



The UK AI Sectoral Analysis: help sheet

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

Across your company in the UK as a whole, how many employees do you have?

By that we mean both full-time and part-time employees on your payroll, as well as any directors, working proprietors or owners.....

How many of your employees are working in AI roles?

By that, we mean anyone involved in the design, development, delivery, implementation, testing or maintenance of AI products or services.....

What was the approximate turnover of your UK business, in your most recently completed financial year?

In your most recently completed financial year, approximately what proportion of your AI-related turnover came from exports?

By exports, we mean where AI products or services are purchased and used overseas by non-UK customers or clients.....

If you have had non-UK customers in the last financial year, in which of the following regions are they based?

- | | |
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| <input type="checkbox"/> The European Union | <input type="checkbox"/> The Gulf states |
| <input type="checkbox"/> Wider Europe, outside the European Union (including Israel) | <input type="checkbox"/> Africa |
| <input type="checkbox"/> North America | <input type="checkbox"/> Asia-Pacific, including Australia and New Zealand |
| <input type="checkbox"/> Central or South America | |