

# Welcome to THE ROBOT APOCALYPSE.

## What your brand needs to know.

By surveying 1,002 Americans about their usage and satisfaction with brands that offer artificial intelligence (AI), we uncovered these insights on customer service chatbots, voice-activated services and smart home technologies.

Fig. 1 /// Americans are embracing AI to make life easier.



Fig. 3 /// Parents with their hands full clearly enjoy AI help.

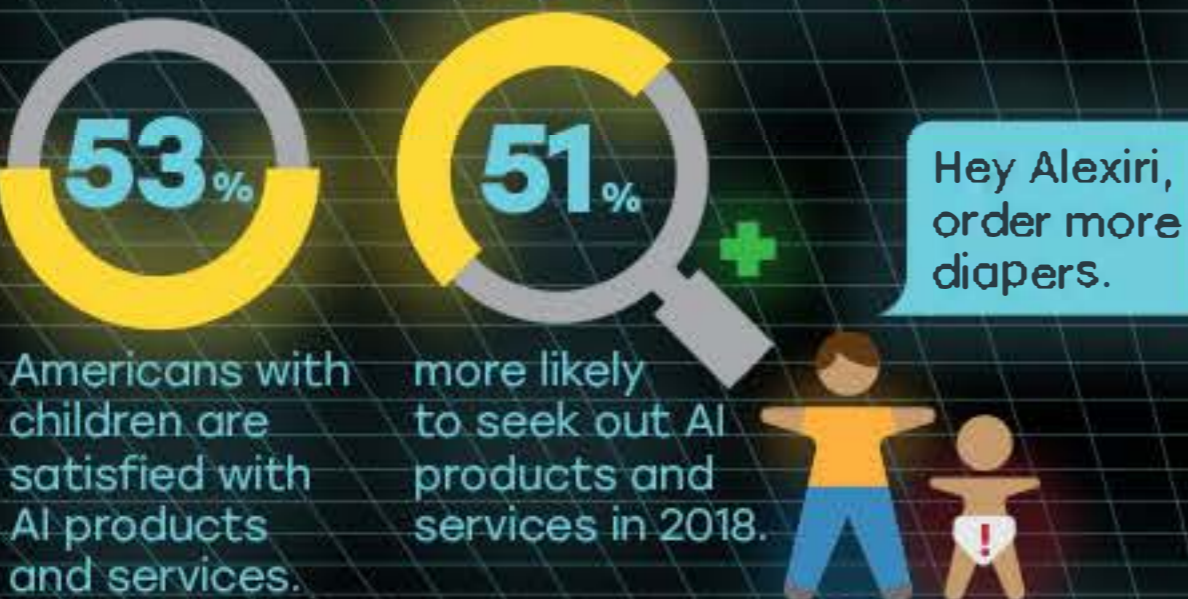


Fig. 2 /// The West Coast & New England have bigger appetites for AI.



Fig. 4 /// Men are happier in an AI world.

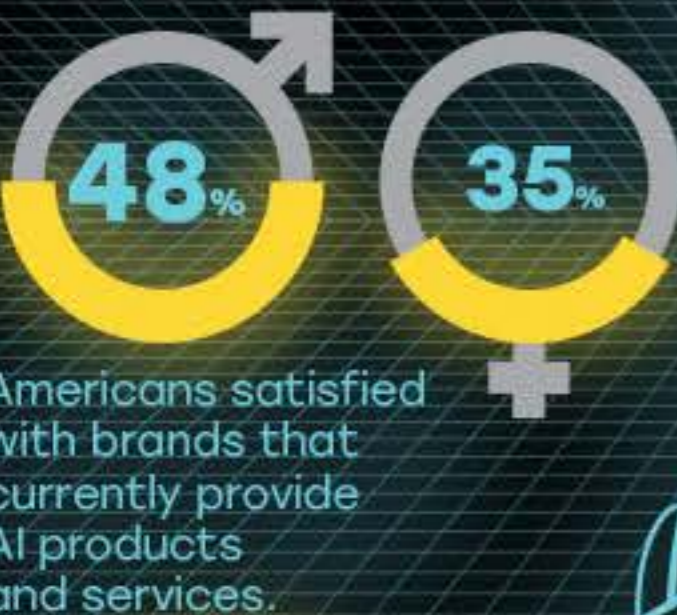


Fig. 5 /// Gen Z & Millennials say "Bring it on."

1 out of 3  
18 to 34-year-olds use smart home technologies daily.

72

Fig. 6 /// Women are a tougher sell.



Fig. 7 /// AI-friendliness decreases with age.

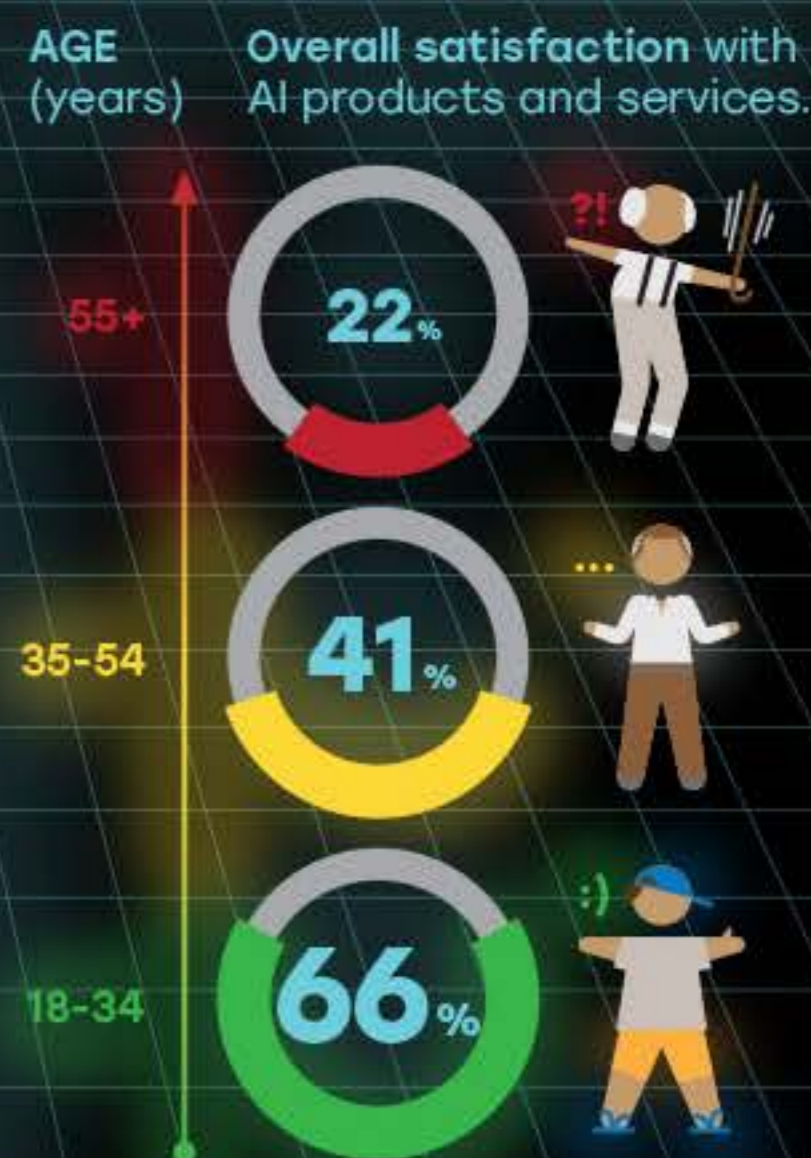


Fig. 8 /// Americans are equal opportunity AI users.



To discuss how your brand can embrace AI contact Tim Weinheimer at [tim@weinheimergroup.com](mailto:tim@weinheimergroup.com) or visit [weinheimergroup.com/AIbrandresearch](http://weinheimergroup.com/AIbrandresearch)

/// Contact\_TWG\_ENDscript.cta02

