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2026 SPICE REPORT

Generative Artificial Intelligence

Survey of Product Impact in the Connected Economy

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Executive Summary

- **Three in four Americans now use AI:** 75% of U.S. adults have used generative AI, up from 45% two years ago, and 30% use it every day (Figure 2A). No earlier general purpose technology spread this fast (Figure 1).
- **Nearly half of workers use AI on the job:** 47% do, up from 31% in March 2025, and users say it saves them about six hours a week, roughly a 16% productivity gain for a full-time worker (Figures 15 and 25). Employers are twice as likely to be described as supportive (45%) as opposed (21%) (Figure 27).
- **U.S. workers value AI between $210 billion and $420 billion per year:** 61% of AI-using adult workers would not give up workplace GenAI for a year for less than a $1,000 raise, and 35% would hold out for at least $5,000 (Figure 29A). The median adult worker using AI at work values AI at about **$2,800 per year per worker** and the average (mean) value across adult workers using AI is about **$5,600 per year per worker**.
- **The field is competitive:** Google Gemini has caught up to ChatGPT in free use (54% each), Meta's overall use approaches that of ChatGPT and Claude when combining Muse and Meta AI usership in 2026, Claude's share of workplace users more than doubled in under a year, and 78% of users view the services they use favorably (Figures 6B, 19, and 4).
- **AI is changing where people shop:** 58% of adults say they used a general-purpose AI tool the last few times they shopped for apparel, accessories, or sporting goods, and AI influenced the retailer choice of 56% of AI shoppers (Figures 39 and 43).
- **Consumers want AI that asks first:** 49% of adults have had an AI service take at least one action for them in the past year (Figure 10), yet comfort with an AI shopping assistant falls from 56% when it only recommends to 39% when it buys on its own within limits the shopper sets (Figure 45).
- **Americans want one national rulebook:** 46% favor a single set of national AI rules; 19% want each state to set its own (Figure 14).

Findings draw on eight Morning Consult surveys conducted for CCIA between October 2024 and November 2026. The latest workplace measures (use, frequency, and hours saved) come from the worker subgroup of the October 29 to November 1, 2026 omnibus, with the remaining workplace questions fielded in May 2026. Consumer adoption, shopping, and the agent findings above come from the two September 2026 surveys; the agent-product and wearable sections draw on the omnibus. Population and period are stated with each figure in the report. The October 2024 survey covered ages 13 to 70; among adults 18 to 64, covered in every wave, use rose from 46% to 79%. Independent sources point the same way: the St. Louis Fed puts GenAI use at 61% of adults aged 18 to 64, and Gallup finds 52% of employees using AI at work.

Introduction

The Computer and Communications Industry Association (CCIA) Research Center partnered with Morning Consult to design and field a series 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. The 2025 edition of this report drew on two pairs of surveys: the Overall GenAI Adoption Survey, fielded in October 2024 and June 2025, and the GenAI Work and Productivity Survey, fielded in March 2025 and July 2025. This 2026 edition adds four surveys fielded since the 2025 report was published: a third wave of the GenAI Work and Productivity Survey (May 2026), a third wave of the Overall GenAI Adoption Survey (September 2026), a dedicated survey on AI and shopping (September 2026), and an October-November 2026 omnibus that re-fielded a set of workplace questions alongside new questions on AI agents and AI wearable devices. Together these eight surveys, covering more than 18,000 respondents, provide an in-depth look at rapid developments in public use of, and opinions towards, GenAI tools over the past two years.

This edition also updates the report's references to the broader economic research literature on AI adoption, productivity, and employment, to official economic statistics, and to the AI products and capabilities that reached consumers between late 2025 and late 2026, so that the survey findings can be read against the most current external evidence.

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 GenAI chatbot to reach a mass public audience, ChatGPT, on November 30, 2022. In less than four 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 and Muse, Anthropic's Claude, xAI's Grok, DeepSeek, and Perplexity, and a new class of "agentic" AI products that take actions on a user's behalf in addition to answering user questions like earlier AI products.

The adoption and use of GenAI tools has been incredible, with three-quarters of Americans (75%) reporting using GenAI tools by fall 2026, including nearly half of American workers reporting using GenAI tools for their job. Daily use surged from 12% in October 2024 to 16% in June 2025 and 30% in September 2026. Daily use has now more than doubled in under two years, and the share who have never used an AI service has fallen from 55% to 25%.

GenAI Has Spread Faster Than the Earlier General Purpose Technologies Compared Here

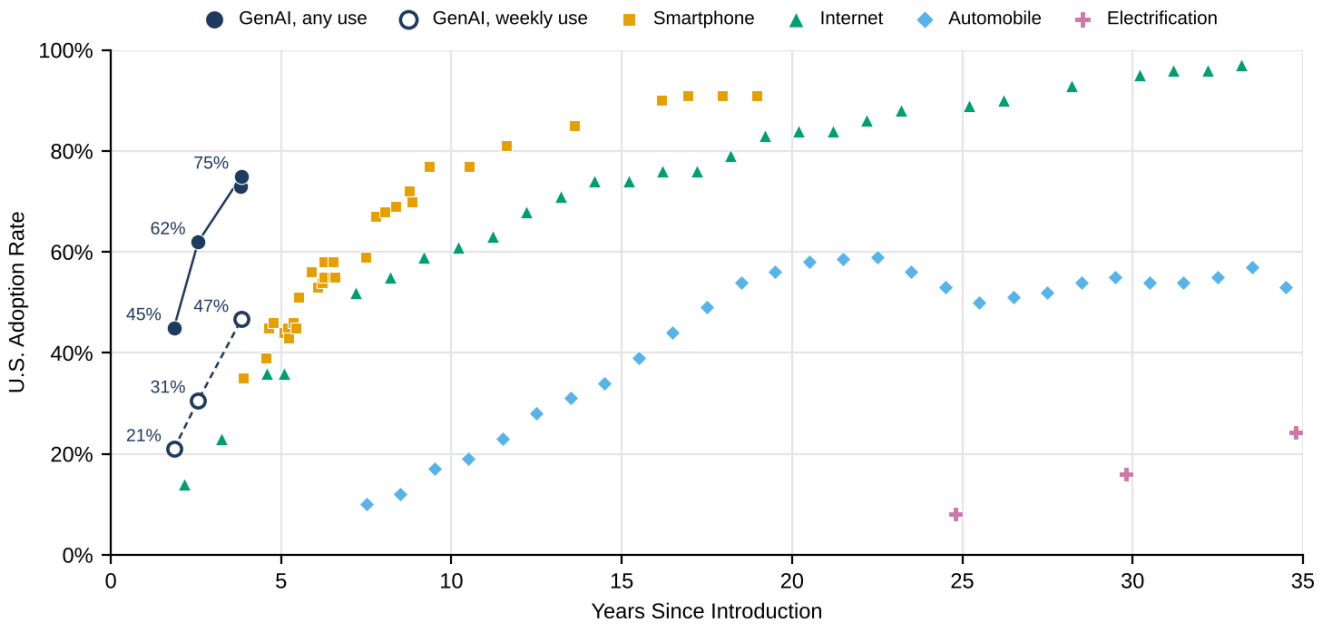
As defined by Bresnahan and Trajtenberg (1992)[1], a general purpose technology is an innovation that:

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 a trend visible across the general purpose technologies benchmarked here, namely that each has been adopted more rapidly than the prior one in the United States. (See Figure 1)

Figure 1

U.S. Adoption Trends by General Purpose Technology



Sources: CCIA/Morning Consult surveys (GenAI any use and weekly use in Oct 2024, Jun 2025 and Sep 2026; ChatGPT released Nov. 2022; Oct 2024 sample ages 13 to 70); Pew Research Center fact sheets (smartphone ownership, 2007 iPhone; internet use, 1993 Web/Mosaic); Our World in Data / Comin and Hobijn CHAT dataset (automobile, 1908 Model T: share of households with a car); Historical Statistics of the U.S., Series S 109 (electrification, 1882 Pearl Street Station: share of dwellings with electric service).

[1] Bresnahan, Timothy F., and Manuel Trajtenberg. "General Purpose Technologies: Engines of Growth?" NBER Working Paper No. 4148, National Bureau of Economic Research, 1992. Available at https://www.nber.org/papers/w4148

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, Edison's Pearl Street Station, the commercial central power station in lower Manhattan that this report uses as the starting point for electrification, began serving an urban electric grid. It would take about three decades for just 10% of U.S. dwellings to be connected to an electric grid, about forty years for a third of U.S. dwellings to be connected, and about 50 years for two thirds of U.S. dwellings 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, 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 CERN's release of the World Wide Web software into the public domain 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, about 84% were after two decades, and nearly 90% were after a quarter-century.[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, a share that has held at 91% through 2026.[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, and reached 75% adoption in under four years. By comparison, the smartphone took seven to eight

[2] See HSUS, Series S 108–119, Growth of Residential Service, and Average Prices for Electric Energy: 1902 to 1970 (Bicentennial Edition), Part 2, p. 827. The table reports the percentage of all dwelling units with electric service (Series S 109) for 1907, 1912, 1917, and annually from 1920, along with farm and urban and rural nonfarm splits (Series S 110–111). Available at https://www2.census.gov/library/publications/1975/compendia/hist_stats_colonial-1970/hist_stats_colonial-1970p2-chS.pdf

[3] Share of U.S. households with an automobile (58.5% in 1929; 59% in 1930): Our World in Data, "Share of United States households using specific technologies," based on Comin and Hobijn (2004), Cross-Country Technological Adoption dataset, and others, available at https://ourworldindata.org/grapher/technology-adoption-by-households-in-the-united-states. See also motor vehicle registrations at https://www.fhwa.dot.gov/ohim/summary95/section2.html and, for 1960 onward, https://www.bts.gov/browse-statistical-products-and-data/info-gallery/share-household-vehicles-available-1960-2023

[4] CERN, "The birth of the Web," available at https://home.cern/science/computing/the-birth-of-the-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] Pew Research Center, Internet/Broadband Fact Sheet (annual series, 2000-2026), available at https://www.pewresearch.org/internet/fact-sheet/internet-broadband/, and the Pew chart "Internet Use Over Time" (survey-level values, 1995-2014), available at https://www.pewresearch.org/chart/internet-use-over-time/

[6] Pew Research Center, Mobile Fact Sheet, available at https://www.pewresearch.org/internet/fact-sheet/mobile/ (see also https://www.pewresearch.org/chart/mobile-phone-ownership-2/)

years after the first iPhone to reach 60% of U.S. adults and the internet took roughly a decade. At the same point in its diffusion, none of the earlier technologies compared here had reached as large a share of the U.S. public. The GenAI measure is any use in the past year, a lower bar than owning a phone or wiring a home, and most GenAI tools can be tried for free. Figure 1 therefore also plots weekly use, a stricter test: at 47%, it already tops the roughly one-third shares that smartphones and the internet had reached four years in.

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, June 2025, and September 2026

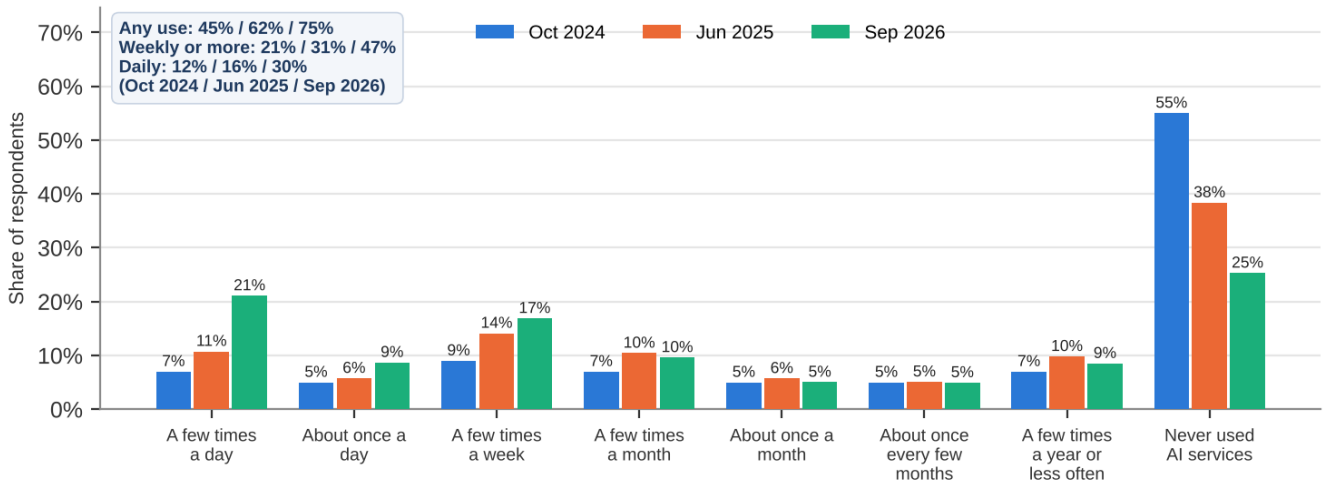
America's AI Adoption Is Broadening, Deepening, and Remaining Popular

A three-wave national survey, fielded first in October 2024, again in June 2025, and again in September 2026 to distinct national 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. Where the 2025 edition of this report found everyday use consolidating around a narrower set of information tasks, the 2026 wave shows everyday use broadening again across nearly every category surveyed. In other words, AI has moved from novelty to everyday utility for a large majority of adults in record time.

Adoption is rising fast: The share of Americans who say they have used an AI service climbed from 45% in October 2024 to 62% in June 2025 and 75% in September 2026, a 30-point gain in two years. The 2024 survey covered ages 13 to 70 and later waves adults 18 and older; among adults 18 to 64, use rose from 46% to 68% to 79%. Frequent use grew faster: weekly use rose from 21% to 31% to 47% and daily use from 12% to 16% to 30%. The most common answer in September 2026 was "a few times a day," chosen by 21% of adults, nearly double its June 2025 share of 11%. (See Figure 2)

Figure 2

In the past 12 months, how often, if at all, have you used artificial intelligence services?

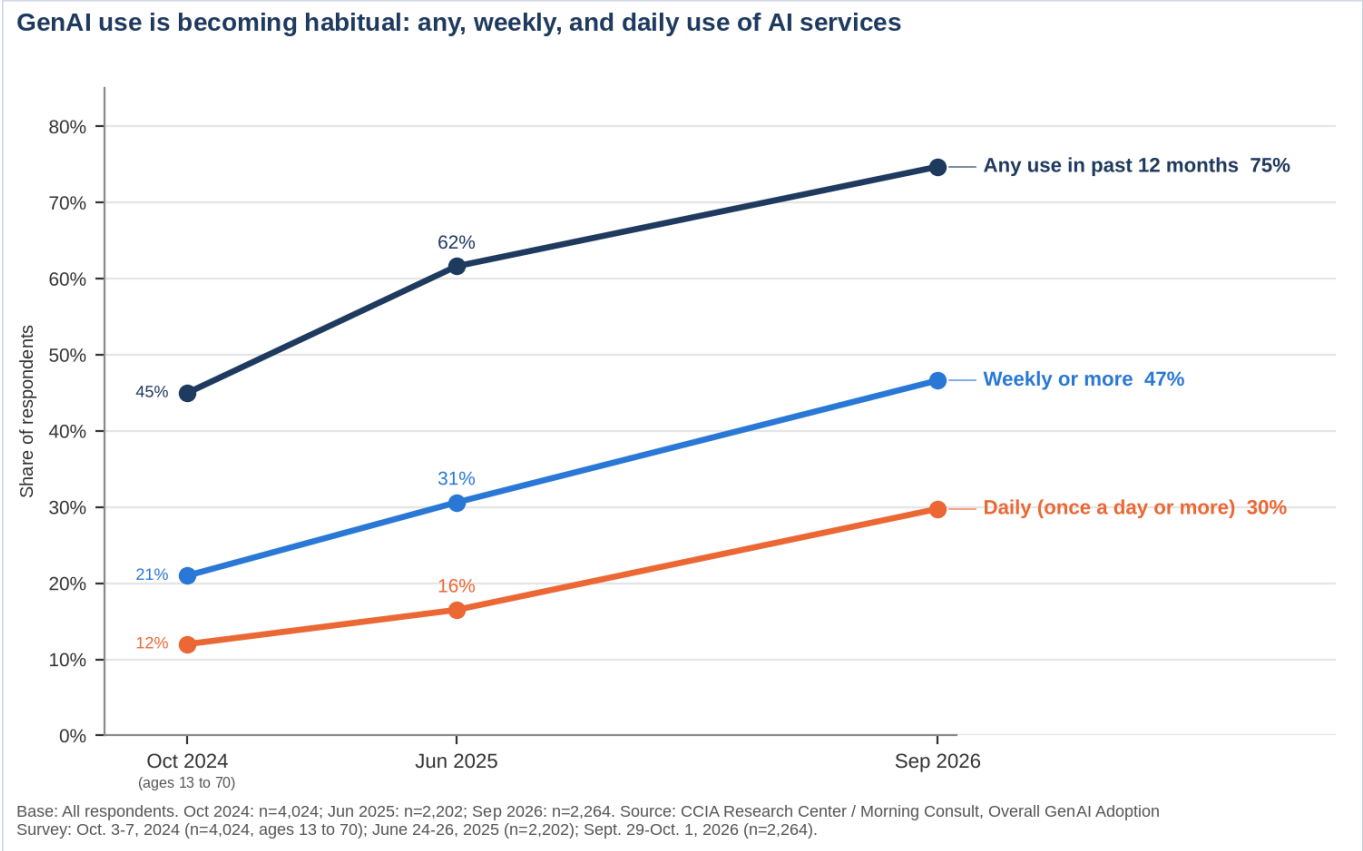


Base: All respondents. Oct 2024: n=4,024; Jun 2025: n=2,202; Sep 2026: n=2,264. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Oct. 3-7, 2024 (n=4,024, ages 13 to 70); June 24-26, 2025 (n=2,202); Sept. 29-Oct. 1, 2026 (n=2,264).

Three headline measures from the same distribution are drawn out in Figure 2A: any use in the past 12 months, use at least weekly, and daily use. All three have risen in every wave, and the two frequent-use measures have grown fastest: weekly or more frequent use has more than doubled from 21% in October 2024 to 47% in September 2026, and daily use from

12% to 30%, so that about two in five of today's larger population of users are daily users, compared with roughly one in four two years ago. Because these are repeated cross-sectional surveys, the lines describe change in the population's behaviors, not individual users moving from trial to habit. (See Figure 2A)

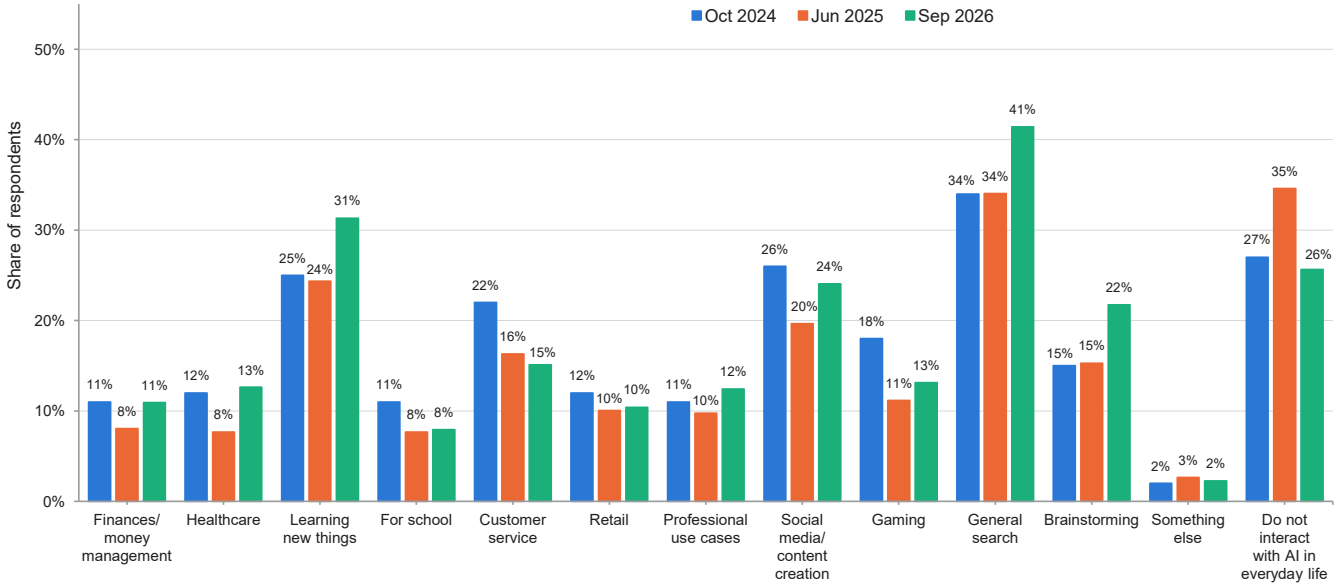
Figure 2A



Everyday use broadened across nearly every category in 2026: Between October 2024 and June 2025, a larger share of respondents said they "do not interact with AI in their everyday life," rising from 27% to 35%, and self-reported use declined in several high-visibility categories. The September 2026 wave reversed that pattern. The share saying they do not interact with AI in everyday life fell to 26%, and every substantive use category except customer service rose or held steady. General search climbed from 34% to 41%, learning new things from 24% to 31%, brainstorming from 15% to 22%, and social media/content creation from 20% to 24%. Healthcare gained about five points, finances, professional use cases, and gaming two to three points, and retail and school use were essentially unchanged. (See Figure 3)

Figure 3

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



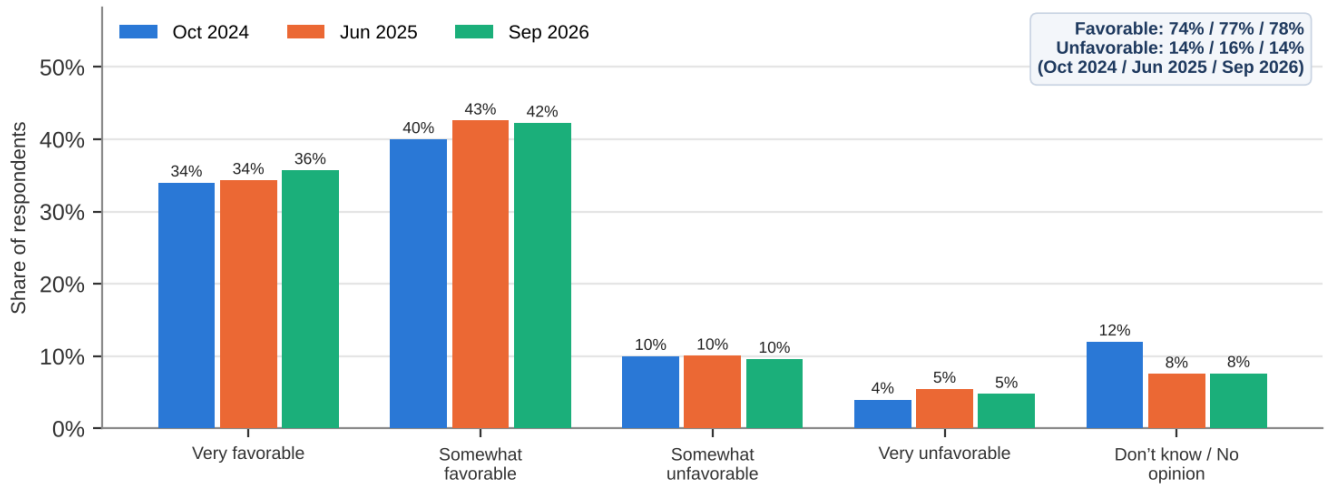
Base: All respondents (Oct 2024: ages 13 to 70; later waves: adults 18 and older). Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Oct. 3-7, 2024 (n=4,024, ages 13 to 70); June 24-26, 2025 (n=2,202); Sept. 29-Oct. 1, 2026 (n=2,264).

Why did everyday use broaden after appearing to consolidate? Two dynamics help explain the 2026 result. First, the information-retrieval tasks that anchored early adoption, general search, learning, and brainstorming, have continued to grow as AI answers became embedded in search engines, productivity suites, and consumer apps that people already use, so more people now encounter AI in those tasks whether or not they open a standalone chatbot. Second, as frequency of use has risen, users appear to be extending AI from the core information tasks into adjacent everyday categories such as content creation, money management, and shopping. AI is becoming both more present and more visible: it is less a standalone destination, and more a background capability that quietly improves familiar tools used for everyday tasks, while a growing share of adults also recognize and name those encounters as AI.

Public sentiment is positive and stable: More than three in four GenAI users (78%) report a favorable view of the AI services they have used, versus 14% unfavorable, essentially unchanged from June 2025 (77% favorable, 16% unfavorable) and slightly more favorable than October 2024 (74% favorable, 14% unfavorable). Favorability has remained high as the user base has expanded by about two-thirds over the same period. (See Figure 4)

Figure 4

Favorability toward the AI services respondents have used

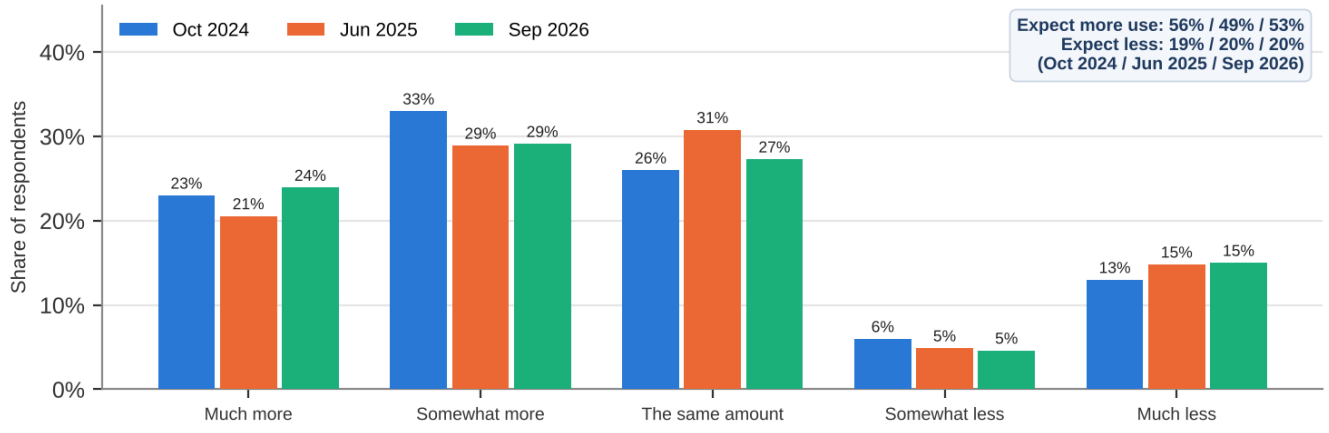


Base: Respondents who have used an AI service. Oct 2024: n=1,827; Jun 2025: n=1,342; Sep 2026: n=1,708. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Oct. 3-7, 2024 (n=4,024, ages 13 to 70); June 24-26, 2025 (n=2,202); Sept. 29-Oct. 1, 2026 (n=2,264).

GenAI usage expectations have normalized at a high level: Looking ahead, the share expecting to use "much more" or "somewhat more" AI over the next five years eased from 56% in October 2024 to 49% in June 2025, and then recovered to 53% in September 2026, while those expecting to use "about the same" amount settled at 27%. The share expecting to use much more rose from 21% to 24%. This is what a technology looks like when it moves from novelty to habit: attitudes remain supportive, existing consumers increasingly see AI as a steady part of their toolkit, and a majority still expect their use to grow. (See Figure 5)

Figure 5

In your everyday life, do you expect to be using AI services more, or less, in the next 5 years?



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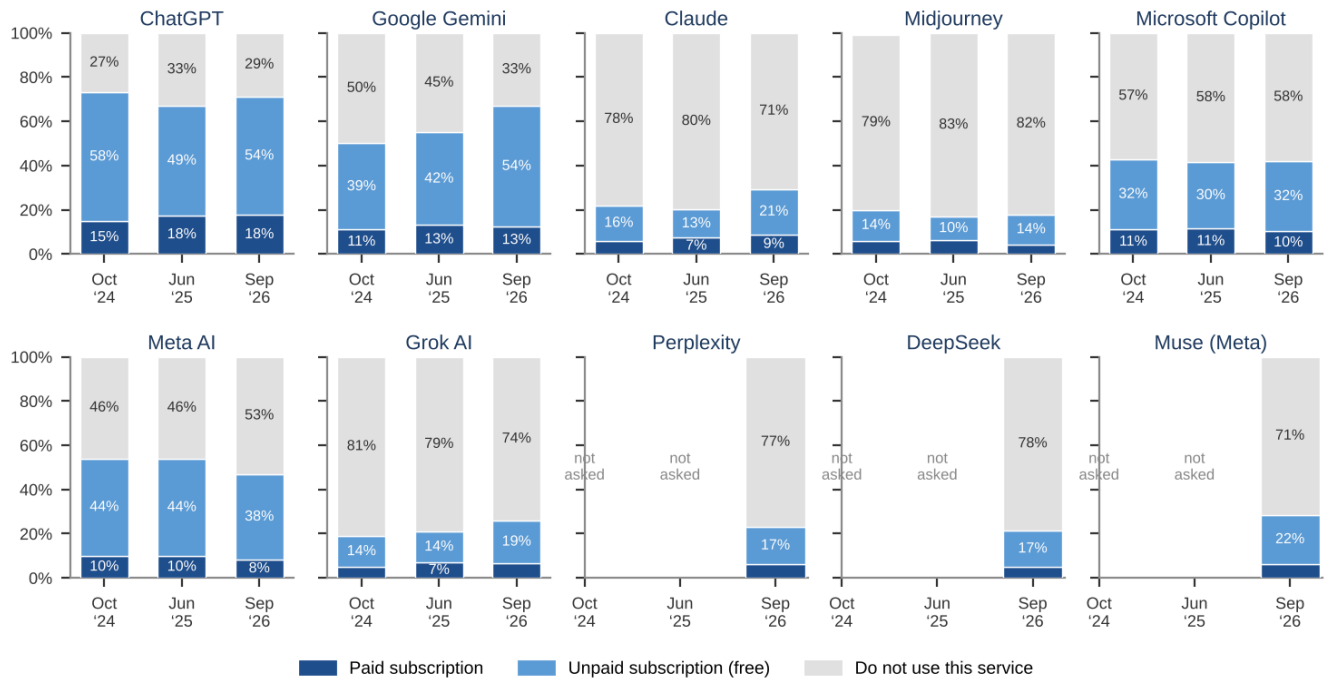
Crowded field of GenAI tools competing intensely: ChatGPT remains the most widely used GenAI tool in a crowded field, with 71% of AI users indicating a paid or unpaid subscription in September 2026, but Gemini has closed most of the gap at 67%, up from 55% in June 2025 and 50% in October 2024. Claude's user base among AI users grew from 20% to 29%, and Grok's from 21% to 26%. Three tools surveyed for the first time in 2026, Perplexity (23%), DeepSeek (22%), and Meta's Muse (29%), each already reach between a fifth and a third of AI users. Paid subscriptions held roughly steady for most tools, and the free-to-use version of each tool ("unpaid subscription") was more than twice as common as the paid tier for every surveyed GenAI tool in September 2026. 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

Paid, unpaid and non-use of individual AI services, among AI users



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Leaderboard view of the same data: Figures 6A, 6B, and 6C present the Figure 6 data as a leaderboard across survey waves, ranking each AI service by the share of AI users reporting a paid subscription, free use, and any use. ChatGPT leads on paid subscriptions (18%) and on any use (71%), while on free use Google Gemini (54%) and ChatGPT (54%) are now level, after Gemini's free user base among AI users grew by 15 points in two years and ChatGPT's dipped in June 2025 before recovering. Meta AI, which ranked second on any use in October 2024 (54%), has slipped to third (47%) as its free use fell from 44% to 38%, and Microsoft Copilot has held fourth place at a steady 42%. ChatGPT's lead over Gemini is wider in paid

subscriptions than in free use: ChatGPT's paid share is 5 points above Gemini's, about twice Claude's, and more than twice that of every service ranked below Claude, and Claude (9%, up from 6%) has moved into fourth place on paid subscriptions. Shares of AI users should be read against the growth of the user base itself: because the share using AI services rose from 45% to 75%, Meta AI's implied reach among everyone surveyed rose from about 24% to 35% even as its share of AI users fell, and ChatGPT's implied reach rose from 33% to 53% and Gemini's from 23% to 50%. (See Figures 6A, 6B, and 6C)

Figure 6A

Paid subscriptions to each AI service over time, among AI users

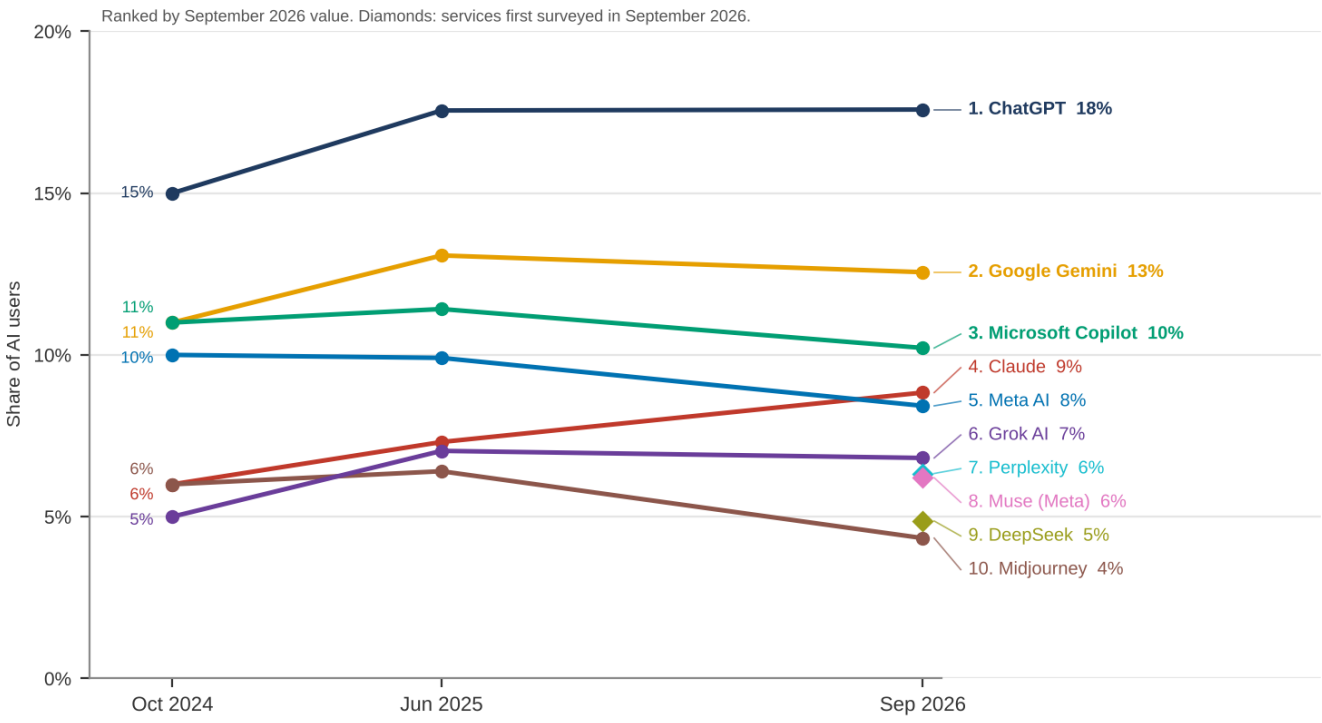

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Figure 6B

Unpaid (free) use of each AI service over time, among AI users

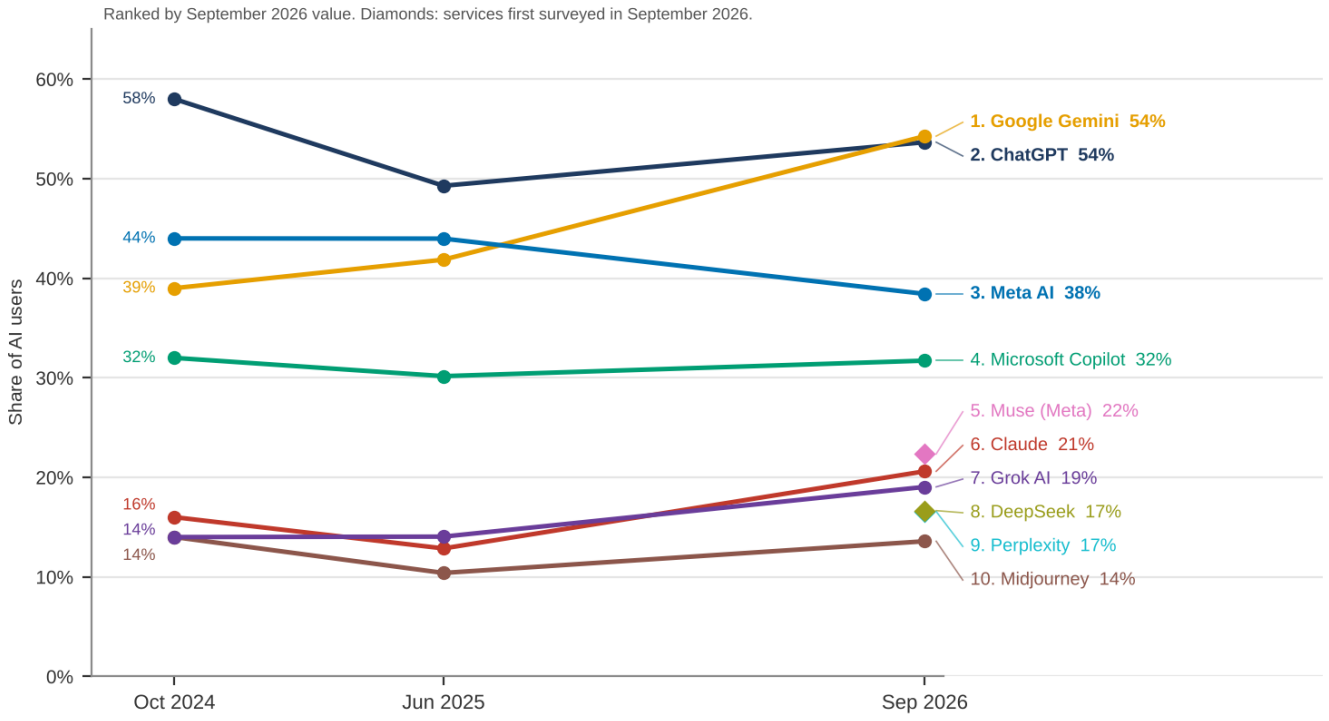

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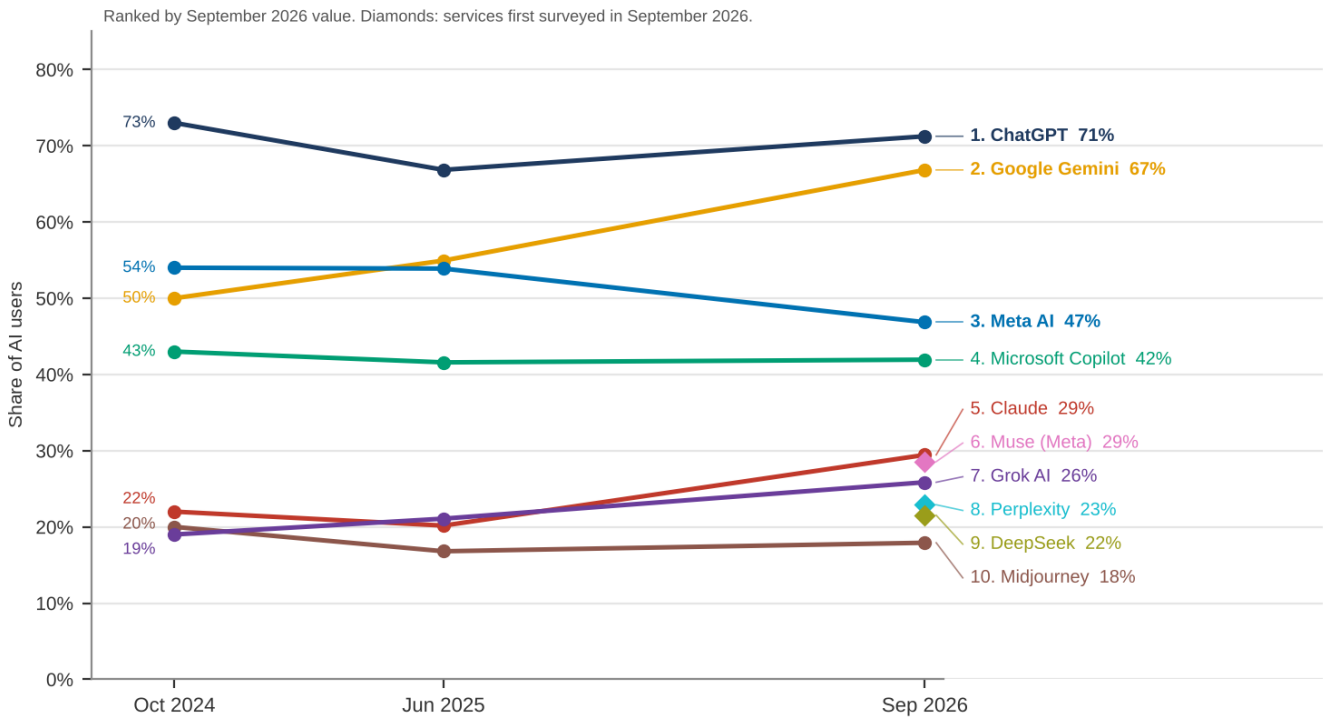
Figure 6C

Any use (paid or unpaid) of each AI service over time, among AI users



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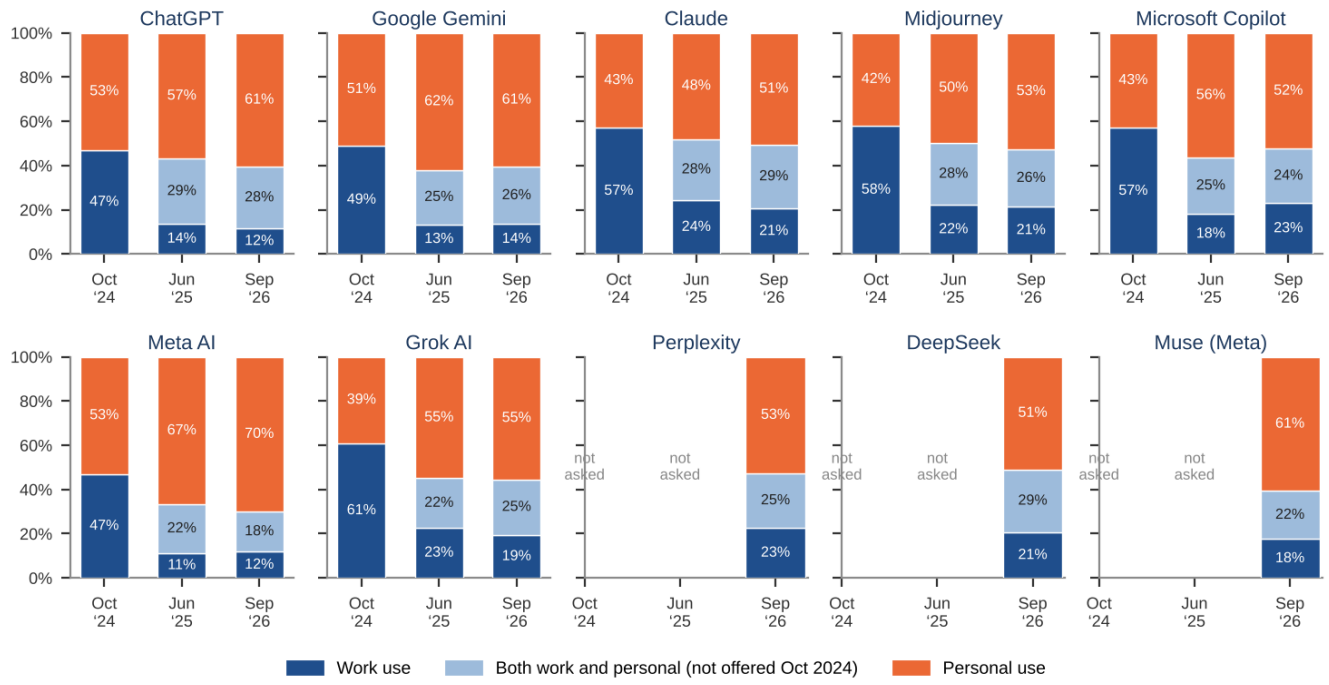
Personal use continues to exceed work use across all GenAI tools: In October 2024, when the question was asked only of paid subscribers, respondents often indicated that work use somewhat exceeded personal use, though there were a few narrow exceptions such as ChatGPT. By June 2025, personal use exceeded work use by a double-digit margin for every single GenAI tool surveyed, and the September 2026 wave confirms that pattern. For ChatGPT, 61% of users describe their use as primarily personal, 12% as primarily work, and 28% as both. The "both" category runs from 18% to 29% of users across tools, and the tools with the largest work-use shares are Microsoft Copilot, Perplexity, Midjourney, Claude, and DeepSeek. Because the 2024 question covered only paid subscribers, who skew toward work use, part of the shift between 2024 and 2025 reflects the broader base instead of a change in behavior; the June 2025 and September 2026 waves, which are directly comparable, show a stable pattern that comports with the broadening of everyday-life use documented above. (See Figure 7)

Figure 7

Primary use of each AI service: work or personal

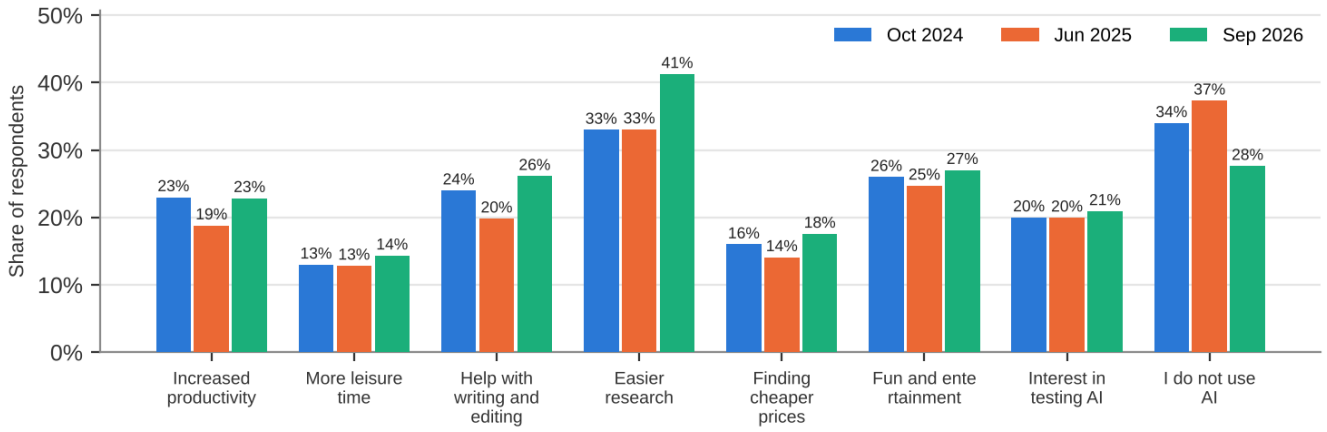


Base: Users of each service (Oct 2024: paid subscribers of each service only; Jun 2025 and Sep 2026: all users of each service). Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Oct. 3-7, 2024 (n=4,024, ages 13 to 70); June 24-26, 2025 (n=2,202); Sept. 29-Oct. 1, 2026 (n=2,264).

Motivations are practical: When asked which reasons describe their motivation for using AI, the most common answer in every wave has been easier research, which rose from 33% in October 2024 to 41% in September 2026. Fun and entertainment (27%), help with writing and editing (26%), increased productivity (23%), interest in testing AI (21%), and finding cheaper prices (18%) follow. Every motivation gained share between June 2025 and September 2026, and the share saying they do not use AI fell from 37% to 28%. (See Figure 8)

Figure 8

Which of the following reasons well describe your motivation for using AI? (select all that apply)



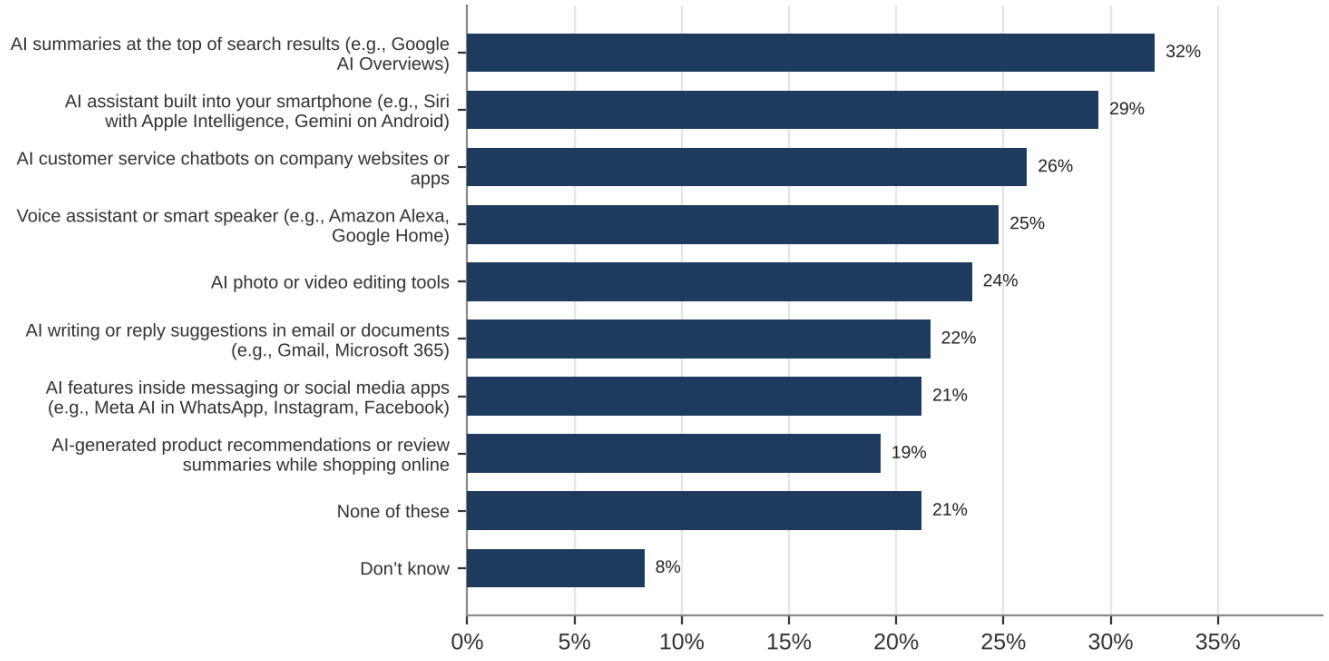
Base: All respondents. Oct 2024: n=4,024; Jun 2025: n=2,202; Sep 2026: n=2,264. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Oct. 3-7, 2024 (n=4,024, ages 13 to 70); June 24-26, 2025 (n=2,202); Sept. 29-Oct. 1, 2026 (n=2,264).

AI Is Embedded in Everyday Products, and Increasingly Acts on Users' Behalf

Beyond standalone chatbots, AI features are now built into many of the products and services Americans use every day. In the September 2026 wave, 32% of adults said they had used AI-generated summaries at the top of search results in the past 12 months, 29% an AI assistant built into their smartphone, 26% an AI customer service chatbot, 25% a voice assistant or smart speaker, 24% AI photo or video editing tools, 22% AI writing or reply suggestions in email or documents, 21% AI features inside messaging or social media apps, and 19% AI-generated product recommendations or review summaries while shopping online. Only 21% had used none of these features. This embedded pathway matters for diffusion because it lowers the effort of trying a new tool, reduces perceived risk, and shortens the time from trial to value, and it helps explain why reported everyday use rose in nearly every category in 2026. (See Figure 9)

Figure 9

AI features built into everyday products used in the past 12 months (select all that apply)

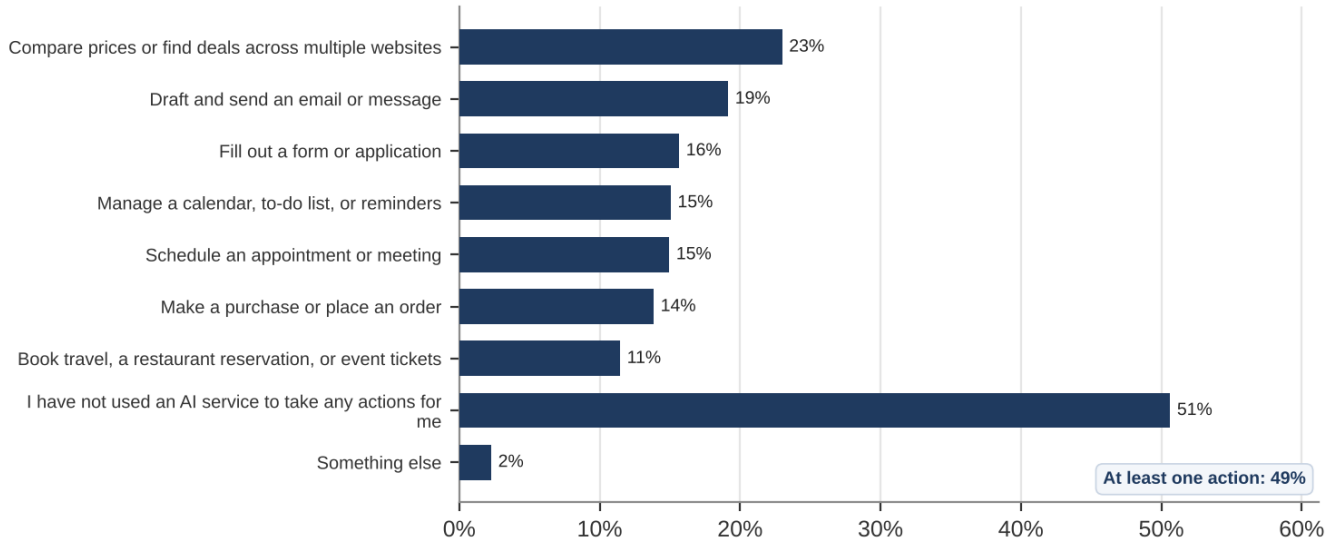


Base: All U.S. adults. Sep 2026: n=2,264. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Sept. 29-Oct. 1, 2026 (n=2,264).

Agentic AI has reached the mainstream: Some AI services can now take actions on a user's behalf. Nearly half of U.S. adults (49%) said that in the past 12 months they had used an AI service to do at least one of seven listed actions for them. The most common were comparing prices or finding deals across multiple websites (23%), drafting and sending an email or message (19%), filling out a form or application (16%), scheduling an appointment or meeting (15%), and managing a calendar, to-do list, or reminders (15%). Having an AI service make a purchase or place an order (14%) and book travel, a restaurant reservation, or event tickets (11%) are less common but already reach more than one in ten adults. (See Figure 10)

Figure 10

Actions taken by an AI service on the respondent's behalf in the past 12 months (select all that apply)

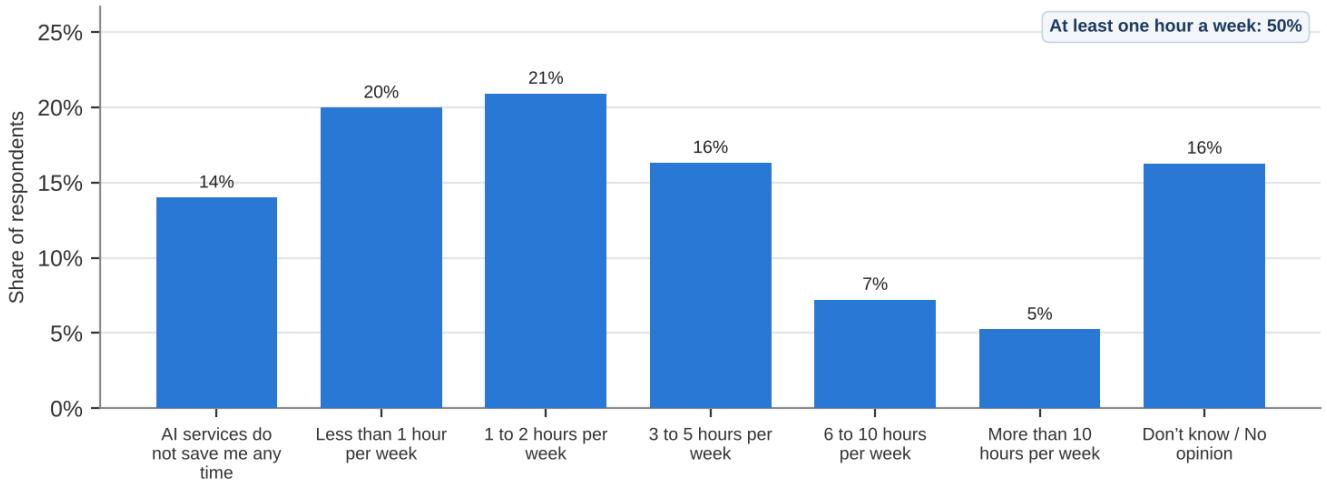


Base: All U.S. adults. Sep 2026: n=2,264. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Sept. 29-Oct. 1, 2026 (n=2,264).

Users report real time savings: Among adults who use AI services, 50% say AI saves them at least an hour in a typical week, including 16% who save three to five hours and 12% who save more than five hours. Only 14% say AI services do not save them any time, and 16% are unsure. (See Figure 11)

Figure 11

In a typical week, about how much time, if any, does using AI services save you?

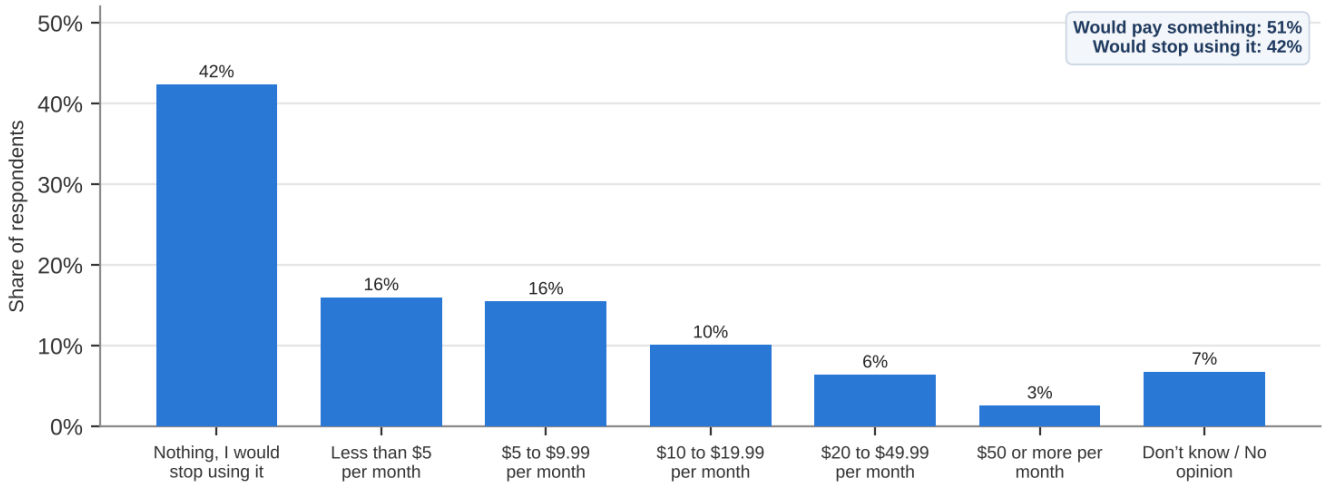


Base: Adults who have used an AI service. Sep 2026: n=1,708. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Sept. 29-Oct. 1, 2026 (n=2,264).

Free tiers anchor the consumer market, and one in seven users switched: Among adults who use at least one AI service for free, 42% say they would stop using the service they use most often if it were no longer free, while 51% would pay something to keep it, including 16% who would pay $5 to $9.99 per month and 19% who would pay $10 or more. In the past 12 months, 14% of AI users switched the AI service they use most often to a different service. One in seven users changing their main service in a year, alongside large free tiers, is consistent with a market in which consumers can readily move between rival tools. (See Figure 12)

Figure 12

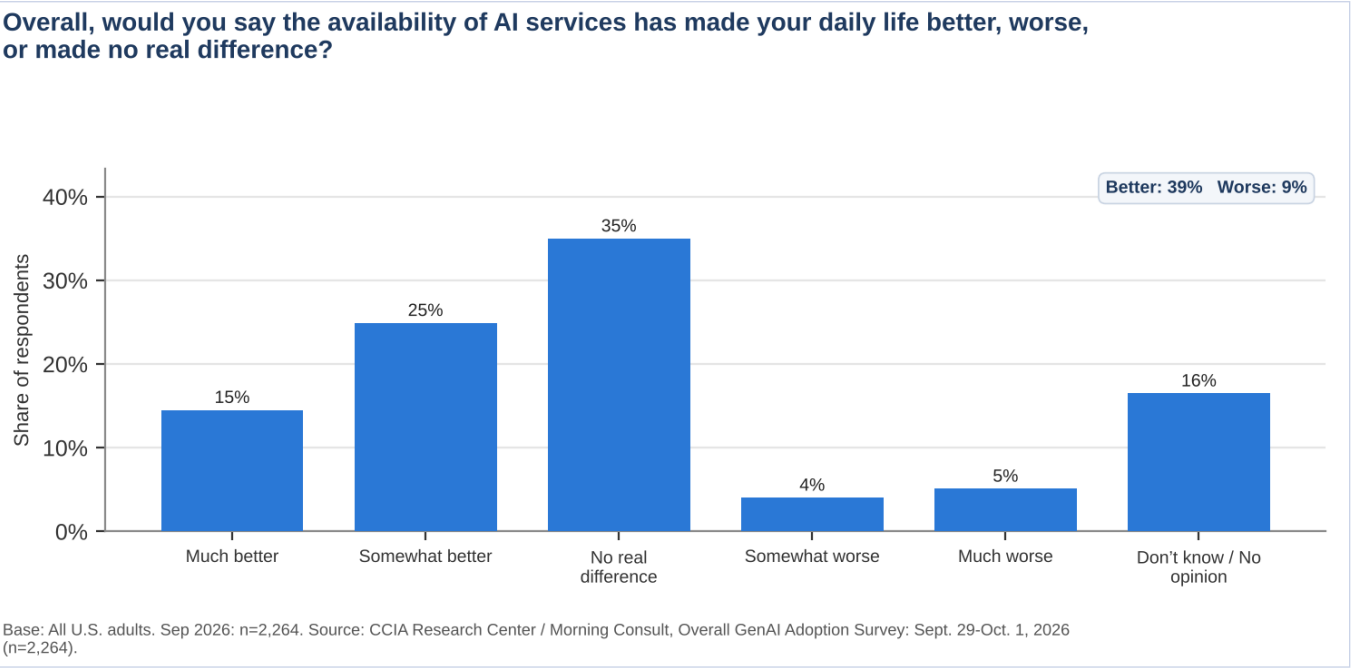
About half of free users would pay to keep their most-used AI service; 42% would stop using it



Base: Adults who use at least one AI service for free. Sep 2026: n=1,468. Source: CCIA Research Center / Morning Consult, Overall GenAI Adoption Survey: Sept. 29-Oct. 1, 2026 (n=2,264).

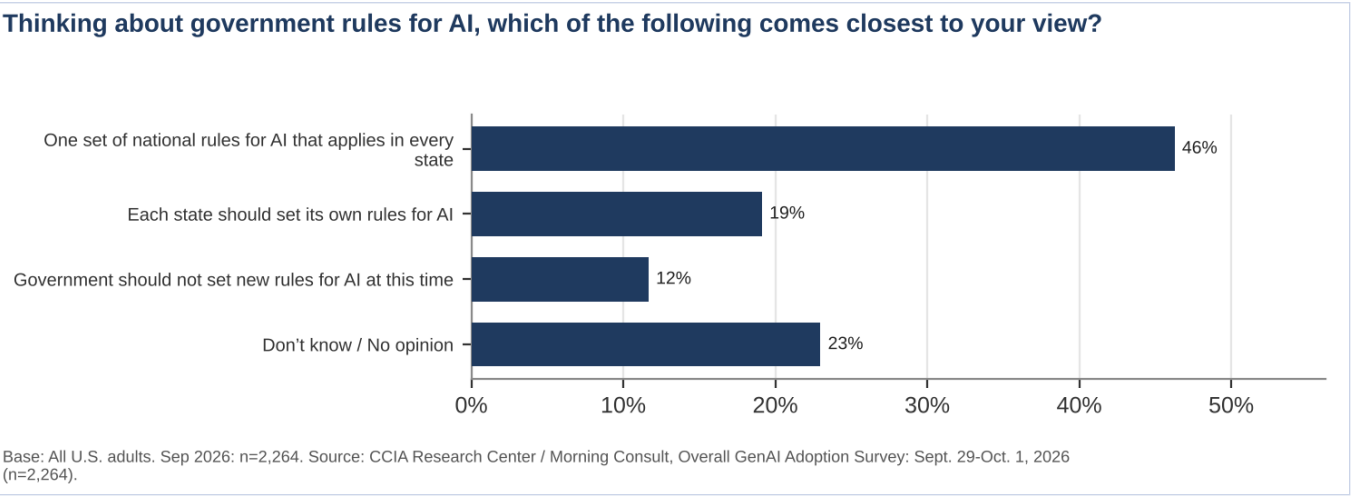
Americans say AI has improved their daily lives: Asked whether the availability of AI services has made their daily life better, worse, or made no real difference, 39% of all adults (including non-users) say better, 35% say no real difference, and 9% say worse, with 16% unsure. Among adults who say AI made their life better, more than a third say it is much better. (See Figure 13)

Figure 13



Public views on AI rules favor national uniformity: Asked which of three views on government rules for AI came closest to their own, 46% of adults chose one set of national rules for AI that applies in every state, 19% chose each state setting its own rules, and 12% said government should not set new rules for AI at this time, with 23% unsure. Among adults with an opinion, a national approach is preferred to a state-by-state approach by more than two to one. (See Figure 14)

Figure 14



Economic Implications of the Consumer Findings

Utility drives the gains: Productivity improvements typically arrive when digital tools slot into existing workflows. The survey's continued growth in 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 remains 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, and the 2026 data show that this complementary use is now spreading into content creation, money management, shopping, and the delegation of routine tasks to AI agents.

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 2026 recovery in content-creation use may indicate that better tools and user education have begun to address the friction that casual users encountered in 2025, and the rapid uptake of embedded features and agentic actions points to where the next wave of everyday value is likely to come from.

Keep measuring what matters: The survey's three-wave design of distinct national samples fielded roughly nine to fifteen months apart helps separate transient enthusiasm from durable patterns. Continuing an ongoing cadence of surveys will clarify whether daily use keeps compounding, whether agentic features follow the same adoption path that chatbots did, and how sentiment evolves as AI becomes more deeply embedded in services Americans use every day.

The bottom line: GenAI in fall 2026 looks like a steadily improving utility that is popular, useful, and woven into the fabric of online life, particularly for personal use. Three in four adults have used it, nearly half use it weekly, nearly a third use it daily, and consumers tell us they value the technology, with 39% saying it has made their daily lives better.

GenAI Work and Productivity Survey: March 2025, July 2025, May 2026, and November 2026

Workplace GenAI Use Is Rising and Workers Report Substantial Time Savings

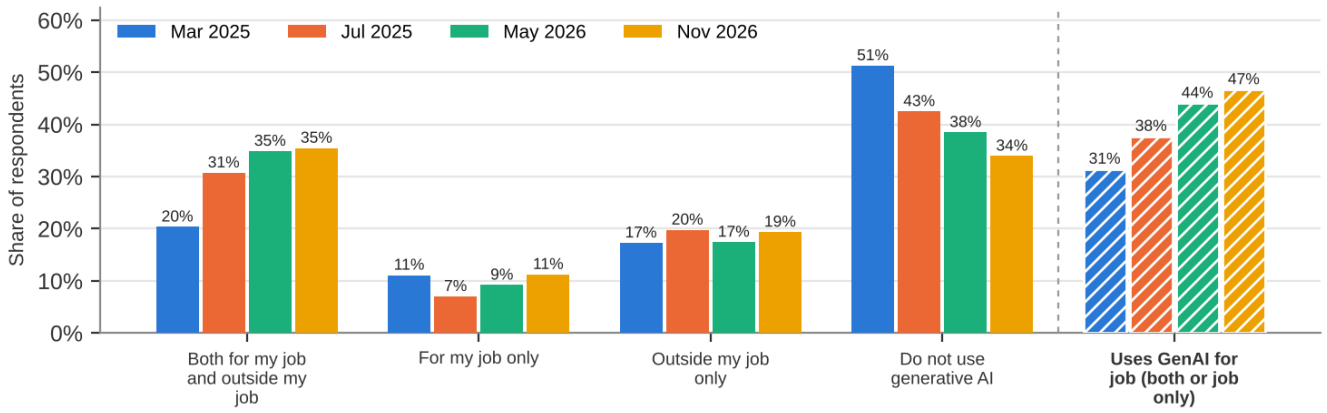
A four-wave national survey of U.S. adults, fielded first in March 2025 and again in July 2025, May 2026, and late October through early November 2026 to distinct national samples, offers a clear sense for the latest trends in GenAI use in the workplace. The May 2026 wave re-fielded the core workplace questions and added new questions on agentic AI, verification of AI output, the effect of GenAI on the nature of work, purchasing and procurement, how much workers would need to be paid to give up GenAI, and how visible workers' GenAI use is to the people they work with. The November 2026 wave re-fielded a lean set of the core items. Read side-by-side, the charts tell a consistent story: more people are using GenAI, they are using it more frequently, most find it easy to integrate into workflows, and employers are generally supportive.

The data suggest that as of November 2026, U.S. workers who were using GenAI at work were experiencing about 16% 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, measured against the hours a full-time worker actually works. A new question asks workers how much time GenAI saved them on the work they did with its help in the prior week; it produces a higher figure, about 26% in May 2026 and 27% in November 2026. Because that question is framed distinctly, it is a different measure, and it is not used for the economy-wide extrapolation. Both measures point to substantial time savings for the workers using these tools. Scaling the hours-based measure to the economy as a whole requires assumptions that are set out in the analytical note at the end of this section; the implied illustrative economy-wide productivity-level effect is about 7.0%, compared with nearly 6% in the 2025 edition of this report.

Usage is broadening: The share of American workers reporting any use of generative AI, whether for work, personal tasks, or both, rose from 49% in March 2025 to 57% in July 2025, 62% in May 2026, and 66% in November 2026. The "no use" group has shrunk from a majority (51%) to a third (34%). The share of workers using GenAI both for work and outside of work rose from 20% to 35%, and the share using GenAI for their job in any form rose from 31% to 47%, a gain of about 15 points in twenty months. The 2025 edition of this report observed that the growth of the "both" category combined with a decline in "job only" use suggested that usage at work tends to lead to personal usage; the 2026 waves comport with that reading, with "both" now the largest category among workers, although repeated cross-sectional surveys cannot trace individual workers' paths from one category to another. (See Figure 15)

Figure 15

Do you use generative AI at all for your job or outside your job? (people who worked for pay last week)

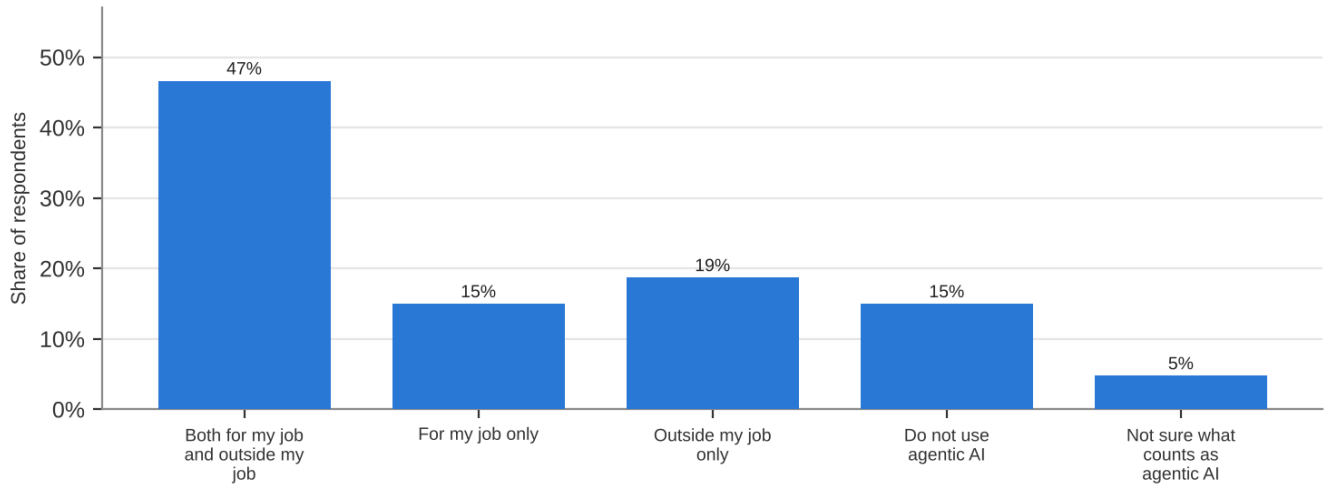


Base: Adults who worked for pay in the prior week. Mar 2025: n=1,017; Jul 2025: n=1,114; May 2026: n=1,245; Nov 2026: n=1,250. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

Agentic AI is already common among workers who use GenAI: In May 2026, workers who use GenAI were asked whether they use agentic AI tools, defined as tools that take actions on the user's behalf such as browsing websites, filling out forms, sending emails, writing and running code, booking appointments, or completing multi-step tasks with limited supervision. 62% said they use agentic AI for their job, including 47% who use it both for their job and outside it, and a further 19% use agentic AI outside their job only. Only 15% of GenAI-using workers said they do not use agentic AI at all, and 5% were not sure what counts as agentic AI. Some respondents likely counted ordinary chatbot use, so these shares may overstate true agentic use. (See Figure 16)

Figure 16

Use of agentic AI tools for the job or outside the job, among workers who use generative AI

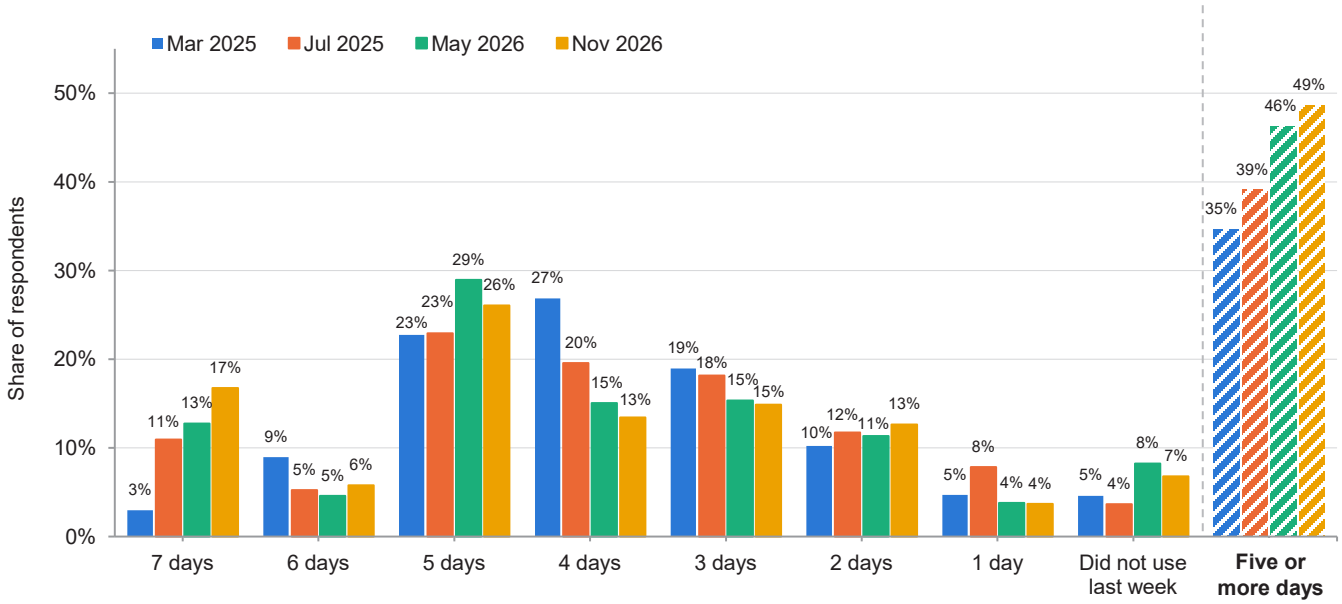


Base: Workers who use generative AI (for the job or outside it). May 2026: n=759. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

Workplace GenAI usage frequency keeps climbing: Among workers using GenAI at work, the share who used it on all seven days of the prior week rose from 3% in March 2025 to 11% in July 2025, 13% in May 2026, and 17% in November 2026. The share using it on five or more days rose from 35% to 49% over the same period, while the share using it three or four days fell from 46% to 28%; the share using it two days or fewer, or not at all, edged up from 20% to 23%. The 2025 edition of this report also found that among workers using GenAI at work, 31% reported typically using it every day at work in July 2025, up from 21% in March 2025; the "typical week" item was retired from the 2026 questionnaires, and the "last week" item now carries the series. This is particularly noteworthy because a larger share of workers are using GenAI for work in each wave: exposure is wider and frequency of use is more regular, and became more regular despite a steady inflow of new users who have only recently started. (See Figure 17)

Figure 17

Thinking about last week, how many days did you use generative AI at work?

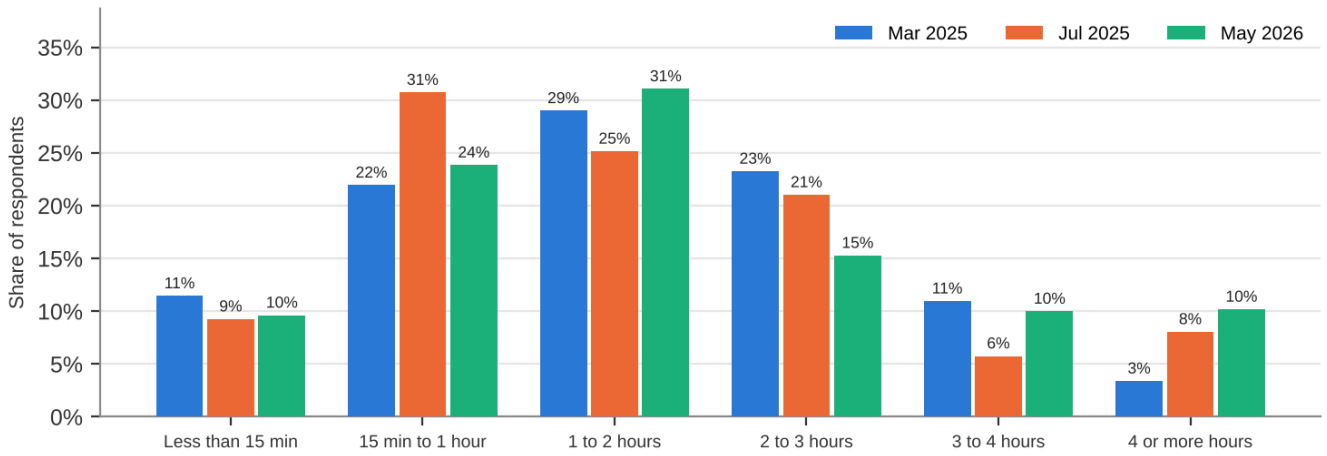


Base: Workers who use generative AI at work. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

Time on tool is steady, with a growing group of heavy users: Among workers who used GenAI at work in the prior week, about two-thirds report spending an hour or more a day with it (67% in March 2025, 60% in July 2025, and 67% in May 2026), and "one to two hours" was the most common answer in both March 2025 (29%) and May 2026 (31%). The share of prior-week workplace GenAI users reporting four or more hours of daily use rose from 3% in March 2025 to 10% in May 2026, a group for whom collaborating with or managing AI workflows has become a large part of the working day. The May 2026 question was asked only of workers who had used GenAI at work in the prior week, so the 2025 figures here are rebased to that same group. (See Figure 18)

Figure 18

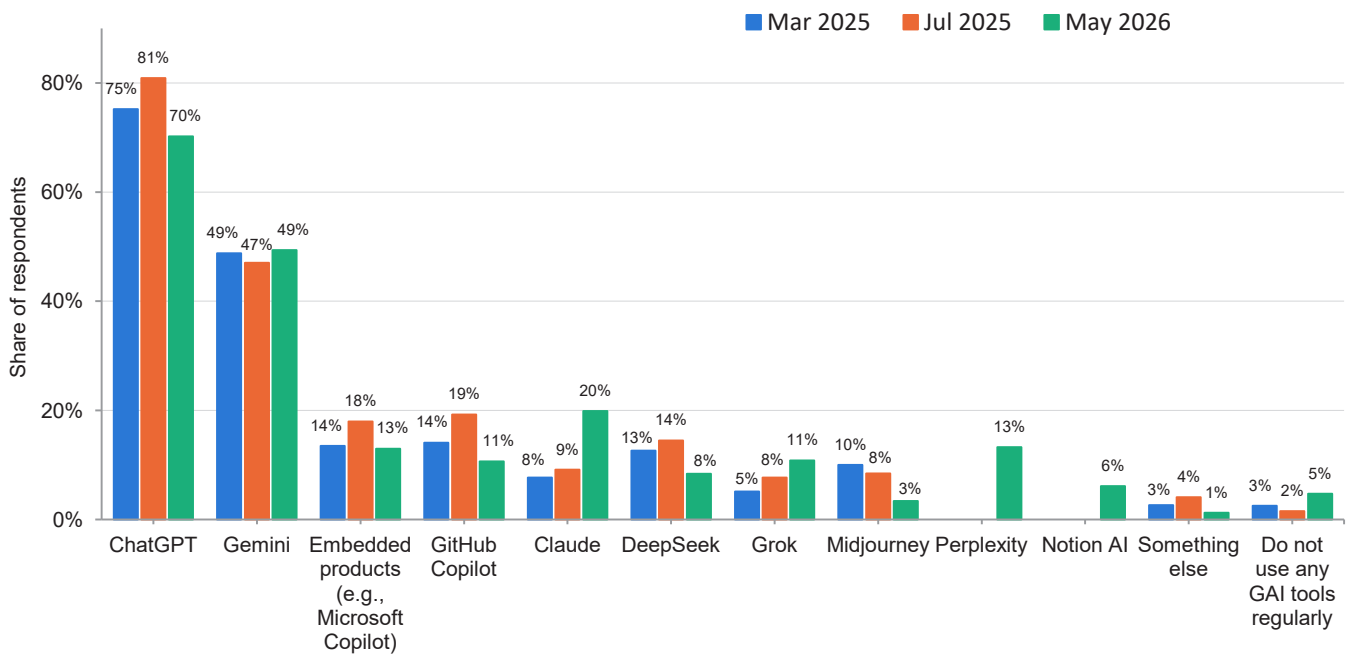
On average, how much time did you actively spend using a generative AI tool each day last week?



Base: Workers who used generative AI at work in the prior week; 2025 shares rebased to exclude those who did not use it that week (2025 n shown are the original wave bases before rebasing). Mar 2025: n=277; Jul 2025: n=391; May 2026: n=513. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers).

The tool mix at work is diversifying: ChatGPT remains the dominant brand among workplace users of GenAI, with 75% indicating typical usage in March 2025, 81% in July 2025, and 70% in May 2026. Gemini is unambiguously in second place among workplace users, with about half using Gemini in a typical work week in all three waves (49% in May 2026). The notable 2026 development is the rise of Claude, which more than doubled from 9% of workplace GenAI users in July 2025 to 20% in May 2026 to take clear third place, and the entry of Perplexity at 13%. Embedded AI inside existing productivity software (13%), GitHub Copilot (11%), Grok (11%), and DeepSeek (8%) round out a long tail, and only 5% of GenAI-using workers do not use any tool regularly. The decline in ChatGPT's share from July 2025 to May 2026 occurred while the overall number of workplace GenAI users grew by roughly a sixth, so ChatGPT's absolute workplace user base was roughly flat while rivals grew. (See Figure 19)

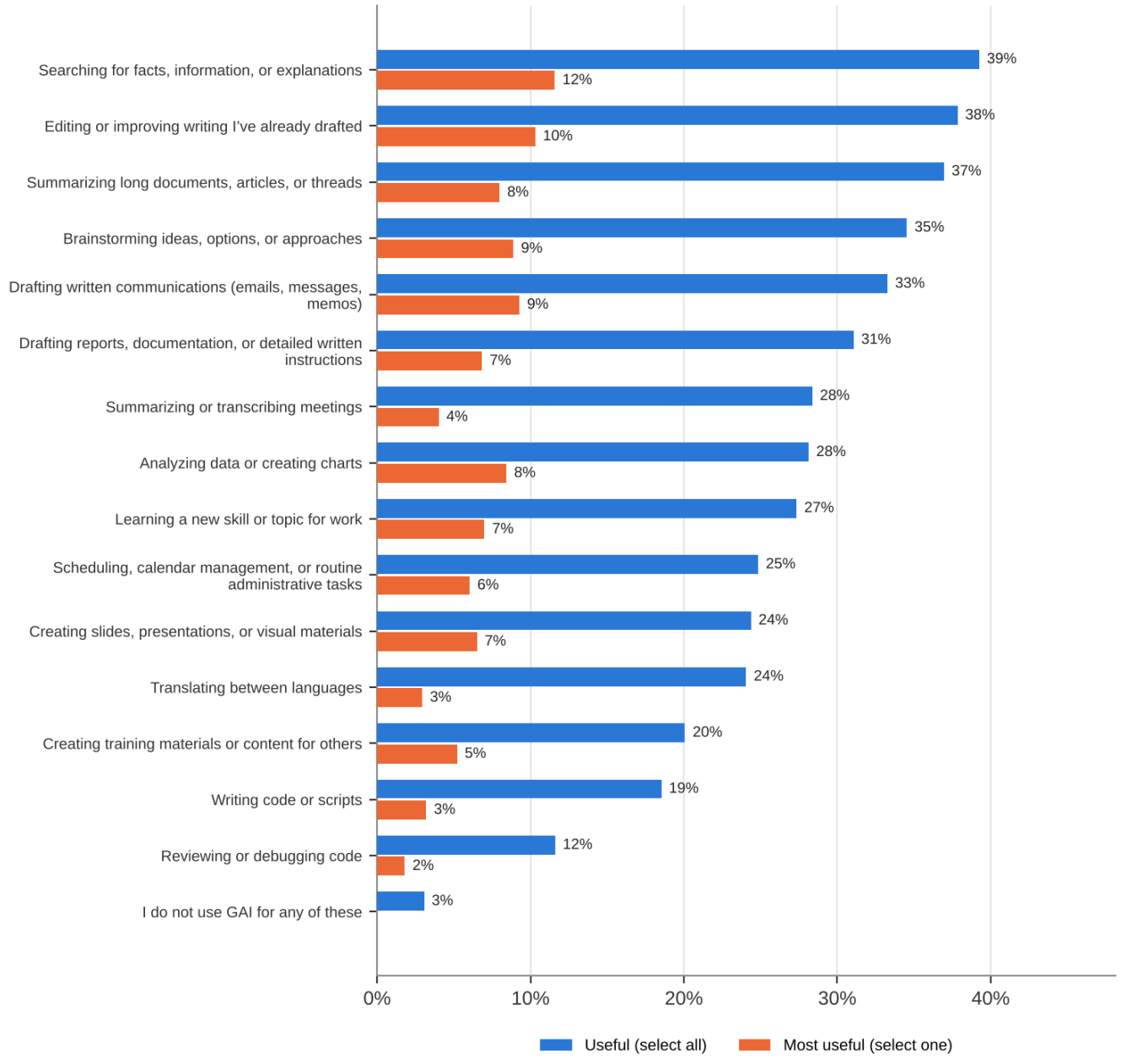
Figure 19



Base: Workers who use generative AI at work. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

Use cases look pragmatic: In the 2025 waves, workers asked to make a binary choice for tasks regarding whether GenAI is useful singled out writing, searching for facts or information, brainstorming new ideas, and interpreting/translating/summarizing, and when asked to rank tasks by usefulness ranked data analysis/visualization ahead of interpreting/translating/summarizing. The May 2026 wave replaced the 2025 list with a more granular set of fifteen tasks and asked workers to name the single task for which GenAI is most useful. Searching for facts, information, or explanations (39% useful; 12% most useful), editing or improving writing already drafted (38%; 10%), summarizing long documents (37%; 8%), brainstorming (35%; 9%), and drafting written communications (33%; 9%) lead, followed by drafting reports and documentation, analyzing data or creating charts, summarizing meetings, and learning a new skill. Coding tasks are useful to a meaningful minority (19% for writing code) even though most workers are not programmers. Only 3% of GenAI-using workers said GenAI is useful for none of the listed tasks. (See Figure 20)

Figure 20



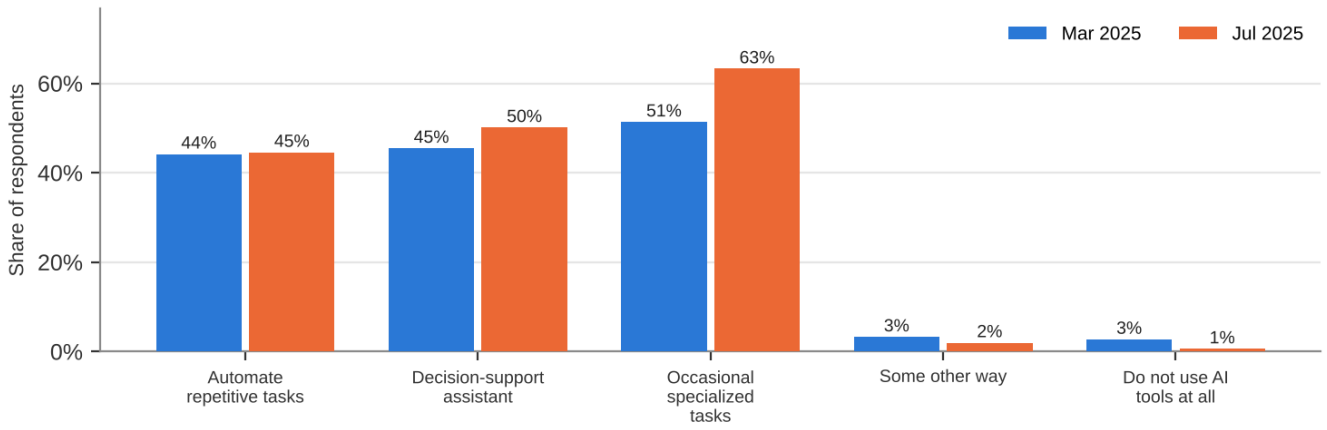
Base: Workers who use generative AI at work. Useful (select all): n=549; Most useful (select one): n=537. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

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 2025 (63%). This use case's popularity implies 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. This item was not re-fielded in 2026; the May 2026 question on GenAI's biggest effect on work, discussed next, picks up the same theme from a different angle. (See Figure 21)

Figure 21

Which best describes the kinds of tasks you have AI help you with at work? (select all that apply)

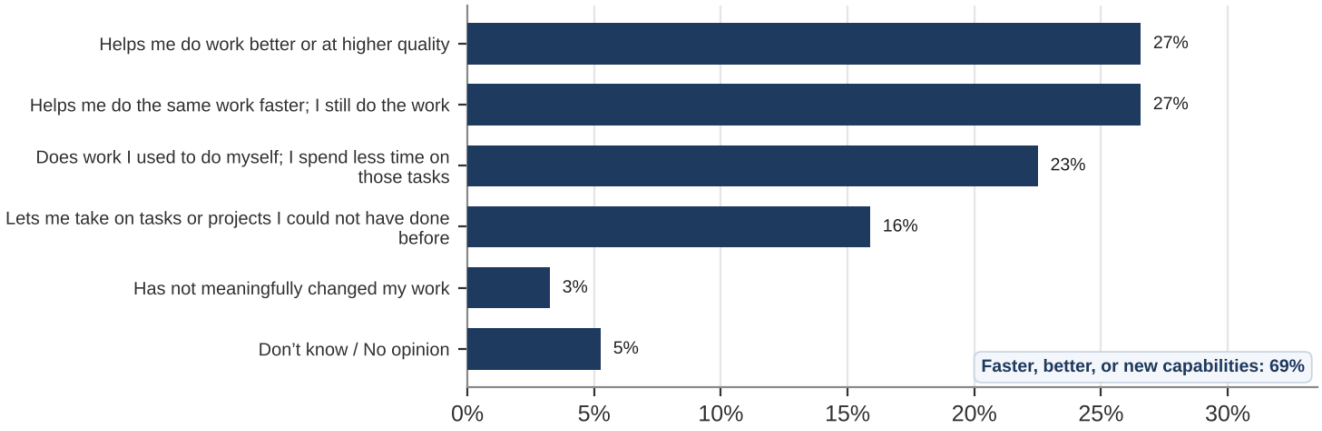


Base: Workers who use generative AI at work. Mar 2025: n=277; Jul 2025: n=391. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers).

GenAI augments more than it replaces: Asked which statement best describes GenAI's biggest effect on what they do, 27% of GenAI-using workers said it mostly helps them do the same work faster while they still do the work themselves, 27% said it mostly helps them do work better or at higher quality than before, and 16% said it mostly lets them take on tasks or projects they could not have done before. 23% said it mostly does work they used to do themselves so that they spend less time on those tasks. Only 3% said GenAI has not meaningfully changed their work. In other words, roughly seven in ten GenAI-using workers describe an augmentation effect (faster, better, or broader work), and fewer than one in four describe a substitution effect in which the tool takes over tasks outright. (See Figure 22)

Figure 22

Which best describes generative AI's biggest effect on what you do at work?

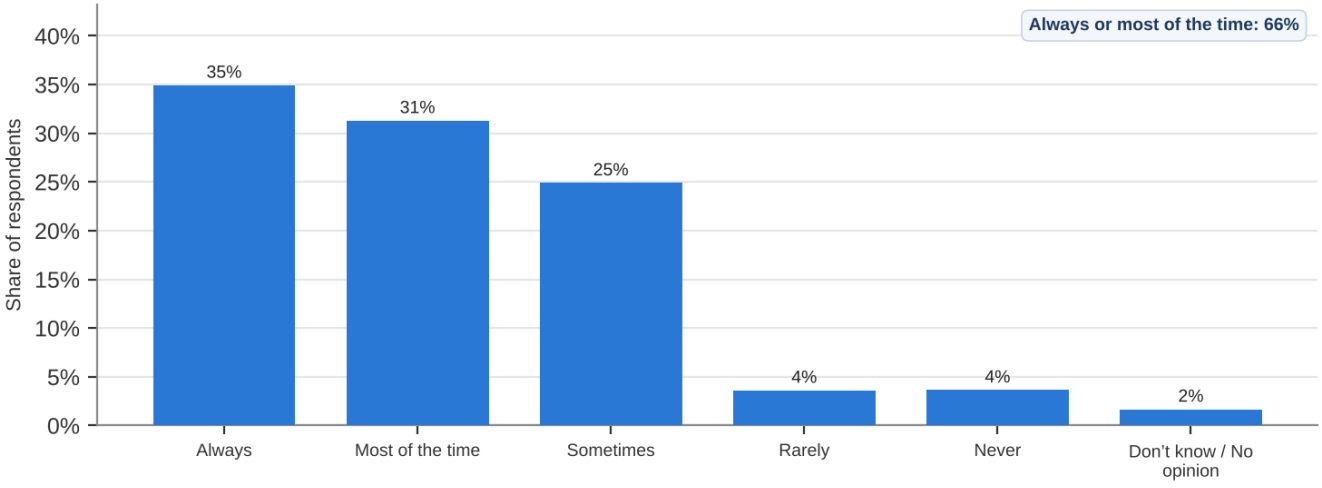


Base: Workers who use generative AI at work. May 2026: n=549. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

Workers keep humans in the loop: 66% of GenAI-using workers say they always (35%) or most of the time (31%) verify or edit GenAI output before using it, 25% do so sometimes, and only 7% rarely or never do. Routine verification is consistent with the finding that most workers experience GenAI as a tool that makes their own work faster and better. It is mostly not a tool that one works unsupervised. Arguably, routine verification is the behavior that converts raw model capability into reliable output. (See Figure 23)

Figure 23

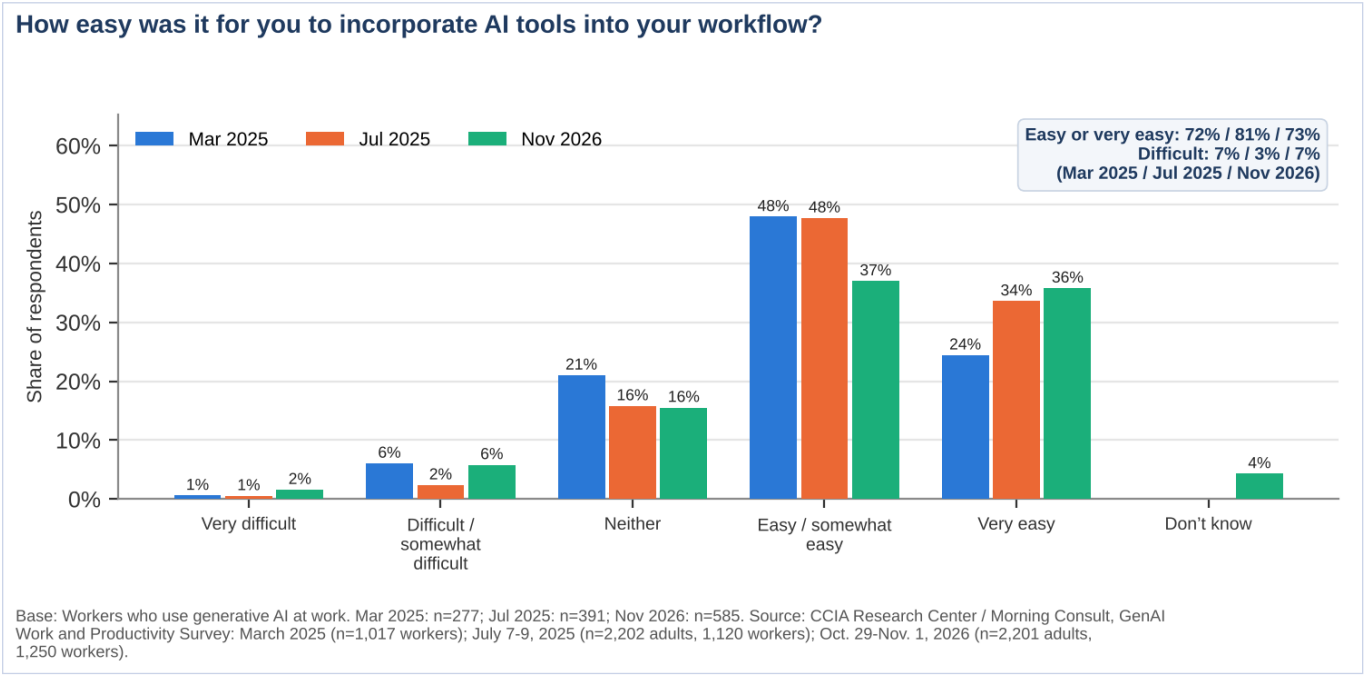
When you use generative AI at work, how often do you verify or edit the output before using it?



Base: Workers who use generative AI at work. May 2026: n=549. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

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 in every wave (72% in March 2025, 81% in July 2025, and 73% in November 2026), with "difficult" in the single digits (7% in November 2026). The share answering "very easy" rose from 24% in March 2025 to 36% in November 2026. The November 2026 wave replaced the 2025 numeric scale with labeled options and added a "don't know" choice (selected by 4%); excluding the "don't know" responses, 76% of November 2026 respondents found integration easy or very easy, below the July 2025 peak but above March 2025. Integration remains easy for a substantial majority, and the growth in "very easy" responses suggests the tools themselves have become simpler to adopt. (See Figure 24)

Figure 24

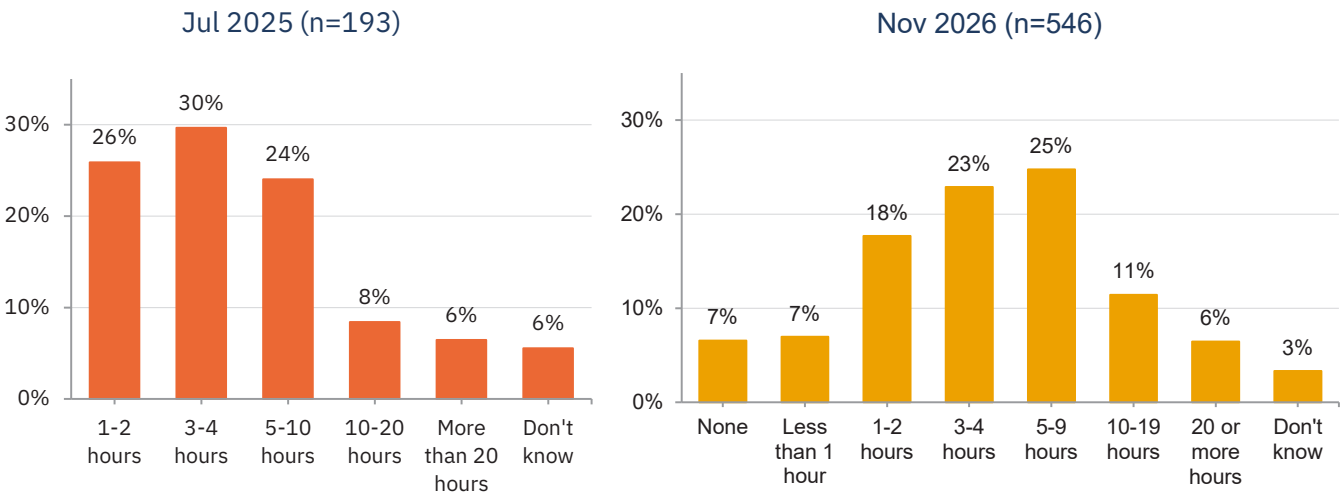


Base: Workers who use generative AI at work. Mar 2025: n=277; Jul 2025: n=391; Nov 2026: n=585. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

Most workers using GenAI report significant time savings and productivity gains: In July 2025, 69% of workers using GenAI at work reported that they would have needed at least three to four additional hours to complete the prior week's work without GenAI, saving on average about 6.5 hours per week using band midpoints. In November 2026, with refined response bands that added "no additional hours" and "less than one hour" options, 66% reported needing at least three to four additional hours, 43% at least five, and only 7% said no additional hours; the midpoint average is again about 6.3 hours per week. Restricting to full-time workers (31 to 45 hours in the prior week, n=315), the average is about 6.1 additional hours on roughly 38 hours worked, a 16% productivity improvement, in line with the 15% estimate in the 2025 edition of this report. (See Figure 25)

Figure 25

Additional hours of work that would have been needed last week without generative AI

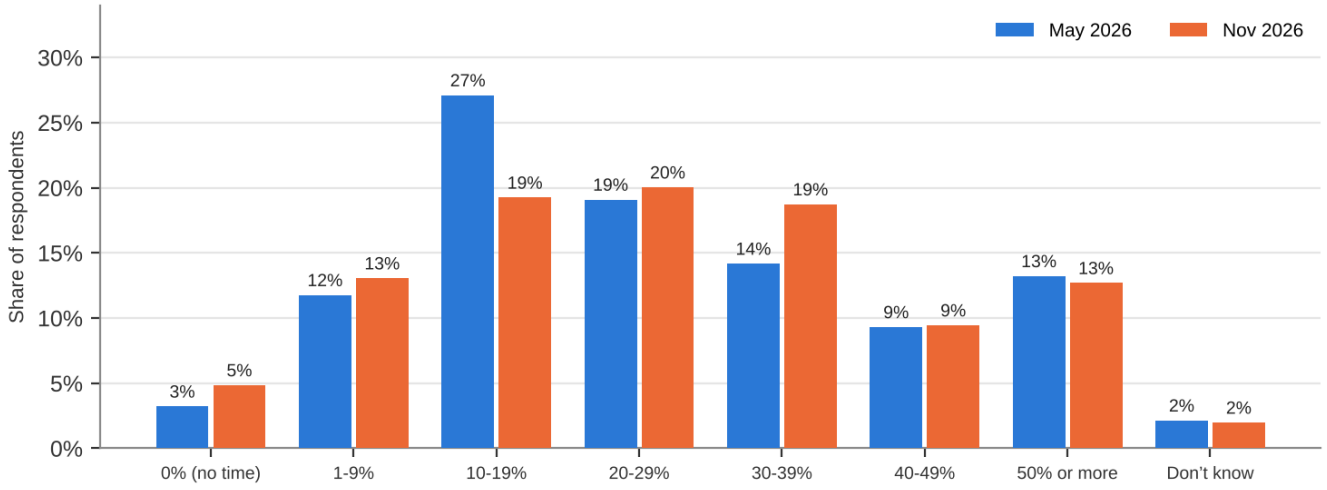


Base: Workers who used generative AI at work last week. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

A second measure of time saved: The May and November 2026 waves added a question asking workers who had used GenAI at work in the prior week how much time it saved them on the work they did with its help (the answer choices were phrased as a share of "my work hours," so some respondents may have answered for their whole week). Responses were nearly identical across the two waves. In November 2026, 61% of GenAI-using workers said GenAI saved at least 20% of the time on their AI-assisted work, including 13% who said it saved half or more, while 5% said it saved no time and 13% said it saved less than 10%. Using band midpoints, the average reported saving is about 26% in May 2026 and 27% in November 2026. Because the question asks about the work done with GenAI's help instead of the full workweek, it is not directly comparable to the additional-hours measure, which is why this report extrapolates only from the hours-based question. (See Figure 26)

Figure 26

Share of time saved by generative AI on last week's AI-assisted work

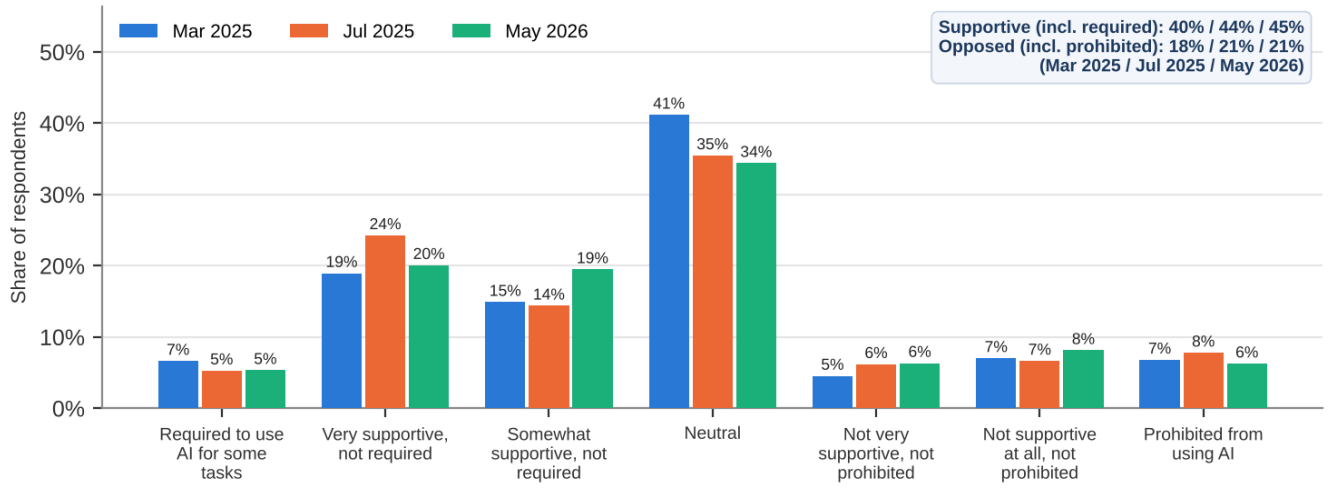


Base: Workers who used generative AI at work last week. May 2026: n=513; Nov 2026: n=546. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers); Oct. 29-Nov. 1, 2026 (n=2,201 adults, 1,250 workers).

Employers are supportive: Supportive responses (including the small share required to use AI for some tasks) outnumber opposed responses by more than two to one in every wave, and since July 2025 "supportive" has been the single most common characterization, ahead of "neutral" (40% in March 2025, 44% in July 2025, and 45% in May 2026). By contrast, fewer than half as many respondents indicate that their employers are opposed to GenAI use, with 18% in March 2025, 21% in July 2025, and 21% in May 2026. Outright prohibitions against, or mandates for, GenAI tool use at work remain very rare. Prohibitions exist but are in the single digits (6% in May 2026, down from 8%). Likewise, only a small, single-digit minority (5%) are required to use AI for specific tasks. About a third of workers (34%) describe their employer as neutral. (See Figure 27)

Figure 27

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

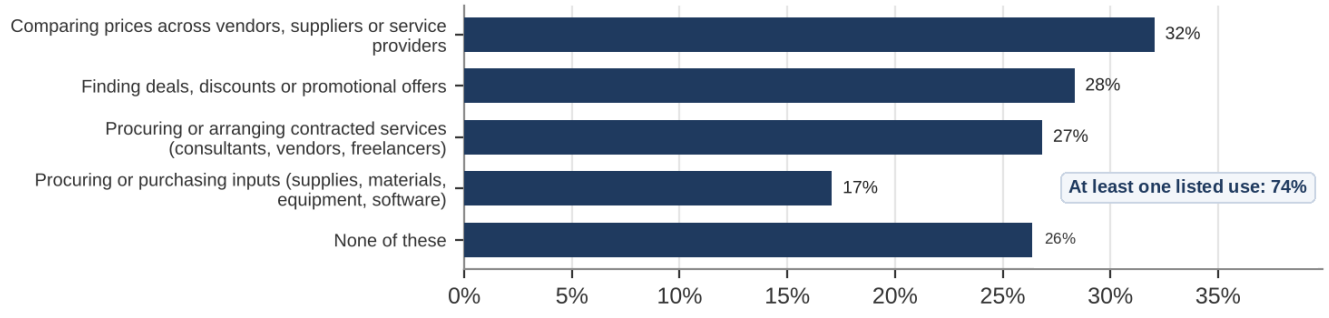


Base: Employed adults. Mar 2025: n=802; Jul 2025: n=928; May 2026: n=969. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: March 2025 (n=1,017 workers); July 7-9, 2025 (n=2,202 adults, 1,120 workers); May 1-4, 2026 (n=2,218 adults, 1,245 workers).

GenAI is entering business purchasing: In the 30 days before the May 2026 survey, 74% of GenAI-using workers had used AI tools at work for at least one purchasing or procurement purpose: 32% to compare prices across vendors, suppliers, or service providers, 28% to find deals, discounts, or promotional offers, 27% to procure or arrange contracted services such as consultants, vendors, or freelancers, and 17% to procure or purchase inputs like supplies, materials, equipment, or software. The use of AI to compare prices and find deals in business purchasing mirrors the consumer findings later in this report and implies that AI tools may be intensifying price competition on the business-to-business side as well. (See Figure 28)

Figure 28

Use of AI tools at work for purchasing and procurement in the past 30 days (select all that apply)

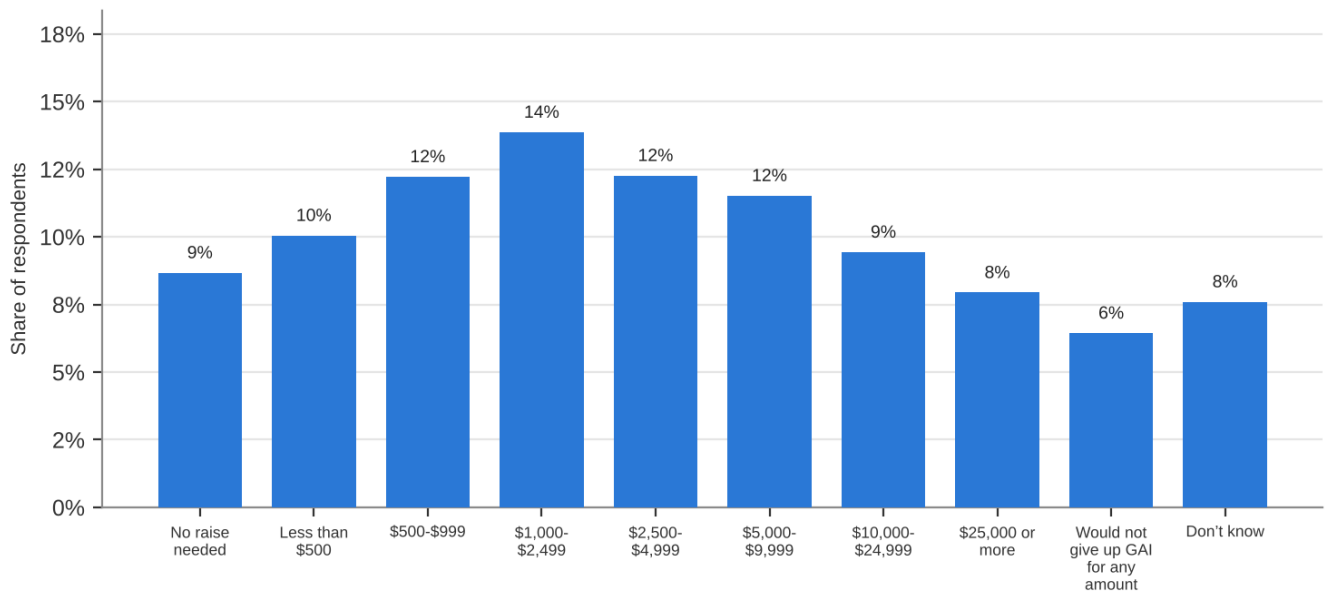


Base: Workers who use generative AI at work. May 2026: n=549. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

Workers place a high value on access to GenAI: Asked what is the smallest annual raise they would accept to verifiably give up all GenAI tools at work for one year while keeping their job and benefits, only 9% of GenAI-using workers said they would give up GenAI for no raise at all. 61% would require at least $1,000 or would not give up GenAI at any price, 35% at least $5,000 or no amount, and 24% at least $10,000 or no amount; 6% said they would not give up GenAI tools at work for any amount of money. Among workers naming a dollar figure, the median response falls in the $1,000 to $2,499 band; counting those who would not give up GenAI at any price as valuing it above every listed amount, the median rises to the $2,500 to $4,999 band. For comparison, the paid tiers of leading GenAI tools cost roughly $240 per year, so the typical GenAI-using worker values access at several times its market price (the question asks about giving up every GenAI tool at work, so the comparison is illustrative), which is what one expects from a tool that saves about six hours of work a week. (See Figure 29)

Figure 29

Smallest annual raise workers would accept to give up generative AI tools at work for one year

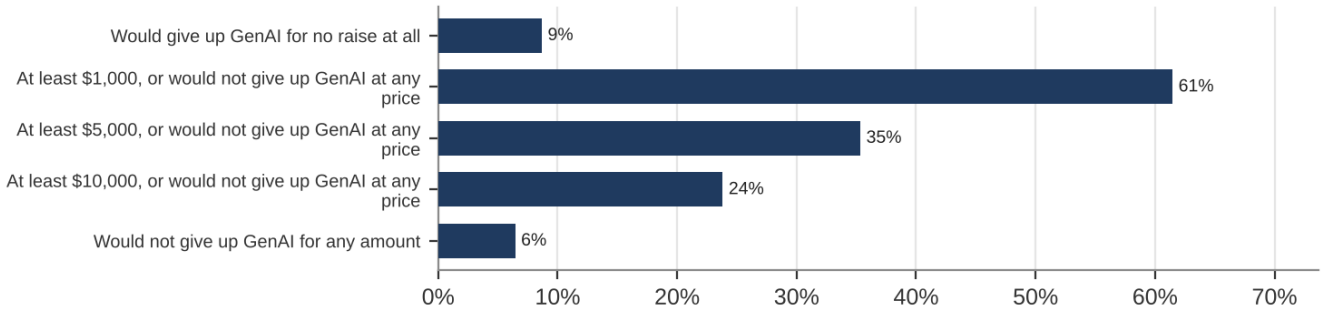


Base: Workers who use generative AI at work. May 2026: n=549. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

Figure 29A presents the same responses cumulatively, counting workers who would not give up GenAI at any price within each threshold; percentages use all GenAI-using workers as the base, and the 8% who did not know do not count toward any threshold. (See Figure 29A)

Figure 29A

Cumulative share of GenAI-using workers by the smallest annual raise they would accept to give up GenAI at work for a year



Base: Workers who use generative AI at work. May 2026: n=549. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

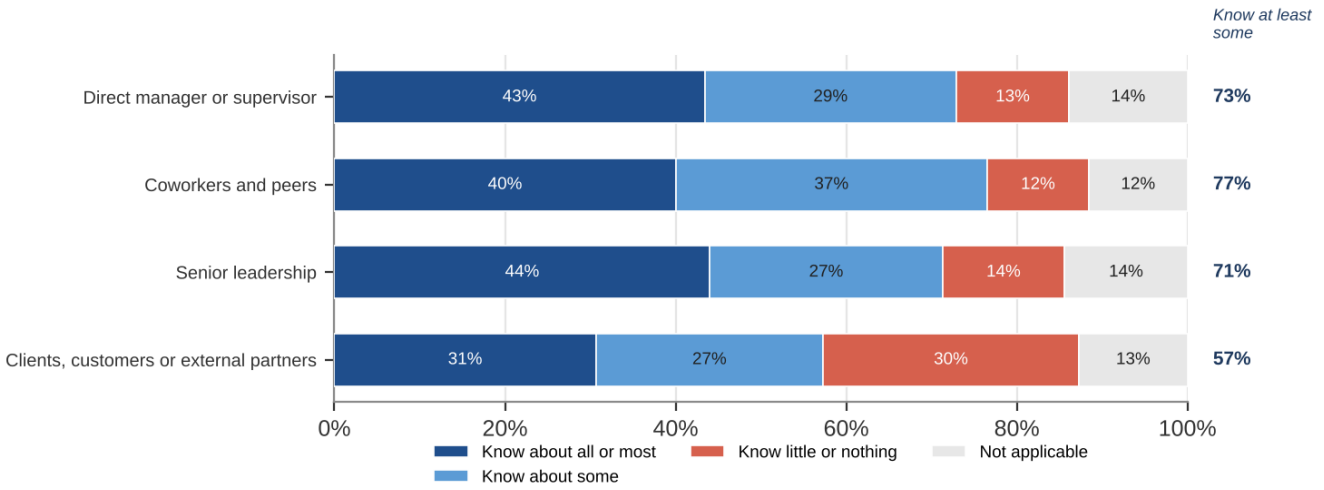
Workers put a high price on keeping GenAI: The typical (median) GenAI-using worker would need a raise of about $2,800 to give up the tools for a year. The average (mean) is about $5,600, even counting every answer at the bottom of its range and every "don't know" as zero. Applied to the roughly 75 million adults who use GenAI for their job, that is about $420 billion a year in stated value.[7] Even a conservative estimate using the lower median of $2,800 per worker multiplied by 75 million adults using GenAI for their job comes to a $210 billion per year estimated "willingness to give up" estimate of the value of GenAI to workers.

GenAI use at work is mostly out in the open: 43% of GenAI-using workers say their direct manager or supervisor knows about all or most of their GenAI use and a further 29% say their manager knows about some of it; only 13% say their manager knows little or nothing. The pattern is similar for coworkers and senior leadership. Clients, customers, and external partners are the group most likely to know little or nothing (30%). The low share of workers whose managers are unaware of their GenAI use suggests that most workplace GenAI use is visible to managers, so the "shadow AI" phenomenon, in which employees use AI tools without their employer's knowledge, appears to be a minority practice, although awareness of some use is not the same as approval of all of it; this comports with the finding that most employers are supportive or neutral and restrictions are relatively rare. (See Figure 30)

[7] CCIA calculation from the Figure 29 responses (May 2026). The typical value is the median among those giving an answer, interpolated within the $2,500 to $4,999 range. The average counts each response at the bottom of its range, "would not give up for any amount" as $25,000, and "don't know" as zero. The worker count applies the 47% job-use share (November 2026) to the 161.6 million employed adults in October 2026 (163.6 million employed less 2.0 million aged 16 and 17), and assumes the May valuations still hold: Bureau of Labor Statistics, The Employment Situation, October 2026, https://www.bls.gov/news.release/archives/empsit_11062026.htm.

Figure 30

How much do the people you work with know about how much you use generative AI for your work?



Base: Workers who use generative AI at work. May 2026: n=549. Source: CCIA Research Center / Morning Consult, GenAI Work and Productivity Survey: May 1-4, 2026 (n=2,218 adults, 1,245 workers).

Adoption and Frequent Use Have Grown Together

Frequent use has grown alongside overall workplace adoption: more workers use GenAI for their jobs (31% in March 2025, 47% in November 2026), and nearly half of workplace users (49%) employed it on at least five days in the prior week. Among prior-week users, the share reporting four or more hours a day rose from 3% to 10%. That pattern matters for productivity because repeated use compounds: workers who use the tools regularly get faster at prompting, better at evaluating outputs, and more likely to standardize reusable approaches to recurring tasks.

Workers Report Benefits Through Speed, Quality, and Range, in a Contestable Market

Asked how GenAI has changed their work, 69% of GenAI-using workers describe augmentation (the same work done faster, better work, or work they could not previously have taken on) and fewer than one in four describe the tool taking over tasks outright. The uses they rate most valuable are practical: searching for facts and information, editing and drafting text, summarizing documents and meetings, brainstorming, and drafting reports, with data analysis, slide creation, scheduling, and learning new skills close behind, and the routine verification that most workers report is what turns first drafts into finished output. The tools themselves remain contestable: ChatGPT is named by roughly seven in ten workplace users, Gemini by about half, and Claude by a fifth, while Perplexity (13%) and Notion AI (6%) entered the list and embedded AI features inside familiar mail, document, and spreadsheet applications lower the effort of trying a new tool.

Turning Reported Benefits into Organizational Outcomes

Workers report substantial time savings alongside more frequent use; turning those savings into higher firm output depends on how work is organized. The survey evidence points to conditions that favor that translation: integration is easy for a substantial majority in every wave, workers are more than twice as likely to describe their employer as supportive of AI use as opposed to it, most supportive employers encourage it but do not require it, and outright prohibitions are rare. Mandates can backfire when tasks are poorly matched to current model capabilities or when training lags, and blanket bans risk falling behind competitors, so the permissive equilibrium the data describe is one in which usage spreads through peer learning and employers can focus on reorganizing workflows, verification norms, and procurement around tools their workers already use.

Analytical note: an illustrative economy-wide extrapolation

The per-user productivity figures above can be scaled to the U.S. economy as a whole, as the 2025 edition of this report did, but the result is an illustrative extrapolation, not a measured outcome, and rests on four assumptions. First, the per-user gain is taken from workers who worked 31 to 45 hours in the prior week (n=315) and used GenAI at work in that week; their reported additional hours are converted to an average using the midpoint of each response band (25 hours for the open-ended top band) and divided by 38 hours, the midpoint of that hours range, which yields 6.1 hours and a per-user gain of 16%. Second, that gain is applied to the 44% of workers who used GenAI for their job in the prior week (93% of the 47% who use it for their job at all), with everyone else counted at zero. Third, the gain is expressed as a productivity increase: the same output would have required about 44.1 hours without GenAI versus the assumed 38-hour workweek, so output per hour is about 16% higher (expressed instead as a reduction in the hours required for the same output, the figure would be about 14%). Fourth, the share of workers is used as a proxy for the share of hours.

On these assumptions, the hours-based measure implies an illustrative economy-wide productivity-level effect of about 7.0%, a one-time level gain rather than an annual growth rate; using a 40-hour denominator instead of 38 lowers it to about 6.7%. The percent-of-time measure in Figure 26 is not extrapolated because it refers to AI-assisted work, not the full workweek.

One possible explanation for the gap between gains like these, reported at the task level, and the smaller movements so far in official U.S. productivity statistics is that workflows must be reorganized around GenAI before time saved on one task translates into output, so that part of the effect is realized with a lag; the official statistics have begun to move in the direction these survey results predict. Independent bottom-up estimates, discussed later in this report, are lower.

Bottom Line

Between March 2025 and November 2026, generative AI continued its shift from early experimentation to everyday utility for a growing share of American workers. Use for the job

rose from 31% to 47% of workers, the share of users on GenAI all seven days of the prior week rose from 3% to 17%, and the self-reported productivity gain held at about six hours a week. The rising frequency and breadth of use, combined with easy integration, supportive employer policies, and workers' own high valuation of the tools, are the conditions under which reported time savings can translate into firm-level output.

Methodology note

These are four cross-sectional waves, not a longitudinal panel: March 2025, July 2025, May 2026, and November 2026 reflect distinct national samples of U.S. adults. Differences should be read as snapshots of change in the population, not individual-level transitions. The November 2026 wave was fielded as part of an omnibus survey of all adults; its workplace results in this section are restricted to respondents who worked for pay in the prior week, to match the worker base of the earlier waves. Even so, the directional pattern across multiple questions, including more users, more frequent use, easy integration, and supportive employers, forms a coherent picture of sustained diffusion.

AI Agents and AI Wearables: November 2026

Agentic AI Moves from Demonstration to Everyday Tasks

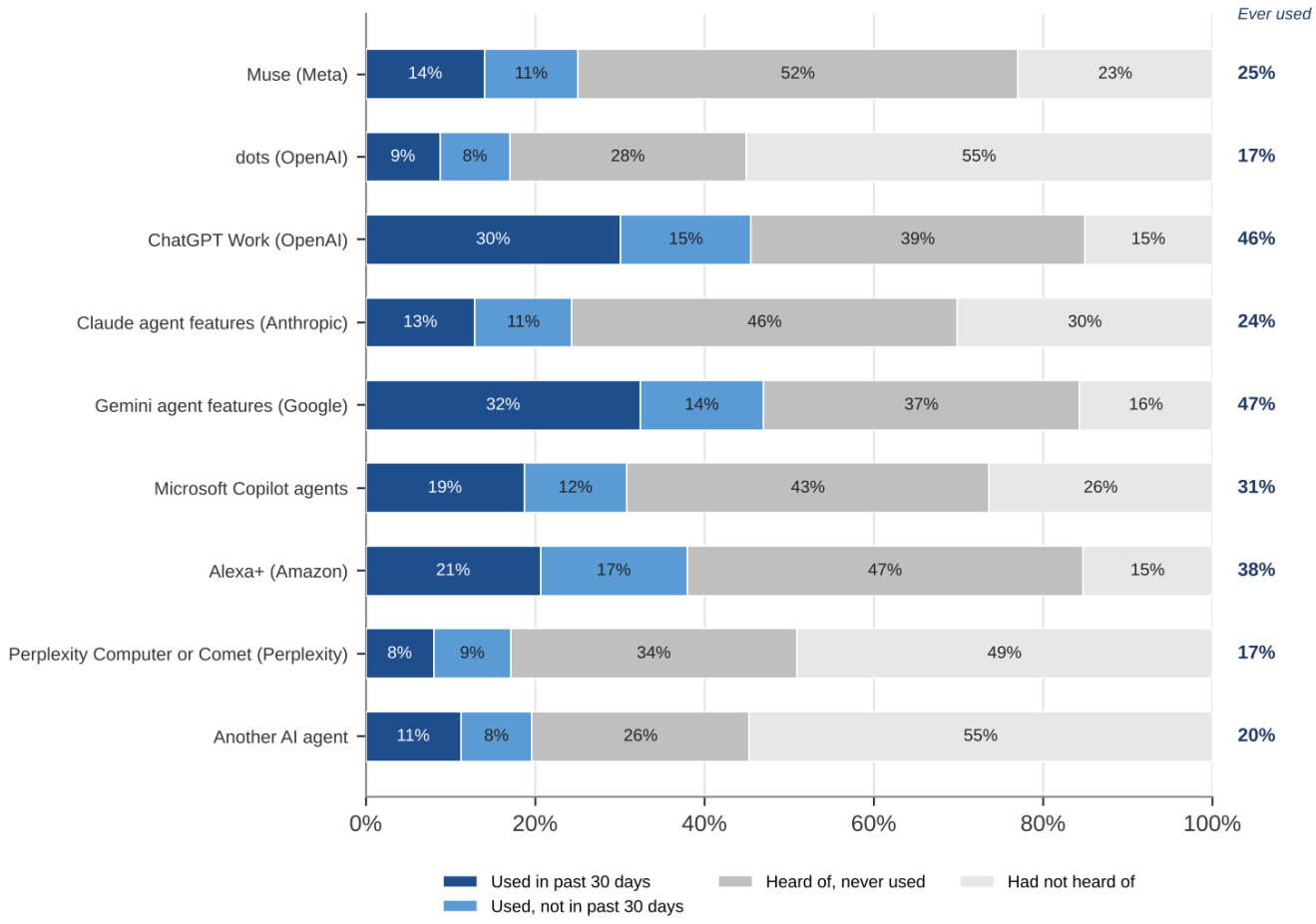
The most important product development between the 2025 and 2026 editions of this report is the arrival of agentic AI: AI services that take actions on a user's behalf, such as browsing websites, filling out forms, comparing prices across retailers, sending messages, booking reservations, and completing multi-step tasks with limited supervision. The October-November 2026 omnibus asked a national sample of U.S. adults about their awareness and use of the agent features of eight named products, how they accessed them, what the agents actually completed for them, and what they would allow an agent to do on their behalf.

Awareness is high; read reported use with caution: 32% of U.S. adults said they had used Gemini's agent features in the past 30 days and 30% had used ChatGPT Work's agent features, with a further 14% and 15% having used them earlier. Amazon's Alexa+ (21% in the past 30 days), Microsoft Copilot agents (19%), Meta's Muse (14%), and Claude's agent features such as Claude in Chrome (13%) follow. Newer and more specialized entrants, OpenAI's dots (9%) and Perplexity's Computer and Comet Assistant (8%), are used by fewer than one in ten adults and remain unknown to roughly half. Taken together, 71% of adults reported having used the agent features of at least one listed product, a remarkably high figure for a product category that barely existed when the 2025 edition of this report was published, and one that likely reflects both genuine agentic use and some respondents counting assistant features that stop short of fully autonomous action. OpenAI's dots, for example, became available only to Pro and Business Premium subscribers on September 29, 2026, a month before fieldwork, yet 17% report having used it, which may indicate some respondents counted ordinary chatbot or assistant use.[8] (See Figure 31)

[8] The Next Web, "OpenAI launches dots, always-on AI agents with their own cloud computers," September 29, 2026, available at https://thenextweb.com/news/openai-dots-always-on-ai-agents-cloud-computers-devday

Figure 31

Awareness and use of the agent features of AI products

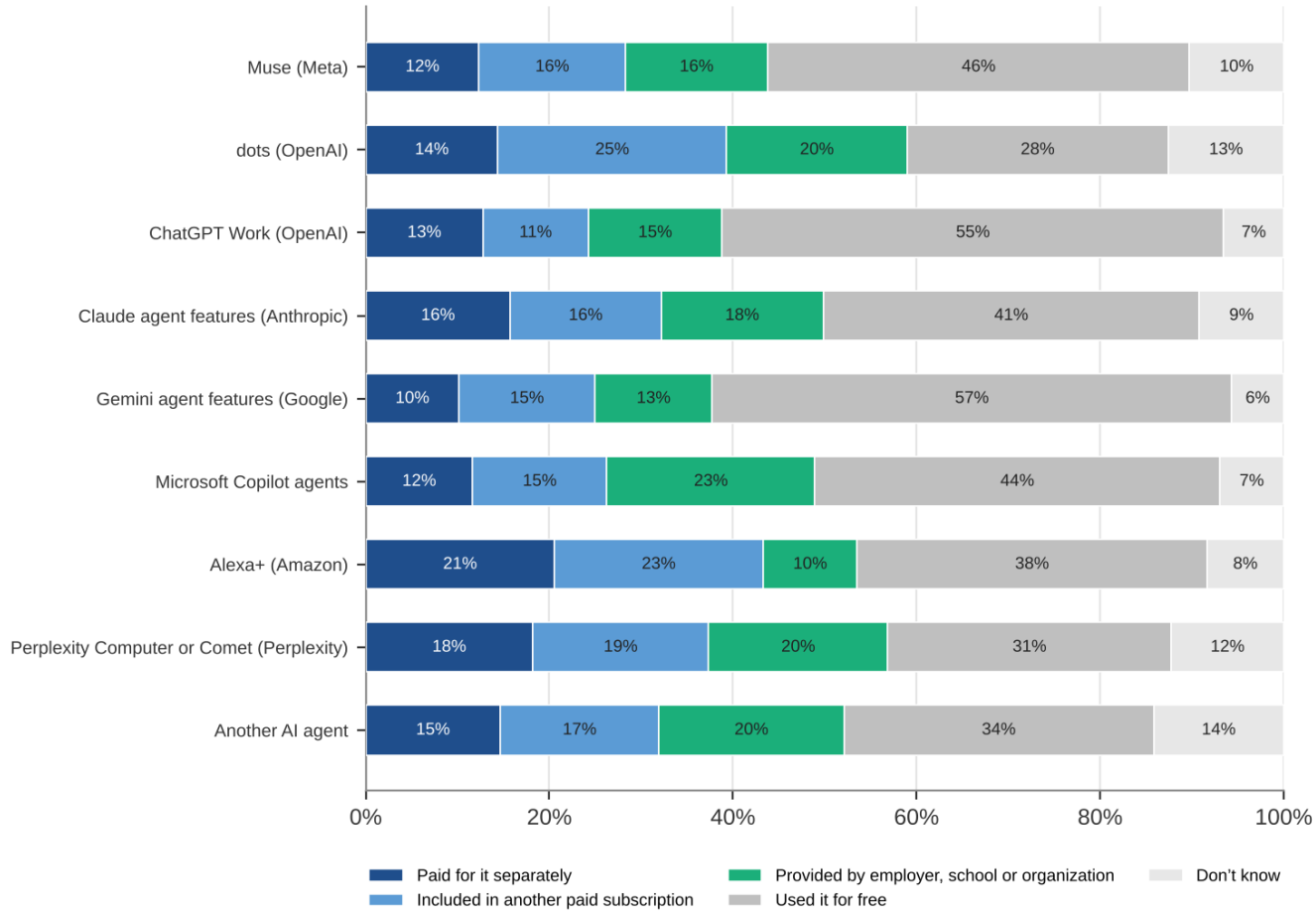


Base: All U.S. adults. Nov 2026: n=2,201. Source: CCIA Research Center / Morning Consult, AI Agents and AI Wearables Omnibus, Oct. 29-Nov. 1, 2026 (n=2,201 adults).

Free access dominates, with employers an important channel: Among users of each agent, free access without any paid subscription was the most common route for every product, ranging from 57% for Gemini and 55% for ChatGPT Work down to 31% for Perplexity and 28% for dots. Access provided by an employer, school, or another organization was most common for Microsoft Copilot agents (23%), followed by dots and Perplexity (20% each). Alexa+ stands out for paid access, with 21% of users paying for it separately and 23% receiving it through another paid subscription such as Amazon Prime. (See Figure 32)

Figure 32

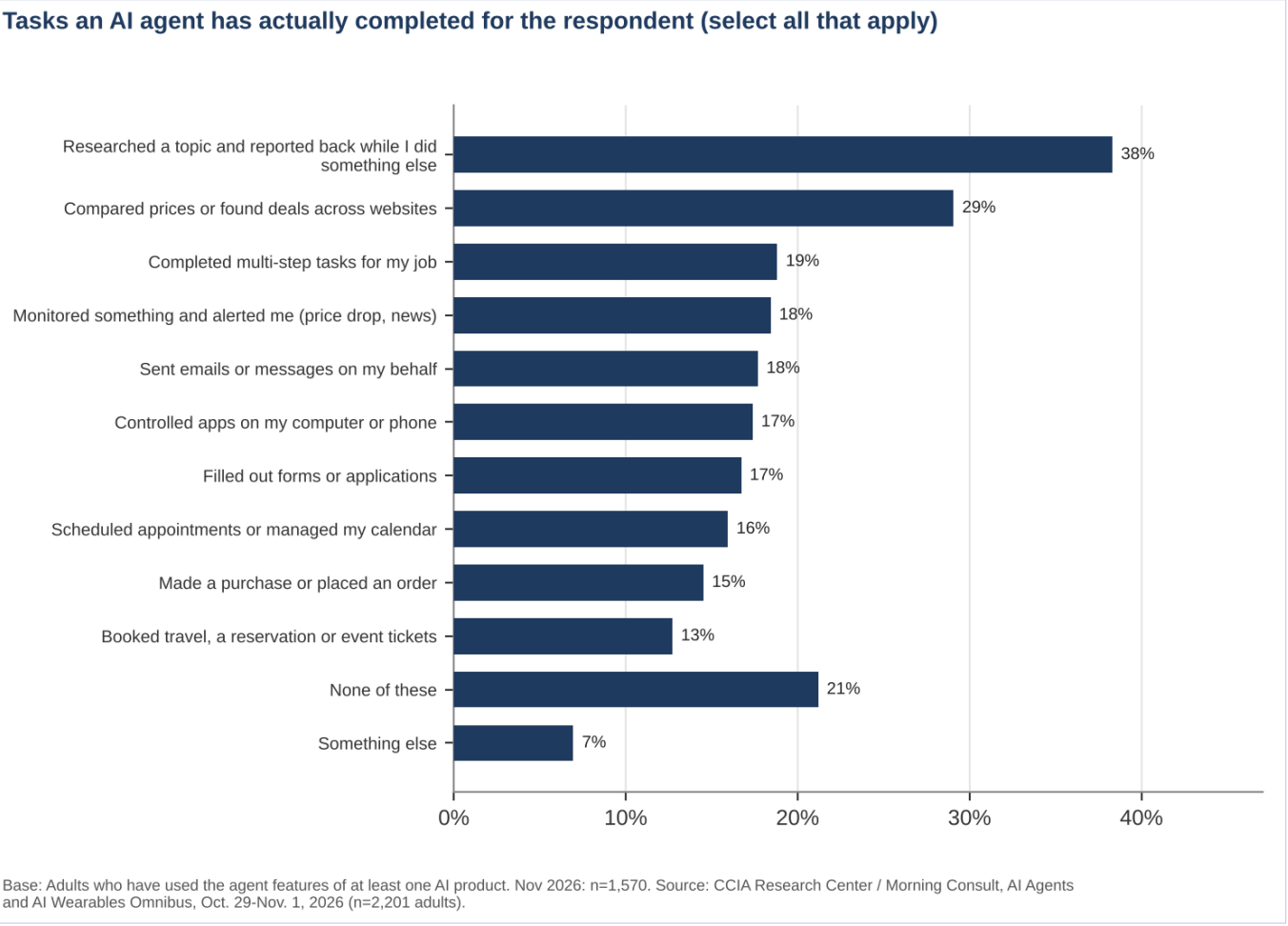
How users most recently accessed each AI agent



Base: Users of each agent. Muse (Meta): n=551; dots (OpenAI): n=367; ChatGPT Work (OpenAI): n=1,005; Claude agent features (Anthropic): n=524; Gemini agent features (Google): n=1,030; Microsoft Copilot agents: n=691; Alexa+ (Amazon): n=831; Perplexity Computer or Comet (Perplexity): n=386; Another AI agent: n=419. Source: CCIA Research Center / Morning Consult, AI Agents and AI Wearables Omnibus, Oct. 29-Nov. 1, 2026 (n=2,201 adults).

What agents actually do: Among adults who have used an AI agent, the most common completed task is delegated research, with 38% saying an agent researched a topic and reported back while they did something else. 29% have had an agent compare prices or find deals across multiple websites. Smaller shares have had an agent complete multi-step tasks for their job (19%), send emails or messages (18%), monitor something and alert them (18%), fill out forms (17%), control apps on their computer or phone (17%), manage their calendar (16%), make a purchase (15%), or book travel, a reservation, or event tickets (13%). 21% of agent users say an agent has not completed any of the listed tasks for them. (See Figure 33)

Figure 33



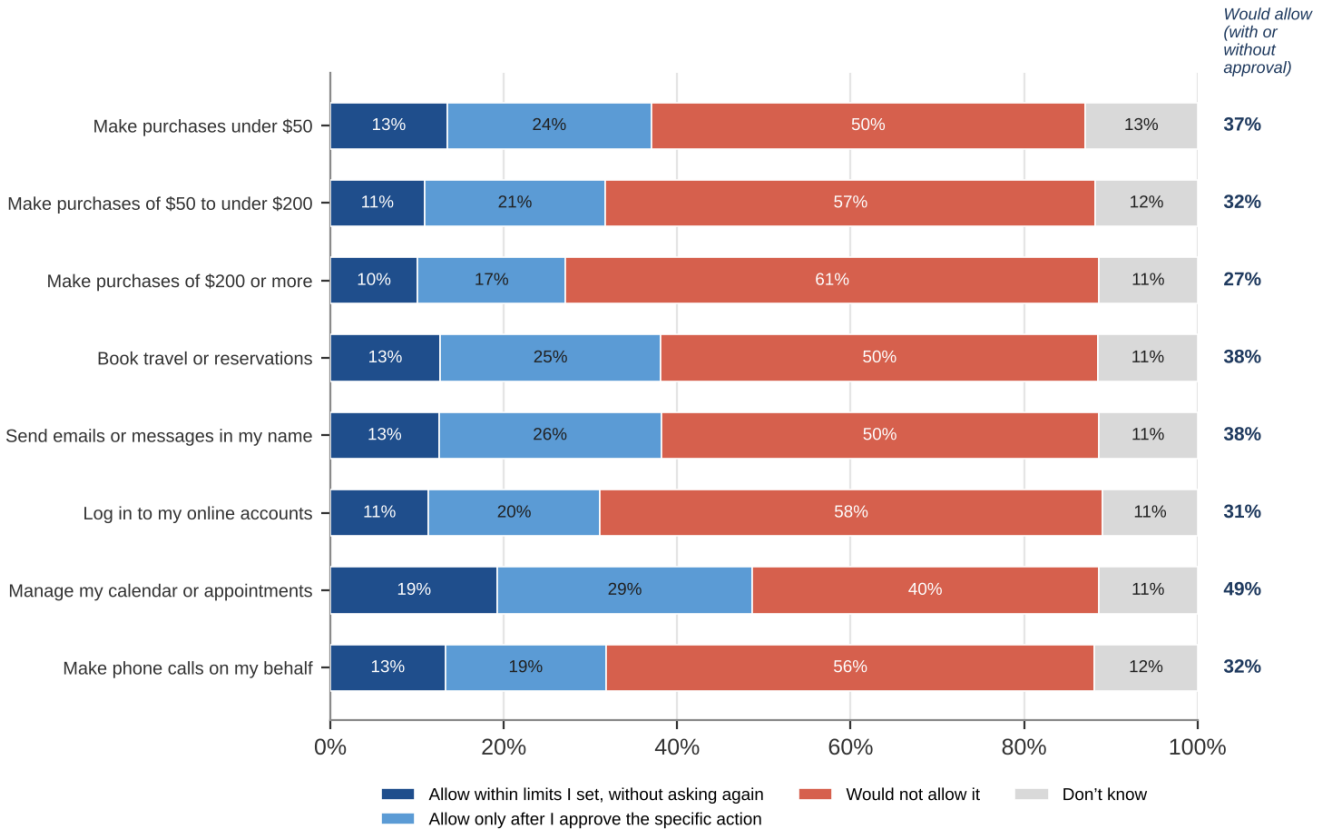
Users see agents as substitutable: Asked how many of the tasks they have used AI agents for could be completed satisfactorily by a free or lower-cost AI service, 68% of agent users said at least some of them, including 20% who said all of them and 24% most of them, and 25% some of them, while only 8% said none of them and 24% had not compared alternatives enough to judge. That 44% of agent users believe free or lower-cost services could handle all or most of their agent tasks is an indicator of competitive discipline in this nascent market, although it measures users' perceptions rather than tested alternatives.

Consumers want agents to ask first: For each of eight actions, respondents were asked whether they would allow an AI agent to act within limits they set without asking again, only after approving the specific action, or not at all. Managing a calendar or appointments is the action consumers are most willing to delegate (19% within limits plus 29% with per-action approval). For purchases, willingness declines with the stakes: 37% would allow purchases under $50 in some form, 32% purchases of $50 to $200, and 27% purchases of $200 or more, with 61% ruling out large purchases entirely. Logging in to online accounts (58% would not allow) and making phone calls (56%) draw the most resistance. Across every action, more respondents prefer per-action approval to standing permission, which suggests that

the product design that will win consumer trust is one that keeps the human in the loop for consequential steps while automating the routine ones. (See Figure 34)

Figure 34

What respondents would allow an AI agent to do on their behalf



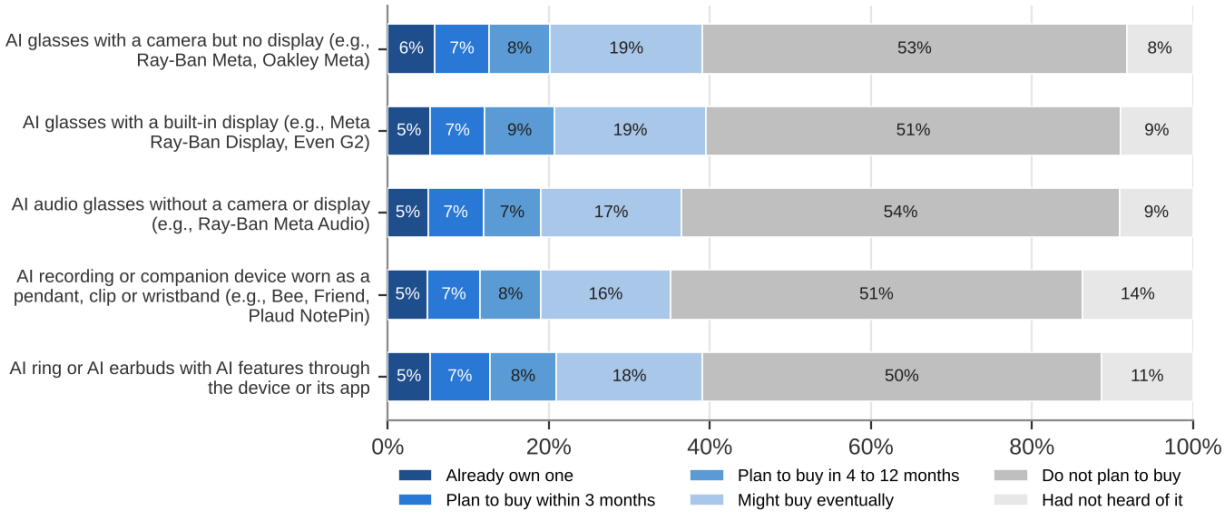
Base: All U.S. adults. Nov 2026: n=2,201. Source: CCIA Research Center / Morning Consult, AI Agents and AI Wearables Omnibus, Oct. 29-Nov. 1, 2026 (n=2,201 adults).

AI Wearables Are at the Start of Their Adoption Curve

AI wearable devices, led by camera-equipped smart glasses, expanded their retail presence and product range in 2025 and 2026. The omnibus asked about five device types: camera glasses without a display (such as Ray-Ban Meta or Oakley Meta), display glasses, audio glasses, pendant or clip recorders, and AI rings or earbuds. About one in seven adults (14%) say they own at least one, led by camera glasses (6%). These figures are self-reported, and respondents may define the device categories differently, so they are best read as approximate. Stated intentions, which typically overstate actual purchases, are similar across types: for each device type, about 7% plan to buy one, or have asked to receive one as a gift, within the next three months, a further 7% to 9% plan to buy within four to twelve months, and 16% to 19% might buy one eventually. Roughly half say they do not plan to buy, and between 8% and 14% had not heard of the device type before the survey. (See Figure 35)

Figure 35

Ownership of, and purchase intentions for, AI wearable devices

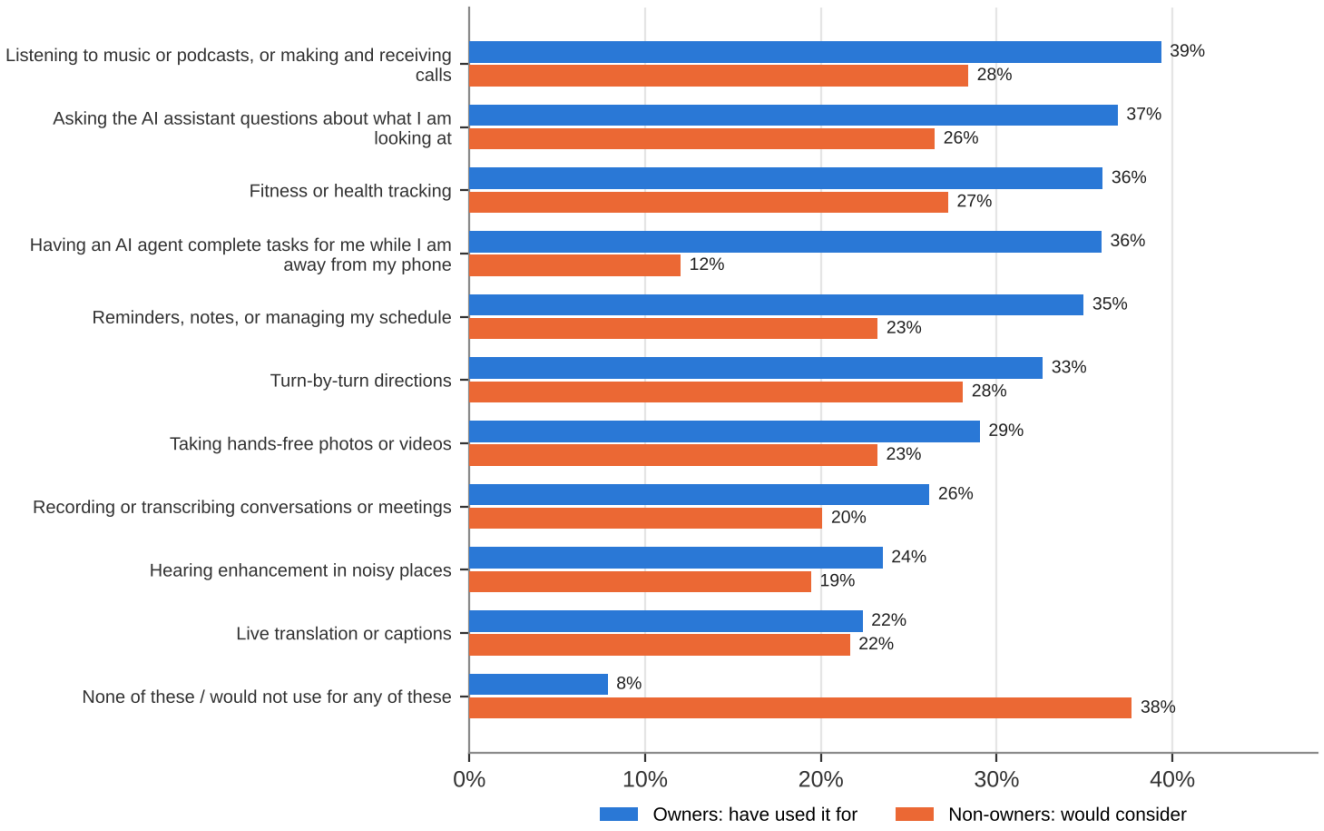


Base: All U.S. adults. Nov 2026: n=2,201. Source: CCIA Research Center / Morning Consult, AI Agents and AI Wearables Omnibus, Oct. 29-Nov. 1, 2026 (n=2,201 adults).

Owners use AI wearables for a wide mix of tasks: Among owners, the most common uses are listening to music or podcasts and making calls (39%), asking the AI assistant questions about what they are looking at (37%), fitness or health tracking (36%), having an AI agent complete tasks while away from their phone (36%), reminders and schedule management (35%), turn-by-turn directions (33%), and hands-free photos or videos (29%). Non-owners asked what they would consider using an AI wearable for name the same core uses, with directions, music and calls, fitness tracking, and asking questions about their surroundings each at about a quarter, though 38% of non-owners would not use one for any listed purpose. The largest gap between owners and non-owners is in agentic use: 36% of owners have had an AI agent complete tasks for them through the device, versus 12% of non-owners who would consider it, a gap that may mean owners discover agentic features after purchase, although the survey cannot separate that from differences between the people who buy these devices and those who do not. (See Figure 36)

Figure 36

What owners use AI wearables for, and what non-owners would consider using one for (select all that apply)

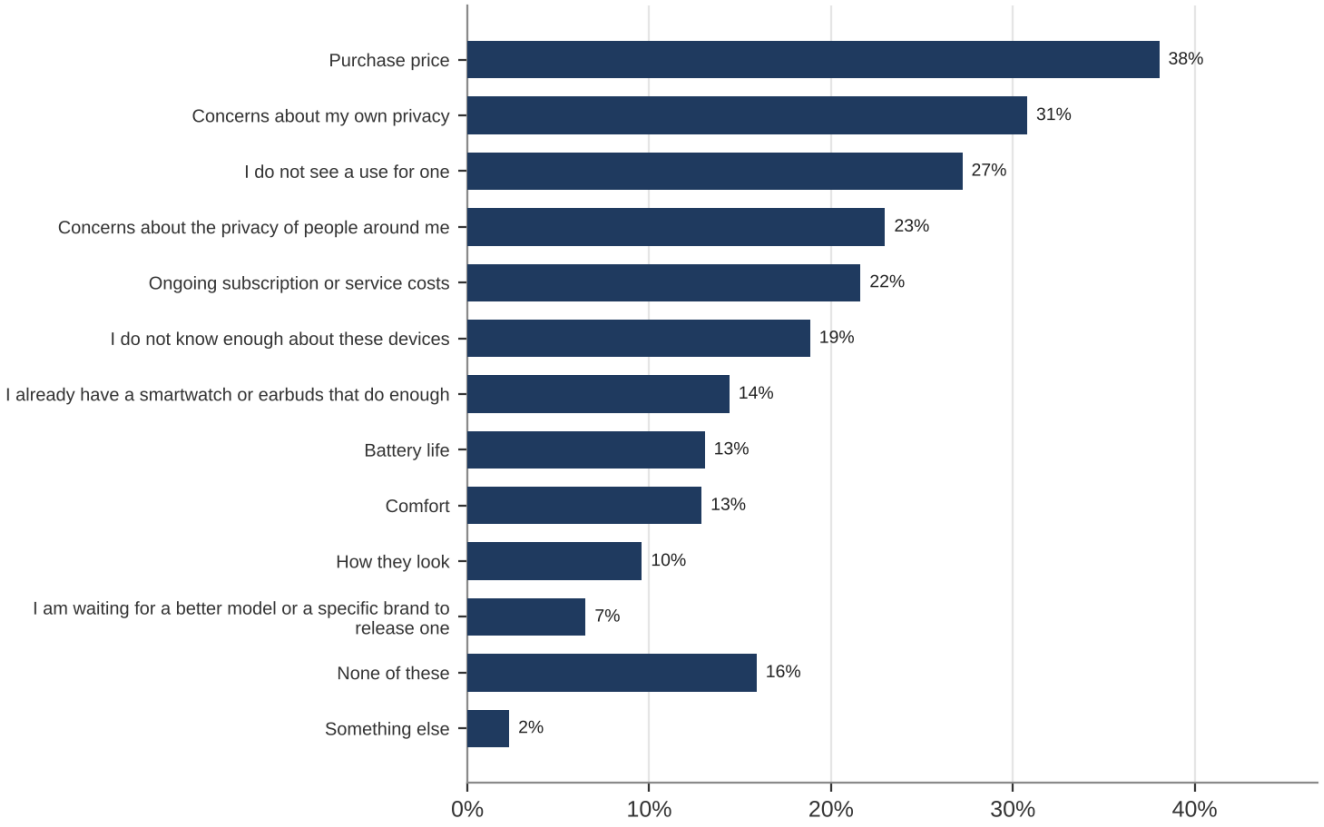


Base: Owners of at least one AI wearable (n=303) and non-owners (n=1,898). Owners: have used it for: n=303; Non-owners: would consider: n=1,898.
Source: CCIA Research Center / Morning Consult, AI Agents and AI Wearables Omnibus, Oct. 29-Nov. 1, 2026 (n=2,201 adults).

Price and privacy are the main barriers: Among adults who do not own an AI wearable, purchase price (38%) is the most common reason for not buying or hesitating, followed by concerns about their own privacy (31%), not seeing a use for one (27%), concerns about the privacy of people around them (23%), ongoing subscription or service costs (22%), and not knowing enough about the devices (19%). Battery life, comfort, and appearance are each cited by about one in ten, and 14% say their existing smartwatch or earbuds do enough. The prominence of price, subscription cost, and lack of familiarity, which are the barriers that fall fastest as a product category matures, alongside privacy concerns that product design and clear norms can address, points to considerable room for adoption to grow. (See Figure 37)

Figure 37

Reasons for not buying, or hesitating to buy, an AI wearable device (select all that apply)



Base: Adults who do not own an AI wearable. Nov 2026: n=1,898. Source: CCIA Research Center / Morning Consult, AI Agents and AI Wearables Omnibus, Oct. 29-Nov. 1, 2026 (n=2,201 adults).

AI and Shopping: September 2026

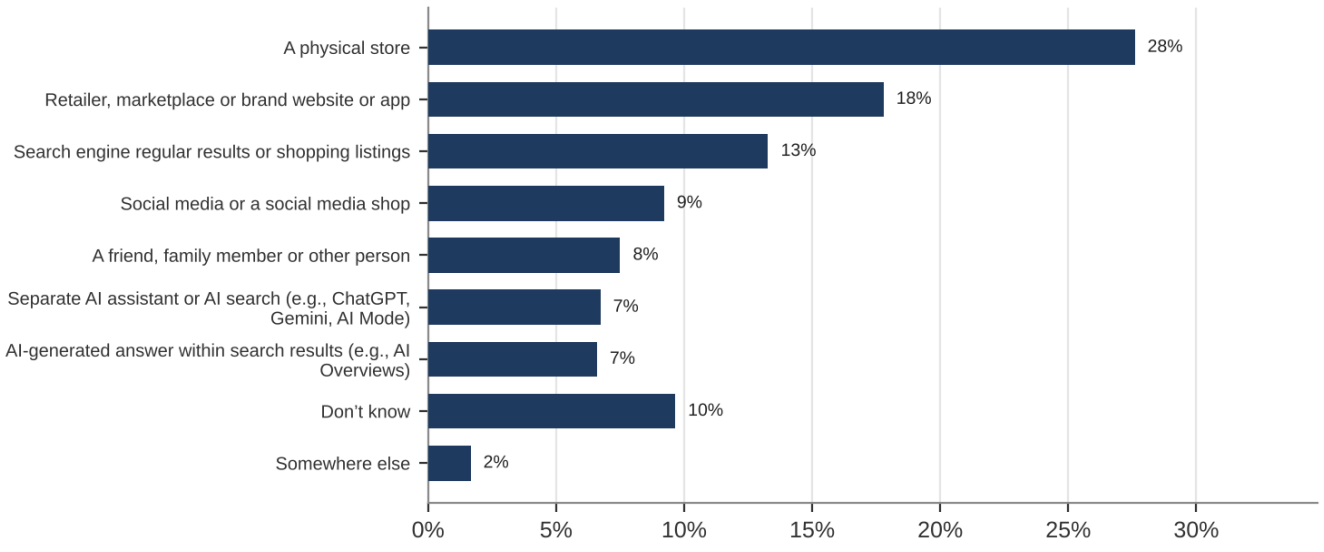
AI Is Becoming a Routine Part of How Americans Shop

In September 2026, CCIA and Morning Consult fielded a dedicated survey of 2,252 U.S. adults on how people shop for apparel, accessories, and sporting goods, with a focus on the role of AI tools. The survey independently corroborates the adoption findings of the Overall GenAI Adoption Survey fielded two weeks later: 73% of adults use ChatGPT, Claude, Gemini, Copilot, or similar AI tools for some purpose, and 29% use them daily (20% multiple times a day), compared with 75% and 30% in the adoption survey. Two surveys of distinct samples two weeks apart producing estimates within two points of each other is strong evidence that these adoption levels are robust.

Where shoppers start: Asked where they first looked for products or information the most recent time they shopped for apparel, accessories, or sporting goods, 28% of adults named a physical store, 18% a retailer's, marketplace's, or brand's website or app, 13% a search engine's regular results or shopping listings, 9% social media or a social media shop, and 8% a friend or family member. AI is already the first stop for about one in eight shoppers: 7% started with an AI-generated answer or summary within search results such as Google AI Overviews, and 7% with a separate AI assistant or AI search such as ChatGPT, Gemini, or Google AI Mode, for a combined 13%, about equal to conventional search engine results (13%) and well ahead of social media. (See Figure 38)

Figure 38

Where shoppers first looked for products or information the most recent time they shopped for apparel, accessories or sporting goods

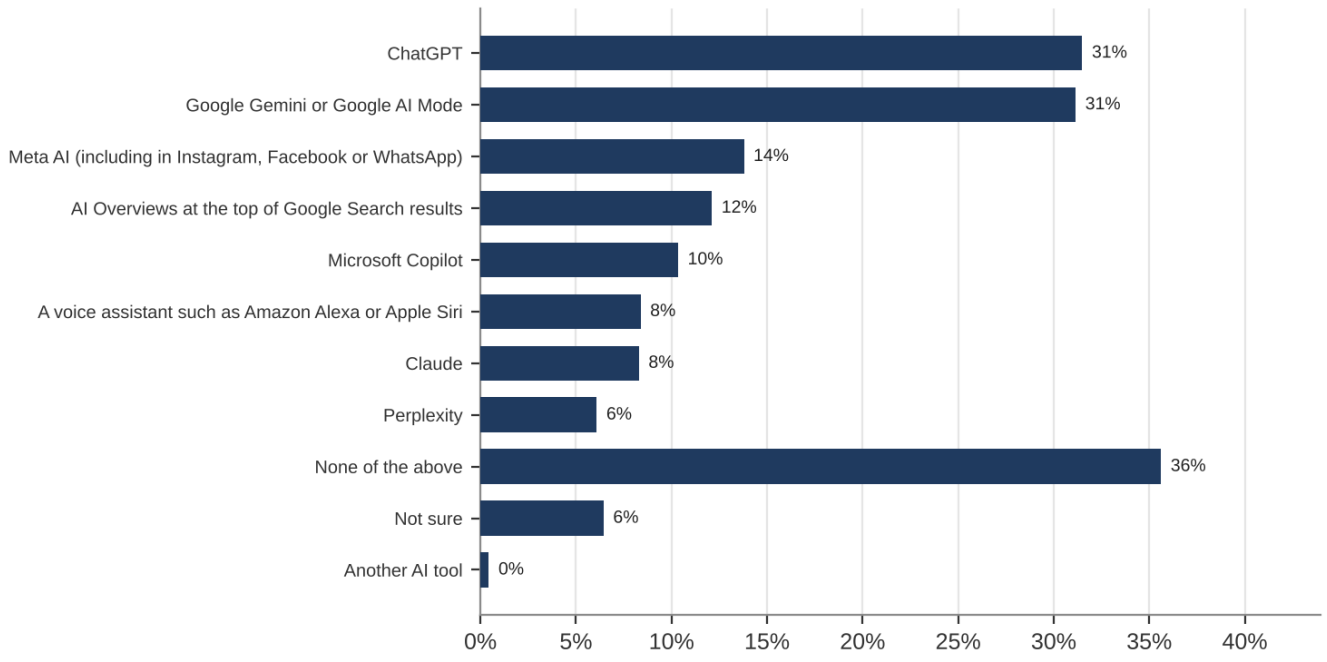


Base: All U.S. adults. Sep 2026: n=2,252. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

A majority say they use AI tools while shopping: 58% of adults say they used at least one of the general-purpose AI tools asked about the last few times they shopped for apparel, accessories, or sporting goods, in-store or online. Estimates vary with the question: in the adoption survey two weeks later, 19% said they had used AI product recommendations or review summaries while shopping online in the past year. ChatGPT (31%) and Google Gemini or Google AI Mode (31%) are tied at the top, followed by Meta AI (14%), AI Overviews that shoppers actually read or used (12%), Microsoft Copilot (10%), Claude (8%), a voice assistant such as Alexa or Siri (8%), and Perplexity (6%). Retailers' own AI assistants are also widely used: 44% of adults used an AI tool built into a retailer's or brand's website or app, led by Amazon's Alexa for Shopping, formerly Rufus (21%), Walmart's Sparky (17%), AI assistants on brands' own sites such as Nike or Lululemon (16%), assistants on other retailers' sites (15%), and Target's assistant (12%). (See Figure 39)

Figure 39

AI tools used the last few times respondents shopped for apparel, accessories or sporting goods (select all that apply)



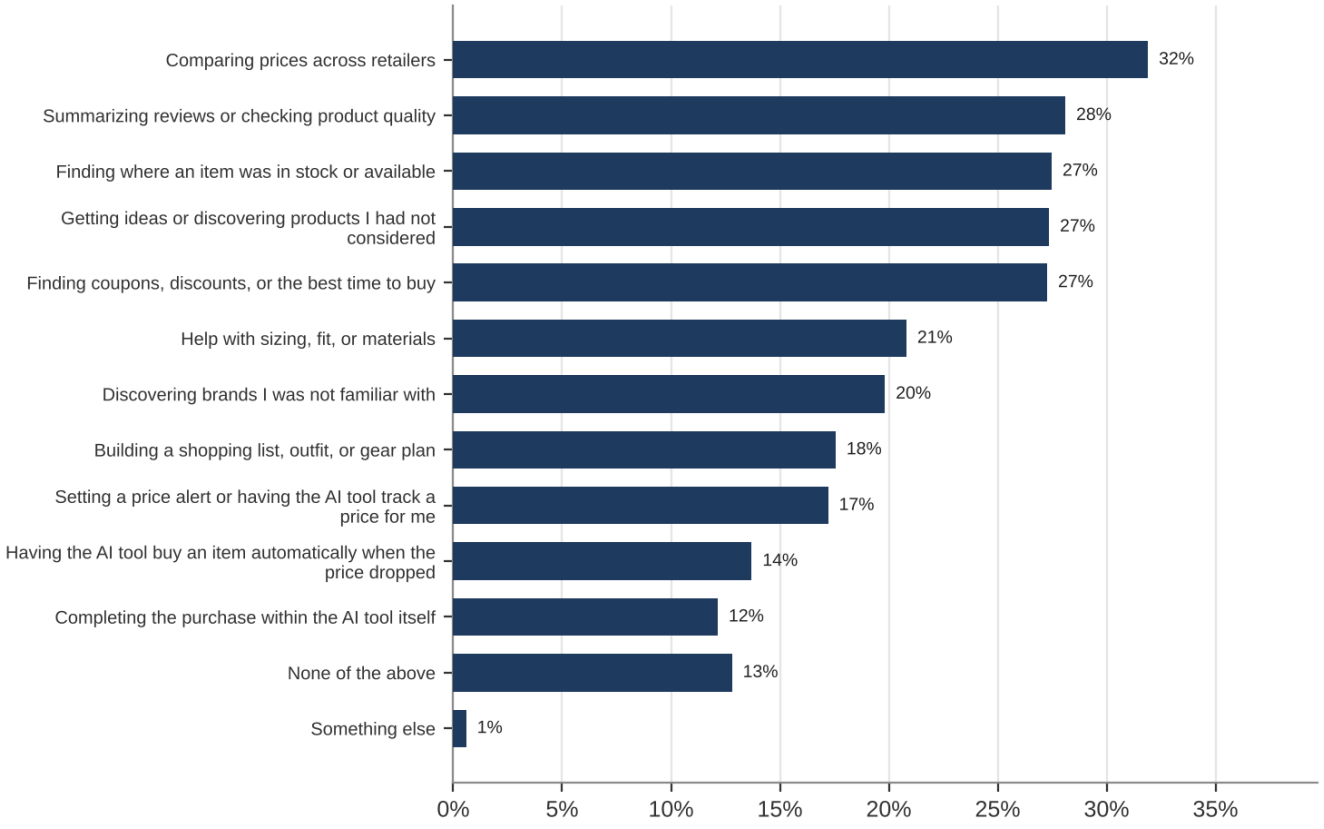
Base: All U.S. adults. Sep 2026: n=2,252. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

What shoppers use AI for: Among adults who used an AI tool while shopping (anyone who selected at least one general-purpose or retailer-embedded AI tool, 60% of adults, n=1,323), the most common uses are comparing prices across retailers (32%), summarizing reviews or checking product quality (28%), getting ideas or discovering products they had not considered (27%), finding where an item was in stock (27%), finding coupons, discounts, or the best time to buy (27%), help with sizing, fit, or materials (21%), discovering unfamiliar brands (20%),

and building a shopping list, outfit, or gear plan (18%). Agentic shopping features are already in use by a meaningful minority: 17% set a price alert or had the AI tool track a price, 14% had the AI tool buy an item automatically when the price dropped, and 12% completed the purchase within the AI tool itself. (See Figure 40)

Figure 40

What AI shoppers used AI tools for the last few times they shopped (select all that apply)

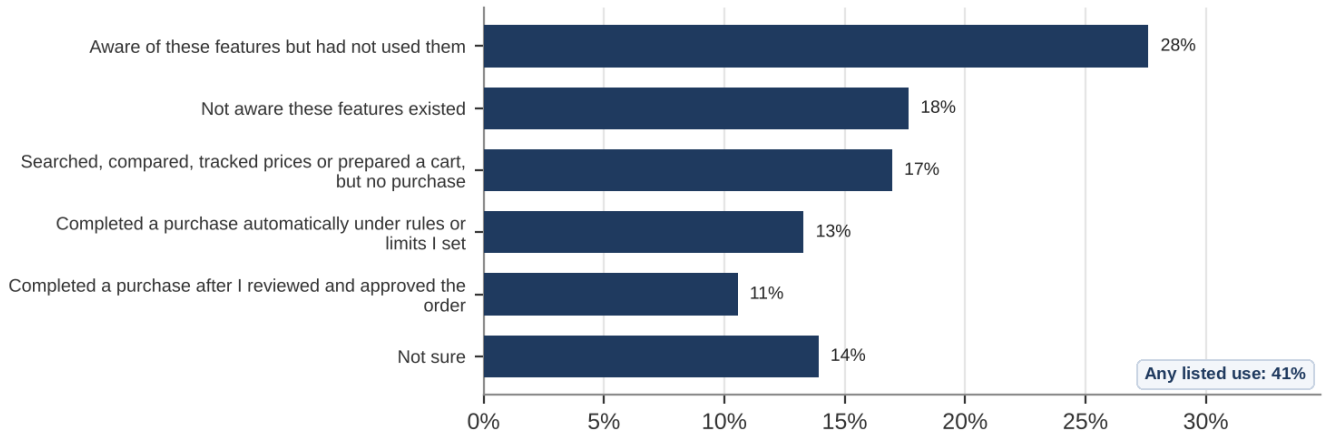


Base: Adults who used an AI tool while shopping. Sep 2026: n=1,323. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

Agentic commerce has a foothold: Asked to select the first statement that applied to their experience with AI features that act on a shopper's behalf, for any type of product, 13% of all adults said they had used an AI tool to complete a purchase automatically under rules or limits they set in advance, such as a maximum price, 11% had used an AI tool to complete a purchase after reviewing and approving that specific order, and 17% had used an AI tool to search, compare, track prices, or prepare a cart without completing a purchase. In total, 41% of adults report some use of these features. On completed purchases, the surveys in this report range from about 10% to 24% of adults depending on how the question is asked; the 14% in the adoption survey (Figure 10) is the most direct reading. A further 28% were aware of these features but had not used them, and 18% were not aware they existed. (See Figure 41)

Figure 41

Experience with AI features that act on a shopper's behalf (first statement that applies)

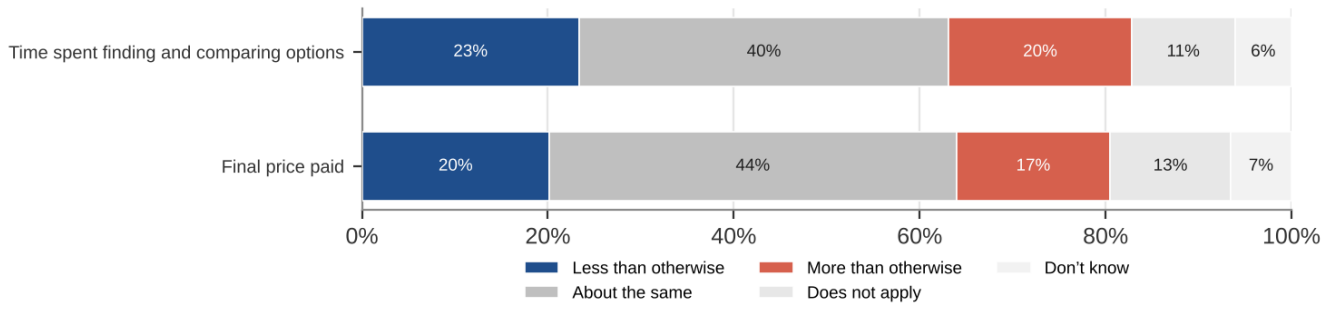


Base: All U.S. adults. Sep 2026: n=2,252. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

Slightly more shoppers report savings than added cost: Asked what effect their most recent AI-assisted shopping trip had, 23% of AI shoppers said they spent less time finding and comparing options than they otherwise would have, 40% about the same, and 20% more. For the final price paid, 20% paid less than they otherwise would have, 44% about the same, and 17% more. On both measures slightly more shoppers report a reduction than an increase, a modest balance that comports with the heavy use of AI tools for price comparison and deal-finding, though the survey did not ask how much time or money was involved. (See Figure 42)

Figure 42

Effect of the most recent AI-assisted shopping trip on time spent and the final price paid



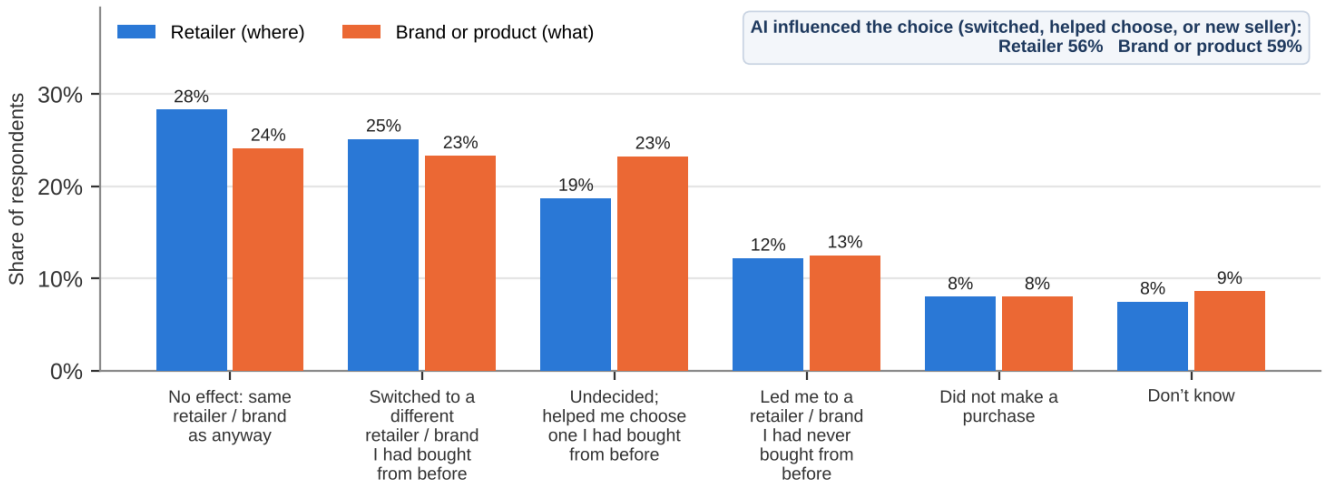
Base: Adults who used an AI tool while shopping. Sep 2026: n=1,323. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

AI tools influence which retailers and brands shoppers choose: The most recent time they used an AI tool while shopping, only 28% of AI shoppers bought from the retailer they would have used anyway. 25% were led to a different retailer than they originally planned, 19% had

not decided where to buy and were helped to choose, and 12% were led to a retailer they had never bought from before. The pattern for brands and products is nearly identical: 24% bought the brand or product they would have chosen anyway, 23% switched to a different brand or product, 23% had no specific brand in mind and were helped to choose, and 13% bought from a brand they had never bought from before. In other words, in more than half of AI-assisted shopping trips the AI tool influenced where or what the consumer bought, whether by prompting a switch, helping an undecided shopper choose, or introducing a seller the shopper had never bought from, and it led 12% of AI shoppers to a retailer, and 13% to a brand, that was new to them. AI shopping tools are functioning as a new channel for discovery and competition, including for sellers that consumers would not otherwise have found. (See Figure 43)

Figure 43

Effect of AI tools on where shoppers bought (retailer) and what they bought (brand or product)

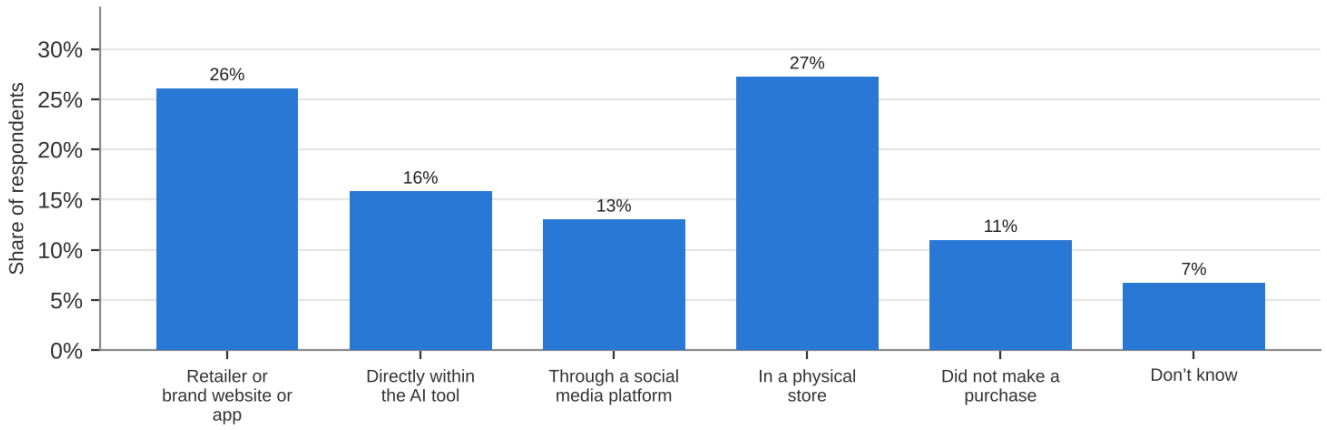


Base: Adults who used an AI tool while shopping. Retailer (where): n=1,323; Brand or product (what): n=1,323. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

Where the purchase happens: The most recent time they used an AI tool while shopping, 27% of AI shoppers completed the purchase in a physical store, 26% on the retailer's or brand's website or app, 16% directly within the AI tool without visiting the retailer's site, and 13% through a social media platform such as TikTok Shop or Instagram, while 11% did not make a purchase. The 16% completing purchases inside the AI tool itself is a notable early reading for "agentic checkout," which major AI assistants and payment networks only began rolling out in late 2025. (See Figure 44)

Figure 44

Where AI shoppers completed the purchase and payment the most recent time they used an AI tool while shopping

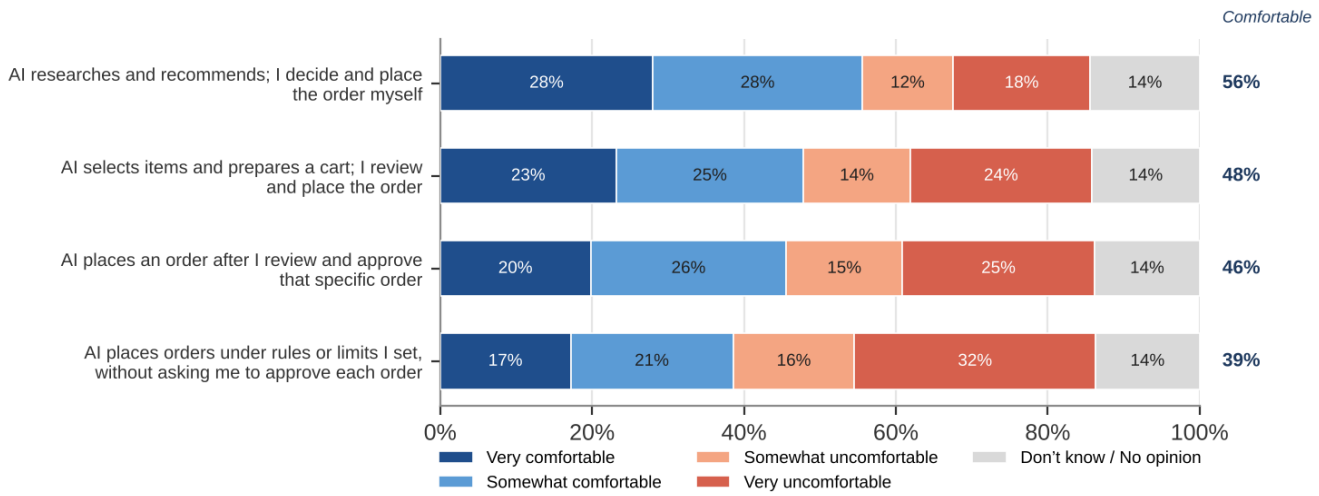


Base: Adults who used an AI tool while shopping. Sep 2026: n=1,323. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

Comfort declines as autonomy increases: Respondents were asked how comfortable they would be with four levels of AI shopping autonomy. 56% are comfortable with an AI tool that researches and recommends options while they decide and place the order themselves; 48% with an AI tool that selects items and prepares a cart that they review; 46% with an AI tool that places an order after they have approved that specific order; and 39% with an AI tool that places orders under rules or limits they set without asking them to approve each order, a level at which 48% are uncomfortable. As with AI agents generally, the public's preferred design keeps a human approval step for the consequential action of spending money, while a substantial minority is already comfortable delegating purchases within limits. (See Figure 45)

Figure 45

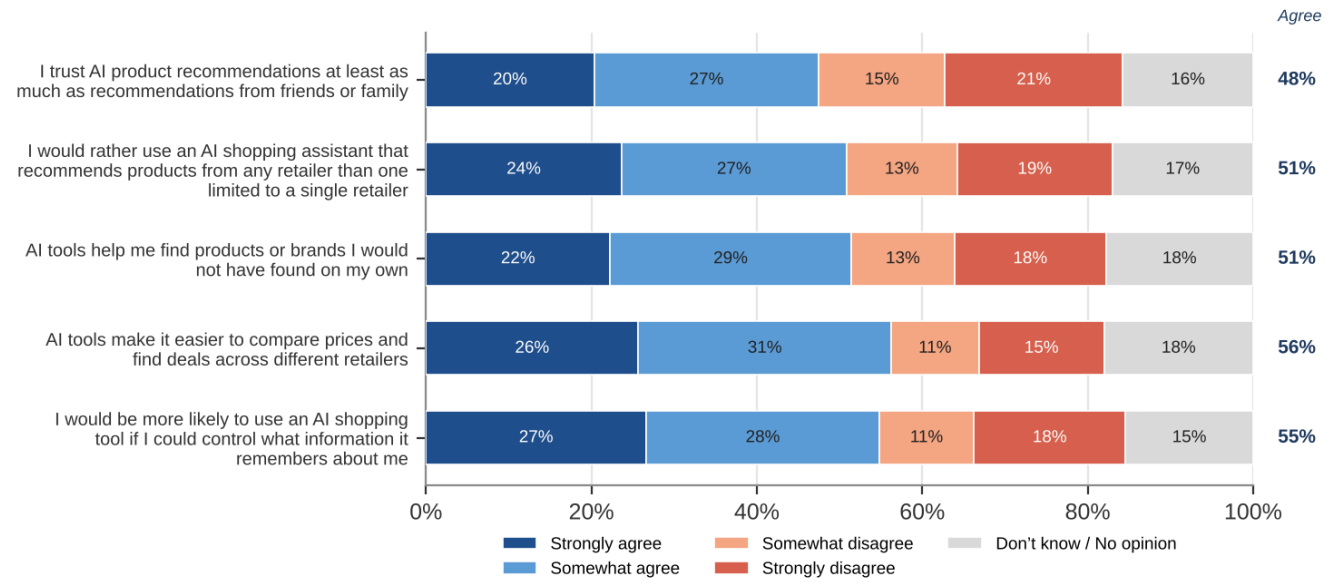
Comfort with four levels of AI shopping autonomy



Base: All U.S. adults. Sep 2026: n=2,252. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

Shoppers value open, multi-retailer AI and control over their data: 56% of adults agree that AI tools make it easier to compare prices and find deals across different retailers (versus 26% who disagree), 51% agree that AI tools help them find products or brands they would not have found on their own, and 51% would rather use an AI shopping assistant that recommends products from any retailer than one that recommends only products sold by a single retailer (versus 32% who disagree). 55% say they would be more likely to use an AI shopping tool if they could control what information it remembers about them, and 48% trust AI product recommendations at least as much as recommendations from friends or family. Asked separately how much personal information they are comfortable sharing in exchange for a more convenient and personalized experience, 66% are comfortable sharing at least basic information and 25% prefer not to share any. (See Figure 46)

Figure 46



Base: All U.S. adults. Sep 2026: n=2,252. Source: CCIA Research Center / Morning Consult, AI and Shopping Survey, Sept. 17-20, 2026 (n=2,252 adults).

Looking ahead, 48% of adults said they were very (25%) or somewhat (23%) likely to use an AI tool to help find, compare, or buy gifts or other items in the 2026 holiday shopping season, versus 38% not too likely or not likely at all. Among adults who have used AI while shopping, 38% rate their likelihood of recommending AI shopping tools to a friend at 9 or 10 on a ten-point scale and 36% at 6 or below, a net score of about +2 on a recommendation measure adapted from the net promoter score (the survey used a 1 to 10 scale), meaning promoters slightly outnumber detractors for features that became widely available only within the past year. The main reasons non-users (adults who selected none of the AI tools in either list, 31% of adults) give for not using AI while shopping are a preference for browsing and deciding on their own (51%), not having had a reason to try it (29%), distrust of the accuracy of AI recommendations (29%), and privacy concerns (28%); only 10% did not know AI tools could help with shopping.

AI has a seat at the holiday table: Nearly half of adults (47%) plan to use AI for at least one Thanksgiving task. Hunting for Black Friday deals leads the list (19%), followed by planning the menu or finding recipes (17%) and building a grocery list (16%). About one in eight plan to use it to settle a dinner-table debate or to write a toast (12% each). Holiday shopping looks the same: 48% say they are likely to use an AI tool to find, compare, or buy gifts this season, including 66% of adults under 35.

- **Generation gap on Thanksgiving:** 63% of adults under 35 plan at least one AI-assisted Thanksgiving task, against 22% of those 65 and older.

- **Generation gap on gifts:** 66% of adults under 35 are likely to use AI for holiday shopping, against 23% of those 65 and older.
- **Intensity:** 25% of all adults say they are "very likely" to use AI for holiday shopping.
- **Other Thanksgiving tasks:** adapting recipes for dietary needs or guest count (13%), coordinating who brings what (12%), and planning or booking travel (11%).
- **The holdouts:** 47% do not plan to use AI for anything Thanksgiving-related, and 6% do not celebrate it.

Economic Implications of the Shopping Findings

AI's clearest retail effect in these data is on discovery and choice: more than half of AI shoppers say the tool influenced the retailer (56%) or the brand or product (59%) they selected on their most recent AI-assisted shopping occasion, and it led 12% of AI shoppers to a retailer, and 13% to a brand, they had never bought from before, a channel for discovery and competition that did not exist at this scale two years ago. AI already matches conventional search as a starting point for shopping in apparel, accessories, and sporting goods, at about 13% each. Second, AI is widely used for product search and comparison: a majority of adults say they used a general-purpose AI tool the last few times they shopped, price comparison and review summarization are the dominant uses, and slightly more shoppers report saving time and money than report spending more. Third, agentic commerce is real but consumers want to keep their hands on the wheel: between one in ten and one in four adults report that an AI tool has completed a purchase for them, one in six AI shoppers completed their most recent AI-assisted purchase inside the AI tool itself, and the public prefers, by 51% to 32%, assistants that recommend from any retailer, along with designs that let the user approve consequential steps. Looking to the 2026 holiday season, 48% of adults expect to use AI to find, compare, or buy gifts. The retailers, brands, and AI developers that design for these preferences are likely to capture the next wave of AI-driven shopping.

The Broader Evidence: What Independent Research Says About GenAI Adoption, Productivity, and Products Since the 2025 Report

The 2025 edition of this report relied on CCIA's own surveys to document the pace of GenAI diffusion. The independent evidence accumulated since then, from statistical agencies, Federal Reserve researchers, academics, and the AI developers themselves, corroborates the three central findings of CCIA's surveys: adoption is rapid and broad, independent experiments document substantial task-level productivity gains and aggregate productivity has strengthened, and the measurable labor-market effects to date are concentrated in entry-level hiring and not in aggregate employment.

Independent Surveys Corroborate Rapid and Broad Adoption

Federal Reserve tracking of individuals: The closest independent series, the Real-Time Population Survey run by Bick, Blandin, and Deming, shows the share of adults aged 18 to 64 using GenAI rising from 44.6% in August 2024 to 54.5% in August 2025 and 60.8% in August 2026, and the share of employed adults using GenAI for work rising from 33.3% to 40.5% over the same dates after peaking at 45.2% in May 2026.[9] Three years after launch, GenAI had reached 54.6% adoption, versus 19.7% for the personal computer and 30.1% for the internet at the same point.[10] CCIA's surveys place adoption higher (75% of all adults in September 2026). CCIA's broader question wording, which asks about any AI service, including features embedded in search, phones, and apps, may contribute to its higher estimate, whereas the RPS asks about generative AI tools specifically; differences in populations, fielding, and timing may also play a part. The two series agree on direction, with the RPS rising 16 points between mid-2024 and mid-2026 and CCIA's broader measure rising 30 points between October 2024 and September 2026, and both find use outside work growing faster than use at work.

Pew and Gallup: Pew's February 2026 survey found 49% of U.S. adults using AI chatbots, up from 33% in 2024, 24% using one daily, and 38% of employed adults using chatbots for work.[11] Gallup's employee panel found 52% of U.S. employees using AI at work at least a few times a year in May 2026, 30% a few times a week or more, and 15% daily, up from 21%, 11%, and 4% in May 2023.[12] CCIA's 47% of workers using GenAI for their job sits between the RPS and Gallup readings.

[9] Bick, Alexander, Adam Blandin, and David J. Deming. "The Rapid Adoption of Generative AI." NBER Working Paper No. 32966 (2024), published in Management Science (2026), available at https://www.nber.org/papers/w32966; Real-Time Population Survey Generative AI Adoption Tracker, FRED series RPSGENAIUSAGESHAREALL and RPSGENAIUSAGESHAREWORK (updated October 20, 2026), available at https://fred.stlouisfed.org/data/RPSGENAIUSAGESHAREALL and https://genaiadoptiontracker.com

[10] Bick, Blandin, and Deming. "The State of Generative AI Adoption in 2025." Federal Reserve Bank of St. Louis, On the Economy, November 13, 2025, available at https://www.stlouisfed.org/on-the-economy/2025/nov/state-generative-ai-adoption-2025

[11] Pew Research Center. "Americans and AI 2026: Chatbots, Smart Devices and Views on Impact." June 17, 2026, available at https://www.pewresearch.org/internet/2026/06/17/americans-and-ai-2026-chatbots-smart-devices-and-views-on-impact/

[12] Gallup. "AI Use at Work Has Nearly Doubled in Two Years," December 14, 2025, and "Organizational AI Adoption Jumps Six Points," July 20, 2026, available at https://www.gallup.com/699797/indicator-artificial-intelligence.aspx and https://www.gallup.com/workplace/712736/organizational-adoption-jumps-six-points.aspx

Firms: Firm-level measures run lower than worker-level measures: the Census Bureau's Business Trends and Outlook Survey found 19.8% of U.S. businesses using AI in May 2026, including 37% of firms with 250 or more employees, and a Census research paper found 18% of firms, representing 32% of employment, using AI in at least one business function, with two-thirds of users relying on AI only to augment tasks and AI-related employment reductions reported by 2% of firms.[13] A Federal Reserve Board note attributes the gaps among firm-level, employment-weighted (78% of the labor force at AI-adopting firms), and worker-level (41%) measures to the unit of analysis and question wording.[14] Regional surveys point the same way: the New York Fed found service firms in its district using AI rising from 25% in 2024 to 61% in 2026, with 4% reporting AI-related layoffs, and the Dallas Fed found two-thirds of Texas firms using AI, 76% of them reporting no effect on their need for workers.[15]

Platform scale: ChatGPT reached 800 million weekly users in October 2025 and more than one billion by August 2026; Google reported 2.5 billion monthly users of AI Overviews and more than one billion of AI Mode in May 2026, and the Gemini app passed one billion monthly users in August 2026; and Microsoft reported more than 30 million paid Microsoft 365 Copilot seats by July 2026.[16] A Brookings paper found 43% of U.S. workers using GenAI for their jobs in early 2026 versus 26% to 36% in six European countries, a gap it attributes mostly to employer encouragement.[17]

Productivity: Task-Level Gains Are Large and Aggregate Statistics Have Begun to Move

Field experiments: The best-known experiments have passed peer review. Brynjolfsson, Li, and Raymond's study of 5,172 customer-support agents, published in the Quarterly Journal of Economics, found that a GenAI assistant raised issues resolved per hour by about 15%, with the largest gains for less experienced agents; Cui and coauthors' three experiments with 4,867 software developers, published in Management Science, found that GitHub Copilot raised completed tasks by about 26%; and a Procter & Gamble experiment with 776 professionals found that an individual working with GPT-4 matched the output quality of a two-person team

[13] Grundy, Breaux, and Khatiwoda. "AI Use by Businesses." U.S. Census Bureau, America Counts, May 22, 2026, available at https://census.gov/library/stories/2026/05/ai-use-businesses.html; Bonney, Breaux, Dinlersoz, Foster, Haltiwanger, and Pande. "The Microstructure of AI Diffusion." NBER Working Paper No. 35141, April 2026, available at https://www.nber.org/papers/w35141

[14] Allen, Jeffrey S. "Monitoring AI Adoption in the U.S. Economy." FEDS Notes, April 3, 2026, available at https://www.federalreserve.gov/econres/notes/feds-notes/monitoring-ai-adoption-in-the-u-s-economy-20260403.html

[15] Abel, Deitz, Emanuel, and Montalbano. "Businesses Are Using AI to Transform Work, Not Cut Jobs." Federal Reserve Bank of New York, Liberty Street Economics, September 1, 2026, available at https://libertystreeteconomics.newyorkfed.org/2026/09/businesses-are-using-ai-to-transform-work-not-cut-jobs/; Federal Reserve Bank of Dallas, Texas Business Outlook Surveys special questions, May 2026, available at https://www.dallasfed.org/research/surveys/tbos/2026/2605q

[16] OpenAI DevDay keynote, October 6, 2025, via TechCrunch, https://techcrunch.com/?p=3054579; The Next Web on ChatGPT passing one billion weekly users, https://thenextweb.com/news/chatgpt-1-billion-weekly-active-users-openai-target; Google I/O 2026 figures via TechCabal, https://techcabal.com/2026/05/19/everything-announced-at-the-google-i-o-2026/; TechCrunch, "Google's Gemini app surges to one billion users," August 11, 2026, https://techcrunch.com/2026/08/11/googles-gemini-app-surges-to-one-billion-users/; Meta Q2 2026 prepared remarks, https://s21.q4cdn.com/399680738/files/doc_financials/2026/q2/META-Q2-2026-Prepared-Remarks.pdf; UC Today on Microsoft 365 Copilot seats, https://www.uctoday.com/unified-communications/microsoft-365-copilot-passes-30-million-paid-seats-as-cloud-and-ai-growth-power-record-quarter

[17] Bick, Blandin, Deming, Fuchs-Schündeln, and Jessen. "Mind the Gap: AI Adoption in Europe and the US." Brookings Papers on Economic Activity, Spring 2026, available at https://www.brookings.edu/wp-content/uploads/2026/03/6_Bick-et-al_unembargoed.pdf

working without AI, while spending about 16% less time than individuals working without AI.[18] Goldman Sachs economists report median task-level gains of about 30% in customer support and software development and a 23% average across the academic literature.[19] These estimates are of the same order as the roughly 16% self-reported productivity gain that CCIA's surveys find among workers using GenAI.

Bottom-up aggregate estimates: Bick, Blandin, and Deming estimate that GenAI time savings amounted to 1.6% of all work hours by August 2025, implying a labor productivity gain of up to 1.3% since ChatGPT's release, and time saved reached 2.2% of all work hours by May 2026.[20] Anthropic's Economic Index estimates that universal adoption of current-generation AI could raise U.S. labor productivity growth by about 1.8 percentage points a year over a decade, or roughly 1.0 to 1.2 points after adjusting for how reliably current models complete tasks.[21] The Fed survey asks the same counterfactual question as CCIA's (additional hours needed to get the same work done without GenAI) and also scales per-user savings by the share of workers using the tools, yet finds smaller savings; differences in populations, response categories, midpoint assumptions, weighting, and aggregation are all candidates, and the published figures do not allow the gap to be apportioned among them.

Forecasters and official statistics: The Congressional Budget Office's February 2026 outlook was the first to add generative AI to its projections, raising total factor productivity growth by 0.1 percentage point a year and output by about 1% by 2036, and the U.K. Office for Budget Responsibility's October 2026 forecast assumes AI adds 0.2 point a year to productivity growth by the medium term.[22] U.S. nonfarm business labor productivity rose 2.3% in 2025 and grew at a 3.6% annual rate in the third quarter of 2026, leaving it 2.1% above a year earlier with hours worked up only 0.2%, and Fed Vice Chair Jefferson noted that business-sector productivity has averaged 2.2% a year since 2020 versus 1.5% in the prior cycle, though Fed officials have been cautious about attributing the gain to AI and expect larger effects over the

[18] Brynjolfsson, Li, and Raymond. "Generative AI at Work." Quarterly Journal of Economics 140, no. 2 (2025): 889-942, available at https://econpapers.repec.org/RePEc:oup:qjecon:v:140:y:2025:i:2:p:889-942; Cui, Demirer, Jaffe, Musolff, Peng, and Salz. "The Effects of Generative AI on High-Skilled Work: Evidence from Three Field Experiments with Software Developers." Management Science (2026), available at https://pubsonline.informs.org/doi/fpi/10.1287/mnsc.2025.00535; Dell'Acqua et al. "The Cybernetic Teammate." NBER Working Paper No. 33641, April 2025, available at https://www.nber.org/system/files/working_papers/w33641/w33641.pdf; Harvard Business School Digital Data Design Institute summary, available at https://aiinstitute.hbs.edu/the-cybernetic-teammate-how-ai-is-reshaping-collaboration-and-expertise-in-the-workplace/

[19] Fortune, "Goldman Sachs: AI has had no meaningful impact on productivity yet, except in two areas," March 3, 2026, available at https://fortune.com/2026/03/03/goldman-earnings-ai-anxiety-no-meaningful-impact-productivity-economy-30-percent-in-2-areas/

[20] Bick, Blandin, and Deming. "The State of Generative AI Adoption in 2025," November 13, 2025, available at https://www.stlouisfed.org/on-the-economy/2025/nov/state-generative-ai-adoption-2025; FRED Blog, "Does generative AI save time at work?" August 27, 2026, available at https://fredblog.stlouisfed.org/2026/08/does-generative-ai-save-time-at-work/

[21] Anthropic. "Estimating AI productivity gains from Claude conversations," November 2025, available at https://www.anthropic.com/research/estimating-productivity-gains; Anthropic. "Anthropic Economic Index: January 2026 Report," January 15, 2026 (reliability-adjusted estimates of 1.2 and 1.0 points), available at https://www.anthropic.com/research/anthropic-economic-index-january-2026-report

[22] Congressional Budget Office. "The Budget and Economic Outlook: 2026 to 2036," February 11, 2026, and Betz, "Productivity Growth," July 28, 2026, available at https://www.cbo.gov/system/files/2026-07/62564-NABE-Productivity-Growth.pdf; Office for Budget Responsibility, Economic and Fiscal Outlook, October 2026, available at https://www.gov.uk/government/publications/october-2026-economic-and-fiscal-outlook/economic-and-fiscal-outlook-october-2026

long run.[23] Large task-level gains alongside modest aggregate movement is what the 2025 edition of this report anticipated; one explanation is that gains are realized only after workflows are reorganized around the tool, so official statistics would lag the survey evidence.

Employment and Wages: No Aggregate Displacement, with Adjustment Concentrated in Entry-Level Hiring

Aggregate labor market: The unemployment rate was 4.1% in October 2026 and has stayed between 4.1% and 4.4% throughout 2026; the October 2026 Beige Book reported little net change in employment even as some firms used AI to raise productivity and trim staffing through attrition.[24] Studies looking for economy-wide displacement have not found it: the Yale Budget Lab finds the occupational mix shifting no faster since ChatGPT than during the internet era and employment and wage effects in exposed occupations indistinguishable from zero through early 2026; a Chicago Fed paper finds occupations with high AI applicability added 335,800 jobs between 2019 and 2024; a Danish study finds earnings and hours effects within 2% of zero two years after ChatGPT; and the OECD's 2026 Employment Outlook finds no widespread employment decline from AI.[25]

Entry-level hiring: The clearest measurable effect is on hiring of young workers into exposed occupations. Brynjolfsson, Chandar, and Chen's analysis of ADP payroll records through June 2026 finds overall employment up 6% since ChatGPT but employment of 22- to 25-year-olds in the most exposed occupations about 19% below trend, driven by reduced hiring and concentrated where AI automates rather than augments tasks; complementary studies find junior headcount about 9% lower at GenAI-adopting firms and job postings in exposed occupations about 8% lower.[26] Other work cautions against attributing all of the weakness in young-graduate hiring to AI: the New York Fed traces most of it to remote work, and it predates

[23] Bureau of Labor Statistics. "Productivity and Costs, Third Quarter 2026, Preliminary," November 5, 2026, available at https://www.bls.gov/news.release/archives/prod2_11052026.htm; Jefferson, remarks at the Brookings Institution, February 6, 2026, available at https://www.federalreserve.gov/newsevents/speech/jefferson20260206a.htm; Barr, "Artificial Intelligence and the Economy," February 17, 2026, available at https://www.federalreserve.gov/newsevents/speech/barr20260217a.htm

[24] Bureau of Labor Statistics. "The Employment Situation, October 2026," November 6, 2026, available at https://www.bls.gov/news.release/archives/empsit_11062026.htm; Federal Reserve Board, Beige Book, October 14, 2026, available at https://www.federalreserve.gov/monetarypolicy/beigebook202610-summary.htm

[25] Gimbel, Kinder, Kendall, and Lee. "Evaluating the Impact of AI on the Labor Market." Yale Budget Lab, October 1, 2025, and Nunn, "AI Is Probably Not (Yet) the Reason for Labor Market Weakening," May 7, 2026, available at https://budgetlab.yale.edu/research/evaluating-impact-ai-labor-market-current-state-affairs and https://budgetlab.yale.edu/research/what-we-do-and-dont-know-about-how-ai-affecting-labor-market; Broady, Dunson, and Barr. "Rethinking Automation Risk." Federal Reserve Bank of Chicago Working Paper 2026-12, available at https://www.chicagofed.org/publications/working-papers/2026/2026-12; Humlum and Vestergaard. "Still Waters, Rapid Currents." NBER Working Paper No. 33777, revised March 2026, available at https://www.nber.org/papers/w33777; OECD Employment Outlook 2026, July 7, 2026

[26] Brynjolfsson, Chandar, and Chen. "Canaries in the Coal Mine? Six Facts about the Recent Employment Effects of Artificial Intelligence." Stanford Digital Economy Lab, revised August 2026, available at https://digitaleconomy.stanford.edu/app/uploads/2026/08/Canaries_August2026.pdf; Hosseini and Lichtinger. "Generative AI as Seniority-Biased Technological Change." May 2026, available at https://raw.githack.com/s-mahdihosseini/Website/b99fa2962dcc4c165bbc3c41dd283afa99c5ccfb/GenAI_SenBTC_May_2026.pdf; Dodini and Smith. "Job postings show early signs of AI automation impact." Federal Reserve Bank of Dallas, September 1, 2026, available at https://dallasfed.org/research/economics/2026/0901

GenAI diffusion.[27] AI was cited in 121,401 announced U.S. job cuts through October 2026, about 20% of the total, although market and economic conditions overtook it as the leading reason this fall; total announced cuts fell 44% from a year earlier, and the AI-attributed total is roughly 0.08% of payroll employment.[28]

Wages and firm expectations: Where AI is affecting pay, it rewards AI skills. PwC's 2026 AI Jobs Barometer finds a 62% wage premium for AI skills, productivity growth about 40% higher and faster headcount growth at the most AI-exposed firms, and a Federal Reserve Board note finds manufacturing postings requiring AI skills advertise wages about 70% above the manufacturing average.[29] CCIA's own evidence, reported earlier in this report, is consistent with augmentation: roughly seven in ten GenAI-using workers say its biggest effect has been to make the same work faster, better, or broader, and employers are far more likely to support GenAI use than to prohibit it.

Investment: AI Capital Spending Is Now a Major Contributor to U.S. Growth

Real business investment in information processing equipment and software grew about 21% year over year to the third quarter of 2026 and contributed about 1.1 points of that quarter's 3.4% annualized GDP growth, and a St. Louis Fed analysis adding research and development and data-center construction estimated that AI-related categories accounted for about 39% of real GDP growth over the first nine months of 2025; because about 90% of high-tech equipment is imported, the contribution net of imports is materially lower.[30] Companywide capital expenditures by Amazon, Alphabet, Microsoft, and Meta, four major AI infrastructure investors, are on track for roughly $700 billion to $750 billion worldwide in 2026 using each company's reported capital-expenditure definition, up from about $410 billion in 2025.[31]

[27] Emanuel, Harrington, and Pallais. "Remote Work Leaves Younger Workers Sidelined." Federal Reserve Bank of New York, Liberty Street Economics, June 1, 2026, available at https://libertystreeteconomics.newyorkfed.org/2026/06/remote-work-leaves-younger-workers-sidelined/

[28] Challenger, Gray & Christmas. "October Layoffs at Three-Year Low; Seasonal Hiring Plans Up 26%," November 5, 2026, available at https://www.challengergray.com/blog/october-layoffs-at-three-year-low-seasonal-hiring-plans-up-26/; payroll employment of 159.3 million from Bureau of Labor Statistics, "The Employment Situation, October 2026," Table B-1

[29] PwC. "2026 Global AI Jobs Barometer," June 2026, available at https://www.pwc.com/gx/en/issues/artificial-intelligence/job-barometer/2026/2026-global-ai-jobs-barometer-global-findings.pdf; Tito. "AI on the Factory Floor: Evidence from Manufacturing Job Postings." FEDS Notes, September 30, 2026, available at https://www.federalreserve.gov/econres/notes/feds-notes/ai-on-the-factory-floor-evidence-from-manufacturing-job-postings-20260930.html

[30] Bureau of Economic Analysis, Gross Domestic Product, Third Quarter 2026 (Advance Estimate), October 29, 2026, available at https://bea.gov/news/2026/gdp-advance-estimate-3rd-quarter-2026; Rubinton and Patro. "Tracking AI's Contribution to GDP Growth." Federal Reserve Bank of St. Louis, January 12, 2026, available at https://www.stlouisfed.org/on-the-economy/2026/jan/tracking-ai-contribution-gdp-growth; Fiori, Lipa, and Nuenninghoff. "Technology Shocks, the AI Boom, and the U.S. Current Account." FEDS Notes, July 14, 2026, available at https://www.federalreserve.gov/econres/notes/feds-notes/technology-shocks-the-ai-boomandthe-u-s-current-account-20260714.html

[31] Amazon.com, Third Quarter 2026 Results, October 29, 2026, available at https://ir.aboutamazon.com/news-release/news-release-details/2026/Amazon-com-Announces-Third-Quarter-Results/default.aspx; Alphabet, 2026 Q3 Earnings Call, October 28, 2026 (2026 capital expenditure guidance of $195 billion to $205 billion), available at https://abc.xyz/investor/events/event-details/2026/2026-Q3-Earnings-Call-2026-Ujou16CTw9/default.aspx; Meta Platforms, Third Quarter 2026 Results, October 21, 2026, available at https://investor.atmeta.com/investor-news/press-release-details/2026/Meta-Reports-Third-Quarter-2026-Results/default.aspx; Microsoft FY27 Q1 earnings call and transcript, October 28, 2026 (calendar 2026 capital expenditures of about $170 billion, including finance leases), available at https://www.microsoft.com/en-us/investor/events/fy-2027/earnings-fy-2027-q1. The total combines company-reported measures that differ in their treatment of finance leases (Amazon guides to cash capital expenditures of about $220 billion; Meta guides to $135 billion to $145 billion including principal payments on finance leases).

The Product Landscape: Frontier Models, Agents, Agentic Commerce, and Wearables

Frontier models and agents: Between July 2025 and September 2026, OpenAI, Google, Anthropic, xAI, Meta, and DeepSeek each released at least one new generation of frontier or open-weight models, as prices for frontier capability fell sharply.[32] Every major developer also shipped agentic products, which is why CCIA's 2026 surveys ask about agents: OpenAI's ChatGPT agent (July 2025), ChatGPT Work (July 2026), and always-on "dots" agents (September 2026); Anthropic's Claude for Chrome (August 2025) and Claude Code; Google's Gemini Agent and Gemini Spark; Microsoft's Copilot agents; Amazon's Alexa+; and Perplexity's Comet browser and Perplexity Computer.[33]

Agentic commerce: OpenAI and Stripe introduced Instant Checkout inside ChatGPT in September 2025, Walmart announced a ChatGPT shopping partnership in October and Target introduced a shopping app in ChatGPT in November, and by March 2026 OpenAI had shifted its emphasis toward product discovery and merchant-owned checkout; Google announced Universal Cart at its I/O conference in May 2026, with YouTube and Gmail to follow, and launched it in U.S. Search and the Gemini app on October 15, 2026, after CCIA's shopping survey was fielded; Mastercard, Visa, and PayPal launched agent-payment frameworks in 2025; Amazon folded its Rufus shopping assistant into Alexa+ as Alexa for Shopping in May 2026 and said in October 2026 that more than 400 million customers had used it in the prior twelve months; and Walmart reported weekly users of its Sparky assistant doubling in a quarter.[34]

[32] Fortune, "OpenAI releases GPT-5.5," April 23, 2026, https://fortune.com/2026/04/23/openai-releases-gpt-5-5/; Constellation Research, "OpenAI launches GPT-6 Astra," https://www.constellationr.com/insights/news/openai-launches-gpt-6-astra; TechCabal, Google I/O 2026 roundup, https://techcabal.com/2026/05/19/everything-announced-at-the-google-i-o-2026/; Anthropic, "Claude Opus 5.5," September 22, 2026, https://www.anthropic.com/news/claude-opus-5-5; VentureBeat on Grok 4, https://venturebeat.com/ai/elon-musk-introduced-grok-4-last-night-calling-it-the-smartest-ai-in-the-world-what-businesses-need-to-know; Built In on Meta Muse Spark, https://builtin.com/articles/meta-muse-spark-ai-model; DeepSeek V4 release coverage, https://framia.converge.ai/page/en-US/news/deepseek-v4-release-date

[33] OpenAI, "Introducing ChatGPT agent," July 17, 2025, https://openai.com/index/introducing-chatgpt-agent/; Android Authority on ChatGPT Work, https://www.androidauthority.com/chatgpt-work-launch-3685935/; TechCrunch on OpenAI dots, September 29, 2026, https://techcrunch.com/2026/09/29/openai-launches-dots-its-bubbly-agentic-avatar/; TechCrunch on Claude for Chrome, August 26, 2025, https://techcrunch.com/2025/08/26/anthropic-launches-a-claude-ai-agent-that-lives-in-chrome/; SiliconANGLE on Gemini in Chrome, https://siliconangle.com/?p=711956; VentureBeat on Copilot Cowork, https://venturebeat.com/orchestration/microsoft-announces-copilot-cowork-with-help-from-anthropic-a-cloud-powered; Thurrott on Alexa+ general availability, https://www.thurrott.com/?p=322573; Business Today on Perplexity Computer, https://www.businesstoday.in/technology/story/aravind-srinivas-unveils-perplexity-computer-an-ai-system-that-runs-projects-end-to-end-518013-2026-02-26

[34] TechCrunch on OpenAI Instant Checkout, September 29, 2025, https://techcrunch.com/2025/09/29/openai-takes-on-google-amazon-with-new-agentic-shopping-system/; Walmart, October 14, 2025, https://corporate.walmart.com/news/2025/10/14/walmart-partners-with-openai-to-create-ai-first-shopping-experiences; Target, November 25, 2025, https://corporate.target.com/news-features/article/2025/11/target-chatgpt; OpenAI, "Powering product discovery in ChatGPT," March 24, 2026, https://openai.com/index/powering-product-discovery-in-chatgpt/; The Next Web on Google Universal Cart and AP2, https://thenextweb.com/news/google-universal-cart-agent-payments-shopping-io-2026; 9to5Google on the U.S. launch, October 15, 2026, https://9to5google.com/2026/10/15/google-rolling-out-universal-cart-that-lets-you-shop-the-web-and-find-deals-with-gemini-search/; The Paypers, "The road to agentic commerce," https://thepaypers.com/payments/expert-views/the-road-to-agentic-commerce-the-journey-so-far; GeekWire on Alexa for Shopping, https://www.geekwire.com/2026/amazon-unifies-alexa-and-rufus-as-ai-rivals-move-into-online-shopping/; Modern Retail on Alexa for Shopping usage, https://www.modernretail.co/technology/amazon-says-more-than-400m-customers-have-used-alexa-for-shopping-in-the-last-12-months/; Walmart Q1 FY27 earnings call summary, https://elevarus.com/walmart-sparky-agentic-commerce-q1-fy27-2026/

AI wearables: AI glasses, on sale since the first Ray-Ban Meta glasses in 2023, grew into a mass-market category in 2025 and 2026 as the product range expanded. Meta and EssilorLuxottica introduced display glasses, second-generation Ray-Ban Meta glasses, and Oakley Meta Vanguard sports glasses in September 2025 and third-generation and camera-free audio models in September 2026; EssilorLuxottica sold more than seven million Meta glasses in 2025, more than triple the 2024 total; and Counterpoint Research estimated that global AI glasses shipments rose 263% year over year in the first half of 2026.[35]

[35] UploadVR, Meta Connect 2025 roundup, https://uploadvr.com/meta-connect-2025-roundup; TechCrunch, "Meta introduces camera-free AI glasses," September 23, 2026, https://techcrunch.com/2026/09/23/meta-introduces-camera-free-ai-glasses/; UploadVR on EssilorLuxottica 2025 sales, https://uploadvr.com/meta-essilorluxottica-sold-7-million-smart-glasses-in-2025/; Counterpoint Research via Mixed News, September 21, 2026, https://mixed-news.com/en/?p=31827

Conclusion

Two years of survey data now document generative AI's diffusion through the American public and workforce with a consistency that no single survey could provide. Adoption has climbed from 45% in October 2024 to 75% of adults in September 2026, daily use has more than doubled to 30%, use for the job has grown from 31% to 47% of workers, and self-reported productivity gains of roughly six hours a week have held steady even as the user base has broadened well beyond early adopters. Favorability has remained about five-to-one positive throughout, employers have remained far more likely to support than to restrict GenAI use, and workers now value access to GenAI at several times its market price. In 2026, the technology also crossed two new thresholds: AI agents that act on users' behalf reached roughly half of adults, AI shopping tools opened a new front of adoption, and AI wearables began drawing early interest, with the same pattern of strong free-tier competition and a public that wants to stay in control of consequential decisions. GenAI has diffused faster than the earlier technologies compared in this report, and the evidence here suggests its economic effects are still in their early innings.

Methodology note

All surveys in this report were designed by the CCIA Research Center and fielded online by Morning Consult to national samples of U.S. adults, weighted with demographic post-stratification weights. Field dates and sample sizes: October 3-7, 2024 (n=4,024, ages 13 to 70); March 14-16, 2025 (n=1,017 employed adults); June 24-26, 2025 (n=2,202); July 7-9, 2025 (n=2,202); May 1-4, 2026 (n=2,218); September 17-20, 2026 (n=2,252); September 29-October 1, 2026 (n=2,264); and October 29-November 1, 2026 (n=2,201). The October 2024 wave sampled respondents aged 13 to 70 (198 were under 18), while later waves sampled adults 18 and older. Comparisons with October 2024 are therefore not strictly like for like; on a common base of adults 18 to 64, any use rose from 46% to 79% and daily use from 12% to 34%. In 2024 the question was one item in a list of twelve digital services. Morning Consult reports a margin of error of plus or minus 2 percentage points for each full adult sample and plus or minus 3 points for the employed-adult samples of the GenAI Work and Productivity Survey (n of 1,017 to 1,250); margins are larger for subgroups such as workers who use GenAI at work (n between roughly 280 and 590 depending on the wave), and differences of a few points between waves or between similar response options should not be over-interpreted. Percentages are computed from the weighted banner tables and rounded to whole numbers. Combined categories (for example, "favorable" as the sum of very and somewhat favorable) are calculated from the unrounded components and then rounded once, so a combined figure can differ by one point from the sum of the rounded components displayed in the charts. Applying this convention to the 2025 waves moves a few figures by one point from the 2025 edition (for example, daily use in June 2025 is 16% here and 17% there). The adoption and frequency questions ask about "artificial intelligence services," with generative AI chatbots and image generators given as the examples (ChatGPT, DALL-E, and Meta AI in 2024; ChatGPT, Claude, Google Gemini, and Meta AI in 2026), and this report refers to those results as GenAI use.