# Deloitte GenAI Workforce Survey 2026

*This document is a compiled version of the statistics and findings from Deloitte's GenAI Workforce Survey. The original interactive survey and supporting findings are available on Deloitte's website here: [https://www.deloitte.com/uk/en/issues/generative-ai/genai-workforce-survey.html](https://www.deloitte.com/uk/en/issues/generative-ai/genai-workforce-survey.html)*

Deloitte surveyed approximately 25,000 UK workers to understand how they are actually using generative AI at work and what they think about it. The research covers adoption, use cases, productivity, training, governance, leadership, and Shadow AI.

The survey included 25,000 respondents, across 22 industries and 24 roles, with 64 questions. Fieldwork took place between May and June 2026.

Deloitte's central finding is that GenAI adoption is now widespread, but much of that adoption remains relatively shallow. Many workers have experimented with the technology, but fewer use it frequently. Where it is used, familiar tasks such as searching for information, writing emails, and summarising content dominate rather than more fundamental redesign of work.

The research also identifies a sizeable gap between technology adoption and organisational readiness. Many workers have received no formal GenAI training, unauthorised or unapproved AI use is widespread, and relatively few workers believe their organisation's leadership communicates about GenAI with a clear understanding of the technology. Deloitte argues that investment in tools alone is therefore unlikely to create sustained value.

## Headline findings

| Finding | Deloitte result |
|---|---|
| UK workforce that has used GenAI | **63%** |
| GenAI users using it without their employer's knowledge | **1 in 3 / 31%** |
| GenAI users who have received no formal training | **50%** |
| GenAI users who hear leaders discuss it with a good understanding | **35%** |

# 1. How often are people using GenAI for work?

One important detail here is that Deloitte's chart uses **cumulative thresholds**.

For example, 12% of the UK workforce use GenAI multiple times a day, while 24% use it at least daily. The 24% therefore includes the 12% using it multiple times per day.

## Overall and by industry

| Group | Multiple times a day | At least daily | At least weekly | At least monthly | Have used GenAI at work | Have not used / don't know |
|---|---|---|---|---|---|---|
| UK workforce | 12% | 24% | 41% | 48% | 63% | 37% |
| Information & Communications | 31% | 52% | 69% | 75% | 88% | 12% |
| Financial / Banking / Insurance | 20% | 38% | 56% | 65% | 79% | 22% |
| Healthcare / Social work | 9% | 20% | 35% | 41% | 56% | 44% |

The industry chart shows a particularly large difference between Information & Communications and Healthcare / Social work. GenAI has been used by 88% of workers in Information & Communications, compared with 56% in Healthcare / Social work.

## By role

| Role | Multiple times a day | At least daily | At least weekly | At least monthly | Have used GenAI at work | Have not used / don't know |
|---|---|---|---|---|---|---|
| UK workforce | 12% | 24% | 41% | 48% | 63% | 37% |
| Marketing | 26% | 42% | 62% | 71% | 87% | 13% |
| Human Resources | 24% | 43% | 63% | 71% | 83% | 17% |
| Finance | 13% | 29% | 48% | 56% | 72% | 28% |

Marketing and HR stand substantially above the overall workforce for both adoption and regular use.

## By gender

| Gender | Multiple times a day | At least daily | At least weekly | At least monthly | Have used GenAI at work | Have not used / don't know |
|---|---|---|---|---|---|---|
| UK workforce | 12% | 24% | 41% | 48% | 63% | 37% |
| Men | 15% | 28% | 45% | 52% | 66% | 34% |
| Women | 9% | 20% | 36% | 43% | 60% | 40% |

## By work location

| Location | Multiple times a day | At least daily | At least weekly | At least monthly | Have used GenAI at work | Never used |
|---|---|---|---|---|---|---|
| UK workforce | 12% | 24% | 41% | 48% | 63% | 37% |
| Greater London | 21% | 37% | 55% | 61% | 76% | 24% |
| Rest of UK | 10% | 22% | 38% | 45% | 61% | 39% |

The geographical difference is considerable at the high-frequency end. Workers in Greater London are about twice as likely as those elsewhere in the UK to report using GenAI multiple times per day, 21% versus 10%.

# 2. What is GenAI being used for?

Deloitte's productivity research suggests that GenAI use is still concentrated around familiar knowledge-work activities rather than fundamentally new forms of work.

## Tasks performed using GenAI

| Task | All GenAI users | Intensive GenAI users, multiple times a day |
|---|---|---|
| Search | 43% | 55% |
| Writing emails | 43% | 58% |
| Summarising | 31% | 48% |
| Transcription | 18% | 30% |
| Translating | 14% | 24% |
| Coding | 10% | 21% |

Search and email writing are the two most common activities, each used by 43% of GenAI users. Intensive users broadly perform the same kinds of tasks, but more frequently. Deloitte interprets this as evidence that much current use improves or accelerates existing activities rather than transforming how work itself is organised. screencapture-deloitte-uk-en-is…

Its productivity deep dive summarises the position with four findings:

- roughly half of people using GenAI report time savings, while the other half do not;
- 27% of people who save time use at least some of that time for personal activities;
- search and email remain dominant uses;
- and only 8% of users believe losing access to GenAI would make their job much harder.

# 3. How much time does GenAI save?

Unlike the adoption chart, these categories are mutually exclusive.

## Weekly time saved by industry

| Weekly time saved | UK workforce | Information & Communications | Financial / Banking / Insurance | Healthcare / Social work |
|---|---|---|---|---|
| 5+ hours | 7% | 21% | 10% | 5% |
| 3–5 hours | 5% | 13% | 7% | 4% |
| 2–3 hours | 6% | 10% | 9% | 5% |
| 1–2 hours | 8% | 11% | 10% | 7% |
| Less than 1 hour or don't know | 6% | 5% | 6% | 6% |
| Used GenAI at work but saved no time | 31% | 27% | 36% | 29% |
| Haven't used GenAI at work | 37% | 12% | 22% | 44% |

Across the whole workforce, **7% report saving five or more hours per week** through GenAI. This rises sharply to **21% in Information & Communications**, compared with **5% in Healthcare / Social work**.

Adding together the reported time-saving categories suggests that around a third of the UK workforce reports at least some weekly time saving, while **31% have used GenAI but report saving no time at all**. Deloitte itself describes this more cautiously as “around 30%” saving at least some time each week.

The productivity deep dive adds that around **one in eight workers, 12%, report saving more than three hours per week**. Deloitte estimates that, if the claimed savings are scaled across the workforce, they are equivalent to roughly **one million full-time employees**, although it also cautions that workers may not accurately recall precisely how much time they have saved.

# 4. What happens to the time saved?

Deloitte also asked workers who save time using GenAI what they subsequently do with it.

| Time saved is used for… | Respondents |
|---|---|
| Same employer, same work | 50% |
| Same employer, different work | 45% |
| Another employer | 6% |
| My own business | 4% |
| Personal work, such as chores or childcare | 16% |
| Leisure | 9% |

Respondents could select more than one answer, so these percentages are not intended to sum to 100%.

Deloitte concludes that employers usually capture at least some of the productivity benefit: around half of people who save time use it to do more of the same work, and 45% use it for other work for the same employer.

However, Deloitte reports that **27% of time-savers use at least some of the gain for personal tasks**, meaning productivity gains do not necessarily translate directly into additional employer output.

# 5. How indispensable is GenAI?

Workers who had used GenAI within the previous three months were asked what would happen to their job without access to it.

| Without access to GenAI, my job would be… | Response |
|---|---|
| Much harder | 8% |
| Somewhat harder | 37% |
| No different | 41% |
| Somewhat easier | 7% |
| Much easier | 4% |
| Don't know | 2% |

Deloitte therefore characterises GenAI as genuinely indispensable for only **8%** of UK workers using it.

A combined **45% say their work would become harder** without GenAI, but 41% believe it would make no difference. Another 11% say work might actually become easier without the technology.

Deloitte interprets this as evidence that GenAI remains relatively early in its adoption curve and is not yet embedded deeply enough in most people's work to be considered essential.

# 6. Shadow AI

Deloitte defines Shadow AI as employees using GenAI tools at work without their employer's permission or knowledge.

Its research suggests that this behaviour is already widespread.

## Use of authorised and unauthorised tools

Respondents could select multiple answers.

| "I have used GenAI tools at work…" | GenAI users |
|---|---|
| That I have permission to use | 68% |
| Without my employer's knowledge, but I think they would approve | 22% |
| Without my employer's knowledge, but I think they would not approve | 9% |
| My employer has banned | 4% |
| Prefer not to say | 7% |

Combining the two "without my employer's knowledge" groups produces Deloitte's headline finding that **31% of GenAI users are using it without their employer knowing**.

Deloitte describes this as a governance challenge because actual employee behaviour can diverge considerably from official AI policies and approved technology stacks.

## What kinds of tools are employees using?

| Type of GenAI tool | UK GenAI users |
|---|---|
| In-house tools | 17% |
| External tools paid for by employer | 34% |
| External tools paid for personally | 17% |
| Free-to-use tools | 46% |
| Don't know | 9% |

Again, respondents could use several kinds of tool.

Free tools are therefore the most widespread category, used by **46% of GenAI users at work**.

Meanwhile, **17% pay personally for AI tools that they use for work**. Deloitte estimates that UK workers are collectively spending around **£1 billion a year** on their own AI tools. Among these self-funders, 6% spend more than £50 a month, generally because they subscribe to several tools.

Financial, Banking, and Insurance workers display a somewhat different pattern. Deloitte reports that:

| Tool type | UK overall | Financial / Banking / Insurance |
|---|---|---|
| In-house tools | 17% | 28% |
| Company-paid external tools | 34% | 41% |
| Personally paid tools | 17% | 19% |

So despite greater employer investment in formal tools within financial services, personally funded tools remain slightly more common there than across the workforce overall.

# 7. Why are people using self-paid or unapproved AI?

| Reason | Respondents |
|---|---|
| Saves time and boosts efficiency | 40% |
| I pay for it personally, so also use it for work | 31% |
| Need a higher usage limit | 22% |
| Better than company tools | 21% |
| Improves my chances of promotion | 16% |
| Essential to my job, but my employer won't pay | 14% |

The findings are interesting because Shadow AI is not presented simply as employees ignoring rules.

For many workers there is a practical incentive: they perceive the external tool as faster, better, less restricted, or valuable enough to pay for themselves.

Deloitte therefore argues that organisations cannot solve Shadow AI simply by imposing stricter rules. It recommends governance that combines risk management with an understanding of what employees actually want from GenAI and why they are going elsewhere to obtain it.

# 8. Leadership

Deloitte's leadership research identifies a substantial communication gap.

It reports that **65% of GenAI users do not hear their leaders talking about the technology with what they regard as a clear understanding of it**.

## How employees perceive leadership communication

| Leaders at my company talk about the integration and use of GenAI… | Response |
|---|---|
| With a good understanding of it | 35% |
| They don't have a good understanding of it | 30% |
| Don't talk about it | 18% |
| Not applicable / don't know | 16% |

This is where Deloitte gets its headline **35%** figure for workers hearing leaders discuss GenAI with a good understanding.

Deloitte also reports that **23% of UK workers believe there is a stigma attached to using GenAI**, with senior leaders more likely than other workers to perceive such a stigma.

# 9. GenAI policies and governance

Deloitte's policy data works as a funnel.

| Policy awareness | GenAI users |
|---|---|
| Say their company has an AI policy | 44% |
| Know where to find the policy | 36% |
| Know what the policy says | 33% |
| Believe it is clear and up to date | 28% |

Deloitte additionally reports that:

- **34% say their company has no GenAI policy at all**
- **23% do not know whether one exists**
- only **28%** reach the point of having a policy they can find, understand, and regard as clear and current.

Deloitte's interpretation is that governance is not simply about producing rules. Workers need to know that those rules exist, understand them, and be confident about applying them in practice.

# 10. Training

One of the strongest themes in the survey is the gap between adoption and formal capability development.

Deloitte reports that:

**50% of GenAI users have received no formal training at all.**

Only **20% have received mandatory training**.

Among workers who have received training:

| Training format | Share receiving it |
|---|---|
| Online | 59% |
| In person | 36% |
| Self-service portals | 18% |

The survey therefore describes a workforce in which millions of people are already using GenAI but are largely teaching themselves how to use it, including how to prompt effectively, evaluate outputs, and handle data appropriately.

# 11. What support do workers say they need?

| Support requested to include GenAI in daily tasks | UK workforce |
|---|---|
| Training and capability building | 51% |
| Peer support and knowledge sharing | 31% |
| Leadership and culture | 22% |

The categories themselves aggregate several kinds of support.

**Training and capability building** includes foundational and advanced GenAI skills, evaluating and fact-checking outputs, prompt engineering, cybersecurity training, and ethical considerations.

**Peer support and knowledge sharing** includes mentoring by experienced GenAI users, internal communities and knowledge-sharing forums, and access to internal GenAI champions.

**Leadership and culture** includes stronger leadership endorsement and encouragement, and a more innovation-friendly culture.

Deloitte reports that **51% of the UK workforce say training would encourage them to use GenAI more often**, while only **20% of current users describe themselves as highly proficient**.

Its conclusion is that wider and more effective adoption may depend less on simply providing access to tools and more on developing people's confidence and capability.

# 12. Deloitte's overall picture

Taken as a whole, the survey paints a fairly coherent picture.

GenAI has already reached the majority of the UK workforce, but **reach is not the same as maturity**.

63% of workers have used it, yet only 12% use it multiple times every day. Much of that activity remains concentrated in search, emails, and summarisation. Around half of users report little or no measurable time saving. Only 8% regard GenAI as important enough that losing it would make their job much harder.

At the same time, workforce adoption has moved faster than many organisations' structures around it. Half of users have received no formal training. Around a third are using AI without their employer's knowledge. Only 28% report having an AI policy that they can find, understand, and regard as clear and current. Only 35% hear leaders discussing GenAI with what they regard as a good understanding.

Deloitte's three deep dives therefore converge on essentially the same organisational issue: successful GenAI adoption is not simply a technology deployment exercise. Productivity depends on how the tools are used; governance has to account for real employee behaviour rather than only approved systems; and adoption needs to be supported by training, leadership, clear guardrails, and capability development.