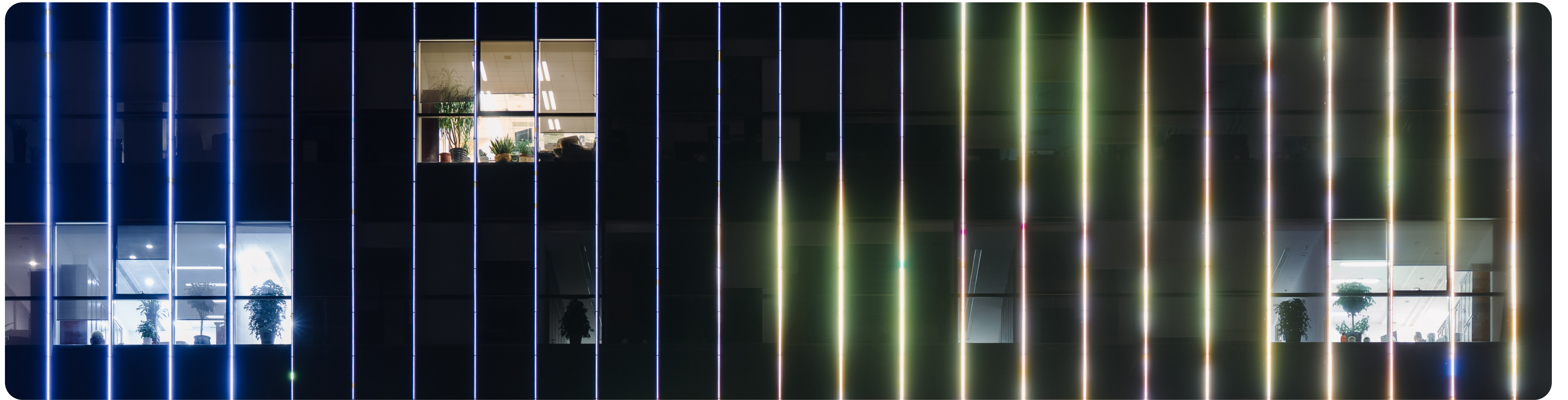


AI Everywhere.



How business leaders view AI in life, work and society



\$15tn

"AI will add an estimated \$15 trillion to global GDP by 2030"¹

DELL™ – Dell

+15%

AI adoption will "boost global economic output by up to 15 percentage points over the next decade"²

pwc – PwC

~40%

"AI will affect almost 40 percent of jobs around the world, replacing some and complementing others"³

 – IMF

As we face up to the massive power of AI, hyperbole is **everywhere**...

Vendors, analysts, and researchers are all making bold claims about its seismic impact. The AI wave is here, but in truth, no one can fully predict all the changes it is bringing.

For this reason, Endava commissioned our latest research report to find out the reality of AI, not as a prediction but as people are experiencing it in the here and now.

We think it's vital to turn our attention to society, trust, governance, and ethics, as well as business. This is because AI's impact will touch all of society. Operational productivity gains are welcome, but for AI to work for everyone everywhere, we need to view it in terms that go beyond immediate business needs.

For this research, **we spoke to 500 business decision makers in the UK, from owners and the C-Suite to middle and junior management, across multiple industries.** We asked them about AI in business, in their personal lives, and their views of AI in society and government's role.

The UK is a pivotal market for AI adoption. It's a commerce and technology hotspot, sitting as a leading nation in the global AI conversation – but outside of the immediate shadow of the US- and China-based AI giants, it has the space to manoeuvre its own, decisive path to the future. It's little wonder that the government here is pinning significant hopes on AI for economic growth.⁴

How UK businesses engage with and react to AI will have far-reaching consequences as they guide massive budgets, workforces, machinery and payments infrastructure. Their insights are important to help you better understand and contribute to public discourse, business strategy and policy direction.

Let's find out what they said. →

Key findings



AI has become a societal utility, not just a business tool

65% agree that access to AI is just as important to UK society as having access to essential utilities like water and energy.

While AI adoption initially targeted productivity gains, it's now clear it will have a central role throughout civil life. Our respondents view AI access in terms of critical infrastructure.



People trust AI with personal decision making

66% of UK respondents would somewhat or completely trust a completely automated AI to make lifestyle decisions on their behalf.

Our respondents indicated that in addition to allowing AI to make high-stakes business decisions, they are ready to outsource personal responsibilities too, such as career, lifestyle, health and finance decisions.



AI adoption is the dominant business priority

65% agree that access to AI is just as important to UK society as having access to essential utilities like water and energy.

While AI adoption initially targeted productivity gains, it's now clear it will have a central role throughout civil life. Our respondents view AI access in terms of critical infrastructure.



There's a gap in organisations between AI strategy and execution

50% of UK C-Suite respondents said they expect their company to be at an 'Advanced' stage on the 'AI Transformation Journey' in two years' time, compared to 33% of middle management and 29% of junior management.

Senior respondents are more confident that their AI strategies will deliver success in the next two years. Do we need more cultural alignment around the complexities – and potential barriers – of transformation?



Business leaders are optimistic, but are they misallocating capital?

47% of UK respondents agree that their organisation "is not investing in the right AI technologies to drive meaningful business value".

Most believe that AI is already enhancing efficiency, profitability and innovation. However, a notable portion of employees feel organisations are not yet investing in the ideal technologies to deliver long-term value.



Concern that national infrastructure can't cope with AI demands

55% agree that AI cannot be used to its fullest potential due to limitations in the UK's infrastructure.

Amid high AI usage, there are concerns about infrastructural capacity. Building needs to start now: the International Energy Agency (IEA) predicts energy demands from AI data centres will quadruple by 2030.⁵



There's high confidence in the government's AI strategy

64% of respondents agree the UK government is doing all it can to drive AI in the country; 12% disagree.

Political prioritisation of AI as an economic imperative has not gone unnoticed amongst our respondents, with a notably low level of dissatisfaction around the investments being made.



Global regulation is desired and required

96% of UK respondents feel it's important for an independent global organisation or governing AI body to lead the drive for AI; 94% think the government should lead.

To eliminate the risks inherent in AI, our respondents are almost universally in favour of a global organisation to take responsibility for creating common policy and practice around AI.

Using AI: The impact on our daily lives

AI has moved from science fiction to ubiquitous technology in just a few years. **ChatGPT claims it has 400m weekly users**,⁶ and AI assistants are popping up everywhere, with Grok on X, Copilot in Office, and Meta AI in WhatsApp. Its use cases range from creating cartoon characters and asking for movie suggestions to groundbreaking medical research and revealing the mysteries of ancient history.⁷

To understand how it’s proliferating among business leaders, we asked our survey respondents about their familiarity with AI and how often they use it, as well as gaining insight into their views on trust and impact.

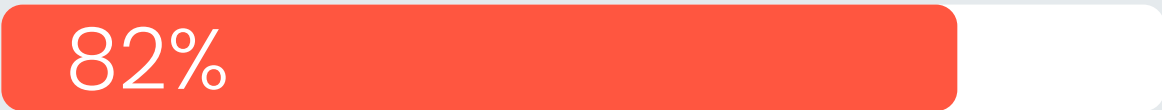
Familiarity and Use



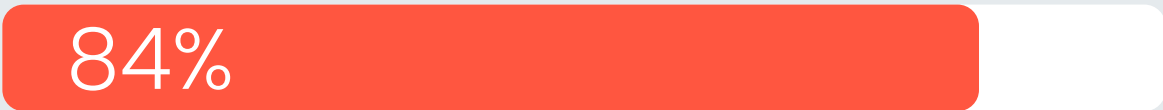
90% of UK respondents are at least **somewhat familiar with AI and its capabilities**. 19% said completely familiar. Only 1% said not at all familiar.



88% of UK respondents **use AI-powered smart devices at least once a month**; 25% use them every day; 7% never do.



82% of UK respondents **use AI to generate text and images at least once a month**; 14% use it every day; 10% never use it.



84% of UK respondents **have conversations with AI or use it as a companion at least once a month**; 19% do this every day; 9% never do.

There’s a very high level of familiarity with AI among our respondents, and that extends beyond Generative AI to include Agentic AI, Predictive AI, Automation AI and Conversational AI. They’re also using the technology regularly, with an overwhelming majority using AI at least once a month and up to a quarter using it every day.

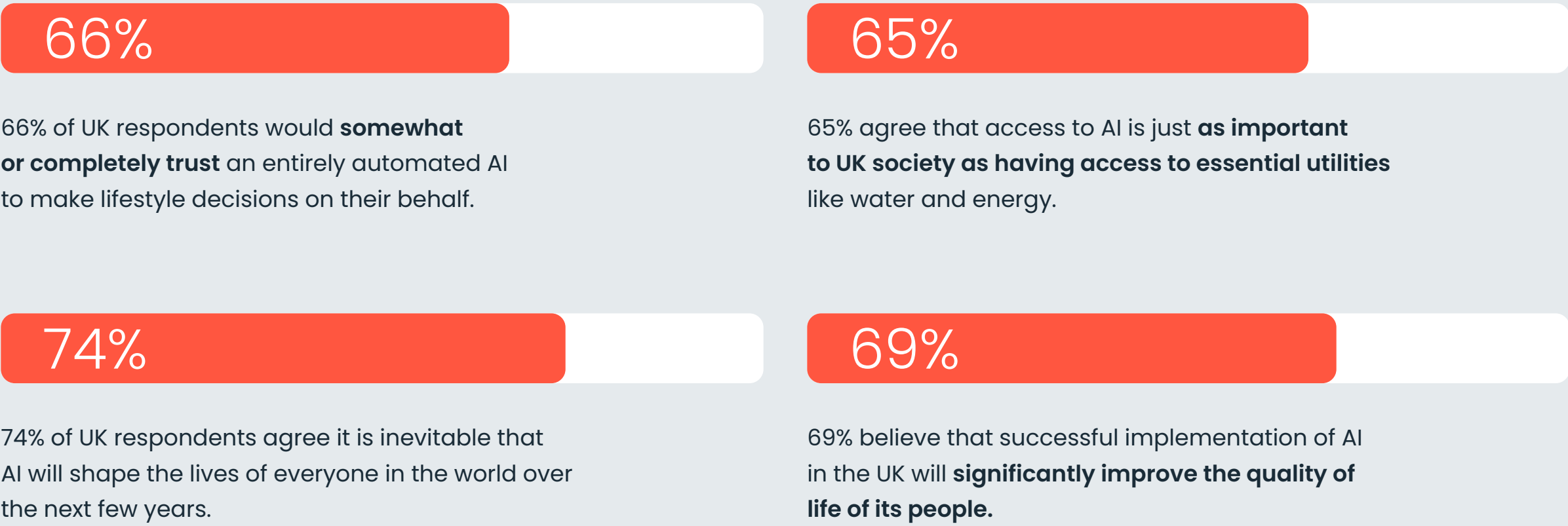
Looking into the demographic data we, perhaps unsurprisingly, see lower usage levels amongst older respondents than younger respondents – but it also falls between very senior roles and middle and junior management, even when using AI in a personal context. **89% of Gen Z respondents use AI to generate text or images at least once a month, compared to 67% of Gen X** respondents. 100% of our C-Suite respondents report using AI for everyday tasks like to-do lists, compared to 80% of middle managers.

It’s notable that AI penetration amongst business leaders is reported across the board. It’s not just one or two use cases where we see engagement: in every use case we asked about, right down to supporting with hobbies and learning, we see a clear majority of business decision makers at least occasionally using AI.



Using AI: The Impact on Our Daily Lives

Trust and Impact



Perhaps the most illuminating statistic of all is that our respondents rank AI access close to water and energy in importance. It’s no longer just a business or entertainment tool; it’s a public utility. Of course, an audience of business leaders may be more tech-optimistic than the general population, but it’s a stark indication of just how important and powerful AI is.

Another surprising detail is the extent to which people trust AI to make decisions on their behalf, with a clear majority happy to outsource lifestyle decisions.

Again, this varies with age: **just 3% of UK Gen Z wouldn’t trust AI to make lifestyle decisions** while 32% of Baby Boomers say the same. Although people are clearly comfortable with AI support, it begs the question: can AI really make better choices for you than your own intuition?

The message is clear: from the business decision maker’s perspective, AI is a must-have, not just a nice-to-have, both for themselves personally and for the society around them.

“As AI continues to evolve, trust remains the cornerstone of its integration into our lives. Encouragingly, recent data shows that trust in AI is growing, and faster than many expected. I’m confident that just a year ago, there would have been far fewer people willing to accept full AI automation of decisions around their career, health, lifestyle and finances.

Data-driven, automated operations have turbo-charged business in many sectors, so it will be fascinating to observe how this plays out in people’s lives. While a business might measure value through productivity and profit, individuals will use different indicators – ones rooted in wellbeing, empowerment and time saved.

So, the real question is: when people start handing over personal decisions to AI, how will they define success?”

— Matt Cloke, CTO, Endava

AI in business: The compound interest of AI

At Endava, we work with clients on both integrating AI for specific use cases and preparing overall IT estates for AI integration.

That AI has benefits for business is undisputed.

The question now is, “who’s going first?” and “how far?”. Of course, there are risks associated with leading the pack – followers can enjoy the certainty of using a tried and tested AI solution – but the rewards can be even greater.

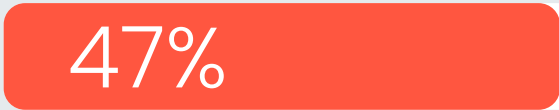
Those who are already embracing AI are accelerating, gaining ground in efficiency, productivity and insight. Obviously, with large (and often unpredictable) investments needed, deep pockets help. According to McKinsey, companies with at least \$500 million in annual revenue are changing more quickly than smaller organisations.⁸

How are our respondents using and investing in AI in their businesses and how do they assess the value it has delivered?

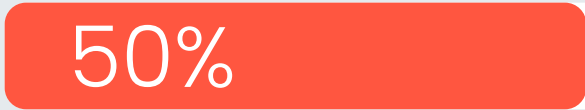
Investment



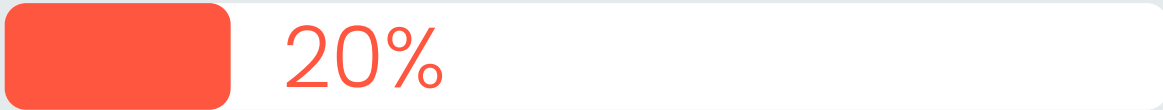
Adopting AI is the no. 1 business priority for our UK respondents; Investing in tech other than AI is no. 2; Upskilling the workforce is no. 3.



47% of UK respondents agree that their organisation “is **not investing in the right AI technologies** to drive meaningful business value”.



50% of UK C-Suite respondents said they **expect their company to be at an ‘Advanced’ stage on the ‘AI Transformation Journey’ in two years’ time**, compared to 33% of middle management and 29% of junior management.



20% of UK respondents agree that their organisation is completely AI ready.

AI in business: The compound interest of AI

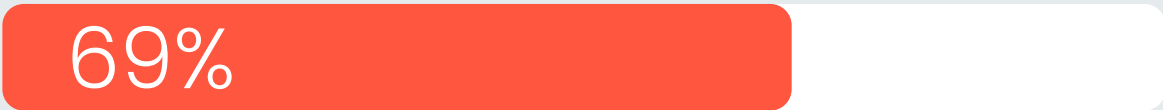
Across our respondents, adopting AI is the number one business priority – emphasising that in 2025 it’s seen as the biggest driver of improved profitability, whether that’s through new revenues or operational efficiency.

However, there is misalignment between those at the top of organisations and those in the management layer. More owners and the C-suite think theirs will be ‘advanced’ AI organisations in the next couple of years than middle and junior management, indicating a discrepancy between the people who set strategy and those who are expected to execute it.

With regards to sectors, AI adoption is particularly emphasised in financial businesses such as wealth management and payments, compared to areas like supply chain, leisure or retail. Regardless of the sector, there is also a feeling that organisations are not investing in the right places – which is perhaps unsurprising with a new technology whose capabilities are not yet fully understood.

This detail also, of course, stands in contrast to our data around personal enthusiasm for AI. Here, we can see a willingness to innovate that businesses as a whole need to harness and capitalise on.

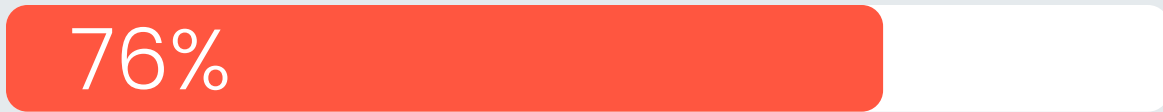
Value



69% of UK respondents agree the implementation of AI has already had **a direct impact on increasing their organisation’s profits**; 12% disagree.



57% of UK respondents think that if their organisation fails to make significant progress with AI, it would take less than two years for it to lose market share; 23% think it could lose market share in less than one year.



76% of UK respondents agree successful implementation of AI in their organisation will **significantly improve employee job satisfaction**; 7% disagree.



“Our research shows that people already see the promise of AI being transformed into the profit of AI. This reflects our experiences with clients, many of whom are enjoying better efficiency and profitability.

Something that I’m particularly happy to see is the confidence that this technology will improve working lives. There has been a lot of fearmongering around what AI will do to work – some fair, and some not – but it seems people working with it out there in the real world are gladly engaging with it and getting value from it.”

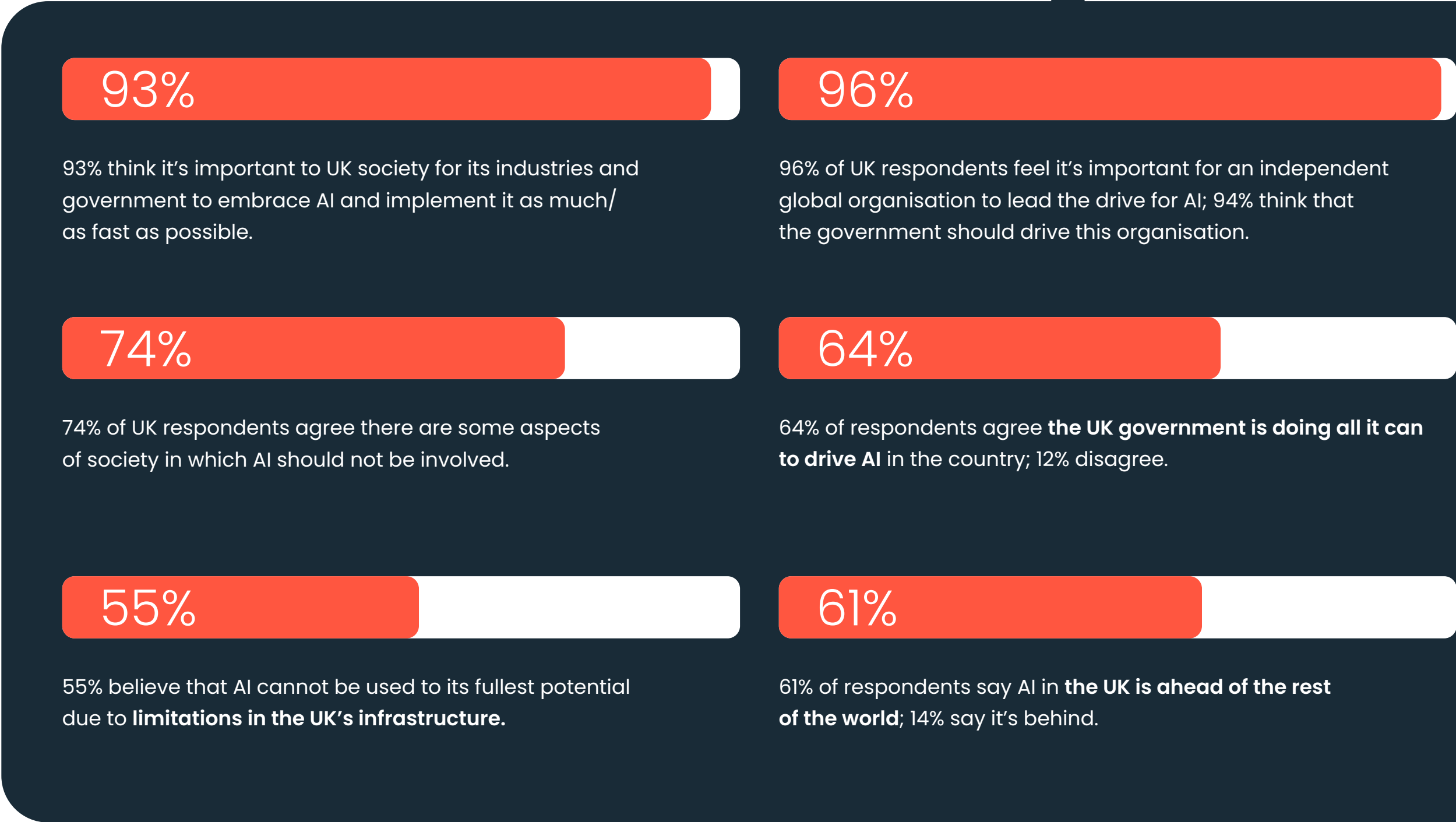
— Matt Cloke, CTO, Endava

AI in society: Governance and ethics

As AI infrastructure and models become central to economic and societal progress, shifting global power dynamics become more important.

Is it safe to rely on foreign-developed AI platforms? Should the UK (or, indeed, any other nation) build its own AI models? Will there be a centralised, global set of ethical AI standards? And who decides?

These might be the biggest questions in technology right now – and well beyond the means of any one business to steer. But, always, our collective solutions need to align with individual attitudes across the business world. As we move into an era of AI everywhere, these governance questions need to be settled.



Conclusion

Conclusion and methodology

With AI moving so fast, both in terms of adoption and development, it's critical for business decision makers to keep up to date with its current context.

This research helps to do that, highlighting some interesting developments. Many of the people we spoke to hold AI in very high regard. It's not just that they use the technology regularly, but that they trust it, in some cases implicitly, both with business decisions and with very personal decisions. They see its potential utility as up there with energy itself. But there is clearly some reticence to accept AI completely into society without guardrails, as we found a high level of support for some form of global governing body for AI.

In a business context, organisations are already seeing increased profits using AI, and the priority is continued AI adoption. No particular surprises there. But while the investment continues, middle and junior management – the people tasked with rolling out AI – are less sure of its success than those in the boardroom. Besides that, there's suspicion that not all of this spending is creating value. If there's one through-line to all of this, it's that the question is no longer what or when, but how.

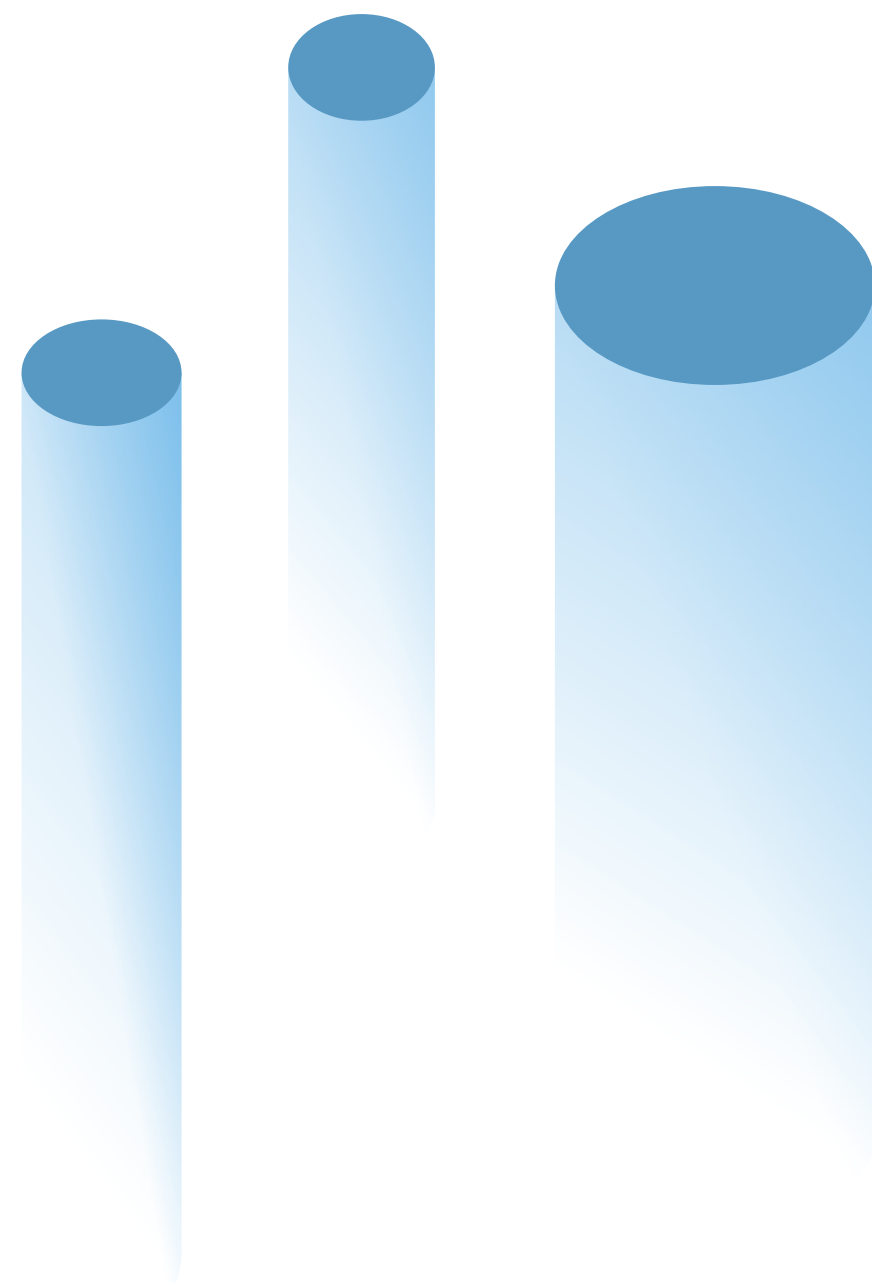
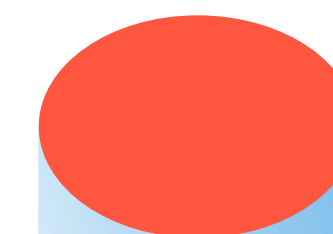
How do we capitalise on wide social engagement and trust with AI? How do we put investment in the right places to deliver the right advantages? And how do we collaborate across organisations and borders to ensure AI reaches its full potential?

Here, help from an experienced partner is vital. While nobody has full clarity on every change coming over the horizon, expertise and insight is building fast, and businesses like Endava are developing the cross-sectoral view to really share the knowledge of what works and what doesn't.

The AI transformation is underway, and it's more than process-deep; it'll send ripples throughout all organisations and industries, through our personal lives, and it will run deep into our culture and society. And, as is always the case, huge social change means that businesses need to shift their own practices at least as quickly. **Use the insights here, speak to experts and speak to your colleagues, and go get your organisation set up for AI success.**

Methodology

Endava partnered with the research and insights company 3Gem to survey 500 employees of large companies in the UK, selecting for respondents with a self-reported seniority level of management or higher, via an online panel in May 2025.



About Endava

Technology is our how. And **people** are our why.

We are a next-generation technology services partner, enabling our customers to accelerate growth, tackle complex challenges and thrive in evolving markets. **With an AI-native approach, we embed intelligence into every aspect of delivery** – helping organisations boost efficiency, drive innovation and stay competitive.

Our AI-enabled delivery framework integrates cutting-edge technology with deep industry expertise. Underpinned by core modernisation, it empowers businesses to augment intelligence, streamline operations and achieve lasting impact.

Beyond delivering solutions, we transfer knowledge. Every engagement equips our customers with the skills and strategic insights to harness AI, modernise core systems and build AI-first capabilities – enabling them to adapt, scale and shape what’s next.

Reach out to us to explore how **we can help you.**

Let’s connect



Footnotes:

1. [The Road to an AI Revolution – Dell](#)
2. [AI adoption could boost global GDP by an additional 15 percentage points by 2035, as global economy is reshaped: PwC Research – PwC](#)
3. [AI Will Transform the Global Economy. Let’s make Sure it Benefits Humanity. – IMF](#)
4. [Launching the Artificial Intelligence Playbook for the UK Government – Gov.UK](#)
5. [Energy demands from AI datacentres to quadruple by 2030, says report – The Guardian](#)
6. [OpenAI’s weekly active users surpass 400 million – Reuters](#)
7. [AI helps scholars read scroll buried when Vesuvius erupted in AD79 – The Guardian](#)
8. [The state of AI: How organizations are rewiring to capture value – McKinsey](#)