

AI adoption is anything but uniform

Consumers differ sharply in their enthusiasm, usage, and readiness to adopt AI



The most AI-engaged segment is a minority

13%

of global consumers are All-Ins

46%

of All-Ins are Millennials



Purchase drivers diverge across AI personalities

"It is better to buy well-known brands because you can rely on their quality."

Ranked #8 among All-Ins versus #28 among Opt-Outs, from 44 life attitudes



AI engagement takes different forms

66%

of Beta-Testers use AI for how-to information

53%

of Implementers use AI for help with work or school



AI mindsets vary by market

42%

of consumers in Hungary are Monitors

8%

of consumers in China are Monitors

Five AI mindsets span the adoption journey



ALL-INS



BETA-TESTERS



IMPLEMENTERS



MONITORS



OPT-OUTS

Do you know which AI audiences matter most for your brand?

AI Gauge reveals the mindsets, motivations and barriers behind these differences.

Explore what AI Gauge can reveal for your business