

Reimagining Tomorrow: AI in PR and Communication Management

Global Alliance for Public Relations and Communication
Management 2025 Survey Results



We are on a Journey

Prof. Justin Green

President and CEO, Global Alliance for Public Relations and Communication Management

The release of this landmark report marks a pivotal moment in our profession's journey toward understanding and leading in the responsible use of Artificial Intelligence.

With close to 500 voices from communication and public relations professionals worldwide, this report provides powerful insights into how our industry is approaching AI's challenges and opportunities. It reflects a shared commitment to leadership, accountability, and proactive engagement in shaping how AI is adopted in our organizations and society.

This research, conducted in partnership with the Centre for Strategic Communication Excellence (CSCE) and Reputation Lighthouse, offers a snapshot of our current position and a clear direction for our future. The findings will guide the evolution of our **Guiding Principles for Responsible AI**.

Most importantly, this report lays the foundation for a deeper, global conversation through the **Responsible Communication Movement** led by **The Global Alliance**—an initiative to ensure PR and communication professionals lead with purpose, integrity, and foresight in an AI-enabled world.

I commend everyone who contributed to this work. Your input has helped shape a roadmap for the future of our profession and our role in guiding organizations in responsible AI practices.

"This report lays the foundation for a deeper, global conversation through the Responsible Communication Movement led by the Global Alliance"

Scanning the Horizon

This report presents the findings from the “AI in Public Relations and Communication Management Survey” conducted between February 18 and April 17 2025. With responses from across the globe, the survey provides valuable insights into how PR and communication professionals adopt, implement, and manage AI technologies within their organizations.

Widespread adoption with governance gaps



While AI adoption is widespread (**91%** allowed to use AI), there's a significant governance gap with only **39.4%** of organizations having responsible AI frameworks and 38.3% having no constraints at all.

Democratized access but limited guidance

65.2%

of organizations provide AI access to all team members in PR and communication, rather than restricting it to leaders or select individuals. However, the support for implementation received an average rating of just **2.78** out of **5**.

Strategic priorities vs. current practice

PR and communication professionals clearly prioritize governance (**33.3%**) and ethics (**27.3%**) as their most important AI-related responsibilities. However, their current involvement is often heavily weighted toward technical implementation, which they consider less strategically important.



Communication gap with stakeholders

Despite communication being our core function, fewer than half of the respondents communicate about AI to stakeholders—only **49.8%** communicate about responsible AI approaches, **46.9%** about AI ethics, and just **35.6%** about AI governance structures. This represents a critical missed opportunity to demonstrate value and bring stakeholders along on the AI journey.



Leadership void in AI governance

ONLY 8.2%

of organisations have PR and communication teams taking a leading role in AI governance and strategy. The majority (**57.5%**) are not involved at all in formal AI governance structures despite ranking this as their top strategic priority.

Content creation dominance



PR and communication professionals are primarily using AI for content creation (**71.4%**), which could be expanded to more strategic applications like audience insights, crisis response, and data-driven decision making.

Ethical confidence gap

Only **26.2%** feel very confident evaluating ethical implications of AI, with **60.5%** feeling "somewhat confident" and **13.3%** "not confident," suggesting a need for more guidance and training in this area.



Structured responsible AI frameworks

Among organizations with responsible AI guidelines (**39.4%**), the most common elements are Ethics/Law (**69.5%**), Governance/Standards (**60%**), Security/Privacy (**51.7%**), and Risk/Reputation (**50%**).



Resource allocation opportunity



For all AI-related activities examined, current involvement significantly exceeds the percentage of respondents who rate the activity as top priority, suggesting an opportunity to realign resources toward the most strategically important activities.

Job evolution concerns

There's significant anxiety about job displacement, reduced creativity, and loss of human interaction, indicating a need for career path guidance in an AI-augmented profession. The findings suggest that while AI adoption is widespread in PR and communication roles, there remains a significant gap in governance, training, and ethical frameworks to guide its responsible use.

Charting the course

These findings paint a picture of a profession at a critical inflection point in its AI journey. While PR and communication professionals have enthusiastically adopted AI tools, there remains a significant gap between current practices and strategic aspirations. The profession clearly recognizes that its most valuable contribution lies in shaping ethical frameworks and governance structures rather than technical implementation, yet current activities often don't reflect these priorities.

The disconnect between high adoption rates and low governance frameworks presents both a risk and an opportunity. Organizations that fail to develop appropriate guardrails risk inconsistent usage, ethical missteps, and potential reputational damage. Conversely, PR and communication teams that take the lead in working with their organizations to develop and implement responsible AI have an unprecedented opportunity to elevate their strategic role.

Perhaps most concerning is the failure of PR and communication teams to fulfill their core function – communication – when it comes to AI. With fewer than half of respondents actively communicating about AI ethics, governance, and responsible approaches to stakeholders, the profession is missing a crucial opportunity to demonstrate its value and bring internal and external audiences along on the AI journey. Similarly, the minimal leadership role (8.2%) PR and communication teams are taking in AI governance and strategy represents a serious risk to the profession's future relevance.

The widespread anxiety about job displacement reflects the profession's awareness that AI will transform, not just supplement, traditional PR and communication roles. This transformation will likely accelerate the shift from tactical execution to strategic guidance, requiring professionals to develop new skills while emphasizing the uniquely human elements of communication that AI cannot replicate.

These insights collectively underscore the need for intentional leadership in navigating the AI revolution in PR and communication. The most successful professionals and organizations will be those that align their AI activities with strategic priorities, invest in responsible AI and proactively reimagine roles for an AI-augmented future.

Blueprint for Tomorrow

Let's examine the survey responses, which reveal how PR and communication professionals are currently implementing AI, their strategic priorities, and the emerging patterns that will shape our profession's future.

Survey Demographics

Of the 473 responses worldwide:

Geographic Distribution of Respondents

Africa	31.7%
Europe/Middle East/ North Africa (EMENA)	27.4%
North America (USA/Canada/Mexico)	15.1%
Australia/New Zealand	13%
Asia-Pacific	9.4%
South and Central America	3.4%

Organization Size

< 50 people	37.7%
51-500 people	24.5%
501-5,000 people	21.9%
5,001+ people	15.8%

Job Level Distribution

Middle management	25%
Senior management	24.5%
Intermediate	15.6%
Owner	13.9%
Executive/C-level	12%
Entry level	6.7%
Other	2.2%

Industry Distribution of Respondents

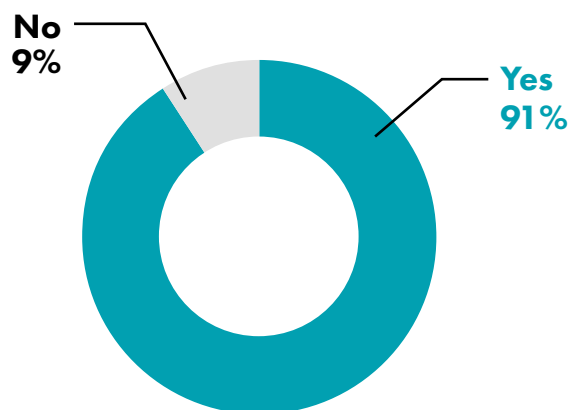
Public Service/Government	23.6%
Education, Child Development and Family Services	8.9%
Marketing, Sales Services and Advertising	7.9%
Business Services	6.5%
Information and Communication Technology	6%
Arts, Media and Entertainment	5.8%
Other sectors	41.3%

Years of Experience in PR/Communication

20+ to 30 years	21.1%
1 month to 5 years	19.7%
5+ to 10 years	17.8%
10+ to 15 years	16.1%
15+ to 20 years	13.5%
30+ years	11.8%

AI Usage and Management

AI Permission in Organizations



Among the 9% who reported AI is not allowed, 52.8% admitted to using it anyway ("shadow AI")

AI Access Distribution Within PR Teams

Organizations provide AI access to all team members in PR/Communication	65.2%
Restrict AI to select individuals	24.3%
Limit to leaders only	10.5%

AI Management Approaches

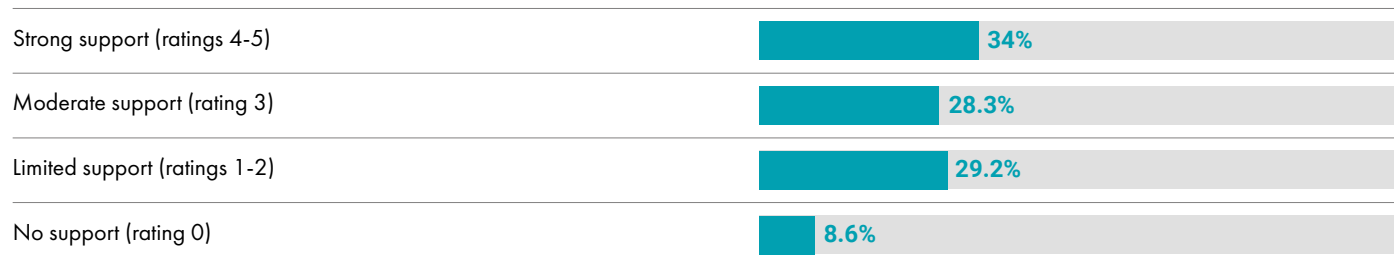
Limited governance: Organizations have no constraints or restrictions currently in place.	38.3%
Approved tools: Organizations have selected company-wide approved tools (like Chat GPT, Copilot etc).	37.5%
Freedom to explore: Respondents are allowed to freely explore AI in the workplace.	35.8%
Formal processes: Organizations have formal processes for AI tool recommendations and approval.	18.3%
In-house development: Organizations are building their own AI tools.	12.4%
BYOAI: Can only use AI tools they personally provide or download at work.	5.6%

Organizational Support and Guidance

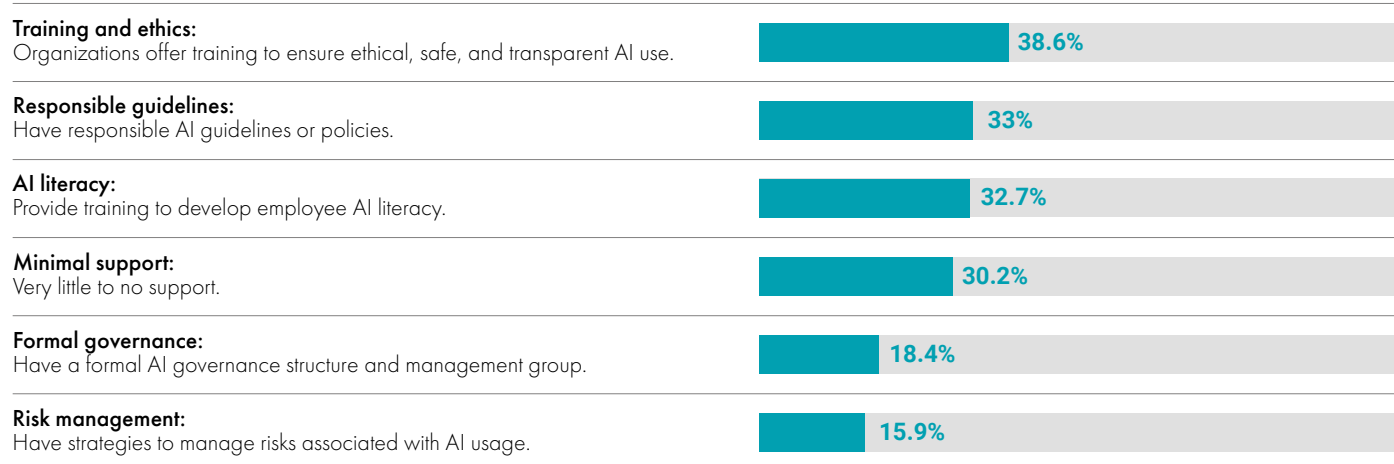
Support for AI Implementation

Average support rating: 2.78 out of 5, indicating moderate but insufficient organizational support.

Organizational Support Rating Distribution



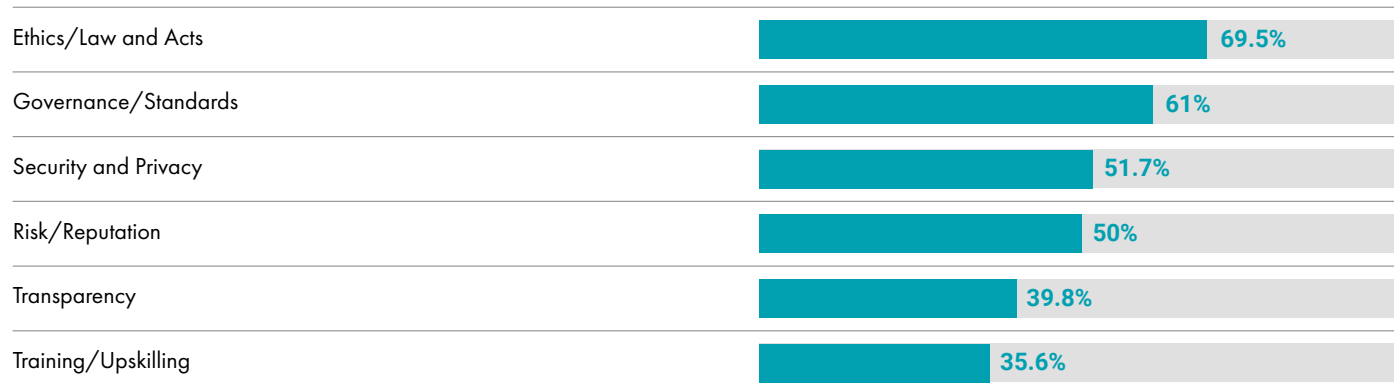
AI Support Offerings



Responsible AI Policy Adoption

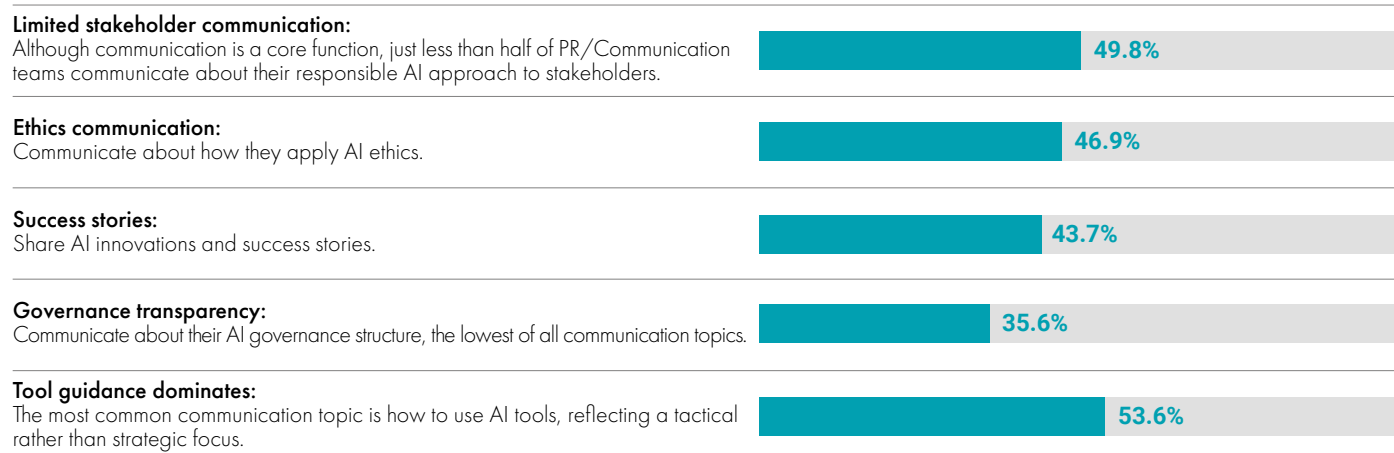


Framework Coverage Areas



PR and Communication Team Involvement in AI Activities

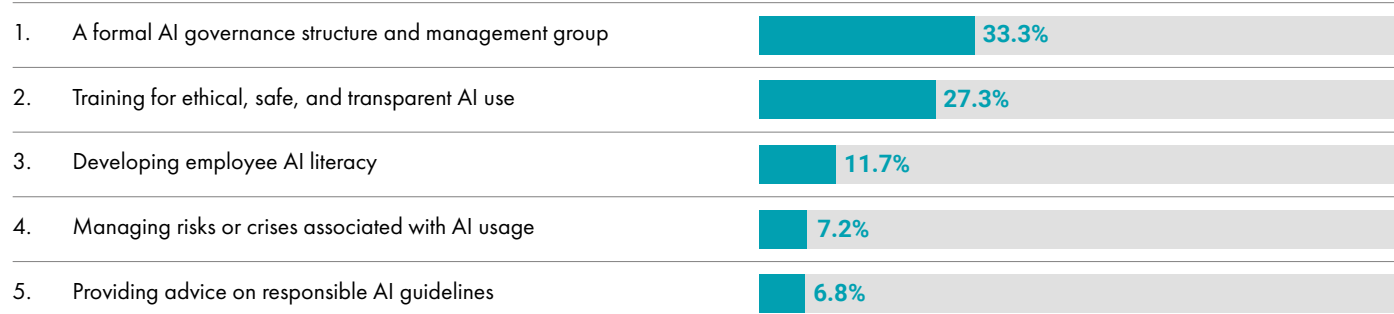
AI Communication Topics



Leadership in AI Activities

Activity	Not Involved	Contributing	Leading
AI governance structure	57.5%	35.6%	6.9%
Ethical & transparent AI use	46.8%	40.8%	12.4%
Employee AI literacy	51.3%	37%	11.7%
AI risk & crisis management	57.1%	29.1%	13.8%
Responsible AI guidelines	58.6%	33.7%	7.7%

PR and Communication Professionals Identify Top Five Important Priorities



Alignment Between PR and Communication Team Involvement and Perceived Importance

The survey revealed interesting insights when comparing **current PR and communication team involvement** in AI activities with how **important** respondents believe these activities are for PR and communication teams.

Current Involvement vs. Perceived Importance

Activity	Rated as #1 Priority	Current Involvement	Gap
Formal AI governance structure	33.3%	57.5%	24.2%
Ensuring ethical, safe AI use	27.3%	46.8%	19.5%
Developing employee AI literacy	11.7%	51.3%	39.6%
Managing AI risks and crises	7.2%	57.1%	49.9%
Responsible AI guidelines/policies	6.8%	58.6%	51.8%
Strategic alignment of AI with goals	6.1%	60.7%	54.6%
Formal change management strategy	3.4%	61.5%	58.1%
AI certification program	2.3%	82.9%	80.6%
Advising on complex prompts and use cases	1.9%	62.3%	60.4%

Key Observations

- **Clearer strategic priorities:** The data shows PR and communication professionals clearly prioritize governance (33.3%) and ethics (27.3%) as their most important AI-related responsibilities. However, their current involvement patterns don't fully reflect these priorities.
- **Highest misalignments:** The most striking disparities are in technical areas with lowest strategic importance —AI certification programs (80.6% gap) and advising on complex prompts (60.4% gap), where PR and communication teams are heavily involved despite few considering these top priorities.
- **Resource allocation opportunity:** For all nine activities, current involvement significantly exceeds the percentage of respondents who rate the activity as top priority, suggesting an opportunity to realign resources toward the most strategically important activities.
- **Strategic vs. technical focus:** This misalignment indicates that while PR and communication teams are currently deeply engaged in technical AI implementation, they see their most valuable contribution in shaping ethical frameworks and governance structures.
- **Most aligned activities:** The smallest gaps (indicating better alignment) were in ensuring ethical AI use (19.5% gap) and formal AI governance structures (24.2% gap), suggesting these are areas where current involvement most closely matches perceived importance.

Opportunities and Benefits of AI

Greatest Opportunities from AI

Respondents identified the following as the most significant opportunities AI presents for the PR and communication profession:

Faster content creation: Speeds up writing media releases, articles, and reports.	71.4%
Improved content quality: Helps produce content that is clear, concise, and consistent.	39.9%
Task automation: Handles media monitoring, transcription, and reporting.	35.9%
Enhanced creativity: Supports brainstorming and storytelling.	27.4%
Audience insights: Helps understand and personalize communication.	23%
Data-driven decisions: Enhances trend forecasting and campaign success measurement.	22.2%
Inclusive communication: Supports translation, captions, and accessibility.	16.9%
Crisis response: Provides real-time sentiment analysis and support.	14.5%
Media relations optimization: Improves journalist targeting and media outreach.	8.1%
Internal communication: Enhances chatbots and knowledge sharing.	8.1%
AI leadership: Shapes responsible and ethical AI use in communication.	6.8%

Defining Responsible AI

When asked to define responsible AI in their own words, respondents highlighted several key themes:

Top Themes in Responsible AI Definitions

Ethics: Ethical development and deployment of AI	31%
Beneficial use: AI that provides value and positive outcomes	28.9%
Human oversight: Maintaining human control and supervision	23.1%
Verification: Fact-checking and validating AI outputs	17.8%
Transparency: Clear disclosure about AI use and attribution	16.5%

What Respondents Said

Comprehensive definition covering multiple themes:

"As an educator, I define responsible AI as the practice of developing and using artificial intelligence in a way that prioritizes ethical considerations, transparency, and inclusivity. It means ensuring that AI systems are designed to benefit all students, protect their privacy, and promote fairness. Responsible AI encourages critical thinking about the implications of technology in education and fosters a learning environment where both educators and students feel empowered to engage with AI thoughtfully and ethically. Ultimately, it's about harnessing the power of AI to enhance learning while being mindful of its impact on individuals and society."

On verification and balance:

"I think being responsible with AI is allowing yourself to understand that it is a tool, but not a replacement for work. It helps you organize your ideas faster, it helps inspire and even provide with great feedback on grammar or give you a starting point for an investigation. It is, however, never a complete and accurate work in itself. All work with AI must be revised, questioned and never used as a primary source."

On transparency and attribution:

"Responsible AI is applied to enhance efficiency but avoiding plagiarism of creative works, concepts or content. Articles, creatives, messaging or content generated by AI must be publicly attributed as such."

On human oversight and verification:

"Not putting client or company private information into any AI software. Using AI to brainstorm and conduct research while ensuring to fact-check all the information generated. Disclosing to clients when necessary that AI was used on a project maybe for generating a logo for instance. Overall, using AI as an assistance tool rather than a 'do-it-all' tool because then that humanistic touch can be lost. I do not believe AI was created to replace human intelligence but rather to assist humans in our everyday lives, work lives, etc."

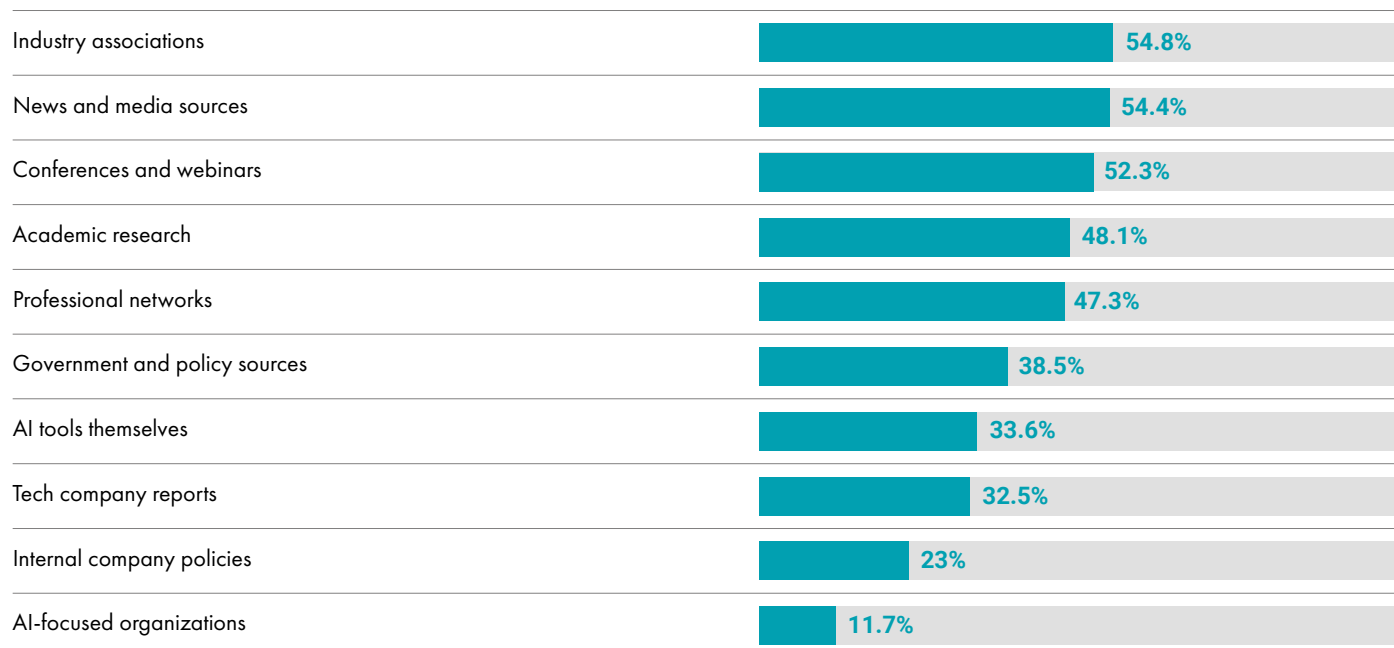
On ethical use and benefits:

"I believe that AI provides great opportunity if used in a way that benefits society while minimising the risk of negative consequences, such as automated cyber attacks and fake news, through AI generated imagery and conspiracy theory spreading, through using real news as a reinforcer of fake news generated out of AI for individual financial gains. It's about creating AI technologies that not only advance our capabilities, but also address ethical concerns – particularly with regard to bias, transparency and privacy."

These definitions reflect a sophisticated understanding among PR and communication professionals that responsible AI requires a multi-faceted approach encompassing ethics, verification, human oversight, transparency, and beneficial outcomes.

Sources of Responsible AI Information

PR and communication professionals report getting information on responsible AI from:

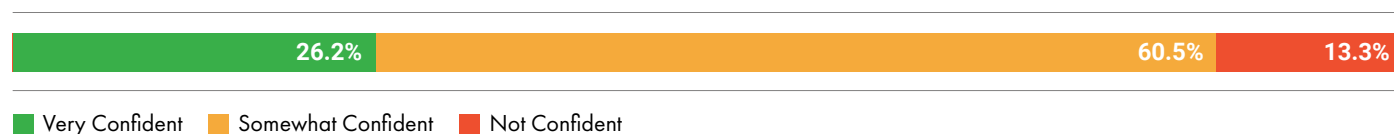


Notably, 9.9% of respondents don't actively seek information on responsible AI.

Challenges and Concerns

Confidence in Evaluating Ethical Implications

When asked about their confidence in evaluating the ethical implications of using AI in their roles:



This suggests a significant training opportunity for ethical AI use in PR and communications.

Perceived Threats to the PR and Communication Profession

Respondents identified several significant threats that AI poses to them and the PR and communication profession:

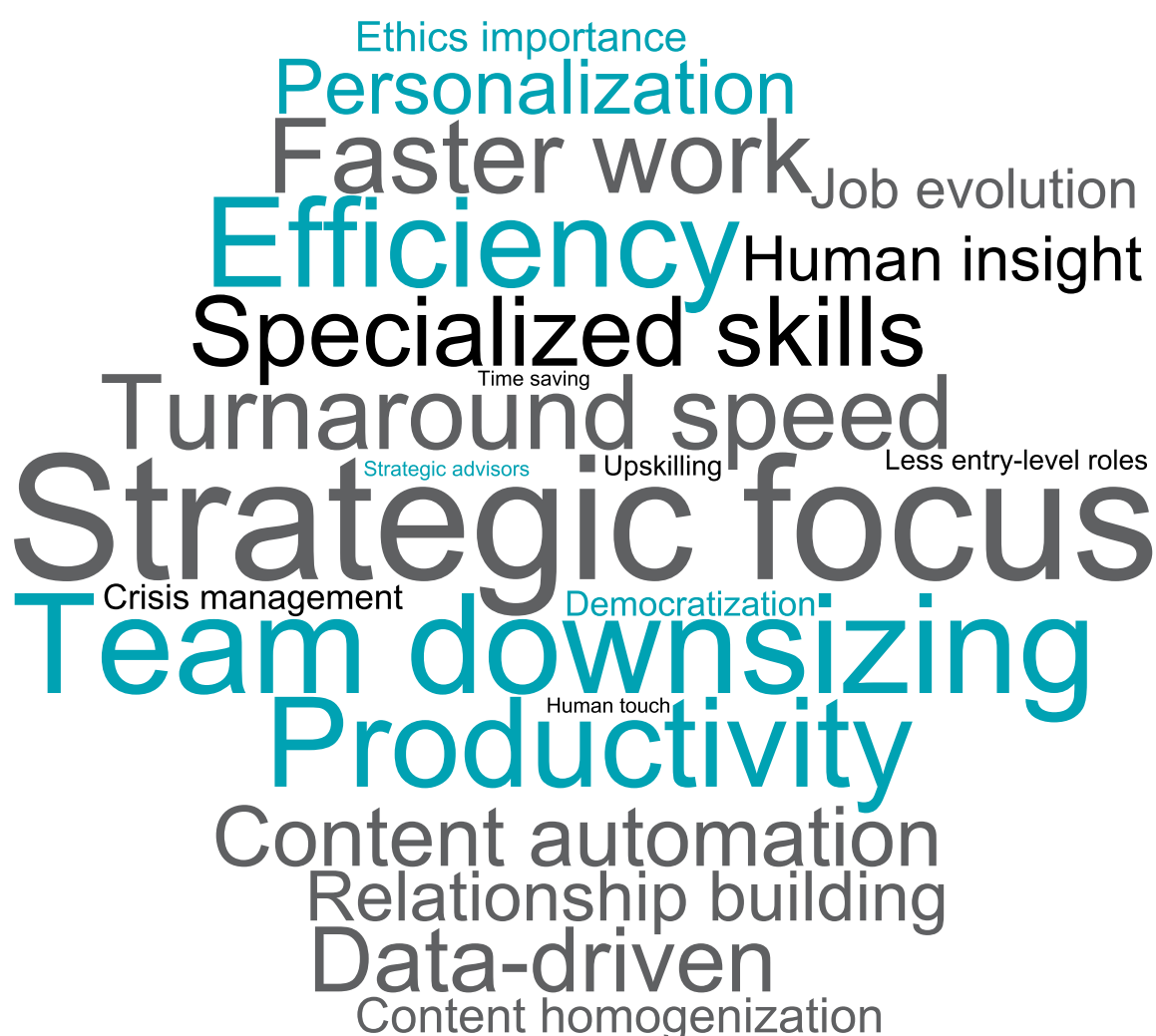
1. **Job displacement:** "Unemployment, redundancy of staff" and "The PR and communication profession will lose its relevance."
2. **Reduced creativity:** "Over-reliance on it can make our personal innovation go down", and "There is a danger of one applying their ability in communication minimally. Full potential is overshadowed."
3. **Quality and authenticity issues:** "Artificial Intelligence makes it easier to plagiarise content that is unethical" and "Authenticity. Do employees care about leadership communication if they perceive it's done by AI?"
4. **Misinformation risks:** "Cybersecurity, digital media manipulation, misinformation and fake news."
5. **Human interaction loss:** "We will stop paying attention to qualitative participatory research", and "Reduced physical interaction/networking."



Anticipated Changes in the PR and Communication Profession

When asked how AI will change the PR and communication profession in the next five years, respondents predicted:

1. **Shifting professional roles:** "From content creator to content facilitator. From graphics designer to brand management. From hands on to strategic. From creative to technological."
2. **More strategic focus:** "Way more focus on strategy" and "AI will save us time on monitoring media and social listening. It will automate routine tasks even more (that would otherwise consume significant amounts of time and resources)."
3. **Industry structure changes:** "More in house, less agencies" and "With clear guidelines on the use of AI, the systems will be a game changer and enhance efficiency and diversity."
4. **Workforce reduction:** "Many organizations will downsize its staff" and "There will be loss of some jobs as managers can use the tool to perform added responsibilities."
5. **Regulatory complexity:** "Some human roles/functions will disappear but new ones will arise since regulation will also be more complex."
6. **Risk of depersonalization:** "Creativity will be over shadowed" and "Africa is still plagued by data deficiency and so artificial intelligence may continue to have bias in terms of statistics, themes, modelling and information."



The Road Ahead

Recommendations for PR and Communication Professionals

1. **Develop AI literacy:** Actively pursue training in AI tools, prompt engineering, and ethical AI use to stay relevant and effective in an evolving landscape.
2. **Lead governance initiatives:** Position PR and communication teams to lead the development of responsible AI guidelines and communication strategies rather than just implementing tools — 33.3% of respondents ranked “a formal AI governance structure and management group” as the most important area for PR and communication involvement.
3. **Create ethical frameworks:** Establish clear guidelines for the transparent use of AI in communication, including proper attribution of AI-generated content.
4. **Focus on strategic applications:** Move beyond using AI for basic content creation to leveraging it for audience insights, crisis monitoring, and data-driven strategy.
5. **Prioritize stakeholder communication:** Significantly increase communication about AI ethics, governance, and responsible use to both internal and external stakeholders — this is both a core professional responsibility and a strategic opportunity currently being missed by more than half of PR teams.
6. **Maintain human connection:** Preserve and emphasize the human elements of PR and communication teams while automating routine tasks.
7. **Demonstrate organizational value:** Shift focus from using AI solely for PR and communication tasks to advising on organization-wide AI implementation, governance, and stakeholder engagement to enhance the function’s strategic value.

Recommendations for Organizations

1. **Establish clear governance:** Develop comprehensive responsible AI guidelines with strong emphasis on ethics, privacy, and risk management — only 39.4% of organizations currently have such frameworks in place.
2. **Invest in training:** Provide formal training programs to develop both technical and ethical AI capabilities across the organization.
3. **Democratize access responsibly:** Continue providing broad access to AI tools while implementing appropriate guardrails.
4. **Include PR and communication in AI strategy:** Involve PR and communication teams in AI governance structures, development of responsible AI practices and strategic decision-making.
5. **Address workforce concerns:** Develop clear career path guidance that shows how roles will evolve rather than disappear with increased AI adoption.

Recommendations for Global Alliance Member Organizations

1. **Develop standards:** Create industry-specific standards for responsible AI use in PR and communication.
2. **Provide specialized training:** Offer AI certification and training programs specifically tailored to PR and communication professionals.
3. **Facilitate knowledge sharing:** Create more forums for sharing best practices, case studies, and success stories of AI implementation.
4. **Address regional disparities:** Develop resources that address regional challenges, such as data deficiency issues highlighted by African respondents.
5. **Partner with AI developers:** Work with AI tool developers to ensure PR and communication-specific needs are addressed in future tool development.
6. **Demonstrate strategic value:** Documenting and sharing case studies of how PR leadership in AI governance creates organizational value.
7. **Advocate for communication leadership:** Promoting the essential role PR and communication professionals should play as strategic advisors on responsible implementation.

Final Thoughts

The AI revolution in PR and communication is well underway, with remarkable adoption rates across organizations of all sizes and regions. This survey clearly shows that PR and communication professionals recognize both the transformative potential of AI and the ethical responsibilities it brings.

As we move forward, the challenge lies not in technology adoption—which is happening rapidly—but in developing robust governance frameworks, responsible AI guidelines, and appropriate training. The significant gaps between current involvement and perceived importance across various AI activities suggest a need to realign resources toward governance, responsible and ethical frameworks.

The PR and communication profession stands at a pivotal moment where it can either be diminished by AI or elevated by it. By embracing AI as a strategic tool rather than just a tactical one, PR and communication professionals have the opportunity to enhance their strategic value while allowing technology to handle routine tasks.

The optimism and thoughtfulness reflected in respondents' definitions of responsible AI demonstrate that the profession is approaching this transformation with a sophisticated understanding of what's at stake. With proper guidance, training, and governance, AI can help PR and communication professionals deliver more value, reach wider audiences, and tackle more complex communication challenges in the years ahead.

We hope this research serves as a catalyst for meaningful discussions and actions as communication professionals navigate the AI-augmented future of PR and communication.

Thoughts from our researchers



Adrian Cropley OAM, FRSA, FCSCE, IABC Fellow, SCMP

Co-founder, Centre for Strategic Communication Excellence

"Our profession is at a pivotal moment of transformation. While PR and communication professionals have embraced AI with remarkable enthusiasm, we now face our most consequential challenge: defining the ethical boundaries and governance frameworks that will shape its impact on society. We must become the moral architects of AI's implementation within our organizations. The data clearly shows that we recognize this calling, and responsible AI is our highest priority. This is our moment to elevate beyond tactical execution to true strategic leadership, advocating not just for organizational success, but for AI implementations that serve the common good of society. The choices we make today will define both our profession's relevance and our collective impact on how AI transforms communication for generations to come."



Bonnie Caver FCSCE, IABC Fellow, SCMP

Founder and CEO, Reputation Lighthouse

"The insights from this global survey provide a clear directive for our profession: we have to accelerate beyond our own adoption to support our organizations and our internal and external stakeholders in effectively transitioning and evolving into an AI-enabled workforce and society. What stands out is the significant gap between current practices and strategic priorities—PR and communication teams are heavily involved in technical aspects of AI but recognize that governance ethics, risk mitigation, strategic communication and change management should be their focus. As the designers and keepers of reputation, we must position ourselves at the intersection of AI innovation and responsible use, ensuring these powerful tools enhance rather than diminish the authenticity and trust that underpin effective communication."

With Thanks

This landmark research was led by the Global Alliance for Public Relations and Communication Management in partnership with the Centre for Strategic Communication Excellence (CSCE) and Reputation Lighthouse. We extend our sincere gratitude to all survey participants from across the globe who contributed their valuable insights to this important study.



Global Alliance for Public Relations and Communication Management

The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing over 360,000 practitioners, academics, and students across 126 countries worldwide. The Global Alliance's mission is to unify the public relations and communication professions, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations and communications in the public interest.



Centre for Strategic Communication Excellence (CSCE)

The Centre for Strategic Communication Excellence (CSCE) is a community of passionate communication professionals dedicated to partnering with organisations to support engagement, integration, and innovation through research, education, and professional certification. The CSCE provides research, insights, and learning opportunities that enable communication professionals to lead through a strategic approach, focusing on business acumen, leadership, and communication excellence to create better businesses and build stronger communities.



Reputation Lighthouse

Reputation Lighthouse is a global consultancy with United States offices in Denver, Colorado and Austin, Texas. Reputation Lighthouse supports companies in creating, accelerating, and protecting their corporate value, especially in transformation and disruption. Since 2004, Reputation Lighthouse has worked with leaders to maximize organisational growth and value while mitigating the risks that impede success and erode trust, focusing on the disciplines of change, brand, reputation, communication, and training.

Special thanks to:

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Research Methodology

This survey was conducted between February 18 and April 17, 2025. It gathered responses from 473 PR and communication professionals across diverse geographic regions, industries, organizational sizes, and experience levels. The survey included both multiple-choice and open-ended questions covering AI adoption, implementation, governance, perceived benefits, and concerns. Assistance in drafting and analysis was provided by [Claude.ai](#) under the supervision of the research team.

Data Limitations

Several limitations should be considered when interpreting the findings of this survey:

1. **Organizational size distribution:** The high representation of small organizations (<50 employees) at 37.7% of respondents may influence the overall findings, particularly the 91% AI adoption rate. Small agencies and consultancies might adopt AI technologies at different rates than larger organizations due to differences in agility, decision-making processes, and resource constraints. Without cross-tabulation analysis between organization size and AI adoption, we cannot definitively determine if certain organizational sizes are driving the high adoption rates observed in the survey.
2. **Skip logic impact:** The survey used skip logic for certain questions. For example, only the 39.4% of respondents (127 organizations) who indicated they have responsible AI guidelines in Question 14 were then asked about the coverage areas of these guidelines in Question 15. This means percentages reported for Question 15 represent proportions of this subset, not the entire survey population.
3. **Self-selection bias:** Respondents who chose to participate in an AI-focused survey may already have higher interest in or experience with AI, potentially skewing results toward more positive adoption and usage patterns.
4. **Regional variations:** While the survey includes respondents from diverse geographic regions, cultural, regulatory, and technological differences between regions may influence AI adoption patterns in ways not fully captured by the aggregate data.

These limitations provide opportunities for further research, particularly cross-tabulated analysis of AI adoption by organization size, industry, and geographic region.



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