

## AI PR survey – Summary of findings

### Method

This research was carried out online from 9<sup>th</sup> – 15<sup>th</sup> April 2019 among 2467 people in Great Britain. The results have been weighted to be representative of the population as a whole.

### 1. AI Knowledge

**Whilst around two thirds of people stated they knew something about artificial intelligence, only one in ten (12%) say they know a lot about AI; differences exist across age, gender and social grade.**

- 63% of people reported they knew something about AI
  - 12% knew a lot
  - 7% had never heard of it
- Men significantly more likely to say they know something (73% vs 53% of women)
- Under 45's significantly more likely to say they know something than over 45's (73% vs 54%)
- ABC1 significantly more likely to know something than C2DE (68% vs 56%)

### 2. Areas AI could benefit people

**Although people accept that AI could benefit people in the UK in a range of ways – with home improvement efficiencies top, around a fifth of people do not know how AI could benefit people. Again, differences exist across age, gender and social grade.**

	<b>NET: Agree/agree strongly</b>	<b>NET: Disagree/disagree strongly</b>	<b>Don't know</b>
<b>Improvements in home energy efficiency</b>	74%	13%	13%
<b>Faster diagnosis of disease</b>	68%	14%	18%
<b>More accurate diagnosis of disease</b>	65%	16%	19%
<b>Enabling families to better care for elderly relatives</b>	59%	21%	19%
<b>Reduction in driving accidents</b>	57%	25%	18%

- Across the board women, older people and C2DE's were more likely than men, younger people and ABC1's to not know how AI could benefit people in the UK – significantly so in almost all cases.

### 3. Awareness of AI affecting lives

**Around half of people were aware to some extent of AI affecting their life presently, however a similar number were not aware; with differences across key subgroups observed.**

- 49% of people stated they were aware of AI affecting their life presently
  - 15% were aware and 34% a little aware
  - 45% were not aware at all
- In line with AI knowledge men, younger people, parents and higher social grade were more likely to be aware of AI affecting their lives:
  - Men 24% aware vs women 7%.
  - Under 45's 27% vs over 45's 5%.

- ABC1 (17%) vs C2DE (13%).

#### 4. Impact of AI on the economy and jobs

**A lack of knowledge about AI is preventing people from knowing the impact it could have on the economy and jobs, with half not knowing how many jobs would be created and a similar proportion unsure how much money would be added to the economy through AI.**

- People weren't clear how many jobs would be created worldwide through AI in the next 5 years
  - 9% thought 58 thousand jobs would be created
  - 10% thought 58 million jobs would be created
  - 21% thought 5 million jobs would be created
  - And 50% did not know how many jobs would be created.
- And there is also a lack of clarity as to how much AI would add to the economy by 2030
  - 11% thought £232 billion would be added to the UK economy
  - 14% thought £23 million would be added to the UK economy
  - 17% thought £232 million would be added to the UK economy
  - And 52% didn't know how much AI would be added to the economy

#### 5. AI in the future

**A greater proportion disagreed that they would be interested in a career using AI than agreed, while currently people weren't seeing AI benefits in their job.**

	<b>NET: Agree/agree strongly</b>	<b>NET: Disagree/disagree strongly</b>	<b>Don't know</b>
<b>I'd be interested in a career using AI</b>	<b>39%</b>	<b>44%</b>	<b>17%</b>
<b>My job currently benefits from AI</b>	<b>22%</b>	<b>59%</b>	<b>19%</b>

- Older people were less likely to be interested in a career using AI (22% of over 45's agree vs 59% under 45's), and less likely to be currently using AI in their jobs (8% over 45's vs 39% under 45's).
- Again, there are some key differences in gender and SEG, with women and C2DE's more likely to not know.

**People were excited to see what AI can do, but believe more research is needed into its use in everyday life.**

	<b>NET: Agree/agree strongly</b>	<b>NET: Disagree/disagree strongly</b>	<b>Don't know</b>
<b>More research is needed into the use of AI in everyday life</b>	<b>82%</b>	<b>8%</b>	<b>10%</b>
<b>I am excited to see what AI can do</b>	<b>64%</b>	<b>24%</b>	<b>11%</b>
<b>I'd like to see more investment in AI</b>	<b>53%</b>	<b>24%</b>	<b>23%</b>

- Men were more likely than women to agree with all three statements
- And whilst under 45's were more likely to be excited by AI and more likely to want to see more investment in it than over 45's, the need for research is shows less variation by age.