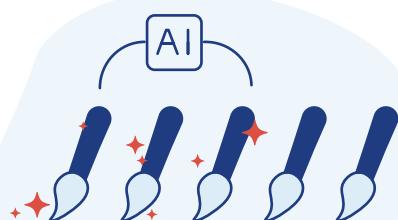


# 2025 Survey of Product Impact in the Connected Economy: Artificial Intelligence

## Introduction

The Computer and Communications Industry Association (CCIA) Research Center partnered with Morning Consult to design and field two pairs of large repeated cross-sectional surveys of U.S. adults to explore developments in the adoption, use, and opinions towards generative artificial intelligence (GenAI) tools. One survey design (the Overall GenAI Adoption Survey) was fielded in October 2024 and June 2025, and the other survey design (the GenAI Work and Productivity Survey) was fielded in March 2025 and July 2025. These surveys provide an in-depth look at rapid developments in public use of, and opinions towards, GenAI tools over the past year.

Generative AI is the **most rapidly adopted general purpose technology in history** – surpassing the car, the internet, and even the smartphone.



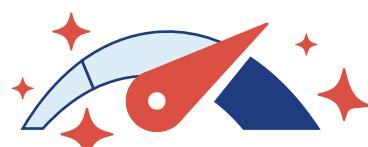
**3 in 5**

U.S. adults have used generative AI under 3 years from release.



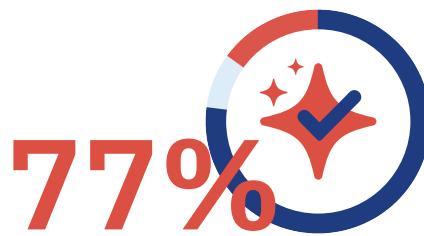
**2 in 5**

U.S. adults use generative AI for work.

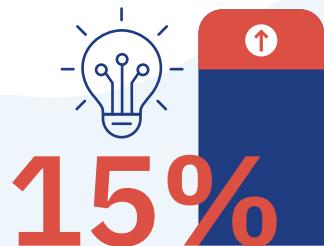


**2:1**

Personal use exceeds work use of each major GenAI tool, with a **~2:1 ratio** or more.



of GenAI users report a **favorable impression** versus 15% an unfavorable one.



U.S. workers using GenAI report a **15% productivity improvement** on average.