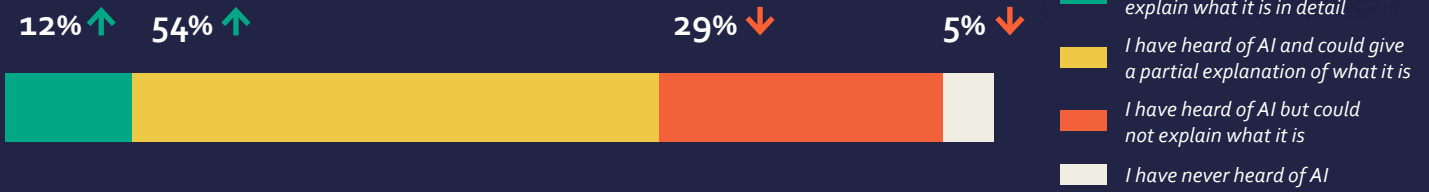Centre for
Data Ethics
and Innovation

Public Attitudes to Data and AI

The Centre for Data Ethics and Innovation (CDEI)'s Public Attitudes to Data and AI (PADAI) Tracker Survey monitors public attitudes towards data and AI over time. This report summarises the third wave (Wave 3) of the research and makes comparisons to the second wave (Wave 2).
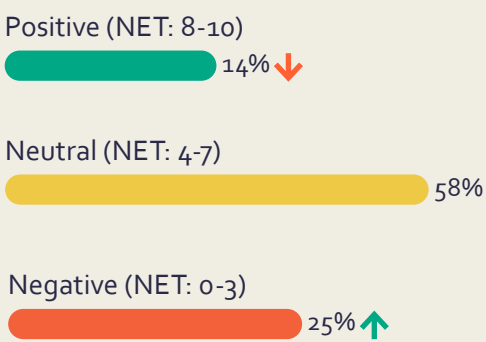
This research was conducted by Savanta on behalf of the CDEI.
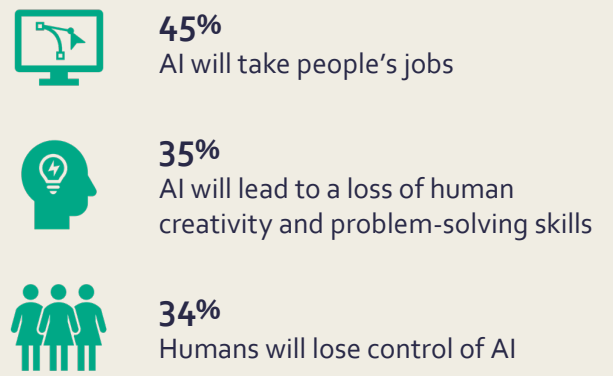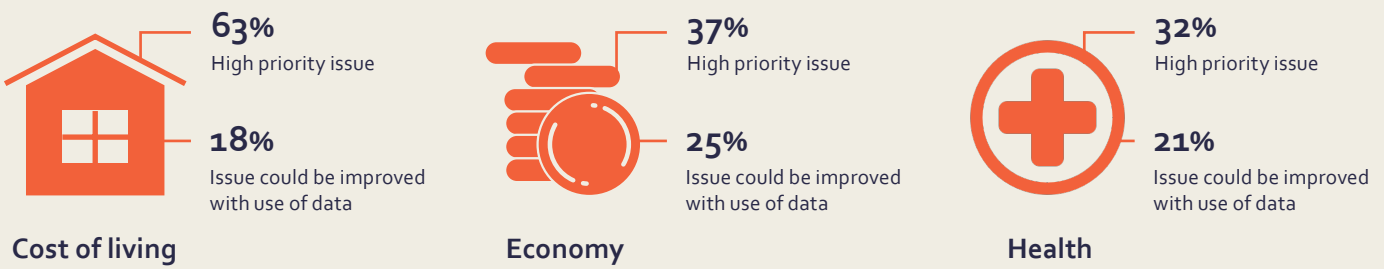
Public awareness and knowledge of AI has increased

12% ↑   54% ↑   29% ↓   5% ↓

■ I have heard of AI and could explain what it is in detail

■ I have heard of AI and could give a partial explanation of what it is

■ I have heard of AI but could not explain what it is

□ I have never heard of AI

The impact of AI on society overall will be…

Positive (NET: 8-10)
14% ↓

Neutral (NET: 4-7)
58%

Negative (NET: 0-3)
25% ↑

The top three risks AI poses to society are..

45%
AI will take people's jobs

35%
AI will lead to a loss of human creativity and problem-solving skills

34%
Humans will lose control of AI

The top three issues where data use presents great opportunities for improvement are…

63%
High priority issue

18%
Issue could be improved with use of data

Cost of living

37%
High priority issue

25%
Issue could be improved with use of data

Economy

32%
High priority issue

21%
Issue could be improved with use of data

Health

There has been an overall positive shift in the public's beliefs about data use

13% ↓   2%
Data is useful for creating products and services that benefit me
57% ↑
28%

35% ↓   3%
When organisations misuse data, they are held accountable
45% ↑
17%

20% ↓   3%
Collecting and analysing data is good for society
44% ↑
33%

40% ↓   2%
I have control over who uses my data and how
35% ↑
24%

32% ↓   4%
All groups in society benefit equally from data use
33% ↑
32%

■ Agree
■ Neither agree nor disagree
■ Disagree
■ Don't know

Savanta: