# IBM: 74% of UK and Irish consumers now comfortable with AI-driven decision-making



A new IBM-commissioned study reveals growing public confidence in artificial intelligence, with 74% of consumers in the UK and Ireland now comfortable allowing AI assistants to help with decisions—from personalised recommendations to household finances.

The findings reflect a maturing market for AI, with 79% of respondents trusting AI-powered chatbots and 72% enjoying their use. Nearly half are willing to let AI manage paid service subscriptions, while over half support AI use in everyday decisions.

Top consumer priorities include speed and convenience (40%), strong privacy protections (37%), and 24/7 support (35%). But trust still hinges on transparency—63% want clarity and control over AI’s role, and 44% remain concerned about data privacy.

Regional trends show widespread adoption: 85% of consumers in the North and 84% in the Midlands use virtual assistants. In London, 63% trust AI information, while retail-specific AI trust hits 65% in the West Midlands. Younger generations are more open—63% of 18–24-year-olds trust AI, compared to just 32% of over-55s.

While Ireland leads with 91% AI adoption among businesses, the UK remains cautious, with just 37% of large enterprises deploying AI. Yet returns are promising: two-thirds of B2B revenue leaders in the UK and EU report AI ROI within the first year.

With Prime Minister Keir Starmer projecting a £47 billion boost from AI-powered productivity gains, the UK’s AI Opportunities Action Plan is supporting infrastructure and enterprise adoption.

Together, rising consumer trust and national strategies signal a pivotal moment for UK and Irish businesses—those who prioritise transparency, privacy, and education will be best placed to lead in responsible AI innovation.

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## Bibliography

1. <https://uktechnews.co.uk/2025/09/30/ibm-study-growing-customer-acceptance-of-ai-opens-up-new-business-opportunities-in-uk-and-ireland-trust-remains-key/> - Please view link - unable to able to access data
2. <https://uk.newsroom.ibm.com/growing-customer-acceptance-of-ai-in-uk> - A recent IBM study reveals that 74% of UK and Ireland consumers are comfortable with AI-powered assistants influencing their decisions, from personalised suggestions to managing household finances. This trend indicates a growing openness to AI in daily life, presenting businesses with opportunities to leverage AI agents for customer-driven growth, provided the technology is transparent and trustworthy. The study also highlights that 79% of respondents trust interactive AI experiences like chatbots, and 72% enjoy using them, suggesting a maturing market for AI services.
3. <https://www.tcd.ie/news_events/top-stories/featured/ai-expected-to-add-250bn-to-irelands-economy-by-2035/> - Research from Trinity College Dublin and Microsoft Ireland projects that AI adoption could contribute at least €250 billion to Ireland's GDP by 2035. The 'AI Economy in Ireland 2025' report indicates a significant surge in AI adoption, with 91% of organisations now using AI, nearly doubling from 49% in 2024. This rapid adoption positions Ireland ahead of many EU counterparts, highlighting the transformative potential of AI in the Irish economy.
4. <https://www.idaireland.com/latest-news/insights/artificial-intelligence-research> - Ireland has emerged as a leader in AI adoption, with AI usage surging to 91%, nearly doubling from 49% in 2024. This growth is driven by a robust tech ecosystem, a skilled workforce, and strong government support. Global companies like IBM and OpenAI are establishing AI research and innovation hubs in Ireland, contributing to its recognition as a European startup hotspot, with 63% of Irish startups adopting AI, 36% of which place AI at the core of their business models.
5. <https://uk.newsroom.ibm.com/UK-Lags-Leading-Asian-Economies-on-Enterprise-AI-Adoption-New-IBM-Study> - An IBM study reveals that 37% of UK enterprises with over 1,000 employees have actively deployed AI, compared to 59% in India, 58% in the UAE, 53% in Singapore, and 50% in China. While 41% of large UK enterprises are exploring AI, 40% of those already using AI plan to accelerate their investments. The main barriers to deployment include limited AI skills (38%), high costs (31%), and data complexity (29%).
6. <https://www.itpro.com/technology/artificial-intelligence/ai-adoption-is-finally-driving-roi-for-b2b-teams-in-the-uk-and-eu> - A report by Responsive and the Association of Proposal Management Professionals (APMP) indicates that nearly two-thirds of B2B revenue leaders in the UK and EU are achieving ROI from AI adoption within the first year. The 'Winning Business in the Age of AI' report highlights that 19% of successful organisations realised ROI within three months, and 27% within six to twelve months, underscoring the rapid impact of AI integration in business operations.
7. <https://www.reuters.com/world/uk/uk-pm-starmer-outline-plan-make-britain-world-leader-ai-2025-01-12/> - UK Prime Minister Keir Starmer aims to position Britain as a global leader in artificial intelligence. In a London speech, he highlighted the economic benefits of AI, predicting a 1.5% annual productivity boost, equating to an extra £47 billion over a decade. The government plans to implement 50 recommendations from the 'AI Opportunities Action Plan,' including expedited planning permissions for data centres and energy connections, with the first such centre to be built in Culham, Oxfordshire.