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The AI in Business Trend Report

2023

Insights, Use Cases, and Sentiments
from 500 Professionals

The AI in Business Trend Report

2023

"The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the Internet, and the mobile phone," wrote Bill Gates in a March 2023 blog post. "It will change the way people work, learn, travel, get health care, and communicate with each other. Entire industries will reorient around it. Businesses will distinguish themselves by how well they use it."

Gates, the founder of Microsoft, knows disruptive tech when he sees it. We're already starting to see some of this prophesying come to life given the huge developments in generative AI across late 2022 and early 2023, like the historic adoption of ChatGPT, Google's Bard, GPT-4-powered Bing and the latter two companies infusing gen AI into their productivity suites. And us here at Jasper agree with Gates, particularly around the idea of businesses distinguishing themselves with this transformative technology.

The massive changes Gates touched on don't happen overnight, however. Far more people know about generative today than this time last year but how do business professionals currently feel about using it? In what ways are businesses currently employing generative AI across their operations? And how might they use it as the technology advances in the future?

Our curiosity kept us from simply leaving these as rhetorical questions. So between January 31 and Feb 3, 2023 we, alongside Omniscient Digital, surveyed 500 professionals across a wide spectrum of role levels, professional backgrounds and company sizes to learn the answers. And we compiled our findings in this report: The AI in Business Trend Report 2023.

We're thrilled to present the findings but it's important to remember that no individual study of generative AI can encapsulate everything we need to know about it, especially considering the sometimes shocking pace of change in this space. Think of what you're reading as a snapshot from this moment captured in time, like a prehistoric insect preserved in amber that provides a wealth of information about life from that moment.

Nonetheless, we hope you enjoy our snapshot. Now let's dive in.

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Image source: Jasper Art

Table of Contents:

Survey Demographics

We wanted to get a holistic sense of generative AI's proliferation across the business world based on input from a diverse range of perspectives.

So we fielded responses from professionals ranging from freelancers and independent entrepreneurs (solopreneurs). We also heard from individual contributors at more formal companies all the way up to c-suite leaders.

And as you'll see in the graphics below, there is also some nuance in the ages, roles and company sizes represented in the results.
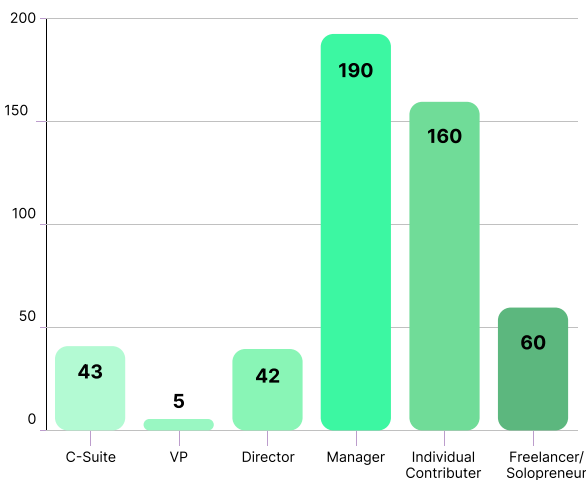
Role Breakdown of All Respondents

Our survey volunteers featured a normal distribution of ages from 18-54 and a female-leading gender split (58% female, 42% male). They also represented roles in IT and operations primarily. But a wide range of other departments like customer service, finance and other essential business functions were represented as well.

Gender Breakdown of All Respondents

Female 58%

Male 42%

290

210

Age Breakdown of All Respondents

Age Breakdown chart (bubble chart):
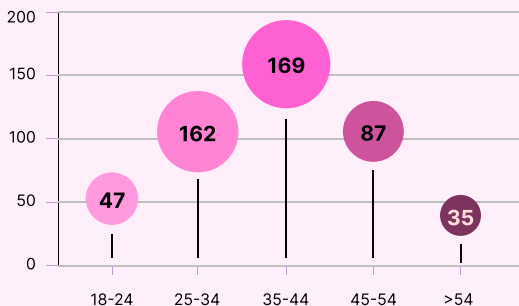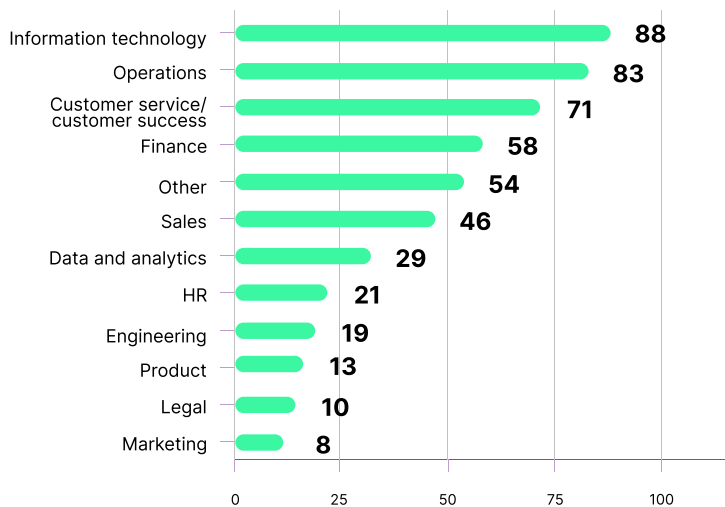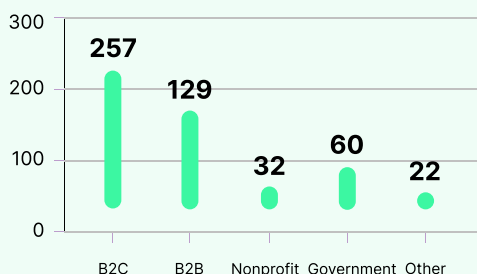- 18-24: 47
- 25-34: 162
- 35-44: 169
- 45-54: 87
- >54: 35
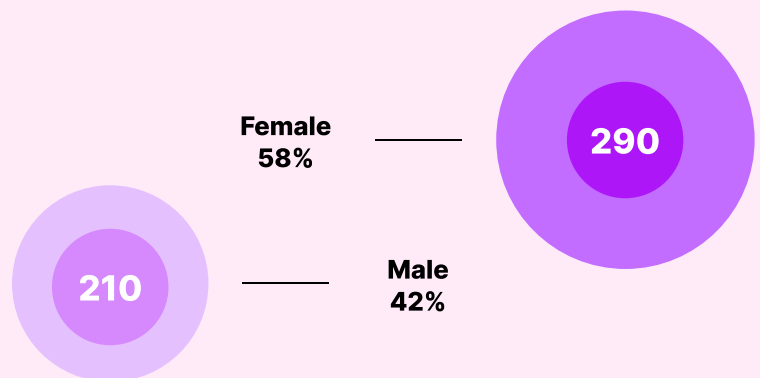
Department Breakdown of All Respondents

As for the respective scale of businesses our respondents work for, a majority are at larger B2B and B2C organizations (e.g., 200-1,000+ people). Organizations of less than 200 people and/or in nonprofit, governmental and other sectors are well represented too.

Department Breakdown chart:
- Information technology: 88
- Operations: 83
- Customer service/customer success: 71
- Finance: 58
- Other: 54
- Sales: 46
- Data and analytics: 29
- HR: 21
- Engineering: 19
- Product: 13
- Legal: 10
- Marketing: 8

Company Type of All Respondents

Company Type chart:
- B2C: 257
- B2B: 129
- Nonprofit: 32
- Government: 60
- Other: 22

Company Size of All Respondents

Company Size chart:
- I'm a 1-person company: 30
- 2-10: 49
- 11-50: 66
- 51-200: 91
- 201-500: 68
- 501-1000: 71
- 1000+: 125
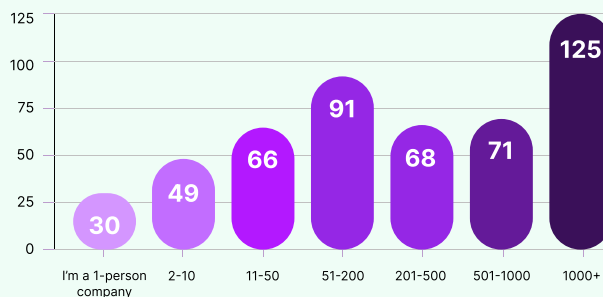
With these considerations noted, we feel we've come away from this survey with a fairly balanced sample. This balance also lends credence to more qualitative insights we hoped to capture here — how professionals feel about the state of generative AI in 2023. And those feelings are overwhelmingly positive.

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Executive Summary

Younger Generations and Mid-to-Large Companies Love It

Millennials and Gen Z typically use generative AI tools the most in their day-to-day work with an average adoption rate of 58%. Professionals ages 35-44 had a 52.1% adoption rate while 43.7% of 45-54 year olds use it. Individuals 54+ only have a 28.6% adoption rate but conversely c-suite professionals, who are often in this age bracket, report very high satisfaction levels with generative AI.

Companies with 201-500 employees have the greatest adoption rate at 67.6%. When zooming out a bit, companies between 11-1000 employees have an average adoption rate of 61.5%. However, adoption dips to an average of 30% for 1-10-person companies and 39.% for companies with over 1,000 staff.

Frequency of Use

An average of 46.1% of all people who employ generative AI in their work use it a few times a week. Just under 33% use it daily. Directors, c-suite professionals and solo entrepreneurs said they use the tools the most on a daily basis. Directors and c-suite also said the tools help them do their job better at higher rates than any other group.

Overall, the top three biggest use cases are creative writing, email marketing and idea generation. Lastly, creativity was the skill that users ranked highest when it came to skills most necessary to use generative AI efficiently.

There's a Lot of Confidence

An average of 73% of all respondents feel that generative AI tools are both safe and ethical to use. Additionally, 68.4% disagree with the notion that generative AI will take their jobs away — c-suite leaders and individual contributors at existing companies lead this charge. Interestingly, VPs and directors feel most at risk of their jobs being replaced by these tools.

83% are confident that generative AI models will improve in accuracy and just over 70% are excited about that future. There's also a big willingness to fill knowledge gaps: just over three quarters (76.6%) of respondents would like to learn more about how they can use generative AI tools in their role. This includes the 48% of respondents who don't currently use them and the 35% of users who disagree with the idea that the tools help them do their jobs better.

Hesitations

Budget was the primary obstacle to generative AI adoption for our respondents followed by concerns over quality and being unsure how to use the tools. However, 43.4% of professionals currently not using generative AI said there's a high likelihood they will in the future. Not only that, an average of 66.5% of all respondents said their budgets for AI tools will increase. And almost 80% (78.6%) of companies between 51-200 employees said their AI budgets will grow in the future.

Gauging Adoption

As you're likely aware, the term "generative AI" has been getting a lot of buzz over the last year or so, as evidenced by the graph below.


Image: "AI Buzz" via Google Trends, showing interest over time for "generative AI," 2004 - present

Buzz can be an indicator of many things but it behaves according to its own laws and public perception. Rarely does hype directly correlate to the potential benefits of new tech.
It helps to reference other models to gauge the extent of gen AI's adoption by business professionals. E.M. Roger's famous consumer adoption curve acts as a valuable counterpoint to "AI buzz," which can wax and wane depending on the news cycle.

The theory behind the curve is simple: The spread of any new technology traces along an imaginary s-curve, where the x-axis represents time and the y-axis is the overall adoption of said tech by consumers in a given marketing environment.

Adoption is low at first, where a few early users experiment with and embrace a piece of technology. The curve swells as more users catch on to what the early adopters are raving about. But inevitably, the curve of new users dips due to market saturation or diminishing returns on the innovation itself, all while the marketing share continues to go to the biggest players in that game. Color TVs, cordless telephones, wearables like the Apple Watch and other impactful technology traced similar trajectories.
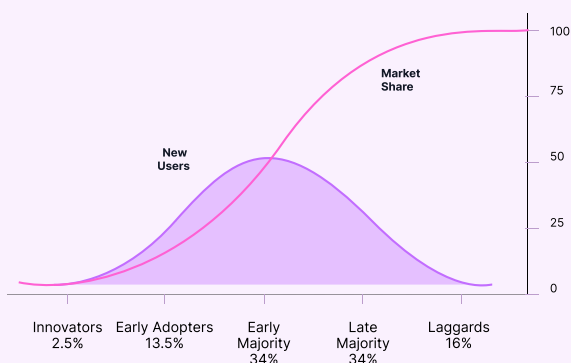
Source: LikeFolio, via Forbes.com

Just over 50% of our respondents are currently using a generative AI tool. Here's some helpful context to put this in place based on a previous snapshot in time. In 2021, IBM released its Global AI Adoption Index that surveyed 5,501 IT professionals across 15 international markets. Just under half said their company was using a natural language processing tool (a fundamental component of generative AI) at that time. Around 25% said they planned to use one over the next 12 months. While NLP tools are not synonymous with generative AI tools (they can be one in the same but they can also differ), it looks like overall, that adoption was largely realized according to our data.

Are you currently using generative AI tools?

No
48.4%

Yes
51.6%
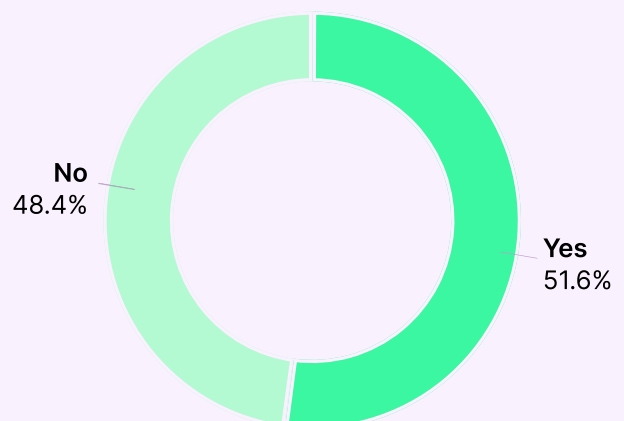
Our results also confirm the generally safe assumption that younger professionals are more likely to use generative AI tools.

Do you use generative AI tools? (Age breakdown)

Legend: Yes (green), No (pink)

Bubble chart values by age:
- 18-24: 57.4% (No), 42.6% (Yes)
- 25-34: 58.6% (No), 41.4% (Yes)
- 35-44: 52.1% (No), 47.9% (Yes)
- 45-54: 43.7% (No), 56.3% (Yes)
- >54: 28.6% (No), 71.4% (Yes)

X-axis: Age
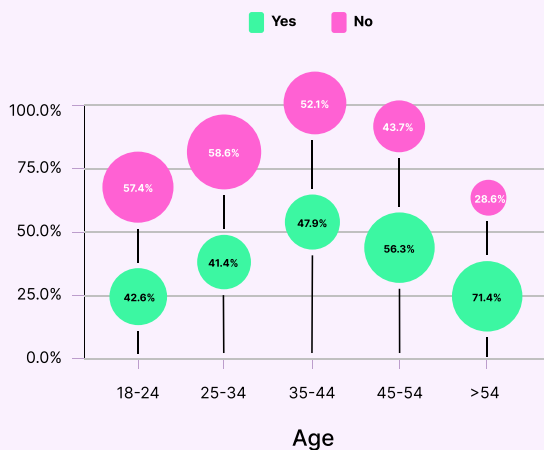
Do you use generative AI tools? (Company size breakdown)

Legend: Yes (green), No (purple)

Company Size	Yes	No
I'm a 1-person company	23.3%	76.7%
2-10	40.8%	59.2%
11-50	56.1%	43.9%
51-200	61.5%	38.5%
201-500	67.6%	32.4%
501-1000	60.6%	39.4%
1000+	39.2%	60.8%

X-axis: Company Size

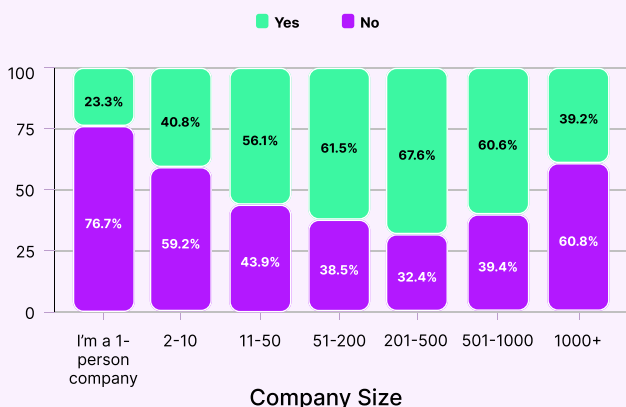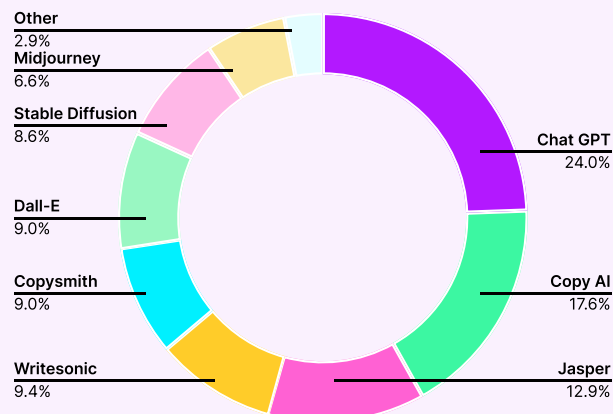Mid-sized companies are more likely to be using generative AI tools compared to the largest and smallest companies represented in our sample.
IBM's findings from 2021 also support this notion, as it found that large companies are 70% more likely to deploy AI across their businesses than smaller companies. Freelancers and solopreneurs are the least likely to use generative AI tools in 2023.

What generative AI tools do you currently use?

Donut chart values:
- Chat GPT: 24.0%
- Copy AI: 17.6%
- Jasper: 12.9%
- Writesonic: 9.4%
- Copysmith: 9.0%
- Dall-E: 9.0%
- Stable Diffusion: 8.6%
- Midjourney: 6.6%
- Other: 2.9%

It's no surprise that ChatGPT was the most commonly used tool on the market at the time of the survey given its historic adoption rate a few months before. Additionally, ChatGPT as well as Copy.ai are the two most popular writing tools and they're free, suggesting that a lower barrier to entry can increase adoption.

Since the top five most-used tools are all writing-based, it also appears that users value that type of content generation over image-based content. However, the user base for the image generation tools is spread fairly evenly.

The boom in searches for "generative AI" plus a massive increase in adoption and monetization of the technology means we're at the beginning stages of the adoption curve.
The tech is already groundbreaking for many but we still have a long road ahead as far as seeing all the use cases and adoption peaking, which is an exciting revelation.
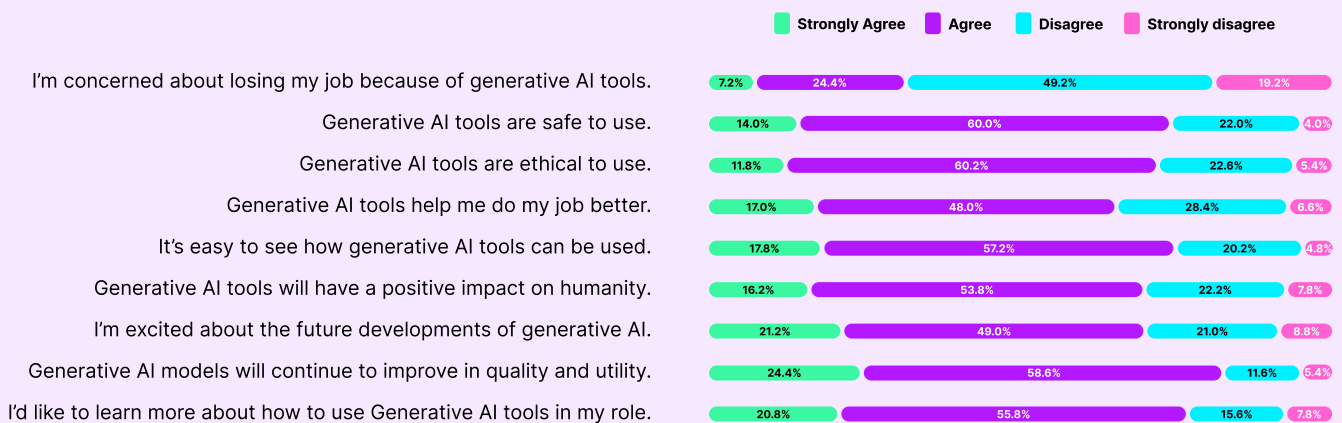
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Current Beliefs About Generative AI

Image source: Jasper Art

With most pieces of technology labeled with adjectives like "transformative," there are often concerns of its economic, societal and ethical disruption. Generative AI is particularly susceptible to scrutiny like this given its immense power, increasing proliferation and greater accessibility across a wide variety of platforms and use cases.

We wanted to get a sense of how people feel about the technology's implications. Do professionals think a generative AI tool can replace their job? Do they think the technology will improve over time? What about whether these tools are ethical to use?

How strongly do you agree or disagree with the following statements about generative AI?

■ **Strongly Agree**　　■ **Agree**　　■ **Disagree**　　■ **Strongly disagree**

Statement	Strongly Agree	Agree	Disagree	Strongly disagree
I'm concerned about losing my job because of generative AI tools.	7.2%	24.4%	49.2%	19.2%
Generative AI tools are safe to use.	14.0%	60.0%	22.0%	4.0%
Generative AI tools are ethical to use.	11.8%	60.2%	22.6%	5.4%
Generative AI tools help me do my job better.	17.0%	48.0%	28.4%	6.6%
It's easy to see how generative AI tools can be used.	17.8%	57.2%	20.2%	4.8%
Generative AI tools will have a positive impact on humanity.	16.2%	53.8%	22.2%	7.8%
I'm excited about the future developments of generative AI.	21.2%	49.0%	21.0%	8.8%
Generative AI models will continue to improve in quality and utility.	24.4%	58.6%	11.6%	5.4%
I'd like to learn more about how to use Generative AI tools in my role.	20.8%	55.8%	15.6%	7.8%

Results lean largely positive for each of these ethics- and functionality-based questions. About 70% (68.4%) said they disagree with the notion that AI is coming for their jobs, which has been a hot topic since ChatGPT's arrival in November 2022.

Interestingly, VPs are very divided on the idea of AI taking their positions. These leaders think generative AI threatens their roles both the most and the least at 40% for each sentiment. Freelancers and solopreneurs are also torn in this way just behind VPs. However, c-suite leaders have the most confidence (79%) that this technology cannot replace them.

# I'm concerned about losing my job because of generative AI tools
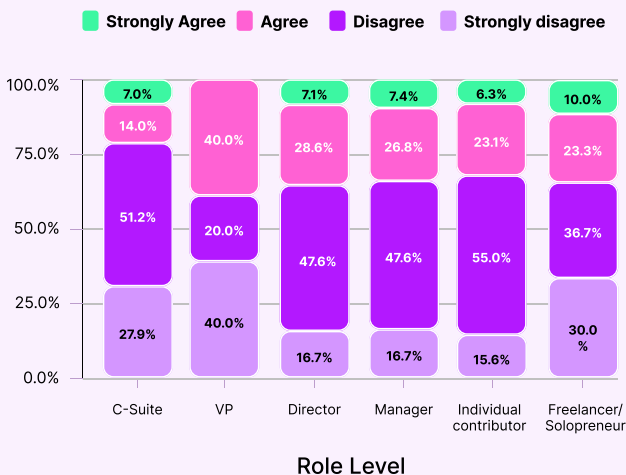
Around 70% of all respondents believe generative AI tools are both safe and ethical to use in business contexts.
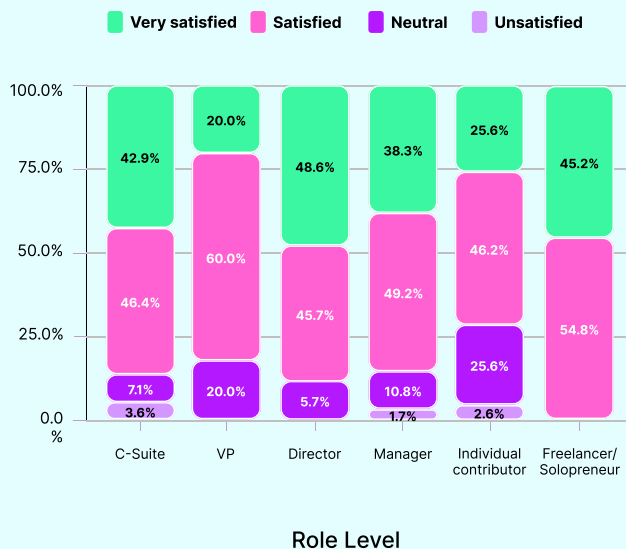
Safety regarding AI use can refer to topics like data security and user privacy concerns. Ethics in AI is a bit more wide-ranging and can cover everything from the potential to create misinformation to gen AI in the classroom to user overreliance.

The technology is still in its early stages and is not perfect. But even still, users are overwhelmingly satisfied with the quality of content they're getting from generative AI tools.

Legend: Strongly Agree, Agree, Disagree, Strongly disagree

Role Level	Strongly Agree	Agree	Disagree	Strongly disagree
C-Suite	7.0%	14.0%	51.2%	27.9%
VP	—	40.0%	20.0%	40.0%
Director	7.1%	28.6%	47.6%	16.7%
Manager	7.4%	26.8%	47.6%	16.7%
Individual contributor	6.3%	23.1%	55.0%	15.6%
Freelancer/Solopreneur	10.0%	23.3%	36.7%	30.0%

How would you rate your satisfaction with the quality generated by AI art tools?

- Very satisfied: 34.5%
- Satisfied: 48.4%
- Neutral: 15.5%
- Unsatisfied: 1.6%

Respondents Who Use Generative AI Tools
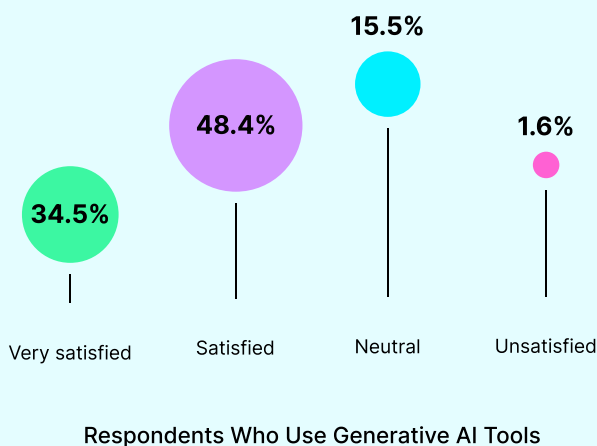
How would you rate your satisfaction with the content quality generated by AI writing tools?

Legend: Very satisfied, Satisfied, Neutral, Unsatisfied

Role Level	Very satisfied	Satisfied	Neutral	Unsatisfied
C-Suite	42.9%	46.4%	7.1%	3.6%
VP	20.0%	60.0%	20.0%	—
Director	48.6%	45.7%	5.7%	—
Manager	38.3%	49.2%	10.8%	1.7%
Individual contributor	25.6%	46.2%	25.6%	2.6%
Freelancer/Solopreneur	45.2%	54.8%	—	—

Regardless of job title, a majority of users report being satisfied to very satisfied with the content they're creating using AI. Notably, this includes 100% of the freelancers and solopreneurs who took part in this survey.

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And since the majority of users believe these models will improve over time, it's safe to assume that satisfaction levels with outputs will increase.

That almost three-quarters of respondents see gen AI as both safe and ethical in the workspace is a great sign. While we did not collect data on why individuals disagree, it's plausible to assume that AI hallucinations, <u>biases and the potential to generate harmful outputs</u> would rank among some key reasons. However, the fact that around 80% of respondents believe that models will improve over time points to even greater positive sentiment around the safety, ethics and overall use of generative AI in businesses.

83%

of all respondents believe generative AI models will continue to improve in quality and utility
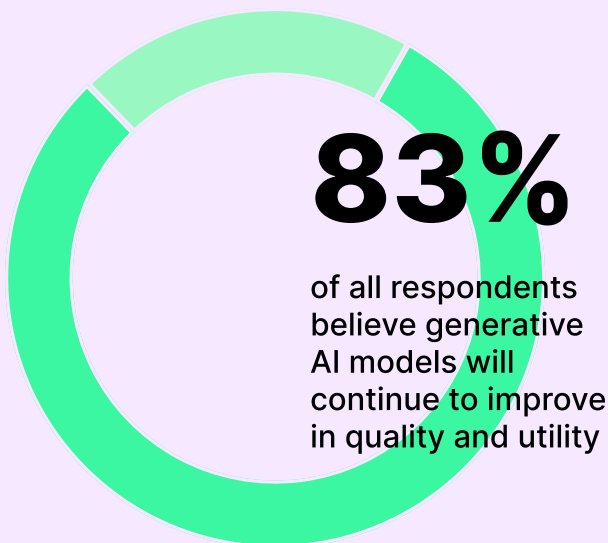
The Content Being Built, Plus the Time and Costs Associated

A majority of respondents (65%) that use generative AI tools said it helps them do their jobs better. And since generative AI has so many different use cases for so many types of roles, we wanted to know exactly *how* and *who* it helps.

65%

of all generative AI users agree that it helps them do their job better
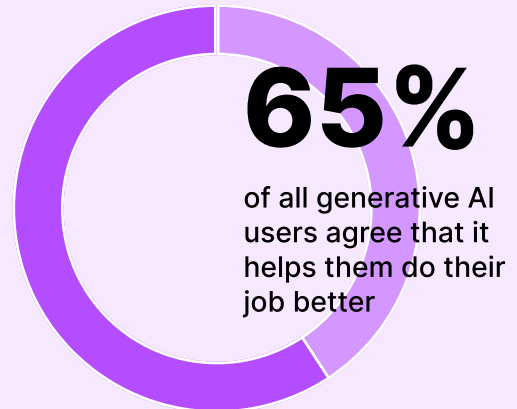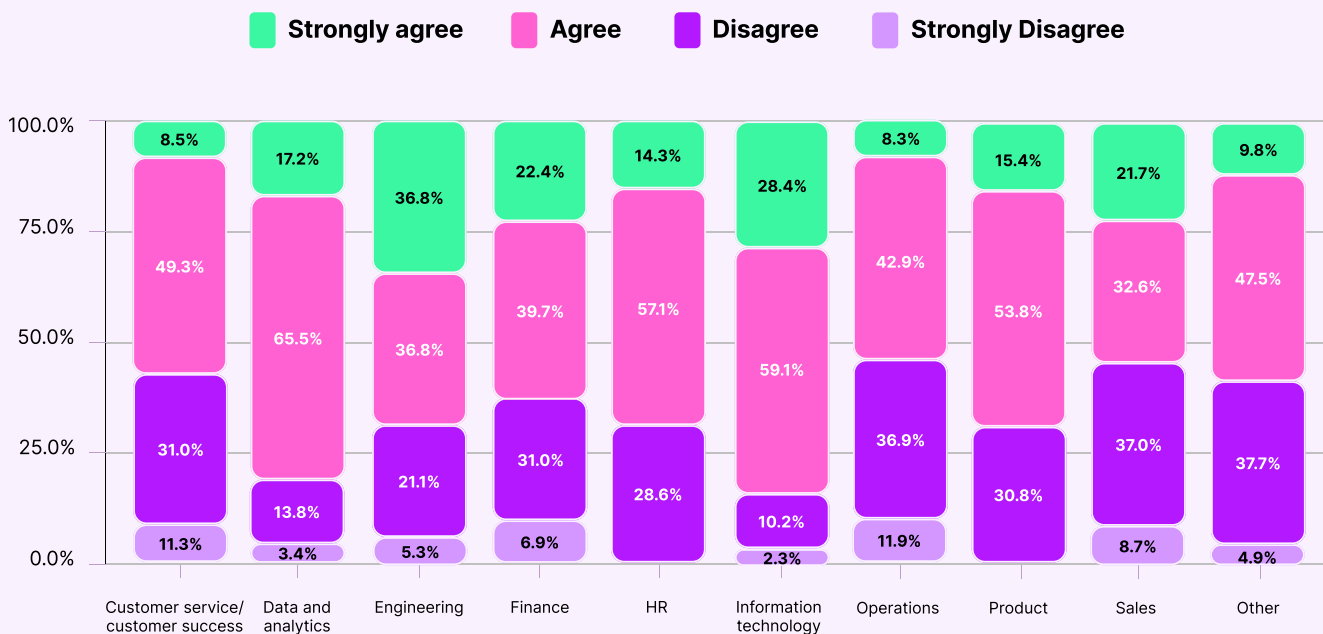
As you can see, there's a fair amount of variation between who's getting the most value from generative AI right now. Freelancers and solopreneurs, as well as individual contributors, said they have the hardest time benefiting from the technology while directors and up currently take advantage of it the most in their roles.

These discrepancies can amount to a few things. For example, there may be a learning curve around using the technology or being an efficient prompter. There may also be challenges for some users if the content they're producing requires heavy reviews and fact-checking, which can lead to some inefficiencies and frustrations. And it's possible that there may be some niche business use cases that generative AI is not quite ready for yet (but that will likely change.)

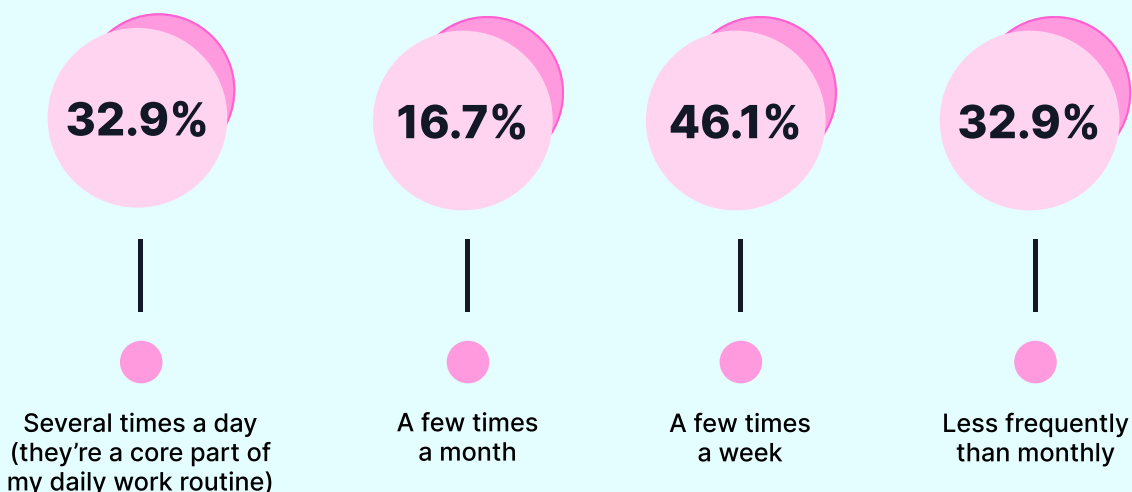Splicing the data another way reveals a slightly different picture.

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Generative AI tools help me make my job better

Legend: ■ Strongly agree ■ Agree ■ Disagree ■ Strongly Disagree

Role Level	Strongly agree	Agree	Disagree	Strongly Disagree
Customer service/customer success	8.5%	49.3%	31.0%	11.3%
Data and analytics	17.2%	65.5%	13.8%	3.4%
Engineering	36.8%	36.8%	21.1%	5.3%
Finance	22.4%	39.7%	31.0%	6.9%
HR	14.3%	57.1%	28.6%	—
Information technology	28.4%	59.1%	10.2%	2.3%
Operations	8.3%	42.9%	36.9%	11.9%
Product	15.4%	53.8%	30.8%	—
Sales	21.7%	32.6%	37.0%	8.7%
Other	9.8%	47.5%	37.7%	4.9%

Role Levels of Respondents Who Use Generative AI Tools

Those who work in data-adjacent or highly technical fields generally have more positive views on the role AI plays in their work than those in other specialties. But overall, just under half of gen AI users employ the technology at least a few times a week.
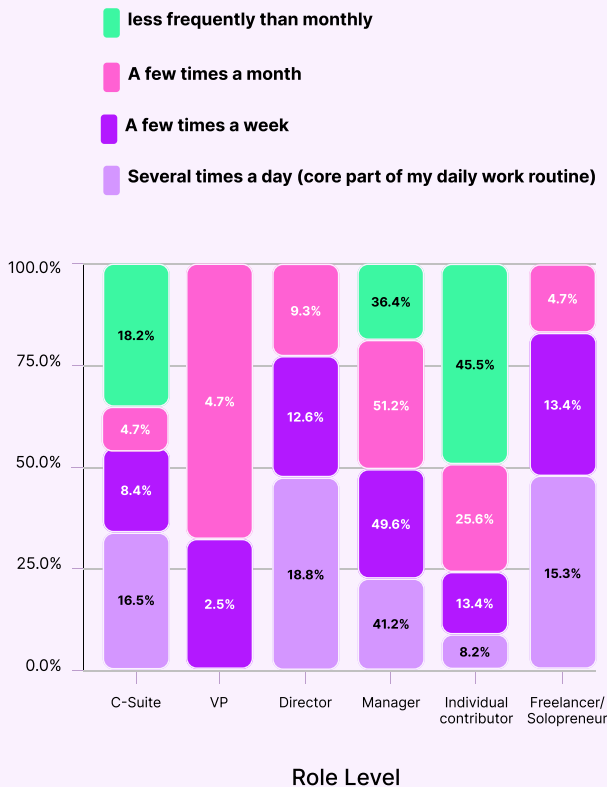
How often do you use generative AI tools?

32.9% — Several times a day (they're a core part of my daily work routine)

16.7% — A few times a month

46.1% — A few times a week

32.9% — Less frequently than monthly

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When it comes to frequency of use, freelancers and solopreneurs win out. However, this cohort also strongly disagreed more than any other group that gen AI helped them in their role. If you're using a tool the most you're also the most likely to experience its faults, so this makes some sense (but there may be other factors at play as well, of course).
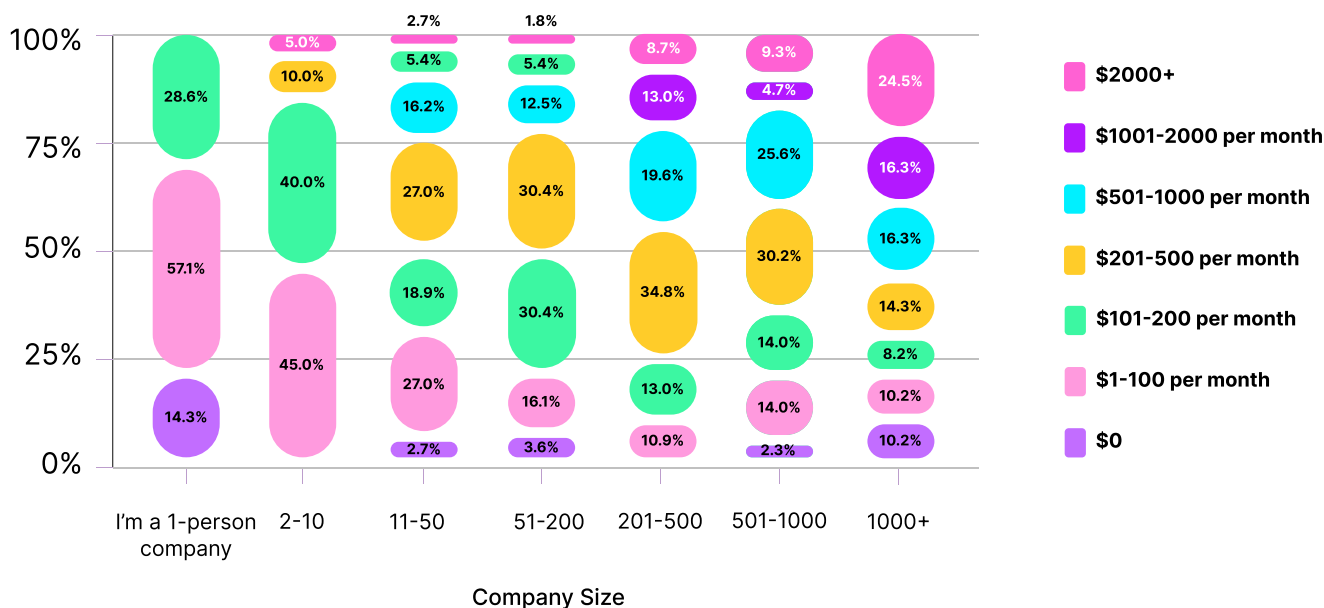
Directors then c-suite professionals are a close second and third for overall usage of generative AI. But their regular usage isn't surprising considering how beneficial those professionals said generative AI was for them. And there seem to be many VPs and individual contributors that could take or leave generative AI in their toolset across the course of a month.

It also appears that the largest companies in our data set are spending the most on the technology.

How often do you use generative AI tools?

- less frequently than monthly
- A few times a month
- A few times a week
- Several times a day (core part of my daily work routine)

Role Level

How much do you spend on generative AI at your company?

Company Size

- $2000+
- $1001-2000 per month
- $501-1000 per month
- $201-500 per month
- $101-200 per month
- $1-100 per month
- $0

So what types of business tasks are professionals performing with AI in 2023? Let's look a little further.

Content Built Most
With Generative AI?

Respondents Who Use Generative AI Tools

Creative writing — 38.4%
Email marketing — 34.9%
Idea generation — 31.0%
Blog posts — 26.7%
Write product content — 26.4%
Sales emails — 23.3%
Internet search — 21.3%
Ad copy — 20.9%
Build product and service pages — 20.5%
Social media — 20.2%
Visual arl — 15.1%
SEO — 10.5%
Podcasts or video scripts — 9.3%
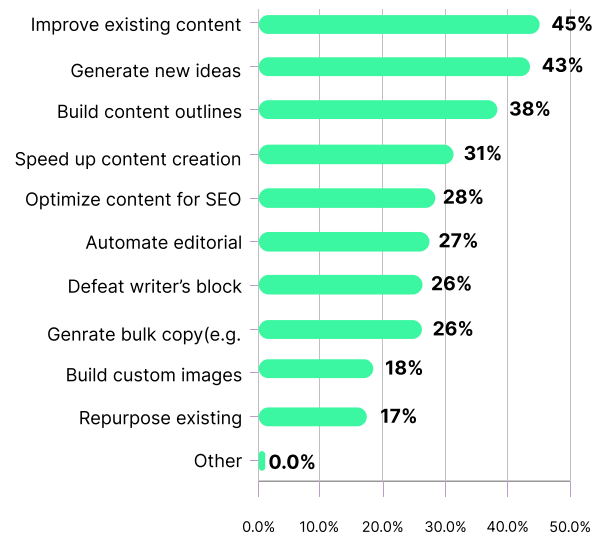Other — 1.6%

Image source: Jasper Art
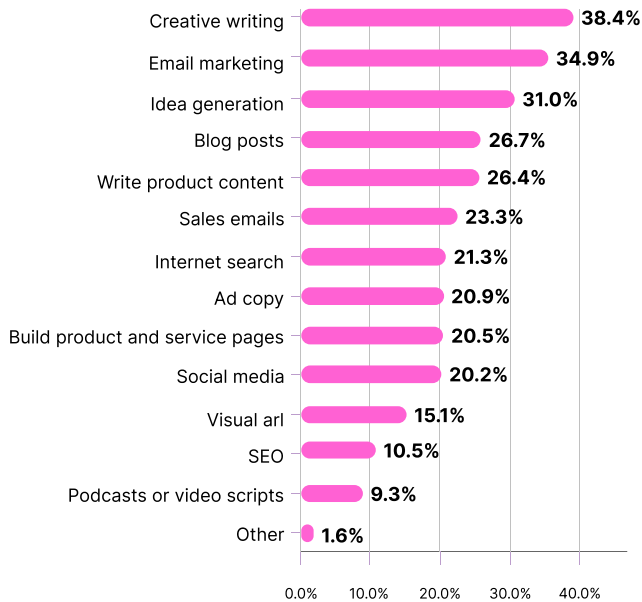
Users build "creative writing" content the most, which is a wide-ranging field compared to specific tasks like email writing, crafting product pages or implementing SEO best practices. This was somewhat expected based on the very nature of generative AI, which helps with content creation in generally every form and the fact that creative writing can mean different things to different professionals. Another interesting idea is that gen AI can help professionals who aren't writing experts ease their writing-based projects and content creation abilities — professionals like data and technical specialists.

Generative AI is adaptable. The implementation of just a single API can transform a model from something that a business, or a single professional, sees as generic to something more specific and useful in their work.
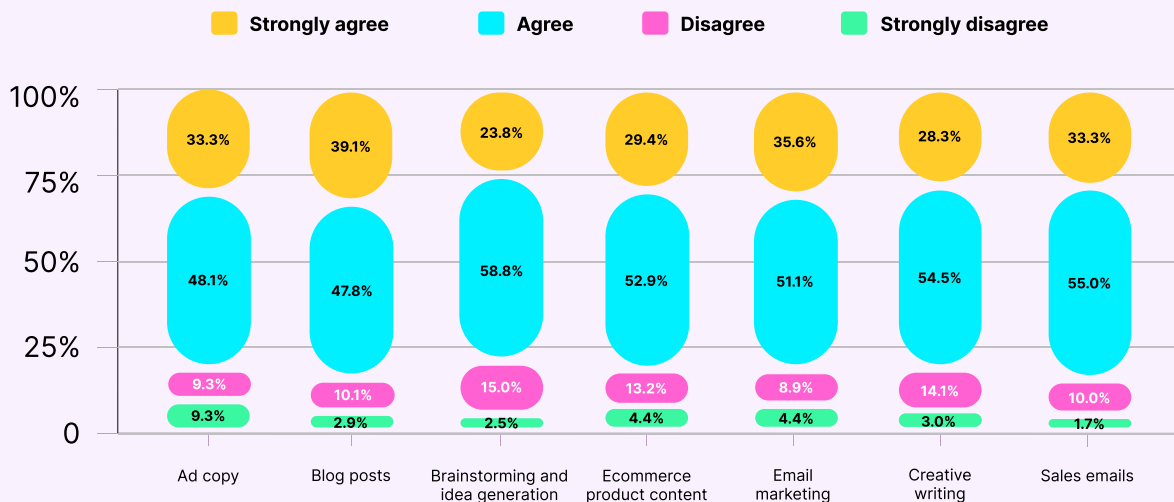
Best benefits of using Generative AI tools?

Improve existing content — 45%
Generate new ideas — 43%
Build content outlines — 38%
Speed up content creation — 31%
Optimize content for SEO — 28%
Automate editorial — 27%
Defeat writer's block — 26%
Genrate bulk copy(e.g. — 26%
Build custom images — 18%
Repurpose existing — 17%
Other — 0.0%

Respondents Who Use Generative AI Tools

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How strongly do you agree that generative AI helds with the following tasks?

How strongly do you agree that generative AI **helps with the following tasks**?

- 🟨 **Strongly agree**
- 🟦 **Agree**
- 🟪 **Disagree**
- 🟩 **Strongly disagree**

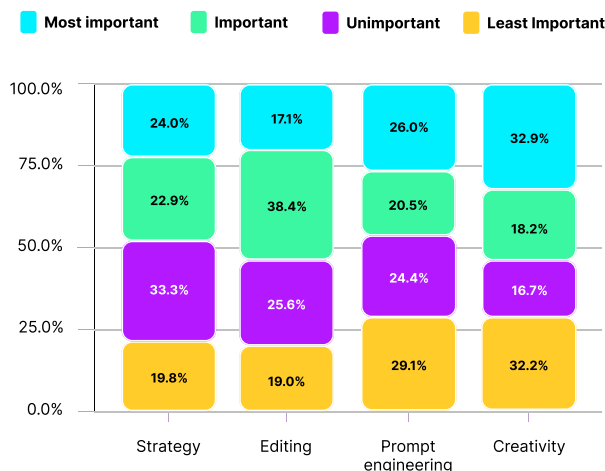|	Ad copy	Blog posts	Brainstorming and idea generation	Ecommerce product content	Email marketing	Creative writing	Sales emails
Strongly agree	33.3%	39.1%	23.8%	29.4%	35.6%	28.3%	33.3%
Agree	48.1%	47.8%	58.8%	52.9%	51.1%	54.5%	55.0%
Disagree	9.3%	10.1%	15.0%	13.2%	8.9%	14.1%	10.0%
Strongly disagree	9.3%	2.9%	2.5%	4.4%	4.4%	3.0%	1.7%

Respondents Who Use Generative AI Tools

This technology can significantly improve content creation, marketing, sales and related areas of work. Above, you can see users' sentiment around how well it actually assists in carrying out those desired functions — and it seems to help quite a bit for most users.

As powerful as generative AI is today and can be in the future, it's vital to remember that it is a tool and human creativity is the ultimate key to unlocking its usefulness. In the next chart, you can see that users value editing as the most important skill in this era of generative AI. Even if an output is flawless both factually and grammatically, some editing may be necessary to make it feel or sound more human or to elevate that content past being "acceptable" to being "exceptional." This essentially means that there always needs to be a human in the loop when these tools are employed.

Similarly, creativity was noted as the second most important skill. This means that users must first tap into their human ingenuity in order to see value from these tools and most don't think that the tools themselves can fully replicate human creativity.

How important do you believe the following skills will be in the era of Generative AI?

- 🟦 **Most important**
- 🟩 **Important**
- 🟪 **Unimportant**
- 🟨 **Least Important**

	Strategy	Editing	Prompt engineering	Creativity
Most important	24.0%	17.1%	26.0%	32.9%
Important	22.9%	38.4%	20.5%	18.2%
Unimportant	33.3%	25.6%	24.4%	16.7%
Least Important	19.8%	19.0%	29.1%	32.2%

"When incorporating generative AI, the worst thing you can do is remove someone with a strong creative or editorial eye."

Samyutha Reddy,
Head of Enterprise Marketing at Jasper

AI Non-Users in 2023: Limited Budgets, Trust-Issues and Learning Curves

So far, we've covered a great number of insights from business professionals that use generative in *some* capacity. But what about those who *do not* currently use generative AI? What insights can we learn from these cautious professionals? Let's find out.

What are the biggest obstacles to incorporating generative AI at your company?
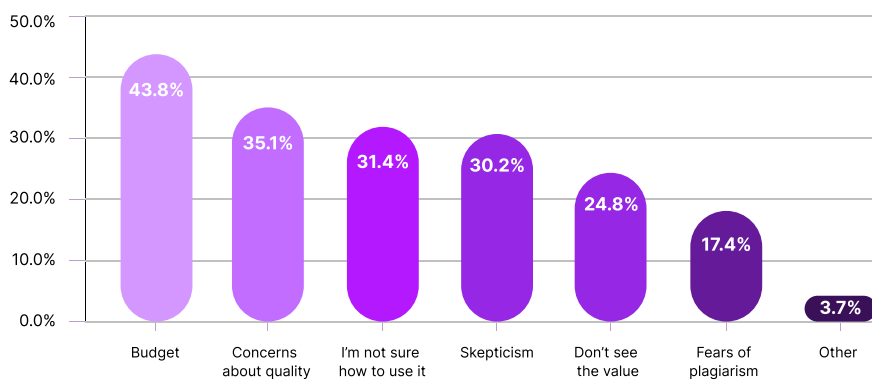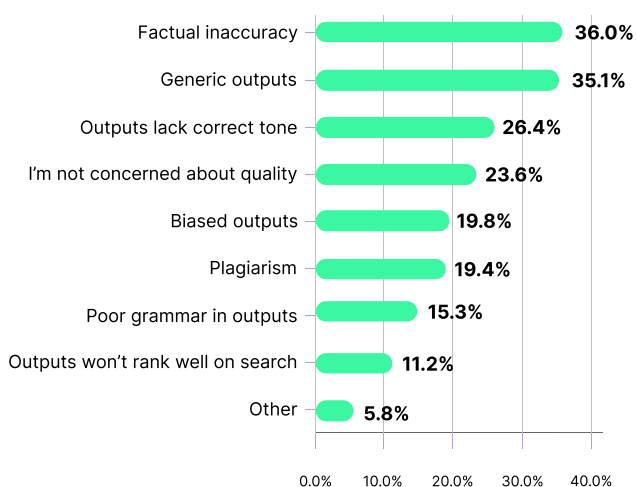

Respondents Who Do Not Use Generative AI Tools

Budget is the primary barrier to entry into the world of generative AI for most professionals and businesses. A majority of our AI-user respondents reported spending $200-500 per month on generative AI tools. And for those working in large corporations, that ongoing investment may be an easy one to make. But for smaller businesses or for freelancers and solopreneurs, the costs of employing generative AI at scale may still be prohibitive.

Quality concerns are the next hurdle for non-users, which we break down even further in the next graphic. Inaccurate facts, generic outputs that don't sound like the user, and generations that are simply subpar — these account for nearly half of the quality concerns users noted. The models and the tools that employ them are quickly advancing past these issues with recent innovations like GPT-4 and Jasper Brand Voice, so it will be interesting to see whether non-users adjust their perspective when those advances are more widely known.

This leads to the next two barriers: professionals being skeptical of the tools and unsure how to use them. Education is key to solving both of those issues. Teaching potential users how generative AI tools work on a technical and usability level can alleviate some skepticism around what they are, and are not, capable of. Skepticism can also refer to concerns over ethics, which education can help temper with time as the impacts of these tools are studied and discussed by trusted thought leaders. The desire to learn more seems to be there, as just over 75% of all users agreed with "I'd like to learn more about how to use generative AI tools in my role."

The professionals who don't see any value in generative AI tools may have job functions or tasks that gen AI cannot help with at the moment. In fact, some respondents told us as much. We asked "What feature would propel you to use AI?" in an open-ended question. Respondents wrote, "automating the distribution or payment processors," "more (visual) data and generated trend lines or analysis," and "process automation or a very advanced assistant like Alexa 2.0" As of this writing, the more common generative AI tools are incapable of tasks along these lines. However, these functionality gaps may close as the technology and its use cases evolve with time.

What aspects of generative AI quality are you most concerned with?

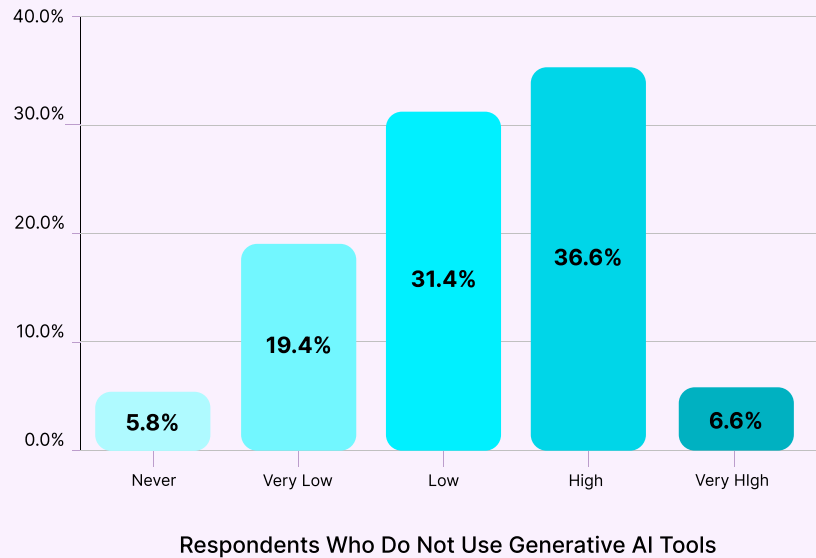|	
Factual inaccuracy	36.0%
Generic outputs	35.1%
Outputs lack correct tone	26.4%
I'm not concerned about quality	23.6%
Biased outputs	19.8%
Plagiarism	19.4%
Poor grammar in outputs	15.3%
Outputs won't rank well on search	11.2%
Other	5.8%

Respondents Who Do Not Use Generative AI Tools

Many of these concerns over quality — from generic outputs to biased or plagiarism — come down to trust. Users and non-users alike want to know that they can trust AI outputs. This holds true with IBM's findings as well, as its 2021 report stated: "Over three-quarters of global IT professionals report that it is critical to their business that they can trust the AI's output is fair, safe and reliable."

The report also stated that large companies were 32% percent more likely to value trust within AI outputs.

This makes sense given that large companies typically have more clients, revenue, regulatory compliance and other business-critical elements at stake that an AI tool's generations could potentially impact.

What is the likelihood you will use generative AI tools in the future?

Respondents Who Do Not Use Generative AI Tools

Bar chart values: Never 5.8%, Very Low 19.4%, Low 31.4%, High 36.6%, Very High 6.6%
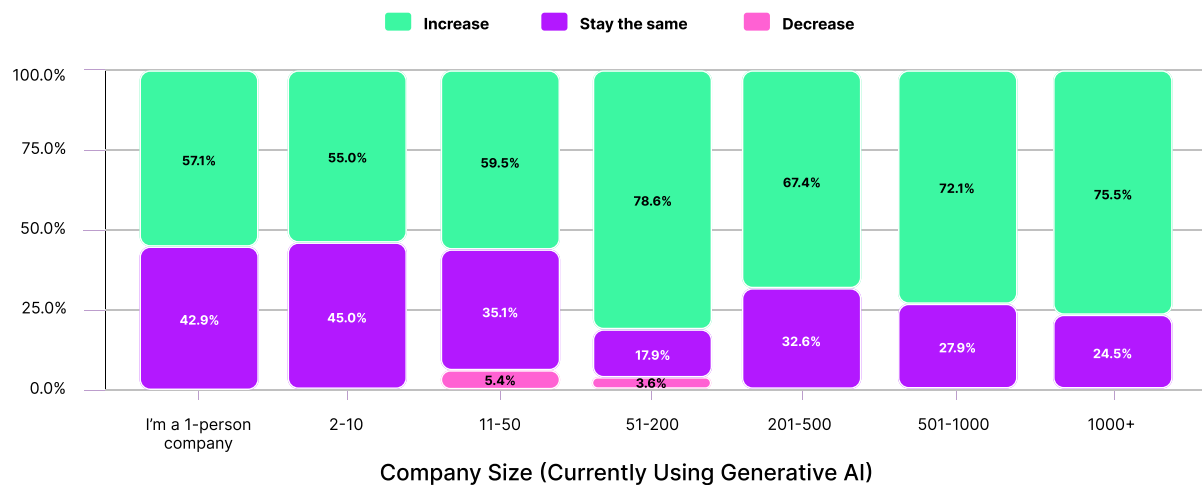
Of the survey respondents not currently using generative AI, 43.4% say they're likely to adopt the technology in the future. It stands to reason that these professionals are hopeful, if not certain, that this technology can benefit them at some point. Again, in response to the question "What feature would propel you to use AI," many respondents wrote that they'd want the tools to save them time on manual tasks, simplify their workflows and make them more efficient in their roles. These are core benefits of essentially all gen AI tools, so converting these non-users to users may happen quickly (if their education goes up and skepticism goes down surrounding the technology.)

However, that leaves the other 56.6% of this cohort who don't see themselves using this technology in the future, if at all. In response to the same question above, some wrote that they're waiting for confirmation that these tools are safe and ethical. Some are also waiting for prices to drop while others want accuracy to improve. These are worthwhile challenges that are pressing today but they're also harder to solve holistically. But as time passes, it's likely that progress will be made toward all these ends and the percentage of skeptical non-users will drop.

Turn Toward the Horizon of Generative AI

We were curious about how generative AI users see their future with the technology, particularly around team budgets and where they'd like to interact with the technology most.

Jasper

How do you expect your generative AI budget to change in the future?

Legend: ■ Increase ■ Stay the same ■ Decrease

| Company Size	Increase	Stay the same	Decrease
I'm a 1-person company	57.1%	42.9%	
2-10	55.0%	45.0%	
11-50	59.5%	35.1%	5.4%
51-200	78.6%	17.9%	3.6%
201-500	67.4%	32.6%	
501-1000	72.1%	27.9%	
1000+	75.5%	24.5%	

Company Size (Currently Using Generative AI)

Of our 500 respondents, less than 10% don't plan on maintaining or increasing their AI-related budgets. We can also see that the larger the company is, the larger its estimated budgetary increase around gen AI.

Another interesting note is that companies with 51-200 employees plan to invest in generative AI at the highest rate and they're already the biggest users. This indicates that these companies are already seeing the potential of generative AI to the greatest degree and they plan to double down on it.

Image source: Jasper Art

It's also clear that moving forward, a small majority of users want to use their generative AI tool of choice as a one-stop-shop for content creation rather than using the technology across a number of disparate platforms. More platforms like Notion and the Google Drive Suites are now baking this tech AI into their products. Meanwhile generative AI producers will continue to improve functionality on their native tools. Additionally, producers like Jasper are developing APIs like Chrome extensions that work across a wide variety of platforms. So how this split shakes out over time might depend on personal preferences given the growing diversity in the market.

58.1%

of all respondents want to interact with generative AI directly in the AI tool
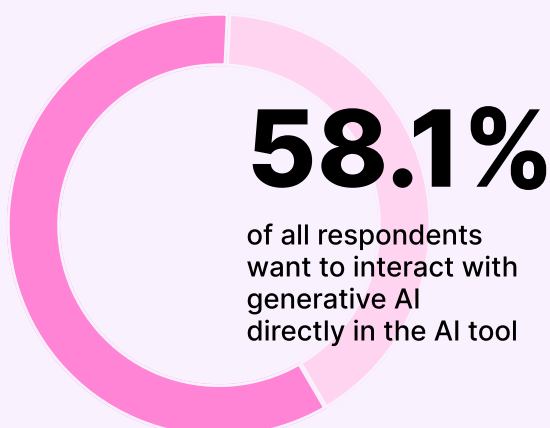
As this report has shown, person-to-person specificity has so much to do with generative AI's place in the business world. Certain role levels and professional specialties (and adopting use cases within them) may see more benefit from the technology right now compared to others. And specific concerns, like factual accuracy, ethics, budgets, or a lack of training on the technology, can inhibit certain professionals from adopting it.

There's a great degree of nuance in how both users and non-users choose to interact with or avoid generative AI. But it is still in its nascent stages and we're at the forefront of the adoption curve. And new technology in this stage always has picky first adopters and cautious skeptics. Here, the pickiness on both sides is warranted given the power of the technology and its ability to impact the world we live in — both of which we are only scratching the surface of at this moment. But Bill Gates summarized the ideal outlook we should collectively have as generative AI grows more useful and ubiquitous.

"We should try to balance fears about the downsides of AI — which are understandable and valid — with its ability to improve people's lives," Gates wrote in his blog post. "To make the most of this remarkable new technology, we'll need to both guard against the risks and spread the benefits to as many people as possible."

Most users that offered us their insights see the benefits clearly and use generative AI multiple times a week, if not daily. Many professionals, even some of those who aren't currently using it, believe this technology will improve in the future and say they will eventually adopt it.

Above all else, users and non-users alike don't underestimate the value of the human touch in how generative AI is leveraged. For example, they know people are still needed to edit outputs (for accuracy, biases, etc.), make the tools useful via human creativity and use their intuition to strategize on how to best use that content.

As awareness of generative AI continues to spread like wildfire, there will be more people to share news of the benefits and get involved in guarding against risks. We're confident that overall adoption in the business world will increase and we're already excited to see where user and non-user sentiments fall next year. Thank you very much for reading and we'll see you then!

Curious to see more of what's possible with generative AI in your business?

Request a demo of Jasper today.