

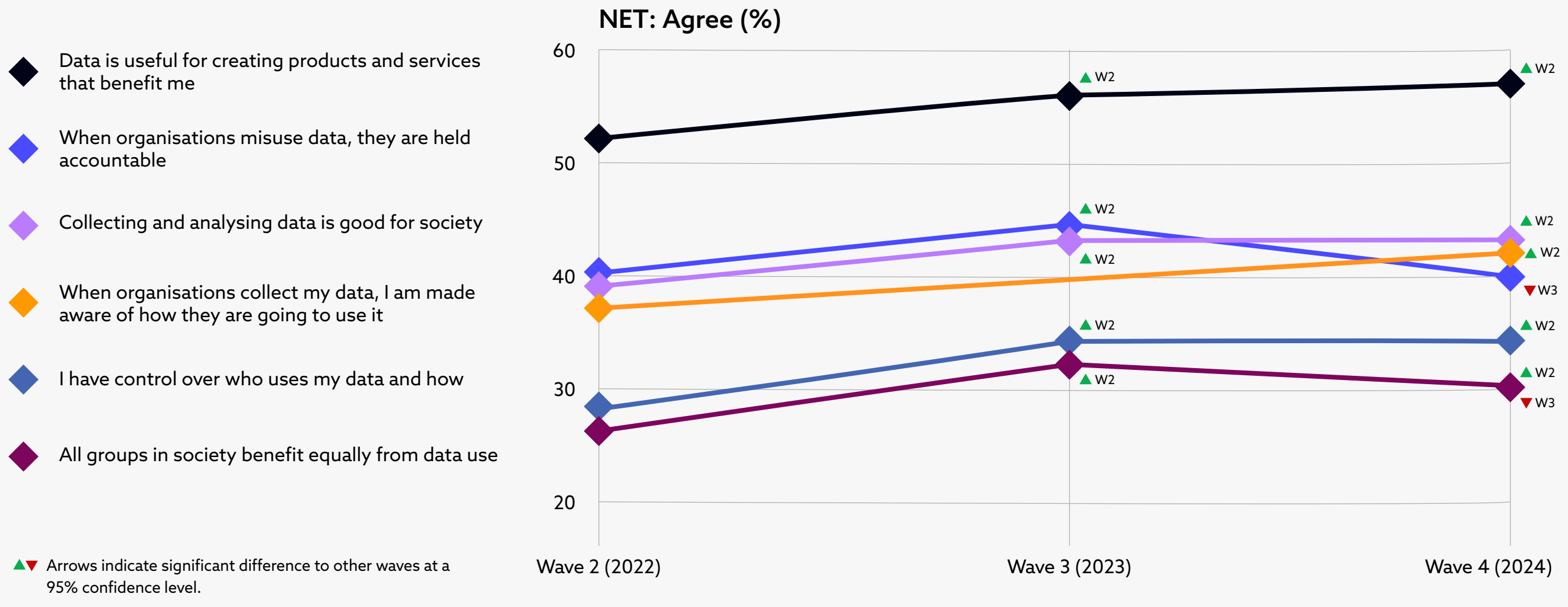


Public Attitudes to Data and AI, Wave 4

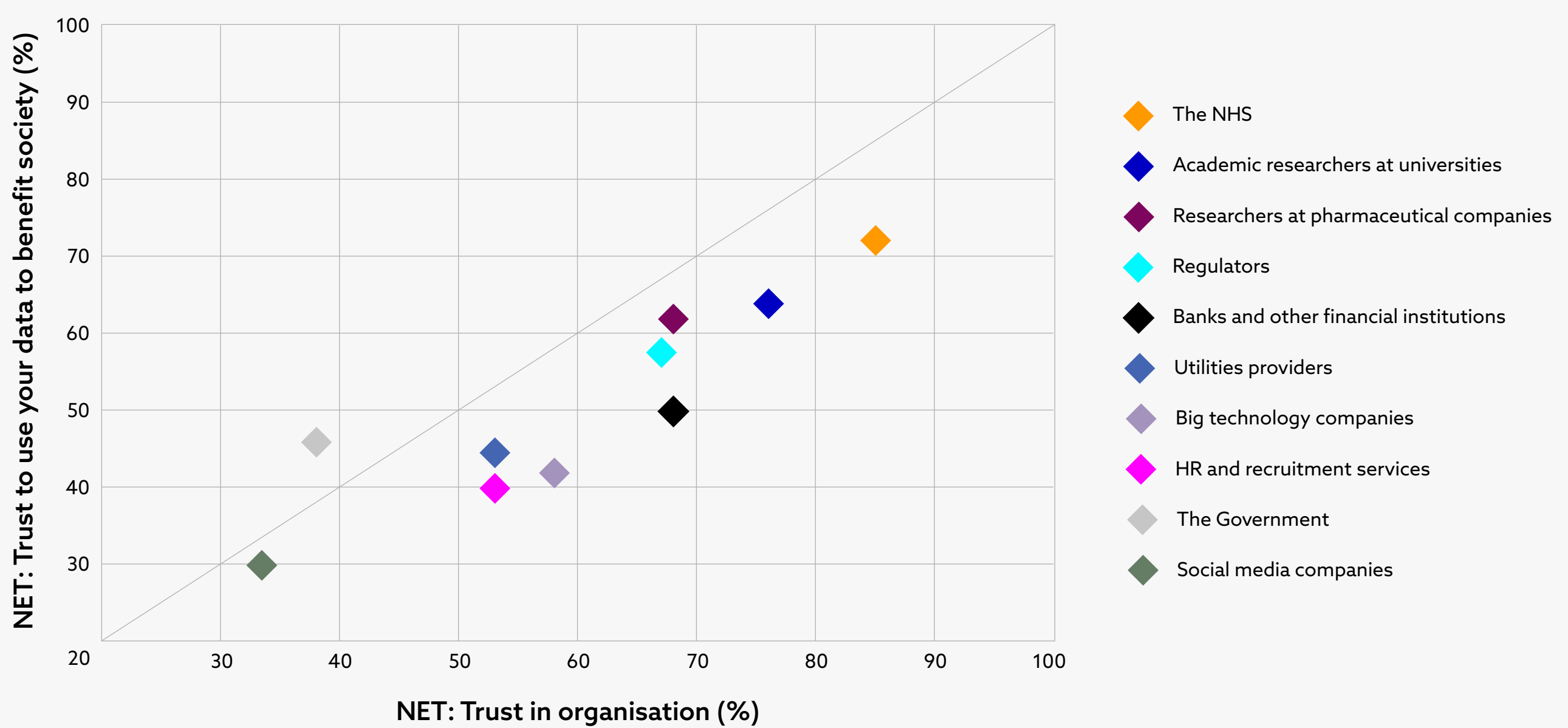
The Responsible Technology Adoption Unit's (RTA's) annual Public Attitudes to Data and AI (PADAI) Tracker Survey monitors public attitudes towards data and AI over time. This infographic summarises key findings from the fourth wave of the survey (conducted in 2024) and makes comparisons with the second and third waves (2022 and 2023 respectively) where relevant.

This research was conducted by Savanta on behalf of the RTA.

Despite growing public trust and improved optimism about data practices, concerns around equitable and responsible use of data persist.

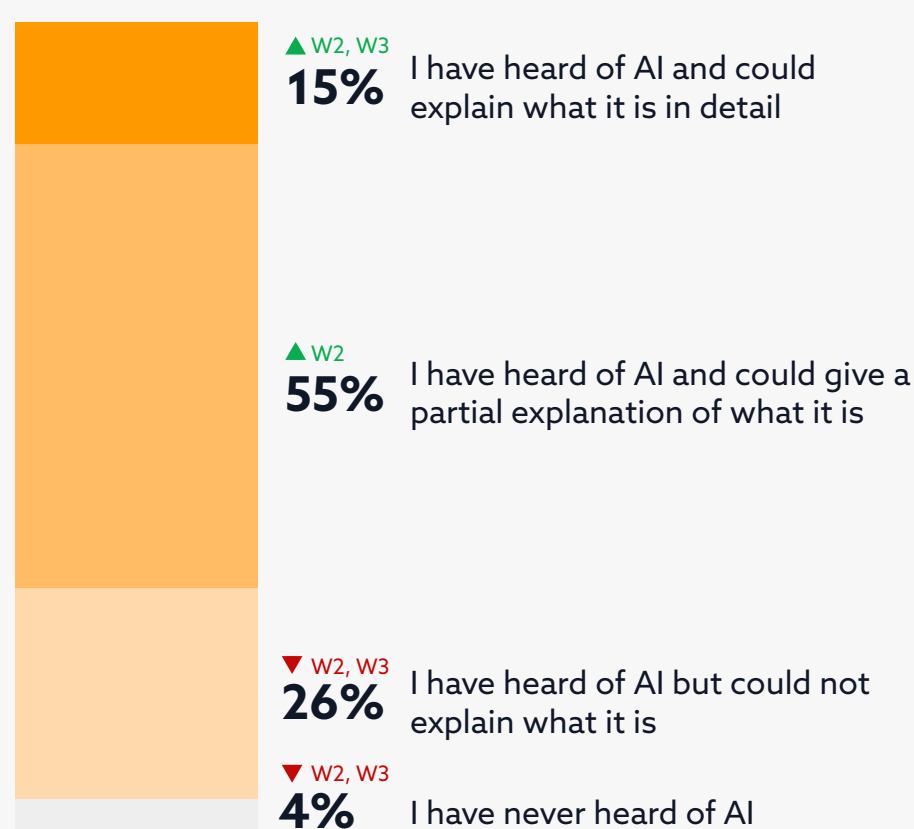


The public's trust in organisations to use data to benefit society is shaped by their overall trust in the organisation.

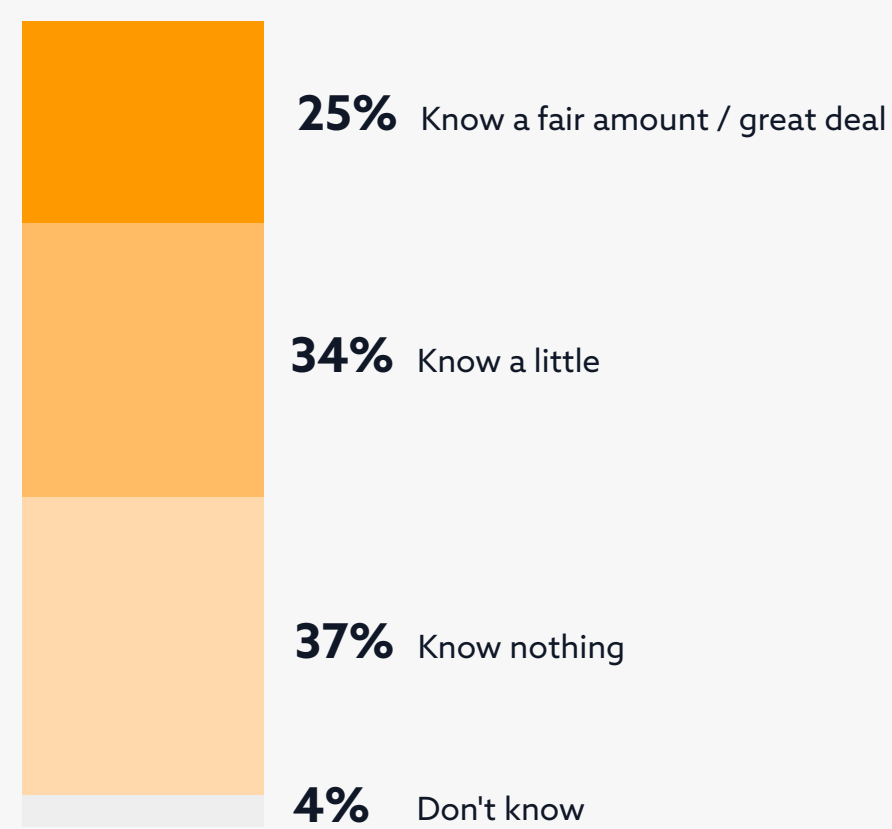


Awareness of AI is nearly universal, with a majority of adults claiming they can explain the term. However, only a quarter have a good understanding that AI systems are trained with data

Awareness of AI

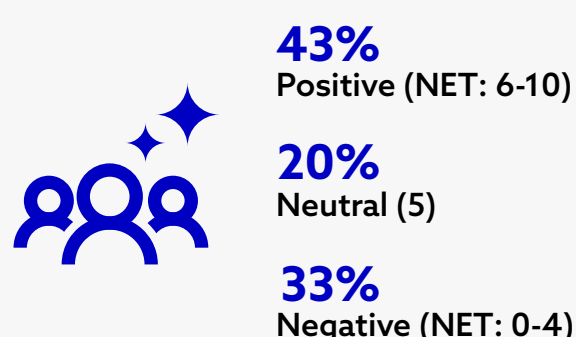


Knowledge of data being used to train AI systems



The public have mixed perceptions about AI's impact, with more viewing it positively on a personal level

The impact of AI on society overall will be...



The impact of AI on yourself will be...

