

YouGov / VCCP Roar Survey Results

Sample Size: 2073 GB Adults
Fieldwork: 1st - 2nd March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2073	373	533	191	224	129	728	740	1003	1070	218	856	512	487	703	464	620	1793	100	180	491	340	251	711
Unweighted Sample	2073	335	573	216	256	118	856	712	907	1166	182	696	552	643	832	462	461	1762	118	193	488	336	161	777
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, does a brand's use of AI-generated content increase or decrease your trust in that company, or does it have no impact at all?

Significantly increases trust	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0
Slightly increases trust	1	0	1	0	1	0	0	1	1	1	1	1	1	1	1	2	1	1	2	1	1	1	4	0
TOTAL INCREASES TRUST	1	0	1	0	1	0	0	1	2	1	1	2	1	1	1	2	2	1	2	1	1	2	4	0
Neither increases nor decreases trust	30	31	28	29	34	12	30	33	32	27	16	30	34	31	27	36	31	30	24	32	32	26	29	31
Slightly decreases trust	31	36	35	33	26	34	35	29	31	31	34	33	28	30	35	32	28	31	32	27	28	30	32	34
Significantly decreases trust	32	26	32	33	28	50	31	30	30	33	45	29	31	30	32	24	31	31	35	36	32	35	28	29
TOTAL DECREASES TRUST	63	62	67	66	54	84	66	59	61	64	79	62	59	60	67	56	59	62	67	63	60	65	60	63
Don't know	6	6	3	5	11	4	3	8	6	7	4	6	6	8	5	6	8	7	7	4	7	7	6	6

Thinking about how AI-driven advertising is currently regulated, which of the following comes closest to your view?

AI-driven advertising should be more tightly regulated	73	73	83	76	61	78	78	71	71	74	80	69	71	78	79	70	70	73	75	75	73	75	67	73
AI-driven advertising is currently regulated about the right amount	7	6	5	7	11	6	6	7	9	6	9	9	7	4	6	8	8	8	5	5	8	7	10	7
AI-driven advertising should be less tightly regulated	2	2	1	2	3	0	1	2	2	2	2	3	2	0	1	3	3	2	3	3	1	4	2	1
Don't know	18	19	11	16	25	16	15	20	17	18	8	20	19	17	15	20	19	18	17	17	17	14	20	19

If an AI-marketing/advertising campaign contained false or harmful content, who do you think is MOST responsible for this error? Please select all that apply.

The brand/advertiser that commissioned the campaign	69	74	77	78	58	80	77	65	74	66	80	70	66	68	76	68	64	69	64	74	68	67	73	69
The AI developer providing the technology	33	32	37	42	29	31	35	32	32	35	42	29	34	36	31	31	35	33	40	33	31	36	31	34
A regulatory body	15	13	15	10	16	12	12	16	15	15	14	16	14	13	15	12	17	14	22	14	16	11	10	16
The government	7	7	4	5	10	7	4	9	7	7	6	8	6	7	7	7	8	7	5	9	8	6	10	6
The individual user seeing the ad	1	1	2	1	2	0	1	1	2	1	2	1	1	1	1	2	1	1	1	0	1	2	1	2
Other	0	1	0	0	0	2	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	1	0
Don't know	9	7	5	2	14	6	5	8	7	10	5	11	8	8	5	10	11	9	7	8	8	10	8	9

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	Marital status					Parental status			Household size number of children			Social Media sites used			
	Total	Married	Living as married	Divorced	Never married	Yes, of at least one child younger than 18 years old	Yes, of at least one child 18 years old or older	No, I am neither a parent or guardian	0	1	2	Facebook	LinkedIn	Twitter	None of these
Weighted Sample	2073	868	248	119	648	409	699	974	1541	216	179	650	143	233	202
Unweighted Sample	2073	928	227	152	563	358	822	900	1599	183	165	688	155	246	217
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, does a brand's use of AI-generated content increase or decrease your trust in that company, or does it have no impact at all?

Significantly increases trust	0	0	0	0	1	1	0	0	0	1	1	0	0	1	0
Slightly increases trust	1	1	1	1	1	1	2	1	1	2	1	1	1	2	1
TOTAL INCREASES TRUST	1	1	1	1	2	2	2	1	1	3	2	1	1	3	1
Neither increases nor decreases trust	30	31	30	30	25	35	33	25	30	34	27	32	30	35	28
Slightly decreases trust	31	33	30	27	30	28	30	33	31	25	34	30	36	25	27
Significantly decreases trust	32	26	36	34	38	27	28	36	33	29	28	31	27	32	33
TOTAL DECREASES TRUST	63	59	66	61	68	55	58	69	64	54	62	61	63	57	60
Don't know	6	8	4	7	6	9	8	4	6	9	10	6	6	5	11

Thinking about how AI-driven advertising is currently regulated, which of the following comes closest to your view?

AI-driven advertising should be more tightly regulated	73	75	73	73	69	71	75	73	73	74	73	75	78	72	65
AI-driven advertising is currently regulated about the right amount	7	6	9	7	9	6	5	9	7	5	8	6	4	9	5
AI-driven advertising should be less tightly regulated	2	2	2	1	3	3	1	3	2	2	2	1	1	2	2
Don't know	18	18	17	19	18	20	19	16	18	19	17	18	17	17	27

If an AI-marketing/advertising campaign contained false or harmful content, who do you think is MOST responsible for this error? Please select all that apply.

The brand/advertiser that commissioned the campaign	69	68	67	67	72	67	64	74	69	66	73	68	79	71	71
The AI developer providing the technology	33	32	32	36	34	28	33	35	34	29	29	34	29	37	33
A regulatory body	15	14	15	18	13	18	15	13	13	14	17	13	11	14	11
The government	7	7	8	7	6	9	8	6	7	11	6	7	3	7	8
The individual user seeing the ad	1	1	2	2	2	2	1	1	1	2	0	2	3	1	1
Other	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0
Don't know	9	9	9	5	10	12	9	7	8	11	11	9	7	7	8

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	Vote in 2024 GE					EU Ref 2016			Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leav e	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following impacts, if any, do you think AI will have on your team at work in 2027? Please select all that apply.

It will have little or no impact on my team	16	14	16	15	18	23	16	16	15	17	14	21	19	5	13	14	26	15	15	23	15	13	15	17
It will require us to learn new skills or adapt our roles	15	14	19	19	7	18	22	9	17	13	14	22	14	4	25	13	9	15	14	17	13	13	25	14
It will automate routine or repetitive tasks	15	16	17	18	8	19	22	7	18	13	20	23	11	4	26	12	8	15	16	16	14	14	24	13
It will improve productivity and efficiency	14	12	16	18	8	20	19	7	16	11	14	23	8	3	24	11	7	14	16	12	12	12	21	13
It will reduce the size of our team	11	10	11	8	10	18	13	8	11	10	17	13	10	4	13	8	10	11	11	11	12	10	13	9
It will significantly change how our team operates day to day	9	6	12	9	7	12	10	5	10	9	18	12	8	2	13	8	6	10	6	6	8	9	14	10
It will enhance decision making and insights	7	8	9	8	3	4	10	3	8	5	7	11	5	1	11	6	3	6	11	5	7	7	10	5
It will help us deliver more personalised or higher quality work	5	6	5	6	3	6	7	3	6	5	6	8	3	2	8	6	2	5	4	4	4	5	10	5
It will create new roles or opportunities	3	4	3	3	1	2	4	2	4	2	4	4	3	1	5	2	2	3	4	2	2	4	5	3
Not applicable - I will not be working in 2027	18	28	19	17	16	11	20	25	17	18	5	3	16	51	20	18	14	18	19	15	19	22	11	18
Not applicable - I do not work as part of a team	23	24	21	24	25	19	17	27	22	24	26	15	25	34	13	28	21	23	25	21	21	26	22	24
Don't know	12	9	10	10	17	7	8	13	12	13	14	16	14	3	8	15	16	13	13	11	14	13	8	13

Generally speaking, how comfortable, if at all, are you with AI using your personal data?

Very comfortable	1	1	2	2	0	1	1	1	2	1	3	2	1	1	1	1	1	2	1	0	1	1	2	2
Fairly comfortable	16	13	19	14	15	10	20	10	19	13	15	22	14	7	19	15	15	16	15	16	18	10	24	14
TOTAL COMFORTABLE	17	14	21	16	15	11	21	11	21	14	18	24	15	8	20	16	16	18	16	16	19	11	26	16
Not very comfortable	36	38	36	39	36	33	35	34	36	35	39	37	33	34	37	35	35	36	31	33	37	37	33	36
Not at all comfortable	42	45	39	41	44	52	40	49	38	46	41	33	46	54	39	43	44	42	47	46	39	46	37	43
TOTAL NOT COMFORTABLE	78	83	75	80	80	85	75	83	74	81	80	70	79	88	76	78	79	78	78	79	76	83	70	79
Don't know	5	4	3	5	5	3	4	5	5	5	2	6	6	4	4	6	5	5	6	5	4	5	5	5

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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Unweighted Sample	2073	928	227	152	563	358	822	900	1599	183	165	688	155	246	217
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following impacts, if any, do you think AI will have on your team at work in 2027? Please select all that apply.

It will have little or no impact on my team	16	15	22	17	16	22	12	18	15	21	17	14	12	15	8
It will require us to learn new skills or adapt our roles	15	15	25	10	13	25	8	16	12	16	33	11	23	14	6
It will automate routine or repetitive tasks	15	14	21	13	16	23	6	18	13	22	26	11	23	17	7
It will improve productivity and efficiency	14	11	23	13	14	21	6	16	11	18	25	10	21	16	5
It will reduce the size of our team	11	9	9	12	14	13	6	12	9	13	13	8	9	8	5
It will significantly change how our team operates day to day	9	7	13	4	11	12	3	12	8	11	13	5	10	7	3
It will enhance decision making and insights	7	6	11	8	6	10	2	8	5	9	11	4	9	6	3
It will help us deliver more personalised or higher quality work	5	5	6	5	5	10	2	5	4	6	14	4	9	7	0
It will create new roles or opportunities	3	3	6	2	2	5	2	3	2	3	6	2	3	3	1
Not applicable - I will not be working in 2027	18	23	6	28	11	4	34	11	22	4	5	25	14	16	31
Not applicable - I do not work as part of a team	23	24	16	24	22	14	28	22	25	17	16	25	20	26	31
Don't know	12	10	13	5	18	13	10	14	12	18	12	13	13	15	16

Generally speaking, how comfortable, if at all, are you with AI using your personal data?

Very comfortable	1	1	2	0	1	2	1	2	1	3	2	1	1	0	1
Fairly comfortable	16	16	22	13	14	24	11	16	14	22	22	13	20	20	12
TOTAL COMFORTABLE	17	17	24	13	15	26	12	18	15	25	24	14	21	20	13
Not very comfortable	36	36	34	31	36	38	35	35	35	40	36	36	37	38	26
Not at all comfortable	42	42	39	51	42	31	48	42	45	30	35	43	38	35	54
TOTAL NOT COMFORTABLE	78	78	73	82	78	69	83	77	80	70	71	79	75	73	80
Don't know	5	5	4	5	6	5	5	5	5	5	5	6	3	7	7

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