Australian attitudes towards AI regulation

February 2026   SafeAI.org.au

Executive Summary

Six months on from our first national survey on artificial intelligence (AI), the message from Australians is clear. They are not opposed to innovation. They just want confidence there are guardrails in place to keep people safe.

Almost two-thirds of Australians continue to believe AI is moving too fast and most say the risks outweigh the benefits. The top concerns driving this unease are unchanged. Jobs, privacy and criminal misuse that can cause harm at speed and scale. These are issues that are not fading from people's minds.

Nearly half of Australians (46%) say the risks of AI outweigh the benefits.

Executive Summary

Deepfakes have become commonplace online. Nearly six in ten Australians say they have seen an image or video in the past six months where they could not tell whether it was real or AI-generated. This ties into a broader concern about digital manipulation and our ability to determine what is real. When people cannot trust what they see, trust in that system erodes.

Despite these concerns, Australians are not turning their backs on AI. More people are using it every day and across a growing range of tools. Many see the potential for AI to improve healthcare outcomes and lift productivity, from better diagnosis and treatment to making daily life more convenient.

Australians don't want to pull the handbrake on innovation, nor do they want an AI free-for-all. What they want is confidence that someone is looking out for them.

Support for a balanced approach to regulation, one that keeps people safe and enables innovation, remains the most preferred approach. But there are signs patience may be wearing thin, with a noticeable increase in support for strict regulation in our latest survey.

Likewise, when the balanced approach is removed and Australians are forced to choose between minimal rules and strict rules, 69% now favour the stricter approach, up from our last survey.

The signal to policymakers and industry is clear. Without trust, the public will default to caution, even if it slows progress.

Many see the potential for AI to improve healthcare outcomes.

Executive Summary

The research also highlights a gap in awareness about the government's AI plans, with only 9% of Australians having heard of the AI Safety Institute or National AI Plan. Yet when given some basic information about the intention of these initiatives, most believe they could be effective steps.

The appetite for more communication and visible action is there. And with the public continuing to look to government to manage the risks, there is a real opportunity here to lead in building trust in AI.

Getting this right is not about holding innovation back. It is about setting clear, enforceable rules that protect people, enable innovation and give government public permission to unlock the full productivity potential of AI.

The window to get ahead of public concern, rather than chasing it, is still open. But it is narrowing.

Only 9% of Australians have heard of the AI Safety Institute or National AI Plan.

Methodology

Nationwide survey

Results in this report are based upon questions asked in a Talbot Mills Research nation-wide online survey. The basis of the sample is n=2010 nationally representative respondents in Australia 18 years of age and over.

Representative sample

Interlocked age, gender and regional quotas were used during sampling. Weighting was further used to enhance how closely the results represent the adult population of Australia

The maximum sampling error for a sample size of 2010 at the 95% confidence level is ± 2.2%.

Fieldwork dates

Fieldwork for the questions in this report was conducted between the 20th to the 28th January 2026.
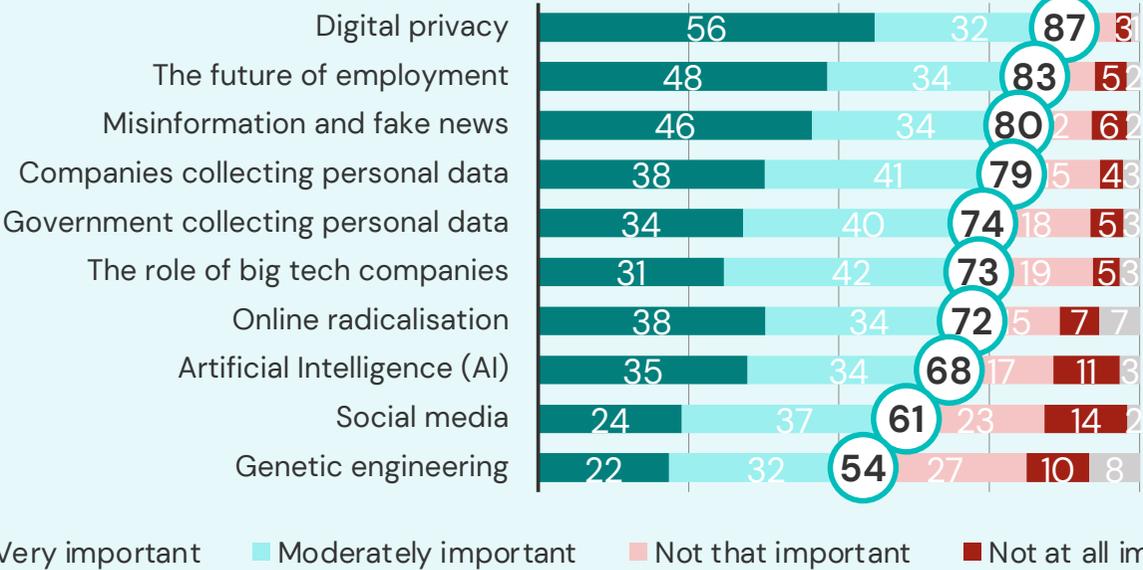
Reporting

All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%. (For example: 2.7 + 3.5 = 6.2 would appear: 3 + 4 = 6).

Public attitudes
and priorities

Importance on issues

How important to you personally are the following issues? (%)

Those aged 30–44 (75%), in a household with income >$100K (74%), those in full time work (74%), and those living in a city (78%), were all more likely to consider AI important.

Digital privacy: 56, 32, **87**, 3
The future of employment: 48, 34, **83**, 5
Misinformation and fake news: 46, 34, **80**, 6
Companies collecting personal data: 38, 41, **79**, 4
Government collecting personal data: 34, 40, **74**, 18, 5
The role of big tech companies: 31, 42, **73**, 19, 5
Online radicalisation: 38, 34, **72**, 7
Artificial Intelligence (AI): 35, 34, **68**, 17, 11
Social media: 24, 37, **61**, 23, 14
Genetic engineering: 22, 32, **54**, 27, 10, 8

■ Very important ■ Moderately important ■ Not that important ■ Not at all important ■ Unsure

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Importance on issues – tracked

How important to you personally are the following issues? (% very + moderately important)

	Aug-24	Jan-26
Digital privacy	88	87
The future of employment	84	83
Misinformation and fake news	79	80
Companies collecting personal data	77	79
Government collecting personal data	71	74
The role of big tech companies	72	73
Online radicalisation	67	72
Artificial Intelligence (AI)	69	68
Social media	59	61
Genetic engineering	54	54

Base: Australian adults (n=2010, January 2026)

Declared knowledge of AI

How much would you say you know about artificial intelligence (AI)? (%)

Legend:
- Unsure
- Never heard of it
- Hardly anything
- Not that much
- A fair amount
- A lot
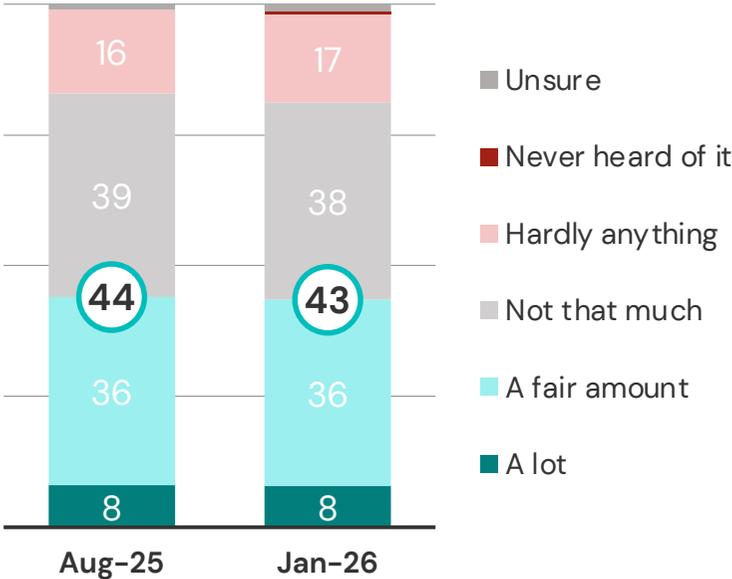
Men were more likely to say they know a lot or a fair amount (49%) compared to women (30%).

Younger respondents were also more likely:

- Under 30: 65%
- 30–44: 61%
- 45–59: 37%
- 60+: 18%

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Base: Australian adults (n=2010, January 2026)

Risk vs benefits

Overall do you think: (%)

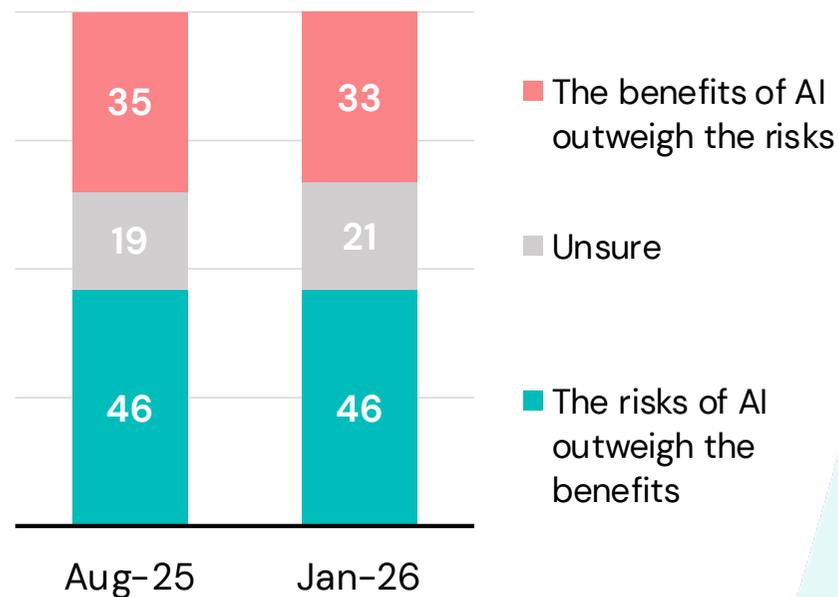- The benefits of AI outweigh the risks — Aug-25: 35, Jan-26: 33
- Unsure — Aug-25: 19, Jan-26: 21
- The risks of AI outweigh the benefits — Aug-25: 46, Jan-26: 46

Base: Australian adults (n=2010, January 2026)

Women were more likely to say the risks outweigh the benefits (49% / 27%) than men (43% / 40%).

Older respondents were more likely to think the risks outweigh the benefits:

- Under 30: 45% / 41%
- 30-44: 39% / 43%
- 45-59: 46% / 30%
- 60+: 54% / 19%

Those in households of income over $100K were *less* likely to say the risks outweigh the benefits (40% / 43%), as were those in cities (38% / 49%) and users of AI (34% / 49%).

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Overall perception of AI

Thinking about artificial intelligence (AI), for you personally and for society in general, this technology is overall…? (%)

You personally

	Aug–25	Jan–26
Very negative	17	14
Negative	21	22
Unsure		
Positive	37	38
Very positive	13	13
(circled)	50	51

Society in general

	Aug–25	Jan–26
Very negative	16	16
Negative	27	25
Unsure		
Positive	36	38
Very positive	10	10
(circled)	46	48

Legend: Very negative, Negative, Unsure, Positive, Very positive

Base: Australian adults (n=2010, January 2026)

Pace of AI

Do you feel that the introduction of AI is moving too fast, too slow, or is going at about the right pace? (%)

Legend:
- Unsure
- Much too slowly
- Too slowly
- About the right pace
- Too fast
- Much too fast

Aug-25: 6, 28, 64, 36, 28
Jan-26: 6, 30, 63, 34, 28
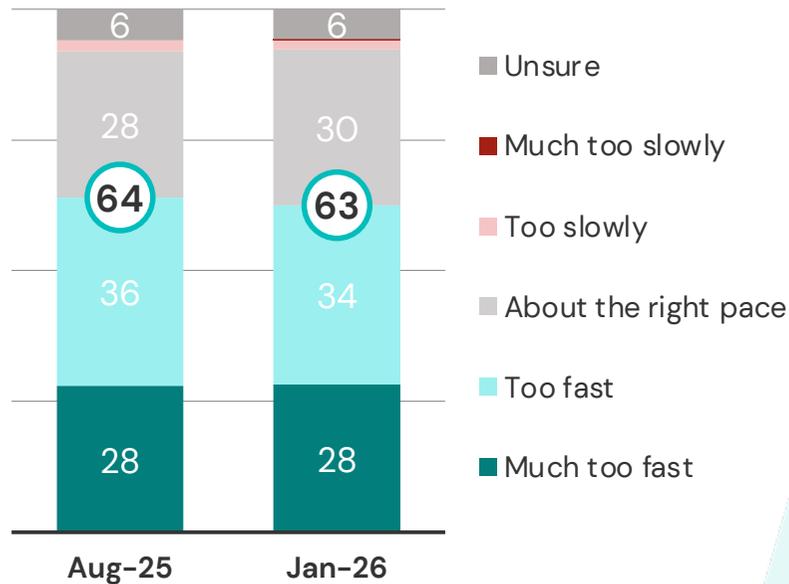
Women were more likely to say it is moving too fast (66%) than men (59%).
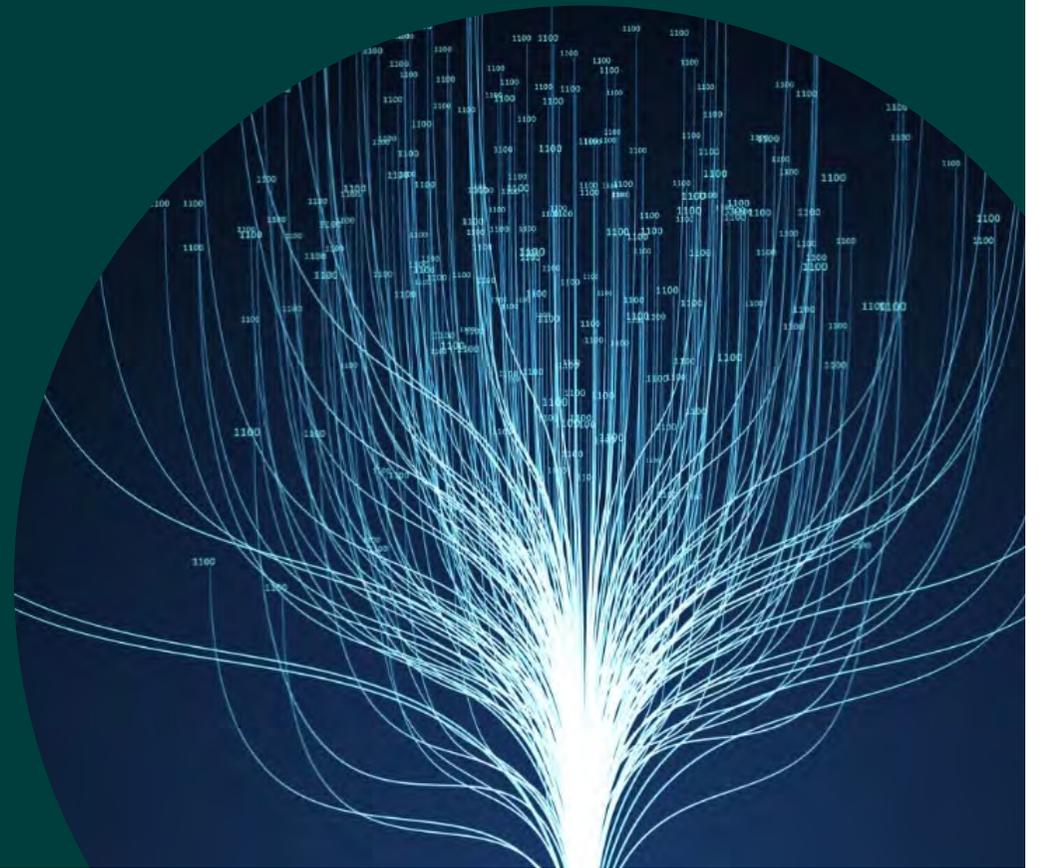
Older respondents were also more likely:

– Under 30:   57%
– 30-44:   55%
– 45-59:   63%
– 60+:   74%

52% of those using AI tools currently said it was moving too fast (42% about right) compared to 80% of those not using AI tools (11% about right).
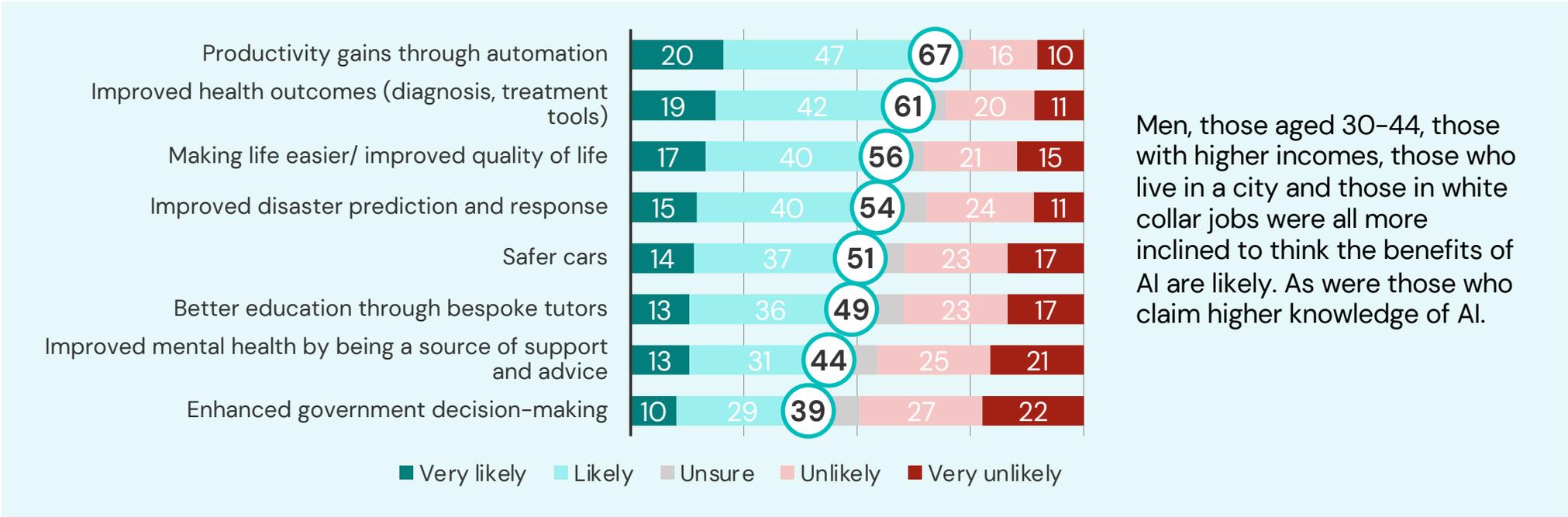
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Base: Australian adults (n=2010, January 2026)

Impact

Benefits of AI

Very briefly, what do you think is likely to be the biggest benefit of AI? (% coded)

%	Aug-25	Jan-26
Efficiency and productivity: making tasks quicker, easier, and more accurate, reducing workload, and optimising processes	24	21
Information access: providing quick, easy, and reliable access to knowledge, data, and resources	10	12
Time saving: completing work and accessing information faster, enabling better time management	10	11
Assistance and support: helping with everyday tasks, work, study, and decision-making	9	8
Convenience: making daily life, work, and services simpler and more streamlined	6	8
Technological and scientific advancement: driving innovation, research progress, and problem-solving in various fields	8	7
Medical and healthcare advances: improving diagnosis, treatment, research, and health outcomes	7	7
Automation of tasks: taking over repetitive, mundane, or administrative jobs to free up human time for other activities	7	7
Business benefits: enhancing output, profitability, and competitiveness for companies	4	3
Problem-solving: finding solutions to complex or large-scale issues across various sectors	2	2
Creativity and innovation: generating new ideas, supporting creative work, and expanding possibilities	2	2
Accuracy and error reduction: improving precision and minimising mistakes in tasks and outputs	1	2
Education and learning support: helping with study, tutoring, skill development, and access to educational materials	2	1
Improved decision-making: enabling better choices through data analysis and insights	1	1
Cost savings: reducing operational costs for businesses and individuals	1	1
Equality and accessibility: supporting people with disabilities or impairments, making services more inclusive	1	1
None/Unsure	21	21

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Base: Australian adults (n=2010, January 2026)

Expected benefits of AI

How likely do you think are the following potential benefits of AI ? (%)

Benefit	Very likely	Likely	Total	Unsure	Unlikely	Very unlikely
Productivity gains through automation	20	47	67		16	10
Improved health outcomes (diagnosis, treatment tools)	19	42	61		20	11
Making life easier/ improved quality of life	17	40	56		21	15
Improved disaster prediction and response	15	40	54		24	11
Safer cars	14	37	51		23	17
Better education through bespoke tutors	13	36	49		23	17
Improved mental health by being a source of support and advice	13	31	44		25	21
Enhanced government decision-making	10	29	39		27	22

■ Very likely ■ Likely ■ Unsure ■ Unlikely ■ Very unlikely

Men, those aged 30–44, those with higher incomes, those who live in a city and those in white collar jobs were all more inclined to think the benefits of AI are likely. As were those who claim higher knowledge of AI.

Expected benefits of AI – tracked

How likely do you think are the following potential benefits of AI ? (% Total likely)

Aug-24 ■ Jan-26

Category	Aug-24	Jan-26
Productivity gains through automation	67	67
Improved health outcomes (diagnosis, treatment tools)	61	61
Making life easier/ improved quality of life	55	56
Improved disaster prediction and response	58	54
Safer cars	51	51
Better education through bespoke tutors	47	49
Improved mental health by being a source of support and advice	43	44
Enhanced government decision-making	39	39

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Base: Australian adults (n=2010, January 2026)

Risk of AI

Very briefly, what do you think is likely to be the biggest risk of AI? (% coded)

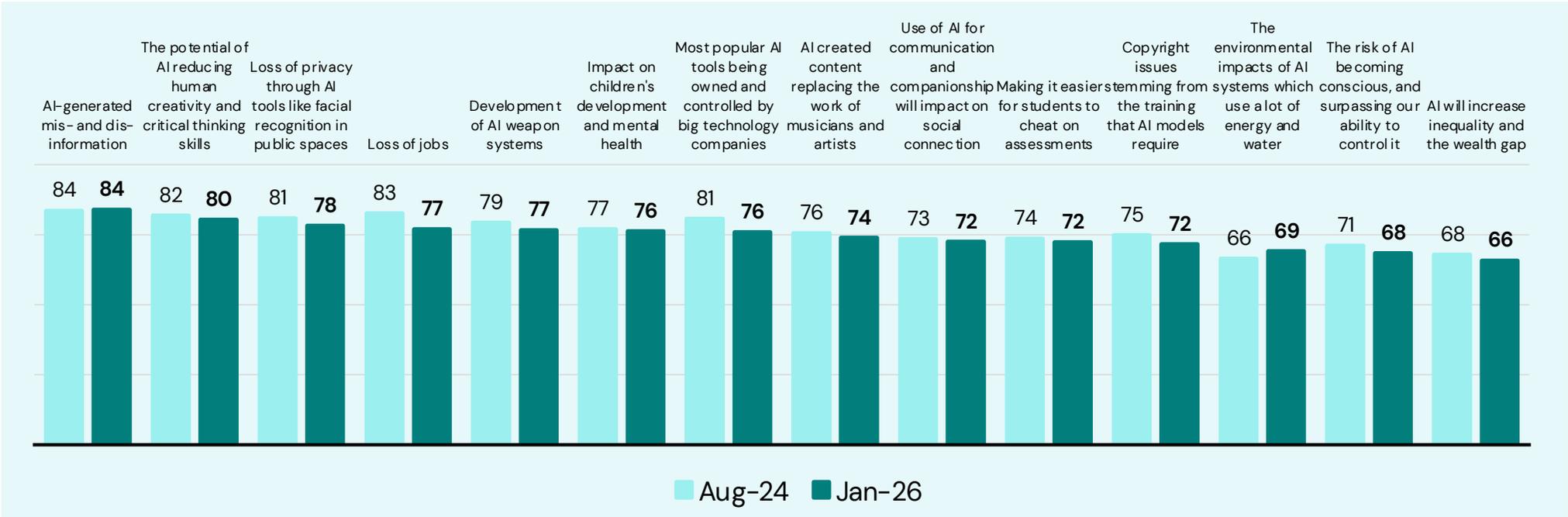| %	Aug–25	Jan–26
Job displacement and unemployment: replacement of human roles, reduced job security, and loss of entry-level opportunities	26	22
Misinformation, deepfakes and manipulation: false or misleading content, fabricated media, and erosion of trust in what is real	15	15
Data privacy breaches and surveillance: collection, leakage, or misuse of personal data and intrusive tracking	14	15
Criminal and cyber misuse: hacking, scams, fraud, and identity theft enabled or scaled by AI	10	11
Loss of control or misaligned AI: systems acting beyond human oversight, including fears of takeover or catastrophic error	12	10
Over-reliance and reduced critical thinking: dependence on AI leading to diminished skills, learning, and creativity	9	8
Accuracy errors and unreliable outputs: incorrect answers, hallucinations, and poor advice being acted on	5	6
Loss of human judgement, empathy and interaction: dehumanised services and reduced person-to-person contact	3	3
Bias and unfair decision-making: embedded data or model biases producing discriminatory or unjust outcomes	1	2
Environmental costs: high energy and resource use associated with large-scale AI systems	1	2
Weak regulation and oversight: inadequate rules, governance, and accountability for safe deployment	2	1
Impact on creativity and intellectual property: plagiarism, copying of artists' work, and rights infringement	1	1
None/Unsure	10	8

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Base: Australian adults (n=2010, January 2026)

Concern about AI

How concerned are you about the following? (%)

	Very concerned	Moderately concerned	Total	Not that concerned	Not at all concerned	Unsure
AI-generated mis- and dis-information	51	33	84	10	2	4
Criminal misuse and cyber-crime	52	31	84	10	3	3
Data privacy breaches and surveillance	48	33	82	12	3	3
Unreliable or biased outputs	42	39	81	12	4	4
The potential of AI reducing human creativity and critical thinking skills	45	35	80	13	3	3
Loss of privacy through AI tools like facial recognition in public spaces	44	34	78	15	4	3
Loss of jobs	46	31	77	15	5	3
Development of AI weapon systems	45	31	77	14	4	6
Impact on children's development and mental health	41	35	76	14	5	5
Most popular AI tools being owned and controlled by big technology companies	42	34	76	16	4	4
AI created content replacing the work of musicians and artists	41	33	74	17	5	4
Use of AI for communication and companionship will impact on social connection	36	36	72	19	4	4
Making it easier for students to cheat on assessments	35	38	72	18	6	4
Copyright issues stemming from the training that AI models require	35	36	72	18	4	7
The environmental impacts of AI systems which use a lot of energy and water	36	34	69	19	5	7
The risk of AI becoming conscious, and surpassing our ability to control it	36	32	68	19	7	5
AI will increase inequality and the wealth gap	33	33	66	19	6	10

■ Very concerned ■ Moderately concerned ■ Not that concerned ■ Not at all concerned ■ Unsure

Women and older respondents were more likely to express concern across the board.

Concern about AI – tracked

How concerned are you about the following? (% Very + Moderately)

Category	Aug-24	Jan-26
AI-generated mis- and dis-information	84	84
The potential of AI reducing human creativity and critical thinking skills	82	80
Loss of privacy through AI tools like facial recognition in public spaces	81	78
Loss of jobs	83	77
Development of AI weapon systems	79	77
Impact on children's development and mental health	77	76
Most popular AI tools being owned and controlled by big technology companies	81	76
AI created content replacing the work of musicians and artists	76	74
Use of AI for communication and companionship will impact on social connection	73	72
Making it easier for students to cheat on assessments	74	72
Copyright issues stemming from the training that AI models require	75	72
The environmental impacts of AI systems which use a lot of energy and water	66	69
The risk of AI becoming conscious, and surpassing our ability to control it	71	68
AI will increase inequality and the wealth gap	68	66

Base: Australian adults (n=2010, January 2026)

Impact on jobs

Overall, do you think that AI will...? (%)

Legend:
- ■ Unsure
- ■ Replace more jobs than it creates
- ■ Create and eliminate jobs equally
- ■ Create more jobs than it replaces

	Aug-25	Jan-26
Unsure	8	9
Replace more jobs than it creates	56	54
Create and eliminate jobs equally	29	29
Create more jobs than it replaces	7	8

Older respondents were more likely to think it will replace more jobs than it creates:

- Under 30:   46%
- 30-44:   45%
- 45-59:   59%
- 60+:   67%

Those who live in cities were more likely to think it will create jobs (18%) or balance jobs (33%) than eliminate jobs (44%).

Similarly, those who currently use AI were more likely to think it will create jobs (12%) or balance jobs (38%) than eliminate jobs (44%).

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Base: Australian adults (n=2010, January 2026)

Impact on your job

[Of those in work] Do you feel that your job will be at risk because of workplace adoption of AI that may be able to perform some or all of your tasks? (%)

	Aug-25	Jan-26
Unsure	12	12
No	60	63
Yes	28	26
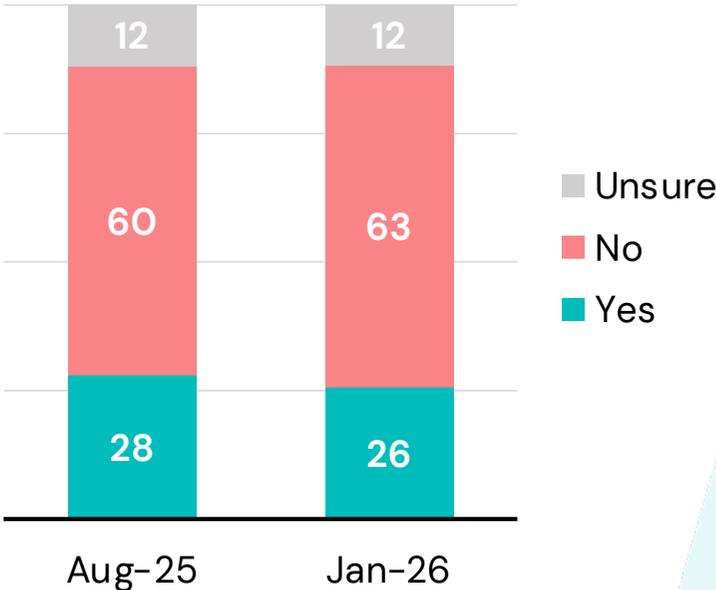
Younger respondents were more likely think they are at risk of being replaced:

- Under 30: 33%
- 30-44: 28%
- 45-59: 19%
- 60+: 13%

'Yes' by occupation:

- Clerical, Admin: 31%
- Professional: 30%
- Manager: 25%
- Sales, Service: 23%
- Machinery, Labourer: 18%
- Technicians, Trades: 17%

Base: Those in paid employment (n=1336, January 2026)

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Reliability of AI answers

Overall do you think that answers provided by AI are: (%)

Highly reliable	7
Mostly reliable	53
Mostly unreliable	17
Highly unreliable	10
Unsure	13

60% Reliable

27% Unreliable
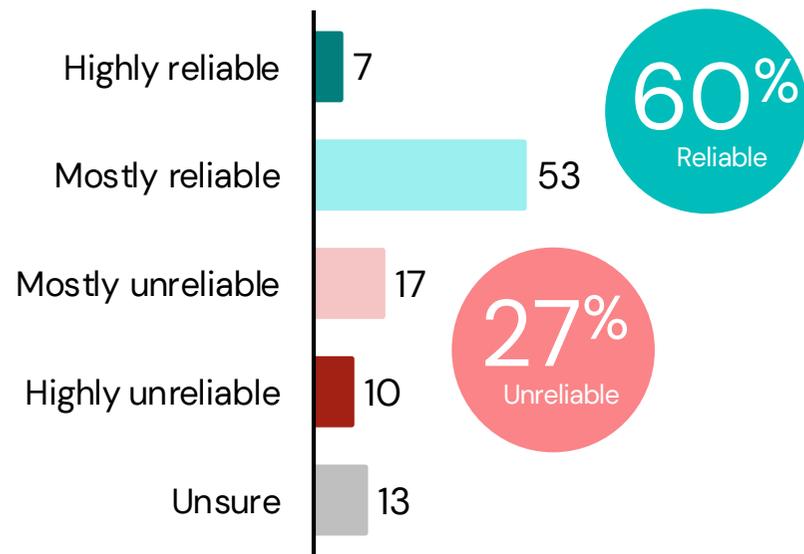
Men were more likely to consider the answers highly or most reliable (66%) than women (54%).

Younger respondents were more likely to think the answers are reliable:

- Under 30:   69%
- 30–44:   70%
- 45–59:   58%
- 60+:   43%

83% of those who use AI said they consider the answers highly or mostly reliable.

Base: Australian adults (n=2010, January 2026)

Discerning AI content

In the last six months have you seen an image or video where you weren't sure if it was real or generated by AI? (%)

Yes **No** **Unsure**

59   28   13
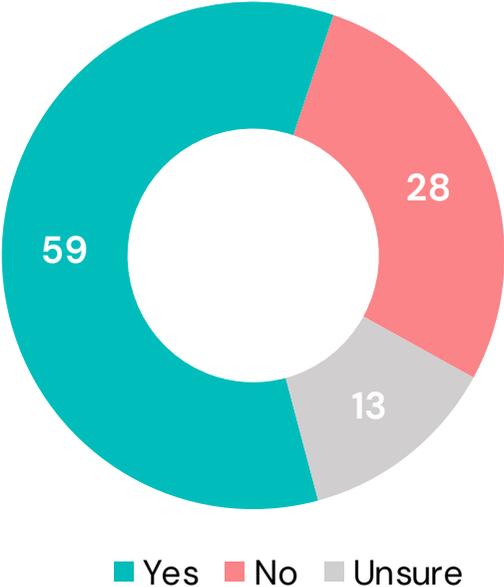
Younger respondents were more likely to say they have:

- Under 30:   64%
- 30–44:   63%
- 45–59:   55%
- 60+:   55%

Base: Australian adults (n=2010, January 2026)

Regulation

Strict vs balanced vs minimal rules

Out of the following, which is your preferred approach for Australia to take to regulate AI?
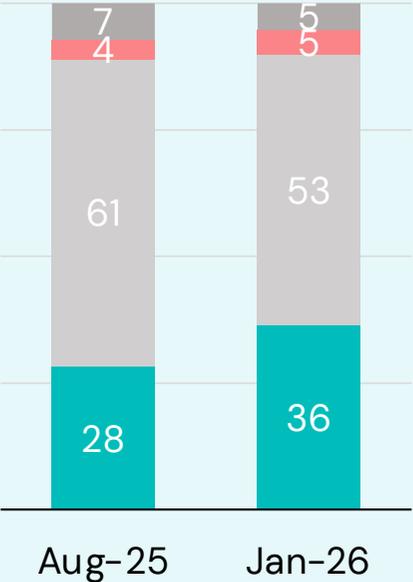
■ Unsure

■ Minimal rules — let the market decide and only regulate if issues arise

■ A balanced approach — clear rules to protect people, but still allow innovation

■ Strict rules that limit risk, even if it slows innovation

Younger respondents were more likely to say balanced:

– Under 30:   56%
– 30–44:   62%
– 45–59:   50%
– 60+:   47%

As were those who use AI currently (66%).

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Base: Australian adults (n=2010, January 2026)

Strict vs minimal rules

Out of the following, which is your preferred approach for Australia to take to regulate AI?
[if balanced] Which way do you lean toward, even if only slightly?

Chart data

	Aug-25	Jan-26
Unsure	11	9
Minimal rules — let the market decide and only regulate if issues arise	26	22
Strict rules that limit risk, even if it slows innovation	64	69

■ Unsure

■ Minimal rules — let the market decide and only regulate if issues arise

■ Strict rules that limit risk, even if it slows innovation
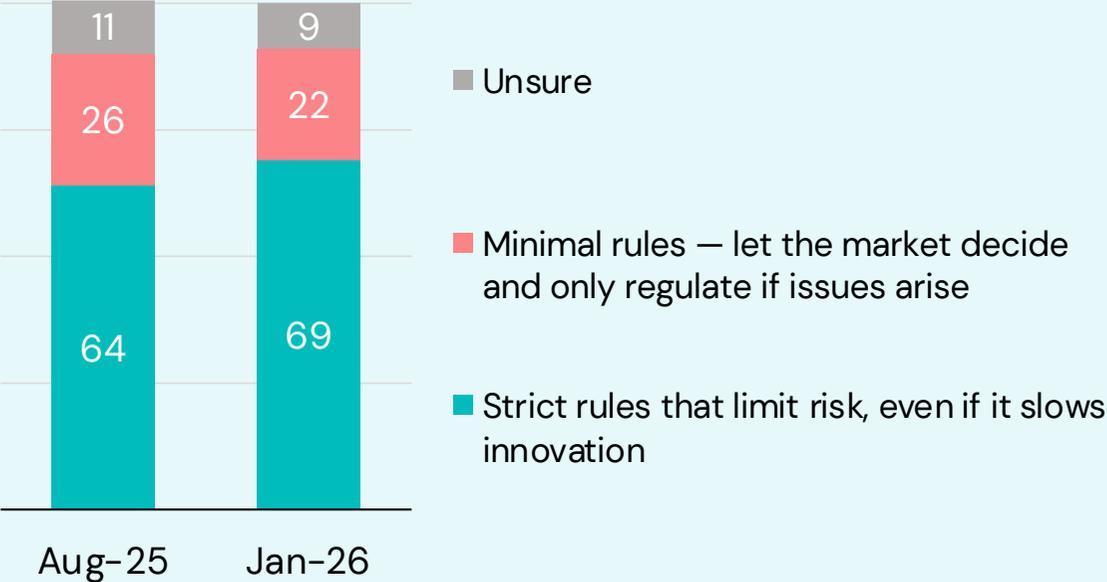
Younger respondents were more likely to say minimal:

– Under 30:   31%
– 30-44:   30%
– 45-59:   27%
– 60+:   11%

As were those who use AI currently (32%).

Base: Australian adults (n=2010, January 2026)

Guidelines in the workplace

[Of those in work] Does your place of work have guidelines in place to advise how AI tools should and/or shouldn't be used by staff? (%)
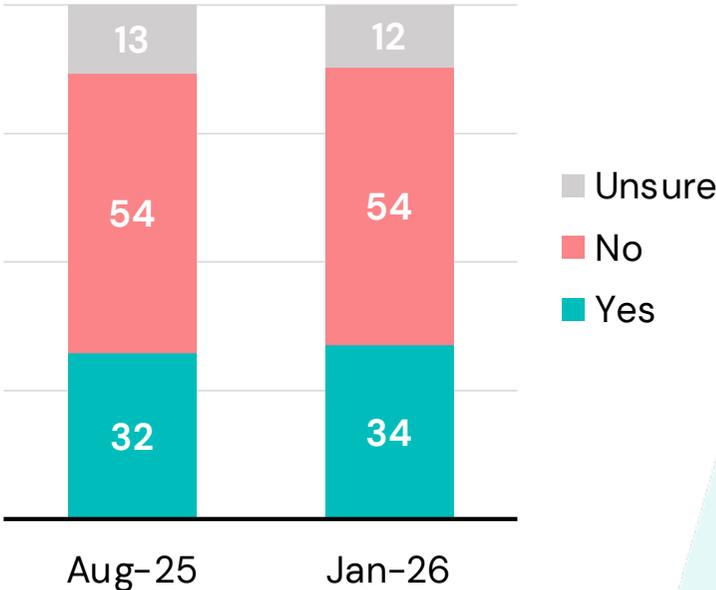
Among those who use AI in their work, 48% said they do have guidelines and 44% said they do not.

'Yes' by occupation:

- Professional: 45%
- Manager: 44%
- Clerical, Admin: 29%
- Technicians, Trades: 27%
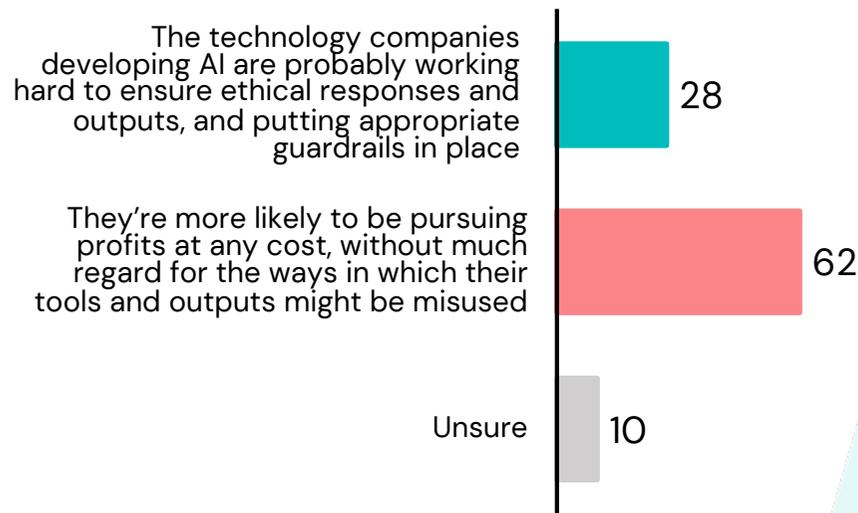- Sales, Service: 21%
- Machinery, Labourer: 14%

Base: Those in paid employment (n=1336, January 2026)

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Responsibility for managing risks

Who should be most responsible for managing the risks of AI? (%)

	Government	Technology companies and AI providers	General public and users of AI	International bodies (e.g., UN, OECD, EU)	Unsure
Aug-25	42	25	12	10	11
Jan-26	38	27	12	9	12

■ Aug-25 ■ Jan-26

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Tech companies: guardrails vs. pursuing profit at any cost

Which is closer to your view even if not exactly right? (%)

The technology companies developing AI are probably working hard to ensure ethical responses and outputs, and putting appropriate guardrails in place — 28

They're more likely to be pursuing profits at any cost, without much regard for the ways in which their tools and outputs might be misused — 62

Unsure — 10

Younger respondents were more likely to think there are guardrails:

– Under 30:   34% guardrails / 54% profits
– 30-44:   35% / 57%
– 45-59:   24% / 67%
– 60+:   19% / 70%

AI users were also more likely to think there are guardrails (39% / 54%).

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Base: Australian adults (n=2010, January 2026)

AI usage

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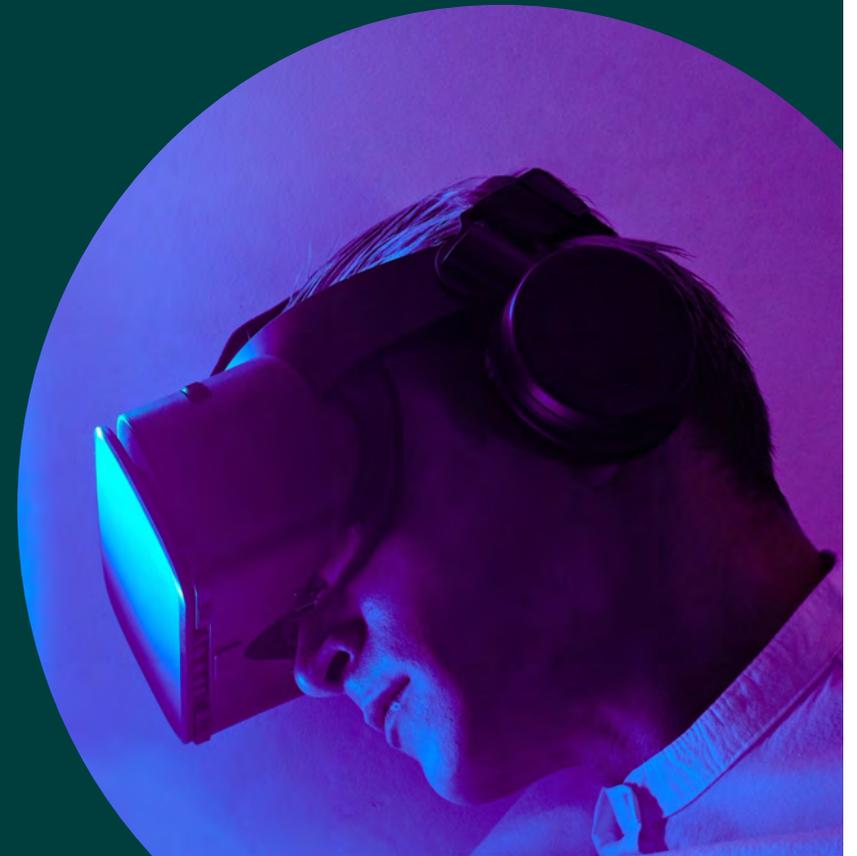
Personal and work use of AI

Do you use AI tools for work and/or personal use? (%)

Personal use   Work use   Neither

50 **51**
34 **33**
38 **38**

■ Aug-25   ■ Jan-26
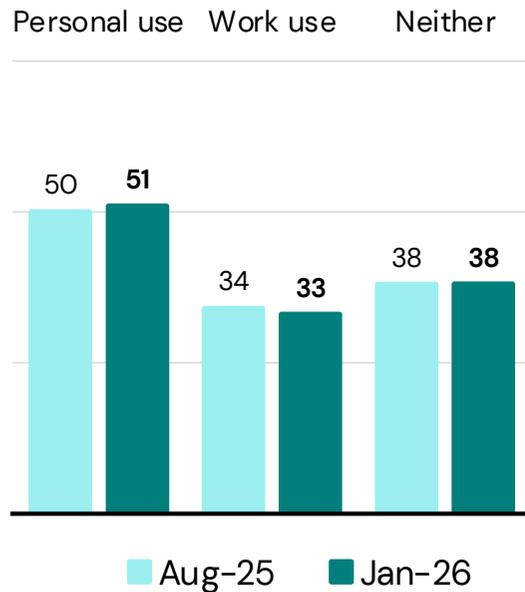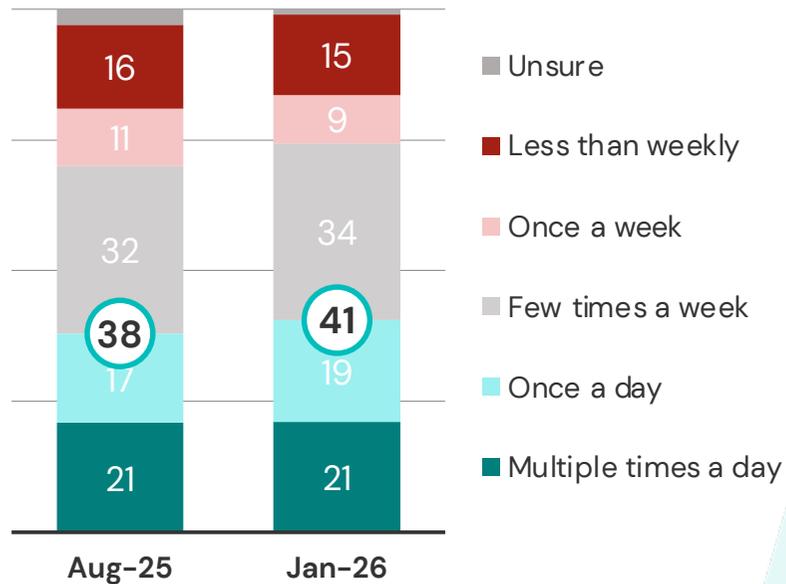
58%
Work and/or personal (up 1%)

Younger respondents were more likely to use AI personally or in work:

– Under 30:   77%
– 30–44:   74%
– 45–59:   55%
– 60+:   27%

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Base: Australian adults (n=2010, January 2026)

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Frequency of use

[Those who use AI] Roughly how often are you currently using AI tools? (%)

Younger respondents were more likely to say they use it daily:

– Under 30:   44%
– 30-44:   45%
– 45-59:   38%
– 60+:   25%

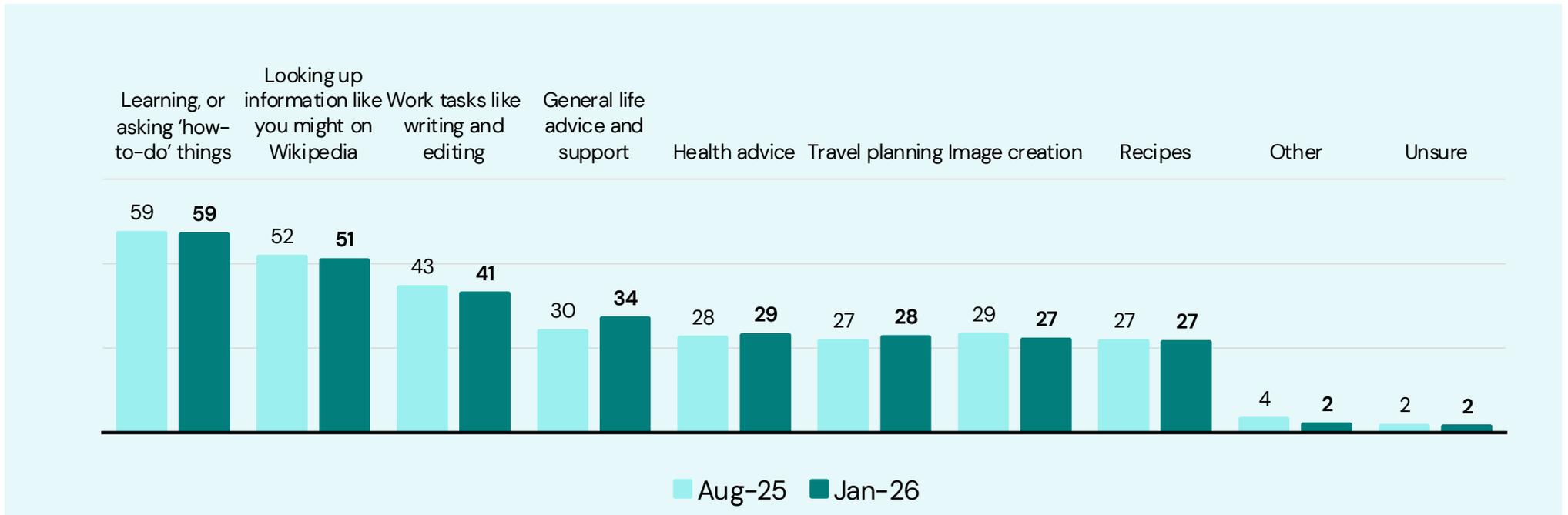54% of those who live in a city use it daily and 52% of those who use it for work.

Base: Those who use AI (n=1142, January 2026)

AI tools used

[Those who use AI] What AI tools do you regularly use? (%)

	ChatGPT	Gemini	Copilot	Grok	Claude	Perplexity	Other	Unsure
Aug-25	75	30	26	7	6	5	4	6
Jan-26	73	35	28	9	6	6	2	4

■ Aug-25   ■ Jan-26

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Base: Those who use AI (n=1142, January 2026)
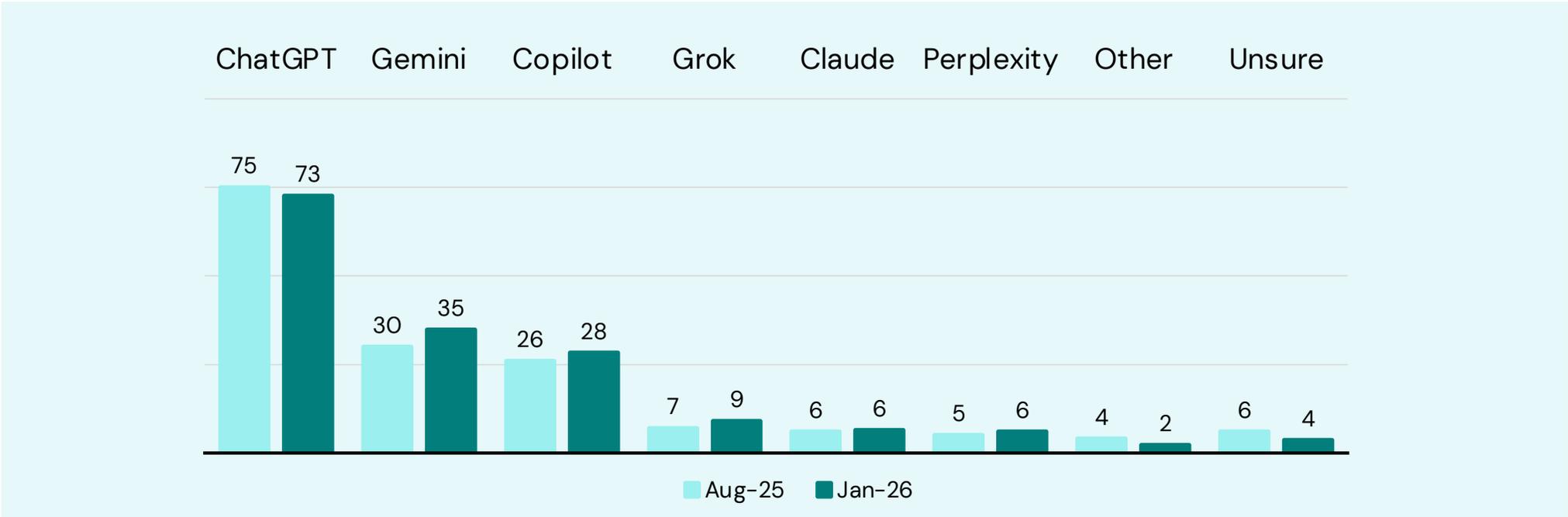
AI usages

[Those who use AI] What are you using AI for? (%)

	Aug-25	Jan-26
Learning, or asking 'how-to-do' things	59	59
Looking up information like you might on Wikipedia	52	51
Work tasks like writing and editing	43	41
General life advice and support	30	34
Health advice	28	29
Travel planning	27	28
Image creation	29	27
Recipes	27	27
Other	4	2
Unsure	2	2

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Base: Those who use AI (n=1142, January 2026)

AI usages – main

[Those who use AI] What would you consider your MAIN use of AI? (%)

Category	Value
Learning, or asking 'how-to-do' things	24
Looking up information like you might on Wikipedia	22
Work tasks like writing and editing	19
General life advice and support	8
Image creation	7
Health advice	6
Travel planning	5
Recipes	4
Other	1
Unsure	3
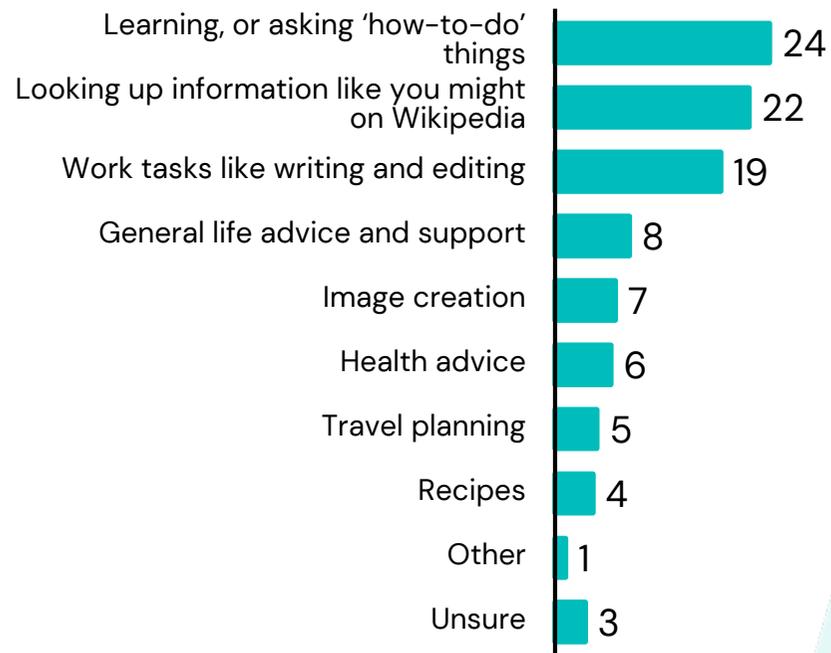
Those aged 60 or over were more likely to say 'looking up information' (36%), while those under 30 were more likely to say 'learning' (29%).

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Base: Those who use AI (n=1142, January 2026)

Policy
announcement

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RESEARCH

Declared awareness of any government announcement about AI

In the past few months, have you seen or heard anything about the Australian Government announcing new plans or actions related to AI (artificial intelligence)? (%)


■ Yes ■ No ■ Unsure
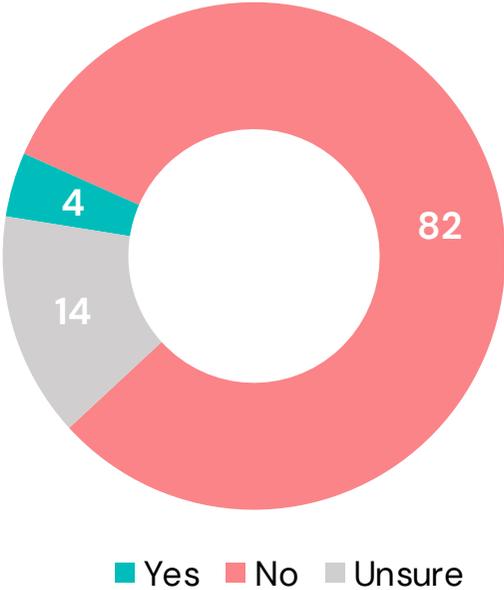
[If yes] What, if anything, do you recall? (% coded)

Government rules, regulation and safety standards: new rules, safety standards, guidelines and oversight for how AI is developed and used.	26
Balancing investment with risk: approach aimed to grow AI capability and investment while managing safety and harms.	9
National AI plan and strategy: "National AI plan/strategy/roadmap" (including references to 2025 and a December release) and government-wide direction on AI.	8
Workforce impacts: AI's impact on jobs, job protection, automation concerns, and workforce productivity.	7
Surveillance and enforcement concerns: increased surveillance, monitoring, and AI being used to monitor citizens or social media.	6
Responsible use frameworks: "AI responsibility framework" and general framing around responsible adoption and safe use.	4
Sector applications: AI use in areas like hospitals/health and other day-to-day applications.	4
Public sector use and internal programmes: AI programmes across the public service, including use by public servants and implementation guidance.	3
Governance and accountability roles: appointing chief AI officers, AI officers, or frameworks to guide responsible adoption inside government.	3
Copyright and creative rights: copyright/creative protections were discussed, including no exemption to copyright for AI companies and rights for creatives.	3
Digital ID and age verification: digital ID, facial recognition/age estimation, and links to social media access controls.	3
Other: NDIS plans and under-16 social media ban/hate speech monitoring.	2
Unsure	37

Base 1: Australian adults (n=2010, January 2026); Base 2: Those who say they are aware of something (n=86)

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Declared awareness of AI safety Institute or National AI Plan

Before today, have you heard anything about recent announcements from the Australian Government on the Australian AI Safety Institute or National AI Plan? (%)


Legend: ■ Yes ■ No ■ Unsure
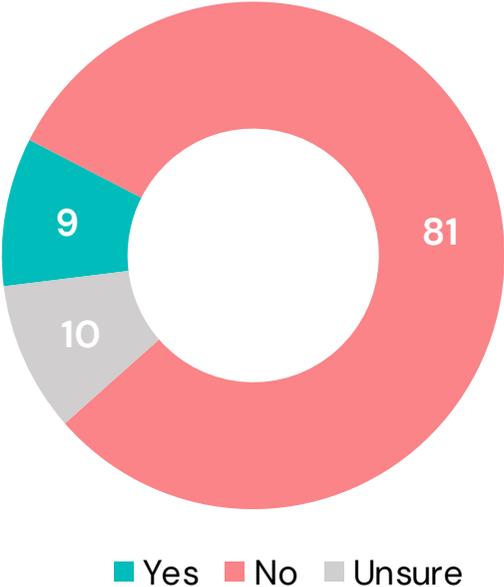
Younger respondents were more likely to say they are aware:

- Under 30: 17%
- 30–44: 12%
- 45–59: 7%
- 60+: 2%

Base: Australian adults (n=2010, January 2026)

Effectiveness of the AI Safety Institute

The AI Safety Institute is intended to strengthen Australia's ability to keep people safe from AI by building and sharing technical expertise on emerging risks, coordinating government responses to risks, and supporting regulators and international partners to uphold fair, transparent, and responsible AI use. Do think this approach will be: (%)
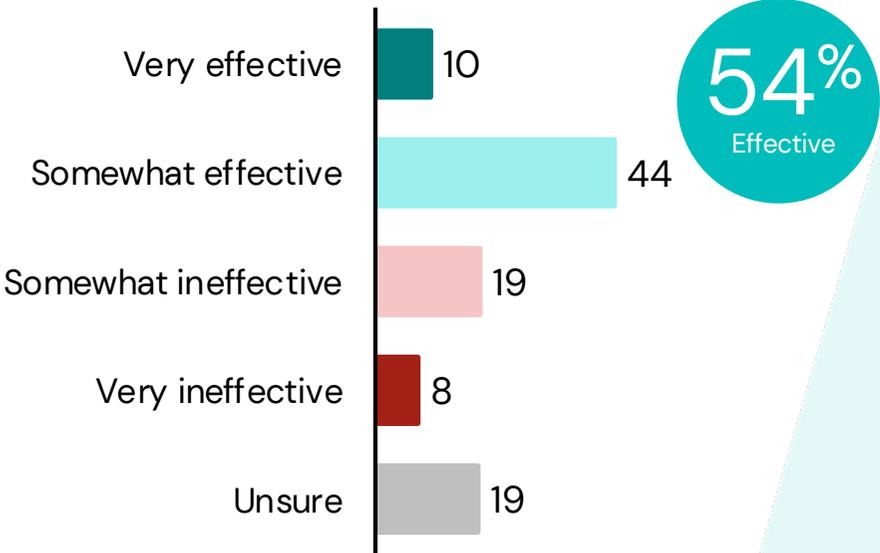
Very effective — 12
Somewhat effective — 45
Somewhat ineffective — 17
Very ineffective — 7
Unsure — 18
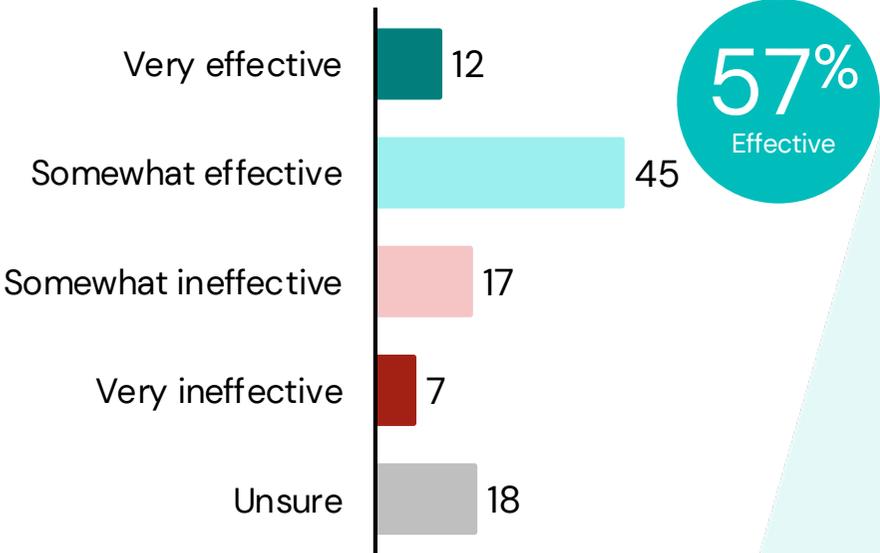
57% Effective

Younger respondents were more likely to think it might be effective:

– Under 30:	65%
– 30–44:	62%
– 45–59:	51%
– 60+:	51%

AI users (70%) and those who live in a city (68%) were all more likely to consider it effective.

TALBOT MILLS RESEARCH

Base: Australian adults (n=2010, January 2026)

37

Effectiveness of the National AI Plan

The National AI Plan sets out how the Australian Government will grow Australia's AI industry by building capability and infrastructure, accelerating skills and jobs, and strengthening safety frameworks so the benefits of AI are shared widely and responsibly across Australia. Do think this approach will be: (%)

Category	Value
Very effective	10
Somewhat effective	44
Somewhat ineffective	19
Very ineffective	8
Unsure	19

54% Effective

Younger respondents were more likely to think it might be effective:

– Under 30:   63%
– 30–44:   60%
– 45–59:   47%
– 60+:   45%

AI users (69%) and those who live in a city (63%) were all more likely to consider it effective.

TALBOT MILLS RESEARCH

Base: Australian adults (n=2010, January 2026)