

# How are consumers using GenAI?

Exploring usage, awareness gaps, ethical issues and more

Generative AI (GenAI) is increasingly integrated into everyday life, sometimes without consumers' even knowing it.

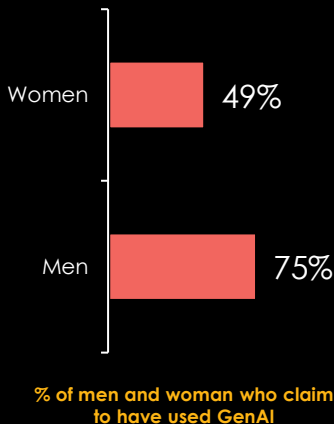
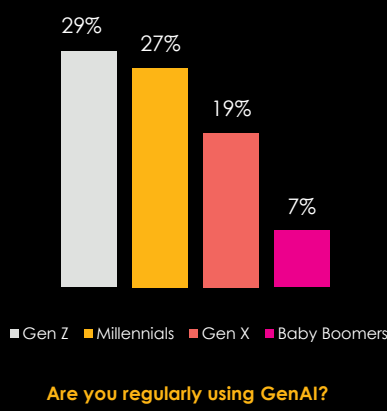
**A survey conducted by Amdocs in collaboration with Dynata explored trends in GenAI adoption among US consumers, providing insights into usage patterns, interest levels, concerns and more.**

**Sample Size:**  
1,000 general consumers in the United States between the ages of 18 – 77. Survey conducted in May 2024.

## What generations are using GenAI?

The survey revealed that GenAI is widely used in some instances, but not others. **Just 20% of consumers say they regularly (daily or every other day) use GenAI tools.** 17% claim to use it frequently (once a week, to once every two weeks).

When looking at specific generations using GenAI regularly, **Gen Z leads the way (29%) followed closely by Millennials (27%).** Just 15% of Gen Z claim to have never used GenAI tools.



## Gender disparity in GenAI adoption

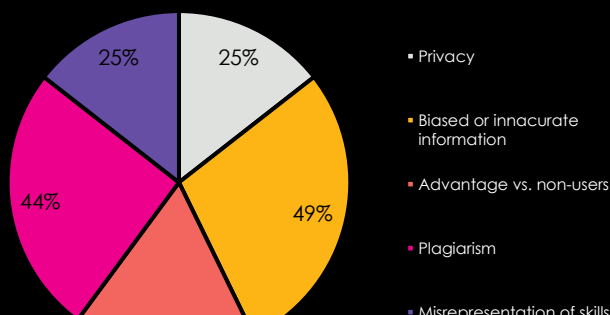
The survey identified a significant gender gap in GenAI usage.

**Nearly half of the women (general consumer) reported not using GenAI at all, compared to 25% of men.** Men were more likely to use GenAI for various purposes, including personal applications like negotiating and product research and professional tasks such as developing work materials and applying for jobs.

## Consumer proficiency and ethical concerns

Proficiency with GenAI among consumers is relatively low, with only 25% reporting high proficiency. However, **60% of consumers expressed the importance of improving their GenAI skills.** This interest is particularly strong among Gen Z (66%) and Millennials (71%).

The survey also highlighted several **ethical concerns** when using GenAI in a work setting, including biased and inaccurate information, concerns about job losses, and plagiarism ranking highest.

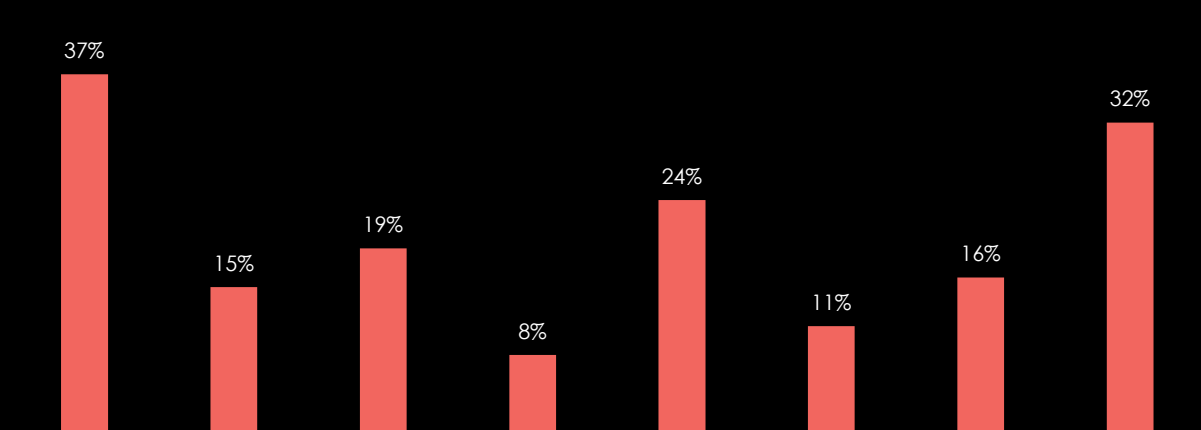


Which of the following ethical issues do you think you're likely to run into when using AI tools within a work setting?

## How GenAI is used and understood outside of work

For GenAI usage in personal instances, **nearly half (49%) of general consumers reported never using GenAI tools.** Among those who do use GenAI, common asks include searching for product information, negotiations, navigating tense conversations and more. Gen Z in particular leverages it more than older generations.

Additionally, **only one-third (32%) of consumers know the difference between GenAI and general AI.** This understanding varies significantly by generation, with Gen Z (44%) and Millennials (45%) showing greater awareness compared to Gen X (29%) and Boomers (15%).



Gen Z: Have you ever used a GenAI tool like ChatGPT in any of the following situations in your personal life?

## GenAI and the digital divide

The survey found that, in addition to gender, household incomes represent a disparity in GenAI use. The higher the household income, the more frequent the use of GenAI tools. As tools like GenAI become more important in our daily lives, the technology threatens to further exacerbate the digital divide.

**42%**  
of lower-income households use GenAI rarely or never

**31%**  
of high-income households use GenAI regularly

**26%**  
of middle-income households use GenAI occasionally