

GREAT BRITAIN



# Trust or trepidation?: How Brits feel about generative AI in media

Exploring consumer sentiment towards the use of  
generative AI for media content creation.

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/Research Reality





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# Foreword



**Generative AI is rapidly transforming the media landscape, reshaping how content is created, consumed, and trusted. As AI-generated journalism, storytelling, and visual media become more prevalent, consumer sentiment is evolving—marked by both concern and optimism.**

This report explores how audiences perceive AI's role in media, with attitudes varying significantly across generations. Understanding these differences is crucial for brands and media organisations aiming to foster trust and responsible adoption."

**Justin Marshall**

Head of Digital, Media, and Technology, YouGov

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# Report takeaways

## ? Top trepidations

More than 6 in 10 Brits (65%) are concerned about misinformation and deep fakes with generative AI. This increases to 74% among Baby Boomers+.

## ! Transparency takeaway

86% of Brits think that explicitly stating when generative AI has been used is important, a view that is shared by 75%+ of respondents in all 15 markets surveyed.

## 👉 News flash: Brits don't trust AI

7 in 10 Brits trust news content generated by AI less than news created by humans, and most Brits are uncomfortable with generative AI being used across different news formats.



## Global attitudes to AI

People in Great Britain are more likely to be concerned about the impact on AI on everyday life compared to other surveyed countries, with 40% conveying negative sentiment (compared to the "All" average of 27%).



## Calls for control

70% of Brits do not believe there are enough regulations in place for generative AI, increasing to 74% among the Baby Boomers+ generation.





# Methodology

**The insights in this report have been sourced via YouGov Surveys: Serviced.**

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from December 16, 2024 – January 2, 2025, with 2000 respondents in Great Britain. Additional insights are available for 14 other markets: Australia, Canada, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Singapore, Spain, Sweden, the UAE and the US.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre 1964).

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The evolving media landscape

# How different generations feel about generative AI in 2025



## AI overview:

## Concerned and cautious... or optimistic and excited?

1 in 4 Brits are concerned about AI's increasing role in daily life over the next 10 years, increasing to **31%** among **Baby Boomers+**.

**Gen Z** are more likely to feel excited (**14%**) or optimistic (**14%**).



Thinking about AI in general, how do you feel about AI's increasing role in daily life over the next 10 years? Please select one answer.

	Nat rep	Gen Z	Baby Boomers+
Concerned	25%	15% ▼	31% ▲
Cautious	22%	15% ▼	27% ▲
Uneasy	15%	9% ▼	20%
Sceptical	9%	9%	8%
Optimistic	9%	14% ▲	4% ▼
Indifferent / neutral	7%	8%	7%
Excited	4%	14% ▲	0% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. GB n> 250

"Don't know" and "none of these" responses not shown.

▲/▼: Indicates statistically significant differences compared to Nat rep  
Gen X and Millennial data not shown but available.



## AI overview:

## Great Britain, US and Canada most concerned about the impact of AI on daily life

While people in India, Hong Kong, and the UAE are the most positive – compared to just 13% of Britain’s residents.



Thinking about AI in general, how do you feel about AI’s increasing role in daily life over the next 10 years? Please select one answer.

	Negative sentiment: “Concerned” or “uneasy”	Positive sentiment: “Optimistic” or “Excited”
<b>Great Britain</b>	<b>40% ▲</b>	<b>13% ▼</b>
All	27%	24%
US	40% ▲	13% ▼
Canada	34% ▲	19% ▼
Australia	31% ▲	26%
Spain	31% ▲	18% ▼
Sweden	30% ▲	14% ▼
France	29%	13% ▼
Germany	25%	21% ▼
Denmark	24%	14% ▼
Italy	21% ▼	22%
Singapore	18% ▼	28% ▲
UAE	12% ▼	44% ▲
India	11% ▼	57% ▲
Indonesia	11% ▼	36% ▲
Hong Kong	10% ▼	41% ▲

YouGov Surveys, December 16, 2024 – January 2, 2025. n> 500

All = unweighted average of 15 markets.

▲/▼: Indicates statistically significant differences compared to All



Generative AI concerns:

Almost 2 in 3 Brits (65%) are concerned about misinformation and deep fakes

Gen Z are less likely to be concerned (50%), compared to 74% of Baby Boomers+.

2 in 5 Brits are concerned about job displacement as a result of generative AI for content creation (43%).

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What concerns, if any, do you have about the use of generative AI in content creation? Please select all that apply.

	Nat rep	Gen Z	Baby Boomers+
Misinformation and deepfakes	65%	50% ▼	74% ▲
Loss of human touch	53%	43% ▼	61% ▲
Quality of information	51%	47%	53%
Privacy and data usage	48%	41% ▼	53% ▲
Job displacement	43%	37% ▼	44%
Bias and fairness	38%	27% ▼	43% ▲
Intellectual property and ownership	35%	33%	37%
Mass content creation	34%	31%	33%
Originality	32%	38%	29%
Content moderation	28%	25%	28%

YouGov Surveys, December 16, 2024 – January 2, 2025. GB n> 250  
“Don’t know” and “none of these” responses not shown.  
▲/▼: Indicates statistically significant differences compared to Nat rep  
Gen X and Millennial data not shown but available.

Generative AI and advantages:

Cost savings and increased efficiency are top benefits perceived by Brits

Gen Z are significantly more likely to see the benefits of AI across almost all areas, with 47% stating they see increased efficiency as a benefit.

Cost savings ranked top as the most cited benefit among Millennials, Gen X and Baby Boomers+.

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What benefits, if any, do you see in the use of generative AI for content creation? Please select all that apply.

	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Cost savings	36%	34%	40%	36%	34%
Increased efficiency	35%	47% ▲	38%	33%	29% ▼
Reduced human error	27%	33% ▲	23%	24%	29%
Greater innovation and creativity	17%	22% ▲	17%	14%	16%
More in-depth analysis	16%	22% ▲	18%	12% ▼	15%
Increased variety of content	13%	21% ▲	15%	8% ▼	11%
More personalized content experiences	9%	19% ▲	11%	6%	5% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. GB n> 250  
▲/▼: Indicates statistically significant differences compared to Nat rep



Generative AI and news:

The majority of Brits are uncomfortable with generative AI being used for all news formats

Brits are most uncomfortable with generative AI being used for news in social media posts (61%), written articles (55%) and video (54%).

Get in touch

Thinking specifically about news content, how comfortable are you with the use generative AI to create content for each of the below content types?

	Uncomfortable	Neither comfortable nor uncomfortable	Comfortable	Don't know
Social media posts	61%	17%	14%	8%
Written articles	55%	20%	17%	8%
Video*	54%	20%	17%	8%
Imagery	52%	21%	19%	8%
Audio (i.e., podcasts/radio)	52%	22%	16%	10%

YouGov Surveys, December 16, 2024 – January 2, 2025. GB n>2000  
\*Video includes both script and visual content.

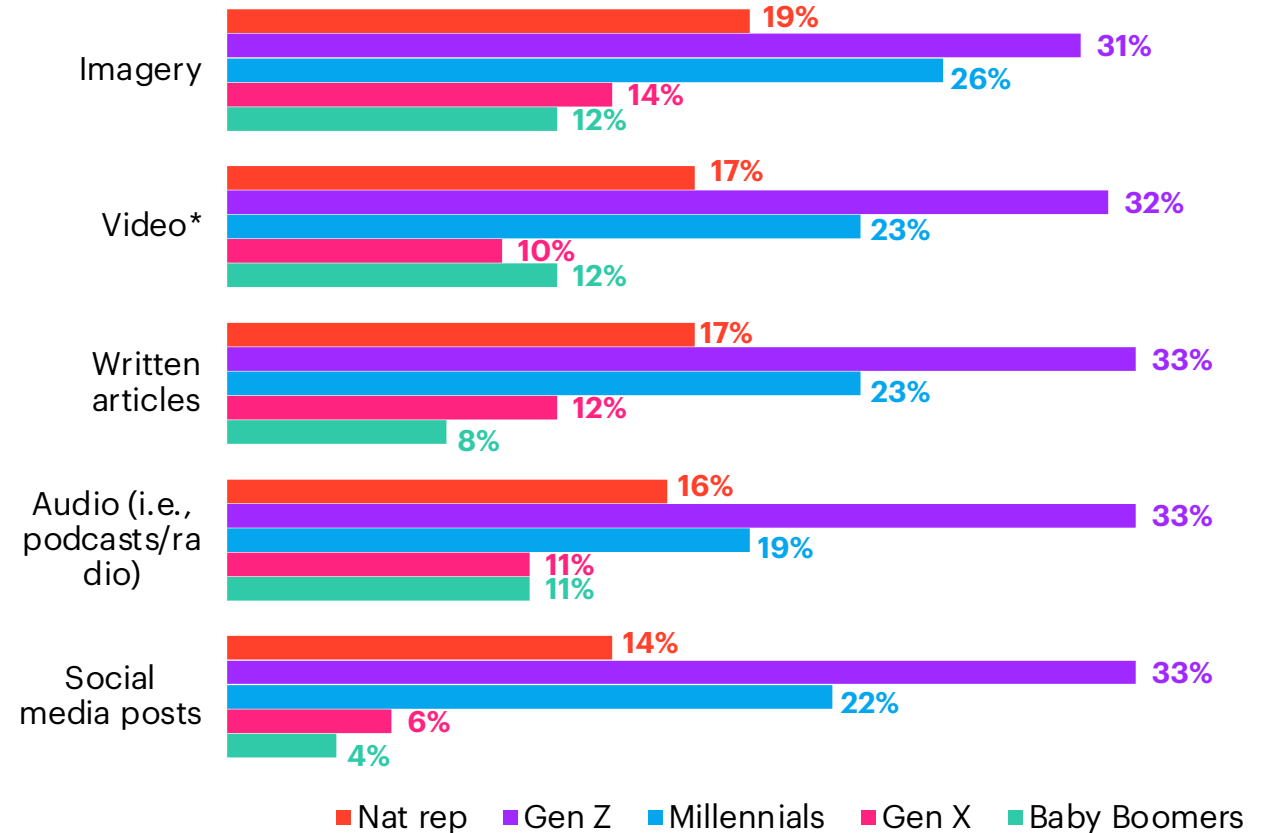
## Generative AI and news:

# Gen Z are more comfortable with generative AI usage across all news formats

**33%** of **Gen Z** are comfortable with generative AI usage for social media posts, compared to just **4%** of **Baby Boomers+.**



Thinking specifically about news content, how comfortable are you with the use generative AI to create content for each of the below content types?



YouGov Surveys, December 16, 2024 – January 2, 2025. GB n> 250

\*Video includes both script and visual content.



### Generative AI and news:

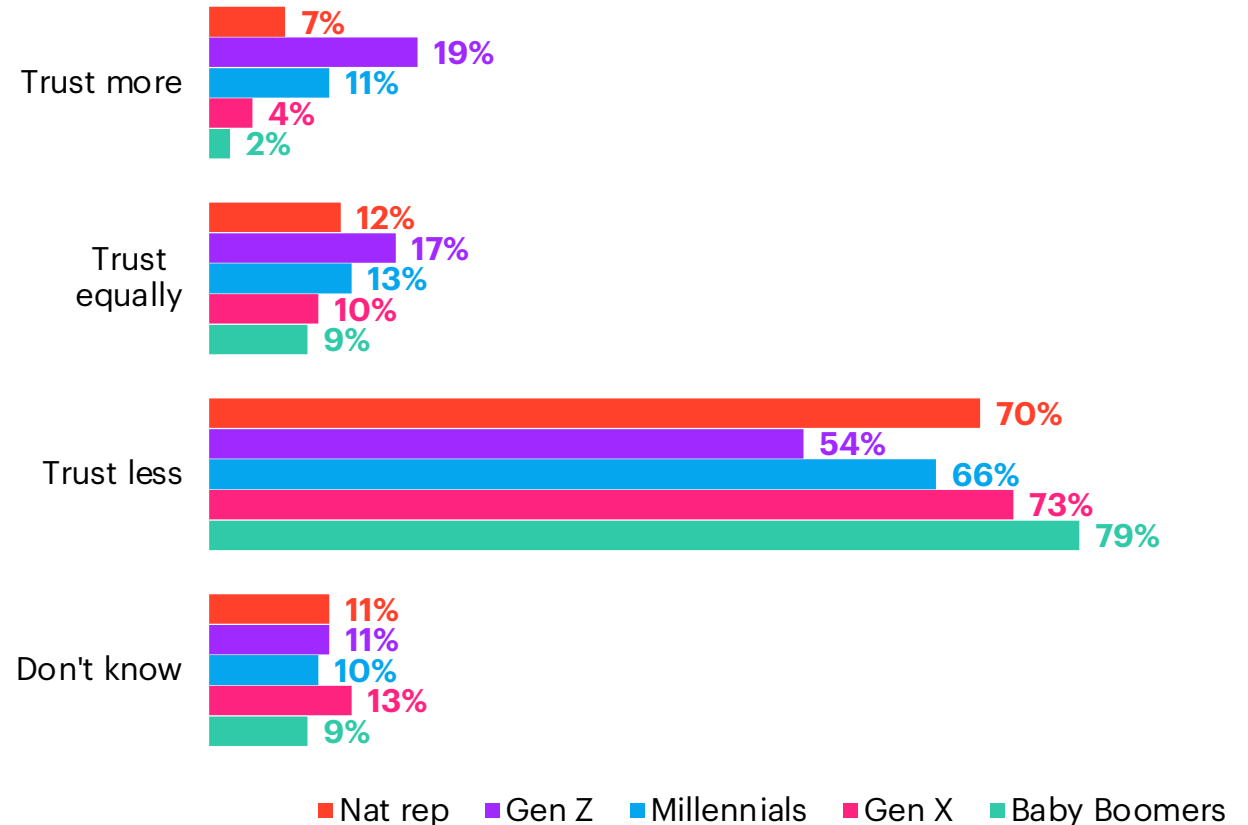
## 7 in 10 Brits trust news content generated by AI less than news created by humans

Meanwhile, only 7% of Brits trust AI-generated news more – reducing to **2%** among **Baby Boomers+**.

**Gen Z** are significantly more likely to trust news created by AI (**19%**) compared to **Nat rep** (**7%**).

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### Do you trust news content generated by AI as much as content created by humans?



Generative AI and news:

Great Britain, US and Denmark are the least likely to trust news generated by AI compared to all surveyed markets

People in Indonesia, India and Hong Kong are most likely to trust equally or more – compared to just 19% of Britain’s residents.

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Do you trust news content generated by AI as much as content created by humans?

	Trust equally or more	Trust less	Don't know
Great Britain	19% ▼	70% ▲	11%
All	37%	53%	10%
Indonesia	70% ▲	19% ▼	11%
Hong Kong	68% ▲	28% ▼	4% ▼
India	68% ▲	27% ▼	4% ▼
UAE	62% ▲	32% ▼	6% ▼
Singapore	45% ▲	47% ▼	8%
Australia	39%	56%	6% ▼
Germany	36%	54%	10%
Italy	33% ▼	60% ▲	7% ▼
Spain	32% ▼	57% ▲	12% ▲
Canada	31% ▼	59% ▲	10%
France	30% ▼	58% ▲	12% ▲
Denmark	25% ▼	63% ▲	13% ▲
Sweden	24% ▼	60% ▲	16% ▲
US	22% ▼	64% ▲	14% ▲

YouGov Surveys, December 16, 2024 – January 2, 2025. n> 500  
All = unweighted average of 15 markets.  
▲/▼: Indicates statistically significant differences compared to All



Generative AI and news:

Optimism about AI and trust in AI-generated news shows strong correlation

Countries with higher levels of optimism for AI are typically more likely to trust news created by AI.

Thinking about AI in general, how do you feel about AI’s increasing role in daily life over the next 10 years?  
Please select one answer.

	Great Britain	All	Australia	Canada	Denmark	France	Germany	Hong Kong	India	Indonesia	Italy	Singapore	Spain	Sweden	UAE	US
Positive sentiment: “Optimistic” or “Excited”	13% ▼	24%	26%	19% ▼	14% ▼	13% ▼	21% ▼	41% ▲	57% ▲	36% ▲	22%	28% ▲	18% ▼	14% ▼	44% ▲	13% ▼

Do you trust news content generated by AI as much as content created by humans?

Trust equally or more	19% ▼	37%	39%	31% ▼	25% ▼	30% ▼	36%	68% ▲	68% ▲	70% ▲	33% ▼	45% ▲	32% ▼	24% ▼	62% ▲	22% ▼
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YouGov Surveys, December 16, 2024 – January 2, 2025. n> 500  
All = unweighted average of 15 markets.  
▲/▼: Indicates statistically significant differences compared to All

Generative AI and brand marketing:

# Gen Z and Millennials are significantly more comfortable with generative AI for brand marketing than older generations

Almost twice as many **Gen Z** are comfortable with generative AI for email newsletters (**39%**) than the general population (20%).

Get in touch

Thinking specifically about brand marketing content, how comfortable are you with the use generative AI to create content for each of the below content types?

	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Email newsletters	20%	39% ▲	27% ▲	13% ▼	10% ▼
Imagery	19%	30% ▲	26% ▲	14% ▼	11% ▼
Video*	18%	30% ▲	24% ▲	14% ▼	11% ▼
Audio (i.e., podcasts/radio)	18%	33% ▲	23% ▲	13% ▼	10% ▼
Social media posts	17%	35% ▲	26% ▲	11% ▼	5% ▼
Articles/blogs	16%	34% ▲	22% ▲	10% ▼	6% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. GB n> 250

\*Video includes both script and visual content.

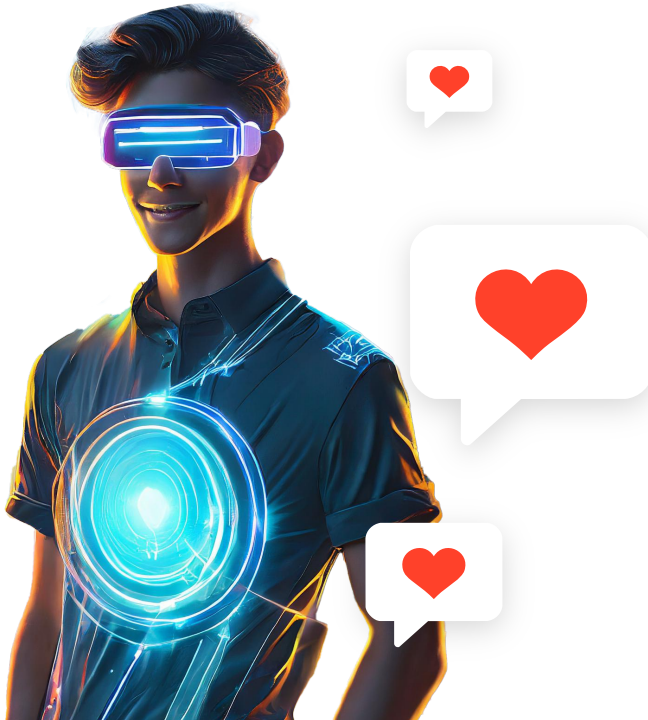
▲/▼: Indicates statistically significant differences compared to Nat rep



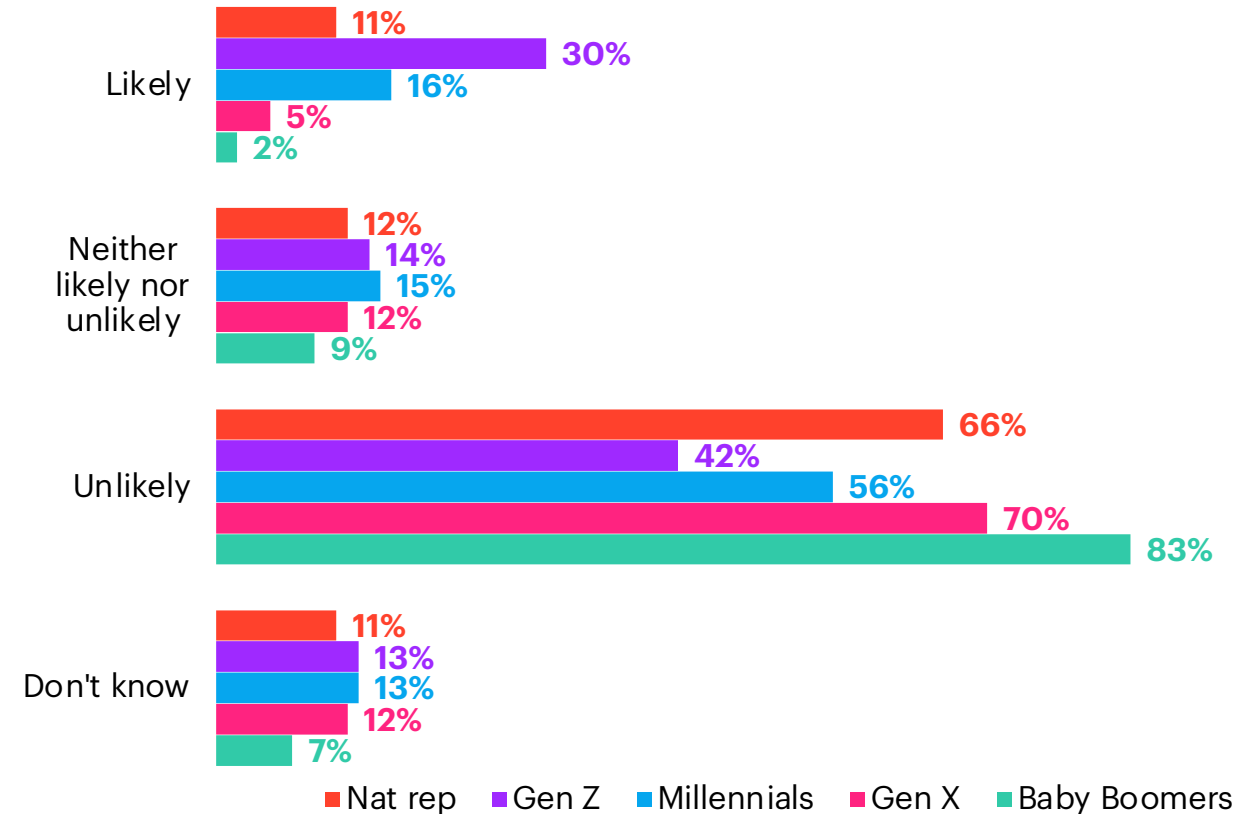
### Generative AI and influencers:

## 1 in 10 Brits are likely to engage with content from AI-generated influencers (11%)

This increases to **30%** among **Gen Z** and reduces to **2%** among **Baby Boomers+.**



How likely are you to read, view or engage with content fronted by an AI-generated influencer, such as @lilmiquela or @magazineluiza, if it was a topic that that was interesting to you?



Generative AI and influencers:

Great Britain, US and Denmark are the least likely to engage with content fronted by AI-generated influencers

People in India, the UAE and Indonesia are the most likely to engage with AI-generated influencers if the topic was interesting.

Get in touch

How likely are you to read, view or engage with content fronted by an AI-generated influencer, such as @lilmiquela or @magazineluiza, if it was a topic that that was interesting to you?

	Likely to engage
Great Britain	11% ▼
All	23%
India	55% ▲
UAE	51% ▲
Indonesia	48% ▲
Hong Kong	40% ▲
Australia	30% ▲
Singapore	26% ▲
Canada	18% ▼
Italy	16% ▼
France	15% ▼
Germany	15% ▼
Spain	14% ▼
Sweden	13% ▼
Denmark	11% ▼
US	11% ▼

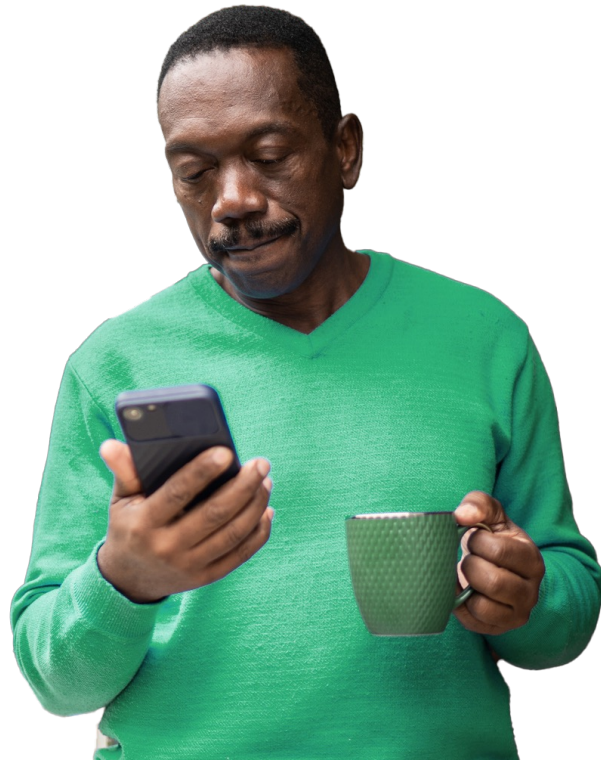
YouGov Surveys, December 16, 2024 – January 2, 2025. n> 500  
All = unweighted average of 15 markets.  
▲/▼: Indicates statistically significant differences compared to All



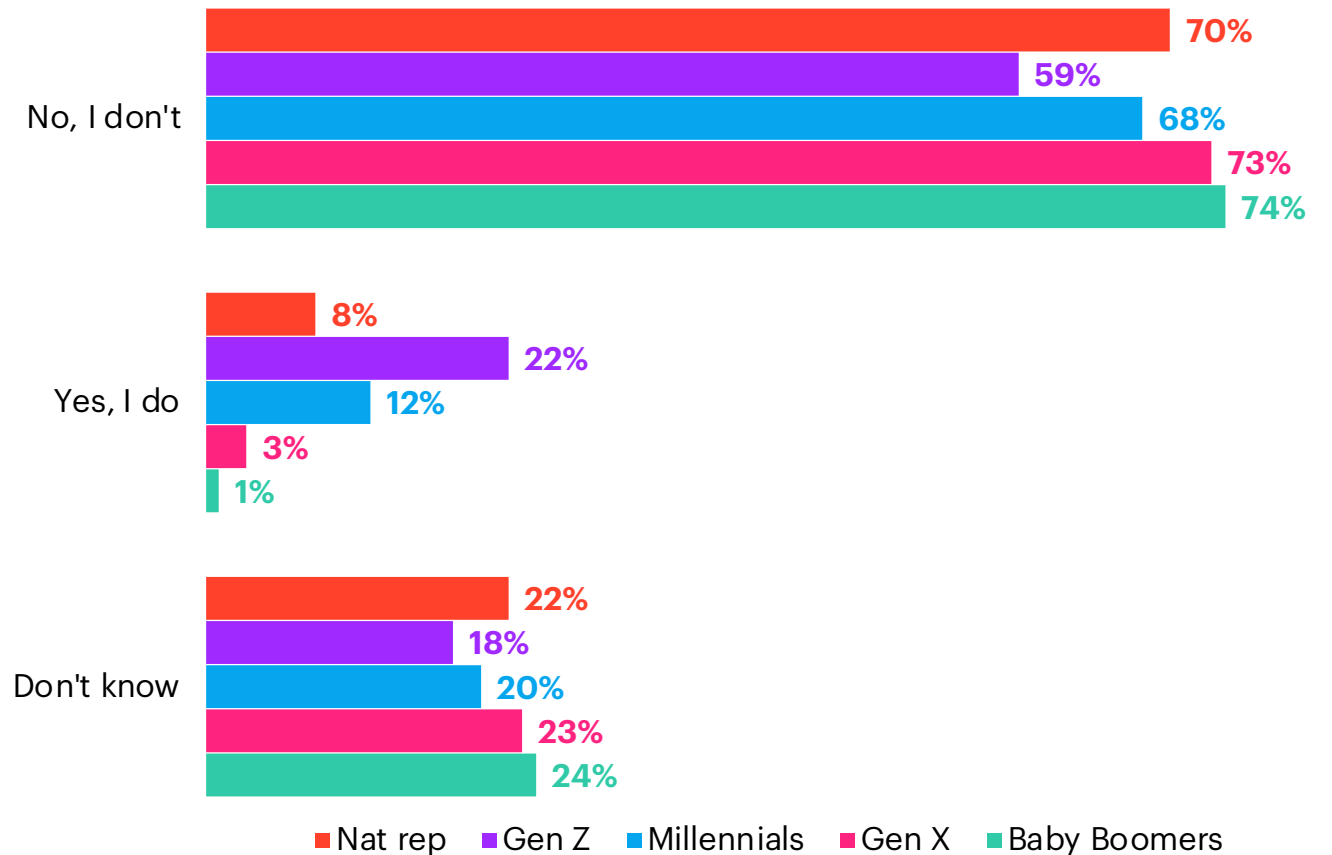
Generative AI and regulations:

## 7 in 10 Brits do not believe there are enough regulations in place for generative AI

This increases to **74%** among **Baby Boomers+**.



Do you think there are enough regulations in place currently to ensure generative AI is used responsibly?



Generative AI and regulations:

Great Britain, Spain and France are most likely to think there are not enough regulations in place for generative AI

People in India, Indonesia and Hong Kong are most likely to think there are enough regulations in place.

Get in touch

Do you think there are enough regulations in place currently to ensure generative AI is used responsibly?

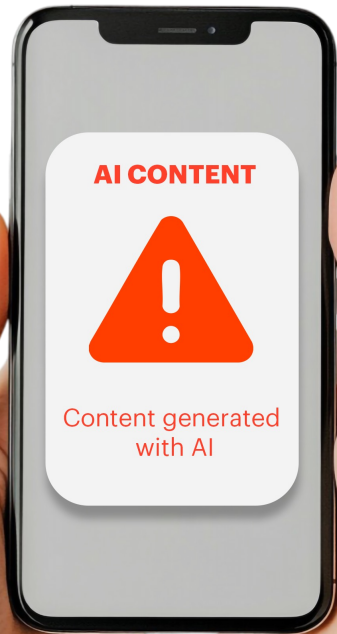
	No, I don't	Yes, I do
Great Britain	70% ▲	8% ▼
All	62%	16%
Spain	78% ▲	8% ▼
France	70% ▲	9% ▼
US	69% ▲	7% ▼
Italy	68% ▲	9% ▼
Sweden	68% ▲	7% ▼
Canada	67% ▲	12% ▼
Australia	62%	22% ▲
Denmark	62%	8% ▼
Germany	61%	12% ▼
Singapore	56% ▼	17%
Indonesia	54% ▼	34% ▲
Hong Kong	52% ▼	29% ▲
UAE	44% ▼	37% ▲
India	40% ▼	46% ▲

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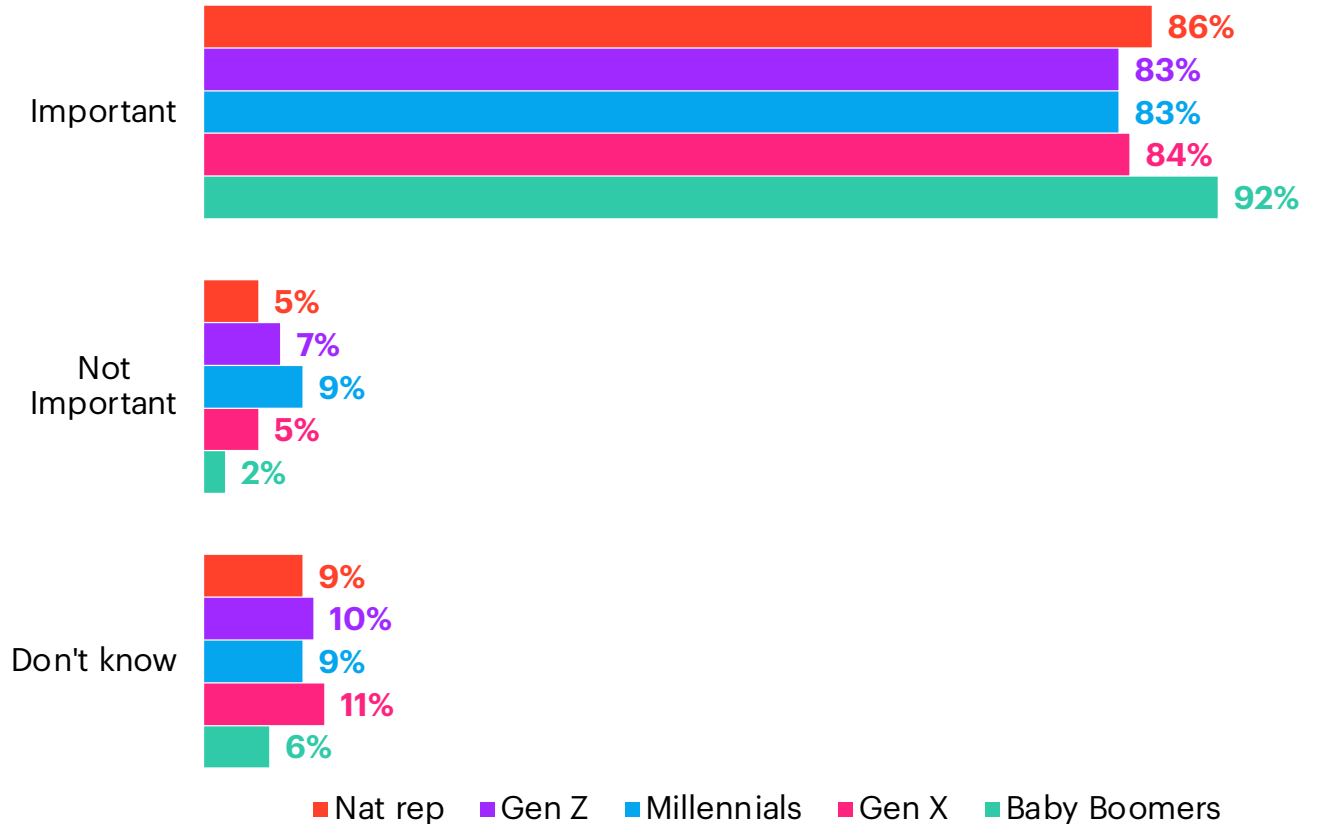


## 86% of Brits think that disclosing generative AI usage is important

This increases to **92%** among **Baby Boomers+**.



How important is it to you that content explicitly states if it was created using **generative AI**?



Generative AI and regulations:

**75%+ of respondents in all surveyed countries state that disclosure is important**

People in Italy, Australia, and Hong Kong are most likely to state it is important.



How important is it to you that content explicitly states if it was created using generative AI?

	% agree it is important
Great Britain	86% ▲
All	81%
Italy	89% ▲
Australia	87% ▲
Hong Kong	84%
Spain	84% ▲
India	81%
Singapore	81%
France	80%
Sweden	79%
Canada	77% ▼
Denmark	77% ▼
Germany	77% ▼
Indonesia	77% ▼
US	77% ▼
UAE	76% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. n> 500  
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▲/▼: Indicates statistically significant differences compared to All

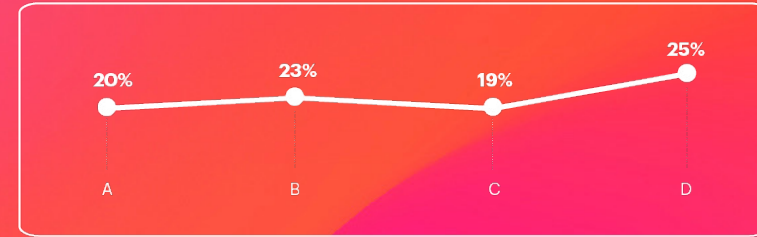
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## Data results



**37%**  
(vs. Nat Rep)





# Thank you

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