

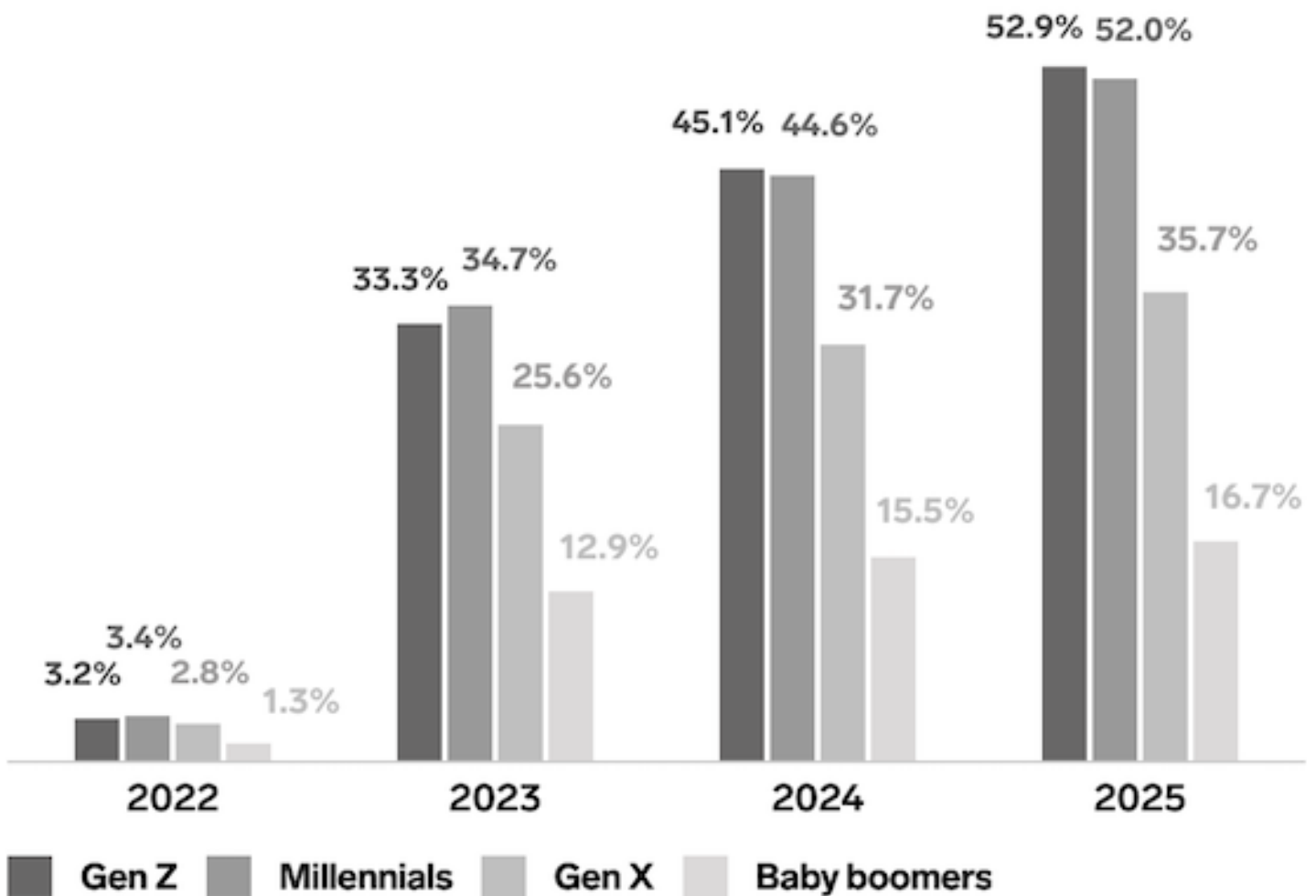
Generative AI use will continue its climb across all age groups, especially among millennials and Gen Z

Article

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Gen Z and Millennials Will Continue to Lead in Generative AI Usage

share of generation using generative AI



Note: internet users who enter a prompt for a generative AI system at least once per month

Source: Insider Intelligence, June 2023

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Insider Intelligence | eMarketer

Key stat: In 2025, more than half of US Gen Zers (52.9%) and millennials (52.0%) will be monthly generative AI users, according to our forecast.

Beyond the chart:

- Next year, over 100 million people in the US will use generative AI, per our forecast.
- ChatGPT is one of the biggest drivers of generative AI use right now. Even as the hype dies down, millennials and Gen Zers will continue to use the tech for brainstorming and basic content creation.
- **Generative AI adoption has climbed much faster** in the past few years than smartphones or tablets did upon introduction, according to our data.

Use this chart:

- Plan generative AI experimentation.
- Understand who is most comfortable with generative AI.

More like this:

- **Instagram users are getting a suite of generative AI features**
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