

Q TRADEOFFHEALTH. Which of the following statements best reflects your view on using AI tools to triage patients in the NHS?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity		Working status			Education					Annual household income								
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P postgraduate) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of vocational/professional qualification (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	619	901	887	483	3144	309	1868	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	452	2144	1583	171*	1070	250*	1110	2551	439	1018	307	174	115*	689	1007	861	394	3727
The NHS should use AI tools to help triage patients to save time and cost, even if it means patients may not initially be assessed by a human	1407	823	567	172	238	247	238	209	156	147	1194	191	876	531	59	359	93	540	858	168	374	228	59	30	197	376	407	222	1387
The NHS should not use AI tools to help triage patients so that patients are assessed by a person early in the process, even if it takes longer and costs more	1945	770	1141	238	294	295	300	321	259	238	1651	237	1052	893	84	617	146	488	1421	228	532	495	99	67	404	552	394	142	1977
Neither	219	98	118	25	47	37	32	38	18	22	183	29	136	84	16	49	15	49	162	29	73	42	10	6	50	50	42	22	202
Don't know	155	56	97	12	28	29	28	28	19	11	117	35	81	75	12	45	6	32	110	11	40	42	6	12	38	29	19	9	161
	4%	3%	5%	3%	5%	5%	5%	4%	4%	3%	4%	7%	4%	5%	7%	4%	2%	3%	4%	2%	4%	5%	3%	10%	6%	3%	2%	4%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (J25-002388-01)

Filename: J25-002388 Wave 2506295 AAI wtd draft v3 Ipsos

Proportions/Mean: Column Total (5% rank level): -1/a/b -1/c/d -1/e/f -1/g/h -1/j/k -1/l/m/n/o/p -1/q/r -1/s/t/u/v/w -1/x/y/A/B

Overlap formula used: 1 email base

Q1 TRADEOFFHEALTH1. Which of the following statements best reflects your view on using AI tools to triage patients in the NHS?

Base: All UK adults, age 16+

	Country				England region (Net)						England region						Urbanity				IMD Quintile					NS-SEC						
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine and routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)	Unwt Total (f)
Unweighted Total	3727	3111	373	306	273	333	333	365	315	317	306	306	306	319	403	362	313	285	866	736	773	766	751	1116	1131	1131	1131	1131	1131	1131	3727	
Weighted Total	3727	3111	373	306	273	333	333	365	315	317	306	306	306	319	403	362	313	2849	778	749	758	740	751	1995	452	213	273	360	322*	249*	3727	
The NHS should use AI tools to help triage patients to save time and costs, even if it means patients may not initially be assessed by a human	1407	1195	95	73	44	301	215	679	48	148	105	108	107	151	218	143	168	1090	317	220	265	314	305	845	133	74	115	100	39	82	1387	
The NHS should continue to use human-led triage to help patients are assessed by a person earlier in the process, even if it takes longer and costs more	386	386	31%	42%	32%	39%	36%	41%	32%	36%	35%	40%	33%	43%	43%	44%	35%	37%	41%	29%	35%	42%	41%	42%	29%	35%	42%	28%	32%	33%	37%	
The NHS should continue to use human-led triage to help patients are assessed by a person earlier in the process, even if it takes longer and costs more	3945	1612	170	83	79	461	335	815	83	219	159	143	192	160	251	149	256	1552	393	434	402	350	388	371	981	272	118	121	218	64	144	1977
52%	52%	56%	48%	59%	54%	56%	49%	56%	53%	53%	53%	59%	46%	46%	46%	54%	53%	50%	58%	53%	47%	52%	51%	49%	60%	55%	45%	61%	53%	58%	53%	
23%	17%	24	8	9	54	26	99	12	28	20	11	27	15	20	28	168	52	52	56	45	34	32	32	29	14	27	22	2	15	202		
6%	6%	8%	4%	7%	6%	4%	6%	8%	6%	7%	4%	8%	3%	6%	8%	6%	7%	7%	6%	5%	4%	5%	6%	6%	6%	6%	6%	6%	5%	5%		
Don't know	150	124	17	11	4	40	23	65	6	21	11	9	14	13	24	20	14	138	57	43	36	31	22	24	66	17	8	10	19	17	6	161
4%	4%	5%	6%	3%	5%	4%	4%	4%	4%	4%	4%	3%	4%	5%	3%	3%	3%	2%	3%	6%	3%	4%	3%	4%	3%	3%	3%	3%	3%	3%	4%	
rx																																

Fieldwork dates: 30th May - 4th June 2025

Report: Attitudes to AI in the NHS - UK, 16+ adults

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

Filename: 25-002388\_WAVE\_250525\_AA\_wtd\_draft\_v3\_Initials

Proportion/Mean: Columns Tested (5% risk level): -z/a/b/c/d-e-z/h/l/j/k/m/n/o/p-z/q/r-t-z/s/t/z/v-w-z/x/y/z/B/C/D/E

Overline formula used: \* small base

QTRADEOFFHEALTH1. Which of the following statements best reflects your view on using AI tools to triage patients in the NHS?

Base: All UK adults, age 16+

	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	
	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)	
						971	534	93	499	2126	86	361	935	723	1484	547	1727	681	1302	788	1485	820
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
The NHS should use AI tools to help triage patients to save time and cost, even if it means patients may not initially be assessed by a human	1407	377	1027	580	101	79	394	486	82	283	269	501	345	400	441	549	261	555	302	600	267	1387
	38% belinp	38%	38%	45% zb	24%	64% ze	57% ze	28% h	64% h	57% h	28% zi	66% zi	24% zi	66% zi	26% zn	64% zn	22% zd	65% zd	21% zr	53% zr	37% zr	37%
The NHS should continue to use human-led triage so that patients are assessed by a person early in the process, even if it takes longer and costs more	1945	521	1417	606	253	35	245	1045	35	180	565	217	993	179	1102	262	800	249	992	458	381	1977
	52% adlikmo q	53%	52%	47% za	60% za	28% za	35% za	60% za	28% za	36% za	59% fg	29%	68% zi	29%	65% zk	30%	68% zm	29%	70% zo	41%	52% q	53%
Neither	219	53	165	72	32	6	40	123	8	28	75	25	85	17	100	31	77	22	84	50	55	202
	6% ikmo	5%	6%	6%	7%	5%	6%	7%	6%	6%	8%	3%	6%	3%	6%	4%	7%	3%	6%	5%	8%	5%
Don't know	155	41	112	21	39	3	16	84	2	6	45	18	40	13	46	19	33	30	34	20	25	161
	4% aijklnn pq	4%	4%	2%	9% za	3%	2%	5% za	2%	1%	5%	2%	3%	2%	3%	2%	3%	4%	2%	2%	3%	4%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos JN125-002388-01

Filename : 25-002388\_WAVE\_2505295\_AA\_wtd\_draft\_v2\_intUse

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

Overlap formulae used. \* small base

**Q1 TRADEOFFHEALTH1** Which of the following statements best reflects your view on using AI tools to triage patients in the NHS?

Base: All adults, age 16+

	Total (z)	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 and technical acivites (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 (A)	Unwtd Total
	Unweighted Total	3727	211*	377**	115	103	144	85	100	122	128	25	146	108	293	38	280	3282	2449	1182	980	648	1048	388	347	182	296	3727
The NHS should use AI tools to help triage patients to save time and cost, even if it means patients may not initially be assessed by a human	1407	7	18	76	43	50	42	47	88	89	9	108	37	103	119	9	116	1259	1040	489	417	198	428	170	110	83	81	1387
The NHS should continue to use human-led triage so that patients are assessed by a person early in the process, even if it takes longer and costs more	1945	10	16	69	67	92	53	69	52	55	12	83	83	137	167	24	168	1689	1211	519	426	259	528	170	196	133	149	1977
Neither	219 6%	4 18%	1 4%	2 1%	12 9%	3 10%	5 3%	6 4%	7 5%	4 13%	5 2%	3 3%	3 2%	18 13%	19 6%	3 8%	38 12%	177 5%	124 5%	45 4%	49 5%	17 3%	37 4%	19 5%	24 7%	13 6%	11 5%	202 5%
Don't know	125 4%	- 4%	- 4%	1 7%	11 1%	1 6%	2 2%	11 8%	9 6%	4 2%	5 17%	5 3%	2 1%	6 2%	11 3%	1 3%	9 3%	123 4%	73 3%	32 3%	28 3%	17 4%	45 3%	10 2%	7 2%	6 3%	9 4%	162
qrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork dates: 30th May - 4th June 2024

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (ID: J25-000238)

Frame: KnowledgePanel Members - 2025095, AA1, wtd, drw, x2, intUse

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

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

Q TRADEOFFHEALTHA. You indicated support for using AI tools to triage NHS patients. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should use AI for triage

	Gender			Age								Ethnicity			Working status			Education			Annual household income								
	Total (i)	Male (a)	Female (b)	16-34 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P post-graduate) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/O-Level/CSK/NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	£100,000 and above (C)
Unweighted Total	1387	817	556	41	105	180	245	311	316	189	1257	111	738	649	41	563	25	546	834	196	286	248	70	34	239	440	370	166	1387
Weighted Total	1407	823	567	172*	235*	247	238	209	156	147	1154	151*	876	531	59**	359	53*	540	858	168	374	228	59*	30**	157	376	407	222	1387
Reduce waiting times for treatment	420	253	162	56	84	73	66	55	42	45	349	66	277	144	23	97	18	154	264	38	123	76	15	12	68	119	112	44	399
30% 18*	31%	29%	32%	35%	29%	28%	26%	27%	30%	29%	35%	32%	27%	39%	27%	19%	28%	31%	23%	33%	33%	25%	39%	34%	32%	27%	20%	29%	
Improvement over the current triage system (e.g. NHS 111 or GP receptionists)	240	140	98	11	33	49	44	45	30	29	201	34	141	100	13	72	4	102	136	30	61	30	11	4	37	59	83	34	264
17%	17%	17%	6%	14%	20%	19%	22%	19%	20%	17%	18%	16%	19%	23%	20%	5%	19%	16%	18%	16%	13%	18%	12%	19%	16%	21%	15%	19%	
More consistent triage compared to human-led triage	141	87	51	21	25	16	19	22	18	20	115	22	76	65	4	46	14	44	97	22	37	30	6	2	20	37	35	21	148
10% 11%	11%	9%	12%	10%	7%	8%	11%	12%	14%	10%	12%	9%	12%	8%	11%	10%	11%	13%	10%	13%	10%	6%	10%	10%	10%	9%	11%		
Cost savings for NHS staff	115	67	48	9	21	25	25	18	21	10	11	104	9	79	36	2	30	4	55	60	10	22	2	3	8	34	34	21	110
8% x	8%	8%	5%	5%	10%	7%	10%	7%	8%	9%	5%	9%	7%	4%	8%	4%	10%	7%	6%	6%	10%	4%	11%	4%	4%	9%	8%	9%	
Time savings for NHS staff	184	115	67	32	17	35	27	32	25	16	147	16	99	85	9	49	26	75	107	21	45	27	10	4	24	47	51	39	189
13% 14%	14%	12%	19%	7%	14%	11%	15%	16%	11%	14%	8%	11%	16%	15%	14%	28%	14%	13%	12%	12%	12%	13%	12%	12%	13%	18%	14%		
Inconvenience for patients (e.g. 24/7 availability, language support)	274	146	124	44	49	41	58	30	28	25	231	40	177	97	7	60	26	95	178	42	78	38	14	6	36	72	83	55	252
20% 20*	18%	22%	26%	20%	17%	24%	15%	18%	17%	19%	21%	20%	18%	12%	17%	28%	18%	21%	25%	21%	17%	24%	20%	18%	19%	20%	25%	18%	
Other (please specify)	25	12	12	-	7	6	5	3	2	1	23	1	20	4	-	4	-	15	9	4	2	2	1	-	4	8	7	6	22
2% 1%	1%	2%	-	3%	3%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	2%	1%	2%	1%	1%	2%	2%	3%	2%		
Don't know	7	2	4	-	5	2	-	-	-	-	4	2	7	-	-	-	-	7	-	4	2	-	-	-	-	2	2	3	
*	*	1%	-	2%	1%	-	-	-	-	-	*	1%	1%	-	-	-	-	1%	-	1%	1%	-	-	-	-	1%	1%		
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Fieldwork dates: 30th May - 4th June 2025

Response type: Face-to-face interview with Members - UK, 16+

Source: Ipsos (ID: 2505295-002388-01)

File name: 2505295\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_intUse

Proportions/Mean: Columns Tested (5% risk level) -1/a/b -1/c/d/e/f/g/h/i -1/j/k -1/l/m/n/o/p -1/q/r/s/t/u/w -1/v/x/y/z

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



QTRADEOFFHEALTHA. You indicated support for using AI tools to triage NHS patients. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should use AI for triage

	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	
	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)		
Unweighted Total	1387	277	1107	452	127	55	279	624	55	206	258	475	310	364	425	440	287	517	311	436	255	1387	
Weighted Total	1407	377	1027	580	101*	79*	394	486	62*	283	269	501	345	400	441	549	261	555	302	600	267	1387	
Reduce waiting times for treatment	420	133	287	164	33	14	106	168	20	88	103	126	130	98	162	141	95	140	101	186	86	399	
30% Biko	35%	28%	28%	33%	33%	18%	27%	35%	24%	31%	38%	25%	38%	25%	37%	26%	37%	25%	33%	31%	32%	29%	
Improvement over the current triage system (e.g. NHS 111 or GP receptionists)	240	57	182	99	19	26	71	75	17	51	43	106	45	78	73	93	46	105	50	93	53	264	
17% zde	15%	18%	17%	19%	33%	18%	16%	21%	18%	16%	21%	13%	20%	16%	17%	18%	19%	16%	16%	20%	19%		
More consistent triage compared to human-led triage	141	26	116	60	9	13	43	46	6	22	22	53	25	44	38	58	35	51	30	54	29	148	
10% zde	7%	11%	10%	9%	17%	11%	9%	8%	8%	8%	11%	7%	11%	9%	10%	13%	9%	10%	9%	11%	11%		
Cost savings for NHS staff	115	31	84	47	8	7	33	40	15	26	20	49	24	40	26	50	12	48	24	51	13	110	
8% 8%	8%	8%	8%	7%	8%	8%	8%	8%	18%	9%	7%	10%	7%	10%	6%	9%	5%	9%	8%	9%	5%		
Time savings for NHS staff	184	47	136	69	15	-	56	60	1	31	31	66	44	55	50	84	26	94	38	71	35	189	
13% c	13%	13%	12%	15%	-	14%	12%	2%	11%	12%	13%	13%	14%	14%	11%	15%	10%	17%	12%	12%	13%	14%	
Increased accessibility for patients (e.g. 24/7 availability, language support)	274	73	201	121	15	14	75	86	16	57	44	93	68	74	80	113	36	104	50	127	48	252	
20% n	19%	20%	21%	15%	17%	19%	18%	19%	20%	16%	19%	20%	18%	18%	21%	14%	19%	17%	21%	18%	18%		
Other (please specify)	25	5	19	17	1	1	6	8	2	4	4	5	8	5	10	6	9	8	7	15	2	22	
2% zde	1%	2%	3%	1%	2%	1%	2%	2%	3%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%	3%	1%		
Don't know	7	5	2	4	4	4	2	4	4	2	4	2	4	2	4	2	4	2	2	2	2		
1% zde	1%	1%	1%	-	-	6%	1%	5%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-		
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 25-002388-01)

Filename : 25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_intUse

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

Overlap formulae used. \* small base

Q1 TRADEOFFHEALTHA. You indicated support for using AI tools to triage NHS patients. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should use AI for triage

	Job industry or sector (work in or looking to work in)																Trust:			General election 2024 vote									
	Total (z)	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 and technical accts (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 (A)	Unwtd Total	
Unweighted Total	1387	3	13	48	39	34	70	75	7	93	102	10	99	1257	999	504	444	259	423	172	118	58	96	1387					
Weighted Total	1407	7**	18**	76**	43*	50**	43**	88*	9**	105*	119*	9**	116*	1259	1040	489	417	198	428	170*	110*	83**	81*	1387					
Reduce waiting times for treatment	420	-	6	23	4	19	15	17	24	35	-	33	9	34	40	1	42	370	296	140	125	52	132	46	40	23	399		
30% d	30%	-	34%	30%	10%	38%	36%	36%	27%	40%	-	31%	24%	33%	33%	6%	38%	29%	28%	29%	31%	27%	36%	28%	29%	29%			
Improvement over the current triage system (e.g. NHS 111 or GP receptionist)†	240	-	2	10	4	6	4	1	21	13	2	16	11	20	19	1	24	220	178	90	68	42	77	34	25	4	16	264	
17% a	17%	-	9%	14%	9%	11%	10%	1%	23%	15%	20%	14%	29%	20%	16%	6%	20%	17%	17%	18%	16%	21%	18%	20%	23%	5%	19%	19%	
More consistent triage compared to human-led triage	141	-	7	12	2	7	3	3	9	10	-	8	2	3	15	1	8	112	110	44	42	22	36	22	12	4	4	148	
10% a	10%	-	37%	16%	5%	13%	6%	6%	10%	11%	-	7%	4%	3%	13%	8%	7%	9%	11%	9%	10%	11%	8%	13%	11%	5%	5%	11%	
Cost savings for NHS staff	115	-	*	2	6	2	2	5	8	10	3	6	2	12	7	1	12	108	85	42	38	14	39	15	13	11	5	110	
8% a	8%	-	2%	3%	15%	4%	5%	11%	9%	11%	33%	5%	6%	12%	6%	11%	10%	9%	8%	8%	9%	7%	9%	11%	14%	6%	8%		
Time savings for NHS staff	184	6	-	9	9	3	5	5	5	12	7	3	13	4	13	12	5	8	173	136	72	60	33	59	21	7	13	12	189
13% a	13%	81%	-	12%	22%	6%	12%	10%	14%	8%	37%	12%	9%	12%	10%	55%	7%	14%	13%	15%	14%	17%	14%	16%	6%	15%	14%		
Increased accessibility for patients (e.g. 24/7 availability, language support)	274	1	3	14	16	13	10	17	13	11	1	24	10	18	25	1	20	246	218	96	79	32	81	28	14	25	16	252	
20% a	20%	19%	18%	19%	19%	38%	26%	25%	35%	15%	12%	10%	22%	28%	18%	21%	14%	17%	19%	21%	20%	19%	16%	19%	13%	30%	19%	18%	
Other (please specify)	25	-	-	-	1	-	-	-	1	3	-	8	-	2	2	-	3	24	14	6	4	2	4	3	-	2	5	22	
2%	2%	-	-	-	-	2%	-	-	2%	4%	-	7%	-	2%	1%	-	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%		
Don't know	7	-	-	-	4	-	-	2	-	-	-	-	-	-	-	-	-	7	2	-	-	-	-	-	-	-	-	2	
*	*	-	-	-	6%	-	-	6%	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	*	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J25-002388-01)

Filename : 25-002388\_WAVE\_2502395\_AAI\_wtd\_draft\_v3\_intUse

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

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

TRADEOFFHEALTHB. You said the NHS should keep human-led triage. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should use AI for triage

	Gender			Age							Ethnicity			Working status			Education			Annual household income										
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P hD/above) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSF/ NVQ12/ equivalent (u)	Another type of qualification/ vocational/profes- sional degree (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	£100,000 and above (B)	
Unweighted Total	1377	825	1118	73	137	210	312	488	501	256	1779	155	942	1035	70	873	43	522	1428	249	464	509	124	82	487	594	355	121	1977	
Weighted Total	5345	770	1141	238*	294	295	300	321	250	238	1651	237*	1052	893	64*	617	146*	488	1421	228	532	495	99*	67*	404	552	394	121	142*	1977
Concerns about AI's accuracy and safety in healthcare	472	180	288	76	69	76	72	78	59	40	405	64	260	211	18	133	51	134	336	67	134	108	20	8	80	132	95	49	456	
24% low	23%	25%	32%	24%	26%	24%	24%	23%	17%	24%	27%	25%	24%	21%	22%	35%	27%	24%	29%	22%	20%	11%	20%	24%	24%	35%	23%	23%		
I want to speak to a human in relation to healthcare matters	614	223	383	46	51	80	92	127	99	119	535	67	296	318	24	245	31	131	471	60	165	180	35	32	147	169	111	45	70	
32%	29%	34%	19%	17%	27%	31%	39%	38%	50%	32%	28%	28%	36%	28%	40%	21%	27%	33%	26%	31%	36%	35%	47%	36%	31%	28%	31%	36%		
Trust in human judgment over AI in health-related decisions	593	247	336	85	116	96	98	80	66	52	507	65	341	253	27	160	55	140	435	73	169	151	26	16	116	179	123	32	557	
30% high	32%	29%	36%	39%	32%	33%	25%	26%	22%	31%	27%	32%	28%	32%	26%	38%	29%	31%	32%	31%	27%	23%	29%	32%	31%	22%	28%	28%		
Concerns about data privacy and security with AI systems	66	24	39	10	12	17	12	7	4	5	36	25	44	22	5	14	-	20	47	14	9	16	6	3	16	19	9	4	57	
3% high	3%	3%	4%	4%	6%	4%	2%	2%	2%	2%	11%	4%	2%	6%	2%	-	4%	3%	6%	2%	3%	6%	4%	4%	3%	2%	3%	3%		
Belief that the current system works effectively	29	10	19	-	6	4	5	6	4	5	27	2	10	19	1	17	-	2	27	2	7	14	4	1	13	7	1	1	33	
2%	1%	2%	-	-	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	-	*	2%	1%	1%	3%	4%	1%	3%	1%	1%	2%	2%		
Concerns about the private companies that would provide AI systems	67	44	20	8	11	10	6	8	12	11	60	5	30	37	2	24	7	20	46	3	22	9	7	5	12	22	22	3	69	
3% b	8%	2%	3%	4%	3%	2%	2%	5%	5%	4%	2%	3%	4%	3%	4%	5%	4%	3%	1%	4%	2%	7%	7%	5%	4%	5%	2%	3%		
Concerns that AI has in-built biases and discrimination	42	14	25	4	7	3	7	6	10	5	30	6	26	15	-	15	-	17	25	8	11	4	1	2	8	9	9	6	50	
2%	2%	2%	2%	3%	1%	2%	2%	4%	2%	2%	3%	2%	2%	-	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	4%	3%	3%			
Other (please specify)	45	26	18	3	13	7	8	8	4	1	39	1	34	12	3	7	3	22	23	3	8	10	1	-	8	10	17	2	42	
2%	3%	2%	1%	5%	2%	3%	3%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%	5%	2%	1%	2%	2%	4%	4%	2%	1%	2%			
Don't know	10	-	10	7	2	-	-	-	-	-	10	-	6	4	4	-	-	8	-	6	-	2	3	5	2	-	5			
1%	-	-	1%	3%	1%	-	-	-	-	-	1%	-	1%	4%	5%	-	-	1%	-	1%	1%	3%	1%	1%	-	1%	4*			
Prefer not to say	7	3	4	-	5	1	-	1	-	-	2	2	5	2	2	-	-	3	5	-	3	1	-	-	1	3	-	4		
*	*	*	*	-	2%	*	-	*	-	-	*	1%	1%	*	*	-	*	1%	*	*	1%	*	*	-	*	1%	-	*		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos JN J25-002388-01

Filename : J25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_intUse

Proportions/Mean: Columns Tested (5% risk level): -1/a-b -1/c/d/e/f/g/h -1/l/m/n/o/p -1/q/r/s/t/u/w -1/x/y/z/R

Overlap formulae used: \* small base

Q1 TRADEOFFHEALTH. You said the NHS should keep human-led triage. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should not use AI for triage

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC					7-Full-time student	Unwt'd Total		
	Total (a)	England	Scotland	Wales	Northern Ireland	North	Midlands	South	North East (h)	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	South East	South West	London (g)	Urban	Rural	1 - Most deprived (i)	2	3	4	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine occupations	6 - Long-term unemployed or never worked		
Unweighted Total	1977	1509	170	83*	119	43	314	306	130	116	114	106	114	104	108	108	100	107	102	415	416	410	377	410	226	42	43	1672				
Weighted Total	1945	1612	170	83*	461	335	816	83*	220	150*	143*	152	160	251	149	256	350	393	434	402	350	388	371	581	272	118	121	218	64**	164*	1977	
Concerns about AI's accuracy and safety in healthcare	472	384	54	16	18	115	81	189	18	59	58	34	47	32	62	27	67	290	81	92	94	81	89	115	248	75	19	24	43	7	52	456
Concerns about AI's accuracy and safety in healthcare	246	246	32%	19%	22%	25%	24%	23%	22%	27%	24%	24%	25%	20%	25%	18%	26%	25%	21%	23%	23%	23%	23%	31%	25%	27%	16%	20%	20%	11%	30%	23%
I want to speak to a human in relation to healthcare matters	634	518	49	22	24	148	117	254	30	57	61	50	67	48	76	50	80	480	133	135	135	126	114	104	312	99	39	48	71	14	26	704
Concerns about AI's accuracy and safety in healthcare	32%	32%	29%	26%	31%	32%	35%	31%	36%	26%	38%	35%	30%	30%	34%	31%	31%	34%	31%	34%	36%	29%	28%	32%	36%	33%	39%	32%	22%	18%	36%	
Trust in Human judgement over AI in health-related decisions	593	488	44	37	25	136	99	253	20	74	42	43	56	51	86	47	68	473	121	138	107	97	143	108	272	69	45	35	84	25	50	557
Concerns about data privacy and security with AI systems	30%	30%	26%	44%	32%	29%	30%	31%	25%	34%	26%	30%	29%	32%	34%	32%	32%	27%	30%	31%	32%	27%	28%	37%	29%	28%	38%	29%	39%	34%	28%	
Concerns about data privacy and security with AI systems	66	61	3	1	2	15	11	39	1	10	4	3	8	8	3	7	17	53	14	24	14	8	9	10	31	8	4	*	8	7	7	57
Concerns about data privacy and security with AI systems	2%	4%	2%	2%	3%	3%	4%	1%	5%	3%	2%	4%	5%	1%	4%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	4%	11%	5%	3%			
Belief that the current system works effectively	29	24	2	1	2	5	4	15	1	4	1	4	*	7	2	-	6	22	8	8	10	3	7	2	13	7	1	3	3	2	-	33
Concerns about the private companies that would provide AI systems	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	*	2%	*	5%	1%	-	2%	1%	2%	2%	1%	2%	1%	3%	1%	2%	1%	4%	-	2%		
Concerns about the private companies that would provide AI systems	67	53	6	3	4	20	6	27	8	4	8	2	4	5	9	6	7	47	19	13	14	11	12	17	36	4	6	5	4	1	7	69
Concerns about AI has in-built biases and discrimination	42	31	6	2	2	10	9	12	4	4	3	6	3	2	2	4	4	32	10	13	12	5	6	6	28	4	3	2	1	2	2	50
Concerns about AI has in-built biases and discrimination	2%	2%	4%	2%	3%	2%	3%	2%	5%	2%	2%	4%	1%	1%	1%	3%	2%	2%	3%	3%	1%	2%	2%	3%	1%	3%	2%	1%	3%	2%		
Other (please specify)	45	36	6	1	2	15	2	24	1	6	3	2	1	8	9	2	5	26	8	3	15	14	8	5	33	6	1	3	2	-	42	
Other (please specify)	2%	2%	3%	1%	3%	2%	1%	3%	1%	3%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%	4%	2%	1%	3%	2%	1%	2%	2%	-	2%		
Don't know	10	9	-	-	1	-	7	2	-	-	-	-	-	-	-	-	-	20	-	4	-	1	-	5	1	-	-	4	-	5		
Don't know	1%	1%	-	-	1%	-	2%	*	-	-	-	-	-	-	-	-	-	2%	-	1%	-	1%	*	-	-	-	-	7%	-	*		
Prefer not to say	7	7	-	-	-	2	-	15	-	2	-	-	-	-	-	-	-	15	2	1	7	-	3	4	-	-	3%	-	-	4		
Prefer not to say	*	*	-	-	-	*	*	*	-	*	-	*	*	*	*	*	*	2	1	7	-	3	4	-	-	*	-	-	*	*		

Fieldwork dates: 20th May - 4th June 2025

Respondent base: KnowledgePanel Members - UK: 16+

Source: Ipsos (IN 25-002384-01)

Filename: 25-002384\_WAVE1\_250525\_AA\_wtd\_dra\_10\_Initial

Proportion/Mean: Column Totals (% risk level) - z/A/z/C/z/D/z/E - z/B/z/F/z/G/z/H/z/I/z/J/z/K/z/L/z/M/z/N/z/O/z/P/z/Q/z/R/z/S/z/T/z/U/z/V/z/W/z/X/z/Y/z/Z

Overall formula used: \* small base \*\* very small base (under 30) ineligible for six testine

QTRADEOFFHEALTHB. You said the NHS should keep human-led triage. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should not use AI for triage

	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	
	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)		
Unweighted Total	1977	349	1622	455	319	31	188	1263	25	131	564	212	1051	160	1147	203	897	221	1057	333	376	1977	
Weighted Total	1945	521	1417	606	253	35**	245	1045	35**	180*	565	217	993	179*	1102	262	800	249	992	458	381	1977	
Concerns about AI's accuracy and safety in healthcare	472	119	351	169	50	10	69	239	11	52	137	59	249	53	280	70	193	73	245	125	97	456	
Concerns about AI's accuracy and safety in healthcare	24%	23%	25%	28%	b	20%	28%	23%	32%	29%	24%	27%	25%	30%	25%	27%	24%	29%	25%	27%	26%	23%	
I want to speak to a human in relation to healthcare matters	614	130	483	152	103	9	66	370	9	43	165	68	299	60	341	78	251	64	310	121	106	704	
I want to speak to a human in relation to healthcare matters	32%	25%	34%	25%	a	41%	26%	27%	35%	24%	24%	29%	31%	30%	33%	31%	30%	31%	26%	31%	26%	36%	
Trust in human judgment over AI in health-related decisions	593	191	401	179	78	7	70	294	5	46	182	65	300	48	316	81	236	77	287	140	122	557	
Trust in human judgment over AI in health-related decisions	30%	37%	28%	30%	b	31%	20%	29%	28%	13%	25%	32%	30%	30%	27%	29%	31%	30%	31%	29%	31%	28%	
Concerns about data privacy and security with AI systems	66	29	37	19	7	-	14	32	6	15	17	12	32	8	40	6	27	8	40	17	25	57	
Concerns about data privacy and security with AI systems	3%	6%	3%	3%	B	3%	-	6%	3%	16%	8%	5%	3%	5%	4%	2%	3%	3%	4%	4%	7%	3%	
Belief that the current system works effectively	29	11	18	7	5	3	3	19	-	1	8	1	18	-	18	1	15	1	17	4	5	33	
Belief that the current system works effectively	2%	2%	1%	1%	2%	9%	1%	2%	-	1%	1%	*	2%	-	2%	*	2%	1%	2%	1%	1%	2%	
Concerns about the private companies that would provide AI systems	67	14	50	33	6	2	6	39	1	2	23	2	49	2	47	9	36	8	38	16	8	69	
Concerns about the private companies that would provide AI systems	3%	3%	4%	5%	2%	6%	3%	4%	4%	1%	4%	1%	5%	1%	4%	3%	4%	4%	4%	2%	3%		
Concerns that AI has in-built biases and discrimination	42	9	33	16	2	1	2	24	1	5	10	7	18	5	22	8	16	6	22	16	3	50	
Concerns that AI has in-built biases and discrimination	2%	2%	2%	3%	1%	2%	1%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	1%	3%	
Other (please specify)	45	9	36	28	3	1	11	20	1	13	16	5	23	2	30	10	19	10	24	17	12	42	
Other (please specify)	2%	2%	3%	5%	1%	3%	5%	2%	2%	7%	3%	2%	1%	3%	4%	2%	4%	2%	4%	4%	3%	2%	
Don't know	10	5	5	2	*	1	2	5	2	2	3	-	5	-	5	-	5	-	5	-	2	5	
Don't know	1%	1%	*	*	*	7%	1%	1%	7%	1%	1%	-	*	-	*	-	*	-	*	-	1%	*	
Prefer not to say	7	5	3	1	-	-	1	3	-	1	3	-	1	-	3	-	1	2	5	3	-	4	
Prefer not to say	*	*	1%	*	*	-	*	*	-	*	1%	-	*	-	*	-	*	1%	*	1%	-	*	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN125-002388-01)

Filename : 25-002388\_WAVE\_2505295\_AA\_wtd\_draft\_v3\_1ntUse

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

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

Q1 TRADEOFFHEALTHB. You said the NHS should keep human-led triage. What is the main reason for your view?

Base: All UK adults, age 16+, who think the NHS should not use AI for triage

	Total (z)	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 and technical accts (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 (A)	Unwtd Total	
Unweighted Total	1977	13	14	57	54	81	44	54	43	43	11	63	64	117	167	22	145	1722	1250	598	449	349	528	183	198	107	174	1977	
Weighted Total	1945	10**	10**	69*	67*	92*	53**	52*	55**	53**	12**	83*	117*	167	167	24**	168*	1689	1211	510	426	259	528	170	196	133*	149	1977	
Concerns about AI's accuracy and safety in healthcare	472	4	5	14	14	31	13	10	10	16	*	27	15	44	43	5	49	427	287	103	87	61	113	46	44	54	42	456	
	24%	44%	29%	21%	21%	34%	24%	15%	15%	30%	3%	32%	18%	32%	26%	21%	29%	25%	24%	20%	20%	23%	21%	27%	22%	41%	28%	23%	
I want to speak to a human in relation to healthcare matters	614	2	7	10	16	28	11	28	16	14	2	16	18	36	54	5	58	521	388	204	163	107	166	53	73	29	36	704	
	32%	21%	44%	15%	24%	31%	20%	41%	30%	26%	20%	20%	21%	26%	33%	22%	35%	31%	32%	39%	38%	41%	32%	31%	37%	22%	24%	36%	
Trust in human judgment over AI in health-related decisions	593	2	4	28	30	27	26	22	17	11	4	20	36	43	47	10	49	520	378	147	113	64	164	54	69	29	51	557	
	30%	22%	24%	41%	45%	29%	48%	31%	32%	20%	33%	24%	43%	32%	28%	42%	29%	31%	31%	28%	27%	25%	31%	32%	25%	22%	34%	28%	
Concerns about data privacy and security with AI systems	66	*	*	8	2	1	3	4	1	*	5	4	5	1	10	1	5	53	33	15	20	5	27	3	4	4	7	57	
	3%	*	*	12%	3%	1%	5%	5%	3%	*	45%	5%	6%	1%	6%	3%	3%	3%	3%	3%	3%	5%	2%	2%	3%	5%	3%		
Belief that the current system works effectively	29	*	*	*	1	*	2	*	*	1	*	*	*	*	*	4	*	2	22	20	10	7	5	5	2	6	2	1	33
	2%	*	*	*	1%	*	2%	*	*	2%	*	*	*	*	*	2%	*	1%	1%	2%	2%	2%	1%	1%	3%	2%	1%	2%	
Concerns about the private companies that would provide AI systems	67	1	*	2	2	2	*	1	2	5	*	9	3	2	1	1	2	61	39	15	19	7	21	5	11	7	4	69	
	3%	11%	*	3%	3%	2%	*	2%	3%	9%	*	11%	3%	2%	*	2%	1%	4%	3%	3%	4%	3%	3%	6%	5%	3%	3%		
Concerns that AI has in-built biases and discrimination	42	*	*	2	*	2	*	2	1	3	*	3	2	5	4	*	*	39	27	6	7	7	15	4	3	3	3	50	
	2%	*	3%	2%	*	2%	*	3%	3%	6%	*	4%	2%	4%	2%	*	*	2%	2%	1%	2%	3%	3%	2%	2%	2%	3%		
Other (please specify)	45	*	*	3	1	*	2	*	4	5	*	4	5	3	5	1	3	36	29	18	6	3	14	3	5	4	4	42	
	2%	2%	*	4%	1%	*	3%	*	8%	9%	*	4%	4%	6%	2%	3%	2%	2%	2%	4%	1%	1%	3%	2%	3%	3%	2%		
Don't know	10	*	*	*	*	2	*	*	1	*	*	*	*	*	2	*	*	5	4	*	1	*	*	*	*	*	*	5	
	1%	*	*	*	4%	*	*	1%	*	*	*	*	*	*	2%	*	*	*	4	*	*	1%	*	*	*	*	*	*	
Prefer not to say	7	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	5	6	*	1	*	3	*	*	*	*	4		
	*	*	*	*	*	*	*	*	2%	*	*	*	*	*	*	2%	*	*	*	*	*	1%	*	*	*	*	*		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N: J25-002386-01)

Filename : 25-002386\_WAVE\_250228\_AAI\_wtd\_draft\_v6\_Impo

 Proportions/Meanis: Column Tested (5% risk level):  $\sqrt{N}/(2\sqrt{N}/(1-\alpha) + 1)$ 

Overriden formulas used: \* small base, \*\* very small base (under 30) ineligible for sig testing

Q6D1. 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 (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P hD/above) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSCE/ NVQ12/ equivalent (u)	Another type of qualification/ vocational/profes- sional degree (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1877	127	276	434	610	901	887	483	3343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	689	1007	861	394	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%	8%	5%	6%	4%	3%	2%	4%	8%	5%	4%	12%	3%	6%	6%	5%	5%	6%	3%	1%	5%	4%	4%	5%	4%	
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%	8%	5%	6%	4%	3%	2%	4%	8%	5%	4%	12%	3%	6%	6%	5%	5%	6%	3%	1%	5%	4%	4%	5%	4%	
Fairly comfortable	932	442	479	63	156	165	175	150	119	104	798	111	533	378	42	283	36	338	984	111	226	167	60	20	147	249	244	135	985
25%	25%	25%	14%	26%	27%	29%	25%	25%	25%	25%	25%	25%	23%	24%	24%	14%	30%	23%	25%	22%	21%	35%	17%	21%	25%	28%	34%	26%	
Neither comfortable nor uncomfortable	875	442	428	97	126	158	143	151	118	95	737	122	516	350	23	238	59	226	636	117	240	218	29	32	186	249	213	65	919
23%	23%	22%	22%	21%	22%	24%	24%	23%	23%	23%	23%	23%	23%	23%	23%	23%	20%	25%	27%	27%	24%	27%	26%	28%	25%	25%	25%	25%	
Fairly uncomfortable	811	349	452	93	91	137	131	131	108	121	721	71	446	365	26	263	62	237	967	87	208	202	49	20	146	250	165	88	827
22%	22%	21%	21%	21%	21%	23%	23%	22%	22%	22%	23%	23%	23%	23%	23%	23%	22%	25%	25%	25%	25%	25%	20%	18%	21%	19%	22%	22%	
Very uncomfortable	742	362	356	159	142	112	93	101	70	68	605	118	408	334	48	175	85	215	509	85	227	149	26	21	137	175	172	74	644
20%	20%	18%	18%	23%	23%	18%	16%	17%	16%	16%	19%	24%	19%	21%	28%	16%	33%	19%	20%	20%	22%	18%	15%	18%	20%	17%	20%	17%	
Don't know	171	66	104	16	37	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%	4%	6%	5%	3%	5%	5%	5%	4%	4%	6%	5%	5%	6%	-	216	5%	3%	5%	4%	15%	5%	4%	2%	2%	5%		
Prefer not to say	153	53	5	7	-	7	1	3	1	1	8	4	3	11	3	1	3	1	10	-	6	3	1	1	3	4	1	-	10
5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
Comfortable	1114	524	576	84	205	195	210	175	132	114	938	149	606	448	52	317	51	408	694	131	293	193	62	24	180	285	290	164	1149
30%	30%	30%	19%	34%	32%	33%	29%	29%	27%	30%	30%	30%	31%	30%	30%	30%	30%	37%	27%	30%	28%	24%	36%	21%	26%	28%	34%	31%	
Crown	1553	711	808	252	233	249	224	231	178	187	1326	189	854	699	74	457	147	452	1076	172	435	552	75	42	284	425	358	163	1471
43%	43%	42%	56%	58%	41%	37%	39%	39%	45%	40%	44%	45%	41%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	39%	41%	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 4 dates: 30th April - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN.25.002388-01)

Filename: 25-002388\_WAVE\_2506295\_AAI\_wtd\_draft\_v3\_1ntUse

Proportions/Mean: Columns Tested (5% risk level) - i/a/b - i/c/d - f/g/h/l - u/h/l - z/j - q/k - v/l/u/w - w - z/n/v/A/B

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+

	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
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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%	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%	248 25%	680 25%	320 15%	64 38%	47 32%	221 21%	360 37%	47 36%	178 19%	179 39%	299 14%	208 41%	248 16%	263 39%	334 13%	157 39%	337 14%	197 31%	351 25%	182 26%	985 26%	
Neither comfortable nor uncomfortable	875 23%	224 23%	651 24%	249 19%	116 27%	12 10%	112 16%	447 26%	17 14%	91 18%	257 16%	120 22%	326 18%	107 16%	345 22%	144 18%	231 20%	140 16%	304 22%	234 21%	202 28%	919 25%	
Fairly uncomfortable	811 22%	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 13%	150 29%	344 29%	140 16%	400 28%	214 19%	163 22%	827 22%	
Very uncomfortable	742 20%	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%	44 4%	125 5%	13 1%	49 12%	1 1%	14 2%	98 6%	- -	8 2%	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 +	6 +	7 +	- +	2 +	- -	- +	2 +	- -	1 +	- -	1 +	- -	4 +	- -	3 +	- -	1 +	- -	1 +	- -	10 +	
Comfortable	1114 30%	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	1552 42%	411 41%	1125 42%	571 45%	189 45%	42 34%	244 35%	797 46%	39 31%	156 46%	429 28%	214 23%	949 58%	138 23%	999 59%	243 28%	724 62%	237 62%	847 60%	439 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 J25-002388-01)

Filename: 25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_ItntSe

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

Overlap formulae used. \* small base

QEDUI. 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)	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 and technical acitvities (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	37**	331	3248	2448	1086	921	490	1039	369	337	235	250	3727
Very comfortable	183	-	3	9	3	8	5	6	12	6	-	13	8	22	17	2	14	147	110	53	43	14	59	17	22	10	10	164
5%	-	9%	6%	3%	5%	5%	5%	8%	4%	-	6%	6%	8%	5%	6%	4%	4%	5%	4%	5%	3%	6%	5%	6%	4%	4%	4%	4%
0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly comfortable	592	5	17	33	36	33	21	28	50	52	5	59	59	83	12	75	830	671	300	284	124	288	95	65	62	65	985	
23%	26%	46%	21%	30%	19%	21%	32%	33%	16%	29%	22%	23%	23%	26%	23%	23%	27%	27%	28%	31%	25%	29%	26%	19%	26%	26%	26%	26%
Neither comfortable nor uncomfortable	875	4	4	44	24	40	25	42	37	43	4	48	26	59	80	5	80	764	586	282	217	133	199	75	76	50	63	919
23%	18%	10%	28%	20%	24%	25%	32%	24%	28%	14%	24%	21%	21%	25%	14%	24%	24%	24%	26%	24%	27%	19%	20%	23%	21%	25%	25%	25%
Fairly uncomfortable	811	4	5	26	27	37	28	24	25	30	15	36	33	48	62	5	76	719	519	250	188	129	218	86	76	62	54	827
22%	19%	14%	17%	22%	22%	18%	16%	19%	51%	18%	26%	18%	20%	13%	23%	22%	21%	23%	23%	20%	26%	21%	23%	23%	26%	22%	22%	
Very uncomfortable	742	8	7	40	25	42	18	22	23	22	1	42	26	68	59	12	69	645	470	163	149	70	234	81	75	45	50	644
20%	37%	19%	26%	20%	25%	18%	16%	15%	14%	2%	21%	21%	20%	19%	33%	21%	20%	19%	15%	16%	14%	23%	22%	22%	19%	20%	17%	
Don't know	171	-	1	4	6	9	2	11	9	2	5	3	5	7	14	1	17	135	85	33	32	19	30	14	19	7	8	178
5%	-	2%	3%	5%	5%	2%	8%	6%	1%	17%	1%	4%	3%	5%	4%	3%	4%	3%	3%	4%	4%	3%	3%	4%	3%	3%	3%	
qrv	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	6	5	8	1	-	1	3	-	-	10
*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	1%	*	1%	-	-	*	-	-	*
q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2r	-	-	-	-	-	-	-	-	-	v
Comfortable	1114	5	20	42	39	41	26	34	62	58	5	71	35	81	100	14	89	977	781	353	326	138	358	112	87	72	75	1149
30%	26%	55%	27%	32%	24%	26%	40%	37%	16%	36%	28%	31%	32%	38%	27%	30%	32%	32%	35%	35%	28%	30%	26%	31%	30%	31%	31%	
Uncomfortable	1553	11	12	66	52	79	47	45	48	52	16	78	59	116	121	17	145	1364	989	413	337	199	452	167	152	107	104	1471
42%	56%	33%	42%	42%	47%	46%	34%	31%	34%	53%	39%	47%	44%	38%	46%	44%	42%	40%	38%	37%	41%	44%	45%	45%	45%	42%	39%	
hct	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	h	h	h	h	h	h	h	h	h	h	
NET: Comfort	1216	-	23%	19%	10%	23%	10%	8%	9%	3%	37%	3%	19%	12%	7%	8%	17%	12%	9%	6%	1%	12%	9%	15%	15%	12%	9%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (M J25-002388-01)

Filename : 25-002388\_WAVE\_250285\_AAI\_wrd\_draft\_v3\_1ntUse

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

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

Q6Q1. 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			Student (g)	Graduates (Degree/Master's or above) (h)	Non-graduates (i)	Other Higher Education below degree level (j)	A-level or equivalent (k)	GCSE/O-Level/ CS/E/NVQ12/ equivalent (l)	Another type of qualification/ vocational/profes- sional/foreign (m)	No formal qualifications (n)	Annual household income			Unwtd Total	
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£100,000 and above (B)									
Unweighted Total	3727	1796	1924	127	276	434	619	901	887	483	3343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	689	1007	861	394	3727	
Very comfortable	216	99	112	24	52	32	42	29	22	15	166	46	129	86	22	46	18	84	128	21	62	32	7	39	41	65	32	206	
6%	6%	6%	5%	8%	5%	5%	7%	5%	5%	4%	5%	6%	6%	5%	4%	4%	7%	8%	5%	5%	6%	4%	4%	4%	4%	8%	6%		
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
Fairly comfortable	1159	546	598	94	176	190	212	194	141	142	977	146	671	478	43	352	63	416	725	139	282	214	69	22	177	319	313	156	1205
31%	31%	31%	21%	29%	31%	35%	33%	31%	34%	31%	31%	31%	31%	30%	30%	33%	24%	38%	28%	32%	28%	26%	40%	19%	26%	32%	36%	39%	32%
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
Neither comfortable nor uncomfortable	987	483	488	117	157	154	148	158	157	158	841	120	563	424	34	298	77	259	759	127	286	237	53	27	198	267	217	87	1013
26%	28%	25%	26%	26%	25%	25%	25%	26%	26%	26%	27%	24%	26%	27%	20%	28%	30%	23%	28%	29%	28%	29%	19%	24%	29%	27%	25%	22%	27%
Fairly uncomfortable	683	310	368	94	92	118	109	106	84	80	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%	19%	19%	19%	18%	18%	18%	19%	17%	19%	18%	19%	21%	20%	21%	18%	22%	17%	16%	18%
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
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%	13%	17%	13%	15%	20%	12%	18%	13%	14%	13%	14%	14%	13%	13%	10%	11%	11%	12%	12%
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
Don't know	275	69	105	16	41	30	18	30	21	19	140	29	98	77	9	58	3	24	138	13	42	6	22	39	44	20	10	177	
5%	4%	5%	4%	7%	5%	3%	5%	5%	5%	5%	4%	6%	5%	5%	5%	5%	1%	2%	5%	3%	5%	3%	19%	6%	4%	2%	2%	5%	
Unweighted	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
Prefer not to say	10	4	5	-	4	1	3	-	1	1	5	3	2	8	2	8	2	7	-	3	3	1	1	3	1	1	9		
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
Comfortable	1365	644	709	119	227	222	254	223	163	157	1143	192	801	564	65	398	81	500	853	159	344	245	77	27	216	361	378	188	1411
27%	37%	57%	57%	27%	57%	36%	42%	57%	36%	39%	37%	36%	37%	36%	36%	38%	31%	45%	33%	37%	34%	44%	23%	216	36%	378	48%	36%	
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
Uncomfortable	1189	548	617	196	179	202	174	178	129	132	1015	148	680	510	61	318	98	326	844	136	330	280	59	39	233	334	245	110	1117
32%	31%	32%	44%	29%	33%	29%	29%	29%	32%	32%	32%	30%	30%	30%	30%	30%	33%	31%	32%	33%	34%	34%	34%	33%	33%	28%	28%	30%	
Unweighted	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
NET: Comfort	5%	6%	5%	4%	8%	3%	13%	8%	7%	6%	4%	9%	6%	6%	3%	2%	7%	6%	16%	5%	1%	4%	10%	-11%	-3%	3%	16%	20%	8%

Fieldwork dates: 30th May - 4th June 2025

Respondents: KnowledgePanel Members - UK, 16+

Source: Ipsos

Filename : 25-02338\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_1stUse

Proportions/Mean: Columns Tested (5% risk level) - /a/b - /c/d/e/f/u/h1 - /i/k - /l/m/n/o/p - /z/u/r/s/t/u/w/v - /x/v/A/B

Overlap formulae used. \* small base

Q6DU1. 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+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC								
	England		Scotland	Wales	Northern Ireland	North	Midlands	South	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	South East	South West	London	Urban	Rural	1 - Most deprived (w)	2	3	4	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (y)	3 - Small business and own account workers (A)	4 - Lower technical and semi-skilled occupations (B)	5 - Semi-routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)	
	Total (a)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(bb)	(cc)	(dd)	(ee)
Unweighted Total	3723	1893	754	203	133	133	343	365	1515	217	175	260	266	199	19	403	162	151	285	866	736	773	740	745	751	730	1116	1123	1121	1117	1117	3723
Weighted Total	3727	3111	306	175	135	857	598	1656	149	430	208	270	328	350	508	323	475	2349	778	749	758	751	731	1995	452	213	273	360	249*	3727		
Very comfortable	216	189	9	10	8	58	36	94	11	31	15	17	20	25	25	18	27	165	50	43	53	46	44	29	141	21	7	15	7	17	206	
6%	6%	3%	6%	6%	6%	7%	6%	6%	8%	5%	5%	6%	6%	5%	6%	6%	6%	6%	6%	7%	6%	6%	4%	4%	5%	3%	3%	4%	6%	6%		
Fairly comfortable	1150	969	88	58	35	270	175	524	35	131	104	89	85	104	154	105	150	921	228	194	230	252	228	246	720	72	59	68	27	64	1205	
31%	31%	29%	33%	26%	32%	270	29%	32%	23%	35%	33%	26%	30%	32%	33%	32%	31%	29%	26%	30%	34%	30%	34%	36%	29%	34%	22%	19%	23%	26%	32%	
Neither comfortable nor uncomfortable	287	816	85	45	41	201	149	466	37	98	66	68	81	97	139	94	136	739	248	180	209	172	223	633	460	130	55	95	110	29	68	1013
26%	26%	28%	26%	31%	29%	29%	25%	28%	22%	25%	25%	27%	28%	29%	25%	24%	24%	25%	25%	26%	25%	26%	25%	29%	31%	23%	27%	27%	27%	27%		
Fairly uncomfortable	683	564	63	29	26	153	119	293	26	67	60	49	70	69	93	46	85	544	140	150	117	128	135	152	346	86	31	60	89	14	49	677
18%	18%	21%	17%	19%	18%	18%	20%	18%	17%	20%	18%	16%	20%	18%	14%	18%	20%	15%	17%	18%	21%	17%	19%	14%	22%	25%	11%	20%	18%	20%	18%	
Very uncomfortable	506	420	47	23	16	130	84	205	27	62	41	35	49	41	68	39	58	420	86	126	104	105	97	74	238	62	30	30	53	26	50	440
14%	14%	15%	19%	17%	15%	14%	12%	18%	15%	15%	14%	15%	15%	15%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
Don't know	375	145	13	9	9	45	31	68	13	21	12	11	20	14	18	19	149	26	51	40	36	22	61	23	18	22	24	16	-	177		
5%	5%	4%	5%	6%	6%	5%	5%	4%	5%	4%	4%	4%	4%	4%	5%	4%	5%	7%	5%	5%	3%	4%	3%	5%	8%	7%	13%	-	5%	17%		
Prefer not to say	10	8	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	5	4	1	-	-	2	1	-	3	-	9		
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Comfortable	1158	96	68	43	328	211	619	46	120	106	105	129	189	123	177	1086	279	237	283	298	272	275	861	150	79	66	83	35	81	1411		
39%	37%	31%	39%	32%	38%	35%	37%	31%	40%	39%	32%	37%	36%	37%	37%	37%	37%	32%	40%	36%	38%	37%	37%	34%	34%	24%	23%	33%	38%			
Uncomfortable	1189	984	110	53	42	282	203	499	53	129	101	84	119	120	161	85	143	964	225	276	221	233	226	584	148	60	90	142	40	100	1117	
32%	32%	36%	30%	31%	33%	34%	30%	36%	31%	34%	31%	36%	32%	36%	30%	33%	33%	37%	39%	37%	31%	31%	31%	29%	33%	33%	33%	30%	30%	30%		
NET: Comfort	5%	6%	-5%	9%	*	5%	1%	7%	-5%	8%	6%	8%	-5%	8%	0%	12%	7%	4%	7%	5%	8%	5%	5%	7%	54%	*	9%	-9%	-16%	-8%	8%	

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25,023,884)

Filename: 25-002388\_WAVE\_250525\_Alt\_wtd\_draft\_v3\_Initial

Proportion/Mean: Columns Tested (% risk level): -z/a/b/c/d -z/h/i/l/k/m/n/p -z/u/r -z/t/z/t/z/w -z/v/z/v/z/c/z/d

Overlap formula 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+

	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
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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%	63 6%	152 6%	141 11%	4 1%	23 18%	105 3%	50 21%	27 13%	64 3%	29 2%	129 17%	28 2%	114 19%	32 2%	138 16%	16 1%	141 16%	24 2%	101 9%	32 4%	206 6%	
Fairly comfortable	1150 31%	309 31%	840 31%	404 32%	82 19%	48 39%	270 39%	465 27%	49 38%	217 44%	229 24%	357 47%	279 19%	306 50%	319 19%	413 48%	209 18%	416 49%	259 18%	446 40%	222 31%	1205 32%	
Neither comfortable nor uncomfortable	987 26%	245 25%	740 27%	298 23%	125 30%	19 15%	151 22%	486 28%	26 20%	113 23%	277 29%	132 17%	363 25%	104 17%	433 17%	153 18%	272 23%	155 18%	348 25%	261 23%	207 28%	1013 27%	
Fairly uncomfortable	683 18%	163 16%	519 19%	209 16%	82 19%	9 7%	79 11%	344 20%	12 9%	53 11%	203 21%	81 11%	379 26%	41 27%	452 27%	98 11%	313 27%	81 9%	399 28%	167 15%	156 21%	677 18%	
Very uncomfortable	506 14%	155 16%	343 13%	210 16%	77 18%	21 17%	74 11%	296 17%	12 10%	39 8%	160 17%	46 6%	351 24%	32 5%	392 23%	43 5%	315 27%	47 5%	334 24%	129 11%	85 12%	440 12%	
Don't know	175 5%	54 5%	118 4%	18 1%	51 12%	4 3%	16 2%	96 6%	2 2%	12 6%	55 6%	16 2%	61 4%	12 2%	58 3%	16 2%	44 2%	18 3%	48 2%	24 2%	26 4%	177 5%	
Prefer not to say	10 4	3 +	7 +	- -	3 1%	- -	- -	2 +	- +	2 -	- -	1 +	- -	1 +	- -	3 +	- -	1 +	- -	1 +	- -	9 4	
Comfortable	1385 37%	372 38%	992 36%	545 43%	86 20%	71 58%	375 54%	514 30%	75 59%	281 56%	258 27%	486 64%	308 21%	419 69%	351 21%	550 64%	225 19%	557 65%	282 20%	546 49%	254 35%	1411 38%	
Uncomfortable	1189 32%	318 32%	862 32%	418 33%	159 37%	59 24%	152 22%	640 37%	24 19%	92 19%	362 38%	127 17%	730 50%	73 12%	844 50%	141 16%	628 54%	128 15%	733 52%	396 26%	241 33%	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 (JN J25-002388-01)

Filename: 25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_IttUse

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

Overlap formulae used. \* small base

QEDUI. 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)	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 and technical acitvities (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	235	250	3727	
Very comfortable	216	-	4	9	2	9	7	2	15	11	-	17	6	22	20	2	18	179	143	73	51	25	67	21	23	15	17	206	
6%	-	10%	6%	2%	5%	7%	2%	6%	9%	7%	-	9%	5%	8%	6%	6%	5%	6%	6%	7%	5%	5%	6%	7%	6%	7%	6%	6%	
Fairly comfortable	1150	8	17	29	44	51	22	29	57	64	11	83	37	78	112	14	92	1029	826	370	342	163	376	123	82	82	69	1205	
31%	37%	47%	18%	36%	30%	22%	22%	36%	41%	38%	41%	29%	30%	35%	37%	28%	32%	34%	34%	37%	33%	33%	24%	35%	28%	32%	32%	32%	32%
Neither comfortable nor uncomfortable	987	3	4	51	29	39	29	50	45	40	4	45	32	59	72	4	92	869	649	295	226	139	249	75	86	57	74	1013	
26%	13%	11%	33%	24%	23%	28%	38%	29%	26%	14%	22%	22%	26%	22%	23%	12%	28%	27%	27%	27%	25%	28%	24%	20%	25%	30%	27%	27%	
w	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
Fairly uncomfortable	683	4	7	40	26	33	27	31	12	26	9	35	22	53	50	6	64	610	436	194	159	98	173	96	73	43	43	677	
18%	22%	18%	25%	21%	19%	27%	24%	8%	17%	31%	17%	18%	20%	16%	16%	19%	19%	18%	18%	18%	17%	20%	22%	18%	17%	18%	18%	18%	
Very uncomfortable	506	6	5	22	14	28	13	8	18	12	-	18	23	41	46	10	51	417	304	116	104	49	147	38	52	30	39	440	
14%	29%	13%	14%	12%	17%	13%	6%	11%	8%	-	9%	18%	16%	15%	27%	15%	13%	12%	11%	11%	10%	14%	10%	15%	13%	16%	16%	12%	
Don't know	175	-	-	7	6	9	2	11	9	2	5	3	5	9	14	1	14	138	86	35	34	17	27	15	22	8	7	177	
5%	-	-	-	4%	5%	5%	2%	8%	6%	1%	17%	1%	4%	4%	4%	4%	4%	4%	3%	3%	4%	3%	6%	3%	3%	5%	5%	5%	
qrv	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
Prefer not to say	10	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	5	3	2	4	1	-	-	-	-	-	9	
4%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	4%	4%	1*	1*	-	-	-	-	-	-	9	
q	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
Comfortable	1365	8	21	38	46	60	29	31	71	75	11	101	43	100	132	16	110	1208	970	444	393	187	443	144	104	96	87	1411	
37%	37%	57%	24%	38%	36%	29%	24%	48%	48%	38%	50%	34%	38%	42%	43%	33%	37%	40%	41%	41%	43%	39%	31%	41%	35%	38%	38%		
Uncomfortable	1189	10	12	61	40	61	41	39	30	38	9	53	45	94	97	16	115	1028	741	311	263	147	319	134	125	73	82	1117	
32%	50%	32%	39%	33%	36%	41%	30%	19%	25%	31%	26%	36%	36%	31%	42%	35%	32%	30%	29%	29%	30%	31%	36%	37%	31%	33%	30%		
h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
NET: Comfort	56	-	24%	19%	0%	1%	1%	6%	27%	24%	7%	24%	2%	2%	2%	6%	6%	9%	12%	1%	8%	3%	6%	10%	2%	8%	8%		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (M J25-002388-01)

Filename : 25-002388\_WAVE\_250285\_AAI\_wrd\_draft\_v3\_1mtUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/f/h/l/k/n/o/p - z/q - z/t - z/s/t - z/u/v/w/x/y/A

Overlap formulae used. \* small base. \*\* very small base (under 30) ineligible for sqg 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 (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P honours) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/O-Level/CSF/NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	610	901	887	483	343	309	1868	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	430	1018	307	174	115*	689	1007	861	394	3727	
Very comfortable	166	76	88	17	51	23	33	21	9	11	128	36	50	20	28	16	65	98	16	52	23	5	3	29	25	49	30	141	
4%	4%	5%	4%	8%	4%	6%	4%	2%	3%	4%	5%	4%	12%	3%	6%	6%	4%	4%	5%	3%	3%	2%	4%	2%	6%	8%	4%		
haven't	3000*	1100*	1900*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*	1100*		
Fairly comfortable	862	400	454	89	137	149	164	136	96	90	723	120	533	329	40	33	328	526	92	214	161	43	16	140	216	234	118	885	
23%	23%	23%	20%	23%	25%	27%	23%	21%	22%	23%	23%	24%	13%	21%	21%	21%	20%	25%	14%	20%	21%	27%	30%	24%	21%	21%	21%	24%	
more	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	
Neither comfortable nor uncomfortable	872	435	426	93	149	151	126	155	111	87	715	130	544	328	28	237	49	209	651	127	243	221	31	28	178	272	203	61	878
23%	25%	22%	21%	24%	25%	21%	25%	21%	25%	23%	23%	26%	16%	22%	19%	18%	26%	29%	24%	27%	18%	24%	24%	26%	27%	26%	24%	16%	24%
uncomf	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	
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%	28%	14%	30%	11%	27%	25%	25%	24%	32%	29%	24%	29%	23%	26%	27%	26%	27%
uncomf	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	
Very uncomfortable	709	345	339	127	124	100	106	98	80	71	614	79	378	131	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%	18%	18%	30%	17%	20%	19%	20%	21%	19%	13%	19%	17%	19%	19%	18%	18%
Don't know	159	66	93	4	27	16	26	21	20	130	20	83	76	11	57	25	121	11	45	39	20	41	32	19	9	166	166	166	
4%	4%	5%	1%	7%	4%	3%	4%	5%	5%	4%	4%	4%	5%	7%	5%	2%	2%	5%	4%	5%	4%	17%	6%	3%	2%	2%	2%	4%	
to/A	13	4	8	-	5	2	3	-	1	8	3	2	1	1	1	1	3	1	4	1	1	2	1	1	1	1	1	10	
10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	
Comfortable	1028	476	542	106	188	172	197	158	106	101	851	156	654	394	60	263	49	107	266	184	47	19	169	241	232	146	1026		
23%	27%	26%	24%	31%	28%	23%	26%	23%	24%	27%	32%	30%	25%	25%	19%	33%	24%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
hmoraway	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	
Uncomfortable	1656	766	855	243	223	256	255	258	212	208	1440	183	881	774	69	512	159	489	1147	190	461	359	89	48	299	457	355	177	1647
44%	44%	44%	34%	37%	42%	43%	45%	47%	50%	46%	37%	41%	49%	48%	43%	44%	45%	44%	45%	45%	45%	45%	45%	45%	45%	45%	45%	44%	
dis	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	210	
NET: Comfort	-37%	-17%	-16%	-31%	-4%	-14%	-10%	-17%	-24%	-26%	-19%	-6%	-12%	-24%	-5%	-23%	-42%	-9%	-30%	-19%	-22%	-24%	-25%	-19%	-21%	-9%	-7%	-17%	

Fieldwork dates: 30th May - 4th June 2025

Respondent: KnowledgePanel Members - UK, 16+

Source: Ipsos

Filename : 25-02338 WAVE\_2502525\_AAI\_wtd\_draft\_v3\_1stUse

Proportions/Mean: Columns Tested (5% risk level) - /a/b - /c/d/e/f/u/h1 - /i/k - /l/m/n/o/p - /z/u/v/h/u/w/v - /x/v/A/B

Overlap formulae used. \* small base

Q6DU2. It has been suggested that AI could handle some tasks currently done by teachers (like personalised 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																			
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)	Unwt Total (f)											
Unweighted Total	3727	3111	306	175	135	857	598	1656	317	375	360	366	356	319	403	362	285	66	265	209	19	403	375	340	308	323	475	2949	778	749	758	751	730	1995	452	213	273	360	249*	3727			
Weighted Total	3727	3111	306	175	135	857	598	1656	317	375	360	366	356	319	403	362	285	66	265	209	19	403	375	340	308	323	475	2949	778	749	758	751	730	1995	452	213	273	360	249*	3727			
Very comfortable	166	144	11	7	4	40	30	74	8	26	7	14	16	19	23	25	124	41	35	41	37	30	23	104	14	5	16	3	15	141	45	46	46	46	46	46							
5%	5%	4%	4%	4%	3%	5%	5%	4%	5%	6%	2%	5%	5%	5%	4%	2%	2%	4%	5%	5%	5%	4%	3%	5%	3%	2%	4%	3%	6%	4%	4%	4%	4%	4%	4%	4%							
Fairly comfortable	862	724	65	49	24	198	142	384	31	87	79	64	78	93	120	78	94	691	171	154	189	160	181	178	515	98	54	69	32	27	885	23%	23%	23%	23%	23%	23%						
23%	23%	23%	21%	28%	18%	23%	24%	23%	21%	27%	24%	24%	26%	24%	24%	20%	23%	22%	22%	25%	22%	24%	24%	26%	22%	25%	19%	19%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%				
Neither comfortable nor uncomfortable	872	726	70	43	32	186	135	405	35	85	66	66	69	79	121	73	131	693	179	187	178	177	169	160	446	118	51	87	88	26	53	878	22%	22%	22%	22%	22%	22%					
22%	22%	23%	23%	25%	24%	22%	23%	24%	21%	22%	21%	25%	25%	23%	24%	23%	24%	24%	25%	24%	25%	24%	22%	22%	24%	24%	25%	25%	21%	21%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%			
Fairly uncomfortable	947	770	94	38	45	212	150	403	28	114	69	67	84	78	134	83	114	714	233	159	178	188	211	210	514	121	55	60	89	13	82	988	25%	25%	25%	25%	25%	25%					
25%	25%	31%	22%	18%	14%	25%	25%	25%	19%	28%	23%	25%	25%	26%	25%	26%	25%	24%	30%	21%	23%	25%	26%	27%	27%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%		
Very uncomfortable	709	611	49	26	23	181	107	323	37	78	66	48	59	71	90	64	98	580	129	158	132	147	139	133	361	81	36	48	74	27	71	659	19%	19%	19%	19%	19%	19%					
20%	20%	16%	15%	17%	21%	18%	19%	25%	19%	22%	18%	18%	18%	18%	18%	20%	17%	21%	17%	20%	19%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%			
Don't know	159	123	17	11	7	41	27	56	10	21	11	7	20	11	18	14	13	134	25	49	35	29	20	26	63	19	10	18	23	18	166	4%	4%	4%	4%	4%	4%						
4%	4%	6%	6%	6%	5%	4%	3%	6%	4%	4%	3%	6%	6%	3%	3%	3%	3%	3%	7%	5%	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%					
Prefer not to say	13	13	-	-	-	-	-	-	6	6	-	-	-	-	-	-	-	4	3	2	1	13	-	6	5	1	-	-	2	-	-	10	10	10	10	10	10	10					
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Comfortable	1028	868	76	56	28	238	172	458	30	113	86	78	94	112	142	86	118	815	213	189	230	197	211	201	619	112	58	60	85	35	42	1026	28%	28%	28%	28%	28%	28%					
28%	28%	25%	24%	21%	28%	29%	28%	28%	26%	28%	25%	28%	25%	28%	25%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%	28%	27%		
Uncomfortable	1856	1381	142	65	68	392	257	731	65	192	136	115	142	149	224	147	211	1294	362	317	310	355	351	343	874	202	91	107	163	40	153	1647	44%	44%	44%	44%	44%	44%					
44%	44%	47%	37%	50%	46%	43%	44%	44%	47%	45%	43%	42%	44%	44%	44%	44%	44%	42%	41%	45%	47%	44%	45%	45%	39%	45%	39%	45%	39%	45%	39%	45%	39%	45%	39%	45%	39%	45%	39%	45%	39%	45%	39%
NET: Comfort	-17%	-16%	-22%	-3%	-30%	-18%	-14%	-16%	-18%	-19%	-17%	-14%	-15%	-11%	-16%	-19%	-20%	-16%	-19%	-17%	-11%	-16%	-20%	-16%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25-02388-012)

File name: 25-02388-WAVE\_250525\_Alt wtd draft v3 Intuse

Proportion/Mean: Column Totals (% risk level) - z/a/b/c/d - z/h/i/k/l - z/n/p - z/u/r - z/t/s/t/s/w - z/v/y/z/R/C/D/E

Overlap formula 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+

	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	
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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%	48 5%	117 4%	113 9%	4 1%	22 18%	89 13%	30 2%	21 16%	51 10%	18 2%	107 14%	18 1%	97 16%	18 1%	111 13%	8 1%	110 13%	14 1%	87 8%	23 3%	141 4%	
Fairly comfortable	862 23%	256 26%	603 22%	296 23%	58 14%	47 38%	210 30%	325 19%	45 35%	174 35%	179 19%	299 39%	200 14%	238 39%	244 14%	335 39%	151 13%	338 39%	182 13%	331 29%	183 25%	885 24%	
Neither comfortable nor uncomfortable	872 23%	230 24%	641 21%	264 26%	111 a	13 11%	129 19%	397 23%	25 19%	109 22%	269 28%	138 18%	297 20%	114 19%	323 19%	155 18%	200 17%	149 20%	289 23%	254 27%	196 24%	878 24%	
Fairly uncomfortable	947 25%	219 22%	725 27%	303 24%	107 25%	18 15%	147 21%	494 28%	23 18%	101 20%	214 22%	131 17%	457 31%	97 16%	541 32%	160 19%	378 32%	167 20%	431 31%	250 22%	190 26%	988 27%	
Very uncomfortable	709 19%	189 19%	515 19%	291 23%	91 22%	21 17%	110 16%	394 23%	15 12%	57 11%	222 23%	76 10%	439 30%	53 9%	508 30%	90 10%	395 34%	79 9%	445 31%	190 17%	113 16%	659 18%	
Don't know	159 4%	45 5%	111 4%	13 1%	50 12%	2 1%	10 6%	97 5%	- 1%	6 5%	51 5%	11 1%	48 3%	9 2%	55 1%	9 3%	37 1%	15 3%	51 4%	15 1%	23 3%	166 4%	
Prefer not to say	13 +	4 +	8 +	- 1%	2 a	- -	- -	2 +	- -	z -	z -	- -	4 +	- -	1 +	- -	1 +	- -	1 +	- -	- +	10 +	
Comfortable	1028 26%	304 31%	720 26%	409 32%	62 15%	69 56%	299 43%	354 20%	65 51%	225 45%	197 21%	406 53%	218 15%	335 55%	261 15%	446 52%	160 14%	447 52%	195 14%	418 37%	206 28%	1026 28%	
Uncomfortable	1656 44%	408 41%	1240 46%	593 46%	198 47%	40 32%	267 37%	888 51%	38 30%	158 32%	426 46%	207 27%	896 61%	150 25%	1049 62%	250 29%	773 66%	247 29%	876 62%	441 39%	303 42%	1647 44%	
NET: Comfort	-17%	-10%	-19%	-16%	-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 (JN J25-002388-01)

Filename: 25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_ItntSe

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

Overlap formulae used. \* small base

Q16Q2. 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 (z)	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 and 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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	250	250	3727		
Very comfortable	166	-	1	11	6	6	4	2	11	6	-	11	6	23	11	3	12	138	107	50	44	14	56	15	18	14	8	141		
4%	-	2%	7%	5%	4%	4%	2%	7%	4%	-	6%	5%	5%	9%	3%	8%	4%	4%	4%	5%	3%	3%	5%	5%	6%	3%	4%	4%		
u	-	-	-	-	-	-	-	-	-	-	-	-	-	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Fairly comfortable	852	6	12	29	31	35	26	36	46	46	5	54	27	59	91	7	63	765	604	263	254	114	275	89	66	55	51	885		
23%	31%	31%	18%	25%	21%	21%	26%	27%	29%	17%	27%	21%	21%	22%	29%	20%	19%	24%	24%	25%	23%	23%	26%	24%	20%	24%	21%	24%	24%	
Neither comfortable nor uncomfortable	872	2	9	45	26	50	28	40	34	43	6	37	30	50	74	6	101	762	580	275	213	115	215	75	75	43	58	878		
23%	10%	24%	29%	21%	30%	28%	31%	22%	28%	21%	18%	24%	19%	24%	16%	30%	23%	24%	25%	23%	23%	21%	20%	22%	18%	23%	24%	24%	24%	
Fairly uncomfortable	947	5	11	27	31	29	21	30	38	34	11	52	31	64	77	13	78	857	644	297	233	150	119	82	66	76	76	988		
25%	22%	30%	17%	25%	17%	21%	23%	25%	22%	38%	26%	25%	24%	24%	35%	24%	26%	26%	27%	25%	25%	21%	22%	24%	28%	30%	27%	27%	27%	
Very uncomfortable	709	8	5	41	23	40	19	14	17	24	2	42	27	60	50	6	67	597	425	169	144	80	207	61	75	47	49	659		
19%	37%	13%	26%	19%	24%	19%	11%	11%	16%	7%	21%	21%	21%	23%	16%	18%	20%	18%	17%	17%	16%	16%	20%	22%	20%	20%	20%	18%	18%	
Don't know	159	-	-	3	5	8	2	9	9	2	5	5	4	7	12	2	10	120	81	28	26	18	23	9	16	10	8	166		
4%	-	-	-	2%	4%	5%	2%	7%	6%	1%	17%	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%	2%	5%	4%	3%	4%	4%	4%	4%	
qstv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer not to say	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	6	5	5	1	1	-	-	-	-	10		
*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Comfortable	1028	6	12	40	37	41	30	38	57	52	5	65	33	82	102	10	75	903	711	313	298	127	331	104	84	69	59	1026		
28%	31%	33%	25%	31%	25%	30%	29%	37%	33%	17%	32%	26%	31%	32%	27%	23%	28%	29%	29%	32%	32%	28%	25%	29%	24%	28%	28%	28%	28%	
Uncomfortable	1656	12	16	69	54	70	40	44	55	58	13	94	57	123	127	19	145	1454	1070	466	378	229	470	180	157	112	125	1647		
44%	59%	42%	44%	45%	41%	40%	33%	36%	38%	45%	47%	46%	47%	40%	52%	44%	45%	44%	43%	41%	47%	45%	49%	47%	48%	50%	50%	44%	44%	
NET: Comfort	17%	-	-	9%	19%	14%	17%	10%	4%	3%	-	4%	-	28%	14%	19%	16%	8%	35%	21%	17%	14%	9%	21%	13%	20%	21%	18%	26%	17%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (M J25-002388-01)

Filename : 25-002388\_WAVE\_250285\_AAI\_wrd\_draft\_v3\_1mtUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/f/g/h/l/k/n/o/p - z/q - z/t - z/s/t - z/u/w/x/y/A

Overlap formulae used. \* small base. \*\* very small base (under 30) ineligible for sqg 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 ...? - Secondary schools

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education			Annual household income									
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P post-16) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/O-Level/CSF/NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	610	901	887	483	3343	309	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	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	689	1007	861	394	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% physically	5%	5%	6%	5%	8%	5%	6%	4%	4%	4%	5%	9%	6%	5%	3%	8%	8%	4%	3%	6%	3%	4%	2%	5%	4%	7%	9%	5%	
Fairly comfortable	1024	498	519	90	165	164	193	170	124	117	880	124	623	401	39	298	37	367	648	122	267	187	55	17	156	267	293	137	1057
27% mentally	27%	28%	27%	20%	27%	27%	32%	29%	28%	28%	28%	25%	29%	25%	23%	28%	33%	25%	28%	26%	23%	32%	15%	23%	34%	35%	36%	28%	
Neither comfortable nor uncomfortable	929	452	464	130	153	156	151	159	114	86	756	145	537	392	44	247	88	226	681	120	265	236	50	29	195	269	202	78	917
25% physically	25%	24%	29%	25%	26%	22%	21%	21%	21%	21%	24%	29%	25%	26%	23%	23%	34%	20%	27%	28%	26%	29%	17%	25%	28%	27%	23%	20%	25%
Fairly uncomfortable	845	393	442	105	98	134	138	137	120	114	737	93	475	370	20	274	60	243	597	107	228	178	51	33	146	262	171	88	877
23% mentally	23%	22%	23%	23%	16%	22%	23%	22%	21%	21%	23%	19%	22%	23%	11%	23%	22%	23%	23%	23%	22%	29%	21%	21%	26%	20%	22%	24%	24%
Very uncomfortable	560	248	290	90	98	92	79	82	57	64	483	62	302	258	37	155	52	161	185	62	150	136	29	12	119	137	118	48	527
15% physically	15%	14%	15%	20%	16%	15%	13%	14%	13%	15%	15%	13%	14%	16%	21%	14%	20%	15%	15%	14%	15%	14%	11%	17%	14%	14%	12%	14%	
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	35	20	8	160
4% mentally	4%	4%	5%	1%	7%	5%	3%	4%	4%	5%	4%	4%	4%	5%	5%	1%	2%	5%	2%	4%	5%	3%	18%	5%	3%	36	2%	2%	4%
Prefer not to say	15	5	9	3	2	2	4	1	1	1	9	4	7	7	1	1	10	1	4	4	1	1	2	2	1	1	1	12	
10% physically	10%	5%	8%	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Comfortable	1220	585	627	113	213	197	230	194	140	132	1029	170	742	478	60	385	57	452	759	138	326	215	61	20	191	304	350	173	1234
23% mentally	23%	33%	53%	25%	55%	32%	38%	33%	31%	32%	53%	34%	33%	30%	35%	31%	22%	41%	30%	21%	35%	27%	17%	28%	30%	43%	44%	33%	
Uncomfortable	1406	641	732	195	195	225	217	218	176	178	1729	155	778	628	56	429	112	404	982	169	378	314	76	46	265	399	289	136	1404
38% physically	38%	37%	38%	44%	32%	37%	36%	39%	42%	36%	39%	31%	40%	39%	43%	36%	38%	39%	39%	39%	39%	39%	40%	34%	34%	38%	34%		
NET: Comfort	5%	3%	5%	-3%	3%	5%	2%	-4%	8%	-11%	6%	3%	-2%	9%	2%	-9%	21%	4%	-9%	-8%	-5%	-12%	-9%	-22%	-11%	-9%	9%	-5%	

Fieldwork dates: 30th May - 4th June 2025

Respondents: KnowledgePanel Members - UK, 16+

Source: Ipsos IPM 15-2525

Filename : 25-02384 WAVE 2505295 AA1 wtd draft v3 listfile

Proportions/Mean: Columns Tested (5% risk level) - /a/b - /c/d/e/f/u/h1 - /i/k - /l/m/n/o/p - /z/u/v/h/u/w/v - /z/v/A/B

Overlap formulae used. \* small base

Q6DU2. It has been suggested that AI could handle some tasks currently done by teachers (like personalised 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+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC								
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)	Unwt Total (f)
Unweighted Total	3727	3111	373	306	273	313	313	315	315	317	305	300	306	319	319	403	362	313	285	866	736	773	740	745	211	211	211	211	211	211	3727	
Weighted Total	3727	3111	306	175	135	857	598	1656	149	430	208	270	318	350	508	323	475	2949	778	749	758	751	730	1995	452	213	273	360	249*	3727		
Very comfortable	197	168	16	8	5	48	35	84	10	28	10	15	19	24	12	29	151	45	45	42	45	39	26	125	16	7	9	17	3	18	177	
5%	5%	5%	4%	4%	6%	6%	5%	7%	7%	3%	6%	6%	6%	5%	4%	5%	6%	6%	6%	6%	6%	4%	4%	3%	3%	5%	3%	7%	5%			
Fairly comfortable	1024	857	79	58	30	233	171	453	28	109	96	77	94	91	146	98	118	806	218	165	226	203	214	611	61	81	33	33	33	1057		
27%	28%	26%	3%	22%	27%	19%	27%	32%	29%	26%	20%	29%	30%	25%	25%	27%	28%	28%	27%	28%	30%	31%	28%	32%	22%	23%	28%	13%	13%			
Neither comfortable nor uncomfortable	743	771	73	47	38	201	134	436	38	91	72	74	60	93	125	63	135	715	214	192	179	182	190	588	452	137	53	86	87	25	92	917
25%	25%	24%	27%	28%	29%	22%	26%	26%	22%	24%	24%	28%	18%	20%	25%	26%	24%	24%	25%	25%	26%	23%	23%	24%	24%	24%	20%	37%	25%			
Fairly uncomfortable	845	706	77	32	30	195	132	379	31	97	66	54	78	80	118	65	116	678	167	155	155	173	175	186	452	107	42	62	96	19	56	877
23%	23%	25%	18%	22%	23%	22%	23%	23%	21%	24%	20%	24%	23%	23%	20%	24%	23%	23%	23%	23%	23%	23%	23%	24%	24%	24%	24%	24%	24%			
Very uncomfortable	560	468	48	21	24	139	91	238	32	65	43	38	53	56	76	44	62	452	109	137	118	103	112	89	281	68	32	35	57	23	50	527
15%	15%	16%	12%	18%	16%	15%	15%	14%	16%	14%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%			
Don't know	158	126	14	10	8	40	31	55	10	20	11	10	21	11	17	14	14	133	25	48	34	29	21	26	65	18	13	19	22	16	-	160
4%	4%	4%	5%	6%	5%	5%	3%	6%	5%	4%	4%	7%	3%	3%	2%	3%	4%	5%	4%	4%	4%	3%	4%	3%	4%	4%	4%	4%	4%			
Prefer not to say	15	15	-	-	-	1	3	10	-	1	-	1	1	-	3	6	1	15	7	3	4	-	3	1	-	2	-	12	-			
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	26	4	16	-	1	*	*	*	*	*	*	*			
Comfortable	1220	1025	95	65	35	281	206	538	38	137	106	93	113	111	169	111	147	567	263	210	268	248	253	242	736	141	74	70	98	37	51	1234
24%	33%	31%	37%	26%	33%	34%	32%	26%	33%	35%	34%	32%	33%	31%	32%	31%	32%	34%	35%	34%	35%	33%	34%	35%	34%	35%	36%	37%	33%			
Uncomfortable	1406	1174	124	53	54	334	223	617	63	162	109	92	131	136	194	129	178	1130	276	293	274	276	287	276	733	175	74	97	153	42	106	1404
38%	38%	41%	30%	40%	39%	37%	37%	42%	37%	36%	40%	37%	36%	36%	37%	37%	38%	35%	36%	37%	38%	37%	37%	35%	36%	36%	35%	35%	35%			
NET: Comfort	-5%	-5%	-10%	-7%	-14%	-6%	-3%	-5%	-17%	-6%	-1%	-5%	-7%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	-5%			

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Head of Household - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename: 25-02388-WAVE\_250525\_Alt\_wtd\_draft\_v3\_Initial

Proportion/Mean: Column Totals (% risk level) - z/a/b/c/d - z/h/i/j/k/l/m/n/o/p - z/u/r - z/v/t/z/v/w - z/v/y/z/v/z/c/d/e

Overlap formula 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+

	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
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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%	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%	273 28%	748 28%	356 18%	75 37%	46 33%	229 23%	401 38%	48 41%	203 22%	213 45%	341 16%	237 45%	271 45%	287 17%	376 44%	179 15%	394 46%	217 15%	395 35%	200 28%	1057 28%	
Neither comfortable nor uncomfortable	929 25%	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 29%	211 25%	917 25%	
Fairly uncomfortable	845 23%	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 12%	515 30%	122 15%	380 32%	120 14%	428 30%	239 21%	170 23%	877 24%	
Very uncomfortable	560 15%	155 16%	400 15%	217 17%	79 19%	24 11%	77 19%	332 13%	16 9%	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%	48 5%	108 4%	13 1%	47 11%	2 1%	9 1%	93 5%	1 2%	7 5%	48 1%	11 2%	53 4%	9 2%	52 3%	9 1%	37 3%	14 2%	49 3%	16 1%	23 3%	160 4%	
Prefer not to say	15 +	2 +	12 +	- 1%	2 -	- -	2 -	- -	- -	2 -	- -	2 -	- -	4 +	- -	4 +	- -	4 +	- -	1 +	3 +	1 +	12 +
Comfortable	1220 33%	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 19%	316 59%	504 16%	193 16%	524 61%	240 17%	498 44%	227 31%	1234 33%	
Uncomfortable	1406 38%	356 36%	1042 38%	485 38%	185 44%	31 25%	185 27%	766 25%	32 26%	128 21%	393 55%	161 18%	805 55%	109 18%	941 56%	179 21%	719 21%	177 57%	801 32%	363 37%	267 38%	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%	-5%

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 draft v3 IntUse

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

Overlap formulae used. \* small base

Q16Q2. 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									
	Total (z)	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 and technical acitvities (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	37**	331	3248	2448	1086	921	490	1039	369	337	235	250	3727
Very comfortable	197 5%	-	1	10	7	8	7	*	10	8	-	13	5	28	17	3	17	167	128	63	52	21	59	15	24	18	13	177 5%
Fairly comfortable	1024 27%	6 31%	17 45%	34 22%	33 27%	45 27%	28	40	58 37%	65 42%	7 25%	71 35%	31 25%	67 26%	87 27%	9 24%	72 22%	910	724	320	302	144 29%	341 33%	112 30%	80 24%	59 25%	60 24%	1057 28%
Neither comfortable nor uncomfortable	929 25%	4 20%	6 16%	48 31%	30 25%	36 22%	29 29%	43 32%	36 31%	8 21%	48 28%	35 24%	48 28%	86 18%	7 27%	93 18%	824	618	292	219	118 25%	230 23%	84 22%	69 20%	60 26%	66 27%	917 25%	
Fairly uncomfortable	845 23%	2 12%	8 21%	37 24%	30 25%	44 26%	20 20%	26 19%	29 16%	24 26%	8 18%	37 23%	29 23%	71 27%	64 20%	11 30%	82 25%	746	561	243	204	121 23%	242 22%	104 25%	84 25%	53 22%	59 23%	877 24%
Very uncomfortable	560 15%	8 37%	6 16%	25 16%	17 14%	28 17%	13 13%	15 11%	18 11%	19 13%	1 3%	26 13%	20 16%	40 15%	45 14%	6 18%	57 17%	468	330	133	113	67 14%	146 13%	43 12%	60 14%	34 12%	47 18%	527 14%
Don't know	158 4%	-	-	3 2%	5 4%	8 5%	2 2%	7 5%	9 6%	2 1%	5 3%	4 3%	4 3%	9 3%	10 3%	1 3%	10 3%	122	83	32	27	18 14%	21 14%	9 12%	19 18%	10 15%	6 15%	160 4%
Prefer not to say	15 * or qrv	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	6 2%	-	-	9 3%	4 3%	2 1%	3 1%	1 1%	-	-	1 1%	-	-	12 1%
Comfortable	1220 33%	6 31%	17 47%	44 28%	40 33%	53 31%	35 35%	40 31%	68 44%	73 47%	7 25%	84 42%	36 29%	95 36%	104 33%	12 32%	89 27%	1078	852	383	354	165 35%	400 35%	127 36%	104 34%	77 31%	72 29%	1234 33%
Uncomfortable	1406 38%	10 48%	14 37%	62 40%	47 38%	72 43%	34 34%	41 31%	47 30%	44 28%	9 31%	63 39%	50 42%	110 35%	17 47%	139 42%	1214	891	377	317	188 34%	388 34%	148 40%	144 43%	87 37%	105 42%	1404 38%	
NET: Comfort	596 * - 17%	100 - 10%	123 - 6%	111 - 11%	118 - 1%	134 - 1%	19 - 1%	4 - 4%	11 - 11%	10 - 10%	6 - 6%	155 - 15%	10 - 10%	4 - 4%	4 - 4%	15 - 15%	11 - 11%	1296	1166	596	596	112 - 112%	46 - 46%	112 - 112%	46 - 46%	112 - 112%	596 - 596	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK - 16+

Source: Ipsos (M J25-002388-01)

Filename : 25-002388\_WAVE\_250285\_AAI\_wrd\_draft\_v3\_1stUse

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

Overlap formulae used. \* small base. \*\* very small base (under 30) ineligible for sqg testing

QGOVEFF1. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector to potentially save money?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education			Annual household income									
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P post-grad) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1786	1924	127	276	434	610	901	887	483	3343	309	1868	1859	133	1567	73	1162	2513	482	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	430	1018	207	174	115*	689	1007	861	394	3727	
Very comfortable	374	241	129	44	69	63	66	61	35	35	295	71	226	148	29	83	26	173	200	80	57	23	2	43	77	115	89	359	
10% bigrw xy	14%	14%	7%	10%	11%	10%	11%	8%	8%	9%	15%	9%	11%	9%	17%	8%	10%	16%	8%	8%	7%	13%	2%	6%	8%	13%	23%	10%	
Fairly comfortable	1168	590	564	98	186	188	208	191	152	144	1022	126	711	457	27	357	59	425	738	152	312	192	53	28	176	323	338	158	1223
31% bigrw xy	34%	34%	29%	22%	31%	31%	32%	34%	35%	33%	33%	26%	33%	29%	16%	33%	23%	38%	29%	35%	31%	24%	24%	26%	32%	39%	40%	33%	
Neither comfortable nor uncomfortable	950	435	508	137	156	144	141	145	131	106	763	159	534	416	42	271	86	235	695	100	282	233	42	37	206	263	175	79	92
36% iA	25%	26%	31%	26%	24%	24%	24%	24%	27%	25%	24%	32%	21	25%	26%	24%	25%	33%	21%	27%	23%	28%	24%	32%	30%	26%	20%	25%	
Fairly uncomfortable	670	257	402	95	92	106	102	102	91	82	586	62	366	304	22	209	60	158	499	97	187	164	34	17	134	206	148	40	673
18% bigrw xy	15%	21%	21%	15%	17%	17%	17%	17%	20%	20%	19%	13%	19%	19%	13%	20%	23%	14%	20%	22%	18%	20%	19%	14%	19%	20%	17%	18%	
Very uncomfortable	405	160	225	54	61	73	60	77	40	40	349	45	225	180	33	110	20	98	300	43	115	113	17	11	94	108	70	20	406
11% iA	12%	12%	12%	10%	12%	10%	10%	13%	9%	10%	11%	11%	19%	10%	8%	9%	12%	10%	11%	14%	10%	10%	10%	14%	11%	8%	5%	11%	
Don't know	141	59	81	19	32	31	18	20	12	9	115	24	75	65	16	38	6	17	107	5	33	44	4	21	33	25	15	6	127
4% bigrw xy	3%	4%	4%	4%	5%	5%	3%	3%	3%	2%	4%	5%	4%	4%	4%	4%	2%	4%	1%	3%	5%	2%	2%	1%	2%	2%	3%		
Prefer not to say	20	4	15	-	11	4	3	-	1	1	14	5	7	13	3	3	3	3	4	14	2	8	5	3	1	4	1	2	13
1% bigrw xy	1%	1%	1%	-	2%	1%	*	*	*	*	1%	*	1%	2%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Comfortable	1541	632	693	142	255	251	274	252	187	180	1317	198	937	605	56	440	85	598	938	188	393	250	77	30	219	401	453	247	1582
41% bigrw xy	48%	36%	37%	42%	41%	40%	42%	41%	43%	40%	44%	38%	33%	41%	33%	34%	37%	43%	39%	31%	44%	26%	32%	40%	53%	63%	42%		
Uncomfortable	1075	417	657	149	154	179	162	179	151	122	958	107	591	484	55	319	80	256	799	140	302	277	51	28	228	314	218	61	1079
29% iA	24%	33%	33%	25%	29%	27%	30%	26%	29%	30%	30%	27%	28%	31%	30%	31%	23%	31%	30%	34%	29%	24%	33%	31%	25%	35%	29%		
NET: Comfort	13%	24%	3%	-1%	17%	12%	19%	12%	12%	14%	12%	18%	16%	8%	1%	11%	2%	31%	9%	9%	3%	15%	2%	-1%	9%	27%	47%	13%	

Fieldwork 4: 2025: 30th April - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos IN (IN.002388.01)

Filename: 25-002388\_WAVE\_2506295\_AAI\_wtd\_draft\_v3\_1ntUse

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

Overlap formulae used. \* small base

Q5DVEFF1. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector to potentially save money?

Base: All UK adults, age 16+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC					7-Full-time student (E)	Unwt Total (F)		
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine and routine occupations (C)	6 - Long-term unemployed or never worked (D)		
Unweighted Total	3723	3111	306	175	115	857	420	208	270	328	350	508	323	475	2949	778	249	758	730	1995	452	213	273	360	322*	249*	372	372				
Weighted Total	3727	3111	306	175	115	857	420	208	270	328	350	508	323	475	2949	778	249	758	730	1995	452	213	273	360	322*	249*	372	372				
Very comfortable	374	315	27	21	10	86	57	173	12	48	25	26	31	33	54	28	58	201	72	75	73	81	29	11	16	20	13	23	359			
Not at all	106	106	9%	12%	7%	10%	10%	10%	8%	12%	9%	10%	9%	9%	12%	9%	12%	10%	10%	10%	10%	10%	10%	6%	5%	11%	9%	10%	10%			
Fairly comfortable	1158	981	94	55	37	254	187	540	35	121	98	99	108	174	115	143	897	271	170	225	271	261	70	83	93	17	61	1223	316			
Not at all	316	316	31%	32%	27%	30%	31%	33%	24%	29%	33%	37%	27%	30%	34%	30%	35%	30%	23%	30%	37%	35%	33%	31%	26%	14%	24%	33%	33%	33%		
Neither comfortable nor uncomfortable	593	805	71	38	37	203	150	444	36	85	81	64	94	102	136	79	127	733	198	193	198	588	588	130	54	89	26	90	926	206		
Uncomfortable	266	266	23%	21%	27%	24%	27%	27%	25%	27%	24%	29%	27%	25%	27%	26%	25%	26%	25%	26%	25%	26%	226	29%	30%	21%	30%	25%	25%			
Fairly uncomfortable	670	564	48	34	24	171	106	287	33	83	55	44	62	60	77	63	87	521	149	150	144	122	128	126	322	97	39	55	72	17	54	673
Uncomfortable	186	186	16%	20%	18%	20%	18%	17%	22%	20%	18%	16%	15%	17%	20%	18%	18%	19%	20%	19%	20%	19%	17%	16%	18%	20%	19%	20%	18%	18%		
Very uncomfortable	405	319	51	14	21	101	64	153	23	51	27	26	38	35	50	24	44	136	69	103	101	63	75	63	198	68	22	25	48	18	19	406
Uncomfortable	106	176	8%	16%	12%	11%	9%	10%	16%	12%	9%	10%	10%	10%	10%	9%	10%	14%	13%	8%	10%	9%	10%	15%	15%	15%	15%	15%	15%	15%	11%	
Don't know	141	111	13	13	4	40	19	51	8	21	12	6	13	11	17	11	13	121	19	51	30	19	17	22	46	14	14	10	19	27	2	127
Don't know	4%	4%	4%	4%	7%	3%	3%	3%	5%	4%	2%	3%	3%	3%	3%	3%	3%	7%	4%	3%	2%	3%	2%	3%	7%	4%	5%	4%	2%	1%	3%	
Prefer not to say	20	16	2	-	2	2	6	7	-	2	-	4	3	1	1	2	3	20	-	7	7	6	-	-	7	1	3	2	3	-	13	
Uncomfortable	15	15	15%	-	2%	2%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Comfortable	1541	1297	121	77	47	340	244	713	48	124	126	118	141	228	143	201	1198	343	245	298	351	333	314	981	143	81	100	113	30	84	1582	
Uncomfortable	444	426	40%	44%	35%	40%	41%	49%	32%	41%	42%	43%	40%	40%	40%	40%	40%	39%	40%	40%	40%	40%	40%	37%	37%	37%	37%	37%	37%	42%		
Uncomfortable	1075	883	99	48	45	272	171	440	57	134	82	70	100	94	127	87	131	857	218	253	245	185	203	189	520	165	61	80	120	35	73	1079
Uncomfortable	29%	28%	52%	27%	5%	32%	29%	27%	38%	33%	27%	26%	31%	25%	27%	28%	29%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	29%	
NET: Comfort	13%	13%	7%	16%	2%	8%	12%	16%	-6%	8%	14%	20%	5%	18%	20%	17%	15%	12%	16%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	13%	

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename: 25-002388\_WAVE\_2505205\_Alt wtd draft v3 Intuse

Proportion/Mean: Columns Tested (% risk level): -z/a/b/c/d -z/h/i/j/k/l/m/n/o -z/p -z/u/r -z/v/t/s/v/w -z/y/z/A/B/C/D/E

Overlap formula used: \* small base

QGOVEFF1. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector to potentially save money?

Base: All UK adults, age 16+

	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
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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	374 10% beijnp	109 11% zb	264 10% zde	220 17% ze	17 4%	46 38%	174 25%	84 5%	40 31%	111 22%	41 4%	239 31%	48 3%	200 33%	66 4%	221 26%	49 4%	257 30%	33 2%	202 18%	46 6%	359 10%	
Fairly comfortable	1168 31% abejnp	274 28%	891 33%	413 32%	87 21%	31 25%	251 36%	478 28%	48 38%	211 42%	258 27%	339 45%	281 19%	257 42%	382 23%	392 46%	220 19%	395 38%	274 19%	431 38%	212 29%	1223 33%	
Neither comfortable nor uncomfortable	950 26% allm0q	250 25%	697 26%	273 21%	114 27%	21 17%	150 22%	479 28%	21 16%	85 17%	275 16%	119 14%	366 25%	88 25%	425 25%	139 16%	284 24%	124 14%	356 25%	247 22%	215 30%	926 25%	
Fairly uncomfortable	670 18% calkm0q	191 19%	477 18%	206 16%	95 22%	9 7%	64 9%	372 21%	6 5%	52 11%	187 20%	44 6%	419 29%	53 9%	442 26%	77 9%	326 28%	57 7%	413 29%	151 13%	155 21%	673 18%	
Very uncomfortable	405 11% dkm0q	108 11%	294 11%	140 11%	68 16%	13 11%	38 5%	254 15%	11 9%	26 5%	151 16%	12 2%	308 21%	7 1%	329 19%	16 2%	265 23%	13 1%	303 21%	76 7%	79 11%	406 11%	
Don't know	141 4% BalkIm zB	53 5%	85 3%	24 2%	42 10%	1 1%	13 2%	68 4%	- -	10 2%	39 4%	8 1%	34 2%	4 1%	40 2%	16 2%	23 2%	9 1%	32 2%	19 2%	21 3%	127 3%	
Prefer not to say	20 1% ep	7 1%	13 +	2 +	2 +	2 %	4 e	3 1%	2 1%	4 1%	2 1%	- -	6 +	- +	5 +	- +	3 +	2 +	3 +	2 +	- -	13 +	
Comfortable	1541 41% beijnp	384 39%	1154 42%	633 39%	104 25%	77 63%	424 61%	562 32%	88 69%	321 65%	299 31%	578 76%	329 23%	457 75%	449 27%	613 71%	270 23%	652 76%	307 22%	633 56%	258 35%	1582 42%	
Uncomfortable	1075 29% dkm0q	299 30%	772 28%	346 27%	162 18%	22 15%	103 14%	627 16%	17 16%	78 14%	339 10%	56 7%	727 50%	61 10%	771 46%	93 11%	591 50%	100 8%	716 51%	226 20%	234 32%	1079 29%	
NET: Comfort	13%	9%	14%	22%	-14%	45%	46%	-4%	55%	49%	-4%	69%	-27%	65%	-19%	60%	-27%	68%	-29%	36%	3%	13%	

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 draft v3 IntUse

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

Overlap formulae used. \* small base

QGOVER1. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector to potentially save money?

Base: All adult, age 16+

	Total (z)	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 and technical accts (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	235	250	3727	
Very comfortable	374	-	3	13	12	9	17	5	28	30	3	42	15	30	24	4	28	325	251	137	116	57	122	40	41	14	28	359	
10%	-	-	9%	8%	10%	6%	17%	4%	18%	19%	9%	21%	12%	11%	8%	8%	10%	13%	13%	13%	12%	12%	11%	12%	6%	11%	10%	10%	
Fairly comfortable	1158	8	14	49	36	34	35	23	58	68	13	76	20	88	103	10	104	1058	834	379	330	174	359	128	92	82	71	1223	
31%	39%	38%	32%	29%	20%	36%	18%	37%	44%	43%	38%	34%	16%	34%	32%	28%	31%	33%	34%	35%	36%	36%	35%	35%	27%	35%	28%	33%	33%
Neither comfortable nor uncomfortable	950	6	11	58	33	47	23	51	37	25	1	38	34	60	85	9	85	816	644	298	255	108	243	96	70	70	56	926	
26%	28%	30%	37%	27%	28%	23%	38%	24%	16%	2%	19%	27%	23%	27%	23%	26%	25%	26%	27%	28%	22%	23%	26%	21%	30%	22%	25%	25%	
u	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	
Fairly uncomfortable	670	3	4	18	24	36	13	27	13	19	7	29	33	46	68	7	55	599	413	176	127	92	187	68	67	35	42	673	
18%	14%	11%	12%	20%	21%	13%	20%	8%	12%	23%	14%	20%	17%	22%	20%	17%	18%	18%	18%	18%	18%	18%	18%	18%	20%	15%	17%	18%	
h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
Very uncomfortable	405	4	4	16	10	25	11	18	15	9	2	13	22	33	30	6	44	326	199	62	54	47	101	27	48	28	41	406	
11%	18%	11%	10%	8%	15%	11%	14%	9%	6%	5%	7%	17%	12%	9%	17%	13%	10%	8%	6%	6%	10%	7%	14%	12%	16%	16%	11%	2000	
Don't know	141	-	-	2	6	17	1	8	6	4	5	3	2	4	7	1	13	111	76	30	31	11	25	10	16	7	12	127	
4%	-	-	-	2%	5%	10%	1%	6%	4%	2%	17%	1%	1%	2%	2%	1%	4%	3%	3%	3%	2%	2%	3%	5%	3%	5%	3%		
quv	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	zkm	
Prefer not to say	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	2	13	11	4	7	1	2	1	3	13
1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%		
g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	
Comfortable	1521	8	18	62	48	44	53	29	85	98	15	118	35	118	132	14	132	1383	1055	315	446	212	481	168	133	95	99	1582	
41%	39%	48%	40%	40%	29%	53%	22%	55%	63%	52%	59%	45%	39%	39%	40%	40%	43%	44%	45%	45%	46%	46%	45%	39%	41%	40%	42%	42%	
egl	8	6	6	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	zglp	
Uncomfortable	1075	7	8	34	34	61	24	45	27	28	8	42	55	78	98	13	99	925	632	218	182	139	288	95	115	62	83	1079	
29%	32%	22%	22%	28%	30%	23%	23%	17%	18%	29%	21%	44%	30%	31%	30%	28%	26%	27%	26%	28%	28%	26%	34%	27%	33%	29%	29%	29%	
hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	hst	
NET: Comfort	13%	7%	25%	18%	11%	-10%	29%	-12%	37%	45%	23%	38%	-16%	15%	8%	2%	10%	14%	19%	26%	29%	19%	19%	20%	5%	14%	6%	13%	

Fieldwork dates: 20th May - 4th June 2025

Respondent types: KnowledgePanel Members - UK, 16+

Source: Ipsos (ID 1025-002388-01)

Filename : 25-002388\_WAVE\_2502395\_AAI\_wtd\_draft\_v3\_intuse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/l/j/k/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

QGOVFF2. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector, even if it might lead to some job losses?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education						Annual household income						
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children / long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P postgraduate) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of qualification (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1877	127	276	434	610	901	887	483	3343	309	1858	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	1711*	1070	250*	1110	2551	430	1018	207	174	115*	689	1007	861	394	3727	
Very comfortable	280	187	91	44	54	45	40	43	24	30	224	50	18	65	26	129	151	25	60	43	20	1	35	51	88	70	262		
8%	8%	11%	5%	10%	9%	7%	7%	7%	5%	7%	10%	10%	11%	6%	10%	12%	6%	6%	5%	12%	1%	5%	5%	10%	18%	7%	7%		
brpnew	20																												
xy																													
Fairly comfortable	915	501	405	85	136	145	160	148	125	117	782	116	559	356	29	283	35	338	575	120	247	142	43	23	128	234	280	124	967
25%	29%	21%	19%	22%	24%	27%	25%	28%	28%	25%	23%	23%	22%	17%	26%	14%	30%	23%	24%	18%	25%	20%	19%	23%	33%	31%	26%	26%	
brpnew	20																												
xy																													
Neither comfortable nor uncomfortable	801	398	395	85	147	127	119	142	100	83	657	116	458	343	39	224	62	221	559	92	212	193	32	30	161	230	167	83	806
21%	23%	21%	19%	24%	21%	20%	24%	22%	20%	21%	24%	24%	21%	22%	23%	21%	24%	22%	21%	24%	18%	26%	23%	23%	19%	21%	22%	22%	
Fairly uncomfortable	937	363	562	145	121	136	158	141	123	113	808	111	516	420	22	282	101	245	681	118	264	224	49	26	181	280	202	70	928
25%	21%	29%	32%	20%	22%	26%	24%	27%	27%	26%	22%	24%	27%	13%	26%	39%	22%	27%	27%	26%	28%	28%	23%	23%	28%	18%	25%	25%	
brpnew	20																												
xy																													
Very uncomfortable	643	245	375	77	102	121	103	108	69	63	533	75	363	279	50	176	33	152	475	72	187	174	25	17	152	178	110	42	633
17%	14%	19%	17%	17%	20%	17%	18%	15%	15%	18%	15%	17%	18%	29%	16%	13%	14%	19%	17%	18%	22%	14%	15%	15%	22%	18%	13%	11%	17%
brpnew	20																												
xy																													
Don't know	135	50	85	11	42	30	16	15	11	10	112	20	77	58	13	37	3	21	100	5	45	29	4	16	31	34	13	4	118
4%	3%	4%	3%	7%	5%	3%	3%	2%	4%	4%	4%	4%	4%	7%	3%	1%	2%	4%	1%	4%	4%	2%	14%	5%	3%	2%	1%	3%	3%
brpnew	20																												
xy																													
Prefer not to say	14*	4	10	-	5	3	-	1	1	9	5	8	8	1	3	-	4	5	3	3	-	1	1	1	1	2	13	*	
brpnew	20																												
xy																													
Comfortable	1195	488	496	120	190	200	191	140	147	165	721	474	47	348	51	467	726	145	307	184	64	24	163	285	368	194	1229		
32%	39%	26%	29%	31%	33%	32%	33%	35%	34%	32%	34%	34%	30%	30%	24%	42%	28%	33%	30%	23%	37%	21%	24%	28%	43%	49%	33%	33%	
brpnew	20																												
xy																													
Uncomfortable	1579	608	657	223	223	257	261	249	191	176	1360	186	879	700	71	458	134	597	1157	190	450	398	74	44	333	457	312	111	1551
43%	53%	46%	50%	37%	42%	42%	42%	43%	42%	43%	43%	43%	41%	44%	42%	42%	43%	44%	44%	44%	43%	38%	45%	35%	35%	28%	47%		
brpnew	20																												
xy																													
NET: Comfort	-10%	5%	-23%	-21%	-5%	-11%	-10%	-10%	-7%	-11%	-4%	-7%	-14%	-14%	-10%	-10%	-28%	6%	-17%	-14%	-26%	-6%	-17%	-17%	-7%	-21%	-9%		

Fieldwork: 4-6/6/2025 - 30/6/2025 - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos IN (IN.25.002388.01)

Filename: 25-002388\_WAVE\_2506295\_AAI\_wtd\_draft\_v3\_intuse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/f/g/h/l/k - z/m/n/o/p - z/q/r/s/t/u/w - z/v/w/A/B

Overlap formulae used. \* small base

Q5DVEFF2. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector, even if it might lead to some job losses?

Base: All UK adults, age 16+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC								
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban	Rural	1 - Most deprived (r)	2 (s)	3 (t)	4 (u)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (x)	2 - Intermediate occupations (y)	3 - Small business and own account workers (A)	4 - Lower technical and routine occupations (B)	5 - Semi-routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)	Unwtd Total (f)
Unweighted Total	3727	3111	373	306	273	313	313	313	365	315	317	317	306	306	319	319	403	362	313	285	266	243	223	192	114	11	12	23	262	3727		
Weighted Total	3727	3111	306	175	135	857	149	430	208	270	328	350	508	323	475	2949	778	749	758	751	730	1995	452	213	273	360	249*	3727				
Very comfortable	280	235	15	21	8	70	43	122	11	39	20	18	25	21	36	22	42	223	57	65	50	58	54	192	19	10	14	11	12	23	262	
8%	8%	5%	5%	12%	6%	8%	7%	7%	10%	7%	7%	7%	6%	6%	7%	7%	9%	7%	9%	7%	8%	7%	7%	20%	4%	4%	5%	3%	10%	7%		
4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		
Fairly comfortable	915	774	71	42	28	198	143	433	31	86	81	71	72	92	133	94	114	700	215	135	178	211	202	190	566	61	67	79	23	33	967	
25%	25%	23%	23%	21%	23%	23%	24%	26%	21%	21%	21%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%		
Neither comfortable nor uncomfortable	801	681	58	28	33	161	131	388	26	79	56	61	71	87	115	75	111	611	190	153	147	149	180	157	405	92	49	75	76	25	69	806
21%	22%	19%	16%	24%	19%	22%	23%	18%	19%	19%	22%	22%	25%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%		
Fairly uncomfortable	937	769	84	51	33	219	145	405	30	107	73	67	78	91	142	77	96	742	194	178	195	188	179	197	453	142	44	68	104	15	90	928
25%	25%	27%	29%	24%	26%	24%	25%	25%	26%	26%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%		
Very uncomfortable	643	529	62	23	29	174	108	247	31	86	57	42	67	44	66	41	56	540	103	173	155	100	110	105	316	105	36	38	76	28	33	633
17%	17%	20%	19%	21%	20%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%		
Don't know	135	108	15	10	3	32	23	52	0	14	10	10	13	14	13	12	13	137	19	38	36	28	16	17	59	13	13	8	14	18	-	118
4%	4%	3%	5%	5%	5%	2%	4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	4%	4%	2%	2%	2%	2%	2%	3%	3%	4%	3%	4%	3%	3%		
Prefer not to say	16	14	-	-	-	2	2	4	8	-	2	-	1	1	2	2	2	3	16	-	7	2	6	-	8	1	2	-	-	13		
+	+	+	-	-	-	20	20	1%	+	-	+	-	+	+	+	+	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Comfortable	1195	1059	87	63	36	268	186	554	41	125	102	89	97	113	169	116	156	923	273	199	227	269	256	244	758	98	71	81	90	35	56	1229
24%	27%	28%	36%	27%	31%	31%	3%	28%	30%	34%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%		
Uncomfortable	1579	1299	146	74	61	993	253	653	72	191	130	109	144	134	209	118	192	1282	297	351	350	288	302	269	247	80	107	180	43	123	1561	
42%	42%	42%	48%	47%	45%	46%	42%	39%	48%	40%	44%	40%	44%	36%	41%	37%	40%	43%	38%	47%	46%	39%	38%	38%	39%	36%	36%	36%	36%	36%		
NET: Comfort	-18%	-9%	-19%	-16%	-18%	-15%	-11%	-6%	-21%	-10%	-7%	-14%	-6%	-8%	-7%	-8%	-8%	-12%	-3%	-3%	-4%	-8%	-2%	-2%	-3%	-3%	-3%	-3%	-3%	-3%	-3%	

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename: 25-002388 WAVF 250525 AI wtd draft v3 Intuse

Proportion/Mean: Columns Tested (% risk level): -z/a/b/c/d -z/h/l/f -z/h/l/k/l/m/n/p -z/l/n/r -z/l/t/z/w -z/v/z/k/l/c/d/e

Overlap formula used: \* small base

QGOVEFF2. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector, even if it might lead to some job losses?

Base: All UK adults, age 16+

	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
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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	280 8%	90 9%	189 7%	162 13%	7 2%	38 31%	130 19%	71 4%	30 23%	80 16%	33 3%	175 23%	41 3%	156 26%	54 3%	162 19%	38 3%	189 22%	38 3%	157 14%	23 3%	262 7%	
Fairly comfortable	915 25%	231 23%	683 25%	336 26%	64 15%	33 31%	219 20%	349 38%	46 42%	191 13%	178 40%	318 40%	195 17%	241 41%	279 15%	349 174	382 45%	197 14%	346 31%	168 23%	967 26%		
Neither comfortable nor uncomfortable	801 21%	215 22%	583 21%	239 19%	97 23%	19 16%	144 21%	374 21%	20 16%	80 16%	221 23%	129 17%	223 15%	83 14%	284 17%	148 17%	194 17%	124 15%	244 17%	218 17%	170 23%	806 22%	
Fairly uncomfortable	937 25%	242 24%	695 26%	290 23%	109 26%	10 8%	112 16%	485 28%	13 10%	83 17%	263 28%	99 13%	498 34%	101 17%	547 32%	152 18%	371 32%	121 14%	457 32%	244 22%	221 30%	928 25%	
Very uncomfortable	643 17%	169 17%	467 17%	228 18%	105 25%	16 13%	71 10%	389 22%	13 10%	48 10%	222 10%	27 23%	458 4%	20 3%	485 29%	32 4%	364 31%	27 3%	447 32%	143 13%	128 18%	633 17%	
Don't know	135 4%	42 4%	91 3%	22 2%	41 10%	5 4%	15 2%	67 4%	4 3%	13 4%	34 2%	12 3%	45 1%	8 2%	36 2%	16 2%	26 2%	11 1%	28 2%	18 2%	18 2%	118 3%	
Prefer not to say	16 +	4 +	13 +	2 +	1 +	2 2%	5 1%	3 1%	2 1%	4 1%	3 1%	- -	3 +	- -	3 +	- -	3 +	2 +	3 +	2 +	- -	13 +	
Comfortable	1195 32%	321 32%	873 32%	498 39%	71 17%	71 58%	349 50%	420 24%	75 59%	270 54%	211 22%	493 65%	236 16%	397 65%	333 20%	511 59%	213 18%	571 67%	234 17%	503 45%	191 26%	1229 33%	
Uncomfortable	1579 42%	411 41%	1161 43%	518 40%	214 51%	26 21%	183 26%	874 20%	26 26%	130 51%	485 17%	127 17%	956 65%	121 20%	1032 61%	184 21%	735 63%	148 17%	904 64%	387 34%	349 48%	1561 42%	
NET: Comfort	-10%	-9%	-11%	-2%	-34%	37%	24%	-26%	39%	28%	-29%	48%	-49%	45%	-41%	38%	-45%	49%	-47%	10%	-22%	-9%	

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\_draft\_v3\_intUse

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

Overlap formulae used. \* small base

Q6QVEF22. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector, even if it might lead to some job losses?

Base: All UK adults, age 16+

	Job industry or sector (work in or looking to work in)														Trust:			General election 2024 vote																
	Total (z)	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 and technical accts (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	235	250	3727						
Very comfortable	280	-	3	11	8	11	9	4	22	23	2	29	7	23	13	3	24	237	180	103	86	44	81	30	37	12	24	262						
8%	-	9%	7%	6%	6%	9%	3%	14%	15%	6%	14%	6%	9%	4%	8%	7%	7%	10%	9%	9%	9%	9%	8%	11%	5%	9%	7%	7%						
Fairly comfortable	915	2	7	39	36	26	35	17	47	63	12	64	22	49	84	9	75	832	646	238	237	147	264	98	80	52	56	987						
29%	12%	18%	23%	30%	15%	35%	13%	30%	41%	40%	32%	18%	19%	26%	23%	23%	26%	30%	30%	25%	25%	27%	24%	22%	22%	22%	22%	26%	987					
eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	z	z	z	z	z	z	z	z	z	z	z	z					
Neither comfortable nor uncomfortable	801	1	8	51	39	40	27	42	23	23	1	34	22	58	59	7	73	690	533	259	257	102	194	82	61	56	39	806						
21%	7%	22%	33%	32%	24%	17%	32%	15%	15%	5%	17%	18%	22%	19%	18%	22%	21%	22%	24%	24%	21%	19%	22%	18%	24%	15%	22%	22%	22%					
or x	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or					
Fairly uncomfortable	937	10	13	32	19	45	19	34	28	28	7	46	35	68	102	10	80	835	661	258	199	117	289	103	68	58	73	928						
29%	48%	35%	21%	15%	27%	19%	20%	18%	24%	23%	28%	26%	32%	26%	24%	26%	27%	27%	24%	24%	28%	28%	20%	25%	29%	29%	29%	29%	29%	928				
dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt	dt				
Very uncomfortable	643	7	4	21	16	32	19	28	24	16	3	27	38	54	46	8	68	539	346	110	103	66	181	46	73	51	55	633						
17%	33%	11%	13%	13%	19%	21%	16%	10%	8%	13%	31%	21%	15%	22%	20%	17%	14%	10%	13%	13%	13%	17%	12%	22%	22%	22%	22%	22%	633					
ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	ordbow	633				
Don't know	135	-	2	2	3	14	1	6	10	2	5	2	1	8	11	1	9	104	73	28	26	14	27	9	17	5	4	118						
4%	-	6%	1%	3%	8%	1%	5%	7%	1%	17%	1%	1%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	5%	2%	2%	2%	3%	3%	118					
or x	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or				
Prefer not to say	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13		
or x	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	or	13		
Comfortable	1185	2	10	50	44	37	44	21	69	86	13	82	29	72	97	32	59	1070	827	429	373	151	345	128	117	64	79	1229						
32%	12%	27%	32%	36%	22%	44%	16%	45%	56%	45%	46%	29%	27%	31%	32%	30%	33%	34%	35%	41%	39%	33%	35%	35%	27%	32%	32%	32%	32%	1229				
eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	eg	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	1229	
Uncomfortable	1179	17	17	53	85	78	38	62	53	44	50	73	73	122	148	58	148	1374	1057	368	362	183	469	140	142	109	129	1551						
42%	8%	46%	34%	29%	40%	38%	47%	34%	28%	33%	36%	58%	46%	47%	48%	45%	47%	42%	41%	34%	33%	37%	45%	40%	42%	47%	51%	41%	1551					
distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	distu	1551				
NET: Comfort	-10%	-70%	-19%	-2%	-7%	-24%	-7%	-32%	-11%	-27%	-13%	-10%	-35%	-19%	-16%	-15%	-9%	-7%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos 2022-06-03 2023-06-03

Filename: 25-06232023\_2502385\_AAI\_wrd\_drtb\_v3\_intuse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/l/h/m/n/o/p - z/q - z/t - z/u/w/x/y/A

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

OMACEON1. Which of the following statements best reflects your view on how the UK government should approach the adoption of AI in the UK?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education						Annual household income						
	Total (i)	Male (a)	Female (b)	16-34 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long-term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P post-grad) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/O-Level/ NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	619	901	887	483	3143	309	1868	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	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	689	1007	861	394	3727
The government should prioritise rapid adoption of AI to research the UK as a global leader to help create new jobs and industries using this technology, even if it means faster or more job losses in other areas.	846	492	339	79	138	155	156	137	94	86	688	137	540	305	43	217	34	329	510	98	220	135	36	19	126	201	254	153	859
23% by income category	28% 2b	18%	18%	23%	25%	26%	21%	23%	21%	21%	22%	28%	25%	21%	25%	20%	13%	30%	20%	23%	22%	17%	21%	17%	18%	20%	30%	39%	23%
The government should prioritise a more cautious and managed approach to AI and AI products if it means potentially falling behind in global innovation, to protect existing jobs and give people more time to adapt.	2241	997	1212	309	336	344	361	343	285	263	1926	263	1240	1002	91	669	198	624	1580	266	617	515	117	65	434	614	498	202	2229
60% 40% 12% 12%	57% 42% 18% 11%	63% 22% 23% 12%	69% 64% 84% 11%	55% 47% 84% 14%	57% 47% 80% 13%	60% 55% 80% 9%	58% 50% 44% 10%	58% 53% 41% 10%	58% 53% 41% 10%	61% 58% 58% 11%	54% 51% 58% 12%	58% 53% 27% 12%	63% 62% 17% 11%	62% 62% 11% 7%	62% 61% 11% 7%	64% 64% 130% 12%	67% 67% 13% 12%	61% 61% 12% 12%	64% 64% 12% 12%	63% 63% 123% 12%	58% 58% 80% 9%	51% 51% 35% 35%	60% 60% 421 11%						
Don't know	209	73	134	12	50	29	26	36	28	27	172	33	108	101	10	72	9	42	150	20	50	52	9	18	45	50	29	4	218
6%	4%	7%	3%	8%	5%	4%	6%	6%	7%	5%	7%	5%	5%	6%	6%	7%	4%	4%	6%	5%	5%	6%	7%	5%	3%	1%	6%		
23% AB	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		

Fieldwork dates: 30th May - 4th June 2025

Report date: 12th June 2025

Sample: All UK Adult Members - UK, 16+

Source: Ipsos (IN 25-00238-01)

Filename : 25-002388\_WAVE\_2505295\_AA1\_wtd\_draft\_v3\_intUse

Proportions/Mean: Column: Tested (5% risk level) - i/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/w - i/x/y/z/B

Overlap formulae used. \* small base

QMACECON: Which of the following statements best reflects your view on how the UK government should approach the adoption of AI in the UK?

Base: All UK adults, age 16+

	Country				England region (Net)					England region					Urbanity			IMD Quintile					NS-SEC													
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine and routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)					
	Unweighted Total	3727	3111	306	175	115	857	598	1656	149	430	208	270	328	350	508	323	475	2949	778	736	773	740	785	751	730	1995	1116	1731	452	213	273	360	322*	249*	3727
The government should prioritise rapid adoption of AI to establish the UK as a global leader to help create new jobs and opportunities using this technology, even if it means faster or more job losses in other areas.	846	718	61	40	26	176	134	408	31	96	40	54	80	87	122	75	124	668	178	143	174	176	177	176	561	56	44	60	55	17	35	859				
The government should prioritise a more measured and considered approach to AI adoption, even if it means potentially falling behind in global innovation, to protect existing jobs and give people more time to adapt.	226	236	20%	23%	19%	21%	22%	25%	21%	23%	17%	20%	24%	25%	24%	23%	26%	23%	23%	19%	23%	24%	24%	24%	28%	28%	12%	21%	22%	15%	14%	14%	22%			
The government should prioritise a measured and considered approach to AI adoption, even if it means potentially falling behind in global innovation, to protect existing jobs and give people more time to adapt.	2241	1889	185	89	79	548	372	969	92	249	206	182	190	205	302	194	267	1756	485	439	453	411	478	460	1148	312	129	160	216	67	193	2229				
60%	61%	60%	51%	58%	64%	62%	58%	62%	61%	69%	67%	58%	59%	59%	60%	56%	60%	62%	59%	60%	56%	64%	63%	57%	57%	69%	60%	59%	60%	55%	78%	60%				
neither	433	332	47	32	21	86	50	197	18	44	25	17	17	41	56	27	63	86	72	110	88	85	56	72	237	237	56	27	41	56	23	15	421			
neither	176	156	15%	18%	15%	12%	12%	11%	8%	6%	10%	12%	11%	11%	13%	12%	9%	12%	12%	12%	12%	12%	12%	20%	20%	20%	20%	25%	25%	25%	25%	25%	17%			
neither	172	13	14	9	46	43	83	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56			
neither	65	46	8%	7%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%				
neither	58	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45		

Fieldwork dates: 2025 May - 2025 June

Respondent type: Household/Adult Members - UK, 16+

Source: Ipsos (N=2505295-012)

Filename: 25-002388\_WAVF\_2505295\_A4\_wtd\_draft\_v3\_Initial

Proportion/Mean: Column Totals (% risk level) - z/a/b/c/d - z/h/l/j/k/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/z/B/C/D/E

Overlap formula used: \* small base

QMAEECON1. Which of the following statements best reflects your view on how the UK government should approach the adoption of AI in the UK?

Base: All UK adults, age 16+

	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	
	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)	
						93	499	2116	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	
Unweighted Total	3727	693	3021	971	534	93	499	2116	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
The government should prioritise rapid adoption of AI to establish the UK as a global leader to help create new jobs and industries using this technology, even if it means faster or more job losses in other areas.	846	235	604	368	59	63	269	255	66	200	136	394	124	301	201	378	130	413	139	356	165	859
	23% belng	24%	22%	29% zb	14%	51% zde	39% ze	15%	51% gh	40% h	14%	52% aj	8%	49% el	12%	44% an	11%	48% xp	10%	32% zi	23%	23%
The government should prioritise a more cautious and managed approach to AI adoption, even if it means potentially falling behind in global innovation, to protect existing jobs and give people more time to adapt.	2241	580	1658	738	237	38	342	1133	49	248	611	297	1094	257	1210	409	831	358	1027	639	460	2229
	60% cdlkmno	58%	61%	58%	56%	31%	49%	65% c	38%	50%	64%	39%	75%	42%	72%	47%	71%	42%	73%	57%	63%	60%
Neither	432	125	303	145	76	17	57	237	6	39	155	47	192	35	217	53	163	61	198	108	63	421
	12% dklmnor	12%	13%	11%	11%	18%	14%	8%	14%	5%	8%	16%	6%	13%	6%	13%	6%	14%	7%	10%	9%	11%
Don't know	209	53	155	27	52	5	26	113	7	11	52	24	53	15	61	21	45	26	49	25	39	218
	6% ajklmn opt	5%	6%	2%	12%	za	4%	4%	z	6%	2%	5%	3%	4%	3%	4%	2%	4%	3%	2%	5%	6%

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\_draft\_v3\_intUse

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

Overlap formulae used. \* small base

QMACECON1. Which of the following statements best reflects your view on how the UK government should approach the adoption of AI in the UK?

Base: All UK adults, age 16+

	Total (z)	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 and technical acivites (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	37**	331	3248	2448	1086	921	490	1039	369	337	235	250	3727	
The government should prioritise rapid adoption of AI to establish the UK as a global leader and help create jobs and industries using this technology, even if it means faster or more job losses in other areas.	846	3	7	41	35	30	18	31	51	59	8	66	19	65	69	12	64	735	589	276	273	126	272	92	81	33	49	859	
	23% v	12%	18%	26%	29%	18%	18%	24%	33%	38%	28%	33%	15%	25%	22%	33%	19%	23%	24% z	25% z	30% zrs	26% v	26% v	25% v	24% v	14%	20%	21%	
The government should prioritise a more cautious and managed approach to AI adoption, even if it means potentially falling behind in global innovation, to protect existing jobs and give people more time to adapt.	2241	16	25	87	76	108	62	71	79	75	13	116	91	152	196	17	212	1974	1481	652	522	302	611	225	207	170	157	2229	
	60% i	78%	67%	56%	62%	64%	62%	54%	51%	48%	43%	58%	73%	58%	62%	45%	64%	61%	60%	60%	57%	62%	59%	61%	61%	72%	63%	60%	
Neither	432	1	4	20	6	21	14	13	17	17	5	11	13	33	41	6	41	363	261	108	86	36	117	34	30	22	34	421	
	12% tu	6%	10%	13%	5%	12%	14%	10%	11%	11%	18%	5%	10%	13%	13%	16%	12%	11%	11%	10%	9%	7%	11%	9%	9%	9%	13%	11%	41
Don't know	209	1	2	8	5	10	6	18	9	4	3	8	2	12	11	2	13	176	117	49	40	26	39	18	19	10	10	218	
	6% rv	3%	5%	5%	4%	6%	6%	12%	6%	2%	11%	4%	1%	5%	3%	6%	4%	5%	5%	4%	4%	5%	6%	6%	6%	4%	4%	6%	6%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002386-01)

File name: 25-002386-01 NAVY 2506295 AI and draft v1 initice

Proportions/Meanz: Columns Tested (5% risk level) - z/a/z/c/z/d/z/f/z/g/z/h/z/l/z/m/z/n/z/o/z/p/z/q - z/l/z/t - z/u/z/w/z/y/A

Overlined formulas used: \* small base, \*\* very small base (under 30) ineligible for sig testing

Q4SOV. Which of the following statements best reflects your view on how the UK government should approach the development and use of AI?

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education					Annual household income							
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P postgraduate) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	619	901	887	483	343	309	1859	133	1567	73	1162	2513	482	830	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1924	447	608	609	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	816	861	394	3727	
The UK government should prioritise developing its own advanced AI infrastructure (i.e. 'sovereign AI system') that is fully owned, operated, and governed within the UK, even if it requires more time and money.	1741	842	880	144	204	256	282	317	281	257	1521	181	920	821	60	625	95	519	1200	223	448	371	111	47	318	483	429	188	1921
47% cdctin	48%	46%	32%	34%	42%	47%	53%	62%	61%	52%	48%	37%	43%	52%	35%	58%	37%	47%	47%	51%	44%	46%	64%	40%	49%	48%	50%	48%	52%
The UK government should prioritize supporting British people, businesses, and public services in using AI tools and AI tools from the world, even if those tools are developed and operated outside of the UK.	1188	588	582	225	221	211	208	161	86	77	558	221	755	433	63	230	122	385	785	132	340	251	35	28	216	318	302	142	1042
32% othmoy	34%	30%	50%	38%	35%	33%	27%	19%	18%	30%	45%	35%	27%	37%	21%	47%	33%	31%	30%	33%	31%	20%	24%	31%	32%	35%	36%	28%	
Neither	567	245	306	57	138	101	82	77	55	57	492	57	351	216	36	141	25	159	399	67	162	134	19	17	104	156	102	55	521
15% othnol	14%	16%	13%	23%	17%	14%	13%	12%	14%	16%	12%	16%	14%	14%	13%	10%	14%	16%	15%	16%	17%	11%	14%	15%	15%	12%	14%	14%	
Don't know	231	73	155	21	45	40	27	42	30	27	193	32	118	113	12	74	18	46	168	14	68	52	9	25	50	51	29	9	243
6% othqab	4%	8%	5%	7%	7%	4%	7%	6%	6%	6%	6%	7%	6%	7%	7%	7%	4%	7%	7%	6%	5%	21%	7%	5%	3%	2%	7%	7%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename: J25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_Impo

Proportions/Mean: Column: Tested 65% risk level - 1/a/b - 1/c/d/e/f/f/h/h/ - 1/k/k - 1/l/m/n/o/o - 1/g/h/h/v/w - 1/x/v/x/R

Overlap formulae used. \* small base

Q450V. Which of the following statements best reflects your view on how the UK government should approach the development and use of AI?

Base: All UK adults, age 16+

	Country				England region (Net)					England region					Urbanity			IMD Quintile					NS-SEC					7-Full-time student (E)					
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower supervisory and technical occupations (B)	5 - Semi-routine and routine occupations (C)	6 - Long-term unemployed or never worked (D)			
	Unweighted Total	3727	3111	306	175	115	857	598	1656	149	430	208	270	328	350	508	323	475	2949	778	249	758	733	740	751	730	1116	1173	452	213	273	360	322*
The UK government should prioritise developing its own advanced AI technology that is owned, operated, and governed within the UK, even if it requires more time and investment	1741	1453	152	80	56	380	305	768	64	172	144	146	159	159	254	165	190	1113	428	290	327	371	385	368	972	231	97	141	164	44	82	1921	
47%	47%	50%	46%	41%	44%	51%	46%	43%	42%	48%	46%	49%	46%	50%	51%	40%	45%	55%	39%	43%	50%	51%	50%	49%	51%	45%	52%	46%	36%	33%	52%		
The UK government should prioritise supporting British people, particularly from ethnic minorities, in using the leading AI tools from around the world, even if those tools are developed and operated outside of the UK	1188	1024	66	58	39	283	174	567	46	146	91	77	96	122	152	99	185	566	232	248	255	217	225	243	657	115	60	75	89	43	127	1042	
32%	33%	22%	33%	29%	33%	29%	34%	31%	36%	31%	29%	31%	31%	32%	31%	39%	33%	29%	31%	34%	29%	30%	33%	33%	25%	28%	28%	25%	35%	51%	28%		
vs.	28	3	0	0	1	1	1	1	30	71	42	27	47	53	68	38	72	477	90	148	125	110	99	85	269	74	39	50	74	21	20	521	
Neither	547	443	63	26	30	143	74	231	30	71	42	27	47	53	68	38	72	477	90	148	125	110	99	85	269	74	39	50	74	21	20	521	
15%	14%	21%	15%	22%	17%	12%	14%	20%	17%	14%	10%	14%	15%	13%	12%	15%	16%	12%	20%	16%	15%	13%	12%	13%	13%	16%	18%	18%	20%	17%	10%	14%	
Don't know	211	186	24	11	10	51	45	90	9	21	21	20	25	16	24	22	29	193	38	62	51	42	41	35	101	32	18	7	33	14	15	243	
6%	6%	8%	6%	7%	6%	8%	5%	6%	5%	7%	7%	8%	5%	5%	7%	6%	8%	7%	6%	5%	5%	5%	5%	5%	8	8	8	3%	9%	12%	6%	7%	
x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8	x8			

Fieldwork dates: 20th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N=25-02386-81)

Household Income: 1=Lowest, 5=Highest, A=1, B=2, C=3, D=4, E=5

Proportion/Mean: Column Totals (% risk level): -1/a/b/c/d -1/a/f/g -1/h/l/h/m/n/o/p -1/a/r -1/s/u/z/w -1/t/y/a/b/c/d/e

Overlap formulae used. \* small base

QAISOV. Which of the following statements best reflects your view on how the UK government should approach the development and use of AI?

Base: All UK adults, age 16+

	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	
	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)	
						93	499	2116	86	361	935	723	1484	547	1727	681	1302	788	1485	820	709	3727
Unweighted Total	3727	693	3021	971	534	93	499	2116	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
The UK government should prioritise developing its own advanced AI infrastructure (a 'sovereign AI system') that is fully owned, operated, and governed within the UK, even if it requires more time and money.	1741	393	1344	544	185	61	299	891	61	227	402	357	674	272	793	391	553	422	646	466	341	1921
	47% Ans	40%	49% zA	43%	44%	50%	43%	51% zd	48%	46%	42%	47%	46%	45%	47%	45%	47%	49%	46%	41%	47%	52%
The UK government should prioritise supporting British people, businesses, and public services in using the leading AI tools from around the world, even if those tools are developed and operated outside of the UK.	1188	381	801	513	89	49	323	380	61	224	272	347	356	289	438	415	280	374	363	489	252	1042
	32% Bbejnp zB	38%	29% zb	40%	21%	40%	47%	22%	48%	45%	29%	46%	24%	47%	26%	48%	24%	44%	26%	43%	35%	28%
Neither	567	153	412	191	92	9	55	337	3	39	220	35	355	32	379	34	278	42	336	141	90	521
	15% dkmoq	15%	15%	15%	22%	7%	8%	19%	2%	8%	23%	5%	24%	5%	22%	4%	24%	5%	24%	12%	12%	14%
Don't know	231	65	163	31	58	4	18	129	3	8	61	22	77	15	79	22	59	19	68	31	45	243
	6% adlikmo pg	7%	6%	2%	14%	3%	3%	7%	2%	2%	6%	3%	5%	3%	5%	2%	5%	5%	3%	3%	6%	7%

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\_draft\_v3\_intuse

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

Overlap formulae used. \* small base

Q15OV. Which of the following statements best reflects your view on how the UK government should approach the development and use of AI?

Base: All UK adults, age 16+

	Total (z)	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 and technical acivites (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 (A)	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	385	347	182	296	3727
Weighted Total	3727	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	37**	331	3248	2448	1086	921	490	1039	369	337	235	250	3727
The UK government should prioritise developing its own advanced AI infrastructure (a) because the system must be fully owned, operated, and governed within the UK, even if it requires more time and money.	1741	12	16	59	62	63	44	39	59	89	16	97	65	90	135	14	128	1566	1199	598	447	293	507	192	162	114	114	1921
	47% gmp	57%	44%	38%	51% gm	37%	46%	30%	38%	58% zceghm o	53%	48%	52% gm	34%	43%	38%	39%	48% z	49% z	55% zrt	49%	60% zoyh	49%	52%	48%	49%	46%	52%
The UK government should prioritise supporting British people, businesses, and public services in using the leading AI tools from around the world, even if those tools are developed and operated outside of the UK.	1188	-	12	65	42	63	34	51	61	52	5	74	33	106	118	14	124	1018	805	311	310	117	342	117	105	69	73	1042
	32% su	-	33%	42%	35%	37%	34%	38%	39%	33%	18%	37%	26%	40% z	37%	38%	37%	31%	33%	29%	34% z	24%	33% u	32% u	31%	30%	29%	28%
Neither	587 15% iqstu	8 40%	4 10%	29 19%	11 9%	27 16%	37 17%	22 18%	28 5%	8 12%	4 11%	22 17%	22 13%	49 10%	53 16%	8 22%	70 21%	470 14%	317 13%	110 10%	115 12%	50 10%	144 14%	43 16%	53 17%	39 17%	52 21%	521 14%
Don't know	231 6%	1 5%	5 12%	3 2%	6 5%	15 9%	5 5%	20 15%	8 5%	6 4%	5 17%	8 4%	6 5%	17 7%	12 4%	1 1%	9 3%	194 6%	128 5%	66 6%	49 5%	30 6%	47 4%	16 4%	17 5%	12 5%	11 4%	243 7%

Fieldwork dates: 20th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename : 25-002388\_WAVE\_2502595\_AAI\_wtd\_draft\_v1.xlsx

Proportions/Mean: Columns Tested (% risk level) - z/u/z/d/z/d/z/h/z/h/z/m/z/d/p - z/q - z/r/z/t - z/u/z/w/z/y/A

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

Q41COMFDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in weapons to select and engage targets without human involvement

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education			Annual household income									
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P postgraduate) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	639	901	887	483	3343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	689	1007	861	394	3727	
Very comfortable	156	99	55	25	20	26	24	22	15	23	116	33	88	68	12	43	10	42	113	32	41	27	6	6	26	42	35	20	151
4%	4%	6%	3%	6%	3%	4%	4%	4%	3%	6%	4%	4%	4%	4%	7%	4%	4%	4%	7%	4%	3%	4%	6%	4%	4%	5%	4%	4%	
3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	
Fairly comfortable	391	241	145	36	78	50	51	63	56	57	329	49	220	171	19	132	15	108	279	51	98	95	24	11	60	112	105	52	402
10%	14%	8%	8%	13%	8%	8%	11%	12%	14%	10%	10%	10%	10%	10%	11%	11%	12%	10%	11%	12%	14%	10%	9%	11%	12%	13%	11%	11%	
b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b		
Neither comfortable nor uncomfortable	516	234	278	73	99	83	80	66	61	54	410	86	301	215	24	138	47	115	381	63	143	131	18	25	112	134	113	55	488
14%	13%	14%	14%	16%	16%	14%	13%	13%	13%	13%	17%	14%	14%	14%	13%	18%	10%	15%	14%	14%	14%	14%	14%	14%	14%	14%	14%	13%	
Don't know	153	49	112	16	51	24	23	24	14	11	128	30	101	63	10	43	4	33	118	9	15	38	4	12	35	31	21	7	152
4%	3%	6%	4%	8%	4%	4%	4%	3%	3%	4%	6%	5%	4%	6%	4%	2%	3%	5%	2%	5%	2%	11%	5%	3%	3%	2%	2%	4%	
ah/evyA	ah/evyA	za	za	zefgh	zefgh	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	
Prefer not to say	13	6	16	-	1	1	3	-	1	1	17	6	6	6	1	5	1	3	11	3	10	1	1	7	8	1	-	15	
1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	
Comfortable	547	340	200	61	98	75	75	85	71	81	445	81	307	239	31	175	25	150	392	82	138	122	30	18	86	154	141	72	553
15%	19%	10%	14%	16%	12%	13%	14%	16%	15%	14%	17%	14%	15%	15%	16%	14%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	
b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b		
Uncomfortable	2478	1118	1318	298	349	419	418	421	304	270	2145	290	1429	1049	98	712	180	811	1640	279	672	508	121	59	450	450	586	260	2519
56%	54%	65%	67%	57%	69%	70%	71%	67%	65%	68%	59%	67%	66%	57%	67%	69%	73	1640	545	646	545	66%	62%	70%	51%	65%	68%	68%	
zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	zios	
NET: Comfort	-52%	-44%	-58%	-53%	-41%	-56%	-57%	-56%	-52%	-45%	-52%	-51%	-39%	-50%	-60%	-59%	-49%	-45%	-52%	-48%	-52%	-36%	-53%	-52%	-52%	-48%	-53%	-53%	

Fieldwork dates: 30th May - 4th June 2025

Respondent base: KnowledgePanel Members - UK, 16+

Source: Ipsos (IP) 25-05-2025

File name : 25-05238 WAVE\_2505295\_AAI\_wtd\_draft\_v3\_1stUse

Proportions/Mean: Columns Tested (5% risk level) - /a/b - /c/d/e/f/g/h1 - /i/k - /l/m/n/o/p - /z/a/r/s/t/u/w/v/w - /z/v/A/B

Overlap formulae used. \* small base

Q41COMFORT. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in weapons to select and engage targets without human involvement

Base: All UK adults, age 16+

	Country				England region (Net)				England region								Urbanity				IMD Quintile					NS-SEC								
	England		Scotland	Wales	Northern Ireland	North	Midlands	South	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	South East	South West	London	Urban	Rural	1 - Most deprived	2	3	4	5 - Least deprived	1 - Managerial, administrative and professional occupations	2 - Intermediate occupations	3 - Small business and own account workers	4 - Lower technical and semi-routine occupations	5 - Semi-routine occupations	6 - Long-term unemployed or never worked	7 - Full-time student			
	Total (a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(bb)	(cc)	(dd)	(ee)	(ff)	(gg)	(hh)
Unweighted Total	3727	1303	704	203	133	133	165	1515	217	175	200	166	209	119	403	162	143	285	866	736	773	740	745	751	730	1116	1173	1171	1170	1171	1172	1173	1174	3727
Weighted Total	3727	3111	306	175	135	857	598	1656	149	430	208	270	328	350	508	323	475	2349	778	749	758	751	731	730	1999	452	213	273	360	249*	249*	3727		
Very comfortable	156	135	7	8	6	42	29	65	5	15	21	13	15	17	19	16	14	120	36	40	34	32	33	16	82	7	12	10	21	7	16	153		
4%	4%	2%	4%	5%	5%	5%	5%	4%	3%	7%	5%	5%	5%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%				
Fairly comfortable	391	337	24	15	15	65	51	221	14	35	16	25	26	42	76	42	60	296	95	63	96	72	74	85	231	47	22	27	43	6	13	402		
10%	11%	8%	9%	13%	13%	8%	8%	13%	9%	9%	5%	9%	12%	15%	13%	13%	10%	12%	12%	12%	12%	12%	12%	12%	10%	10%	12%	5%	5%	11%				
Neither comfortable nor uncomfortable	518	443	38	18	17	117	83	244	22	64	31	36	47	48	60	44	82	414	101	100	108	98	124	88	255	55	32	46	55	25	44	488		
14%	14%	12%	10%	13%	13%	14%	14%	15%	15%	16%	15%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%					
Fairly uncomfortable	1010	836	92	55	28	230	176	430	30	107	84	82	94	92	149	96	93	779	231	169	198	198	194	251	551	134	60	81	76	18	63	1078		
2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%				
Very uncomfortable	1468	1202	135	446	69	62	361	223	618	60	173	128	102	121	132	177	110	199	1177	291	324	280	304	296	264	799	391	74	95	94	140	46	109	1441
39%	39%	44%	40%	45%	45%	42%	37%	37%	41%	42%	43%	38%	37%	37%	37%	37%	42%	42%	37%	43%	43%	43%	43%	34%	34%	34%	34%	34%	34%	34%	34%			
Don't know	163	141	8	10	5	40	30	70	0	15	15	9	21	19	16	12	23	139	24	41	35	33	28	26	17	10	12	23	12	4	152			
4%	5%	3%	6%	4%	5%	5%	4%	6%	4%	5%	3%	6%	5%	3%	2%	5%	5%	5%	5%	5%	5%	5%	4%	4%	4%	4%	4%	4%	4%	4%				
Prefer not to say	23	18	2	-	3	2	8	8	-	-	2	4	4	4	-	2	3	22	1	11	9	3	1	-	6	1	4	2	-	7	-	15		
1%	1%	1%	-	-	2%	1%	1%	-	-	1%	1%	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
Comfortable	547	472	30	23	21	107	79	285	19	51	38	38	41	59	95	58	74	416	130	104	104	107	101	313	53	34	37	64	13	29	553			
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%				
Uncomfortable	2478	2037	227	124	89	591	398	1048	99	280	212	183	215	225	326	205	292	1957	521	493	478	502	490	515	1350	326	134	176	217	64	172	2519		
56%	56%	74%	71%	68%	69%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%				
NET: Comfort	-52%	-50%	-64%	-58%	-50%	-56%	-53%	-46%	-54%	-56%	-59%	-54%	-53%	-47%	-45%	-46%	-46%	-52%	-46%	-54%	-51%	-57%	-52%	-42%	-42%	-42%	-42%	-42%	-42%	-42%	-42%			

Fieldwork dates: 2025 May - 2025 June 2025

Respondent type: Household and Head of Household - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename: 25-002388 WAVF 2505205 Att wtd draft v3 Intuse

Proportion/Mean: Column Totals (% risk level) - z/a/b/c/d - z/h/i/j/k/l/m/n/o/p - z/u/v - z/w/z/t/z/v/w - z/y/z/k/z/l/z/d/z/e

Overlap formula used: \* small base

Q4COMFDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in weapons to select and engage targets without human involvement

Base: All UK adults, age 16+

	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	
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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	156 4%	50 5%	106 4%	77 6%	11 3%	14 11%	58 8%	48 3%	5 4%	33 7%	32 3%	78 10%	40 3%	62 10%	45 3%	66 8%	39 8%	74 9%	44 7%	50 4%	28 4%	151	
Fairly comfortable	391 10%	79 8%	312 11%	141 11%	41 10%	24 20%	100 14%	158 9%	24 19%	77 15%	70 7%	140 18%	78 5%	100 16%	130 8%	123 14%	88 8%	149 17%	96 7%	141 13%	74 10%	402 11%	
Neither comfortable nor uncomfortable	516 14%	153 15%	361 13%	145 11%	63 15%	18 15%	204 15%	105 12%	15 12%	62 14%	132 13%	98 13%	111 8%	86 14%	143 8%	104 12%	116 10%	106 12%	134 9%	156 14%	96 13%	488	
Fairly uncomfortable	1010 27%	272 27%	733 25%	318 24%	101 20%	24 24%	168 24%	485 28%	29 23%	126 25%	232 24%	216 28%	393 27%	175 25%	422 26%	358 30%	280 24%	243 28%	351 25%	300 27%	222 31%	1078 29%	
Very uncomfortable	1468 39%	374 38%	1087 40%	567 44%	159 37%	37 30%	236 34%	761 44%	49 38%	184 37%	442 46%	205 27%	789 54%	174 29%	882 52%	281 33%	610 31%	741 52%	451 40%	279 38%	1441 39%		
Don't know	163 4%	58 6%	104 4%	28 2%	45 11%	6 5%	27 4%	78 4%	5 4%	13 3%	44 5%	24 3%	47 3%	12 2%	50 3%	27 3%	35 3%	17 2%	43 3%	24 2%	28 4%	152 4%	
Prefer not to say	23 1%	6 1%	17 1%	2 1%	3 1%	- -	2 +	3 +	- -	2 +	2 +	- -	4 +	- -	7 +	2 +	1 +	2 +	3 +	5 +	1 +	15	
Comfortable	547 15%	129 13%	417 15%	219 14%	52 12%	38 31%	158 23%	207 12%	29 23%	110 22%	102 11%	210 29%	119 8%	162 27%	174 10%	189 22%	128 11%	223 11%	140 10%	191 17%	102 14%	553 15%	
Uncomfortable	2478 65%	646 65%	1820 67%	885 69%	260 61%	61 50%	403 58%	1247 72%	78 61%	310 62%	674 71%	421 55%	1181 81%	348 57%	1314 78%	539 63%	891 59%	1092 76%	751 57%	501 67%	2519 68%		
NET: Comfort	-52%	-52%	-52%	-52%	-49%	-19%	-35%	-60%	-38%	-40%	-60%	-27%	-73%	-31%	-67%	-41%	-65%	-33%	-67%	-50%	-55%	-53%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN-002388-01)

Filename : 25-002388\_WAVE\_2505295\_AAI\_wtd\_draft\_v3\_IntUse

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

Overlap formulae used. \* small base

QAICOMFDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in weapons to select and engage targets without human involvement

Base: All UK adults, age 16+

Total ( <i>t</i> )	Job industry or sector (work in or looking to work in)															Trust					General election 2024 vote							Unwtd Total 3727																							
	Agriculture, forestry and fishing ( <i>a</i> )		Utilities or production ( <i>b</i> )		Manufacturing ( <i>c</i> )		Construction ( <i>d</i> )		Wholesale and retail trade ( <i>e</i> )		Transportation and storage ( <i>f</i> )		Food or hospitality ( <i>g</i> )		Information or communications ( <i>h</i> )		Finance or insurance ( <i>i</i> )		Real estate ( <i>j</i> )		Professional, scientific or technical activities ( <i>k</i> )		Administration ( <i>l</i> )		Education ( <i>m</i> )		Health, social care or social work ( <i>n</i> )		Arts or recreation ( <i>o</i> )		Other services ( <i>p</i> )		Climate change is taking place ( <i>q</i> )		The civil service ( <i>r</i> )		The Government ( <i>s</i> )		The media ( <i>t</i> )		Conservative Party ( <i>u</i> )		Labour Party ( <i>v</i> )		Liberal Democrats ( <i>w</i> )		Reform UK ( <i>x</i> )		Green Party ( <i>y</i> )		
	18	31	115	103	144	85	100	122	128	25	146	108	229	293	38	280	3282	2448	1182	980	648	1048	388	347	182	256																									
	21 <sup>**</sup>	37 <sup>**</sup>	157 <sup>**</sup>	121 <sup>**</sup>	169 <sup>**</sup>	101 <sup>**</sup>	132 <sup>**</sup>	156 <sup>**</sup>	155 <sup>**</sup>	30 <sup>**</sup>	201 <sup>**</sup>	126 <sup>**</sup>	263	310	37 <sup>**</sup>	331	3248	2448	1036	921	450	1039	369	357	239	250																									
156	1	3	6	4	10	10	4	9	5	1	7	2	10	13	1	16	123	105	61	38	28	26	11	21	5	9	151	151																							
4%	6%	7%	4%	4%	6%	10%	3%	6%	3%	5%	3%	1%	4%	4%	3%	5%	4%	4%	6%	4%	3%	3%	3%	6%	2%	4%	4%	4%	4%																						
391	1	7	17	18	13	11	6	15	35	4	16	14	25	23	4	31	348	259	144	142	52	118	41	45	27	402	402																								
10%	6%	19%	11%	15%	8%	11%	4%	10%	23%	12%	8%	11%	10%	7%	11%	9%	11%	11%	11%	13%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%																					
Y																																																			
516	1	5	36	20	19	11	28	20	18	3	16	16	30	40	2	63	430	341	158	111	75	137	36	48	15	23	488	488																							
14%	6%	12%	23%	16%	11%	11%	21%	13%	11%	12%	8%	13%	11%	13%	0%	19%	13%	14%	15%	12%	15%	13%	10%	14%	6%	9%	13%	13%	13%	13%																					
496	6%	29%	17%	28%	27%	21%	30%	21%	25%	28%	32%	23%	28%	30%	28%	25%	28%	30%	31%	28%	33%	27%	35%	28%	25%	25%	29%	29%	29%	29%																					
1010	2	11	26	34	45	21	40	32	39	8	63	29	74	94	10	82	909	724	339	260	163	280	129	93	58	64	1078	1078																							
27%	9%	29%	17%	28%	27%	21%	30%	21%	25%	28%	32%	23%	28%	30%	28%	25%	28%	30%	31%	28%	33%	27%	35%	28%	25%	25%	29%	29%	29%	29%																					
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
37%	32%	42%	33%	43%	43%	33%	46%	34%	33%	48%	47%	41%	41%	48%	38%	40%	38%	32%	36%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%																					
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
4%	-	-	3	6	10	3	11	6	5	3	3	6	15	15	1	12	126	83	33	25	16	30	13	17	5	152	152																								
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66	40	72	44	44	71	53	10	96	59	107	179	18	125	1295	927	345	334	157	445	139	108	141	119	1441	1441																							
1468	15	12	66																																																

Fieldwork dates: 30th May - 4th June 2025  
Respondent types: Knowledgeable Members - UK, 16+

Source: Ipsos (IN 125-002388-01)

Filename : 25-002388\_WAVE\_250529S\_AAI\_wtd\_draft.v

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/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

Q41COMFDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in domestic and international intelligence gathering (e.g. surveillance or analysing large datasets, identifying patterns, and generating predictions)

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education			Annual household income									
	Total (i)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P postgraduate) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3722	1796	1924	1877	127	276	434	610	901	887	483	3343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727
Weighted Total	3722	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	207	174	115*	689	1007	861	394	3727	
Very comfortable	345	236	106	32	54	53	57	63	40	46	290	47	27	103	14	140	205	35	93	50	15	10	42	76	113	66	358		
9%	14%	6%	7%	9%	9%	9%	11%	9%	11%	9%	10%	9%	9%	16%	10%	5%	13%	8%	8%	6%	9%	6%	6%	8%	13%	17%	10%		
base	300	180	120	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
Fairly comfortable	1116	560	546	131	147	150	181	201	154	151	965	136	35	367	81	399	709	143	279	212	52	22	178	309	289	166	1191		
30%	32%	28%	29%	24%	25%	30%	34%	34%	36%	31%	20%	34%	31%	31%	31%	31%	31%	31%	31%	26%	30%	19%	26%	31%	34%	42%	32%		
denruw	2	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			
Neither comfortable nor uncomfortable	799	382	406	103	140	124	127	114	101	89	664	105	457	241	31	250	70	216	575	89	224	198	38	27	150	230	188	47	770
21%	22%	21%	23%	23%	23%	20%	21%	19%	22%	21%	21%	21%	21%	22%	21%	21%	21%	21%	22%	22%	22%	22%	22%	22%	22%	22%	21%	21%	
Fairly uncomfortable	603	253	343	80	89	117	95	95	95	56	520	68	355	249	26	165	48	167	430	81	147	153	28	21	121	186	117	57	592
16%	14%	18%	18%	15%	19%	19%	19%	16%	16%	16%	14%	17%	16%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	16%	
Very uncomfortable	674	260	390	81	117	139	113	97	67	60	562	94	410	264	39	167	37	171	493	78	214	146	34	20	160	161	132	54	638
18%	19%	20%	18%	19%	23%	19%	16%	15%	14%	18%	19%	19%	19%	17%	23%	16%	14%	15%	19%	18%	21%	18%	20%	17%	23%	16%	15%	17%	
zgfb	2	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	
Don't know	167	52	115	15	51	23	22	26	15	14	126	36	49	68	10	45	7	33	124	9	52	42	6	15	33	41	21	5	161
4%	3%	6%	3%	8%	4%	4%	4%	3%	3%	4%	7%	5%	4%	4%	3%	3%	3%	5%	2%	5%	3%	3%	5%	4%	2%	1%	4%		
ahjqzAB	2	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	
Prefer not to say	13	5	17	4	10	2	-	1	1	1	16	6	8	15	4	3	17	-	10	6	-	1	6	2	-	-	17		
1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
z1	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	
Comfortable	1461	796	653	163	201	203	238	264	195	197	1256	183	816	644	62	469	95	539	913	139	371	262	68	33	220	385	402	231	1549
25%	49%	54%	37%	53%	23%	40%	44%	43%	47%	40%	376	386	41%	44%	36%	45%	41%	36%	35%	39%	36%	36%	32%	38%	47%	59%	42%		
bdrerw	2	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	
Uncomfortable	1278	513	733	161	206	256	207	192	139	116	1083	162	764	513	65	332	85	339	923	159	361	299	62	40	281	347	249	111	1230
34%	29%	38%	36%	34%	42%	35%	32%	31%	28%	34%	33%	36%	32%	31%	33%	31%	31%	36%	37%	36%	35%	35%	41%	34%	29%	28%	33%		
alsoqA	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	
NET: Comfort	5%	16%	4%	* -1%	9%	5%	12%	12%	19%	6%	4%	2%	8%	-2%	13%	4%	18%	* -1%	4%	1%	-5%	3%	-7%	4%	18%	31%	9%	9%	

Fieldwork dates: 30th May - 4th June 2025

Respondent: KnowledgePanel Members - UK, 16+

Source: Ipsos

File name : 25-02384 WAVE 2502525 AA1 wtd draft v3 little

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

Overlap formulae used. \* small base

Q4/COMFORT. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in domestic and international intelligence gathering (e.g. surveillance or analysing large datasets, identifying patterns, and generating predictions)

Base: All UK adults, age 16+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC															
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban	Rural	1 - Most deprived (r)	2	3	4	5 - Least deprived (s)	1 - Managerial, administrative and professional occupations (t)	2 - Intermediate occupations (u)	3 - Small business and own account workers (v)	4 - Lower supervisory and technical occupations (w)	5 - Semi-routine and routine occupations (x)	6 - Long-term unemployed or never worked (y)	7 - Full-time student (z)								
Unweighted Total	3727	3111	306	175	135	83	365	1515	317	375	360	366	309	319	403	362	285	67	263	866	736	773	740	745	211	213	213	213	213	3727									
Weighted Total	3727	3111	306	175	135	83	365	1515	317	375	360	366	309	319	403	362	285	67	263	866	736	773	740	745	211	213	213	213	213	3727									
Very comfortable	349	301	17	18	9	83	48	170	19	36	22	33	53	37	47	253	92	53	79	71	223	21	30	18	17	18	358												
9%	10%	6%	10%	7%	10%	8%	10%	12%	9%	10%	8%	10%	10%	11%	10%	9%	9%	8%	11%	11%	5%	14%	7%	5%	14%	14%	10%												
Uncomfortable	1116	943	95	43	35	243	161	519	37	131	95	75	86	98	101	140	861	254	167	212	236	243	257	134	655	72	93	8	81	1191									
30%	30%	31%	25%	26%	31%	27%	31%	25%	32%	32%	28%	26%	35%	31%	30%	29%	33%	22%	28%	32%	32%	35%	33%	30%	31%	26%	26%	7%	33%	32%									
Neither comfortable nor uncomfortable	799	664	71	34	30	175	130	359	31	72	72	53	77	76	90	82	109	642	157	170	179	128	683	161	89	46	79	77	26	60	770								
21%	21%	23%	19%	22%	20%	22%	21%	21%	18%	24%	20%	23%	18%	25%	23%	22%	22%	24%	24%	22%	20%	20%	22%	20%	22%	22%	22%	22%	22%	21%									
Fairly uncomfortable	609	501	56	24	23	144	102	254	21	72	51	55	48	58	80	43	73	476	127	134	127	125	110	109	300	84	22	53	60	25	45	592							
10%	10%	18%	14%	17%	17%	15%	14%	17%	17%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%									
Very uncomfortable	674	539	60	46	29	148	122	269	30	81	36	54	69	62	78	44	86	559	115	173	138	133	155	95	336	97	34	44	89	30	36	638							
18%	17%	20%	20%	22%	17%	20%	16%	20%	20%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%									
Don't know	167	146	5	10	6	43	28	74	11	17	15	8	21	23	23	10	19	135	32	43	31	36	28	29	72	25	10	10	23	161									
4%	5%	2%	6%	5%	5%	4%	8%	5%	4%	5%	3%	6%	7%	4%	3%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	6%	5%	4%	4%	4%	4%								
Prefer not to say	23	18	2	-	3	2	6	10	-	2	-	4	3	-	-	2	6	1	22	1	9	7	5	1	-	4	2	4	-	-	17								
1%	1%	1%	-	-	2%	+	1%	1%	-	-	1%	-	-	-	-	+	2%	+	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%					
Comfortable	1461	1244	112	61	44	346	209	689	56	167	124	97	111	233	137	187	114	346	220	276	315	314	336	877	155	97	90	111	25	99	1549								
39%	40%	37%	35%	32%	40%	35%	42%	37%	41%	42%	36%	34%	43%	39%	38%	45%	29%	36%	43%	42%	34%	34%	34%	33%	31%	21%	40%	42%											
Uncomfortable	1278	1040	116	70	53	291	225	523	51	153	87	108	117	120	158	87	159	1035	242	307	365	258	245	204	636	180	56	96	149	56	82	1230							
34%	33%	38%	40%	39%	34%	38%	32%	34%	37%	29%	40%	35%	34%	31%	27%	35%	35%	31%	41%	35%	35%	33%	28%	32%	40%	26%	35%	33%	41%	40%	33%								
Overlap formula used: * small base																																							
NET: Comfort	5%	7%	-1%	-5%	-4%	6%	-3%	10%	3%	3%	12%	-4%	-2%	3%	15%	16%	0%	3%	13%	1%	8%	9%	18%	12%	5%	15%	-11%	7%	9%										

Fieldwork dates: 2025 May - 2025 June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename: 25-002388 WAVF 250525 AI wtd draft v3 Intuse

Proportion/Mean: Columns Tested (% risk level): -z/a/b/c/d -z/h/f/g -z/h/l/k/l/m/n/p -z/l/n/r -z/l/t/s/v/w -z/v/z/k/l/c/d/e

Overlap formula used: \* small base

Q1COMFDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in domestic and international intelligence gathering (e.g. surveillance or analysing large datasets, identifying patterns, and generating predictions)

Base: All UK adults, age 16+

	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	
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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	345 9%	95 10%	249 9%	179 14%	17 4%	21 17%	112 16%	120 7%	21 16%	82 5%	47 23%	178 5%	67 22%	134 5%	91 5%	173 20%	52 4%	196 23%	62 4%	147 13%	51 7%	358	
Fairly comfortable	1116 30%	229 23%	884 33%	382 30%	87 21%	42 34%	233 34%	488 34%	44 35%	184 26%	247 43%	326 21%	306 39%	235 39%	395 23%	359 42%	263 22%	360 42%	292 21%	368 33%	216 30%	1191 32%	
Neither comfortable nor uncomfortable	799 21%	240 24%	557 20%	261 23%	97 16%	20 22%	150 21%	369 17%	22 18%	91 23%	217 12%	89 10%	283 14%	83 20%	336 18%	117 14%	209 18%	123 14%	279 20%	224 20%	148 20%	770	
Fairly uncomfortable	603 16%	180 18%	421 15%	182 14%	84 20%	10 8%	72 10%	290 7%	9 11%	54 17%	159 12%	89 20%	289 15%	91 20%	336 14%	124 20%	225 20%	88 10%	299 21%	168 15%	141 15%	592	
Very uncomfortable	674 18%	176 18%	492 18%	244 19%	94 22%	26 21%	99 14%	381 22%	31 24%	70 14%	234 25%	57 8%	462 8%	54 32%	472 9%	67 28%	370 8%	74 32%	430 9%	198 30%	138 18%	638 17%	
Don't know	167 4%	65 7%	103 4%	32 3%	41 10%	4 3%	28 4%	87 5%	2 2%	17 3%	48 5%	22 3%	49 3%	12 2%	53 3%	21 2%	38 3%	14 2%	50 4%	20 2%	32 4%	161 4%	
Prefer not to say	23 1%	7 1%	15 1%	- 1%	4 1%	- a	- -	4 -	- -	- -	2 -	- -	z +	- -	7 +	- -	6 +	- -	4 +	2 +	1 +	3 1	17 +
Comfortable	1461 39%	325 33%	1134 42%	560 44%	104 25%	63 51%	346 50%	608 35%	65 51%	265 53%	293 31%	504 68%	373 25%	369 61%	486 29%	532 62%	315 27%	556 65%	354 25%	515 46%	268 37%	1549 42%	
Uncomfortable	1278 34%	356 36%	912 34%	425 33%	177 42%	58 29%	171 25%	671 39%	39 31%	124 25%	393 41%	146 19%	751 51%	145 24%	808 48%	191 22%	605 19%	163 52%	729 32%	366 32%	279 38%	1230 33%	
NET: Comfort	5%	-3%	8%	11%	-17%	22%	25%	-4%	20%	28%	-10%	47%	-26%	37%	-19%	40%	-25%	46%	-26%	13%	-2%	9%	

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN-Z02388-01)

Filename : 25-002388\_WAVE 2505295 AAI wrd draft v3 IntUse

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

Overlap formulae used. \* small base

Q1/COMFORT. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI in domestic and international intelligence gathering (e.g. surveillance or analysing large datasets, identifying patterns, and generating predictions)

Base: All UK adults, age 16+

	Job industry or sector (work in or looking to work in)															Trust:			General election 2024 vote										
	Total (z)	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 and technical acitvities (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 (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	250	235	3727	
Very comfortable	345	1	7	12	15	11	7	8	20	18	4	32	8	21	26	2	27	301	236	142	104	62	95	45	45	16	16	358	
9%	6%	19%	8%	12%	6%	7%	6%	13%	12%	14%	16%	7%	8%	8%	6%	8%	9%	10%	13%	13%	11%	13%	13%	13%	7%	7%	10%		
Fairly comfortable	1116	8	11	35	47	35	32	29	49	64	8	72	33	80	86	12	79	1015	804	294	316	126	348	140	20	55	64	1191	
30%	40%	29%	23%	39%	21%	31%	22%	32%	41%	28%	36%	26%	30%	27%	32%	24%	31%	33%	36%	34%	34%	38%	27%	24%	25%	32%	32%		
Neither comfortable nor uncomfortable	799	3	5	52	20	34	10	34	38	23	3	38	28	64	67	6	80	693	520	225	183	101	189	70	75	43	49	770	
21%	12%	8%	33%	17%	20%	10%	26%	24%	15%	11%	19%	22%	24%	21%	23%	15%	24%	21%	21%	21%	21%	20%	20%	22%	18%	20%	21%		
Fairly uncomfortable	603	3	9	19	15	35	19	26	13	18	7	34	25	37	56	5	58	524	405	158	149	62	169	52	52	57	56	592	
14%	13%	25%	12%	13%	21%	19%	19%	9%	12%	22%	17%	20%	14%	18%	14%	18%	16%	17%	15%	15%	15%	13%	14%	15%	15%	24%	23%	16%	
Uncomfortable	674	6	7	34	17	39	28	27	30	25	4	22	27	47	64	12	70	569	378	123	129	69	205	48	56	57	54	638	
18%	28%	19%	22%	14%	23%	28%	20%	19%	16%	13%	11%	21%	18%	20%	32%	21%	18%	15%	11%	14%	14%	20%	13%	17%	17%	17%	17%		
Don't know	167	-	-	4	7	15	5	8	6	6	4	3	5	5	12	11	1	17	132	96	40	32	17	31	13	15	7	9	161
4%	-	-	2%	6%	9%	4%	6%	4%	4%	13%	2%	4%	4%	4%	4%	4%	1%	5%	4%	4%	4%	4%	3%	5%	4%	4%	4%		
Prefer not to say	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	10	5	8	1	2	1	4	-	1	17	
1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%		
Uncomfortable	1461	9	18	48	62	45	38	37	69	82	12	103	41	101	112	14	106	1317	1040	535	420	241	443	185	135	71	80	1549	
39%	46%	48%	30%	51%	27%	38%	28%	44%	53%	41%	52%	33%	39%	35%	37%	32%	41%	42%	49%	49%	45%	50%	40%	30%	32%	42%	42%		
Very uncomfortable	1278	9	16	53	32	74	47	53	43	43	10	56	52	85	121	17	128	1093	783	281	278	131	374	100	107	114	111	1230	
34%	42%	44%	34%	27%	44%	47%	40%	28%	28%	35%	28%	42%	32%	38%	46%	39%	34%	32%	26%	30%	27%	32%	49%	44%	33%	24%	24%	24%	
Uncomfortable	1100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1	1	2	1	1	1	1	1	1	
NET: Comfort	596	4%	4%	-3%	25%	-17%	9%	-12%	16%	25%	7%	24%	-9%	6%	-3%	-9%	-6%	7%	5	11%	23%	15%	22%	7%	23%	8%	-18%	12%	9%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N: J25-002388-01)

Filename : 25-002388\_WAVE\_250228\_AAI\_wtd\_draft\_v3\_1612

Proportions/Mean: Col 16/Sum of Col 16 (risk level) - v/a/v/c/v/d/v/f/g/h/i/k/l/m/n/o/p - z/q - z/r/s/t - z/u/v/w/x/y

Overall formula used: \* small base, \*\* very small base (under 30) ineligible for sig testing

Q4ICOMDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI to provide information to support military commanders in making decisions

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education			Annual household income									
	Total (i)	Male (a)	Female (b)	16-34 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P post-16) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/ O-Level/ CSE/ NVQ12/ equivalent (u)	Another type of qualification/vocational/profes stional/foreign) (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total
Unweighted Total	3727	1796	1924	127	276	434	610	901	887	483	3343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727	
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	307	174	115*	689	1007	861	394	3727	
Very comfortable	259	175	79	18	38	40	37	45	32	49	220	33	135	124	8	99	14	109	150	25	60	44	13	6	35	70	60	51	282
76	10%	4%	4%	6%	7%	6%	8%	7%	12%	7%	7%	7%	6%	8%	5%	5%	10%	6%	6%	6%	6%	8%	5%	5%	7%	7%	13%	8%	
6	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%	
Fairly comfortable	904	506	389	69	119	114	114	153	165	146	763	118	496	408	30	325	40	309	589	133	201	176	48	32	145	242	249	127	1017
29%	29%	20%	15%	20%	19%	25%	28%	32%	33%	24%	24%	23%	23%	26%	17%	30%	15%	28%	23%	30%	20%	22%	27%	28%	24%	29%	32%	27%	
20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*		
Neither comfortable nor uncomfortable	764	357	404	96	137	116	121	115	90	90	645	97	458	306	38	268	51	215	528	78	213	179	35	23	143	213	170	81	735
20%	20%	21%	21%	23%	19%	20%	19%	20%	20%	21%	20%	19%	21%	20%	21%	19%	19%	21%	19%	21%	18%	21%	20%	20%	21%	21%	21%	20%	
Fairly uncomfortable	756	307	435	108	110	145	129	119	84	62	648	91	434	322	33	197	72	207	540	93	209	180	41	17	143	233	163	64	738
20%	18%	23%	24%	18%	24%	24%	22%	20%	19%	15%	21%	18%	20%	20%	20%	18%	19%	21%	21%	22%	24%	14%	21%	23%	19%	16%	20%		
20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*		
Very uncomfortable	837	331	484	128	144	162	130	127	80	66	710	111	510	328	48	192	61	228	594	91	265	182	31	24	175	205	189	63	768
22%	19%	25%	29%	24%	24%	27%	22%	21%	18%	16%	23%	23%	24%	21%	21%	18%	28%	23%	23%	21%	21%	20%	20%	22%	22%	16%	21%		
20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*		
Don't know	266	63	121	28	50	26	26	26	18	12	144	38	104	82	10	47	18	39	135	14	62	40	6	13	45	35	30	8	172
5%	4%	6%	6%	8%	8%	4%	4%	4%	3%	5%	5%	5%	5%	5%	4%	7%	4%	5%	3%	3%	6%	5%	3%	11%	6%	4%	3%	2%	5%
Don't say	80	7	12	-	8	6	3	1	1	1	15	3	12	8	3	1	17	2	8	6	1	3	8	1	-	1	15		
3%	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%	1%		
Don't know	80	29	29	29	29	29	29	29	29	29	210	38	38	38	38	38	38	38	38	38	38	38	38	38	38	38	38	38	
Comfortable	1163	681	468	87	158	154	150	209	178	187	983	151	631	532	37	424	55	738	261	220	61	38	180	313	309	179	1299		
23%	23%	24%	24%	20%	26%	25%	23%	29%	29%	49%	31%	31%	29%	29%	22%	21%	28%	29%	28%	26%	27%	33%	33%	26%	31%	45%	35%		
20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*		
Uncomfortable	1334	639	919	235	254	307	260	245	164	128	1358	202	344	650	81	389	134	436	1333	184	474	52	72	40	318	458	352	127	1506
43%	37%	48%	53%	42%	50%	43%	41%	36%	31%	43%	41%	44%	41%	47%	36%	51%	39%	44%	42%	47%	45%	42%	35%	40%	43%	41%	37%		
20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*	20*		
NET: Comfort	-12%	2%	-2%	-3%	-3%	-16%	-12%	-6%	3%	14%	-12%	-10%	-15%	-7%	-26%	3%	-30%	-2%	-15%	-21%	-18%	-7%	-2%	-20%	-12%	-5%	13%	-4%	

Fieldwork 4: 2024 - 2025, 4th - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos IN (IN.25.002385.01)

File name: 25-002385\_WAVE\_2506295\_AAI\_wtd\_draft\_v3\_intUse

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

Overlap formulae used: \* small base

Q4/COMFORT. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI to provide information to support military commanders in making decisions

Base: All UK adults, age 16+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC								
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban	Rural	1 - Most deprived (r)	2	3	4	5 - Least deprived (s)	1 - Managerial, administrative and professional occupations (t)	2 - Intermediate occupations (u)	3 - Small business and own account workers (A)	4 - Lower technical and routine occupations (B)	5 - Semi-routine occupations (C)	6 - Long-term unemployed or never worked (D)	7 - Full-time student (E)	
Unweighted Total	3727	3111	306	175	133	345	365	1515	317	375	360	366	319	403	362	347	285	866	736	773	740	745	730	114	173	211	271	322*	372			
Weighted Total	3727	3111	306	175	133	347	365	1516	149	430	208	270	328	350	508	323	475	2949	778	749	758	751	730	1995	452	213	273	360	249*	372		
Very comfortable	259	214	19	16	9	47	39	127	8	25	14	16	23	42	30	29	194	65	41	54	59	56	49	169	18	17	15	6	16	282		
Very uncomfortable	7%	7%	6%	9%	7%	6%	7%	8%	5%	5%	6%	5%	6%	6%	6%	6%	7%	8%	7%	7%	8%	8%	8%	4%	8%	6%	4%	5%	6%	8%		
Fairly comfortable	904	771	71	35	26	190	140	440	27	98	65	81	86	144	84	126	695	209	129	174	201	202	197	564	94	58	61	64	11	44	1017	
Fairly uncomfortable	24%	25%	23%	20%	19%	22%	23%	27%	18%	24%	22%	22%	25%	25%	26%	26%	24%	27%	17%	23%	27%	27%	27%	22%	216	18%	18%	18%	18%	18%	27%	
Neither comfortable nor uncomfortable	764	641	65	31	27	185	112	344	35	85	65	55	57	62	110	71	102	610	154	136	148	158	160	175	393	81	45	84	79	28	49	735
Uncomfortable	20%	21%	18%	20%	22%	19%	21%	23%	21%	22%	20%	17%	18%	22%	21%	21%	20%	18%	20%	19%	21%	20%	18%	18%	21%	21%	22%	20%	20%	20%	20%	
Fairly uncomfortable	756	631	66	29	28	180	143	309	32	81	67	80	63	66	86	72	85	584	172	158	174	151	139	134	370	109	38	50	80	24	70	738
Uncomfortable	20%	20%	22%	17%	21%	21%	24%	19%	21%	20%	23%	20%	19%	19%	17%	21%	18%	20%	21%	23%	20%	19%	18%	18%	18%	18%	18%	21%	20%	20%	20%	20%
Very uncomfortable	837	676	75	49	38	211	125	340	35	102	73	49	76	90	102	49	100	694	143	223	158	148	162	146	412	128	43	47	101	33	57	768
Uncomfortable	27%	22%	25%	28%	28%	25%	21%	21%	23%	25%	25%	25%	25%	25%	25%	25%	25%	24%	20%	20%	21%	20%	20%	21%	216	20%	20%	20%	20%	20%	23%	
Don't know	186	159	9	14	4	41	30	87	13	17	11	7	23	22	20	15	30	152	34	51	37	40	29	29	85	20	8	12	21	16	13	172
Don't know	5%	5%	3%	8%	3%	5%	5%	5%	5%	4%	4%	3%	7%	6%	4%	5%	6%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%		
Prefer not to say	20	17	-	-	-	3	2	8	8	-	-	-	2	4	4	-	-	3	2	2	19	1	11	6	2	2	-	6	1	2	-	15
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-	-	26	1%	4%	-	-	-	-	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	
Uncomfortable	1%	1%	-	-																												

QAICOMDEFENCE. How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI to provide information to support military commanders in making decisions

Base: All UK adults, age 16+

	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	
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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	259 7% bejlnpr	66 7%	193 7%	129 10%	16 4%	17 14%	84 5%	93 13%	16 10%	51 3%	33 19%	141 3%	44 18%	112 15%	56 3%	127 15%	42 4%	144 17%	49 3%	91 8%	31 r	282	
Fairly comfortable	904 24% Abjeinp	185 19%	716 26%	301 24%	79 19%	37 30%	213 31%	394 23%	40 31%	159 32%	192 20%	288 38%	211 14%	218 36%	309 18%	291 34%	206 18%	313 37%	225 16%	300 27%	180 25%	1017 27%	
Neither comfortable nor uncomfortable	764 20% ijklmn	205 21%	558 21%	242 19%	95 22%	23 19%	131 19%	338 19%	19 15%	94 19%	209 22%	105 14%	256 17%	94 15%	280 17%	144 15%	176 17%	145 15%	253 18%	242 21%	151 21%	735 20%	
Fairly uncomfortable	756 20% Bcklo	240 24%	515 19%	252 20%	74 17%	12 10%	124 18%	353 20%	18 14%	87 17%	190 20%	110 14%	359 25%	98 16%	384 23%	169 20%	267 23%	134 16%	321 23%	226 20%	147 20%	738 20%	
Very uncomfortable	837 22% dklmo	224 23%	606 22%	309 24%	117 28%	28 23%	105 15%	466 27%	31 24%	89 18%	277 29%	91 12%	539 37%	71 12%	593 35%	100 12%	439 38%	101 12%	511 36%	236 21%	186 25%	768 21%	
Don't know	186 5% Bajlkmn	68 7%	118 4%	43 3%	41 10%	6 5%	36 5%	90 5%	4 3%	16 3%	50 5%	26 3%	50 3%	16 3%	60 4%	26 3%	39 3%	20 2%	51 4%	32 3%	31 4%	172 5%	
Prefer not to say	20 1% en	5 +	15 1%	2 +	2 +	- -	2 +	4 +	- -	2 +	2 +	- -	4 +	- -	6 +	2 +	1 +	- -	3 +	2 +	3 +	15 +	
Comfortable	1163 31% Abjeinp	251 25%	908 33%	430 34%	95 22%	54 44%	297 43%	487 28%	56 44%	210 42%	225 24%	429 56%	255 54%	330 49%	365 22%	418 21%	248 53%	457 19%	274 35%	380 29%	211 35%	1299	
Uncomfortable	1594 43% Bdklmo	464 47%	1121 41%	562 44%	191 45%	40 33%	329 33%	819 47%	49 38%	176 35%	468 49%	201 26%	898 61%	169 28%	978 58%	270 31%	706 60%	235 27%	822 59%	463 41%	333 46%	1506 40%	
NET: Comfort	-12%	-21%	-8%	-10%	-23%	11%	10%	-19%	5%	7%	-25%	30%	-44%	26%	-36%	17%	-39%	26%	-40%	-6%	-17%	-6%	

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\_draft\_v3\_ItntSe

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

Overlap formulae used. \* small base

Q1COMFDEFENCE: How comfortable or uncomfortable are you with the following uses of AI in weapons systems? - Use of AI to provide information to support military commanders in making decisions

Base: All UK adults, age 16+

	Job industry or sector (work in or looking to work in)															Trust:			General election 2024 vote											
	Total (z)	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 and technical accts (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 (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	235	250	3727		
Very comfortable	259	1	3	7	14	4	5	13	14	2	24	5	12	16	1	12	222	180	120	86	57	63	35	29	7	19	282			
7%	6%	8%	5%	6%	8%	4%	4%	9%	9%	6%	12%	4%	5%	5%	3%	4%	7%	7%	11%	9%	12%	6%	9%	9%	3%	8%	8%	8%		
Fairly comfortable	904	3	10	28	40	18	38	11	34	44	10	68	28	59	66	11	71	803	635	215	206	145	295	103	76	46	55	1037		
24%	15%	27%	18%	33%	11%	38%	8%	22%	28%	32%	34%	22%	22%	21%	30%	21%	25%	25%	26%	29%	28%	28%	23%	22%	20%	27%	27%	1037		
Neither comfortable nor uncomfortable	764	5	11	50	25	49	7	42	30	23	4	44	19	51	64	5	71	690	529	229	166	93	197	92	69	40	50	735		
20%	26%	29%	32%	20%	29%	7%	32%	20%	15%	12%	22%	15%	15%	19%	20%	13%	22%	21%	21%	18%	19%	19%	19%	25%	21%	17%	20%	20%	735	
Fairly uncomfortable	756	3	6	22	22	32	17	33	28	40	8	30	30	61	71	5	72	664	499	206	187	95	212	64	73	58	44	738		
20%	16%	17%	14%	18%	19%	16%	25%	18%	25%	27%	15%	24%	23%	22%	20%	19%	20%	19%	20%	19%	20%	17%	22%	18%	20%	20%	738			
Very uncomfortable	837	8	7	46	23	44	31	30	40	29	3	29	40	63	84	14	83	712	504	173	158	85	239	64	69	75	73	768		
22%	38%	19%	29%	19%	26%	31%	23%	26%	19%	9%	14%	23%	24%	20%	23%	22%	22%	22%	23%	16%	17%	17%	17%	20%	20%	20%	20%	20%	768	
Don't know	186	-	-	3	5	12	3	11	7	5	4	6	5	16	16	1	19	140	92	38	31	19	33	11	16	9	9	172		
5%	-	-	-	2%	4%	7%	3%	8%	4%	3%	13%	3%	4%	6%	5%	1%	6%	4%	4%	3%	3%	5%	4%	4%	4%	5%	5%	172		
Prefer not to say	30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	9	5	7	-	-	1	4	-	-	15		
1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	+	1%	-	-	-	1	-	-	-	15		
Comfortable	1163	4	13	31	47	32	43	15	47	58	11	82	33	71	81	12	82	102	815	415	271	357	137	105	53	74	74	1299		
31%	21%	35%	23%	39%	19%	42%	12%	30%	37%	38%	46%	26%	27%	34%	35%	32%	33%	40%	40%	41%	34%	37%	31%	23%	30%	30%	30%	1299		
Uncomfortable	1154	11	13	68	45	76	47	63	68	69	11	59	70	124	154	18	155	1376	1053	379	345	180	451	137	142	133	117	1506		
43%	54%	36%	44%	37%	45%	47%	48%	44%	44%	36%	29%	50%	47%	47%	47%	47%	47%	47%	47%	47%	47%	57%	47%	47%	47%	47%	47%	1506		
NET: Comfort	-12%	-33%	-1%	-21%	-2%	-26%	-5%	-36%	-13%	-7%	-2%	-17%	-30%	-20%	-23%	-16%	-22%	-11%	-8%	-5%	-3%	-4%	-9%	-3%	-11%	-34%	-17%	-6%	-6%	-6%

Fieldwork dates: 30th May - 4th June 2024

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos 2024-06-03

Filename: 25-062324-2506235\_AAI\_wrd\_drtt\_v2\_intuse

Proportions/Mean: Columns Tested (5% risk level) - z/q/bz/bz/dz/l/g/l/h/l/m/n/o/p - z/q - z/l - z/t - z/u/w/n/y/A

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

OPUSERV. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? - AI is a powerful new tool, like email and other online service once were. If used right, it will allow those on the frontline delivering public services to spend more time helping people. AI can make public services more personal, fair, and efficient.

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Education			Annual household income																		
	Total (i)	Male (a)	Female (b)	16-34 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or disabled (o)	Student (p)	Graduates (Degree/Master/P) (q)	Non-graduates (r)	Other Higher Education below degree level (s)	A-level or equivalent (t)	GCSE/O-Level/CSCE/NVQ12/ equivalent (u)	Another type of qualification/vocational/professional (v)	No formal qualifications (w)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£40,000 and above (B)	Unwtd Total									
Unweighted Total	3727	1796	1924	107	276	434	610	901	887	483	343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727										
Weighted Total	3727	1748	1924	107	276	434	609	599	596	451	3144	452	2144	1583	171*	1070	250*	1110	2551	430	1018	207	174	115*	689	1007	861	394	3727									
Very convincing	265	153	96	107	24	62	44	48	38	22	27	206	54	163	102	15	67	16	107	156	34	74	34	8	5	36	63	75	49	250								
7%	9%	6%	5%	10%	7%	8%	6%	5%	6%	7%	11%	7%	6%	8%	6%	6%	6%	6%	6%	6%	7%	4%	4%	5%	5%	6%	9%	12%	7%	250								
bitwise	20	11	10	10	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	250							
Fairly convincing	1242	635	592	155	181	214	217	212	139	125	1057	160	764	477	48	318	99	455	774	138	310	234	72	19	179	320	357	178	1248	1248								
33%	36%	31%	35%	30%	35%	36%	36%	31%	30%	34%	32%	36%	30%	38%	41%	30%	32%	30%	29%	41%	16%	26%	32%	41%	45%	33%	33%	33%	33%	1248								
bmrowax	20	11	10	10	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1248							
Neither convincing nor unconvincing	966	464	515	119	164	146	164	154	128	111	894	127	572	415	37	289	69	227	742	116	263	266	43	34	205	281	207	86	971	971								
26%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	26%	27%	26%	21%	27%	27%	27%	20%	29%	27%	26%	25%	25%	29%	30%	28%	24%	22%	26%	26%								
bitwise	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10							
Not very convincing	645	261	378	61	69	100	101	112	100	102	580	58	320	325	18	245	42	175	464	92	171	146	33	23	127	204	124	58	709	709								
17%	15%	20%	14%	11%	16%	17%	19%	22%	24%	18%	15%	21%	12%	15%	23%	16%	16%	18%	21%	17%	18%	19%	20%	18%	20%	18%	18%	18%	18%	18%	18%							
zabu	23	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11						
Not convincing at all	409	170	218	62	80	73	50	98	44	41	337	59	229	180	36	110	21	116	296	46	123	91	14	12	103	108	78	19	390	390								
11%	10%	11%	14%	13%	12%	8%	10%	10%	10%	11%	11%	21%	10%	8%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%						
fb	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	1	1	1			
Don't know	156	50	105	14	48	29	15	22	16	11	127	33	88	68	14	41	4	28	117	10	52	33	5	17	36	27	20	5	146	146								
4%	3%	5%	3%	8%	5%	3%	4%	4%	3%	4%	7%	4%	4%	8%	4%	2%	3%	5%	2%	5%	4%	3%	15%	5%	3%	2%	1%	4%	4%	4%	4%	4%	146					
afqyAB	20	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10						
Prefer not to say	41	14	8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3			
1%	1%	1%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%			
zhios	20	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10						
Convincing	1507	789	699	179	243	257	265	250	161	151	1263	214	927	579	63	385	115	552	950	127	365	269	79	24	215	383	432	227	1498	1498								
40%	40%	36%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%						
bmrowaw	20	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10					
Unconvincing	1054	431	596	123	150	172	151	170	145	145	917	117	549	805	54	354	63	290	750	137	294	237	47	35	230	312	202	77	1059	1059								
25%	25%	31%	27%	25%	28%	25%	29%	32%	34%	34%	29%	24%	29%	31%	33%	24%	26%	29%	30%	32%	29%	27%	30%	33%	31%	23%	39%	29%	39%	39%	39%	39%	39%					
alAB	20	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10				
NET: Convincing	12%	20%	5%	13%	15%	14%	19%	13%	4%	2%	11%	20%	18%	5%	5%	3%	20%	7%	8%	9%	4%	19%	9%	4%	9%	9%	7%	27%	38%	11%	11%	11%	11%	11%	11%	11%	11%	11%

Fieldwork 4: 2024, 2024-06-20 to 2024-06-20

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos IN (25.02388-01)

Filename: 25-02388\_WAVE\_250E255\_AAI\_wtd\_draft\_v3\_intuse

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

Overlap formulae used: \* small base

Q1/18SERV. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? - AI is a powerful new tool, like email and other online service once were. If used right, it will allow those on the frontline delivering public services to spend more time helping people. AI can make public services more personal, fair, and efficient.

Base: All UK adults, age 16+

	Country				England region (Net)				England region				Urbanity				IMD Quintile				NS-SEC														
	England		Scotland	Wales	North		Midlands	South	North East		North West	Yorkshire and The Humber	East Midlands		West Midlands	East of England	South East		South West	London		Urban	Rural	1 - Most deprived (w)	2	3	4	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (A)	2 - Intermediate occupations (B)	3 - Small business 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 (D)	7 - Full-time student (E)
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (m)	3 (n)	4 (o)	5 - Least deprived (w)	1 - Managerial, administrative and professional occupations (A)	2 - Intermediate occupations (B)	3 - Small business 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 (D)	7 - Full-time student (E)	Unwtd Total (r)			
Unweighted Total	3723	3111	373	203	323	33	365	1515	317	375	360	366	309	39	403	32	285	263	866	736	773	740	745	3116	273	211	10	16	10	16	250				
Weighted Total	3727	3111	306	135	857	598	1656	149	430	208	270	318	350	508	323	475	2949	778	749	758	751	1999	452	213	273	360	322*	249*	3727						
Very convincing	265	222	13	23	7	53	34	135	8	26	19	15	19	34	32	24	45	204	61	41	48	72	54	49	364	22	18	16	19	10	16	250			
7%	7%	7%	4%	13%	5%	6%	6%	8%	6%	6%	6%	6%	6%	10%	6%	6%	6%	7%	8%	5%	6%	8%	5%	6%	5%	8%	7%	7%	7%	7%					
Fairly convincing	1242	1058	91	49	43	276	214	568	42	130	104	103	111	114	104	103	103	156	978	264	189	237	259	269	288	736	138	60	82	100	25	95	1248		
33%	34%	30%	28%	32%	32%	365	34%	35%	35%	38%	34%	38%	32%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%				
Neither convincing nor unconvincing	986	823	85	44	34	214	155	455	40	104	71	71	84	85	134	91	144	785	201	223	219	212	197	209	464	117	72	88	105	32	65	971			
x	266	266	28%	25%	25%	26%	27%	27%	25%	24%	26%	25%	24%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%				
Not very convincing	645	537	56	27	25	160	103	273	27	70	64	45	58	59	74	67	73	484	151	119	127	130	149	120	344	92	34	51	64	16	38	709			
17%	17%	18%	15%	19%	19%	17%	17%	17%	18%	18%	17%	17%	17%	17%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%				
Not convincing at all	409	317	45	23	23	108	67	143	21	58	30	28	38	37	51	23	32	342	66	122	93	69	70	54	205	63	16	26	51	17	24	390			
11%	10%	15%	19%	17%	17%	11%	11%	9%	14%	14%	10%	10%	12%	12%	10%	10%	10%	10%	10%	12%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%				
Don't know	156	129	15	9	3	40	19	70	11	17	12	3	16	19	20	13	18	131	25	44	33	34	24	21	62	19	10	11	20	14	4	146			
4%	4%	5%	5%	2%	5%	3%	4%	7%	4%	4%	1%	5%	5%	4%	4%	4%	4%	4%	4%	6%	4%	5%	3%	3%	3%	4%	4%	4%	4%	4%	4%				
Prefer not to say	24	24	-	-	-	6	6	12	-	6	-	4	3	1	2	1	8	24	-	10	5	2	7	-	3	2	3	-	7	7	13				
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%				
Convincing	1507	1280	104	72	50	329	248	703	51	156	122	118	130	149	226	127	201	1381	325	230	285	331	324	337	900	160	78	98	119	35	111	1488			
46%	44%	34%	41%	37%	38%	42%	42%	34%	38%	41%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%					
Unconvincing	1054	854	101	50	48	268	170	415	48	128	93	34	96	96	126	90	104	827	227	242	220	200	219	174	549	155	50	77	115	33	61	1059			
28%	27%	33%	29%	30%	31%	28%	25%	32%	31%	32%	27%	25%	26%	22%	28%	29%	27%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%				
NET: Convincing	1296	140	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename: 25-002388\_WAVE\_2505205\_Alt wtd draft v3 Inttuse

Proportion/Mean: Columns Tested (% risk level): -z/a/b/c/d -z/h/l/k -z/h/l/k/m/n/p -z/l/m/r -z/l/m/r/v -z/l/m/r/v/w -z/l/m/r/v/z/D/E

Overlap formula used: \* small base

QPUBSERV. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? - AI is a powerful new tool, like email and other online service once were. If used right, it will allow those on the frontline delivering public services to spend more time helping people. AI can make public services more personal, fair, and efficient.

Base: All UK adults, age 16+

	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	
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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 convincing	265	93	172	144	15	35	118	63	29	79	29	171	28	136	38	177	27	172	27	118	35	250	
	7%	9%	6%	11%	4%	29%	17%	4%	23%	16%	3%	23%	2%	22%	2%	21%	2%	20%	2%	10%	5%	7%	
Bbeinp r	zB	zb	zb	zb	zb	zde	ze	ze	h	h	h	zj	zj	zj	zj	zj	zn	zp	zp	zp	zp	zp	zp
Fairly convincing	1242	324	914	486	80	37	306	453	54	242	272	394	305	315	409	458	217	442	307	498	244	1248	
	33%	33%	34%	38%	19%	30%	44%	26%	49%	49%	29%	52%	21%	52%	24%	53%	19%	52%	22%	44%	34%	33%	
Neither convincing nor unconvincing	986	248	736	302	133	23	151	488	20	106	272	114	379	100	422	146	305	148	342	270	206	971	
	26%	25%	27%	24%	31%	18%	22%	28%	16%	21%	28%	15%	26%	16%	25%	17%	26%	17%	24%	24%	28%	26%	
Not very convincing	645	153	491	166	87	8	52	398	15	33	192	42	406	31	452	50	330	55	399	114	136	709	
	17%	15%	18%	13%	21%	6%	7%	23%	11%	7%	20%	5%	28%	5%	27%	6%	28%	6%	10%	19%	19%	19%	
Not convincing at all	409	109	294	159	61	20	51	249	10	26	141	20	304	15	328	10	264	26	304	109	72	390	
	11%	11%	11%	12%	14%	16%	7%	14%	8%	5%	15%	3%	3%	3%	19%	1%	23%	3%	22%	10%	10%	10%	
Don't know	156	55	100	20	45	1	18	83	-	6	45	20	37	12	40	15	27	14	32	14	33	146	
	4%	6%	4%	2%	11%	1%	3%	5%	-	1%	5%	3%	3%	2%	2%	2%	2%	2%	2%	1%	5%	4%	
Bajklmn opq	zA	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	za	
Prefer not to say	24	11	13	1	1	-	-	4	-	5	2	-	5	-	2	5	1	1	1	5	1	13	
	1%	1%	1%	*	*	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	*	*	*	
Believing	1507	416	1086	630	96	72	424	516	84	321	302	566	333	451	447	635	244	614	335	616	279	1498	
	40%	42%	40%	49%	23%	59%	61%	30%	65%	64%	32%	74%	23%	74%	26%	74%	21%	73%	24%	55%	38%	40%	
Unconvincing	1054	262	785	325	149	28	103	647	24	60	333	61	709	46	780	60	593	81	703	223	208	1099	
	28%	26%	29%	25%	35%	22%	15%	37%	19%	12%	35%	8%	8%	48%	46%	7%	51%	9%	50%	20%	29%	29%	
NET: Convincing	12%	16%	11%	24%	-12%	36%	46%	-8%	46%	52%	-3%	66%	-26%	66%	-20%	67%	-30%	62%	-26%	35%	10%	11%	

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\_draft\_v3\_intUse

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

Overlap formulae used. \* small base

Q1B3SERV: How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? - AI is a powerful new tool, like email and other online service once were. If used right, it will allow those on the frontline delivering public services to spend more time helping people. AI can make public services more personal, fair, and efficient.

Base: All adults, age 16+

	Job industry or sector (work in or looking to work in)															Trust:			General election 2024 vote									
	Total (z)	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 and technical accts (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 (u)	Labour Party (v)	Liberal Democrats (w)	Reform UK (x)	Green Party (y)	Other (A)	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	21**	37**	157*	121*	169*	101*	132*	156*	155*	30**	201*	126*	263	316	377*	331	3248	2448	1086	921	490	1039	369	337	235	250	3727
Very convincing	265	-	3	12	11	9	9	9	17	17	1	21	4	17	17	5	19	220	185	109	85	39	77	48	22	9	16	250
7%	-	9%	8%	9%	5%	9%	6%	11%	11%	5%	11%	3%	6%	5%	13%	6%	7%	7%	8%	10%	9%	8%	7%	13%	7%	4%	6%	7%
Fairly convincing	1342	6	17	52	41	42	44	34	65	65	8	94	33	96	117	4	110	1137	902	411	362	174	397	110	102	75	74	1248
33%	31%	47%	33%	34%	25%	43%	42%	26%	42%	42%	27%	47%	27%	36%	37%	11%	33%	35%	37%	38%	39%	36%	38%	32%	30%	30%	33%	33%
Neither convincing nor unconvincing	986	5	8	40	42	48	21	54	29	37	7	36	44	73	82	11	93	850	660	276	227	127	254	86	97	70	60	971
26%	26%	22%	25%	35%	28%	21%	41%	19%	24%	25%	18%	35%	28%	26%	30%	28%	26%	27%	25%	25%	26%	26%	24%	23%	29%	30%	24%	26%
Not very convincing	645	2	4	28	18	29	12	12	21	17	6	34	31	40	40	6	51	568	407	183	151	97	170	80	56	48	55	709
17%	12%	12%	18%	15%	17%	12%	9%	14%	11%	20%	17%	24%	15%	13%	17%	15%	15%	17%	17%	16%	20%	16%	22%	17%	21%	22%	19%	19%
Not convincing at all	409	6	4	22	6	23	13	14	17	14	4	12	11	25	42	9	45	339	199	61	55	38	114	27	42	26	40	390
11%	31%	11%	14%	5%	14%	13%	10%	11%	9%	13%	6%	9%	9%	13%	26%	14%	14%	10%	8%	6%	6%	11%	13%	11%	16%	16%	10%	10%
Don't know	156	-	-	2	3	12	1	9	6	5	3	3	2	11	17	2	13	117	76	34	31	15	27	8	14	5	6	146
4%	-	-	-	1%	2%	7%	1%	7%	4%	3%	11%	2%	2%	4%	5%	4%	4%	4%	3%	3%	3%	3%	2%	4%	2%	4%	4%	
Prefer not to say	24	-	-	-	-	-	5	-	-	-	-	-	-	2	2	-	-	18	19	11	10	1	1	1	4	-	-	13
1%	-	-	-	-	-	-	3%	-	-	-	-	-	-	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	-	-	-	-
Convincing	1507	6	21	64	52	51	52	43	83	82	9	115	37	112	134	9	129	1357	1087	520	447	213	473	168	124	84	90	1498
40%	31%	56%	41%	43%	30%	52%	32%	53%	53%	32%	30%	43%	42%	23%	39%	42%	44%	48%	49%	46%	45%	43%	37%	36%	36%	40%	40%	
Unconvincing	1054	9	8	51	24	53	26	26	38	31	10	46	42	65	82	16	96	907	606	244	206	134	284	107	98	75	94	1099
28%	43%	23%	32%	20%	31%	25%	20%	24%	20%	32%	23%	33%	25%	26%	42%	29%	28%	25%	22%	22%	27%	27%	29%	29%	32%	38%	29%	
NET: Convincing	122	-12%	33%	9%	23%	-1%	27%	13%	29%	33%	-1%	34%	-4%	18%	16%	-19%	10%	14%	20%	25%	26%	16%	18%	17%	8%	4%	-2%	11%

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N: J25-002388-01)

Filename : 25-002388\_WAVE\_250228\_AAI\_wrt\_draft\_v3\_Impo

Proportions/Mean: Col 1 = Tested (5% risk level) - v3/q/h/v1/l/k/l/m/n/o/p - z/q/h/v1/l/k/l/m/n/o/p - z/r/s/t - z/u/v/w/x/y/q

Overall formula used: \* small base, \*\* very small base (under 30) ineligible for sig testing

OPUSERV. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? The adoption of AI offers a once-in-a-generation opportunity to redesign government and public services. With smart automation and digital services, costs can be cut and decisions sped up. If AI is not embraced Britain risks falling behind.

Base: All UK adults, age 16+

	Gender			Age							Ethnicity			Working status			Student (g)	Graduates (Degree/Masters/P hD/PhD) (h)	Non-graduates (i)	Other Higher Education below degree level (j)	A-level or equivalent (k)	GCSE/ O-Level/ CSCE/ NVQ12/ equivalent (l)	Another type of qualification/ vocational/profes sional/foreign (m)	No formal qualifications (n)	Education			Annual household income			Unwtd Total
	Total (i)	Male (a)	Female (b)	16-34 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	White (including White minority) (j)	Ethnic minorities (excluding White minority) (k)	Working (l)	Not Working (m)	Unemployed (n)	Retired / looking after house/children/ long term sick or (o)	Student (p)	Graduates (Degree/Masters/P hD/PhD) (h)	Non-graduates (i)	Other Higher Education below degree level (j)	A-level or equivalent (k)	GCSE/ O-Level/ CSCE/ NVQ12/ equivalent (l)	Another type of qualification/ vocational/profes sional/foreign (m)	No formal qualifications (n)	Up to £25,999 (x)	£26,000 up to £31,999 (y)	£32,000 up to £39,999 (z)	£100,000 and above (B)			
Unweighted Total	3727	1796	1924	1877	127	276	434	610	901	887	483	343	309	1859	133	1567	73	1162	2513	482	830	847	215	137	816	1119	779	309	3727		
Weighted Total	3727	1748	1924	447	608	599	596	451	417	3144	452	2144	1583	171*	1070	250*	1110	2551	439	1018	307	174	115*	689	1007	861	394	3727			
Very convincing	242	167	71	19	44	41	48	37	25	30	201	40	141	101	14	64	12	112	128	21	62	32	8	4	28	59	63	59	241		
6%	10%	4%	4%	7%	8%	6%	6%	7%	6%	6%	6%	8%	6%	6%	6%	6%	5%	10%	5%	5%	6%	4%	5%	4%	6%	7%	15%	6%	6%		
Unconvinced	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
Fairly convincing	1088	567	514	143	155	151	192	180	138	129	905	161	653	436	35	303	84	383	696	116	287	200	66	27	133	270	313	169	1124		
29%	32%	27%	32%	26%	25%	32%	30%	31%	29%	33%	30%	28%	21%	28%	32%	35%	27%	27%	25%	25%	25%	25%	24%	19%	27%	36%	43%	30%	1124		
berux	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	
Neither convincing nor unconvincing	991	455	545	103	168	176	154	162	129	100	830	124	578	413	48	287	61	259	710	136	257	244	42	32	218	264	269	91	993		
27%	25%	28%	23%	28%	29%	26%	27%	29%	24%	26%	25%	27%	26%	28%	27%	29%	27%	23%	28%	31%	25%	30%	24%	27%	32%	28%	24%	23%	27%	27%	
Not very convincing	752	307	431	97	99	119	123	123	99	92	674	64	393	359	31	248	64	206	538	109	167	33	21	144	249	161	52	769			
20%	18%	22%	22%	16%	20%	20%	21%	22%	22%	21%	21%	18%	23%	18%	23%	25%	19%	21%	25%	20%	21%	19%	18%	21%	25%	19%	13%	21%	21%		
Not very convincing	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
Not convincing at all	441	204	218	64	82	85	53	66	37	53	365	63	252	189	29	116	32	123	309	41	128	113	16	11	118	103	94	18	403		
12%	12%	11%	14%	13%	h	h	h	h	h	h	12%	12%	12%	12%	11%	12%	12%	12%	12%	12%	12%	10%	17%	10%	11%	5%	11%	5%	11%	11%	
Don't know	256	64	132	21	56	21	26	28	22	13	154	37	120	76	10	51	4	30	157	13	67	50	9	18	41	36	27	5	183		
5%	4%	7%	5%	9%	5%	4%	5%	5%	3%	5%	8%	6%	5%	5%	2%	3%	6%	3%	7%	6%	5%	6%	6%	4%	3%	1%	5%	5%	5%		
aij/oyA B	8	4	13	1	5	6	4	1	1	1	15	2	7	10	4	1	3	3	12	8	2	2	6	6	1	1	1	1	14		
Prefer not to say	158	4	13	1	5	1%	1%	1%	1%	1%	1*	2*	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%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		
Convincing	1320	734	585	161	199	192	240	217	163	158	105	201	794	536	50	367	96	495	825	137	349	232	74	21	161	330	376	228	1365		
36%	42%	30%	36%	33%	32%	40%	36%	36%	38%	35%	41%	37%	34%	34%	37%	45%	32%	32%	34%	34%	34%	34%	33%	44%	44%	58%	37%	37%			
bruvu	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	2b	
Unconvincing	1192	511	650	162	180	204	176	189	136	145	159	128	645	527	59	364	96	329	848	150	336	279	49	33	262	352	255	70	1172		
33%	29%	34%	36%	30%	34%	29%	32%	30%	35%	33%	26%	30%	35%	34%	37%	30%	33%	34%	33%	33%	33%	28%	28%	38%	35%	30%	18%	31%	31%	31%	
aiB	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	2a	
NET: Convincing	4%	13%	-3%	*	3%	-2%	11%	5%	6%	3%	2%	15%	7%	1%	-6%	*	*	15%	-1%	-3%	1%	-6%	15%	-1%	-1%	-1%	4%	4%	5%	5%	5%

Fieldwork 4: 2025, 30th April - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN.25.002388.01)

Filename: 25-002388\_WAVE\_2506295\_AAI\_wtd\_draft\_v3\_intUse

Proportions/Means: Columns Tested (5% risk level): -1/a/b -1/c/d -1/f/f/1/h/1 -1/l/m/n/o/p -1/z/q/l/s/t/u/w/w -1/n/v/A/B

Overlap formulae used: \* small base

Q11SERV. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? The adoption of AI offers a once-in-a-generation opportunity to redesign government and public services. With smart automation and digital services, costs can be cut and decisions sped up. If AI is not embraced Britain risks falling behind.

Base: All UK adults, age 16+

	Country				England region (Net)				England region								Urbanity		IMD Quintile					NS-SEC					7-Full-time student (E)	Unwt Total (F)		
	Total (a)	England (b)	Scotland (c)	Wales (d)	Northern Ireland (e)	North (f)	Midlands (g)	South (h)	North East (i)	North West (j)	Yorkshire and The Humber (k)	East Midlands (l)	West Midlands (m)	East of England (n)	South East (o)	South West (p)	London (q)	Urban (r)	Rural (s)	1 - Most deprived (t)	2 (u)	3 (v)	4 (w)	5 - Least deprived (x)	1 - Managerial, administrative and professional occupations (y)	2 - Intermediate occupations (z)	3 - Small business and own account workers (A)	4 - Lower technical and semi-skilled occupations (B)	5 - Semi-routine and routine occupations (C)	6 - Long-term unemployed or never worked (D)		
Unweighted Total	3727	3111	373	203	203	313	365	1515	317	375	360	366	366	319	403	362	285	866	736	773	740	745	751	1116	1131	1131	1131	1131	1131	3727		
Weighted Total	3727	3111	306	173	115	857	598	1656	149	430	208	270	318	350	508	323	475	778	749	758	751	730	1999	452	213	273	360	249*	3727			
Very convincing	242	195	14	27	6	47	33	115	8	28	11	10	22	29	30	24	32	174	68	42	46	52	58	44	162	16	12	15	13	10	241	
6%	6%	5%	5%	15%	5%	5%	5%	5%	7%	4%	4%	4%	7%	8%	6%	6%	6%	8%	8%	6%	6%	6%	6%	6%	4%	11%	4%	11%	4%	6%		
Fairly convincing	1088	936	80	40	33	229	166	541	35	112	82	74	92	130	174	111	146	865	224	150	209	253	230	247	641	110	62	84	81	21	86	1124
29%	30%	26%	23%	24%	27%	30%	28%	3%	23%	28%	27%	28%	31%	34%	31%	29%	29%	20%	28%	34%	31%	34%	31%	32%	24%	29%	31%	22%	34%	30%		
Neither convincing nor unconvincing	781	838	67	48	41	235	181	419	38	112	85	94	87	64	119	83	154	767	224	206	208	172	208	159	452	126	65	87	108	35	65	993
27%	27%	22%	27%	30%	27%	30%	25%	25%	26%	27%	28%	28%	26%	28%	23%	26%	26%	27%	27%	27%	27%	27%	27%	256	30%	28%	26%	26%	27%	27%		
Not very convincing	752	618	76	32	26	186	113	318	37	78	72	57	56	73	112	58	75	598	154	159	148	139	149	156	405	109	38	48	67	22	50	769
20%	20%	25%	18%	19%	22%	19%	19%	19%	25%	19%	24%	21%	17%	21%	22%	18%	16%	20%	20%	20%	20%	20%	20%	216	24%	18%	18%	19%	20%	21%		
Not convincing at all	441	352	51	17	21	116	67	168	10	58	30	22	45	43	45	45	48	161	79	130	104	81	78	49	213	65	21	26	59	13	32	403
12%	11%	17%	10%	15%	14%	11%	10%	10%	13%	14%	13%	14%	12%	12%	12%	10%	10%	12%	12%	14%	11%	10%	10%	10%	10%	10%	11%	11%	11%	11%	11%	
Don't know	196	162	15	11	9	42	30	89	10	23	9	9	21	30	25	15	19	167	29	56	36	40	30	35	78	25	12	16	30	14	6	183
5%	5%	5%	5%	6%	7%	5%	5%	5%	7%	6%	3%	6%	6%	6%	5%	4%	6%	7%	5%	4%	5%	4%	4%	4%	4%	6%	6%	6%	11%	2%	5%	
Prefer not to say	18	15	3	-	-	1	9	5	1	-	-	-	4	5	1	3	-	1	17	1	7	8	2	-	-	7	1	3	-	4	-	14
*	*	*	15	-	-	*	14	*	1%	-	-	1%	1%	2%	2%	1%	*	16	*	16	16	*	*	*	1	15	*	16	*	*	16	
Convincing	1330	1130	94	67	39	276	198	655	43	140	93	84	114	139	204	135	178	1039	291	191	255	305	287	291	803	126	75	95	96	34	96	1365
36%	36%	31%	38%	29%	32%	33%	40%	29%	34%	31%	31%	35%	40%	40%	42%	38%	37%	35%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	37%		
Unconvincing	1192	970	127	49	46	363	180	486	56	135	111	79	102	117	90	122	959	233	289	252	220	227	205	619	173	58	74	126	35	81	1172	
32%	32%	31%	42%	28%	34%	35%	29%	38%	33%	31%	31%	31%	28%	28%	28%	28%	28%	35%	35%	35%	35%	35%	35%	31%	31%	31%	31%	31%	31%			
NET: Convincing	4%	5%	-13%	10%	-5%	-3%	3%	10%	-9%	1%	-6%	2%	4%	5%	9%	14%	12%	3%	7%	13%	*	12%	8%	9%	8%	8%	8%	8%	8%	-1%	6%	5%

Fieldwork dates: 20th May - 4th June 2025

Respondent type: Household and Members - UK, 16+

Source: Ipsos (N=25-02388-012)

Filename : 25-02388-WAVE\_2505205\_Alt wtd draft v3 Intuse

Proportion/Mean: Columns Tested (% risk level): -z/a/b/c/d -z/h/l/f -z/h/l/k/l/m/n/p -z/l/n/r -z/l/t/z/w -z/l/z/k/l/z/d/z/e

Overlap formula used: \* small base

QPUBSERV. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? The adoption of AI offers a once-in-a-generation opportunity to redesign government and public services. With smart automation and digital services, costs can be cut and decisions sped up. If AI is not embraced Britain risks falling behind.

Base: All UK adults, age 16+

	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	
	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)		
Unweighted Total	3727	693	3021	971	534	93	499	2116	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 convincing	242 6%	76 8%	164 6%	147 11%	11 3%	36 29%	106 15%	62 4%	27 21%	65 13%	22 2%	163 21%	19 1%	130 21%	33 2%	147 17%	28 2%	160 19%	29 2%	114 10%	28 4%	241 6%	
Fairly convincing	1088 29%	270 27%	814 30%	415 32%	81 19%	41 34%	273 39%	426 24%	50 39%	222 45%	233 24%	357 47%	240 16%	296 49%	323 19%	419 49%	200 17%	422 49%	231 16%	430 38%	205 28%	1124 30%	
Neither convincing nor unconvincing	991 27%	269 27%	719 26%	262 20%	121 29%	22 18%	160 23%	476 27%	23 18%	100 20%	291 31%	117 25%	373 25%	104 17%	418 25%	163 19%	273 23%	154 18%	351 25%	258 23%	219 30%	993 27%	
Not very convincing	752 20%	187 19%	564 21%	247 19%	89 21%	9 8%	85 12%	398 15%	19 15%	73 20%	191 9%	72 31%	449 6%	38 29%	497 10%	86 30%	355 9%	75 31%	436 16%	179 23%	165 21%	769 21%	
Not convincing at all	441 12%	117 12%	318 12%	175 14%	69 16%	9 7%	41 6%	277 16%	5 4%	21 4%	158 17%	26 3%	324 22%	26 4%	361 21%	18 2%	279 24%	29 3%	318 23%	116 10%	70 10%	403 11%	
Don't know	196 5%	64 6%	132 5%	30 2%	48 11%	5 4%	30 4%	95 5%	4 3%	17 3%	56 6%	27 4%	53 4%	15 3%	53 3%	27 3%	35 3%	16 2%	45 3%	27 2%	41 6%	183 5%	
Prefer not to say	18 +	9 1%	9 1%	2 1%	5 1%	- -	- -	4 -	- -	- -	3 -	- -	5 +	- -	5 +	- -	1 +	- -	2 +	- -	14 +		
Benp																							
Convincing	1330 36%	347 35%	978 36%	562 44%	92 22%	77 63%	378 54%	487 28%	77 60%	287 56%	255 27%	520 68%	259 18%	426 70%	356 21%	566 66%	228 19%	582 69%	260 18%	544 48%	234 32%	1365 37%	
Unconvincing	1192 32%	304 31%	882 32%	423 33%	158 27%	19 15%	127 18%	675 39%	24 19%	94 19%	349 13%	98 10%	773 53%	64 10%	857 51%	105 12%	634 54%	104 12%	754 13%	296 12%	234 16%	1172 31%	
NET: Convincing	495	4%	4%	11%	-15%	48%	36%	-11%	41%	39%	-10%	55%	-35%	60%	-30%	54%	-35%	56%	-35%	22%	5%		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN25-002388-01)

Filename : 25-002388 WAVE 2505295 AAI wtd draft v3 IntUse

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

Overlap formulae used. \* small base

Q1BSE19. How convincing, or unconvincing do you find each of the following arguments in favour of using AI in public services? The adoption of AI offers a once-in-a-generation opportunity to redesign government and public services. With smart automation and digital services, costs can be cut and decisions sped up. If AI is not embraced Britain risks falling behind.

Base: All UK adults, age 16+

	Job industry or sector (work in or looking to work in)															Trust:			General election 2024 vote										
	Total (z)	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 and 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 (A)	Unwtd Total	
	Unweighted Total	3727	21**	37**	157*	121*	169*	101*	132*	156*	30**	201*	126*	263	316	37**	331	3248	2448	1086	921	490	1039	369	337	235	250	3727	
Very convincing	242	-	1	10	8	9	6	2	19	12	2	17	4	14	18	5	22	202	175	97	76	35	69	42	20	6	16	241	
6%	-	3%	7%	7%	5%	6%	1%	12%	8%	8%	8%	3%	5%	6%	13%	7%	6%	7%	9%	9%	7%	7%	11%	6%	6%	7%	6%	7%	6%
Fairly convincing	1088	6	9	51	45	37	27	40	48	61	15	71	26	84	100	8	84	981	775	351	343	164	345	118	91	73	63	1124	
29%	28%	25%	32%	37%	22%	27%	30%	31%	39%	51%	35%	21%	32%	22%	23%	30%	32%	33%	37%	33%	33%	27%	31%	25%	30%	27%	30%	27%	30%
Neither convincing nor unconvincing	991	2	14	39	36	53	28	38	33	37	3	61	41	59	85	10	88	873	664	295	212	137	262	91	93	60	61	993	
27%	9%	39%	25%	29%	31%	28%	29%	21%	24%	9%	30%	32%	21%	27%	28%	27%	27%	27%	27%	23%	28%	28%	25%	25%	28%	26%	25%	25%	27%
Not very convincing	752	4	6	34	15	32	27	23	33	31	2	31	38	63	46	4	59	667	504	198	174	91	222	82	64	57	55	769	
20%	19%	17%	22%	12%	19%	27%	17%	21%	20%	8%	15%	24%	14%	11%	18%	21%	21%	18%	19%	19%	19%	19%	22%	19%	24%	22%	21%	21%	
Not convincing at all	441	9	5	20	8	24	10	15	13	8	4	17	14	30	46	9	59	356	223	84	69	45	49	33	43	403	400	400	
12%	44%	13%	13%	7%	14%	10%	11%	9%	5%	13%	9%	11%	11%	11%	15%	25%	18%	11%	9%	8%	7%	9%	10%	6%	14%	14%	17%	11%	11%
Don't know	196	-	1	2	10	15	3	15	8	6	3	4	4	12	19	1	20	159	99	47	39	17	35	11	16	6	12	183	
5%	-	3%	1%	8%	9%	3%	11%	5%	4%	11%	2%	3%	5%	6%	1%	6%	5%	4%	4%	4%	4%	3%	5%	3%	5%	5%	5%	5%	5%
Prefer not to say	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	7	4	8	1	1	4	-	-	14		
4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	8	1	1	1	4	-	-	14		
Unconvincing	1330	6	11	61	53	46	33	42	67	73	17	87	30	97	118	13	105	1183	950	458	418	199	414	160	111	79	79	1365	
36%	28%	28%	39%	44%	27%	35%	32%	43%	47%	59%	44%	24%	37%	37%	35%	32%	36%	39%	42%	45%	40%	40%	41%	33%	34%	32%	37%	37%	
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	1	1	1	1	1	1		
NET: Convincing	476	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	9%	16%	13%	8%	15%	4%	-	-	5%		

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (M125-002388-01)

Filename : 25-002388\_WAVE\_2502395\_AAI\_wrd\_draft\_v3\_1ntUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/f/g/h/l/k/m/n/o/p - z/q - z/t - z/s/t - z/u/w/y/A

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