

ARTIFICIAL INTELLIGENCE

As the Artificial Intelligence revolution continues, Rocket Fuel looks at global consumers' attitudes towards AI. Equipped with these findings, we show how perception changes across different generations.

GEN Z - 18-24 MILLENNIAL - 25-34 GEN X - 35-54 BABY BOOMERS - 55+

01 What do people think?

IT'S EXCITING

2 IN 3 AGREE



MOST AGREE –
Millennial
males **81%**

LEAST AGREE –
Baby Boomer
females **41%**

I'M SCARED OF IT

ONLY 1 IN 5 AGREE



MOST AGREE –
Gen Z
females **25%**

LEAST AGREE –
Millennial
males **13%**

IT'S A FORCE FOR

GOOD **40%**

EVIL **6%**

BOTH GOOD & EVIL **45%**

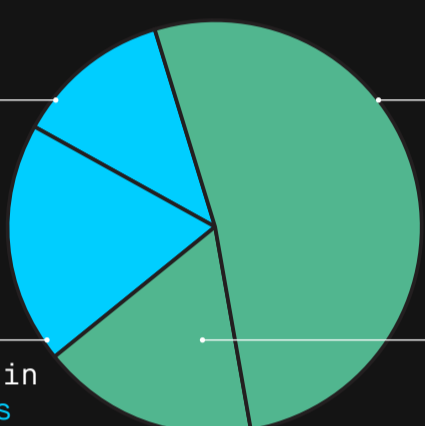
02 Where do people think it's used?

12%

It's just
Sci-Fi

19%

Only exists in
science labs



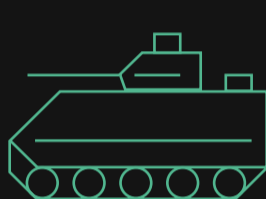
52%

Already used
occasionally
in everyday life

17%

Already used
widely in
everyday life

03 What industries do people think it's used in?



64%

Military



61%

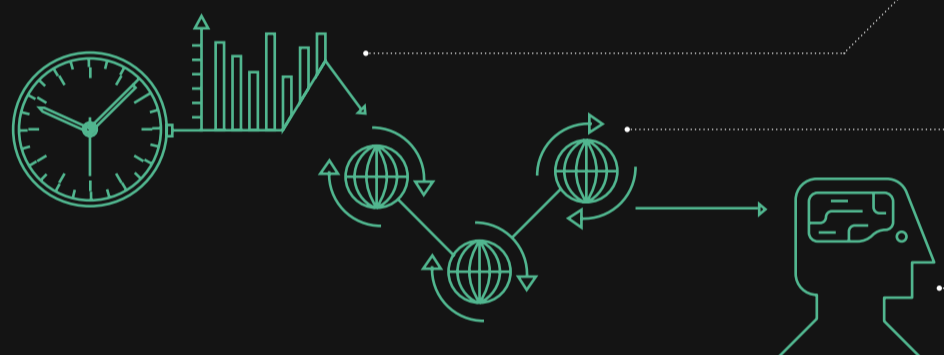
Tech in
home



61%

Media,
Advertising
& Marketing

04 What are the main benefits?



54%

EFFICIENT
completing
tasks faster

51%

PRODUCTIVE
doing tasks
for us

47%

PREDICTIVE
making lives
easier

05 What do people see as the benefits within media?

PREFER PERSONALISED ADVERTISING AND OFFERS

78%

80%

74%

70%

Gen Z

Millennial

Gen X

Baby Boomers

LIKE PRODUCT SUGGESTIONS BASED ON INTERESTS

62%

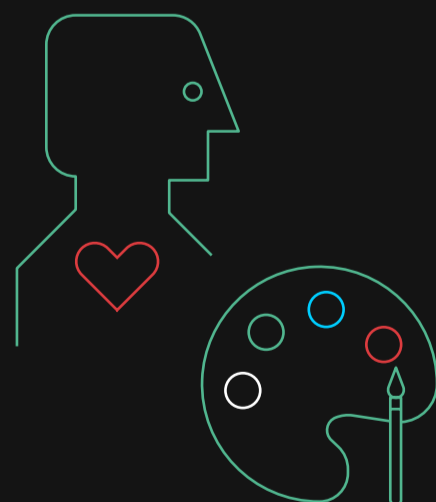
62%

53%

44%

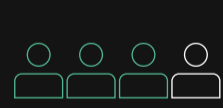
06 What is the impact on jobs?

AI WILL NEVER REPLACE HUMAN...



EMOTION

3 IN 4 AGREE

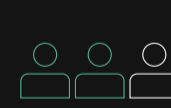


MOST AGREE –
Gen X
females **85%**

LEAST AGREE –
Millennial
males **67%**

CREATIVITY

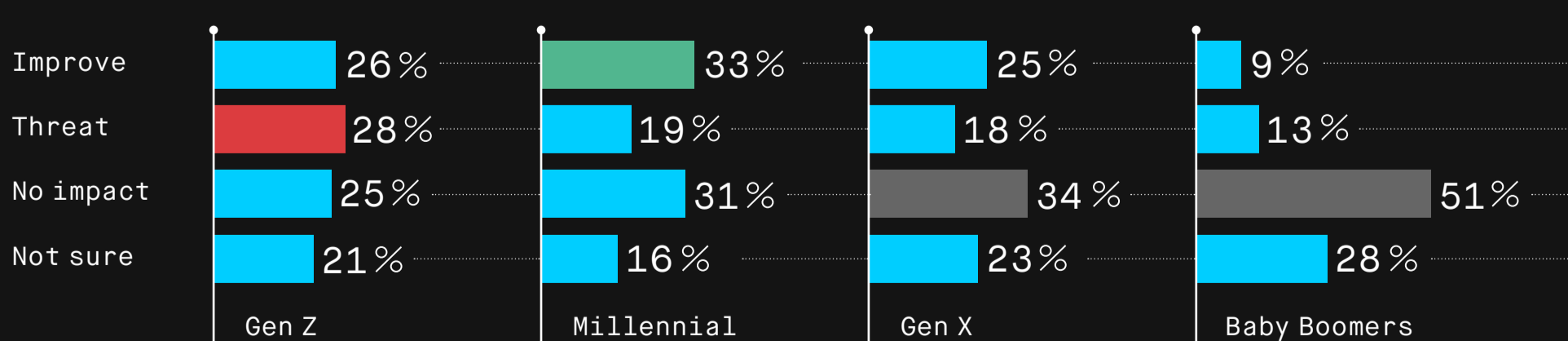
2 IN 3 AGREE



MOST AGREE –
Gen X
females **74%**

LEAST AGREE –
Millennial
males **52%**

HOW DO PEOPLE THINK AI WILL IMPACT THEIR JOB?



Find out how Rocket Fuel's AI-powered Predictive Marketing platform can help you discover new customers and anticipate their preferences in real time by emailing EMEAResearch@rocketfuelinc.com