

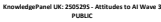


QTRADEOFFHEALTHL Which of the following statements best reflects your view on using AI tools to triage patients in the NHS?

Base: All UK adults, age 16+

| | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | | Education | | | | | | | | Annual household income | | | | | Unweighted Total |
|--|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------------------------|--|----------------|-------------|------------|--|-----------|-------------------------------------|---------------|---|-----------------------|---|---|--------------------------|---------------|-------------------------|-----------------------|--------------------|-----------|-----|------------------|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after household / long-term sick or disabled | Student | Graduates (Degree/Master/PhD/above) | Non-graduates | Other Higher Education below degree level | A-level or equivalent | GCSE / O-Level/ CSE / NVQ12/ equivalent | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | | | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 901 | 887 | 483 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | | |
| Weighted Total | 3727 | 1748 | 1924 | 447 | 608 | 609 | 599 | 596 | 451 | 417 | 3144 | 482 | 2144 | 1583 | 171* | 1070 | 200* | 1110 | 2551 | 435 | 1018 | 807 | 174 | 116* | 689 | 1007 | 661 | 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 | | |
| 88% Sigmoruw | | 47% zD | 29% w | 38% zD | 39% h | 41% h | 40% zD | 35% zD | 35% zD | 35% zD | 38% zD | 39% zD | 41% zD | 34% zD | 35% zD | 34% zD | 36% zD | 49% zD | 34% u | 39% ruw | 37% uw | 28% zD | 34% zD | 26% zD | 29% zD | 37% x | 47% zD | 56% zD | 37% zD | | |
| 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 | 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 | | |
| 52% zD | | 44% zD | 59% zD | 53% zD | 48% zD | 48% zD | 50% zD | 54% zD | 57% zD | 57% zD | 53% zD | 48% zD | 49% zD | 56% zD | 49% zD | 58% zD | 56% zD | 44% zD | 56% zD | 52% zD | 52% zD | 61% zD | 57% zD | 58% zD | 59% zD | 55% zD | 46% zD | 36% zD | 53% zD | | |
| Neither | 219 | 98 | 118 | 25 | 47 | 37 | 32 | 38 | 38 | 22 | 183 | 29 | 136 | 84 | 16 | 49 | 15 | 49 | 342 | 29 | 73 | 42 | 10 | 6 | 148 | 50 | 50 | 42 | 22 | 202 | |
| 6% zD | | 6% zD | 6% zD | 6% zD | 8% zD | 6% zD | 5% zD | 6% zD | 4% zD | 5% zD | 6% zD | 6% zD | 6% zD | 5% zD | 9% zD | 6% zD | 6% zD | 4% zD | 6% zD | 7% zD | 7% zD | 5% zD | 6% zD | 6% zD | 7% zD | 5% zD | 5% zD | 5% zD | 5% zD | | |
| 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% zD | | 3% zD | 5% zD | 3% zD | 5% zD | 5% zD | 5% zD | 5% zD | 4% zD | 3% zD | 4% zD | 7% zD | 4% zD | 5% zD | 7% zD | 4% zD | 2% zD | 3% zD | 4% zD | 2% zD | 4% zD | 6% zD | 3% zD | 10% zD | 6% zD | 3% zD | 2% zD | 2% zD | 4% zD | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent base: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 25-02288-01)
Filename: 25-02288_WAVE_2505295_AAI_wtd_draft_v3_Intitle
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/i - z/j/h - z/k/m/n/o/p - z/q/r/h/h/u/v/w - z/x/y/A/B
Overlap formulae 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+

16 Jun 2021
Table 77[illegible]

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename: Z5-002388_WAVE_2025295_AAI_wtd_draft_v3_IntUse
Proportions/Margins: Columns Tested [5% risk level] - z/a/b/c/d - z/e/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w/x - z/y/z/A/B/C/D/E
Overlap formulae 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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|---------------------|-----------------------|---------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| 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% belno | 38% | 38% | 45% zo | 24% ze | 64% ze | 57% ze | 28% ze | 64% h | 57% h | 28% h | 66% zi | 24% zi | 66% zi | 26% zi | 64% zn | 22% zn | 65% zo | 21% zo | 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% acdikmo q | 53% | 52% | 47% za | 60% za | 28% ze | 35% ze | 60% zcd | 28% h | 36% h | 59% fg | 29% zi | 68% zi | 29% zi | 65% zk | 30% zm | 68% zm | 29% zo | 70% zo | 41% q | 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% ikmo | 6% ikmo | 6% za | 7% ze | 5% ze | 6% ze | 7% z | 6% h | 6% h | 8% h | 3% i | 6% i | 3% k | 6% k | 4% m | 7% m | 3% o | 6% o | 4% q | 8% q | 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% ajlkinn pq | 4% ajlkinn | 4% ajlkinn | 2% za | 9% ze | 3% ze | 2% ze | 5% zd | 2% h | 1% h | 5% g | 2% zi | 3% zi | 2% zi | 3% zi | 2% zm | 3% zm | 4% zo | 2% zo | 2% q | 3% q | 4% |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename : 25-002388_WAVE_2502205_AAI_wtd_draft_v3_intUse
Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - t/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



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+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | Trust: | | | | | | | | | | | | | | | | General election 2024 vote | | | | | | | | | | |
|--|--------------|--|--------------------------------|----------------------|---------------------|-----------------------------------|-----------------------------------|----------------------------|-------------------------------------|-----------------------------|--------------------|---|-----------------------|------------------|---|---------------------------|-----------------------|----------|---------------------------------------|--------------------------|-----------------------|------------------|---------------------------|---------------------|--------------------------|------------------|--------------------|--------------|-------------|--|--|--|--|--|----------------------------|--|--|--|--|--|--|--|--|--|--|
| | | Agriculture, forestry and fishing (a) | Utilities or production (b) | Manufacturing (c) | Construction (d) | Wholesale and retail trade (e) | Transportation and storage (f) | Food or hospitality (g) | Information or communication (h) | Finance or insurance (i) | Real estate (j) | Professional, scientific or technical activities (k) | Administration (l) | Education (m) | Health, social care or social work (n) | Arts or recreation (o) | Other services (p) | | Climate change is taking place (q) | The civil service (r) | The Government (s) | The media (t) | Conservative Party (u) | Labour Party (v) | Liberal Democrats (w) | Reform UK (x) | Green Party (y) | Other (z) | Unwtd Total | | | | | | | | | | | | | | | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | | | | | | | | | | | | | | | | |
| Weighted Total | 3727 | 21** | 37** | 157** | 121** | 169** | 101** | 112** | 132** | 156** | 30** | 201** | 120** | 263 | 316 | 37** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 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 | | | | | | | | | | | | | | | | | |
| | 38% | 34% | 49% | 48% el | 35% | 30% | 42% | 36% | 57% zdag/imm | 57% zdag/imm | 29% | 54% zdag/imm | 30% | 39% | 38% | 25% | 35% | 39% z | 42% z | 45% z | 45% z | 40% | 41% zaA | 46% zaA | 33% | 36% | 32% | 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 | 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 | | | | | | | | | | | | | | | | | |
| | 52% hkrst | 48% | 43% | 44% | 55% hi | 55% hi | 53% hi | 52% h | 34% | 35% | 41% | 42% | 66% zchik/imm p | 52% hi | 53% hi | 64% | 51% hi | 52% | 49% | 48% | 46% | 53% | 51% | 46% | 58% w | 57% | 59% zvw | 53% | | | | | | | | | | | | | | | | | |
| Neither | 219 | 4 | 1 | 2 | 12 | 17 | 3 | 5 | 6 | 7 | 4 | 5 | 3 | 18 | 19 | 3 | 38 | 177 | 124 | 45 | 49 | 17 | 37 | 19 | 24 | 13 | 11 | 202 | | | | | | | | | | | | | | | | | |
| | 6% qfsw | 18% | 4% | 1% | 9% | 10% | 3% | 4% | 4% | 5% | 13% | 2% | 3% | 7% | 6% | 8% | 12% zcpml | 5% | 5% | 4% | 5% | 3% | 4% | 5% | 7% | 6% | 5% | 5% | | | | | | | | | | | | | | | | | |
| Don't know | 155 | - | 1 | 11 | 1 | 10 | 2 | 11 | 9 | 4 | 5 | 5 | 2 | 6 | 11 | 1 | 9 | 123 | 73 | 32 | 28 | 17 | 45 | 10 | 7 | 6 | 9 | 161 | | | | | | | | | | | | | | | | | |
| | 4% qfS | - | 4% | 7% | 1% | 6% | 2% | 8% | 6% | 2% | 17% | 3% | 1% | 2% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 4% | 3% | 2% | 2% | 3% | 4% | | | | | | | | | | | | | | | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (R125-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_draft_v3_intJux
Proportions/Means: Columns Totals (5% risk level) - z/a/N/G/G/G/H/H/a/H/U/K/H/m/n/o/p - z/a - z/r/z/t - z/z/v/w/n/y/A
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

| | | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | | Education | | | | | | | | | | Annual household income | | | | | |
|---|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--|---|----------------|--------------------|-------------------|--|----------------|---|----------------------|--|---------------------------------|--|--|------------------------------------|----------------------|---------------------------------|---------------------------------|------------------------------|-------------------------|--|--|--|--|--|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after hours/children / long term sick or disabled (n) | Student (n) | Graduates (Degree/Master/ PhD) (n) | Non-graduates (n) | Other Higher Education below degree level (n) | A-level or equivalent (n) | GCSE/ O-Level/ CSE/ NVQ12/ equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £59,999 (n) | £100,000 and above (n) | Unweighted Total | | | | | |
| Unweighted Total | 1387 | 812 | 556 | 41 | 105 | 180 | 245 | 311 | 316 | 189 | 1257 | 111 | 738 | 649 | 41 | 163 | 25 | 546 | 834 | 196 | 286 | 248 | 70 | 34 | 239 | 440 | 370 | 166 | 1387 | | | | | |
| Weighted Total | 1407 | 823 | 567 | 172* | 238* | 267 | 238 | 209 | 156 | 147 | 1104 | 151* | 876 | 531 | 159** | 259 | 89** | 540 | 858 | 108 | 274 | 228 | 50* | 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% | 30% | 31% | 29% | 32% | 35% | 29% | 28% | 26% | 27% | 30% | 29% | 33% | 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) | 349 | 140 | 98 | 11 | 33 | 49 | 44 | 45 | 30 | 29 | 201 | 34 | 141 | 133 | 13 | 72 | 4 | 102 | 136 | 30 | 61 | 30 | 11 | 4 | 37 | 59 | 83 | 34 | 264 | | | | | |
| 17% | 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 | 22 | 18 | 20 | 20 | 115 | 22 | 76 | 65 | 4 | 46 | 14 | 44 | 97 | 22 | 37 | 30 | 6 | 2 | 20 | 37 | 35 | 21 | 148 | | | | | |
| 10% | 10% | 11% | 9% | 12% | 10% | 7% | 8% | 11% | 12% | 14% | 10% | 12% | 9% | 12% | 8% | 13% | 16% | 8% | 11% | 13% | 10% | 13% | 10% | 6% | 10% | 10% | 9% | 10% | 11% | | | | | |
| Cost savings for NHS staff | 115 | 67 | 48 | 9 | 21 | 25 | 18 | 21 | 10 | 11 | 104 | 9 | 79 | 36 | 2 | 30 | 4 | 55 | 60 | 10 | 22 | 22 | 2 | 3 | 8 | 34 | 34 | 21 | 110 | | | | | |
| 8% | 8% | 8% | 8% | 5% | 9% | 10% | 7% | 10% | 7% | 8% | 9% | 5% | 9% | 7% | 4% | 8% | 4% | 10% | 7% | 6% | 6% | 10% | 4% | 11% | 4% | 9% | 8% | 9% | 8% | | | | | |
| Time savings for NHS staff | 184 | 116 | 67 | 32 | 17 | 35 | 27 | 32 | 25 | 16 | 167 | 16 | 99 | 85 | 9 | 49 | 26 | 75 | 107 | 21 | 45 | 27 | 10 | 4 | 24 | 47 | 51 | 39 | 189 | | | | | |
| 13% | 13% | 14% | 12% | 19% | 7% | 14% | 11% | 15% | 16% | 11% | 14% | 8% | 11% | 16% | 15% | 14% | 28% | 14% | 13% | 12% | 12% | 17% | 13% | 11% | 12% | 12% | 18% | 18% | 14% | | | | | |
| Increased accessibility 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% | 2% | 1% | 2% | - | 3% | 3% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | - | 1% | - | 3% | 1% | 2% | 1% | 1% | 2% | - | 2% | 2% | 2% | 3% | 2% | | | | | |
| Don't know | 7 | 2 | 4 | - | 5 | 2 | - | - | - | - | 4 | 2 | 7 | - | - | - | - | - | 7 | - | 4 | 2 | - | - | - | - | 2 | 2 | 3 | | | | | |
| 1 | 1 | 1 | 1% | - | 2% | 1% | - | - | - | - | 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 (N 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_draft_v3_int/101
Proportions/Means: Columns Totals (5% risk level) - z1/a0 - z2/b0/z3/c0/z4/d0/z5/e0/z6/f0/z7/g0/z8/h0/z9/i0/z10/j0/z11/k0/z12/l0/z13/m0/z14/n0/z15/o0/z16/p0/z17/q0/z18/r0/z19/s0/z20/t0/z21/u0/z22/v0/z23/w0/z24/x0/z25/y0/z26/z0/z27/AA/z28/AB
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing



QTRADEOFFHEALTH. 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

| | | Country | | | | | England region (Net) | | | | | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | NS-SEC | | | | | | | Unweighted Total |
|---|------|-----------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|-----------|-----------------------|----------|-------|--------------|------------------------|---|----------------------------------|---|---|--|--|---------------------------|--|--|--|------------------|
| | | Total (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n) | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n) | Urban (n) | Rural (n) | 1 - Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5 - Least deprived (n) | 1 - Managerial, administrative and professional occupations (n) | 2 - Intermediate occupations (n) | 3 - Small employers and own account workers (n) | 4 - Lower supervisory and technical occupations (n) | 5 - Semi-routine and routine occupations (n) | 6 - Long-term unemployed or never worked (n) | 7 - Full-time student (n) | | | | |
| Unweighted Total | 1407 | 1155 | 65* | 73* | 44* | 301 | 215 | 679 | 48* | 168* | 165* | 158* | 157* | 151* | 213 | 141* | 168* | 1000 | 117 | 210 | 205 | 114 | 850 | 103 | 845 | 133 | 74* | 115* | 100* | 10** | 82** | 1387 | | | | |
| Reduce waiting times for treatment | 420 | 350 | 28 | 26 | 16 | 76 | 61 | 212 | 12 | 39 | 25 | 32 | 29 | 31 | 74 | 53 | 55 | 330 | 90 | 57 | 66 | 121 | 102 | 74 | 236 | 41 | 28 | 29 | 40 | 20 | 19 | 399 | | | | |
| 30% rise | 30% | 29% | 30% | 36% | 37% | 25% | 28% | 31% | 26% | 27% | 23% | 29% | 28% | 20% | 34% | 37% | 33% | 30% | 28% | 26% | 25% | 39% | 33% | 24% | 28% | 31% | 38% | 25% | 40% | 50% | 23% | 29% | | | | |
| Improvement over the current triage system (e.g. NHS 111 or GP receptionists) | 240 | 194 | 22 | 18 | 7 | 54 | 33 | 107 | 6 | 30 | 18 | 14 | 19 | 24 | 38 | 24 | 21 | 191 | 49 | 33 | 48 | 54 | 49 | 56 | 165 | 26 | 9 | 13 | 12 | 8 | 4 | 264 | | | | |
| 17% | 17% | 16% | 23% | 24% | 15% | 18% | 15% | 16% | 13% | 20% | 17% | 13% | 18% | 16% | 18% | 17% | 13% | 18% | 16% | 15% | 18% | 17% | 16% | 19% | 20% | 20% | 12% | 11% | 12% | 20% | 5% | 19% | | | | |
| More consistent triage compared to human-led triage | 141 | 122 | 11 | 4 | 4 | 25 | 23 | 74 | 3 | 13 | 8 | 13 | 10 | 23 | 14 | 16 | 20 | 112 | 29 | 24 | 37 | 28 | 22 | 31 | 75 | 12 | 8 | 9 | 23 | 1 | 10 | 148 | | | | |
| 10% | 10% | 10% | 12% | 5% | 9% | 8% | 11% | 13% | 7% | 9% | 8% | 12% | 9% | 15% | 7% | 11% | 12% | 10% | 9% | 11% | 14% | 9% | 7% | 10% | 9% | 9% | 11% | 8% | 23% | 2% | 12% | 11% | | | | |
| Cost savings for NHS staff | 115 | 98 | 10 | 5 | 2 | 26 | 24 | 49 | 5 | 9 | 12 | 11 | 12 | 19 | 15 | 7 | 7 | 84 | 32 | 20 | 20 | 23 | 23 | 29 | 79 | 9 | 6 | 12 | 4 | - | 4 | 110 | | | | |
| 8% | 8% | 9% | 10% | 7% | 3% | 8% | 11% | 7% | 11% | 6% | 13% | 11% | 12% | 12% | 7% | 5% | 4% | 8% | 10% | 9% | 9% | 7% | 9% | 9% | 9% | 7% | 7% | 10% | 4% | - | 5% | 8% | | | | |
| Time savings for NHS staff | 184 | 165 | 8 | 6 | 7 | 48 | 32 | 84 | 6 | 17 | 26 | 18 | 13 | 21 | 27 | 12 | 24 | 132 | 52 | 21 | 36 | 36 | 42 | 54 | 114 | 17 | 9 | 9 | 7 | 3 | 23 | 189 | | | | |
| 13% | 13% | 14% | 6% | 8% | 17% | 16% | 15% | 12% | 13% | 11% | 24% | 17% | 13% | 14% | 13% | 8% | 14% | 12% | 16% | 11% | 11% | 10% | 15% | 18% | 14% | 13% | 13% | 8% | 7% | 8% | 27% | 14% | | | | |
| Increased accessibility for patients (e.g. 24/7 availability, language support) | 224 | 237 | 18 | 14 | 6 | 63 | 36 | 138 | 12 | 34 | 17 | 15 | 21 | 32 | 44 | 28 | 33 | 215 | 60 | 51 | 57 | 55 | 56 | 55 | 154 | 27 | 14 | 36 | 13 | 7 | 23 | 252 | | | | |
| 20% | 20% | 20% | 18% | 19% | 14% | 21% | 17% | 20% | 25% | 23% | 16% | 14% | 20% | 21% | 20% | 20% | 20% | 20% | 19% | 23% | 22% | 17% | 18% | 18% | 18% | 20% | 19% | 32% | 13% | 19% | 28% | 18% | | | | |
| Other (please specify) | 25 | 23 | 1 | 1 | 1 | 6 | 6 | 10 | - | 6 | - | 5 | 2 | 1 | 3 | 2 | 4 | 19 | 5 | 6 | 4 | 4 | 7 | 5 | 23 | 1 | - | 1 | - | - | - | 22 | | | | |
| 2% | 2% | 1% | 1% | 1% | 2% | 2% | 3% | 2% | - | 4% | - | 4% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 2% | 2% | 3% | * | - | 1% | - | 1% | - | 2% | | | | |
| Don't know | 7 | 7 | - | - | - | 2 | - | 4 | 2 | - | - | - | - | - | 2 | - | 2 | 7 | - | 5 | 2 | - | - | - | 2 | - | - | - | 5 | - | - | 3 | | | | |
| 4 | 4 | 1% | - | - | - | 3% | - | 1% | 3% | - | - | - | - | - | 1% | - | 1% | 1% | - | 2% | 1% | - | - | - | * | - | - | 4% | - | - | * | | | | | |
| Prefer not to say | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | | | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | | | |

Fieldwork dates: 30th May - 4th June 2025
Represented type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IP 25-002388-01)
Filename: 25-002388_01WAVE_2505295_AAI_wtd_draft_v3_141114
Proportions/Mean: Columns Tested (3% risk level) - $\chi^2/N/N_1/N_2 - \chi^2/N/N_1/N_2/N_3 - \chi^2/N_1 - \chi^2/N_1/N_2/N_3 - \chi^2/N_1/N_2/N_3/N_4$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

16 Jun 2025
Table 82

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

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|---|--------------|-----------------------|-----------|---|---|----------------------------|-----------------------------|---------------------|-------------------|-----------------------------|---------------------|-----------------------------|---------------------|-----------------------------|---------------------|-----------------------------|---------------------|-----------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 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 | 82* | 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% | 35% | 28% | 28% | 33% | 18% | 27% | 35% | 24% | 31% | 38% | 25% | 38% | 25% | 37% | 26% | 37% | 25% | 33% | 31% | 32% | 29% |
| | Biko | B | | | | | | zc | | | | | zi | | zk | | zm | | o | | | |
| 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% | 15% | 18% | 17% | 19% | 33% | 18% | 16% | 21% | 18% | 16% | 21% | 13% | 20% | 16% | 17% | 18% | 19% | 16% | 16% | 20% | 19% |
| | | | | | | zde | | | | | | zi | | | | | | | | | | |
| 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% | 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% | 7% | 8% | 8% | 8% | 18% | 9% | 7% | 10% | 7% | 10% | 6% | 9% | 5% | 9% | 8% | 9% | 5% | 8% |
| | | | | | | gh | | | | | | | | | | | | | | | | |
| 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% | 13% | 13% | 12% | 15% | - | 14% | 12% | 2% | 11% | 12% | 13% | 13% | 14% | 11% | 15% | 10% | 17% | 12% | 12% | 13% | 14% |
| | c | | | | | | c | c | | f | f | | | | | | | z | | | | |
| 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% | 19% | 20% | 21% | 15% | 17% | 19% | 18% | 19% | 20% | 16% | 19% | 20% | 18% | 18% | 21% | 14% | 19% | 17% | 21% | 18% | 18% |
| | n | | | | | | | | | | | | | | | | | | | | | |
| 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% | 1% | 2% | 3% | 1% | 2% | 1% | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 3% | 1% | 2% | 3% | 1% | 2% |
| Don't know | 7 | 5 | 2 | 4 | - | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | - | 3 |
| | * B | * 1% | * 1% | * 1% | - | 6% <br/ zde | 1% | * 2% | 5% <br/ gh | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * 1% | - | * 2% |
| 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_2505295_AA1_wtd_draft_v3_IntUse
Proportions/Means: Columns Tested (5% risk level) - z/N/b - z/a/b - z/c/d/e - t/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



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

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | Trust: | | | General election 2024 vote | | | | | | | |
|---|--------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|--|---------------------------------|---------------------|--|------------------------|-------------------|---|----------------------------|------------------------|---|---------------------------|------------------------|-------------------|-------------------------------|----------------------|---------------------------|-------------------|---------------------|---------------|---------------------|--|
| | Total (1) | Agriculture, forestry and fishing (2) | Utilities or production (3) | Manufacturing (4) | Construction (5) | Wholesale and retail trade (6) | Transportation and storage (7) | Food or hospitality (8) | Information or communication (9) | Finance or insurance (10) | Real estate (11) | Professional, scientific or technical activities (12) | Administration (13) | Education (14) | Health, social care or social work (15) | Arts or recreation (16) | Other services (17) | Climate change is taking place (18) | The civil service (19) | The Government (20) | The media (21) | Conservative Party (22) | Labour Party (23) | Liberal Democrats (24) | Reform UK (25) | Green Party (26) | Other (27) | Unwtd Total (28) | |
| Unweighted Total | 1387 | 3 | 13 | 48 | 39 | 40 | 34 | 33 | 70 | 75 | 7 | 75 | 36 | 93 | 102 | 10 | 99 | 1257 | 999 | 504 | 444 | 259 | 423 | 172 | 118 | 58 | 96 | 1387 | |
| Weighted Total | 1407 | 7** | 18** | 76** | 63* | 50** | 42** | 47** | 88* | 89* | 9** | 108* | 37** | 103* | 119* | 9** | 116* | 1259 | 1040 | 489 | 417 | 108 | 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 | 23 | 399 | |
| 30% d | - | - | 34% | 30% | 10% | 38% | 36% | 36% | 27% | 40% | - | 31% | 24% | 33% | 33% | 6% | 36% | 29% | 28% | 29% | 30% | 26% | 31% | 27% | 36% | 28% | 29% | 29% | |
| Improvement over the current triage system (e.g. NHS 111 or GP receptionists) | 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% | - | - | 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% R | - | - | 37% | 16% | 5% | 15% | 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% | - | - | 2% | 3% | 15% | 4% | 5% | 11% | 9% | 11% | 33% | 5% | 6% | 12% | 6% | 11% | 10% | 9% | 8% | 8% | 9% | 7% | 9% | 9% | 11% | 14% | 6% | 8% | |
| Time savings for NHS staff | 184 | 6 | - | 9 | 9 | 3 | 5 | 5 | 12 | 7 | 3 | 13 | 4 | 13 | 12 | 5 | 8 | 173 | 138 | 72 | 60 | 33 | 59 | 21 | 7 | 13 | 12 | 189 | |
| 13% | 81% | - | - | 12% | 22% | 6% | 12% | 10% | 14% | 8% | 37% | 12% | 9% | 12% | 10% | 55% | 7% | 14% | 13% | 15% | 14% | 17% | 14% | 12% | 6% | 16% | 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% | 19% | 18% | 19% | 38% zhimp | 26% | 25% | 25% | 35% | 15% | 12% | 10% | 22% | 28% | 18% | 21% | 14% | 17% | 19% | 21% | 20% | 19% | 16% | 19% | 16% | 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% | 4% | - | 7% | - | 2% | 1% | - | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | - | 2% | 6% | 2% | |
| Don't know | 7 | - | - | 4 | - | - | 2 | - | - | - | - | - | - | - | - | - | - | 7 | 2 | - | - | - | - | 2 | - | - | - | 3 | |
| 4 | - | - | - | 6% | - | - | 6% | - | - | - | - | - | - | - | - | - | - | 1% | 4 | - | - | - | - | 1% | - | - | - | 4 | |
| Prefer not to say | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002389-01)
Filename: 25-002389_WAVE_2505295_AA1_wtd_draft_v3_intUse
Proportions/Mean: Columns Tested (5% risk level) - z/a/h/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

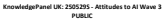


QTRADEOFFHEALTH6. You said the NHS should keep human-led triage. What is the main reason for your view?

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 | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after household / long-term sick or disabled | Student | Graduates (Degree/Master/PhD/above) | Non-graduates | Other higher Education below degree level | A-level or equivalent | GCSE / O-Level/ CSE / NVQ12/ equivalent | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | Unweighted Total | | |
| Unweighted Total | 1977 | 925 | 1110 | 73 | 117 | 210 | 312 | 488 | 501 | 256 | 1779 | 155 | 942 | 1035 | 70 | 873 | 41 | 522 | 1421 | 249 | 464 | 509 | 124 | 82 | 487 | 594 | 955 | 121 | 1977 | | |
| Weighted Total | 1545 | 770 | 1141 | 238* | 294 | 295 | 300 | 321 | 259 | 238 | 1651 | 237* | 1052 | 893 | 64* | 617 | 146* | 488 | 1421 | 228 | 582 | 495 | 60* | 67* | 454 | 552 | 594 | 121* | 1577 | | |
| 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% | 23% | 25% | 32% | 24% | 26% | 24% | 24% | 23% | 17% | 24% | 27% | 25% | 24% | 21% | 22% | 35% | 27% | 24% | 29% | 25% | 22% | 20% | 11% | 20% | 24% | 24% | 35% | 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 | 704 | | |
| | 32% | 29% | 34% | 19% | 17% | 27% | 21% | 29% | 28% | 50% | 32% | 28% | 28% | 30% | 28% | 40% | 21% | 27% | 33% | 26% | 31% | 30% | 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% | 32% | 29% | 36% | 39% | 32% | 33% | 25% | 26% | 22% | 31% | 27% | 32% | 28% | 32% | 26% | 38% | 29% | 31% | 32% | 32% | 31% | 27% | 23% | 29% | 32% | 31% | 22% | 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% | 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% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 3% | - | * | 2% | 1% | 1% | 3% | 4% | 1% | 3% | 1% | * | 1% | 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% | 6% | 2% | 3% | 4% | 3% | 2% | 2% | 5% | 5% | 4% | 2% | 3% | 4% | 3% | 4% | 5% | 4% | 3% | 1% | 4% | 2% | 7% | 7% | 3% | 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% | 2% | 3% | 2% | - | 2% | - | 3% | 2% | 3% | 2% | 1% | 1% | 3% | 2% | 2% | 2% | 4% | 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% | 3% | 1% | 3% | 1% | 2% | 5% | 2% | 1% | 2% | 2% | 1% | - | 2% | 2% | 4% | 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% | - | - | 5% | - | - | 1% | - | 1% | - | - | 3% | 1% | 1% | 1% | - | * | | |
| 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 (N Z5-002388-61)
Filename: Z5-002388_WAVE_Z505295_AAI_wtd_draft_v3_Inttsd
Proportions/Means: Columns Totals (5% risk level) - z1/z2 - z3/z4/z5/z6/z7 - z8/n - z9/m/n/o/p - z10/z11/z12/z13/z14/z15 - z16/y1/y2
Overlap formulae used. * small base



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

16 Jun 2025
Table 85

| | | Country | | | | | England region (Net) | | | | | | | | | | England region | | | | | | | Urbanity | | IMD Quintile | | | | | 1- Managerial, administrative and professional occupations | | 3- Small employers and own account workers | | NS-SEC 4- Lower supervisory and technical occupations | | 5- Semi-routine and routine occupations | | 6- Long term unemployed or never worked | | 7- Full-time student | | Unmet Total |
|--|------|-----------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|----------------|----------------|-------------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|-----------|----------------------|-------|-------|----------|-----------------------|--------------|--------|---------|---------|---------|--|---------|--|------|---|------|---|--|---|--|----------------------|--|-------------|
| | | 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 East Midlands (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- (y) | 2- (z) | 3- (aa) | 4- (ab) | 5- (ac) | 6- (ad) | 7- (ae) | | | | | | | | | | | |
| Unemployment Total | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | 1517 | | | | | | |
| Unemployment Total | 1515 | 1512 | 170 | 83* | 79* | 79* | 116 | 81 | 119 | 18 | 99 | 38 | 34 | 47 | 32 | 62 | 27 | 67 | 360 | 81 | 92 | 94 | 37 | 89 | 115 | 248 | 75 | 13 | 24 | 43 | 7 | 52 | 456 | | | | | | | | | | |
| Concerns about A's economy and safety in healthcare | 432 | 384 | 54 | 16 | 18 | 115 | 81 | 189 | 18 | 99 | 38 | 34 | 47 | 32 | 62 | 27 | 67 | 360 | 81 | 92 | 94 | 37 | 89 | 115 | 248 | 75 | 13 | 24 | 43 | 7 | 52 | 456 | | | | | | | | | | | |
| A | 24% | 24% | 32% | 19% | 22% | 23% | 24% | 23% | 22% | 27% | 24% | 24% | 29% | 20% | 25% | 18% | 26% | 25% | 22% | 21% | 22% | 23% | 22% | 31% | 25% | 27% | 16% | 20% | 20% | 11% | 36% | 22% | | | | | | | | | | | |
| I want to speak to a human in relation to healthcare matters | 64 | 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 | 304 | | | | | | | | | | | |
| | 32% | 32% | 29% | 26% | 31% | 32% | 35% | 31% | 36% | 26% | 38% | 32% | 35% | 30% | 30% | 34% | 31% | 31% | 34% | 31% | 34% | 36% | 29% | 28% | 32% | 36% | 33% | 39% | 32% | 22% | 28% | 76 | | | | | | | | | | | |
| Trust in human judgment 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% | 20% | 44% | 24% | 29% | 30% | 31% | 25% | 34% | 20% | 33% | 29% | 32% | 34% | 32% | 27% | 30% | 31% | 32% | 27% | 28% | 37% | 29% | 28% | 25% | 38% | 29% | 39% | 39% | 39% | 34% | 28% | | | | | | | | | | |
| | 66 | 61 | 3 | 1 | 2 | 15 | 11 | 35 | 1 | 10 | 4 | 3 | 8 | 3 | 7 | 17 | 53 | 14 | 24 | 14 | 8 | 9 | 10 | 31 | 8 | 4 | * | 8 | 7 | 7 | 17 | | | | | | | | | | | | |
| B | 3% | 4% | 2% | 2% | 2% | 3% | 3% | 4% | 1% | 5% | 3% | 2% | 4% | 5% | 1% | 4% | 3% | 3% | 3% | 4% | 3% | 2% | 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 | 10 | 3 | 7 | 2 | 13 | 7 | 1 | 3 | 3 | 2 | - | 33 | | | | | | | | | | |
| | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | * | 2% | * | 5% | 1% | - | 2% | 1% | 2% | 2% | 2% | 1% | 2% | * | 1% | 3% | 1% | 3% | 1% | 4% | - | - | 29 | | | | | | | | | | |
| 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 | | | | | | | | | | | |
| | 3% | 3% | 3% | 4% | 5% | 4% | 2% | 3% | 10% | 2% | 5% | 1% | 2% | 3% | 4% | 4% | 3% | 3% | 5% | 3% | 3% | 3% | 3% | 5% | 4% | 1% | 5% | 4% | 2% | 1% | 5% | 3% | | | | | | | | | | | |
| Concerns that AI has in-built biases and discrimination | 42 | 31 | 6 | 2 | 2 | 10 | 9 | 12 | 4 | 4 | 3 | 6 | 3 | 2 | 2 | 4 | 32 | 10 | 13 | 12 | 5 | 6 | 6 | 28 | 4 | 3 | 2 | 1 | 2 | 2 | 2 | 50 | | | | | | | | | | | |
| | 2% | 2% | 4% | 2% | 2% | 2% | 3% | 2% | 3% | 5% | 2% | 2% | 4% | 1% | 1% | 3% | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 2% | 3% | 1% | 3% | 2% | 1% | 3% | 2% | 1% | 3% | | | | | | | | | | |
| Other (please specify) | 46 | 36 | 6 | 1 | 2 | 10 | 2 | 14 | 1 | 6 | 3 | 1 | 1 | 8 | 9 | 2 | 5 | 28 | 8 | 3 | 15 | 14 | 8 | 5 | 33 | 6 | 1 | 1 | 3 | 2 | - | 42 | | | | | | | | | | | |
| | 2% | 2% | 3% | 1% | 1% | 3% | 2% | 1% | 3% | 1% | 3% | 2% | 1% | 1% | 5% | 2% | 2% | 2% | 2% | 1% | 4% | 4% | 2% | 1% | 3% | 2% | 1% | 1% | 2% | 2% | - | 2% | | | | | | | | | | | |
| | 5 | 9 | - | - | 1 | - | 7 | 2 | - | - | - | - | - | - | - | - | 10 | - | - | 4 | 1 | 15 | 2 | 1 | 5 | 5 | - | - | - | - | - | - | 5 | | | | | | | | | | |
| Don't know | 10 | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - | 4 | - | - | 1 | 1 | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | - | | | | | | | | | |
| | 1% | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - | 1% | - | - | 1% | - | - | - | - | 1% | 1 | - | - | - | - | - | - | - | - | - | | | | | | | | |
| Prefer not to say | 7 | 7 | - | - | - | 2 | - | 5 | - | 2 | - | - | - | - | 1 | 3 | 1 | 7 | - | 3 | 1 | 3 | - | - | 4 | - | - | - | 3 | - | - | - | - | 4 | | | | | | | | | |
| * | * | * | - | - | - | * | - | 5% | - | 1% | - | - | - | - | 1% | 2% | * | * | - | 1% | * | * | * | - | * | - | - | - | 3% | - | - | - | - | * | | | | | | | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename: Z5-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Means: Counts Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w/x - z/y/z/A/B/C/D/E
Overlap formulae used: * small base: ** very small base (under 30) ineligible for site 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

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|--------------|-----------------------|-----------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 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 |
| | 24% | 23% | 25% | 28% b | 20% | 28% | 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 |
| | 32% Aa | 25% | 34% | 25% za | 41% | 26% | 27% | 35% | 24% | 24% | 29% | 31% | 30% | 33% | 31% | 30% | 31% | 26% | 31% | 26% | 28% | 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 |
| | 30% Ba | 37% | 28% | 30% | 31% | 20% | 29% | 28% | 13% | 25% | 32% | 30% | 30% | 27% | 29% | 31% | 30% | 31% | 29% | 31% | 32% | 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 |
| | 3% B | 6% | 3% | 3% | 3% | - | 6% | 3% | 16% | 8% | 3% | 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 |
| | 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 |
| | 3% | 3% | 4% | 5% | 2% | 6% | 3% | 4% | 4% | 1% | 4% | 1% | 5% zi | 1% | 4% | 3% | 4% | 3% | 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 |
| | 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 |
| | 2% | 2% | 3% | 5% zb | 1% | 3% | 5% | 2% | 2% | 7% | 3% | 2% | 2% | 1% | 3% | 4% | 2% | 4% | 2% | 4% | 3% | 2% |
| Don't know | 10 | 5 | 5 | 2 | 1 | 2 | 2 | 5 | 2 | 2 | 3 | - | 5 | - | 5 | - | 5 | - | 5 | - | 2 | 5 |
| | 1% | 1% | * | * | * | 7% | 1% | 1% | 7% | 1% | 1% | - | 1% | - | * | - | 1% | - | * | - | 1% | * |
| Prefer not to say | 7 | 5 | 3 | 1 | - | - | 1 | 3 | - | 1 | 3 | - | 1 | - | 3 | - | 1 | 2 | 5 | 3 | - | 4 |
| | * | 1% | * | * | - | - | * | * | - | * | 1% | - | * | - | * | - | * | 1% | * | 1% | - | * |

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

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



QTR4DEOFFHEALTHB. 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

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | Trust: | | | | General election 2024 vote | | | | | | | |
|--|--------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|--|---------------------------------|---------------------|--|------------------------|-------------------|---|----------------------------|------------------------|---|---------------------------|------------------------|-------------------|-------------------------------|----------------------------|---------------------------|-------------------|---------------------|---------------|---------------------|--|--|
| | Total [1] | Agriculture, forestry and fishing [2] | Utilities or production [3] | Manufacturing [4] | Construction [5] | Wholesale and retail trade [6] | Transportation and storage [7] | Food or hospitality [8] | Information or communication [9] | Finance or insurance [10] | Real estate [11] | Professional, scientific or technical activities [12] | Administration [13] | Education [14] | Health, social care or social work [15] | Arts or recreation [16] | Other services [17] | Climate change is taking place [18] | The civil service [19] | The Government [20] | The media [21] | Conservative Party [22] | Labour Party [23] | Liberal Democrats [24] | Reform UK [25] | Green Party [26] | Other [27] | Unwtd Total [28] | | |
| Unweighted Total | 1977 | 13 | 14 | 57 | 54 | 81 | 44 | 54 | 43 | 43 | 11 | 63 | 64 | 117 | 167 | 22 | 145 | 1722 | 1250 | 598 | 489 | 349 | 528 | 183 | 198 | 107 | 174 | 1977 | | |
| Weighted Total | 1945 | 10** | 10** | 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 | | |
| 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 | | |
| s | 24% | 44% | 29% | 21% | 21% | 34% | 24% | 15% | 19% | 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 | | |
| c | 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 | 49 | 29 | 51 | 557 | | |
| u | 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% | 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% | 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 | | |
| n | 3% | 11% | - | 3% | 3% | 2% | - | 2% | 3% | 9% | - | 11% | 3% | 2% | * | 2% | 1% | 4% | 3% | 3% | 4% | 3% | 4% | 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% | 3% | 6% | - | 4% | 2% | 4% | 2% | - | - | 2% | 2% | 1% | 2% | 3% | 3% | 2% | 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% | 6% | 2% | 3% | 6% | 2% | 2% | 2% | 2% | 4% | 1% | 1% | 3% | 2% | 2% | 3% | 3% | 2% | | |
| Don't know | 10 | - | - | - | 2 | - | - | 1 | - | - | - | - | - | 2 | - | - | - | 5 | 4 | - | 3 | - | - | - | - | - | - | 5 | | |
| 1% | - | - | - | 4% | - | - | - | 1% | - | - | - | - | - | 2% | - | - | - | * | * | - | 1% | - | - | - | - | - | - | * | | |
| Prefer not to say | 7 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | 5 | 6 | - | 1 | - | 3 | - | - | - | - | 4 | | |
| * | - | - | - | - | - | - | - | 2% | - | - | - | - | - | - | - | 3% | - | * | * | - | * | - | 1% | - | - | - | - | * | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-002388-01)
Filename: 25-002388_MWAVE_2505295_AA1_wtd_draft_v3_InLine
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



KnowledgePanel UK: 2502295 - Attitudes to AI Wave 3
PUBLIC

QEDU: 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

16 Jun 2025
Table 88

Base: All UK adults, age 16+

| | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | | Education | | | | | | | | Annual household income | | | | |
|--|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|---------------------------------------|--|----------------|--------------------|-------------------|---|----------------|---|----------------------|--|---------------------------------|--|--|------------------------------------|----------------------|---------------------------------|---------------------------------|------------------------------|---------------------|-----|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after house/children / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/ PhD/above) (n) | Non-graduates (n) | Other higher Education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level/ CSE / NVQ12/ equivalent (n) | Another type of qualification (vocational/profe- sional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £99,999 (n) | £100,000 and above (n) | Unweighted Total | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 901 | 867 | 463 | 3343 | 309 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | |
| Very comfortable | 183 | 82 | 97 | 21 | 49 | 29 | 36 | 25 | 13 | 10 | 140 | 38 | 113 | 70 | 20 | 34 | 15 | 71 | 110 | 21 | 57 | 26 | 2 | 4 | 34 | 36 | 46 | 28 | 164 | |
| | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 3% | 2% | 4% | 8% | 5% | 4% | 12% | 3% | 6% | 6% | 4% | 5% | 6% | 3% | 1% | 3% | 5% | 4% | 5% | 7% | 7% | 4% |
| Fairly comfortable | 992 | 442 | 479 | 63 | 156 | 165 | 175 | 150 | 119 | 104 | 798 | 111 | 553 | 378 | 42 | 283 | 36 | 338 | 584 | 111 | 226 | 167 | 60 | 20 | 147 | 249 | 244 | 135 | 985 | |
| | 25% | 25% | 25% | 14% | 20% | 22% | 20% | 25% | 20% | 20% | 23% | 23% | 26% | 24% | 24% | 20% | 14% | 30% | 23% | 25% | 22% | 21% | 30% | 17% | 21% | 25% | 20% | 14% | 20% | 25% |
| Neither comfortable nor uncomfortable | 875 | 442 | 428 | 97 | 126 | 136 | 143 | 161 | 118 | 95 | 737 | 122 | 526 | 350 | 23 | 253 | 59 | 226 | 636 | 117 | 240 | 218 | 29 | 32 | 186 | 249 | 213 | 60 | 919 | |
| | 23% | 25% | 22% | 22% | 21% | 22% | 24% | 27% | 26% | 23% | 23% | 25% | 25% | 22% | 13% | 24% | 23% | 20% | 25% | 27% | 24% | 27% | 16% | 28% | 27% | 25% | 23% | 15% | 25% | 23% |
| Fairly uncomfortable | 811 | 349 | 452 | 93 | 91 | 117 | 131 | 131 | 108 | 121 | 721 | 71 | 446 | 365 | 26 | 263 | 62 | 237 | 567 | 87 | 208 | 202 | 49 | 20 | 146 | 250 | 165 | 88 | 827 | |
| | 21% | 20% | 24% | 21% | 15% | 21% | 23% | 22% | 24% | 29% | 23% | 15% | 21% | 23% | 15% | 25% | 24% | 21% | 22% | 20% | 20% | 23% | 28% | 18% | 21% | 25% | 19% | 22% | 22% | 22% |
| Very uncomfortable | 742 | 362 | 356 | 159 | 142 | 112 | 93 | 101 | 70 | 66 | 605 | 118 | 408 | 334 | 48 | 175 | 85 | 215 | 509 | 85 | 227 | 149 | 26 | 21 | 137 | 175 | 172 | 74 | 644 | |
| | 20% | 21% | 18% | 35% | 23% | 18% | 16% | 17% | 16% | 16% | 19% | 24% | 19% | 21% | 28% | 16% | 33% | 19% | 20% | 20% | 22% | 18% | 15% | 18% | 17% | 20% | 17% | 20% | 19% | 17% |
| Don't know | 171 | 66 | 104 | 16 | 17 | 28 | 18 | 30 | 22 | 21 | 135 | 29 | 96 | 76 | 9 | 61 | - | 23 | 136 | 15 | 54 | 42 | 7 | 17 | 36 | 44 | 19 | 8 | 178 | |
| | 5% | 4% | 5% | 4% | 6% | 5% | 3% | 5% | 5% | 5% | 4% | 6% | 4% | 5% | 5% | 6% | - | 2% | 5% | 3% | 5% | 5% | 4% | 15% | 5% | 4% | 2% | 2% | 5% | 5% |
| Prefer not to say | 13 | 5 | 7 | - | 7 | 1 | 3 | - | 1 | 1 | 8 | 4 | 3 | 11 | 3 | 1 | 3 | 1 | 10 | - | 6 | 3 | - | 1 | 3 | 4 | 1 | - | 10 | 10 |
| | * | * | * | - | 1% | * | 1% | * | * | * | * | 1% | * | 1% | 2% | * | 1% | * | * | * | 1% | * | - | 1% | * | * | * | * | * | * |
| Comfortable | 1114 | 524 | 576 | 84 | 205 | 195 | 210 | 175 | 132 | 114 | 938 | 149 | 666 | 448 | 62 | 317 | 51 | 408 | 694 | 131 | 283 | 193 | 62 | 24 | 180 | 285 | 290 | 164 | 1149 | |
| | 30% | 30% | 30% | 19% | 34% | 32% | 35% | 29% | 29% | 27% | 30% | 30% | 31% | 28% | 36% | 30% | 20% | 37% | 27% | 30% | 28% | 24% | 36% | 21% | 26% | 28% | 34% | 41% | 31% | 31% |
| Uncomfortable | 1553 | 711 | 808 | 252 | 233 | 249 | 224 | 231 | 178 | 187 | 1326 | 189 | 854 | 699 | 74 | 437 | 147 | 452 | 1076 | 172 | 435 | 352 | 75 | 42 | 284 | 425 | 338 | 163 | 1471 | |
| | 42% | 41% | 42% | 56% | 38% | 41% | 37% | 39% | 39% | 40% | 42% | 38% | 40% | 44% | 43% | 41% | 56% | 41% | 42% | 40% | 43% | 44% | 43% | 36% | 41% | 42% | 39% | 41% | 39% | 39% |
| NET: Comfort | -12% | -11% | -12% | -38% | -3% | -9% | -2% | -9% | -10% | -17% | -12% | -8% | -9% | -16% | -7% | -11% | -37% | -4% | -15% | -9% | -15% | -20% | -7% | -16% | -15% | -14% | -6% | * | -9% | -9% |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2502295_AA1_wld_draft_v3_intl.txt
Proportions/Means: Columns Tested (5% risk level): z1/z2 z3/z4/z5/z6/z7 z8/z9 z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100
Overlap formulae used: * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

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

Base: All UK adults, age 16+

14 Jun 2025
Table 89

| | Country | | | | | England region (Net) | | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | NS-SEC | | | | | | | Unweighted Total |
|---------------------------------------|-------------------|-------------------|-----------------|--------------|-------------------------|----------------------|-----------------|----------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--------------|--------------|--------------------------|------------|------------|------------|---------------------------|---|--|---|---|---|---|---------------------------------|------------------|
| | Total (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n) | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n) | Urban (n) | Rural (n) | 1 - Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5 - Least deprived (n) | 1 - Managerial, administrative and professional occupations (n) | 2 - Intermediate occupations (n) | 3 - Small employers and own account workers (n) | 4 - Lower supervisory and technical occupations (n) | 5 - Semi-routine and routine occupations (n) | 6 - Long-term unemployed or newly worked (n) | 7 - Full-time student (n) | |
| Unweighted Total | 3227 | 3111 | 306 | 176 | 115 | 857 | 598 | 1056 | 149 | 410 | 288 | 230 | 128 | 302 | 508 | 323 | 475 | 2049 | 778 | 149 | 758 | 540 | 751 | 730 | 1599 | 453 | 213 | 273 | 80 | 122* | 160* | 3227 |
| Very comfortable | 183 5% n= | 160 5% n= | 30 3% | 7 4% | 6 5% | 51 6% | 33 5% | 76 5% | 8 5% | 36 9% | 7 2% | 15 5% | 18 5% | 22 6% | 21 4% | 13 4% | 20 4% | 146 5% | 36 5% | 40 5% | 51 7% | 39 5% | 31 4% | 21 3% | 117 6% | 16 4% | 2 2% | 4 3% | 8 5% | 17 6% | 7 5% | 184 4% |
| Fairly comfortable | 982 29% n= | 775 25% n= | 68 22% | 53 30% | 36 36% | 212 25% | 148 25% | 434 25% | 33 22% | 93 23% | 86 29% | 74 27% | 75 23% | 93 27% | 121 24% | 76 23% | 125 26% | 734 25% | 198 25% | 154 21% | 201 27% | 200 25% | 189 25% | 188 26% | 607 30% | 104 23% | 52 17% | 45 15% | 54 15% | 22 18% | 35 14% | 985 26% |
| Neither comfortable nor uncomfortable | 875 26% n= | 726 23% n= | 76 25% | 38 22% | 35 26% | 186 22% | 121 20% | 419 25% | 32 21% | 91 22% | 63 21% | 52 19% | 69 21% | 91 26% | 144 28% | 79 24% | 105 22% | 694 24% | 182 23% | 173 23% | 171 23% | 174 24% | 182 24% | 176 24% | 431 22% | 117 26% | 49 23% | 94 35% | 93 26% | 27 23% | 48 19% | 875 25% |
| Fairly uncomfortable | 811 24% n= | 671 22% n= | 76 25% | 37 21% | 27 20% | 171 20% | 140 23% | 361 22% | 24 16% | 87 21% | 60 20% | 65 24% | 75 23% | 76 22% | 107 21% | 81 25% | 97 20% | 598 20% | 213 27% | 141 19% | 153 20% | 146 20% | 186 24% | 186 25% | 423 21% | 106 24% | 48 23% | 60 22% | 85 24% | 14 12% | 64 26% | 827 22% |
| Very uncomfortable | 742 22% n= | 628 20% n= | 60 20% | 30 17% | 24 17% | 192 22% | 122 20% | 313 19% | 41 28% | 81 20% | 70 23% | 53 23% | 69 21% | 54 15% | 96 17% | 54 19% | 109 17% | 620 23% | 122 21% | 185 25% | 140 19% | 144 19% | 137 18% | 137 19% | 353 18% | 86 19% | 41 19% | 46 17% | 85 24% | 33 17% | 88 25% | 742 17% |
| Don't know | 171 5% n= | 140 5% n= | 14 5% | 10 6% | 7 6% | 46 5% | 27 5% | 67 4% | 11 7% | 22 5% | 13 4% | 8 4% | 19 4% | 14 4% | 17 4% | 14 4% | 17 4% | 144 5% | 27 3% | 11 3% | 35 5% | 37 5% | 26 4% | 21 3% | 65 3% | 21 5% | 10 19% | 26 7% | 13 12% | 13 5% | 171 5% | |
| Prefer not to say | 13 0% n= | 11 0% n= | 2 1% | - - | - - | - - | 6 1% | 5 0% | - - | - - | - - | 4 1% | 3 1% | - 0% | 1 0% | 3 1% | 1 0% | 13 0% | - 0% | 6 0% | 7 1% | 1 0% | - - | - - | 2 0% | 1 0% | 3 0% | - - | 3 0% | - - | 10 0% | 13 0% |
| Comfortable | 1114 34% n= | 935 30% n= | 77 25% | 60 34% | 42 31% | 263 31% | 181 30% | 491 30% | 41 27% | 129 32% | 92 31% | 88 33% | 93 28% | 115 33% | 142 28% | 89 28% | 145 30% | 880 30% | 234 30% | 194 26% | 253 33% | 239 32% | 220 29% | 209 29% | 724 36% | 120 27% | 56 26% | 53 19% | 71 20% | 29 24% | 48 19% | 1149 31% |
| Uncomfortable | 1553 47% n= | 1299 42% n= | 136 44% | 67 38% | 51 37% | 363 42% | 262 44% | 674 41% | 65 44% | 168 41% | 130 43% | 118 44% | 144 44% | 130 37% | 203 40% | 135 42% | 206 43% | 1218 42% | 355 43% | 325 43% | 293 39% | 290 39% | 323 43% | 322 44% | 776 39% | 193 43% | 89 40% | 105 39% | 169 47% | 47 39% | 153 61% | 1553 39% |
| NET: Comfort | -12% | -12% | -19% | -4% | -6% | -12% | -14% | -11% | -17% | -9% | -12% | -11% | -16% | -4% | -12% | -14% | -13% | -11% | -13% | -17% | -9% | -7% | -14% | -16% | -3% | -16% | -11% | -19% | -27% | -15% | -42% | -9% |

Fieldwork dates: 30th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-052388-01)
Filename: 25-052388_WAVE_2505295_AAI_wtd_draft_v3_1stUse
Proportions/Means: Columns Totals (5% risk level) - $\frac{1}{n} \sum \frac{y_i}{n_i} \cdot \frac{1}{n_i} \sum \frac{y_i}{n_i} \cdot \frac{1}{n_i} \sum \frac{y_i}{n_i} \cdot \frac{1}{n_i} \sum \frac{y_i}{n_i} \cdot \frac{1}{n_i} \sum \frac{y_i}{n_i} \cdot \frac{1}{n_i} \sum \frac{y_i}{n_i} \cdot \frac{1}{n_i} \sum \frac{y_i}{n_i}$
Overlap formulae used: * small base



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

Base: All UK adults, age 16+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|----------------------------|-----------------------|-------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123* | 695 | 1738 | 128* | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very comfortable | 183 5% beinp | 60 6% | 123 5% | 125 10% | 4 1% | 21 17% | 104 15% | 34 2% | 24 19% | 65 13% | 21 2% | 115 15% | 23 2% | 106 17% | 20 1% | 128 15% | 9 1% | 126 15% | 15 1% | 90 8% | 26 4% | 164 4% |
| Fairly comfortable | 932 25% beinp | 248 25% | 680 25% | 320 25% | 64 15% | 47 38% | 221 32% | 360 21% | 47 37% | 178 36% | 179 19% | 299 39% | 208 14% | 248 41% | 263 16% | 334 39% | 157 13% | 337 39% | 197 14% | 351 31% | 182 25% | 985 26% |
| Neither comfortable nor uncomfortable | 875 23% acdiklm | 224 23% | 651 24% | 249 19% | 116 27% | 12 10% | 112 16% | 447 26% | 17 14% | 91 18% | 257 27% | 120 16% | 326 22% | 107 18% | 345 20% | 144 17% | 231 20% | 140 16% | 304 22% | 234 21% | 202 28% | 919 25% |
| Fairly uncomfortable | 811 22% aikmo | 197 20% | 612 22% | 239 19% | 100 24% | 20 16% | 130 19% | 399 23% | 26 20% | 90 18% | 211 22% | 124 16% | 382 26% | 77 13% | 483 29% | 150 17% | 344 29% | 140 16% | 400 28% | 214 19% | 163 22% | 827 22% |
| Very uncomfortable | 742 20% ikmo | 214 22% | 523 19% | 332 26% | 89 21% | 22 18% | 114 16% | 398 23% | 14 11% | 65 13% | 228 24% | 90 12% | 466 32% | 61 10% | 517 31% | 93 11% | 380 32% | 97 11% | 447 32% | 215 19% | 130 18% | 644 17% |
| Don't know | 171 5% adiklmo pq | 44 4% | 125 5% | 13 1% | 49 12% | 1 1% | 14 2% | 98 6% | - 2% | 8 6% | 56 6% | 14 2% | 54 4% | 9 2% | 59 4% | 11 1% | 49 4% | 16 2% | 48 3% | 23 2% | 25 3% | 178 5% |
| Prefer not to say | 13 * ep | 6 1% | 7 * | - - | 2 * | - - | - - | 2 * | - - | - - | 1 * | - - | 4 * | - - | 3 * | - - | 1 * | - - | 1 * | - - | - - | 10 * |
| Comfortable | 1114 30% beinp | 308 31% | 803 30% | 445 35% | 68 16% | 68 55% | 325 47% | 394 23% | 71 56% | 244 49% | 201 21% | 414 54% | 232 16% | 355 58% | 283 17% | 462 54% | 166 14% | 464 54% | 213 15% | 441 39% | 208 29% | 1149 31% |
| Uncomfortable | 1553 42% dikmo | 411 41% | 1135 42% | 571 45% | 189 45% | 42 34% | 244 35% | 797 23% | 39 31% | 156 31% | 439 25% | 214 28% | 848 58% | 138 23% | 999 42% | 243 28% | 724 62% | 237 28% | 847 60% | 429 38% | 293 40% | 1471 39% |
| NET: Comfort | | -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 (IN 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 - l/g/h - z/l/j - z/m/n - z/o/p - z/q/r

Overlap formulae used. * small base



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

Base: All UK adults, age 16+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | Climate change is taking place | Trust: | | | General election 2024 vote | | | | | | | Unwtd Total |
|---------------------------------------|-------------|--|-------------------------|---------------|--------------|----------------------------|----------------------------|---------------------|------------------------------|----------------------|-------------|--|----------------|------------|------------------------------------|--------------------|----------------|-------------------|--------------------------------|----------------|------------|--------------------|----------------------------|-------------------|------------|-------------|------------|-------------|--|-------------|
| | | Agriculture, forestry and fishing | Utilities or production | Manufacturing | Construction | Wholesale and retail trade | Transportation and storage | Food or hospitality | Information or communication | Finance or insurance | Real estate | Professional, scientific or technical activities | Administration | Education | Health, social care or social work | Arts or recreation | Other services | The civil service | | The Government | The media | Conservative Party | Labour Party | Liberal Democrats | Reform UK | Green Party | Other | | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | |
| Weighted Total | 3727 | 21** | 37** | 157** | 121** | 169** | 101** | 112** | 156** | 155** | 30** | 201** | 126** | 263 | 316 | 37** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | | |
| Very comfortable | 183 5% | - | 3 9% | 9 6% | 3 3% | 8 5% | 5 5% | 6 5% | 12 8% | 6 4% | - | 13 6% | 8 6% | 22 8% | 17 5% | 2 6% | 14 4% | 147 5% | 110 4% | 53 5% | 43 5% | 14 3% | 59 6% | 17 5% | 22 6% | 10 4% | 10 4% | 164 4% | | |
| Fairly comfortable | 932 25% | 5 26% | 17 46% | 33 21% | 36 30% | 33 19% | 21 21% | 28 21% | 50 32% | 52 33% | 5 16% | 59 29% | 28 22% | 59 23% | 83 26% | 12 32% | 75 23% | 830 26% | 671 27% | 300 28% | 284 31% | 124 25% | 298 29% | 95 26% | 65 19% | 62 26% | 65 26% | 985 26% | | |
| Neither comfortable nor uncomfortable | 875 23% | 4 18% | 4 10% | 44 28% | 24 20% | 40 24% | 25 25% | 42 32% | 37 24% | 43 28% | 4 14% | 48 24% | 26 21% | 59 22% | 80 25% | 5 14% | 80 24% | 764 24% | 586 24% | 282 26% | 217 24% | 133 27% | 199 19% | 75 20% | 76 23% | 50 21% | 63 25% | 919 25% | | |
| Fairly uncomfortable | 811 22% | 4 19% | 5 14% | 26 17% | 27 22% | 17 22% | 28 28% | 24 18% | 25 16% | 30 19% | 15 51% | 36 18% | 33 26% | 48 18% | 62 20% | 5 13% | 76 23% | 719 22% | 519 21% | 250 23% | 188 20% | 129 28% | 218 21% | 86 23% | 76 23% | 62 26% | 54 22% | 827 22% | | |
| Very uncomfortable | 742 20% | 8 37% | 7 19% | 40 26% | 20 20% | 42 25% | 18 18% | 22 16% | 23 15% | 22 14% | 1 2% | 42 21% | 26 21% | 68 26% | 59 19% | 12 33% | 69 21% | 645 20% | 470 19% | 163 15% | 149 16% | 70 14% | 234 23% | 81 22% | 75 22% | 45 19% | 50 20% | 644 17% | | |
| Don't know | 171 5% | - | 1 2% | 4 3% | 6 5% | 9 5% | 2 2% | 11 8% | 9 6% | 2 1% | 5 17% | 3 1% | 5 4% | 7 3% | 14 4% | 1 3% | 17 5% | 135 4% | 85 3% | 33 3% | 32 4% | 19 4% | 30 3% | 14 4% | 19 6% | 7 3% | 8 3% | 178 5% | | |
| Prefer not to say | 13 * | - | - | - | - | - | - | - | - | - | - | - | - | 1 * | 2 3% | - | - | 8 * | 6 * | 5 * | 8 1% | 1 * | - | 1 * | 3 1% | - | - | 10 * | | |
| Comfortable | 1114 30% | 5 26% | 20 55% | 42 27% | 39 32% | 41 24% | 26 26% | 34 26% | 62 40% | 58 37% | 5 16% | 71 36% | 35 28% | 81 31% | 100 32% | 14 38% | 89 27% | 977 30% | 781 32% | 353 32% | 326 35% | 138 28% | 358 34% | 112 30% | 87 26% | 72 31% | 75 30% | 1149 31% | | |
| Uncomfortable | 1553 42% | 11 56% | 12 33% | 66 42% | 52 42% | 52 47% | 47 46% | 45 34% | 48 31% | 52 34% | 16 53% | 78 39% | 59 47% | 116 44% | 121 38% | 17 46% | 145 44% | 1364 42% | 989 40% | 413 38% | 317 37% | 199 41% | 389 44% | 167 45% | 152 45% | 107 45% | 104 42% | 1471 39% | | |
| NET: Comfort | | -29% | 22% | -15% | -10% | -23% | -20% | -8% | 9% | 8% | -37% | -3% | -19% | -13% | -7% | -8% | -17% | -12% | -9% | -6% | -1% | -12% | -9% | -15% | -19% | -15% | -12% | -9% | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AA1_wtd_draft_v3_Intbo
Proportion/Mean: Columns Tested (5% risk level) - i/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - s/a - t/h/t - u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

16 Jun 2025

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+

Table 92

| | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | | Education | | | | | | | | Annual household income | | | | Unweighted Total | |
|---------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--|--|----------------|-----------------|----------------|--|-------------|---|-------------------|---|---------------------------|--|---|------------------------------|-------------------|---------------------------|---------------------------|------------------------|------|------------------|---|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after household / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other higher Education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level / CSE / NVQ12/ equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £59,999 (n) | £100,000 and above (n) | | | |
| Unweighted Total | 3727 | 1796 | 1931 | 127 | 276 | 434 | 619 | 903 | 867 | 463 | 3343 | 399 | 1808 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | | |
| Weighted Total | 3727 | 1748 | 1979 | 447 | 608 | 699 | 599 | 595 | 451 | 417 | 3144 | 492 | 2144 | 1583 | 171* | 1070 | 260* | 1110 | 2551 | 435 | 1018 | 807 | 174 | 116* | 689 | 1007 | 861 | 394 | 3727 | | |
| Very comfortable | 216 | 99 | 117 | 24 | 52 | 32 | 42 | 29 | 22 | 15 | 166 | 46 | 129 | 86 | 22 | 46 | 18 | 84 | 128 | 21 | 62 | 32 | 7 | 5 | 39 | 41 | 65 | 32 | 206 | | |
| | 6% | 6% | 6% | 5% | 8% | 5% | 7% | 5% | 5% | 4% | 5% | 9% | 6% | 5% | 13% | 4% | 7% | 8% | 5% | 5% | 6% | 4% | 4% | 4% | 6% | 4% | 8% | 8% | 9% | 6% | |
| Fairly comfortable | 1150 | 546 | 604 | 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% | 33% | 33% | 31% | 34% | 31% | 30% | 31% | 30% | 33% | 24% | 33% | 38% | 28% | 32% | 28% | 20% | 40% | 18% | 25% | 32% | 30% | 39% | 33% | 32% | |
| Neither comfortable nor uncomfortable | 967 | 483 | 484 | 117 | 157 | 154 | 148 | 165 | 137 | 108 | 841 | 120 | 563 | 424 | 34 | 295 | 77 | 259 | 709 | 127 | 286 | 237 | 33 | 27 | 198 | 267 | 217 | 87 | 1013 | | |
| | 26% | 28% | 25% | 26% | 26% | 25% | 25% | 28% | 30% | 26% | 27% | 24% | 26% | 27% | 20% | 28% | 30% | 23% | 28% | 29% | 28% | 29% | 19% | 24% | 29% | 27% | 25% | 22% | 27% | 27% | |
| Fairly uncomfortable | 683 | 310 | 373 | 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% | 13% | 19% | 18% | 15% | 18% | 19% | 17% | 19% | 18% | 19% | 21% | 20% | 21% | 18% | 22% | 17% | 16% | 18% | 18% | |
| Very uncomfortable | 506 | 238 | 268 | 102 | 87 | 83 | 66 | 72 | 45 | 52 | 411 | 82 | 276 | 230 | 35 | 129 | 48 | 142 | 350 | 58 | 141 | 112 | 24 | 15 | 111 | 114 | 97 | 46 | 440 | | |
| | 14% | 14% | 13% | 23% | 14% | 14% | 11% | 12% | 10% | 12% | 13% | 17% | 13% | 15% | 20% | 12% | 18% | 13% | 14% | 13% | 14% | 14% | 6% | 13% | 14% | 11% | 11% | 12% | 12% | 12% | |
| Don't know | 175 | 69 | 105 | 16 | 41 | 30 | 18 | 30 | 21 | 19 | 140 | 29 | 98 | 77 | 9 | 58 | 3 | 24 | 138 | 13 | 56 | 42 | 6 | 22 | 39 | 44 | 20 | 10 | 177 | | |
| | 5% | 4% | 5% | 5% | 7% | 5% | 3% | 5% | 5% | 5% | 4% | 6% | 5% | 5% | 5% | 1% | 2% | 1% | 5% | 3% | 5% | 5% | 3% | 18% | 6% | 4% | 2% | 2% | 5% | 5% | |
| Prefer not to say | 10 | 4 | 6 | - | 4 | 1 | 3 | - | 1 | 1 | 5 | 3 | 2 | 8 | 3 | 1 | - | 1 | 7 | - | 3 | 3 | - | 1 | 3 | 1 | 1 | - | 9 | 9 | |
| | * | * | * | - | 1% | * | 1% | * | * | * | * | 1% | * | * | 2% | * | - | * | * | - | * | * | - | 1% | * | * | * | * | * | * | * |
| Comfortable | 1360 | 644 | 709 | 119 | 227 | 222 | 254 | 223 | 163 | 157 | 1143 | 152 | 801 | 564 | 65 | 398 | 81 | 500 | 853 | 159 | 344 | 245 | 77 | 27 | 218 | 361 | 378 | 188 | 1411 | | |
| | 37% | 37% | 37% | 27% | 37% | 36% | 42% | 37% | 36% | 38% | 36% | 39% | 37% | 36% | 38% | 37% | 31% | 45% | 33% | 37% | 34% | 44% | 23% | 21% | 31% | 36% | 44% | 48% | 38% | 38% | |
| Uncomfortable | 1189 | 548 | 641 | 196 | 179 | 202 | 174 | 176 | 129 | 132 | 1015 | 148 | 680 | 510 | 61 | 318 | 98 | 336 | 844 | 136 | 330 | 280 | 39 | 39 | 233 | 334 | 245 | 110 | 1117 | | |
| | 32% | 31% | 32% | 44% | 29% | 33% | 29% | 30% | 29% | 32% | 32% | 30% | 32% | 32% | 36% | 30% | 38% | 29% | 33% | 31% | 32% | 30% | 34% | 34% | 34% | 33% | 33% | 28% | 28% | 30% | |
| NET Comfort | 9% | 6% | 5% | 17% | 8% | 3% | 13% | 8% | 7% | 6% | 4% | 9% | 6% | 3% | 2% | 7% | 4% | 16% | * | 5% | 1% | 4% | 10% | -11% | -3% | 3% | 16% | 20% | 8% | 8% | |

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N 25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wld_draft_v3_IntUse

Proportions/Mean: Columns Tested 0% risk level: -s/a/b- -s/c/d/a/b/c/h/h- -s/h- -s/h/m/h/d/a- -s/a/h/r/h/h/u/w- -s/h/v/a/b

Overlap formulae used: * small base



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

Base: All UK adults, age 16+

| | | Country | | | | | England region (Net) | | | | | England region | | | | | Urbanity | | IMD Quintile | | | | | NS-SEC | | | | | | | Unweighted Total | | |
|--|-------------|--------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--------------|--------------|--------------------------|------------|------------|------------|---------------------------|--|---------------------------------------|--|---|---|------------------|---|---------------------------------|
| | | Total (n) | England (a) | Scotland (b) | Wales (c) | Northern Ireland (d) | North (e) | Midlands (f) | South (g) | North East (h) | North West (i) | Yorkshire and The Humber (j) | East Midlands (k) | West Midlands (l) | East of England (m) | South East (n) | South West (o) | London (p) | Urban (q) | Rural (r) | 1 - Most deprived (s) | 2 (t) | 3 (u) | 4 (v) | 5 - Least deprived (w) | 1- Managerial, administrative and professional occupations (x) | 2- Intermediate occupations (y) | 3- Small employers and own account workers (z) | 4- Lower supervisory and technical occupations (aa) | 5- Semi-routine and routine occupations (ab) | | 6- Long-term unemployed or newly worked (ac) | 7- Full-time student (ad) |
| Unweighted Total | 3227 | 3111 | 306 | 176 | 135 | 857 | 598 | 1656 | 140 | 410 | 288 | 230 | 128 | 350 | 508 | 323 | 475 | 2049 | 778 | 149 | 758 | 140 | 751 | 730 | 1599 | 453 | 213 | 273 | 360 | 122* | 160* | 3727 | |
| Very comfortable | 216 6% | 189 6% | 9 3% | 10 6% | 8 6% | 58 7% | 36 6% | 94 6% | 11 8% | 31 8% | 15 5% | 17 6% | 20 6% | 25 7% | 25 5% | 18 6% | 27 6% | 165 6% | 50 6% | 43 6% | 53 7% | 46 6% | 44 6% | 29 4% | 141 7% | 21 5% | 7 3% | 7 3% | 15 4% | 7 6% | 17 7% | 206 6% | |
| Fairly comfortable | 1150 35% | 969 31% | 88 29% | 58 33% | 35 26% | 270 32% | 175 29% | 524 32% | 35 23% | 131 32% | 104 33% | 89 26% | 85 26% | 104 30% | 164 32% | 106 33% | 150 32% | 921 32% | 228 29% | 194 26% | 230 30% | 252 34% | 228 30% | 246 34% | 720 36% | 129 29% | 72 29% | 59 24% | 68 19% | 27 23% | 64 26% | 1205 32% | |
| Neither comfortable nor uncomfortable | 987 30% | 816 26% | 85 28% | 45 26% | 41 31% | 201 23% | 140 25% | 466 28% | 37 25% | 98 24% | 66 22% | 68 23% | 81 25% | 97 27% | 139 28% | 94 29% | 136 29% | 739 25% | 248 32% | 180 24% | 209 28% | 172 23% | 223 30% | 203 28% | 490 25% | 130 29% | 55 26% | 95 35% | 110 31% | 29 23% | 68 27% | 1013 27% | |
| Fairly uncomfortable | 683 21% | 564 18% | 63 21% | 29 17% | 26 19% | 153 18% | 119 20% | 293 18% | 26 17% | 67 16% | 60 20% | 49 18% | 49 21% | 70 20% | 93 18% | 46 14% | 85 18% | 544 18% | 140 18% | 150 20% | 117 15% | 128 17% | 135 18% | 152 21% | 346 17% | 86 19% | 31 14% | 11 22% | 60 25% | 89 11% | 14 20% | 49 18% | 677 20% |
| Very uncomfortable | 506 16% | 420 14% | 47 15% | 23 13% | 16 12% | 130 15% | 84 14% | 206 12% | 27 18% | 62 15% | 41 14% | 35 13% | 49 15% | 41 12% | 68 13% | 39 12% | 58 12% | 420 14% | 86 11% | 126 17% | 104 14% | 105 14% | 97 13% | 74 10% | 238 12% | 62 14% | 30 14% | 30 11% | 53 15% | 26 22% | 50 20% | 440 12% | |
| Don't know | 176 5% | 145 5% | 13 4% | 9 5% | 9 6% | 45 5% | 31 5% | 68 4% | 11 8% | 21 5% | 12 4% | 11 4% | 11 4% | 20 4% | 14 4% | 14 4% | 19 4% | 148 5% | 26 3% | 51 7% | 40 5% | 36 5% | 22 3% | 26 4% | 61 3% | 23 5% | 14 9% | 22 8% | 24 7% | 10 13% | - 0% | 177 5% | |
| Prefer not to say | 10 * | 8 * | 2 1% | - - | - - | - - | 3 1% | 5 * | - - | - - | 1 * | 3 1% | - * | 2 * | 2 * | 2 1% | 1 * | 10 * | - * | 5 * | 4 1% | 1 * | - - | - - | 2 * | 1 * | - - | - - | - - | 3 2% | - - | 9 * | |
| Comfortable | 1365 37% | 1158 37% | 96 31% | 68 39% | 43 32% | 328 38% | 211 35% | 619 37% | 46 31% | 162 40% | 120 40% | 106 39% | 105 32% | 129 37% | 189 37% | 123 38% | 177 37% | 1086 37% | 279 36% | 237 32% | 283 37% | 208 40% | 272 36% | 275 38% | 861 43% | 150 33% | 79 37% | 66 24% | 83 23% | 35 29% | 81 33% | 1411 38% | |
| Uncomfortable | 1189 32% | 984 32% | 110 36% | 53 30% | 42 31% | 282 33% | 203 34% | 499 30% | 53 36% | 129 31% | 101 34% | 84 31% | 119 30% | 110 31% | 161 32% | 85 26% | 143 30% | 964 33% | 225 29% | 276 37% | 221 29% | 233 31% | 233 31% | 226 31% | 584 29% | 148 33% | 60 28% | 90 33% | 142 39% | 40 33% | 300 40% | 1119 30% | |
| NET: Comfort | 3 1% | 0% | -3% | 3% | + | 3% | 1% | 7% | -3% | 8% | 6% | 8% | -4% | 5% | 6% | 12% | 7% | 4% | 7% | -3% | 8% | 9% | 9% | 7% | 14% | + | 3% | -9% | -16% | -4% | -8% | 8% | |

Fieldwork dates: 10th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-052386-01)
Filename: 25-052386_WAVE_2505295_AAI_wtd_draft_v3.tsf
Proportions/Means: Columns Totals (5% risk level) - $\sqrt{n}/N/\sqrt{h} - \sqrt{h}/N/\sqrt{m}/n/\sqrt{h} - \sqrt{h}/n - \sqrt{h}/h/\sqrt{w} - \sqrt{h}/h/\sqrt{w}/C/D/E$
Overlap formulae used: * small base



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

Base: All UK adults, age 16+

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

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse

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

Overlap formulae used. * small base



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

Base: All UK adults, age 16+

| | Total [1] | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | Climate change is taking place [8] | Trust: | | | General election 2024 vote | | | | | | | Unwtd Total [16] |
|--|--------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|---|---------------------------------|---------------------|--|------------------------|-------------------|---|----------------------------|------------------------|--|---------------------------|------------------------|-------------------|-------------------------------|----------------------|---------------------------|-------------------|---------------------|---------------|-------------|---------------------|
| | | Agriculture, forestry and fishing [2] | Utilities or production [3] | Manufacturing [4] | Construction [5] | Wholesale and retail trade [6] | Transportation and storage [7] | Food or hospitality [9] | Information or communication [10] | Finance or insurance [11] | Real estate [12] | Professional, scientific or technical activities [13] | Administration [14] | Education [15] | Health, social care or social work [16] | Arts or recreation [17] | Other services [18] | | The civil service [19] | The Government [20] | The media [21] | Conservative Party [22] | Labour Party [23] | Liberal Democrats [24] | Reform UK [25] | Green Party [26] | Other [27] | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | |
| Weighted Total | 3727 | 211** | 371** | 1571* | 1211* | 1691* | 1011* | 1121* | 1561* | 1551* | 301** | 2011* | 1201* | 263 | 316 | 371** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | |
| Very comfortable | 216 6% | - | 4 10% | 9 6% | 2 2% | 9 5% | 7 7% | 2 2% | 15 9% | 11 7% | - | 17 9% | 6 5% | 22 8% | 20 6% | 2 6% | 18 5% | 179 6% | 143 6% | 73 7% | 51 6% | 25 5% | 67 6% | 21 6% | 23 7% | 15 6% | 17 7% | 206 6% | |
| Fairly comfortable | 1150 31% | 8 37% | 17 47% | 29 18% | 44 36% | 51 30% | 22 22% | 29 22% | 57 36% | 64 41% | 11 38% | 83 41% | 37 29% | 78 30% | 112 35% | 14 37% | 92 28% | 1029 32% | 826 34% | 370 34% | 342 37% | 162 33% | 376 36% | 123 33% | 82 24% | 82 35% | 69 28% | 1205 32% | |
| Neither comfortable nor uncomfortable | 987 26% | 3 13% | 4 11% | 51 33% | 29 24% | 39 23% | 29 28% | 50 38% | 45 29% | 40 26% | 4 14% | 45 22% | 32 26% | 59 22% | 72 23% | 4 12% | 92 28% | 869 27% | 649 27% | 295 27% | 226 25% | 139 28% | 249 24% | 75 20% | 86 25% | 57 24% | 74 30% | 1013 27% | |
| Fairly uncomfortable | 683 18% | 4 22% | 7 18% | 40 25% | 26 21% | 33 19% | 27 27% | 31 24% | 12 8% | 26 17% | 9 31% | 35 17% | 22 18% | 13 20% | 10 16% | 6 16% | 64 19% | 610 19% | 436 18% | 194 18% | 159 17% | 98 20% | 173 17% | 96 26% | 73 22% | 43 18% | 43 17% | 877 18% | |
| Very uncomfortable | 506 14% | 6 29% | 5 13% | 22 14% | 14 12% | 28 17% | 13 13% | 8 6% | 18 11% | 12 8% | - | 18 9% | 23 18% | 41 16% | 46 15% | 10 27% | 51 15% | 417 13% | 304 12% | 116 11% | 104 11% | 49 10% | 147 14% | 38 10% | 52 15% | 30 13% | 39 16% | 440 12% | |
| Don't know | 175 5% | - | - | 7 4% | 6 5% | 9 5% | 2 2% | 11 8% | 9 6% | 2 1% | 5 17% | 3 1% | 5 4% | 9 4% | 14 5% | 1 3% | 14 4% | 138 4% | 86 4% | 35 3% | 34 4% | 17 3% | 27 3% | 15 4% | 22 6% | 8 3% | 7 3% | 177 5% | |
| Prefer not to say | 10 * | - | - | - | - | - | - | 1 1% | - | - | - | - | - | 1 * | 1 * | - | - | 5 * | 3 * | 2 * | 4 * | 1 * | - | 1 * | - | - | - | 9 * | |
| Comfortable | 1365 37% | 8 37% | 21 57% | 38 24% | 46 38% | 60 36% | 29 29% | 31 24% | 71 46% | 75 48% | 11 38% | 101 50% | 43 34% | 100 38% | 122 42% | 16 43% | 110 33% | 1208 37% | 870 40% | 444 41% | 393 43% | 187 38% | 443 43% | 144 39% | 104 31% | 96 41% | 87 35% | 1411 38% | |
| Uncomfortable | 1189 32% | 10 50% | 12 32% | 61 39% | 40 33% | 61 36% | 41 41% | 39 30% | 38 19% | 38 25% | 18 31% | 33 26% | 30 36% | 38 36% | 54 31% | 97 42% | 115 35% | 1028 32% | 741 30% | 311 29% | 263 29% | 187 30% | 443 31% | 144 36% | 104 37% | 96 35% | 87 33% | 1117 30% | |
| NET: Comfort | 9% | -14% | 25% | -15% | -6% | -1% | -12% | -6% | 27% | 24% | 7% | 24% | -2% | 2% | 11% | * | -2% | 6% | 9% | 12% | 14% | 8% | 12% | 3% | -6% | 10% | 2% | 8% | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AAI_wtd_draft_v3_111116
Proportion/Mean: Columns Tested (5% risk level) - 1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/896/897/898/899/900/901/902/903/904/905/906/907/908/909/910/911/912/913/914/915/916/917/918/919/920/921/922/923/924/925/926/927/928/929/930/931/932/933/934/935/936/937/938/939/940/941/942/943/944/945/946/947/948/949/950/951/952/953/954/955/956/957/958/959/960/961/962/963/964/965/966/967/968/969/970/971/972/973/974/975/976/977/978/979/980/981/982/983/984/985/986/987/988/989/990/991/992/993/994/995/996/997/998/999/1000/1001/1002/1003/1004/1005/1006/1007/1008/1009/1010/1011/1012/1013/1014/1015/1016/1017/1018/1019/1020/1021/1022/1023/1024/1025/1026/1027/1028/1029/1030/1031/1032/1033/1034/1035/1036/1037/1038/1039/1040/1041/1042/1043/1044/1045/1046/1047/1048/1049/1050/1051/1052/1053/1054/1055/1056/1057/1058/1059/1060/1061/1062/1063/1064/1065/1066/1067/1068/1069/1070/1071/1072/1073/1074/1075/1076/1077/1078/1079/1080/1081/1082/1083/1084/1085/1086/1087/1088/1089/1090/1091/1092/1093/1094/1095/1096/1097/1098/1099/1100/1101/1102/1103/1104/1105/1106/1107/1108/1109/1110/1111/1112/1113/1114/1115/1116/1117/1118/1119/1120/1121/1122/1123/1124/1125/1126/1127/1128/1129/1130/1131/1132/1133/1134/1135/1136/1137/1138/1139/1140/1141/1142/1143/1144/1145/1146/1147/1148/1149/1150/1151/1152/1153/1154/1155/1156/1157/1158/1159/1160/1161/1162/1163/1164/1165/1166/1167/1168/1169/1170/1171/1172/1173/1174/1175/1176/1177/1178/1179/1180/1181/1182/1183/1184/1185/1186/1187/1188/1189/1190/1191/1192/1193/1194/1195/1196/1197/1198/1199/1200/1201/1202/1203/1204/1205/1206/1207/1208/1209/1210/1211/1212/1213/1214/1215/1216/1217/1218/1219/1220/1221/12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QF02. It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Primary schools

Base: All UK adults, age 16+

| | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | | Education | | | | | | | Annual household income | | | | | |
|---------------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-------|------|------------------------------------|--|----------------|-------------|------------|--|---------|-------------------------------------|---------------|---|-----------------------|--|---|--------------------------|-------------------------|-----------------------|-----------------------|--------------------|------|---|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after household / long term sick or disabled | Student | Graduates (Degree/Master/PhD/above) | Non-graduates | Other higher Education below degree level | A-level or equivalent | GCSE / O-Level / CSE / NVQ12/ equivalent | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 901 | 867 | 463 | 3343 | 389 | 1888 | 1859 | 133 | 1667 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | |
| Weighted Total | 3727 | 1748 | 1924 | 447 | 608 | 659 | 559 | 595 | 451 | 417 | 3144 | 482 | 2144 | 1583 | 171* | 1070 | 260* | 1110 | 2551 | 435 | 1018 | 807 | 174 | 116* | 689 | 1007 | 861 | 304 | 3727 | |
| Very comfortable | 166 | 76 | 88 | 17 | 51 | 23 | 33 | 21 | 9 | 11 | 128 | 36 | 100 | 65 | 20 | 28 | 16 | 65 | 98 | 16 | 52 | 23 | 5 | 3 | 29 | 25 | 49 | 30 | 141 | |
| 4% | 4% | 4% | 5% | 4% | 5% | 4% | 4% | 2% | 3% | 3% | 4% | 7% | 5% | 4% | 12% | 3% | 6% | 6% | 4% | 4% | 5% | 3% | 5% | 2% | 4% | 2% | 6% | 8% | 4% | |
| hpsay | 862 | 400 | 454 | 89 | 137 | 149 | 164 | 136 | 96 | 90 | 723 | 120 | 533 | 329 | 40 | 235 | 33 | 328 | 526 | 92 | 214 | 161 | 43 | 16 | 140 | 216 | 234 | 118 | 885 | |
| Fairly comfortable | 233 | 23% | 24% | 20% | 23% | 25% | 27% | 23% | 21% | 22% | 23% | 24% | 25% | 21% | 23% | 22% | 13% | 30% | 21% | 21% | 21% | 20% | 25% | 14% | 20% | 21% | 27% | 30% | 24% | |
| monw | 872 | 435 | 426 | 93 | 149 | 151 | 126 | 155 | 111 | 87 | 715 | 130 | 544 | 328 | 28 | 237 | 49 | 203 | 651 | 127 | 243 | 221 | 51 | 28 | 178 | 272 | 203 | 61 | 878 | |
| Neither comfortable nor uncomfortable | 23% | 25% | 22% | 21% | 24% | 25% | 21% | 26% | 25% | 21% | 23% | 26% | 25% | 21% | 16% | 22% | 19% | 18% | 26% | 29% | 24% | 27% | 18% | 24% | 26% | 27% | 24% | 16% | 24% | |
| imab | 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 | |
| Fairly uncomfortable | 25% | 24% | 27% | 26% | 16% | 26% | 23% | 27% | 29% | 32% | 26% | 21% | 23% | 26% | 14% | 30% | 31% | 27% | 25% | 25% | 25% | 24% | 32% | 29% | 24% | 29% | 23% | 26% | 27% | |
| dis | 709 | 345 | 339 | 127 | 124 | 100 | 106 | 98 | 80 | 73 | 614 | 79 | 378 | 331 | 45 | 190 | 77 | 191 | 503 | 81 | 207 | 167 | 33 | 15 | 133 | 168 | 161 | 74 | 659 | |
| Very uncomfortable | 19% | 20% | 18% | 28% | 20% | 17% | 18% | 16% | 18% | 18% | 20% | 16% | 18% | 21% | 26% | 18% | 30% | 17% | 20% | 19% | 20% | 21% | 19% | 13% | 19% | 17% | 19% | 19% | 18% | |
| hpsay | 159 | 66 | 93 | 6 | 42 | 27 | 16 | 26 | 21 | 20 | 130 | 20 | 83 | 76 | 11 | 57 | - | 25 | 121 | 11 | 45 | 39 | 6 | 20 | 41 | 32 | 19 | 9 | 166 | |
| Don't know | 4% | 4% | 5% | 1% | 7% | 4% | 3% | 5% | 5% | 4% | 4% | 5% | 4% | 5% | 7% | 5% | - | 2% | 5% | 2% | 4% | 5% | 4% | 17% | 6% | 3% | 2% | 2% | 4% | |
| fga | 13 | 4 | 8 | - | 5 | 2 | 3 | - | 1 | 1 | 8 | 3 | 2 | 10 | 2 | 1 | 3 | 1 | 9 | - | 4 | 4 | - | 1 | 2 | 4 | 1 | - | 10 | |
| Prefer not to say | * | * | * | - | 1% | * | 1% | * | * | * | * | * | * | * | 1% | 1% | 1% | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Ro | 1028 | 476 | 542 | 106 | 188 | 177 | 197 | 138 | 106 | 101 | 801 | 156 | 634 | 584 | 60 | 263 | 49 | 393 | 624 | 107 | 266 | 184 | 47 | 19 | 189 | 241 | 282 | 148 | 1026 | |
| Comfortable | 26% | 27% | 28% | 24% | 28% | 33% | 26% | 23% | 24% | 24% | 27% | 32% | 30% | 25% | 30% | 25% | 19% | 35% | 24% | 25% | 26% | 23% | 27% | 19% | 25% | 24% | 33% | 37% | 28% | |
| hmonw | 166 | 76 | 85 | 24 | 23 | 25 | 25 | 28 | 22 | 20 | 140 | 183 | 88 | 774 | 69 | 512 | 159 | 489 | 1147 | 190 | 463 | 359 | 89 | 48 | 299 | 457 | 355 | 177 | 1647 | |
| Uncomfortable | 44% | 44% | 44% | 54% | 37% | 42% | 43% | 43% | 47% | 50% | 46% | 37% | 41% | 49% | 41% | 48% | 61% | 44% | 45% | 44% | 45% | 44% | 51% | 42% | 43% | 45% | 41% | 45% | 44% | |
| dis | 17% | -17% | -16% | -31% | -6% | -14% | -10% | -17% | -24% | -30% | -19% | -6% | -12% | -24% | -5% | -23% | -42% | -9% | -20% | -19% | -19% | -22% | -24% | -23% | -19% | -21% | -9% | -7% | -17% | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wld_draft_v3_IntUse
Proportions/Mean: Columns Tested 95% risk level - s/a/b - s/c/d/e/f/g/h/i - s/j/k - s/l/m/n/o/p - s/q/r/s/t/u/v/w - s/x/y/z/A/B
Overlap formulae used: * small base



QED02: It has been suggested that AI could handle some tasks currently done by teachers (like personalising material and giving feedback). This could free up teachers to give students more direct support. How comfortable or uncomfortable would you be with this use of AI in ...? - Primary schools

Base: All UK adults, age 16+

| | | Country | | | | | | | | | | England region (Net) | | | | | | | | | | England region | | | | | | | | | | Urbanity | | | IMD Quintile | | | | | 1-Managerial, administrative and professional occupations | | 2-Intermediate occupations | | 3-Small employers and own account workers | | NS-SEC 4-Lower supervisory and technical occupations | | 5-Semi-routine and routine occupations | | 6-Long-term unemployed or newly worked | | 7-Full-time student | | Unweighted Total |
|---------------------------------------|------|-----------|-------------|--------------|-----------|----------------------|-----------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|-----------|-----------------------|----------------|-------|-------|------------------------|------|------|------|------|------|----------------|----------|------|--|--------------|--|--|--|--|---|--|----------------------------|--|---|--|---|--|--|--|--|--|---------------------|--|------------------|
| | | Total (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n) | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n) | Urban (n) | Rural (n) | 1 - Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5 - Least deprived (n) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 3227 | 3111 | 506 | 175 | 135 | 857 | 588 | 1056 | 149 | 410 | 298 | 270 | 278 | 307 | 413 | 232 | 475 | 2049 | 778 | 149 | 758 | 540 | 751 | 730 | 1999 | 452 | 213 | 273 | 360 | 122* | 249* | 3727 | | | | | | | | | | | | | | | | | | | | | | |
| Very comfortable | 166 | 144 | 11 | 7 | 4 | 40 | 30 | 74 | 8 | 26 | 7 | 14 | 16 | 19 | 23 | 7 | 25 | 124 | 41 | 35 | 41 | 37 | 30 | 23 | 104 | 14 | 5 | 10 | 16 | 3 | 15 | 141 | | | | | | | | | | | | | | | | | | | | | | |
| | | 5% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 5% | 4% | 2% | 5% | 5% | 4% | 2% | 5% | 4% | 5% | 4% | 5% | 4% | 3% | 4% | 5% | 5% | 3% | 2% | 4% | 4% | 3% | 4% | | | | | | | | | | | | | | | | | | | | | | |
| Fairly comfortable | 882 | 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 | 50 | 69 | 32 | 27 | 885 | | | | | | | | | | | | | | | | | | | | | | |
| | 23% | 23% | 21% | 28% | 18% | 23% | 24% | 23% | 21% | 21% | 27% | 24% | 24% | 26% | 24% | 24% | 20% | 23% | 23% | 21% | 25% | 22% | 24% | 24% | 24% | 26% | 22% | 25% | 23% | 26% | 23% | 24% | | | | | | | | | | | | | | | | | | | | | | |
| Neither comfortable nor uncomfortable | 872 | 726 | 70 | 43 | 32 | 186 | 125 | 405 | 35 | 85 | 66 | 66 | 69 | 79 | 121 | 73 | 131 | 693 | 179 | 187 | 178 | 177 | 169 | 160 | 440 | 118 | 51 | 87 | 88 | 26 | 53 | 878 | | | | | | | | | | | | | | | | | | | | | | |
| | 23% | 23% | 23% | 25% | 24% | 22% | 23% | 24% | 24% | 21% | 22% | 23% | 23% | 23% | 23% | 24% | 23% | 24% | 23% | 25% | 24% | 24% | 23% | 22% | 22% | 26% | 20% | 24% | 32% | 25% | 22% | 21% | 24% | | | | | | | | | | | | | | | | | | | | | |
| Fairly uncomfortable | 947 | 770 | 94 | 38 | 45 | 212 | 150 | 408 | 28 | 114 | 69 | 67 | 84 | 78 | 134 | 83 | 114 | 714 | 233 | 159 | 178 | 188 | 211 | 210 | 514 | 121 | 55 | 60 | 89 | 13 | 82 | 988 | | | | | | | | | | | | | | | | | | | | | | |
| | 23% | 25% | 31% | 22% | 33% | 25% | 25% | 25% | 19% | 28% | 23% | 23% | 25% | 22% | 26% | 24% | 25% | 24% | 23% | 21% | 23% | 25% | 26% | 29% | 27% | 27% | 31% | 26% | 30% | 22% | 11% | 31% | 1026 | | | | | | | | | | | | | | | | | | | | | |
| 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% | 20% | 16% | 15% | 17% | 21% | 18% | 19% | 25% | 19% | 22% | 18% | 18% | 20% | 18% | 20% | 21% | 20% | 17% | 21% | 17% | 16% | 16% | 16% | 18% | 19% | 17% | 18% | 21% | 23% | 20% | 18% | | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 159 | 123 | 17 | 11 | 7 | 41 | 27 | 96 | 10 | 21 | 11 | 7 | 7 | 11 | 18 | 14 | 13 | 134 | 25 | 49 | 35 | 29 | 20 | 26 | 63 | 19 | 10 | 18 | 23 | 18 | 16 | 166 | | | | | | | | | | | | | | | | | | | | | | |
| | 4% | 4% | 6% | 6% | 5% | 5% | 4% | 9% | 3% | 6% | 5% | 4% | 3% | 6% | 3% | 4% | 3% | 5% | 3% | 7% | 5% | 4% | 3% | 4% | 3% | 4% | 4% | 5% | 7% | 6% | 14% | 4% | | | | | | | | | | | | | | | | | | | | | | |
| Prefer not to say | 13 | 13 | - | - | - | - | 6 | 6 | - | - | - | - | 4 | 3 | - | 3 | 2 | 1 | 13 | - | rw | 6 | 5 | 1 | - | 2 | 1 | - | - | - | - | - | 10 | | | | | | | | | | | | | | | | | | | | | |
| | * | * | - | - | - | - | 1% | * | - | - | - | - | 1% | 1% | - | 1% | 1% | 1 | 13 | - | rw | 1% | 1 | - | - | 2 | 1 | - | - | - | - | - | * | | | | | | | | | | | | | | | | | | | | | |
| Comfortable | 1028 | 868 | 76 | 56 | 28 | 238 | 172 | 458 | 39 | 113 | 86 | 78 | 94 | 112 | 142 | 86 | 118 | 815 | 213 | 189 | 230 | 197 | 211 | 201 | 629 | 112 | 58 | 60 | 85 | 35 | 42 | 1026 | | | | | | | | | | | | | | | | | | | | | | |
| | 28% | 28% | 25% | 21% | 21% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 28% | 25% | 30% | 27% | 28% | 28% | 28% | 31% | 25% | 27% | 31% | 27% | 28% | 28% | 28% | | | | | | | | | | | | | | | | | | | | | |
| Uncomfortable | 1856 | 1381 | 142 | 65 | 68 | 392 | 257 | 731 | 65 | 192 | 136 | 115 | 142 | 149 | 224 | 147 | 211 | 1294 | 362 | 317 | 310 | 335 | 351 | 343 | 874 | 202 | 91 | 107 | 163 | 40 | 153 | 1547 | | | | | | | | | | | | | | | | | | | | | | |
| | 46% | 44% | 47% | 37% | 50% | 40% | 43% | 44% | 44% | 47% | 45% | 43% | 43% | 42% | 44% | 46% | 44% | 44% | 44% | 46% | 42% | 41% | 45% | 47% | 47% | 44% | 45% | 42% | 45% | 43% | 33% | 62% | 44% | | | | | | | | | | | | | | | | | | | | | |
| NET: Comfort | -17% | -16% | -22% | -9% | -30% | -18% | -14% | -16% | -18% | -19% | -17% | -14% | -15% | -11% | -16% | -19% | -20% | -16% | -19% | -17% | -11% | -10% | -19% | -19% | -13% | -20% | -11% | -18% | -22% | -5% | zwABCD -45% | -17% | | | | | | | | | | | | | | | | | | | | | | |

Fieldwork dates: 10th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-052386-01)
Filename: 25-052386_WAVE_2505295_AAI_wtd_draft_v3_1stUse
Proportions/Means: Columns Tested (5% risk level) - $\chi^2/\chi^2/df$ - $\chi^2/N/df$ - $\chi^2/N/df/m/n/h/p$ - χ^2/df - $\chi^2/N/df/w$ - $\chi^2/N/df/R/C/df$
Overlap formulae used: * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
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Table 98

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

Base: All UK adults, age 16+

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

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse

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

Overlap formulae used. * small base



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

Base: All UK adults, age 16+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | Climate change is taking place | Trust: | | | General election 2024 vote | | | | | | | Unwtd Total |
|---------------------------------------|-------------|--|-------------------------|---------------|--------------|----------------------------|----------------------------|---------------------|------------------------------|----------------------|-------------|--|----------------|------------|------------------------------------|--------------------|----------------|--------------------------------|-------------------|----------------|------------|----------------------------|--------------|-------------------|------------|-------------|------------|-------------|-------------|
| | | Agriculture, forestry and fishing | Utilities or production | Manufacturing | Construction | Wholesale and retail trade | Transportation and storage | Food or hospitality | Information or communication | Finance or insurance | Real estate | Professional, scientific or technical activities | Administration | Education | Health, social care or social work | Arts or recreation | Other services | | The civil service | The Government | The media | Conservative Party | Labour Party | Liberal Democrats | Reform UK | Green Party | Other | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | |
| Weighted Total | 3727 | 21** | 37** | 157** | 121** | 169** | 101** | 112** | 156** | 155** | 30** | 201** | 120** | 263 | 316 | 37** | 331 | 3248 | 2448 | 1086 | 921 | 490 | 1039 | 369 | 337 | 235 | 250 | 3727 | |
| Very comfortable | 166 4% | - | 1 2% | 11 7% | 6 5% | 6 4% | 4 4% | 2 2% | 11 7% | 6 4% | - | 11 6% | 6 5% | 23 9% | 11 3% | 3 8% | 12 4% | 138 4% | 107 4% | 50 5% | 44 5% | 14 3% | 56 5% | 15 4% | 18 5% | 14 6% | 8 3% | 141 4% | |
| Fairly comfortable | 862 23% | 6 31% | 12 31% | 29 18% | 31 25% | 35 21% | 26 26% | 36 27% | 46 29% | 46 29% | 5 17% | 54 27% | 27 21% | 59 22% | 91 29% | 7 20% | 63 19% | 765 24% | 604 25% | 263 24% | 254 28% | 114 23% | 275 26% | 89 24% | 66 20% | 55 24% | 51 21% | 885 24% | |
| Neither comfortable nor uncomfortable | 872 23% | 2 10% | 9 24% | 45 29% | 26 21% | 50 30% | 28 28% | 40 31% | 34 22% | 43 28% | 6 21% | 37 18% | 30 24% | 50 19% | 74 24% | 6 16% | 101 30% | 762 23% | 580 24% | 275 25% | 213 23% | 115 23% | 215 21% | 75 20% | 75 22% | 43 18% | 58 23% | 878 24% | |
| Fairly uncomfortable | 947 25% | 5 22% | 11 30% | 27 17% | 31 25% | 29 17% | 21 21% | 30 23% | 38 25% | 34 22% | 11 38% | 52 26% | 31 25% | 64 24% | 77 24% | 13 35% | 78 24% | 857 26% | 644 26% | 297 27% | 233 25% | 150 31% | 263 25% | 119 32% | 82 24% | 66 28% | 76 30% | 988 27% | |
| Very uncomfortable | 709 19% | 8 37% | 5 13% | 41 26% | 23 19% | 40 24% | 19 19% | 14 11% | 17 11% | 24 16% | 2 7% | 42 21% | 27 21% | 60 23% | 50 16% | 6 18% | 67 20% | 597 18% | 425 17% | 169 16% | 144 16% | 80 16% | 207 20% | 61 17% | 75 22% | 47 20% | 49 20% | 659 18% | |
| Don't know | 159 4% | - | - | 3 2% | 5 4% | 8 5% | 2 2% | 9 7% | 9 6% | 2 1% | 5 17% | 5 3% | 4 3% | 7 3% | 12 4% | 2 4% | 10 3% | 120 4% | 81 3% | 28 3% | 26 3% | 18 4% | 23 2% | 9 2% | 16 5% | 10 4% | 8 3% | 166 4% | |
| Prefer not to say | 13 * | - | - | - | - | - | - | 1 1% | - | - | - | - | - | 1 * | 1 * | - | - | 8 * | 6 * | 5 * | 5 1% | 1 * | - | 1 * | 4 1% | - | - | 10 * | |
| Comfortable | 1028 28% | 6 31% | 12 33% | 40 25% | 37 31% | 41 25% | 30 30% | 38 29% | 57 37% | 52 33% | 5 17% | 65 32% | 33 26% | 82 31% | 102 32% | 10 27% | 75 23% | 903 28% | 711 29% | 313 29% | 298 32% | 127 26% | 331 32% | 104 28% | 84 25% | 69 29% | 59 24% | 1026 28% | |
| Uncomfortable | 1656 44% | 12 59% | 16 42% | 69 44% | 54 45% | 70 41% | 40 40% | 44 33% | 55 36% | 58 38% | 13 45% | 94 47% | 57 46% | 123 47% | 145 40% | 19 52% | 145 44% | 1654 45% | 1070 44% | 466 43% | 378 41% | 229 47% | 470 45% | 180 49% | 157 47% | 112 48% | 125 50% | 1647 44% | |
| NET: Comfort | -17% | -27% | -9% | -19% | -14% | -17% | -10% | -4% | 1% | -4% | -28% | -14% | -19% | -16% | -8% | -25% | -21% | -17% | -15% | -14% | -9% | -21% | -13% | -20% | -21% | -18% | -26% | -17% | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AA1_wtd_draft_v0_1n1b6
Proportion/Mean: Columns Tested (5% risk level) - i/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - s/a - t/h/t - u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
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QF02. 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+

16 Jun 2025

Table 100

| | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | Education | | | | | | | Annual household income | | | | | | |
|---------------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-------|------|------------------------------------|--|----------------|-------------|------------|---|-----------|-------------------------------------|---------------|---|-----------------------|---|---|--------------------------|---------------|-----------------------|-----------------------|--------------------|------|--|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after house/children / long-term sick or disabled | Student | Graduates (Degree/Master/PhD/above) | Non-graduates | Other higher Education below degree level | A-level or equivalent | GCSE / O-Level/ CSE / NVQ12/ equivalent | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | | |
| Unweighted Total | 3727 | 1796 | 1931 | 127 | 276 | 434 | 619 | 903 | 867 | 463 | 3343 | 399 | 1888 | 1859 | 133 | 1667 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | |
| Weighted Total | 3727 | 1748 | 1979 | 447 | 608 | 699 | 599 | 595 | 451 | 417 | 3144 | 492 | 2144 | 1583 | 171* | 1070 | 260* | 1110 | 2551 | 435 | 1018 | 807 | 174 | 116* | 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% ghony | 5% | 5% | 6% | 5% | 5% | 5% | 6% | 4% | 4% | 4% | 5% | 9% | 6% | 5% | 12% | 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 | 288 | 37 | 367 | 648 | 122 | 267 | 187 | 55 | 17 | 156 | 267 | 293 | 137 | 1057 | |
| 27% moruxw | 28% | 28% | 27% | 20% | 27% | 27% | 32% | 29% | 20% | 20% | 28% | 23% | 29% | 25% | 23% | 28% | 14% | 33% | 25% | 28% | 23% | 33% | 32% | 15% | 23% | 27% | 34% | 35% | 28% | |
| Neither comfortable nor uncomfortable | 929 | 452 | 464 | 130 | 153 | 156 | 131 | 159 | 114 | 86 | 756 | 145 | 537 | 392 | 44 | 247 | 88 | 226 | 681 | 120 | 265 | 236 | 30 | 29 | 195 | 269 | 202 | 78 | 917 | |
| 25% flooz | 26% | 24% | 29% | 29% | 25% | 26% | 22% | 27% | 25% | 21% | 24% | 29% | 25% | 25% | 26% | 23% | 34% | 20% | 27% | 28% | 26% | 29% | 17% | 25% | 28% | 27% | 23% | 20% | 25% | |
| 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% ds | 22% | 23% | 23% | 23% | 16% | 22% | 23% | 23% | 27% | 27% | 23% | 19% | 22% | 23% | 11% | 26% | 23% | 22% | 23% | 25% | 22% | 22% | 29% | 29% | 21% | 26% | 20% | 22% | 24% | |
| Very uncomfortable | 560 | 248 | 290 | 90 | 98 | 92 | 79 | 82 | 57 | 64 | 483 | 62 | 302 | 258 | 37 | 155 | 52 | 161 | 385 | 62 | 150 | 136 | 25 | 12 | 119 | 137 | 118 | 48 | 527 | |
| 15% h | 14% | 15% | 20% | 16% | 15% | 13% | 14% | 13% | 15% | 15% | 13% | 13% | 14% | 16% | 21% | 14% | 20% | 15% | 15% | 14% | 15% | 17% | 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% fga | 4% | 5% | 1% | 7% | 3% | 3% | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 5% | 1% | 1% | 2% | 1% | 1% | 2% | 4% | 5% | 3% | 18% | 1% | 3% | 2% | 2% | 4% | |
| Prefer not to say | 15 | 5 | 9 | 3 | 2 | 2 | 4 | 1 | 1 | 1 | 9 | 4 | 7 | 7 | 2 | 1 | - | 1 | 10 | 1 | 4 | 4 | - | 1 | 2 | 1 | 1 | - | 12 | |
| io | * | * | * | 1% | * | * | 1% | * | * | * | * | * | * | * | 1% | * | - | * | * | * | * | * | - | 1% | * | * | * | * | * | |
| Comfortable | 1220 | 580 | 627 | 113 | 213 | 197 | 230 | 194 | 140 | 132 | 1029 | 170 | 742 | 478 | 60 | 355 | 17 | 452 | 759 | 136 | 326 | 215 | 61 | 20 | 191 | 304 | 300 | 171 | 1234 | |
| 33% mruxw | 33% | 33% | 33% | 25% | 35% | 32% | 38% | 33% | 31% | 32% | 33% | 34% | 35% | 30% | 30% | 31% | 22% | 41% | 30% | 31% | 32% | 35% | 35% | 17% | 28% | 30% | 41% | 44% | 33% | |
| Uncomfortable | 1406 | 641 | 732 | 195 | 195 | 225 | 217 | 218 | 176 | 178 | 1129 | 155 | 778 | 628 | 56 | 429 | 112 | 404 | 982 | 169 | 378 | 314 | 76 | 46 | 265 | 399 | 289 | 136 | 1404 | |
| 38% A | 37% | 38% | 44% | 32% | 37% | 36% | 37% | 37% | 39% | 43% | 36% | 31% | 36% | 40% | 33% | 40% | 43% | 36% | 38% | 39% | 37% | 39% | 44% | 39% | 38% | 40% | 34% | 34% | 38% | |
| NET Comfort | -5% | -3% | -5% | -19% | 3% | -5% | 2% | -4% | -8% | -11% | -4% | 3% | -2% | -9% | 2% | -9% | -21% | 4% | -9% | -8% | -5% | -12% | -9% | -22% | -11% | -9% | 7% | 9% | -5% | |

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N 251 002388-61)

Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse

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

Overlap formulae used: * small base



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

Base: All UK adults, age 16+

[illegible]

Fieldwork dates: 30th May - 4th June 2025
 Respondent type: KnowledgePanel members - UK, 16+
 Source: Ipsos [IN J25-002388-01]
 Filename: 25-002388_WAVE 2505295_AA wtd draft v3 intUse
 Proportions/Mean: Columns Tested [5% risk level] - $z/a/b/c/d - z/a/U/V - z/h/f/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/z/A/B/C/D/E$
 Overlap formulae used: * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
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16 Jun 2025
Table 102

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

Base: All UK adults, age 16+

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

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



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

Base: All UK adults, age 16+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | Trust: | | | | General election 2024 vote | | | | | | | |
|--|--------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|--|--------------------------------|--------------------|---|-----------------------|------------------|--|---------------------------|-----------------------|--|--------------------------|-----------------------|------------------|------------------------------|----------------------------|--------------------------|------------------|--------------------|--------------|--------------------|--|--|
| | Total (n) | Agriculture, forestry and fishing (n) | Utilities or production (n) | Manufacturing (n) | Construction (n) | Wholesale and retail trade (n) | Transportation and storage (n) | Food or hospitality (n) | Information or communication (n) | Finance or insurance (n) | Real estate (n) | Professional, scientific or technical activities (n) | Administration (n) | Education (n) | Health, social care or social work (n) | Arts or recreation (n) | Other services (n) | Climate change is taking place (n) | The civil service (n) | The Government (n) | The media (n) | Conservative Party (n) | Labour Party (n) | Liberal Democrats (n) | Reform UK (n) | Green Party (n) | Other (n) | Unwtd Total (n) | | |
| Unweighted Total | 3727 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | | |
| Weighted Total | 3727 | 211* | 37** | 157* | 121* | 169* | 101* | 132* | 156* | 155* | 30** | 201* | 126* | 263 | 316 | 37** | 331 | 3248 | 2448 | 1089 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | | |
| Very comfortable | 197 5% | - | 1 2% | 10 6% | 7 5% | 8 5% | 7 7% | 1 * | 10 7% | 8 5% | - | 13 6% | 5 4% | 28 10% | 17 5% | 3 8% | 17 5% | 167 5% | 128 5% | 63 6% | 52 6% | 21 4% | 59 6% | 15 4% | 24 7% | 18 8% | 13 5% | 177 5% | | |
| Fairly comfortable | 1024 27% | 6 31% | 17 45% | 34 22% | 33 27% | 45 27% | 28 28% | 40 30% | 58 37% | 65 42% | 7 25% | 71 35% | 31 25% | 67 26% | 87 27% | 9 24% | 72 22% | 910 28% | 724 30% | 320 29% | 302 33% | 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% | 32 21% | 36 23% | 8 28% | 48 24% | 35 28% | 48 18% | 86 27% | 7 18% | 93 28% | 824 25% | 618 25% | 292 27% | 219 24% | 118 24% | 230 22% | 84 23% | 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 20% | 29 19% | 24 16% | 8 26% | 37 18% | 29 23% | 71 27% | 64 20% | 11 30% | 82 23% | 746 23% | 561 23% | 243 22% | 204 22% | 121 25% | 242 23% | 104 28% | 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 14% | 330 13% | 133 12% | 113 12% | 67 14% | 146 14% | 43 12% | 60 18% | 34 15% | 47 19% | 527 14% | | |
| Don't know | 158 4% | - | - | 3 2% | 5 4% | 8 5% | 2 2% | 7 5% | 9 6% | 2 1% | 5 17% | 5 3% | 4 3% | 9 3% | 10 3% | 1 3% | 10 3% | 122 4% | 83 3% | 32 3% | 27 3% | 18 4% | 21 2% | 9 2% | 19 6% | 10 4% | 6 3% | 160 4% | | |
| Prefer not to say | 15 * | - | - | - | - | - | - | 1 5% | - | - | - | - | - | 1 * | 6 2% | - | - | 9 * | 4 * | 2 * | 3 * | 1 * | - | 1 * | - | - | 12 * | | | |
| 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 33% | 852 35% | 383 35% | 354 38% | 165 34% | 400 38% | 127 34% | 104 31% | 77 33% | 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% | 27 29% | 44 31% | 27 39% | 110 42% | 110 35% | 17 47% | 139 42% | 1214 37% | 891 36% | 377 35% | 317 34% | 188 38% | 388 37% | 148 40% | 144 43% | 87 37% | 105 42% | 1404 38% | | |
| NET: Comfort | -5% | -17% | 10% | -12% | -6% | -11% | 1% | * | 13% | 19% | -4% | 11% | -10% | -6% | -2% | -15% | -15% | -4% | -2% | 1% | 4% | -5% | 1% | -6% | -12% | -4% | -13% | -5% | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AA1_wtd_draft_v0_1.txt
Proportion/Mean: Columns Tested (5% risk level) - 1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/896/897/898/899/900/901/902/903/904/905/906/907/908/909/910/911/912/913/914/915/916/917/918/919/920/921/922/923/924/925/926/927/928/929/930/931/932/933/934/935/936/937/938/939/940/941/942/943/944/945/946/947/948/949/950/951/952/953/954/955/956/957/958/959/960/961/962/963/964/965/966/967/968/969/970/971/972/973/974/975/976/977/978/979/980/981/982/983/984/985/986/987/988/989/990/991/992/993/994/995/996/997/998/999/1000/1001/1002/1003/1004/1005/1006/1007/1008/1009/1010/1011/1012/1013/1014/1015/1016/1017/1018/1019/1020/1021/1022/1023/1024/1025/1026/1027/1028/1029/1030/1031/1032/1033/1034/1035/1036/1037/1038/1039/1040/1041/1042/1043/1044/1045/1046/1047/1048/1049/1050/1051/1052/1053/1054/1055/1056/1057/1058/1059/1060/1061/1062/1063/1064/1065/1066/1067/1068/1069/1070/1071/1072/1073/1074/1075/1076/1077/1078/1079/1080/1081/1082/1083/1084/1085/1086/1087/1088/1089/1090/1091/1092/1093/1094/1095/1096/1097/1098/1099/1100/1101/1102/1103/1104/1105/1106/1107/1108/1109/1110/1111/1112/1113/1114/1115/1116/1117/1118/1119/1120/1121/1122/1123/1124/1125/1126/1127/1128/1129/1130/1131/1132/1133/1134/1135/1136/1137/1138/1139/1140/1141/1142/1143/1144/1145/1146/1147/1148/1149/1150/1151/1152/1153/1154/1155/1156/1157/1158/1159/1160/1161/1162/1163/1164/1165/1166/1167/1168/1169/1170/1171/1172/1173/1174/1175/1176/1177/1178/1179/1180/1181/1182/1183/1184/1185/1186/1187/1188/1189/1190/1191/1192/1193/1194/1195/1196/1197/1198/1199/1200/1201/1202/1203/1204/1205/1206/1207/1208/1209/1210/1211/1212/1213/1214/1215/1216/1217/1218/1219/1220/1221/12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Q50VEFF: 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 | | | | | Unweighted Total |
|---------------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-------|-----|------------------------------------|--|----------------|-------------|------------|---|---------|-------------------------------------|---------------|---|-----------------------|--|---|--------------------------|---------------|-----------------------|-----------------------|-------------------------|-----|------|--|--|------------------|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after house/children / long-term sick or disabled | Student | Graduates (Degree/Master/PhD/above) | Non-graduates | Other higher education below degree level | A-level or equivalent | GCSE / O-Level / CSE / NVQ12/ equivalent | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | | | | | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 903 | 867 | 463 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 309 | 3727 | | | |
| Very comfortable | 374 | 241 | 129 | 44 | 69 | 63 | 66 | 61 | 35 | 35 | 295 | 71 | 226 | 148 | 29 | 83 | 26 | 173 | 200 | 36 | 80 | 57 | 23 | 2 | 43 | 77 | 115 | 89 | 89 | 359 | | | |
| | 10% | 14% | 7% | 10% | 11% | 10% | 11% | 10% | 8% | 8% | 9% | 12% | 11% | 9% | 17% | 8% | 10% | 16% | 8% | 8% | 8% | 7% | 13% | 2% | 6% | 8% | 13% | 23% | 23% | 10% | | | |
| | bhgnuw | zb | | | | | h | | | | j | | o | zmo | | | | zstuw | w | w | w | | ruw | | | | zwy | zwyA | | | | | |
| 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 | 158 | 1223 | | | |
| | 31% | 34% | 29% | 22% | 31% | 31% | 35% | 32% | 34% | 35% | 33% | 26% | 33% | 29% | 16% | 33% | 23% | 38% | 29% | 35% | 31% | 24% | 31% | 24% | 26% | 32% | 39% | 40% | 40% | 33% | | | |
| | bcnruw | zb | | | | | c | c | c | c | e | | znu | n | zn | | | zstuw | u | ruw | u | | | | | x | zwy | zwy | | | | | |
| Neither comfortable nor uncomfortable | 959 | 435 | 508 | 137 | 156 | 144 | 141 | 145 | 121 | 106 | 435 | 763 | 534 | 416 | 42 | 271 | 86 | 235 | 695 | 350 | 282 | 233 | 42 | 37 | 206 | 263 | 175 | 79 | 79 | 926 | | | |
| | 26% | 25% | 26% | 31% | 26% | 24% | 24% | 24% | 27% | 25% | 24% | 32% | 25% | 26% | 24% | 25% | 32% | 21% | 27% | 23% | 28% | 29% | 24% | 32% | 30% | 26% | 20% | 20% | 20% | 23% | | | |
| | gaA | | | | | | | | | | i | | | | | | | zn | zn | zn | zn | zn | zn | zn | zn | zn | A | | | | | | |
| 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 | 40 | 673 | | | |
| | 18% | 15% | 21% | 21% | 15% | 17% | 17% | 17% | 17% | 17% | 20% | 19% | 17% | 19% | 13% | 20% | 23% | 14% | 20% | 22% | 18% | 20% | 19% | 14% | 19% | 20% | 17% | 16% | 16% | 18% | | | |
| | akzB | zn | | | | | | | | | zn | | | | | | | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | | | |
| Very uncomfortable | 465 | 160 | 225 | 54 | 61 | 73 | 60 | 77 | 40 | 40 | 349 | 45 | 225 | 180 | 33 | 110 | 20 | 98 | 300 | 43 | 115 | 113 | 17 | 11 | 96 | 108 | 70 | 20 | 406 | | | | |
| | 11% | 9% | 12% | 12% | 10% | 12% | 10% | 13% | 9% | 10% | 11% | 9% | 10% | 11% | 19% | 10% | 8% | 9% | 12% | 10% | 11% | 14% | 10% | 10% | 14% | 11% | 8% | 5% | 5% | 11% | | | |
| | ahzAB | | | | | | zn | | | | | | zn | zn | zn | | | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | | | |
| 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 | 6 | 127 | | | |
| | 4% | 3% | 4% | 4% | 5% | 5% | 3% | 3% | 2% | 2% | 4% | 5% | 4% | 4% | 9% | 4% | 2% | 2% | 4% | 1% | 3% | 5% | 2% | 18% | 5% | 2% | 2% | 2% | 2% | 3% | | | |
| | hgzA | i | | | | | hi | | | | | | zn | zn | zn | | | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | | | |
| Prefer not to say | 20 | 4 | 15 | - | 11 | 4 | 3 | - | 1 | 1 | 14 | 5 | 7 | 13 | 3 | 3 | 4 | 4 | 14 | 2 | 8 | 105 | 3 | 1 | 3 | 4 | 1 | 2 | 13 | | | | |
| | 1% | * | 1% | - | 2% | 1% | * | * | * | * | * | 1% | * | 1% | 2% | * | 1% | * | 1% | * | 1% | * | - | 1% | * | * | * | * | * | * | | | |
| Comfortable | 1541 | 832 | 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 | 247 | 1582 | | | |
| | 41% | 48% | 36% | 32% | 42% | 41% | 40% | 42% | 41% | 43% | 42% | 40% | 44% | 38% | 33% | 41% | 33% | 54% | 37% | 43% | 39% | 31% | 44% | 26% | 32% | 40% | 53% | 63% | 63% | 42% | | | |
| | bcnruw | zb | | | | | c | c | c | c | | | zn | zn | zn | zn | zn | zstuw | u | ruw | u | ruw | ruw | ruw | ruw | zn | zn | zn | zn | zn | | | |
| Uncomfortable | 1075 | 417 | 627 | 149 | 179 | 179 | 162 | 179 | 131 | 122 | 936 | 107 | 591 | 484 | 55 | 319 | 80 | 256 | 799 | 140 | 302 | 277 | 51 | 28 | 228 | 314 | 218 | 61 | 61 | 1079 | | | |
| | 29% | 24% | 33% | 33% | 25% | 29% | 27% | 30% | 29% | 29% | 30% | 22% | 28% | 31% | 32% | 30% | 31% | 23% | 31% | 32% | 30% | 34% | 29% | 24% | 13% | 31% | 25% | 15% | 15% | 29% | | | |
| | ahzAB | zn | | | | | | | | | zn | | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | zn | | | |
| NET: Comfort | 13% | 24% | 3% | -1% | 17% | 12% | 19% | 12% | 32% | 14% | 12% | 18% | 16% | 8% | 1% | 11% | 2% | 31% | 9% | 11% | 9% | -3% | 19% | 2% | -1% | 9% | 27% | 47% | 13% | 13% | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_draft_v3_int1.xls
Proportions/Means: Columns Tested (5% risk level): z/A/B - z2/A/B/z1/z2/h/z1 - z1/z2 - z1/z2/h/z1/h/z1/w - z1/z2/h/z1/B
Overlap formulae used. * small base



QSOVEFF1. 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+

16 Jun 2025
Table 105

[illegible]

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (JN J25-002388-01)
Filename: 25-002388_WAVE 2505295_AA1_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested [5% risk level] - z/a/f/g/h/i/j/k/l/m/n/o/p - z/q/r - z/s/u/v/w - z/x/y/z/B/C/D/0
Overlap formulae 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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|-----------------------------|-----------------------|-------------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|---------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very comfortable | 374 10% beijnpr | 109 11% zb | 264 10% ze | 220 17% zde | 17 4% ze | 46 38% ze | 174 25% ze | 84 5% ze | 40 31% h | 111 22% h | 41 4% h | 239 31% zi | 48 3% zi | 200 33% zi | 66 4% zn | 221 26% zn | 49 4% zp | 257 30% zp | 33 2% zr | 202 18% zr | 46 6% zr | 359 10% |
| Fairly comfortable | 1168 31% Abajlmp | 274 28% za | 891 33% zb | 413 32% zc | 87 21% ze | 31 25% ze | 251 36% ze | 478 28% ze | 48 38% zi | 211 42% zi | 258 27% zi | 339 45% zi | 281 19% zi | 257 42% zi | 382 23% zm | 392 46% zm | 220 19% zp | 395 46% zp | 274 19% zr | 431 38% zr | 212 29% zr | 1223 33% |
| Neither comfortable nor uncomfortable | 950 26% aikmoq | 250 25% za | 697 26% zb | 273 21% zc | 114 27% ze | 21 17% ze | 150 22% ze | 479 28% ze | 21 16% zi | 85 17% zi | 275 29% zi | 119 16% zi | 366 25% zi | 88 14% zi | 425 25% zm | 139 16% zm | 284 24% zm | 124 14% zo | 356 25% zo | 247 22% zr | 215 30% zr | 926 25% |
| Fairly uncomfortable | 670 18% cdikmoq | 191 19% za | 477 18% zb | 206 16% zc | 95 22% ze | 9 7% ze | 64 9% ze | 372 21% ze | 6 5% zi | 187 11% zi | 187 20% zi | 44 6% zi | 419 29% zi | 53 9% zi | 442 26% zk | 77 9% zm | 326 28% zm | 57 7% zo | 413 29% zo | 151 13% zr | 155 21% zr | 673 18% |
| Very uncomfortable | 405 11% dikmoq | 108 11% za | 294 11% zb | 140 11% zc | 68 16% ze | 13 11% ze | 38 5% ze | 254 15% ze | 11 9% zi | 26 5% zi | 151 16% zi | 12 2% zi | 308 21% zi | 7 1% zi | 329 19% zk | 16 2% zm | 265 23% zm | 13 1% zo | 303 21% zo | 76 7% zr | 79 11% zr | 406 11% |
| Don't know | 141 4% Baiklm nopq | 53 5% zb | 85 3% zc | 24 2% ze | 42 10% ze | 1 1% ze | 13 2% ze | 68 4% ze | - - - | 10 2% zi | 39 4% zi | 8 1% zi | 34 2% zi | 4 1% zi | 40 2% zk | 16 2% zm | 23 2% zm | 9 1% zo | 32 2% zo | 19 2% zr | 21 3% zr | 127 3% |
| Prefer not to say | 20 1% qp | 7 1% za | 13 + zb | 2 + zc | 2 + ze | 2 + ze | 4 1% ze | 3 + ze | 2 1% zi | 4 1% zi | 2 + zi | - - - | 6 + zi | - - - | 5 + zm | - - - | 3 + zm | 2 + zo | 3 + zo | 2 + zr | - - - | 13 + zr |
| Comfortable | 1541 41% beijnpr | 384 39% z | 1154 42% zb | 633 50% zc | 104 25% ze | 77 63% ze | 424 61% ze | 562 32% ze | 88 69% h | 321 65% h | 299 31% h | 578 76% zi | 329 23% zi | 457 75% zi | 449 27% zm | 613 71% zm | 270 23% zp | 652 76% zp | 307 22% zr | 633 56% zr | 258 35% zr | 1582 42% |
| Uncomfortable | 1075 29% dikmoq | 299 30% za | 772 28% zb | 346 27% zc | 162 38% ze | 22 18% ze | 103 15% ze | 627 36% ze | 17 14% zi | 78 16% zi | 339 36% zi | 56 7% zi | 727 50% zi | 61 10% zi | 771 46% zk | 93 11% zm | 591 50% zm | 70 8% zo | 716 51% zo | 226 20% zr | 234 32% zr | 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 [IN 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/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base

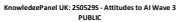


QGOVEFF1. How comfortable or uncomfortable would you be with the government using AI to automate some administrative and back-office tasks in the public sector to potentially save money?

Base: All UK adults, age 16+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | | Trust: | | | General election 2024 vote | | | | | | | |
|--|--------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|--|--------------------------------|--------------------|---|-----------------------|------------------|--|---------------------------|-----------------------|--|--------------------------|-----------------------|------------------|------------------------------|----------------------------|--------------------------|------------------|--------------------|--------------|-------------|--|--|
| | Total (n) | Agriculture, forestry and fishing (n) | Utilities or production (n) | Manufacturing (n) | Construction (n) | Wholesale and retail trade (n) | Transportation and storage (n) | Food or hospitality (n) | Information or communication (n) | Finance or insurance (n) | Real estate (n) | Professional, scientific or technical activities (n) | Administration (n) | Education (n) | Health, social care or social work (n) | Arts or recreation (n) | Other services (n) | Climate change is taking place (n) | The civil service (n) | The Government (n) | The media (n) | Conservative Party (n) | Labour Party (n) | Liberal Democrats (n) | Reform UK (n) | Green Party (n) | Other (n) | Unwtd Total | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | |
| Weighted Total | 3727 | 211* | 371* | 157* | 121* | 169* | 101* | 112* | 156* | 155* | 30** | 201* | 126* | 263 | 316 | 371** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | | |
| Very comfortable | 374 10% | - - | 3 9% | 13 8% | 12 10% | 9 6% | 17 17% | 5 4% | 28 18% | 30 19% | 3 9% | 42 21% | 15 12% | 30 11% | 24 8% | 4 11% | 28 8% | 325 10% | 251 10% | 137 13% | 116 13% | 57 12% | 122 11% | 40 12% | 41 12% | 14 6% | 28 11% | 359 10% | | |
| Fairly comfortable | 1168 31% | 8 39% | 14 38% | 49 32% | 36 29% | 34 20% | 36 36% | 23 18% | 58 37% | 68 38% | 13 43% | 76 38% | 20 16% | 88 34% | 101 32% | 10 28% | 104 31% | 1058 33% | 834 34% | 379 35% | 330 36% | 174 36% | 359 35% | 128 35% | 92 27% | 82 35% | 71 28% | 1223 33% | | |
| Neither comfortable nor uncomfortable | 950 26% | 6 28% | 11 30% | 58 37% | 33 27% | 47 28% | 23 23% | 51 38% | 37 24% | 25 16% | 1 2% | 38 19% | 34 27% | 60 23% | 85 27% | 9 23% | 85 26% | 816 25% | 644 26% | 298 27% | 255 28% | 108 22% | 243 23% | 96 26% | 70 21% | 70 30% | 56 22% | 926 25% | | |
| Fairly uncomfortable | 670 18% | 3 14% | 4 11% | 24 12% | 20 12% | 24 21% | 13 13% | 13 20% | 8 6% | 12 8% | 7 23% | 29 14% | 33 26% | 46 17% | 68 22% | 7 20% | 35 17% | 599 18% | 433 18% | 176 16% | 127 14% | 92 19% | 187 18% | 68 18% | 67 20% | 35 15% | 42 17% | 873 18% | | |
| Very uncomfortable | 405 11% | 4 18% | 4 11% | 16 10% | 8 8% | 10 15% | 11 11% | 14 14% | 9 9% | 6 6% | 5 17% | 13 7% | 22 17% | 33 12% | 30 9% | 6 17% | 44 13% | 336 10% | 199 8% | 62 6% | 54 6% | 47 10% | 101 10% | 27 7% | 48 14% | 28 12% | 41 16% | 406 11% | | |
| Don't know | 141 4% | - - | - - | 2 2% | 6 5% | 17 10% | 1 1% | 8 6% | 6 4% | 4 2% | 5 17% | 3 1% | 2 1% | 4 2% | 7 2% | 1 1% | 13 4% | 111 3% | 76 3% | 30 3% | 31 3% | 11 2% | 25 2% | 10 3% | 16 5% | 7 3% | 12 3% | 127 3% | | |
| Prefer not to say | 20 1% | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 2 1% | 1 * | - - | 2 1% | 13 * | 11 * | 4 * | 7 1% | 1 * | 2 * | 1 * | 3 1% | - - | - - | 13 * | | |
| Comfortable | 1541 41% | 8 39% | 18 48% | 62 40% | 48 40% | 44 26% | 53 53% | 29 22% | 85 55% | 98 63% | 15 52% | 118 59% | 35 28% | 118 45% | 125 39% | 14 39% | 132 40% | 1383 43% | 1085 44% | 516 48% | 446 48% | 232 2 | 481 2 | 168 45% | 133 39% | 95 41% | 99 40% | 1582 42% | | |
| Uncomfortable | 1075 29% | 7 32% | 8 22% | 34 22% | 34 28% | 34 36% | 24 23% | 45 34% | 27 17% | 28 18% | 8 29% | 42 21% | 15 44% | 78 30% | 98 33% | 13 37% | 99 30% | 925 28% | 632 26% | 238 22% | 182 20% | 139 28% | 288 28% | 95 26% | 115 34% | 62 27% | 83 33% | 1079 29% | | |
| 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: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 125-002388-01]
Filename: 125-002388_WAVE_2505295_AAI_wtd_draft_v3_1ntbse
Proportions/Mean: Columns Tested (5% risk level) - z/n/b/-c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/q - z/r/z/t - z/u/v/w/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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+

16 Jun 2025
Table 808

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| | | Gender | | | Age | | | | | Ethnicity | | | | Working status | | | | Education | | | | Annual household income | | | | | | | | |
|---------------------------------------|------|--------|--------|-----|-------|-------|-------|-------|-------|-----------|------|------------------------------------|--|----------------|-------------|------------|---|-----------|--------------------------------------|---------------|---|-------------------------|--|---|--------------------------|---------------|--------------------|--------------------|--------------------|------------------|
| | | Male | Female | | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after house/children or long-term sick/disabled | Student | Graduates (Degree/Master/ PhD/above) | Non-graduates | Other higher education below degree level | A-level or equivalent | GCSE/ O-Level/ CSE/ NVQ2/3 or equivalent | Another type of qualification (see footnotes) | No formal qualifications | Up to £21,999 | £26,000 to £51,999 | £52,000 to £99,999 | £100,000 and above | Unweighted Total |
| Unweighted Total | 3727 | 1748 | 1524 | 447 | 609 | 609 | 599 | 596 | 451 | 417 | 324 | 452 | 214 | 1543 | 1563 | 171* | 1070 | 209* | 110 | 2551 | 435 | 1518 | 857 | 174 | 116* | 689 | 1007 | 861 | 304 | 8727 |
| Very comfortable | 280 | 187 | 91 | 44 | 54 | 45 | 40 | 43 | 24 | 30 | 224 | 50 | 162 | 118 | 78 | 11% | 65 | 26 | 129 | 151 | 25 | 60 | 43 | 20 | 1 | 35 | 51 | 88 | 70 | 262 |
| | 8% | 11% | 5% | 10% | 9% | 7% | 7% | 7% | 3% | 7% | 7% | 10% | 8% | 7% | 11% | 6% | 10% | 12% | 6% | 6% | 6% | 5% | 12% | 1% | 5% | 5% | 10% | 18% | 7% | 262 |
| Fairly comfortable | 49 | 51 | 501 | 405 | 85 | 136 | 145 | 140 | 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% | 28% | 28% | 28% | 28% | 25% | 28% | 25% | 23% | 28% | 25% | 28% | 22% | 17% | 26% | 14% | 33% | 23% | 28% | 24% | 18% | 25% | 20% | 19% | 23% | 33% | 11% | 26% |
| Neither comfortable nor uncomfortable | 861 | 398 | 395 | 85 | 147 | 127 | 119 | 142 | 100 | 83 | 667 | 116 | 458 | 343 | 39 | 219 | 20 | 221 | 569 | 82 | 224 | 212 | 193 | 32 | 30 | 161 | 230 | 147 | 83 | 806 |
| | 21% | 23% | 21% | 19% | 24% | 24% | 22% | 20% | 24% | 22% | 21% | 24% | 21% | 22% | 23% | 21% | 24% | 22% | 22% | 23% | 21% | 24% | 18% | 26% | 23% | 23% | 23% | 19% | 21% | 22% |
| Fairly uncomfortable | 917 | 363 | 362 | 145 | 121 | 136 | 158 | 141 | 127 | 113 | 808 | 111 | 516 | 420 | 22 | 282 | 101 | 245 | 681 | 118 | 264 | 224 | 49 | 26 | 181 | 280 | 202 | 70 | 918 | |
| | 25% | 21% | 21% | 20% | 22% | 26% | 24% | 27% | 27% | 26% | 22% | 24% | 27% | 13% | 26% | 30% | 22% | 27% | 27% | 27% | 26% | 28% | 28% | 23% | 26% | 28% | 23% | 18% | 25% | |
| Very uncomfortable | 1270 | 245 | 19 | 69 | 64 | 102 | 121 | 108 | 6 | 8 | 9 | 75 | 36 | 83 | 279 | 174 | 50 | 174 | 175 | 172 | 187 | 174 | 25 | 17 | 178 | 110 | 42 | 683 | | |
| | 17% | 14% | 1% | 17% | 17% | 10% | 12% | 15% | 18% | 15% | 18% | 15% | 17% | 18% | 29% | 16% | 13% | 14% | 19% | 17% | 18% | 22% | 14% | 15% | 22% | 18% | 11% | 17% | | |
| Don't know | 185 | 50 | 85 | 31 | 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% | 1% | 7% | 5% | 3% | 3% | 3% | 2% | 4% | 4% | 4% | 7% | 3% | 1% | 2% | 4% | 1% | 4% | 1% | 4% | 2% | 1% | 1% | 3% | 2% | 1% | 3% | |
| Prefer not to say | 16 | 4 | 10 | - | 1 | 5 | 3 | - | 1 | 1 | 9 | 5 | 8 | 8 | 1 | 3 | - | 4 | 9 | 3 | 3 | 3 | - | 1 | 1 | 1 | 1 | 2 | 13 | |
| | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Comfortable | 1195 | 688 | 490 | 130 | 190 | 200 | 191 | 148 | 147 | 1006 | 165 | 721 | 474 | 47 | 348 | 61 | 487 | 426 | 447 | 726 | 145 | 307 | 184 | 24 | 163 | 285 | 368 | 194 | 1229 | |
| | 32% | 39% | 26% | 29% | 31% | 31% | 33% | 32% | 33% | | | | | | | | | | | | | | | | | | | | | |
| Uncomfortable | 608 | 290 | 937 | 222 | 223 | 257 | 261 | 249 | 191 | 176 | 1360 | 186 | 879 | 700 | 71 | 458 | 397 | 134 | 1157 | 197 | 1157 | 450 | 398 | 74 | 333 | 657 | 111 | 1561 | | |
| | 42% | 35% | 50% | 20% | 37% | 42% | 44% | 42% | 42% | 42% | 43% | 38% | 41% | 44% | 42% | 43% | 36% | 43% | 44% | 44% | 44% | 40% | 43% | 38% | 43% | 38% | 40% | 36% | 28% | 42% |
| NET Comfort | 587 | 308 | 1006 | 212 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 | 215 |

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Iqos (JN J25-002388-01)

Filename : 25-002388.WAVE 2505295.AAI wtd draft v3 IntlIs

Proportions/Mean: Columns Tested (5% risk level) : 2/a/b : 2/c/d/e/f/g/h/i : 2/j/k : 2/l/m/n/o/p : 2/q/r/s/t/u/v/w : 2/x/y/A/B

Overlap formulae used. * small base.

Overlap formulae used: - small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

14 Jun 2025
Table 109

QSDIVER2: 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 | | | | | | | Unweighted Total | |
|---------------------------------------|------|-----------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|--------------|-----------------------|-------|-------|-------|------------------------|--|---------------------------------|--|--|---|---|------------------|--------------------------|
| | | Total (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n) | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n) | Urban (n) | Rural (n) | 1 - Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5 - Least deprived (n) | 1- Managerial, administrative and professional occupations (n) | 2- Intermediate occupations (n) | 3- Small employers and own account workers (n) | 4- Lower supervisory and technical occupations (n) | 5- Semi-routine and routine occupations (n) | 6- Long-term unemployed or new workless (n) | | 7- Full-time student (n) |
| Unweighted Total | 3227 | 3111 | 306 | 175 | 135 | 857 | 598 | 1056 | 149 | 410 | 258 | 230 | 128 | 300 | 508 | 323 | 475 | 2049 | 778 | 349 | 758 | 140 | 751 | 730 | 1919 | 452 | 213 | 273 | 360 | 122* | 240* | 3122 | |
| Very comfortable | 280 | 285 | 15 | 21 | 8 | 70 | 43 | 122 | 11 | 39 | 20 | 18 | 25 | 21 | 36 | 22 | 42 | 223 | 57 | 65 | 50 | 58 | 54 | 54 | 192 | 19 | 10 | 14 | 11 | 12 | 23 | 262 | |
| 8% | 8% | 8% | 5% | 12% | 6% | 8% | 7% | 7% | 7% | 10% | 7% | 7% | 8% | 6% | 7% | 7% | 9% | 8% | 7% | 9% | 7% | 8% | 7% | 7% | 10% | 4% | 4% | 5% | 3% | 3% | 3% | 7% | |
| 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 | 80 | 61 | 67 | 79 | 23 | 33 | 967 | |
| 25% | 25% | 23% | 24% | 24% | 23% | 23% | 24% | 24% | 26% | 21% | 21% | 27% | 26% | 22% | 26% | 26% | 24% | 24% | 26% | 18% | 23% | 23% | 29% | 26% | 26% | 26% | 28% | 28% | 25% | 22% | 19% | 15% | 26% |
| Neither comfortable nor uncomfortable | 801 | 681 | 58 | 28 | 33 | 161 | 131 | 388 | 26 | 79 | 56 | 61 | 71 | 87 | 115 | 75 | 111 | 611 | 190 | 153 | 142 | 149 | 190 | 167 | 405 | 92 | 49 | 75 | 76 | 25 | 69 | 806 | |
| 21% | 22% | 19% | 16% | 24% | 19% | 22% | 23% | 18% | 19% | 19% | 22% | 22% | 22% | 25% | 23% | 23% | 23% | 21% | 24% | 20% | 19% | 20% | 25% | 23% | 20% | 20% | 23% | 28% | 21% | 20% | 28% | 22% | |
| Fairly uncomfortable | 937 | 769 | 84 | 51 | 33 | 219 | 145 | 406 | 39 | 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% | 24% | 26% | 28% | 24% | 20% | 25% | 25% | 24% | 26% | 25% | 27% | 27% | 23% | 31% | 21% | 25% | 29% | 12% | 36% | 25% | |
| Very uncomfortable | 643 | 529 | 62 | 23 | 29 | 174 | 108 | 247 | 33 | 84 | 57 | 42 | 67 | 44 | 66 | 41 | 96 | 540 | 163 | 173 | 155 | 100 | 110 | 105 | 316 | 105 | 36 | 38 | 76 | 28 | 33 | 633 | |
| 17% | 17% | 20% | 13% | 11% | 20% | 18% | 15% | 17% | 12% | 20% | 19% | 15% | 12% | 13% | 13% | 13% | 20% | 18% | 13% | 23% | 20% | 14% | 15% | 14% | 16% | 16% | 17% | 14% | 14% | 21% | 13% | 17% | |
| Don't know | 116 | 108 | 15 | 10 | 3 | 32 | 21 | 52 | 9 | 14 | 10 | 10 | 13 | 14 | 13 | 13 | 13 | 117 | 19 | 38 | 36 | 36 | 16 | 17 | 50 | 13 | 11 | 8 | 14 | 18 | - | 118 | |
| 4% | 4% | 3% | 5% | 5% | 2% | 4% | 4% | 3% | 6% | 3% | 3% | 4% | 4% | 3% | 4% | 3% | 4% | 4% | 2% | 1% | 1% | 1% | 4% | 2% | 3% | 3% | 6% | 3% | 4% | 15% | - | 3% | |
| Prefer not to say | 16 | 14 | - | - | 2 | 2 | 4 | 8 | - | 2 | - | 1 | 3 | 1 | 2 | 2 | 3 | 16 | - | 7 | 2 | 6 | - | - | 8 | 1 | - | 2 | - | 5 | - | 13 | |
| * | * | - | - | - | 2% | * | 1% | * | - | * | - | * | 1% | * | * | 1% | 1% | 1% | - | 1% | * | 1% | - | - | * | - | - | 1% | - | 1% | - | * | |
| Comfortable | 1195 | 1009 | 87 | 63 | 36 | 268 | 186 | 554 | 41 | 125 | 102 | 89 | 97 | 113 | 169 | 116 | 156 | 923 | 273 | 599 | 227 | 269 | 256 | 244 | 758 | 98 | 71 | 81 | 90 | 35 | 56 | 1229 | |
| 32% | 32% | 28% | 30% | 27% | 31% | 31% | 31% | 33% | 28% | 30% | 34% | 33% | 30% | 32% | 33% | 30% | 33% | 31% | 35% | 27% | 30% | 30% | 34% | 31% | 38% | 22% | 7 | 30% | 25% | 29% | 23% | 33% | |
| Uncomfortable | 1579 | 1299 | 146 | 74 | 61 | 393 | 253 | 653 | 72 | 191 | 130 | 109 | 144 | 134 | 209 | 118 | 162 | 1382 | 267 | 351 | 350 | 288 | 288 | 302 | 769 | 247 | 80 | 107 | 180 | 43 | 123 | 1563 | |
| 42% | 42% | 43% | 48% | 43% | 45% | 46% | 42% | 39% | 48% | 46% | 44% | 44% | 44% | 38% | 41% | 37% | 40% | 43% | 38% | 47% | 40% | 39% | 38% | 41% | 38% | 35% | 39% | 39% | 50% | 36% | 50% | 42% | |
| NET: Comfort | -10% | -9% | -19% | -6% | -18% | -15% | -11% | -6% | -21% | -18% | -10% | -7% | -14% | -6% | -8% | * | -8% | -12% | -3% | -20% | -16% | -3% | -4% | -8% | -1% | -13% | -4% | -9% | -20% | -7% | -27% | -9% | |

Fieldwork dates: 10th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-05295-01)
Filename: 25-05295_WAVE_2505295_AAI_wtd_draft_v3.tsf
Proportions/Means: Column Totals (5% risk level) - $\frac{1}{N} \sum \frac{Y_i}{N_i} \cdot \frac{1}{N_i} \sum \frac{Y_i}{N_i} \cdot \frac{1}{N_i} \sum \frac{Y_i}{N_i} \cdot \frac{1}{N_i} \sum \frac{Y_i}{N_i} \cdot \frac{1}{N_i} \sum \frac{Y_i}{N_i} \cdot \frac{1}{N_i} \sum \frac{Y_i}{N_i} \cdot \frac{1}{N_i} \sum \frac{Y_i}{N_i}$
Overlap formulae 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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|------------------------------|-----------------------|-------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very comfortable | 280 8% Bbeijnp r | 90 9% | 189 7% | 162 13% zb | 7 2% | 38 31% zde | 130 19% ze | 71 4% | 30 23% h | 80 16% h | 33 3% | 175 23% zj | 41 3% | 156 26% zl | 54 3% | 162 19% zn | 38 3% | 189 22% zp | 38 3% | 157 14% zr | 23 3% | 262 7% |
| Fairly comfortable | 915 25% beijnp | 231 23% | 683 25% | 336 26% b | 64 15% | 33 27% ze | 219 31% ze | 349 20% | 46 36% h | 191 38% h | 178 19% | 318 42% zj | 195 13% | 241 40% zl | 279 17% | 349 41% zn | 174 15% | 382 45% zp | 197 14% | 346 31% zr | 168 23% | 967 26% |
| Neither comfortable nor uncomfortable | 801 21% ijklmno p | 215 22% | 583 21% | 239 19% | 97 23% | 19 16% | 144 21% | 374 21% | 20 16% | 80 16% | 221 23% g | 129 17% | 223 15% | 83 14% | 284 17% | 148 17% | 194 17% | 124 15% | 244 17% | 218 19% | 170 23% | 806 22% |
| Fairly uncomfortable | 937 25% cdikmoq | 242 24% | 695 26% | 290 23% | 109 26% | 10 8% | 112 16% c | 485 28% zcd | 13 10% | 83 17% | 263 28% fg | 99 13% | 498 34% zl | 101 17% | 547 32% zk | 152 18% | 371 32% zm | 121 14% | 457 32% zo | 244 22% zq | 221 30% | 928 25% |
| Very uncomfortable | 643 17% dikmoq | 169 17% | 467 17% | 228 18% za | 105 25% za | 16 13% za | 71 22% za | 389 10% zd | 13 10% | 48 23% fg | 222 3% | 27 31% zl | 485 3% | 20 29% zk | 485 3% | 32 31% zm | 364 3% | 27 32% zo | 447 13% zq | 143 18% a | 128 17% | 633 17% |
| Don't know | 135 4% aiklmno pq | 42 4% | 91 3% | 22 2% | 41 10% za | 5 4% | 15 2% | 67 4% | 4 3% | 13 3% | 34 4% | 12 2% | 45 3% | 8 1% | 36 2% | 16 2% | 26 2% | 11 1% | 28 2% | 18 2% | 18 2% | 118 3% |
| Prefer not to say | 16 * e | 4 * | 13 * | 2 * | 1 * | 2 2% e | 5 1% e | 3 * | 2 1% | 4 1% | 3 * | - . | 3 * | - . | 3 * | - . | 3 * | 2 * | 3 * | 2 * | - . | 13 * |
| Comfortable | 1195 32% beijnpr zb | 321 32% | 873 32% | 498 39% zb | 71 17% | 71 58% ze | 349 50% ze | 420 24% | 75 59% h | 270 54% h | 211 22% | 493 65% zj | 236 16% | 397 65% zl | 333 20% | 511 59% zn | 213 18% | 571 67% zp | 234 17% | 503 45% zr | 191 26% | 1229 33% |
| Uncomfortable | 1579 42% cdikmoq | 411 41% | 1161 43% | 518 40% za | 214 51% za | 26 21% za | 183 26% za | 874 50% zcd | 26 20% fg | 130 26% zl | 485 51% fg | 127 17% zl | 956 65% zk | 121 20% zk | 1032 61% zm | 184 21% zm | 735 63% zo | 148 17% zq | 904 64% zq | 387 34% zq | 349 48% zq | 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/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



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+

| | Total [G] | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | Trust: | | | General election 2024 vote | | | | | | | Unwtd Total [G] |
|---------------------------------------|--------------|--|--------------------------------|----------------------|---------------------|-----------------------------------|-----------------------------------|----------------------------|-------------------------------------|-----------------------------|--------------------|---|-----------------------|------------------|---|---------------------------|-----------------------|---------------------------------------|--------------------------|-----------------------|----------------------------|---------------------------|---------------------|--------------------------|------------------|--------------------|--------------|--------------------|
| | | Agriculture, forestry and fishing [G] | Utilities or production [G] | Manufacturing [G] | Construction [G] | Wholesale and retail trade [G] | Transportation and storage [G] | Food or hospitality [G] | Information or communication [G] | Finance or insurance [G] | Real estate [G] | Professional, scientific or technical activities [G] | Administration [G] | Education [G] | Health, social care or social work [G] | Arts or recreation [G] | Other services [G] | Climate change is taking place [G] | The civil service [G] | The Government [G] | The media [G] | Conservative Party [G] | Labour Party [G] | Liberal Democrats [G] | Reform UK [G] | Green Party [G] | Other [G] | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 |
| Weighted Total | 3727 | 21** | 37** | 157** | 121** | 169** | 101** | 112** | 156** | 155** | 30** | 201** | 120** | 263 | 316 | 37** | 331 | 3548 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 |
| Very comfortable | 280 8% | - | 3 9% | 11 7% | 8 6% | 11 6% | 9 9% | 4 3% | 22 14% | 23 15% | 2 | 29 14% | 7 6% | 23 9% | 13 4% | 3 8% | 24 7% | 237 7% | 180 7% | 103 10% | 86 9% | 44 9% | 81 8% | 30 8% | 37 11% | 12 5% | 24 9% | 262 7% |
| Fairly comfortable | 915 25% | 2 12% | 7 18% | 39 25% | 36 30% | 26 15% | 35 35% | 17 13% | 47 35% | 83 41% | 12 40% | 64 32% | 22 18% | 49 19% | 84 26% | 9 24% | 75 23% | 832 26% | 646 26% | 326 30% | 287 31% | 147 30% | 264 25% | 98 27% | 80 24% | 52 22% | 56 22% | 967 26% |
| Neither comfortable nor uncomfortable | 801 21% | 1 7% | 8 22% | 51 33% | 39 32% | 40 24% | 17 17% | 42 32% | 23 15% | 23 15% | 1 | 34 17% | 22 18% | 58 22% | 59 19% | 7 18% | 73 22% | 690 21% | 533 22% | 259 24% | 217 24% | 102 21% | 194 19% | 82 22% | 61 18% | 56 24% | 39 15% | 806 22% |
| Fairly uncomfortable | 937 25% | 10 48% | 13 35% | 32 21% | 19 15% | 45 27% | 19 19% | 34 26% | 28 18% | 28 18% | 7 24% | 46 23% | 35 28% | 68 26% | 102 32% | 10 26% | 80 24% | 835 26% | 661 27% | 258 22% | 199 22% | 117 24% | 289 28% | 103 28% | 68 20% | 58 25% | 73 29% | 928 25% |
| Very uncomfortable | 643 17% | 7 33% | 4 11% | 21 13% | 16 13% | 32 19% | 19 19% | 28 21% | 24 16% | 16 10% | 3 8% | 27 13% | 38 31% | 54 21% | 46 15% | 8 22% | 68 20% | 539 17% | 346 14% | 110 10% | 103 11% | 66 13% | 181 17% | 46 12% | 73 22% | 51 22% | 55 22% | 633 17% |
| Don't know | 135 4% | - | 2 6% | 2 1% | 3 3% | 14 8% | 1 1% | 6 5% | 10 7% | 2 1% | 5 17% | 2 1% | 1 1% | 8 3% | 11 3% | 1 1% | 9 3% | 104 3% | 73 3% | 28 3% | 26 3% | 14 3% | 27 3% | 9 2% | 17 5% | 5 2% | 4 3% | 118 3% |
| Prefer not to say | 16 * | - | - | - | 1 1% | - | - | 1 1% | - | - | - | - | - | 2 1% | 1 * | - | 2 1% | 11 * | 9 * | 2 * | 3 * | 1 * | 3 * | 1 * | - | - | - | 13 * |
| Comfortable | 1195 32% | 2 12% | 10 27% | 50 32% | 44 36% | 37 22% | 44 44% | 21 16% | 69 45% | 86 56% | 13 45% | 92 46% | 29 23% | 72 27% | 97 31% | 12 32% | 99 30% | 1070 33% | 827 34% | 429 39% | 373 41% | 191 37% | 345 33% | 128 35% | 117 35% | 64 27% | 79 32% | 1229 33% |
| Uncomfortable | 1579 42% | 17 82% | 17 46% | 53 34% | 35 29% | 78 46% | 38 46% | 62 47% | 53 34% | 44 28% | 10 33% | 73 58% | 73 58% | 122 46% | 148 47% | 18 48% | 148 43% | 1374 42% | 1007 41% | 368 34% | 302 33% | 183 37% | 469 45% | 149 40% | 142 42% | 109 47% | 128 51% | 1561 42% |
| NET: Comfort | -10% | -70% | -19% | -2% | 7% | -24% | 7% | -32% | 11% | 27% | 13% | 10% | -35% | -19% | -16% | -16% | -13% | -9% | -7% | 6% | 8% | 2% | -12% | -6% | -7% | -19% | -20% | -9% |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_intl.xlsx
Proportions/Weights: Columns Totals (2% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/a - z/r/s/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing

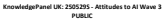


QMACCECON1 Which of the following statements best reflects your view on how the UK government should approach the adoption of AI in the UK?

Base: All UK adults, age 16+

| | Gender | | | Age | | | | | | | Ethnicity | | Working status | | | | | Education | | | | | | | Annual household income | | | | Unweighted Total |
|---|---------------------|-----------|------------|------------|-----------|-----------|-----------|-----------|-----------|---------|--|--|----------------|-----------------|----------------|--|-------------|---|-------------------|---|---------------------------|--|---|------------------------------|-------------------------|---------------------------|---------------------------|------------------------|------------------|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after household / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other Higher Education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level / CSE / NVQ12/ equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £59,999 (n) | £100,000 and above (n) | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 901 | 887 | 483 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 |
| Weighted Total | 3727 | 1748 | 1924 | 447 | 608 | 699 | 599 | 595 | 451 | 417 | 3144 | 492 | 2144 | 1581 | 1714 | 1070 | 2804 | 1110 | 2551 | 435 | 1018 | 807 | 174 | 1104 | 689 | 1007 | 661 | 394 | 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 | 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% ajmoxux v | 28% zb | 18% | 18% | 23% | 25% | 26% | 23% | 21% | 21% | 22% | 28% | 25% zmop | 19% | 25% | 20% | 13% | 30% zmtuwx | 20% u | 23% u | 22% | 17% | 21% | 17% | 18% | 20% | 30% zxy | 39% zxyk | 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 | 997 | 1212 | 309 | 336 | 344 | 361 | 343 | 285 | 263 | 1926 | 263 | 1240 | 1002 | 91 | 669 | 198 | 624 | 1580 | 266 | 617 | 515 | 117 | 65 | 434 | 634 | 498 | 202 | 2229 |
| | 60% zjcb v | 57% | 63% | 69% dkg | 50% | 57% | 60% | 58% | 63% | 63% | 61% | 54% | 58% | 63% | 53% | 62% | 76% | 56% | 62% | 61% | 61% | 64% | 67% | 57% | 63% | 63% | 58% | 51% | 60% |
| Neither | 432 | 186 | 239 | 47 | 84 | 80 | 55 | 80 | 44 | 41 | 359 | 58 | 257 | 175 | 27 | 112 | 19 | 115 | 312 | 51 | 130 | 106 | 12 | 12 | 84 | 123 | 80 | 35 | 421 |
| | 12% fb | 11% | 12% | 11% | 14% | 13% | 9% | 13% | 10% | 10% | 11% | 12% | 12% | 11% | 16% | 11% | 7% | 10% | 12% | 12% | 13% | 7% | 7% | 11% | 12% | 12% | 9% | 9% | 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% zjgfb | 4% | 7% | 3% | 8% | 5% | 4% | 6% | 6% | 7% | 5% | 7% | 5% | 6% | 6% | 7% | 4% | 4% | 6% | 5% | 5% | 6% | 5% | 16% zjgfbw | 7% | 5% | 3% | 1% | 6% |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 251-002388-61)
Filename: 25-002388_WAVE_2505295_AAI_wld_draft_v3_initUse
Proportions/Means: Columns Texted (5% risk level) - z/ja/b - z/jc/d/h/f/g/h/i - z/j/k - z/l/m/n/o/p - z/q/r/h/h/u/v/w - z/x/y/A/B
Overlap formulae used. * small base



QMA3ECON1. 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+

Table 113

| | | Country | | | | England region (Net) | | | | | | | | | | | | England region | | | | | | | | Urbanity | | | | IMD Quintile | | | | | | | | | | N-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 employers and own account workers | 4 - Lower supervisory and technical occupations | 5 - Semi-routine and routine occupations | 6 - Long term unemployed or never worked | 7 - Full-time student | | | | | | | | | | | | | | | | |
| | | (G) | (S) | (W) | (NI) | (G) | (M) | (S) | (NE) | (NW) | (Y) | (EM) | (WM) | (EE) | (SE) | (SW) | (L) | (U) | (R) | (1) | (2) | (3) | (4) | (5) | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Unweighted Total | | | | | | | | | | | | | | | |
| Unweighted Total | 1227 | 1111 | 306 | 125 | 135 | 837 | 598 | 1006 | 219 | 430 | 298 | 230 | 328 | 305 | 503 | 325 | 425 | 2849 | 778 | 743 | 343 | 508 | 740 | 1117 | 1089 | 453 | 213 | 273 | 305 | 1227 | 1697 | 1237 | | | | | | | | | | | | | | | |
| The government should prioritise rapid adoption of AI to establish the UK as a global leader in helping create new jobs and industries using this technology, even if it means faster or more job losses in other areas. | 2242 | 718 | 61 | 40 | 26 | 176 | 134 | 408 | 141 | 96 | 49 | 54 | 80 | 87 | 122 | 75 | 124 | 668 | 178 | 143 | 174 | 176 | 217 | 176 | 561 | 56 | 44 | 60 | 55 | 17 | 35 | 869 | | | | | | | | | | | | | | | |
| | 2241 | 239c | 239c | 206c | 239c | 199c | 215c | 226c | 215c | 229c | 179c | 206c | 249c | 239c | 249c | 239c | 206c | 239c | 239c | 199c | 229c | 249c | 249c | 249c | 289c | 129c | 219c | 229c | 159c | 149c | 149c | 229c | | | | | | | | | | | | | | | |
| 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 adjust. | 2241 | 1889 | 185 | 89 | 79 | 548 | 372 | 969 | 92 | 249 | 206 | 182 | 190 | 205 | 302 | 194 | 267 | 1756 | 485 | 439 | 463 | 411 | 478 | 460 | 1488 | 312 | 129 | 160 | 216 | 67 | 193 | 2229 | | | | | | | | | | | | | | | |
| | 60% | 61% | 60% | 53% | 58% | 64% | 62% | 58% | 62% | 61% | 69% | 67% | 58% | 59% | 59% | 60% | 56% | 60% | 62% | 59% | 60% | 56% | 64% | 63% | 57% | 69% | 60% | 59% | 60% | 55% | 78% | 60% | | | | | | | | | | | | | | | |
| Neither | conv | 332 | 47 | 32 | 21 | 432 | 50 | 197 | 18 | 44 | 20 | 17 | 32 | 48 | 56 | 63 | 360 | 72 | 110 | 88 | 105 | 96 | 73 | 187 | 56 | 27 | 46 | 56 | 39 | 60% | 443 | | | | | | | | | | | | | | | | |
| | 12% | 11% | 10% | 18% | 15% | 12% | 8% | 10% | 12% | 11% | 8% | 10% | 12% | 11% | 11% | 13% | 12% | 9% | 15% | 12% | 14% | 16% | 8% | 10% | 10% | 12% | 13% | 15% | 19% | 6% | 11% | | | | | | | | | | | | | | | | |
| Don't know | 209 | 172 | 13 | 14 | 9 | 46 | 43 | 83 | 8 | 21 | 18 | 17 | 26 | 17 | 28 | 17 | 20 | 165 | 44 | 57 | 43 | 48 | 39 | 23 | 92 | 27 | 14 | 11 | 33 | 15 | 6 | 218 | | | | | | | | | | | | | | | |
| | 6% | 6% | 4% | 4% | 7% | 5% | 7% | 5% | 5% | 5% | 6% | 6% | 8% | 5% | 6% | 5% | 4% | 6% | 6% | 6% | 6% | 6% | 5% | 3% | 6% | 8% | 6% | 4% | 9% | 12% | 2% | 6% | | | | | | | | | | | | | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-052388-01)
Filename: Z5-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - $z/a/b/c/d - z/a/b/j/g - z/h/i/j/h/n/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/A/B/C/D/I$
Overlap formulae used. * small base



QMAECEON1. 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) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|---|------------------------|-----------------------|------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| 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% bejnp | 24% | 22% | 29% zb | 14% | 51% zde | 39% ze | 15% | 51% gh | 40% h | 14% | 52% zi | 8% | 49% zl | 12% | 44% zn | 11% | 48% zp | 10% | 32% zr | 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% cdikmo | 58% | 61% | 58% | 56% | 31% | 49% c | 65% zcd | 38% | 50% f | 64% fg | 39% | 75% zi | 42% | 72% zk | 47% | 71% zm | 42% | 73% zo | 57% q | 63% q | 60% |
| Neither | 432 12% dikmnor | 125 13% | 303 11% | 145 11% | 76 18% | 17 14% | 57 8% | 237 14% | 6 5% | 39 8% | 155 16% | 47 6% | 192 13% | 35 6% | 217 13% | 53 6% | 163 14% | 61 7% | 198 14% | 108 10% | 63 9% | 421 11% |
| Don't know | 209 6% ajlkmnopq | 53 5% | 155 6% | 27 2% | 52 12% | 5 4% | 26 4% | 113 7% | 7 6% | 11 2% | 52 5% | 24 3% | 53 4% | 15 3% | 61 4% | 21 2% | 45 4% | 26 3% | 49 3% | 25 2% | 39 5% | 218 6% |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename : 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QMAC1CON1. 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+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | | Trust: | | | General election 2024 vote | | | | | | | |
|---|--------------|--|-----------------------------------|----------------------|---------------------|---|--------------------------------------|-------------------------------|--|---------------------------------|---------------------|--|------------------------|-------------------|---|----------------------------|------------------------|---|---------------------------|------------------------|-------------------|-------------------------------|----------------------------|---------------------------|-------------------|---------------------|---------------|-------------|--|--|
| | Total (1) | Agriculture, forestry and fishing (2) | Utilities or production (3) | Manufacturing (4) | Construction (5) | Wholesale and retail trade (6) | Transportation and storage (7) | Food or hospitality (8) | Information or communication (9) | Finance or insurance (10) | Real estate (11) | Professional, scientific or technical activities (12) | Administration (13) | Education (14) | Health, social care or social work (15) | Arts or recreation (16) | Other services (17) | Climate change is taking place (18) | The civil service (19) | The Government (20) | The media (21) | Conservative Party (22) | Labour Party (23) | Liberal Democrats (24) | Reform UK (25) | Green Party (26) | Other (27) | Unwtd Total | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | |
| Weighted Total | 3727 | 211** | 371** | 1571* | 1211* | 1691* | 1011* | 1121* | 1561* | 1551* | 301** | 2011* | 1201* | 263 | 316 | 371** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | | |
| 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 | 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 | | |
| 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 | | |
| 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 | | |
| Don't know | 209 | 1 | 2 | 8 | 5 | 10 | 6 | 16 | 9 | 4 | 3 | 8 | 2 | 12 | 11 | 2 | 13 | 176 | 117 | 49 | 40 | 26 | 39 | 18 | 19 | 10 | 10 | 218 | | |
| | 6% | 3% | 5% | 5% | 4% | 6% | 6% | 12% | 6% | 2% | 11% | 4% | 1% | 5% | 3% | 6% | 4% | 5% | 5% | 4% | 4% | 5% | 4% | 5% | 6% | 4% | 4% | 6% | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_Intlbe
Proportions/Mean: Columns Tested (5% risk level) - z/n/z/z/n/z/f/z/n/z/n/z/n/z/n/z/q - z/r/z/t - z/u/z/w/z/v/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



QAS0N: 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 | | | | Unweighted Total |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--|--|----------------|-----------------|----------------|---|-------------|---|-------------------|---|---------------------------|--|---|------------------------------|-------------------------|---------------------------|---------------------------|------------------------|------------------|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after house/children / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other Higher Education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level / CSE / NVQ12/ equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £59,999 (n) | £100,000 and above (n) | |
| Unweighted Total | 3727 | 1796 | 1937 | 127 | 276 | 434 | 619 | 901 | 887 | 463 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 |
| Weighted Total | 3727 | 1748 | 1924 | 447 | 608 | 699 | 999 | 936 | 451 | 417 | 3144 | 482 | 2144 | 1581 | 171* | 1070 | 280* | 1120 | 2551 | 435 | 1018 | 807 | 174 | 110* | 689 | 1007 | 661 | 394 | 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 | 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% cdskln | | 48% | 46% | 32% | 34% | 42% | 47% | 53% | 62% | 61% | 48% | 37% | 43% | 52% | 35% | 58% | 37% | 47% | 47% | 51% | 44% | 48% | 64% | 40% | 46% | 48% | 50% | 48% | 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 | 588 | 582 | 225 | 221 | 211 | 208 | 161 | 86 | 77 | 938 | 221 | 755 | 433 | 63 | 230 | 122 | 385 | 785 | 132 | 340 | 251 | 35 | 28 | 216 | 318 | 302 | 142 | 1042 |
| 32% dismov | | 34% | 30% | 50% | 36% | 35% | 35% | 27% | 19% | 18% | 30% | 45% | 35% | 27% | 37% | 21% | 47% | 35% | 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 | 158 | 399 | 67 | 162 | 134 | 19 | 17 | 104 | 156 | 102 | 55 | 521 |
| 15% jhwk | | 14% | 16% | 13% | 23% | 17% | 14% | 13% | 12% | 14% | 16% | 12% | 16% | 14% | 21% | 13% | 10% | 14% | 16% | 15% | 16% | 17% | 11% | 14% | 15% | 15% | 12% | 14% | 14% |
| Don't know | 211 | 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% zfpqab | | 4% | 8% | 5% | 7% | 7% | 4% | 7% | 7% | 6% | 6% | 7% | 6% | 7% | 7% | 7% | 7% | 4% | 7% | 3% | 7% | 6% | 5% | 22% | 7% | 5% | 3% | 2% | 7% |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos UK (25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_intitue
Proportions/Means: Columns Texted 05% risk level: *z/p/b - s/c/d/e/f/h/i - s/k - s/l/m/n/o/p - s/r/s/t/u/v/w - s/x/y/a/b*
Overlap formulae used: * = small base



Base: All UK adults, age 16+

KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

Table 117

| | Country | | | | | England region (Net) | | | England region | | | | | | | | | | Urbanity | | | RMD Quintile | | | | | 1: Managerial, administrative and professional occupations | 2: Intermediate occupations | 3: Small employers and own account workers | 4: Lower supervisory and technical occupations | 5: Semi-routine and routine occupations | 6: Long term unemployed or never worked | | 7: Full-time student | |
|--|-----------|-------------|--------------|-----------|--------------|----------------------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|-----------|----------------------|-------|--------------|-------|-----------------------|------|-----|--|-----------------------------|--|--|---|---|-----|----------------------|--|
| | Total (c) | England (a) | Scotland (b) | Wales (c) | Northern (d) | North (e) | Midlands (f) | South (g) | North East (h) | North West (i) | Yorkshire and The Humber (j) | East Midlands (k) | West Midlands (l) | East of England (m) | South East (n) | South West (o) | London (p) | Urban (q) | Rural (r) | 1: Most deprived (s) | 2 (t) | 3 (u) | 4 (v) | 5: Least deprived (w) | | | | | | | | Unmet Total | | | |
| Unemployed Total | 1227 | 1032 | 103 | 203 | 203 | 882 | 563 | 1135 | 237 | 135 | 280 | 263 | 239 | 339 | 493 | 382 | 361 | 2861 | 866 | 710 | 773 | 770 | 783 | 709 | 2114 | 512 | 254 | 268 | 363 | 77 | 70 | 1227 | | | |
| Unmet Total | 1227 | 1111 | 106 | 193 | 193 | 872 | 548 | 1145 | 145 | 145 | 292 | 276 | 233 | 368 | 505 | 373 | 343 | 2948 | 779 | 748 | 763 | 743 | 751 | 699 | 1999 | 512 | 213 | 213 | 363 | 127 | 70 | 1227 | | | |
| The UK government should prioritise developing its own advanced AI infrastructure (a) to support AI system? That is fully owned, operated, and governed within the UK, even if it requires more time and money. | 1341 | 1463 | 152 | 80 | 56 | 380 | 305 | 768 | 64 | 172 | 144 | 140 | 139 | 169 | 214 | 165 | 190 | 1313 | 428 | 290 | 327 | 371 | 385 | 368 | 872 | 211 | 97 | 141 | 164 | 44 | 82 | 1321 | | | |
| 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 located outside of the UK. | 476 | 476 | 506 | 406 | 436 | 446 | 516 | 406 | 436 | 426 | 486 | 546 | 46 | 406 | 506 | 516 | 406 | 406 | 506 | 396 | 436 | 506 | 516 | 506 | 406 | 526 | 406 | 406 | 526 | 406 | 366 | 336 | 526 | | |
| Neither | 1096 | 1024 | 66 | 58 | 39 | 283 | 174 | 567 | 46 | 146 | 91 | 77 | 96 | 162 | 99 | 99 | 185 | 966 | 222 | 248 | 255 | 217 | 225 | 243 | 657 | 115 | 60 | 75 | 89 | 43 | 137 | 1042 | | | |
| Don't know | 231 | 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% | 6% | 6% | 7% | 6% | 6% | 6% | 6% | 5% | 7% | 7% | 6% | 5% | 5% | 7% | 6% | 7% | 5% | 6% | 6% | 6% | 5% | 5% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | | | |

Fieldwork dates: 30th May - 4th June 2025

Respondent two: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 125-002388-01)

Filename : 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse

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

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|---|---------------------|-----------------------|-----------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| 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% Aaq | 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% Bbejlnp | 38% | 29% | 40% zb | 21% | 40% e | 47% ze | 22% | 48% h | 45% h | 29% | 46% zj | 24% | 47% zl | 26% | 48% zn | 24% | 44% zp | 26% | 43% zr | 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% dikmoq | 15% | 15% | 15% | 22% za | 7% | 8% | 19% zcd | 2% | 8% | 23% fg | 5% | 24% zi | 5% | 22% zk | 4% | 24% zm | 5% | 24% zo | 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% adiklmo pq | 7% | 6% | 2% | 14% za | 3% | 3% | 7% zd | 2% | 2% | 6% g | 3% | 5% | 3% | 5% | 2% | 5% m | 2% | 5% o | 3% | 6% q | 7% |

Fieldwork dates: 30th May - 4th June 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J25-002388-01)

Filename : 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse

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

Overlap formulae used. * small base



QAI30V. 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+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | Climate change is taking place (8) | Trust: | | | General election 2024 vote | | | | | | | |
|---|-----------|--|-----------------------------|-------------------|------------------|--------------------------------|--------------------------------|-------------------------|----------------------------------|---------------------------|------------------|---|---------------------|----------------|---|-------------------------|---------------------|------------------------------------|---------------------|----------------|-------------------------|----------------------------|------------------------|----------------|------------------|------------|-------------|------|--|
| | Total (1) | Agriculture, forestry and fishing (2) | Utilities or production (3) | Manufacturing (4) | Construction (5) | Wholesale and retail trade (6) | Transportation and storage (7) | Food or hospitality (8) | Information or communication (9) | Finance or insurance (10) | Real estate (11) | Professional, scientific or technical activities (12) | Administration (13) | Education (14) | Health, social care or social work (15) | Arts or recreation (16) | Other services (17) | The civil service (18) | The Government (19) | The media (20) | Conservative Party (21) | Labour Party (22) | Liberal Democrats (23) | Reform UK (24) | Green Party (25) | Other (26) | 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** | 128** | 263 | 316 | 37** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 231 | 250 | 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 | 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% gmp | 37% | 44% | 30% | 38% | 58% zcaghmn ai | 53% | 48% gm | 52% gm | 34% | 43% | 38% | 39% | 48% z | 49% z | 55% zrt | 49% | 60% zwayA | 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% su | 37% | 34% | 38% | 39% | 33% | 18% | 37% | 26% | 40% z/ | 37% | 38% | 37% | 31% | 33% s | 29% | 34% s | 24% | 33% u | 32% u | 31% u | 30% | 29% | 28% | |
| Neither | 567 | 8 | 4 | 29 | 11 | 27 | 17 | 22 | 28 | 8 | 4 | 22 | 22 | 49 | 51 | 8 | 70 | 470 | 317 | 110 | 115 | 50 | 144 | 43 | 53 | 39 | 52 | 521 | |
| 15% (qrsta) | | 40% | 10% | 19% | 9% | 16% | 17% | 17% | 18% | 5% | 12% | 11% | 17% | 19% | 16% | 22% | 21% | 14% | 13% i | 10% | 12% | 10% | 14% | 12% | 16% | 17% | 23% | 14% | |
| Don't know | 231 | 1 | 5 | 3 | 6 | 15 | 5 | 20 | 8 | 6 | 5 | 8 | 6 | 17 | 12 | 1 | 9 | 194 | 128 | 66 | 49 | 30 | 47 | 16 | 17 | 12 | 11 | 243 | |
| 6% p/v | | 3% | 12% | 2% | 5% | 9% | 5% | 15% zchslmp | 5% | 4% | 17% | 4% | 5% | 7% | 4% | 1% | 3% | 6% | 5% | 6% | 5% | 6% | 4% | 4% | 5% | 5% | 4% | 7% | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (R/25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_drat_v0_intlize
Proportions/Means: Columns Tested (5% risk level) - z/a/N/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/a - z/r/z/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

16 Jun 2025
Table 120

QA/COM/DEFENCE. 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 (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after house/children / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other higher Education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level/ CSE / NVQ12 / equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £99,999 (n) | £100,000 and above (n) | | | | | |
| Unweighted Total | 3727 | 1796 | 1924 | 447 | 608 | 659 | 559 | 536 | 451 | 417 | 3144 | 482 | 2144 | 1583 | 171* | 1070 | 280* | 1110 | 2551 | 435 | 1018 | 807 | 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 | 30 | 42 | 113 | 32 | 41 | 27 | 6 | 6 | 26 | 42 | 35 | 20 | 151 | | | | |
| 4% | 4% | 6% | 3% | 6% | 3% | 4% | 4% | 4% | 3% | 6% | 4% | 7% | 4% | 4% | 7% | 4% | 4% | 4% | 4% | 7% | 4% | 3% | 4% | 6% | 4% | 4% | 4% | 5% | 4% | | | | |
| Fairly comfortable | 391 | 241 | 145 | 36 | 78 | 50 | 51 | 63 | 56 | 57 | 329 | 49 | 220 | 171 | 19 | 132 | 55 | 108 | 279 | 51 | 98 | 95 | 24 | 11 | 60 | 112 | 105 | 52 | 402 | | | | |
| 10% | 10% | 14% | 8% | 8% | 13% | 8% | 8% | 11% | 12% | 14% | 10% | 10% | 10% | 11% | 11% | 12% | 6% | 10% | 11% | 12% | 10% | 12% | 14% | 10% | 9% | 11% | 12% | 13% | 11% | 11% | | | |
| 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% | 16% | 16% | 14% | 13% | 11% | 13% | 13% | 13% | 13% | 17% | 14% | 14% | 14% | 13% | 18% | 10% | 15% | 14% | 14% | 16% | 10% | 22% | 16% | 13% | 13% | 14% | 13% | | | | |
| Fairly uncomfortable | 1010 | 473 | 525 | 107 | 122 | 157 | 179 | 177 | 145 | 124 | 876 | 116 | 562 | 448 | 32 | 317 | 70 | 321 | 680 | 128 | 255 | 215 | 58 | 24 | 180 | 292 | 253 | 105 | 1078 | | | | |
| 27% | 27% | 27% | 27% | 24% | 20% | 26% | 30% | 30% | 32% | 30% | 28% | 24% | 26% | 28% | 19% | 30% | 27% | 29% | 27% | 29% | 25% | 27% | 33% | 21% | 26% | 29% | 29% | 27% | 29% | 29% | | | |
| Very uncomfortable | 1468 | 645 | 793 | 191 | 227 | 262 | 239 | 244 | 159 | 146 | 1268 | 174 | 867 | 601 | 66 | 396 | 130 | 490 | 960 | 151 | 417 | 293 | 64 | 35 | 270 | 388 | 333 | 155 | 1441 | | | | |
| 39% | 39% | 37% | 41% | 43% | 37% | 43% | 40% | 41% | 35% | 35% | 40% | 35% | 40% | 38% | 38% | 37% | 42% | 44% | 38% | 35% | 41% | 36% | 37% | 30% | 39% | 38% | 39% | 39% | 39% | 39% | | | |
| Don't know | 163 | 49 | 112 | 16 | 51 | 24 | 23 | 24 | 14 | 11 | 128 | 30 | 101 | 63 | 10 | 43 | 4 | 33 | 118 | 9 | 55 | 38 | 4 | 12 | 35 | 31 | 21 | 7 | 152 | | | | |
| 4% | 4% | 3% | 6% | 4% | 8% | 4% | 4% | 3% | 3% | 3% | 4% | 6% | 5% | 4% | 6% | 4% | 3% | 5% | 1% | 2% | 5% | 5% | 2% | 11% | 5% | 3% | 2% | 2% | 4% | | | | |
| Prefer not to say | 23 | 6 | 16 | - | 7 | 3 | - | 1 | 1 | 1 | 17 | 6 | 6 | 17 | 9 | 1 | 3 | 1 | 21 | 3 | 10 | 8 | - | 1 | 7 | 8 | 1 | - | 15 | | | | |
| 1% | 1% | 1% | - | 2% | 1% | - | - | - | - | - | 1% | 1% | - | 1% | 1% | - | 1% | - | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | - | - | - | - | | | |
| Comfortable | 947 | 340 | 200 | 61 | 98 | 75 | 75 | 85 | 71 | 81 | 445 | 81 | 307 | 239 | 31 | 175 | 25 | 150 | 392 | 82 | 138 | 122 | 30 | 18 | 80 | 154 | 141 | 72 | 553 | | | | |
| 15% | 15% | 19% | 10% | 14% | 12% | 13% | 14% | 16% | 19% | 19% | 14% | 17% | 14% | 15% | 18% | 16% | 10% | 14% | 15% | 19% | 14% | 15% | 17% | 15% | 12% | 15% | 16% | 16% | 18% | 15% | | | |
| 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 | 680 | 586 | 340 | 2519 | | | | |
| 66% | 64% | 69% | 67% | 67% | 67% | 70% | 70% | 71% | 67% | 65% | 68% | 59% | 67% | 66% | 57% | 67% | 69% | 73% | 64% | 64% | 66% | 63% | 70% | 51% | 65% | 68% | 68% | 66% | 68% | 68% | | | |
| NET Comfort | -52% | -44% | -58% | -53% | -41% | -58% | -57% | -56% | -52% | -45% | -54% | -42% | -52% | -51% | -39% | -50% | -60% | -59% | -49% | -45% | -52% | -48% | -52% | -38% | -53% | -52% | -52% | -48% | -53% | -53% | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (N 251 002388-61)
Filename: 25-002388_WAVE_2505295_AAI_wld_draft_v3_IntUse
Proportions/Mean: Columns Tested 05% risk level - s/a/b - s/c/d/e/f/g/h/i - s/j/k - s/l/m/n/o/p/q - s/r/s/t/u/v/w - s/x/y/z/A/B
Overlap formulae used: * small base



QACOM/DEFENCE. 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 | | | | | | | Unweighted Total |
|--|--------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--------------|--------------|--------------------------|--------------|------------|------------|---------------------------|---|--|---|---|---|---|---------------------------------|--------------|------------------|
| | Total (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n) | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n) | Urban (n) | Rural (n) | 1 - Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5 - Least deprived (n) | 1 - Managerial, administrative and professional occupations (n) | 2 - Intermediate occupations (n) | 3 - Small employers and own account workers (n) | 4 - Lower supervisory and technical occupations (n) | 5 - Semi-routine and routine occupations (n) | 6 - Long-term unemployed or newly worked (n) | 7 - Full-time student (n) | | |
| Unweighted Total | 3227 | 3111 | 506 | 175 | 135 | 857 | 598 | 1054 | 149 | 410 | 288 | 230 | 128 | 350 | 508 | 323 | 475 | 2049 | 778 | 149 | 748 | 140 | 740 | 511 | 730 | 1099 | 452 | 213 | 273 | 360 | 122* | 169* | 3727 |
| Very comfortable | 156 4% | 195 4% | 7 2% | 4 4% | 5% | 42 5% | 29 5% | 65 4% | 5 3% | 15 4% | 21 7% | 13 5% | 15 5% | 17 5% | 19 4% | 16 5% | 34 3% | 120 4% | 36 5% | 40 5% | 34 4% | 32 4% | 33 4% | 16 2% | 82 4% | 7 1% | 12 6% | 10 4% | 21 6% | 7 6% | 16 6% | 151 4% | |
| Fairly comfortable | 391 10% | 337 11% | 24 8% | 15 9% | 15 11% | 65 8% | 51 8% | 221 13% | 14 9% | 35 9% | 16 5% | 25 9% | 26 8% | 42 12% | 76 13% | 42 13% | 60 13% | 296 10% | 95 12% | 63 8% | 96 13% | 72 10% | 74 10% | 85 12% | 231 12% | 47 10% | 22 10% | 27 10% | 43 12% | 5 5% | 13 5% | 406 11% | |
| Neither comfortable nor uncomfortable | 516 14% | 443 14% | 38 12% | 18 10% | 17 13% | 117 14% | 83 14% | 244 15% | 22 15% | 64 16% | 31 10% | 36 13% | 47 14% | 48 14% | 69 14% | 44 14% | 82 17% | 414 14% | 101 13% | 100 13% | 106 14% | 98 13% | 124 17% | 88 12% | 255 13% | 55 12% | 32 15% | 46 17% | 55 15% | 25 24% | 44 18% | 488 13% | |
| Fairly uncomfortable | 1,010 27% | 836 27% | 92 30% | 55 31% | 28 21% | 230 27% | 176 29% | 430 26% | 39 26% | 107 26% | 84 28% | 82 30% | 94 29% | 92 26% | 140 29% | 96 30% | 93 20% | 779 26% | 231 30% | 169 23% | 198 26% | 198 27% | 194 26% | 251 34% | 551 28% | 134 30% | 60 28% | 81 30% | 76 21% | 18 15% | 63 25% | 1,078 29% | |
| Very uncomfortable | 1,468 39% | 1,202 39% | 135 44% | 69 40% | 62 45% | 361 42% | 223 37% | 618 37% | 60 41% | 179 42% | 128 43% | 100 38% | 121 37% | 132 38% | 177 33% | 110 42% | 169 42% | 1,177 40% | 261 37% | 324 43% | 280 37% | 304 41% | 296 39% | 264 36% | 799 40% | 191 35% | 74 30% | 95 35% | 140 39% | 46 38% | 309 44% | 1,441 39% | |
| Don't know | 168 4% | 141 5% | 8 3% | 10 6% | 5 4% | 46 5% | 30 5% | 70 4% | 9 6% | 16 4% | 15 5% | 9 3% | 21 8% | 16 3% | 12 4% | 23 5% | 139 5% | 24 3% | 41 5% | 35 5% | 33 4% | 28 4% | 26 4% | 74 4% | 17 4% | 10 5% | 12 4% | 23 6% | 13 10% | 4 2% | 312 4% | | |
| Prefer not to say | 23 1% | 18 1% | 2 1% | - - | 3 2% | 2 * | 8 1% | 8 1% | - - | - - | 2 1% | 4 1% | 4 1% | - - | 2 * | 3 1% | 3 1% | 22 1% | 1 * | 11 1% | 9 1% | 3 * | 1 * | - - | 6 * | 1 * | 4 2% | 2 1% | - - | 7 5% | - - | 15 * | |
| Comfortable | 547 15% | 472 15% | 30 10% | 23 13% | 21 16% | 107 12% | 79 13% | 285 17% | 19 13% | 51 12% | 38 13% | 38 14% | 41 13% | 59 17% | 95 19% | 58 18% | 74 16% | 416 14% | 130 17% | 104 14% | 130 17% | 104 14% | 107 14% | 101 14% | 313 16% | 53 12% | 34 16% | 37 14% | 64 18% | 13 11% | 29 12% | 553 15% | |
| Uncomfortable | 2,478 66% | 2,037 65% | 227 74% | 124 71% | 89 68% | 591 69% | 398 67% | 1,048 63% | 99 67% | 280 68% | 212 73% | 183 68% | 215 65% | 225 64% | 326 64% | 205 64% | 292 62% | 1,957 66% | 521 67% | 493 66% | 478 63% | 502 68% | 490 65% | 515 65% | 1,910 68% | 326 72% | 134 65% | 176 65% | 217 64% | 64 53% | 172 69% | 2,559 68% | |
| NET: Comfort | -52% | -50% | -64% | -58% | -50% | -56% | -53% | -46% | -54% | -56% | -59% | -54% | -53% | -47% | -45% | -46% | -46% | -52% | -50% | -52% | -46% | -54% | -51% | -57% | -52% | -60% | -47% | -51% | -42% | -42% | -57% | -59% | |

Fieldwork dates: 10th May - 6th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK) 25-052386-011
Filename: 25-052386_WAVE_2505295_AAI_wtd_draft_v3_1stUse
Proportions/Means: Columns Totals (5% risk level) - $\sqrt{n}/N/\sqrt{h}$ - $\sqrt{h}/N/\sqrt{h}/m/n/h/p/q$ - \sqrt{h}/q - $\sqrt{h}/h/m/h/w$ - $\sqrt{h}/w/N/R/C/D/E$
Overlap formulae used: * small base



QAICOMPFENCE. 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 (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|--------------|-----------------------|-------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very comfortable | 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 3% | 74 9% | 44 3% | 50 4% | 28 4% | 151 4% |
| 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% | 105 15% | 204 12% | 15 12% | 62 12% | 132 14% | 98 13% | 111 8% | 86 14% | 143 8% | 104 12% | 116 10% | 106 12% | 134 9% | 156 14% | 96 13% | 488 13% |
| Fairly uncomfortable | 1010 27% | 272 27% | 733 27% | 318 25% | 101 24% | 24 20% | 168 24% | 485 28% | 29 23% | 126 25% | 232 24% | 216 28% | 393 27% | 175 29% | 432 26% | 258 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 52% | 266 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 + | 3 1% | - | 2 + | 3 + | - | 2 + | 2 + | - | 4 + | - | 7 + | 2 + | 1 + | 2 + | 3 + | 5 + | 1 + | 15 + |
| Comfortable | 547 15% | 129 13% | 417 15% | 219 17% | 52 12% | 38 31% | 158 23% | 207 12% | 29 23% | 110 22% | 102 11% | 219 29% | 119 8% | 162 27% | 174 10% | 189 22% | 128 11% | 223 26% | 140 10% | 191 17% | 102 14% | 553 15% |
| Uncomfortable | 2478 66% | 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 76% | 509 59% | 1092 77% | 751 67% | 501 69% | 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 [IN 125-002388-01]
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QA/COMPREHENSION. 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+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | | Trust: | | | | General election 2024 vote | | | | | | | |
|--|---------------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|--|---------------------------------|---------------------|--|------------------------|-------------------|---|----------------------------|------------------------|---|---------------------------|------------------------|-------------------|-------------------------------|----------------------------|---------------------------|-------------------|---------------------|---------------|-------------|--|--|
| | Total (1) | Agriculture, forestry and fishing (2) | Utilities or production (3) | Manufacturing (4) | Construction (5) | Wholesale and retail trade (6) | Transportation and storage (7) | Food or hospitality (8) | Information or communication (9) | Finance or insurance (10) | Real estate (11) | Professional, scientific or technical activities (12) | Administration (13) | Education (14) | Health, social care or social work (15) | Arts or recreation (16) | Other services (17) | Climate change is taking place (18) | The civil service (19) | The Government (20) | The media (21) | Conservative Party (22) | Labour Party (23) | Liberal Democrats (24) | Reform UK (25) | Green Party (26) | Other (27) | Unwtd Total | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | |
| Weighted Total | 3727 | 21** | 37** | 157** | 121** | 169** | 101** | 112** | 156** | 155** | 30** | 201** | 120** | 263 | 316 | 37** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | | |
| Very comfortable | 156 4% av. | 1 6% | 3 7% | 6 4% | 4 4% | 10 6% | 10 10% | 4 3% | 9 6% | 5 3% | 1 5% | 7 3% | 2 1% | 10 4% | 13 4% | 1 3% | 16 5% | 123 4% | 105 4% | 61 6% | 38 4% | 28 6% | 26 3% | 11 3% | 21 6% | 5 2% | 9 4% | 151 | | |
| Fairly comfortable | 391 10% y | 1 6% | 7 19% | 17 11% | 18 15% | 13 8% | 11 11% | 6 4% | 15 10% | 35 23% | 4 12% | 16 8% | 14 11% | 25 10% | 23 7% | 4 11% | 31 9% | 348 11% | 259 11% | 144 13% | 142 15% | 52 11% | 118 11% | 41 11% | 45 13% | 10 4% | 27 11% | 402 | | |
| Neither comfortable nor uncomfortable | 516 14% out | 1 6% | 5 12% | 36 23% | 20 16% | 19 11% | 11 11% | 28 21% | 20 13% | 18 11% | 3 12% | 16 8% | 16 13% | 30 11% | 40 13% | 2 6% | 63 19% | 430 13% | 341 14% | 158 15% | 111 12% | 75 15% | 137 13% | 36 10% | 48 14% | 15 6% | 23 9% | 488 | | |
| Fairly uncomfortable | 1010 27% y | 2 9% | 11 29% | 26 17% | 34 28% | 45 27% | 21 21% | 40 30% | 32 21% | 39 25% | 8 28% | 63 32% | 29 23% | 74 28% | 94 30% | 10 28% | 82 25% | 909 28% | 724 30% | 339 31% | 260 28% | 163 33% | 280 27% | 129 35% | 93 28% | 58 25% | 64 29% | 1078 | | |
| Very uncomfortable | 1468 39% risk | 15 73% | 12 32% | 66 42% | 40 33% | 72 43% | 44 43% | 44 33% | 71 46% | 53 34% | 10 33% | 96 48% | 59 47% | 107 41% | 129 41% | 18 48% | 125 38% | 1295 40% | 927 38% | 345 32% | 334 36% | 157 43% | 445 38% | 139 32% | 108 32% | 141 60% | 119 48% | 1441 | | |
| Don't know | 163 4% only | - | - | 3 | 6 | 10 | 3 | 11 | 6 | 5 | 3 | 3 | 6 | 15 | 15 | 1 | 12 | 126 | 82 | 33 | 25 | 16 | 30 | 13 | 17 | 5 | 8 | 152 | | |
| Prefer not to say | 23 1% | - | - | 2 | - | - | - | - | 2 | - | - | - | - | 1 | 1 | - | 2 | 18 | 10 | 6 | 11 | - | 2 | 1 | 4 | - | - | 15 | | |
| Comfortable | 547 15% y | 2 12% | 10 27% | 23 15% | 22 18% | 23 13% | 22 22% | 9 7% | 24 15% | 40 26% | 5 17% | 23 11% | 16 13% | 35 13% | 37 12% | 5 15% | 46 14% | 470 14% | 364 15% | 205 19% | 179 19% | 80 16% | 144 14% | 51 14% | 65 19% | 15 7% | 36 14% | 553 | | |
| Uncomfortable | 2478 66% y | 17 82% | 23 61% | 92 59% | 74 61% | 117 69% | 65 64% | 84 63% | 103 66% | 92 60% | 18 61% | 159 79% | 88 70% | 181 69% | 223 71% | 28 76% | 207 63% | 2204 68% | 1651 67% | 684 63% | 594 65% | 319 65% | 724 70% | 267 72% | 201 60% | 199 85% | 183 73% | 2519 | | |
| NET: Comfort | -62% | -70% | -34% | -44% | -42% | -56% | -43% | -56% | -51% | -34% | -44% | -68% | -57% | -55% | -59% | -61% | -49% | -53% | -53% | -44% | -45% | -49% | -56% | -59% | -40% | -78% | -59% | -53% | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_intl.xlsx
Proportions/Weights: Columns Totals (2% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - z/a - z/r/s/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing



QA/COM/DEFENCE. 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 | | | | Unweighted Total |
|---------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--|--|----------------|-----------------|----------------|---|-------------|---|-------------------|---|---------------------------|---|---|------------------------------|-------------------|---------------------------|---------------------------|-------------------------|------|-----|--|------------------|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after house/children / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other higher Education below degree level (n) | A-level or equivalent (n) | GCSE/ O-Level/ CSE/ NVQ12/ equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £99,999 (n) | £100,000 and above (n) | | | | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 903 | 867 | 463 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | | | |
| Weighted Total | 3727 | 1748 | 1924 | 447 | 608 | 659 | 559 | 595 | 451 | 417 | 3144 | 492 | 2144 | 1583 | 171* | 1070 | 260** | 1110 | 2551 | 435 | 1018 | 807 | 174 | 116* | 689 | 1007 | 861 | 304 | 3727 | | | |
| Very comfortable | 345 | 236 | 306 | 32 | 54 | 53 | 57 | 63 | 40 | 46 | 290 | 47 | 198 | 147 | 27 | 103 | 34 | 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% | 10% | 10% | 5% | 12% | 8% | 8% | 9% | 6% | 9% | 9% | 6% | 8% | 8% | 12% | 12% | 10% | | |
| Fairly comfortable | 1116 | 560 | 546 | 131 | 147 | 150 | 181 | 201 | 154 | 151 | 965 | 136 | 619 | 497 | 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% | 28% | 29% | 31% | 20% | 34% | 31% | 36% | 28% | 33% | 27% | 20% | 30% | 18% | 26% | 31% | 34% | 42% | 32% | | | |
| Neither comfortable nor uncomfortable | 799 | 382 | 406 | 103 | 140 | 124 | 127 | 114 | 101 | 89 | 664 | 105 | 457 | 341 | 31 | 220 | 70 | 196 | 575 | 89 | 224 | 198 | 38 | 27 | 150 | 230 | 188 | 47 | 770 | | | |
| | 21% | 22% | 21% | 23% | 23% | 20% | 21% | 19% | 22% | 21% | 21% | 21% | 21% | 22% | 18% | 21% | 27% | 18% | 23% | 20% | 22% | 24% | 22% | 23% | 22% | 23% | 23% | 22% | 12% | 21% | | |
| Fairly uncomfortable | 603 | 253 | 343 | 80 | 89 | 117 | 95 | 95 | 72 | 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% | 11% | 16% | 16% | 16% | 13% | 17% | 14% | 17% | 16% | 15% | 15% | 19% | 15% | 17% | 19% | 14% | 19% | 16% | 18% | 18% | 18% | 14% | 16% | 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% | 15% | 20% | 18% | 19% | 23% | 19% | 16% | 15% | 14% | 18% | 19% | 19% | 17% | 23% | 16% | 14% | 15% | 19% | 18% | 21% | 18% | 20% | 17% | 23% | 16% | 15% | 14% | 17% | | | |
| Don't know | 167 | 52 | 115 | 15 | 51 | 23 | 22 | 26 | 15 | 14 | 126 | 36 | 99 | 68 | 10 | 45 | 7 | 33 | 124 | 9 | 52 | 42 | 6 | 15 | 32 | 41 | 21 | 5 | 161 | | | |
| | 4% | 3% | 6% | 3% | 8% | 4% | 4% | 4% | 3% | 3% | 4% | 7% | 5% | 4% | 6% | 4% | 3% | 1% | 5% | 2% | 5% | 5% | 3% | 12% | 5% | 4% | 2% | 1% | 4% | | | |
| Prefer not to say | 23 | 5 | 17 | 4 | 10 | 2 | 4 | - | 1 | 1 | 16 | 6 | 8 | 15 | 4 | 4 | 3 | 3 | 17 | - | 10 | 6 | - | 1 | 6 | 4 | 2 | - | 17 | | | |
| | 1% | * | 1% | 1% | 2% | * | 1% | * | * | * | 1% | 1% | * | 1% | * | 3% | 1% | * | 1% | - | 1% | 1% | - | 1% | 1% | 1% | * | * | * | | | |
| Comfortable | 1461 | 796 | 663 | 163 | 201 | 203 | 238 | 264 | 195 | 197 | 1256 | 183 | 816 | 644 | 62 | 469 | 95 | 1309 | 913 | 178 | 371 | 262 | 68 | 33 | 220 | 385 | 402 | 231 | 1549 | | | |
| | 39% | 46% | 34% | 37% | 33% | 33% | 40% | 44% | 43% | 47% | 40% | 37% | 38% | 41% | 36% | 44% | 36% | 49% | 36% | 41% | 36% | 33% | 39% | 28% | 32% | 38% | 42% | 19% | 42% | | | |
| Uncomfortable | 1278 | 513 | 733 | 161 | 206 | 216 | 207 | 192 | 139 | 116 | 1083 | 162 | 764 | 513 | 65 | 332 | 85 | 339 | 923 | 159 | 361 | 299 | 62 | 40 | 281 | 347 | 249 | 112 | 1230 | | | |
| | 34% | 29% | 38% | 36% | 34% | 42% | 35% | 32% | 31% | 28% | 34% | 33% | 36% | 32% | 38% | 31% | 33% | 31% | 36% | 37% | 35% | 36% | 34% | 35% | 41% | 34% | 29% | 28% | 33% | | | |
| NET Comfort | 9% | 16% | -4% | * | -1% | -9% | 5% | 12% | 12% | 19% | 6% | 4% | 2% | 8% | -2% | 13% | 4% | 18% | * | 4% | 1% | -3% | 3% | -7% | -9% | 4% | 18% | 31% | 9% | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wld_draft_v3_IntUse
Proportions/Mean: Columns Tested 5% risk level - s/a/b - s/c/d/e/f/h/i - s/h - s/hm/holo - s/h/r/h/hu/w - s/h/v/a/B
Overlap formulae used: * small base



QACOM/DEFENCE. 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 | | | | | | | Unweighted Total |
|---------------------------------------|-----------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|-----------|-----------------------|---------|---------|---------|------------------------|---|----------------------------------|---|---|--|--|---------------------------|----------|--------|--|--|--|--|--|--|------------------|
| | Total (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n) | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n) | Urban (n) | Rural (n) | 1 - Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5 - Least deprived (n) | 1 - Managerial, administrative and professional occupations (n) | 2 - Intermediate occupations (n) | 3 - Small employers and own account workers (n) | 4 - Lower supervisory and technical occupations (n) | 5 - Semi-routine and routine occupations (n) | 6 - Long-term unemployed or never worked (n) | 7 - Full-time student (n) | | | | | | | | | |
| Unweighted Total | 3227 | 3111 | 306 | 175 | 135 | 857 | 598 | 1056 | 149 | 410 | 258 | 230 | 128 | 301 | 508 | 323 | 475 | 2049 | 778 | 549 | 758 | 540 | 751 | 730 | 1599 | 452 | 213 | 273 | 80 | 122* | 240* | 3122 | | | | | | | | |
| Very comfortable | 345 9% | 301 10% | 17 6% | 18 10% | 9 7% | 81 10% | 48 8% | 170 10% | 19 12% | 36 9% | 29 10% | 22 8% | 25 8% | 33 10% | 53 11% | 37 10% | 47 10% | 253 9% | 92 12% | 53 7% | 63 8% | 79 11% | 71 9% | 79 11% | 223 11% | 21 5% | 30 14% | 18 7% | 17 5% | 17 14% | 18 7% | 358 30% | | | | | | | | |
| Fairly comfortable | 1118 30% | 943 30% | 95 31% | 43 25% | 35 26% | 263 31% | 161 27% | 519 31% | 37 25% | 131 32% | 95 32% | 75 28% | 86 26% | 98 30% | 180 31% | 101 30% | 140 30% | 861 29% | 254 33% | 167 22% | 212 28% | 236 32% | 243 32% | 257 35% | 655 38% | 134 31% | 67 26% | 72 26% | 93 8% | 8 3% | 81 35% | 1191 52% | | | | | | | | |
| Neither comfortable nor uncomfortable | 799 21% | 664 21% | 71 23% | 34 19% | 30 22% | 175 20% | 130 22% | 359 22% | 31 21% | 72 18% | 72 24% | 53 20% | 77 23% | 76 22% | 92 18% | 82 25% | 109 23% | 642 22% | 157 20% | 170 23% | 179 24% | 126 17% | 163 22% | 161 22% | 410 20% | 89 20% | 46 22% | 76 28% | 77 21% | 26 22% | 60 24% | 770 21% | | | | | | | | |
| Fairly uncomfortable | 603 16% | 501 16% | 56 18% | 24 14% | 23 17% | 144 17% | 102 17% | 254 15% | 21 14% | 72 17% | 51 17% | 55 20% | 48 15% | 58 17% | 80 16% | 43 15% | 73 15% | 476 16% | 127 16% | 134 18% | 127 17% | 125 17% | 110 15% | 109 15% | 300 15% | 84 19% | 22 10% | 33 17% | 60 21% | 25 17% | 45 18% | 592 16% | | | | | | | | |
| Very uncomfortable | 624 18% | 539 17% | 60 20% | 46 26% | 29 23% | 148 17% | 122 20% | 269 16% | 30 20% | 81 20% | 36 12% | 54 20% | 69 12% | 62 18% | 78 13% | 44 14% | 86 18% | 559 19% | 115 15% | 173 23% | 138 18% | 133 18% | 135 18% | 95 13% | 136 17% | 97 18% | 34 16% | 44 16% | 89 25% | 30 25% | 36 15% | 638 17% | | | | | | | | |
| Don't know | 167 4% | 146 5% | 5 2% | 10 6% | 6 5% | 43 5% | 28 5% | 74 5% | 11 8% | 17 4% | 15 5% | 8 5% | 21 3% | 23 4% | 10 4% | 19 4% | 135 5% | 32 4% | 43 5% | 31 4% | 36 5% | 28 4% | 20 4% | 72 4% | 25 6% | 10 5% | 10 4% | 21 6% | 10 8% | 7 3% | 161 4% | | | | | | | | | |
| Prefer not to say | 23 1% | 18 1% | 2 - | - | 3 2% | 2 - | 6 1% | 10 1% | - | 2 - | - | 4 1% | 3 1% | - | 2 - | 6 - | 1 - | 22 1% | 1 - | 9 1% | 7 1% | 5 1% | 1 - | - | 4 - | 2 1% | 4 - | - | - | 4 - | - | 17 - | | | | | | | | |
| Comfortable | 1461 39% | 1244 40% | 112 37% | 61 35% | 44 32% | 346 40% | 209 35% | 689 42% | 56 37% | 167 41% | 124 42% | 97 36% | 111 34% | 131 38% | 233 40% | 137 43% | 187 39% | 1114 38% | 346 45% | 220 29% | 276 36% | 315 41% | 314 40% | 336 46% | 877 44% | 155 34% | 97 40% | 90 33% | 111 31% | 25 40% | 99 42% | 1549 42% | | | | | | | | |
| Uncomfortable | 1278 34% | 1040 33% | 116 38% | 70 40% | 53 39% | 291 34% | 225 38% | 523 32% | 51 34% | 153 37% | 87 29% | 108 40% | 117 35% | 120 34% | 158 32% | 87 27% | 159 33% | 1035 35% | 242 31% | 307 41% | 265 35% | 258 35% | 245 33% | 204 38% | 636 41% | 180 40% | 56 35% | 96 35% | 149 41% | 56 46% | 82 33% | 1230 33% | | | | | | | | |
| NET: Comfort | 3% | 7% | -1% | -3% | -6% | 6% | -3% | 10% | 3% | 3% | 12% | -4% | -2% | 3% | 13% | 10% | 6% | 3% | 13% | -12% | 1% | 8% | 9% | 16% | 12% | -6% | 19% | -2% | -11% | -23% | 7% | 9% | | | | | | | | |

Fieldwork dates: 10th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (UK 25-052386-01)
Filename: 25-052386_WAVE_2505295_AAI_wtd_draft_v3.tsf
Proportions/Means: Columns Tested (5% risk level) - $\chi^2/\chi^2/df$ - $\chi^2/N/df$ - $\chi^2/N/df/m/n/h/p$ - χ^2/df - $\chi^2/N/df/w$ - $\chi^2/N/df/R/C/df$
Overlap formulae used: * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

16 Jun 2025
Table 126

QAICOMPEDEFENCE. 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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|--------------|-----------------------|-------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123* | 695 | 1738 | 128* | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very comfortable | 345 9% | 95 10% | 249 9% | 179 14% | 17 4% | 21 17% | 112 16% | 120 7% | 21 16% | 82 16% | 47 5% | 178 23% | 67 5% | 134 22% | 91 5% | 173 20% | 52 4% | 196 23% | 62 4% | 147 13% | 51 7% | 358 10% |
| Fairly comfortable | 1116 30% | 229 23% | 884 33% | 382 30% | 87 21% | 42 34% | 233 34% | 488 28% | 44 35% | 184 37% | 247 26% | 326 43% | 306 21% | 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 20% | 97 23% | 20 16% | 150 22% | 369 21% | 22 17% | 91 18% | 217 23% | 89 12% | 283 19% | 83 14% | 336 20% | 117 14% | 209 18% | 123 14% | 279 20% | 224 20% | 148 20% | 770 21% |
| Fairly uncomfortable | 603 16% | 180 18% | 421 15% | 182 14% | 84 20% | 10 8% | 72 10% | 290 17% | 9 7% | 54 11% | 159 17% | 89 12% | 289 20% | 91 15% | 336 20% | 124 14% | 235 20% | 88 10% | 299 21% | 168 15% | 141 19% | 592 16% |
| 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 32% | 54 9% | 472 28% | 67 8% | 370 32% | 74 9% | 430 30% | 198 18% | 138 19% | 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% | - - | 4 1% | - - | - - | 4 * | - - | - - | 2 * | - - | 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 66% | 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% | 36 29% | 171 25% | 671 39% | 39 31% | 124 25% | 393 41% | 146 19% | 751 51% | 145 24% | 808 48% | 191 22% | 605 52% | 163 19% | 729 52% | 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 (IN 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/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QA/COMPREFERENCE. 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 (1) | Agriculture, forestry and fishing (2) | Utilities or production (3) | Manufacturing (4) | Construction (5) | Wholesale and retail trade (6) | Transportation and storage (7) | Food or hospitality (8) | Information or communication (9) | Finance or insurance (10) | Real estate (11) | Professional, scientific or technical activities (12) | Administration (13) | Education (14) | Health, social care or social work (15) | Arts or recreation (16) | Other services (17) | Climate change is taking place (18) | The civil service (19) | The Government (20) | The media (21) | Conservative Party (22) | Labour Party (23) | Liberal Democrats (24) | Reform UK (25) | Green Party (26) | Other (27) | Unwtd Total | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 688 | 1048 | 388 | 347 | 182 | 296 | 3727 | |
| Weighted Total | 3727 | 211** | 371** | 1571* | 1211* | 1691* | 1011* | 1121* | 1561* | 1551* | 301** | 2011* | 1201* | 263 | 316 | 371** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 | |
| Very comfortable | 345 9% | 1 6% | 7 19% | 12 8% | 15 12% | 11 6% | 7 7% | 8 6% | 20 13% | 18 12% | 4 14% | 32 16% | 8 7% | 21 8% | 26 8% | 2 6% | 27 8% | 301 9% | 236 10% | 142 13% | 104 11% | 62 13% | 95 9% | 45 12% | 45 13% | 16 7% | 16 7% | 358 10% | |
| Fairly comfortable | 1116 30% | 8 40% | 11 29% | 35 23% | 47 39% | 35 21% | 32 31% | 29 22% | 49 32% | 49 32% | 64 41% | 8 28% | 72 36% | 33 26% | 80 30% | 86 27% | 12 32% | 79 24% | 1015 31% | 804 33% | 394 36% | 316 34% | 178 36% | 348 38% | 140 27% | 90 24% | 55 25% | 64 32% | 1191 |
| Neither comfortable nor uncomfortable | 799 21% | 3 12% | 3 8% | 52 33% | 20 17% | 34 20% | 10 10% | 34 26% | 38 24% | 23 15% | 3 11% | 38 19% | 28 22% | 64 24% | 67 21% | 6 15% | 80 24% | 693 21% | 520 21% | 225 21% | 183 20% | 101 21% | 189 18% | 70 19% | 75 22% | 43 18% | 49 20% | 770 | |
| Fairly uncomfortable | 603 16% | 3 13% | 9 25% | 19 12% | 15 13% | 35 21% | 19 19% | 26 19% | 13 9% | 18 12% | 7 22% | 34 17% | 25 20% | 37 14% | 56 18% | 5 14% | 58 18% | 524 16% | 405 17% | 158 15% | 149 16% | 62 13% | 169 16% | 52 14% | 52 15% | 57 24% | 56 23% | 592 | |
| Very uncomfortable | 674 18% | 6 28% | 7 19% | 34 22% | 17 14% | 17 23% | 28 20% | 27 20% | 30 19% | 25 16% | 4 13% | 22 11% | 27 21% | 47 18% | 64 20% | 12 32% | 70 21% | 569 18% | 378 15% | 123 11% | 129 14% | 69 14% | 205 20% | 48 13% | 56 17% | 56 24% | 57 22% | 618 | |
| Don't know | 187 5% | - | - | 4 | 7 | 15 | 5 | 8 | 6 | 6 | 4 | 3 | 5 | 12 | 11 | 1 | 17 | 112 | 96 | 40 | 32 | 17 | 31 | 13 | 15 | 7 | 9 | 161 | |
| Prefer not to say | 23 1% | - | - | - | - | - | - | 1 | - | - | - | - | - | 2 | 5 | - | - | 13 | 10 | 5 | 8 | 1 | 2 | 1 | 4 | - | 1 | 17 | |
| Comfortable | 1461 39% | 9 46% | 18 48% | 48 30% | 62 27% | 45 27% | 38 38% | 37 28% | 69 44% | 82 53% | 12 41% | 103 52% | 41 33% | 101 39% | 112 35% | 14 37% | 106 32% | 1317 41% | 1040 42% | 535 49% | 420 46% | 241 49% | 443 43% | 185 50% | 155 40% | 71 30% | 80 32% | 1549 | |
| Uncomfortable | 1278 34% | 9 42% | 16 44% | 53 34% | 32 27% | 44 27% | 47 47% | 53 40% | 43 28% | 43 28% | 10 35% | 56 28% | 52 42% | 85 32% | 121 38% | 17 46% | 128 39% | 1093 34% | 783 32% | 281 26% | 278 27% | 131 27% | 374 36% | 100 27% | 107 32% | 114 49% | 111 44% | 1230 | |
| NET: Comfort | 1509 40% | 4% | 4% | -3% | 25% | -37% | -3% | -32% | 16% | 25% | 7% | 24% | -9% | 6% | -3% | -9% | -6% | 7% | 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 (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - /a/h/c/d/e/f/g/h/i/j/k/l/m/n/o/p - /q - /r/s/t - /u/v/w/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing



QA/COM/DEFENCE. 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 (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) | Ethnic minorities (excluding White minorities) | Working | Not Working | Unemployed | Retired / looking after house/children / long-term sick or disabled | Student | Graduates (Degree/Master/PhD/above) | Non-graduates | Other higher Education below degree level | A level or equivalent | GCSE / O Level/ CSE / NVQ12/ equivalent | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | Unweighted Total | | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 901 | 887 | 463 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | | |
| Weighted Total | 3727 | 1748 | 1924 | 447 | 608 | 659 | 559 | 596 | 451 | 417 | 3144 | 492 | 2144 | 1581 | 171* | 1070 | 200* | 1110 | 2551 | 435 | 1018 | 807 | 174 | 116* | 689 | 1007 | 661 | 304 | 3727 | | |
| Very comfortable | 259 | 175 | 79 | 18 | 38 | 40 | 37 | 45 | 32 | 49 | 220 | 33 | 135 | 124 | 8 | 99 | 34 | 109 | 150 | 25 | 60 | 44 | 13 | 6 | 35 | 70 | 60 | 51 | 282 | | |
| | 7% | 10% | 4% | 4% | 6% | 7% | 6% | 8% | 7% | 12% | 7% | 7% | 6% | 8% | 5% | 9% | 5% | 10% | 6% | 6% | 6% | 6% | 8% | 5% | 5% | 7% | 7% | 6% | 5% | 8% | |
| Fairly comfortable | 904 | 506 | 389 | 69 | 119 | 114 | 153 | 165 | 146 | 138 | 763 | 118 | 496 | 408 | 30 | 325 | 40 | 309 | 589 | 133 | 201 | 176 | 48 | 32 | 145 | 242 | 249 | 127 | 1017 | | |
| | 24% | 29% | 20% | 15% | 20% | 19% | 25% | 28% | 23% | 33% | 24% | 24% | 23% | 26% | 17% | 30% | 15% | 28% | 23% | 30% | 20% | 22% | 27% | 28% | 21% | 24% | 25% | 12% | 27% | | |
| Neither comfortable nor uncomfortable | 764 | 357 | 404 | 96 | 137 | 116 | 121 | 115 | 90 | 90 | 645 | 97 | 458 | 306 | 38 | 208 | 51 | 215 | 528 | 78 | 213 | 179 | 35 | 23 | 143 | 213 | 170 | 81 | 735 | | |
| | 20% | 20% | 21% | 21% | 23% | 19% | 20% | 19% | 20% | 21% | 21% | 20% | 21% | 19% | 22% | 19% | 19% | 19% | 21% | 18% | 21% | 22% | 20% | 20% | 21% | 21% | 21% | 20% | 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% | 18% | 22% | 20% | 19% | 15% | 21% | 18% | 20% | 20% | 20% | 18% | 28% | 19% | 21% | 21% | 21% | 22% | 24% | 14% | 21% | 23% | 19% | 16% | 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% | 27% | 22% | 21% | 18% | 18% | 23% | 23% | 24% | 21% | 28% | 24% | 21% | 21% | 23% | 21% | 26% | 23% | 18% | 21% | 23% | 20% | 22% | 18% | 21% | | |
| Don't know | 186 | 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% | 4% | 4% | 4% | 3% | 3% | 5% | 8% | 5% | 5% | 6% | 4% | 7% | 4% | 5% | 3% | 6% | 5% | 3% | 11% | 6% | 4% | 3% | 2% | 5% | | |
| Prefer not to say | 20 | 7 | 12 | - | - | 6 | 3 | 1 | 1 | 1 | 15 | 3 | 8 | 12 | 4 | 1 | 3 | 2 | 17 | 2 | 8 | 6 | - | 1 | 3 | 8 | 1 | - | 15 | | |
| | 1% | * | 1% | - | 2% | 1% | * | * | * | * | * | 1% | * | 1% | 3% | * | 1% | * | 1% | * | 1% | 1% | - | 1% | * | 1% | * | * | * | | |
| Comfortable | 1163 | 681 | 468 | 87 | 158 | 154 | 190 | 209 | 178 | 187 | 863 | 151 | 631 | 532 | 37 | 389 | 55 | 418 | 738 | 157 | 261 | 220 | 61 | 38 | 180 | 313 | 309 | 179 | 1299 | | |
| | 31% | 39% | 24% | 20% | 25% | 25% | 32% | 30% | 30% | 40% | 31% | 31% | 29% | 34% | 22% | 30% | 21% | 38% | 29% | 38% | 26% | 33% | 33% | 33% | 26% | 31% | 30% | 45% | 35% | | |
| Uncomfortable | 1594 | 639 | 919 | 236 | 254 | 307 | 260 | 245 | 164 | 128 | 1358 | 202 | 944 | 650 | 81 | 389 | 134 | 436 | 1133 | 184 | 474 | 362 | 72 | 40 | 318 | 438 | 352 | 127 | 1506 | | |
| | 43% | 37% | 48% | 53% | 42% | 50% | 43% | 41% | 36% | 31% | 43% | 41% | 44% | 41% | 47% | 36% | 51% | 39% | 44% | 42% | 47% | 43% | 42% | 35% | 46% | 43% | 41% | 32% | 40% | | |
| NET: Comfort | -12% | 2% | -23% | -33% | -18% | -25% | -12% | -6% | 3% | 14% | -12% | -10% | -15% | -7% | -26% | 3% | -30% | -2% | -15% | -6% | -21% | -18% | -7% | -2% | -20% | -12% | -5% | 13% | -6% | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename : 25-002388_WAVE_2505295_AA1_wld_draft_v3_intl.xls
Proportions/Means: Columns: Tested (5% risk level) - z1/z2 - z3/z4/z5/z6/z7 - z8/z9 - z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100
Overlap formulae used. * small base



QAICOM/DEFENCE. 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+

[illegible]

Fieldwork dates: 30th May - 4th June 2025
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos [JN J25-002388-01]
 Filename: 25-002388_WAVE 2505295_AA1_wtd_draft_v3.IntUse
 Proportions/Mean: Columns tested [5% risk level] - $z/a/b/c/d - z/a/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/A/B/C/D/E$
 Overlap formulae used: * small base



QAICOMPEDEFENCE. 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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|-----------------------------|-----------------------|-------------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very comfortable | 259 7% beilnpr | 66 7% 7% | 193 7% 7% | 129 10% 2b | 16 4% 4% | 17 14% ze | 84 12% ze | 93 5% 5% | 16 13% h | 51 10% h | 33 3% 3% | 141 19% zi | 44 3% 3% | 112 18% zi | 56 3% zn | 127 15% zn | 42 4% 4% | 144 17% zo | 49 3% r | 91 8% 8% | 31 4% 4% | 282 8% |
| Fairly comfortable | 904 24% Abelinp | 185 19% 19% | 716 26% 2A | 301 24% 2A | 79 19% 19% | 37 30% 3% | 213 31% ze | 394 23% 3% | 40 31% h | 159 32% h | 192 20% 3% | 288 38% zi | 211 14% 3% | 218 36% zi | 309 18% zn | 291 34% zn | 206 18% 18% | 313 37% zo | 225 16% 16% | 300 27% 27% | 180 25% 25% | 1017 27% |
| Neither comfortable nor uncomfortable | 764 20% ijklmno p | 205 21% 21% | 558 21% 21% | 242 19% 19% | 95 22% 22% | 23 19% 19% | 131 19% 19% | 338 19% 19% | 19 15% 15% | 94 19% 19% | 209 22% 22% | 105 14% 14% | 256 17% 17% | 94 15% 15% | 280 17% 17% | 144 17% 17% | 176 15% 15% | 145 17% 17% | 253 18% 18% | 242 21% 21% | 151 21% 21% | 735 20% |
| Fairly uncomfortable | 756 20% Bckio | 240 24% 2b | 515 19% 19% | 252 20% 20% | 74 17% 17% | 12 10% 10% | 124 18% 18% | 353 20% c | 18 14% 14% | 87 17% 17% | 190 20% 20% | 110 14% 14% | 359 25% zi | 98 16% 16% | 384 23% zk | 169 20% z | 267 23% zo | 134 16% zo | 321 23% zo | 226 20% 20% | 147 20% 20% | 738 20% |
| Very uncomfortable | 837 22% dilmno | 224 23% 2% | 606 22% 2% | 309 24% 2% | 117 28% 2% | 28 23% 2% | 105 15% 2% | 466 27% 2% | 31 24% 2% | 89 18% 2% | 277 29% 2% | 91 12% 2% | 539 37% 2% | 71 12% 2% | 593 35% 2% | 100 12% 2% | 439 38% 2% | 101 12% 2% | 511 36% 2% | 236 21% 2% | 186 25% 2% | 768 21% |
| Don't know | 186 5% Bajklmn opq | 68 7% 2b | 118 4% 4% | 43 3% 3% | 41 10% 2a | 6 5% 5% | 36 5% 5% | 90 5% 5% | 4 3% 3% | 16 3% 3% | 50 5% 5% | 26 3% 3% | 50 3% 3% | 16 3% 3% | 60 4% 4% | 26 3% 3% | 39 3% 3% | 20 2% 2% | 51 4% 4% | 32 3% 3% | 31 4% 4% | 172 5% |
| Prefer not to say | 20 1% en | 5 * 1% | 15 1% 1% | 2 * 1% | 2 * 1% | - - - | 2 * - | 4 * - | - - - | 2 * - | 2 * - | - - - | 4 * - | - - - | 6 * - | 2 * - | 1 * - | - - - | 3 * - | 2 * - | 3 * - | 15 * |
| Comfortable | 1163 31% Abelinp | 251 25% 25% | 908 33% 3A | 430 34% b | 95 22% 22% | 54 44% ze | 297 43% ze | 487 28% 28% | 56 44% h | 210 42% h | 225 24% 2% | 429 56% zi | 255 17% 2% | 330 54% zi | 365 22% zn | 418 49% zo | 248 21% zo | 457 53% zo | 274 19% zo | 390 35% 41% | 211 29% 46% | 1299 35% |
| Uncomfortable | 1594 43% Bdlikmo | 464 47% 2b | 1121 41% 2b | 562 44% 2b | 191 45% 2b | 40 33% 2cd | 229 33% 2cd | 819 49% g | 49 38% g | 176 35% zi | 468 26% 2% | 201 61% zi | 898 28% 2% | 169 28% zk | 978 31% zm | 270 60% zo | 706 27% zo | 235 27% zo | 832 59% zo | 462 41% zo | 333 46% zo | 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 (IN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QA/COMPREHENSION. 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 | | | | | | |
|---------------------------------------|------|--|--------------------------------|----------------------|---------------------|-----------------------------------|-----------------------------------|----------------------------|-------------------------------------|-----------------------------|--------------------|---|-----------------------|------------------|---|---------------------------|-----------------------|---------------------------------------|--------------------------|-----------------------|------------------|---------------------------|---------------------|----------------------------|------------------|--------------------|--------------|-------------|--|--|
| | | Agriculture, forestry and fishing (a) | Utilities or production (b) | Manufacturing (c) | Construction (d) | Wholesale and retail trade (e) | Transportation and storage (f) | Food or hospitality (g) | Information or communication (h) | Finance or insurance (i) | Real estate (j) | Professional, scientific or technical activities (k) | Administration (l) | Education (m) | Health, social care or social work (n) | Arts or recreation (o) | Other services (p) | Climate change is taking place (q) | The civil service (r) | The Government (s) | The media (t) | Conservative Party (u) | Labour Party (v) | Liberal Democrats (w) | Reform UK (x) | Green Party (y) | Other (z) | Unwtd Total | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 | | |
| Weighted Total | 3727 | 211** | 371** | 1571* | 1211* | 1687 | 1011* | 1121* | 1567 | 1557 | 301** | 2011* | 1201* | 263 | 316 | 371** | 331 | 3548 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 231 | 250 | 3727 | | |
| Very comfortable | 259 | 1 | 3 | 7 | 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% | 3% | 4% | 4% | 7% | 7% | 12% | 12% | 12% | 9% | 9% | 3% | 8% | 8% | | | |
| Fairly comfortable | 904 | 3 | 10 | 28 | 24 | 18 | 38 | 11 | 34 | 44 | 10 | 69 | 28 | 59 | 66 | 11 | 71 | 803 | 635 | 315 | 286 | 142 | 295 | 103 | 76 | 46 | 55 | 1017 | | |
| | 24% | 15% | 27% | 18% | 13% | 28% | 45% | 8% | 28% | 34% | 32% | 44% | 22% | 22% | 21% | 30% | 24% | 20% | 25% | 29% | 26% | 28% | 26% | 23% | 21% | 20% | 22% | 27% | | |
| | 24% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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% | 19% | 20% | 13% | 22% | 21% | 22% | 21% | 18% | 19% | 19% | 25% | 21% | 17% | 20% | 20% | | |
| 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% | 12% | 22% | 20% | 20% | 19% | 20% | 19% | 20% | 20% | 25% | 18% | 20% | 20% | | |
| Very uncomfortable | 837 | 8 | 7 | 46 | 23 | 44 | 31 | 30 | 40 | 29 | 29 | 40 | 63 | 84 | 84 | 14 | 83 | 712 | 504 | 173 | 158 | 85 | 239 | 64 | 69 | 75 | 73 | 768 | | |
| | 22% | 38% | 29% | 19% | 22% | 26% | 31% | 23% | 26% | 19% | 9% | 32% | 34% | 32% | 24% | 26% | 37% | 21% | 21% | 16% | 17% | 17% | 23% | 17% | 20% | 17% | 21% | 21% | | |
| 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% | 0% | - | 2% | 4% | 7% | 3% | 4% | 6% | 4% | 3% | 13% | 3% | 4% | 6% | 1% | 6% | 4% | 4% | 4% | 3% | 4% | 3% | 3% | 5% | 4% | 4% | 5% | | |
| Prefer not to say | 20 | - | - | - | - | - | - | - | 3 | - | - | - | 1 | 1 | 1 | 1 | 2 | 17 | 9 | 5 | 7 | - | - | 1 | 4 | - | - | 15 | | |
| | 1% | - | - | - | - | - | - | - | 2% | - | - | - | - | - | - | 2% | 1% | 1% | 5 | 5 | 1% | - | - | 1% | - | - | - | - | | |
| Comfortable | 1163 | 4 | 13 | 35 | 47 | 32 | 43 | 15 | 47 | 58 | 11 | 92 | 32 | 71 | 81 | 12 | 82 | 1025 | 815 | 435 | 371 | 199 | 357 | 137 | 105 | 53 | 74 | 1299 | | |
| | 31% | 21% | 35% | 23% | 39% | 19% | 42% | 12% | 30% | 37% | 38% | 46% | 26% | 27% | 26% | 34% | 25% | 32% | 33% | 40% | 40% | 41% | 34% | 31% | 23% | 30% | 33% | | | |
| | 9% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Uncomfortable | 1594 | 11 | 13 | 68 | 45 | 76 | 47 | 63 | 68 | 69 | 11 | 99 | 70 | 124 | 154 | 18 | 156 | 1376 | 1003 | 379 | 345 | 180 | 451 | 127 | 142 | 133 | 117 | 1506 | | |
| | 43% | 54% | 36% | 44% | 37% | 45% | 47% | 48% | 44% | 44% | 36% | 29% | 56% | 47% | 49% | 50% | 47% | 42% | 41% | 35% | 37% | 37% | 43% | 35% | 42% | 57% | 47% | 40% | | |
| | 13% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | |
| 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% | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename: 25-002388_WAVE_2505295_AA1_wtd_draft_v3_intl2se
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - r/s - z/r/s/t - z/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig. testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

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Table 132

QPU5876: 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 (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after house/children / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other higher education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level/ CSE / NVQ12/ equivalent (n) | Another type of qualification (vocational/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £31,999 (n) | £32,000 up to £39,999 (n) | £100,000 and above (n) | Unweighted Total | |
| Unweighted Total | 3727 | 1748 | 1924 | 447 | 608 | 659 | 559 | 595 | 451 | 417 | 3144 | 492 | 2144 | 1581 | 171* | 1070 | 200* | 1110 | 2513 | 482 | 1018 | 807 | 174 | 110* | 689 | 1007 | 861 | 304 | 3727 | |
| Very convincing | 265 | 153 | 107 | 24 | 62 | 44 | 48 | 38 | 22 | 27 | 206 | 54 | 163 | 102 | 15 | 67 | 36 | 107 | 156 | 34 | 74 | 34 | 8 | 5 | 36 | 63 | 75 | 49 | 250 | |
| | 7% | 9% | 6% | 5% | 10% | 7% | 8% | 6% | 5% | 6% | 7% | 11% | 8% | 6% | 9% | 6% | 6% | 10% | 6% | 8% | 7% | 4% | 4% | 5% | 5% | 6% | 9% | 12% | 7% | 7% |
| | bhynx | zb | | h | | | h | | | | a | | | | | | | zpw | u | u | u | | | | | | x | zwy | | |
| 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 | |
| | 33% | 36% | 31% | 35% | 30% | 32% | 36% | 36% | 31% | 31% | 34% | 32% | 36% | 30% | 28% | 38% | 33% | 41% | 38% | 32% | 30% | 29% | 41% | 16% | 25% | 32% | 41% | 45% | 33% | 33% |
| | bmonuw | zb | | hi | | | hi | | | | | | zmo | | | | | zstow | w | w | w | | zstow | | | x | zwy | zwy | | |
| Neither convincing nor unconvincing | 966 | 464 | 515 | 119 | 164 | 146 | 164 | 154 | 128 | 111 | 834 | 127 | 572 | 415 | 37 | 269 | 69 | 227 | 742 | 116 | 283 | 266 | 43 | 34 | 205 | 281 | 207 | 86 | 971 | |
| | 26% | 27% | 27% | 27% | 27% | 24% | 27% | 26% | 28% | 27% | 27% | 26% | 27% | 26% | 21% | 27% | 27% | 20% | 29% | 27% | 28% | 33% | 25% | 29% | 30% | 28% | 24% | 22% | 26% | |
| | a | | | | | | | | | | | | | | | | | zpw | u | u | u | | | | zpw | | | | | |
| 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 | |
| | 17% | 15% | 20% | 14% | 11% | 16% | 17% | 19% | 22% | 24% | 18% | 12% | 15% | 21% | 11% | 23% | 16% | 16% | 18% | 21% | 17% | 18% | 19% | 20% | 18% | 20% | 14% | 15% | 19% | |
| | zabx | zb | | d | | | d | | | | zcdx | zcdx | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | |
| Not convincing at all | 409 | 170 | 218 | 62 | 80 | 73 | 50 | 58 | 44 | 41 | 337 | 99 | 229 | 180 | 36 | 110 | 21 | 116 | 286 | 46 | 123 | 91 | 14 | 12 | 103 | 108 | 78 | 19 | 390 | |
| | 11% | 10% | 11% | 14% | 13% | 12% | 8% | 10% | 10% | 10% | 11% | 12% | 11% | 11% | 21% | 10% | 8% | 10% | 11% | 11% | 12% | 11% | 8% | 10% | 13% | 11% | 9% | 5% | 10% | |
| | fb | | | f | | | | | | | | | | | | | | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | |
| Don't know | 156 | 50 | 105 | 14 | 48 | 29 | 15 | 22 | 16 | 11 | 117 | 33 | 88 | 68 | 14 | 41 | 4 | 28 | 117 | 10 | 52 | 33 | 5 | 17 | 36 | 27 | 20 | 5 | 146 | |
| | 4% | 3% | 5% | 3% | 8% | 5% | 3% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 8% | 4% | 2% | 3% | 1% | 2% | 5% | 4% | 3% | 12% | 5% | 3% | 2% | 1% | 4% | |
| | zfyqzAB | zb | | zfyqz | | | | | | | | | op | | | | | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | |
| Prefer not to say | 24 | 14 | 8 | 3 | 4 | 3 | - | 1 | 1 | 1 | 14 | 2 | 8 | 16 | 3 | 1 | 30 | 2 | 13 | - | 5 | 2 | - | 5 | 3 | 4 | 1 | - | 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% | 1% | 1% | 1% | |
| | zfyqzAB | zb | | zfyqz | | | | | | | | | op | | | | | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | |
| Convincing | 1507 | 789 | 699 | 179 | 243 | 257 | 265 | 210 | 161 | 151 | 1263 | 214 | 927 | 579 | 63 | 385 | 115 | 562 | 930 | 172 | 385 | 269 | 79 | 24 | 215 | 383 | 412 | 227 | 1698 | |
| | 40% | 45% | 36% | 40% | 42% | 44% | 44% | 42% | 36% | 36% | 40% | 43% | 43% | 37% | 37% | 36% | 44% | 51% | 36% | 40% | 38% | 33% | 46% | 21% | 21% | 38% | 50% | 27% | 60% | |
| | bhmonuw | zb | | h | | | zhi | | h | | | | zmo | | | | | zstow | w | w | w | | zstow | | | x | zwy | zwy | | |
| Unconvincing | 1054 | 431 | 596 | 123 | 150 | 172 | 151 | 170 | 145 | 143 | 917 | 117 | 549 | 505 | 54 | 354 | 63 | 290 | 750 | 137 | 294 | 237 | 47 | 35 | 230 | 312 | 202 | 77 | 1099 | |
| | 28% | 25% | 31% | 27% | 25% | 28% | 25% | 29% | 32% | 34% | 29% | 24% | 26% | 32% | 31% | 33% | 24% | 26% | 29% | 32% | 29% | 29% | 27% | 30% | 13% | 11% | 23% | 19% | 29% | |
| | zabx | zb | | zabx | | | | | zcdx | zcdx | zcdx | zcdx | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | zpw | |
| NET: Convincing | 12% | 20% | 5% | 13% | 19% | 14% | 19% | 13% | 4% | 2% | 11% | 20% | 18% | 5% | 5% | 3% | 20% | 24% | 7% | 8% | 9% | 4% | 19% | -6% | -2% | 7% | 27% | 38% | 11% | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename : 25-002388_WAVE_2505295_AA1_wtd_draft_v3_intl.txt
Proportions/Means: Columns Tested (5% risk level): z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p - z/q/r/s/t/u/v/w - z/x/y/z/AB
Overlap formulae used. * small base



16 Jun 2025
Table 133

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename: Z5-002388 WAIVE 2505295 AAI wtd draft v3 IntUse
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/a/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/A/B/C/D/E
Overlap formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
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Table 134

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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|--|-----------------------------|-----------------------|-------------------|--|---|----------------------------|--------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------------|---------------------|----------------------|----------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123** | 695 | 1738 | 128** | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very convincing | 265 7% Bbejnp .f | 93 9% zB | 172 6% zB | 144 11% zB | 15 4% zB | 35 29% zde | 118 17% ze | 63 4% zde | 29 23% h | 79 16% h | 29 3% zj | 171 23% zj | 28 2% zj | 136 22% zj | 38 2% zn | 177 21% zn | 27 2% zn | 172 20% zp | 27 2% zp | 118 10% zr | 35 5% zr | 250 7% |
| Fairly convincing | 1242 33% bejnp | 324 33% zB | 914 34% zB | 486 38% zB | 80 19% zB | 37 30% zce | 306 44% zce | 453 26% zce | 54 42% h | 242 49% h | 272 29% zj | 394 52% zj | 305 21% zj | 315 52% zj | 409 24% zn | 458 53% zn | 217 19% zn | 442 52% zp | 307 22% zp | 498 44% zr | 244 34% zr | 1248 33% |
| Neither convincing nor unconvincing | 986 26% dkmop q | 248 25% zB | 736 27% zB | 302 24% zB | 133 31% zB | 23 18% zde | 151 22% zde | 488 28% zde | 20 16% h | 106 21% h | 272 28% zj | 114 15% zj | 379 26% zj | 100 16% zj | 422 25% zn | 146 17% zn | 305 26% zn | 148 17% zp | 342 24% zp | 270 24% zr | 206 28% zr | 971 26% |
| Not very convincing | 645 17% acdkmo q | 153 15% zB | 491 18% zB | 166 13% zB | 87 21% a | 8 6% zde | 52 7% zde | 398 23% zcd | 15 11% zj | 33 7% zj | 192 20% g | 42 5% zj | 406 28% zj | 31 5% zj | 452 27% zk | 50 6% zm | 330 28% zm | 55 6% zo | 399 28% zo | 114 10% zr | 136 19% zr | 709 19% |
| Not convincing at all | 409 11% dkmo q | 109 11% zB | 294 11% zB | 159 12% zB | 61 14% z | 20 16% d | 51 7% z | 249 14% z | 10 8% h | 26 5% h | 141 15% g | 20 3% zj | 304 21% zj | 15 3% zj | 328 19% zk | 10 1% zm | 264 23% zm | 26 3% zo | 304 22% zo | 109 10% zr | 72 10% zr | 390 10% |
| Don't know | 156 4% Bajkinn opq | 55 6% zB | 100 4% zB | 20 2% zB | 45 11% za | 1 1% z | 18 3% z | 83 5% z | - - z | 6 1% z | 45 5% g | 20 3% zj | 37 3% zj | 12 2% zj | 40 2% zn | 15 2% zn | 27 2% zn | 14 2% zp | 32 2% zp | 14 1% zr | 33 5% zr | 146 4% |
| Prefer not to say | 24 1% Baeinp | 11 1% zB | 13 * zB | 1 * zB | 1 * zB | - - z | - - z | 4 * z | - - z | 5 1% z | 2 * z | - - z | 5 * z | - - z | 2 * z | 5 1% zn | 1 * zn | 1 * zp | 1 * zp | 5 * zr | 1 * zr | 13 * |
| Convincing | 1507 40% bejnp | 416 42% zB | 1086 40% zB | 630 49% zB | 96 23% zB | 72 59% zde | 424 61% zde | 516 30% zde | 84 65% h | 321 64% h | 302 32% zj | 566 74% zj | 333 23% zj | 451 74% zj | 447 26% zn | 635 74% zn | 244 21% zn | 614 72% zp | 335 24% zp | 616 55% zr | 279 38% zr | 1498 40% |
| Unconvincing | 1054 28% dkmoq | 262 26% zB | 785 29% zB | 325 25% zB | 149 35% za | 28 22% zde | 103 15% zde | 647 37% zcd | 24 19% h | 60 12% h | 333 35% g | 61 8% zj | 709 48% zj | 46 8% zj | 780 46% zk | 60 7% zm | 593 51% zm | 81 9% zo | 703 50% zo | 223 20% zr | 208 29% zr | 1099 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/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QPU8SERV. 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+

| | | Job industry or sector (work in or looking to work in) | | | | | | | | | | | | | | | | Trust: | | | General election 2024 vote | | | | | | | |
|--|--------------|--|-----------------------------------|----------------------|---------------------|--------------------------------------|--------------------------------------|-------------------------------|--|--------------------------------|--------------------|---|-----------------------|------------------|--|---------------------------|-----------------------|--|--------------------------|-----------------------|----------------------------|------------------------------|---------------------|--------------------------|------------------|--------------------|--------------|--------------------|
| | Total [G] | Agriculture, forestry and fishing [G] | Utilities or production [G] | Manufacturing [G] | Construction [G] | Wholesale and retail trade [G] | Transportation and storage [G] | Food or hospitality [G] | Information or communication [G] | Finance or insurance [G] | Real estate [G] | Professional, scientific or technical activities [G] | Administration [G] | Education [G] | Health, social care or social work [G] | Arts or recreation [G] | Other services [G] | Climate change is taking place [G] | The civil service [G] | The Government [G] | The media [G] | Conservative Party [G] | Labour Party [G] | Liberal Democrats [G] | Reform UK [G] | Green Party [G] | Other [G] | Unwtd Total [G] |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 347 | 182 | 296 | 3727 |
| Weighted Total | 3727 | 211* | 371* | 1571* | 1211* | 1691* | 1011* | 1121* | 1561* | 1551* | 301** | 2011* | 1201* | 263 | 316 | 371** | 331 | 3248 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 337 | 235 | 250 | 3727 |
| Very convincing | 265 7% | - | 3 9% | 12 8% | 11 9% | 9 5% | 9 9% | 9 6% | 17 11% | 17 11% | 1 5% | 21 11% | 4 3% | 17 6% | 17 5% | 5 13% | 19 6% | 220 7% | 185 8% | 109 10% | 85 9% | 39 8% | 77 7% | 48 13% | 22 7% | 9 4% | 16 6% | 250 7% |
| Fairly convincing | 1242 33% | 6 31% | 17 47% | 52 33% | 41 34% | 42 25% | 44 43% | 34 26% | 65 42% | 65 42% | 8 27% | 94 47% | 33 27% | 96 36% | 117 37% | 4 11% | 110 33% | 1137 35% | 902 37% | 411 38% | 362 39% | 174 36% | 397 38% | 119 32% | 102 30% | 75 32% | 74 30% | 1248 33% |
| Neither convincing nor unconvincing | 986 26% | 5 26% | 8 22% | 40 25% | 42 35% | 48 28% | 21 21% | 54 41% | 29 19% | 37 24% | 7 25% | 36 18% | 44 35% | 73 28% | 82 26% | 11 30% | 93 28% | 850 26% | 660 27% | 276 25% | 227 25% | 127 26% | 254 24% | 86 23% | 97 29% | 70 30% | 60 24% | 971 26% |
| Not very convincing | 645 17% | 2 12% | 4 12% | 28 18% | 18 15% | 29 17% | 12 12% | 32 9% | 21 9% | 17 11% | 6 20% | 34 17% | 33 24% | 40 15% | 40 13% | 6 17% | 51 15% | 568 17% | 407 17% | 183 16% | 151 16% | 97 20% | 170 16% | 80 22% | 56 17% | 48 21% | 55 22% | 709 19% |
| Not convincing at all | 409 11% | 6 31% | 4 11% | 22 14% | 6 5% | 23 14% | 13 13% | 14 10% | 17 11% | 14 9% | 4 13% | 12 6% | 11 9% | 25 9% | 42 13% | 9 26% | 45 14% | 339 10% | 199 8% | 61 6% | 55 6% | 38 8% | 114 11% | 27 7% | 42 13% | 26 11% | 40 16% | 390 10% |
| Don't know | 156 4% | - | - | 2 1% | 3 2% | 12 7% | 1 1% | 9 7% | 6 4% | 5 3% | 3 11% | 3 2% | 2 2% | 11 4% | 17 5% | 2 4% | 45 6% | 117 4% | 75 3% | 34 3% | 31 3% | 15 3% | 27 3% | 8 2% | 14 4% | 5 2% | 6 2% | 146 4% |
| Prefer not to say | 24 1% | - | - | - | - | 5 3% | - | - | - | - | - | - | - | 2 1% | 2 1% | - | - | 18 1% | 19 1% | 11 1% | 10 1% | 1 * | 1 * | 1 * | 4 1% | - | - | 13 * |
| Convincing | 1507 40% | 6 31% | 21 56% | 64 41% | 52 43% | 51 30% | 52 52% | 43 32% | 83 53% | 82 52% | 9 32% | 115 57% | 37 30% | 112 43% | 134 42% | 9 23% | 129 39% | 1357 42% | 1087 44% | 520 48% | 447 49% | 213 43% | 473 46% | 168 45% | 124 37% | 84 36% | 90 36% | 1498 40% |
| Unconvincing | 1054 28% | 9 43% | 8 23% | 51 32% | 24 20% | 53 31% | 26 25% | 26 20% | 38 24% | 31 20% | 10 32% | 46 23% | 42 33% | 65 25% | 82 26% | 16 42% | 96 29% | 907 28% | 606 25% | 244 22% | 206 22% | 134 27% | 284 27% | 107 29% | 98 29% | 75 32% | 94 38% | 1099 29% |
| NET: Convincing | 1507 40% | -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 [IN 25-002388-01]
Filename: 25-002388_WAVE_2505295_AA1_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - /s/h/c/d/e/f/g/h/i/j/k/l/m/n/o/p - s/q - s/r/s/t - s/u/v/w/x/y/a
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sq testing



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

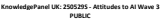
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Table 136

QFUSERY: 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 | | | | | Education | | | | | | | | | | Annual household income | | | | Unweighted Total |
|-------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--|--|----------------|-----------------|----------------|---|-------------|---|-------------------|---|---------------------------|--|---|------------------------------|-------------------|---------------------------|---------------------------|-------------------------|------|----|--|------------------|
| | Total (n) | Male (n) | Female (n) | 16-24 (n) | 25-34 (n) | 35-44 (n) | 45-54 (n) | 55-64 (n) | 65-74 (n) | 75+ (n) | White (including White minorities) (n) | Ethnic minorities (excluding White minorities) (n) | Working (n) | Not Working (n) | Unemployed (n) | Retired / looking after house/children / long-term sick or disabled (n) | Student (n) | Graduates (Degree/Master/PhD/above) (n) | Non-graduates (n) | Other higher Education below degree level (n) | A-level or equivalent (n) | GCSE / O-Level / CSE / NVQ12/ equivalent (n) | Another type of qualification (vocational/professional/foreign) (n) | No formal qualifications (n) | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £59,999 (n) | £100,000 and above (n) | | | | |
| Unweighted Total | 3727 | 1796 | 1877 | 127 | 276 | 434 | 619 | 901 | 867 | 463 | 3343 | 399 | 1888 | 1859 | 133 | 1567 | 73 | 1162 | 2513 | 482 | 830 | 847 | 215 | 137 | 816 | 1119 | 779 | 309 | 3727 | | | |
| Very convincing | 242 | 167 | 71 | 19 | 44 | 41 | 48 | 37 | 25 | 30 | 201 | 40 | 141 | 101 | 14 | 64 | 32 | 112 | 128 | 21 | 62 | 32 | 8 | 4 | 28 | 59 | 63 | 59 | 241 | | | |
| | 6% | 10% | 4% | 4% | 7% | 7% | 8% | 6% | 6% | 7% | 6% | 8% | 7% | 6% | 8% | 6% | 5% | 10% | 5% | 5% | 6% | 4% | 5% | 3% | 4% | 6% | 7% | 7% | 15% | 6% | | |
| | brux | zb | | | | | | | | | | | | | | | | zstoww | | | | | | | | x | zwwA | | | | | |
| Fairly convincing | 1088 | 567 | 514 | 143 | 155 | 151 | 192 | 180 | 138 | 129 | 905 | 161 | 653 | 436 | 35 | 363 | 84 | 383 | 696 | 116 | 287 | 200 | 66 | 27 | 133 | 270 | 313 | 169 | 1124 | | | |
| | 29% | 32% | 27% | 32% | 28% | 25% | 32% | 30% | 31% | 31% | 29% | 33% | 30% | 28% | 21% | 28% | 32% | 32% | 27% | 27% | 25% | 25% | 38% | 24% | 19% | 27% | 30% | 43% | 30% | | | |
| | berox | zb | | | | e | e | | | | | | | | | | | zstoww | | | | | zstoww | | x | zw | zw | | | | | |
| Neither convincing nor unconvincing | 991 | 435 | 545 | 103 | 168 | 176 | 154 | 162 | 129 | 100 | 830 | 124 | 578 | 413 | 48 | 287 | 61 | 253 | 710 | 136 | 257 | 244 | 42 | 32 | 218 | 284 | 203 | 91 | 983 | | | |
| | 27% | 25% | 28% | 23% | 28% | 29% | 26% | 27% | 29% | 24% | 26% | 25% | 27% | 26% | 28% | 27% | 24% | 23% | 28% | 31% | 25% | 30% | 24% | 27% | 32% | 28% | 24% | 23% | 27% | | | |
| | e | z | | | | | | | | | | | | | | | | e | zw | | | | | | zww | | | | | | | |
| Not very convincing | 752 | 307 | 431 | 97 | 99 | 119 | 123 | 123 | 99 | 92 | 674 | 64 | 393 | 359 | 31 | 248 | 64 | 206 | 538 | 109 | 208 | 167 | 33 | 21 | 144 | 249 | 161 | 52 | 769 | | | |
| | 20% | 18% | 22% | 22% | 16% | 20% | 21% | 22% | 22% | 22% | 21% | 13% | 18% | 23% | 18% | 23% | 25% | 19% | 21% | 25% | 20% | 21% | 19% | 18% | 21% | 25% | 19% | 13% | 21% | | | |
| | ajwB | zb | | | | | e | | | | e | | e | zj | | | | | | | | | | | e | zww | | | | | | |
| 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% | 14% | 9% | 11% | 8% | 13% | 12% | 13% | 12% | 12% | 17% | 11% | 12% | 11% | 12% | 9% | 13% | 14% | 9% | 10% | 11% | 10% | 11% | 5% | 11% | | | |
| | Bw | | | h | h | h | h | h | | | | | | | | | | | | | | | | | zwwA | B | | | | | | |
| Don't know | 196 | 64 | 132 | 21 | 56 | 31 | 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% | 6% | 5% | 2% | 3% | 6% | 3% | 7% | 6% | 5% | 16% | 6% | 4% | 3% | 1% | 5% | | | |
| | ajqeyA | B | za | zflgh | | | | | | | | | | | | | | zstoww | | | | | zstoww | | yAAB | | | | | | | |
| Prefer not to say | 18 | 4 | 13 | 1 | 5 | 6 | 4 | 1 | 1 | 1 | 15 | 2 | 7 | 10 | 4 | 1 | 3 | 3 | 12 | - | 8 | 2 | - | 2 | 6 | 6 | 1 | - | 14 | | | |
| | * | * | 1% | * | 1% | 1% | 1% | * | * | * | * | * | * | 1% | 3% | * | 1% | * | * | - | 1% | * | - | 2% | 1% | 1% | * | * | * | | | |
| | zj | | | | | | | | | | | | | | | | | | | | | | | zstoww | | | | | | | | |
| Convincing | 1330 | 734 | 585 | 161 | 199 | 192 | 240 | 217 | 163 | 158 | 1105 | 201 | 794 | 536 | 50 | 367 | 96 | 495 | 825 | 137 | 349 | 232 | 74 | 31 | 161 | 330 | 376 | 228 | 1365 | | | |
| | 36% | 42% | 30% | 36% | 33% | 32% | 40% | 36% | 36% | 38% | 35% | 41% | 37% | 34% | 29% | 34% | 37% | 43% | 32% | 32% | 34% | 29% | 43% | 27% | 23% | 33% | 44% | 58% | 37% | | | |
| | brux | zb | | | | | | | | | | | | | | | | zstoww | e | | | | zstoww | | z | zww | | | | | | |
| Unconvincing | 1192 | 511 | 650 | 162 | 180 | 204 | 176 | 189 | 136 | 145 | 1039 | 128 | 645 | 547 | 59 | 364 | 96 | 329 | 848 | 150 | 336 | 279 | 49 | 33 | 262 | 352 | 255 | 70 | 1172 | | | |
| | 32% | 29% | 34% | 36% | 30% | 34% | 29% | 32% | 30% | 35% | 33% | 26% | 30% | 35% | 35% | 34% | 37% | 30% | 33% | 34% | 33% | 35% | 28% | 28% | 18% | 35% | 30% | 38% | 31% | | | |
| | zww | zb | | | | | | | | | zww | | zj | zj | zj | zj | zj | zstoww | | | | | zstoww | | zww | zww | zww | B | | | | |
| NET: Convincing | 4% | 13% | -3% | * | 3% | -2% | 11% | 5% | 6% | 3% | 2% | 15% | 7% | -1% | -6% | * | * | 15% | -1% | -3% | 1% | -6% | 15% | -1% | -15% | -2% | 14% | 40% | 5% | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN 25-002388-01)
Filename : 25-002388_WAVE_2505295_AA1_wtd_draft_v3_intl.txt
Proportions/Means: Columns Tested (5% risk level): z/A/B z/G/H/z/H/z/H/z - z/I/K z/L/M/z/L/p z/N/z/L/z/L/z/L/z z/H/z/A/B
Overlap formulae used. * small base



QPUSEURY. 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+

16 Jun 2025
Table 137

| | Country | | | | | England region (Net) | | | | | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | | | | | | 1-Managerial, administrative and professional occupations | | 2-Intermediate occupations | | 3-Small enterprises and own account workers | | NS-SEC | | 4-Lower supervisory and technical occupations | | 5-Semi-routine and routine occupations | | 6-Long term unemployed or out of work | | 7-Full time (or more) employment | | Unweighted Total |
|--------------------------------------|-----------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|------------|-----------|-----------|----------------------|----------|-----|--------------|-----------------------|--|---------------------------------|--|--|---|--|---------------------------------------|----------------------|---|--|----------------------------|--|---|--|--------|--|---|--|--|--|---------------------------------------|--|----------------------------------|--|------------------|
| | Total (a) | England (a) | Scotland (a) | Wales (a) | Northern Ireland (a) | North (b) | Midlands (b) | South (b) | North East (b) | North West (b) | Yorkshire and The Humber (b) | East Midlands (b) | West Midlands (b) | East of England (b) | South East (b) | South West (b) | London (b) | Urban (b) | Rural (b) | 1- Most deprived (b) | 2 | 3 | 4 | 5- Least deprived (b) | 1- Managerial, administrative and professional occupations (b) | 2- Intermediate occupations (b) | 3- Small enterprises and own account workers (b) | 4- Lower supervisory and technical occupations (b) | 5- Semi-routine and routine occupations (b) | 6- Long term unemployed or out of work (b) | 7- Full time (or more) employment (b) | Unweighted Total (b) | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1927 | 1111 | 106 | 125 | 135 | 187 | 188 | 1016 | 140 | 410 | 288 | 270 | 158 | 60 | 103 | 121 | 471 | 2983 | 279 | 148 | 188 | 740 | 711 | 700 | 1919 | 412 | 213 | 273 | 363 | 122* | 245* | 1927 | | | | | | | | | | | | | | | | | |
| dominating | 242 | 195 | 14 | 27 | 6 | 47 | 33 | 115 | 8 | 28 | 11 | 30 | 22 | 29 | 30 | 24 | 32 | 174 | 68 | 42 | 46 | 52 | 58 | 44 | 162 | 36 | 13 | 12 | 15 | 13 | 10 | 241 | | | | | | | | | | | | | | | | | |
| or | 6% | 6% | 5% | 15% | 5% | 5% | 5% | 7% | 5% | 7% | 4% | 4% | 7% | 8% | 6% | 7% | 6% | 6% | 6% | 6% | 6% | 7% | 8% | 6% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 6% | | | | | | | | | | | | | | | | | |
| dominating | 1988 | 936 | 80 | 40 | 33 | 229 | 166 | 541 | 76 | 112 | 121 | 82 | 74 | 92 | 120 | 114 | 111 | 146 | 865 | 240 | 150 | 203 | 230 | 247 | 641 | 110 | 62 | 84 | 81 | 21 | 86 | 1124 | | | | | | | | | | | | | | | | | |
| or | 10% | 30% | 26% | 23% | 24% | 27% | 28% | 33% | 23% | 27% | 28% | 28% | 31% | 34% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 30% | | | | | | | | | | | | | | | | | |
| Neither dominating nor uncontrolling | 991 | 835 | 67 | 48 | 41 | 235 | 181 | 419 | 38 | 112 | 85 | 94 | 87 | 64 | 119 | 83 | 154 | 767 | 224 | 206 | 208 | 172 | 206 | 199 | 402 | 126 | 65 | 87 | 108 | 35 | 65 | 993 | | | | | | | | | | | | | | | | | |
| or | 27% | 27% | 22% | 27% | 30% | 27% | 30% | 25% | 26% | 27% | 28% | 28% | 30% | 28% | 26% | 28% | 28% | 28% | 28% | 27% | 27% | 27% | 27% | 27% | 25% | 28% | 30% | 32% | 30% | 28% | 26% | 27% | | | | | | | | | | | | | | | | | |
| or | 752 | 618 | 76 | 32 | 26 | 113 | 78 | 27 | 37 | 18 | 7 | 57 | 18 | 75 | 75 | 58 | 154 | 75 | 148 | 148 | 139 | 149 | 149 | 156 | 405 | 109 | 38 | 48 | 67 | 22 | 50 | 769 | | | | | | | | | | | | | | | | | |
| Not very dominating | 30% | 30% | 23% | 18% | 19% | 22% | 19% | 19% | 19% | 22% | 19% | 21% | 17% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | 21% | | | | | | | | | | | | | | | | | |
| or | 441 | 315 | 51 | 17 | 21 | 138 | 67 | 168 | 19 | 17 | 16 | 11 | 43 | 45 | 32 | 46 | 361 | 79 | 130 | 104 | 81 | 78 | 48 | 213 | 61 | 21 | 26 | 59 | 13 | 13 | 403 | | | | | | | | | | | | | | | | | | |
| Not contrivance at all | 6% | 1% | 1% | 13% | 13% | 13% | 13% | 13% | 14% | 11% | 11% | 11% | 14% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | | | | | | | | | | | | | | | | | |
| Don't know | 6% | 162 | 15 | 11 | 9 | 42 | 19 | 89 | 10 | 23 | 9 | 21 | 30 | 25 | 15 | 19 | 167 | 29 | 56 | 40 | 40 | 30 | 30 | 78 | 45 | 12 | 16 | 30 | 14 | 6 | 383 | | | | | | | | | | | | | | | | | | |
| or | 5% | 5% | 5% | 6% | 7% | 5% | 5% | 5% | 7% | 6% | 3% | 3% | 6% | 6% | 4% | 7% | 5% | 4% | 7% | 5% | 5% | 5% | 5% | 5% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | | | | | | | | | | | | | | | | | |
| Prefer not to say | 18 | 15 | 3 | - | - | 1 | 9 | 5 | 1 | - | - | 1 | 5 | 1 | 3 | - | 1 | 17 | 1 | 7 | 8 | 2 | - | - | 7 | 1 | 3 | - | - | - | - | 14 | | | | | | | | | | | | | | | | | |
| or | 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% | | | | | | | | | | | | | | | | | |
| Convincing | 1330 | 1130 | 94 | 67 | 39 | 276 | 198 | 656 | 43 | 140 | 93 | 88 | 114 | 139 | 204 | 135 | 178 | 1059 | 251 | 151 | 255 | 304 | 287 | 291 | 803 | 173 | 75 | 95 | 96 | 34 | 96 | 1365 | | | | | | | | | | | | | | | | | |
| or | 10% | 30% | 26% | 23% | 24% | 27% | 28% | 33% | 23% | 27% | 28% | 28% | 31% | 34% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 29% | 30% | | | | | | | | | | | | | | | | | |
| Uncontrolling | 1137 | 970 | 127 | 49 | 46 | 303 | 180 | 436 | 56 | 135 | 111 | 78 | 107 | 117 | 127 | 90 | 122 | 789 | 233 | 289 | 242 | 225 | 127 | 265 | 619 | 129 | 58 | 74 | 126 | 38 | 81 | 1212 | | | | | | | | | | | | | | | | | |
| or | 32% | 31% | 42% | 28% | 34% | 32% | 30% | 29% | 38% | 33% | 37% | 29% | 31% | 33% | 33% | 28% | 33% | 30% | 30% | 33% | 33% | 30% | 30% | 28% | 32% | 38% | 27% | 27% | 35% | 29% | 33% | 33% | | | | | | | | | | | | | | | | | |
| NET- Convincing | 40 | 5% | 14% | 11% | 5% | 4% | 3% | 29% | 4% | 1% | 6% | 2% | 4% | 6% | 9% | 14% | 12% | 3% | 7% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | | | | | | | | | | | | | | | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos (IN J25-002388-01)
Filename: Z5-002388 WAIVE 2505295 AAI wtd draft v3 IntUse
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/a/f/g - z/h/i/j/k/l/m/n/o/p - z/q/r - z/s/t/u/v/w - z/x/y/A/B/C/D/E
Overlap formulae used. * small base



KnowledgePanel UK: 2505295 - Attitudes to AI Wave 3
PUBLIC

16 Jun 2025
Table 138

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+

| | Total (z) | Children in household | | Knowledge of AI | | Use of AI in personal life | | | Use of AI at work | | | UK economy | | UK society | | You personally | | Public Service in the UK | | AI skills confidence | | Unwtd Total |
|-------------------------------------|----------------------------|--------------------------|---------------------------|--|---|----------------------------|--------------------------------|---------------------------|------------------------|--------------------------------|--------------------------|--------------------------------|---------------------------|--------------------------------|---------------------------|--------------------------------|---------------------------|--------------------------------|---------------------------|--------------------------|--------------------------|-------------|
| | | Yes (A) | No (B) | Know at least a fair amount about AI (a) | Have not heard of or know nothing about AI (b) | Every day (c) | At least once a week (d) | Never use AI (e) | Every day (f) | At least once a week (g) | Never use AI (h) | AI is an opportunity (i) | AI is a risk (j) | AI is an opportunity (k) | AI is a risk (l) | AI is an opportunity (m) | AI is a risk (n) | AI is an opportunity (o) | AI is a risk (p) | Confident (q) | Not confident (r) | |
| Unweighted Total | 3727 | 693 | 3021 | 971 | 534 | 93 | 499 | 2126 | 86 | 361 | 935 | 723 | 1484 | 547 | 1727 | 681 | 1302 | 788 | 1485 | 820 | 709 | 3727 |
| Weighted Total | 3727 | 992 | 2720 | 1279 | 424 | 123* | 695 | 1738 | 128* | 498 | 954 | 761 | 1463 | 609 | 1689 | 860 | 1170 | 857 | 1413 | 1128 | 728 | 3727 |
| Very convincing | 242 6% beilnpr | 76 8% 164 6% | 147 11% 3021 11% | 147 11% 3021 11% | 11 3% 534 3% | 36 29% 93 29% | 106 15% 499 15% | 62 4% 2126 4% | 27 21% 86 21% | 65 13% 361 13% | 22 2% 935 2% | 163 21% 723 21% | 19 1% 1484 1% | 130 21% 547 21% | 33 2% 1727 2% | 147 17% 681 17% | 28 2% 1302 2% | 160 19% 788 19% | 29 2% 1485 2% | 114 10% 820 10% | 28 4% 709 4% | 241 6% |
| Fairly convincing | 1088 29% bejlpp | 270 27% 814 27% | 814 30% 3021 30% | 415 32% 1279 32% | 81 19% 424 19% | 41 34% 93 34% | 273 39% 499 39% | 426 24% 2126 24% | 50 39% 86 39% | 222 45% 361 45% | 233 24% 935 24% | 357 47% 723 47% | 240 16% 1484 16% | 296 49% 547 49% | 323 19% 1727 19% | 419 49% 681 49% | 200 17% 1302 17% | 422 49% 788 49% | 231 16% 1485 16% | 430 38% 820 38% | 205 28% 709 28% | 1124 30% |
| Neither convincing nor unconvincing | 991 27% aikmnoq | 269 27% 719 27% | 719 26% 3021 26% | 262 20% 1279 20% | 121 29% 424 29% | 22 18% 93 18% | 160 23% 499 23% | 476 27% 2126 27% | 23 18% 86 18% | 100 20% 361 20% | 291 31% 935 31% | 117 15% 723 15% | 373 25% 1484 25% | 104 17% 547 17% | 418 25% 1727 25% | 163 19% 681 19% | 273 23% 1302 23% | 154 18% 788 18% | 351 25% 1485 25% | 258 23% 820 23% | 219 30% 709 30% | 993 27% |
| Not very convincing | 752 20% cdikmoq | 187 19% 564 19% | 564 21% 3021 21% | 247 19% 1279 19% | 89 21% 424 21% | 9 8% 93 8% | 85 12% 499 12% | 388 23% 2126 23% | 19 15% 86 15% | 73 15% 361 15% | 191 20% 935 20% | 72 9% 723 9% | 449 31% 1484 31% | 38 6% 547 6% | 497 29% 1727 29% | 86 10% 681 10% | 355 30% 1302 30% | 75 9% 788 9% | 436 31% 1485 31% | 179 16% 820 16% | 165 23% 709 23% | 769 21% |
| Not convincing at all | 441 12% dikmo | 117 12% 318 12% | 318 12% 3021 12% | 175 14% 1279 14% | 69 16% 424 16% | 9 7% 93 7% | 41 6% 499 6% | 277 16% 2126 16% | 5 4% 86 4% | 21 4% 361 4% | 158 17% 935 17% | 26 3% 723 3% | 324 22% 1484 22% | 26 4% 547 4% | 361 21% 1727 21% | 18 2% 681 2% | 279 24% 1302 24% | 29 3% 788 3% | 318 23% 1485 23% | 116 10% 820 10% | 70 10% 709 10% | 403 11% |
| Don't know | 196 5% ajklmno pq | 64 6% 132 6% | 132 5% 3021 5% | 30 2% 1279 2% | 48 11% 424 11% | 5 4% 93 4% | 30 4% 499 4% | 95 5% 2126 5% | 4 3% 86 3% | 17 3% 361 3% | 56 6% 935 6% | 27 4% 723 4% | 53 4% 1484 4% | 15 3% 547 3% | 53 3% 1727 3% | 27 3% 681 3% | 35 3% 1302 3% | 16 2% 788 2% | 45 3% 1485 3% | 27 2% 820 2% | 41 6% 709 6% | 183 5% |
| Prefer not to say | 18 * berp | 9 1% 164 1% | 9 * 3021 * | 2 * 1279 * | 5 1% 424 1% | - 1% 93 1% | - 1% 499 1% | 4 * 2126 * | - * 86 * | - * 361 * | 3 * 935 * | - * 723 * | 5 * 1484 * | - * 547 * | 5 * 1727 * | - * 681 * | 1 * 1302 * | - * 788 * | 2 * 1485 * | 2 * 820 * | - * 709 * | 14 * |
| Convincing | 1330 36% beilnp | 347 35% 814 35% | 978 36% 3021 36% | 562 44% 1279 44% | 92 22% 424 22% | 77 63% 93 63% | 378 54% 499 54% | 487 28% 2126 28% | 77 60% 86 60% | 287 58% 361 58% | 255 27% 935 27% | 520 68% 723 68% | 259 18% 1484 18% | 426 70% 547 70% | 356 21% 1727 21% | 566 66% 681 66% | 228 19% 1302 19% | 582 68% 788 68% | 260 18% 1485 18% | 544 48% 820 48% | 234 32% 709 32% | 1365 37% |
| Unconvincing | 1192 32% cdikmoq | 304 31% 882 31% | 882 32% 3021 32% | 423 33% 1279 33% | 158 37% 424 37% | 19 15% 93 15% | 127 18% 499 18% | 675 3% 2126 3% | 24 19% 86 19% | 94 19% 361 19% | 349 37% 935 37% | 98 13% 723 13% | 773 53% 1484 53% | 64 10% 547 10% | 857 51% 1727 51% | 105 12% 681 12% | 634 54% 1302 54% | 104 12% 788 12% | 754 53% 1485 53% | 296 26% 820 26% | 234 32% 709 32% | 1172 31% |
| NET: Convincing | 4% | 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 (IN J25-002388-01)
Filename: 25-002388_WAVE_2505295_AAI_wtd_draft_v3_IntUse
Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/a/b - z/c/d/e - f/g/h - z/i/j - z/k/l - z/m/n - z/o/p - z/q/r
Overlap formulae used. * small base



QIPUSERV. 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 | | | | | | | |
|-------------------------------------|------|--|--------------------------------|----------------------|---------------------|-----------------------------------|-----------------------------------|----------------------------|-------------------------------------|-----------------------------|--------------------|---|-----------------------|------------------|---|---------------------------|-----------------------|---------------------------------------|--------------------------|-----------------------|------------------|---------------------------|---------------------|--------------------------|------------------|--------------------|--------------|------|----------------------------|--|--|--|--|--|--|--|
| | | Agriculture, forestry and fishing (a) | Utilities or production (b) | Manufacturing (c) | Construction (d) | Wholesale and retail trade (e) | Transportation and storage (f) | Food or hospitality (g) | Information or communication (h) | Finance or insurance (i) | Real estate (j) | Professional, scientific or technical activities (k) | Administration (l) | Education (m) | Health, social care or social work (n) | Arts or recreation (o) | Other services (p) | Climate change is taking place (q) | The civil service (r) | The Government (s) | The media (t) | Conservative Party (u) | Labour Party (v) | Liberal Democrats (w) | Reform UK (x) | Green Party (y) | Other (z) | | | | | | | | | |
| Unweighted Total | 3727 | 18 | 31 | 115 | 103 | 144 | 85 | 100 | 122 | 128 | 25 | 146 | 108 | 229 | 293 | 38 | 280 | 3282 | 2449 | 1182 | 980 | 648 | 1048 | 388 | 182 | 296 | 3727 | | | | | | | | | |
| Weighted Total | 3727 | 21** | 37** | 157** | 121** | 169** | 101** | 112** | 156** | 155** | 30** | 201** | 120** | 263 | 316 | 37** | 331 | 3548 | 2448 | 1086 | 921 | 690 | 1039 | 369 | 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 | 241 | | | | | | | | | |
| | 6% | - | 3% | 7% | 7% | 5% | 6% | 1% | 22% | 8% | 8% | 8% | 3% | 5% | 6% | 13% | 7% | 6% | 7% | 9% | 8% | 7% | 7% | 11% | 6% | 1% | 6% | | | | | | | | | |
| Fairly convincing | 1088 | 6 | 9 | 51 | 45 | 37 | 27 | 40 | 48 | 61 | 15 | 71 | 26 | 84 | 100 | 8 | 84 | 981 | 775 | 361 | 343 | 164 | 345 | 118 | 91 | 73 | 63 | 1124 | | | | | | | | |
| | 29% | 28% | 25% | 32% | 37% | 27% | 28% | 30% | 31% | 39% | 51% | 35% | 21% | 32% | 32% | 22% | 25% | 30% | 32% | 33% | 37% | 33% | 33% | 32% | 27% | 31% | 25% | 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 | 92 | 93 | 60 | 61 | 993 | | | | | | | | |
| | 27% | 9% | 39% | 25% | 39% | 31% | 28% | 29% | 21% | 24% | 9% | 30% | 32% | 22% | 27% | 28% | 27% | 27% | 27% | 27% | 23% | 28% | 25% | 25% | 28% | 26% | 25% | 27% | | | | | | | | |
| Not very convincing | 752 | 4 | 6 | 34 | 15 | 32 | 27 | 23 | 33 | 31 | 2 | 31 | 24 | 38 | 63 | 46 | 4 | 59 | 667 | 504 | 198 | 174 | 91 | 222 | 82 | 64 | 57 | 769 | | | | | | | | |
| | 20% | 19% | 17% | 22% | 12% | 27% | 23% | 17% | 21% | 20% | 8% | 30% | 15% | 30% | 24% | 14% | 11% | 18% | 21% | 21% | 18% | 19% | 19% | 22% | 22% | 19% | 24% | 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 | 107 | 23 | 49 | 33 | 43 | 403 | | | | | | | | |
| | 12% | 44% | 13% | 13% | 13% | 9% | 7% | 14% | 10% | 11% | 9% | 5% | 13% | 9% | 11% | 11% | 1 | 18% | 11% | 9% | 8% | 7% | 9% | 10% | 10% | 6% | 14% | 11% | | | | | | | | |
| Don't know | 196 | - | 1 | 2 | 10 | 15 | 3 | 15 | 8 | 6 | 3 | 4 | 12 | 19 | 1 | 1 | 20 | 159 | 99 | 47 | 39 | 17 | 35 | 11 | 16 | 6 | 12 | 183 | | | | | | | | |
| | 5% | - | 3% | 8% | 1% | 9% | 8% | 1% | 5% | 4% | 1% | 3% | 5% | 5% | 6% | 1% | 6% | 5% | 5% | 5% | 4% | 5% | 3% | 3% | 3% | 3% | 3% | 5% | | | | | | | | |
| Prefer not to say | 18 | - | - | - | - | - | - | - | 2 | 1 | - | - | - | 2 | 1 | - | - | 10 | 7 | 4 | 9 | 1 | - | 1 | 4 | - | - | 14 | | | | | | | | |
| | 0.5% | - | - | - | - | - | - | - | 1% | 1% | - | - | - | 1% | 1% | - | - | 1% | 7% | 4% | 1% | 1% | - | 1% | 4% | - | - | 4% | | | | | | | | |
| Convincing | 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% | 33% | 32% | 43% | 47% | 59% | 44% | 24% | 37% | 37% | 30% | 32% | 36% | 39% | 42% | 45% | 40% | 40% | 43% | 33% | 34% | 32% | 37% | | | | | | | | |
| Unconvincing | 1192 | 13 | 11 | 54 | 23 | 56 | 37 | 40 | 48 | 61 | 4 | 51 | 182 | 93 | 123 | 13 | 1023 | 728 | 282 | 243 | 136 | 289 | 105 | 329 | 112 | 89 | 98 | 1172 | | | | | | | | |
| | 32% | 63% | 30% | 35% | 19% | 33% | 36% | 28% | 30% | 26% | 21% | 24% | 41% | 35% | 29% | 36% | 31% | 30% | 26% | 26% | 28% | 32% | 29% | 33% | 38% | 39% | 31% | 31% | | | | | | | | |
| NET: Convincing | 4% | -36% | -1% | 4% | 25% | -6% | -4% | 3% | 13% | 21% | 38% | 20% | -17% | 2% | 8% | -1% | -4% | 5% | 9% | 16% | 19% | 13% | 8% | 15% | * | -4% | -7% | 5% | | | | | | | | |

Fieldwork dates: 30th May - 4th June 2025
Respondent type: KnowledgePanel Members - UK, 16+
Source: Ipsos [IN 25-002388-01]
Filename: 25-002388-WAVE_2505295_AA1_wtd_draft_v3_111bse
Proportions/Mean: Columns Tested (5% risk level) - *u/n/h/c/d/f/g/h/i/j/k/l/m/n/o/p - s/a - t/h/t - u/v/w/x/y/z/A*
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing