

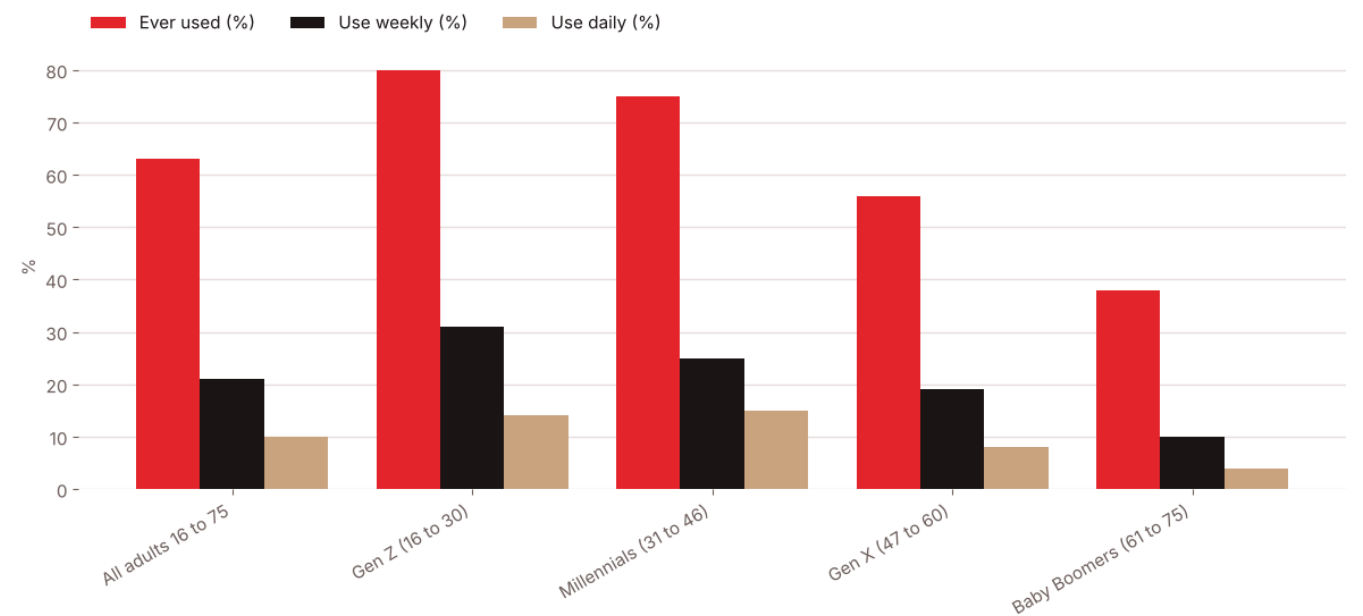
SEARCH AND AI

UK generative AI use by generation, 2026

63% of UK consumers aged 16 to 75 had used a generative AI app such as ChatGPT, Gemini or Claude by May 2026, according to Deloitte's Digital Consumer Trends survey. Use falls sharply with age, from 80% of Gen Z to 38% of Baby Boomers, and one in ten people use a Gen AI app every day.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/uk-generative-ai-use-by-generation/>

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Source: Deloitte · Free data: [anthonymcgrath.co/data/uk-generative-ai-use-by-generation/](https://www.anthonymcgrath.co/data/uk-generative-ai-use-by-generation/)

Key findings

- Almost two in three UK consumers (63%) have used a generative AI app, and 10% use one daily.
- 80% of Gen Z (16 to 30) have used generative AI, more than double the 38% of Baby Boomers (61 to 75).
- Millennials have the highest daily use at 15%, slightly ahead of Gen Z at 14%.

The data

Group	Ever used (%)	Use weekly (%)	Use daily (%)
All adults 16 to 75	63	21	10
Gen Z (16 to 30)	80	31	14
Millennials (31 to 46)	75	25	15
Gen X (47 to 60)	56	19	8
Baby Boomers (61 to 75)	38	10	4

Sources

Deloitte, Digital Consumer Trends 2026 (UK) (Section One, Artificial Intelligence: 'Standalone Gen AI frequency of use' charts, total and by generation, 2026)

<https://www.deloitte.com/uk/en/Industries/tmt/research/digital-consumer-trends.html>

Method

Figures were read from the 'Standalone Gen AI frequency of use' charts in the Deloitte Digital Consumer Trends 2026 report (survey of 4,156 UK respondents aged 16 to 75, fielded May 2026). 'Use weekly' and 'Use daily' are separate answer categories (weekly but not daily, and daily); 'Ever used' is 100% minus those who have never used Gen AI.

Notes

Swapped source: Ofcom's Online Nation 2025 does not publish a headline share of adults using generative AI (it reports ChatGPT reaching 13% of UK online adults in May 2025), so Deloitte's annual UK consumer survey is used instead. It is a commercial survey, not official statistics. The same report shows the share who have ever used Gen AI rising from 26% in 2023 to 36% in 2024, 46% in 2025 and 63% in 2026.

How to cite

UK generative AI use by generation, 2026. Anthony McGrath (www.anthonymcgrath.co), using data from Deloitte. <https://www.anthonymcgrath.co/data/uk-generative-ai-use-by-generation/>

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