

## **BESPOKE MARKET INTELLIGENCE**

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# **Search and AI**

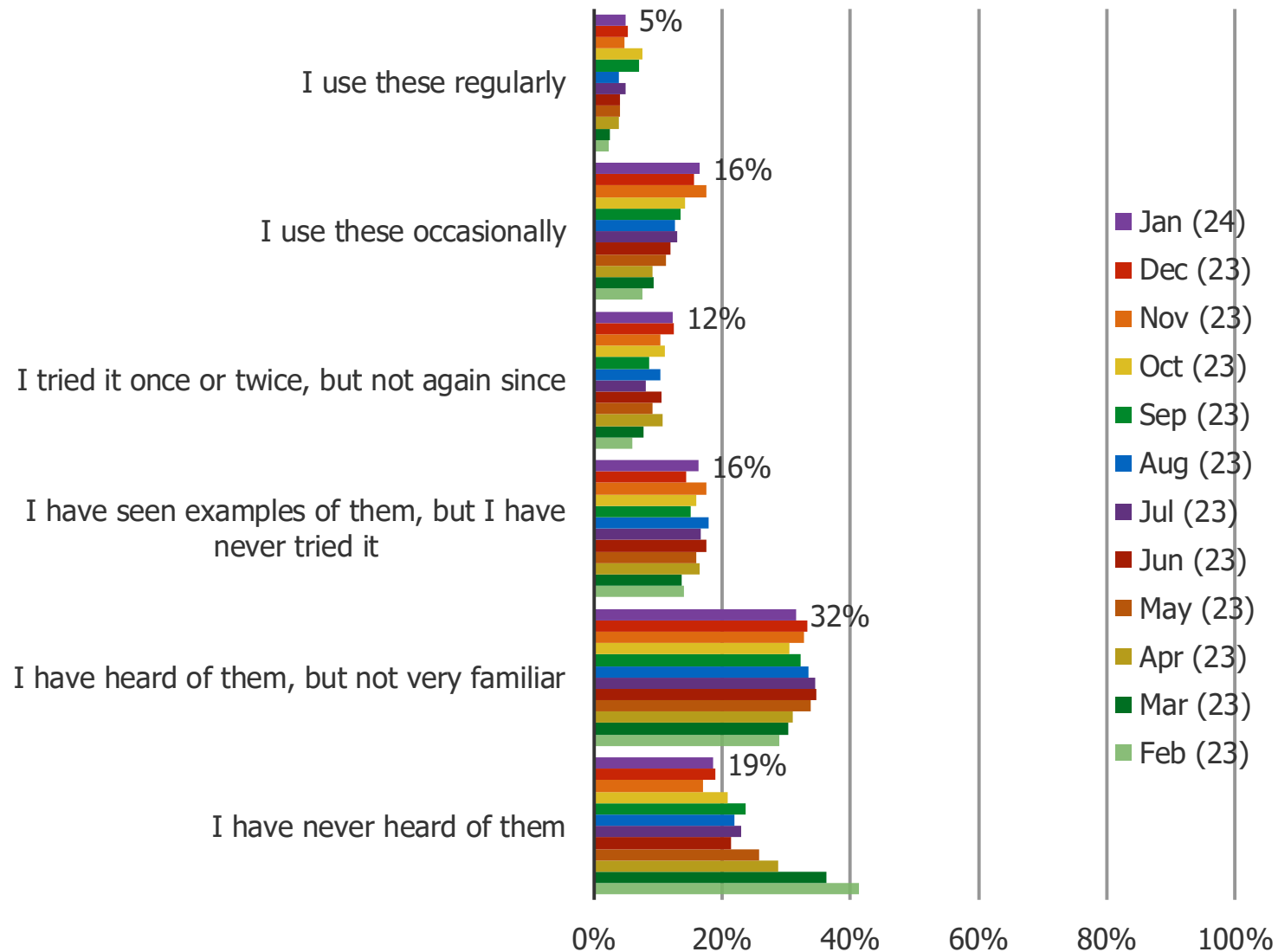
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**1,500 US Consumers Balanced To Census, Tracked Monthly**

**January 2024**

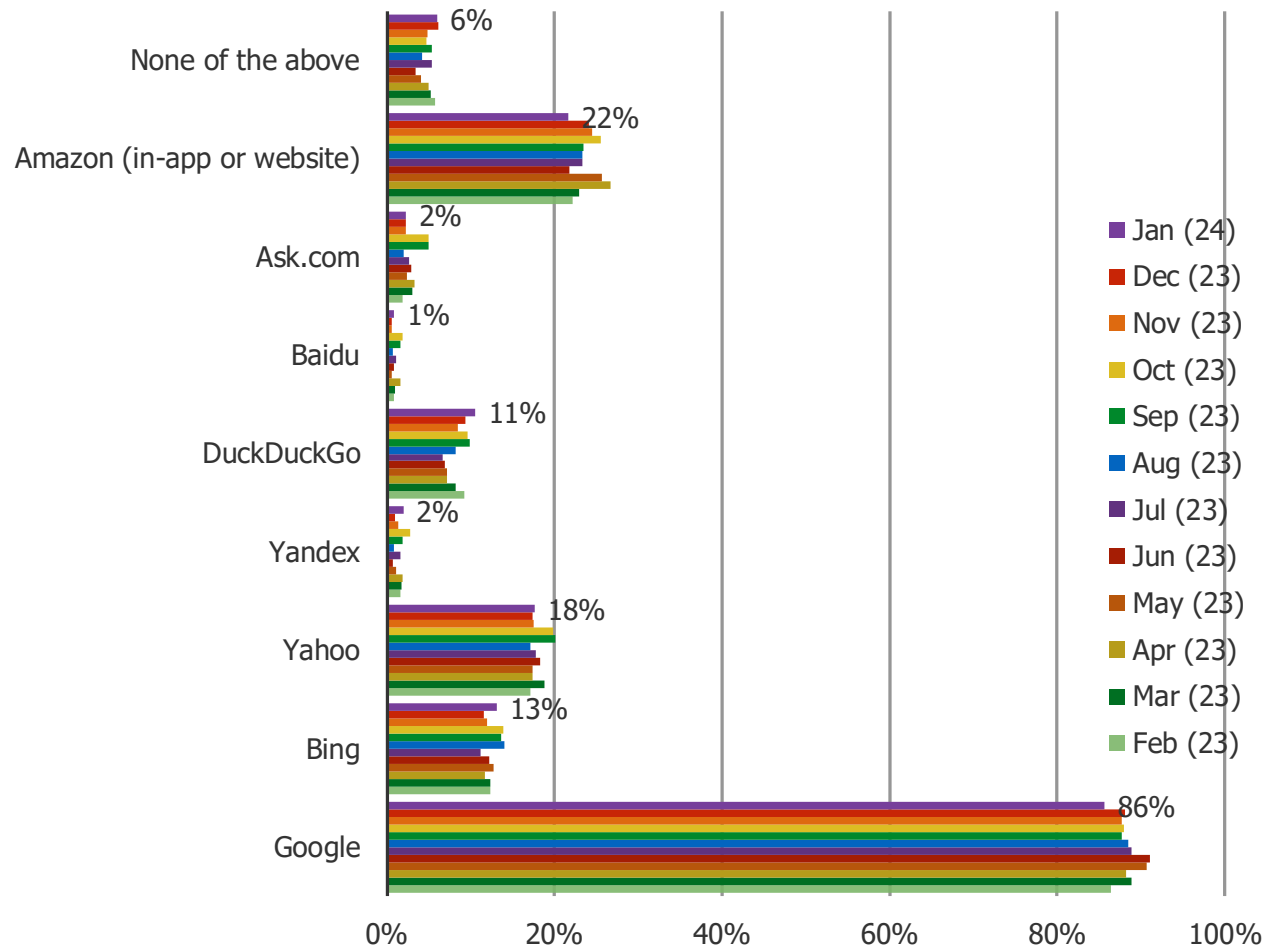
**Please describe your experience with AI Chatbots (eg, ChatGPT, Google Bard, etc).**

*Posed to all respondents (n = 1,561).*



## Have you or will you use any of the following today to search on the internet (mobile device or desktop)?

Posed to all respondents (n = 1,561).



## Which of the following is your favorite for searching on the internet?

Posed to all respondents (n = 1,561).

