28	145 17% 28	156 14% 28	95 13% 28	280 14% 28
Don't know	14 1% i	3 * 28	11 1% 28	9 1% 28	- - 28	6 6% 28	8 1% 28	2 * 28	- - 28	- - 28	1 * 28	8 1% 28	1 * 28	6 1% 28	1 * 28	2 * 28	- - 28	9 1% 28	2 * 28	8 1% 28	3 * 28	6 * 28
Prefer not to say	9 * *	3 * 28	5 * 28	2 * 28	1 1% 28	2 2% 28	3 1% 28	5 1% 28	2 1% 28	2 * 28	5 1% 28	- - 28	3 * 28	1 * 28	6 1% 28	1 * 28	3 * 28	1 * 28	6 1% 28	6 1% 28	1 * 28	7 * 28

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - t/g/h - z/I/J - z/K/L - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QJ08SECT. In which industry or sector do you currently work / are you looking to work in?

Base: All UK adults, age 16+, who are working or looking for work

		Job industry or sector (work in or looking to work in)																	Trust:				General election 2024 vote							
	Total (n)	Agriculture, forestry and fishing (a)	Utilities or production (b)	Manufacturing (c)	Construction (d)	Wholesale and retail trade (e)	Transportation and storage (f)	Food or hospitality (g)	Information or communication (h)	Finance or insurance (i)	Real estate (j)	Professional, scientific or technical activities (k)	Administration (l)	Education (m)	Health, social care or social work (n)	Arts or recreation (o)	Other services (p)	Climate change is taking place (q)	The civil service (r)	The Government (s)	The media (t)	Conservative Party (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (z)	Unwtd Total		
Unweighted Total	1978	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	1737	1309	564	484	239	590	191	190	117	151	1978		
Weighted Total	2374	21**	37**	157*	121*	169*	101*	122*	156*	155*	30**	201*	126*	263	316	37**	331	2066	1586	607	554	213	710	224	227	166*	146			
Health, social care or social work	316	-	-	-	-	-	-	-	-	-	-	-	-	-	316	-	-	272	228	83	77	27	92	27	20	32	23	293		
	13% cdcfgh klmp														100% zcdcfgh iklmp			13%	14%	14%	14%	13%	13%	12%	9%	19%	16%	15%		
Education	263	-	-	-	-	-	-	-	-	-	-	-	-	263	-	-	-	235	200	62	86	20	104	20	23	19	11	229		
	11% cdcfgh klmp													100% zcdcfgh iklmp			11%	13%	10%	15%	9%	15%	9%	10%	12%	8%	12%			
Professional, scientific or technical activities	201	-	-	-	-	-	-	-	-	-	-	201	-	-	-	-	-	182	143	51	43	20	68	21	8	34	20	146		
	8% cdcfgh klmp											100% zcdcfgh iklmp						9%	9%	8%	8%	9%	10%	10%	3%	21%	14%	7%		
Wholesale and retail trade	169	-	-	-	-	169	-	-	-	-	-	-	-	-	-	-	-	143	97	39	30	19	38	21	25	4	9	144		
	7% cdcfgh klmp					100% zcdcfgh iklmp												7%	6%	6%	5%	9%	5%	9%	11%	2%	6%	7%		
Manufacturing	157	-	-	157	-	-	-	-	-	-	-	-	-	-	-	-	-	139	98	31	36	18	36	15	15	1	8	115		
	7% cdcfgh klmp			100% zcdcfgh iklmp														7%	6%	5%	7%	8%	5%	7%	7%	1%	5%	6%		
Information or communication	156	-	-	-	-	-	-	-	156	-	-	-	-	-	-	-	-	144	109	48	46	13	47	25	14	11	11	122		
	7% cdcfgh klmp								100% zcdcfgh iklmp									7%	7%	8%	8%	13	47	11%	6%	6%	7%	6%		
Finance or insurance	155	-	-	-	-	-	-	-	-	155	-	-	-	-	-	-	-	138	98	47	41	24	53	10	13	11	12	128		
	7% cdcfgh klmp									100% zcdcfgh iklmp								7%	6%	8%	7%	11%	7%	4%	6%	6%	8%	6%		
Food or hospitality	132	-	-	-	-	-	-	132	-	-	-	-	-	-	-	-	-	120	87	51	26	7	26	14	9	7	6	100		
	6% cdcfgh klmp							100% zcdcfgh iklmp										6%	5%	8%	5%	3%	4%	6%	4%	4%	4%	5%		
Administration	126	-	-	-	-	-	-	-	-	-	-	-	126	-	-	-	-	111	86	39	29	9	36	15	10	10	11	108		
	5% cdcfgh klmp												100% zcdcfgh iklmp				5%	5%	6%	5%	4%	5%	7%	4%	6%	7%	5%			
Construction	121	-	-	-	121	-	-	-	-	-	-	-	-	-	-	-	-	103	76	25	32	9	36	12	21	2	3	103		
	5% cdcfgh klmp				100% zcdcfgh iklmp													5%	5%	4%	6%	4%	5%	5%	9%	1%	2%	5%		
Transportation and storage	101	-	-	-	-	-	101	-	-	-	-	-	-	-	-	-	-	79	57	18	20	8	31	3	14	9	3	85		
	4% cdcfgh klmp						100% zcdcfgh iklmp											4%	4%	3%	4%	4%	4%	6%	1%	6%	5%	4%		
Utilities or production	37	-	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	27	9	9	1	11	5	3	3	1	31		
	2% cdcfgh klmp		100%															1%	2%	1%	2%	*	2%	2%	2%	2%	1%	2%		
Arts or recreation	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	-	34	27	8	10	1	10	7	3	4	3	38		
	2% cdcfgh klmp															100%		2%	2%	1%	2%	1%	1%	3%	1%	2%	2%	2%		
Real estate	30	-	-	-	-	-	-	-	-	-	30	-	-	-	-	-	-	25	14	10	5	2	7	4	3	2	3	25		
	1% cdcfgh klmp										100%							1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%		
Agriculture, forestry and fishing	21	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	12	7	3	2	4	*	7	-	2	18		
	1% cdcfgh klmp	100%																1%	1%	1%	1%	1%	1%	*	3%	-	1%	1%		
Other services	331	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	331	280	213	76	59	32	100	24	39	17	20	280		
	14% cdcfgh klmp																100% zcdcfgh iklmp	14%	13%	13%	11%	15%	14%	11%	17%	10%	14%	14%		
Don't know	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	11	2	-	1	11	-	-	-	-	6		
	1%																	1%	1%	*	-	1%	2%	-	-	-	-	*		
Prefer not to say	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	4	1	2	1	-	-	1	-	-	7		
	*																	*	*	*	*	*	-	-	*	-	-	*		



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 13

QAIN00W. Which of the following best describes your knowledge of AI?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education							Annual household income				Unweighted Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after household / long term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level / CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)	£100,000 and above (n)	
Unweighted Total	3727	1796	1877	127	276	434	619	903	887	483	3343	309	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727
Weighted Total	3727	1748	1924	447	608	659	559	536	451	417	3144	482	2144	1581	171*	1070	280*	1100	2551	435	1018	807	174	116*	689	1007	861	304	3727
Know a lot about AI	287	197	83	86	69	64	41	20	4	2	218	65	172	114	18	23	61	97	179	28	82	64	4	-	27	51	88	42	172
bghjov	8%	11%	4%	10%	11%	11%	7%	3%	2%	1%	7%	12%	8%	7%	11%	2%	23%	vw	vw	w	vw	vw	vw	-	4%	5%	10%	11%	5%
Know a fair amount about AI	992	540	431	181	262	183	158	104	61	43	797	170	648	344	58	140	132	401	579	81	308	156	24	10	135	231	291	149	799
bghjmo	27%	31%	22%	40%	43%	30%	26%	17%	14%	10%	25%	34%	30%	22%	34%	13%	51%	36%	23%	19%	30%	19%	14%	9%	20%	23%	34%	38%	21%
Know a little about AI	2004	843	1138	172	238	307	324	379	311	273	1751	204	1135	869	69	698	62	541	1432	281	537	548	115	62	383	603	425	187	2207
acdefpq	54%	48%	59%	38%	39%	50%	54%	64%	69%	63%	41%	53%	53%	40%	65%	24%	49%	49%	56%	63%	53%	68%	53%	18%	56%	60%	49%	47%	59%
Have heard of AI but know nothing about it	390	149	239	5	20	44	66	89	71	95	350	35	166	224	18	195	1	61	322	45	83	132	27	36	123	110	54	15	502
acdefpq	10%	9%	12%	1%	3%	7%	11%	13%	10%	23%	11%	7%	8%	14%	11%	18%	*	5%	13%	10%	8%	18%	15%	31%	18%	11%	6%	4%	13%
Have not heard of AI	33	22	20	1	9	9	5	3	3	3	18	11	18	15	5	9	-	7	25	-	3	15	4	3	17	9	3	1	32
ij	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	-	1%	1%	-	*	2%	2%	3%	3%	1%	*	*	1%
Don't know	10	2	8	2	4	-	2	-	1	1	5	5	2	8	2	5	-	2	7	-	2	1	-	3	3	-	-	-	8
+	+	+	+	+	1%	+	+	+	+	+	+	1%	+	1%	1%	+	-	+	+	-	+	+	-	3%	+	-	-	-	+
Prefer not to say	10	5	5	-	5	2	3	-	-	-	5	8	3	7	1	-	3	1	7	-	4	2	-	2	1	3	1	1	7
+	+	+	+	-	1%	+	+	-	-	-	+	1%	+	+	1%	-	1%	+	+	-	+	+	-	1%	+	+	+	+	+
Know at least a fair amount about AI	1279	736	514	267	331	247	199	124	65	45	1015	234	820	459	76	163	193	499	758	109	389	220	29	10	161	282	378	191	971
bghjmo	34%	42%	27%	40%	54%	41%	33%	21%	14%	11%	32%	48%	38%	29%	44%	15%	74%	45%	30%	25%	38%	27%	17%	9%	23%	28%	44%	49%	26%
Know at least a little about AI	3283	1580	1652	439	569	554	523	504	376	318	2766	438	1955	1328	145	861	256	1039	2191	390	927	657	143	72	545	885	804	378	3178
bghlmor	88%	90%	86%	98%	94%	91%	87%	85%	83%	76%	88%	89%	91%	84%	85%	81%	98%	94%	86%	90%	91%	81%	82%	62%	79%	88%	93%	96%	85%
Have at least heard of AI	3673	1729	1891	444	590	587	589	593	447	413	3116	473	2121	1552	163	1056	257	1100	2513	435	1009	988	170	108	668	995	857	393	3680
acdefpq	99%	99%	98%	99%	98%	98%	98%	99%	99%	99%	99%	98%	99%	98%	95%	99%	99%	94%	96%	100%	99%	98%	98%	93%	97%	99%	100%	100%	99%
Not heard of or know nothing about AI	424	161	259	6	29	52	71	92	74	98	368	46	184	240	23	204	1	68	347	45	85	147	31	39	141	119	57	16	534
acdefpq	11%	9%	13%	1%	5%	9%	12%	15%	16%	24%	12%	9%	9%	15%	14%	19%	*	6%	14%	10%	8%	18%	18%	34%	20%	12%	7%	4%	14%
+	+	+	+	+	1%	+	+	+	+	+	+	1%	+	+	+	+	-	+	+	-	+	+	-	1%	+	+	+	+	+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N=25,003,884)
Filename: 25-003888_WAVE_2505295_AAI_wid_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/ - z/i/k - z/l/m/n/o/p - z/q/r/h/h/u/v/w - z/x/y/A/B
Overlap formulae used: * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Iason (UK J25-002188-01)
Filename: 25_002188_WAVE_250529_AA_n_wtd_v1_PublicUse
Proportions/Mean: Columns Tested [5% risk level] - 1/a/1/b/c/d - 1/e/f/g - 1/h/i/j/k/l/m/n/o/p - 1/q/r - 1/s/t/u/v/w - 1/x/y/z/A/B/C/D/E
Overlap formulae used: * Small bias

Overlap formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 15

QAIKNOW. Which of the following best describes your knowledge of AI?

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Know a lot about AI	287 8% Bbeilnr	124 12% zB	163 6% -	287 22% zB	- -	47 38% zde	143 21% ze	40 2% -	49 38% gh	111 22% h	33 3% -	96 13% zi	92 6% -	100 16% zi	102 6% -	130 15% zn	60 5% -	106 12% zP	93 7% zr	180 16% zr	16 2% -	172 5% -
Know a fair amount about AI	992 27% Bbejlnp r	304 31% zB	688 25% -	992 78% zB	- -	49 40% ze	327 47% ze	259 15% -	59 46% h	242 49% h	196 21% -	283 37% zj	339 23% -	231 38% zi	416 25% -	373 43% zn	218 19% -	324 38% zP	313 22% -	507 45% zr	111 15% -	799 21% -
Know a little about AI	2004 54% Aabcdik moq	467 47% zA	1530 56% 2A	- -	- -	22 18% -	210 30% c	1097 63% zcd	18 14% f	140 28% f	571 60% fg	351 46% i	820 56% i	249 41% k	944 56% k	339 39% zm	698 60% zo	388 45% zo	800 57% zo	419 37% zq	504 69% zq	2207 59% -
Have heard of AI but know nothing about it	390 10% acdikmo q	80 8% zA	307 11% 2A	- -	390 92% zA	1 1% -	8 1% -	325 19% zcd	1 1% -	2 * fg	142 15% -	27 3% zi	199 14% zi	26 4% zk	214 13% zk	19 2% zm	182 16% zo	32 4% zo	196 14% zo	18 2% zq	86 12% q	502 13% -
Have not heard of AI	33 1% am	10 1% -	21 1% -	- -	33 8% zA	4 4% ze	7 1% -	15 1% -	1 1% -	2 * -	10 1% -	4 1% -	9 1% -	3 * -	11 1% -	1 * -	12 1% -	5 1% -	9 1% -	4 * -	11 2% q	32 1% -
Don't know	10 * ej	3 * -	6 - -	- -	- -	- -	- -	1 * -	- -	- -	1 * -	- -	* -	- -	2 * -	- -	* -	2 * -	2 * -	- -	1 * -	8 * -
Prefer not to say	10 * e	4 * -	5 - -	- -	- -	- -	- -	1 * -	- -	- -	1 * -	- -	3 * -	- -	- -	- -	- -	- -	- -	- -	- -	7 * -
Know at least a fair amount about AI	1279 34% Bbejlnp r	427 43% zB	851 31% -	1279 100% zB	- -	96 78% zde	470 68% ze	299 17% -	108 84% gh	354 71% h	229 24% -	379 50% zj	431 29% -	331 54% zi	518 31% -	502 58% zn	278 24% -	430 50% zP	405 29% -	687 61% zr	126 17% -	971 26% -
Know at least a little about AI	3283 88% beilnp	895 90% zB	2381 88% -	1279 100% zB	- -	118 95% e	680 98% ze	1395 80% -	126 98% h	494 99% h	800 84% -	731 96% zi	1251 86% -	580 95% zi	1462 87% -	841 98% zn	976 83% -	818 95% zP	1205 85% zr	1106 98% zr	630 87% -	3178 85% -
Have at least heard of AI	3673 99% b	975 98% z	2688 99% z	1279 100% zB	390 92% -	119 96% z	688 99% z	1721 99% z	127 99% z	496 100% z	942 99% z	757 99% z	1451 99% z	606 100% z	1676 99% z	860 100% z	1158 99% z	850 99% z	1402 99% z	1123 100% z	716 98% z	3680 99% -
Not heard of or know nothing about AI	424 11% adikmoq	90 9% z	328 12% z	- -	424 100% zA	6 5% -	15 2% -	340 20% zcd	2 2% -	4 1% fg	152 16% fg	31 4% zi	208 14% zi	29 5% -	225 13% zk	20 2% zm	194 17% zm	37 4% zP	206 15% zP	22 2% zq	97 13% q	534 14% -

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN J25-002388-01]
Filename : 25-002388_WAVE_2505295_AAL_wtd_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - t/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QAIKNOW. Which of the following best describes your knowledge of AI?

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																	Trust:			General election 2024 vote							
	Total [1]	Agriculture, forestry and fishing [2]	Utilities or production [3]	Manufacturing [4]	Construction [5]	Wholesale and retail trade [6]	Transportation and storage [7]	Food or hospitality [8]	Information or communication [9]	Finance or insurance [10]	Real estate [11]	Professional, scientific or technical activities [12]	Administration [13]	Education [14]	Health, social care or social work [15]	Arts or recreation [16]	Other services [17]	Climate change is taking place [18]	The civil service [19]	The Government [20]	The media [21]	Conservative Party [22]	Labour Party [23]	Liberal Democrats [24]	Reform UK [25]	Green Party [26]	Other [27]	Unwtd Total [28]	
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727	
Weighted Total	3727	211*	371**	1571*	1211*	1691*	1011*	1121*	1561*	1551*	301**	2011*	1261*	263	316	371**	331	3248	2448	1086	921	690	1039	369	337	235	250	3727	
Know a lot about AI	287	-	2	19	5	11	7	13	42	16	-	34	10	17	10	3	30	235	187	75	68	15	79	23	24	20	18	172	
8%	-	-	4%	12%	4%	7%	6%	10%	27%	10%	-	17%	8%	6%	3%	9%	9%	7%	8%	7%	7%	3%	8%	6%	7%	9%	7%	5%	
nsu		n	n	n	n	n	n	n	zcdefg	n		zcdmnn					n					u	u	u	u	u	u		
Know a fair amount about AI	992	8	11	44	25	53	22	37	64	61	3	89	29	102	77	12	98	880	681	274	252	89	295	116	89	90	69	799	
27%	37%	31%	28%	21%	31%	22%	28%	28%	41%	39%	10%	44%	23%	39%	24%	32%	30%	27%	28%	25%	27%	18%	28%	31%	26%	38%	28%	21%	
Know a little about AI	2504	10	18	81	80	86	59	69	47	71	20	73	73	117	136	16	187	1777	1324	595	493	306	569	200	180	107	125	2267	
54%	47%	48%	52%	66%	51%	58%	52%	50%	46%	48%	68%	38%	56%	44%	62%	42%	57%	55%	54%	55%	54%	62%	55%	54%	54%	45%	50%	59%	
Have heard of AI but know nothing about it	390	3	6	11	11	17	13	12	2	8	6	5	13	23	28	2	12	320	232	128	92	77	87	30	38	15	36	502	
10%	16%	17%	7%	9%	10%	13%	9%	1%	5%	19%	2%	10%	9%	9%	4%	4%	10%	9%	9%	12%	10%	16%	8%	8%	11%	6%	15%	13%	
Have not heard of AI	13	-	-	2	-	-	-	1	1	-	1	-	1	4	2	5	2	23	16	8	10	7	7	-	3	1	-	32	
1%	-	-	1%	-	-	-	1%	1%	1%	-	3%	-	1%	1%	1%	13%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	
Don't know	10	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	5	4	1	1	1	2	-	-	2	-	8	
*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	*	-	-	*	*	*	*	*	*	-	-	1%	-	*	
Prefer not to say	10	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	7	5	4	5	1	-	-	3	-	-	7	
*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*	*	*	1%	*	-	-	1%	-	-	*	
Know at least a fair amount about AI	1279	8	13	63	31	64	28	50	106	77	3	124	39	118	87	15	129	1115	867	349	319	104	373	138	113	110	87	971	
34%	37%	35%	40%	25%	38%	28%	38%	38%	68%	49%	10%	62%	31%	45%	28%	40%	39%	34%	35%	32%	35%	21%	36%	37%	33%	47%	35%	26%	
nsu									zcdefg	zdfnn		zcdefg		zdfnn		dn			s				u	u	u	u	u	u	
Know at least a little about AI	3383	17	31	144	110	150	87	119	153	147	23	196	112	235	284	30	316	2892	2191	944	812	410	942	339	293	217	212	3178	
88%	84%	83%	92%	91%	89%	86%	90%	98%	96%	77%	77%	89%	89%	89%	90%	82%	95%	89%	90%	87%	88%	84%	91%	92%	87%	92%	85%	85%	
u								zdefgm	z			zdeflmm					z		zs				uA	uA		uA			
Have at least heard of AI	3673	21	37	154	121	167	100	131	155	155	29	201	125	258	312	32	328	3212	2423	1072	905	486	1029	369	331	232	248	3680	
99%	100%	100%	99%	100%	99%	99%	99%	99%	99%	100%	97%	100%	99%	98%	99%	87%	99%	99%	99%	99%	98%	99%	99%	100%	98%	99%	99%	99%	
Not heard of or know nothing about AI	424	3	6	13	11	17	14	13	2	8	7	5	13	27	31	7	15	344	248	137	103	79	94	30	41	16	38	534	
11%	16%	17%	8%	9%	10%	14%	10%	10%	2%	5%	23%	2%	11%	10%	10%	18%	5%	11%	10%	13%	11%	16%	9%	8%	12%	7%	15%	14%	
nsu				hk	hk	hkp	h					hk	hkp	hk					r			zwyv					vwy		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN (25-002388-01)]

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/u/h/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/z

Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

QGEN/NAUSE, WORK, AI tools like ChatGPT, Dall-E, Midjourney, and others are now used to generate various types of content, including text, images, videos and films. In the past 12 months, how often, if at all, have you used such generative AI tools in your work?

Base: All UK adults, age 16+, who are working

	Gender			Age							Ethnicity		Working status			Education										Annual household income					Unweighted Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level/ CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £99,999 (n)	£100,000 and above (n)			
Unweighted Total	1808	869	939	49	223	369	537	554	121	15	1612	201	1808	-	-	-	-	704	1107	237	460	364	155	30	255	553	546	227	1808		
Weighted Total	2144	1055	1089	159*	499	517	522	510	64	14**	1794	289	2144	**	**	**	**	804	1315	253	589	380	161*	34**	239	600	669	201	-		
Every day	128	70	54	5	51	38	26	8	-	-	101	27	128	-	-	-	-	58	70	10	34	25	1	-	9	14	52	33	86		
6%	6%	7%	5%	3%	10%	7%	5%	2%	-	-	6%	9%	6%	-	-	-	-	7%	5%	4%	6%	7%	2%	-	4%	2%	8%	11%	5%		
Several times a week	246	139	104	25	75	59	62	22	3	-	184	53	246	-	-	-	-	143	104	15	52	25	3	5	12	45	91	61	180		
11%	13%	10%	10%	10%	10%	11%	12%	6%	5%	-	10%	18%	11%	-	-	-	-	18%	8%	7%	9%	7%	5%	13%	5%	8%	14%	20%	10%		
6%	6%	7%	5%	3%	10%	7%	5%	2%	-	-	6%	9%	6%	-	-	-	-	7%	5%	5%	6%	5%	3%	-	5%	6%	8%	5%	5%		
About once a week	124	69	52	10	33	36	35	9	1	-	97	20	124	-	-	-	-	55	68	13	35	18	2	-	13	34	50	15	95		
6%	7%	5%	6%	7%	7%	7%	7%	2%	2%	-	5%	7%	6%	-	-	-	-	7%	5%	5%	6%	5%	3%	-	5%	6%	8%	5%	5%		
Several times a month	150	74	73	16	49	32	35	15	3	1	118	28	150	-	-	-	-	68	81	16	44	16	4	2	23	34	44	30	121		
7%	7%	7%	10%	10%	6%	7%	4%	4%	4%	4%	7%	10%	7%	-	-	-	-	8%	6%	6%	7%	4%	6%	6%	10%	6%	7%	10%	6%		
6%	6%	7%	5%	3%	10%	7%	5%	2%	-	-	6%	9%	6%	-	-	-	-	7%	5%	4%	6%	7%	2%	-	4%	2%	8%	11%	5%		
About once a month	174	96	75	7	43	53	40	27	4	-	145	23	174	-	-	-	-	79	90	20	39	25	4	2	12	44	60	33	146		
8%	9%	7%	4%	9%	10%	8%	7%	6%	-	-	8%	8%	8%	-	-	-	-	10%	7%	8%	7%	7%	7%	7%	5%	7%	9%	11%	8%		
Less often	353	168	180	41	76	98	76	56	6	*	286	57	353	-	-	-	-	124	225	59	94	45	23	4	39	116	97	41	288		
16%	16%	17%	13%	13%	15%	14%	14%	15%	9%	3%	16%	20%	16%	-	-	-	-	13%	17%	23%	16%	12%	37%	10%	16%	19%	14%	14%	15%		
6%	6%	7%	5%	3%	10%	7%	5%	2%	-	-	6%	9%	6%	-	-	-	-	7%	5%	4%	6%	7%	2%	-	4%	2%	8%	11%	5%		
Never	954	482	509	52	172	192	243	229	45	13	848	79	954	-	-	-	-	276	672	116	288	222	25	20	129	311	270	87	935		
44%	43%	48%	13%	13%	19%	17%	17%	16%	4%	4%	47%	27%	44%	-	-	-	-	34%	51%	46%	49%	18%	40%	60%	54%	52%	40%	29%	50%		
adefall	13	4	10	4	-	-	4	3	2	-	13	-	13	-	-	-	-	*	10	2	3	4	-	1	3	2	4	1	14		
1%	*	1%	1%	2%	-	-	1%	1%	3%	-	1%	-	1%	-	-	-	-	*	1%	1%	1%	1%	-	3%	1%	1%	1%	1%	1%		
Prefer not to say	3	2	1	-	-	1	2	-	-	-	1	1	3	-	-	-	-	-	-	0	-	0	-	-	-	-	-	1	-	3	
1	*	*	*	-	-	*	*	-	-	-	*	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	*	
Use AI at least once a week	498	279	211	39	159	132	123	39	5	-	382	101	498	-	-	-	-	256	240	40	121	68	6	5	34	93	193	109	361		
23%	26%	20%	25%	25%	32%	26%	24%	11%	7%	-	21%	35%	23%	-	-	-	-	32%	18%	16%	21%	18%	10%	11%	14%	16%	29%	36%	19%		
6%	6%	7%	5%	3%	10%	7%	5%	2%	-	-	6%	9%	6%	-	-	-	-	7%	5%	4%	6%	7%	2%	-	4%	2%	8%	11%	5%		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N=251,002,388-61)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/a/b/z/a/b - z/c/d/a/b/z/a/b - z/c/d/a/b/z/a/b - z/c/d/a/b/z/a/b

Overlap formulae used: * = small base (under 30) unreliable for sig testing

Base: All UK adults, age 16+, who are working

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Icosos (JN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns tested [5% risk level] - z/a/b/c/d - z/u/f/g - z/h/f/g/h/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/A/B/C/D/E
Overlap formulae used: * Small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 19

QGENAIUSE_WORK. AI tools like ChatGPT, DALL-E, Midjourney, and others are now used to generate various types of content, including text, images, videos and films. In the past 12 months, how often, if at all, have you used such generative AI tools in your work?

Base: All UK adults, age 16+, who are working

		Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		
	Total (z)	Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	Unwtd Total
Unweighted Total	1868	572	1287	612	199	60	347	836	86	361	935	411	700	324	836	468	572	440	696	776	661	1868
Weighted Total	2144	757	1378	820	184	81*	466	808	128*	498	954	512	789	405	936	610	594	554	762	1008	657	1868
Every day	128 6% beijnpr	50 7% 6%	78 6% 6%	108 13% zb	2 1% 1%	62 77% zde	104 22% ze	7 1% 1%	128 100% gh	128 26% h	- - -	67 13% zi	22 3% -	56 14% zi	35 4% -	88 14% zn	12 2% -	61 11% zp	28 4% -	106 11% zr	12 2% -	86 5% -
Several times a week	246 11% beijnpr	99 13% 11%	147 11% 11%	171 21% zb	- - e	8 10% zce	173 37% ze	6 1% -	- 49% fh	246 - -	- - -	100 20% zj	41 5% -	86 21% zi	65 7% -	146 24% zn	24 4% zp	123 22% zp	26 3% zr	205 20% zr	32 5% -	180 10% -
About once a week	124 6% bbeijn	59 8% zB	65 5% 5%	75 9% zb	2 1% 1%	2 3% -	66 14% zce	9 1% -	- 25% fh	124 - -	- - -	53 10% zi	31 4% -	46 11% zi	30 3% -	68 11% zn	14 2% -	46 8% zp	36 5% -	87 9% zr	28 4% -	95 5% -
Several times a month	150 7% beijnpr	59 8% 7%	91 7% 7%	83 10% zb	2 1% -	- 9% ce	42 9% ce	8 1% -	- - -	- - -	- - -	52 10% zi	39 5% -	43 11% zi	46 5% -	67 11% zn	27 5% zp	57 10% zp	32 4% zr	107 11% zr	24 4% -	121 6% -
About once a month	174 8% Bbdeijnp	78 10% zB	95 7% 7%	71 9% b	4 2% -	2 2% -	16 3% 2%	18 2% -	- - -	- - -	- - -	57 11% zi	37 5% -	45 11% zi	65 7% -	72 12% zn	34 6% p	56 10% p	42 6% -	98 10% zr	51 8% -	146 8% -
Less often	353 16% abcdeim	114 15% 17%	239 17% 17%	83 10% zb	19 10% -	2 3% -	21 5% 8%	64 8% -	- - -	- - -	- - -	80 16% zi	144 18% -	56 14% zi	162 17% -	74 12% m	104 18% m	81 15% zo	130 17% zo	151 15% zq	144 22% zq	288 15% -
Never	954 44% Aacdikm	295 39% zA	653 47% zA	229 28% za	152 82% za	5 6% -	40 9% zcd	694 86% zcd	- - -	- - 100%	954 fg	102 20% zi	469 59% zi	73 18% zk	526 56% zk	96 16% zm	375 63% zm	130 23% zo	460 60% zo	251 25% zr	361 55% zr	935 50% -
Don't know	13 1% *	3 * 1%	10 1% 1%	- - 2%	4 2% 2%	- - -	2 * *	2 * *	- - -	- - -	- - -	1 * 1%	7 1% -	1 * 1%	7 1% -	1 * 1%	4 1% -	1 * 1%	7 1% -	2 * 1%	4 1% -	14 1% -
Prefer not to say	3 * *	- - *	1 * *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	3 * *
Use AI at least once a week	498 23% Bbeijnpr	209 28% zB	289 21% 21%	354 43% zb	4 2% -	73 89% zde	344 74% ze	21 3% -	128 100% h	498 100% h	- -	220 43% zj	93 12% -	188 46% zi	130 14% -	301 49% zn	49 8% zp	229 41% zp	90 12% -	399 40% zr	72 11% -	361 19% -

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/n - z/o/p - z/q/r

Overlap formulae used. * small base



GENAUSE. WORK. AI tools like ChatGPT, DALL-E, Midjourney, and others are now used to generate various types of content, including text, images, videos and films. In the past 12 months, how often, if at all, have you used such generative AI tools in your work?

Base: All UK adults, age 16+, who are working

		Job industry or sector (work in or looking to work in)																	Trust:			General election 2024 vote							
	Total [1]	Agriculture, forestry and fishing [2]	Utilities or production [3]	Manufacturing [4]	Construction [5]	Wholesale and retail trade [6]	Transportation and storage [7]	Food or hospitality [9]	Information or communication [10]	Finance or insurance [11]	Real estate [12]	Professional, scientific or technical activities [13]	Administration [14]	Education [15]	Health, social care or social work [16]	Arts or recreation [17]	Other services [18]	Climate change is taking place [8]	The civil service [19]	The Government [20]	The media [21]	Conservative Party [22]	Labour Party [23]	Liberal Democrats [24]	Reform UK [25]	Green Party [26]	Other [27]	Unwtd Total	
Unweighted Total	1868	15	28	109	100	134	81	89	117	122	25	137	90	227	282	37	267	1646	1240	535	460	233	562	181	180	109	146	1868	
Weighted Total	2144	181*	331*	138*	118*	147*	98*	106*	152*	147*	30**	171	96*	262	286	36**	236	1880	1438	556	518	209	656	197	213	136**	141	1868	
Every day	128 6%	-	4 13%	14 10%	7 6%	3 2%	2 2%	2 2%	23 15% p	12 8%	1 3%	17 10%	*	13 5%	13 4%	1 4%	12 4%	116 6%	85 6%	33 6%	36 7%	12 6%	36 6%	18 9%	7 3%	6 5%	7 5%	86 5%	
Several times a week	245 11% d	1 6%	2 7%	10 8%	3 3%	11 8%	5 5%	9 8%	41 27% zcdgfn p	26 18%	5 18%	36 21% zcdgfn np	5 5%	32 12% d	22 8%	2 8%	35 12% d	217 12%	168 12%	59 11%	66 13%	18 9%	82 12%	16 8%	23 11%	15 11%	17 12%	180 10%	
About once a week	124 6%	1 8%	4 12%	10 7%	5 4%	7 5%	3 3%	9 9%	15 7%	13 9%	1 5%	4 2%	4 4%	16 6%	13 5%	2 5%	20 7%	105 6%	88 6%	46 8%	33 6%	16 8%	41 6%	9 4%	7 3%	4 3%	10 7%	95 5%	
Several times a month	150 7%	-	4 13%	20 15%	7 6%	13 9%	4 5%	2 2%	13 8%	7 5%	1 2%	15 9%	11 11%	25 10%	10 3%	1 3%	15 5%	133 7%	94 7%	33 6%	39 8%	15 7%	38 6%	13 7%	11 5%	13 9%	7 5%	121 6%	
About once a month	174 8%	-	5 16%	28 6%	7 6%	12 8%	6 6%	5 5%	16 11%	12 8%	-	18 10%	10 9%	23 9%	20 7%	2 5%	31 10%	155 8%	128 9%	42 8%	49 9%	8 4%	67 10%	24 12%	16 8%	4 3%	12 8%	146 8%	
Less often	353 16% n	-	4 11%	18 13%	25 22%	20 14%	16 16%	17 16%	13 9%	32 22%	8 26%	25 14%	21 22%	47 18%	54 19%	9 25%	45 15%	297 16%	245 17%	82 15%	80 15%	35 17%	119 18%	30 15%	36 17%	22 16%	23 16%	288 15%	
Never	954 44% nk; nk;	16 86%	9 28%	58 42%	63 54%	77 52%	59 60%	61 57%	35 23%	44 30%	14 46%	55 32%	44 46%	104 40%	151 53%	18 52%	138 46%	849 45%	624 43%	259 47%	213 41%	103 49%	269 43%	85 43%	111 52%	72 53%	64 45%	935 50%	
Don't know	13 1%	-	-	-	1 1%	4 3%	2 2%	1 1%	-	-	-	*	1 1%	1 *	2 1%	-	2 1%	9 *	3 *	1 *	1 *	1 1%	4 1%	3 2%	3 1%	-	-	14 1%	
Prefer not to say	9 *	-	-	-	-	2 -	-	-	-	-	-	-	-	1 *	1 *	-	-	-	2 *	1 *	2 *	1 *	-	-	-	-	-	3 *	
Use AI at least once a week	498 23% defn	3 14%	11 33%	35 25% l	15 13%	21 15%	10 11%	20 19%	75 49% zcdgfn nm	51 35%	8 26%	58 34%	9 9%	60 23% l	48 17%	6 16%	67 23% l	437 23%	340 24%	138 25%	135 26%	46 22%	159 24%	43 22%	37 17%	25 19%	35 25%	361 19%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN 25-002388-01]

Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse

Proportions/Mean: Column Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/s/t - z/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 21

Q51NAUSE_PERSONAL: AI tools like ChatGPT, DALL-E, Midjourney, and others are now used to generate various types of content, including text, images, videos and films. In the past 12 months, how often, if at all, have you used such generative AI tools in your personal life?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status			Education										Annual household income				Unweighted Total
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after house/children / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other higher education below degree level	A-level or equivalent	GCSE / O-Level/ CSE / NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above		
Unweighted Total	3727	1796	1931	127	276	434	619	903	887	463	3343	399	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1979	447	608	659	559	595	451	417	3144	492	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	689	1007	881	394
Every day	123	58	61	14	30	34	29	9	5	2	83	38	81	42	15	11	7	47	76	16	32	24	1	3	17	17	36	24	93	
3% every day	378	220	153	118	93	66	58	28	12	4	271	100	237	141	22	24	88	144	228	25	122	73	7	1	64	54	107	70	244	
Several times a week	10%	5%	4%	2%	5%	4%	3%	2%	1%	0%	4%	2%	5%	3%	1%	2%	1%	10%	16%	3%	1%	1%	0%	0%	1%	2%	2%	1%	1%	
3% about once a week	194	104	82	20	58	40	39	25	7	5	135	46	148	46	7	24	15	81	111	21	51	30	3	5	29	42	47	38	162	
5% about once a week	293	154	140	67	80	47	50	27	14	8	238	43	203	91	23	31	38	105	180	27	102	40	4	6	37	82	75	38	218	
8% several times a month	307	175	130	56	65	75	51	31	17	12	230	67	213	94	18	43	27	104	198	53	85	45	11	3	56	84	92	26	248	
10% about once a month	635	305	324	91	107	155	108	93	52	29	546	74	442	193	22	113	47	214	417	72	170	129	34	12	79	179	174	91	574	
17% never	1738	713	1020	77	180	184	257	378	332	349	1598	111	808	930	60	793	34	407	1308	215	443	457	109	82	396	535	326	107	2126	
47% never	160	78	82	4	13	5	3	4	11	9	42	8	9	41	4	31	4	7	32	5	14	7	4	2	9	14	3	1	54	
1% don't know	9	5	2	-	2	2	3	2	-	-	2	4	4	5	1	1	-	1	4	-	-	3	-	1	1	-	1	-	-	8
Prefer not to say	9	5	2	-	2	2	3	2	-	-	2	4	4	5	1	1	-	1	4	-	-	3	-	1	1	-	1	-	-	8
Use AI at least once a week	695	383	296	153	181	139	126	62	24	11	489	185	466	229	44	59	110	272	414	62	205	126	12	8	110	112	190	132	499	
19% use AI at least once a week	19%	22%	15%	34%	30%	23%	21%	10%	5%	3%	16%	37%	22%	14%	26%	5%	42%	23%	16%	14%	20%	16%	7%	7%	13%	11%	22%	13%	13%	13%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (W 25-002388-61)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Totals (5% risk level) - z/n/n - z/n/n/n/n/n/n - z/n/n - z/n/n/n/n/n/n - z/n/n/n/n/n/n - z/n/n/n/n/n/n
Overlap formulae used. * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Icos (IN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns listed (5% risk level) - $1/a/b/c/d$ - $1/a/f/g$ - $1/h/i/j/k/l/m/n/o/p$ - $1/q/r$ - $1/s/t/u/v/w$ - $1/x/y/A/B/C/D/E$
Overlap formulae used: * Small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 23

QGENAIUSE_PERSONAL AI tools like ChatGPT, DALL-E, Midjourney, and others are now used to generate various types of content, including text, images, videos and films. In the past 12 months, how often, if at all, have you used such generative AI tools in your personal life?

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Every day	123 3% beilnpr	36 4%	85 3%	96 7% zb	6 1%	123 100% zde	123 18% ze	-	62 49% gh	73 15% h	5 + i	66 9% zi	26 2% i	63 10% zi	26 2% zn	73 9% zn	20 2% zn	69 8% zp	22 2% zp	83 7% zr	8 1% r	93 2%
Several times a week	378 10% Bbcdej pr	121 12%	257 9%	272 21% zb	4 1%	-	378 54% zce	-	33 25% h	177 36% fh	17 2% i	152 20% zi	73 5% i	149 24% zi	95 6% zn	226 26% zn	38 3% zn	182 21% zp	66 5% zp	234 21% zr	41 6% r	244 7%
About once a week	194 5% Bbeilnp r	85 9%	109 4%	102 8% zb	5 1%	-	194 28% zce	-	9 7% h	94 19% fh	19 2% i	64 8% zi	54 4% i	61 10% zi	59 3% zn	93 11% zn	27 2% zn	74 9% zp	44 3% zp	91 8% zr	50 7% r	162 4%
Several times a month	293 8% Bbcdej npr	103 10%	190 7%	165 13% zb	13 3%	-	-	-	10 8% h	70 14% h	38 4% i	94 12% zi	75 5% i	76 12% zi	73 4% zn	143 17% zn	30 3% zn	79 9% p	64 5% p	163 14% zr	29 4% r	218 6%
About once a month	307 8% Bbcdej np	115 12%	189 7%	132 10% zb	7 2%	-	-	-	2 2% i	32 6% i	44 5% i	89 12% zi	90 6% i	65 11% i	115 7% zn	108 13% zn	56 5% zn	87 10% p	92 7% p	120 11% z	76 10% z	248 7%
Less often	635 17% Bbcdek r	208 21%	426 16%	207 16% b	34 8%	-	-	-	5 4% i	30 6% fg	136 14% fg	120 16% zi	244 17% i	76 12% zi	319 19% zk	122 14% zm	207 18% zm	136 16% zp	255 18% zp	225 20% zr	165 23% r	574 15%
Never	1738 47% Aacdflm oq	310 31%	1422 52%	299 23% za	340 80% za	-	-	1738 100% zcd	7 5% i	21 4% fg	694 73% fg	176 23% zi	883 60% zi	117 19% zk	981 58% zk	95 11% zm	776 66% zm	227 27% zp	852 60% zp	355 19% zr	577% 49%	2126
Don't know	50 1% adeimq	13 1%	37 1%	7 1% za	12 3% za	-	-	-	-	1 + i	1 + i	1 + i	17 1% i	2 + i	22 1% i	* 1% m	15 1% m	4 + p	17 1% p	1 + r	3 + r	54 1%
Prefer not to say	9 + a	1 + a	6 + a	-	2 a	-	-	-	-	-	-	-	1 + i	-	1 + i	-	1 + i	-	1 + i	-	1 + i	8 + i
Use AI at least once a week	695 19% Bbeilnp r	242 24%	450 17%	470 37% zb	15 4%	123 100% ze	695 100% ze	-	104 81% gh	344 69% h	40 4% i	282 37% zi	152 10% i	273 45% zi	179 11% zn	392 46% zn	86 7% zn	324 38% zp	132 9% zp	408 36% zr	99 14% r	499 13%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QGENAUSE_PERSONAL: AI tools like ChatGPT, DALL-E, Midjourney, and others are now used to generate various types of content, including text, images, videos and films. In the past 12 months, how often, if at all, have you used such generative AI tools in your personal life?

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																	Trust:				General election 2024 vote							Unwtd Total
		Agriculture, forestry and fishing (a)	Utilities or production (b)	Manufacturing (c)	Construction (d)	Wholesale and retail trade (e)	Transportation and storage (f)	Food or hospitality (g)	Information or communication (h)	Finance or insurance (i)	Real estate (j)	Professional, scientific or technical activities (k)	Administration (l)	Education (m)	Health, social care or social work (n)	Arts or recreation (o)	Other services (p)	Climate change is taking place (q)	The civil service (r)	The Government (s)	The media (t)	Conservative Party (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (z)			
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727		
Weighted Total	3727	211*	371	157	133	169	101	112	156	155	30*	201*	120*	263	316	37**	331	3248	2448	1086	921	690	1039	369	327	231	250	3727		
Every day	123	1	4	12	4	5	1	1	14	9	1	9	4	6	5	1	14	101	77	31	29	7	44	18	9	8	8	93		
	3%	5%	12%	8%	3%	3%	1%	1%	2%	2%	3%	2%	2%	2%	2%	4%	4%	3%	3%	3%	3%	1%	4%	5%	3%	3%	3%	2%		
Several times a week	378	3	6	20	9	9	6	15	30	25	3	44	7	27	39	5	50	318	246	109	75	22	108	26	30	27	23	244		
	10%	16%	13%	8%	5%	5%	6%	12%	16%	13%	1%	10%	10%	12%	13%	1%	15%	10%	10%	10%	4%	10%	9%	8%	9%	9%	9%	7%		
About once a week	194	*	5	11	5	11	9	4	15	10	3	9	5	16	16	1	38	160	120	57	55	20	54	12	21	14	13	162		
	5%	1%	13%	7%	13%	9%	9%	3%	9%	6%	7%	4%	4%	16%	16%	3%	11%	5%	5%	5%	2%	5%	12%	3%	5%	4%	4%	4%		
Several times a month	293	-	6	18	6	23	19	20	1	20	1	32	10	25	28	-	25	269	222	104	76	23	86	31	27	19	11	218		
	8%	-	15%	8%	5%	11%	4%	18%	12%	13%	2%	16%	8%	10%	9%	8%	26%	8%	8%	10%	8%	5%	8%	8%	8%	8%	8%	6%		
About once a month	307	1	5	14	16	24	12	13	12	12	2	22	14	22	31	2	201	277	201	62	65	23	100	31	28	14	19	248		
	8%	6%	13%	9%	14%	16%	12%	9%	12%	8%	3%	11%	11%	8%	10%	6%	6%	9%	8%	6%	7%	5%	10%	8%	8%	6%	7%	7%		
Less often	635	-	4	43	23	20	23	26	29	36	10	39	31	67	64	8	59	560	426	155	148	71	184	67	48	51	40	574		
	17%	-	11%	27%	17%	14%	25%	20%	19%	23%	34%	19%	25%	25%	20%	21%	18%	17%	17%	14%	16%	14%	18%	18%	14%	22%	16%	15%		
Never	1738	15	7	44	60	74	41	51	29	42	10	45	99	132	19	124	1532	1128	555	459	316	456	178	166	100	135	2126			
	47%	75%	20%	28%	49%	44%	40%	39%	23%	27%	35%	23%	43%	37%	42%	53%	47%	46%	51%	50%	64%	44%	48%	49%	43%	54%	57%	57%		
Don't know	50	-	-	-	1	3	2	-	-	-	-	1	1	1	1	-	1	28	25	12	11	8	8	5	9	2	2	54		
	1%	-	-	-	1%	2%	2%	-	-	-	-	1%	*	*	*	-	*	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%		
Prefer not to say	9	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	4	3	2	3	1	-	1	-	-	-	8		
	0%	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		
Use AI at least once a week	695	4	15	43	18	26	16	20	59	44	8	61	16	48	59	8	102	579	442	196	159	48	206	56	60	49	43	499		
	19%	18%	41%	28%	14%	15%	16%	15%	38%	29%	26%	31%	13%	18%	19%	20%	31%	18%	18%	18%	17%	10%	20%	15%	18%	21%	17%	13%		

Fieldwork dates: 30th May - 4th June 2025
Respondent topic: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/h/f/j/k/l/n/u/v/w/x/y/z - z1/z2/z3 - z1/z2/z3 - z1/z2/z3 - z1/z2/z3
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 25

QAI18ARRR. Which of the following barriers, if any, do you face when using or considering the use of generative AI tools (such as ChatGPT, DALL-E, or Midjourney)?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status			Education										Annual household income				Unweighted Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after household / children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level / CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £99,999 (n)	£100,000 and above (n)		
Unweighted Total	3727	1796	1924	127	276	434	619	901	887	483	3343	309	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	659	559	595	451	417	3144	482	2144	1581	171*	1070	200*	1110	2551	435	1018	807	174	110*	689	1007	861	304	3727	
Lack of trust in AI-generated content	1405	645	730	216	210	250	221	209	166	133	1193	177	775	630	68	373	159	490	892	159	395	249	65	24	237	371	332	161	1360	
38% (row)	38%	37%	38%	48%	35%	41%	37%	35%	37%	32%	38%	36%	36%	40%	39%	35%	61%	44%	35%	36%	39%	31%	38%	21%	34%	37%	39%	41%	36%	
Concerns about privacy and data security	1189	527	634	146	186	235	180	177	146	119	1004	153	701	488	52	317	96	451	724	154	296	205	51	19	207	314	292	130	1170	
32% (row)	32%	30%	33%	33%	31%	39%	30%	30%	30%	32%	32%	31%	33%	31%	30%	30%	37%	41%	28%	33%	29%	25%	29%	16%	30%	31%	34%	33%	31%	
No interest in using AI tools	1137	476	641	112	128	132	154	208	213	190	1035	81	526	611	53	481	56	275	849	141	306	280	76	46	236	367	219	83	1311	
31% (row)	31%	27%	33%	25%	21%	22%	26%	33%	47%	40%	33%	17%	29%	39%	31%	45%	22%	29%	33%	32%	30%	35%	43%	40%	34%	36%	29%	31%	35%	
Ethical concerns about AI use	1059	468	572	199	188	179	150	133	108	102	923	114	620	439	43	244	128	411	636	260	113	303	162	46	12	136	303	255	140	939
28% (row)	28%	27%	30%	40%	31%	29%	23%	22%	24%	20%	29%	23%	29%	28%	25%	23%	41%	37%	25%	26%	30%	20%	26%	11%	20%	30%	30%	36%	25%	
Uncertainty about how to use AI tools effectively	949	429	511	69	87	155	162	206	136	134	827	108	544	405	35	317	21	294	649	153	223	199	50	24	155	275	232	86	1061	
25% (row)	25%	25%	27%	15%	14%	25%	27%	35%	30%	32%	26%	22%	25%	26%	21%	30%	8%	26%	25%	35%	22%	25%	29%	20%	22%	27%	27%	22%	28%	
Lack of awareness about available AI tools	843	352	485	58	93	131	128	171	135	126	722	105	453	390	43	303	20	247	589	120	214	188	44	21	170	261	166	80	972	
23% (row)	23%	20%	25%	13%	15%	22%	21%	29%	30%	30%	23%	21%	21%	25%	25%	28%	8%	22%	23%	28%	21%	23%	26%	18%	25%	26%	19%	20%	26%	
Cost of accessing premium AI services	545	326	207	102	95	124	97	60	36	31	401	128	341	204	42	87	67	192	342	61	153	90	19	18	100	116	132	88	454	
15% (row)	15%	19%	11%	23%	16%	20%	16%	10%	8%	7%	13%	26%	16%	13%	24%	8%	26%	17%	13%	14%	15%	11%	15%	15%	15%	12%	15%	22%	12%	
Company policies restricting AI use	358	184	165	44	95	97	66	39	11	5	276	64	302	55	10	17	26	164	183	44	82	54	2	-	34	77	115	68	265	
10% (row)	10%	11%	9%	10%	16%	16%	11%	7%	2%	1%	9%	13%	14%	4%	6%	2%	10%	15%	7%	10%	8%	7%	1%	-	5%	8%	13%	17%	7%	
Time constraints in learning to use AI tools	790	348	435	8	45	68	58	58	27	25	231	54	220	70	4	55	2	132	158	46	56	39	13	4	43	88	75	42	306	
8% (row)	8%	8%	7%	2%	7%	11%	10%	10%	6%	6%	7%	11%	10%	4%	2%	5%	1%	12%	13%	13%	6%	5%	7%	3%	6%	9%	9%	11%	8%	
Limited access to necessary technology (e.g., computer, internet)	101	44	55	4	11	23	15	22	15	12	79	20	57	44	4	36	-	19	79	12	21	32	4	1	41	29	10	4	120	
3% (row)	3%	3%	3%	1%	2%	4%	2%	4%	3%	3%	3%	4%	3%	3%	2%	3%	-	2%	3%	3%	3%	4%	2%	*	6%	3%	1%	1%	3%	
Other (please specify)	36	51	45	14	18	22	15	13	7	8	93	3	62	35	6	18	30	42	36	5	21	18	*	1	15	19	24	17	87	
3% (row)	3%	3%	2%	3%	4%	3%	2%	2%	2%	2%	3%	1%	3%	2%	4%	2%	4%	4%	2%	1%	3%	2%	*	1%	7%	2%	4%	4%	2%	
I do not face any barriers in my personal life	471	223	244	55	115	87	91	54	34	35	389	67	306	165	23	95	32	296	341	40	152	113	22	14	96	113	105	52	400	
13% (row)	13%	13%	13%	12%	19%	14%	15%	9%	8%	8%	12%	14%	14%	10%	14%	9%	12%	10%	13%	9%	15%	14%	13%	12%	14%	11%	12%	13%	11%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK 25-022388-01)

Filename: 25-022388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - i/j/a/b - i/c/d/e/f/g/h/i - i/j/k - i/l/m/n/o/p - i/q/r/s/t/u/v/w - i/x/y/z/AB

Overlap formulae used: * - small base



Q18ABRER: Which of the following barriers, if any, do you face when using or considering the use of generative AI tools (such as ChatGPT, DALL-E, or Midjourney)?

Base: All UK adults, age 16+

		Country					England region (Net)					England region					Urbanity					IMD Quintile					NS-SEC							Unweighted Total
		Total (n)	England (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	North (n)	Midlands (n)	South (n)	North East (n)	North West (n)	Yorkshire and The Humber (n)	East Midlands (n)	West Midlands (n)	East of England (n)	South East (n)	South West (n)	London (n)	Urban (n)	Rural (n)	1 - Most deprived (n)	2 (n)	3 (n)	4 (n)	5 - Least deprived (n)	1 - Managerial, administrative and professional occupations (n)	2 - Intermediate occupations (n)	3 - Small employers and own account workers (n)	4 - Lower supervisory and technical occupations (n)	5 - Semi-routine and routine occupations (n)	6 - Long-term unemployed or never worked (n)	7 - Full-time student (n)		
Unweighted Total	3227	3111	506	175	135	857	598	1656	149	410	298	230	158	503	508	323	475	2049	778	149	748	557	740	711	730	1099	452	213	273	860	122*	169*	3122	
Lack of trust in AI-generated content	1405	1158	132	63	52	314	213	631	58	148	108	94	118	117	202	116	196	1095	309	240	277	285	297	297	793	173	59	77	94	33	160	1360		
18%		37%	43%	36%	36%	37%	36%	38%	39%	36%	36%	35%	36%	33%	40%	36%	41%	37%	40%	33%	37%	39%	40%	41%	40%	38%	28%	28%	26%	27%	64%	36%		
Concerns about privacy and data security	1189	983	116	48	42	265	188	530	47	128	90	87	101	81	166	117	166	906	284	207	240	226	252	264	704	152	54	64	96	24	99	1170		
32%		32%	38%	27%	31%	31%	31%	32%	31%	31%	30%	32%	31%	23%	33%	30%	35%	31%	36%	28%	32%	31%	34%	36%	35%	29%	25%	24%	27%	20%	40%	31%		
No interest in using AI tools	1137	928	110	51	49	258	191	479	51	113	93	80	111	104	147	103	126	890	247	223	206	244	246	218	559	178	79	80	126	35	58	1311		
35%		30%	36%	29%	36%	30%	32%	29%	35%	28%	31%	30%	34%	30%	29%	32%	27%	30%	32%	30%	27%	31%	33%	30%	28%	39%	37%	29%	25%	29%	23%	25%		
Ethical concerns about AI use	1059	881	106	39	33	233	132	516	45	111	76	57	75	104	152	106	154	829	230	150	228	215	231	233	618	111	46	55	80	19	120	999		
28%		28%	33%	22%	24%	27%	22%	31%	30%	27%	26%	23%	23%	30%	30%	33%	32%	28%	30%	20%	30%	29%	31%	32%	31%	25%	22%	20%	22%	15%	48%	25%		
Uncertainty about how to use AI tools effectively	949	795	90	51	33	223	144	429	36	116	81	64	80	89	144	90	94	744	205	160	178	187	208	205	587	127	53	84	101	21	15	1063		
25%		26%	23%	20%	24%	20%	24%	26%	18%	28%	27%	24%	24%	24%	25%	29%	31%	20%	25%	26%	21%	22%	28%	28%	27%	28%	25%	31%	28%	6%	28%			
Lack of awareness about available AI tools	849	700	70	42	30	185	127	388	30	89	67	60	67	82	123	74	109	646	196	148	160	169	185	182	481	116	54	57	72	29	24	972		
23%		23%	23%	24%	22%	22%	21%	23%	20%	22%	22%	22%	20%	23%	24%	23%	23%	22%	25%	20%	21%	23%	25%	25%	24%	26%	25%	21%	20%	24%	10%	26%		
Cost of accessing premium AI services	545	488	25	15	16	136	86	266	27	58	52	36	50	31	90	50	96	465	80	125	109	87	106	118	315	44	18	40	40	23	62	454		
15%		16%	8%	9%	12%	16%	14%	16%	18%	14%	17%	13%	15%	9%	18%	15%	20%	16%	10%	17%	14%	12%	14%	16%	16%	10%	9%	15%	11%	19%	25%	12%		
Company policies restricting AI use	358	309	27	10	13	70	66	173	12	44	35	34	31	25	58	26	64	284	74	49	77	53	80	99	254	30	6	17	10	6	28	265		
10%		10%	9%	6%	9%	8%	11%	10%	8%	11%	9%	13%	10%	7%	11%	8%	13%	10%	9%	7%	10%	7%	11%	14%	13%	7%	3%	6%	3%	5%	11%	7%		
Time constraints in learning to use AI tools	290	247	23	9	10	61	41	144	13	30	19	15	26	28	42	25	50	231	59	39	50	79	67	55	185	42	21	23	11	4	2	306		
8%		8%	8%	5%	7%	7%	7%	9%	9%	7%	6%	6%	8%	8%	8%	8%	10%	8%	8%	5%	7%	11%	9%	8%	9%	9%	10%	9%	3%	3%	1%	8%		
Unlimited access to necessary technology (e.g., computer, internet)	181	85	8	5	4	25	18	42	5	11	9	8	10	8	11	10	12	78	23	21	25	20	28	7	48	19	8	13	8	6	-	120		
3%		3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	4%	1%	2%	4%	4%	5%	2%	5%	-	3%		
Other (please specify)	98	82	8	5	2	25	10	48	4	12	9	7	3	13	15	6	14	79	18	12	18	27	19	22	54	11	4	5	18	-	5	87		
3%		3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	2%	1%	4%	3%	2%	3%	3%	2%	2%	2%	4%	3%	3%	3%	2%	2%	2%	2%	4%	2%	2%		
I do not face any barriers in my personal life	471	394	38	23	16	115	85	193	23	51	42	37	48	49	51	41	53	390	81	131	105	73	85	78	237	46	29	40	52	23	30	400		
13%		13%	12%	13%	12%	13%	14%	12%	15%	12%	14%	14%	15%	14%	10%	13%	11%	13%	10%	18%	14%	10%	11%	11%	12%	10%	14%	15%	14%	19%	12%	11%		

Fieldwork dates: 30th Mar - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK:25-002386-01)
Filename: 25-002386_WAVE_2505205_AH_wtd_v1_PublicUse
Proportions/Means: Column Totals (1% risk level) - z-h/b/c/d - z-h/f/a - z-h/a/i/k/m/n/o/p - z-h/t - z-h/t/u/v/w - z-h/v/a/b/c/d/e
Overline formula used: * small base

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 27

QAIBARRIER. Which of the following barriers, if any, do you face when using or considering the use of generative AI tools (such as ChatGPT, DALL-E, or Midjourney)?

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123**	695	1738	128**	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Lack of trust in AI-generated content	1405	367	1033	539	102	38	241	654	35	161	362	213	695	136	812	253	562	238	659	424	301	1360
	38% bkmo	37%	38%	42% zb	24%	31%	35%	38%	27%	32%	38%	28%	48% zl	22%	48% zk	29%	48% zm	28%	47% zo	38%	41%	36%
Concerns about privacy and data security	1189	305	882	458	87	33	219	519	38	185	285	198	533	146	645	245	449	239	537	409	247	1170
	32% beiko	31%	32%	36% zb	20%	27%	31%	30%	30%	37% h	30%	26%	36% zl	24%	38% zk	28%	38% zm	28%	38% zo	36% z	34%	31%
No interest in using AI tools	1137	220	913	255	225	5	20	880	-	8	408	107	631	59	728	50	558	132	603	147	217	1311
	31% Aacdikm oi	22%	34% zA	20% za	53% za	4%	3%	51% zcd	-	2%	43% fg	14%	43% zl	10%	43% zk	6%	48% zm	15%	43% zo	13% q	30% q	35%
Ethical concerns about AI use	1059	257	798	497	54	23	166	467	27	140	262	159	547	93	630	209	423	172	492	392	185	939
	28% beikmo	26%	29%	39% zb	13%	19%	24%	27%	21%	28%	27%	21%	37% zl	15%	37% zk	24%	36% zm	20%	35% zo	35% zr	25%	25%
Uncertainty about how to use AI tools effectively	949	209	738	162	127	16	109	487	13	69	269	189	343	143	433	197	294	241	351	190	311	1061
	25% Aacdq	21%	27% zA	13% za	30% za	13%	16%	28% zcd	10%	14%	28% fa	25%	23%	23%	26%	23%	25%	28%	25%	17% za	43% za	28%
Lack of awareness about available AI tools	843	185	657	127	149	16	105	473	8	54	227	168	311	124	371	161	262	199	309	137	282	972
	23% Aadnq	19%	24%	10% za	35% za	13%	15%	27% zcd	6%	11%	24% fg	22%	21%	20%	22%	19%	22%	23%	22%	12% zq	39% zq	26%
Cost of accessing premium AI services	545	181	361	281	31	36	209	97	33	154	66	177	145	127	181	234	100	203	130	284	90	454
	15% Bbeilnp zB	18%	13%	22% zb	7%	30%	30%	6%	26% ze	31% ze	7%	23% zl	10%	21% zl	11%	27% zn	9%	24% zo	9% zo	25% zr	12% zr	12%
Company policies restricting AI use	358	129	229	182	18	21	104	80	27	109	83	100	110	88	141	138	85	102	121	204	97	265
	10% Bbejn zB	13%	8%	14% zb	4%	17% ze	15% ze	5%	21% h	22% h	9%	13% zj	8%	14% zl	8%	16% zn	7%	12% zo	9% zo	18% zr	13% z	7%
Time constraints in learning to use AI tools	290	86	202	85	24	8	49	120	7	51	90	77	90	51	119	87	79	73	99	90	106	306
	8% ei	9%	7%	7% za	6%	6%	7%	7%	6%	10%	9%	10% zl	6%	8%	7%	10% n	7%	9% o	7% o	8% q	15% q	8%
Limited access to necessary technology (e.g., computer, internet)	101	23	78	27	19	3	17	50	1	15	18	23	35	16	42	24	33	25	37	22	29	120
	3%	2%	3%	2% za	4% za	3%	2%	3%	1%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	2%	4%	3%
Other (please specify)	98	22	75	54	4	5	19	44	3	7	40	22	33	22	48	25	34	29	34	39	11	87
	3% b	2%	3%	4% zb	1%	4%	3%	3%	2%	1%	4% r	3%	2%	4%	3%	3%	3%	3%	2%	3% z	1% z	2%
I do not face any barriers in my personal life	471	150	320	196	43	34	150	149	43	107	114	140	104	131	113	149	77	161	108	176	46	400
	13% Bejnp zB	15%	12%	15% zb	10%	28% ze	22% ze	9%	34% gh	22% h	12%	18% zj	7%	22% zl	7%	17% zn	7% zn	19% zo	8% zo	16% zr	6% zr	11%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK 25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QAIABARRIER. Which of the following barriers, if any, do you face when using or considering the use of generative AI tools (such as ChatGPT, DALL-E, or Midjourney)?

Base: All UK adults, age 16+

	Total [G]	Job industry or sector (work in or looking to work in)																Trust:			General election 2024 vote							Unwtd Total
		Agriculture, forestry and fishing [G]	Utilities or production [G]	Manufacturing [G]	Construction [G]	Wholesale and retail trade [G]	Transportation and storage [G]	Food or hospitality [G]	Information or communication [G]	Finance or insurance [G]	Real estate [G]	Professional, scientific or technical activities [G]	Administration [G]	Education [G]	Health, social care or social work [G]	Arts or recreation [G]	Other services [G]	Climate change is taking place [G]	The civil service [G]	The Government [G]	The media [G]	Conservative Party [G]	Labour Party [G]	Liberal Democrats [G]	Reform UK [G]	Green Party [G]	Other [G]	
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3212	2449	1182	980	648	1048	388	347	182	296	3727
Weighted Total	3727	211**	371**	1571*	1211*	1691*	1011*	1121*	1561*	1551*	301**	2011*	1201*	263	316	371**	331	3248	2448	1186	921	690	1039	369	337	235	250	3727
Lack of trust in AI-generated content	1405	12	10	59	35	56	31	33	78	49	16	90	51	101	126	15	125	1262	930	376	328	167	402	184	104	129	106	1360
	38%	56%	26%	37%	28%	33%	31%	25%	50%	31%	52%	45%	40%	38%	40%	41%	38%	39%	38%	35%	36%	34%	39%	50%	31%	55%	42%	36%
Concerns about privacy and data security	1189	4	7	49	31	44	25	33	73	51	13	77	45	100	110	15	96	1071	808	329	275	157	361	154	89	114	90	1170
	32%	20%	19%	31%	26%	26%	24%	25%	47%	33%	43%	39%	36%	38%	35%	41%	29%	33%	33%	30%	30%	28%	35%	36%	26%	49%	36%	31%
No interest in using AI tools	1137	12	6	29	35	55	38	43	29	28	6	30	38	67	73	11	76	997	732	349	290	191	290	124	100	67	91	1311
	31%	56%	16%	19%	29%	33%	38%	33%	19%	18%	21%	15%	30%	26%	23%	31%	23%	31%	30%	32%	32%	39%	28%	34%	30%	28%	36%	35%
Ethical concerns about AI use	1059	9	10	44	24	43	21	33	57	46	9	78	41	103	89	18	86	980	752	262	247	90	321	151	69	124	87	939
	28%	44%	26%	28%	20%	25%	21%	25%	37%	30%	29%	39%	33%	39%	28%	48%	26%	30%	31%	24%	27%	18%	31%	41%	21%	53%	35%	25%
Uncertainty about how to use AI tools effectively	949	9	6	40	34	37	33	24	26	33	9	36	35	74	92	10	79	863	636	269	215	156	279	91	69	58	61	1061
	25%	43%	17%	26%	28%	22%	33%	18%	16%	21%	30%	18%	28%	28%	29%	28%	24%	27%	26%	25%	23%	32%	27%	25%	21%	25%	25%	28%
Lack of awareness about available AI tools	843	3	9	25	32	31	24	22	19	31	10	40	30	53	80	10	71	745	562	257	198	151	208	75	71	63	62	972
	23%	15%	24%	16%	26%	19%	24%	17%	12%	20%	34%	20%	24%	20%	25%	27%	22%	23%	23%	24%	21%	31%	20%	20%	21%	27%	25%	26%
Cost of accessing premium AI services	545	2	10	28	18	24	9	22	35	34	5	49	17	38	56	4	60	470	373	159	143	46	174	43	32	42	32	454
	15%	8%	27%	18%	15%	14%	9%	17%	23%	22%	15%	24%	14%	14%	18%	10%	18%	14%	15%	15%	16%	9%	17%	12%	10%	18%	13%	12%
Company policies restricting AI use	358	-	3	25	9	3	6	15	35	44	8	50	14	26	35	*	49	319	250	115	85	31	135	32	22	17	27	265
	10%	-	8%	16%	8%	2%	6%	11%	23%	28%	26%	25%	11%	10%	11%	15%	10%	10%	10%	11%	9%	6%	13%	9%	7%	7%	11%	7%
Time constraints in learning to use AI tools	290	1	3	13	10	13	5	9	13	20	8	23	5	34	30	3	38	258	198	87	71	41	86	37	18	23	23	306
	8%	5%	7%	8%	8%	8%	5%	7%	8%	13%	26%	11%	4%	13%	9%	7%	12%	8%	8%	8%	8%	8%	8%	10%	5%	10%	9%	8%
Limited access to necessary technology (e.g., computer, internet)	101	-	3	6	1	7	4	3	2	2	-	4	4	3	7	*	13	86	66	30	29	9	23	10	11	8	12	120
	3%	-	9%	4%	1%	4%	4%	2%	2%	1%	-	2%	3%	1%	2%	1%	4%	3%	3%	3%	3%	2%	2%	3%	3%	3%	5%	3%
Other (please specify)	98	-	-	7	3	2	-	-	9	2	-	3	10	14	7	1	5	93	75	30	28	7	36	14	3	9	3	87
	3%	-	-	4%	3%	1%	-	-	6%	1%	-	1%	8%	5%	2%	2%	2%	3%	3%	3%	3%	1%	3%	4%	1%	4%	1%	2%
I do not face any barriers in my personal life	471	4	3	14	10	29	14	20	29	25	1	33	11	34	42	3	56	399	299	131	99	44	126	36	53	15	30	400
	13%	20%	9%	9%	8%	17%	14%	15%	19%	16%	5%	16%	9%	13%	13%	8%	17%	12%	12%	12%	11%	9%	12%	10%	16%	6%	12%	11%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename : 25-002388_WAVE_2505295_AA_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) : z/u/h/c/d/h/f/g/h/i/j/k/l/m/n/o/p : z/q : z/r/z/t : z/u/v/w/x/y/z
Overlap formulae used: * small base; ** very small base (under 50) ineligible for sig testing

[Return to Index](#)



KnowledgePanel UK: 250529S - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 29

QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -SUMMARY TABLE

Base: All UK adults, age 16+

	The UK economy	The UK's national security	UK society	You personally	Public services in the UK
Unweighted Total	3727	3727	3727	3727	3727
Weighted Total	3727	3727	3727	3727	3727
Much more of an opportunity	198 5%	120 3%	148 4%	234 6%	230 6%
More of an opportunity	563 15%	280 8%	461 12%	627 17%	627 17%
As much of an opportunity as a risk	1168 31%	859 23%	1184 32%	981 26%	1156 31%
More of a risk	937 25%	1227 33%	1039 28%	808 22%	905 24%
Much more of a risk	526 14%	958 26%	650 17%	363 10%	508 14%
AI won't have much impact either way	99 3%	75 2%	62 2%	511 14%	82 2%
Don't know	225 6%	196 5%	171 5%	192 5%	206 6%
Prefer not to say	10 *	12 *	12 *	12 *	14 *
More or much more of an opportunity	761 20%	400 11%	609 16%	860 23%	857 23%
More or much more of a risk	1463 39%	2185 59%	1689 45%	1170 31%	1413 38%
NET: Opportunity	-19%	-48%	-29%	-8%	-15%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename : 25-002388_WAVE_250529S_AAI_wtd_v1_PublicUse



QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? - The UK economy

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status			Education								Annual household income				Unweighted Total		
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after household / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level/ CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)		£100,000 and above (n)	
Unweighted Total	3727	1796	1877	127	276	434	619	901	867	463	3143	309	1888	1859	133	1667	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	609	599	595	451	417	3144	492	2144	1583	171*	1070	260*	1110	2551	435	1018	807	174	110*	689	1007	861	394	3727	
Much more of an opportunity	198	125	66	9	56	49	41	20	13	11	158	36	140	58	14	27	32	105	89	20	47	16	5	1	20	27	79	49	176	
	5%	7%	3%	2%	9%	8%	7%	3%	3%	3%	5%	7%	7%	4%	8%	3%	5%	9%	2%	5%	5%	2%	3%	1%	3%	2%	9%	12%	5%	
	lgghmo	zb			zghl	zghl	qghl						amo		mo			zrstuvw	u	u	u									
More of an opportunity	563	337	219	67	120	92	94	84	53	53	453	105	372	191	17	129	31	245	314	58	139	90	21	5	72	151	164	96	547	
	15%	19%	11%	15%	20%	15%	16%	14%	12%	13%	14%	21%	17%	12%	10%	12%	12%	22%	12%	13%	14%	11%	12%	5%	11%	15%	19%	24%	15%	
	byymoru	zb			zghl		h					zj	amo					zrstuvw	w	w	w		w			x	z	z	z	
As much of an opportunity as a risk	1168	557	604	132	173	187	206	183	146	141	987	139	687	481	36	334	94	349	800	150	296	263	56	34	216	309	281	131	1170	
	31%	32%	31%	30%	28%	31%	34%	31%	32%	34%	31%	28%	32%	30%	21%	31%	36%	31%	31%	35%	29%	33%	32%	30%	31%	31%	33%	33%	31%	
	n												n		n			n												
More of a risk	937	382	540	114	136	161	137	147	125	117	828	91	512	424	47	288	59	228	697	111	289	213	51	34	188	283	183	78	940	
	25%	22%	26%	26%	22%	23%	25%	28%	28%	28%	26%	19%	24%	27%	28%	28%	23%	21%	27%	25%	28%	26%	29%	29%	27%	27%	28%	21%	20%	25%
	zjzA	z	z								z					zj						q	q		AB	AB	AB	AB	AB	AB
Much more of a risk	326	231	280	79	68	66	75	104	71	63	468	56	277	249	34	176	29	126	391	67	112	128	28	16	117	155	107	30	544	
	14%	13%	15%	18%	11%	11%	13%	17%	16%	15%	15%	11%	13%	16%	20%	16%	11%	11%	15%	15%	15%	16%	16%	14%	17%	15%	12%	8%	15%	
	zjzB										zjzB														AB	AB	AB	AB	AB	AB
At won't have much impact either way	99	39	56	24	17	20	14	12	6	7	72	22	47	52	7	23	19	11	85	11	33	26	4	10	26	24	19	3	87	
	3%	2%	3%	5%	3%	3%	2%	2%	1%	2%	2%	5%	2%	3%	4%	2%	7%	1%	3%	3%	3%	3%	3%	8%	4%	2%	2%	1%	2%	
	hiz	h																						zjzBzuv						
Don't know	225	70	154	22	35	30	30	46	37	25	184	39	106	120	13	84	17	45	170	18	63	87	8	13	48	57	28	7	254	
	6%	4%	8%	6%	5%	5%	5%	8%	8%	8%	6%	8%	5%	8%	8%	8%	6%	4%	7%	4%	6%	6%	5%	13%	7%	6%	3%	2%	7%	
	zjzAB	z	z					zj	zj	zj					zj	zj						zjzB			AB	AB	AB	AB	AB	AB
Prefer not to say	10	6	4	-	2	4	3	-	1	4	4	3	4	6	2	-	-	2	5	-	-	4	-	1	1	-	-	2	-	9
	*	*	*	-	1%	1%	-	-	*	*	1%	-	*	*	1%	-	-	*	*	*	-	*	-	1%	1	-	-	*	-	*
	j														lo															
More or much more of an opportunity	761	463	286	76	176	141	135	104	66	64	611	141	512	250	31	156	43	351	403	78	186	106	27	6	92	179	242	145	723	
	20%	26%	15%	17%	29%	23%	22%	17%	15%	15%	19%	29%	24%	16%	18%	15%	17%	12%	16%	18%	18%	13%	15%	6%	13%	18%	28%	17%	19%	
	lgghmo	zb		zqghl	zqghl	qghl	qghl					zj	amo					zrstuvw	uvw	w	uvw	w	w			x	z	z	z	
More or much more of a risk	1463	613	820	193	205	226	212	251	196	180	1286	147	789	674	82	474	88	353	1088	178	441	341	79	50	305	438	289	108	1484	
	39%	35%	43%	43%	34%	37%	35%	42%	43%	43%	41%	30%	37%	43%	48%	44%	34%	32%	43%	41%	43%	42%	45%	43%	44%	44%	34%	27%	40%	
	zjzqAB	z	z					zjz	zjz	zjz	z		zj	zj	zj	zj	zj		z	z	z	z	z	z	z	z	z	z	z	
NET: Opportunity	18%	9%	18%	16%	1%	14%	13%	23%	19%	18%	11%	1%	13%	17%	19%	16%	17%	*	17%	13%	13%	19%	16%	16%	13%	11%	16%	15%	9%	16%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: leics (N 25-002380-01)
Filename: 25-002380 WAVE 2505295 AAI wtd v1 PublicUse
Proportions/Mean/Columns Tested (5% risk level) - zjz/z - zjz/z/z/z/z/z/z - zjz/z/z/z/z/z/z - zjz/z/z/z/z/z/z - zjz/z/z/z/z/z/z
Overlap formulae used. * small base



QAOFFPGR. On balance, do you see AI as more of an opportunity or a risk for the following? -The UK economy

Base: All UK adults, age 16+

	Country					England region (Net)										England region										Urbanity		IMD Quintile					NS-SEC							Unweighted Total
	Total (n)	England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)	South (g)	North East (h)	North West (i)	Yorkshire and The Humber (j)	East Midlands (k)	West Midlands (l)	East of England (m)	South East (n)	South West (o)	London (p)	Urban (q)	Rural (r)	1 - Most deprived (s)	2 (t)	3 (u)	4 (v)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small employers and own account workers (z)	4 - Lower supervisory and technical occupations (aa)	5 - Semi-routine and routine occupations (ab)	6 - Long term unemployed or new entrants (ac)	7 - Full-time student (ad)									
Unweighted Total	8727	5023	489	213	203	863	560	1339	237	375	260	268	219	303	413	233	813	2481	866	122	773	150	768	100	2244	122	244	208	260	77	103	212								
Weighted Total	8727	3111	306	176	135	857	598	1656	140	410	288	230	128	300	508	323	475	2049	778	149	758	140	751	730	1590	453	213	273	360	122*	160*	312								
Much more of an opportunity	188	169	36	7	6	37	32	100	10	18	10	17	16	16	33	18	33	162	36	34	32	56	47	28	135	17	12	14	8	2	11	176								
5%	5%	5%	5%	4%	4%	4%	5%	6%	7%	4%	3%	6%	5%	5%	6%	6%	7%	6%	5%	5%	4%	8%	6%	4%	7%	4%	6%	5%	2%	1%	4%	5%								
More of an opportunity	583	480	31	37	35	111	88	281	15	53	43	36	53	63	99	57	62	423	140	94	123	105	115	126	343	53	30	31	47	14	37	547								
15%	15%	10%	10%	21%	11%	13%	10%	17%	10%	15%	14%	13%	10%	16%	18%	19%	18%	13%	14%	16%	12%	16%	14%	15%	17%	17%	12%	14%	11%	15%	11%	15%	25%							
As much of an opportunity as a risk	1368	991	81	51	47	252	196	544	33	132	87	95	100	103	158	111	172	920	248	193	228	249	246	252	654	130	74	88	103	33	76	1170								
31%	31%	32%	26%	29%	34%	29%	33%	33%	22%	32%	29%	33%	31%	29%	31%	34%	36%	31%	32%	26%	30%	34%	33%	35%	33%	29%	35%	32%	29%	27%	31%	31%								
More of a risk	987	759	94	44	40	229	144	386	37	109	83	70	74	98	100	78	110	738	199	174	188	174	192	208	475	122	49	84	99	31	58	940								
23%	23%	24%	31%	25%	29%	27%	24%	23%	25%	26%	28%	26%	23%	28%	26%	24%	23%	25%	26%	23%	25%	24%	26%	28%	24%	27%	23%	11%	27%	25%	23%	25%								
Much more of a risk	526	436	53	18	19	143	86	207	37	66	40	35	51	41	74	43	49	422	104	138	133	97	102	76	259	84	38	38	57	22	32	544								
14%	14%	14%	17%	10%	14%	17%	14%	13%	13%	16%	14%	13%	10%	12%	13%	13%	10%	14%	13%	18%	15%	13%	14%	10%	13%	19%	13%	14%	16%	18%	13%	13%								
At worst I have much impact either way	99	72	16	8	2	24	18	30	4	9	10	6	12	9	10	1	10	81	18	31	29	21	13	5	39	8	5	9	12	5	19	87								
3%	3%	2%	5%	5%	2%	3%	3%	2%	3%	2%	3%	2%	4%	3%	2%	*	2%	3%	2%	4%	4%	3%	2%	1%	2%	2%	2%	3%	3%	4%	8%	2%								
Don't know	235	193	14	11	7	60	32	101	12	22	25	11	21	19	32	13	37	182	33	77	43	36	34	35	89	38	15	9	33	13	17	254								
6%	6%	5%	5%	6%	5%	7%	5%	6%	8%	5%	8%	4%	6%	5%	6%	4%	8%	7%	4%	10%	6%	5%	5%	5%	4%	9%	7%	3%	9%	11%	7%	7%								
Prefer not to say	10	10	-	-	-	1	2	7	-	1	-	-	2	1	3	2	1	10	-	7	2	1	1	-	2	1	-	-	-	2	-	9								
1%	1%	*	-	-	-	*	*	*	-	*	-	-	1%	*	1%	*	*	*	-	1%	*	*	*	-	*	*	-	-	-	2%	-	*								
More or much more of an opportunity	761	649	47	44	21	148	121	380	25	71	53	52	68	79	132	75	95	585	176	129	155	161	162	154	478	70	42	45	55	16	47	723								
20%	20%	21%	15%	25%	15%	17%	20%	23%	17%	17%	18%	19%	21%	23%	26%	23%	20%	20%	23%	17%	20%	22%	22%	21%	24%	15%	20%	16%	15%	13%	19%	19%								
More or much more of a risk	1483	1195	147	62	59	372	230	594	75	174	123	105	125	139	174	121	160	1160	303	312	301	272	294	283	725	206	77	121	156	53	90	1488								
39%	39%	38%	48%	35%	43%	43%	38%	36%	39	43%	41%	39%	38%	40%	34%	37%	34%	39%	39%	42%	40%	37%	39%	39%	37%	46%	36%	45%	41%	43%	36%	40%								
-18%	-18%	-18%	-13%	-10%	-28%	-26%	-18%	-13%	-34%	-29%	-24%	-19%	-17%	-17%	-8%	-14%	-14%	-19%	-16%	-24%	-19%	-15%	-18%	-18%	-13%	-30%	-16%	-28%	-28%	-30%	-17%	-20%								

Fieldwork dates: 30th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IPR 25-002388-01)
Wave(s): 25-002388, WAVE_2505205_AAI_wt3_v1_PublicUse
Prescriptions/Means: Columns Totaled (5% risk level) - s/a/b/c/d/e - s/h/t/i - s/h/t/i/a/b/c/d/e - s/h/t/i/a/b/c/d/e
Overlap formulae used: * small base

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 32

QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -The UK economy

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Much more of an opportunity	198 5% beinpr	61 6% 5%	136 5% 5%	143 11% zb	4 1% 1%	38 31% zde	116 17% ze	26 1% 1%	41 32% gh	84 17% h	12 1% 1%	198 26% zi	- - -	151 25% zi	16 1% 1%	165 19% zn	6 1% 1%	178 21% zo	7 * zr	135 12% zr	18 3% 3%	176 5% 5%
More of an opportunity	563 15% bejnp	169 17% h	392 14% zb	237 19% zb	27 6% e	28 23% e	166 24% ze	150 9% h	25 20% h	136 27% h	90 9% 9%	563 74% zi	- - -	305 50% zi	84 5% zn	342 40% zn	57 5% zp	393 46% zr	31 2% z	236 21% z	117 16% z	547 15% z
As much of an opportunity as a risk	1168 31% bceijkl mnop	319 32% 31%	850 31% 30%	387 30% b	93 22% 22%	24 20% c	230 33% c	498 29% 29%	34 26% 26%	165 33% 33%	301 32% 32%	- - -	- - -	102 17% 17%	318 19% 19%	234 27% n	207 18% 18%	170 20% 20%	231 16% 16%	384 34% 34%	230 32% 32%	1170 31% 31%
More of a risk	937 25% adckmo q	226 23% 13%	704 26% 15%	247 19% 14%	129 30% za	17 14% 7%	112 16% 31%	536 20% zcd	14 11% 7%	65 13% 6%	287 30% fg	- - -	937 64% zi	28 5% 1%	707 42% zk	64 7% zm	503 43% zm	76 9% zo	653 46% zo	226 20% zo	213 29% zq	940 25% zq
Much more of a risk	526 14% dikmoq	129 13% 13%	395 15% 15%	184 14% z	79 19% z	9 7% 7%	40 20% zcd	346 20% zcd	8 7% fg	28 6% fg	181 19% fg	- - -	526 36% zi	7 1% zk	477 28% zk	17 2% zm	369 32% zm	20 2% zo	449 32% zo	96 9% zo	110 15% zo	544 15% zo
AI won't have much impact either way	99 3% Bijnopr	36 4% 4%	63 2% 2%	45 4% 4%	13 3% 3%	* * *	13 2% 2%	48 3% 3%	* * *	6 1% 1%	23 2% 2%	- - -	- - -	13 2% 2%	39 2% 2%	15 2% 2%	13 1% 1%	8 1% 1%	17 1% 1%	26 2% 2%	9 1% 1%	87 2% 2%
Don't know	225 6% adjiklm nopar	51 5% 5%	173 6% 6%	36 3% za	77 18% za	7 5% 5%	18 3% 3%	133 8% zd	5 4% 4%	13 3% 3%	59 6% g	- - -	- - -	3 1% k	48 3% k	23 3% k	16 1% k	12 1% k	25 2% k	30 4% k	254 7% k	
Prefer not to say	10 *	1 *	8 *	- -	2 1% a	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 *
More or much more of an opportunity	761 20% Bbeinpr	230 23% 23%	528 19% 19%	379 30% zb	31 7% 7%	66 53% zde	282 41% ze	176 10% 10%	67 52% h	220 44% h	102 11% 11%	761 100% zi	- - -	456 75% zi	100 6% 6%	507 59% zn	63 5% 5%	571 67% zo	37 3% 3%	371 33% zr	135 19% zr	723 19% zr
More or much more of a risk	1463 39% adckmo q	355 36% z	1099 40% 40%	431 34% za	208 49% za	26 21% 21%	152 22% zcd	883 51% zcd	22 17% 17%	93 19% 19%	469 49% fg	- - -	1463 100% zi	35 6% zk	1184 70% zk	82 9% zm	872 75% zm	96 11% zo	1102 78% zo	322 29% zq	324 44% zq	1484 40% zq
NET: Opportunity	-19%	-13%	-21%	-4%	-42%	32%	19%	-41%	35%	25%	-38%	100%	-100%	69%	-64%	49%	-69%	55%	-75%	4%	-26%	-20%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename: 25-002388 WAVE 2505295 AAI wtd v1 PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - i/j/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QAIOPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -The UK economy

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																	Trust:			General election 2024 vote							
	Total [n]	Agriculture, forestry and fishing [n]	Utilities or production [n]	Manufacturing [n]	Construction [n]	Wholesale and retail trade [n]	Transportation and storage [n]	Food or hospitality [n]	Information or communication [n]	Finance or insurance [n]	Real estate [n]	Professional, scientific or technical activities [n]	Administration [n]	Education [n]	Health, social care or social work [n]	Arts or recreation [n]	Other services [n]	Climate change is taking place [n]	The civil service [n]	The Government [n]	The media [n]	Conservative Party [n]	Labour Party [n]	Liberal Democrats [n]	Reform UK [n]	Green Party [n]	Other (A) [n]	Unwtd Total [n]	
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727	
Weighted Total	3727	211**	371**	1571*	1211*	1691*	1011*	1121*	1561*	1551*	301**	2011*	1201*	263	316	371**	331	3248	2448	1086	921	690	1039	369	337	235	250	3727	
Much more of an opportunity	198 5%	-	2 6%	12 7%	8 7%	8 5%	10 10%	1 1%	16 11%	9 6%	1 4%	32 16%	10 8%	16 6%	17 5%	1 2%	14 4%	171 5%	150 6%	80 7%	58 6%	21 4%	78 7%	21 6%	17 5%	7 3%	19 8%	176 5%	
More of an opportunity	563 15%	1 5%	6 15%	22 14%	29 24%	24 14%	13 13%	25 19%	34 22%	50 32%	4 15%	31 15%	16 13%	43 16%	43 14%	4 10%	48 15%	498 15%	425 17%	186 17%	189 20%	82 17%	183 18%	67 18%	40 12%	25 11%	27 11%	547 15%	
As much of an opportunity as a risk	1168 31%	3 17%	9 23%	58 37%	40 33%	50 29%	24 24%	40 30%	51 33%	56 36%	9 29%	70 35%	37 29%	72 27%	99 31%	12 33%	118 35%	1046 32%	798 33%	353 33%	324 35%	150 31%	340 33%	115 31%	102 30%	65 28%	78 31%	1170 31%	
More of a risk	937 25%	12 56%	14 36%	37 23%	26 22%	42 25%	27 27%	40 30%	33 21%	20 13%	7 25%	48 24%	24 19%	70 27%	89 28%	6 16%	73 22%	825 25%	600 24%	245 23%	183 20%	120 24%	245 26%	96 26%	93 28%	84 36%	65 26%	940 25%	
Much more of a risk	526 14%	5 22%	7 18%	23 15%	11 9%	24 14%	24 24%	12 9%	11 7%	16 11%	2 8%	14 7%	25 20%	32 12%	48 15%	9 24%	52 16%	437 13%	276 11%	128 12%	82 9%	80 16%	122 12%	40 11%	65 19%	39 16%	44 18%	544 15%	
AI won't have much impact either way	99 3%	-	*	*	1	5	1	5	6	1	2	2	2	9	4	-	11	78	60	22	28	8	27	14	6	4	2	87	
Don't know	225 6%	-	-	5 3%	5 4%	15 9%	2 2%	8 6%	4 3%	3 2%	4 13%	4 2%	11 9%	20 7%	15 5%	5 14%	17 5%	189 6%	137 6%	69 6%	53 6%	29 6%	44 4%	17 4%	13 5%	11 6%	15 6%	254 7%	
Prefer not to say	10 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 4%	1 4%	-	-	4 4%	3 4%	2 4%	3 4%	1 4%	1 4%	-	1 4%	-	-	9 4%	
More or much more of an opportunity	761 20%	1 5%	8 21%	34 22%	38 31%	33 19%	23 23%	27 20%	50 32%	59 38%	6 19%	63 31%	26 20%	59 23%	60 19%	5 13%	62 19%	669 21%	574 23%	266 25%	247 27%	102 21%	260 25%	88 24%	57 17%	32 14%	46 18%	723 19%	
More or much more of a risk	1463 39%	16 78%	20 54%	60 38%	38 31%	66 39%	51 39%	52 39%	44 29%	37 24%	10 33%	62 31%	49 39%	102 38%	137 43%	15 40%	125 38%	1262 39%	876 36%	373 34%	265 29%	200 41%	367 35%	136 37%	157 47%	122 52%	109 44%	1484 40%	
NET Opportunity	-19%	-73%	-33%	-16%	*	-20%	-28%	-19%	4%	14%	-14%	*	-19%	-16%	-24%	-27%	-19%	-18%	-17%	-10%	-2%	-20%	-10%	-13%	-30%	-39%	-25%	-20%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN/25-002388-01]
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/s/t - z/u/v/w/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 34

QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? - The UK's national security

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education								Annual household income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after household / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other higher education below degree level	A-level or equivalent	GCSE / O-Level / CSE / NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above	Unweighted Total		
Unweighted Total	3727	1796	1931	127	276	434	619	903	867	463	3343	399	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1979	447	608	609	599	596	451	417	3144	492	2144	1583	171*	1070	206*	1110	2511	435	1018	807	174	116*	689	1007	861	304	3727		
Much more of an opportunity	120	68	48	7	30	28	21	12	12	10	90	27	78	42	12	22	5	52	67	10	35	16	5	1	21	21	29	30	110		
	3%	4%	2%	2%	5%	5%	4%	2%	3%	2%	3%	5%	4%	3%	7%	2%	2%	5%	3%	2%	3%	2%	5%	1%	3%	2%	3%	3%	8%	3%	
More of an opportunity	280	151	95	28	54	46	53	53	23	23	234	42	186	95	13	67	12	104	172	36	82	36	10	9	42	77	67	48	278		
	8%	10%	5%	6%	9%	8%	9%	9%	5%	5%	7%	9%	9%	6%	8%	6%	5%	9%	7%	8%	8%	4%	6%	8%	6%	9%	8%	8%	12%	7%	
As much of an opportunity as a risk	859	424	427	83	171	136	147	137	90	94	682	129	539	320	35	226	50	281	564	103	227	172	47	15	141	228	243	94	851		
	23%	24%	22%	18%	28%	22%	25%	23%	20%	23%	22%	26%	25%	20%	20%	21%	19%	25%	22%	24%	22%	21%	27%	13%	20%	23%	28%	24%	23%		
More of a risk	1227	573	641	187	161	207	187	184	148	153	1061	145	655	572	48	357	137	347	861	134	352	285	47	42	222	339	273	139	1188		
	33%	33%	33%	42%	27%	34%	31%	31%	33%	37%	34%	29%	31%	36%	28%	33%	53%	31%	34%	31%	35%	33%	27%	36%	32%	34%	32%	33%	32%		
Much more of a risk	958	413	523	103	145	137	147	168	142	114	848	92	537	421	48	310	35	277	667	130	255	200	57	25	183	272	207	73	1010		
	26%	24%	27%	23%	24%	23%	25%	28%	32%	27%	23%	19%	23%	27%	28%	29%	14%	25%	26%	30%	25%	23%	33%	21%	27%	27%	24%	19%	27%		
AI won't have much impact either way	75	20	55	20	12	21	12	4	3	4	55	17	40	36	5	19	11	11	61	7	17	27	1	8	25	19	10	2	61		
	2%	1%	3%	4%	2%	3%	2%	1%	1%	1%	2%	3%	2%	2%	3%	2%	4%	1%	2%	2%	2%	3%	*	7%	4%	2%	1%	1%	2%		
Don't know	196	61	132	20	30	28	30	38	31	18	159	35	106	90	8	67	10	37	150	14	50	65	7	15	53	50	29	8	219		
	5%	3%	7%	4%	5%	5%	5%	6%	7%	4%	5%	7%	5%	6%	4%	6%	4%	3%	6%	3%	5%	8%	4%	13%	8%	5%	3%	2%	6%		
Prefer not to say	12	8	3	-	3	5	2	-	-	2	5	5	4	8	2	2	-	1	8	2	-	5	-	1	3	-	-	3	-	10	
	0%	*	*	-	1%	1%	*	-	-	*	*	1%	*	1%	1%	*	-	*	*	*	*	1%	-	1%	*	*	*	*	-	*	
More or much more of an opportunity	400	249	143	35	84	74	74	65	36	33	325	69	263	137	26	89	17	156	240	46	117	52	15	10	62	99	96	78	388		
	11%	14%	7%	8%	14%	12%	12%	11%	8%	8%	10%	14%	12%	9%	15%	8%	6%	14%	9%	10%	11%	6%	9%	9%	9%	10%	11%	20%	10%		
More or much more of a risk	2185	987	1164	291	307	344	334	351	291	267	1909	237	1192	993	96	668	172	624	1529	265	607	485	104	67	405	612	480	212	2198		
	59%	56%	60%	65%	50%	57%	56%	59%	64%	64%	61%	48%	56%	63%	56%	62%	66%	56%	60%	61%	60%	60%	58%	59%	61%	56%	54%	59%			
NET Opportunity	-48%	-42%	-53%	-57%	-37%	-44%	-41%	-48%	-37%	-56%	-50%	-34%	-41%	-54%	-41%	-54%	-60%	-42%	-51%	-50%	-48%	-54%	-51%	-49%	-50%	-51%	-45%	-34%	-49%		

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 25-002388-61)
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Totals (5% risk level) - z/n/B - z/c/d/n/f/g/h/i - z/j/n - z/l/m/n/o/p - z/q/r/u/v/w - z/x/y/A/B
Overlap formulae used. * small base



QAOFFQEN. On balance, do you see AI as more of an opportunity or a risk for the following? - The UK's national security

Base: All UK adults, see 16a

		Country					England region (Net)					England region					Urbanity					IMD Quintile					NS-SEC							Unweighted Total	Weighted Total
		Total (n)	England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)	South (g)	North East (h)	North West (i)	Yorkshire and The Humber (j)	East Midlands (k)	West Midlands (l)	East of England (m)	South East (n)	South West (o)	London (p)	Urban (q)	Rural (r)	1 - Most deprived (s)	2 (t)	3 (u)	4 (v)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small employers and own account workers (z)	4 - Lower supervisory and technical occupations (aa)	5 - Semi-routine and routine occupations (ab)	6 - Long term unemployed or new entrant (ac)	7 - Full-time student (ad)			
Unweighted Total	3227	3111	306	175	135	857	108	1656	149	410	298	230	128	301	508	323	475	2949	778	749	753	740	751	730	1509	412	213	273	360	122*	169*	312			
Much more of an opportunity	120	104	11	3	1	22	21	61	7	9	6	13	8	21	18	30	13	93	27	21	33	20	29	17	73	8	6	8	14	3	7	110			
	3%	3%	4%	2%	1%	3%	4%	4%	5%	2%	2%	5%	3%	6%	4%	3%	3%	3%	3%	3%	4%	3%	4%	2%	4%	2%	3%	3%	4%	3%	3%	3%			
	More of an opportunity	280	237	13	20	10	52	36	149	7	34	11	16	21	28	48	25	47	220	61	62	57	51	60	51	180	26	14	19	15	19	7	278		
As much of an opportunity as a risk	899	738	53	38	30	159	155	423	29	64	66	65	90	75	120	74	154	682	177	121	190	175	181	192	517	93	52	61	71	17	44	851			
	23%	24%	17%	22%	22%	19%	20%	20%	20%	16%	22%	24%	24%	28%	21%	24%	23%	23%	23%	16%	25%	24%	24%	26%	26%	22%	24%	22%	20%	14%	18%	23%			
	More of a risk	1227	1019	107	54	47	310	195	514	37	170	102	96	98	116	152	98	148	975	252	234	225	241	244	283	600	155	67	98	114	27	137	1188		
Much more of a risk	958	783	87	40	38	231	143	409	48	95	88	61	81	87	143	100	79	740	217	201	186	211	204	156	524	128	51	68	102	35	36	1010			
	29%	29%	23%	33%	23%	18%	27%	24%	25%	33%	23%	30%	23%	23%	25%	28%	31%	17%	25%	28%	27%	24%	29%	27%	21%	26%	28%	25%	25%	20%	29%	14%	27%		
	At won't have much impact either way	75	55	10	8	2	28	14	13	5	13	10	2	11	4	4	1	4	65	10	34	24	9	5	3	26	10	3	9	6	11	61			
Don't know	2%	2%	3%	5%	2%	3%	2%	1%	4%	3%	3%	1%	3%	3%	1%	1	*	1%	2%	1%	3%	3%	1%	1%	*	1%	2%	1%	3%	5%	4%	2%			
	196	164	14	11	7	51	32	80	14	24	13	16	16	18	20	13	29	162	34	67	42	32	27	28	77	30	19	9	34	13	8	218			
	6%	5%	4%	7%	5%	5%	6%	5%	5%	10%	6%	4%	6%	5%	5%	4%	4%	6%	5%	4%	3%	5%	4%	4%	4%	7%	9%	3%	10%	8%	3%	6%			
Prefer not to say	12	11	-	-	1	4	2	6	-	1	2	-	2	-	2	2	1	12	-	9	2	1	1	-	2	1	-	-	2	-	-	10			
	0%	0%	-	-	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
	More or much more of an opportunity	400	342	24	23	11	74	58	210	14	43	17	29	29	49	66	35	59	313	88	183	90	71	89	68	253	34	20	27	29	22	13	388		
More or much more of a risk	11%	11%	8%	13%	8%	6%	9%	10%	6%	9%	10%	6%	11%	9%	14%	13%	11%	13%	11%	11%	12%	10%	12%	9%	13%	8%	9%	10%	8%	18%	5%	10%			
	2385	1802	204	94	85	543	337	924	86	265	180	127	180	204	296	198	227	1716	469	485	411	452	448	439	1124	284	120	166	216	62	172	2158			
	59%	58%	67%	54%	63%	63%	60%	56%	56%	58%	65%	44%	58%	55%	58%	58%	61%	48%	54%	60%	54%	54%	61%	60%	56%	63%	56%	63%	60%	51%	68%	59%			
NET: Opportunity	-48%	-47%	-59%	-40%	-34%	-54%	-47%	-43%	-48%	-54%	-58%	-46%	-46%	-44%	-44%	-50%	-35%	-46%	-49%	-47%	-42%	-52%	-48%	-51%	-44%	-55%	-47%	-51%	-52%	-33%	-64%	-49%			

Fieldwork dates: 10th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK: 25-002388-01)
Filename: 25-002388_WAVE_2005205_AM_wtd_v1_PublicUse
Proportions/Means: Columns Totals (5% risk level) - 1/2/3/4/5 - 1/2/3/4/5/6/7/8 - 1/2/3/4/5/6/7/8 - 1/2/3/4/5/6/7/8
Overline formulae used: * small base



QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -The UK's national security

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Much more of an opportunity	120 3% bejlnp	43 4%	75 3%	79 6% zb	8 2%	21 17% zde	61 9% ze	16 1%	20 16% gh	46 9% h	6 1%	111 15% zi	1 *	91 15% zi	9 1%	95 11% zn	4 *	109 13% zp	* *	64 6% zr	20 3%	110 3%
More of an opportunity	280 8% bejlnp	76 8%	204 8%	131 10% zb	17 4%	17 14% ze	98 14% ze	79 5%	14 11% h	73 15% h	51 5%	182 24% zi	17 1%	164 27% zi	35 2%	176 20% zn	23 2%	193 23% zp	27 2%	132 12% zr	40 5%	278 7%
As much of an opportunity as a risk	859 23% bejlnp	244 25%	615 23%	325 25% b	59 14%	23 19% zce	202 29%	330 19%	38 30% h	155 31%	189 20%	195 26% i	107 7%	148 24% i	168 10%	241 28% zn	117 10%	223 26% p	98 7%	312 28% z	173 24%	851 23%
More of a risk	1227 33% cdikmo	331 33%	890 33%	396 31% za	132 31%	24 20% cd	192 28%	585 34%	27 21% cd	130 26%	311 33%	180 24% zi	612 42% zi	132 22% zk	673 40%	235 27% zm	463 40%	211 25% zo	585 41%	352 31% zo	266 37%	1188 32%
Much more of a risk	958 26% Adikmoq	218 22%	736 27% zA	296 23% za	130 31%	27 22% zcd	104 15%	583 34%	23 18% fg	77 16%	312 33%	66 9% zi	696 48% zi	44 7%	772 46% zk	70 8% zm	546 47% zm	85 10% zo	681 48% zo	231 20% zo	197 27% q	1010 27%
AI won't have much impact either way	75 2% ilnp	27 3%	48 2%	24 2%	11 3%	5 4%	17 3%	37 2%	1 1%	6 1%	22 2%	12 2%	11 1%	18 3% i	13 1%	16 2% i	9 1%	15 2% p	7 1%	17 1% p	10 1%	61 2%
Don't know	196 5% adjiklm nopqr	52 5%	143 5%	27 2% za	64 15% za	6 5% zd	20 3%	105 6%	5 4%	12 2%	61 6%	15 2%	18 1%	11 2%	19 1%	26 3% n	9 1%	19 2%	15 1%	20 2% zq	20 3%	219 6%
Prefer not to say	12 * e	2 *	8 *	- -	1 *	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	2 *	10 *
More or much more of an opportunity	400 11% bejlnpr	119 12%	280 10%	210 16% zb	26 6%	38 31% ze	159 23% ze	95 5%	35 27% h	118 24% h	57 6%	292 38% zi	18 1%	256 42% zi	44 3%	271 31% zn	26 2%	302 35% zp	27 2%	196 17% zr	60 8%	388 10%
More or much more of a risk	2185 59% acclikmo q	548 55%	1627 60%	692 54% z	262 62% a	51 42% zcd	296 43%	1168 67%	49 39% fg	207 42%	623 65%	246 32% zi	1308 89%	175 29%	1445 86% zk	305 35% zm	1009 86% zm	296 35% zo	1266 90% zo	583 52% zq	464 64%	2198 59%
NET: Opportunity	48%	-43%	-50%	-38%	-56%	-11%	-20%	-62%	-12%	-18%	-59%	6%	-88%	13%	-83%	-4%	-84%	1%	-88%	-34%	-56%	-49%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN J25-002388-01]
Filename : 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QAIOPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -The UK's national security

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																	Trust:											General election 2024 vote								
	Total (n)	Agriculture, forestry and fishing (n)	Utilities or production (n)	Manufacturing (n)	Construction (n)	Wholesale and retail trade (n)	Transportation and storage (n)	Food or hospitality (n)	Information or communication (n)	Finance or insurance (n)	Real estate (n)	Professional, scientific or technical activities (n)	Administration (n)	Education (n)	Health, social care or social work (n)	Arts or recreation (n)	Other services (n)	Climate change is taking place (n)	The civil service (n)	The Government (n)	The media (n)	Conservative Party (n)	Labour Party (n)	Liberal Democrats (n)	Reform UK (n)	Green Party (n)	Other (A) (n)	Unwtd Total										
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727										
Weighted Total	3727	211*	371*	157*	121*	169*	101*	112*	156*	155*	30**	201*	120*	263	316	37**	331	3248	2448	1086	921	690	1039	369	337	235	250	3727										
Much more of an opportunity	120 3%	-	3 7%	8 5%	4 3%	8 5%	5 5%	1 1%	7 5%	8 5%	4 15%	7 4%	2 2%	13 5%	4 1%	2 4%	12 4%	89 3%	81 3%	40 4%	38 4%	17 4%	44 4%	17 5%	10 3%	5 2%	7 3%	110 3%										
More of an opportunity	280 8%	1 7%	5 13%	14 9%	12 10%	16 10%	8 8%	4 3%	15 10%	28 18%	2 6%	18 9%	11 9%	25 9%	24 8%	4 12%	15 5%	253 8%	198 8%	105 10%	100 11%	33 7%	80 8%	17 5%	30 9%	19 8%	19 7%	278 7%										
As much of an opportunity as a risk	859 23%	2 11%	9 24%	27 17%	33 27%	30 18%	21 21%	37 28%	54 35%	38 25%	2 7%	52 26%	33 26%	70 27%	80 25%	11 29%	78 24%	760 23%	602 25%	266 25%	245 27%	105 21%	263 25%	76 21%	84 25%	32 14%	48 19%	851 23%										
More of a risk	1227 33%	12 58%	9 26%	56 35%	42 34%	48 28%	28 28%	50 38%	38 25%	47 30%	11 36%	73 36%	30 24%	81 31%	98 31%	8 21%	113 35%	1085 33%	834 34%	380 35%	285 31%	172 35%	334 32%	139 38%	94 28%	98 42%	81 32%	1188 32%										
Much more of a risk	958 26%	5 23%	10 26%	40 26%	27 22%	49 29%	36 36%	19 15%	37 24%	30 19%	6 19%	45 23%	18 30%	53 20%	89 28%	8 22%	89 27%	840 26%	577 24%	226 21%	183 20%	140 29%	264 25%	94 25%	100 30%	69 30%	73 29%	1010 27%										
AI won't have much impact either way	75 2%	-	1 4%	3 2%	-	6 4%	1 1%	10 7%	*	1 *	2 1%	1 1%	6 4%	6 2%	5 2%	-	5 1%	56 2%	40 2%	16 1%	17 2%	2 *	22 2%	7 2%	4 1%	1 *	7 3%	61 2%										
Don't know	196 5%	-	-	8 5%	4 3%	12 7%	2 2%	2 2%	12 8%	3 2%	3 11%	4 2%	6 5%	15 6%	16 5%	4 11%	17 5%	160 5%	111 5%	50 5%	49 5%	19 4%	31 3%	19 5%	14 4%	12 5%	14 5%	219 6%										
Prefer not to say	12 *	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 *	-	-	-	5 *	5 *	3 *	3 *	2 *	-	-	1 *	-	1 *	10 *										
More or much more of an opportunity	400 11%	1 7%	7 20%	22 14%	16 13%	24 14%	12 12%	5 3%	22 14%	36 23%	6 21%	25 13%	13 10%	38 14%	28 9%	6 16%	28 8%	342 11%	278 11%	145 13%	138 15%	51 10%	124 12%	34 9%	40 12%	24 10%	26 10%	388 10%										
More or much more of a risk	2185 59%	17 82%	19 52%	96 61%	68 56%	97 57%	64 64%	69 52%	76 49%	77 50%	16 55%	119 59%	68 54%	134 51%	187 59%	16 44%	204 62%	1925 59%	1411 58%	605 56%	488 51%	313 64%	598 58%	282 63%	195 58%	167 71%	154 62%	2198 59%										
NET: Opportunity	-48%	-75%	-32%	-47%	-43%	-43%	-51%	-49%	-34%	-26%	-33%	-46%	-44%	-37%	-50%	-28%	-53%	-49%	-46%	-42%	-36%	-53%	-46%	-54%	-46%	-61%	-51%	-49%										

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Nominal: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t - z/a/b/w/h/y/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 38

QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -UK society

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education										Annual household income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after household / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other Higher Education below degree level	A-level or equivalent	GCSE / O-Level/ CSE / NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above	Unweighted Total				
Unweighted Total	3727	1796	1877	127	276	434	619	903	887	483	3343	309	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727				
Weighted Total	3727	1748	1924	447	608	609	599	596	451	417	3144	482	2144	1583	171*	1070	200*	1110	2551	435	1018	807	174	110*	689	1007	861	304	3727				
Much more of an opportunity	148	81	66	11	40	30	35	19	10	3	114	33	114	34	9	16	7	67	81	16	34	25	5	1	16	19	50	43	135				
4%	4%	5%	3%	2%	7%	5%	6%	3%	2%	1%	4%	7%	5%	2%	5%	1%	3%	6%	3%	4%	3%	3%	5%	1%	2%	2%	6%	11%	4%				
hijmox					zgh	hi	zgh	i			a		amo		mo			zfuw									zay	zayA					
More of an opportunity	461	275	183	68	98	90	72	66	32	35	373	83	290	170	15	95	50	185	272	52	122	77	16	5	57	111	143	73	412				
12%	12%	16%	10%	15%	16%	15%	12%	11%	7%	8%	12%	17%	14%	11%	9%	9%	19%	17%	11%	12%	12%	10%	9%	4%	8%	11%	17%	19%	11%				
brghmor					h	gh	hi	h			j		mo				mo	zfuw	w	w	w						zay	zay					
As much of an opportunity as a risk	1184	561	609	145	194	178	201	171	145	150	984	158	681	503	52	339	87	357	805	147	333	249	50	27	224	332	285	134	1181				
32%	32%	32%	32%	32%	32%	29%	34%	29%	32%	36%	31%	32%	32%	32%	30%	32%	33%	32%	32%	34%	33%	31%	29%	24%	32%	33%	33%	33%	34%	32%			
z										66																							
More of a risk	1039	447	582	106	141	178	151	177	149	136	937	88	585	455	37	341	58	291	737	118	285	239	61	34	190	314	219	87	1080				
28%	28%	26%	30%	24%	23%	29%	25%	30%	33%	33%	30%	18%	27%	29%	21%	32%	22%	26%	29%	27%	28%	30%	35%	29%	28%	31%	25%	22%	29%				
ak					z			d	zoff	zoff	z					zjn							zj			zAB							
Much more of a risk	610	310	317	101	98	88	102	121	80	60	538	317	352	298	47	390	46	171	466	85	183	141	31	25	135	176	131	45	647				
17%	17%	18%	14%	23%	16%	14%	17%	20%	18%	14%	17%	19%	16%	19%	27%	18%	18%	15%	18%	20%	18%	17%	18%	22%	20%	17%	15%	11%	17%				
z								z							zme										z	z							
At won't have much impact either way	62	19	41	4	11	14	12	7	5	9	47	7	36	26	5	21	-	12	48	5	12	17	5	8	23	12	13	5	63				
2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	3%	2%	-	1%	2%	1%	1%	2%	3%	7%	3%	1%	1%	1%	2%				
i																																	
Don't know	171	90	120	13	21	26	24	34	31	22	148	22	81	91	5	69	11	25	138	12	49	56	6	15	43	43	20	8	205				
5%	3%	6%	6%	3%	4%	4%	4%	6%	7%	5%	5%	5%	4%	6%	3%	6%	4%	2%	5%	3%	5%	7%	4%	13%	6%	4%	2%	2%	5%				
zAB								z	zoff				zj								z				zoffzfuw	zAB							
Prefer not to say	12	6	5	-	5	4	3	-	1	3	6	6	5	6	2	-	-	1	5	-	4	-	-	1	1	-	-	1	-	9			
*	*	*	*	-	1%	1%	*	-	-	*	1%	1%	*	*	1%	-	-	*	*	-	-	*	-	1%	*	*	*	*	*	*			
j											i					o									1								
More or much more of an opportunity	609	355	249	79	137	120	107	86	41	39	488	116	405	204	24	110	58	252	353	68	156	102	21	6	73	130	192	116	547				
16%	16%	20%	13%	18%	23%	20%	18%	14%	9%	9%	16%	24%	19%	13%	14%	10%	22%	23%	14%	16%	15%	13%	12%	5%	11%	13%	22%	29%	15%				
zoffzfuw					z			z			z		z			z		zoffzfuw	w	w	w	w											
More or much more of a risk	1689	758	899	207	239	266	253	298	229	196	1474	184	936	753	84	530	104	462	1203	203	468	380	92	59	325	489	360	132	1727				
45%	43%	47%	46%	39%	44%	42%	50%	51%	47%	47%	47%	37%	44%	48%	49%	50%	40%	42%	47%	47%	46%	47%	53%	53%	47%	49%	41%	33%	46%				
zAB					zoff	zoff	zoff	zoff	z							zj									zAB								
NET Opportunity	-29%	-23%	-34%	-29%	-17%	-24%	-24%	-36%	-42%	-38%	-31%	-14%	-25%	-35%	-35%	-39%	-18%	-19%	-33%	-31%	-31%	-34%	-41%	-46%	-37%	-36%	-18%	-4%	-32%				

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: leics (N 25-002380-01)
Filename: 25-002380 WAVE 2505295 AAI wtd v1 PublicUse
Proportions/Mean/Tests Tested (5% risk level) - z/a/b - z/c/d/e/f/h/i - z/j/k - z/l/m/n/o/p - z/q/r/s/t/u/v/w - z/x/y/z/AB
Overlap formulae used. * small base



QAO000EN. On balance, do you see AI as more of an opportunity or a risk for the following? -UK society

Base: All UK adults, see 16*

	Country										England region (Net)										England region										Urbanity										IMD Quintile					1 - Managerial, administrative and professional occupations	2 - Intermediate occupations	3 - Small employers and own account workers	NS-SEC				7 - Full-time student	Unweighted Total
	Total (n)	England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)	South (g)	North East (h)	North West (i)	Yorkshire and The Humber (j)	East Midlands (k)	West Midlands (l)	East of England (m)	South East (n)	South West (o)	London (p)	Urban (q)	Rural (r)	1 - Most deprived (s)	2 (t)	3 (u)	4 (v)	5 - Least deprived (w)	4 - Lower supervisory and technical occupations (aa)	5 - Semi-routine and routine occupations (ab)	6 - Long-term unemployed or new entrant (ac)																											
Unweighted Total	3227	3111	306	176	135	857	568	1656	140	410	298	230	128	300	308	323	475	2049	778	149	768	140	751	730	1909	453	213	273	360	122*	240*	3727																						
Much more of an opportunity	148 4%	126 4%	7 2%	7 4%	7 5%	27 3%	27 5%	72 4%	8 6%	15 4%	3 1%	15 6%	12 4%	8 2%	19 4%	19 6%	26 5%	117 4%	31 4%	34 5%	36 5%	33 4%	25 3%	20 3%	104 5%	9 2%	5 3%	7 3%	9 2%	1 1%	11 4%	135 4%																						
More of an opportunity	461 12%	383 12%	20 10%	37 21%	11 8%	103 12%	68 11%	213 13%	14 9%	50 12%	39 15%	36 15%	33 10%	42 12%	84 17%	32 10%	55 12%	358 12%	103 15%	85 11%	87 11%	91 12%	98 13%	100 14%	267 13%	44 10%	22 10%	28 10%	37 10%	15 12%	47 19%	412 11%																						
As much of an opportunity as a risk	1184 32%	1013 33%	83 27%	43 25%	45 33%	246 29%	207 35%	560 34%	45 30%	115 28%	87 29%	94 33%	113 34%	113 32%	147 29%	108 34%	192 40%	929 33%	255 33%	206 28%	254 33%	243 33%	246 33%	235 32%	663 33%	134 30%	78 37%	91 33%	88 40%	40 24%	82 33%	1181 32%																						
More of a risk	1089 28%	851 27%	95 31%	52 30%	41 31%	229 27%	168 28%	454 27%	40 27%	110 27%	79 26%	73 27%	94 29%	102 29%	147 29%	93 29%	112 23%	800 27%	239 31%	187 25%	178 23%	213 29%	214 28%	247 34%	549 27%	139 31%	61 29%	84 31%	104 29%	27 22%	54 22%	1080 29%																						
Much more of a risk	650 17%	538 17%	69 23%	20 11%	24 18%	187 22%	89 15%	262 16%	29 19%	86 21%	72 24%	38 14%	51 16%	63 18%	82 16%	58 18%	59 13%	534 18%	116 15%	162 23%	142 19%	127 17%	124 16%	96 13%	319 16%	87 19%	30 14%	44 16%	83 23%	25 20%	47 20%	647 17%																						
At won't have much impact either way	62 1%	43 1%	11 4%	7 4%	1 1%	15 2%	8 1%	20 1%	3 2%	9 2%	3 1%	4 1%	4 1%	5 1%	8 2%	2 1%	5 1%	52 2%	10 1%	18 2%	18 2%	7 1%	15 2%	5 1%	32 2%	5 1%	2 1%	12 4%	2 2%	2 2%	-	63 2%																						
Don't know	171 5%	144 5%	12 4%	9 5%	6 5%	48 6%	29 5%	67 4%	10 7%	24 6%	14 5%	10 4%	10 4%	19 5%	17 4%	9 3%	26 3%	148 5%	23 3%	50 7%	42 6%	21 3%	30 4%	27 4%	60 3%	34 7%	14 6%	7 3%	32 6%	10 8%	8 3%	200 5%																						
Prefer not to say	12 *	12 *	-	-	-	1 *	2 *	9 1%	-	1 *	-	-	-	2 *	-	5 1%	2 *	12 *	-	7 *	2 *	3 *	-	-	4 *	-	-	-	-	2 *	-	9 *																						
More or much more of an opportunity	609 18%	509 16%	36 12%	44 20%	18 14%	129 15%	96 16%	285 17%	22 15%	65 16%	43 14%	51 19%	45 14%	50 14%	223 16%	51 16%	81 17%	474 16%	195 17%	139 16%	123 16%	124 17%	123 16%	120 16%	373 16%	53 12%	27 13%	35 13%	46 13%	16 13%	58 13%	547 15%																						
More or much more of a risk	1089 40%	1389 45%	164 54%	72 41%	65 48%	435 49%	257 43%	716 43%	69 46%	196 46%	151 51%	111 43%	145 46%	165 47%	229 45%	151 47%	171 30%	1334 46%	355 46%	349 47%	320 42%	340 46%	338 47%	343 46%	868 43%	226 50%	91 43%	128 47%	186 52%	51 42%	300 42%	1727 46%																						
NET: Opportunity	-28%	-28%	-42%	-18%	-31%	-33%	-27%	-26%	-32%	-34%	-36%	-22%	-31%	-33%	-25%	-31%	-19%	-39%	-28%	-31%	-28%	-29%	-29%	-31%	-25%	-36%	-34%	-34%	-36%	-30%	-37%	-32%																						

Fieldwork dates: 30th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK: 25-002388-01)
Filename: 25-002388_WAVE_2005205_AM_wtd_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level) - /a/h/h/0 - /a/h/h/1 - /a/h/h/2 - /a/h/h/3 - /a/h/h/4 - /a/h/h/5 - /a/h/h/6 - /a/h/h/7 - /a/h/h/8 - /a/h/h/9 - /a/h/h/10 - /a/h/h/11 - /a/h/h/12 - /a/h/h/13 - /a/h/h/14 - /a/h/h/15 - /a/h/h/16 - /a/h/h/17 - /a/h/h/18 - /a/h/h/19 - /a/h/h/20 - /a/h/h/21 - /a/h/h/22 - /a/h/h/23 - /a/h/h/24 - /a/h/h/25 - /a/h/h/26 - /a/h/h/27 - /a/h/h/28 - /a/h/h/29 - /a/h/h/30 - /a/h/h/31 - /a/h/h/32 - /a/h/h/33 - /a/h/h/34 - /a/h/h/35 - /a/h/h/36 - /a/h/h/37 - /a/h/h/38 - /a/h/h/39 - /a/h/h/40 - /a/h/h/41 - /a/h/h/42 - /a/h/h/43 - /a/h/h/44 - /a/h/h/45 - /a/h/h/46 - /a/h/h/47 - /a/h/h/48 - /a/h/h/49 - /a/h/h/50 - /a/h/h/51 - /a/h/h/52 - /a/h/h/53 - /a/h/h/54 - /a/h/h/55 - /a/h/h/56 - /a/h/h/57 - /a/h/h/58 - /a/h/h/59 - /a/h/h/60 - /a/h/h/61 - /a/h/h/62 - /a/h/h/63 - /a/h/h/64 - /a/h/h/65 - /a/h/h/66 - /a/h/h/67 - /a/h/h/68 - /a/h/h/69 - /a/h/h/70 - /a/h/h/71 - /a/h/h/72 - /a/h/h/73 - /a/h/h/74 - /a/h/h/75 - /a/h/h/76 - /a/h/h/77 - /a/h/h/78 - /a/h/h/79 - /a/h/h/80 - /a/h/h/81 - /a/h/h/82 - /a/h/h/83 - /a/h/h/84 - /a/h/h/85 - /a/h/h/86 - /a/h/h/87 - /a/h/h/88 - /a/h/h/89 - /a/h/h/90 - /a/h/h/91 - /a/h/h/92 - /a/h/h/93 - /a/h/h/94 - /a/h/h/95 - /a/h/h/96 - /a/h/h/97 - /a/h/h/98 - /a/h/h/99 - /a/h/h/100 - /a/h/h/101 - /a/h/h/102 - /a/h/h/103 - /a/h/h/104 - /a/h/h/105 - /a/h/h/106 - /a/h/h/107 - /a/h/h/108 - /a/h/h/109 - /a/h/h/110 - /a/h/h/111 - /a/h/h/112 - /a/h/h/113 - /a/h/h/114 - /a/h/h/115 - /a/h/h/116 - /a/h/h/117 - /a/h/h/118 - /a/h/h/119 - /a/h/h/120 - /a/h/h/121 - /a/h/h/122 - /a/h/h/123 - /a/h/h/124 - /a/h/h/125 - /a/h/h/126 - /a/h/h/127 - /a/h/h/128 - /a/h/h/129 - /a/h/h/130 - /a/h/h/131 - /a/h/h/132 - /a/h/h/133 - /a/h/h/134 - /a/h/h/135 - /a/h/h/136 - /a/h/h/137 - /a/h/h/138 - /a/h/h/139 - /a/h/h/140 - /a/h/h/141 - /a/h/h/142 - /a/h/h/143 - /a/h/h/144 - /a/h/h/145 - /a/h/h/146 - /a/h/h/147 - /a/h/h/148 - /a/h/h/149 - /a/h/h/150 - /a/h/h/151 - /a/h/h/152 - /a/h/h/153 - /a/h/h/154 - /a/h/h/155 - /a/h/h/156 - /a/h/h/157 - /a/h/h/158 - /a/h/h/159 - /a/h/h/160 - /a/h/h/161 - /a/h/h/162 - /a/h/h/163 - /a/h/h/164 - /a/h/h/165 - /a/h/h/166 - /a/h/h/167 - /a/h/h/168 - /a/h/h/169 - /a/h/h/170 - /a/h/h/171 - /a/h/h/172 - /a/h/h/173 - /a/h/h/174 - /a/h/h/175 - /a/h/h/176 - /a/h/h/177 - /a/h/h/178 - /a/h/h/179 - /a/h/h/180 - /a/h/h/181 - /a/h/h/182 - /a/h/h/183 - /a/h/h/184 - /a/h/h/185 - /a/h/h/186 - /a/h/h/187 - /a/h/h/188 - /a/h/h/189 - /a/h/h/190 - /a/h/h/191 - /a/h/h/192 - /a/h/h/193 - /a/h/h/194 - /a/h/h/195 - /a/h/h/196 - /a/h/h/197 - /a/h/h/198 - /a/h/h/199 - /a/h/h/200 - /a/h/h/201 - /a/h/h/202 - /a/h/h/203 - /a/h/h/204 - /a/h/h/205 - /a/h/h/206 - /a/h/h/207 - /a/h/h/208 - /a/h/h/209 - /a/h/h/210 - /a/h/h/211 - /a/h/h/212 - /a/h/h/213 - /a/h/h/214 - /a/h/h/215 - /a/h/h/216 - /a/h/h/217 - /a/h/h/218 - /a/h/h/219 - /a/h/h/220 - /a/h/h/221 - /a/h/h/222 - /a/h/h/223 - /a/h/h/224 - /a/h/h/225 - /a/h/h/226 - /a/h/h/227 - /a/h/h/228 - /a/h/h/229 - /a/h/h/230 - /a/h/h/231 - /a/h/h/232 - /a/h/h/233 - /a/h/h/234 - /a/h/h/235 - /a/h/h/236 - /a/h/h/237 - /a/h/h/238 - /a/h/h/239 - /a/h/h/240 - /a/h/h/241 - /a/h/h/242 - /a/h/h/243 - /a/h/h/244 - /a/h/h/245 - /a/h/h/246 - /a/h/h/247 - /a/h/h/248 - /a/h/h/249 - /a/h/h/250 - /a/h/h/251 - /a/h/h/252 - /a/h/h/253 - /a/h/h/254 - /a/h/h/255 - /a/h/h/256 - /a/h/h/257 - /a/h/h/258 - /a/h/h/259 - /a/h/h/260 - /a/h/h/261 - /a/h/h/262 - /a/h/h/263 - /a/h/h/264 - /a/h/h/265 - /a/h/h/266 - /a/h/h/267 - /a/h/h/268 - /a/h/h/269 - /a/h/h/270 - /a/h/h/271 - /a/h/h/272 - /a/h/h/273 - /a/h/h/274 - /a/h/h/275 - /a/h/h/276 - /a/h/h/277 - /a/h/h/278 - /a/h/h/279 - /a/h/h/280 - /a/h/h/281 - /a/h/h/282 - /a/h/h/283 - /a/h/h/284 - /a/h/h/285 - /a/h/h/286 - /a/h/h/287 - /a/h/h/288 - /a/h/h/289 - /a/h/h/290 - /a/h/h/291 - /a/h/h/292 - /a/h/h/293 - /a/h/h/294 - /a/h/h/295 - /a/h/h/296 - /a/h/h/297 - /a/h/h/298 - /a/h/h/299 - /a/h/h/300 - /a/h/h/301 - /a/h/h/302 - /a/h/h/303 - /a/h/h/304 - /a/h/h/305 - /a/h/h/306 - /a/h/h/307 - /a/h/h/308 - /a/h/h/309 - /a/h/h/310 - /a/h/h/311 - /a/h/h/312 - /a/h/h/313 - /a/h/h/314 - /a/h/h/315 - /a/h/h/316 - /a/h/h/317 - /a/h/h/318 - /a/h/h/319 - /a/h/h/320 - /a/h/h/321 - /a/h/h/322 - /a/h/h/323 - /a/h/h/324 - /a/h/h/325 - /a/h/h/326 - /a/h/h/327 - /a/h/h/328 - /a/h/h/329 - /a/h/h/330 - /a/h/h/331 - /a/h/h/332 - /a/h/h/333 - /a/h/h/334 - /a/h/h/335 - /a/h/h/336 - /a/h/h/337 - /a/h/h/338 - /a/h/h/339 - /a/h/h/340 - /a/h/h/341 - /a/h/h/342 - /a/h/h/343 - /a/h/h/344 - /a/h/h/345 - /a/h/h/346 - /a/h/h/347 - /a/h/h/348 - /a/h/h/349 - /a/h/h/350 - /a/h/h/351 - /a/h/h/352 - /a/h/h/353 - /a/h/h/354 - /a/h/h/355 - /a/h/h/356 - /a/h/h/357 - /a/h/h/358 - /a/h/h/359 - /a/h/h/360 - /a/h/h/361 - /a/h/h/362 - /a/h/h/363 - /a/h/h/364 - /a/h/h/365 - /a/h/h/366 - /a/h/h/367 - /a/h/h/368 - /a/h/h/369 - /a/h/h/370 - /a/h/h/371 - /a/h/h/372 - /a/h/h/373 - /a/h/h/374 - /a/h/h/375 - /a/h/h/376 - /a/h/h/377 - /a/h/h/378 - /a/h/h/379 - /a/h/h/380 - /a/h/h/381 - /a/h/h/382 - /a/h/h/383 - /a/h/h/384 - /a/h/h/385 - /a/h/h/386 - /a/h/h/387 - /a/h/h/388 - /a/h/h/389 - 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KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 40

QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -UK society

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Much more of an opportunity	148 4% Bbejlnp r	56 6% zB	90 3%	100 8% zB	6 1%	45 36% zde	96 14% ze	8 *	40 31% gh	80 16% h	6 1%	137 18% zj	7 *	148 24% zl	-	135 16% zn	1 *	135 16% zp	2 *	95 8% zr	18 2%	135 4%
More of an opportunity	461 12% Bbejlnp B	147 15% B	313 11%	231 18% zB	23 5%	18 15% e	176 25% zce	109 6%	16 13% fh	108 22% fh	67 7%	318 42% zj	28 2%	461 76% zl	-	323 38% zn	22 2%	328 38% zp	30 2%	214 19% zr	86 12%	412 11%
As much of an opportunity as a risk	1184 32% bejklm p	307 31% B	876 32%	397 31% zB	86 20%	29 24%	228 33%	495 28%	35 27%	165 33%	284 30%	189 25% j	215 15%	-	-	277 32% n	157 13%	246 29% p	179 13%	393 35%	224 31%	1181 32%
More of a risk	1039 28% acdikmo q	249 25% z	785 29%	283 22% zA	135 32%	14 11%	123 18%	577 33% zcd	25 19%	95 19%	310 32% fg	78 10%	647 44% zl	-	1039 62% zk	93 11%	527 45% zm	97 11%	673 48% zo	259 23%	212 29% q	1080 29%
Much more of a risk	650 17% dikmoq q	170 17% dikmoq	477 18%	234 18% z	90 21%	12 10%	56 8%	404 23% zcd	10 8%	36 7%	216 23% fa	21 3%	538 37% zl	-	650 38% zk	14 2%	447 38% zm	41 5%	504 36% zo	144 13%	159 22% zq	647 17%
AI won't have much impact either way	62 2% kjlnp nopqr	19 2% kjlnp	43 2%	16 1% zA	13 3%	3 2%	8 1%	35 2%	1 1%	10 2%	18 2%	7 1%	14 1%	-	-	6 1% *	6 *	9 1%	14 1%	15 1%	6 1%	63 2%
Don't know	171 5% adijklm nopqr	45 5% adijklm	126 5%	15 1% zA	69 16% zA	3 2%	7 1%	110 6% zd	2 1%	5 1%	52 5% g	8 1%	14 1%	-	-	9 1%	10 1%	1 *	10 1%	9 1%	21 3% q	200 5%
Prefer not to say	12 * e	1 * e	10 *	2 *	2 1%	-	-	-	-	-	1 *	2 *	-	-	-	2 *	-	-	-	-	2 *	9 *
More or much more of an opportunity	609 16% Bbejlnp zB	203 20% zB	403 15%	331 26% zB	29 7%	63 51% zde	273 39% ze	117 7%	56 44% fh	188 38% h	73 8%	456 60% zj	35 2%	609 100% zl	-	458 53% zn	24 2%	464 54% zp	32 2%	308 27% zr	104 14%	547 15%
More or much more of a risk	1689 45% acdikmo q	419 42% acdikmo	1262 46% z	518 40% zA	225 53% zA	26 21%	179 26%	981 56% zcd	35 27%	130 26%	526 55% fg	100 13%	1184 81% zl	-	1689 100% zk	107 12% zm	973 83% zo	138 16% zq	1177 83% zo	403 36%	371 51% zq	1727 46%
NET: Opportunity	-29%	-22%	-32%	-15%	-46%	30%	13%	-50%	16%	12%	-47%	47%	-79%	100%	-100%	41%	-81%	38%	-81%	-8%	-37%	-32%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename : 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/N/B - z/A/B - z/C/D/E - t/G/H - z/I/J - z/K/L - z/M/N - z/O/P - z/Q/R

Overlap formulae used. * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/a - z/i/z/s/t - z/w/v/u/w/x/y/z/A
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
Public Use

22 Sep 2025
Table 42

QAIOPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? *You personally

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status				Education								Annual household income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after house/children / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other Higher Education below degree level	A-level or equivalent	GCSE / O-Level/ CSE / NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above	Unwtd Total	
Unweighted Total	3727	1796	1931	127	276	434	619	903	887	463	3343	399	1888	1859	133	1667	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1979	447	608	609	599	595	451	417	3144	482	2144	1583	171*	1070	260*	1110	2513	482	1018	807	174	137	689	1007	861	394	3727	
Much more of an opportunity	234	122	107	46	69	45	46	15	10	3	155	69	168	66	15	17	34	111	123	21	60	33	3	5	33	33	77	45	167	
ghimor wv	6%	7%	6%	10%	11%	7%	8%	3%	2%	1%	5%	14%	9%	4%	9%	2%	13%	10%	5%	5%	6%	4%	2%	5%	5%	3%	2%	9%	12%	4%
More of an opportunity	627	361	266	102	136	144	114	77	30	25	518	102	442	185	28	79	69	227	390	65	209	95	15	5	56	157	188	126	514	
ghimor wv	17%	21%	14%	23%	24%	20%	19%	13%	7%	6%	16%	21%	21%	12%	17%	7%	27%	20%	15%	15%	21%	12%	9%	5%	8%	16%	22%	32%	14%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
As much of an opportunity as a risk	981	506	475	109	194	153	184	146	109	86	797	143	599	382	50	236	71	317	645	114	267	200	49	15	182	266	249	97	950	
ghimor wv	26%	29%	24%	24%	32%	25%	31%	24%	24%	21%	25%	29%	28%	24%	29%	22%	27%	29%	25%	26%	26%	23%	28%	13%	26%	26%	29%	25%	25%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
More of a risk	808	330	477	76	78	118	123	148	135	130	734	64	406	402	26	120	38	157	601	111	215	153	45	36	162	240	158	65	896	
ghimor wv	22%	20%	23%	17%	19%	21%	25%	30%	31%	23%	13%	19%	19%	25%	10%	30%	15%	18%	24%	21%	21%	24%	26%	31%	23%	24%	18%	16%	24%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
Much more of a risk	343	145	200	32	42	52	53	79	40	16	311	36	188	174	24	134	9	94	242	45	93	89	20	14	90	112	62	16	406	
ghimor wv	10%	8%	11%	7%	7%	9%	9%	13%	11%	13%	10%	8%	9%	11%	14%	13%	3%	8%	10%	10%	9%	11%	11%	12%	13%	11%	7%	4%	11%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
AI won't have much impact either way	511	201	306	72	60	65	52	86	85	93	458	45	255	256	20	198	31	126	377	65	127	129	33	22	110	157	99	43	556	
ghimor wv	14%	11%	16%	16%	10%	11%	9%	14%	19%	22%	15%	9%	12%	16%	11%	18%	12%	11%	15%	15%	12%	16%	19%	19%	16%	16%	11%	11%	15%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
Don't know	192	57	134	11	24	29	25	45	34	24	160	25	84	108	7	86	6	36	147	14	42	65	9	36	54	39	27	2	228	
ghimor wv	5%	3%	7%	3%	4%	5%	4%	8%	7%	6%	5%	5%	4%	7%	4%	8%	2%	3%	6%	3%	4%	8%	14%	6%	8%	4%	3%	1%	6%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
Prefer not to say	12	6	6	-	5	2	3	1	-	1	6	3	3	9	1	3	3	2	7	-	3	2	-	1	1	3	1	-	10	
ghimor wv	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
More or much more of an opportunity	860	483	367	148	205	190	159	91	40	27	673	172	610	251	44	95	103	338	513	86	270	128	18	11	89	190	266	171	681	
ghimor wv	23%	28%	19%	33%	34%	33%	27%	15%	9%	7%	21%	35%	28%	16%	23%	9%	40%	30%	20%	20%	27%	16%	10%	9%	13%	19%	31%	43%	18%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
More or much more of a risk	1170	495	673	107	120	169	176	227	184	186	1045	104	594	577	50	454	47	291	863	157	309	282	65	50	252	352	220	81	1302	
ghimor wv	31%	28%	34%	24%	20%	28%	29%	38%	41%	43%	33%	21%	28%	36%	29%	42%	18%	26%	34%	36%	30%	33%	37%	43%	37%	35%	26%	20%	35%	
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv	ghimor wv
NET: Opportunity	8%	-1%	-15%	9%	14%	3%	-3%	-23%	-32%	-38%	-12%	14%	1%	-21%	-4%	-34%	-22%	4%	-14%	-16%	-4%	-19%	-27%	-34%	-24%	-16%	5%	23%	-17%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N: 25-002388-61)
File name: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Means: Columns Totals (Risk level) - z/n/p - z/c/d/n/f/p/h/ - z/l/n - z/m/n/c/p - z/n/r/z/n/c/w - z/c/n/B
Overlap formulae used. * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level) - $z/a/b/c/d - z/e/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/z/A/B/C/D/E$
Overlap formulae used: " small base



QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? - You personally

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Much more of an opportunity	234 6% Bbejlnp r	84 8% zb	148 5% zb	166 13% zb	5 1% zb	47 38% zde	163 23% ze	4 * z	44 35% gh	120 24% h	14 2% z	178 23% zj	12 1% z	166 27% zl	8 * z	234 27% zm	- - z	181 21% zp	9 1% z	170 15% zr	23 3% z	167 4% z
More of an opportunity	627 17% Bbejlnp r	233 23% zb	394 14% zb	336 26% zb	15 4% zb	26 21% e	230 33% zce	91 5% z	43 34% h	181 36% h	82 9% z	328 43% zj	70 5% z	291 48% zl	99 6% z	627 73% zm	- - z	351 41% zp	78 6% z	317 28% zr	103 14% z	514 14% z
As much of an opportunity as a risk	981 26% beijklm noq	268 27% zb	712 26% zb	364 28% zb	68 16% zb	25 20% z	187 27% z	379 22% z	27 21% z	132 27% z	250 26% z	130 17% z	262 18% z	85 14% z	305 18% z	- - z	- - z	185 22% p	220 16% z	359 32% z	217 30% z	950 25% z
More of a risk	808 22% Aacdikm oq	180 18% za	621 23% za	181 14% za	115 27% za	11 9% z	63 9% z	513 30% zcd	4 3% z	33 7% z	241 25% fg	49 6% z	557 38% zi	23 4% z	628 37% zk	- - zm	808 69% zm	55 6% zo	550 39% zo	155 14% z	189 26% zq	896 24% z
Much more of a risk	363 10% adikmoq	84 8% za	277 10% za	97 8% za	78 18% za	10 8% d	22 3% z	263 15% zd	8 6% z	17 3% z	134 14% g	14 2% z	315 22% zi	1 * z	345 20% zk	- - zm	363 31% zm	5 1% zo	320 23% zo	51 5% z	94 13% z	406 11% z
AI won't have much impact either way	511 14% Aacdikm noqr	98 10% za	413 15% za	122 10% za	72 17% za	4 3% z	25 4% z	351 20% zcd	2 1% z	13 3% z	176 18% fg	51 7% z	219 15% li	37 6% z	263 16% zk	- - z	- - z	68 8% z	207 15% o	67 6% z	77 11% q	556 15% z
Don't know	192 5% adjiklm noqq	41 4% z	150 6% z	11 1% z	70 17% za	1 1% z	5 1% z	135 8% zcd	- - z	2 * z	57 6% fg	10 1% z	24 2% z	5 1% z	40 2% z	- - z	- - z	11 1% z	28 2% z	8 1% z	25 3% q	228 6% z
Prefer not to say	12 * elp	4 * z	7 * z	1 * z	1 * z	- - z	- - z	1 * z	- - z	- - z	1 * z	- - z	4 * z	- - z	1 * z	- - z	- - z	- - z	1 * z	- - z	- - z	10 * z
More or much more of an opportunity	860 23% Bbejlnp r	317 32% zb	541 20% zb	502 39% zb	20 5% zb	73 59% ze	392 56% ze	95 5% z	88 68% h	301 60% h	96 10% z	507 67% zj	82 6% z	458 75% zl	107 6% z	860 100% zm	- - z	533 62% zp	87 6% z	487 43% zr	126 17% z	681 18% z
More or much more of a risk	1170 31% Aacdikm oq	264 27% za	897 33% za	278 22% za	194 46% za	20 16% z	86 12% z	776 45% zcd	12 9% z	49 10% z	375 39% fg	63 8% z	872 60% zi	24 4% z	973 58% zk	- - zm	1170 100% zm	60 7% zo	870 62% zo	206 18% z	283 39% zq	1302 35% z
NET: Opportunity	-8%	5%	-13%	18%	-41%	43%	44%	-39%	59%	51%	-29%	58%	-54%	71%	-51%	100%	-100%	55%	-55%	25%	-22%	-17%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [R/25-002388-01]
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QAIOPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? - You personally

Base: All UK adults, age 16+

	Total [1]	Job industry or sector (work in or looking to work in)																	Trust:			General election 2024 vote						Unwtd Total [27]
		Agriculture, forestry and fishing [2]	Utilities or production [3]	Manufacturing [4]	Construction [5]	Wholesale and retail trade [6]	Transportation and storage [7]	Food or hospitality [8]	Information or communication [9]	Finance or insurance [10]	Real estate [11]	Professional, scientific or technical activities [12]	Administration [13]	Education [14]	Health, social care or social work [15]	Arts or recreation [16]	Other services [17]	Climate change is taking place [18]	The civil service [19]	The Government [20]	The media [21]	Conservative Party [22]	Labour Party [23]	Liberal Democrats [24]	Reform UK [25]	Green Party [26]	Other [28]	
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727
Weighted Total	3727	211**	371**	1571**	1211**	1691**	1011**	1121**	1561**	1551**	301**	2011**	1201**	263	316	371**	331	3348	2448	1086	921	690	1039	369	337	235	250	3727
Much more of an opportunity	234 6%	-	3 8%	13 8%	8 6%	12 7%	5 5%	10 8%	28 18%	14 9%	2 8%	39 19%	4 3%	25 9%	19 6%	2 6%	13 4%	187 6%	146 6%	69 6%	63 7%	18 4%	79 8%	26 7%	14 4%	19 8%	25 10%	167 4%
More of an opportunity	627 17%	1 6%	11 30%	21 20%	24 20%	25 15%	19 19%	27 20%	30 23%	44 28%	7 22%	50 25%	28 22%	50 19%	50 16%	5 13%	63 19%	508 17%	458 19%	222 21%	161 17%	74 15%	164 16%	71 19%	56 17%	33 14%	27 11%	314 14%
As much of an opportunity as a risk	981 26%	3 16%	11 29%	48 31%	37 31%	48 29%	23 23%	30 23%	48 31%	49 31%	3 11%	63 31%	35 28%	77 29%	89 28%	10 27%	91 27%	877 27%	662 27%	251 23%	239 26%	114 23%	299 29%	99 27%	104 31%	73 31%	62 25%	950 25%
More of a risk	808 22%	3 13%	4 10%	38 24%	22 18%	31 19%	23 23%	19 14%	22 14%	21 13%	7 25%	24 12%	30 24%	56 21%	65 20%	9 25%	73 22%	705 22%	522 21%	230 21%	201 22%	126 26%	221 21%	84 23%	77 23%	53 23%	55 22%	896 24%
Much more of a risk	363 10%	7 34%	5 15%	11 7%	10 8%	15 9%	11 11%	8 6%	8 5%	9 5%	2 5%	8 4%	15 12%	15 6%	40 13%	3 8%	41 12%	303 9%	189 8%	95 9%	80 9%	67 14%	85 8%	29 8%	35 10%	18 8%	28 11%	406 11%
AI won't have much impact either way	511 14%	6 31%	3 8%	12 8%	13 11%	28 17%	17 16%	30 23%	14 9%	16 10%	4 12%	15 8%	8 6%	27 10%	39 12%	4 10%	38 11%	458 14%	345 14%	141 13%	123 13%	66 13%	152 15%	48 13%	35 10%	34 14%	38 15%	556 15%
Don't know	192 5%	- -	- -	5 3%	7 6%	9 6%	2 2%	7 6%	1 1%	3 2%	3 16%	2 1%	5 5%	6 5%	12 4%	14 11%	4 4%	153 5%	120 5%	63 6%	49 5%	24 5%	38 4%	12 3%	13 4%	5 2%	15 6%	228 6%
Prefer not to say	12 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	8 4%	6 4%	5 4%	5 1%	1 4%	- -	- -	4 1%	- -	- -	10 *
More or much more of an opportunity	860 23%	1 6%	14 38%	44 28%	32 26%	36 22%	25 25%	37 28%	63 41%	58 38%	9 30%	89 44%	32 25%	75 29%	70 22%	7 19%	76 23%	743 23%	604 25%	301 28%	224 24%	92 19%	242 23%	97 26%	70 21%	52 22%	52 21%	681 18%
More or much more of a risk	1170 31%	10 47%	9 25%	48 31%	32 27%	46 27%	34 34%	26 20%	30 19%	29 19%	9 30%	32 16%	45 36%	71 27%	105 33%	12 33%	114 35%	1008 31%	712 29%	325 30%	281 31%	193 39%	307 30%	113 31%	112 33%	71 30%	83 33%	1302 35%
NET Opportunity		-8%	-41%	13%	-3%	*	-6%	-9%	8%	22%	19%	*	28%	-11%	2%	-11%	-12%	-8%	-4%	-2%	-6%	-21%	-6%	-4%	-12%	-8%	-12%	-17%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/s/t - z/u/v/w/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
Public Use

22 Sep 2025
Table 46

QAIOP5EN. On balance, do you see AI as more of an opportunity or a risk for the following? - Public services in the UK

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education								Annual household income					Unweighted Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after household / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level/ CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £99,999 (n)	£100,000 and above (n)			
Unweighted Total	3727	1796	1931	127	276	434	619	903	867	463	3343	399	1888	1859	133	1667	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1979	447	608	609	599	595	451	417	3144	482	2144	1583	171*	1070	260*	1110	2551	435	1018	807	174	116*	689	1007	861	394	3727		
Much more of an opportunity	230	144	81	24	65	46	42	29	13	11	174	49	159	71	18	33	30	113	117	20	59	33	4	1	31	28	78	56	191		
	6%	8%	4%	5%	11%	8%	7%	5%	3%	3%	6%	10%	7%	4%	10%	3%	4%	10%	5%	5%	6%	4%	2%	1%	5%	2%	9%	14%	5%		
	hghymo	zb			qgh	hi	hi	h			z		amo		mo			zstuw													
More of an opportunity	627	356	262	86	124	107	101	89	61	59	521	94	394	233	30	141	52	253	368	68	178	94	26	1	66	176	180	104	597		
	17%	20%	14%	19%	20%	18%	17%	15%	13%	14%	17%	19%	18%	15%	18%	13%	20%	23%	14%	16%	18%	12%	15%	1%	10%	17%	21%	26%	16%		
	ghmow	zb			hi								amo					zstuw	uw	w	uw	w	w			x	z	z	z		
As much of an opportunity as a risk	1156	532	617	144	182	177	203	181	138	131	954	169	677	479	34	332	95	368	772	140	318	217	62	35	227	310	289	123	1148		
	31%	30%	32%	32%	30%	29%	34%	30%	31%	31%	30%	34%	32%	30%	20%	31%	36%	33%	30%	32%	31%	27%	36%	30%		33%	31%	34%	31%	31%	
	rn										r		r					r													
More of a risk	905	396	499	89	118	156	142	147	136	118	832	61	485	418	47	303	48	209	681	116	234	251	47	33	181	279	187	65	948		
	24%	23%	26%	20%	19%	26%	24%	25%	30%	28%	26%	12%	23%	26%	28%	28%	18%	19%	27%	27%	23%	31%	27%	29%	26%	28%	22%	16%	25%		
	uqB										rcdf		z																		
Much more of a risk	568	215	275	58	69	74	69	100	108	70	406	64	275	233	32	168	23	120	379	69	144	122	24	20	108	142	94	34	537		
	14%	12%	14%	13%	11%	12%	12%	17%	15%	17%	14%	13%	13%	15%	19%	16%	9%	11%	15%	16%	14%	12%	14%	17%	16%	14%	11%	9%	14%		
	uqB										uqB																				
At won't have much impact either way	82	39	38	20	17	15	11	9	4	7	60	17	47	35	3	20	10	10	67	9	23	24	4	6	21	25	11	1	69		
	2%	2%	2%	4%	3%	2%	2%	1%	1%	2%	2%	4%	2%	2%	2%	2%	4%	1%	3%	2%	2%	3%	2%	5%	3%	3%	1%	*	2%		
	hoB			h																											
Don't know	206	58	146	27	29	29	27	41	32	21	173	31	98	108	5	73	23	37	182	14	61	62	8	17	53	46	21	12	226		
	6%	3%	8%	6%	5%	5%	5%	7%	7%	5%	6%	6%	5%	7%	3%	7%	9%	3%	6%	3%	6%	8%	4%	15%	8%	5%	2%	3%	6%		
	uqB			z				z	z																						
Prefer not to say	14	7	6	-	5	4	3	2	-	1	4	7	7	6	2	-	-	1	6	-	1	5	-	1	1	-	2	-	11		
	*	*	*	-	1%	1%	*	*	-	*	*	1%	*	*	1%	-	-	*	*	-	*	1%	-	1%	-	-	-	*	-	*	
	j																														
More or much more of an opportunity	857	501	344	110	189	153	143	118	74	70	694	143	554	303	48	174	62	366	485	88	237	127	30	3	97	205	258	159	788		
	23%	29%	18%	25%	31%	25%	24%	20%	16%	17%	22%	29%	26%	19%	28%	16%	24%	33%	19%	20%	23%	16%	17%	2%	14%	20%	30%	40%	21%		
	hghymo	zb		qgh	hi	hi	hi				z		amo		mo			zstuw	uw	w	uw	w	w			x	z	z	z		
More or much more of a risk	1413	611	774	146	186	230	212	247	204	188	1258	125	762	651	79	471	71	329	1060	185	378	373	70	53	290	421	280	99	1485		
	38%	35%	40%	33%	31%	38%	35%	41%	45%	45%	40%	25%	36%	41%	46%	44%	27%	30%	42%	42%	37%	48%	41%	46%	42%	42%	33%	25%	40%		
	uqB							zdf	zdf	zdf	zdf		zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	zdf	
NET Opportunity	158%	-6%	-32%	8%	*	-13%	-11%	-22%	-39%	-38%	-18%	4%	-10%	-22%	-19%	-38%	-3%	3%	-23%	-22%	-14%	-30%	-23%	-43%	-28%	-23%	-3%	15%	-18%		

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean/Tests Tested (5% risk level) - z/a/b - z/c/d/e/f/h/i/j - z/k - z/l/m/n/o/p - z/q/r/s/t/u/v/w - z/x/y/A/B
Overlap formulae used. * small base

Base: All UK adults, age 16+

		Country					England region (Net)					England region										Urbanity		IMD Quintile										1- Managerial, administrative and professional occupations		2- Intermediate occupations		3- Small employers and own account workers		4- Lower supervisory and technical occupations		5- Semi-routine and routine occupations		6- Long term unemployed or never worked		7- Full-time student		
		Total (0)	England (0)	Scotland (0)	Wales (0)	Northern Ireland (0)	North (0)	Midlands (0)	South (0)	North East (0)	North West (0)	Yorkshire and The Humber (0)	East Midlands (0)	West Midlands (0)	East of England (0)	South East (0)	South West (0)	London (0)	Urban (0)	Rural (0)	1- Most deprived (0)	2 (0)	3 (0)	4 (0)	5- Least deprived (0)	6- Lower supervisory and technical occupations (0)	7- Full-time student (0)	Unweighted Total																				
Unweighted Total	1322	1033	289	203	203	203	683	565	1575	2137	375	260	260	260	339	403	382	361	2861	866	710	773	750	765	709	2114	512	254	298	360	37	70	1322															
Weighted Total	1717	1311	356	175	175	175	672	545	1575	2425	475	325	325	325	403	475	460	460	2960	915	760	815	785	735	685	2154	512	254	298	360	37	70	1717															
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														
More of an opportunity	6%	180	13	15	7	48	38	133	8	26	14	27	31	19	35	20	29	183	47	47	48	50	50	48	37	259	127	33	48	11	18	72	9	181														

Fieldwork dates: 30th May - 4th June 2025
 Respondent type: KnowledgePanel members - UK, 16+
 Source: Ipsos [IN J25-002388-01]
 Filename: 25-002388_WAVE_2505295_AA_wtd_v1_PublicUse
 Proportions/Mean: Columns Tested (5% risk level) - $1/a/b/c/d$ - $1/a/v/g$ - $1/h/f/j/k/l/m/n/o/p$ - $1/q/r$ - $1/s/u/v/w$ - $1/x/y/z/AB/CD/EI$
 Overlap formulae used. * small base



QAIOPPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? -Public services in the UK

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Much more of an opportunity	230 6% Bbejlnp r	87 9% zB	143 5% f	157 12% zB	6 1% f	47 38% zde	146 21% ze	20 1% f	42 33% gh	103 21% h	15 2% f	195 26% zj	12 1% f	177 29% zl	16 1% f	183 21% zn	3 * f	230 27% zp	- 1% f	148 13% zr	24 3% f	191 5% f
More of an opportunity	627 17% bejlnp	160 16% zB	466 17% f	273 21% zB	32 8% f	22 18% ze	178 26% ze	208 12% f	18 14% f	126 25% fh	115 12% f	375 49% zj	84 6% f	287 47% zl	122 7% f	350 41% zn	57 5% f	627 73% zp	- f	259 23% zr	119 16% f	597 16% f
As much of an opportunity as a risk	1156 31% bejklm nop	306 31% zB	847 31% f	379 30% zB	90 21% f	29 23% ze	211 30% ze	489 28% f	36 28% f	160 32% f	281 29% f	142 19% f	226 15% f	100 16% f	310 18% f	214 25% n	213 18% f	- f	- f	388 34% f	221 30% f	1148 31% f
More of a risk	905 24% acdikmo q	234 24% zB	665 24% f	237 19% zB	125 29% za	10 8% f	94 13% f	512 29% zcd	16 13% f	61 12% f	274 29% fg	26 3% f	643 44% zl	24 4% f	707 42% zk	76 9% zm	491 42% zm	- f	905 64% zo	190 17% f	222 31% zq	948 25% f
Much more of a risk	508 14% dikmoq	119 12% zB	387 14% f	169 13% zB	81 19% za	11 9% f	38 5% f	341 20% zcd	12 9% f	29 6% f	185 19% fa	12 2% f	459 31% zl	8 1% f	471 28% zk	11 1% zm	379 32% zm	- f	508 36% zo	96 9% f	109 15% q	537 14% f
AI won't have much impact either way	82 2% Bijnop	35 4% zB	47 2% f	35 3% zB	13 3% f	1 1% f	14 2% f	41 2% f	1 1% f	9 2% f	23 2% f	6 1% f	11 1% f	10 2% f	27 2% f	12 1% f	14 1% f	- f	- f	24 2% f	11 1% f	69 2% f
Don't know	206 6% adjiklm nop	51 5% zB	154 6% f	28 2% zB	76 18% za	3 2% f	14 2% f	128 7% zd	2 2% f	10 2% f	59 6% g	3 * f	28 2% i	2 * f	37 2% k	13 2% f	13 1% f	- f	- f	24 2% f	18 2% f	226 6% f
Prefer not to say	14 * e	- f	11 * f	2 * f	2 1% f	- f	- f	1 * f	- f	- f	1 * f	2 * f	- f	- f	- f	2 * f	- f	- f	- f	- f	4 1% f	11 * f
More or much more of an opportunity	857 23% bejlnp	247 25% zB	608 22% f	430 34% zB	37 9% f	69 56% ze	324 47% ze	227 13% f	61 47% h	229 46% h	130 14% f	571 75% zi	96 7% f	464 76% zi	138 8% f	533 62% zn	60 5% f	857 100% zp	- f	407 36% zr	143 20% f	788 21% f
More or much more of a risk	1413 38% acdikmo q	353 36% zB	1052 39% f	405 32% zB	206 49% za	22 17% f	132 19% f	852 49% zcd	28 22% f	90 18% f	460 48% fg	37 5% f	1102 75% zl	32 5% f	1177 70% zk	87 10% zm	870 74% zm	- f	1413 100% zo	285 25% f	331 45% zq	1485 40% f
NET: Opportunity	-15%	-11%	-16%	2%	-40%	38%	28%	-36%	25%	28%	-35%	70%	-69%	71%	-62%	52%	-69%	100%	-100%	11%	-26%	-19%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename : 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/N/B - z/a/b - z/c/d/e - t/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QAIOPGEN. On balance, do you see AI as more of an opportunity or a risk for the following? - Public services in the UK

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																Trust:											General election 2024 vote							
		Agriculture, forestry and fishing (a)	Utilities or production (b)	Manufacturing (c)	Construction (d)	Wholesale and retail trade (e)	Transportation and storage (f)	Food or hospitality (g)	Information or communication (h)	Finance or insurance (i)	Real estate (j)	Professional, scientific or technical activities (k)	Administration (l)	Education (m)	Health, social care or social work (n)	Arts or recreation (o)	Other services (p)	Climate change is taking place (q)	The civil service (r)	The Government (s)	The media (t)	Conservative Party (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (z)	Unwtd Total								
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727								
Weighted Total	3727	211**	371**	157**	131**	169**	101**	132**	156**	155**	30**	201**	126**	263	316	37**	331	3248	2448	1086	921	690	1048	369	337	235	250	3727								
Much more of an opportunity	230	-	3	23	6	10	8	2	17	15	4	27	4	24	19	-	11	195	170	84	59	25	91	26	18	7	22	191								
6%	-	-	9%	14%	5%	6%	8%	2%	11%	10%	15%	14%	3%	9%	6%	-	3%	7%	6%	7%	6%	5%	9%	7%	5%	3%	9%	5%								
More of an opportunity	627	6	7	27	26	19	17	23	44	44	4	47	24	33	51	8	58	569	454	200	183	73	182	74	44	48	36	597								
17%	28%	19%	17%	22%	11%	17%	18%	28%	28%	28%	14%	23%	19%	13%	16%	21%	18%	18%	15%	16%	20%	15%	18%	20%	13%	20%	14%	16%								
As much of an opportunity as a risk	1156	5	13	38	42	51	24	41	53	51	6	76	38	84	110	12	93	1012	813	362	340	162	350	95	100	73	68	1148								
31%	25%	36%	25%	34%	30%	24%	31%	34%	33%	33%	22%	38%	31%	32%	35%	33%	28%	31%	33%	33%	37%	33%	34%	26%	30%	31%	27%	31%								
More of a risk	905	6	8	45	26	37	29	36	23	24	10	21	20	78	68	5	95	786	579	248	192	128	234	91	104	64	56	948								
24%	27%	21%	29%	21%	22%	29%	27%	15%	16%	16%	32%	10%	16%	30%	22%	15%	29%	24%	24%	23%	21%	26%	23%	25%	31%	27%	23%	25%								
Much more of a risk	508	4	4	16	13	11	21	8	13	16	1	23	25	24	50	5	50	437	261	119	81	80	121	49	49	24	49	537								
14%	20%	11%	10%	11%	19%	21%	6%	8%	10%	4%	11%	20%	9%	16%	13%	15%	13%	13%	11%	11%	9%	16%	12%	13%	14%	10%	20%	14%								
At won't have much impact either way	82	-	1	4	2	8	1	5	4	2	-	2	7	5	4	-	8	69	48	16	20	3	25	14	6	3	3	69								
2%	-	3%	3%	2%	5%	1%	4%	2%	1%	-	1%	5%	2%	1%	-	2%	2%	2%	2%	2%	2%	1%	2%	4%	2%	1%	1%	2%								
Don't know	206	-	-	4	6	8	2	16	3	3	4	4	8	13	13	7	16	175	119	54	43	18	36	18	15	14	15	226								
6%	-	-	2%	5%	5%	2%	12%	2%	2%	13%	2%	6%	5%	4%	19%	5%	5%	5%	5%	5%	5%	4%	4%	5%	4%	6%	6%	6%								
Prefer not to say	14	-	-	-	-	4	-	-	-	-	-	-	-	1	1	-	-	5	4	2	3	1	-	1	1	-	-	11								
0%	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
More or much more of an opportunity	857	6	11	49	32	39	24	26	61	59	9	74	28	57	70	8	69	764	624	285	242	98	272	100	62	55	58	788								
23%	28%	29%	32%	27%	17%	24%	19%	39%	38%	29%	37%	22%	22%	22%	22%	21%	21%	24%	26%	26%	26%	20%	26%	27%	18%	23%	23%	21%								
More or much more of a risk	1413	10	12	61	39	69	50	44	35	40	11	43	45	103	118	10	145	1223	840	367	273	208	355	141	152	89	106	1485								
38%	47%	32%	39%	32%	41%	49%	34%	23%	26%	36%	22%	36%	39%	37%	27%	44%	44%	38%	34%	34%	30%	42%	34%	38%	45%	38%	42%	40%								
NET: Opportunity	-15%	-20%	-3%	-8%	-5%	-24%	-25%	-14%	16%	12%	-8%	16%	-14%	-17%	-15%	-7%	-23%	-14%	-9%	-8%	-3%	-22%	-8%	-11%	-27%	-15%	-19%	-19%								

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Weights: Column Totals (2% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/s - z/r/s/t - z/u/v/w/h/y/a
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 50

QASKILLS. How confident, if at all, are you that you have the skills you might need in order to use AI in your current job role / in the job you want to do?

Base: All UK adults, age 16+, who are working or looking for work

	Gender			Age							Ethnicity		Working status					Education										Annual household income				Unweighted Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level/ CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £99,999 (n)	£100,000 and above (n)				
Unweighted Total	1978	923	1055	87	236	381	548	578	130	18	1662	227	1888	110	62	17	27	738	1218	243	497	386	60	31	296	571	557	232	1978			
Weighted Total	2374	1179	1195	310*	530	534	531	386	69	10**	1905	397	2144	229*	92*	15**	113**	853	1493	262	682	437	60*	35**	295	631	693	210		2374		
Very confident	310	185	123	47	102	87	53	19	2	*	248	55	283	27	5	3	19	129	180	25	95	48	5	7	27	66	110	74	74	202		
	12%	10%	11%	15%	19%	16%	10%	5%	3%	2%	13%	14%	13%	12%	6%	19%	17%	15%	12%	10%	14%	11%	7%	19%	9%	10%	10%	24%	10%			
	bfgh	ab	gh	gh	efgh	efgh	gh																				xy	zwyA				
Fairly confident	818	465	342	105	213	205	196	87	11	2	629	161	725	93	31	*	53	377	435	71	226	105	28	4	81	187	284	125	618			
	34%	39%	30%	34%	40%	38%	37%	22%	16%	13%	33%	40%	34%	40%	33%	2%	47%	44%	29%	27%	33%	24%	43%	12%	27%	30%	41%	40%	31%			
	bghrsu	cd	gh	gh	gh	gh	gh												u		u		rsu				zwy	xy				
Not very confident	502	232	264	56	98	100	134	99	12	2	407	83	446	56	30	4	21	185	311	72	130	91	13	4	51	132	144	71	449			
	21%	20%	23%	18%	19%	19%	25%	26%	18%	13%	21%	21%	21%	24%	32%	29%	19%	22%	21%	28%	19%	21%	20%	12%	17%	17%	21%	21%	23%	23%		
Not at all confident	226	68	156	10	21	48	53	70	19	7	179	39	210	15	8	2	4	57	166	29	69	55	8	4	56	60	42	17	260			
	10%	6%	13%	3%	4%	9%	10%	18%	27%	43%	9%	10%	10%	7%	9%	17%	4%	7%	11%	11%	10%	13%	13%	11%	19%	10%	6%	5%	13%			
	cdgh	ab	cd	d	d	d	cddef	cddef	cddef									de								zwyAB						
I won't need specific skills to be able to use AI in my job role	111	55	50	16	33	13	21	21	7	-	97	10	109	2	2	-	-	28	81	18	32	29	1	1	17	45	26	2	92			
	5%	5%	4%	5%	6%	2%	4%	5%	10%	-	5%	3%	5%	1%	2%	-	-	3%	5%	7%	5%	7%	2%	3%	6%	7%	4%	1%	5%			
	efgh	e		e	e		e	ef																		8%	8%	8%				
I won't need to use AI in my job role	349	149	190	65	46	70	66	83	15	4	300	43	320	29	12	4	12	66	181	44	121	96	8	11	52	130	77	21	314			
	15%	13%	16%	21%	9%	13%	12%	22%	21%	29%	16%	11%	15%	13%	13%	29%	11%	8%	19%	17%	18%	22%	13%	30%	17%	21%	11%	7%	16%			
	cdgh	z		d			cddef	cddef	cddef									de								AB						
Don't know	53	23	28	12	18	8	7	6	3	-	43	6	45	8	3	1	4	9	38	2	17	13	1	5	11	11	9	-	38			
	2%	2%	2%	4%	3%	1%	1%	1%	4%	-	2%	2%	2%	3%	4%	4%	3%	1%	3%	1%	2%	3%	2%	13%	4%	2%	1%	-	2%			
	g			f			f		f									f							AB							
Prefer not to say	5	1	4	-	-	3	2	-	-	-	3	-	5	-	-	-	-	1	1	-	1	-	-	-	1	-	1	-	5			
	*	*	*			2%	*	*			*	*	*					*	*		*	*	*	*	*	*	*	*	*	*		
Confident	1128	650	465	151	315	292	248	106	13	2	877	215	1008	120	36	3	71	506	615	96	322	153	33	11	108	253	394	199	820			
	46%	55%	40%	49%	59%	53%	47%	27%	19%	11%	46%	54%	47%	52%	19%	21%	64%	59%	41%	37%	40%	33%	51%	31%	30%	40%	57%	64%	41%			
	bghrsu	ab	gh	gh	efgh	efgh	gh							n				arbu	u		rsu					zwy	zwy	zwy	zwy			
Not confident	728	301	420	66	119	148	186	169	31	9	585	122	657	71	38	7	25	243	477	101	199	146	22	8	107	192	186	88	709			
	31%	25%	36%	21%	22%	28%	35%	44%	46%	57%	31%	31%	31%	31%	41%	46%	22%	28%	32%	39%	29%	33%	33%	23%	36%	30%	27%	28%	36%			
	cd	z					cddef	cddef	cddef									arbu		art												
NET Confidence	17%	30%	4%	28%	37%	27%	32%	16%	26%	42%	11%	23%	16%	21%	2%	24%	42%	31%	9%	2%	18%	2%	18%	7%		10%	30%	30%	36%	6%		

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N: 25-002388-61)
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Totals (5% risk level) - z/ab - z/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p - z/q/r/s/t/u/v/w - z/x/y/z/AB
Overlap formulae used. * small base, ** very small base (under 30) Ineligible for sig testing



KnowledgePanel UK: 2005205 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 51

QMS005L: How confident, if at all, are you that you have the skills you might need in order to use AI in your current job role / in the job you want to do?

Base: All UK adults, age 16+, who are working or looking for work

		Country										England region (Net)										England region										Urbanity					IMD Quintile					NS-SEC							Unweighted Total
		Total (n)	England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)	South (g)	North East (h)	North West (i)	Yorkshire and The Humber (j)	East Midlands (k)	West Midlands (l)	East of England (m)	South East (n)	South West (o)	London (p)	Urban (q)	Rural (r)	1 - Most deprived (s)	2 (t)	3 (u)	4 (v)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small employers and own account workers (z)	4 - Lower supervisory and technical occupations (aa)	5 - Semi-routine and routine occupations (ab)	6 - Long-term unemployed or newly worked (ac)	7 - Full-time student (ad)																	
Unweighted Total	2078	1622	212	204	113	466	217	366	113	141	142	146	143	242	214	219	223	1467	411	411	443	443	344	118	1240	258	213	149	213	2	11	2178																	
Weighted Total	2374	2031	166	112*	81*	551	172	1058	101*	202	188*	166	207	228	319	301	477	1015	439	500	529	477	448	421	1346	258	120*	101*	210	174*	120**	1978																	
Very confident	310	273	17	13	7	68	68	136	12	40	16	35	33	15	41	39	61	267	43	71	70	77	44	48	214	20	14	11	23	7	19	302																	
13%	14%	10%	11%	8%	12%	18%	18%	13%	12%	15%	9%	21%	16%	7%	13%	9%	18%	14%	30%	14%	13%	16%	10%	11%	16%	8%	11%	6%	10%	13%	15%	30%																	
Fairly confident	818	699	56	35	27	185	117	397	32	88	65	51	65	61	115	71	150	684	133	140	196	167	155	160	396	29%	20%	21%	21%	49	18	58	618																
34%	35%	34%	32%	32%	34%	31%	36%	32%	32%	34%	33%	31%	32%	27%	36%	35%	44%	35%	30%	28%	37%	35%	35%	36%	36%	29%	20%	21%	21%	51%	31%	46%	51%																
Not very confident	502	440	27	21	15	110	76	254	14	57	39	33	43	64	69	55	65	398	105	96	94	96	113	103	297	66	23	29	40	16	19	449																	
21%	22%	16%	19%	17%	20%	20%	23%	14%	14%	22%	21%	20%	21%	28%	22%	20%	19%	21%	24%	19%	18%	20%	20%	22%	22%	26%	18%	16%	17%	28%	15%	23%																	
Not at all confident	226	187	13	8	18	53	35	99	10	27	17	23	12	24	35	44	25	174	51	17	13	12	40	43	109	41	21	17	24	2	11	260																	
10%	9%	8%	7%	21%	10%	9%	9%	10%	10%	10%	9%	14%	6%	11%	11%	7%	7%	9%	12%	7%	10%	11%	9%	10%	8%	16%	16%	9%	10%	4%	9%	13%																	
I won't need specific skills to be able to use AI in my job role	111	89	10	11	1	21	12	54	7	10	7	6	6	17	14	15	8	81	30	31	30	20	11	20	47	8	19	20	-	1	92																		
5%	4%	6%	10%	1%	4%	3%	5%	7%	4%	4%	3%	3%	7%	5%	7%	2%	4%	6%	7%	6%	6%	4%	2%	5%	3%	3%	8%	11%	8%	-	1%	5%																	
I won't need to use AI in my job role	349	278	40	18	13	101	57	120	24	35	43	16	41	41	35	22	22	283	67	109	73	57	66	45	129	43	33	41	78	10	14	314																	
15%	14%	24%	16%	11%	18%	15%	11%	11%	24%	13%	23%	9%	20%	18%	11%	11%	7%	15%	15%	22%	14%	12%	15%	11%	10%	17%	16%	23%	32%	17%	11%	16%																	
Don't know	53	40	4	5	4	7	6	26	2	4	1	2	5	4	8	5	8	42	11	14	13	5	19	2	18	6	2	8	6	3	4	38																	
2%	2%	2%	2%	5%	4%	3%	2%	2%	2%	2%	1%	1%	2%	2%	3%	3%	2%	2%	2%	3%	2%	1%	4%	1%	2%	2%	2%	4%	2%	6%	3%	2%																	
Prefer not to say	5	5	-	-	-	1	2	2	-	1	-	-	2	1	1	-	-	5	-	2	1	2	-	-	4	-	-	-	-	-	-	5																	
* - small base	*	*	-	-	-	*	*	*	-	1%	-	-	1%	1%	1%	1%	1%	*	*	*	*	*	*	*	4	-	-	-	-	-	-	*																	
Confident	1138	972	71	48	34	254	185	533	44	128	82	87	98	76	157	89	211	912	176	211	266	243	200	208	741	96	39	67	72	26	77	820																	
48%	48%	44%	43%	41%	48%	50%	49%	43%	43%	49%	43%	52%	48%	33%	49%	44%	62%	49%	40%	42%	50%	51%	45%	49%	55%	37%	11%	37%	30%	44%	61%	41%																	
Not confident	728	627	39	29	33	164	111	353	24	84	56	56	55	89	104	70	90	572	156	134	147	148	153	146	407	106	44	46	63	19	30	709																	
31%	31%	24%	20%	18%	30%	30%	30%	32%	24%	32%	30%	34%	30%	33%	33%	33%	27%	30%	35%	27%	28%	31%	34%	30%	30%	41%	35%	25%	26%	33%	24%	36%																	
NET Confidence	17%	17%	20%	17%	2%	18%	20%	17%	20%	17%	14%	18%	21%	-6%	16%	10%	36%	20%	9%	15%	22%	20%	10%	15%	25%	16%	-4%	12%	4%	32%	37%	6%																	

Fieldwork dates: 10th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK: 155-002388-01)
Filename: 25-002388_WAVE_2005205_AH_wtd_v1_PublicUse
Proportions/Means: Columns Totals (% risk level) - 1/2/3/4/5 - 1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100
Overline formulae used: * - small base; ** - very small base (under 30) variable for use testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 52

QAI5KILLS. How confident, if at all, are you that you have the skills you might need in order to use AI in your current job role / in the job you want to do?

Base: All UK adults, age 16+, who are working or looking for work

		Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		
		Total (z)	Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	
Unweighted Total	1978	599	1369	667	207	69	383	874	86	361	935	434	745	347	883	497	604	472	739	820	709	1978
Weighted Total	2374	836	1526	965	193	100*	558	855	128*	498	954	561	887	454	1037	670	657	620	842	1128	728	1978
Very confident	310 13% beijnpr	113 13% 13%	197 13% 13%	259 27% zb	1 1% 1%	43 43% zde	154 28% ze	36 4% 4%	65 50% gh	167 34% h	59 6% 6%	134 24% zi	82 9% 9%	104 23% zi	87 8% 8%	168 25% zn	47 7% 7%	143 23% zo	59 7% 7%	310 27% zr	- - -	202 10% 10%
Fairly confident	818 34% beijnpr	298 36% 36%	515 34% 34%	428 44% zb	21 11% 11%	40 40% e	254 46% ze	174 20% 20%	42 33% h	232 47% fh	192 20% 20%	237 42% zi	240 27% 27%	204 45% zi	316 30% 30%	319 48% zn	158 24% 24%	263 42% zo	226 27% 27%	818 73% zr	- - -	618 31% 31%
Not very confident	502 21% abcdmq	171 20% 20%	329 22% 22%	117 12% 12%	27 14% 14%	5 5% 5%	87 16% c	193 23% cd	12 10% 10%	65 13% 13%	197 21% fi	115 21% 21%	195 22% 22%	84 18% 18%	232 22% 22%	109 16% 16%	161 24% m	122 20% 20%	198 24% 24%	- - -	502 69% zq	449 23% 23%
Not at all confident	226 10% adikmoq	69 8% 8%	156 10% 10%	9 1% 1%	70 36% za	3 3% 3%	11 19% zcd	162 2% 2%	- - -	8 2% 2%	165 17% fi	20 4% 4%	129 15% zi	20 4% 4%	139 13% zk	17 3% 3%	122 19% zm	22 3% 3%	133 16% zo	- - -	226 31% zq	260 13% 13%
I won't need specific skills to be able to use AI in my job role	111 5% kmqr	44 5% 5%	67 4% 4%	37 4% 4%	8 4% 4%	4 4% 4%	18 3% 3%	41 5% 5%	5 4% 4%	11 2% 2%	60 6% g	16 3% 3%	49 6% 6%	9 2% 2%	55 5% k	15 2% 2%	35 5% m	19 3% 3%	53 6% zo	- - -	92 5% 5%	
I won't need to use AI in my job role	349 15% adikmoq r	124 15% 15%	222 15% 15%	109 11% 11%	57 30% za	6 6% 6%	28 5% 26%	224 2% zcd	5 4% 4%	12 2% 2%	257 27% fi	35 6% 6%	178 20% zi	28 6% 6%	196 19% zk	38 6% zm	126 19% zo	48 8% 8%	162 19% zo	- - -	- - -	314 16% 16%
Don't know	53 2% alimnoq r	14 2% 2%	38 2% 2%	5 1% 1%	8 4% a	- - -	5 1% 3%	23 3% 3%	- - -	4 1% 2%	21 2% 2%	3 1% 1%	13 1% 1%	4 1% 1%	12 1% 1%	4 1% 1%	7 1% 1%	3 1% 1%	10 1% 1%	- - -	- - -	38 2% 2%
Prefer not to say	5 * 8	3 * *	1 * *	- * *	1 * *	- - -	- * *	2 * *	- - -	- * *	3 * *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	5 * *
Confident	1128 48% beijnpr	411 49% 49%	712 47% 47%	687 71% zb	22 11% 11%	83 83% ze	408 73% ze	210 25% 25%	106 83% h	399 80% h	251 26% 26%	371 66% zi	322 36% 36%	308 68% zi	403 39% 39%	487 73% zn	206 31% 31%	407 66% zo	285 34% 34%	1128 100% zr	- - -	820 41% 41%
Not confident	728 31% adikmo q	240 29% 29%	485 32% 32%	126 13% za	97 50% 2a	8 8% 8%	99 18% c	355 41% zcd	12 10% 10%	72 15% 15%	361 38% fi	135 24% zi	324 37% 37%	104 23% zk	371 36% zm	126 19% zo	283 43% zm	143 23% zo	331 39% zo	- - -	728 100% zq	709 36% 36%
NET: Confidence	17%	20%	15%	58%	-39%	75%	55%	-17%	73%	66%	-12%	42%	*	45%	3%	54%	-12%	42%	-5%	100%	-100%	6%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN J25-002388-01]
Filename : 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/I/J - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QAS/KILLS. How confident, if at all, are you that you have the skills you might need in order to use AI in your current job role / in the job you want to do?

Base: All UK adults, age 16+, who are working or looking for work

		Job industry or sector (work in or looking to work in)																Trust:				General election 2024 vote										
	Total (a)	Agriculture, forestry and fishing (b)	Utilities or production (c)	Manufacturing (d)	Construction (e)	Wholesale and retail trade (f)	Transportation and storage (g)	Food or hospitality (h)	Information or communication (i)	Finance or insurance (j)	Real estate (k)	Professional, scientific or technical activities (l)	Administration (m)	Education (n)	Health, social care or social work (o)	Arts or recreation (p)	Other services (q)	Climate change is taking place (r)	The civil service (s)	The Government (t)	The media (u)	Conservative Party (v)	Labour Party (w)	Liberal Democrats (x)	Reform UK (y)	Green Party (z)	Other (aa)	Unwtd Total				
Unweighted Total	1978	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	1737	1309	564	484	239	590	191	190	117	151	1978				
Weighted Total	2374	21**	37**	157**	121**	169**	101**	112**	156**	155**	30**	201**	120**	263	316	37**	331	2066	1586	607	554	213	710	224	227	166**	146	1578				
Very confident	310	1	4	28	12	24	12	14	39	21	1	44	6	37	23	4	35	266	202	78	83	14	109	36	30	21	20	202				
13%	5%	12%	12%	10%	14%	12%	10%	10%	25%	13%	3%	23%	5%	14%	7%	11%	11%	13%	14%	13%	13%	15%	7%	15%	16%	13%	13%	14%	10%			
Fairly confident	818	5	16	50	29	28	27	38	66	75	4	97	49	100	93	8	121	719	571	215	197	69	283	66	69	72	51	618				
34%	24%	44%	32%	24%	17%	27%	29%	38	45%	48%	15%	48%	39%	38%	29%	22%	37%	35%	36%	35%	35%	32%	40%	30%	31%	44%	31%					
Not very confident	502	8	6	35	38	42	20	21	26	32	13	32	31	46	85	6	59	441	343	139	125	59	139	125	51	43	29	26	449			
21%	39%	16%	22%	32%	25%	20%	16%	17%	21%	21%	44%	16%	25%	17%	27%	15%	18%	21%	22%	23%	23%	28%	20%	23%	19%	17%	18%	23%				
Not at all confident	226	2	7	4	14	13	12	12	6	13	3	6	17	31	43	7	35	189	139	63	44	34	56	26	16	15	18	260				
10%	8%	18%	3%	11%	8%	12%	9%	4%	8%	12%	3%	13%	13%	12%	14%	20%	11%	9%	9%	10%	8%	16%	8%	12%	7%	9%	12%	13%				
I won't need specific skills to be able to use AI in my job role	111	1	2	8	6	15	2	9	7	5	1	5	5	18	11	1	17	104	83	26	24	7	35	12	12	7	3	92				
5%	4%	5%	5%	5%	9%	2%	7%	4%	3%	5%	2%	4%	7%	3%	3%	5%	5%	5%	5%	4%	4%	3%	5%	5%	5%	4%	2%	5%				
I won't need to use AI in my job role	349	4	2	27	21	37	28	34	7	10	4	15	12	29	50	10	57	302	211	73	71	28	80	28	44	20	27	314				
15%	20%	6%	17%	17%	22%	27%	26%	5%	6%	14%	7%	9%	11%	16%	27%	17%	15%	15%	13%	12%	13%	13%	11%	12%	19%	12%	19%	16%				
Don't know	159	-	-	5	3	9	*	3	3	-	2	3	6	-	11	1	6	42	34	12	8	1	9	5	11	1	3	38				
2%	-	-	-	3%	2%	5%	*	2%	2%	-	8%	2%	5%	-	3%	1%	2%	2%	2%	2%	1%	1%	*	1%	2%	5%	1%	1%	2%			
Prefer not to say	5	-	-	-	-	-	-	1	-	-	-	-	-	2	1	-	-	3	3	1	2	1	-	-	-	-	-	5				
*	-	-	-	-	-	-	1%	-	-	-	-	-	-	1%	*	-	-	*	*	*	*	*	-	-	-	-	-	*				
Confident	1128	6	21	78	40	52	39	52	106	96	5	141	55	137	116	12	156	985	774	293	280	83	391	103	100	93	71	820				
48%	29%	56%	50%	33%	31%	39%	39%	39%	68%	62%	18%	70%	44%	52%	37%	34%	47%	48%	49%	48%	51%	39%	55%	46%	44%	56%	48%	41%				
Not confident	728	10	13	39	52	55	32	33	32	45	16	38	48	77	128	13	95	630	482	202	169	93	195	77	60	44	44	709				
31%	47%	34%	25%	43%	33%	32%	25%	21%	29%	55%	19%	33%	33%	29%	41%	35%	29%	30%	30%	33%	31%	43%	27%	34%	26%	27%	30%	36%				
NET: Confidence	17%	-17%	22%	25%	-10%	-2%	7%	14%	47%	33%	-37%	51%	6%	23%	-4%	-1%	19%	17%	18%	15%	20%	-5%	28%	11%	18%	29%	18%	6%				

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Weights: Column Totals (2% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t - z/s/t - z/s/t/w/v/w/v/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing

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**KnowledgePanel UK: 250529S - Attitudes to AI Wave 3
(Public Use)**

22 Sep 2025

Table 54

QAILONGTERM. Which of the following statements best describes how improvements in AI will affect your job ... from now? - SUMMARY TABLE

Base: All UK adults, age 16+, who are working

	12 months	2-3 years	5 years
Unweighted Total	1868	1868	1868
Weighted Total	2144	2144	2144
My job will be completely unaffected by AI	690 32%	552 26%	483 23%
AI will help me to do some aspects of my job, but my main work activities will be unaffected	1055 49%	952 44%	810 38%
AI will substantially change my main work activities, but my job will still exist	231 11%	400 19%	503 23%
My job will have ceased to exist as a result of AI	38 2%	71 3%	136 6%
Don't know	130 6%	170 8%	213 10%
Thinks their job will still exist to at least some extent	1976 92%	1904 89%	1796 84%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename : 25-002388_WAVE_250529S_AAI_wtd_v1_PublicUse



QALONGTERM. Which of the following statements best describes how improvements in AI will affect your job 12 months from now?

Base: All UK adults, age 16+, who are working

	Gender			Age							Ethnicity		Working status					Education							Annual household income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after household / long-term sick or disabled	Student	Graduates (Degree/level 2/3/4/above)	Non-graduates	Other higher education below degree level	A-level or equivalent	GCSE/ O-Level/ vocational/professional/foreign	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above	Unweighted Total	
Unweighted Total	1868	869	969	49	223	369	537	554	123	15	1612	203	1868					704	1147	237	460	364	55	30	255	553	546	227	1868	
Weighted Total	2144	1055	1057	159*	499	517	522	370	64	14**	1794	289	2144					804	1318	253	589	380	61*	34**	239	600	669	201	2144	
My job will be completely unaffected by AI	690	321	358	42	128	145	173	162	31	8	623	53	690	-	-	-	-	171	513	86	220	169	18	19	92	216	201	60	669	
32% of all		30%	34%	26%	26%	28%	33%	44%	48%	58%	35%	18%	32%	-	-	-	-	21%	39%	34%	37%	43%	29%	57%	39%	36%	30%	20%	36%	
AI will help me to do some aspects of my job, but my main work activities will be unaffected	1055	543	502	76	286	264	260	144	19	6	871	161	1055	-	-	-	-	492	554	128	240	153	32	1	78	280	373	200	863	
49% of all		51%	47%	48%	57%	51%	50%	39%	30%	42%	49%	56%	49%	-	-	-	-	61%	42%	51%	41%	40%	53%	3%	33%	47%	56%	66%	46%	
AI will substantially change my main work activities, but my job will still exist	231	130	91	25	54	71	51	23	7	-	169	44	231	-	-	-	-	95	135	21	70	25	11	7	29	60	70	30	175	
11% of all		12%	9%	16%	11%	14%	10%	6%	10%	-	9%	15%	11%	-	-	-	-	12%	10%	8%	12%	7%	18%	22%	12%	10%	10%	10%	9%	
My job will have ceased to exist as a result of AI	38	20	18	10	3	8	11	5	*	-	23	11	38	-	-	-	-	16	21	1	11	8	-	1	17	8	3	3	31	
2% of all		2%	2%	6%	1%	2%	2%	1%	1%	-	1%	4%	2%	-	-	-	-	2%	2%	*	2%	2%	-	3%	7%	1%	*	1%	2%	
Don't know	130	41	88	6	27	28	26	36	7	-	108	20	130	-	-	-	-	29	96	17	49	25	1	5	23	37	23	9	130	
6% of all		4%	8%	4%	5%	5%	5%	10%	10%	-	6%	7%	6%	-	-	-	-	4%	7%	7%	8%	6%	1%	16%	10%	6%	3%	3%	7%	
Thinks their job will still exist to at least some extent	1976	994	951	143	468	480	484	329	57	14	1663	258	1976	-	-	-	-	758	1201	236	529	347	61	27	200	556	643	290	1707	
92% of all		94%	90%	90%	94%	93%	93%	89%	89%	100%	93%	89%	92%	-	-	-	-	94%	91%	93%	90%	91%	99%	81%	84%	93%	96%	96%	91%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Means: Columns Totals: (5% risk level) - z1/z2/z3/z4/z5/z6/z7/z8/z9/z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100/z101/z102/z103/z104/z105/z106/z107/z108/z109/z110/z111/z112/z113/z114/z115/z116/z117/z118/z119/z120/z121/z122/z123/z124/z125/z126/z127/z128/z129/z130/z131/z132/z133/z134/z135/z136/z137/z138/z139/z140/z141/z142/z143/z144/z145/z146/z147/z148/z149/z150/z151/z152/z153/z154/z155/z156/z157/z158/z159/z160/z161/z162/z163/z164/z165/z166/z167/z168/z169/z170/z171/z172/z173/z174/z175/z176/z177/z178/z179/z180/z181/z182/z183/z184/z185/z186/z187/z188/z189/z190/z191/z192/z193/z194/z195/z196/z197/z198/z199/z200/z201/z202/z203/z204/z205/z206/z207/z208/z209/z210/z211/z212/z213/z214/z215/z216/z217/z218/z219/z220/z221/z222/z223/z224/z225/z226/z227/z228/z229/z230/z231/z232/z233/z234/z235/z236/z237/z238/z239/z240/z241/z242/z243/z244/z245/z246/z247/z248/z249/z250/z251/z252/z253/z254/z255/z256/z257/z258/z259/z260/z261/z262/z263/z264/z265/z266/z267/z268/z269/z270/z271/z272/z273/z274/z275/z276/z277/z278/z279/z280/z281/z282/z283/z284/z285/z286/z287/z288/z289/z290/z291/z292/z293/z294/z295/z296/z297/z298/z299/z300/z301/z302/z303/z304/z305/z306/z307/z308/z309/z310/z311/z312/z313/z314/z315/z316/z317/z318/z319/z320/z321/z322/z323/z324/z325/z326/z327/z328/z329/z330/z331/z332/z333/z334/z335/z336/z337/z338/z339/z340/z341/z342/z343/z344/z345/z346/z347/z348/z349/z350/z351/z352/z353/z354/z355/z356/z357/z358/z359/z360/z361/z362/z363/z364/z365/z366/z367/z368/z369/z370/z371/z372/z373/z374/z375/z376/z377/z378/z379/z380/z381/z382/z383/z384/z385/z386/z387/z388/z389/z390/z391/z392/z393/z394/z395/z396/z397/z398/z399/z400/z401/z402/z403/z404/z405/z406/z407/z408/z409/z410/z411/z412/z413/z414/z415/z416/z417/z418/z419/z420/z421/z422/z423/z424/z425/z426/z427/z428/z429/z430/z431/z432/z433/z434/z435/z436/z437/z438/z439/z440/z441/z442/z443/z444/z445/z446/z447/z448/z449/z450/z451/z452/z453/z454/z455/z456/z457/z458/z459/z460/z461/z462/z463/z464/z465/z466/z467/z468/z469/z470/z471/z472/z473/z474/z475/z476/z477/z478/z479/z480/z481/z482/z483/z484/z485/z486/z487/z488/z489/z490/z491/z492/z493/z494/z495/z496/z497/z498/z499/z500/z501/z502/z503/z504/z505/z506/z507/z508/z509/z510/z511/z512/z513/z514/z515/z516/z517/z518/z519/z520/z521/z522/z523/z524/z525/z526/z527/z528/z529/z530/z531/z532/z533/z534/z535/z536/z537/z538/z539/z540/z541/z542/z543/z544/z545/z546/z547/z548/z549/z550/z551/z552/z553/z554/z555/z556/z557/z558/z559/z560/z561/z562/z563/z564/z565/z566/z567/z568/z569/z570/z571/z572/z573/z574/z575/z576/z577/z578/z579/z580/z581/z582/z583/z584/z585/z586/z587/z588/z589/z590/z591/z592/z593/z594/z595/z596/z597/z598/z599/z600/z601/z602/z603/z604/z605/z606/z607/z608/z609/z610/z611/z612/z613/z614/z615/z616/z617/z618/z619/z620/z621/z622/z623/z624/z625/z626/z627/z628/z629/z630/z631/z632/z633/z634/z635/z636/z637/z638/z639/z640/z641/z642/z643/z644/z645/z646/z647/z648/z649/z650/z651/z652/z653/z654/z655/z656/z657/z658/z659/z660/z661/z662/z663/z664/z665/z666/z667/z668/z669/z670/z671/z672/z673/z674/z675/z676/z677/z678/z679/z680/z681/z682/z683/z684/z685/z686/z687/z688/z689/z690/z691/z692/z693/z694/z695/z696/z697/z698/z699/z700/z701/z702/z703/z704/z705/z706/z707/z708/z709/z710/z711/z712/z713/z714/z715/z716/z717/z718/z719/z720/z721/z722/z723/z724/z725/z726/z727/z728/z729/z730/z731/z732/z733/z734/z735/z736/z737/z738/z739/z740/z741/z742/z743/z744/z745/z746/z747/z748/z749/z750/z751/z752/z753/z754/z755/z756/z757/z758/z759/z760/z761/z762/z763/z764/z765/z766/z767/z768/z769/z770/z771/z772/z773/z774/z775/z776/z777/z778/z779/z780/z781/z782/z783/z784/z785/z786/z787/z788/z789/z790/z791/z792/z793/z794/z795/z796/z797/z798/z799/z800/z801/z802/z803/z804/z805/z806/z807/z808/z809/z810/z811/z812/z813/z814/z815/z816/z817/z818/z819/z820/z821/z822/z823/z824/z825/z826/z827/z828/z829/z830/z831/z832/z833/z834/z835/z836/z837/z838/z839/z840/z841/z842/z843/z844/z845/z846/z847/z848/z849/z850/z851/z852/z853/z854/z855/z856/z857/z858/z859/z860/z861/z862/z863/z864/z865/z866/z867/z868/z869/z870/z871/z872/z873/z874/z875/z876/z877/z878/z879/z880/z881/z882/z883/z884/z885/z886/z887/z888/z889/z890/z891/z892/z893/z894/z895/z896/z897/z898/z899/z900/z901/z902/z903/z904/z905/z906/z907/z908/z909/z910/z911/z912/z913/z914/z915/z916/z917/z918/z919/z920/z921/z922/z923/z924/z925/z926/z927/z928/z929/z930/z931/z932/z933/z934/z935/z936/z937/z938/z939/z940/z941/z942/z943/z944/z945/z946/z947/z948/z949/z950/z951/z952/z953/z954/z955/z956/z957/z958/z959/z960/z961/z962/z963/z964/z965/z966/z967/z968/z969/z970/z971/z972/z973/z974/z975/z976/z977/z978/z979/z980/z981/z982/z983/z984/z985/z986/z987/z988/z989/z990/z991/z992/z993/z994/z995/z996/z997/z998/z999/z1000/z1001/z1002/z1003/z1004/z1005/z1006/z1007/z1008/z1009/z1010/z1011/z1012/z1013/z1014/z1015/z1016/z1017/z1018/z1019/z1020/z1021/z1022/z1023/z1024/z1025/z1026/z1027/z1028/z1029/z1030/z1031/z1032/z1033/z1034/z1035/z1036/z1037/z1038/z1039/z1040/z1041/z1042/z1043/z1044/z1045/z1046/z1047/z1048/z1049/z1050/z1051/z1052/z1053/z1054/z1055/z1056/z1057/z1058/z1059/z1060/z1061/z1062/z1063/z1064/z1065/z1066/z1067/z1068/z1069/z1070/z1071/z1072/z1073/z1074/z1075/z1076/z1077/z1078/z1079/z1080/z1081/z1082/z1083/z1084/z1085/z1086/z1087/z1088/z1089/z1090/z1091/z1092/z1093/z1094/z1095/z1096/z1097/z1098/z1099/z1100/z1101/z1102/z1103/z1104/z1105/z1106/z1107/z1108/z1109/z1110/z1111/z1112/z1113/z1114/z1115/z1116/z1117/z1118/z1119/z1120/z1121/z1122/z1123/z1124/z1125/z1126/z1127/z1128/z1129/z1130/z1131/z1132/z1133/z1134/z1135/z1136/z1137/z1138/z1139/z1140/z1141/z1142/z1143/z1144/z1145/z1146/z1147/z1148/z1149/z1150/z1151/z1152/z1153/z1154/z1155/z1156/z1157/z1158/z1159/z1160/z1161/z1162/z1163/z1164/z1165/z1166/z1167/z1168/z1169/z1170/z1171/z1172/z1173/z1174/z1175/z1176/z1177/z1178/z1179/z1180/z1181/z1182/z1183/z1184/z1185/z1186/z1187/z1188/z1189/z1190/z1191/z1192/z1193/z1194/z1195/z1196/z1197/z1198/z1199/z1200/z1201/z1202/z1203/z1204/z1205/z1206/z1207/z1208/z1209/z1210/z1211/z1212/z1213/z1214/z1215/z1216/z1217/z1218/z1219/z1220/z1221/z1222/z1223/z1224/z1225/z1226/z1227/z1228/z1229/z1230/z1231/z1232/z1233/z1234/z1235/z1236/z1237/z1238/z1239/z1240/z1241/z1242/z1243/z1244/z1245/z1246/z1247/z1248/z1249/z1250/z1251/z1252/z1253/z1254/z1255/z1256/z1257/z1258/z1259/z1260/z1261/z1262/z1263/z1264/z1265/z1266/z1267/z1268/z1269/z1270/z1271/z1272/z1273/z1274/z1275/z1276/z1277/z1278/z1279/z1280/z1281/z1282/z1283/z1284/z1285/z1286/z1287/z1288/z1289/z1290/z1291/z1292/z1293/z1294/z1295/z1296/z1297/z1298/z1299/z1300/z1301/z1302/z1303/z1304/z1305/z1306/z1307/z1308/z1309/z1310/z1311/z1312/z1313/z1314/z1315/z1316/z1317/z1318/z1319/z1320/z1321/z1322/z1323/z1324/z1325/z1326/z1327/z1328/z1329/z1330/z1331/z1332/z1333/z1334/z1335/z1336/z1337/z1338/z1339/z1340/z1341/z1342/z1343/z1344/z1345/z1346/z1347/z1348/z1349/z1350/z1351/z1352/z1353/z1354/z1355/z1356/z1357/z1358/z1359/z1360/z1361/z1362/z1363/z1364/z1365/z1366/z1367/z1368/z1369/z1370/z1371/z1372/z1373/z1374/z1375/z1376/z1377/z1378/z1379/z1380/z1381/z1382/z1383/z1384/z1385/z1386/z1387/z1388/z1389/z1390/z1391/z1392/z1393/z1394/z1395/z1396/z1397/z1398/z1399/z1400/z1401/z1402/z1403/z1404/z1405/z1406/z1407/z1408/z1409/z1410/z1411/z1412/z1413/z1414/z1415/z1416/z1417/z1418/z1419/z1420/z1421/z1422/z1423/z1424/z1425/z1426/z1427/z1428/z1429/z1430/z1431/z1432/z1433/z1434/z1435/z1436/z1437/z1438/z1439/z1440/z1441/z1442/z1443/z1444/z1445/z1446/z1447/z1448/z1449/z1450/z1451/z1452/z1453/z1454/z1455/z1456/z1457/z1458/z1459/z1460/z1461/z1462/z1463/z1464/z1465/z1466/z1467/z1468/z1469/z1470/z1471/z1472/z1473/z1474/z1475/z1476/z1477/z1478/z1479/z1480/z1481/z1482/z1483/z1484/z1485/z1486/z1487/z1488/z1489/z1490/z1491/z1492/z1493/z1494/z1495/z1496/z1497/z1498/z1499/z1500/z1501/z1502/z1503/z1504/z1505/z1506/z1507/z1508/z1509/z1510/z1511/z1512/z1513/z1514/z1515/z1516/z1517/z1518/z1519/z1520/z1521/z1522/z1523/z1524/z1525/z1526/z1527/z1528/z1529/z1530/z1531/z1532/z1533/z1534/z1535/z1536/z1537/z1538/z1539/z1540/z1541/z1542/z1543/z1544/z1545/z1546/z1547/z1548/z1549/z1550/z1551/z1552/z1553/z1554/z1555/z1556/z1557/z1558/z1559/z1560/z1561/z1562/z1563/z1564/z1565/z1566/z1567/z1568/z1569/z1570/z1571/z1572/z1573/z1574/z1575/z1576/z1577/z1578/z1579/z1580/z1581/z1582/z1583/z1584/z1585/z1586/z1587/z1588/z1589/z1590/z1591/z1592/z1593/z1594/z1595/z1596/z1597/z1598/z1599/z1600/z1601/z1602/z1603/z1604/z1605/z1606/z1607/z1608/z1609/z1610/z1611/z1612/z1613/z1614/z1615/z1616/z1617/z1618/z1619/z1620/z1621/z1622/z1623/z1624/z1625/z1626/z1627/z1628/z1629/z1630/z1631/z1632/z1633/z1634/z1635/z1636/z1637/z1638/z1639/z1640/z1641/z1642/z1643/z1644/z1645/z1646/z1647/z1648/z1649/z1650/z1651/z1652/z1653/z1654/z1655/z1656/z1657/z1658/z1659/z1660/z1661/z1662/z1663/z1664/z1665/z1666/z1667/z1668/z1669/z1670/z1671/z1672/z1673/z1674/z1675/z1676/z1677/z1678/z1679/z1680/z1681/z1682/z1683/z1684/z1685/z1686/z1687/z1688/z1689/z1690/z1691/z1692/z1693/z1694/z1695/z1696/z1697/z1698/z1699/z1700/z1701/z1702/z1703/z1704/z1705/z1706/z1707/z1708/z1709/z1710/z1711/z1712/z1713/z1714/z1715/z1716/z1717/z1718/z1719/z1720/z1721/z1722/z1723/z1724/z1725/z1726/z1727/z1728/z1729/z1730/z1731/z1732/z1733/z1734/z1735/z1736/z1737/z1738/z1739/z1740/z1741/z1742/z1743/z1744/z1745/z1746/z1747/z1748/z1749/z1750/z1751/z1752/z1753/z1754/z1755/z1756/z1757/z1758/z1759/z1760/z1761/z1762/z1763/z1764/z1765/z1766/z1767/z1768/z1769/z1770/z1771/z1772/z1773/z1774/z1775/z1776/z1777/z1778/z1779/z1780/z1781/z1782/z1783/z1784/z1785/z1786/z1787/z1788/z1789/z1790/z1791/z1792/z1793/z1794/z1795/z1796/z1797/z1798/z1799/z1800/z1801/z1802/z1803/z1804/z1805/z1806/z1807/z1808/z1809/z1810/z1811/z1812/z1813/z1814/z1815/z1816/z1817/z1818/z1819/z1820/z1821/z1822/z1823/z1824/z1825/z1826/z1827/z1828/z1829/z1830/z1831/z1832/z1833/z1834/z1835/z1836/z1837/z1838/z1839/z1840/z1841/z1842/z1843/z1844/z1845/z1846/z1847/z1848/z1849/z1850/z1851/z1852/z1853/z1854/z1855/z1856/z1857/z1858/z1859/z1860/z1861/z1862/z1863/z1864/z1865/z1866/z1867/z1868/z1869/z1870/z1871/z1872/z187

Base: All UK adults, age 16+, who are working

	Total (G)	Country					England region (Net)										England region										Urbanity			IMD Quintile										N5-SEC	
		England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)		South (g)	North East (h)	North West (i)	Yorkshire and The East Midlands (j)	West Midlands (k)	East of England (l)	South East (m)	South West (n)	London (o)	Urban (p)	Rural (q)	1. Most deprived		2		3		4		5. Least deprived		1- Managerial, administrative and professional occupations (a)	2- Intermediate occupations (b)	3- Small employers and own account workers (c)	4- Lower supervisory and technical occupations (d)	5- Semi-routine and routine occupations (e)	6- Long term unemployed or never worked (f)	7- Full-time students (g)	Unmet total				
							(f)	(g)												(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)									(r)	(s)	(t)	(u)
Unemployment Total	1894	1139	125	95	159	446	280	186	124	186	133	128	150	176	244	192	248	193	406	377	455	387	425	305	1301	249	131	146	206	130	186	186									
%	21.4	13.1	1.5	1.8	1.8	3.3	3.2	2.1	1.4	2.1	1.5	1.5	1.7	2.0	2.8	2.2	2.8	2.2	4.6	4.3	5.2	4.5	3.6	15.1	2.8	1.5	1.7	2.3	1.9	2.1	2.1										
My job will be completely unaffected by AI	494	363	60	33	33	175	119	269	30	81	54	44	75	79	58	52	133	156	155	143	142	130	114	332	82	74	72	123	9	3	669										
%	26%	31%	39%	34%	41%	38%	34%	28%	42%	34%	34%	28%	39%	30%	27%	30%	19%	31%	36%	37%	32%	31%	31%	31%	24%	34%	39%	34%	41%	53%	50%	24%	36%								
AI will help me to do some aspects of my job, but my main work activities will be unaffected	1055	902	70	48	35	226	152	125	42	106	79	75	77	108	163	97	849	207	182	215	233	221	205	755	105	36	76	61	4	9	863										
%	56%	50%	46%	49%	42%	46%	44%	54%	44%	45%	50%	48%	40%	49%	57%	40%	57%	40%	48%	44%	45%	52%	52%	53%	38%	34%	32%	28%	43%	27%	25%	76%	46%								
AI will substantially change my main work activities, but my job will still exist	235	123	212	8	4	7	51	49	112	5	28	18	23	15	26	27	44	199	32	41	67	45	34	44	154	22	9	25	26	5	-	175									
%	13%	11%	12%	5%	4%	9%	11%	14%	11%	5%	12%	11%	16%	12%	7%	9%	14%	16%	12%	7%	10%	14%	10%	8%	11%	12%	9%	7%	8%	11%	25%	-	9%								
My job will have ceased to exist as a result of AI	38	31	4	2	1	7	7	7	1	6	-	5	2	9	2	1	4	34	4	8	11	6	11	2	12	12	3	2	1	-	-	11									
%	2%	2%	3%	3%	2%	3%	1%	2%	1%	2%	-	3%	2%	4%	1%	2%	2%	2%	1%	2%	3%	3%	3%	1%	1%	5%	2%	3%	3%	-	-	2%									
Don't know	130	105	10	11	5	29	21	55	7	15	7	6	14	9	18	11	17	100	30	29	28	24	29	21	66	22	4	13	18	-	-	130									
%	6%	9%	8%	1%	3%	6%	6%	6%	8%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%									
Thinks their job will still exist to at least some extent	1976	1678	138	85	76	453	319	906	86	215	151	144	175	202	268	183	252	1581	395	374	435	420	385	362	1221	209	119	163	211	18	12	1767									
%	92%	93%	91%	92%	93%	92%	93%	93%	91%	91%	96%	93%	91%	92%	93%	93%	92%	92%	92%	92%	92%	93%	91%	94%	94%	94%	94%	94%	92%	92%	100%	100%	91%								

Fieldwork dates: 30th Mar - 4th June 2025
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (IN J25-002388-01)
 Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
 Proportions/Means: Column Totals (5% risk level) - $1/a/1/b/c/d$ - $1/a/1/g$ - $1/h/1/i/j/k/m/n/o/p$ - $1/q/r$ - $1/s/1/t/u/v/w$ - $1/x/y/A/B/C/D/E$
 Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing



QAILONGTERM. Which of the following statements best describes how improvements in AI will affect your job 12 months from now?

Base: All UK adults, age 16+, who are working

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	1868	572	1287	612	199	60	347	836	86	361	935	411	700	324	836	468	572	440	696	776	661	1868
Weighted Total	2144	757	1378	820	184	81*	466	808	128*	498	954	512	789	405	936	610	594	554	762	1008	657	1868
My job will be completely unaffected by AI	690 32% Aacdikm oq	198	489	189	100	13	66	408	10	38	511	84	325	80	360	105	238	106	320	173	205	669
AI will help me to do some aspects of my job, but my main work activities will be unaffected	1095 49% Bbejinp r	402	649	496	40	43	287	270	77	341	295	329	314	252	390	398	208	349	280	667	297	863
AI will substantially change my main work activities, but my job will still exist	231 11% Bej	101	129	109	16	20	90	45	32	106	47	82	67	61	102	92	72	85	89	144	73	175
My job will have ceased to exist as a result of AI	38 2% m	11	25	9	6	3	7	13	3	6	14	8	23	2	28	2	30	3	20	11	16	31
Don't know	130 6% adikmoq	45	85	17	22	3	15	72	5	7	87	9	59	10	57	12	46	11	53	12	67	130
Thinks their job will still exist to at least some extent	1976 92% bejnr	701	1267	794	156	75	444	723	120	485	853	495	707	392	851	596	518	540	689	985	574	1707
		93%	92%	97%	85%	92%	95%	90%	94%	97%	89%	97%	90%	97%	91%	98%	87%	98%	91%	98%	87%	91%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename : 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level) - z/N/B - z/a/b - z/c/d/e - t/g/h - z/i/j - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base

QAILONGTERM. Which of the following statements best describes how improvements in AI will affect your job 12 months from now?

Base: All UK adults, age 16+, who are working

		Job industry or sector (work in or looking to work in)																Climate change is taking place	Trust:			General election 2024 vote							Unwtd Total
		Agriculture, forestry and fishing (a)	Utilities or production (b)	Manufacturing (c)	Construction (d)	Wholesale and retail trade (e)	Transportation and storage (f)	Food or hospitality (g)	Information or communication (h)	Finance or insurance (i)	Real estate (j)	Professional, scientific or technical activities (k)	Administration (l)	Education (m)	Health, social care or social work (n)	Arts or recreation (o)	Other services (p)		The civil service (q)	The Government (r)	The media (s)	Conservative Party (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (z)		
Unweighted Total	1868	15	28	109	100	134	81	89	117	122	25	137	90	227	282	37	267	1646	1240	535	460	233	562	181	180	109	146	1868	
Weighted Total	2144	18**	33**	139*	118*	147*	98*	106*	152*	147*	30**	171	96*	262	286	36**	236	1880	1438	556	518	209	656	197	213	136*	141	1868	
My job will be completely unaffected by AI	690	10	8	58	40	59	39	60	27	18	7	39	24	61	110	12	114	606	429	178	136	71	178	57	89	47	52	669	
32% hikmrtv		54%	24%	42%	34%	40%	40%	56%	18%	12%	23%	23%	25%	23%	38%	34%	39%	32%	30%	32%	26%	34%	27%	29%	42%	35%	37%	36%	
AI will help me to do some aspects of my job, but my main work activities will be unaffected	1055	7	19	61	56	56	45	32	91	88	20	100	47	154	126	17	134	939	743	273	289	100	355	111	88	71	70	863	
49% ee		38%	57%	44%	47%	38%	47%	30%	60%	60%	66%	59%	49%	59%	44%	48%	45%	50%	52%	49%	56%	48%	54%	56%	41%	52%	50%	46%	
AI will substantially change my main work activities, but my job will still exist	231	1	4	11	14	17	3	4	21	32	-	21	16	33	19	3	30	198	168	74	62	26	85	14	18	13	13	175	
11% n		8%	12%	8%	12%	12%	3%	3%	14%	22%	-	12%	17%	12%	7%	8%	10%	11%	12%	13%	12%	12%	13%	7%	9%	10%	9%	9%	
My job will have ceased to exist as a result of AI	38	-	1	1	-	1	1	2	3	5	-	1	5	2	9	-	6	26	22	4	11	2	9	4	5	1	2	31	
2% q		-	2%	1%	-	1%	1%	2%	2%	3%	-	1%	6%	1%	3%	-	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	
Don't know	130	-	1	7	7	13	8	9	11	5	3	9	4	13	23	4	12	111	75	26	20	10	30	12	12	4	5	130	
6% q		-	4%	5%	6%	9%	9%	8%	7%	3%	11%	5%	4%	5%	8%	10%	4%	6%	5%	5%	4%	5%	5%	6%	6%	3%	4%	7%	
Thinks their job will still exist to at least some extent	1976	18	31	130	110	133	88	96	138	137	27	161	87	247	255	32	278	1744	1340	526	487	197	617	181	196	131	134	1707	
92%		100%	94%	94%	94%	91%	90%	90%	91%	93%	89%	94%	90%	94%	89%	90%	94%	93%	93%	95%	94%	94%	94%	92%	92%	96%	95%	91%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388_WAVE_2505295_AAI_wld_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - t/n/N/c/h/e/f/g/h/n/I/J/K/L/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



QALONGTERM. Which of the following statements best describes how improvements in AI will affect your job 2-3 years from now?

Base: All UK adults, age 16+, who are working

	Gender			Age							Ethnicity		Working status					Education							Annual household income					
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/ PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level/ CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/profes- sional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £99,999 (n)	£100,000 and above (n)	Unweighted Total	
Unweighted Total	1868	869	969	49	223	369	537	554	123	15	1612	203	1868	-	-	-	-	704	1147	237	460	364	55	30	255	553	546	227	1868	
Weighted Total	2144	1055	1057	159*	499	517	522	370	64	14**	1794	289	2144	**	**	**	**	804	1315	253	589	380	61*	34**	239	600	669	301	2144	
My job will be completely unaffected by AI	552	266	275	39	95	120	136	129	26	8	491	44	552	-	-	-	-	129	418	67	175	146	11	18	85	172	159	39	531	
26%		25%	26%	24%	19%	23%	26%	35%	40%	58%	27%	15%	26%	-	-	-	-	16%	32%	26%	30%	38%	19%	53%	30%	29%	24%	13%	28%	
AI will help me to do some aspects of my job, but my main work activities will be unaffected	952	478	461	65	268	223	233	139	18	5	861	131	952	-	-	-	-	425	517	115	234	133	32	3	73	249	349	164	793	
44%		45%	44%	41%	54%	43%	45%	38%	27%	38%	45%	45%	44%	-	-	-	-	53%	39%	46%	40%	35%	53%	9%	31%	41%	52%	55%	42%	
AI will substantially change my main work activities, but my job will still exist	400	223	168	30	93	122	96	50	9	1	314	69	400	-	-	-	-	191	209	45	91	51	16	7	35	106	116	83	321	
19%		21%	16%	19%	19%	24%	18%	13%	14%	4%	17%	24%	19%	-	-	-	-	24%	16%	18%	16%	13%	25%	19%	15%	18%	17%	28%	17%	
My job will have ceased to exist as a result of AI	71	36	35	13	13	14	20	10	2	-	54	12	71	-	-	-	-	24	46	6	24	14	1	1	14	22	16	5	57	
3%		3%	3%	8%	3%	3%	4%	3%	3%	-	3%	4%	3%	-	-	-	-	3%	3%	3%	4%	4%	1%	3%	4%	4%	2%	2%	3%	
Don't know	170	52	118	12	30	38	36	43	10	-	134	33	170	-	-	-	-	35	127	19	65	37	1	5	32	52	28	9	166	
8%		5%	11%	8%	6%	7%	7%	12%	15%	-	7%	11%	8%	-	-	-	-	4%	10%	7%	11%	10%	2%	16%	14%	9%	4%	3%	9%	
Thinks their job will still exist to at least some extent	1904	967	905	134	456	465	466	317	52	14	1606	244	1904	-	-	-	-	744	1145	228	500	329	59	27	193	527	625	286	1645	
89%		92%	86%	84%	91%	90%	89%	86%	82%	100%	90%	84%	89%	-	-	-	-	93%	87%	90%	85%	87%	96%	81%	81%	88%	93%	95%	88%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Means: Columns Totals: (N x risk level) - z1/z2 - z1(z1/n1)/z2(z2/n2) - z1(z1/n1)/z2(z2/n2)w - z1(z1/n1)/z2(z2/n2)w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All UK adults, age 16+, who are working

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN 125-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns listed (5% risk level) - $z/a/b/c/d$ - $z/a/f/g$ - $z/h/i/j/k/l/m/n/o/p$ - $z/q/r$ - $z/s/t/u/v/w$ - $z/x/y/A/B/C/D/I$
Overlap formulae used: Sample tested (very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested [5% risk level] - z/a/b/c/d - z/a/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/A/B/C/D/

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 61

QAILONGTERM. Which of the following statements best describes how improvements in AI will affect your job 2-3 years from now?

Base: All UK adults, age 16+, who are working

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	1868	572	1287	612	199	60	347	836	86	361	935	411	700	324	836	468	572	440	696	776	661	1868
Weighted Total	2144	757	1378	820	184	81*	466	808	128*	498	954	512	789	405	936	610	594	554	762	1008	657	1868
My job will be completely unaffected by AI	552	179	371	157	83	11	68	324	10	47	409	63	264	68	272	92	192	81	265	130	151	531
26% adikmoq		24%	27%	19%	45% za	14%	15%	40% zcd	8%	9%	43% fg	12%	34% zi	17%	29% zk	15%	32% zm	15%	35% zo	13%	23% q	28%
AI will help me to do some aspects of my job, but my main work activities will be unaffected	952	334	616	394	51	28	214	289	55	239	338	275	294	220	384	300	206	289	283	546	294	793
44% beinlp		44%	45%	48%	28% b	34%	46% e	36% h	43%	48% h	35% zj	54% zi	37% zl	54% zi	41% zl	49% zn	35% zo	52% zo	37% zp	54% zr	45% zr	42%
AI will substantially change my main work activities, but my job will still exist	400	165	234	208	16	34	153	69	49	180	66	152	104	96	156	188	90	155	100	274	111	321
19% 8beinlp		22% zb	17% zb	25% zb	9% ze	41% ze	33% ze	9% h	38% h	36% h	7% zj	30% zj	13% zl	24% zl	17% zl	31% zn	15% zo	28% zo	13% zp	27% zr	17% zr	17%
My job will have ceased to exist as a result of AI	71	25	44	33	3	5	16	26	9	20	26	8	44	10	47	11	40	9	46	30	23	57
3% io		3%	3%	4%	2% ze	6%	3%	3% zj	7%	4%	3% zj	2%	6% zi	2%	5% z	2% zm	7% zo	2% zo	6% zo	3% zr	4% zr	3%
Don't know	170	54	113	28	30	4	15	98	6	11	115	14	82	11	78	19	65	19	68	27	77	166
8% adikmoq		7% za	8% za	3% za	16% ze	5% ze	3% zcd	12% ze	4% ze	2% ze	12% g	3% zi	10% zi	3% zi	8% k	3% zm	11% zo	3% zo	9% o	3% zq	12% zq	9%
Thinks their job will still exist to at least some extent	1904	679	1221	759	150	73	435	683	113	466	813	490	663	384	812	580	489	526	647	950	556	1645
89% beinlp		90%	89%	93%	82% zb	89%	93% ze	85% ze	89%	94% h	85% h	96% zi	84% zl	95% zi	87% zl	95% zn	82% zo	95% zo	85% zp	94% zr	85% zr	88%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QAILONGTERM. Which of the following statements best describes how improvements in AI will affect your job 2-3 years from now?

Base: All UK adults, age 16+, who are working

		Job industry or sector (work in or looking to work in)																	Trust:										General election 2024 vote							
	Total [1]	Agriculture, forestry and fishing [2]	Utilities or production [3]	Manufacturing [4]	Construction [5]	Wholesale and retail trade [6]	Transportation and storage [7]	Food or hospitality [9]	Information or communication [10]	Finance or insurance [11]	Real estate [12]	Professional, scientific or technical activities [13]	Administration [14]	Education [15]	Health, social care or social work [16]	Arts or recreation [17]	Other services [18]	Climate change is taking place [8]	The civil service [19]	The Government [20]	The media [21]	Conservative Party [22]	Labour Party [23]	Liberal Democrats [24]	Reform UK [25]	Green Party [26]	Other (A) [27]	Unwtd Total								
Unweighted Total	1868	15	28	109	100	134	81	89	117	122	25	137	90	227	282	37	267	1846	1240	535	460	233	582	181	180	109	146	1868								
Weighted Total	2144	181**	331**	138*	118*	147*	98*	106*	152*	147*	301**	171	96*	262	286	361**	296	1880	1438	556	518	209	656	197	213	136*	141	1868								
My job will be completely unaffected by AI	552	6	6	36	27	52	32	61	21	11	6	26	17	47	84	11	100	473	332	154	103	54	120	40	70	42	45	531								
26% hikmrtv		30%	20%	26% i	23% i	35% zhikm	33% hikm	58% zcdefhi klnop	14%	7%	21%	15%	18%	18% i	29% hikm	32%	34% zhikm	25%	23%	28% rt	20%	26% v	18%	20%	33% vw	31% v	32% vw	28%								
AI will help me to do some aspects of my job, but my main work activities will be unaffected	952	10	19	68	60	50	33	23	65	62	14	91	53	156	124	10	114	856	683	245	258	95	329	92	81	66	62	793								
44% qg		55%	57%	50% g	51% qg	34%	34%	21%	43% g	42% g	48%	53% efgpp	55% efgpp	60% zefghin p	43% g	29%	39% g	46% z	48% z	44%	50% zs	45%	50% zx	47%	38%	48%	44%	42%								
AI will substantially change my main work activities, but my job will still exist	400	1	6	20	22	25	19	5	41	55	3	41	14	40	41	6	59	345	287	111	103	43	144	36	41	19	18	321								
19% g		8%	19%	14%	19% g	17% g	20% g	4%	27% zgmn	38% zcdefgl mnop	12%	24% gn	15%	15% g	14% g	16%	20% g	18%	20%	20%	20%	21%	22% za	18%	19%	14%	13%	17%								
My job will have ceased to exist as a result of AI	71	-	1	5	1	6	4	7	8	14	-	2	7	*	5	1	9	62	36	18	19	6	23	9	5	3	6	57								
3% mr		-	3%	3%	1%	4% m	4% m	7% m	5% m	10% zdkmnop	-	1%	7% mn	*	2%	2%	3% m	3%	3%	3%	4%	3%	3%	4%	2%	2%	5%	3%								
Don't know	170	1	1	9	7	14	10	11	18	4	6	10	5	18	33	7	14	145	100	29	36	11	40	21	16	7	10	166								
8% s		7%	2%	7%	6%	9%	10%	10%	12% ip	3%	19%	6%	5%	7%	12% zdp	21%	5%	8%	7%	7%	7%	5%	6%	10%	8%	5%	7%	9%								
Thinks their job will still exist to at least some extent	1904	17	31	125	109	127	84	89	127	128	24	159	84	243	249	28	274	1674	1302	510	463	192	594	168	193	127	125	1645								
89%		93%	95%	90%	93%	86%	86%	83%	83%	87%	81%	93% h	88%	93% gh	87%	77%	92% h	89%	91% z	92% z	89%	92%	90%	85%	90%	93%	89%	88%								

Fieldwork dates: 30th May – 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename : 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Totals (5% risk level) - z/a/N/G/a/f/a/h/U/K/I/m/n/s/p - z/a - z/r/s/t - z/z/q/w/h/n/v/R
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing

QALONGTERM. Which of the following statements best describes how improvements in AI will affect your job 5 years from now?

Base: All UK adults, age 16+, who are working

		Gender			Age							Ethnicity		Working status					Education							Annual household income					Unweighted Total
		Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after household / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other higher education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level / CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)	£100,000 and above (n)		
Unweighted Total	1868	869	999	49	223	369	537	554	121	15	1612	256	1868	293	1868	-	-	704	1167	237	460	364	55	30	255	553	546	227	1868		
Weighted Total	2144	1055	1089	159*	499	517	522	510	64	14**	1794	350	2144	344	2144	**	**	804	1340	253	589	380	61*	34**	239	600	669	201	2144		
My job will be completely unaffected by AI	483	238	236	36	87	101	118	110	23	7	433	36	483	-	-	-	-	103	375	55	161	131	10	17	78	153	129	34	463		
	23%	23%	22%	23%	18%	19%	23%	30%	36%	49%	24%	12%	23%	-	-	-	-	13%	28%	22%	27%	34%	16%	51%	32%	25%	19%	11%	25%		
AI will help me to do some aspects of my job, but my main work activities will be unaffected	819	394	408	55	215	202	206	111	46	5	685	108	810	-	-	-	-	353	460	96	205	113	27	9	55	222	290	130	677		
	38%	37%	39%	35%	43%	39%	39%	30%	25%	38%	38%	37%	38%	-	-	-	-	44%	34%	38%	35%	30%	44%	27%	23%	37%	43%	43%	36%		
AI will substantially change my main work activities, but my job will still exist	503	270	219	34	138	142	107	72	7	2	399	84	503	-	-	-	-	248	254	58	113	67	14	1	41	127	174	110	399		
	23%	26%	21%	22%	28%	28%	20%	20%	12%	13%	22%	29%	23%	-	-	-	-	31%	19%	23%	19%	18%	23%	4%	17%	21%	26%	17%	21%		
My job will have ceased to exist as a result of AI	136	75	60	22	21	27	39	20	6	-	105	25	136	-	-	-	-	55	79	11	41	18	8	1	28	39	32	15	115		
	6%	7%	6%	14%	4%	5%	8%	6%	9%	-	6%	9%	6%	-	-	-	-	7%	6%	4%	7%	5%	13%	3%	12%	6%	5%	5%	6%		
Don't know	213	78	135	10	37	45	52	57	12	-	171	36	213	-	-	-	-	45	160	33	69	51	2	5	38	59	44	12	214		
	10%	7%	13%	6%	7%	9%	10%	15%	19%	-	10%	12%	10%	-	-	-	-	6%	12%	13%	12%	13%	3%	16%	16%	10%	7%	4%	11%		
Thinks their job will still exist to at least some extent	1796	902	863	126	440	445	431	293	46	14	1517	228	1796	-	-	-	-	704	1079	209	479	311	51	27	173	502	592	274	1539		
	84%	85%	82%	80%	88%	86%	83%	79%	72%	100%	85%	79%	84%	-	-	-	-	88%	82%	83%	81%	82%	84%	81%	72%	84%	89%	91%	82%		

Fieldwork dates: 30th Mar - 4th June 2025
Respondent base: KnowledgePanel Members - UK, 16+
Source: Ipsos UK 25-02388-01
Filename: 25-02388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p - z/q/r/s/t/u/v/w - z/x/y/z/AB
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All UK adults, age 16+, who are working

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN 125-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns listed (5% risk level) - $z/a/b/c/d$ - $z/a/f/g$ - $z/h/i/j/k/l/m/n/o/p$ - $z/q/r$ - $z/s/t/u/v/w$ - $z/x/y/A/B/C/D/I$
Overlap formulae used: Σ Small (5%) very small base (under 30) ineligible for sig testing

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN 125-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns tested (5% risk level): $z/a/b/c/d$ - $z/a/f/g$ - $z/h/i/j/k/l/m/n/o/p$ - $z/q/r$ - $z/s/t/u/v/w$ - $z/x/y/A/B/C/D/I$
Overlap formulae used: Small (5%) very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 65

QA/LONGTERM. Which of the following statements best describes how improvements in AI will affect your job 5 years from now?

Base: All UK adults, age 16+, who are working

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	1868	572	1287	612	199	60	347	836	86	361	935	411	700	324	836	468	572	440	696	776	661	1868
Weighted Total	2144	757	1378	820	184	81*	466	808	128*	498	954	512	789	405	936	610	594	554	762	1008	657	1868
My job will be completely unaffected by AI	483 23% adikmoq f	160	321	141	78	11	60	286	10	39	360	54	233	60	232	79	167	68	225	112	127	463
		21%	23%	17%	42% za	14%	13%	35% zcd	8%	8%	38% fg	11%	29% zi	15%	25% k	13%	28% zm	12%	30% zo	11%	19% q	25%
AI will help me to do some aspects of my job, but my main work activities will be unaffected	810 38% bceinlp	300	508	317	46	20	176	252	41	203	310	237	244	191	321	263	180	241	257	434	262	677
		40%	37%	39%	25% b	24%	38% c	31%	32%	41% h	33%	46% zi	31%	47% zl	34%	43% zn	30%	44% zp	34%	43% z	40%	36%
AI will substantially change my main work activities, but my job will still exist	503 23% bejnpr	196	306	254	21	37	177	107	54	192	111	172	151	118	210	212	112	198	138	346	130	399
		26%	22%	31% zb	12% ze	45% ze	38% ze	13%	42% h	39% h	12%	34% zi	19%	29% zl	22%	35% zn	19%	36% zp	18%	34% zr	20%	21%
My job will have ceased to exist as a result of AI	136 6% bo	37	98	69	5	9	33	46	16	43	43	32	70	22	78	28	65	21	66	69	50	115
		5%	7%	8% zb	3% za	11%	7% ze	6%	13% h	9% h	4%	6% z	9% z	5%	8% z	5% zm	11% zm	4% zo	9% zo	7% z	8% z	6%
Don't know	213 10% adikmoq	64	144	39	34	5	20	117	7	21	130	17	92	14	95	26	71	25	75	46	88	214
		8%	10%	5% za	18% za	6% ze	4% ze	15% ze	6% g	4% g	14% g	3% i	12% i	4% k	10% k	4% m	12% m	5% o	10% o	5% q	13% q	11%
Thinks their job will still exist to at least some extent	1796 84% ejnr	656	1135	712	146	68	413	645	105	434	782	462	627	369	763	555	458	507	620	893	519	1539
		87%	82%	87% zb	79% ze	84%	89% ze	80%	82%	87% zi	82%	90% zi	79% zi	91% zl	82% zl	91% zn	77% zn	92% zp	81% zp	89% zr	79% zr	82%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QAILONGTERM. Which of the following statements best describes how improvements in AI will affect your job 5 years from now?

Base: All UK adults, age 16+, who are working

		Job industry or sector (work in or looking to work in)																	Trust:			General election 2024 vote							Unwtd Total
		Agriculture, forestry and fishing (2)	Utilities or production (3)	Manufacturing (4)	Construction (5)	Wholesale and retail trade (6)	Transportation and storage (7)	Food or hospitality (8)	Information or communication (9)	Finance or insurance (10)	Real estate (11)	Professional, scientific or technical activities (12)	Administration (13)	Education (14)	Health, social care or social work (15)	Arts or recreation (16)	Other services (17)	Climate change is taking place (18)	The civil service (19)	The Government (20)	The media (21)	Conservative Party (22)	Labour Party (23)	Liberal Democrats (24)	Reform UK (25)	Green Party (26)	Other (27)		
Unweighted Total	1868	15	28	109	100	134	81	89	117	122	25	137	90	227	282	37	267	1846	1240	535	460	233	582	181	180	109	146	1868	
Weighted Total	2144	18**	33**	138*	118*	147*	98*	106*	152*	147*	30**	171	96*	262	286	36**	236	1880	1438	556	518	209	656	197	213	136**	141	1868	
My job will be completely unaffected by AI	483	6	2	31	24	47	28	57	21	9	3	21	14	39	69	12	92	408	290	136	89	47	102	33	66	33	37	463	
23% hikmrtv		34%	8%	23% i	20% i	32% zhikm	29% hikm	54% zcdlefhi khmg	14%	6%	11%	12%	14%	15%	24% hikm	34%	31% zhikm	22%	20%	25% rt	17%	22% v	16%	17%	31% zvw	24%	26% v	25%	
AI will help me to do some aspects of my job, but my main work activities will be unaffected	810	8	16	56	53	49	29	26	43	56	15	65	38	125	114	10	107	731	573	219	234	78	279	90	59	48	56	677	
38% ex		46%	48%	40%	45% eh	33%	30%	25%	28%	38%	50%	38%	39%	48%	40% e	27%	36%	39%	40%	39%	45%	37%	43%	45% x	28%	35%	40%	36%	
AI will substantially change my main work activities, but my job will still exist	503	3	12	26	25	24	23	5	58	54	6	57	27	66	46	7	64	442	361	129	113	57	170	42	55	38	30	399	
23% gh		17%	36%	19% e	22% e	16% e	24% e	4%	39% zcdgmn e	37% zcdgmp	20%	33% zcdgmp	28% gh	25% gh	16% e	20%	22% e	24%	25%	23%	22%	27%	26%	21%	26%	28%	21%	21%	
My job will have ceased to exist as a result of AI	136	-	1	9	4	10	7	9	12	20	-	12	11	7	17	2	16	116	88	32	39	13	50	14	9	6	9	115	
6% m		-	4%	7%	3%	7%	7%	8%	8% zcdgmp	14%	-	7%	11% m	3%	6%	5%	6%	6%	6%	6%	7%	6%	8%	7%	4%	5%	6%	6%	
Don't know	213 10% -6%	1 3%	1 4%	16 11%	11 10%	16 11%	11 11%	10 9%	18 12%	8 5%	6 19%	17 10%	7 7%	25 10%	40 14%	5 14%	17 6%	184 10%	125 9%	40 7%	42 8%	15 7%	55 8%	19 9%	24 11%	11 8%	10 7%	214 11%	
Thinks their job will still exist to at least some extent	1796 84%	18 97%	30 91%	113 82%	103 87%	120 82%	80 82%	88 83%	122 80%	119 81%	24 81%	143 84%	79 82%	230 88%	229 80%	29 81%	263 89% m	1581 84%	1224 85%	484 87%	437 84%	182 87%	551 84%	165 84%	181 85%	119 87%	122 87%	1539 82%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/u/h/c/d/i/n/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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KnowledgePanel UK: 250529S - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025

Table 67

QAICOMFWORK. Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - SUMMARY TABLE

Base: All UK adults, age 16+

	Use of AI to personalise training programmes to support employees to learn new skills	Use of AI to monitor employee performance, to feed into evaluations of their performance
Unweighted Total	3727	3727
Weighted Total	3727	3727
Very comfortable	258 7%	138 4%
Fairly comfortable	1243 33%	510 14%
Neither comfortable nor uncomfortable	1100 30%	796 21%
Fairly uncomfortable	586 16%	1230 33%
Very uncomfortable	326 9%	873 23%
Don't know	193 5%	164 4%
Prefer not to say	21 1%	15 *
Comfortable	1501 40%	648 17%
Uncomfortable	912 24%	2103 56%
NET: Comfort	16%	-39%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename : 25-002388_WAVE_250529S_AAI_wtd_v1_PublicUse



QA/COMFWORK. Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to personalise training programmes to support employees to learn new skills

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education										Annual household income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (Degree/Master/PhD/above)	Working	Not Working	Unemployed	Retired / looking after house/children / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other higher Education below degree level	A-level or equivalent	GCSE / O-Level/ vocational/professional/Foreign	Another type of qualification (vocational/professional/Foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above				
Unweighted Total	3727	1796	1877	127	276	434	619	903	867	463	3343	309	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727			
Weighted Total	3727	1748	1924	447	608	609	599	596	451	417	3144	492	2144	1583	171*	1070	260*	1110	2511	435	1018	807	174	115*	689	1007	861	304	3727			
Very comfortable	258 7%	164 9%	93 5%	38 9%	58 10%	44 7%	47 8%	35 6%	22 3%	14 3%	187 6%	62 13%	160 7%	98 6%	26 15%	46 4%	18 7%	124 11%	131 5%	30 7%	60 6%	31 4%	7 3%	3 3%	36 5%	44 4%	76 xy	50 zay	232 6%			
Fairly comfortable	1243 33%	608 35%	624 32%	140 31%	224 37%	231 38%	217 36%	174 29%	135 30%	122 29%	1045 33%	171 35%	769 36%	475 30%	39 23%	324 30%	91 35%	444 40%	778 30%	141 32%	311 31%	246 30%	63 37%	17 14%	166 24%	338 34%	356 41%	174 zay	1219 33%			
Neither comfortable nor uncomfortable	1100 30%	488 28%	598 31%	139 31%	160 26%	156 26%	182 30%	190 32%	149 33%	124 30%	935 30%	132 27%	631 29%	468 30%	38 22%	324 30%	83 32%	280 25%	810 32%	143 33%	312 31%	260 32%	56 32%	39 34%	223 32%	323 32%	228 27%	96 24%	1110 30%			
Fairly uncomfortable	586 16%	279 16%	295 15%	67 15%	72 12%	97 16%	89 15%	99 17%	77 17%	86 21%	514 16%	65 13%	299 14%	287 18%	35 20%	194 18%	48 19%	156 14%	424 17%	59 14%	179 18%	139 17%	24 14%	23 20%	135 20%	162 16%	109 13%	52 13%	605 16%			
Very uncomfortable	346 9%	178 7%	183 9%	49 11%	47 8%	44 7%	41 7%	60 10%	44 10%	20 10%	290 9%	25 5%	181 8%	144 9%	23 13%	101 9%	13 5%	75 7%	240 9%	43 10%	96 9%	71 9%	16 9%	13 11%	77 13%	88 9%	66 8%	15 4%	344 9%			
Don't know	193 5%	74 4%	120 6%	10 2%	42 7%	32 5%	18 3%	37 5%	24 7%	30 7%	156 5%	33 7%	94 4%	99 6%	10 6%	78 7%	4 1%	29 3%	152 6%	17 4%	52 5%	56 7%	7 4%	20 17%	51 7%	51 5%	26 3%	4 1%	201 5%			
Prefer not to say	21 1%	8 *	12 1%	3 1%	6 1%	5 1%	5 1%	1 *	- *	2 *	16 *	4 1%	10 *	11 1%	1 1%	3 1%	3 1%	1 *	15 1%	3 1%	8 1%	3 *	- 6	2 1%	2 *	3 *	1 *	3 1%	16 *			
Comfortable	1501 40%	771 44%	717 37%	179 40%	282 46%	275 42%	264 44%	209 35%	158 35%	135 32%	1232 39%	233 47%	929 43%	572 36%	65 38%	370 35%	109 42%	569 51%	909 36%	171 39%	371 36%	277 34%	70 40%	20 17%	202 29%	381 38%	432 50%	224 17%	1451 39%			
Uncomfortable	407 24%	231 23%	276 25%	116 26%	118 19%	141 23%	130 22%	159 27%	121 27%	127 30%	805 26%	90 18%	480 22%	432 27%	58 34%	295 28%	61 24%	231 21%	664 26%	102 23%	276 27%	210 26%	41 23%	35 31%	212 24%	249 25%	175 20%	68 17%	949 25%			
NET Comfort	195	21%	12%	14%	27%	22%	22%	8%	8%	2%	34%	29%	21%	9%	4%	7%	18%	30%	10%	16%	9%	8%	17%	-14%	-1%	13%	30%	40%	13%			

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N=251,002,388-41)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/i - z/j/k - z/l/m/n/o/p - z/q/r/s/t/u/v/w - z/x/y/A/B
Overlap formulae used: * small base



QACOMPWORK: How thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to personalise training programmes to support employees to learn new skills.

Base: All UK adults, age 16+

	Country					England region (Net)		England region										Urbanity		IMD Quintile					NS-SEC							Unweighted Total
	Total (n)	England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)	South (g)	North East (h)	North West (i)	Yorkshire and The Humber (j)	East Midlands (k)	West Midlands (l)	East of England (m)	South East (n)	South West (o)	London (p)	Urban (q)	Rural (r)	1 - Most deprived (s)	2 (t)	3 (u)	4 (v)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small employers and own account workers (z)	4 - Lower supervisory and technical occupations (aa)	5 - Semi-routine and routine occupations (ab)	6 - Long-term unemployed or new entrant (ac)	7 - Full-time student (ad)	
Unweighted Total	3227	3111	306	175	135	857	598	1056	149	410	298	230	128	160	303	123	475	2049	778	149	748	140	751	730	1999	452	213	273	360	122*	169*	3727
Very comfortable	258 7%	220 7%	38 6%	13 7%	7 5%	66 8%	32 5%	122 7%	14 10%	32 8%	20 7%	16 6%	16 5%	29 8%	39 8%	26 8%	27 6%	220 7%	38 5%	40 8%	50 7%	51 7%	49 6%	47 6%	166 8%	13 3%	7 3%	19 7%	24 7%	12 10%	15 6%	232
Fairly comfortable	1243 32%	1048 34%	89 29%	61 35%	46 34%	262 31%	202 34%	584 35%	33 22%	131 32%	99 33%	99 37%	102 31%	129 37%	181 36%	108 35%	166 35%	964 33%	279 36%	195 26%	249 33%	245 33%	260 35%	293 40%	763 38%	124 27%	63 20%	89 31%	92 26%	18 15%	36 36%	1219
Neither comfortable nor uncomfortable	1100 30%	912 29%	105 34%	44 25%	39 29%	240 28%	161 27%	511 31%	51 34%	111 27%	79 26%	73 27%	88 27%	105 30%	149 29%	102 32%	155 33%	857 29%	242 31%	197 26%	232 31%	235 32%	225 30%	211 29%	549 27%	145 32%	63 30%	82 30%	116 32%	36 29%	84 34%	1110
Fairly uncomfortable	586 18%	493 16%	46 15%	26 15%	22 16%	150 17%	107 18%	236 14%	20 13%	70 17%	60 20%	44 16%	63 19%	43 12%	66 13%	49 15%	78 16%	474 16%	112 14%	153 20%	105 14%	98 13%	115 15%	115 16%	291 15%	94 21%	37 17%	46 17%	43 12%	24 20%	44 18%	605
Very uncomfortable	326 10%	264 9%	28 9%	19 11%	14 10%	88 10%	61 10%	116 7%	20 13%	41 10%	27 9%	27 10%	34 10%	27 8%	42 8%	22 7%	25 5%	255 9%	71 9%	86 11%	72 10%	63 9%	66 9%	39 5%	142 7%	48 11%	21 12%	23 8%	59 16%	13 11%	13 16%	344
Don't know	193 5%	157 5%	16 5%	13 7%	7 5%	51 6%	30 5%	76 5%	11 8%	26 6%	14 5%	8 3%	22 7%	17 5%	33 6%	9 3%	22 5%	108 3%	35 5%	52 7%	43 6%	40 5%	34 5%	24 3%	81 4%	26 6%	17 8%	14 7%	26 15%	18 15%	4 15%	201
Prefer not to say	23 1%	17 1%	3 1%	- -	1 1%	* *	6 1%	11 1%	* *	- *	- *	3 1%	3 1%	- *	2 *	6 1%	3 1%	21 1%	* *	4 1%	6 1%	6 1%	3 1%	1 *	8 1%	1 *	3 1%	- -	- -	5 1%	- *	16
Comfortable	1501 40%	1267 41%	107 35%	73 42%	53 39%	328 38%	234 39%	706 43%	47 31%	162 40%	119 40%	115 43%	119 38%	158 45%	220 43%	134 41%	193 41%	1184 40%	317 41%	255 34%	300 40%	297 40%	309 41%	340 40%	928 46%	137 33%	69 33%	109 32%	116 32%	30 25%	105 42%	1451
Uncomfortable	912 24%	758 24%	74 24%	45 26%	35 26%	238 28%	168 28%	352 21%	40 27%	112 27%	86 29%	72 27%	96 29%	96 28%	108 22%	71 22%	102 22%	729 23%	183 24%	239 32%	177 23%	161 23%	180 24%	154 23%	433 22%	142 31%	60 28%	68 25%	102 28%	37 30%	36 23%	949
NET - Comfort	186%	16%	11%	16%	13%	11%	11%	21%	5%	12%	11%	16%	7%	23%	22%	10%	19%	15%	17%	2%	16%	18%	17%	26%	25%	-1%	4%	15%	4%	-6%	20%	13%

Fieldwork dates: 30th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-022386-01)
Filename: 25-022386_WAVE_2005205_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Totaled (5% risk level) - $\frac{1}{n} \sum \frac{y_i}{n_i} \frac{h_i}{H}$ - $\frac{1}{n} \sum \frac{y_i}{n_i} \frac{h_i}{H} \frac{m_i}{m_i} \frac{h_i}{h_i}$ - $\frac{1}{n} \sum \frac{y_i}{n_i} \frac{h_i}{H} \frac{m_i}{m_i} \frac{h_i}{h_i} \frac{w_i}{w_i}$ - $\frac{1}{n} \sum \frac{y_i}{n_i} \frac{h_i}{H} \frac{m_i}{m_i} \frac{h_i}{h_i} \frac{w_i}{w_i} \frac{r_i}{r_i}$
Overlap formulae used: * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 70

QAICOMFWORK. Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to personalise training programmes to support employees to learn new skills

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Very comfortable	258 7%	83 8%	173 6%	156 12%	7 2%	28 23%	126 18%	41 2%	24 18%	70 14%	33 3%	162 21%	37 3%	131 22%	57 3%	146 17%	37 3%	182 21%	25 2%	131 12%	45 6%	232 6%
Fairly comfortable	1243 33%	359 36%	882 32%	528 41%	73 17%	44 36%	305 44%	453 26%	58 45%	259 52%	240 25%	396 52%	313 21%	326 54%	387 23%	477 55%	205 17%	444 52%	300 21%	519 46%	222 31%	1219 33%
Neither comfortable nor uncomfortable	1100 30%	267 27%	832 31%	292 23%	140 33%	25 20%	145 21%	581 33%	21 16%	97 20%	339 36%	125 16%	459 31%	102 17%	510 30%	136 16%	351 30%	130 15%	436 31%	267 24%	242 33%	1110 30%
Fairly uncomfortable	586 16%	157 16%	426 16%	168 13%	78 19%	13 11%	88 13%	311 18%	13 10%	44 9%	165 17%	54 7%	337 23%	27 4%	396 23%	72 8%	282 24%	63 7%	337 24%	129 12%	129 18%	605 16%
Very uncomfortable	326 9%	72 7%	250 9%	111 9%	68 16%	8 6%	18 3%	230 13%	9 7%	19 4%	121 13%	17 2%	252 17%	14 2%	267 16%	22 3%	232 20%	27 3%	253 18%	53 5%	64 9%	344 9%
Don't know	193 5%	49 5%	145 5%	22 2%	56 13%	3 3%	11 2%	118 7%	2 1%	7 1%	53 6%	8 1%	53 i	8 1%	63 k	8 1%	55 m	12 1%	55 4%	13 1%	25 3%	201 5%
Prefer not to say	21 1%	5 1%	13 *	3 *	1 *	2 2%	2 *	4 *	2 1%	2 *	3 *	- -	11 1%	- -	8 1%	- -	8 1%	- -	5 *	7 1%	- -	16 *
Comfortable	1501 40%	442 45%	1055 39%	684 53%	80 19%	72 58%	431 62%	494 28%	81 63%	329 66%	273 29%	558 73%	351 24%	458 75%	444 26%	622 72%	242 21%	625 73%	326 23%	650 58%	268 37%	1451 39%
Uncomfortable	912 24%	229 23%	676 25%	279 22%	146 35%	21 17%	106 15%	541 31%	22 17%	63 13%	286 30%	71 9%	589 40%	41 7%	664 39%	93 11%	514 44%	89 10%	590 42%	190 17%	193 27%	949 25%
NET: Comfort	16%	21%	14%	32%	-16%	41%	47%	-3%	46%	53%	-1%	64%	-16%	69%	-13%	61%	-23%	63%	-19%	41%	10%	13%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN J25-002388-01]

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QA/COMPWORK. Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to personalise training programmes to support employees to learn new skills

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																Trust:				General election 2024 vote							
	Total [0]	Agriculture, forestry and fishing [0]	Utilities or production [0]	Manufacturing [0]	Construction [0]	Wholesale and retail trade [0]	Transportation and storage [0]	Food or hospitality [0]	Information or communication [0]	Finance or insurance [0]	Real estate [0]	Professional, scientific or technical activities [0]	Administration [0]	Education [0]	Health, social care or social work [0]	Arts or recreation [0]	Other services [0]	Climate change is taking place [0]	The civil service [0]	The Government [0]	The media [0]	Conservative Party [0]	Labour Party [0]	Liberal Democrats [0]	Reform UK [0]	Green Party [0]	Other [0]	Unwtd Total [0]	
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727	
Weighted Total	3727	211**	371**	157**	121**	169**	101**	112**	156**	155**	30**	201**	120**	263	316	37**	331	3248	2448	1086	921	690	1039	369	327	235	250	3727	
Very comfortable	258 7%	-	6 16%	17 11%	10 8%	13 8%	8 8%	4 3%	14 9%	15 10%	-	33 16%	10 8%	18 7%	17 5%	3 9%	25 7%	227	190 8%	72 7%	62 7%	27 5%	87 8%	31 8%	18 5%	12 5%	23 9%	232 6%	
Fairly comfortable	1243 33%	6 31%	17 46%	52 33%	38 31%	42 25%	29 29%	52 39%	67 43%	68 44%	10 34%	74 37%	35 28%	96 37%	124 39%	8 21%	106 32%	1107	880 34%	384 35%	351 38%	165 34%	398 38%	117 32%	93 27%	84 36%	81 33%	1219 33%	
Neither comfortable nor uncomfortable	1100 30%	3 15%	4 10%	48 31%	41 33%	42 25%	32 32%	38 29%	31 20%	47 30%	10 33%	49 24%	39 31%	90 34%	88 28%	12 32%	110 33%	953	738 30%	352 32%	265 29%	149 30%	260 25%	110 30%	117 35%	70 30%	75 30%	1110 30%	
Fairly uncomfortable	586 16%	5 23%	6 17%	25 16%	19 16%	17 22%	15 15%	20 15%	27 17%	13 8%	3 10%	28 14%	22 18%	31 12%	43 14%	6 15%	43 13%	522	365 15%	176 16%	143 16%	80 16%	171 16%	73 20%	61 18%	32 14%	35 14%	605 16%	
Very uncomfortable	326 9%	6 31%	4 11%	11 7%	5 4%	22 16%	15 15%	11 8%	8 5%	9 6%	3 6%	13 6%	10 8%	19 7%	28 9%	2 6%	29 9%	271	161 7%	47 4%	59 6%	47 10%	84 8%	25 7%	27 8%	25 10%	26 9%	344 9%	
Don't know	193 5%	-	-	4 3%	9 7%	7 4%	2 1%	7 5%	3 6%	3 2%	3 10%	4 2%	9 7%	8 3%	12 3%	6 17%	18 5%	151	105 4%	50 5%	84 4%	22 4%	38 4%	13 4%	18 5%	11 4%	9 5%	201 5%	
Prefer not to say	21 1%	-	-	-	-	-	-	1 1%	-	-	2 6%	-	-	1 4%	5 2%	-	-	17	9 4%	5 5%	6 1%	1 4%	1 4%	-	3 1%	-	2 1%	16 4%	
Comfortable	1501 40%	6 31%	23 62%	69 44%	48 40%	55 33%	37 37%	56 43%	81 52%	83 54%	10 34%	107 53%	45 36%	115 44%	140 44%	11 30%	131 40%	1334	1070 44%	466 42%	413 45%	192 39%	485 47%	147 40%	110 33%	97 41%	104 42%	1451 39%	
Uncomfortable	912 24%	11 54%	10 28%	35 23%	24 20%	44 38%	29 29%	31 23%	34 22%	21 14%	14 16%	20 20%	32 26%	19 19%	23 21%	71 21%	72 22%	798	526 21%	223 21%	202 22%	127 26%	255 23%	98 27%	88 26%	57 24%	60 24%	949 25%	
NET: Comfort	16%	-23%	34%	-22%	-20%	-5%	8%	-19%	30%	40%	18%	33%	10%	-25%	22%	8%	18%	17%	22%	22%	23%	-13%	22%	-13%	-7%	17%	18%	13%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/h/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/s/t - z/u/v/w/x/y/a
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
Public Use

22 Sep 2025
Table 72

QA/COMFWORK: Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to monitor employee performance, to feed into evaluations of their performance

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education							Annual household income				Unwtd Total
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (n)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other Higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level / CSE / NVQ12/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)	£100,000 and above (n)	
Unweighted Total	3727	1796	1877	127	187	434	619	901	867	463	3343	399	1888	1859	133	1667	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727
Weighted Total	3727	1748	1924	447	608	659	559	595	451	417	3144	482	2144	1581	171*	1070	280*	1110	2551	435	1018	807	174	115*	689	1007	861	394	3727
Very comfortable	138	77	57	32	31	24	23	14	7	7	94	40	83	54	20	17	30	54	82	5	38	26	4	7	23	32	32	11	106
bghios	46	48	36	76	56	45	45	28	26	26	36	85	45	28	115	26	46	55	28	15	45	36	25	65	36	28	46	36	36
Fairly comfortable	510	263	241	78	96	105	78	68	44	41	394	106	313	198	25	107	62	164	341	64	143	108	18	8	69	134	137	79	468
dhios	145	155	135	178	168	178	138	115	105	105	135	225	155	125	155	105	245	155	135	155	145	135	105	75	105	135	165	105	135
Neither comfortable nor uncomfortable	796	359	427	101	151	150	122	127	89	75	656	106	475	321	36	208	62	177	601	105	233	203	30	30	148	204	179	91	774
dhios	215	215	225	235	255	215	205	215	205	185	215	215	225	205	215	195	245	165	245	245	235	255	175	265	225	205	215	235	215
Fairly uncomfortable	1230	563	657	130	144	198	212	203	174	169	1089	125	682	548	43	407	75	388	835	154	342	254	61	25	233	367	299	122	1271
dhios	395	325	345	295	245	6	325	355	345	395	405	255	325	355	255	385	295	355	135	355	345	315	355	215	345	365	355	315	345
Very uncomfortable	873	422	427	97	147	123	135	155	114	102	765	89	503	370	37	265	51	300	554	96	210	170	50	27	176	235	193	84	916
dhios	235	245	225	225	245	205	235	265	255	245	245	185	235	235	215	255	205	275	225	225	215	215	235	235	235	235	225	215	255
Don't know	164	59	105	6	33	25	26	29	23	22	137	23	78	86	10	66	-	27	126	10	45	43	10	18	38	34	21	6	181
dhios	46	36	56	16	56	46	46	56	56	56	56	46	46	56	66	66	-	27	56	26	46	56	66	155	56	36	26	16	56
Prefer not to say	15	5	9	4	5	3	3	-	-	1	10	4	9	6	1	1	-	1	13	2	7	3	-	1	2	2	-	2	11
dhios	4	4	4	15	15	4	4	4	4	4	4	15	4	4	15	4	4	4	4	4	15	4	4	15	4	4	4	4	4
Comfortable	648	340	288	109	127	129	101	82	51	49	467	146	396	252	45	124	72	218	423	70	181	134	22	15	92	166	169	90	574
bghios	175	195	155	245	215	215	175	145	115	125	155	305	185	165	265	125	285	205	175	165	185	175	135	135	125	165	205	235	155
Uncomfortable	2103	985	1084	227	291	311	348	358	288	271	1853	213	1185	918	80	672	134	688	1389	249	552	424	111	52	408	602	493	206	2187
dhios	565	565	565	515	485	535	585	605	645	655	595	435	555	585	475	635	495	625	545	575	545	535	645	455	595	605	575	525	595
NET Comfort	-39%	-37%	-41%	-26%	-37%	-32%	-41%	-46%	-52%	-53%	-43%	-34%	-37%	-42%	-20%	-51%	-21%	-45%	-38%	-41%	-36%	-36%	-51%	-32%	-46%	-43%	-38%	-29%	-43%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-02-2025-01)
Filename: 25-02-2025 WAVE 2505295 AAI wtd v1 Public Use
Proportions/Means: Columns Tested 5% risk level - s/a/b - s/c/d/e/f/h/i/j - s/k - s/l/m/n/o/p - s/q/r/s/t/u/v/w - s/x/y/z/B
Overlap formulae used: * small base



QACMPW006: How thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to monitor employee performance, to feed into evaluations of their performance

Base: All UK adults, age 16+

	Country					England region (Net)		England region										Urbanity		IMD Quintile					NS-SEC							Unweighted Total	Weighted Total
	Total (n)	England (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	North (n)	Midlands (n)	South (n)	North East (n)	North West (n)	Yorkshire and The Humber (n)	East Midlands (n)	West Midlands (n)	East of England (n)	South East (n)	South West (n)	London (n)	Urban (n)	Rural (n)	1 - Most deprived (n)	2 (n)	3 (n)	4 (n)	5 - Least deprived (n)	1 - Managerial, administrative and professional occupations (n)	2 - Intermediate occupations (n)	3 - Small employers and own account workers (n)	4 - Lower supervisory and technical occupations (n)	5 - Semi-routine and routine occupations (n)	6 - Long-term unemployed or newly worked (n)	7 - Full-time student (n)		
Unweighted Total	8727	8111	506	176	135	857	588	1656	149	410	268	230	128	350	508	323	475	2049	778	149	758	140	751	730	1909	452	213	273	360	122*	160*	8123	
Very comfortable	138 4%	111 4%	12 4%	6%	3%	38 4%	22 4%	51 3%	5 3%	23 6%	10 3%	11 4%	10 3%	17 5%	13 2%	6 2%	15 3%	111 4%	27 3%	48 6%	24 3%	32 4%	22 3%	12 2%	75 4%	8 2%	13 6%	9 3%	8 2%	14 3%	9 4%	106 3%	
Fairly comfortable	510 4%	436 14%	31 10%	24 14%	14%	129 15%	78 13%	230 14%	19 13%	56 14%	54 18%	31 12%	47 14%	50 14%	69 14%	47 15%	63 13%	483 15%	78 10%	110 12%	88 12%	88 12%	108 14%	117 16%	280 14%	59 13%	26 12%	24 9%	43 12%	20 16%	57 23%	468 13%	
Neither comfortable nor uncomfortable	796 21%	672 22%	61 20%	30 17%	25%	180 19%	140 23%	372 22%	25 17%	20%	17%	80%	187 30%	107 20%	226 22%	22%	21%	21%	22%	21%	24%	20%	20%	20%	22%	408 20%	86 19%	44 21%	69 25%	79 22%	34 28%	64 26%	774 21%
Fairly uncomfortable	1280 33%	1034 33%	101 33%	59 34%	36 26%	274 33%	187 31%	573 35%	50 33%	124 30%	100 34%	80 30%	107 33%	123 35%	183 36%	112 35%	154 32%	632 32%	268 38%	192 26%	243 32%	267 36%	267 36%	261 36%	679 34%	166 37%	70 36%	90 33%	118 33%	15 12%	72 29%	1271 34%	
Very uncomfortable	873 23%	715 23%	86 28%	39 23%	34 25%	215 25%	140 23%	360 22%	38 24%	108 26%	68 23%	58 22%	82 23%	70 20%	117 23%	68 21%	105 23%	699 24%	174 23%	195 28%	185 24%	171 23%	169 23%	154 21%	487 24%	108 24%	42 20%	68 25%	89 25%	21 17%	46 19%	916 25%	
Don't know	164 4%	129 4%	15 5%	13 7%	7 5%	88 10%	30 5%	61 4%	10 7%	15 4%	14 5%	7 3%	22 7%	17 5%	16 4%	12 3%	16 3%	135 16%	29 4%	43 6%	34 4%	30 4%	34 5%	24 3%	64 3%	24 5%	13 6%	13 5%	23 6%	17 14%	181 5%		
Prefer not to say	15 0%	14 0%	- -	- -	2 1%	2 0%	2 0%	10 1%	2 1%	- -	- -	- -	2 1%	- -	1 0%	6 1%	3 1%	15 0%	- -	7 1%	2 0%	6 1%	- -	- -	4 0%	2 0%	- -	- -	- -	5 1%	- -	11 0%	
Comfortable	648 17%	547 18%	43 14%	35 20%	23 17%	167 19%	100 17%	281 17%	24 16%	79 19%	64 21%	43 16%	57 17%	68 19%	82 16%	53 16%	78 16%	543 18%	305 14%	158 21%	112 15%	120 16%	129 17%	129 18%	355 18%	67 15%	39 18%	33 12%	51 14%	34 14%	66 27%	574 15%	
Uncomfortable	2203 56%	1749 56%	187 61%	98 56%	54%	1280 57%	800 56%	2813 56%	248 59%	576 57%	576 52%	576 52%	576 52%	576 52%	596 56%	596 52%	596 53%	2049 53%	778 53%	149 53%	758 56%	140 52%	751 58%	730 54%	1909 58%	452 58%	213 52%	273 58%	360 57%	122 46%	160 47%	8123 56%	
NET: Comfort	-39%	-39%	-47%	-36%	-34%	-38%	-38%	-39%	-43%	-37%	-35%	-35%	-40%	-36%	-43%	-39%	-38%	-37%	-47%	-30%	-42%	-43%	-41%	-39%	-43%	-46%	-34%	-46%	-43%	-1%	-21%	-49%	

Fieldwork dates: 10th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002386-01)
Filename: 25-002386_WAVE_2005205_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Totaled (5% risk level) - $\sqrt{n}/\sqrt{N}/\sqrt{h}$ - $\sqrt{n}/\sqrt{N}/\sqrt{h}/\sqrt{m}/\sqrt{w}/\sqrt{t}$ - $\sqrt{n}/\sqrt{N}/\sqrt{h}/\sqrt{w}$ - $\sqrt{n}/\sqrt{N}/\sqrt{h}/\sqrt{t}/\sqrt{w}$
Overlap formulae used: * small base

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 74

QAICOMFWORK. Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to monitor employee performance, to feed into evaluations of their performance

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	495	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123**	695	1738	128**	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Very comfortable	138 4% Bbelinp	62 6% z8	76 3% z8	81 6% zb	5 1% z	18 15% ze	61 9% ze	27 2% z	17 13% h	40 8% h	24 3% z	81 11% z	24 2% z	63 10% z	30 2% zn	68 8% zn	22 2% z	79 9% z	22 2% z	67 6% z	26 4% z	106 3%
Fairly comfortable	510 14% Bbelinp	171 17% z8	339 12% z8	229 18% zb	30 7% z	30 24% ze	168 24% ze	145 8% z	27 21% h	130 26% h	82 9% z	219 29% z	90 6% z	182 30% z	141 8% zn	238 28% zn	62 5% zp	246 29% zp	92 7% zr	241 21% zr	88 12% zr	468 13%
Neither comfortable nor uncomfortable	796 21% Bjlnp	237 24% z	554 20% z	237 19% z	103 24% z	28 23% z	167 24% z	352 20% z	24 19% z	88 18% z	229 24% z	138 18% z	240 16% z	126 21% z	254 15% z	188 22% z	162 14% z	156 18% z	236 17% z	242 21% z	158 22% z	774 21%
Fairly uncomfortable	1230 33% bcdk	295 30% z	934 34% z	397 31% z	110 26% z	25 20% z	187 27% z	595 34% cd	32 25% z	152 31% z	284 30% z	233 31% z	502 34% z	170 28% z	572 34% z	260 30% z	410 35% z	253 29% z	477 34% z	334 30% z	254 35% z	1271 34%
Very uncomfortable	873 23% Adikmo	181 18% zA	684 25% zA	320 25% zA	122 29% z	19 15% z	100 14% z	519 30% zcd	26 20% z	81 16% z	286 30% z	81 11% z	552 38% z	60 10% z	634 38% z	98 11% zm	463 40% zm	108 13% z	533 38% z	230 20% z	179 25% z	916 25%
Don't know	164 4% adjiklm oq	44 4% z	120 4% z	13 1% z	54 13% za	1 1% z	10 1% z	96 6% zd	- - z	4 1% z	47 5% g	9 1% z	49 3% i	8 1% z	53 3% z	46 1% m	46 4% m	15 2% z	51 4% z	8 1% z	23 3% z	181 5%
Prefer not to say	15 * e	2 * z	13 * z	2 * z	1 * z	2 2% e	2 * z	3 * z	2 1% z	2 * z	3 * z	- - z	5 * z	- - z	5 * z	- - z	5 * z	- - z	2 * z	5 * z	- - z	11 * z
Comfortable	648 17% Bbelinp	233 23% z8	415 15% z8	310 24% zb	35 8% z	48 39% ze	230 33% ze	172 10% z	44 34% h	171 34% h	106 11% z	299 39% z	114 8% z	245 40% z	170 10% zn	307 36% zn	84 7% z	325 38% zp	113 8% z	308 27% zr	114 16% z	574 15%
Uncomfortable	2103 56% Aciklmo q	476 48% zA	1618 59% zA	716 56% zA	231 55% z	44 36% z	287 41% z	1114 64% zcd	58 45% z	234 47% z	569 60% fg	315 41% z	1055 72% z	229 38% z	1205 71% z	358 42% zm	873 75% zm	361 42% z	1010 71% z	564 50% z	433 59% z	2187 59%
NET: Comfort		-24%	-44%	-32%	-46%	3%	-8%	-54%	-11%	-13%	-49%	-2%	-64%	3%	-61%	-6%	-67%	-4%	-63%	-23%	-44%	-43%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QA/COMPWORK. Now thinking about the current or future use of AI technologies in workplaces, how comfortable or uncomfortable are you with the following? - Use of AI to monitor employee performance, to feed into evaluations of their performance

Base: All UK adults, age 16+

	Total [1]	Job industry or sector (work in or looking to work in)																	Climate change is taking place [8]	Trust:				General election 2024 vote							Unwtd Total
		Agriculture, forestry and fishing [1]	Utilities or production [2]	Manufacturing [3]	Construction [4]	Wholesale and retail trade [5]	Transportation and storage [6]	Food or hospitality [7]	Information or communication [9]	Finance or insurance [10]	Real estate [11]	Professional, scientific or technical activities [12]	Administration [13]	Education [14]	Health, social care or social work [15]	Arts or recreation [16]	Other services [17]	The civil service [18]		The Government [19]	The media [20]	Conservative Party [21]	Labour Party [22]	Liberal Democrats [23]	Reform UK [24]	Green Party [25]	Other [26]				
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727			
Weighted Total	3727	211**	371**	1571*	1211*	1691*	1011*	1121*	1561*	1551*	301**	2011*	1201*	263	316	371**	331	3248	2448	1039	921	690	1039	369	327	235	250	3727			
Very comfortable	138 4%	1 4%	1 4%	10 6%	4 3%	9 5%	4 4%	8 6%	4 2%	7 4%	-	7 3%	5 4%	12 5%	16 5%	2 6%	14 4%	118 4%	77 3%	36 3%	40 4%	9 2%	44 4%	15 4%	17 5%	5 2%	13 5%	106 3%			
Fairly comfortable	510 14%	5 22%	6 17%	13 8%	14% 10%	27 16%	16 16%	35 25%	22 14%	33 21%	5 18%	27 13%	15 12%	32 12%	64 20%	2 4%	47 14%	445 14%	357 15%	170 16%	129 14%	64 15%	152 15%	42 11%	48 14%	29 12%	42 17%	468 13%			
Neither comfortable nor uncomfortable	796 21% ova	-	10 27%	42 27%	34 28%	35 21%	17 17%	37 28%	34 22%	34 22%	8 27%	40 20%	26 21%	55 21%	52 17%	5 14%	86 26%	672 21%	531 22%	281 26%	202 22%	115 23%	166 16%	70 19%	83 25%	45 19%	40 16%	774 21%			
Fairly uncomfortable	1230 33%	5 25%	6 15%	50 32%	38 32%	42 25%	16 26%	29 22%	48 31%	48 31%	10 32%	79 39%	10 40%	89 34%	105 33%	18 49%	91 28%	1108 34%	852 35%	380 35%	320 35%	174 36%	379 36%	147 40%	92 27%	76 32%	79 32%	1271 34%			
Very uncomfortable	873 23%	10 49%	14 37%	39 25%	22 18%	47 28%	47 35%	16 13%	43 28%	31 20%	4 15%	46 23%	26 21%	66 25%	63 20%	8 21%	77 23%	798 24%	537 22%	184 17%	197 21%	108 22%	267 26%	84 23%	80 24%	70 30%	67 27%	916 25%			
Don't know	164 4%	-	-	3 2%	6 5%	9 5%	2 1%	6 5%	5 3%	3 2%	2 8%	3 1%	4 3%	8 3%	11 6%	2 5%	16 5%	126 4%	90 4%	32 3%	27 3%	20 4%	30 3%	11 3%	17 5%	10 4%	7 3%	181 5%			
Prefer not to say	15 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 1%	5 2%	-	-	12 *	4 *	3 *	4 *	-	-	-	-	-	1 *	11 *			
Comfortable	668 18%	5 26%	8 21%	22 14%	18% 10%	36 21%	20 20%	42 32%	26 16%	39 25%	5 18%	34 17%	20 16%	44 17%	79 25%	4 11%	61 18%	563 17%	434 18%	205 19%	169 18%	73 15%	197 19%	56 15%	65 19%	34 15%	55 22%	574 15%			
Uncomfortable	2103 56%	15 74%	19 52%	89 57%	49% 33%	89 53%	62 61%	46 35%	91 58%	79 51%	14 47%	124 62%	76 60%	155 59%	168 53%	26 70%	188 51%	1875 58%	1189 57%	564 52%	518 56%	282 58%	646 62%	231 63%	172 51%	146 62%	147 59%	2187 59%			
NET: Comfort	-89%	-48%	-30%	-43%	-32%	-32%	-41%	-3%	-42%	-26%	-29%	-45%	-44%	-42%	-28%	-60%	-32%	-40%	-39%	-33%	-38%	-43%	-43%	-47%	-32%	-48%	-37%	-43%			

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN 25-002388-01]

Filename: 25-002388-WAVE_2505295_AAL_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - z/a - z/h/z/t - z/a/z/w/z/v/z/A

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2502295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 76

QUEST: AI tutors are computer programs that can provide personalised learning support, adapt to a student's pace and learning style, and could offer real-time feedback and assistance. How comfortable or uncomfortable are you with using AI to create personalised learning materials and resources, for pupils in...? - Primary schools

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education										Annual household income				
	Total (n)	Male (n)	Female (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working (n)	Not Working (n)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (n)	Student (n)	Graduates (Degree/Master/PhD/above) (n)	Non-graduates (n)	Other higher Education below degree level (n)	A-level or equivalent (n)	GCSE / O-Level/ CSE / NVQ1/2/ equivalent (n)	Another type of qualification (vocational/professional/foreign) (n)	No formal qualifications (n)	Up to £25,999 (n)	£26,000 up to £51,999 (n)	£52,000 up to £59,999 (n)	£100,000 and above (n)			
Unweighted Total	3727	1796	1877	127	276	434	619	903	887	483	3143	492	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1924	447	608	609	559	536	451	417	3144	492	2144	1583	171*	1070	200*	1102	2551	435	1018	807	174	116*	689	1007	861	304	3727		
Very comfortable	183	82	97	21	49	29	36	25	13	10	140	38	113	70	20	34	15	71	110	21	57	26	2	4	34	36	46	28	164		
5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	4%	5%	4%	12%	3%	6%	6%	4%	5%	6%	3%	1%	3%	5%	4%	5%	4%	7%	4%	
Fairly comfortable	992	442	479	63	156	165	175	150	119	104	798	111	553	378	42	283	36	338	584	111	226	167	60	20	147	249	244	135	985		
25%	25%	24%	25%	14%	20%	22%	25%	20%	19%	17%	25%	23%	26%	24%	24%	20%	14%	30%	73%	23%	22%	21%	33%	17%	21%	25%	22%	14%	26%		
Neither comfortable nor uncomfortable	875	442	428	97	128	156	143	161	118	95	737	122	526	350	23	253	59	226	636	117	240	218	29	32	186	249	213	60	919		
23%	25%	22%	22%	22%	21%	22%	24%	27%	26%	23%	23%	23%	25%	22%	13%	24%	23%	20%	25%	27%	24%	27%	16%	28%	27%	25%	23%	15%	25%		
Fairly uncomfortable	811	349	452	93	91	137	131	131	108	121	721	71	446	365	26	263	62	237	567	87	208	202	49	20	146	250	165	88	827		
22%	20%	24%	21%	21%	23%	22%	22%	24%	20%	29%	23%	15%	21%	23%	15%	25%	24%	21%	22%	20%	20%	23%	28%	18%	21%	25%	19%	22%	22%		
Very uncomfortable	742	362	356	159	142	112	93	101	70	66	605	118	408	334	48	175	85	215	509	85	227	149	26	21	137	175	172	74	644		
20%	21%	18%	23%	18%	16%	16%	17%	16%	16%	16%	19%	24%	19%	21%	28%	16%	33%	19%	20%	20%	22%	18%	15%	18%	20%	17%	20%	19%	17%		
Don't know	171	66	104	16	17	28	18	30	22	21	135	29	96	76	9	61	-	23	136	15	54	42	7	17	36	44	19	8	178		
5%	4%	5%	5%	4%	6%	5%	3%	5%	5%	5%	4%	6%	4%	5%	5%	6%	-	2%	5%	3%	5%	5%	4%	15%	5%	4%	2%	2%	5%		
Prefer not to say	13	5	7	-	7	1	3	-	1	1	8	4	3	11	3	1	3	1	10	-	6	3	-	1	3	4	1	-	10		
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Comfortable	1114	524	576	84	205	195	210	175	132	114	938	149	666	448	62	317	51	408	694	131	283	193	62	24	180	285	290	164	1149		
30%	30%	30%	30%	19%	34%	32%	35%	29%	29%	27%	30%	30%	31%	28%	36%	30%	20%	37%	27%	30%	28%	24%	36%	21%	26%	28%	34%	41%	31%		
Uncomfortable	1553	711	808	252	233	249	224	231	178	187	1326	189	854	699	74	437	147	452	1076	172	435	352	75	42	284	425	338	163	1471		
42%	41%	42%	42%	36%	38%	41%	37%	39%	39%	40%	42%	38%	40%	44%	43%	41%	56%	41%	42%	40%	43%	44%	43%	36%	41%	42%	39%	41%	39%		
NET: Comfort	-12%	-11%	-12%	-38%	-5%	-9%	-2%	-9%	-10%	-17%	-12%	-8%	-9%	-16%	-7%	-11%	-37%	-4%	-15%	-9%	-15%	-20%	-7%	-16%	-15%	-14%	-6%	*	-9%		

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2502295_AA1_wtd_v1_PublicUse
Proportions/Means: Columns Totals (5% risk level) - z1/z2 - z3/z4/z5/z6/z7 - z8/z9 - z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100
Overlap formulae used. * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [JN J25-002388-01]
Filename: 25-002388_WAVE_2505295_AA1_wtd_v1_PublicUse
Proportions/Mean: Columns tested [5% risk level] - $z/\alpha/h/c/d$, $z/h/f/g$, $z/h/f/g/h/m/n/o/p$, $z/q/r$, $z/z/t/u/v/w$, $z/x/y/h/w/C/D/E$
Overlap formulae used: * Small base

Overlap formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 78

QEDU1. AI tutors are computer programs that can provide personalised learning support, adapt to a student's pace and learning style, and could offer real-time feedback and assistance. How comfortable or uncomfortable are you with using AI to create personalised learning materials and resources, for pupils in...? - Primary schools

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123**	695	1738	128**	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Very comfortable	183 5% beinp	60 6%	123 5%	125 10%	4 1%	21 17%	104 15%	34 2%	24 19%	65 13%	21 2%	115 15%	23 2%	106 17%	20 1%	128 15%	9 1%	126 15%	15 1%	90 8%	26 4%	164 4%
Fairly comfortable	932 25% bejnp	248 25%	680 25%	320 25%	64 15%	47 38%	221 32%	360 21%	47 37%	178 36%	179 19%	299 39%	208 14%	248 41%	263 16%	334 39%	157 13%	337 39%	197 14%	351 31%	182 25%	985 26%
Neither comfortable nor uncomfortable	875 23% acdiklm	224 23%	651 24%	249 19%	116 27%	12 10%	112 16%	447 26%	17 14%	91 18%	257 27%	120 16%	326 22%	107 18%	345 20%	144 17%	231 20%	140 16%	304 22%	234 21%	202 28%	919 25%
Fairly uncomfortable	811 22% aikmo	197 20%	612 22%	239 19%	100 24%	20 16%	130 19%	399 23%	26 20%	90 18%	211 22%	124 16%	382 26%	77 13%	483 29%	150 17%	344 29%	140 16%	400 28%	214 19%	163 22%	827 22%
Very uncomfortable	742 20% ikmo	214 22%	523 19%	332 26%	89 21%	22 18%	114 16%	398 23%	14 11%	65 13%	228 24%	90 12%	466 32%	61 10%	517 31%	93 11%	380 32%	97 11%	447 32%	215 19%	130 18%	644 17%
Don't know	171 5% adiklmo pq	44 4%	125 5%	13 1%	49 12%	1 1%	14 2%	98 6%	- 2%	8 6%	56 6%	14 2%	54 4%	9 2%	59 4%	11 1%	49 4%	16 2%	48 3%	23 2%	25 3%	178 5%
Prefer not to say	13 * ep	6 1%	7 *	- -	2 *	- -	- -	2 *	- -	- -	1 *	- -	4 *	- -	3 *	- -	1 *	- -	1 *	- -	- -	10 *
Comfortable	1114 30% beinp	308 31%	803 30%	445 35%	68 16%	68 55%	325 47%	394 23%	71 56%	244 49%	201 21%	414 54%	232 16%	355 58%	283 17%	462 54%	166 14%	464 54%	213 15%	441 39%	208 29%	1149 31%
Uncomfortable	1553 42% dikmo	411 41%	1135 42%	571 45%	189 45%	42 34%	244 35%	797 28%	39 31%	156 46%	439 fg	214 28%	848 zi	138 23%	999 zk	243 28%	724 zm	237 28%	847 zo	429 38%	293 40%	1471 39%
NET: Comfort	-12%	-10%	-12%	-10%	-28%	21%	12%	-23%	25%	18%	-25%	26%	-42%	36%	-42%	25%	-48%	26%	-45%	1%	-12%	-9%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 125-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QEDU1. AI tutors are computer programs that can provide personalised learning support, adapt to a student's pace and learning style, and could offer real-time feedback and assistance. How comfortable or uncomfortable are you with using AI to create personalised learning materials and resources, for pupils in...? - Primary schools

Base: All UK adults, age 16+

	Total [1]	Job industry or sector (work in or looking to work in)																Trust:			General election 2024 vote							Unwtd Total [27]
		Agriculture, forestry and fishing [2]	Utilities or production [3]	Manufacturing [4]	Construction [5]	Wholesale and retail trade [6]	Transportation and storage [7]	Food or hospitality [8]	Information or communication [9]	Finance or insurance [10]	Real estate [11]	Professional, scientific or technical activities [12]	Administration [13]	Education [14]	Health, social care or social work [15]	Arts or recreation [16]	Other services [17]	Climate change is taking place [18]	The civil service [19]	The Government [20]	The media [21]	Conservative Party [22]	Labour Party [23]	Liberal Democrats [24]	Reform UK [25]	Green Party [26]	Other [28]	
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727
Weighted Total	3727	211**	371**	157**	121**	169**	101**	112**	156**	155**	30**	201**	120**	263	316	371**	331	3548	2448	1086	921	690	1039	369	327	235	250	3727
Very comfortable	183 5%	-	3 9%	9 6%	3 3%	8 5%	5 5%	6 5%	12 8%	6 4%	-	13 6%	8 6%	22 8%	17 5%	2 6%	14 4%	147 5%	110 4%	53 5%	43 5%	14 3%	59 6%	17 5%	22 6%	10 4%	10 4%	164 4%
Fairly comfortable	932 25%	5 26%	17 46%	33 21%	36 30%	33 19%	21 21%	28 21%	50 32%	52 33%	5 16%	59 29%	28 22%	59 23%	83 26%	12 32%	75 23%	830 26%	671 27%	300 28%	284 31%	124 25%	298 29%	95 26%	65 19%	62 26%	65 26%	985 26%
Neither comfortable nor uncomfortable	875 23%	4 18%	4 10%	44 28%	24 20%	40 24%	25 25%	42 32%	37 24%	43 28%	4 14%	48 24%	26 21%	59 22%	80 25%	5 14%	80 24%	764 24%	586 24%	282 26%	217 24%	133 27%	199 19%	75 20%	76 23%	50 21%	63 25%	919 25%
Fairly uncomfortable	811 22%	4 19%	5 14%	26 17%	27 22%	17 22%	28 28%	24 18%	25 16%	30 19%	15 51%	36 18%	33 26%	48 18%	62 20%	5 13%	76 23%	719 22%	519 21%	250 23%	188 20%	129 28%	218 21%	86 23%	76 23%	62 26%	54 22%	827 22%
Very uncomfortable	742 20%	8 37%	7 19%	40 26%	25 20%	42 25%	18 18%	22 16%	23 15%	22 14%	1 2%	42 21%	26 21%	68 26%	59 19%	12 33%	69 21%	645 20%	470 19%	163 15%	149 16%	70 14%	234 23%	81 22%	75 22%	45 19%	50 20%	644 17%
Don't know	171 5%	-	1 2%	4 3%	6 5%	9 5%	2 2%	11 8%	9 6%	2 1%	5 17%	3 1%	5 4%	7 3%	14 4%	1 3%	17 5%	135 4%	85 3%	33 3%	32 4%	19 4%	30 3%	14 4%	19 6%	7 3%	8 3%	178 5%
Prefer not to say	13 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *	2 3%	-	-	8 *	6 *	5 *	8 1%	1 *	-	1 *	3 1%	-	-	10 *
Comfortable	1114 30%	5 26%	20 55%	42 27%	39 32%	41 24%	26 26%	34 26%	62 40%	58 37%	5 16%	71 36%	35 28%	81 31%	100 32%	14 38%	89 27%	977 30%	781 32%	353 32%	326 35%	138 28%	358 34%	112 30%	87 26%	72 31%	75 30%	1149 31%
Uncomfortable	1553 42%	11 56%	12 33%	66 42%	52 42%	52 47%	47 46%	45 34%	48 31%	52 34%	16 53%	78 39%	59 47%	116 44%	121 38%	17 46%	145 44%	1364 42%	989 40%	413 38%	317 37%	199 41%	452 44%	187 45%	152 45%	107 45%	104 42%	1471 39%
NET: Comfort	-12%	-29%	22%	-15%	-10%	-23%	-20%	-8%	9%	3%	-37%	-3%	-19%	-13%	-7%	-8%	-17%	-12%	-9%	-6%	-1%	-12%	-9%	-15%	-19%	-15%	-12%	-9%

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - z/a - z/h/z/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 80

QED01: AI tutors are computer programs that can provide personalised learning support, adapt to a student's pace and learning style, and could offer real-time feedback and assistance. How comfortable or uncomfortable are you with using AI to create personalised learning materials and resources, for pupils in...? - Secondary schools

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education								Annual household income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after household / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other higher education below degree level	A-level or equivalent	GCSE / O-Level / vocational/professional/foreign	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above	Unweighted Total		
Unweighted Total	3727	1796	1924	127	276	434	619	903	867	463	3343	399	1888	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1924	447	608	609	599	596	417	417	3144	492	2144	1583	171*	1070	260*	1110	2511	435	1018	807	174	116*	689	1007	861	394	3727		
Very comfortable	216	99	112	24	52	32	42	29	22	15	166	46	129	86	22	46	38	84	128	21	62	32	7	5	39	41	65	32	206		
	6%	6%	6%	5%	8%	5%	7%	5%	5%	4%	5%	9%	6%	5%	13%	4%	7%	8%	5%	5%	6%	4%	4%	4%	6%	4%	8%	8%	9%	6%	
Fairly comfortable	1150	546	598	94	176	190	212	194	141	142	977	146	671	478	43	352	63	436	725	139	282	214	69	22	177	315	313	156	1205		
	31%	31%	31%	21%	29%	31%	33%	33%	31%	34%	31%	30%	31%	30%	33%	24%	38%	38%	28%	23%	28%	20%	40%	18%	26%	32%	30%	39%	33%	32%	
Neither comfortable nor uncomfortable	967	483	488	117	157	154	148	165	137	108	841	120	563	424	34	296	77	259	709	127	286	237	33	27	198	267	217	87	1013		
	26%	28%	25%	26%	26%	25%	25%	28%	30%	26%	27%	24%	26%	27%	20%	28%	30%	23%	28%	29%	28%	29%	19%	24%	29%	27%	25%	22%	27%	27%	
Fairly uncomfortable	683	310	368	94	92	118	109	106	84	84	605	66	404	279	26	189	50	184	495	78	189	168	35	24	122	220	147	64	677		
	18%	18%	19%	21%	15%	19%	18%	18%	19%	19%	19%	13%	19%	18%	15%	18%	19%	17%	19%	18%	19%	21%	20%	21%	18%	22%	17%	16%	18%	18%	
Very uncomfortable	506	238	249	102	87	83	66	72	45	52	411	82	276	230	35	129	48	142	350	58	141	112	24	15	111	114	97	46	440		
	14%	14%	13%	23%	14%	14%	11%	12%	10%	12%	13%	17%	13%	15%	20%	12%	18%	13%	14%	13%	14%	14%	14%	13%	14%	11%	11%	12%	12%	12%	
Don't know	175	69	105	16	41	30	18	30	21	19	140	29	98	77	9	58	3	24	138	13	56	42	6	22	39	44	20	10	177		
	5%	4%	5%	5%	7%	5%	3%	5%	5%	5%	4%	6%	5%	5%	5%	1%	2%	2%	5%	3%	5%	5%	3%	10%	6%	4%	2%	2%	5%	5%	
Prefer not to say	10	4	2	-	4	1	3	-	1	1	5	3	2	8	3	1	-	1	7	-	3	3	-	1	3	1	1	-	9	9	
	*	*	*	-	1%	*	1%	-	*	*	*	1%	*	*	2%	*	-	*	*	-	*	*	-	1%	*	*	*	*	*	*	*
Comfortable	1360	644	709	119	227	222	254	223	163	157	1143	152	801	564	65	398	81	500	853	159	344	245	77	27	218	361	378	188	1411		
	37%	37%	37%	27%	37%	36%	42%	37%	36%	38%	36%	39%	37%	36%	38%	27%	31%	45%	33%	37%	34%	44%	23%	27	21%	36%	44%	48%	38%	38%	
Uncomfortable	1189	548	617	196	179	202	174	176	129	132	1015	148	680	510	61	318	98	336	844	136	330	280	39	39	233	334	245	110	1117		
	32%	31%	32%	44%	29%	33%	29%	30%	29%	32%	32%	30%	32%	32%	36%	30%	38%	29%	33%	31%	32%	30%	34%	34%	34%	33%	33%	28%	28%	30%	
NET Comfort	9%	6%	5%	-17%	8%	3%	13%	8%	7%	6%	4%	9%	6%	3%	2%	7%	-6%	16%	*	5%	1%	-6%	10%	-11%	-3%	3%	16%	20%	8%	8%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N 25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested 0% risk level: *s/a/b - s1/s2/s3/s4/s5/s6/s7/s8/s9/s10/s11/s12/s13/s14/s15/s16/s17/s18/s19/s20/s21/s22/s23/s24/s25/s26/s27/s28/s29/s30/s31/s32/s33/s34/s35/s36/s37/s38/s39/s40/s41/s42/s43/s44/s45/s46/s47/s48/s49/s50/s51/s52/s53/s54/s55/s56/s57/s58/s59/s60/s61/s62/s63/s64/s65/s66/s67/s68/s69/s70/s71/s72/s73/s74/s75/s76/s77/s78/s79/s80/s81/s82/s83/s84/s85/s86/s87/s88/s89/s90/s91/s92/s93/s94/s95/s96/s97/s98/s99/s100*

Overlap formulae used: * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [JN J25-002388-01]
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns tested [5% risk level] - $z/a/b/c/d$, $z/h/i/j/k/l/m/n/o/p$, $z/q/r$, $z/s/t/u/v/w$, $z/x/y/h/z/C/D/E$
Overlap formulae used: * Small base

Overlap formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 82

QEDU1. AI tutors are computer programs that can provide personalised learning support, adapt to a student's pace and learning style, and could offer real-time feedback and assistance. How comfortable or uncomfortable are you with using AI to create personalised learning materials and resources, for pupils in...? - Secondary schools

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123**	695	1738	128**	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Very comfortable	216 6% beinp	63 6%	152 6%	141 11% zb	4 1% ze	23 18% ze	105 15% ze	50 3% ze	27 21% gh	64 13% h	29 3% ze	129 17% zi	28 2% zi	114 19% zi	32 2% zn	138 16% zn	16 1% zo	141 16% zo	24 2% zr	101 9% zr	32 4% zr	206 6%
Fairly comfortable	1150 31% beinp	309 31%	840 31%	404 32% b	82 19% a	48 39% e	270 39% ze	465 27% zcd	49 38% h	217 44% h	229 24% h	357 47% zi	279 19% zi	306 50% zi	319 19% zn	413 48% zn	209 18% zm	416 49% zo	259 18% zo	446 40% zr	222 31% zr	1205 32%
Neither comfortable nor uncomfortable	987 26% acdikmn	245 25%	740 27%	298 23% a	125 30% a	19 15% e	151 22% ze	486 28% zcd	26 20% h	113 23% h	277 29% h	132 17% i	363 25% i	104 17% k	433 26% k	153 18% m	272 23% m	155 18% o	348 25% o	261 23% o	207 28% o	1013 27%
Fairly uncomfortable	683 18% cdikmoq	163 16%	519 19%	209 16% z	82 19% z	9 7% e	79 11% ze	344 20% zcd	12 9% h	53 11% h	203 21% fg	81 11% zi	379 26% zi	41 7% zk	452 27% zk	98 11% zm	313 27% zm	81 9% zo	399 28% zo	167 15% zr	156 21% zr	677 18%
Very uncomfortable	506 14% ilimo	155 16%	343 13%	210 16% z	77 18% z	21 17% e	74 11% ze	296 17% zcd	12 10% h	39 8% h	160 17% h	46 6% zi	351 24% zi	32 5% zk	392 23% zk	43 5% zm	315 27% zm	47 5% zo	334 24% zo	129 11% zr	85 12% zr	440 12%
Don't know	175 5% adikimo	54 5%	118 4%	18 1% za	51 12% za	4 3% e	16 2% ze	96 6% zcd	2 2% h	12 2% h	55 6% h	16 2% i	61 4% i	12 2% k	58 3% k	16 2% m	44 4% m	18 2% o	48 3% o	24 2% r	26 4% r	177 5%
Prefer not to say	10 * e	3 *	7 *	- - a	3 1% a	- - e	- - ze	2 * zcd	- - h	- - h	2 * h	- - zi	1 * zi	- - zk	3 * zk	- - zm	1 * zm	- - zo	1 * zo	- - zr	- - zr	9 *
Comfortable	1365 37% beinp	372 38%	992 36%	545 43% zb	86 20% ze	71 58% ze	375 54% ze	514 30% zcd	75 59% h	281 56% h	258 27% h	486 64% zi	308 21% zi	419 69% zi	351 21% zn	550 64% zn	225 19% zo	557 65% zo	282 20% zr	546 48% zr	254 35% zr	1411 38%
Uncomfortable	1189 32% dikmoq	318 32%	862 32%	418 33% z	159 37% z	29 24% e	152 22% ze	640 37% zcd	24 19% h	92 19% h	362 38% h	127 17% zi	730 50% zi	73 12% zk	844 50% zk	141 16% zm	628 54% zm	128 15% zo	733 52% zo	296 26% zr	241 33% zr	1117 30%
NET: Comfort	5%	6%	5%	10%	-17%	34%	32%	-7%	40%	38%	-11%	47%	-29%	57%	-29%	48%	-34%	50%	-32%	22%	2%	8%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QEDU1. AI tutors are computer programs that can provide personalised learning support, adapt to a student's pace and learning style, and could offer real-time feedback and assistance. How comfortable or uncomfortable are you with using AI to create personalised learning materials and resources, for pupils in...? - Secondary schools

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																	Trust:			General election 2024 vote							Unwtd Total [16]
		Agriculture, forestry and fishing [2]	Utilities or production [3]	Manufacturing [4]	Construction [5]	Wholesale and retail trade [6]	Transportation and storage [7]	Food or hospitality [8]	Information or communication [9]	Finance or insurance [10]	Real estate [11]	Professional, scientific or technical activities [12]	Administration [13]	Education [14]	Health, social care or social work [15]	Arts or recreation [16]	Other services [17]	Climate change is taking place [18]	The civil service [19]	The Government [20]	The media [21]	Conservative Party [22]	Labour Party [23]	Liberal Democrats [24]	Reform UK [25]	Green Party [26]	Other [27]		
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727	
Weighted Total	3727	211**	371**	1571*	1211*	1691*	1011*	1121*	1561*	1551*	301**	2011*	1201*	263	316	371**	331	3548	2448	1086	921	690	1039	369	337	235	250	3727	
Very comfortable	216 6%	-	4 10%	9 6%	2 2%	9 5%	7 7%	2 2%	15 9%	11 7%	-	17 9%	6 5%	22 8%	20 6%	2 6%	18 5%	179 6%	143 6%	73 7%	51 6%	25 5%	67 6%	21 6%	23 7%	15 6%	17 7%	206 6%	
Fairly comfortable	1150 31%	8 37%	17 47%	29 18%	44 36%	51 30%	22 22%	29 22%	57 36%	64 41%	11 38%	83 41%	37 29%	78 30%	112 35%	14 37%	92 28%	1029 32%	826 34%	370 34%	342 37%	162 33%	376 36%	123 33%	82 24%	82 35%	69 28%	1205 32%	
Neither comfortable nor uncomfortable	987 26%	3 13%	4 11%	51 33%	29 24%	39 23%	29 28%	50 38%	45 29%	40 26%	4 14%	45 22%	32 26%	59 22%	72 23%	4 12%	92 28%	869 27%	649 27%	295 27%	226 25%	139 28%	249 24%	75 20%	86 25%	57 24%	74 30%	1013 27%	
Fairly uncomfortable	683 18%	4 22%	7 18%	40 25%	26 21%	33 19%	27 27%	31 24%	12 8%	26 17%	9 31%	35 17%	22 18%	13 20%	10 16%	6 16%	64 19%	610 19%	436 18%	194 18%	159 17%	98 20%	173 17%	96 26%	73 22%	43 18%	43 17%	877 18%	
Very uncomfortable	506 14%	6 29%	5 13%	22 14%	14 12%	28 17%	13 13%	8 6%	18 11%	12 8%	-	18 9%	23 18%	41 16%	46 15%	10 27%	51 15%	417 13%	304 12%	116 11%	104 11%	49 10%	147 14%	38 10%	52 15%	30 13%	39 16%	440 12%	
Don't know	175 5%	-	-	7 4%	6 5%	9 5%	2 2%	11 8%	9 6%	2 1%	5 17%	3 1%	5 4%	9 4%	14 5%	1 3%	14 4%	138 4%	86 4%	35 3%	34 4%	17 3%	27 3%	15 4%	22 6%	8 3%	7 3%	177 5%	
Prefer not to say	10 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	1 *	-	-	5 *	3 *	2 *	4 *	1 *	-	1 *	-	-	-	9 *	
Comfortable	1365 37%	8 37%	21 57%	38 24%	46 38%	60 36%	29 29%	31 24%	71 46%	75 48%	11 38%	101 50%	43 34%	100 38%	122 42%	16 43%	110 33%	1208 37%	870 40%	444 41%	393 43%	187 38%	443 43%	144 39%	104 31%	96 41%	87 35%	1411 38%	
Uncomfortable	1189 32%	10 50%	12 32%	61 39%	40 33%	61 36%	41 41%	39 30%	38 25%	38 25%	18 31%	53 26%	30 26%	38 36%	97 31%	64 42%	97 35%	1028 32%	741 30%	311 29%	263 29%	147 30%	319 31%	134 36%	125 37%	73 33%	82 33%	1117 30%	
NET Comfort	9%	-14%	25%	-15%	4%	-1%	-12%	-6%	27%	24%	7%	24%	-2%	2%	11%	*	-2%	6%	9%	12%	14%	8%	12%	3%	-6%	10%	2%	8%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - z/a - z/h/z/t - z/a/z/w/z/v/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6D2. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Primary schools

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status					Education							Annual household income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not working	Unemployed	Retired / looking after long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other higher education below degree level	A-level or equivalent	GCSE / O-Level/ CSE / NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above		
Unweighted Total	3727	1796	1877	127	276	434	619	903	867	463	3343	399	1888	1859	133	1667	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	609	599	596	451	417	3144	482	2144	1583	171*	1070	260*	1110	2511	435	1018	807	174	116*	689	1007	861	304	3727	
Very comfortable	166	76	88	17	51	23	33	21	9	11	128	36	100	65	20	28	36	65	98	16	52	23	5	3	29	25	49	30	141	
	4%	4%	5%	4%	5%	4%	6%	4%	2%	3%	4%	7%	5%	4%	12%	3%	6%	6%	4%	4%	5%	3%	5%	2%	4%	2%	6%	6%	8%	4%
	hpsay																													
Fairly comfortable	862	400	454	89	137	149	164	136	96	90	723	120	533	329	40	235	33	328	526	92	214	161	43	16	140	216	234	118	885	
	23%	23%	24%	20%	23%	25%	27%	23%	21%	22%	23%	24%	25%	21%	23%	22%	13%	30%	21%	21%	21%	20%	20%	14%	20%	21%	21%	27%	30%	24%
	monw																													
Neither comfortable nor uncomfortable	872	435	426	93	149	151	126	155	111	87	715	130	544	328	28	237	49	203	651	127	243	221	51	28	178	272	203	61	878	
	23%	25%	22%	21%	24%	25%	21%	26%	25%	21%	23%	26%	25%	21%	16%	22%	19%	18%	26%	29%	24%	27%	18%	24%	26%	27%	24%	24%	16%	24%
	imab																													
Fairly uncomfortable	947	421	516	116	99	156	149	160	132	135	826	103	503	444	25	323	82	298	644	108	254	192	56	33	166	289	195	103	988	
	25%	24%	27%	26%	16%	26%	25%	27%	29%	32%	26%	21%	23%	26%	14%	30%	31%	27%	25%	25%	25%	24%	32%	29%	24%	29%	23%	26%	27%	27%
	dis																													
Very uncomfortable	709	345	339	127	124	100	106	98	80	73	614	79	378	331	45	190	77	191	503	81	207	167	33	15	133	168	161	74	659	
	19%	20%	18%	28%	20%	17%	18%	16%	18%	18%	20%	16%	18%	21%	26%	18%	30%	17%	20%	19%	20%	21%	19%	13%	19%	17%	19%	19%	18%	18%
	hpsay																													
Don't know	159	66	93	6	42	27	16	26	21	20	130	20	83	76	11	57	-	25	121	11	45	39	6	20	41	32	19	9	166	
	4%	4%	5%	1%	7%	4%	3%	5%	5%	4%	4%	5%	4%	5%	7%	5%	-	2%	5%	2%	4%	5%	4%	17%	6%	3%	2%	2%	4%	
	fga																													
Prefer not to say	13	4	8	-	5	2	3	-	1	1	8	3	2	10	2	1	3	1	9	-	4	4	-	1	2	4	1	-	10	
	*	*	*	-	1%	*	1%	*	*	*	*	*	*	*	1%	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*	
Ro	1028	476	542	106	188	177	197	138	106	101	801	156	634	584	60	263	49	393	624	107	266	184	47	19	189	241	282	148	1026	
Comfortable	26%	27%	28%	24%	28%	33%	30%	23%	24%	24%	27%	32%	30%	25%	30%	25%	19%	35%	24%	25%	26%	23%	27%	19%	25%	24%	33%	27%	28%	
	hmonw																													
Uncomfortable	1656	766	855	243	233	255	258	212	208	1440	183	881	774	49	512	159	489	1147	190	463	359	89	48	299	467	355	177	1647		
	44%	44%	44%	54%	37%	42%	43%	43%	47%	50%	46%	37%	41%	49%	41%	48%	61%	44%	45%	44%	45%	44%	51%	42%	29%	43%	45%	41%	40%	44%
	dis																													
NET Comfort	-17%	-17%	-16%	-13%	-6%	-14%	-10%	-17%	-24%	-30%	-19%	-6%	-12%	-24%	-5%	-23%	-43%	-9%	-20%	-19%	-19%	-22%	-24%	-25%	-19%	-21%	-9%	-7%	-17%	

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 251-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested 95% risk level: *z*/a/b - *z*/c/d/e/f/g/h/i - *z*/h - *z*/i/m/h/d/o - *z*/h/r/h/h/u/v/w - *z*/h/v/a/b
Overlap formulae used: * small base



Q0202. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Primary schools

Base: All UK adults, age 16+

	Country					England region (Net)					England region					Urbanity		IMD Quintile					NS-SEC							Unweighted Total			
	Total (n)	England (a)	Scotland (b)	Wales (c)	Northern Ireland (d)	North (e)	Midlands (f)	South (g)	North East (h)	North West (i)	Yorkshire and The Humber (j)	East Midlands (k)	West Midlands (l)	East of England (m)	South East (n)	South West (o)	London (p)	Urban (q)	Rural (r)	1 - Most deprived (s)	2 (t)	3 (u)	4 (v)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small employers and own account workers (z)	4 - Lower supervisory and technical occupations (aa)	5 - Semi-routine and routine occupations (ab)		6 - Long-term unemployed or newly worked (ac)	7 - Full-time student (ad)	
Unweighted Total	3227	3111	506	175	135	857	598	1656	149	410	288	230	128	302	508	323	475	2049	778	149	758	140	751	730	1599	452	213	273	360	122*	160*	3727	
Very comfortable	166 4%	144 5%	11 4%	7 4%	4 3%	40 5%	30 5%	74 4%	8 5%	26 6%	7 2%	14 5%	16 5%	19 5%	23 4%	7 2%	25 5%	124 4%	41 5%	35 5%	41 5%	37 5%	30 4%	23 3%	104 5%	14 3%	5 2%	10 4%	16 4%	3 3%	35 6%	141 4%	
Fairly comfortable	882 23%	724 23%	65 21%	49 28%	24 18%	198 23%	142 24%	384 23%	31 21%	87 21%	79 27%	64 24%	78 24%	93 26%	120 24%	78 24%	94 20%	691 23%	171 22%	154 21%	189 25%	160 22%	181 24%	178 24%	515 26%	98 22%	54 25%	50 18%	69 19%	32 26%	27 11%	885 24%	
Neither comfortable nor uncomfortable	872 23%	726 23%	70 23%	43 25%	32 24%	186 22%	135 23%	405 24%	35 24%	85 21%	66 22%	66 23%	69 21%	79 23%	121 24%	73 23%	131 28%	693 24%	179 23%	187 25%	178 24%	177 24%	169 23%	160 22%	440 22%	118 26%	51 24%	87 32%	88 25%	26 22%	53 21%	878 24%	
Fairly uncomfortable	947 23%	770 25%	94 31%	38 22%	45 33%	212 25%	150 20%	408 25%	28 19%	114 28%	69 23%	67 25%	84 23%	78 22%	134 26%	83 20%	114 24%	714 24%	233 30%	159 21%	178 23%	188 25%	211 25%	210 29%	514 26%	121 27%	55 30%	60 26%	89 25%	13 11%	82 33%	988 27%	
Very uncomfortable	709 18%	611 20%	49 16%	26 15%	23 17%	181 22%	107 18%	323 19%	37 19%	78 19%	66 22%	48 18%	59 18%	71 20%	90 18%	64 21%	98 21%	580 20%	129 17%	158 21%	132 17%	147 18%	139 19%	133 18%	361 18%	81 18%	36 17%	48 18%	74 21%	27 23%	71 29%	659 18%	
Don't know	159 4%	123 4%	17 6%	11 6%	7 5%	41 5%	27 4%	96 3%	10 6%	21 5%	11 4%	7 3%	7 4%	11 3%	18 4%	14 3%	13 3%	134 3%	25 3%	49 7%	35 5%	29 4%	20 3%	61 3%	19 4%	10 5%	18 6%	23 6%	18 14%	18 -	166 4%		
Prefer not to say	13 *	13 *	- -	- -	- -	- -	6 1%	6 *	- -	- -	- -	4 1%	3 1%	- -	3 1%	2 1%	1 *	13 *	- *	rw *	6 1%	5 1%	1 *	- -	- -	2 *	1 1%	3 *	- -	2 *	- -	10 *	
Comfortable	1028 28%	868 28%	76 25%	56 32%	28 21%	238 28%	172 29%	458 28%	39 26%	113 28%	86 29%	78 29%	94 29%	112 32%	142 28%	86 27%	118 25%	815 28%	213 27%	189 25%	230 30%	107 27%	211 28%	201 28%	629 31%	112 25%	58 27%	60 22%	85 24%	35 29%	42 17%	1026 28%	
Uncomfortable	1856 46%	1381 44%	142 47%	65 37%	68 50%	392 46%	257 43%	731 44%	65 44%	192 47%	136 45%	115 43%	142 43%	149 42%	224 44%	147 46%	211 44%	1294 44%	362 46%	317 42%	310 43%	335 45%	351 47%	343 47%	874 44%	202 45%	91 46%	107 39%	163 45%	40 33%	153 62%	1547 44%	
NET - Comfort	-17%	-16%	-22%	-9%	-30%	-18%	-14%	-16%	-18%	-19%	-17%	-14%	-15%	-11%	-16%	-19%	-20%	-16%	-19%	-17%	-11%	-19%	-19%	-19%	-19%	-13%	-20%	-15%	-18%	-22%	-5%	-45%	-17%

Fieldwork dates: 30th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK) 25-02288-011
Filename: 25-02288_WAVE_2005205_AAI_wtd_v1_PublicUse
Proportions/Means: Columns Totaled (5% risk level) - $\sqrt{n}/\sqrt{N}/\sqrt{d}$ - $\sqrt{h}/\sqrt{H}/\sqrt{m}/\sqrt{m}/\sqrt{p}$ - \sqrt{h}/\sqrt{H} - $\sqrt{h}/\sqrt{h}/\sqrt{w}$ - $\sqrt{h}/\sqrt{h}/\sqrt{R}/\sqrt{C}/\sqrt{E}$
Overlap formulae used: * small base

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)22 Sep 2025
Table 86

QEDU2. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Primary schools

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123**	695	1738	128**	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Very comfortable	166 4% beinp	48 5% 4%	117 4% 4%	113 9% zb	4 1% 1%	22 18% ze	89 13% ze	30 2% 2%	21 16% h	51 10% h	18 2% 2%	107 14% zi	18 1% 1%	97 16% zi	18 1% zn	111 13% zn	8 1% 1%	110 13% zo	14 1% zr	87 8% zr	23 3% 3%	141 4% 4%
Fairly comfortable	862 23% Bbeinp	256 26% 22%	603 22% 22%	296 23% b	58 14% 14%	47 38% ze	210 30% ze	325 19% c	45 35% h	174 35% h	179 19% zi	299 39% zi	200 14% zi	238 39% zn	244 14% zn	335 39% zn	151 13% zp	338 39% zp	182 13% z	331 29% z	183 25% z	885 24% 24%
Neither comfortable nor uncomfortable	872 23% cdijkim	230 23% 23%	641 24% 24%	264 21% 21%	111 26% a	13 11% 11%	129 19% 19%	397 23% c	25 19% 19%	109 22% 22%	260 28% 28%	138 18% 18%	297 20% 20%	114 19% 19%	323 19% 19%	155 18% 18%	200 17% 17%	149 17% 17%	289 20% 20%	254 23% 23%	196 27% z	878 24% 24%
Fairly uncomfortable	947 25% cikmo	219 22% 22%	725 27% 2A	303 24% z	107 25% 2%	18 15% z	147 21% z	494 28% zcd	23 18% z	101 20% zi	214 22% zi	131 17% zi	457 31% zi	97 16% zk	541 32% zk	160 19% zm	378 32% zm	167 20% zo	431 31% zo	250 22% z	190 16% z	988 27% 27%
Very uncomfortable	709 19% ilmor	189 19% 19%	515 19% 19%	291 23% z	91 22% 2%	21 17% z	110 16% z	394 23% zd	15 12% f	57 11% fg	222 23% fg	76 10% zi	439 30% zi	53 9% zk	508 30% zk	90 10% zm	395 34% zm	79 9% zo	445 31% zo	190 17% z	113 16% z	659 18% 18%
Don't know	159 4% adikimn	45 5% 4%	111 4% 4%	13 1% za	50 12% za	2 1% 1%	10 1% 1%	97 6% zd	- - -	6 1% 1%	51 5% g	11 1% i	48 3% i	9 2% 2%	55 3% 3%	9 1% m	37 3% m	15 2% o	51 4% o	15 1% q	23 3% q	166 4% 4%
Prefer not to say	13 * elp	4 * 4%	8 * 1%	- - a	2 1% a	- - -	- - -	2 * 2%	- - -	- - -	2 * 2%	- - -	4 * 4%	- - -	1 * 1%	- - -	1 * 1%	- - -	1 * 1%	- - -	- - -	10 * 3%
Comfortable	1028 28% Bbeinp	304 31% 31%	720 26% 26%	409 32% zb	62 15% 15%	69 56% zde	299 43% ze	354 20% 20%	65 51% h	225 45% h	197 21% zi	406 53% zi	218 15% 15%	335 55% zi	261 15% zn	446 52% zn	160 14% zo	447 52% zo	196 14% zr	418 37% zr	206 28% zr	1026 28% 28%
Uncomfortable	1656 44% cdikmoq	408 41% 41%	1240 46% z	593 46% z	198 47% z	40 32% zcd	257 37% zcd	888 51% zcd	38 30% fg	158 32% fg	436 46% fg	207 27% zi	896 61% zi	150 25% zk	1049 62% zk	250 29% zm	773 66% zm	247 29% zo	876 62% zo	441 39% z	303 42% z	1647 44% 44%
NET: Comfort		-10%	-19%	-14%	-32%	24%	6%	-31%	21%	13%	-25%	26%	-46%	30%	-47%	23%	-52%	23%	-48%	-2%	-13%	-17%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QEDU2. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Primary schools

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																	Trust:				General election 2024 vote							
	Total (a)	Agriculture, forestry and fishing (b)	Utilities or production (c)	Manufacturing (d)	Construction (e)	Wholesale and retail trade (f)	Transportation and storage (g)	Food or hospitality (h)	Information or communication (i)	Finance or insurance (j)	Real estate (k)	Professional, scientific or technical activities (l)	Administration (m)	Education (n)	Health, social care or social work (o)	Arts or recreation (p)	Other services (q)	Climate change is taking place (r)	The civil service (s)	The Government (t)	The media (u)	Conservative Party (v)	Labour Party (w)	Liberal Democrats (x)	Reform UK (y)	Green Party (z)	Other (aa)	Unwtd Total (ab)		
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727		
Weighted Total	3727	21**	37**	157**	121**	169**	101**	112**	156**	155**	30**	201**	126**	263	316	37**	331	3248	2448	1086	1026	921	690	1039	369	317	235	250	3727	
Very comfortable	166 4%	-	1 2%	11 7%	6 5%	6 4%	4 4%	2 2%	11 7%	6 4%	-	11 6%	6 5%	23 9%	11 3%	3 8%	12 4%	138 4%	107 4%	50 5%	44 5%	14 3%	56 5%	15 4%	18 5%	14 6%	8 3%	141 4%		
Fairly comfortable	862 23%	6 31%	12 31%	29 18%	31 25%	35 21%	26 26%	36 27%	46 29%	46 29%	5 17%	54 27%	27 21%	59 22%	91 29%	7 20%	63 19%	765 24%	604 25%	263 24%	254 28%	114 23%	275 26%	89 24%	66 20%	55 24%	51 21%	885 24%		
Neither comfortable nor uncomfortable	872 23%	2 10%	9 24%	45 29%	26 21%	50 30%	28 28%	40 31%	34 22%	43 28%	6 21%	37 18%	30 24%	50 19%	74 24%	6 16%	101 30%	762 23%	580 24%	275 25%	213 23%	115 23%	215 21%	75 20%	75 22%	43 18%	58 23%	878 24%		
Fairly uncomfortable	987 26%	5 22%	11 30%	27 17%	31 25%	29 17%	21 21%	30 23%	38 25%	34 22%	11 38%	52 26%	31 25%	64 24%	77 24%	13 35%	78 24%	857 26%	644 26%	297 27%	233 25%	150 31%	263 25%	119 32%	82 24%	66 28%	76 30%	988 27%		
Very uncomfortable	709 19%	8 37%	5 13%	41 26%	23 19%	40 24%	19 19%	14 11%	17 11%	24 16%	2 7%	42 21%	27 21%	60 23%	50 16%	6 18%	67 20%	597 18%	425 17%	169 16%	144 16%	80 16%	207 20%	61 17%	75 22%	47 20%	49 20%	659 18%		
Don't know	159 4%	-	-	3 2%	5 4%	8 5%	2 2%	9 7%	9 6%	2 1%	5 17%	5 3%	4 3%	7 3%	12 4%	2 4%	10 3%	120 4%	81 3%	28 3%	26 3%	18 4%	23 2%	9 2%	16 5%	10 4%	8 3%	166 4%		
Prefer not to say	13 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	1 *	-	-	8 *	6 *	5 *	5 1%	1 *	-	1 *	4 1%	-	-	10 *		
Comfortable	1028 28%	6 31%	12 33%	40 25%	37 31%	41 25%	30 30%	38 29%	57 37%	52 33%	5 17%	65 32%	33 26%	82 31%	102 32%	10 27%	75 23%	903 28%	711 29%	313 29%	298 32%	127 26%	331 32%	104 28%	84 25%	69 29%	59 24%	1026 28%		
Uncomfortable	1656 44%	12 59%	16 42%	69 44%	54 45%	70 41%	40 40%	44 33%	55 36%	58 38%	13 45%	94 47%	57 46%	123 47%	127 40%	19 52%	145 44%	1454 45%	1070 44%	466 43%	378 41%	229 47%	440 45%	180 49%	157 47%	112 48%	125 50%	1647 44%		
NET: Comfort	-17%	-27%	-9%	-19%	-14%	-17%	-10%	-4%	1%	-4%	-28%	-14%	-19%	-16%	-8%	-25%	-21%	-17%	-15%	-14%	-9%	-21%	-13%	-20%	-21%	-18%	-26%	-17%		

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - z/a - z/h/z/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 88

Q6D2. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Secondary schools

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status				Education							Annual household income						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excluding White minorities)	Working	Not Working	Unemployed	Retired / looking after house/children / long-term sick or disabled	Student	Graduates (Degree/Master/PhD/above)	Non-graduates	Other higher Education below degree level	A-level or equivalent	GCSE/ O-Level/ CSE/ NVQ12/ equivalent	Another type of qualification (vocational/professional/foreign)	No formal qualifications	Up to £25,999	£26,000 up to £51,999	£52,000 up to £99,999	£100,000 and above		
Unweighted Total	3727	1796	1931	127	276	434	619	903	867	463	3343	399	1888	1859	133	1667	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	609	599	595	451	417	3144	492	2144	1583	171*	1070	260*	1110	2551	435	1018	807	174	116*	699	1007	861	304	3727	
Very comfortable	197	87	108	22	48	33	38	24	16	15	149	46	119	77	20	37	20	85	111	14	60	28	6	2	34	37	57	36	177	
5%	5%	5%	6%	5%	8%	5%	6%	4%	4%	4%	5%	9%	6%	5%	12%	3%	8%	8%	4%	3%	6%	3%	4%	2%	5%	4%	7%	9%	5%	
gphcnv																														
Fairly comfortable	1024	498	519	90	165	164	193	170	124	117	880	124	623	401	39	288	37	367	648	122	267	187	55	17	156	267	293	137	1057	
27%	28%	28%	27%	20%	27%	27%	32%	29%	28%	28%	28%	25%	29%	25%	23%	28%	14%	33%	25%	28%	26%	23%	32%	15%	23%	27%	34%	15%	28%	
zcn																														
Neither comfortable nor uncomfortable	929	452	464	130	153	156	131	159	114	86	756	145	537	392	44	247	88	226	681	120	265	236	30	29	19%	26%	202	78	917	
25%	26%	24%	29%	29%	25%	26%	22%	27%	25%	21%	24%	29%	25%	25%	26%	23%	34%	20%	27%	28%	26%	29%	17%	25%	28%	27%	23%	20%	25%	
gssaw																														
Fairly uncomfortable	845	393	442	105	98	134	138	137	120	114	737	93	47%	37%	20	274	60	243	597	107	228	178	51	33	14%	26%	171	88	877	
23%	22%	23%	23%	23%	16%	22%	23%	23%	27%	27%	23%	19%	22%	23%	11%	26%	23%	22%	23%	25%	22%	22%	29%	29%	21%	26%	20%	22%	24%	
ds					d		d	ds	z	ds	z		o	o	ds							ds				ds				
Very uncomfortable	560	248	290	90	98	92	79	82	57	64	483	62	302	258	37	155	52	161	385	62	150	136	2%	12	11%	137	118	48	527	
15%	14%	15%	20%	16%	15%	13%	14%	13%	15%	15%	15%	13%	14%	16%	21%	14%	20%	15%	15%	14%	15%	17%	14%	11%	17%	14%	14%	12%	14%	
h																														
Don't know	158	65	92	6	44	28	17	24	19	20	131	19	81	77	9	57	3	26	119	10	45	38	6	20	36	3%	20	8	160	
4%	4%	5%	1%	7%	3%	3%	4%	4%	5%	4%	4%	4%	4%	5%	5%	1%	2%	1%	1%	2%	4%	5%	3%	18%	1%	3%	2%	2%	4%	
fga					zcg										z			ds				o		zqzssaw	A					
Prefer not to say	15	5	9	3	2	2	4	1	1	1	9	4	7	7	2	1	-	1	10	1	4	4	-	1	2	1	1	-	12	
+	+	+	1%	+	+	+	1%	+	+	+	+	+	+	+	1%	+	-	+	+	+	+	+	-	1%	+	+	+	+	+	
io															o															
Comfortable	1220	580	627	113	213	197	230	194	140	132	1029	170	742	478	60	355	17	452	759	136	326	215	61	20	19%	304	300	173	1234	
33%	33%	33%	33%	25%	35%	32%	38%	33%	31%	32%	33%	34%	35%	30%	30%	33%	22%	41%	40%	31%	32%	35%	35%	17%	28%	30%	41%	44%	33%	
mruxw						zqzhi					zmp							zssaw	w	w	w	uw					2w	2w		
Uncomfortable	1406	641	732	195	195	225	217	218	176	178	1129	155	778	628	56	429	112	404	982	169	378	314	76	46	26%	399	289	136	1404	
38%	37%	38%	44%	32%	37%	36%	37%	37%	39%	43%	39%	31%	36%	40%	33%	40%	43%	36%	38%	39%	37%	39%	44%	39%	38%	40%	34%	34%	38%	
A				d			d	ds		ds	ds				ds											A				
NET Comfort	-5%	-3%	-5%	-1%	3%	-5%	2%	-4%	-8%	-11%	-4%	3%	-2%	-9%	2%	9%	-21%	-4%	-9%	-8%	-5%	-12%	-9%	-22%		-11%	-9%	7%	9%	-5%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK 25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested 0% risk level - z/sa/b - z/c/d/e/f/g/h/i - z/h - z/i/m/h/d/o - z/sa/r/h/h/u/w - z/s/v/a/b

Overlap formulae used: * small base

Base: All UK adults, age 16+

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN 125-002388-01)
Filename: 25-002388_WAVE 2505295_AA1_wtd v1 PublicUse
Proportions/Means: Columns listed (5% risk level) - $z/a/b/c/d - z/u/l/g - z/h/r/j/k/n/m/o/p - z/q/r - z/s/t/u/v/w - z/x/y/k/b/j/c/d/e$
Overlap formulae used: * Small base

Overlap formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
(Public Use)

22 Sep 2025
Table 90

QEDU2. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Secondary schools

Base: All UK adults, age 16+

	Total (z)	Children in household		Knowledge of AI		Use of AI in personal life			Use of AI at work			UK economy		UK society		You personally		Public Service in the UK		AI skills confidence		Unwtd Total
		Yes (A)	No (B)	Know at least a fair amount about AI (a)	Have not heard of or know nothing about AI (b)	Every day (c)	At least once a week (d)	Never use AI (e)	Every day (f)	At least once a week (g)	Never use AI (h)	AI is an opportunity (i)	AI is a risk (j)	AI is an opportunity (k)	AI is a risk (l)	AI is an opportunity (m)	AI is a risk (n)	AI is an opportunity (o)	AI is a risk (p)	Confident (q)	Not confident (r)	
Unweighted Total	3727	693	3021	971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Weighted Total	3727	992	2720	1279	424	123*	695	1738	128*	498	954	761	1463	609	1689	860	1170	857	1413	1128	728	3727
Very comfortable	197 5% beinp	64 6%	132 5%	125 10%	6 1%	23 19%	101 14%	43 2%	21 16%	59 12%	24 3%	124 16%	28 2%	111 18%	29 2%	128 15%	14 1%	130 15%	23 2%	102 9%	27 4%	177 5%
Fairly comfortable	1024 27% beinp	273 28%	748 28%	356 28%	75 18%	46 37%	229 33%	401 23%	48 38%	203 41%	213 22%	341 45%	237 16%	271 45%	287 17%	376 44%	179 15%	394 46%	217 15%	395 35%	200 28%	1057 28%
Neither comfortable nor uncomfortable	929 25% iknno	250 25%	678 25%	299 23%	108 26%	21 17%	171 25%	433 25%	27 21%	100 20%	275 29%	124 16%	337 23%	108 18%	376 22%	169 20%	217 19%	141 16%	322 23%	248 22%	211 29%	917 25%
Fairly uncomfortable	845 23% cdikmo	201 20%	641 24%	268 21%	106 25%	7 6%	108 16%	434 25%	15 12%	85 17%	212 22%	111 15%	428 29%	76 30%	515 2%	132 15%	380 32%	120 30%	428 30%	239 21%	170 23%	877 24%
Very uncomfortable	560 15% dikmoq	155 16%	400 15%	217 17%	79 19%	24 19%	77 11%	332 19%	16 13%	44 9%	181 19%	50 7%	377 26%	33 6%	425 25%	46 5%	339 29%	58 7%	373 26%	124 11%	97 13%	527 14%
Don't know	158 4% adikimo q	48 5%	108 4%	13 1%	47 11%	2 1%	9 1%	93 5%	1 *	7 2%	48 5%	11 1%	53 i	9 2%	52 3%	9 1%	37 m	14 2%	40 3%	16 1%	23 3%	160 4%
Prefer not to say	15 * qp	2 *	12 *	- -	2 1%	- -	- -	2 *	- -	- -	2 *	- -	4 *	- -	4 *	- -	4 *	- -	1 *	3 *	1 *	12 *
Comfortable	1220 33% beinp	337 34%	881 32%	481 38%	81 19%	69 56%	330 47%	443 26%	69 54%	262 53%	237 25%	465 61%	264 18%	382 63%	316 19%	504 59%	193 16%	524 61%	240 17%	498 44%	227 31%	1234 33%
Uncomfortable	1406 38% cdikmoq	356 36%	1042 38%	485 38%	185 44%	31 25%	185 27%	766 44%	32 25%	128 26%	393 41%	161 21%	805 55%	109 18%	941 56%	179 21%	719 61%	177 21%	801 57%	363 32%	267 37%	1404 38%
NET: Comfort	-5%	-2%	-6%	*	-25%	31%	21%	-19%	29%	27%	-16%	40%	-37%	45%	-37%	38%	-45%	40%	-40%	12%	-5%	-5%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename : 25-002388_WAVE_2505295_AAI_wtd_v1_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - t/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



QEDU2. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Secondary schools

Base: All UK adults, age 16+

		Job industry or sector (work in or looking to work in)																Trust:										General election 2024 vote					
		Agriculture, forestry and fishing (a)	Utilities or production (b)	Manufacturing (c)	Construction (d)	Wholesale and retail trade (e)	Transportation and storage (f)	Food or hospitality (g)	Information or communication (h)	Finance or insurance (i)	Real estate (j)	Professional, scientific or technical activities (k)	Administration (l)	Education (m)	Health, social care or social work (n)	Arts or recreation (o)	Other services (p)	Climate change is taking place (q)	The civil service (r)	The Government (s)	The media (t)	Conservative Party (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (z)	Unwtd Total					
Unweighted Total	3727	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727					
Weighted Total	3727	211**	371**	1571*	1211*	1691*	1011*	1121*	1561*	1551*	301**	2011*	1201*	263	316	371**	331	3548	2448	1086	921	690	1039	369	327	235	250	3727					
Very comfortable	197	-	1	10	7	8	7	1	12	18	-	23	5	28	17	3	17	167	128	63	52	21	59	15	24	18	13	177					
	5%	-	2%	6%	5%	7%	*	-	7%	6%	-	6%	4%	10%	5%	8%	5%	5%	5%	6%	6%	4%	6%	4%	7%	8%	5%	5%					
Fairly comfortable	1024	6	17	34	33	45	28	40	58	65	7	71	67	31	67	87	9	72	910	724	320	302	144	341	112	80	59	60	1057				
	27%	31%	45%	22%	27%	27%	28%	30%	37%	42%	25%	35%	25%	26%	27%	24%	22%	28%	30%	29%	33%	29%	33%	30%	24%	25%	24%	28%					
Neither comfortable nor uncomfortable	929	4	6	48	30	36	29	32	43	36	8	48	35	48	86	7	93	824	618	292	219	118	230	84	69	60	66	917					
	25%	20%	16%	31%	25%	22%	29%	29%	32%	21%	23%	28%	24%	28%	18%	18%	28%	25%	25%	27%	24%	24%	22%	23%	20%	26%	27%	25%					
Fairly uncomfortable	865	2	8	37	30	44	20	26	29	24	8	37	29	71	64	11	82	746	561	243	204	121	242	104	84	53	59	877					
	23%	12%	21%	24%	23%	26%	20%	20%	19%	16%	26%	18%	23%	27%	20%	30%	23%	23%	23%	22%	22%	20%	23%	28%	25%	22%	23%	24%					
Very uncomfortable	160	8	6	25	17	28	13	15	18	19	1	26	20	40	45	6	57	468	330	133	113	67	146	43	60	34	47	527					
	15%	37%	16%	16%	13%	17%	11%	13%	17%	13%	17%	3%	16%	17%	14%	13%	13%	14%	13%	12%	12%	14%	14%	12%	10%	6%	10%	14%					
Don't know	158	-	-	3	5	8	2	7	9	8	2	9	9	9	10	1	10	122	83	32	27	18	21	9	19	10	6	160					
	4%	-	-	3%	4%	5%	2%	5%	6%	5%	1%	17%	3%	3%	3%	3%	3%	4%	3%	3%	3%	4%	2%	3%	6%	4%	6%	160					
Prefer not to say	15	-	-	-	-	-	-	-	1	-	-	-	-	1	6	-	-	9	4	2	3	1	-	1	-	-	-	12					
	0%	-	-	-	-	-	-	-	1%	-	-	-	-	2%	-	-	-	10%	4%	4%	2%	2%	-	2%	-	-	-	12					
NET: Comfort	1220	6	17	44	40	53	35	40	68	73	7	84	36	95	104	12	89	1078	852	383	354	165	400	127	104	77	72	1234					
	33%	31%	47%	28%	33%	31%	35%	31%	44%	47%	25%	42%	29%	36%	33%	32%	27%	33%	35%	35%	38%	34%	38%	34%	31%	33%	29%	33%					
Uncomfortable	1406	10	14	62	47	72	34	41	47	44	8	47	63	110	110	17	139	1214	891	377	317	188	388	148	144	87	105	1404					
	38%	48%	37%	40%	38%	43%	34%	31%	30%	28%	29%	31%	39%	42%	35%	47%	42%	37%	36%	35%	34%	38%	37%	40%	43%	37%	42%	38%					
NET: Comfort	-5%	-17%	10%	-12%	-6%	-11%	1%	*	13%	19%	-4%	11%	-10%	-6%	-2%	-15%	-15%	-4%	-2%	1%	4%	-5%	1%	-6%	-12%	-4%	-18%	-5%					

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AAI_wtd_v1_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - z/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - z/a - z/h/z/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing