

BESPOKE SURVEYS

Search, Vol 6

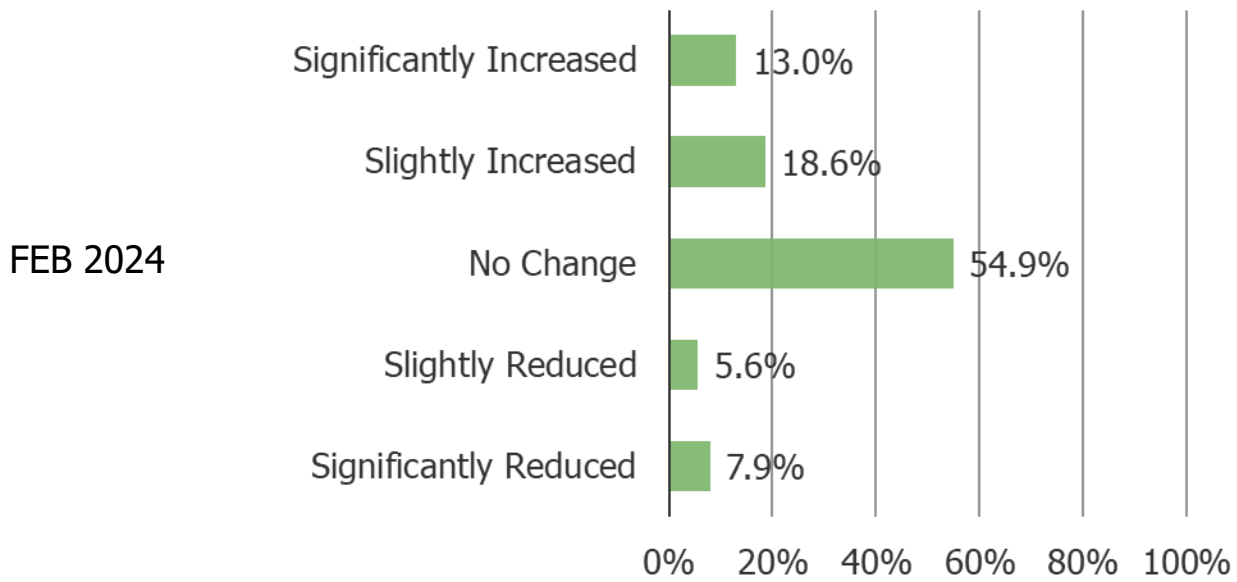
1250+ Respondents Per Quarter

Search

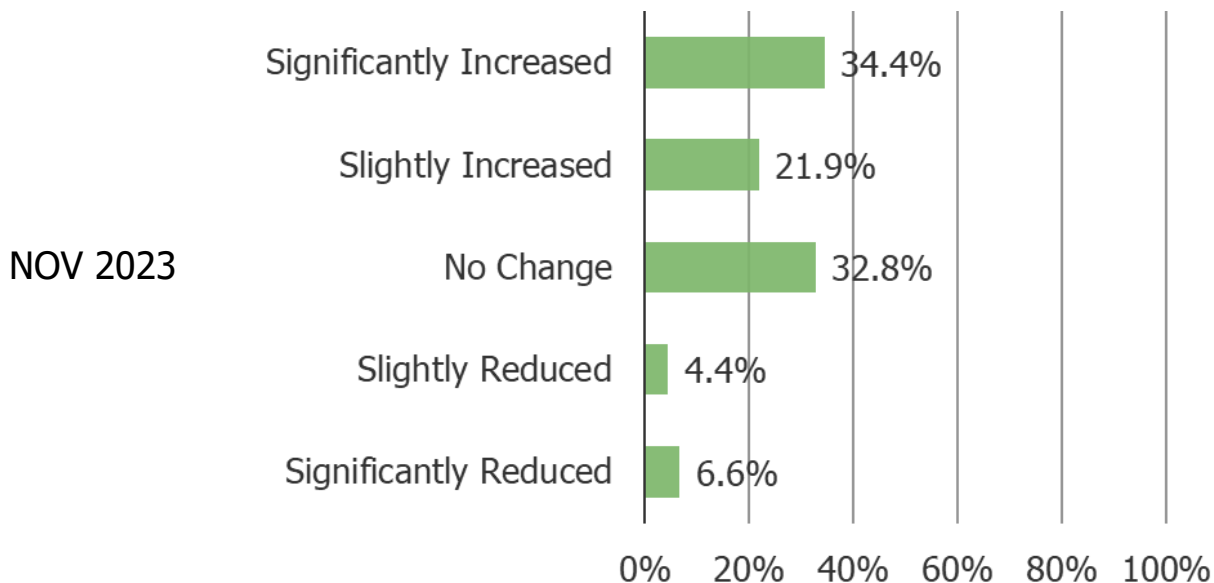
RECENTLY ADDED QUESTIONS

OVER THE PAST MONTH, HAVE YOU CHANGED HOW OFTEN YOU PERSONALLY USE AI CHATBOTS, LIKE CHAT GPT?

Posed to all respondents who have tried ChatGPT. (N=215)



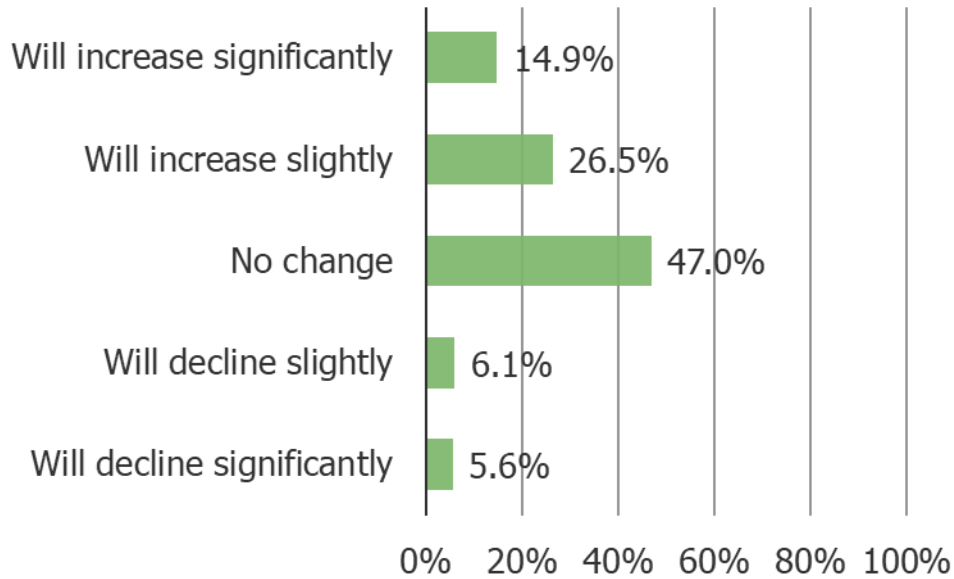
Posed to all respondents who have tried ChatGPT. (N=183)



GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

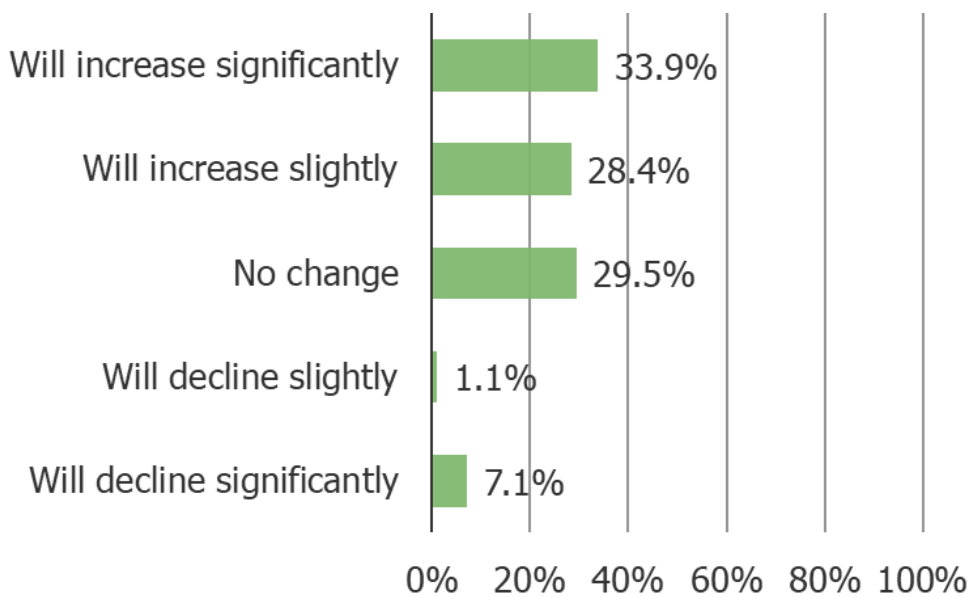
Posed to all respondents who have tried ChatGPT. (N=215)

FEB 2024



Posed to all respondents who have tried ChatGPT. (N= 183)

NOV 2023

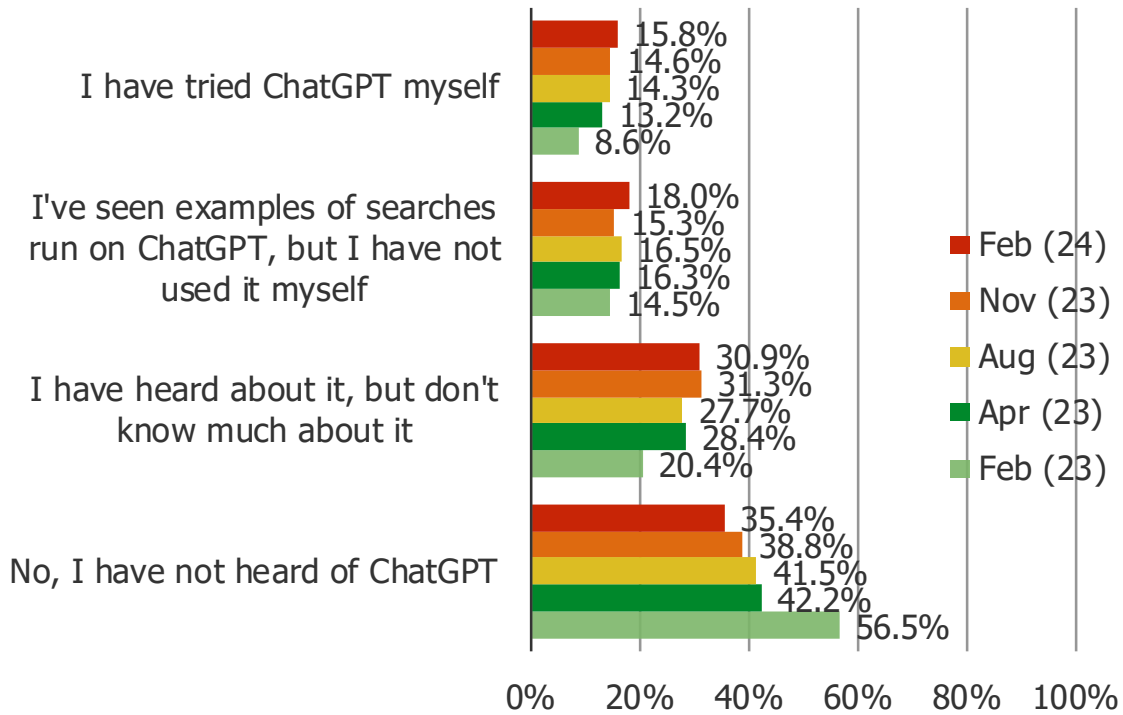


Search

SEARCH

BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.



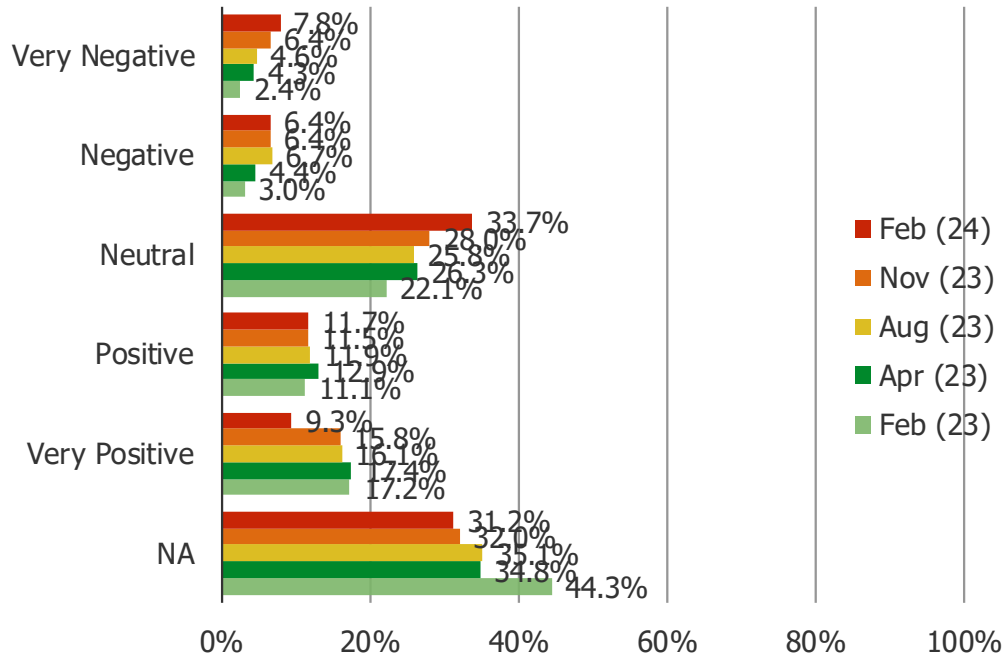
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE CHATGPT, WHAT WOULD IT BE?

Posed to all respondents who have at least heard of ChatGPT.

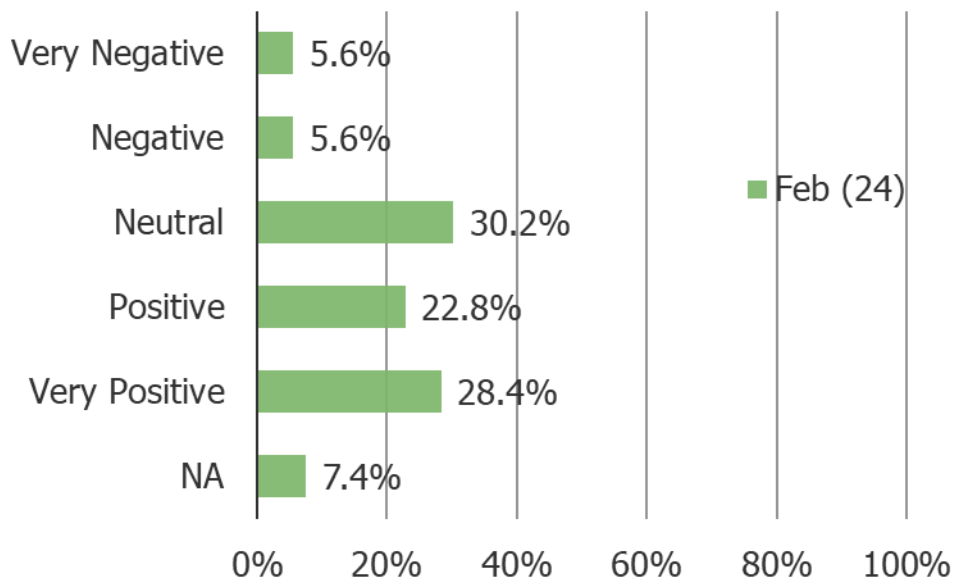


WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.

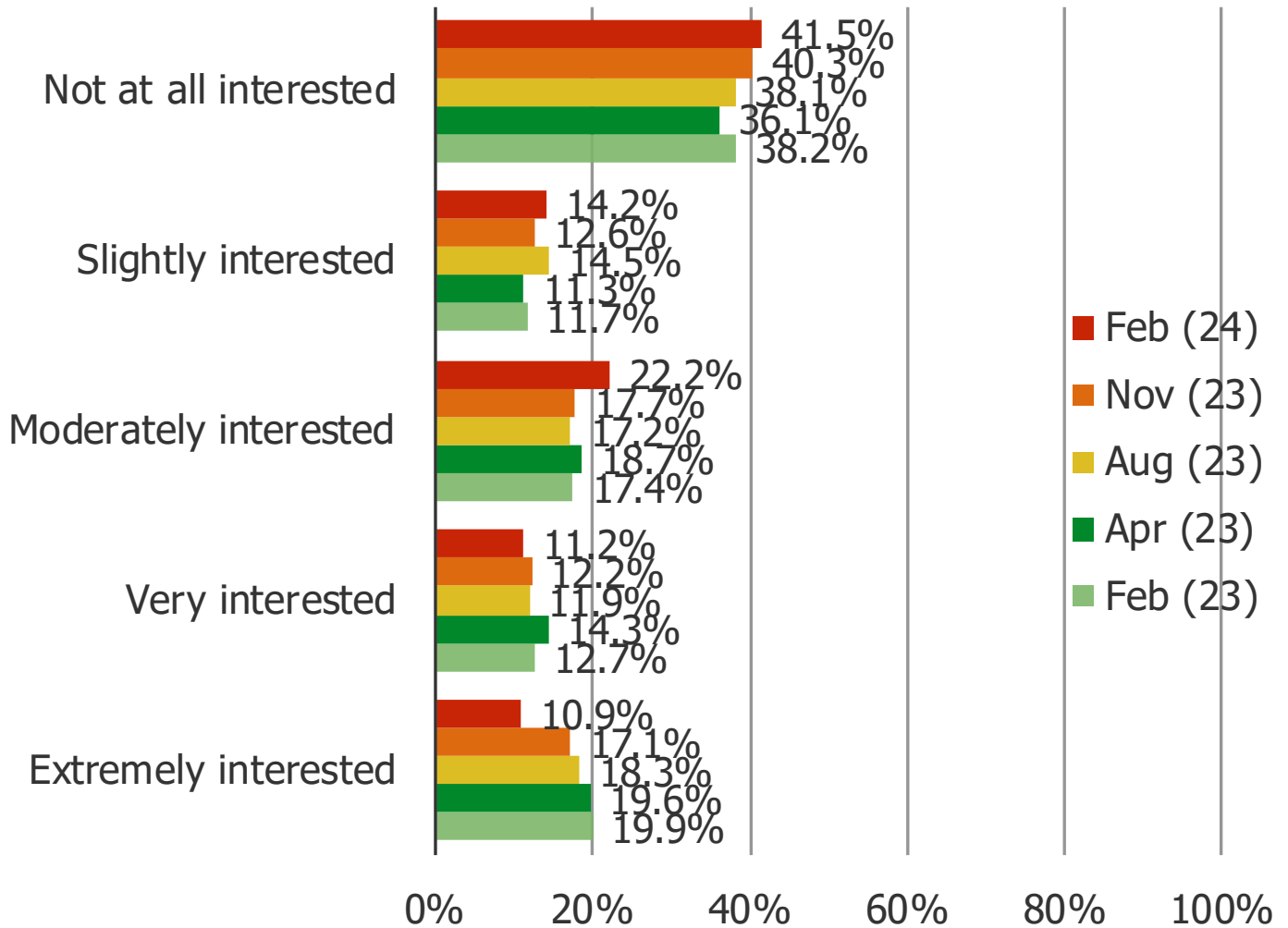


Focusing on respondents who have tried ChatGPT (N = 215)



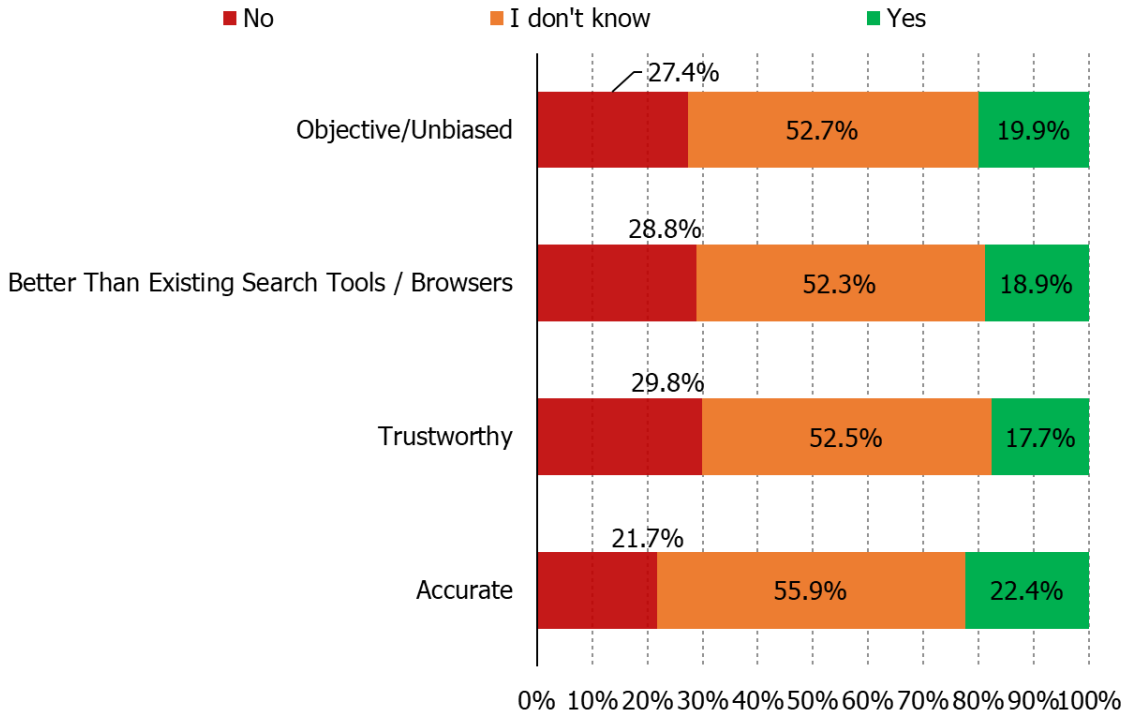
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.

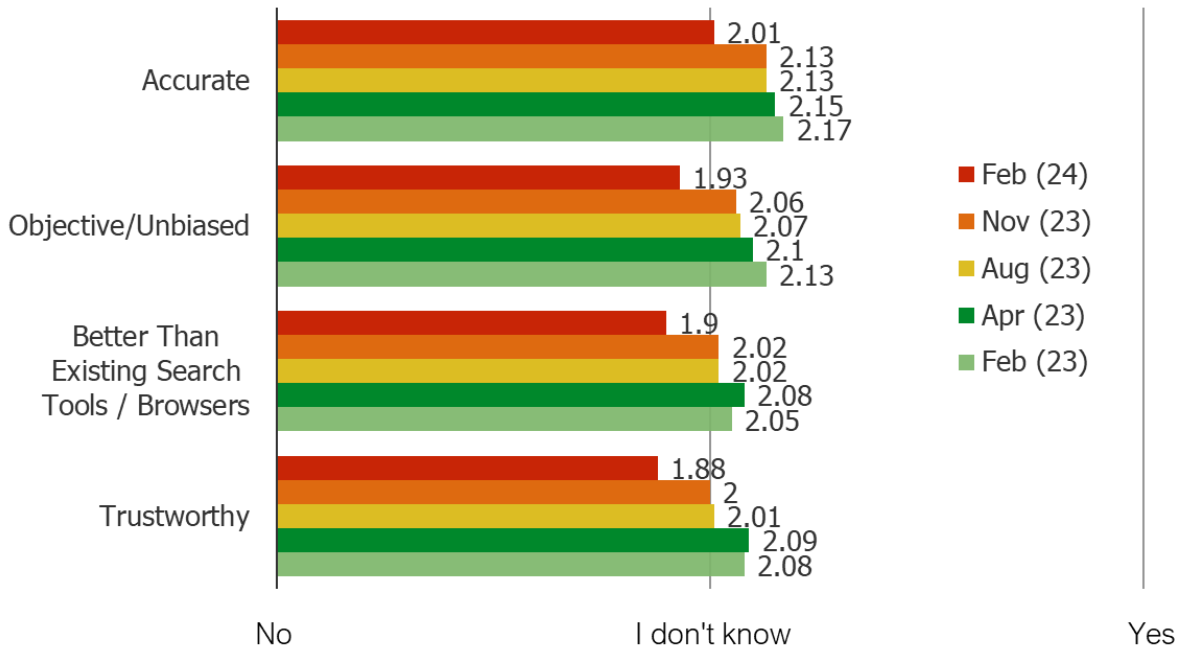


IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to all respondents.
February 2024



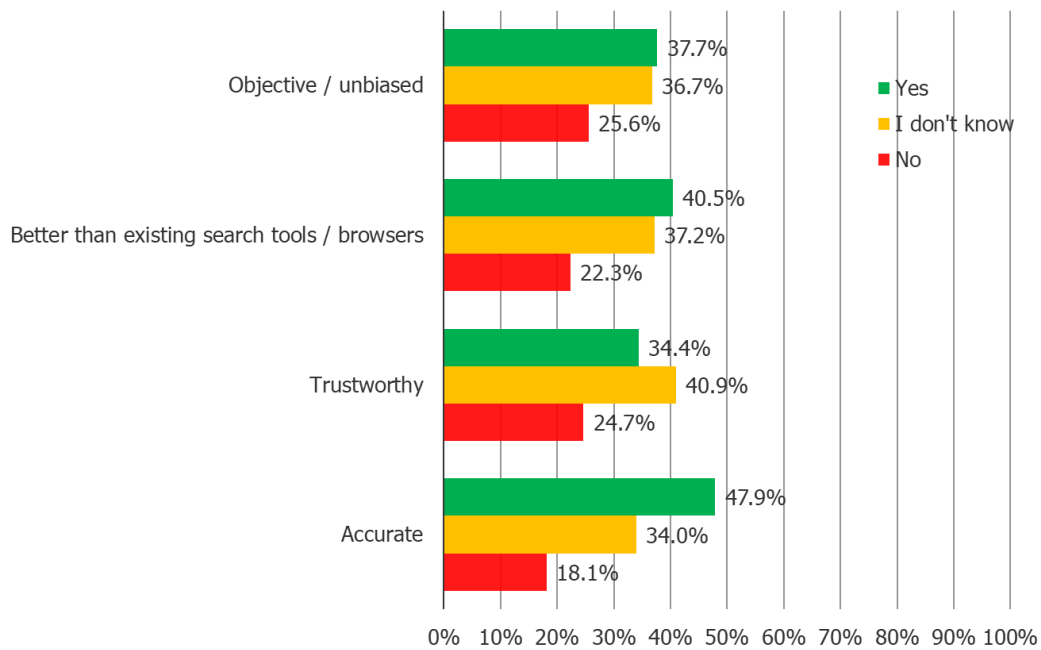
History (weighted average)



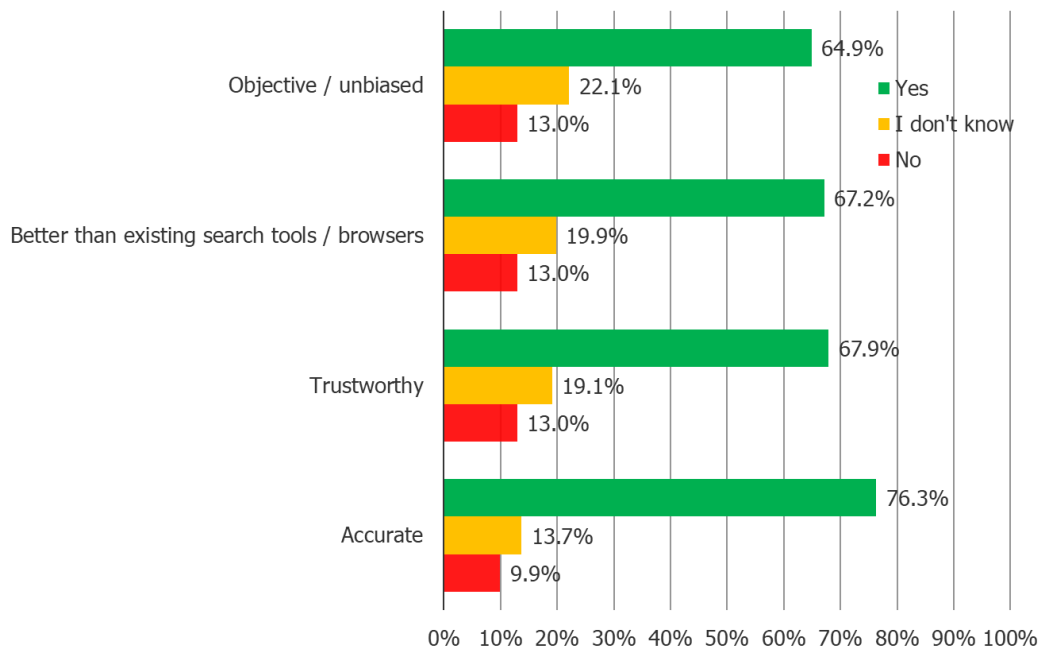
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to respondents who have tried ChatGPT

February 2024

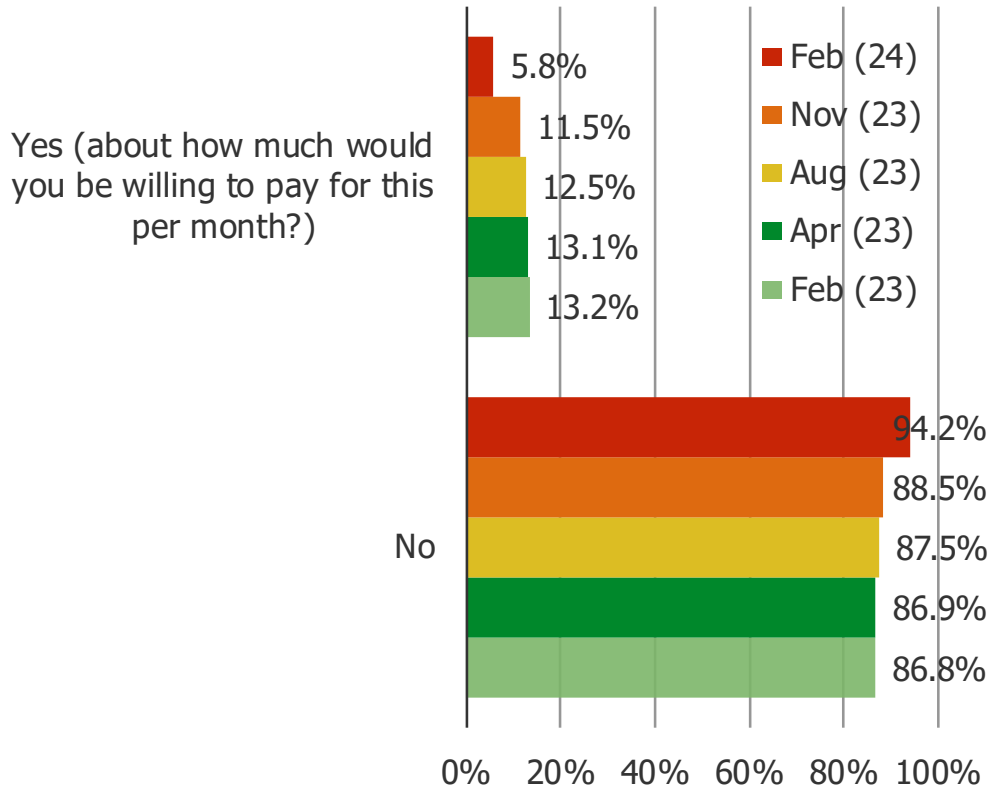


February 2023



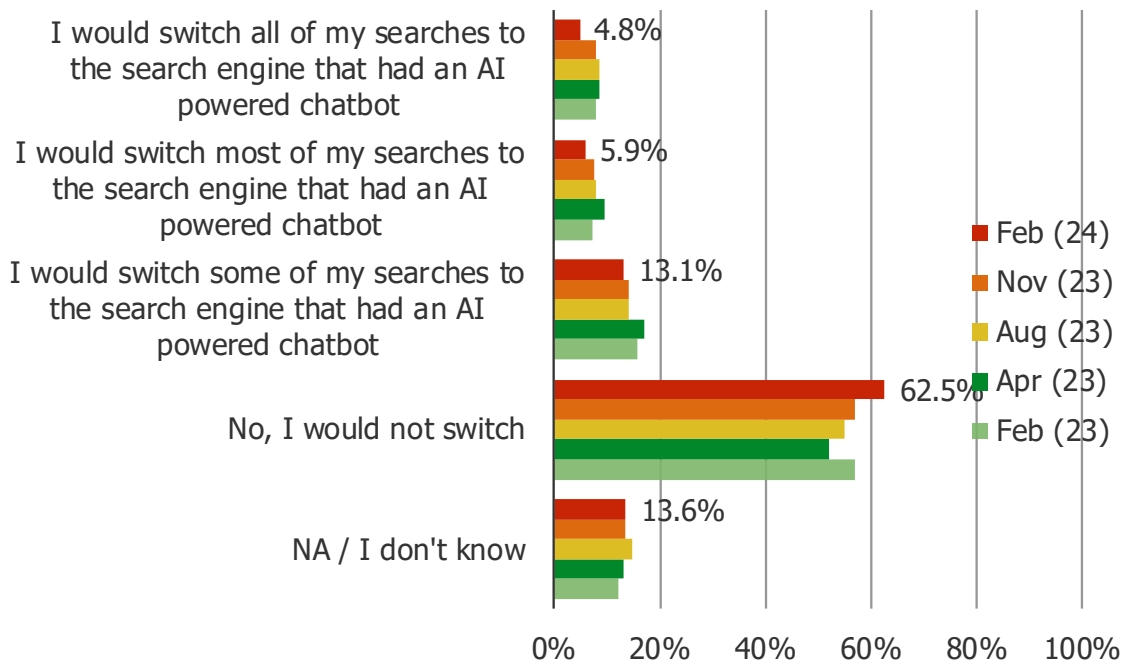
WOULD YOU BE WILLING TO PAY A MONTHLY FEE TO HAVE ACCESS TO AN AI POWERED CHATBOT LIKE CHATGPT?

Posed to all respondents.

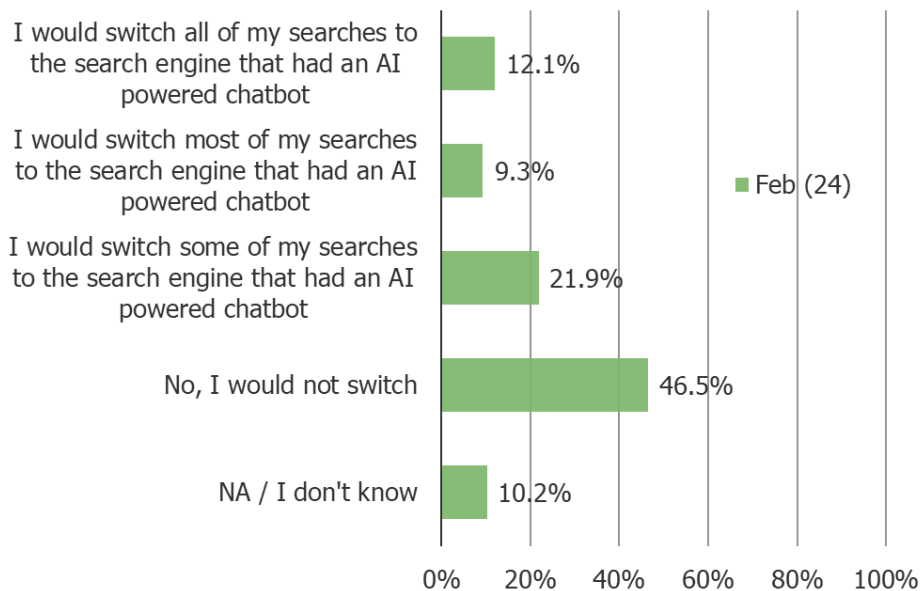


IF THE SEARCH ENGINE THAT YOU CURRENTLY USE MOST OFTEN ONLINE DID NOT HAVE AN AI POWERED CHATBOT LIKE CHATGPT AND ANOTHER SEARCH ENGINE DID, WOULD YOU SWITCH TO THE SEARCH ENGINE THAT HAD THE AI POWERED CHATBOT?

Posed to all respondents.



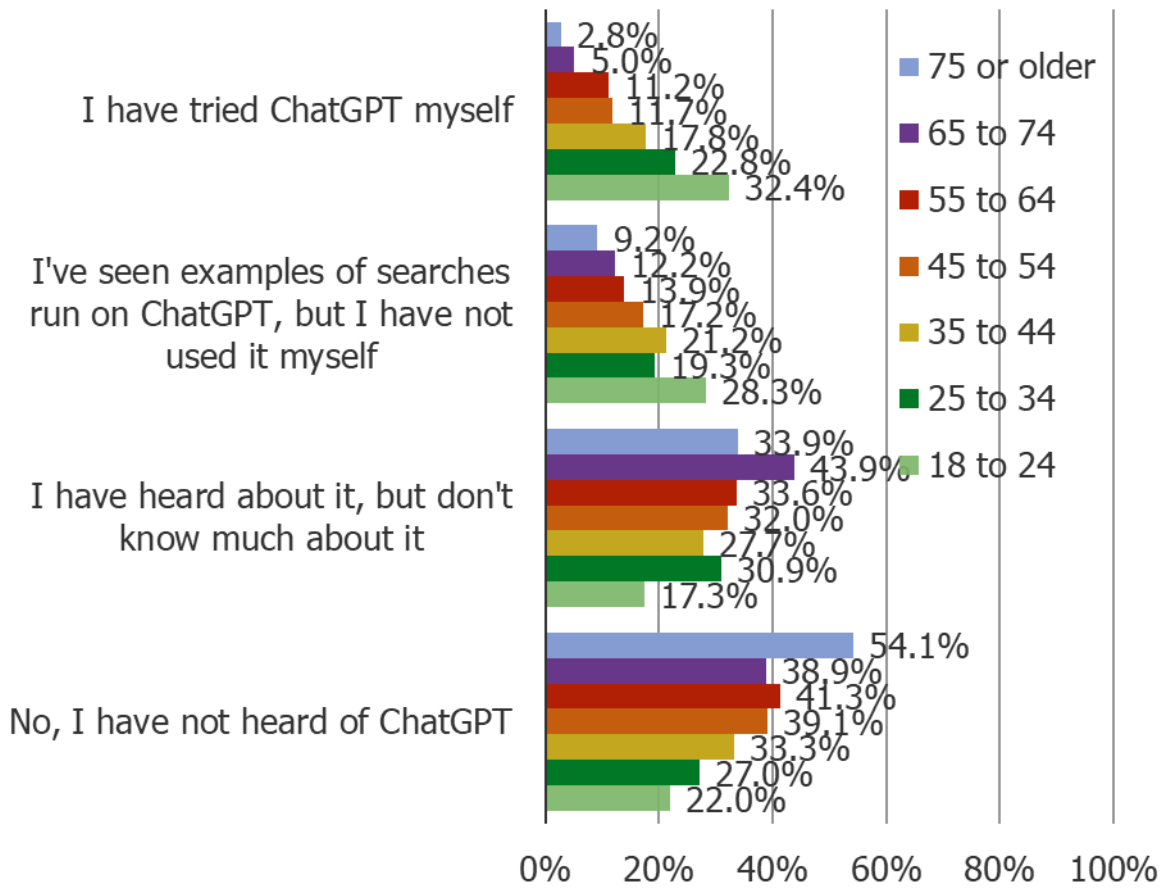
Focusing on respondents who have tried ChatGPT (Feb 24)



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

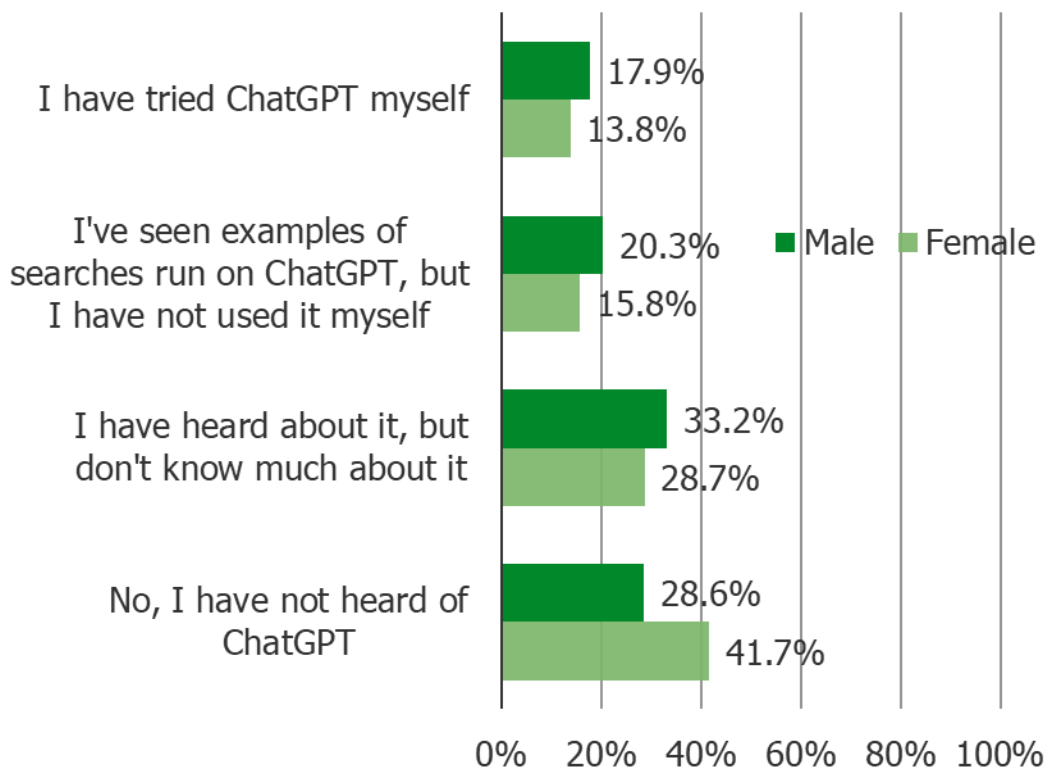
February 2024



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

February 2024

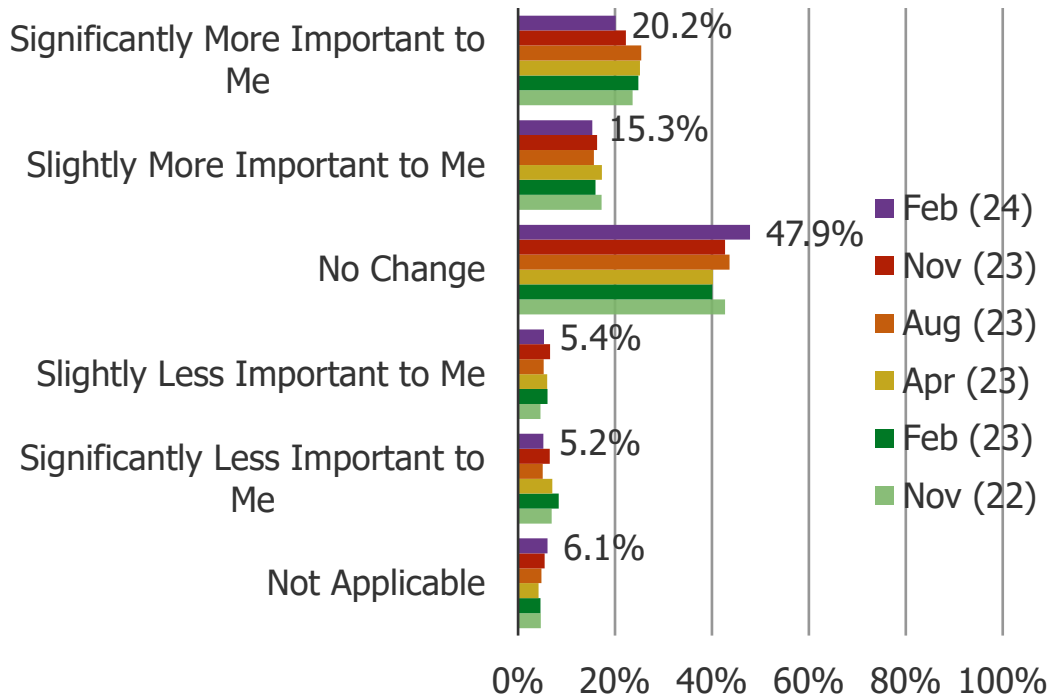


Search

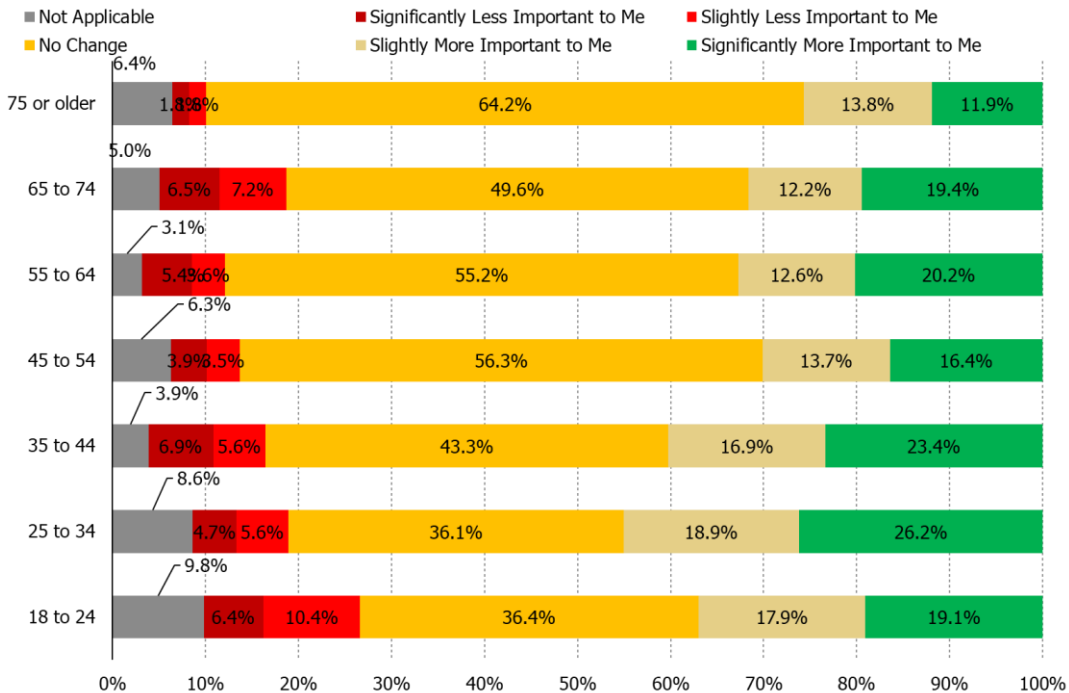
SEARCH

FOR YOU PERSONALLY, IS GOOGLE SEARCH BECOMING....

Posed to all respondents.

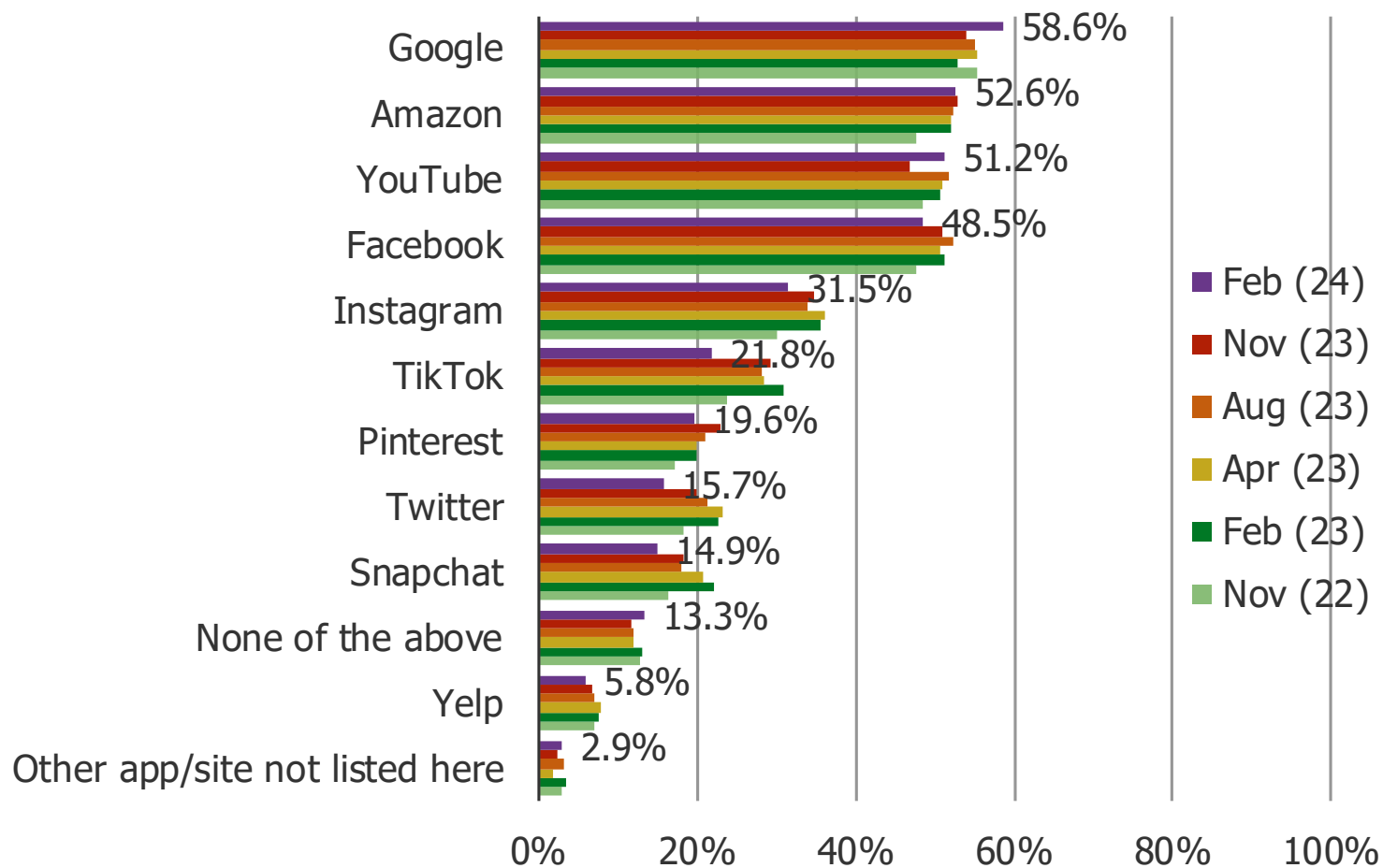


Cross-Tab by Age



DO YOU USE ANY OF THE FOLLOWING TO REGULARLY OR OCCASIONALLY LOOK THINGS UP ON YOUR PHONE? SELECT ALL THAT APPLY

Posed to all respondents.



Cross-tabbing the data by age...

| | None of the above | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest |
|-------------|-------------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|
| 18 to 24 | 11.6% | 45.1% | 54.9% | 45.7% | 33.0% | 24.9% | 42.2% | 61.3% | 5.2% | 52.0% | 27.8% |
| 25 to 34 | 7.7% | 32.2% | 65.2% | 47.6% | 51.9% | 18.5% | 25.3% | 63.1% | 7.3% | 59.2% | 22.3% |
| 35 to 44 | 9.5% | 23.8% | 55.8% | 44.6% | 56.3% | 22.5% | 15.2% | 53.3% | 6.5% | 54.6% | 19.5% |
| 45 to 54 | 9.4% | 22.3% | 62.1% | 30.5% | 61.3% | 13.3% | 10.6% | 53.9% | 7.8% | 60.6% | 21.5% |
| 55 to 64 | 10.3% | 10.3% | 64.1% | 18.4% | 49.3% | 11.2% | 4.0% | 51.6% | 4.0% | 47.1% | 18.4% |
| 65 to 74 | 24.5% | 5.0% | 54.7% | 7.2% | 39.6% | 7.2% | 0.0% | 34.5% | 4.3% | 43.2% | 14.4% |
| 75 or older | 36.7% | 1.8% | 41.3% | 6.4% | 28.4% | 6.4% | 0.0% | 19.3% | 2.8% | 40.4% | 5.5% |

WHAT DO YOU FIND THE FOLLOWING MOST HELPFUL TO SEARCH FOR?

Posed to all respondents who use the below.

TIK TOK



GOOGLE



INSTAGRAM



FACEBOOK



WHAT DO YOU FIND THE FOLLOWING MOST HELPFUL TO SEARCH FOR?

Posed to all respondents who use the below.

TWITTER



SNAPCHAT



YOUTUBE



YELP



WHAT DO YOU FIND THE FOLLOWING MOST HELPFUL TO SEARCH FOR?

Posed to all respondents who use the below.

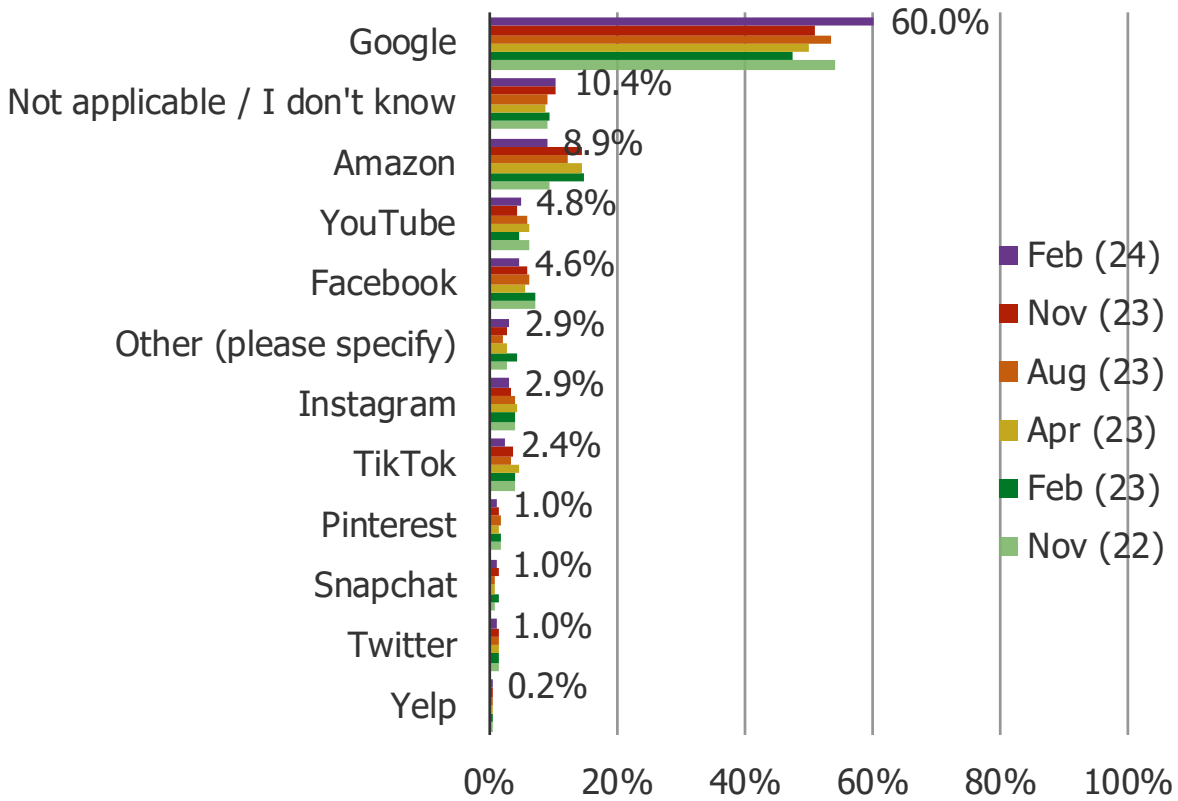
AMAZON

PINTEREST



WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE/ON YOUR PHONE, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

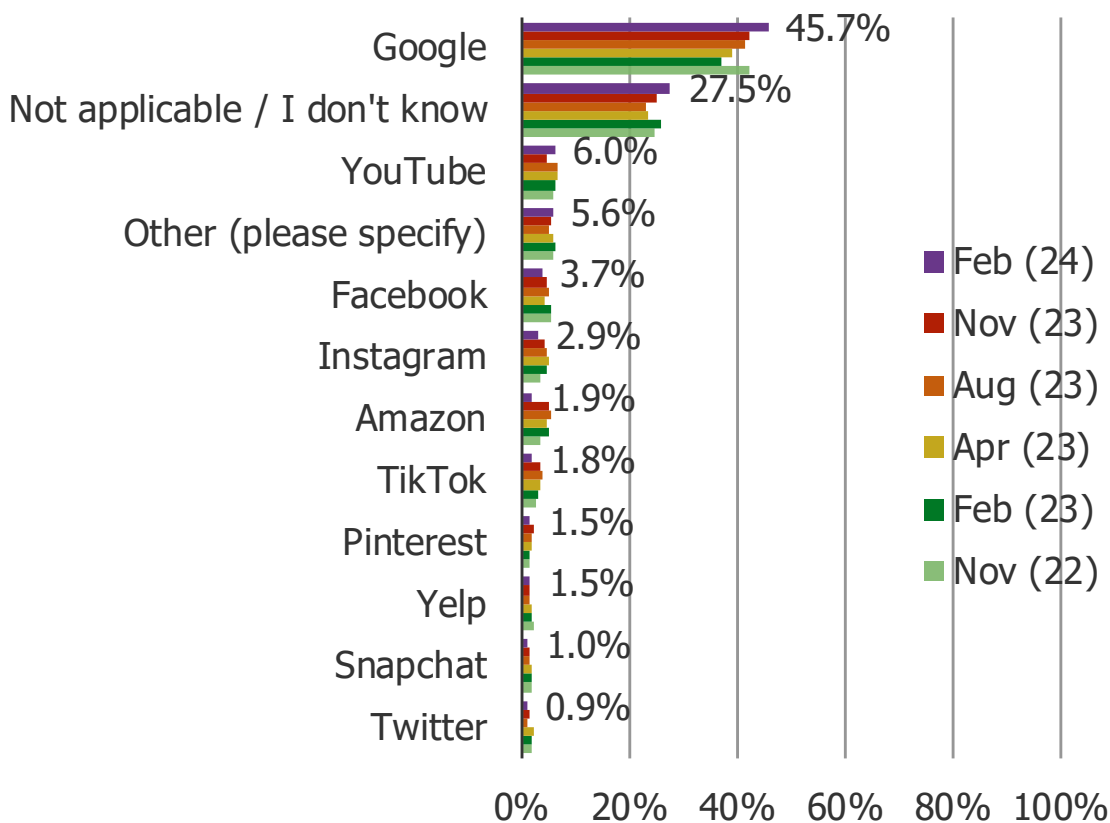


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 9.3% | 48.6% | 6.4% | 3.5% | 2.3% | 3.5% | 5.2% | 0.6% | 6.9% | 2.3% | 2.9% |
| 25 to 34 | 3.4% | 60.9% | 5.2% | 4.3% | 1.7% | 2.2% | 3.9% | 0.0% | 8.6% | 0.9% | 0.9% |
| 35 to 44 | 2.2% | 56.3% | 4.8% | 9.1% | 0.9% | 0.4% | 7.4% | 0.0% | 8.7% | 1.7% | 0.9% |
| 45 to 54 | 0.8% | 63.3% | 2.0% | 6.3% | 0.4% | 0.4% | 4.7% | 0.0% | 9.4% | 0.8% | 3.5% |
| 55 to 64 | 0.0% | 69.5% | 0.0% | 2.2% | 0.9% | 0.0% | 4.0% | 0.0% | 9.0% | 0.9% | 4.5% |
| 65 to 74 | 0.7% | 58.3% | 0.0% | 2.9% | 0.0% | 0.0% | 2.9% | 1.4% | 11.5% | 0.0% | 3.6% |
| 75 or older | 0.0% | 59.6% | 0.0% | 0.0% | 0.0% | 0.0% | 4.6% | 0.0% | 9.2% | 0.0% | 6.4% |

WHEN YOU NEED TO SEARCH FOR TRAVEL/VACATIONS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

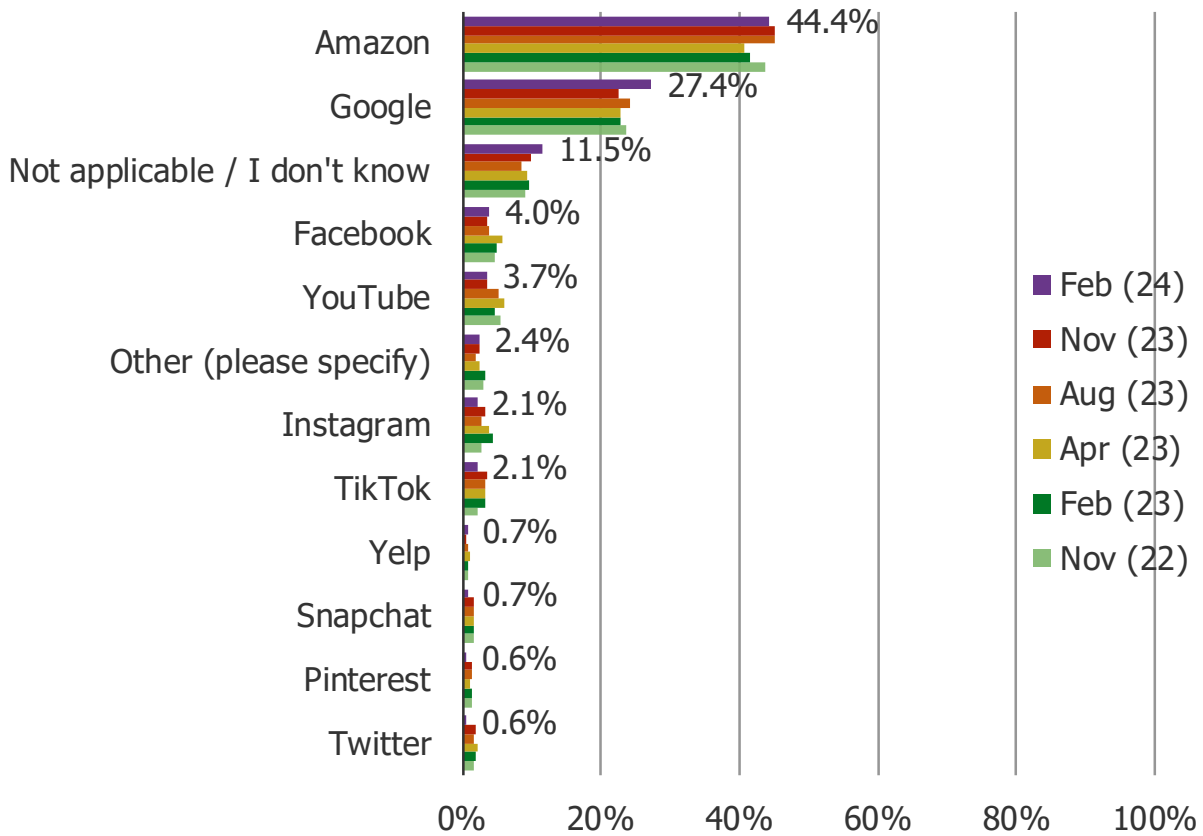


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 6.9% | 45.7% | 6.9% | 2.3% | 0.6% | 3.5% | 8.1% | 1.7% | 2.3% | 2.9% | 2.3% |
| 25 to 34 | 2.6% | 46.8% | 4.3% | 5.6% | 2.6% | 2.6% | 10.3% | 1.7% | 2.2% | 1.7% | 1.7% |
| 35 to 44 | 2.2% | 48.1% | 3.9% | 5.2% | 1.3% | 0.9% | 9.1% | 1.7% | 3.5% | 2.6% | 3.0% |
| 45 to 54 | 0.8% | 51.2% | 3.1% | 4.7% | 0.4% | 0.0% | 4.7% | 2.3% | 3.1% | 2.0% | 5.9% |
| 55 to 64 | 0.0% | 48.0% | 0.0% | 1.8% | 0.5% | 0.0% | 2.2% | 1.4% | 0.0% | 0.0% | 10.8% |
| 65 to 74 | 0.0% | 38.9% | 0.0% | 1.4% | 0.0% | 0.0% | 2.9% | 0.0% | 0.0% | 0.7% | 8.6% |
| 75 or older | 0.0% | 29.4% | 0.0% | 2.8% | 0.0% | 0.0% | 1.8% | 0.9% | 0.9% | 0.0% | 9.2% |

WHEN YOU NEED TO SEARCH FOR PRODUCTS YOU WOULD LIKE TO BUY, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

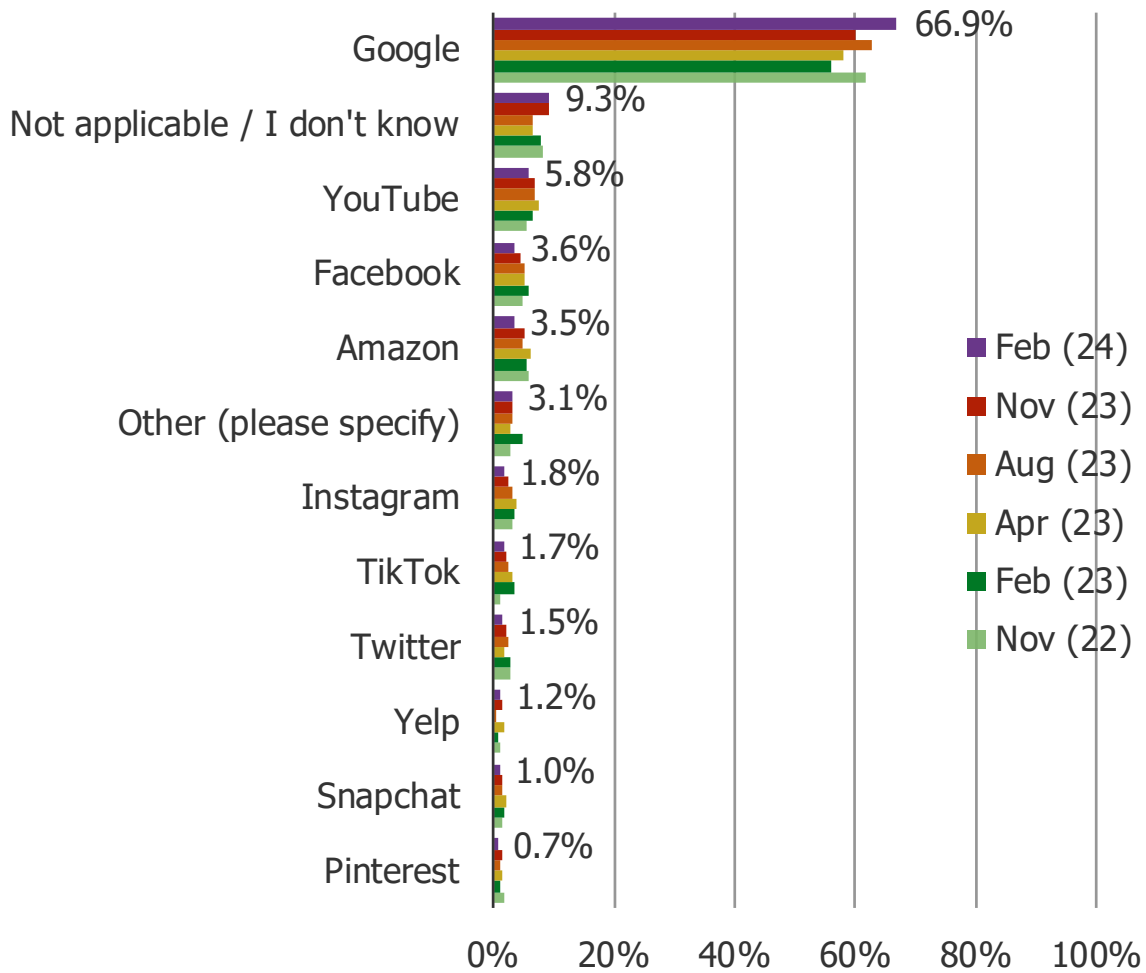


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 10.4% | 19.1% | 1.7% | 5.2% | 1.2% | 2.9% | 7.5% | 1.7% | 34.1% | 0.6% | 0.6% |
| 25 to 34 | 2.2% | 23.6% | 4.7% | 5.6% | 1.7% | 1.3% | 6.4% | 2.2% | 40.3% | 0.9% | 0.9% |
| 35 to 44 | 1.3% | 29.9% | 3.5% | 4.3% | 0.4% | 0.4% | 5.2% | 0.4% | 43.3% | 0.4% | 0.9% |
| 45 to 54 | 0.8% | 27.7% | 2.3% | 5.1% | 0.0% | 0.4% | 1.6% | 0.4% | 49.6% | 0.4% | 1.2% |
| 55 to 64 | 0.0% | 36.3% | 0.0% | 2.7% | 0.5% | 0.0% | 1.4% | 0.0% | 44.4% | 1.4% | 4.9% |
| 65 to 74 | 0.0% | 23.0% | 0.0% | 1.4% | 0.0% | 0.0% | 1.4% | 0.0% | 51.1% | 0.0% | 6.5% |
| 75 or older | 0.0% | 29.4% | 0.0% | 0.9% | 0.0% | 0.0% | 0.9% | 0.0% | 50.5% | 0.0% | 4.6% |

WHEN YOU NEED TO SEARCH FOR INFORMATION/ANSWERS TO QUESTIONS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

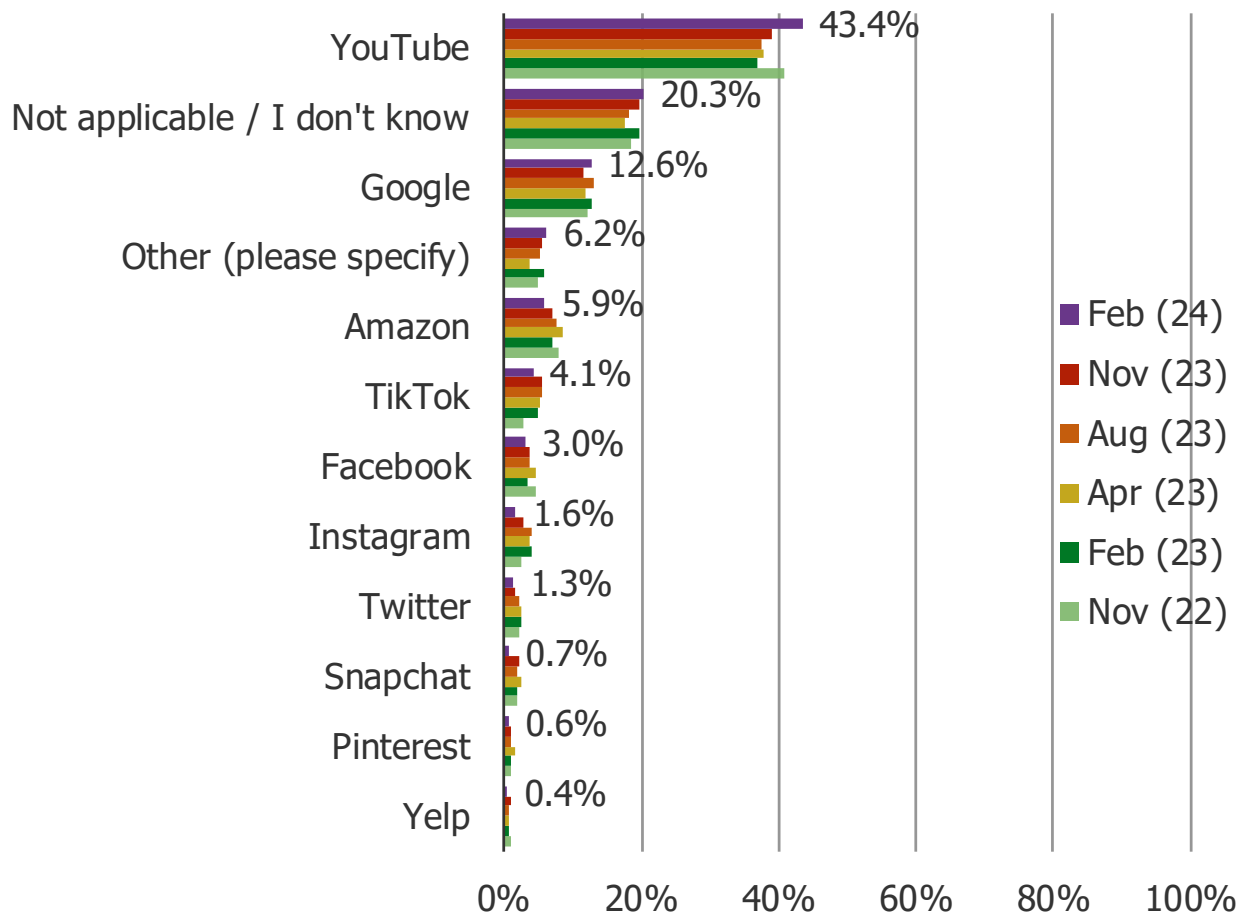


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 5.8% | 50.9% | 1.2% | 3.5% | 2.9% | 2.9% | 10.4% | 2.3% | 5.8% | 0.6% | 1.7% |
| 25 to 34 | 3.0% | 60.5% | 5.2% | 4.3% | 3.0% | 1.3% | 6.9% | 1.7% | 4.3% | 0.4% | 0.9% |
| 35 to 44 | 1.7% | 61.9% | 3.9% | 5.6% | 2.6% | 0.9% | 6.1% | 1.3% | 4.8% | 1.7% | 2.2% |
| 45 to 54 | 0.4% | 69.5% | 0.4% | 5.5% | 1.2% | 0.4% | 4.7% | 1.2% | 3.5% | 1.2% | 2.7% |
| 55 to 64 | 0.5% | 79.8% | 0.0% | 0.9% | 0.0% | 0.9% | 4.5% | 0.0% | 1.4% | 0.5% | 5.4% |
| 65 to 74 | 0.0% | 72.7% | 0.0% | 0.7% | 0.0% | 0.0% | 5.0% | 1.4% | 1.4% | 0.0% | 5.8% |
| 75 or older | 0.0% | 77.1% | 0.0% | 2.8% | 0.0% | 0.0% | 1.8% | 0.0% | 1.8% | 0.0% | 4.6% |

WHEN YOU NEED TO SEARCH FOR MUSIC OR AUDIO CONTENT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

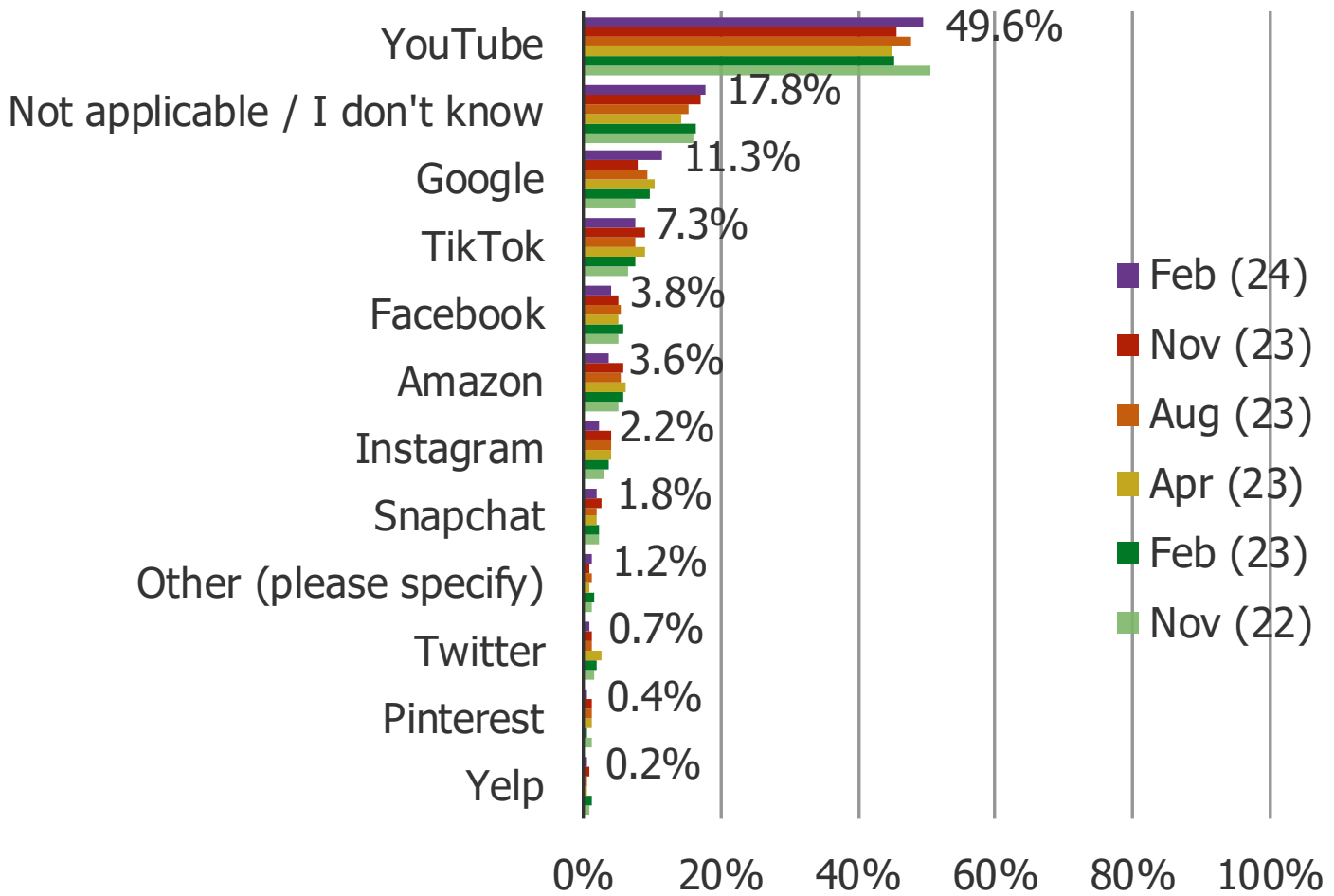


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 12.7% | 5.2% | 4.1% | 4.1% | 3.5% | 2.9% | 39.9% | 0.0% | 3.5% | 1.2% | 7.5% |
| 25 to 34 | 4.3% | 8.6% | 2.2% | 6.0% | 2.6% | 0.0% | 51.1% | 2.6% | 3.9% | 2.2% | 8.2% |
| 35 to 44 | 2.6% | 11.7% | 3.5% | 3.5% | 0.9% | 1.3% | 55.0% | 0.0% | 6.5% | 0.4% | 3.9% |
| 45 to 54 | 4.3% | 18.8% | 0.8% | 3.1% | 0.4% | 0.4% | 43.8% | 0.0% | 3.9% | 0.0% | 6.3% |
| 55 to 64 | 1.4% | 16.6% | 0.0% | 0.5% | 0.9% | 0.0% | 47.1% | 0.0% | 8.1% | 0.0% | 4.9% |
| 65 to 74 | 2.9% | 13.7% | 0.0% | 0.7% | 0.0% | 0.0% | 28.1% | 0.0% | 4.3% | 0.0% | 7.2% |
| 75 or older | 0.0% | 11.0% | 0.0% | 1.8% | 0.0% | 0.0% | 19.3% | 0.0% | 14.7% | 0.0% | 5.5% |

WHEN YOU NEED TO SEARCH FOR VIDEO CONTENT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

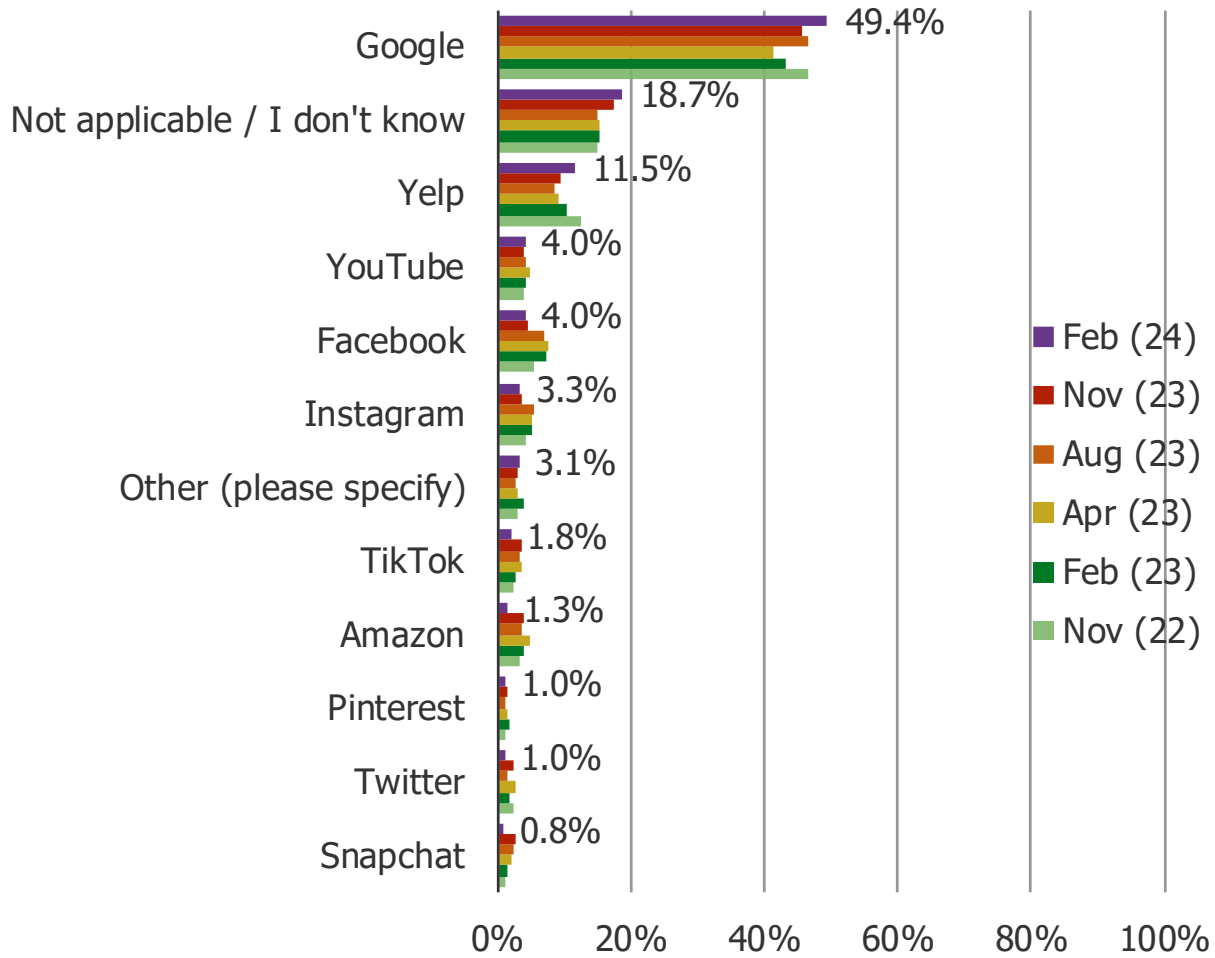


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 14.5% | 3.5% | 3.5% | 4.6% | 4.6% | 4.1% | 50.3% | 0.6% | 3.5% | 1.2% | 0.0% |
| 25 to 34 | 12.9% | 6.0% | 5.6% | 4.7% | 0.4% | 4.3% | 54.1% | 0.0% | 3.0% | 0.9% | 0.0% |
| 35 to 44 | 9.5% | 13.0% | 2.6% | 6.1% | 0.0% | 2.6% | 50.7% | 0.4% | 3.9% | 0.4% | 0.4% |
| 45 to 54 | 6.3% | 12.9% | 1.6% | 3.1% | 0.4% | 0.8% | 55.5% | 0.4% | 3.5% | 0.4% | 1.2% |
| 55 to 64 | 2.2% | 15.7% | 0.5% | 2.7% | 0.0% | 0.0% | 57.0% | 0.0% | 2.2% | 0.0% | 2.2% |
| 65 to 74 | 1.4% | 16.6% | 0.0% | 3.6% | 0.0% | 0.0% | 33.1% | 0.0% | 3.6% | 0.0% | 2.2% |
| 75 or older | 0.0% | 11.9% | 0.0% | 0.0% | 0.0% | 0.0% | 28.4% | 0.0% | 7.3% | 0.0% | 3.7% |

WHEN YOU NEED TO SEARCH FOR PLACES TO EAT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.

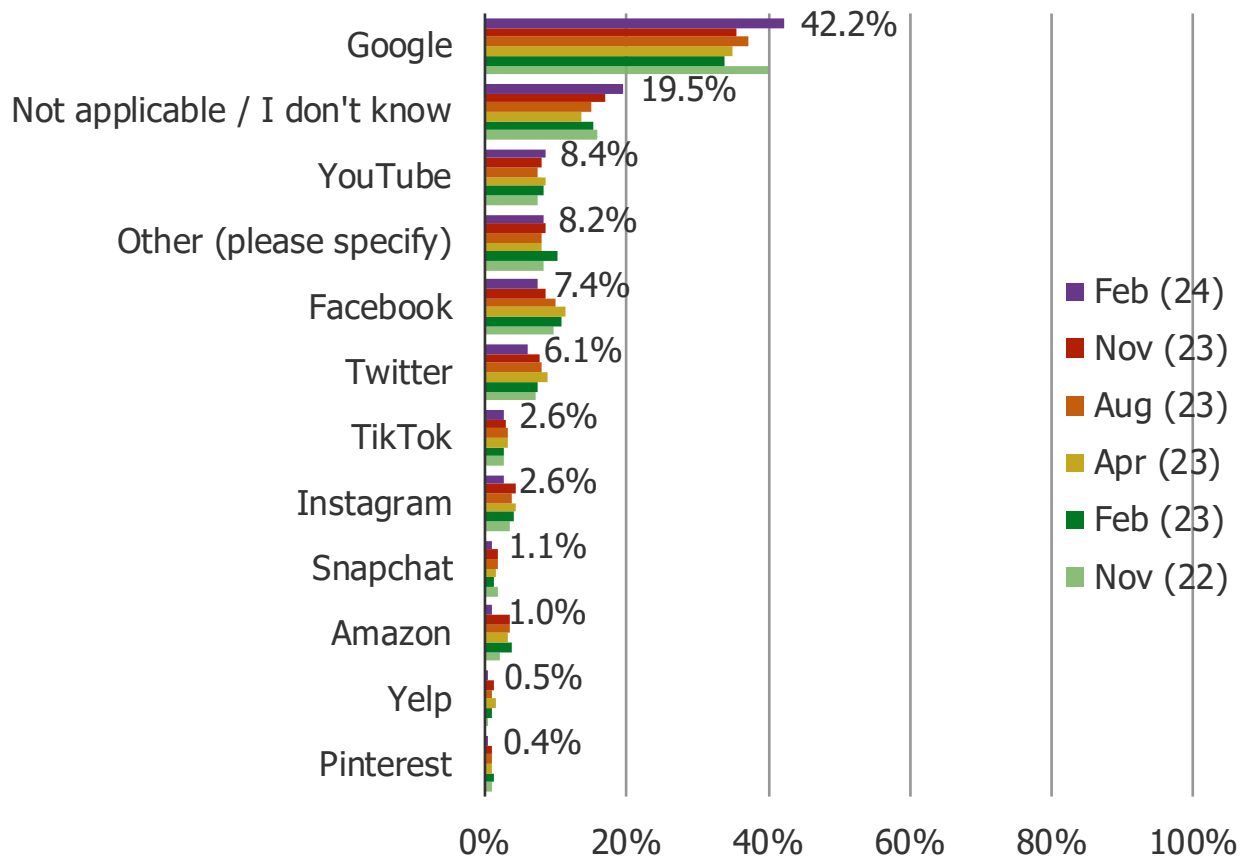


Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|-------|--------|-----------|-------|
| 18 to 24 | 6.9% | 43.4% | 6.9% | 4.1% | 2.3% | 4.1% | 5.2% | 8.7% | 2.3% | 1.7% | 0.6% |
| 25 to 34 | 2.6% | 46.8% | 6.9% | 4.3% | 2.2% | 0.0% | 8.6% | 12.0% | 3.0% | 3.0% | 0.9% |
| 35 to 44 | 1.3% | 45.0% | 6.1% | 5.2% | 1.7% | 1.3% | 5.2% | 13.9% | 1.3% | 1.3% | 2.6% |
| 45 to 54 | 1.6% | 48.1% | 1.2% | 6.3% | 0.0% | 0.4% | 3.9% | 16.8% | 0.4% | 0.4% | 3.1% |
| 55 to 64 | 0.0% | 61.0% | 0.0% | 2.7% | 0.0% | 0.0% | 0.5% | 10.3% | 0.9% | 0.0% | 4.9% |
| 65 to 74 | 0.0% | 53.2% | 0.0% | 0.7% | 0.0% | 0.0% | 2.2% | 8.6% | 0.0% | 0.0% | 3.6% |
| 75 or older | 0.0% | 48.6% | 0.0% | 2.8% | 0.0% | 0.0% | 0.0% | 3.7% | 0.9% | 0.0% | 8.3% |

WHEN YOU NEED TO SEARCH FOR NEWS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age...

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Other |
|-------------|--------|--------|-----------|----------|---------|----------|---------|------|--------|-----------|-------|
| 18 to 24 | 7.5% | 30.6% | 5.2% | 5.2% | 13.3% | 4.6% | 12.7% | 1.2% | 1.7% | 1.2% | 1.2% |
| 25 to 34 | 3.4% | 44.2% | 6.0% | 9.9% | 5.6% | 1.7% | 9.4% | 0.9% | 2.2% | 0.9% | 2.2% |
| 35 to 44 | 2.6% | 46.3% | 3.0% | 10.0% | 7.8% | 0.9% | 8.2% | 0.9% | 1.3% | 0.4% | 2.6% |
| 45 to 54 | 3.1% | 44.9% | 0.4% | 10.9% | 3.9% | 0.4% | 6.6% | 0.4% | 0.8% | 0.0% | 8.2% |
| 55 to 64 | 0.5% | 45.7% | 0.9% | 4.0% | 5.4% | 0.0% | 7.6% | 0.0% | 0.0% | 0.0% | 14.8% |
| 65 to 74 | 0.0% | 36.7% | 0.7% | 2.2% | 3.6% | 0.0% | 8.6% | 0.0% | 0.7% | 0.0% | 18.7% |
| 75 or older | 0.0% | 40.4% | 0.9% | 5.5% | 1.8% | 0.0% | 5.5% | 0.0% | 0.0% | 0.0% | 17.4% |