

Despite unease, consumers anticipate AI advertising surge

Article

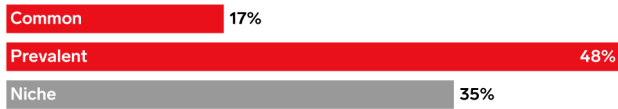


There's a revealing disconnect in consumer attitudes toward AI advertising. While 65% express discomfort with AI-generated ads, the same percentage expect brands to adopt the technology. This acknowledgement of AI's inevitability despite personal qualms suggests that the default consumer reaction is skeptical acceptance.

Most Consumers Expect Widespread Brand Adoption of AI to Sell Products

% of US adults, Sep 2024

Q: How popular do you think it will be for brands to use AI to sell products in the next few years?



Note: n=1,771 ages 18+

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

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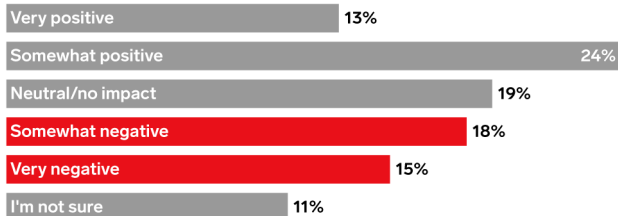
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Concerns about AI advertising reflect broader societal worries about the technology's impact. More than 30% of consumers expect AI to negatively affect their lives, which presents a challenge for brands that extend beyond technological implementation. To foster acceptance, companies should actively test and validate AI-driven marketing initiatives that address privacy and control concerns.

Almost 40% of Consumers Think AI Will Negatively Affect Their Lives

% of US adults, Dec 2024

Q: Over the next 10 years, do you expect advances in AI to have a more positive or negative impact on your overall quality of life?



Note: ages 18+

Source: EMARKETER and CivicScience, conducted by CivicScience, Jan 8, 2025

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Read the full report, [US Consumer Sentiment Survey: AI Adoption.](#)

Report by Jacob Bourne Feb 13, 2025

US Consumer Sentiment Survey: AI Adoption

