

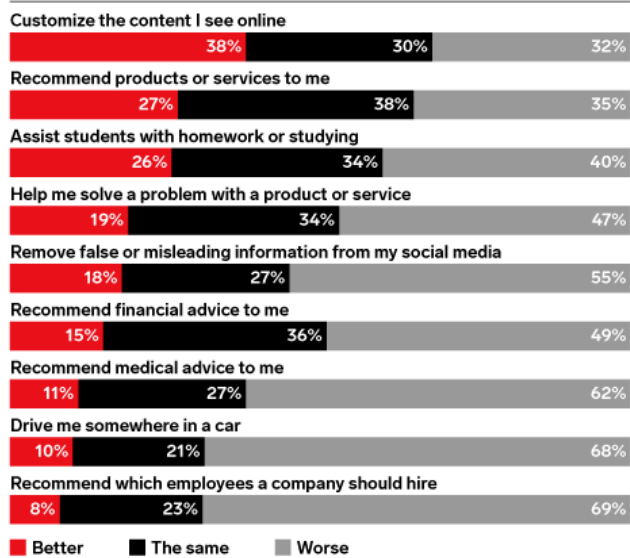
Humans are better than AI at performing these key tasks

Article

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How Well Artificial Intelligence Performs Select Tasks Compared to a Person According to US Adults, May 2023

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Bentley University and Gallup, "Bentley-Gallup Business in Society Report," Oct 11, 2023

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Insider Intelligence | eMarketer

Key stat: 38% of US adults think AI can customize content people see online better than humans can, but 62% say the tech is the same as or worse than real people, according to Gallup and Bentley University.

Beyond the chart:

- Another leading use case for AI is recommending products and services, but 73% of US adults think AI is the same as or worse than real people.
- Recommendations are an area where creator and affiliate marketing remain useful, even as platforms like **Instacart build out chat-based search that can provide recommendations.**

Use this chart:

- Compare AI use cases.

More like this:

- **Lessons from YouTube in how generative AI is changing the creator economy**
- **How marketers can prepare for generative AI now: Upskill, personalize, and localize**

- AI can help with targeting, but it can't do the whole job, retail media execs say
- Many companies worldwide have yet to adopt AI and machine learning

Note: Respondents were asked "In your opinion, how well does artificial intelligence do the following compared with a person?"

Methodology: Data is from the October 2023 Bentley University and Gallup "Bentley-Gallup Business in Society Report." 5,458 US adults ages 18+ were surveyed online during May 8-15, 2023. The sample was weighted to be demographically representative of the US adult population using the most recent current population survey figures.