



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Creativity Survey

Topline Findings

New York, June 14, 2024 — *These are the findings of an Ipsos poll conducted between April 22 – 23, 2024, for the [What the Future: Creativity issue](#). For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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GAME CHANGERS



PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. How important, if at all, is it for you to feel like you have a creative outlet, however you define it, in your daily life?

| | Total (N=1,119) |
|----------------------------|----------------------------|
| Very important | 37% |
| Somewhat important | 45% |
| Not very important | 14% |
| Not at all important | 4% |
| <i>Important (Net)</i> | <i>82%</i> |
| <i>Not Important (Net)</i> | <i>18%</i> |

2. How often, if at all, do you feel like you get to be creative to solve problems in your job?

| | Total |
|------------------------------|--------------|
| Often | 31% |
| Sometimes | 48% |
| Rarely | 15% |
| Never | 4% |
| I don't know | 2% |
| <i>Often/Sometimes (Net)</i> | <i>78%</i> |
| <i>Rarely/Never (Net)</i> | <i>19%</i> |

3. When thinking about the future of our society, which of the following potential scenarios do you find most worrying? You may select up to three.

| | Total |
|--|--------------|
| Disinformation will become more prevalent | 55% |
| Media platforms will be controlled by a small number of corporations | 35% |
| Content creators will be replaced by AI | 35% |
| The diminishing value of human creativity | 32% |
| The diminishing value of an arts education in the workplace | 18% |
| Media will become too fragmented | 17% |
| My creativity will become devalued in the workplace | 12% |
| Advertising will all seem the same and generic | 12% |
| None of the above | 11% |

PUBLIC POLL FINDINGS AND METHODOLOGY

4. Select up to three. In the next few years, do you feel like each of the following will get better or worse?

Total Will Get Better Summary

| | Total |
|--|-------|
| People having equal access to new AI tools and apps for creating | 42% |
| The quality of AI-created music, films and other art | 42% |
| The ability for people to make money as “creators” | 24% |
| How fairly artists get paid for their work | 15% |
| The trustworthiness of advertising | 13% |

- a. The ability for people to make money as “creators”

| | Total |
|------------------------------|------------|
| Will get much better | 6% |
| Will get somewhat better | 19% |
| Will stay the same | 25% |
| Will get somewhat worse | 26% |
| Will get much worse | 14% |
| Don't know | 11% |
| <i>Will Get Better (Net)</i> | <i>24%</i> |
| <i>Will Get Worse (Net)</i> | <i>40%</i> |

- b. How fairly artists get paid for their work

| | Total |
|------------------------------|------------|
| Will get much better | 4% |
| Will get somewhat better | 11% |
| Will stay the same | 27% |
| Will get somewhat worse | 30% |
| Will get much worse | 17% |
| Don't know | 11% |
| <i>Will Get Better (Net)</i> | <i>15%</i> |
| <i>Will Get Worse (Net)</i> | <i>46%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

4. Select up to three. In the next few years, do you feel like each of the following will get better or worse? (*Continued*)

c. The trustworthiness of advertising

| | Total |
|------------------------------|--------------|
| Will get much better | 4% |
| Will get somewhat better | 9% |
| Will stay the same | 30% |
| Will get somewhat worse | 30% |
| Will get much worse | 21% |
| Don't know | 6% |
| <i>Will Get Better (Net)</i> | <i>13%</i> |
| <i>Will Get Worse (Net)</i> | <i>51%</i> |

d. People having equal access to new AI tools and apps for creating

| | Total |
|------------------------------|--------------|
| Will get much better | 12% |
| Will get somewhat better | 30% |
| Will stay the same | 23% |
| Will get somewhat worse | 17% |
| Will get much worse | 8% |
| Don't know | 10% |
| <i>Will Get Better (Net)</i> | <i>42%</i> |
| <i>Will Get Worse (Net)</i> | <i>25%</i> |

e. The quality of AI-created music, films and other art

| | Total |
|------------------------------|--------------|
| Will get much better | 14% |
| Will get somewhat better | 28% |
| Will stay the same | 20% |
| Will get somewhat worse | 16% |
| Will get much worse | 13% |
| Don't know | 10% |
| <i>Will Get Better (Net)</i> | <i>42%</i> |
| <i>Will Get Worse (Net)</i> | <i>28%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements?

Total Agree Summary

| | Total |
|--|-------|
| As generative AI technology improves, it will be harder for most people to tell what is created with AI and what isn't | 72% |
| In the future, generative AI will be used by everyone when they are creating things | 48% |
| I don't care if an advertisement is created with AI | 38% |
| AI is just a tool for creativity like any other | 37% |
| I don't care if entertainment (e.g., a movie, song, game) was created by AI, as long as I like it | 34% |

- a. As generative AI technology improves, it will be harder for most people to tell what is created with AI and what isn't

| | Total |
|----------------------------|------------|
| Strongly agree | 34% |
| Somewhat agree | 38% |
| Neither agree nor disagree | 19% |
| Somewhat disagree | 6% |
| Strongly disagree | 3% |
| <i>Agree (Net)</i> | <i>72%</i> |
| <i>Disagree (Net)</i> | <i>9%</i> |

- b. In the future, generative AI will be used by everyone when they are creating things

| | Total |
|----------------------------|------------|
| Strongly agree | 11% |
| Somewhat agree | 37% |
| Neither agree nor disagree | 31% |
| Somewhat disagree | 13% |
| Strongly disagree | 8% |
| <i>Agree (Net)</i> | <i>48%</i> |
| <i>Disagree (Net)</i> | <i>22%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements? (*Continued*)

c. I don't care if entertainment (e.g., a movie, song, game) was created by AI, as long as I like it

| | Total |
|----------------------------|--------------|
| Strongly agree | 11% |
| Somewhat agree | 23% |
| Neither agree nor disagree | 27% |
| Somewhat disagree | 21% |
| Strongly disagree | 18% |
| <i>Agree (Net)</i> | 34% |
| <i>Disagree (Net)</i> | 39% |

d. I don't care if an advertisement is created with AI

| | Total |
|----------------------------|--------------|
| Strongly agree | 11% |
| Somewhat agree | 28% |
| Neither agree nor disagree | 29% |
| Somewhat disagree | 18% |
| Strongly disagree | 15% |
| <i>Agree (Net)</i> | 38% |
| <i>Disagree (Net)</i> | 32% |

e. AI is just a tool for creativity like any other

| | Total |
|----------------------------|--------------|
| Strongly agree | 9% |
| Somewhat agree | 28% |
| Neither agree nor disagree | 28% |
| Somewhat disagree | 22% |
| Strongly disagree | 13% |
| <i>Agree (Net)</i> | 37% |
| <i>Disagree (Net)</i> | 35% |

PUBLIC POLL FINDINGS AND METHODOLOGY

6. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Total Prefer Human-Driven Content Summary

| | Total |
|---|--------------|
| Online news articles or websites | 79% |
| Photojournalism, or pictures for a news story | 77% |
| Movies for streaming networks or theatrical release | 74% |
| Videos for personal use | 74% |
| Photos and illustration for artistic purposes | 73% |
| Customer marketing websites | 64% |

- a. Online news articles or websites

| | Total |
|--|--------------|
| Strongly prefer human-driven content | 51% |
| Somewhat prefer human-driven content | 28% |
| Somewhat prefer AI-driven content | 8% |
| Strongly prefer AI-driven content | 3% |
| Don't know/No preference | 10% |
| <i>Prefer Human-Driven Content (Net)</i> | <i>79%</i> |
| <i>Prefer AI-Driven Content (Net)</i> | <i>11%</i> |

- b. Customer marketing websites

| | Total |
|--|--------------|
| Strongly prefer human-driven content | 35% |
| Somewhat prefer human-driven content | 29% |
| Somewhat prefer AI-driven content | 14% |
| Strongly prefer AI-driven content | 3% |
| Don't know/No preference | 18% |
| <i>Prefer Human-Driven Content (Net)</i> | <i>64%</i> |
| <i>Prefer AI-Driven Content (Net)</i> | <i>18%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

6. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. *(Continued)*

c. Photojournalism, or pictures for a news story

| | Total |
|--|------------|
| Strongly prefer human-driven content | 51% |
| Somewhat prefer human-driven content | 26% |
| Somewhat prefer AI-driven content | 9% |
| Strongly prefer AI-driven content | 4% |
| Don't know/No preference | 10% |
| <i>Prefer Human-Driven Content (Net)</i> | <i>77%</i> |
| <i>Prefer AI-Driven Content (Net)</i> | <i>13%</i> |

d. Photos and illustration for artistic purposes

| | Total |
|--|------------|
| Strongly prefer human-driven content | 43% |
| Somewhat prefer human-driven content | 29% |
| Somewhat prefer AI-driven content | 12% |
| Strongly prefer AI-driven content | 3% |
| Don't know/No preference | 12% |
| <i>Prefer Human-Driven Content (Net)</i> | <i>73%</i> |
| <i>Prefer AI-Driven Content (Net)</i> | <i>15%</i> |

e. Movies for streaming networks or theatrical release

| | Total |
|--|------------|
| Strongly prefer human-driven content | 45% |
| Somewhat prefer human-driven content | 29% |
| Somewhat prefer AI-driven content | 9% |
| Strongly prefer AI-driven content | 3% |
| Don't know/No preference | 14% |
| <i>Prefer Human-Driven Content (Net)</i> | <i>74%</i> |
| <i>Prefer AI-Driven Content (Net)</i> | <i>11%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

6. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. (*Continued*)

f. Videos for personal use

| | Total |
|--|------------|
| Strongly prefer human-driven content | 45% |
| Somewhat prefer human-driven content | 30% |
| Somewhat prefer AI-driven content | 9% |
| Strongly prefer AI-driven content | 4% |
| Don't know/No preference | 13% |
| <i>Prefer Human-Driven Content (Net)</i> | <i>74%</i> |
| <i>Prefer AI-Driven Content (Net)</i> | <i>13%</i> |

7. Some companies are using AI to generate the content of their ads. For each of the following industries, how much, if at all, would you trust their advertising if it was made mostly using AI?

Total A great deal/A fair amount Summary

| | Total |
|--------------------|-------|
| Technology | 52% |
| Entertainment | 50% |
| Retail | 48% |
| Travel | 47% |
| Beverages | 46% |
| Food | 42% |
| Financial services | 38% |
| Healthcare | 36% |
| News | 29% |

a. Food

| | Total |
|---|------------|
| A great deal | 9% |
| A fair amount | 33% |
| Not very much | 37% |
| None at all | 21% |
| <i>A great deal/A fair amount (Net)</i> | <i>42%</i> |
| <i>Not very much/None at all (Net)</i> | <i>58%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

7. Some companies are using AI to generate the content of their ads. For each of the following industries, how much, if at all, would you trust their advertising if it was made mostly using AI? (Continued)

b. Beverages

| | Total |
|---|------------|
| A great deal | 8% |
| A fair amount | 38% |
| Not very much | 37% |
| None at all | 16% |
| <i>A great deal/A fair amount (Net)</i> | <i>46%</i> |
| <i>Not very much/None at all (Net)</i> | <i>54%</i> |

c. Technology

| | Total |
|---|------------|
| A great deal | 12% |
| A fair amount | 39% |
| Not very much | 31% |
| None at all | 17% |
| <i>A great deal/A fair amount (Net)</i> | <i>52%</i> |
| <i>Not very much/None at all (Net)</i> | <i>48%</i> |

d. Travel

| | Total |
|---|------------|
| A great deal | 9% |
| A fair amount | 38% |
| Not very much | 36% |
| None at all | 17% |
| <i>A great deal/A fair amount (Net)</i> | <i>47%</i> |
| <i>Not very much/None at all (Net)</i> | <i>53%</i> |

e. Retail

| | Total |
|---|------------|
| A great deal | 8% |
| A fair amount | 40% |
| Not very much | 37% |
| None at all | 15% |
| <i>A great deal/A fair amount (Net)</i> | <i>48%</i> |
| <i>Not very much/None at all (Net)</i> | <i>52%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

7. Some companies are using AI to generate the content of their ads. For each of the following industries, how much, if at all, would you trust their advertising if it was made mostly using AI?
(Continued)

f. Healthcare

| | Total |
|---|------------|
| A great deal | 8% |
| A fair amount | 27% |
| Not very much | 38% |
| None at all | 26% |
| <i>A great deal/A fair amount (Net)</i> | <i>36%</i> |
| <i>Not very much/None at all (Net)</i> | <i>64%</i> |

g. Financial services

| | Total |
|---|------------|
| A great deal | 7% |
| A fair amount | 30% |
| Not very much | 38% |
| None at all | 25% |
| <i>A great deal/A fair amount (Net)</i> | <i>38%</i> |
| <i>Not very much/None at all (Net)</i> | <i>62%</i> |

h. Entertainment

| | Total |
|---|------------|
| A great deal | 10% |
| A fair amount | 41% |
| Not very much | 33% |
| None at all | 17% |
| <i>A great deal/A fair amount (Net)</i> | <i>50%</i> |
| <i>Not very much/None at all (Net)</i> | <i>50%</i> |

i. News

| | Total |
|---|------------|
| A great deal | 7% |
| A fair amount | 22% |
| Not very much | 39% |
| None at all | 32% |
| <i>A great deal/A fair amount (Net)</i> | <i>29%</i> |
| <i>Not very much/None at all (Net)</i> | <i>71%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

| | Total |
|---|--------------|
| Schools should teach students how to responsibly use AI tools | 69% |
| AI tools should be banned in schools | 31% |

| | Total |
|--|--------------|
| The arts should always be taught in schools | 84% |
| The arts are less important than other school subjects | 16% |

| | Total |
|--|--------------|
| I care whether art, film, music, etc. is created by AI | 71% |
| I don't care whether art, film, music, etc. is created by AI | 29% |

| | Total |
|--------------------------------------|--------------|
| Artists are underpaid for their work | 75% |
| Artists are overpaid for their work | 25% |

| | Total |
|-----------------------------------|--------------|
| CEOs are overpaid for their work | 88% |
| CEOs are underpaid for their work | 12% |

| | Total |
|------------------------------|--------------|
| AI-created works are not art | 53% |
| AI-created works can be art | 47% |

| | Total |
|--|--------------|
| Companies using AI to create advertising are smart | 54% |
| Companies using AI to create advertising are dishonest | 46% |

PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

| | Total |
|---|--------------|
| Companies should provide disclaimers about content generated by AI | 87% |
| Companies don't need to provide disclaimers about content generated by AI | 13% |

| | Total |
|--|--------------|
| Technology enhances how people create things | 65% |
| Technology diminishes how people create things | 35% |

| | Total |
|---|--------------|
| I expect advertising to be truthful | 67% |
| I understand advertising may say whatever is needed to sell a product | 33% |

| | Total |
|--|--------------|
| Most of my daily activities are done through screens | 63% |
| I spend very little time on screens | 37% |



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between April 22 – 23, 2024. For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,119, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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PUBLIC POLL FINDINGS AND METHODOLOGY

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