

To what extent do you think AI should be more closely regulated?

Total sample size: 2,212

Nationally representative sample size: 2,019

GB Sample Spec	Percentage	Quota	Completes	% Complete	Very much		Somewhat		A little bit		Not at all		Prefer not to say	
TOTALS					868 - 43%		459 - 23%		262 - 13%		216 - 11%		214 - 11%	
Gender	Quotas		Raw counts		Results									
Male	48.7%	983	983	100%	400	41%	240	24%	127	13%	134	14%	82	8%
Female	50.8%	1,026	1,026	100%	464	45%	217	21%	135	13%	79	8%	131	13%
Neither	0.5%	10	10	100%	4	40%	2	20%	0	0%	3	30%	1	10%
AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	214	214	100%	82	38%	44	21%	28	13%	27	13%	33	15%
25-34	17.0%	343	343	100%	114	33%	83	24%	52	15%	38	11%	56	16%
35-44	16.4%	331	331	100%	128	39%	68	21%	56	17%	37	11%	42	13%
45-54	16.9%	341	341	100%	146	43%	88	26%	45	13%	31	9%	31	9%
55-64	15.9%	321	321	100%	148	46%	79	25%	39	12%	31	10%	24	7%
65+	23.2%	468	469	100%	250	53%	97	21%	42	9%	52	11%	28	6%
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	460	460	100%	192	42%	103	22%	71	15%	38	8%	56	12%
C1	30.9%	625	625	100%	283	45%	166	27%	82	13%	48	8%	46	7%
C2	21.2%	428	428	100%	179	42%	95	22%	46	11%	59	14%	49	11%
DE	25.1%	507	506	100%	214	42%	95	19%	63	12%	71	14%	63	12%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Very much		Somewhat		A little bit		Not at all		Prefer not to say	
Region	Quotas		Raw counts		Results									
North East	4.1%	83	82	99%	32	39%	19	23%	5	6%	14	17%	12	15%
North West	11.4%	230	230	100%	96	42%	53	23%	31	13%	28	12%	22	10%
Yorkshire and The Humber	8.4%	170	169	99%	76	45%	34	20%	22	13%	19	11%	18	11%
East Midlands	7.5%	151	151	100%	55	36%	39	26%	19	13%	19	13%	19	13%
West Midlands	9.1%	184	184	100%	76	41%	36	20%	21	11%	26	14%	25	14%
East of England	9.7%	196	196	100%	95	48%	44	22%	28	14%	17	9%	12	6%
London	13.5%	273	273	100%	124	45%	65	24%	38	14%	20	7%	26	10%
South East	14.3%	289	289	100%	117	40%	73	25%	34	12%	27	9%	38	13%
South West	8.8%	178	178	100%	76	43%	44	25%	26	15%	20	11%	12	7%
Wales	4.8%	97	97	100%	47	48%	14	14%	17	18%	11	11%	8	8%
Scotland	8.4%	170	170	100%	74	44%	38	22%	21	12%	15	9%	22	13%