**November 2025**

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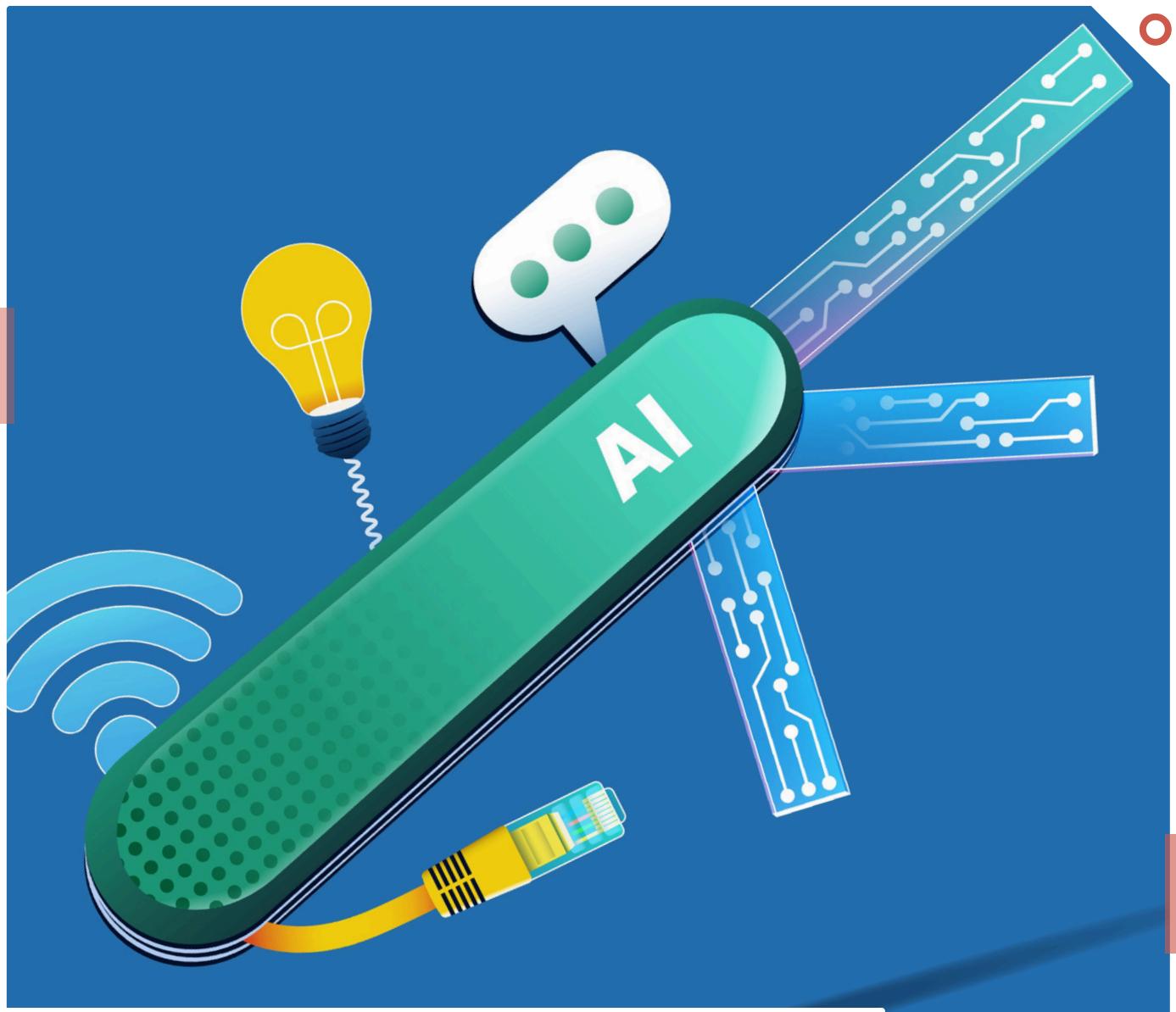
Trevor Wagener

Executive Summary

- Generative AI is the **most rapidly adopted** general purpose technology **in history**.
- Each general purpose technology has been adopted **faster than the prior one**.
- About **three-in-five** U.S. adults have used generative AI under 3 years from release.
- Among all U.S. adults, **daily** GenAI use is **17%**, up from **12%** eight months earlier.
- About **two-in-five** U.S. adults use generative AI for work.
- U.S. workers using GenAI report a **15% productivity improvement** on average.
- **7 percentage points** more workers used GenAI in July 2025 than in March 2025.
- Among workers using AI, **daily use increased from 21% to 31**% from March to July.
- **ChatGPT** continues to be the **most widely used** GenAI tool, but competition is intense.
- Workers say their **employers** are **twice as likely to support GenAI** use as to oppose it.
- **77%** of GenAI users report a **favorable impression** versus 15% an unfavorable one.
- **Personal use exceeds work use** of each major GenAI tool, with a **~2:1 ratio** or more.

Introduction

The Computer and Communications Industry Association (CCIA) Research Center partnered with Morning Consult to design and field two pairs of large cross-sectional surveys of U.S. adults to explore developments in the adoption, use, and developing 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.

Most Americans Are Already Using GenAI Tools

The current GenAI boom's origins lie in the development of the transformer architecture for deep learning, first described in the seminal 2017 paper "Attention Is All You Need" authored by eight researchers working at Google. Just over 5 years later, another organization, OpenAI, released the first publicly-accessible GenAI chatbot, ChatGPT, on November 30, 2022. In less than three years following the release of ChatGPT, numerous competing GenAI models and tools have been released, including but not limited to Google's Gemini, Meta's Llama, Anthropic's Claude, xAI's Grok.

The adoption and use of GenAI tools has been incredible, with about three-fifths of Americans reporting using GenAI tools by summer 2025, including about two-fifths of Americans reporting using GenAI tools at work. Among all American adults, daily use surged from 12% to 17% of all respondents in just an eight month period.

GenAI Continued the Trend of Each General Purpose Technology Getting Adopted Faster than the Prior Tech

As defined by Bresnahan and Trajtenberg (1992)[1], a general purpose technology is an innovation that:

1. Is "pervasive", meaning broadly applicable across many sectors and tasks;

2. Improves rapidly and persistently, driving cost/quality gains;

3. Enables complementary innovations such as new products, processes, and business models; and

4. Incentivizes broad organizational and economy-wide restructuring, often via network effects or new infrastructure, thereby producing economy-wide productivity and welfare improvements.

GenAI already appears to be a general purpose technology, building on prior examples like the smartphone, the internet, the automobile, and electrification. GenAI is also continuing an established trend among general purpose technologies, namely that each general purpose technology is adopted more rapidly than the prior one in the United States. (See Figure 1)

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1   Bresnahan, Timothy F., and Manuel Trajtenberg. General Purpose Technologies" Engines of Growth?". No. w4148. National Bureau of Economic Research, 1992. Available at https://www.nber.org/papers/w4148

Figure 1

U.S. Adoption Trends by General Purpose Technology

Legend: GenAI, Smartphone, Internet, Automobile, Electrification

Y-axis: U.S. Adoption Rate (0% to 100%)
X-axis: Years Since Introduction (0 to 25)
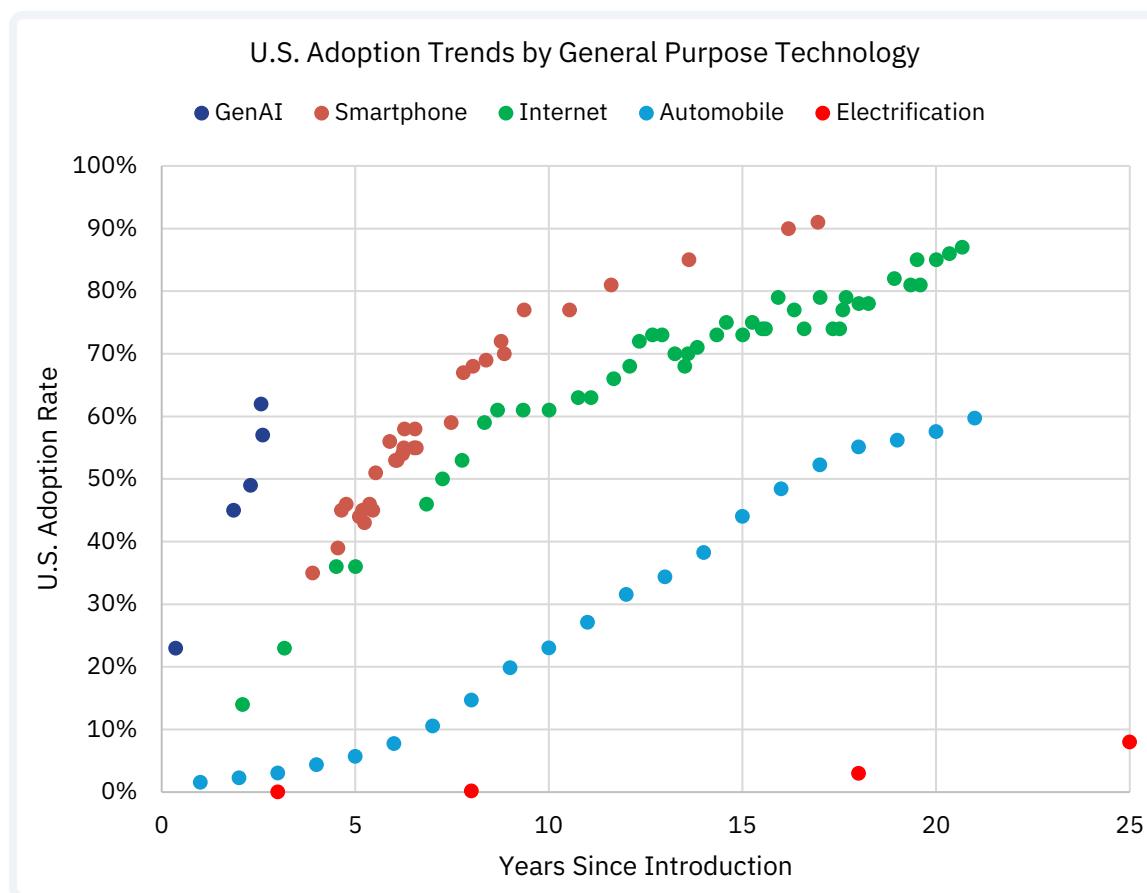
Electrification led to electricity becoming a universal input across industries, leading to continuous efficiency gains and spawning a near-total redesign of production methods. Nonetheless, this was an extremely gradual process. In 1882, the first U.S. electric power plant, Edison's Pearl Street Station, was built to serve the first U.S. urban electric grid in a portion of Manhattan. It would take about three decades for just 10% of U.S. households to be connected to an electric grid, about forty years for a third of U.S. households to be connected, and about 50 years for two thirds of U.S. households to be connected.[2]

The automobile, which led to a total redesign of U.S. logistics, urban design, and commuting patterns, had a much more rapid adoption across the United States. Dating the widespread commercial introduction of the automobile to the production of Ford's Model T in 1908, it took just 21 years for nearly 60% of U.S. households to drive an automobile by 1929,

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2   See HSUS, Series S 108–119. Growth of Residential Service, and Average Prices for Electric Energy: 1902 to 1970 (Bicentennial Edition). The HSUS page reproduces the annual percentages for All dwellings (S 108), along with Farm and Urban & rural nonfarm splits (S 109–110). Available at https://www2.census.gov/library/publications/1975/compendia/hist_stats_colonial-1970/hist_stats_colonial-1970p2-chS.pdf

largely displacing the horse, the mainstay of U.S. roads since colonial times and of old world roads for millennia, in less than a single generation.[3]

The internet, which enabled the entire connected economy, was faster still in reaching U.S. households. In under a decade following the public release of the World Wide Web in April 1993 and the nearly simultaneous release of the first web browser to achieve widespread public use (the Mosaic browser)[4], about 60% of U.S. adults were using the internet, and within 20 years nearly 90% of U.S. adults were using the internet.[5]

The smartphone, which made the internet, the connected economy, mobile telephony, and digital camera all easily available on the move in a single handheld device, exploded in popularity following the release of the first iPhone in 2007. Within a decade, nearly 80% of U.S. adults reported owning a smartphone; by 17 years after release, over 90% of U.S. adults owned a smartphone.[6]

GenAI, which is already driving major investments across the U.S. economy, reached 60% adoption by U.S. adults in fewer than 2.7 years after the public release of ChatGPT.

This accelerating trend of general purpose technology adoption speaks to the potential of GenAI to generate new opportunities for complementary innovations and new products across the economy.

Overall GenAI Adoption Survey: October 2024 and June 2025

America's AI Adoption Is Broadening, Normalizing, and Remaining Popular

A two-wave national survey of U.S. adults, fielded first in October 2024 and again in June 2025 to distinct random samples, offers a clear snapshot of where GenAI stands with the U.S. public. More people have tried AI, more are using it routinely, and attitudes toward GenAI are broadly favorable. At the same time, a large share of GenAI tool usage is focused on day-to-day

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3   See https://www.fhwa.dot.gov/ohim/summary95/section2.html; See also https://www.bts.gov/browse-statistical-products-and-data/info-gallery/share-household-vehicles-available-1960-2023

4   See https://www.home.cern/science/computing/birth-web/short-history-web. See also for an example of the common practice of scholarly research dating the de facto beginning of the web or internet era as a social phenomenon to the 1993 public release of the World Wide Web and the Mosaic browser https://www.nber.org/system/files/working_papers/w11876/w11876.pdf

5   https://www.pewresearch.org/chart/internet-use-over-time/

6   https://www.pewresearch.org/chart/mobile-phone-ownership-2/

information tasks rather than splashier early-use cases. In other words, AI is moving from novelty to everyday utility for early adopters in record time.

Adoption is rising fast: The share of American adults who say they have used an AI service climbed from **44%** in October 2024 to **62%** in June 2025, an **18-point** gain in nine months. Frequency of use moved up as well: weekly use increased from **21%** to **31%**, and daily use ticked up from **12%** to **17%**. (See Figure 2)

Figure 2

In the past 12 months, how often, if at all, have you used artificial intelligence services (for example ChatGPT, DALL-E, Meta AI)?
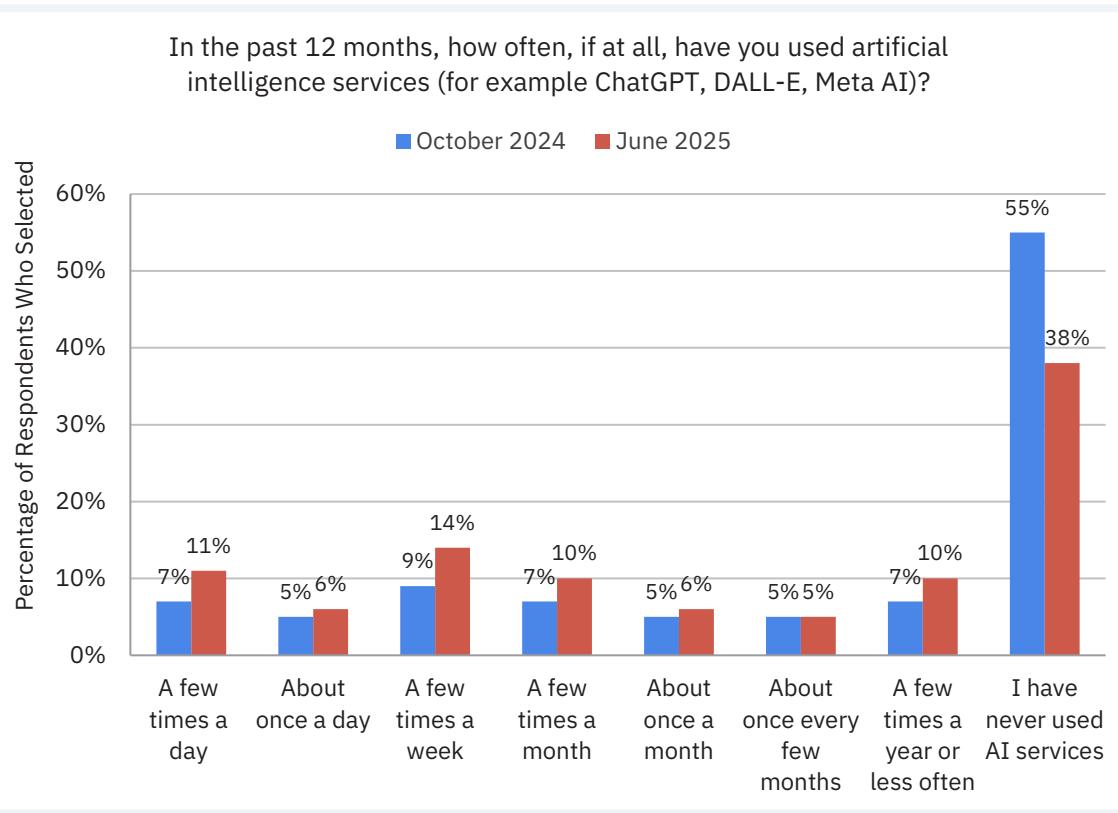
Everyday use is consolidating around core information tasks: Even as adoption broadens, a larger share of respondents now says they **"do not interact with AI in their everyday life,"** rising from **27% → 35%**. Self-reported everyday-life usage declined in several high-visibility categories: content creation/social media dropped from **26% → 20%**, customer service from **22% → 16%**, and gaming from **17% → 11%**. In contrast, everyday use for **general search (34%)**, **learning (24%)**, and **brainstorming (15%)** held steady across the two survey waves. This pattern suggests experimentation is giving way to routine: novelty use cases are receding, while durable tasks anchored in information retrieval

and synthesis remain the backbone of everyday engagement. (See Figure 3)

In your everyday life, how do you typically interact with artificial intelligence? Please select all that apply.

■ Oct 2024 ■ Jun 2025

| Category	Oct 2024	Jun 2025
Finances/money management	11%	8%
Healthcare (scheduling appointments, chatting with insurance providers, etc.)	12%	8%
Learning new things	25%	24%
For school	11%	8%
Customer service	22%	16%
Retail	12%	10%
Professional use cases	11%	10%
Social media/content creation (videos, music, images, etc.)	26%	20%
Gaming	18%	11%
General search	34%	34%
Brainstorming	15%	15%
Something else, please specify	2%	3%
I do not interact with artificial intelligence in everyday life	27%	35%

Percentage of Respondents Who Selected

Why can adoption climb while some say they don't use AI in daily life? Two dynamics help reconcile these signals. First, as experimentation matures, usage is consolidating around a narrower set of repeated tasks, often through embedded features in search, productivity suites, or consumer apps. Second, some people may not consciously label these encounters through embedded use cases as "AI," even when the underlying service uses it. In other words, AI is becoming both more **present** and more **invisible**. AI is less a standalone destination, and more a background capability that quietly improves familiar tools used for everyday tasks.

Public sentiment is positive and getting slightly more positive: Three in four adults (**77%**) report a favorable view of AI services, versus **15%** unfavorable, representing a net 2% shift toward favorable since October. (See Figure 4)

Figure 4

You indicated that you have used at least one artificial intelligence service (for example ChatGPT, DALL-E, Meta AI) before. Please indicate if you have a favorable or unfavorable opinion of the artificial intelligence service(s) that you have used.
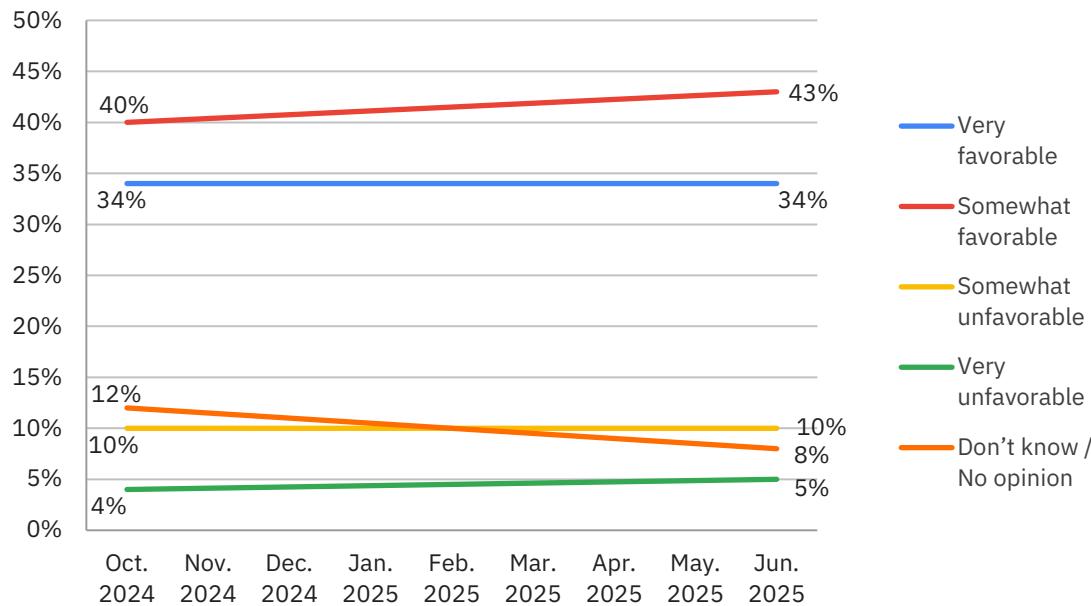
GenAI Usage Expectations Normalize: Looking ahead, the share expecting to use "**much more**" or "**somewhat more**" AI over the next five years eased from **55%** to **49%**, while those expecting to use **"about the same"** rose from **26%** to **31%**, explaining the shift. This is what a technology looks like when it moves from novelty to habit: attitudes remain supportive, but existing consumers increasingly see AI as a steady part of their toolkit rather than something that will dramatically reshape their behavior every year. (See Figure 5)

Figure 5

In your everyday life, do you expect to be using artificial intelligence services more, or less, in the next 5 years?
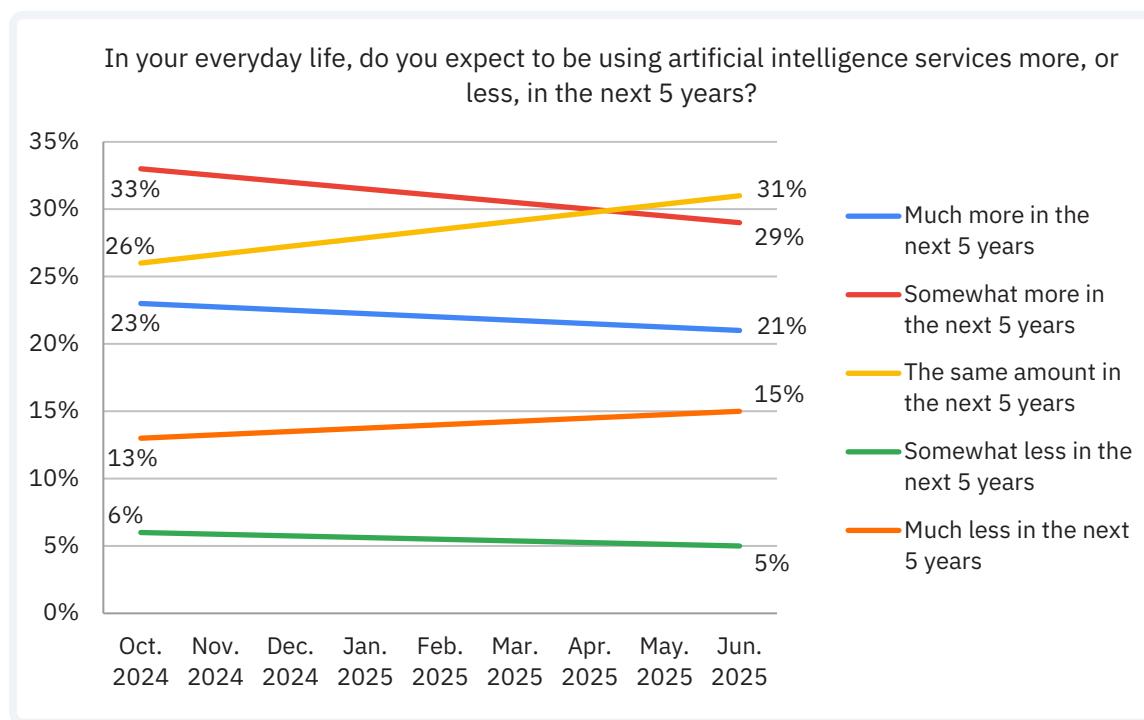
Crowded Field of GenAI Tools Competing Intensely: ChatGPT remains the most widely used GenAI tool in a crowded field with **67%** of respondents indicating a paid or unpaid subscription, but some competitors like Gemini at **55%** are growing their user base. Paid subscriptions to GenAI tools are increasing in frequency for 4 of the 7 surveyed tools and were flat in frequency for the other 3, while the free-to-use version of each tool ("unpaid subscription") remains several times more popular across each surveyed GenAI tool. Note that this question was only asked of respondents indicating at least some GenAI tool use, and therefore a "flat" percentage across time indicates absolute growth in users due to the growth in the proportion of the population using GenAI tools over time. (See Figure 6)

Figure 6

Thinking about the following artificial intelligence (AI) subscription services, are you using the following services via a paid subscription or unpaid subscription?

ChatGPT

- Paid Subscription
- Unpaid Subscription
- Do Not Use

Google Gemini

Claude AI

Midjourney

Microsoft Copilot

Meta AI

Grok AI
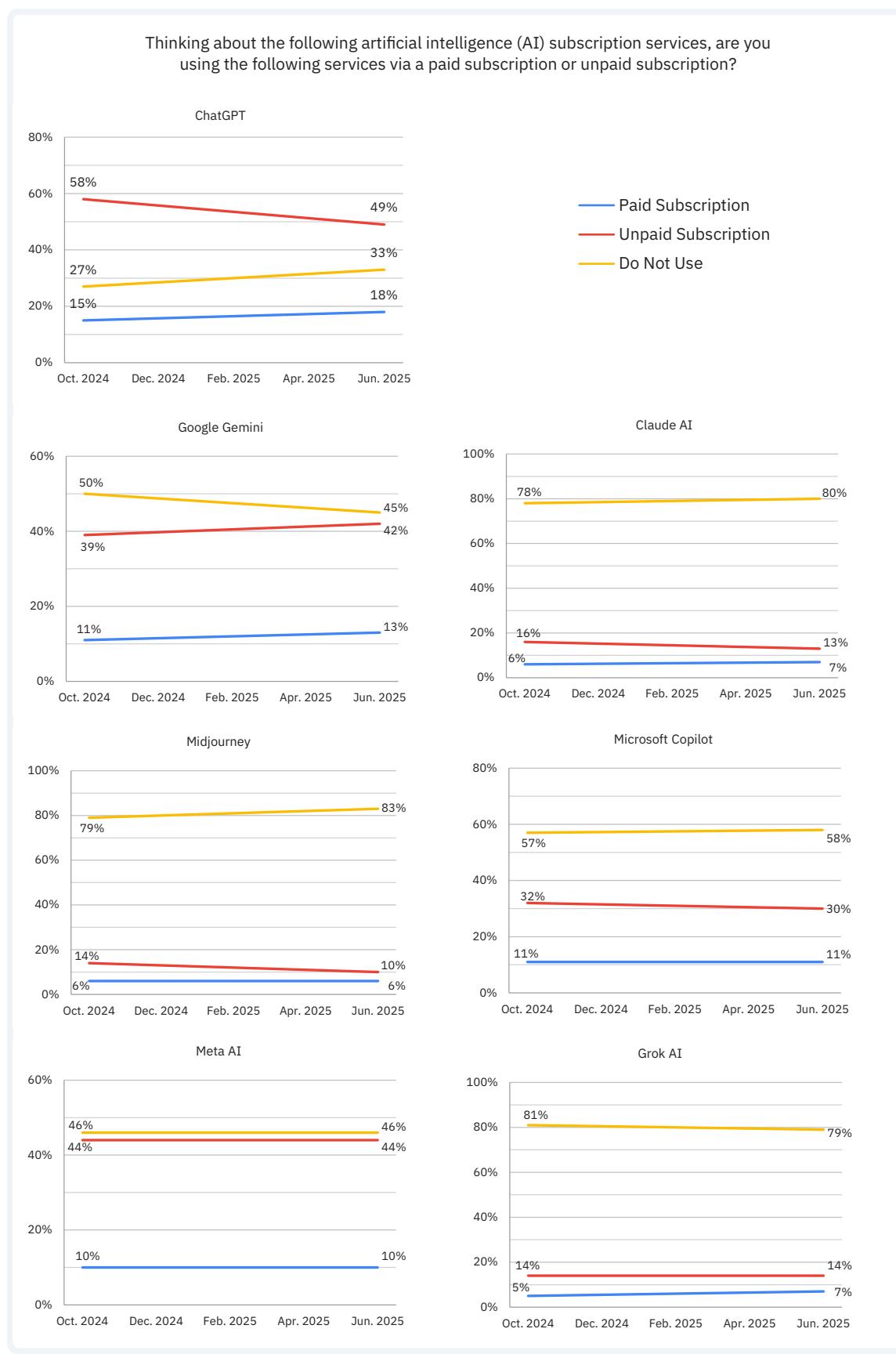
Personal Use of GenAI Increasingly Exceeds Work Use Across All GenAI Tools in 2025: In October 2024, respondents who used a given AI tool often indicated that work use somewhat exceeded personal use, though there were a few narrow exceptions such as ChatGPT. By June 2025, personal use exceeded work use by a double-digit margin for every single GenAI tool surveyed. Notably, this does not imply a reduction in GenAI use at work, but rather a relative increase in personal GenAI use. (See Figure 7)

Figure 7

And from the same list of artificial intelligence (AI) subscription services, are you primarily using those services for work or personal use?

ChatGPT

Google Gemini

Claude AI

Midjourney

Microsoft Copilot

Meta AI

Grok AI
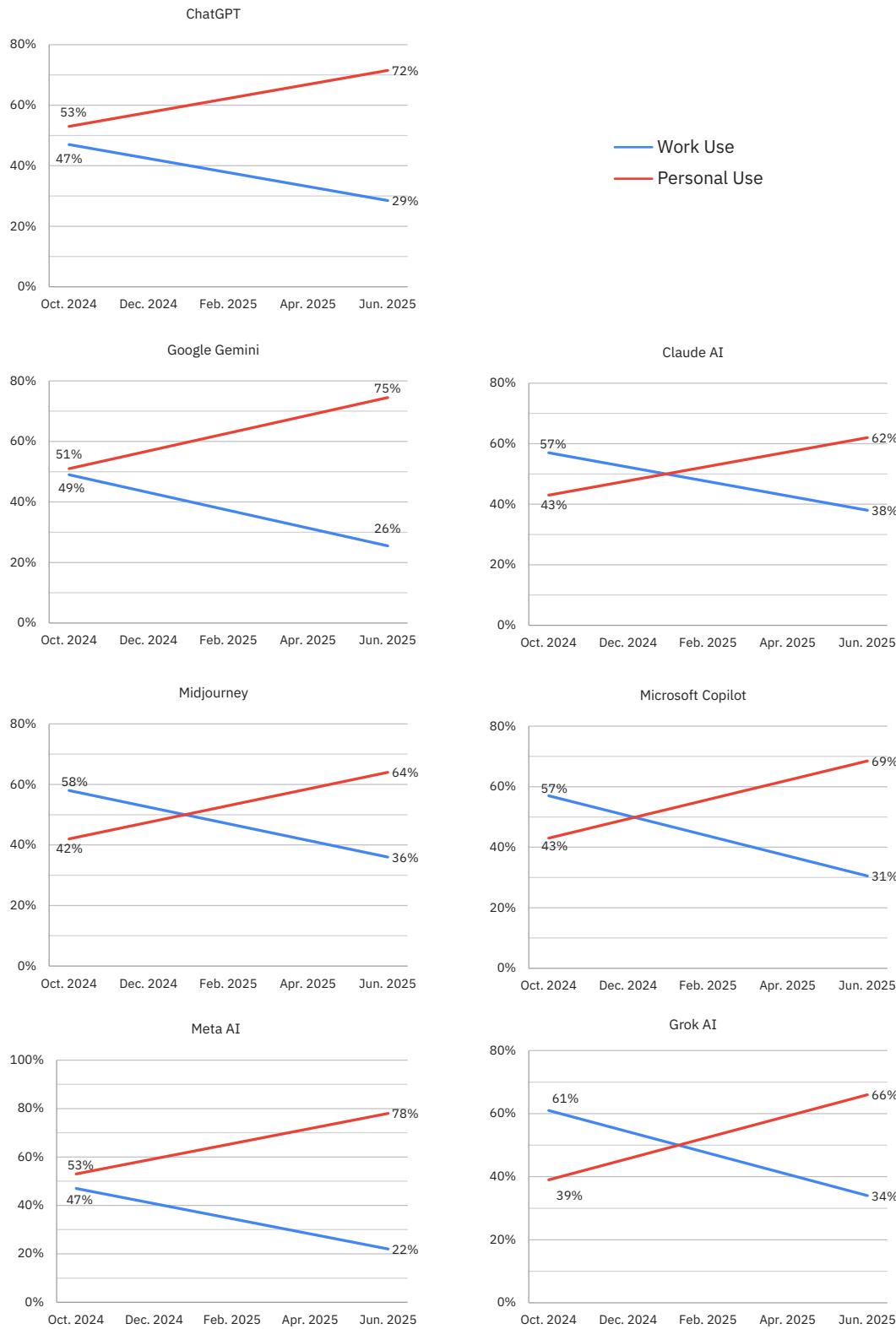
Economic implications of these findings suggest utility, not spectacle, drives the gains: Productivity improvements typically arrive when digital tools slot into existing workflows, not when they sit on the side as one-off demos. The survey's stability for search, learning, and brainstorming indicates GenAI is becoming an everyday force multiplier for knowledge work and everyday problem-solving. Those are use cases where marginal improvements such as better query understanding, faster summarization, and more relevant suggestions compound over time. Complementarity, not substitution, is the near-term story: GenAI helps people find, digest, and organize information more effectively, raising the quality and speed of decision-making across the economy.

A product roadmap for AI tool designers: If consumers are anchoring on GenAI for search, learning, and brainstorming, firms may prioritize high-reliability features in those domains: summarization that cites sources, assistants that handle ambiguous requests gracefully, and brainstorming tools that make it easy to export, revise, and collaborate. The slightly falling shares for content-creation and gaming use cases may point to an unmet demand for better user education on how best to create quality outputs. Alternatively, it may point to users discovering that producing quality outputs in those categories requires a non-trivial time investment to develop relevant skills, such that more casual users are moving away from such use cases in their everyday life even as expert users in those spaces increase their use.

Keep measuring what matters: The survey's two-wave design of distinct random samples fielded almost nine months apart helps separate transient enthusiasm from durable patterns. Continuing an ongoing cadence of surveys will clarify whether the plateau in expectations persists, whether everyday-life usage re-accelerates as features improve, and how sentiment evolves as AI becomes more deeply embedded in services Americans use every day.

The bottom line: GenAI in mid-2025 looks less like a curious novelty and more like a steadily improving utility that is popular, useful, and increasingly woven into the fabric of online life, particularly for personal use. Consumers are telling us they value the technology but certain use cases are drawing more of their everyday attention than others.

# GenAI Work and Productivity Survey: March and July 2025

Workplace GenAI Use Is Up and Driving Productivity Growth Higher

A two-wave national survey of U.S. adults, fielded first in March 2025 and again in July 2025 to distinct random samples, offers a clear sense for the latest trends in GenAI use in the workplace. Read side-by-side, the charts tell a consistent story: more people are using GenAI, they're using it more frequently and for longer, they're finding it easier to integrate into workflows, and employers are generally supportive rather than restrictive.

The data suggest that as of July 2025, U.S. workers who were using GenAI at work were experiencing **15% higher productivity** on average, defined as how many additional hours they would have needed to complete the same amount of work without any generative AI tools. After accounting for about **two-fifths of U.S. workers using GenAI** at work, this predicts a nearly **6% productivity increase** across the U.S. economy from GenAI adoption in the workplace less than three years after the public release of the first GenAI chatbot. Due to the need to reorganize workflows around GenAI productivity increases to realize gains that can be lost waiting for slower downstream workflow steps that haven't yet adapted, not all of this productivity increase is yet visible in official U.S. productivity statistics.

Usage is broadening: The share of Americans reporting *any* use of generative AI, whether for work, personal tasks, or both, rose by 8 percentage points from March to July 2025. The "no use" group shrank, while both "outside my job" and "both inside and outside my job" categories grew. The enormous 11 percentage point increase in the proportion of U.S. adults indicating that they use GenAI both for work and outside of work, combined with the decline in the percentage of U.S. adults indicating they only use GenAI at work, suggests that usage at work tends to lead to personal usage. Combined with the prior results from the other survey design, this suggests that work use of GenAI tools likely drives even larger personal use of GenAI tools. (See Figure 8)

Figure 8

Generative AI (GAI) is a type of artificial intelligence that creates text, images, audio, or video in response to prompts. Some examples of Generative AI include ChatGPT, Gemini, Claude, and Midjourney. Do you use Generative AI at all for your job or out
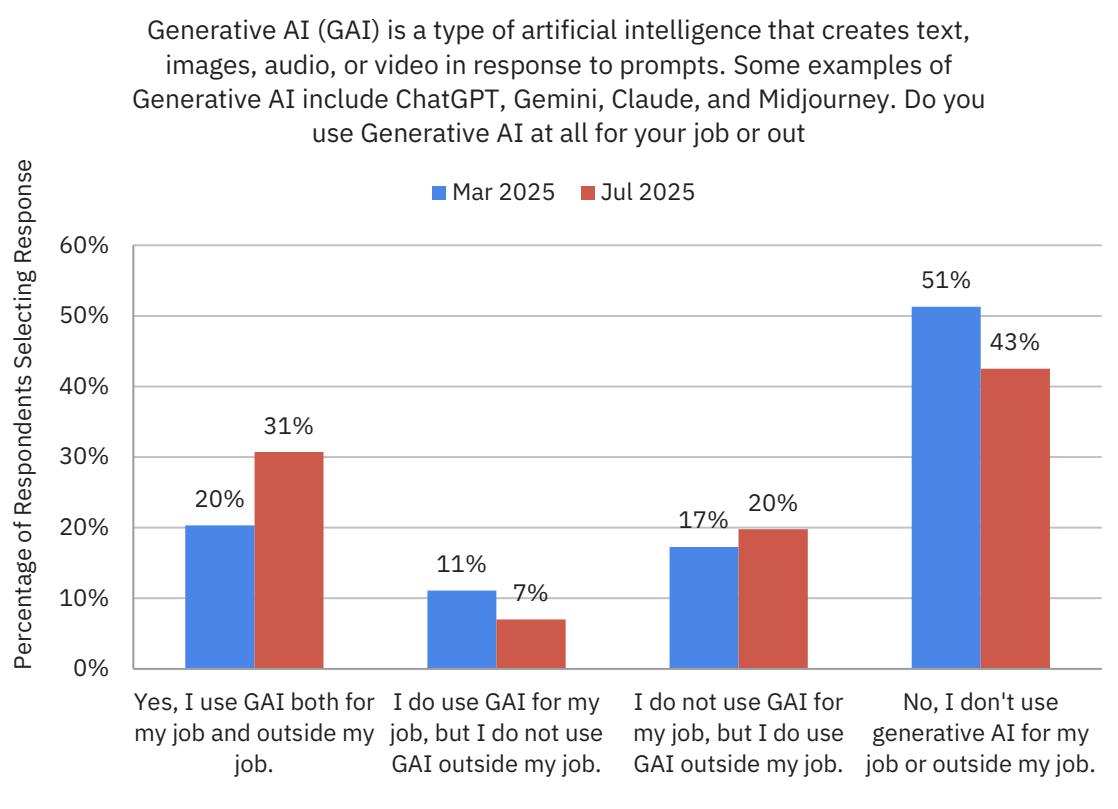
Workplace GenAI usage frequency ticked up: Among workers using GenAI at all at work, 31 percentage points report typically using it every day at work, an 11 percentage point increase in just four months. This was accompanied by slight declines in all other response categories, suggesting that the broad applicability and usefulness of GenAI tools drives workers towards daily use in a short time span. This is particularly noteworthy because a larger share of workers are using GenAI for work in that timeframe: 38 percentage points in July versus 31 percentage points in March, a 22% relative increase in the population using GenAI tools at work. In other words, exposure is wider *and* frequency of use is more regular, and became more regular despite a full fifth of workers using GenAI at work having just started doing so in the prior four months. This trend holds for the "last week" at work as much as it does for the "typical week" at work. (See Figure 9)

Figure 9

Thinking about a typical work week, how many days do you use generative AI (GAI) for work?

■ Mar 2025 ■ Jul 2025

Response	Mar 2025	Jul 2025
I use GAI every day at work	21%	31%
I use GAI at work most days per week, but not every day	37%	34%
I use GAI at work at least once a week, but less than half the days	27%	24%
I seldom use GAI in a typical work week	8%	8%
I never use GAI at work	6%	4%

Percentage of Respondents Selecting Response
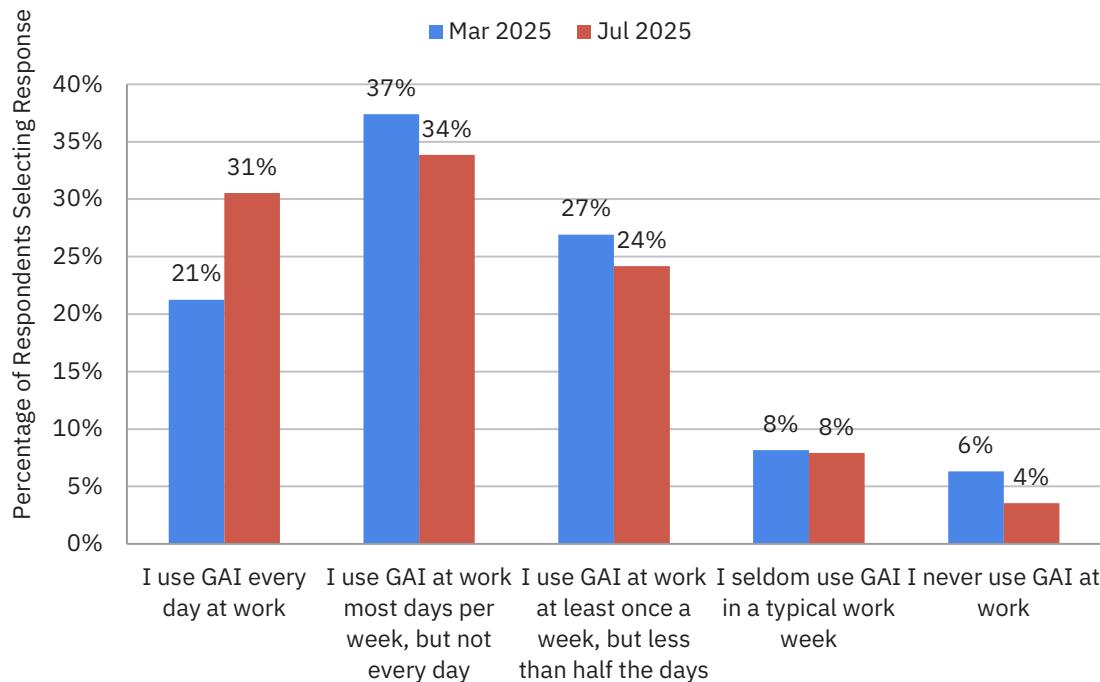
Thinking about last week, how many days did you use Generative AI (GAI) at work?

■ Mar 2025 ■ Jul 2025

Response	Mar 2025	Jul 2025
7 days	3%	11%
6 days	9%	5%
5 days	23%	23%
4 days	27%	20%
3 days	19%	18%
2 days	10%	12%
1 day	5%	8%
Did not use last week	5%	4%

Percentage of Respondents Selecting Response
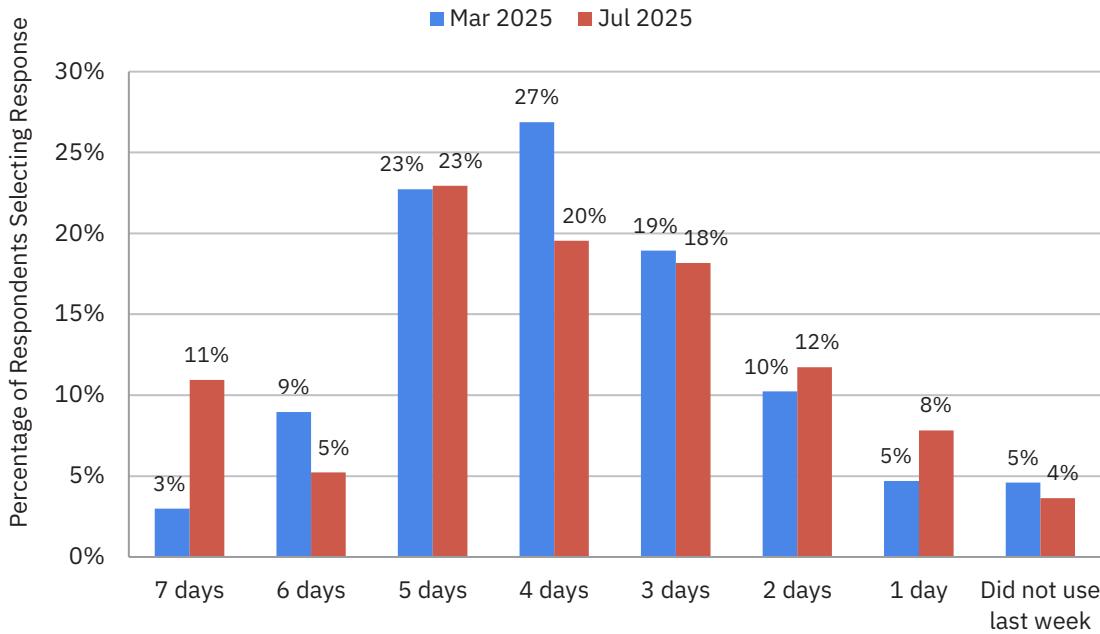
**Time-on-tool is inching higher:** Relative to March, July respondents are more likely to report daily work GenAI time in the 15-minutes-to-multiple-hours bands, with fewer indicating they did not use GenAI at all in the prior week. Interestingly, the "at least 15 minutes but less than one hour per day" and "four or more hours per day" buckets grew while every other bucket shrank, including the "less than 15 minutes per day" bucket. Interpreting the "four or more hours per day" bucket as indicating that the employee is spending a majority of their work time collaborating with or managing AI workflows, effectively a fully-AI-collaborative employee, the **proportion of workers who have used AI at work who are fully-AI-collaborative has more than doubled** in four months **from 3 percentage points in March to 8 percentage points in July**. (See Figure 10)

Figure 10

Again, thinking about your work week last week, on average how much time did you actively spend using a Generative AI (GAI) tool each day?

■ Mar 2025   ■ Jul 2025

|	Less than 15 minutes per day	At least 15 minutes but less than one hour per day	At least one hour but less than two hours per day	At least two hours but less than three hours per day	At least three hours but less than four hours per day	Four or more hours per day	Did not use GAI at all last week
Mar 2025	11%	21%	28%	22%	10%	3%	4%
Jul 2025	9%	30%	25%	21%	6%	8%	2%
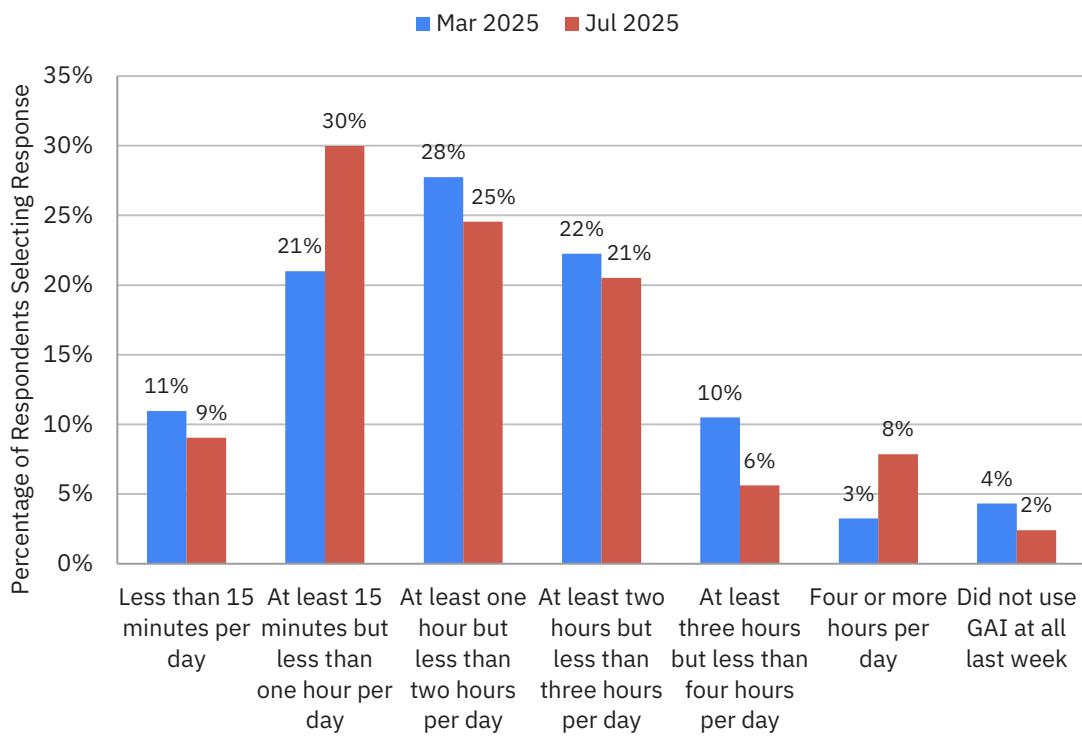
The tool mix is consolidating at the top: ChatGPT remains the dominant brand among workplace users of GenAI with 75% indicating typical usage in March and 81% indicating typical usage in July 2025. Gemini is unambiguously in second place among workplace users, with about half using Gemini in a typical work week in both March and July. Other competitors registered growth, with Github Copilot and Deepseek consistently in double digits in both March and July. "Embedded AI" inside existing productivity software is also a notable and growing entry point. (See Figure 11)

Figure 11

In a typical work week, which Generative AI (GAI) tools do you use at work?
Please select all that apply.

■ Mar 2025 ■ Jul 2025

	Mar 2025	Jul 2025
ChatGPT	75%	81%
Gemini	49%	47%
Embedded Products	14%	18%
Github Copilot	14%	19%
Claude	8%	9%
Deepseek	13%	14%
Grok	5%	8%
Midjourney	10%	8%
Something Else	3%	4%
Did Not Use GAI	3%	2%

Percentage of Respondents Selecting GAI Tool
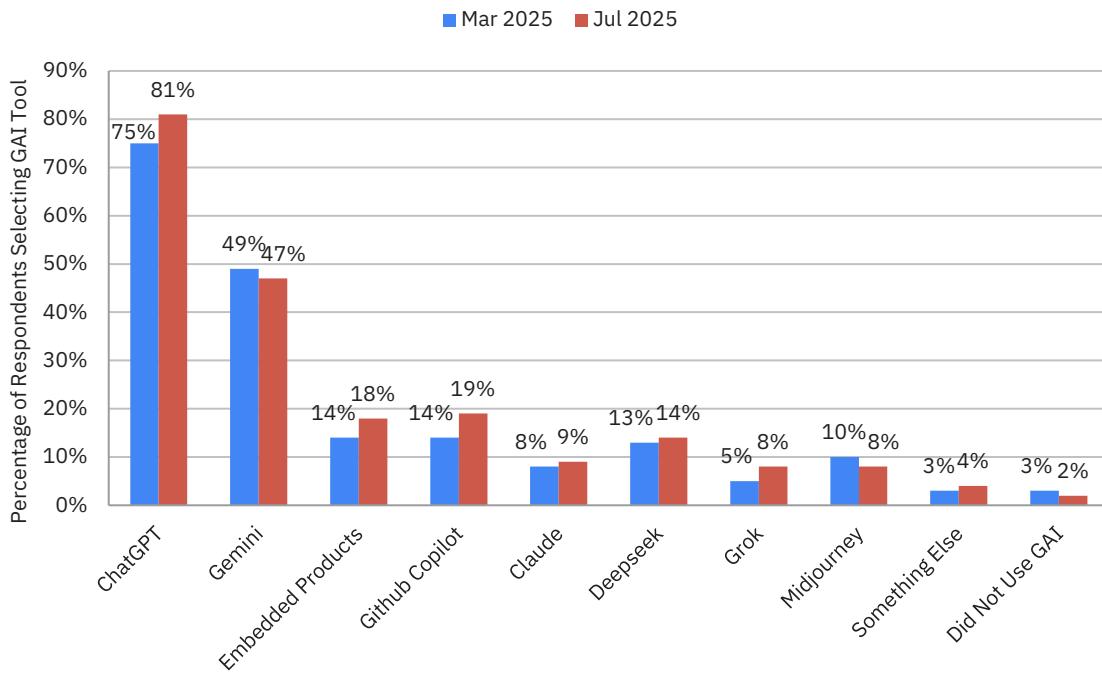
Use cases look pragmatic: When asked to make a binary choice for tasks regarding whether GenAI is useful, writing, searching for facts or information, brainstorming new ideas, and interpreting/translating/summarizing stand out as generally useful to workers who have used GenAI at work. Interestingly, when asked to rank tasks by usefulness with GenAI, workers ranked data analysis/visualization better than interpreting/translating/summarizing but otherwise responded consistently. (See Figure 12)

Figure 12

Based on your experience, for which of these tasks is Generative AI (GAI) useful?

■ Mar 2025 ■ Jul 2025

Percentage of Respondents Selecting GAI Functionality

Task	Mar 2025	Jul 2025
Writing communications	45%	58%
Performing administrative tasks	38%	39%
Interpreting / Translating / Summarizing	46%	46%
Searching for facts or information	45%	53%
Generating / Developing new ideas	38%	52%
Coding software	23%	18%
Documentation or Detailed Instructions	27%	43%
Support with customers or coworkers	33%	27%
Data analysis / visualization	39%	42%
Tutoring, workplace training, or educational assistance	26%	31%
Something else	1%	2%
Do not use	2%	0%

How would you rank how useful GAI is for each of the following? Please rank from most useful to least useful.

■ Mar 2025 ■ Jul 2025

Weighted Average User Rank (Scale: 1 - 10)

Task	Mar 2025	Jul 2025
Writing communications	2.64	2.82
Performing administrative tasks	2.91	3.78
Interpreting / Translating / Summarizing	2.83	3.30
Searching for facts or information	2.50	2.45
Generating / Developing new ideas	2.73	2.81
Coding software	2.89	3.48
Documentation or Detailed Instructions	3.30	3.67
Support with customers or coworkers	2.76	3.93
Data analysis / visualization	2.95	2.77
Tutoring, workplace training, or educational assistance	2.90	3.78

**Workers most often use GenAI for occasional specialized tasks:**
"Occasional specialized tasks" was the most popular use case for GenAI among workers who had ever used GenAI at work in both March (51%) and July (63%). This use case's popularity suggests that there is likely more productivity improvement that can be achieved by workers with current GenAI models and tools, as "occasional specialized tasks" suggests non-systemic use. Almost half of workers using GenAI at work also report using AI to *automate repetitive tasks* and as a *decision assistant*—two distinct productivity levers that are consistent with more systemic use. (See Figure 13)

Figure 13

Which best describes the kinds of tasks you have AI help you with at work? Please select all that apply.
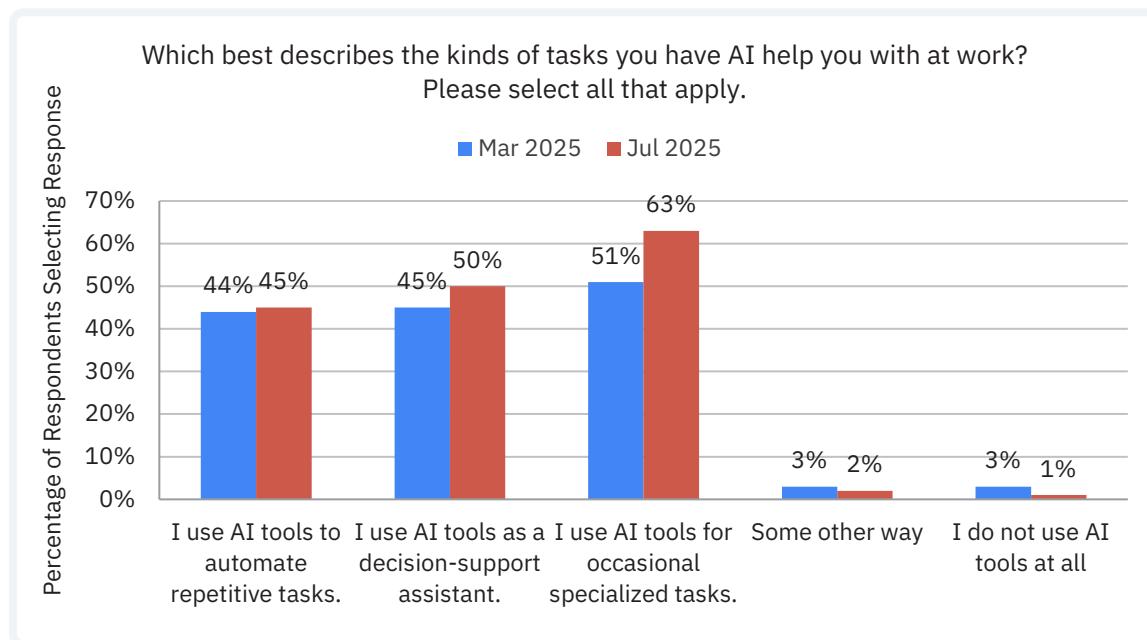
Integration is mostly easy: A clear majority of workers who have used GenAI at work describe incorporating GenAI tools into their workflow as "easy" or "very easy," with "difficult" in the low single digits. A 10% increase in "very easy" responses from March to July with flat "easy" responses shows that friction is falling, not rising. (See Figure 14)

Figure 14

How easy was it for you to incorporate AI tools into your work flow?

■ Mar 2025 ■ Jul 2025
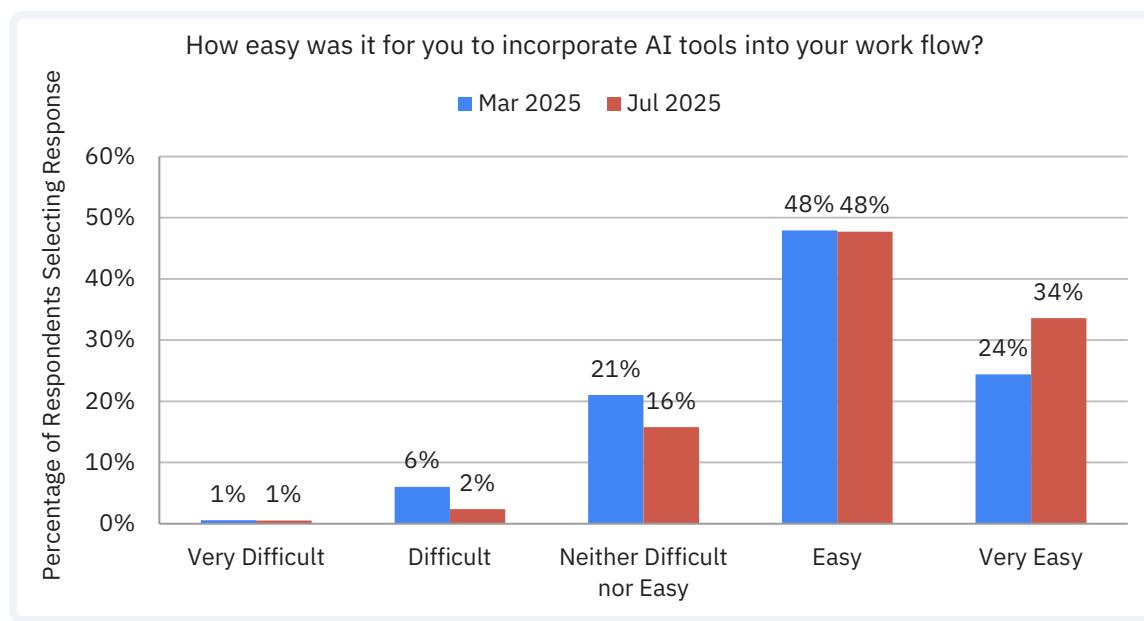
Most workers using GenAI report significant time savings and productivity gains: 68% of workers using GenAI at work report saving *at least* 3-4 hours as a result. On average, they save about **6 hours per week**, representing about **15% productivity improvement** for an FTE worker at 40 work hours per week. (See Figure 15)

Figure 15

Imagine that last week you did not have access to Generative AI at work. How many additional hours of work would you have needed to complete the same amount of work without any generative AI tools? (July 2025)
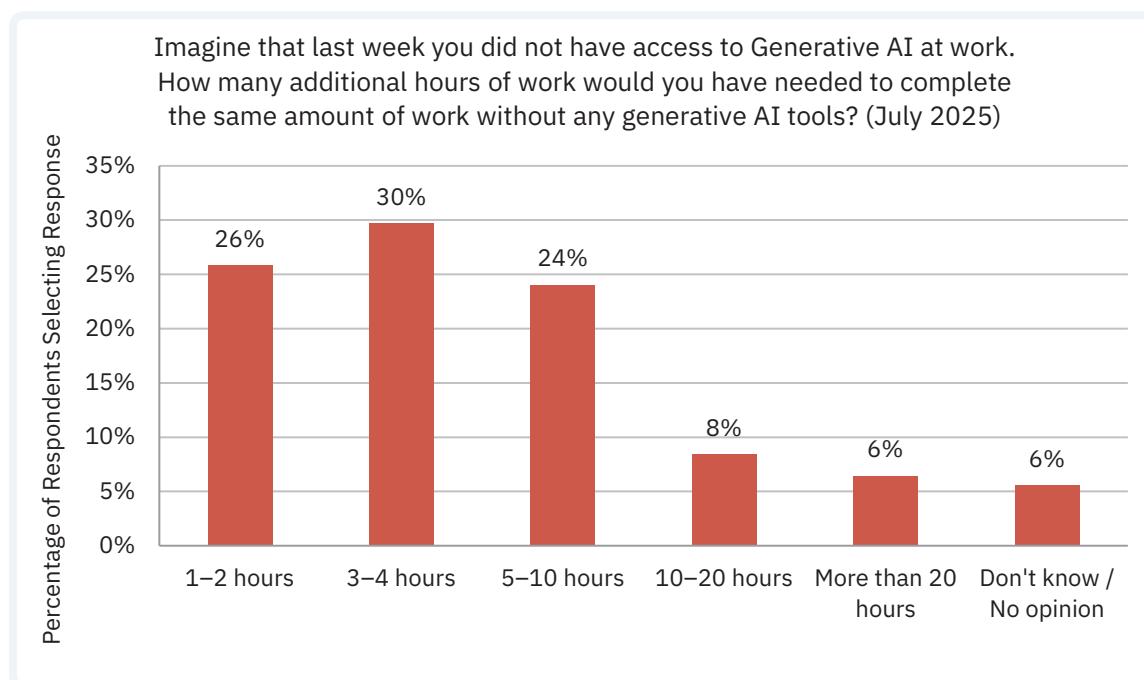
Employers are supportive, not prohibitive: Most respondents characterize their employer's stance as supportive in both March (41 percentage points) and July (43 percentage points). By contrast, only about half as many respondents indicate that their employers are opposed to GenAI use, with 19 percentage points in March and 21 percentage points in July. Outright prohibitions against, or mandates for, GenAI tool use at work remain very rare. Prohibitions exist but are in the single digits. Likewise, only a small, single-digit minority are required to use AI for specific tasks. (See Figure 16)

Figure 16

How supportive would you say your employer is when it comes to using AI tools at work?

■ Mar 2025 ■ Jul 2025

Percentage of Respondents Selecting Response

Category	Mar 2025	Jul 2025
We are required to use AI for some tasks.	7%	5%
Very supportive, but not required to use AI for particular tasks.	19%	24%
Somewhat supportive, but not required to use AI for particular tasks.	15%	14%
Neutral.	41%	35%
Not very supportive, but not prohibited from using AI.	5%	6%
Not supportive at all, but not prohibited from using AI.	7%	7%
We are prohibited from using AI.	7%	8%

Adoption is moving from experimentation to habit

The biggest structural change between March and July 2025 is not a sudden spike in power-users, though there was a small such spike, but rather the steady conversion of non-users into consistent users. The charts show more American workers trying GenAI tools at work and keeping it in their weekly rotation, often for daily use but more often several times a week. That matters for productivity because learning curves compound: as users repeat tasks, they get faster at prompting, better at evaluating outputs, and more likely to standardize query "templates" that can be reused across projects. The diffusion pattern looks classic in that early

curiosity has given way to routine habits that now characterize a growing middle of the distribution.

Time–on–task suggests meaningful, if incremental, productivity gains

Self-reported daily time spent with GenAI trends upward. That does **not** mean workers are sitting in AI tools all day; rather, it indicates that short, purposeful interactions like the modal 15-60 minute interaction are becoming routine. From a production-function perspective, those minutes likely target tasks with high payoff-to-time ratios: rapid initial outlines or rough first drafts, quick code stubs, structured rewrites, error spotting, and data-format transformations. As those minutes accumulate across a firm, the effect shows up as more throughput per hour or faster cycle times. These productivity improvements are real even if they're not yet fully captured by official productivity statistics due to the need to reorganize workstreams rather than just individual tasks or work steps to realize the full benefit.

Competition at the top, with diversity at the edges

The "which tools do you use" chart points to both concentration and variety. ChatGPT remains the default front door to GenAI for many users with roughly eight in ten among those naming tools, while Gemini is a solid second place finisher with about half of respondents naming it, while numerous other competitors are standing their ground and appear to have gained market share since March. Importantly, "embedded AI" features inside familiar applications like mail, docs, spreadsheets, and more are prominent entry points. This embedded pathway matters for diffusion because it lowers switching costs, reduces perceived risk, and shortens the time from trial to value. Meanwhile, a long tail of more specialized or emerging models sustains healthy competitive pressure, especially as domain-specific models improve.

What people actually do with GenAI at work

The task charts corroborate a practical portfolio. Respondents say GenAI is particularly useful for drafting and rewriting text, summarizing information, brainstorming options, searching for facts and information, and potentially for data analysis/visualization. In another item, workers report using AI most often for occasional specialized tasks, but increasingly for more systemic use cases to automate repetitive tasks and as a decision assistant. These two complementary systemic uses capture both *deciding* and *doing*. Even the modal occasional specialized task can provide significant time savings by generating an outline or initial rough draft.

Integration friction continues to fall

Ease-of-integration responses are overwhelmingly positive, and the July survey wave looks even more favorable than March. That increase in the perceived ease of integration dovetails with the rise of embedded features and improved enterprise controls like SSO, logging, and policy routing that lower IT and compliance concerns. For line employees, "easy" often translates to "I can drop this tool into a familiar workflow without asking for permission or changing how I collaborate." When adoption is easy, usage spreads via informal peer-learning rather than top-down mandates, which is precisely what the employer-support chart implies is occurring.

Employer stance: permissive, not prescriptive

Most employees say their organizations are supportive of AI use without requiring it. That's a healthy equilibrium. Mandates can backfire when tasks are poorly matched to current model capabilities or when training and change-management lag. Conversely, blanket bans risk falling behind competitors, and the survey suggests outright prohibitions are rare. The July shift leans toward support, with only a small minority reporting bans and a modest slice saying they're required to use AI for certain tasks.

Bottom line

Between March and July 2025, generative AI continued its shift from early experimentation to everyday utility for a growing share of American workers. The rising frequency and breadth of use, combined with easier integration and supportive employer policies, are exactly the conditions under which productivity gains scale from the individual to the firm level.

Methodology note

These are **two** cross-sectional waves, not a longitudinal panel: March and July 2025 reflect distinct random samples of U.S. adults. Differences should be read as snapshots of change in the population, not individual-level transitions. Even so, the directional pattern across multiple questions, including more users, more frequent use, more time on task, easier integration, and supportive employers, forms a coherent picture of sustained diffusion.