Introduction: This omnibus survey focuses on AI and automated decision making (ADM). It offers valuable insights into public awareness, usage, perceptions and comfort levels of AI use and ADM in different contexts, as well as priorities for rules and safeguards.

Methodology:
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2157 adults. Fieldwork was undertaken between 26th - 27th March 2026. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Results:

Q1. Do you think it is acceptable or unacceptable to use artificial intelligence (AI) in each of the following scenarios?
Base: All respondents (n=2,157)

Q1.1. To make decisions about benefits or welfare payments (e.g. deciding eligibility or payment amounts)

- Just under one in seven (14%) of UK adults find it acceptable for AI to be used to make decisions about benefits or welfare payments, such as determining eligibility or payment amounts.
- Around two-thirds (66%) report that they find this unacceptable, including more than four in ten (41%) who say it is completely unacceptable.
- Around one in eight (12%) feel it is neither acceptable nor unacceptable, while fewer (8%) say they don't know.

Q1.2. Immigration, visas, or border control decisions (e.g. deciding who is awarded a visa, e-gates that decide who can enter the country)

- Just under one in five (17%) UK adults find it acceptable for AI to be used in immigration, visa, or border control decisions, such as determining visa eligibility or operating e-gates.
- Almost two thirds (62%) feel this is unacceptable, including more than four in ten (42%) who feel it is completely unacceptable.
- Around one in eight (12%) feel it is neither acceptable nor unacceptable, while almost one in ten (9%) say they don't know.

Q1.3. Policing and criminal justice (e.g. deciding who is subject to additional screening, predictive policing)

- Fewer than one in five (18%) UK adults find it acceptable for AI to be used in policing or criminal justice contexts, including predictive policing or automated screening.
- Three in five (60%) find this unacceptable, including nearly four in ten (39%) who feel it is completely unacceptable.
- Around one in seven (13%) feel it is neither acceptable nor unacceptable, and almost one in ten (9%) say they don't know.

Q1.4. Healthcare diagnosis or treatment decisions (e.g. analysing x-rays to diagnose illness)

- Over a third (34%) of UK adults feel it is acceptable for AI to be used for healthcare diagnosis or treatment decisions, such as analysing medical images.
- Just over two in five (43%) feel it is unacceptable, including 28% who feel it is completely unacceptable.
- Around one in seven (15%) feel it is neither acceptable nor unacceptable, and 8% say they don't know.

Q1.5. Hiring and recruitment decisions (e.g. selecting applicants for interview, scoring candidates after interview and rejecting those below a certain threshold)

- Just over one in seven (15%) UK adults feel it is acceptable for AI to be used in hiring or recruitment, such as screening applications or scoring interviews.
- Nearly two-thirds (65%) say they feel it is unacceptable, including almost four in ten (38%) who feel it is completely unacceptable.
- Around one in eight (13%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q1.6. Credit scoring, loans, or mortgages (e.g. assessing creditworthiness, determining amount of mortgage)

- Three in ten (30%) UK adults feel it is acceptable for AI to be used to assess creditworthiness or determine loan or mortgage amounts.
- However, just under half (44%) feel it is unacceptable, including just over one in four (26%) who find it completely unacceptable.
- Just over one in six (17%) feel it is neither acceptable nor unacceptable, and almost one in ten (9%) say they don't know.

Q1.7. Insurance pricing or risk assessments (e.g. determining car insurance premium based on profiling)

- Just over one in four (27%) UK adults feel it is acceptable for AI to be used in insurance pricing or risk assessments.
- Nearly half (46%) feel it is unacceptable, including a quarter (25%) who feel it is completely unacceptable.
- Almost one in five (17%) feel it is neither acceptable nor unacceptable, and 10% say they don't know.

Q1.8. Education (e.g. determining grades, admissions)

- Only around one in six (17%) UK adults feel is it acceptable for AI to be used in education decisions, such as determining grades or admissions.
- Nearly two thirds (63%) feel it is unacceptable, including almost four in ten (38%) who feel it is completely unacceptable.
- Around one in eight (13%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q1.9. Workplace monitoring or performance evaluation (productivity tracking, decisions for promotions or layoffs)

- Fewer than one in five (17%) UK adults find it acceptable for AI to be used for workplace monitoring or performance evaluation.
- Almost two-thirds (62%) feel it is unacceptable, including 37% who say they feel it is completely unacceptable.
- Around one in eight (13%) feel it is neither acceptable nor unacceptable, and 8% say they don't know.

Q1.10. Targeted advertising and personalised content (e.g. personalised news feed, ads based on inferred interests)

- Around a third (33%) of UK adults find it acceptable for AI to be used for targeted advertising or personalised content.

- Four in ten (40%) find it unacceptable, including almost a quarter (24%) who feel it is completely unacceptable.
- Nearly one in five (18%) feel it is neither acceptable nor unacceptable, and 9% say they don't know.

Q1.11. Social media content moderation or recommendation systems (e.g. automated removal of inappropriate content)

- Almost half (46%) of UK adults feel it is acceptable for AI to be used for content moderation or recommendations on social media platforms.
- Three in ten (31%) feel it is unacceptable, including 17% who feel it is completely unacceptable.
- Around one in seven (15%) feel it is neither acceptable nor unacceptable, and 9% say they don't know.

Q1.12. Fraud detection systems (e.g. blocking credit card or bank transactions)

- Just over half (52%) of UK adults feel it is acceptable for AI to be used for fraud detection, such as blocking suspicious bank or card transactions.
- Just over a quarter (27%) feel it is unacceptable, including 16% who feel it is completely unacceptable.
- Around one in eight (13%) feel it is neither acceptable nor unacceptable, and 8% say they don't know.

Q1.13. Smart city systems (e.g. traffic enforcement cameras, license plate tracking for congestion charging)

- Just under half (46%) of UK adults feel it is acceptable for AI to be used in smart city systems.
- Just over a quarter (31%) feel it is unacceptable, including 19% who feel it is completely unacceptable.
- Around one in seven (14%) feel it is neither acceptable nor unacceptable, and 9% say they don't know.

Q2. Which, if any, of the following areas do you think it is acceptable or unacceptable for organisations to use automated systems to make decisions without human involvement?
Base: All respondents (n=2,157)

Q2.1. Benefit eligibility

- Around one in six (16%) UK adults find it acceptable for organisations to use automated systems without human involvement to make decisions about benefit eligibility.
- Around two-thirds (66%) feel it is unacceptable, including more than four in ten (42%) who feel it is completely unacceptable.
- Around one in ten (11%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q2.2. Border control and immigration

- Just under one in six (16%) UK adults find it acceptable for organisations to use automated systems without human involvement to make decisions about border-control and immigration.
- Just over two-thirds (67%) feel it is unacceptable, including nearly half (46%) who feel it is completely unacceptable.

- One in ten (10%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q2.3. Healthcare triage

- Almost one in five (19%) UK adults say it is acceptable for automated systems with no human involvement to make healthcare triage decisions.
- Three in five (62%) feel it is unacceptable, including 41% who feel it is completely unacceptable.
- Around one in eight (12%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q2.4. School admissions or grading

- Only around one in seven (14%) UK adults say they find it acceptable for automated systems to make decisions about school admissions or grading.
- Two-thirds (67%) feel it is unacceptable, including 42% who feel it is completely unacceptable.
- Around one in eight (13%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q2.5. Recruitment shortlisting

- One in five (19%) UK adults say it is acceptable for organisations to use fully automated systems to shortlist job applicants.
- Three in five (60%) feel it is unacceptable, including more than a third (35%) who feel it is completely unacceptable.
- Around one in seven (14%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q2.6. Credit and loans

- Three in ten (30%) UK adults say they find it acceptable for automated systems to make decisions about credit or loans without human involvement.
- Just under half (48%) feel it is unacceptable, including 28% who feel it is completely unacceptable.
- Around one in six (15%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q2.7. Policing or criminal risk assessment

- Only around one in seven (14%) UK adults find it acceptable for organisations to use automated systems without human involvement to make decisions about policing or criminal-risk assessment.
- More than two-thirds (68%) feel it is unacceptable, including nearly half (46%) who feel it is completely unacceptable.
- Around one in ten (11%) feel it is neither acceptable nor unacceptable, and 7% say they don't know.

Q3. How important do you feel it is that content generated by artificial intelligence should be clearly labelled as AI-generated content?

Base: All respondents (n=2,157)

- An overwhelming majority of the public feel it is important that content generated by artificial intelligence is clearly labelled. More than nine in ten (93%) say this is important, including eight in ten (80%) who say it is very important.
- Only a very small minority (2%) feel that labelling is not important, and just 1% say they feel it is neither important nor unimportant.
- A small proportion (3%) say they don't know.

Q4. From the following list, which information do you think is most important for organisations to provide when using AI to make automated decisions? Please select up to three options.
Base: All respondents (n=2,157)

- When asked what information is most important for organisations to provide when using AI to make automated decisions, the most commonly selected priority was how to challenge, correct, or appeal the decision. Nearly half of the public (47%) choose this as one of their top three pieces of information.
- Almost two in five (37%) say it is important to be told that the decision was automated, while a similar proportion (36%) want to know what type of information was used in making the decision.
- Three in ten select how accurate the system is (30%) or whether profiling was used (30%). Fewer point to wanting to know why automated systems are used (22%), the 'logic' behind decisions (11%), and their likely consequences (10%). Only 4% say none of these are important, and 14% say they don't know.

Q5. How concerned, if at all, are you about computers making decisions about people?
Base: All respondents (n=2,157)

- Concern about computers making decisions about people is widespread. Most UK adults (76%) say they feel concerned to some degree, including over four in ten (41%) who feel very concerned.
- Just 3% say they are not concerned at all, while 4% say they don't know.

Q6. You previously said that you were concerned about computers making decisions about people. What are your main worries or concerns regarding computers making decisions about people? (Please select up to three options)
Base: UK adults who expressed any concern on Q5 (n=2,036)

- Among those who express concern about computer-made decisions, the leading worry, selected by six in ten (60%), is that automated decisions cannot account for individual circumstances.
- Almost half (49%) are worried about the lack of respect, empathy, or dignity involved when decisions are made without human involvement. More than four in ten (43%) worry that the decision could simply be wrong.
- Other common concerns include unclear responsibility when mistakes occur (36%), and the risk that certain groups could be treated unfairly (26%). Fewer say they worry about intrusive predictions (23%) or a lack of transparency about how decisions are made (18%), 8% worried that automated systems use more personal data than is necessary.
- Only 1% say none of these concerns apply to them, and 3% say they don't know.

Q7. Which, if any, of the following would make you more likely to trust decisions made by an automated system? (Please select up to three options)
Base: All respondents (n=2,157)

- The factor most likely to increase trust is knowing that a human has reviewed or checked the decision, selected by just over half (51%) of adults.
- Around two in five (38%) say they would be more likely to trust automated decisions if they could challenge the decision easily, while almost three in ten (28%), would be reassured if systems were regularly tested for accuracy if information was provided on how decisions were made (26%), or by knowing that the system is checked for fairness or bias (26%) and knowing what data was used (16%).
- Almost one in four (24%) say that nothing would increase their trust in decisions made by automated systems and 6% say they don't know.

Q8. If a computer made a decision about you that you thought was wrong, how confident would you feel about challenging it?
Base: All respondents (n=2,157)

- Just under half (46%) of UK adults say they would feel confident challenging a computer-made decision they thought was wrong, including one in five (20%) who feel very confident.
- However, 44% say they would not feel confident doing so, and 10% say they don't know.

Q9. If a computer made an automated decision about you that you thought was wrong (for example, a loan refusal or job rejection), what would you be most likely to do? (Please select the option that best applies)
Base: All respondents (n=2,157)

- If a computer made a decision they believed to be wrong, such as a loan refusal or job rejection, the most common action people say they would take is to ask for the decision to be reviewed by a human (39%).
- Three in ten (30%) say they would contact the organisation directly to question the decision, and 8% would look for more information on the organisation's website.
- A small number say they would accept the decision and move on (8%) or seek advice from someone else (4%). Around one in eight (12%) say they don't know.

Q10. Have you ever interacted with an AI chatbot (for example, customer service chatbots e.g. ChatGPT or virtual assistants e.g. Alexa)?
Base: All respondents (n=2,157)

- Nearly three-quarters of adults (74%) say they have interacted with an AI chatbot, such as ChatGPT, customer-service bots, or virtual assistants like Alexa.
- Just under a quarter (23%) say they have not used one, and 3% say they don't know.

Q11. Which, if any, of the following rules do you think organisations should make sure their AI chatbots follow? (Please select up to three options)
Base: All respondents (n=2,157)

- The most frequently selected rule the public wants organisations to enforce is that AI chatbots should inform people that they are AI, selected by just over half (53%). This is

followed by ensuring that chatbots are monitored by humans (39%) and have strong restrictions around dangerous, illegal, or self-harm content (35%).

- Almost three in ten (28%) want reassurance that chatbots do not manipulate or persuade people and that they acknowledge the limits of their capability (26%). One in four (25%) highlight the importance of strict data-retention controls.
- Almost one in five (18%) say chatbots should not pretend to have emotional responses, and 14% say they should avoid extreme, inflammatory, or highly polarising responses.
- Only 3% say none of these rules are necessary, while 10% say they don't know.