

Polling Methodological Note –

16/01/2026

A representative sample of 1,427 adults in Great Britain was interviewed between the afternoon of 12th December and the morning of 15th December 2025. Our sample was drawn from Verian's random sample panel Public Voice.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

We used this random sampling approach for our 2024 General Election polling, and firmly believe that this enabled us to generate the most accurate voting intentions estimate [ahead of the election](#).

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2024 General Election voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 3.

The response rate for this poll was 24% (1,427 completes out of 5,803 Public Voice panellists invited to take part in the survey).

Weighting benchmarks

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided above each table.

Gender* and age

Source: ONS Mid-Year-2024 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	46	77
Male 25-34	88	119
Male 35-44	127	117
Male 45-54	131	108
Male 55-69	184	158
Male 70+	118	112
Female 18-24	57	73
Female 25-34	105	124
Female 35-44	145	125
Female 45-54	157	112
Female 55-69	181	166
Female 70+	88	137

*Those reporting an “other” gender have been randomly allocated to either male or female solely for the purpose of weighting.

Region

Source: ONS Mid-Year-2024 Population Estimates:

	Unweighted count	Weighted count
North East England	54	59
North West England	177	163
Yorkshire & Humber	116	120
East Midlands	105	107
West Midlands	127	129
East of England	133	138
London	201	191
South East England	226	203
South West England	109	127
Wales	68	68
Scotland	111	121

Education by age

Source: ONS Annual Population Survey (April 2024-March 2025)

	Unweighted count	Weighted count
Aged 18-24 with a degree	49	33
Aged 25-44 with a degree	270	244
Aged 45-69 with a degree	239	183
Other	869	968

Vote in the 2024 General Election*

Source: 2024 General Election & ONS Mid-Year-2024 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	27%	46%
Labour	29%	19%
Conservative	16%	13%
Lib Dem	9%	7%
SNP	2%	1%
Reform UK	8%	8%
Green	5%	4%
Other	3%	2%

* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

Since the 2024 General Election, as panellists have been sampled for and taken part in surveys, we have collected information about if and how they voted in the 2024 General Election. It should be noted that not all of this information was collected contemporaneously and there is therefore a risk of measurement error due to incorrect recall, which may impact estimates.

Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in this polling.

Table 1 : In the last couple of years, AI tools have become widely available. The best known is ChatGPT and others include Gemini, Co-Pilot, Claude, and Grok. Before today, had you heard of any of these AI tools

Base: All adults GB 18+	Total	Gender		Age band					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
In the last couple of years, AI tools have become widely available. The best known is ChatGPT and others include Gemini, Co-Pilot, Claude, and Grok. Before today, had you heard of any of these AI tools	Unweighted Base	1427	692	729	103	193	272	288	320
	Weighted Base	1427	688	732	150	243	241	220	328
	Yes	1288	636	645	150	234	235	195	253
		90%	92%	88%	100%	96%	97%	88%	77%
	No	139	52	87	0	9	7	25	76
		10%	8%	12%	0%	4%	3%	12%	23%

Table 2 : Do you use any AI tools, and if so, what do you use them for?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Do you use any AI tools, and if so, what do you use them for?	Unweighted Base Weighted Base	1427	692	729	103	193	272	288	251	320
		1427	688	732	150	243	241	220	244	328
	Finding out information or researching a topic	784	422	360	97	174	161	127	125	100
		55%	61%	49%	64%	72%	67%	58%	51%	31%
	Creating pictures or making videos	297	148	148	47	77	83	39	38	12
		21%	22%	20%	31%	32%	35%	18%	16%	4%
	Getting personal or financial advice	189	117	72	39	52	34	37	18	8
		13%	17%	10%	26%	22%	14%	17%	7%	2%
	Writing letters, emails, or other short messages	413	213	200	57	130	96	65	46	19
		29%	31%	27%	38%	53%	40%	29%	19%	6%
	Writing reports, essays, or other long documents	208	105	103	46	64	45	29	17	7
		15%	15%	14%	31%	26%	19%	13%	7%	2%
	Summarising documents so they are quicker or easier to read	282	161	121	51	78	70	40	32	11
		20%	23%	17%	34%	32%	29%	18%	13%	3%
	Creating graphs or data tables	66	35	32	18	20	14	10	3	2
		5%	5%	4%	12%	8%	6%	5%	1%	1%
	Filling in forms or questionnaires	47	26	22	10	8	13	6	2	8
		3%	4%	3%	6%	3%	5%	3%	1%	2%
	Managing my diary/schedule	53	25	28	18	18	9	3	5	0
		4%	4%	4%	12%	7%	4%	1%	2%	0%
	Writing computer code	82	59	22	19	22	19	10	8	3
		6%	9%	3%	13%	9%	8%	5%	3%	1%
	Studying and learning	249	137	112	71	75	53	29	16	5
		17%	20%	15%	47%	31%	22%	13%	7%	2%

Table 2 : Do you use any AI tools, and if so, what do you use them for?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Do you use any AI tools, and if so, what do you use them for?	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Support with legal or financial issues	78	49	29	13	20	14	22	6	4
		5%	7%	4%	9%	8%	6%	10%	2%	1%
	Support with health, fitness or mental health	178	92	86	33	48	25	30	19	23
		12%	13%	12%	22%	20%	10%	14%	8%	7%
	Other (write in)	32	15	17	2	8	7	6	4	4
		2%	2%	2%	2%	3%	3%	3%	2%	1%
	NET: Any advice (Legal, financial or personal)	305	172	133	52	79	54	56	37	28
		21%	25%	18%	34%	32%	22%	25%	15%	8%
Do not use these tools	304	125	175	11	19	29	42	70	132	
		21%	18%	24%	7%	8%	12%	19%	29%	40%
Prefer not to say	20	15	5	5	4	7	0	2	2	
		1%	2%	1%	3%	2%	3%	0%	1%	1%
Not aware of AI	139	52	87	0	9	7	25	22	76	
		10%	8%	12%	0%	4%	3%	12%	9%	23%

Table 3 : How often do you use AI tools?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How often do you use AI tools?	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	More than once a day	163	95	66	20	44	35	33	19	13
		11%	14%	9%	14%	18%	15%	15%	8%	4%
	About once a day	144	78	66	10	42	36	20	24	12
		10%	11%	9%	6%	17%	15%	9%	10%	4%
	A few times a week	312	163	149	57	70	64	47	42	31
		22%	24%	20%	38%	29%	27%	21%	17%	9%
	A few times a month	213	109	103	29	36	37	28	39	43
		15%	16%	14%	20%	15%	15%	13%	16%	13%
	Once a month	36	20	15	6	3	6	7	8	6
		3%	3%	2%	4%	1%	3%	3%	3%	2%
	Less than once a month	78	26	52	11	13	14	14	15	10
		5%	4%	7%	7%	5%	6%	6%	6%	3%
	Never	472	195	273	16	35	45	70	94	212
		33%	28%	37%	11%	14%	19%	32%	39%	65%
	Don't know	10	2	8	0	0	3	2	2	2
		1%	0%	1%	0%	0%	1%	1%	1%	1%

Table 4 : Thinking about the tasks you use AI tools for, are they are they...

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Thinking about the tasks you use AI tools for, are they are they...	Unweighted Base	1427	692	729	103	193	272	288	251	320
		1427	688	732	150	243	241	220	244	328
	Work	422	233	189	32	132	114	73	56	15
		30%	34%	26%	21%	54%	47%	33%	23%	4%
	Personal use	831	425	404	97	183	168	136	137	110
		58%	62%	55%	64%	76%	70%	62%	56%	33%
	Education/study	286	160	126	83	79	53	32	27	12
		20%	23%	17%	55%	32%	22%	14%	11%	4%
Don't know		18	9	9	5	3	5	3	0	2
		1%	1%	1%	4%	1%	2%	1%	0%	1%
Not aware of AI/Does not use AI tools		463	192	267	16	32	43	67	94	211
		32%	28%	36%	11%	13%	18%	31%	39%	64%

Table 5 : How confident are you that... AI tools produce accurate results

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How confident are you that... AI tools produce accurate results	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very confident	45	19	26	9	15	15	1	3	2
		3%	3%	4%	6%	6%	6%	1%	1%	1%
	Fairly confident	366	203	161	53	83	76	63	55	36
		26%	29%	22%	35%	34%	32%	28%	23%	11%
	Neither confident or unconfident	347	179	169	41	62	72	60	45	67
		24%	26%	23%	27%	26%	30%	27%	18%	20%
	Not very confident	290	129	160	35	48	39	40	60	68
		20%	19%	22%	23%	20%	16%	18%	25%	21%
	Not at all confident	164	80	81	11	20	20	22	39	52
		11%	12%	11%	7%	8%	8%	10%	16%	16%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	76	27	48	1	6	12	9	20	28
		5%	4%	7%	1%	2%	5%	4%	8%	9%

Table 6 : How confident are you that... AI is being used responsibly

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How confident are you that... AI is being used responsibly	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very confident	51	18	33	7	18	16	7	2	1
		4%	3%	5%	5%	7%	7%	3%	1%	0%
	Fairly confident	202	122	78	35	44	48	29	27	19
		14%	18%	11%	23%	18%	20%	13%	11%	6%
	Neither confident or unconfident	301	148	153	26	43	63	60	51	58
		21%	22%	21%	17%	18%	26%	27%	21%	18%
	Not very confident	390	189	201	48	72	58	55	71	86
		27%	28%	27%	32%	30%	24%	25%	29%	26%
	Not at all confident	282	126	152	33	57	37	38	52	66
		20%	18%	21%	22%	23%	15%	17%	21%	20%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	61	32	29	1	0	12	7	18	23
		4%	5%	4%	1%	0%	5%	3%	7%	7%

Table 7 : How confident are you that... You can identify AI generated content

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How confident are you that... You can identify AI generated content	Unweighted Base	1427	692	729	103	193	272	288	251	320
		1427	688	732	150	243	241	220	244	328
	Very confident	101	49	52	21	35	30	8	6	2
		7%	7%	7%	14%	14%	13%	3%	2%	1%
	Fairly confident	452	246	204	62	103	99	81	59	48
		32%	36%	28%	41%	42%	41%	37%	24%	15%
	Neither confident or unconfident	301	159	140	31	46	54	39	62	69
		21%	23%	19%	21%	19%	22%	18%	26%	21%
	Not very confident	243	107	133	25	31	35	31	54	67
		17%	16%	18%	17%	13%	14%	14%	22%	20%
	Not at all confident	153	59	94	9	15	9	31	33	57
		11%	9%	13%	6%	6%	4%	14%	13%	17%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	38	16	22	2	4	8	6	7	10
		3%	2%	3%	1%	2%	3%	3%	3%	3%

Table 8 : How confident are you that... Using AI increases your productivity

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How confident are you that... Using AI increases your productivity	Unweighted Base	1427	692	729	103	193	272	288	251	320
		1427	688	732	150	243	241	220	244	328
	Very confident	180	109	70	22	67	51	22	14	4
		13%	16%	10%	15%	27%	21%	10%	6%	1%
	Fairly confident	435	221	212	64	95	92	80	60	44
		31%	32%	29%	43%	39%	38%	36%	25%	13%
	Neither confident or unconfident	357	175	181	41	44	52	57	68	96
		25%	26%	25%	27%	18%	21%	26%	28%	29%
	Not very confident	121	56	64	11	16	20	14	28	33
		8%	8%	9%	7%	6%	8%	6%	11%	10%
	Not at all confident	85	28	53	11	8	10	12	24	20
		6%	4%	7%	7%	3%	4%	5%	10%	6%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	111	46	64	1	6	10	11	28	56
		8%	7%	9%	1%	2%	4%	5%	11%	17%

Table 9 : How confident are you that... You can make informed decisions when using AI tools

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How confident are you that... You can make informed decisions when using AI tools	Unweighted Base	1427	692	729	103	193	272	288	251	320
		1427	688	732	150	243	241	220	244	328
	Very confident	109	55	54	9	45	28	14	10	3
		8%	8%	7%	6%	18%	12%	6%	4%	1%
	Fairly confident	475	268	205	75	105	102	70	75	47
		33%	39%	28%	50%	43%	42%	32%	31%	14%
	Neither confident or unconfident	319	165	153	36	52	60	61	45	64
		22%	24%	21%	24%	21%	25%	28%	19%	19%
	Not very confident	179	76	101	21	22	25	20	38	53
		13%	11%	14%	14%	9%	10%	9%	16%	16%
	Not at all confident	131	43	86	7	9	9	21	35	51
		9%	6%	12%	4%	4%	4%	9%	14%	16%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	76	29	46	3	1	10	10	18	35
		5%	4%	6%	2%	1%	4%	4%	7%	11%

Table 10 : How confident are you that... AI tools provide recommendations that are fair and impartial

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How confident are you that... AI tools provide recommendations that are fair and impartial	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very confident	60	30	30	12	27	18	1	2	0
		4%	4%	4%	8%	11%	8%	0%	1%	0%
	Fairly confident	317	170	146	43	73	68	53	54	26
		22%	25%	20%	29%	30%	28%	24%	22%	8%
	Neither confident or unconfident	435	212	220	61	76	87	66	68	76
		30%	31%	30%	41%	31%	36%	30%	28%	23%
	Not very confident	247	121	126	19	38	35	39	43	74
		17%	18%	17%	12%	16%	15%	18%	17%	22%
	Not at all confident	143	65	74	13	11	14	24	34	48
		10%	9%	10%	8%	4%	6%	11%	14%	15%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	86	38	48	3	9	12	11	22	29
		6%	5%	7%	2%	4%	5%	5%	9%	9%

Table 11 : How concerned or unconcerned are you about... The accuracy of AI-generated results

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... The accuracy of AI-generated results	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	306	132	172	25	54	52	40	54	80
		21%	19%	23%	17%	22%	22%	18%	22%	24%
	Fairly concerned	570	276	289	73	94	97	90	94	121
		40%	40%	39%	48%	39%	40%	41%	39%	37%
	Neither concerned nor unconcerned	258	132	126	38	47	57	39	45	32
		18%	19%	17%	25%	19%	24%	18%	19%	10%
	Not very concerned	118	76	42	12	35	20	23	18	9
		8%	11%	6%	8%	15%	8%	11%	7%	3%
	Not at all concerned	8	4	5	1	2	0	0	5	0
		1%	1%	1%	1%	1%	0%	0%	2%	0%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	29	16	12	1	1	8	2	5	11
		2%	2%	2%	1%	1%	3%	1%	2%	3%

Table 12 : How concerned or unconcerned are you about... AI's ability to provide recommendations that are fair and impartial

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... AI's ability to provide recommendations that are fair and impartial	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	242	97	144	11	33	49	42	39	68
		17%	14%	20%	7%	13%	20%	19%	16%	21%
	Fairly concerned	533	276	252	72	91	80	70	93	128
		37%	40%	34%	48%	37%	33%	32%	38%	39%
	Neither concerned nor unconcerned	331	161	170	52	66	69	55	58	32
		23%	23%	23%	34%	27%	28%	25%	24%	10%
	Not very concerned	130	73	58	15	35	29	24	19	9
		9%	11%	8%	10%	14%	12%	11%	8%	3%
	Not at all concerned	13	7	6	0	6	1	1	2	2
		1%	1%	1%	0%	2%	1%	1%	1%	1%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	39	23	16	1	4	7	3	10	14
		3%	3%	2%	1%	2%	3%	1%	4%	4%

Table 13 : How concerned or unconcerned are you about... Your ability to identify AI generated content

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... Your ability to identify AI generated content	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	308	123	183	34	51	48	46	51	76
		22%	18%	25%	23%	21%	20%	21%	21%	23%
	Fairly concerned	534	263	267	59	69	96	77	102	129
		37%	38%	36%	39%	29%	40%	35%	42%	39%
	Neither concerned nor unconcerned	236	127	106	35	59	53	41	25	22
		17%	18%	15%	23%	24%	22%	19%	10%	7%
	Not very concerned	147	88	59	17	39	26	23	32	10
		10%	13%	8%	11%	16%	11%	10%	13%	3%
	Not at all concerned	29	15	14	4	9	4	4	5	4
		2%	2%	2%	3%	4%	2%	2%	2%	1%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	35	20	15	1	6	7	4	5	12
		2%	3%	2%	1%	2%	3%	2%	2%	4%

Table 14 : How concerned or unconcerned are you about... People using AI irresponsibly

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... People using AI irresponsibly	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	572	261	304	66	95	98	81	97	135
		40%	38%	42%	44%	39%	40%	37%	40%	41%
	Fairly concerned	495	254	240	61	88	79	77	89	100
		35%	37%	33%	41%	36%	33%	35%	37%	30%
	Neither concerned nor unconcerned	114	59	55	13	23	34	21	17	6
		8%	9%	7%	9%	9%	14%	10%	7%	2%
	Not very concerned	62	34	28	6	19	13	12	9	3
		4%	5%	4%	4%	8%	6%	5%	4%	1%
	Not at all concerned	15	11	4	2	10	1	1	2	0
		1%	2%	1%	1%	4%	0%	0%	1%	0%
Not aware of AI tools	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	31	17	14	2	0	10	4	8	8
		2%	2%	2%	1%	0%	4%	2%	3%	2%

Table 15 : How concerned or unconcerned are you about... AI replacing human judgment in critical decisions

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... AI replacing human judgment in critical decisions	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	565	234	328	54	92	91	78	106	145
		40%	34%	45%	36%	38%	38%	35%	43%	44%
	Fairly concerned	461	241	216	62	77	78	76	81	86
		32%	35%	29%	41%	32%	32%	35%	33%	26%
	Neither concerned nor unconcerned	131	75	56	16	35	43	16	13	8
		9%	11%	8%	11%	14%	18%	7%	5%	3%
	Not very concerned	89	63	26	16	22	14	17	14	6
		6%	9%	4%	11%	9%	6%	8%	6%	2%
	Not at all concerned	16	9	7	0	6	3	3	2	0
		1%	1%	1%	0%	2%	1%	2%	1%	0%
Not aware of AI tools	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	27	15	12	2	1	7	5	5	7
		2%	2%	2%	1%	1%	3%	2%	2%	2%

Table 16 : How concerned or unconcerned are you about... AI being used by companies to replace workers

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... AI being used by companies to replace workers	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	549	227	319	58	97	94	81	102	117
		38%	33%	44%	39%	40%	39%	37%	42%	36%
	Fairly concerned	421	222	195	47	66	72	75	76	84
		29%	32%	27%	32%	27%	30%	34%	31%	25%
	Neither concerned nor unconcerned	166	95	71	24	29	43	17	26	27
		12%	14%	10%	16%	12%	18%	8%	11%	8%
	Not very concerned	96	59	37	17	37	10	12	9	10
		7%	9%	5%	12%	15%	4%	6%	4%	3%
	Not at all concerned	19	13	6	2	5	6	4	1	1
		1%	2%	1%	1%	2%	3%	2%	0%	0%
	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	37	20	17	1	0	9	6	8	13
		3%	3%	2%	1%	0%	4%	3%	3%	4%

Table 17 : How concerned or unconcerned are you about... People becoming dependent on AI

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... People becoming dependent on AI	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	547	234	308	76	103	93	73	82	119
		38%	34%	42%	51%	42%	39%	33%	34%	36%
	Fairly concerned	465	247	218	51	77	88	72	78	100
		33%	36%	30%	34%	32%	37%	32%	32%	30%
	Neither concerned nor unconcerned	166	91	73	8	46	38	29	27	18
		12%	13%	10%	5%	19%	16%	13%	11%	6%
	Not very concerned	68	42	27	14	5	6	14	24	5
		5%	6%	4%	9%	2%	2%	7%	10%	2%
	Not at all concerned	11	6	5	0	4	1	4	2	1
		1%	1%	1%	0%	2%	0%	2%	1%	0%
Not aware of AI tools	Not aware of AI tools	139	52	87	0	9	7	25	22	76
		10%	8%	12%	0%	4%	3%	12%	9%	23%
	Don't know	31	16	15	1	0	8	3	10	10
		2%	2%	2%	1%	0%	3%	1%	4%	3%

Table 18 : How concerned or unconcerned are you about... AI being used to spread misinformation

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
How concerned or unconcerned are you about... AI being used to spread misinformation	Unweighted Base	1427	692	729	103	193	272	288	251	320
	Weighted Base	1427	688	732	150	243	241	220	244	328
	Very concerned	654	314	334	75	125	101	95	100	159
		46%	46%	46%	50%	51%	42%	43%	41%	48%
	Fairly concerned	403	196	206	47	63	71	64	79	78
		28%	28%	28%	31%	26%	30%	29%	33%	24%
	Neither concerned nor unconcerned	144	82	62	22	27	41	21	27	6
		10%	12%	9%	15%	11%	17%	9%	11%	2%
	Not very concerned	47	24	22	3	14	13	12	4	0
		3%	3%	3%	2%	6%	5%	6%	1%	0%
	Not at all concerned	7	5	2	1	3	1	1	1	0
		0%	1%	0%	1%	1%	0%	1%	0%	0%
Not aware of AI tools	139	52	87	0	9	7	25	22	76	
	10%	8%	12%	0%	4%	3%	12%	9%	23%	
Don't know	34	15	18	1	2	8	2	10	10	
	2%	2%	3%	1%	1%	3%	1%	4%	3%	