The AI Divide

salesforce

71%

The latest study in Salesforce's Generative AI Snapshot Research among over 4,000 general population adults in the US, UK Australia and India takes a step back to reveal how the average person is using generative AI. The study uncovers a divided population of super-users and stragglers, how these people are tapping into - or shying away from - the technology and what this means for businesses.

Despite major advancements in the generative AI field, half of the general population claims they still have never used the technology.
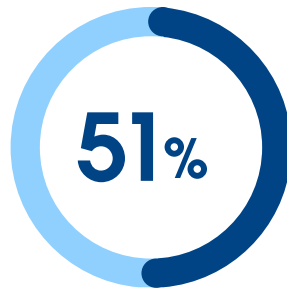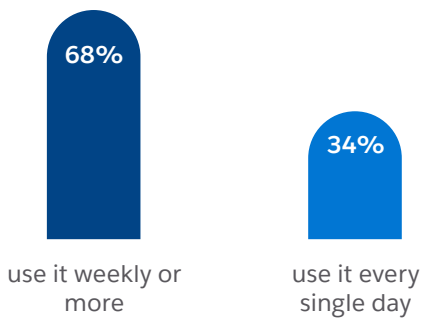
51%
have never used generative AI
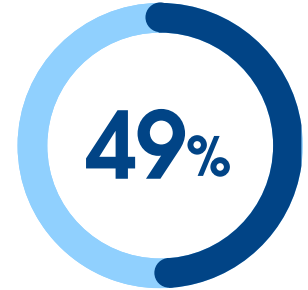
49%
have used generative AI

Generative AI users are young, engaged, and confident

68%
use it weekly or more

34%
use it every single day

Users leverage generative AI for messing around, learning about topics that interest them, and writing notes or emails. But they are eager to step up their game - both as customers and employees.
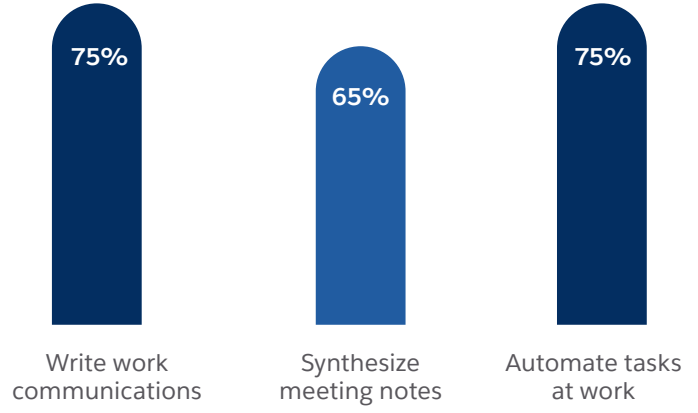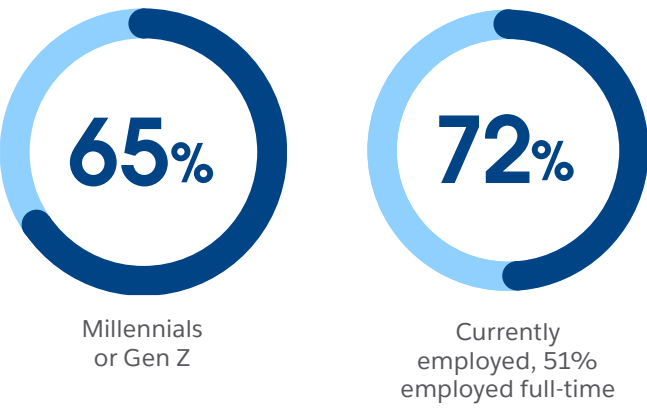
How People Use Generative AI

Not only are users tapped into the technology, they play an active role in their understanding of it

60% of users believe they are on their way to mastering generative AI technology

63% of users believe they know more about generative AI than their peers

55% of users say generative AI is transforming their life

66% of users seek out information about generative AI

38%
For fun/messing around

34%
Learning about topics that interest me

28%
Write personal notes or emails

Ways People Would Be Interested in Using Generative AI

75%
Write work communications

65%
Synthesize meeting notes

75%
Automate tasks at work

Generative AI User Profile

65%
Millennials or Gen Z

72%
Currently employed, 51% employed full-time

The motivation for users to be super users stems from generative AI's unique ability to provide inspiration, take tasks off their plate and keep them organized

62% of users say generative AI provides inspiration

62% of users say generative AI takes simple tasks off their plate

55% of users say generative AI keeps them organized

Generative AI non-users lack familiarity and hold doubt

Half of survey respondents have never touched generative AI before. This audience tends to skew older and is more split on employment

60%
Gen X or Boomers

63%
Employed

55%
Unemployed
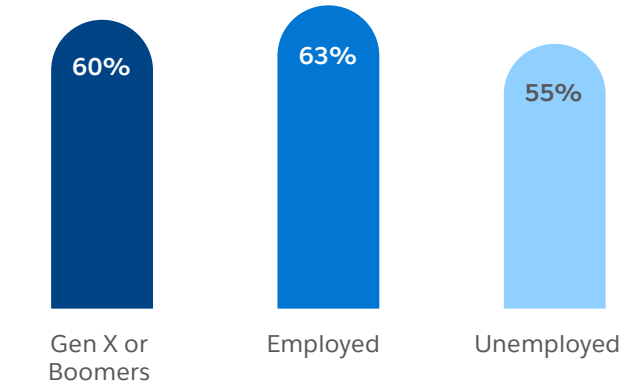
Non-users are skeptical and shadowed by doubt

88% of non-users are unclear how generative AI will impact their life

66% of non-users expect companies to use generative AI to improve their customer experience, 81% doubt companies will achieve that

The main reason non-users are shying away from using generative AI is simply a lack of familiarity

40% of non-users say they aren't familiar enough with the technology

32% of non-users say generative AI is not useful to them

Bridging the AI divide: education and access

As generative AI technology becomes increasingly more pervasive across the world, the divide in the global population's ability and willingness to adopt the technology has also grown.

50% of the population surveyed claim their knowledge of generative AI is limited or non-existent.

86% of non-users do not currently seek out news about generative AI.

When it comes to what would motivate the population to use generative AI more - the top reason was better security followed by closing a learning gap and integrating it into existing technology. This sentiment is echoed across both the user and non-user community.

The top five reasons that would help people use generative AI more include security, more familiarity and integration into existing technology

63% of people would use generative AI more if it was more secure or safe (i.e, the information I put in wouldn't be used elsewhere without my knowledge or consent)

61% of people would use generative AI more if they knew more about the technology overall

58% of people would use generative AI more if they knew how to use it better

50% of people would use generative AI more if companies were more transparent about how they were using it

49% of people would use generative AI more if it was integrated into technology they already use

49% of people would use generative AI more if it was easier to use