

YouGov / Control AI Survey Results

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, how much, if anything, would you say you knew about Artificial intelligence (AI)?

I know what it is, and a lot about it	8	7	9	6	7	6	12	4	17	10	5	3	9	7	8	9	8	10	6	6	10	9
I know what it is, and a little bit about it	66	65	73	74	72	63	69	64	68	67	65	65	72	58	66	65	68	70	68	69	70	62
I have heard of it, but I don't know anything about it	24	26	17	20	19	30	17	30	9	21	27	30	18	31	24	24	23	20	24	23	15	28
I have never heard of it	2	2	1	1	2	1	2	2	6	2	2	2	1	4	2	1	1	0	2	2	5	2

How important do you think the issue of Artificial Intelligence (AI) is in public policy?

Extremely important	23	22	26	32	26	22	25	21	25	21	25	24	25	21	23	22	24	21	23	19	29	23
Somewhat important	43	41	47	42	46	40	45	41	46	47	35	40	47	37	43	40	42	46	41	47	43	41
TOTAL IMPORTANT	66	63	73	74	72	62	70	62	71	68	60	64	72	58	66	62	66	67	64	66	72	64
Not very important	12	14	11	10	9	16	15	10	12	12	16	11	11	14	12	13	15	8	13	14	12	11
Not at all important	4	4	3	3	3	5	3	4	2	4	4	4	3	5	4	4	3	0	5	6	2	3
TOTAL NOT IMPORTANT	16	18	14	13	12	21	18	14	14	16	20	15	14	19	16	17	18	8	18	20	14	14
Don't know	18	19	14	12	16	18	12	24	15	17	20	20	15	22	18	22	16	25	18	14	14	21

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	Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample	2086	167	1380	494	46
Unweighted Sample	2086	152	1422	478	34
	%	%	%	%	%

Before taking this survey, how much, if anything, would you say you knew about Artificial intelligence (AI)?

I know what it is, and a lot about it	8	100	0	0	0
I know what it is, and a little bit about it	66	0	100	0	0
I have heard of it, but I don't know anything about it	24	0	0	100	0
I have never heard of it	2	0	0	0	100

How important do you think the issue of Artificial Intelligence (AI) is in public policy?

Extremely important	23	38	27	9	4
Somewhat important	43	46	47	33	3
TOTAL IMPORTANT	66	84	74	42	7
Not very important	12	10	13	14	3
Not at all important	4	3	3	6	0
TOTAL NOT IMPORTANT	16	13	16	20	3
Don't know	18	4	10	38	90

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree that the following should be important goals of AI (Artificial Intelligence) policy?

Slowing down the increase in AI capability

Strongly agree	26	29	23	18	20	33	25	27	22	19	30	34	22	31	26	26	27	27	28	24	23	26
Somewhat agree	31	33	27	33	33	31	29	32	29	30	29	34	32	29	31	26	35	26	28	32	28	33
TOTAL AGREE	57	62	50	51	53	64	54	59	51	49	59	68	54	60	57	52	62	53	56	56	51	59
Somewhat disagree	18	17	23	21	19	15	23	14	24	21	18	11	22	13	18	21	16	18	17	18	23	17
Strongly disagree	6	5	7	8	9	4	9	3	5	9	5	2	7	4	6	4	5	10	7	4	7	6
TOTAL DISAGREE	24	22	30	29	28	19	32	17	29	30	23	13	29	17	24	25	21	28	24	22	30	23
Not sure	19	16	20	20	18	16	14	24	21	20	18	19	18	22	20	22	17	18	20	22	19	18

Reducing the dangers of AI today

Strongly agree	49	50	51	56	50	51	45	53	45	44	54	54	48	51	49	47	48	42	51	46	52	49
Somewhat agree	31	28	33	29	33	29	34	28	34	36	25	26	35	25	30	28	33	47	29	29	31	31
TOTAL AGREE	80	78	84	85	83	80	79	81	79	80	79	80	83	76	79	75	81	89	80	75	83	80
Somewhat disagree	6	6	6	2	5	5	8	3	8	6	5	4	5	6	5	8	6	3	5	5	5	6
Strongly disagree	2	2	2	2	3	2	3	1	0	2	2	2	2	2	2	2	0	3	1	3	3	1
TOTAL DISAGREE	8	8	8	4	8	7	11	4	8	8	7	6	7	8	7	10	6	6	6	8	8	7
Not sure	13	13	8	10	9	13	10	16	12	13	13	14	10	17	13	14	12	5	15	17	9	13

Treating AI as an incredibly powerful and dangerous technology

Strongly agree	41	46	38	41	38	47	38	45	30	37	47	48	40	43	41	43	41	44	43	38	35	43
Somewhat agree	31	31	34	32	32	30	34	29	36	34	29	28	33	28	31	32	33	31	30	28	35	32
TOTAL AGREE	72	77	72	73	70	77	72	74	66	71	76	76	73	71	72	75	74	75	73	66	70	75
Somewhat disagree	11	8	16	10	12	9	13	9	17	12	9	8	12	9	11	10	11	13	9	13	10	11
Strongly disagree	4	4	3	5	5	3	6	2	5	4	3	3	4	3	4	3	4	2	2	4	9	3
TOTAL DISAGREE	15	12	19	15	17	12	19	11	22	16	12	11	16	12	15	13	15	15	11	17	19	14
Not sure	13	11	9	12	12	10	10	16	12	13	12	13	10	16	13	13	10	10	16	16	11	11

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		%	%	%	%

Do you agree or disagree that the following should be important goals of AI (Artificial Intelligence) policy?

Slowing down the increase in AI capability

Strongly agree	26	23	26	28	3
Somewhat agree	31	18	33	29	16
TOTAL AGREE	57	41	59	57	19
Somewhat disagree	18	31	20	10	4
Strongly disagree	6	19	7	1	0
TOTAL DISAGREE	24	50	27	11	4
Not sure	19	8	14	32	76

Reducing the dangers of AI today

Strongly agree	49	44	51	47	9
Somewhat agree	31	31	34	24	8
TOTAL AGREE	80	75	85	71	17
Somewhat disagree	6	13	6	3	2
Strongly disagree	2	3	2	1	3
TOTAL DISAGREE	8	16	8	4	5
Not sure	13	9	7	25	77

Treating AI as an incredibly powerful and dangerous technology

Strongly agree	41	40	43	41	5
Somewhat agree	31	32	34	26	6
TOTAL AGREE	72	72	77	67	11
Somewhat disagree	11	14	12	7	2
Strongly disagree	4	8	4	2	8
TOTAL DISAGREE	15	22	16	9	10
Not sure	13	5	8	24	80

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Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Preventing AI from quickly reaching superhuman capabilities

Strongly agree	49	54	44	54	47	57	46	51	34	40	57	62	45	53	49	52	48	50	49	47	42	52
Somewhat agree	25	23	28	21	24	22	24	25	39	27	19	21	28	21	24	23	28	28	23	26	31	22
TOTAL AGREE	74	77	72	75	71	79	70	76	73	67	76	83	73	74	73	75	76	78	72	73	73	74
Somewhat disagree	9	7	13	8	11	7	12	6	8	12	7	5	10	6	9	11	7	6	8	6	13	8
Strongly disagree	4	5	4	5	6	4	6	2	2	6	3	2	4	4	4	2	4	7	3	5	3	4
TOTAL DISAGREE	13	12	17	13	17	11	18	8	10	18	10	7	14	10	13	13	11	13	11	11	16	12
Not sure	14	11	10	12	13	10	11	16	17	16	14	10	12	16	14	13	12	8	16	15	11	14

Preventing AI from being used for impersonations using the likeness or voice of people in a video, image, or sound form, without that person consent

Strongly agree	68	70	73	74	68	73	64	71	60	63	72	76	69	66	67	70	71	68	68	65	66	68
Somewhat agree	18	16	18	16	21	14	22	14	25	23	14	12	19	17	18	20	18	16	16	20	24	17
TOTAL AGREE	86	86	91	90	89	87	86	85	85	86	86	88	88	83	85	90	89	84	84	85	90	85
Somewhat disagree	3	4	3	2	3	4	4	2	5	4	3	2	4	2	3	4	2	4	4	2	4	3
Strongly disagree	2	3	1	1	2	2	3	2	2	2	1	2	2	2	2	1	2	5	3	1	1	2
TOTAL DISAGREE	5	7	4	3	5	6	7	4	7	6	4	4	6	4	5	5	4	9	7	3	5	5
Not sure	9	8	5	7	7	7	6	11	7	8	10	8	6	12	9	5	8	7	10	11	5	9

Which goal of AI policy is more important?

Keeping dangerous models out of the hands of bad actors	46	42	51	41	43	45	45	47	62	49	42	38	49	42	46	39	52	46	41	52	49	45
Providing the benefits of AI to everyone	33	37	35	36	39	34	39	27	21	33	35	37	35	31	33	33	29	43	36	30	33	33
Don't know	21	20	14	23	18	21	16	26	17	18	23	25	16	27	21	28	19	10	23	18	18	22

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Unweighted Sample	2086	152	1422	478	34
	%	%	%	%	%

Preventing AI from quickly reaching superhuman capabilities

Strongly agree	49	36	51	51	3
Somewhat agree	25	22	27	21	10
TOTAL AGREE	74	58	78	72	13
Somewhat disagree	9	19	9	4	2
Strongly disagree	4	12	4	2	0
TOTAL DISAGREE	13	31	13	6	2
Not sure	14	11	9	22	85

Preventing AI from being used for impersonations using the likeness or voice of people in a video, image, or sound form, without that person consent

Strongly agree	68	64	73	62	3
Somewhat agree	18	24	19	14	16
TOTAL AGREE	86	88	92	76	19
Somewhat disagree	3	8	3	3	4
Strongly disagree	2	4	2	2	0
TOTAL DISAGREE	5	12	5	5	4
Not sure	9	0	4	19	76

Which goal of AI policy is more important?

Keeping dangerous models out of the hands of bad actors	46	56	48	41	5
Providing the benefits of AI to everyone	33	35	37	24	7
Don't know	21	9	15	36	88

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

****There is a debate around limiting AI models we don't understand. Some policymakers say that we don't understand how AI operates and how it will respond to different situations. They claim this is dangerous as the unknown capabilities of models grow, and that we should restrict models we don't understand. Other policymakers say that we understand broadly how AI models operate and that they're just statistical models. They say that limiting models until we have a full understanding is unrealistic and will put us behind competitors.****

What do you think? Should we place limits on AI models we don't fully understand?

Yes, we should limit these models	69	74	66	69	68	75	68	70	64	65	72	74	69	69	68	64	75	68	67	70	66	69
No, we should not limit these models	11	8	13	12	14	8	15	6	11	15	8	6	12	9	11	11	8	16	11	10	14	9
Don't know	21	18	21	19	19	16	17	24	25	20	20	20	19	22	21	25	17	16	22	19	19	21

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Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
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****There is a debate around limiting AI models we don't understand. Some policymakers say that we don't understand how AI operates and how it will respond to different situations. They claim this is dangerous as the unknown capabilities of models grow, and that we should restrict models we don't understand. Other policymakers say that we understand broadly how AI models operate and that they're just statistical models. They say that limiting models until we have a full understanding is unrealistic and will put us behind competitors.****

What do you think? Should we place limits on AI models we don't fully understand?

Yes, we should limit these models	69	65	72	66	18
No, we should not limit these models	11	25	12	3	2
Don't know	21	11	16	31	80

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There is a debate around regulating AI model creation. Proponents of regulating model creation say that models can be dangerous when they are trained, even before they are released to the public. They point out that bad actors could steal the technology and that dangerous accidents could occur when testing out a powerful model. Opponents of regulating model creation say that the real danger occurs when the models are released to the public and used. They say that bad actors stealing models before they're released is rare, that AI causing accidents in a lab setting is unrealistic and regulating creation is impractical.

What do you think? Should we regulate model creation?

Yes, we should regulate model creation	71	73	71	72	71	75	69	73	66	68	73	74	71	70	70	69	78	76	68	71	65	72
No, we should not regulate model creation	9	9	10	9	11	8	15	4	11	13	7	5	11	8	10	8	9	10	10	10	15	7
Don't know	20	18	19	18	18	17	17	23	23	19	20	20	18	22	21	22	13	14	22	19	20	21

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What do you think? Should we regulate model creation?

Yes, we should regulate model creation	71	64	74	68	16
No, we should not regulate model creation	9	27	10	3	2
Don't know	20	9	16	29	82

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There is a debate around the scope of AI policies and whether they should prepare for more powerful AI models in the future. Supporters of preparing for powerful models say that because models are advancing rapidly we should take a proactive approach, developing regulation that will limit models further as they become more powerful. They claim that if we don't limit how powerful models can get now, we'll move too slow to stop dangers. Opponents of preparing for powerful models say that we can't prepare for models that don't exist. They say that all we can do is regulate the dangers of the models that exist today and regulation for the future is doomed to fail. They say that powerful models could be decades away, and it's unreasonable to regulate that far in advance.

What do you think? Should regulation proactively prepare for more powerful models?

Yes, regulations should prepare for more powerful models	70	72	73	73	74	73	72	68	66	69	74	68	72	66	70	60	77	69	66	68	68	73
No, regulations should only focus on models that exist today	11	10	11	11	10	12	13	9	12	13	8	12	11	11	11	19	8	16	13	11	14	9
Don't know	19	18	16	16	16	15	15	23	22	18	18	20	17	22	19	21	15	15	21	21	18	18

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What do you think? Should regulation proactively prepare for more powerful models?

Yes, regulations should prepare for more powerful models	70	72	75	60	11
No, regulations should only focus on models that exist today	11	20	12	8	2
Don't know	19	8	13	32	87

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**There is a debate on whether regulations should explicitly restrict how much more powerful AI models are allowed to become. Supporters of restricting the power of AI models say that the burden of proof for safety should fall on the AI tech companies. They say that the models being created by AI companies might be excessively risky and dangerous, and simply waiting for dangerous models to be released could be courting disaster. Opponents of restricting the power of AI models say that we can decide on proper regulation when/if models become dangerous. They say that limiting model power is incredibly difficult to do with regulation and doing so risks making Western companies fall behind competitors. What do you think? Should regulation restrict how powerful models can become until safety can be assessed?

Yes, we should restrict how powerful models can become	71	74	70	73	72	78	69	73	59	68	74	78	70	73	70	70	78	82	68	73	68	71
No, we should not restrict how powerful models can become	11	10	12	10	11	9	16	6	16	15	8	5	13	9	12	6	9	11	13	9	16	10
Don't know	18	16	18	16	16	13	15	21	25	17	17	17	17	19	18	24	14	8	19	18	16	19

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Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
Unweighted Sample 2086	152	1422	478	34
	%	%	%	%

****There is a debate on whether regulations should explicitly restrict how much more powerful AI models are allowed to become. Supporters of restricting the power of AI models say that the burden of proof for safety should fall on the AI tech companies. They say that the models being created by AI companies might be excessively risky and dangerous, and simply waiting for dangerous models to be released could be courting disaster. Opponents of restricting the power of AI models say that we can decide on proper regulation when/if models become dangerous. They say that limiting model power is incredibly difficult to do with regulation and doing so risks making Western companies fall behind competitors. What do you think? Should regulation restrict how powerful models can become until safety can be assessed?**

Yes, we should restrict how powerful models can become	71	62	74	69	21
No, we should not restrict how powerful models can become	11	30	12	4	2
Don't know	18	8	14	27	77

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

****There is a debate on whether regulations should be made with the goal of making it more difficult to release powerful AI. Supporters of such regulations say that more powerful models are currently very risky. They claim that their potential for accidents and misuse range from spreading propaganda to even creating powerful biological weapons. They say stringent restrictions are necessary. Opponents of such regulation say that onerous regulations will only hamper innovation and put the Western companies behind competitors. If it's made more difficult to release models, consumers won't benefit from the technology. They also claim that the potential for misuse is overblown.****

What do you think? Should there be regulations to make it more difficult to release powerful AI?

Yes, regulations should have the goal of making it more difficult to release powerful AI	68	73	68	63	67	75	66	70	67	64	71	73	68	68	67	70	74	73	64	69	61	71
No, regulations should not have the goal of making it more difficult to release powerful AI	11	10	14	15	13	10	18	6	9	16	10	6	13	9	12	7	9	14	13	11	17	10
Don't know	20	18	19	22	19	15	16	25	24	20	19	22	19	22	21	23	17	13	23	20	22	20

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
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	%	%	%	%

****There is a debate on whether regulations should be made with the goal of making it more difficult to release powerful AI. Supporters of such regulations say that more powerful models are currently very risky. They claim that their potential for accidents and misuse range from spreading propaganda to even creating powerful biological weapons. They say stringent restrictions are necessary. Opponents of such regulation say that onerous regulations will only hamper innovation and put the Western companies behind competitors. If it's made more difficult to release models, consumers won't benefit from the technology. They also claim that the potential for misuse is overblown.****

What do you think? Should there be regulations to make it more difficult to release powerful AI?

Yes, regulations should have the goal of making it more difficult to release powerful AI	68	66	71	66	8
No, regulations should not have the goal of making it more difficult to release powerful AI	11	27	13	4	3
Don't know	20	8	16	30	89

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample 2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample 2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**There is a debate over whether regulation of AI should restrict current state of the art models. Supporters of regulating current models say that they are already risky. They claim that even current models can be used to spread propaganda, be used to learn how to make bombs, and more. They say that dealing with current harm effectively will also prevent worse harm with more powerful models. Opponents of regulating current models say that the models bring far greater benefits than their minimal risks. They claim that the models already have extensive safety protocols and further regulation would stifle innovation for little concrete benefit. They say these models are too weak to be restricted. What do you think? Should we regulate current state of the art AI models?

Yes, we should regulate current state of the art AI models	69	73	71	74	69	76	69	70	62	67	74	73	70	69	69	63	75	68	68	68	70	71
No, we should not regulate current state of the art AI models	11	10	10	8	11	9	16	5	14	13	8	8	11	9	10	13	10	16	11	10	12	9
Don't know	20	16	19	18	20	15	15	25	24	20	19	19	19	22	20	24	15	16	21	22	18	20

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
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	%	%	%	%

****There is a debate over whether regulation of AI should restrict current state of the art models. Supporters of regulating current models say that they are already risky. They claim that even current models can be used to spread propaganda, be used to learn how to make bombs, and more. They say that dealing with current harm effectively will also prevent worse harm with more powerful models. Opponents of regulating current models say that the models bring far greater benefits than their minimal risks. They claim that the models already have extensive safety protocols and further regulation would stifle innovation for little concrete benefit. They say these models are too weak to be restricted. What do you think? Should we regulate current state of the art AI models?**

Yes, we should regulate current state of the art AI models	69	68	73	64	16
No, we should not regulate current state of the art AI models	11	26	12	3	2
Don't know	20	6	15	33	82

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**There is currently a debate about how regulations around AI should be structured, whether it should treat AI as a dangerous powerful technology with growing capabilities or as a piece of consumer technology with real but limited impact. Supporters of regulating AI as a dangerous powerful technology claim that the power of AI is growing rapidly. AI can already write at a University level, and soon it could develop dangerous technology, automate massive amounts of human work, and transform society. They say we need to treat it as the powerful technology it is. Opponents of regulating AI as a dangerous powerful technology claim that the threat of AI is overblown. They say it is merely a piece of consumer technology. It will impact society, but similar to how smartphones impact society. They claim that treating it as dangerous is fear mongering and will lead to excessive counterproductive regulation.

What do you think? Should AI be regulated like a dangerous powerful technology?

Yes, AI should be regulated like a dangerous powerful technology	72	75	72	72	72	78	70	73	64	69	76	76	72	71	71	68	77	79	70	72	66	74
No, AI should not be regulated like a dangerous powerful technology	10	10	12	11	12	9	16	5	13	13	9	6	11	9	11	13	6	9	11	11	16	8
Don't know	18	15	16	17	16	13	14	21	23	18	16	18	16	20	18	19	17	12	18	17	19	18

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
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	%	%	%	%

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What do you think? Should AI be regulated like a dangerous powerful technology?

Yes, AI should be regulated like a dangerous powerful technology	72	70	76	68	9
No, AI should not be regulated like a dangerous powerful technology	10	23	11	4	15
Don't know	18	7	14	28	77

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**There is currently a debate about whether regulation should have the goal of delaying super intelligence. Super intelligent AI is AI that vastly exceeds the capabilities of humans. Supporters of regulation to delay super intelligence say that the AI labs are actively pursuing superhuman AI that is more powerful than humans. They claim that such AI is very dangerous with unknown consequences. It could lead to catastrophic risks to humanity. They say super intelligence hasn't been proven safe and we aren't ready. Opponents of regulation to delay super intelligence say that super intelligence is a long time away, if it will ever arrive. They claim it's fearmongering to worry about this. Additionally, they claim that when superintelligence does arrive, it will be beneficial for humanity, for example being able to advance research to cure diseases.

What do you think? Should regulation take the active goal of preventing AI superintelligence?

Yes, regulation should aim to actively prevent AI superintelligence	60	65	53	53	55	68	60	59	52	56	63	65	57	63	59	55	65	61	60	60	60	58
No, regulation shouldn't aim to actively prevent AI superintelligence	18	17	24	23	23	15	24	13	20	22	17	13	21	15	18	20	17	22	18	16	18	20
Don't know	22	18	23	24	22	17	15	28	29	21	20	22	22	22	22	26	18	18	22	24	22	22

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
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Unweighted Sample 2086	152	1422	478	34
	%	%	%	%

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What do you think? Should regulation take the active goal of preventing AI superintelligence?

Yes, regulation should aim to actively prevent AI superintelligence	60	53	62	58	20
No, regulation shouldn't aim to actively prevent AI superintelligence	18	38	20	8	3
Don't know	22	9	17	35	77

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample 2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Lately, there has been debate around the timing of AI regulation.** Some policymakers want to move quickly and restrict dangerous models now while other policymakers want to wait and take our time regulating. Supporters of regulating quickly say that AI models are already getting powerful and are about to become much more powerful. AI companies are moving full speed ahead to develop models which could cause unknown and potentially catastrophic risks to humanity while upending our economy. They say we can't afford to wait. Opponents of regulating quickly say that careful regulation takes time. They say that to rush into regulating AI would be misguided. By regulating too fast, we could have the effect of stifling innovation and could allow adversaries to get the edge on us. We need to take our time and respond to models as they develop.

What do you think? Should we regulate dangerous models quickly or wait and take our time to regulate?

We should regulate potentially dangerous models quickly	68	72	65	69	66	76	67	68	59	65	71	72	68	68	68	56	73	64	67	69	63	70
We should wait and take our time to regulate	15	14	19	17	17	13	20	11	17	19	12	13	17	13	15	18	12	26	15	16	20	14
Don't know	17	13	16	14	17	12	13	21	24	16	17	15	15	19	17	26	15	11	19	15	17	16

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
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What do you think? Should we regulate dangerous models quickly or wait and take our time to regulate?

We should regulate potentially dangerous models quickly	68	65	71	63	15
We should wait and take our time to regulate	15	31	16	9	3
Don't know	17	4	12	28	82

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

****Some policymakers have suggested that the government should monitor the usage of what are known as "large computer clusters," which are data centres filled with computer chips used to train AI models like ChatGPT. Supporters of this policy say that large compute clusters can be used to create powerful and dangerous AI models, for example to automate hacking or to design new bioweapons. They say that monitoring usage is a key first step to appropriate oversight of the industry and that early monitoring reduces the risk of over-regulation. Opponents of this policy say that monitoring compute clusters would put an excessive burden on companies and that it could harm the competitiveness of companies. Further, they say monitoring of compute is just the first step to more onerous regulations. What do you think? Should we monitor the usage of large compute clusters?**

Yes, the government should monitor the usage of large compute clusters	70	75	67	74	70	76	70	69	59	65	74	78	69	71	69	72	73	76	65	68	66	73
No, the government should let companies do what they want with computer clusters	9	7	11	5	9	7	14	4	15	11	5	4	10	7	9	5	7	5	11	8	14	6
Don't know	22	17	22	21	22	17	16	27	26	24	21	18	21	23	22	24	20	19	23	24	20	21

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say				
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it	
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Unweighted Sample 2086	152	1422	478	34	
	%	%	%	%	

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Yes, the government should monitor the usage of large compute clusters	70	73	72	66	25
No, the government should let companies do what they want with computer clusters	9	20	9	2	14
Don't know	22	8	19	32	61

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

****Some policymakers have suggested that the creators of AI models should be liable for harms caused by the models they release. Supporters of this policy say tech companies will take too many risks and release unsafe technologies unless they are held responsible for the damages from the technologies they create. They say companies have a strong financial incentive to downplay and conceal the risks. Opponents say that the user causing the harm should be liable, not the creator of the technology. For example, Dell isn't liable for a hacker using their laptop for illegal hacking. Holding the creators of technology liable would slow down innovation and investment and seriously harm the competitiveness of the AI industry.**

What do you think? Should AI companies be held liable for the harms from the technologies they create?

Yes, AI companies should be liable for harms from technologies they create	79	83	78	81	79	86	82	76	72	78	81	82	79	79	78	79	83	80	78	80	73	80
No, AI companies should not be liable for harms from technologies they create	5	5	6	5	5	4	6	3	4	6	4	3	6	3	5	4	4	5	5	5	6	4
Don't know	16	12	17	14	16	10	12	21	25	16	15	15	15	18	17	17	13	15	17	15	20	16

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What do you think? Should AI companies be held liable for the harms from the technologies they create?

Yes, AI companies should be liable for harms from technologies they create	79	85	83	72	20
No, AI companies should not be liable for harms from technologies they create	5	9	5	2	0
Don't know	16	6	12	25	80

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

****When AI companies create new AI models, they create the models through a process known as a “training run”. Some policy makers are proposing that AI companies be required to register large training runs with the government in advance of conducting them. They say that it’s essential the public knows when large, potentially dangerous, models are created. Other policy makers disagree. They say that such registration would hamper research, making it difficult for smaller AI companies to innovate. They also claim that such a regulatory regime would be expensive and wasteful. What do you think? Should companies be required to register large training runs?**

Yes, AI companies should be required to register large training runs	74	80	73	74	74	82	75	74	66	70	78	81	73	76	73	72	86	71	73	73	68	76
No, AI companies should not be required to register large training runs	8	6	9	10	8	5	12	5	14	10	6	4	10	5	8	8	4	15	8	8	15	7
Don't know	18	14	18	16	18	13	13	22	20	19	16	15	16	19	18	21	10	14	19	20	17	17

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say				
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Yes, AI companies should be required to register large training runs	74	77	77	71	12
No, AI companies should not be required to register large training runs	8	14	10	2	12
Don't know	18	9	13	27	76

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
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Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

****Some policy makers proposed requiring AI companies to undergo testing and certification for powerful AI models, with more stringent testing requirements for more powerful models. They say that allowing AI companies to release powerful models without stringent testing is dangerous. The more powerful the model, the more important stringent testing is. Other policy makers disagree. They say that the proposed system would add bureaucratic overhead, making it harder for small companies to compete. They say that the government doesn't understand what testing is needed, and this policy will just make testing less effective.**

What do you think? Should AI companies be required to test and certify powerful AI models?

Yes, AI companies should be required to test and certify powerful AI models	81	86	83	82	82	88	81	80	73	79	84	84	82	79	80	80	86	85	80	81	77	81
No, AI companies should not be required to test and certify powerful AI models	4	3	3	4	4	2	7	1	7	6	3	2	5	3	4	5	4	3	5	2	9	4
Don't know	15	11	14	14	14	10	11	19	20	15	13	15	13	17	16	16	10	12	16	17	15	15

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample 2086	167	1380	494	46
Unweighted Sample 2086	152	1422	478	34
	%	%	%	%

****Some policy makers proposed requiring AI companies to undergo testing and certification for powerful AI models, with more stringent testing requirements for more powerful models. They say that allowing AI companies to release powerful models without stringent testing is dangerous. The more powerful the model, the more important stringent testing is. Other policy makers disagree. They say that the proposed system would add bureaucratic overhead, making it harder for small companies to compete. They say that the government doesn't understand what testing is needed, and this policy will just make testing less effective.**

What do you think? Should AI companies be required to test and certify powerful AI models?

Yes, AI companies should be required to test and certify powerful AI models	81	85	84	75	17
No, AI companies should not be required to test and certify powerful AI models	4	10	5	1	10
Don't know	15	4	11	24	73

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you trust the following groups to act in the public interest when discussing regulation for artificial intelligence (AI)?

Academics

Trust a lot	14	9	24	18	21	9	17	12	18	20	11	5	18	9	15	11	13	14	16	14	17	13
Trust a fair amount	45	40	53	56	55	38	46	44	47	49	44	39	49	40	44	53	51	50	42	40	49	46
TOTAL TRUST A LOT / FAIR AMOUNT	59	49	77	74	76	47	63	56	65	69	55	44	67	49	59	64	64	64	58	54	66	59
Don't trust very much	19	27	11	14	11	28	19	19	16	12	20	31	16	23	19	17	22	19	18	17	19	20
Do not trust at all	8	11	4	3	3	12	8	7	4	4	9	13	6	10	8	6	2	5	8	11	5	9
TOTAL DO NOT TRUST VERY MUCH / AT ALL	27	38	15	17	14	40	27	26	20	16	29	44	22	33	27	23	24	24	26	28	24	29
Don't know	14	13	9	9	10	13	10	17	15	14	15	12	10	18	14	12	12	13	15	17	11	13

CEO's of technology companies

Trust a lot	1	1	1	0	1	1	1	1	1	2	1	0	1	1	1	3	1	0	1	0	3	0
Trust a fair amount	11	11	11	9	12	8	10	11	17	11	9	8	10	11	11	8	12	6	10	9	17	10
TOTAL TRUST A LOT / FAIR AMOUNT	12	12	12	9	13	9	11	12	18	13	10	8	11	12	12	11	13	6	11	9	20	10
Don't trust very much	41	42	42	52	48	39	43	40	35	45	38	41	46	35	41	46	38	46	39	43	42	41
Do not trust at all	37	36	39	31	30	43	38	35	34	32	41	41	35	39	36	36	41	40	39	33	30	39
TOTAL DO NOT TRUST VERY MUCH / AT ALL	78	78	81	83	78	82	81	75	69	77	79	82	81	74	77	82	79	86	78	76	72	80
Don't know	10	10	6	7	8	9	7	14	14	10	11	10	7	14	11	6	9	8	11	14	9	10

Government leaders

Trust a lot	1	1	1	1	0	1	1	1	1	1	1	0	1	0	1	0	0	0	1	1	2	0
Trust a fair amount	16	22	12	16	19	14	17	15	18	14	17	18	17	16	16	12	16	26	15	13	15	18
TOTAL TRUST A LOT / FAIR AMOUNT	17	23	13	17	19	15	18	16	19	15	18	18	18	16	17	12	16	26	16	14	17	18
Don't trust very much	41	42	45	51	45	41	41	41	45	44	38	38	44	37	41	42	45	38	38	42	47	39
Do not trust at all	33	27	37	25	29	35	35	31	26	34	34	34	32	34	33	39	30	29	36	31	27	34
TOTAL DO NOT TRUST VERY MUCH / AT ALL	74	69	82	76	74	76	76	72	71	78	72	72	76	71	74	81	75	67	74	73	74	73
Don't know	9	8	6	7	6	9	6	12	10	8	10	10	7	13	10	6	9	7	9	13	10	8

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample	2086	167	1380	494
Unweighted Sample	2086	152	1422	478
	%	%	%	%

How much, if at all, do you trust the following groups to act in the public interest when discussing regulation for artificial intelligence (AI)?

Academics

Trust a lot	14	26	16	6	0
Trust a fair amount	45	50	49	37	10
TOTAL TRUST A LOT / FAIR AMOUNT	59	76	65	43	10
Don't trust very much	19	13	19	22	7
Do not trust at all	8	7	7	10	3
TOTAL DO NOT TRUST VERY MUCH / AT ALL	27	20	26	32	10
Don't know	14	4	9	25	79

CEO's of technology companies

Trust a lot	1	2	1	1	2
Trust a fair amount	11	10	11	10	9
TOTAL TRUST A LOT / FAIR AMOUNT	12	12	12	11	11
Don't trust very much	41	45	43	39	3
Do not trust at all	37	42	39	32	7
TOTAL DO NOT TRUST VERY MUCH / AT ALL	78	87	82	71	10
Don't know	10	1	6	19	79

Government leaders

Trust a lot	1	3	1	1	0
Trust a fair amount	16	20	17	15	4
TOTAL TRUST A LOT / FAIR AMOUNT	17	23	18	16	4
Don't trust very much	41	38	44	34	21
Do not trust at all	33	39	32	35	19
TOTAL DO NOT TRUST VERY MUCH / AT ALL	74	77	76	69	40
Don't know	9	1	7	15	56

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From the following two options, who do you think should have the most responsibility when it comes to regulating the use of artificial intelligence (AI)?

The UK Government	61	69	61	66	62	68	65	57	49	53	69	70	63	58	60	59	63	73	60	58	56	63
Artificial intelligence (AI) companies	21	16	22	17	21	18	22	20	37	26	13	14	22	21	21	22	23	21	20	22	23	20
Don't know	18	14	17	17	17	15	13	23	14	21	17	16	16	21	19	19	14	6	20	20	21	17

Do you think the UK Government should or should not have the power to remove artificial intelligence (AI) systems from public release?

The UK Government should have this power	70	79	67	71	68	79	72	69	59	64	79	77	72	68	70	64	76	75	68	67	70	74
The UK Government should not have this power	9	7	10	10	10	7	12	6	13	12	5	6	9	9	9	11	6	7	10	12	8	8
Don't know	20	13	23	19	22	14	15	25	28	23	16	17	19	23	21	25	18	18	22	21	22	19

To what extent would you support or oppose a ban on artificial intelligence (AI) that uses the likeness or voice of people in a video, image, or sound, without that persons consent?

Strongly support	55	59	60	66	58	60	52	57	43	52	57	64	58	51	55	53	59	55	52	54	51	58
Somewhat support	19	17	20	13	18	17	23	15	27	21	18	12	19	18	18	22	19	25	19	19	22	16
TOTAL SUPPORT	74	76	80	79	76	77	75	72	70	73	75	76	77	69	73	75	78	80	71	73	73	74
Somewhat oppose	7	6	6	6	7	6	8	6	9	7	6	7	7	7	7	11	4	5	9	6	8	6
Strongly oppose	9	9	7	7	8	10	9	10	10	9	9	10	9	10	9	9	13	7	8	9	9	10
TOTAL OPPOSE	16	15	13	13	15	16	17	16	19	16	15	17	16	17	16	20	17	12	17	15	17	16
Don't know	10	8	7	8	9	7	7	12	11	11	10	7	7	14	11	6	5	9	11	12	10	10

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say			
	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample	2086	167	1380	494
Unweighted Sample	2086	152	1422	478
	%	%	%	%

From the following two options, who do you think should have the most responsibility when it comes to regulating the use of artificial intelligence (AI)?

The UK Government	61	58	64	56	12
Artificial intelligence (AI) companies	21	31	21	20	11
Don't know	18	11	15	23	77

Do you think the UK Government should or should not have the power to remove artificial intelligence (AI) systems from public release?

The UK Government should have this power	70	68	72	73	13
The UK Government should not have this power	9	20	10	4	6
Don't know	20	13	18	24	81

To what extent would you support or oppose a ban on artificial intelligence (AI) that uses the likeness or voice of people in a video, image, or sound, without that persons consent?

Strongly support	55	50	59	50	5
Somewhat support	19	27	19	15	6
TOTAL SUPPORT	74	77	78	65	11
Somewhat oppose	7	6	6	9	11
Strongly oppose	9	12	9	10	3
TOTAL OPPOSE	16	18	15	19	14
Don't know	10	5	6	17	74

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2086	665	488	175	732	774	1012	1074	219	861	517	488	1189	897	1752	102	177	54	490	336	246	680
Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the ban of all political advertisement using AI-generated images or voices of real people?

Strongly support	50	50	56	60	54	53	51	49	41	48	53	56	52	48	49	49	56	53	48	46	45	53
Somewhat support	17	17	16	16	18	16	19	16	21	20	15	14	18	16	17	19	18	24	15	19	21	15
TOTAL SUPPORT	67	67	72	76	72	69	70	65	62	68	68	70	70	64	66	68	74	77	63	65	66	68
Somewhat oppose	8	8	8	5	8	7	9	7	10	9	6	6	9	7	8	9	7	2	9	6	9	8
Strongly oppose	10	11	8	7	7	12	10	10	8	8	11	11	9	10	10	10	9	9	11	10	9	8
TOTAL OPPOSE	18	19	16	12	15	19	19	17	18	17	17	17	18	17	18	19	16	11	20	16	18	16
Don't know	15	14	13	12	13	12	12	18	19	15	16	12	12	19	16	12	10	11	16	19	16	15

Thinking about the continued development of artificial intelligence (AI), which of these statements comes closest to your view?

We should continue to develop artificial intelligence (AI) if it can improve human welfare, even if there is a small chance of catastrophic risk to human civilization	37	34	43	44	46	33	47	28	40	42	34	31	42	31	37	34	39	54	37	35	40	36
We should NOT continue to develop artificial intelligence (AI) if there is a small chance of catastrophic risk to human civilization, even if that means we miss out on the chance to improve human welfare	40	46	33	31	33	48	38	41	33	34	46	46	37	43	40	42	44	24	40	42	35	40
Don't know	23	20	23	25	20	19	15	31	28	24	20	23	21	26	24	24	17	22	23	23	25	24

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say				
	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it	
Weighted Sample	2086	167	1380	494	46
Unweighted Sample	2086	152	1422	478	34
	%	%	%	%	%

To what extent would you support or oppose the ban of all political advertisement using AI-generated images or voices of real people?

Strongly support	50	50	54	45	3
Somewhat support	17	17	18	16	9
TOTAL SUPPORT	67	67	72	61	12
Somewhat oppose	8	13	7	8	8
Strongly oppose	10	11	9	10	0
TOTAL OPPOSE	18	24	16	18	8
Don't know	15	9	11	22	81

Thinking about the continued development of artificial intelligence (AI), which of these statements comes closest to your view?

We should continue to develop artificial intelligence (AI) if it can improve human welfare, even if there is a small chance of catastrophic risk to human civilization	37	58	43	19	4
We should NOT continue to develop artificial intelligence (AI) if there is a small chance of catastrophic risk to human civilization, even if that means we miss out on the chance to improve human welfare	40	28	39	49	9
Don't know	23	14	19	33	87

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
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Unweighted Sample	2086	688	492	175	845	811	936	1150	136	888	554	508	1284	802	1751	108	176	51	508	319	215	709
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the introduction of a global watchdog to regulate the use of artificial intelligence (AI)?

Strongly support	50	55	53	59	54	55	48	51	33	44	59	57	52	47	49	51	59	55	48	44	44	53
Somewhat support	28	26	29	31	31	26	31	26	29	32	25	25	28	29	28	27	30	26	29	27	31	27
TOTAL SUPPORT	78	81	82	90	85	81	79	77	62	76	84	82	80	76	77	78	89	81	77	71	75	80
Somewhat oppose	5	5	3	3	3	5	7	3	9	6	2	4	5	5	5	3	3	4	6	6	6	4
Strongly oppose	3	4	3	1	2	4	5	2	2	3	3	3	3	3	3	3	2	9	3	6	1	3
TOTAL OPPOSE	8	9	6	4	5	9	12	5	11	9	5	7	8	8	8	6	5	13	9	12	7	7
Don't know	14	10	11	7	9	10	10	17	27	14	11	11	11	17	14	15	7	6	14	17	17	12

To what extent would you support or oppose the introduction of an international treaty to ban any 'smarter-than-human' artificial intelligence (AI)?

Strongly support	35	44	31	37	34	43	34	37	20	27	44	48	34	37	35	37	41	44	35	30	31	37
Somewhat support	25	24	25	27	26	26	26	24	22	27	24	24	25	24	24	25	31	27	23	29	21	24
TOTAL SUPPORT	60	68	56	64	60	69	60	61	42	54	68	72	59	61	59	62	72	71	58	59	52	61
Somewhat oppose	11	9	13	11	11	8	14	8	18	13	7	8	12	9	12	5	7	8	11	11	16	11
Strongly oppose	5	5	4	3	6	4	7	2	3	7	4	2	5	5	5	5	4	7	5	6	2	5
TOTAL OPPOSE	16	14	17	14	17	12	21	10	21	20	11	10	17	14	17	10	11	15	16	17	18	16
Don't know	24	18	27	21	23	18	19	29	37	26	21	18	24	25	25	28	18	14	25	24	30	23

*Any percentages calculated on bases fewer than 100
respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2086 adults in UK
Fieldwork: 18th - 19th October 2023

	Before taking this survey, how much, if anything, would you say				
	Total	I know what it is, and a lot about it	I know what it is, and a little bit about it	I have heard of it, but I don't know anything about it	I have never heard of it
Weighted Sample	2086	167	1380	494	46
Unweighted Sample	2086	152	1422	478	34
	%	%	%	%	%

To what extent would you support or oppose the introduction of a global watchdog to regulate the use of artificial intelligence (AI)?

Strongly support	50	54	52	46	7
Somewhat support	28	24	30	27	5
TOTAL SUPPORT	78	78	82	73	12
Somewhat oppose	5	10	5	3	5
Strongly oppose	3	5	3	2	1
TOTAL OPPOSE	8	15	8	5	6
Don't know	14	7	9	22	81

To what extent would you support or oppose the introduction of an international treaty to ban any 'smarter-than-human' artificial intelligence (AI)?

Strongly support	35	29	36	37	12
Somewhat support	25	25	27	22	1
TOTAL SUPPORT	60	54	63	59	13
Somewhat oppose	11	15	13	5	3
Strongly oppose	5	15	4	3	5
TOTAL OPPOSE	16	30	17	8	8
Don't know	24	17	20	33	79

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*