

PUBLIC ATTITUDES TO AI



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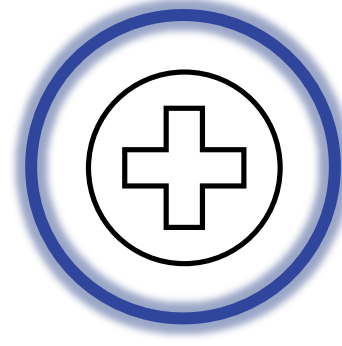
Despite the recent focus on AI, most people say they know only a little about it, and few are regularly using generative AI at work or in their personal lives



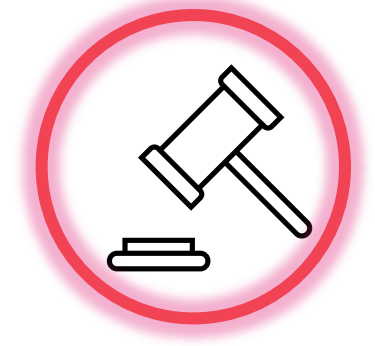
Overall, the public are more likely to think AI is a risk than an opportunity – and one in five think AI is likely to lead to the extinction of the human race



There is openness to using AI for improving traffic, spotting disease early and tailoring some services – but people are less comfortable with AI replacing humans for advice or key decisions



Healthcare jobs are expected to benefit most from AI, while customer service and creative jobs are felt to be most at risk



Most people think too little is being done to regulate AI by governments and tech companies

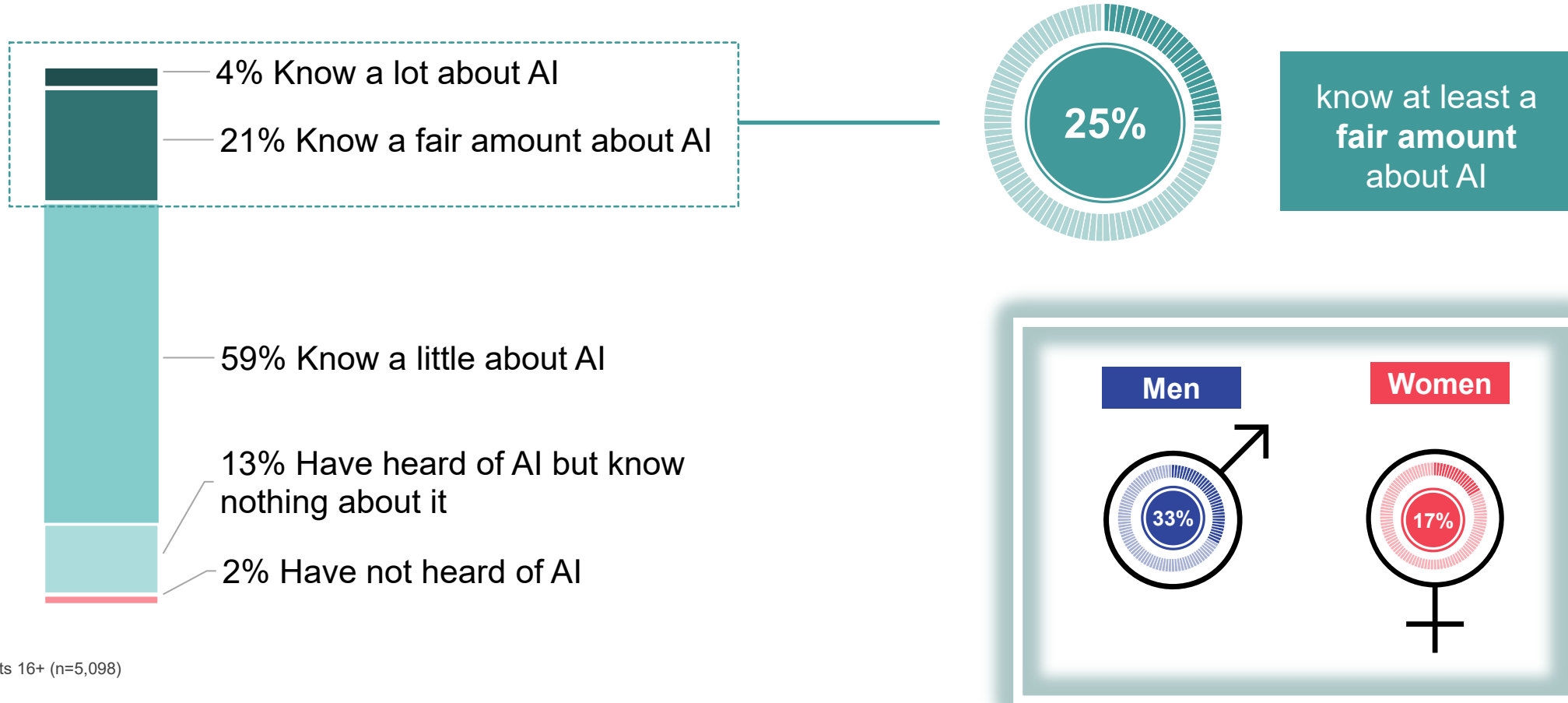


01

Knowledge and use of AI

Despite the recent focus on AI, most of the UK public say they know only a little about it – and only 4% know a lot

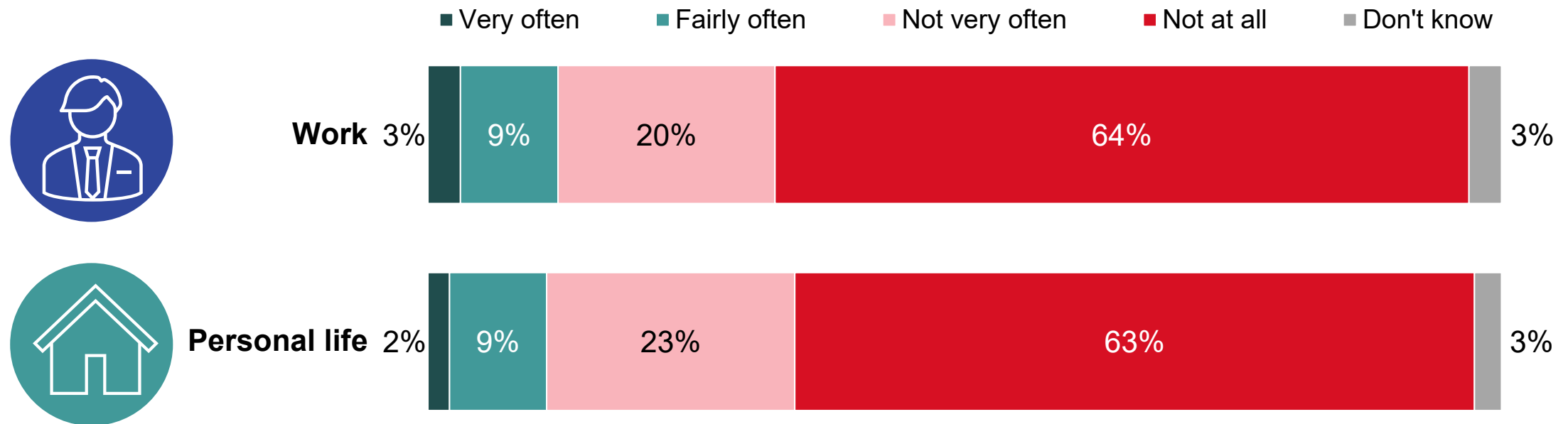
Which of the following best describes your knowledge of AI?



Base: All UK adults 16+ (n=5,098)

Use of generative AI tools at work and in personal life is also low, with around two thirds not using them in both cases

How often, if at all, have you used such 'generative' AI tools (including tools like ChatGPT, Jasper and Bard) in your work / personal life?



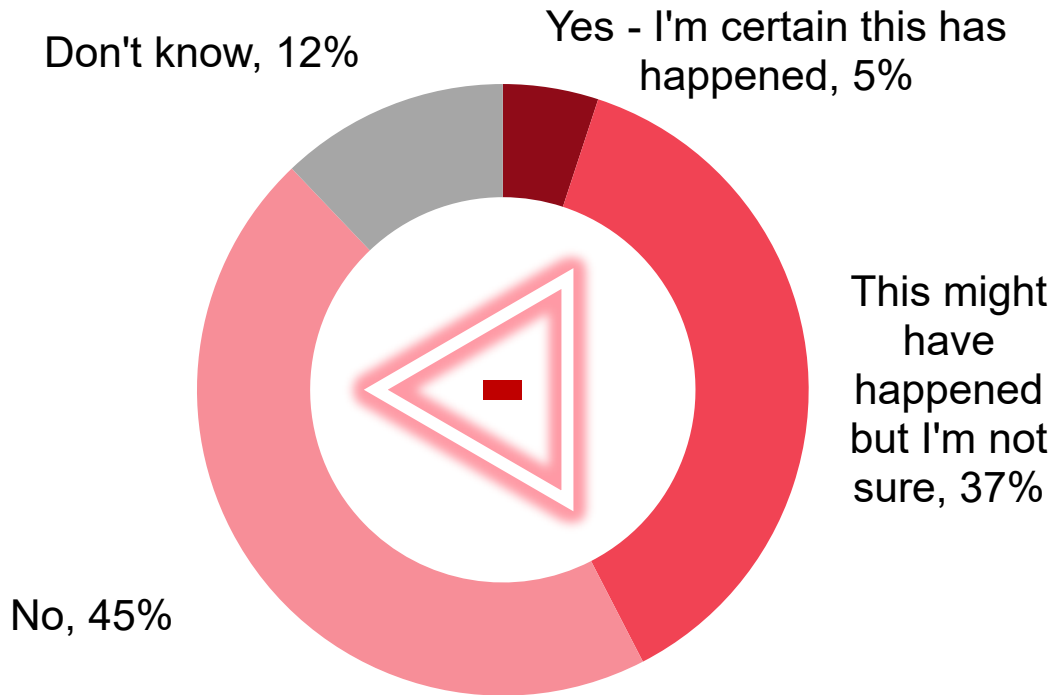
Base (Work): All adults 16+, employed (n=2,615)

Base (Personal life): All adults 16+ (n=5,098)

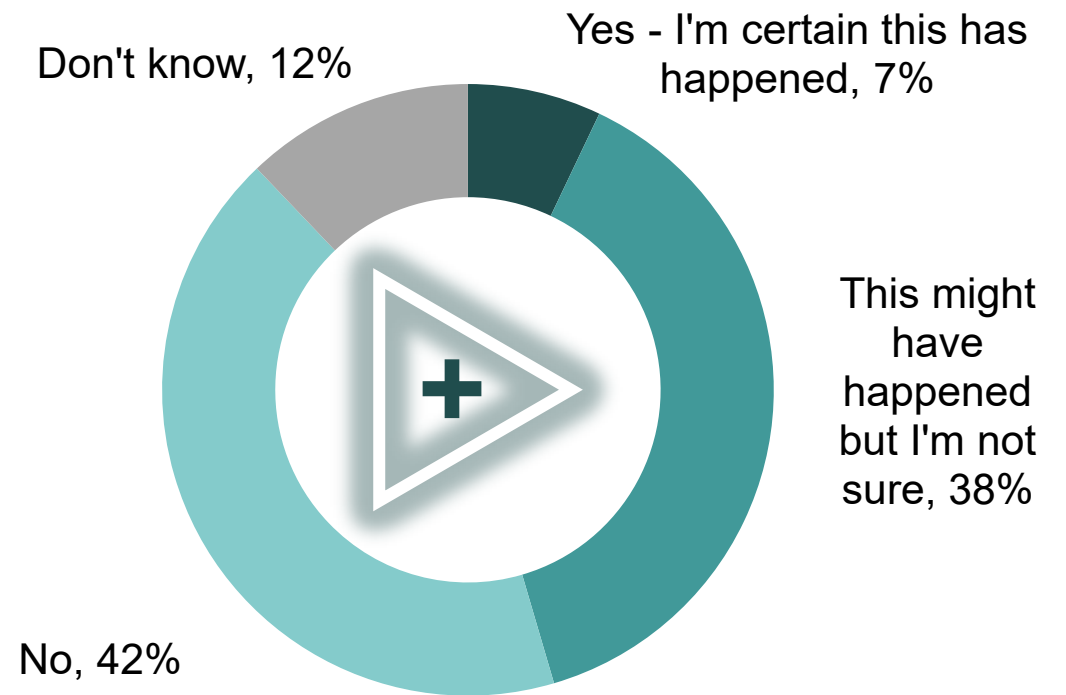
People are uncertain whether AI decisions have impacted them, either positively or negatively

As far as you are aware, have you been subject to a decision made using AI that had...

A negative impact on you



A positive impact on you



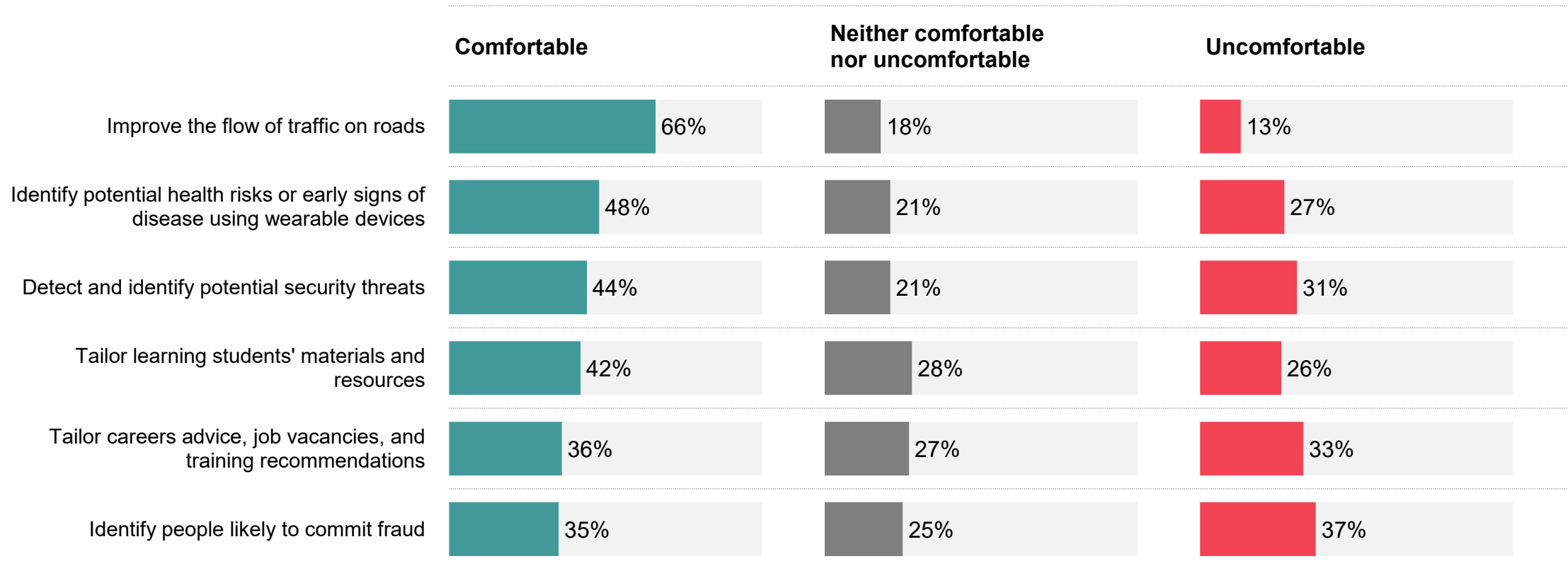
Base: All adults 16+ (n=5,098)

02

Perceived risks and benefits of AI

There is openness to some uses of AI – including improving traffic, spotting disease early and tailoring some services

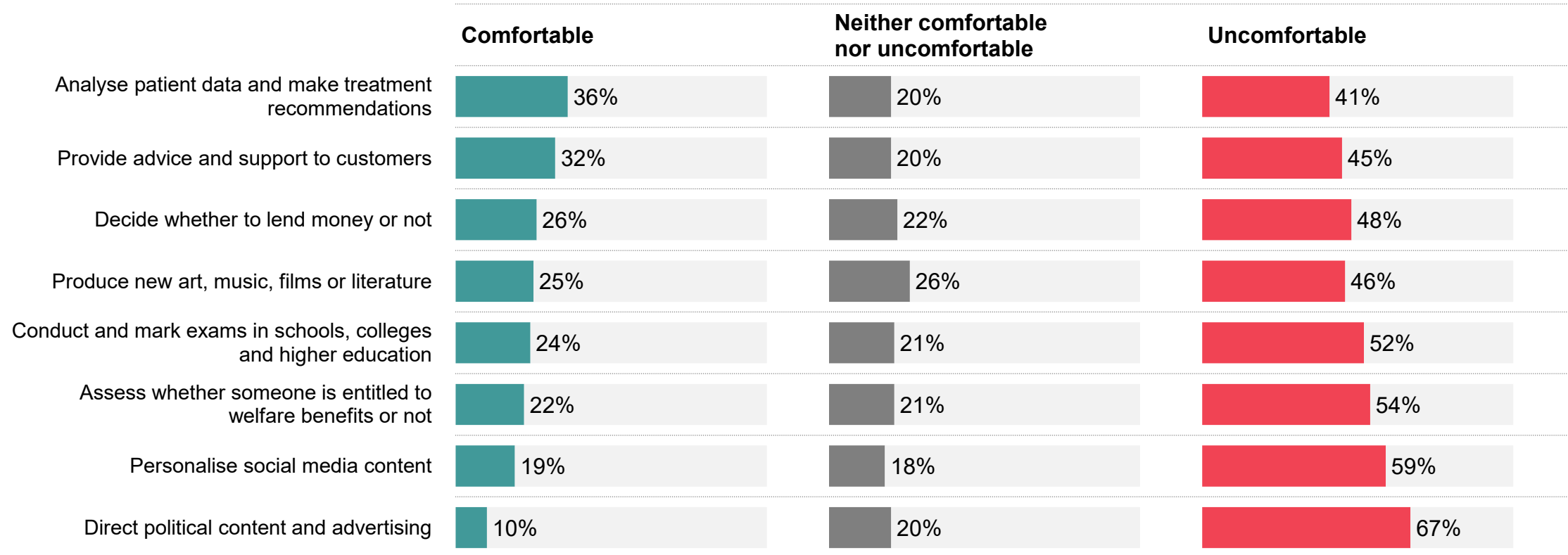
How comfortable the public are with the use of AI to ...



Base: All adults 16+ (n=5,098)

But people are less comfortable with AI replacing humans for advice or key decisions – or directing media and political content

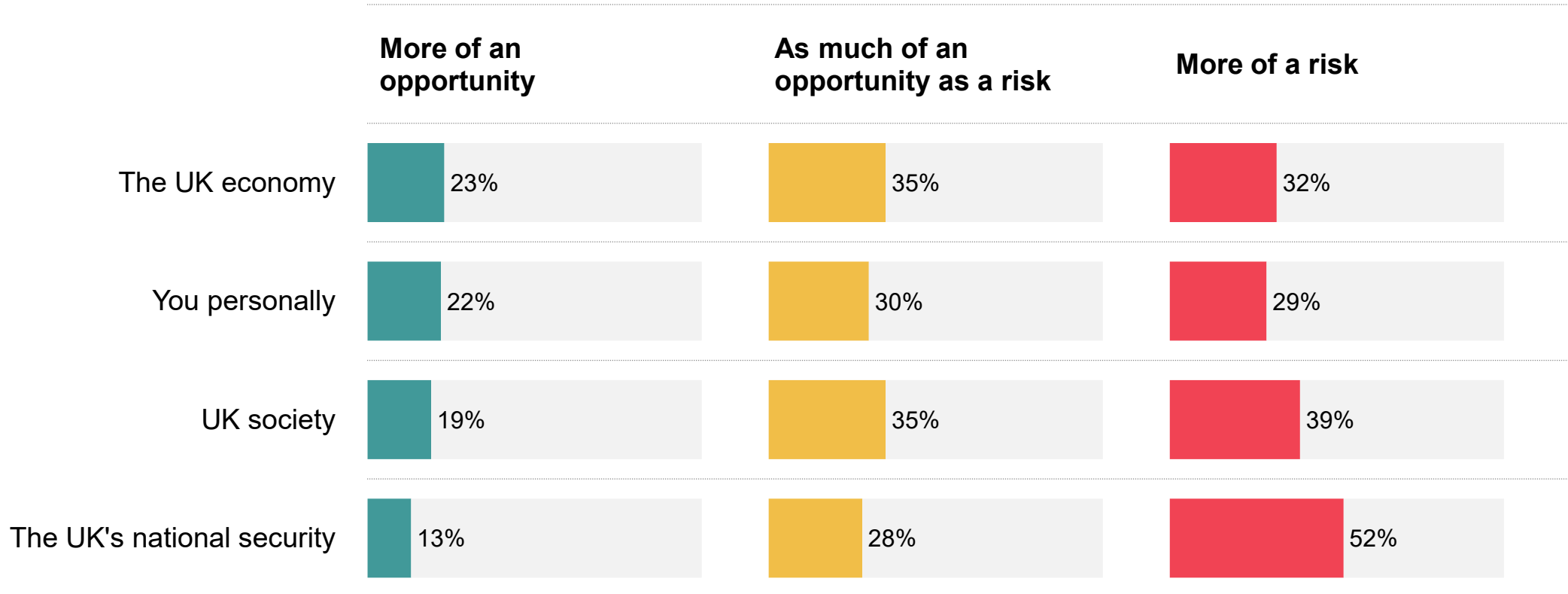
How comfortable the public are with the use of AI to ...



Base: All adults 16+ (n=5,098)

Overall, the public are more likely to think AI is a risk than an opportunity

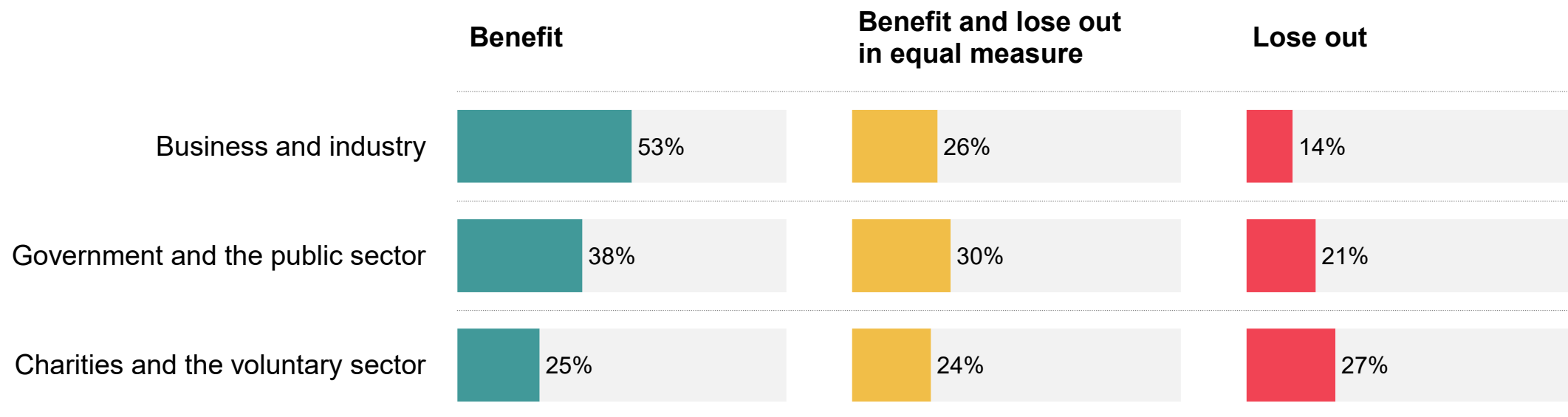
Extent to which the public think AI is an opportunity or a risk to ...



Base: All UK adults 16+ (n=5,098)

Most people think businesses will benefit from AI – views are mixed on the benefits for government and charities

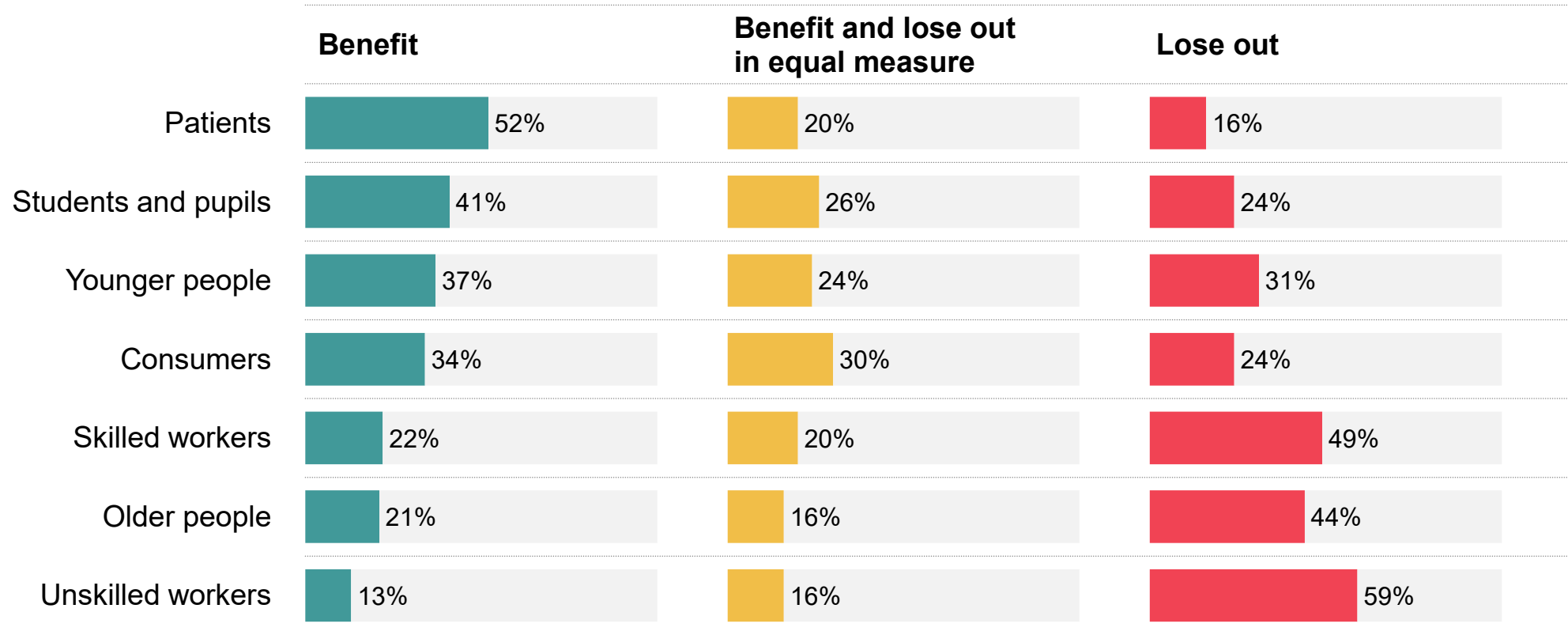
Extent to which the public think different sectors will benefit or lose out from AI



Base: All adults 16+ (n=5,098)

People also think patients will benefit from AI, but that unskilled workers in particular will lose out

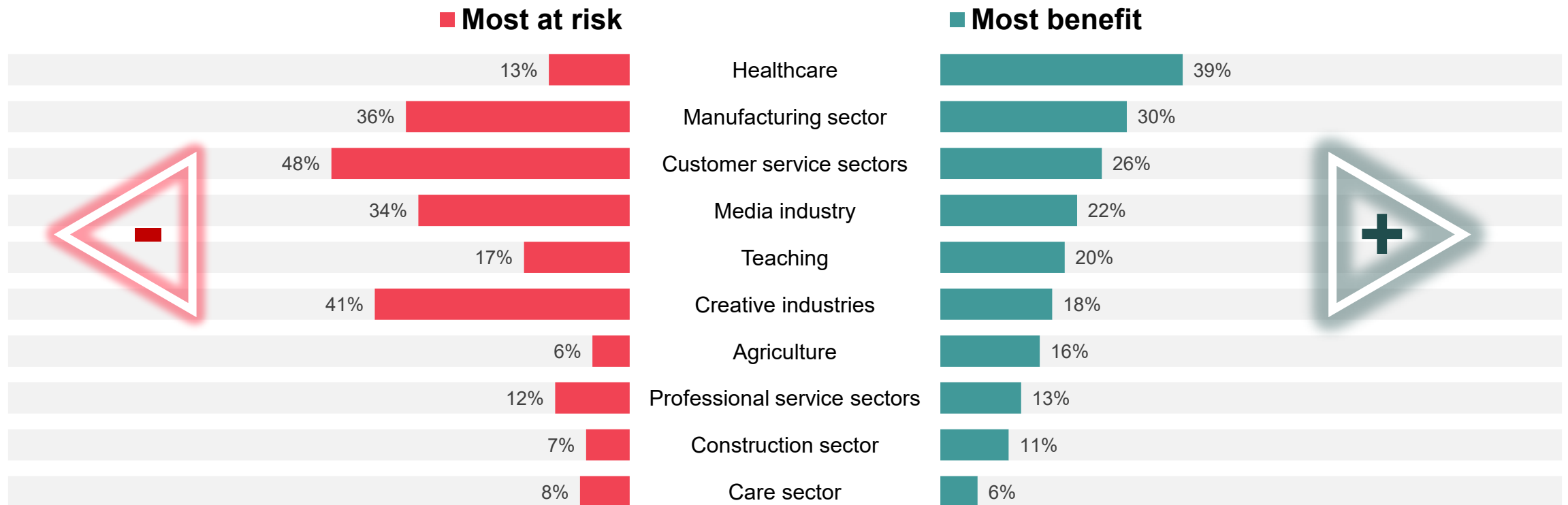
Extent to which the public think different groups will benefit or lose out from AI



Base: All adults 16+ (n=5,098)

Healthcare jobs expected to benefit most from AI, while customer service and creative jobs are felt to be most at risk

Industries or sectors where the public think jobs could most benefit and are most at risk from AI technologies in the next 3 to 5 years (*prompted, up to 3 options allowed for each*)

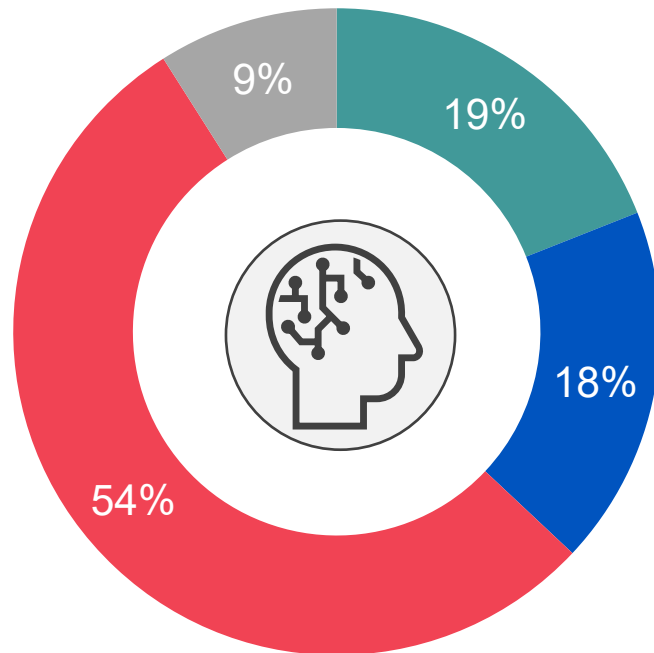


Base: All adults 16+ (n=5,098)

One in five think AI is likely to lead to the extinction of the human race, but most think this is unlikely

How likely the public think it is that AI will lead to the extinction of the human race

■ Likely ■ Neither likely nor unlikely ■ Unlikely ■ Don't know



Those who know at least a fair amount about AI are more likely to have an opinion either way about AI leading to the extinction of the human race

A higher proportion of men and people aged over 65 say this is unlikely

Base: All adults 16+ (n=5,098)

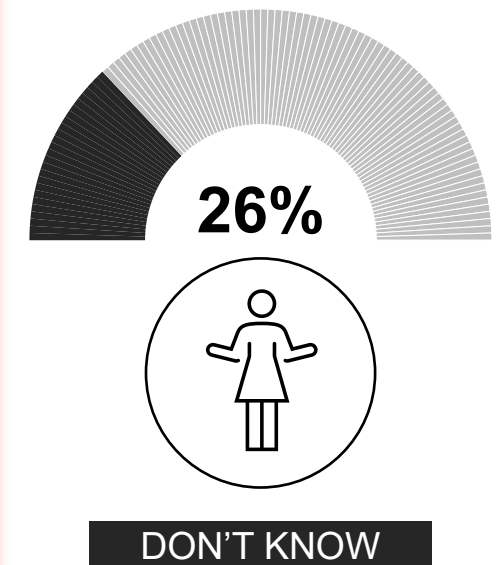
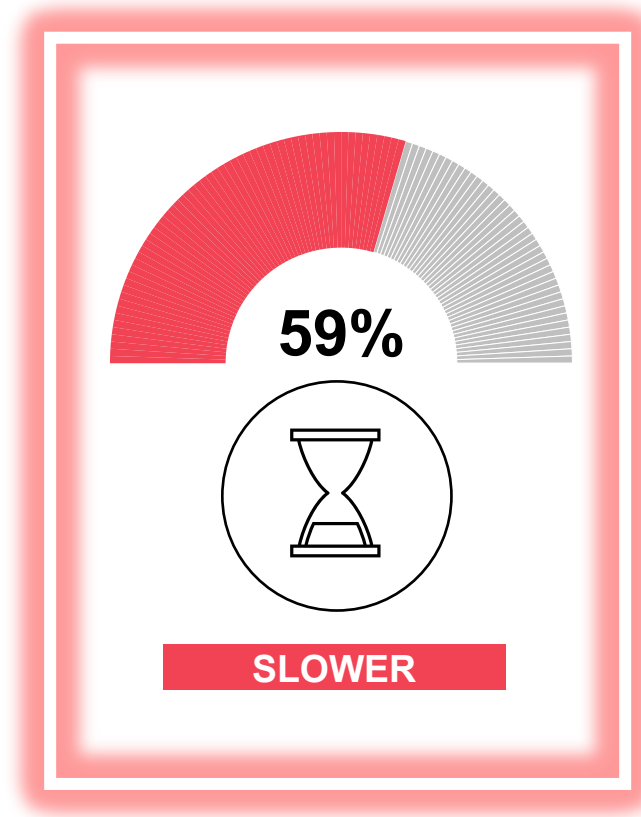
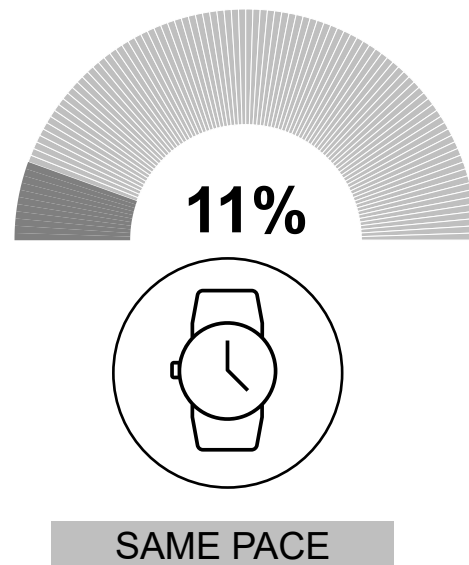
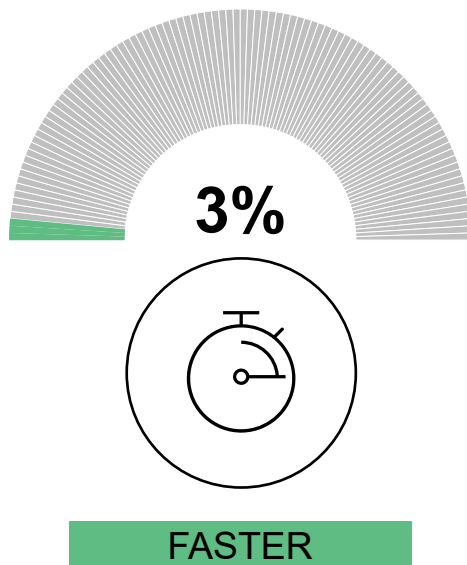


03

Regulating AI

A clear majority think AI regulation is developing more slowly than AI technologies

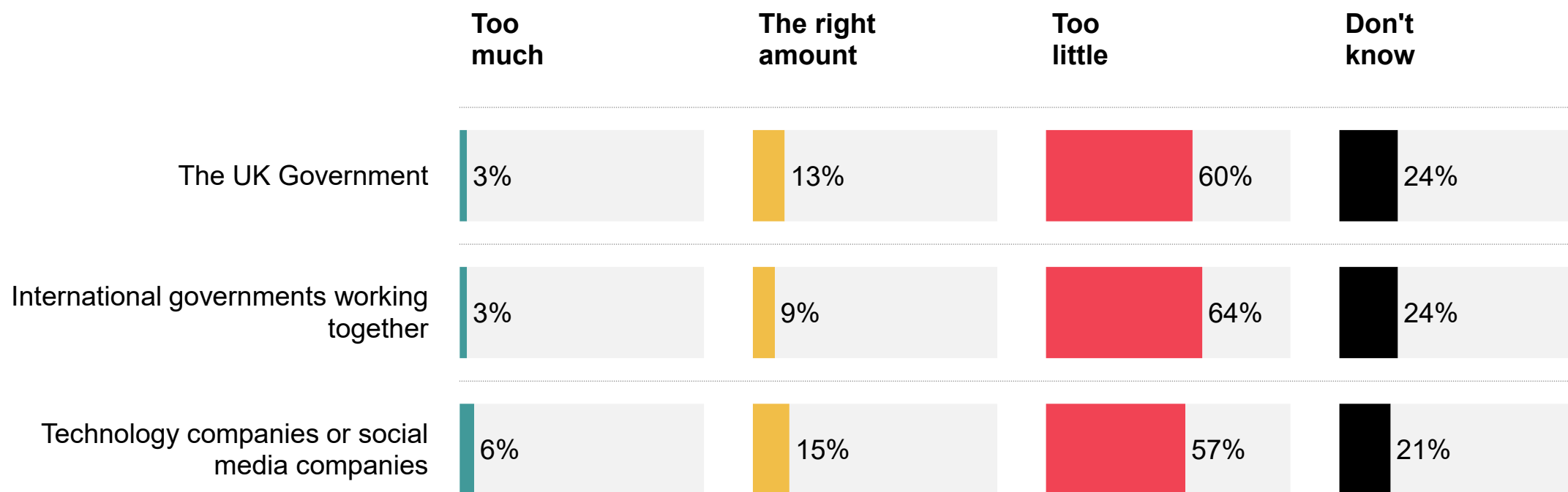
To what extent do you think regulation for AI in the UK is keeping pace with developments in AI technologies? AI regulation is developing...



Base: All adults 16+ (n=5,098)

Reflecting this, most think too little is being done to regulate AI – by governments and tech companies

Thinking about actions to regulate the development and use of AI, do you think too much, too little or the right amount is being done by...?



Base: All adults 16+ (n=5,098)

Ipsos UK Knowledge Panel

The Ipsos UK Knowledge Panel was established in August 2020 and is the UK's largest online random probability panel.

It currently has over 25,000 panellists, recruited using random probability address-based sampling (the gold-standard in UK survey research).

This means every household in the UK has a known chance of being selected to join the panel.

For digitally excluded households, Ipsos provides tablets, free data and technical support to help them complete surveys online.

As a result, there is no differential mode bias, and Ipsos can maximise the potential of online research to deliver a total understanding of the UK public.

This report is based on the online responses of 5,098 panellists (UK adults, aged 16+), and was carried out between 14 and 20 September 2023.



About Ipsos

04

About Ipsos Public Affairs in the UK

We develop and carry out customised research and evaluation for clients in the government and public sector to help them make better, evidence-based decisions.

We are a team of more than 300 social research, evaluation and policy experts, each offering expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges.


This, combined with our methodological and communications expertise, ensures that our research makes a difference for decision makers and communities, driving better policy and practice.



05

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Our expertise

Click the [images](#) to find out more 

Evaluation



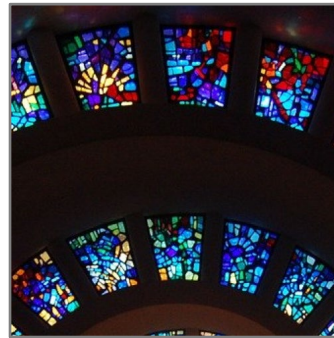
What works, what doesn't, and why – feasibility, performance, and value for money

Evidently Better



A framework for evidence-enabled policymaking

Behavioural Science



Understanding behaviours to facilitate effective change

Knowledge Panel



With 20,000+ panellists, KP provides unprecedented opportunities for public insight

Ipsos Iris



Online audience measurement - a total understanding on UK online audiences

QREC Centre



Qualitative Research and Engagement Centre - Delivering high quality, impact and ethical research and engagement