

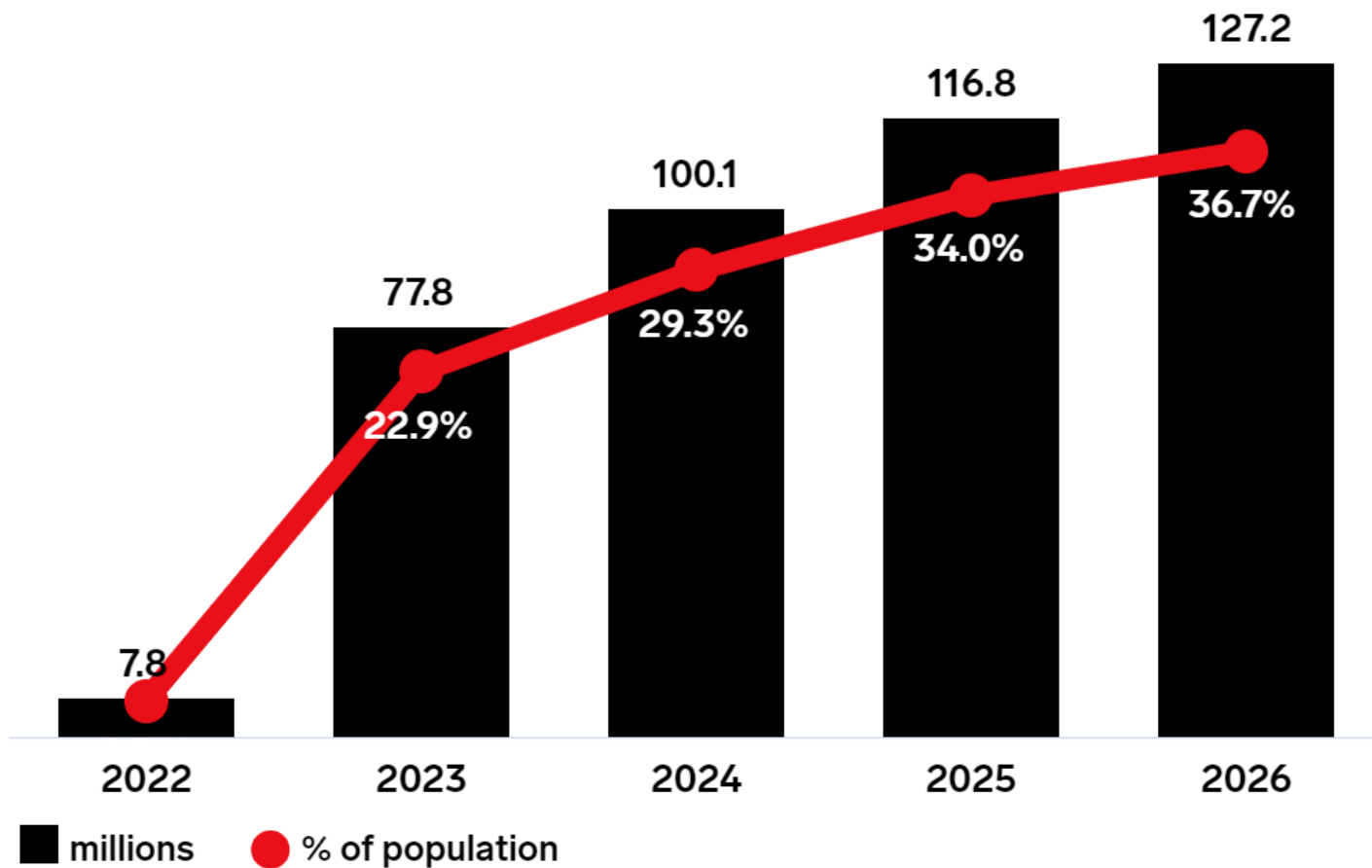
Generative AI hits 100 million user milestone in US

Article



Generative AI Users

US, 2022-2026



Note: internet users of any age who enter a prompt into a generative AI system via any device at least once per month

Source: EMARKETER Forecast, June 2024

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Key stat: This year 100.1 million people in the US will use generative AI at least once per month, up nearly 900% from 7.8 million in 2022, per our June 2024 forecast.

Beyond the chart:

- 32.6% of US internet users will be generative AI users this year, per our forecast.

- With [Google](#) integrating generative AI into search, many internet users are using the tech without even realizing it. As it becomes more common in existing applications, this trend will continue.
- Workplace adoption will drive nearly half of generative AI use by 2026, according to our [GenAI User Forecast 2024](#) report.

Use this chart:

- Make the case for generative AI implementations.
- Demonstrate the potential for personalized marketing campaigns via generative AI.
- Emphasize the importance of training staff to use generative AI.

More like this:

- [Retailers lean on data, AI for content personalization](#)
- [More than a third of CMOs lean on genAI for productivity, personalization, and more](#)
- [AI is reshaping the role of CMOs, their teams, and their companies](#)
- [GenAI's use by social media marketers is already widespread, especially for content creation](#)