

edison
research at ssrs



AI User Metrics

The most current, reliable view of
AI adoption in America

Why AI User Metrics Exists

The AI landscape is moving faster than most research can track. New platforms launch, usage surges, and the demographics of who's adopting AI — and for what — shift from month to month. Annual reports are outdated before they're published. One-time surveys capture a moment, not a trend.

AI User Metrics from Edison Research at SSRS is built for exactly this environment. It's a subscription tracking service that publishes nationally representative data on AI platform awareness and usage twice every month — so subscribers always have a current, reliable read on where the market stands and where it's heading.

The Data Speaks for Itself

52% ▶ 60%

of Americans used AI chat in the past week

February 2026 → April 2026 • 8 percentage points in just two months

This is not a slow-moving trend. AI adoption among American adults is accelerating rapidly — and the organizations best positioned to respond are those with access to data that keeps pace. AI User Metrics gives you exactly that.



What You Get

Always Current

Regularly updated, AI User Metrics ensures you're always working with fresh data — not last quarter's numbers. Track momentum as it builds, not after the fact.

Deep Demographic Cuts

Cross-tabulate against 100+ demographic and behavioral variables — age, income, industry, employment, political affiliation, technology behavior, and more. Find the signal that matters to your question.

Platform-Level Detail

Go beyond “AI usage.” Track awareness and weekly usage across ChatGPT, Claude, Gemini, Copilot, Grok, DeepSeek, and more — with trend lines showing what's growing, plateauing, or losing ground.

Interactive Dashboard

Subscribers access a full cross-tabulation dashboard — build custom views, filter by any variable combination, and export results. Custom cuts and strategic consultation available for deeper needs.

What We Track

AI User Metrics monitors awareness and weekly usage across the major AI chat platforms shaping the American market today, including:

Platforms

- ChatGPT (OpenAI)
- Gemini (Google)
- Copilot (Microsoft)
- Claude (Anthropic)
- Grok (xAI)
- DeepSeek

Variables

- Platform awareness
- Weekly usage rates
- Purpose of use (personal, professional, or both)
- Demographic and behavioral profiles of users
- Trend lines across all waves





Built on Proven Methodology

AI User Metrics is fielded on the SSRS Opinion Panel — a nationally representative, probability-based panel recruited through Address-Based Sampling (ABS) from the USPS Delivery Sequence File. This matters.



True Representation

Covers 98–99% of the U.S. population. Unlike opt-in panels that skew toward tech-forward, highly engaged respondents, the SSRS Opinion Panel reaches a genuinely representative cross-section of American adults.



Multi-Mode Fielding

Online and phone collection ensures participation across all population segments — including those less likely to self-select into digital-only research. The result is data you can trust to reflect the full picture.



Consistent Tracking

A nationally representative sample of 1,000 U.S. adults, collected twice monthly with a consistent methodology across every wave — so trend lines are apples-to-apples comparisons, not artifacts of changing methodology.



Who Should Subscribe?

AI User Metrics is designed for any organization that needs to understand the AI landscape as it actually is — not as it was six months ago. It's especially well-suited for:

Technology & Media Companies

Track competitive platform dynamics, understand user profiles, and monitor adoption trends to inform product, marketing, and investment strategy.

Policy & Advocacy Organizations

Ground legislative and regulatory discussions in current, representative data on how Americans are actually experiencing AI in their daily and professional lives.

Researchers & Academics

Access rigorously collected, nationally representative trend data on AI adoption for publications, grant applications, and policy analysis.

Consultants & Agencies

Bring authoritative, current market intelligence to client engagements without the cost and time of fielding bespoke research on every project.



Need something more tailored?

Custom cuts and strategic consultation are available for subscribers with deeper analytical needs. We're also happy to discuss how AI User Metrics data can complement a broader research program. Reach out to us at info@ssrs.com — we'd love to talk.

**Don't wait for the
market to move past you.**

Subscribe to AI User Metrics and stay ahead of the fastest-moving story in American technology.

Contact your SSRS account manager | info@ssrs.com | 484-840-4300





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 insights from our industry-leading team. We have genuine enthusiasm for our work and a shared goal to connect people through research. 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.

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.

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