BESPOKE MARKET INTELLIGENCE
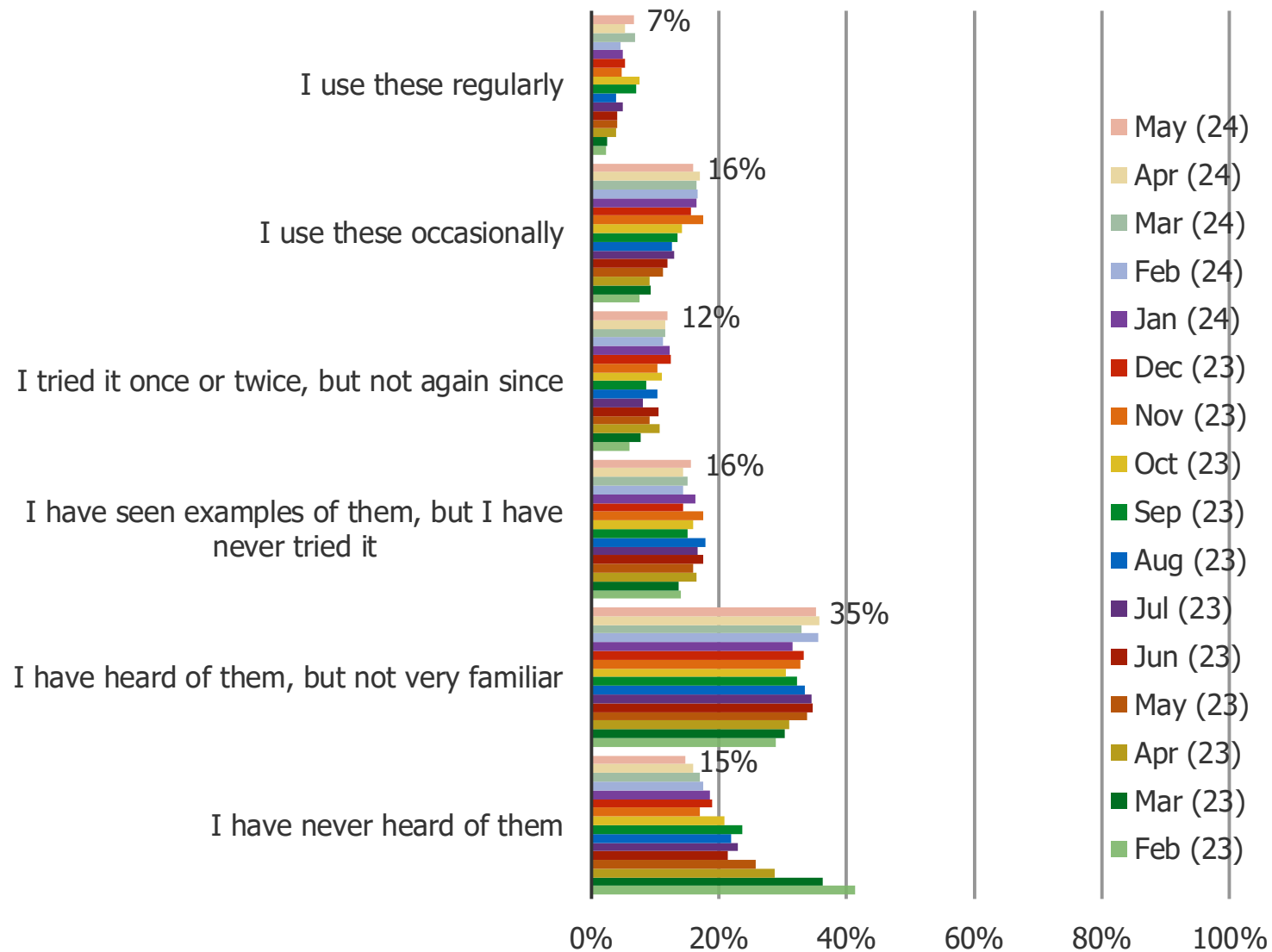
Search and AI

1,500 US Consumers Balanced To Census, Tracked Monthly
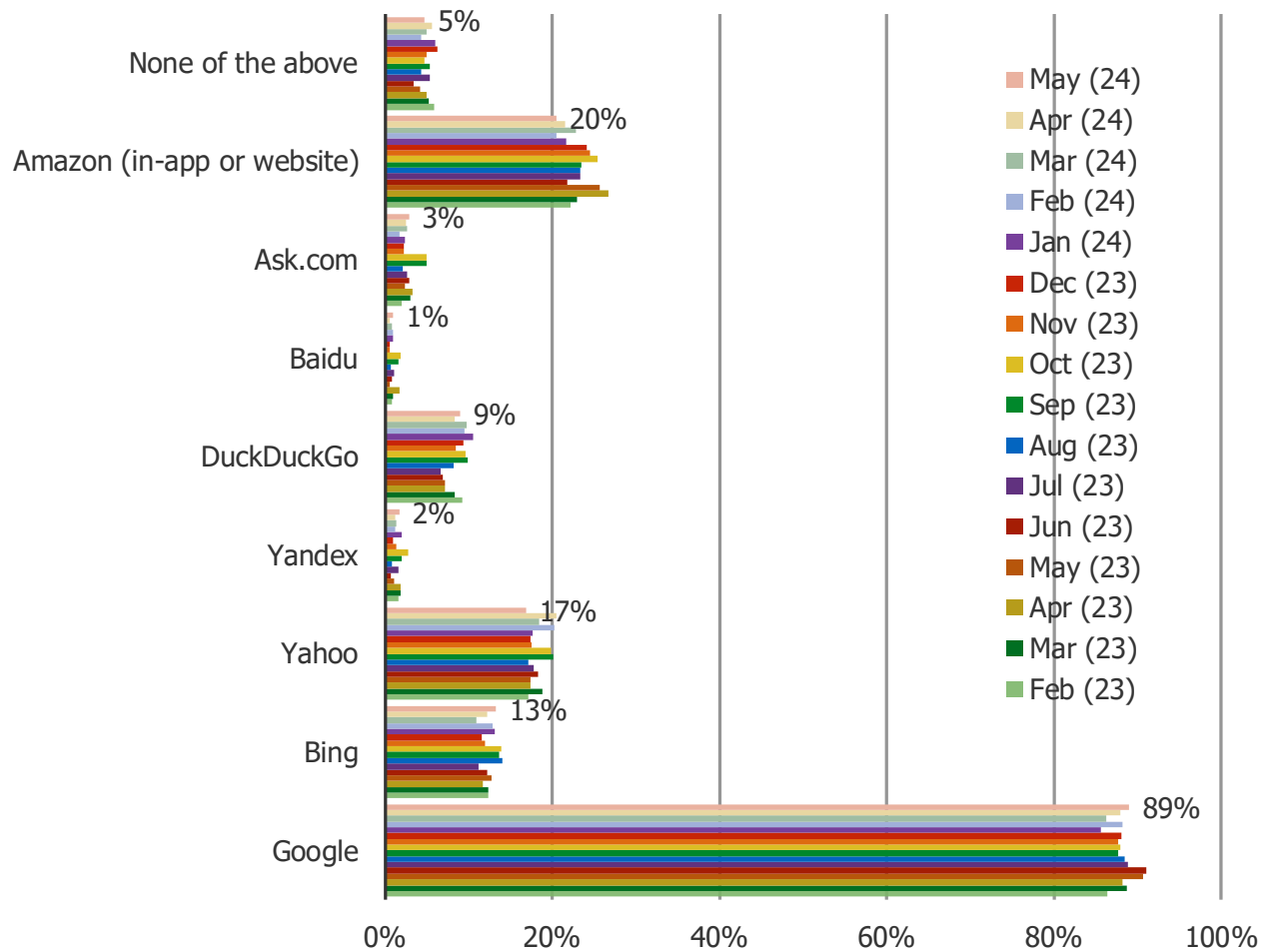
May 2024

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

Posed to all respondents (n = 1,534).

Legend:
- May (24)
- Apr (24)
- Mar (24)
- Feb (24)
- Jan (24)
- Dec (23)
- Nov (23)
- Oct (23)
- Sep (23)
- Aug (23)
- Jul (23)
- Jun (23)
- May (23)
- Apr (23)
- Mar (23)
- Feb (23)

Categories:
- I use these regularly — 7%
- I use these occasionally — 16%
- I tried it once or twice, but not again since — 12%
- I have seen examples of them, but I have never tried it — 16%
- I have heard of them, but not very familiar — 35%
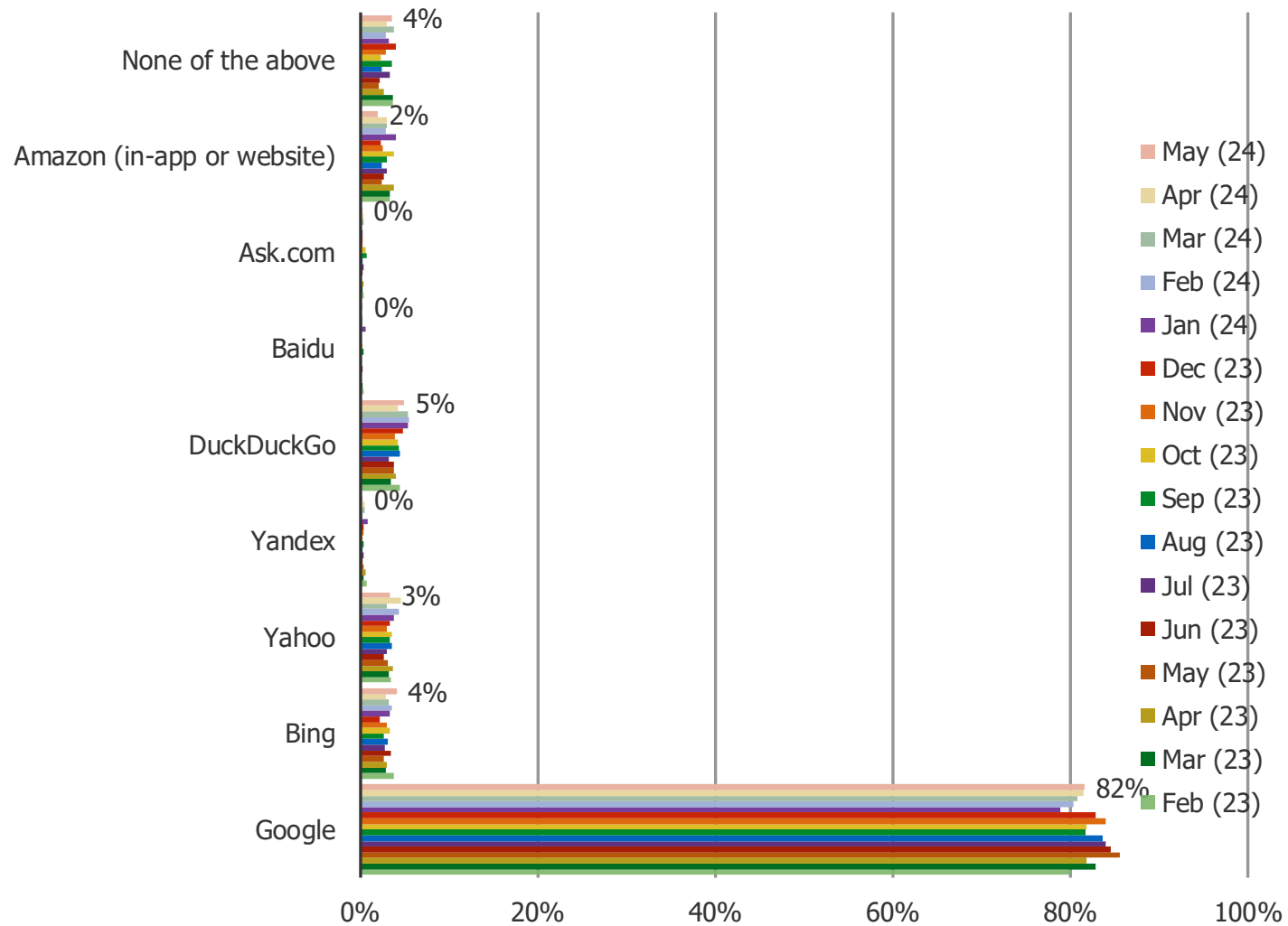- I have never heard of them — 15%

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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 = 1,534).

Legend:
- May (24)
- Apr (24)
- Mar (24)
- Feb (24)
- Jan (24)
- Dec (23)
- Nov (23)
- Oct (23)
- Sep (23)
- Aug (23)
- Jul (23)
- Jun (23)
- May (23)
- Apr (23)
- Mar (23)
- Feb (23)

Categories (with May 24 labels):
- None of the above — 5%
- Amazon (in-app or website) — 20%
- Ask.com — 3%
- Baidu — 1%
- DuckDuckGo — 9%
- Yandex — 2%
- Yahoo — 17%
- Bing — 13%
- Google — 89%

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

Posed to all respondents (n = 1,534).

Legend:
- May (24)
- Apr (24)
- Mar (24)
- Feb (24)
- Jan (24)
- Dec (23)
- Nov (23)
- Oct (23)
- Sep (23)
- Aug (23)
- Jul (23)
- Jun (23)
- May (23)
- Apr (23)
- Mar (23)
- Feb (23)

Categories (top to bottom):
- None of the above — 4%
- Amazon (in-app or website) — 2%
- Ask.com — 0%
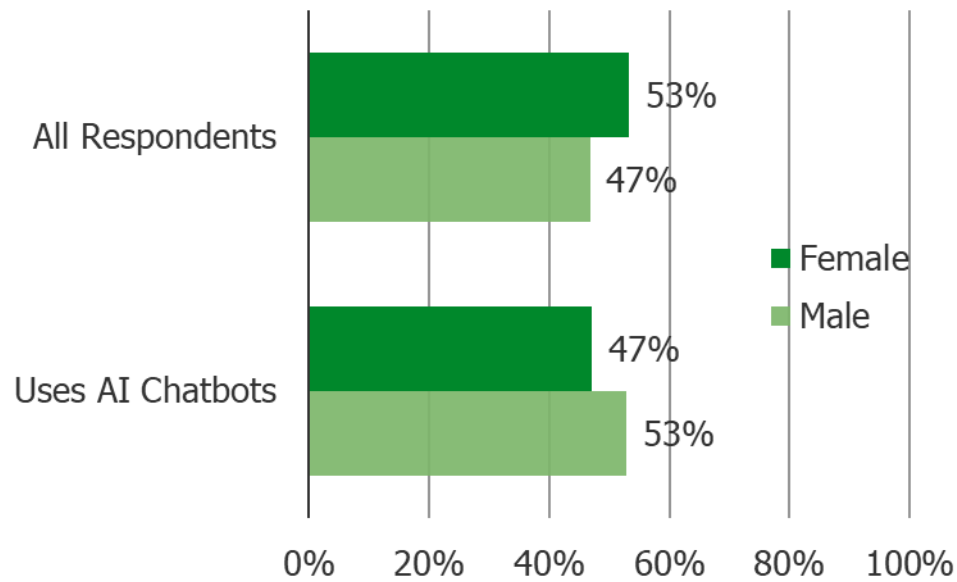- Baidu — 0%
- DuckDuckGo — 5%
- Yandex — 0%
- Yahoo — 3%
- Bing — 4%
- Google — 82%

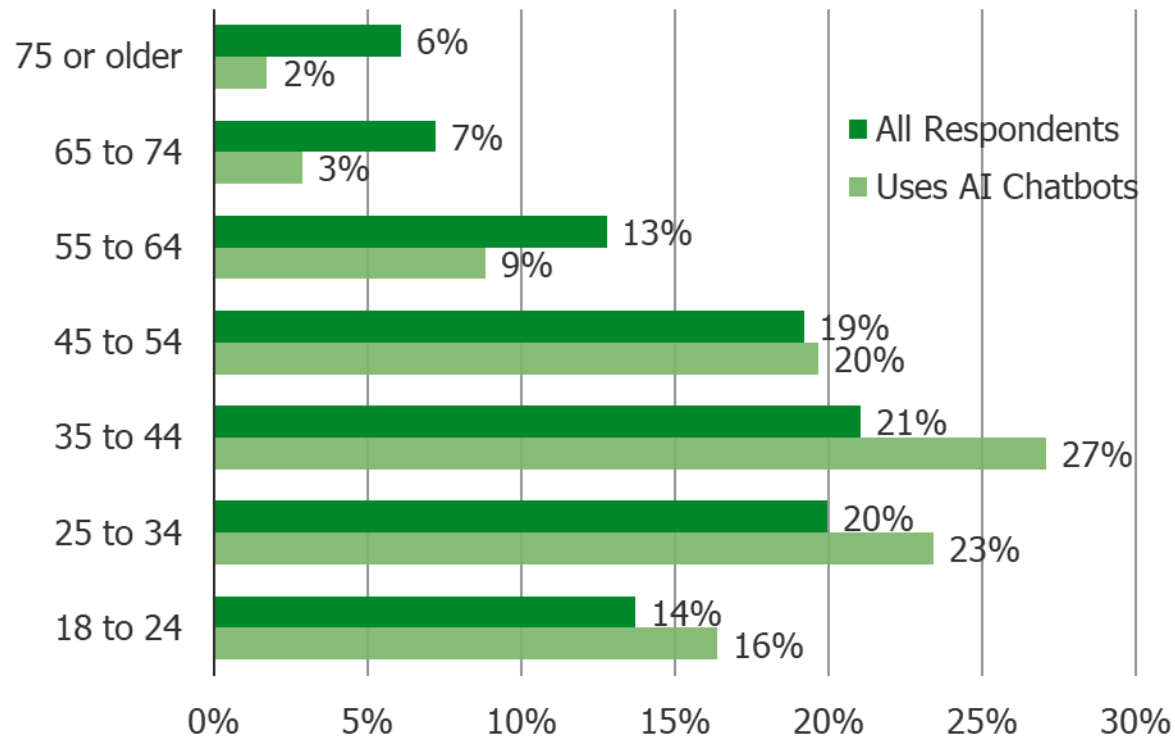# Cross-Tab Analysis (Who is Using AI Chatbots)

Gender

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents
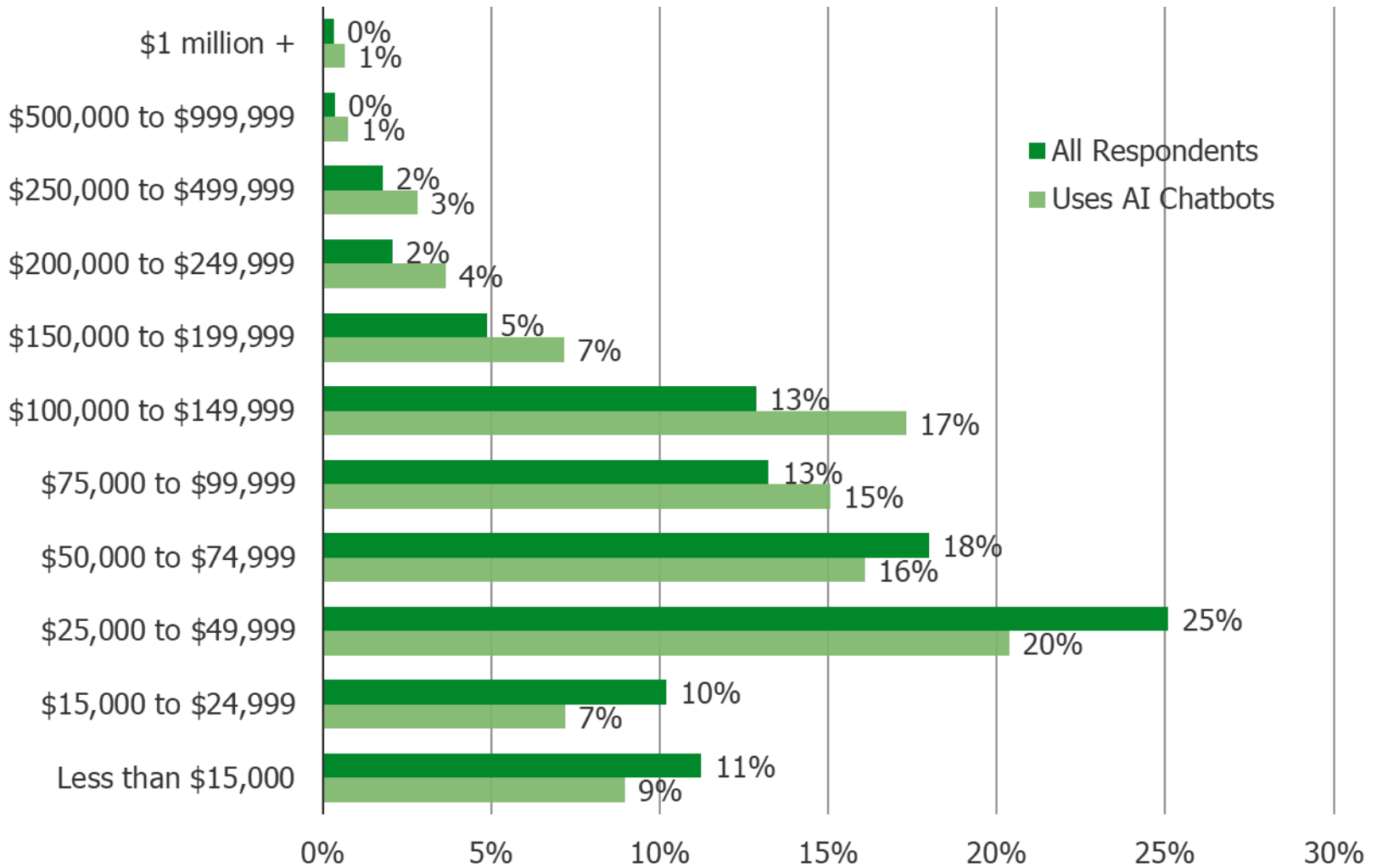
Age

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents
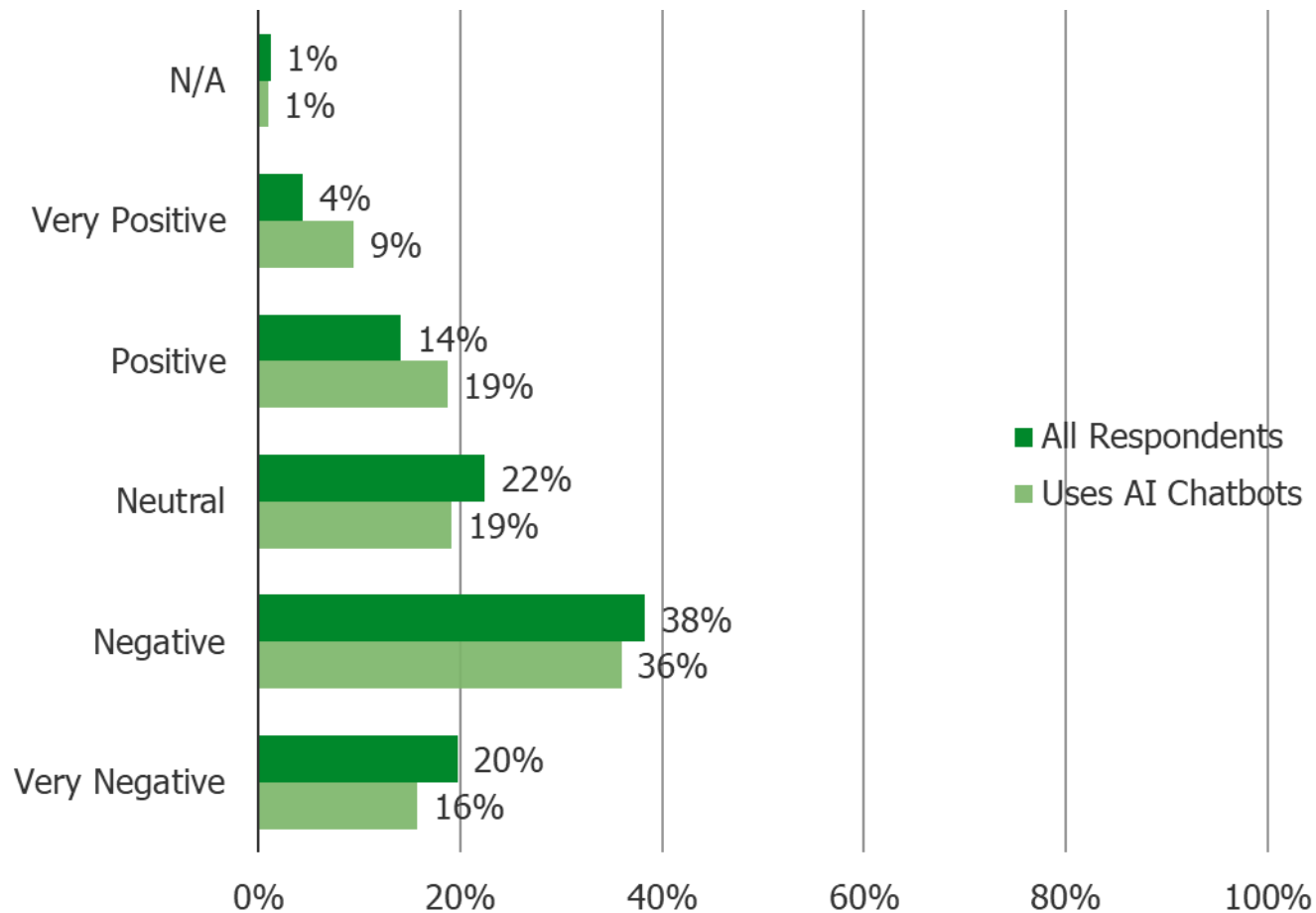
Income

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Legend:
- ■ All Respondents
- ■ Uses AI Chatbots

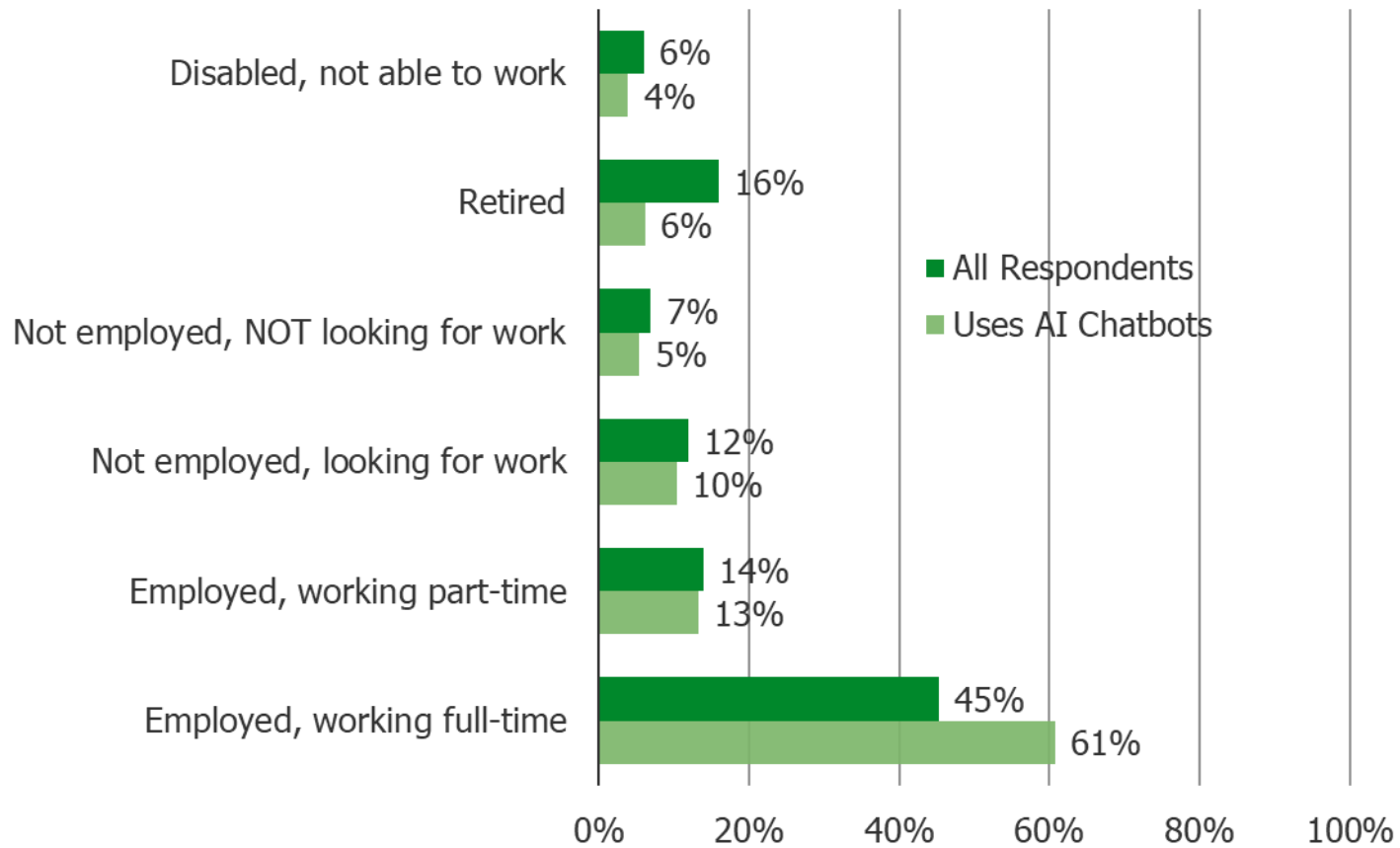| Income	All Respondents	Uses AI Chatbots
$1 million +	0%	1%
$500,000 to $999,999	0%	1%
$250,000 to $499,999	2%	3%
$200,000 to $249,999	2%	4%
$150,000 to $199,999	5%	7%
$100,000 to $149,999	13%	17%
$75,000 to $99,999	13%	15%
$50,000 to $74,999	18%	16%
$25,000 to $49,999	25%	20%
$15,000 to $24,999	10%	7%
Less than $15,000	11%	9%

Confidence in the Economy

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Legend:
- ■ All Respondents
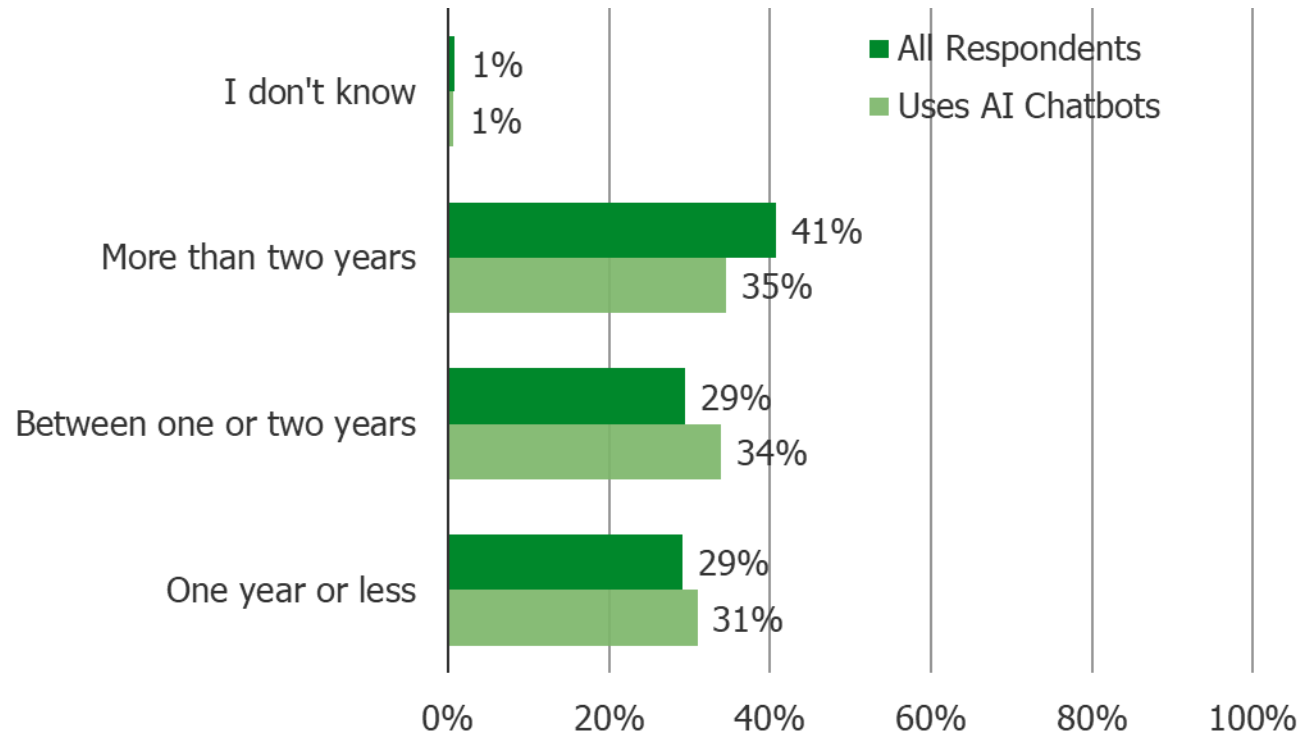- ■ Uses AI Chatbots

Category	All Respondents	Uses AI Chatbots
N/A	1%	1%
Very Positive	4%	9%
Positive	14%	19%
Neutral	22%	19%
Negative	38%	36%
Very Negative	20%	16%

Employment Status

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Disabled, not able to work — All Respondents 6%, Uses AI Chatbots 4%

Retired — All Respondents 16%, Uses AI Chatbots 6%

Not employed, NOT looking for work — All Respondents 7%, Uses AI Chatbots 5%

Not employed, looking for work — All Respondents 12%, Uses AI Chatbots 10%

Employed, working part-time — All Respondents 14%, Uses AI Chatbots 13%

Employed, working full-time — All Respondents 45%, Uses AI Chatbots 61%
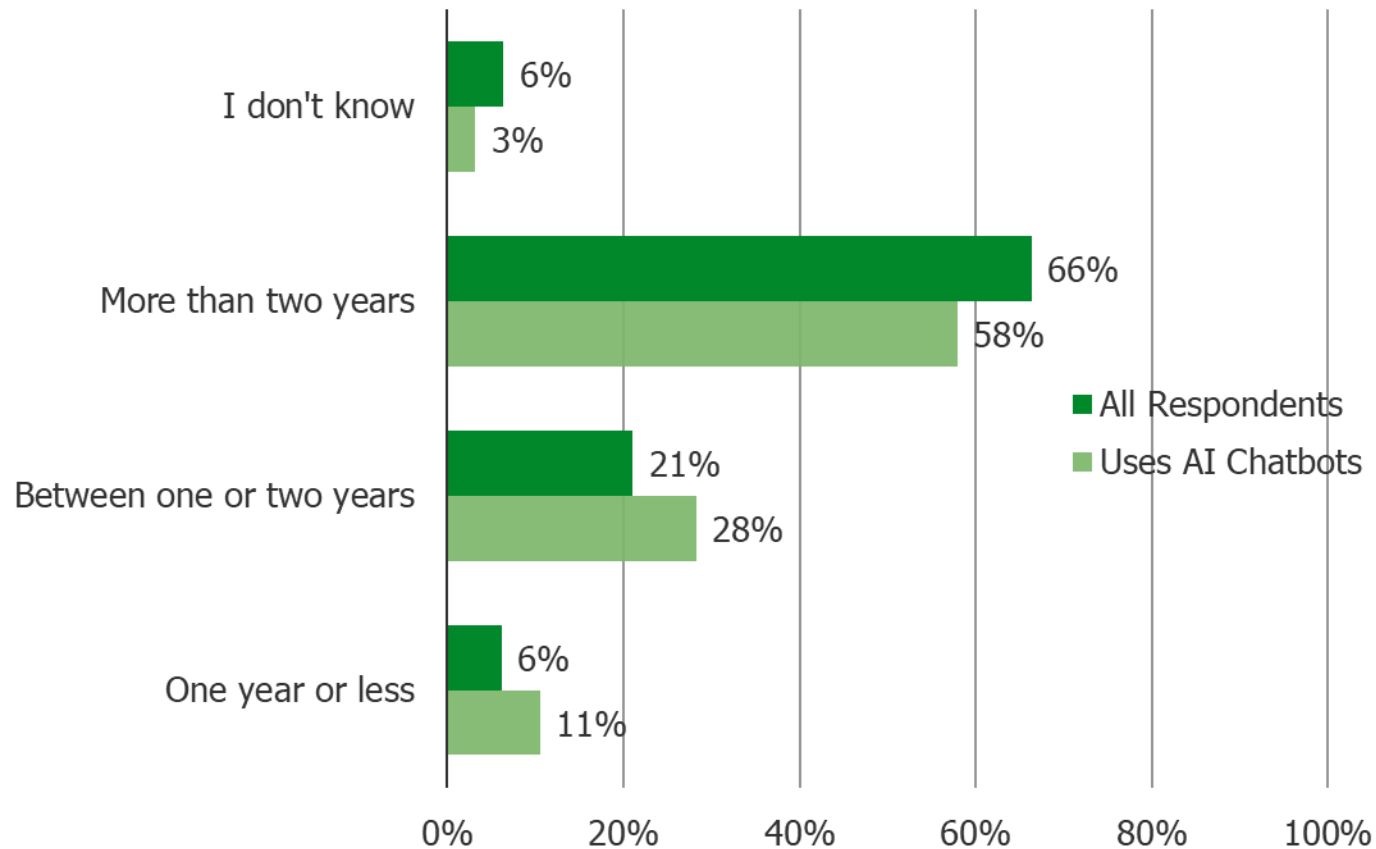
Legend:
- All Respondents
- Uses AI Chatbots

How long have you owned your current smartphone?

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Legend:
- **All Respondents**
- **Uses AI Chatbots**

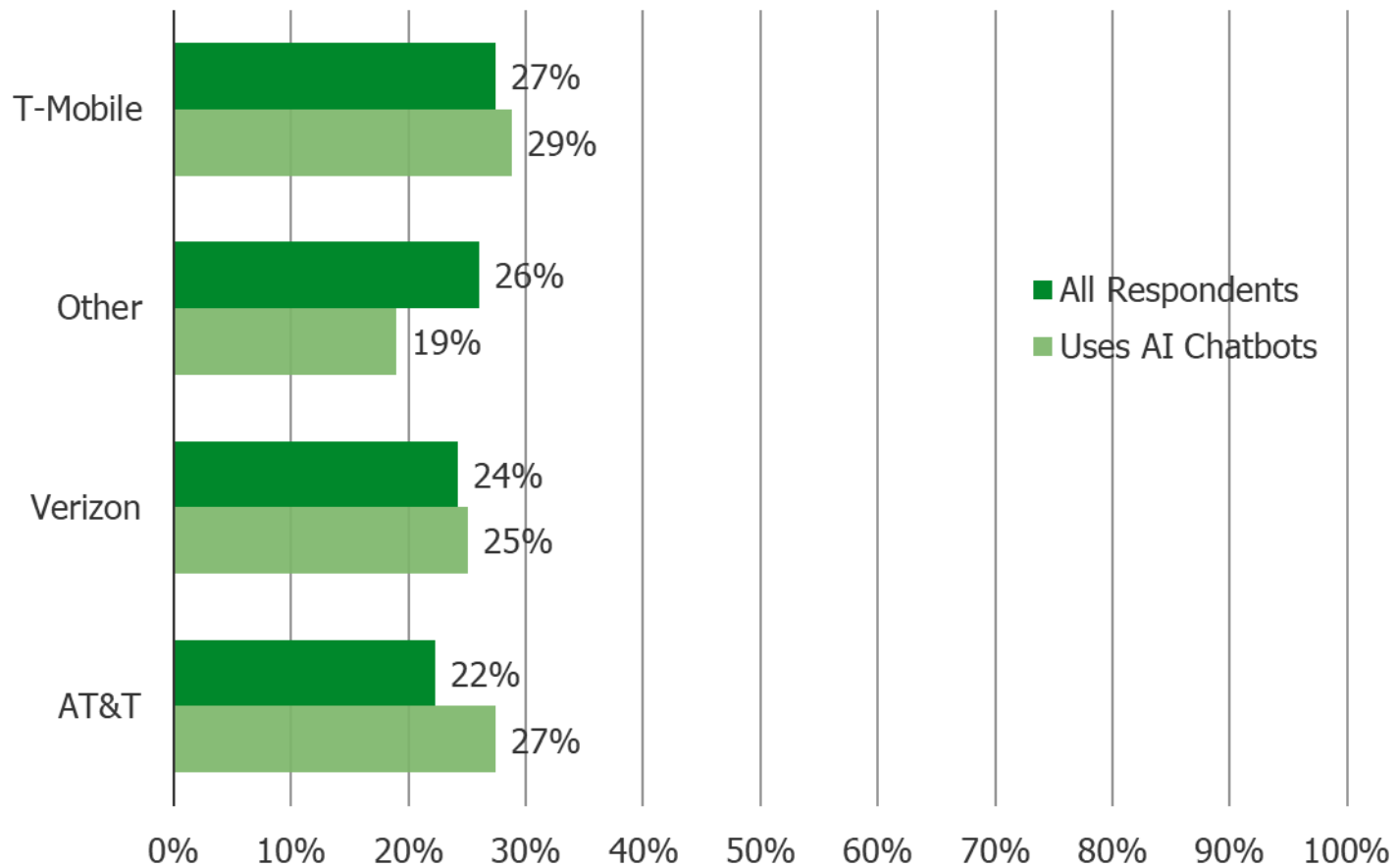| Category	All Respondents	Uses AI Chatbots
I don't know	1%	1%
More than two years	41%	35%
Between one or two years	29%	34%
One year or less	29%	31%

How long do you typically keep a smartphone before getting a new one?

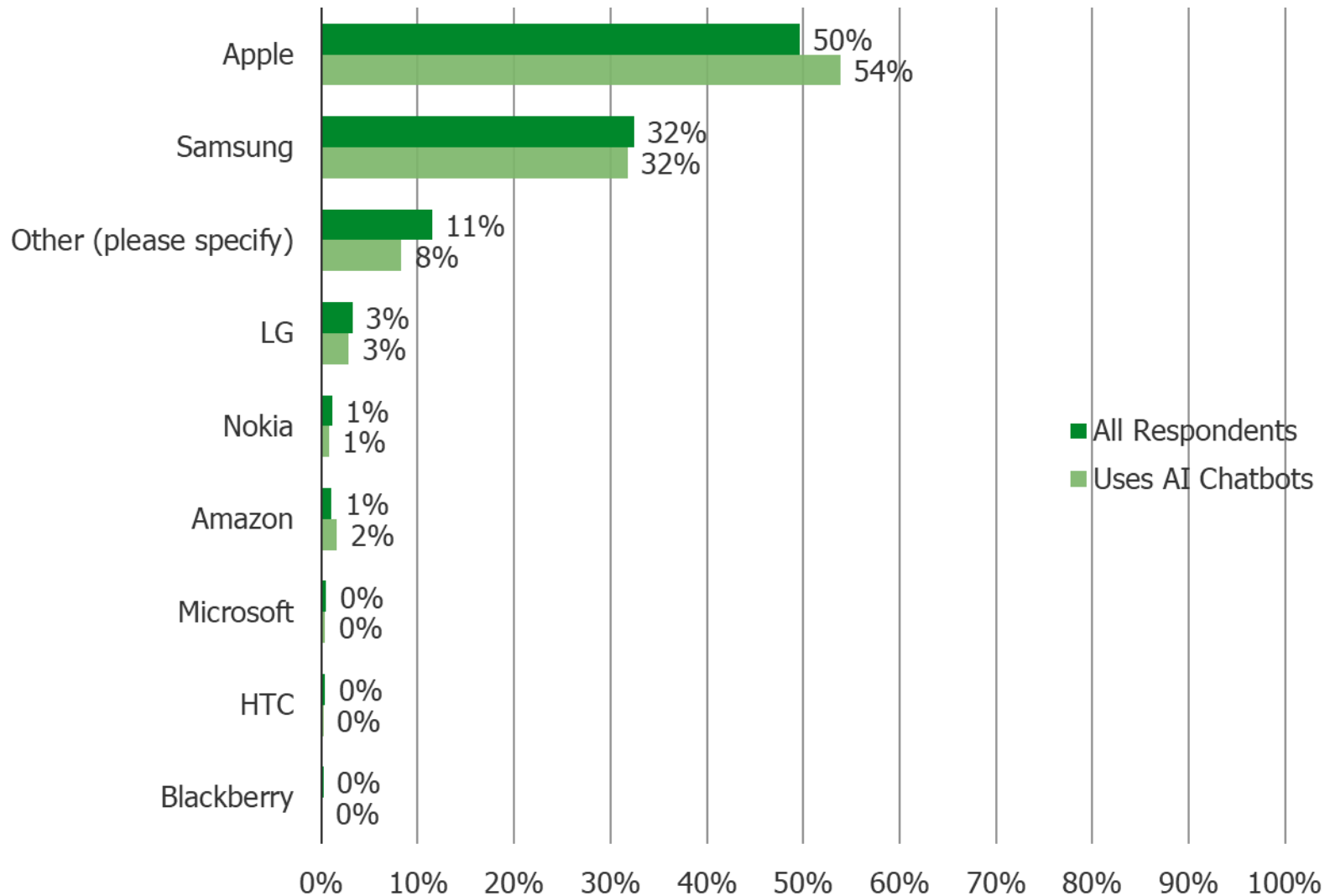*Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents*

Chart comparing "All Respondents" and "Uses AI Chatbots" audiences:

- **I don't know:** All Respondents 6%, Uses AI Chatbots 3%
- **More than two years:** All Respondents 66%, Uses AI Chatbots 58%
- **Between one or two years:** All Respondents 21%, Uses AI Chatbots 28%
- **One year or less:** All Respondents 6%, Uses AI Chatbots 11%

Which service provider do you currently use?

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Legend:
- All Respondents
- Uses AI Chatbots

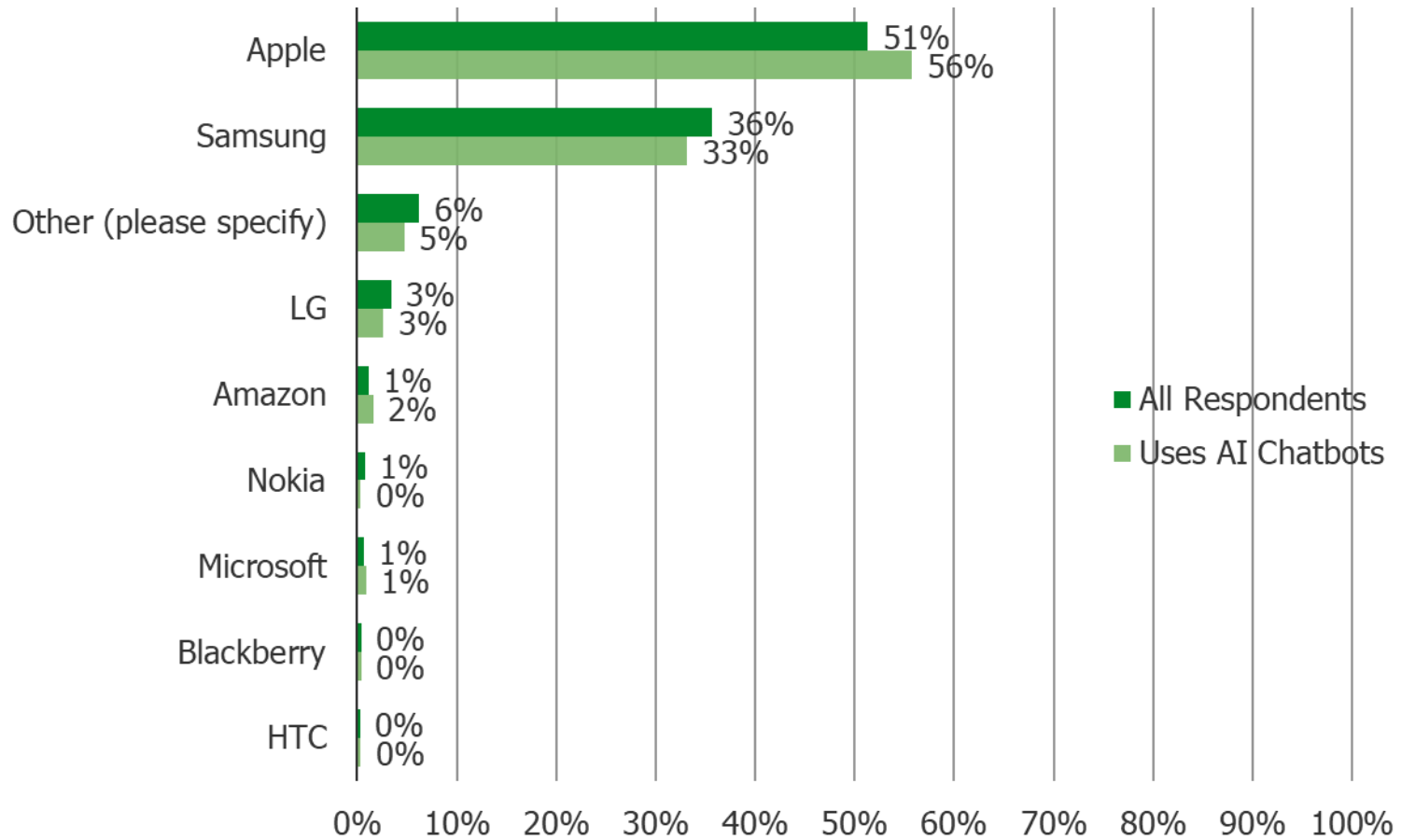| Provider	All Respondents	Uses AI Chatbots
T-Mobile	27%	29%
Other	26%	19%
Verizon	24%	25%
AT&T	22%	27%

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Which smartphone brand do you currently own?

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Brand	All Respondents	Uses AI Chatbots
Apple	50%	54%
Samsung	32%	32%
Other (please specify)	11%	8%
LG	3%	3%
Nokia	1%	1%
Amazon	1%	2%
Microsoft	0%	0%
HTC	0%	0%
Blackberry	0%	0%

Legend:
■ All Respondents
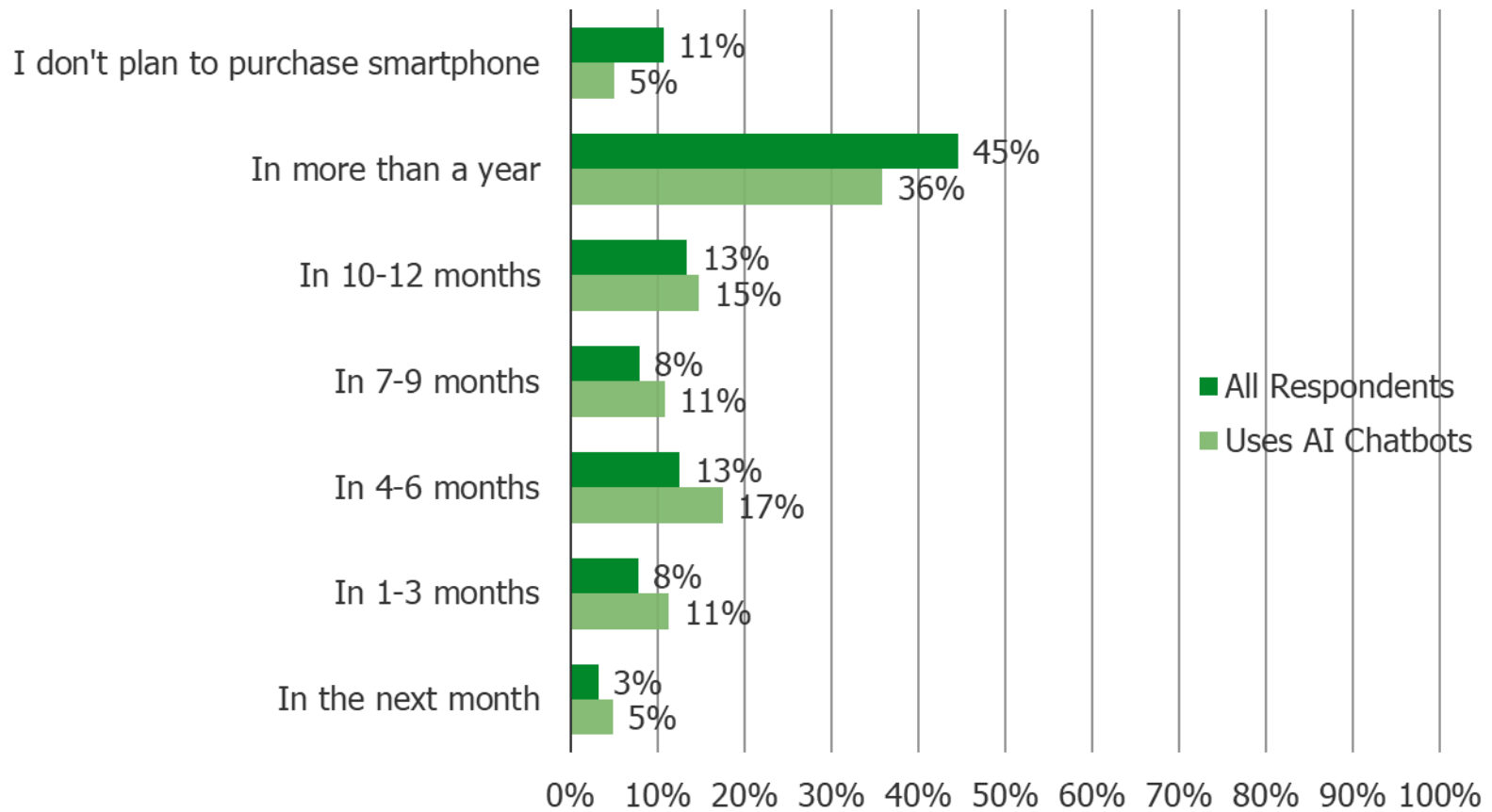■ Uses AI Chatbots

When it is time to purchase a new smartphone, which brand will you be most likely to choose?

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents
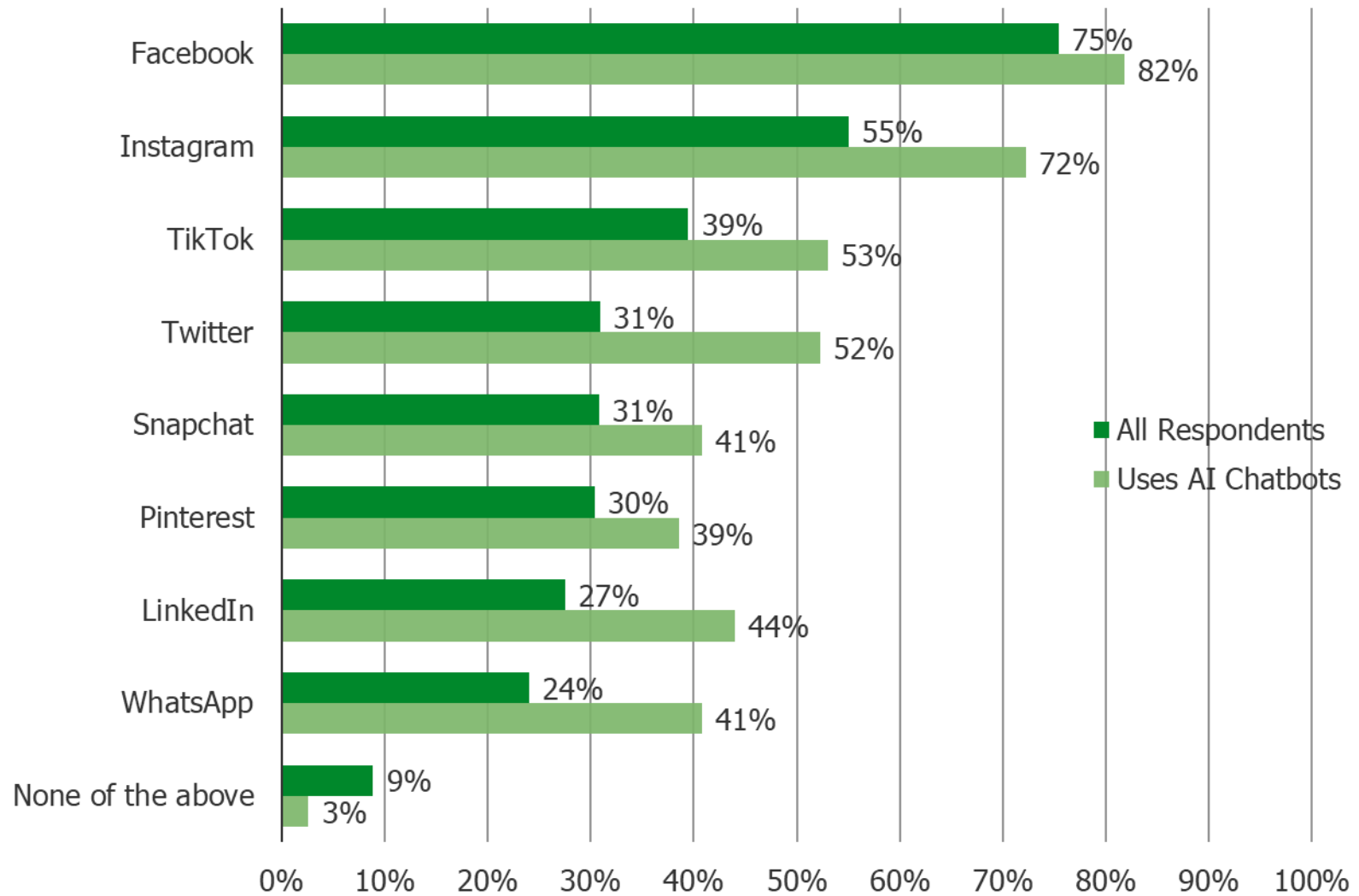

Apple — 51% / 56%
Samsung — 36% / 33%
Other (please specify) — 6% / 5%
LG — 3% / 3%
Amazon — 1% / 2%
Nokia — 1% / 0%
Microsoft — 1% / 1%
Blackberry — 0% / 0%
HTC — 0% / 0%

■ All Respondents
■ Uses AI Chatbots

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When do you expect to purchase a new smartphone?

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents
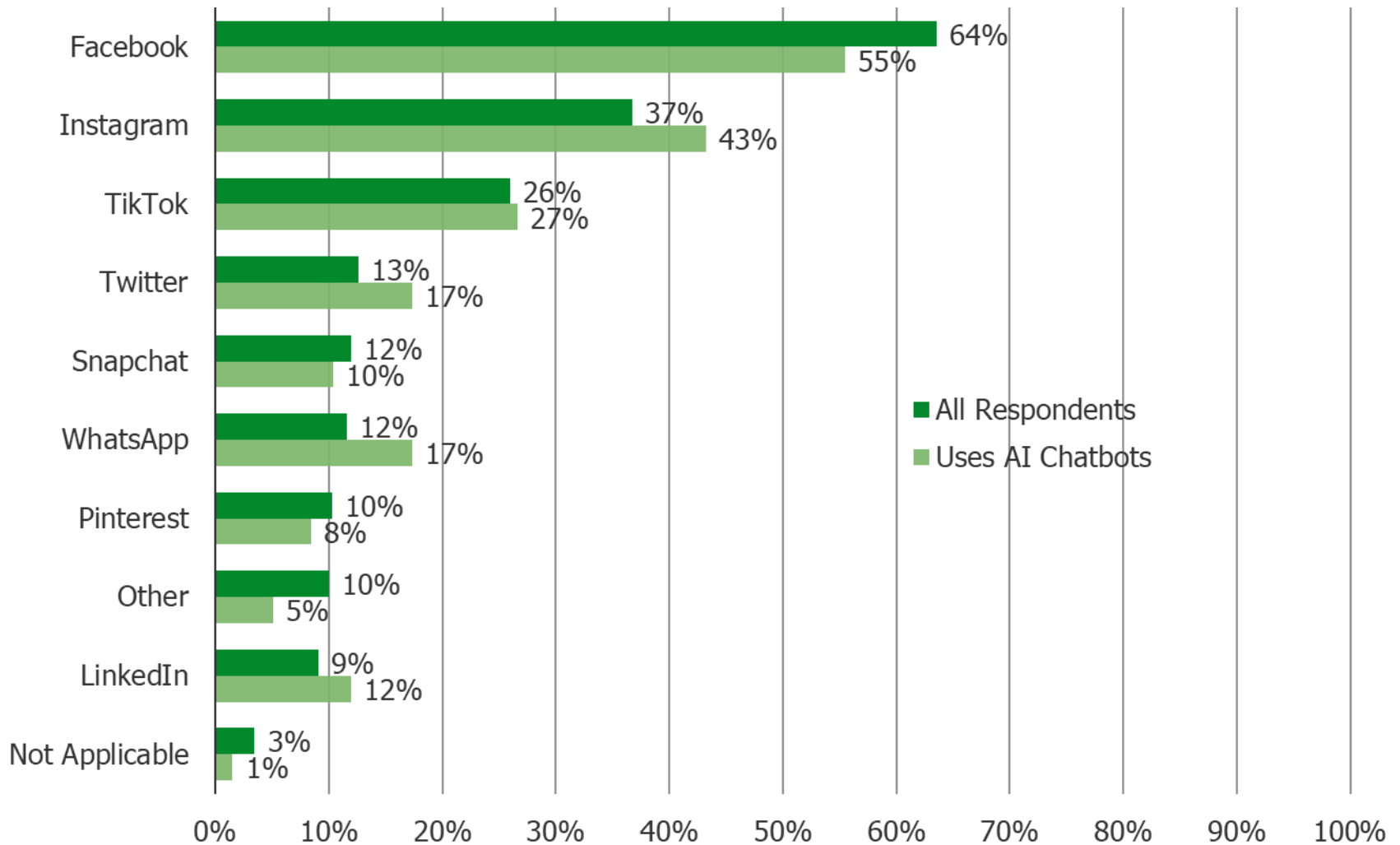
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Which of the following websites/apps do you currently have an account with?

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Legend:
■ All Respondents
■ Uses AI Chatbots

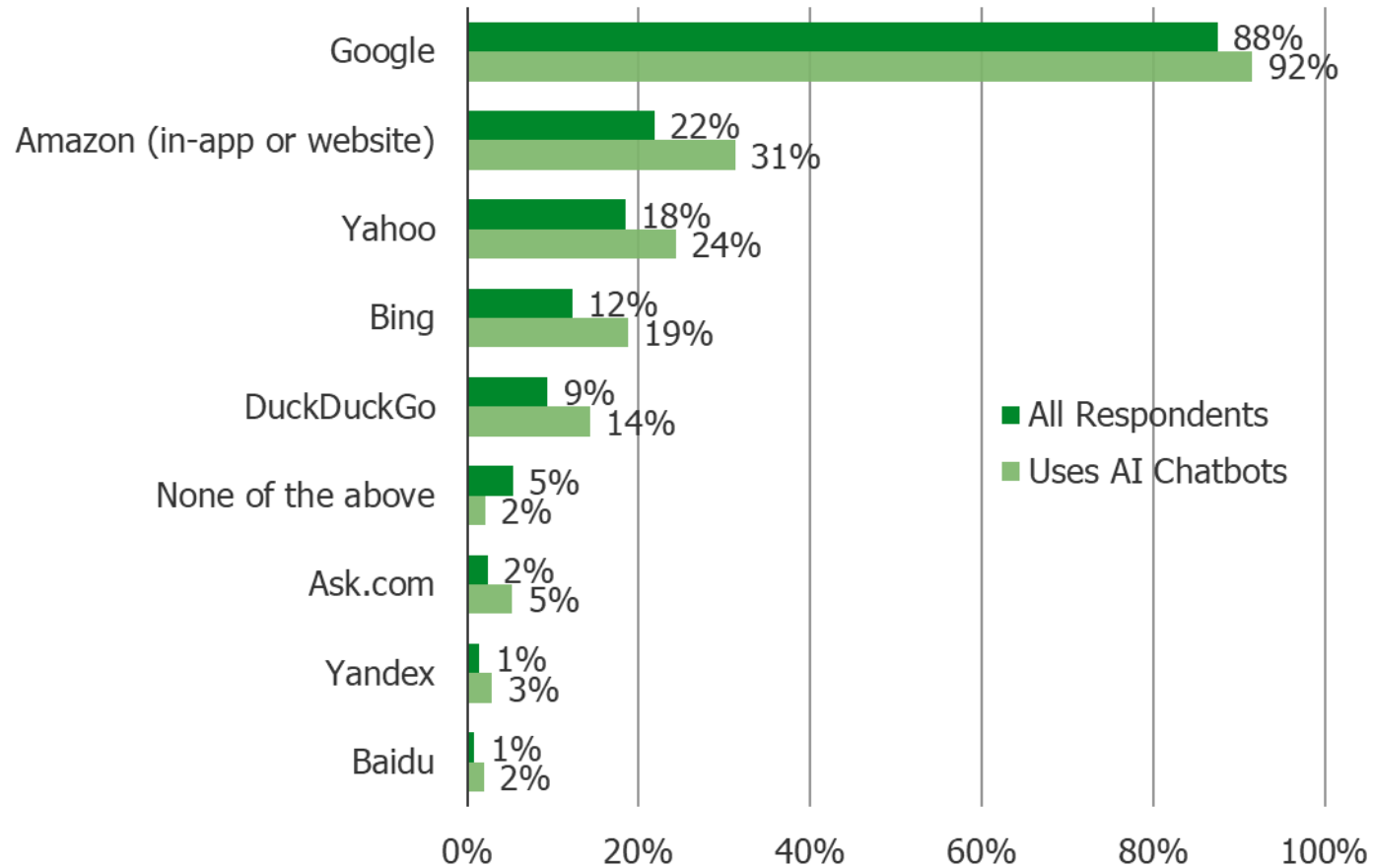| Website/App	All Respondents	Uses AI Chatbots
Facebook	75%	82%
Instagram	55%	72%
TikTok	39%	53%
Twitter	31%	52%
Snapchat	31%	41%
Pinterest	30%	39%
LinkedIn	27%	44%
WhatsApp	24%	41%
None of the above	9%	3%

Out of the following websites/apps please select the two that you use most often.

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Chart legend:
- All Respondents
- Uses AI Chatbots

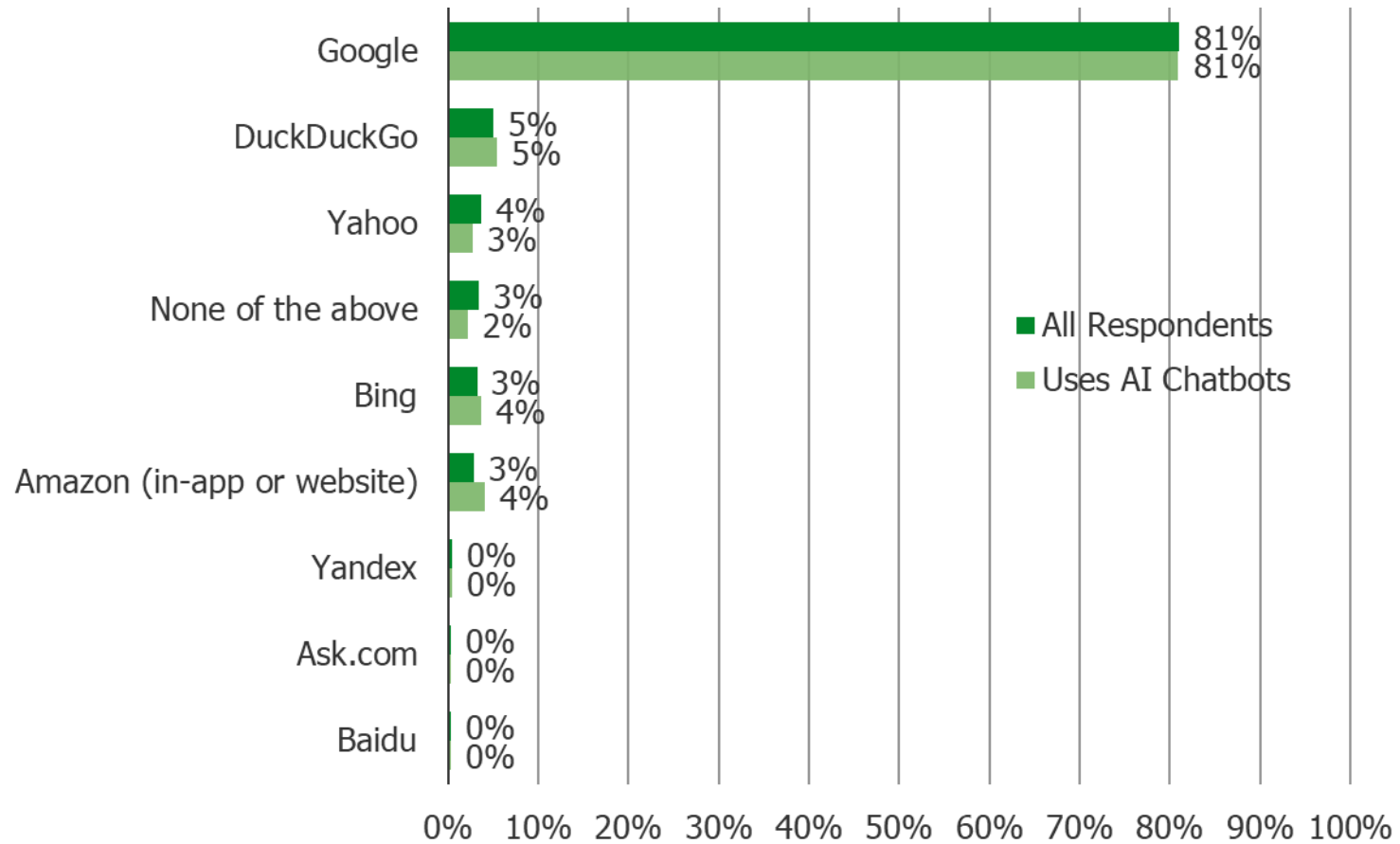| Website/App	All Respondents	Uses AI Chatbots
Facebook	64%	55%
Instagram	37%	43%
TikTok	26%	27%
Twitter	13%	17%
Snapchat	12%	10%
WhatsApp	12%	17%
Pinterest	10%	8%
Other	10%	5%
LinkedIn	9%	12%
Not Applicable	3%	1%

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

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

Google: 88% (All Respondents), 92% (Uses AI Chatbots)
Amazon (in-app or website): 22% (All Respondents), 31% (Uses AI Chatbots)
Yahoo: 18% (All Respondents), 24% (Uses AI Chatbots)
Bing: 12% (All Respondents), 19% (Uses AI Chatbots)
DuckDuckGo: 9% (All Respondents), 14% (Uses AI Chatbots)
None of the above: 5% (All Respondents), 2% (Uses AI Chatbots)
Ask.com: 2% (All Respondents), 5% (Uses AI Chatbots)
Yandex: 1% (All Respondents), 3% (Uses AI Chatbots)
Baidu: 1% (All Respondents), 2% (Uses AI Chatbots)

Legend:
■ All Respondents
■ Uses AI Chatbots

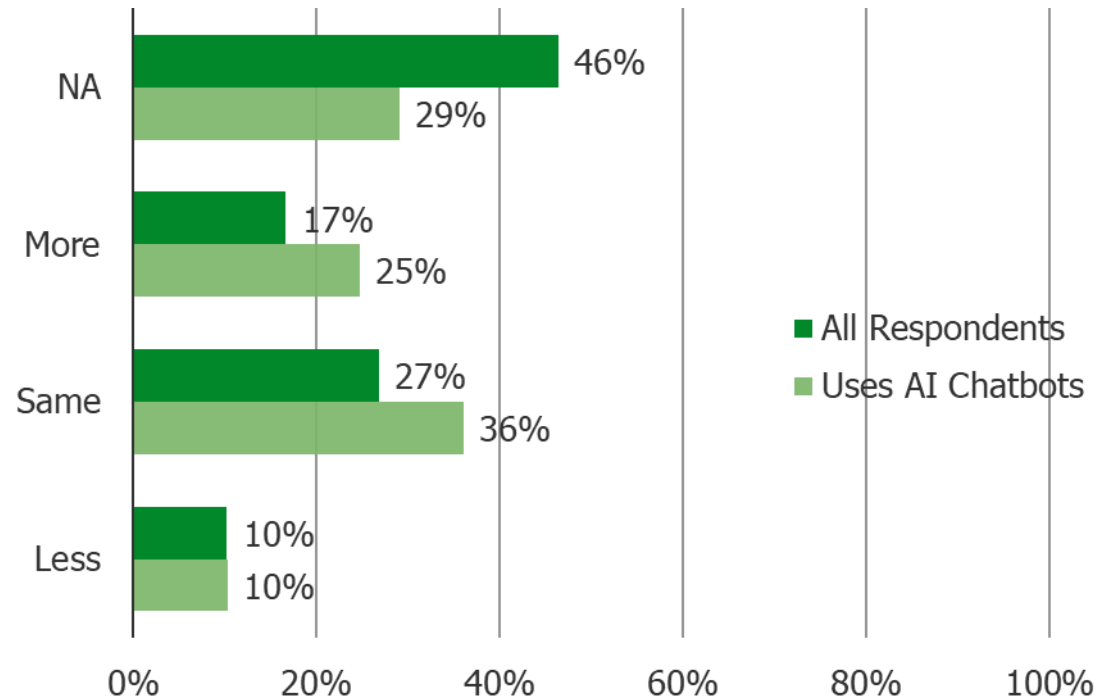# Bespoke Intel | Survey Research

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

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents
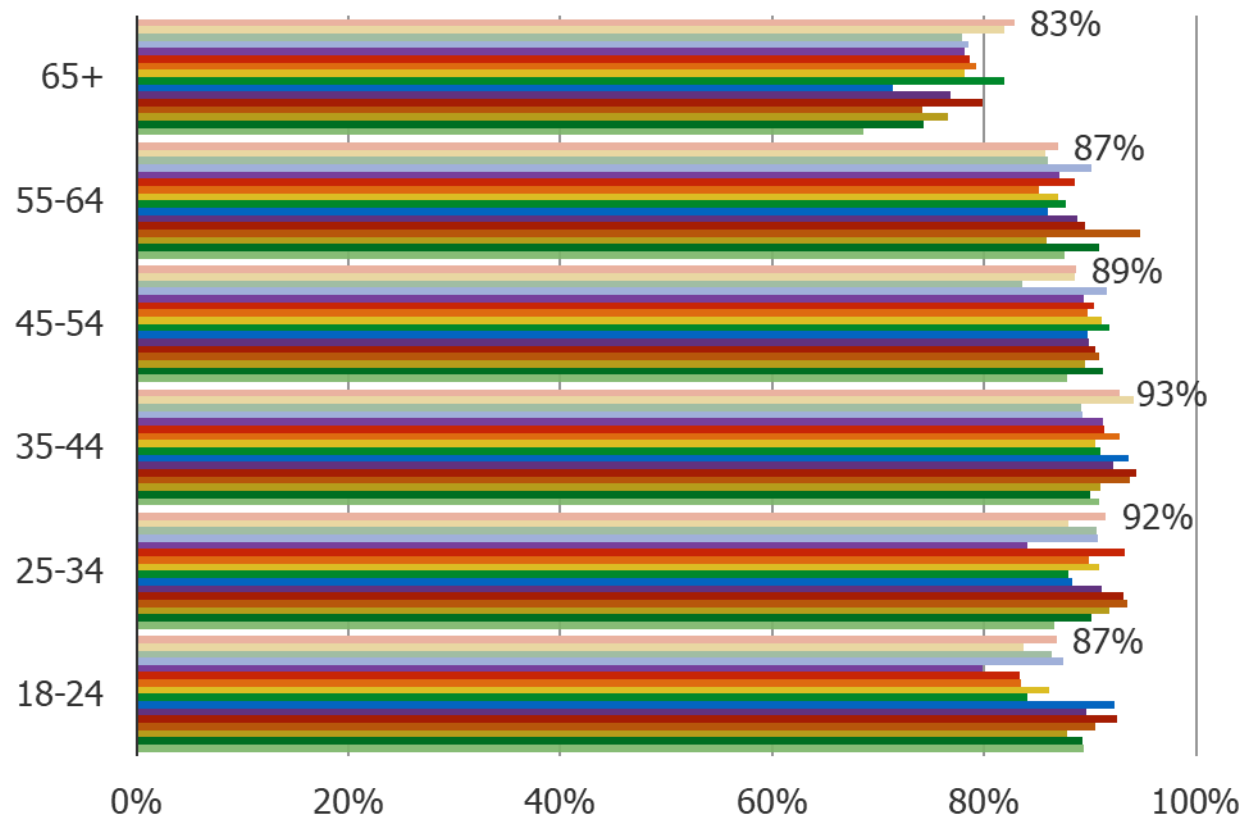

	All Respondents	Uses AI Chatbots
Google	81%	81%
DuckDuckGo	5%	5%
Yahoo	4%	3%
None of the above	3%	2%
Bing	3%	4%
Amazon (in-app or website)	3%	4%
Yandex	0%	0%
Ask.com	0%	0%
Baidu	0%	0%

Have you been doing any of the following more or less often compared to normal during the past month? Working From Home

Comparing Two Audiences: A) Uses AI Chatbots Regularly or Occasionally and B) All Respondents

NA — All Respondents: 46%, Uses AI Chatbots: 29%
More — All Respondents: 17%, Uses AI Chatbots: 25%
Same — All Respondents: 27%, Uses AI Chatbots: 36%
Less — All Respondents: 10%, Uses AI Chatbots: 10%

- All Respondents
- Uses AI Chatbots

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

Cross-Tab: % of Respondents From Each Age Bucket Who Selected Google

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

Cross-Tab: % of Respondents From Each Age Bucket Who Selected Google