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AI and the Future of Work

Attitudes, beliefs and behaviour among the British public, workers, university students and employers

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Study details

This report outlines the first findings from a major new tracker of attitudes to AI and work by The Policy Institute at King's College London. Fieldwork was carried out by Opinium across 16 – 29 April 2026, and consisting of four studies into attitudes and perceptions of four groups key to this research: general public, young people, university students and employers.

General public

2,000, UK, aged 16+

Weighted to be representative on age, gender, education, region, ethnicity, work status, 2024 vote, EU referendum vote, and political attention.

In addition, we analyse the results by some key affected groups: workers, parents of children of different ages, as well as the standard demographic groups.

Fieldwork carried out by Opinium across 16 – 22 April 2026.

Young people

1,002, GB, aged 16-29

Boost sample weighted to be representative of 16-29-year-olds in GB, based on age, gender, region, ethnicity, work status, and education.

Fieldwork carried out by Opinium across 16– 27 April 2026.

University students

1,000, GB, university students

Boost sample weighted to be representative of students in GB, based on gender, age, and course level (undergraduate and postgraduate).

Fieldwork carried out by Opinium across 16 – 29 April 2026.

Employers

506 decision-makers in UK businesses with 11+ employees, sampled to ensure broad representation across business size, sector and region.

The sample was targeted at senior business decision-makers, identifying at minimum as a 'senior manager or director or below board level'.

Fieldwork carried out by Opinium across 20-29 April 2026.

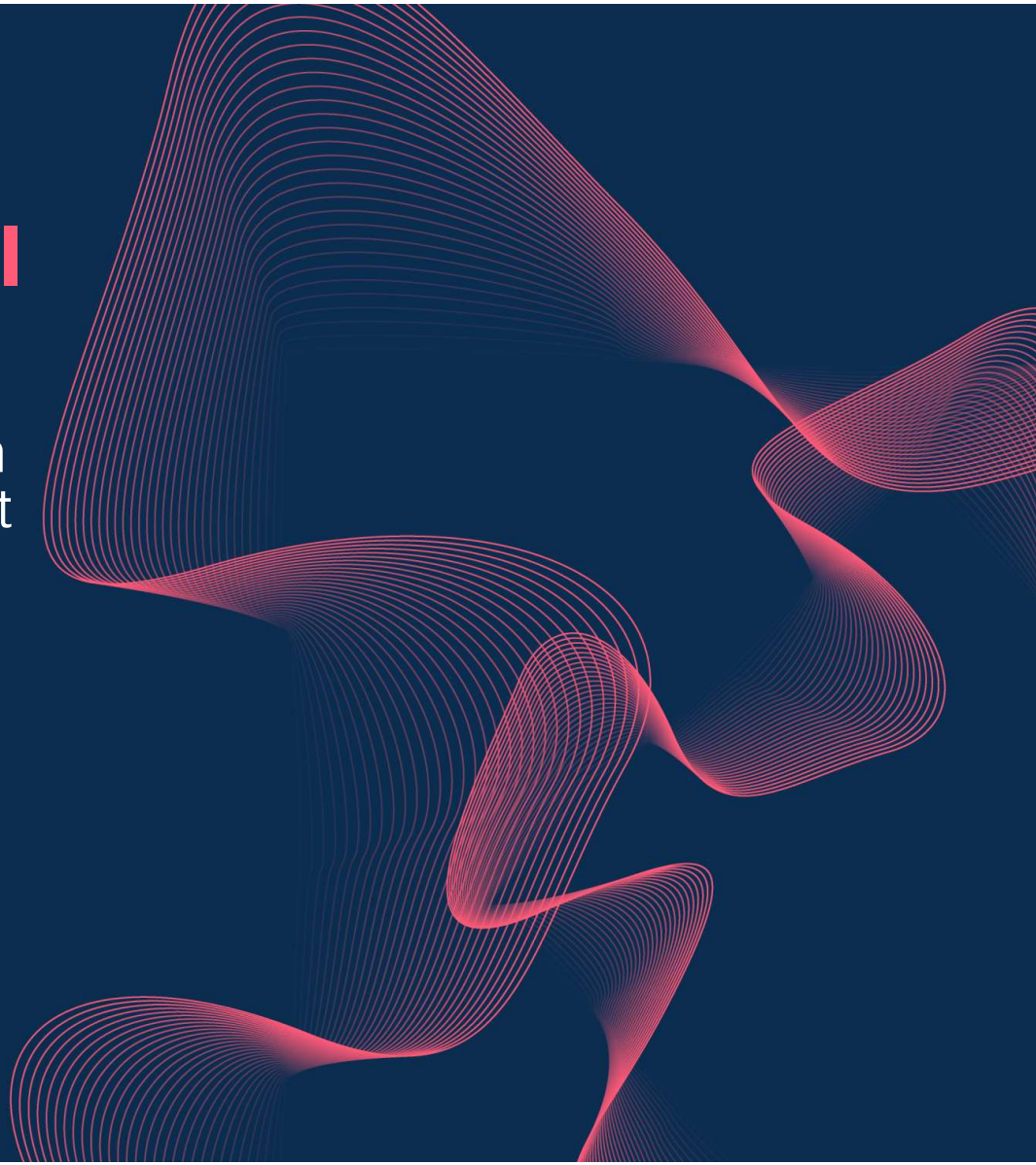
Identified with yellow shading throughout.

Where figures are combined across categories, for example, strongly agree and tend to agree, we have used the arithmetic addition of the individual categories, rather than the rounded combined figures. This ensures the combinations match the straight addition of presented figures and avoids confusion, but may mean that combined data in computer tables and more detailed analyses are 1 or 2 percentage points different.

Part 1: General attitudes to AI

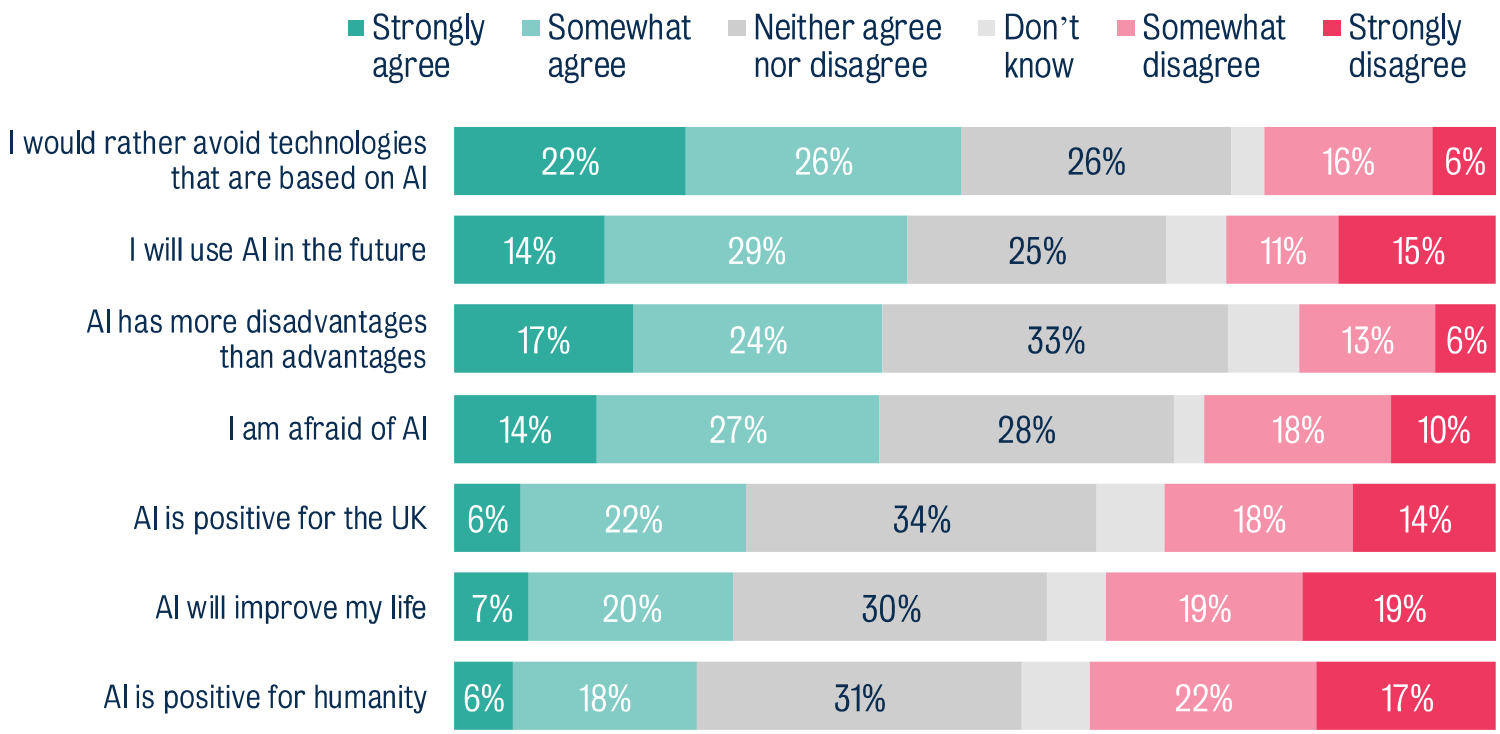
Overall, the public are more negative than positive about AI, although a lot of people are unsure or undecided. Parents are much more likely to be worried than excited about the effect of AI on their children's career.

Despite this relatively negative attitude, more agree than disagree that they will use AI in the future - and positive views are more prominent amongst men and university students.



Half (48%) of the public would rather avoid AI, 41% are afraid of it and only 24% think it's positive for humanity

To what extent, if at all, do you agree or disagree with each of the following statements about artificial intelligence (AI)?



The public are fairly split in their feelings towards AI but overall tend towards negative. Around four in 10 tend (41%) to express a negative view, such as being afraid of AI, thinking it's not positive for humanity (39%), and believing AI has more disadvantages than advantages (41%).

Almost half (48%) would rather avoid AI-based technologies.

By contrast, only around one-quarter tend to have positive views, like thinking AI will 'improve my life' (27%) and is positive for the UK (28%) and humanity (24%). Around one-quarter to one-third select 'don't know' to each question.

Despite this, more agree than disagree (43% vs. 26%) that they will use AI in the future.

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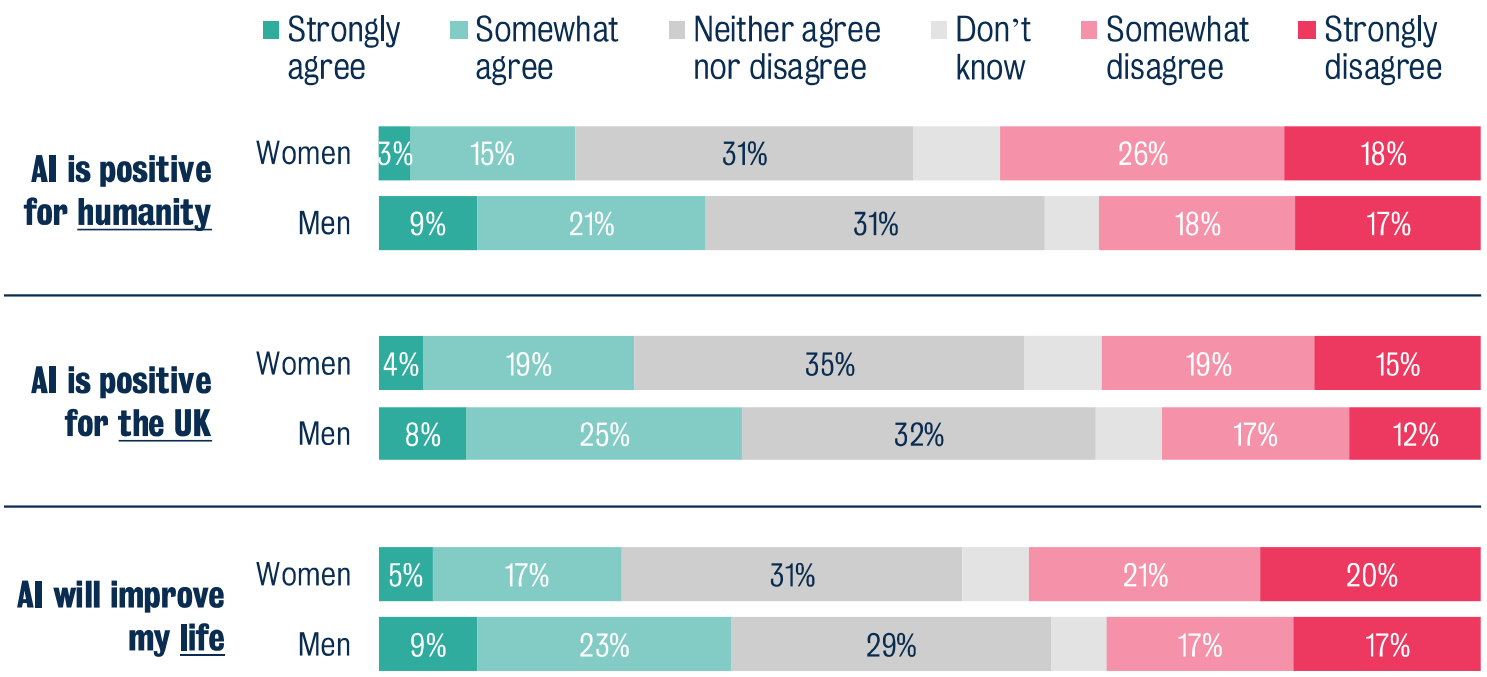
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026

Men are more positive than women about AI, both in terms of how AI will affect their own lives and its more general impact on the country and humanity – although men are still divided

To what extent, if at all, do you agree or disagree with each of the following statements about artificial intelligence (AI)?



Women are more likely to disagree than to agree that AI is positive for humanity (44% disagree vs. 18% agree), positive for the UK (34% vs. 23%), or that AI will improve their lives (41% vs 22%).

Amongst men, the gaps between those disagreeing and those agreeing are much smaller. And on the question of whether AI is positive for the UK, men are slightly more likely to agree (33%) than to disagree (29%).

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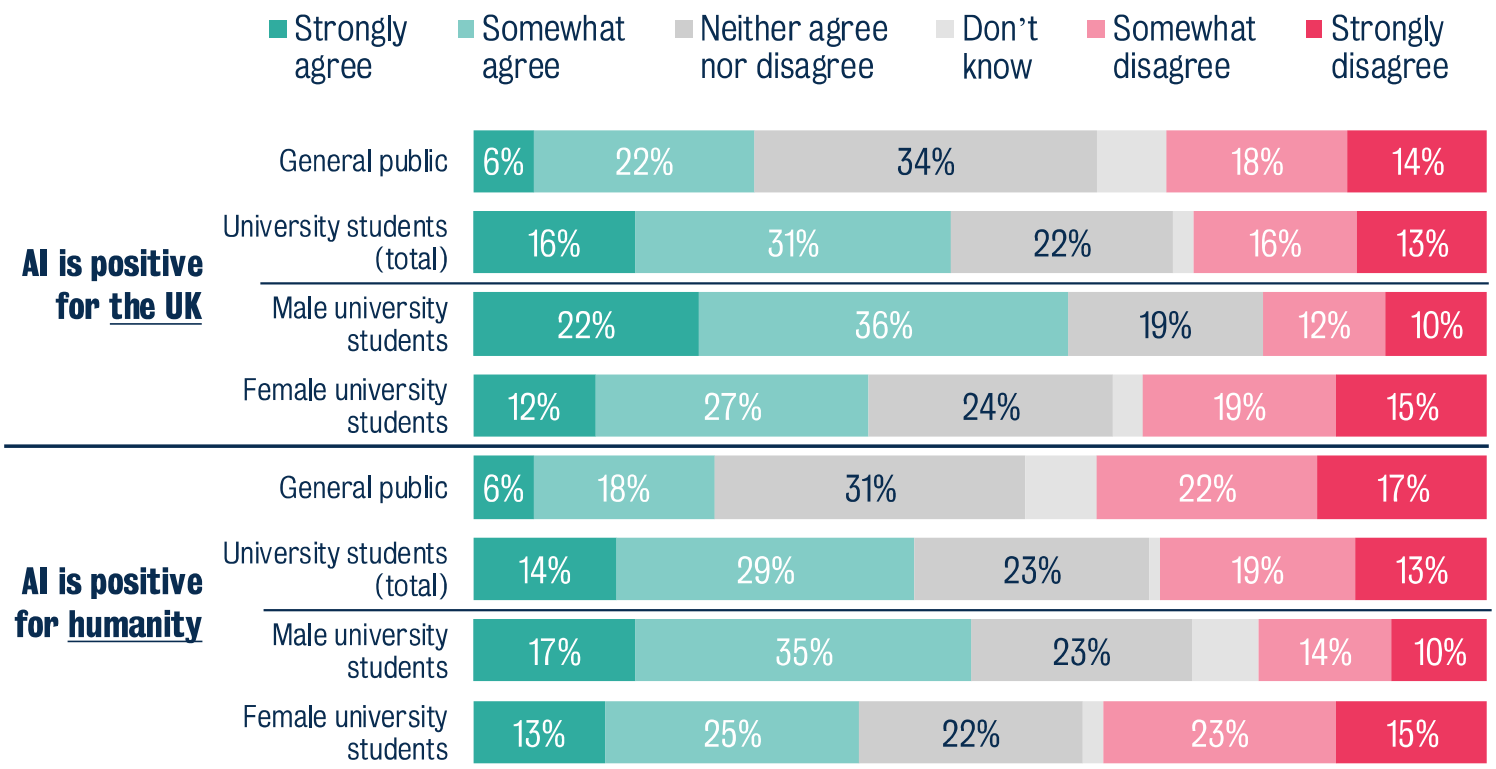
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026

University students are more positive than the general public about AI – particularly male students…

To what extent, if at all, do you agree or disagree with each of the following statements about artificial intelligence (AI)?



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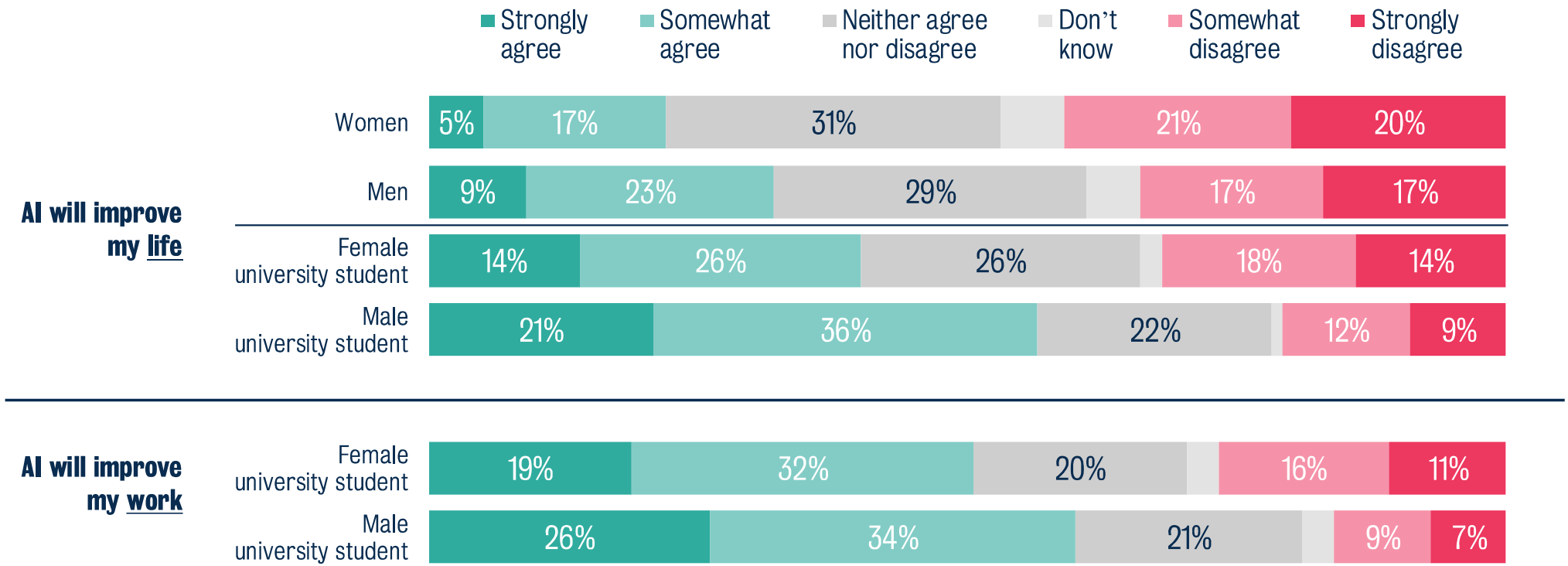
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026. 1,000 GB university students surveyed 16-29 April 2026

The student population are more positive about AI than the overall UK public. 47% of students agree AI is positive for the UK, and 43% that it is positive for humanity. The corresponding figures for general public are only 28% and 24%, respectively.

But despite students being more positive than the wider public, the gender gap in AI positivity persists. Indeed, amongst male students, a majority believe that AI is positive for both the UK (58%) and humanity (52%). Respectively, only 38% and 39% of female students agree with these views.

…and male students are significantly more likely to say AI will improve their life (57%) and work (60%) compared to female students and non-students

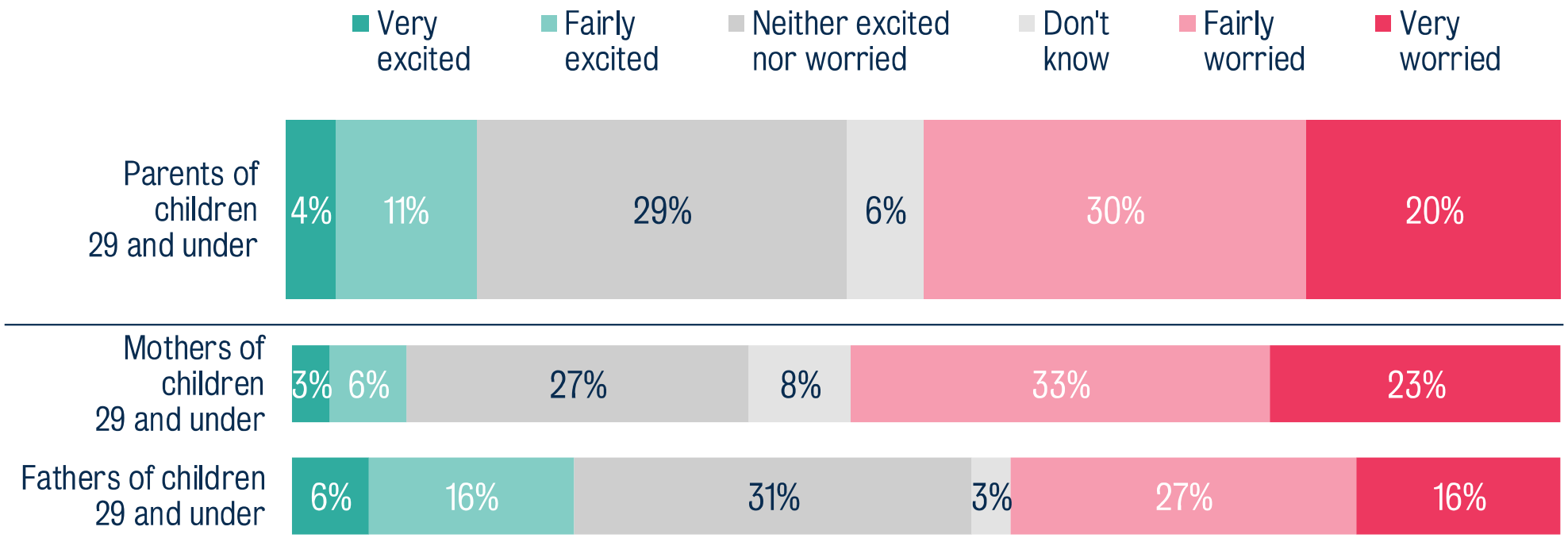
To what extent, if at all, do you agree or disagree with each of the following statements about artificial intelligence (AI)?



Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026. 1,000 GB university students surveyed 16-29 April 2026

Half (50%) of parents with children under 30 are worried about how AI will affect their child's career prospects, but fathers are more excited (22%) compared to mothers (9%)

Asked to parents of children 29 and under. How worried or excited do you feel about how AI might affect your child/children's future career, or do you feel neither excited nor worried?



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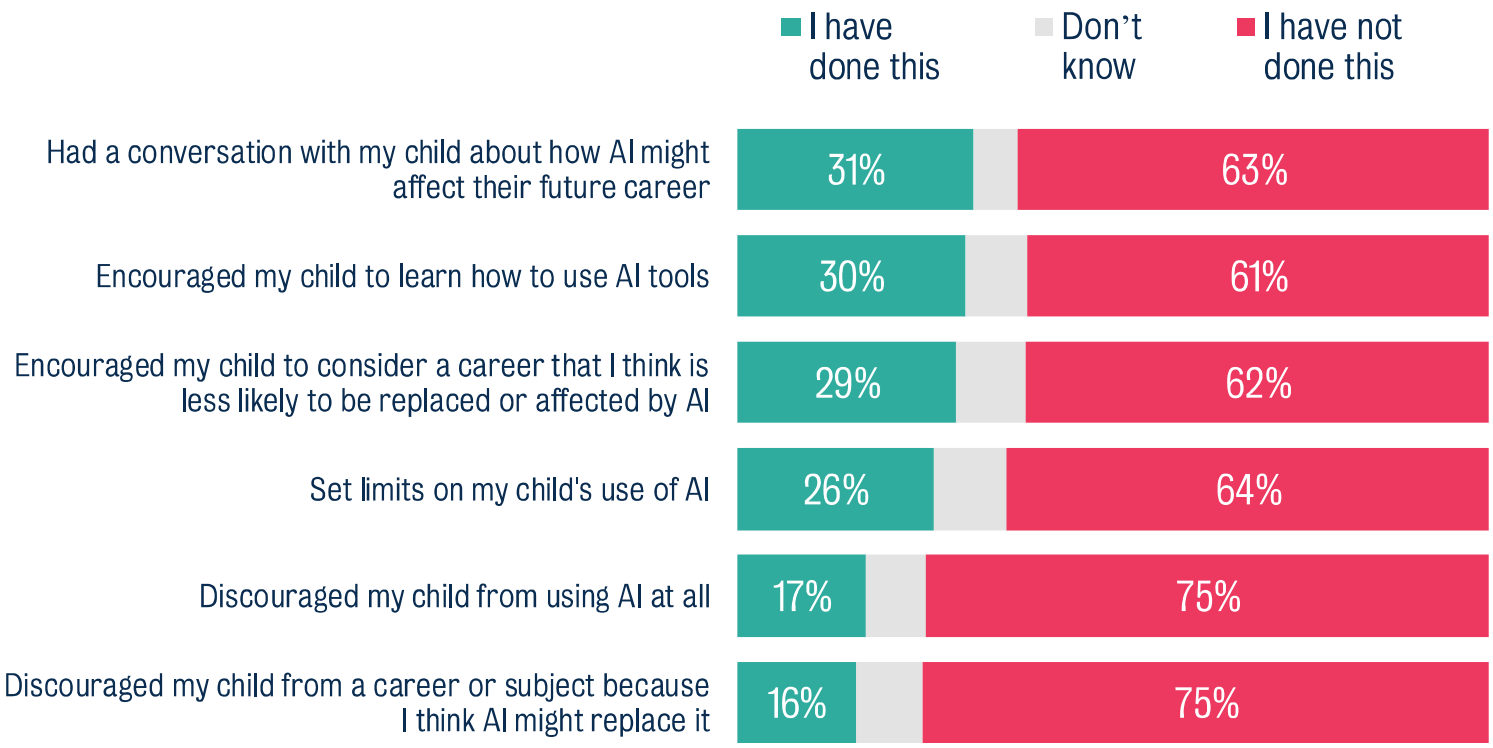
Base: 746 UK adults with children aged 0-29 surveyed 16-22 April 2026

The majority of parents of 11-to-29-year-olds have not engaged with their children on AI – though around three in 10 have discussed career implications and encouraged learning to use AI tools

Asked to parents of children aged 11-29. Which of the following, if any, have you done?



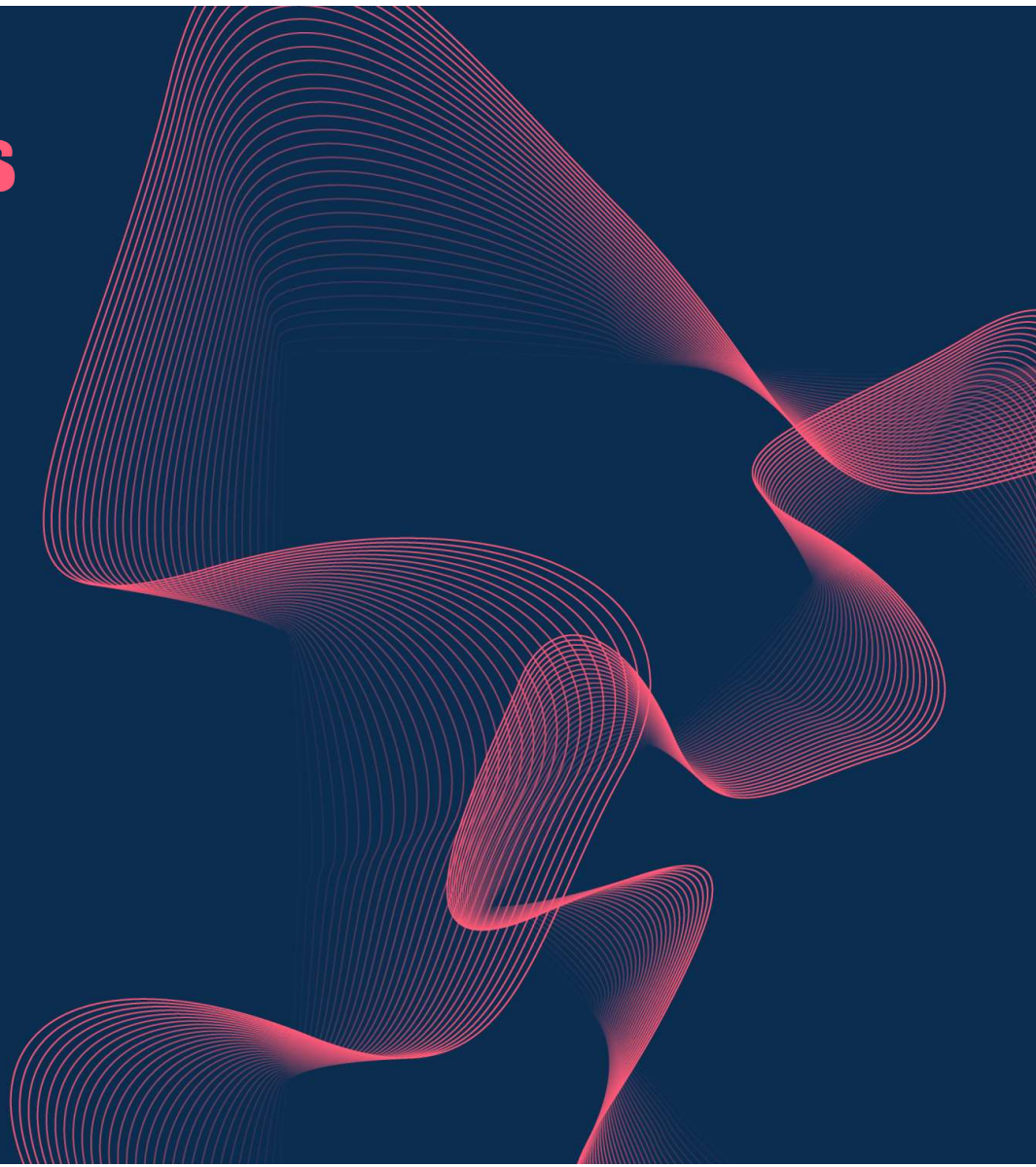
Base: 729 UK adults with children aged 11-29 surveyed 16-22 April 2026

Only a minority of parents of children aged 11-29 have proactively engaged with their children about how AI will affect their futures. Around three in 10 (31%) have said they've had a conversation with their child about how AI will affect their careers. A similar proportion have actively encouraged their child to learn how to use AI tools (30%) and to consider a career that they think is less likely to be replaced or affected by AI (29%).

A smaller share have discouraged their child from using AI at all (17%) and discouraged them from a career or subject because it might be replaced by AI (16%).

Fathers (39%) are almost twice as likely as mothers (23%) to say they have encouraged their child to learn how to use AI tools.

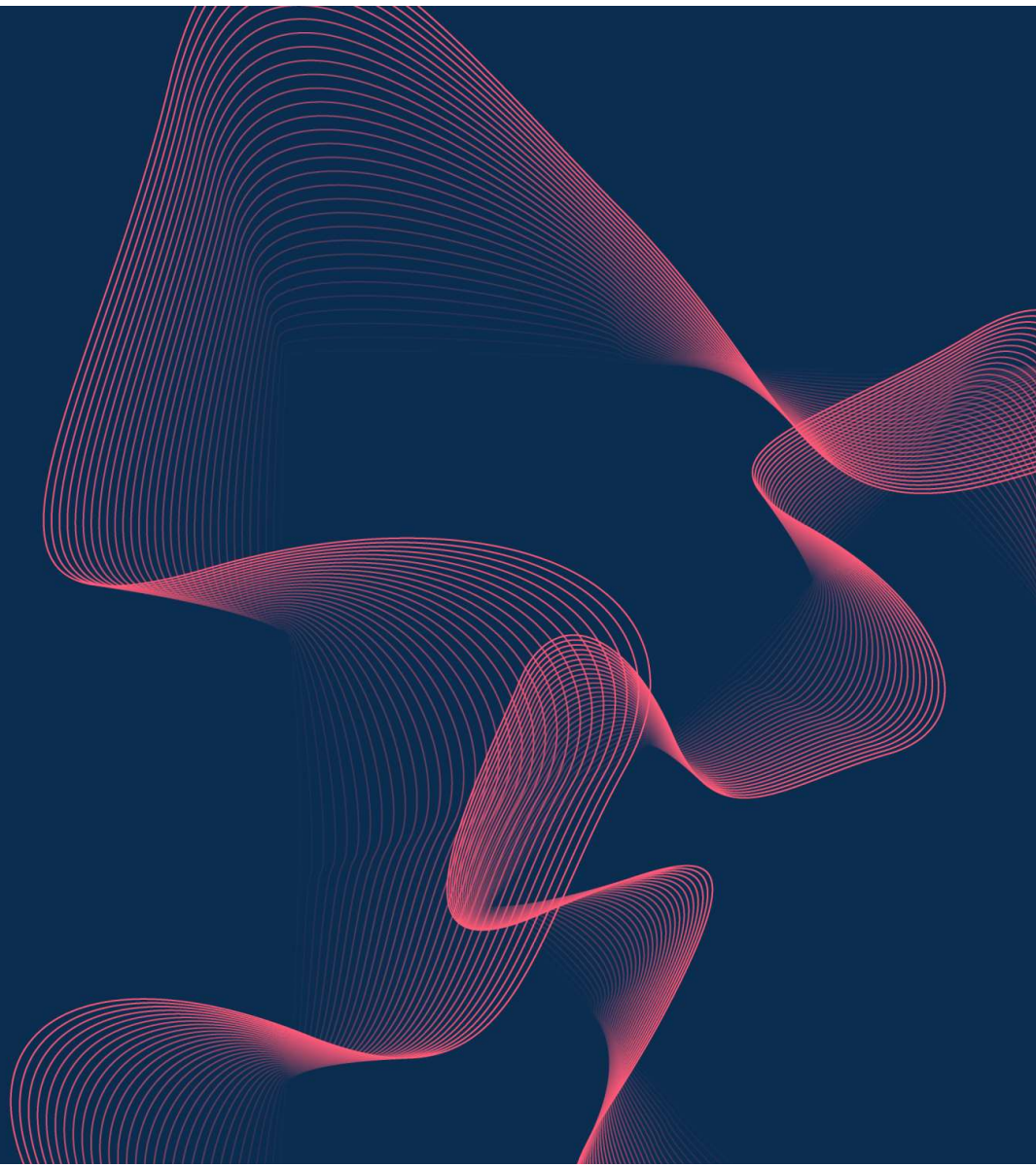
Part 2: What do we think is coming NEXT with AI?



2.1 There is real concern about the possible impacts of AI on jobs and society

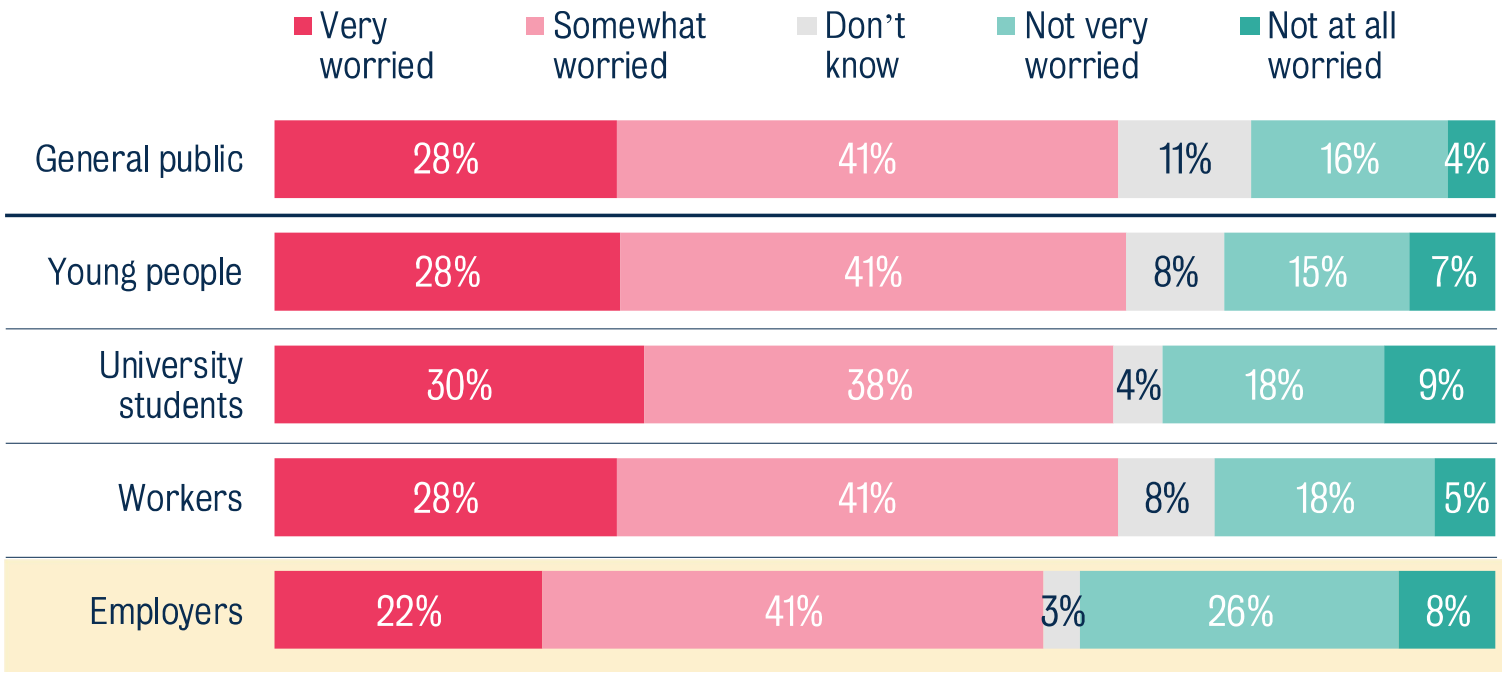
Seven in 10 are worried about the economic impacts of AI, six in 10 think it will eliminate more jobs than it creates, half think it will be worse than a normal recession – and one in 5 think it will create civil unrest.

People are particularly worried about the impacts on entry-level jobs and young people more generally: nearly six in 10 agree with Anthropic CEO Dario Amodei's 2025 prediction that AI could eliminate half of all entry-level white-collar jobs within 5 years.



Seven in ten (69%) people are worried about the economic impact of job losses caused by AI – and concern is consistent across all groups, with employers (63%) almost as worried as workers (69%)

How worried, if at all, are you about the following impacts of artificial intelligence (AI)?
The economic impact of job losses caused by AI



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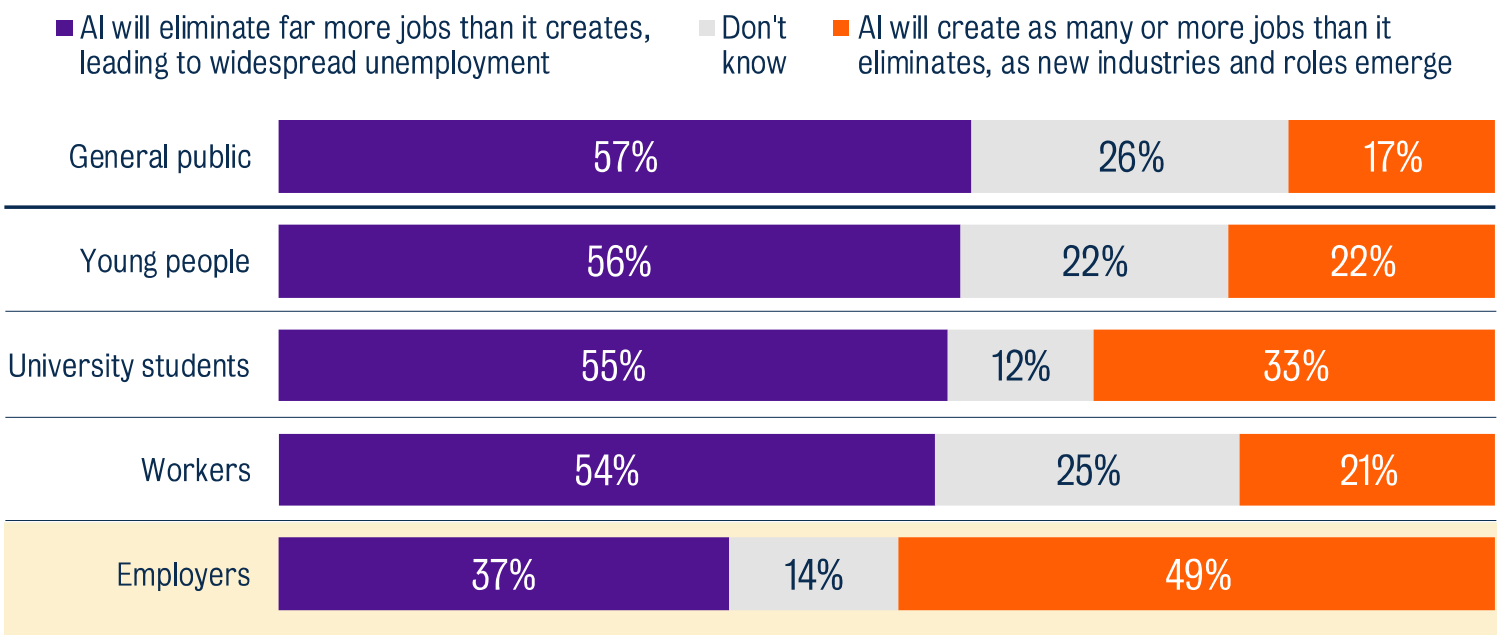
Worry about the economic impact of job losses caused by AI is widespread. This feeling of worry doesn't vary by education or employment status in the same way that excitement about AI does – it is felt evenly amongst workers (69%), young people (69%) and university students (68%).

Even two thirds (63%) of employers express worry about the economic impact of job losses from AI, despite 69 per cent saying elsewhere that they're excited about new jobs opening up due to AI.

A majority of young people, university students and workers say AI will lead to widespread unemployment – but employers take a more optimistic view, with half (49%) saying AI will create as many or more jobs than it eliminates

Which of the following statements, if any, is closest to your view?



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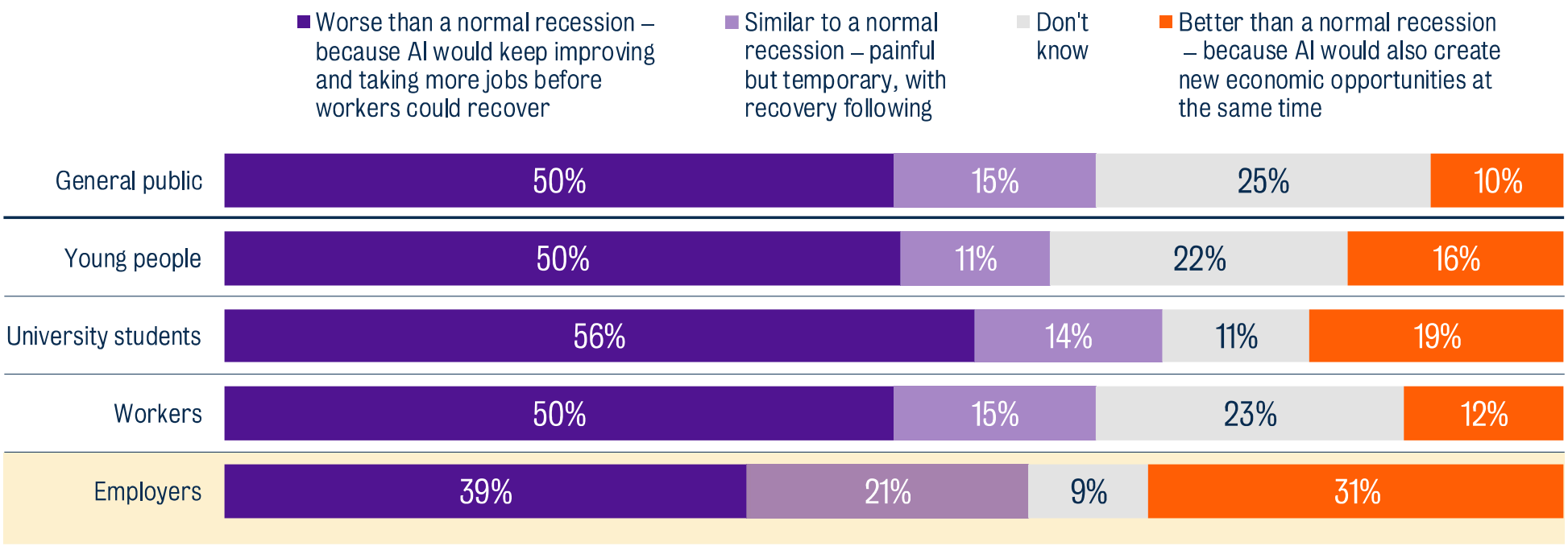
Majorities of the general public (57%), young people (56%), university students (55%) and workers (54%) believe AI will eliminate far more jobs than it creates, leading to widespread unemployment. Employers are less worried – just 37% share this concern, while nearly half (49%) believe AI will create as many or more jobs than it eliminates.

University students are the most optimistic of the non-employer groups, with a third (33%) believing AI will create as many or more job as it eliminates – almost twice the proportion of the general public (17%).

If AI leads to widespread job losses, half (50%) the public say the economic consequences would be worse than a normal recession – rising to 56% among university students, while three in ten (31%) employers say it would be better as new opportunities emerge

If artificial intelligence (AI) leads to widespread job losses, do you think the economic consequences will be …



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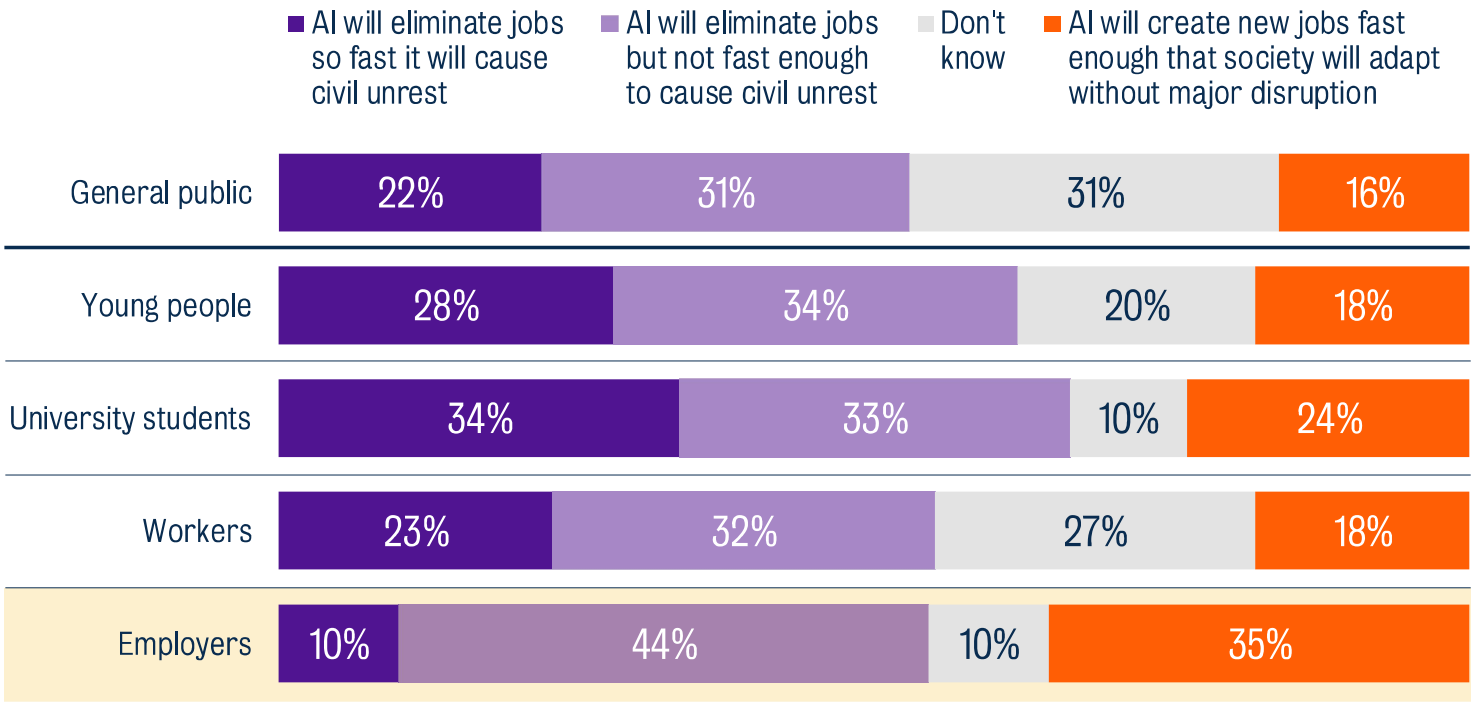
...and one in five (22%) say AI will eliminate jobs fast enough to cause civil unrest – rising to a third among university students (34%)

Which of the following statements, if any, is closest to your view?



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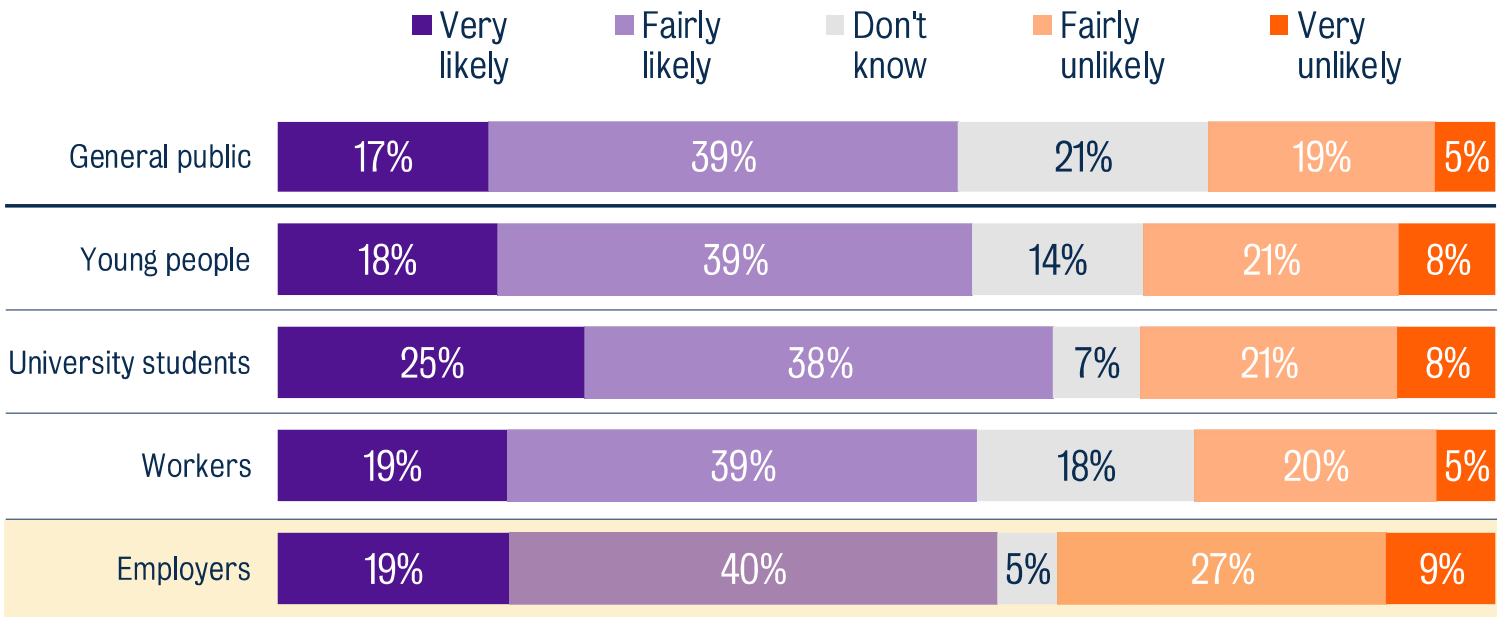
University students are the most likely to believe AI will eliminate jobs fast enough to cause civil unrest, with a third (34%) holding this view – over triple the share of employers (10%). Young people (28%), workers (23%) and the general public (22%) sit in between.

Employers are most likely to believe AI will eliminate jobs but not quickly enough to cause civil unrest (44%). A third (35%) think new jobs will emerge fast enough that society adapts without major disruption. Less than half (16%) of the general public share this view.

The general public and workers also have the highest levels of uncertainty – 31% and 27% respectively say they don't know, compared with 10% of university students of employers.

Most agree with Anthropic CEO Dario Amodei's 2025 prediction that AI could eliminate half of all entry-level white-collar jobs within 5 years

How likely or unlikely do you think is that the following will happen within the next five years?
AI will eliminate half of all entry-level white-collar jobs (typically office-based roles involving professional, managerial, or administrative work)



Source. https://www.axios.com/2025/05/28/ai-jobs-white-collar-unemployment-anthropic
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In May 2025, Anthropic CEO Dario Amodei said that AI could eliminate half of all entry-level white-collar jobs within five years.

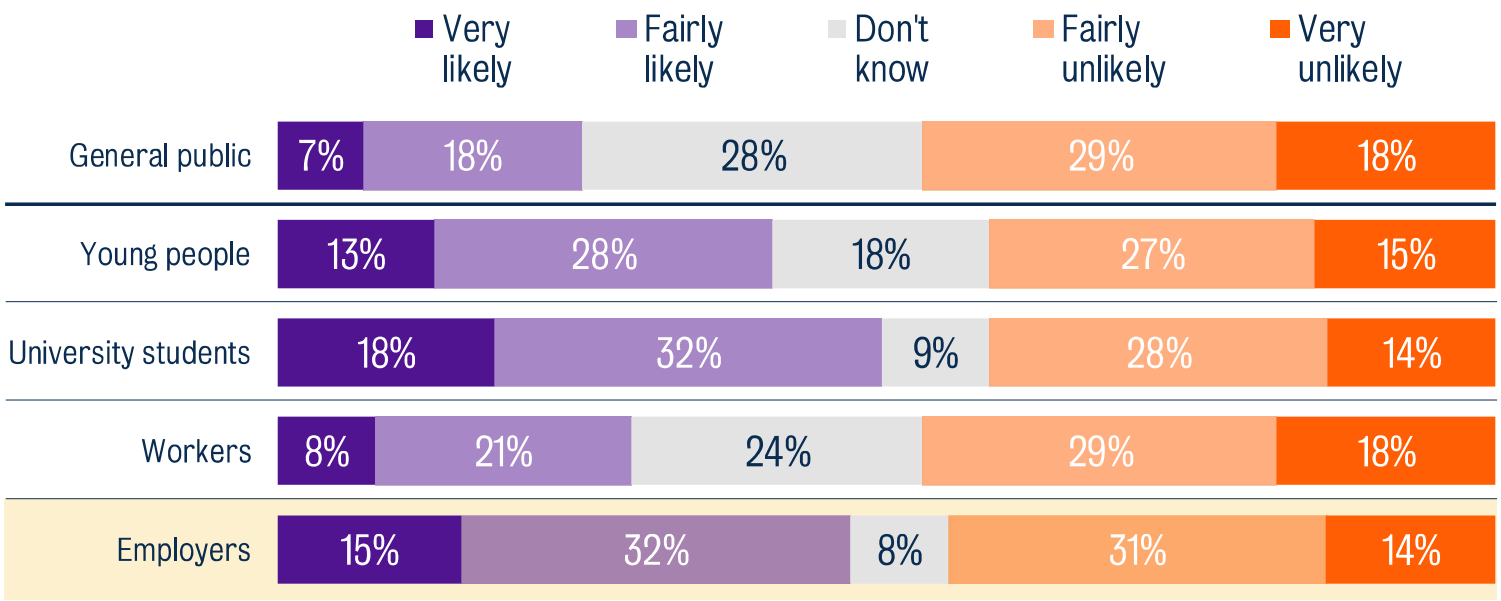
56% believe that this outcome is at least fairly likely. This is broadly similar across different groups of people, as well as amongst employers (59%). University students are the most likely to hold this view (63%).

Only a small minority of the public (5%) and of employers (9%) think that this outcome is very unlikely over the next five years.

Amodei has since updated his view, suggesting that the nature of jobs will change to adapt.

Another analysis argues that AI will displace 90 million jobs *BUT* create nearly double that by 2030. While only 25% of the public find that likely, around half of students (50%) and employers (47%) do

How likely or unlikely do you think is that the following will happen within the next five years?
AI will eliminate around 90 million existing jobs around the world, BUT will create nearly double that number of new jobs globally



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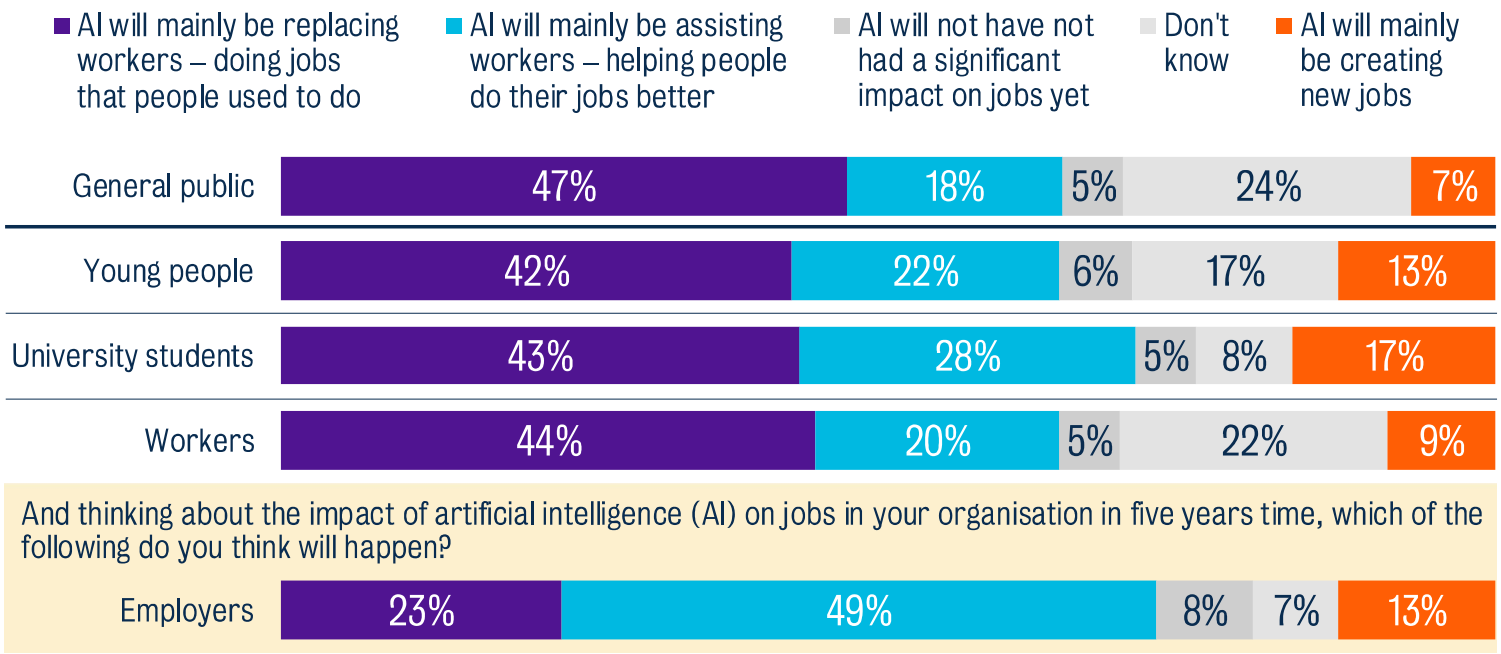
By 2030, AI will displace around 90 million jobs while creating 170 million jobs globally, according to the World Economic Forum's Future of Jobs Report 2025.

47 per cent of the public and a similar share of employers (45%), university students (42%), young people (42%) and workers (47%) see this as **unlikely.**

Only 25 per cent of the overall public and 29 per cent of workers find it likely, while employers and students are much more optimistic, with around half thinking it likely.

Half (47%) of the public say AI will mainly be doing jobs people used to do in five years' time, rather than assisting them – while employers still expect AI to be mainly assisting (49%)

And thinking about the impact of artificial intelligence (AI) on jobs **in five years' time**, which of the following is closest to your view?



And thinking about the impact of artificial intelligence (AI) on jobs in your organisation in five years time, which of the following do you think will happen?

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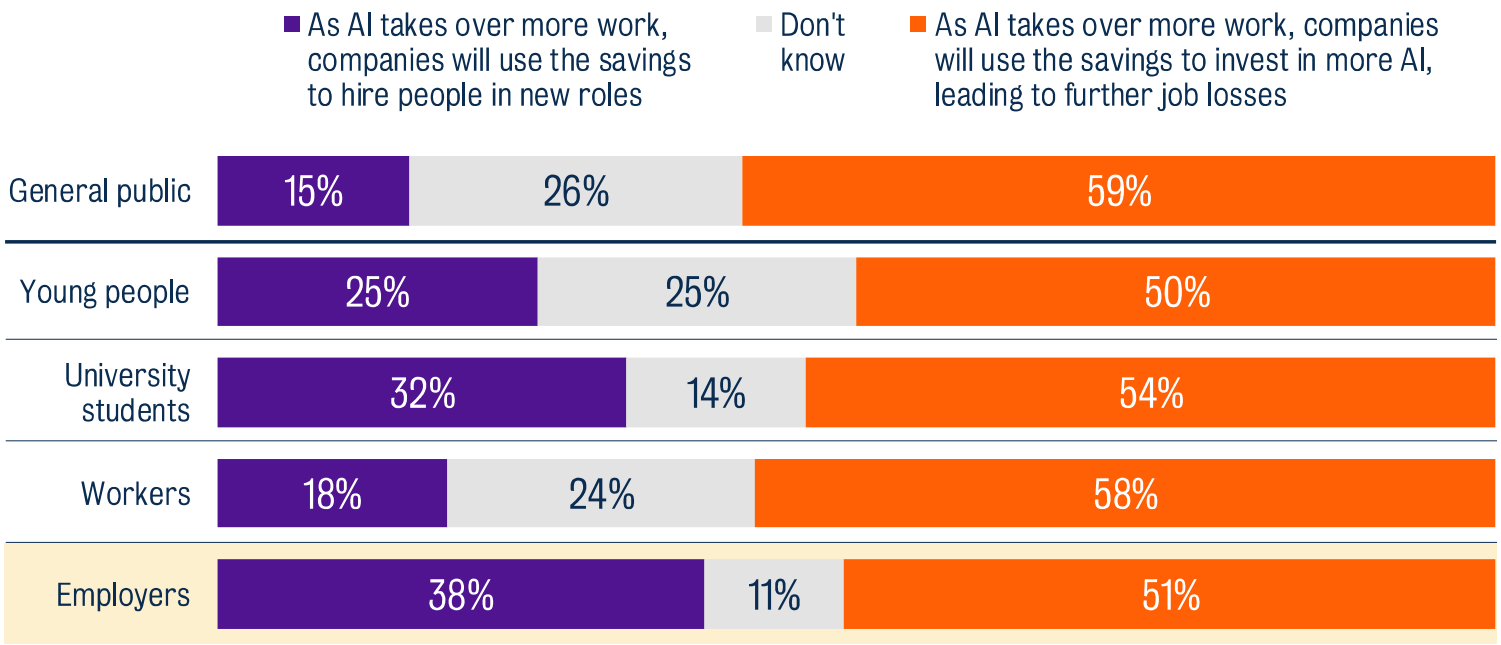
Across all groups, expectations of AI's impact on jobs shift considerably when looking five years ahead.

While a third (32%) of the public say AI is mainly replacing workers *right now*, this rises to almost half (47%) when asked about the impact in five years' time.

Employers show the same shift – with 15% saying AI is mainly replacing workers in their organisation *right now* rising to 23% when looking *five years ahead*. Employers remain far more likely than the public to expect AI to be mainly assisting rather than replacing staff, both now (54% vs 24%) and in the future (49% vs 23%).

A majority of workers (58%) and employers (51%) alike predict that companies will use AI savings to invest in more AI rather than hire people in new roles

Which, if any, of the following statements is closest to your view?



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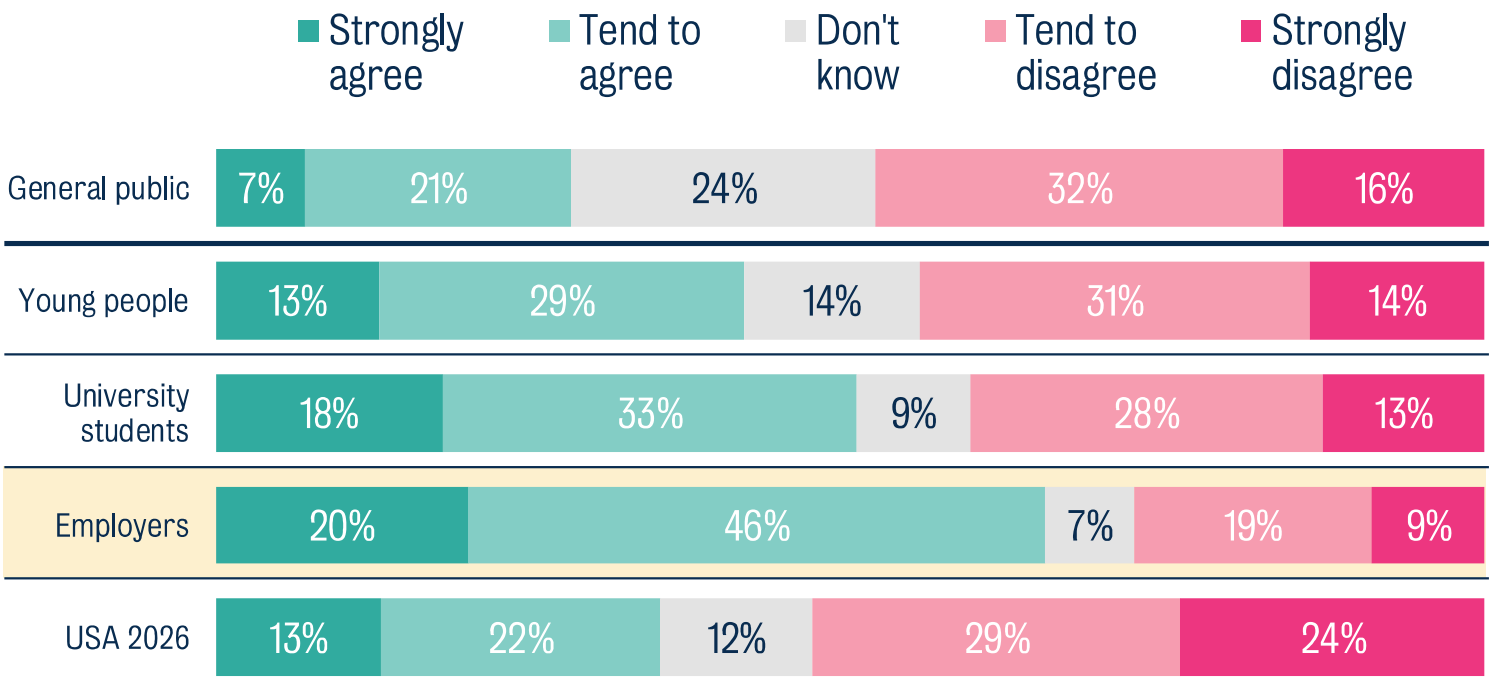
Across all groups there is a consensus that as AI takes over more work, companies will use the savings to invest in further AI rather than hire people in new roles – a view held by majorities of the general public (59%), workers (58%), university students (54%) and employers (51%) alike.

Employers are however the most likely to say believe savings will be used to hire people in new roles – 38% say so compared with just 18% of workers.

Employers (66%) and university students (51%) are the only groups where majorities say AI will create enough new jobs to replace those lost – compared to just 28% of the public overall

How much do you agree or disagree with the following statements?
AI will create new jobs and opportunities to make up for the jobs that are lost



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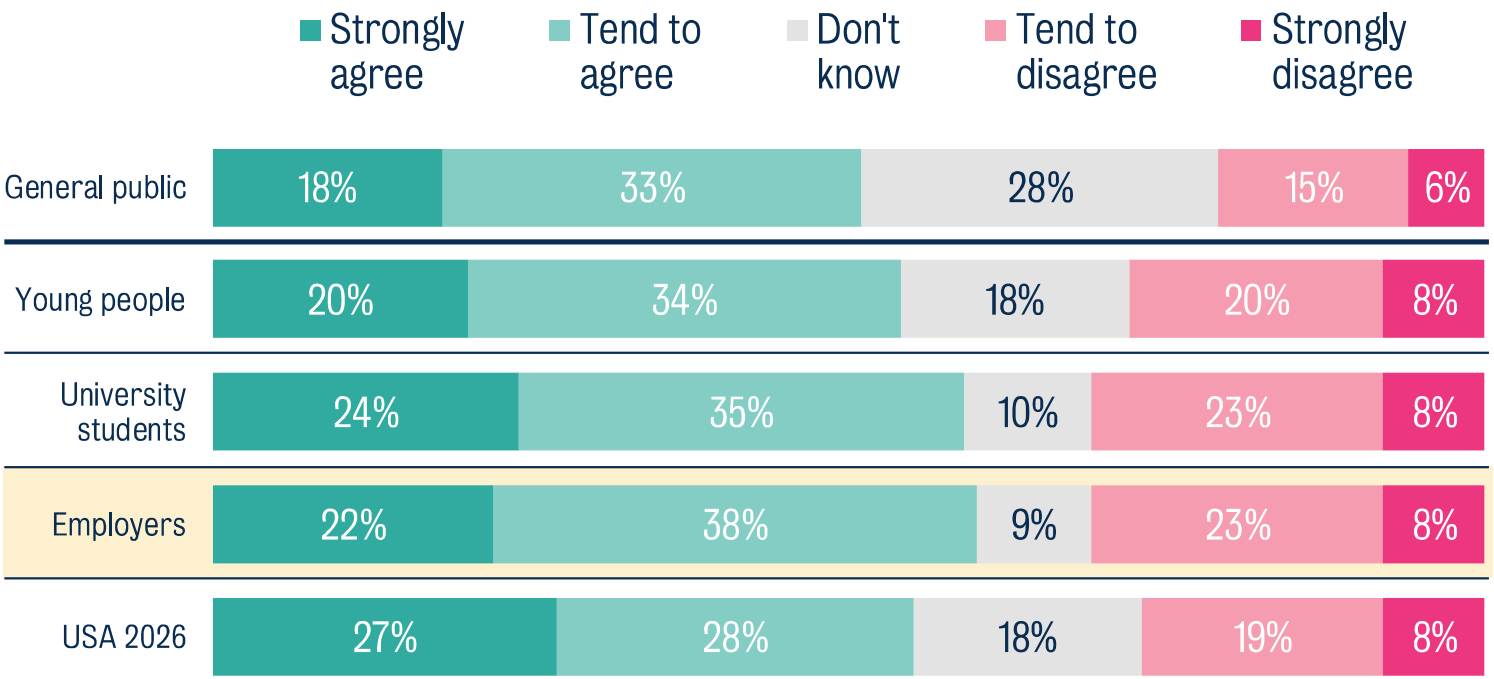
Employers (66%) and university students (51%) are the only groups where majorities believe AI will create enough new jobs to replace those lost. Just 28% of the general public agree, with nearly half (48%) disagreeing – the highest level of scepticism of any group in the UK.

Americans hold similar views to the UK general public on balance, with 35% believing AI will create enough new jobs to replace those lost compared with 28% in the UK.

However, Americans are more likely to strongly disagree that AI will replace lost jobs – 24% versus 16% of the UK public – and are much less likely to say they don't know (12% vs 24%).

Three in five employers (60%) and university students (59%) say AI will increase income inequality and polarise society – compared to half (51%) of the general public – similar to findings from the US

How much do you agree or disagree with the following statements?
Increased use of AI will lead to more income inequality and a more polarised society



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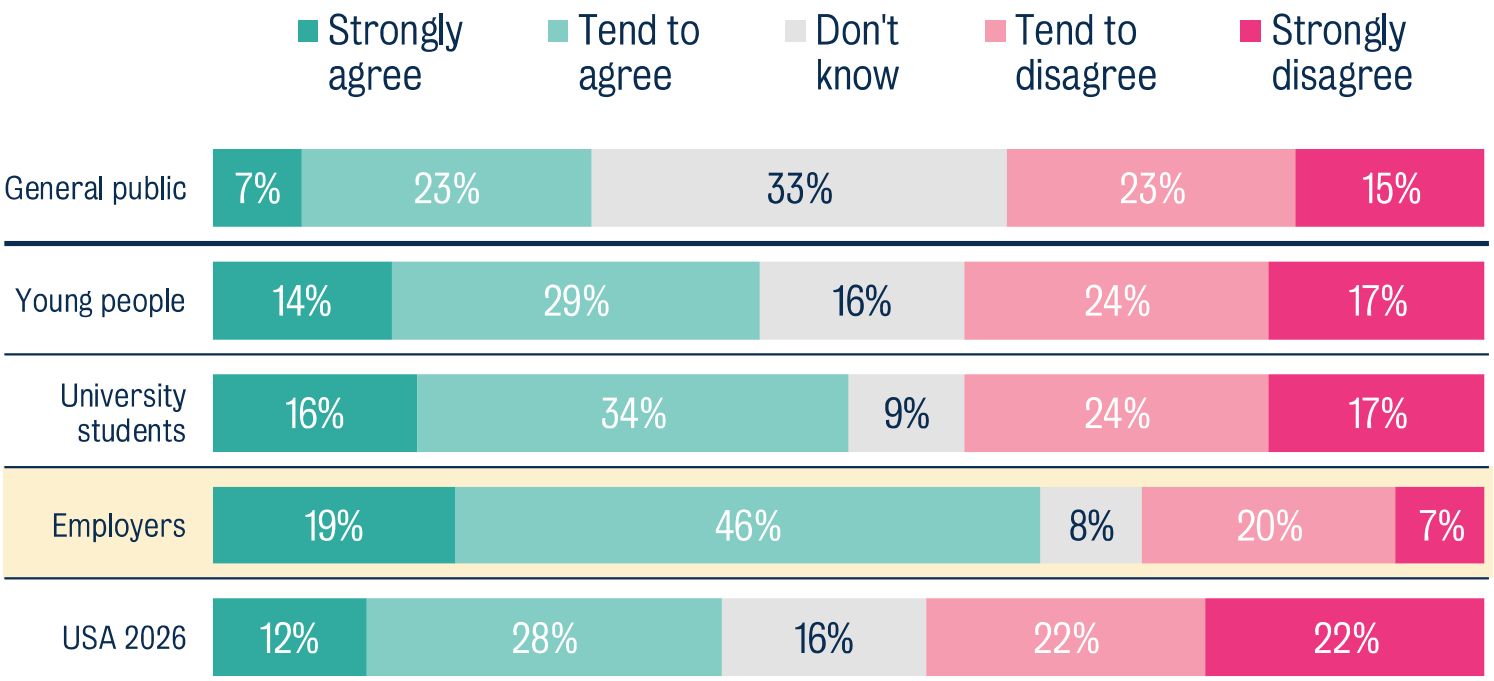
Majorities across all groups agree that increased AI use will lead to more income inequality and a more polarised society – ranging from 51% of the general public to 60% of employers. In every group, those who agree outnumber those who disagree.

However, the picture among the general public is tempered by high levels of uncertainty – 28% say they don't know.

The US figure of 55% agreeing that AI will lead to more income inequality and a more polarised society is broadly in line with UK groups, though Americans who agree are more likely to do so strongly (27% vs 18% of the UK public).

Employers are far more optimistic than the public that AI will lead to more efficient use of natural resources, with two thirds (65%) saying so – over twice the proportion of the public (30%)

How much do you agree or disagree with the following statements?
Increased use of AI will lead to more efficient and sustainable use of natural resources



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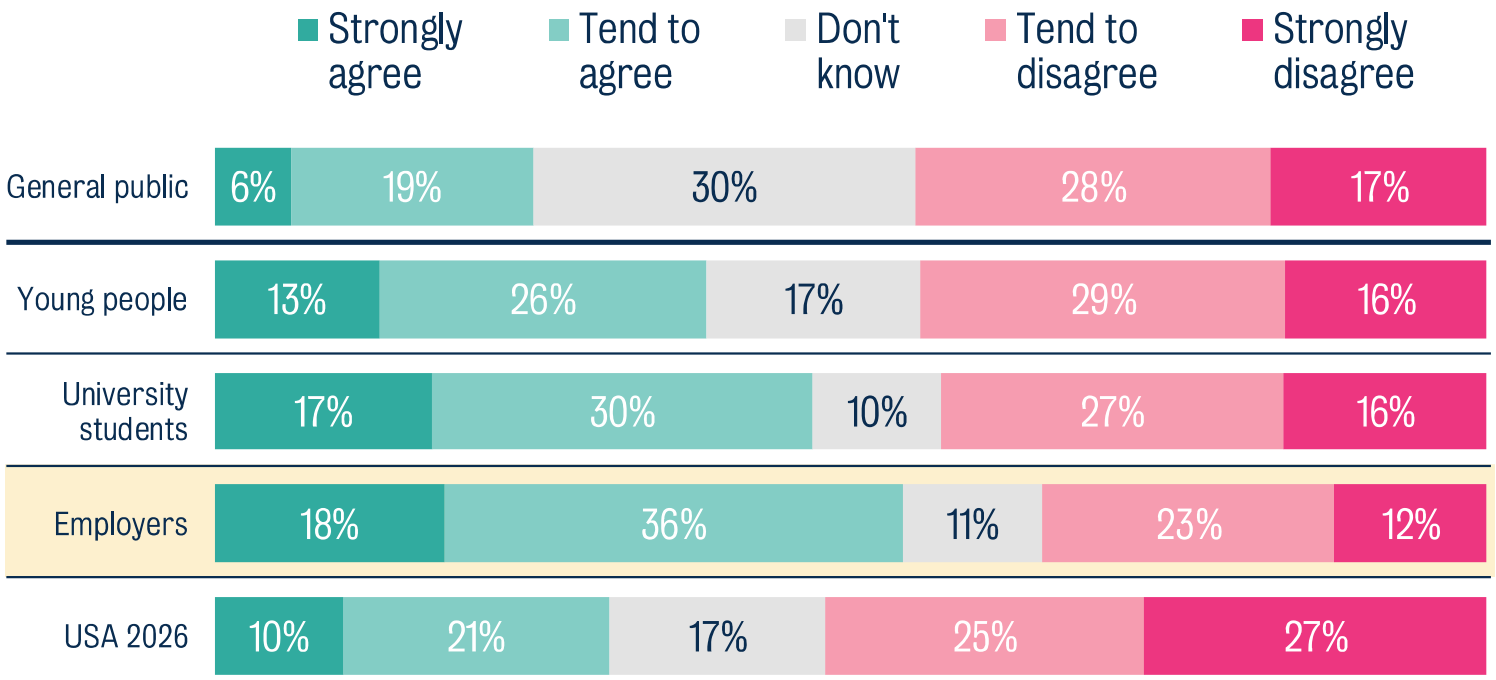
Just 30% of the UK general public believe AI will lead to more efficient and sustainable use of natural resources – ten points below their US counterparts (40%) and the lowest of any group surveyed.

The UK public are also twice as likely to say they don't know (33%) compared to those in the US (16%).

The public are almost twice as likely to disagree (45%) than agree (25%) that AI will lead to more diversity and inclusion in the workforce – employers (54%) and university students (47%) are the most optimistic

How much do you agree or disagree with the following statements?

Increased use of AI will lead to more diversity and inclusion in the workforce



General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026. Young people base: 1,002 GB adults aged 16-29 surveyed 16-27 April 2026. University students base: 1,000 GB respondents surveyed 16-29 April 2026. Employers: 506 UK businesses surveyed 20-29 April 2026. USA base: 1,085 adults surveyed 27-28 January 2026, Ipsos Consumer Tracker Wave 133

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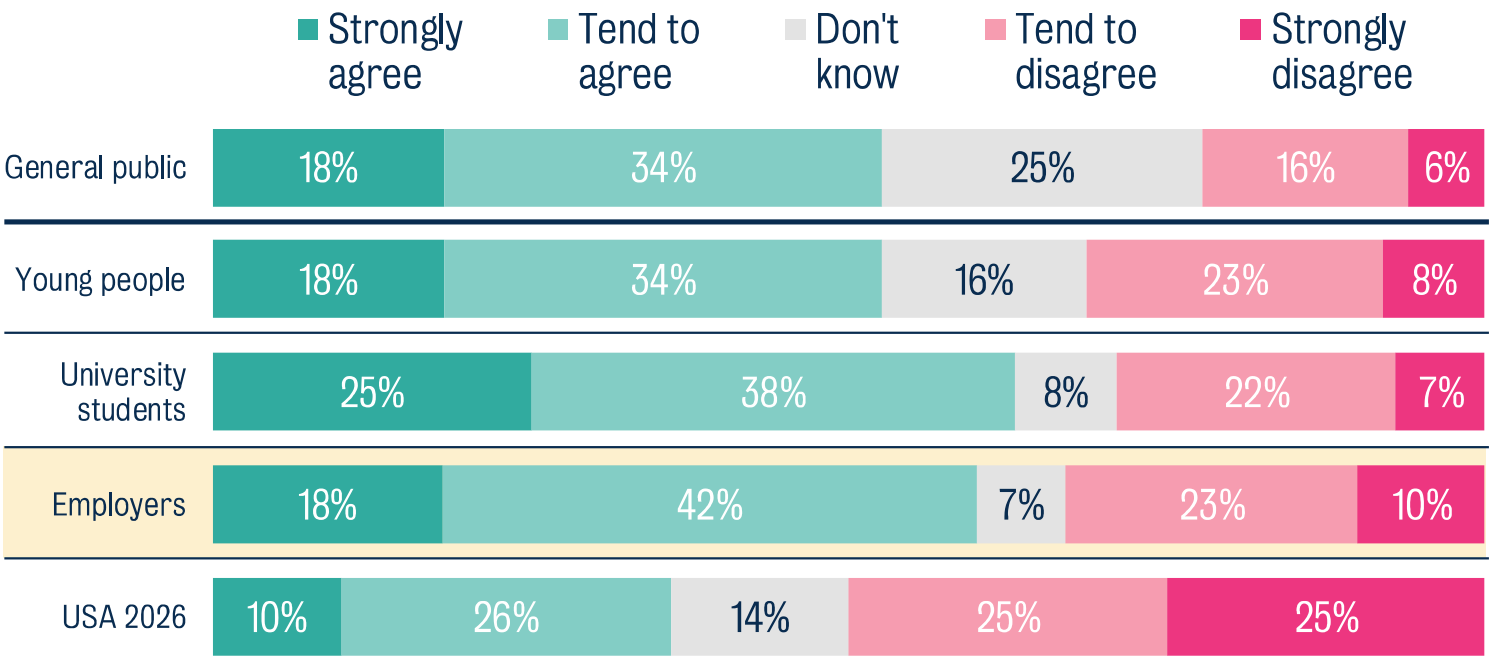
The general public are the most likely of any UK group to say AI will not lead to more diversity and inclusion in the workforce, with 45% disagreeing – almost twice the share who agree (25%). A further 30% say they don't know, again the highest level of uncertainty of any group.

Employers are the most positive, with a majority (54%) say it will lead to more diversity and inclusion, though even among this group a third (35%) disagree. University students are almost evenly split – 47% agree it will help and 43% disagree.

Americans are 7 percentage points more likely than their UK counterparts to say it will not help (52%).

Across all UK groups, a majority say AI will reduce transparency and accountability in corporate decision-making – with university students (63%) and employers (60%) the most likely to agree, and the UK more pessimistic than the US

How much do you agree or disagree with the following statements? **Increased use of AI will lead to less transparency and accountability in corporate decision-making**



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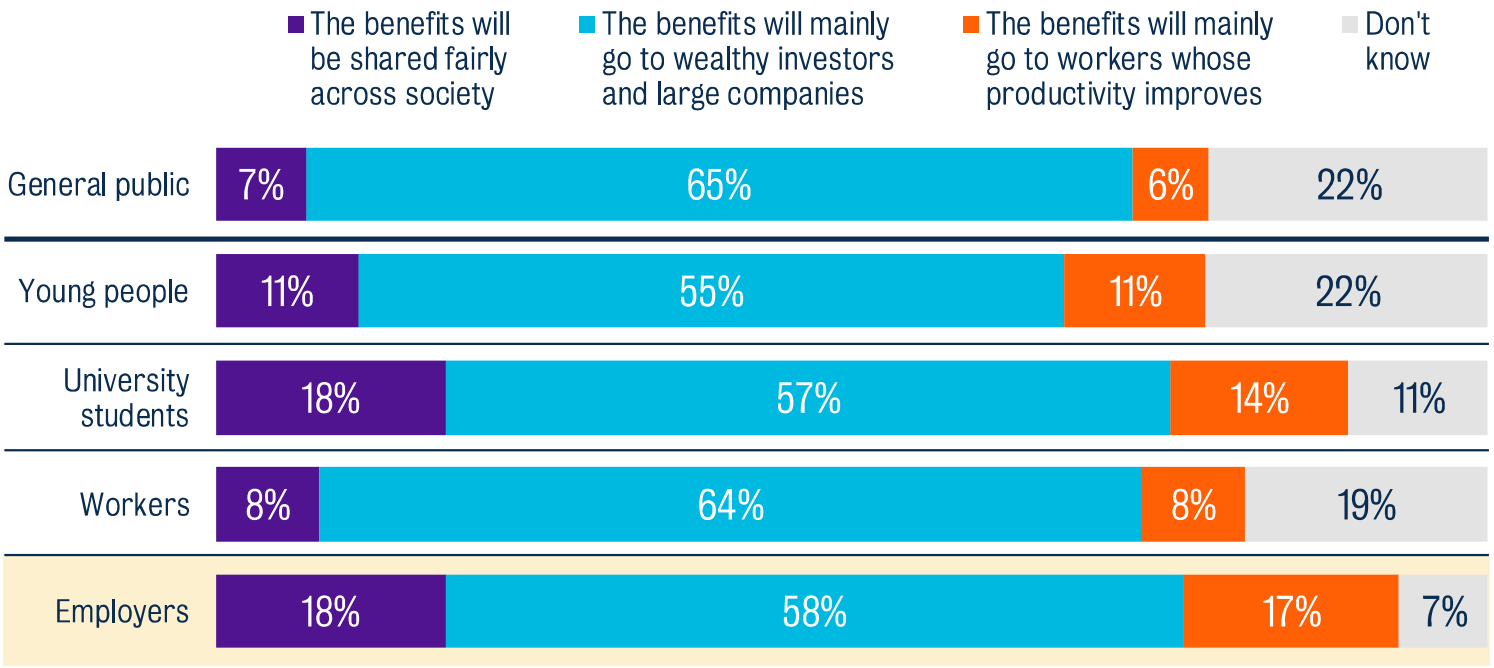
Majorities across all UK groups agree that AI will lead to less transparency and accountability in corporate decision-making, ranging from just over half of the general public (52%) and young people (52%) to 63% of university students. Notably, a majority of employers (60%) also say this, despite being broadly more positive about AI's impact across other measures.

The US divergence is striking. Just 36% of Americans agree, compared with majorities across all UK groups, and 50% disagree – more than double the rate of disagreement seen among the UK general public (22%).

Across all groups, around six in ten predict that AI's economic benefits will flow mainly to wealthy investors and large companies – just 7% of the public overall think the benefits will be shared fairly

Thinking about the economic benefits that artificial intelligence (AI) is expected to generate, which is closest to your view?



General public and workers base: 2,000 UK respondents (1,215 workers) aged 16+ surveyed 16-22 April 2026.
Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Employers: 506 UK businesses surveyed 20-29 April 2026.

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There is broad consensus across all groups that AI's economic benefits will flow mainly to wealthy investors and large companies, ranging from 55% of young people to 65% of the general public.

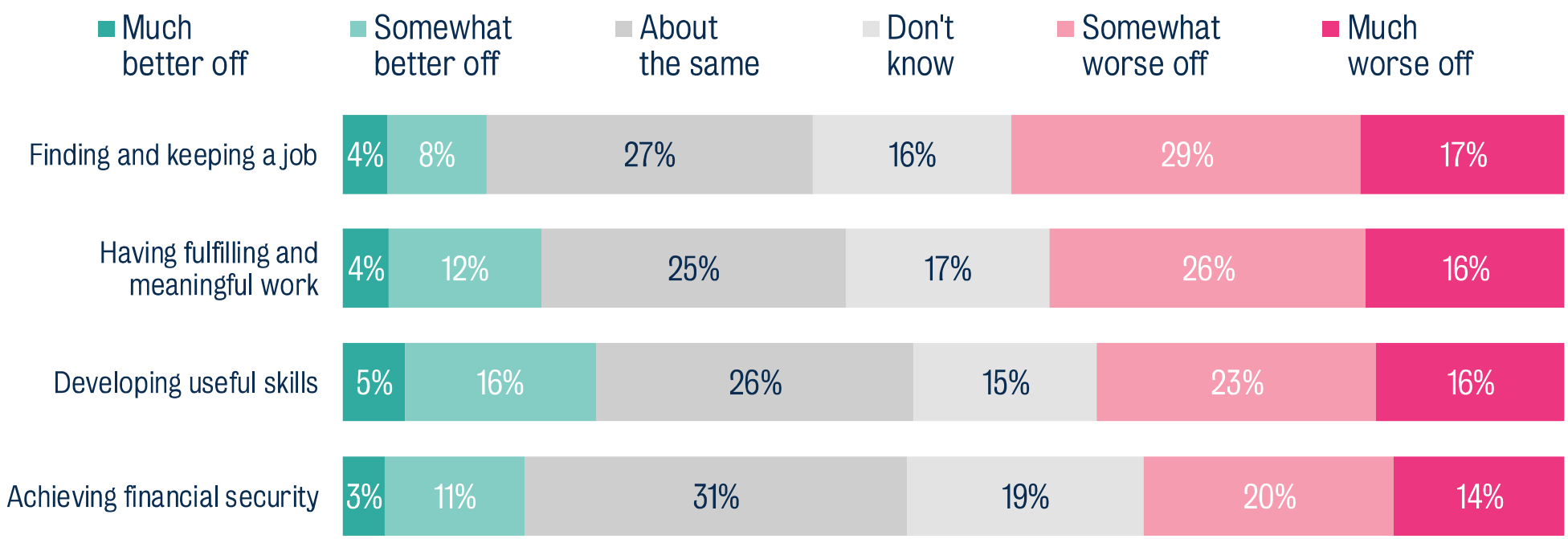
Just 7% of the public think the benefits will be shared fairly across society – the lowest of any group.

Employers and university students are the most likely to believe benefits will be shared fairly across socity (18% each).

Employers are also the most likely to think benefits will go to workers whose productivity improves (17%) – more than double the share of the general public (6%) and workers themselves (8%).

The general public are more likely to say AI will leave young people worse off than their parents' generation than better off – with finding keeping a job and having fulfilling meaningful work the areas of greatest concern…

Thinking about young people today, do you think artificial intelligence (AI) will make them better or worse off than their parents' generation in the following areas, or will they be about the same?



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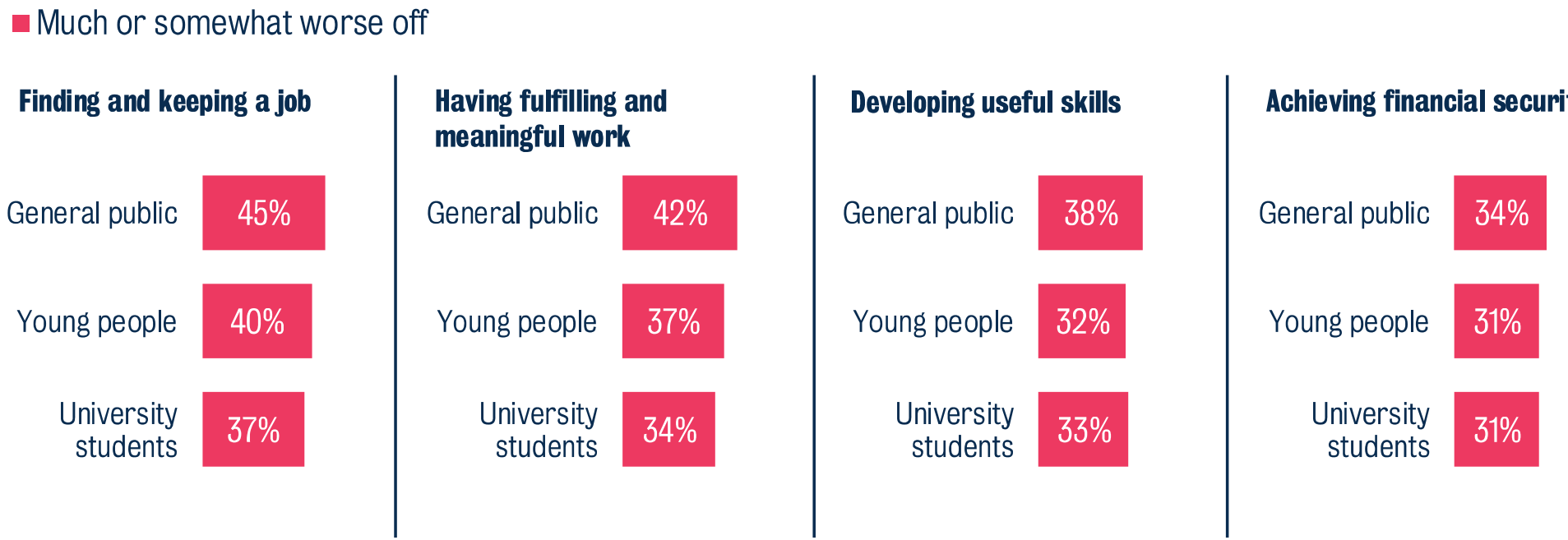
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.

… though university students and young people are slightly less negative than the general public across all four measures

Thinking about young people today, do you think artificial intelligence (AI) will make them better or worse off than their parents' generation in the following areas, or will they be about the same?



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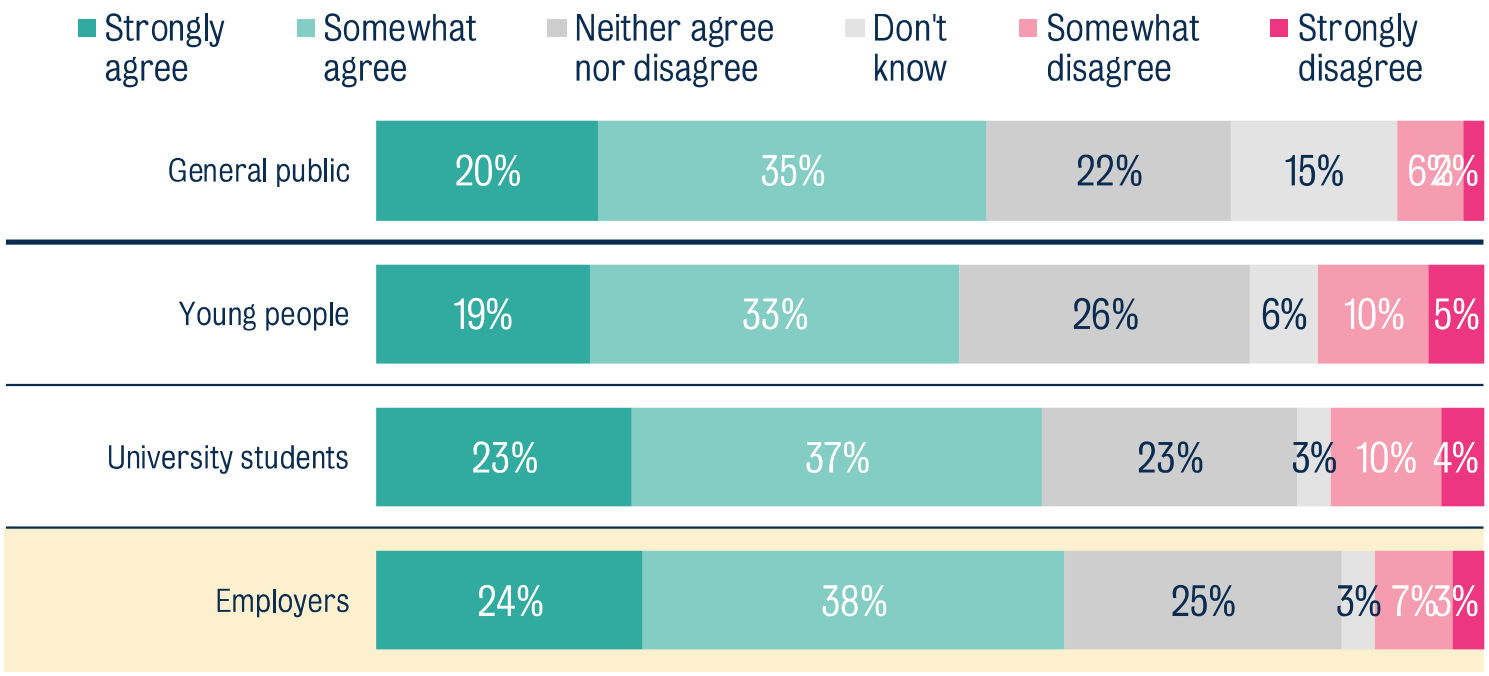
General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.

Majorities across all groups agree that AI will make the job market tougher for current students by the time they graduate – and three in five (60%) of university students feel this way

By the time current university students graduate, AI will have made the job market much tougher for them



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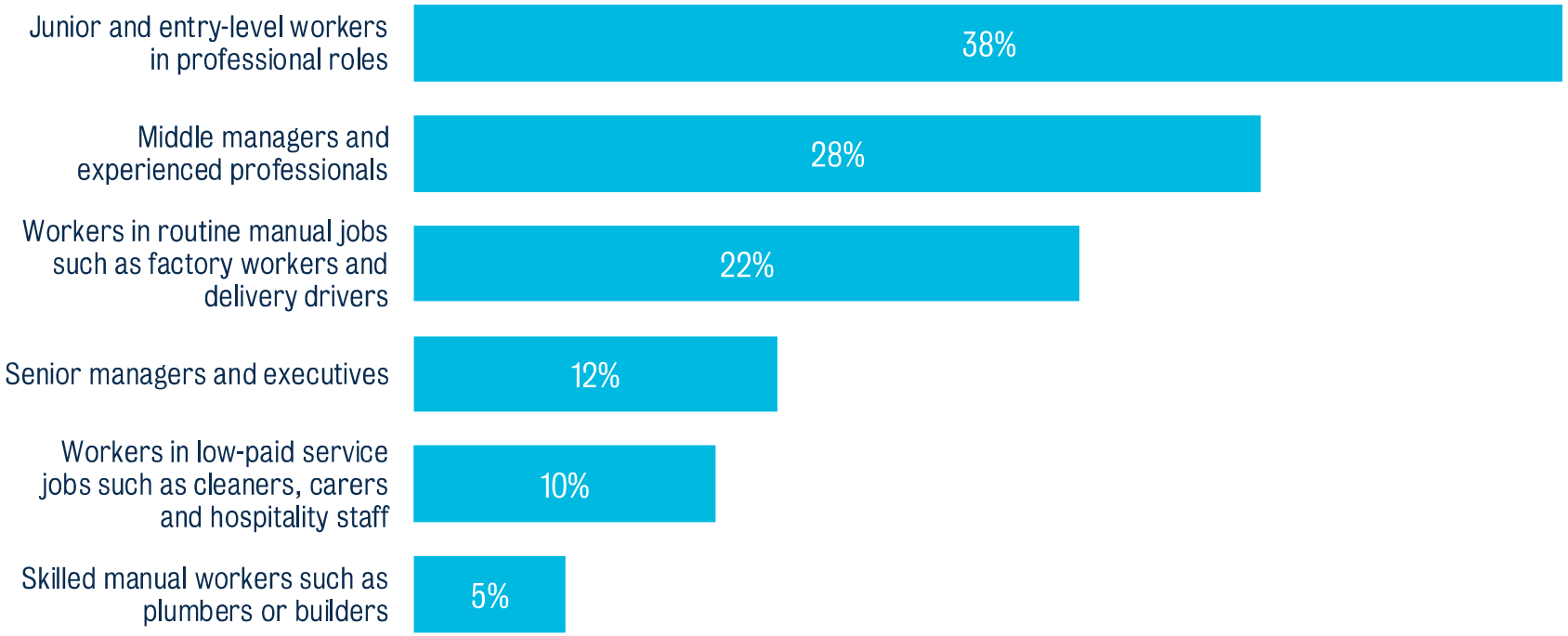
Agreement is broadly consistent across all groups, ranging from 52% of young people to 62% of employers. Notably, employers are the most likely to agree – and among the least likely to disagree (10%).

University students themselves are only slightly less concerned than employers, with 60% agreeing and 14% disagreeing.

Between roughly a quarter and third of each group say neither agree nor disagree or don't know, indicating that even among those closest to the issue, a significant share remain uncertain about AI's ultimate impact on graduate employment prospects.

Two in five (38%) say junior and entry-level workers in professional roles are most at risk from AI – more than three times as many as those who say the same of senior managers and executives (12%)

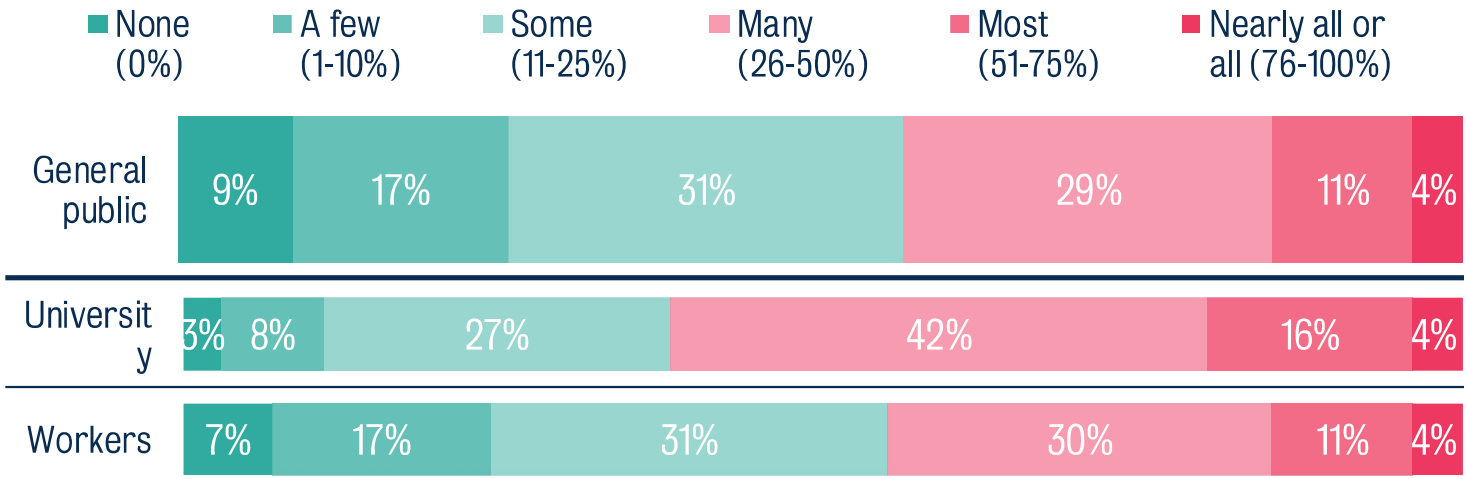
Thinking about the impact of artificial intelligence (AI) on jobs, which of the following groups of workers do you think are most at risk?



Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.

A majority (62%) of university students expect over a quarter of entry-level roles to be replaced by AI in the next three years – but less than half that proportion of employers (26%) share this view

What proportion of entry-level roles do you expect to be replaced by AI over the next three years? By entry level we mean a junior-level position requiring little to no prior professional experience, designed for beginners, recent graduates, or career changers to enter a specific industry or company.



What proportion of entry-level roles **in your organisation** do you expect to be replaced by AI over the next three years?

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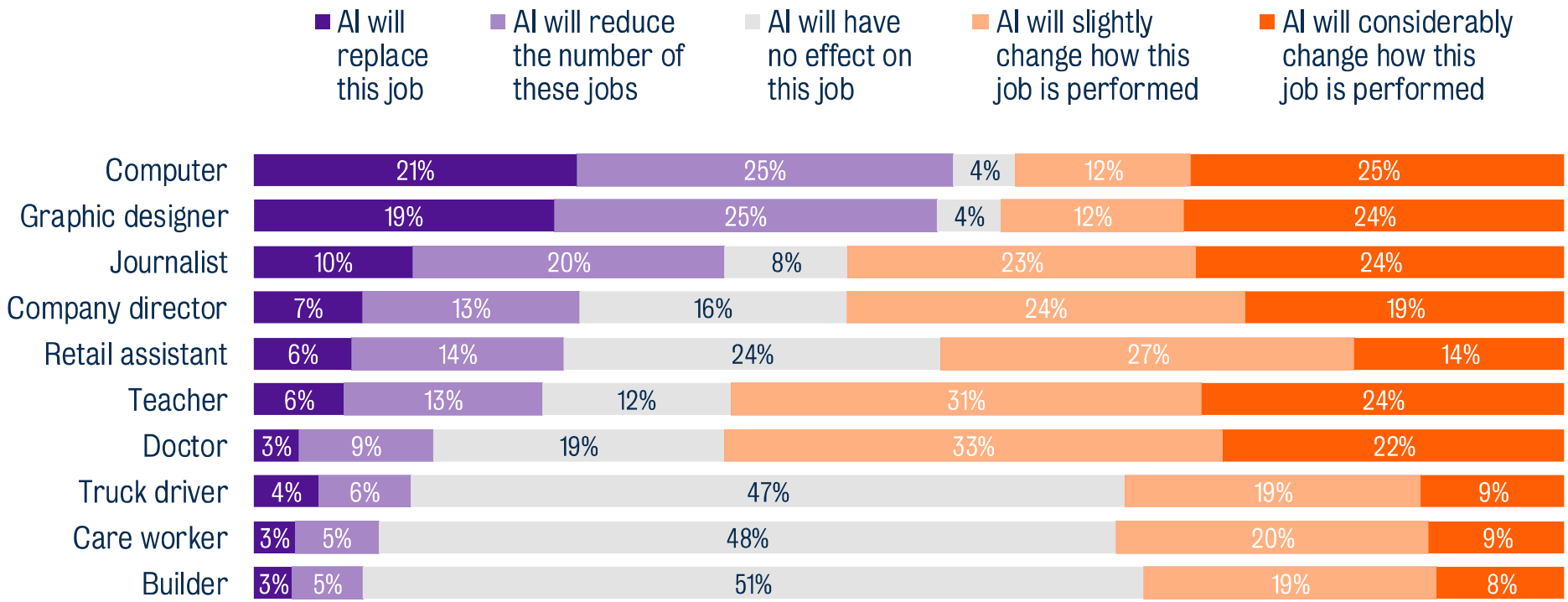
General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026.
Employers: 506 UK businesses surveyed 20-29 April 2026

The general public and workers hold similar expectations, with 44% and 45% respectively predicting at least a quarter of entry-level roles will be replaced by AI in the next three years. University students are notably more pessimistic at 62%, and one in five (20%) saying over half of entry-level jobs will disappear due to AI in the next three years – the highest of any group to have this outlook.

Employers take a considerably less pessimistic view of their own organisations, with just 26% expecting at least a quarter of entry-level roles to be replaced – though it should be noted they were asked about their own organisation rather than entry-level roles more broadly.

Almost half think AI will replace or reduce the number of computer programmers (46%) and graphic designers (44%) – and a majority (55%) say AI will change how teachers and doctors do their jobs

How do you think artificial intelligence (AI) will affect the following jobs, if at all?



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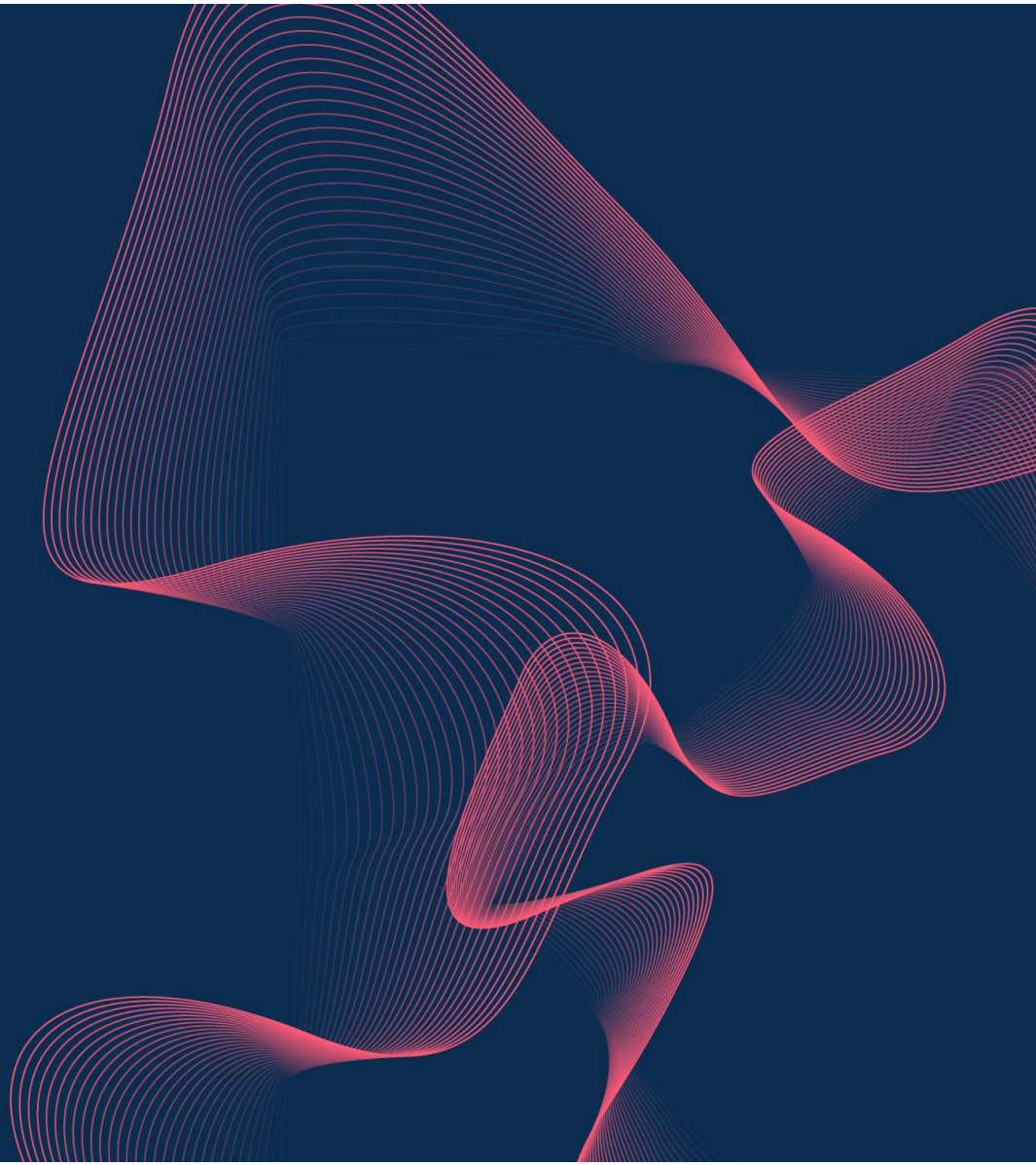
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.

2.2 People are somewhat less concerned about the impact on *their own* job or business

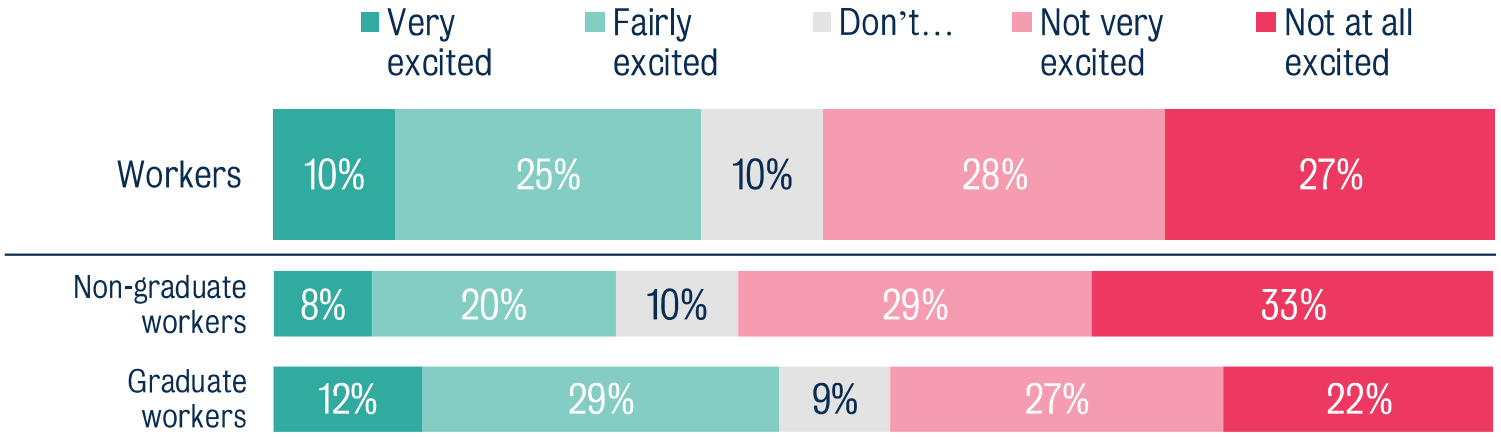
Despite these significant fears for the general impact of AI, there is also some excitement: 35% of workers are excited about their job becoming more interesting and nearly half of young people are excited about new job opportunities.

And while six in 10 are worried about general job losses from AI, four in 10 are worried about their own job being at risk, with 16% very worried.

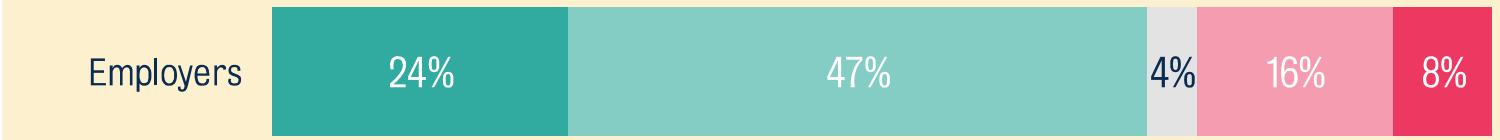


Most (71%) employers are excited about AI making jobs easier and more interesting – double the proportion of workers who have this sense of excitement in relation to their own jobs (35%)

To what extent, if at all, do you feel excited about the following? **Your own job becoming easier or more interesting as a result of AI**



To what extent, if at all, do you feel excited about the following? **Jobs in your own organisation becoming easier or more interesting as a result of AI**



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Base: 1,215 UK workers (Non-graduate workers = 457, Graduate workers = 740), aged 16+, surveyed 16-22 April 2026
Employers base: 506 UK businesses surveyed 20-29 April 2026

A majority of workers (55%) say they're NOT excited about AI making their job easier or more interesting, compared with 35 per cent who are.

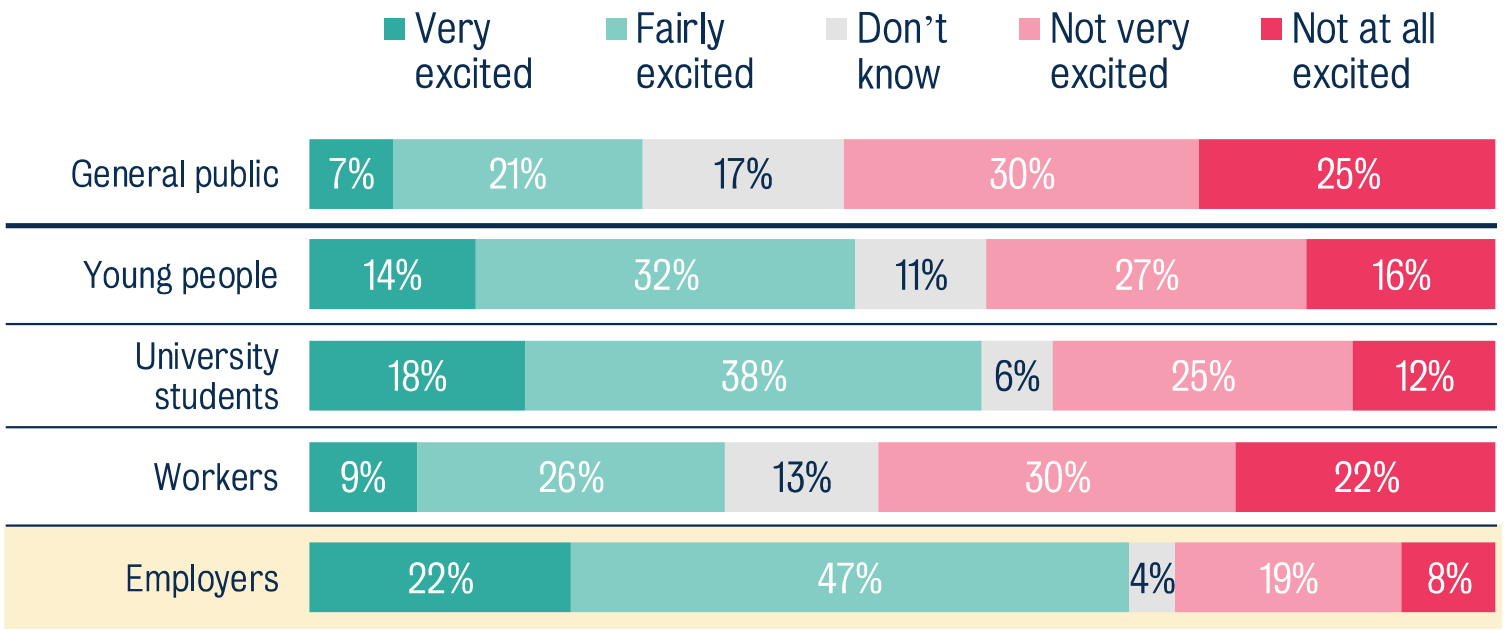
Employers are far more positive, with 69 per cent saying that they're excited about the impact of AI on making jobs in their organisation easier or more interesting.

There is an education gap amongst workers. The share of people who feel excited about this impact of AI on their jobs rises to 41 per cent for graduate workers*, but is only 28 per cent amongst non-graduate workers.

*Graduates are here defined as anyone with a higher education qualification Level 4 or above

69% of employers are excited about new job opportunities opening up as a result of AI, as are most students (56%). However, only 35% of workers and 28% of the overall public feel the same

To what extent, if at all, do you feel excited about the following? **New job opportunities opening up as a result of AI**



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Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026.
Employers base: 506 UK businesses surveyed 20-29 April 2026

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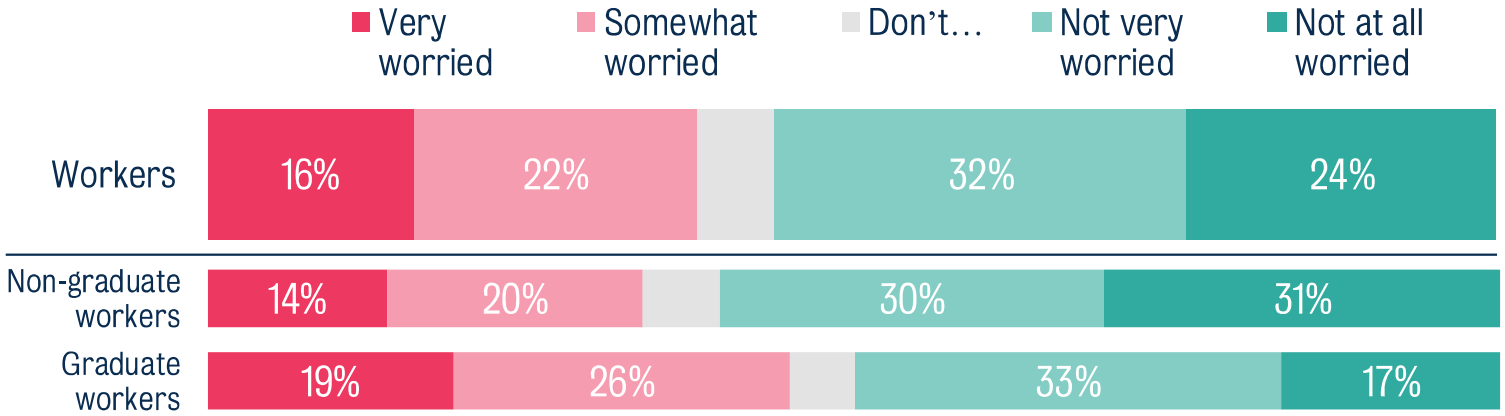
At a population level, only 28 per cent are excited about new job opportunities opening up as a result of AI, compared with 55 per cent who are not.

Excitement rises slightly to 35% amongst workers, and rises further amongst young people aged 16 to people (46%). Amongst university students, the majority are excited about this outcome (56%).

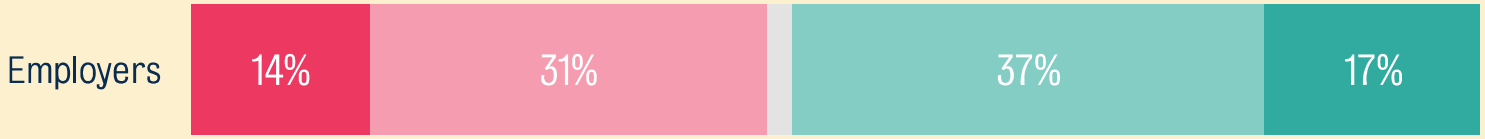
Still, this is lower than the share of employers who are excited about the prospect of new job opportunities resulting from AI (69%).

Most workers are not worried about AI replacing their job (55%); most employers (54%) also aren't worried about job losses – but one in 5 graduate workers are *very* worried

How worried, if at all, are you about the following impacts of artificial intelligence (AI)? **Your own job being replaced by AI**



To what extent, if at all, do you feel worried about the following? **Jobs in your own organisation being replaced by AI**



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Base: 1,215 UK workers (Non-graduate workers = 457, Graduate workers = 740), aged 16+, surveyed 16-22 April 2026
Employers base: 506 UK businesses surveyed 20-29 April 2026

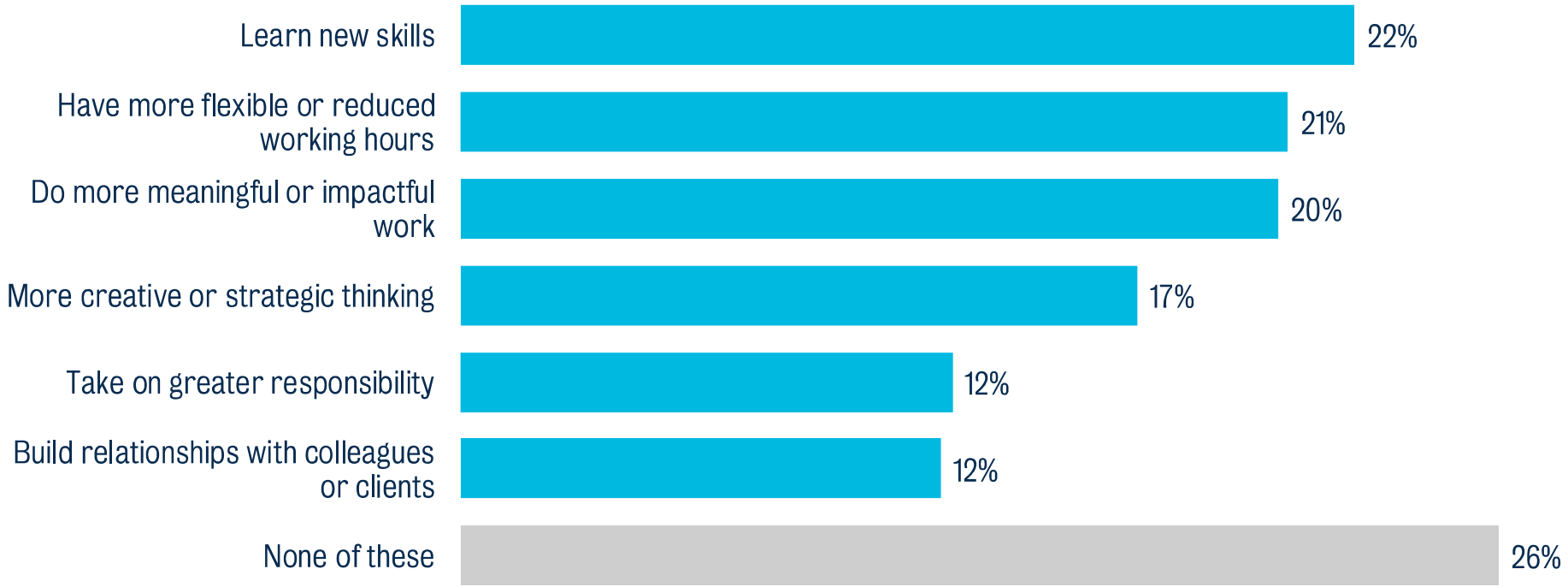
Most workers are either not very or not at all worried about their job being replaced by AI (55%). However, this leaves 38 per cent who are worried, including 16 per cent who are very worried.

Workers with a higher education (45%) are more likely than those without (34%) to say that they are worried.

Employers are also very split about how worried they are about jobs in their own organisation being replaced by AI. 54% they're not very or not at all worried, compared with 45% who are somewhat or very worried.

Three-quarters (74%) of workers say that AI taking over the routine parts of their job would allow them to do other valuable things, such as learn new skills, do more meaningful tasks, and work more flexibly – although a quarter expect none of these benefits

If artificial intelligence (AI) took over the routine parts of your job, which, if any, of the following do you think it would allow you to start or do more of?



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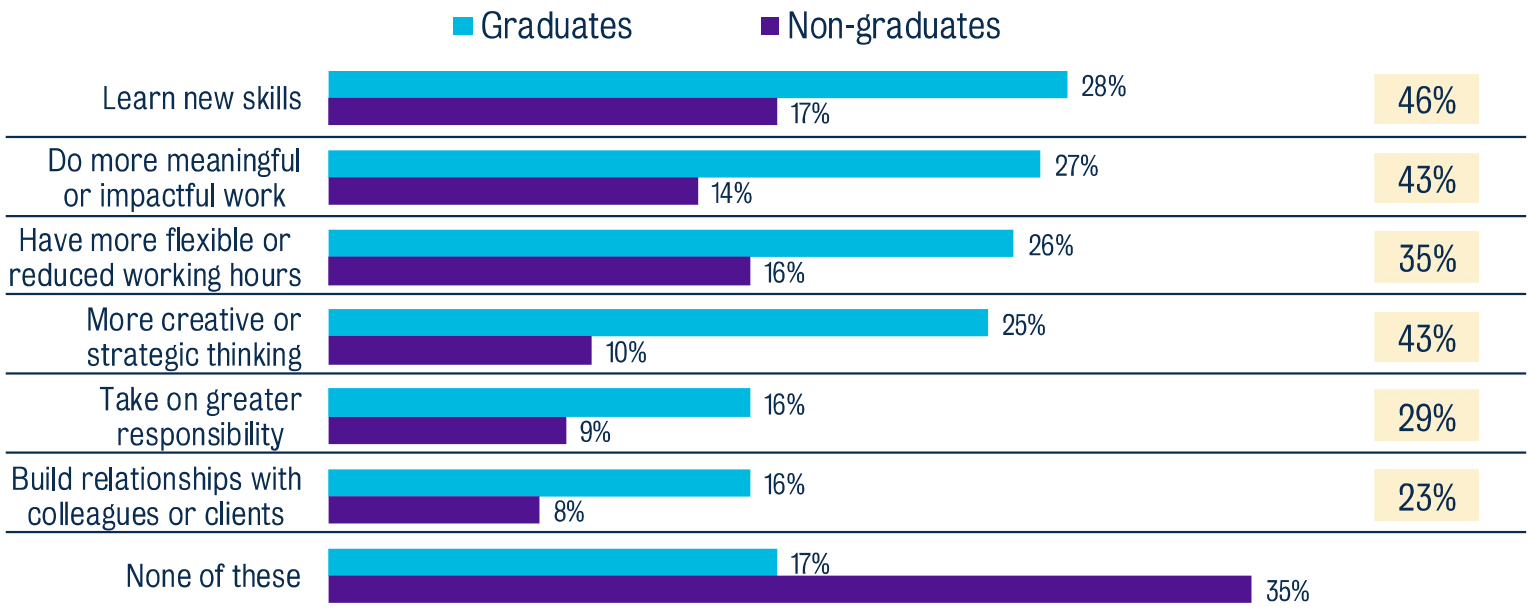
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.

Employers are far more optimistic than workers about what AI taking over routine tasks would free employees up to do – and graduates are consistently more optimistic than non-graduates

Asked to workers. If artificial intelligence (AI) took over the routine parts of your job, which, if any, of the following do you think it would allow you to start or do more of?

Asked to employers. If artificial intelligence (AI) took over the routine parts of your employees' jobs, which, if any, of the following do you think it would allow them to start or do more of?



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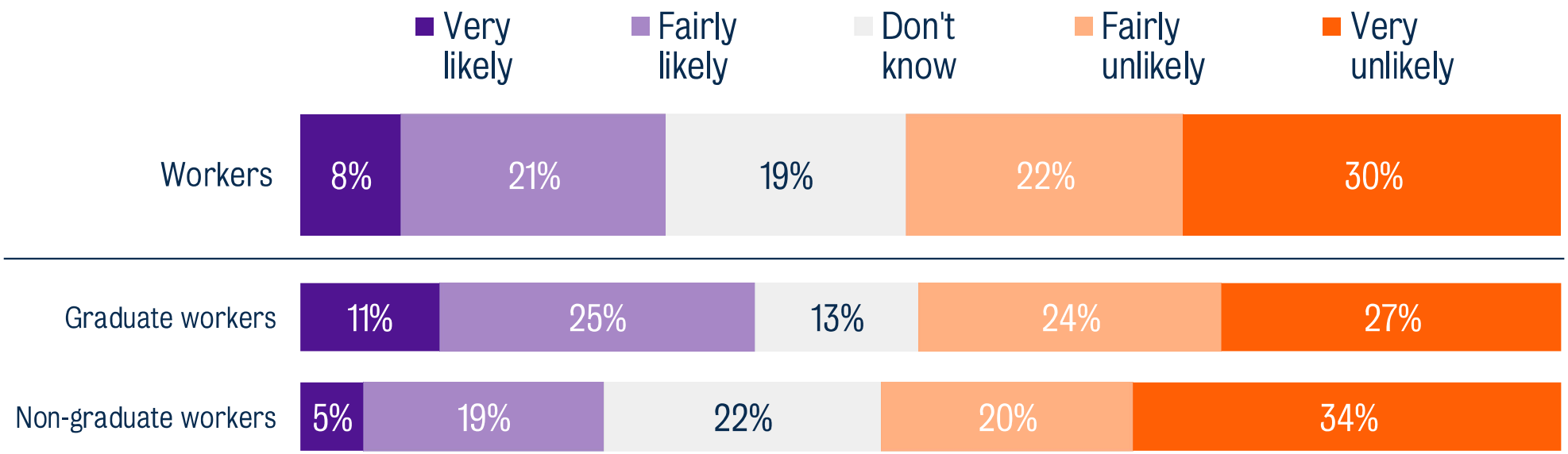
Base: 740 graduates, 457 non-graduates UK respondents aged 16+ surveyed 16-22 April 2026.
Employers base: 506 UK businesses surveyed 20-29 April 2026

Employers are considerably more optimistic than workers about what AI freeing up routine tasks would enable, with around four in ten or more believing it would allow employees to learn new skills (46%), do more meaningful work (43%) or think more creatively (43%) – roughly double the proportion of graduate workers who feel the same (28%, 27%, 25% respectively).

Among workers, graduates are more optimistic than non-graduates across every measure, and 35% of non-graduates say none of these opportunities would open up for them – double the share of graduates (17%).

Over half the workforce (52%) say they are unlikely to ever need to retrain due to AI – though graduate workers feel less secure, with a third (36%) saying it's likely they will have to, compared to a quarter of non-graduates (24%)

How likely do you think it is that you will need to retrain for another career, as a result of artificial intelligence (AI), in your lifetime?



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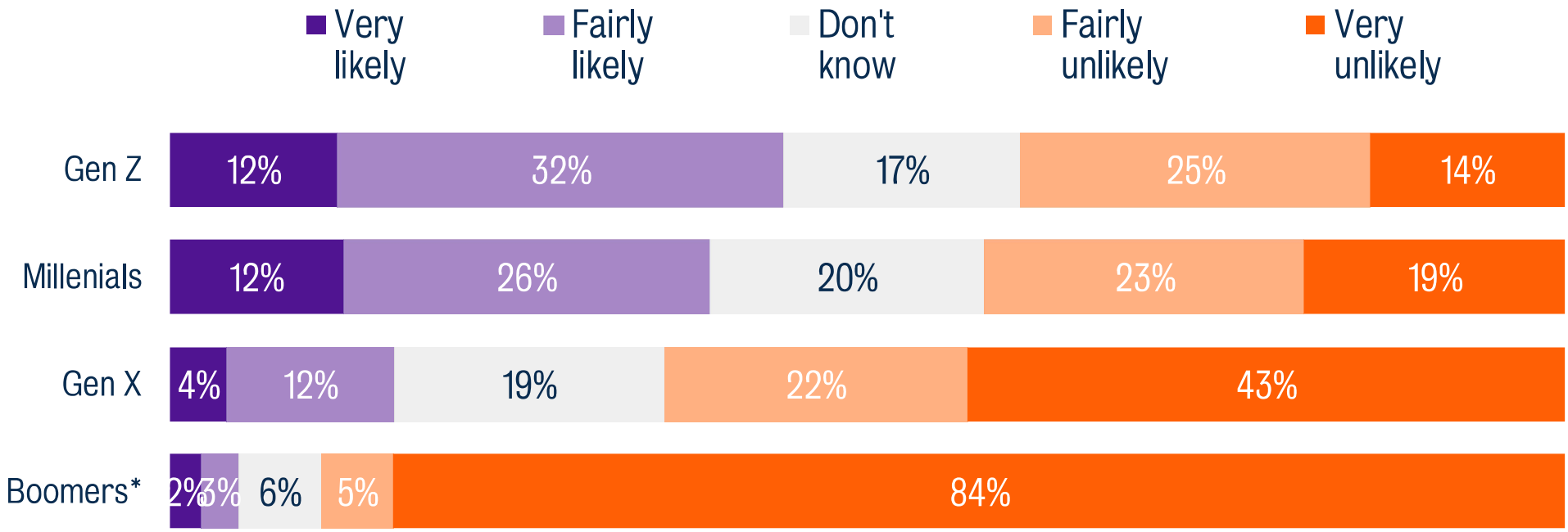
Base: 1,215 UK workers (Non-graduate workers = 457, Graduate workers = 740), aged 16+, surveyed 16-22 April 2026

…young workers are far more likely to think they will need to retrain because of AI – with 44% of Gen Z and 36% of Millennials saying it is likely

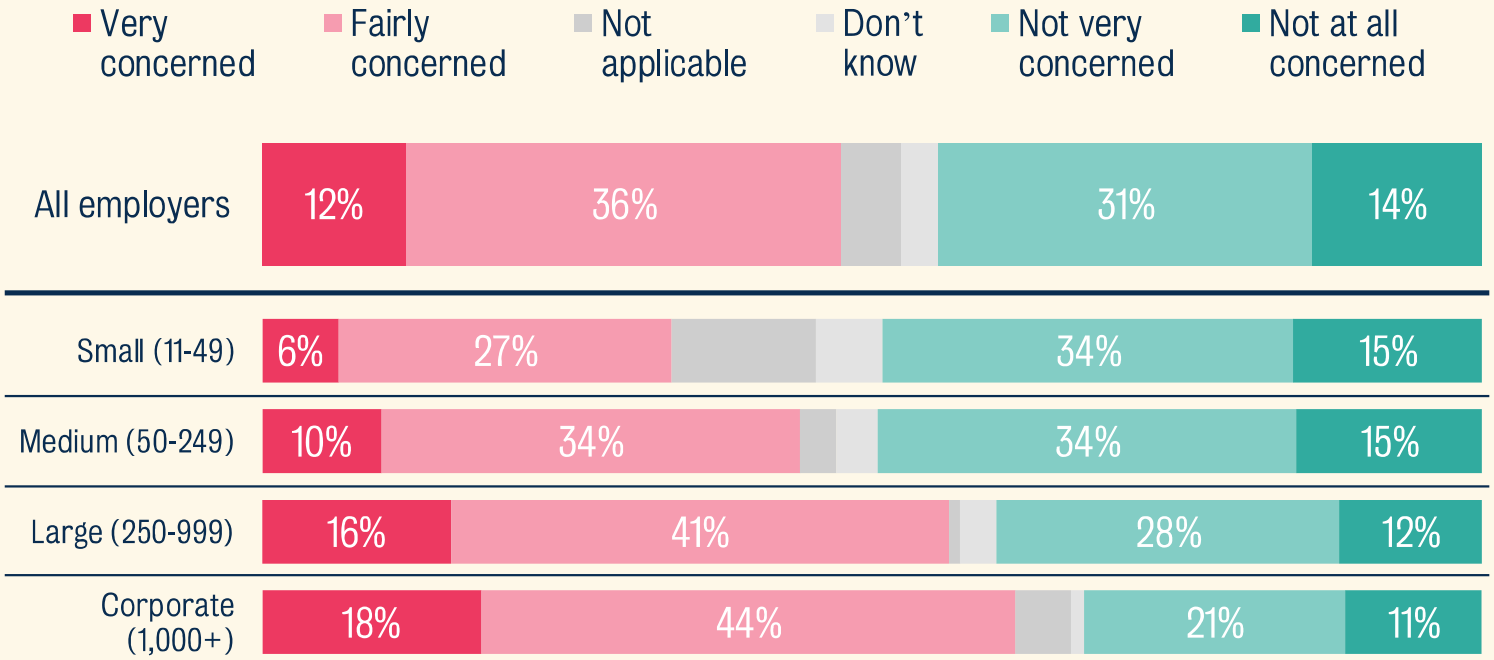
How likely do you think it is that you will need to retrain for another career, as a result of artificial intelligence (AI), in your lifetime?



Gen Z base: 643 GB workers aged 16-29 surveyed 16-27 April
Other generation bases: 910 UK workers (431 Millenials aged 30-44, 413 Gen Xers aged 45-64, 66 Boomers aged 65+) surveyed 16-22 Apri
*Note the small base size of 66 Boomer workers

Employers are split on whether losing junior roles to AI will threaten their ability to develop senior talent – with similar proportions who are (48%) and are not (44%) concerned

How concerned, if at all, are you about your organisation's ability to develop senior talent internally if artificial intelligence (AI) reduces the number of junior roles available?



Concern rises sharply with organisation size. Just 33% of small employers (10-49 staff) are concerned, compared with 62% of corporate employers (1,000+) – who are also the most likely to be *very* concerned (18%).

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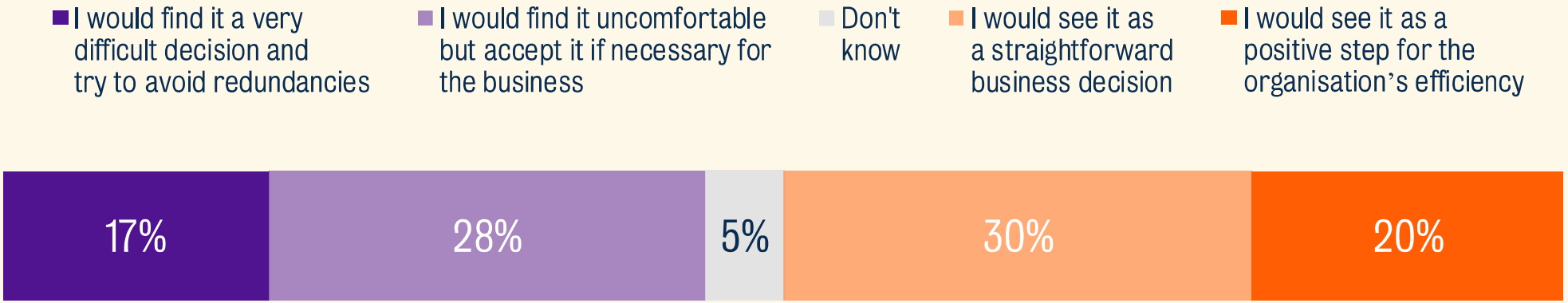
Employers base: 506 UK businesses (Small organisation = 110, Medium = 204, Large = 103, Corporate = 89) surveyed 20-29 April 2026

Half of employers (50%) say making staff redundant because of AI would be a straightforward or positive step – a higher proportion than those would find it difficult (17%) or uncomfortable (27%)

If adopting artificial intelligence (AI) tools meant your organisation needed fewer staff, which of the following best describes how you would approach that decision?



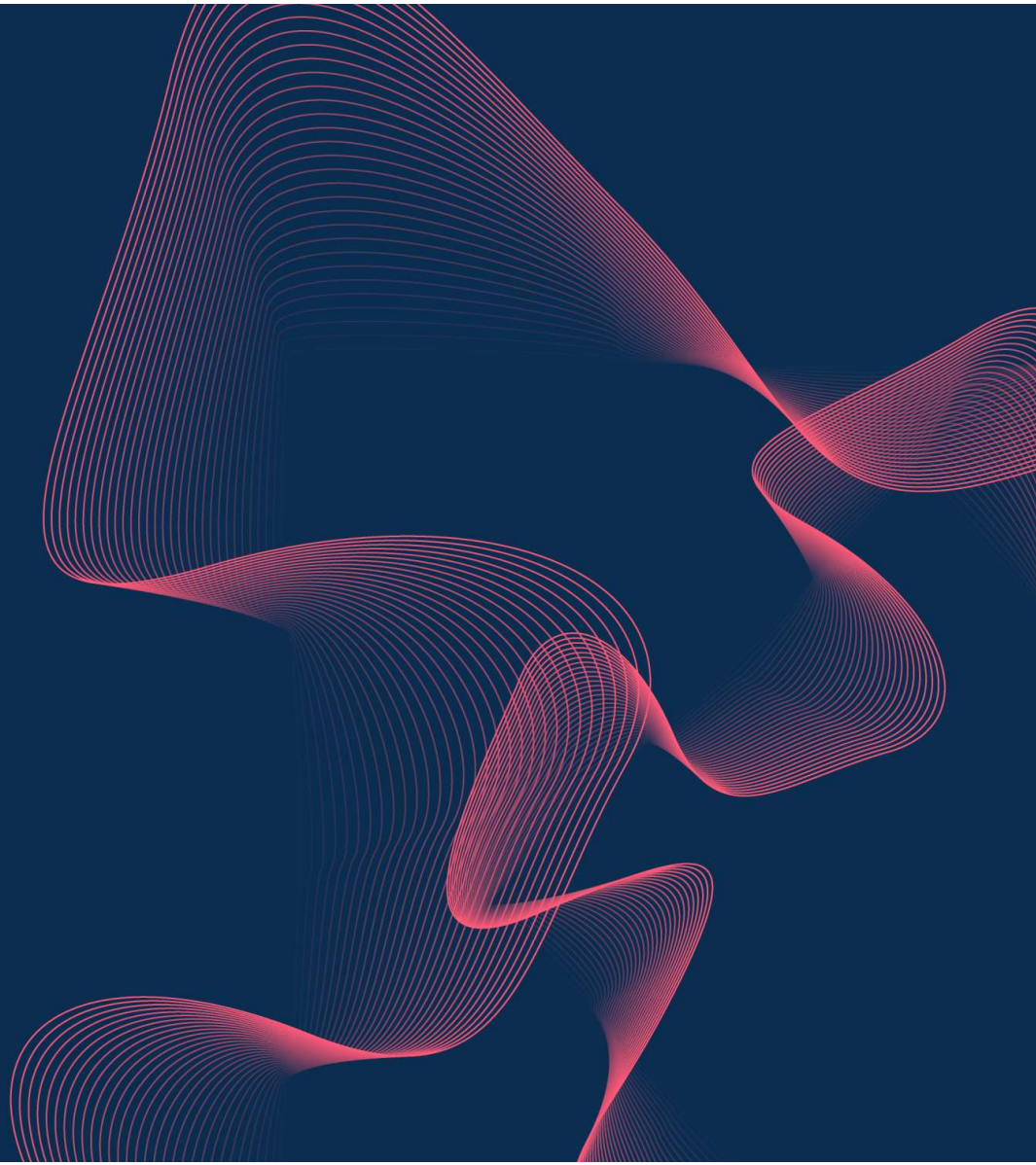
Employers base: 506 UK businesses surveyed 20-29 April 2026

Part 3: What has ALREADY changed as a result of AI?

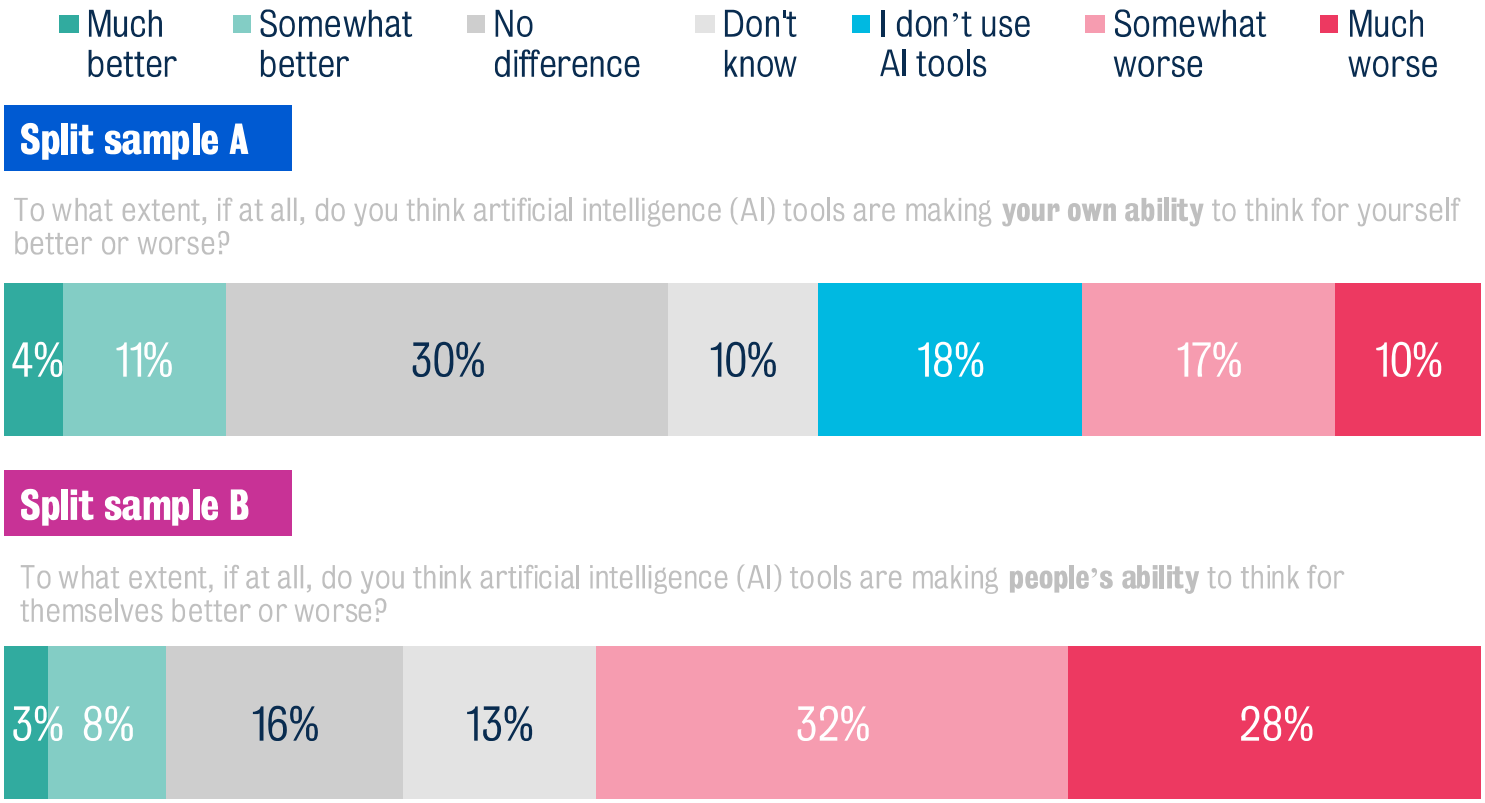
People are much more likely to think that *other people's* ability to think has been negatively affected by AI than their own ability.

Male university students stand out as being most positive about AI's impact on them, in contrast to female university students, who are the most negative.

People are more negative than positive about AI's impact on a range of skills, from creative and critical thinking to communication.



Three in five (60%) think AI tools are making people's ability to think for themselves worse, but only a quarter (27%) think this about themselves



Most people (60%) think that AI tools are making people's ability to think for themselves worse. However, fewer than half that amount (27%) think that about themselves.

Only a small minority of people think that AI is making people's (11%) or their own (15%) ability to think for themselves any better.

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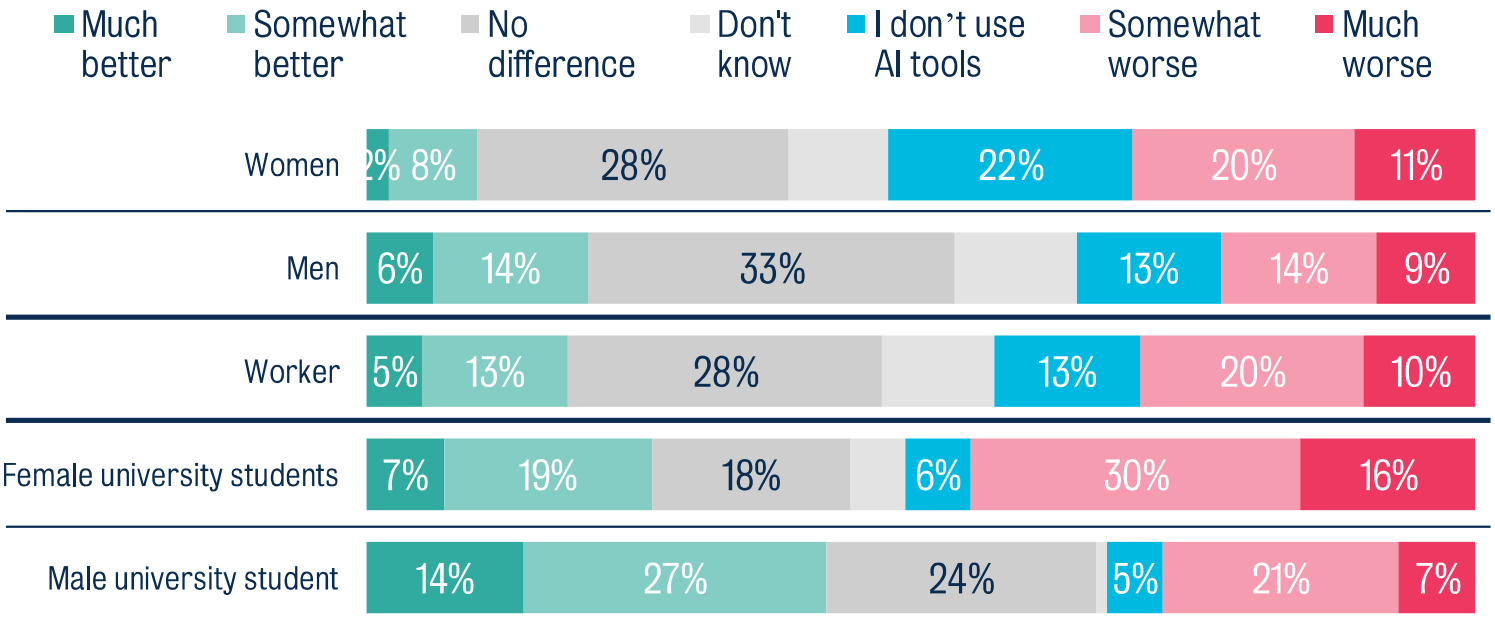
Base: split sample, 996 (A) and 1,004 (B) UK respondents aged 16+ surveyed 16-22 April 2026

Male university students are the most confident that AI is improving their ability to think for themselves (41%) – and female university students are most likely to think it's worsening (46%)

To what extent, if at all, do you think artificial intelligence (AI) tools are making *your own ability* to think for yourself better or worse?



Base: 2,000 UK respondents, including 1,215 workers, aged 16+ surveyed 16-22 April 2026.
1,000 GB university students surveyed 16-29 April 2026.

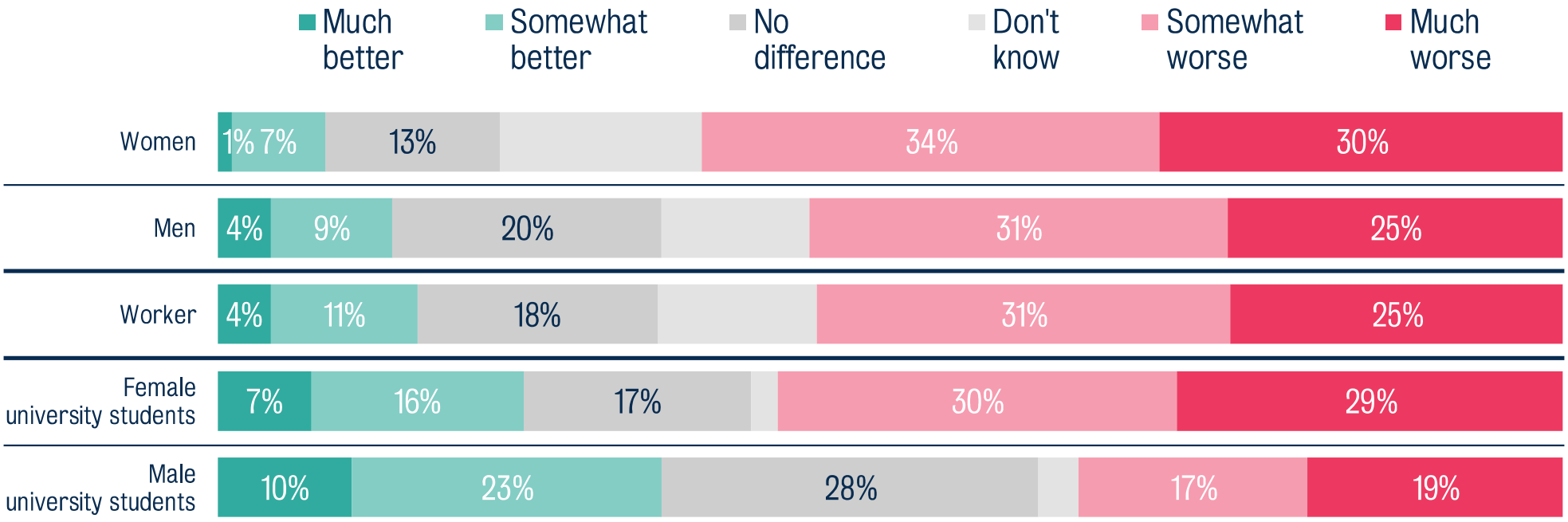
Students are the most likely group to use AI, with only around five to six per cent saying that they don't use AI tools. And it's students who have the strongest views on whether AI tools are making their ability to think for themselves better or worse.

Male university students are the only group who are more likely to say that using AI tools is making their ability to think for themselves better (41%) than worse (28%).

Female university students, although more likely than most other groups to say that AI is making their ability to think for themselves better (26%), are also the most likely to say that it's making them worse (46%).

...and views on AI's impact on *thinking in general* follow the same pattern – with women the most likely to say it is making people worse thinkers (64%) and male students most likely to say better (33%)

To what extent, if at all, do you think artificial intelligence (AI) tools are making *people's* ability to think for themselves better or worse?



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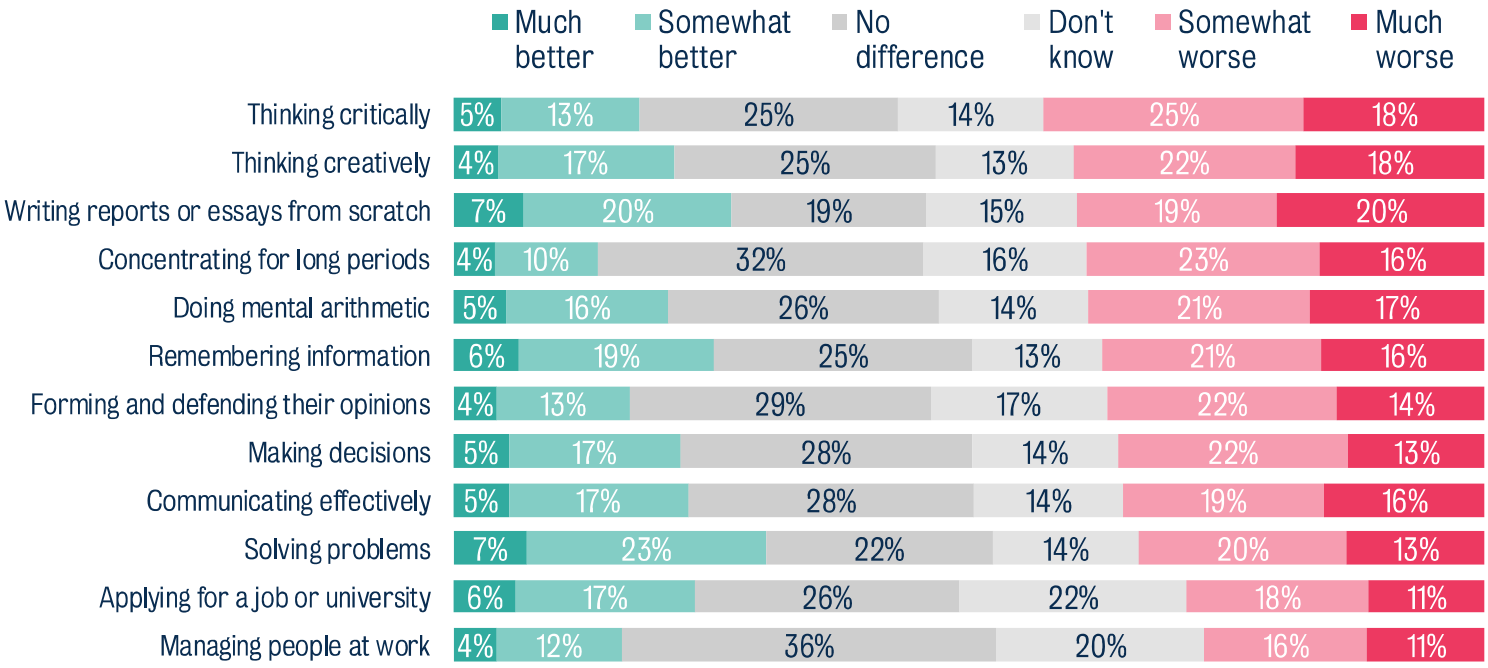
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
University student base: 1,000 GB university students surveyed 16-29 April 2026.
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026

More people say AI is making us worse at doing a range of tasks independently than say it's making us better or that it's making no difference – with critical and creative thinking the most affected

Split sample A

And do you think AI tools are making people better or worse at doing each of the following independently – that is, **without the help of AI**?



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Base: 996 UK respondents aged 16+ surveyed 16-22 April 2026.

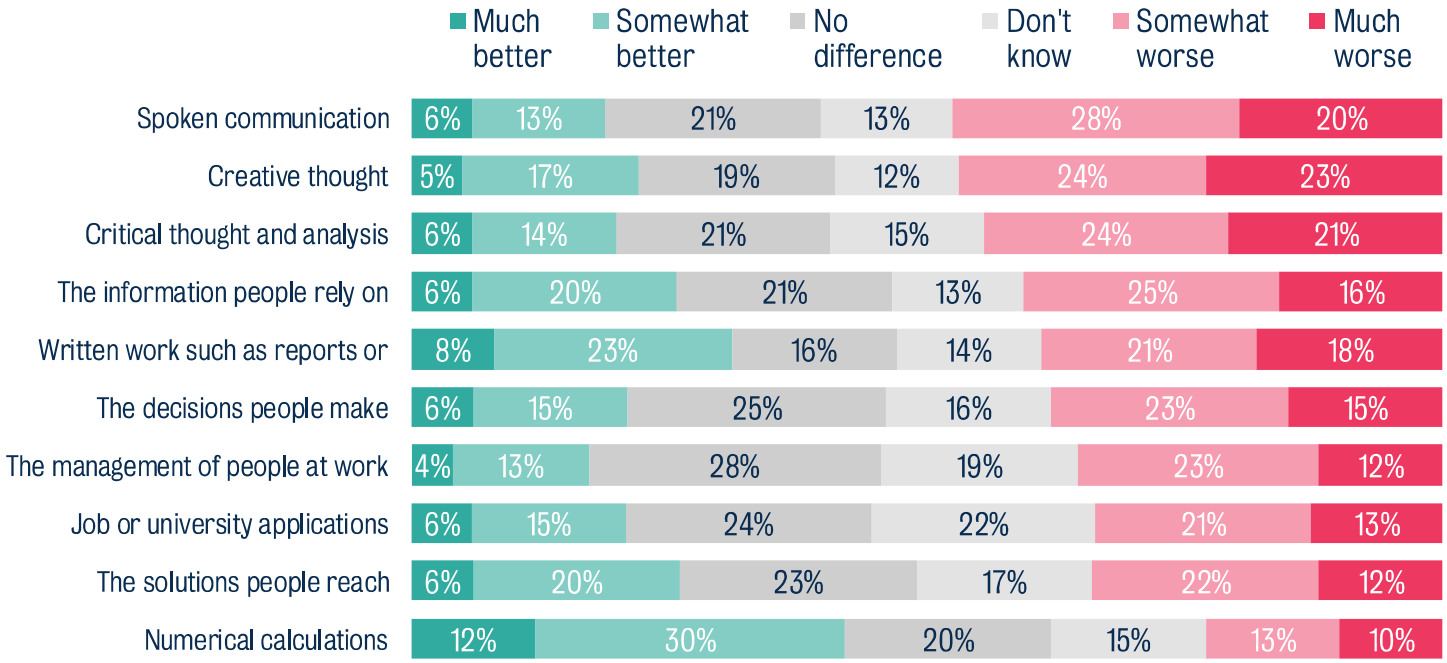
On a range of tasks, people are more likely to think AI is making us worse at doing them independently than making us better or it making no difference. Around four in 10 think this about critical (43%) and creative (40%) thinking. But on some tasks, opinion is more divided. For example, nearly as many say AI makes us better at solving problems (30%) as say it makes us worse (33%).

However, on all tasks, there are also large minorities saying that AI is making no difference to our ability to perform them independently, as well as some saying they don't know. So that there is no majority view about any task.

It's also the most common view that using AI makes the quality and accuracy of many types of work and decision worse, rather than making them better or it making no difference

Split sample B

And do you think AI tools are making each of the following better or worse – that is, the quality or accuracy of what people produce **with the help of AI**?



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Base: 1,004 UK respondents aged 16+ surveyed 16-22 April 2026.

Many also think that AI tools are making a variety of types of work and decision worse. This mainly applies to spoken communication (48%), creative thought, (47%) critical thought and analysis(45%), the information people rely on (41%), and written work (39%) – though in the case of written work, there is also a large minority (31%) who think that AI is making this better.

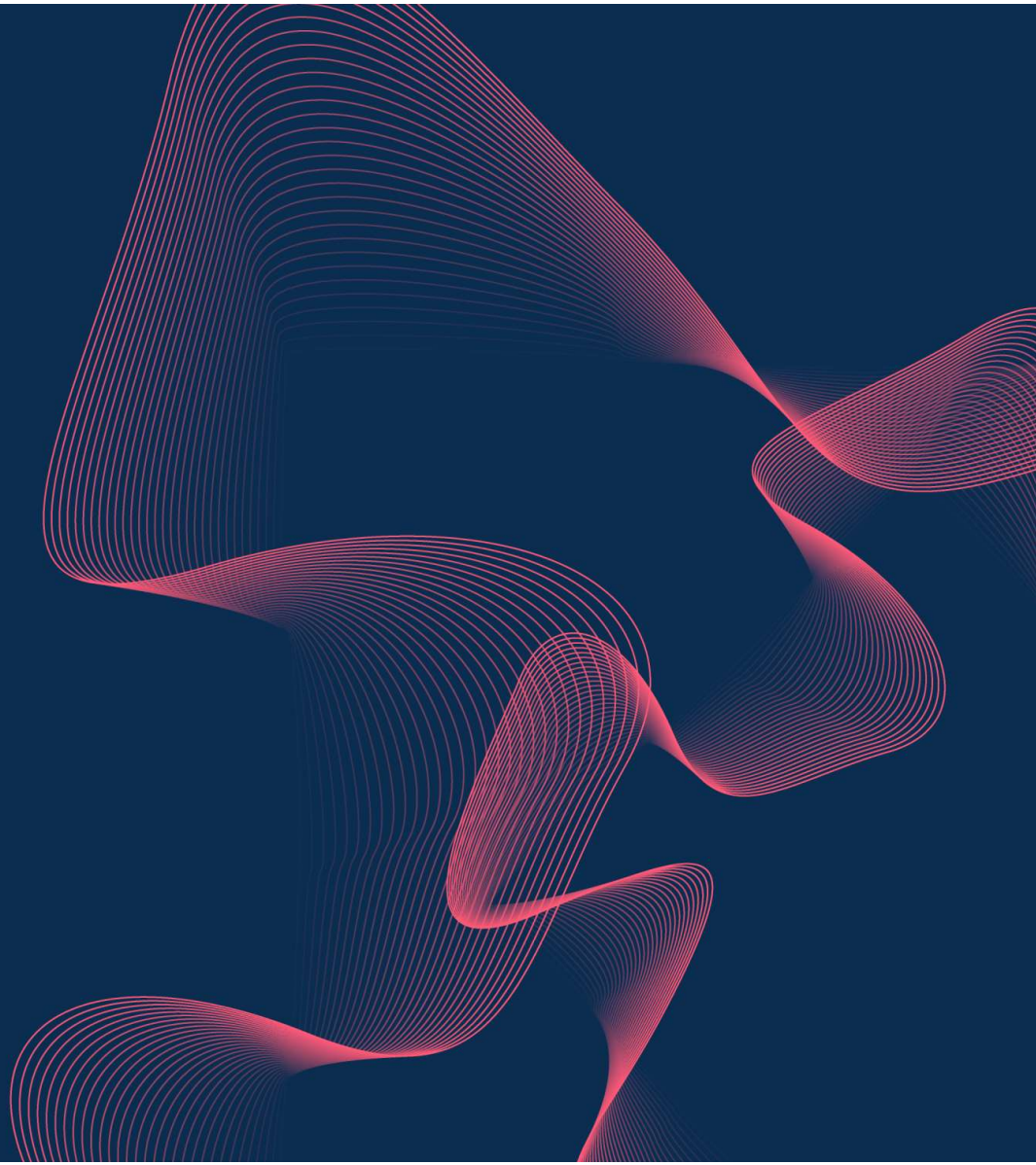
The exception is numerical calculations, which more think is performed better with AI (32%) than worse (23%).

Again, in most cases, a sizeable minority (normally around two to three in 10) think AI is making no difference to quality or accuracy.

3.1 Do we know what's already happened to jobs?

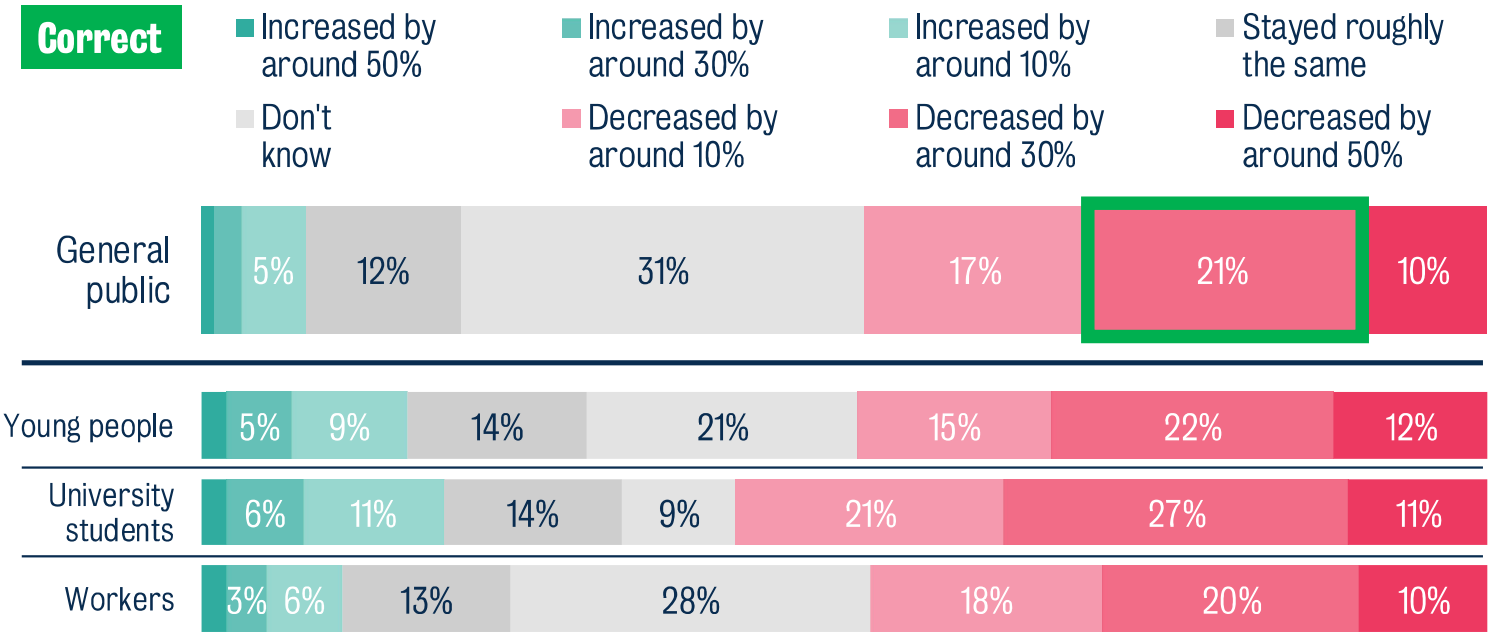
The public have a fairly accurate sense of recent declines in entry-level job vacancies. And they're also aligned with the government in seeing AI as only one cause of this decline.

However, people significantly underestimate, by about half, the share of UK jobs that are highly 'exposed' to AI – that is, the share of jobs that involve tasks that AI could perform or enhance.



Nearly half (48%) of the public say that the number of vacancies advertised for entry-level jobs in the UK has decreased since 2022, rising to six in 10 amongst current university students

What do you think has happened to the number of vacancies advertised for entry-level jobs in the UK since 2022? This includes graduate jobs, apprenticeships and junior roles with no degree requirement.



General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026.

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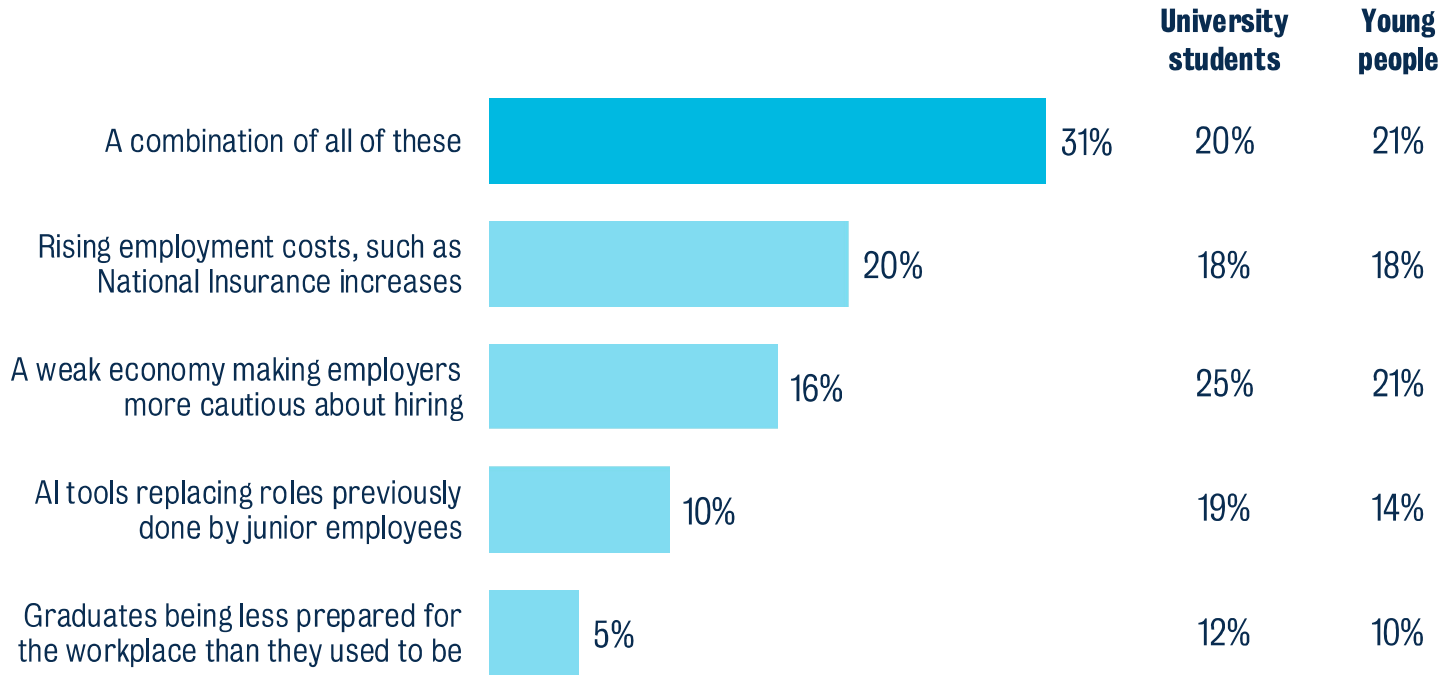
In June 2025, job search site Azuna reported that entry-level roles had decreased 32% since the launch of ChatGPT in November 2022. In the same month, Indeed reported a 33% year-on-year decline in graduate jobs advertised.

While university students were the group most likely be correct about this decline, students were also more than twice as likely as the overall population to incorrectly say that vacancies had increased (19% students, 9% overall).

The most common view is that no single factor is to blame for falling entry-level vacancies. Students are more likely than the wider public to single out a weak economy and the rise of AI

The number of entry-level job vacancies advertised in the UK has fallen by around a third since 2022. Which of the following do you think has contributed most to this decline?



Source: Assessment of AI capabilities and the impact on the UK labour market - GOV.UK
General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.

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When asked whether rising employment costs, a weak economy, the emergence of AI tools, or the lack of job preparedness of graduates is the main cause of reduced entry vacancies, the most common view of the public (31%) is that it's a combination of all of these.

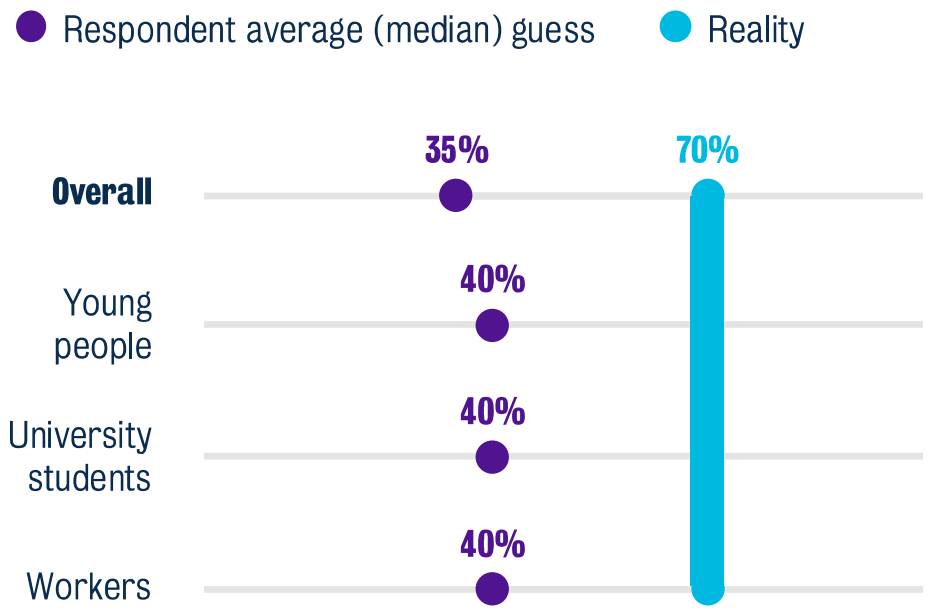
However, university students are most likely to single out a weak economy making employers more cautious about hiring (25%).

University students (19%) are also nearly twice as likely as the overall public (10%) to say that the main factor is AI tools replacing junior employees.

A **2026 government review** concludes that evidence is suggestive about AI tools contributing to reduced vacancies, but that it is too early to establish cause.

People guess that 35 per cent of UK workers are in jobs with tasks that AI could potentially perform or enhance. However, the International Monetary Fund estimates that it's twice this

Roughly what percentage of UK workers do you think are in occupations involving tasks that AI could potentially perform or enhance, according to the International Monetary Fund? Please write in a number between 0 and 100. If you are unsure please answer with your best guess.



According to the International Monetary Fund, around 70 per cent of the UK workforce are in roles that AI could potentially perform or enhance. This contrasts with around 60 per cent in other advanced economies, reflecting the large role of the service sector in the UK.

But the public significantly underestimate this potential impact, guessing that only 35 per cent of workers are exposed to AI in this way.

Workers, young people and university students guess only a slightly higher proportion (40%).

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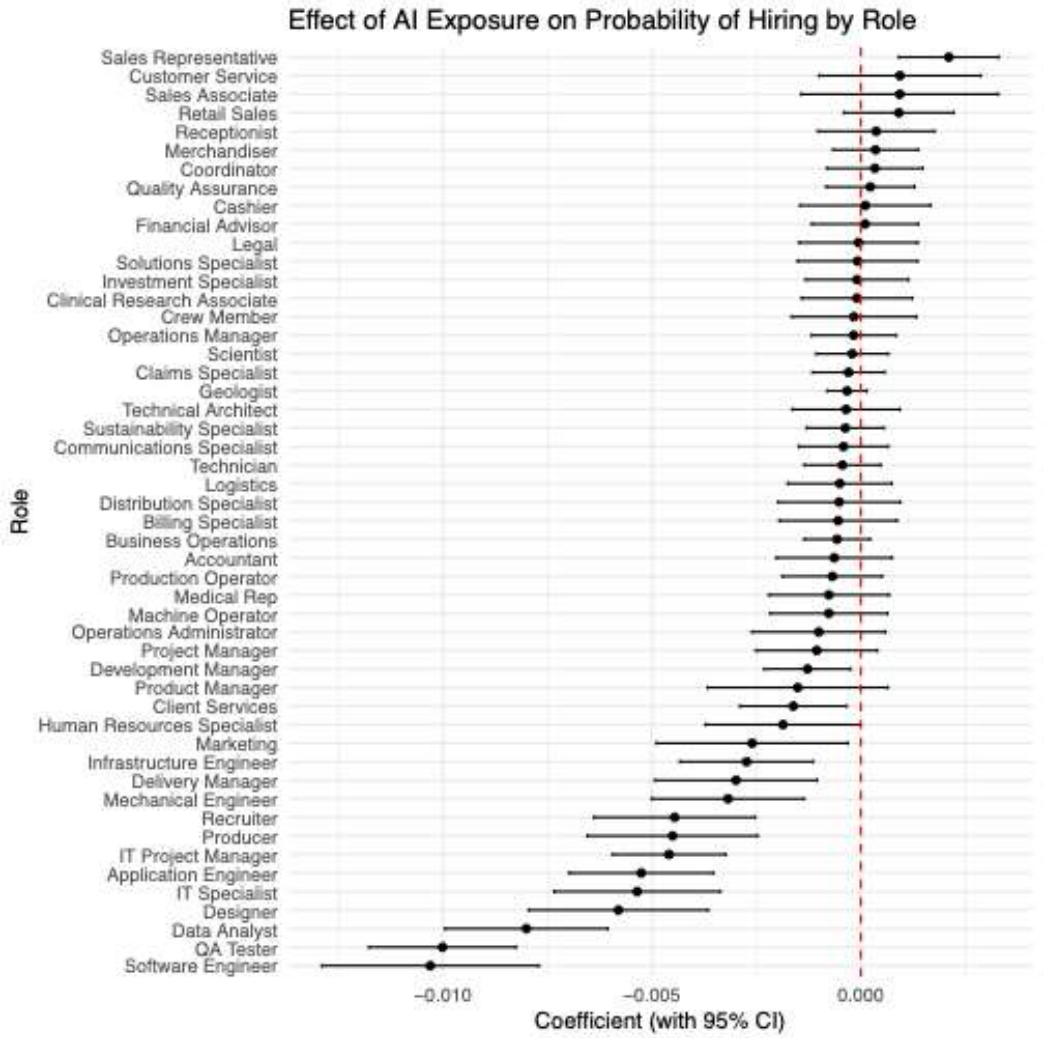
Source Assessment of AI capabilities and the impact on the UK labour market - GOV.UK.
Base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.

More recent analysis by King's College London confirms and extends the picture from the IMF study, showing that more AI-exposed firms and occupations have seen a decrease in hiring…



- About 74% of tasks performed by UK workers can potentially be done by AI.
- Exposure increases with salary and education.
- More AI-exposed occupations and firms have seen a decrease in hiring since 2022.
- Largest decreases in new openings for software engineers, data analysts, and IT specialists
- Most of the decrease is concentrated in junior positions.
- Effects of AI exposure on employment are largest in high-wage industries.

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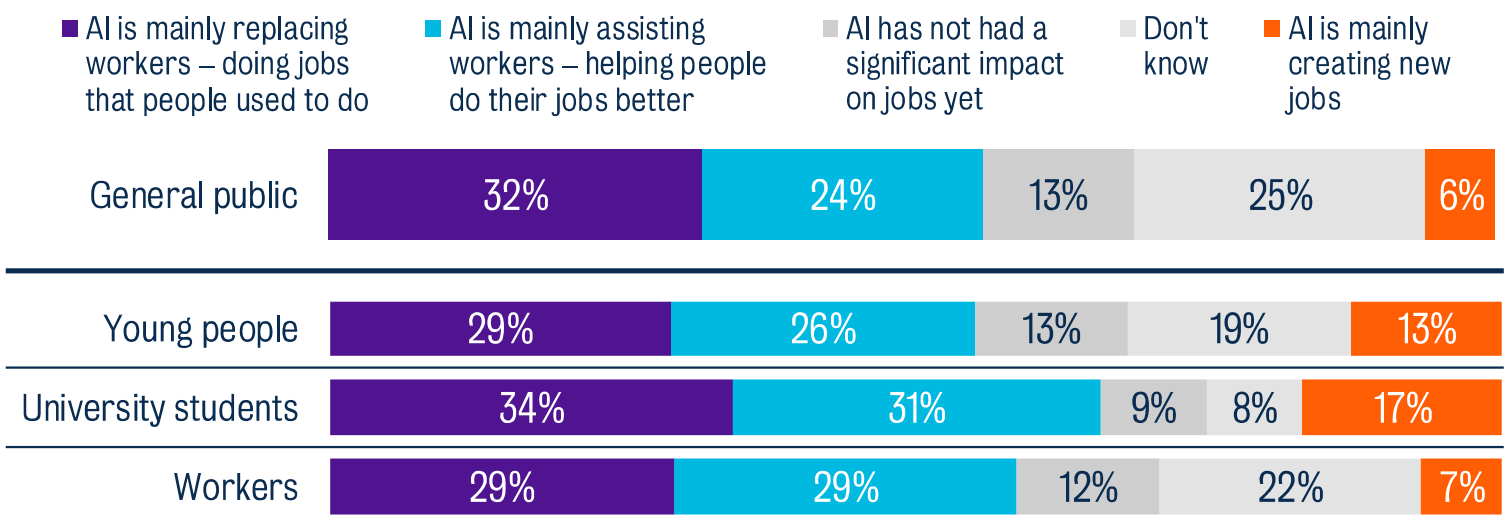
Klein Teeselink, Bouke (2025). "Generative AI and labor market outcomes: Evidence from the United Kingdom." Available at: https://ssrn.com/abstract=5516798

When asked about AI's main impact on jobs, employers are *much* more likely to say it is mainly assisting workers than the public, who are more likely to say that AI is replacing workers

Thinking about the impact of artificial intelligence (AI) on jobs **so far**, which of the following is closest to your view?



Thinking about the impact of artificial intelligence (AI) **on jobs in your organisation** so far, which of the following applies?

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General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Employers: 506 UK businesses surveyed 20-29 April 2026

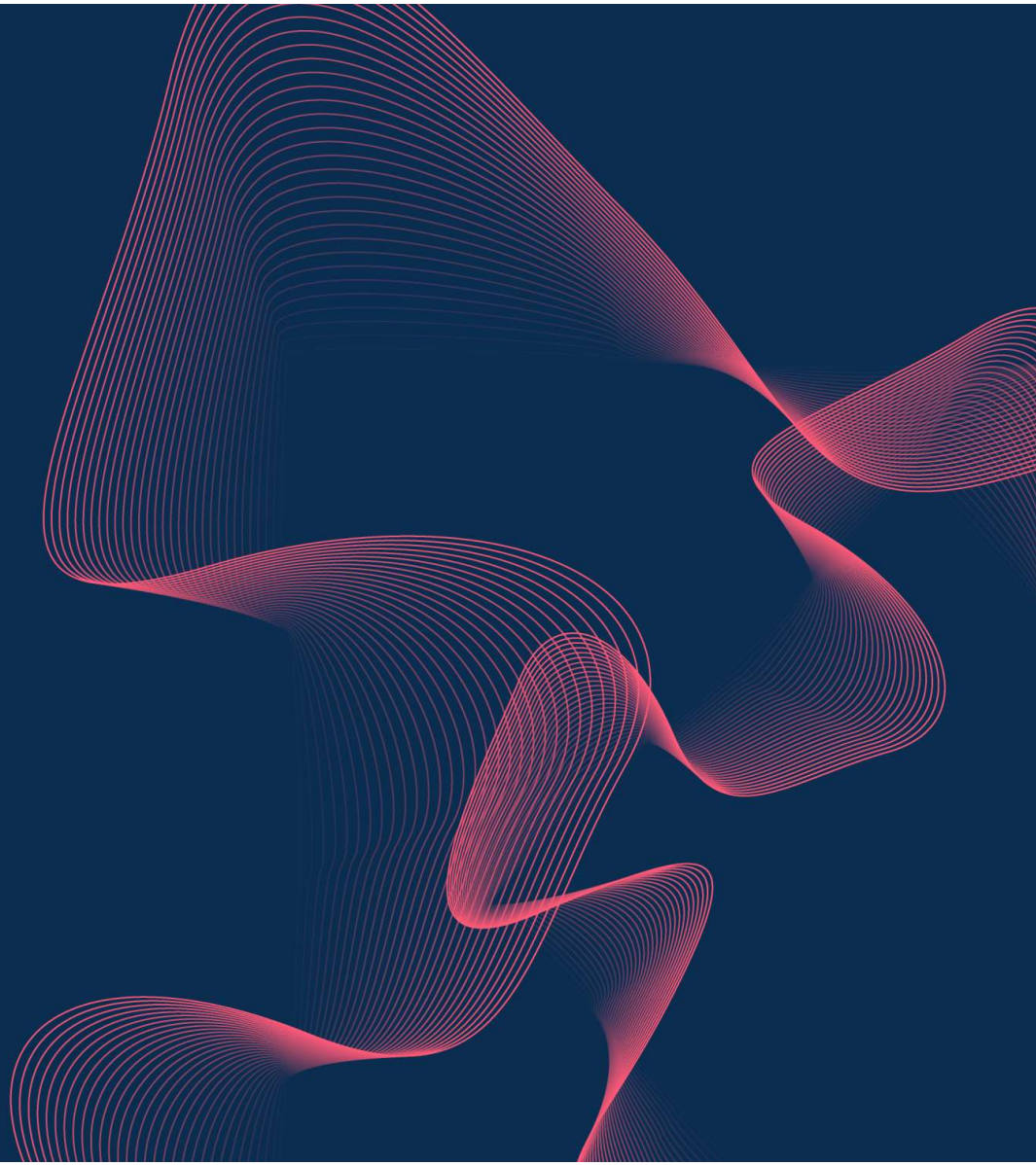
Approximately one-third of the general public (32%) and a similar share of young people (29%), university students (34%) and workers (29%) think that AI's main impact on jobs so far is replacing workers.

This is slightly more than the share who think AI's main impact so far is assisting workers. The main stand-out here is workers, who are evenly split (each view is expressed by 29% of workers). While only a minority of each group think AI is mainly creating jobs.

However, employers are much more likely to say AI is assisting workers (56%) than that it's replacing them (12%).

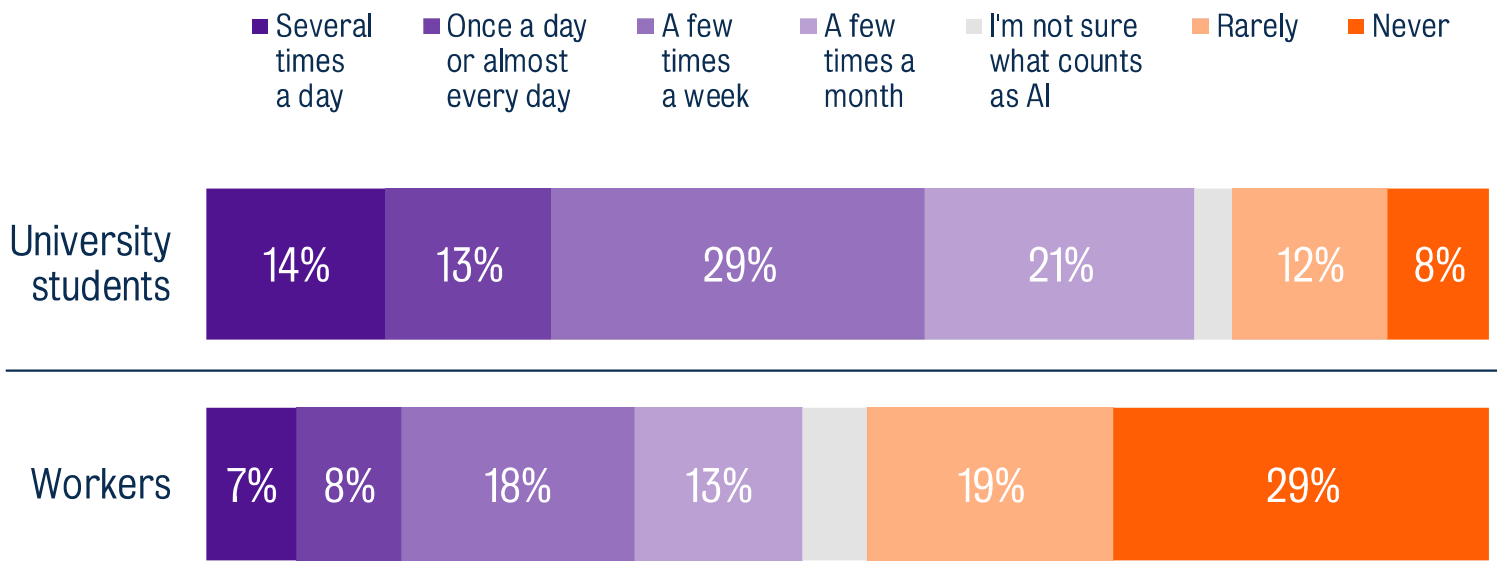
3.2 How workers and university students are using AI and how they feel about it

More than three-quarters of students use AI regularly, compared with fewer than half of workers. But these students are more likely to have had problems with work created by AI, most commonly factual errors or made-up source, quotes or statistics.



Most (56%) students are using AI tools at least a few times a week, compared with a third of workers (33%)

Thinking about your job, course, or studies, how often do you personally use artificial intelligence (AI) tools – such as ChatGPT, Claude, Copilot, Gemini/Google AI search mode, or AI features built into other software?



Around three-quarters of university students (77%) say they use AI regularly – at least a few times a month. This includes more than one-quarter (27%) who use AI daily or almost daily. Only a small minority of students (8%) say they never use AI.

Workers use AI somewhat less frequently. 46 per cent use them a few times a month and only 15 per cent use them daily or almost daily. More than one-third (37%) rarely or never use them.

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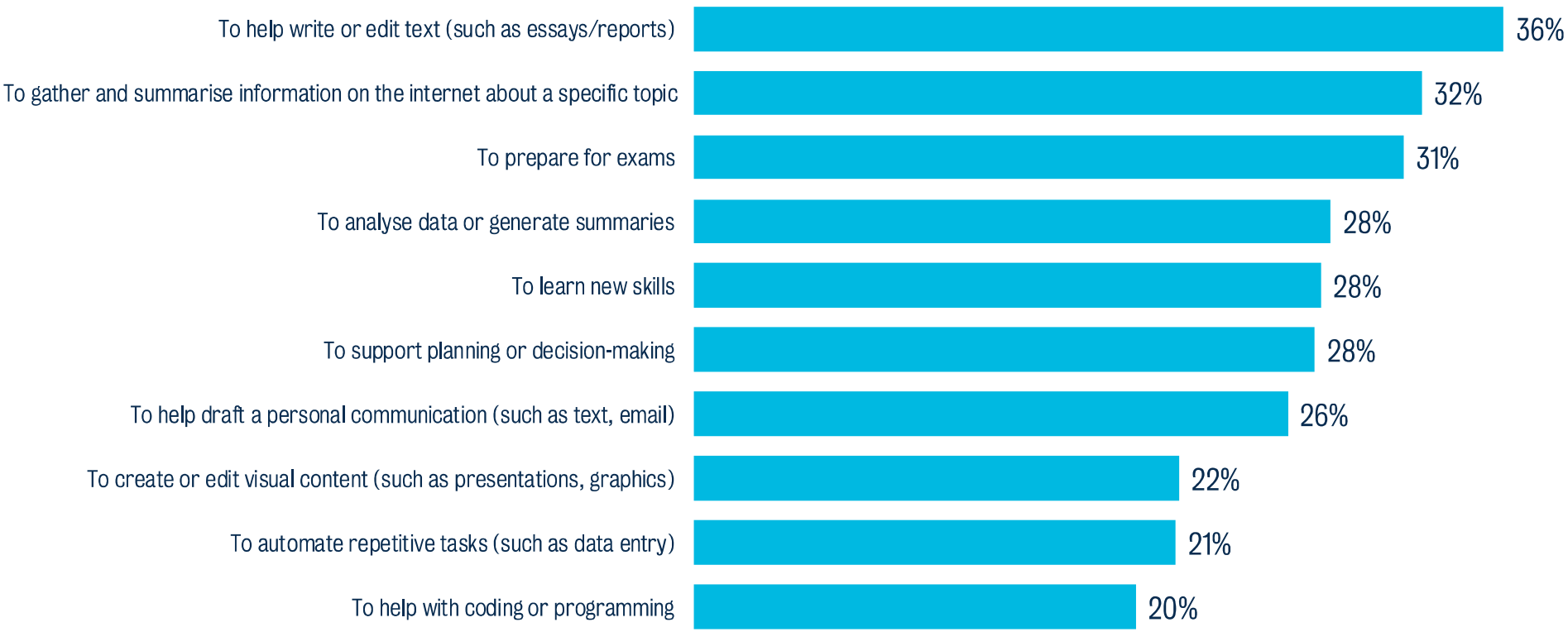
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026.

Students use AI for a range of tasks, especially writing or editing text (36%), gathering and summarising information (32%) and preparing for exams (31%)

Have you used artificial intelligence (AI) tools in any of the following ways as part of your university work?



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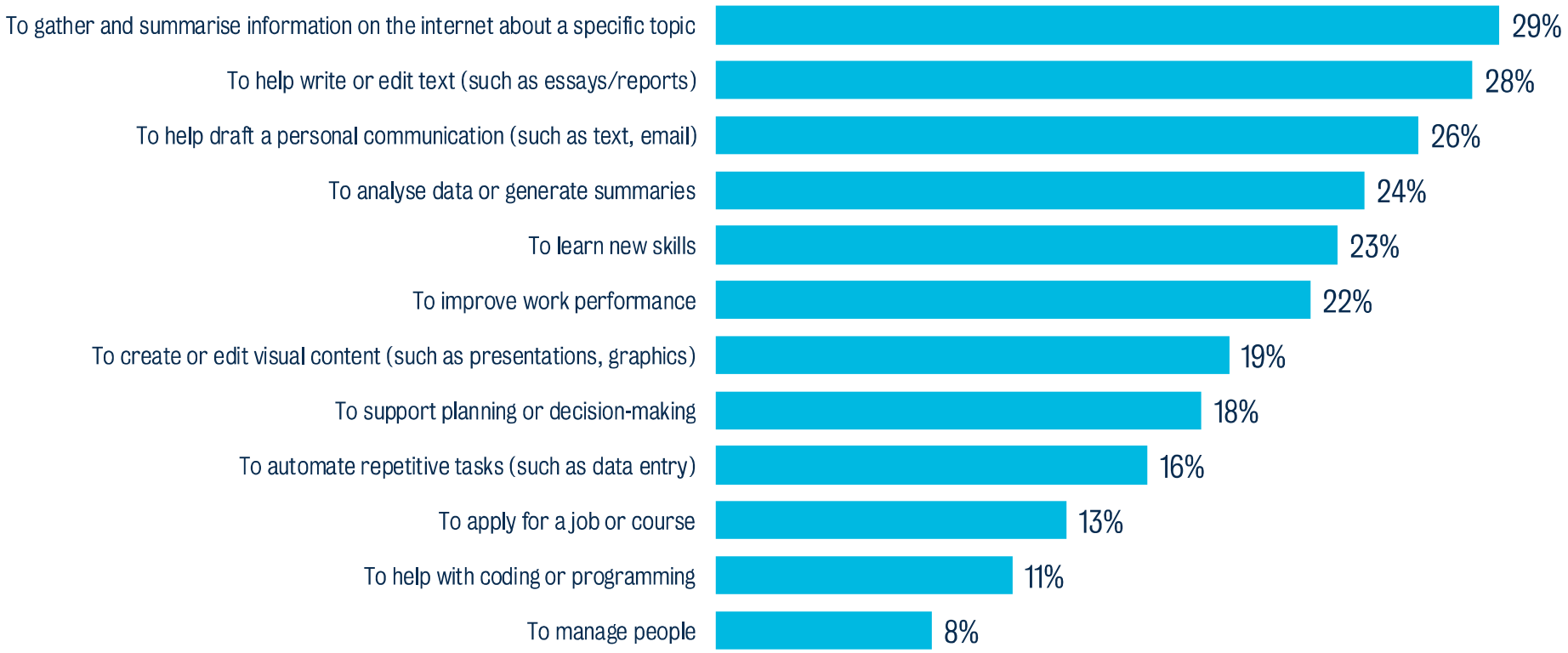
Base: 899 university students who say they use AI, aged 16-29 surveyed 16-27 April 2026.

Workers use AI most commonly to gather and summarise information (29%), and to help write or edit reports (28%) and communication (eg emails) (26%)

Have you used artificial intelligence (AI) tools in any of the following ways for work?



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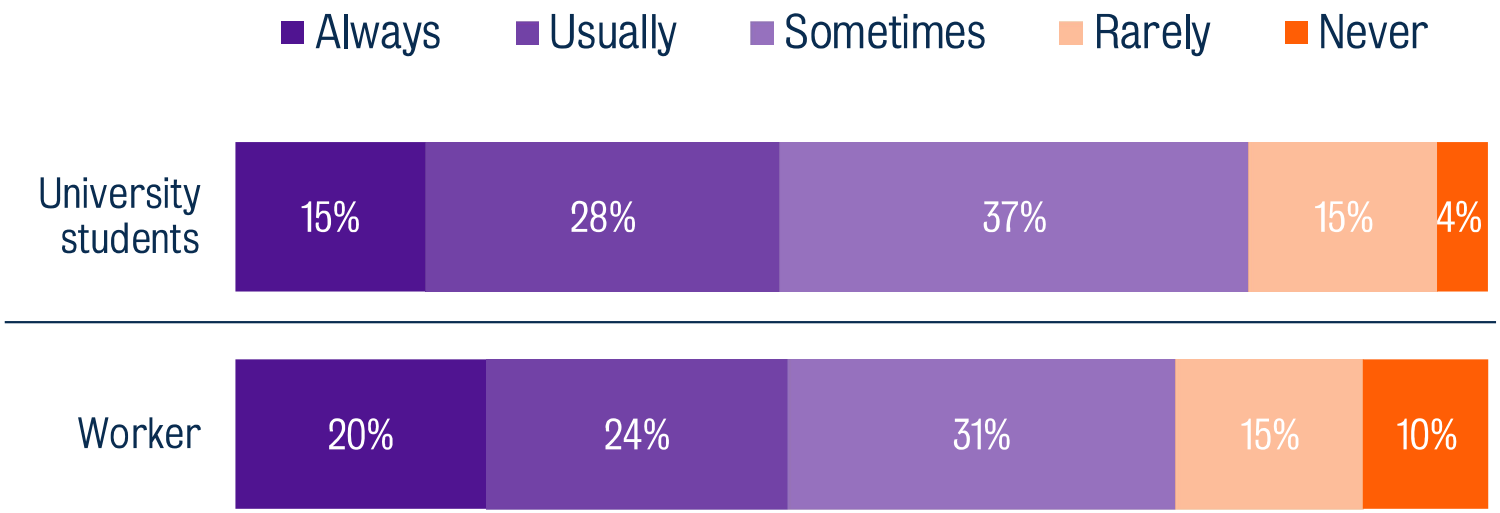
Base: 837 workers who say they use AI, aged 16+ surveyed 16-22 April 2026.

Only a minority of students (43%) and workers (44%) say that they usually or always check or verify the output of AI

When you use artificial intelligence (AI) for work or study tasks, how often, if at all, do you check or verify the output before using it – for example, checking original sources or references?



Although most students (80%) and workers (75%) say that they at least sometimes check output from AI, fewer than half say that they do so 'usually' or 'always'.

Two in 10 (19%) students and one-quarter (25%) of workers say that they rarely or never verify output created using AI.

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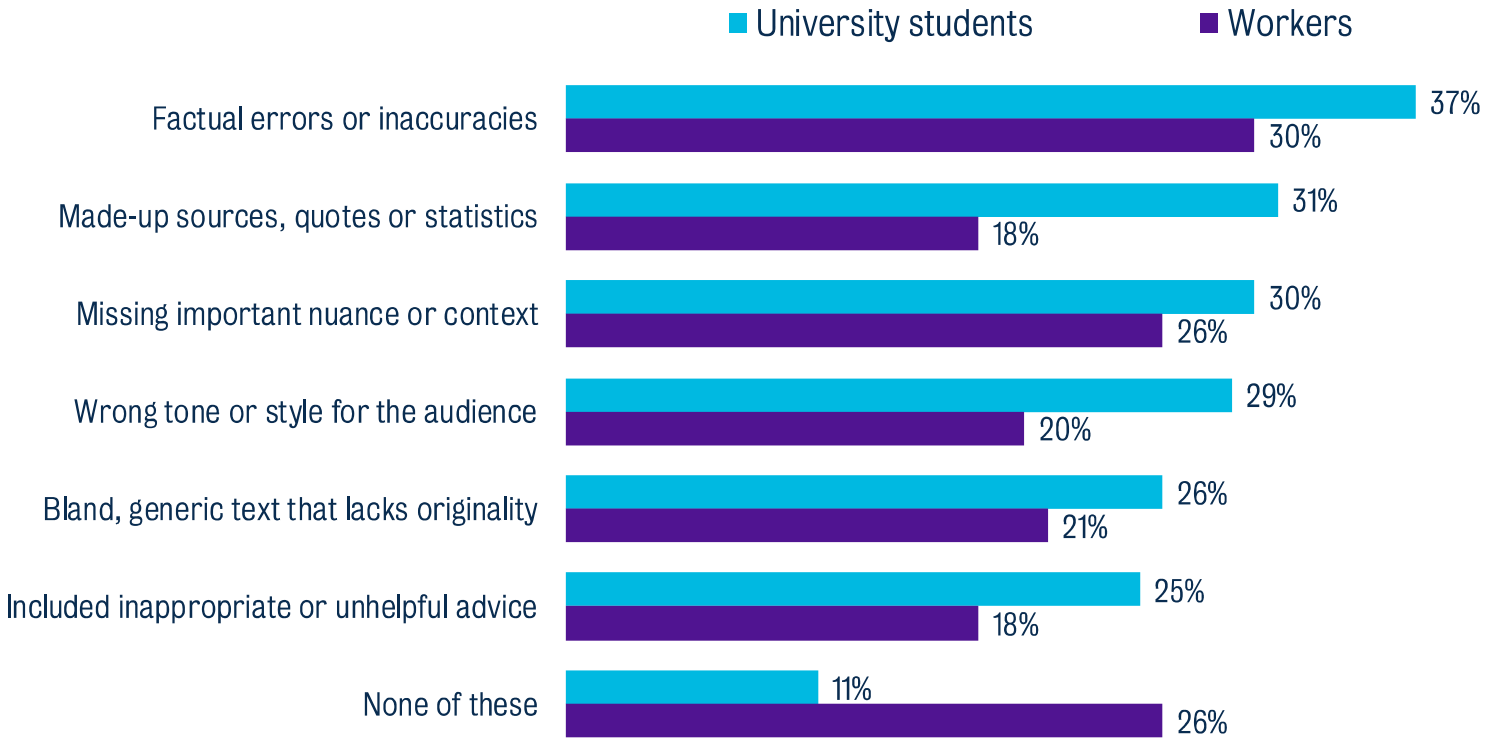
University students base: 899 respondents who say they use AI surveyed 16-27 April 2026.
Workers base: 837 respondents who say they use AI, aged 16+ surveyed 16-22 April 2026.

Nearly nine in 10 students (85%) and two-thirds (65%) of workers who use AI for their work or studies say they've found problems with work or content produced by AI

Has AI ever produced work or content you used that had any of the following problems? Select all that apply.



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University students base: 899 respondents who say they use AI surveyed 16-27 April 2026.
Workers base: 837 respondents who say they use AI, aged 16+ surveyed 16-22 April 2026.

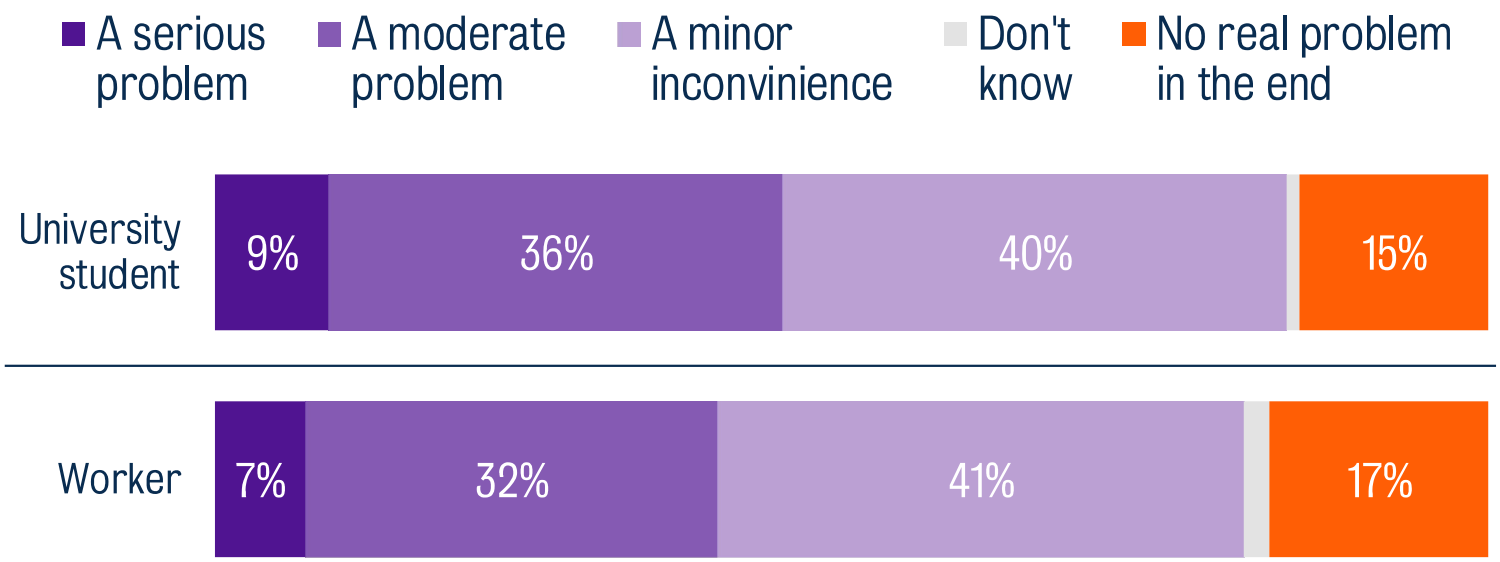
The vast majority of students and workers have experience of at least some problem with work or content created by AI, though no single problem was experienced by a majority.

The most common problem for both students (37%) and workers (30%) are factual errors or inaccuracies, while three in 10 (31%) students and two in 10 (18%) workers also experienced made-up sources, quotes or statistics.

Other problems experienced include missing important nuance and context (30% students, 26% workers), bland, unoriginal text (26% and 21%), and inappropriate or unhelpful advice (25% and 18%).

The impact of problems caused by AI is broadly similar for university students and workers – with 45% of students and 39% of workers saying it caused a moderate or serious problem

And how much of a problem, if any, did this cause?



In most cases, for both students (55%) and workers (58%), the problems experienced were no more than a minor inconvenience.

But in around one-third of cases (36% for students, 32% for workers) it became a moderate problem. While 9% of students and 7% of workers said work or content produced by AI caused a serious problem.

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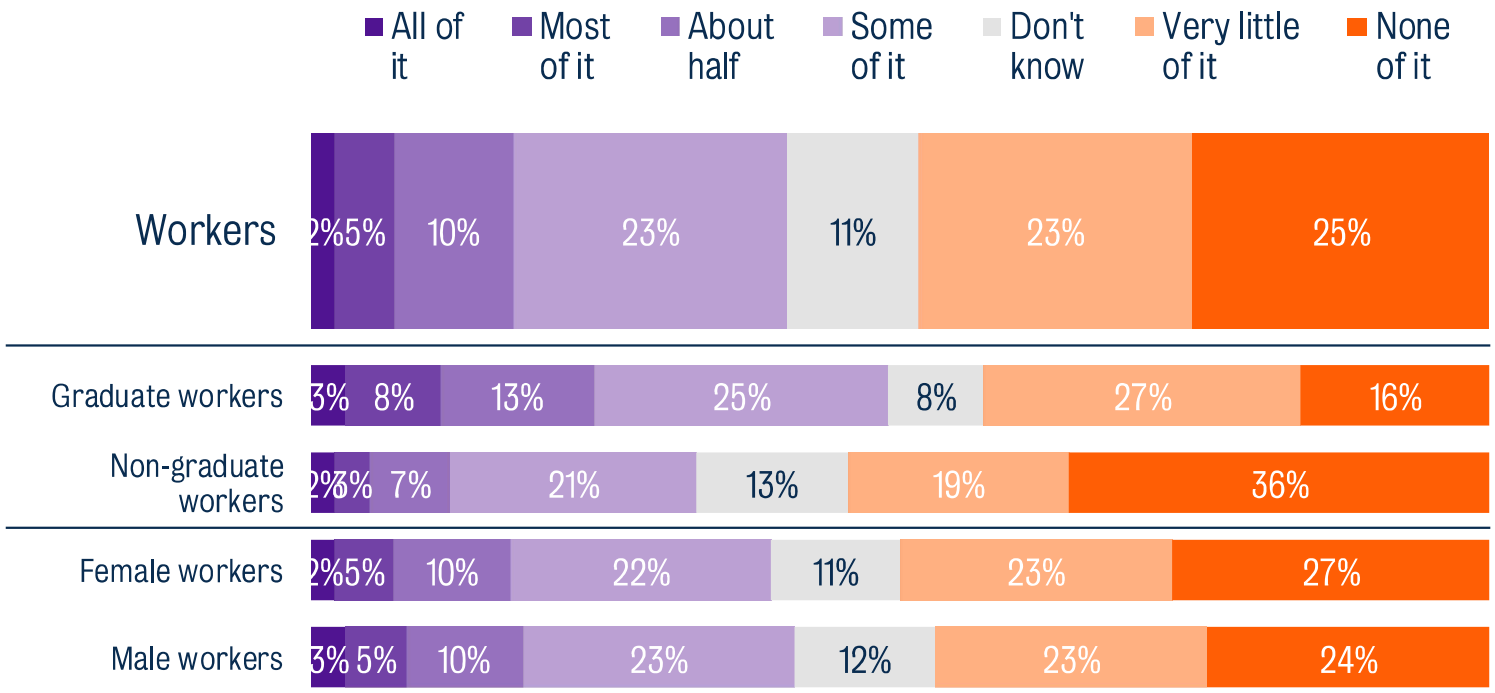
University students base: 899 respondents who say they use AI, aged 16-29 surveyed 16-27 April 2026.
Workers base: 837 respondents who say they use AI, aged 16+ surveyed 16-22 April 2026.

Half (49%) of graduate workers think AI can do at least some of their day-to-day work to their standard, compared with a third (33%) of non-graduates

Thinking about your job, how much of your day-to-day work do you think artificial intelligence (AI) can currently do to at least the same standard as you?



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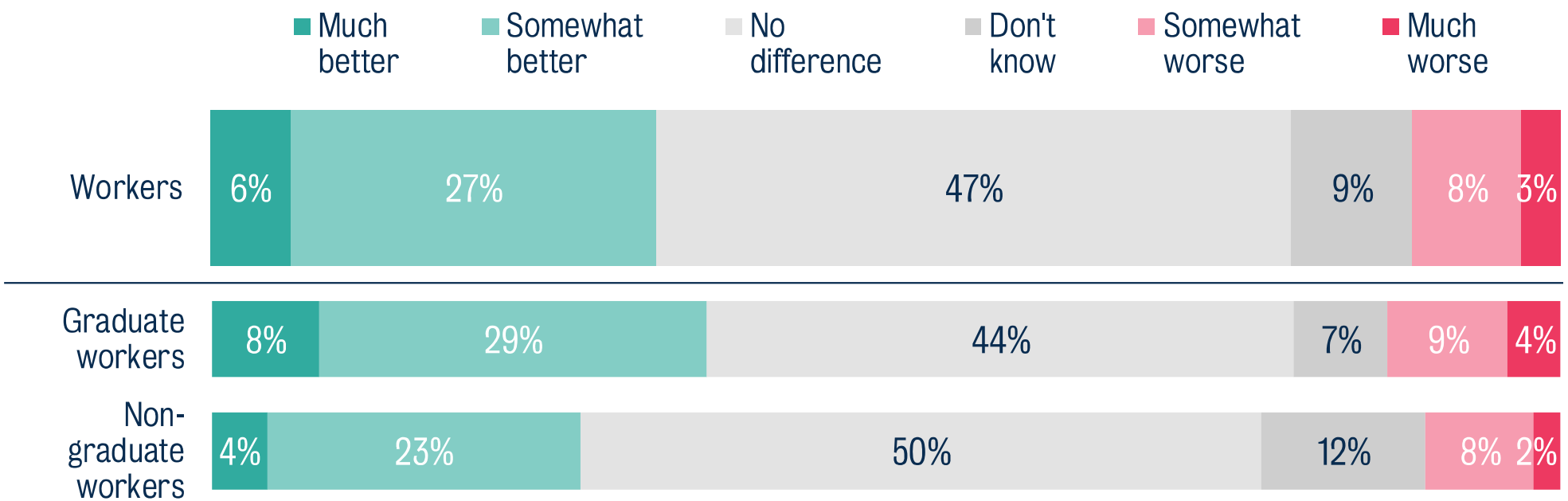
Workers base: 1215 respondents aged 16+ surveyed 16-22 April 2026.

The contrast between graduate and non-graduate workers is equally clear at the other end of the scale – a majority (55%) of non-graduates say AI can do very little or none of their work to their standard, compared with 43% of graduate workers who feel the same way.

A very similar proportion of male (41%) and female (39%) workers say AI can handle at least some of their work to the same standard.

The most common view amongst workers is that using AI makes no difference to how good they are at their job (47%). Graduates (37%) are somewhat more likely than non-graduates (27%) to say AI makes them better at it – and 11% of workers say it makes them worse

Asked to those who work and use AI. Thinking about your overall experience of using AI for work, to what extent, if at all, does AI make you better or worse at your job, or does it make no difference?`



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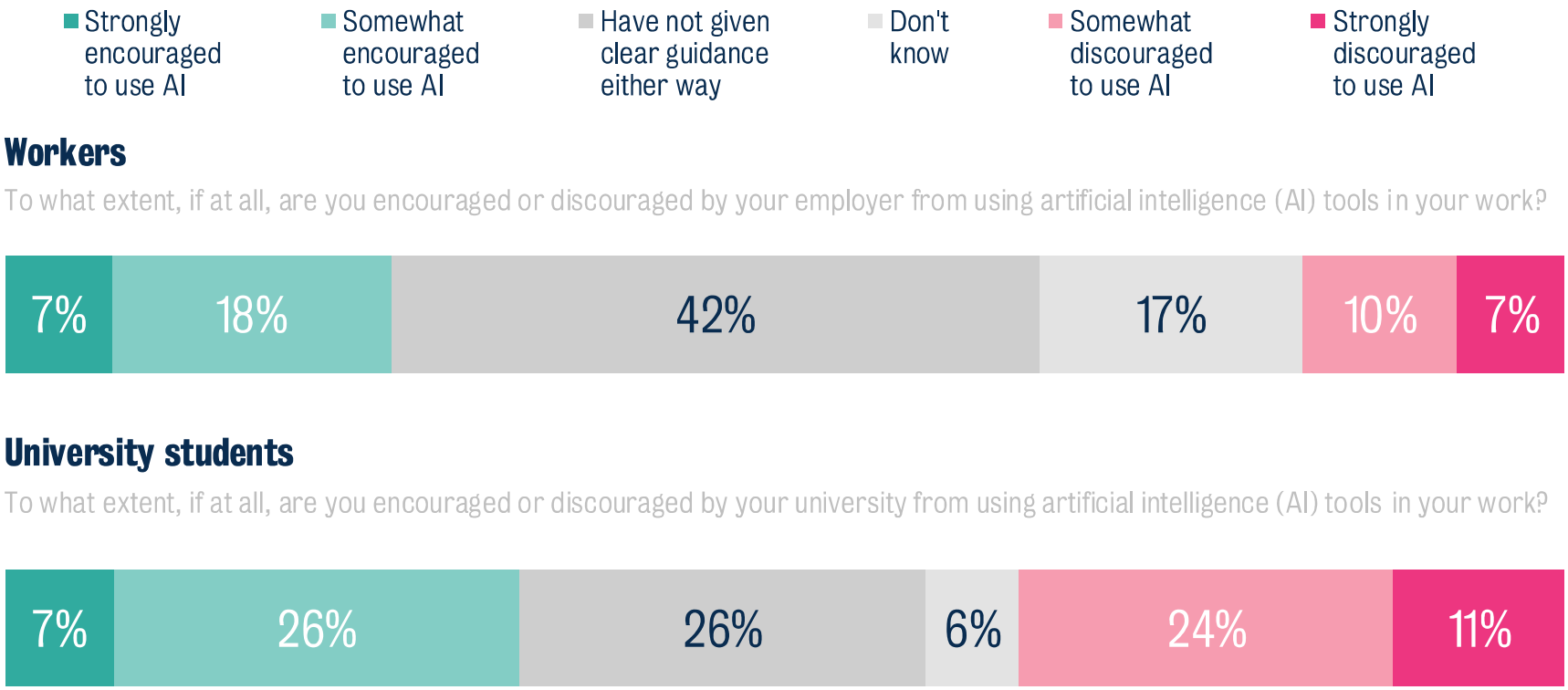
Workers base: 837 respondents who say they use AI, aged 16+ surveyed 16-22 April 2026.

While a third (33%) of university students say their institution encourages them to use AI, a similar proportion (35%) say they are discouraged – whereas workers are more likely to say their employer has given no clear guidance either way (42%)



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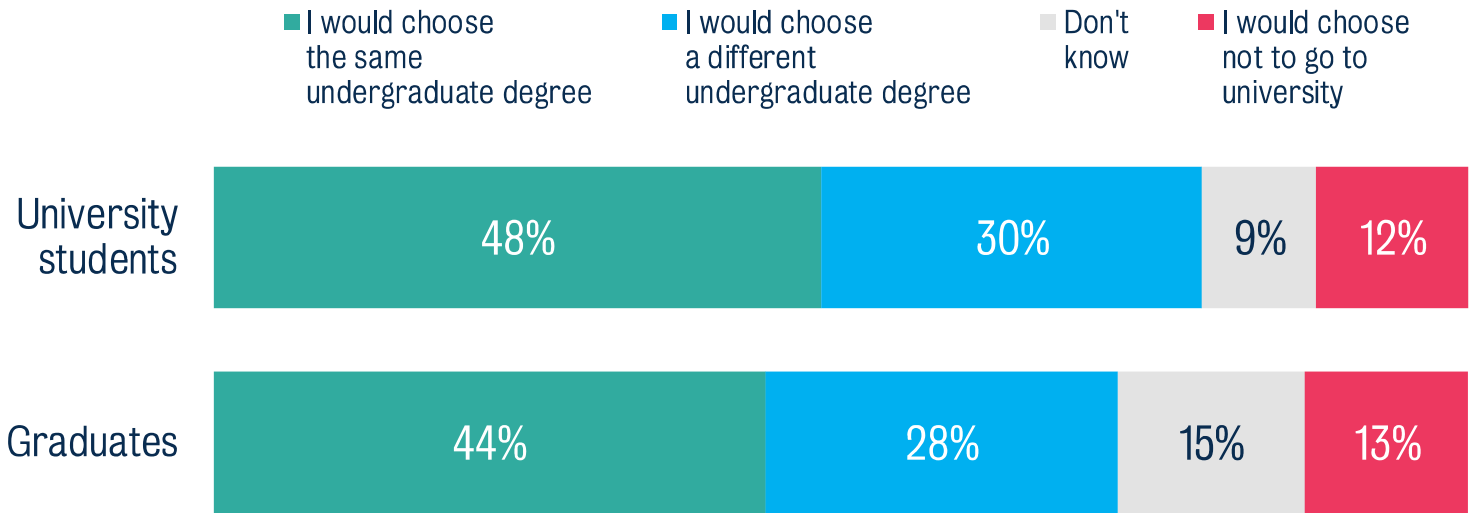
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.

Despite the growth of AI, 8 in 10 current university students (78%) would still choose to do a degree – but 3 in 10 (30%) would switch to a different subject

Imagine you could choose your first undergraduate degree again. Now, thinking about the growing use of artificial intelligence (AI) across society, which ONE, if any, of the following options would you be most likely to choose?



And the picture among graduates is broadly similar overall – almost half (44%) would choose the same degree again, and 28% would choose a different one.

A significant minority of university students (12%) would not to go to university at all – a view shared by a similar proportion of graduates (13%).

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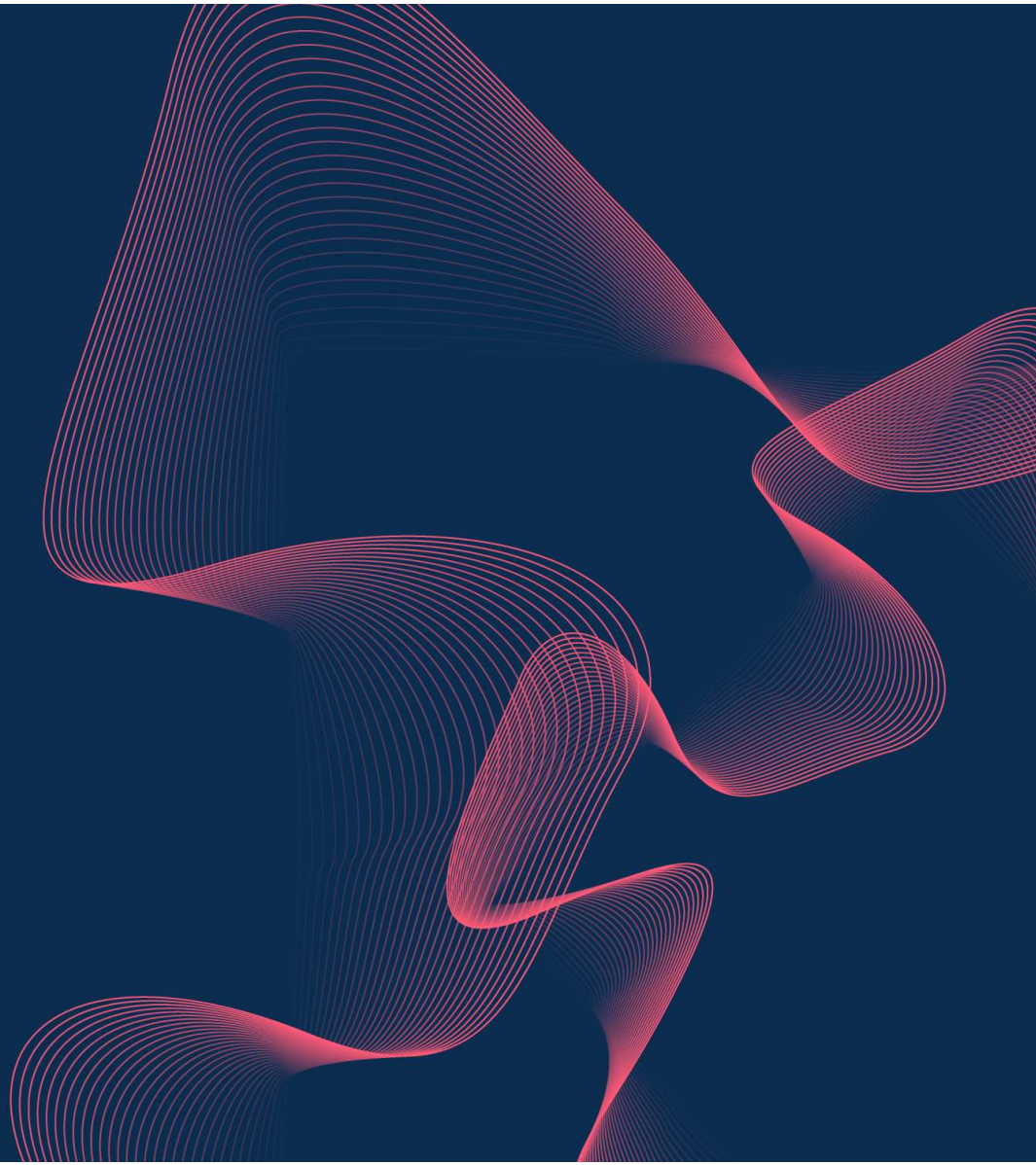
University students base: 982 GB respondents aged 16-29 surveyed 16-27 April 2026.
Graduates base: 898 UK respondents with a degree aged 16+ surveyed 16-22 April 2026.

2.3 How employers are using and feel about AI

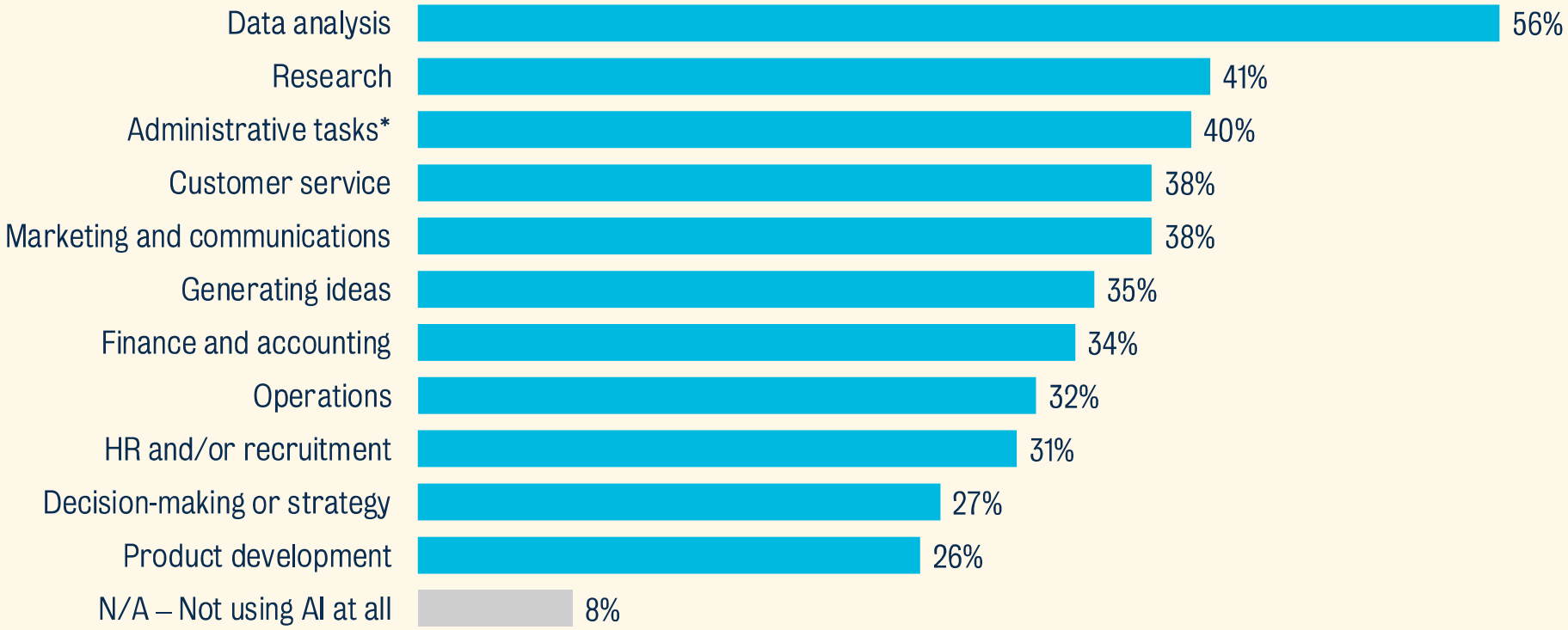
Employers report very widespread use of AI and a positive impact on productivity, which contrasts with workers' views that AI has not had a big impact on how well they do their job.

Employers do see risks and downsides, on skills gaps or morale, and one in five have reduced headcount or held back on hires – but a very high proportion are being encouraged by investors and senior leaders to use AI.



More than half (56%) of employers say they are using AI for data analysis, and two in five say the same for research (41%) and administrative tasks (40%) – with just 8% not using AI in any area

In which areas, if any, is your organisation currently using artificial intelligence (AI)?



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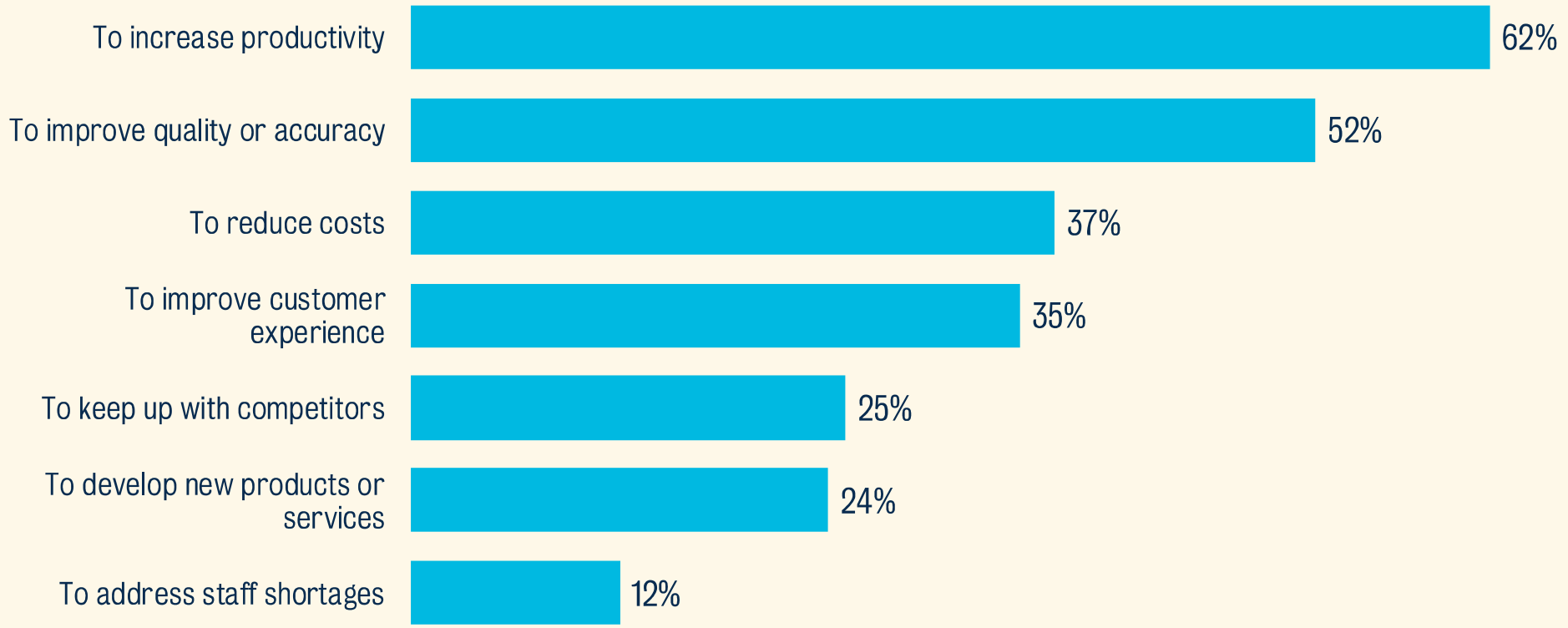
*(such as note-taking, scheduling)
Base: 506 UK businesses surveyed 20-29 April 2026

Increasing productivity is the most common reason employers give for using AI, with two thirds (62%) saying it's one the main reasons they use it

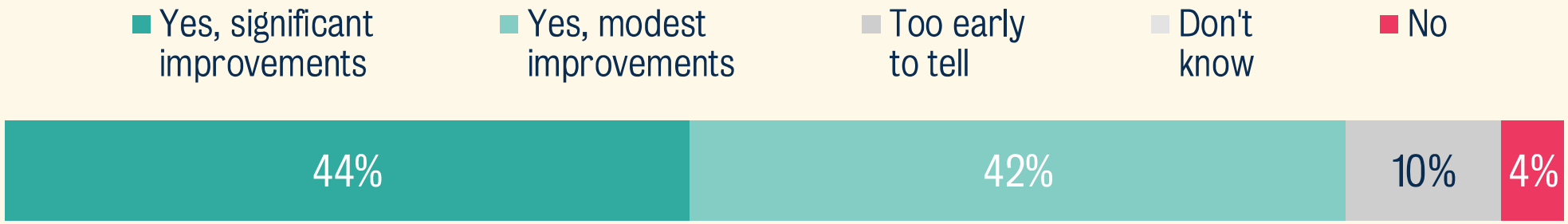
What are the main reasons your organisation is using artificial intelligence (AI)? Please select up to three that best apply.



Base: 460 UK businesses who use AI surveyed 20-29 April 2026

Almost nine in ten (86%) employers say AI has led to productivity improvements – with significant and modest improvements reported in equal measure

Has your organisation experienced any improvements in productivity from using artificial intelligence (AI), such as saving time, reducing costs, or improving quality?



… which is a stark contrast with perceptions of workers, seen earlier, where only a third (33%) say that AI makes them better at their job

Asked to those who work and use AI. Thinking about your overall experience of using AI for work, to what extent, if at all, does AI make you better or worse at your job, or does it make no difference?

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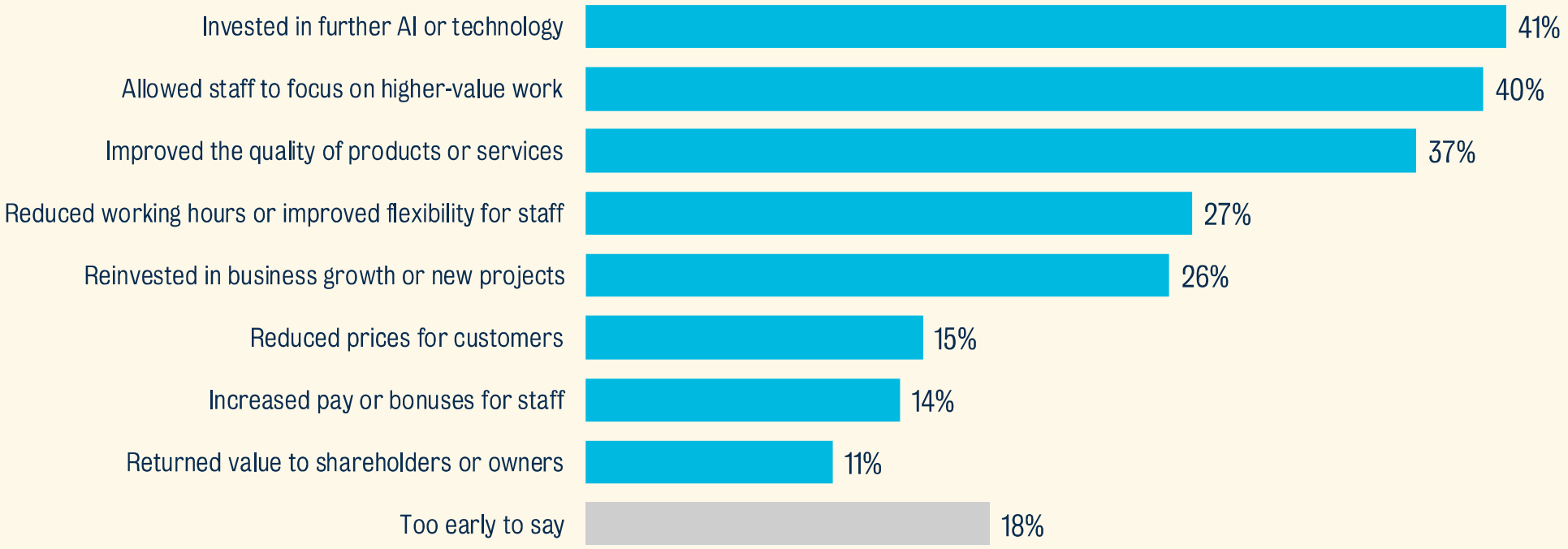
Base: 460 UK businesses who use AI surveyed 20-29 April 2026
Workers base: 837 workers who say they use AI, aged 16+ surveyed 16-22 April 2026

The most common result of AI productivity gains are further technology investment (41%), staff focusing on higher-value work (40%) and improved products or services (37%), employers say

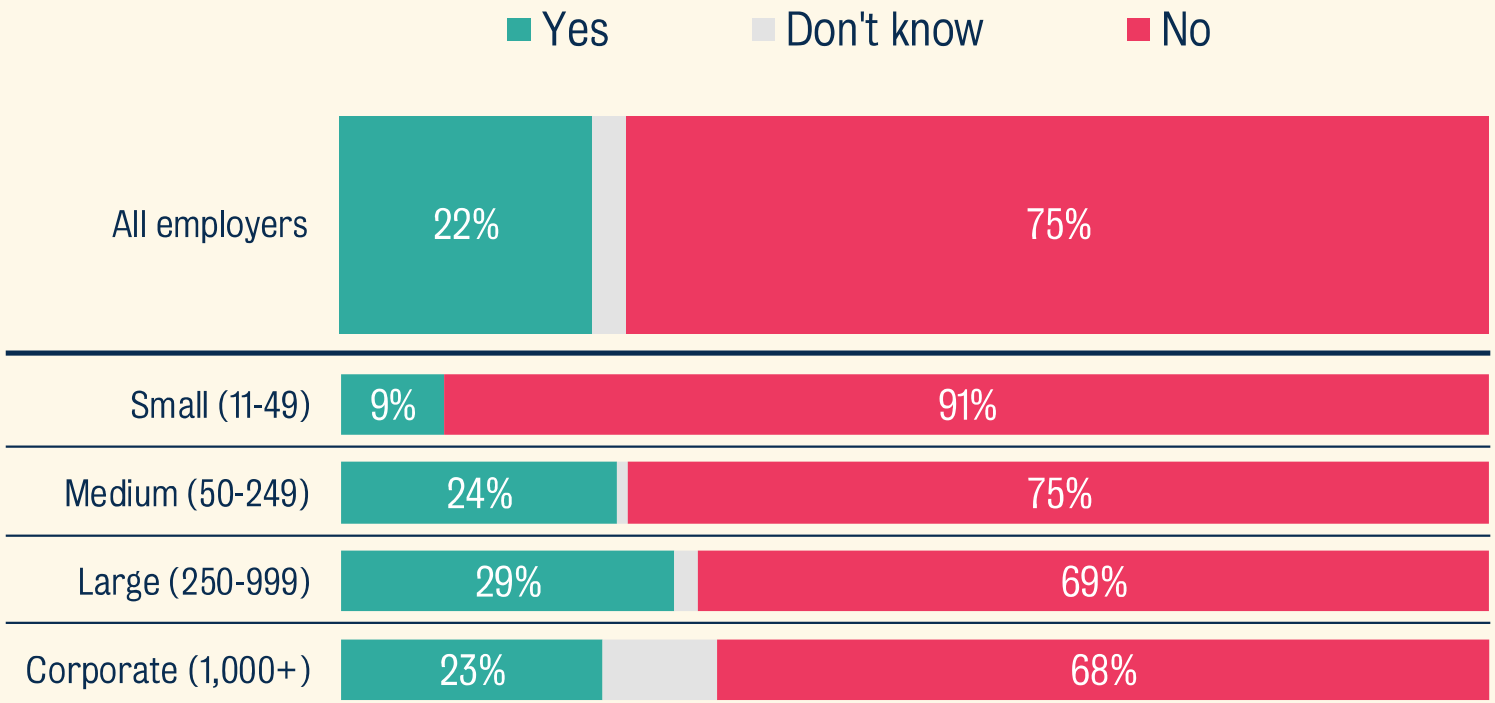
You said your organisation has seen productivity improvements from artificial intelligence (AI). What has your organisation done as a result of those improvements? Please select all that apply.



Base: 396 UK businesses who have seen productivity gains from AI surveyed 20-29 April 2026

A fifth (22%) of employers have made roles redundant or reduced hiring because of AI – rising to 29% among large organisations, three times the rate of small ones (9%)

Has your organisation made any roles redundant or reduced your hiring specifically because of artificial intelligence (AI)?

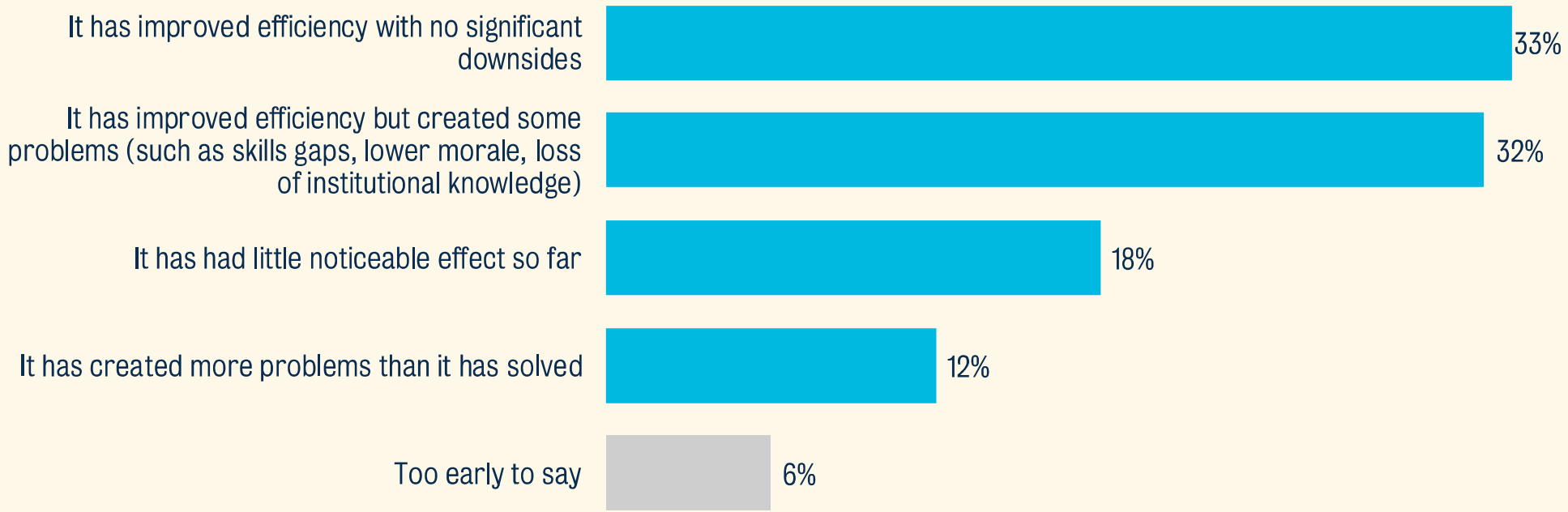


Bases: 460 UK businesses who use AI surveyed 20-29 April 2026. Small employers using AI=88, medium employers using AI=194, large employers using AI=94, corporate employers using AI=84

The likelihood of cuts rises sharply with organisation size. Just 9% of small employers (11-49 staff) have made AI-related redundancies or hiring reductions, compared with 29% of large organisations (250-999).

Among employers who have reduced headcount because of AI, a third (33%) say it has improved efficiency with no significant downsides – but a similar proportion (32%) say efficiency gains have come alongside new problems such as skills gaps or lower morale

You said your organisation has either made roles redundant or reduced hiring specifically because of artificial intelligence (AI). What has been the main effect on your organisation?



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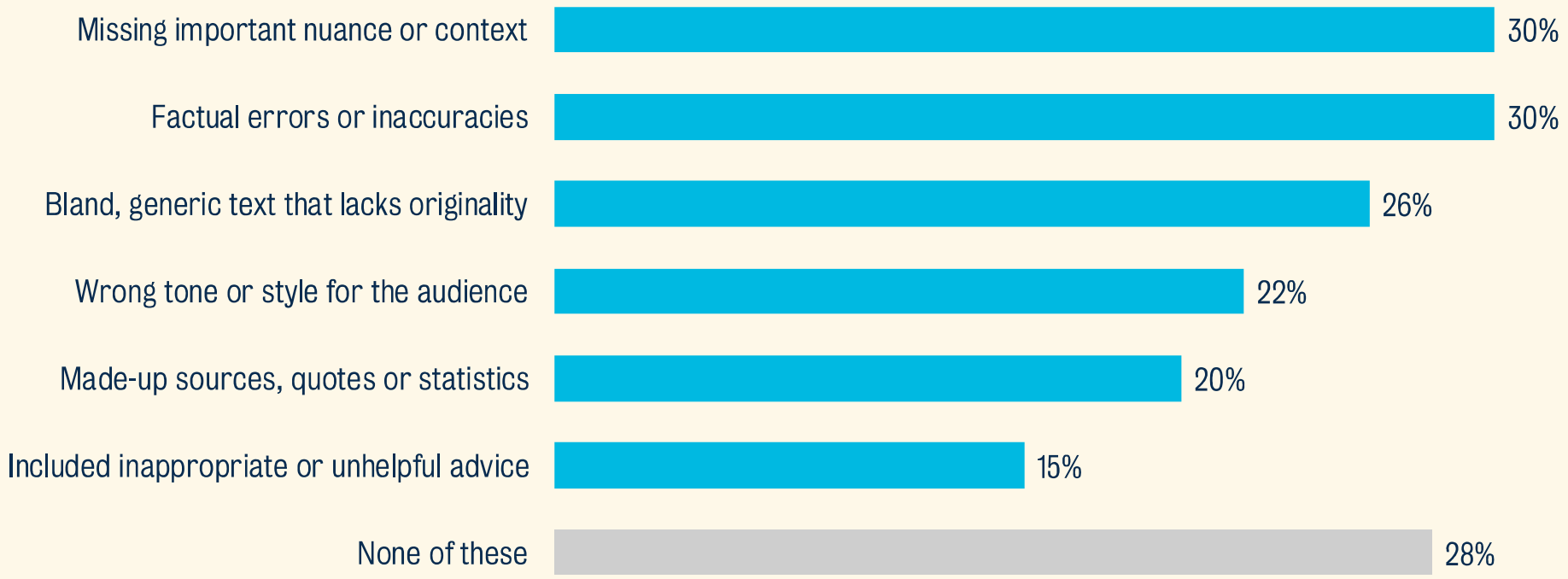
Base: 101 UK businesses who said AI has led to reduced hiring or roles being made redundant surveyed 20-29 April 2026

Three in ten (30%) employers say AI has produced work with missing nuance or factual errors – a similar proportion (28%) say AI hasn't led to any problems

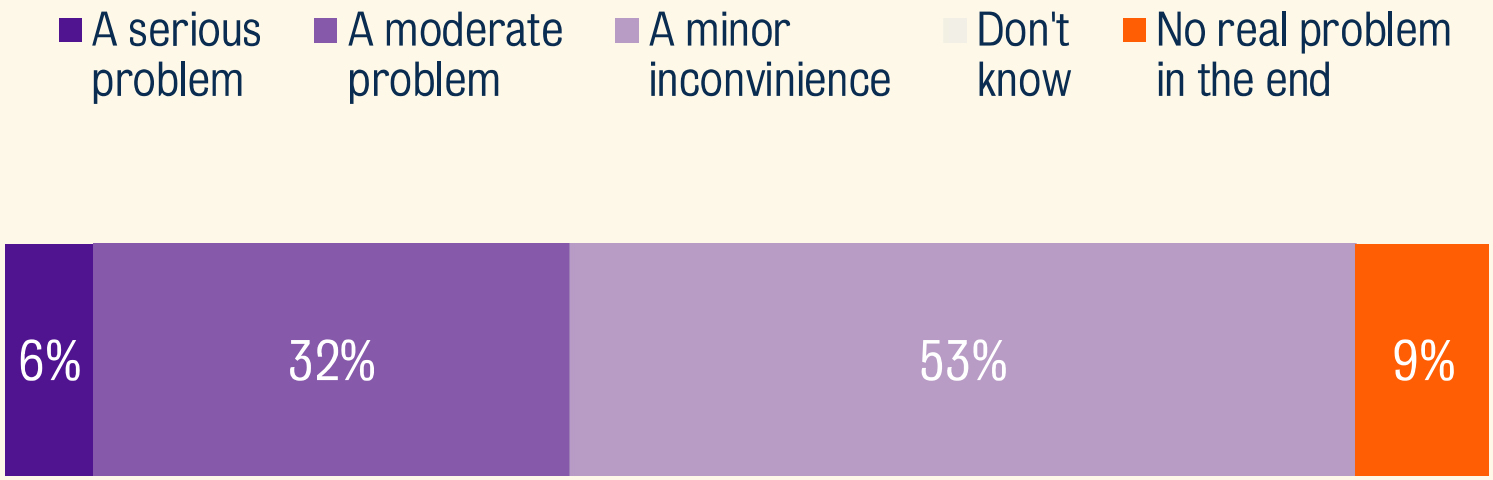
Thinking about your organisation's use of AI, has it ever produced work or content you used that had any of the following problems? Select all that apply.



Base: : 460 UK businesses who use AI surveyed 20-29 April 2026

… and of those employers who have encountered problems with AI use, half say it was just a minor inconvenience (53%) – but a third (32%) say it was moderate and 6% say it was serious

And how much of a problem, if any, did this cause?

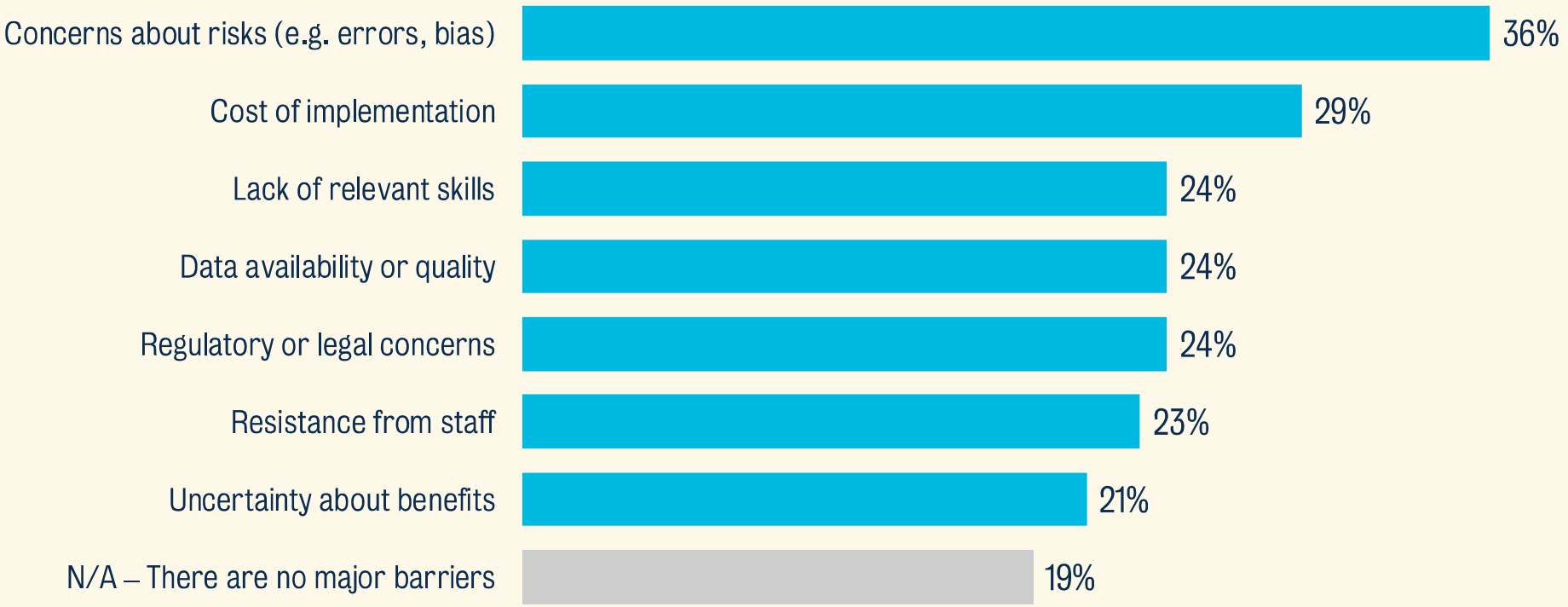


Among employers who encountered problems with AI-generated work, 38% say it caused a moderate or serious problem – similar to the 39% of workers and slightly below the 45% of university students who said the same.

Base: 319 UK businesses who've encountered problems with AI surveyed 20-29 April 2026

Over a third of employers (36%) say concerns about errors and bias are the biggest barrier to wider AI adoption – though one in five (19%) say there are no major barriers at all

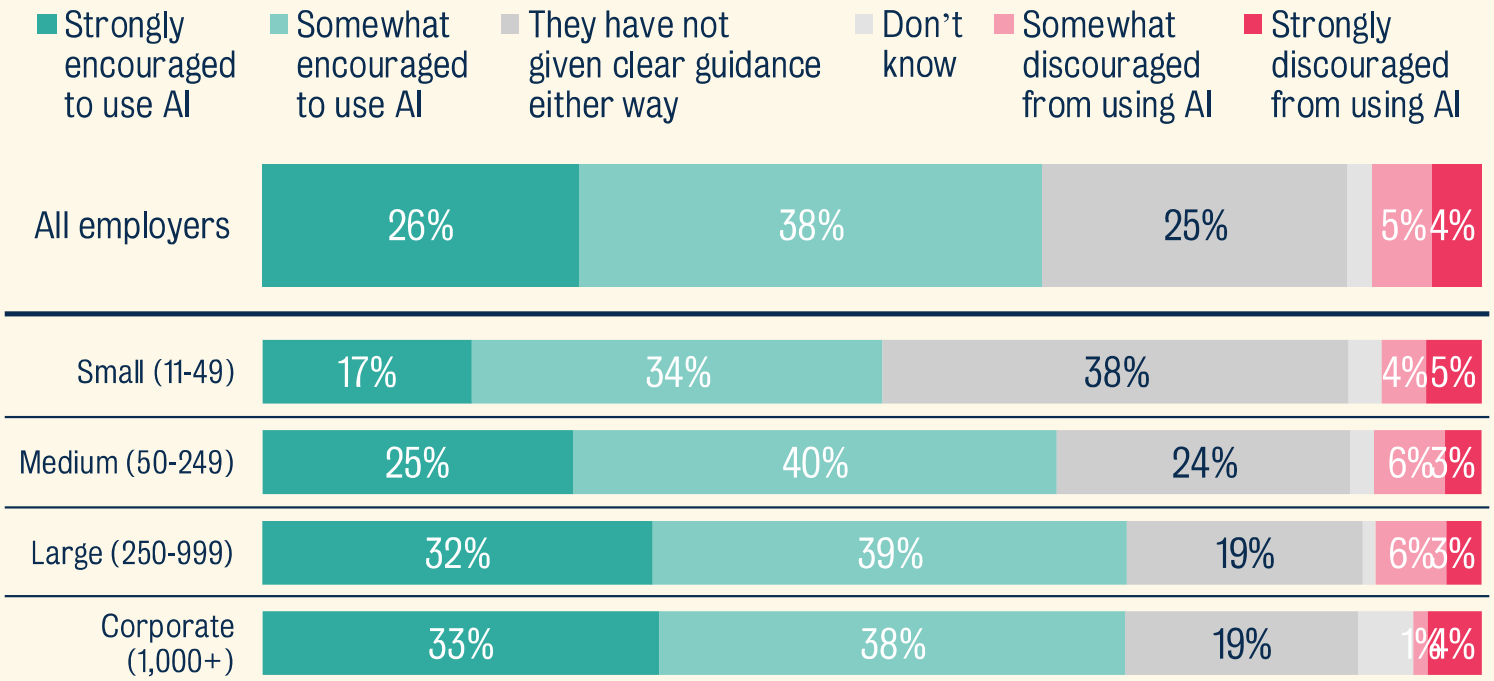
What, if any, are the main barriers to adopting artificial intelligence (AI) more widely in your organisation? Please select up to three that best apply.



Base: 506 UK businesses surveyed 20-29 April 2026

Almost two thirds (64%) of employers say investors, shareholders or senior leadership are encouraging them to use AI – with fewer than one in ten (9%) saying they are discouraged

To what extent, if at all, is your organisation encouraged or discouraged from using artificial intelligence (AI) tools by investors, shareholders or senior leadership?



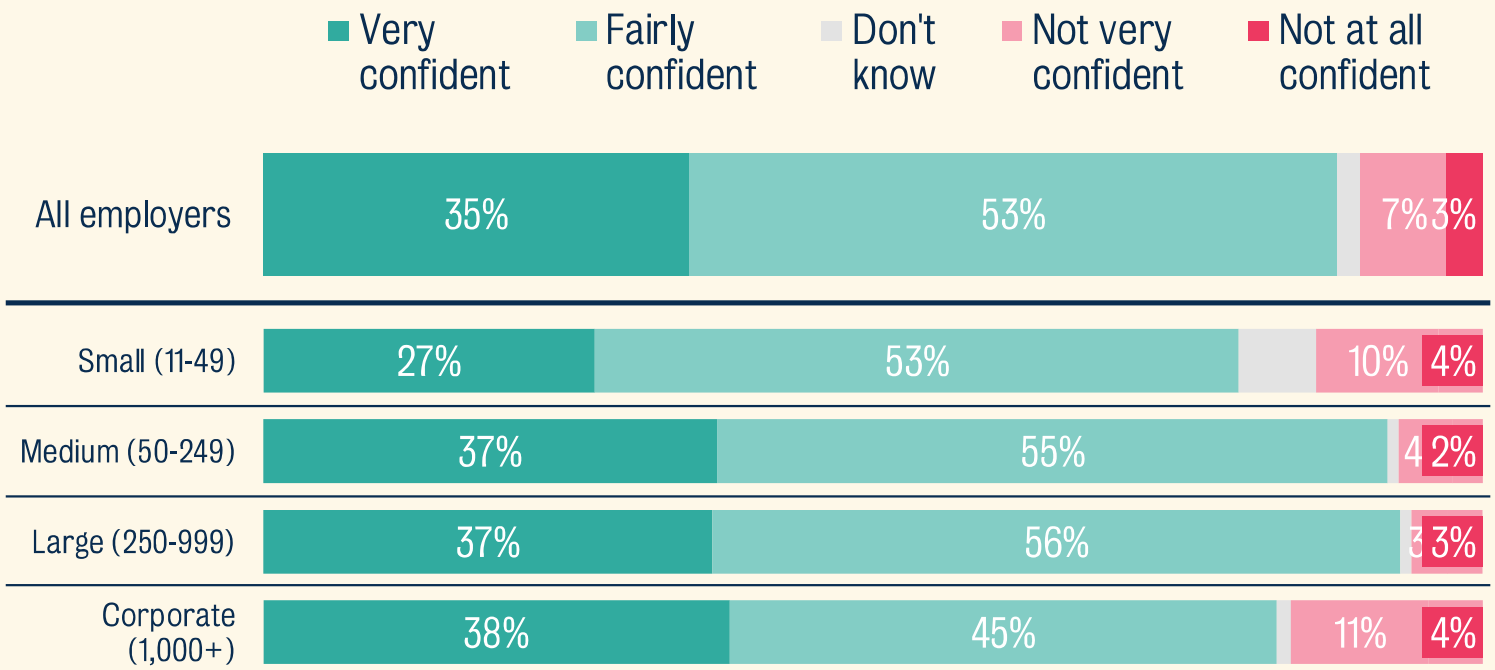
Bases: All employers=506, small employers=110, medium employers=204, large employers=103, corporate employers=89 UK businesses surveyed 20-29 April 2026

Encouragement from investors, shareholders or senior leadership to use AI tools is notably stronger in larger organisations. Just over half of small employers (51%) report being encouraged, rising to 65% among medium-sized organisation and 71% among large and corporates organisations.

Small employers are also the most likely to report receiving no clear guidance (38%) – double the proportion of large and corporate organisations that say the same (19%).

Almost nine in ten employers (88%) say they are confident they understand how their employees are using AI at work – with just one in ten (10%) saying they are not confident

How confident, if at all, are you that you have a good understanding of the ways your employees are using artificial intelligence (AI) tools in their work?



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Bases: All employers=506, small employers=110, medium employers=204, large employers=103, corporate employers=89 UK businesses surveyed 20-29 April 2026

Confidence is broadly consistent across organisation sizes, though small employers have the lowest share saying they are *very* confident (27%) and corporate employers (1,000+ staff) have the highest share saying they are not confident (15%) – suggesting that visibility over AI use can be a challenge at both ends of the size spectrum.

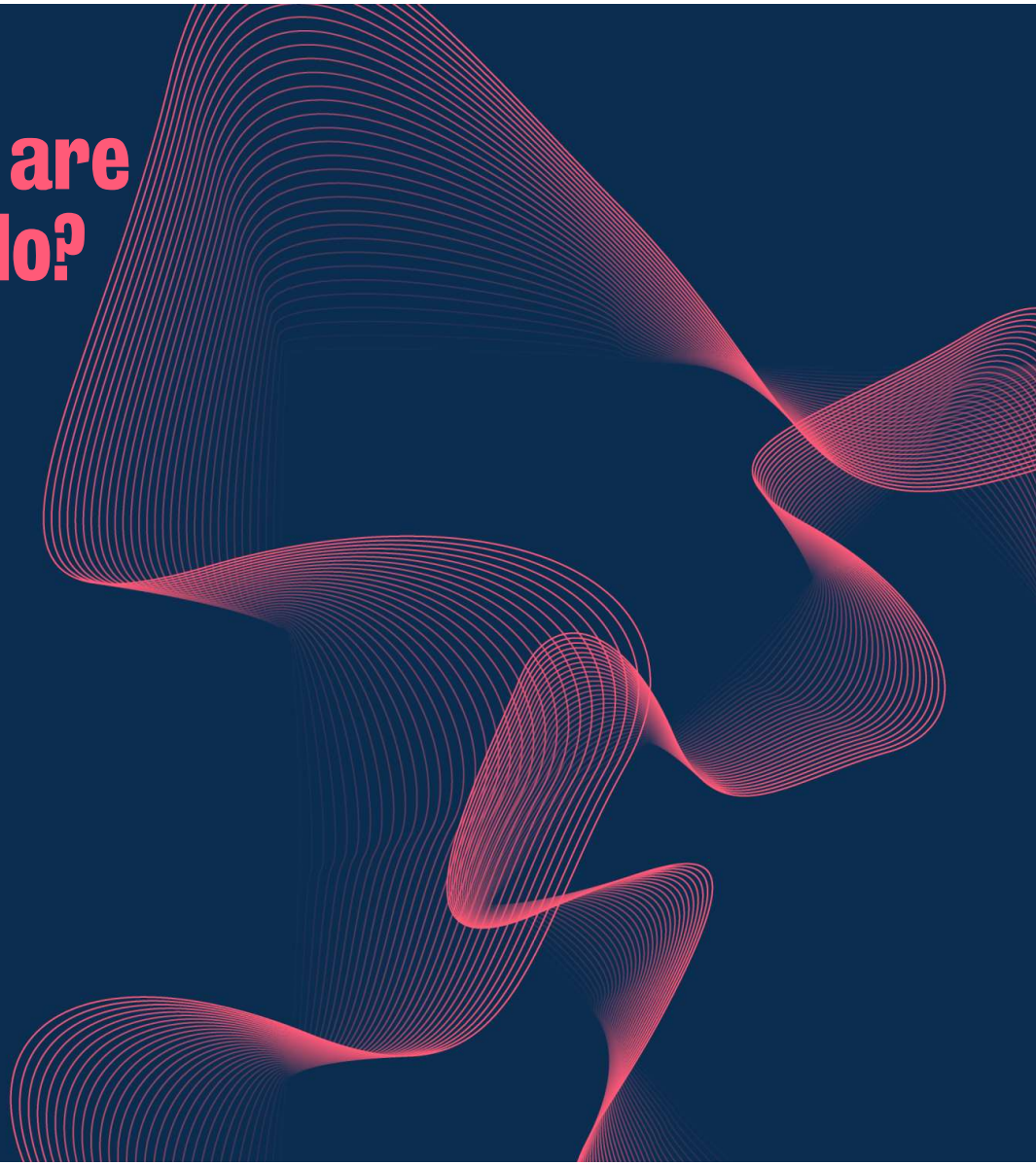
This is something of a contrast with the view expressed by workers, where 4 in 10 say they've had "no clear guidance" on whether to use AI more or less.

Part 4: How well prepared are we – and what should we do?

People see schools, the government and universities/colleges as most responsible for ensuring young people are prepared for changes to the world of work.

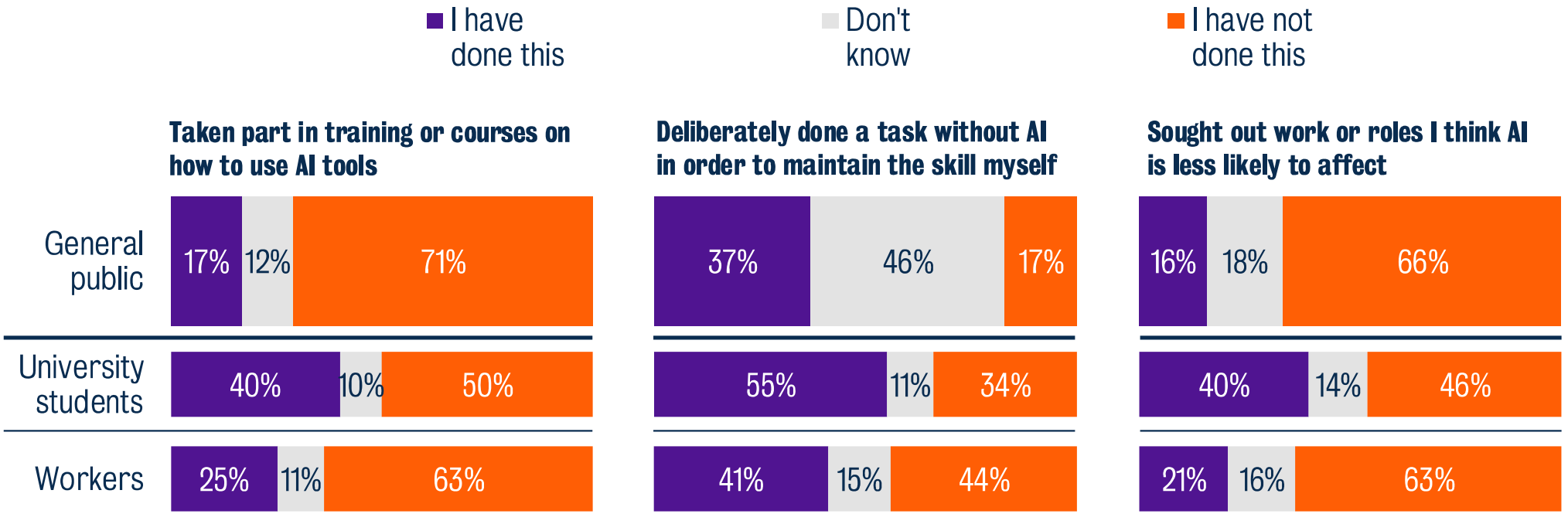
Six in 10 university students think universities CAN prepare them for AI, but only 36% say they ARE being prepared.

More generally, only one in 5 agree the educational system is preparing young people for a world shaped by AI.



University students are more likely than workers to have taken active steps to navigate AI – with two in five (40%) having taken AI training and sought out AI-resistant roles, and over half (55%) having deliberately done tasks without AI to maintain their own skills

For each of the following pairs of statements, please select which, if either, is closest to your view.



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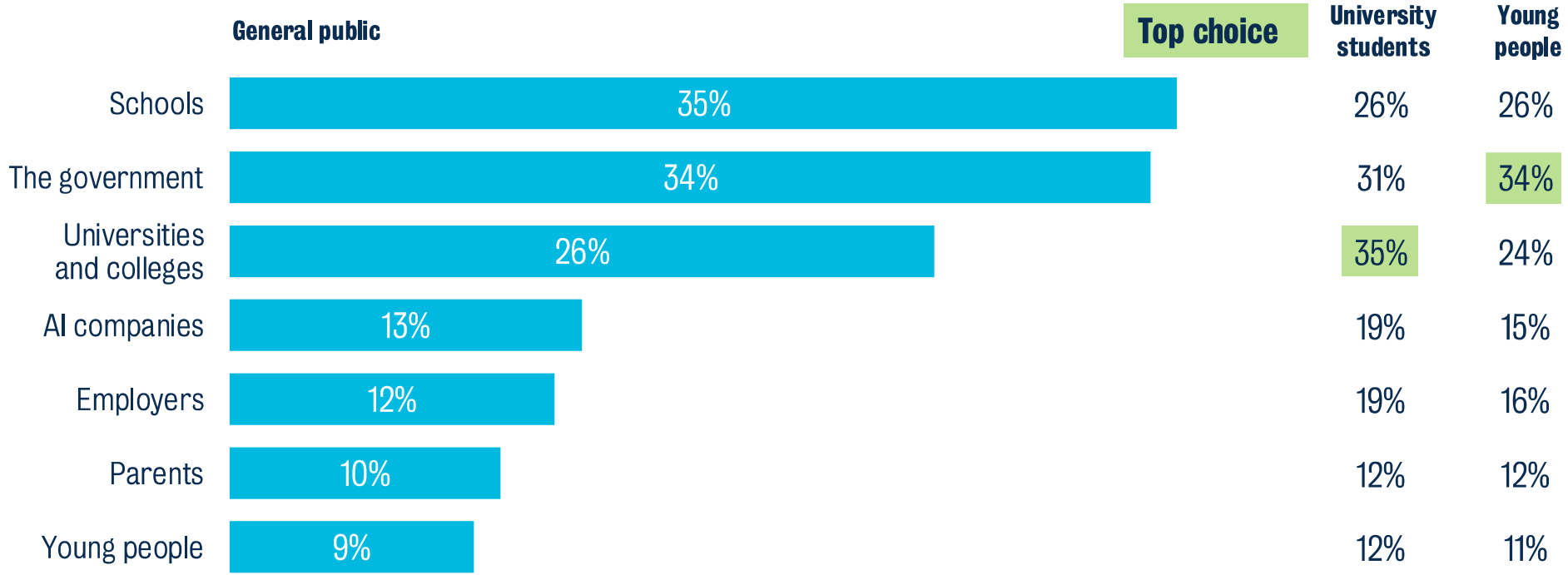
General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
University students base: 1,000 GB respondents surveyed 16-29 April 2026.
Workers base: 1,215 UK respondents currently working aged 16+ surveyed 16-22 April 2026.

The public see schools as most responsible for preparing young people for an AI-shaped job market (35%) – but university students are most likely to say it's universities (35%) and young people most likely to say the government (34%)

If artificial intelligence (AI) significantly changes the types of jobs available in the future, whose responsibility should it mainly be to make sure young people are prepared? Select up to two.



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General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.
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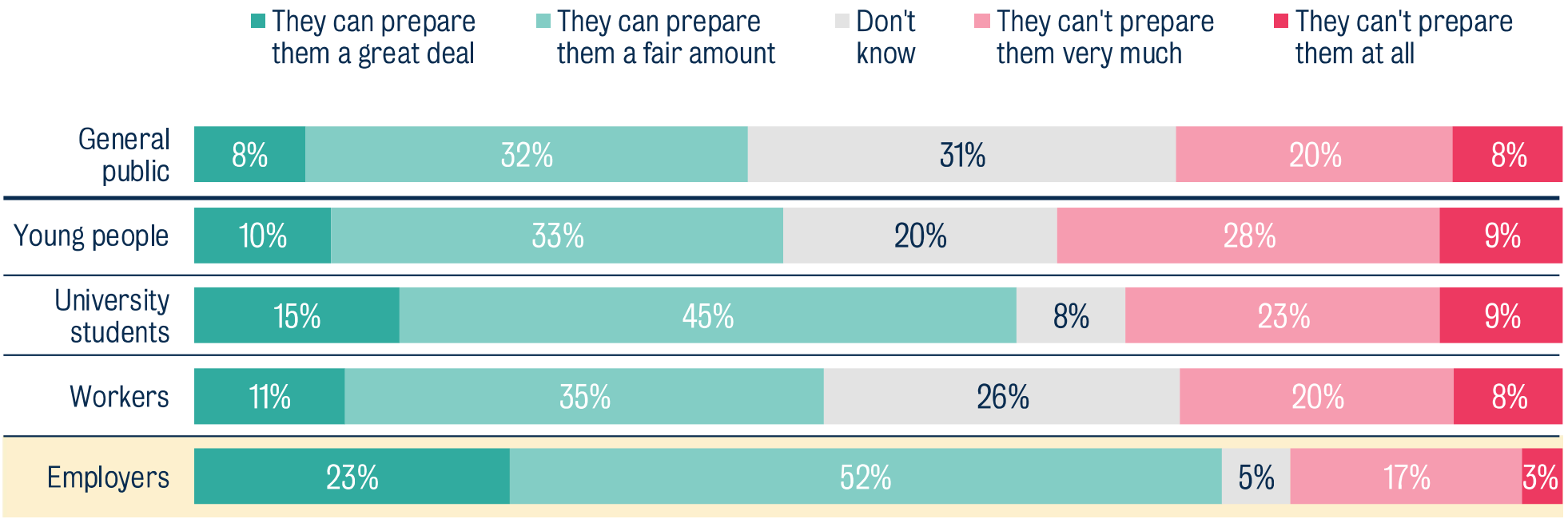
Young people base: 1,002 GB young people aged 16-29 surveyed 16-27 April 2026.

Three quarters of employers (75%) say educational institutions *can* prepare students well for an AI-shaped job market – almost twice the proportion of young people (43%)…

To what extent do you think educational institutions can prepare students for a job market shaped by AI?



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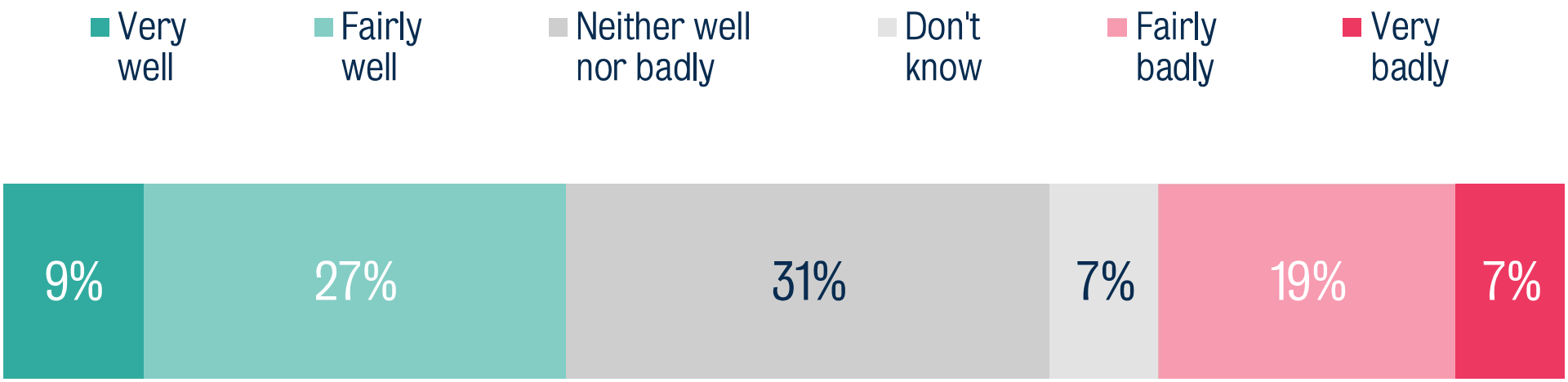
… but while a majority (60%) of university students say their university *can* prepare them well for an AI-shaped job market, only 36% say they *are* being well prepared

How well or badly do you feel your own school, college or university is helping to prepare you for a job market shaped by artificial intelligence (AI)?



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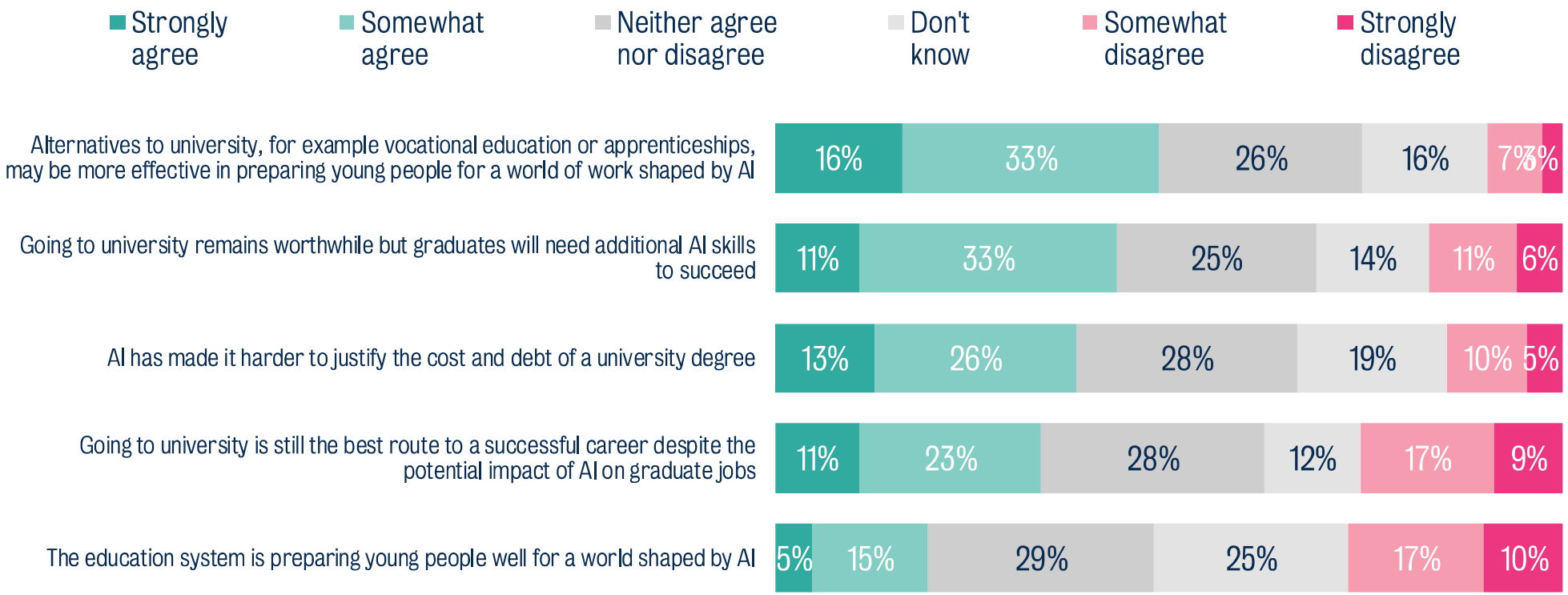
University students base: 1,000 GB respondents surveyed 16-29 April 2026.

…and just one in five of the general public think (20%) the education system is preparing young people well for a world shaped by AI…

To what extent, if at all, do you agree or disagree with the following statements?



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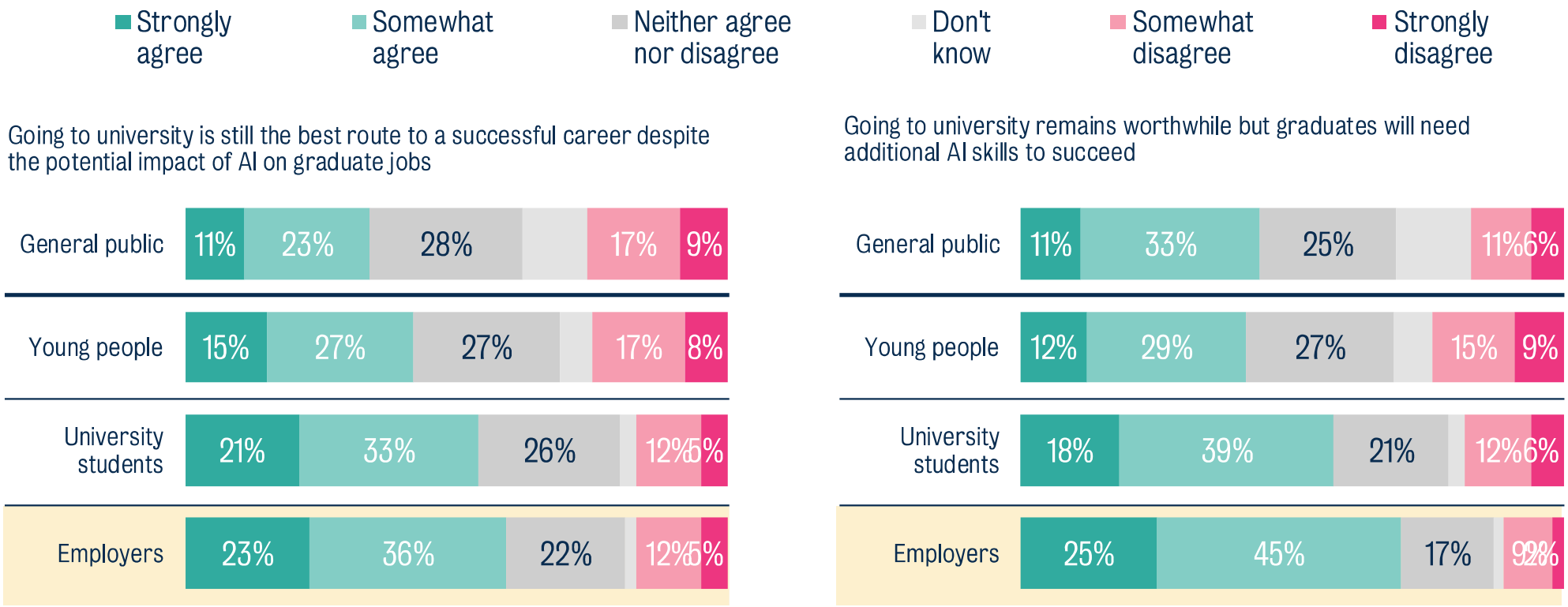
General public base: 2,000 UK respondents aged 16+ surveyed 16-22 April 2026.

The majority of university students and employers say university is still the best route to success, especially if have additional AI skills…



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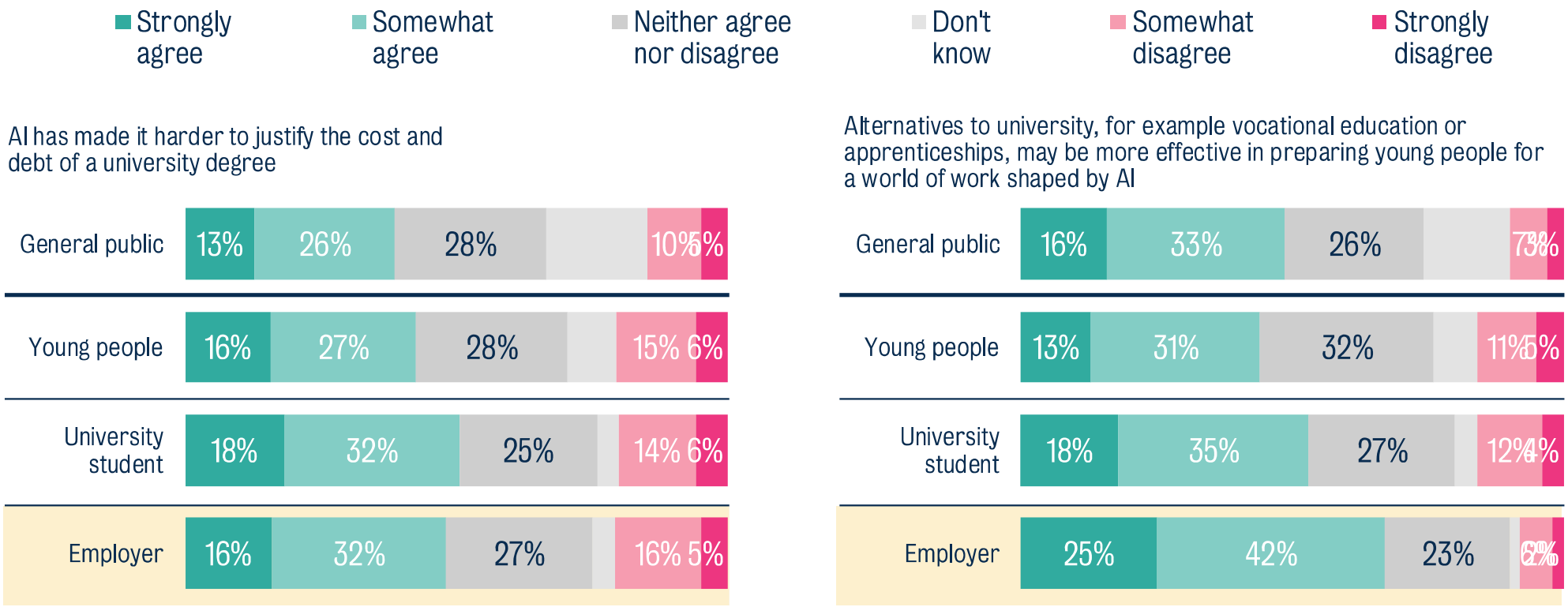
…however, employers are also the most likely to say vocational alternatives may be better than university at preparing young people for AI – and half university students say AI is making the debts from a degree harder to justify



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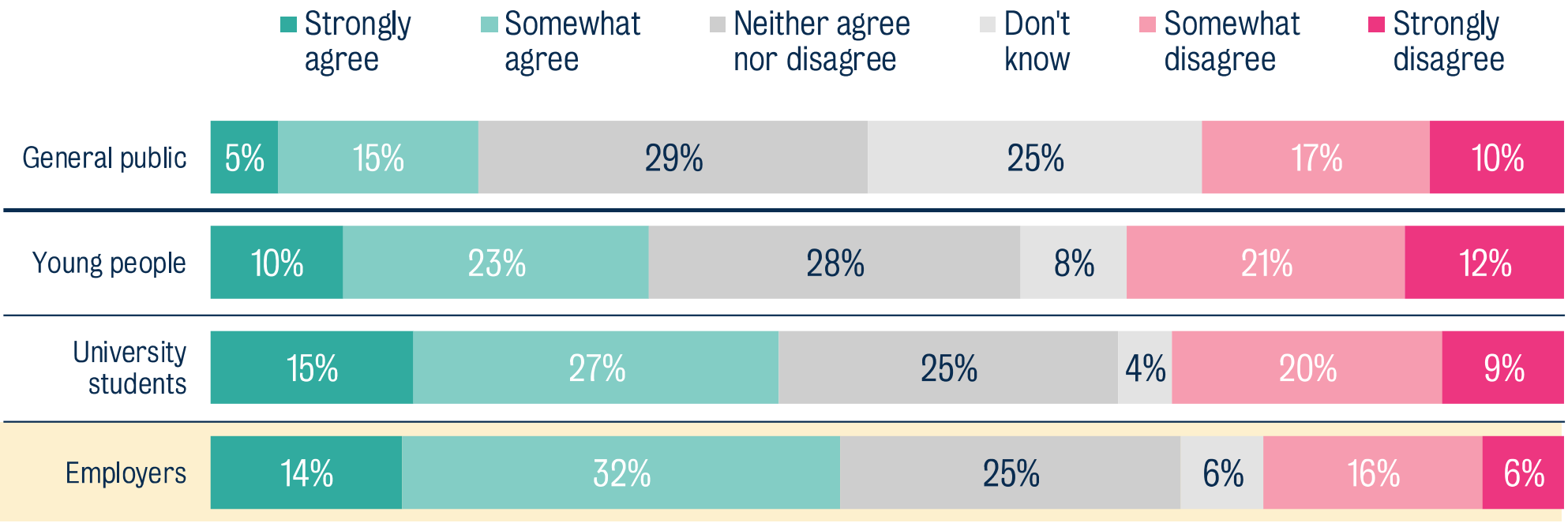
University students and employers are more likely to say the education system is preparing them well, while knowledge is low among the public as a whole

The education system is preparing young people well for a world shaped by AI



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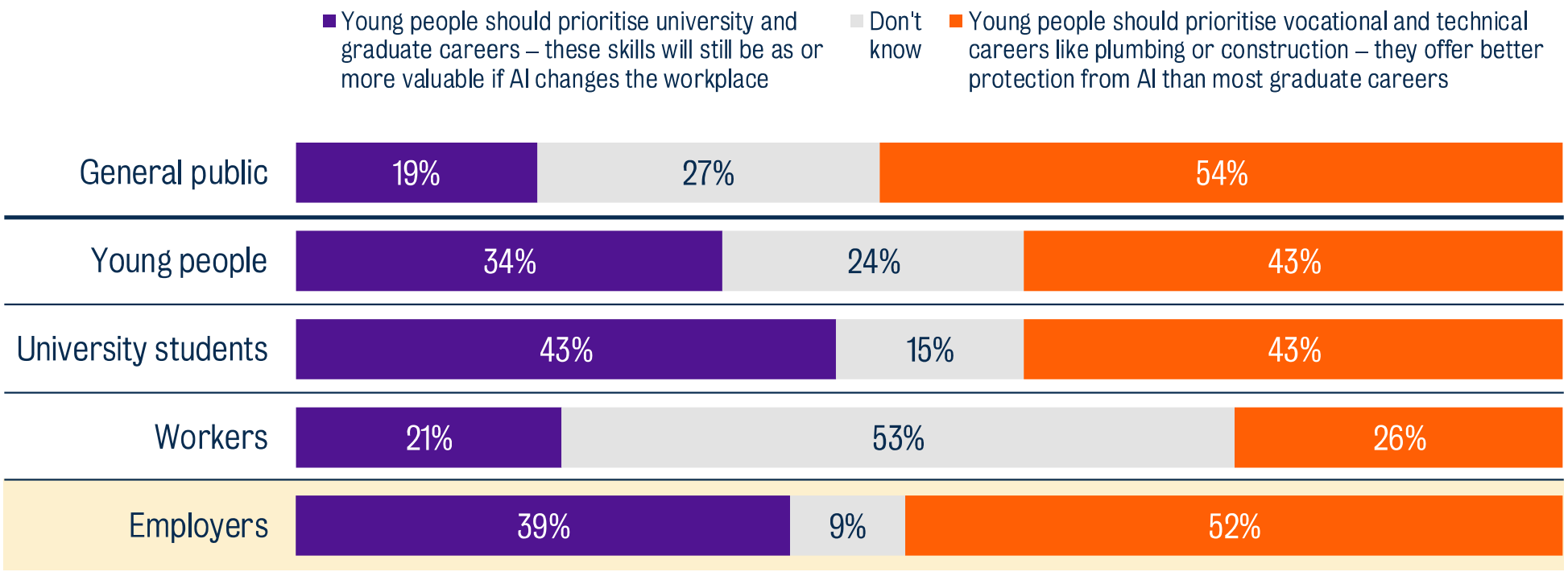
A majority of the public (54%) say young people should prioritise vocational careers over university as better protection from AI – and half of employers (52%) feel this way too

Thinking about career advice for young people today, which of the following statements, if either, is closest to your view?



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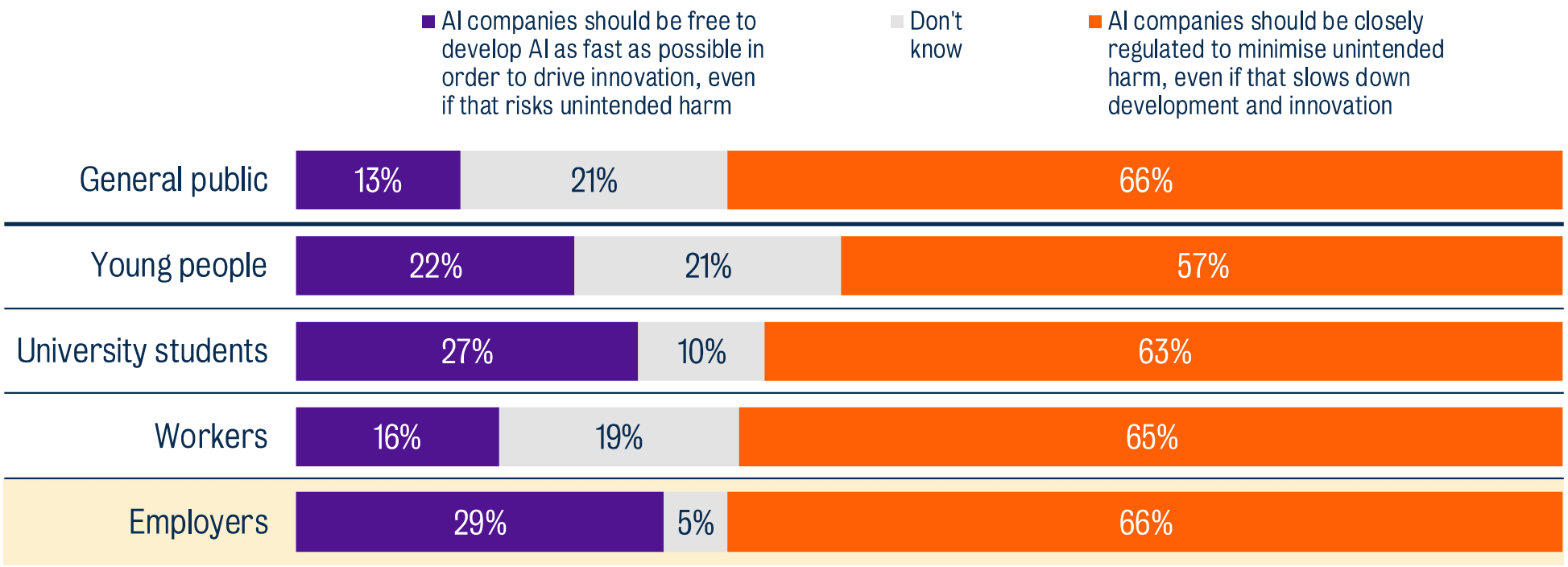
Two thirds of the public (66%) say AI companies should be closely regulated even if it slows development – though employers and university students are the most likely to favour letting companies develop AI freely (29%, 27%)

For each of the following pairs of statements, please select which, if either, is closest to your view.



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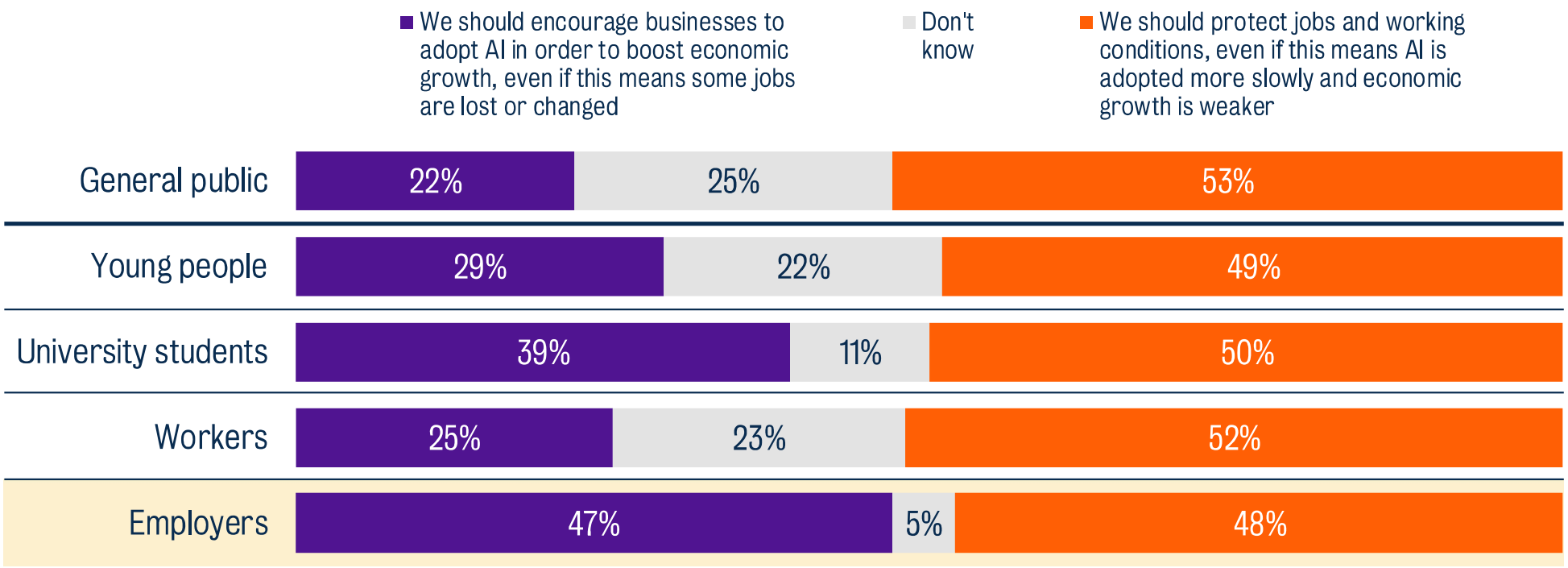
A majority of the public (55%) say protecting jobs and working conditions should take priority over faster AI adoption and economic growth – while employers and university students are the most likely to favour growth, with around four in ten (47%, 39%) choosing that priority

For each of the following pairs of statements, please select which, if either, is closest to your view.



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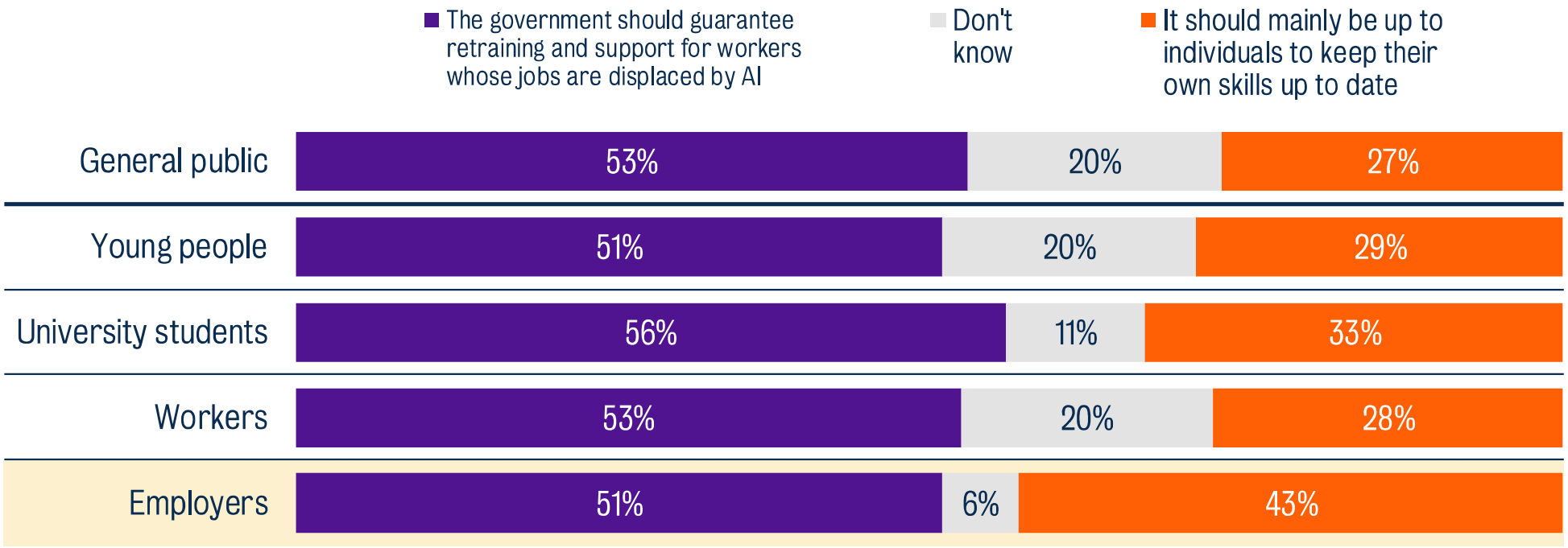
A majority across all groups say the government should guarantee retraining for workers displaced by AI – but employers are the most likely to say it should be up to individuals, with over two in five (43%) taking this view

For each of the following pairs of statements, please select which, if either, is closest to your view.



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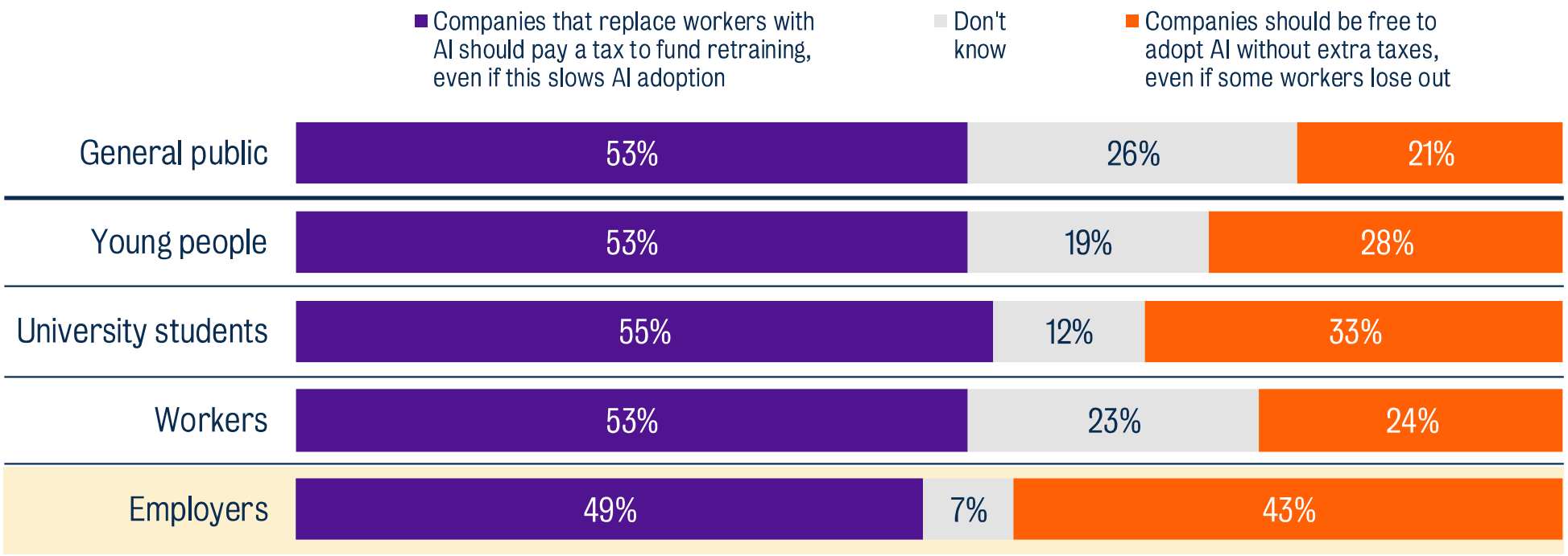
Support for an AI retraining tax is consistent, with over 50% support across all public groups – but employers are the most resistant, with two in five (43%) saying companies should be free to adopt AI without extra taxes, double the proportion of workers

For each of the following pairs of statements, please select which, if either, is closest to your view.



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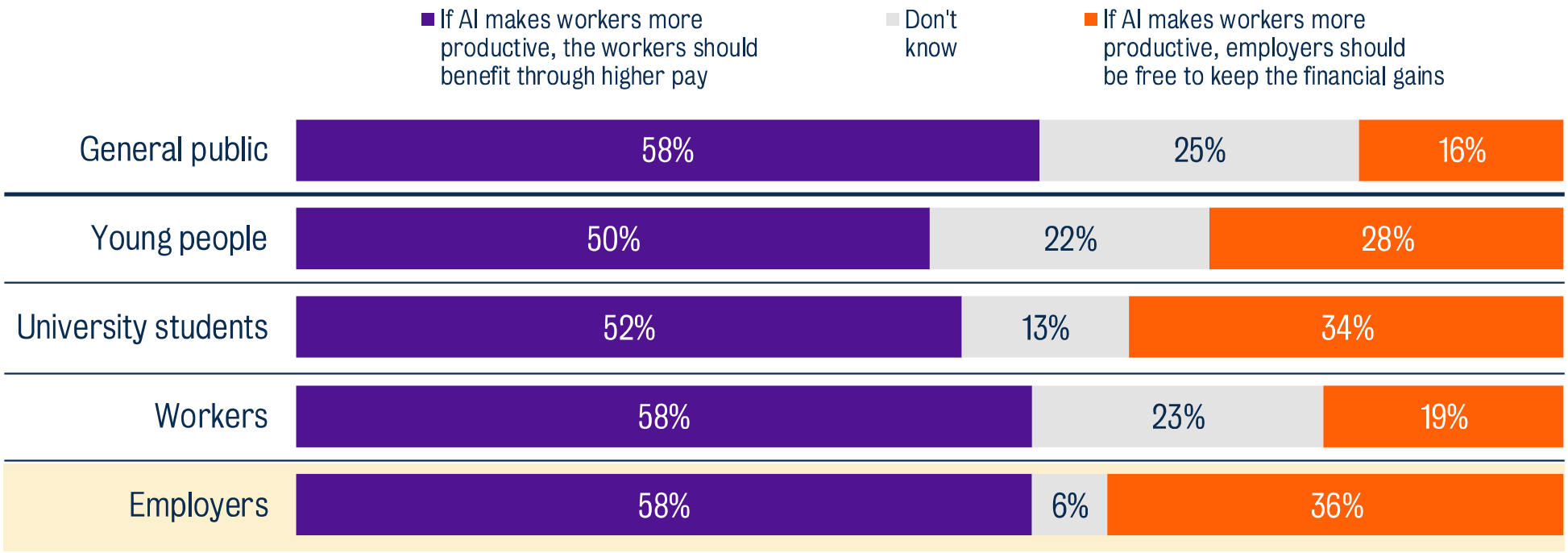
A clear majority (58%) of workers say they should benefit from AI productivity gains through higher pay – and a similar proportion of employers (58%) agree, although 36% disagree

For each of the following pairs of statements, please select which, if either, is closest to your view.



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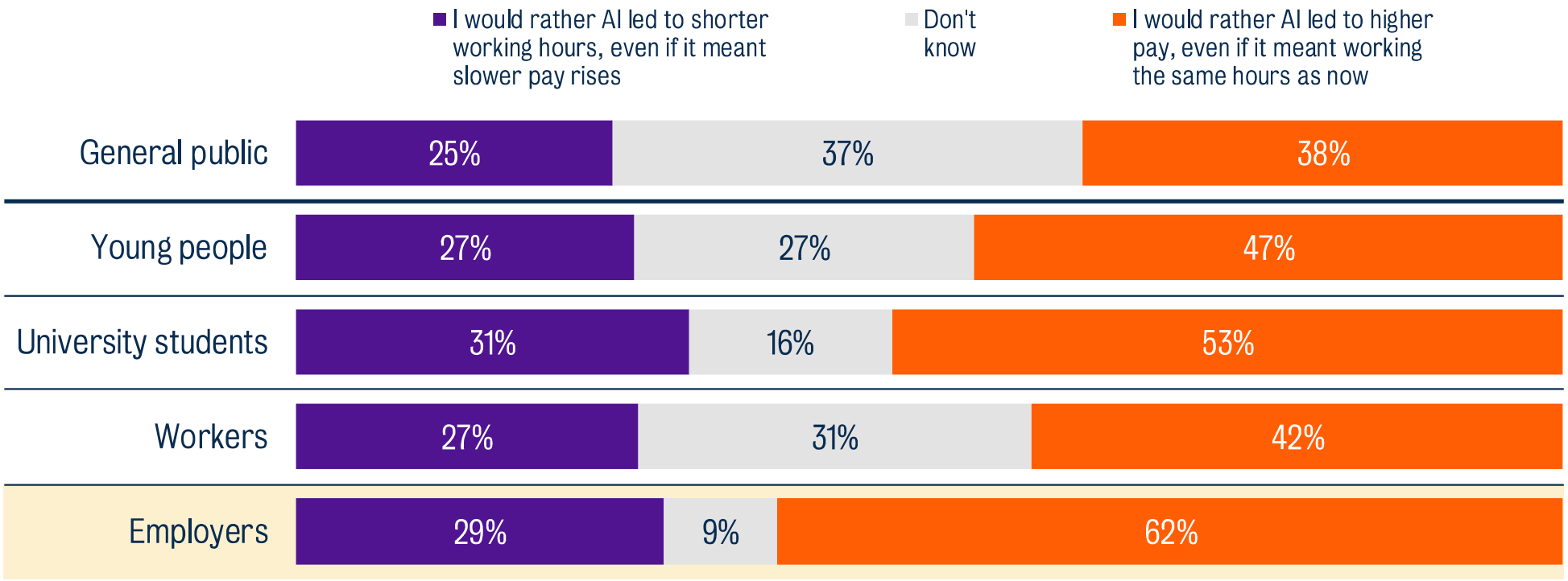
If AI delivers productivity gains, more people would rather see them reflected in higher pay than shorter hours – this is strongest among employers (62%) and university students (53%)

Which of the following statements, if any, is closest to your view?



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