

# AI fails to generate consumer enthusiasm across media

Article

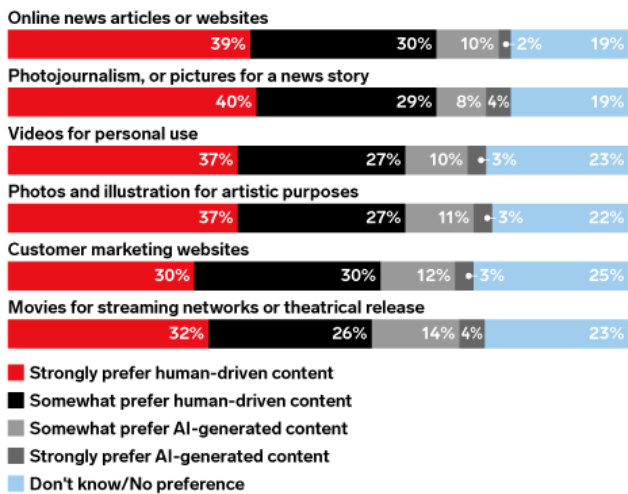
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More than half of US adults prefer human-generated content across a broad range of media, according to an Ipsos survey. For news and photojournalism, for example, about 70% want to

see human-made content. But for marketing websites and movies, US adults are slightly more open to AI-generated content.

### Extent to Which US Adults Would Prefer AI-Generated vs. Human-Driven Content from Select Sources, Feb 2023

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding  
Source: Ipsos as cited in company blog, Feb 17, 2023

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**Beyond the chart:** Generative AI is finding its way into art, journalism, and marketing, whether consumers like it or not. In marketing, the tech has carved out a role for itself with its relatively low cost and ability to **personalize creative using first-party data**.

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*Methodology: Data is from a February 2023 Ipsos survey as cited in company blog. 1,109 US adults ages 18+ were surveyed online during February 14-15, 2023 as part of Ipsos' ongoing Coronavirus Consumer Tracker. The sample was targeted to be representative of the national*

*population, based on the US Census Bureau's 2019 American Community Survey. The credibility interval for the full sample is +/- 3.6 percentage points.*