

Beyond Age 2026 Changing AI and tech habits

What does age really tell us about Britain's changing AI and tech behaviours? Our TGI data reveals where – and how much – age matters in understanding and targeting consumers.

This is the second infographic in our four-part Beyond Age series, exploring the role age plays in media and marketing today. Here are three trends marketers need to know:

1. Age won't tell you who's excited about AI
2. AI use is where age starts to matter
3. The 'young tech user' stereotype is fading fast

1. Age won't tell you who's excited about AI

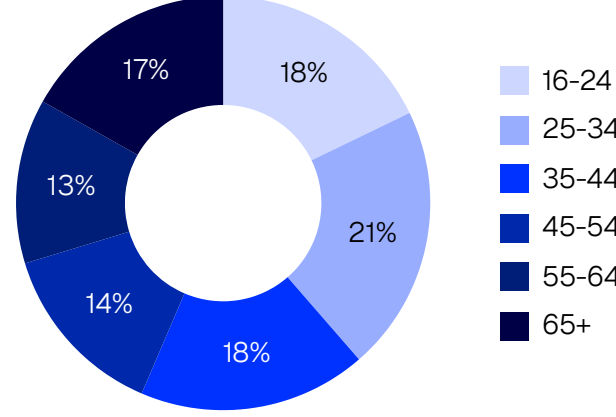
The youngest adults are no more excited about AI's future than older generations.

In fact, well over half of 16-24 year olds worry about AI's impact on jobs and its potential to spread misinformation.

Often, enthusiasm around innovation and tech developments is led by the young. But for marketers, youth should not be a proxy for AI optimism.

Agree: "I am curious to see how AI will evolve and influence our society" – proportion in each age group.

2025



GB TGI 2026 June (May 2025 – April 2026) – © Fifty5Blue 2026

Want to find the AI optimists? Follow the tech spend

Tech buyers are far more likely to feel positive about AI than adults overall.

Purchase intent of tech is a stronger signal than age and a better fit for campaigns where AI enthusiasm matters.

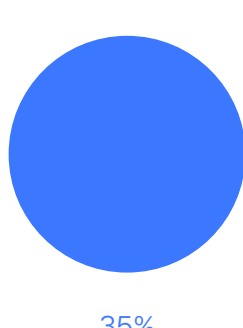
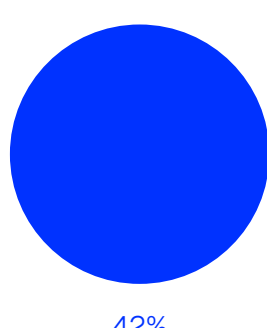
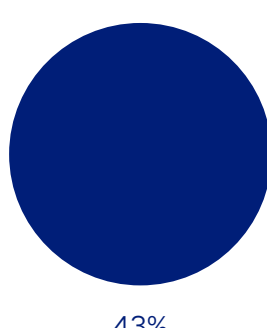
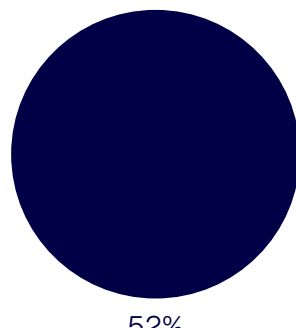
Agree "I am curious to see how AI will evolve and influence our society" – % more likely to intend to purchase this in next 12 months vs average adult

Virtual reality headset

Digital radio

Smart speakers

Games console



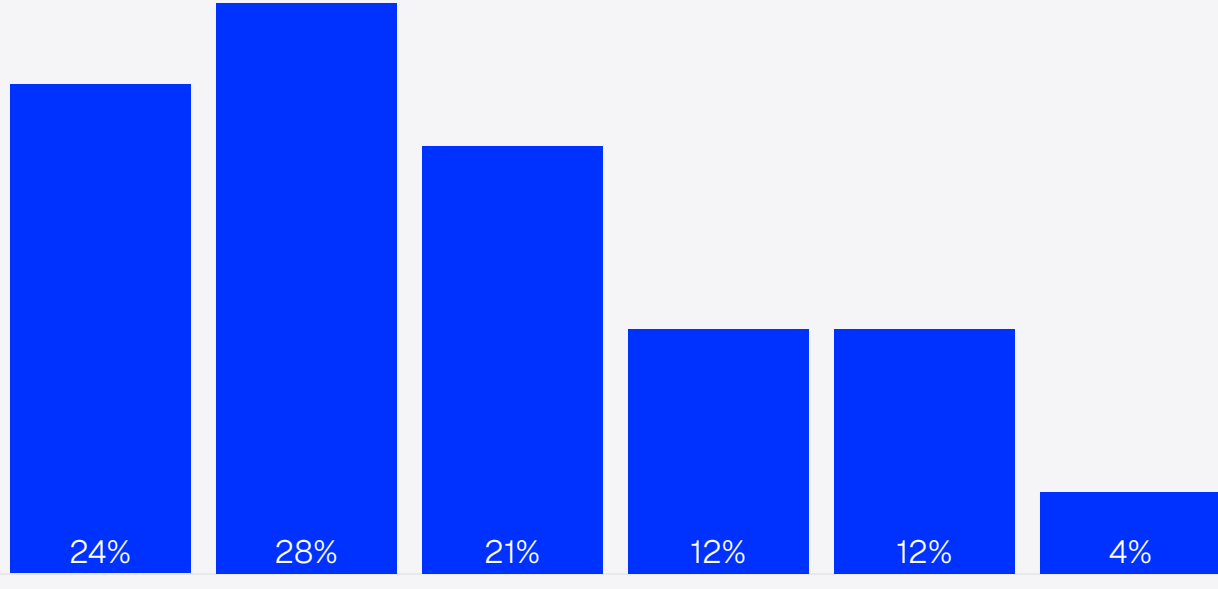
GB TGI 2026 June (May 2025 – April 2026) – © Fifty5Blue 2026

2. AI use is where age starts to matter

More than a quarter of 25-34 year olds use AI at least once a day, compared to fewer than 5% of those aged 65+.

The lesson? How people feel about AI and how they use it are two different things. As a marketer, you need to understand where AI truly fits into people's lives.

% in each age group who use AI once a day or more



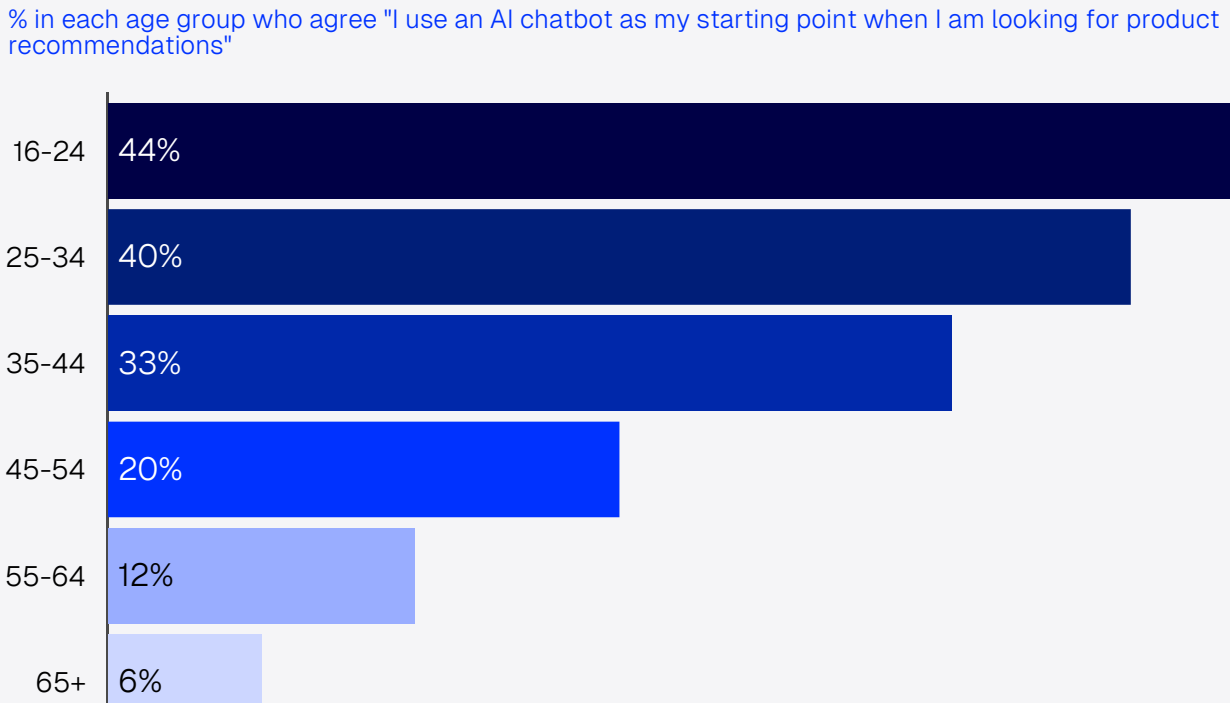
GB TGI 2026 June (May 2025 – April 2026) – © Fifty5Blue 2026

For younger consumers AI is becoming the new search bar

Almost half of 16-24 years olds start their product search with a chatbot. They are also a lot more likely to use AI for getting ideas or inspiration (e.g. travel, cooking) and for creating social media content.

This has big implications for marketers in where to put campaign investment when targeting younger vs older adults. If your search strategy ignores AI, you may already be missing younger audiences.

% in each age group who agree "I use an AI chatbot as my starting point when I am looking for product recommendations"



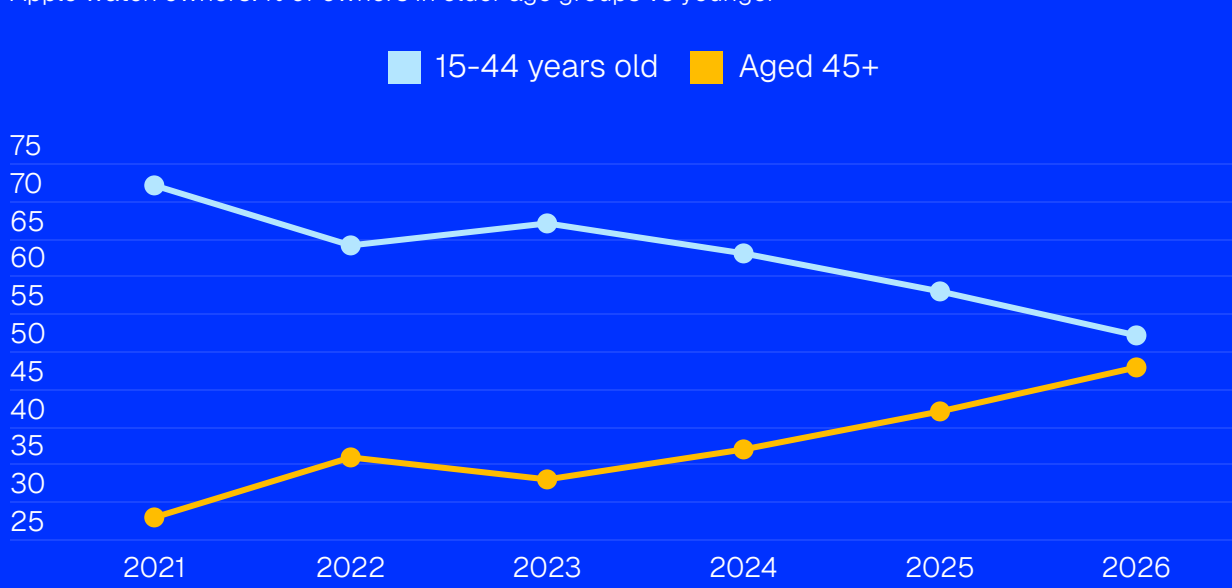
GB TGI 2026 June (May 2025 – April 2026) – © Fifty5Blue 2026

3. The 'young tech user' stereotype is fading fast

Tech ownership itself can change quickly across age groups. Take the Apple Watch. Nearly five million adults in Britain claim to own one.

But its ownership age gap has narrowed dramatically in recent years. Older adults are now nearly as likely as younger ones to own an Apple Watch.

Apple watch owners: % of owners in older age groups vs younger



GB TGI 2026 June (May 2025 – April 2026) – © Fifty5Blue 2026

Affordability may be one reason why the gap is narrowing.

But the bigger lesson is this: **age profiles move.**

Marketers need to follow fluctuations in behaviour closely and avoid assumptions that can quickly end up outdated.

Why Beyond Age?

Our Beyond Age series explores what age explains about consumer behaviours today. This is more important than ever, as:

Age is still often the go-to differentiator when buying audiences

But it won't always be the best fit. The breadth of our TGI data means you can always find the right metrics when targeting.

Age can be a 'false friend'

Consumer behaviours change, but assumptions often don't. TGI lets you test what you think you know against what consumers are actually doing now.

Behaviours move. Your targeting should move with it

As media and technology habits change fast, up-to-date data becomes critical. TGI shows you where age still explains behaviour – and where other signals become more powerful.

Our Beyond Age content explores the role of age across a range of sectors, with an infographic of key insights released for each theme.

[Explore the previous chapter:](#) Age and changing media habits

Let us guide your next steps in navigating age and media

A true understanding of consumers starts with real people. TGI cuts through the noise to bring you clarity into the who, why and how of people as they live their lives.

Ready to understand your audience beyond age? Talk to our team:

tgisupport@fifty5blue.com
+44 (0)20 4557 6500

[Fifty5Blue.com](https://fifty5blue.com)

