Eden McCallum Consumer Survey

Artificial Intelligence

Oct 2026

eden mccallum



Contents

Overview

AI and society

AI and personal lives

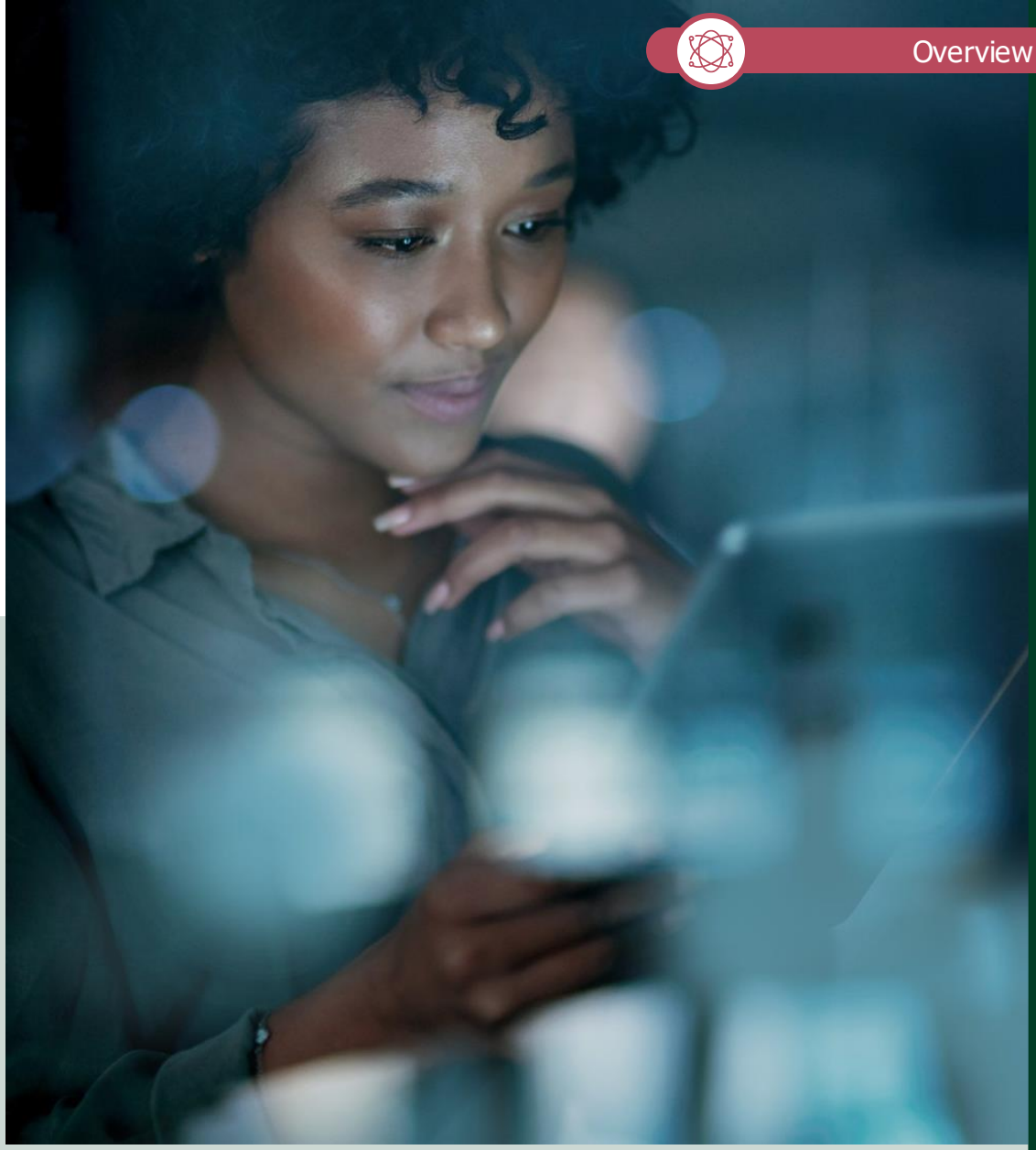
AI and working lives



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Background to the survey

- The Dynata / Eden McCallum consumer sentiment survey has been run since 2021, with the latest edition for 2026 run from 10th August to 31st August 2026, surveying a nationally representative sample of over 2,000 consumers in each of the United Kingdom and Netherlands
- Of the respondents, c.70% had heard of AI (77% in UK and 59% in NL). Those respondents were then asked to complete a deep-dive survey into their current use and expectations of AI's impact on the future (a new survey for 2026)



Summary of Results (1/2)

AI and society

- Across all respondents (not just those who had heard of AI) who were asked how concerned they were about ten potential issues facing their country/the world, although AI was not in the top five, nearly 30% in the UK and nearly 20% in NL are very concerned about it
- Of those who have heard of AI (and answered the AI deep-dive), more than three-quarters expect AI to have at least a significant impact in the future, with half expecting that impact to be mixed and the remainder split slightly net positive in the UK and slightly net negative in NL
- The most positive outlook for AI's impact is on health, innovation and quality of information; however, the outlook for AI on privacy, human interaction/connectivity and employment/job prospects is net pessimistic
- Trust in organisations to (self) regulate AI is lukewarm but there is surprisingly little difference between levels of trust in AI companies themselves, national gov/regulators or international bodies (c. 30% Very much/Completely trust in each case)

AI and personal lives

- Over 1/3 of respondents are using AI in their personal lives frequently (daily) and another 3 in 10 infrequently (at least once a month) – with the employed and those aged <45 using it most
- For those not using AI, the key reasons are lack of trust with data/info shared with it, not trusting its answers and ethical concerns. The employed non-users are slightly more likely to cite lack of understanding/know-how and not finding it helpful; the <45s are more likely to cite ethical or environmental concerns
- Confidence in using AI in personal lives is high at c.60% confident/very confident – with the employed and those aged <45 most confident
- GenAI is used for a variety of purposes (with the most popular being looking for factual information (c. 60%)) and across many areas of people's lives (typically in around 2-3 areas on average)
- Looking to the future, nearly half of UK and over one-third of NL respondents expect AI to have at least a significant impact on their personal lives and nearly 40% expect that impact to be positive – the employed and the <45s are generally the most positive, with the >45s not employed the most negative in both countries

Summary of Results (2/2)

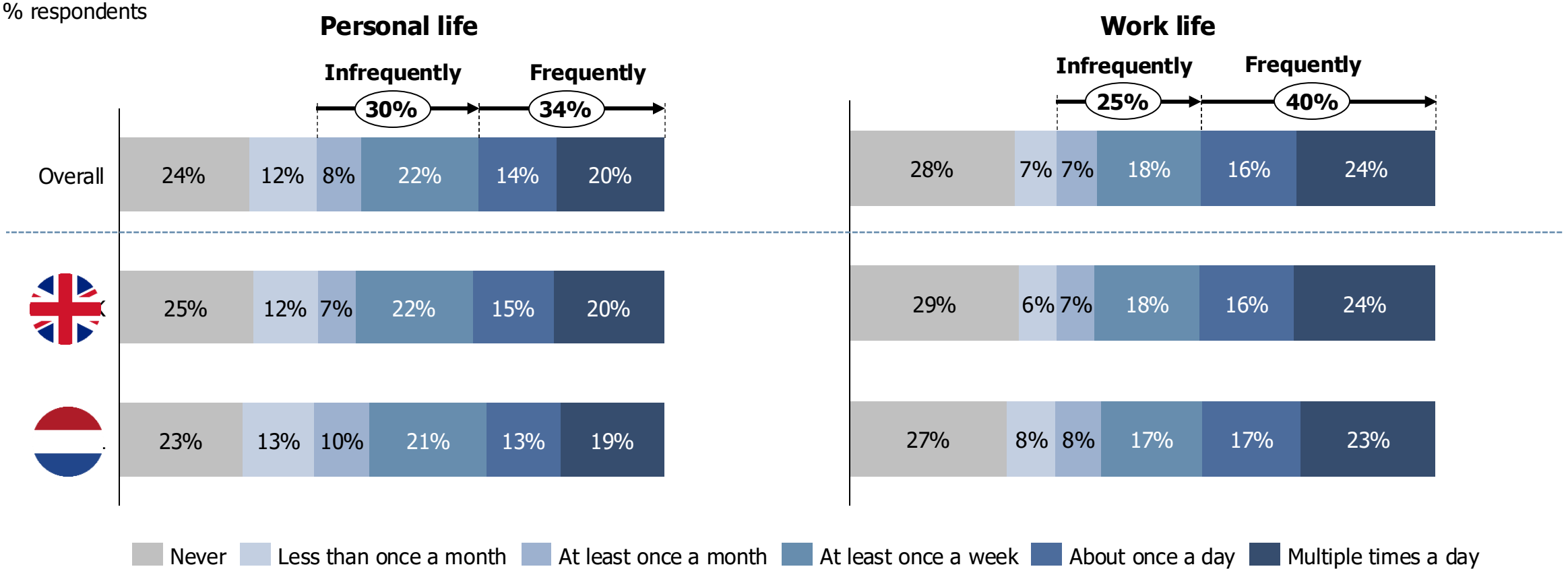
AI and working lives

- 40% of workers are using AI in their work lives frequently (daily) and another quarter infrequently (at least monthly) with younger (<45 year old) managers the most (>60% frequently and >25% infrequently)
- Confidence in using AI at work is high (75% are at least confident), particularly for younger managers
- Just over 50% have had training in the last year, though that has been highly skewed towards younger managers (of those, 80% have had training, vs. only c.20% of older non-managers)
- Concerns in using GenAI at work are widespread, particularly around confidentiality, accuracy/hallucinations and data security. Those who have had most training typically note the highest levels of concern
- Around one-third feel that AI has already had at least a significant impact on their work thus far, and over 60% of those impacted see that as mostly positive. However, there is significant variation between managers vs non-managers and the age groups (younger managers report the greatest degree of impact and are most positive about that impact)
- Many feel that AI has improved most factors of their working lives, though a significant minority are seeing downsides (particularly time on repetitive tasks, stress and workload) (with limited variation on those between managers vs. non-managers and by age group)
- Looking to the future, workers in both NL and UK expect AI to have even greater impact on their work in the next 1-3 years than now (55% at least significant impact in the future vs. 39% today in the UK and 46% vs. 31% respectively in NL) with younger managers expecting the greatest future impact (81% in the UK and 71% in NL for at least significant impact in the future)
- However, workers expect that future impact to become more mixed/less positive – though that is in part a mix effect. Those whose work has already been impacted by AI report only a slight decline in positivity, whereas those not yet impacted by AI but expect it to do so in the next 1-3 years are much less positive about what the future impact will be

Overview: Usage of AI in personal vs. work life

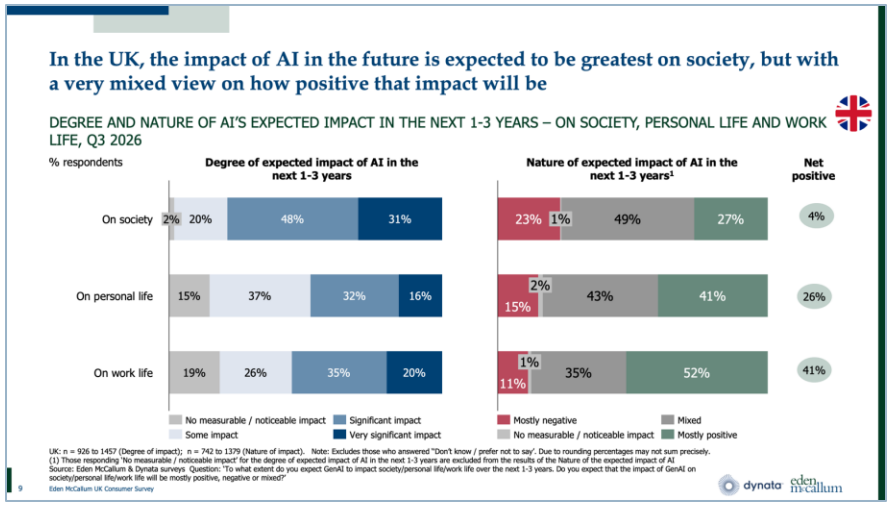
FREQUENCY OF USE OF AI IN PERSONAL AND WORK LIFE, Q3 2026

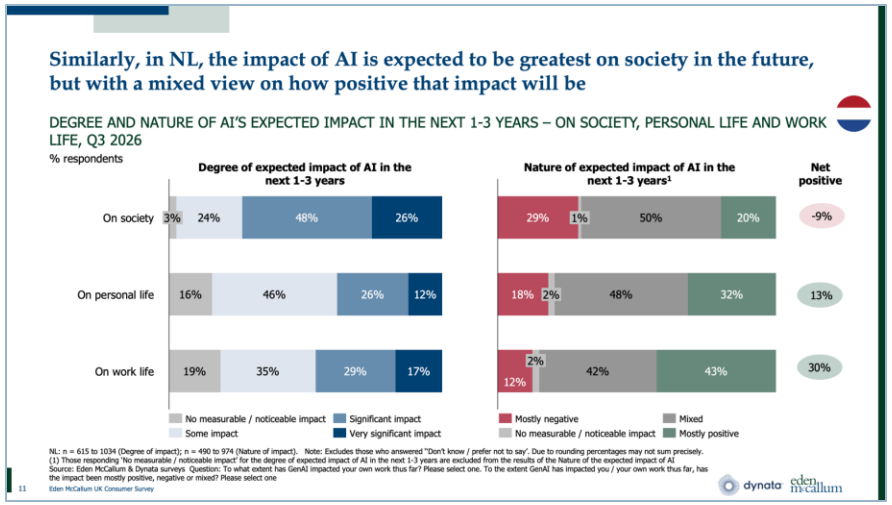
% respondents

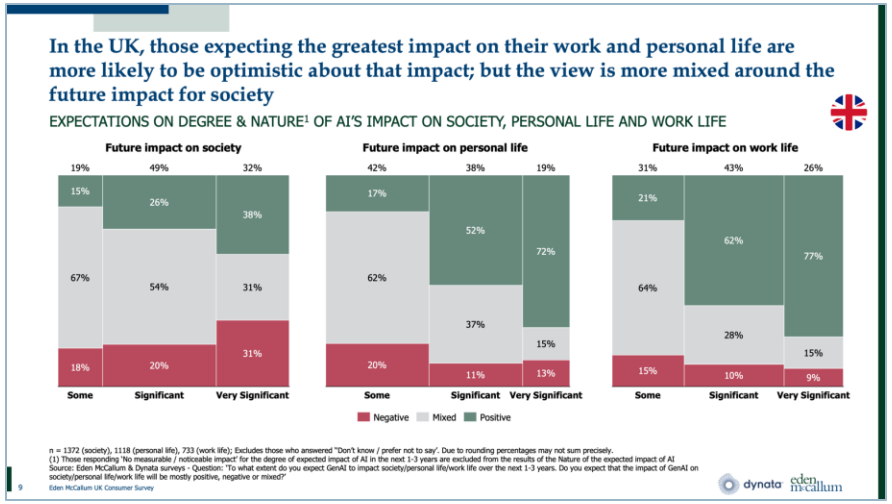


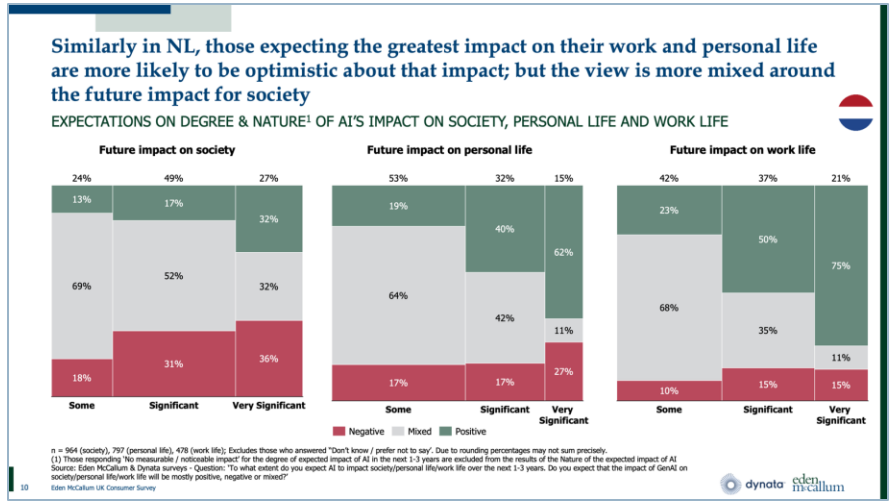
n = UK: Personal life (1468), Work life (978); NL: Personal life (1,084), Work life (636); Excludes those who answered 'Don'tknow / prefer not to say'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys - Question: How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one. In your own work, how often do you use GenAI tools? Please select one.

Overview: Expectations of the impact of AI in the next 1-3 years for society, personal life and work life









Contents

Overview

AI and society

- **Overall**
- By age and employment status

AI and personal lives

AI and working lives



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Although AI is not in the top five domestic/global issues overall, nearly 30% of UK respondents and nearly 20% of NL respondents are very concerned about it as an issue facing their country and the world

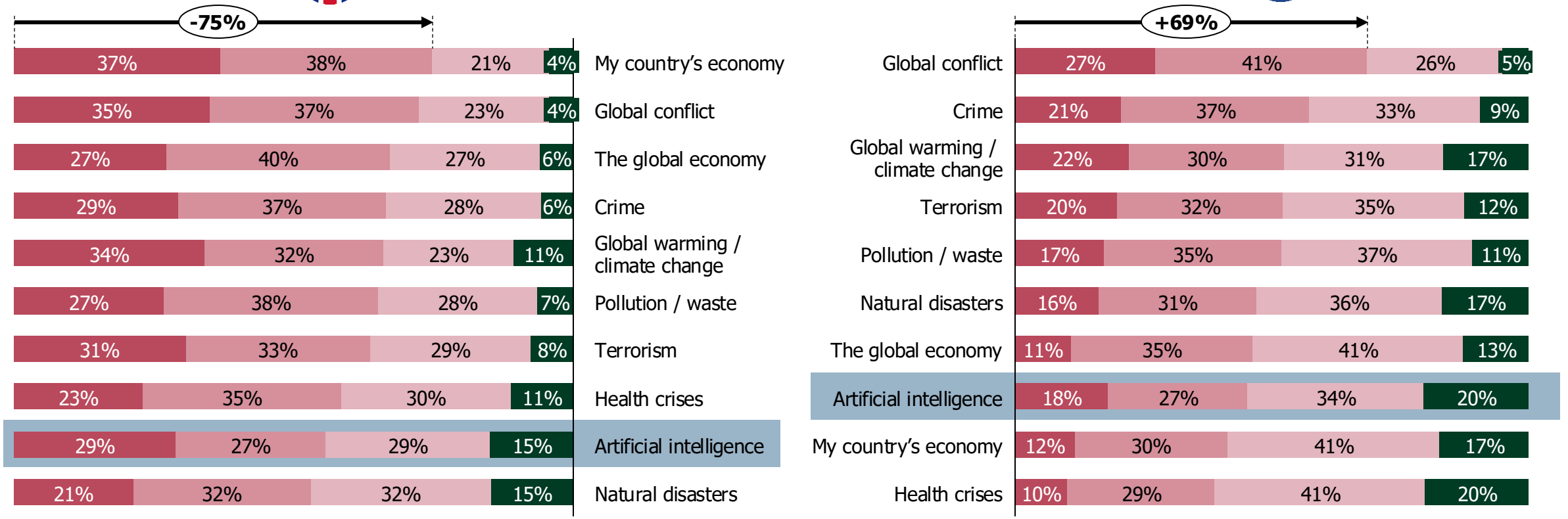
Note: This page covers all respondents to the Consumer Sentiment Survey (not just those who had heard of AI). All were asked how concerned they are about ten potential issues facing their country/the world (with AI as one). All other results in the pack are from those who have heard of AI and answered the AI deep-dive survey

RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026

% respondents





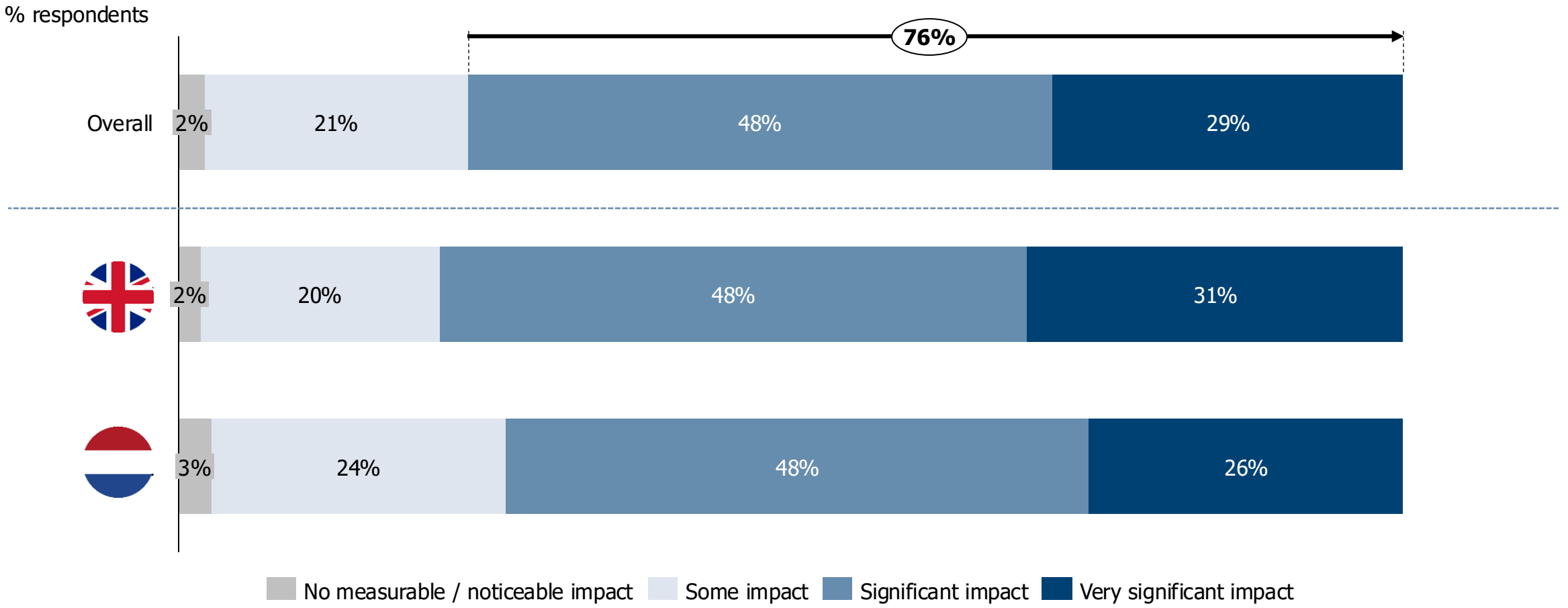


n: UK = 1983-2000, NL = 1920-1969. Excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely.
Notes: Issues ordered for each country by % Concerned/Very concerned; Artificial Intelligence was added as a new issue for 2026
Source: Eden McCallum & Dynata surveys - Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?',

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More than three-quarters expect AI to have a significant impact on society within the next 1–3 years

EXPECTATIONS ON THE DEGREE OF AI'S IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, Q3 2026

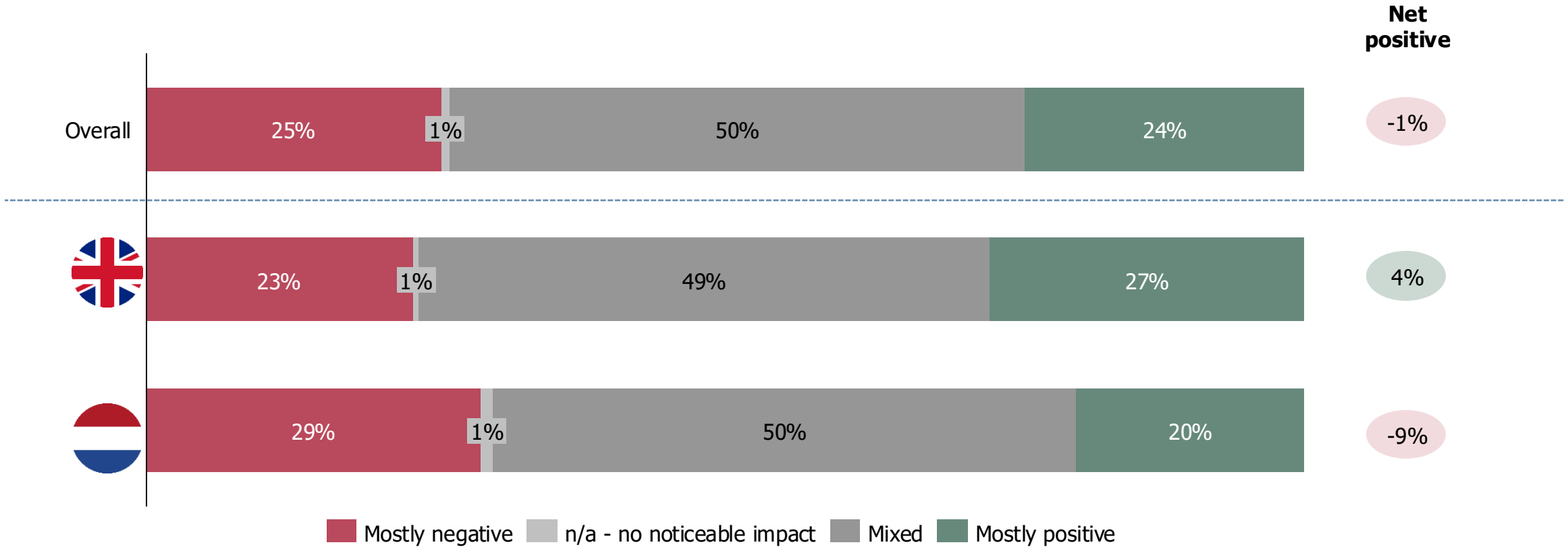


UK: n = 1420; NL: n = 1016
Notes: Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you expect GenAI to impact society over the next 1-3 years? Please select one.

Half expect GenAI's future impact on society to be mixed; for the rest, the net score of positive minus negative is net positive in the UK but negative in NL

EXPECTATIONS ON THE NATURE[1] OF AI'S LIKELY IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, Q3 2026

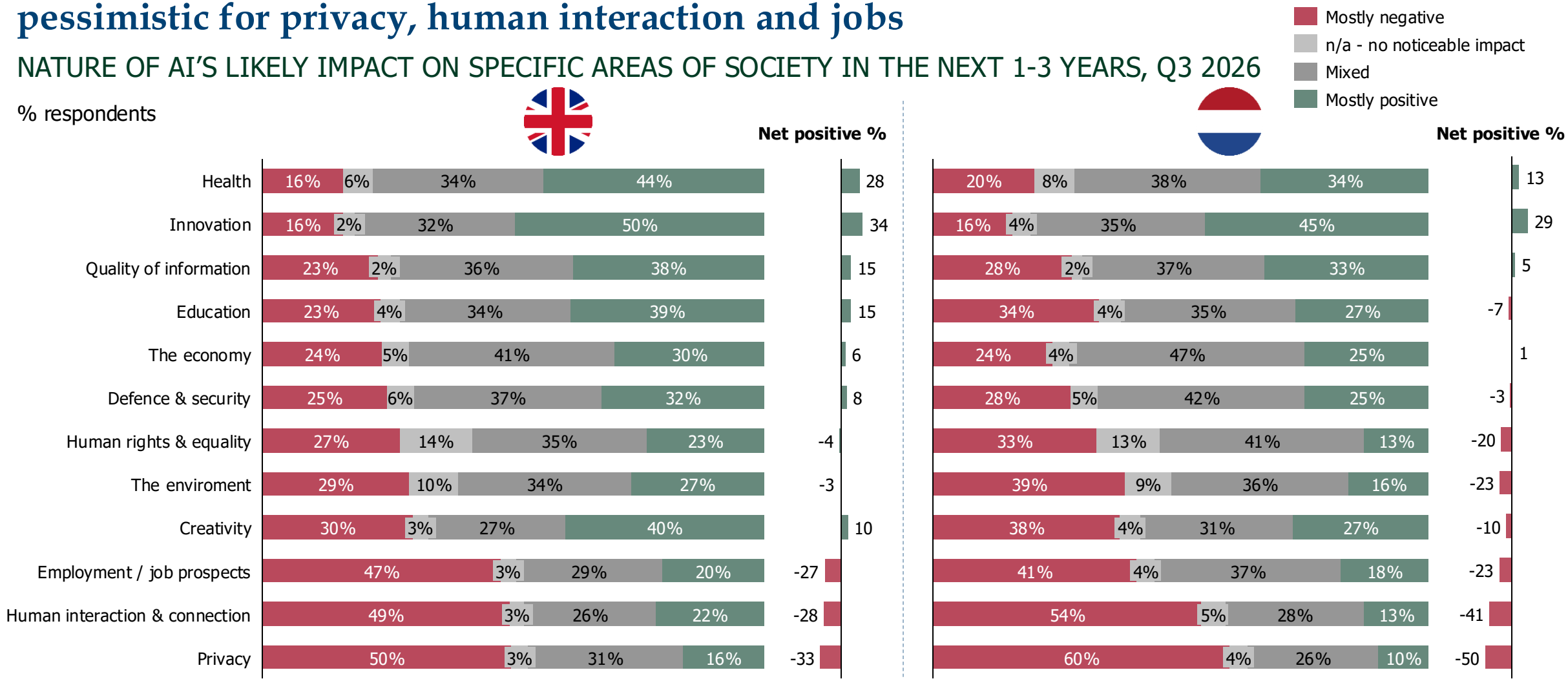
% respondents



UK: n = 1379; NL: n = 974. Excludes those who answered ''Don't know / prefer not to say'. Due to rounding percentages may notsum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Do you think that the impact of GenAI overall on society over the next 1-3 years will be mostly positive, negative or mixed? Please select one

Expectations about AI's future impact on different areas of society varies – with a more positive outlook for health, innovation and quality of information, but more pessimistic for privacy, human interaction and jobs

NATURE OF AI'S LIKELY IMPACT ON SPECIFIC AREAS OF SOCIETY IN THE NEXT 1-3 YEARS, Q3 2026

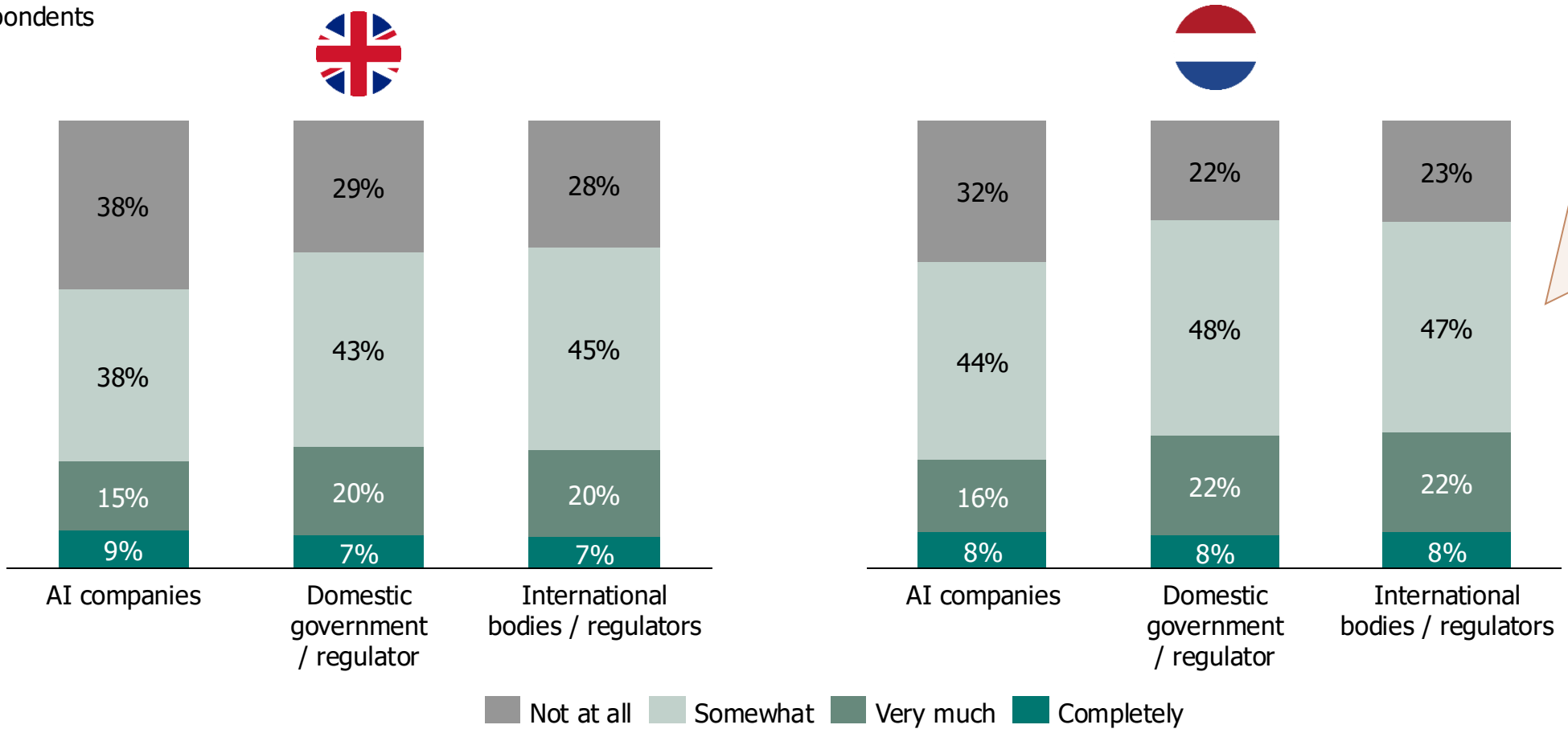


UK: n = 1322–1436; NL: n = 984–1036. Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Includes those who responded 'No measurable / noticeable impact' for the degree of expected impact of AI on society overall in the next 1-3 years (findings do not materially change if they are excluded). 'Other' not shown (UK n = 227; NL n = 210): most do not name a specific area with the only additional theme of crime/scams/security (n=18) consistently seen as negative.
Source: Eden McCallum & Dynata surveys - Question: And specifically for society in your country, what impact do you think GenAI will have in each of these areas over the next 1-3 years? .

Trust in organisations to regulate AI is lukewarm: less than three in ten respondents trust any of them 'Very much/Completely;' there is surprisingly little difference in trust between types of organisation – from AI companies to international bodies

LEVEL OF TRUST IN ORGANISATIONS TO (SELF) REGULATE / MANAGE THE USE OF AI AND RELATED DATA, Q3 2026

% respondents



Those who are Very concerned about AI as a world/domestic issue are far more likely to not trust AI companies at all (60% vs 11% for Not concerned in UK; 57% vs 15% in NL), with a smaller gap for gov. and international bodies

UK: n = 1393 to 1410; NL: n = 983 to 1000; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. 'Other' not shown (UK n = 144; NL n = 134) with most not naming a specific organisation; those named (e.g. local government, police/security agencies, businesses/banks) were each mentioned by fewer than 1% of respondents.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you trust the following organisations to (self-) regulate / manage the use of GenAI and related data?

Contents

Overview

AI and society

- Overall
- By age and employment status

AI and personal lives

AI and working lives

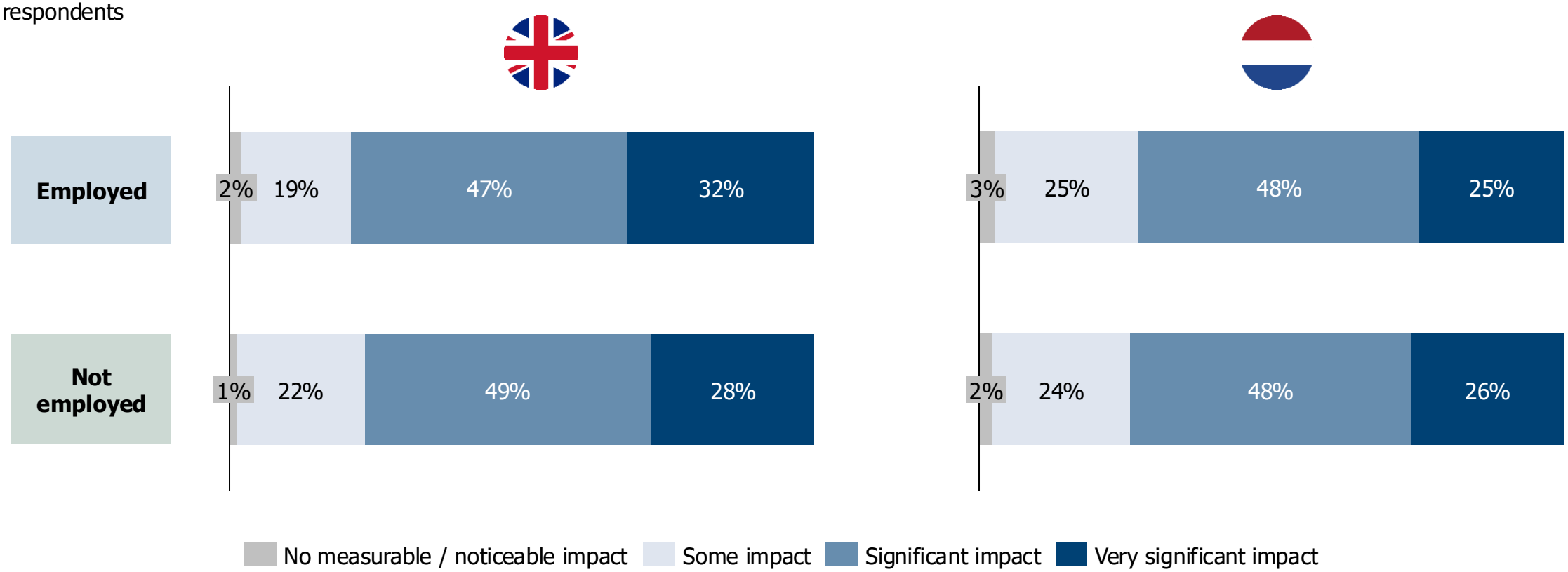


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There is limited variation between the employed vs not employed on the expected degree of impact that AI will have on society

EXPECTATIONS ON THE DEGREE OF AI'S EXPECTED IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS, Q3 2026

% respondents

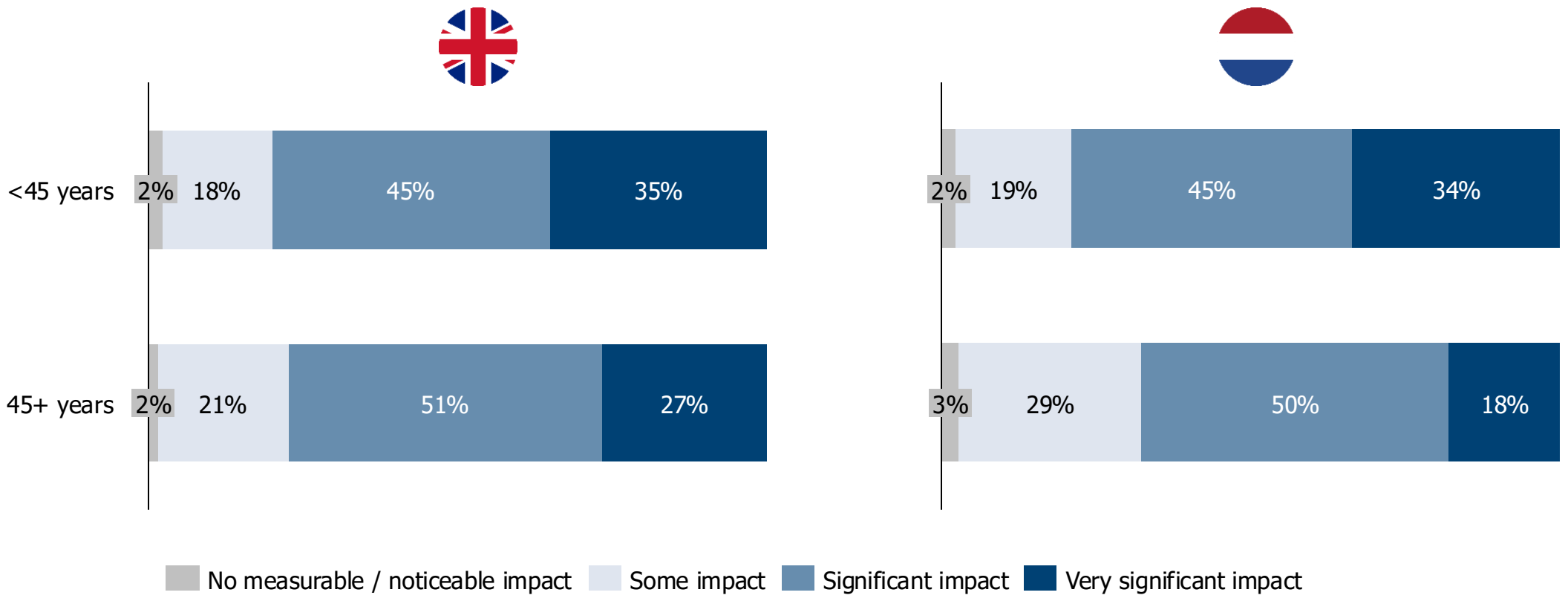


n = 1407 (UK), 1002 (NL); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may notsum precisely.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you expect GenAI to impact society over the next 1-3 years? Please select one.

In both countries, younger adults are more likely to expect AI to have a very significant impact on society

EXPECTATIONS ON THE DEGREE OF AI'S EXPECTED IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, BY AGE, Q3 2026

% respondents

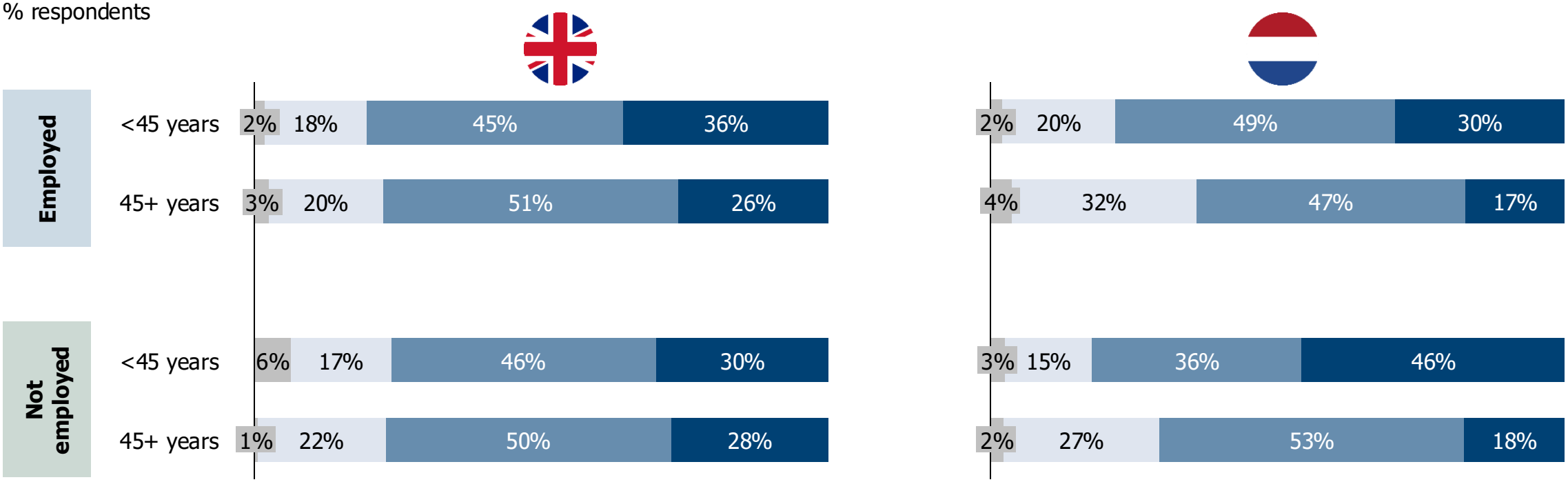


n = 1416 (UK), 1014 (NL); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may notsum precisely
Source: Eden McCallum & Dynata surveys - Question: To what extent do you expect GenAI to impact society over the next 1-3 years? Please select one.

The difference between the age groups is greater in the Netherlands, particularly among those not working

EXPECTATIONS ON THE DEGREE OF AI'S EXPECTED IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents



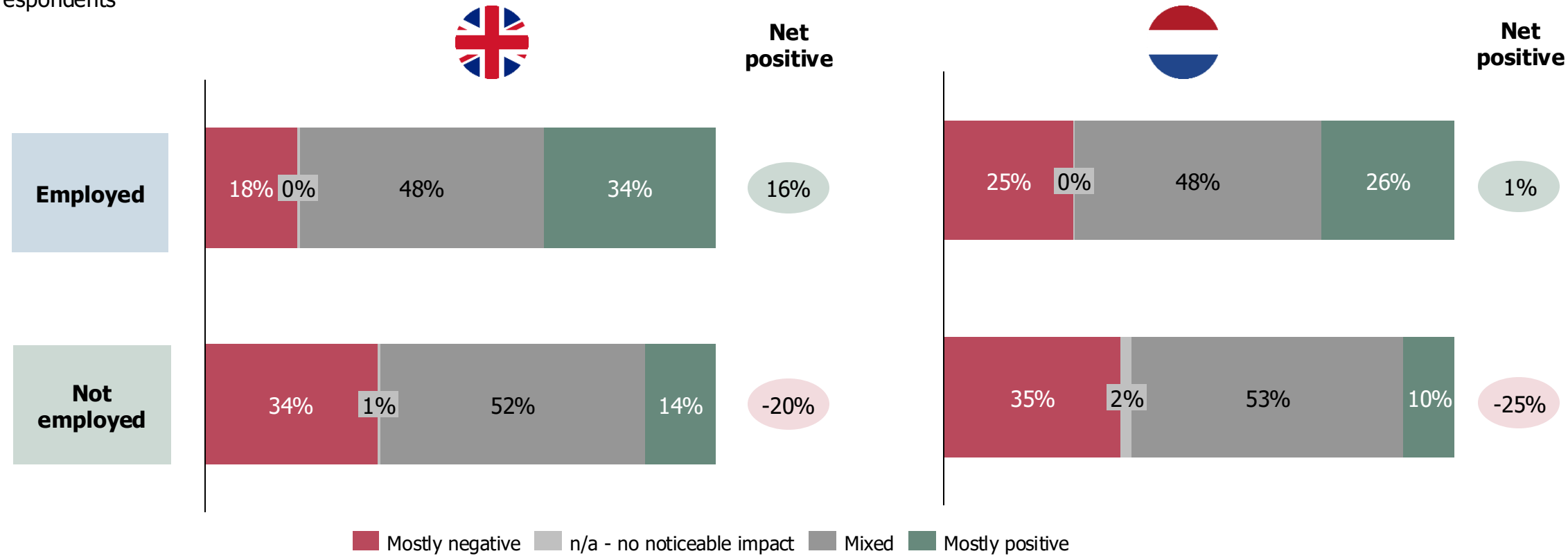
Note: Not employed <45 year olds are largely unemployed or students (UK 63% & 22%, NL 21% & 65% respectively); not employed 45+ year olds are largely retired (81% in UK, 78% in NL)

n = 1407 (UK), 1002 (NL); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may notsum precisely.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you expect GenAI to impact society over the next 1-3 years? Please select one.

The employed are more positive about the potential future impact of AI on society

EXPECTATIONS ON THE NATURE[1] OF AI'S EXPECTED IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS, Q3 2026

% respondents

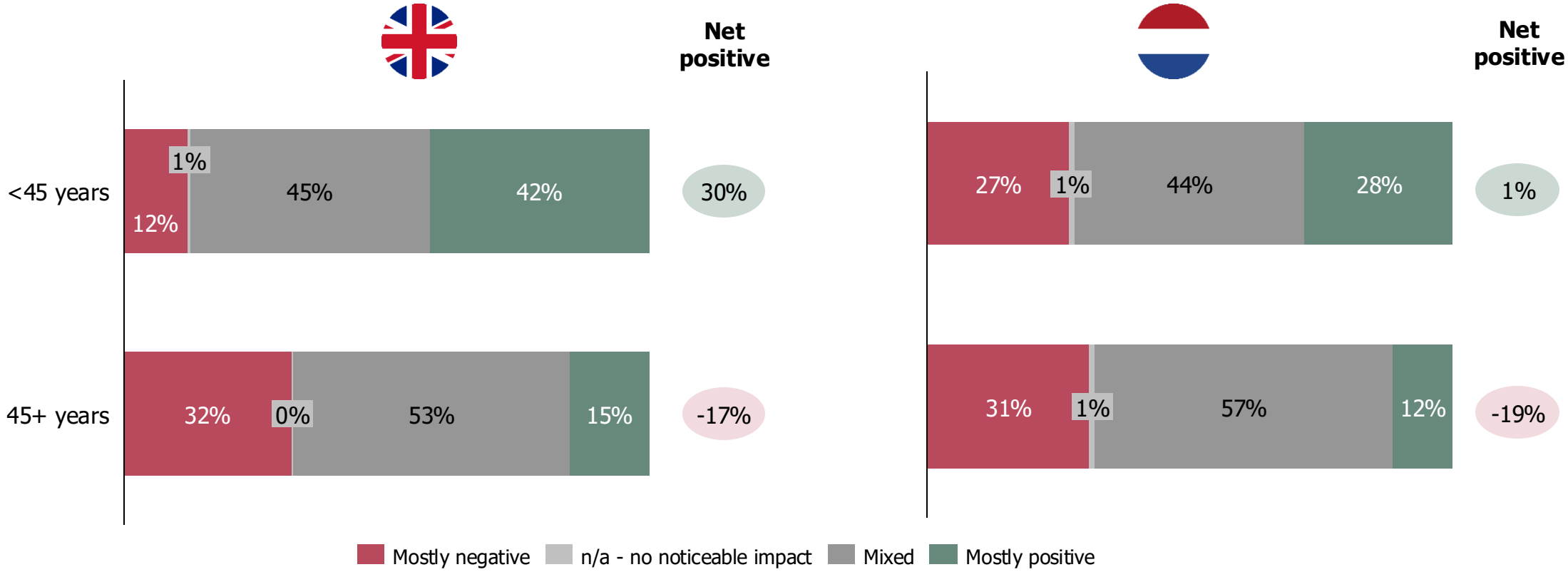


n = 1366 (UK); 962 (NL); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Do you think that the impact of GenAI overall on society over the next 1-3 years will be mostly positive, negative or mixed? Please select one

Younger people are more likely to be positive about AI's societal impact, especially in the UK, while over-45s are net negative in both countries

EXPECTATIONS ON THE NATURE[1] OF AI'S EXPECTED IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, BY AGE, Q3 2026

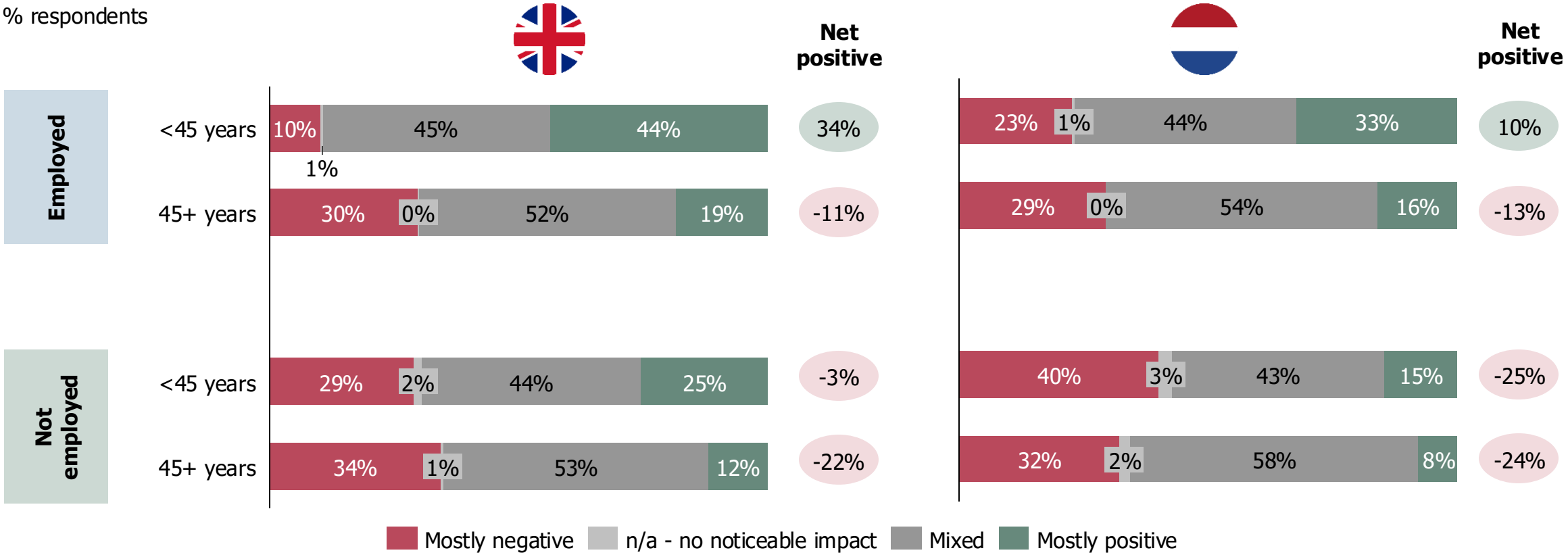
% respondents



n = 1375 (UK); 962 (NL); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Do you think that the impact of GenAI overall on society over the next 1-3 years will be mostly positive, negative or mixed? Please select one

In the UK, those aged 45+ are less positive about the potential future impact whether employed or not; in NL, that is the case for the employed, but there is little difference within the not employed by age

EXPECTATIONS ON THE NATURE[1] OF AI'S EXPECTED IMPACT ON SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS AND AGE, Q3 2026

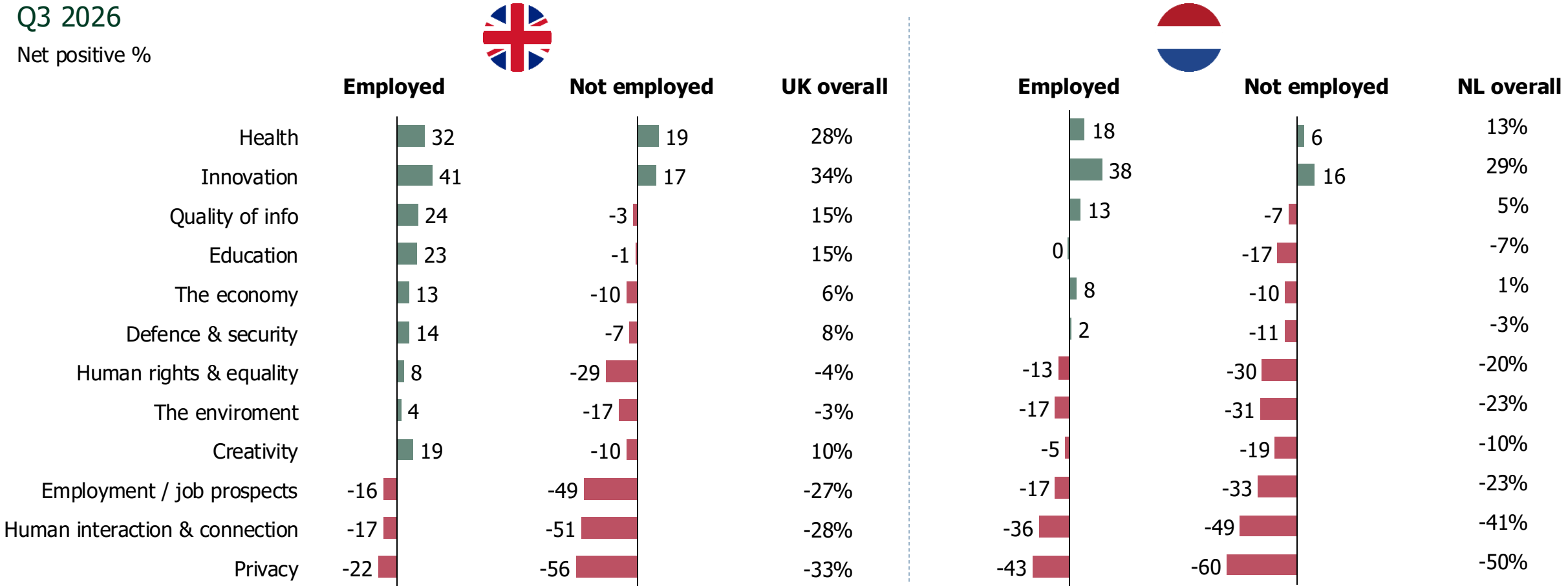


n = 1416-1452; Note: Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Do you think that the impact of GenAI overall on society over the next 1-3 years will be mostly positive, negative or mixed? Please select one

Those who are not employed are more pessimistic than the employed about the impact of AI on all areas of society, though the gap between the groups is slightly less stark in NL

NATURE OF AI'S LIKELY IMPACT ON SPECIFIC AREAS OF SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS, Q3 2026

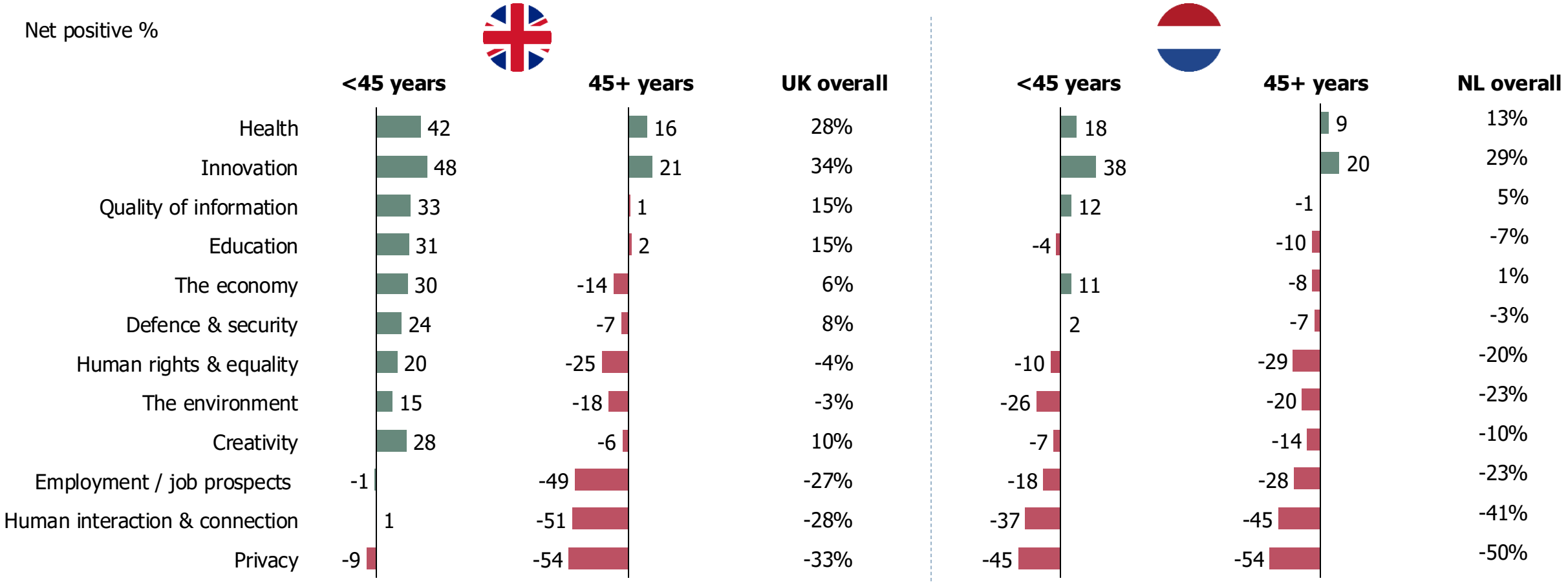
Net positive %



UK: n = 903-966 (employed), 396-457 (not employed); NL: n = 600-637 (employed), 367-392 (not employed). Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Includes those who responded 'No measurable / noticeable impact' for the degree of expected impact of AI on society overall in the next 1-3 years – findings do not materially change if they are excluded. 'Other' not shown (UK n = 227; NL n = 210): most do not name a specific area with the only additional theme of crime/scams/security (n=18) consistentlyseen as negative.
Source: Eden McCallum & Dynata surveys - Question: And specifically for society in your country, what impact do you think GenAI will have in each of these areas over the next 1-3 years? .

The <45s in the UK are much more positive about AI's impact than their older counterparts; in NL, those aged 45+ are as similarly pessimistic as those in the UK, but the NL <45s are noticeably less upbeat than their UK peers

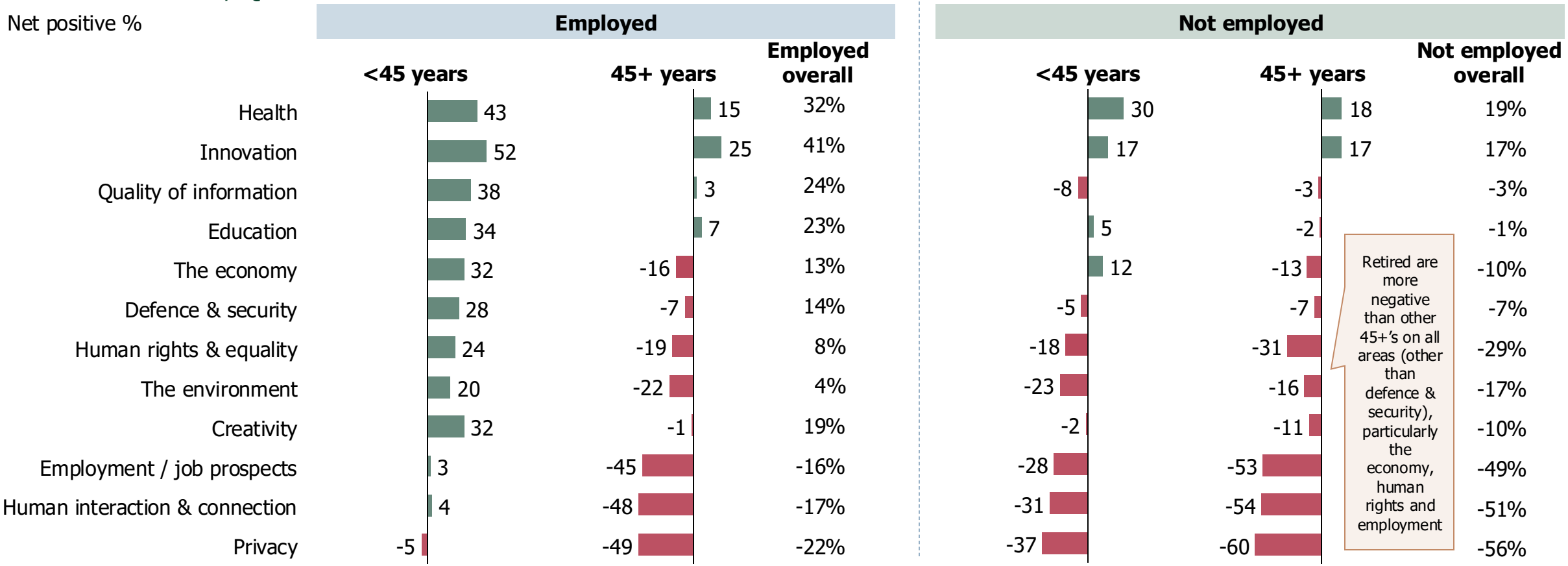
NATURE OF AI'S LIKELY IMPACT ON SPECIFIC AREAS OF SOCIETY IN THE NEXT 1-3 YEARS, BY AGE, Q3 2026



UK: n = 613-643 (<45 years), 709-791 (45+ years); NL: n = 480-503 (<45 years), 497-532 (45+ years). Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Includes those who responded 'No measurable / noticeable impact' for the degree of expected impact of AI on society overall in the next 1-3 years – findings do not materially change if they are excluded. 'Other' not shown (UK n = 227; NL n = 210): most do not name a specific area with the only additional theme of crime/scams/security (n=18) consistenty seen as negative.
Source: Eden McCallum & Dynata surveys - Question: And specifically for society in your country, what impact do you think GenAI will have in each of these areas over the next 1-3 years? .

In the UK, the employed <45 year olds are more positive in their outlook across most areas of society, unlike their not employed counterparts and both the employed and not employed aged 45+

NATURE OF AI'S LIKELY IMPACT ON SPECIFIC AREAS OF SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS AND AGE, Q3 2026

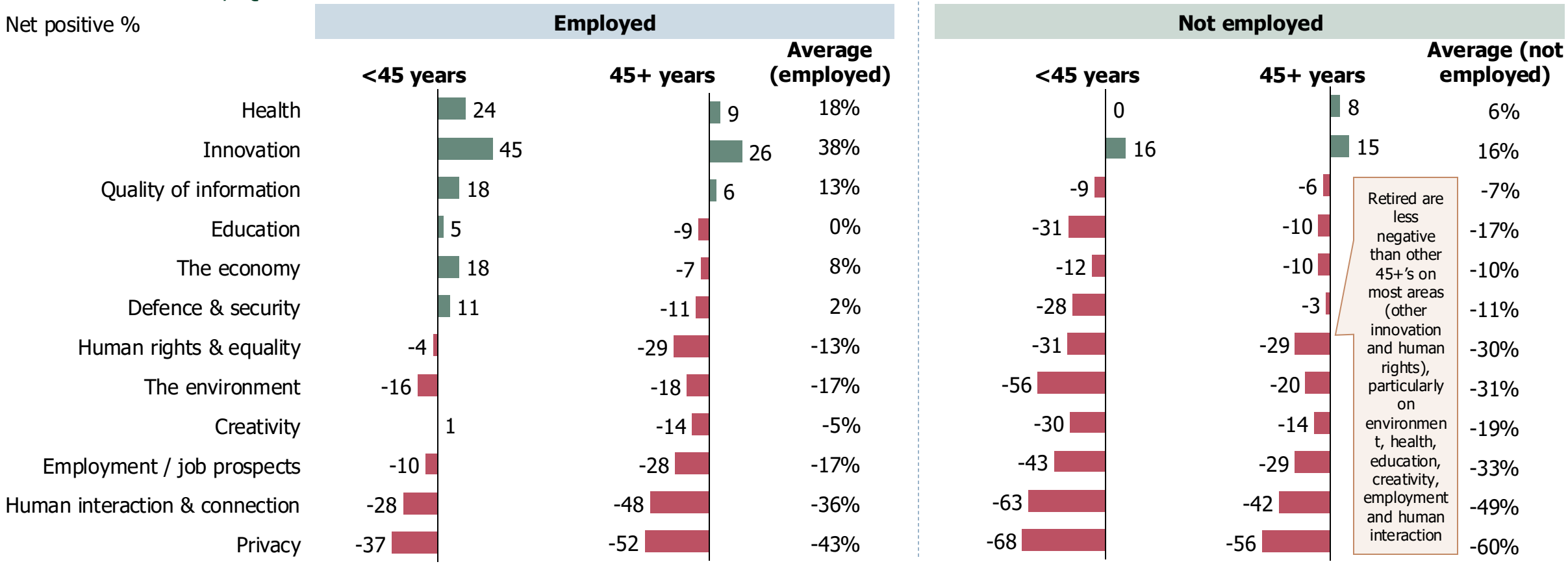


UK: n-548-574 (Employed <45), 354-391 (Employed 45+), 57-65 (Not employed <45), 334-394 (Not employed 45+). Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Includes those who responded 'No measurable / noticeable impact' for the degree of expected impact of AI on society overall in the next 1-3 years – findings do not materially change if they are excluded. 'Other' not shown (n = 227): most did not name a specific area; the only additional theme was crime/scams/security consistently seen as negative.
Source: Eden McCallum & Dynata surveys - Question: And specifically for society in your country, what impact do you think GenAI will have in each of these areas over the next 1-3 years? .

In NL, the employed <45 year olds are more positive than their not employed counterparts (who are also less optimistic, unlike the UK, than their older not employed counterparts)

NATURE OF AI'S LIKELY IMPACT ON SPECIFIC AREAS OF SOCIETY IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS AND AGE, Q3 2026

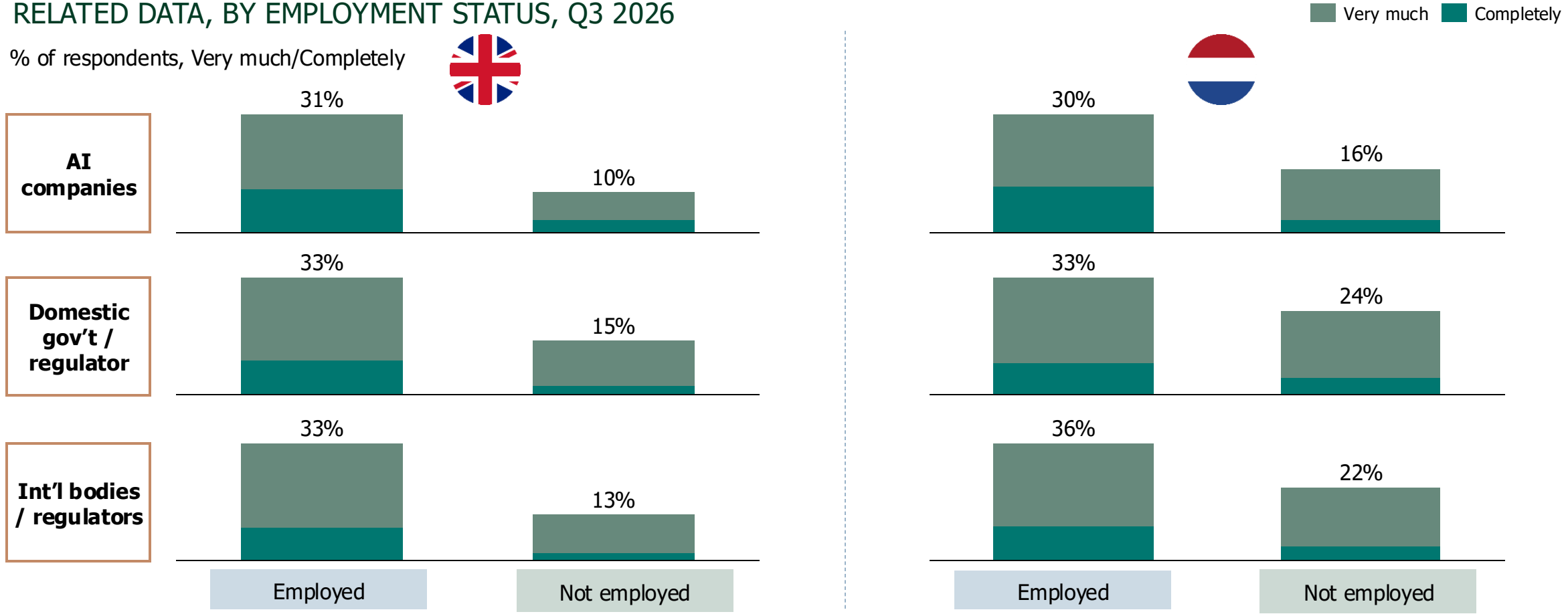
Net positive %



NL: n=368-383 (Employed <45), 230-250 (Employed 45+), 108-120 (Not employed <45), 253-273 (Not employed 45+). Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Includes those who responded 'No measurable / noticeable impact' for the degree of expected impact of AI on society overall in the next 1-3 years – findings do not materially change if they are excluded. 'Other' not shown (n = 227): most did not name a specific area; the only additional theme was crime/scams/security consistently seen as negative.
Source: Eden McCallum & Dynata surveys - Question: And specifically for society in your country, what impact do you think GenAI will have in each of these areas over the next 1-3 years? .

Trust in all organisation types to regulate AI is higher amongst the employed

LEVEL OF TRUST IN ORGANISATIONS TO (SELF) REGULATE / MANAGE THE USE OF AI AND RELATED DATA, BY EMPLOYMENT STATUS, Q3 2026

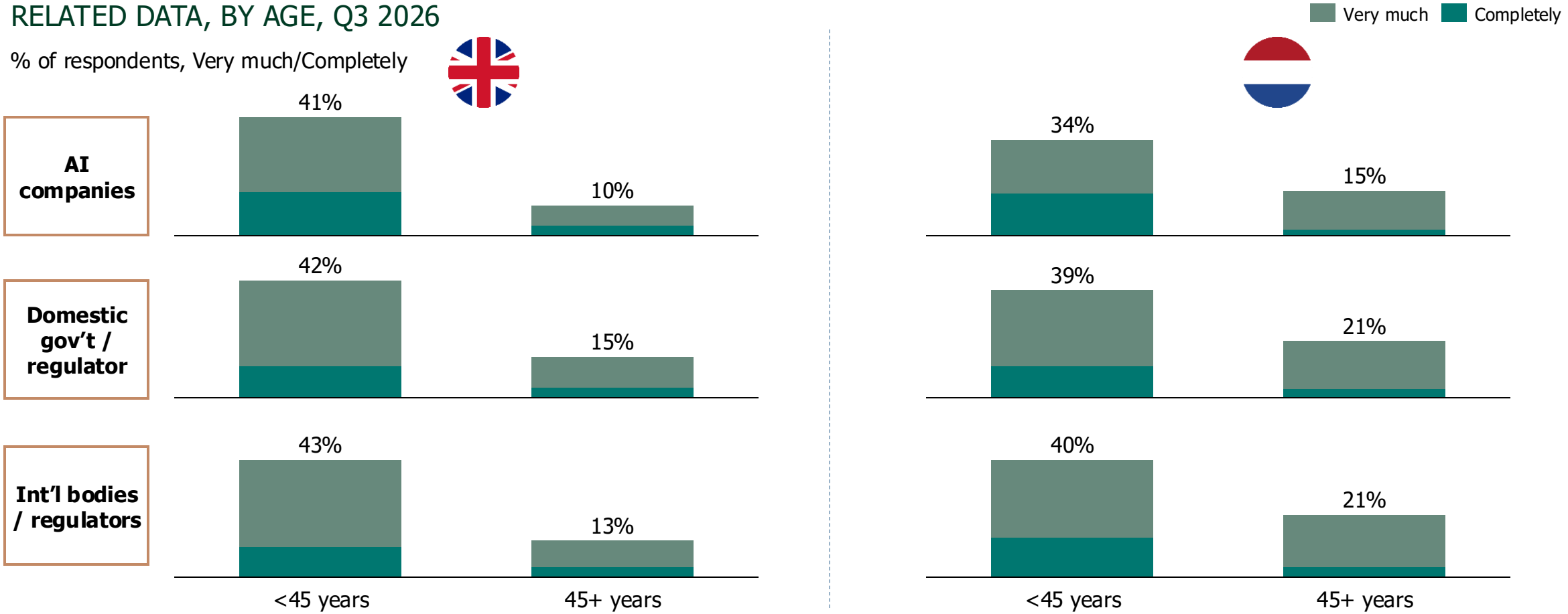


UK: n = 1393 to 1410; NL: n = 983 to 1000; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: 'Other' not shown (UK n = 144; NL n = 134) with most not naming a specific organisation; those named (e.g. local government, police/security agencies, businesses/banks) were each mentioned by fewer than 1% of respondents.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you trust the following organisations to (self-) regulate / manage the use of GenAI and related data?

The under-45s are more trusting of organisations to regulate, particularly in the UK

LEVEL OF TRUST IN ORGANISATIONS TO (SELF) REGULATE / MANAGE THE USE OF AI AND RELATED DATA, BY AGE, Q3 2026

% of respondents, Very much/Completely

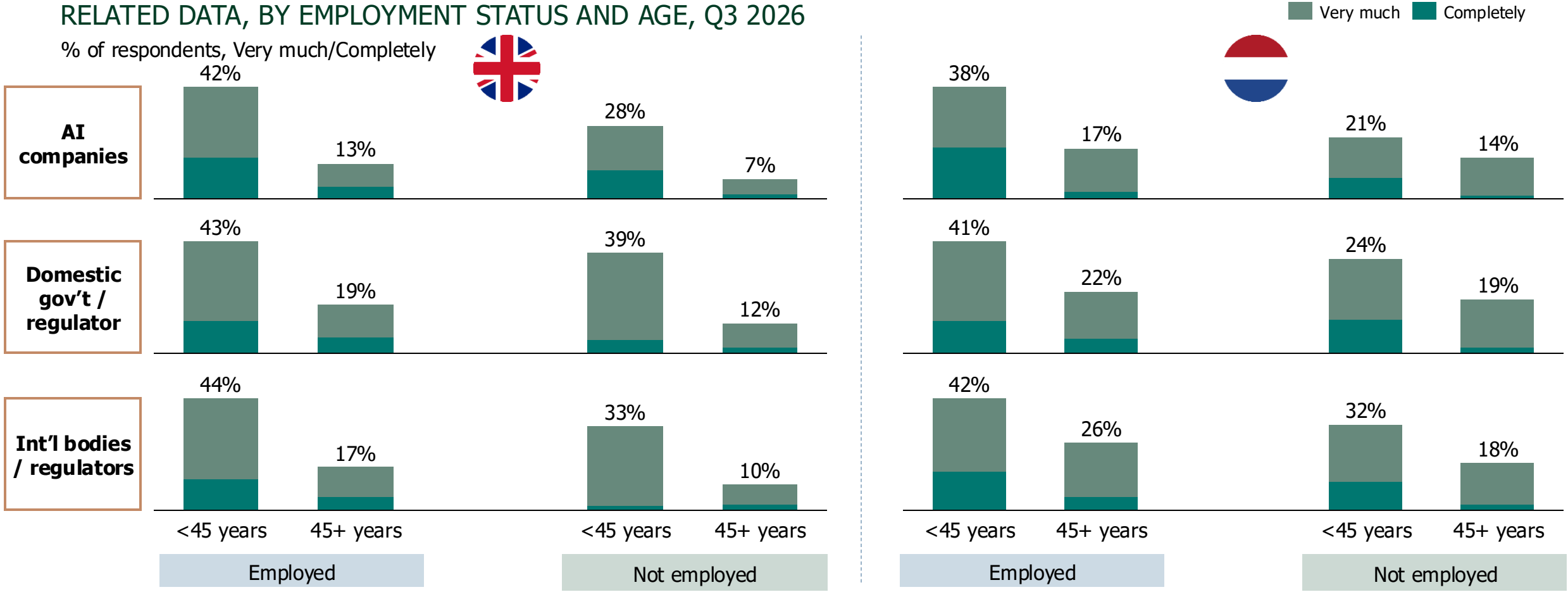


UK: n = 1393 to 1410; NL: n = 983 to 1000; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: 'Other' not shown (UK n = 144; NL n = 134) with most not naming a specific organisation; those named (e.g. local government, police/security agencies, businesses/banks) were each mentioned by fewer than 1% of respondents.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you trust the following organisations to (self-) regulate / manage the use of GenAI and related data?

Whether employed or not, those <45 tend to be more trusting of organisations to regulate AI, though the gap is less in NL for AI companies

LEVEL OF TRUST IN ORGANISATIONS TO (SELF) REGULATE / MANAGE THE USE OF AI AND RELATED DATA, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% of respondents, Very much/Completely



UK: n = 1393 to 1410; NL: n = 983 to 1000; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: 'Other' not shown (UK n = 144; NL n = 134) with most not naming a specific organisation; those named (e.g. local government, police/security agencies, businesses/banks) were each mentioned by fewer than 1% of respondents.
Source: Eden McCallum & Dynata surveys - Question: To what extent do you trust the following organisations to (self-) regulate / manage the use of GenAI and related data?

Contents

- Overview
- AI and society
- **AI and personal lives**
  - **Overall**
  - By age and employment status
- AI and working lives

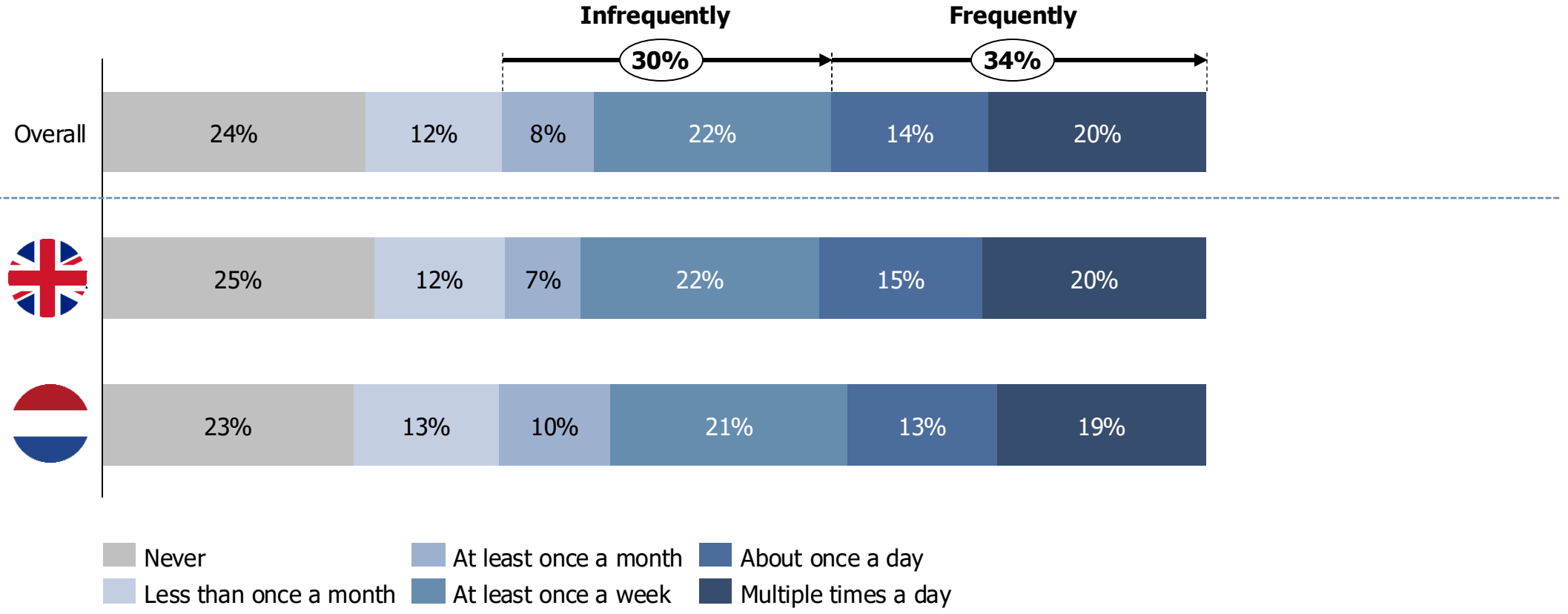


eden mccallum

Over one-third are using AI at least daily in their personal lives, with a further 30% less frequently (at least once a month)

FREQUENCY OF USE OF AI IN PERSONAL LIFE, Q3 2026

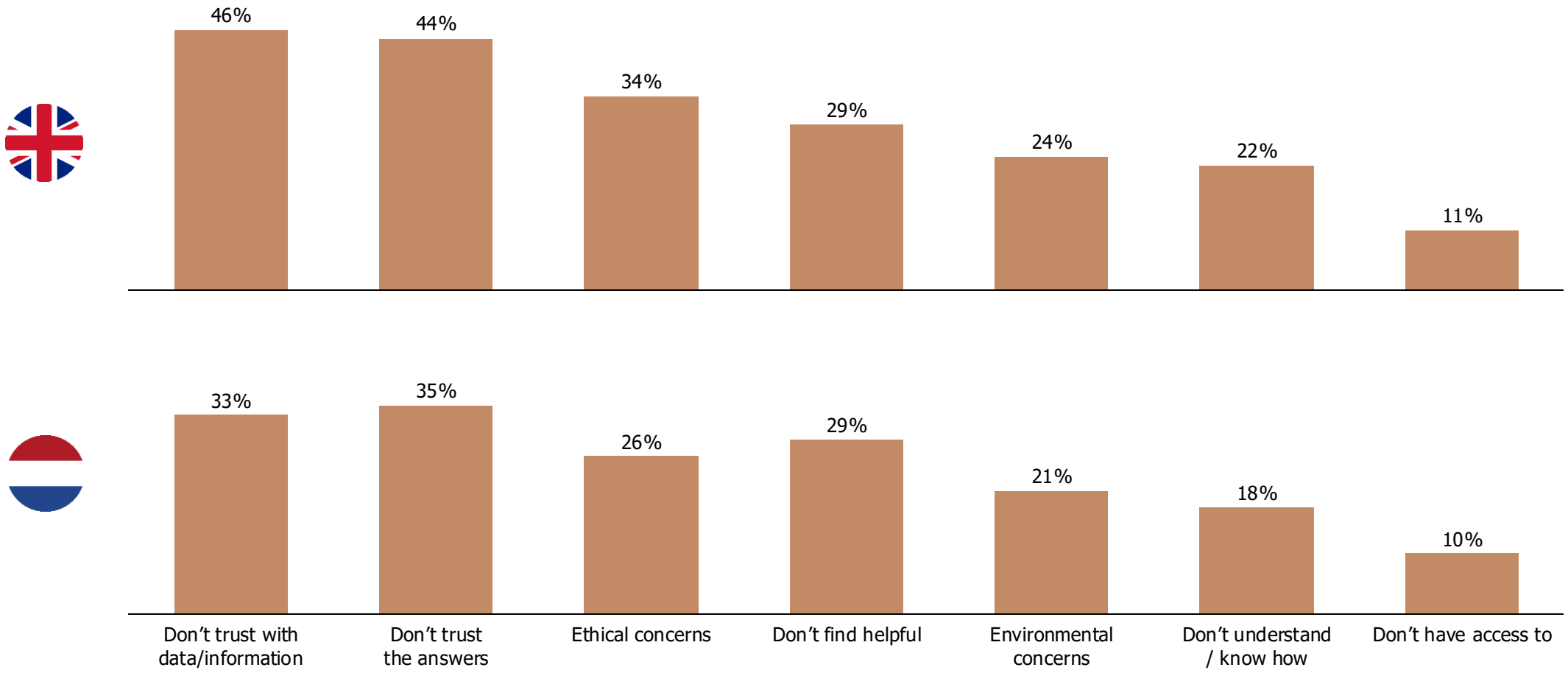
% respondents



UK n = 1468, NL n = 1084; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one

For those not using AI in their personal lives, the main reasons are lack of trust with data/info shared with it or in the answers it provides

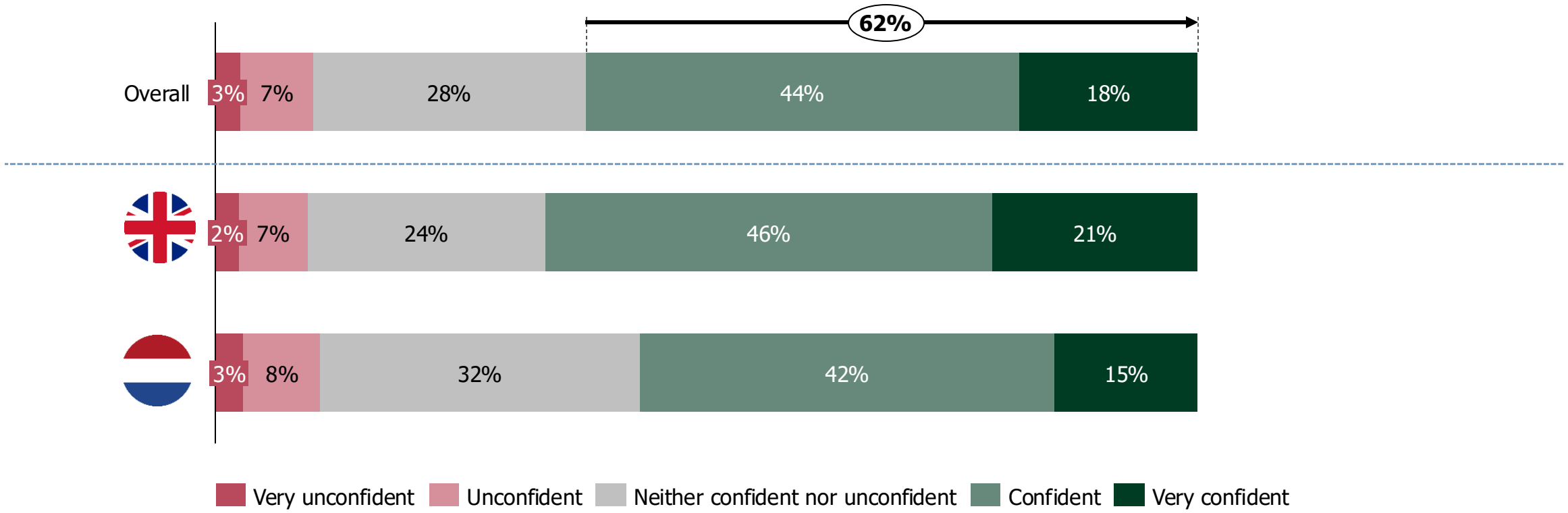
REASONS FOR NOT USING AI TOOLS IN PERSONAL LIFE, Q3 2026



n: UK = 361, NL = 247; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Notes: 7% responded 'Other' in both the UK and NL - in the UK these were mainly a preference to rely on their own thinking ("I don't want a machine to do my thinking for me" – 10) or no perceived need (9); in NL, limited familiarity with the tools (5) and privacy concerns (4)
Source: Eden McCallum & Dynata surveys - Question: What are the reasons why you do not use GenAI tools in your personal life? Please select all that apply.

For those using AI in their personal life, confidence is fairly high, with c.60% at least confident

RESPONDENTS' CONFIDENCE IN THEIR SKILLS AND ABILITIES TO USE AI IN THEIR PERSONAL LIVES, Q3 2026

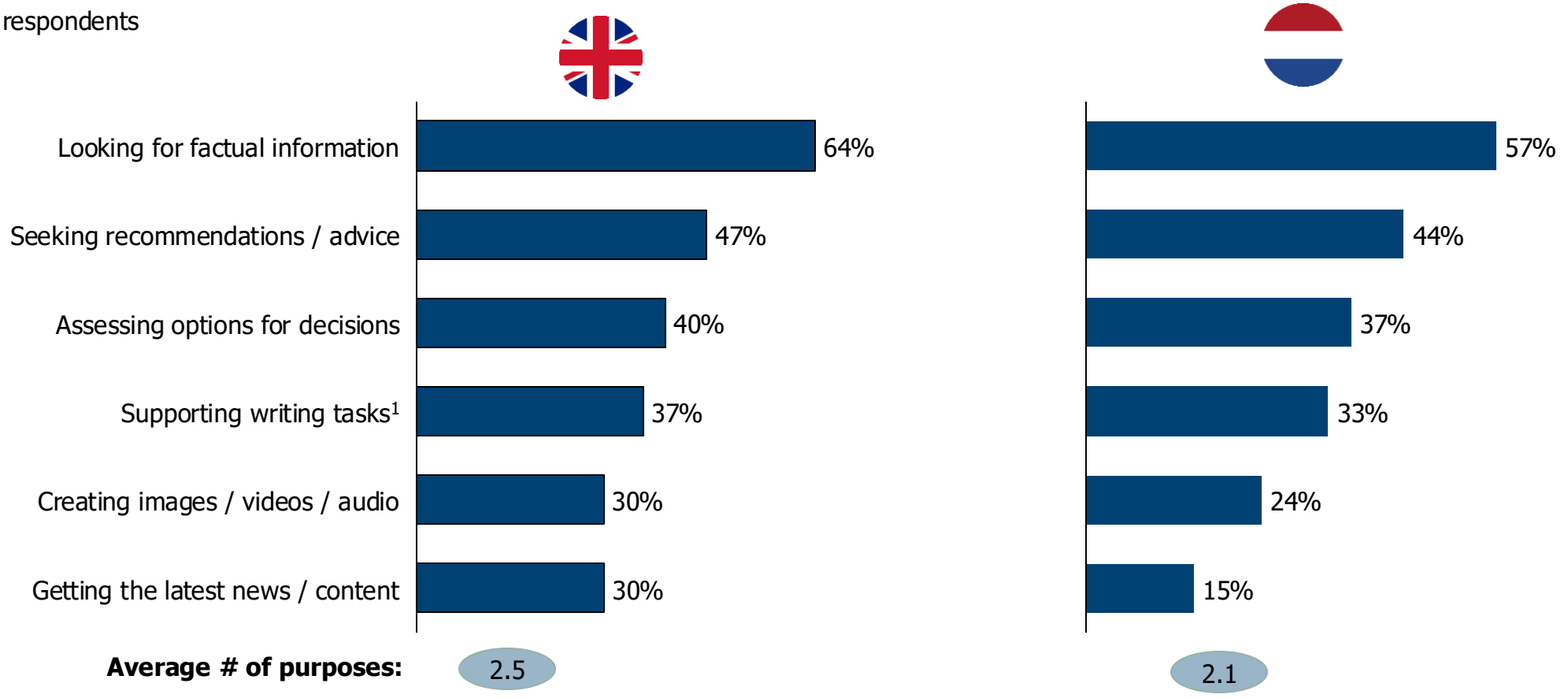


UK n = 1101, NL n = 813; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How confident do you feel in your skills and ability to use GenAI tools in your personal life? Please select one. .

AI is most commonly used for looking for factual information, seeking recommendations/advice and assessing options, typically for 2-3 purposes on average

PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE, Q3 2026

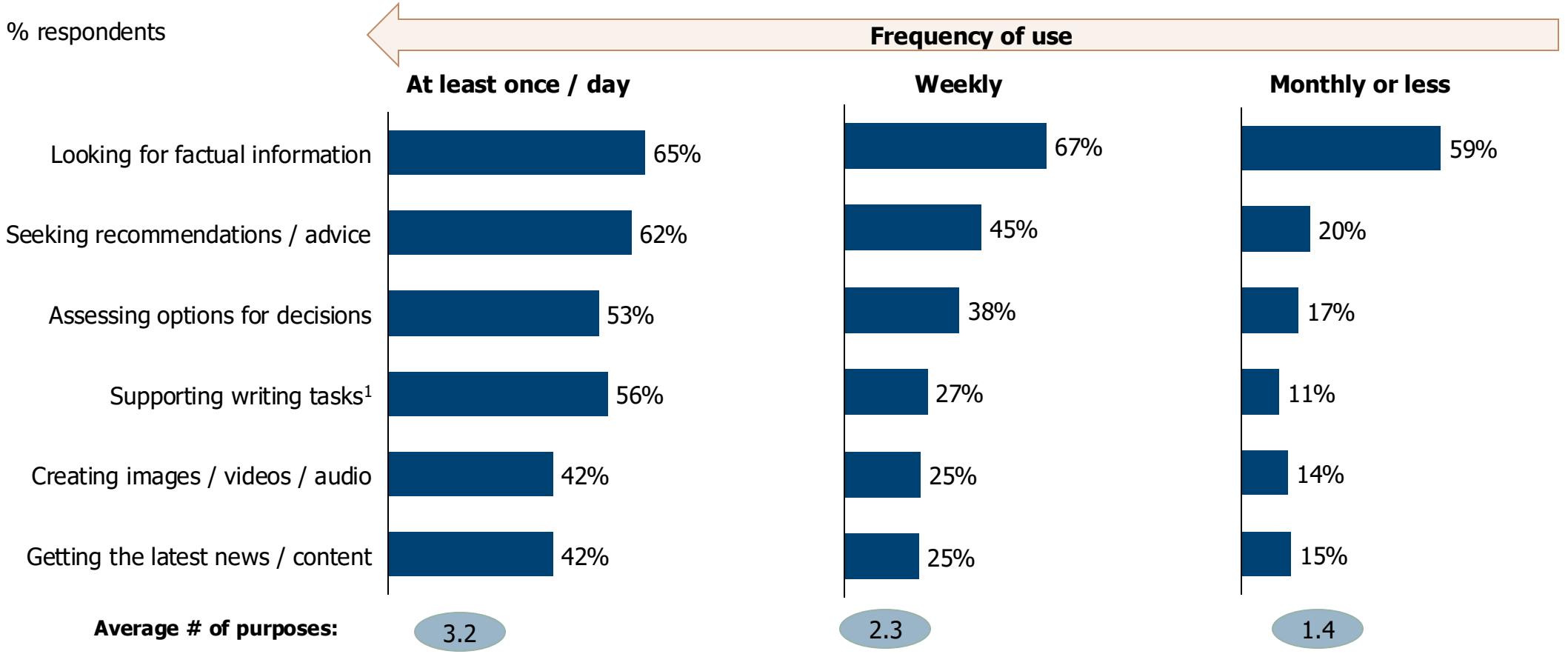
% respondents



UK: n = 1107; NL: n = 837; Excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely.
Notes: Those answering 'Other' are not shown above (2% in UK and 4% in NL); (1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply.

More frequent users of AI are using it across a broader set of activities within their personal lives – in both the UK….

PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE BY FREQUENCY OF USE OF AI, Q3 2026

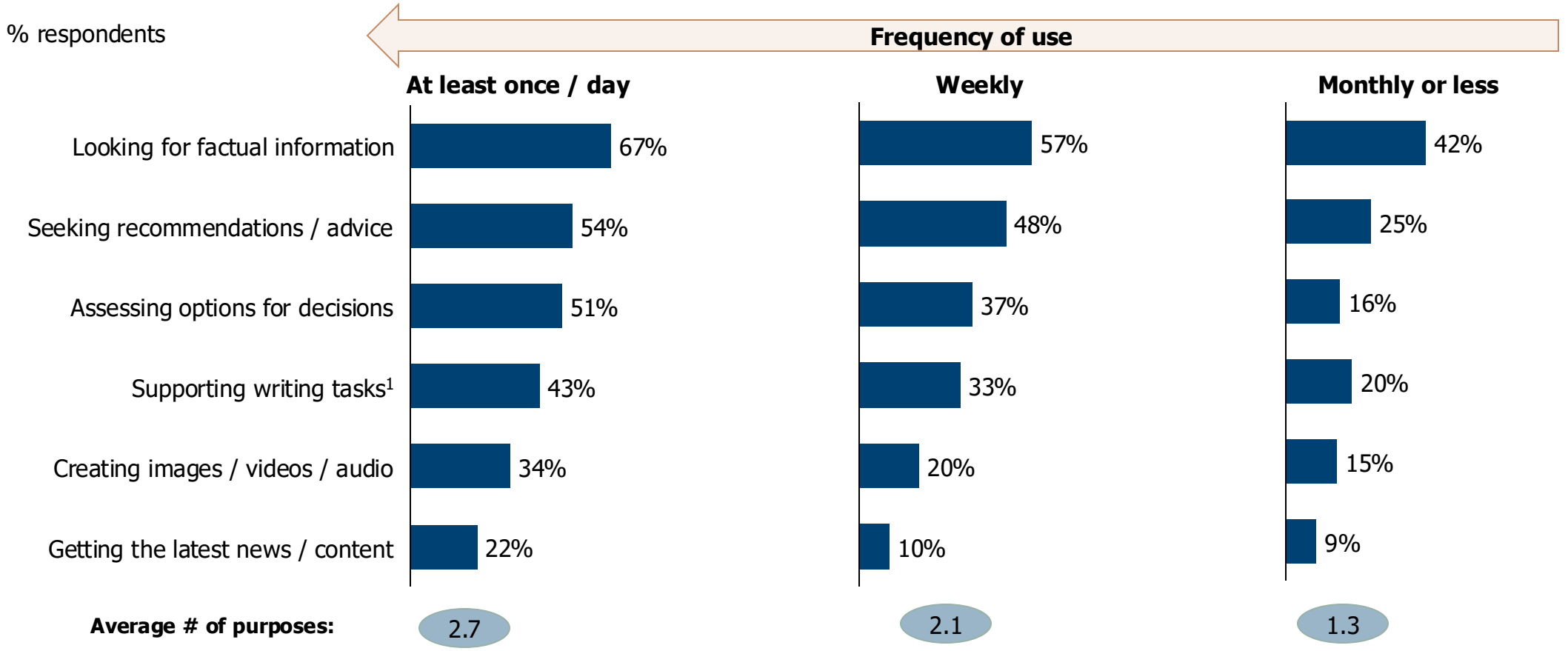


There is a similar picture comparing Confidence in using AI with the extent to which AI is applied for different purposes

UK: n = 1107; Excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely.
Notes: Those answering 'Other' are not shown above (1% for 'At least once / day', 2% for 'Weekly', 4% for 'Monthly or less'); (1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply. How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one.

… And similarly in NL

PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE BY FREQUENCY OF USE OF AI, Q3 2026

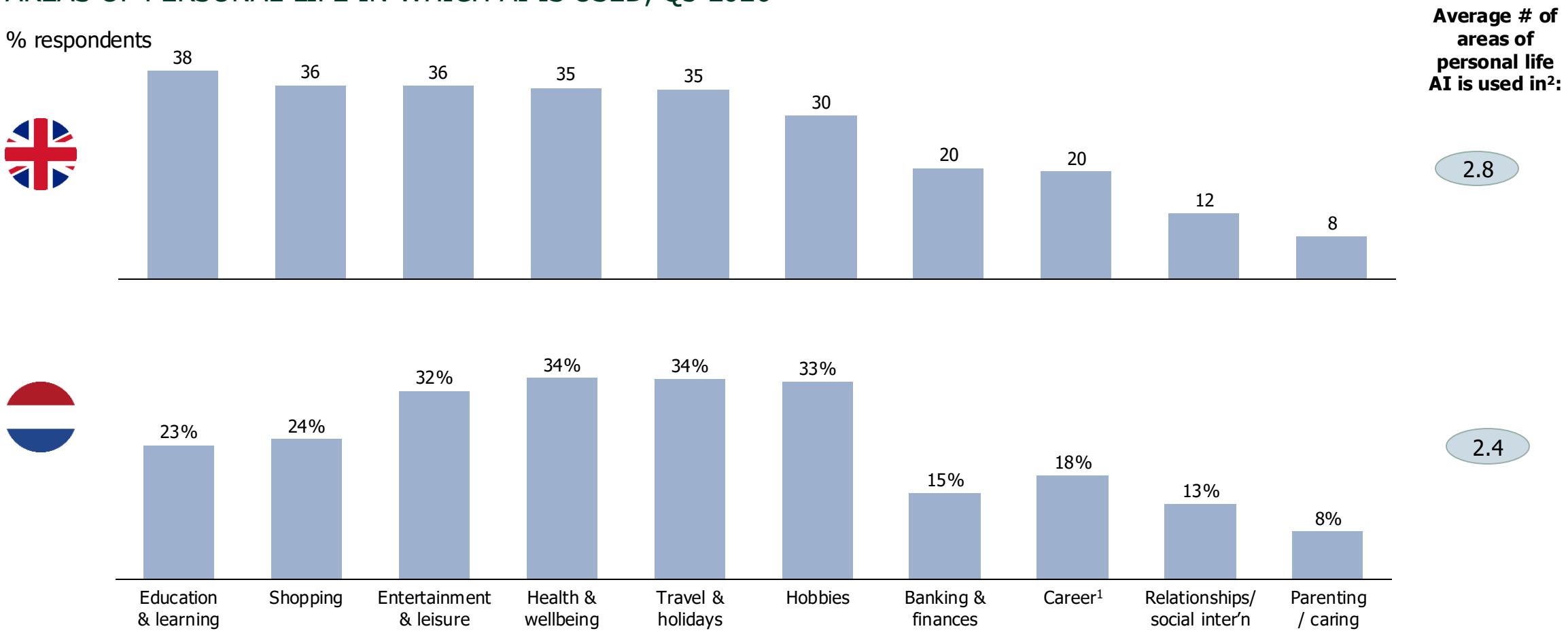


There is a similar picture comparing Confidence in using AI with the extent to which AI is applied for different purposes

NL: n = 837; Excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely.
Notes: Those answering 'Other' are not shown above (4% for 'At least once / day', 2% for 'Weekly', 7% for 'Monthly or less'); (1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply. How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one.

AI is also being used across many areas of respondents' personal lives

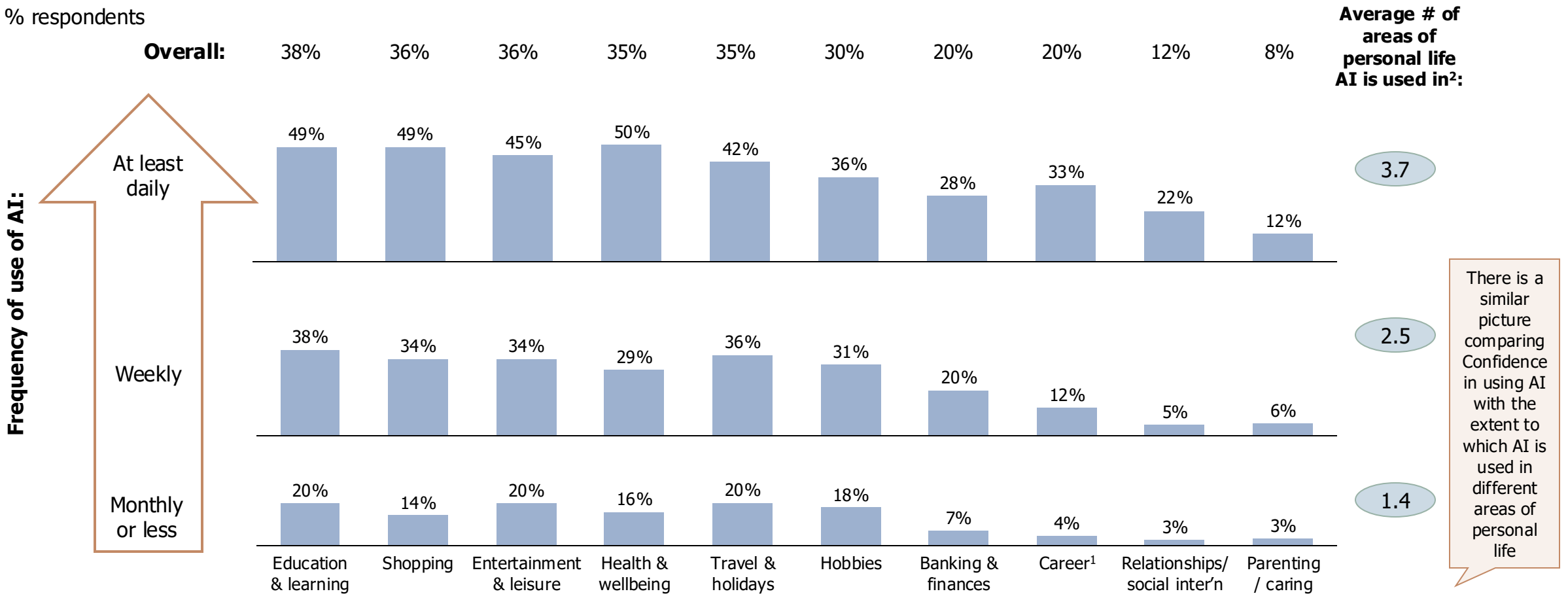
AREAS OF PERSONAL LIFE IN WHICH AI IS USED, Q3 2026



UK n = 1107, NL n = 837; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 7% in UK and 10% inNL also answered 'Other': most frequent responses were general information search and answering questions (44% of those answering 'Other' in the UK, 38% in NL); in NL also home, DIY and cooking (15%).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply. .

In the UK, those who are using AI most frequently are using it in more areas of their lives …

AREAS OF PERSONAL LIFE IN WHICH AI IS USED, Q3 2026

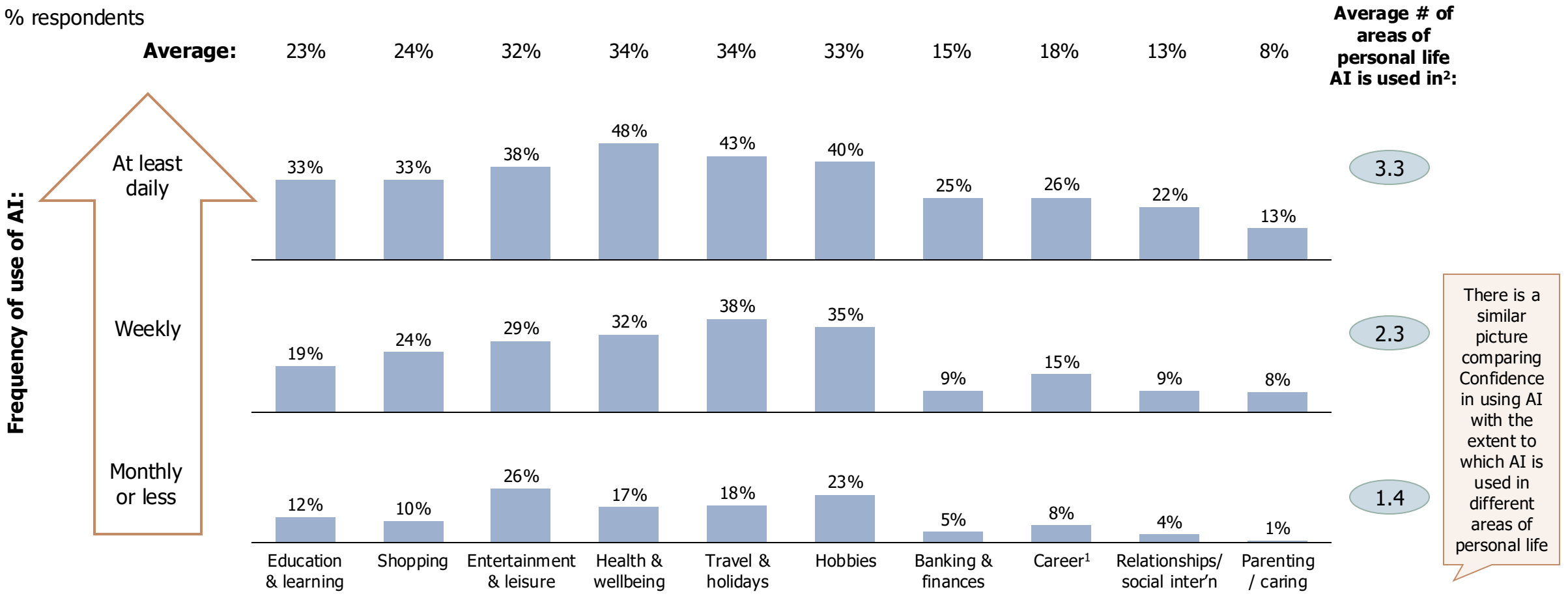


There is a similar picture comparing Confidence in using AI with the extent to which AI is used in different areas of personal life

UK n = 1107; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Outside of current job activities; (2) Average includes where Other was chosen by respondent.
Note: 7% in UK also answered 'Other': most frequent responses were general information search and answering questions (44% ofthose answering 'Other' in the UK)
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply. .

… Similarly in NL

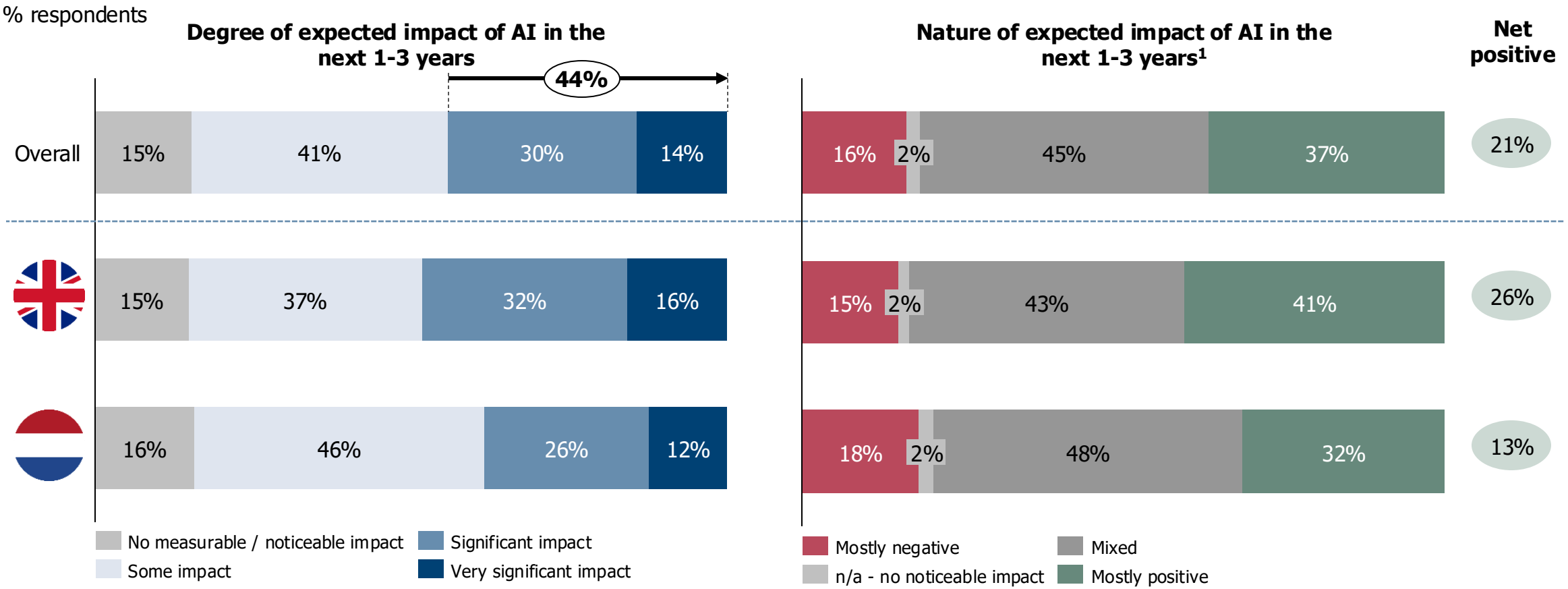
AREAS OF PERSONAL LIFE IN WHICH AI IS USED, Q3 2026



NL n = 837; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Outside of current job activities; (2) Average includes where Other was chosen by respondent.
Note: 10% in NL also answered 'Other': most frequent responses were general information search and answering questions (38% of those answering 'Other' in NL); in NL also home, DIY and cooking (15%).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply. .

Looking to the future, nearly half of UK and over one-third of NL respondents expect AI to have at least a significant impact on their personal lives in the next 1-3 years, and nearly 40% expect the impact to be mostly positive

DEGREE AND NATURE OF AI'S EXPECTED IMPACT ON PERSONAL LIVES IN THE NEXT 1-3 YEARS, Q3 2026



UK: n = 1364; NL: n = 990 (Degree of impact), UK: n = 1138; NL: n = 816 (Nature of impact); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: (1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Now looking to the future, to what extent do you expect GenAI to impact you in your personal life over the next 1-3 years? Please select one. And still looking to the future, do you expect that the impact of GenAI over the next 1-3 years on you in your personal life will be mostly positive, negative or mixed? Please select one

Contents

Overview

AI and society

AI and personal lives

- Overall
- **By age and employment status**

AI and working lives

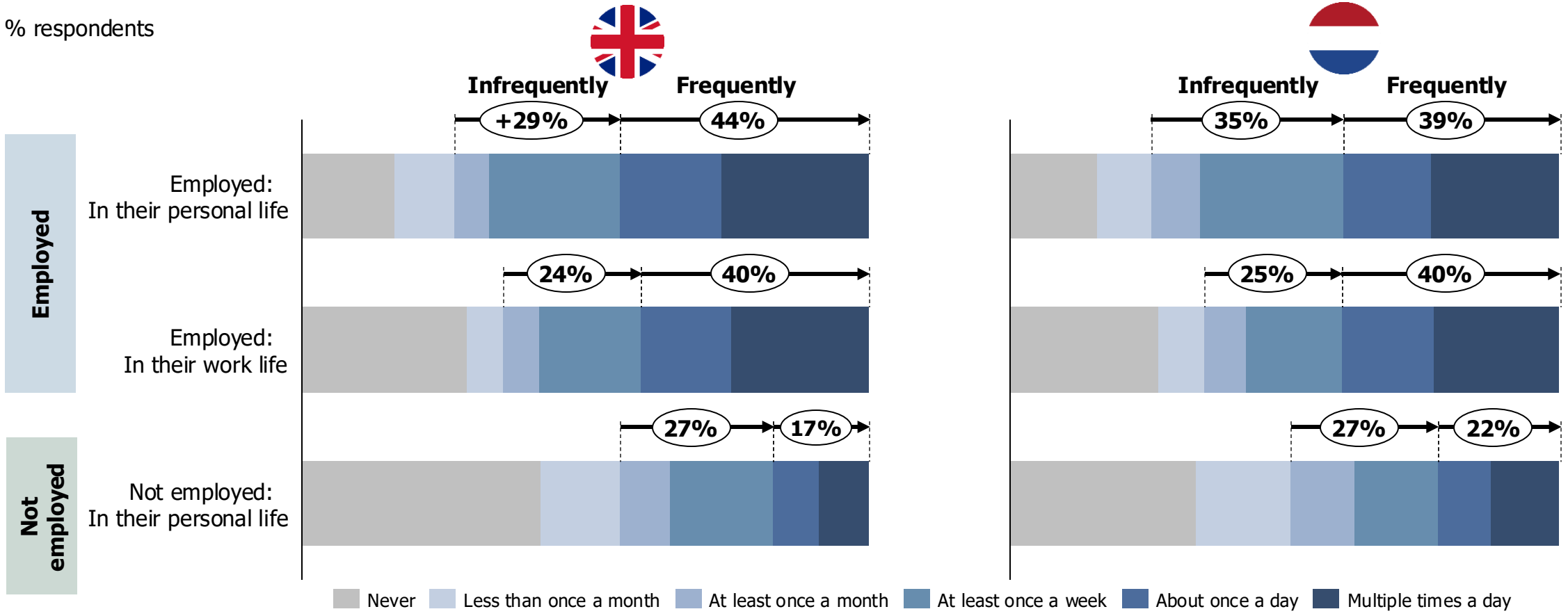


eden mccallum

People who are employed tend to use AI more in their personal lives than those who are not, and at similar levels to their use of AI in their work

FREQUENCY OF USE OF AI IN PERSONAL LIFE (AND VS. WORK LIFE), BY EMPLOYMENT STATUS, Q3 2026

% respondents

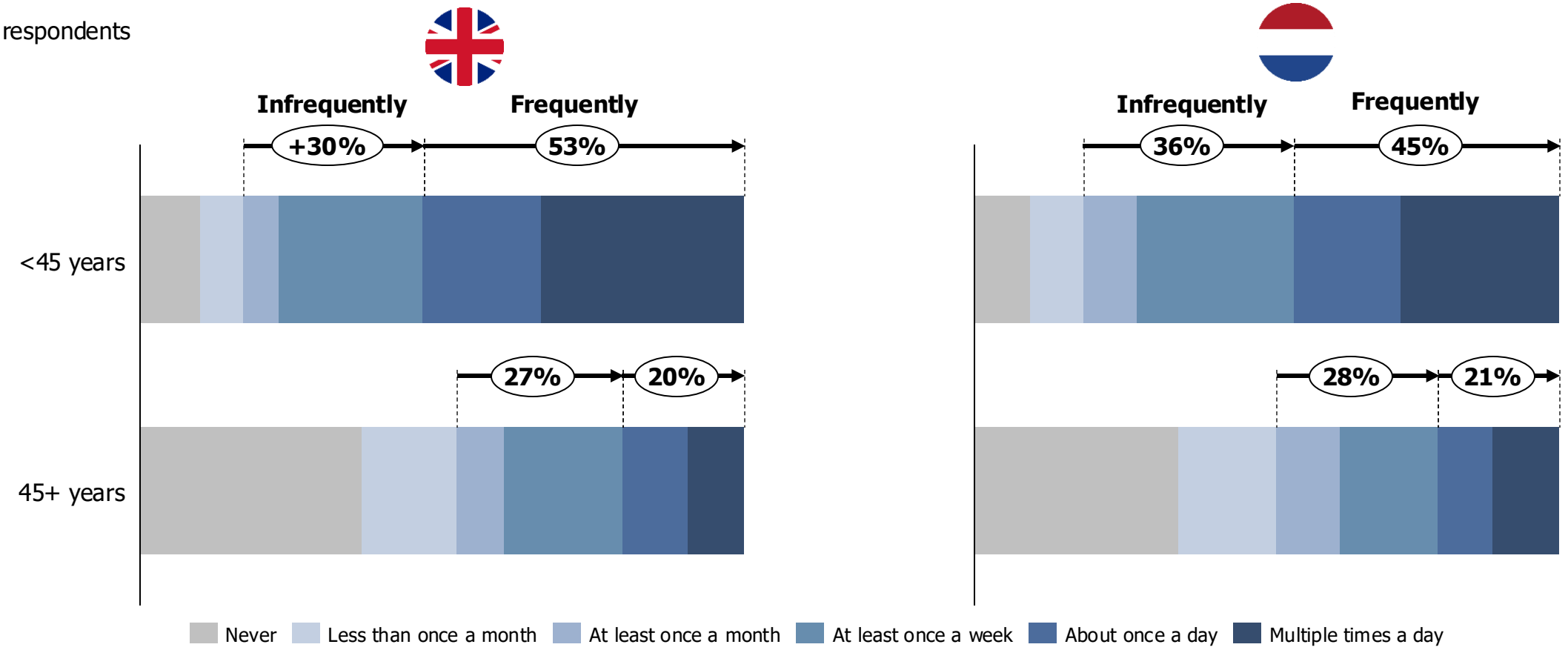


n= UK Not Employed = 469, UK Employed = 978-987; NL Not Employed = 419, NL Employed = 636-651; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one. In your own work, how often do you use GenAI tools? Please select one.

The under 45s are the most frequent users of AI in their personal lives, with more than twice as many using it at least daily than older adults

FREQUENCY OF USE OF AI IN PERSONAL LIFE, BY AGE, Q3 2026

% respondents

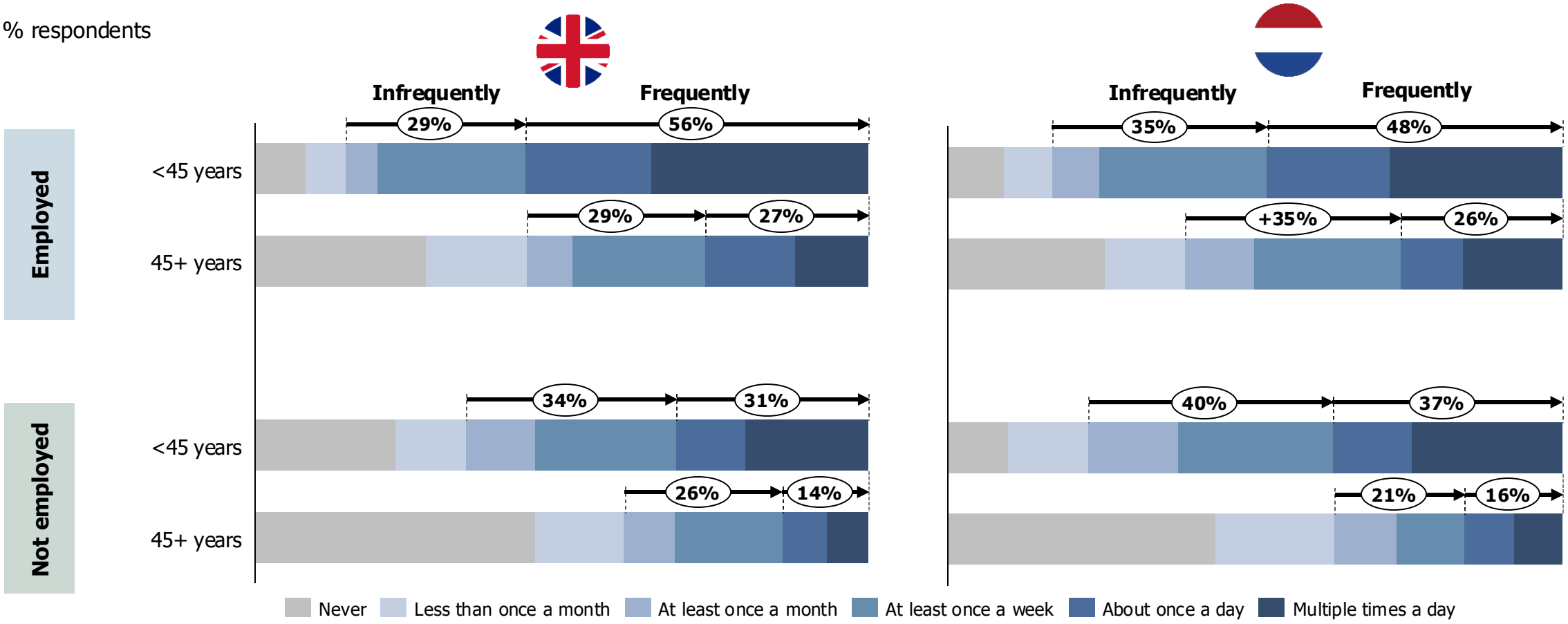


n: UK <45 years = 650, UK 45+ years = 802, NL <45 years = 514, NL 45+ years = 555. Excludes those who answered 'Don't know /prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one

The difference in usage by age is true for both the employed and not employed

FREQUENCY OF USE OF AI IN PERSONAL LIFE, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents

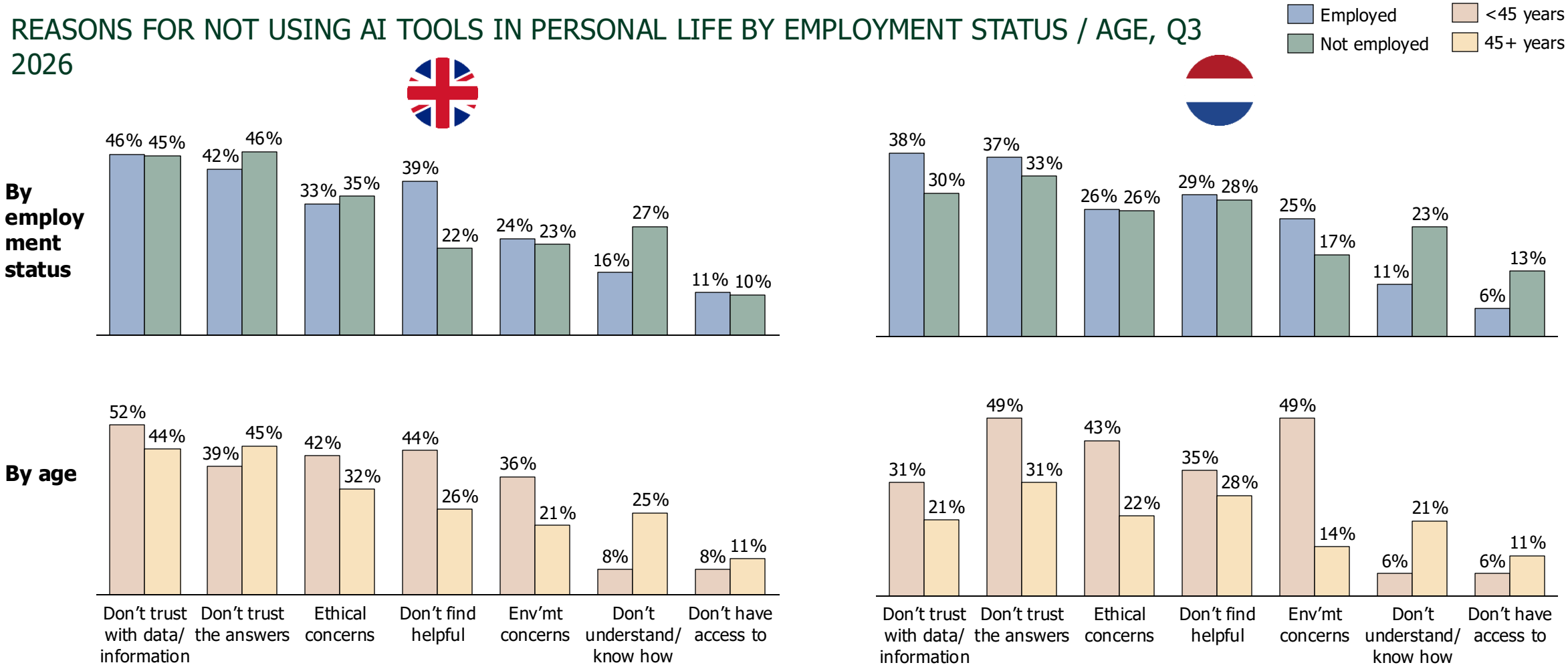


n: UK (Employed <45 years = 580, Employed 45+ years = 406, Not employed <45 years = 70, Not employed 45+ years = 396), NL (Employed <45 years = 391, Employed 45+ years = 259, Not employed <45 years = 123, Not employed 45+ years = 296). Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys - Question: How often are you using GenAI tools in your personal life – for example, ChatGPT, Gemini, Copilot, Claude? Please select one

Those not employed are more likely to not use AI because of lack of understanding (as are older respondents); environmental/ethical concerns stop younger people, plus not finding it helpful, not trusting it with data or its answers

REASONS FOR NOT USING AI TOOLS IN PERSONAL LIFE BY EMPLOYMENT STATUS / AGE, Q3 2026

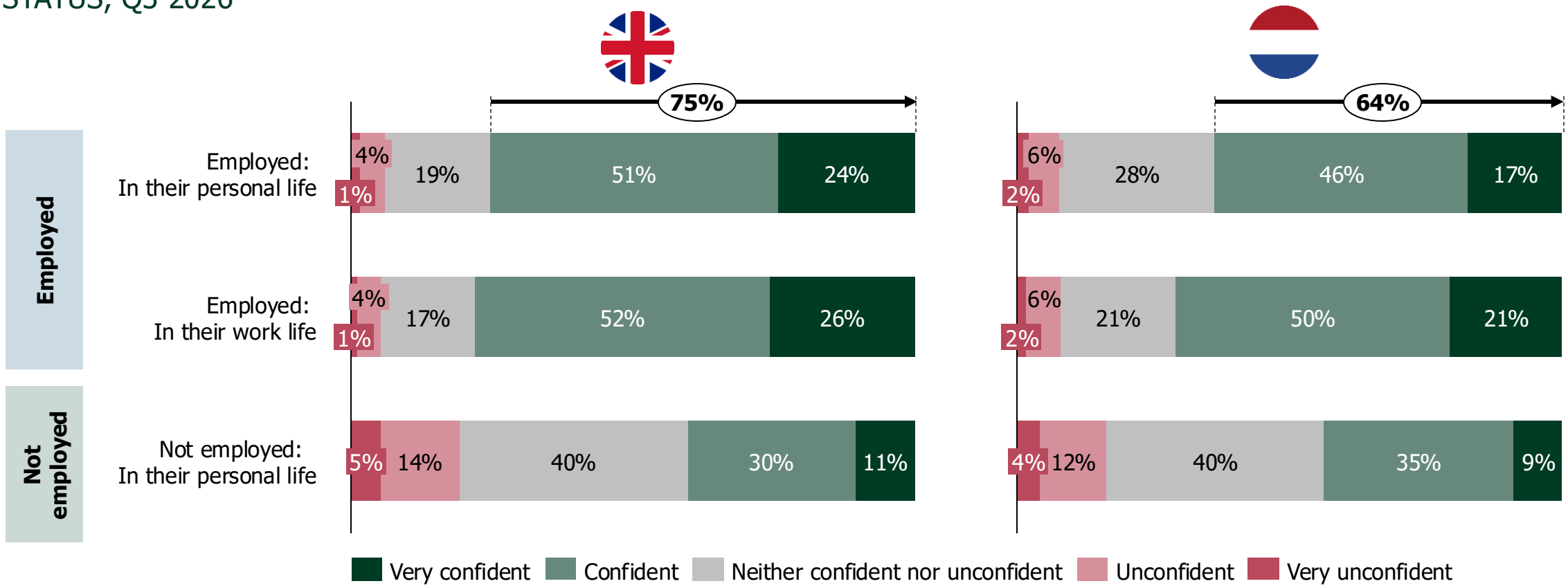


n: UK (Employed = 160, Not employed = 197, <45 = 64, 45+ = 296), NL (Employed = 102, Not employed = 141, <45 = 49, 45+ = 198); Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.

Source: Eden McCallum & Dynata surveys - Question: What are the reasons why you do not use GenAI tools in your personal life? Please select all that apply.

Those who are employed tend to be more confident in using AI in their personal lives, with similar levels of confidence to using AI at work

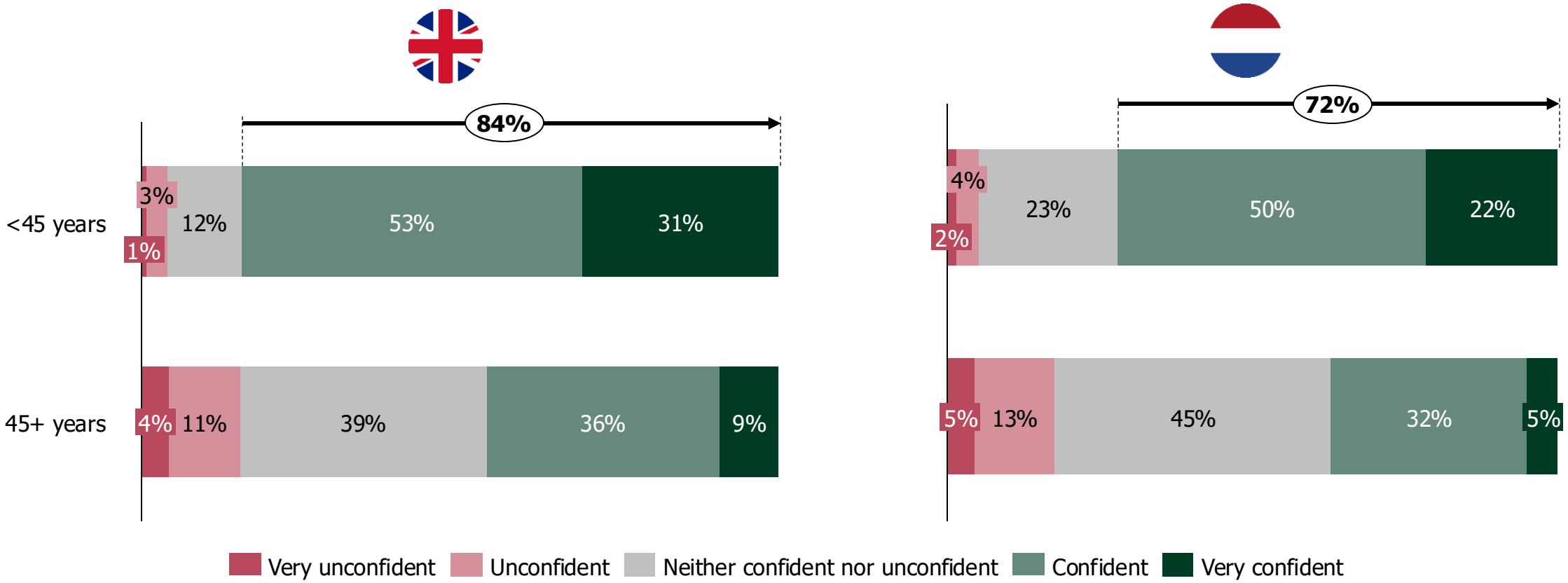
RESPONDENTS' CONFIDENCE IN THEIR SKILLS AND ABILITIES TO USE AI IN THEIR PERSONAL LIVES, BY EMPLOYMENT STATUS, Q3 2026



n: UK Not Employed = 270, UK Employed = 690-824, NL Not Employed = 267, NL Employed = 458-538; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How confident do you feel in your skills and ability to use GenAI tools in your personal life? Please select one. .

The under 45s are more confident in using AI in their personal lives

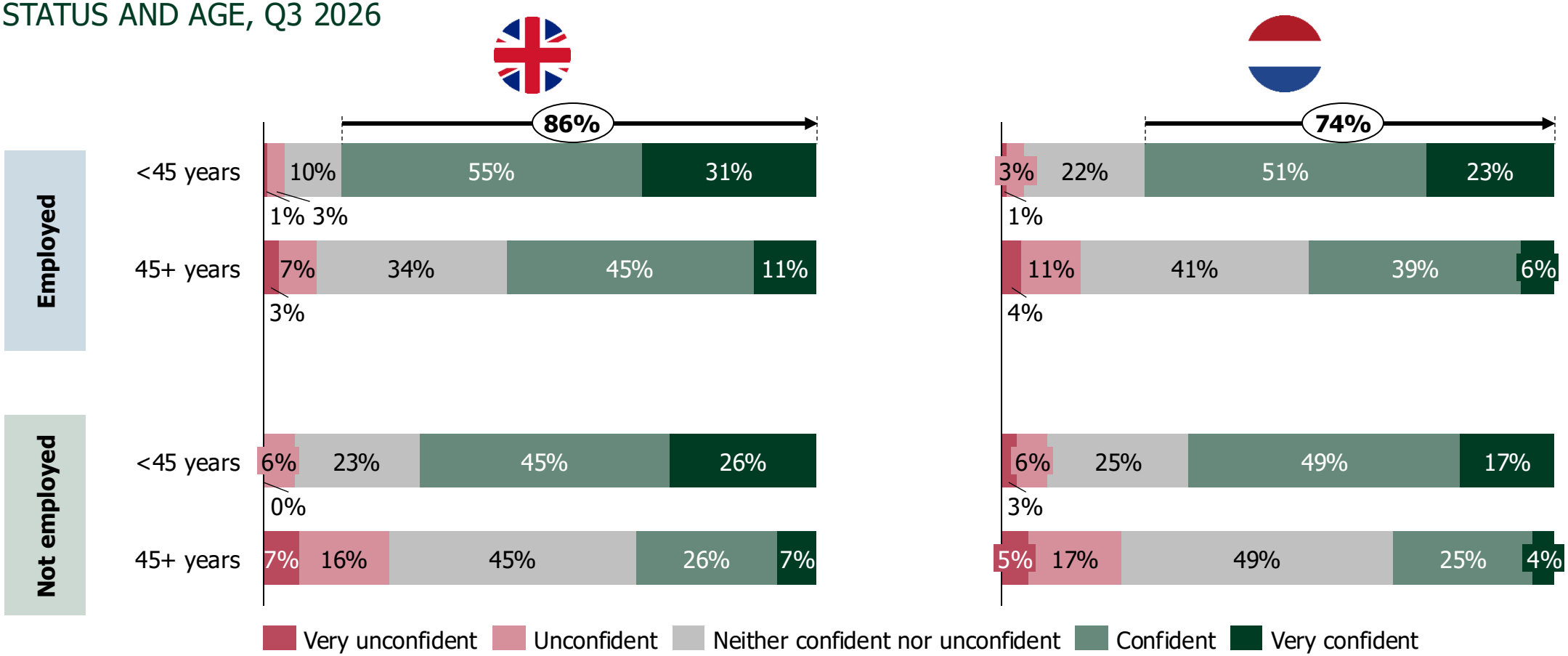
RESPONDENTS' CONFIDENCE IN THEIR SKILLS AND ABILITIES TO USE AI IN THEIR PERSONAL LIVES, BY AGE, Q3 2026



UK n = 1097, NL n = 812; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How confident do you feel in your skills and ability to use GenAI tools in your personal life? Please select one. .

Confidence levels in the under 45s are similar whether employed or not; those not employed aged 45+ are the least confident (only 1/3 feel confident)

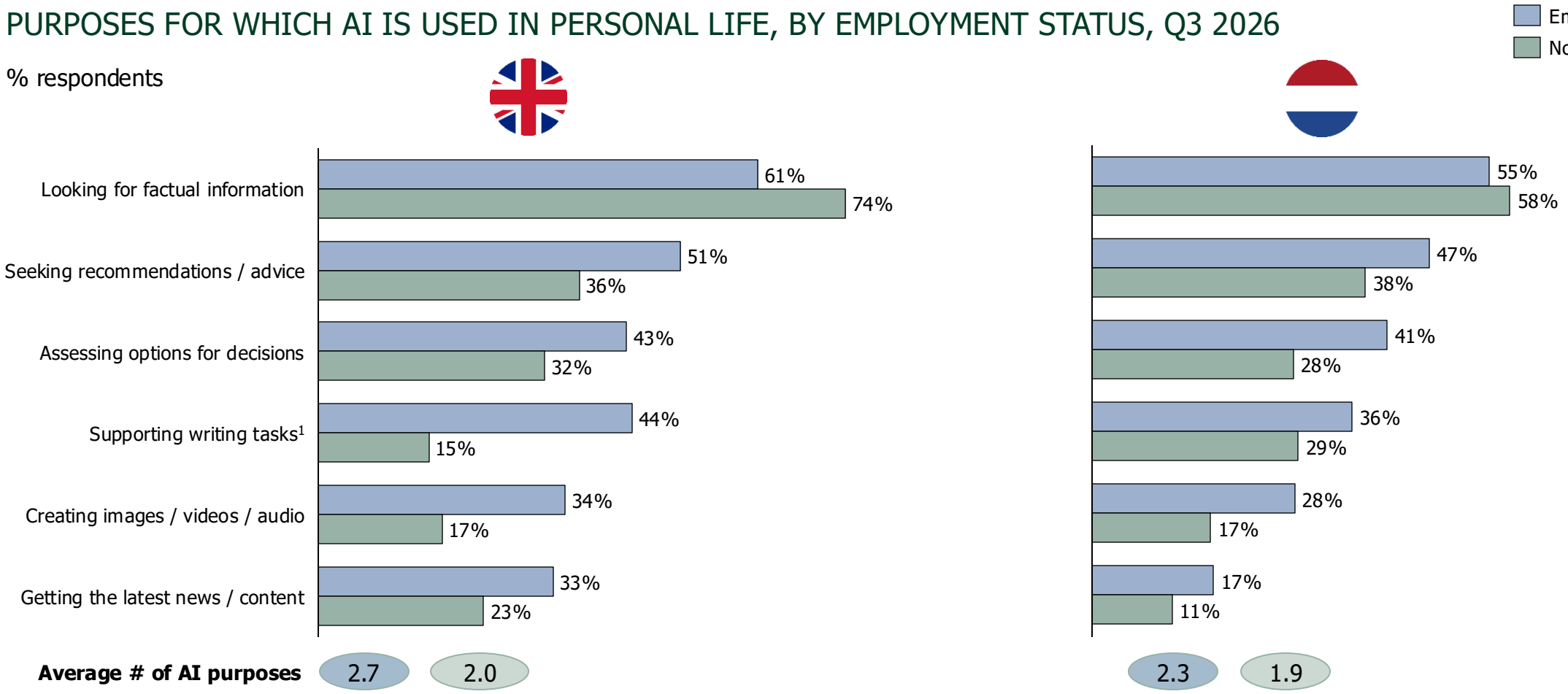
RESPONDENTS' CONFIDENCE IN THEIR SKILLS AND ABILITIES TO USE AI IN THEIR PERSONAL LIVES, BY EMPLOYMENT STATUS AND AGE, Q3 2026



n: UK (Employed <45 years = 532, Employed 45+ years = 291, Not employed <45 years = 53, Not employed 45+ years = 215), NL (Employed <45 years = 350, Employed 45+ years = 187, Not employed <45 years = 106, Not employed 45+ years = 161). Excludes those who answered 'Don't know / prefer not to say'. Due torounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How confident do you feel in your skills and ability to use GenAI tools in your personal life? Please select one. .

Employed people use AI for a wider range of purposes in their personal lives (particularly in the UK), other than looking for factual information (used by a greater proportion of not employed)

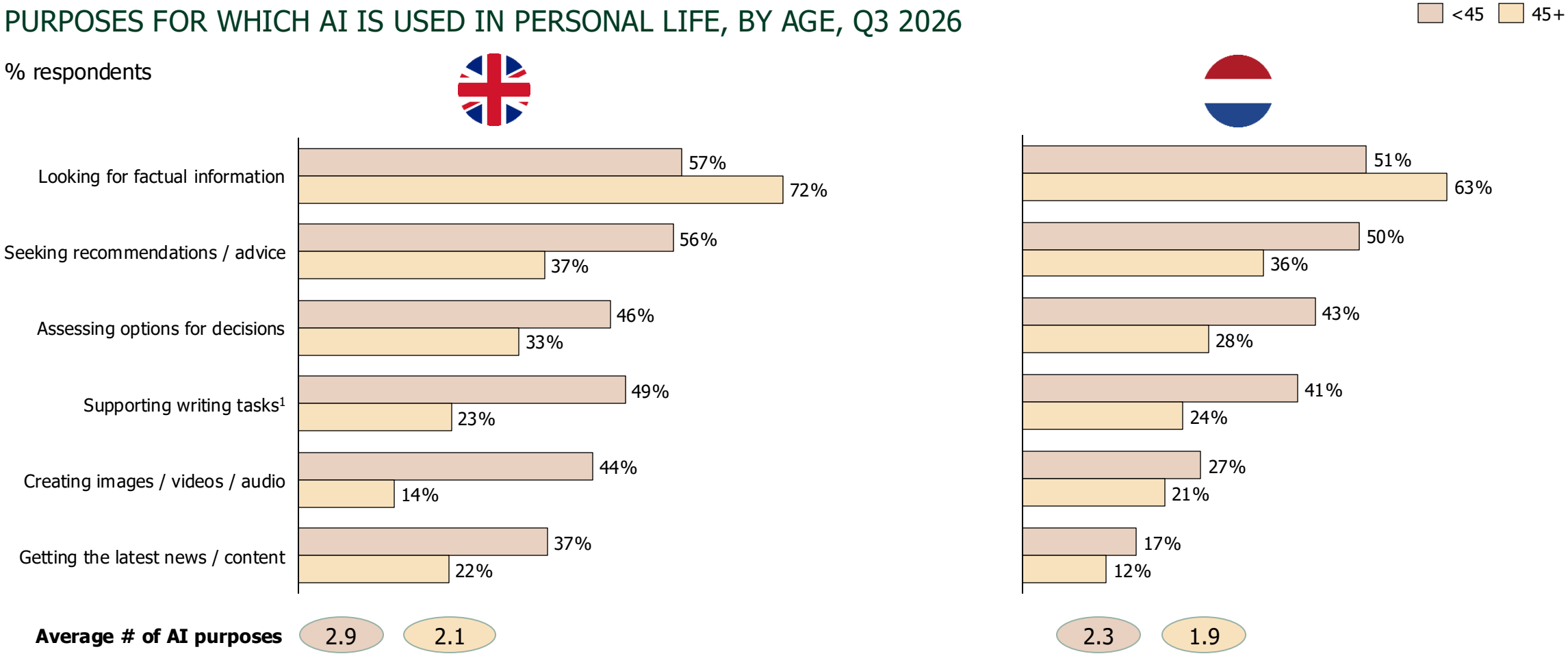
PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE, BY EMPLOYMENT STATUS, Q3 2026



n: UK Not Employed = 272, UK Employed = 827, NL Not Employed = 278, NL Employed = 549; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Those answering 'Other' are not shown above (1% for Employed and 4% for Not employed in UK; 3% and 6% respectively inNL); (1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply.

Younger people use AI for more purposes (particularly in supporting writing tasks in both the UK and NL) other than looking for factual information (used by a greater proportion of over-45s)

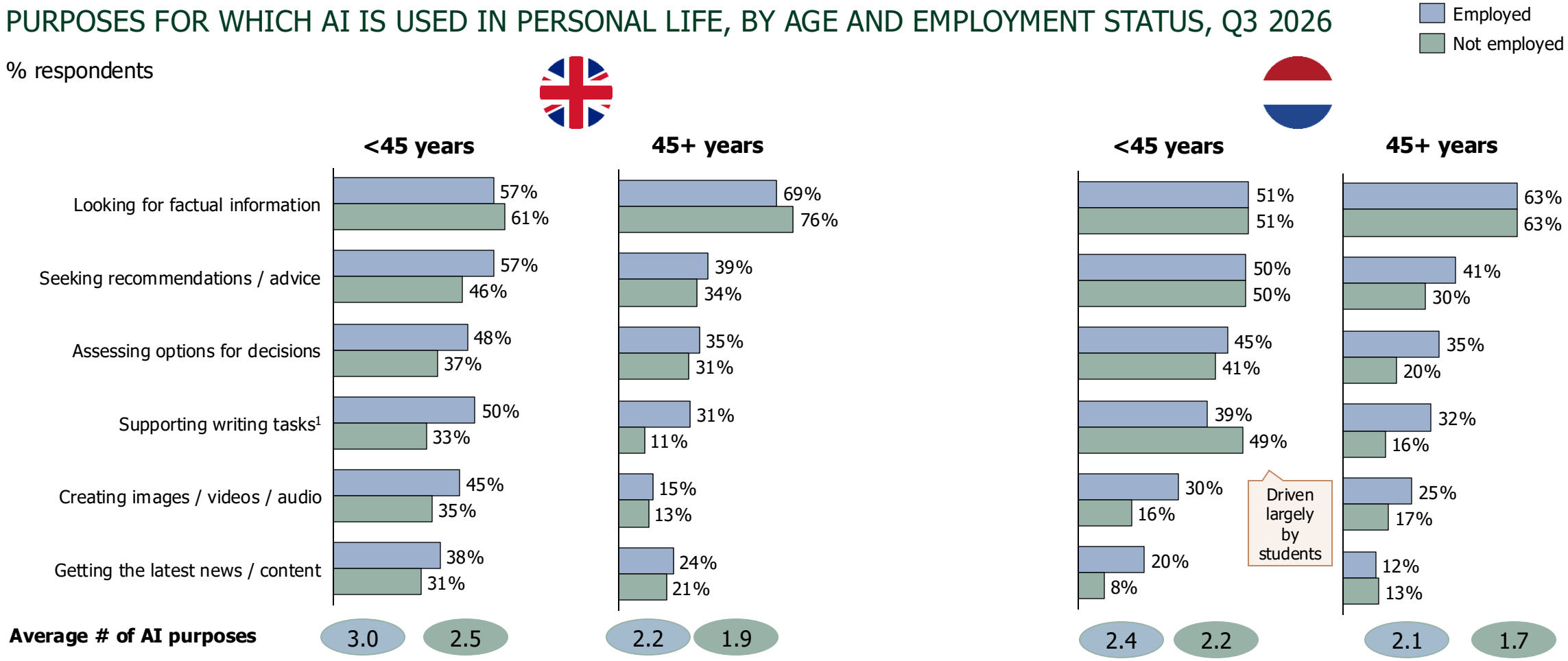
PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE, BY AGE, Q3 2026



n: UK 1103, NL = 836; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Notes: Those answering 'Other' are not shown above (1% for <45, 4% for 45+ in UK, 3% and 6% respectively in NL); (1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply.

Within each age group, the employed tend to use AI for more purposes, particularly for supporting writing tasks (for both age groups in the UK and for the 45+ year olds in NL) and for assessing options to help decision making (for the latter in NL)

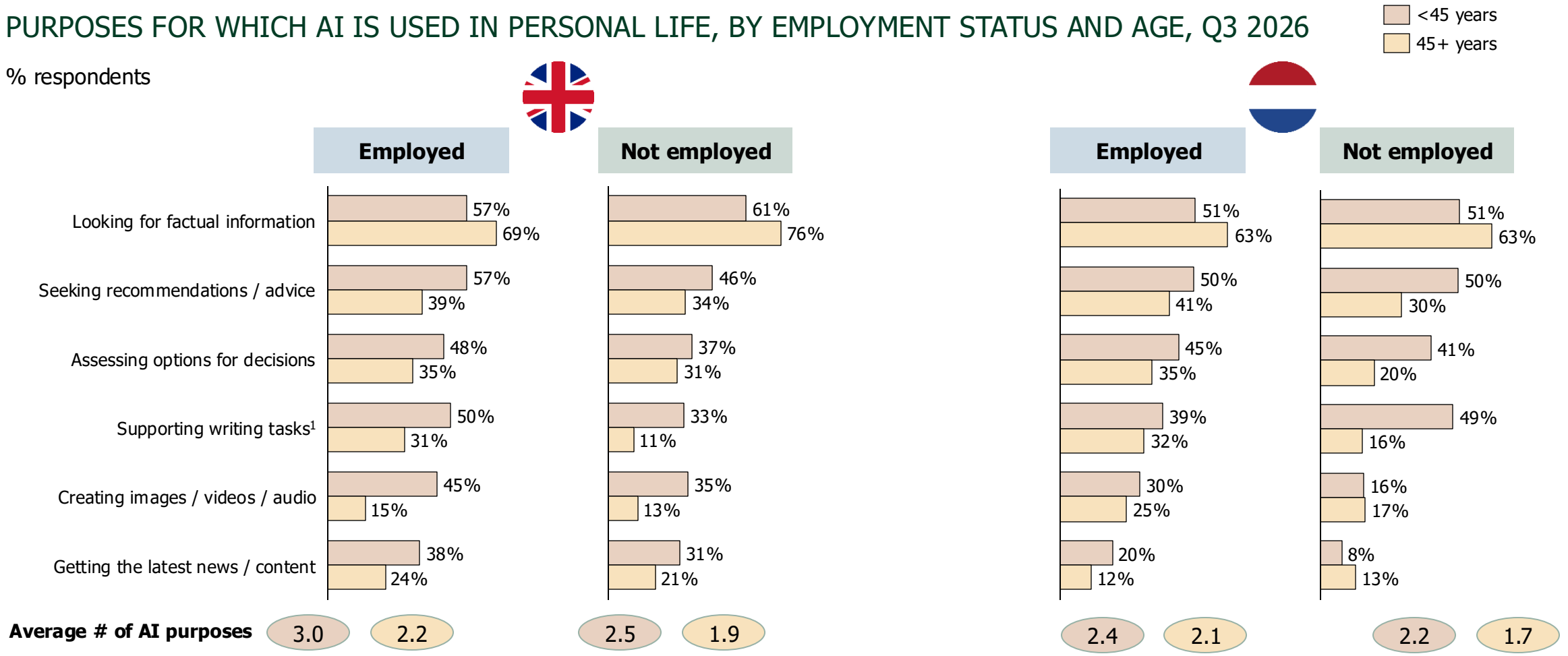
PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE, BY AGE AND EMPLOYMENT STATUS, Q3 2026



n: UK (Employed <45 = 533, Employed 45+ = 293, Not employed <45 = 54, Not employed 45+ = 216), NL (Employed <45 = 353, Employed 45+ = 193, Not employed <45 = 111, Not employed 45+ = 167); Excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely. Notes: Those answering 'Other' are not shown above (UK: <45 years (Employed 1%, Not employed 2%) 45+ years (2%, 5% respectively); NL: <45 years (3%, 4% respectively), 45+ years (4%, 8% respectively); (1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply.

Younger people, whether employed or not, tend to use AI for more purposes, particularly in supporting writing tasks in both UK and NL

PURPOSES FOR WHICH AI IS USED IN PERSONAL LIFE, BY EMPLOYMENT STATUS AND AGE, Q3 2026

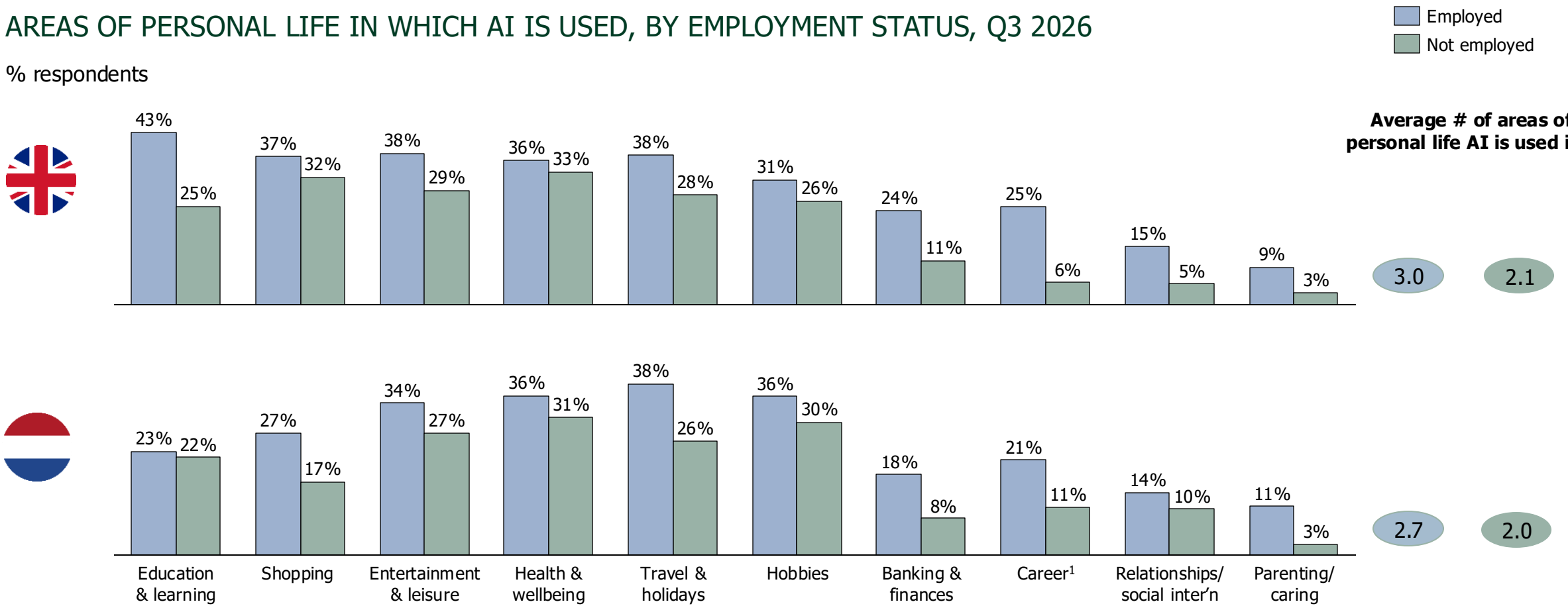


n: UK (Employed <45 = 533, Employed 45+ = 293, Not employed <45 = 54, Not employed 45+ = 216), NL (Employed <45 = 353, Employed 45+ = 193, Not employed <45 = 111, Not employed 45+ = 167); Excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely. Notes: Thoseanswering 'Other' are not shown above (UK: Employed (<45 years 1%, 45+ years 2%), Not employed (2%, 5% respectively); NL: Employed (3%, 4% respectively), Not employed (4%, 8% respectively);(1) For example, emails, letters, documents
Source: Eden McCallum & Dynata surveys - Question: For what purposes do you use AI tools in your personal life? Please select all that apply.

The employed are using AI in more areas of their lives, particularly travel, banking and career in both countries; along with education and relationships in UK and shopping in NL

AREAS OF PERSONAL LIFE IN WHICH AI IS USED, BY EMPLOYMENT STATUS, Q3 2026

% respondents

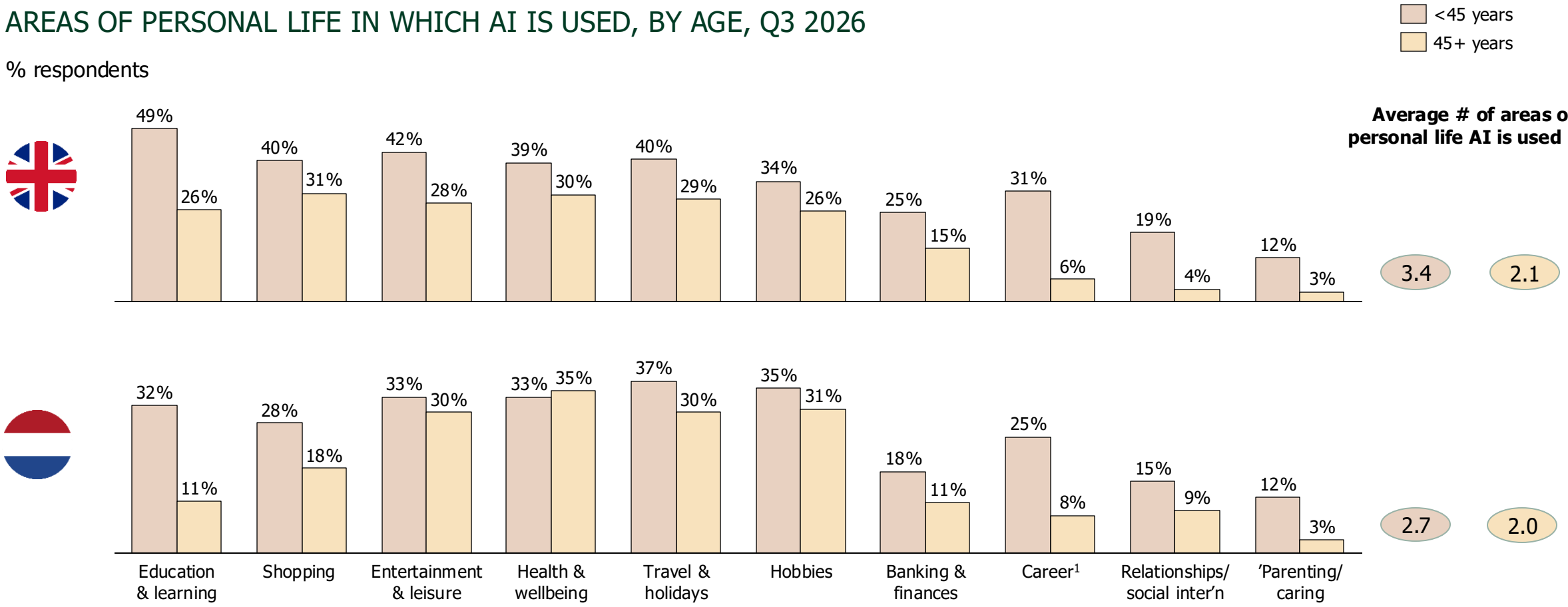


n: UK Not Employed = 272, UK Employed = 827, NL Not Employed = 278, NL Employed = 549; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 7% in UK and 10% inNL also answered 'Other': most frequent responses were general information search and answering questions (44% of those answering 'Other' in the UK, 38% in NL); in NL also home, DIY and cooking (15%).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply. .

A greater proportion of under 45s are using AI in all areas of their lives (except Health in NL)

AREAS OF PERSONAL LIFE IN WHICH AI IS USED, BY AGE, Q3 2026

% respondents

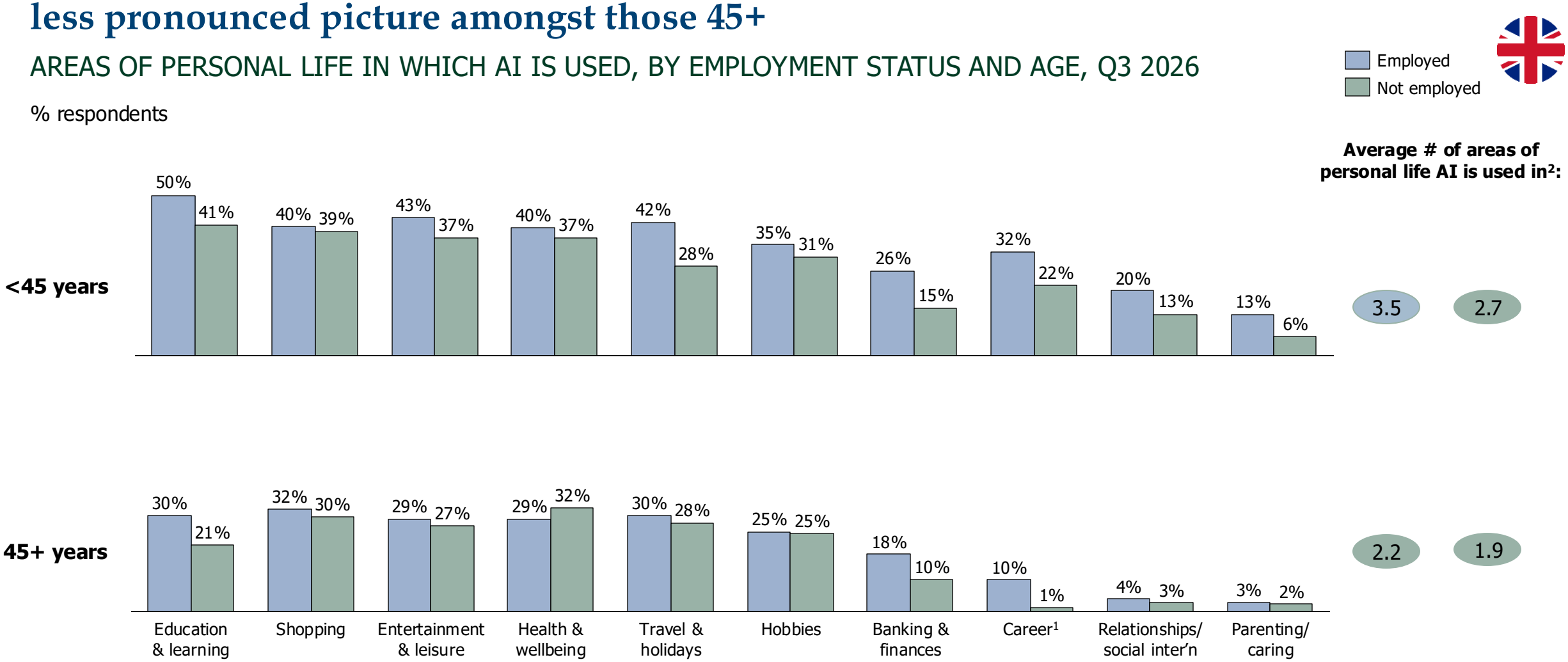


n: UK <45 years = 590, 45+ years = 513; NL <45 years – 467, 45+ years = 369. Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 7% in UK and 10% inNL also answered 'Other': most frequent responses were general information search and answering questions (44% of those answering 'Other' in the UK, 38% in NL); in NL also home, DIY and cooking (15%).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply. .

In the UK, the employed amongst those <45 years are using AI across more areas of their lives (particularly for travel, banking/finances & career), with a similar though less pronounced picture amongst those 45+

AREAS OF PERSONAL LIFE IN WHICH AI IS USED, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents

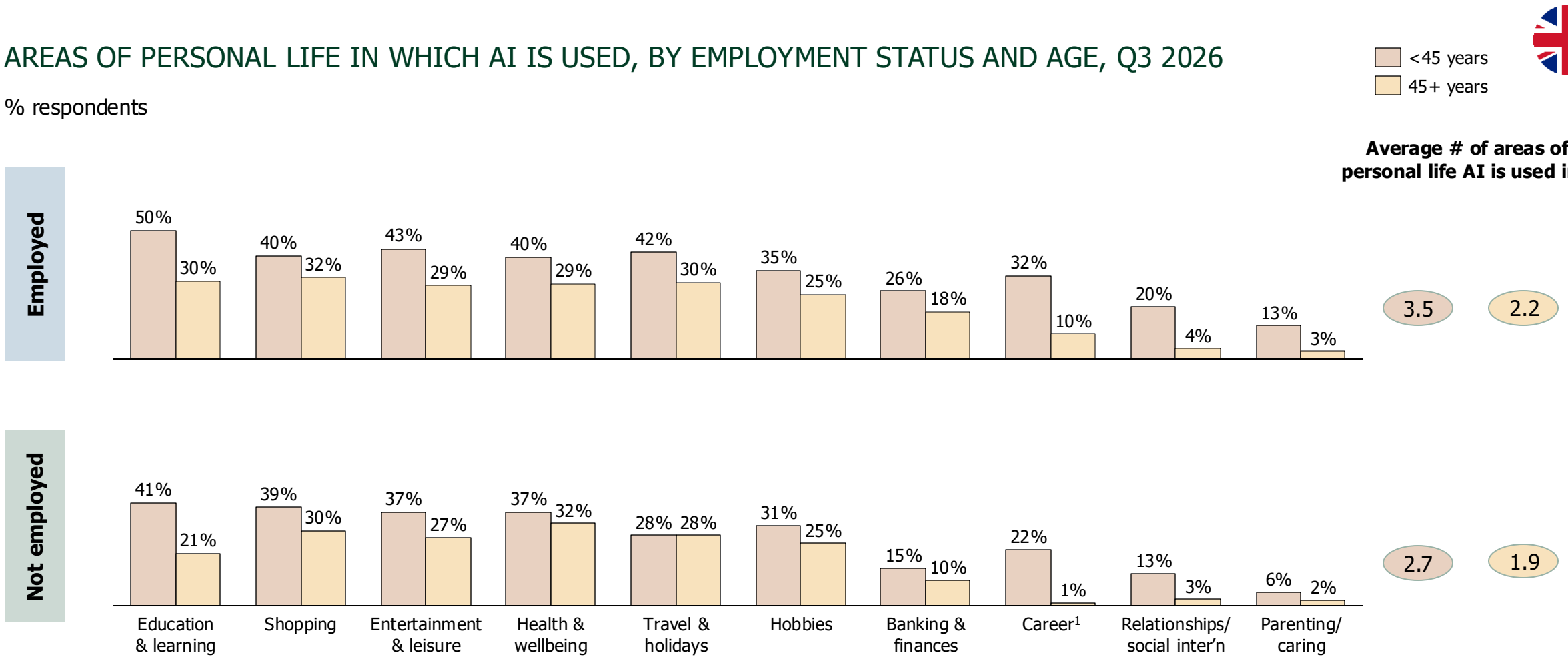


n: UK (Employed <45 years = 533, Employed 45+ years = 293, Not employed <45 years = 54, Not employed 45+ years = 216), Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 7% in UK also answered 'Other': most frequent responses were general information search and answering questions (44% of those answering 'Other' in the UK).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply.

In the UK, younger people, both employed and not employed, are using AI across more areas of their lives

AREAS OF PERSONAL LIFE IN WHICH AI IS USED, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents

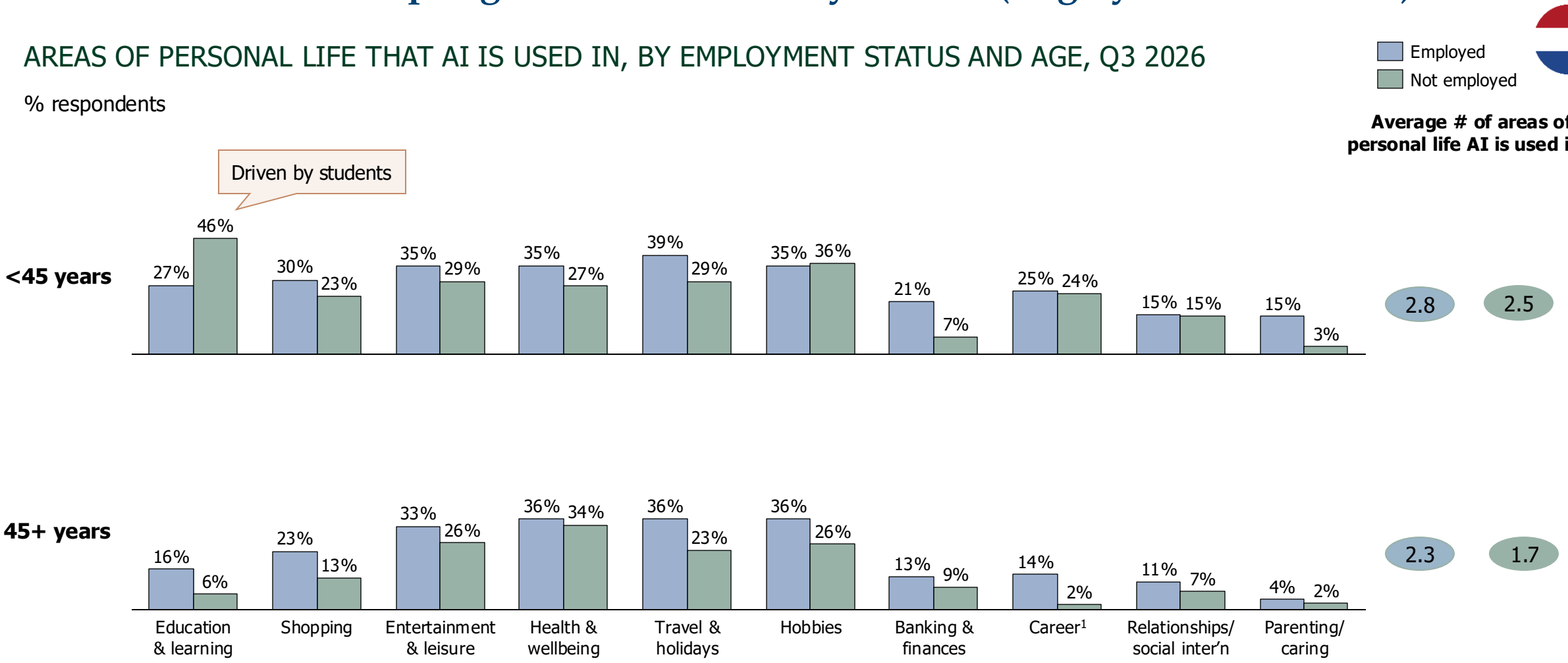


n: UK (Employed <45 years = 533, Employed 45+ years = 293, Not employed <45 years = 54, Not employed 45+ years = 216). Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 7% in UK also answered 'Other': most frequent responses were general information search and answering questions (44% of those answering 'Other' in the UK).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply.

In NL, similarly the employed in both age groups are typically using AI more in most areas of their life excepting education for <45 year olds (largely student driven)

AREAS OF PERSONAL LIFE THAT AI IS USED IN, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents

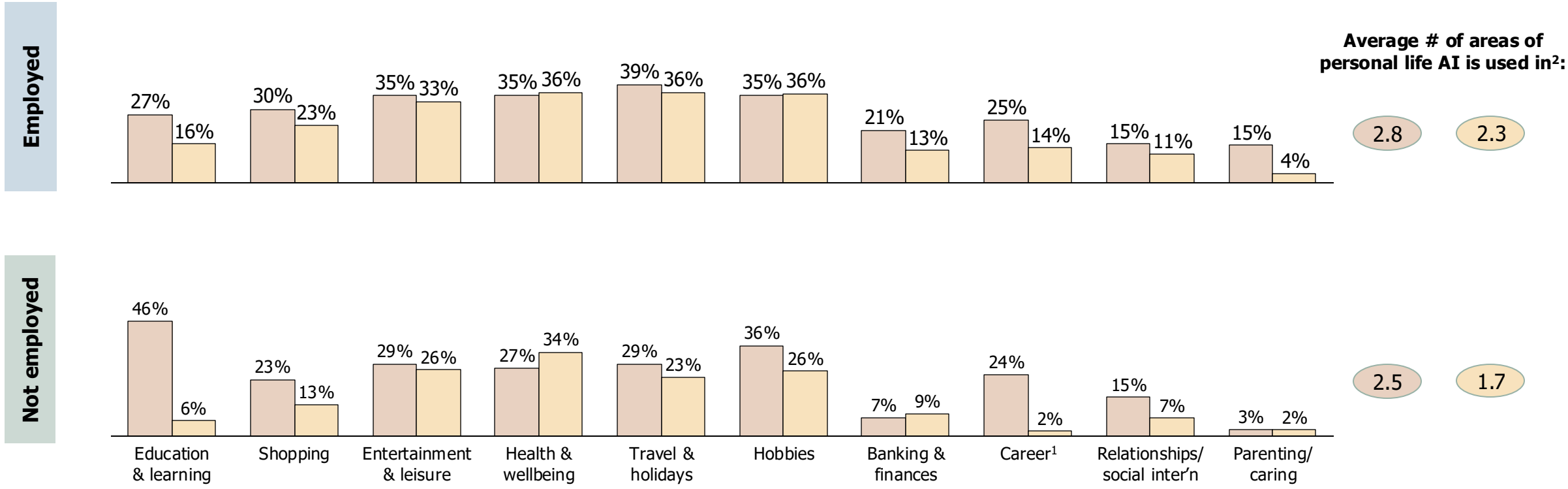


n: NL (Employed <45 years = 355, Employed 45+ years = 193, Not employed <45 years = 111, Not employed 45+ years = 167). Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 10% in NL also answered 'Other': most frequent responses were general information search and answering questions (38% of those answering 'Other' in NL); in NL also home, DIY and cooking (15%).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply.

In NL, those aged <45, whether employed or not, are using AI more in the different areas of their lives (excepting health & wellbeing where those 45+, both employed / not, are similar/very slightly higher)

AREAS OF PERSONAL LIFE THAT AI IS USED IN, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents

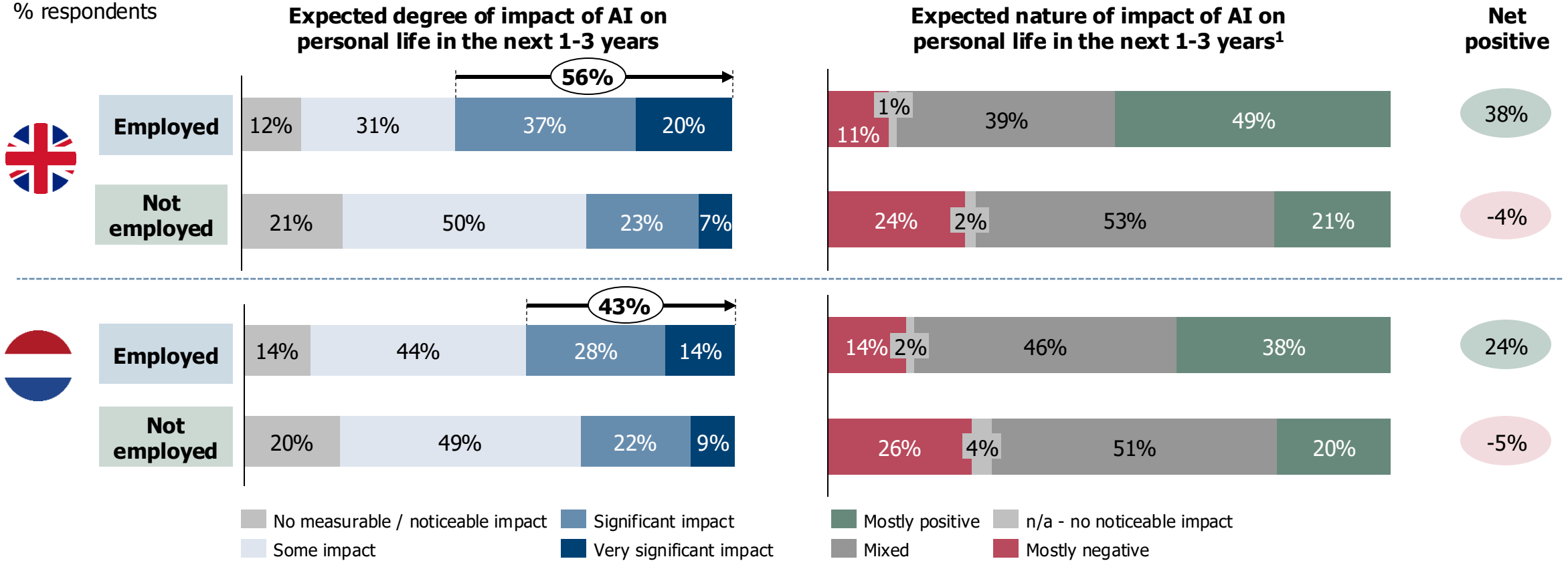


n: NL (Employed <45 years = 355, Employed 45+ years = 193, Not employed <45 years = 111, Not employed 45+ years = 167). Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Outside of current job activities; (2) Average includes where Other was chosen by respondent. Note: 10% in NL also answered 'Other': most frequent responses were general information search and answering questions (38% of those answering 'Other' in NL); in NL also home, DIY and cooking (15%).
Source: Eden McCallum & Dynata surveys - Question: And for which areas of your personal life do you use GenAI? Please select all that apply.

The employed expect a greater impact of AI on their personal lives and are more positive than those not employed

DEGREE AND NATURE OF AI'S EXPECTED IMPACT ON PERSONAL LIVES IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS, Q3 2026

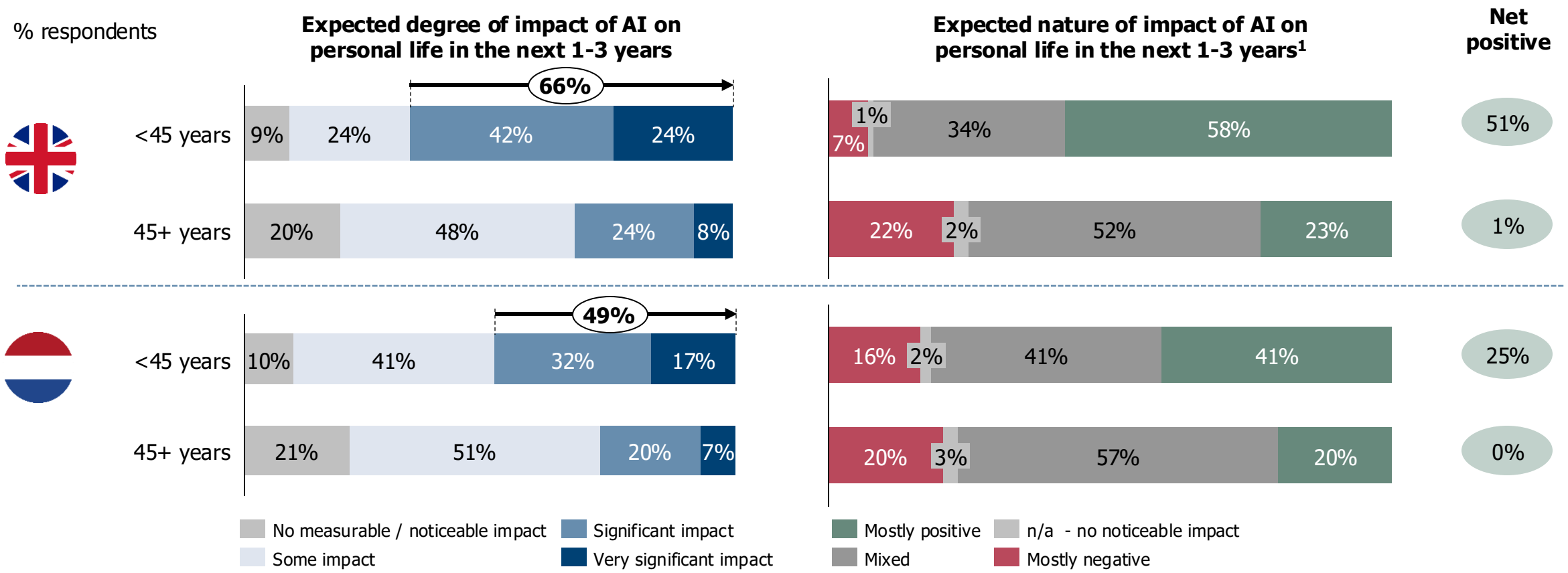
% respondents



UK: n = 1364; NL: n = 990 (Degree of impact), UK: n = 1138; NL: n = 816 (Nature of impact); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Now looking to the future, to what extent do you expect GenAI to impact you in your personal life over the next 1-3 years? Please select one. And still looking to the future, do you expect that the impact of GenAI over the next 1-3 years on you in your personal life will be mostly positive, negative or mixed? Please select one

There is also a clear age divide: under-45s expect a much greater impact on their personal lives and are far more positive about it, particularly in the UK

DEGREE AND NATURE OF AI'S EXPECTED IMPACT ON PERSONAL LIVES IN THE NEXT 1-3 YEARS, BY AGE, Q3 2026

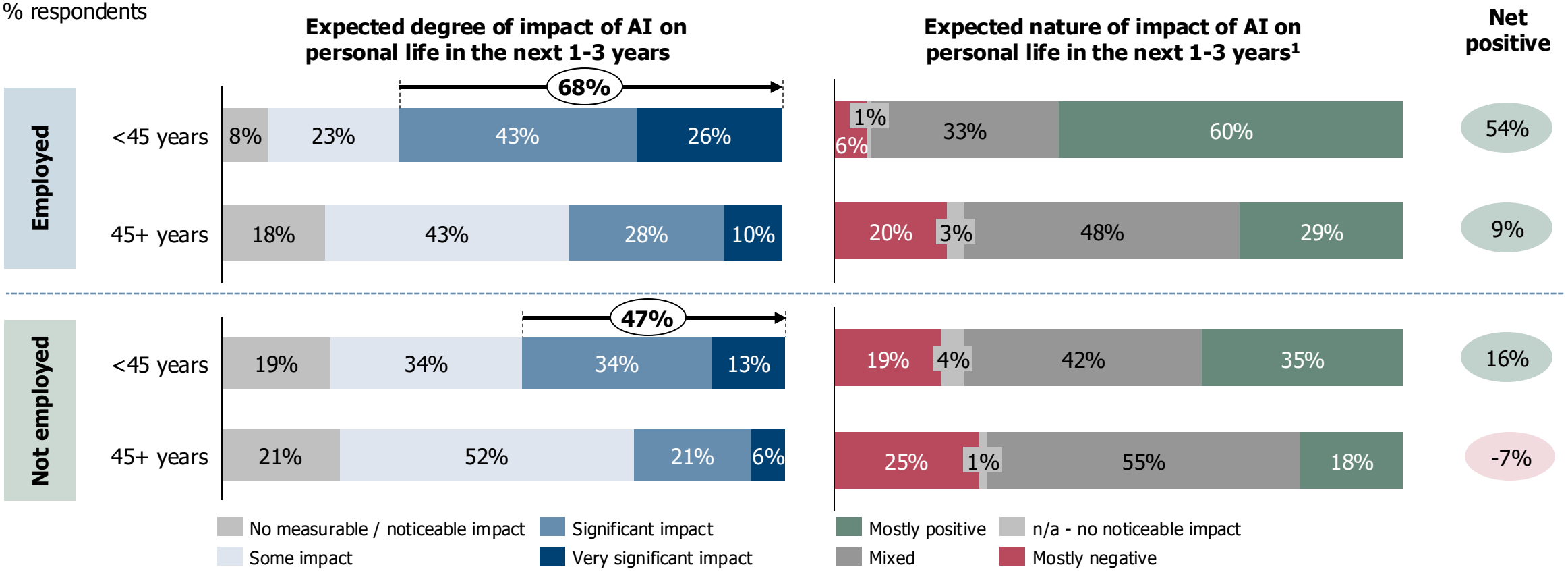


UK: n = 1359; NL: n = 989 (Degree of impact), UK: n = 1134; NL: n = 815 (Nature of impact): Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Now looking to the future, to what extent do you expect GenAI to impact you in your personal life over the next 1-3 years? Please select one. And still looking to the future, do you expect that the impact of GenAI over the next 1-3 years on you in your personal life will be mostly positive, negative or mixed? Please select one

In the UK, age is a larger determinant of views about the future impact of AI than employment status, but employment status is also relevant

DEGREE AND NATURE OF AI'S EXPECTED IMPACT ON PERSONAL LIVES IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents

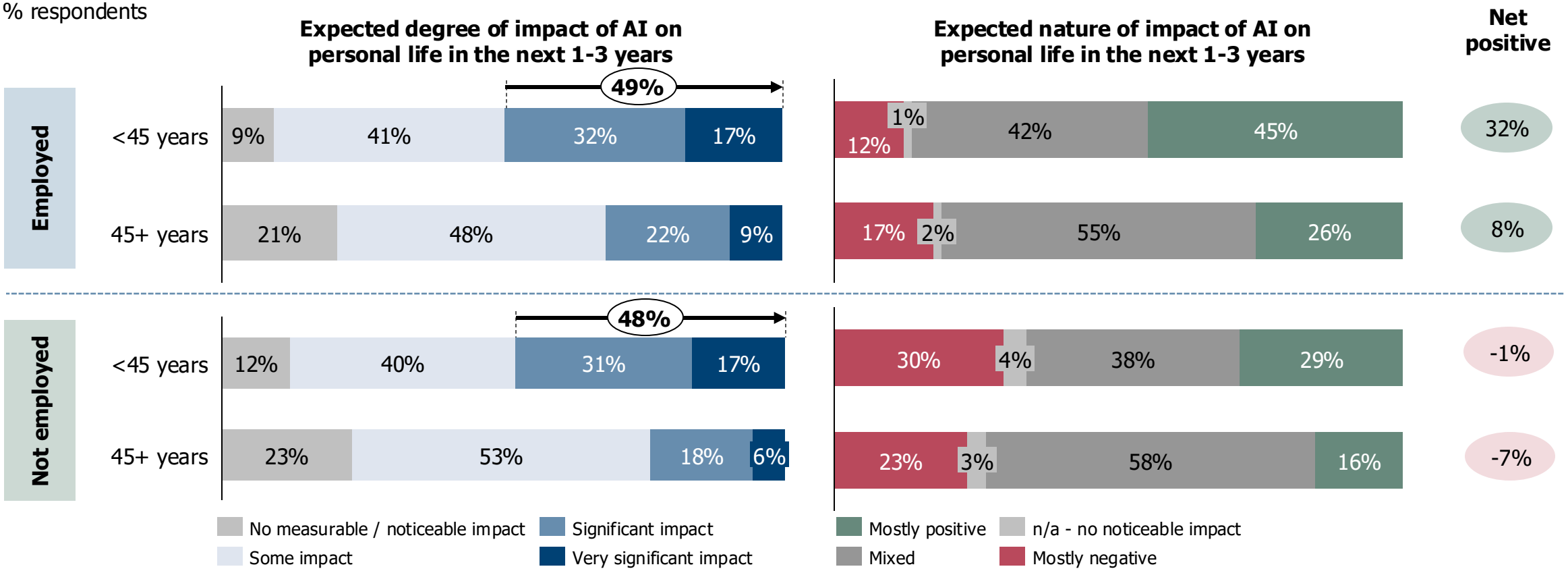


UK: n = 1364 (Degree of impact), n = 1138 (Nature of impact); Excludes those who answered ''Don't know / prefer not to say'.Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Now looking to the future, to what extent do you expect GenAI to impact you in your personal life over the next 1-3 years? Please select one. And still looking to the future, do you expect that the impact of GenAI over the next 1-3 years on you in your personal life will be mostly positive, negative or mixed? Please select one

In NL, age is a more important determinant than employment status of views about the future impact of AI

VIEWS ON THE DEGREE AND NATURE OF AI'S EXPECTED IMPACT ON PERSONAL LIVES IN THE NEXT 1-3 YEARS, BY EMPLOYMENT STATUS AND AGE, Q3 2026

% respondents



NL: n = 990 (Degree of impact), n = 816 (Nature of impact); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of expected impact of AI in the next 1-3 years are excluded from the results of the Nature of the expected impact of AI
Source: Eden McCallum & Dynata surveys - Question: Now looking to the future, to what extent do you expect GenAI to impact you in your personal life over the next 1-3 years? Please select one. And still looking to the future, do you expect that the impact of GenAI over the next 1-3 years on you in your personal life will be mostly positive, negative or mixed? Please select one

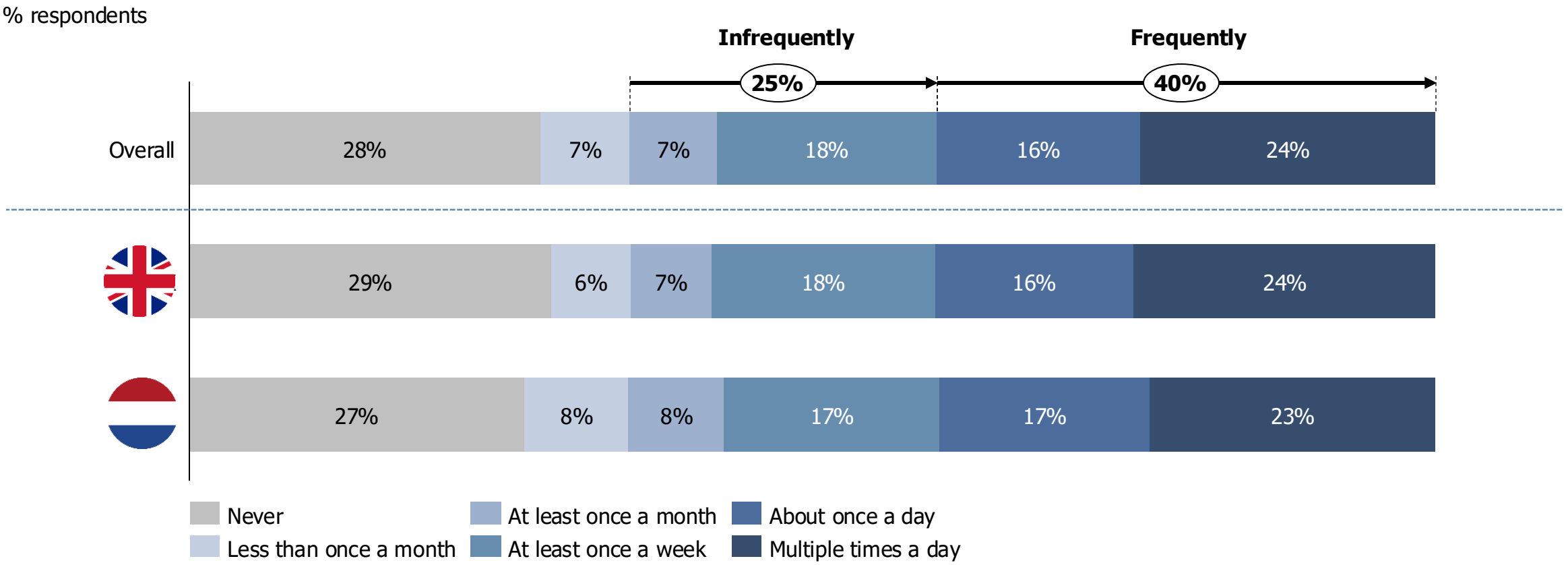
Contents

- Overview
- AI and society
- AI and personal lives
- **AI and working lives**
  - **Overall**
  - By age and role



Overall, AI is being used by 40% of workers frequently (at least daily) and a further quarter infrequently (at least monthly)

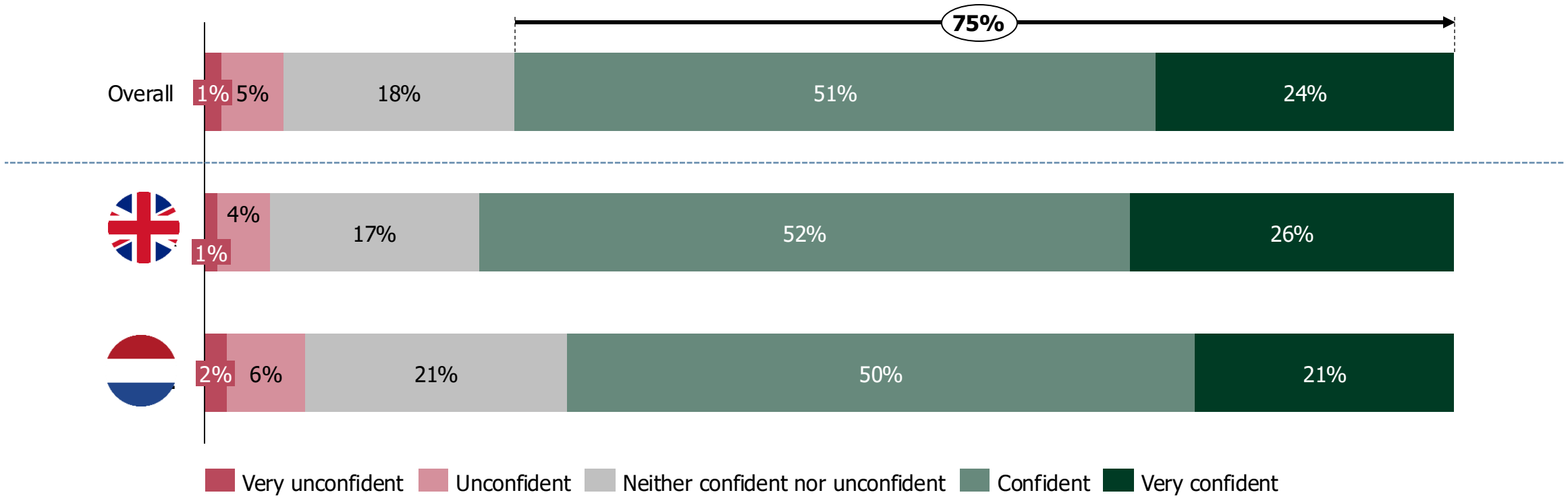
FREQUENCY OF USE OF AI IN WORKING LIFE, Q3 2026



UK n = 978, NL n = 636; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: In your own work, how often do you use GenAI tools? Please select one.

Confidence amongst respondents in using AI in their working life is generally high, with three quarters confident

CONFIDENCE IN SKILLS AND ABILITIES TO USE AI IN WORKING LIVES, Q3 2026

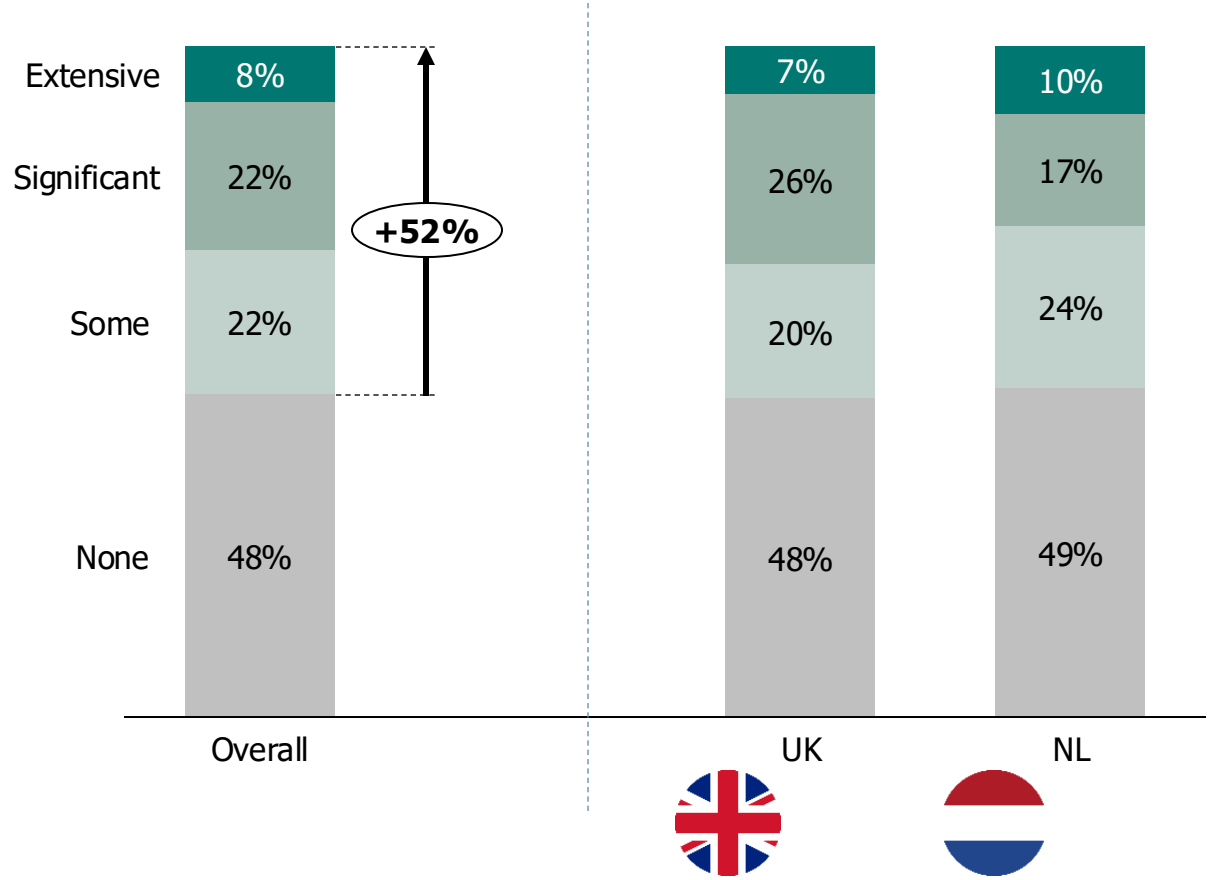


UK n = 690, NL n = 458; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Overall, how confident do you feel in your skills and abilities in using GenAI tools in your own work? Please select one

Just over 50% have had at least some training in AI in the last year at work

LEVEL OF TRAINING ON AI PROVIDED IN THE WORKPLACE, Q3 2026

% respondents

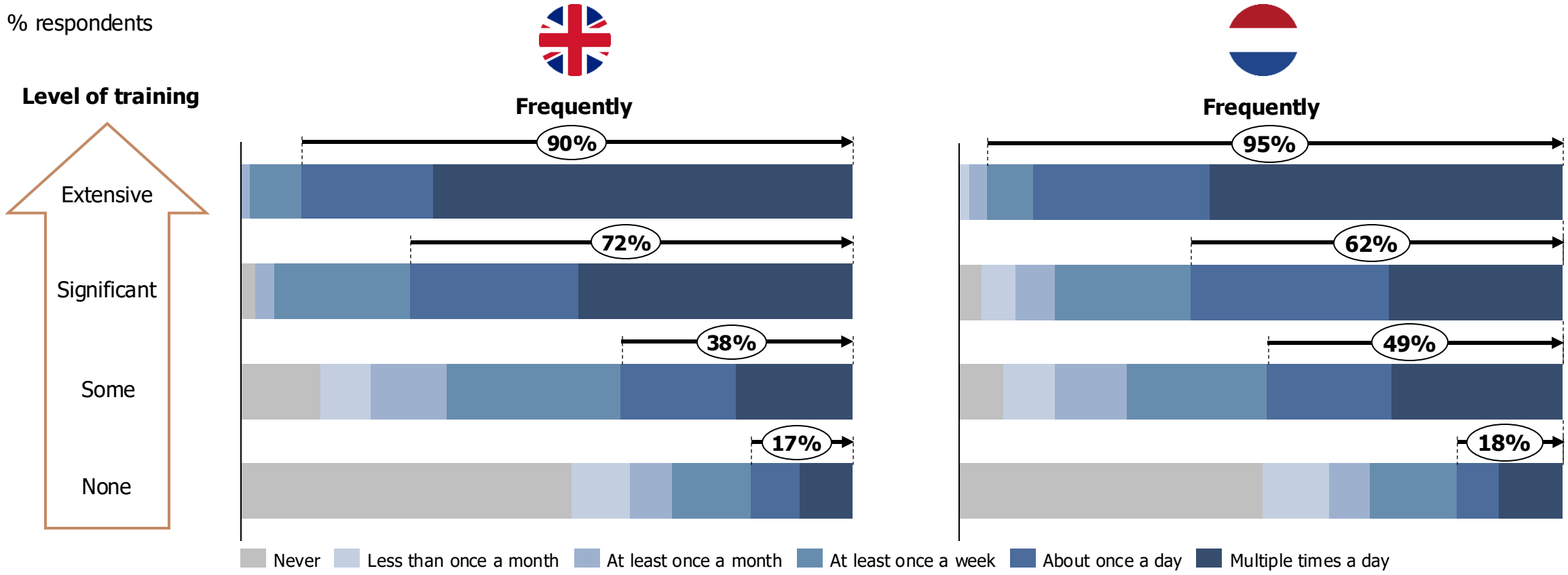


UK n = 988, NL n = 644; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

Unsurprisingly, there is a strong link between the level of AI training provided and AI usage…

FREQUENCY OF USE OF AI IN WORKING LIFE FOR DIFFERING LEVELS OF AI TRAINING OR DEVELOPMENT / FORMAL SUPPORT, Q3 2026

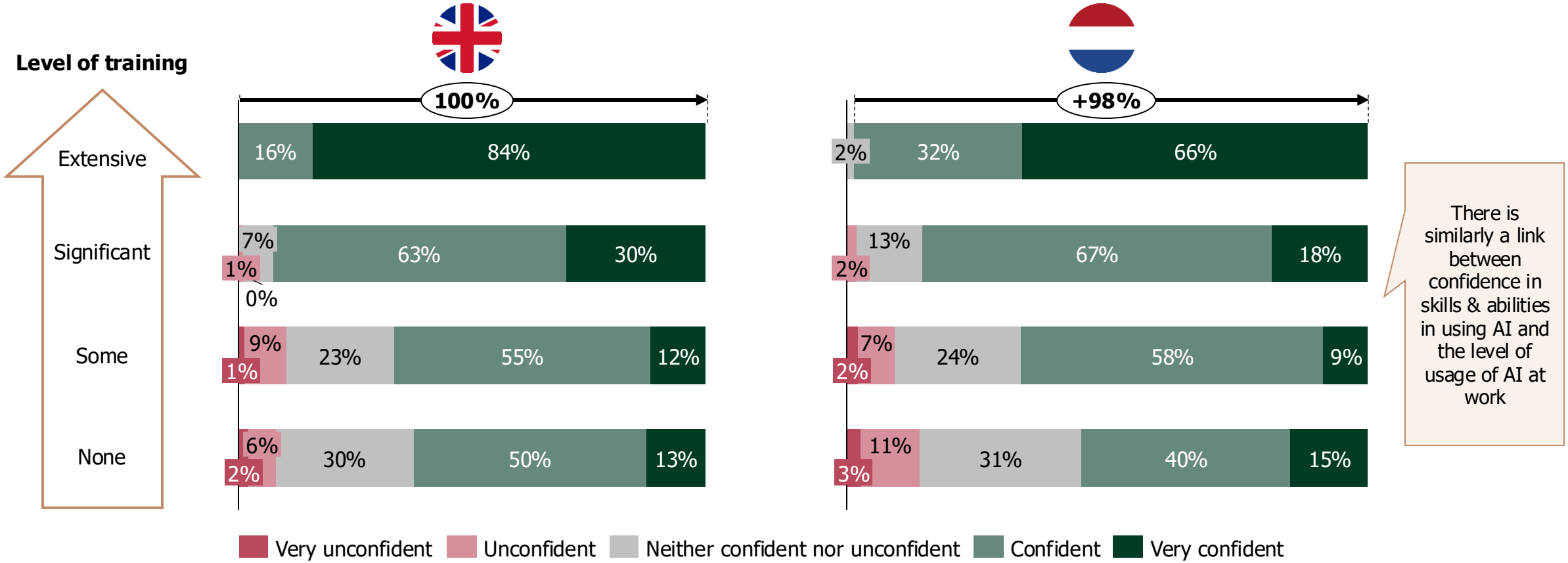
% respondents



UK n = 966, NL n = 623; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: In your own work, how often do you use GenAI tools? Please select one. Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

… and between the level of AI training provided and AI confidence

CONFIDENCE IN SKILLS AND ABILITIES TO USE AI IN WORKING LIVES FOR DIFFERING LEVELS OF TRAINING OR DEVELOPMENT / FORMAL SUPPORT, Q3 2026

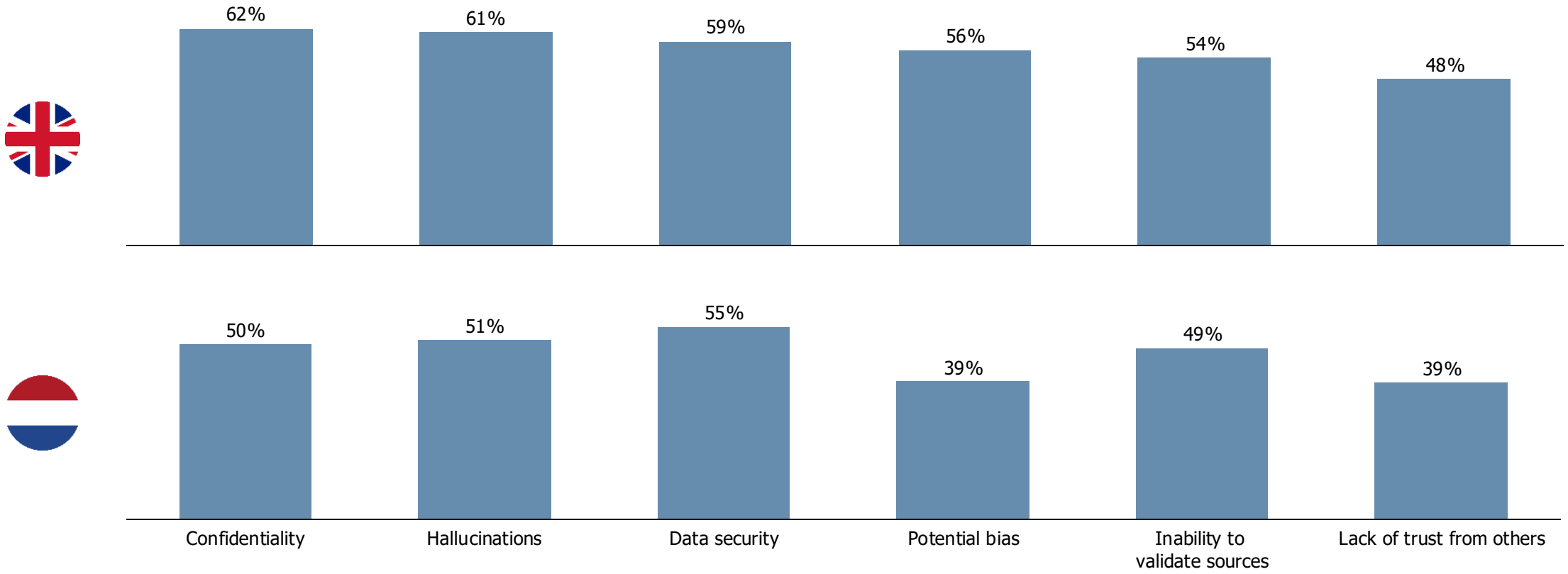


There is similarly a link between confidence in skills & abilities in using AI and the level of usage of AI at work

UK n = 687, NL n = 450; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Overall, how confident do you feel in your skills and abilities in using GenAI tools in your own work? Please select one. Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

Concerns are raised by a large proportion of respondents across a number of areas, particularly confidentiality, accuracy/hallucinations and data security

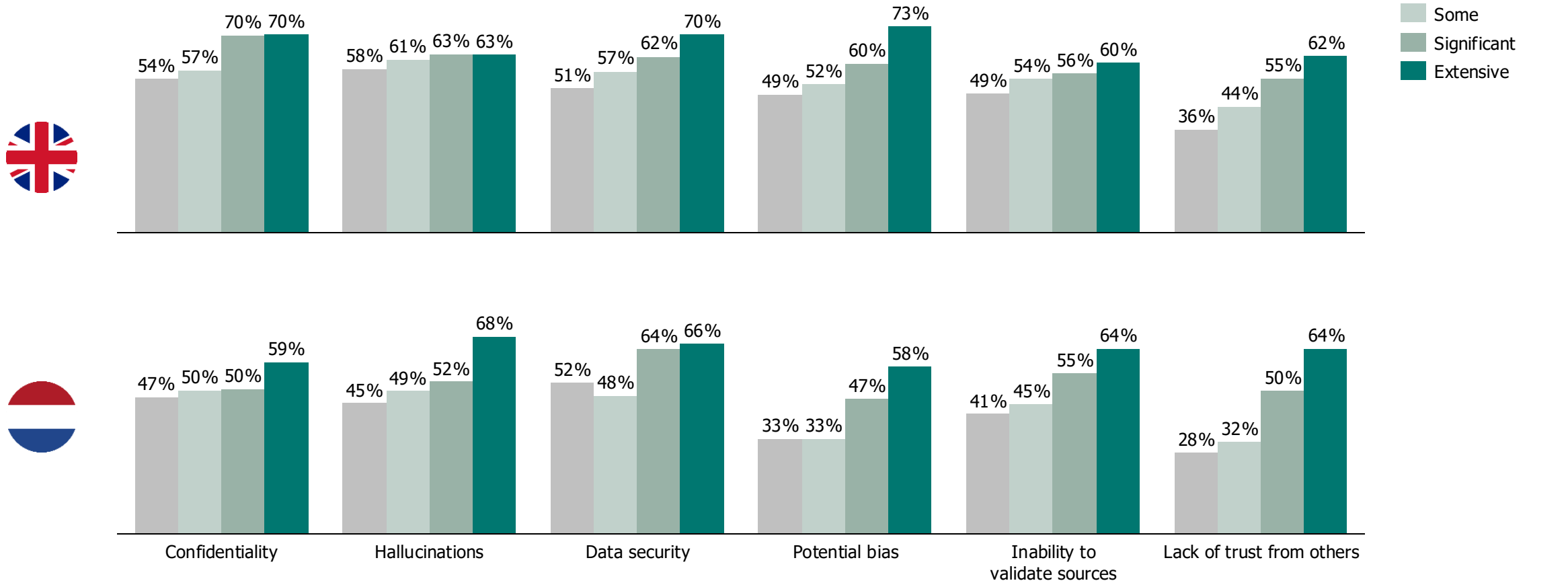
AREAS OF CONCERN IN USING AI AT WORK, Q3 2026, % VERY CONCERNED/CONCERNED



UK n = 664-685, NL n = 434-453; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Bote: 17% of UK and 10% of NL respondents also noted 'Other' concerns, with the most mentioned being data privacy and security; impact on jobs, work and creative thinking; and ethical concerns
Source: Eden McCallum & Dynata surveys - Question: Lastly, to what extent are you concerned about the following when using GenAI tools in your own work? 679

Concerns about using AI rise with the level of training given

AREAS OF CONCERN IN USING AI AT WORK BY LEVEL OF TRAINING, Q3 2026, % VERY CONCERNED/ CONCERNED

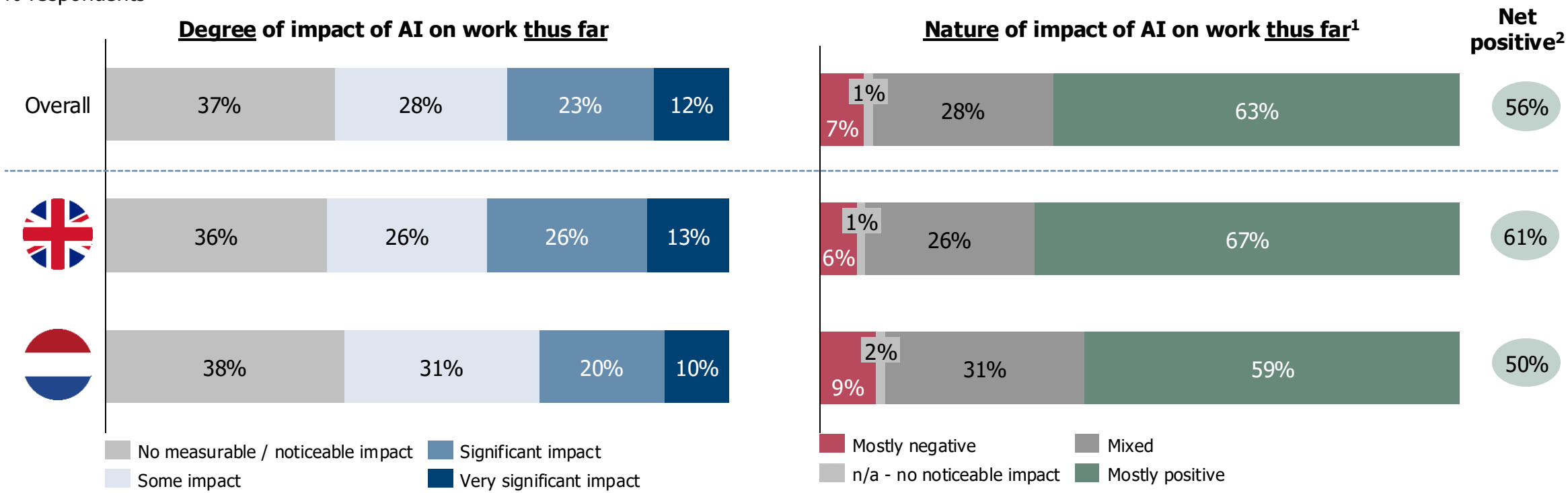


UK n = 663-683, NL n = 427-445; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: Lastly, to what extent are you concerned about the following when using GenAI tools in your own work?

Around one-third feel that AI has already had a significant impact on their own work, and those impacted are mostly positive

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, Q3 2026

% respondents

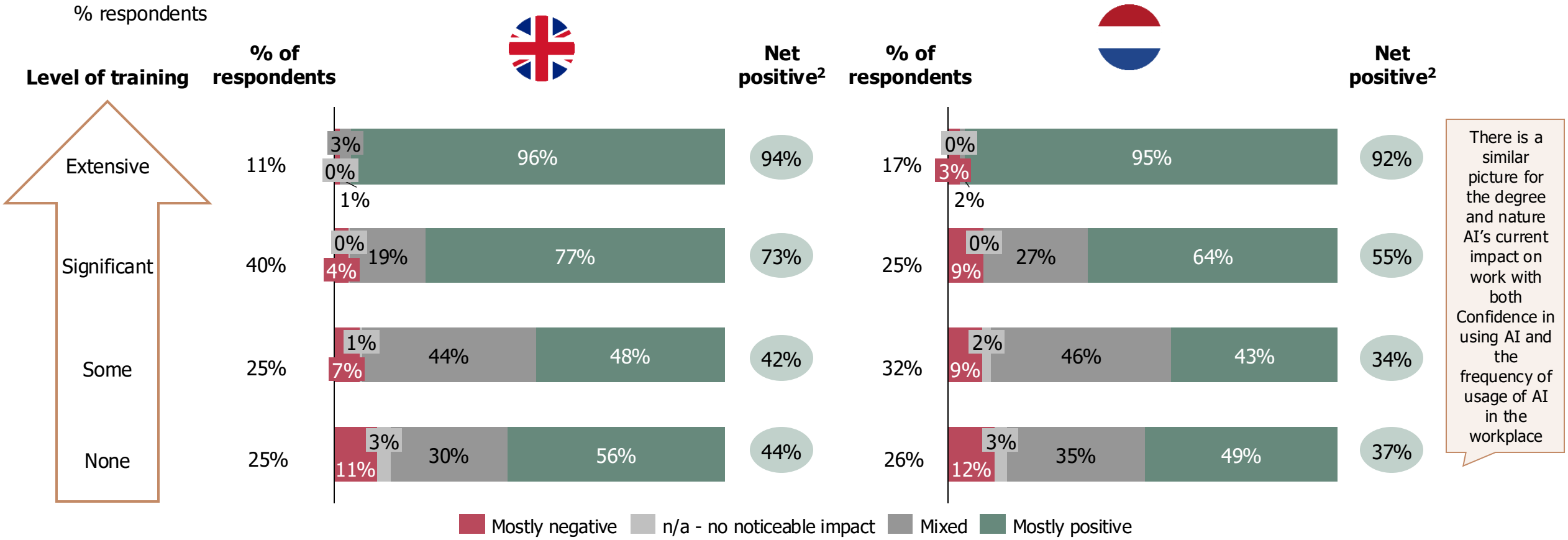


UK: Degree of impact (n = 970), Nature of impact (n = 624); NL: Degree of impact (n = 631), Nature of impact (n = 389). Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded fom the results of the Nature of the impact of AI thus far; (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one

Workers with significant or extensive training are much more positive about AI's impact on their work thus far; some training vs no training makes little difference

NATURE[1] OF AI'S IMPACT ON WORKING LIVES SO FAR BY LEVEL OF AI TRAINING, Q3 2026

% respondents



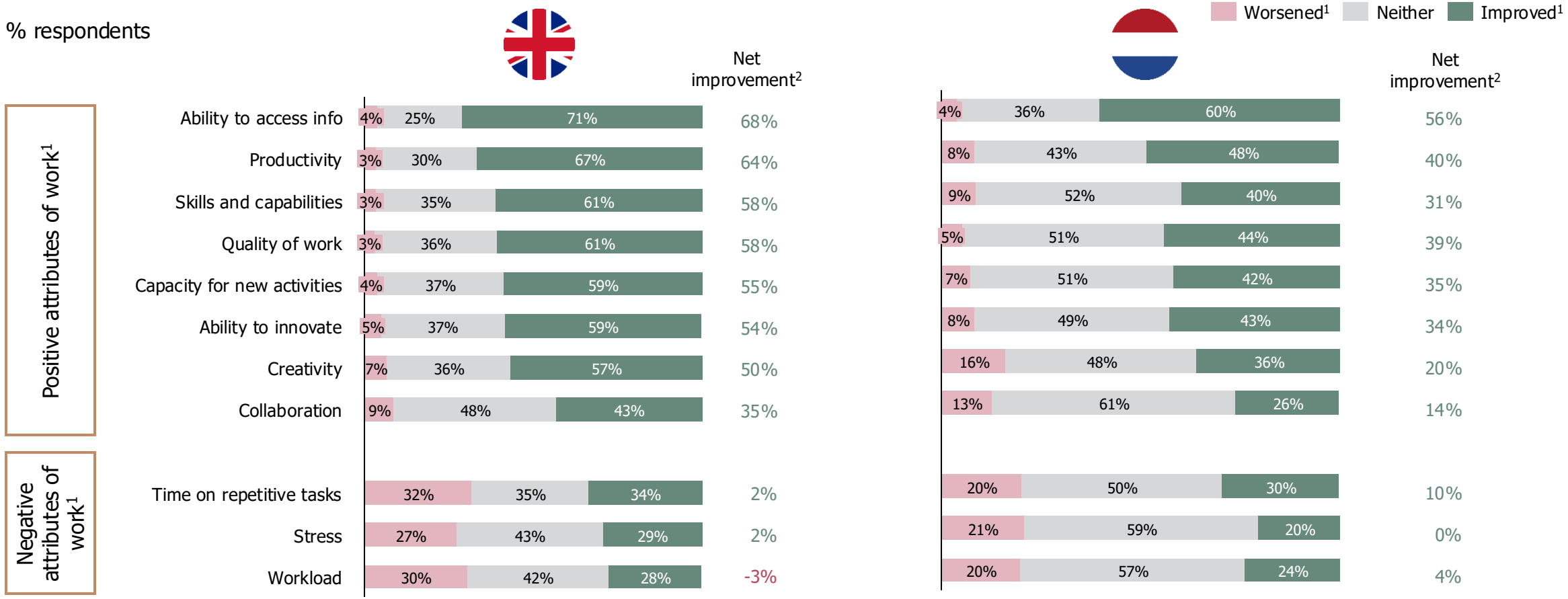
There is a similar picture for the degree and nature AI's current impact on work with both Confidence in using AI and the frequency of usage of AI in the workplace

UK: n= 623; NL: n = 385; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded fom the results of the Nature of the impact of AI thus far; (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one. Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

AI has improved most factors of work lives overall, though a significant minority are seeing downsides, particularly time on repetitive tasks, stress and workload

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, Q3 2026

% respondents

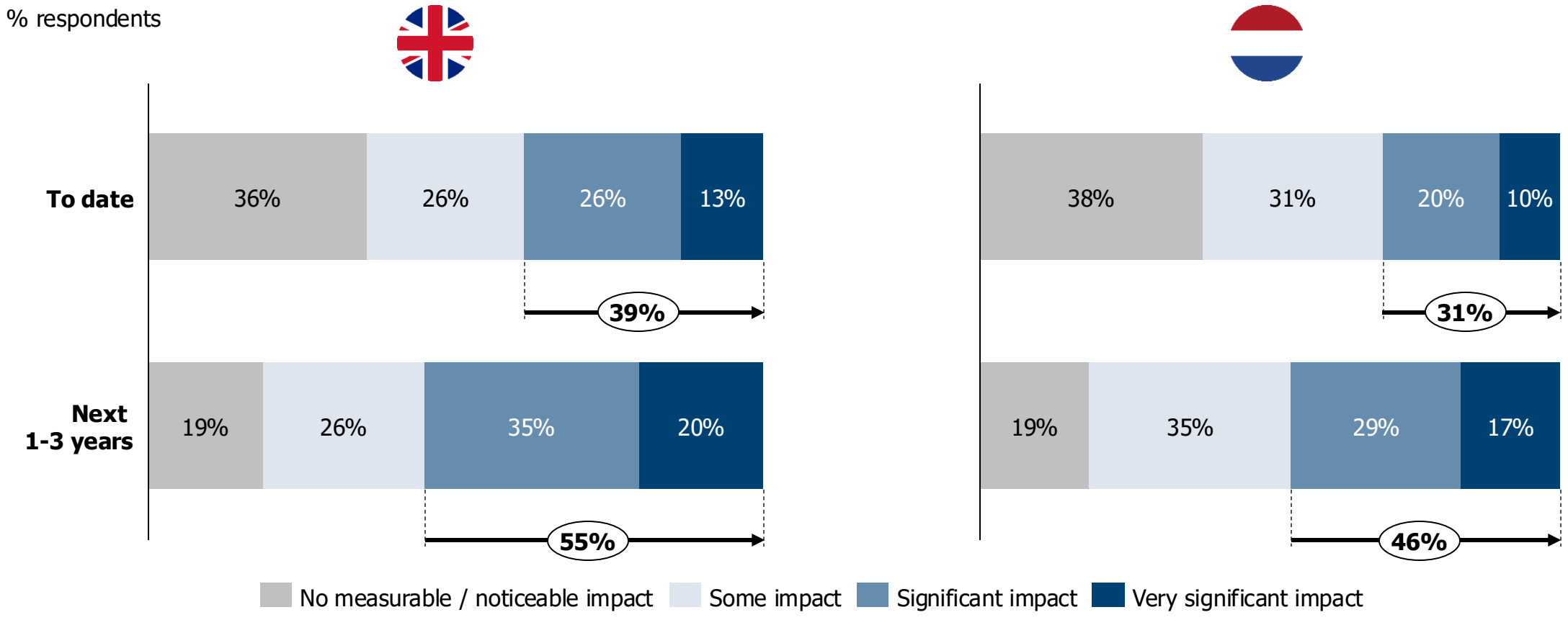


UK: n = 654 to 677; NL: n = 436 to 455. Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positive attributes are displayed so that an increase is shown as an Improvement;
(2) Net improvement is calculated as % Improved less % Worsened
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

Looking to the future, workers in both UK and NL are expecting AI to have a more significant impact in the next 1-3 years on their work than is the case thus far

DEGREE OF IMPACT OF AI ON WORK: TO DATE VS. EXPECTED (NEXT 1-3 YEARS), Q3 2026

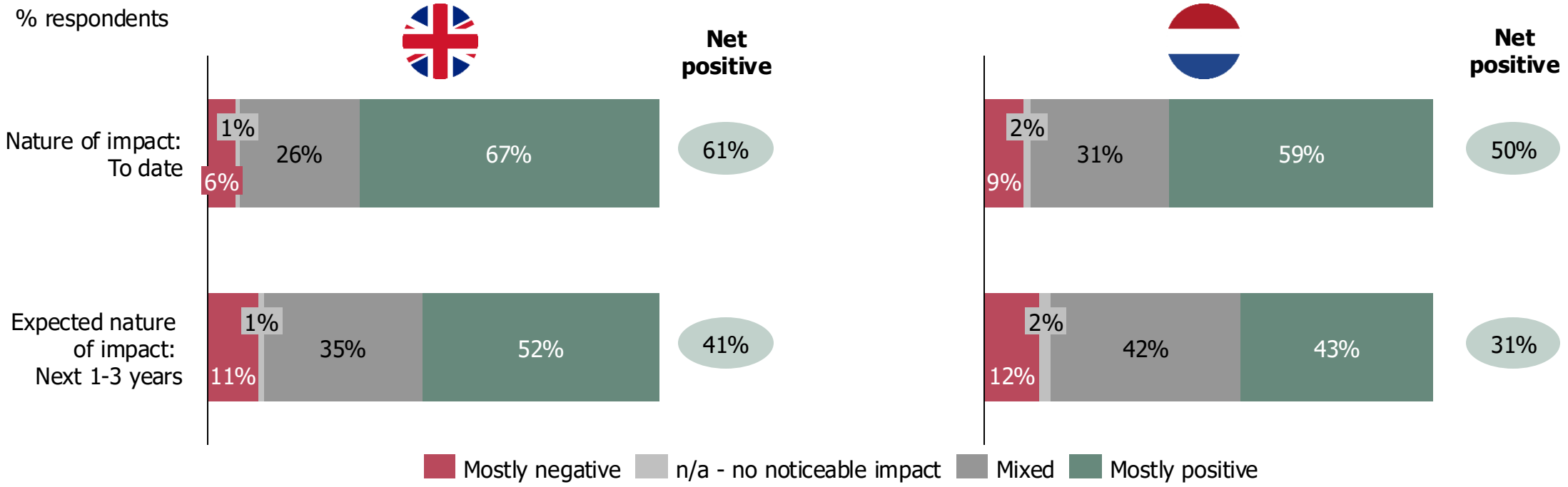
% respondents



UK: n = 926 to 970; NL: n = 615 to 631; Excludes those who answered ''Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. Now looking to the future, to what extent do you expect GenAI to impact you in your own working life over the next 1-3 years? Please select one.

Looking ahead, workers in both the UK and NL expect AI's impact on their work to become less positive and more mixed

NATURE OF AI'S IMPACT ON WORK: TO DATE VS. EXPECTED (NEXT 1-3 YEARS), Q3 2026



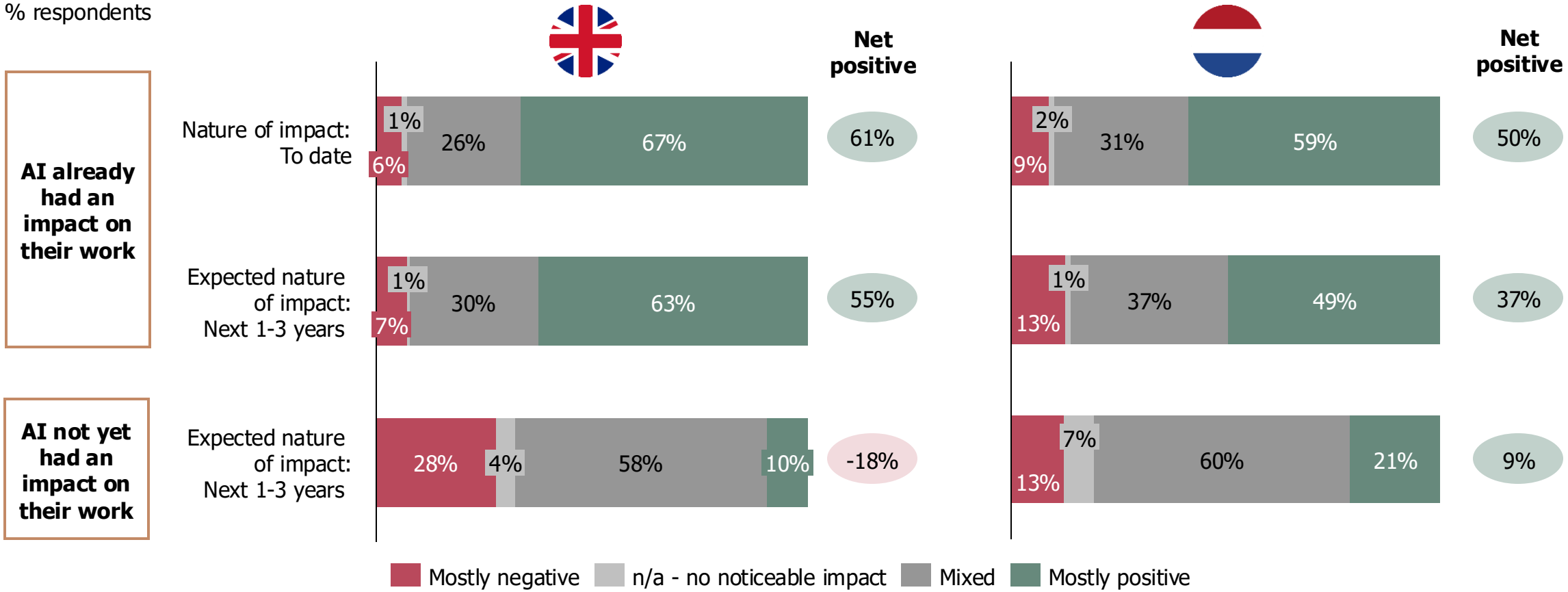
In both the UK and NL, those who have already seen AI have an impact on their work tend to have a similar, though slightly less positive outlook for its future impact; while those whose work has not yet been affected by AI tend to have a more negative outlook (see over)

UK: To date: n = 624, For the next 1-3 years: n= 742; NL: To date: n = 389, For the next 1-3 years: n =490; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI (thus far/future) on their work are excluded from the results of the Nature of the impact of AI (thus far/future); (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one. And still looking to the future, do you expect the impact of GenAI over the next 1-3 years on you in your own work to be mostly positive, negative or mixed? Please select one

Those whose work has already been impacted by AI have a slightly less positive outlook about its future impact; however, among those yet to feel an impact, the outlook is net negative in the UK and only marginally net positive in NL

NATURE OF AI'S IMPACT ON WORK (Q3 2026): TO DATE VS. EXPECTED NEXT 1-3 YEARS

% respondents



UK: Already had an impact: n = 598-624, Not yet had an impact: n = 134; NL: Already had an impact: n = 378-389, Not yet had an impact: n = 104; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely. (1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI (thus far/future) on their work are excluded from the results of the Nature of the impact of AI (thus far/future); (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')

Source: Eden McCallum & Dynata surveys - Question: To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one. And still looking to the future, do you expect the impact of GenAI over the next 1-3 years on you in your own work to be mostly positive, negative or mixed? Please select one

Contents

Overview

AI and society

AI and personal lives

AI and working lives

- Overall
- **By age and role**

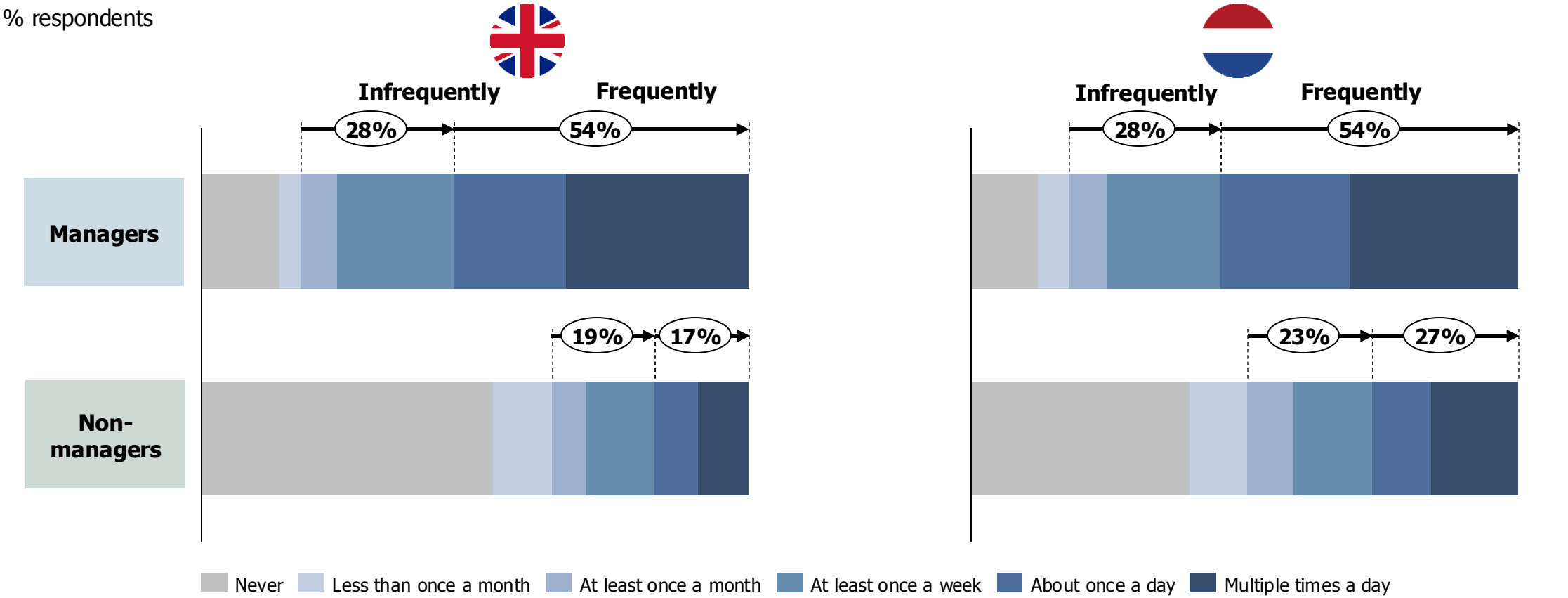


eden mccallum

Use of AI at work varies by role: managers use it far more than non-managerial staff

FREQUENCY OF USE OF AI IN WORKING LIFE, BY ROLE, Q3 2026

% respondents



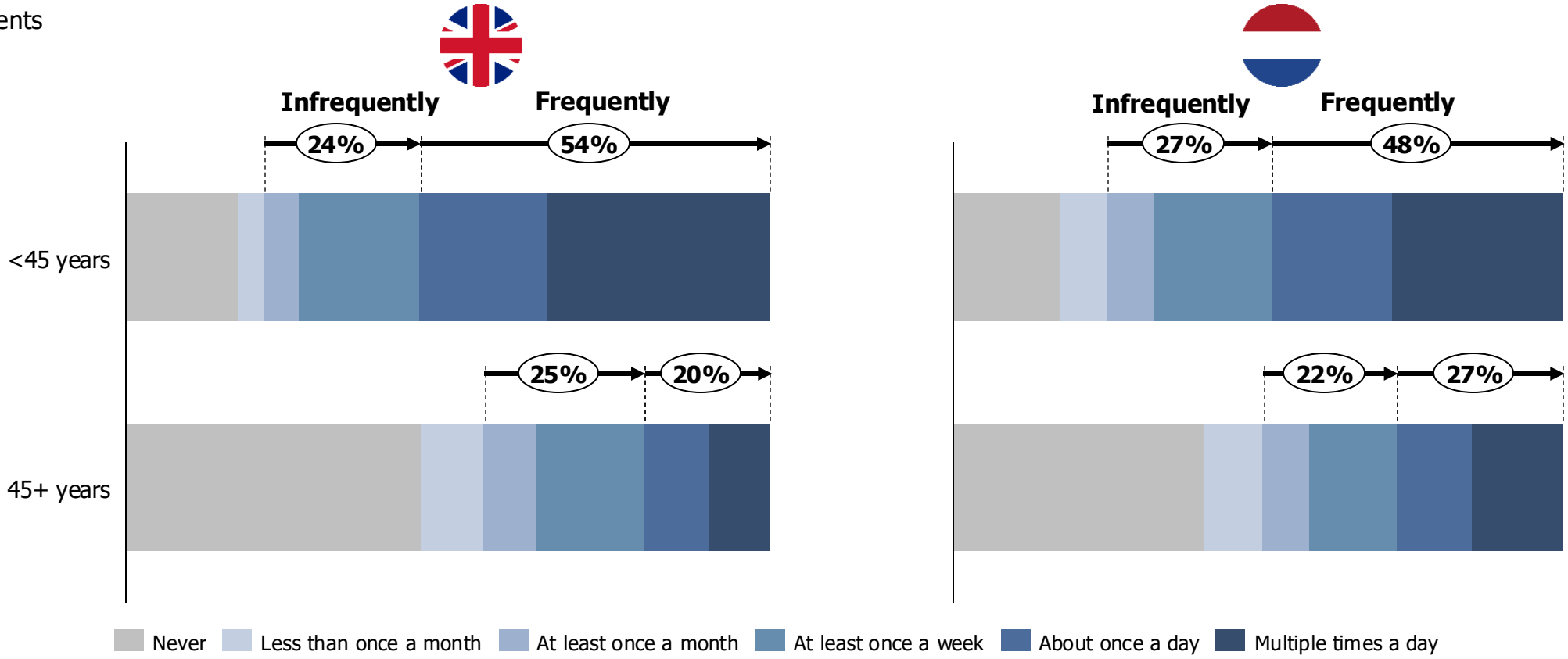
Office-based staff (whether managers or non-managers) tend to use AI slightly more frequently – see appendix for more detail

UK n = 977, NL n = 635; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: In your own work, how often do you use GenAI tools? Please select one.

Use of AI at work also varies by age: in the UK, young adults are nearly 3x more likely to use AI daily than older adults; in NL, it's just under 2x

FREQUENCY OF USE OF AI IN WORKING LIFE, BY AGE, Q3 2026

% respondents



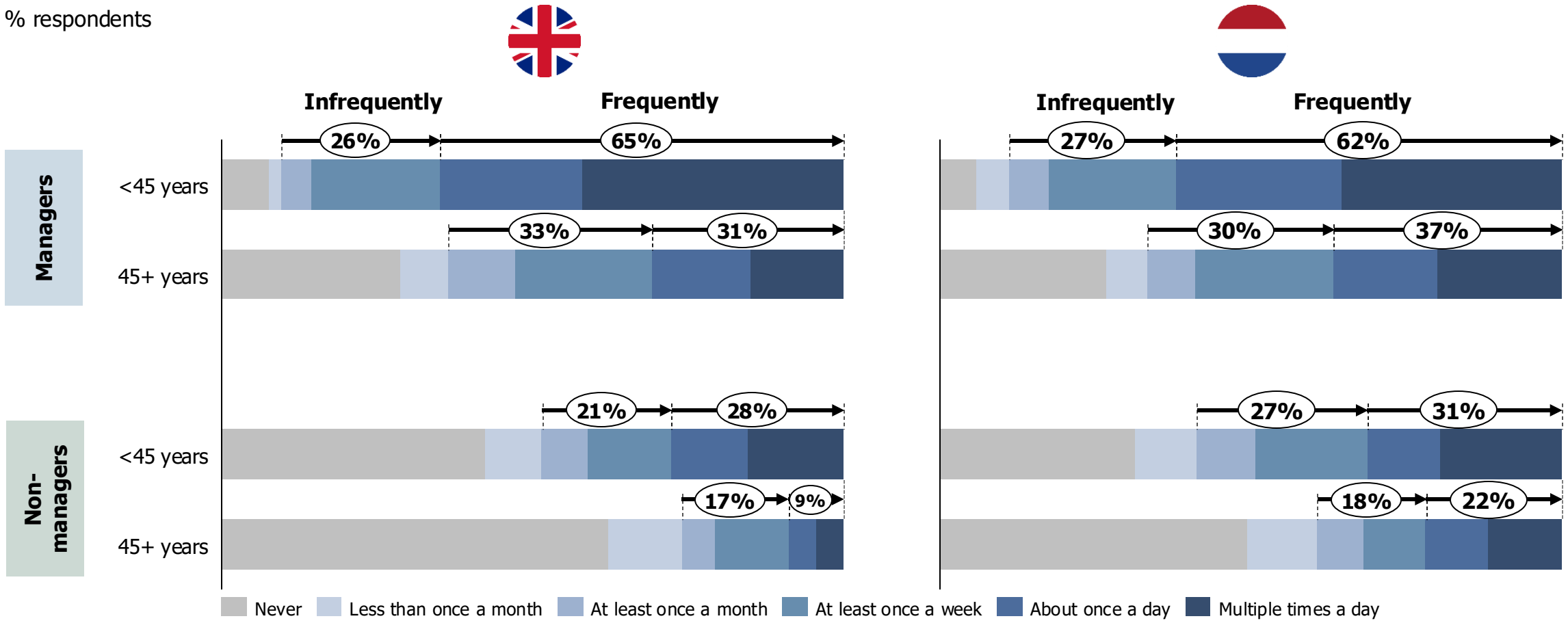
Office-based staff (whether managers or non-managers) tend to use AI slightly more frequently – see appendix for more detail

UK n = 977, NL = n 635; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: In your own work, how often do you use GenAI tools? Please select one.

Younger managers are using AI in the workplace most; older managers are using AI more frequently than non-managers of all ages

FREQUENCY OF USE OF AI IN WORKING LIFE, BY ROLE AND AGE, Q3 2026

% respondents

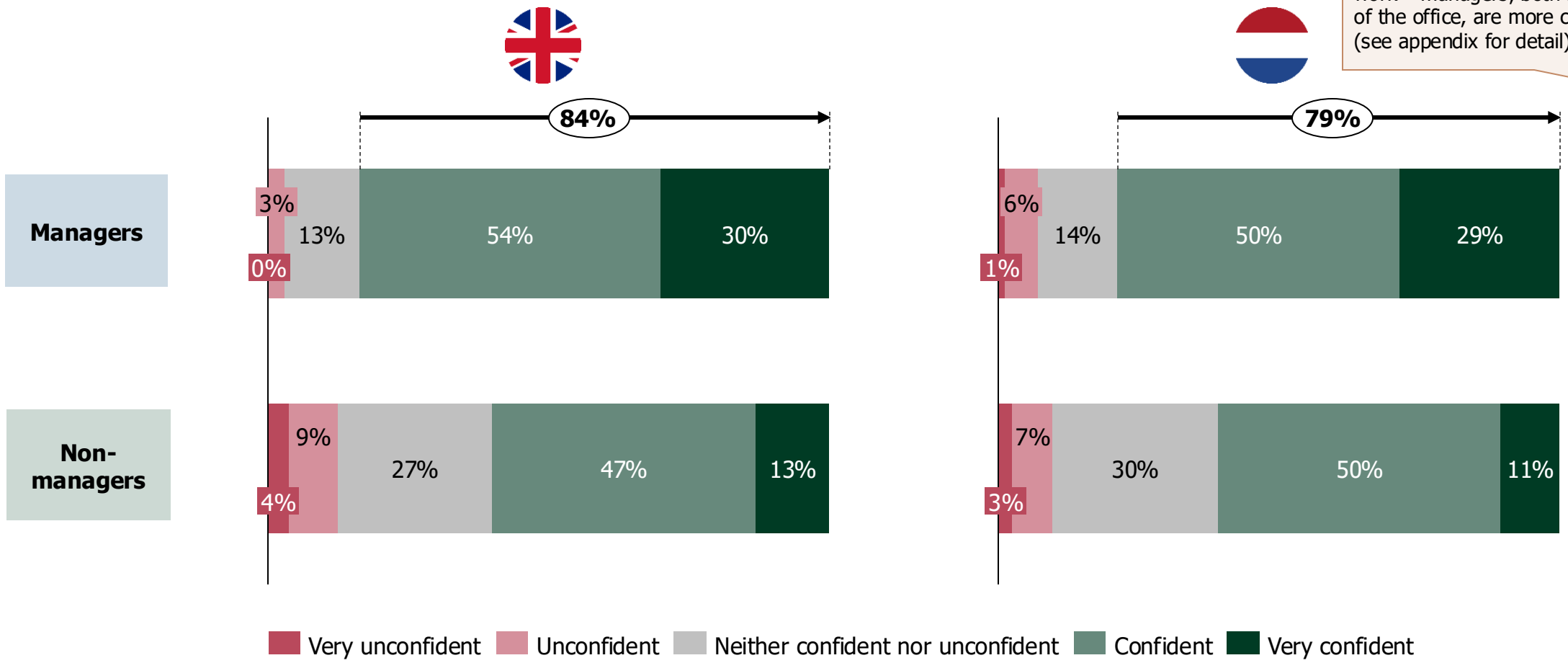


UK n = 977, NL n = 635; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: In your own work, how often do you use GenAI tools? Please select one.

Managers are more confident in their skills and abilities to use AI at work…

CONFIDENCE IN SKILLS AND ABILITIES TO USE AI IN WORKING LIVES, BY ROLE, Q3 2026

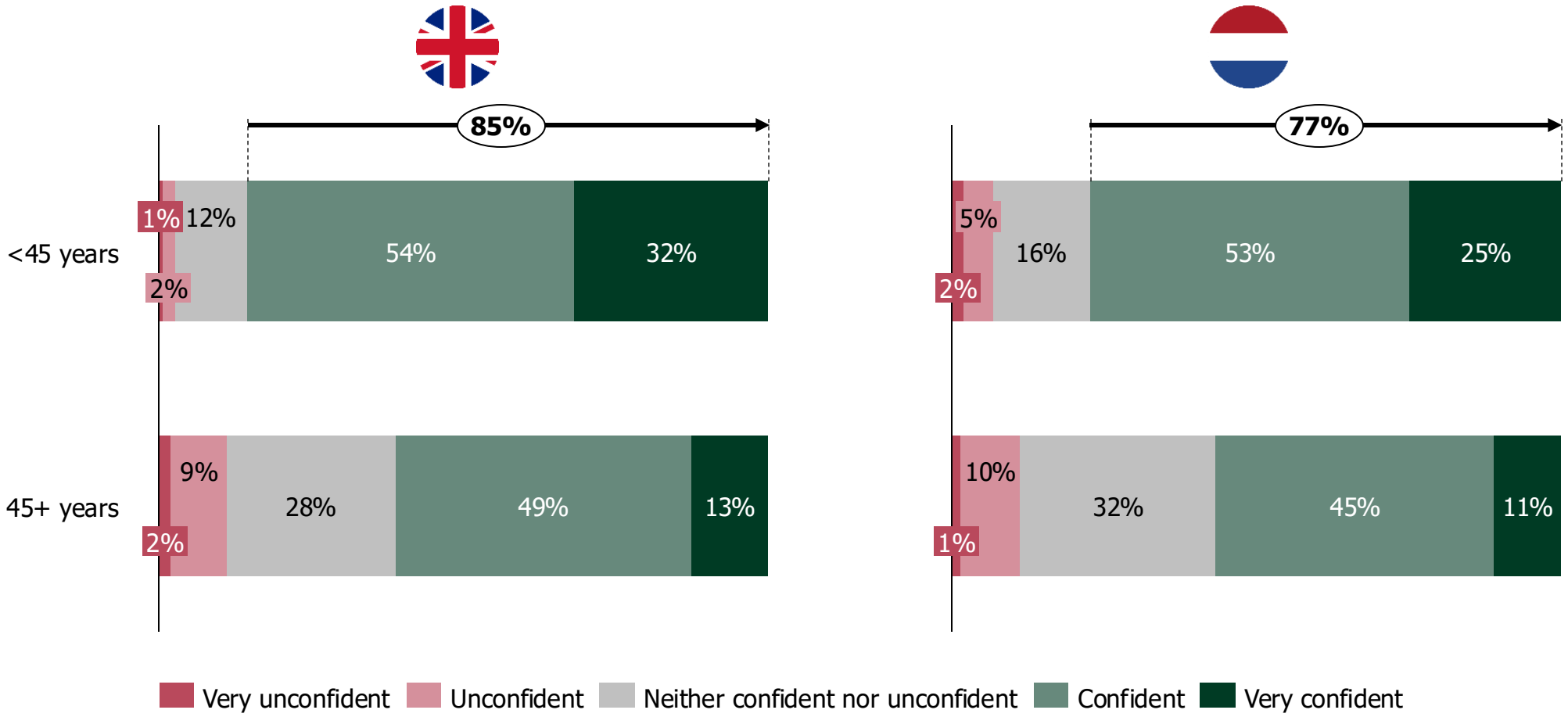
There is limited difference in confidence levels by location of work – managers, both in and out of the office, are more confident (see appendix for detail)



UK n = 689, NL n = 457; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Overall, how confident do you feel in your skills and abilities in using GenAI tools in your own work? Please select one

… as are younger workers…

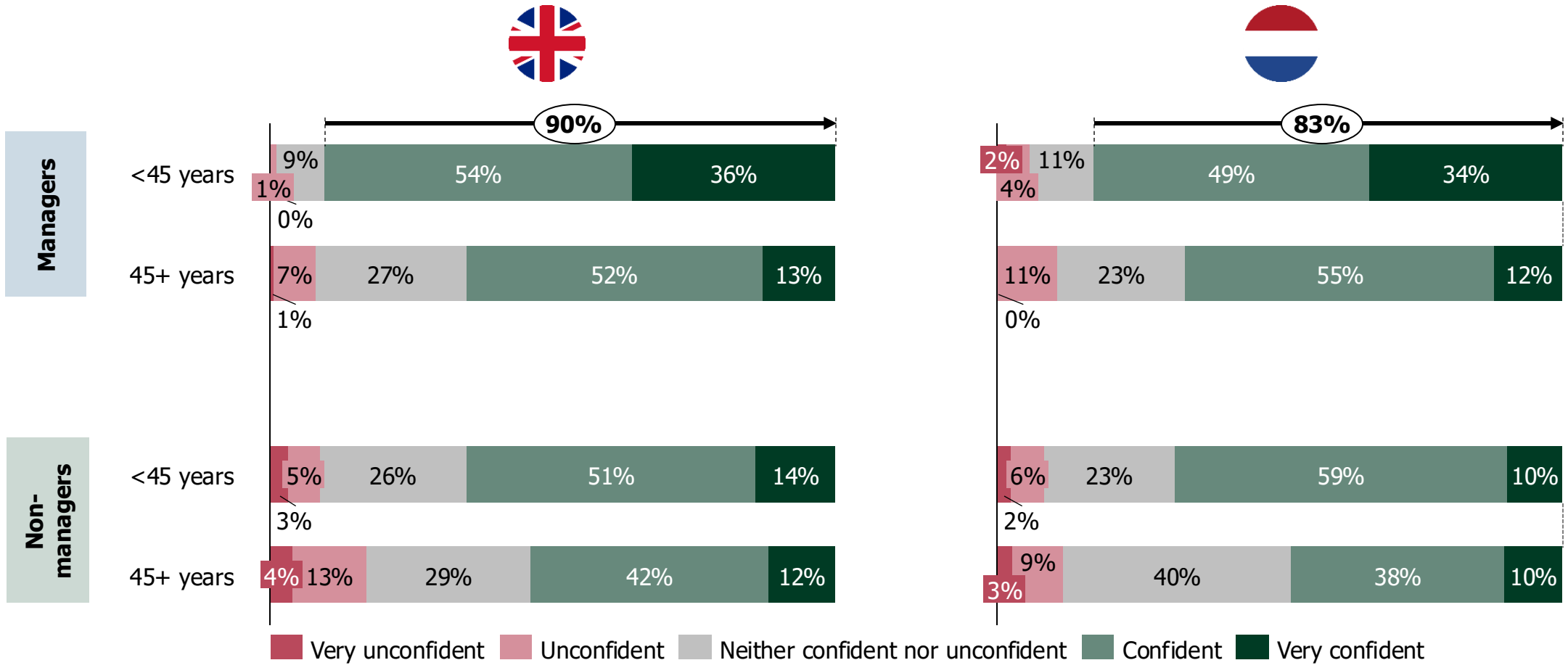
CONFIDENCE IN SKILLS AND ABILITIES TO USE AI IN WORKING LIVES, BY AGE, Q3 2026



UK n = 689, NL n = 457; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Overall, how confident do you feel in your skills and abilities in using GenAI tools in your own work? Please select one

...With younger managers the most confident in using AI at work; older non-managers are the least confident, though more are confident than not

CONFIDENCE IN SKILLS AND ABILITIES TO USE AI IN WORKING LIVES, BY ROLE AND AGE, Q3 2026

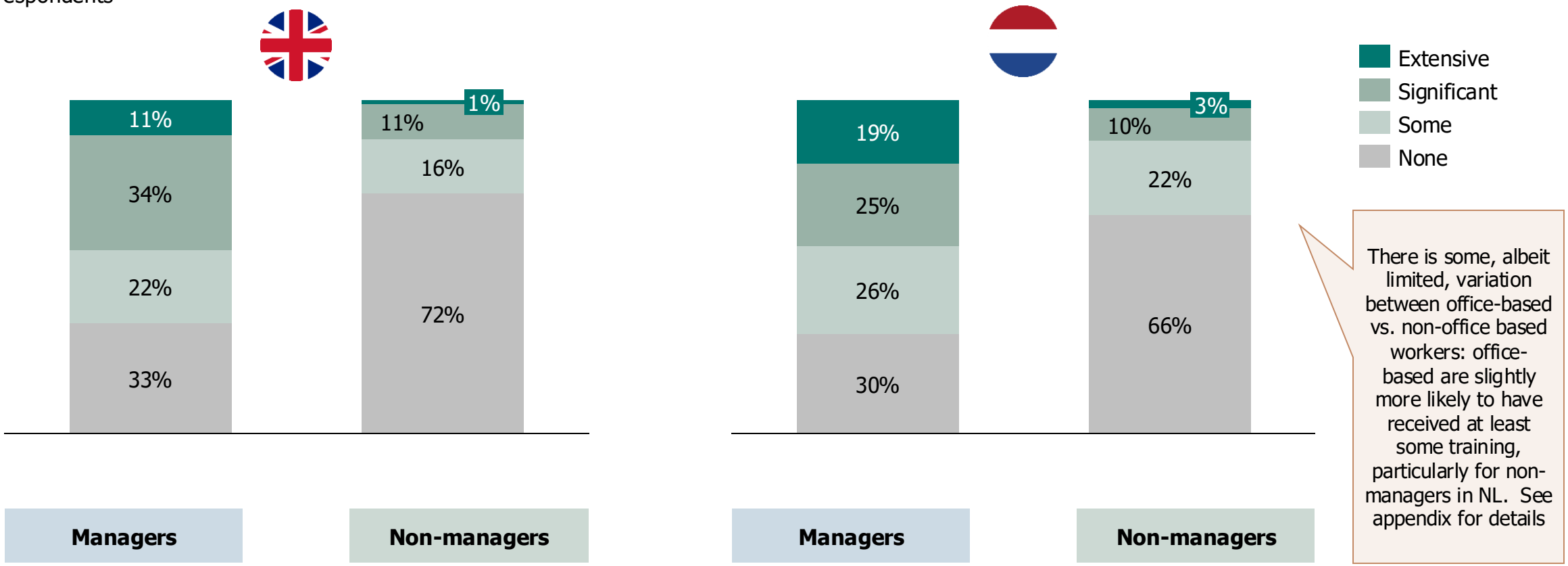


UK n = 689, NL n = 457; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Overall, how confident do you feel in your skills and abilities in using GenAI tools in your own work? Please select one

Managers have had the most AI training, while non-managerial staff have had very little

LEVEL OF TRAINING ON AI PROVIDED IN THE WORKPLACE, BY ROLE, Q3 2026

% respondents

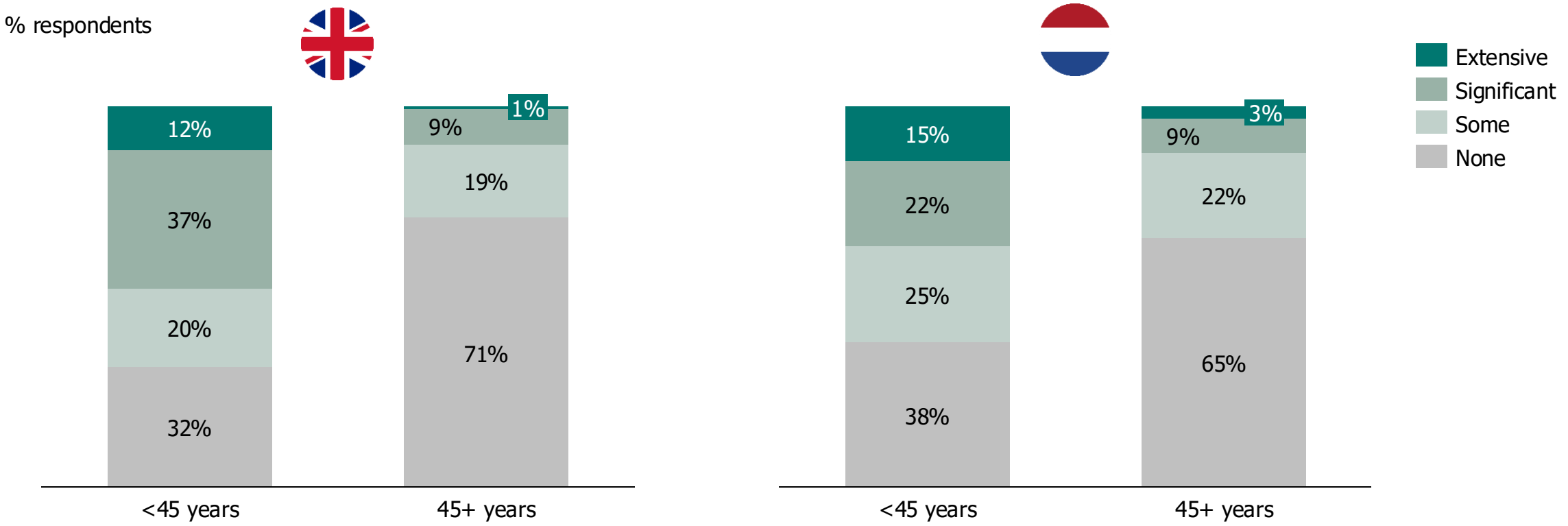


There is some, albeit limited, variation between office-based vs. non-office based workers: office-based are slightly more likely to have received at least some training, particularly for non-managers in NL. See appendix for details

UK n = 988, NL n = 644; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

Younger workers have had the most AI training; their older counterparts have received much less

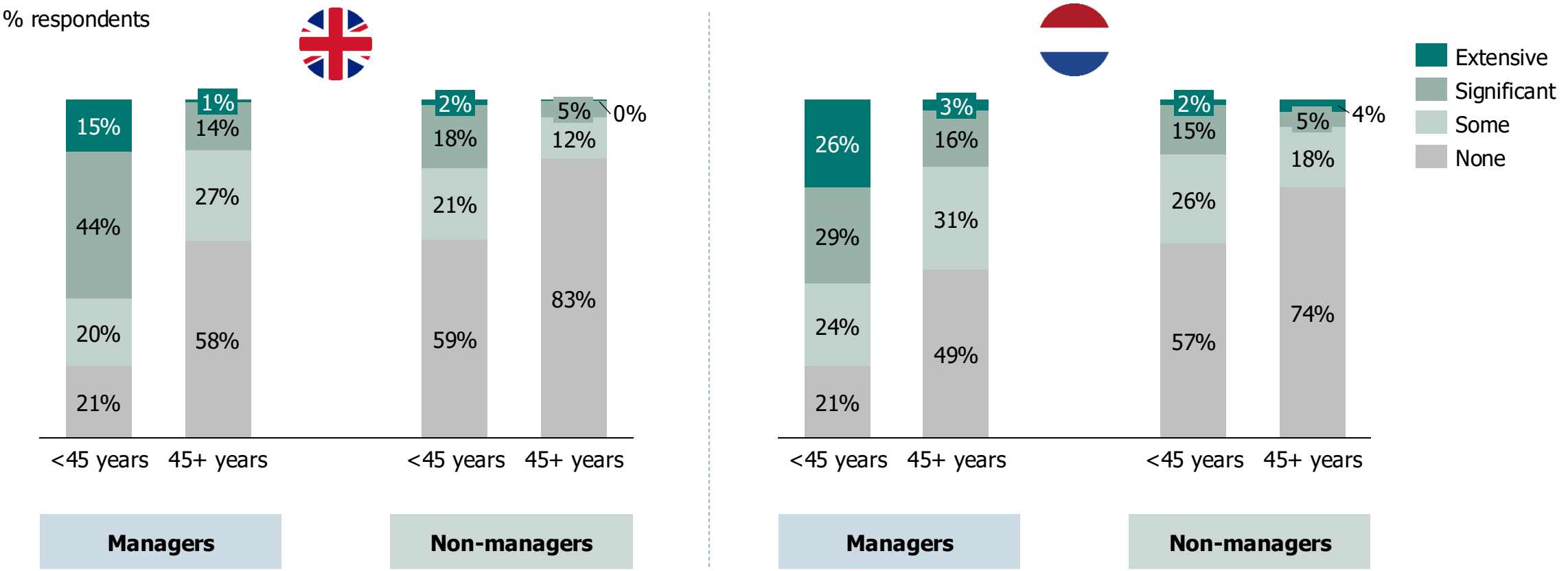
LEVEL OF TRAINING ON AI PROVIDED IN THE WORKPLACE, BY AGE, Q3 2026



UK n = 988, NL n = 643; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

Drilling in further, c. 80% of young managers have had at least some AI training in both UK and NL, compared to 17% (UK) and 26% (NL) of older non-managers

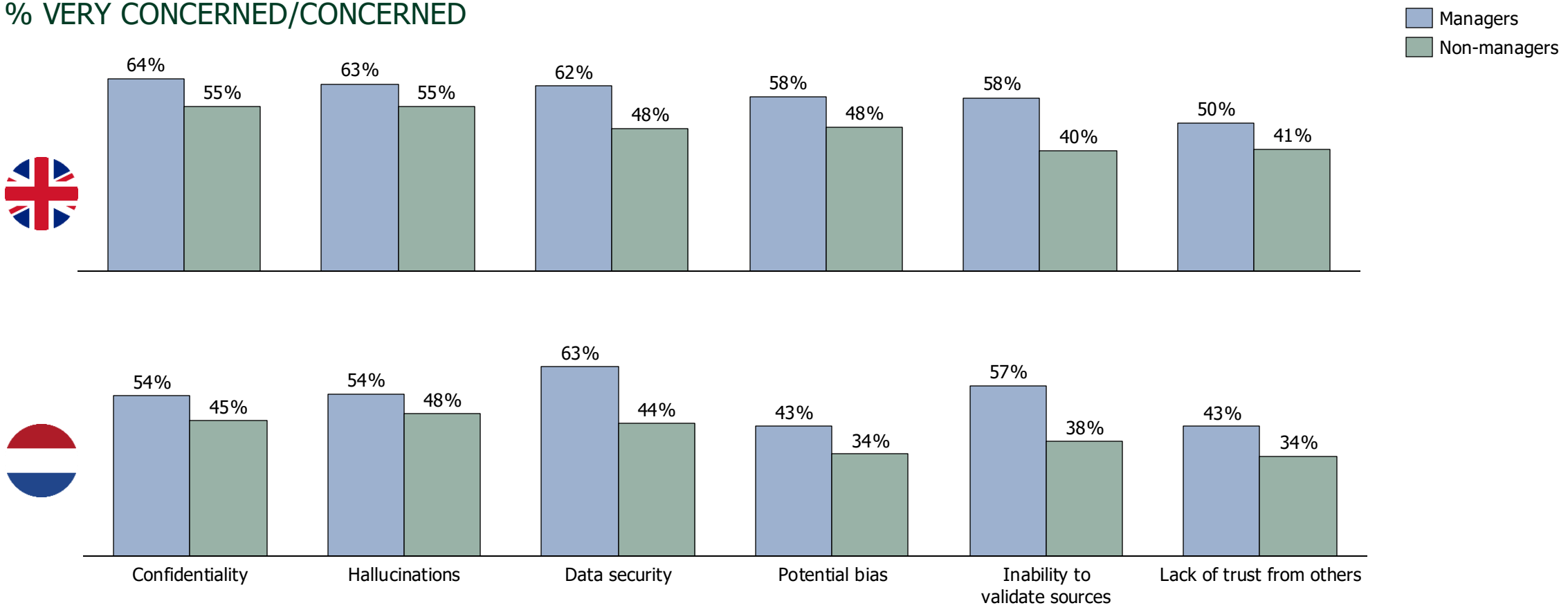
LEVEL OF TRAINING ON AI PROVIDED IN THE WORKPLACE, BY ROLE AND AGE, Q3 2026



UK n = 987, NL n = 643; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

Managers are more concerned than non-managers about the risks of using AI at work

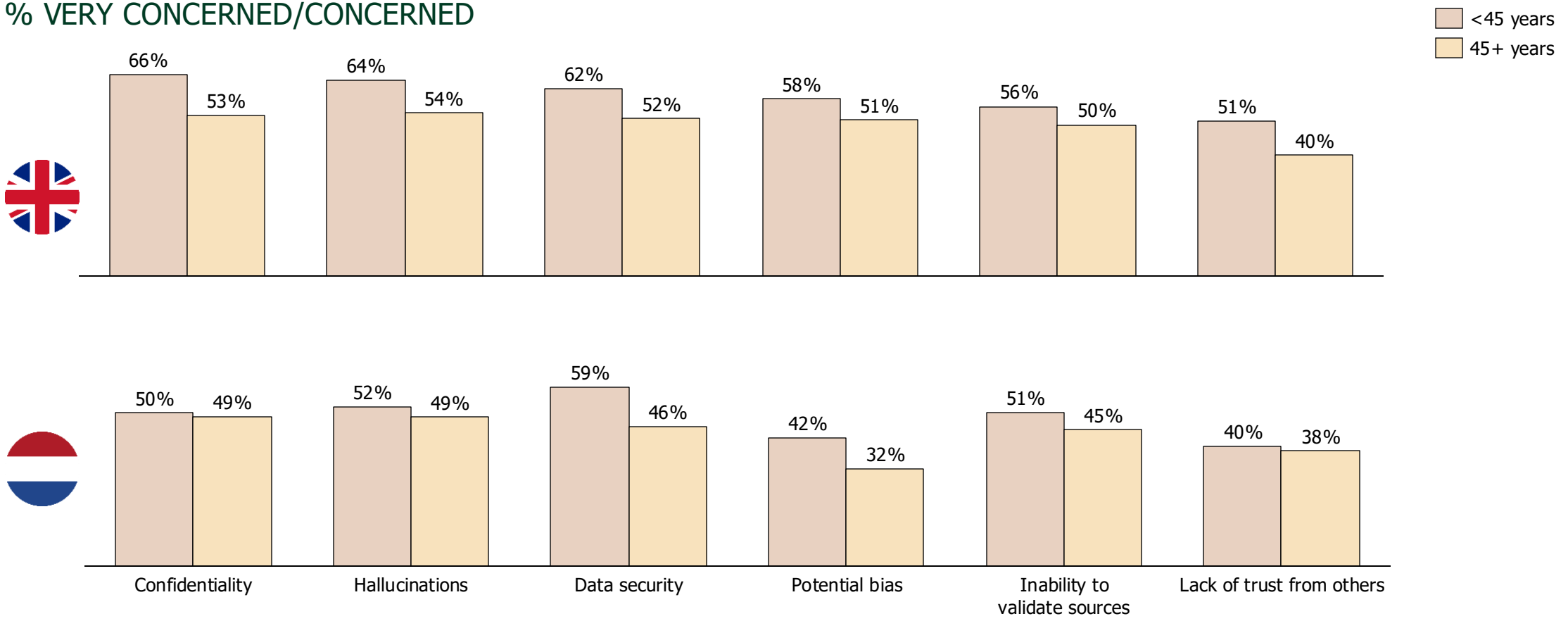
AREAS OF CONCERN IN USING AI AT WORK, BY ROLE, Q3 2026, % VERY CONCERNED/CONCERNED



UK n = 664-685, NL n = 434-453; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: Lastly, to what extent are you concerned about the following when using GenAI tools in your own work?

Younger workers, particularly in the UK, are most concerned about using AI at work

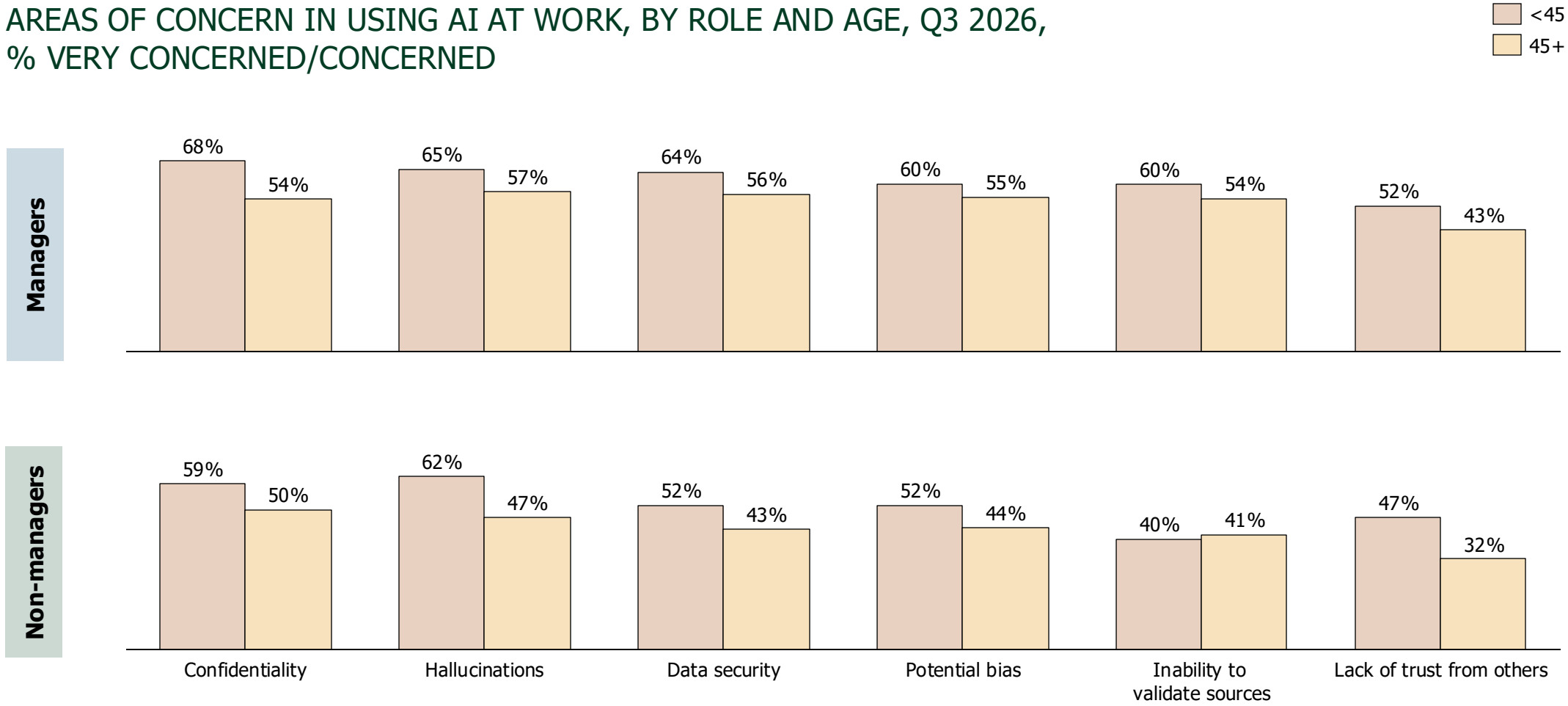
AREAS OF CONCERN IN USING AI AT WORK, BY AGE, Q3 2026, % VERY CONCERNED/CONCERNED



UK n = 664-685, NL n = 434-453; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: Lastly, to what extent are you concerned about the following when using GenAI tools in your own work?

In the UK, younger workers are more concerned about almost all areas, whether they are managers or not

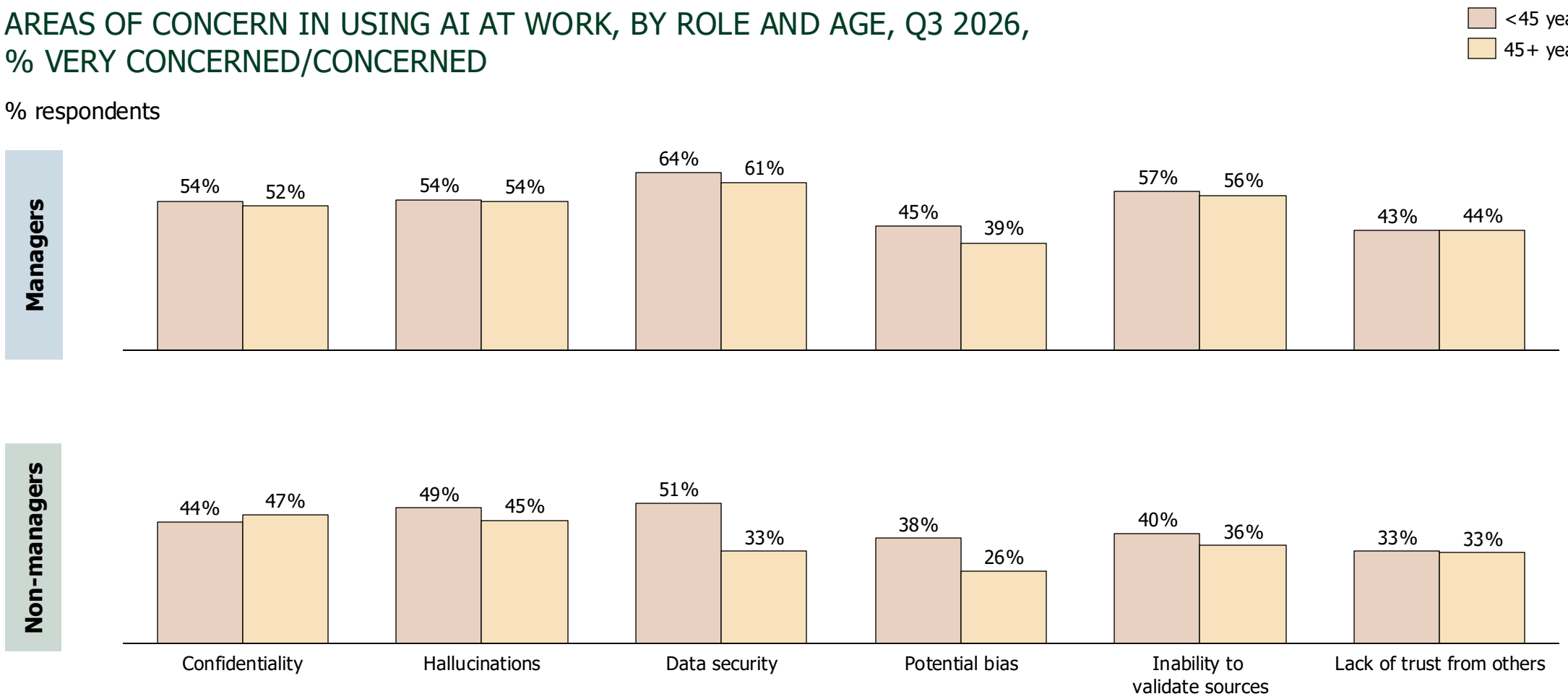
AREAS OF CONCERN IN USING AI AT WORK, BY ROLE AND AGE, Q3 2026, % VERY CONCERNED/CONCERNED



UK n = 663-684; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: Lastly, to what extent are you concerned about the following when using GenAI tools in your own work?

In NL, the difference in concern between age groups is generally limited within managers, but more pronounced in non-managers

AREAS OF CONCERN IN USING AI AT WORK, BY ROLE AND AGE, Q3 2026, % VERY CONCERNED/CONCERNED

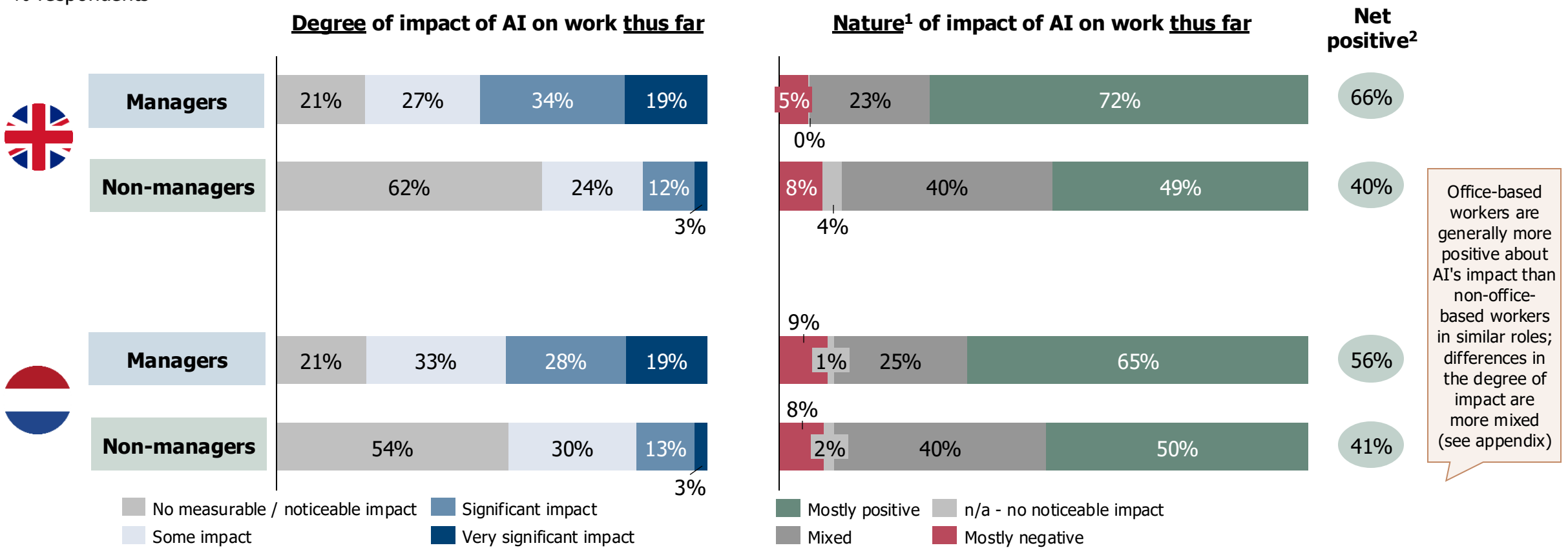


NL N = 433-452; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: Lastly, to what extent are you concerned about the following when using GenAI tools in your own work?

Managers report a much greater impact of AI on their work so far than non-managers, and are more positive about it

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, BY ROLE, Q3 2026

% respondents

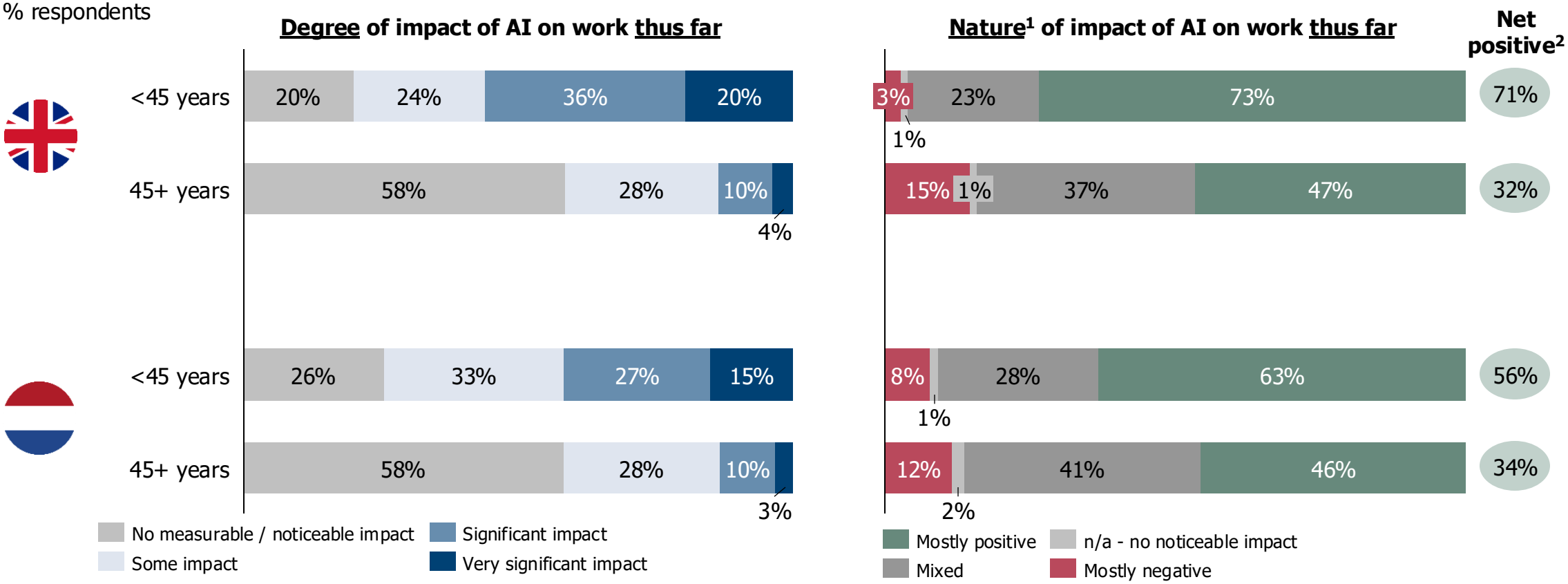


Office-based workers are generally more positive about AI's impact than non-office-based workers in similar roles; differences in the degree of impact are more mixed (see appendix)

UK: Degree (n = 969), Nature (n = 624); NL: Degree (n = 630), Nature (n = 389); Excludes those who answered "Don't know / pefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded fom the results of the Nature of the impact of AI thus far; (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one

Younger workers also report a greater impact from AI on their work so far and are more positive about the impact, particularly in the UK

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, BY AGE, Q3 2026

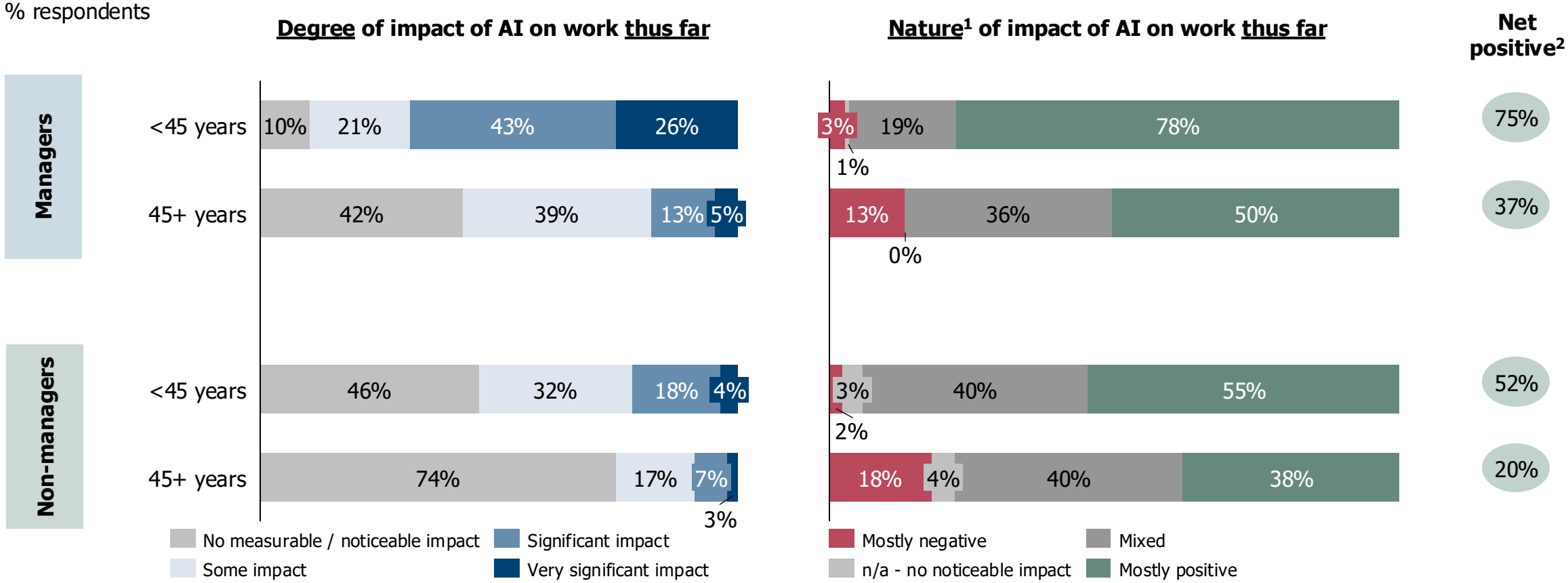


UK: Degree (n = 969), Nature (n = 623); NL: Degree (n = 630), Nature (n = 389); Excludes those who answered ''Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded fom the results of the Nature of the impact of AI thus far; (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one

In the UK, younger managers have seen the greatest impact and are most positive; older managers and younger non-managers have seen a similar degree of impact with c. half positive; older non-managers have seen least impact and are least positive

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, BY ROLE AND AGE, Q3 2026

% respondents

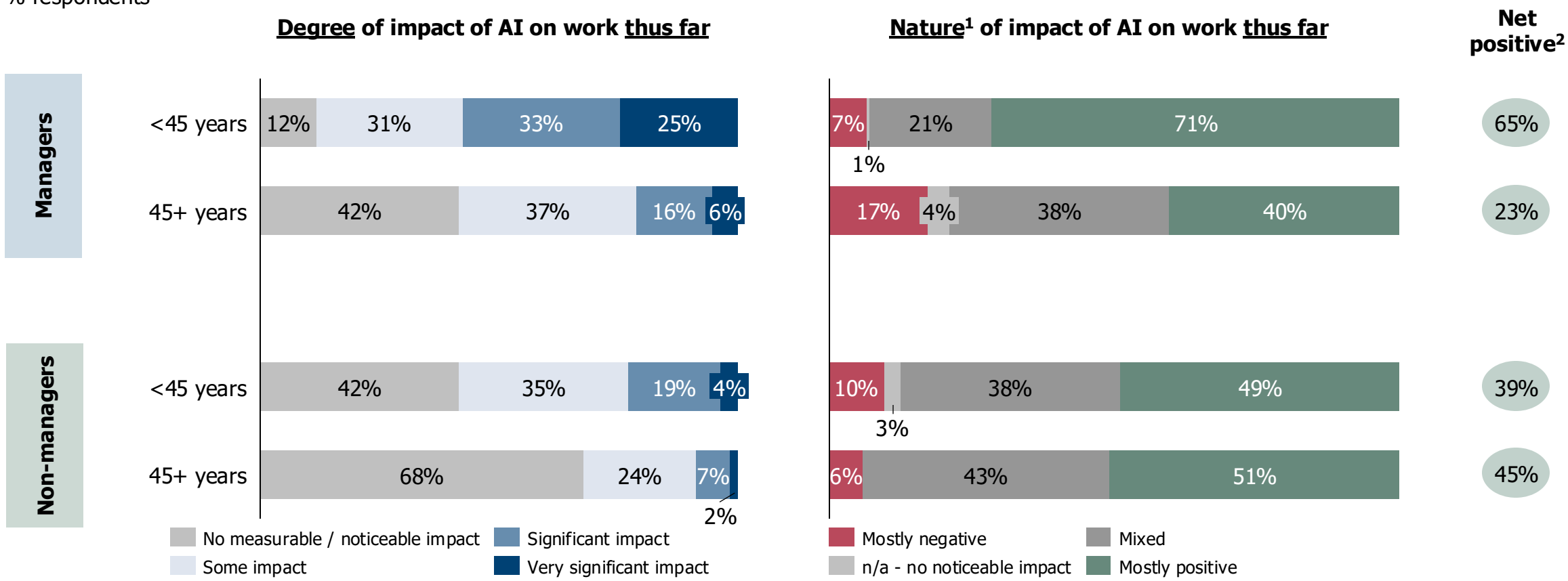


Degree of impact (n = 969), Nature of impact (n = 623); Excludes those who answered "Don't know / prefer not to say'. Due torounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded fom the results of the Nature of the impact of AI thus far; (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one

In NL, younger managers also report greatest impact and are most positive; but older non-managers are similarly positive as younger non-managers and older managers

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, BY ROLE AND AGE, Q3 2026

% respondents

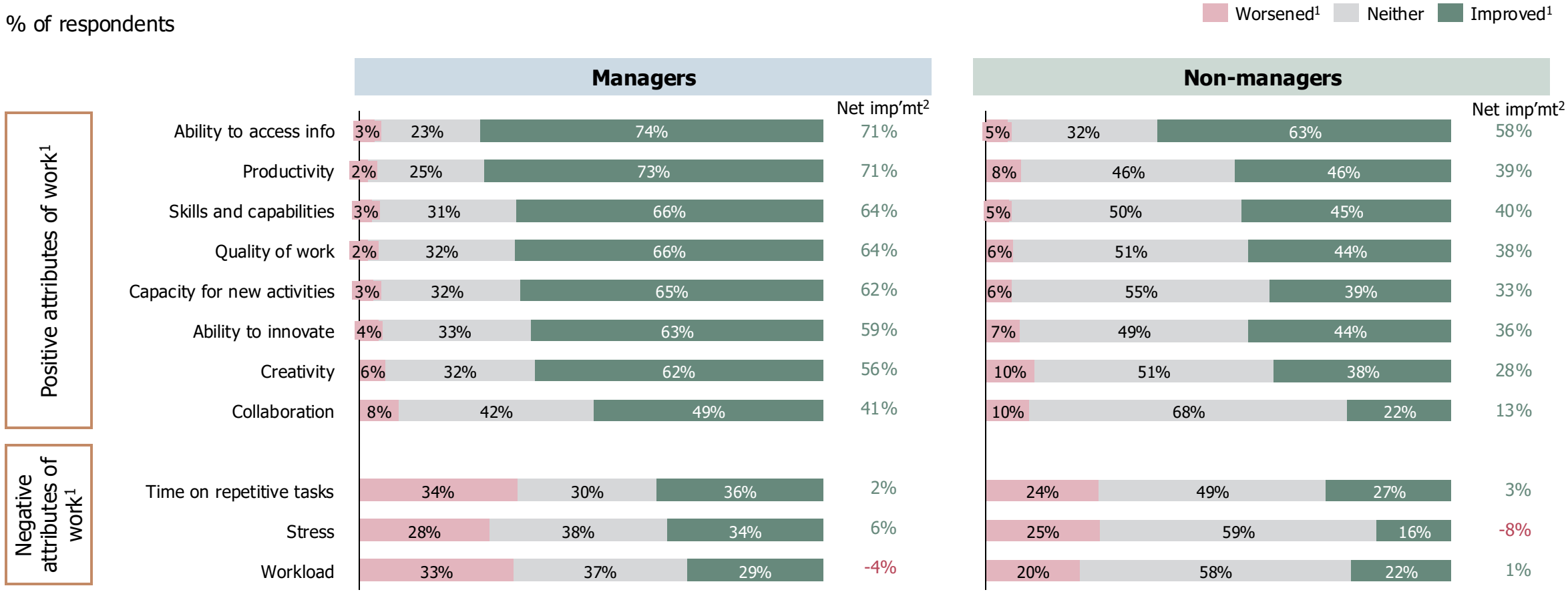


Degree of impact (n = 630), Nature of impact (n = 389); Excludes those who answered "Don't know / prefer not to say'. Due torounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded fom the results of the Nature of the impact of AI thus far; (2) Net positive is calculated as the % responding Positive less % responding Negative (not including the % responding either 'Mixed' or 'No measurable / noticeable impact')
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one

In the UK, managers see far greater benefits from AI than non-managers

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, BY ROLE, Q3 2026

% of respondents

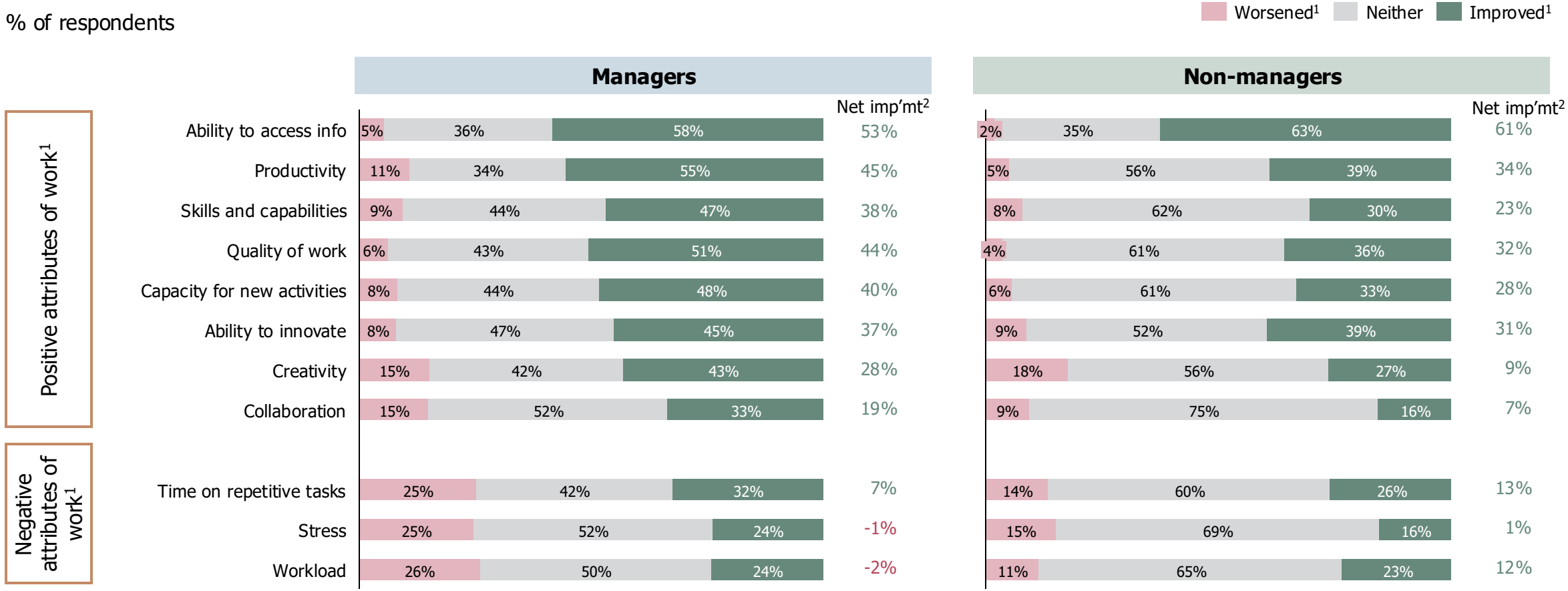


n = 654-677; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positiveattributes are displayed so that an increase is shown as an Improvement;
(2) Net improvement is calculated as % Improved less % Worsened
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

In NL, the gap between managers and non-managers is smaller

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, BY ROLE, Q3 2026

% of respondents

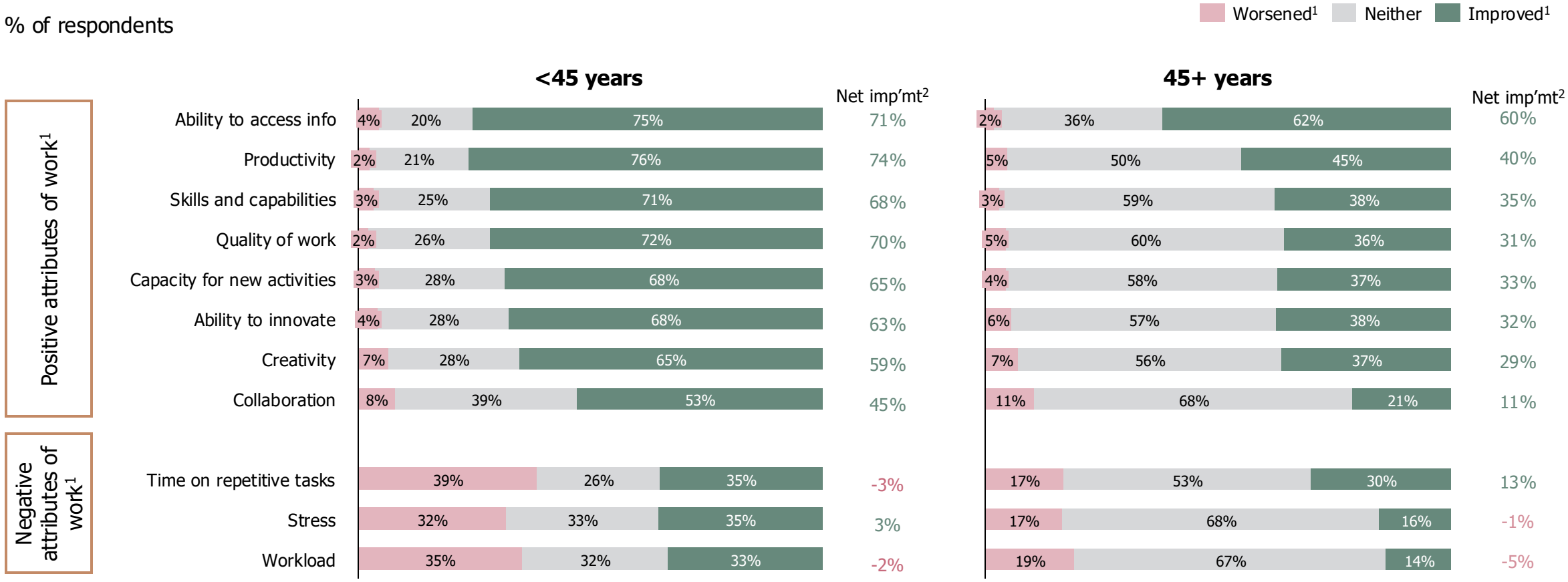


n = 436-455; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positiveattributes are displayed so that an increase is shown as an Improvement;
(2) Net improvement is calculated as % Improved less % Worsened
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

In the UK, younger workers see greater improvement on the positive attributes of work, but less so/similar on the negative attributes vs. older workers

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, BY AGE, Q3 2026

% of respondents

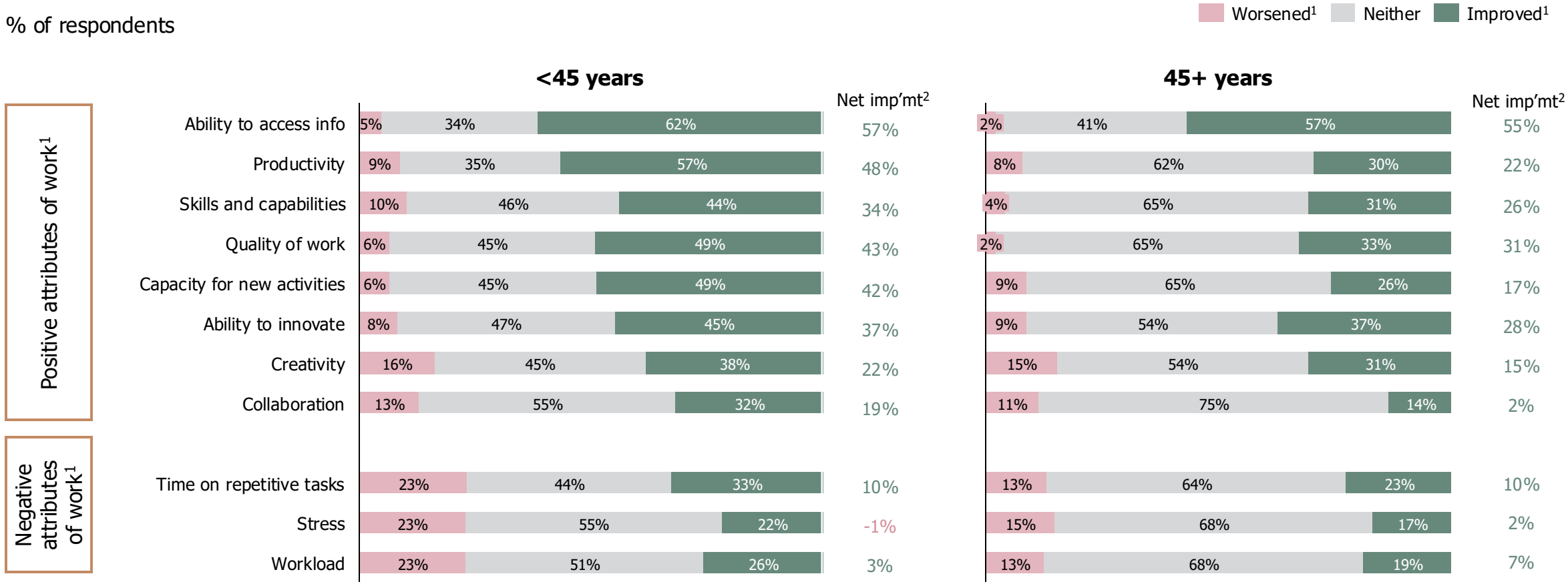


n = 654-677; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positiveattributes are displayed so that an increase is shown as an Improvement;
(2) Net improvement is calculated as % Improved less % Worsened
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

Similarly, in NL, younger workers report more improvements on positive attributes of work vs older workers, but similar improvements on negative attributes

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, BY AGE, Q3 2026

% of respondents

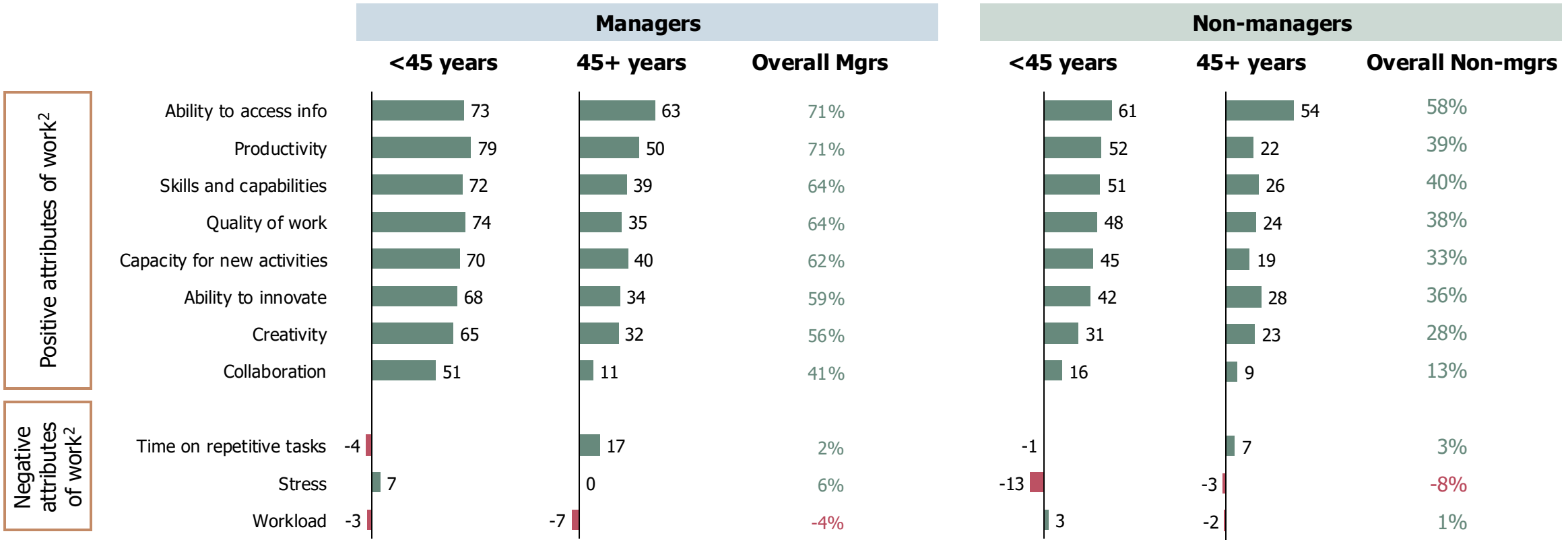


n = 436-455; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positiveattributes are displayed so that an increase is shown as an Improvement;
(2) Net improvement is calculated as % Improved less % Worsened
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

Taking age and role together in the UK, younger workers, whether managers or non-managers, mostly see greater improvements from AI than older workers

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, BY ROLE AND AGE, Q3 2026

Net improvement[1], % of respondents

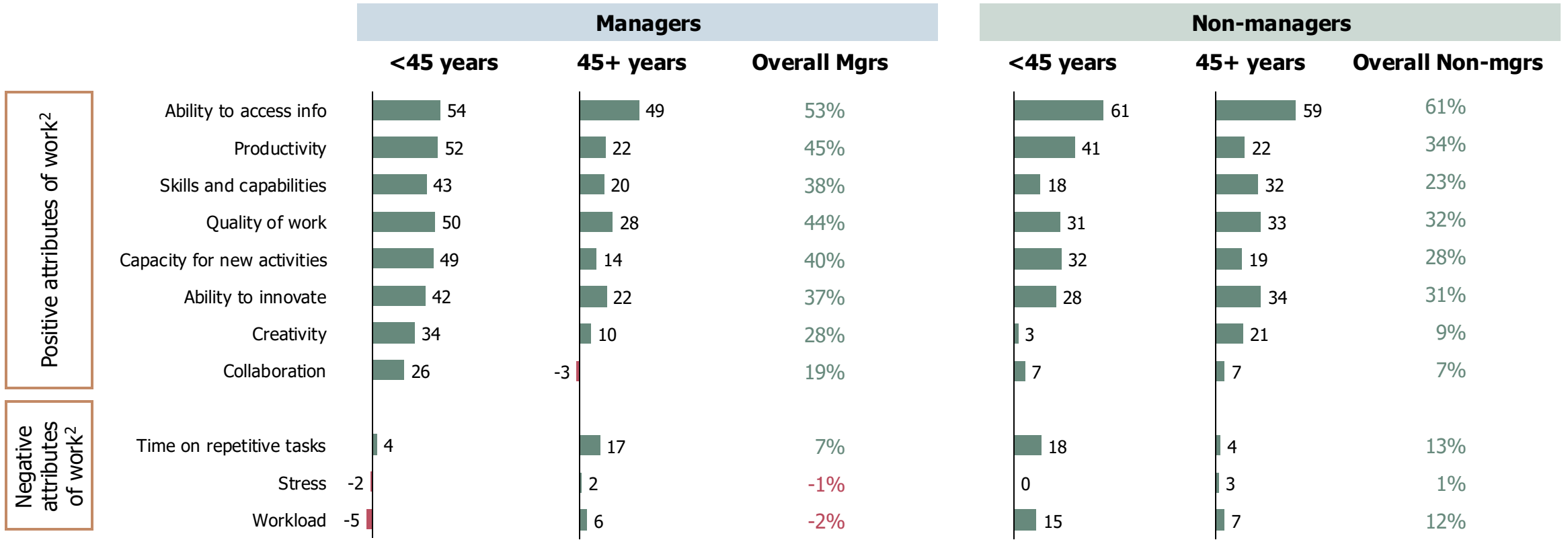


n = 654-677; Excludes those who answered ''Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Net improvement is calculated as % Improved less % Worsened
(2) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positiveattributes are displayed so that an increase is shown as an Improvement;
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

In NL, younger managers see greater improvements on the positive attributes than their older peers, but not so on the negative attributes; within non-managers, the picture between age groups is more similar

VIEWS ON HOW AI HAS IMPACTED DIFFERENT FACTORS OF WORKING LIVES, BY ROLE AND AGE, Q3 2026

Net improvement[1], % of respondents

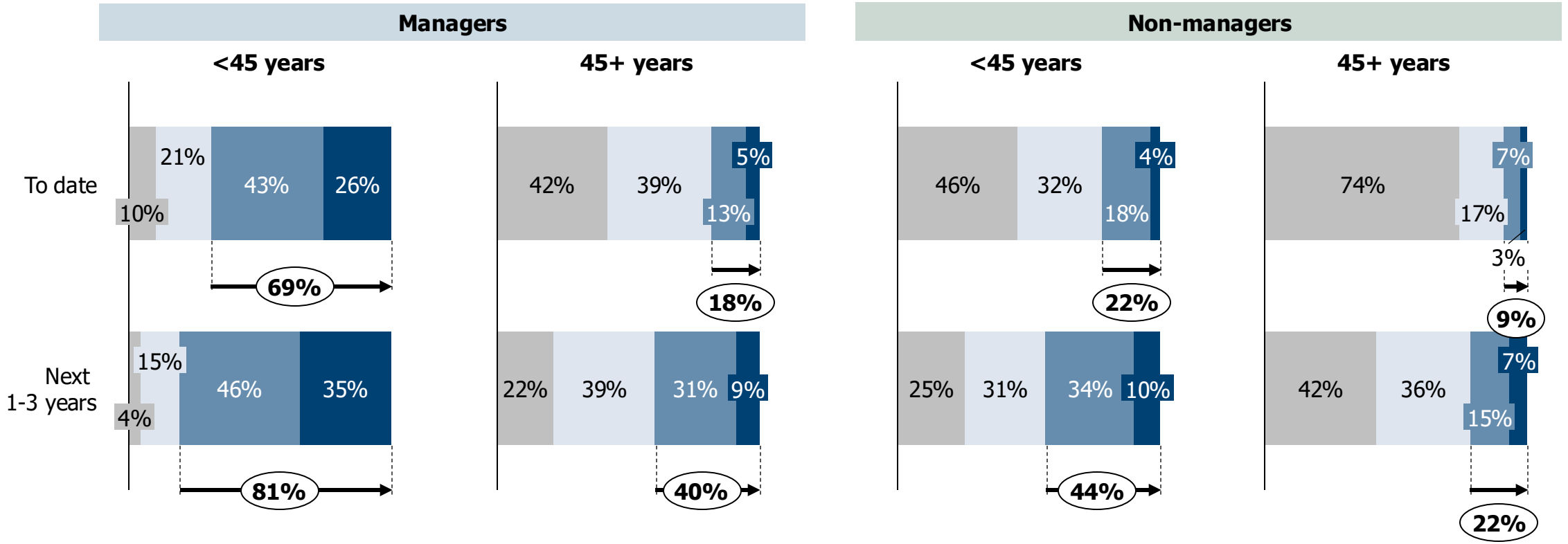


n = 436-455; Excludes those who answered ''Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Net improvement is calculated as % Improved less % Worsened
(2) Negative attributes are displayed here so that a decrease (e.g., to workload) is shown as an Improvement; while positiveattributes are displayed so that an increase is shown as an Improvement;
Source: Eden McCallum & Dynata surveys - Question: And specifically, has GenAI changed the following factors for your own working life thus far? Please select one of: Increased, Neither increased nor decreased, Decreased, Don't know / not applicable

In the UK, all groups expect AI's impact on their work to grow, with younger managers seeing and expecting by far the greatest impact

DEGREE OF IMPACT OF AI ON WORK TO DATE VS. EXPECTED (NEXT 1-3 YEARS), BY ROLE AND AGE, Q3 2026

% respondents

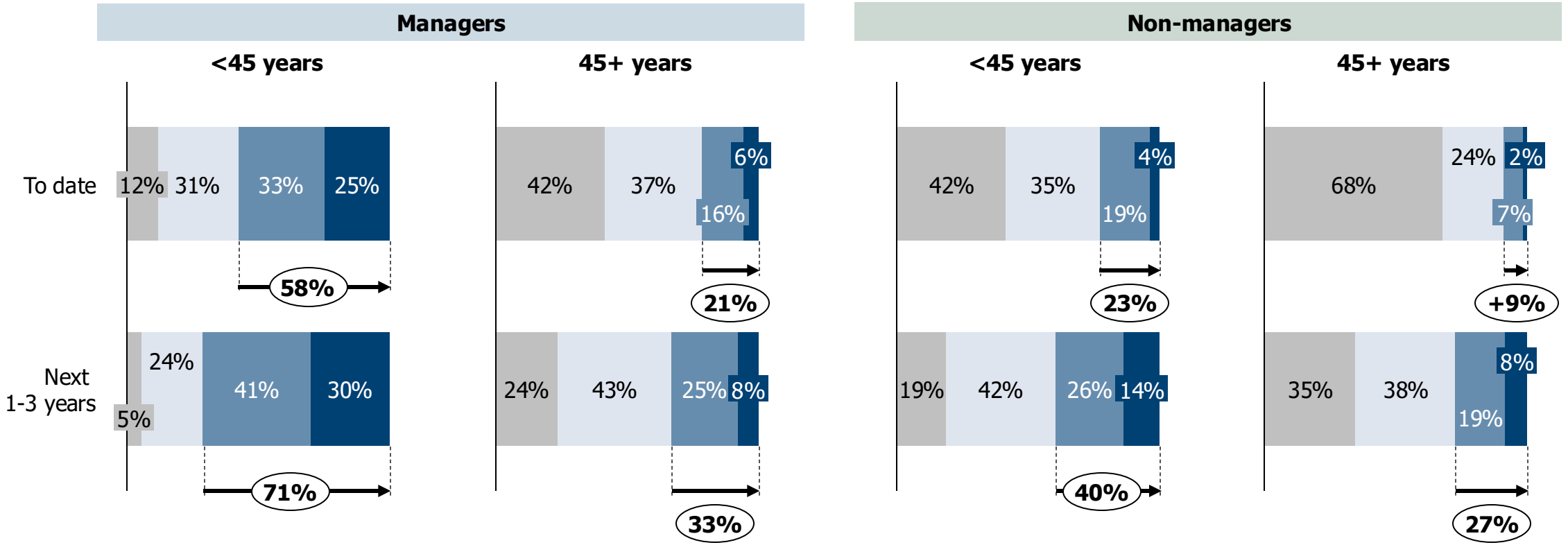


n = 925-969; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. Now looking to the future, to what extent do you expect GenAI to impact you in your own working life over the next 1-3 years? Please select one.

The picture in NL is similar, though less pronounced

DEGREE OF IMPACT OF AI ON WORK TO DATE VS. EXPECTED (NEXT 1-3 YEARS), BY ROLE AND AGE, Q3 2026

% respondents

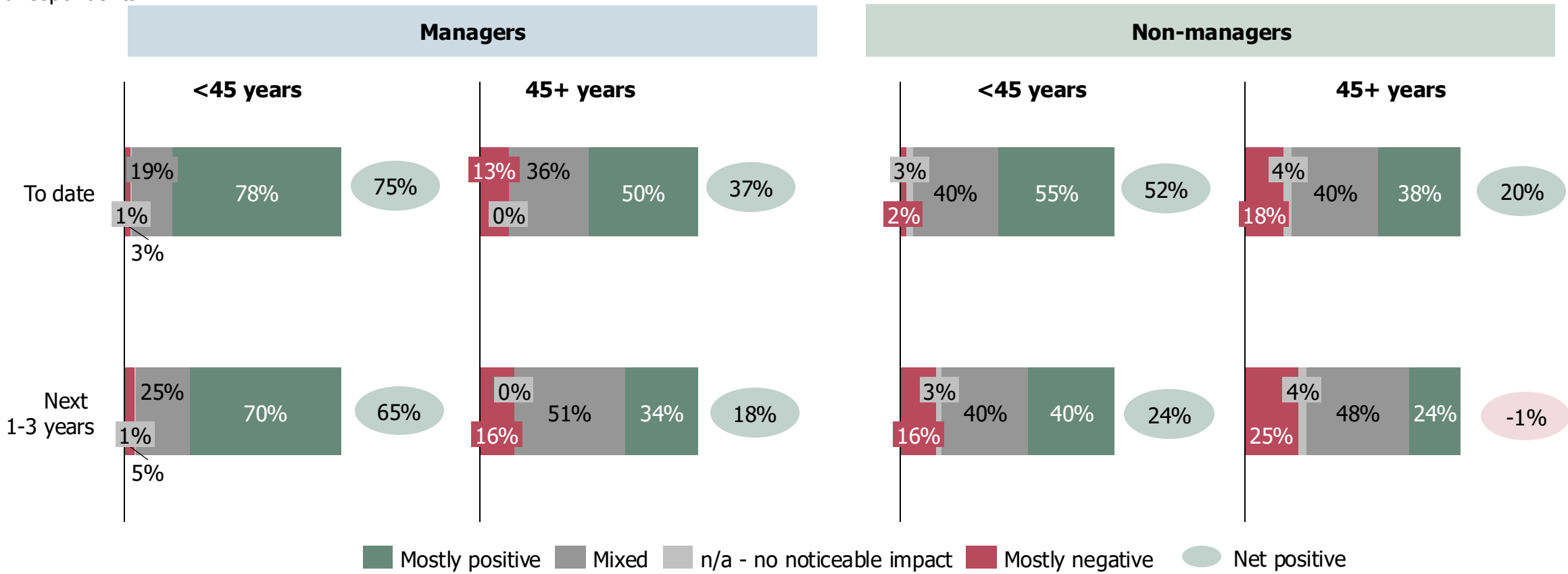


n = 614-630; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. Now looking to the future, to what extent do you expect GenAI to impact you in your own working life over the next 1-3 years? Please select one.

In the UK, younger workers (both managers and non-managers) are more positive than their older counterparts about AI's future impact on their work, though all are less positive about the future than the impact thus far

NATURE OF AI'S IMPACT ON WORK TO DATE VS. EXPECTED (NEXT 1-3 YEARS), BY ROLE AND AGE, Q3 2026

% respondents

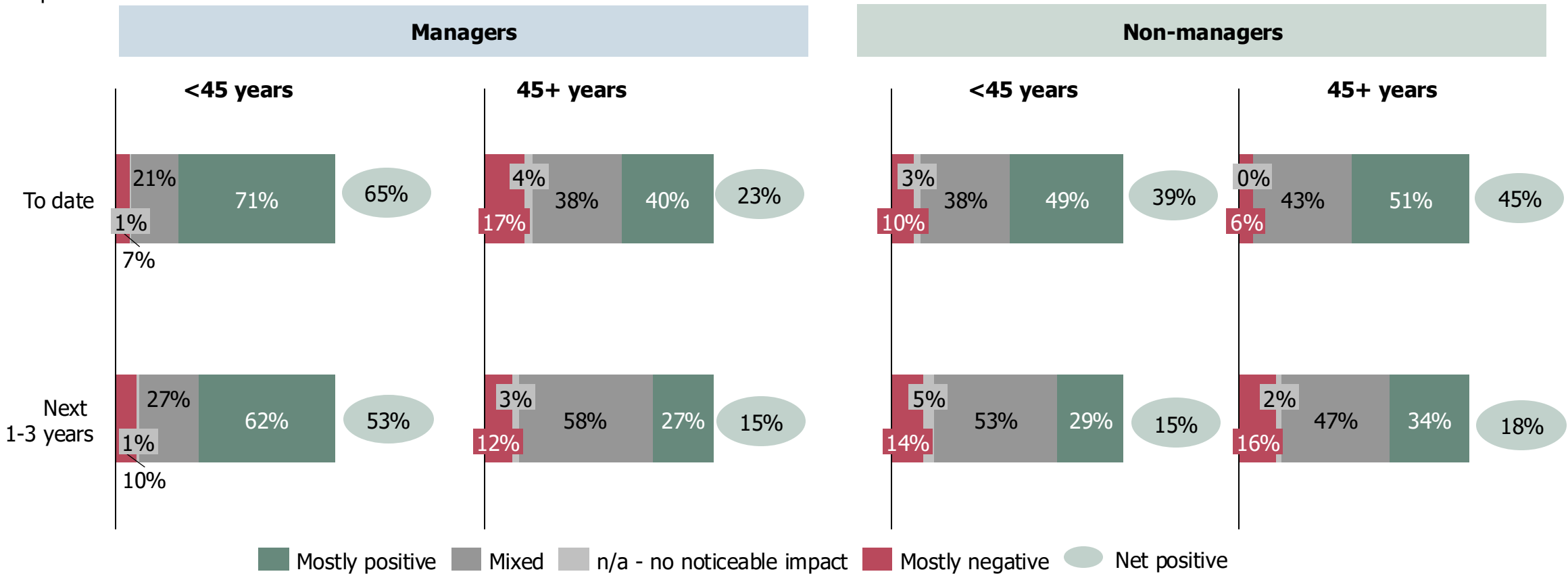


n = 623-741; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI (thus far/future) on their work are excluded from the results of the Nature of the impact of AI (thus far/future)
Source: Eden McCallum & Dynata surveys - Question: To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one. And still looking to the future, do you expect the impact of GenAI over the next 1-3 years on you in your own work to be mostly positive, negative or mixed? Please select one

In NL, similarly all are less positive about the future; younger managers are more positive than older managers, though there is little difference between younger vs older non-managers

NATURE OF AI'S IMPACT ON WORK TO DATE VS. EXPECTED (NEXT 1-3 YEARS), BY ROLE AND AGE, Q3 2026

% respondents



n = 389-489; Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI (thus far/future) on their work are excluded from the results of the Nature of the impact of AI (thus far/future)
Source: Eden McCallum & Dynata surveys - Question: To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one. And still looking to the future, do you expect the impact of GenAI over the next 1-3 years on you in your own work to be mostly positive, negative or mixed? Please select one

Appendix

Sample details and survey background

Awareness of AI

AI and working lives: variances by work location

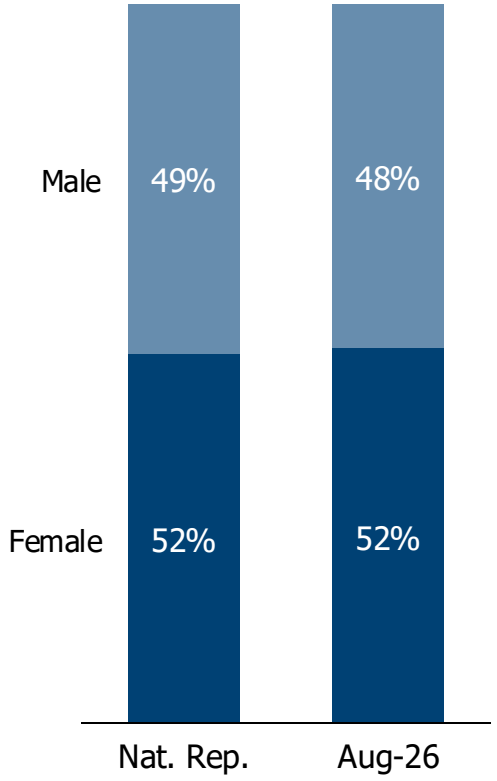


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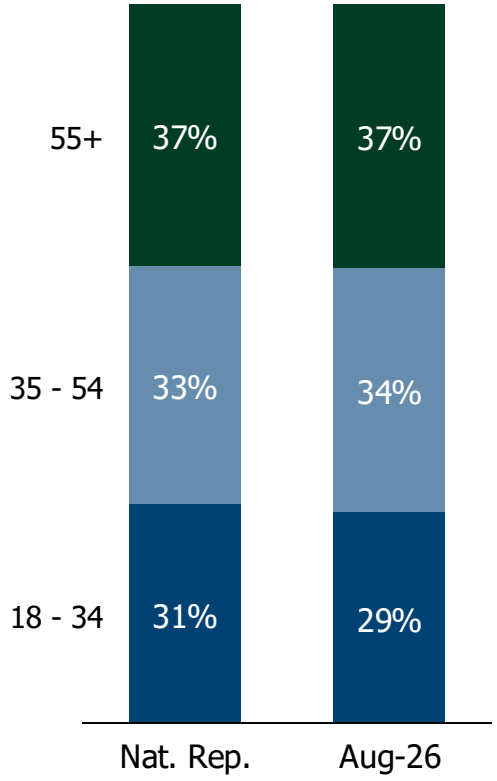
The survey respondents are a nationally representative sample in terms of gender, age and regional distribution – UK

DETAILS OF SAMPLE SURVEY RESPONDENTS, 2026

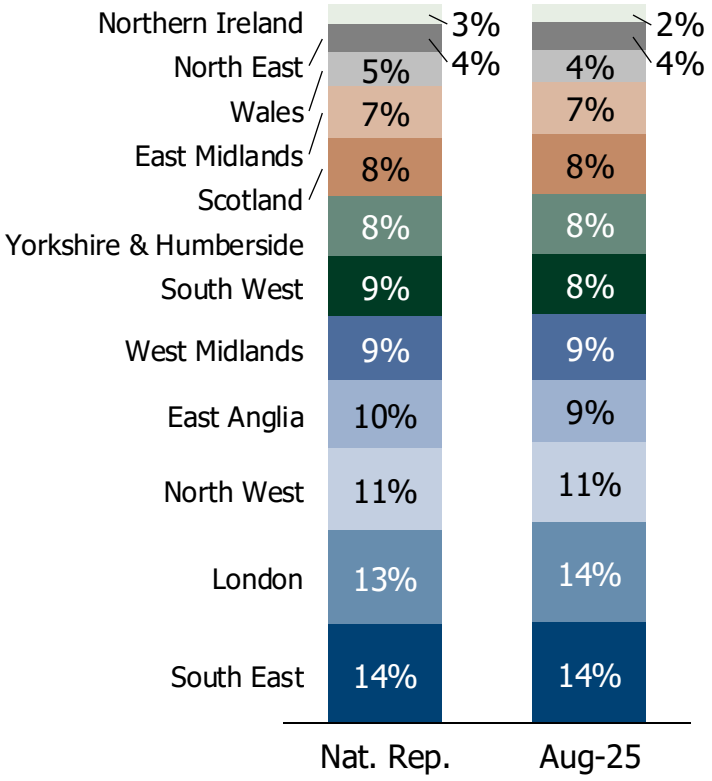
What gender are you?



How old are you?



Where do you live?

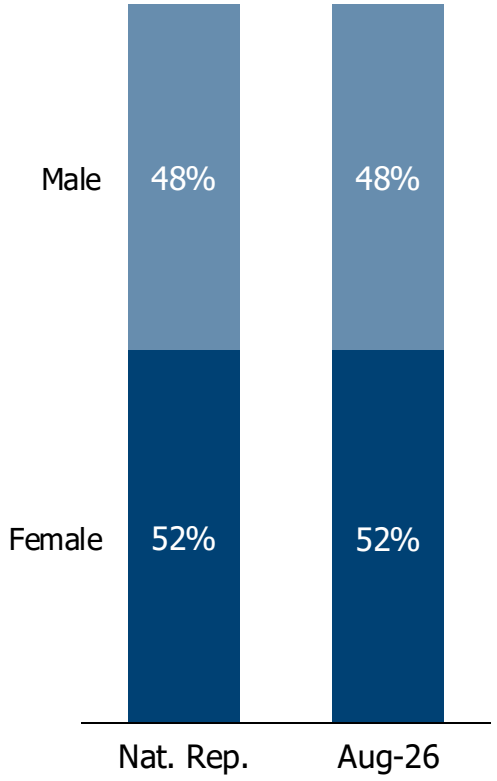


n = 2007 to 2016; Excludes those who responded "Other" and "Prefer not to say". Due to rounding percentages may not sum precisely.
Source: Eurostat; Eden McCallum & Dynata surveys - Question: What gender do you identify as?; How old are you?'; Where do you live?

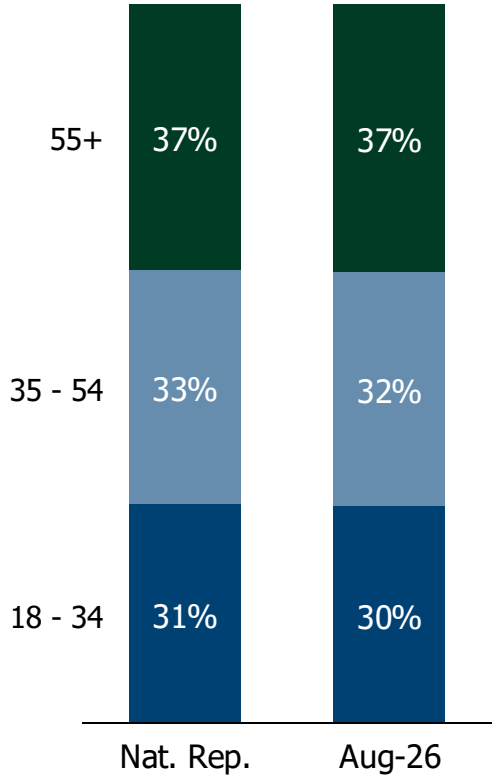
The survey respondents are a nationally representative sample in terms of gender, age and regional distribution - NL

DETAILS OF SAMPLE SURVEY RESPONDENTS, 2026

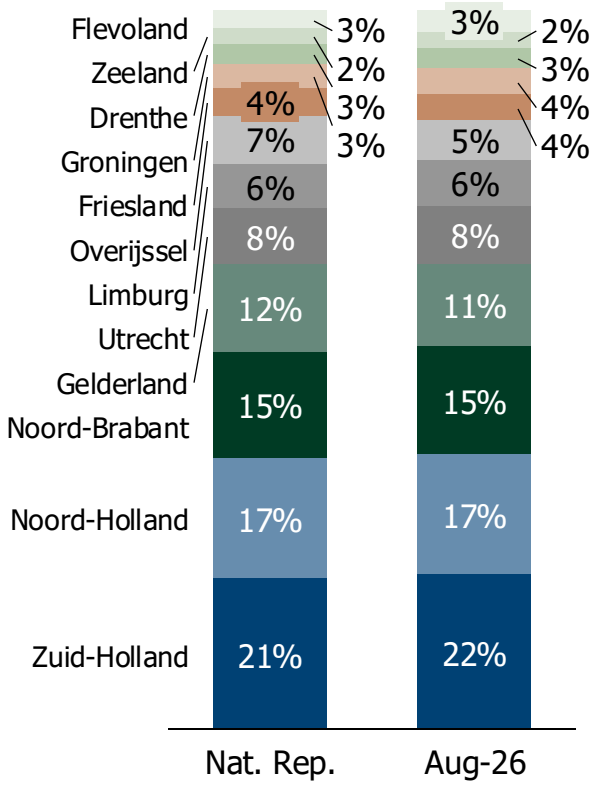
What gender are you?



How old are you?



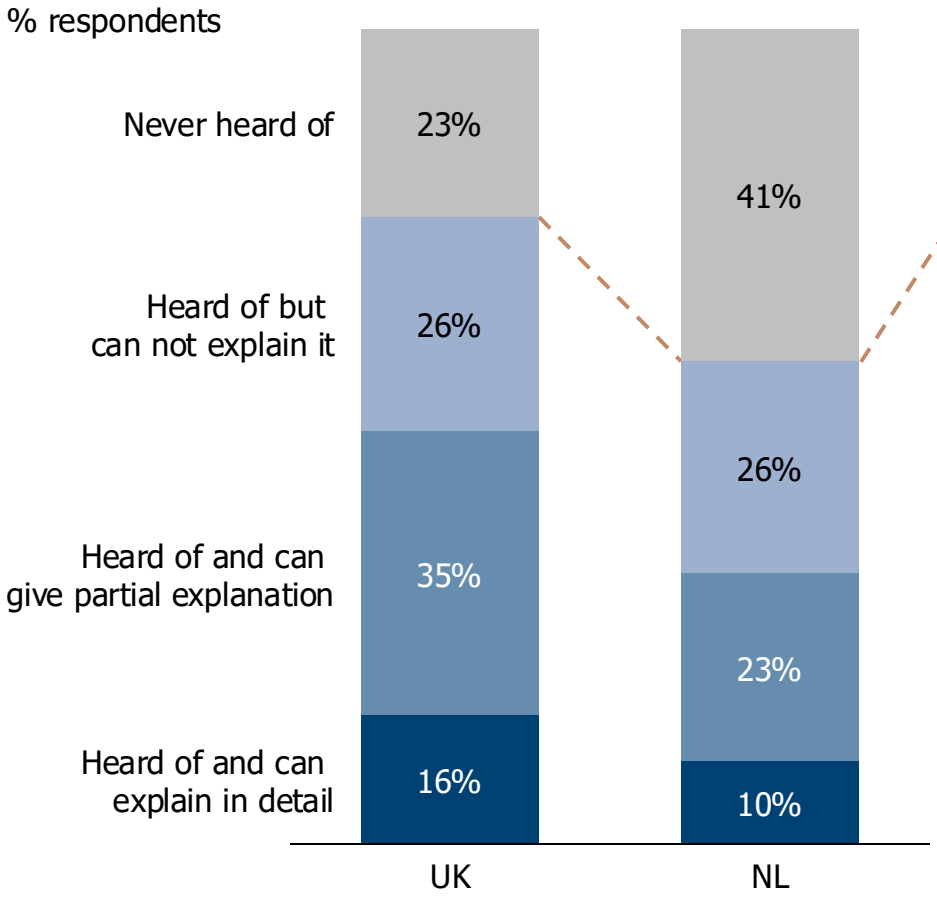
Where do you live?



n=1991-2002; Excludes those who responded "Other" and "Prefer not to say". Due to rounding percentages may not sum precisely.
Source: Eurostat; Eden McCallum & Dynata surveys - Question: What gender do you identify as?; How old are you?'; Where do you live?

Those who had heard of AI answered questions about their use of AI and their expectations of its future impact

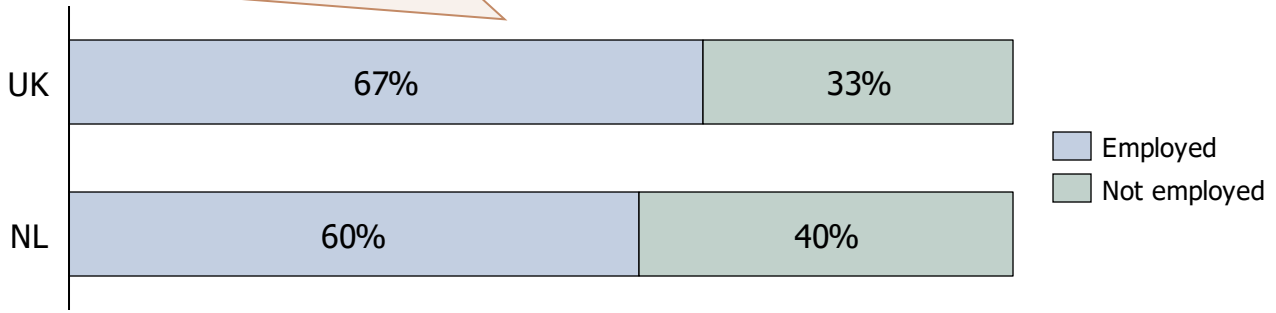
AWARENESS OF AI AND BACKGROUND ON THE AI SURVEY FOR THOSE AWARE, Q3 2026



AI survey respondents

All who had heard of AI covered:
- How AI will impact society in the next 1-3 years
- Current use and expected future impact of AI in their personal life

Those **employed** also covered:
- Current use and expected future impact of AI in their work life



Results were analysed by country and also by:
- **Age**, taking a cut between those <45 and those 45+ (the upper-end of the millennials age range, and given differences in responses)
- **Employment status** (employed vs. not) for the personal and society sections
- Within the **work** section: **Role** (managerial vs. not) and **location** (office vs out-of-office). Note: the former (role) was a larger determinant of use and views on AI, so is included in the main results; the latter (location) is included in the appendix

n = 3830 (UK = 1961, NL = 1869); Excludes those who answered ''Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: 'Have you heard of the term GenAI or generative artificial intelligence? Please select one.';

Breakdown of those answering the AI survey (society and personal life sections) by their employment status and age

IMPACT OF AI ON SOCIETY & PERSONAL LIFE: SPLIT OF RESPONDENTS BY EMPLOYMENT STATUS, AGE, GENDER AND OTHER ATTRIBUTES, Q3 2026



	Employed	Not employed
<45 years	n = 591 (40%) Gender split: Female 46% / Male 54% Role split: Mgr 71% / Non-mgr 29%	n = 72 (5%) Gender split: Female 59% / Male 41% Role split: Student 22% / Carer 15% / Unemployed 63%
45+ years	n = 414 (28%) Gender split: Female 48% / Male 52% Role split: Mgr 48% / Non-mgr 52%	n = 416 (28%) Gender split: Female 54% / Male 46% Role split: Retired 81% / Carer 14% / Unemployed 6%



	Employed	Not employed
<45 years	n = 391 (36%) Gender split: Female 41% / Male 59% Role split: Mgr 53% / Non-mgr 47%	n = 124 (11%) Gender split: Female 64% / Male 36% Role split: Student 65% / Carer 13% / Unemployed 21%
45+ years	n = 266 (24%) Gender split: Female 54% / Male 46% Role split: Mgr 34% / Non-mgr 66%	n = 310 (28%) Gender split: Female 56% / Male 45% Role split: Retired 78% / Carer 8% / Unemployed 14%

n = UK: 1509; NL: 1107 (all those who have heard of AI); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: How old are you?; What gender do you identify as?; How would you describe your employment status?; Which of these best describes your role?

Breakdown of those answering the AI survey (working life section) by role and age

IMPACT OF AI ON WORKING LIFE: SPLIT OF RESPONDENTS BY WORK ROLE, AGE, GENDER AND WORK LOCATION, Q3 2026



	Manager[1]		Non-manager[1]	
<45 years	n = 420 (42%)		n = 171 (17%)	
Gender split	Female 43%	Male 57%	Female 54%	Male 46%
Location	Office 74%	Non-office 26%	Office 37%	Non-office 63%
45+ years	n = 199 (20%)		n = 215 (21%)	
Gender split	Female 44%	Male 56%	Female 51%	Male 49%
Location	Office 61%	Non-office 39%	Office 35%	Non-office 65%



	Manager[1]		Non-manager[1]	
<45 years	n = 207 (32%)		n = 184 (28%)	
Gender split	Female 27%	Male 73%	Female 57%	Male 43%
Location	Office 70%	Non-office 30%	Office 42%	Non-office 58%
45+ years	n = 91 (14%)		n = 175 (27%)	
Gender split	Female 35%	Male 65%	Female 63%	Male 37%
Location	Office 63%	Non-office 37%	Office 41%	Non-office 59%

n = UK: 1,005; NL: 657 (all those in employment who have heard of AI); Excludes those who answered "Don't know / prefer not to say' (except where noted). Due to rounding, percentages may not sum precisely.
(1) Manager = senior or middle / junior manager or professional; non-manager = all other roles (incl. "other" and "prefer not to say"). Managers have a higher representation in Technology, Media & Telecoms, Financial Services and Professional Services (UK: 78–89% of employed respondents in these sectors are managers vs 62% overall; NL: 54–82% vs 45%).
Source: Eden McCallum & Dynata surveys - Question: How old are you?; What gender do you identify as?; How would you describe your employment status?; Which of these best describes your role?; How would you describe the type of location you would normally spend most of your working day in?; What is your company's / organisation's main line of business?

Appendix

Sample details and survey background

Awareness of AI

AI and working lives: variances by work location

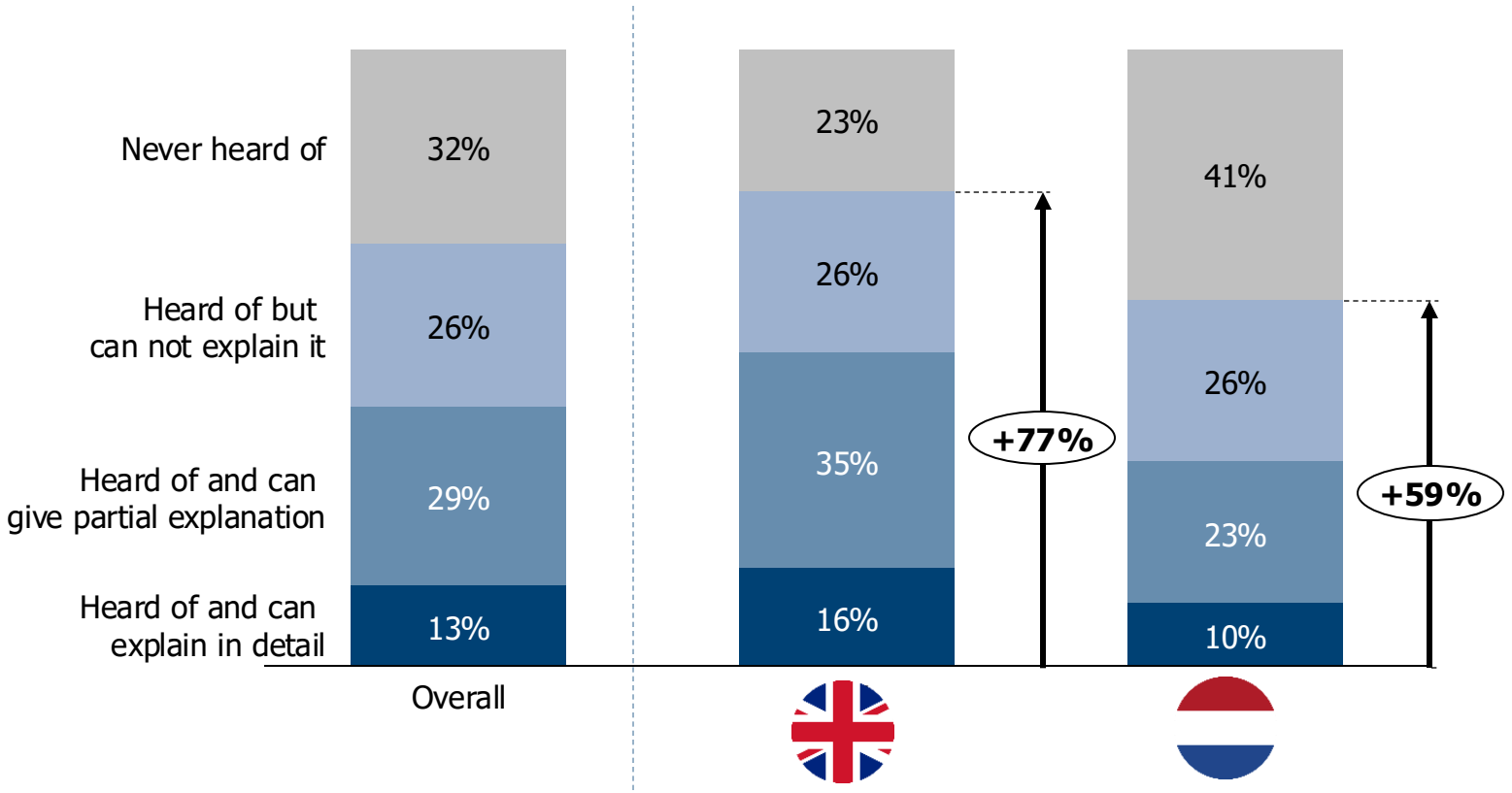


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Of the nationally representative survey of 4,000 consumers in the UK & NL, over three-quarters in the UK and nearly 60% in NL had heard of AI

RESPONDENTS' LEVEL OF KNOWLEDGE OF AI, Q3 2026

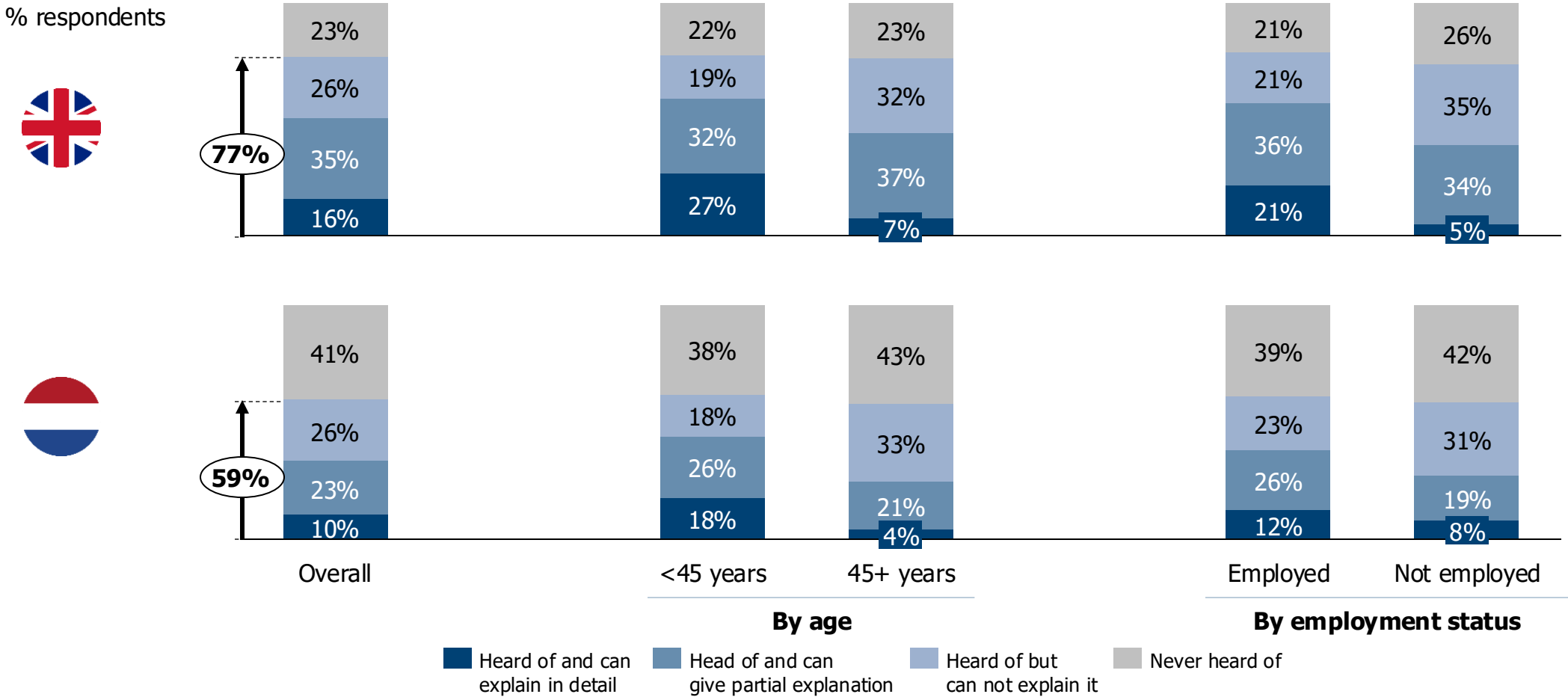
% respondents



n = 3830 (UK = 1961, NL = 1869); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: 'Have you heard of the term GenAI or generative artificial intelligence? Please select one.

Within each country, overall awareness is similar by age and employment status, but more <45 year olds and those employed feel they can explain it in detail

AWARENESS AND KNOWLEDGE OF AI, OVERALL, BY AGE AND EMPLOYMENT STATUS, Q3 2026



n = 3830 (UK = 1961, NL = 1869); Excludes those who answered "Don't know / prefer not to say'. Due to rounding percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys - Question: 'Have you heard of the term GenAI or generative artificial intelligence? Please select one.

Appendix

Sample details and survey background

Awareness of AI

AI and working lives: variances by work location

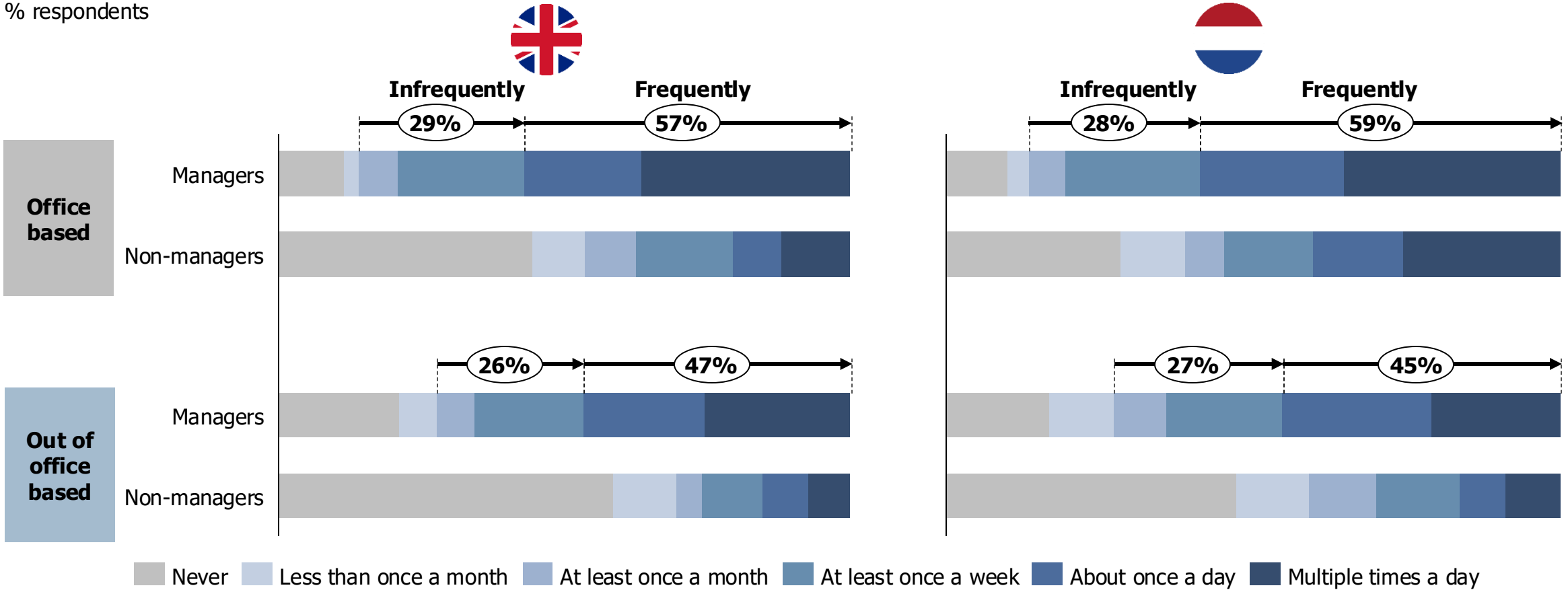


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Office-based staff use AI slightly more than those with similar roles based in out-of-office settings

FREQUENCY OF USE OF AI IN WORKING LIFE, BY ROLE AND LOCATION, Q3 2026

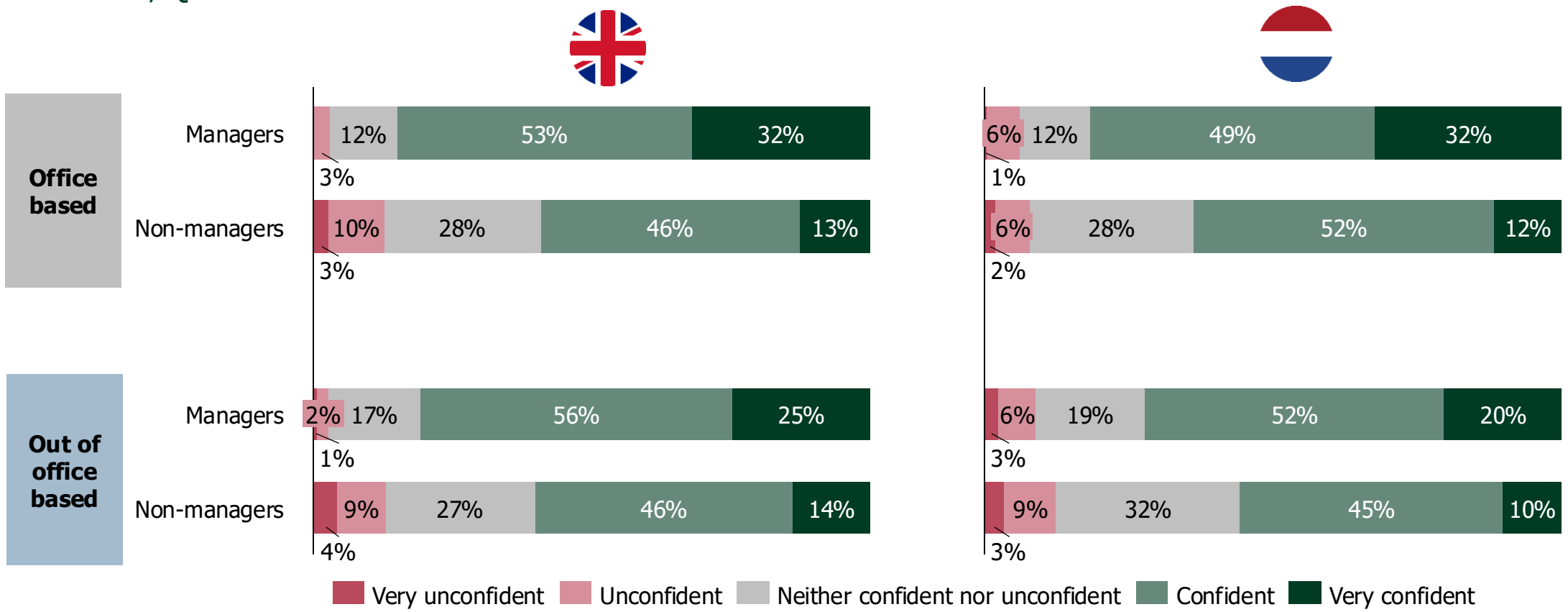
% respondents



UK n = 969, NL n = 651; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: In your own work, how often do you use GenAI tools? Please select one.

There is limited difference in confidence levels in using AI by location of work – managers, both in and out of the office, are more confident

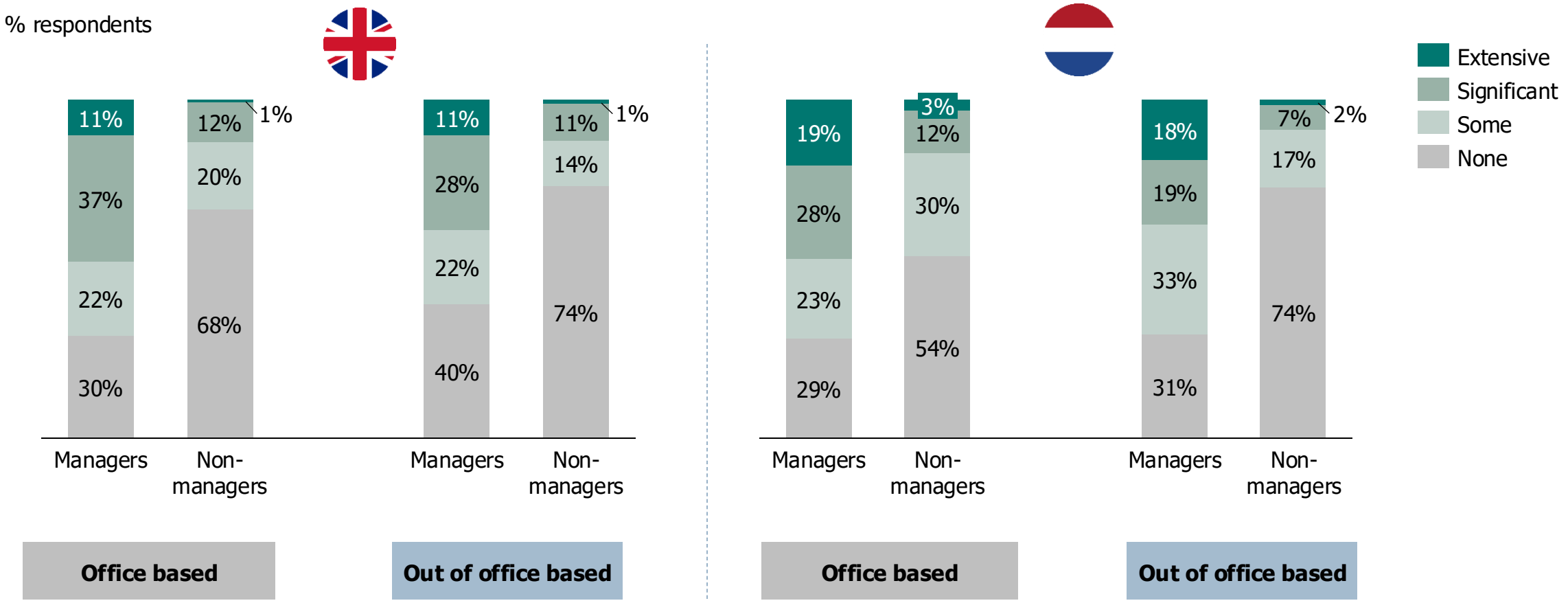
RESPONDENTS' CONFIDENCE IN THEIR SKILLS AND ABILITIES TO USE AI IN THEIR WORKING LIVES, BY ROLE AND LOCATION, Q3 2026



UK n = 686, NL n = 449; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Overall, how confident do you feel in your skills and abilities in using GenAI tools in your own work? Please select one

Office-based staff are slightly more likely to have received at least some training or development/formal support, particularly for non-managers in NL

LEVEL OF TRAINING OR DEVELOPMENT / FORMAL SUPPORT PROVIDED ON AI IN THE WORKPLACE, BY ROLE AND LOCATION, Q3 2026

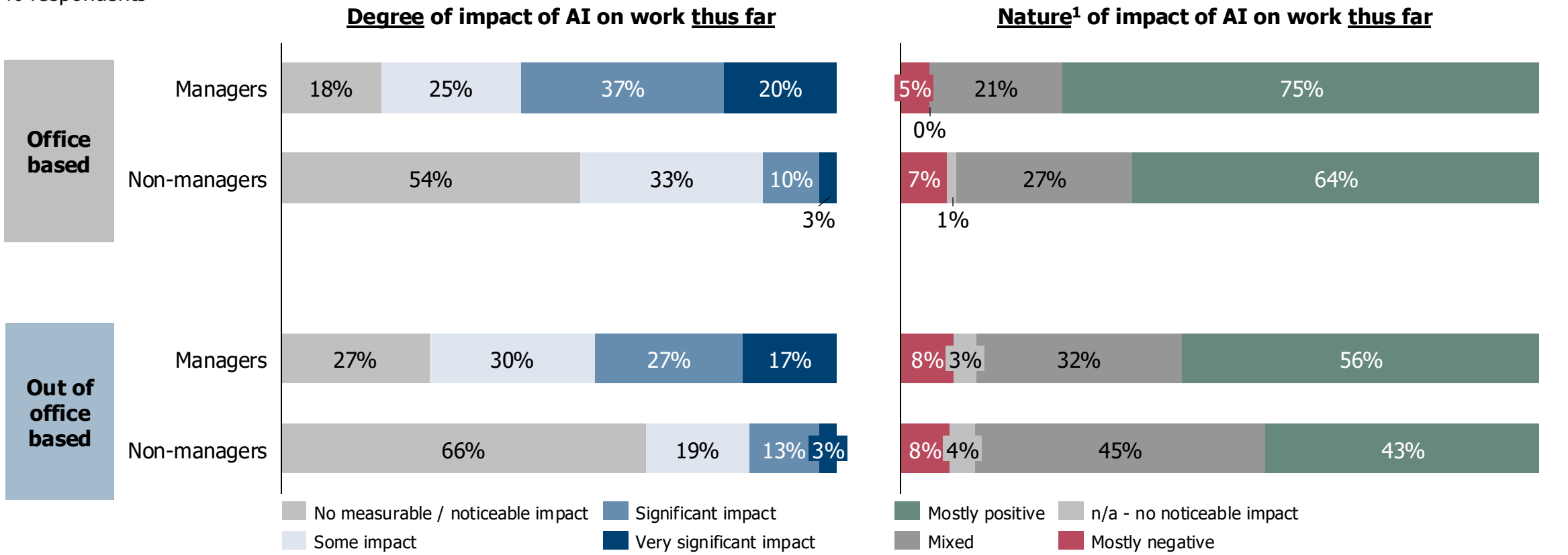


UK n = 979, NL n = 623; Excludes those who answered 'Don't know / prefer not to say'. Due to rounding percentages may not sumprecisely.
Source: Eden McCallum & Dynata surveys - Question: Have you had training or development / formal support on GenAI in your workplace in the last year? Please select one

In the UK, managers (office based or not) report the greatest impact of AI on their work so far; with office-based managers the most positive about the impact on their work

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, BY ROLE AND LOCATION, Q3 2026

% respondents

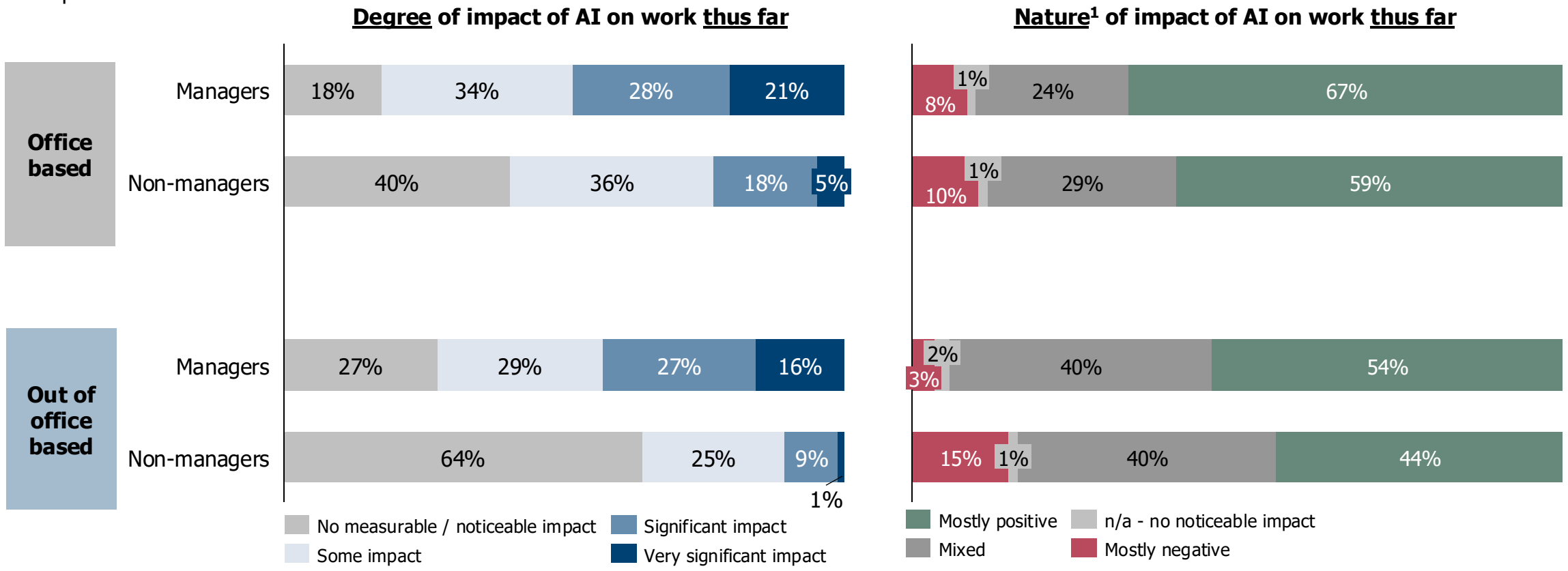


Degree of impact (n = 963), Nature of impact (n = 624); Excludes those who answered "Don't know / prefer not to say'. Due torounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded from the results of the Nature of the impact of AI thus far
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one

… In NL, managers (office based or not) similarly also report the greatest impact; they are also the most positive, though the differences between the groups are smaller

DEGREE AND NATURE OF AI'S IMPACT ON WORKING LIVES SO FAR, BY ROLE AND LOCATION, Q3 2026

% respondents



Degree of impact (n = 610), Nature of impact (n = 389); Excludes those who answered "Don't know / prefer not to say'. Due torounding percentages may not sum precisely.
(1) Those responding 'No measurable / noticeable impact' for the degree of impact of AI thus far on their work are excluded from the results of the Nature of the impact of AI thus far
Source: Eden McCallum & Dynata surveys - Question: To what extent has GenAI impacted your own work thus far? Please select one. To the extent GenAI has impacted you / your own work thus far, has the impact been mostly positive, negative or mixed? Please select one