

AI-Generated Explicit Imagery - CARE **2nd-5th February 2024**

Methodology: Whitestone Insight interviewed 1,203 GB adults online from 2nd-5th February 2024. Whitestone Insight is a member of the British Polling Council and abides by its rules.

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I N S I G H T

Please select "Prefer not to say" if you would prefer not to answer. There are now websites and apps that use artificial intelligence (AI) to simulate sexually explicit content, such as undressing women and children. Do you agree or disagree with this statement? 'Websites and apps that use AI to simulate sexually explicit content such as undressing women and children should be banned by the government.'

Raw sample size: 1,625

Nationally representative sample size: 1,203

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Prefer not to say	
TOTALS					800 - 69.3%		114 - 9.9%		28 - 2.4%		32 - 2.8%		99 - 8.6%		130 - 11.3%	
Teacher		Quotas		Raw counts	Results											
Teacher	NA	NA	43	3.6%	34	79.1%	2	4.7%	1	2.3%	1	2.3%	4	9.3%	1	2.3%
Gender		Quotas		Raw counts	Results											
Male	48.7%	586	586	100.0%	353	60.2%	78	13.3%	21	3.6%	15	2.6%	53	9.0%	66	11.3%
Female	50.8%	611	611	100.0%	444	72.7%	36	5.9%	7	1.1%	17	2.8%	46	7.5%	61	10.0%
Neither	0.5%	6	6	100.0%	3	50.0%	0	0%	0	0%	0	0%	0	0%	3	50.0%
AgeRange		Quotas		Raw counts	Results											
18-24	10.6%	128	127	99.2%	72	56.7%	16	12.6%	9	7.1%	2	1.6%	10	7.9%	18	14.2%
25-34	17.0%	205	205	100.0%	133	64.9%	22	10.7%	1	0.5%	4	2.0%	19	9.3%	26	12.7%
35-44	16.4%	197	197	100.0%	115	58.4%	20	10.2%	10	5.1%	6	3.0%	24	12.2%	22	11.2%
45-54	16.9%	203	203	100.0%	145	71.4%	18	8.9%	3	1.5%	5	2.5%	14	6.9%	18	8.9%
55-64	15.9%	191	191	100.0%	130	68.1%	17	8.9%	2	1.0%	5	2.6%	14	7.3%	23	12.0%
65+	23.2%	279	280	100.4%	205	73.2%	21	7.5%	3	1.1%	10	3.6%	18	6.4%	23	8.2%
SocialGrade		Quotas		Raw counts	Results											
AB	22.8%	274	274	100.0%	182	66.4%	31	11.3%	7	2.6%	10	3.6%	23	8.4%	21	7.7%
C1	30.9%	372	372	100.0%	255	68.5%	38	10.2%	9	2.4%	6	1.6%	23	6.2%	41	11.0%
C2	21.2%	255	255	100.0%	163	63.9%	23	9.0%	4	1.6%	11	4.3%	25	9.8%	29	11.4%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Prefer not to say	
DE	25.1%	302	302	100.0%	200	66.2%	22	7.3%	8	2.6%	5	1.7%	28	9.3%	39	12.9%
Region	Quotas		Raw counts		Results											
North East	4.1%	49	49	100.0%	36	73.5%	0	0%	0	0%	2	4.1%	4	8.2%	7	14.3%
North West	11.4%	137	137	100.0%	98	71.5%	12	8.8%	0	0%	2	1.5%	9	6.6%	16	11.7%
Yorkshire and The Humber	8.4%	101	101	100.0%	60	59.4%	9	8.9%	4	4.0%	4	4.0%	7	6.9%	17	16.8%
East Midlands	7.5%	90	90	100.0%	56	62.2%	10	11.1%	2	2.2%	2	2.2%	9	10.0%	11	12.2%
West Midlands	9.1%	109	109	100.0%	70	64.2%	13	11.9%	1	0.9%	1	0.9%	8	7.3%	16	14.7%
East of England	9.7%	117	117	100.0%	75	64.1%	14	12.0%	5	4.3%	3	2.6%	9	7.7%	11	9.4%
London	13.5%	162	163	100.6%	114	69.9%	17	10.4%	7	4.3%	5	3.1%	15	9.2%	5	3.1%
South East	14.3%	172	172	100.0%	114	66.3%	18	10.5%	2	1.2%	5	2.9%	13	7.6%	20	11.6%
South West	8.8%	106	106	100.0%	72	67.9%	6	5.7%	3	2.8%	4	3.8%	7	6.6%	14	13.2%
Wales	4.8%	58	58	100.0%	42	72.4%	7	12.1%	0	0%	0	0%	3	5.2%	6	10.3%
Scotland	8.4%	101	101	100.0%	63	62.4%	8	7.9%	4	4.0%	4	4.0%	15	14.9%	7	6.9%
VoteBrexit	Quotas		Raw counts		Results											
Leave	37.5%	451	451	100.0%	321	71.2%	39	8.6%	7	1.6%	14	3.1%	26	5.8%	44	9.8%
Remain	34.7%	417	418	100.2%	297	71.1%	45	10.8%	11	2.6%	9	2.2%	26	6.2%	30	7.2%
None	27.8%	334	334	100.0%	182	54.5%	30	9.0%	10	3.0%	9	2.7%	47	14.1%	56	16.8%
Vote2019	Quotas		Raw counts		Results											
Conservative-party	29.3%	352	353	100.3%	247	70.0%	25	7.1%	8	2.3%	12	3.4%	24	6.8%	37	10.5%
Labour-party	21.6%	260	260	100.0%	178	68.5%	35	13.5%	10	3.8%	7	2.7%	13	5.0%	17	6.5%
Liberal-democrats	7.8%	94	94	100.0%	73	77.7%	7	7.4%	1	1.1%	1	1.1%	4	4.3%	8	8.5%
Scottish-national-party	2.6%	31	31	100.0%	21	67.7%	2	6.5%	3	9.7%	2	6.5%	1	3.2%	2	6.5%
Other	5.9%	71	71	100.0%	45	63.4%	11	15.5%	1	1.4%	0	0%	4	5.6%	10	14.1%
No-vote	32.7%	393	394	100.3%	236	59.9%	34	8.6%	5	1.3%	10	2.5%	53	13.5%	56	14.2%