

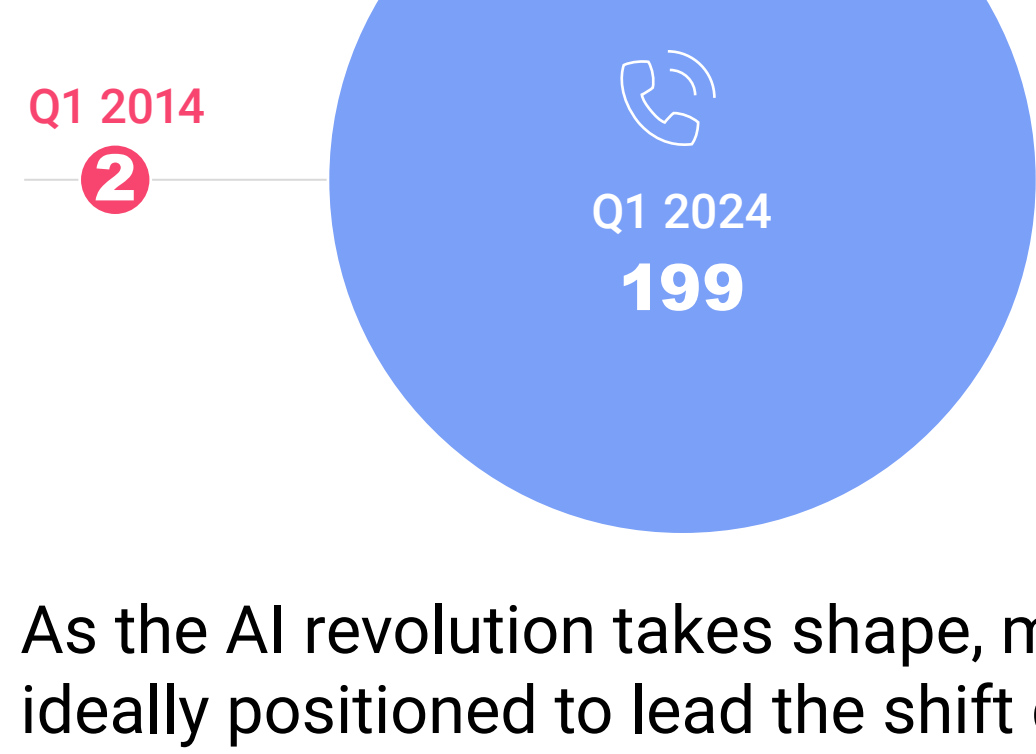
3 Reasons

Millennials are Driving the AI Revolution

Due to its significant potential, a growing number of companies are exploring AI.

Number of S&P 500 Companies Citing "AI" on Earnings Calls

Source: Factset (May 2024)



As the AI revolution takes shape, millennials are ideally positioned to lead the shift due to 3 key factors:

Educational Edge



High Acceptance



Early Exposure to Technology

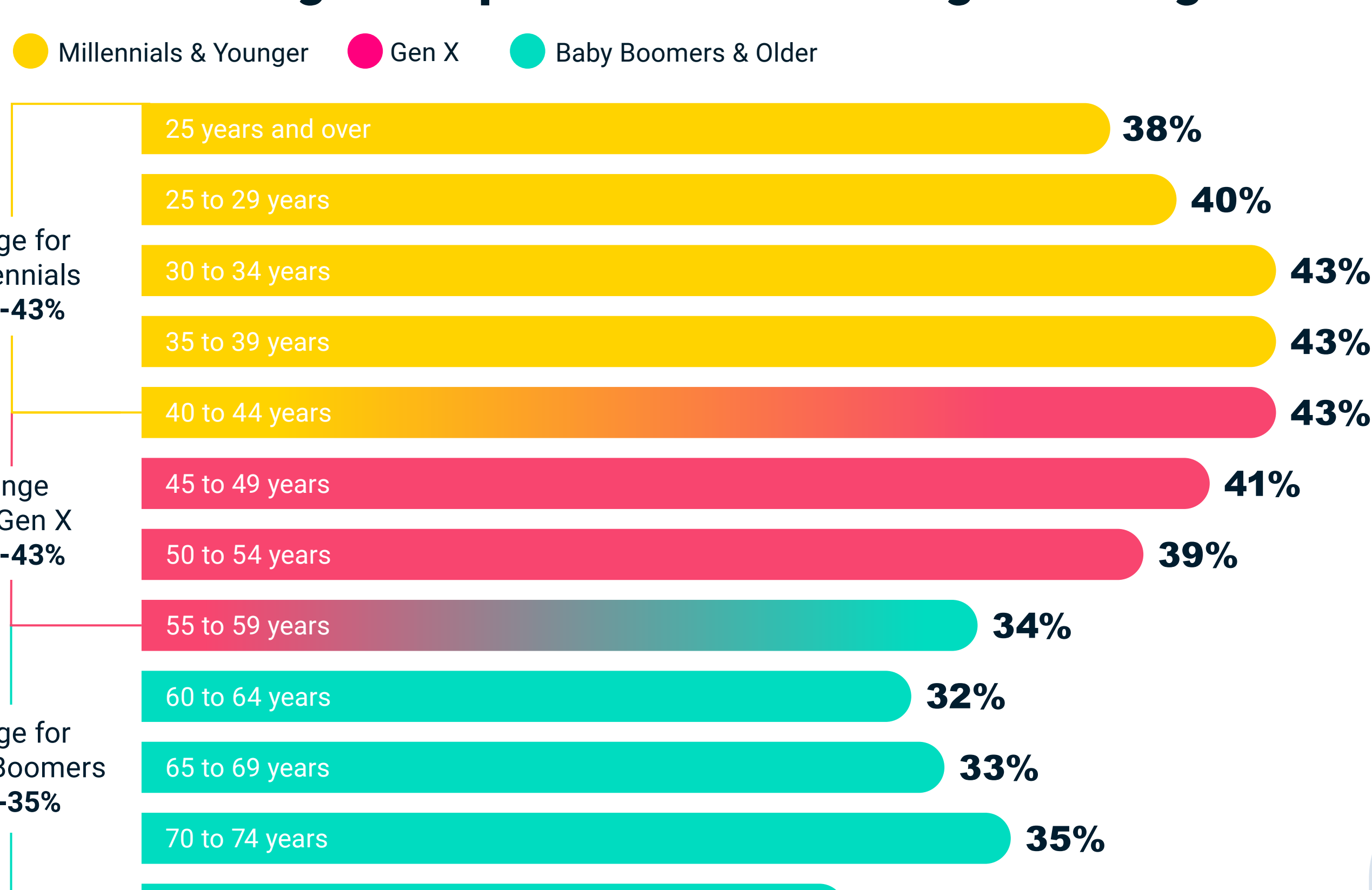


1

Educational Edge

Millennials are more likely to have a higher education compared to previous generations.

Percent of Age Group with Bachelor's Degree or Higher



Source: U.S. Census Bureau (released Feb 2023, data as of 2022). Age ranges for each generation are for 2022 and based on Pew Research Center definitions.

More educated people tend to earn more and are more likely to learn new skills on the job.

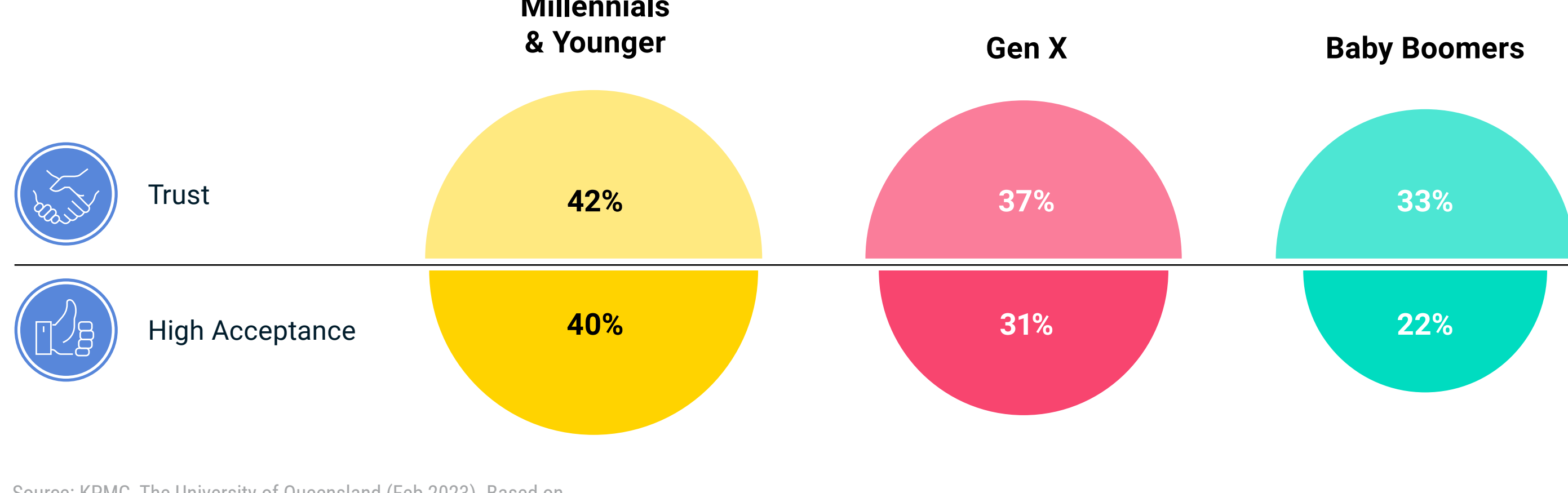
Source: OECD (Nov 2022)

As AI disrupts industries, new skills will be integrated in the workplace and millennials are primed for this transition.

2

High Acceptance

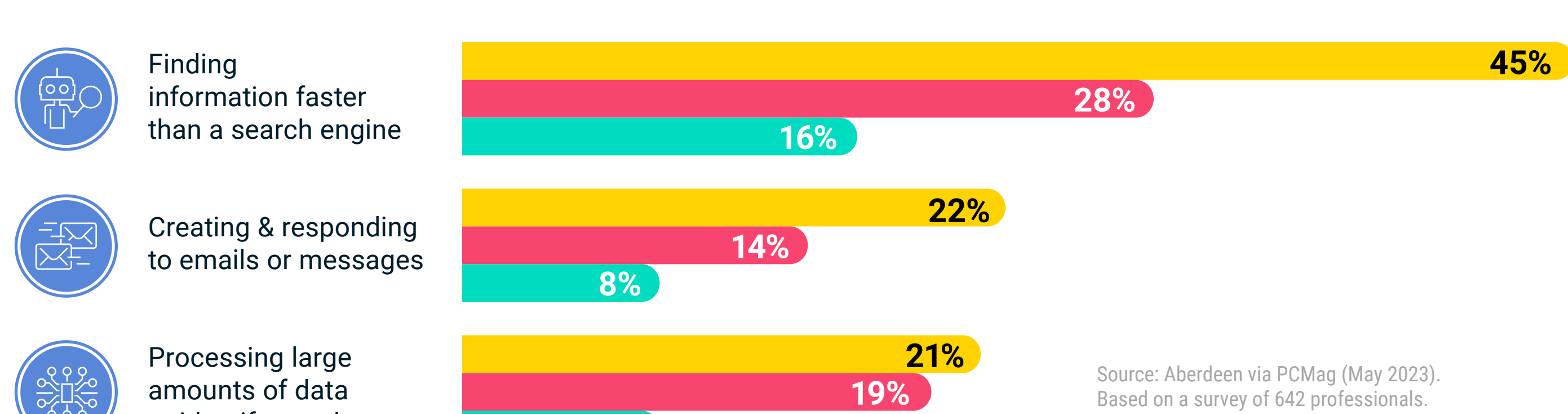
Millennials are much more likely to trust and accept AI.



Source: KPMG, The University of Queensland (Feb 2023). Based on a survey of 17,000 people from 17 countries covering all global regions.

In turn, this translates to higher adoption. A separate study found millennials are more likely to find AI useful at work.

How is AI Helping With Business Tasks in the Workplace?



Source: Aberdeen via PCMag (May 2023). Based on a survey of 642 professionals. Only the top three tasks are shown.

3

Early Exposure to Technology

Millennials have lived through many technological innovations during their childhood and early adult years.

Age of Millennials

1991
10 and under
First web browser and website released.

1999
3-18
Bluetooth is released.

2007
11-26
The iPhone is released, popularizing touchscreen technology.

2022
26-41
ChatGPT is released.

Source: Our World in Data (Feb 2023), Weber State University (2023), Britannica (May 2023), Fortune (Nov 2019), Forbes (May 2023). Median age of millennials is 1988 based on the Pew Research Center definitions of the birth year range from 1981-1996.

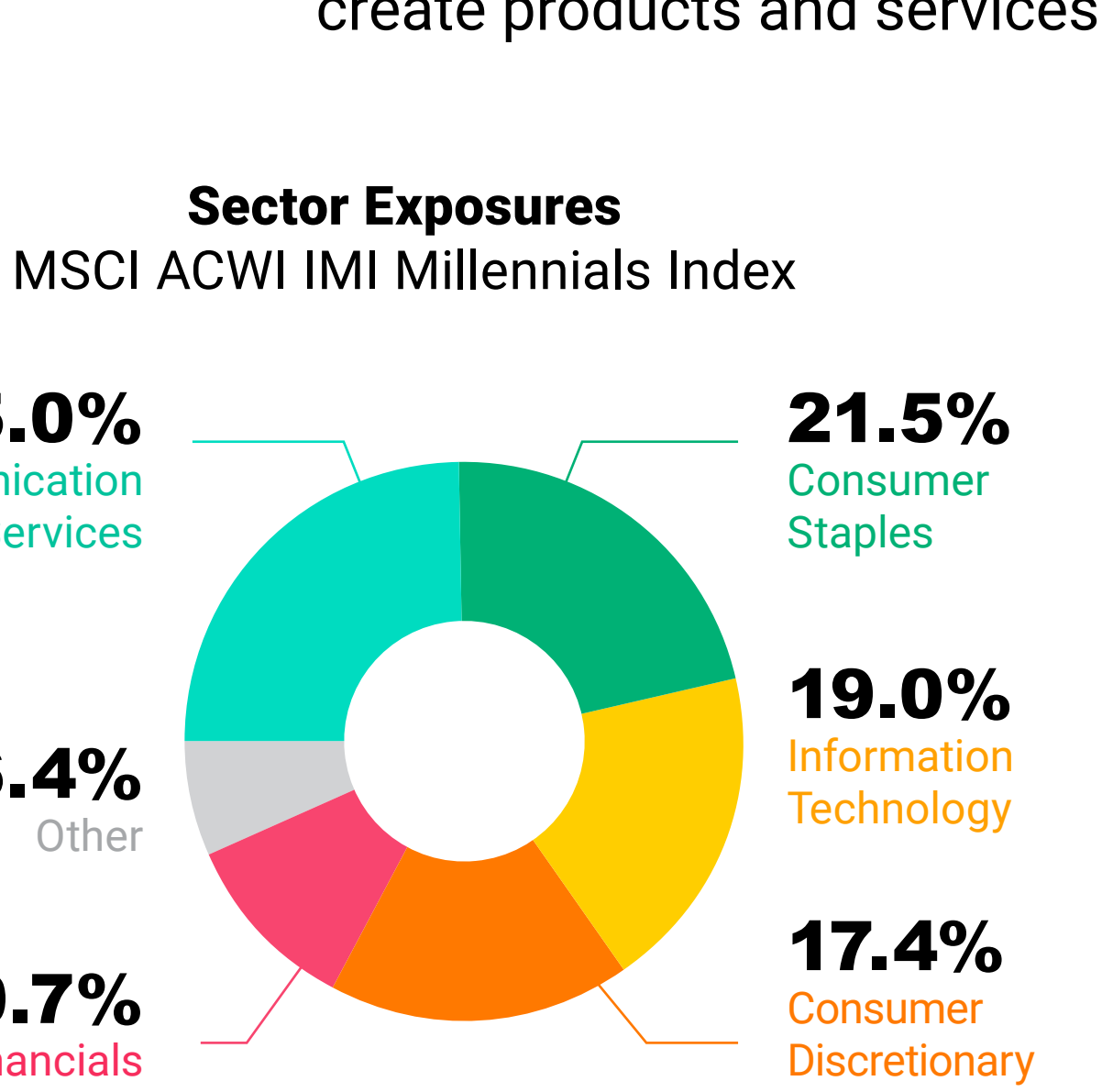
Millennials' early exposure to technology has likely contributed to greater comfort and confidence with it, as children typically learn faster than adults.

Source: Brown University (Nov 2022)

Measuring the Market

Along with AI, millennials are influencing many areas of the market.

MSCI's Millennial indexes aim to represent companies that create products and services targeted at millennials.



Source: MSCI. Data as of August 30, 2024 and rounded to one decimal place.

Over the last decade, the MSCI ACWI IMI Millennials Index has outperformed its benchmark by 72%.



Source: MSCI. Data as of Aug 30, 2024 in Gross USD Returns.

MSCI's millennial indexes are objective, regularly updated, and aim to capture the evolving impact of the millennial generation.

Explore MSCI's millennial indexes

msci.com/our-solutions/indexes/thematic-investing

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