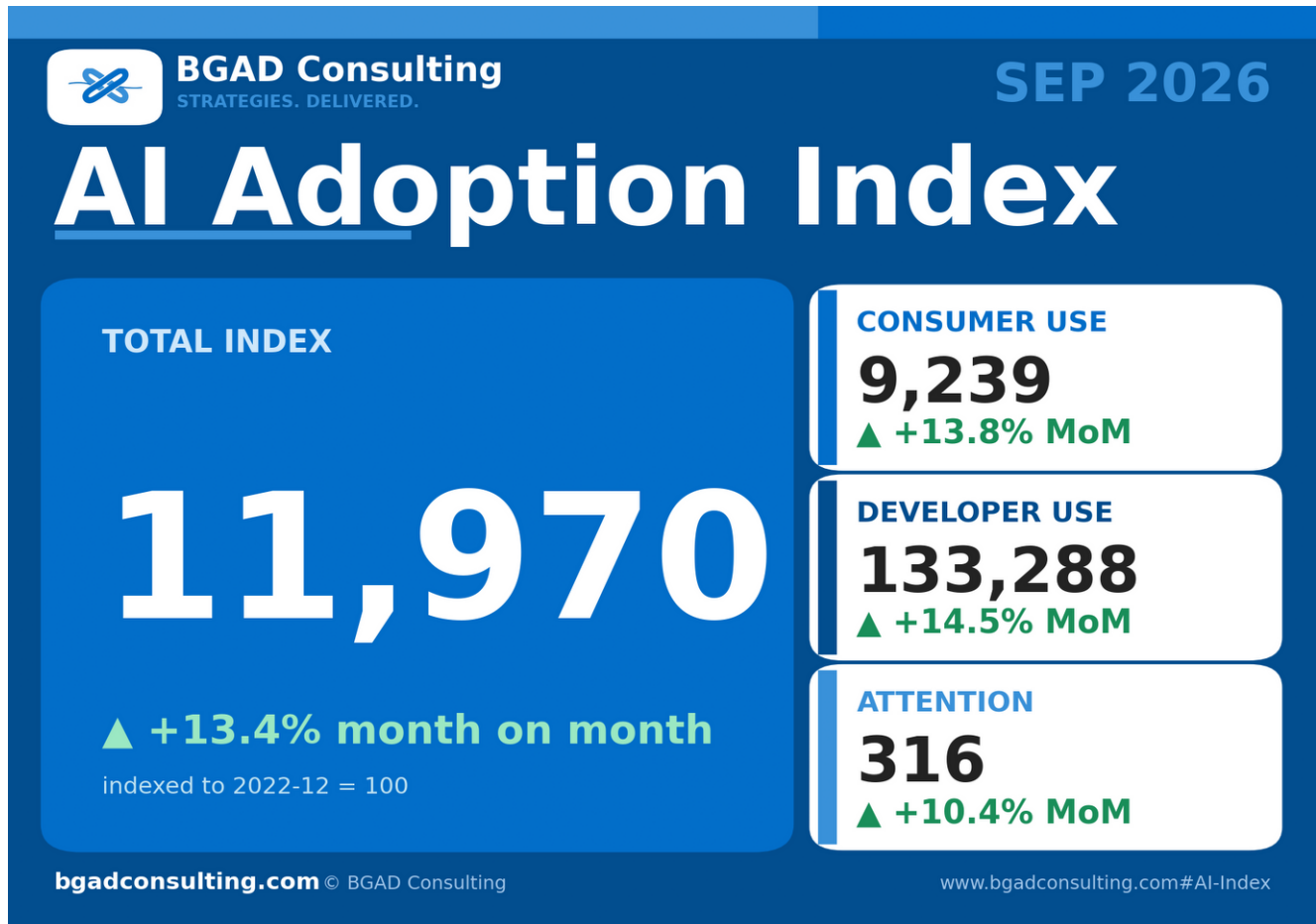


BGAD AI Adoption Index

September 2026



THE MONTH IN BRIEF

The BGAD AI Adoption Index reached 11,970 in September 2026, up 13.4% on August and 171% higher than a year ago, meaning global AI adoption is now running at roughly 120 times its level when ChatGPT launched. Developers led again: the Developer sub-index rose 14.5% as monthly SDK downloads passed 340 million, nearly eight times the level of a year ago. Public attention rose 10.4%, with Wikipedia views of the core AI articles up by a fifth. The Consumer sub-index rose 13.8%, but much of that step is a recalibration rather than a one-month jump in usage: at its DevDay event on 29 September, OpenAI disclosed more than 1.2 billion weekly ChatGPT users, and the series has been reset to that figure, which captures growth since the one billion milestone confirmed at the end of July. Gemini and Claude are extended on trend. The curve is still steepening, with developers building ahead of consumers.

AI Adoption Index

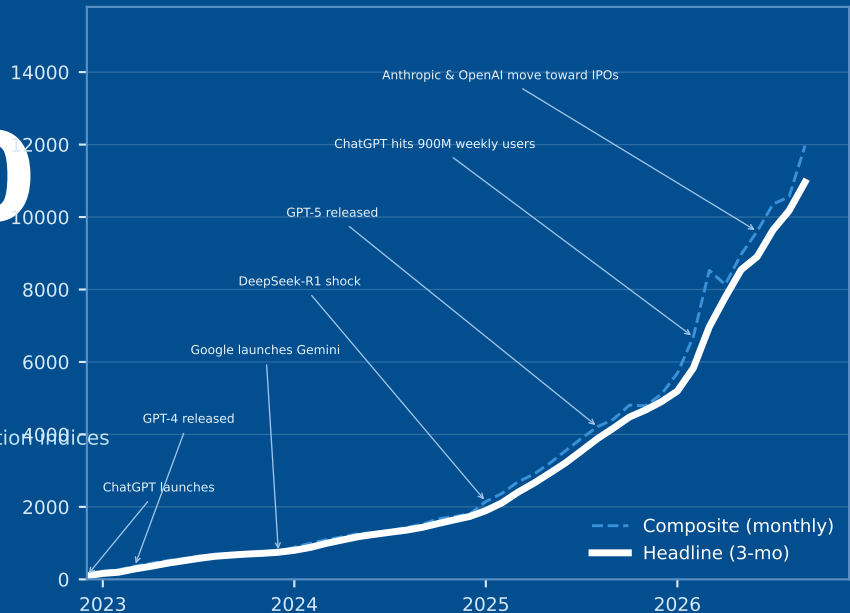
A composite index of global AI adoption · 2022-12 = 100 · data through Sep 2026

AI ADOPTION INDEX · SEP 2026

11,970

▲ **+13.4% MoM**

Composite of consumer, developer & attention indices
indexed to 2022-12 = 100



THE THREE SUB-INDICES

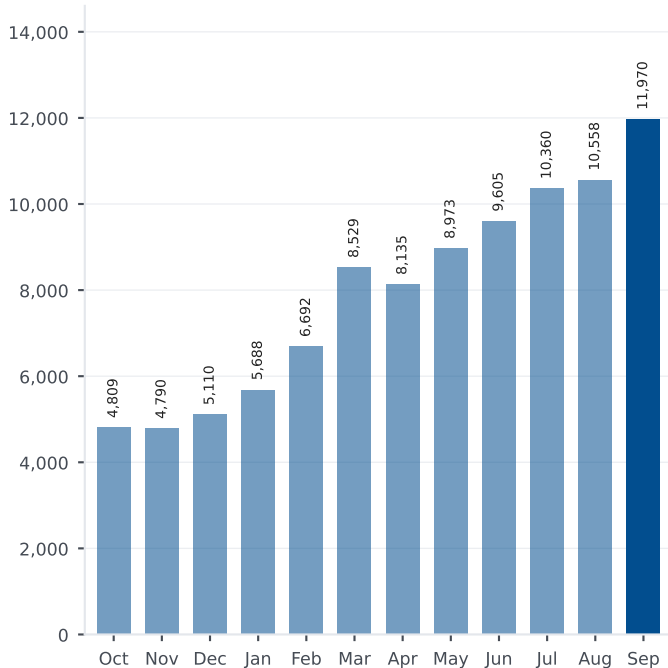


Sources: disclosed monthly active users (OpenAI, Google, Anthropic), npm SDK downloads, Hacker News, Wikipedia. Method: weighted geometric mean of three sub-indices (Consumer 0.45 / Developer 0.35 / Attention 0.20). Consumer figures interpolated between disclosures; index is relative, not an absolute count. Linear scale.

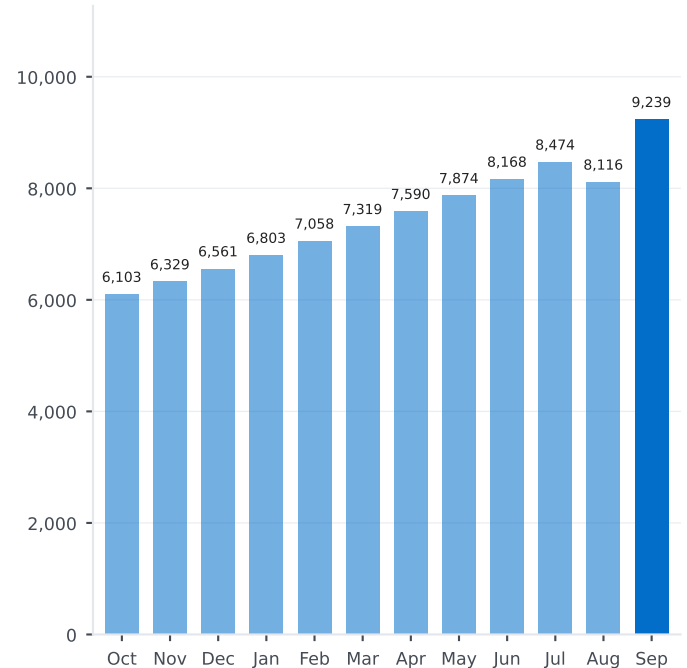
The past 12 months

Index and sub-index levels by month · 2022-12 = 100 · 2025-10 to 2026-09

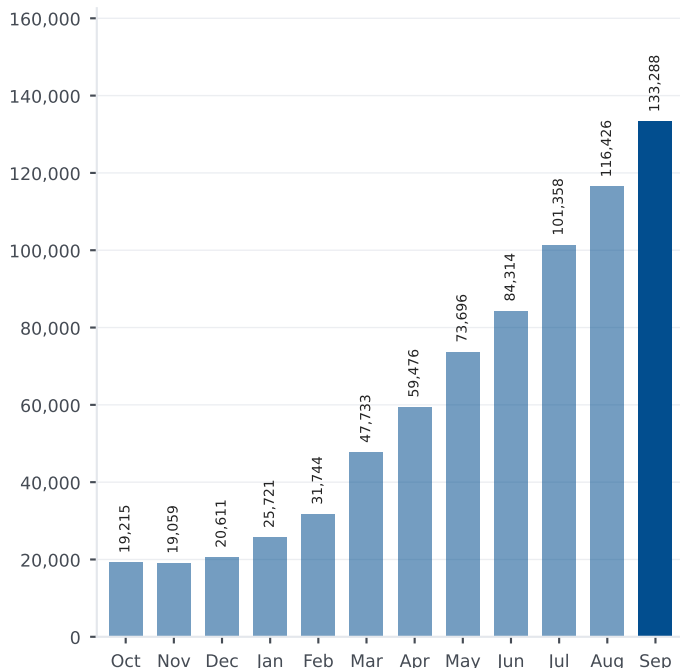
AI Adoption Index (total) ▲ +13.4% MoM



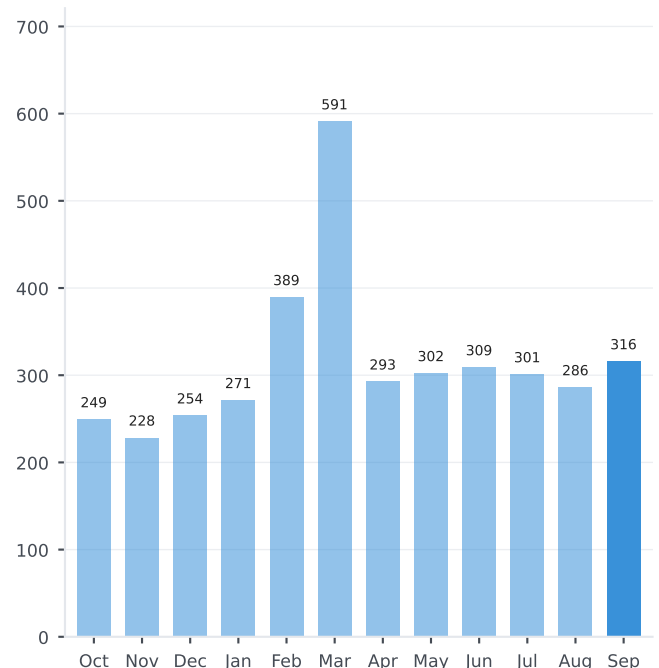
Consumer Use ▲ +13.8% MoM



Developer Use ▲ +14.5% MoM



Attention ▲ +10.4% MoM



Sources: disclosed monthly active users (OpenAI, Google, Anthropic), npm SDK downloads, Hacker News, Wikipedia. Method: weighted geometric mean of three sub-indices (Consumer 0.45 / Developer 0.35 / Attention 0.20). Latest month highlighted. Index is relative, not an absolute count. Linear scale.



AI Adoption Index

TOTAL INDEX

11,970

▲ +13.4% month on month

indexed to 2022-12 = 100

CONSUMER USE

9,239

▲ +13.8% MoM

DEVELOPER USE

133,288

▲ +14.5% MoM

ATTENTION

316

▲ +10.4% MoM



AI Adoption Index

MONTHLY CHANGE OF THE TOTAL INDEX · % MONTH ON MONTH

SUB-INDICES · SEP MoM



CONSUMER USE

▲ **+13.8% MoM**

DEVELOPER USE

▲ **+14.5% MoM**

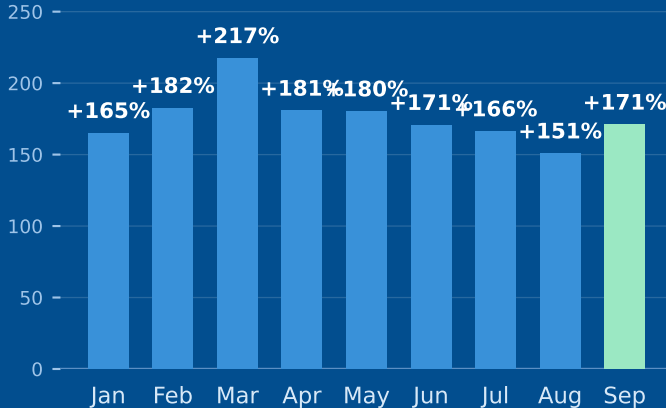
ATTENTION

▲ **+10.4% MoM**



AI Adoption Index

CHANGE VS SAME MONTH A YEAR AGO · % YEAR ON YEAR



SUB-INDICES · SEP YoY

CONSUMER USE

▲ **+58% YoY**

DEVELOPER USE

▲ **+685% YoY**

ATTENTION

▲ **+40% YoY**



AI Adoption Index · Notes

Edition: data through Sep 2026

HOW THIS INDEX IS CONSTRUCTED

Why this index

The BGAD AI Adoption Index is the only global AI adoption index that tracks the ADOPTION of AI across both consumers and developers. Its purpose is to provide a high-level tracker for investors, policy makers and people making capital investment decisions - a single, consistent read on whether real-world AI usage is accelerating or slowing, month by month.

Overview

The BGAD AI Adoption Index is a single monthly measure of how quickly artificial intelligence is being adopted around the world. It blends three complementary lenses on adoption - consumers, developers and public attention - into one composite number, indexed so that December 2022 (the first full month after ChatGPT's launch) equals 100. The index is a relative measure of momentum, not an absolute count of users.

Consumer Use sub-index (weight 0.45)

Combined monthly active users of the three leading consumer AI assistants: ChatGPT (OpenAI), Gemini (Google) and Claude (Anthropic). Where companies disclose weekly active users, these are converted to a monthly-active equivalent at a factor of 1.5x. Because official figures are disclosed irregularly, months between disclosures are interpolated, and where no new disclosure exists the series is extended along its recent growth trend and updated when the next official figure lands.

Developer Use sub-index (weight 0.35)

Monthly downloads of the three most widely used AI SDK packages on npm, the world's largest software registry: openai, @anthropic-ai/sdk and langchain. Download volumes are a direct, high-frequency signal of how intensively software developers are building AI into products.

Attention sub-index (weight 0.20)

An equal-weight average of two public-attention signals: the number of Hacker News stories with "AI" in the title (developer-community salience) and English Wikipedia pageviews for the core AI articles (Artificial intelligence, Generative artificial intelligence, Large language model - general-public salience).

Combining the pieces

Each sub-index is first rebased to December 2022 = 100. The total index is then the weighted geometric mean of the three sub-indices (Consumer 0.45 / Developer 0.35 / Attention 0.20); a geometric mean is used so that no single fast-growing component can dominate the composite. The hero chart also shows a headline series smoothed as a 3-month trailing average. All charts use a linear scale. Data sources: company disclosures (OpenAI, Google, Anthropic), api.npmjs.org, the Hacker News search API, and Wikimedia pageview statistics.

ABOUT BGAD CONSULTING

BGAD Consulting is a boutique advisory firm that designs and implements growth and transformation strategies for banks, telcos and technology companies. We pair the calibre of the leading global strategy houses with the economics, senior attention and accountability of a boutique - advising from the boardroom and, when it matters, executing from within. Drawing on more than two decades advising world-class, blue-chip corporations, we bring MBB-standard thinking with a pragmatic bias to action.

What we do

Management Consulting - strategy, digital business, business creation, innovation and efficiency, with particular depth in financial services and telecommunications. Transaction Support - buy- and sell-side support across target identification, deal structuring, negotiation, closure and post-deal integration. Interim Management - seasoned executives who step into CEO, non-executive, transformation and product roles. Executive Coaching - an independent sounding board for boards, executives and founders.

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