COMMUNICATION LEADERS OF CHICAGO (CLC)
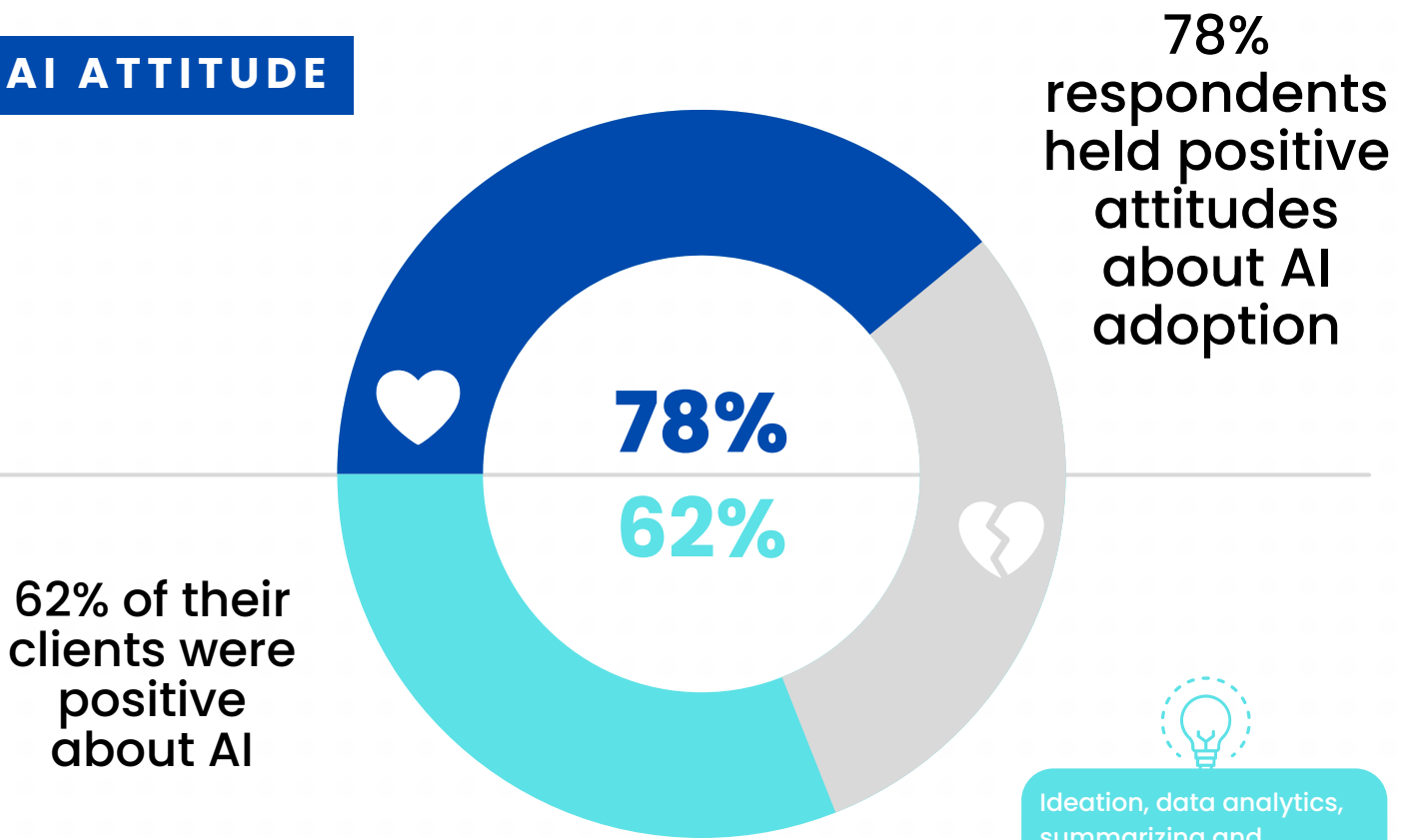# MEMBER SURVEY ON AI ADOPTION
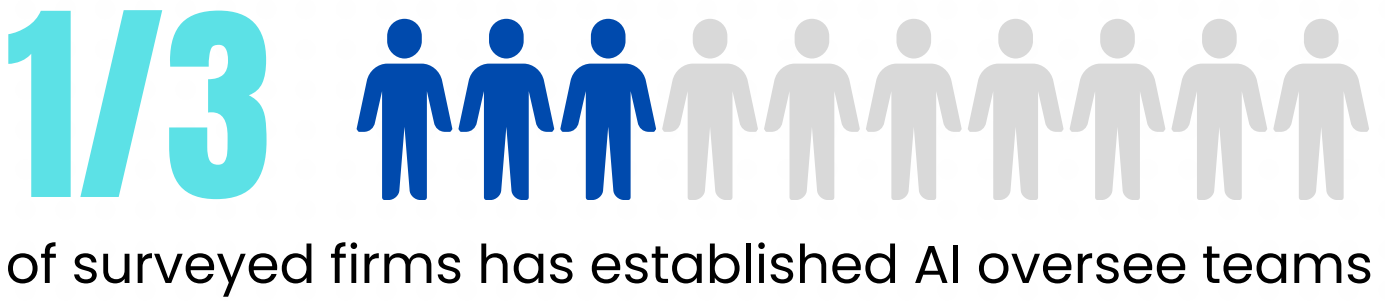
TONY DENG & NUR UYSAL, DEPAUL UNIVERSITY
RON CULP, CLC

AI ATTITUDE

78% respondents held positive attitudes about AI adoption

78%
62%

62% of their clients were positive about AI

Ideation, data analytics, summarizing and creating personal written content were top reasons for using AI

AI MANAGEMENT

1/3

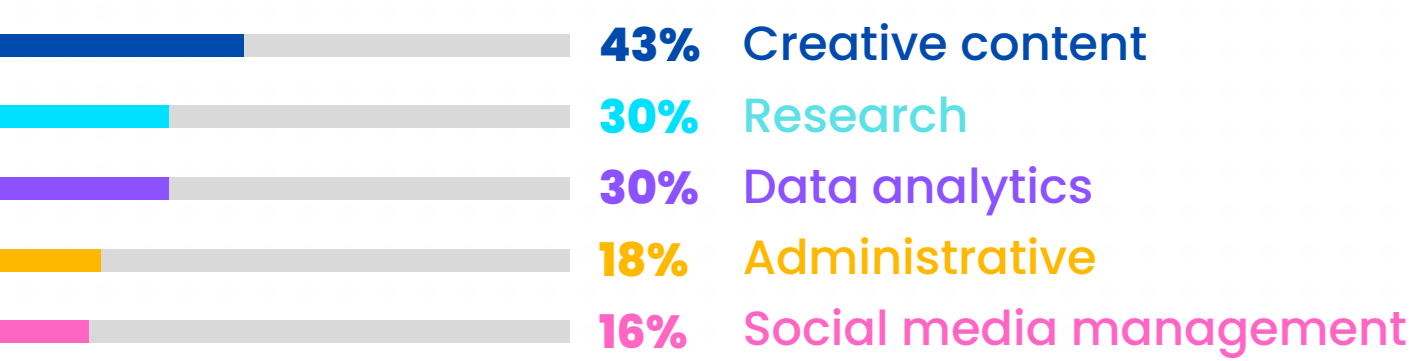of surveyed firms has established AI oversee teams

AI CONCERNS

#1	AI OUTPUT QUALITY/ACCURACY	24.3%
#2	ETHICAL ISSUES	23.2%
#3	PRIVACY/DATA SECURITY	14.7%

AI APPLICATION

43%	Creative content	
30%	Research	
30%	Data analytics	
18%	Administrative	
16%	Social media management	

AI PRIORITIES FOR 2024

Half of the respondents said AI work product is permitted in their companies on a limited-use basis.

• Content authenticity **(17%)**
• Develop data-driven strategies **(16%)**
• Integrate AI in the general workflow **(16%)**

FEB / 22 / 2024 (N=80)