

# Ad targeting branded concerning by three-quarters of US adults

Article



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Concerns surrounding privacy are high, which could weigh on marketers' efforts to target consumers. US adults under 30 are slightly less concerned (66%) than older consumers about

the use of personal information for targeted digital ads, according to the Out of Home Advertising Association of America and Morning Consult.

### US Adults Who Are Concerned About the Use of Personal Information for Targeted Digital Ads, by Age, March 2023

% of respondents in each group



Note: who responded "very" or "somewhat" concerned

Source: Out of Home Advertising Association of America (OAAA) and Morning Consult, "OOH Impact: Retail & Influencer Marketing"; Insider Intelligence calculations, April 19, 2023

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**Beyond the chart:** Generative AI could personalize ads even further, leveraging consumers' information to deliver unique ads based on their preferences. But that deep level of personalization runs the risk of creeping out consumers. Advertisers will have to either strike a balance—or count on Americans to adjust to a new era of personalization.

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*Methodology: Data is from the April 2023 Out of Home Advertising Association of America (OAAA) and Morning Consult report titled "OOH Impact: Retail & Influencer Marketing." 1,681 US adults ages 18-64 were surveyed online during March 3-5, 2023. The data was weighted to approximate a target sample of adults 18-64 based on gender, age, race, educational attainment and region.*