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A.I. AND THE WRITING PROFESSION

A Comprehensive
Survey & Analysis

About this Study

Professional writers — like our friends throughout the media, communications, and publishing ecosystem — are consumed by debate about the artificial intelligence revolution. Is AI a powerful productivity tool or an existential threat to our field? A plagiarism machine or an incredible advance in human-computer collaboration?

Anyone who talks to writers knows that we're thoughtful and concerned about what technology means for our livelihood. But amid the conversation and debate, we have very little meaningful data about how writers are actually using AI now, or their true range of attitudes about the existential and practical issues that AI presents for our profession.

To address this lack of knowledge, we created the first-ever large-scale survey of professional writers on the topic of AI. We canvassed a large and diverse cross-section of the field including both AI users and nonusers. We sought to address these core questions:

- How are writing professionals using AI in their work?
- What is the range of their attitudes about it?
- How will AI affect the writing profession over the long term?

With the help of supporting sponsors sharing the survey, we assembled a broad collection of 1,481 complete responses from varied types of working writers, including 1,190 writing professionals and 291 fiction authors. Our survey design and data analysis were conducted by Josh Bernoff, an author of books about writing with 30 years of survey analysis experience, including the 2024 Business Book ROI Study.

Our findings finally provide dependable data that corporate, editorial, content, and publishing professionals can use to make informed decisions about writers, AI, and the media and communications ecosystem that relies on them. We share these results to help supply insights that can meaningfully move the writing profession forward.

1,190 WRITING PROFESSIONALS

Key Takeaway: A deep attitudinal divide emerges between AI users and nonusers

How writing professionals feel about AI depends almost entirely on how much they use it.

AI users, especially those that are most advanced, see AI tools as major productivity boosters, while nonusers are intensely concerned about AI's impact on their work and the profession. Simply put: Those who exploit AI the most swear by it, while those who don't use it fear it.

Across all writing professions, 61% use AI tools

Three out of four writing professionals say it makes them more productive. Focusing specifically on the writers who use AI for the widest variety of tasks, 92% feel it makes them more productive and 59% said they produce higher-quality results. The professional writers using AI most frequently have \$47,000 higher incomes than nonusers. A robust 57% of the most intense users feel that AI is a positive force for the writing profession, while half think it has improved their career prospects.

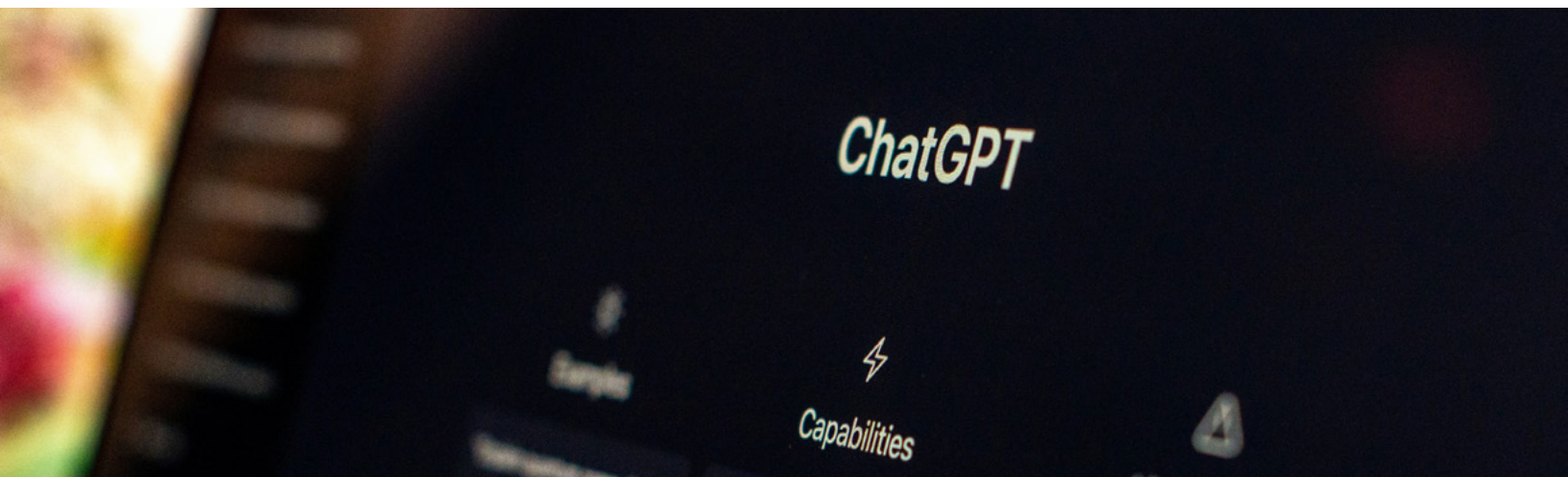
Nonusers feel threatened; 89% worry that corporate leaders will replace writers with AI

Only 3% of nonusers feel that AI is a positive force for the profession. One speechwriter called it a "sociopathic plagiarism machine." Six out of ten nonusers feel AI tools are enabling inexperienced writers to displace those with more experience, while 82% of nonusers predict that opportunities for professional writers will decrease in the next five years. The fiction writers who don't use AI are emphatically and uniformly angry about it.

Eight out of ten writing professionals worry that AI is contributing to boring writing

AI users and nonusers share serious concerns. Nine out of ten are worried about AI hallucinating to generate factual errors. And 81% are concerned that AI-generated text is trained without permission on copyrighted content.

Data Highlights: Writers see AI as both a tool and a threat



A surprising 61% use AI tools

- One in four writing professionals — and one in five fiction authors — use AI daily.
- Thought leadership writers and PR/communications pros are most likely to use AI; journalists and fiction authors least likely.
- Top AI-supported tasks are suggesting titles (72% of AI users), search (71%), brainstorming (68%), and finding words (68%).

Three fourths of AI users are more productive

- They report an average productivity increase of 31%.
- Among AI users, 43% said it improved their writing quality; only 9% said it was worse.
- The most advanced AI users have 64% higher incomes than nonusers.

Hallucinations concern 91% of writers

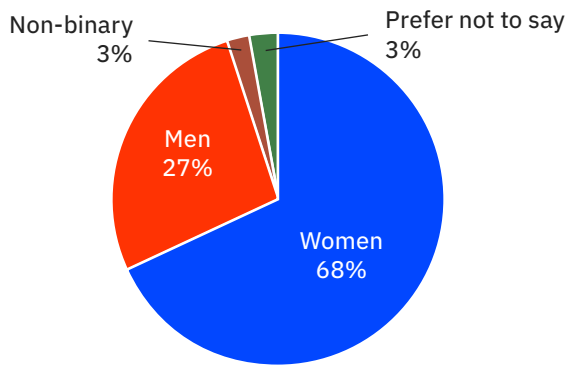
- Eight out of ten are worried about AI's use of text without permission, while 79% worry that corporate leaders use AI to replace writing talent.
- Four in ten freelancers and small agency workers said AI had reduced their income.
- Despite all the negative press about AI's impact, only one in ten writers working for corporations and agencies have seen colleagues laid off due to AI.

AI has caused one in four writers to consider quitting

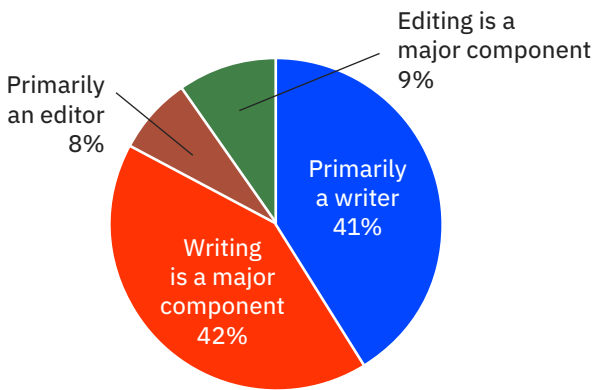
- According to 73% of writing professionals, opportunities for writers will deteriorate in the next five years.
- However, among the heaviest users of AI, 57% feel it is a positive force for the writing profession.

Writing professionals are diverse in age and income

Who participated in the survey? Of the writing professionals who took the survey, 83% are primarily writers or have writing as a major component of their work; the remainder are editors. Two-thirds are women. They are diverse in age, averaging 51 years old. While their median income is \$91,200, 18% earn \$150,000 or more from their work. Those who told us their race are 92% white, 4% Asian, 3% Black, and 2% Latino or Hispanic. (Because fiction authors have a different economic model, we analyzed them separately – see pp. 23–25.)

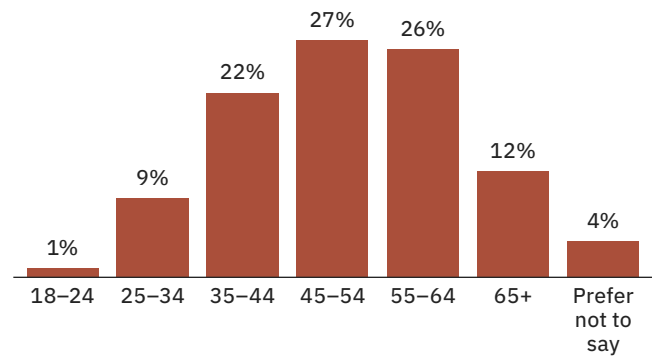


Gender



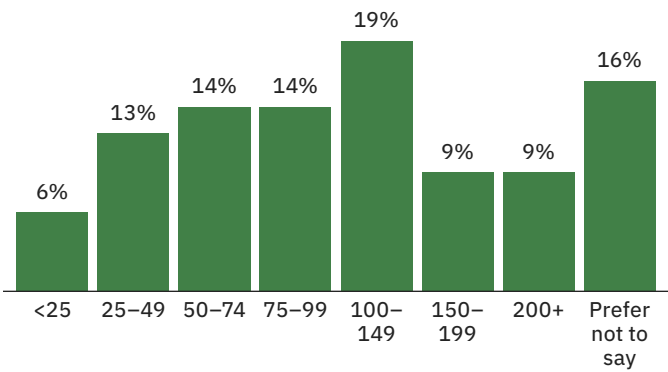
Job description

“Thinking about your primary job, which of the following statements best describes your editorial role?”



Age

Mean Age = 51



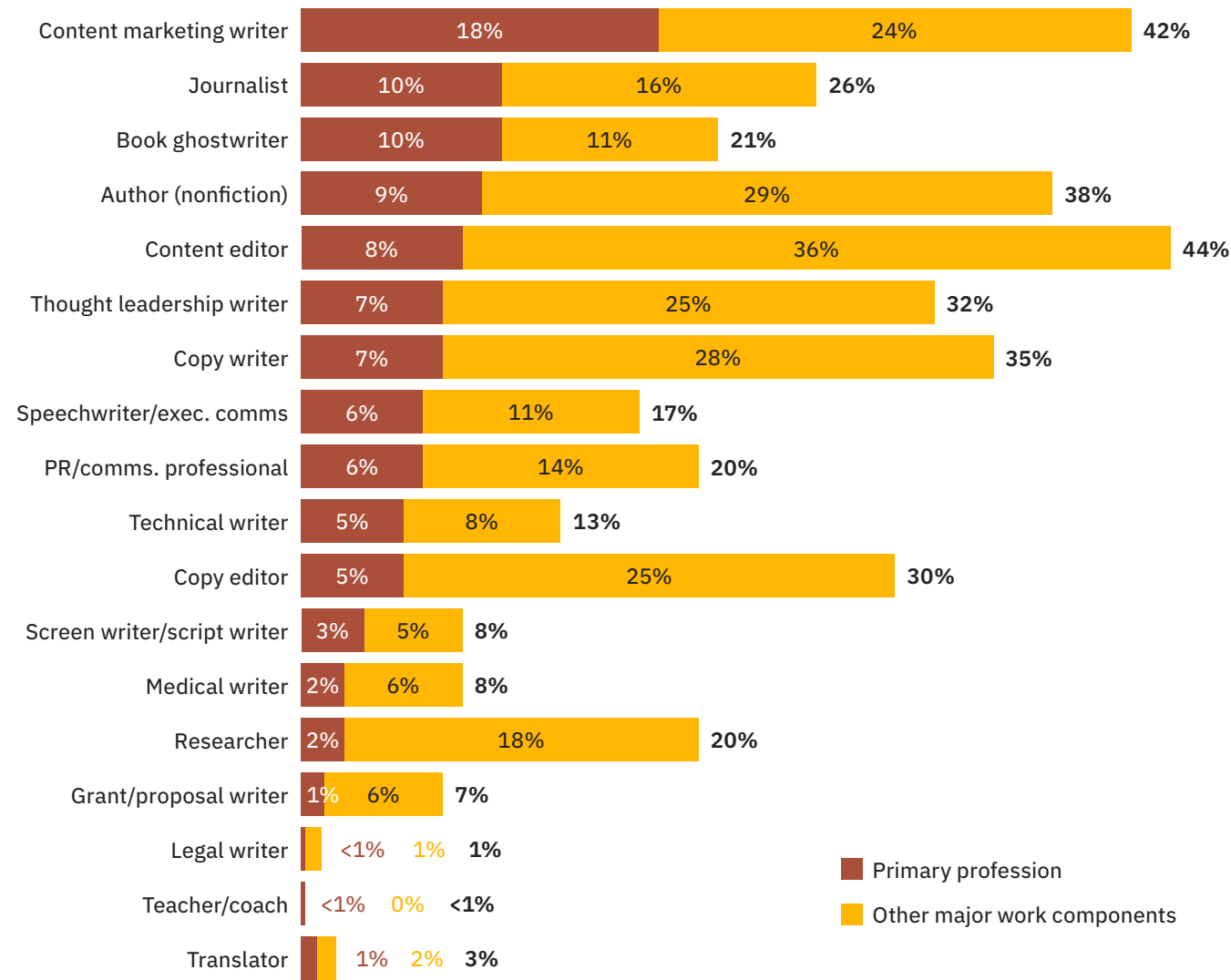
Income (\$000)

Median Income = \$91,200

Base: Writing professionals. Excludes fiction authors

Pro writers range from marketers to journalists to authors and ghostwriters

The writing professionals who responded told us about all of the writing and editing work they do, then narrowed it down to a primary profession. Content marketing writers, journalists, ghostwriters, and nonfiction authors were the most common primary professions. While only 8% are primarily content editors, nearly half do content editing as part of their work, and almost as many do content marketing writing, book authoring, or copywriting.



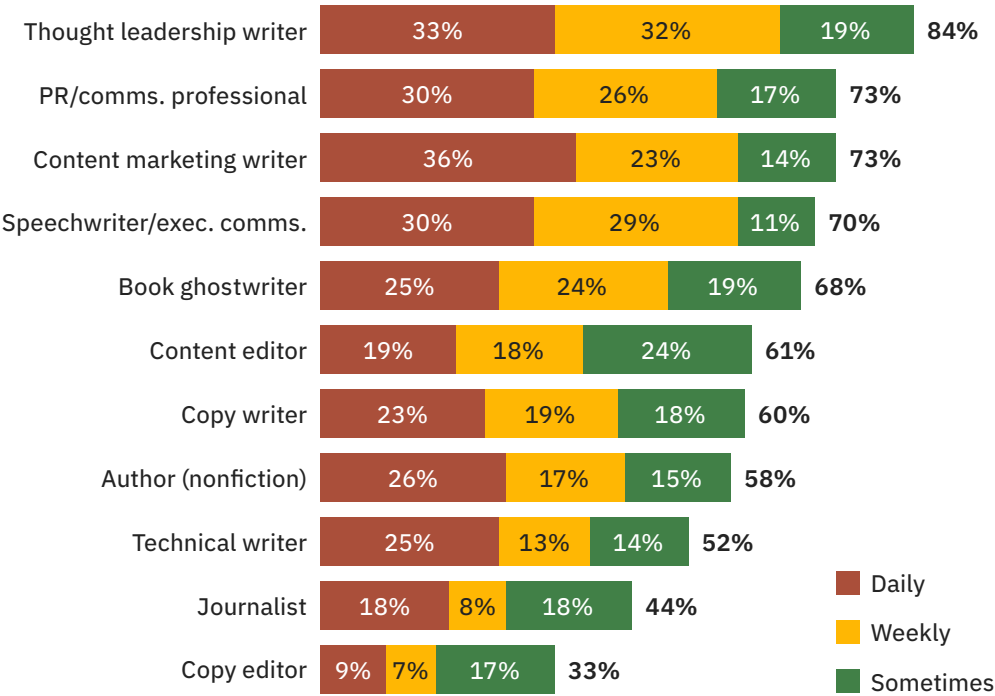
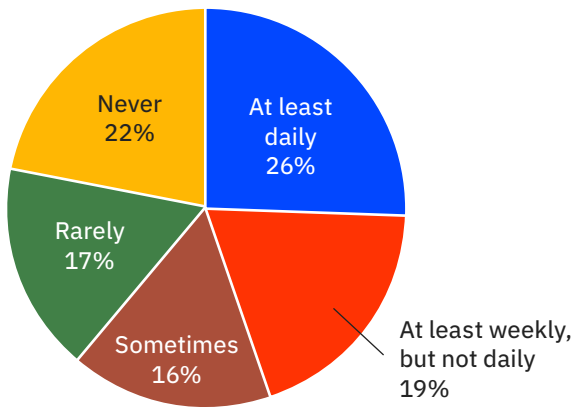
Base: Writing professionals. Excludes fiction authors. We reclassified respondents who chose "Other" into a primary profession based on their detailed job descriptions.

The majority of writing professionals use AI

Among writing professionals, 61% use AI at least sometimes to aid in their work, and 26% use it daily. However, only 7% have published AI-generated text (see p. 12). The heaviest AI users are thought leadership writers (84%), PR/comms professionals (73%), and content marketing writers (73%). The writing professionals least likely to use AI in their work are copy editors (33%), journalists (44%), and technical writers (52%).

Frequency of AI use

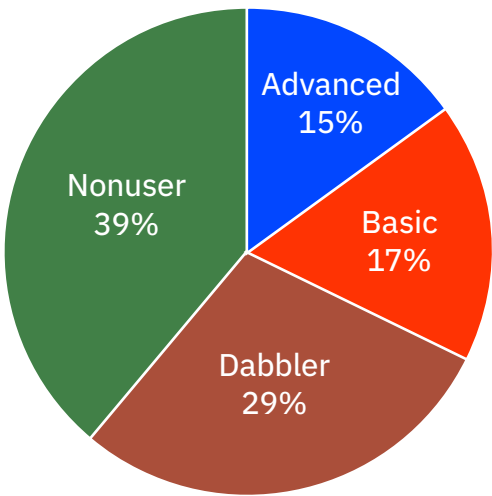
“In your work, how often do you use AI tools for writing, editing, or research?”



Base: Writing professionals

Advanced AI writers have higher incomes

We classified the writing professionals in our survey into four classes — advanced, basic, dabblers, and nonusers — based on diversity of tasks performed with AI weekly. They had similar profiles in age, gender, and hours spent on writing and editing. But advanced AI users have a median income of \$120,100, 64% higher than nonusers.



AI use classes

- Advanced:** Uses AI daily; performs 6+ different types of tasks with AI weekly
- Basic:** Performs 3–5 different tasks with AI weekly
- Dabblers:** Uses AI at least sometimes or performs up to 2 different tasks with AI weekly
- Nonuser:** Uses AI rarely or never, performs no tasks with AI weekly

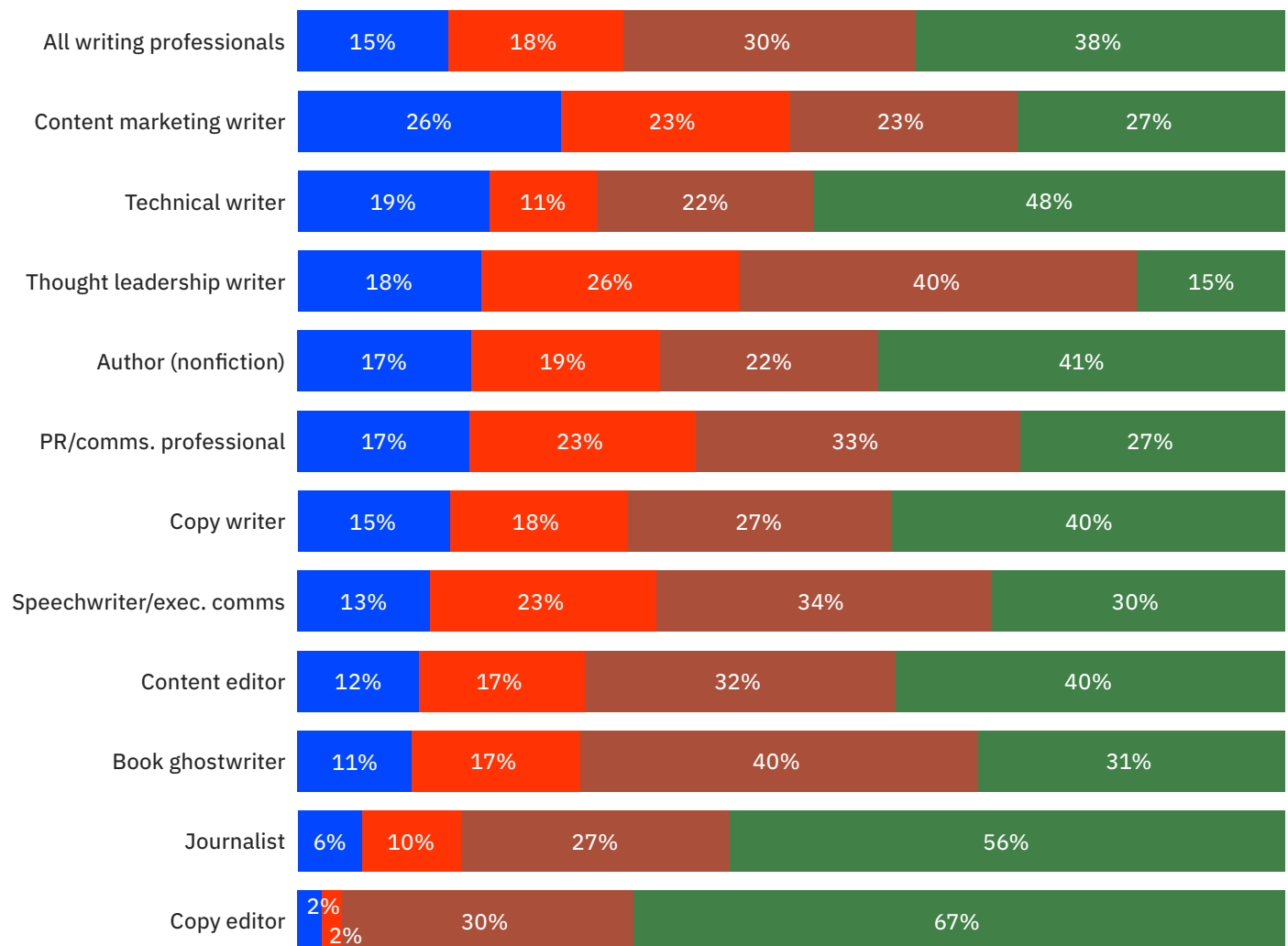
Comparing AI use classes

	All	Advanced	Basic	Dabblers	Nonuser
% of writing professionals	100%	15%	17%	29%	39%
Average hours spent writing and editing	30	33	30	28	31
% women	68%	68%	69%	71%	64%
Average age	51	52	52	54	49
Median income (\$000)	91.2	120.1	100.0	101.2	73.4

Content marketing writers and technical writers lead in advanced AI use

One in six writing professionals is an advanced AI user. Content marketing writers are the most likely to be advanced users (26%), and copy editors least likely (only 2%).

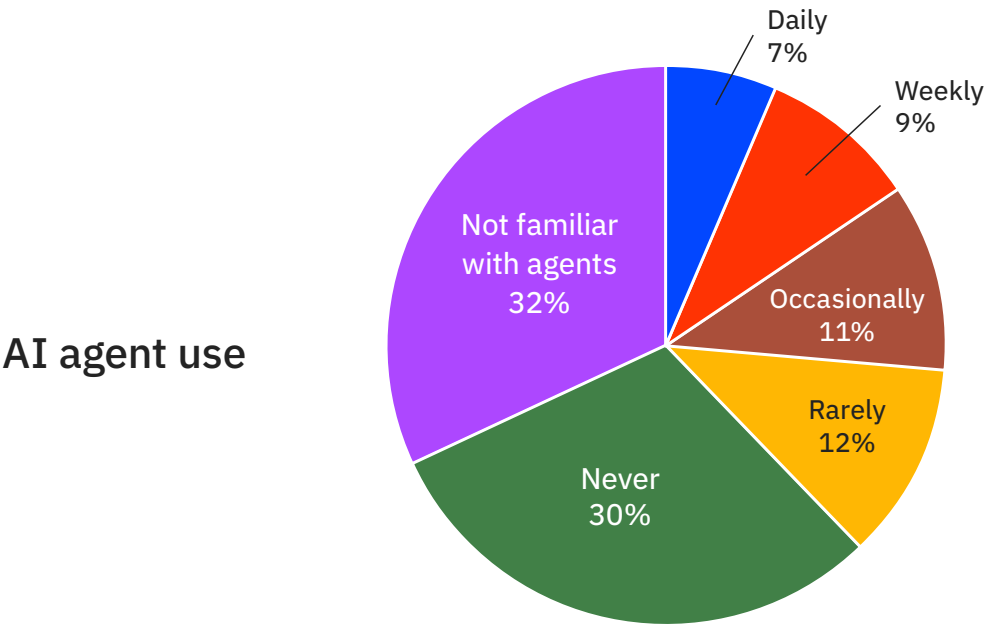
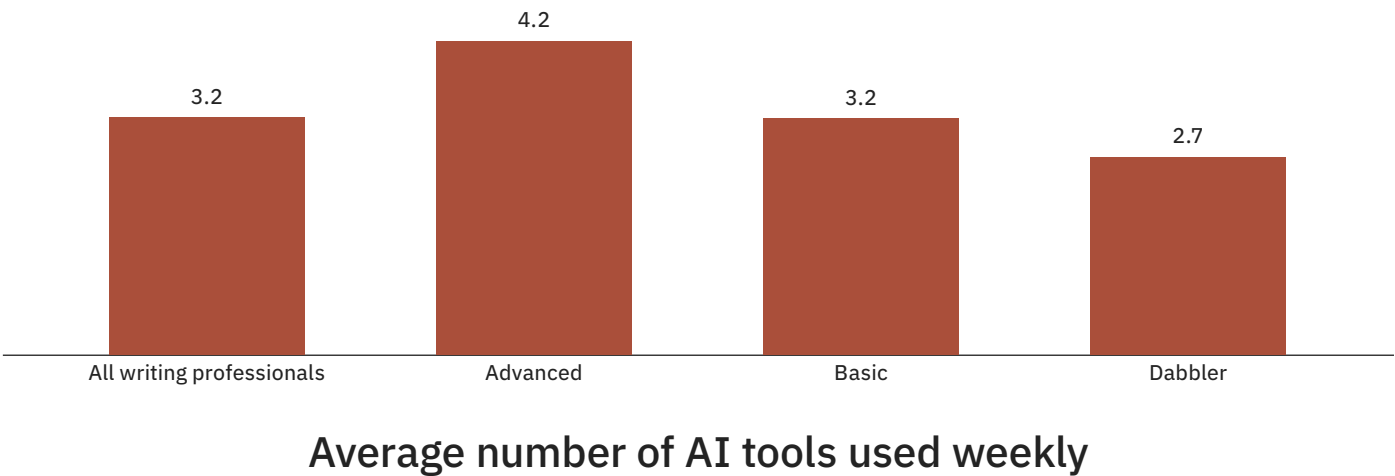
AI use classes by profession



Base: Writing professionals. Professions shown have at least 50 respondents.

Writers use varied AI tools

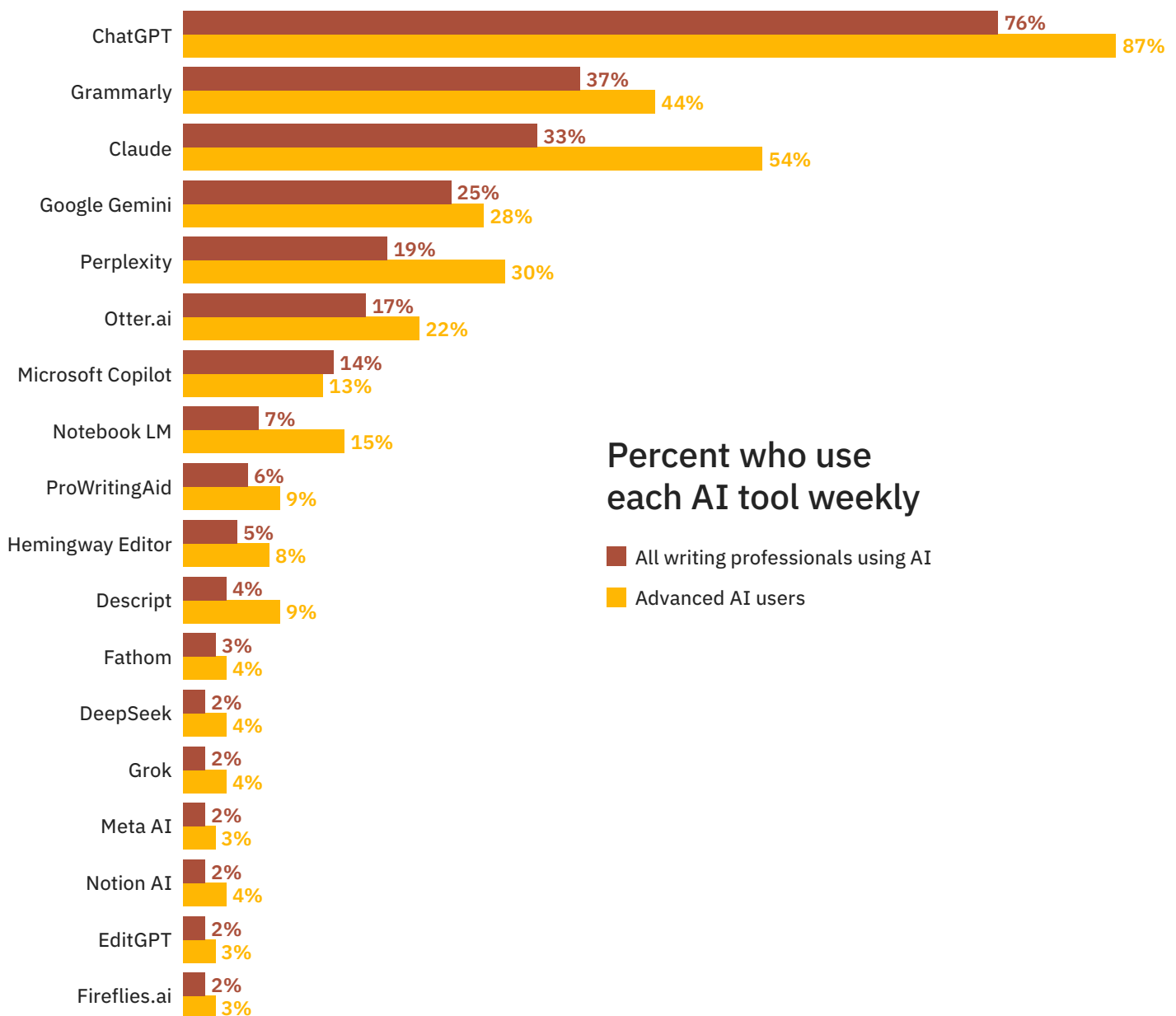
A typical writing professional using AI uses three different tools weekly; advanced AI users use four. One in four AI users are sophisticated enough to use AI agents at least occasionally, but 32% are unfamiliar with them.



Base: Writing professionals who use AI at least sometimes

ChatGPT is the clear leader, with 76% using it weekly

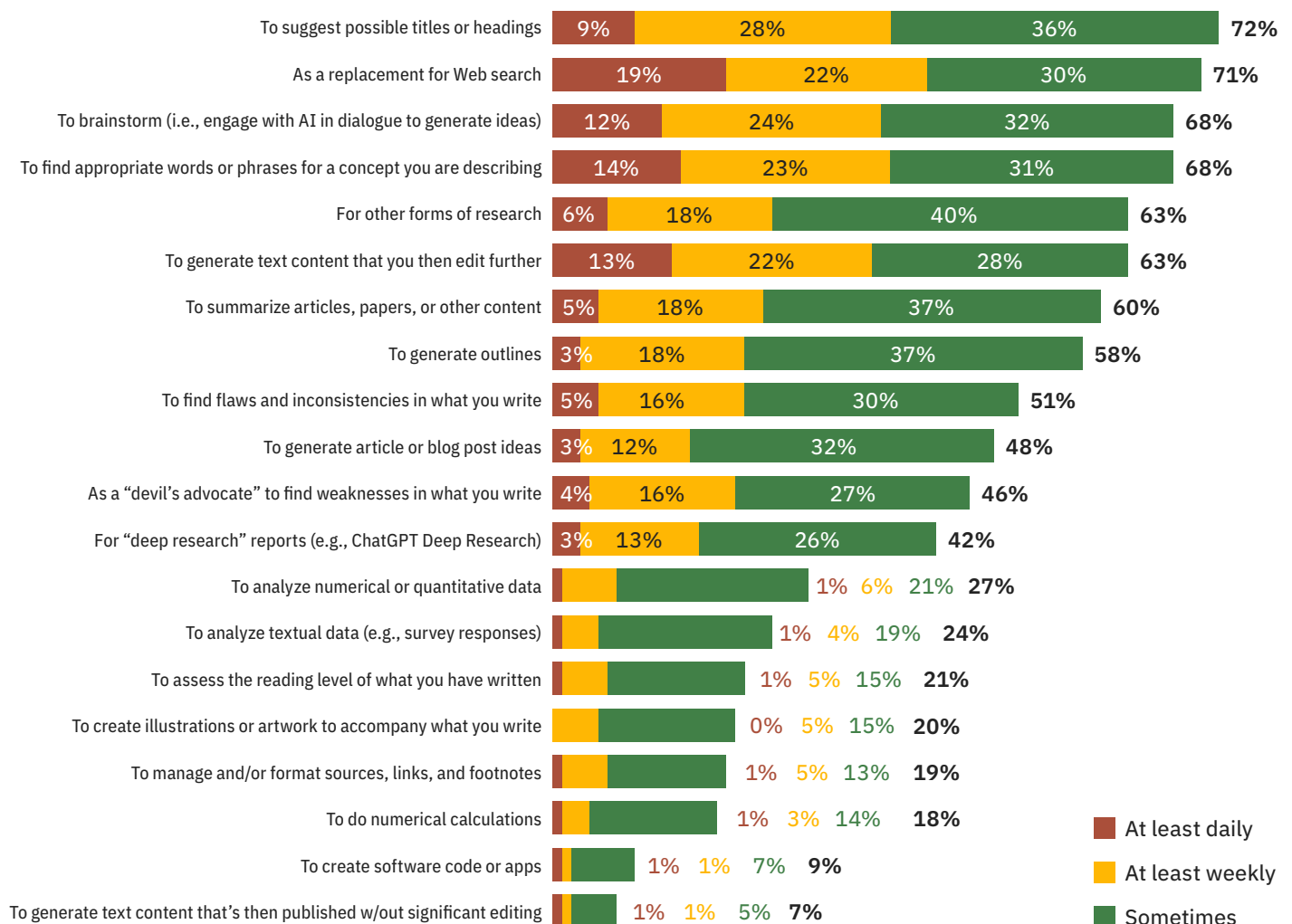
The editing tool Grammarly, Anthropic's Claude, and Google Gemini have also attracted at least one in four AI users. Advanced AI users use Claude more than Grammarly and 30% use the AI search tool Perplexity.



Base: Writing professionals who use AI at least sometimes

Writers tap AI to help with drafting, editing, and research

Writing professionals use AI for a dizzying variety of tasks. For daily use, the most popular AI-aided task is search. But when we widen the view to tasks that writing professionals perform at least sometimes, a majority of AI users are using it to suggest possible titles and headings, for brainstorming, or as a thesaurus. While 63% use AI to generate text that they then edit further, only 7% use it to generate text content for publication, and less than 1% do that every day. The average writer using AI does 3.6 different tasks with it weekly.



Base: Writing professionals that use AI at least sometimes

Advanced AI users use it for almost everything

Advanced users use AI for an average of 8.6 different tasks weekly, including less common objectives such as deep research and analyzing numerical data. Basic users average four different tasks, focusing on brainstorming and research. Dabblers often do only one task, typically finding titles or doing a web search. The task list also varies based on who's doing the work. Content marketing writers are likely to use AI for titles or headings, brainstorming, finding words, search, generating first-draft text, making outlines, or generating post ideas. But among ghostwriters who use AI, search is the only AI task that more than three out of four embrace. Journalists who use AI are less likely to use it for a variety of tasks. (Note that the percentage shown applies only to AI users in each profession.)

Shown: Percentage of AI users in each classification or profession doing each task at least sometimes	All AI users	Advanced	Basic	Dabbler	Content mktg writers	Authors (non-fiction)	Book ghost-writers	Journalists
To suggest possible titles or headings	72%	94%	82%	56%	86%	69%	62%	76%
As a replacement for Web search	71%	89%	74%	60%	68%	82%	77%	69%
To brainstorm (i.e., engage with AI in dialogue to generate ideas)	68%	95%	73%	51%	77%	64%	63%	56%
To find appropriate words or phrases for a concept you are describing	68%	93%	75%	51%	71%	75%	57%	54%
For other forms of research	63%	89%	70%	47%	59%	77%	66%	65%
To generate text content that you then edit further	63%	90%	73%	43%	71%	64%	54%	48%
To summarize articles, papers, or other content	60%	90%	62%	43%	64%	66%	49%	52%
To generate outlines	58%	81%	70%	38%	68%	51%	54%	41%
To find flaws and inconsistencies in what you write	51%	85%	58%	28%	56%	56%	48%	44%
To generate article or blog post ideas	48%	77%	54%	29%	66%	36%	34%	41%
As a "devil's advocate" to find weaknesses in what you write	46%	79%	54%	24%	50%	56%	49%	28%
For "deep research" reports (e.g., ChatGPT Deep Research)	42%	72%	45%	24%	35%	59%	43%	33%
To analyze numerical or quantitative data	27%	55%	29%	11%	28%	33%	14%	31%
To analyze textual data (e.g., survey responses)	24%	53%	26%	9%	23%	28%	16%	19%
To assess the reading level of what you have written	21%	32%	23%	14%	19%	25%	18%	15%
To create illustrations or artwork to accompany what you write	20%	38%	19%	11%	14%	34%	22%	22%
To manage and/or format sources, links, and footnotes	19%	36%	18%	11%	13%	28%	22%	19%
To do numerical calculations	18%	33%	20%	8%	21%	20%	15%	20%
To create software code or apps	9%	19%	7%	4%	6%	11%	4%	11%
To generate text content that is then published without significant editing	7%	15%	6%	3%	8%	7%	5%	9%

Base: Writing professionals in each classification or primary profession that use AI at least sometimes.

AI users have enthusiastically found new ways to exploit it

We collected open-ended responses about how people use AI to help with their writing work. Writers reported a wide variety of AI-powered tasks and benefits.

Human paced [writing] is a book a year and I have ideas for 60 books at least. I want to explore all these worlds in my head and share them before I die.

Fiction author, uses AI daily

Today alone I edited 5 chapters, made 3 book covers, summarized meeting notes, put together a Jira workflow, and still had time to go out for dinner with my family.

Fiction author, uses AI daily

My favorite use remains using my phone to take photos of handwritten notebook pages then have ChatGPT turn them into editable text.

Fiction author, uses AI daily

I'll upload 10+ hours of transcribed interviews that I've conducted with clients and use it to help me with drafting an outline based on their thought leadership and ideas. I also use it to help me better match my client's natural voice and tone. I'm amazed at how many times it's helped me come out like a superhero with exactly what my client envisioned.

Book ghostwriter, uses AI daily

My research time is less than before. Using prompts, outlines, and pulling quotes from transcripts is faster.

Content marketer, uses AI daily

[I use it as my] emotional support robot [to] encourage me to keep going.

Thought leadership writer, uses AI sometimes

I waste less time endlessly googling trying to find real information instead of SEO trash.

Content marketer, uses AI daily

I used to struggle because my brain works faster than my typing and ideas come quicker than I can organize them. Using AI tools has helped me to organize my ideas for later, not have to rush through so I will forget them later, and also help my scattered brain to sift through thoughts easier.

Fiction author, uses AI daily

The biggest benefit I've had is in its help getting me over that 'blank screen syndrome' and just get started.

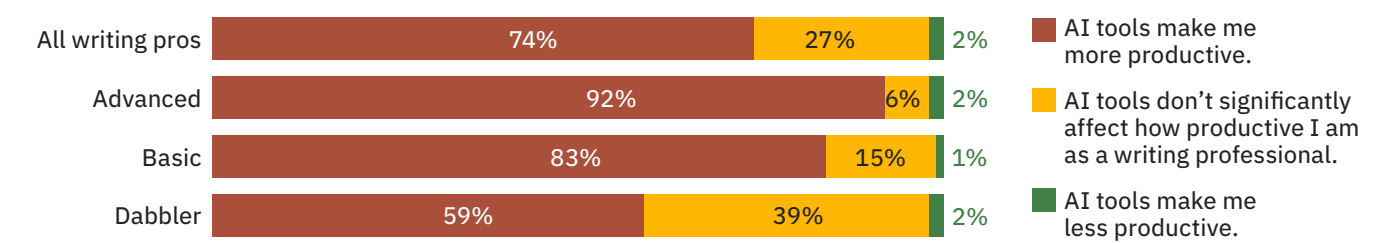
Technical writer, uses AI sometimes

(Responses lightly edited for length and grammar.)

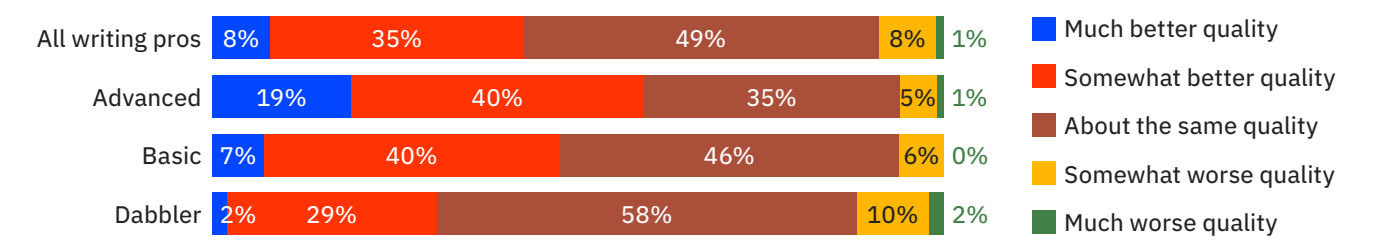
AI-powered writers are sure they’re more productive

Fully 74% of writing professionals (and 92% of advanced users) said AI makes them more productive, while only 2% said it makes them less productive. The average writer using AI reported a 31% increase in productivity. Many writers think AI improves writing quality, too. Among all writing professionals, 43% said AI improves the quality of their writing, while 49% said it makes no difference and 9% said it makes their writing worse. Among advanced AI users, 59% said it has improved their writing quality.

Do you feel that using AI tools makes you a more or less productive writing professional?



How does using AI change the quality of the writing that you produce?

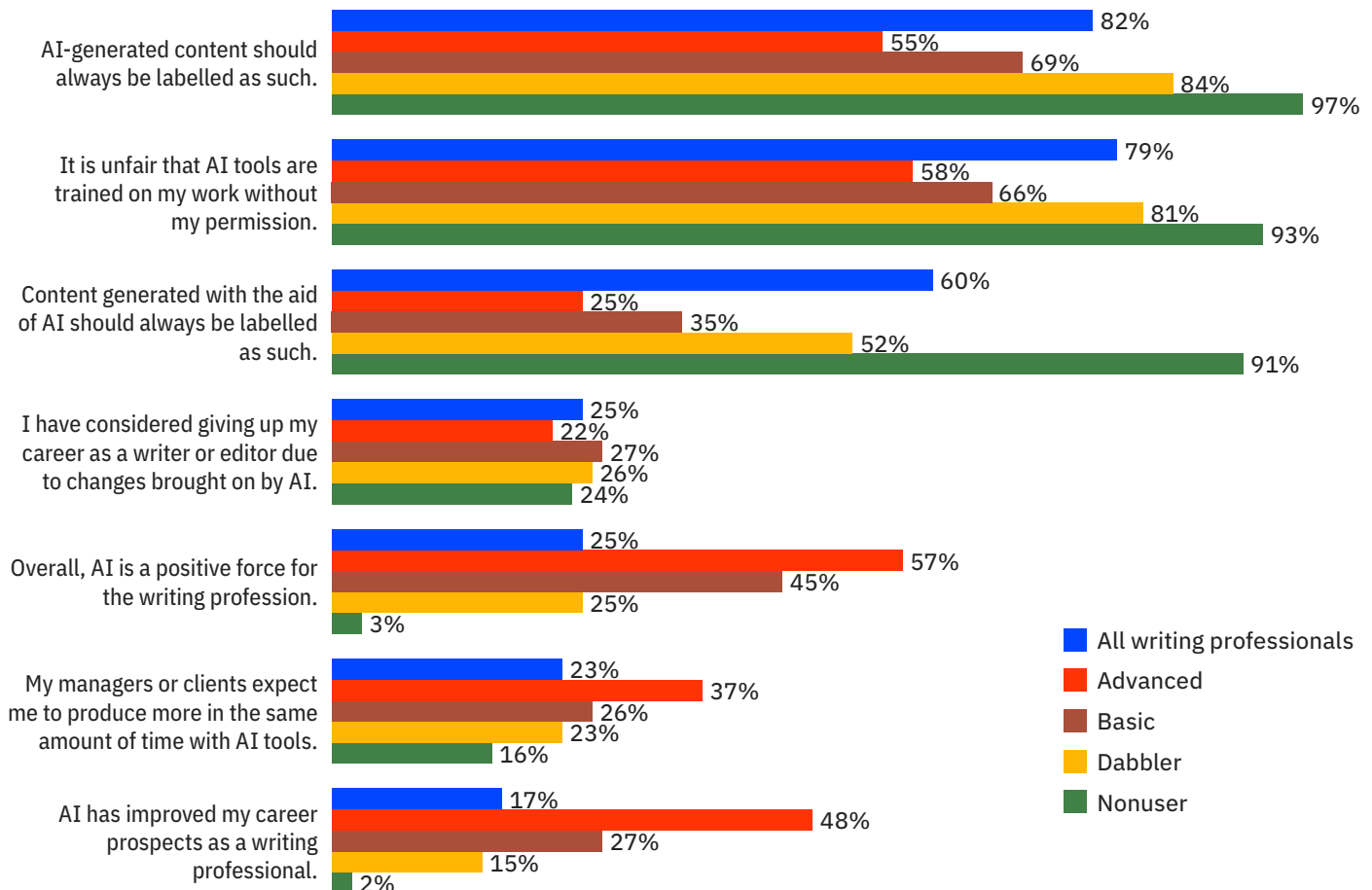


Base: Writing professionals who use AI in writing tasks

Heavy AI users have more positive attitudes toward it

The most intense AI users are more favorably inclined toward it. For example, 57% of advanced AI users think AI is a positive force for the profession, but only 3% of nonusers agree. Nearly half of advanced users said AI had improved their career prospects. While about half of advanced users think it is unfair to train AI on their work or that AI-generated content should be labelled, more than nine out of ten nonusers agree with those statements. Tellingly, only 25% of advanced users think content generated with the aid of AI should be labelled as such.

% who strongly/somewhat agree

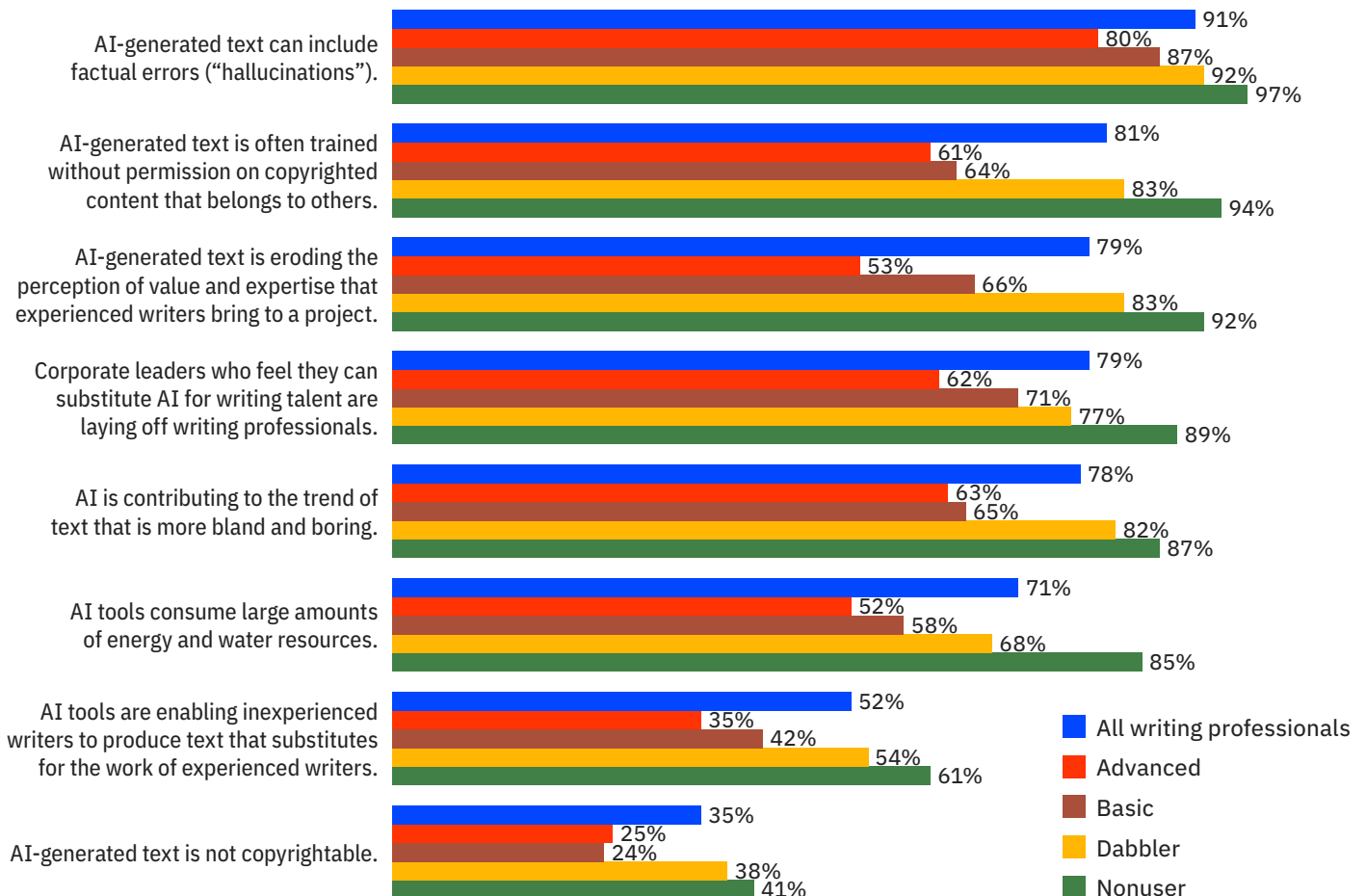


Base: Writing professionals

Nonusers are quite concerned, but AI users worry, too

Nearly all writing professionals are concerned about AI problems, regardless of whether they use it. For example, nine out of ten are worried about hallucinations. But opinions on other AI challenges vary based on writers' experience with it. Nonusers are nearly unanimous in their concern about AI tools trained on copyrighted text, but only 61% of advanced users agree. Advanced users are less concerned than nonusers about the erosion of the value of experienced writers, corporate leaders' expectations, and bland and boring AI-generated content. Only half of the advanced users are worried about AI energy consumption, as compared with 85% of nonusers.

Percentage who are extremely/very concerned



Base: Writing professionals

Writers shared varied and pointed perspectives on AI

Writers were eloquent in their outrage about the technology. Those that don't use it were the most outspoken, but we also heard concerns from regular AI users of all types.

Hallucinations and false information — as a medical writer, I have to meticulously check everything it produces.

Medical writer, uses AI daily

They are bullsh*t machines. The few times I've tested them, they have proven to be unreliable, incomplete, and facile.

Copy editor, uses AI rarely

It is removing human thought from the writing process. I can spot AI writing and even AI-outlined writing from a mile away because it is voiceless, empty, derivative slop. Of all the ways to rapidly accelerate climate catastrophe, this one has to be the stupidest.

Fiction author, never uses AI

Bad for humanity on basically every level.

Thought leadership writer, uses AI weekly

I'm frustrated that potential clients think it is a replacement for human writers.

Book ghostwriter, uses AI weekly

It sometimes hallucinates the conclusions of published studies. I'll ask where in the journal article something AI quotes is stated and ChatGPT, the tool I use, will 'confess' the paper didn't actually make the statement.

Copy writer, uses AI weekly

AI is theft of authors' writing, creativity, and critical thinking. It's horrible for the environment. It's the tool of fascists.

Fiction author, never uses AI

[My concern is] knowing that AI will replace me. Also knowing that clients and readers often do not care about how accurate or good the writing is, just that it's done. Very demoralizing.

Speechwriter/executive communications, uses AI weekly

You mean the sociopathic plagiarism machine that's prone to flattery, racism, and delusions, weakens critical thinking, and is an environmental disaster? Hard pass.

Speechwriter/executive communications, never uses AI

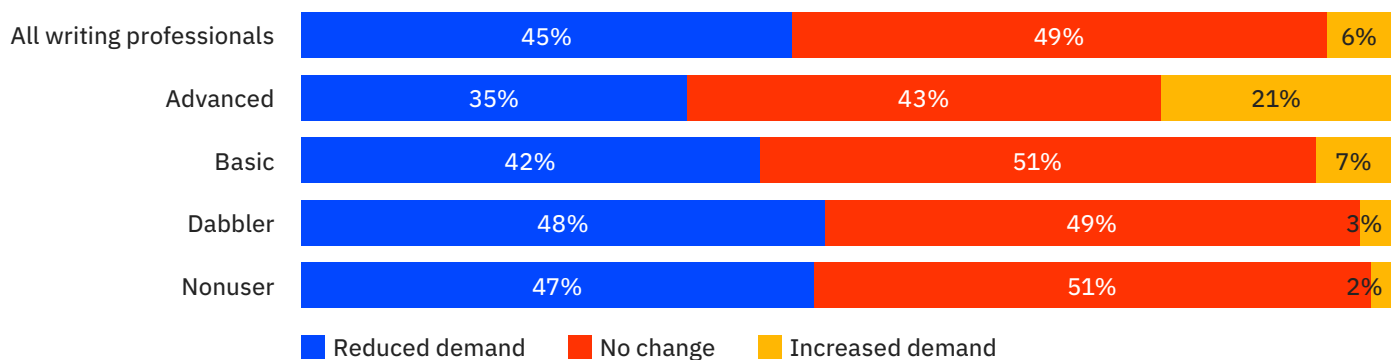
It removes the human authorial voice and repurposes it into corporate-friendly garbage, even in settings where that voice is not appropriate. It all sounds so similar and soulless.

Copy editor, uses AI sometimes

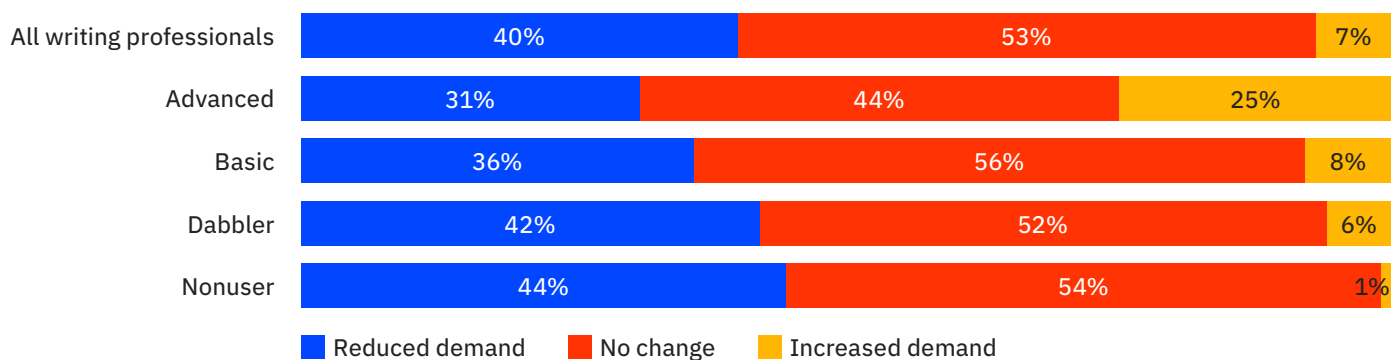
Most freelancers reported reduced demand, income

We polled the 806 freelancers and small agency workers in our survey about how the value of their work has changed. Nearly half of freelancers have experienced reduced demand for their work due to AI. However, 21% of the advanced users have experienced increased demand. A similar pattern applies to their perceptions of variations in income, with 4 out of ten freelancers reporting that AI has reduced their income, but 25% of advanced users reported higher incomes.

“How has AI changed demand for your work as a writing professional?”



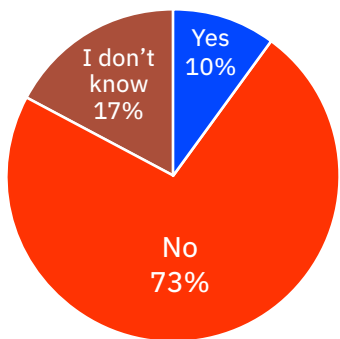
“What impact has AI had on your income as a freelancer or agency worker?”



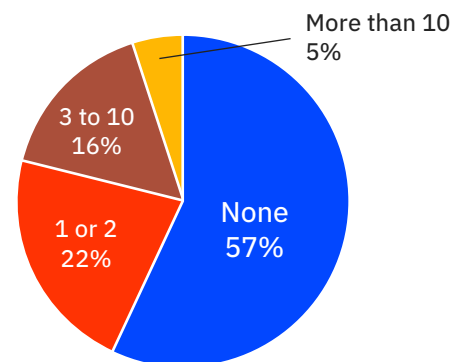
Base: Writing professionals who work freelance or in an agency of ten or fewer people

Nearly half of writers have seen AI kill a friend's job

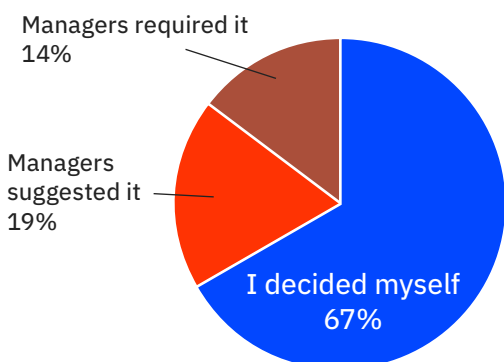
Only 10% of corporate workers have had AI-driven layoffs at their organization. But 43% of writing professional in our survey know someone who has lost their job to AI, and 5% know more than ten people who'd lost jobs. Overall, writers are pessimistic; three out of four expect their opportunities to decline.



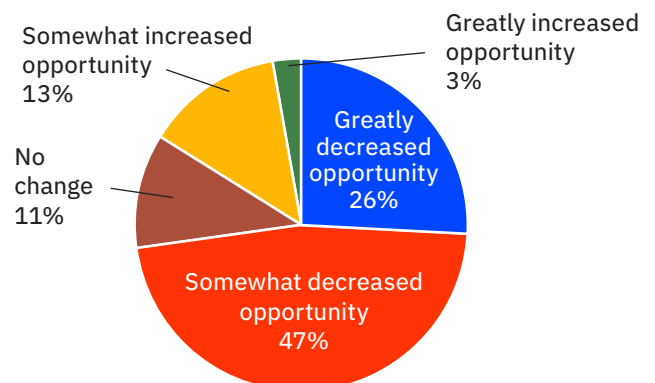
“Has your organization laid off writing professionals with the expectation that remaining workers can be more productive with AI?”



“Among writing professionals that you know personally, how many have lost their jobs due to AI?”



“Who decided you should use AI for writing?”

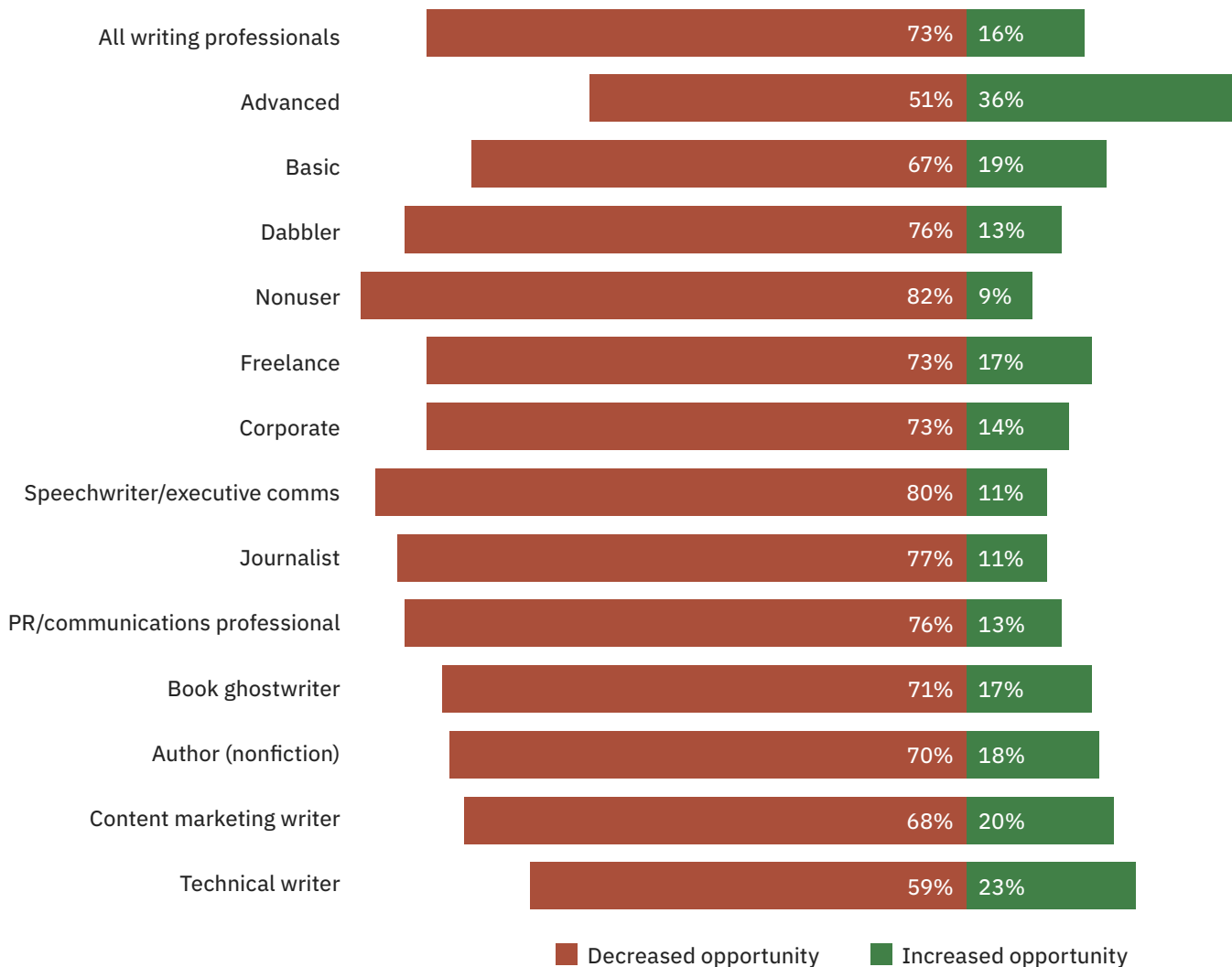


“In the next five years, will opportunities for professional writers increase or decrease?”

Base: Writing professionals; left two charts limited to those working in a company or an agency with more than ten people

Pervasive pessimism about writing opportunities abounds

Freelancers and corporate workers agree; about three out of four expect writing opportunities to decline. The less writers use AI, the less hopeful they are — but even advanced AI users are more likely to predict a decline than an improvement. Speechwriters and journalists have the most negative outlook; technical writers and content marketers, while still pessimistic, aren't quite as gloomy.



Base: Writing professionals

Writers shared concerns about AI's impact

No one really knows how AI will impact the writing profession overall. That didn't stop writers from making projections, both positive and negative.

Absolute destruction. I work in Hollywood and in publishing and the number of lives and careers that have already been destroyed by the pivot to AI is disturbing.

Copy editor, never uses AI

Book proposals can be AI-generated without spending \$10K for a writer to do it.

Book ghostwriter, uses AI sometimes

Total decimation [of the profession].

Content editor, uses AI weekly

[AI] will allow humans to focus on the concept and thoughts, and not on the mechanics of writing.

Nonfiction author, uses AI daily

[The] perceived value of quality writing will go way down, and the majority won't notice due to current poor media literacy.

Copy editor, uses AI rarely

Those who refuse to use AI 'tools' will be in high demand when the grift bubble pops — but before then, severe economic damage will be done.

Fiction author, never uses AI

Content marketing will become almost entirely automated.

Content marketer, uses AI rarely

It will largely eliminate the need for editors, artists, and many writers.

Book ghostwriter, never uses AI

Marketing will get decimated. Blogs are already a lost cause.

Content marketer, uses AI weekly

I reckon it's going to totally f*** [the writing profession]. The romance and art will be sucked out of it. Humanity will take one giant leap towards becoming a vanilla, soulless corporate f***sicle, bereft of soul and heart.

Fiction author, uses AI daily

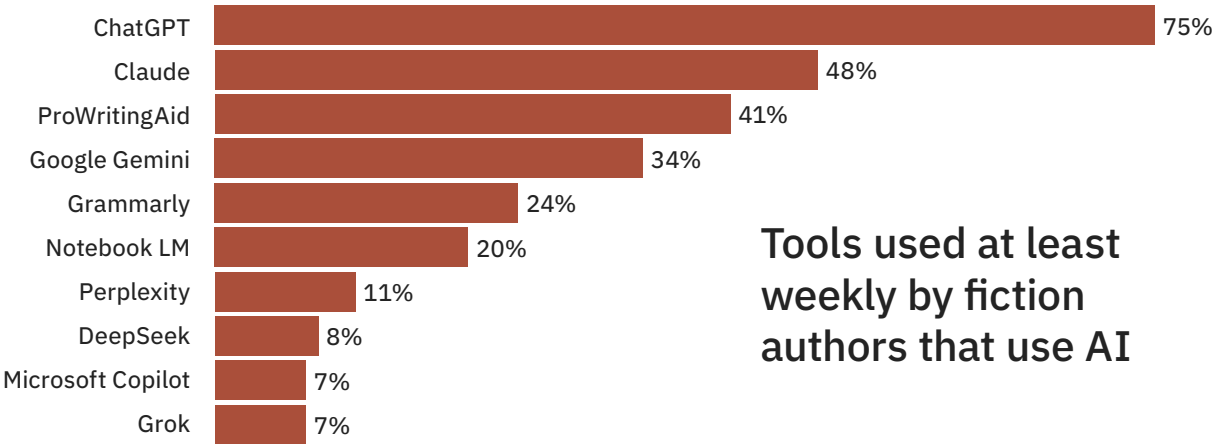
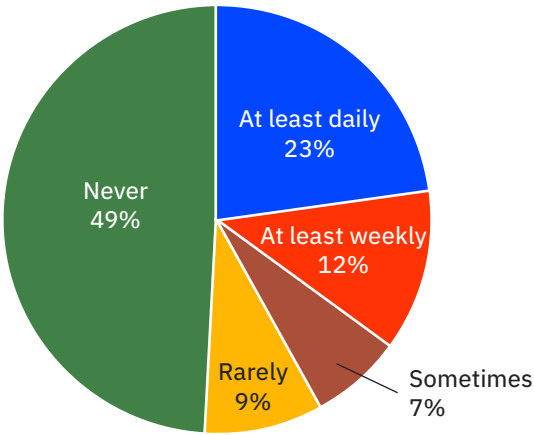
Is 'doom loop of computers writing regurgitated soulless garbage only to be read/summarized by other computers while humanity gets dumber and dumber and loses its ability to read, write, think and care' overly pessimistic?

Speechwriter/executive communications, never uses AI

Most fiction authors don't use AI

Our survey reached 291 fiction authors. We analyzed them separately because their economic models are so different from other writers. Only 42% of the fiction authors use AI at least sometimes. Those that use AI are very positive about it; 60% said it improves the quality of their writing and 87% said it boosts productivity, by an average of 57%. Fiction authors using AI average 3.7 different tools weekly. The top tools are ChatGPT, Claude, ProWritingAid, and Google Gemini.

AI use frequency by fiction authors

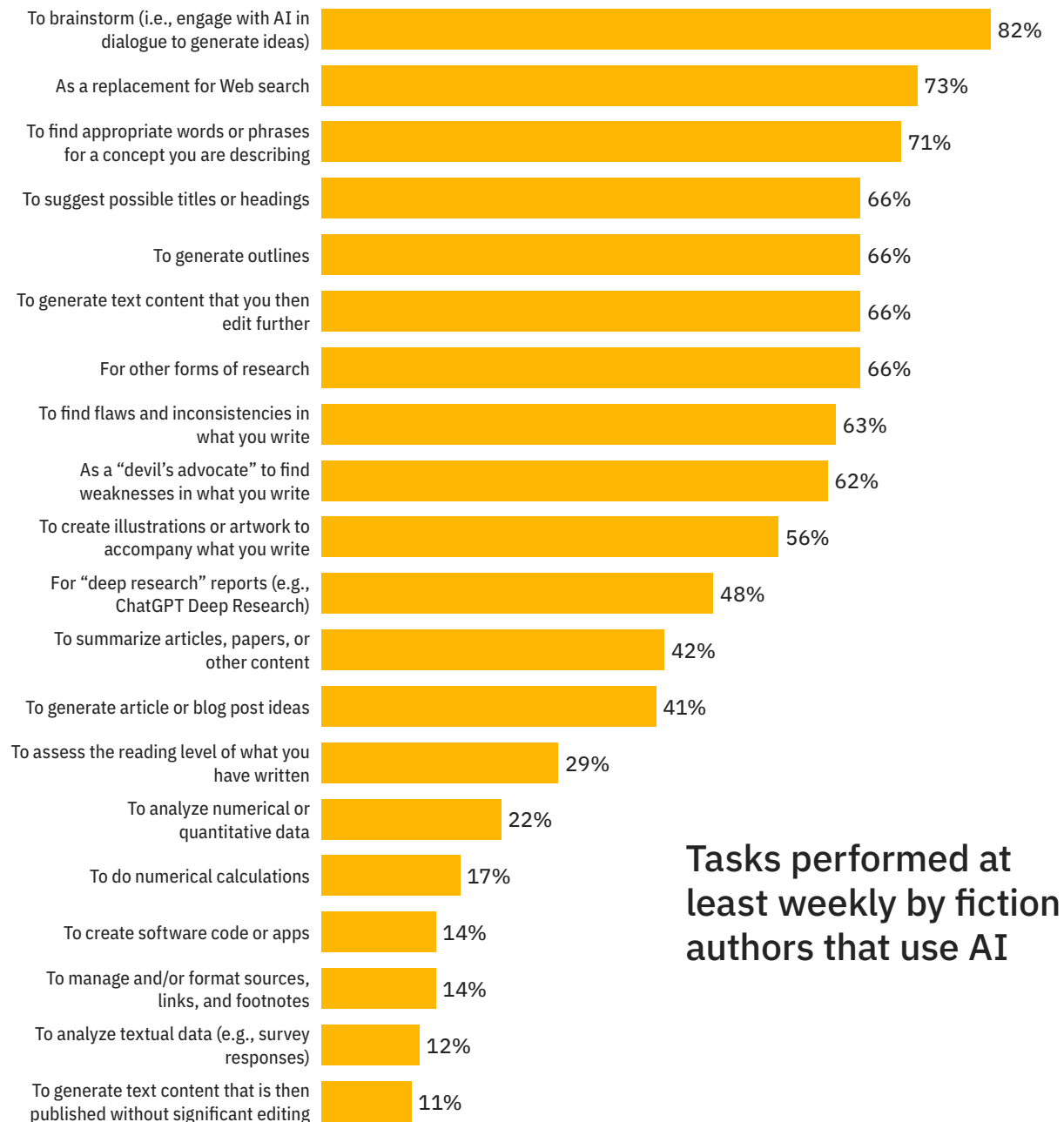


Tools used at least weekly by fiction authors that use AI

Base: Fiction authors (pie chart); fiction authors using AI (bar charts).

Fiction authors using AI perform 4.5 tasks with it weekly

The most popular AI tasks for fiction authors are brainstorming, search, and finding the right words or phrases. Only 11% use it to create publishable text.

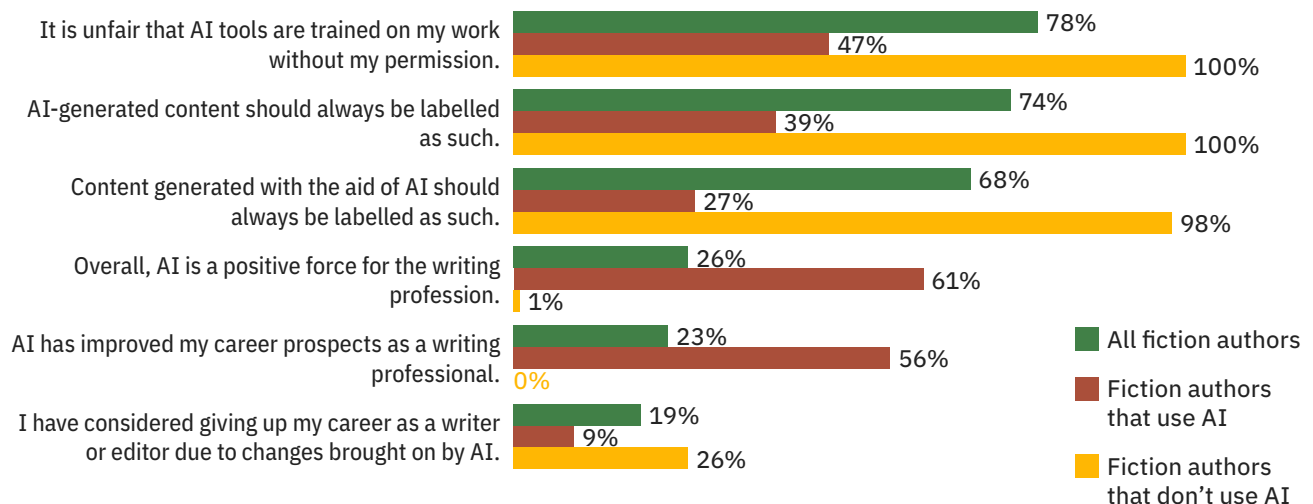


Base: Fiction authors (pie chart); fiction authors using AI (bar charts).

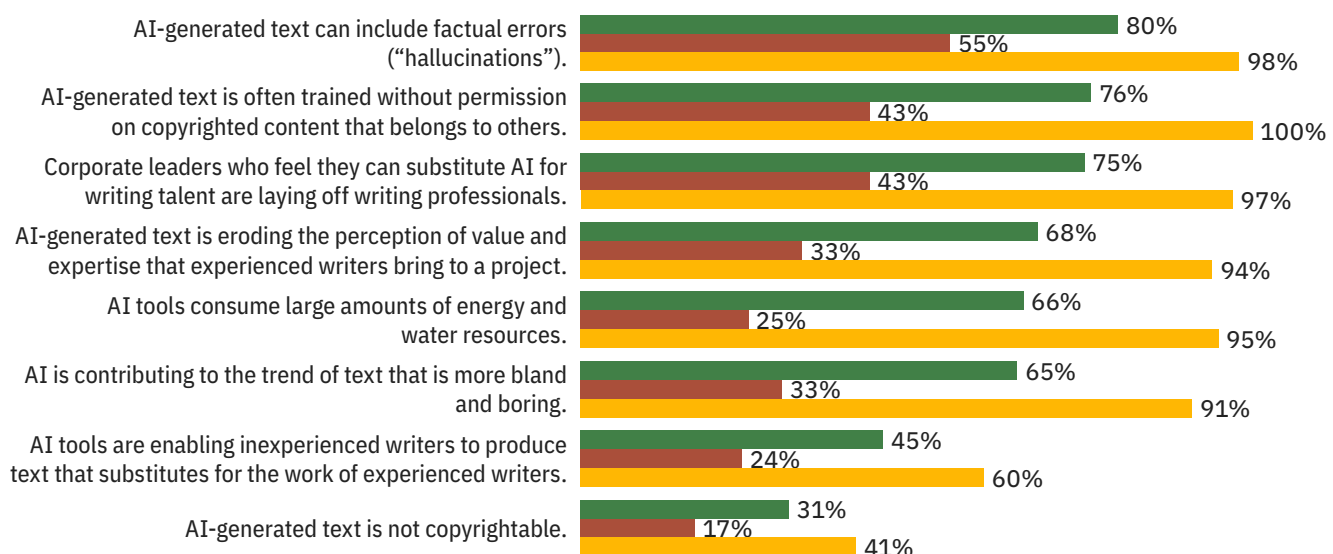
Fiction authors who don't use AI hate it

Among fiction authors, non-AI users are nearly unanimous in their disgust for the technology. A full 100% of nonusers agree that it is unfair to train AI tools on their work and that AI-generated content should be labelled. Only 1% feel AI is a positive for the profession. More than nine out of ten nonusers are concerned about hallucinations, the erosion of the value of writing, bland and boring AI-generated slop, and AI energy use. Fiction authors using AI shared these concerns, but to a much lesser extent.

% of fiction authors who strongly/somewhat agree



% of fiction authors who are extremely/very concerned

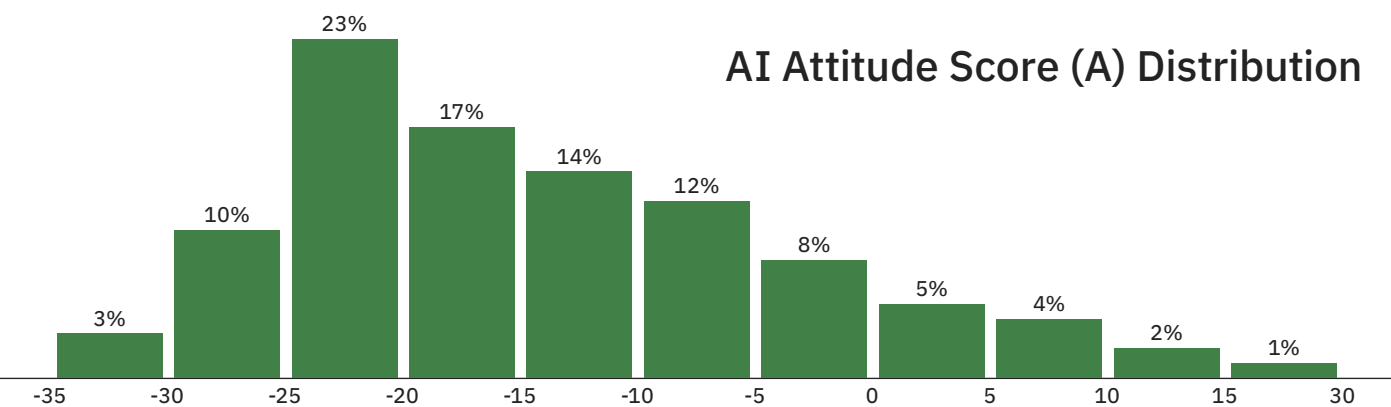
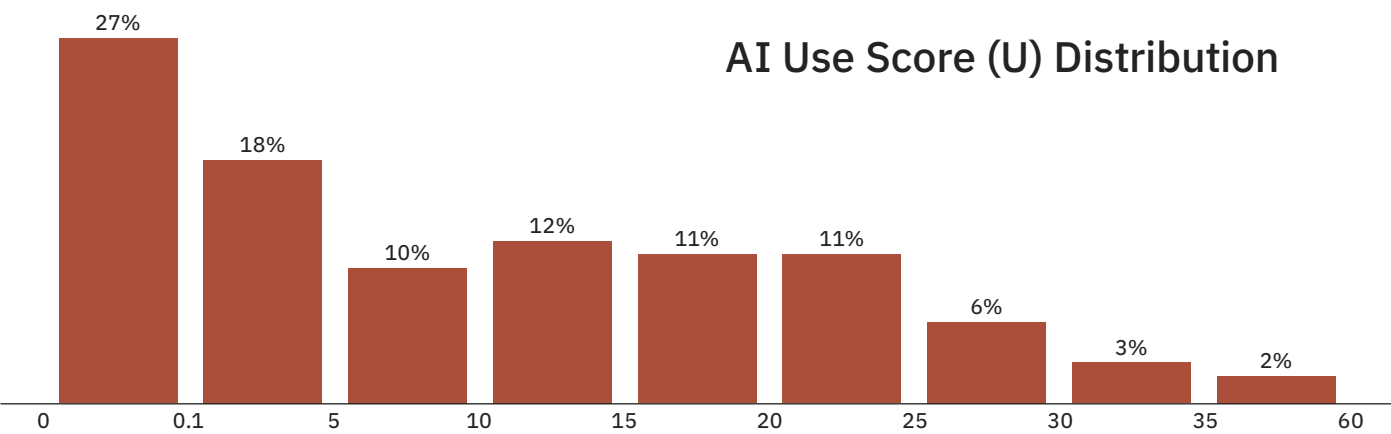


Base: Fiction authors

The heaviest AI users have the least negative attitudes

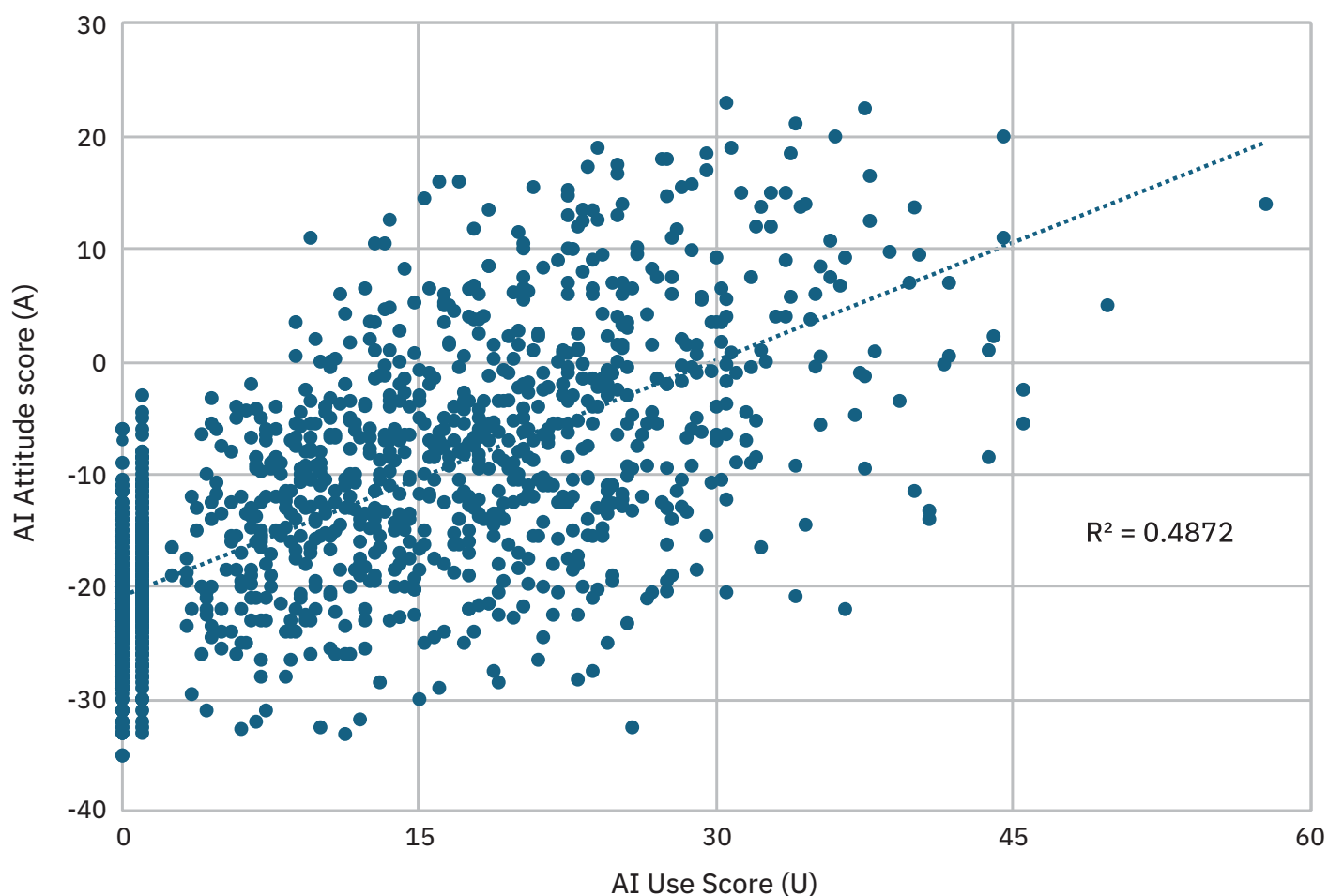
To explore the relationship between AI use and attitudes in more detail, we scored every respondent in the survey. We created an AI use scale (U) measuring frequency of AI use, number of tools used, and number and frequency of tasks performed with AI, ranging from zero (no AI use at all) to a theoretical maximum of 76. The AI use distribution was bimodal, with a peak at zero and another near the mean of 11.

Similarly, we created an attitude scale (A), subtracting points for negative attitudes and concerns about AI and adding points for positive attitudes. The mean of A was -13.5, reflecting the preponderance of negative attitudes; only 13% of respondents had a net positive attitude score.



AI use and attitudes are highly correlated

The attitude score A was significantly correlated with use score U ($R = 0.7$, $p < 0.1\%$), demonstrating that the heaviest AI users have the most positive attitudes toward it. Nonusers and occasional users feel the technology is dangerous, while heavy users, although many still have reservations, are far less pessimistic about it.



What these findings mean for the writing profession

The divergence in attitudes between AI users and nonusers has significant consequences for different players in the writing profession. Our research points the way to further challenges for the profession. What follows is some potential food for thought for different components of the editorial ecosystem.

For writers, it's clear that the most intense AI users are becoming more productive and generating more opportunities and, in some cases, higher incomes. Writers who use AI less intensively would benefit from leaning into the opportunities it appears to be creating, adopting new AI uses such as brainstorming, summarizing research, and suggesting titles and words. This trend is especially pronounced among the most intense AI professions: thought leadership writers, PR professionals, content marketers, speechwriters, and ghostwriters. Writers who are not using AI are at risk of being left behind; even if they strenuously object to the technology, they're more likely to make their case if they learn how to use it and where its limitations are.

Brands and organizations that regularly employ or engage writers would be wise to take note of the developing dichotomy. Given the productivity and quality gains of the more advanced writ-

ers in our survey, this is clearly an opportunity to upskill staff through meaningful professional development and training. Simply insisting that full-time and contract writers use AI is poor strategy, since there are many potential pitfalls for inexperienced writers, including generating low-quality AI slop, allowing hallucinations to get into published material, and leaking confidential material into AI tools' training sets. Reducing staff and just expecting the rest to be more productive with AI is a prescription for disaster. Instead, enterprise managers would be better served to tap the advanced users to mentor and train their colleagues on the best, most productive, and safest uses for large language models.

Publishers and media companies face a confounding challenge. They must intensively lobby and pursue legal action to ensure they are compensated for the value of their content used for AI training. They face division in their ranks of editorial staff between AI proponents and AI naysayers. As with other enterprise players, they must use AI to empower editorial talent, not as a poor substitute. Since publishers face a common set of concerns, they stand to benefit from industrywide standards for AI training, labelling, and governance.

Sponsors

This survey was conceived by Dan Gerstein, CEO of Gotham Ghostwriters. Gotham Ghostwriters is the nation’s premier ghostwriting agency. With a network of 4,000-plus editorial specialists — and connections to a larger universe of 20,000 freelance professionals — Gotham offers authors, thinkers, and speakers the unparalleled ability to find the right writing partner for their priorities. Gotham also helps its clients find the right publishing path and get the most impact for their ideas through its extensive industry relationships with literary agents, publishers, media outlets, and PR and marketing consultants.

This survey was created and analyzed by Josh Bernoff, proprietor of Bernoff.com. Josh is a bestselling author and expert on writing and business books. Bernoff.com has generated more than 4 million views and features a new post for business authors and other writers every weekday. Josh works personally with business authors as a coach, editor, and ghostwriter. Book projects on which he has collaborated have generated over \$20 million for their authors. He has written nine business books, including *Build a Better Business Book: How to Plan, Write, and Promote a Book That Matters — A Comprehensive Guide for Authors* (Amplify, 2023). Josh was previously senior vice president, idea development at Forrester, where he launched Technographics, a large-scale consumer survey product.

Supporting Sponsors

We thank the following organizations that graciously shared the survey with writers in their networks.

Amplify Publishing

Kaitlyn Arford

ASJA (American Society of Journalist and Authors)

The Association of Ghostwriters

Carlton PR & Marketing

Jane Friedman’s Bottom Line Newsletter

Grammar Girl

Greenleaf Book Group

Jennifer Goforth Gregory

Anne Janzer

MarketingProfs

Monaco Associates

The National Association of Hispanic Journalists

The Professional Speechwriters Association

Methodology

This study was sponsored by Gotham Ghostwriters and Bernoff.com. Gotham Ghostwriters paid for the study. Gotham Ghostwriters did not influence or review findings before publication. This is a non-probability online survey of writing professionals. Writers were recruited by the sponsor as well as the supporting sponsors listed on the previous page. Supporting sponsors were not paid for their support. Respondents received no guaranteed monetary compensation; however, some randomly chosen respondents will receive copies of Josh Bernoff's book on business writing or a \$25 gift certificate from Bookshop.org.

All data were collected in August and September 2025 using the online survey platform SurveyMonkey.

Analysis includes survey respondents who completed the survey through the demographic questions at the end. Respondents were disqualified if their responses indicated that

they had any of the following characteristics: 1) worked fewer than ten hours per week, 2) spent zero hours per week researching, writing, editing, or managing the work of writers and editors, 3) reported that "Writing and editing are not major components of my job," 4) reported conducting 19 or more of 20 listed AI tasks weekly, or 5) completed the survey in fewer than 4 minutes with responses rated by SurveyMonkey as poor quality.

If this were a random sample, margin of sampling error for statistics regarding writing professionals would be $\pm 3\%$. Margin of sampling error for statistics regarding fiction authors would be $\pm 6\%$. Margin of sampling error for smaller subgroups is correspondingly greater.

AI disclosure: The survey authors used AI tools only for research aiding in report design and for selecting open-ended comments to quote. We did not use AI to help write and code survey questions, analyze data, or write the report.

Credits & Follow-Up

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News media and publishing industry sources are explicitly permitted to quote statistics from this report, provided they identify the source as “AI and the Writing Profession” and provide a link to the survey results at gothamghostwriters.com/ai-writer

For media inquiries, speaking requests, or further information about the study, please contact alison@gothamghostwriters.com.

For further analysis of survey results or if you wish to conduct a similar study, contact Josh Bernoff at josh@bernoff.com.

Credits

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