

BESPOKE MARKET INTELLIGENCE

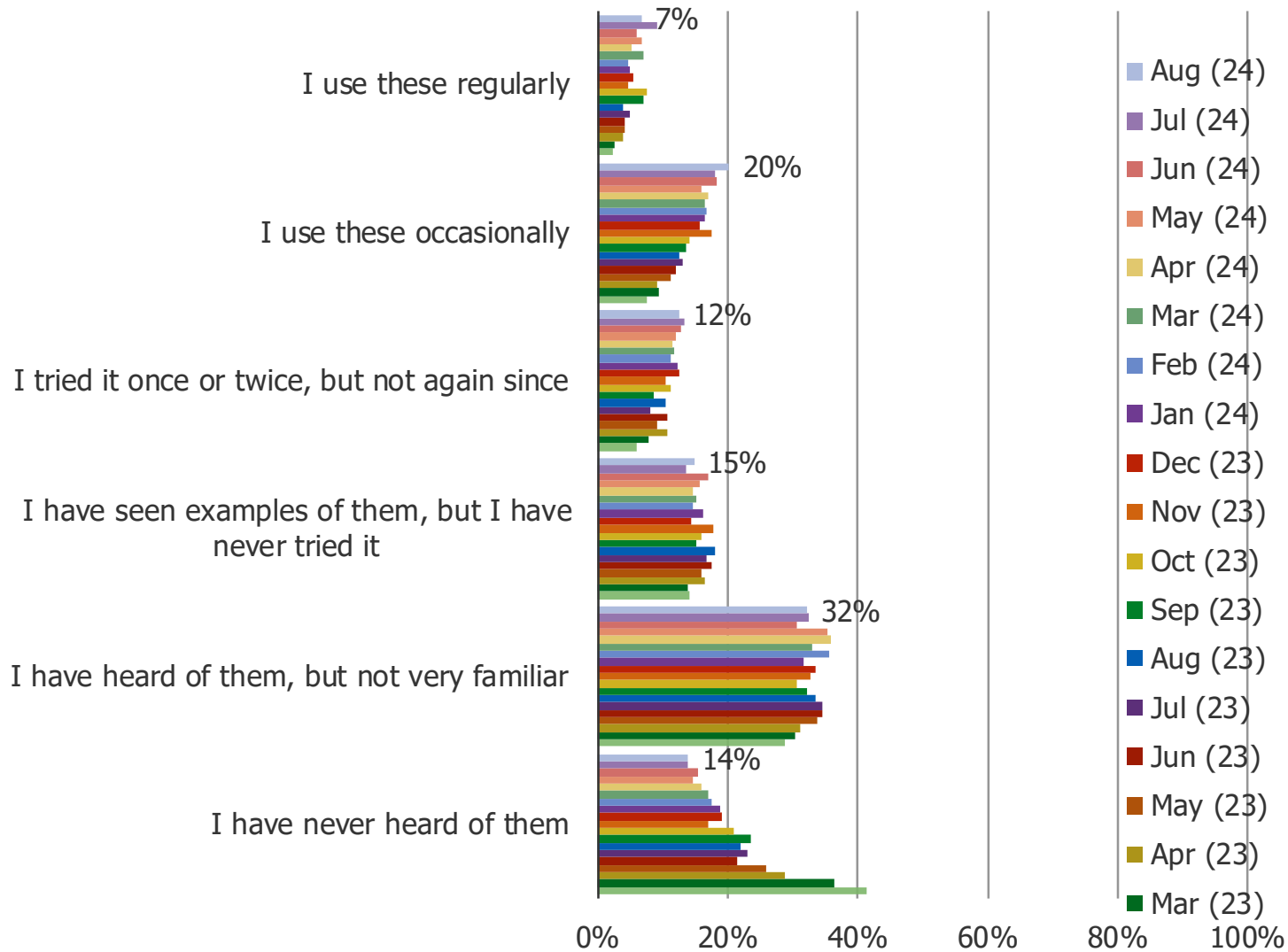
Search and AI

1,500 US Consumers Balanced To Census, Tracked Monthly

August 2024

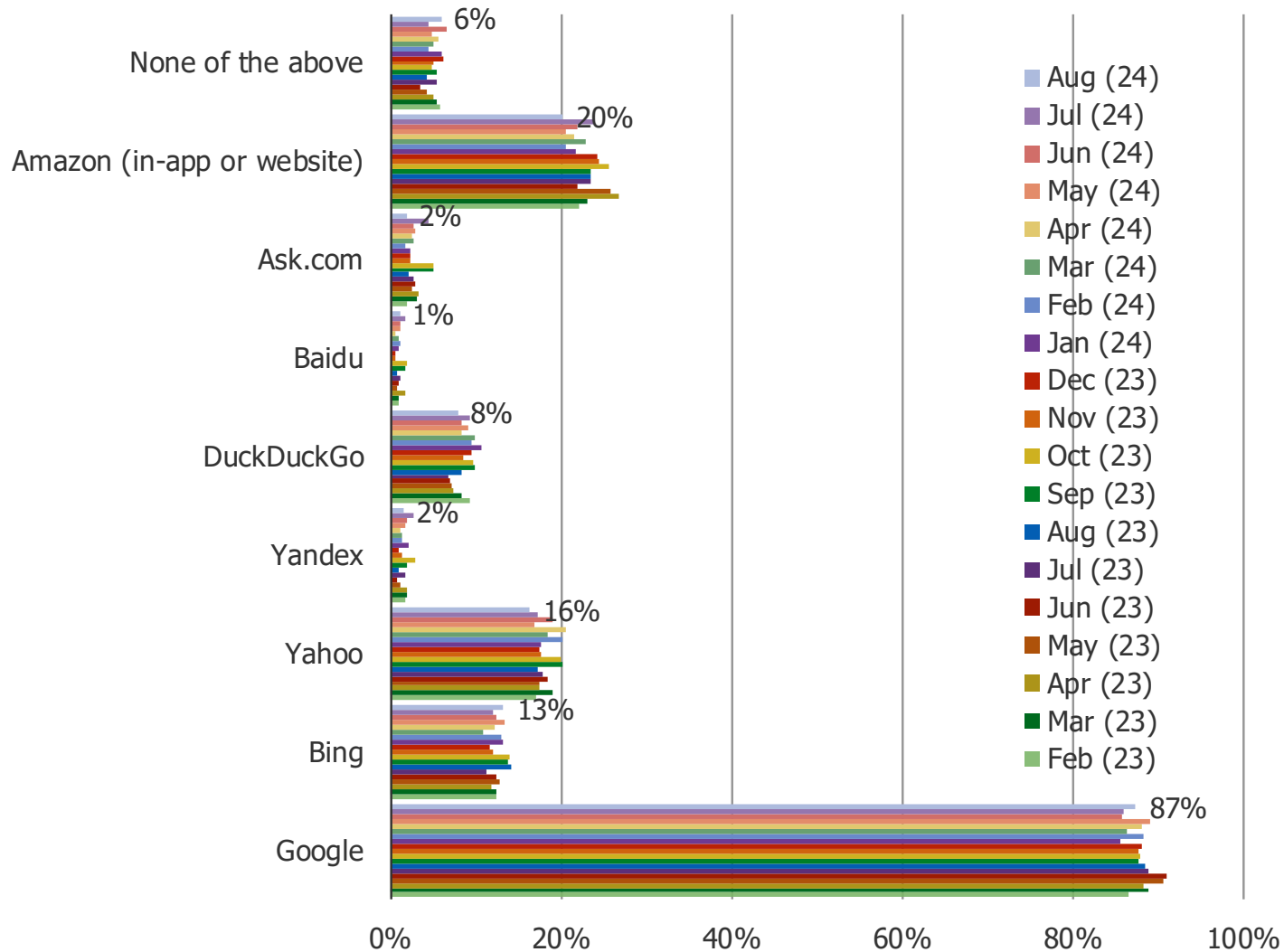
Please describe your experience with AI Chatbots (eg, ChatGPT, Google Bard, etc).

Posed to all respondents (n = 1,502).



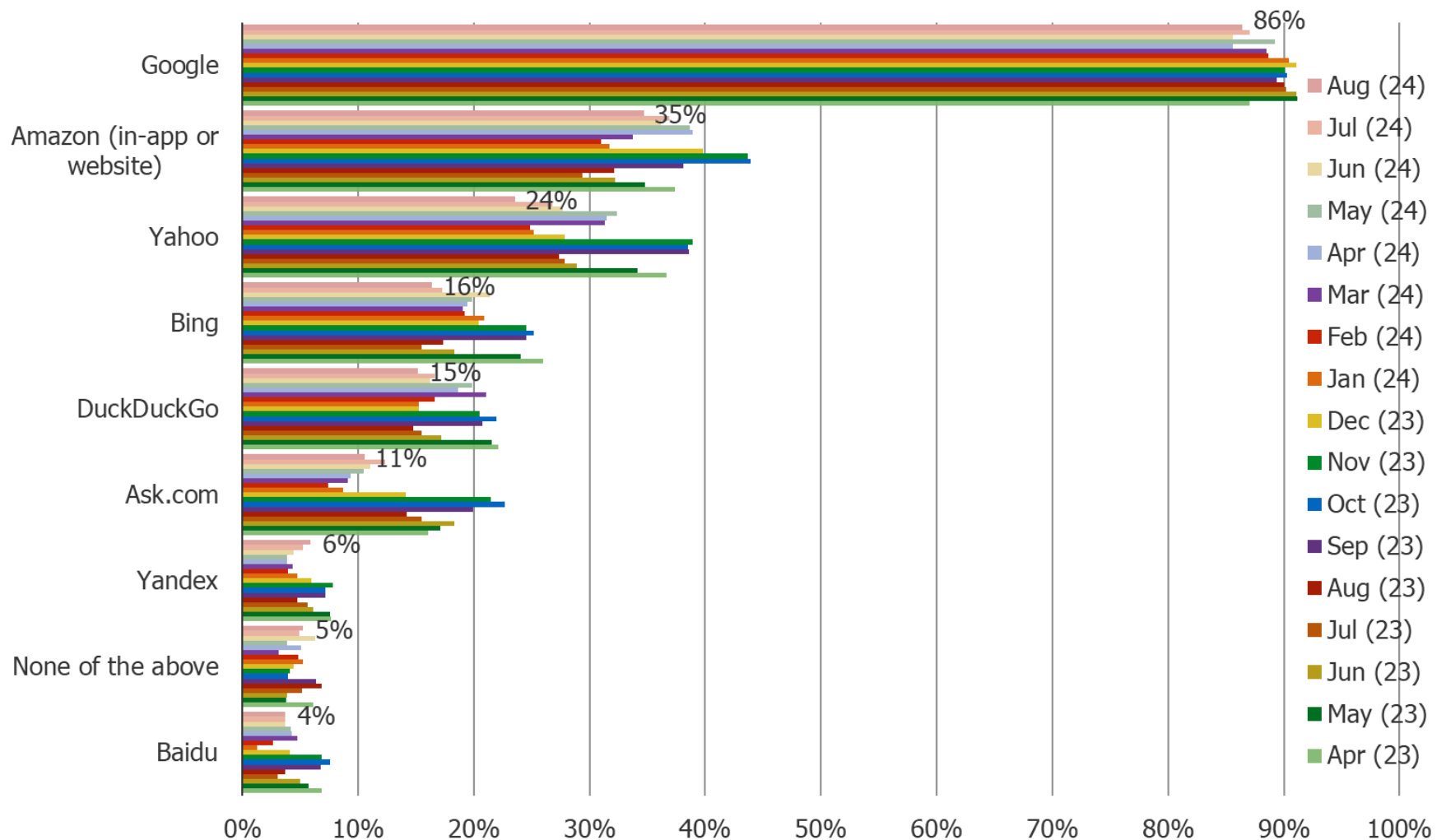
Have you or will you use any of the following today to search on the internet (mobile device or desktop)?

Posed to all respondents (n = 1,502).



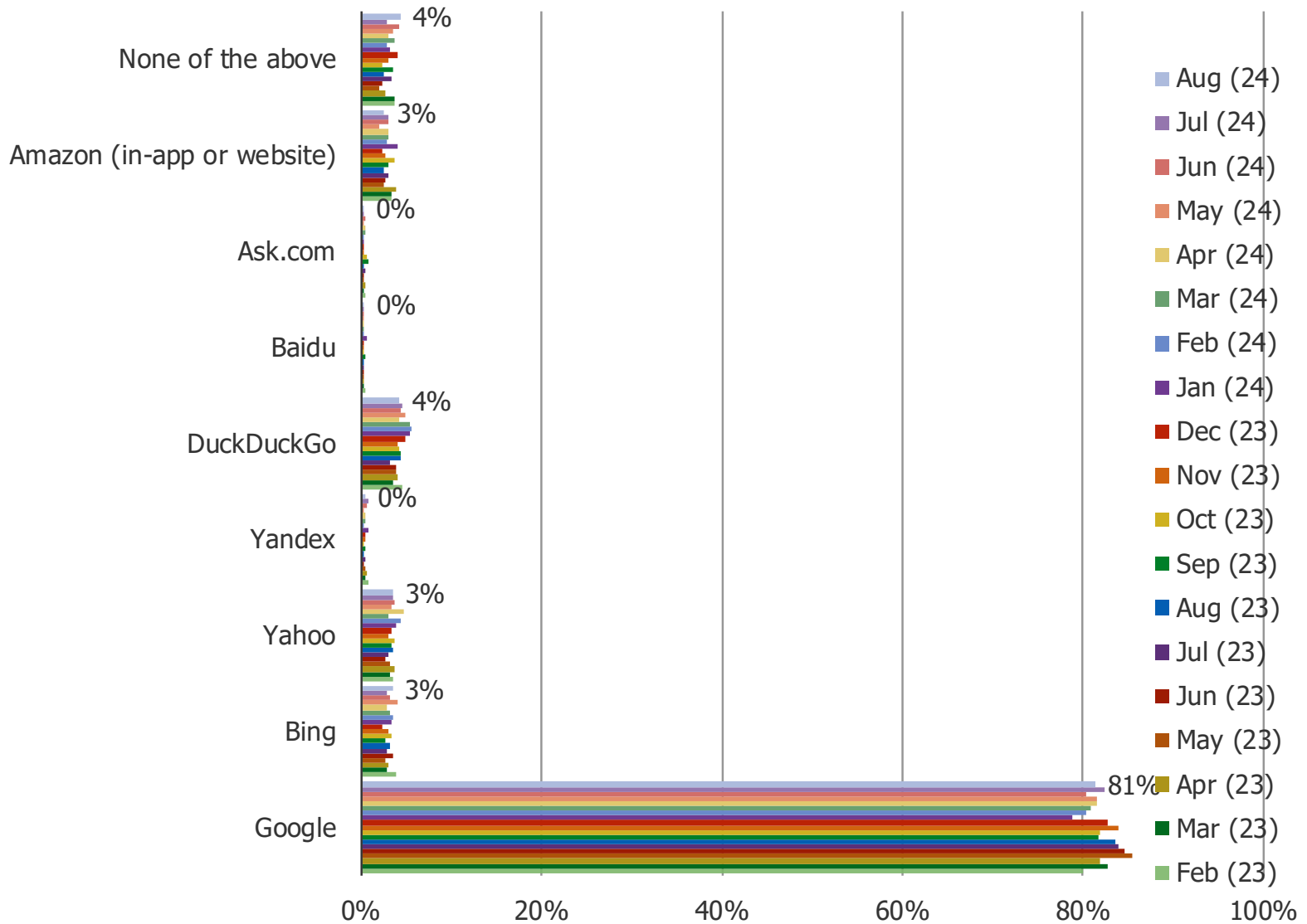
Have you or will you use any of the following today to search on the internet (mobile device or desktop)?

Posed to respondents who said they use ChatGPT regularly (n = 323 completes in August 2024).



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

Posed to all respondents (n = 1,502).



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

Posed to respondents who said they use ChatGPT regularly (n = 323 completes in August 2024).

