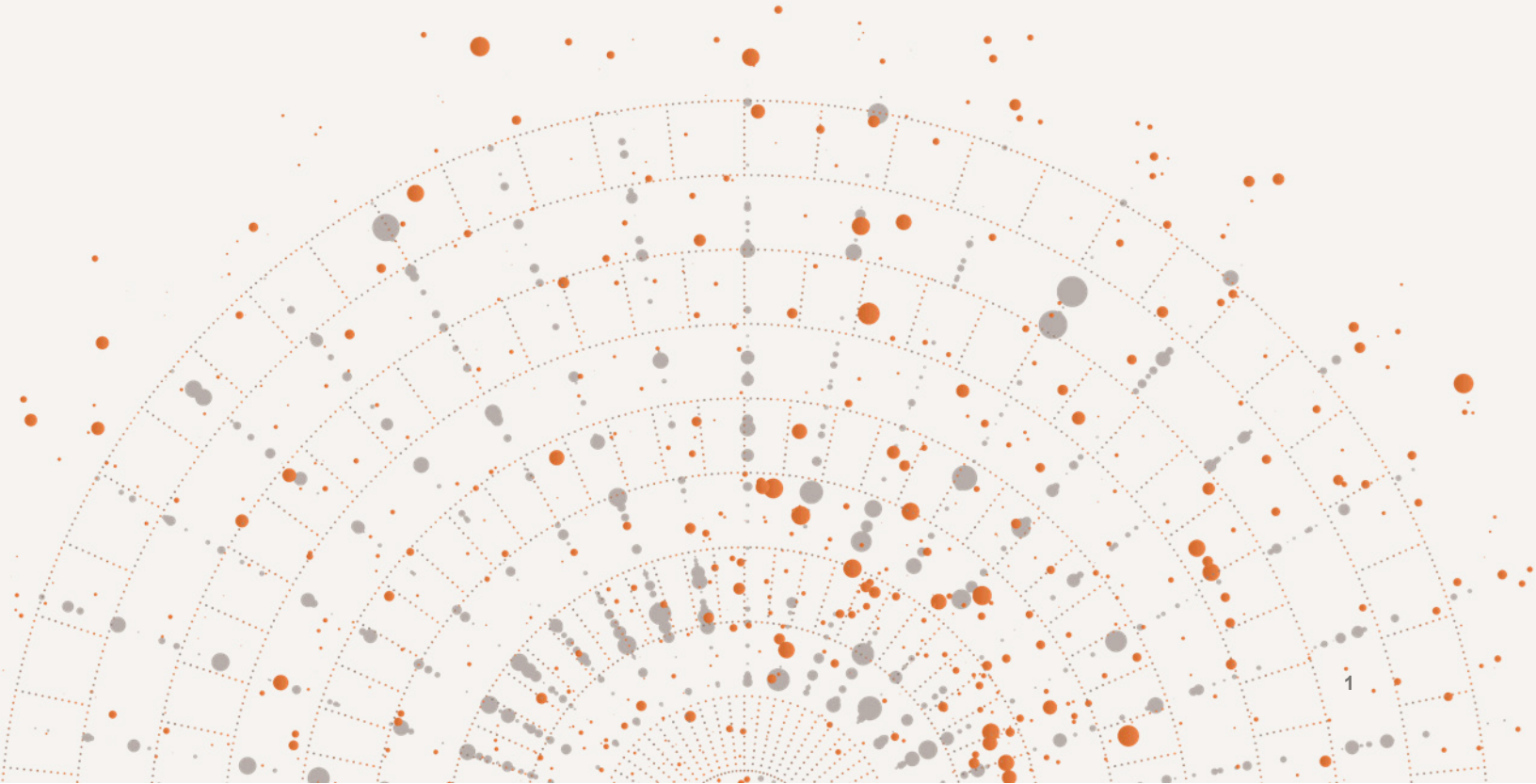
NORC at the University of Chicago

AmeriSpeak

May, 2025

AmeriSpeak:

AI Adoption Report



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Artificial intelligence (AI) is rapidly transforming how Americans live, work, and interact with technology. From voice assistants and personalized recommendations to generative tools and workplace automation, AI is increasingly integrated into our personal and professional lives.

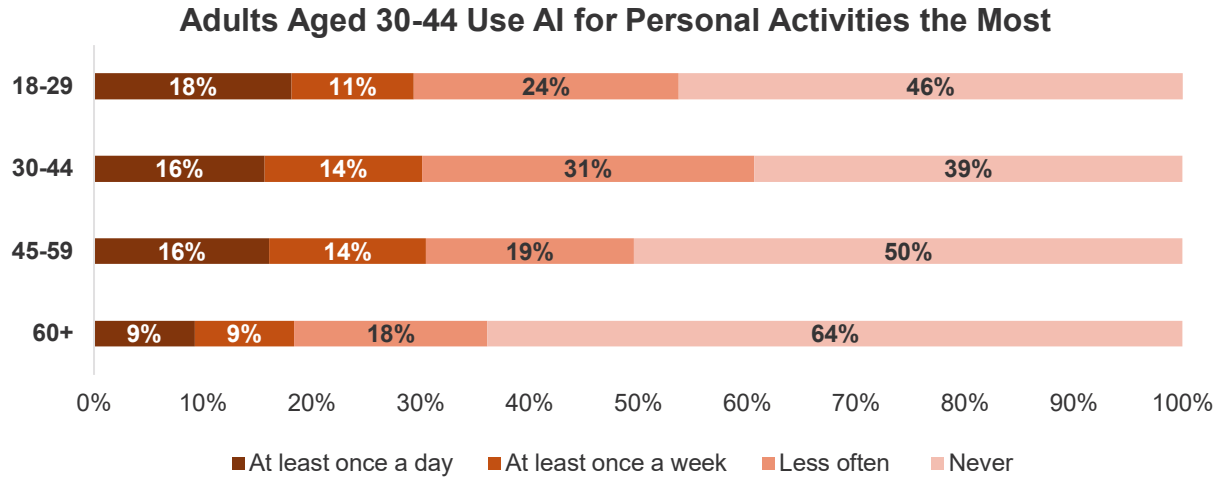
A new survey conducted using the AmeriSpeak Omnibus by NORC at the University of Chicago provides a nationally representative snapshot of how Americans engage with AI and examines how different demographic groups engage with AI technologies.

As AI continues to evolve, understanding public perception and usage is essential for shaping a responsible digital future.

AI in Americans' Personal Lives

AI is already finding a place in the personal routines of many Americans, though adoption levels vary widely. 14% of Americans use AI at least once a day for personal activities (they are referred to as "daily users" hereafter), 12% use it at least once a week ("weekly users"), and 23% use it less often than weekly ("occasional users"). However, 51% of Americans never use AI for personal activities ("non-users").

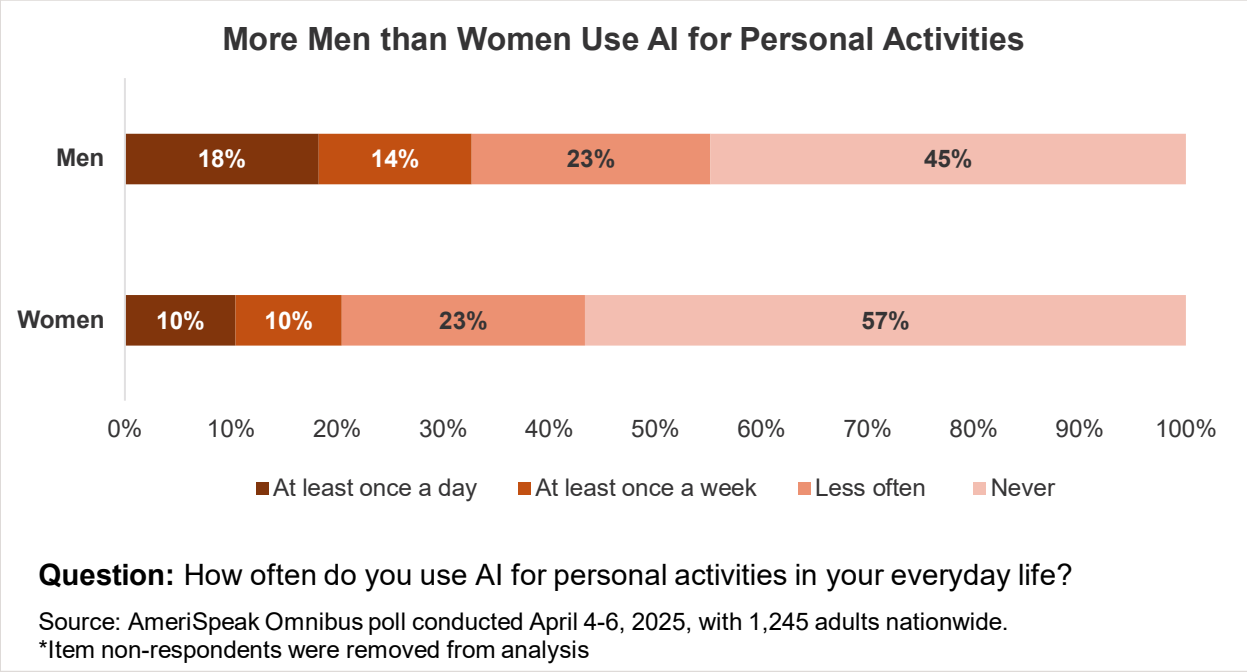
Adults aged 60 and above have the largest share (64%) of non-users (that is, people who never used AI for personal activities). By contrast, adults aged 30 to 44 have the smallest share of non-users (39%). Daily and weekly usage is comparable across younger age groups.



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

Source: AmeriSpeak Omnibus poll conducted April 4-6, 2025, with 1,245 adults nationwide.
Item non-respondents were removed from analysis

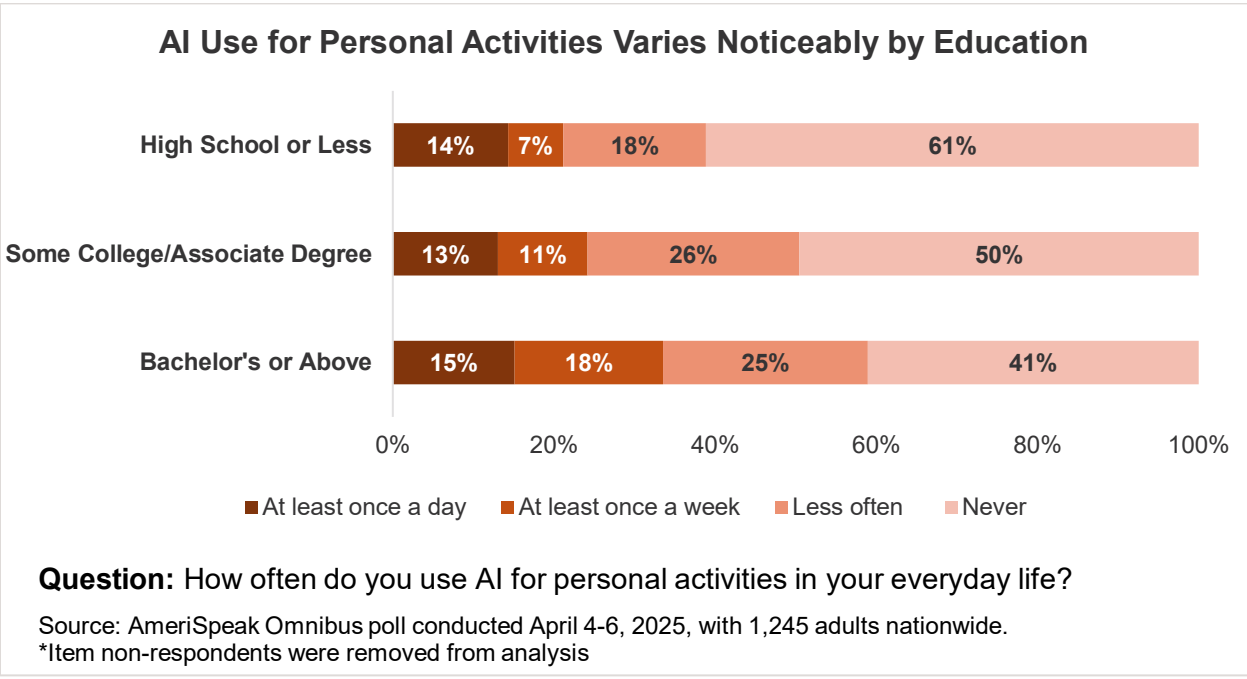
Men use AI more frequently for personal activities than women; the shares of daily users and weekly users are higher for men than women. In addition, more than half of females (57%) never use AI for personal activities, compared to 45% of males.



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

Source: AmeriSpeak Omnibus poll conducted April 4-6, 2025, with 1,245 adults nationwide.
*Item non-respondents were removed from analysis

Adults with a high school degree or less have the largest share of non-users (61%), whereas people with a Bachelor's degree or more have the smallest share (41%).



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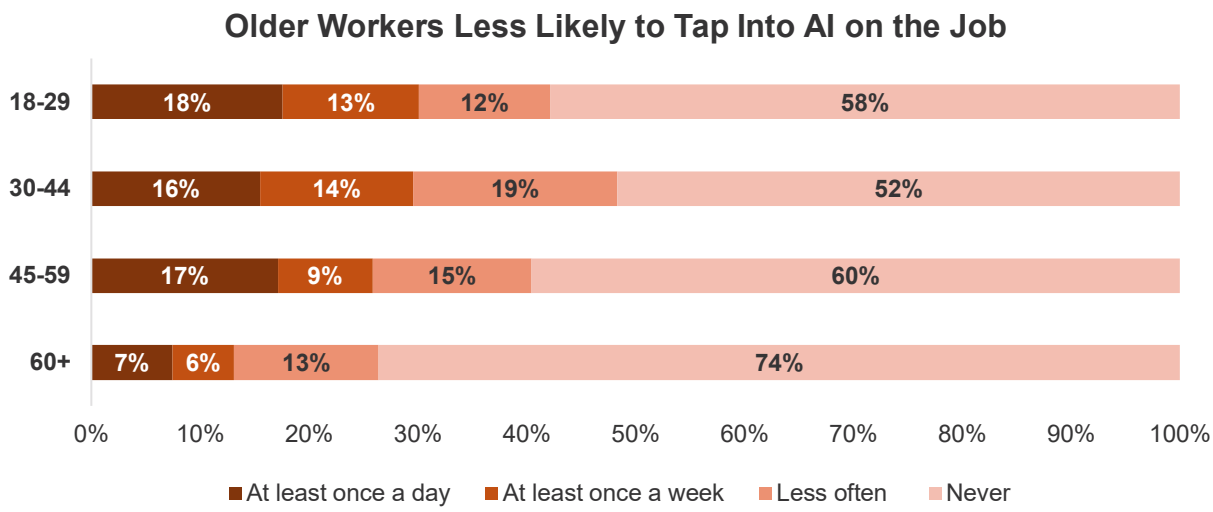
AI in the American Workplace

When it comes to workplace use, AI adoption among employed Americans varies significantly, with a sizable portion of the workforce still not engaging with AI regularly. Fifteen percent of employed Americans reported using AI at the workplace at least once a day, 11% use it at least once a week, and 15% use it less often. More than half of employed Americans (58%) never use AI at work.

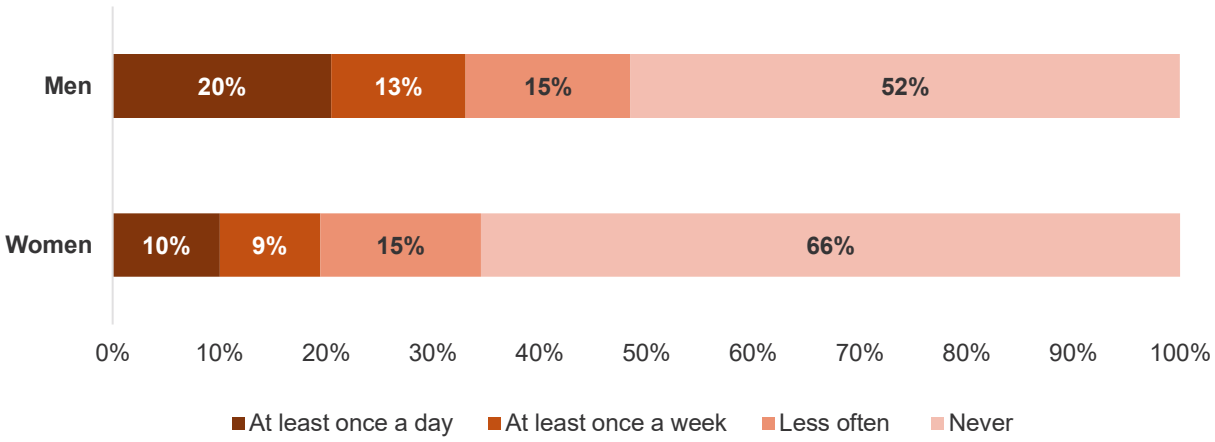
The prevalence of daily AI users in the workplace is comparable across the three younger age groups (18-29, 30-44, and 45-59), but it is much smaller for the older age group. The older age group also has the smallest share of weekly users and the largest share of non-users.



Question: How often do you use AI at your workplace?

Source: AmeriSpeak Omnibus poll conducted April 4-6, 2025, with 1,245 adults nationwide.
*Item non-respondents were removed from analysis

The prevalence of daily users is 20% among males, which is twice as many as that for females. Females also have more non-users (66%) than males (52%).



Question: How often do you use AI at your workplace?

Source: AmeriSpeak Omnibus poll conducted April 4-6, 2025, with 1,245 adults nationwide.
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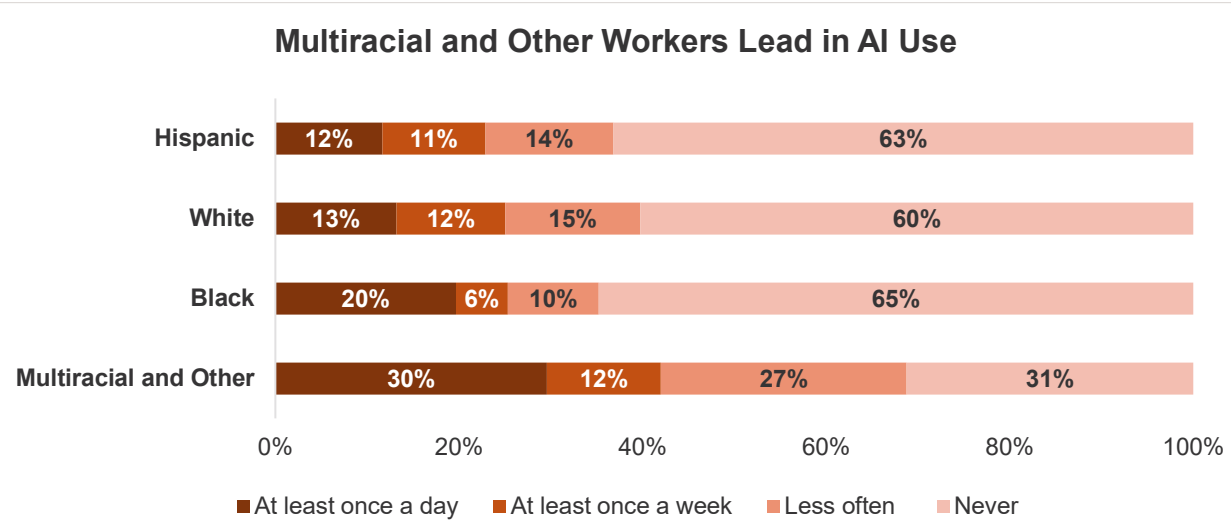
The share of non-users is comparable across Hispanic, Non-Hispanic White, and non-Hispanic Black adults. Non-Hispanic Black adults have a slightly larger share of daily AI users (20%)) than the other two groups.



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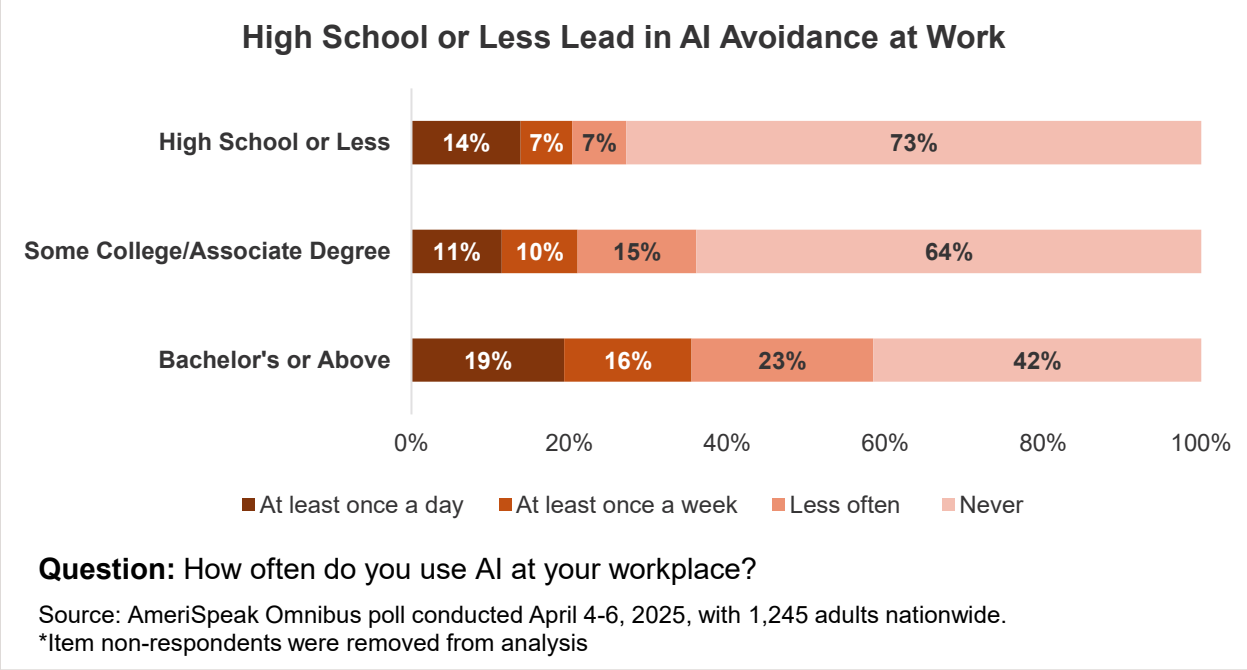
People with higher levels of education (bachelor's degree or more) have much smaller shares of non-users than the other two groups of people with lower levels of education. Those with a high school diploma or less have the largest share of non-users (73%) and the smallest share of occasional users (7%).



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We asked ChatGPT what it thought of these findings, and it had this to say:

> *"I think AI adoption is an exciting and transformative development, but it's clear that its integration into society will be a gradual and nuanced process. There are a lot of positive aspects—AI can increase efficiency, improve decision-making, and even enhance creativity. At the same time, it's important to address the challenges that come with AI, such as issues around privacy, bias, and its potential to disrupt jobs or industries.*
>
> *The fact that adoption rates vary across different demographics suggests that there's a gap between those who are early adopters and those who are more cautious. Trust and understanding will play major roles in accelerating AI adoption. For example, people are more likely to embrace AI when they see tangible benefits, like personalized recommendations or convenience in their daily lives, but they may be more resistant if they perceive it as intrusive or harmful.*
>
> *Ultimately, I think the success of AI adoption will hinge on transparency, ethics, and public education. As AI continues to develop, it's crucial to foster an environment where people feel confident using it while also addressing the concerns that naturally arise with any major technological shift."*
>
> Learn more about our methodology.