

AI Usage in America



Findings from the
Edison Research at SSRS
May 2026 AI User Metrics Report

AI User Metrics

May 2026

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Findings from the AI User Metrics Poll: May 2026

Executive Summary

New research from Edison Research at SSRS finds that more than six in ten U.S. adults (65%) have used an AI platform in the past week, a significant increase in just three months, from 52% in February 2026.

The new poll also finds that:

- ChatGPT is the AI platform used by the most U.S. adults in the past week (43%), followed closely by Gemini (used by 38%).
- Google Gemini has seen the fastest user growth (from 25% to 38%) over the past three months. ChatGPT (from 36% in February to 43% in April) has also seen an increase in the number of users.
- Overall, about twice as many adults report having used AI platforms in the past week for personal purposes (63%) as for business purposes (33%). The number of Americans reporting AI platform use for personal purposes has increased from 47% to 63% in the past three months.
- Adults aged 18-34 are significantly more likely than those aged 55 and over (78% vs 51%) to report they have used an AI platform in the past week.
- Nearly all U.S. adults (97%) have heard of at least one AI platform. ChatGPT from Open AI (90%) and Gemini from Google (85%) are the best-known AI platforms.

These findings are part of an ongoing AI User Metrics series by Edison Research at SSRS and were conducted on the SSRS Opinion Panel Omnibus, May 14 – 18, 2026, among a nationally representative sample of 1,030 adults aged 18 and older.

Awareness and Usage Trends for AI Platforms

Public Awareness of AI Platforms

Nearly all U.S. adults (97%) have heard of at least one AI platform. ChatGPT from Open AI (90%) and Gemini from Google (85%) are the best-known AI platforms.

Table 01: Public Awareness of AI Platforms (in percent)

% HEARD OF BASE: TOTAL SAMPLE	MAY 14-18, 2026	FEBRUARY 5-9, 2026
Any AI platform	97	95
ChatGPT from OpenAI	90	88
Gemini from Google	85	80
Copilot from Microsoft	69	64
Meta AI, also known as Llama	77	N/A
Grok from Xai	50	42
Claude AI from Anthropic	42	21
DeepSeek	34	25
Any other AI chatbot service	26	26
None of them	3	5

Awareness of Claude AI from Anthropic has seen the strongest increase in this time period, from 21% in February to 42% in May. (Meta AI / Llama was added in March 10, at 69% aware).

U.S. Adults’ Reported Use of AI Platforms in the Past Week

More than six in ten U.S. adults (65%) report having used an AI platform in the past week, a significant increase in just three months, from 52% in February 2026.

ChatGPT is the AI platform used by the most U.S. adults in the past week (43%), followed by Gemini (used by 38%).

Reported use in the past week has increased for both ChatGPT (from 36% in February to 43% in May) and Gemini (from 25% to 38%) over the past three months. (On March 10, 2026, Meta AI / Llama was at 9% use).

Table 02: U.S. Adults’ Reported Use of AI Platforms in the Past Week (in percent)

% USED IN THE PAST WEEK BASE: TOTAL SAMPLE	MAY 14-18, 2026	FEBRUARY 5-9, 2026
Any AI platform	65	52
ChatGPT from OpenAI	43	36
Gemini from Google	38	25
Copilot from Microsoft	17	14
Meta AI, also known as Llama	14	NA
Grok from Xai	6	7
Claude AI from Anthropic	9	4
DeepSeek	4	1
Any other AI chatbot service	8	5
None of them	35	48

U.S. Adults Reported Use of AI Platforms for Personal and Business Purposes in the Past Week

Overall, about twice Americans report having used AI platforms in the past week for personal purposes (63%) as for business purposes (33%). AI platform use for personal purposes has increased from 47% to 63% in the past three months.

Table 03: U.S. Adults' Reported Use of AI Platforms for Personal and Business Purposes in the Past Week

% USED FOR EACH PURPOSE IN PAST WEEK BASE: TOTAL SAMPLE	MAY 14-18, 2026		FEBRUARY 5-9, 2026	
	Used for personal purposes*	Used for business purposes*	Used for personal purposes*	Used for business purposes*
Any AI platform	63	33	47	26
ChatGPT from OpenAI	40	19	31	17
Gemini from Google	35	13	23	9
Copilot from Microsoft	11	11	9	8
Meta AI (Llama)	13	4	NA	NA
Grok from Xai	6	2	7	2
Claude AI from Anthropic	7	5	3	2
DeepSeek	3	1	1	*
Any other AI chatbot service	7	3	4	3
None of them	37	67	53	74

* Includes those who reported they had used the service for both purposes.

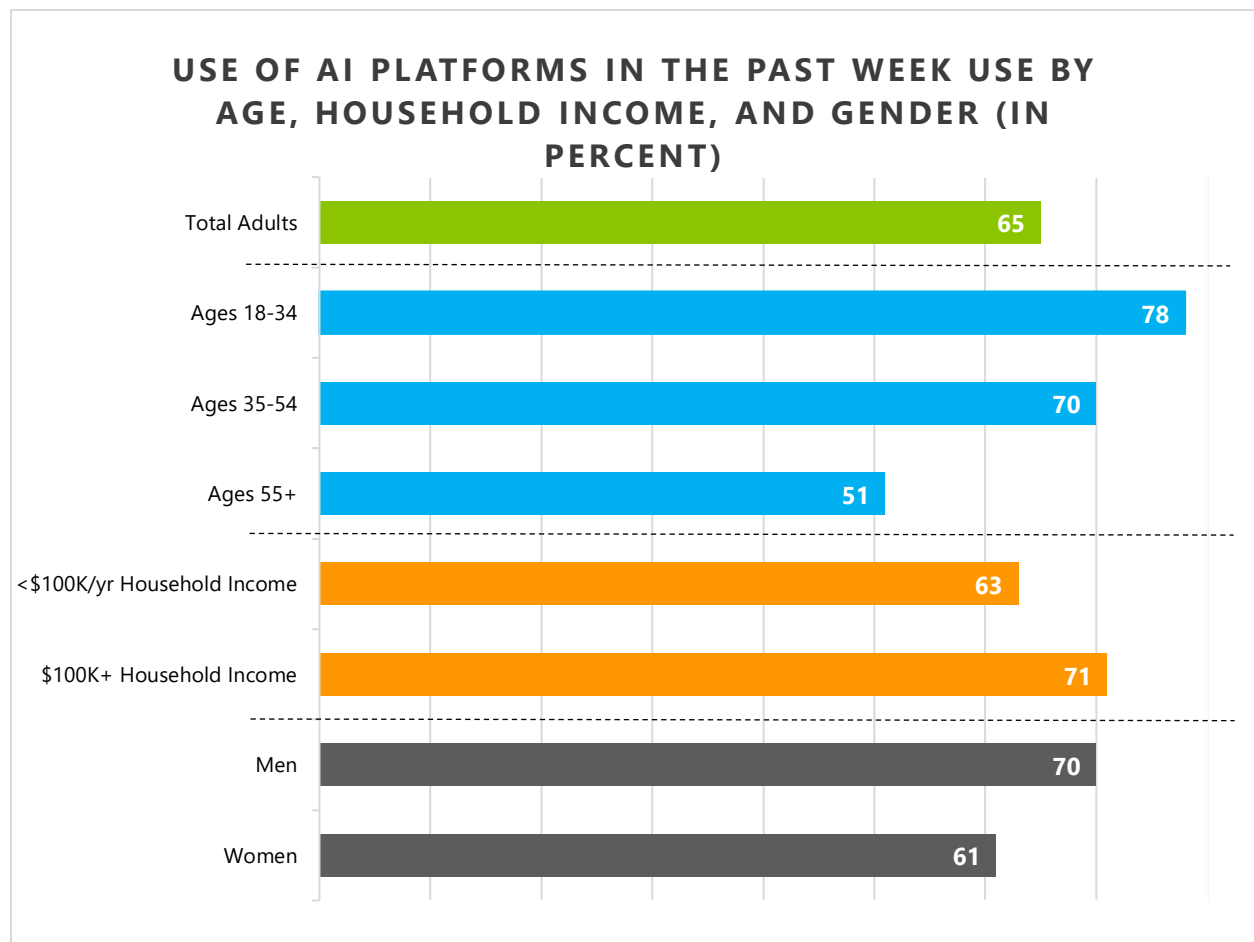
The two most-used AI platforms are mainly personal/consumer-focused. Both ChatGPT (40% vs 19%) and Gemini (35% vs 13%) are used by twice or more for personal as opposed to business purposes. Use of Copilot from Microsoft is evenly distributed between personal (11%) and business use (11%).

How Usage Differs Across User Segments

Adults aged 18-34 are significantly more likely than those aged 55 and over (78% to 51%) to report they have used an AI platform in the past week. In addition, adults with annual household incomes of \$100,000 or more are more likely than those with household incomes less than \$100,000 (71% to 63%) to report AI use.

A majority of both men (70%) and women (61%) report having used AI platforms in the past week.

Table 04: Reported Use of AI Platforms in the Past Week, by age, household income, and gender (in percent)



METHODOLOGY

Interviews for this study, the latest in the ongoing AI User Metrics series by Edison Research at SSRS, were conducted on the SSRS Opinion Panel Omnibus, **May 14 – 18, 2026**, among a nationally representative sample of **1,030 adults**. The margin of error for total respondents is +/- 3.6 percentage points at the 95% confidence level. The design effect is 1.4.

Trend data are from the Edison Research at SSRS AI User Metric Poll, February 5 – 9, 2026 (n=991).

The [SSRS Opinion Panel Omnibus](#) is a multi-client, probability-based survey that fields twice a month. It delivers a nationally representative sample of 1,000 adults aged 18 or older. Data collection is conducted online and via phone (for non-internet and web-reluctant respondents) using the probability-based [SSRS Opinion Panel](#).

ABOUT AI USER METRICS

[AI User Metrics](#) is a subscription research service that monitors awareness and usage of AI platforms across the entire U.S. adult population, updated twice a month. It tracks all major AI chatbot platforms including ChatGPT, Claude, Gemini, Copilot, Grok, DeepSeek, and Meta AI, measuring awareness rates, weekly usage, and purpose of use across personal and professional contexts.

The service uses the SSRS Opinion Panel Omnibus and integrates with the SSRS Opinion Panel's extensive profile data, enabling subscribers to analyze AI adoption across more than 100 demographic and psychographic variables. This cross-tabulation capability allows subscribers to answer strategic questions such as which populations are adopting AI fastest, how usage differs across income levels, and which platforms are gaining ground among specific demographic segments.

Subscribers gain access to an interactive dashboard with full cross-tabulation capability, customizable data views and exports, and trend analysis across waves, updated every two weeks. Custom cuts and strategic consultation are available for teams with deeper needs.

"AI User Metrics shows that Americans are increasingly incorporating AI into their personal lives," said Megan Lazovick, Vice President, Edison Research at SSRS. "But as the commercial focus shifts to enterprise use, the question of how consumer preferences factor into workplace use remains open."



ABOUT SSRS

SSRS is breaking the mold on what research companies can do. A full-service market and survey research firm, we use the latest data collection best practices and apply cutting-edge survey methodologies backed by insight from our industry-leading team. We have genuine enthusiasm for our work and a shared goal to connect people through research. Our solutions include groundbreaking approaches fit for purpose: the [SSRS Opinion Panel](#), [Encipher®](#), [SSRS Virtual Insights](#), the [SSRS Text Message panel](#), and more. Our research areas focus on Health Care and Health Policy, Public Opinion and Policy, Political and Election Polling, Consumer and Lifestyle, and Sports and Entertainment. Visit www.ssrs.com for more information.

In 2025, SSRS acquired Edison Research, a world-renowned leader in audio, media, consumer behavior, and election research. Today, the 30-year legacy continues as [Edison Research at SSRS](#) — SSRS’s audio, media, and emerging trends practice.

In addition to AI User Metrics, Edison Research at SSRS studies include The Infinite Dial®, Share of Ear®, and Edison Podcast Metrics™ — landmark surveys of digital audio and podcast consumption worldwide.