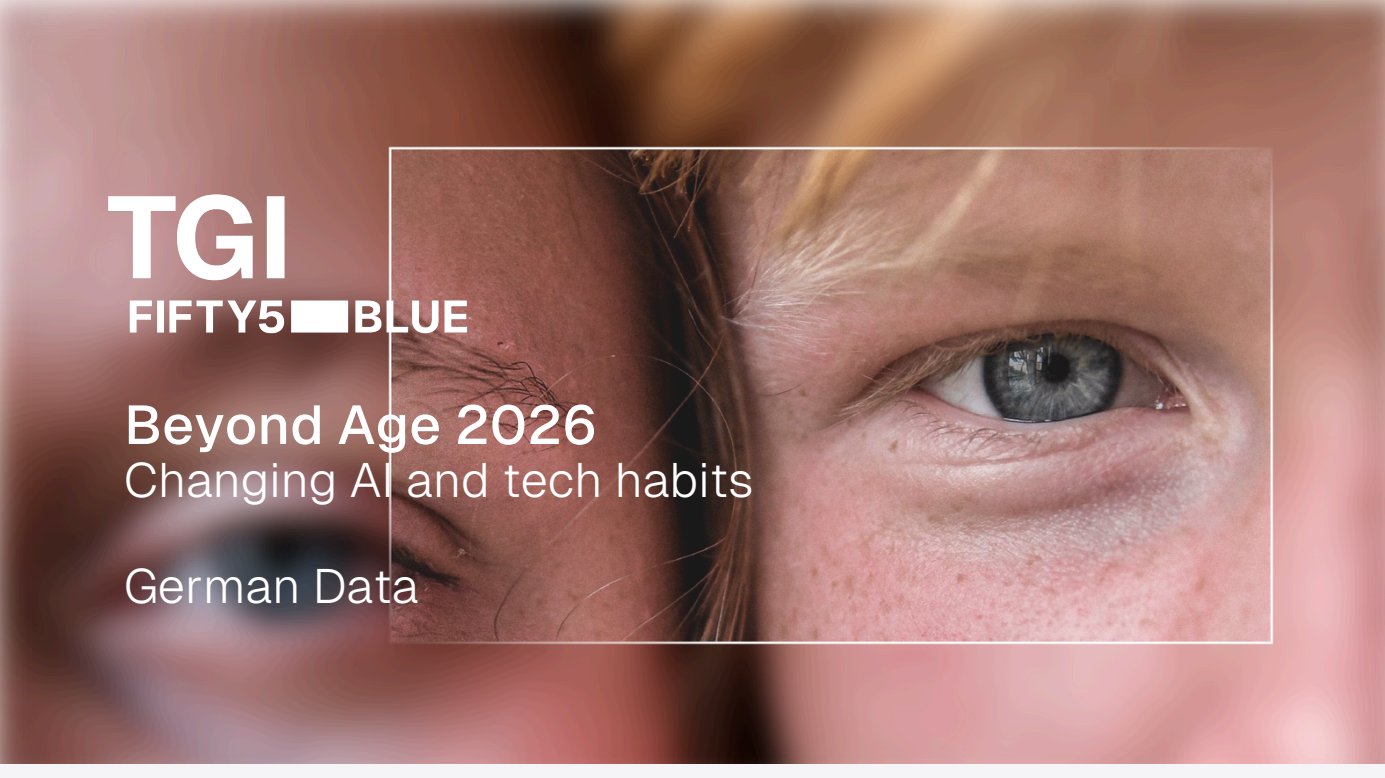


TGI
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Beyond Age 2026
Changing AI and tech habits

German Data

What does age really tell us about Germany'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

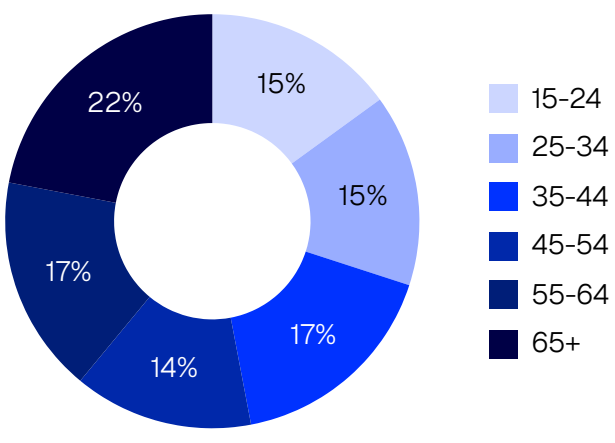
1. Age won't tell you who's excited about AI

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

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



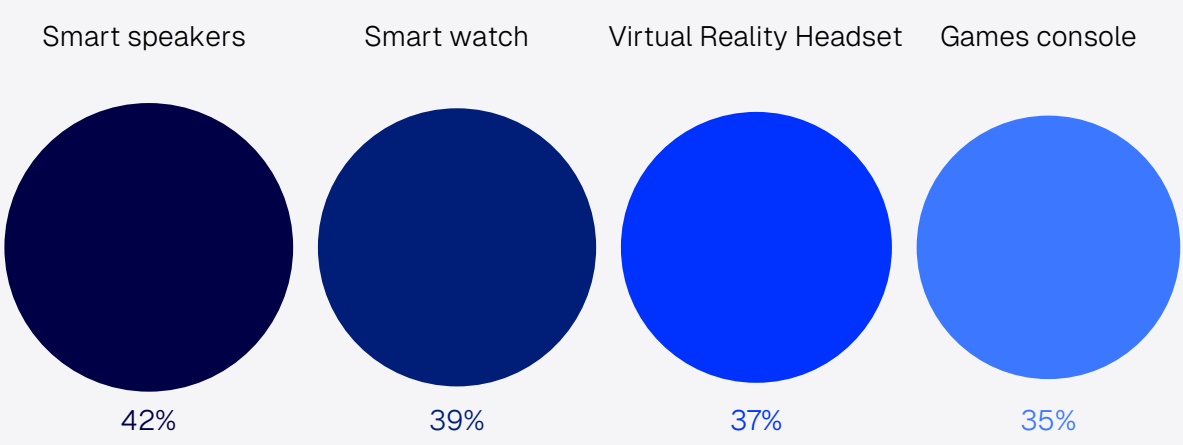
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Want to find the AI optimists? Follow the tech spend

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



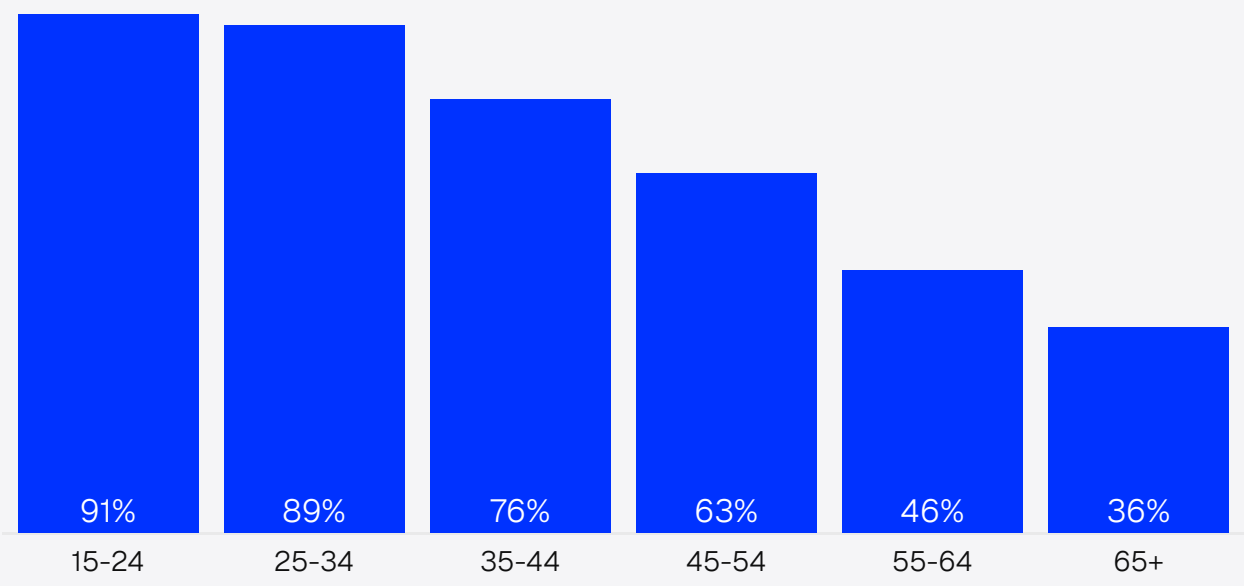
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2. AI use is where age starts to matter

Around 90% of AI users aged 15-24 have used AI apps in the past month, compared with just 36% of those aged 65+.

While interest in AI spans generations, younger consumers are much more likely to actively engage with AI tools in their daily lives.

% in each age group who have used AI apps last month



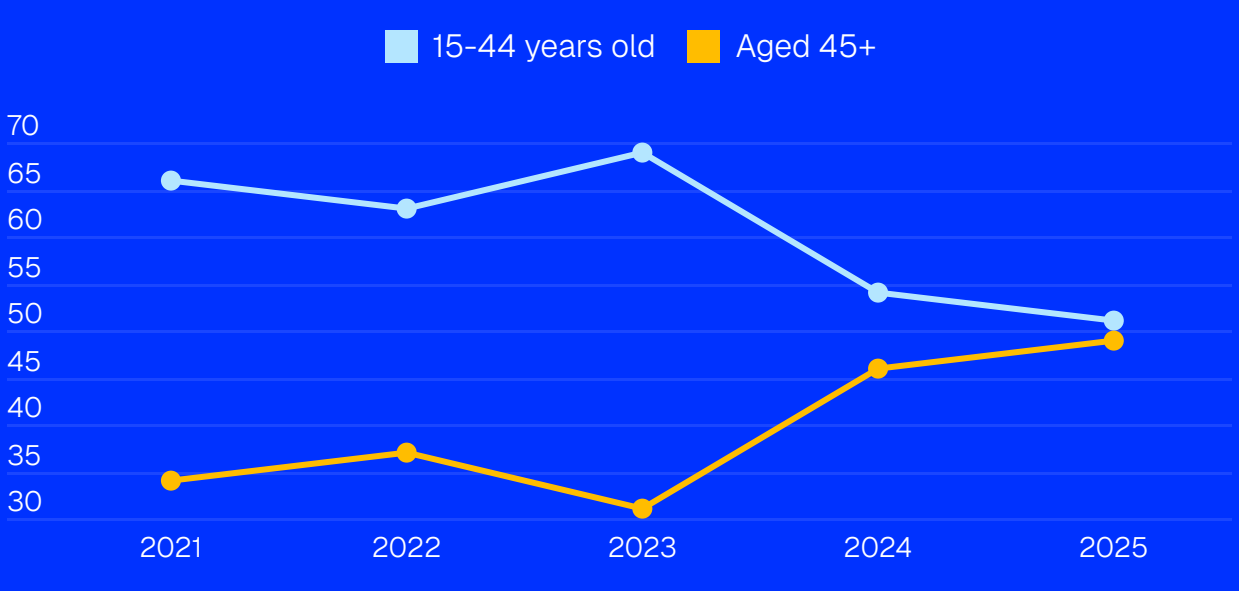
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3. The 'young tech user' stereotype is fading fast

Tech ownership itself can change quickly across age groups. Take the Apple Watch. About five million adults in Germany 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



TGI Germany 2022 R1 (01/2021 – 12/2021) - 2026 R1 (01/2025 – 12/2025) - © 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:

anfragen@fifty5blue.com

Fifty5Blue.com ↗

