

AI Adoption Report: Tracking the Rise of AI in Americans' Lives

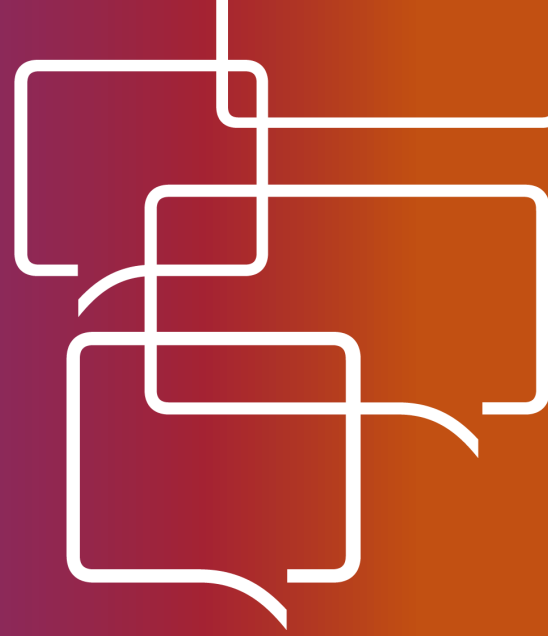
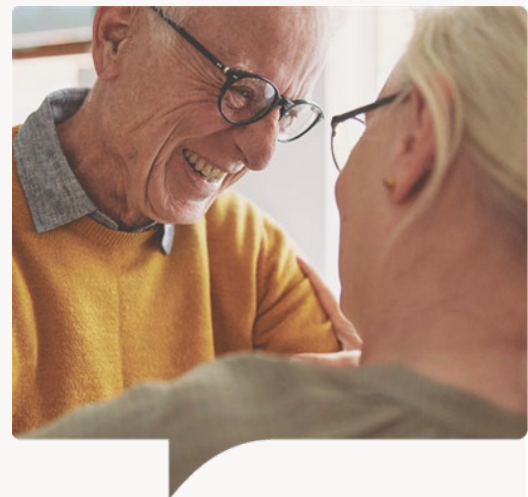


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Artificial Intelligence (AI) is no longer a distant concept. From smart assistants to automation and decision-support tools, AI is becoming commonplace, woven into Americans' daily life and work.

AmeriSpeak® Omnibus survey data show steady growth in AI use among Americans from April to August 2025, with daily engagement rising and non-use falling, signaling a clear shift from novelty to necessity.

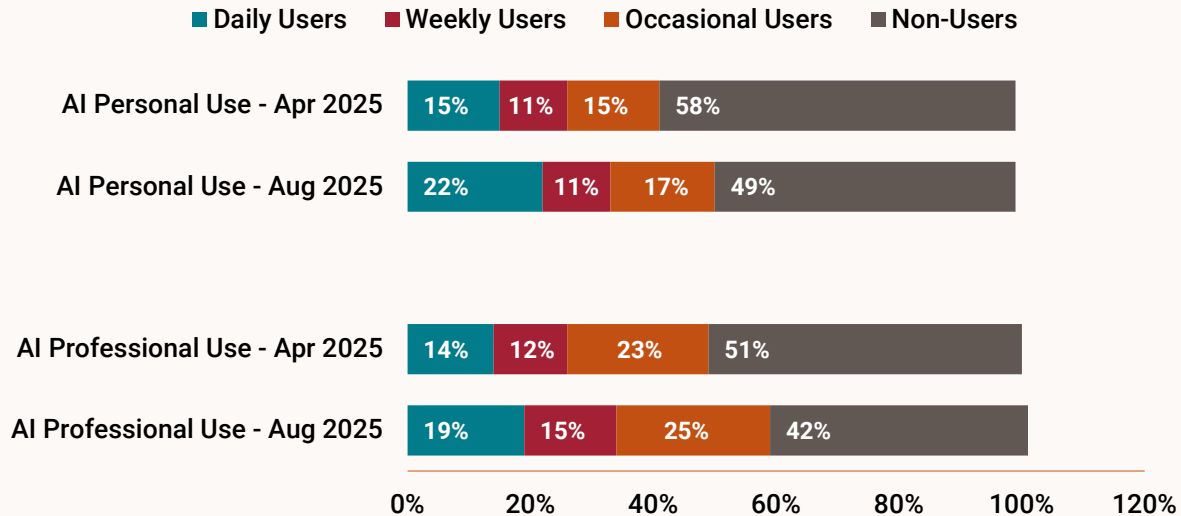
By tracking who uses AI, how often, and in what contexts, these findings reveal patterns of access and trust. Nationally representative data offer a foundation for innovation, informed policy, and efforts to close the digital divide. We fielded two studies, 4 months apart, to measure the fast-moving changes in AI adoption. This report presents those findings as part of our ongoing AI Adoption series.

AI Adoption at a Glance

- AI is becoming a standard tool for both Americans' personal tasks and professional workflows.
- Daily AI use rose across the board, from 15 percent to 22 percent at work, with similar gains in personal use.
- Non-use declined both in at and outside of work among key groups.
- Lower-education groups saw the biggest gains in both personal and workplace AI use.
- Women made strong strides, with daily use up personally and professionally.
- Young adults (18–29) doubled their weekly personal use and led daily workplace use.
- Hispanic adults nearly doubled daily personal use; non-Hispanic Whites and “Other” races and ethnicities led in workplace use.
- Lower-income Americans showed the fastest growth in AI adoption.
- Growth is driven by a shift from non-use to daily use, not just occasional experimentation.

From April to August 2025, AI adoption surged in both personal and professional settings. Daily use climbed steadily, while non-use fell, especially at work. These shifts show Americans moving from occasional experimentation to consistent integration of AI into everyday life.

AI Adoption Is Accelerating Across American Life



Question: How often do you use AI for personal activities in your everyday life? How often do you use AI at your workplace?

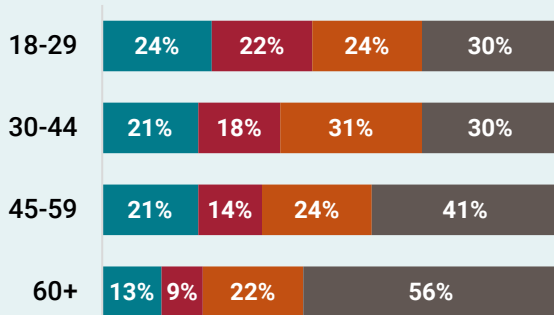
Source: AmeriSpeak Omnibus poll conducted April 4-6, 2025, with 1,245 adults nationwide and August 22-24, 2025, with 1,121 adults nationwide.

Generational Patterns in AI Adoption

Younger adults lead daily AI use in both personal and professional settings. Their non-use varies sharply (30 percent personally vs. 53 percent professionally), showing how context shapes adoption. Seniors remain the least engaged, with non-use dominating.

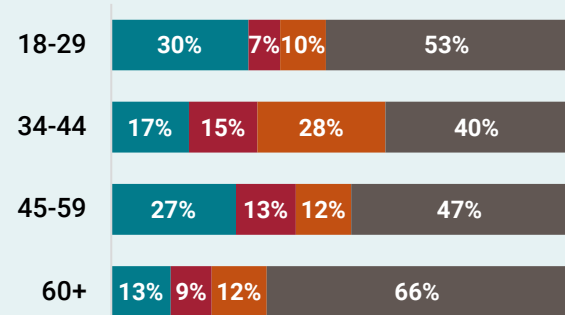
Personal AI Use: Younger Adults Lead

■ Daily Use ■ Weekly Use ■ Occasional Use ■ Never Use



Workplace AI Use: Mid-Career Adults Dominate

■ Daily Users ■ Weekly Users ■ Occasional Users ■ Non-Users

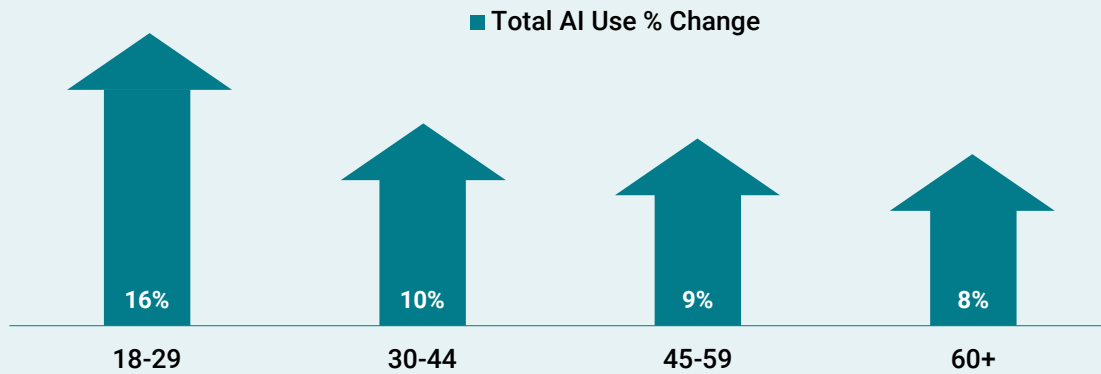


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Source: AmeriSpeak Omnibus poll conducted August 22-24, 2025, with 1,121 adults nationwide.

At 16 percent, younger adults lead the rise in personal AI use, outpacing older age groups and signaling a generational shift toward everyday AI integration.

Personal AI Use Growth Is Fastest Among Young Adults

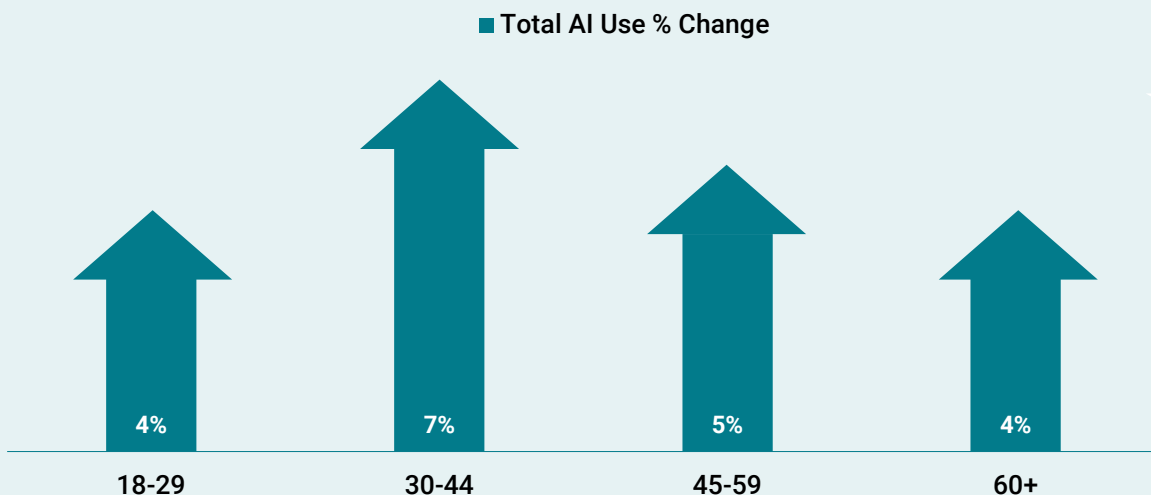


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While AI adoption among younger groups is driven by personal use, workplace integration is strongest for those ages 30–44.

Workplace AI Growth Strongest Among Mid-Career Adults



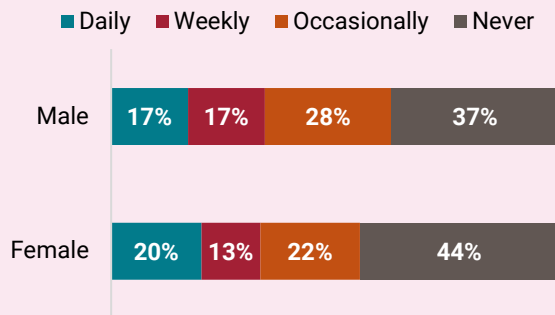
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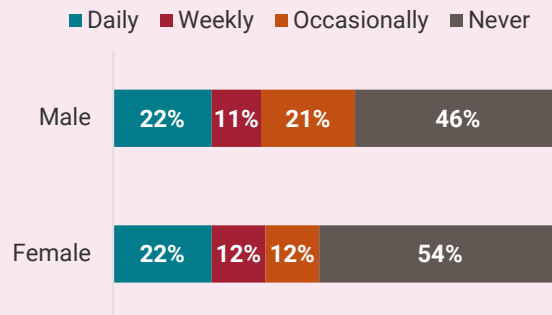
Women Narrow the AI Divide

Men and women show similar daily AI use, but patterns differ. Men lean toward weekly and occasional use, while women report higher non-use. At work, daily use is equal, yet men lead in occasional use and women in non-use, reflecting potential differences in familiarity, not avoidance.

Gender Gap Persists in Personal AI Frequency



Equal Daily AI Use at Work Across Genders

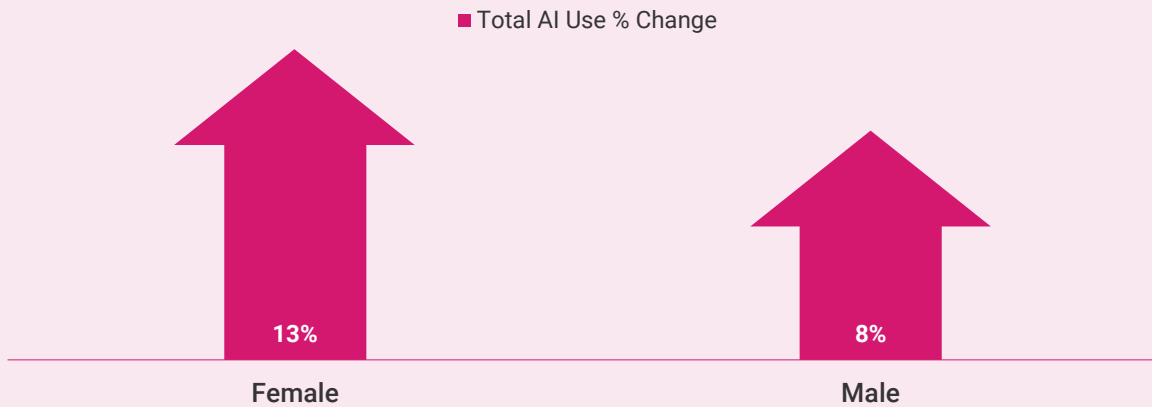


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Source: AmeriSpeak Omnibus poll conducted August 22-24, 2025, with 1,121 adults nationwide.

Women are closing the gender gap and moving from curiosity to consistency in AI use. They drove the fastest growth in personal adoption, with a 13 percent increase compared to 8 percent for men.

Women Show Strong Growth in Personal AI Use

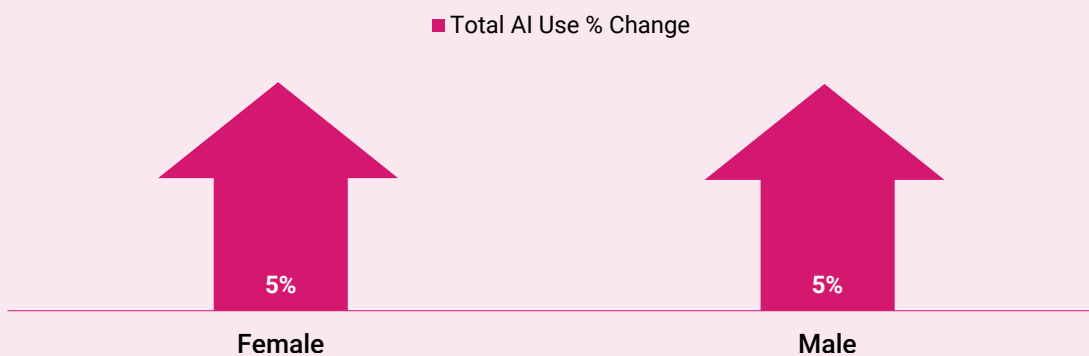


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Gender gaps appear in personal AI use, but workplace adoption is balanced. Both men and women show equal growth in AI use professionally, in contrast to personal use, where women lead.

Professional AI Growth Is Balanced by Gender



Question: How often do you use AI at your workplace? (summary of daily, weekly, occasionally responses)

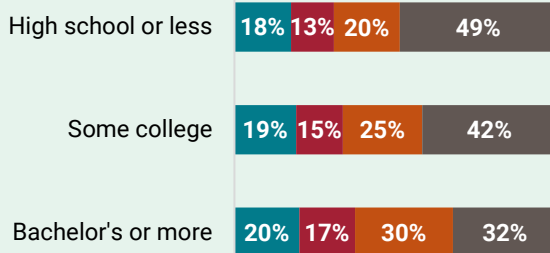
Source: AmeriSpeak Omnibus poll conducted April 4-6, 2025, with 1,245 adults nationwide and August 22-24, 2025, with 1,121 adults nationwide.

AI Adoption Is Expanding Across Education Levels

AI adoption rises with education, but patterns differ by context. Personal daily use is similar across education levels, though bachelor's degree holders use AI occasionally the most and avoid it the least. At work, they also lead in weekly use and have the lowest non-use. Those with some college show the least daily use and highest avoidance, suggesting higher education drives broader, more consistent adoption.

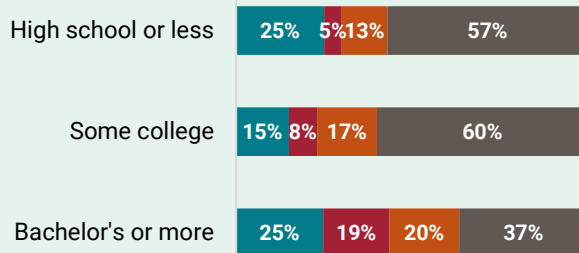
Higher Education Linked to Broader Personal AI Use

■ Daily Use ■ Weekly Use ■ Occasional Use ■ Never Use



Workplace AI Use Highest Among Most Educated

■ Daily ■ Weekly ■ Occasionally ■ Never

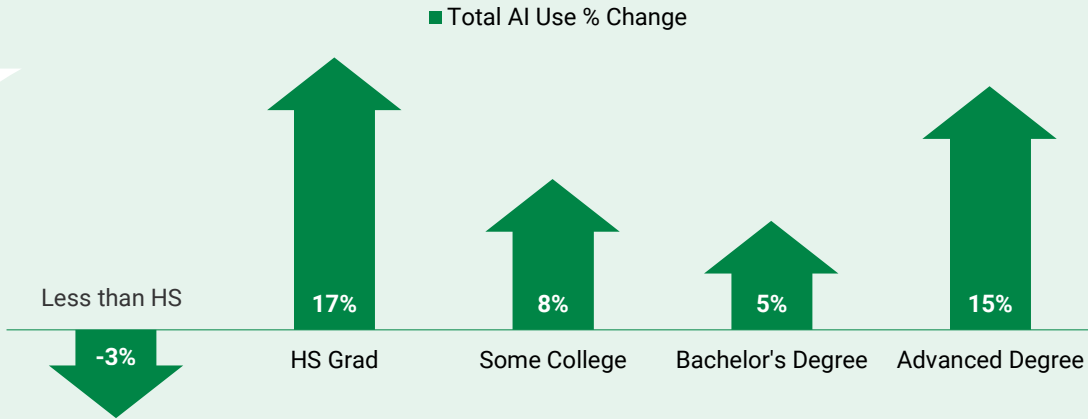


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Growth is strongest at both ends of the education spectrum. High school graduates and those with advanced degrees are leading personal AI adoption, far outpacing mid-level education groups.

Personal AI Growth Strongest at Education Extremes

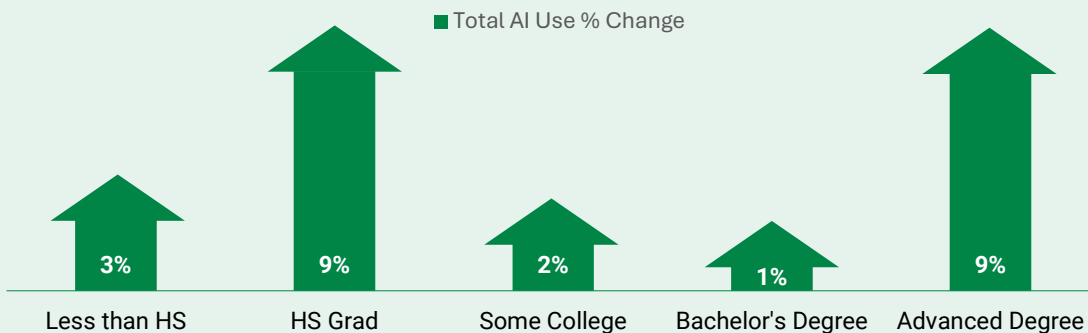


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Both personal and professional AI use grew most among high school graduates and advanced degree holders, but professional gains were smaller and more evenly spread, with even those without a high school diploma seeing slight growth.

Professional AI Use Expands Across All Education Levels



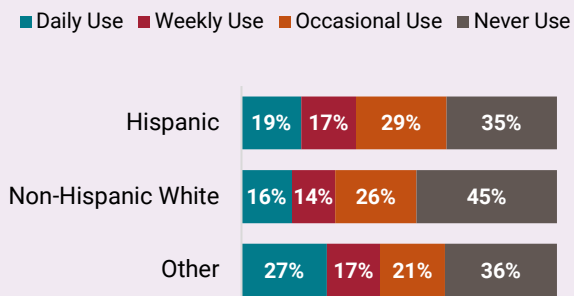
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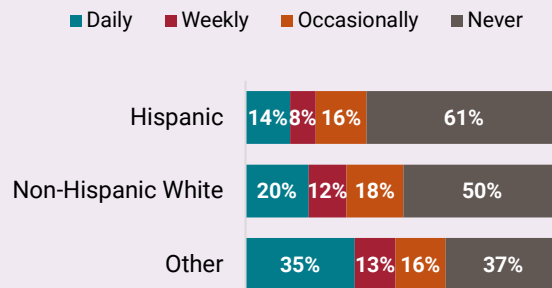
Race and Ethnicity Shape AI Adoption

AI adoption differs by race and ethnicity. Non-Hispanic “Other” races and ethnicities lead in daily use for both personal and professional contexts. Hispanics show strong occasional personal use but the highest workplace non-use, while non-Hispanic Whites report the most personal non-use yet moderate professional adoption.

Hispanic and Others Lead in Personal AI Use



Workplace AI Use Highest Among Non-Hispanic and Others

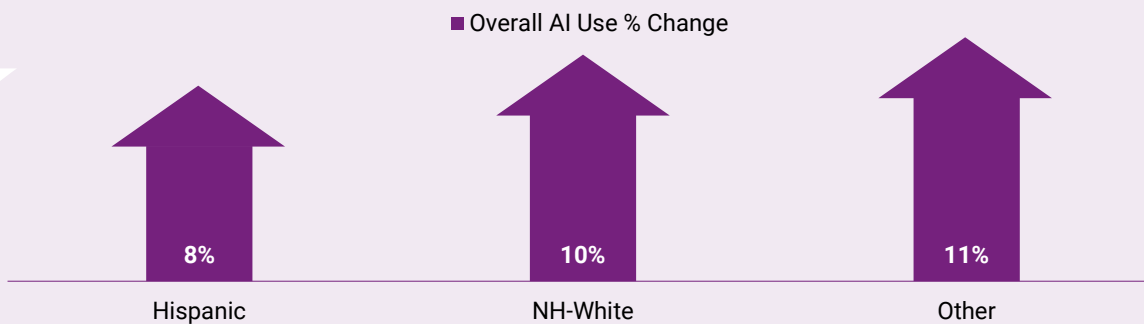


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Source: AmeriSpeak Omnibus poll conducted August 22-24, 2025, with 1,121 adults nationwide.

Personal AI use is rising across all racial and ethnic groups. Adoption momentum is broad but slightly faster outside the Hispanic community.

Personal AI Use Is Rising Across All Racial Groups

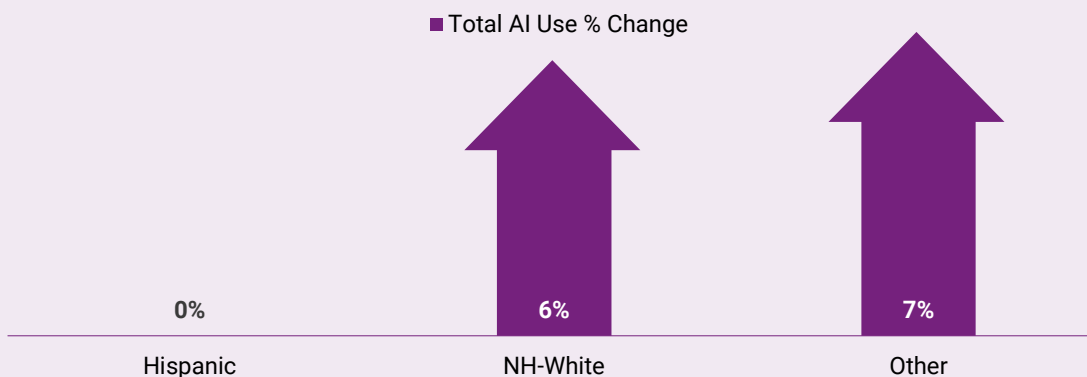


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Professional AI use grew most among respondents classified as “Other” and non-Hispanic Whites, while Hispanic respondents showed no change. In contrast, personal use among Hispanics rose 8 percent, highlighting a gap in workplace adoption.

Workplace AI Growth Lags for Hispanic Adults

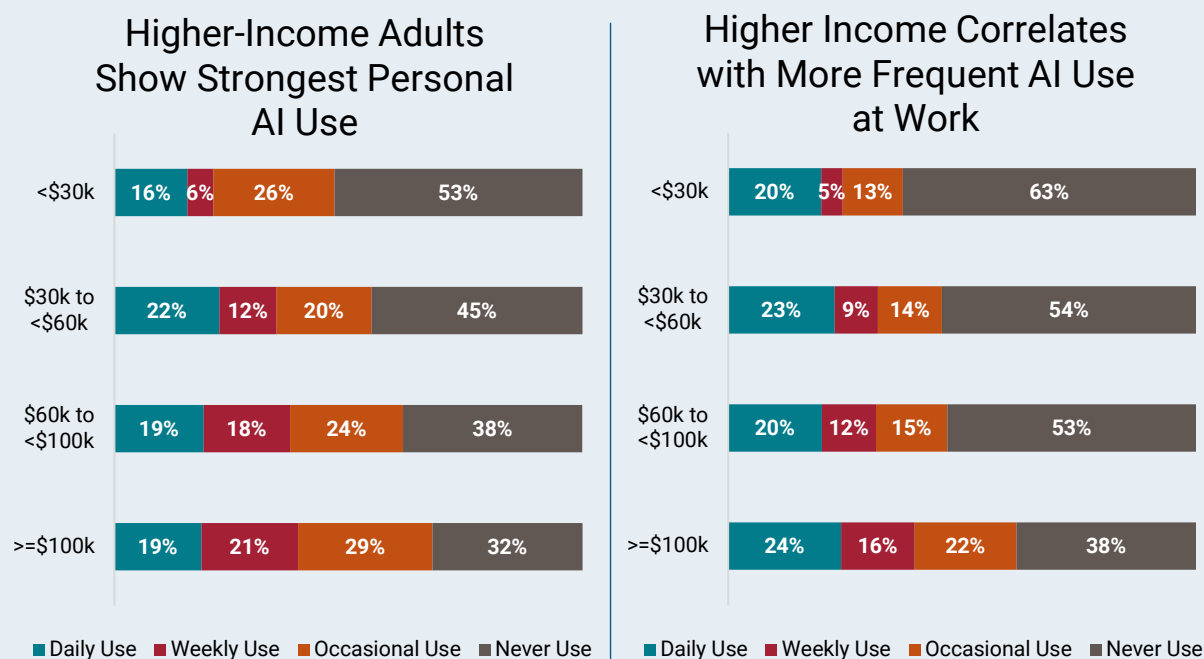


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Income Drives AI Adoption

AI use, both personally and professionally, rises with income. Higher-income adults show the strongest weekly and occasional use and the lowest non-use, while lower-income adults have the highest avoidance. These patterns underscore a possible digital divide shaped by access and familiarity.

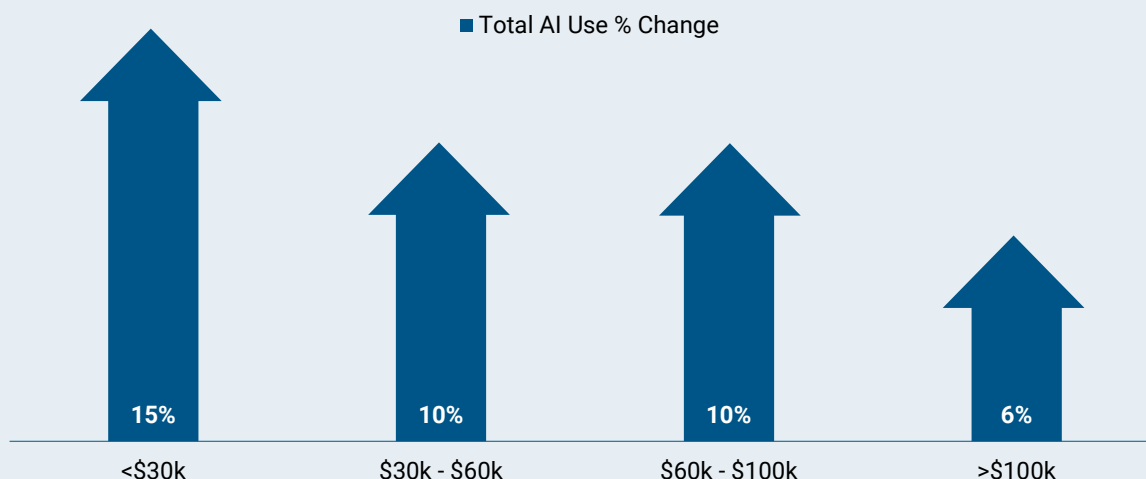


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Lower-income Americans are driving the fastest growth in personal AI use, despite higher earners still leading overall. Personal AI use among those earning under \$30,000 jumped 15 percent, more than double the gain among high-income adults. Middle-income groups rose steadily at 10 percent, showing adoption is accelerating where access and relevance improve, even as top earners maintain the highest usage rates.

Personal AI Growth Strongest Among Lower-Income Adults

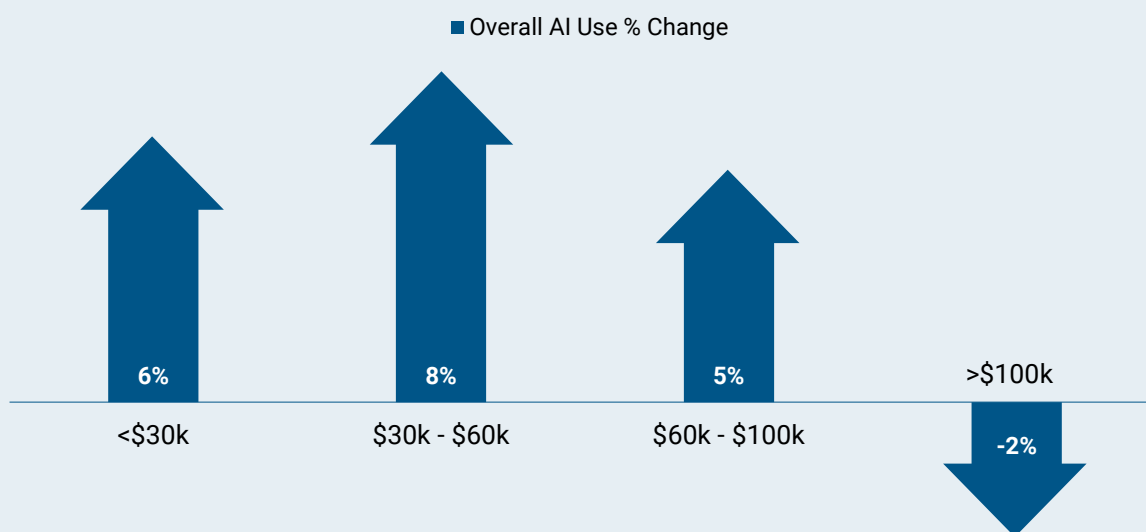


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Income shapes AI adoption differently at home and work. Personal gains were largest among those earning under \$30,000, while high-income earners saw modest growth but remain the most frequent users overall. Workplace adoption rose most for mid-income groups, while the highest earners' professional use declined slightly, suggesting job demands, not income, drive professional use, and potentially, that lower earners' rapid growth reflects catching up from a lower starting point.

Mid-Income Workers Drive AI Growth at Work



Question: How often do you use AI at your workplace? (summary of daily, weekly, occasionally responses)

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From Sci-Fi to Everyday Life

AI is steadily becoming part of everyday life across America. While gaps remain by race, ethnicity, and education, rising daily use marks a shift. As tools grow more familiar and accessible, they're seen as less futuristic and more practical.

Workplace adoption is accelerating across demographics, led by younger adults, women, those with less formal education, and non-Hispanic groups. Non-use is falling sharply, especially among mid-career professionals and high school graduates, signaling deeper integration and fewer barriers across age, gender, education, and race.

ChatGPT Predicts: What the Data Suggest for Future Adoption

Based on the trends in your report, here's what I anticipate for the next 12–18 months:

1. **Daily Use Will Become the Norm**

The sharp decline in non-use and rise in daily use—especially among younger adults and women—signals that AI is moving from optional to expected. By mid-2026, daily AI use could surpass 30 percent in personal contexts and 25 percent in workplace settings, driven by integration into common tools like email, search, and productivity apps.

2. **Closing Gaps, But Not Eliminating Them**

While women and lower-income groups are catching up, disparities by education and race/ethnicity will persist. Access and training will remain critical for adoption.

3. **AI as a Skill Differentiator**

Employers will increasingly view AI fluency as a baseline competency. Expect more job postings to list “AI tools experience” as a requirement, particularly in mid-career roles where workplace adoption is strongest.

4. **Personalization and Trust Will Drive Growth**

As AI becomes embedded in everyday life, trust and transparency will shape adoption. Tools that clearly explain outputs and allow user control will gain traction, especially among older adults and cautious adopters.

5. **Next Wave: AI in Decision-Making**

Current use is largely task-based (content generation, automation). The next phase will involve decision-support AI—helping individuals and organizations make choices based on predictive analytics. This will accelerate adoption in health care, finance, and education.

Learn More about our Methodology:

[Project Transparency Report](#) | [AmeriSpeak Omnibus](#)

