

BESPOKE SURVEYS

Search, Vol 8

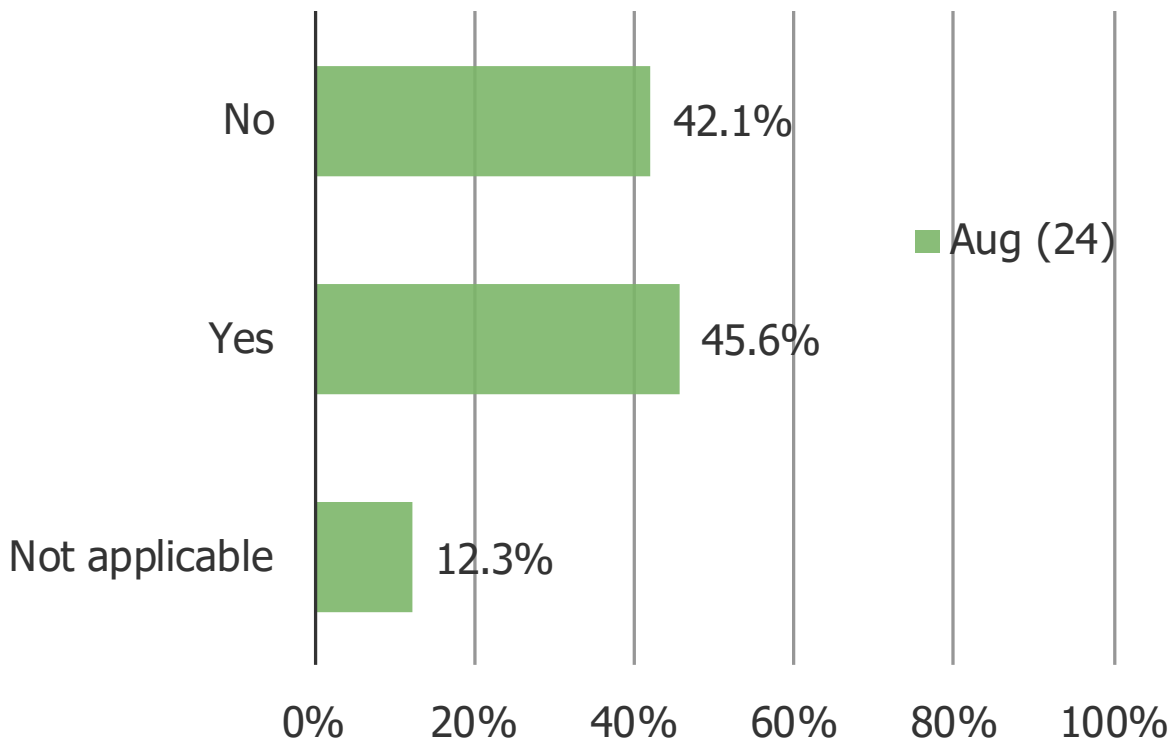
1250+ Respondents Per Quarter

Search

# AI CHATBOTS

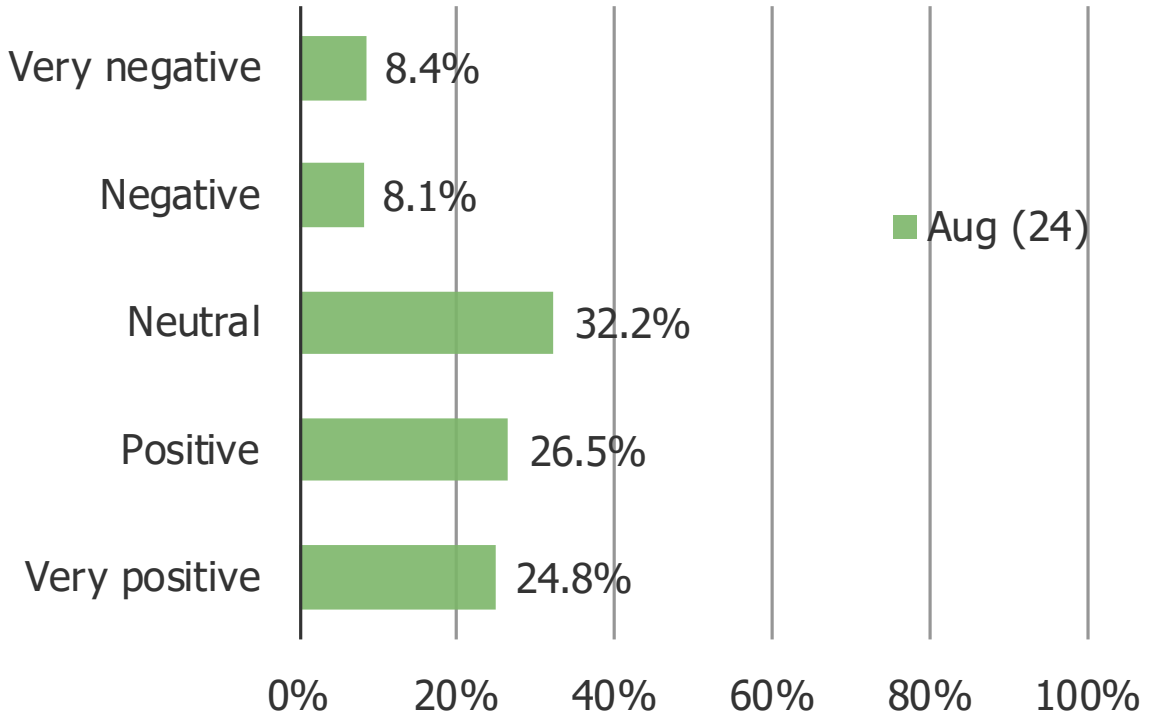
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES?  
(EXAMPLE ABOVE)

Posed to all respondents.



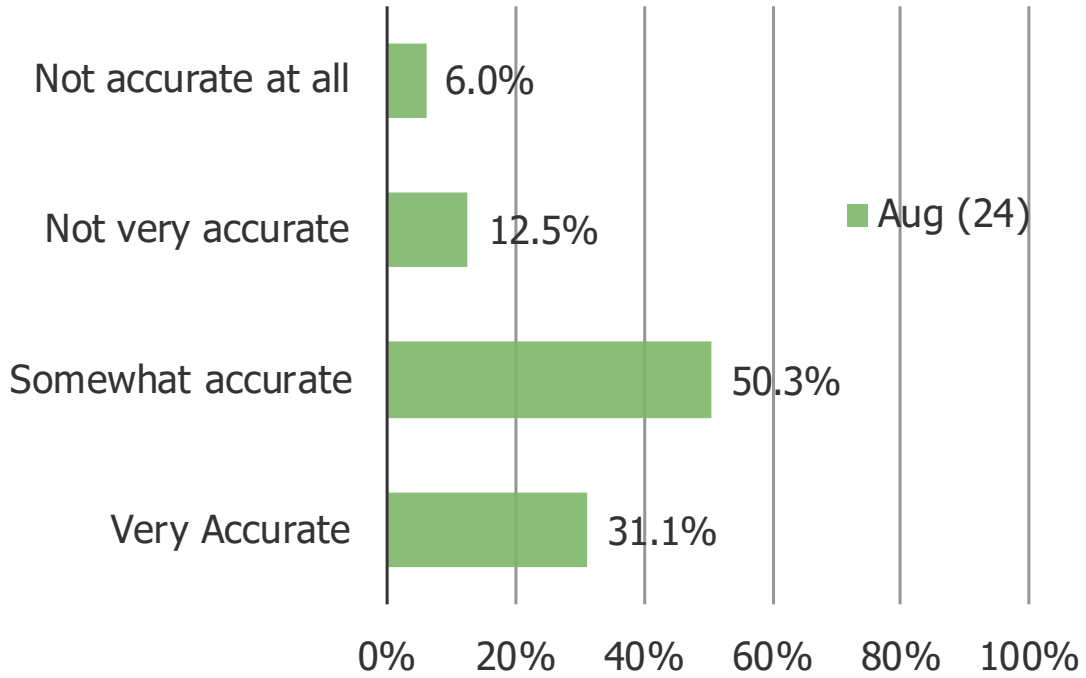
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

Posed to all respondents who have noticed AI overviews in Google search results.



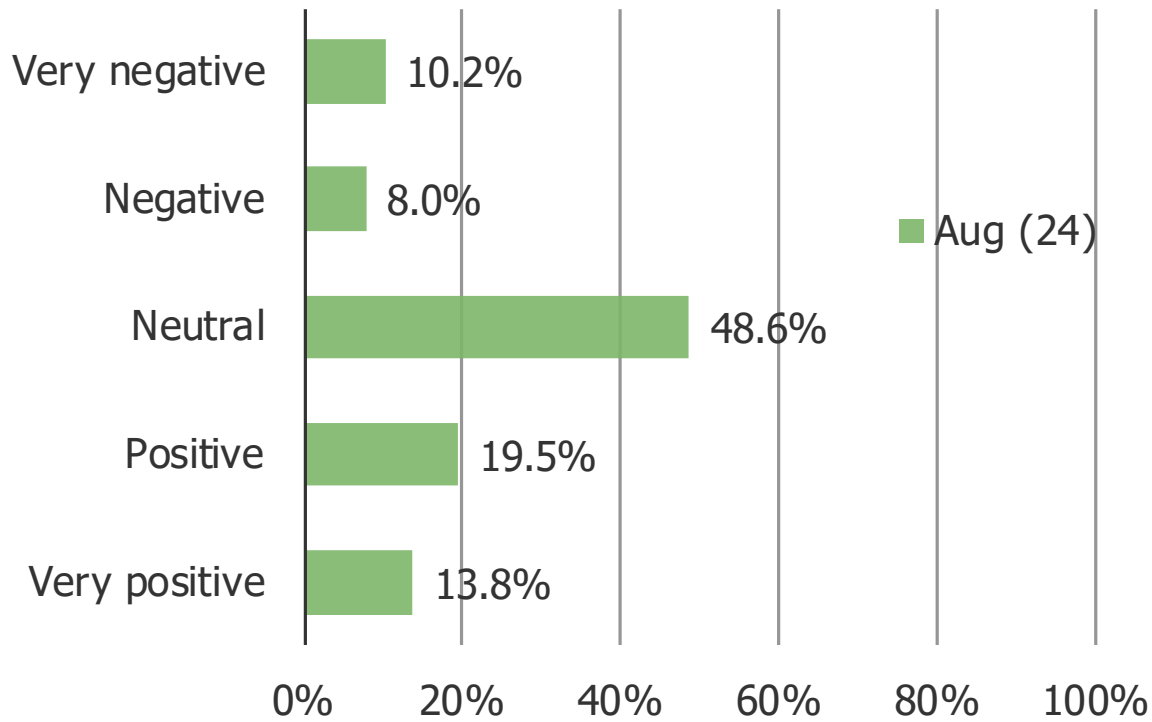
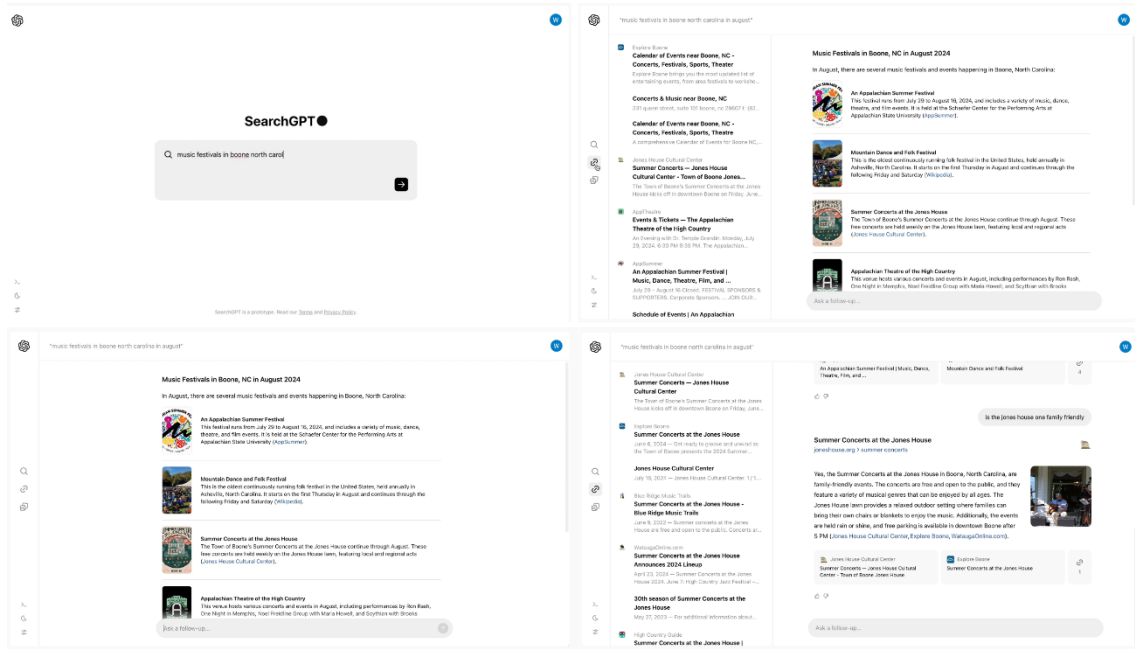
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

Posed to all respondents who have noticed AI overviews in Google search results.



BELOW ARE IMAGES OF RESULTS FROM A NEW SEARCH ENGINE POWERED BY CHATGPT CALLED SEARCHGPT. IT WILL BE A SEARCH ENGINE ENHANCED BY ARTIFICIAL INTELLIGENCE. WHAT IS YOUR OPINION OF IT BASED ON THE IMAGES OF SEARCH RESULTS ABOVE?

Posed to all respondents.



BELOW ARE IMAGES OF RESULTS FROM A NEW SEARCH ENGINE POWERED BY CHATGPT CALLED SEARCHGPT. IT WILL BE A SEARCH ENGINE ENHANCED BY ARTIFICIAL INTELLIGENCE. WHAT IS YOUR OPINION OF IT BASED ON THE IMAGES OF SEARCH RESULTS ABOVE?

### Optional Comments

AI is dangerous  
AI is DANGEROUS and should be ILLEGAL  
AI will become dangerous to security and society  
AI will NEVER compare to human intelligence. Who invented AI? Humans  
AS I stated ...much too complicated for my needs  
Beautiful  
because  
Because ChatGPT is trying to help you.  
Because I have never used it.  
Because it's going to take over humans  
Can read it in this browser  
cannot even read what's displayed above  
it appears okay  
it looks confusing  
Censoring data  
ChatGPT is not free.  
Cluttered  
Compter generated  
confusing superfluous information  
Detailed description  
Don't like it  
Don't understand it  
Don't care  
Don't care either way  
Don't interest me  
Don't know much about it  
Don't like AI searching  
dont now about it  
don't trust AI  
dont trust it  
Easy to use  
Fast and easy  
Good  
Good  
Good morning  
I am old school and I prefer to speak to a human most of the time  
I am skeptical  
I can't read the results to form a full opinion  
I do not use it  
I don't know enough about it to say otherwise  
I don't fully trust this technology.  
I don't know anything about it.  
I don't like AI'S  
I don't really care  
I don't trust it  
I don't use and don't know how to use and have no interest to use I future  
I don't use this method of research  
I feel like AI is taking away jobs

BELOW ARE IMAGES OF RESULTS FROM A NEW SEARCH ENGINE POWERED BY CHATGPT CALLED SEARCHGPT. IT WILL BE A SEARCH ENGINE ENHANCED BY ARTIFICIAL INTELLIGENCE. WHAT IS YOUR OPINION OF IT BASED ON THE IMAGES OF SEARCH RESULTS ABOVE?

### Optional Comments

I find AI rather "spooky!"  
I get redirected when I am looking for something specific.  
I hate AI  
i havent used this much so to form an accurate opinion i would have to use it more  
I just don't trust it  
I like how it condenses all the answers.  
i never use this site before.  
I prefer this option over AI overviews in Google searches because when I use Google, I expect to see actual websites first. I like the option of having SearchGPT, so I will see AI recommendations when I actively seek them out.  
I still not sure how I feel about ai  
I want AI out of our lives. Not interested and don't trust  
I will see how it works before having an opinion  
I would like to see how far it's going  
I'm not going to use it unless I have to  
informative  
It does the job.  
It has too many options.  
It is very useful  
It makes life easier. I like the wiki infinite info at all times but it isn't necessary for every little task.  
It only gives leftist answers programmed by socialists  
It seems unbiased  
It seems very cluttered.  
It will spy on me.  
It works, but is a little long for a search.  
It's annoying  
It's helpful  
it's not helpful  
It's pretty good to me in terms of its layout  
Just because  
Leave technology alone  
Looks good  
Looks kinda like Bing. I hate Bing.  
Lots of information!  
Maybe too much  
Misleading Information That You Couldn't Gain From  
More conversant  
no opion very little knowledge about AI tech.  
Not accurate/risky  
Not as polished as Google but looks promising  
Not needed  
Not particularly interested in it  
not sure about  
Not trustworthy fraud  
One the one hand, it'll be convenient, but on the other hand, it'll be kinda scary  
Seems cleaner  
Seems informative  
Still will always have issues due to not a real person search  
Taking jobs away people will second guess them selves



BELOW ARE IMAGES OF RESULTS FROM A NEW SEARCH ENGINE POWERED BY CHATGPT CALLED SEARCHGPT. IT WILL BE A SEARCH ENGINE ENHANCED BY ARTIFICIAL INTELLIGENCE. WHAT IS YOUR OPINION OF IT BASED ON THE IMAGES OF SEARCH RESULTS ABOVE?

### Optional Comments

Terribly cluttered interface

The ChatBot gave several references of answers for the question asked.

The Internet is huge and chat bots mess up all the time and miss data

The only way I could

To much information at one time to try to make choices, your spending more time reading than discovering things

Too busy

too intrusive

Too much a anmthe letters I tied n kne

too much information...too hard to read

Too much reading want one answer

Too much stuff to read to find out a simple answer.

Unnecessary

Visual

We're rushing into AI with little experience or understanding

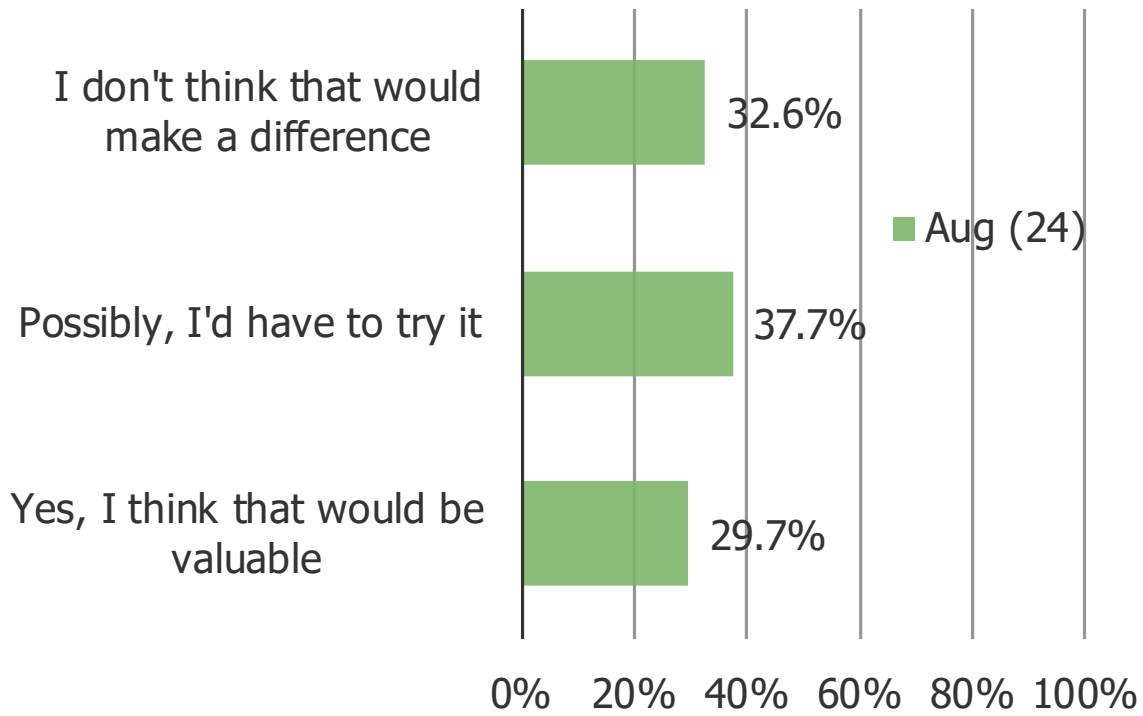
With as unreliable and inconsistent as chatgpt has been proven to be, I have no interest in a search engine based around it

Would have to use it for myself to get a real opinion on it.

you ever heard of Skynet?

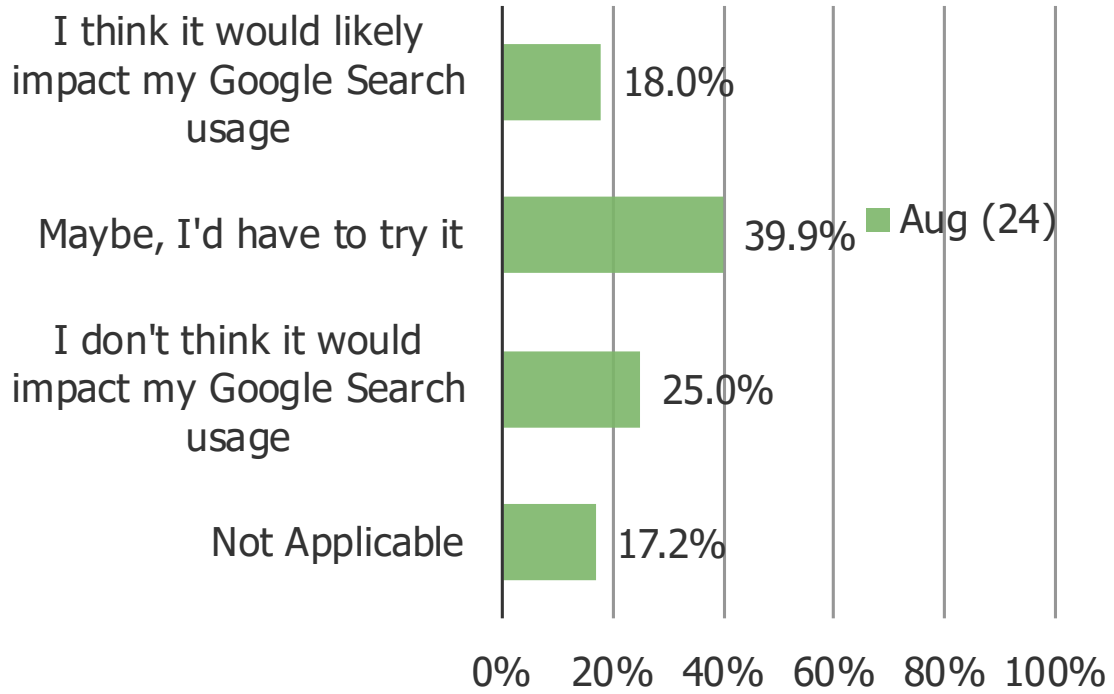
WOULD YOU FIND IT VALUABLE TO BE ABLE TO ASK FOLLOW-UP QUESTIONS WITHIN A SEARCH THREAD, WITHOUT HAVING TO START A NEW SEARCH?

Posed to all respondents.



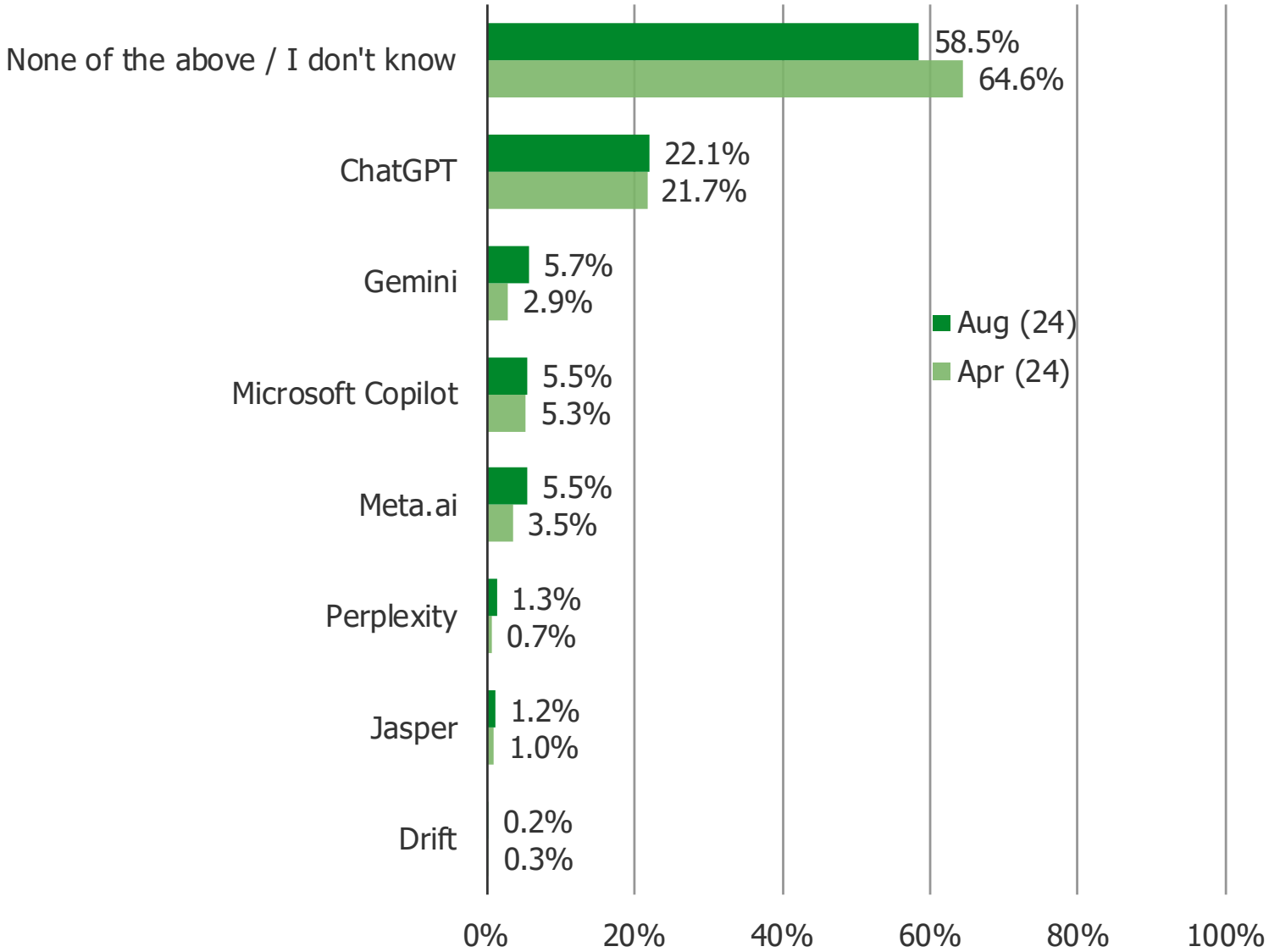
WOULD THE AVAILABILITY OF A SEARCH ENGINE LIKE THE ABOVE EXAMPLE OF SEARCHGPT CAUSE YOU TO USE GOOGLE SEARCH LESS?

Posed to all respondents.



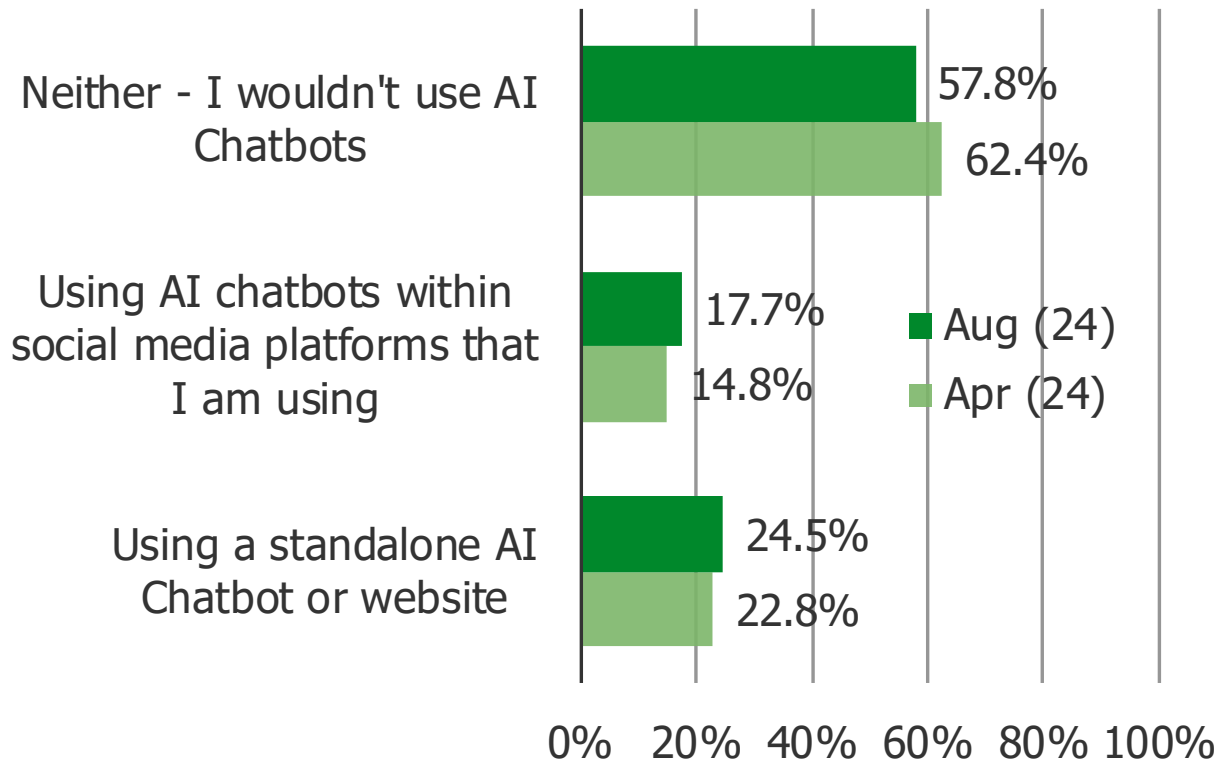
WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.



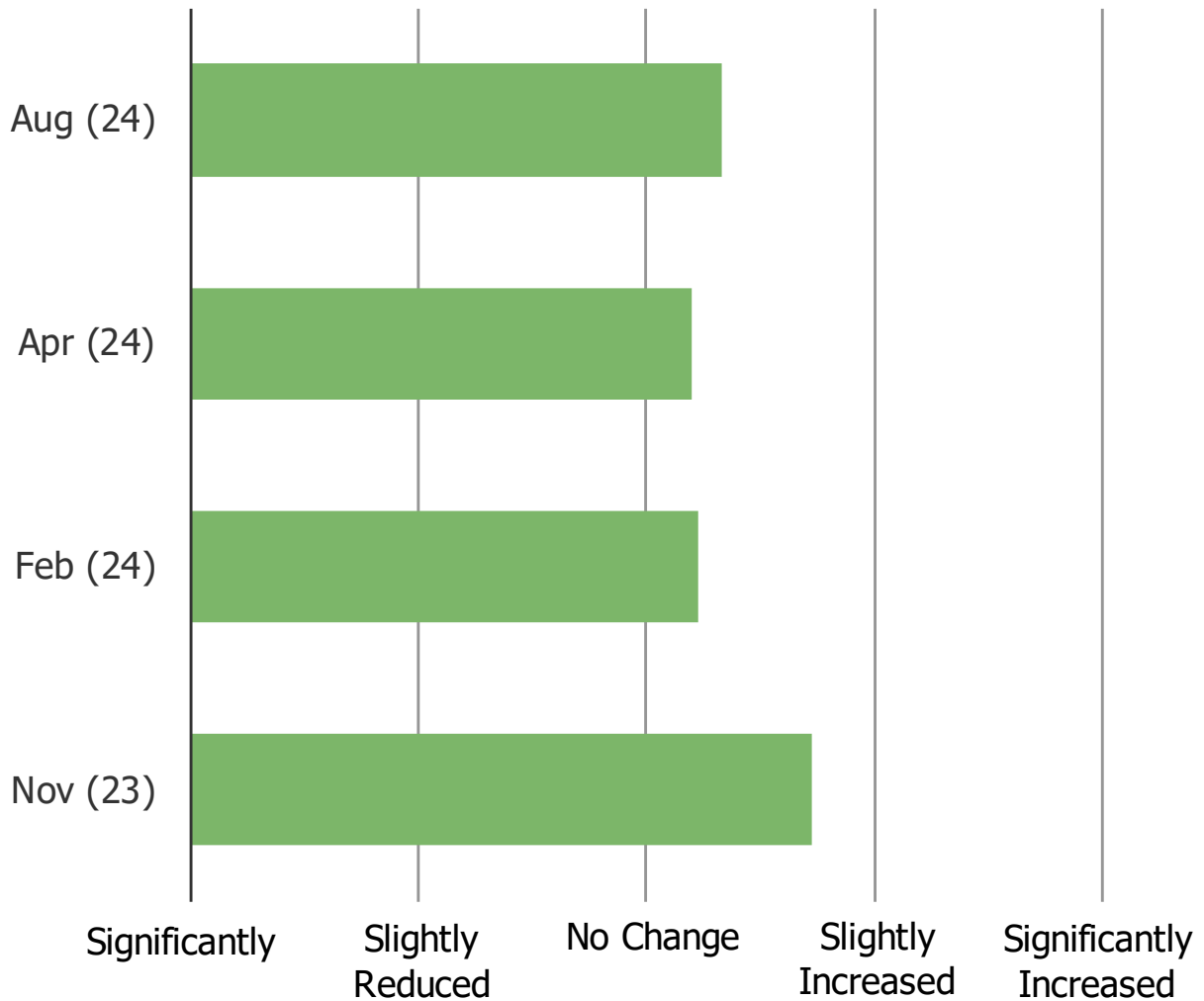
WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

Posed to all respondents.



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=285)



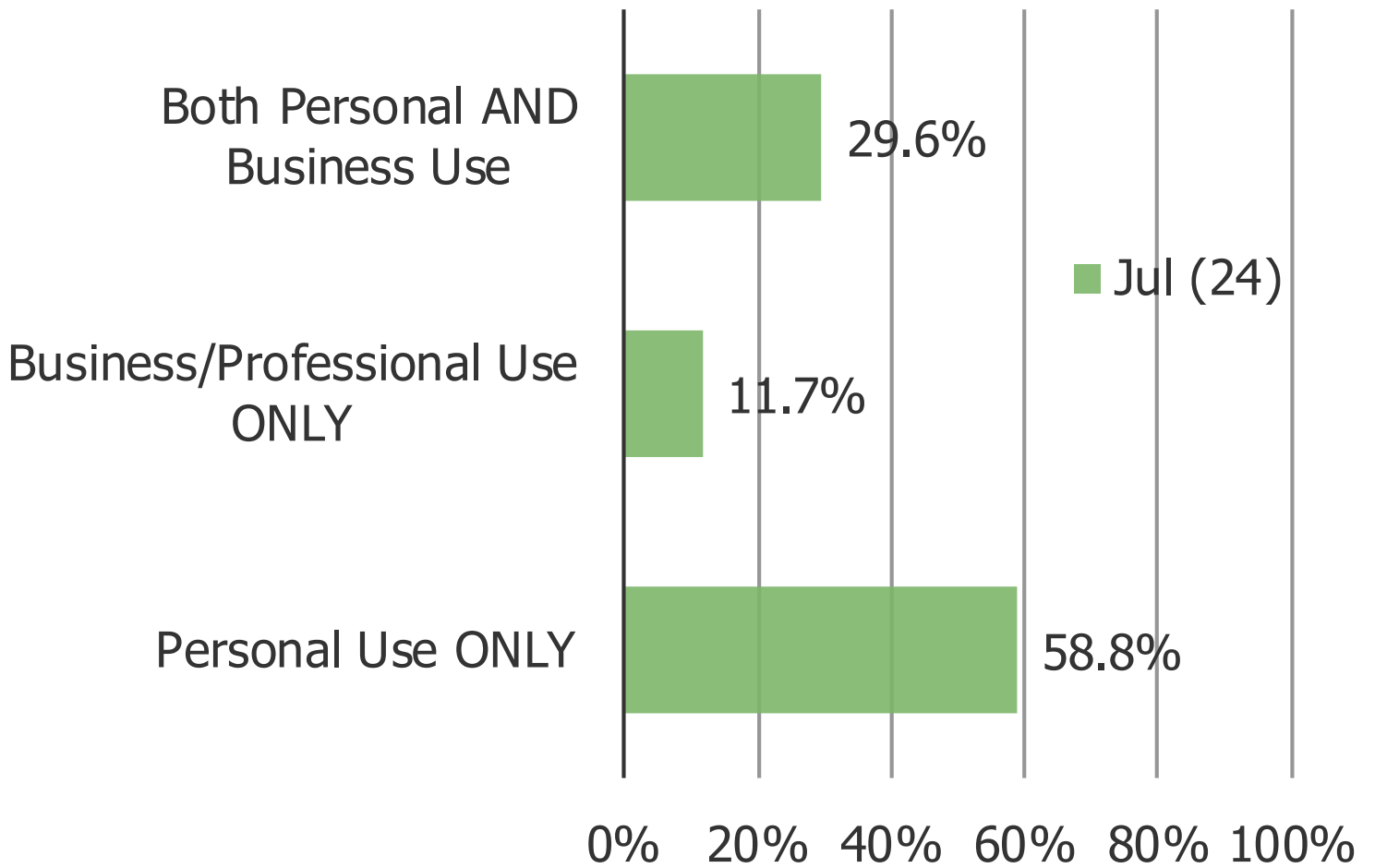
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=285)



WHAT DO YOU USE AI CHATBOTS (LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) FOR?

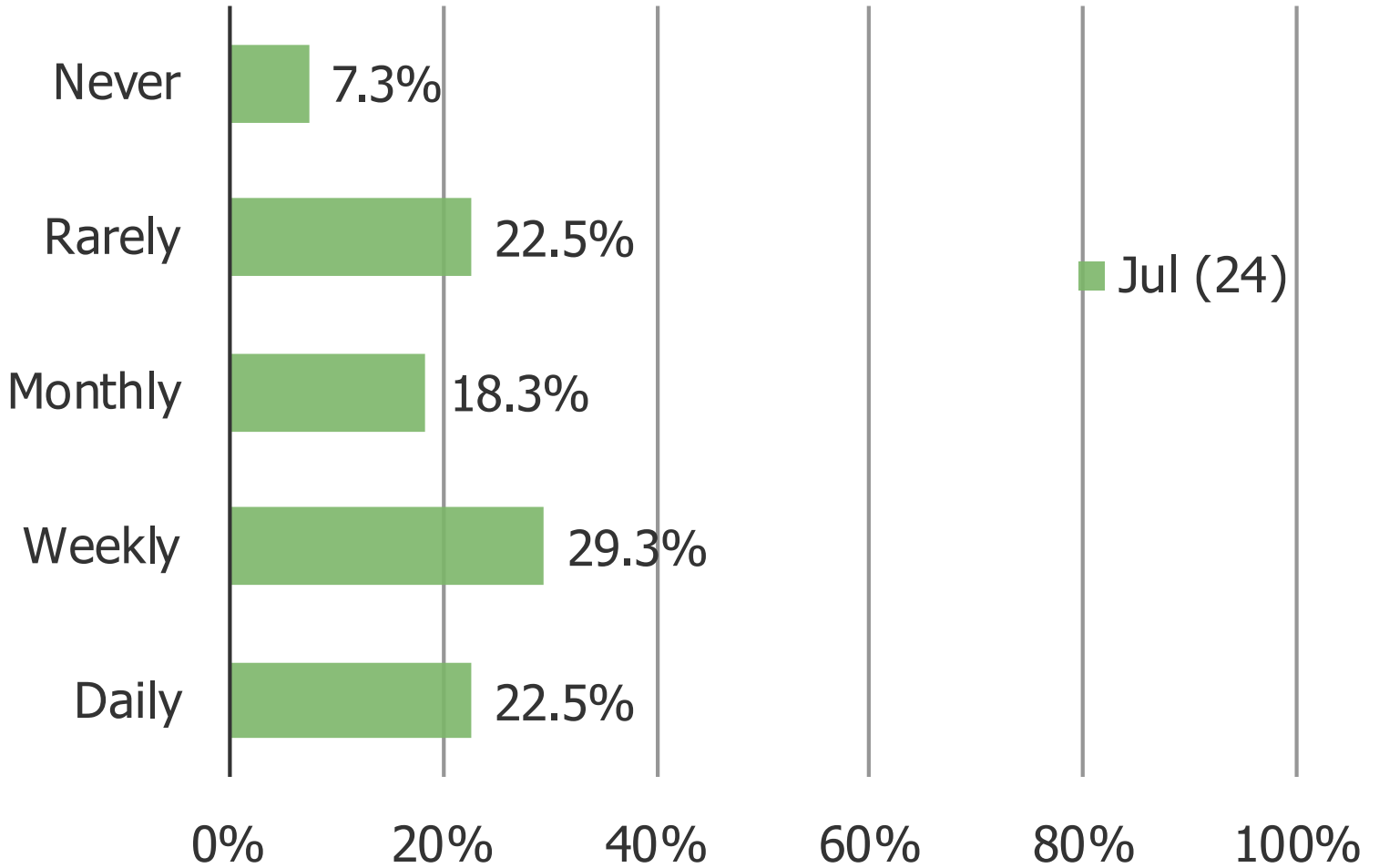
This question was posed to respondents who use AI chatbots more than never (N = 463)





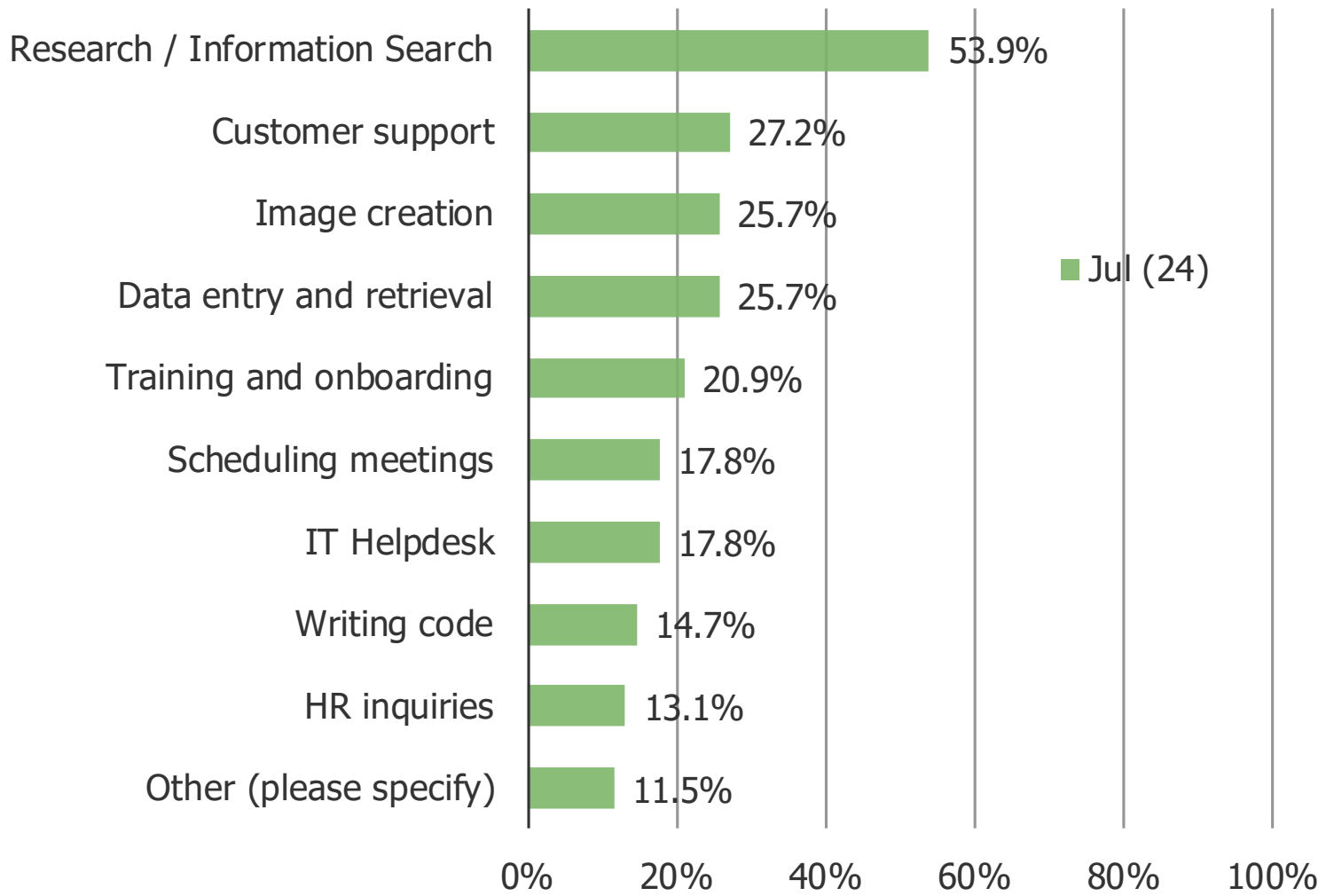
HOW FREQUENTLY DO YOU USE AI CHATBOTS AT WORK?

This question was posed to all respondents who use AI chatbots for work (N = 191)



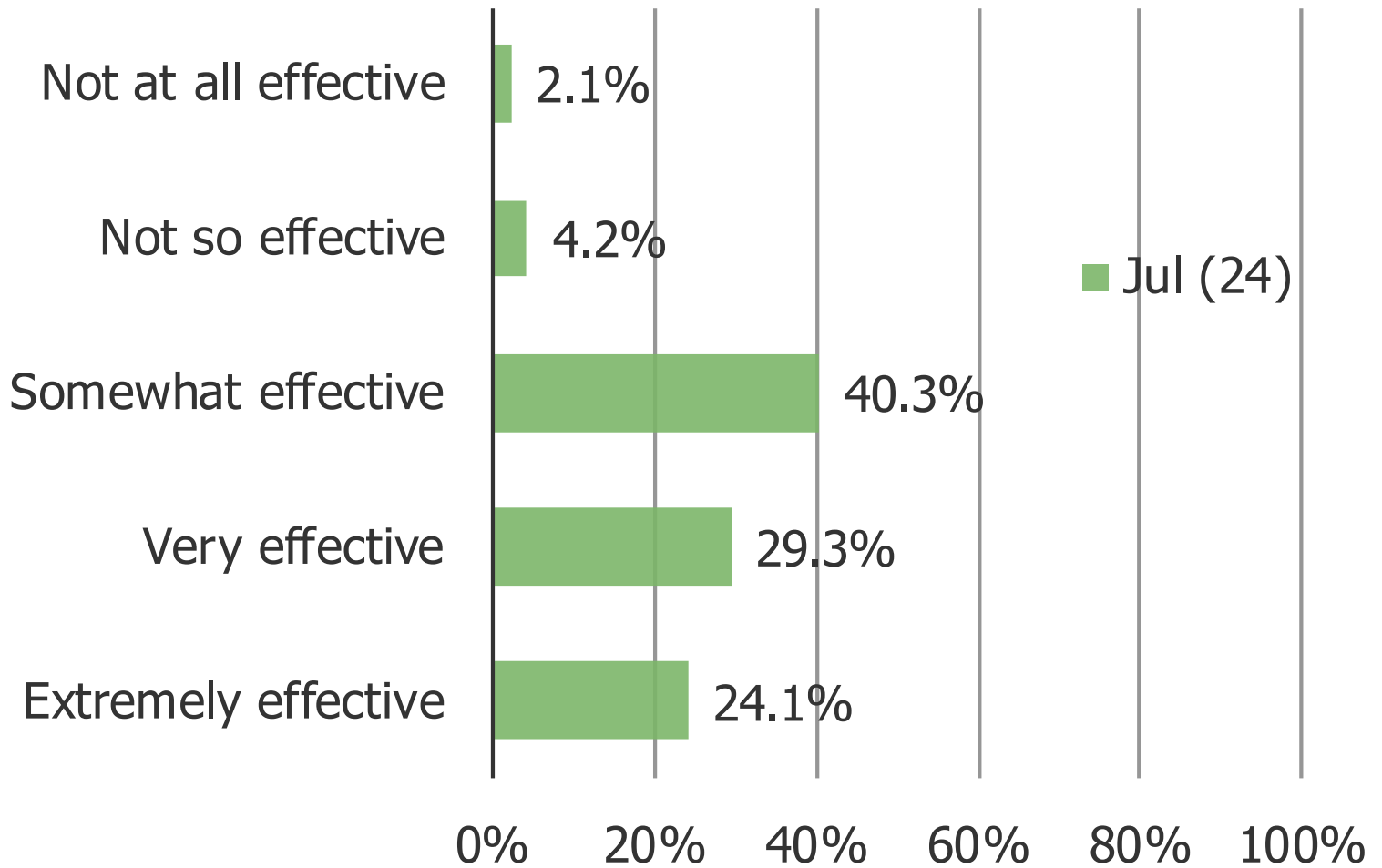
FOR WHICH TASKS DO YOU USE AI CHATBOTS AT WORK? SELECT ALL THAT APPLY

This question was posed to all respondents who use AI chatbots for work (N = 191)



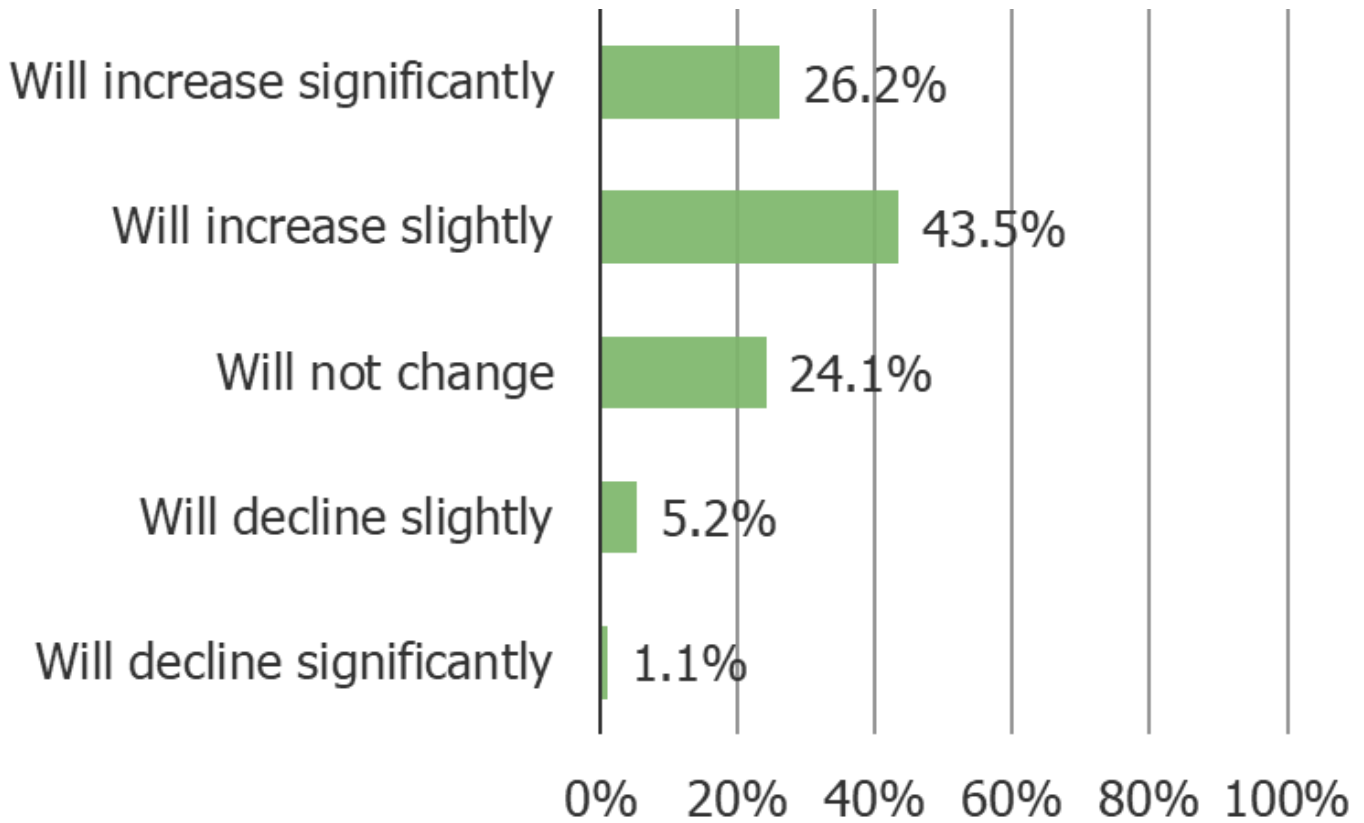
HOW EFFECTIVE ARE AI CHATBOTS IN COMPLETING THE TASKS YOU USE THEM FOR?

This question was posed to all respondents who use AI chatbots for work (N = 191)



DO YOU EXPECT HOW OFTEN YOU USE AI CHATBOTS AT WORK TO CHANGE GOING FORWARD?

This question was posed to all respondents who use AI chatbots for work (N = 191)

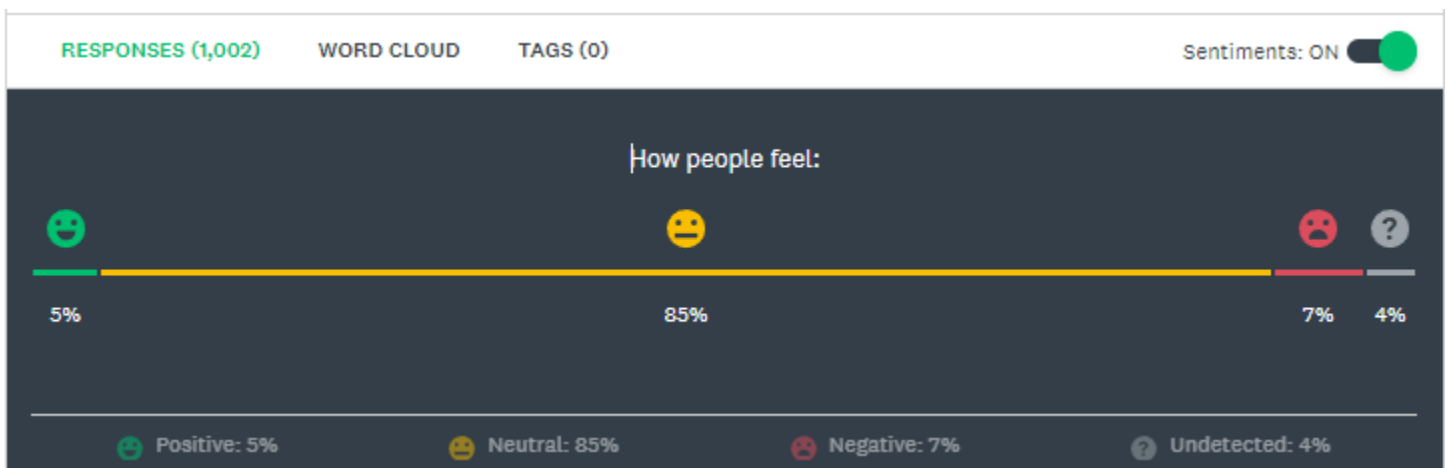


DO YOU HAVE ANY HOPES OR EXPECTATIONS FOR WHAT AI CHATBOTS OR APPS COULD BRING TO YOUR SMARTPHONE AND COMPUTER DEVICES IN THE FUTURE?

This question was posed to all respondents.

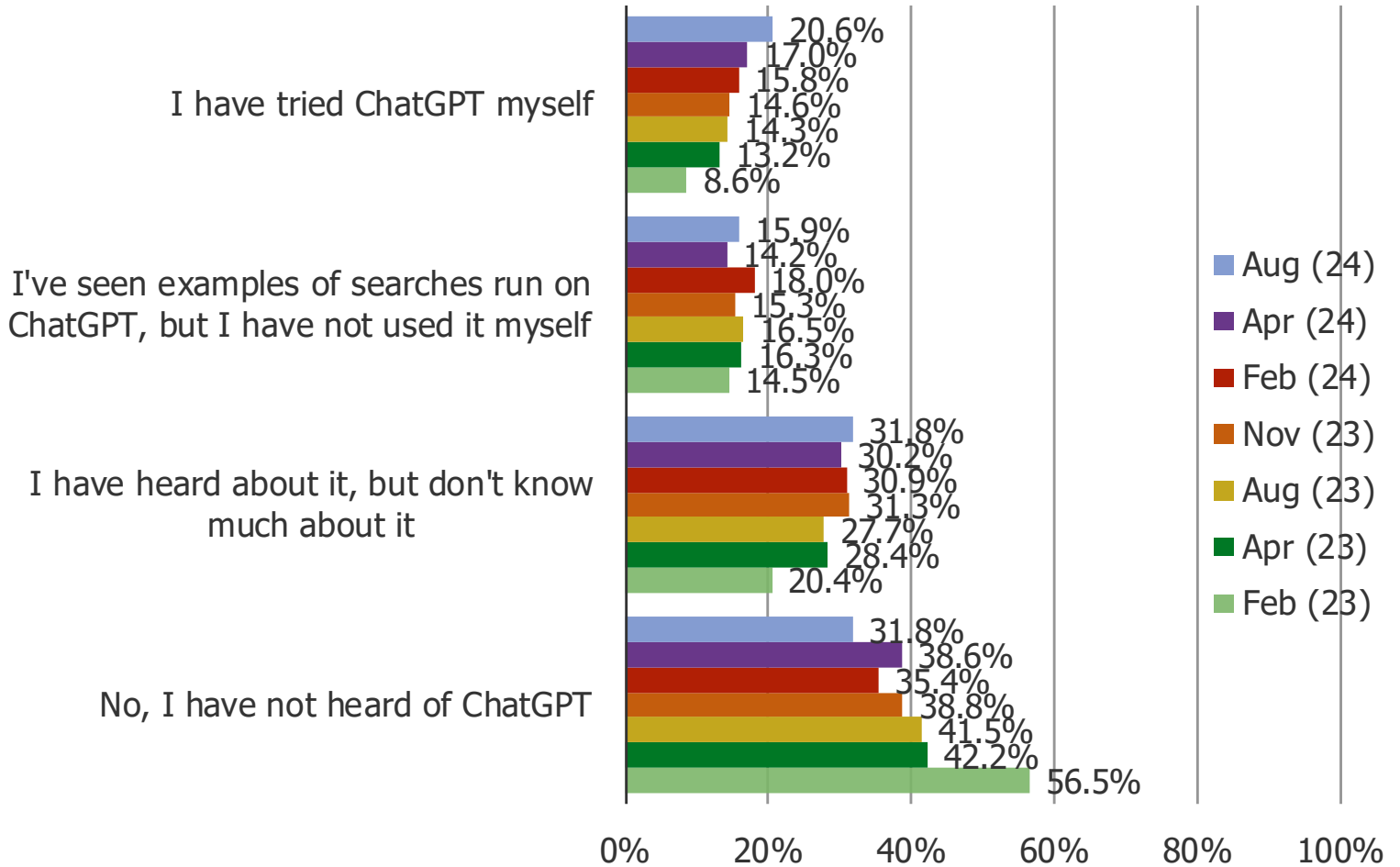
### Summary of Fill-In Sentiments:

- ❑ Many respondents simply replied no, or not really.
- ❑ There were a number of respondents who were either scared of what AI can become or expressed caution toward it.
- ❑ A number of respondents think it will make life easier for them, help them complete tasks easier, or improve their lives in general.
- ❑ There were a number of respondents who expressed excitement about what it might not be able to do, without knowing exactly what it will do for them.



BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

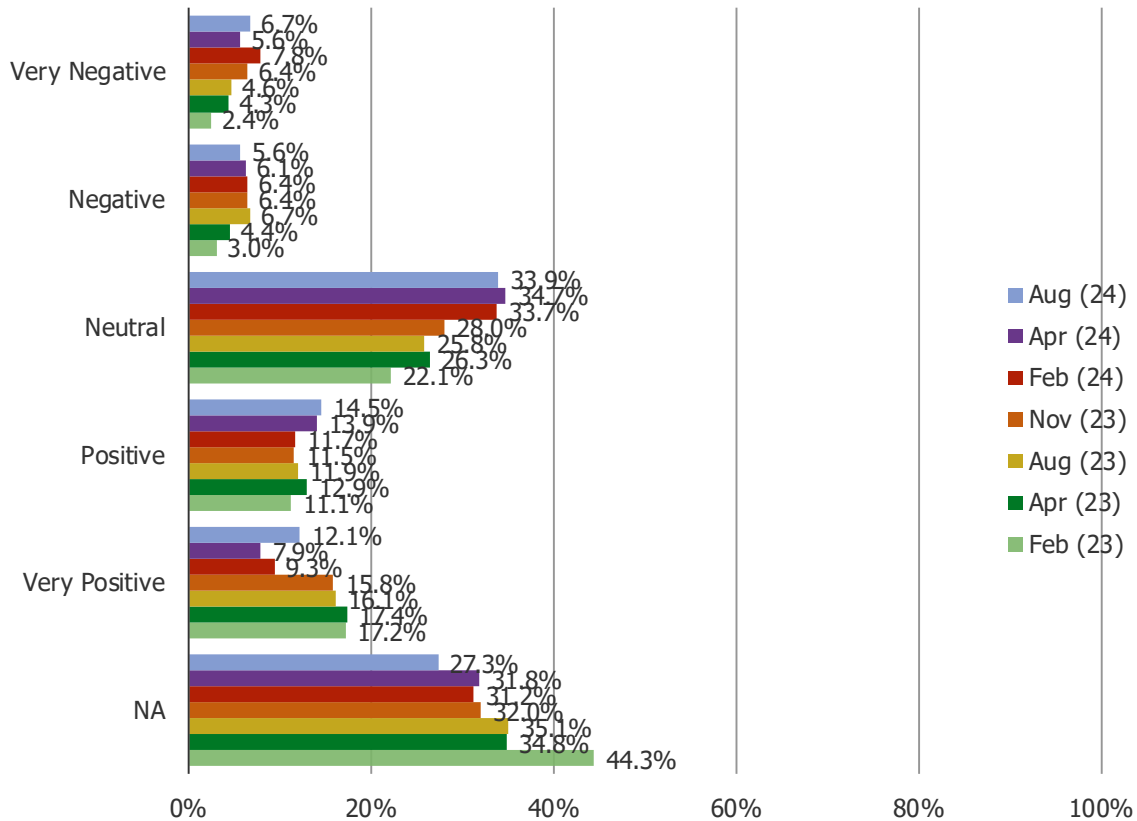
Posed to all respondents.



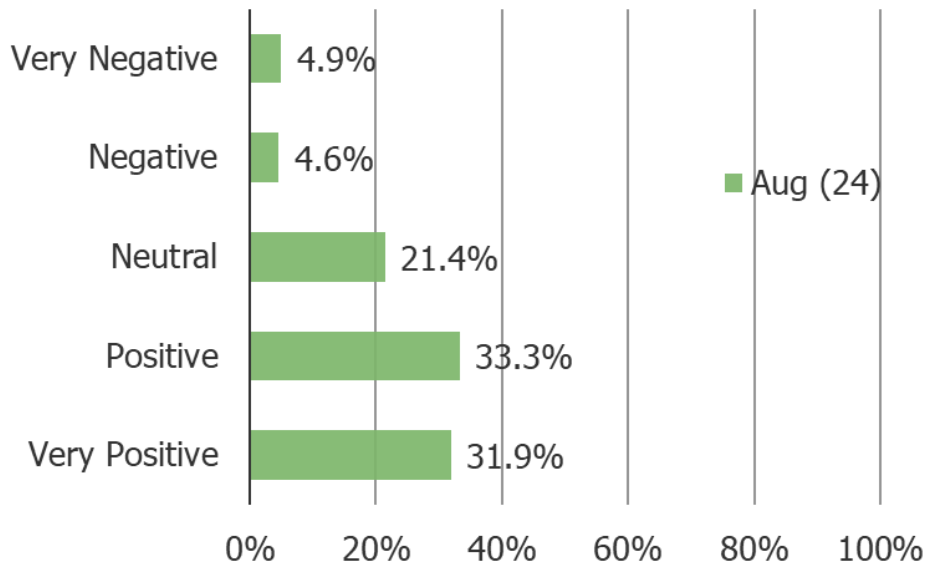


WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.



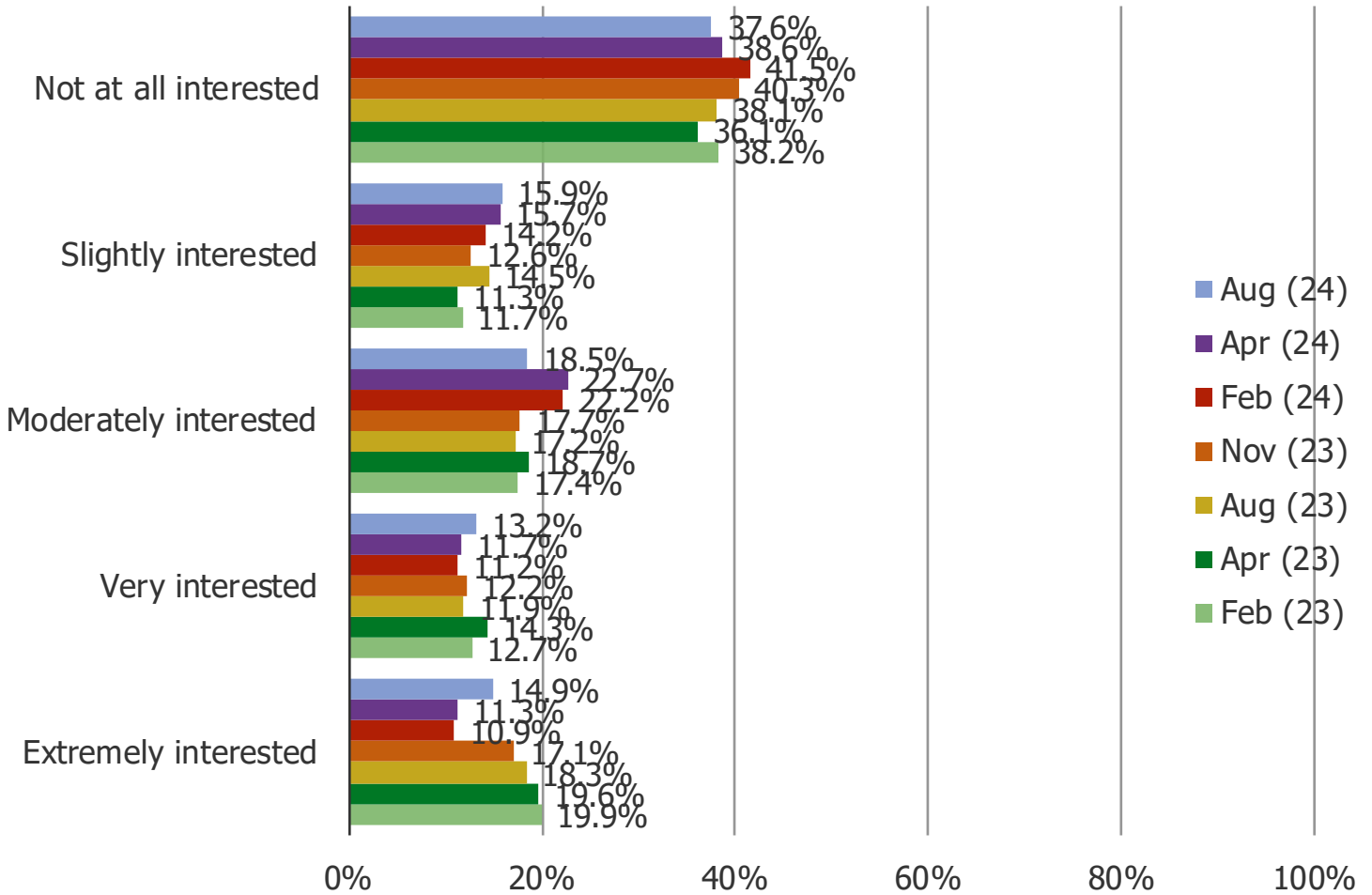
Focusing on respondents who have tried ChatGPT (N = 285)





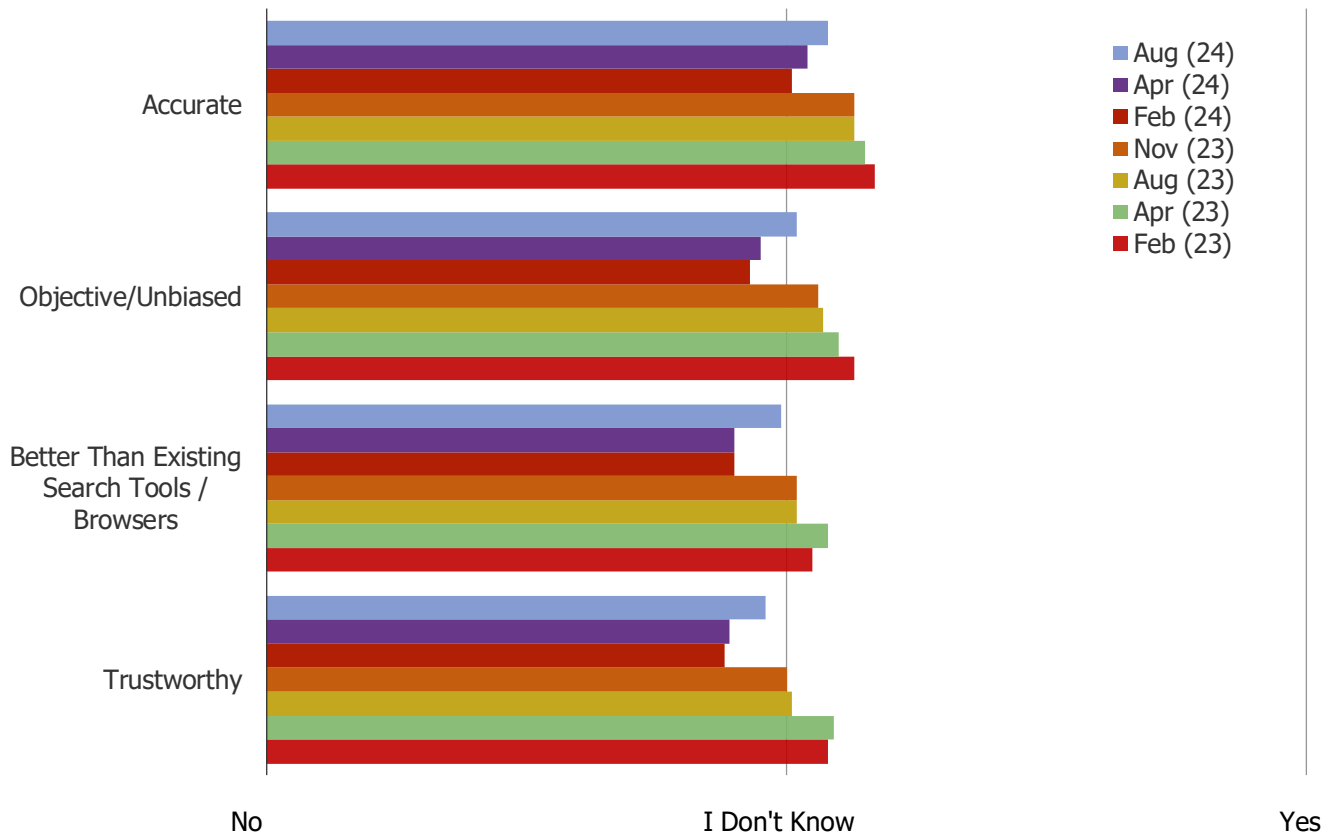
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.



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

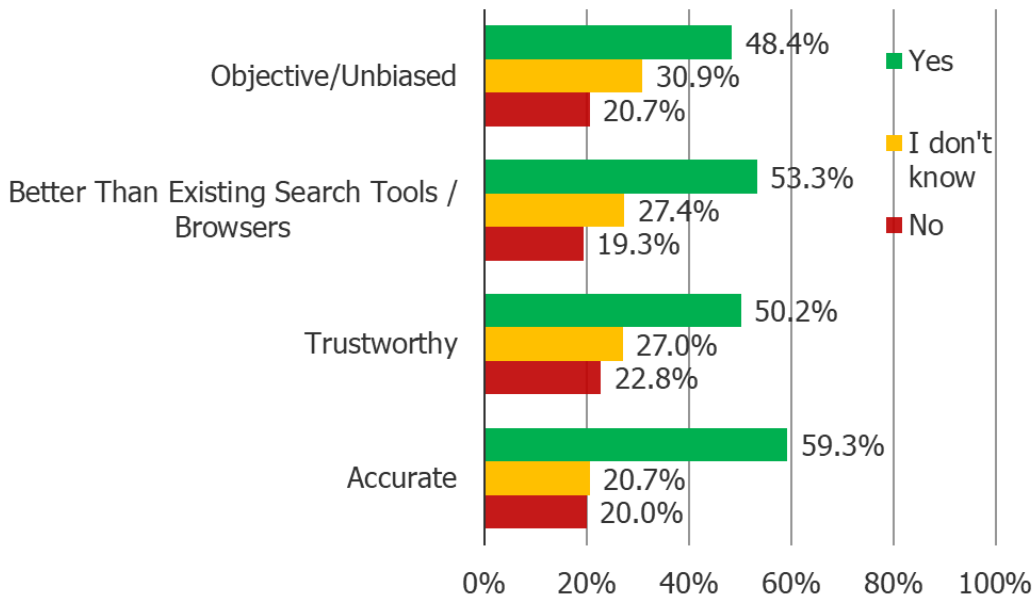
Posed to all respondents.



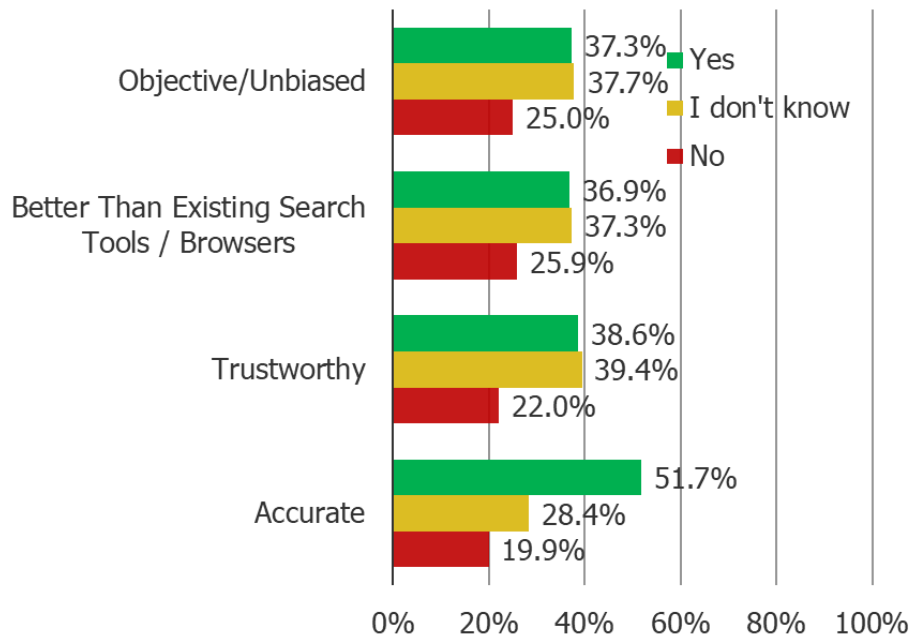
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to respondents who have tried ChatGPT

August 2024

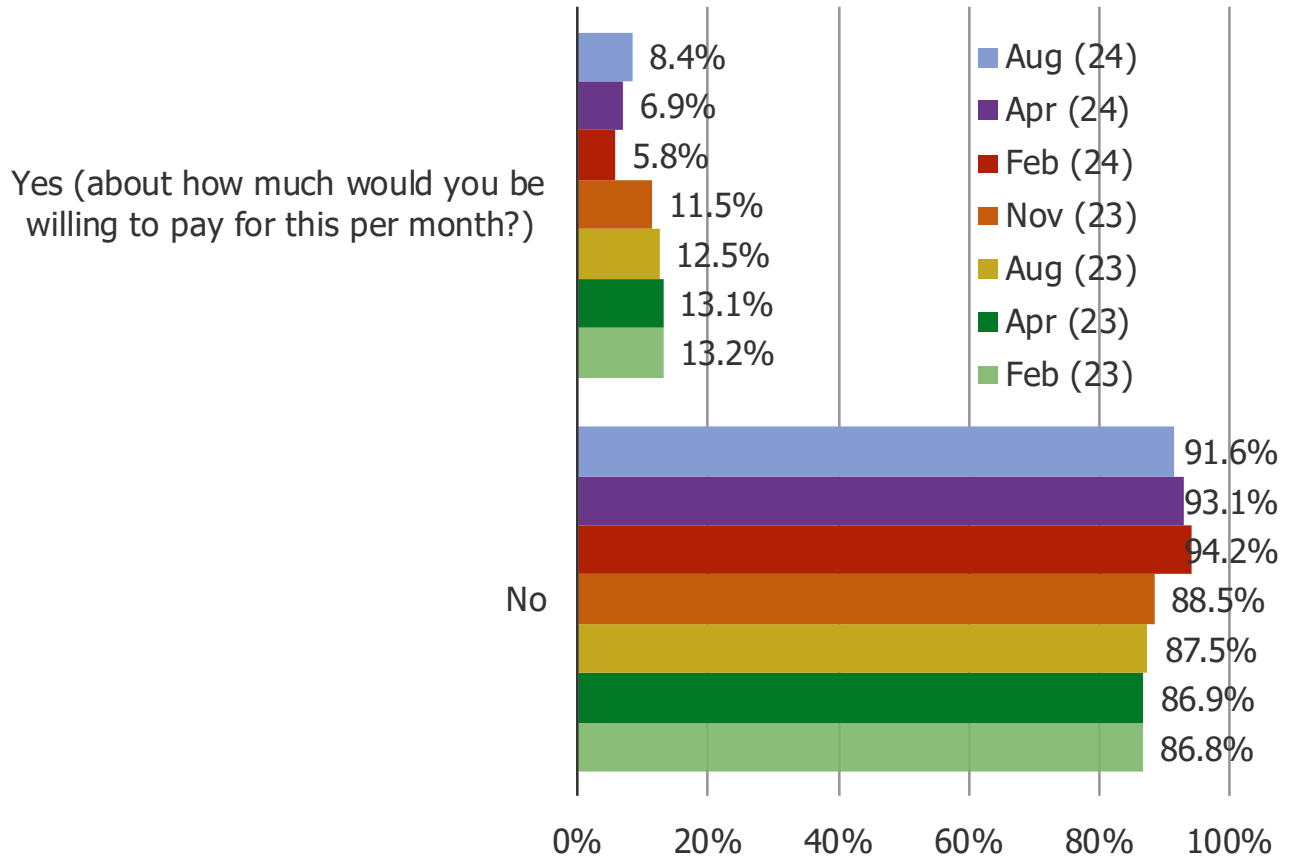


April 2024



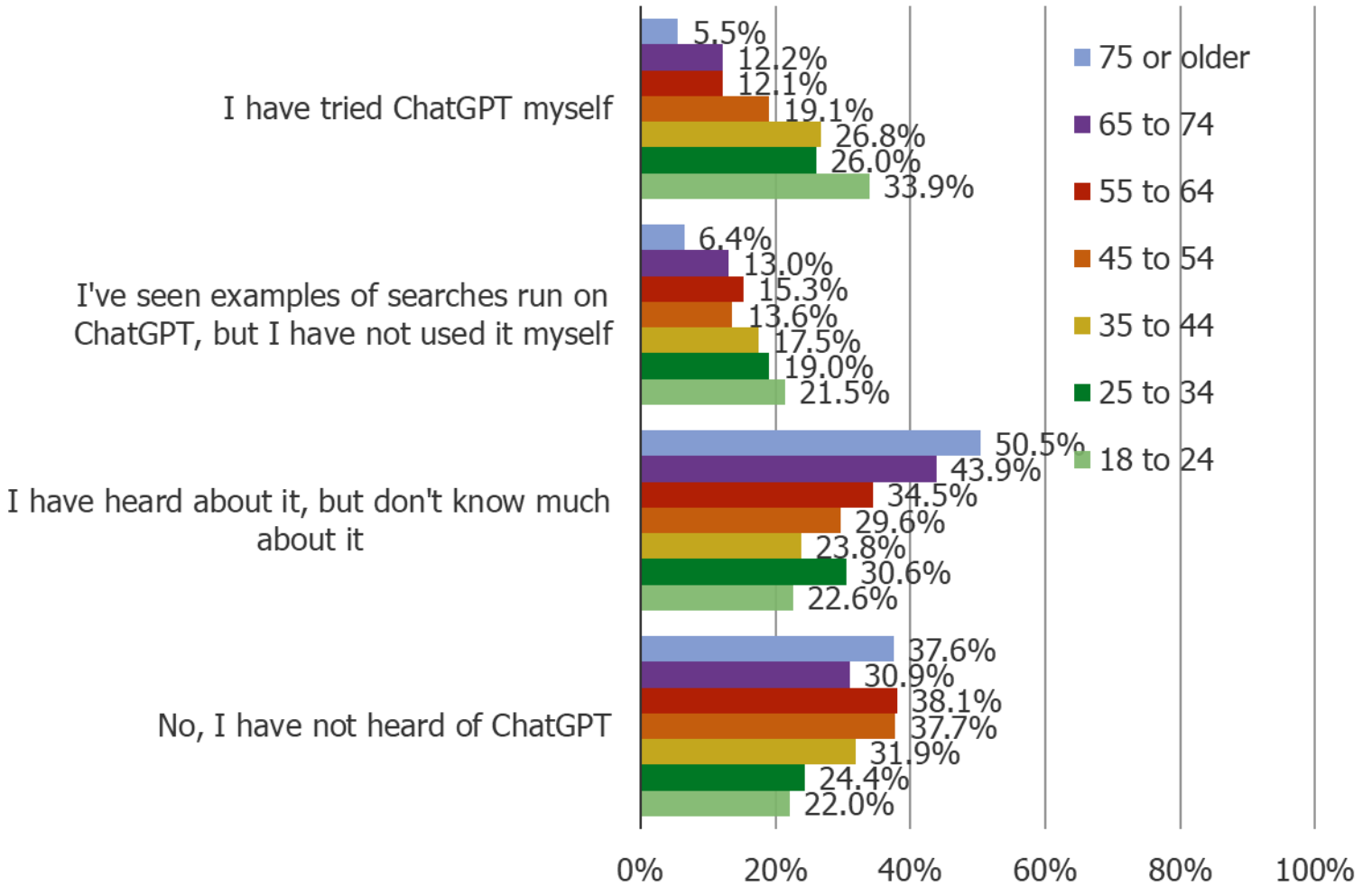
WOULD YOU BE WILLING TO PAY A MONTHLY FEE TO HAVE ACCESS TO AN AI POWERED CHATBOT LIKE CHATGPT?

Posed to all respondents.



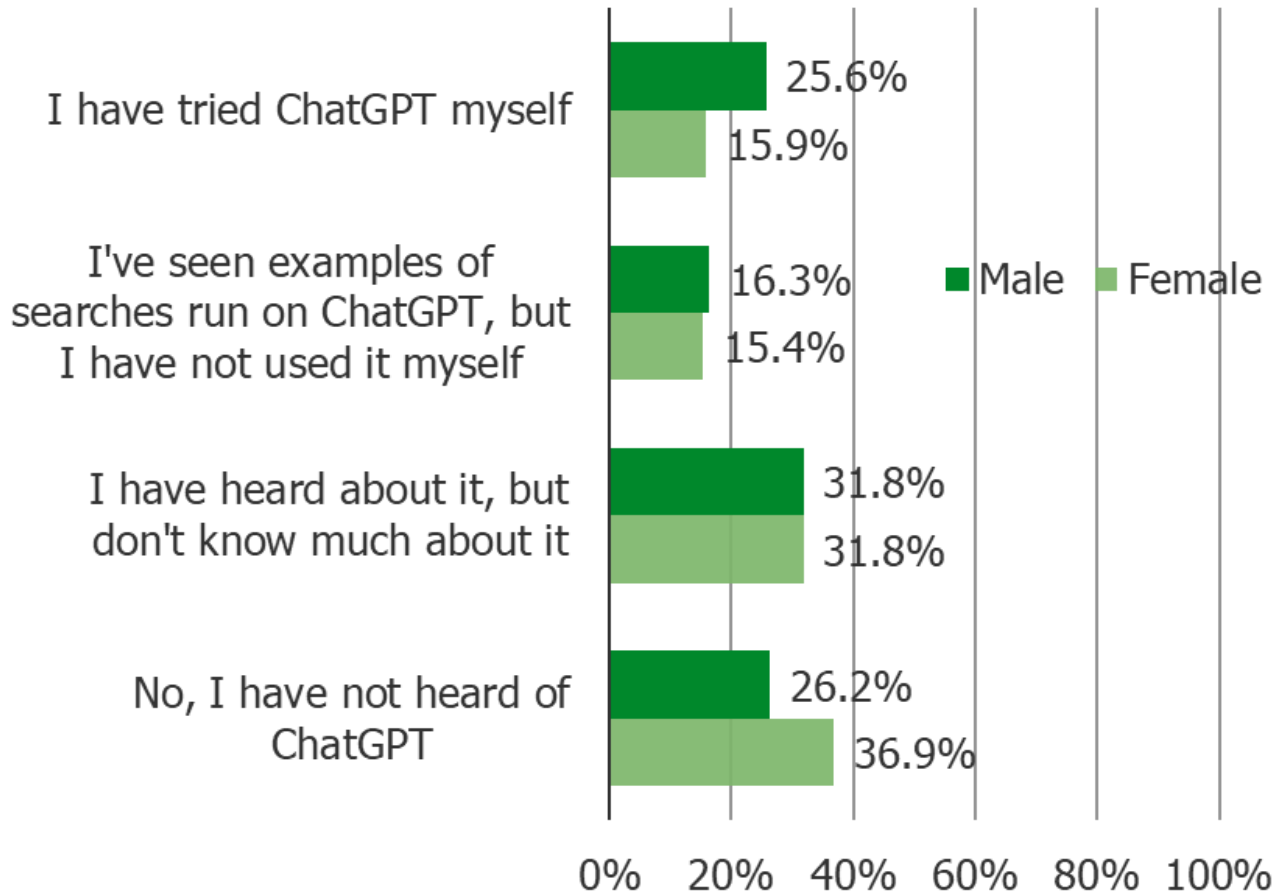
COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

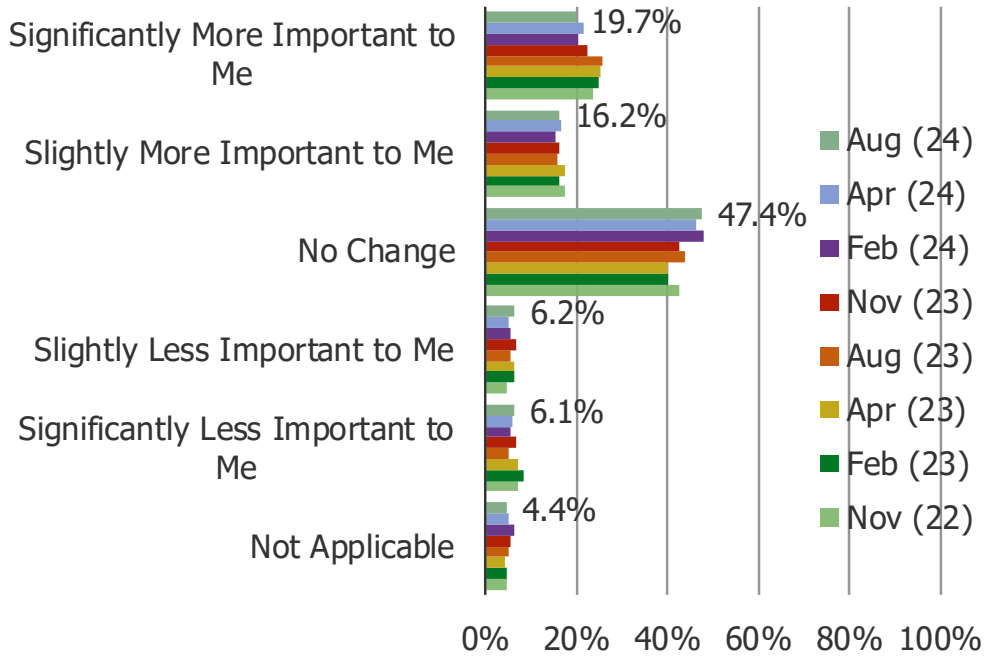


# Search

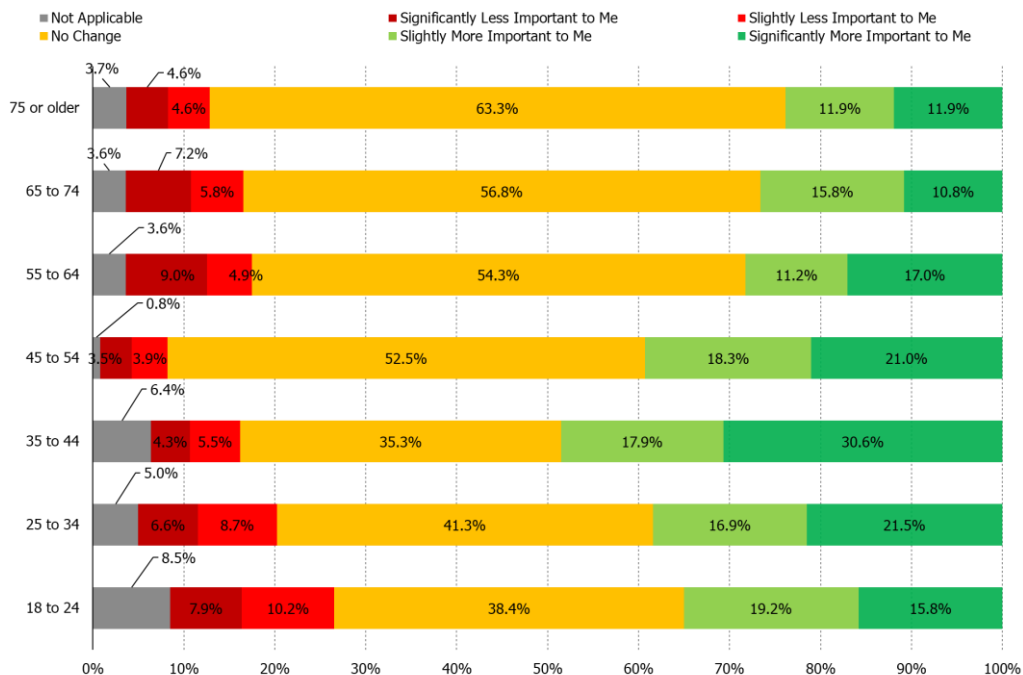
SEARCH

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

Posed to all respondents.



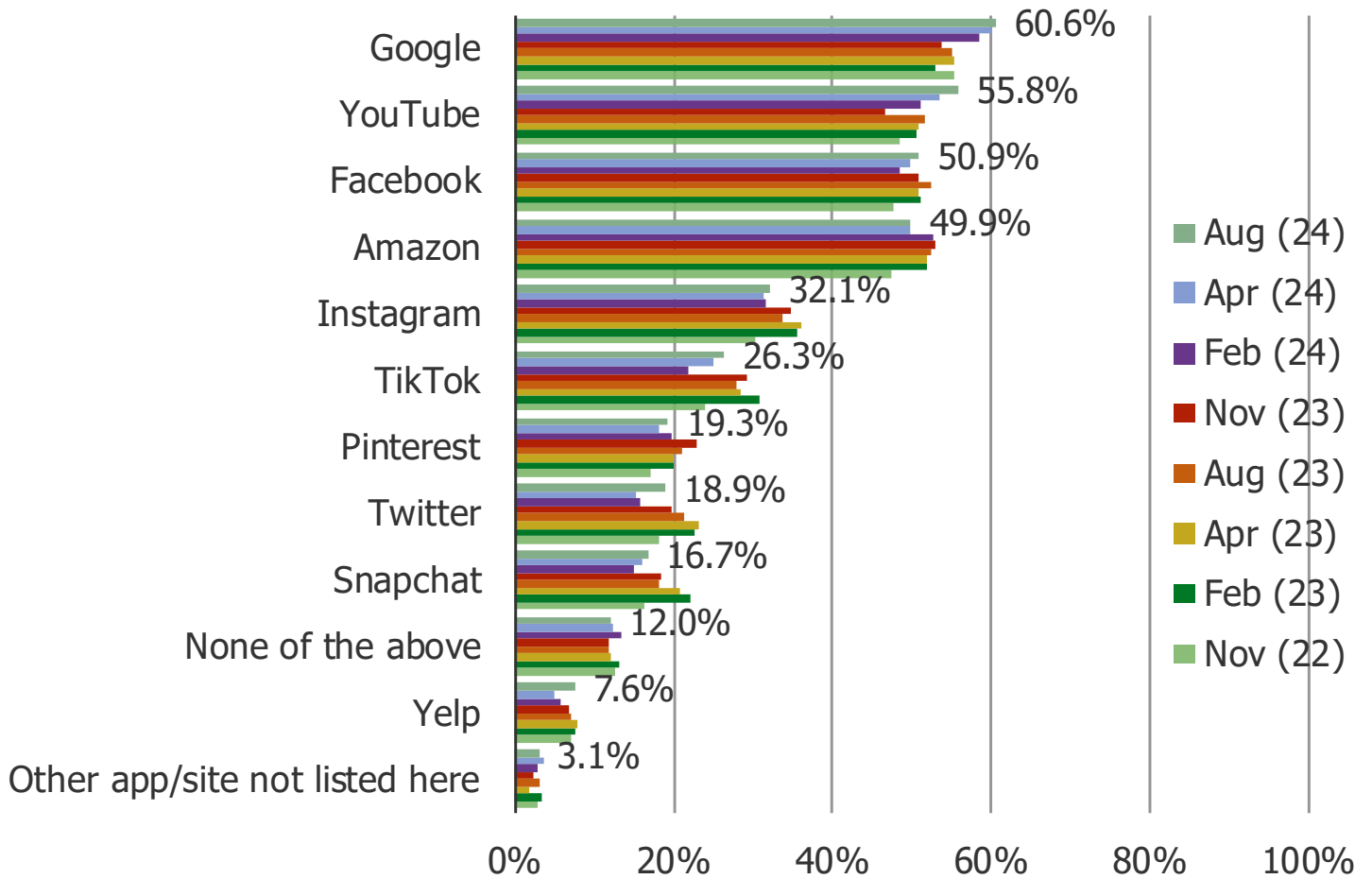
Cross-Tab by Age





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.

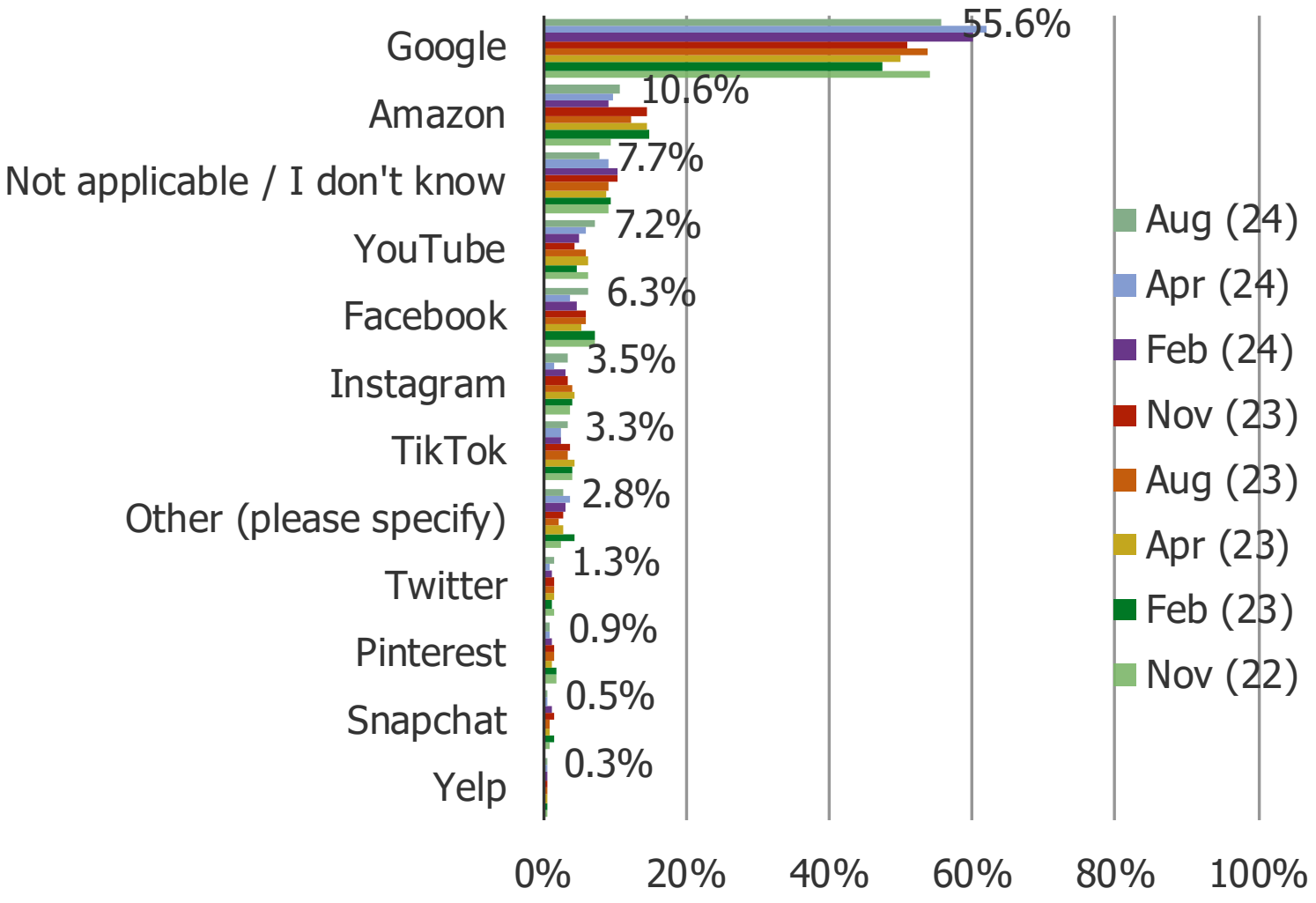


Cross-tabbing the data by age...

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	9.0%	48.6%	58.2%	50.3%	42.4%	28.8%	32.2%	65.5%	7.3%	49.2%	23.7%
25 to 34	6.2%	37.2%	61.6%	46.7%	51.2%	30.2%	29.3%	62.8%	12.4%	52.1%	21.1%
35 to 44	3.8%	35.7%	67.2%	42.6%	63.0%	25.1%	21.3%	70.6%	7.7%	58.7%	21.7%
45 to 54	6.6%	25.7%	65.8%	28.4%	60.7%	15.2%	13.6%	60.3%	10.1%	53.3%	21.0%
55 to 64	16.6%	13.5%	59.6%	18.4%	53.8%	9.0%	6.3%	49.3%	3.6%	44.8%	15.3%
65 to 74	23.0%	5.0%	56.8%	13.7%	36.7%	12.2%	1.4%	37.4%	5.0%	44.6%	19.4%
75 or older	36.7%	0.9%	42.2%	8.3%	26.6%	1.8%	1.8%	18.4%	2.8%	35.8%	6.4%

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

Posed to all respondents.

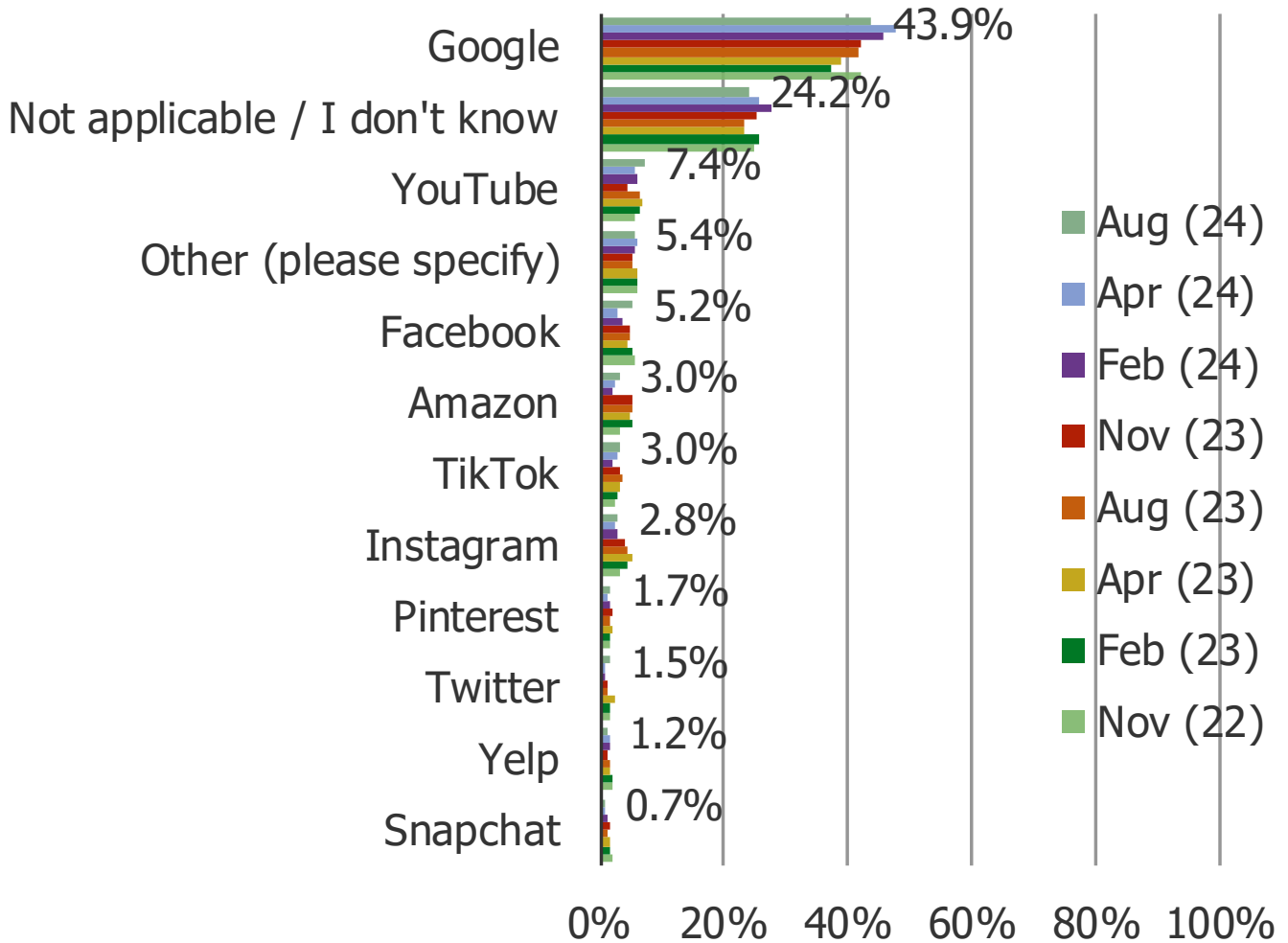


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	9.6%	42.9%	11.9%	2.8%	2.3%	1.1%	12.4%	0.6%	4.0%	2.8%	0.6%
25 to 34	5.8%	49.2%	4.6%	10.3%	2.5%	0.4%	10.7%	0.4%	7.9%	1.2%	1.2%
35 to 44	3.0%	57.0%	3.8%	8.1%	3.0%	0.4%	6.4%	0.4%	12.8%	0.9%	1.3%
45 to 54	2.0%	62.7%	2.3%	6.6%	0.4%	0.4%	8.6%	0.4%	9.0%	0.4%	2.7%
55 to 64	0.9%	64.1%	0.5%	6.7%	0.0%	0.9%	3.1%	0.0%	12.1%	0.5%	2.7%
65 to 74	0.0%	54.0%	0.0%	4.3%	0.0%	0.0%	3.6%	0.0%	18.0%	0.7%	7.2%
75 or older	0.0%	56.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	14.7%	0.0%	7.3%

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

Posed to all respondents.

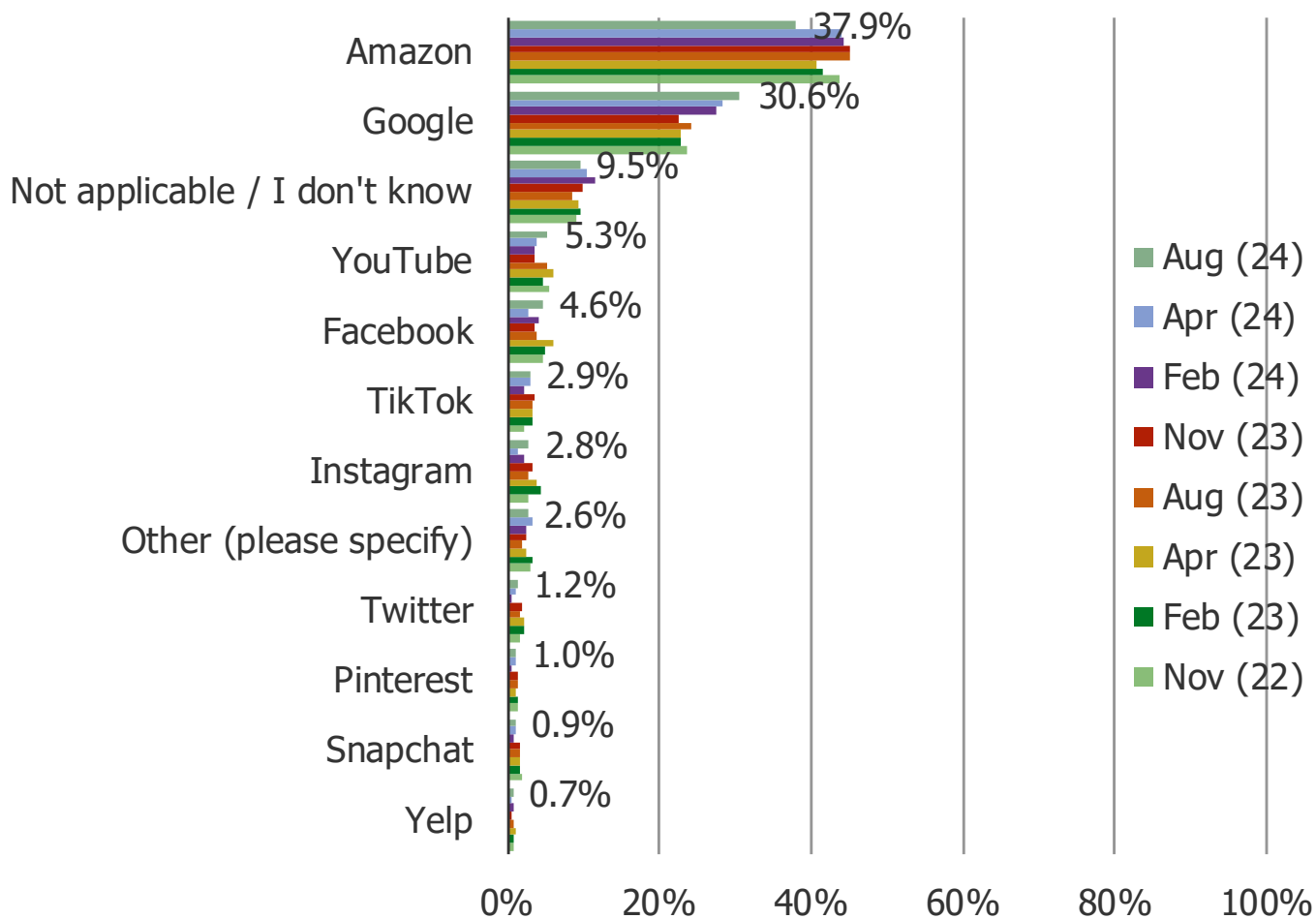


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	14.1%	34.5%	6.2%	4.0%	2.3%	1.7%	13.0%	1.7%	4.0%	5.1%	0.6%
25 to 34	4.6%	40.9%	3.7%	8.7%	5.8%	0.8%	11.2%	0.8%	4.1%	2.1%	4.1%
35 to 44	1.3%	48.5%	6.4%	6.8%	0.9%	1.3%	8.1%	1.7%	4.7%	1.7%	3.0%
45 to 54	0.4%	53.3%	1.2%	5.1%	0.0%	0.4%	8.6%	1.6%	2.7%	1.2%	4.7%
55 to 64	0.9%	40.4%	0.5%	5.8%	0.0%	0.5%	3.1%	1.4%	2.2%	0.9%	8.1%
65 to 74	0.0%	49.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.7%	0.0%	0.0%	11.5%
75 or older	0.0%	33.0%	0.0%	1.8%	0.0%	0.0%	0.9%	0.0%	1.8%	0.0%	10.1%

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

Posed to all respondents.

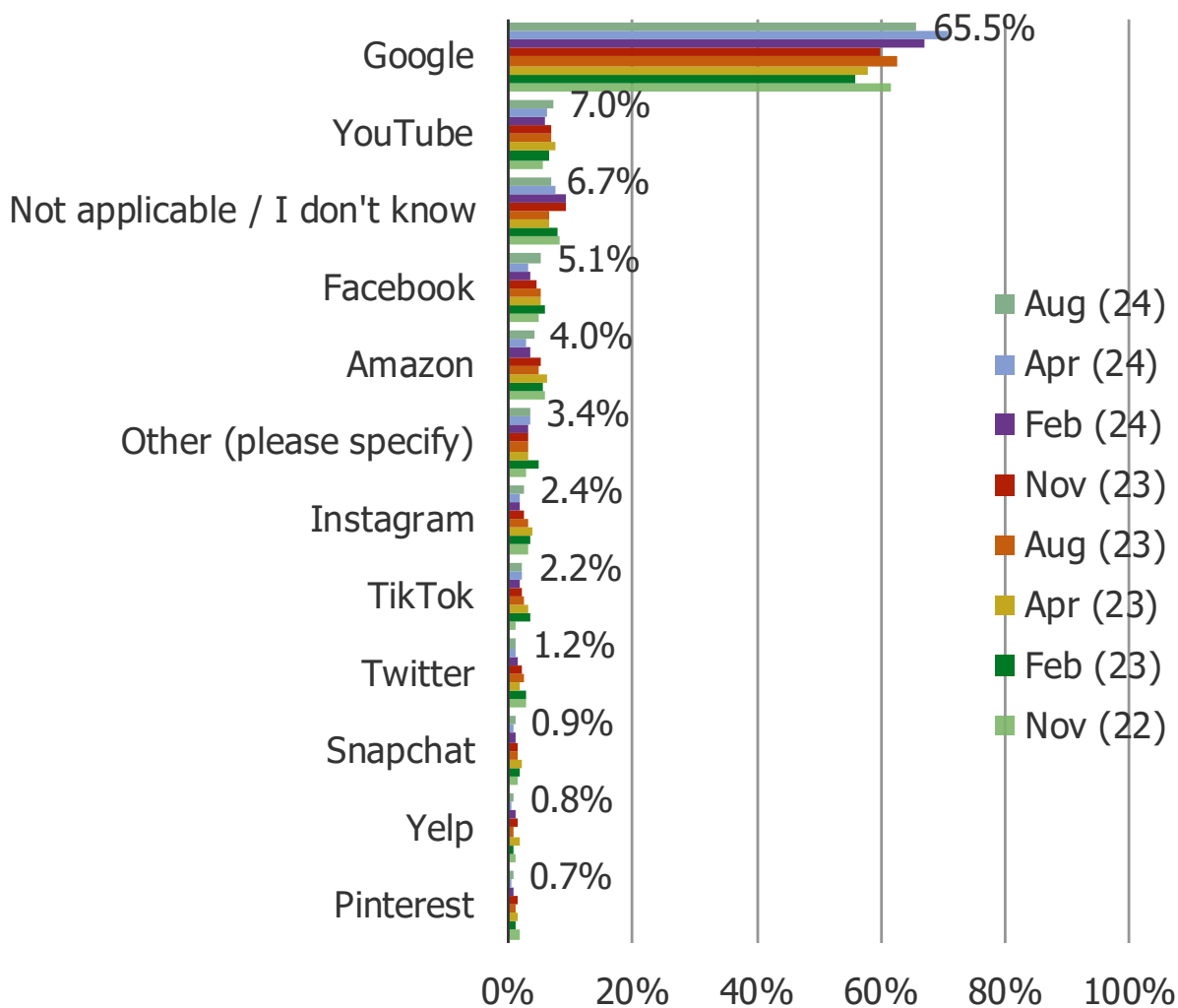


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
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25 to 34	3.7%	28.1%	6.6%	9.5%	0.8%	2.1%	10.7%	1.2%	26.5%	1.7%	1.2%
35 to 44	1.7%	32.8%	2.6%	5.1%	1.7%	1.3%	6.4%	1.3%	37.9%	0.4%	0.9%
45 to 54	1.6%	37.0%	3.5%	4.3%	0.0%	0.8%	3.9%	0.4%	40.1%	0.4%	1.6%
55 to 64	0.9%	31.4%	0.0%	4.0%	0.5%	0.0%	1.8%	0.0%	43.5%	1.4%	4.5%
65 to 74	0.0%	35.3%	0.0%	2.9%	0.0%	0.0%	0.7%	0.0%	43.2%	0.7%	6.5%
75 or older	0.0%	27.5%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	50.5%	0.0%	7.3%

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

Posed to all respondents.

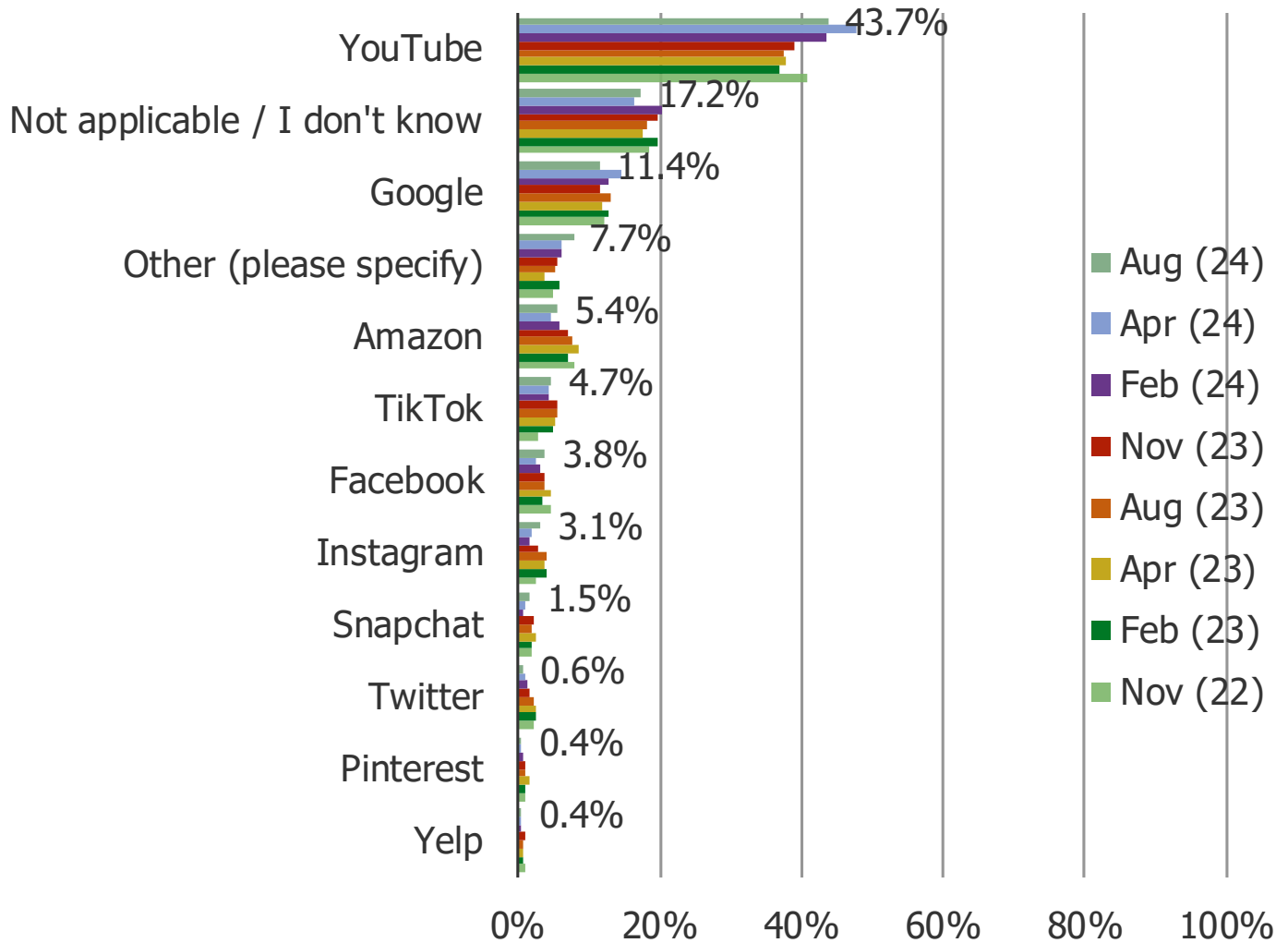


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.5%	42.9%	3.4%	7.9%	3.4%	3.4%	14.1%	1.7%	2.8%	2.3%	0.6%
25 to 34	2.9%	54.6%	5.0%	7.4%	2.1%	1.7%	8.7%	1.2%	5.0%	2.1%	2.1%
35 to 44	1.7%	63.4%	4.7%	8.1%	1.3%	0.9%	5.5%	1.3%	6.4%	0.0%	1.7%
45 to 54	0.8%	74.7%	1.2%	4.7%	0.8%	0.4%	7.0%	0.8%	2.7%	0.0%	2.7%
55 to 64	1.4%	78.0%	0.0%	2.2%	0.0%	0.0%	5.4%	0.0%	3.6%	0.0%	3.1%
65 to 74	0.0%	72.7%	0.7%	0.7%	0.0%	0.0%	2.9%	0.0%	1.4%	0.7%	10.8%
75 or older	0.0%	74.3%	0.0%	1.8%	0.0%	0.0%	3.7%	0.0%	5.5%	0.0%	7.3%

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

Posed to all respondents.

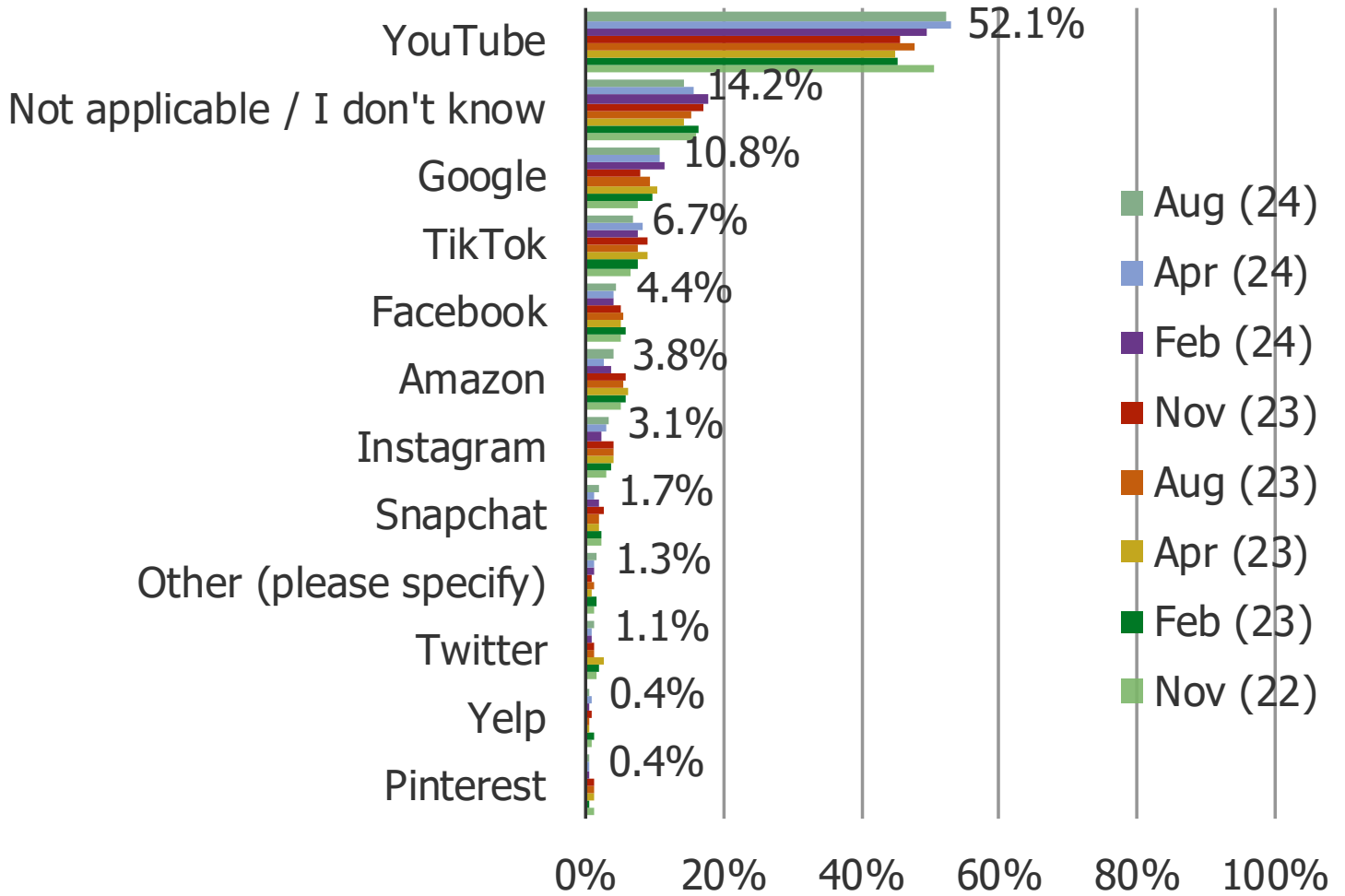


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	17.5%	4.0%	8.5%	4.5%	2.3%	4.0%	35.6%	1.7%	3.4%	0.6%	7.9%
25 to 34	7.0%	8.3%	5.0%	6.6%	0.4%	1.7%	51.7%	0.8%	3.3%	0.8%	5.8%
35 to 44	3.4%	12.8%	3.8%	5.5%	0.9%	3.4%	50.6%	0.4%	6.0%	0.4%	7.2%
45 to 54	1.2%	13.6%	2.0%	2.3%	0.0%	0.8%	53.3%	0.0%	5.1%	0.0%	9.0%
55 to 64	2.7%	13.9%	0.5%	2.2%	0.5%	0.0%	43.5%	0.0%	6.3%	0.5%	7.2%
65 to 74	0.0%	12.2%	0.0%	2.9%	0.0%	0.0%	34.5%	0.0%	7.9%	0.0%	10.1%
75 or older	0.0%	16.5%	0.9%	0.0%	0.0%	0.0%	13.8%	0.0%	8.3%	0.9%	8.3%

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

Posed to all respondents.

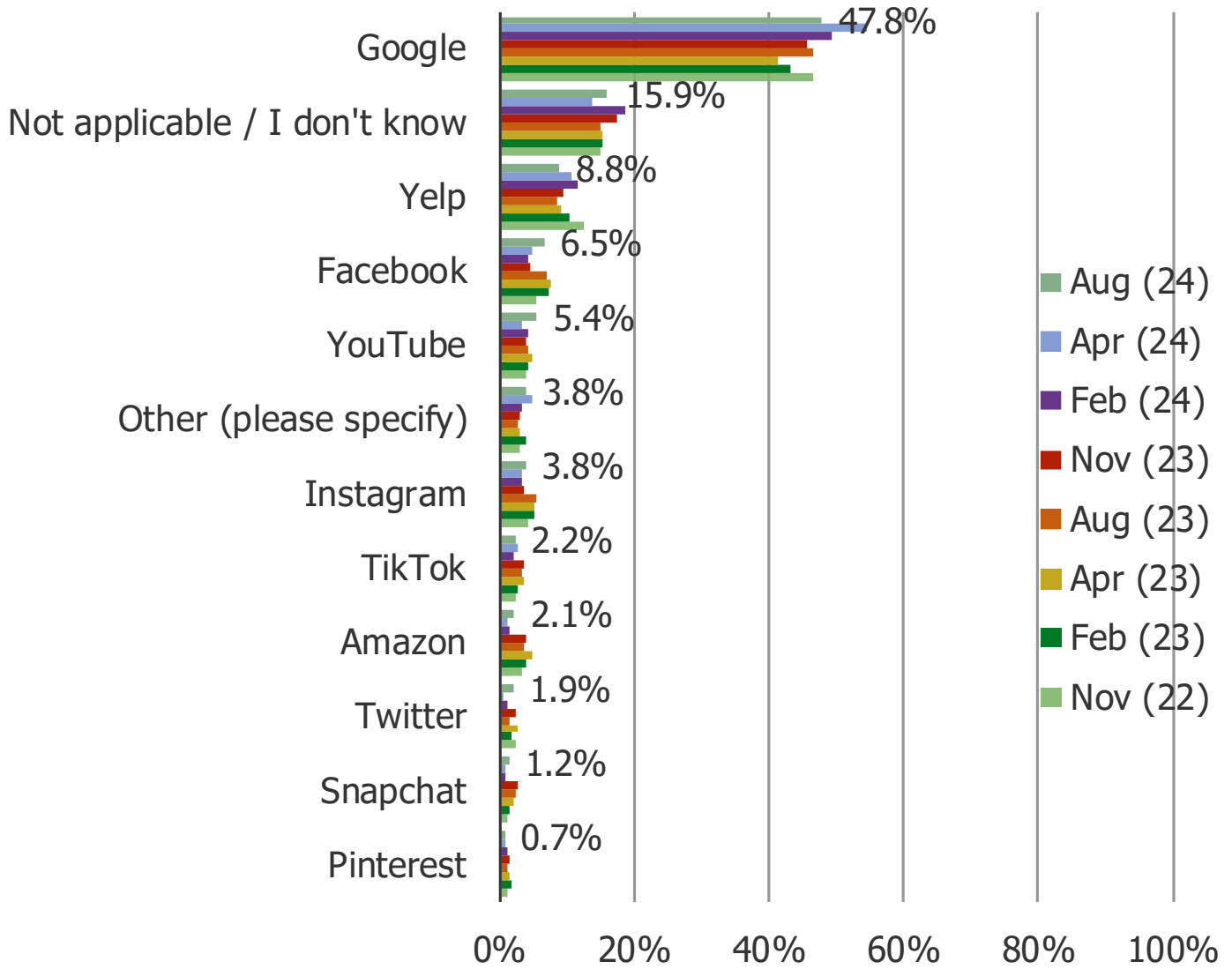


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	16.4%	6.8%	4.5%	2.3%	4.0%	5.7%	46.9%	1.7%	1.7%	1.1%	0.0%
25 to 34	11.6%	5.4%	5.4%	6.2%	1.2%	2.9%	54.1%	0.8%	4.1%	0.8%	0.0%
35 to 44	6.0%	12.3%	5.1%	6.8%	1.7%	1.7%	57.5%	0.4%	2.6%	0.0%	0.0%
45 to 54	4.7%	9.7%	3.1%	4.7%	0.0%	1.2%	63.8%	0.0%	3.5%	0.0%	1.6%
55 to 64	4.0%	13.9%	0.5%	3.6%	0.5%	0.0%	51.1%	0.0%	3.6%	0.0%	1.8%
65 to 74	0.0%	13.0%	0.0%	2.9%	0.0%	0.0%	49.6%	0.0%	5.8%	0.0%	2.2%
75 or older	0.9%	19.3%	0.9%	1.8%	0.0%	0.0%	22.0%	0.0%	7.3%	0.9%	6.4%

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

Posed to all respondents.



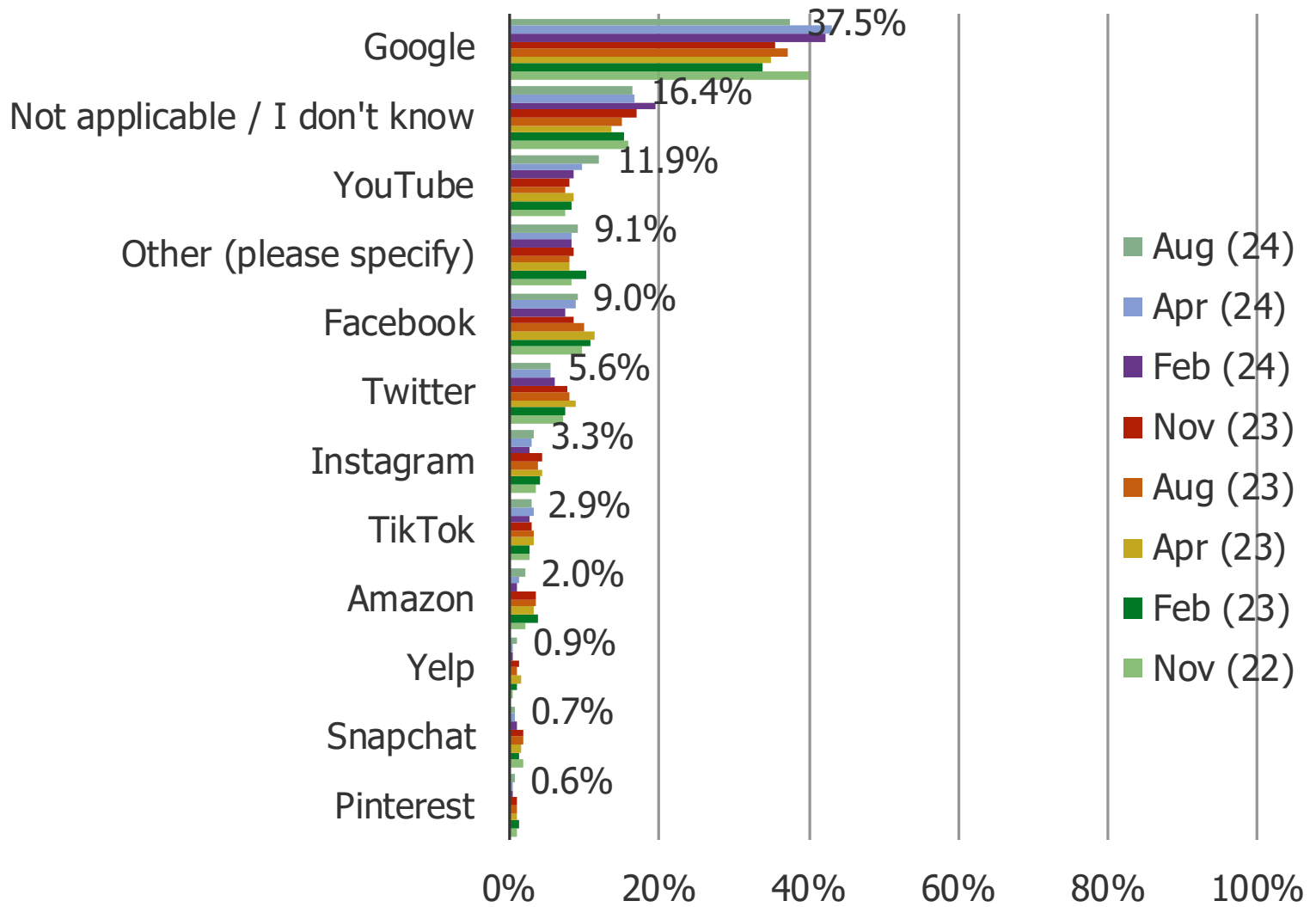
Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	7.3%	39.0%	7.9%	7.3%	5.7%	5.1%	9.6%	2.3%	2.8%	1.7%	1.1%
25 to 34	2.1%	40.1%	5.4%	10.3%	3.3%	1.2%	11.2%	10.3%	4.1%	0.8%	1.2%
35 to 44	2.1%	47.7%	7.2%	8.1%	1.7%	1.7%	5.5%	10.6%	3.4%	0.4%	1.3%
45 to 54	2.0%	52.5%	2.0%	7.4%	1.6%	0.4%	4.7%	12.8%	0.4%	0.8%	3.5%
55 to 64	0.9%	55.6%	0.9%	4.0%	0.0%	0.0%	1.8%	6.7%	1.8%	0.0%	4.9%
65 to 74	0.0%	51.8%	0.0%	0.7%	0.0%	0.0%	0.0%	10.1%	0.0%	0.7%	7.9%
75 or older	0.0%	46.8%	0.9%	3.7%	0.0%	0.0%	1.8%	4.6%	0.9%	0.0%	12.8%



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

Posed to all respondents.



Cross-tabbing the data by age...

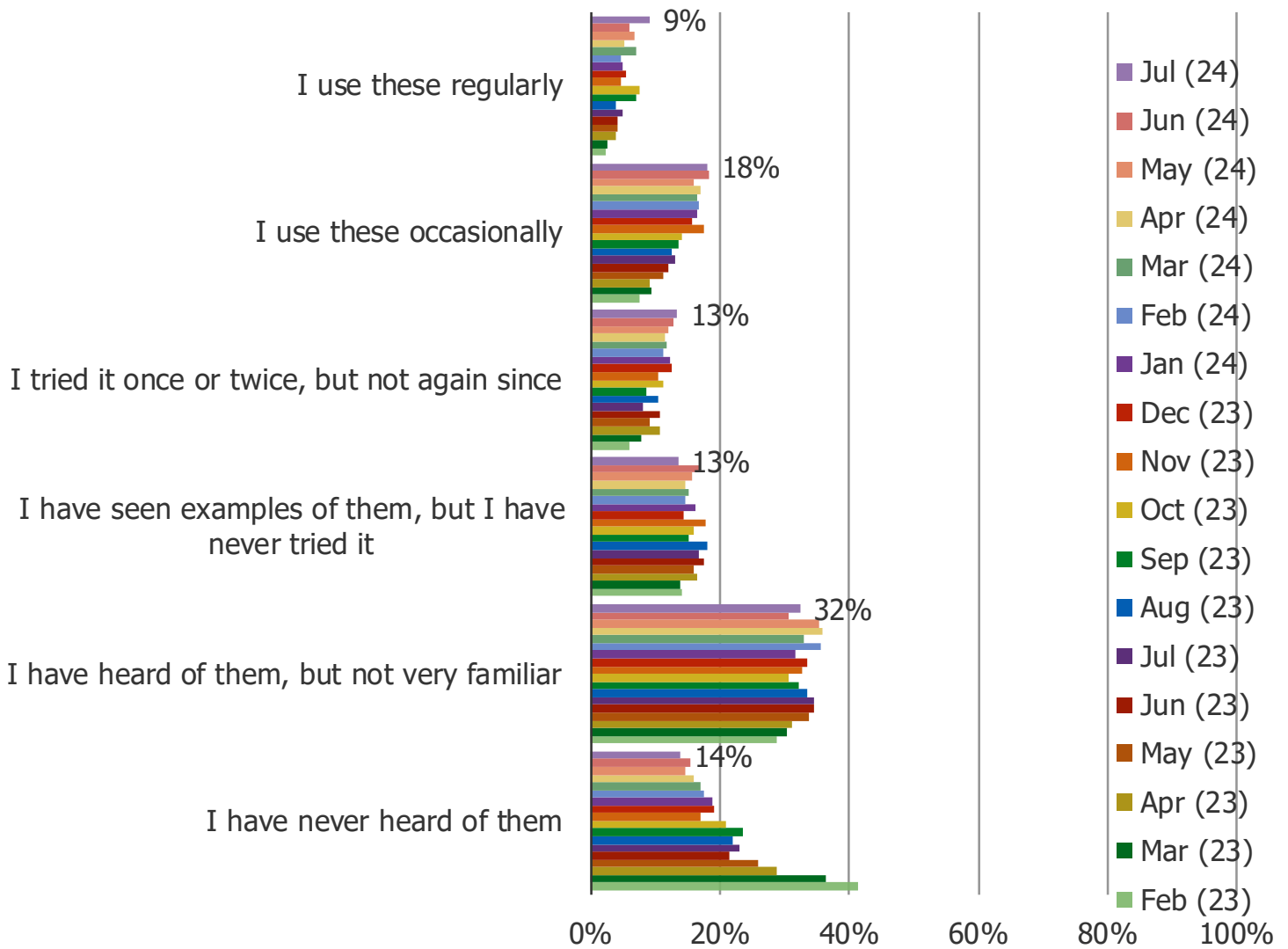
	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	7.9%	28.3%	5.7%	11.9%	9.6%	1.7%	17.5%	0.6%	2.8%	0.0%	2.3%
25 to 34	3.7%	36.8%	3.7%	11.2%	8.3%	1.7%	13.2%	0.8%	2.9%	2.5%	2.1%
35 to 44	2.1%	37.5%	6.4%	13.2%	7.7%	0.9%	8.9%	1.3%	4.3%	0.4%	4.7%
45 to 54	2.7%	40.1%	3.9%	7.4%	5.1%	0.4%	14.0%	2.0%	0.8%	0.0%	9.3%
55 to 64	2.2%	38.6%	0.0%	5.8%	3.1%	0.0%	10.8%	0.9%	1.8%	0.0%	11.2%
65 to 74	0.0%	44.6%	0.7%	5.0%	1.4%	0.0%	8.6%	0.0%	0.0%	0.0%	21.6%
75 or older	0.0%	36.7%	0.9%	5.5%	0.0%	0.0%	8.3%	0.0%	0.0%	0.9%	24.8%

Search

## MONTHLY SEARCH SURVEY

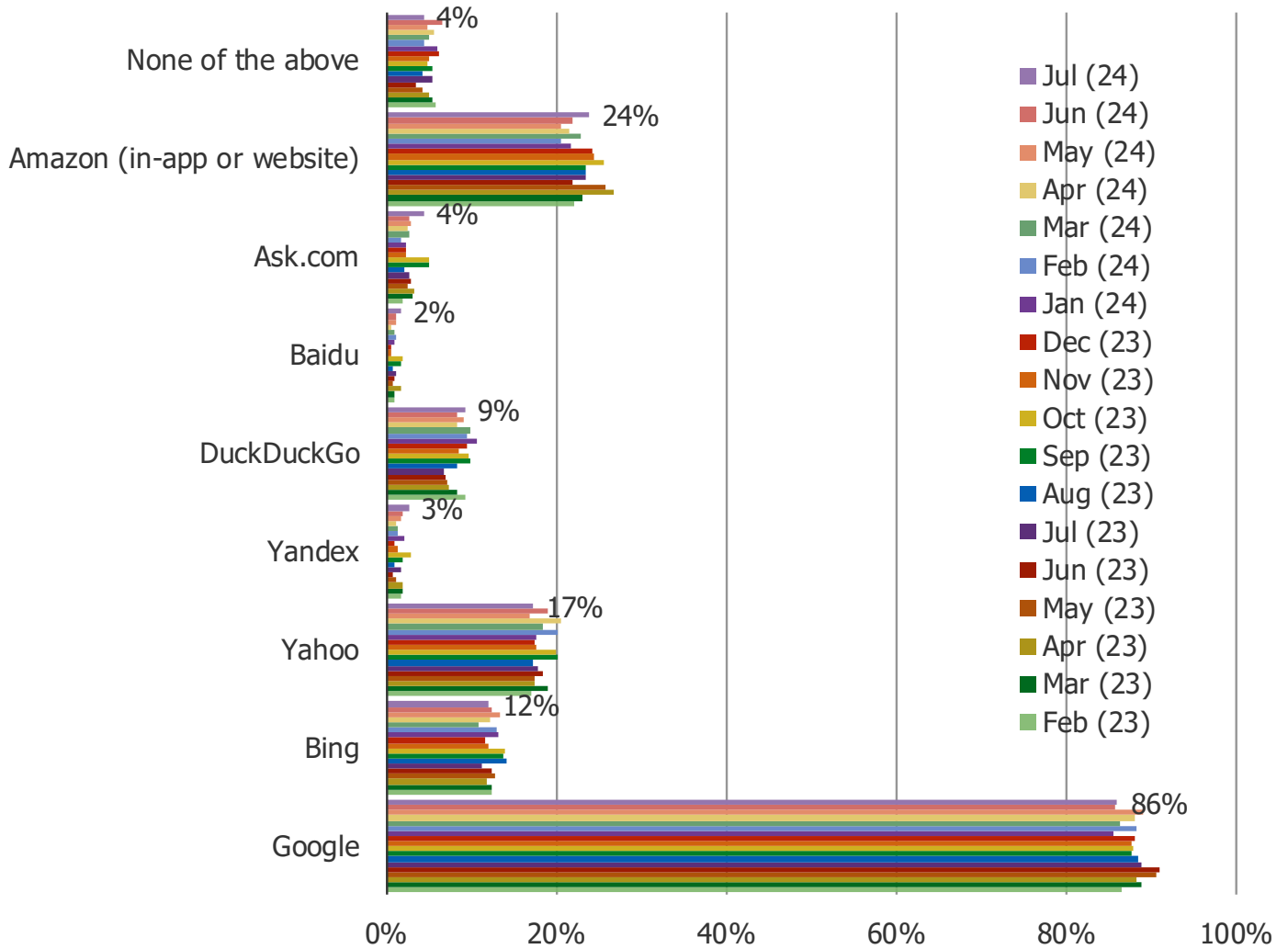
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

Posed to all respondents.



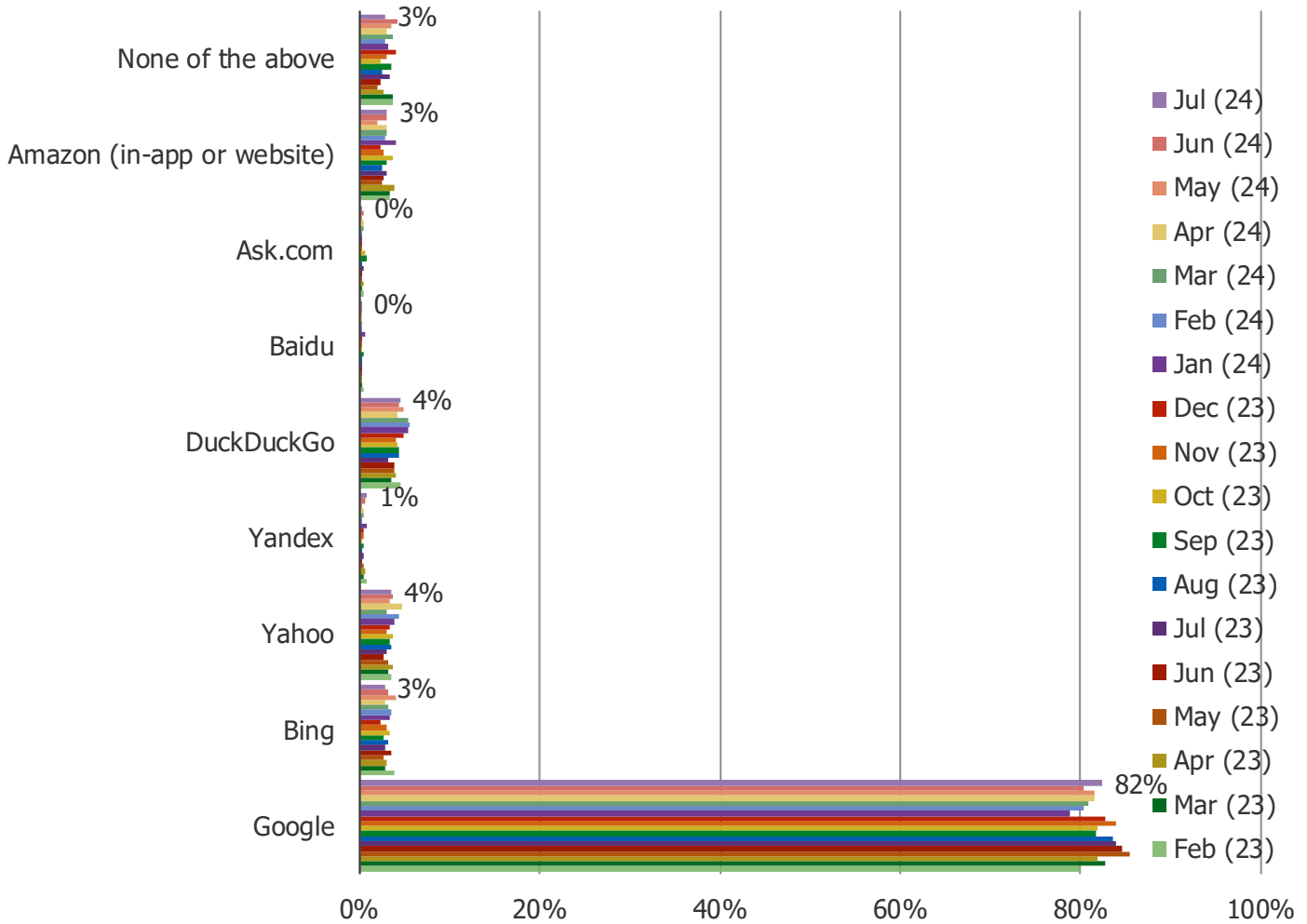
HAVE YOU OR WILL YOU USE ANY OF THE FOLLOWING TODAY TO SEARCH ON THE INTERNET (MOBILE DEVICE OR DESKTOP)?

Posed to all respondents.



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

Posed to all respondents.

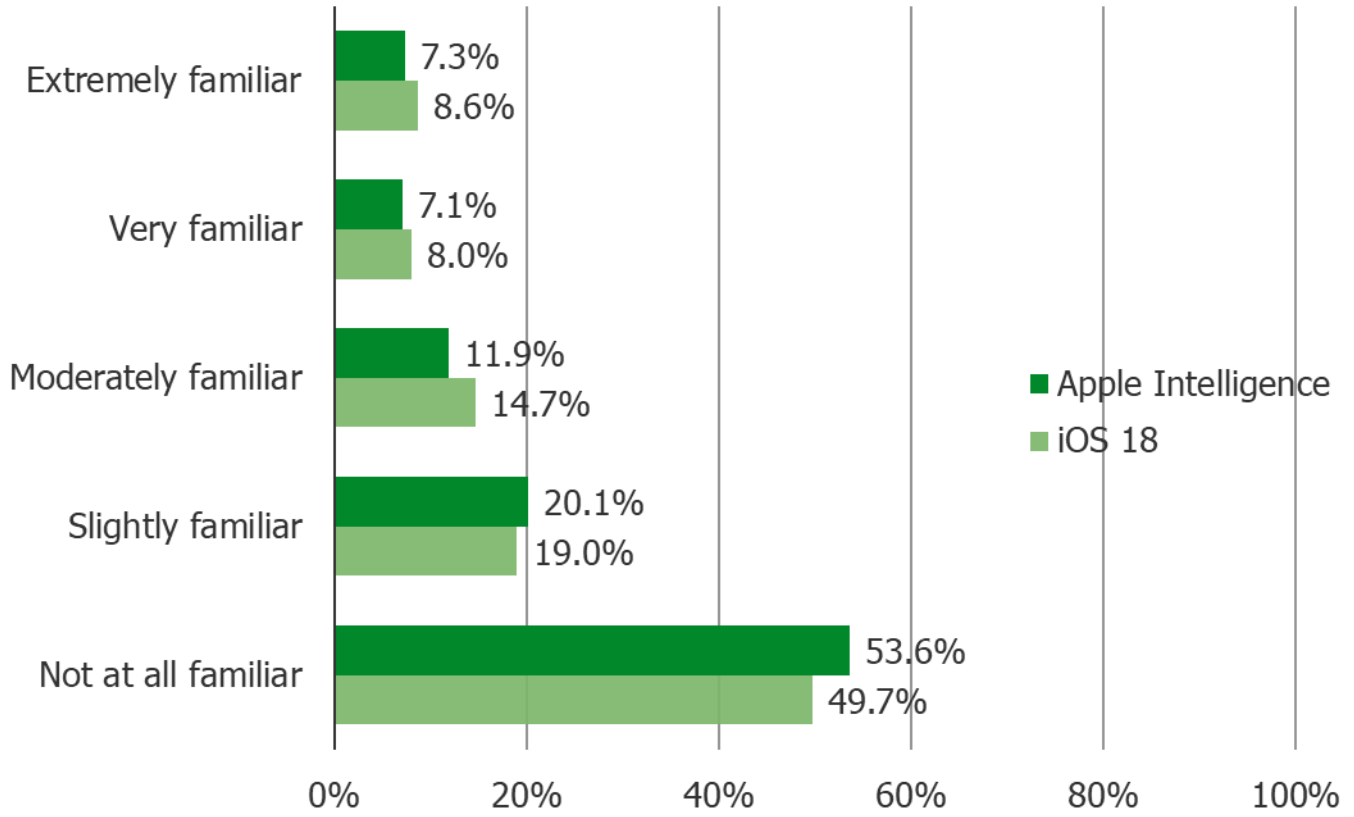


Search

# APPLE INTELLIGENCE AND IOS 18

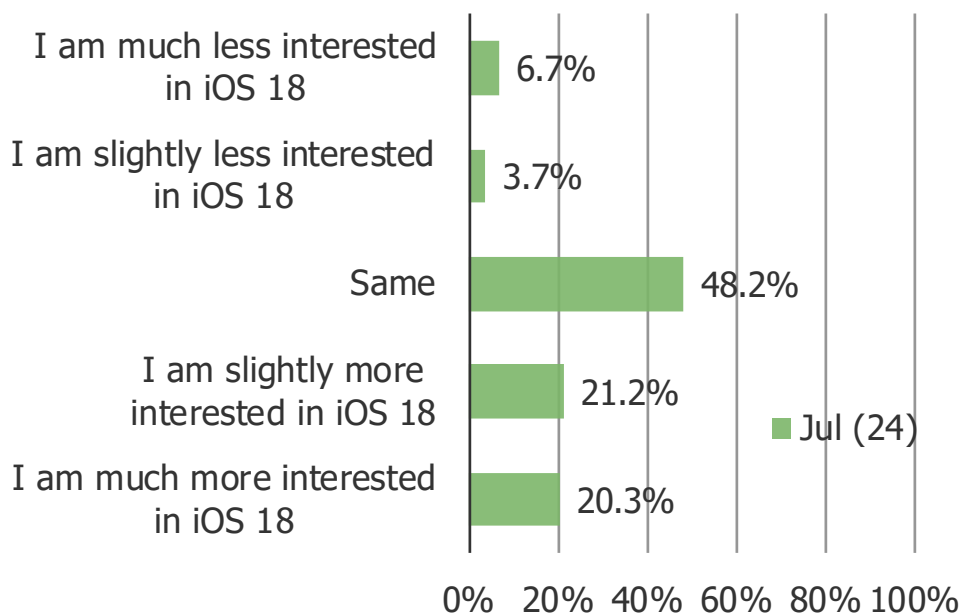
HOW FAMILIAR ARE YOU WITH IOS 18 AND WITH APPLE INTELLIGENCE?

This question was posed to all respondents who are iOS users.

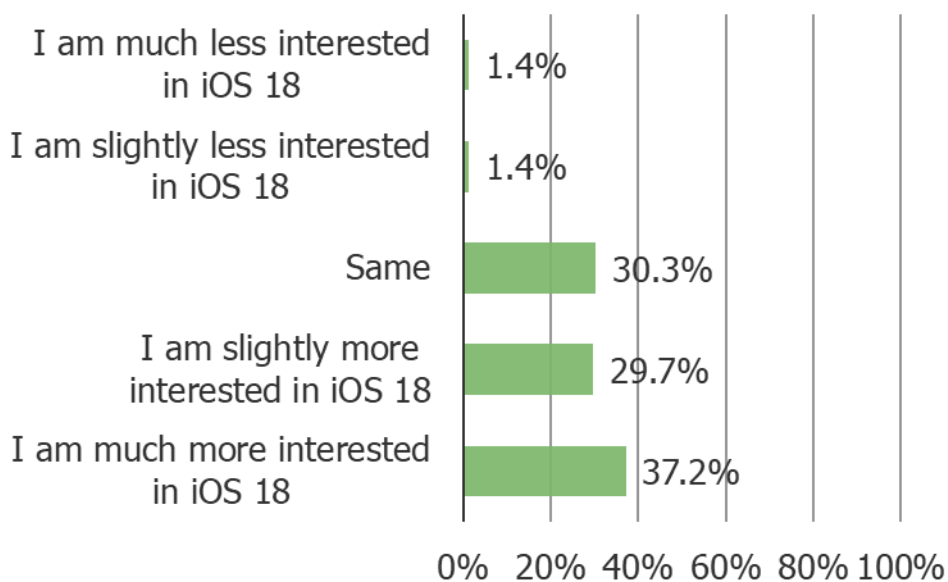


COMPARE YOUR LEVEL OF INTEREST IN IOS 18, TO BE RELEASED IN THE FALL OF 2024, WITH PRIOR IOS UPDATES.

This question was posed to all respondents who are iOS users.



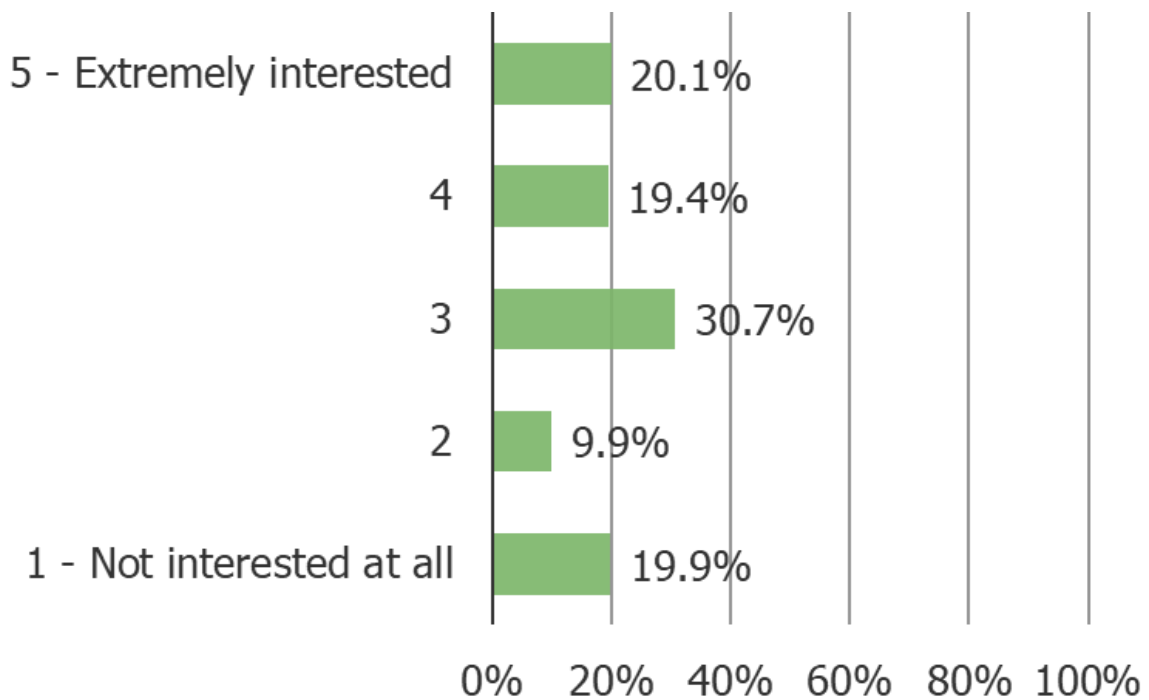
Filtering to respondents who are at least moderately familiar with iOS 18 (N = 145)





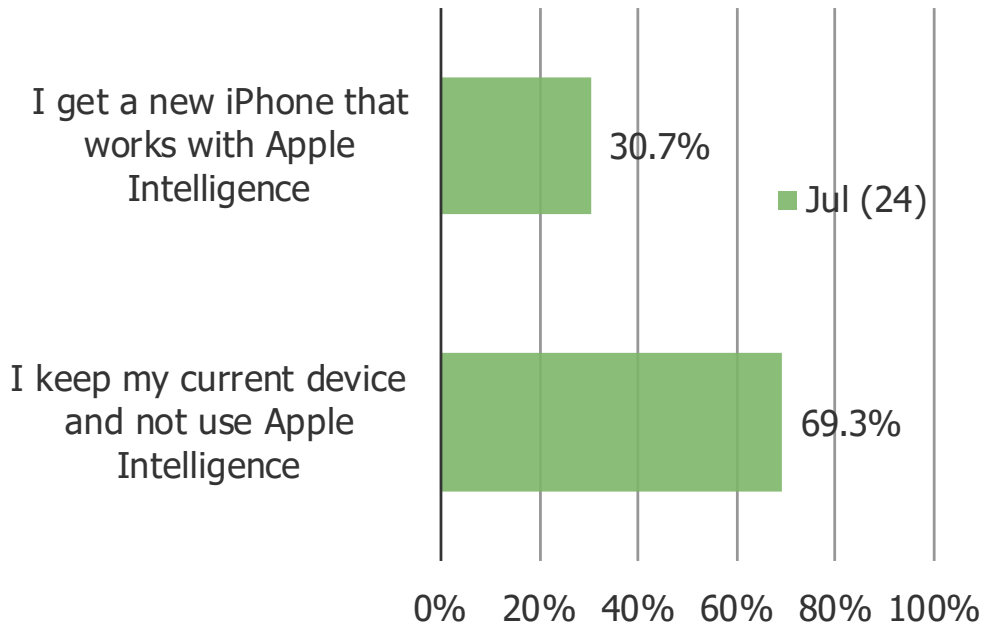
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE’S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED USER EXPERIENCE. THESE ADVANCEMENTS AIM TO MAKE INTERACTIONS WITH APPLE DEVICES AND SERVICES SMARTER AND MORE RESPONSIVE TO INDIVIDUAL NEEDS. HOW MUCH INTEREST WOULD YOU HAVE IN USING AN IPHONE, IPAD, OR PC WITH APPLE INTELLIGENCE ON IT?

This question was posed to all respondents who are iOS users.

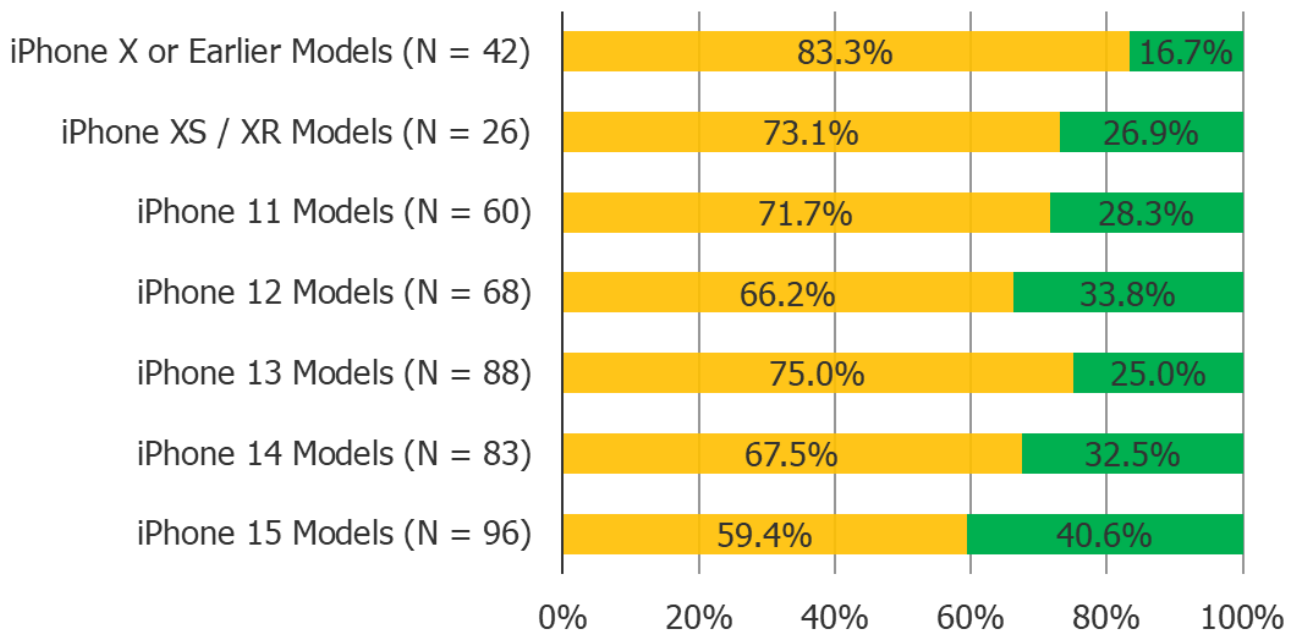


FAST FORWARD TO THIS FALL. IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

This question was posed to all respondents who are iOS users.



- I keep my current device and not use Apple Intelligence
- I get a new iPhone that works with Apple Intelligence



FAST FORWARD TO THIS FALL. IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

Fill-Ins... (optional comments)

***Respondents who would keep their current device and not use Apple Intelligence.***

- I only get a new phone when mine doesn't work anymore.
- New iPhones are expensive and mine still works just as well
- Not worth it
- Because i dont see the point in upgrading yet if my phone still fully functions
- Im satisfied with what I have now and will delay a purchase until later.
- I'll wait for later releases
- I have a lot of patience.
- I would get on eventually but not in Fall.
- Security
- It's not important to me to use Apple Intelligence, I feel that relying on AI diminishes my attention span/memory/motivation to problem solve and learn on my own
- Because I can't always afford to get a new phone when the one I have works just fine
- CANNOT AFFORD NEW IPHONE
- Wait till I can afford it
- I'm not eager to start using AI, so I would need another reason to get a new device.
- distrust artificial intelligence
- Not necessary
- i dont care
- I wouldn't upgrade just for Apple Intelligence
- I would wait until I felt I really needed a new phone. My current phone is in great condition and will be fully paid for in a few months.
- I don't trust the security and privacy...so no!
- Because I don't care for that anyway
- I have no need for AI and would prefer a phone without.
- Not upgrading for addition price, cost and/or fees. Times are hard.
- I'd have to check specs and reviews first before making a change.
- because
- The exploitation of men, women, and children in the DRC being forced to mine for cobalt under harsh conditions
- I don't use my phone for "creative" purposes. My research is limited to pricing things on vendor apps.
- I don't know yet I'd have to see how it works and if it would be helpful to me
- I do not enjoy the employment of AI in every piece of tech
- Looking for cheap
- Apple Intelligence needs to be around for awhile to see how it operates before I purchase or use it.
- I am against anyone using AI
- Its not important to me, I just need a working phone. AI does not excite me.
- cost of new phone
- I'm not sure

FAST FORWARD TO THIS FALL. IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

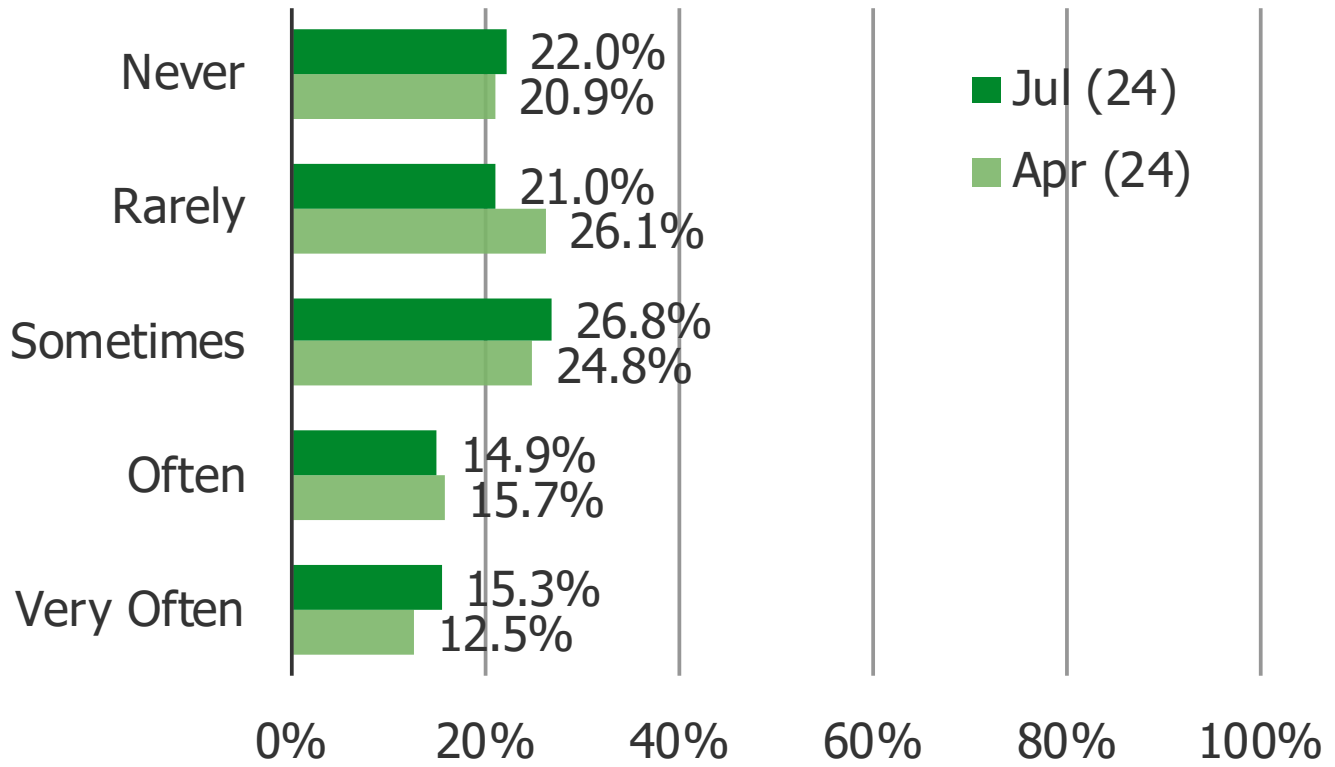
Fill-Ins... (optional comments)

### ***Respondents who would get a new iPhone that works with Apple Intelligence***

- I would not get the new iPhone, but I'm gonna use Apple intelligence
- More advanced phone
- Either way I need a phone upgrade and it's best to get a newer version
- I love upgrading my phone
- I want the option
- Because it will be the best version of IOS ever made
- Seems the logical thing to do
- Depends on cost
- To keep up with technology.
- I am already in the market for a new phone so if I find the feature useful, it will be another reason to upgrade.
- I like using the AI I currently use and feel it will bring great benefits to have access to it straight from my phone.
- I would love to experience this new feature
- I don't believe that the new features will work with a 13 pro
- Already planning to purchase new iPhone
- I'd like to try out the new tech but would read reviews of it first committing to it.

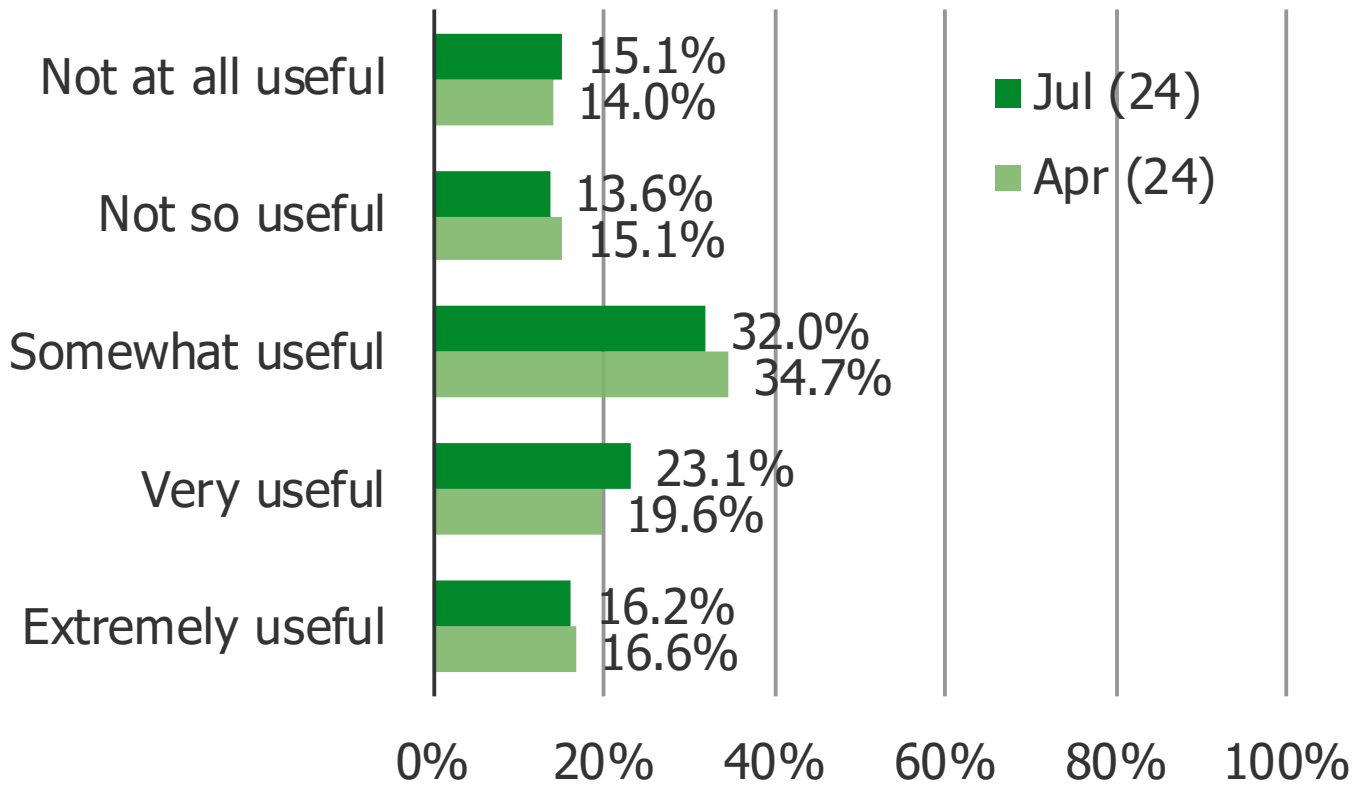
HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

This question was posed to all respondents who are iOS users.



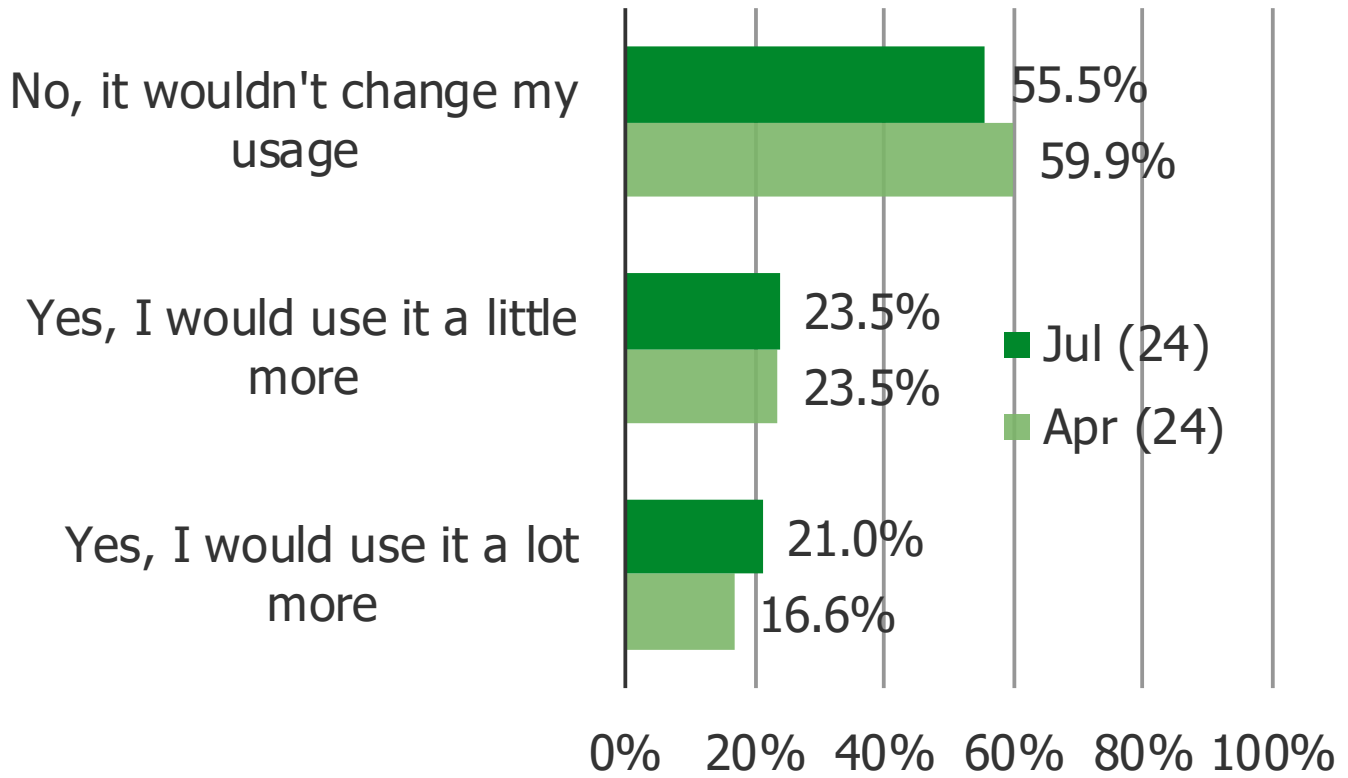
HOW USEFUL DO YOU FIND SIRI TO BE?

This question was posed to all respondents who are iOS users.



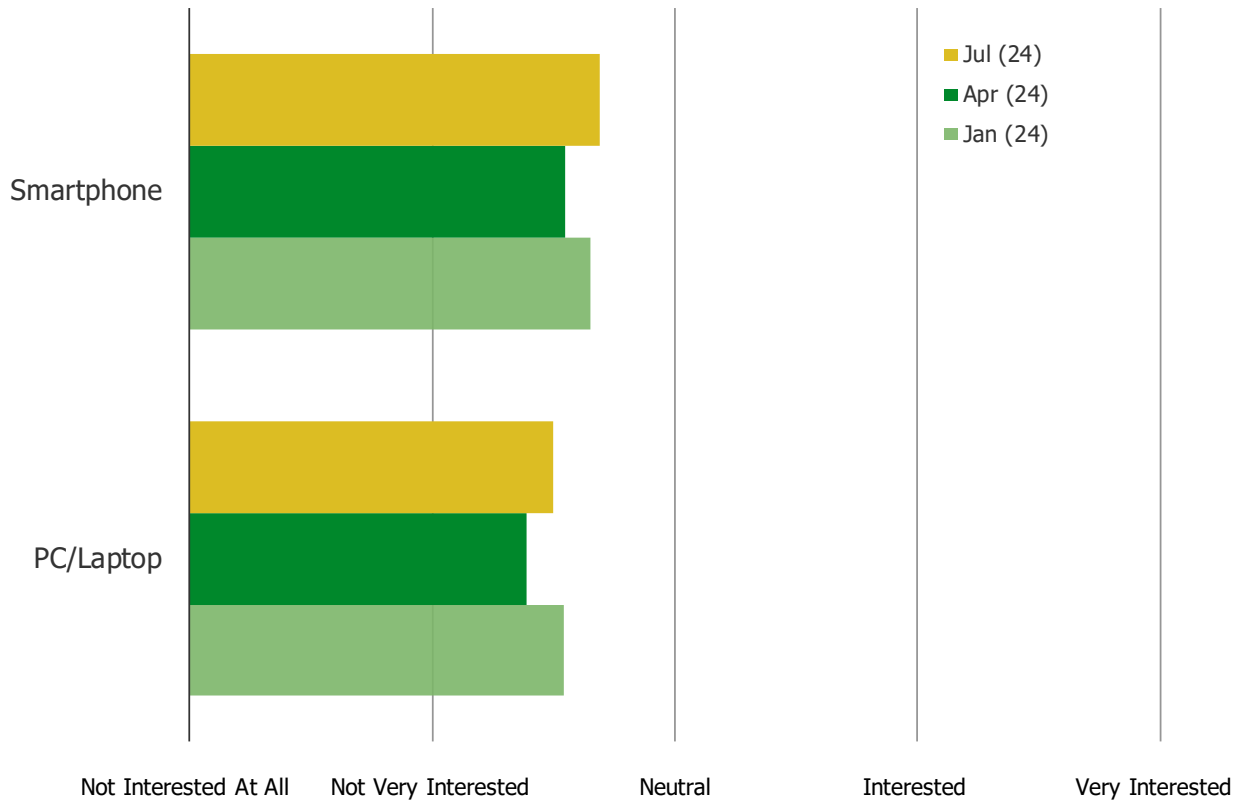
WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

This question was posed to all respondents who are iOS users.

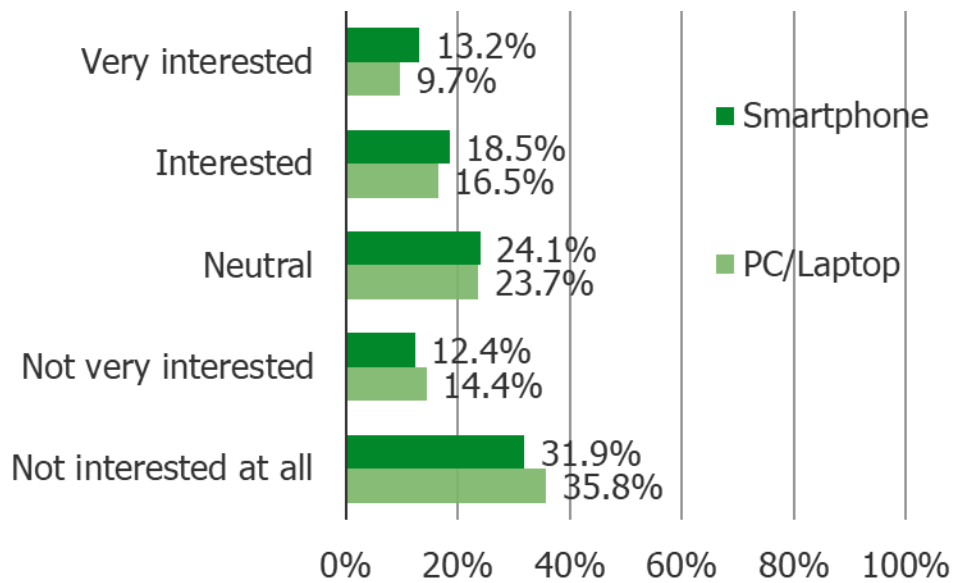


HOW INTERESTED ARE YOU IN USING AI (ARTIFICIAL INTELLIGENCE) CHATBOTS AND APPS, LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) WHILE USING THE FOLLOWING DEVICES...

This question was posed to all respondents.



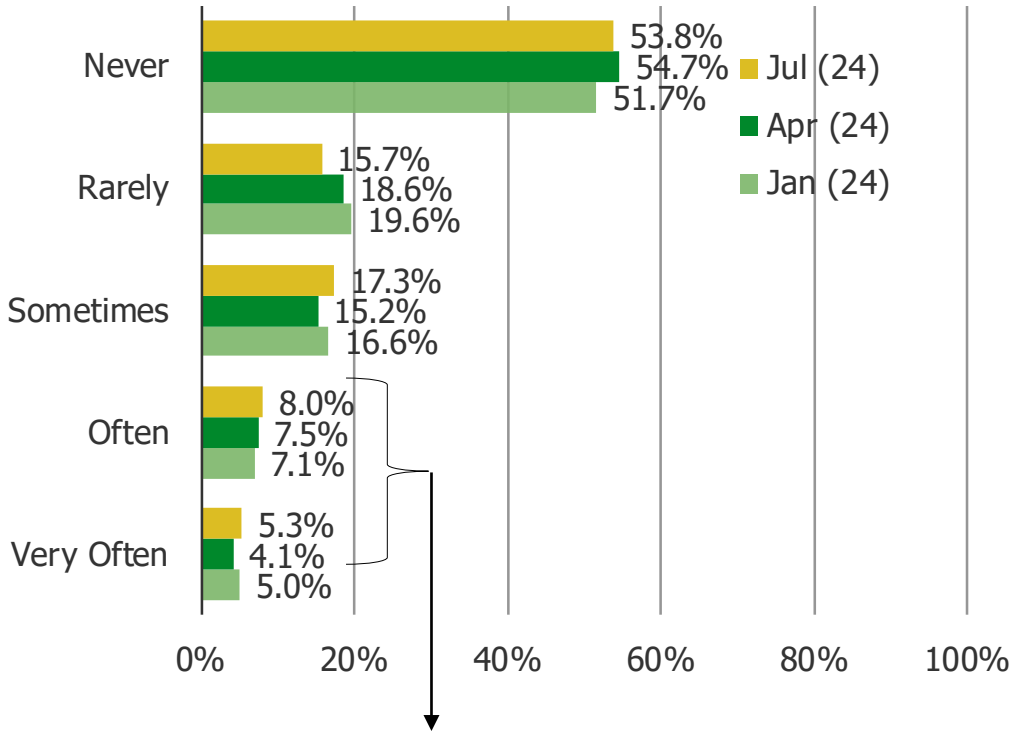
July 2024 Data Breakout



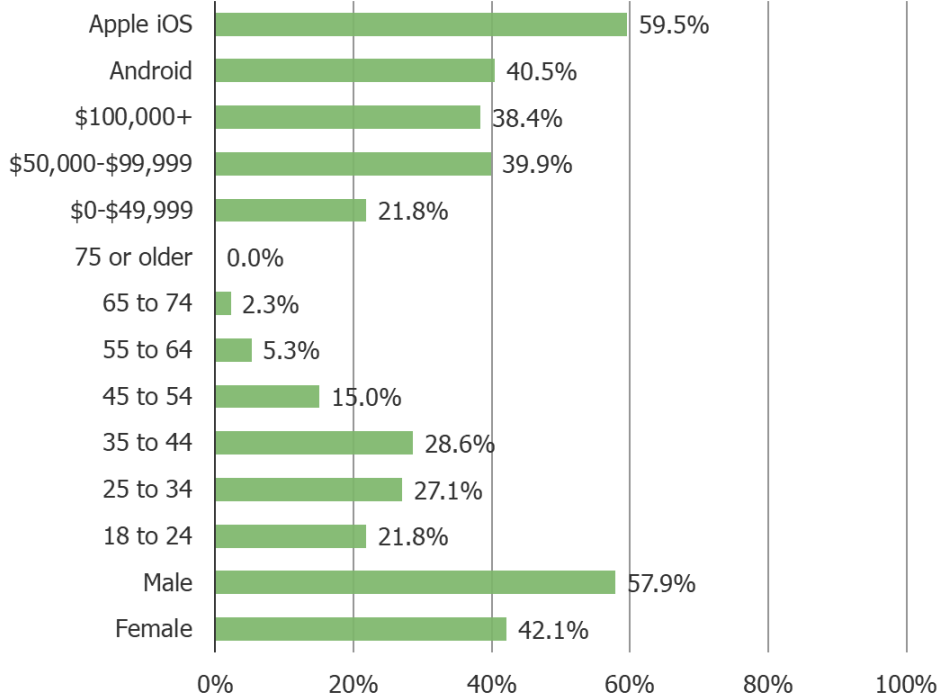


**HOW OFTEN DO YOU USE AI CHATBOTS LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, OR OTHERS IN YOUR LIFE?**

This question was posed to all respondents.

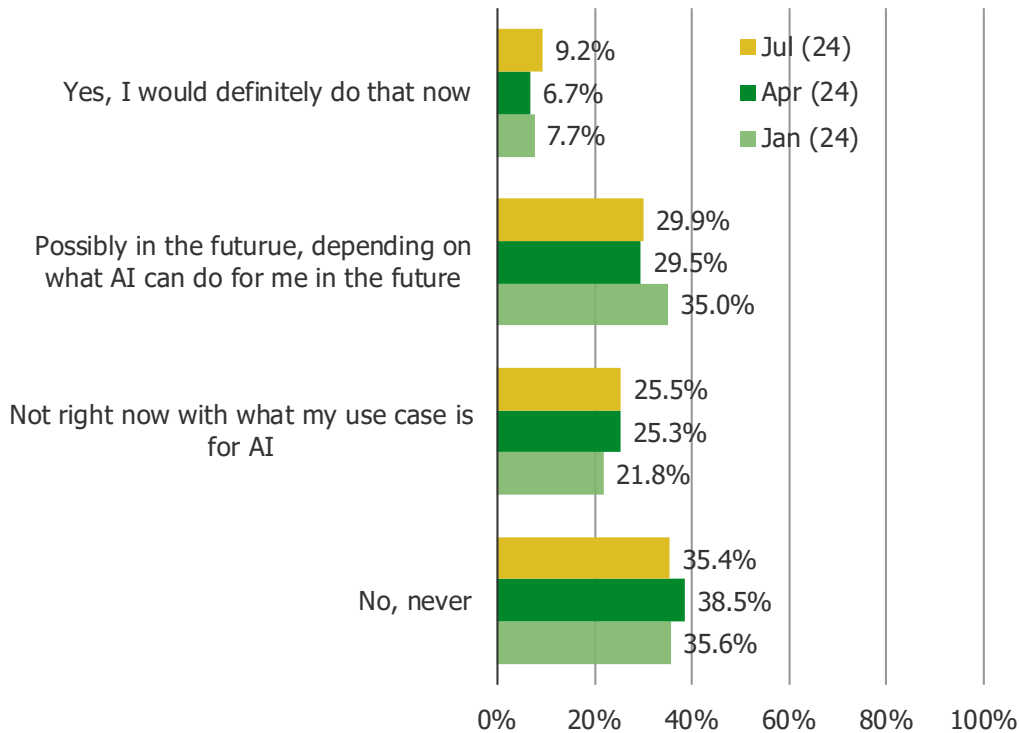


**Current OS**



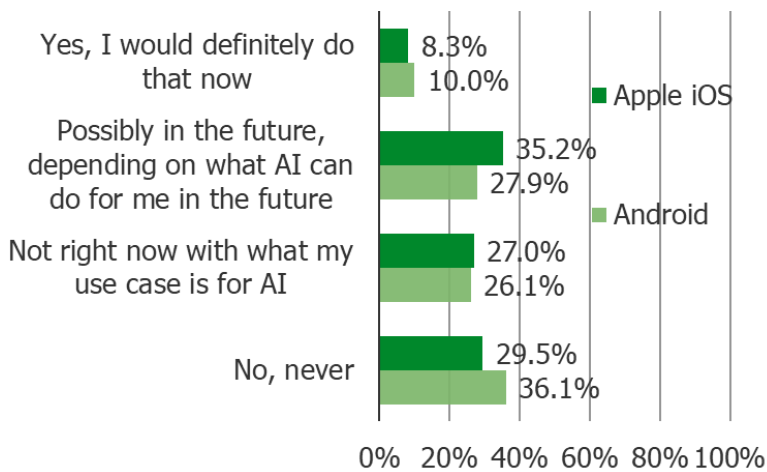
COULD YOU EVER SEE YOURSELF GOING OUT AND BUYING A NEW SMARTPHONE OR LAPTOP IF THOSE DEVICES WERE ABLE TO WORK BETTER WITH AI RELATED APPS THAN THE EXISTING ONES YOU OWN?

This question was posed to all respondents.



Cross-Tabbing The Above Data:

Apple vs. Android Users (July Data)



iOS Users (April vs. July)

