

BESPOKE SURVEYS

Search, Vol 7

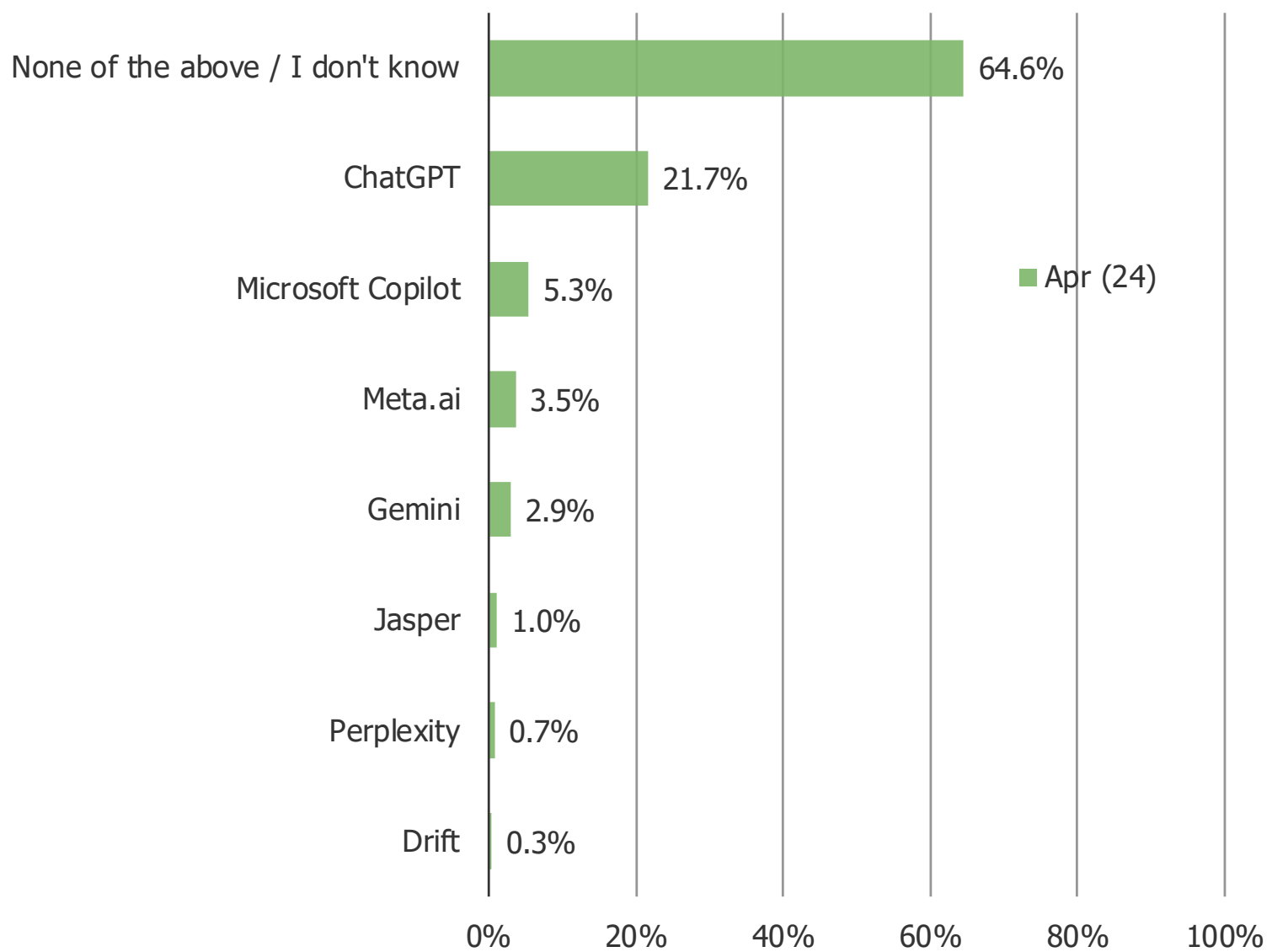
1250+ Respondents Per Quarter

Search

RECENTLY ADDED QUESTIONS

WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.



WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

Posed to all respondents.

Neither - I wouldn't use AI Chatbots

62.4%

Using AI chatbots within social media platforms that I am using

14.8%

Using a standalone AI Chatbot or website

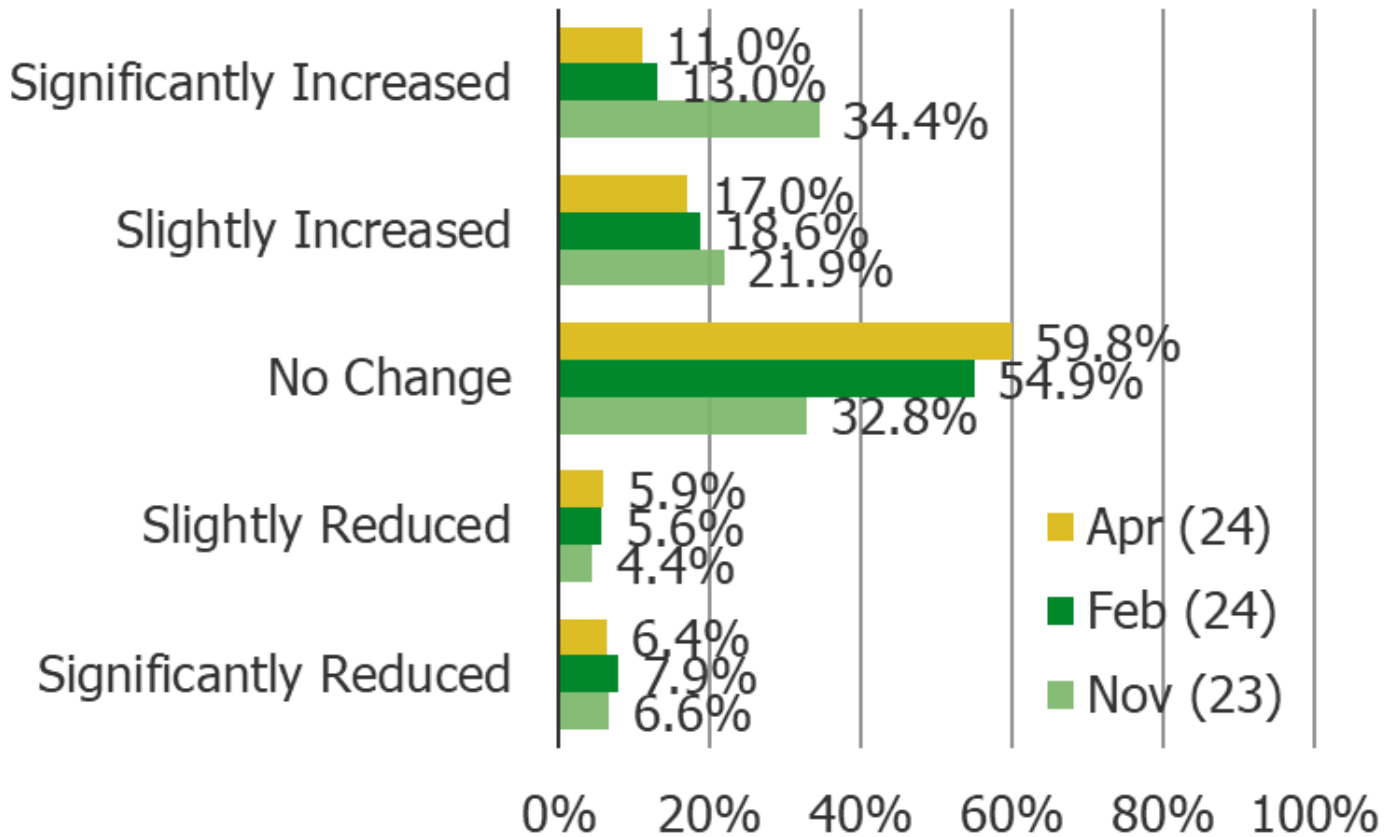
22.8%

■ Apr (24)

0% 20% 40% 60% 80% 100%

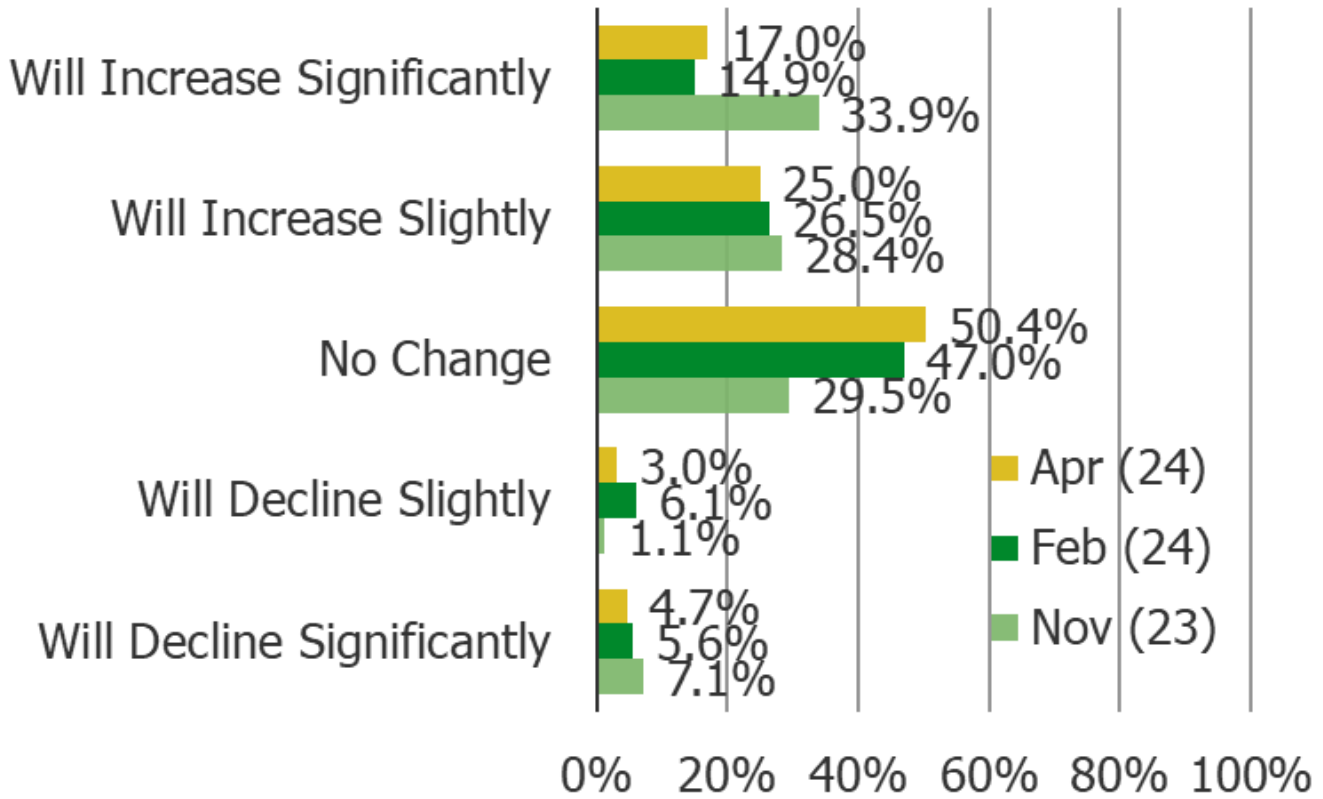
OVER THE PAST MONTH, HAVE YOU CHANGED HOW OFTEN YOU PERSONALLY USE AI CHATBOTS, LIKE CHAT GPT?

Posed to all respondents who have tried ChatGPT. (N=236)



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=236)

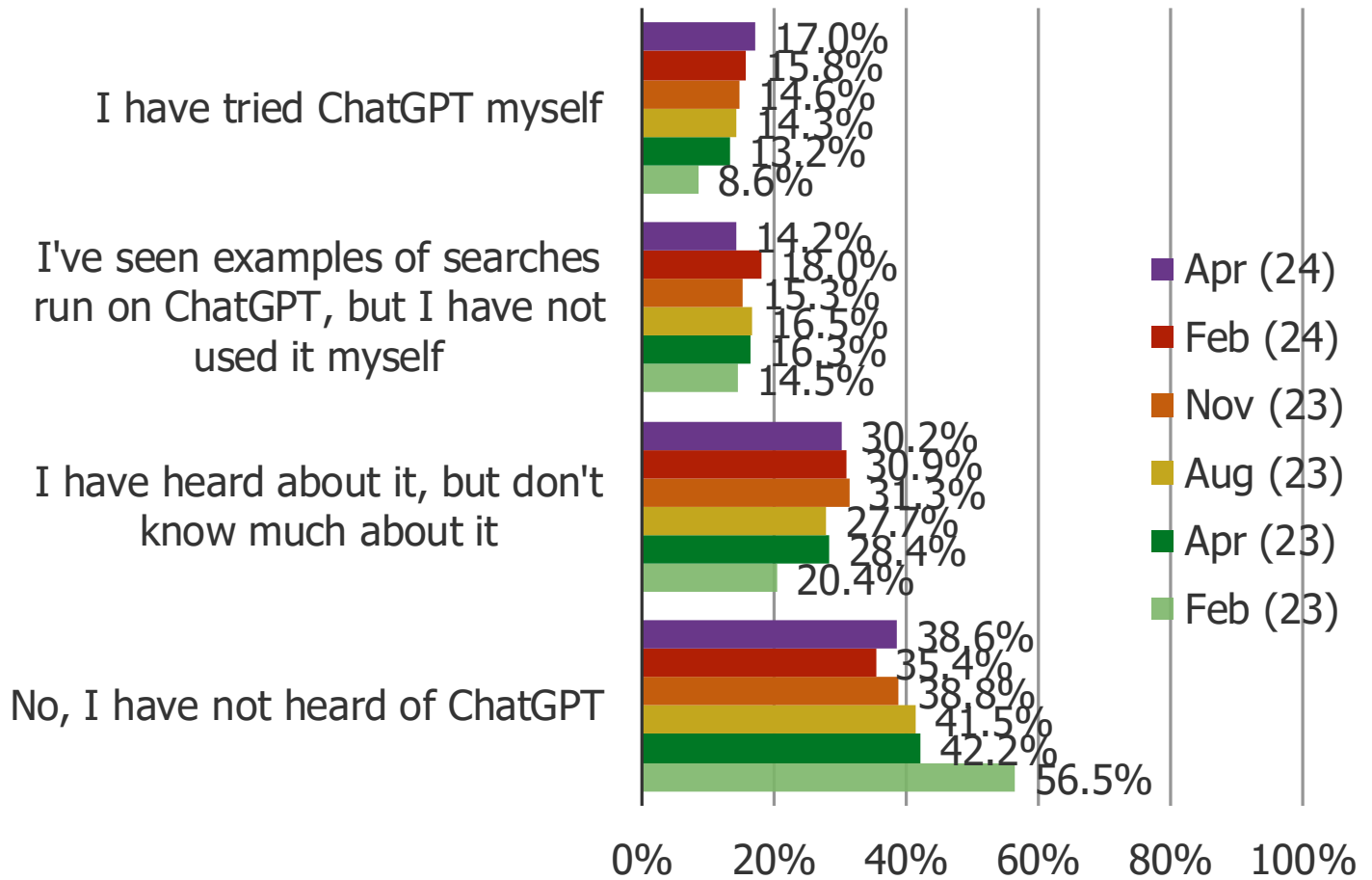


Search

SEARCH

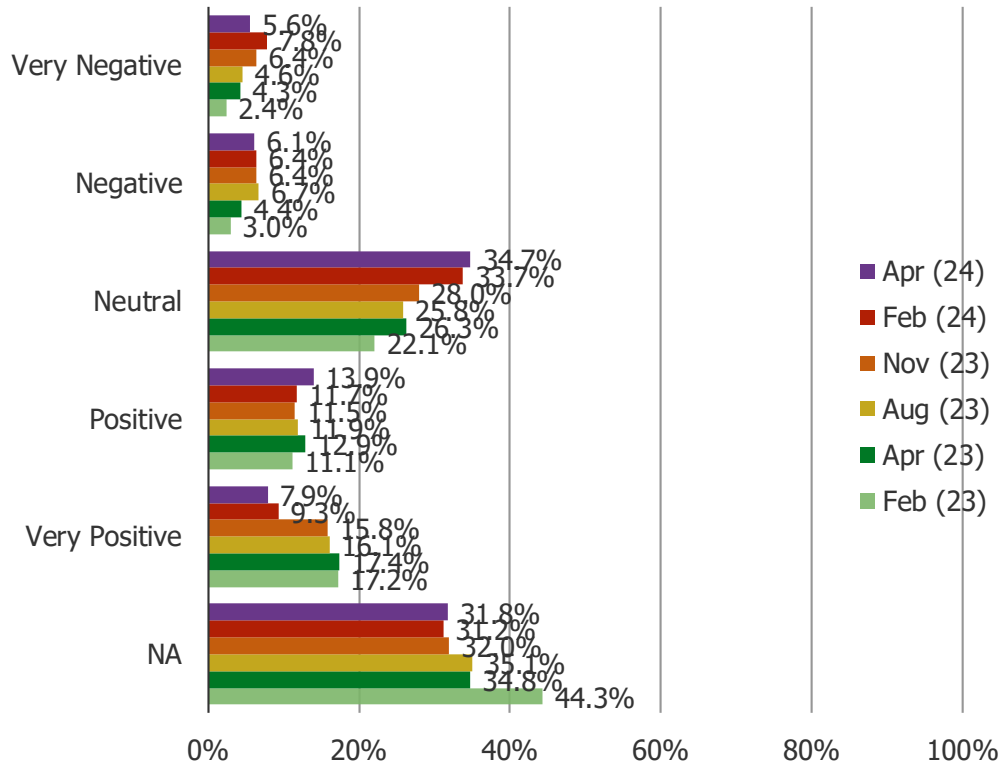
BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.

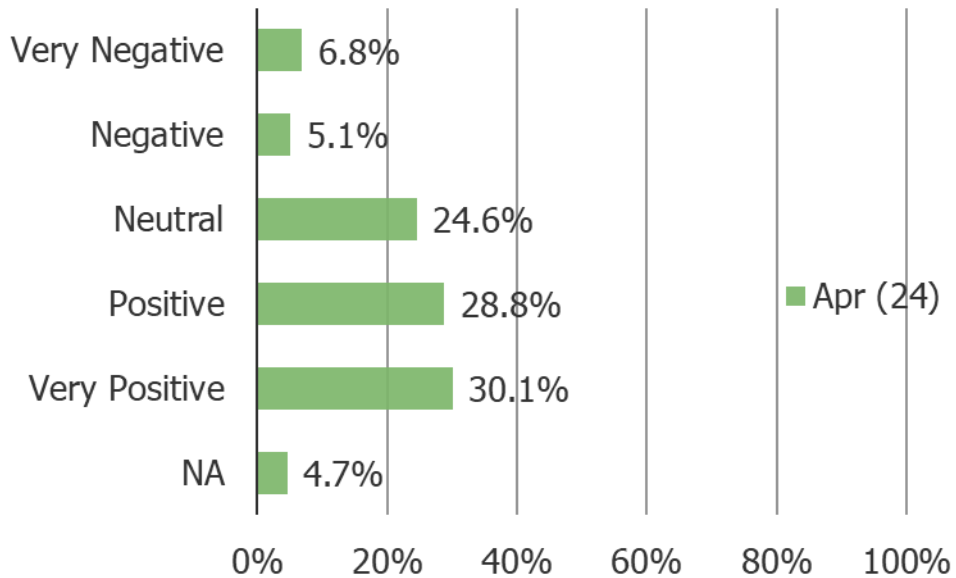


WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.

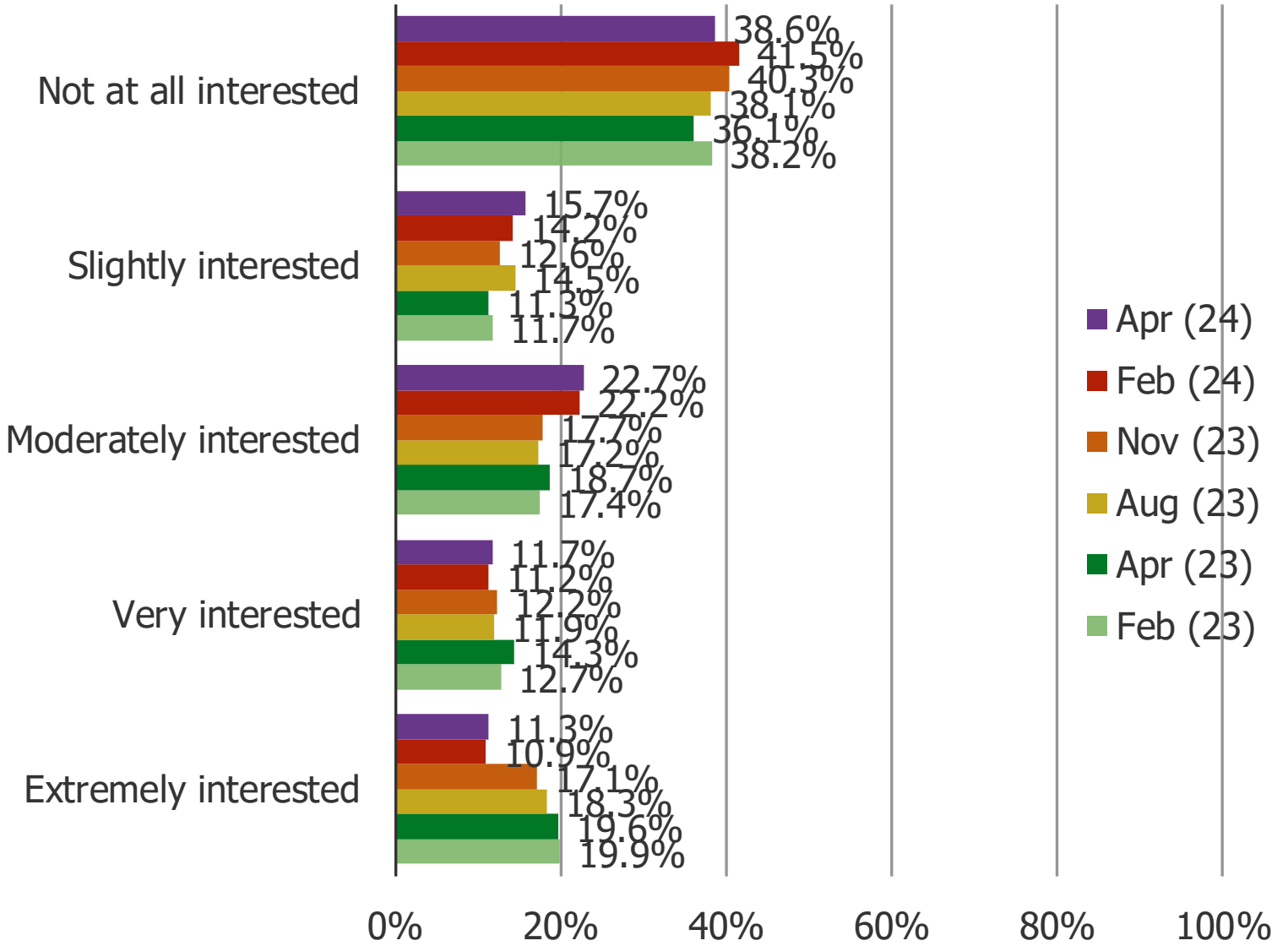


Focusing on respondents who have tried ChatGPT (N = 236)



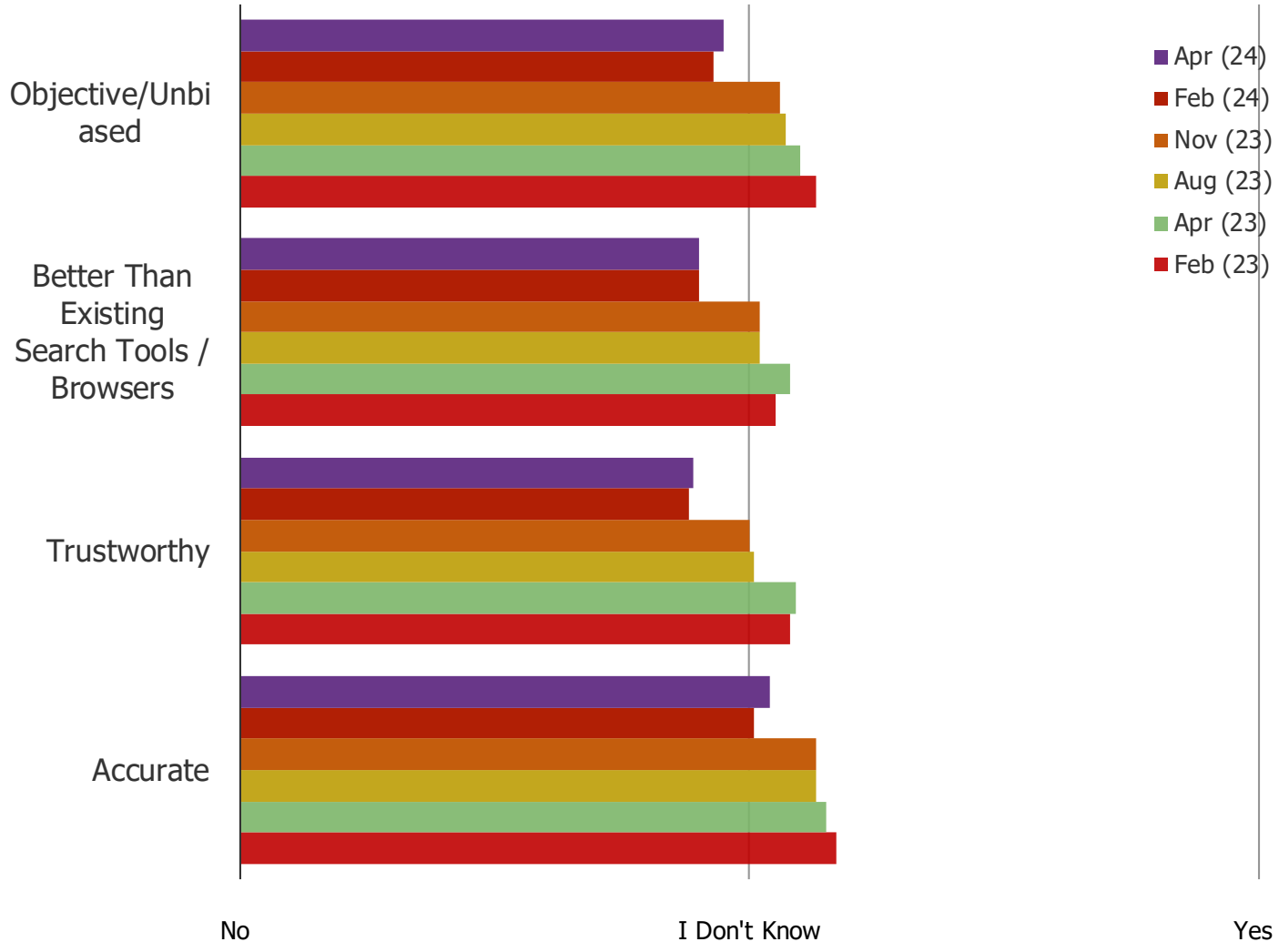
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.



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

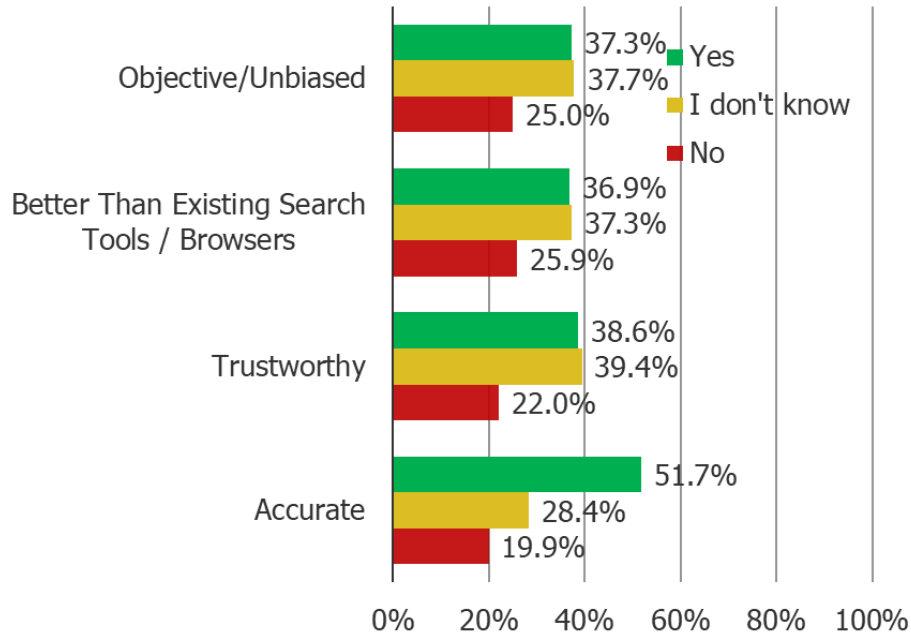
Posed to all respondents.



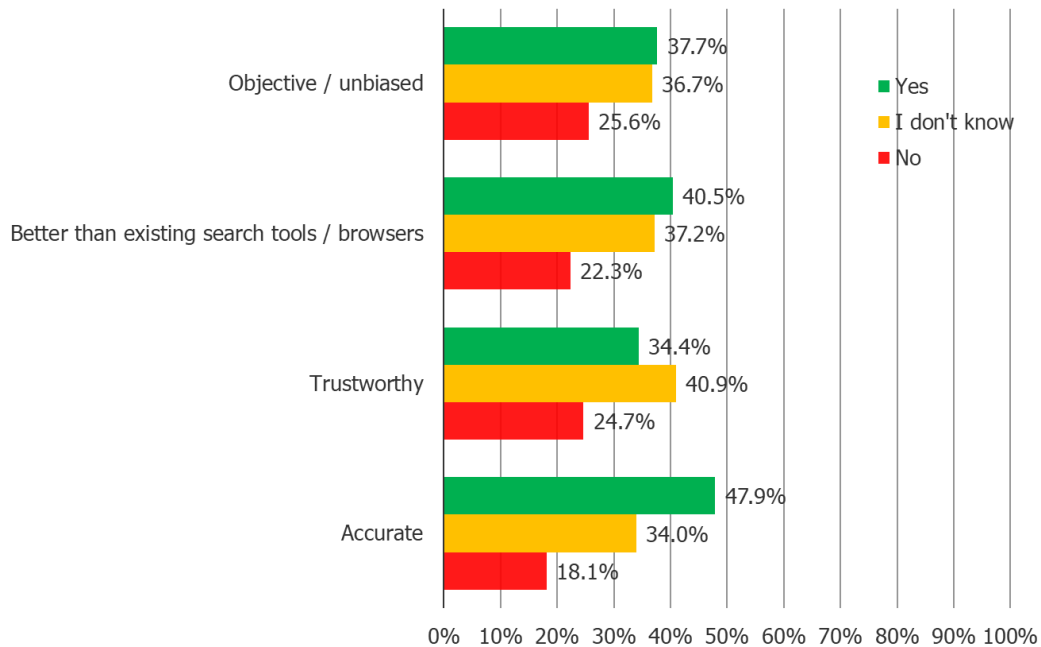
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to respondents who have tried ChatGPT

April 2024



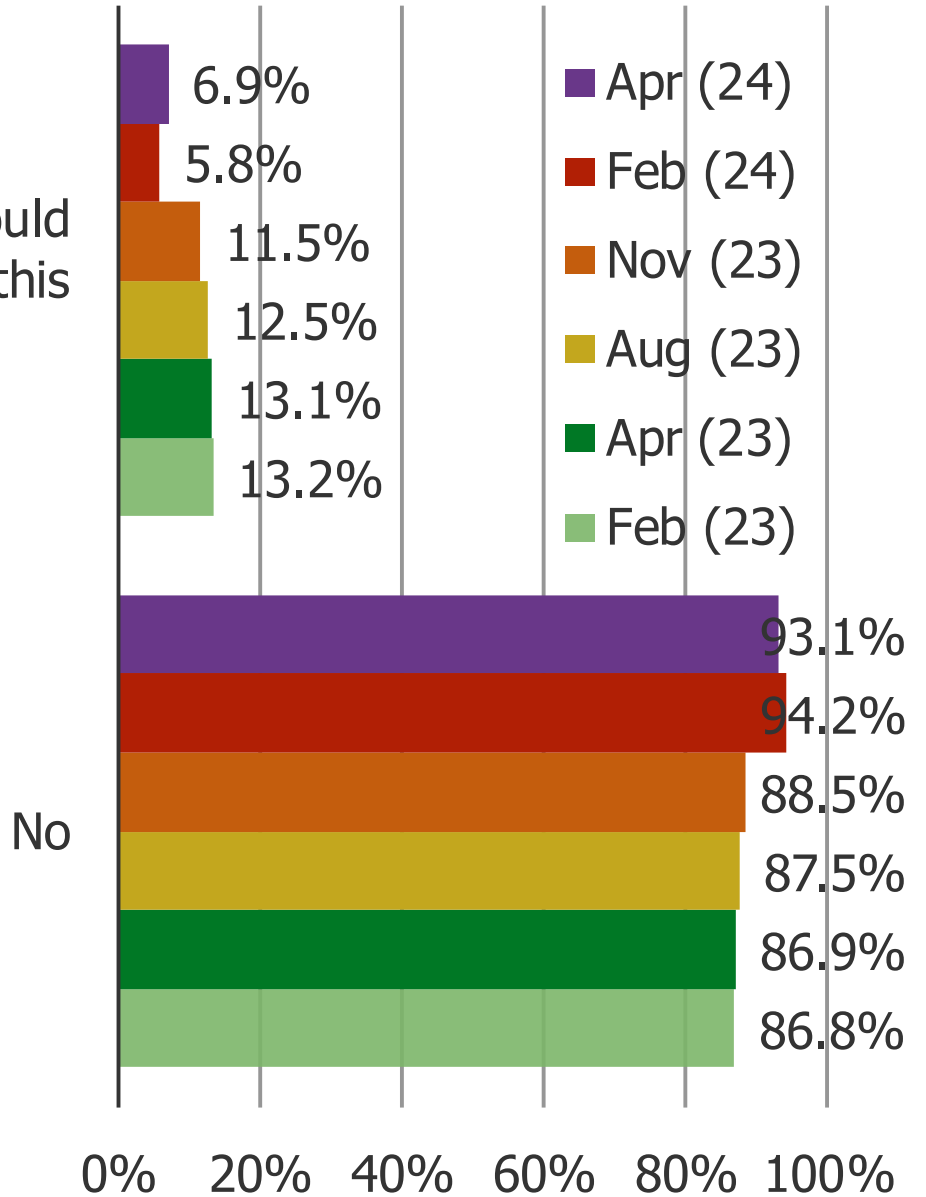
February 2024



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

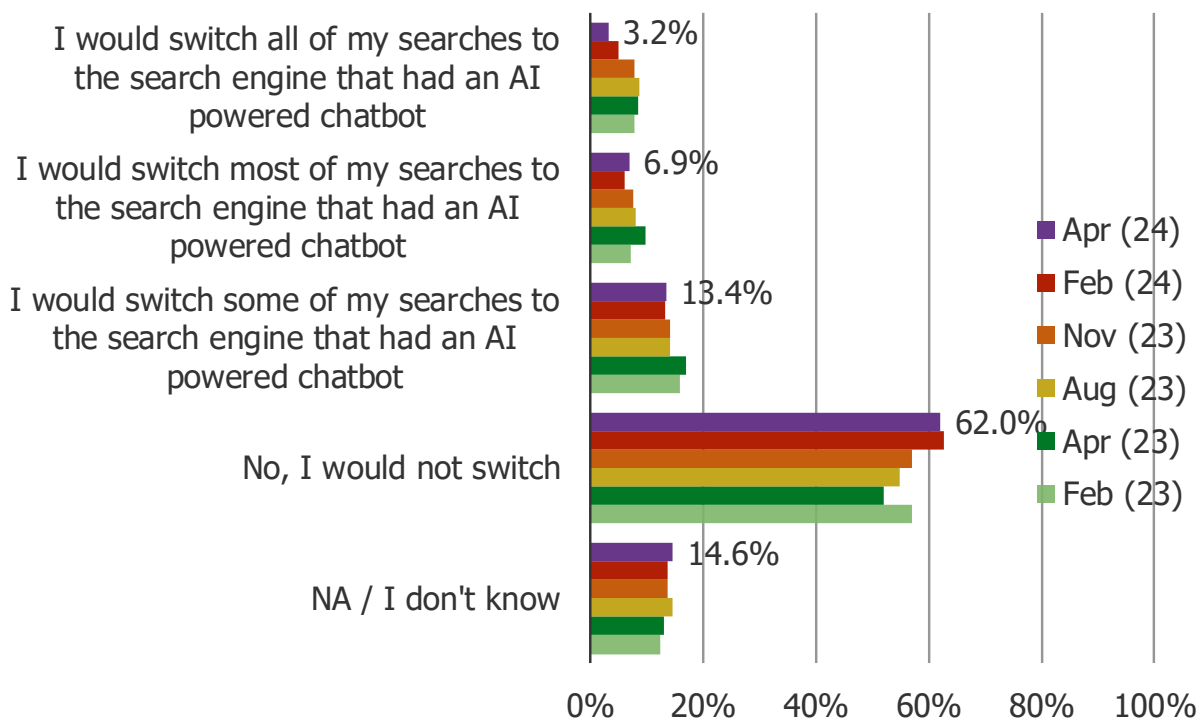
Posed to all respondents.

Yes (about how much would you be willing to pay for this per month?)

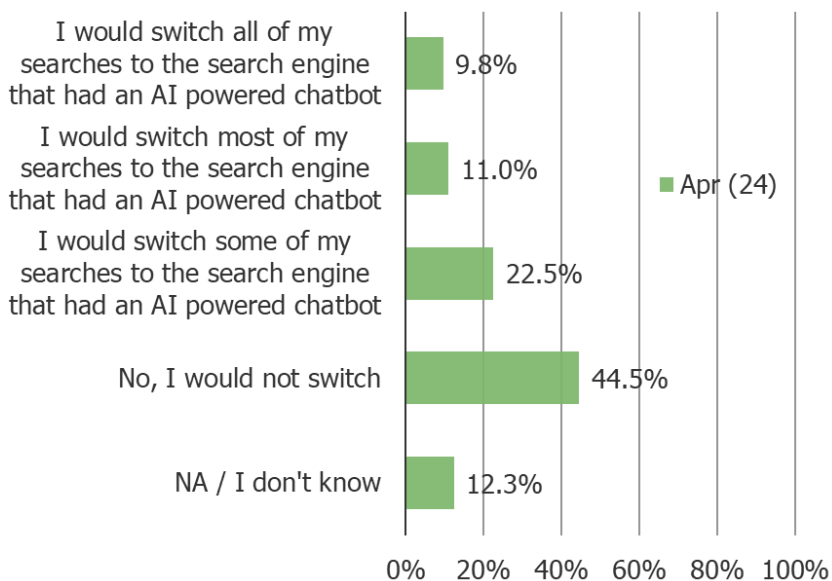


IF THE SEARCH ENGINE THAT YOU CURRENTLY USE MOST OFTEN ONLINE DID NOT HAVE AN AI POWERED CHATBOT LIKE CHATGPT AND ANOTHER SEARCH ENGINE DID, WOULD YOU SWITCH TO THE SEARCH ENGINE THAT HAD THE AI POWERED CHATBOT?

Posed to all respondents.



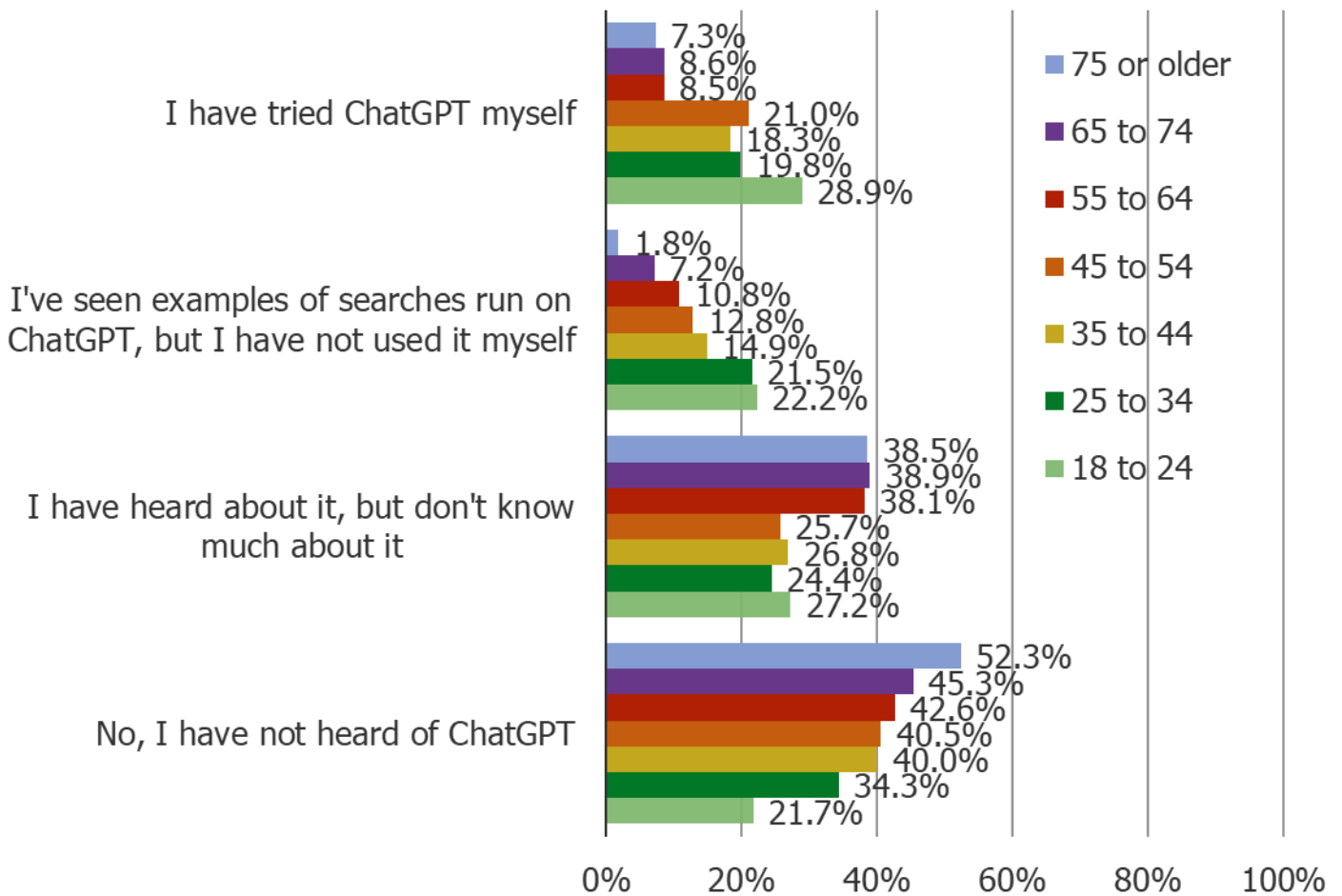
Focusing on respondents who have tried ChatGPT



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

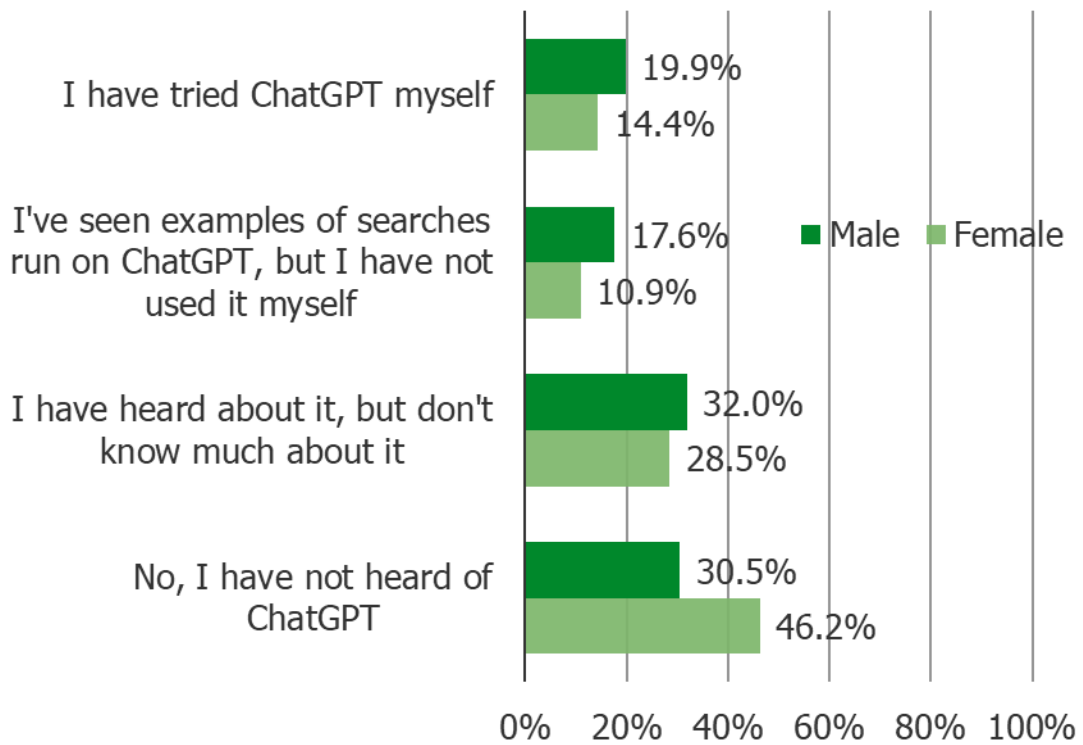
April 2024



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

April 2024

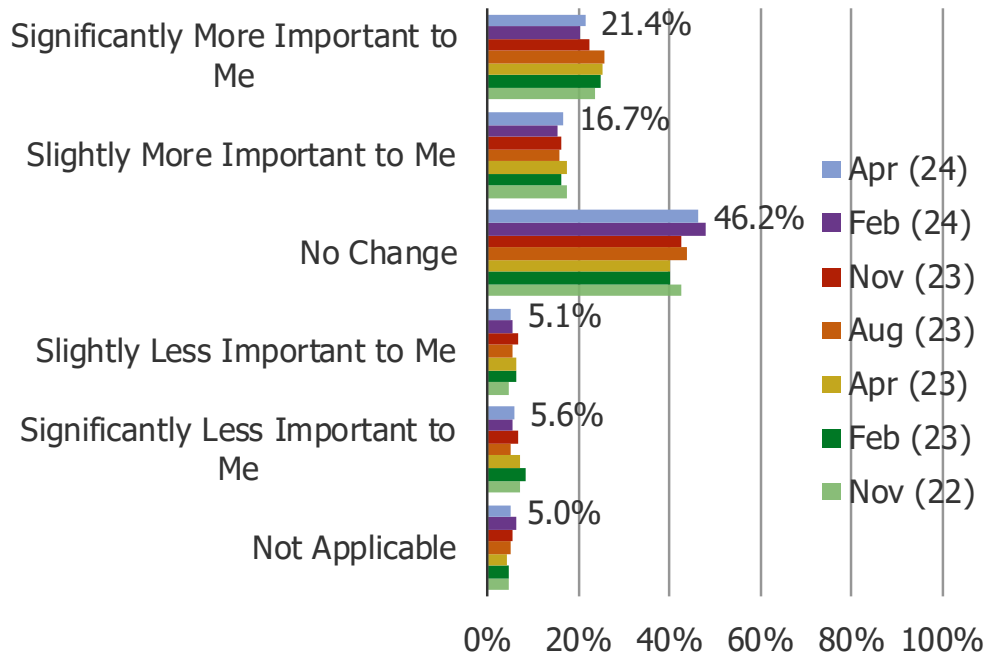


Search

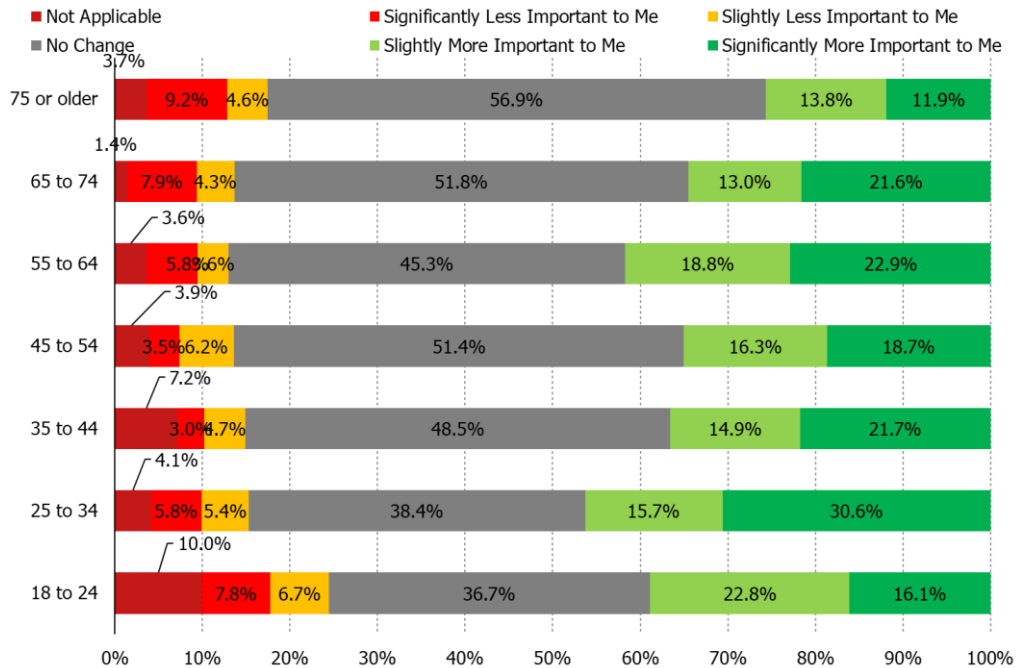
SEARCH

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

Posed to all respondents.

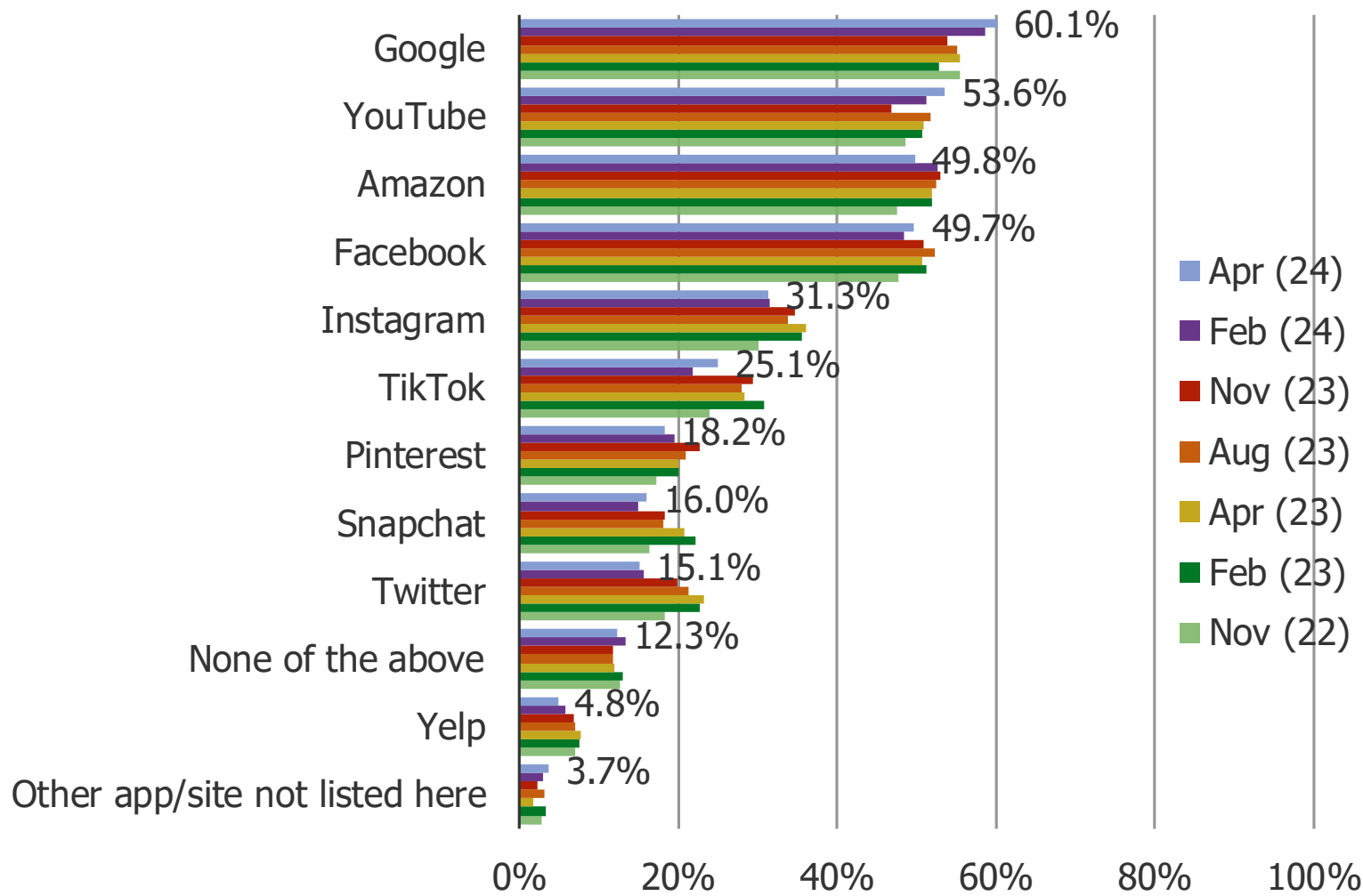


Cross-Tab by Age



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	7.8%	45.0%	52.2%	52.8%	33.9%	27.8%	37.8%	59.4%	4.4%	44.4%	26.1%
25 to 34	4.6%	35.5%	67.8%	46.7%	59.9%	19.0%	24.4%	68.2%	3.7%	57.9%	16.5%
35 to 44	6.0%	27.7%	61.7%	36.2%	60.4%	14.0%	18.3%	59.2%	7.2%	54.5%	20.4%
45 to 54	6.6%	26.9%	65.8%	28.8%	62.3%	16.0%	12.5%	64.2%	7.4%	52.9%	19.5%
55 to 64	16.6%	16.1%	63.7%	22.0%	47.1%	11.2%	5.4%	46.2%	3.1%	48.4%	18.8%
65 to 74	23.7%	5.0%	52.5%	9.4%	32.4%	6.5%	5.8%	28.8%	2.9%	43.9%	12.2%
75 or older	40.4%	2.8%	42.2%	4.6%	27.5%	4.6%	0.0%	21.1%	2.8%	33.0%	7.3%

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

Posed to all respondents who use the below.

TIK TOK

GOOGLE



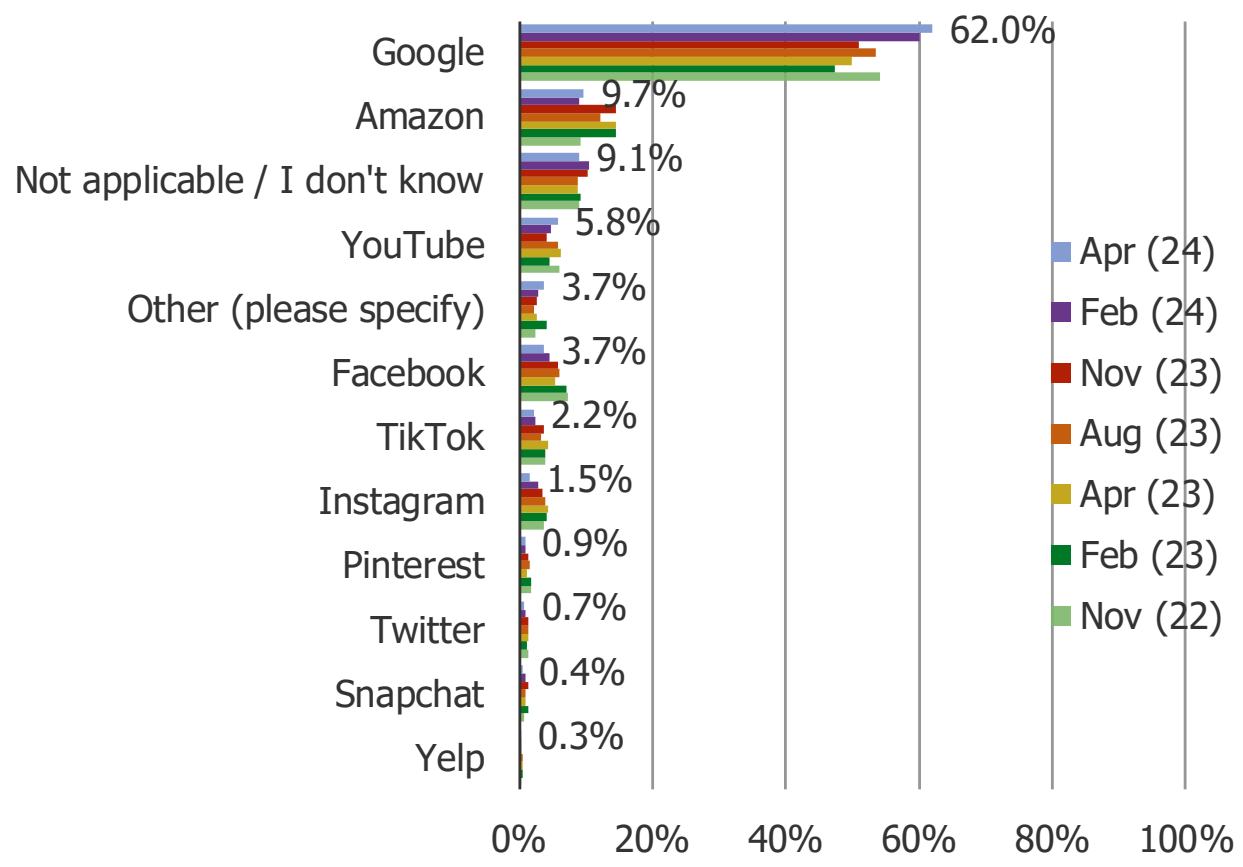
INSTAGRAM

FACEBOOK



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

Posed to all respondents.

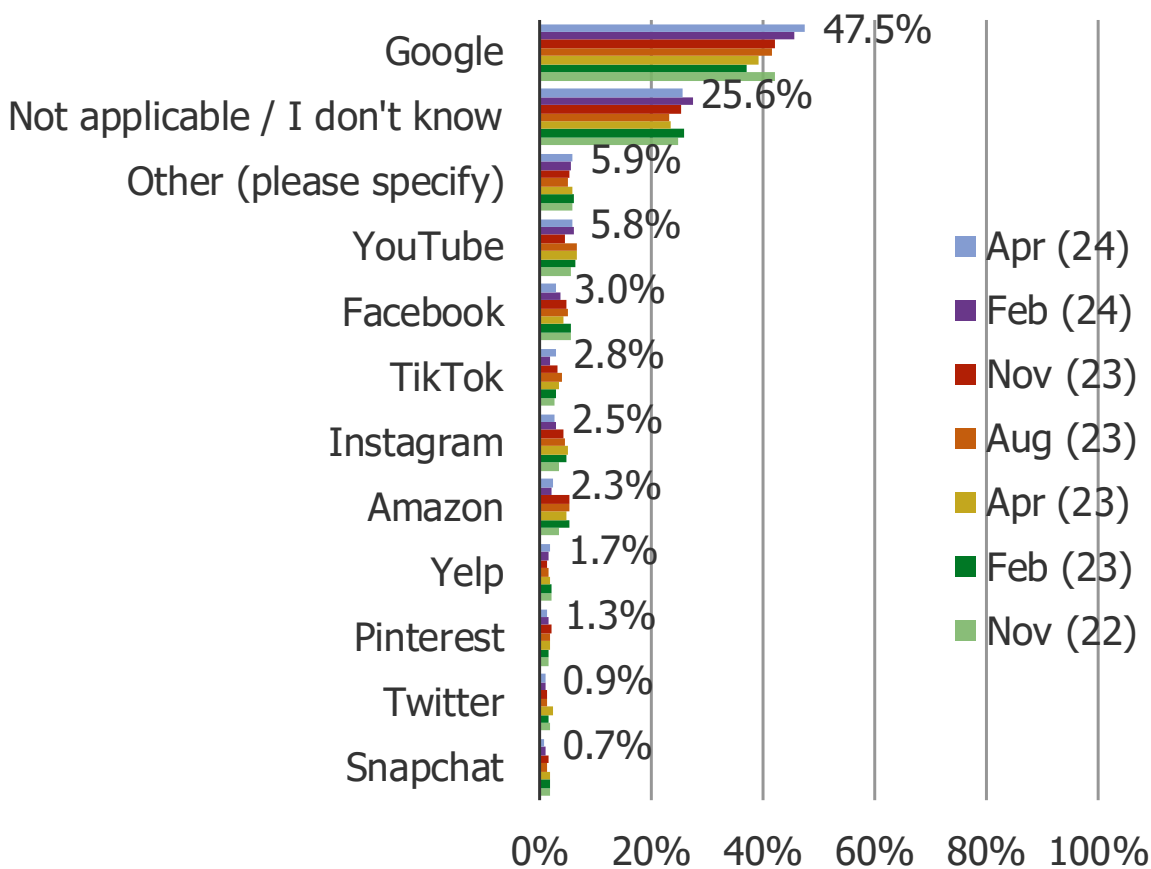


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.3%	51.1%	3.9%	4.4%	2.8%	1.7%	6.1%	0.6%	7.2%	1.7%	2.2%
25 to 34	2.9%	62.4%	4.6%	5.8%	0.8%	0.4%	9.9%	0.0%	6.6%	1.2%	1.7%
35 to 44	2.1%	62.1%	1.3%	4.3%	0.9%	0.4%	8.1%	0.4%	9.8%	0.4%	1.7%
45 to 54	0.8%	69.3%	0.0%	3.1%	0.4%	0.4%	6.6%	0.4%	9.0%	1.2%	2.7%
55 to 64	0.9%	70.4%	0.0%	3.1%	0.0%	0.0%	0.9%	0.5%	9.9%	0.5%	4.0%
65 to 74	0.0%	59.0%	0.0%	1.4%	0.0%	0.0%	2.9%	0.0%	15.8%	0.7%	7.2%
75 or older	0.0%	48.6%	0.0%	1.8%	0.0%	0.0%	2.8%	0.0%	13.8%	0.0%	11.9%

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

Posed to all respondents.

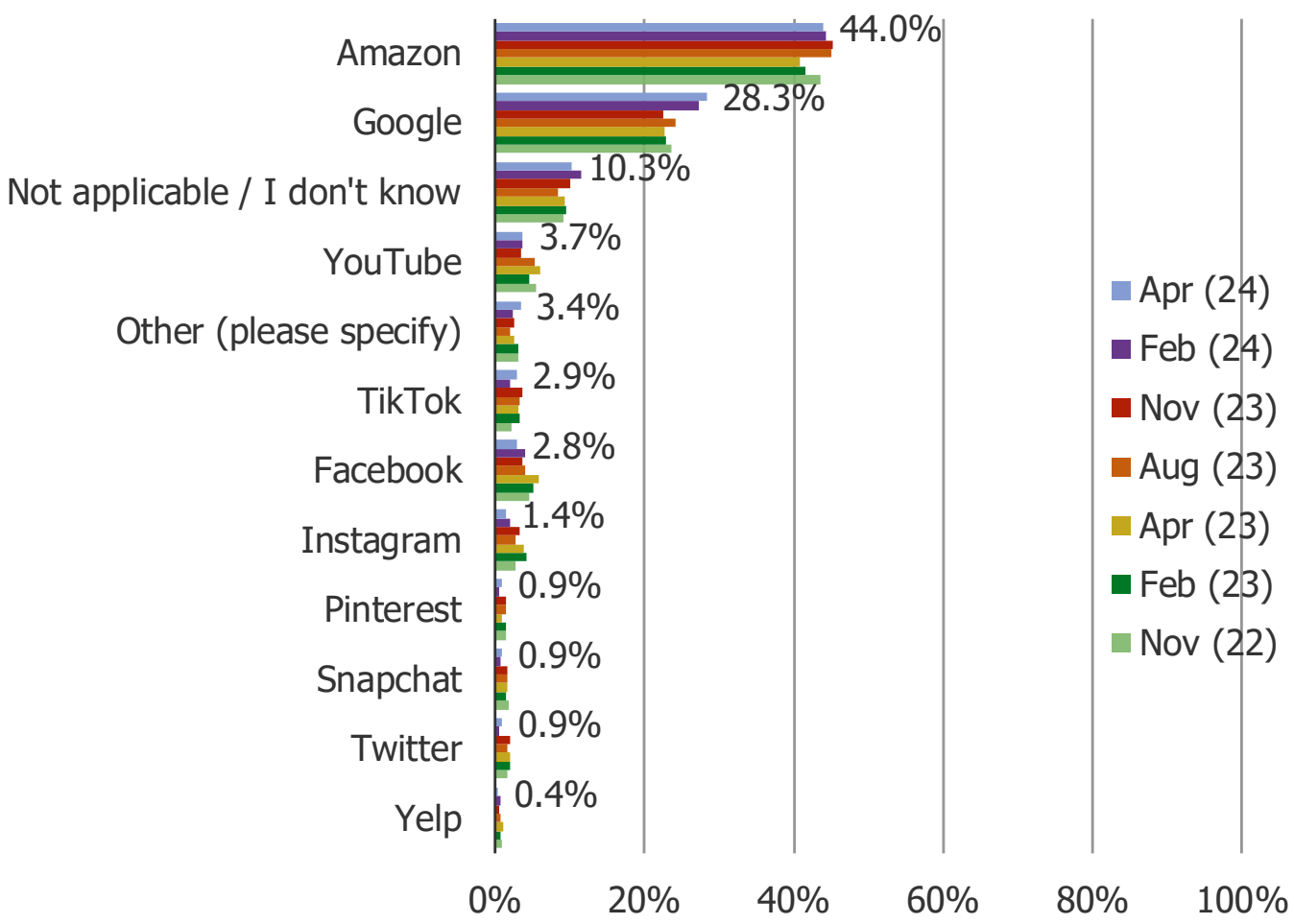


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	11.7%	39.4%	6.7%	3.9%	1.1%	2.2%	8.3%	3.9%	2.8%	2.8%	2.2%
25 to 34	4.6%	49.2%	4.1%	4.6%	2.5%	0.8%	9.5%	2.5%	3.3%	2.1%	1.7%
35 to 44	1.3%	57.0%	4.3%	3.8%	1.3%	1.3%	6.8%	1.7%	3.0%	0.9%	2.6%
45 to 54	0.4%	58.8%	0.8%	2.7%	0.4%	0.4%	4.7%	1.2%	2.0%	2.0%	4.3%
55 to 64	0.9%	44.4%	0.0%	2.2%	0.0%	0.0%	2.7%	1.4%	0.5%	0.5%	9.9%
65 to 74	0.7%	38.9%	0.7%	0.0%	0.0%	0.0%	3.6%	0.7%	0.7%	0.0%	11.5%
75 or older	0.0%	27.5%	0.0%	1.8%	0.0%	0.0%	2.8%	0.0%	4.6%	0.0%	16.5%

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

Posed to all respondents.

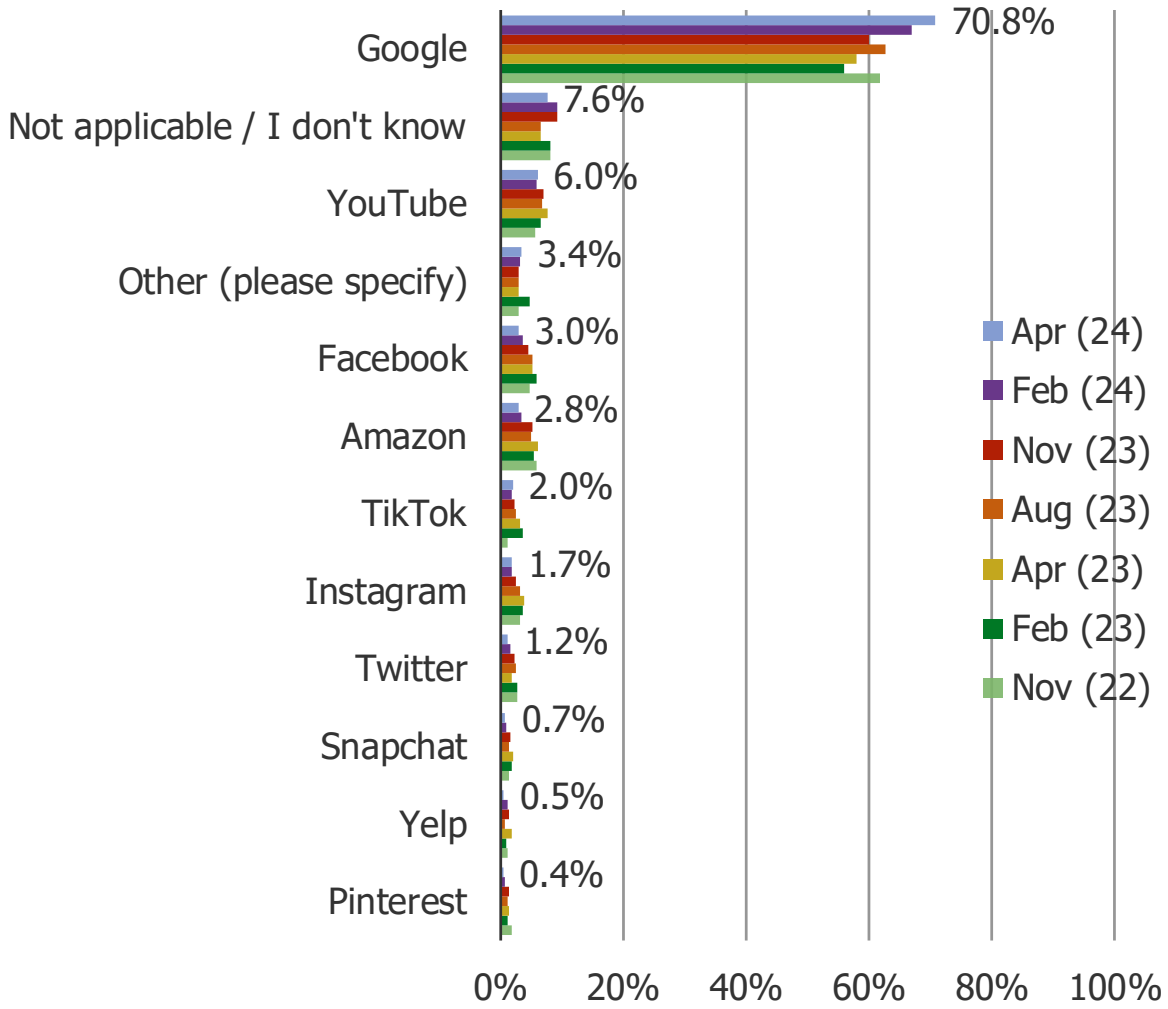


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	10.6%	19.4%	2.2%	3.9%	2.8%	1.7%	6.1%	0.0%	40.0%	1.7%	0.6%
25 to 34	4.6%	26.9%	4.6%	2.1%	2.1%	2.1%	4.1%	0.8%	41.7%	1.2%	2.1%
35 to 44	1.3%	23.0%	0.9%	4.7%	1.3%	1.3%	5.5%	0.4%	48.5%	0.9%	1.3%
45 to 54	2.0%	37.7%	0.4%	2.7%	0.0%	0.8%	3.9%	0.8%	41.6%	0.4%	2.3%
55 to 64	0.9%	32.7%	0.0%	3.1%	0.0%	0.0%	1.4%	0.5%	41.3%	1.4%	3.6%
65 to 74	0.0%	30.2%	0.7%	0.0%	0.0%	0.0%	2.2%	0.0%	52.5%	0.7%	5.0%
75 or older	0.0%	23.9%	0.0%	1.8%	0.0%	0.0%	0.9%	0.0%	45.9%	0.0%	15.6%

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

Posed to all respondents.

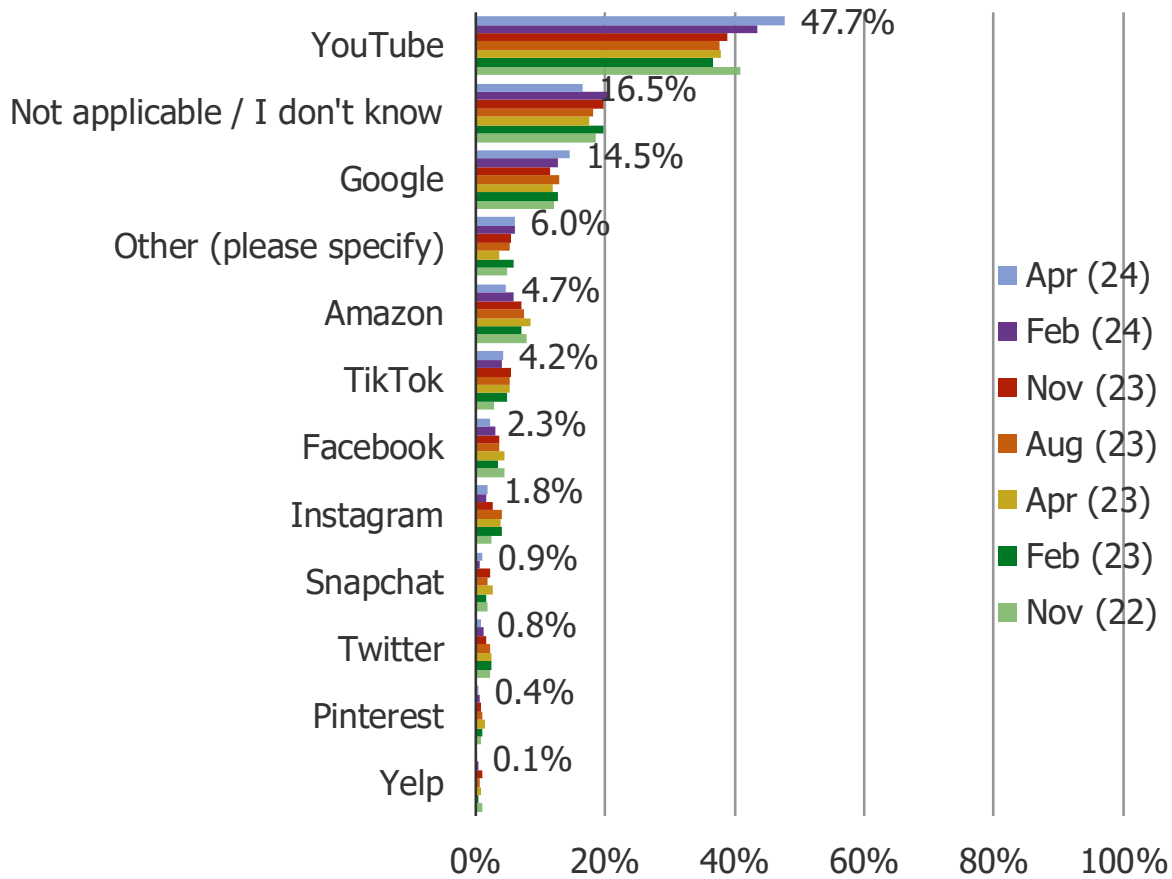


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	6.1%	55.0%	2.8%	2.8%	2.8%	1.1%	8.3%	2.2%	7.2%	0.0%	2.8%
25 to 34	3.7%	66.1%	2.5%	5.8%	1.2%	2.1%	8.7%	0.4%	2.9%	0.4%	2.1%
35 to 44	0.0%	70.6%	4.3%	4.3%	2.1%	1.3%	6.0%	0.0%	2.6%	0.9%	0.4%
45 to 54	1.6%	75.5%	0.8%	2.3%	0.4%	0.0%	6.2%	0.8%	2.7%	1.2%	2.0%
55 to 64	0.9%	78.9%	0.0%	1.8%	0.9%	0.0%	3.6%	0.0%	0.9%	0.0%	4.5%
65 to 74	0.0%	81.3%	0.7%	0.0%	0.0%	0.0%	4.3%	0.0%	1.4%	0.0%	4.3%
75 or older	0.9%	66.1%	0.0%	1.8%	0.0%	0.0%	2.8%	0.0%	1.8%	0.0%	13.8%

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

Posed to all respondents.

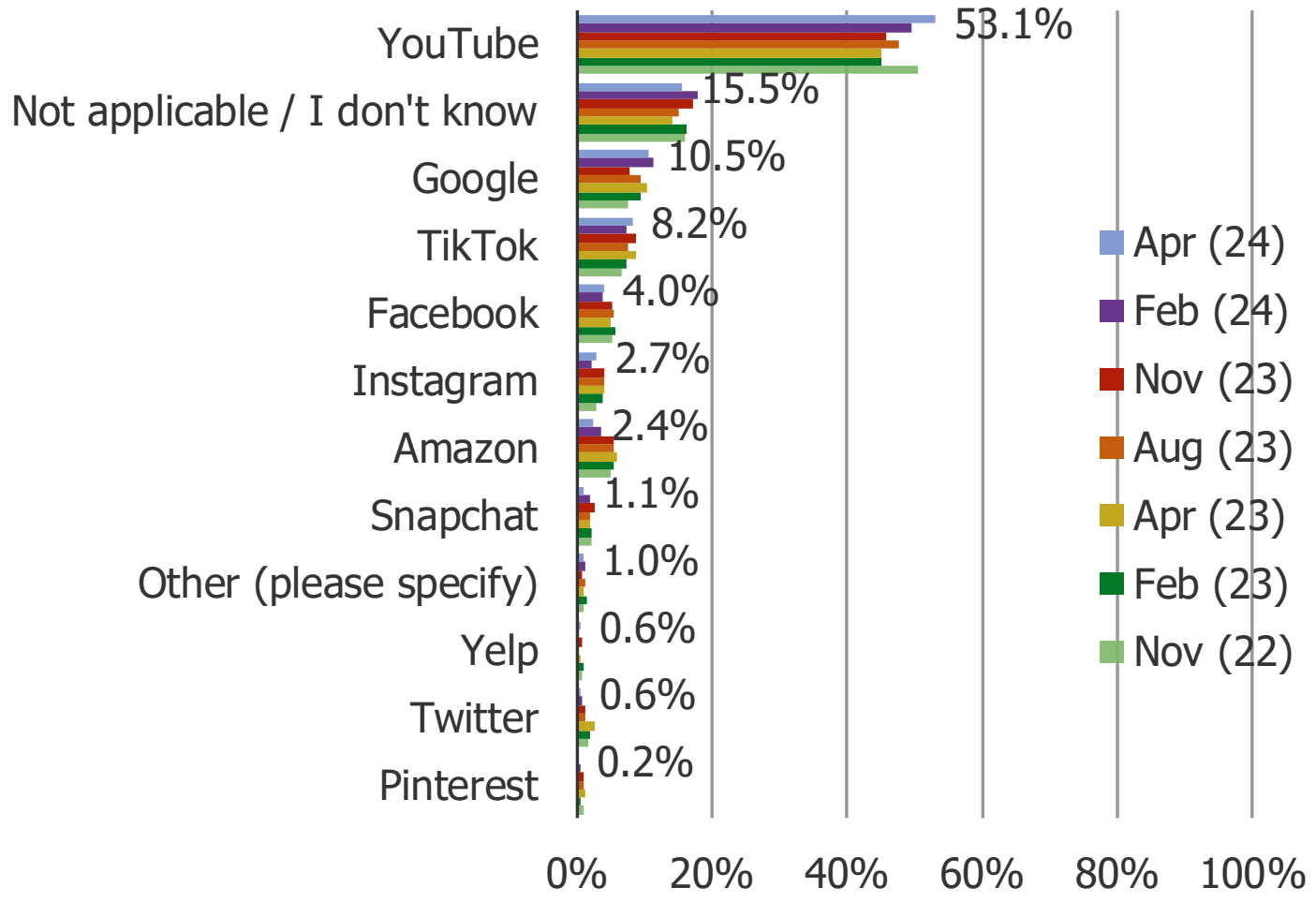


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	15.6%	8.9%	4.4%	2.2%	0.6%	4.4%	44.4%	0.6%	2.8%	0.6%	5.0%
25 to 34	6.6%	12.8%	3.7%	3.3%	2.5%	0.8%	58.7%	0.0%	3.7%	0.4%	3.7%
35 to 44	3.4%	13.2%	1.3%	3.8%	0.4%	0.4%	56.2%	0.4%	2.6%	0.9%	4.7%
45 to 54	0.4%	19.1%	1.2%	2.7%	0.8%	0.8%	51.4%	0.0%	4.7%	0.4%	6.2%
55 to 64	0.5%	14.4%	0.5%	1.4%	0.5%	0.0%	50.7%	0.0%	4.5%	0.5%	9.9%
65 to 74	1.4%	18.0%	0.7%	0.7%	0.0%	0.0%	32.4%	0.0%	8.6%	0.0%	2.9%
75 or older	1.8%	15.6%	0.0%	0.0%	0.0%	0.0%	15.6%	0.0%	10.1%	0.0%	11.0%

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

Posed to all respondents.

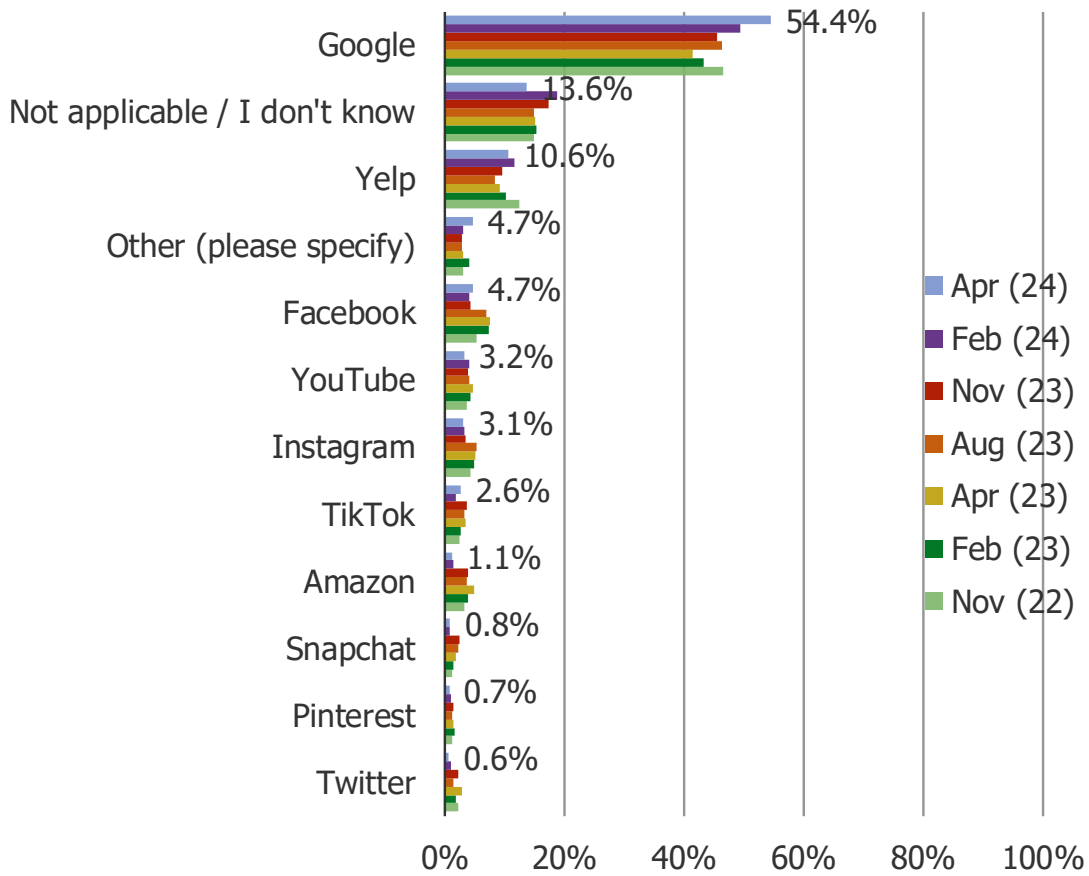


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	15.6%	5.6%	5.6%	3.3%	1.7%	1.7%	52.8%	1.1%	1.1%	1.1%	1.1%
25 to 34	16.1%	8.7%	3.3%	5.0%	1.2%	2.5%	57.0%	0.4%	1.7%	0.0%	0.0%
35 to 44	6.4%	6.4%	5.5%	6.0%	0.0%	2.1%	60.0%	0.9%	1.7%	0.0%	0.0%
45 to 54	7.8%	12.5%	1.2%	5.5%	0.8%	0.0%	58.4%	0.4%	2.7%	0.4%	1.6%
55 to 64	3.1%	15.7%	1.8%	2.2%	0.0%	0.5%	53.8%	0.0%	1.4%	0.0%	1.8%
65 to 74	0.7%	14.4%	0.0%	2.9%	0.0%	0.0%	46.0%	1.4%	6.5%	0.0%	0.7%
75 or older	3.7%	11.9%	0.0%	0.9%	0.0%	0.0%	24.8%	0.0%	3.7%	0.0%	2.8%

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

Posed to all respondents.

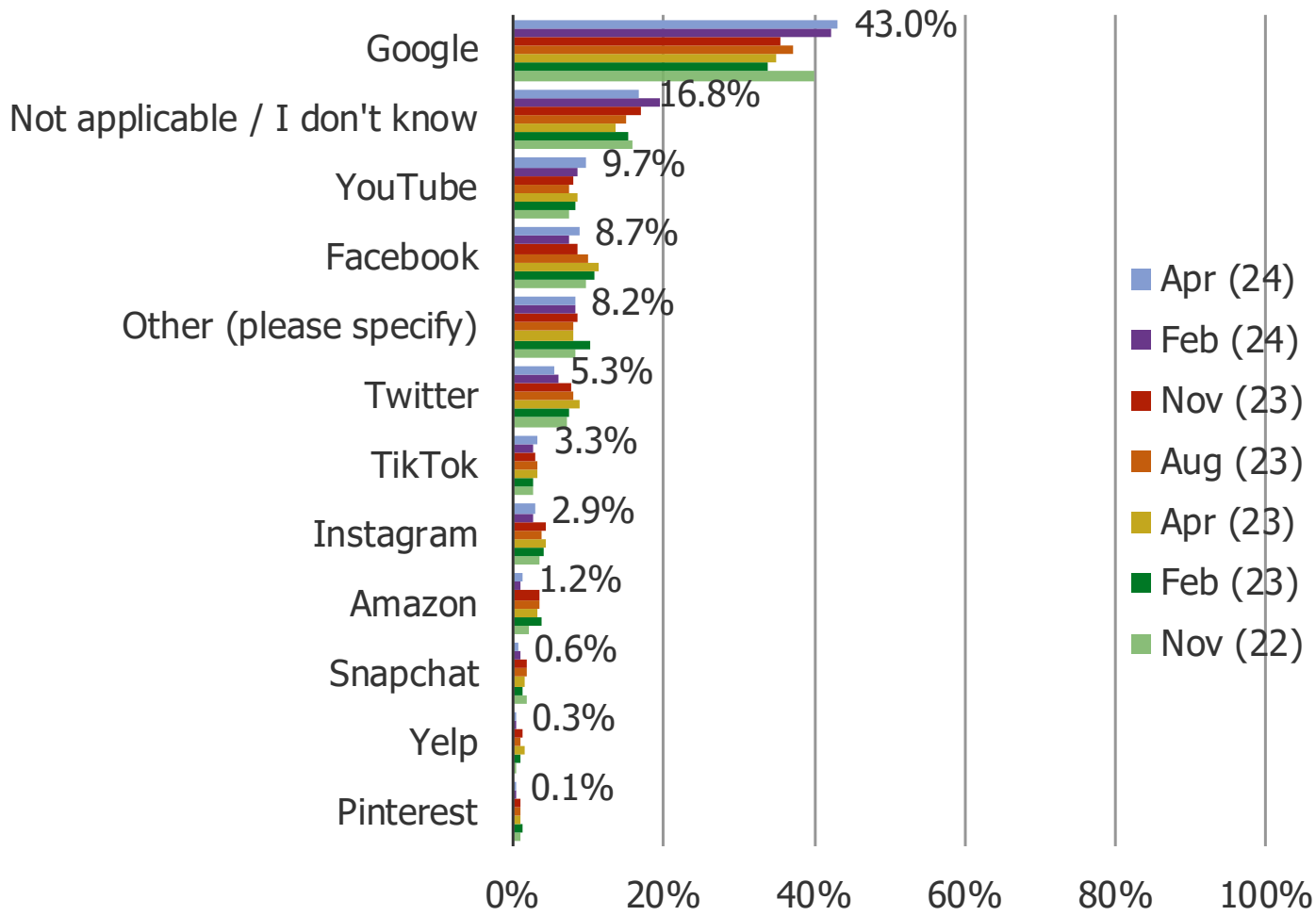


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.9%	42.2%	7.2%	3.9%	1.7%	1.7%	8.3%	10.6%	1.7%	0.6%	2.2%
25 to 34	5.4%	54.6%	5.0%	8.3%	1.2%	1.2%	3.7%	9.5%	0.4%	0.4%	2.5%
35 to 44	1.7%	52.3%	6.0%	6.4%	0.9%	0.9%	5.1%	8.9%	2.1%	0.4%	3.0%
45 to 54	0.8%	62.7%	1.2%	4.3%	0.0%	1.2%	2.0%	12.5%	2.0%	1.2%	2.0%
55 to 64	0.0%	59.6%	0.0%	4.0%	0.0%	0.0%	0.9%	13.9%	0.0%	1.4%	4.5%
65 to 74	0.7%	56.8%	0.7%	1.4%	0.0%	0.0%	0.7%	9.4%	0.7%	0.0%	9.4%
75 or older	0.0%	45.9%	0.0%	0.9%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	18.4%

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

Posed to all respondents.



Cross-tabbing the data by age...

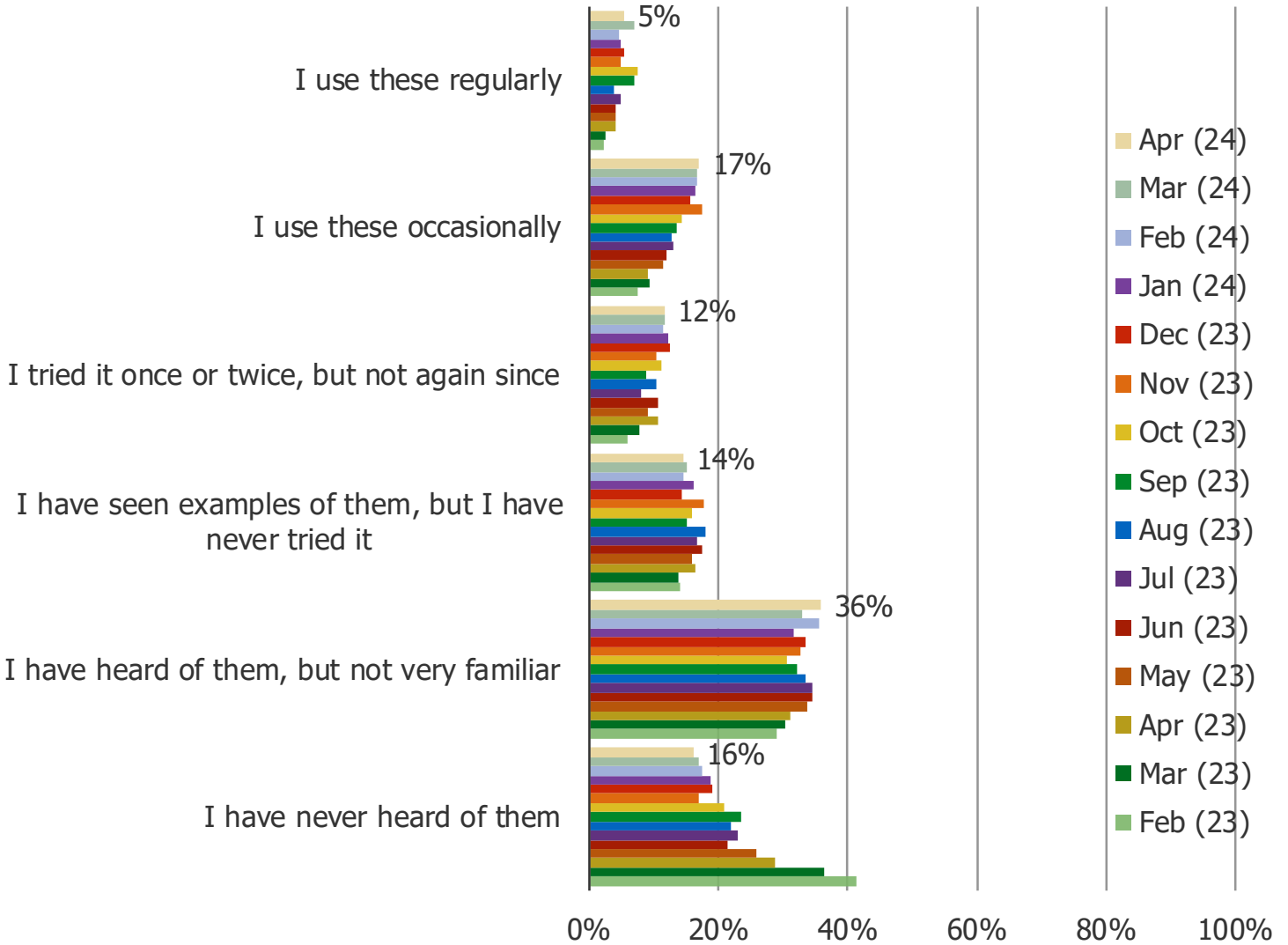
	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	13.3%	30.6%	6.7%	7.8%	10.0%	2.2%	8.9%	0.0%	2.8%	0.0%	2.8%
25 to 34	3.7%	44.2%	6.2%	13.6%	7.4%	0.8%	10.3%	0.8%	1.2%	0.8%	1.7%
35 to 44	3.4%	42.1%	3.8%	10.2%	5.1%	0.9%	11.9%	0.4%	2.1%	0.0%	3.0%
45 to 54	0.4%	49.0%	0.8%	10.9%	6.6%	0.0%	9.3%	0.0%	0.8%	0.0%	7.0%
55 to 64	1.4%	48.4%	0.9%	6.3%	2.2%	0.0%	8.5%	0.0%	0.5%	0.0%	10.8%
65 to 74	0.0%	50.4%	0.0%	2.2%	0.0%	0.0%	7.9%	0.7%	0.0%	0.0%	15.1%
75 or older	0.0%	27.5%	0.0%	4.6%	3.7%	0.0%	10.1%	0.0%	0.0%	0.0%	31.2%

Search

MONTHLY SEARCH SURVEY

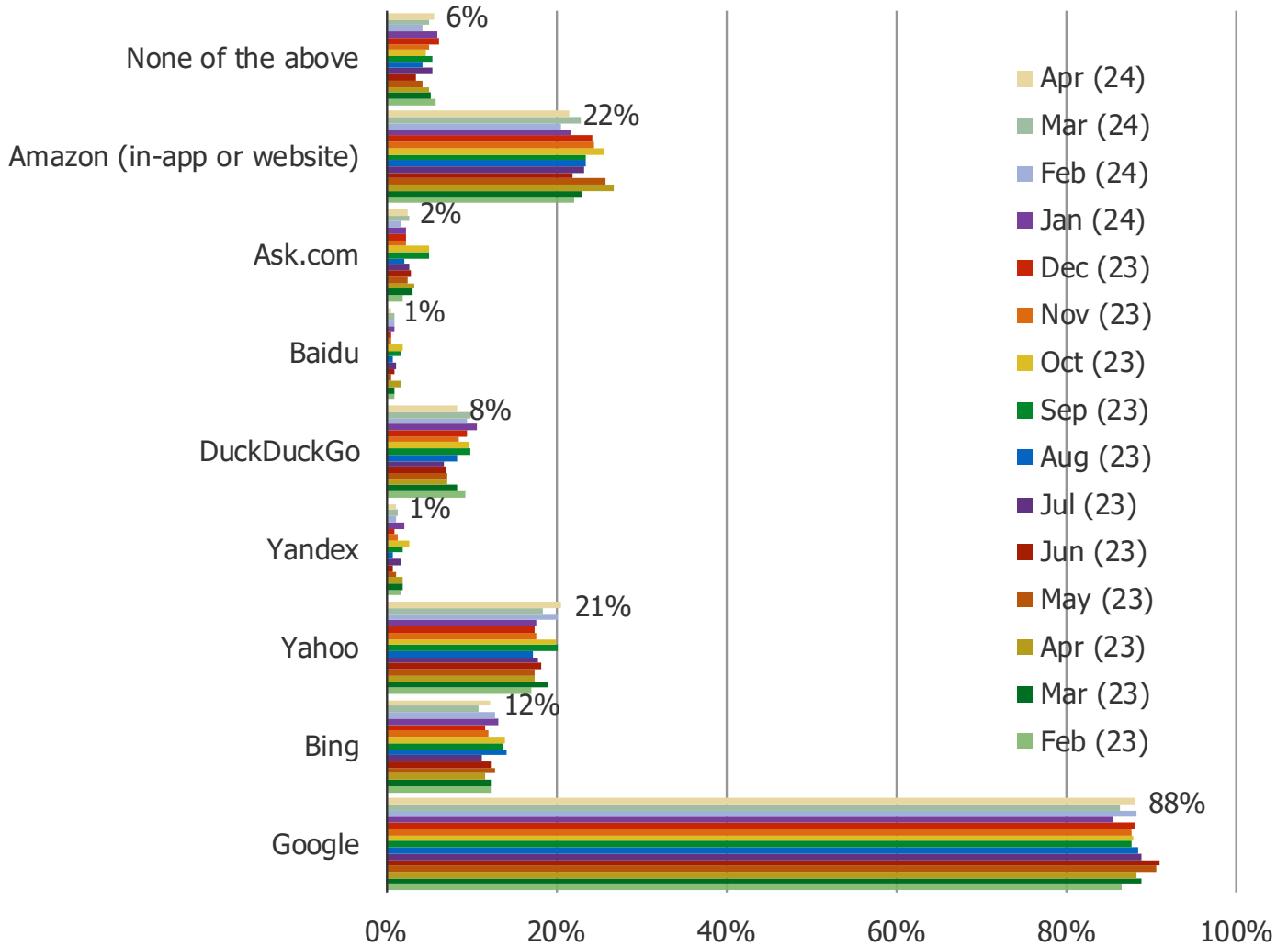
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

Posed to all respondents.



HAVE YOU OR WILL YOU USE ANY OF THE FOLLOWING TODAY TO SEARCH ON THE INTERNET (MOBILE DEVICE OR DESKTOP)?

Posed to all respondents.



WHICH OF THE FOLLOWING IS YOUR FAVORITE FOR SEARCHING ON THE INTERNET?

Posed to all respondents.

