



AI IN THE WORKPLACE

CURRENT USAGE AND FUTURE EXPECTATIONS

METHODOLOGY

- ROS Research conducted an exploratory survey among American professionals to assess their usage patterns, outlook on Artificial Intelligence (AI), and its potential applications.
- Participants were members of ROS Research's proprietary panel who were invited via email to participate in the survey.
 - A total of 486 employed professionals across ten key industries completed the survey between March 31 and April 6, 2026.
- Data were analyzed as a total and by industry.
- The focus of this report will be on total data. Industry crosstabulations are presented in the appendix section.

TOPLINE FINDINGS

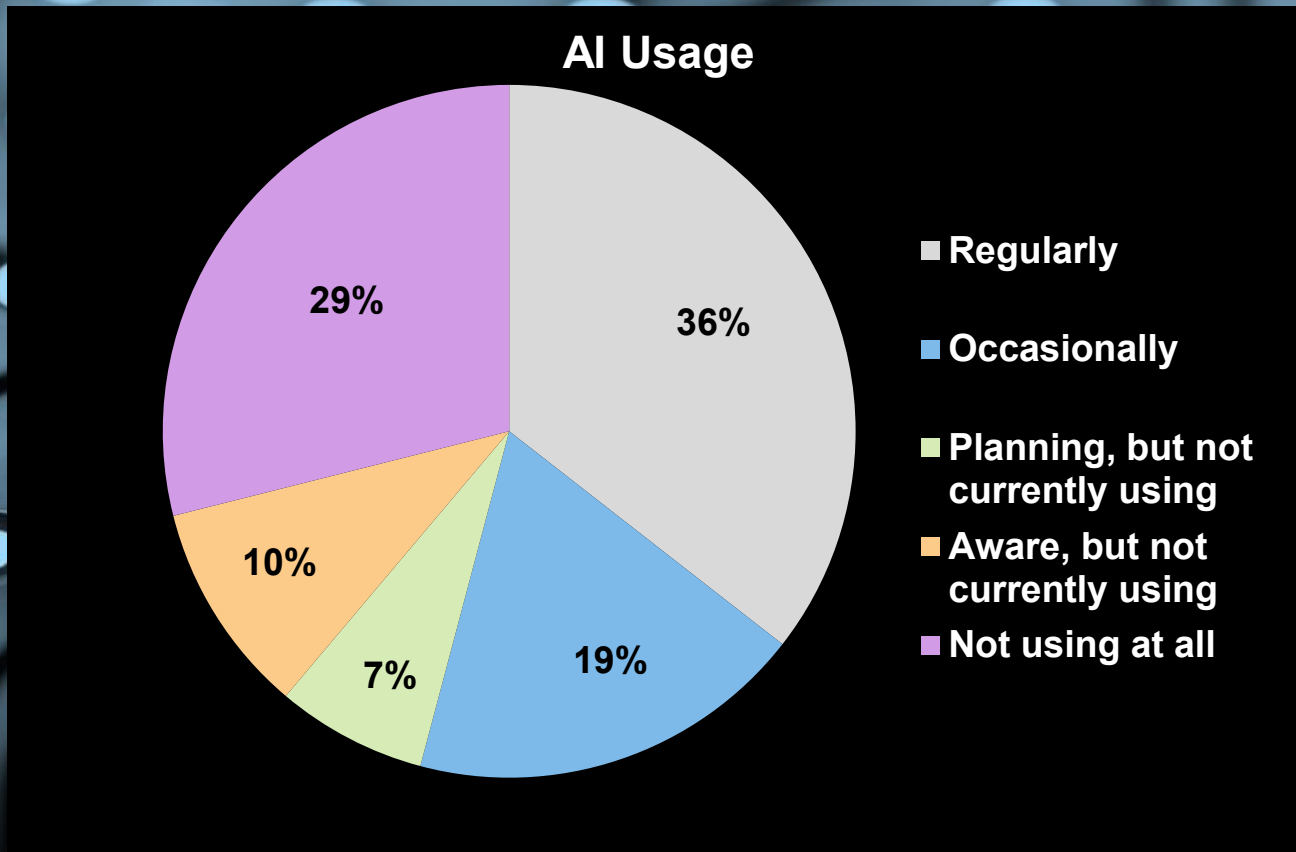
- AI has reached mainstream.
 - Artificial intelligence usage is more prevalent and widely adopted than initially anticipated. More than half of respondents report using AI regularly for work-related tasks, highlighting its growing role in everyday professional activities.
 - Among those who are not currently using AI, most expect to begin incorporating it into their workflows in the near future, indicating that adoption is likely to continue accelerating.
- Early leaders will have the advantage.
 - Opportunities exist for organizations and professionals to establish an early competitive advantage by embracing AI before it becomes fully ubiquitous.
 - Among available platforms, ChatGPT is the clear market leader, far outpacing competing solutions in usage. Google Gemini ranks second, while other AI tools have yet to achieve significant levels of adoption.
- Progress comes with concerns.
 - Although respondents are generally optimistic about the benefits AI can bring to the workplace, concerns about its impact on employment are considerable.
 - More than half (52%) of respondents expressed some degree of concern that advances in AI could lead to job displacement. Professionals in the legal sector were among those most likely to express apprehension regarding their long-term job security.

IMPLICATIONS

- AI is no longer a future trend—it is a permanent part of the business landscape. For both employers and employees, it presents significant opportunities as well as new challenges. Individuals who embrace and master these tools can enhance their value and impact, while those who resist change risk obsolescence.
- The use of AI is expected to grow across all sectors. As business challenges become more complex, demand for tailored, industry-specific AI solutions will increase. Organizations that proactively identify and meet these emerging needs will be best positioned to remain competitive.
- While the AI market is currently led by a handful of dominant providers, opportunities still exist for new entrants. Success may come from serving specialized industries, addressing unmet needs, or offering differentiated features that command higher-value pricing.

FINDINGS

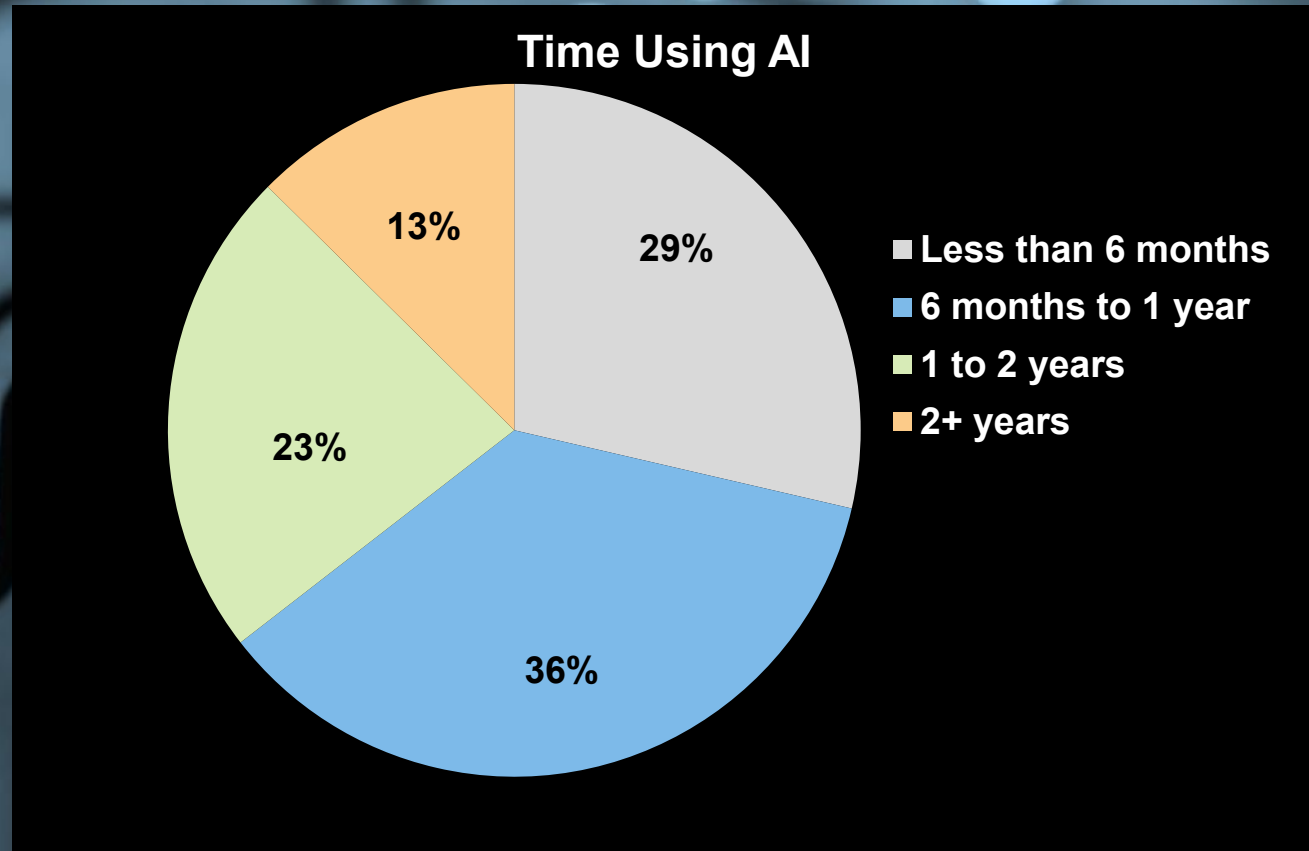
AI USAGE IS MORE COMMON THAN EXPECTED...



Over half of all respondents expressed that they use AI on a regular basis, while one in every three respondents do not use it at all.

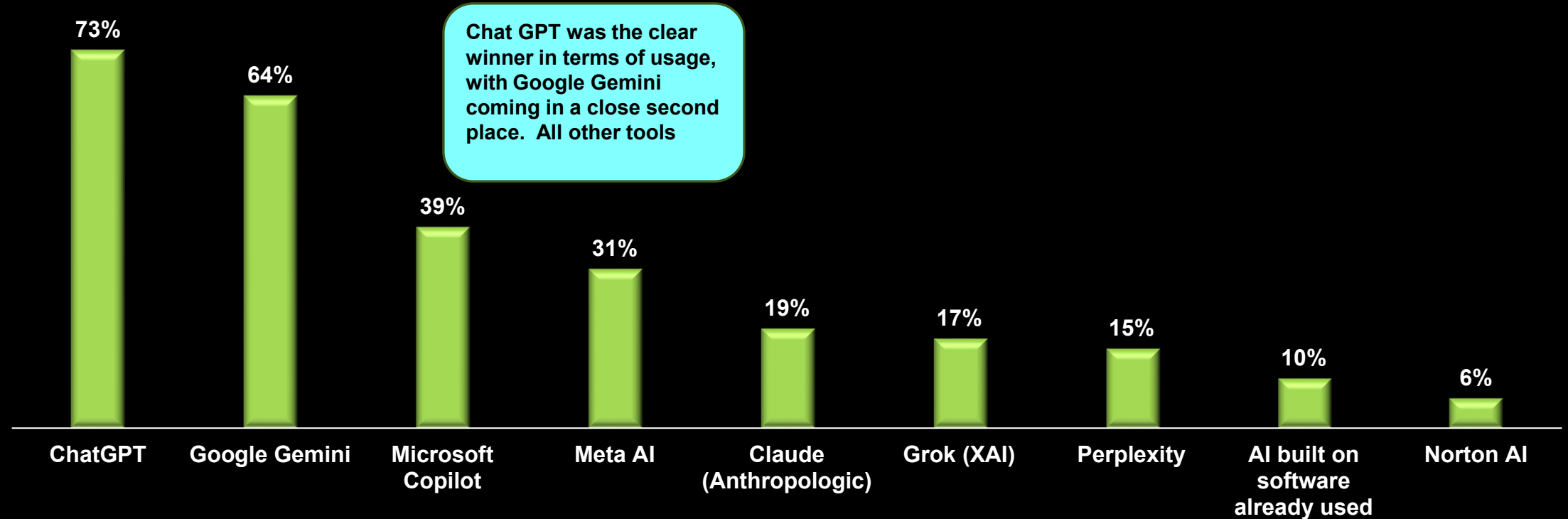
...AND HAS BEEN GOING ON FOR A WHILE.

Two in every three business AI users have been doing so for a year or less. Very few have been doing so for over two years.



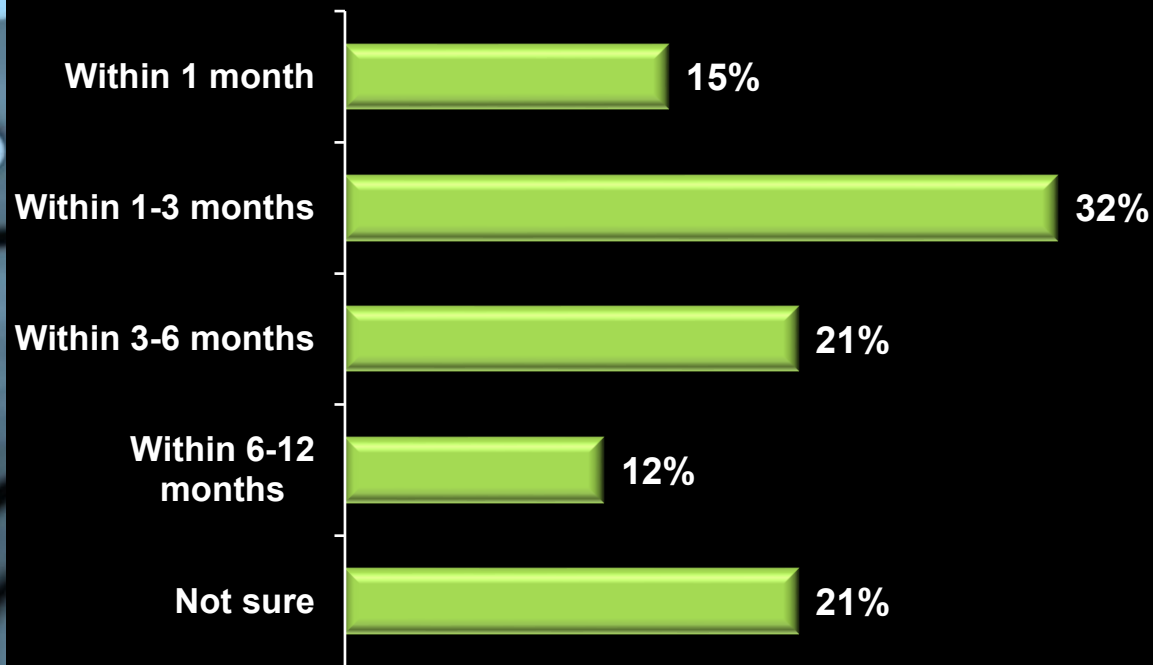
MULTIPLE TOOLS, BUT ONE CLEAR WINNER

AI tools used



NON-USERS PLAN TO JOIN SOON...

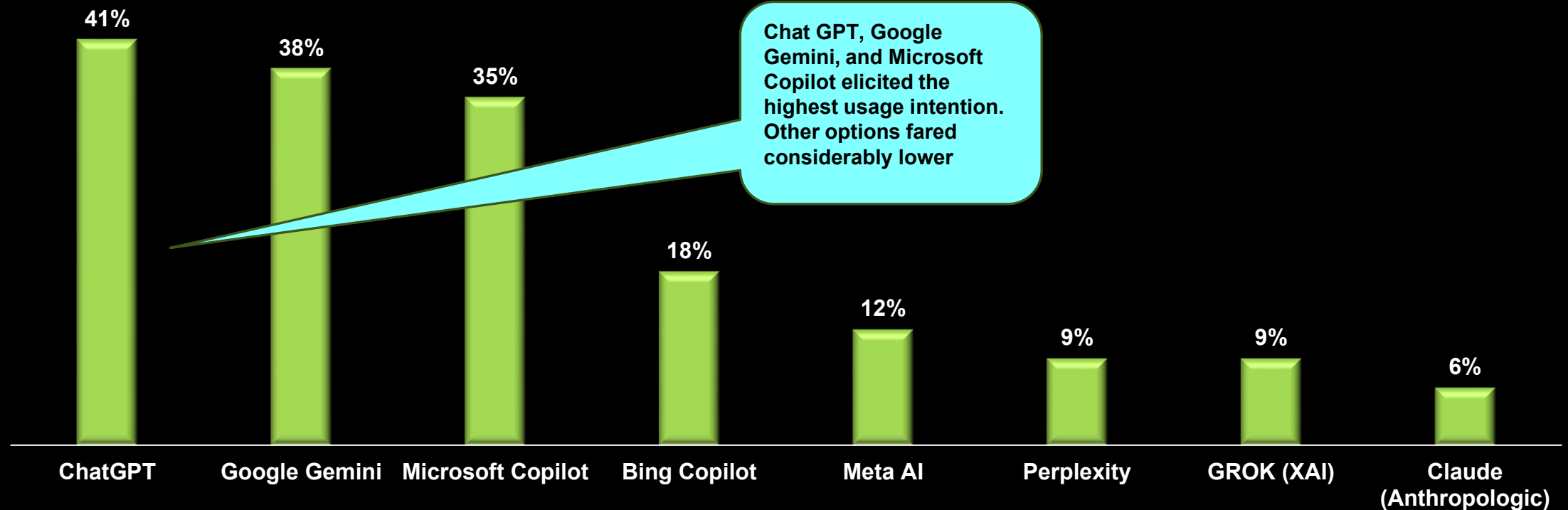
Timeframe to start using AI



While a considerable segment of non-users is still unsure about when they might start using AI for work, over half of this segment plans to start using AI within the next three months.

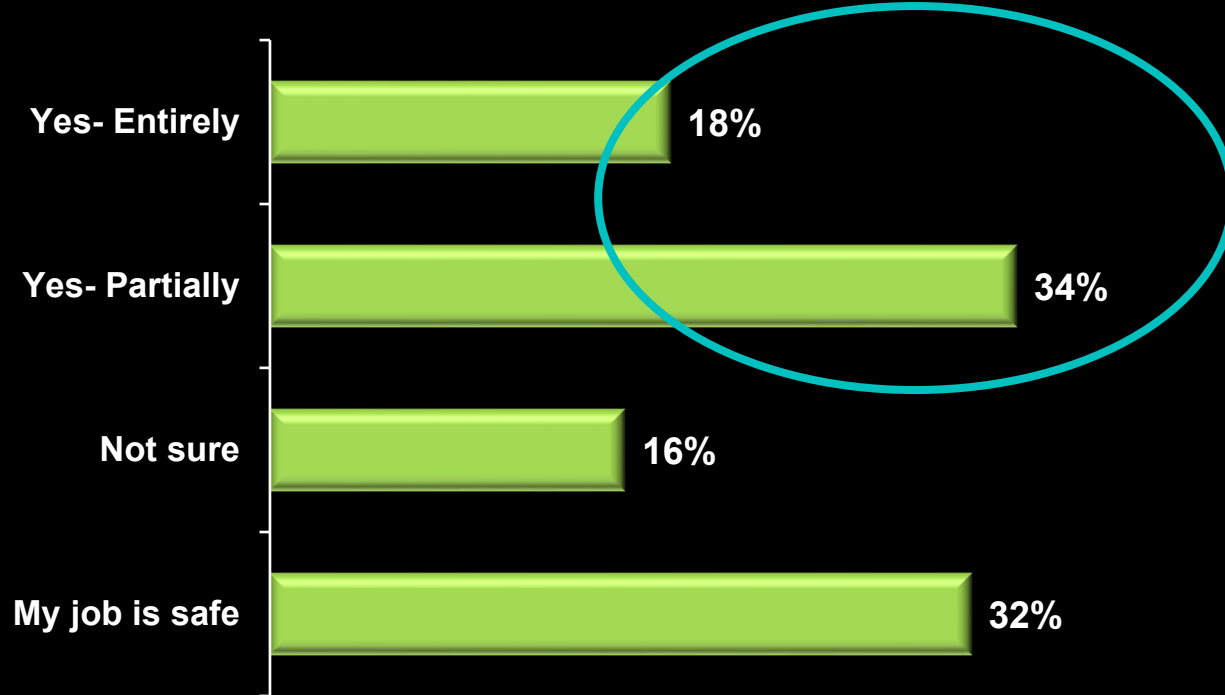
... AND CLOSELY FOLLOW CURRENT
USERS' STEPS.

AI tools expected to use



THERE IS A LATENT RISK...

Fear of being replaced by AI

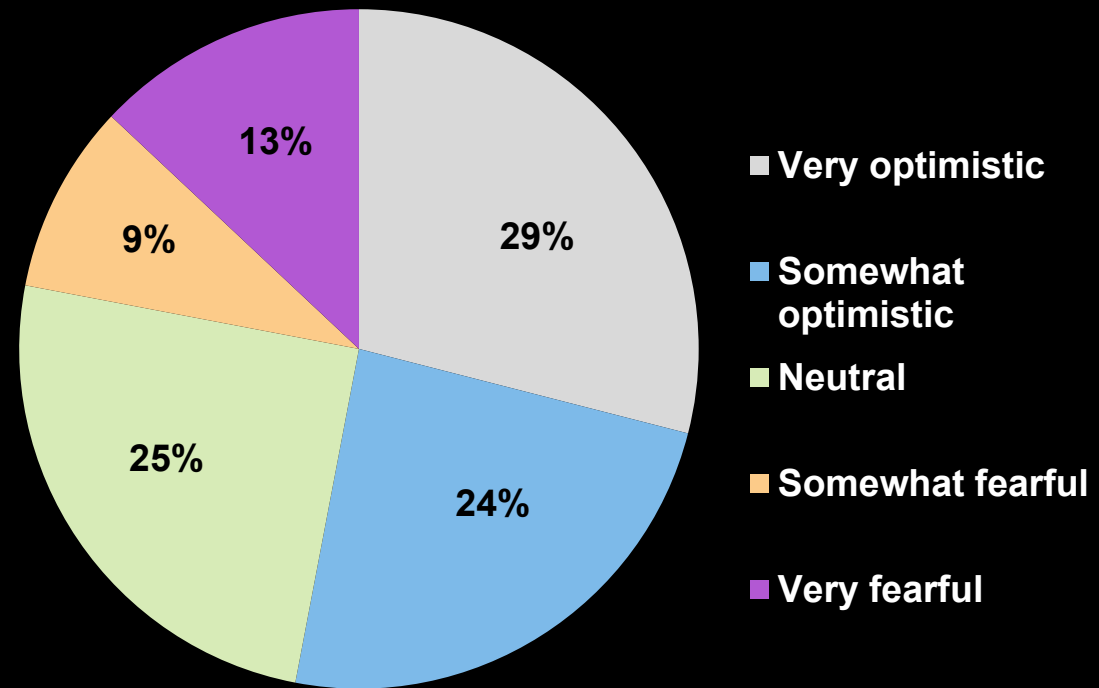


Over half of interviewed professionals expressed concerns about AI taking over their jobs, while a third did not show any worries about potential job losses to AI.

...BUT THE FUTURE WILL BE FINE.

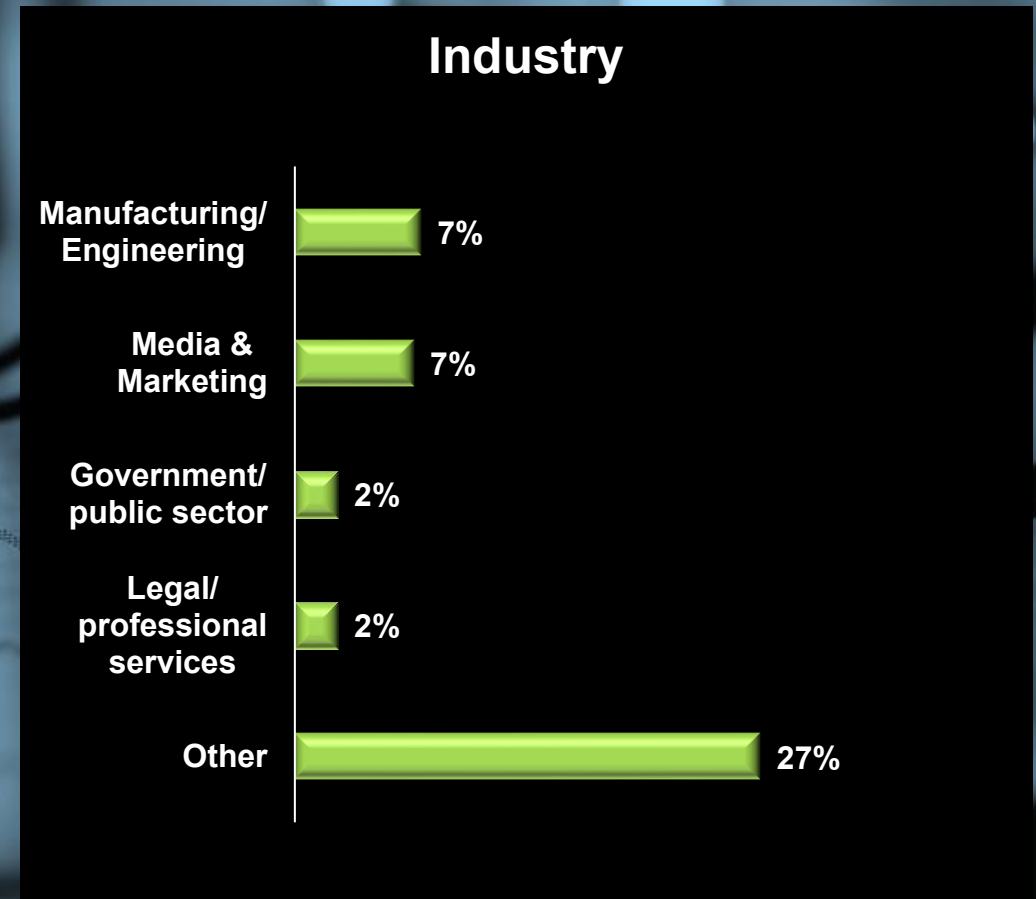
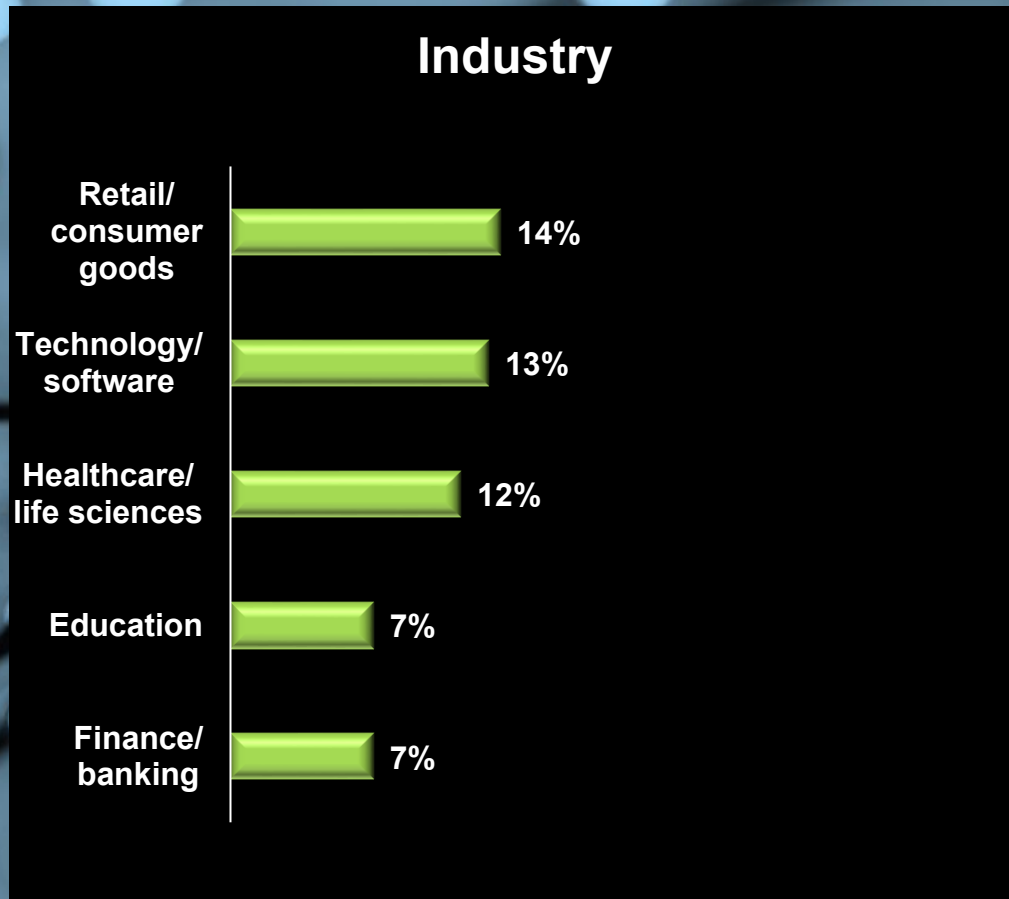
Despite the fear of potential job losses, the majority of respondents expressed optimism about the availability of AI to the workplace and that it might bring more benefits than drawbacks for workers.

Feelings about AI in the workplace

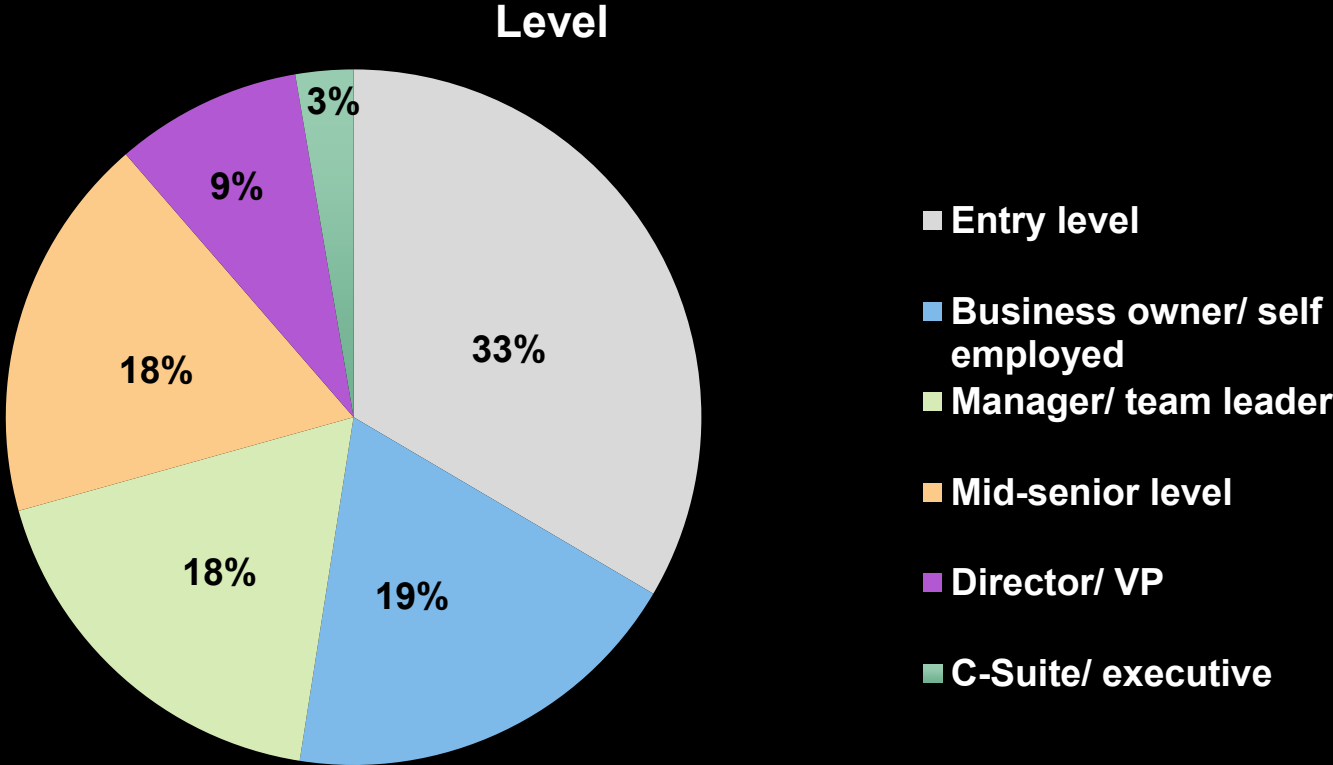


APPENDIX

INDUSTRY DISTRIBUTION



LEVEL



AI USAGE

	Grand Total	Industry										Level					
		Education	Finance/ banking	Government/ public sector	Healthcare/ life sciences	Legal/ professional services	Manufacturi ng/ Engineering	Media & Marketing	Retail/ consumer goods	Technology/ software	Other	Business owner/ self employed	C-Suite/ executive	Director/ VP	Entry level/ individual contributor	Manager/ team lead	Mid level/ senior individual contributor
Use regularly or occasionally	54%	56%	72%	33%	57%	58%	46%	67%	50%	88%	33%	45%	85%	64%	46%	59%	64%
Regularly	36%	31%	36%	25%	45%	50%	31%	48%	19%	74%	19%	30%	62%	40%	27%	42%	44%
Occasionally	19%	25%	36%	8%	12%	8%	14%	18%	31%	14%	14%	14%	23%	24%	19%	17%	21%
Planning, but not currently using	7%	8%	6%	8%	7%	17%	11%	3%	12%	5%	5%	2%	15%	14%	6%	11%	6%
Aware, but not currently using	10%	3%	6%	25%	10%	0%	9%	6%	15%	3%	15%	12%	0%	2%	14%	7%	8%
Not using at all	29%	33%	17%	33%	26%	25%	34%	24%	24%	5%	47%	41%	0%	19%	34%	23%	22%
Base: Total Sample	484	36	36	12	58	12	35	33	68	65	129	92	13	42	162	88	87

FUTURE OF AI

	Industry											Level					
	Grand Total	Education	Finance/ banking	Government/ public sector	Healthcare/ life sciences	Legal/ professional services	Manufacturing / Engineering	Media & Marketing	Retail/ consumer goods	Technology/ software	Other	Business owner/ self employed	C-Suite/ executive	Director/ VP	Entry level/ individual contributor	Manager/ team lead	Mid level/ senior individual contributor
Optimistic	53%	58%	56%	42%	57%	67%	57%	39%	62%	92%	28%	42%	85%	64%	41%	64%	67%
Very optimistic	29%	36%	22%	25%	43%	42%	29%	21%	18%	63%	13%	24%	62%	43%	22%	32%	33%
Somewhat optimistic	24%	22%	33%	17%	14%	25%	29%	18%	44%	29%	15%	18%	23%	21%	19%	32%	33%
Neutral	25%	28%	31%	17%	19%	17%	34%	27%	15%	5%	39%	23%	8%	29%	30%	26%	17%
Somewhat fearful	9%	6%	8%	25%	7%	0%	3%	9%	10%	3%	15%	12%	0%	2%	14%	2%	8%
Very fearful	13%	8%	6%	17%	17%	17%	6%	24%	13%	0%	19%	23%	8%	5%	15%	8%	8%
Base: Total Sample	484	36	36	12	58	12	35	33	68	65	129	92	13	42	162	88	87

JOB SECURITY

	Industry											Level					
	Grand Total	Education	Finance/ banking	Government/ public sector	Healthcare/ life sciences	Legal/ professional services	Manufacturing / Engineering	Media & Marketing	Retail/ consumer goods	Technology/ software	Other	Business owner/ self employed	C-Suite/ executive	Director/ VP	Entry level/ individual contributor	Manager/ team lead	Mid level/ senior individual contributor
At Risk of job loss	52%	67%	72%	50%	50%	75%	71%	52%	51%	69%	28%	36%	54%	55%	54%	53%	62%
Yes- Entirely	18%	25%	17%	17%	22%	0%	23%	15%	16%	35%	9%	14%	31%	24%	18%	19%	17%
Yes- Partially	34%	42%	56%	33%	28%	75%	49%	36%	35%	34%	19%	22%	23%	31%	36%	34%	45%
Not sure	16%	19%	0%	17%	12%	17%	9%	21%	15%	3%	29%	30%	8%	14%	14%	18%	6%
No- my job is safe	32%	14%	28%	33%	38%	8%	20%	27%	34%	28%	43%	34%	38%	31%	32%	28%	32%
Base: Total Sample	484	36	36	12	58	12	35	33	68	65	129	92	13	42	162	88	87