

YouGov Survey Results - Oxford Internet Institute

Sample Size: 2001 GB adults

Fieldwork: 5th - 6th March 2020



Total	Gender		Age							
	Male	Female	18-24	25-34	35-44	45-54	55+	England (NET)	Wales	Scotland

Thinking about all aspects of artificial intelligence generally...How good or poor, would you describe your overall understanding of artificial intelligence?

Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
Very good	5%	9%	2%	9%	6%	4%	7%	4%	6%	4%	5%
Fairly good	42%	50%	33%	38%	44%	40%	45%	41%	41%	44%	42%
Fairly poor	38%	29%	47%	36%	35%	42%	37%	40%	38%	38%	39%
Very poor	7%	6%	9%	8%	3%	5%	6%	11%	7%	5%	9%
Don't know	7%	6%	9%	9%	13%	9%	4%	5%	7%	9%	5%
Net: Good	47%	59%	36%	47%	50%	45%	53%	44%	47%	48%	46%
Net: Not good	46%	35%	56%	44%	38%	47%	43%	51%	46%	43%	48%

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MAO_Q3. For the following set of questions, by "artificial intelligence," we mean a digital computer or computer-controlled robot that has the ability to perform tasks commonly associated with intelligent human beings. Which, if any, of the following tasks would you like artificial intelligence to help you with in your everyday life, if it was available to you? (Please select all that apply. If any of your answer(s) are not shown in the list below, please type them in the "Other" box)

	Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
Base: All GB adults online		2001	970	1031	222	324	318	348	789	1729	98	174
Recommend films, videos and music based on my preferences		26%	28%	24%	47%	38%	27%	23%	16%	27%	27%	22%
Recommend news based on my preferences		15%	17%	12%	24%	17%	16%	13%	12%	15%	19%	13%
Provide me with personal finance advice based on my spending		16%	17%	14%	27%	21%	18%	15%	10%	16%	16%	14%
Recommend products to purchase based on my previous purchases		13%	16%	11%	19%	17%	12%	14%	11%	14%	11%	11%
Recommend new jobs or professions that would be suitable for me		14%	16%	13%	30%	25%	16%	14%	5%	15%	11%	10%
Create daily schedules for me		12%	12%	12%	27%	13%	17%	11%	6%	13%	5%	13%
Provide me with tips to improve my general health		25%	28%	21%	40%	27%	22%	22%	21%	25%	24%	24%
Help me find a romantic partner/ a date		5%	7%	4%	14%	7%	7%	3%	3%	5%	3%	6%
Make appointments for me		20%	20%	20%	26%	26%	20%	18%	16%	19%	23%	22%
Suggest meals for me based on my dietary preferences		23%	21%	25%	33%	32%	26%	22%	16%	24%	24%	20%
Order my grocery delivery to my house		17%	17%	17%	18%	23%	17%	16%	14%	16%	18%	21%
Filter online content that is not appropriate for children so they cannot access it		20%	20%	21%	18%	23%	25%	21%	17%	20%	20%	23%
Other		1%	1%	1%	-	1%	1%	1%	2%	1%	1%	-
Don't know		7%	8%	7%	8%	9%	8%	7%	6%	7%	4%	7%
Not applicable - I would not like artificial intelligence to help me with anything in my everyday life		37%	33%	41%	24%	28%	31%	39%	47%	37%	42%	39%

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MAO_Q2. As a reminder, by "artificial intelligence," we mean a digital computer or computer-controlled robot that has the ability to perform tasks commonly associated with intelligent human beings. To what extent, if at all, would you say you personally use artificial intelligence in your everyday life?

Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
A lot	4%	6%	3%	9%	7%	5%	2%	3%	4%	4%	4%
A little	22%	24%	19%	24%	26%	26%	22%	17%	22%	24%	18%
Not very much	30%	31%	29%	30%	33%	34%	34%	26%	30%	27%	32%
Not at all	37%	33%	40%	22%	24%	27%	36%	50%	36%	43%	39%
Don't know	7%	6%	8%	15%	10%	8%	6%	4%	8%	2%	6%

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	Male	Female	18-24	25-34	35-44	45-54	55+			

MAO_Q4a. Which, if any, of the following ways, do you think artificial intelligence will be able to help others do in the UK within the next 10 years (i.e. by March, 2030)? (Please select all that apply. If any of your answer(s) are not shown in the list below, please type them in the "Other" box)

	Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
	Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
Predict weather patterns to provide more accurate weather forecasts	53%	55%	50%	49%	51%	46%	48%	59%	53%	56%	50%	
Help scientists track climate change in real time	47%	47%	46%	45%	48%	42%	41%	51%	47%	44%	44%	
Suggest work schedules based on analysis of people's job performance	25%	26%	25%	36%	25%	24%	26%	22%	25%	21%	26%	
Give commuters better real time traffic information	53%	56%	51%	54%	54%	51%	51%	55%	54%	50%	53%	
Suggest where cities should improve traffic flows and travel options	50%	53%	47%	47%	52%	47%	47%	53%	50%	49%	47%	
Help governments decide which services invest in	18%	23%	14%	17%	20%	18%	17%	18%	19%	20%	14%	
Help determine legal cases	10%	13%	8%	12%	10%	10%	9%	10%	11%	5%	5%	
Help healthcare professionals diagnose illnesses	46%	49%	42%	40%	42%	37%	42%	54%	45%	51%	47%	
Help hospitals prioritise which patients to treat	34%	37%	31%	29%	28%	32%	31%	39%	33%	34%	35%	
Automate administrative healthcare tasks, such as booking appointments and processing prescriptions	43%	44%	42%	40%	45%	38%	44%	45%	43%	41%	44%	
Provide the technology for self-driving electric cars	44%	49%	40%	49%	46%	43%	42%	44%	45%	39%	43%	
Automate assembly lines to make factories more efficient	48%	51%	45%	47%	46%	42%	43%	54%	48%	52%	49%	
Other	1%	1%	0%	-	1%	1%	1%	0%	1%	-	-	
Don't know	17%	14%	20%	18%	16%	21%	20%	15%	18%	16%	17%	
Not applicable - I do not think artificial intelligence will be able to help others in the UK in any way in the next 10 years	8%	8%	7%	9%	8%	9%	7%	7%	8%	10%	7%	

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MAO_Q5a. For the following question, please imagine you were looking for more information about artificial intelligence...Which, if any, of the following would you like to receive more information from? (Please select all that apply. If any of your answer(s) are not shown in the list below, please type them in the "Other" box)

Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
My family members	13%	10%	15%	7%	11%	11%	10%	16%	13%	15%	10%
My friends	11%	11%	12%	9%	9%	13%	10%	13%	11%	12%	14%
My work colleagues	6%	8%	5%	7%	9%	7%	6%	5%	6%	6%	8%
Tech companies that make AI tools and services, (e.g. Google, Amazon, Microsoft etc.)	34%	38%	31%	45%	36%	30%	35%	32%	34%	43%	35%
Governments and local authorities	27%	29%	25%	33%	27%	22%	21%	29%	27%	23%	25%
Universities and schools	21%	26%	17%	38%	23%	21%	18%	17%	21%	23%	23%
Consumer groups, charities and community organisations	16%	16%	17%	19%	12%	18%	18%	16%	17%	18%	11%
News media (e.g. newspapers, radio, TV etc.)	30%	31%	29%	36%	28%	24%	26%	34%	31%	22%	30%
Other	2%	3%	1%	-	2%	2%	2%	3%	2%	4%	2%
Don't know	33%	30%	36%	32%	35%	41%	34%	29%	33%	28%	34%

Cell Contents (Column Percentages)

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	Male	Female	18-24	25-34	35-44	45-54	55+			

Thinking about all aspects of artificial intelligence generally...How good or poor, would you describe your overall understanding of artificial intelligence?

Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
Very good	107	85	22	20	19	14	26	29	95	4	8
Fairly good	833	489	344	85	141	128	158	320	717	43	73
Fairly poor	769	281	488	79	112	133	127	317	663	37	68
Very poor	149	61	88	18	10	15	22	84	129	5	15
Don't know	143	54	89	20	41	27	15	39	124	9	9
Net: Good	941	575	366	105	161	142	184	350	813	47	81
Net: Not good	917	342	575	97	122	148	149	401	792	42	84

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MAO_Q3. For the following set of questions, by "artificial intelligence," we mean a digital computer or computer-controlled robot that has the ability to perform tasks commonly associated with intelligent human beings. Which, if any, of the following tasks would you like artificial intelligence to help you with in your everyday life, if it was available to you? (Please select all that apply. If any of your answer(s) are not shown in the list below, please type them in the "Other" box)

	Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
Base: All GB adults online		2001	970	1031	222	324	318	348	789	1729	98	174
Recommend films, videos and music based on my preferences		523	276	247	105	122	85	81	130	459	26	38
Recommend news based on my preferences		295	169	126	53	55	50	44	92	254	18	23
Provide me with personal finance advice based on my spending		312	167	145	60	68	58	51	75	272	16	24
Recommend products to purchase based on my previous purchases		269	156	113	43	55	37	50	84	238	11	20
Recommend new jobs or professions that would be suitable for me		286	152	135	67	82	49	47	41	257	11	18
Create daily schedules for me		244	118	126	60	43	54	39	47	216	5	23
Provide me with tips to improve my general health		493	274	220	88	88	69	78	169	429	23	41
Help me find a romantic partner/ a date		102	65	37	30	21	21	9	21	89	3	11
Make appointments for me		395	190	205	58	85	64	63	125	334	22	38
Suggest meals for me based on my dietary preferences		466	207	258	74	104	83	77	128	408	23	35
Order my grocery delivery to my house		333	161	171	39	75	55	55	109	278	17	37
Filter online content that is not appropriate for children so they cannot access it		407	194	214	40	76	81	74	137	348	19	41
Other		23	12	12	-	4	3	4	12	22	1	-
Don't know		142	73	69	17	28	25	24	48	126	4	12
Not applicable - I would not like artificial intelligence to help me with anything in my everyday life		747	322	425	53	90	98	135	370	638	41	68

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Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
A lot	88	54	34	21	23	15	7	23	76	4	8
A little	431	234	197	54	85	83	78	131	376	23	32
Not very much	606	303	303	67	108	109	118	205	524	27	56
Not at all	732	318	414	49	77	87	123	396	622	42	68
Don't know	144	62	82	32	32	24	22	35	131	2	11

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MAO_Q4a. Which, if any, of the following ways, do you think artificial intelligence will be able to help others do in the UK within the next 10 years (i.e. by March, 2030)? (Please select all that apply. If any of your answer(s) are not shown in the list below, please type them in the "Other" box)

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	Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
Predict weather patterns to provide more accurate weather forecasts		1053	538	515	110	167	145	168	464	912	55	87
Help scientists track climate change in real time		939	460	479	100	157	135	143	404	820	43	76
Suggest work schedules based on analysis of people's job performance		502	249	253	79	81	78	89	176	436	20	46
Give commuters better real time traffic information		1068	542	526	120	176	163	176	433	927	49	92
Suggest where cities should improve traffic flows and travel options		1001	512	488	105	168	149	163	416	870	48	83
Help governments decide which services invest in		366	220	146	38	66	57	59	145	322	20	24
Help determine legal cases		202	123	78	27	32	31	33	80	189	5	8
Help healthcare professionals diagnose illnesses		914	478	436	89	135	119	145	426	783	50	81
Help hospitals prioritise which patients to treat		673	358	315	65	90	100	108	309	578	33	62
Automate administrative healthcare tasks, such as booking appointments and processing prescriptions		866	431	435	88	147	121	151	359	749	41	76
Provide the technology for self-driving electric cars		884	474	410	108	149	138	145	345	770	38	75
Automate assembly lines to make factories more efficient		962	495	467	104	149	132	150	426	827	51	85
Other		13	10	3	-	3	2	4	4	13	-	-
Don't know		348	140	208	39	51	66	70	122	303	15	29
Not applicable - I do not think artificial intelligence will be able to help others in the UK in any way in the next 10 years		156	82	74	20	26	27	26	56	133	10	13

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MAO_Q5a. For the following question, please imagine you were looking for more information about artificial intelligence...Which, if any, of the following would you like to receive more information from? (Please select all that apply. If any of your answer(s) are not shown in the list below, please type them in the "Other" box)

Unweighted base	2001	941	1060	145	327	319	356	854	1762	113	126
Base: All GB adults online	2001	970	1031	222	324	318	348	789	1729	98	174
My family members	252	98	153	16	36	34	35	130	220	14	17
My friends	229	111	118	21	29	43	36	101	193	11	25
My work colleagues	127	73	54	15	30	23	20	39	108	6	13
Tech companies that make AI tools and services, (e.g. Google, Amazon, Microsoft etc.)	687	373	315	100	117	95	123	252	584	42	61
Governments and local authorities	536	277	259	74	87	71	74	231	470	22	44
Universities and schools	420	249	170	84	73	66	64	133	358	22	40
Consumer groups, charities and community organisations	329	158	170	42	39	57	62	129	292	18	19
News media (e.g. newspapers, radio, TV etc.)	604	305	298	81	89	77	89	267	530	22	52
Other	43	30	13	-	8	6	7	21	35	3	4
Don't know	661	288	373	71	112	129	118	231	575	27	59

Cell Contents (Counts)