

Ipsos: Attitudes toward AI at work

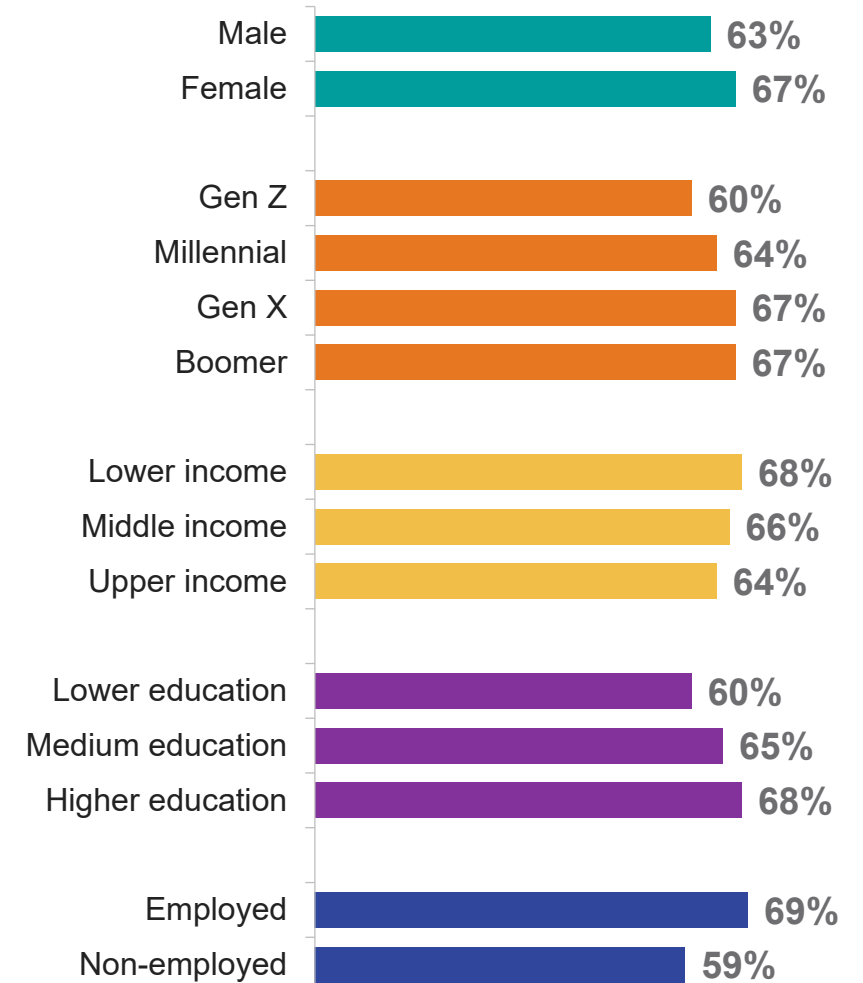
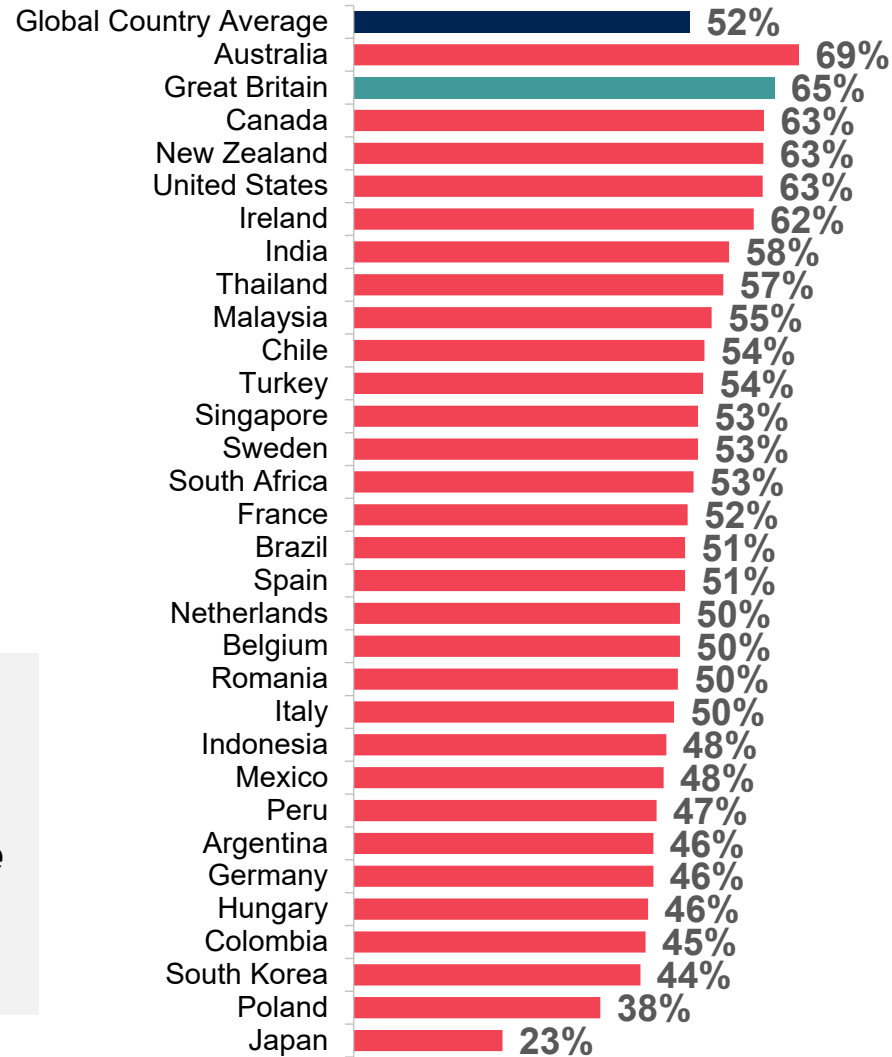
June 2023

Britons are made more nervous by products and services using AI relative to other countries

Q. How much do you agree or disagree with the following:

Products and services using artificial intelligence make me nervous

% Agree (very/somewhat)



Base: 22,816 adults under the age of 75 across 31 countries, interviewed May 26 – June 9, 2023, including 1,002 online British adults -- online only in all countries except India.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

The samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population

Few UK adults believe AI will create far more new jobs than it loses, and most support government action to prevent job losses – although nearly half still think business should make use of AI where it saves time and resources

To what extent do you agree or disagree with the following statements about the use of AI in the workplace?



The government should create new regulations or laws to prevent the potential loss of jobs due to AI



Businesses should embrace AI in the workplace if it saves time and resources



AI will create far more new job opportunities than the jobs that are lost

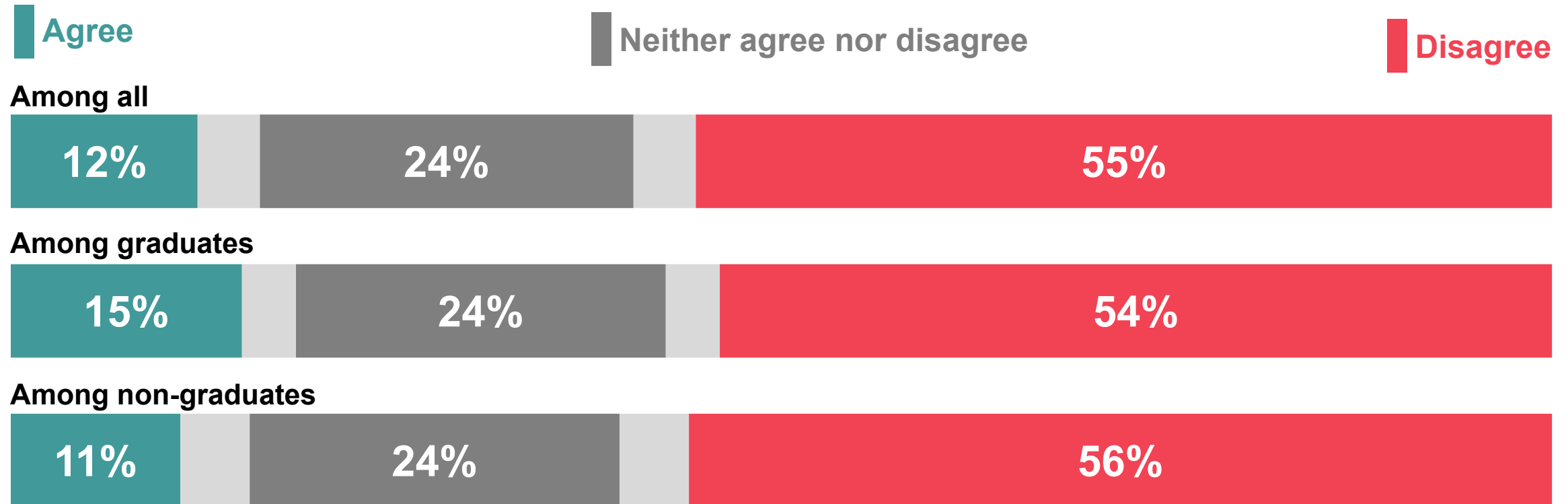


Base: 5,450 Online UK adults aged 16+, 1-7 June 2023



Just 12% think AI will create more new job opportunities than the jobs that are lost

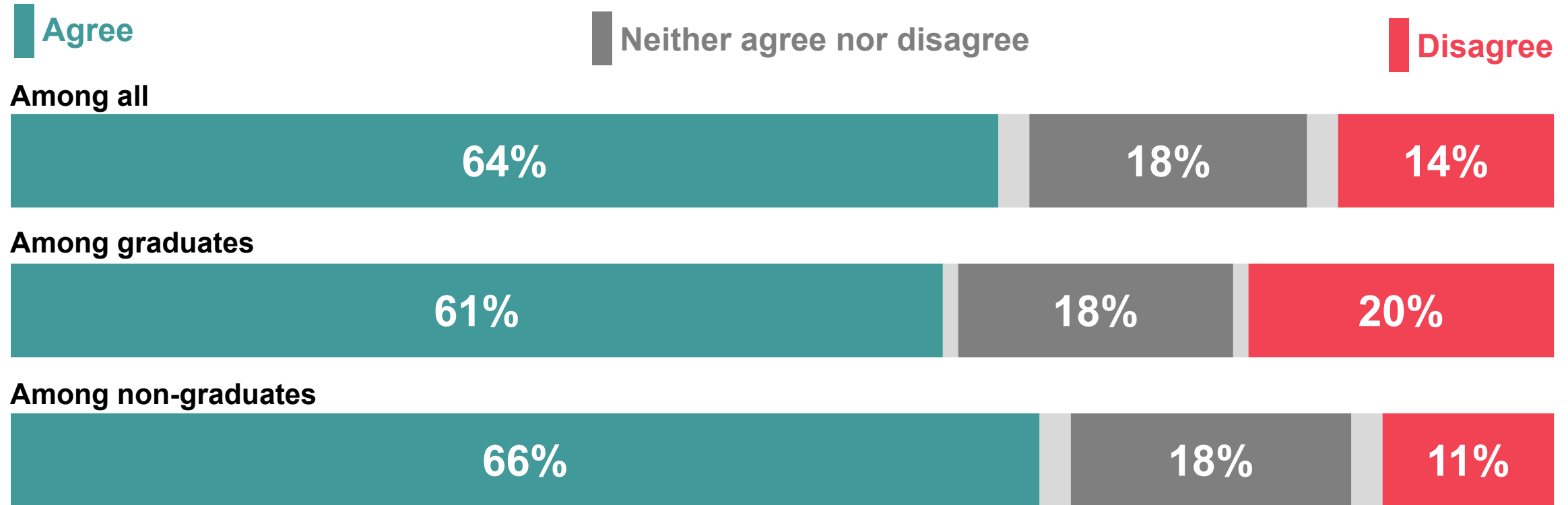
To what extent do you agree or disagree with the following statements about the use of AI in the workplace? AI will create far more new job opportunities than the jobs that are lost



Base: 5,450 Online UK adults aged 16+, 1-7 June 2023, including graduates (1,722) and non-graduates (,3677)

Almost two-thirds agree that the government should create new regulations or laws to prevent the potential loss of jobs due to AI

To what extent do you agree or disagree with the following statements about the use of AI in the workplace? The government should create new regulations or laws to prevent the potential loss of jobs due to AI

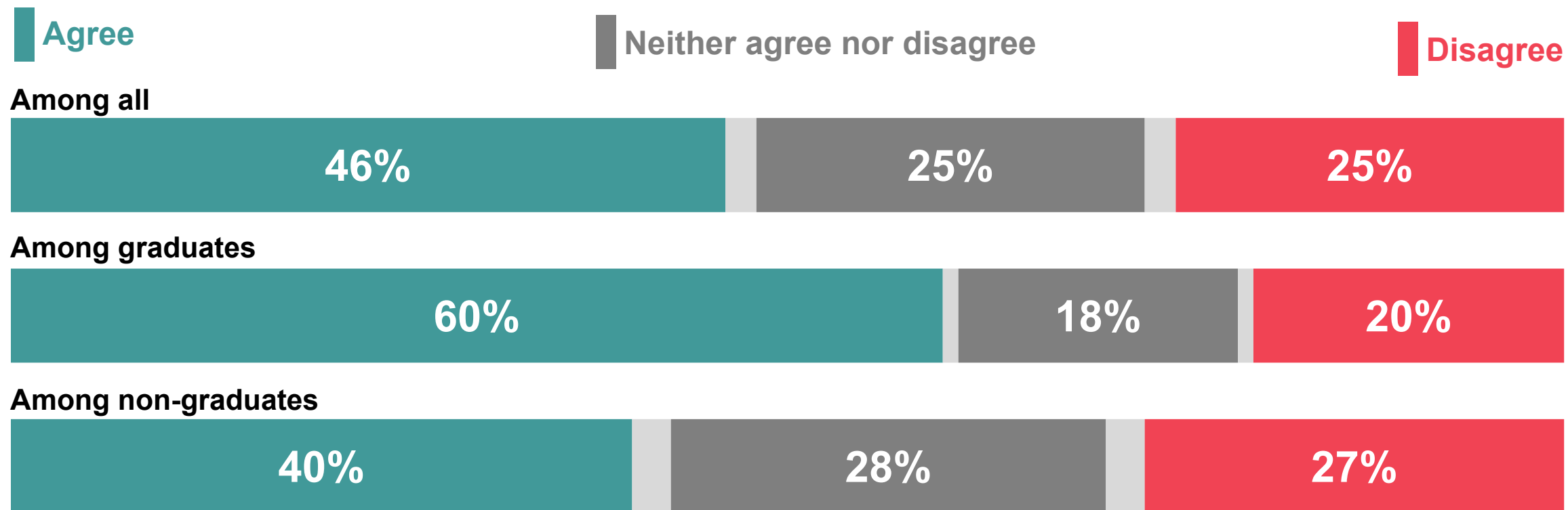


Base: 5,450 Online UK adults aged 16+, 1-7 June 2023, including graduates (1,722) and non-graduates (3,677)



Almost half agree that businesses should embrace AI in the workplace if it saves time and resources

To what extent do you agree or disagree with the following statements about the use of AI in the workplace? **Businesses should embrace AI in the workplace if it saves time and resources**

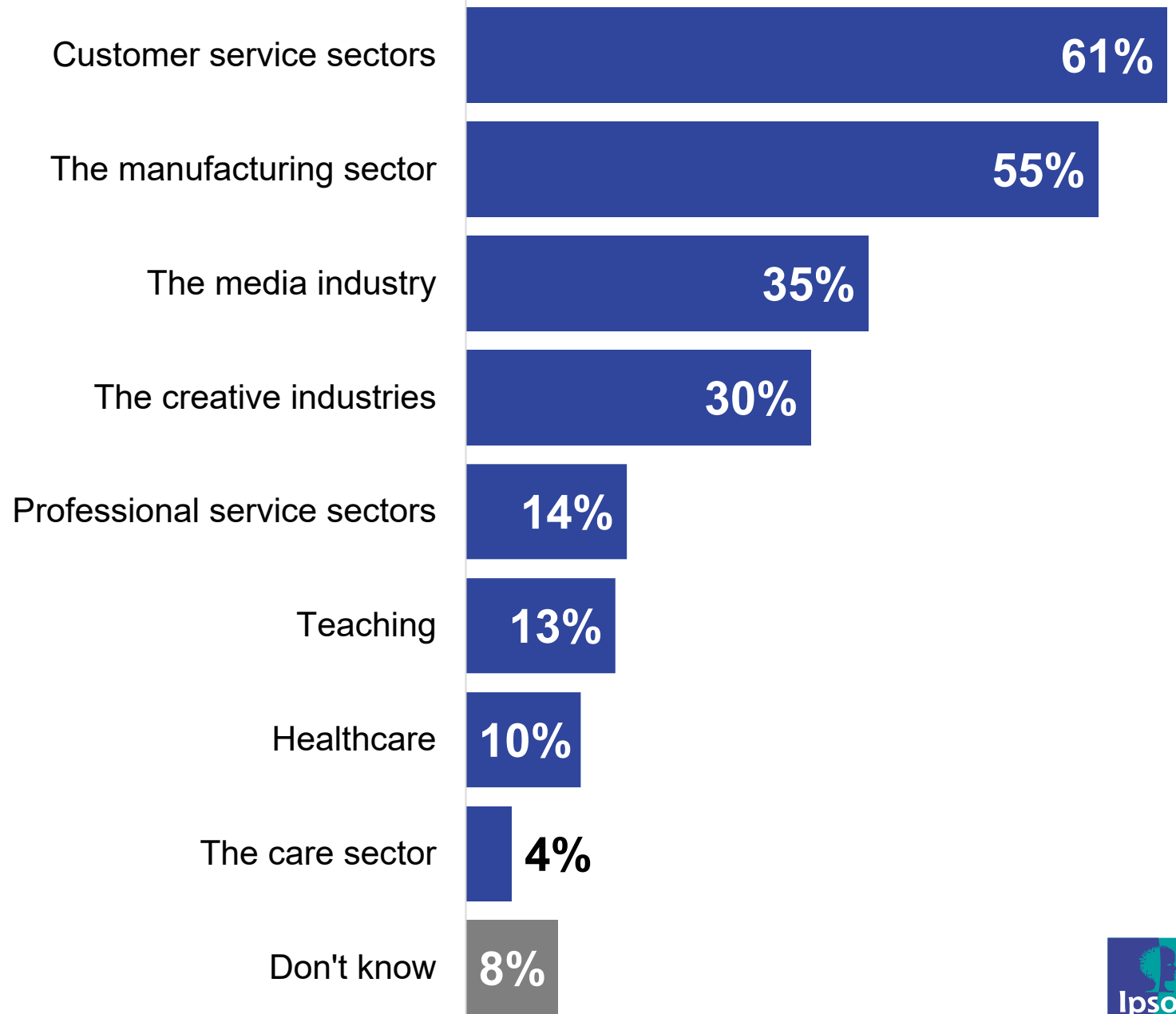


Base: 5,450 Online UK adults aged 16+, 1-7 June 2023, including graduates (1722) and non-graduates (3677)



The public think AI is most likely to reduce the opportunities for work in 2-3 years in customer service sectors, followed by the manufacturing sector

In which of the following industries or sectors do you think AI is most likely to reduce the opportunities for work 2-3 years from now?



4 in 10 (43%) workers think their job will be wholly unaffected by AI in the next 12 months – but that falls to 1 in 4 (26%) when looking ahead 5 years from now

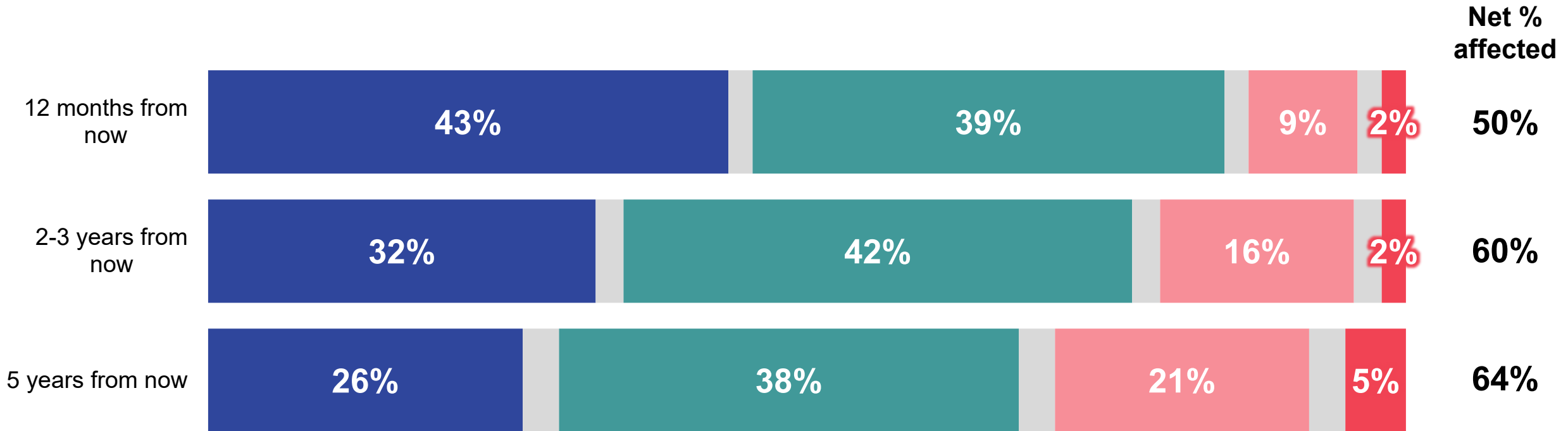
Which of the following statements best describes how improvements in AI will affect your job...?

My job will be completely unaffected by AI

AI will help me to do some aspects of my job, but my main work activities will be unaffected

AI will substantially change my main work activities, but my job will still exist

My job will cease to exist as a result of AI



Base: 2,879 Online UK adults aged 16+ who are employed or self-employed, 1-7 June 2023



Graduates are more likely than non-graduates to expect AI to impact their work

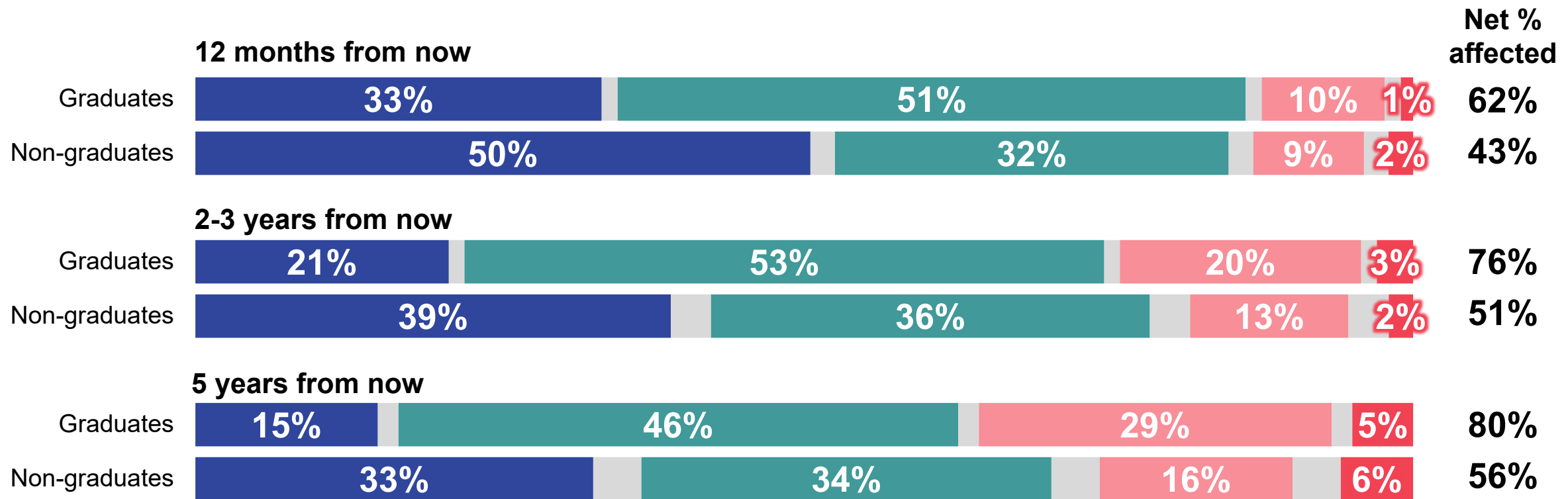
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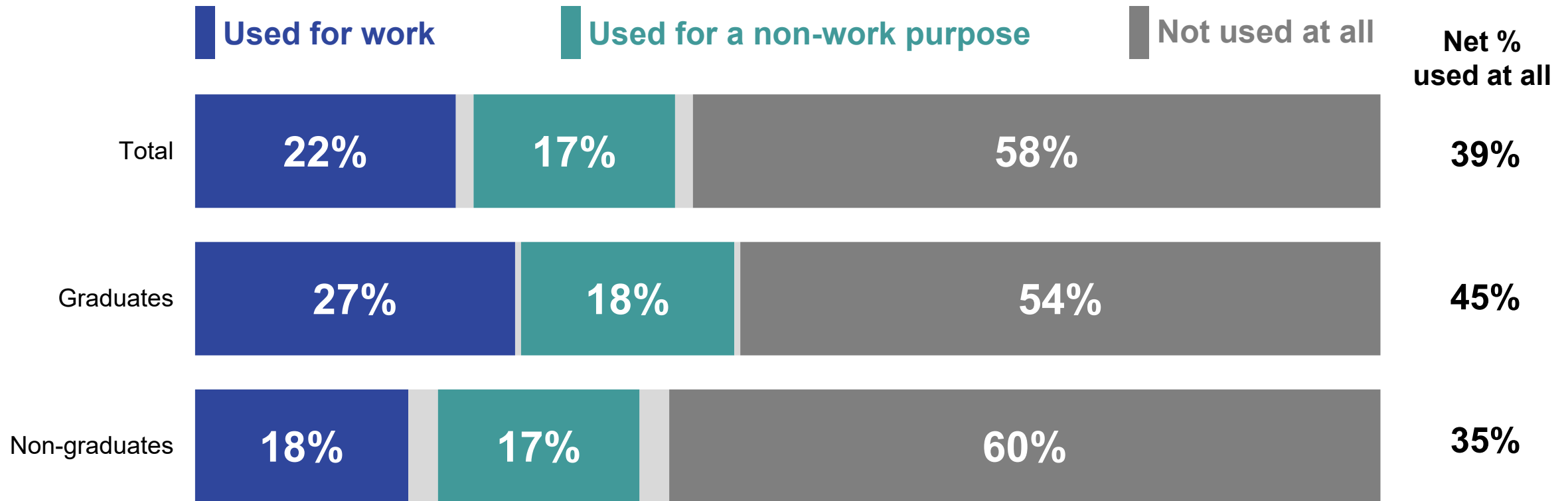


Base: 2,879 Online UK adults aged 16+ who are employed or self-employed, 1-7 June 2023, including graduates (1,081) and non-graduates (1,784)



1 in 5 (22%) workers say they have used chatbots for work between in recent months, with graduates more likely than non-graduates to have done so

Since the start of April, how often, if at all, have you used AI chatbots, such as ChatGPT, Jasper or Bard, to support any aspects of your work or business?

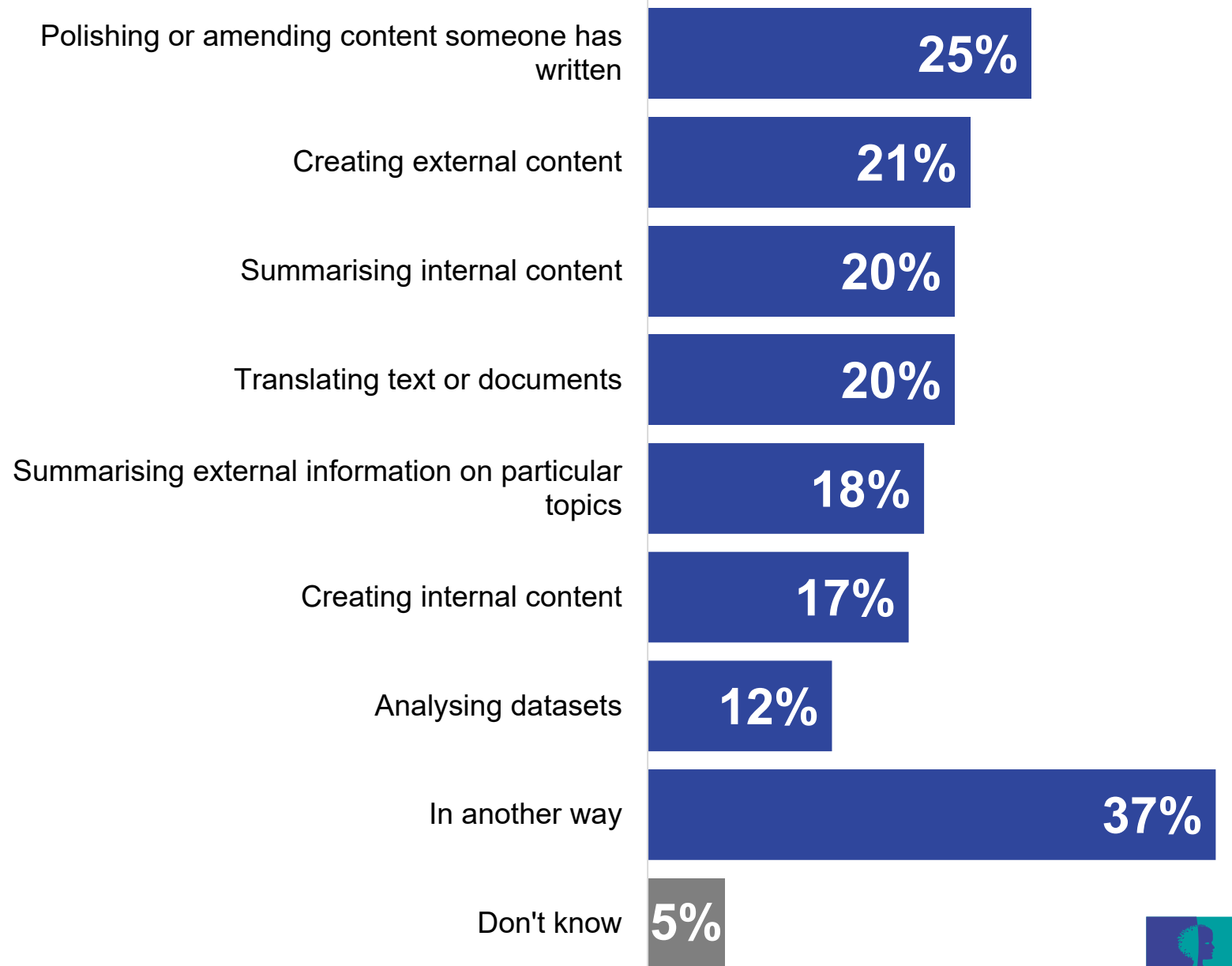


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Of those who have used AI chatbots to support some aspects of their work, a quarter say they have used it to polish/amend content someone has written

You mentioned you've used an AI chatbot to support some aspects of your work recently. In which of the following ways, if any, have you used AI chatbots in your work?



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