



Artificial intelligence (AI) is everywhere, and more people are using it for daily activities than ever before.¹ Now, Copilot+ PCs are bringing the power of AI directly to your device. With AI-powered features on Copilot+ PCs like Recall, Click to Do, and improved Windows search, you can quickly find what you need, organize your files, and complete tasks faster—whether you're a power user or someone who just checks email a few times a week.

We've proved it. In hands-on tests with 50 participants, we compared productivity features available on Copilot+ PCs to those on MacBook Air® M4 devices and Windows 11 PCs. Participants completed a range of everyday activities faster using AI-powered features on Copilot+ PCs, yielding significant time savings including:

Save up to 66%

of time on an image editing workflow with AI tools on Copilot+ PCs vs. a MacBook Air M4*

Save up to 51%

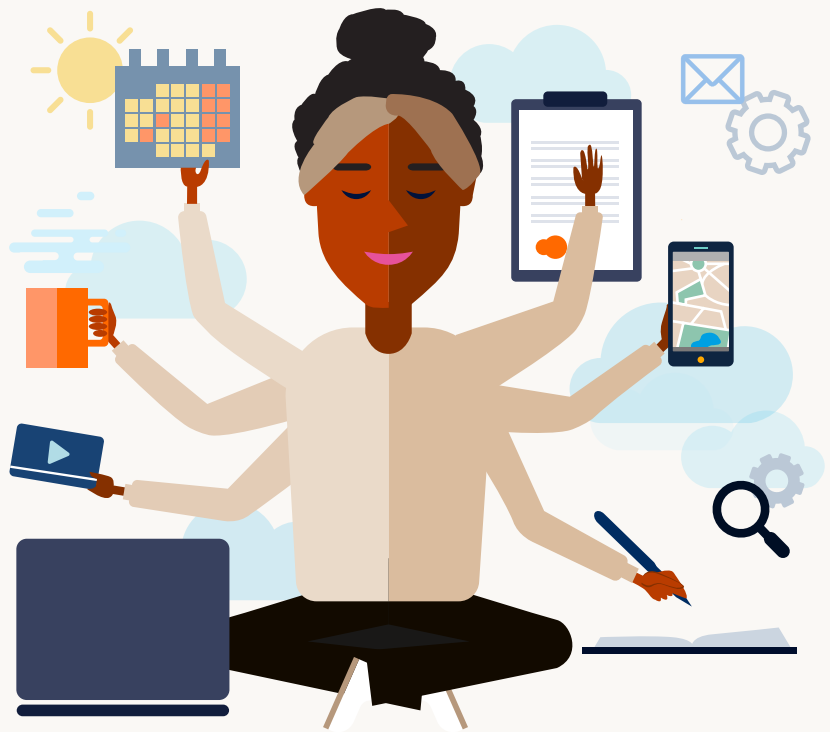
of time editing an image with AI tools on Copilot+ PCs vs. a MacBook Air M4*

Save up to 54% of time

finding a PowerPoint presentation with AI tools on Copilot+ PCs vs. a MacBook Air M4*

Redefining productivity with Copilot+ PCs

We found that AI-powered features in Copilot+ PCs can help you save time and focus on what matters most



Our results demonstrate that Copilot+ PCs, with their suite of AI-powered features, can help you boost productivity and get more time for the things that matter most to you.

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Exploring the benefits of AI features on Copilot+ PCs: Our study

To learn whether choosing Copilot+ PCs instead of traditional devices yielded real-world benefits for users, we designed a usability study to gather insights from 50 participants. We invited them to our offices, where we conducted the study. Proctors from our team asked them to complete six tasks on three laptops: a Copilot+ PC; a 13-inch Apple MacBook Air with M4 processor, which we'll refer to in this report as the MacBook Air M4; and a Windows 11 PC. (We included three different Copilot+ PCs in this study, each with a different processor, evenly distributing the three PCs among the participants. To see full details on these systems, see Table 1 and Table 2.) All three systems were in the same room. To create a realistic working environment on the systems, we pre-loaded all three devices with a sample set of files and browser history.

The core of the study was asking each participant to complete multiple tasks on all three devices, using the best tools available on those devices for the tasks. Each participant attempted all the tasks on all the devices.

We strived to give the participants the information they needed to complete the tasks while excluding bias toward any of the devices. To help achieve this goal, we asked the participants to watch a short training video on each device before they began. The training videos covered tools and applications relevant to the tasks in each operating system (OS), plus key AI and search-related features on the Copilot+ PC and MacBook Air M4. On the Windows 11 PC, we mentioned the Copilot app but did not cover it in depth.

We gave the participants written prompts for each task. The prompts outlined the work participants needed to perform and the applications they could use for that task. We did not force them to use those tools or specify an exact set of steps, so as would happen in the real world, participants completed the tasks in

different ways. If a participant had not completed a task after five minutes, the proctor checked to see if they felt they were close to completion. If the person said yes, the proctor gave them an additional three minutes to finish the task. If they said no, the proctor asked them to move on.

We filmed the users and ran screen recording software while participants completed their tasks. From these recordings and our proctors' notes, we recorded:

- How long each participant took to complete each task
- How many participants successfully completed each task

We defined "successful completion" as achieving the result within a maximum of eight minutes, whether or not they used the tools we recommended. If the participant gave up at five minutes, did not achieve the result in eight minutes, or achieved a different result (e.g., found the wrong file) we defined that as failure. In the timing results in this paper, we excluded all times from failed tasks, and we report the rate of completion as the percentage of participants who successfully completed the task. We also exclude all data from tasks that failed due to a system error outside the user's control (e.g., the system completely crashing).

Finally, after the participants had attempted or completed all the tasks on all the devices, we asked them to fill out a short survey about their experiences and preferences.

To explore more details about how we ran the study, including the prompts we provided and the scripts for our training videos, see the [science behind the report](#).

Table 1: Detailed information on the Copilot+ PCs we tested.

System configuration information	Copilot+ PC: Microsoft Surface Pro 11 th edition	Copilot+ PC: ASUS ProArt P16 (H7606W)	Copilot+ PC: Microsoft Surface Laptop 7 th edition (2107)
Processor			
Vendor	Qualcomm	AMD	Intel®
Model number	Snapdragon® X Elite	Ryzen™ AI 9 HX 370	Core™ Ultra 7 268V
Core frequency (GHz)	3.4–4.0	2.0–5.1	2.2–5.0
Number of cores	12	12	8
Number of threads	12	24	8
Memory			
Amount (GB)	16	32	32
Type	LPDDR5	LPDDR5x	LPDDR5x
Graphics			
Vendor	Qualcomm	AMD	Intel
Model number	Adreno X1-85 GPU	Radeon™ 890M	Arc 140V GPU
Storage			
Amount (GB)	1,000	2,000	1,000
Connectivity/expansion			
Wireless internet	Qualcomm FastConnect 7800 Mobile Connectivity System	Wi-Fi 7	Wi-Fi 7
Battery			
Rated capacity (Whr)	53	90	54
Display			
Size (in.)	13	16	13.8
Resolution	2,880 x 1,920	3,840 x 2,400	2,304 x 1,536
Operating system			
Vendor	Microsoft	Microsoft	Microsoft
Name	Windows 11 Enterprise	Windows 11 Pro	Windows 11 Pro
Version	24H2 (Build 26120.5733)	24H2 (Build 26120.5733)	24H2 (Build 26120.5733)
Dimensions			
Height (in.)	8.2	9.72	8.67
Width (in.)	11.3	13.97	11.85
Depth (in.)	0.37	0.68	0.69
Weight (lb.)	1.97	4.08	3.67

Table 2: Detailed information on the non-Copilot+ PCs we tested.

System configuration information	Apple MacBook Air M4: Apple MacBook Air model A3240	Windows 11 PC: HP Spectre x360 2-in-1 Laptop 14-ef2023dx
Processor		
Vendor	Apple	Intel
Model number	M4	Core i7-1355U
Core frequency (GHz)	2.9–4.4	3.7–5.0
Number of cores	10	10
Number of threads	10	12
Memory		
Amount (GB)	24	16
Type	LPDDR5X	LPDDR4x
Graphics		
Vendor	Apple	Intel Iris Xe®
Model number	M4 Integrated Graphics	Iris Xe graphics
Storage		
Amount (GB)	512	1,000
Connectivity/expansion		
Wireless internet	Wi-Fi 6E	Intel Wi-Fi 6E AX211
Battery		
Rated capacity (Whr)	53.8	66
Display		
Size (in.)	13.6	13.5
Resolution	2,560 x 1,664	3,000 x 2,000
Operating system		
Vendor	Apple	Microsoft
Name	macOS® Sequoia	Windows 11 Home
Version	15.6	24H2 (Build 26100.6584)
Dimensions		
Height (in.)	8.46	8.68
Width (in.)	11.97	11.73
Depth (in.)	0.44	0.67
Weight (lb.)	2.7	3.01

Introduction to our tasks

We asked participants to complete six tasks, four shorter tasks and two longer workflows, which represent a range of activities that you might do on your computer at work or at home. These tasks included everyday work such as finding files, editing files, and summarizing content.

In the following pages, we highlight our findings and the trends we saw across the 50 participants, including the average time it took participants to complete the tasks and the percentage of participants who successfully completed them. Where we quote participants throughout this report, we are quoting directly from their post-test surveys or from our video recordings.

Behind the scenes: Our participants

To ensure our group of users for this study was representative of a broad population of personal computer users, we recruited people representing a range of ages and genders. Of our group of 50 participants, 21 were men, 27 were women, and 2 were non-binary. Their age breakdown was:

- 20 people ages 18-28
- 11 people ages 29-44
- 12 people ages 45-60
- 7 people ages 61+

We accepted only participants who stated they had used both Apple macOS® and Microsoft Windows in the last eight years. We did not allow our own staff to participate. We compensated all participants for their time.

To learn more about our participants, see the [science behind the report](#).



Editing an image

Graphics are an important part of the way we work and communicate. For some people, basic image editing has become second nature, whether it's applying a filter to a photo for social media or removing portions of the image. Others still think of editing images as the purview of trained professionals with complex tools. While complex edits do require graphic design or photography expertise, basic image editing should be accessible to everyone.

For this task, we asked our users to use an image from a PDF and remove the logo in that image while keeping its background intact. After removing the logo, we asked them to save the edited image as a new, separate file without the logo. We recommended our testers use the following tools for this task:

- Copilot+ PC: File Explorer, Edge, Click to Do, Windows Photos
- MacBook Air M4: Preview, Photos app, Finder, the keyboard shortcut for taking a screenshot
- Windows 11 PC: File Explorer, Edge, Snipping Tool, Windows Photos

On average, participants were able to complete the task significantly faster on the Copilot+ PC compared to both the MacBook Air M4 and the Windows 11 PC, saving approximately two minutes (see Figure 1). These are exciting time savings, especially if you're not normally comfortable with graphic design tasks. What's more, more people were able to complete this task with the Copilot+ PC than with either the Windows 11 PC or the MacBook Air M4 (Figure 2).

Click to Do on Copilot+ PCs

Click to Do is an AI tool built into Copilot+ PCs that lets you interact with files and images on your screen simply by pressing the Windows key and clicking. You can use it to summarize or rewrite text, edit images, perform a search, and much more. Click to Do works by taking a screenshot, performing a local AI analysis, and then offering options for what to do next. [Learn more about Click to Do.](#)

Save time editing an image with Click to Do on Copilot+ PCs

Time (seconds) | Lower is better

Save up to 48% of time (110 sec) vs. a Windows 11 PC

Save up to 51% of time (124 sec) vs. a MacBook Air M4

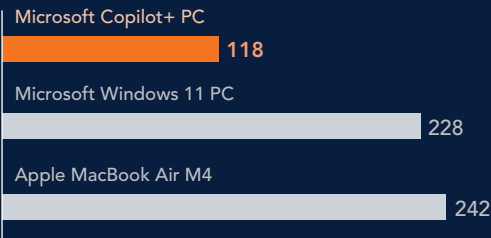


Figure 1: The average amount of time it took for users to remove a logo from an image and save the edited image as a new file. Source: Principled Technologies (PT).

Percentage of users who successfully completed the task "Editing an image"

Percentage | Higher is better

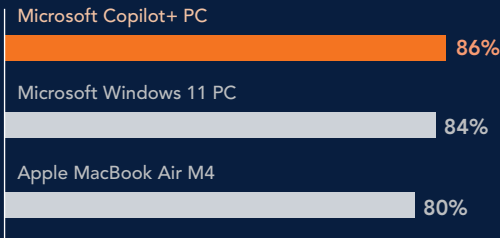


Figure 2: The completion rate for each device for the task "Editing an image." We defined success as removing the logo from the image and saving it as a separate file within a maximum of eight minutes. Source: PT.

“I want a Copilot+ PC at my job right now!”

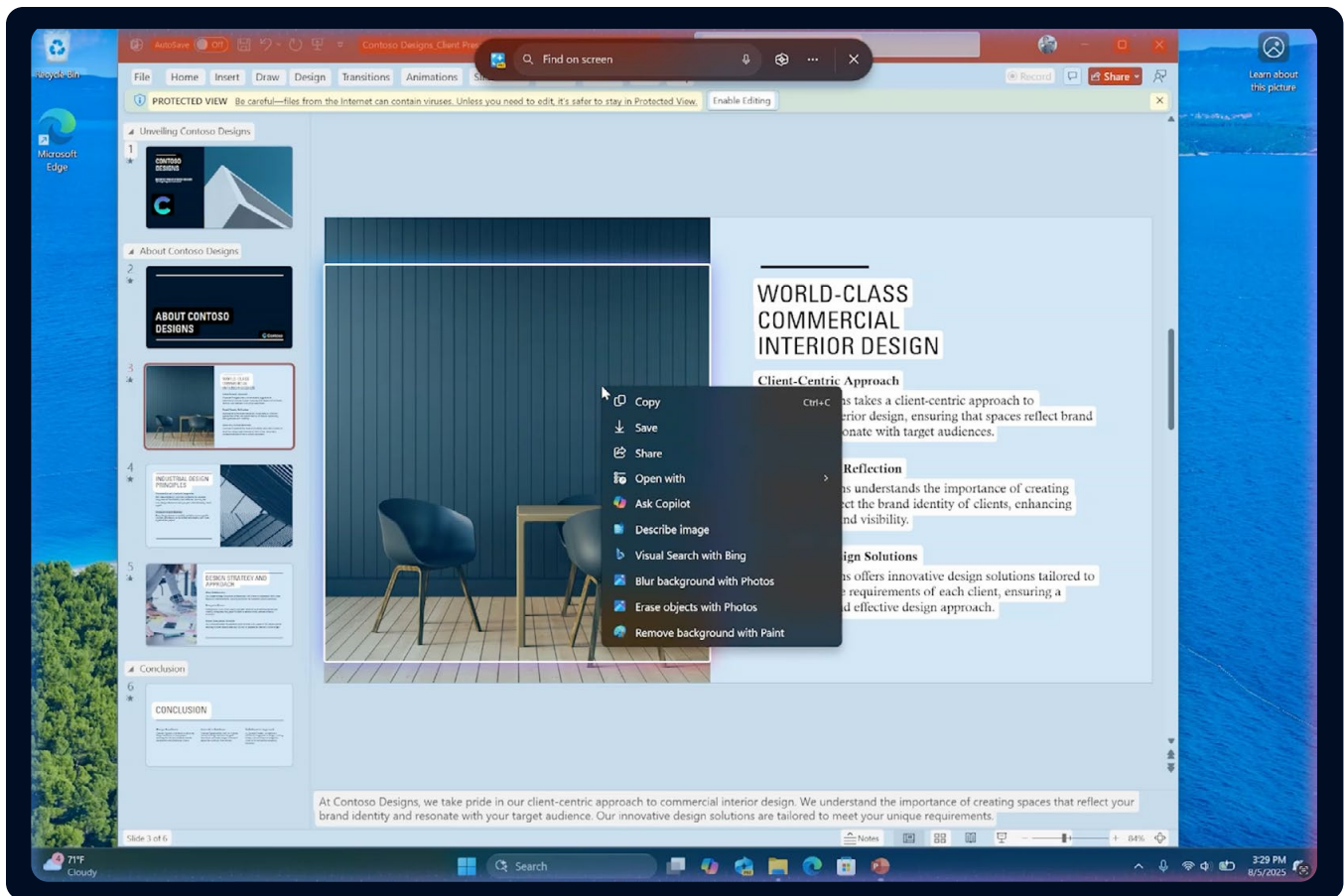
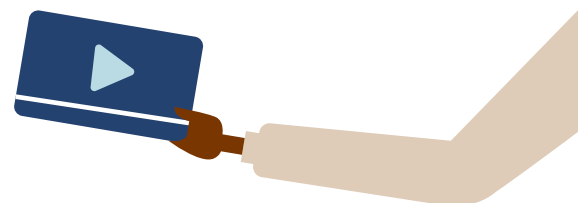


Figure 3: Screenshot of the Click to Do feature on the Copilot+ PC. Source: PT.



Finding a presentation you've lost track of

Managing files, from work presentations to personal photos, is part of everyday life. But finding the right document when you need it isn't always simple. Even the most organized systems can feel like a maze, and searching through endless folders can waste valuable time.

For this task, we asked participants to find a PowerPoint presentation that they'd recently worked on. They didn't know its name or where it was saved, but they did know that one of the slides had red handwriting. We suggested they use the following applications for this task:

- Copilot+ PC: Recall, File Explorer, PowerPoint
- MacBook Air M4: Finder, Spotlight Search, PowerPoint
- Windows 11 PC: File Explorer, PowerPoint

As Figure 4 shows, the Copilot+ PC helped our participants save over a minute on this task compared to the MacBook Air M4 and the Windows 11 PC. When you consider how frequently you have to find files on your system, these savings could start to feel significant, especially if you're in a role where you work with a large number of files every day.

While most participants were able to complete this task on all three machines, many more people failed to find the PowerPoint on the Windows 11 PC and the MacBook Air M4 than they did on the Copilot+ PC (see Figure 5).

Recall in Copilot+ PCs

Finding something you've seen before, whether in a document, an email, or a website, can be frustrating and time-consuming. Copilot+ PCs with Recall make it easier. After you've enabled it, Recall captures snapshots of your activity and stores them locally, creating a visual timeline you can search using everyday language. No need to remember exact filenames or URLs; just describe what you're looking for, and Recall helps you find it. Per Microsoft, "Recall does not share snapshots or associated data with Microsoft or third parties, nor is it shared between different Windows users on the same device."² [Learn more about Recall.](#)

Save time finding a presentation with Recall (preview) on Copilot+ PCs over a minute faster

Time (seconds) | Lower is better

Save up to 49% of time (72 sec) vs. a Windows 11 PC
Save up to 54% of time (88 sec) vs. a MacBook Air M4

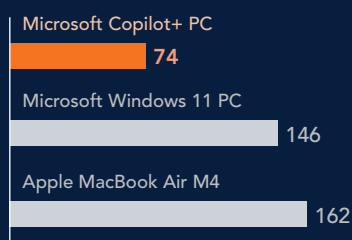


Figure 4: The average amount of time it took for participants to find a presentation on each device. Source: PT.

Percentage of users who successfully completed the task "Finding a presentation"

Percentage | Higher is better

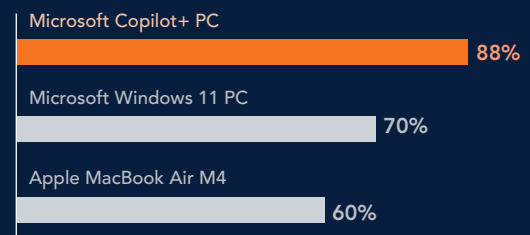


Figure 5: The completion rate for each device for the task "Finding a presentation." We defined success as finding the correct file within a maximum of eight minutes. Source: PT.

“Loved the Recall feature, and the AI image editing and search was definitely the best in Copilot+ PC.”

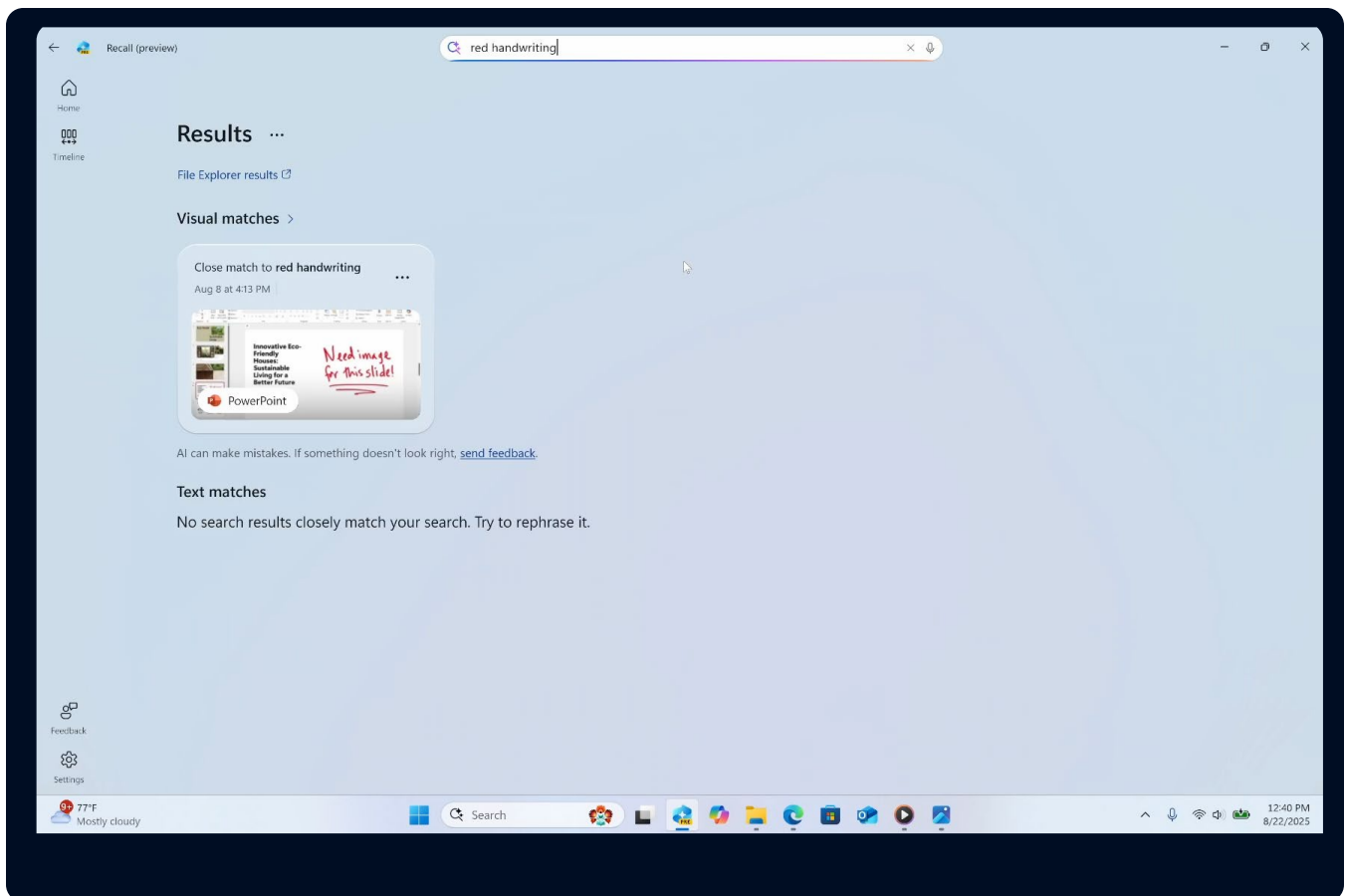


Figure 6: Screenshot of the Recall (preview) feature on the Copilot+ PC, including the slide with red handwriting. Source: PT.

“I am surprised by how easy and useful the tools for the Copilot+ PC were. Multiple times I thought to myself that I wish my computer had those capabilities.”

Revisiting a website

Revisiting a website you saw days ago can feel harder than it should be. Your browser history fills up quickly, and remembering exact URLs or page titles is nearly impossible. This creates a real challenge when you need to pick up where you left off, whether it's for work research or personal planning.

To understand how Copilot+ PCs address this, we asked participants to find a website they had visited earlier for a map of attractions. They didn't remember the site's name, only that it included a map. This scenario reflects a common real-world problem: incomplete memory and cluttered digital trails. For this task, we recommended the following applications:

- Copilot+ PC: Recall, Edge
- MacBook Air M4: Safari³
- Windows 11 PC: Edge

This task took our participants less than a minute on average with the Copilot+ PC, making it the quickest task of all the ones we tested. It required more time on the Windows 11 PC and MacBook Air M4, as Figure 7 shows. When you're looking for something you need, every second counts, and even a savings of 21 seconds can make a big difference.



“I really enjoyed using the Copilot+ PC. It was very easy to use and felt very comfortable.”

Almost everyone was able to successfully find the website on the Copilot+ PC, but on the Windows 11 PC and MacBook Air M4, more people struggled.

Save time looking for a website previously visited with Recall (preview) on Copilot+ PCs

Time (seconds) | Lower is better

Save up to 28% of time (21 sec) vs. a Windows 11 PC

Save up to 44% of time (42 sec) vs. a MacBook Air M4

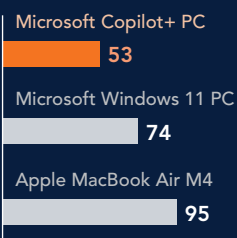


Figure 7: The average amount of time it took for participants to find a previously-visited website on each device. Source: PT.

Percentage of users who successfully completed the task "Revisiting the website"

Percentage | Higher is better

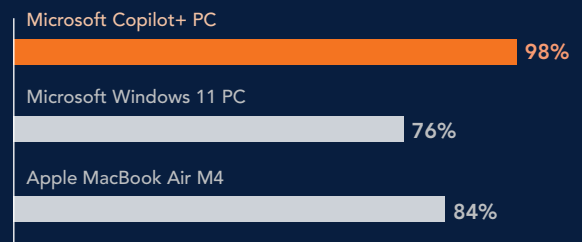


Figure 8: The completion rate for each device for the task "Revisiting a website." We defined success as finding the correct website within a maximum of eight minutes. Source: PT.

Finding images

Every day, we pull our phones out of our pockets to snap pictures of our friends, family, and pets. But we also take pictures of less sentimental things, like whiteboard diagrams at work and parking receipts. When you find yourself needing to finish that family album or reference that diagram a few months later, how do you find the right photo among the many on your system?

We asked each participant to imagine they were searching for two photos—one of a paintbrush and one of a piano—without knowing their filenames or the dates on which the photos were taken. We then asked them to copy and paste the two photos onto their desktop. We recommended they use the following tools:

- Copilot+ PC: File Explorer and improved Windows search
- MacBook Air M4: Photos app
- Windows 11 PC: File Explorer

As Figure 9 shows, the Copilot+ PC enabled our participants to find and copy the photos over a minute faster than the Windows 11 PC, and in just five seconds more than the MacBook Air M4. The presence of AI features brings a clear advantage in this task: instead of manually combing through file folders, you can search using your own words. All but one of the participants with access to on-device AI tools, whether on the Copilot+ PC or the MacBook Air M4, successfully completed this task (Figure 10). Finding images was harder without AI tools on the Windows 11 PC, and a few participants did not successfully complete the task.

Improved Windows search in Copilot+ PCs

Searching for files by name isn't practical when filenames look like X8fj53dp-080824.png. What you really want is to type something like "Hannah eating ice cream at the beach" and quickly find the right photo. With improved Windows search, you can. It uses natural language, so you search the way you think, no rigid keywords required. The same approach works in Settings, too: Instead of digging through menus, just type "switch to color-blind mode." [Learn more about new search features on Copilot+ PCs.](#)

Save time finding images with improved Windows search on Copilot+ PCs

Time (seconds) | Lower is better

Save up to 54% of time (96 sec) vs. a Windows 11 PC

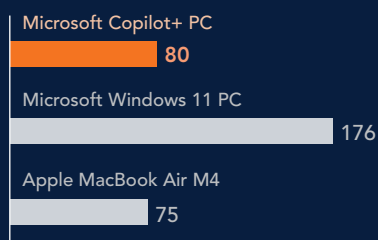


Figure 9: The average amount of time it took for participants to find two photos and copy them onto their desktop on each device. Source: PT.

Percentage of users who successfully completed the task "Find images"

Percentage | Higher is better

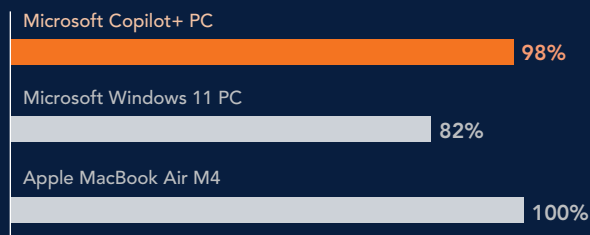


Figure 10: The completion rate for each device for the task "Find images." We defined success as finding the right photos and copying and pasting them onto the desktop within a maximum of eight minutes. Source: PT.

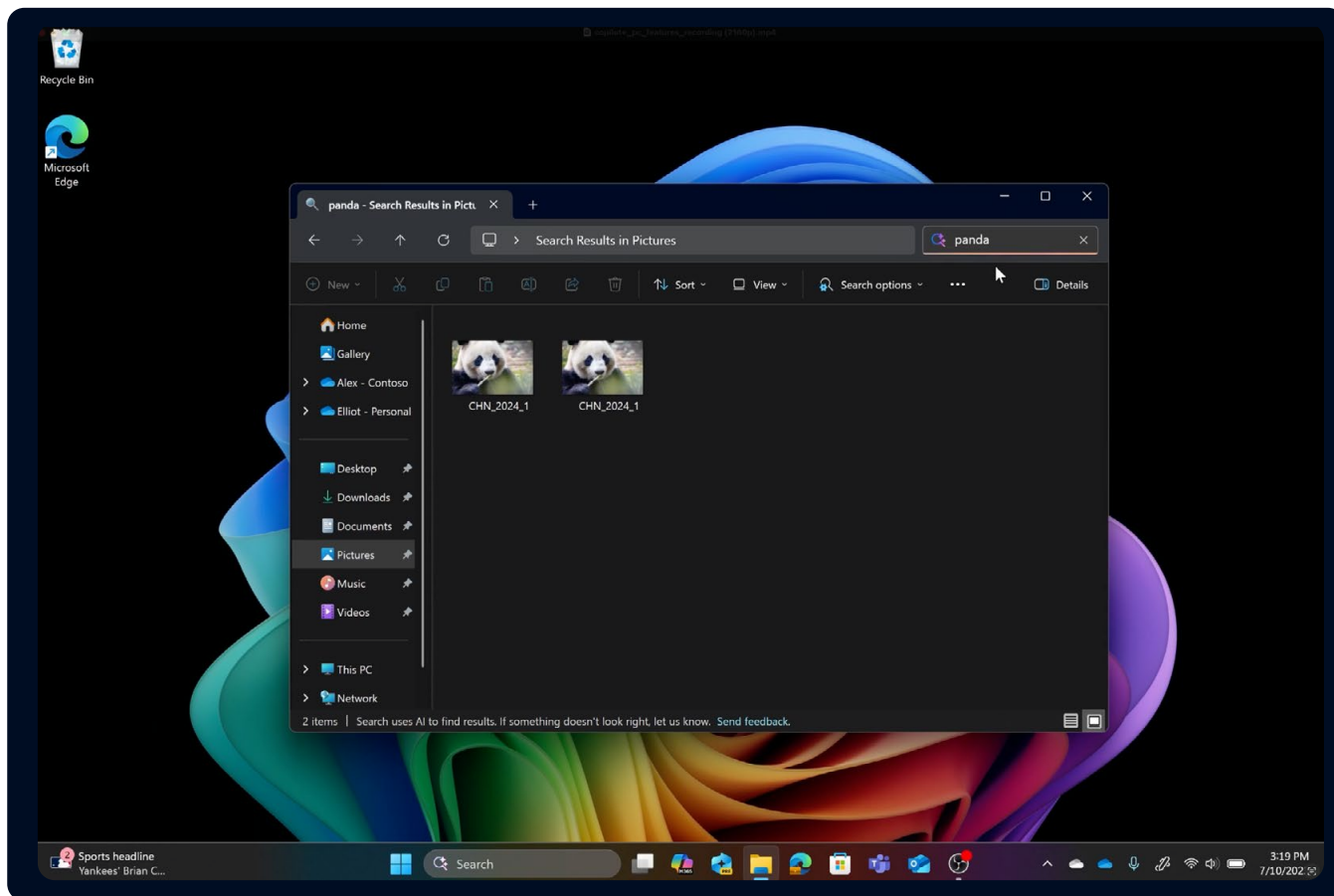


Figure 11: Screenshot of the improved Windows search feature on the Copilot+ PC. Source: PT.



“I would like a
Copilot+ PC, please
and thank you.”

Workflows: Finding and editing images

Next, we wanted to measure how using multiple different AI features in a more complex workflow could help improve efficiency. Our first workflow task involved finding and editing a photo for a family photo project. We asked participants to find a photo of hot coals in a grill from a recent set of barbecue photos (without knowing the file name), then edit that photo to remove its background and save it. For this image editing workflow, we recommended testers use:

- Copilot+ PC: File Explorer, improved Windows search, Click to Do, Windows Photos
- MacBook Air M4: Finder, Photos app, Preview
- Windows 11 PC: File Explorer, Windows Photos

Figure 12 shows the average time savings we saw with the Copilot+ PC, and Figure 13 highlights the completion rate for this workflow. While most people successfully finished the workflow, the completion rate was significantly higher on the Copilot+ PC. They finished significantly faster with Copilot+, too. Compared to the Windows 11 machine, participants spent nearly a minute less with the Copilot+ PC, and they saved over two minutes compared to the MacBook Air M4. Whether you’re editing images for your job or for your personal life, it’s invaluable to be able to make changes to pictures quickly and easily.

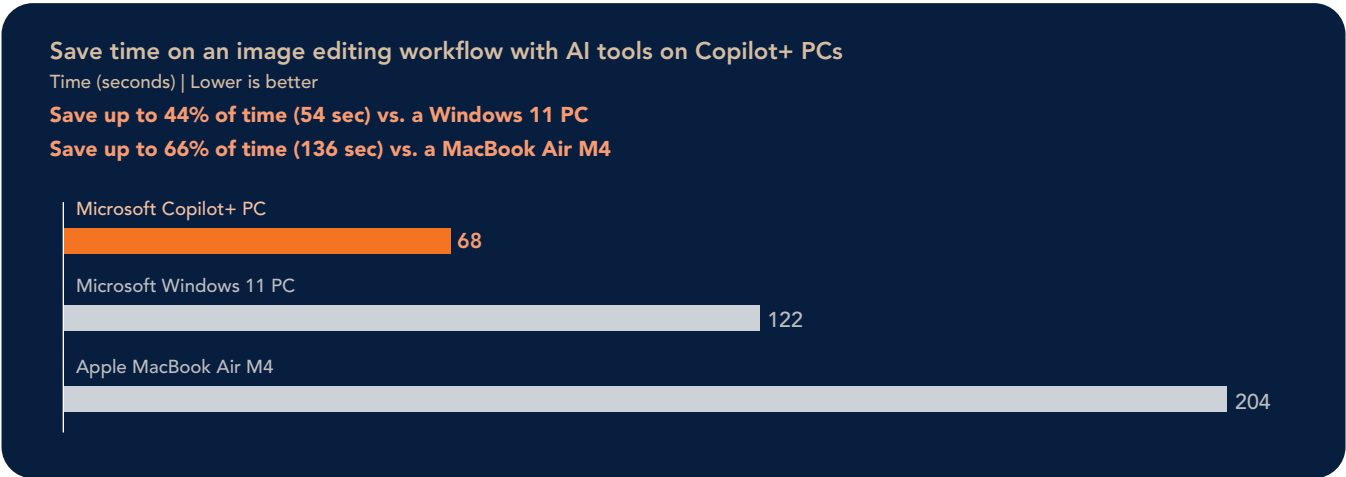


Figure 12: The average amount of time it took for participants to find, edit, and save the photo each device. Source: PT.

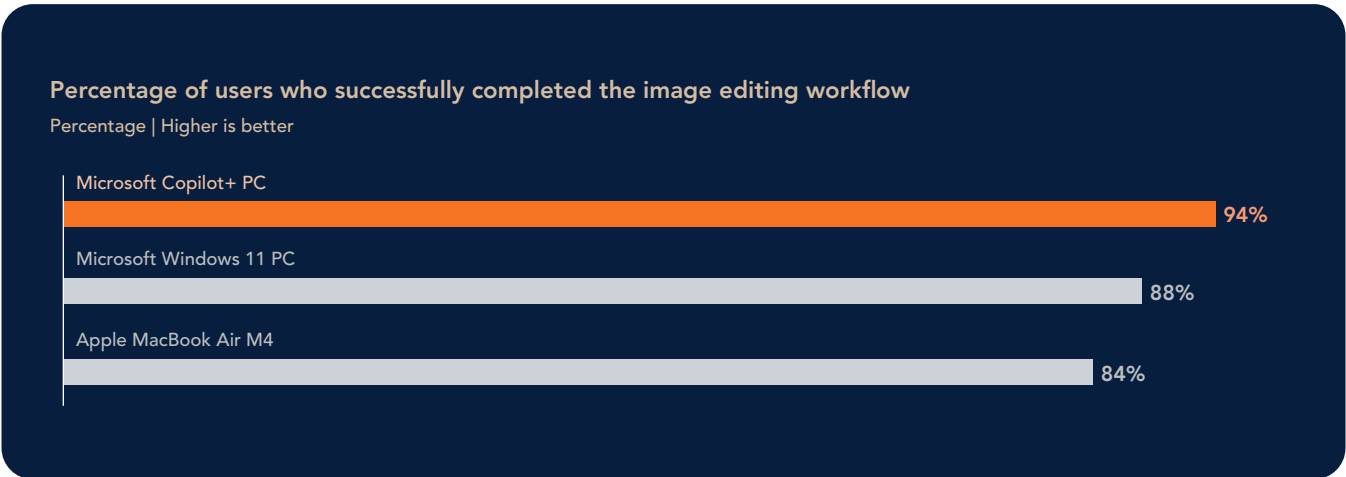


Figure 13: The completion rate for each device for the image editing workflow. We defined success as finding the correct photo, editing it to remove the background, and saving it within a maximum of eight minutes. Source: PT.

We also wanted to examine how these time savings could scale as people repeated the same tasks over time. Everyone uses their computers differently, but if you can save a few seconds on a task you do multiple times a day, you'll end up saving minutes and, ultimately, hours over the course of weeks and months.

Based on the average time it took participants to complete this workflow on each system, we estimated how much time participants could save per week if they completed this workflow three times a day and if they completed it five times a day. Figure 14 shows our extrapolations. While not everyone will use this precise workflow, this example highlights the way new Copilot+ PC AI features could help you save increasing amounts of time the more you use them.

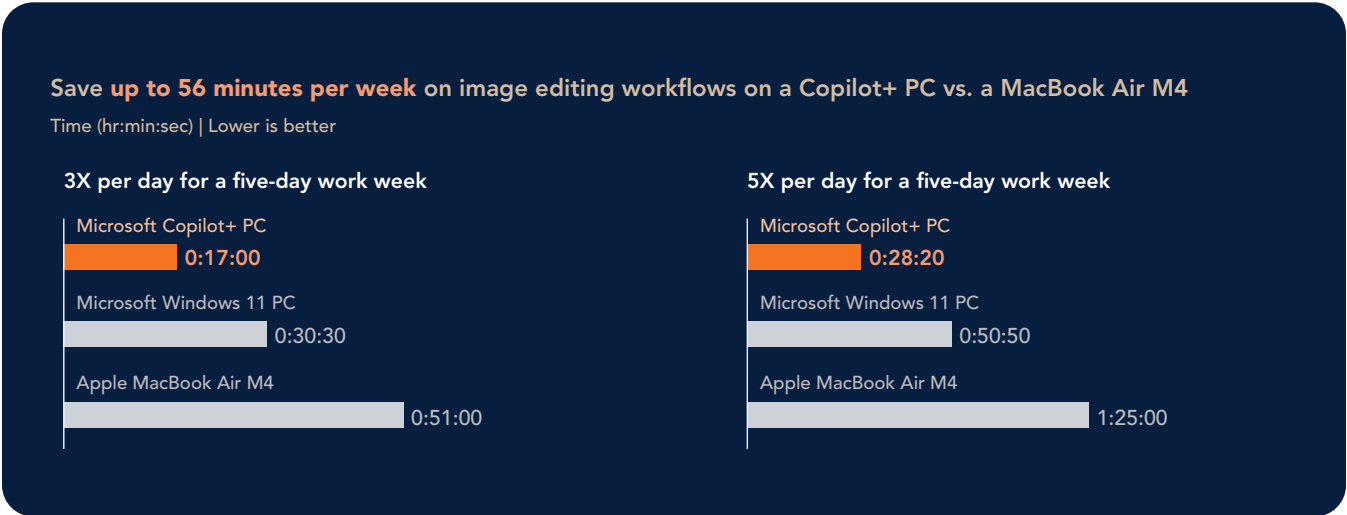


Figure 14: Estimated total time per week to complete our image editing workflow three times per day for a five-day work week (left) and five times per day for a five-day work week (right). Source: PT.

But what would your time savings look like over the course of a month or a year? We looked at how much time you might save if you completed this workflow five times per day every workweek for a month and for a year. Table 3 shows our calculations.

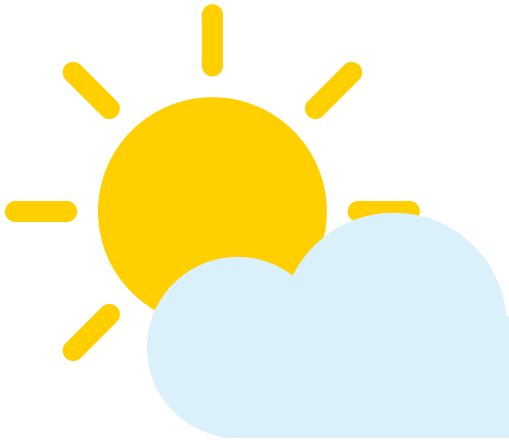


“I thought the Copilot+ PC was fantastic.”

The results are significant. If you completed these tasks five times per day every day of the work week, you could save up to 3 hours 45 minutes per month or save up to a work week per year on image editing workflows by using a Copilot+ PC compared to a MacBook Air M4. You may not complete this exact workflow multiple times per day every day and every week, but if you use the AI tools in Copilot+ PCs for similar tasks at home and at work, you could expect to see increasing time savings over weeks and months.

Table 3: Estimated total time per week to complete our PowerPoint creation workflow for someone completing it three times per day and five times per day for five-day work week, and then per month and year of five-day work weeks, extrapolated from the average time it took participants to complete the workflow once on each system. We assumed a 48-week work year with 4 total weeks of vacation and sick time. For our monthly times, we divided our yearly times by 12, assuming that the vacation and sick time were evenly divided across months. Time in hours, minutes, and seconds. Less time is better.

	Copilot+ PC	MacBook Air M4	Windows 11 PC	Time win vs MacBook Air M4	Time win vs Windows 11 PC
Total time per week—performing task 3x/day	0:17:00	0:51:00	0:30:30	34 min	13 min 30 sec
Total time per week—performing task 5x/day	0:28:20	1:25:00	0:50:50	56 min 40 sec	22 min 30 sec
Total time per month—performing task 5x/day, 5 days per week, for 48 weeks divided by 12 months	1:53:20	5:40:00	3:23:20	3 hrs 46 min 40 sec	1 hr 30 min 0 sec
Total time per year—performing task 5x/day, 5 days per week, for 48 weeks	22:40:00	68:00:00	40:40:00	45 hrs 20min 0 sec	18 hrs 0 min 0 sec



Workflows: Adding content to a PowerPoint deck

Our next workflow focused on the kinds of work activities you might need to handle on an average workday if you're in a role where you contribute to PowerPoint decks or other similar presentations. We asked our participants to complete the following tasks as part of the workflow:

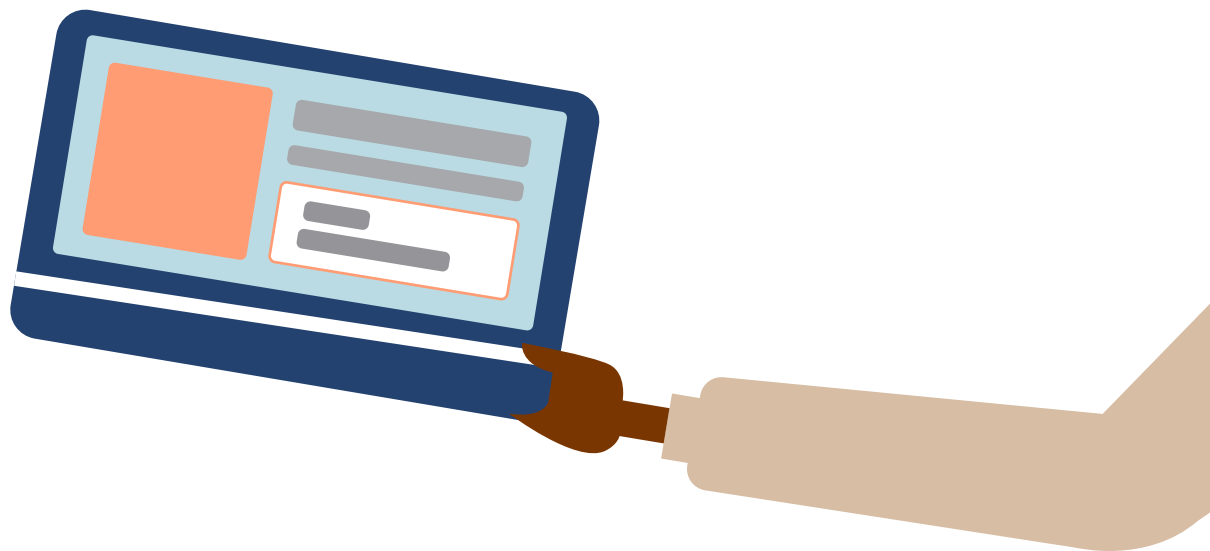
- Remove a logo from a specific image in a PDF
- Save the newly edited image to a new folder
- Find a PowerPoint with an image of a spiral staircase
- Add the edited image to the slide marked "Still need image"

Because this task was a more complex workflow, we expected participants to use a number of applications and recommended the following:

- Copilot+ PC: File Explorer, Edge, Click to Do, Recall, Windows Photos, PowerPoint
- MacBook Air M4: Finder, Spotlight Search, Photos app, Preview, PowerPoint
- Windows 11 PC: File Explorer, Edge, Snipping Tool, Windows Photos, PowerPoint

At this point in the test, our participants had completed many of the individual tasks in this workflow before, so they were likely more comfortable with all three systems than they were at the beginning of the test. However, it's notable that we still saw significant time savings with the Copilot+ PC (see Figure 15) indicating that even after learning more about all the tools, the AI features on the Copilot+ PC still helped people save time.

“The AI features on the Copilot+ PC were way easier to use.”



This was the most challenging workflow in our study, yielding the greatest number of failures across the board. That said, it's notable that many more participants were able to successfully finish the workflow on the Copilot+ PC than on the other two machines. Less than half of participants made it to a successful completion on the MacBook Air M4.

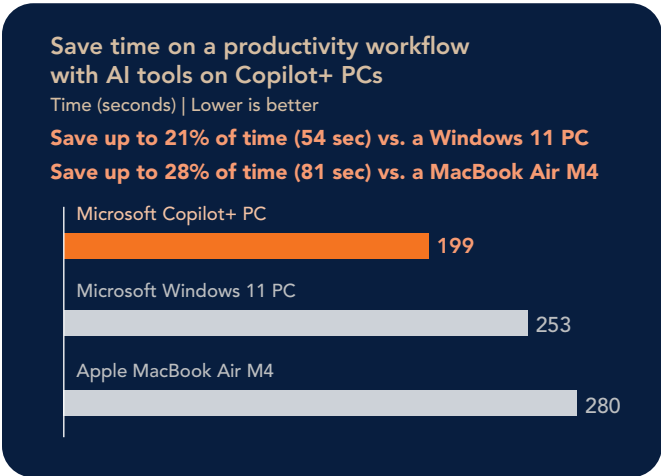


Figure 15: The average amount of time it took for participants to edit an image, save that image to a separate file, find a PowerPoint file, and add the image to the slide on each device. Source: PT.

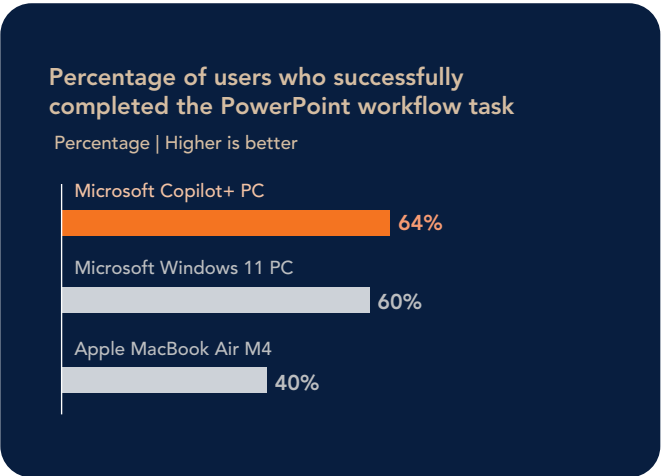


Figure 16: The completion rate for each device for the productivity workflow. We defined success as editing the image, saving that image to a separate file, finding the correct PowerPoint file, and adding the image to a slide in that file within a maximum of eight minutes. Source: PT.

As in the previous workflow, we estimated potential time savings for a week based on the average time it took our testers to complete this workflow on each system. Figure 17 highlights extrapolations for someone who does this workflow three times per day and five times per day. The time savings stack higher and higher the more time you spend on these types of tasks, indicating the increased productivity that Copilot+ PC experiences, such as Recall and Click to Do, can enable.

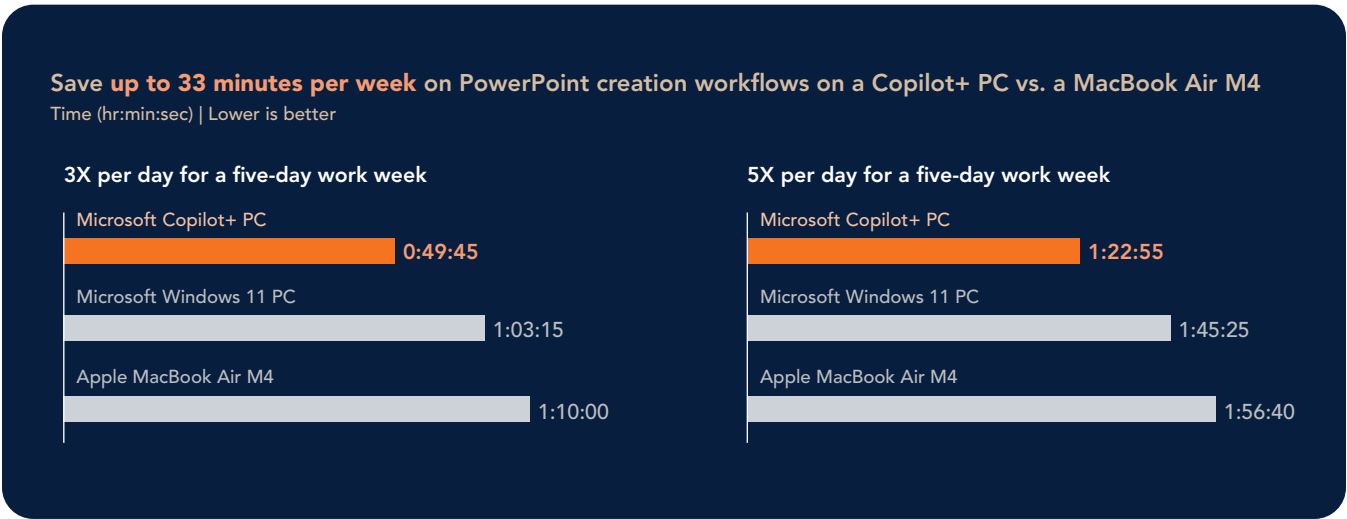


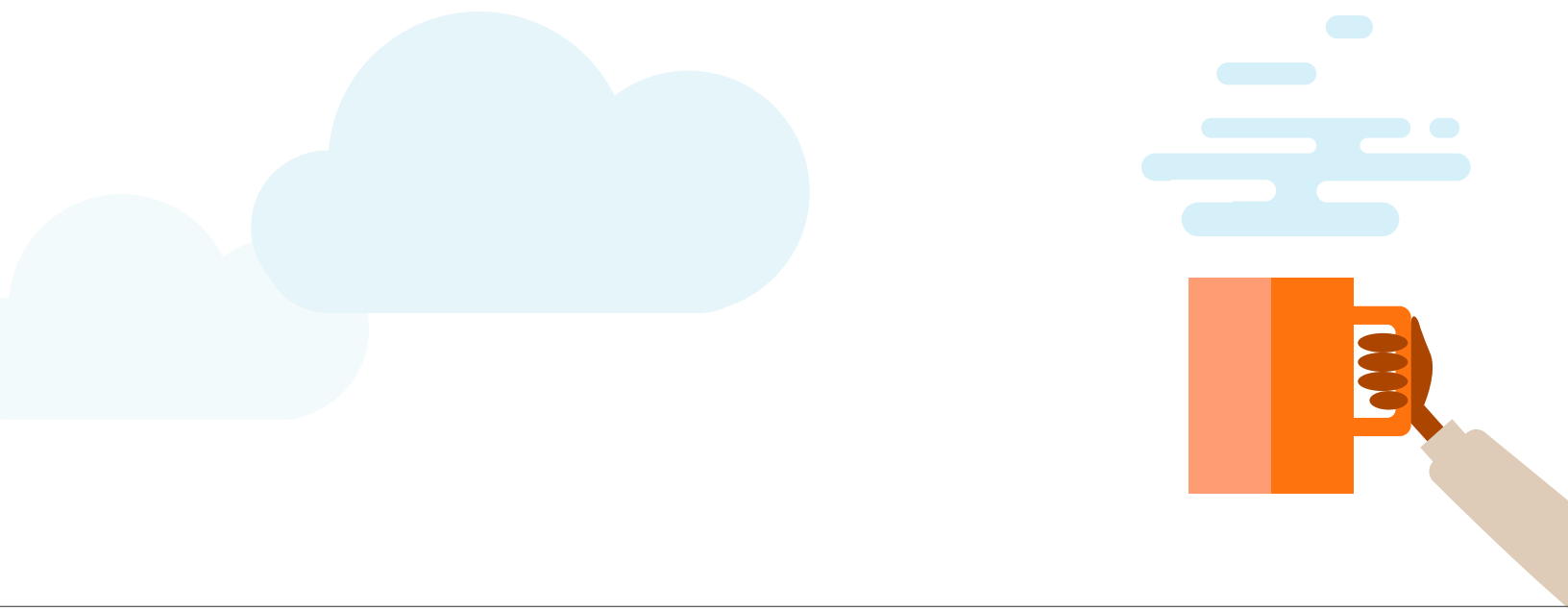
Figure 17: Estimated total time to complete our productivity workflow three times per day for a five-day work week (left) and five times per day for a five-day work week (right). Source: PT.

We also extrapolated our “5x per day” scenario to a month and year of work, imagining that a person completed this workflow five times per day, five days out of the week, for a month and for a year. Table 4 shows our calculations.

In this scenario, over the course of a year, you would save up to 2 hours per month, or up to one day per year, on a productivity workflow with Copilot+ PCs vs. MacBook Air M4. While you’re unlikely to do precisely these tasks every day and every week, this example highlights the scale of the time savings you could see long-term.

Table 4: Estimated total time per week to complete our PowerPoint creation workflow for someone completing it three times per day and five times per day for five-day work week, and then per month and year of five-day work weeks, extrapolated from the average time it took participants to complete the workflow once on each system. We assumed a 48-week work year with 4 total weeks of vacation and sick time. For our monthly times, we divided our yearly times by 12, assuming that the vacation and sick time were evenly divided across months. Time in hours, minutes, and seconds. Less time is better.

	Copilot+ PC	MacBook Air M4	Windows 11 PC	Time win vs MacBook Air M4	Time win vs Windows 11 PC
Total time per week—performing task 3x/day	0:49:45	1:10:00	1:03:15	20 min 15 sec	13 min 30 sec
Total time per week—performing task 5x/day	1:22:55	1:56:40	1:45:25	33 min 45 sec	22 min 30 sec
Total time per month—performing task 5x/day, 5 days per week, for 48 weeks divided by 12 months	5:31:40	7:46:40	7:01:40	2 hrs 15 min 0 sec	1 hr 30 min 0 sec
Total time per year—performing task 5x/day, 5 days per week, for 48 weeks	66:20:00	93:20:00	84:20:00	27 hrs 0 min 0 sec	18 hrs 0 min 0 sec



Exploring participants' thoughts and feelings about their experiences

Time savings only tell one part of the story. A big part of your experience with any technology is how that technology feels to use. Is it comfortable? Intuitive? Easy? To capture these less quantitative perspectives, we asked all our participants to take a short survey after they completed testing on all three devices. For more of our survey data, please see the [science behind the report](#).

We found that just as participants saved time with the Copilot+ PC, they also tended to prefer those PCs and their AI features. Key findings include:

- 88% of participants described their overall sentiment toward the Copilot+ PC after the study as somewhat or very positive, in contrast to only 66% describing their sentiment toward the MacBook Air M4 the same way.
- 64% of participants ranked the Copilot+ PC as the system where they felt the most efficient and productive. This is compared to just 24% of participants ranking the MacBook Air M4 that highly.
- 56% of participants said the Copilot+ PC was the easiest to use, versus 28% for the MacBook Air M4.

When we asked participants about the impact of specific AI features in the Copilot+ PC, responses were similarly positive:

- We asked how much impact each feature had on the participants' ability to complete tasks more efficiently, where 1 was "No impact" and 5 was "Major impact." 84% of participants rated Recall a 4 or 5, and no participants rated it a 1.
- When we asked about ease of use, offering a 1-5 scale where 1 was "Not easy to use" and 5 was "Extremely easy to use," 82% of participants rated improved Windows search a 4 or a 5. 84% of participants rated Recall similarly.
- On both questions, the majority of participants rated every Copilot+ PC AI feature a 4 or 5.

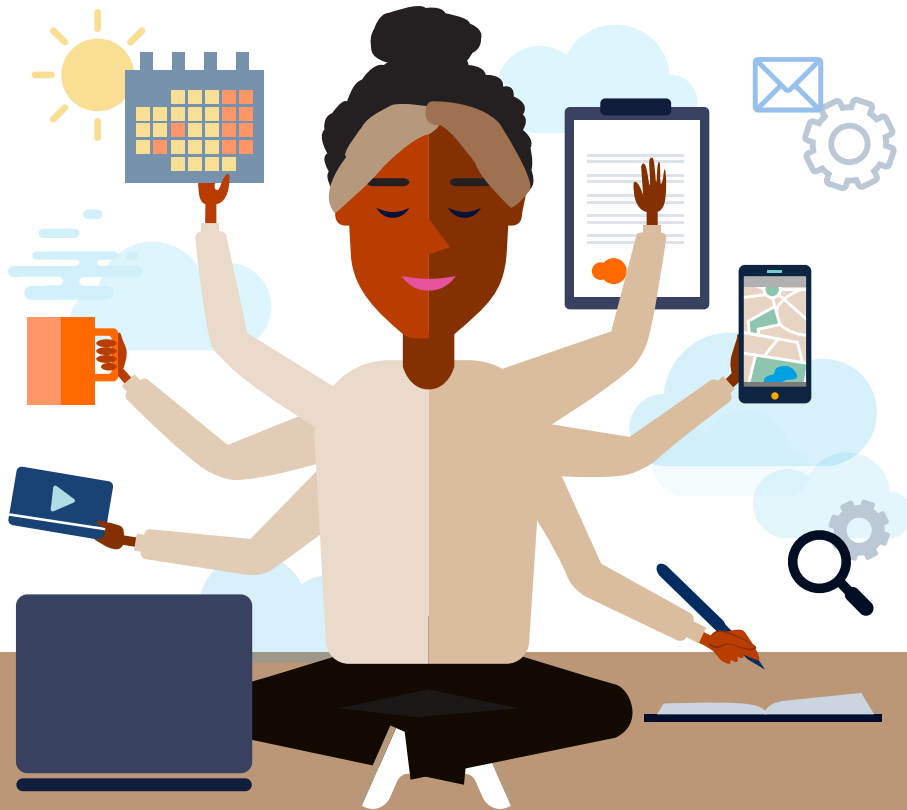
Overall, the results of our survey paint a picture of Copilot+ PCs as easy and pleasant to use. The comments we received from participants only added color. In addition to the quotes you see throughout the report, we heard that the "Copilot+ PC was surprisingly easy to learn and use even though I am way more familiar with Mac," and "Recall is leaps and bounds more advanced than [macOS] 'Spotlight.'" Even some AI skeptics were convinced: "The issue I have with the AI tools I currently use is that they're not that great at helping find anything on my local system," said one participant, "but it seemed the Copilot+ really helped in this area."

“ I found the AI features on the Copilot+ PC the most intuitive and easy to remember how to use. Some tasks that took me five minutes on other computers took me seconds on the Copilot+ PC. ”

Conclusion

AI isn't just for technical experts. It's available at your fingertips, ready to make your day-to-day life easier at work and at home. In our usability study, we saw that Copilot+ PCs consistently helped people save time on the kind of things they do every day. With Recall (preview), Click to Do, and improved Windows search alongside Windows 11 Pro, our study's participants were able to finish work from finding files to editing images faster than they could with a MacBook Air M4 or a non-Copilot+ Windows 11 PC. It's time to step forward and embrace the possibilities of AI.

1. Bel Booker, "2025 Consumer Adoption of AI Report," accessed August 26, 2025, <https://www.askattest.com/blog/articles/2025-consumer-adoption-of-ai-report>.
2. "Retrace your steps with Recall," accessed August 27, 2025, <https://support.microsoft.com/en-us/windows/retrace-your-steps-with-recall-aa03f8a0-a78b-4b3e-b0a1-2eb8ac48701c>.
3. The MacBook Air M4 had Safari version 18.6 (20621.3.11) installed throughout this study.



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This project was commissioned by Microsoft.