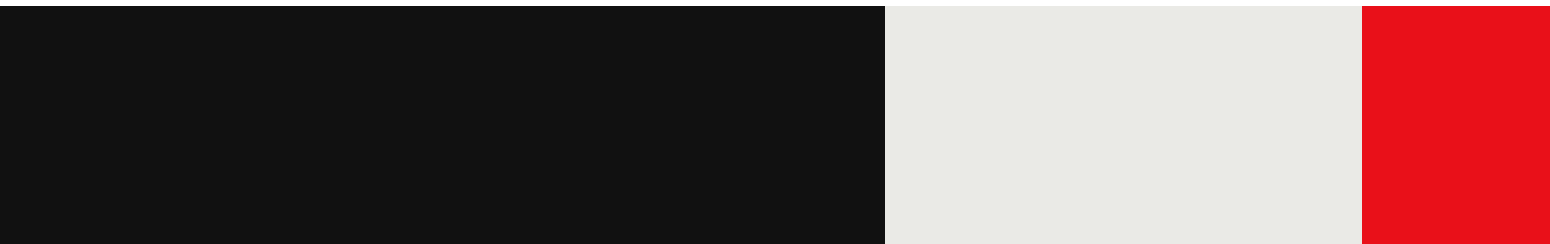# Most adults aren't using ChatGPT regularly

Article

Frequency With Which Adults Worldwide Use ChatGPT, by Age, April 2024

% of respondents in each group

	18-24	25-34	35-44	45-54	55+
Daily	9%	6%	4%	3%	1%
Weekly	18%	13%	8%	6%	3%
Monthly	12%	8%	7%	5%	2%
Once or twice	17%	15%	14%	13%	9%
Ever used	**56%**	**43%**	**33%**	**28%**	**16%**

Note: n=12,217 in Argentina, Denmark, France, Japan, the UK, and the US; numbers may not add up to total due to rounding
Source: Reuters Institute for the Study of Journalism at the University of Oxford, "AI and the Future of News: What Does the Public in Six Countries Think of Generative AI in News?" conducted by YouGov, May 28, 2024

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Key stat: 56% of adults 1b8 to 24 in select countries have used ChatGPT, but that number decreases as people get older, according to April 2024 data from YouGov and Reuters Institute for the Study of Journalism at the University of Oxford.

Beyond the chart:

- 67.7 million people in the US (19.8% of the population) will use ChatGPT at least once per month this year, per our June 2024 forecast.

- 67.6% of US generative AI users will use ChatGPT this year, per the same forecast. The remaining generative AI users may be using alternatives like Claude or Perplexity.

- Business leaders should recognize that their employees may not be regular generative AI users yet and find ways to encourage experimentation with the tech.

Use this chart:

- Differentiate AI marketing plans across age groups.

- Assess willingness to adopt chatbots.

- Encourage AI experimentation across the workforce.

More like this:

- Exclusive: Two-thirds of retailers expect to implement genAI in 2024

- AI is reshaping the role of CMOs, their teams, and their companies

- GenAI is making an impressive impact on the customer life cycle

- Generative AI Chatbots in Retail *(EMARKETER subscription required)*

Methodology: Data is from the May 2024 Reuters Institute for the Study of Journalism at the University of Oxford report titled "AI and the Future of News: What Does the Public in Six Countries Think of Generative AI in News?" conducted by YouGov. 12,217 adults ages 18+ were surveyed in Argentina, Denmark, France, Japan, the UK, and the US. The online surveys were conducted during March 28-April 30, 2024, with approximately 2,000 respondents per country. Samples were nationally representative for age, gender, region, and political leaning.