

# Most consumers are uncomfortable with AI-generated ads

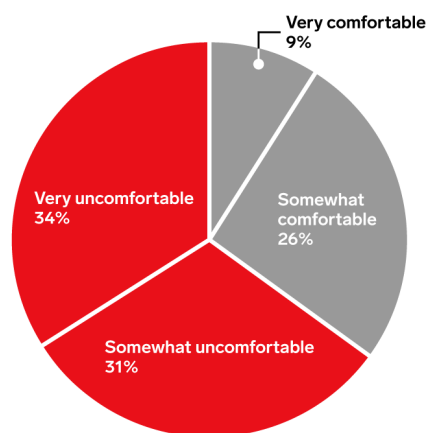
Article



## Nearly Two-Thirds of US Adults Feel Uneasy About AI-Generated Ads

% of US adults, Sep 2024

Q: How comfortable are you with brands using AI-generated content in advertising?



Note: n=1,822 ages 18+

Source: EMARKETER and CivicScience, conducted by CivicScience, Oct 17, 2024

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**Key stat:** Nearly two-thirds (65%) of US adults feel at least somewhat uncomfortable about [AI-generated ads](#), according to September 2024 data from EMARKETER and CivicScience.

### Beyond the chart:

- Despite their concerns, 48% of US adults believe using AI to sell products will be prevalent in the next few years, according to the same data.
- But human oversight is still necessary—[Google had to recently remake one of its ads](#) created with AI because it contained an incorrect fact about cheese consumption. However, Google claims it wasn't due to AI hallucinations, but rather incorrect data scraped from the web.

**Use this chart:** [Marketers](#) can use this chart to highlight the importance of transparency and clearly labeling AI-generated content to build trust. This chart can also demonstrate the need to balance AI efficiency with human creativity.

### Related EMARKETER reports:

- [US Consumer Sentiment Survey: AI Adoption](#) (EMARKETER subscription required)
- [Generative AI Use Cases for Marketers](#) (EMARKETER subscription required)

*Note: Data was provided to EMARKETER by CivicScience. This data is being featured as part of our special coverage of AI in Marketing.*

*Methodology: Data is from an October 2024 EMARKETER and CivicScience study, conducted by CivicScience. The study draws from multiple datasets, generated by ongoing online surveys of US adults ages 18+. Data from all sets is weighted according to the US Census. Download Chart Title Nearly Two-Thirds of US Adults Feel Uneasy About AI-Generated Ads (% of US adults, Sep 2024) Publication Date October 17, 2024 Sources EMARKETER CivicScience Featured In US Consumer Sentiment Survey: AI Adoption Topics Digital Advertising Consumer Attitudes on Marketing Artificial Intelligence (AI) United States*