CIO

THIRD ANNUAL

AI Priorities Study

Insight into how organizations are leveraging artificial intelligence

Purpose and methodology

SURVEY GOAL

To measure AI trends among technology decision-makers including their use cases, investment and implementation levels, measures of success and challenges.

Fielded in December 2025

TOTAL RESPONDENTS
538 IT decision-makers

REGION
North America: 60%
EMEA: 20%
APAC: 20%

AVERAGE COMPANY SIZE
5,000+: 29%
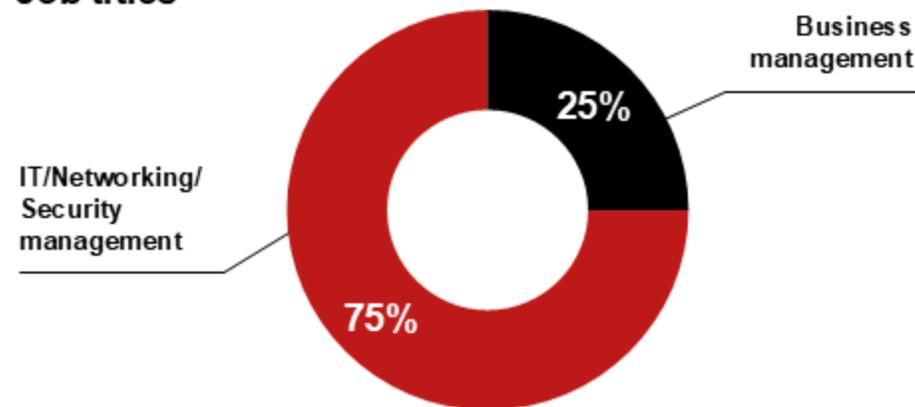**1,000-4,999:** 22%
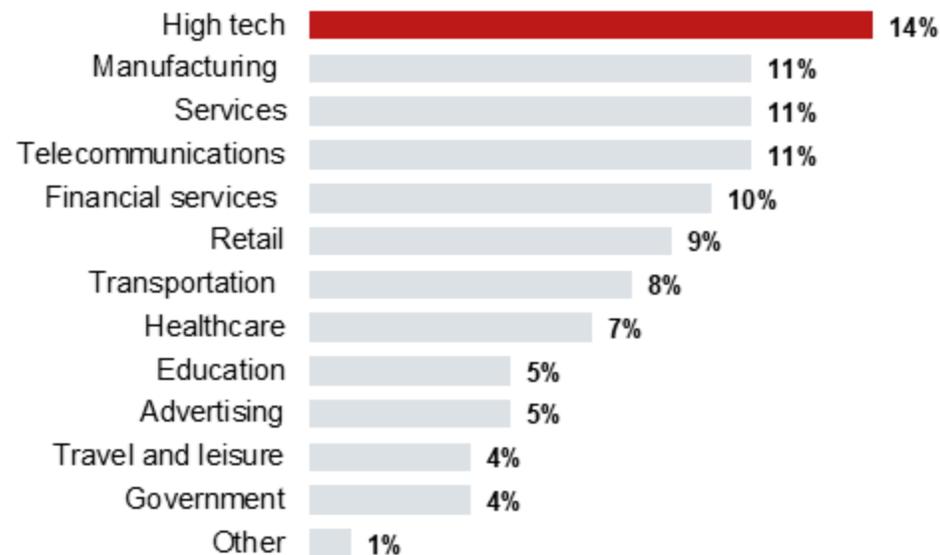**100-999:** 40%
Less than 100: 10%

IT leadership

All survey respondents are either actively researching, have plans, or have implemented AI and Generative AI technologies at their organization.

Number of questions **39**

Job titles

- Business management — 25%
- IT/Networking/Security management — 75%

Top represented industries

Industry	Percentage
High tech	14%
Manufacturing	11%
Services	11%
Telecommunications	11%
Financial services	10%
Retail	9%
Transportation	8%
Healthcare	7%
Education	5%
Advertising	5%
Travel and leisure	4%
Government	4%
Other	1%

What's the status on AI?

We're now out of the research phase

Legend: 2025, 2024, 2023

- **On my radar or actively researching AI technology:** 2% (2025), 41% (2024), 50% (2023)
- **Piloting new AI initiatives:** 23% (2025), 21% (2024), 24% (2023)
- **Have implemented AI technology within our business unit:** 25% (2025), 16% (2024), 13% (2023)
- **Have implemented AI technology enterprise-wide:** 19% (2025), 16% (2024), 13% (2023)
- **Upgrading our AI technologies:** 14% (2025), 7% (2024), 5% (2023)
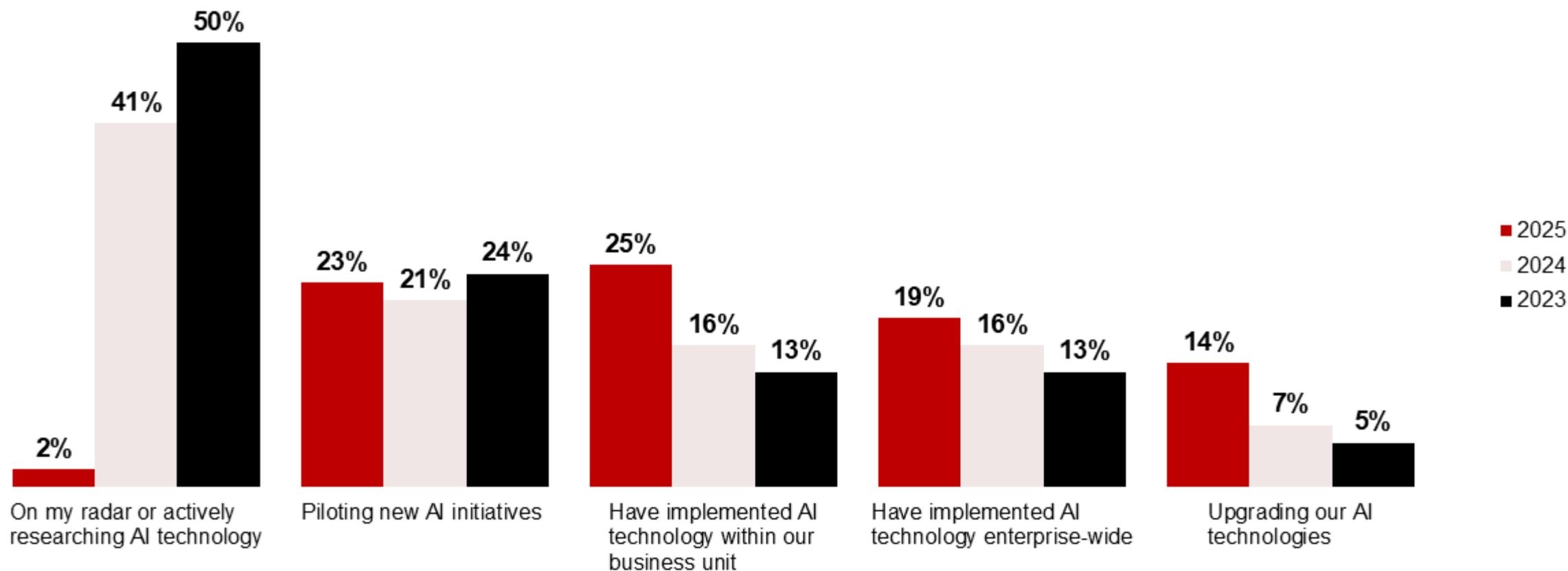
Question: Which option best describes your current activity with Artificial Intelligence (AI) technology?
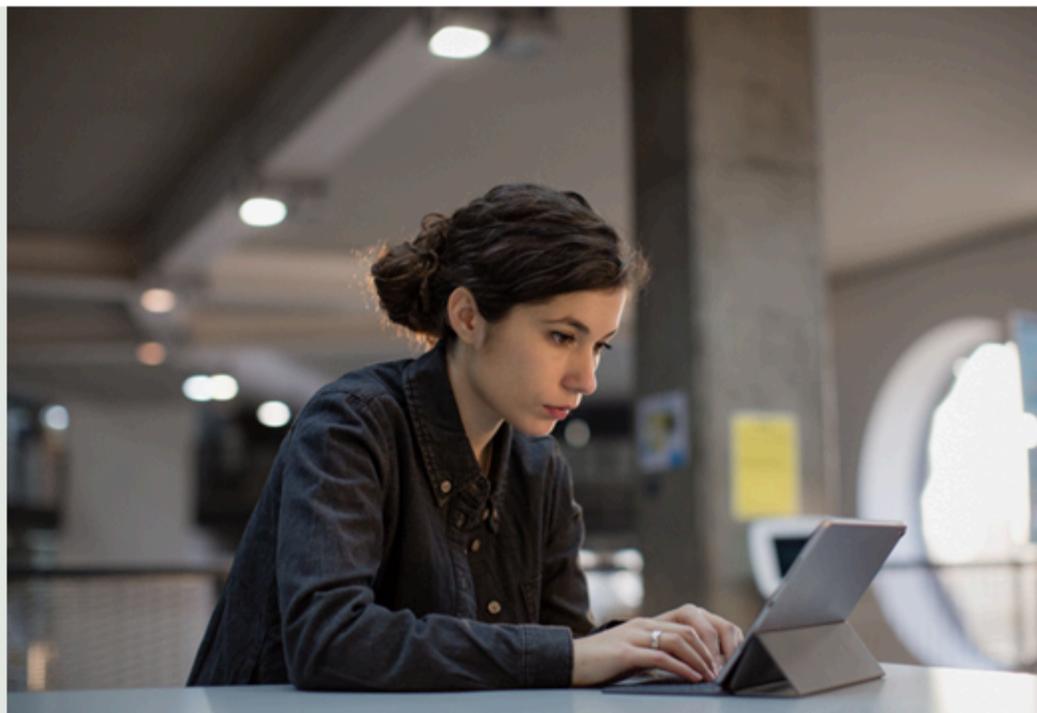
Tech buyers are seeing the business benefits

70%

agree that generative AI is allowing for employees to refocus on high value-adding tasks.
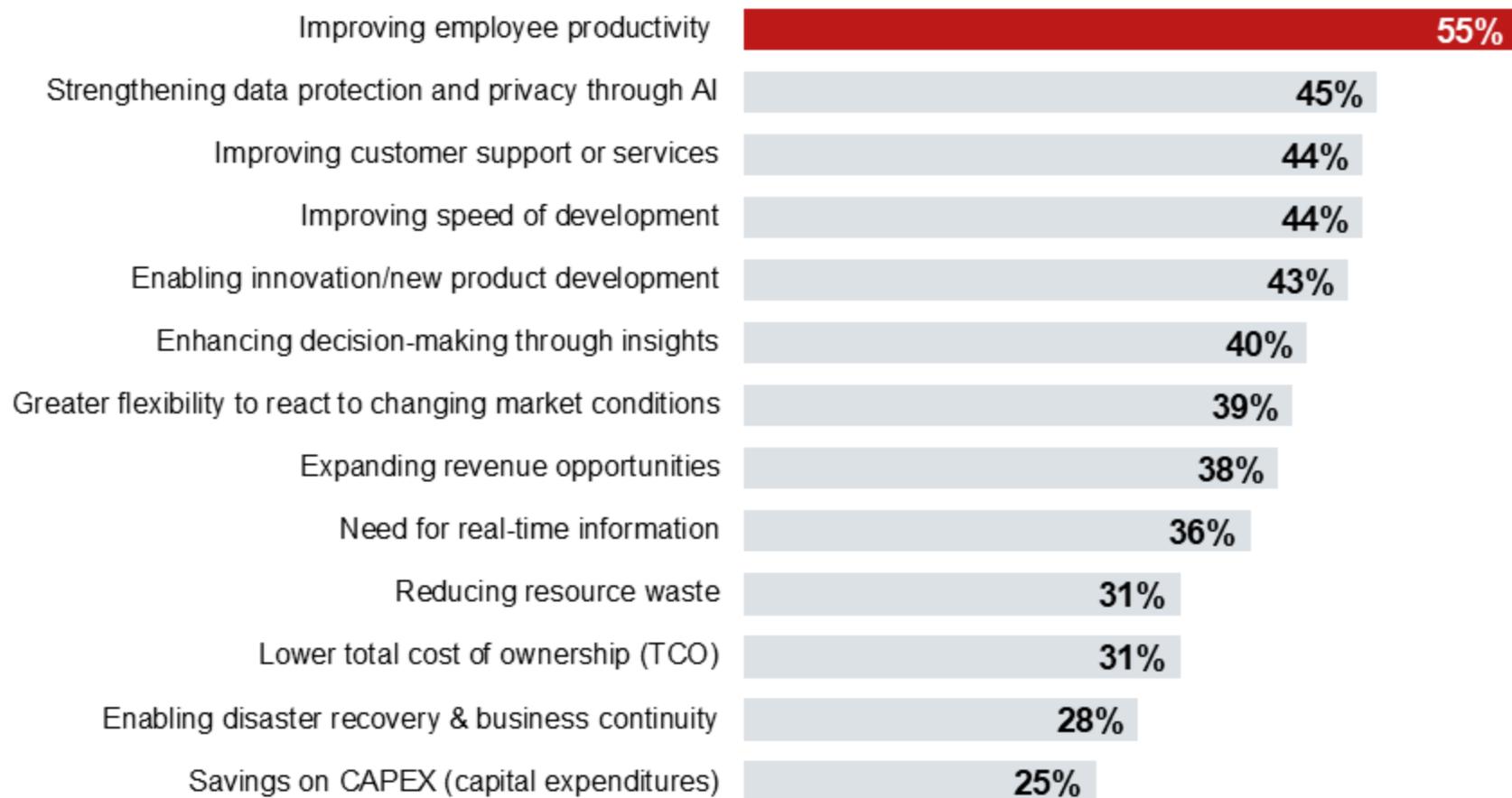**Up from 58% last year.**

67%

agree that AI infused products create better business outcomes.

Question: Please rate your level of agreement with the below statements in regard to AI.

Business objectives

| Objective	Percentage
Improving employee productivity	55%
Strengthening data protection and privacy through AI	45%
Improving customer support or services	44%
Improving speed of development	44%
Enabling innovation/new product development	43%
Enhancing decision-making through insights	40%
Greater flexibility to react to changing market conditions	39%
Expanding revenue opportunities	38%
Need for real-time information	36%
Reducing resource waste	31%
Lower total cost of ownership (TCO)	31%
Enabling disaster recovery & business continuity	28%
Savings on CAPEX (capital expenditures)	25%

Question: What business objectives are driving AI investments at your organization?

AI budget and spending

Organizations with dedicated AI budgets

Yes

2024	**49%**
2023	**36%**

No

2024	**39%**
2023	**45%**

Not sure 2%

2024	**12%**
2023	**19%**

33%

65%
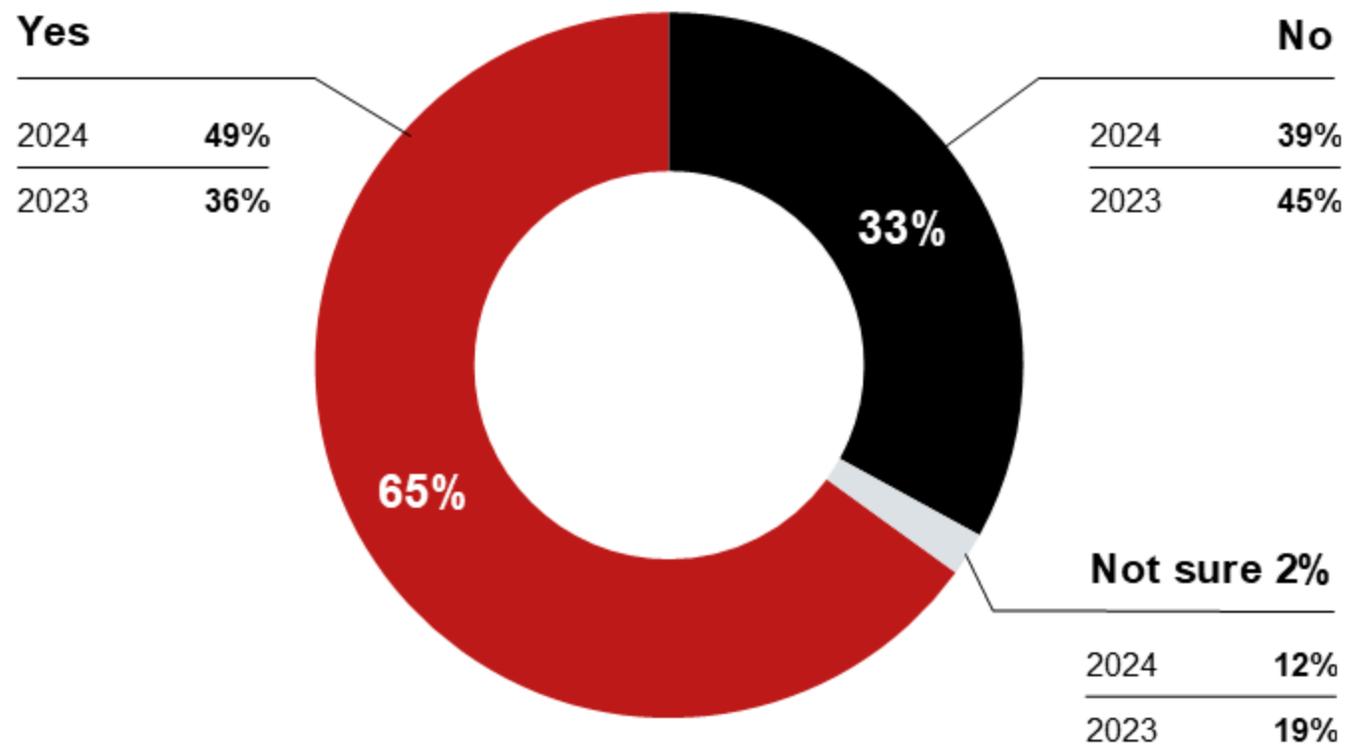
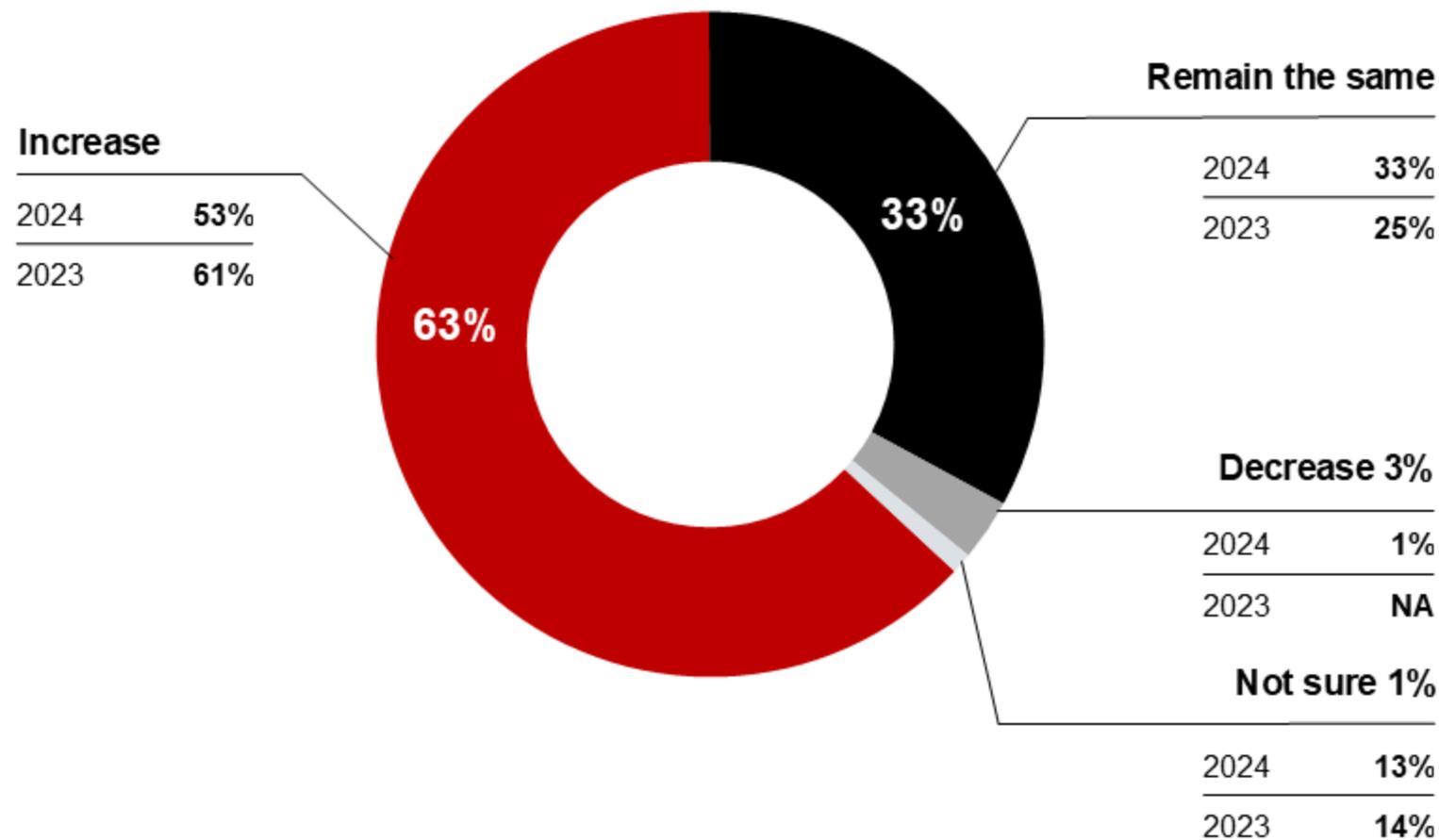**Question:** Did your company have a dedicated technology budget for AI projects or products in 2025?

Organizations allocating funds to AI projects

1-2%	22%
3-4%	21%
5-6%	19%
7-10%	18%
11-15%	18%
Don't know	2%
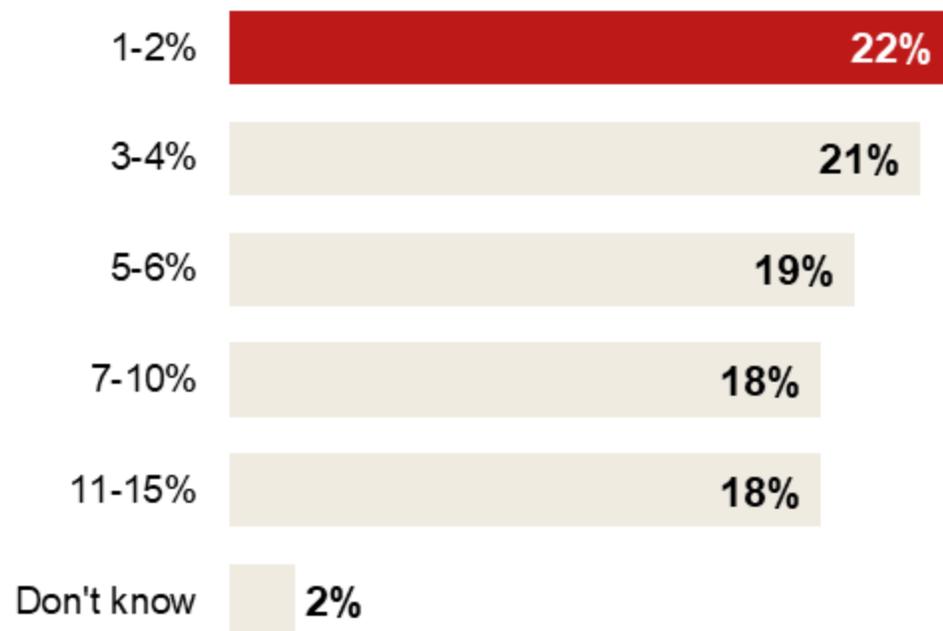
Question: Approximately, what percent of your organization's IT budget was allocated to AI projects or products in 2025?

CIO

AI spending to increase in 2026

Increase

2024	53%
2023	61%

63%

33%

Remain the same

2024	33%
2023	25%

Decrease 3%

2024	1%
2023	NA

Not sure 1%

2024	13%
2023	14%

Question: How do you expect spending on AI projects or products to change in 2026, if at all?