AI Segment Personas

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY



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All-In Jùnlín

Visionary
Confident
Curious

Age	32
Country	China
Education	Master’s
Income	High

“AI makes life better."

Jùnlín is one of AI's trailblazers. He is deeply engaged with AI and technology, actively integrating AI into daily life while serving as an influential early adopter. Highly curious, ambitious, and digitally connected, he embraces innovation and helps shape perceptions of emerging technologies through his behaviors and recommendations.

Tech & Shopping

- Jùnlín freely uses AI apps for a variety of tasks and is a likely candidate to leverage agentic commerce once it’s more widespread.
- He trusts in the security of his phone to handle banking transactions and make purchases, both online and via payment apps.
- Before making a purchase, Jùnlín reads online reviews from both other shoppers and experts, and on occasion he may take note of what an influencer shares about products.
- He is an avid social media user and is also comfortable making purchases directly through the platforms.

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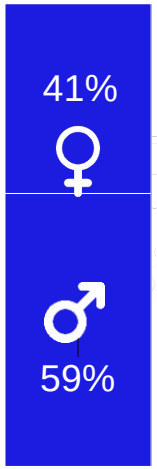
Demographics

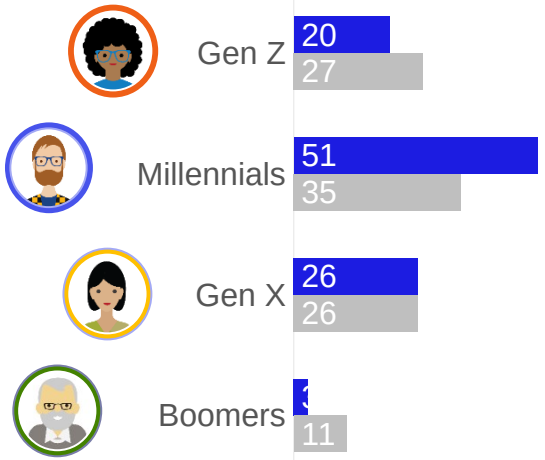
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total All-Ins

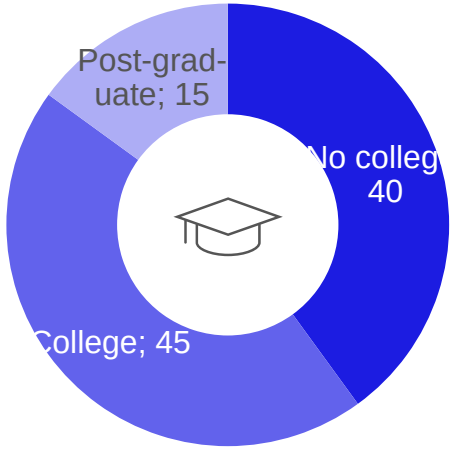
Gender



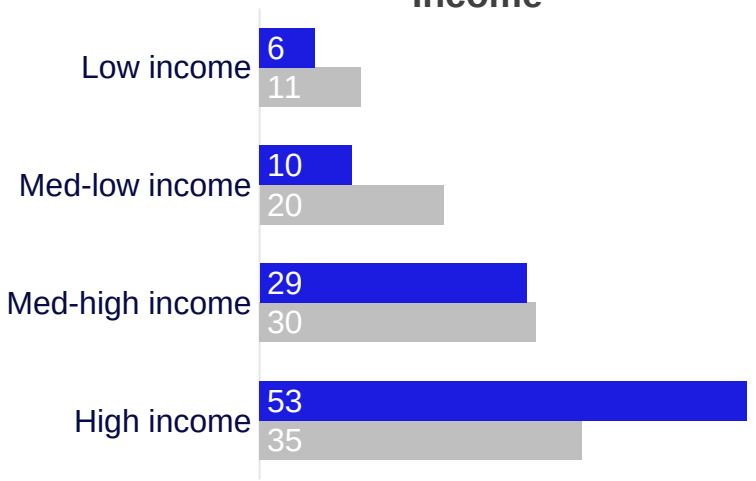
Generation

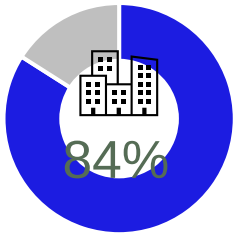


Education

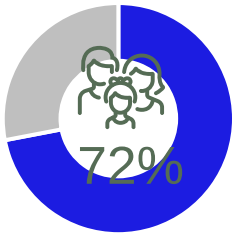


Income

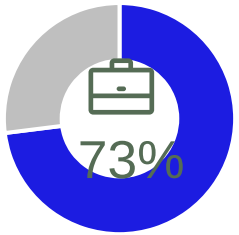




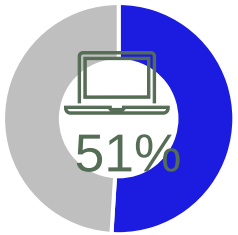
Urban
***+16 pts** from Total*



Parents
***+10 pts** from Total*



Work full-time
***+23 pts** from Total*



Work from home
***+4 pts** from Total*

All-In Distribution

	Global	**24%**
	Highest *Egypt*	**36%**
	Lowest *Hungary*	**3%**

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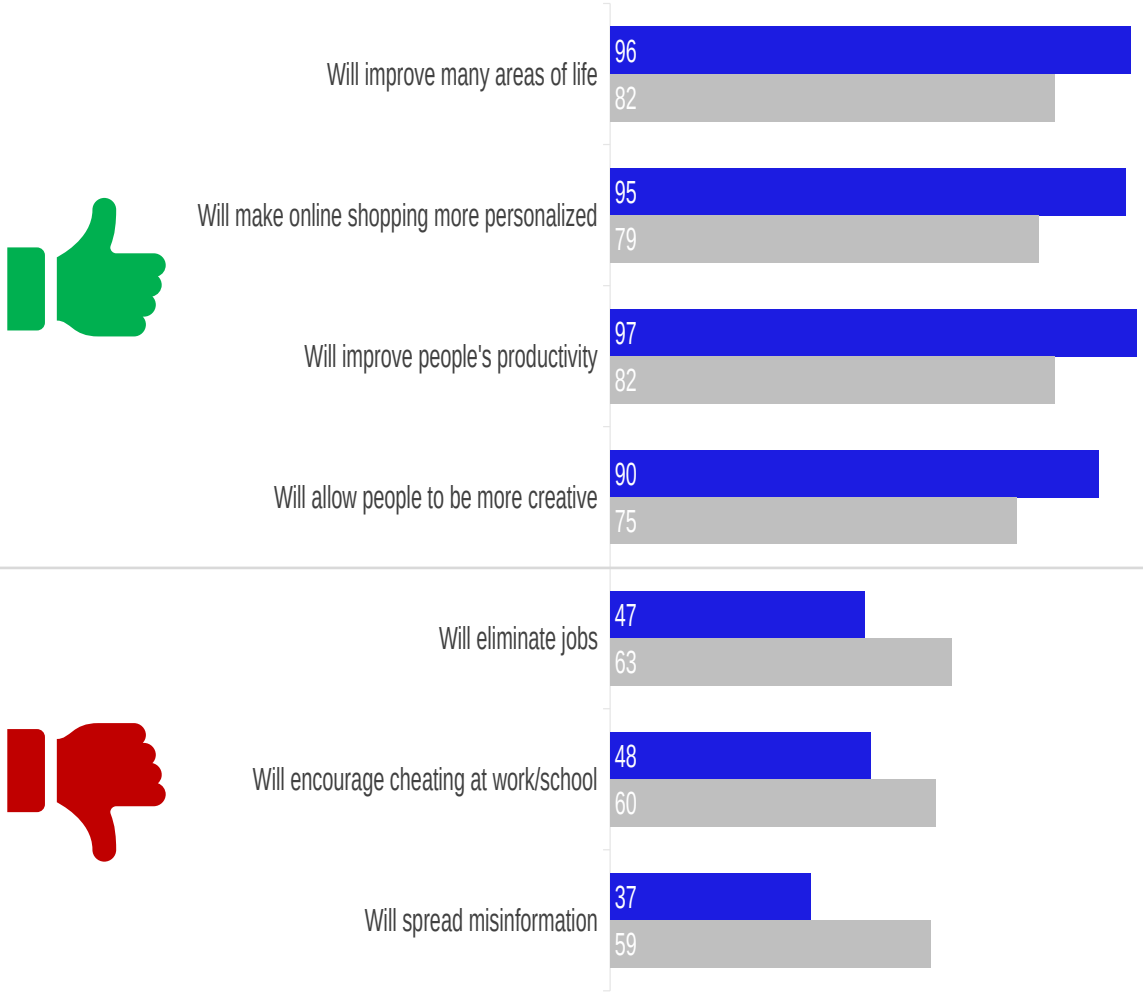
AI Attitudes

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

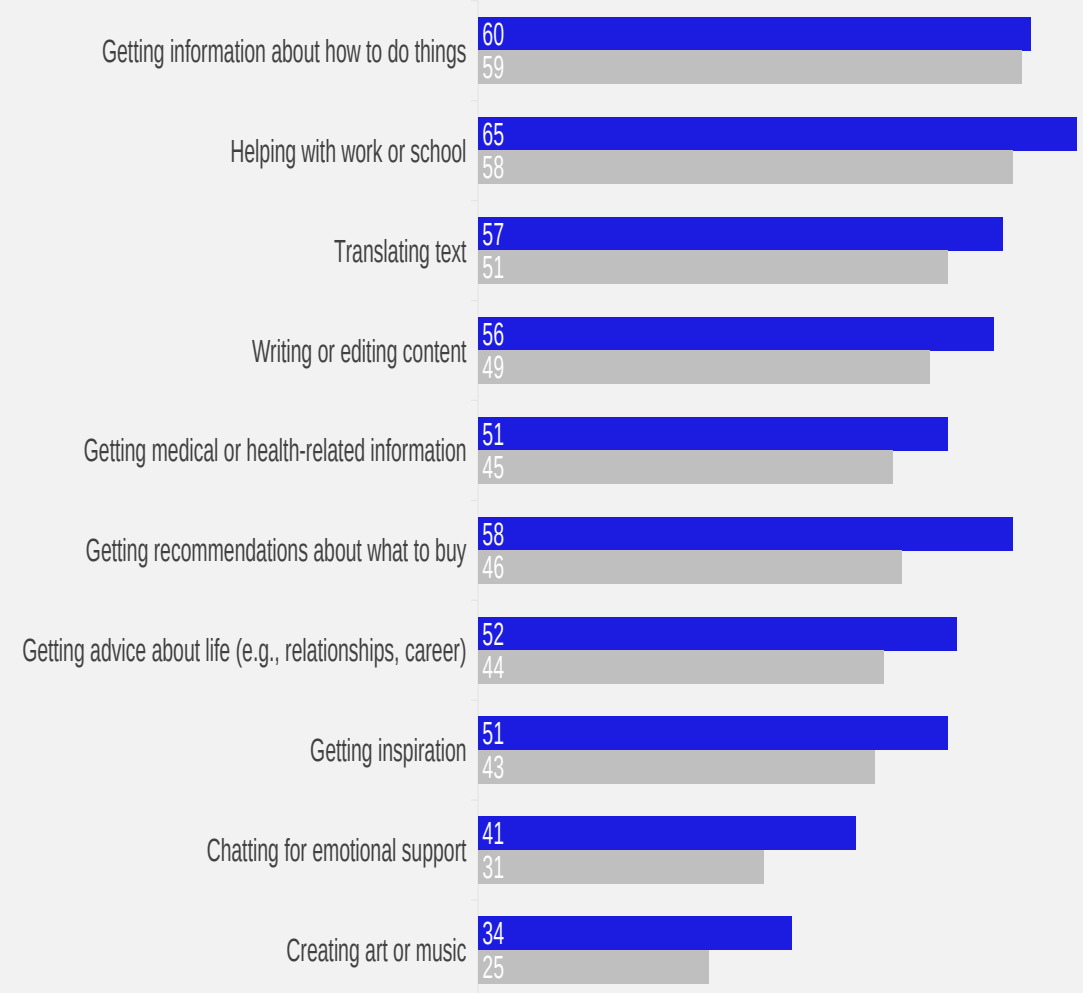
Total All-Ins

% who agree with statements



AI Uses

% who use AI to…



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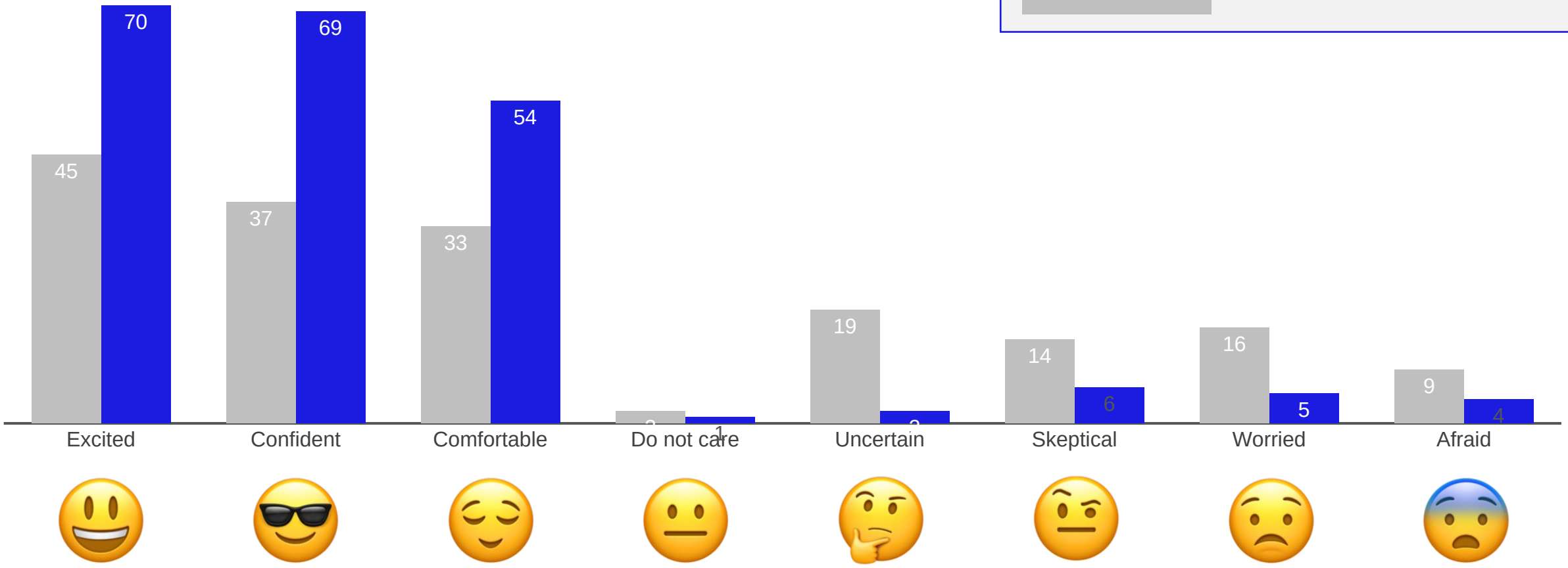
Tech and the Future

Total All-Ins

How does technology make you feel about the future? (%)



I am usually among the first to try new technology and electronic products when they appear on the market (%)



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Values, Attitudes, and Concerns

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Personal Values

Top Differentiating (out of 57)	Diff. from Global
Creativity	+12 ranks
Working hard	+7
Looking good	+6
Patriotism	+6
Open-mindedness	+5

Bottom Differentiating (out of 57)	Diff. from Global
Retribution	-8 ranks
Material security	-12
Simplicity	-12
Freedom	-14
Thrift	-18

Attitudes Toward Life

Top Differentiating (out of 44)	Diff. from Global
Always on lookout for new products/services	+21 ranks
Always look for novelty/fun	+15
Need shops/services available at all times	+12
Tell other people about products/services	+10
Would pay more if product makes life easier	+9

Bottom Differentiating (out of 44)	Diff. from Global
Less choice makes easier purchase decision	-10 ranks
I worry about contaminated food/drink	-12
Enjoy spending a lot of free time at home	-13
Always concerned about safety/security	-20
Price most important in purchase decisions	-24

Personal Concerns

Top Differentiating (out of 24)	Diff. from Global
The impact of technology on society	+7 ranks
Global climate change/warming	+6
Environmental pollution	+5
Economic inequality in my country	+4
Pandemics	+4

Bottom Differentiating (out of 24)	Diff. from Global
Personal information getting into the wrong hands	-3 ranks
Wrong-doing by / corruption of elected government officials	-3
Future of the retirement or pension plans provided by our government	-6
Money enough to live right, pay bills	-6
Crime and lawlessness	-7

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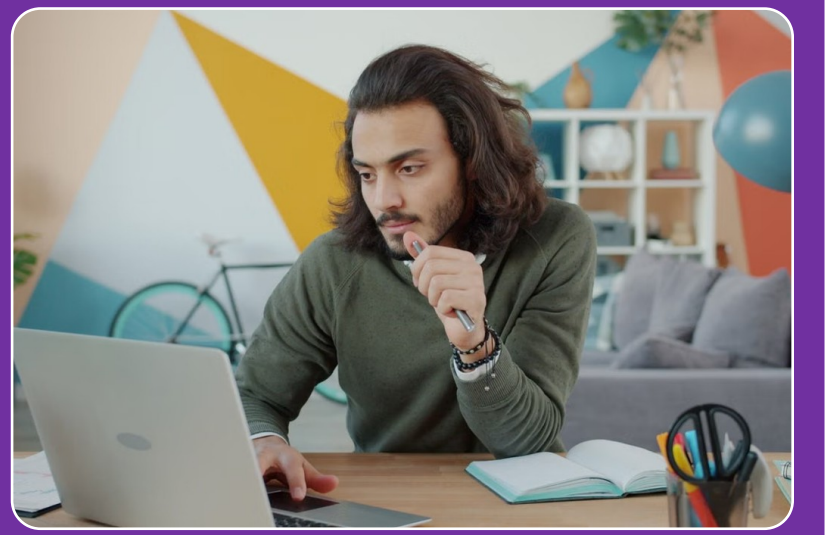

Beta-Tester Bilal

Exploratory
Receptive
Balanced

Age	42
Country	Saudi Arabia
Education	College
Income	Medium-high

"Let's see what's possible."

Bilal is one of AI's explorers. He enthusiastically experiments with new tools and capabilities, staying close to the cutting edge while remaining more pragmatic than All-Ins. Driven by curiosity, learning, and self-improvement, he represents an important bridge between innovators and the general population.

Tech & Shopping

- Bilal freely uses AI apps but has some concerns around potential downsides of the technology.
- He frequently makes online purchases from his phone and will often use payment apps when the opportunity presents itself.
- Before making a purchase, Bilal reads online reviews from other shoppers and sometimes from experts, but he takes little interest in opinions of online influencers.
- Bilal visits social media sites daily and is relatively comfortable shopping directly on his social media platforms of choice.

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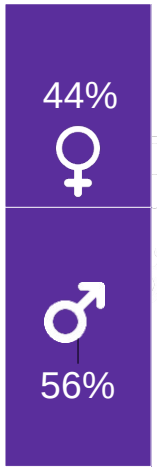
Demographics

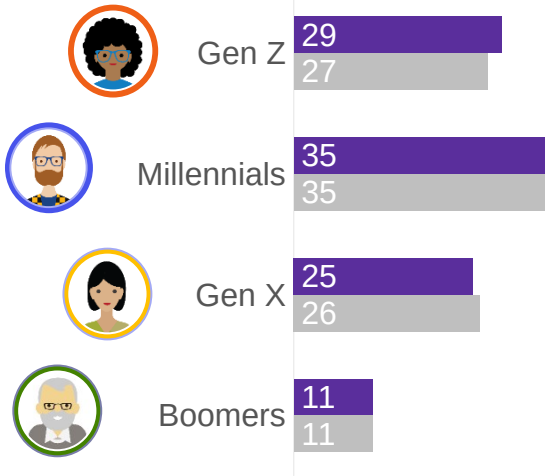
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Beta-Testers

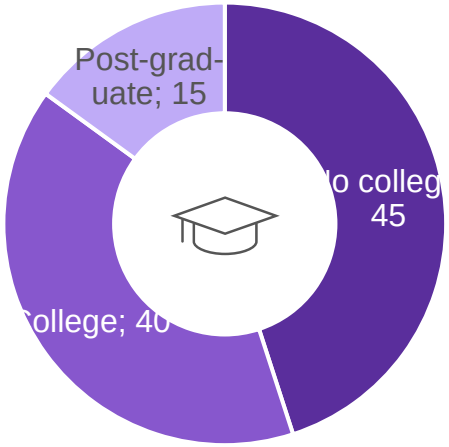
Gender



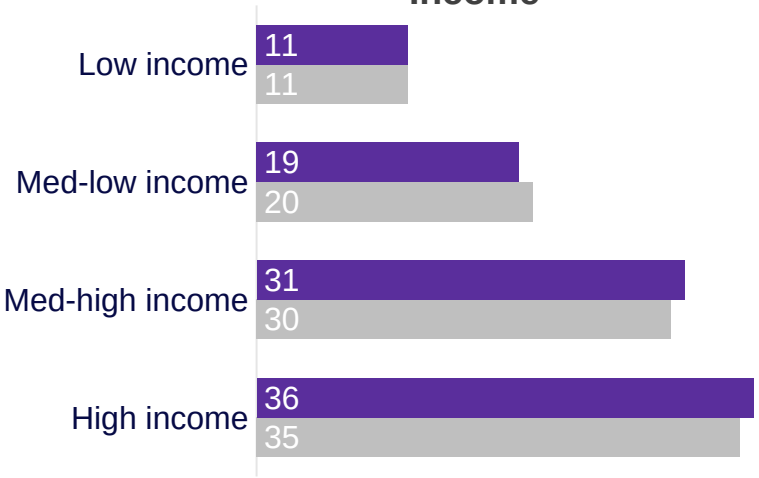
Generation

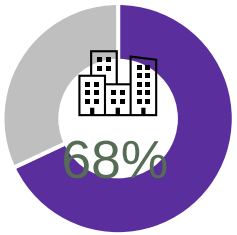


Education

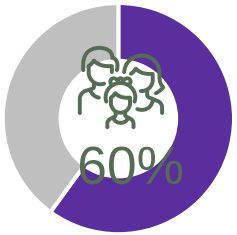


Income

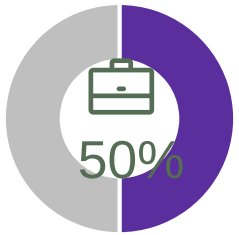




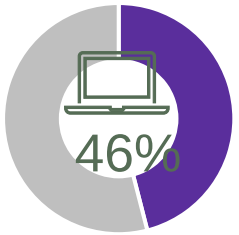
Urban
No difference *from Total*



Parents
-2 pts *from Total*



Work full-time
No difference *from Total*



Work from home
-1 pt *from Total*

Beta-Testers Distribution

	Global	**31%**
	Highest *Thailand*	**47%**
	Lowest *Hungary*	**20%**

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AI Attitudes

AI Uses

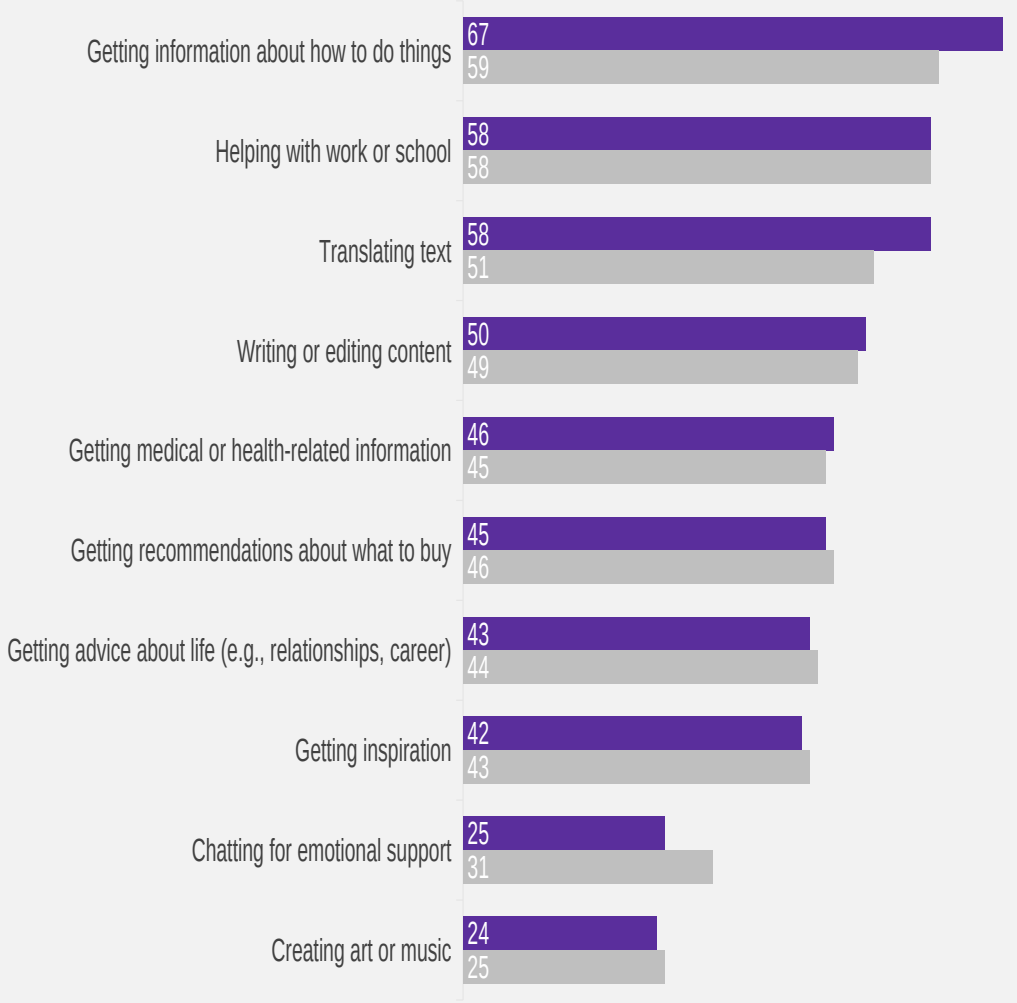
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Beta-Testers

% who agree with statements



% who use AI to…



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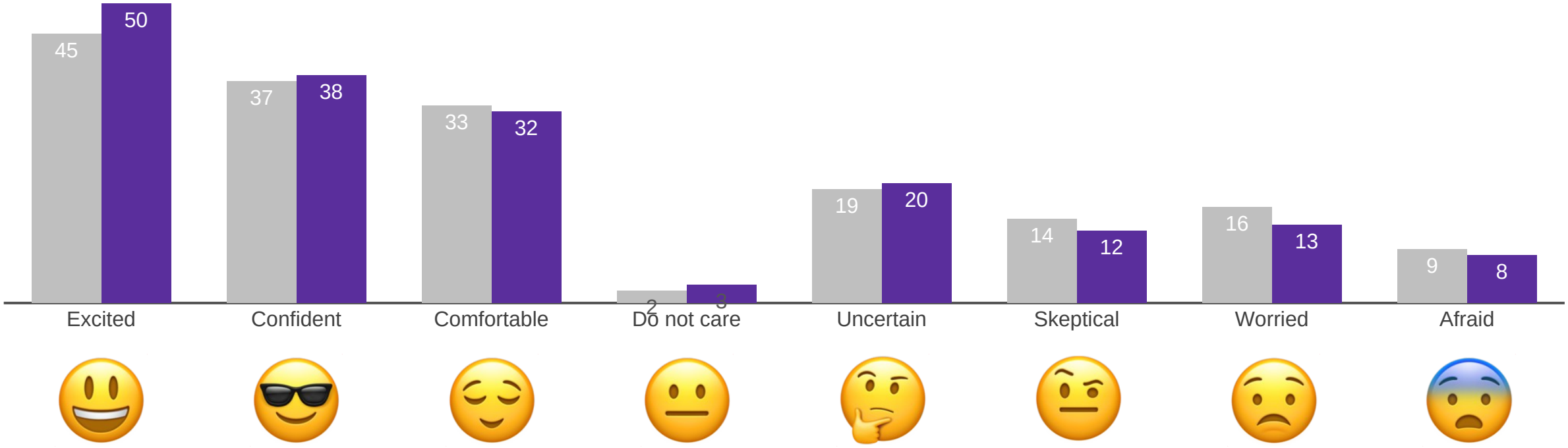
Tech and the Future

Total Beta-Testers

How does technology make you feel about the future? (%)



I am usually among the first to try new technology and electronic products when they appear on the market (%)



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Values, Attitudes, and Concerns

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Personal Values

Top Differentiating (out of 57)	Diff. from Global
Having fun	+5 ranks
Creativity	+5
Patriotism	+4
Sex	+2
Knowledge	+2

Bottom Differentiating (out of 57)	Diff. from Global
Thrift	-2 ranks
Working hard	-3
Equality	-5
Leisure	-5
Social tolerance	-5

Attitudes Toward Life

Top Differentiating (out of 44)	Diff. from Global
Always concerned about safety/security	+7 ranks
Always look for ways to simplify my life	+6
I worry about contaminated food/drink	+6
Less choice makes easier purchase decision	+5
Experiences are more important than possessions	+1

Bottom Differentiating (out of 44)	Diff. from Global
Spend a lot of time researching brands	-3 ranks
Will select a brand because it supports a cause I believe in	-3
Not constrained by social expectations	-3
Look/feel/smell of product is very important to me	-4
Where/how product is made is very important to me	-4

Personal Concerns

Top Differentiating (out of 24)	Diff. from Global
Gender inequality	+6 ranks
Educational quality	+2
Terrorism	+2
Wrong-doing by / corruption of elected government officials	+2
Misinformation presented as fact (e.g., fake news, propaganda)	+2

Bottom Differentiating (out of 24)	Diff. from Global
Relations with foreign countries	-1 rank
Money enough to live right, pay bills	-2
Future of the retirement or pension plans provided by our government	-2
Environmental pollution	-2
Rise of authoritarian regimes around the world	-3

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Implementer Inès

Practical
Efficient
Purposeful

Age	22
Country	Mexico
Education	Student
Income	Medium-low

"Show me the value."

Inès is one of AI's practical adopters. She embraces AI when it delivers clear, tangible benefits and helps her work smarter, learn faster, or solve everyday problems. Less focused on technology for its own sake, she represents the point at which AI begins to move from early adoption into the mainstream.

Tech & Shopping

- Inès will sometimes turn to an AI app to help her with work or school, tweak some wording, or gather information.
- Compared to her peers, she is far less likely to use her phone for financial transactions of all kinds.
- When it comes to purchase decisions, Inès will sometimes look online to see what others are saying about the product, but it's not a mainstay in her research routine.
- She is an occasional social media user and does use the platforms to shop with some regularity.

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Demographics

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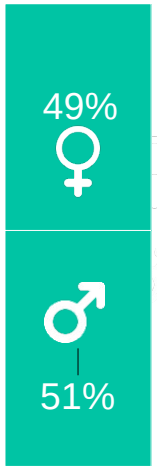
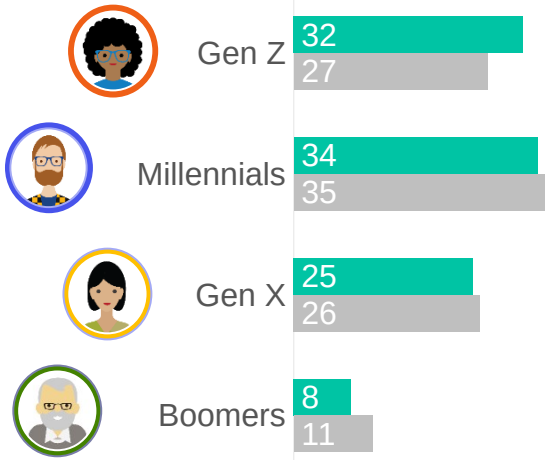
Total Implementers

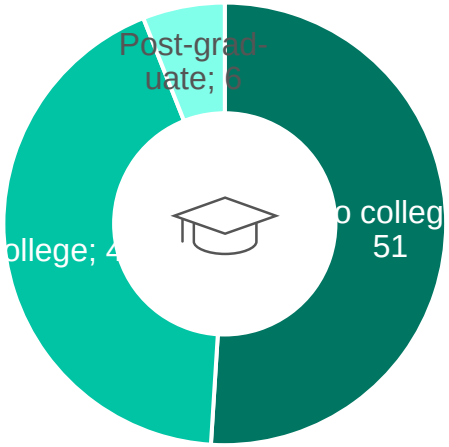
Gender



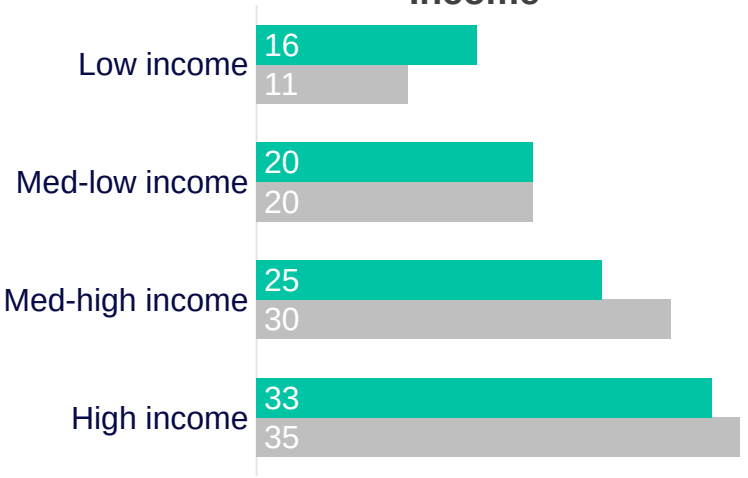
Generation

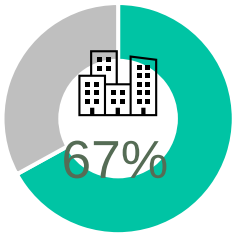


Education

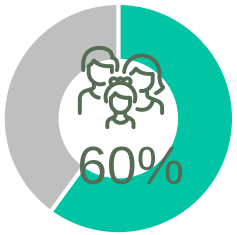


Income

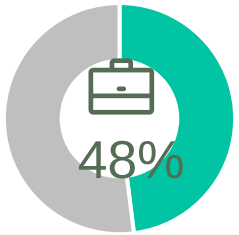




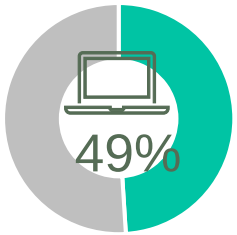
Urban
-1 pt from Total



Parents
-2 pts from Total



Work full-time
-2 pts from Total



Work from home
+2 pts from Total

Implementers Distribution

	Global	**19%**
	Highest *Ecuador*	**33%**
	Lowest *South Africa*	**6%**

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AI Attitudes

AI Uses

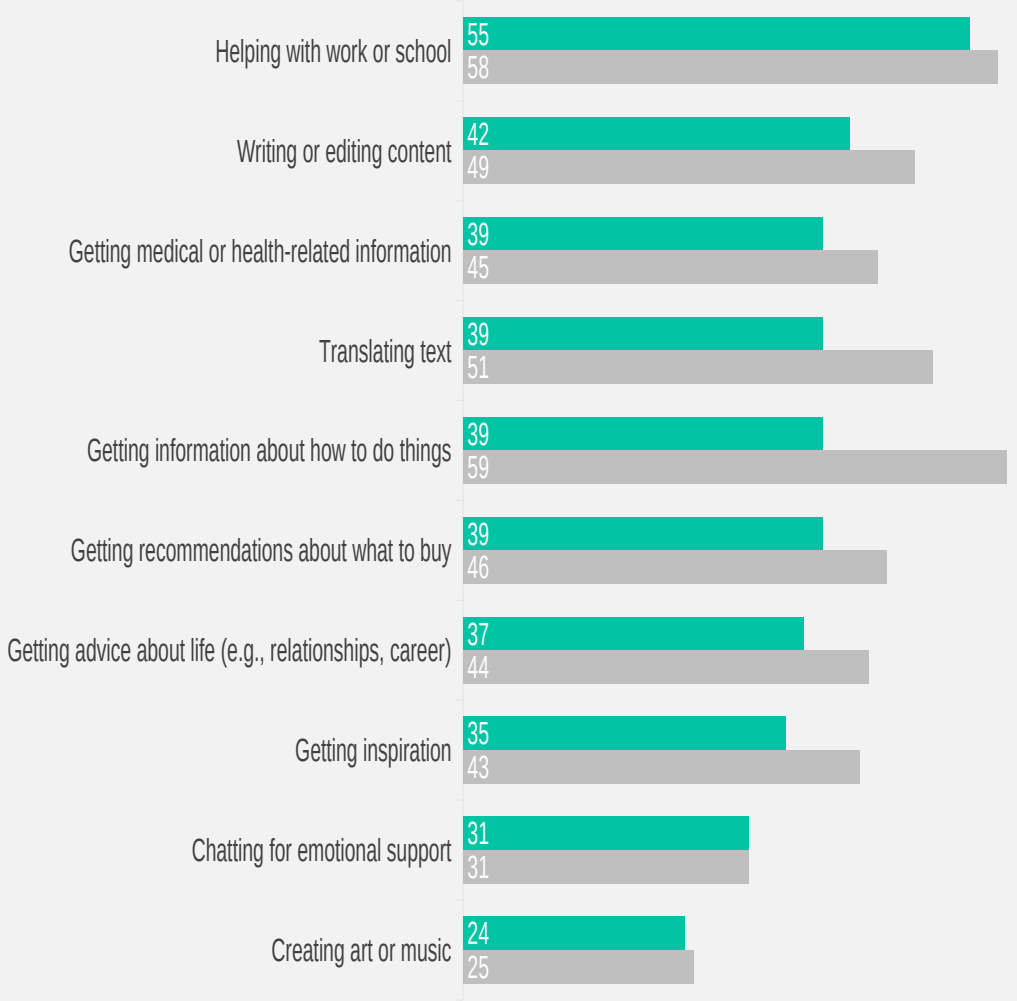
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Implementers

% who agree with statements



% who use AI to…



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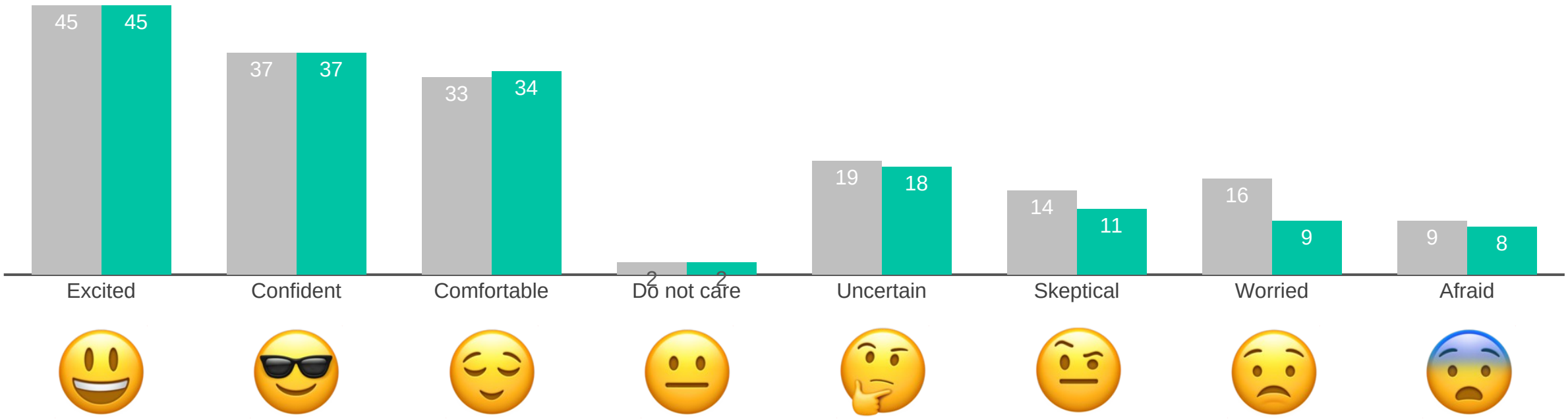
Tech and the Future

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total **Implementers**

How does technology make you feel about the future? (%)



I am usually among the first to try new technology and electronic products when they appear on the market (%)



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Values, Attitudes, and Concerns

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Personal Values

Top Differentiating (out of 57)	Diff. from Global
Wealth	+11 ranks
Respecting ancestors	+11
Patriotism	+11
Social responsibility	+8
Having fun	+4

Bottom Differentiating (out of 57)	Diff. from Global
Knowledge	-7 ranks
Curiosity	-8
Simplicity	-8
Fulfilling work	-8
Helpfulness	-10

Attitudes Toward Life

Top Differentiating (out of 44)	Diff. from Global
Always look for novelty/fun	+9 ranks
Would rather have more time than more money	+6
I worry about contaminated food/drink	+5
Would pay more if product makes life easier	+5
Virtual interactions as good as in person	+4

Bottom Differentiating (out of 44)	Diff. from Global
Buy well-known products because you can rely on their quality	-4 ranks
Belonging to shared interest groups is essential to wellbeing	-5
Experiences are more important than possessions	-8
Always concerned about safety/security	-9
Feel guilty when doing things that are not environment-friendly	-11

Personal Concerns

Top Differentiating (out of 24)	Diff. from Global
Gender inequality	+4 ranks
Pandemics (epidemics that spread across the world)	+3
The impact of technology on society	+3
Economic inequality in my country	+2
Environmental pollution	+2

Bottom Differentiating (out of 24)	Diff. from Global
Rise of authoritarian regimes around the world	-2 ranks
Global climate change / Global warming	-2
Crime and lawlessness	-3
Religious extremism / fundamentalism	-5
Wrong-doing by / corruption of elected government officials	-5

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Monitor Maria

Thoughtful
Vigilant
Purposeful

Age	49
Country	Austria
Education	Some college
Income	Medium-low

"Convince me it's worth it."

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Maria is a cautious evaluator of AI. She recognizes its potential and engages with it selectively, but remains concerned about misinformation, job displacement, and broader societal impacts. Open but unconvinced, she is seeking reassurance, credibility, and proof of value before expanding her use of AI.

Tech & Shopping

- Maria has tried out an AI app once or twice to help with tasks for work or school, but she has not made AI part of her everyday activities.
- She shops and banks on her phone, but she does not regularly use mobile wallets.
- Maria has more trust in what her peers are saying about products than she does influencers and experts.
- Social media is part of her daily routine, and she often makes purchases directly on the platform.

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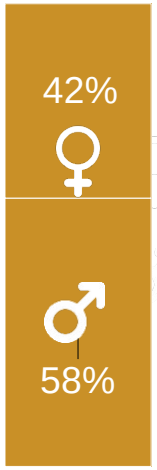
Demographics

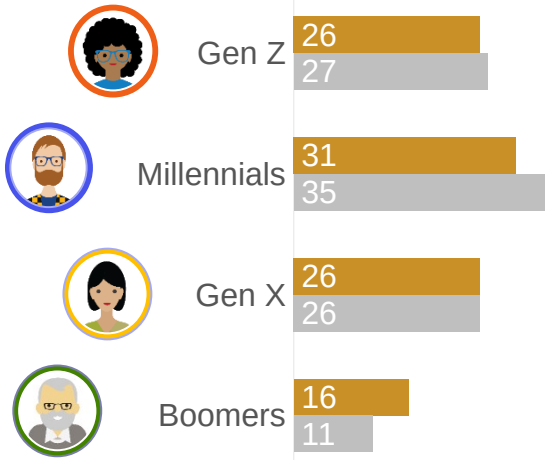
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Monitors

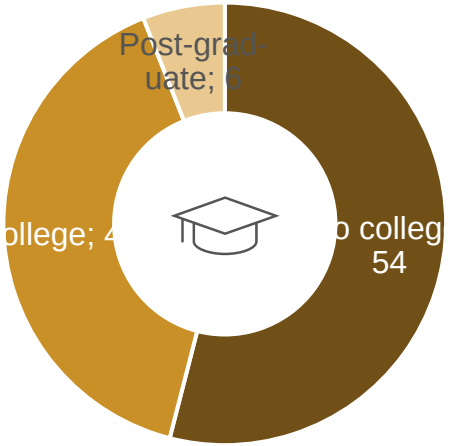
Gender



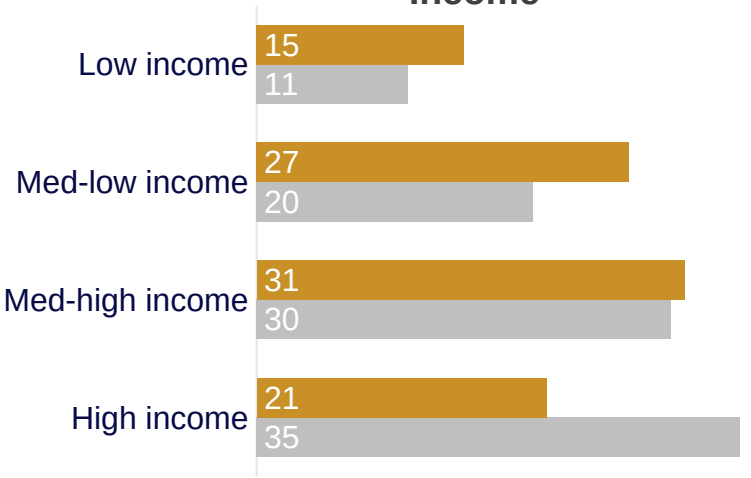
Generation

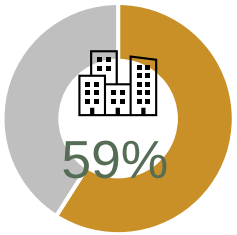


Education

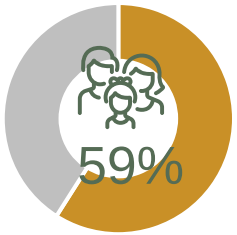


Income

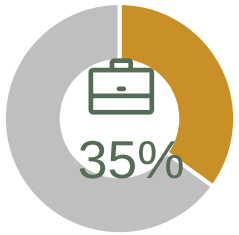




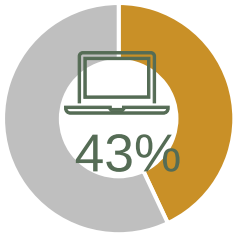
Urban
***-9 pts** from Total*



Parents
***-3 pts** from Total*



Work full-time
***-15 pts** from Total*



Work from home
***-4 pts** from Total*

Monitors Distribution

	Global	**18%**
	Highest *Hungary*	**42%**
	Lowest *China*	**9%**

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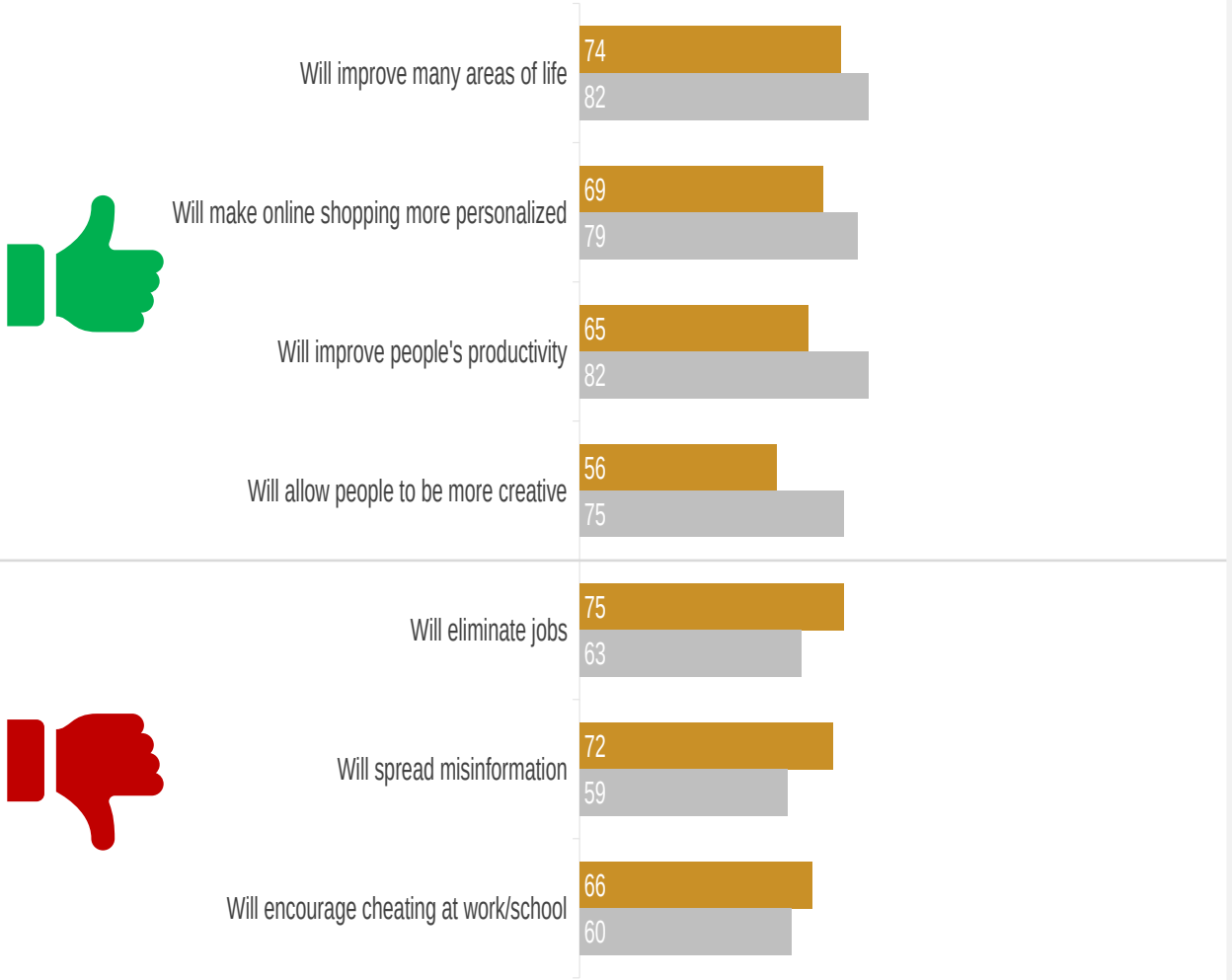
AI Attitudes

AI Uses

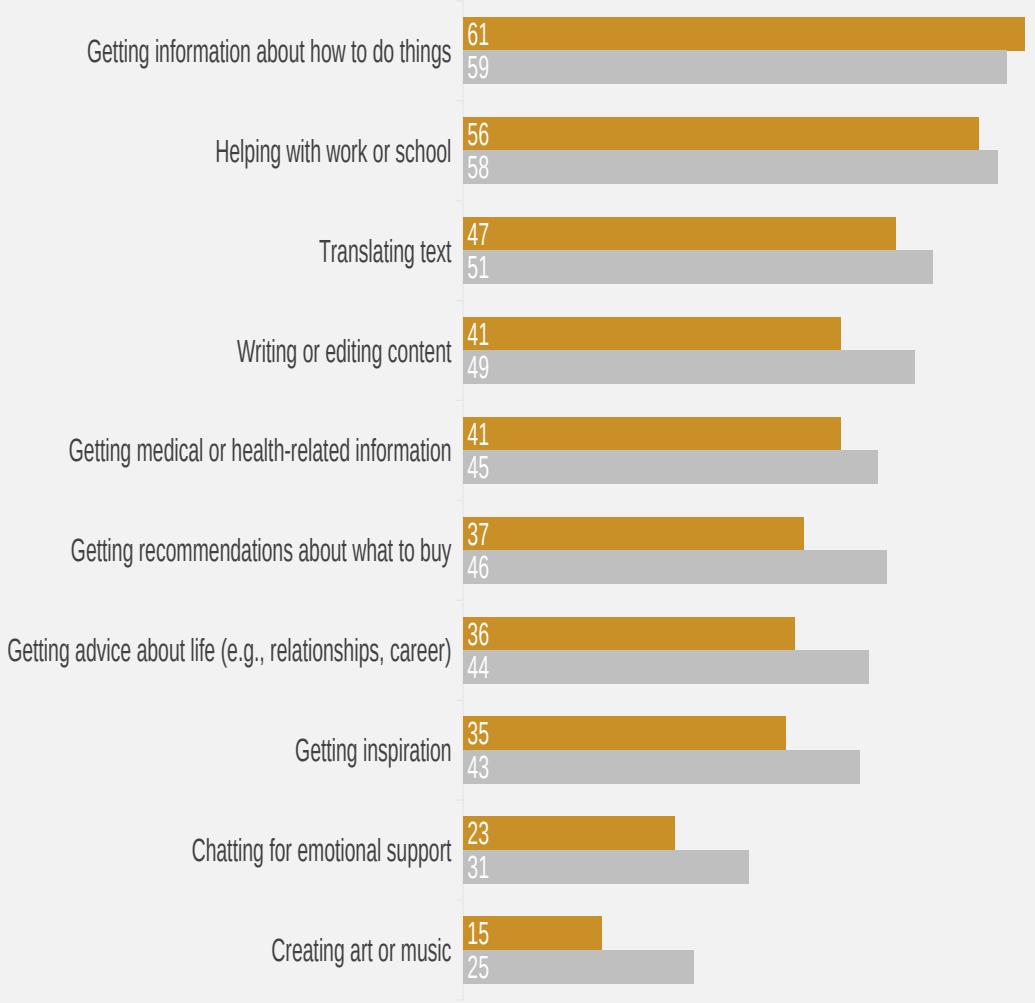
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Monitors

% who agree with statements



% who use AI to…



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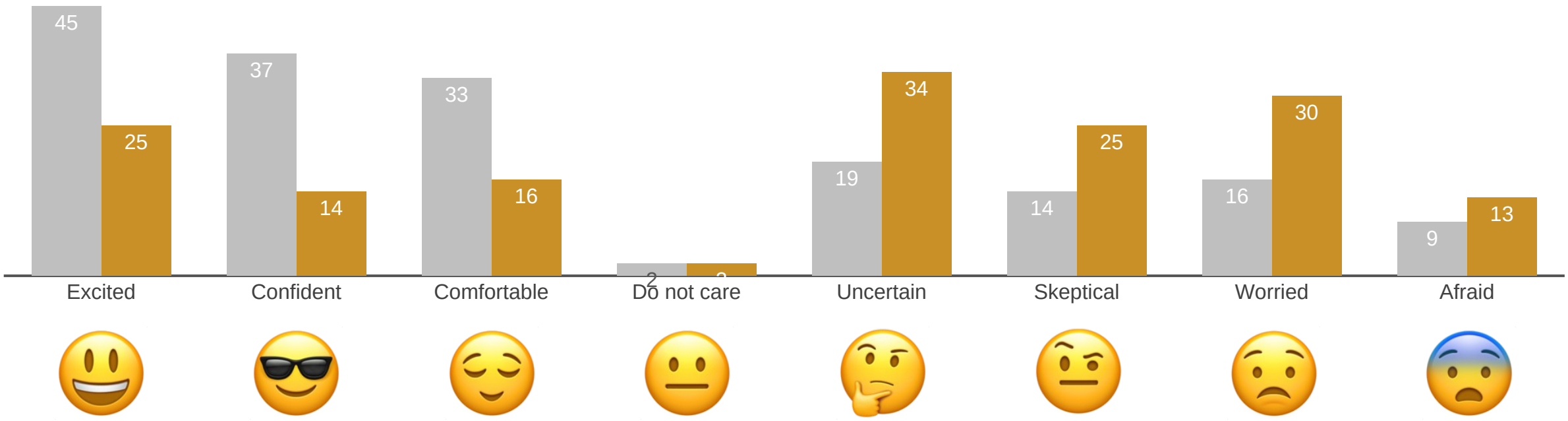
Tech and the Future

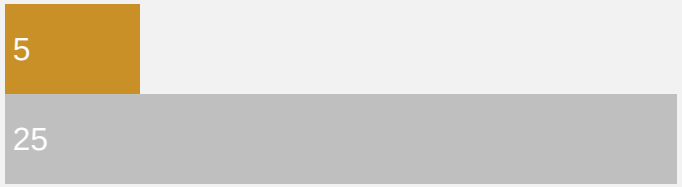
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Monitors

How does technology make you feel about the future? (%)



I am usually among the first to try new technology and electronic products when they appear on the market (%)



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Values, Attitudes, and Concerns

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Personal Values

Top Differentiating (out of 57)	Diff. from Global
Retribution	+8 ranks
Thrift	+7
Spirituality	+3
Leisure	+3
Friendship	+3

Bottom Differentiating (out of 57)	Diff. from Global
Creativity	-3 ranks
Having fun	-5
Duty	-6
Being in tune with nature	-6
Wealth	-6

Attitudes Toward Life

Top Differentiating (out of 44)	Diff. from Global
Always concerned about safety/security	+12 ranks
Not constrained by social expectations	+10
I worry about contaminated food/drink	+6
Spend a lot of time researching brands	+6
Less choice makes easier purchase decision	+4

Bottom Differentiating (out of 44)	Diff. from Global
Where/how product is made is very important to me	-3 ranks
Always on lookout for new products/services	-6
Look for what helps me live a healthy lifestyle	-7
Buy well-known products because you can rely on their quality	-8
Would pay more if product makes life easier	-12

Personal Concerns

Top Differentiating (out of 24)	Diff. from Global
Immigration	+7 ranks
Wrong-doing by / corruption of elected government officials	+3
Terrorism	+2
Rise of authoritarian regimes around the world	+2
Crime and lawlessness	+2

Bottom Differentiating (out of 24)	Diff. from Global
Environmental pollution	-3 ranks
Cost of healthcare	-3
Drug abuse	-4
The impact of technology on society	-5
Trade restrictions impacting my country	-6

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Opt-Out Olivier

Skeptical
Cautious
Reserved

Age	63
Country	Canada
Education	High school
Income	Retired

"The risks outweigh the benefits."

Olivier is an AI skeptic. He rarely engages with AI and is the least likely to believe it will deliver meaningful benefits in his life. More concerned about risks than opportunities, he requires trust, relevance, and confidence before he is likely to deepen involvement with AI-related products or services.

Tech & Shopping

- Olivier shows limited interest in AI apps and may be dismissive of the AI features in products he's already using.
- He is slightly skeptical of the security of online banking but may reluctantly use it.
- Olivier largely ignores expert reviews but will occasionally listen to peers.
- He knows his way around social media but doesn't often turn to it for shopping.

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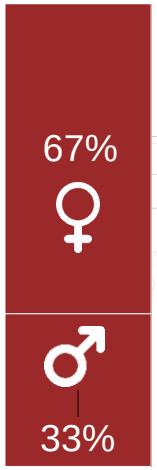
Demographics

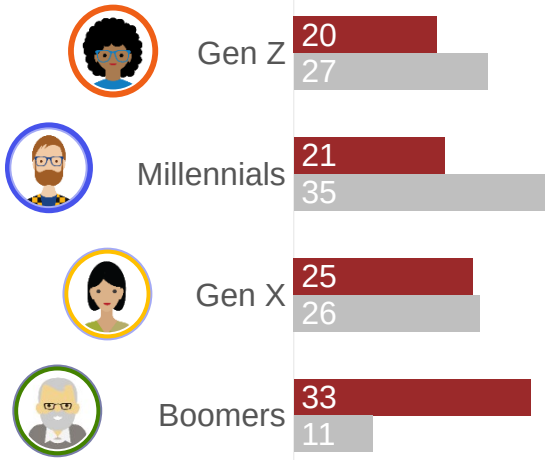
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Opt-Outs

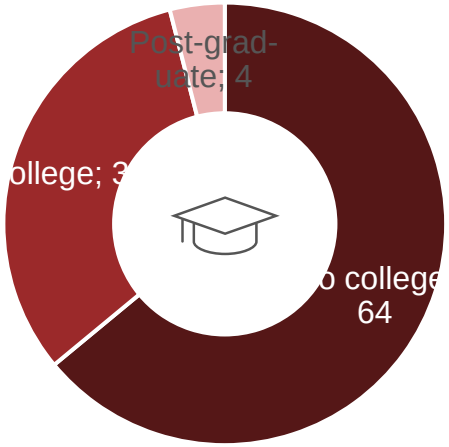
Gender



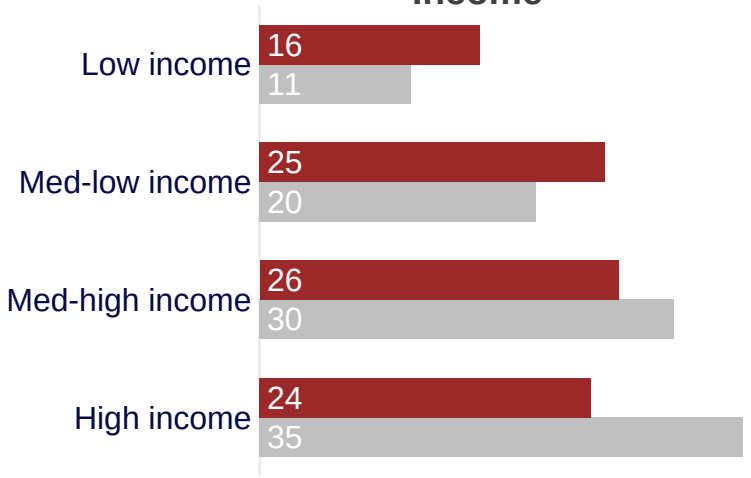
Generation

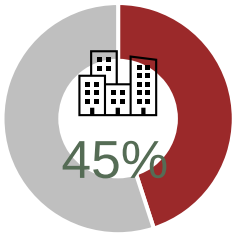


Education

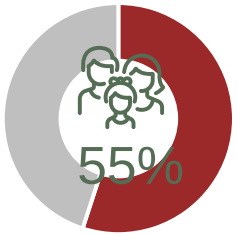


Income

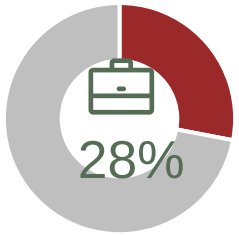




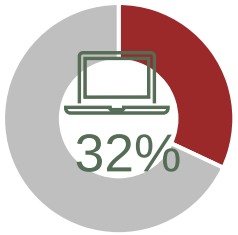
Urban
***-23 pts** from Total*



Parents
***-7 pts** from Total*



Work full-time
***-22 pts** from Total*



Work from home
***-15 pts** from Total*

Opt-Outs Distribution

	Global	**8%**
	Highest *Netherlands*	**32%**
	Lowest *China*	**2%**

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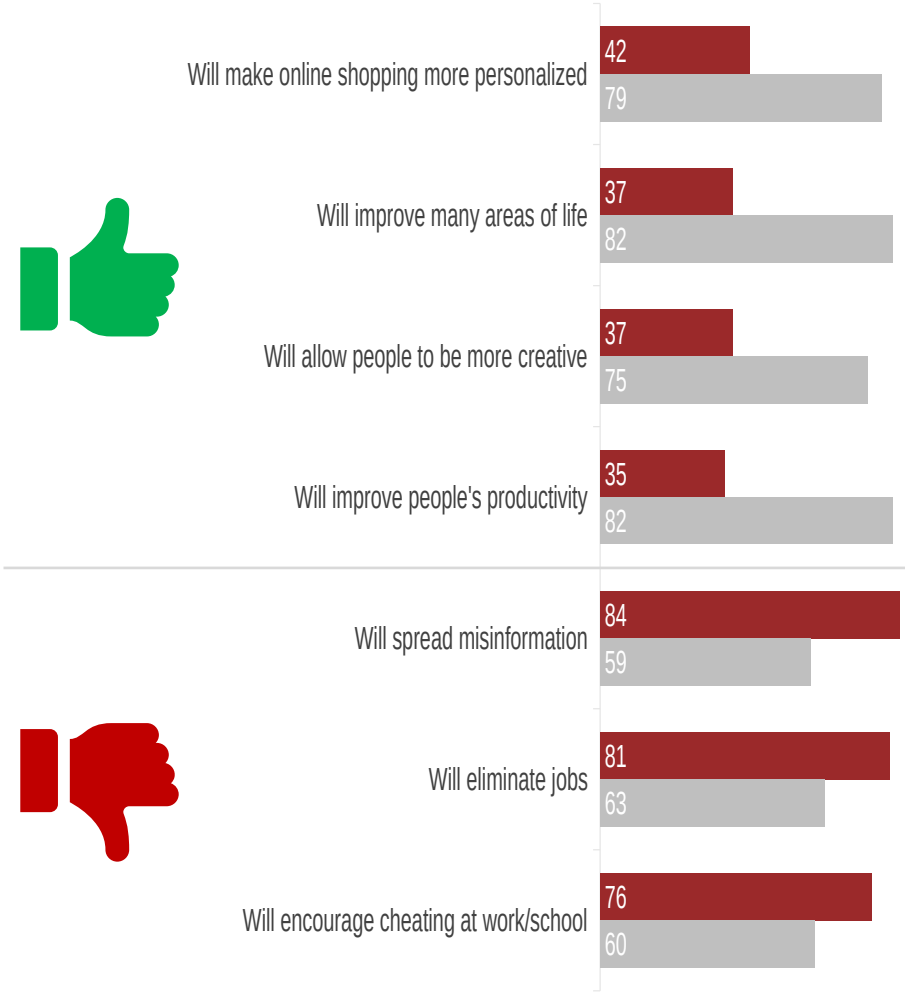
AI Attitudes

AI Uses

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Opt-Outs

% who agree with statements



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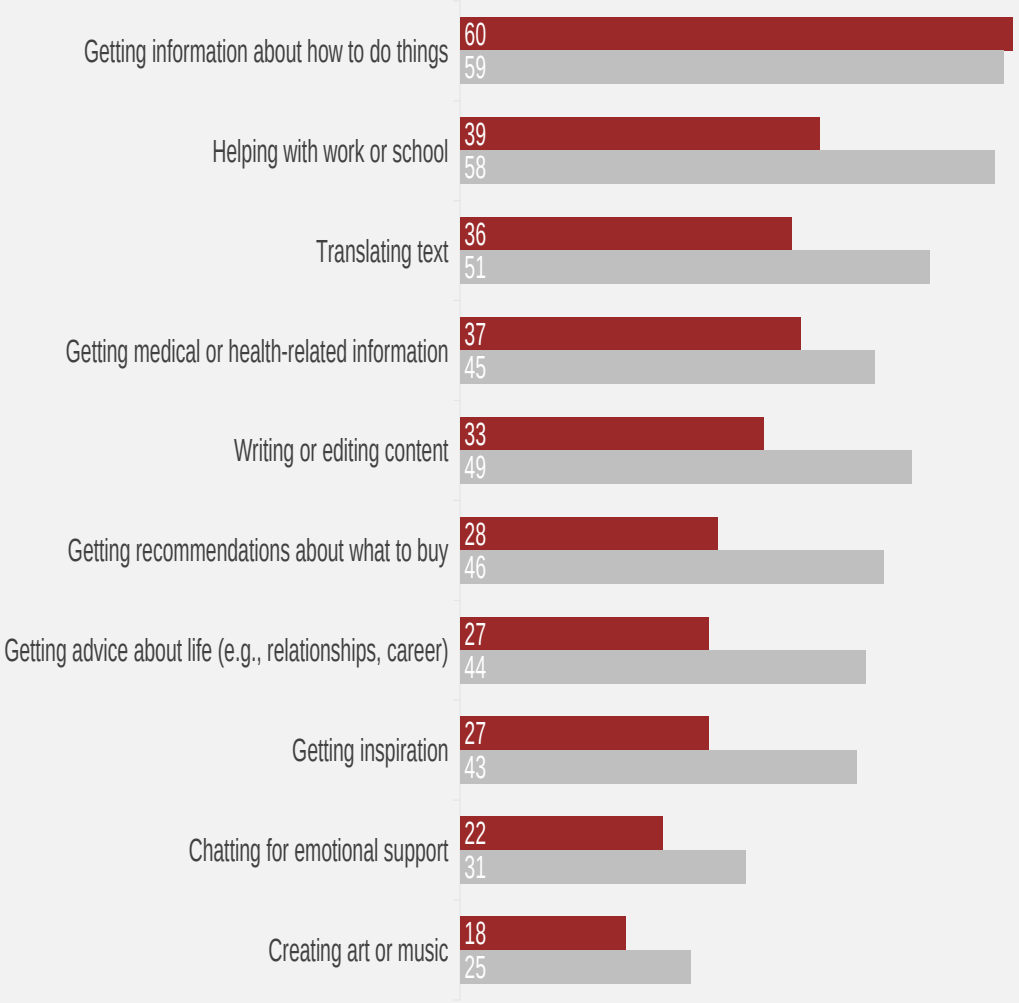

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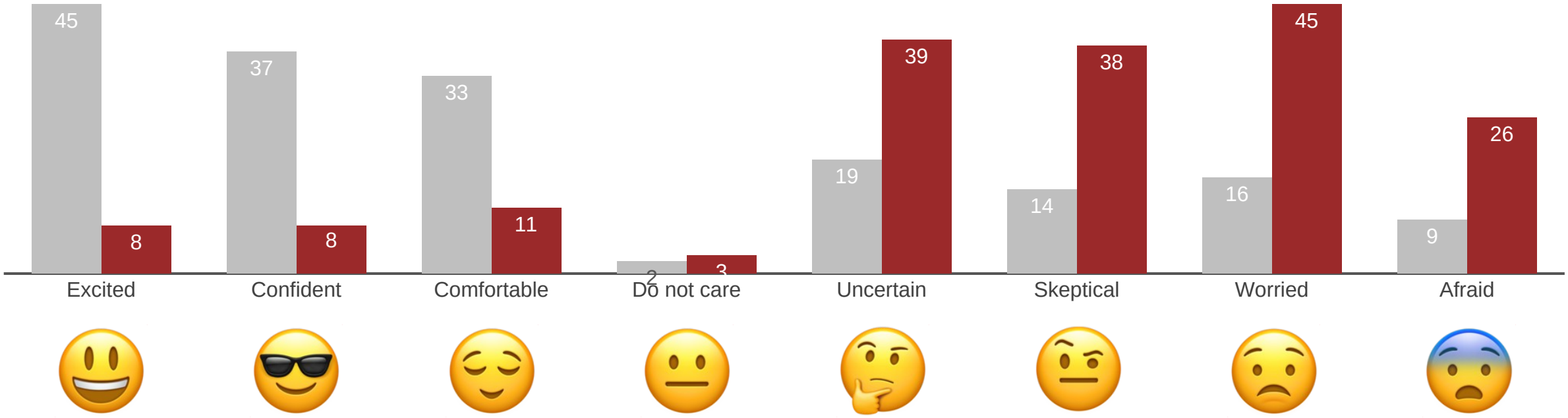
Tech and the Future

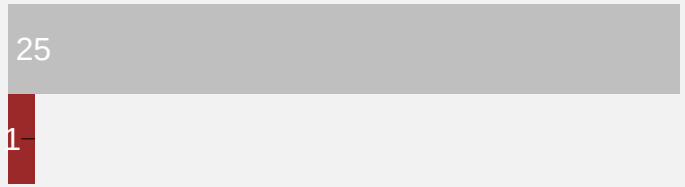
EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Total Opt-Outs

How does technology make you feel about the future? (%)



I am usually among the first to try new technology and electronic products when they appear on the market (%)



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Values, Attitudes, and Concerns

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Personal Values

Top Differentiating (out of 57)	Diff. from Global
Simplicity	+14 ranks
Thrift	+14
Tradition	+14
Retribution	+9
Individuality	+7

Bottom Differentiating (out of 57)	Diff. from Global
Having fun	-6 ranks
Health and fitness	-9
Working hard	-9
Duty	-11
Wealth	-11

Attitudes Toward Life

Top Differentiating (out of 44)	Diff. from Global
Not constrained by social expectations	+20 ranks
Always concerned about safety/security	+16
Exposed to varying points of view	+7
Feel guilty when not environment-friendly	+6
Feel overwhelmed w. info when making large purchase	+6

Bottom Differentiating (out of 44)	Diff. from Global
Will select a brand because it supports a cause	-10 ranks
Always on lookout for new products/services	-12
Look for what helps live healthy lifestyle	-15
Buy well-known products, rely on their quality	-18
Would pay more if product makes life easier	-20

Personal Concerns

Top Differentiating (out of 24)	Diff. from Global
Immigration	+11 ranks
Rise of authoritarian regimes around the world	+4
Wrong-doing by / corruption of elected government officials	+3
Future of the retirement or pension plans provided by our government	+3
Crime and lawlessness	+3

Bottom Differentiating (out of 24)	Diff. from Global
Recession and unemployment	-5 ranks
Trade restrictions impacting my country	-5
Pandemics (epidemics that spread across the world)	-5
Educational quality	-6
Environmental pollution	-7

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