



The UK AI Sector Study 2026: help sheet

Below are some of the questions the Ipsos interviewer will ask over the phone. This is so you can get the answers ready before the call, and find the right person in your business to take part. You do not need to send answers in advance.

What was the approximate turnover of your UK business as a whole in your most recently completed financial year?..... £

Approximately what proportion of your UK business turnover came from sales of AI products or services in your most recently completed financial year? £

In the last 12 months, approximately how much has your company spent on AI-related research and development, or R&D? £
By R&D, we mean any spending to develop new products, services, processes, algorithms or business models, or improve existing ones.....

Across your business in the UK as a whole, how many full-time equivalent (FTE) employees do you have?
By that we mean both full-time and part-time employees on your payroll, as well as any directors, working proprietors or owners

For example, someone who works the full 5-day working week would be one FTE, while someone who works part-time 4 days a week would count as 0.8 FTE.

How many of your full-time equivalent employees are working in AI roles?
By that, we mean anyone involved in the design, development, delivery, implementation, testing or maintenance of AI products or services.....

In your most recently completed financial year, approximately what proportion of your AI-related turnover came from exports? %
By exports, we mean where AI products or services are purchased and used overseas by non-UK customers or clients.....

What was the approximate value of all AI products and services that you imported, if any, in your most recently completed financial year?.....
By imports, we mean where AI products or services are purchased from non-UK customers or clients.

Which of the following, if any, has your business imported from other countries over the last 12 months for primarily AI-related purposes?

Computing and Data processing equipment

- Microchips and processors
- Data processing machines (e.g. AI powered computing units, AI servers, cloud computing hardware) ...
- Parts and accessories for data processing machines (e.g. GPUs, AI accelerators)
- Storage devices for data

Raw materials for AI infrastructure

- Metals or materials for AI infrastructure (e.g. copper, aluminium, transformers)

Energy and power infrastructure

- Batteries and power storage for AI servers
- Power management equipment for AI data centres
- Cooling and HVAC systems for AI data centres

Networking and telecommunications equipment

- Networking equipment for AI data centres (e.g. routers modems, network switches)
- Optical fibres for AI data transfer

Large Language Models

- Off-the-shelf Large Language Model without adaptation
- A pre-trained Large Language Model for building a customised AI model

Other AI products and services

- AI-powered chatbots or virtual assistants
- Data processing or analytics
- Automated business management (e.g. human resources, resources, supply chain, inventory)
- Image generation models
- Speech and audio models
- Embeddings and search
- AI frameworks and orchestration
- Computer vision models
- Non-physical AI infrastructure
- Anything else (please specify)

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Approximately how much have you invested in each of these AI inputs over the past 12 months?

	£0	£1 to under £10k	£10k to under £50k	£50k to under £100k	£100k to under £250k	£250k to under £500k	£500k+
Computing power	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local storage capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Software and development tools (e.g. integrated development environments, machine learning frameworks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Network infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security measures (e.g. cyber security)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills (e.g. increased expenditure on salaries or training)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Testing and assurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment of international talent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment of domestic talent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>