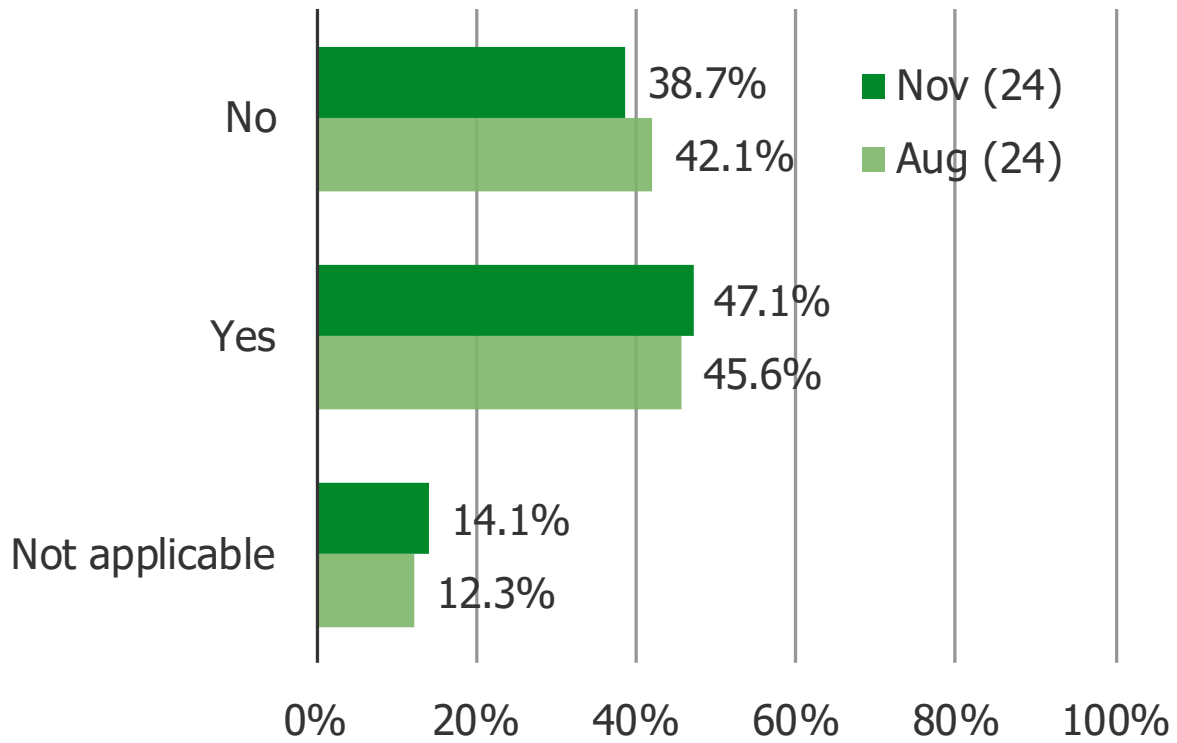BESPOKE SURVEYS

Search, Vol 9

1250+ Respondents Per Quarter

November 2024

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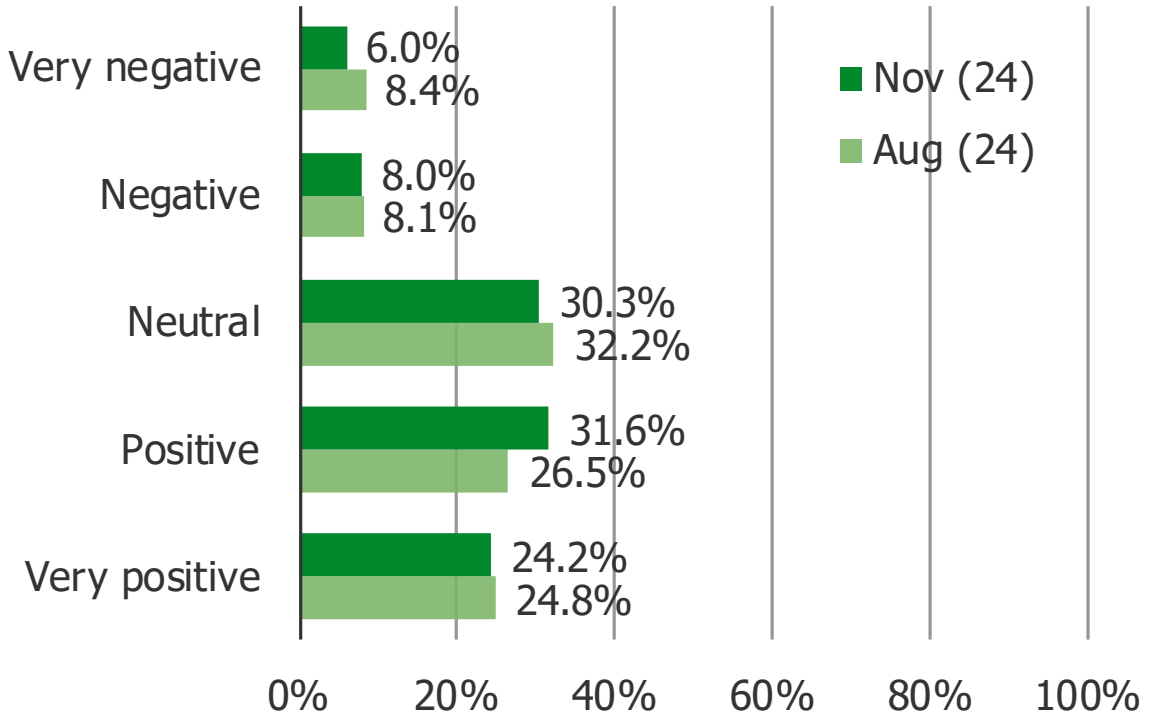
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES? (EXAMPLE ABOVE)

Posed to all respondents.

Legend:
- ■ Nov (24)
- ■ Aug (24)

Response	Nov (24)	Aug (24)
No	38.7%	42.1%
Yes	47.1%	45.6%
Not applicable	14.1%	12.3%

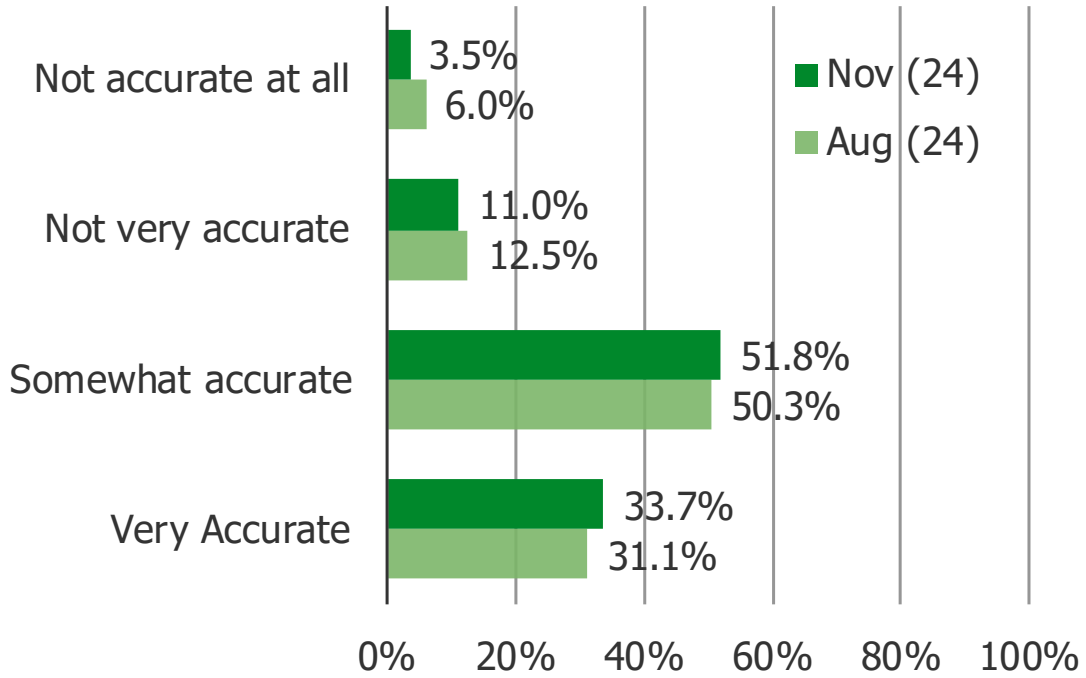## WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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

Legend:
- Nov (24)
- Aug (24)

Opinion	Nov (24)	Aug (24)
Very negative	6.0%	8.4%
Negative	8.0%	8.1%
Neutral	30.3%	32.2%
Positive	31.6%	26.5%
Very positive	24.2%	24.8%

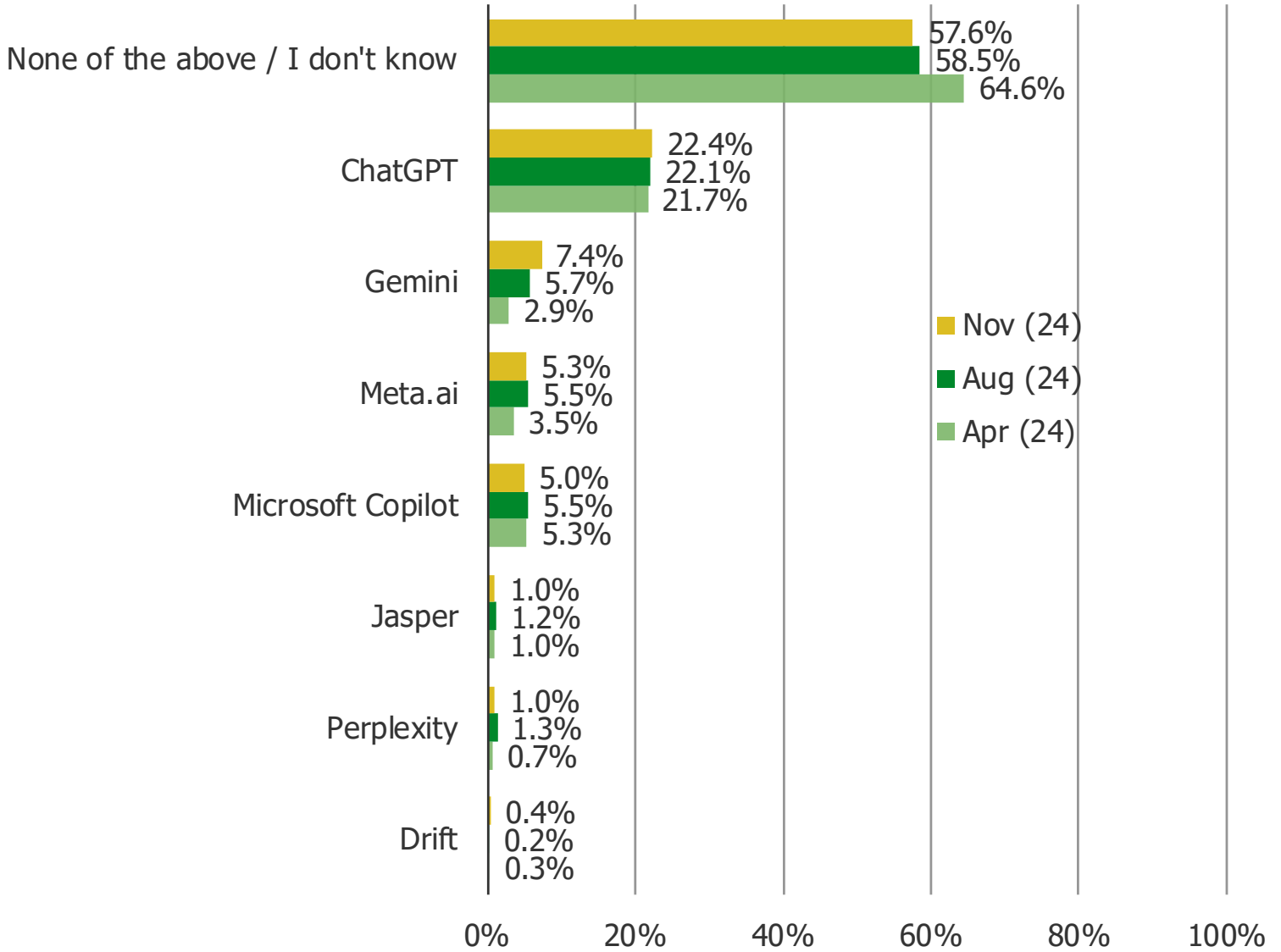## HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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

Legend:
- ■ Nov (24)
- ■ Aug (24)

Category	Nov (24)	Aug (24)
Not accurate at all	3.5%	6.0%
Not very accurate	11.0%	12.5%
Somewhat accurate	51.8%	50.3%
Very Accurate	33.7%	31.1%

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

Posed to all respondents.

None of the above / I don't know
- 57.6%
- 58.5%
- 64.6%

ChatGPT
- 22.4%
- 22.1%
- 21.7%

Gemini
- 7.4%
- 5.7%
- 2.9%

Meta.ai
- 5.3%
- 5.5%
- 3.5%

Microsoft Copilot
- 5.0%
- 5.5%
- 5.3%

Jasper
- 1.0%
- 1.2%
- 1.0%

Perplexity
- 1.0%
- 1.3%
- 0.7%

Drift
- 0.4%
- 0.2%
- 0.3%

Legend:
- Nov (24)
- Aug (24)
- Apr (24)

X-axis: 0% 20% 40% 60% 80% 100%

WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

Posed to all respondents.

Neither - I wouldn't use AI Chatbots
- 55.9%
- 57.8%
- 62.4%

Using AI chatbots within social media platforms that I am using
- 19.4%
- 17.7%
- 14.8%

Using a standalone AI Chatbot or website
- 24.7%
- 24.5%
- 22.8%

Legend:
- Nov (24)
- Aug (24)
- Apr (24)

X-axis: 0% 20% 40% 60% 80% 100%
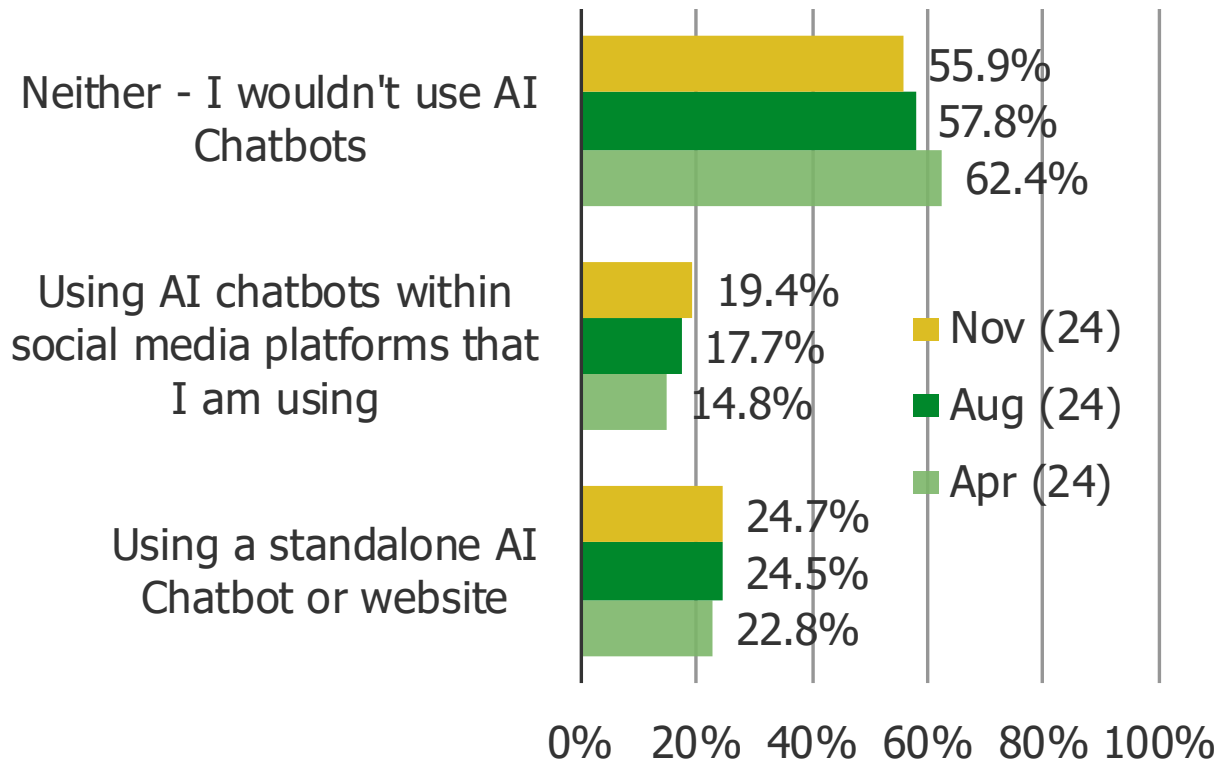
OVER THE PAST MONTH, HAVE YOU CHANGED HOW OFTEN YOU PERSONALLY USE AI CHATBOTS, LIKE CHAT GPT?

Posed to all respondents who have tried ChatGPT. (N=277)

Chart categories (x-axis): Significantly, Slightly Reduced, No Change, Slightly Increased, Significantly Increased

Chart rows (y-axis): Nov (24), Aug (24), Apr (24), Feb (24), Nov (23)
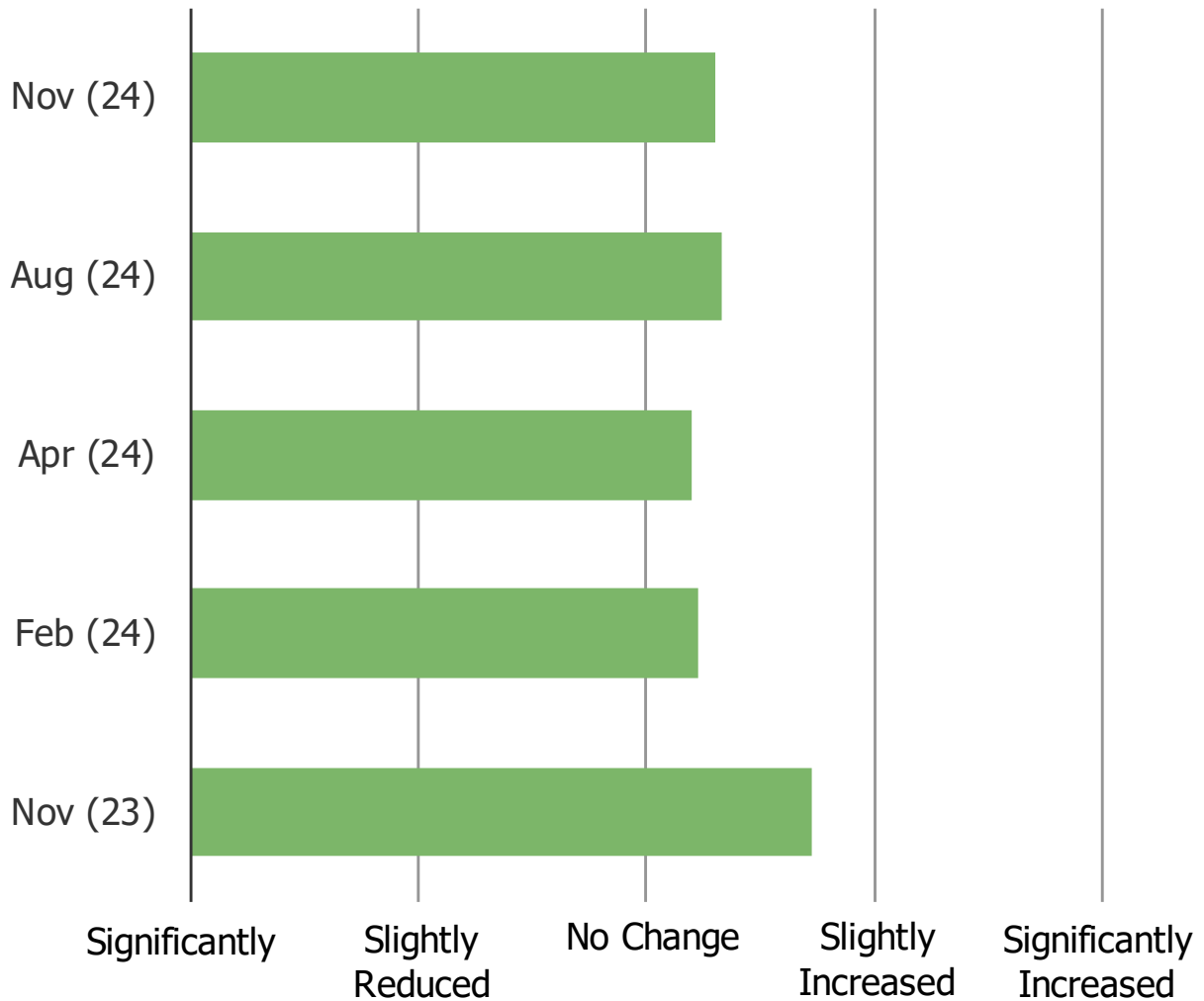
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=277)

	Will decline	Will decline slightly	No Change	Will increase slightly	Will increase significantly

Categories (left to right): Will decline, Will decline slightly, No Change, Will increase slightly, Will increase significantly

Rows (top to bottom): Nov (24), Aug (24), Apr (24), Feb (24), Nov (23)
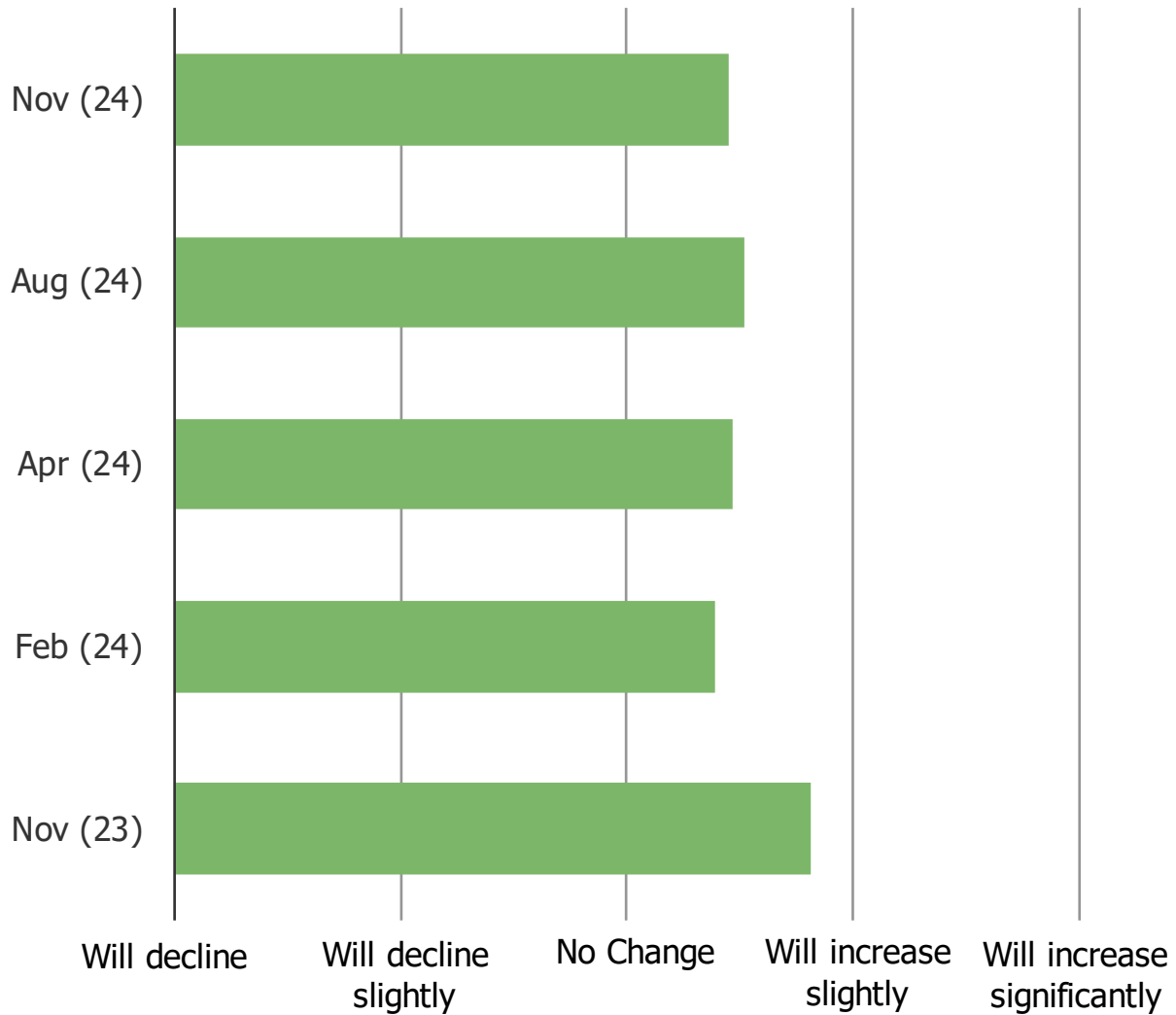
BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)

I have tried ChatGPT myself — 20.0%

I've seen examples of searches run on ChatGPT, but I have not used it myself — 17.5%

I have heard about it, but don't know much about it — 31.5%

No, I have not heard of ChatGPT — 31.0%

IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE CHATGPT, WHAT WOULD IT BE?

Posed to all respondents who have at least heard of ChatGPT.
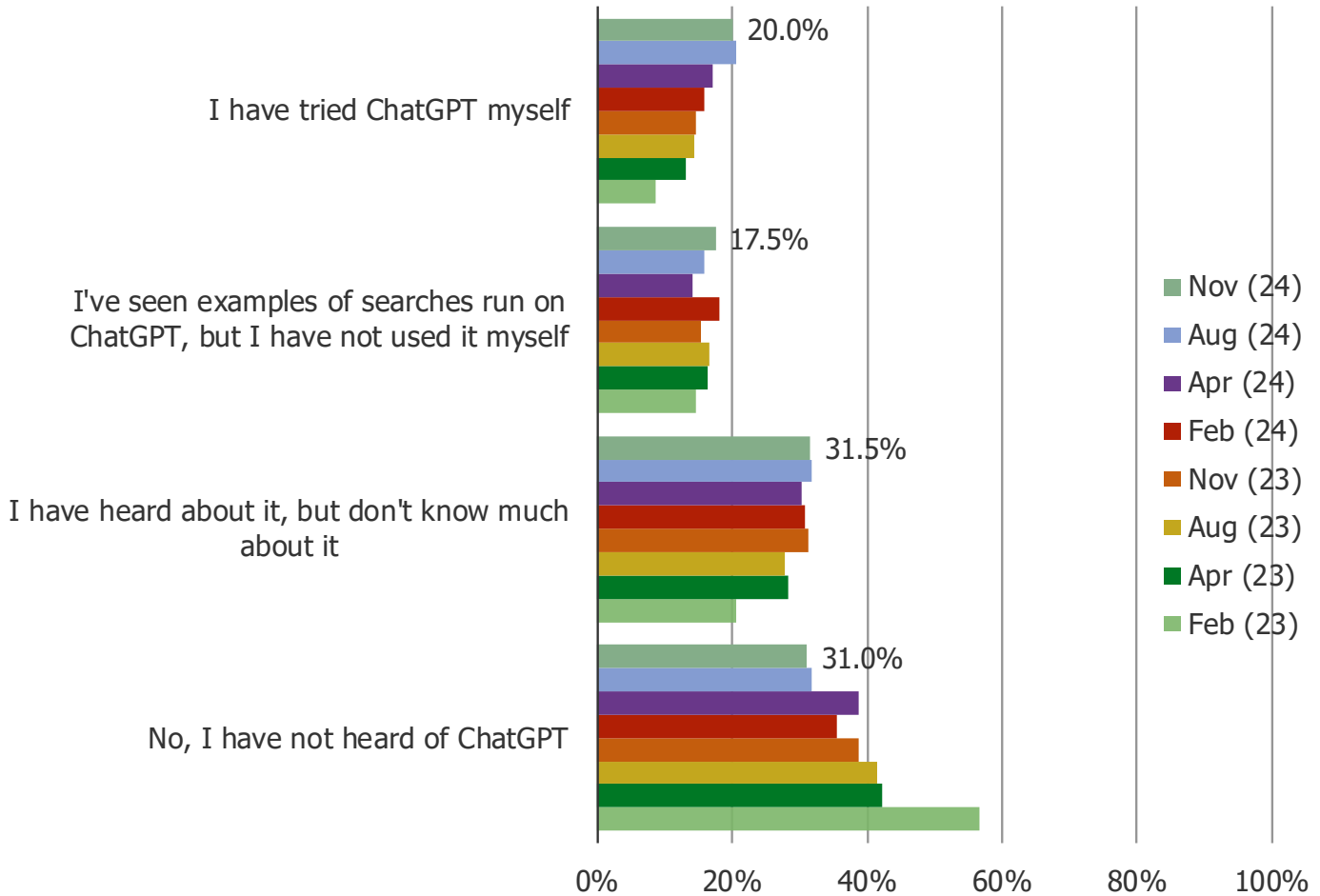
WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.

Legend: Nov (24), Aug (24), Apr (24), Feb (24), Nov (23), Aug (23), Apr (23), Feb (23)

Values for Nov (24):
- Very Negative: 6.4%
- Negative: 5.4%
- Neutral: 31.2%
- Positive: 18.8%
- Very Positive: 11.2%
- NA: 27.1%
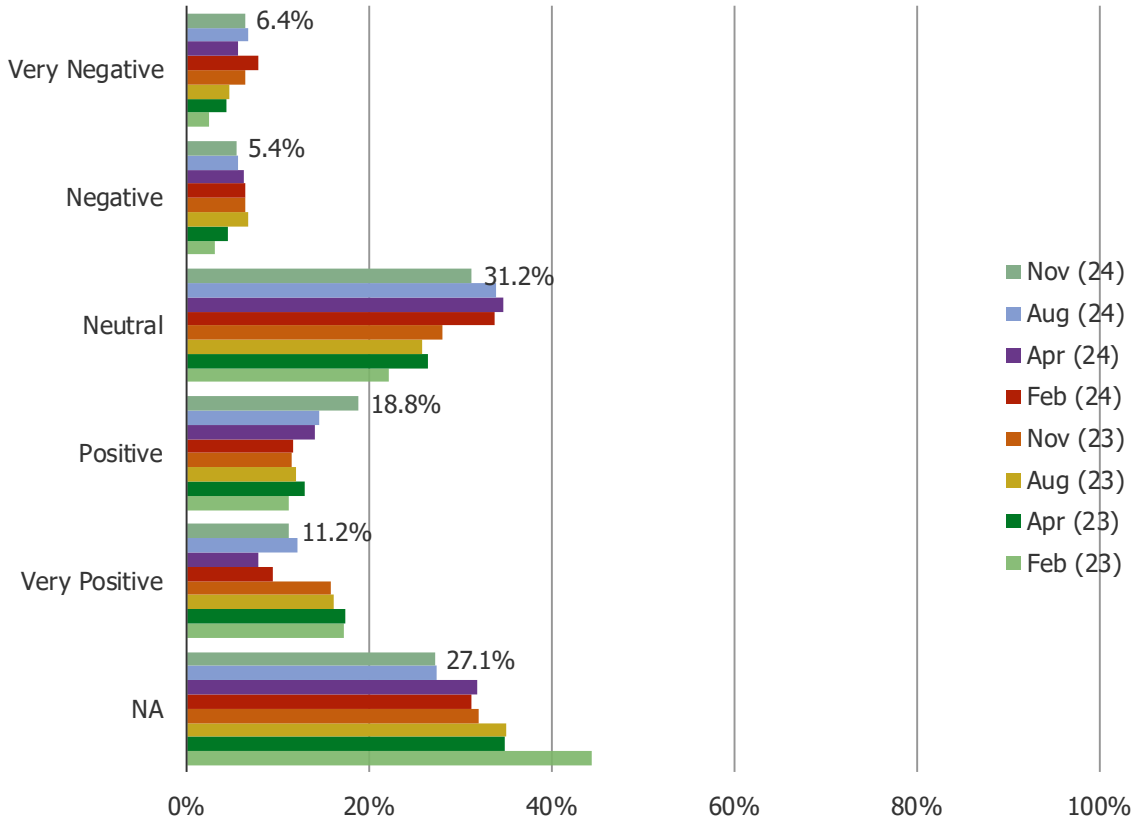
Focusing on respondents who have tried ChatGPT (N = 277)

Nov (24)
- Very Negative: 5.1%
- Negative: 2.2%
- Neutral: 16.6%
- Positive: 39.4%
- Very Positive: 31.1%
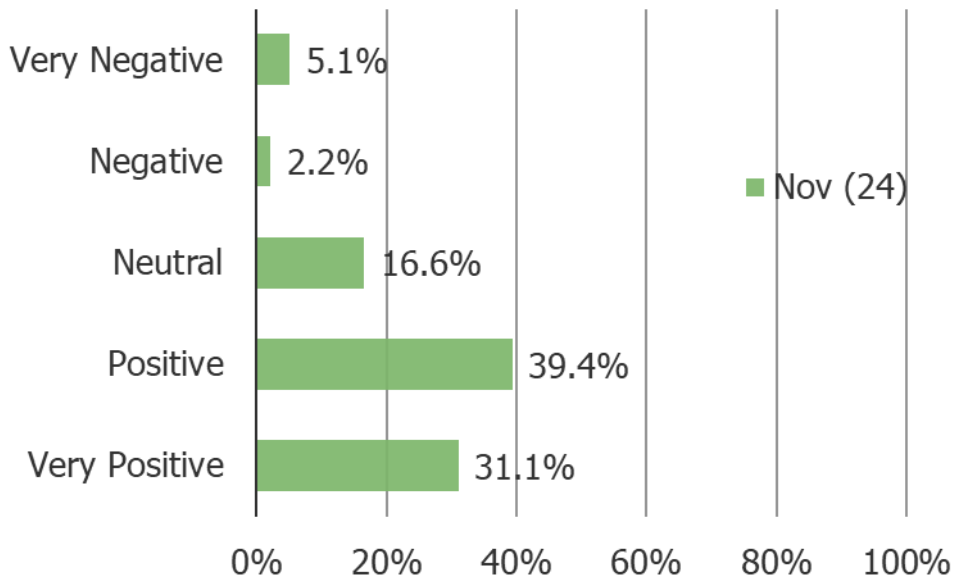
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.
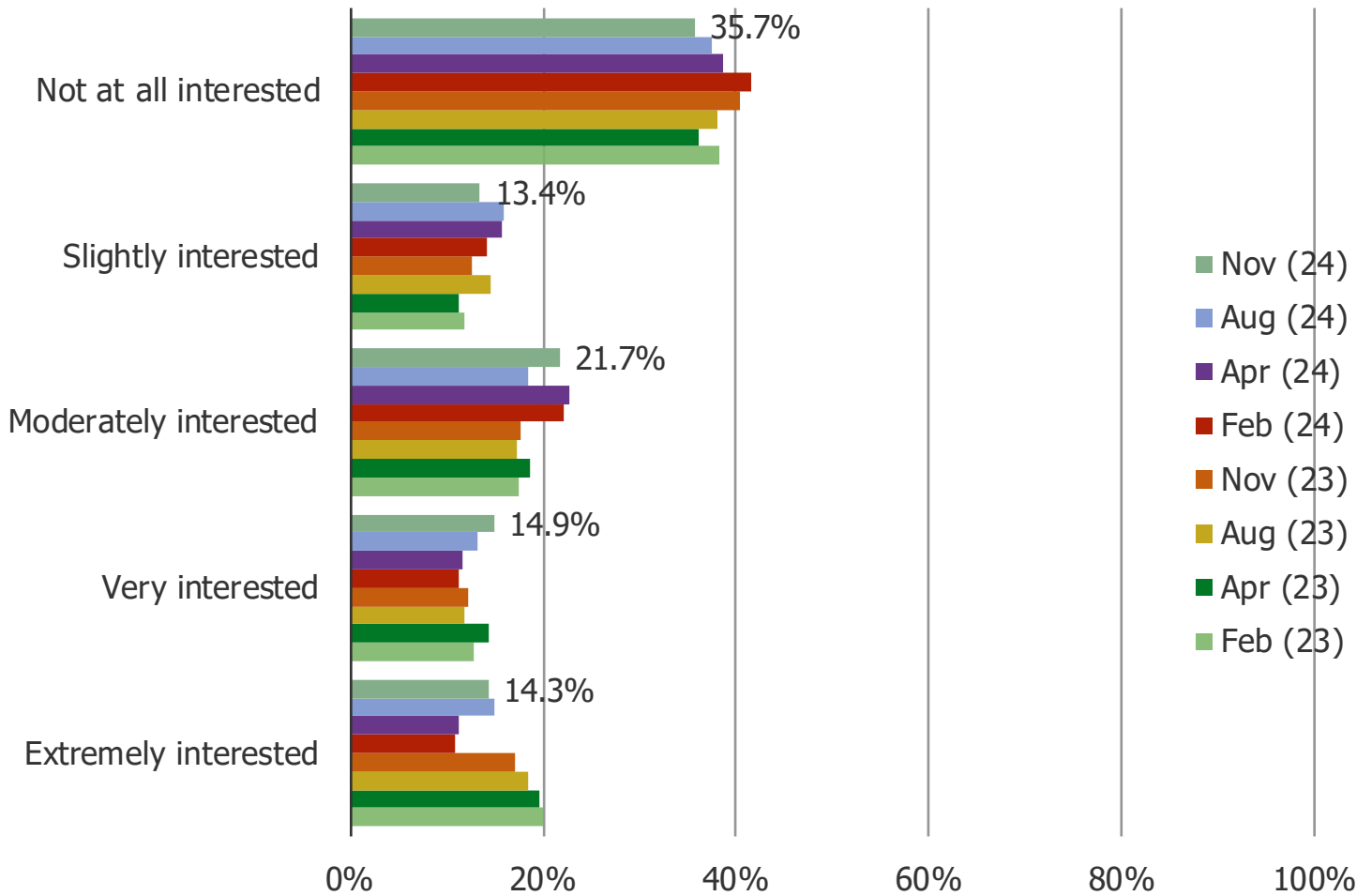
Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)

Nov (24) values:
- Not at all interested: 35.7%
- Slightly interested: 13.4%
- Moderately interested: 21.7%
- Very interested: 14.9%
- Extremely interested: 14.3%

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

Posed to all respondents.
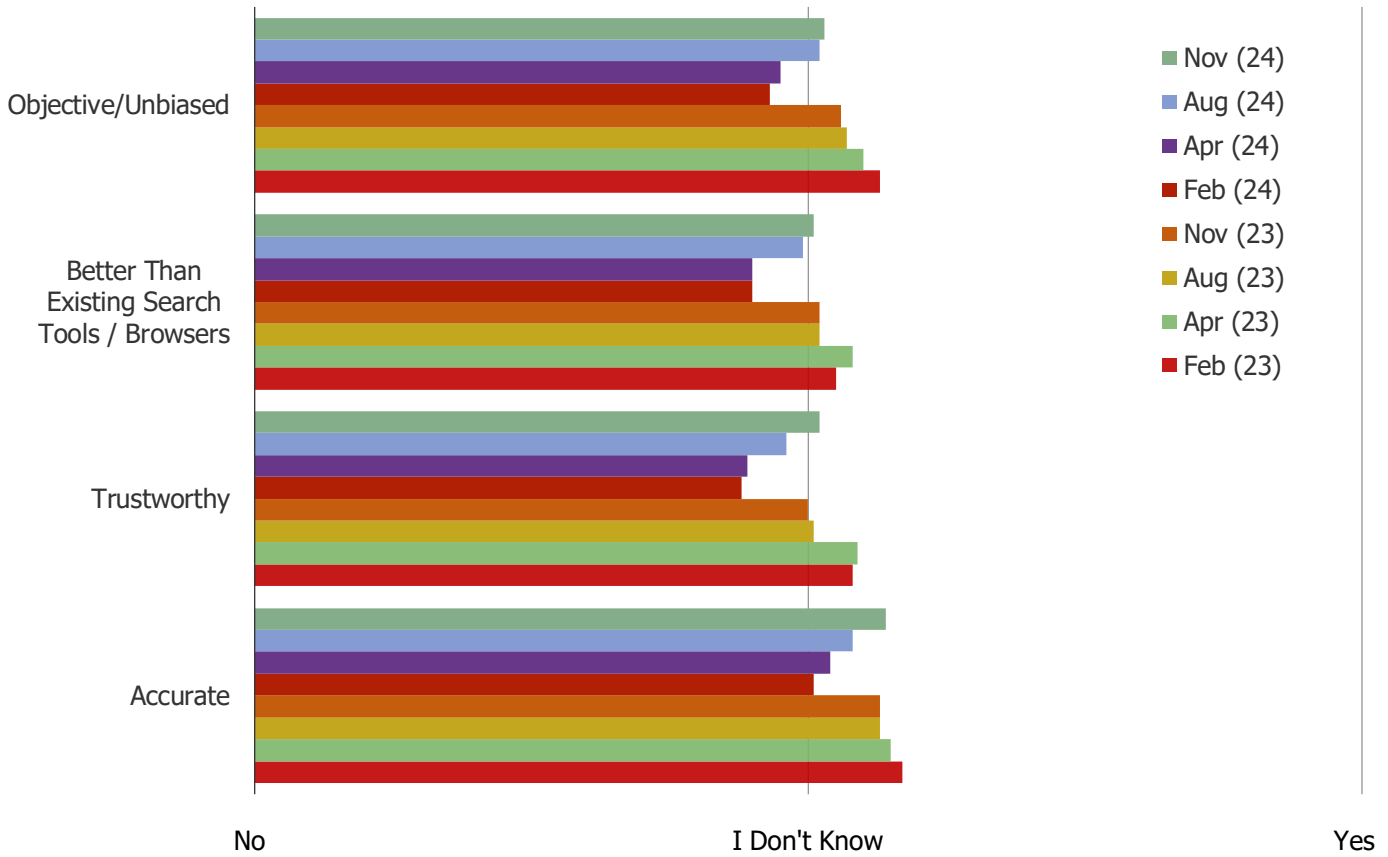
Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)

Categories: Objective/Unbiased, Better Than Existing Search Tools / Browsers, Trustworthy, Accurate
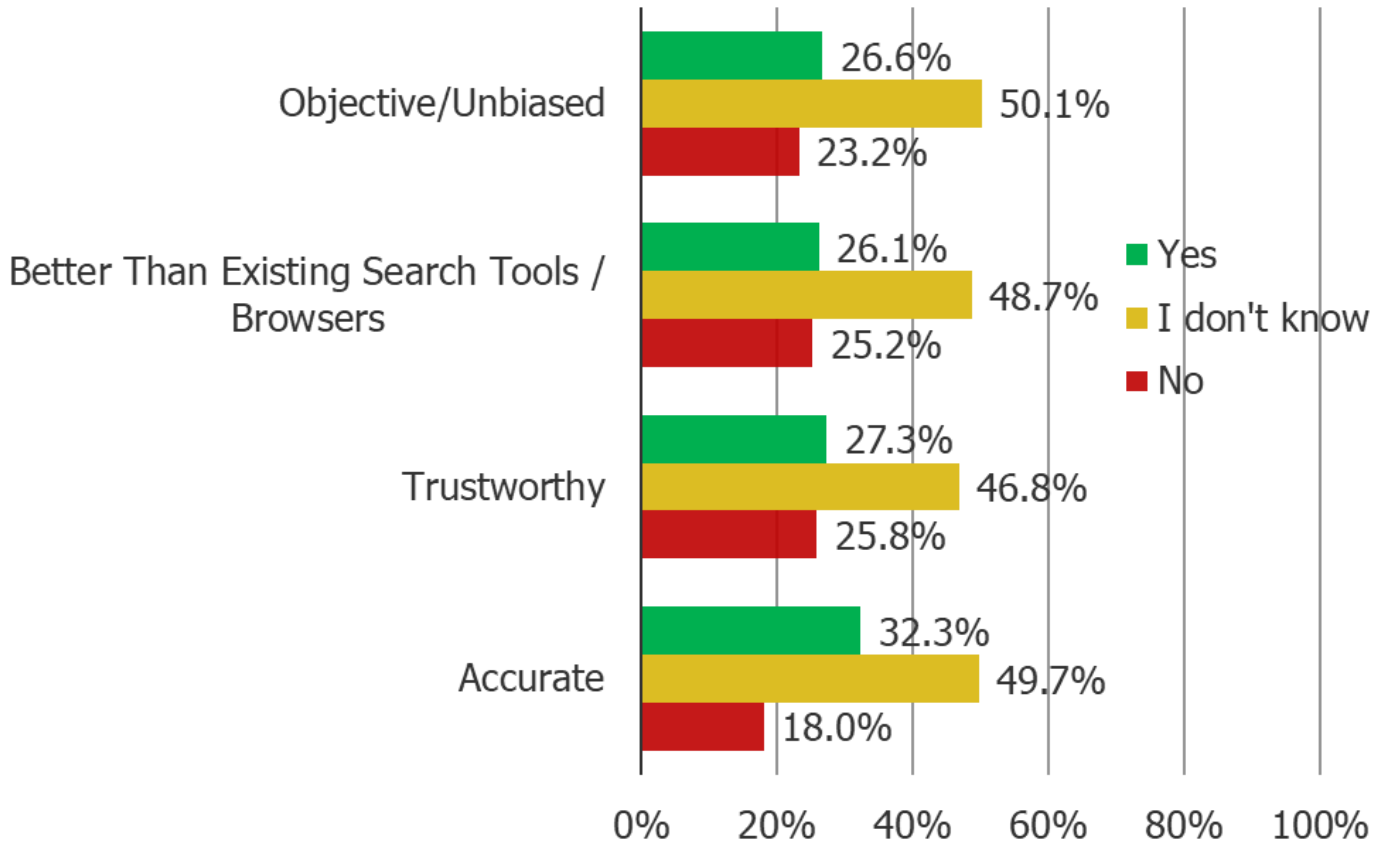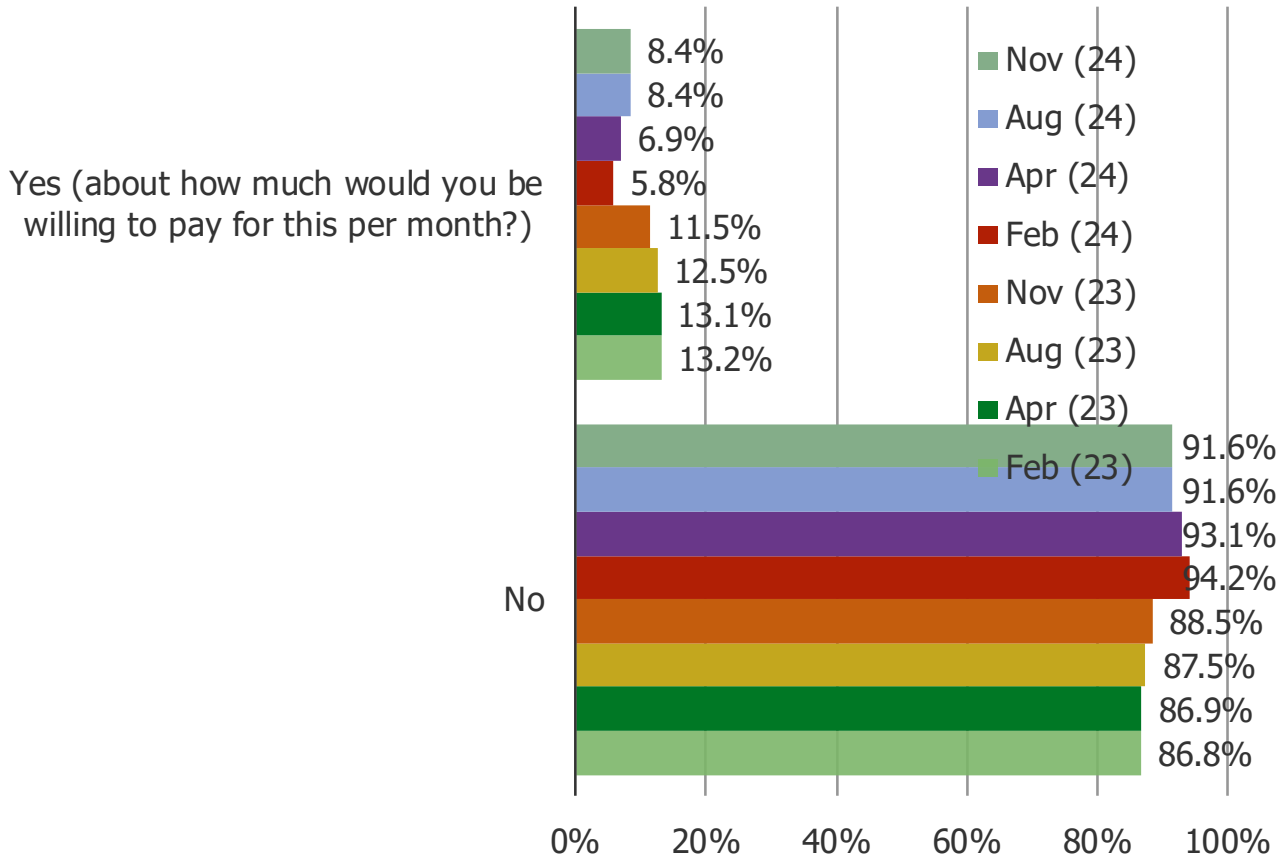
X-axis: No — I Don't Know — Yes

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

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.

I have tried ChatGPT myself
- 75 or older: 5.5%
- 65 to 74: 8.6%
- 55 to 64: 16.6%
- 45 to 54: 23.4%
- 35 to 44: 20.0%
- 25 to 34: 26.9%
- 18 to 24: 27.6%

I've seen examples of searches run on ChatGPT, but I have not used it myself
- 75 or older: 11.0%
- 65 to 74: 13.7%
- 55 to 64: 14.4%
- 45 to 54: 16.0%
- 35 to 44: 18.3%
- 25 to 34: 19.0%
- 18 to 24: 27.1%

I have heard about it, but don't know much about it
- 75 or older: 40.4%
- 65 to 74: 45.3%
- 55 to 64: 38.6%
- 45 to 54: 27.6%
- 35 to 44: 30.6%
- 25 to 34: 24.8%
- 18 to 24: 22.7%

No, I have not heard of ChatGPT
- 75 or older: 43.1%
- 65 to 74: 32.4%
- 55 to 64: 30.5%
- 45 to 54: 33.1%
- 35 to 44: 31.1%
- 25 to 34: 29.3%
- 18 to 24: 22.7%

Legend: 75 or older, 65 to 74, 55 to 64, 45 to 54, 35 to 44, 25 to 34, 18 to 24

COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

Response	Male	Female
I have tried ChatGPT myself	22.2%	17.9%
I've seen examples of searches run on ChatGPT, but I have not used it myself	19.1%	15.9%
I have heard about it, but don't know much about it	33.9%	29.3%
No, I have not heard of ChatGPT	24.8%	36.9%

SEARCH

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

Posed to all respondents.

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Category	Value
Significantly More Important to Me	20.3%
Slightly More Important to Me	17.8%
No Change	44.3%
Slightly Less Important to Me	7.3%
Significantly Less Important to Me	4.9%
Not Applicable	5.4%

Cross-Tab by Age

Legend: Not Applicable | Significantly Less Important to Me | Slightly Less Important to Me | No Change | Slightly More Important to Me | Significantly More Important to Me

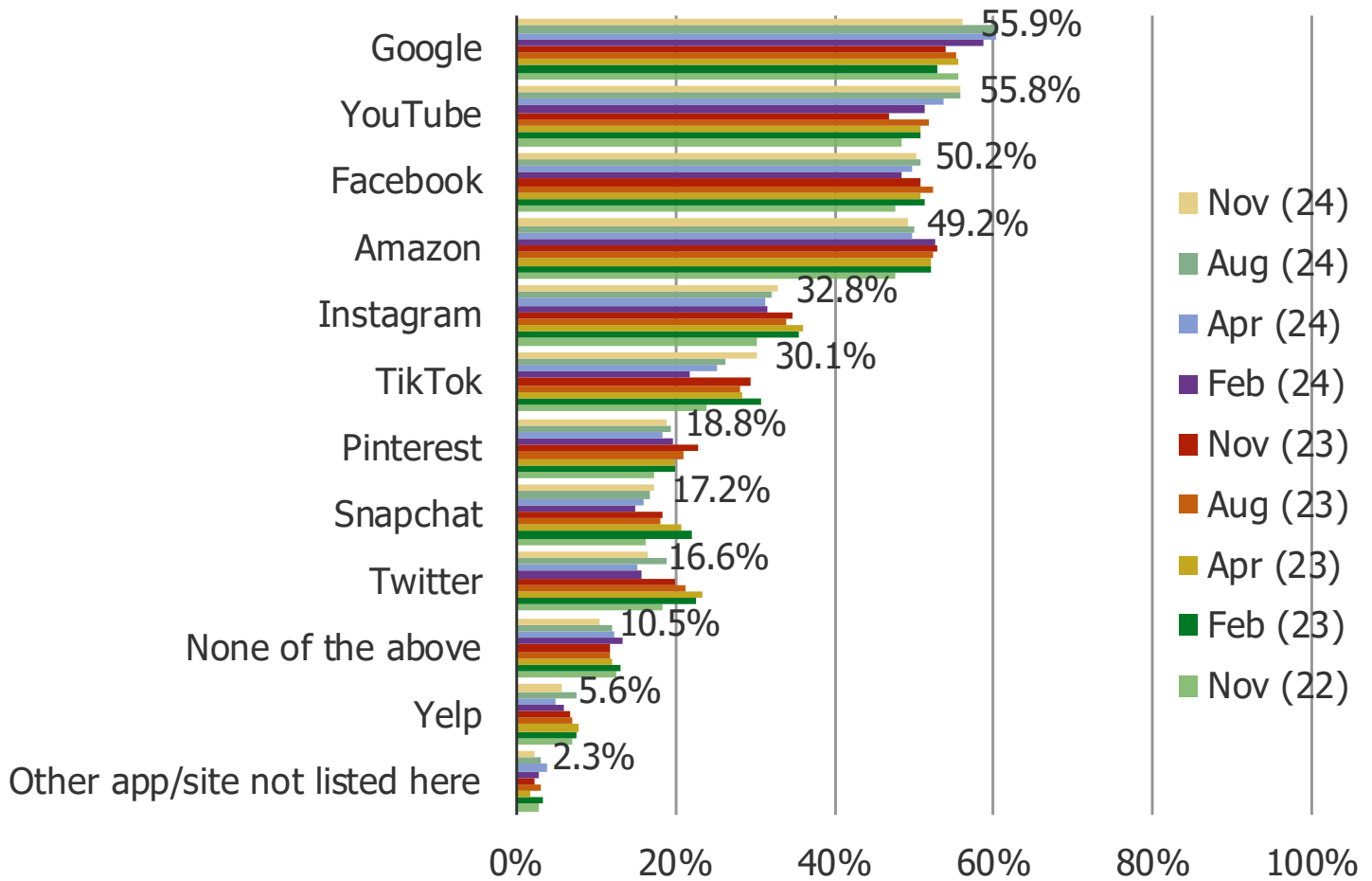| Age	Not Applicable	Significantly Less	Slightly Less	No Change	Slightly More	Significantly More
75 or older	4.6%	5.5%	1.8%	55.1%	14.7%	18.4%
65 to 74	4.3%	2.2%	4.3%	60.4%	15.8%	13.0%
55 to 64	4.5%	3.6%	6.7%	44.8%	16.1%	24.2%
45 to 54	5.1%	3.9%	3.5%	49.8%	20.2%	17.5%
35 to 44	5.5%	6.0%	7.7%	37.9%	15.7%	27.2%
25 to 34	6.6%	5.8%	13.2%	35.1%	19.0%	20.3%
18 to 24	6.6%	7.2%	10.5%	37.6%	21.0%	17.1%

DO YOU USE ANY OF THE FOLLOWING TO REGULARLY OR OCCASIONALLY LOOK THINGS UP ON YOUR PHONE? SELECT ALL THAT APPLY
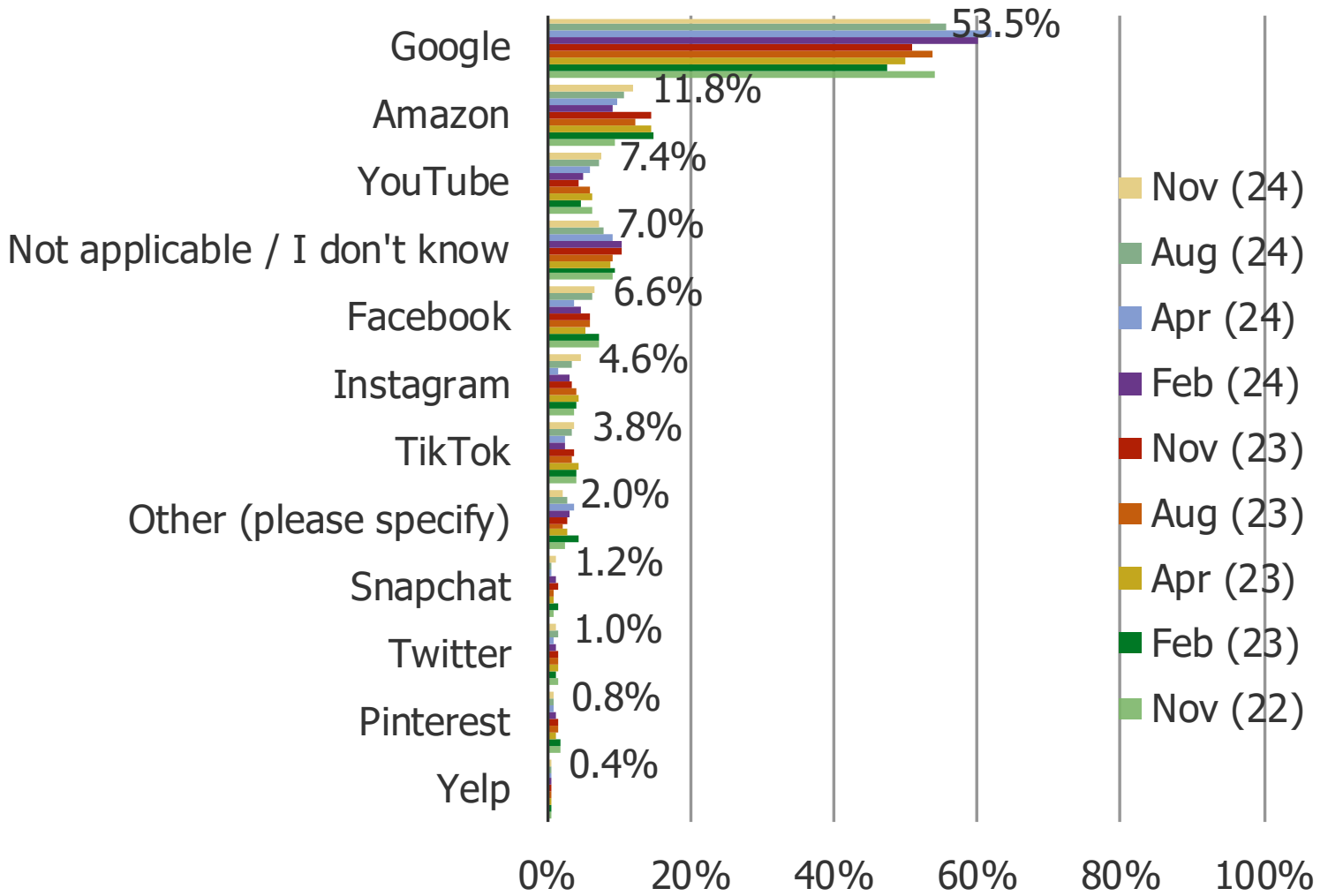
Posed to all respondents.

Bar chart showing usage by platform (Nov 24 figures labeled):
- Google: 55.9%
- YouTube: 55.8%
- Facebook: 50.2%
- Amazon: 49.2%
- Instagram: 32.8%
- TikTok: 30.1%
- Pinterest: 18.8%
- Snapchat: 17.2%
- Twitter: 16.6%
- None of the above: 10.5%
- Yelp: 5.6%
- Other app/site not listed here: 2.3%

Legend: Nov (24), Aug (24), Apr (24), Feb (24), Nov (23), Aug (23), Apr (23), Feb (23), Nov (22)

Cross-tabbing the data by age…

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	7.2%	50.3%	50.8%	47.0%	34.3%	23.2%	34.3%	60.2%	6.1%	45.3%	28.7%
25 to 34	7.4%	40.9%	56.2%	45.5%	48.8%	20.7%	28.5%	59.5%	5.0%	50.4%	16.5%
35 to 44	6.4%	39.6%	60.4%	40.9%	60.0%	20.9%	23.8%	66.0%	5.5%	54.9%	21.3%
45 to 54	8.2%	28.4%	62.7%	31.5%	58.4%	19.8%	13.6%	65.0%	6.2%	50.2%	19.1%
55 to 64	10.3%	22.9%	57.0%	23.8%	57.0%	11.2%	5.4%	53.8%	6.7%	53.4%	17.0%
65 to 74	17.3%	5.8%	49.6%	16.6%	41.7%	5.0%	2.9%	35.3%	3.6%	38.9%	14.4%
75 or older	28.4%	1.8%	44.0%	5.5%	36.7%	5.5%	0.9%	26.6%	4.6%	43.1%	10.1%

BESPOKE Surveys
Search | November 2024

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

Posed to all respondents.

|	
Google	53.5%
Amazon	11.8%
YouTube	7.4%
Not applicable / I don't know	7.0%
Facebook	6.6%
Instagram	4.6%
TikTok	3.8%
Other (please specify)	2.0%
Snapchat	1.2%
Twitter	1.0%
Pinterest	0.8%
Yelp	0.4%

Legend: Nov (24), Aug (24), Apr (24), Feb (24), Nov (23), Aug (23), Apr (23), Feb (23), Nov (22)

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	9.9%	43.1%	11.1%	2.2%	2.2%	3.9%	8.3%	2.2%	10.5%	2.2%	0.0%
25 to 34	7.4%	40.1%	5.0%	7.9%	2.5%	1.7%	13.2%	0.8%	12.4%	0.8%	1.2%
35 to 44	2.6%	49.8%	7.2%	11.1%	0.4%	1.3%	11.5%	0.0%	8.9%	0.4%	0.9%
45 to 54	3.1%	59.9%	4.3%	6.6%	0.4%	0.8%	3.9%	0.0%	11.7%	0.8%	3.1%
55 to 64	0.9%	64.1%	1.8%	6.3%	0.9%	0.0%	5.4%	0.0%	10.3%	0.5%	2.2%
65 to 74	0.0%	64.0%	0.0%	5.8%	0.0%	0.0%	2.2%	0.0%	14.4%	0.0%	4.3%
75 or older	0.0%	57.8%	0.0%	3.7%	0.0%	0.0%	2.8%	0.0%	18.4%	0.9%	3.7%

WHEN YOU NEED TO SEARCH FOR TRAVEL/VACATIONS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
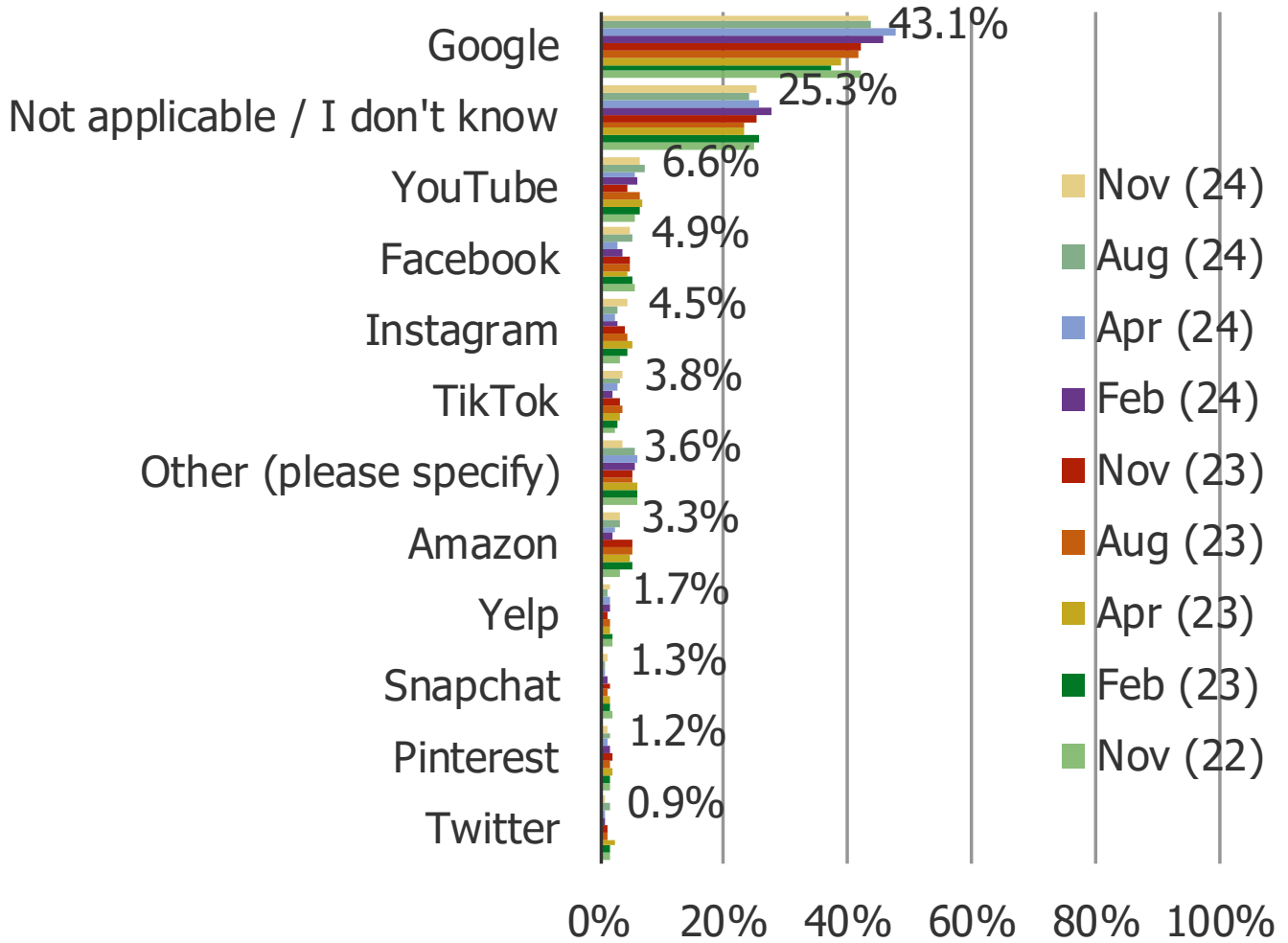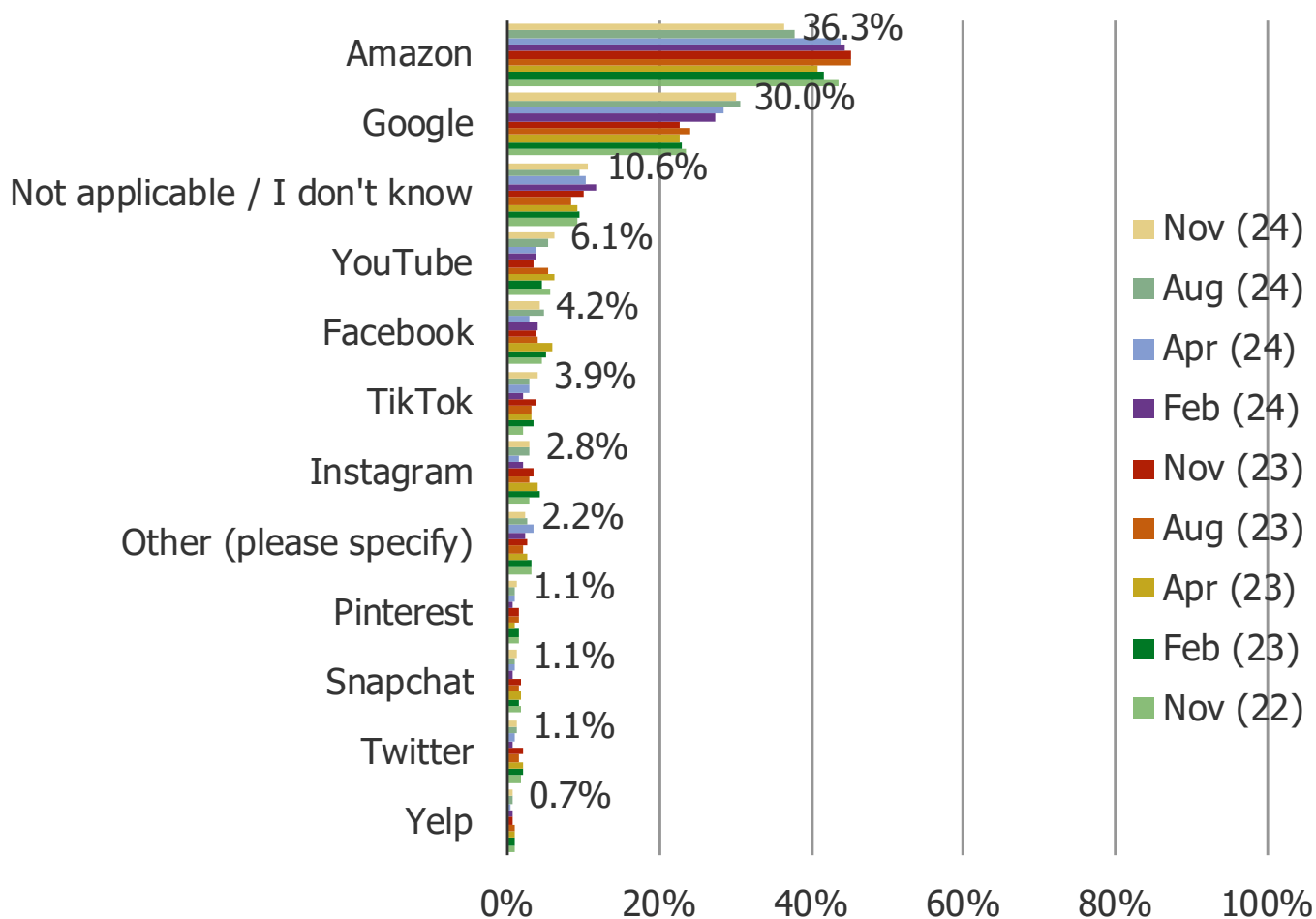
Posed to all respondents.

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	13.8%	37.0%	9.9%	4.4%	1.7%	2.2%	9.9%	1.7%	2.8%	5.5%	0.6%
25 to 34	7.0%	44.2%	7.0%	7.9%	2.5%	2.9%	7.4%	2.1%	4.1%	0.4%	1.2%
35 to 44	1.7%	42.6%	8.9%	7.7%	0.0%	1.3%	8.9%	1.7%	5.5%	0.9%	2.6%
45 to 54	2.0%	48.3%	1.2%	3.9%	0.8%	1.2%	6.6%	1.6%	3.1%	0.8%	5.1%
55 to 64	0.5%	47.5%	1.4%	3.1%	0.9%	0.0%	5.8%	2.2%	1.8%	0.0%	3.1%
65 to 74	0.0%	38.1%	0.0%	2.2%	0.0%	0.7%	2.2%	0.7%	1.4%	0.7%	7.2%
75 or older	0.0%	36.7%	0.0%	2.8%	0.0%	0.0%	0.9%	1.8%	2.8%	0.0%	9.2%

WHEN YOU NEED TO SEARCH FOR PRODUCTS YOU WOULD LIKE TO BUY, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
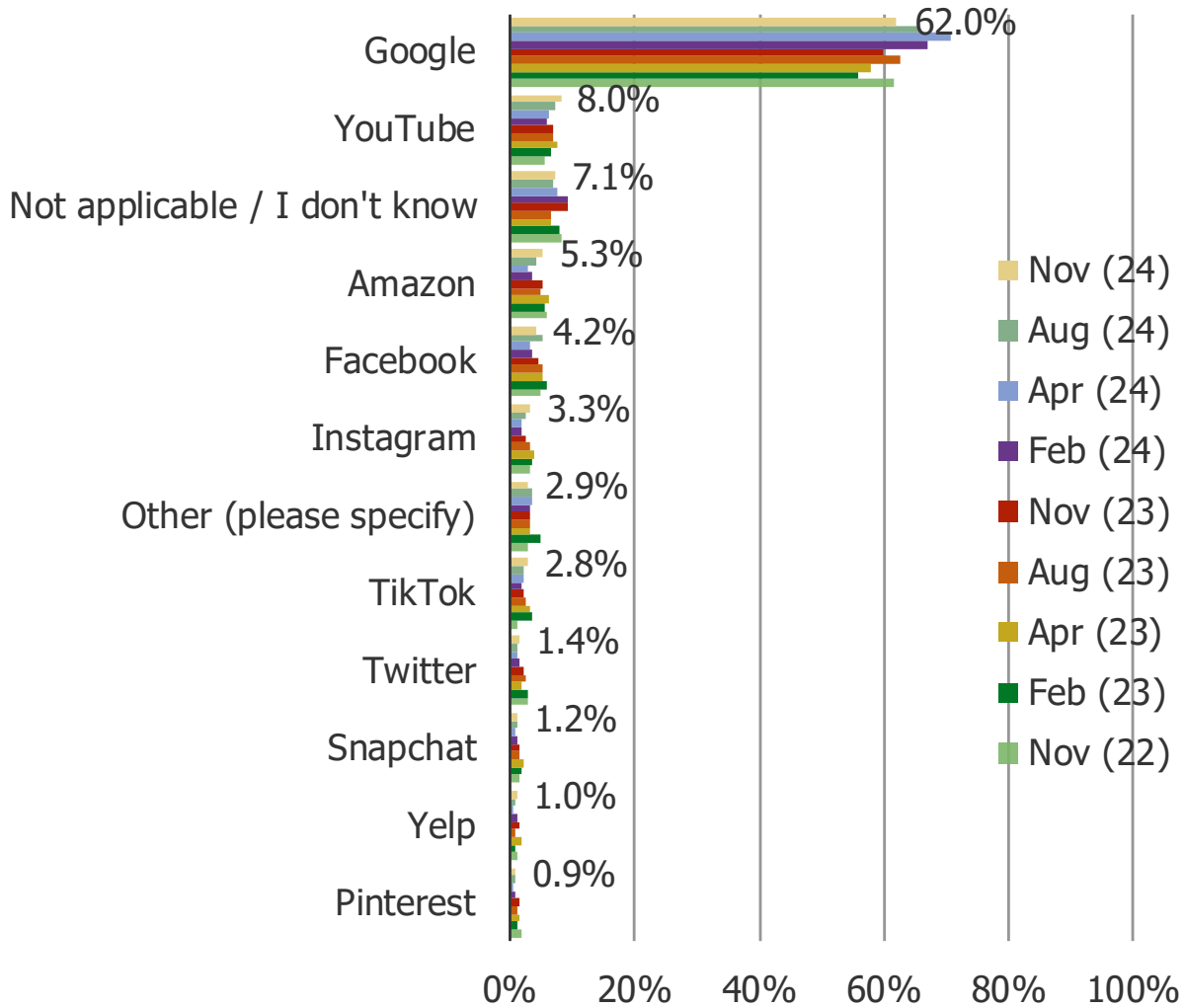
Posed to all respondents.

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Chart values (Nov 24):
- Amazon: 36.3%
- Google: 30.0%
- Not applicable / I don't know: 10.6%
- YouTube: 6.1%
- Facebook: 4.2%
- TikTok: 3.9%
- Instagram: 2.8%
- Other (please specify): 2.2%
- Pinterest: 1.1%
- Snapchat: 1.1%
- Twitter: 1.1%
- Yelp: 0.7%

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	12.7%	19.3%	4.4%	3.9%	1.1%	2.2%	8.8%	2.2%	32.6%	3.3%	0.0%
25 to 34	6.2%	27.7%	3.3%	5.4%	2.5%	2.9%	10.3%	0.8%	30.6%	1.2%	0.4%
35 to 44	2.6%	30.6%	6.0%	6.0%	0.9%	1.3%	8.5%	1.3%	33.2%	1.3%	0.0%
45 to 54	2.0%	32.3%	2.7%	3.9%	1.2%	0.4%	4.3%	0.0%	37.7%	0.8%	4.7%
55 to 64	2.2%	37.2%	0.5%	4.0%	0.5%	0.0%	3.1%	0.0%	39.0%	0.5%	3.1%
65 to 74	0.0%	35.3%	0.7%	2.2%	0.7%	0.0%	2.2%	0.0%	40.3%	0.0%	3.6%
75 or older	0.0%	24.8%	0.0%	1.8%	0.0%	0.0%	1.8%	0.0%	47.7%	0.0%	5.5%

WHEN YOU NEED TO SEARCH FOR INFORMATION/ANSWERS TO QUESTIONS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
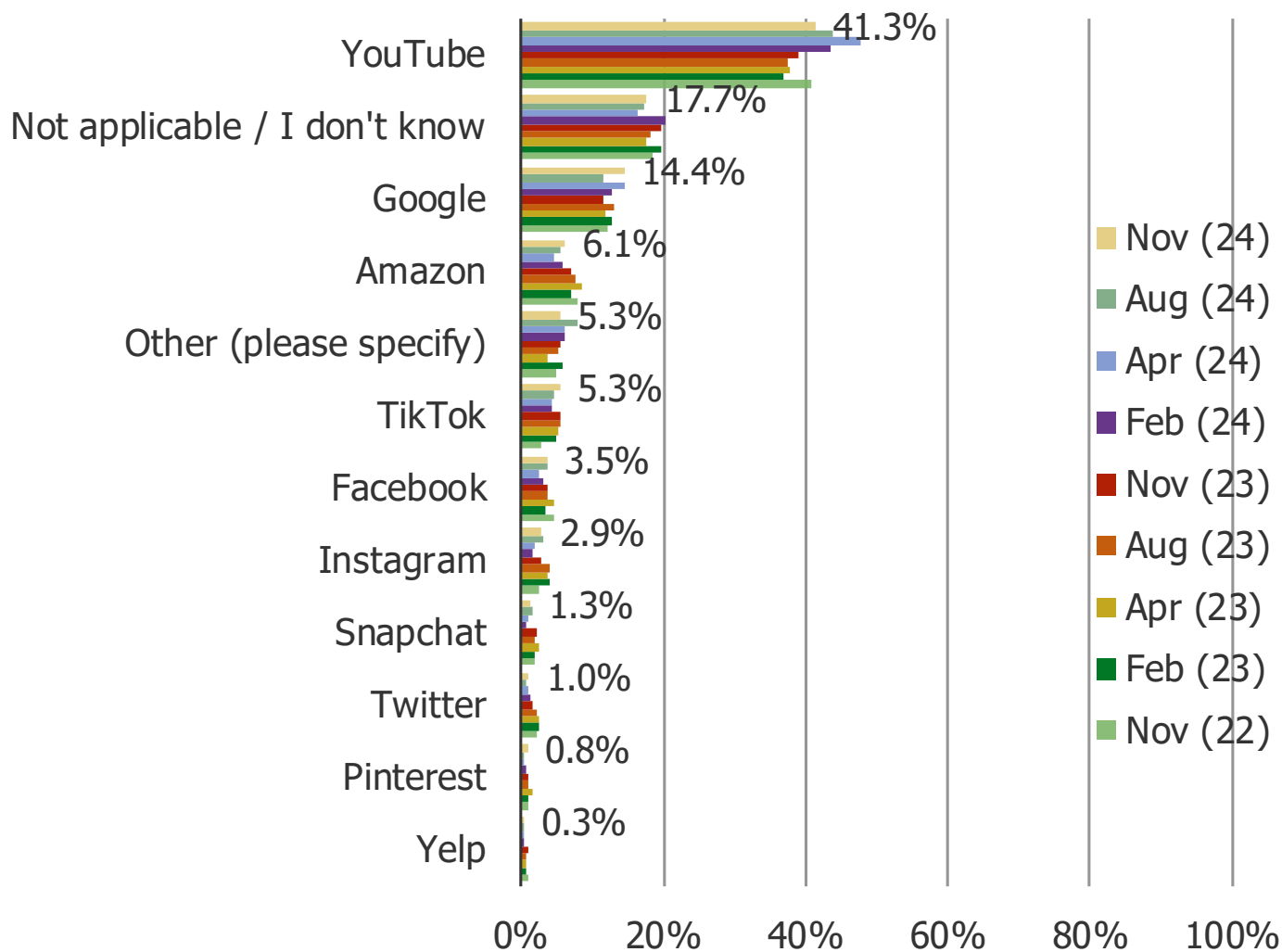
Posed to all respondents.

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Category	Value
Google	62.0%
YouTube	8.0%
Not applicable / I don't know	7.1%
Amazon	5.3%
Facebook	4.2%
Instagram	3.3%
Other (please specify)	2.9%
TikTok	2.8%
Twitter	1.4%
Snapchat	1.2%
Yelp	1.0%
Pinterest	0.9%

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	6.1%	49.2%	9.4%	0.6%	4.4%	2.2%	10.5%	1.7%	7.2%	1.1%	0.6%
25 to 34	5.8%	46.7%	4.6%	7.9%	2.9%	2.5%	9.9%	1.7%	5.4%	2.5%	0.8%
35 to 44	2.6%	57.9%	5.1%	6.0%	1.7%	0.4%	12.3%	2.1%	3.8%	1.3%	0.4%
45 to 54	2.0%	66.2%	1.6%	3.9%	0.4%	1.6%	8.6%	0.4%	4.3%	0.4%	3.5%
55 to 64	0.9%	72.7%	0.5%	4.5%	0.0%	0.5%	4.9%	0.5%	7.2%	0.0%	4.0%
65 to 74	0.7%	77.7%	0.0%	2.2%	0.0%	0.0%	3.6%	0.0%	4.3%	0.0%	6.5%
75 or older	0.0%	74.3%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	4.6%	0.0%	8.3%

WHEN YOU NEED TO SEARCH FOR MUSIC OR AUDIO CONTENT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
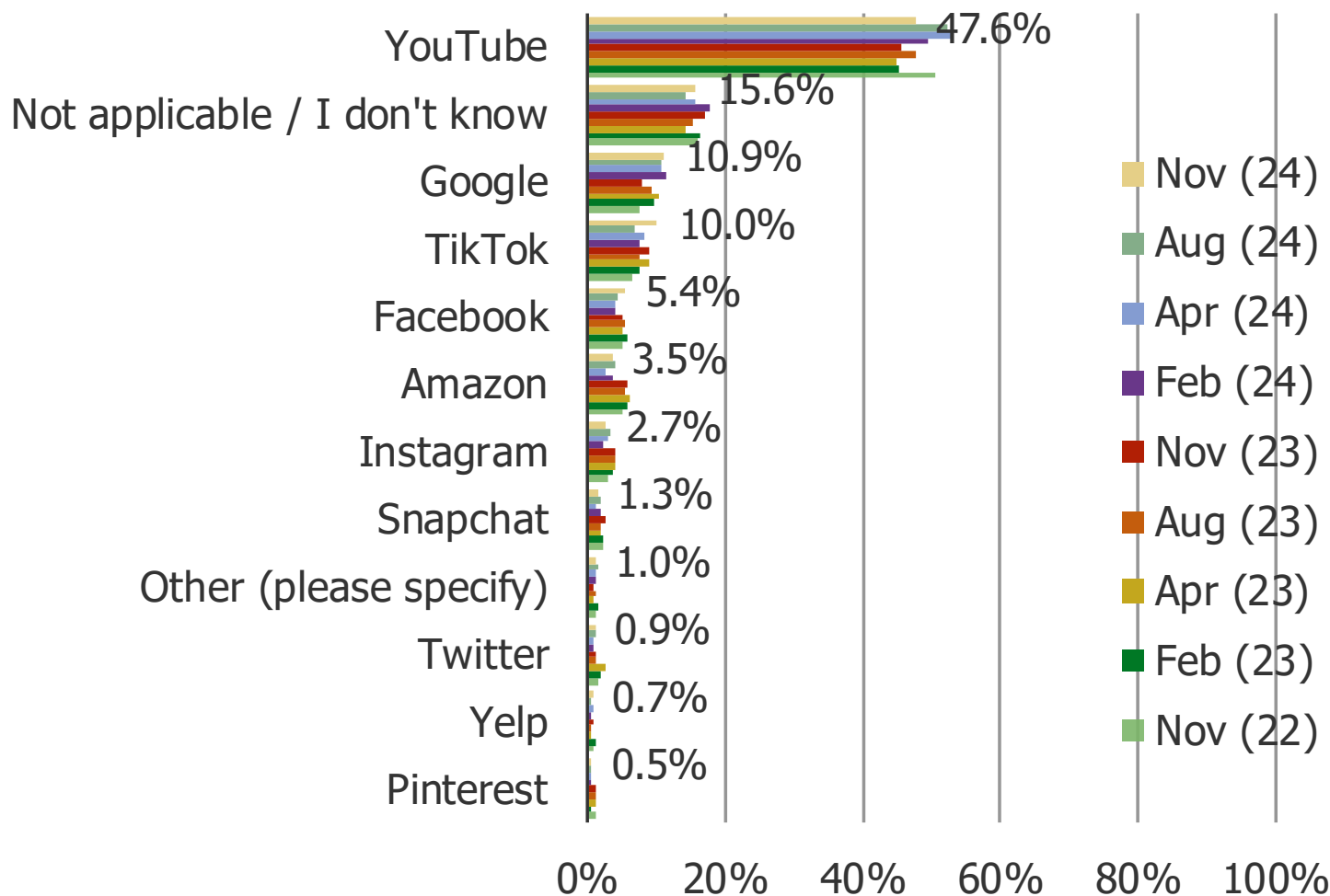
Posed to all respondents.

	YouTube	41.3%
	Not applicable / I don't know	17.7%
	Google	14.4%
	Amazon	6.1%
	Other (please specify)	5.3%
	TikTok	5.3%
	Facebook	3.5%
	Instagram	2.9%
	Snapchat	1.3%
	Twitter	1.0%
	Pinterest	0.8%
	Yelp	0.3%

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	16.6%	7.7%	7.2%	1.7%	3.9%	3.3%	39.2%	0.6%	3.9%	2.2%	5.5%
25 to 34	8.3%	12.8%	3.7%	5.0%	2.5%	3.3%	40.5%	0.4%	6.2%	1.2%	6.2%
35 to 44	4.3%	13.2%	4.3%	6.0%	0.4%	0.9%	52.3%	0.9%	4.7%	0.9%	3.0%
45 to 54	3.1%	15.6%	2.3%	3.1%	0.0%	0.8%	51.8%	0.0%	6.2%	0.8%	3.5%
55 to 64	1.8%	18.8%	0.9%	4.9%	0.0%	0.0%	40.4%	0.0%	7.6%	0.0%	7.6%
65 to 74	0.7%	21.6%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	7.9%	0.0%	7.2%
75 or older	0.9%	11.0%	0.0%	0.9%	0.0%	0.0%	18.4%	0.0%	6.4%	0.0%	5.5%

WHEN YOU NEED TO SEARCH FOR VIDEO CONTENT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
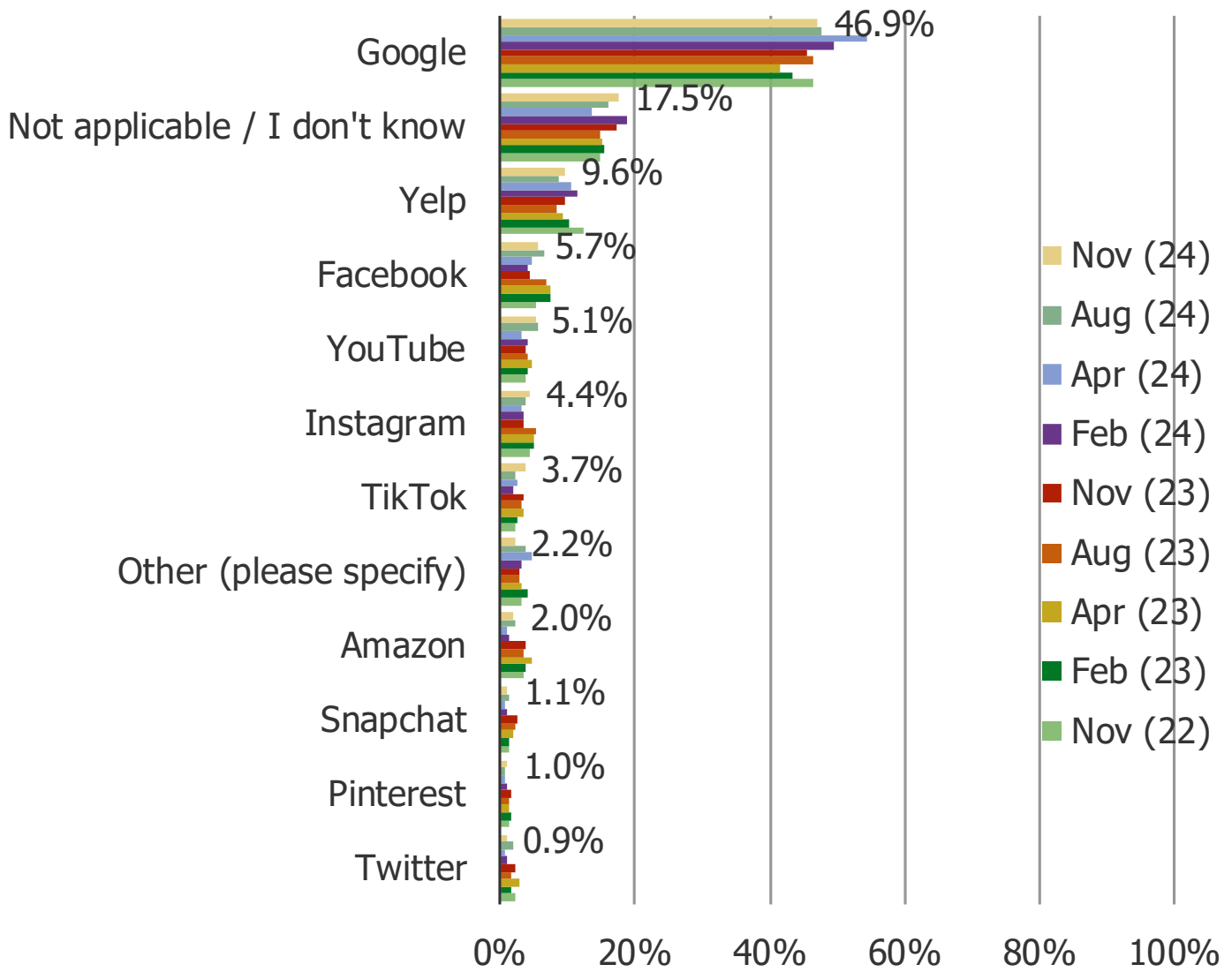
Posed to all respondents.

Platform	Value
YouTube	47.6%
Not applicable / I don't know	15.6%
Google	10.9%
TikTok	10.0%
Facebook	5.4%
Amazon	3.5%
Instagram	2.7%
Snapchat	1.3%
Other (please specify)	1.0%
Twitter	0.9%
Yelp	0.7%
Pinterest	0.5%

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	23.2%	7.2%	6.6%	5.0%	1.7%	2.8%	40.3%	1.7%	0.6%	0.0%	0.0%
25 to 34	14.9%	7.4%	3.7%	7.0%	2.5%	2.9%	43.8%	1.7%	5.4%	1.2%	0.4%
35 to 44	10.6%	10.2%	3.4%	4.7%	1.3%	0.4%	56.6%	0.4%	3.0%	0.9%	0.4%
45 to 54	7.8%	10.9%	1.6%	5.1%	0.0%	0.8%	59.5%	0.4%	3.1%	0.8%	0.8%
55 to 64	6.3%	13.5%	1.4%	6.3%	0.5%	1.4%	50.7%	0.0%	4.0%	0.0%	2.2%
65 to 74	0.7%	19.4%	0.7%	3.6%	0.0%	0.0%	37.4%	0.0%	4.3%	0.0%	0.7%
75 or older	0.0%	10.1%	0.0%	5.5%	0.0%	0.0%	27.5%	0.0%	3.7%	0.0%	3.7%

WHEN YOU NEED TO SEARCH FOR PLACES TO EAT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
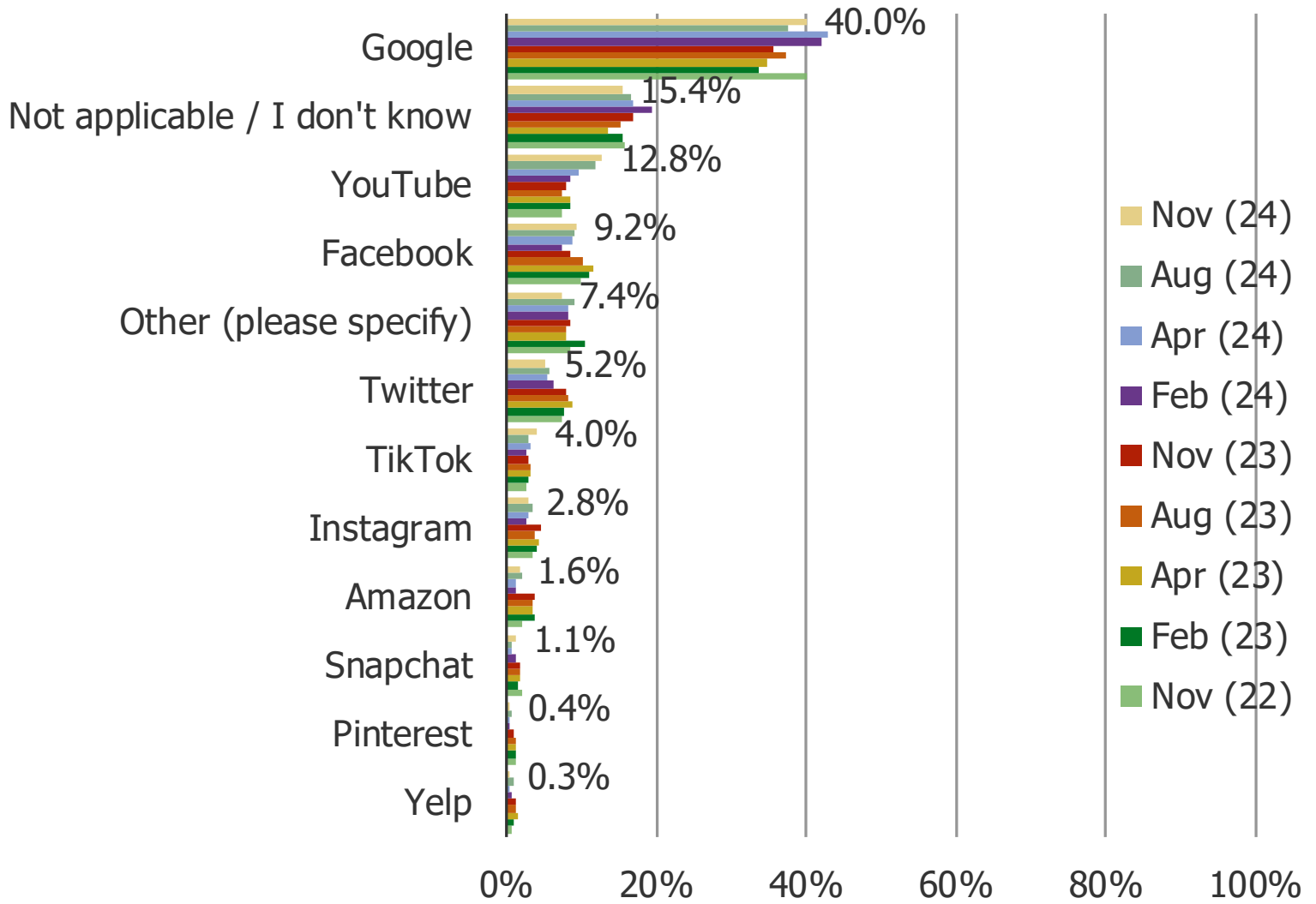
Posed to all respondents.

	Nov (24) value
Google	46.9%
Not applicable / I don't know	17.5%
Yelp	9.6%
Facebook	5.7%
YouTube	5.1%
Instagram	4.4%
TikTok	3.7%
Other (please specify)	2.2%
Amazon	2.0%
Snapchat	1.1%
Pinterest	1.0%
Twitter	0.9%

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	7.2%	43.7%	10.5%	4.4%	2.2%	2.8%	6.1%	7.2%	0.6%	2.2%	1.1%
25 to 34	9.9%	41.3%	9.5%	5.0%	1.7%	0.8%	7.4%	8.3%	3.3%	1.7%	0.8%
35 to 44	2.1%	43.4%	4.3%	9.8%	0.4%	2.1%	8.5%	12.8%	4.3%	0.0%	1.7%
45 to 54	2.0%	49.0%	2.7%	8.2%	0.4%	1.2%	3.1%	9.3%	2.3%	1.2%	2.7%
55 to 64	1.8%	52.5%	0.5%	4.5%	0.9%	0.0%	3.6%	9.9%	1.4%	1.4%	3.1%
65 to 74	0.0%	53.2%	0.7%	2.2%	0.0%	0.0%	2.9%	5.8%	0.0%	0.0%	3.6%
75 or older	0.0%	47.7%	0.0%	1.8%	0.0%	0.0%	1.8%	14.7%	0.0%	0.0%	2.8%

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

Posed to all respondents.

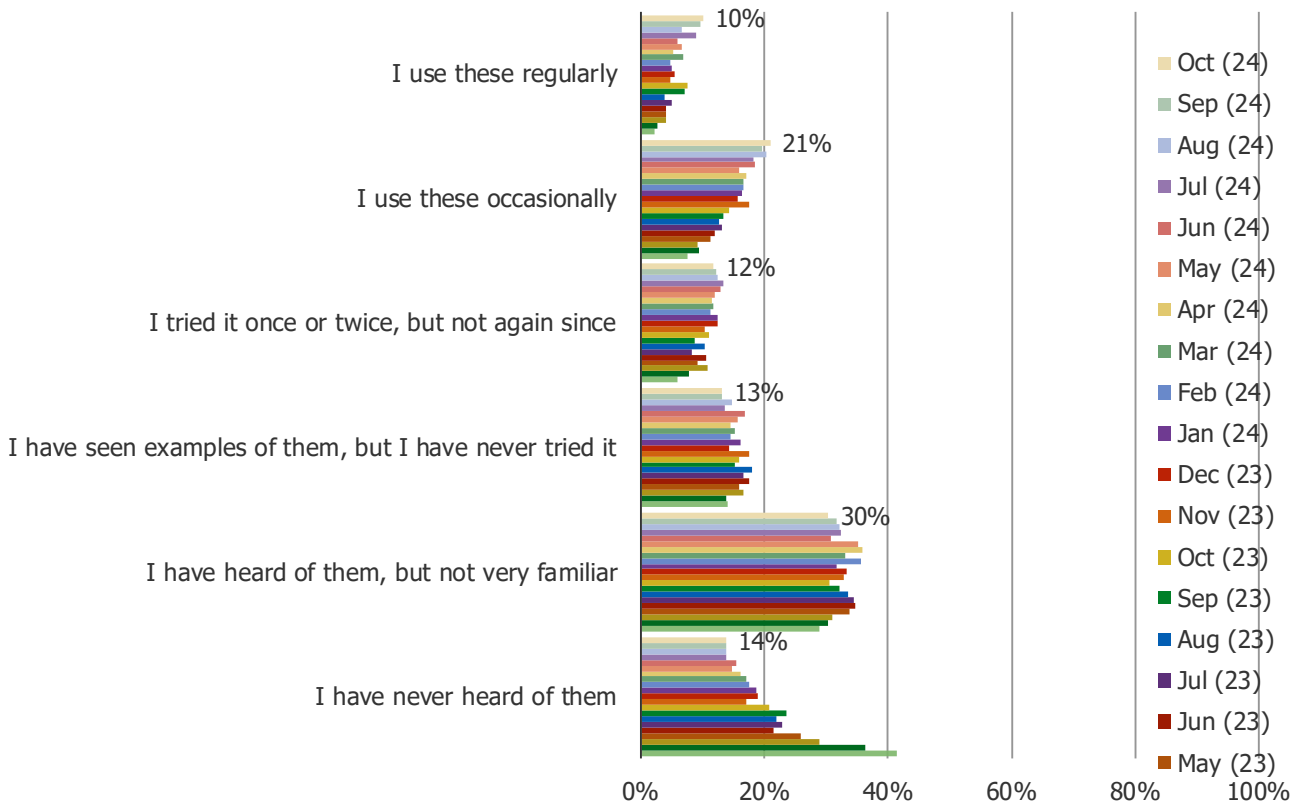|	
Google	40.0%
Not applicable / I don't know	15.4%
YouTube	12.8%
Facebook	9.2%
Other (please specify)	7.4%
Twitter	5.2%
TikTok	4.0%
Instagram	2.8%
Amazon	1.6%
Snapchat	1.1%
Pinterest	0.4%
Yelp	0.3%

Legend:
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.3%	30.4%	7.7%	5.5%	9.9%	2.8%	18.2%	0.0%	1.1%	0.6%	0.6%
25 to 34	8.3%	37.6%	5.0%	10.3%	4.6%	1.7%	10.3%	0.0%	2.9%	1.2%	3.3%
35 to 44	3.8%	40.0%	1.7%	14.0%	7.7%	0.9%	16.2%	1.3%	1.7%	0.0%	2.1%
45 to 54	2.3%	45.5%	3.1%	10.1%	6.2%	0.8%	9.0%	0.0%	1.6%	0.4%	7.0%
55 to 64	1.8%	44.8%	0.5%	8.1%	3.6%	0.9%	14.8%	0.5%	1.4%	0.0%	9.4%
65 to 74	0.0%	40.3%	0.0%	7.2%	0.7%	0.0%	13.0%	0.0%	0.7%	0.0%	18.0%
75 or older	0.9%	38.5%	0.0%	4.6%	0.0%	0.0%	6.4%	0.0%	0.9%	0.0%	22.0%

MONTHLY SEARCH SURVEY

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

Posed to all respondents.

Legend:
- Oct (24)
- Sep (24)
- Aug (24)
- Jul (24)
- Jun (24)
- 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)

Categories:
- I use these regularly — 10%
- I use these occasionally — 21%
- I tried it once or twice, but not again since — 12%
- I have seen examples of them, but I have never tried it — 13%
- I have heard of them, but not very familiar — 30%
- I have never heard of them — 14%

Search | November 2024

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

Posed to all respondents.

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

Categories (with example values):
- None of the above — 7%
- Amazon (in-app or website) — 22%
- Ask.com — 4%
- Baidu — 1%
- DuckDuckGo — 10%
- Yandex — 2%
- Yahoo — 20%
- Bing — 15%
- Google — 85%
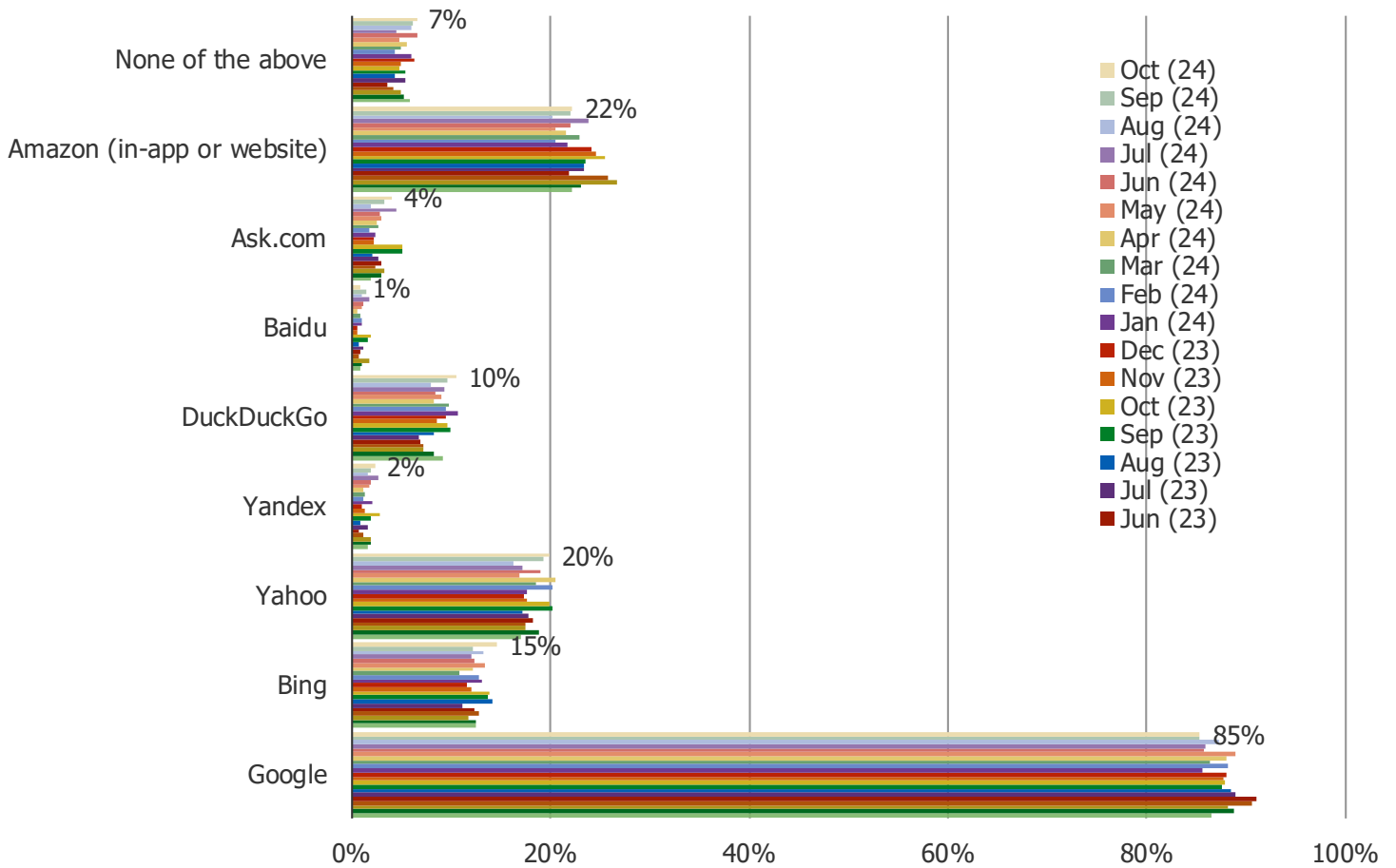
WHICH OF THE FOLLOWING IS YOUR FAVORITE FOR SEARCHING ON THE INTERNET?

Posed to all respondents.

Legend: Oct (24), Sep (24), Aug (24), Jul (24), Jun (24), 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)

Category values shown: None of the above 4%, Amazon (in-app or website) 4%, Ask.com 0%, Baidu 0%, DuckDuckGo 5%, Yandex 1%, Yahoo 3%, Bing 3%, Google 79%
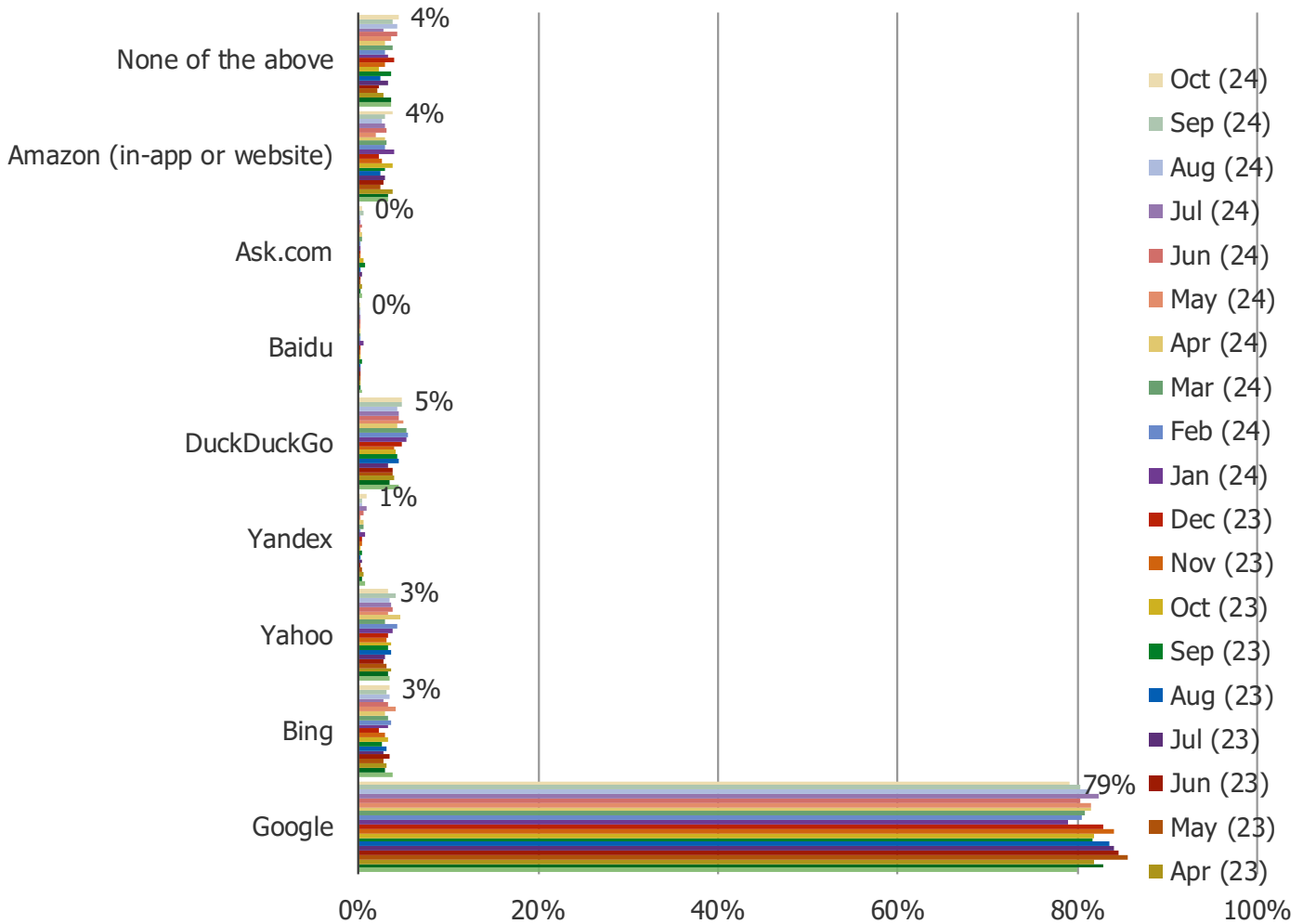
APPLE INTELLIGENCE AND IOS 18

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

This question was posed to all respondents who are iOS users.
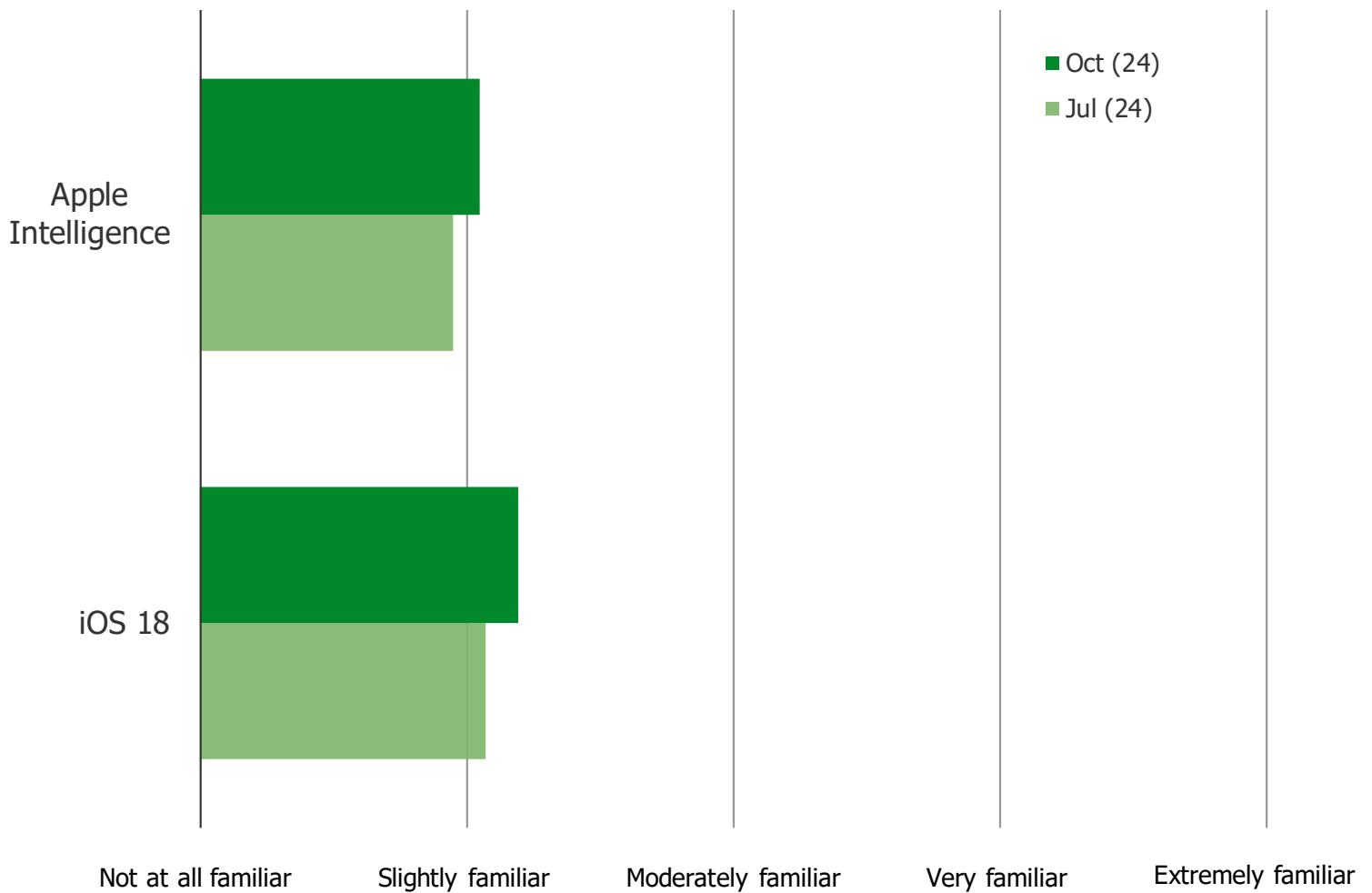
Legend:
- Oct (24)
- Jul (24)

Categories (x-axis): Not at all familiar | Slightly familiar | Moderately familiar | Very familiar | Extremely familiar

Groups (y-axis): Apple Intelligence | iOS 18

This question was posed to all respondents who are iOS users.
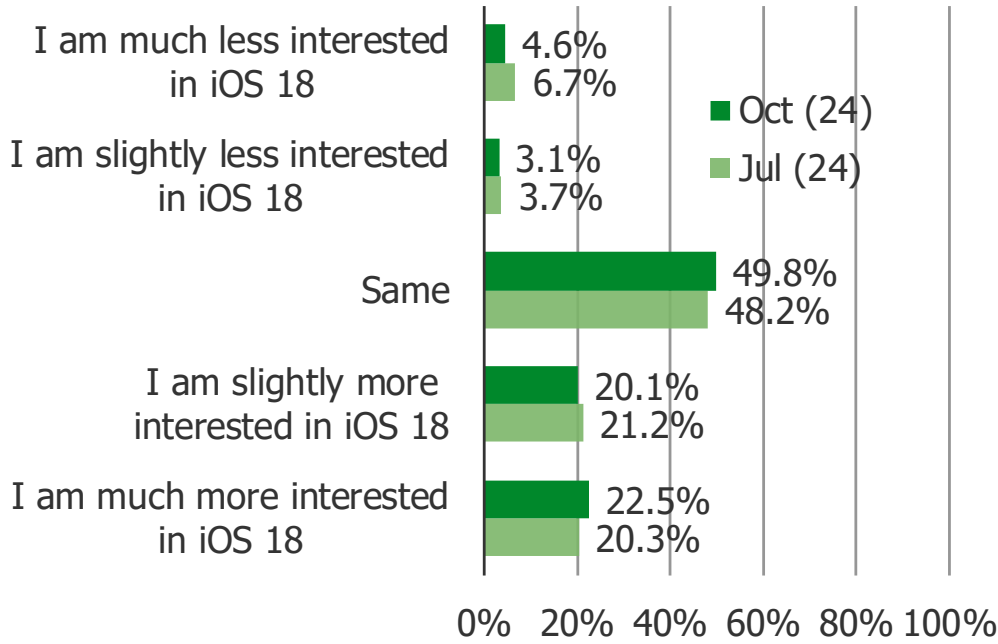
Filtering to respondents who are at least moderately familiar with iOS 18 (N = 142)
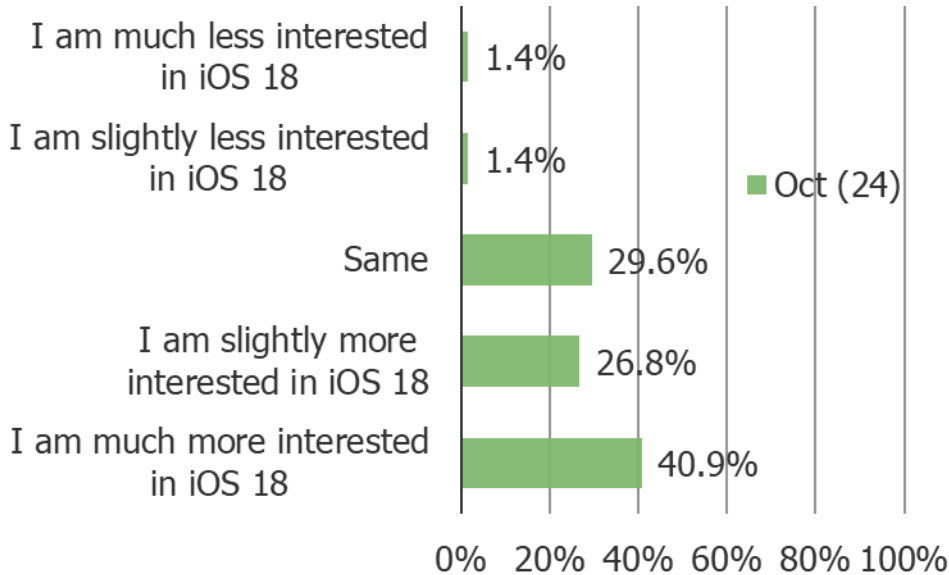
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE'S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED 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?**

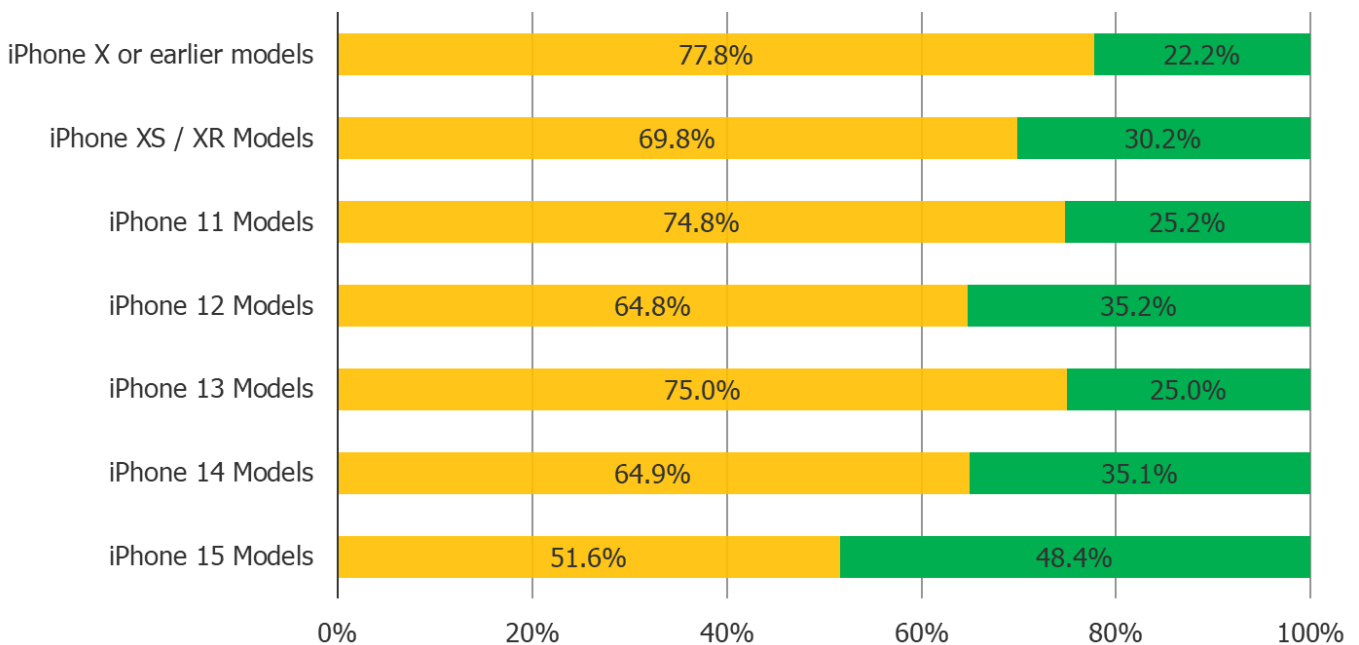This question was posed to all respondents who are iOS users.
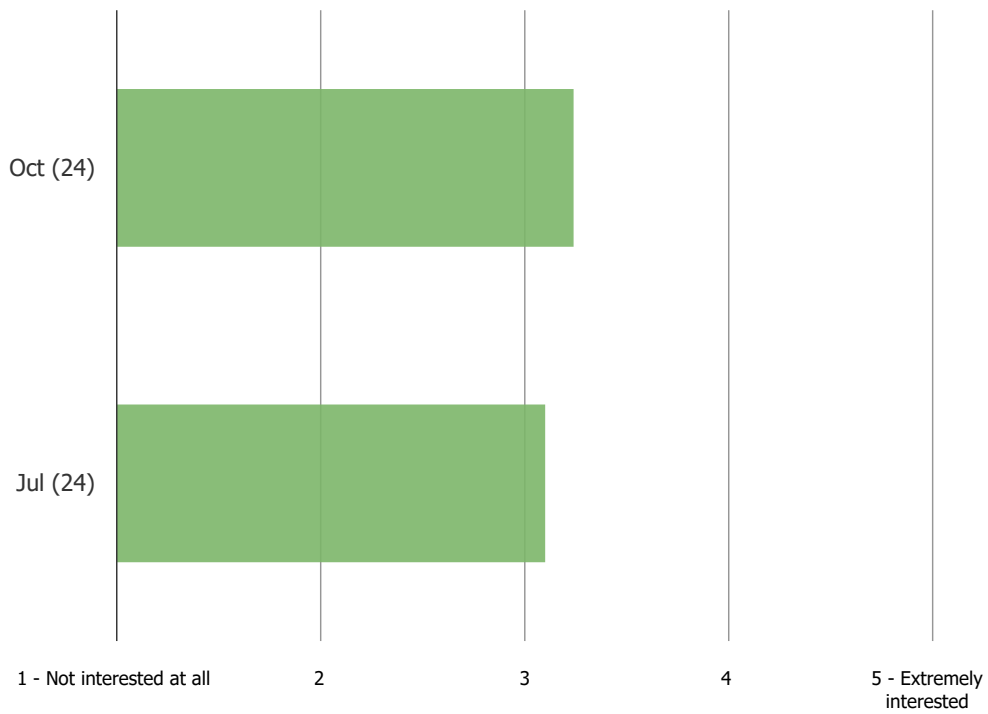
FAST FORWARD TO THIS FALL. IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

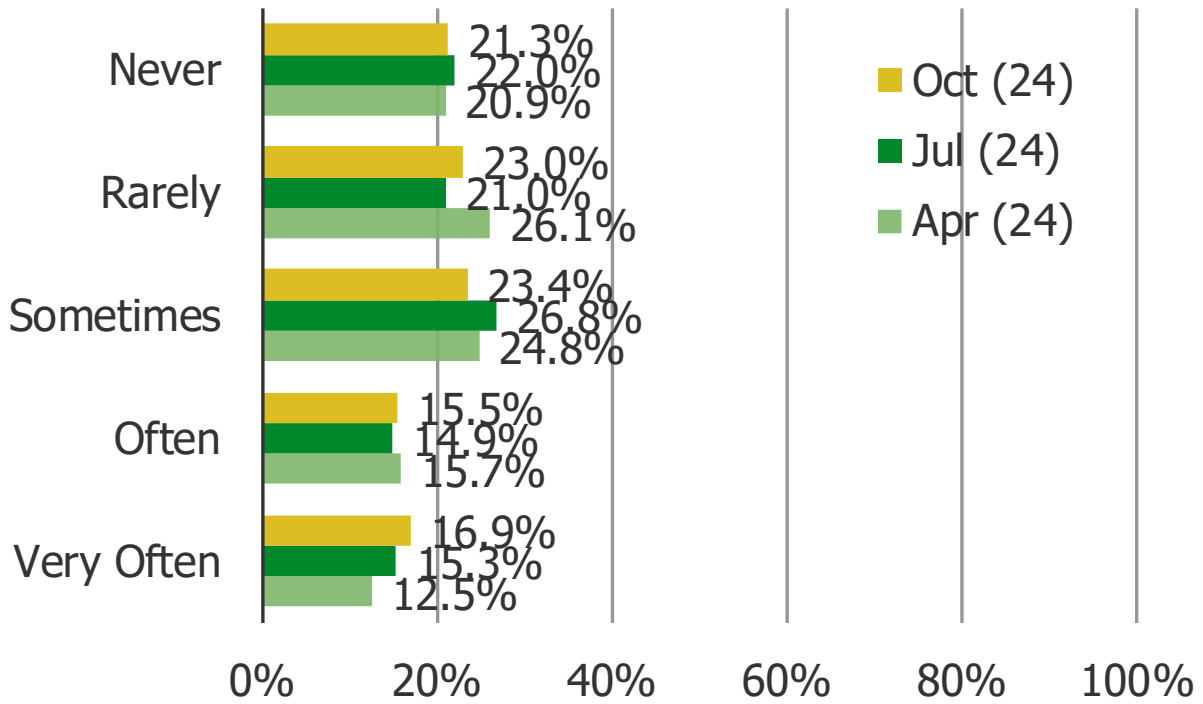This question was posed to all respondents who are iOS users.
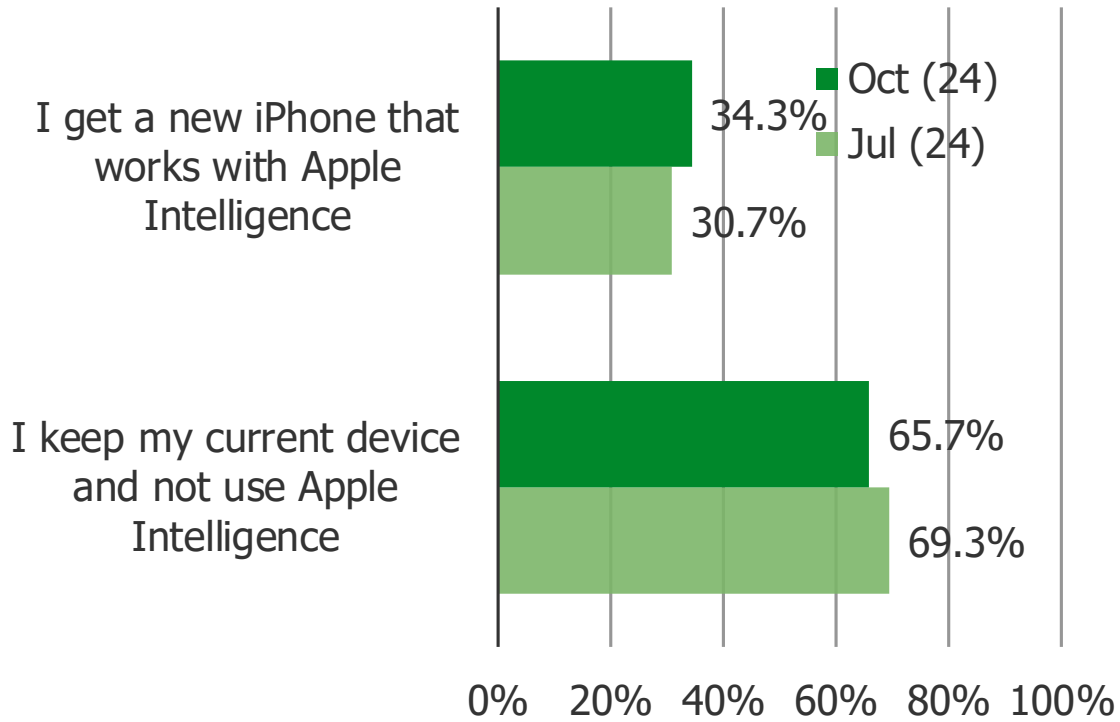
	Oct (24)	Jul (24)
I get a new iPhone that works with Apple Intelligence	34.3%	30.7%
I keep my current device and not use Apple Intelligence	65.7%	69.3%

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

Model	I keep my current device and not use Apple Intelligence	I get a new iPhone that works with Apple Intelligence
iPhone X or earlier models	77.8%	22.2%
iPhone XS / XR Models	69.8%	30.2%
iPhone 11 Models	74.8%	25.2%
iPhone 12 Models	64.8%	35.2%
iPhone 13 Models	75.0%	25.0%
iPhone 14 Models	64.9%	35.1%
iPhone 15 Models	51.6%	48.4%

HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

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

Never
- 21.3%
- 22.0%
- 20.9%

Rarely
- 23.0%
- 21.0%
- 26.1%

Sometimes
- 23.4%
- 26.8%
- 24.8%

Often
- 15.5%
- 14.9%
- 15.7%

Very Often
- 16.9%
- 15.3%
- 12.5%

Legend:
- Oct (24)
- Jul (24)
- Apr (24)

X-axis: 0%, 20%, 40%, 60%, 80%, 100%

HOW USEFUL DO YOU FIND SIRI TO BE?

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

Legend:
- Oct (24)
- Jul (24)
- Apr (24)

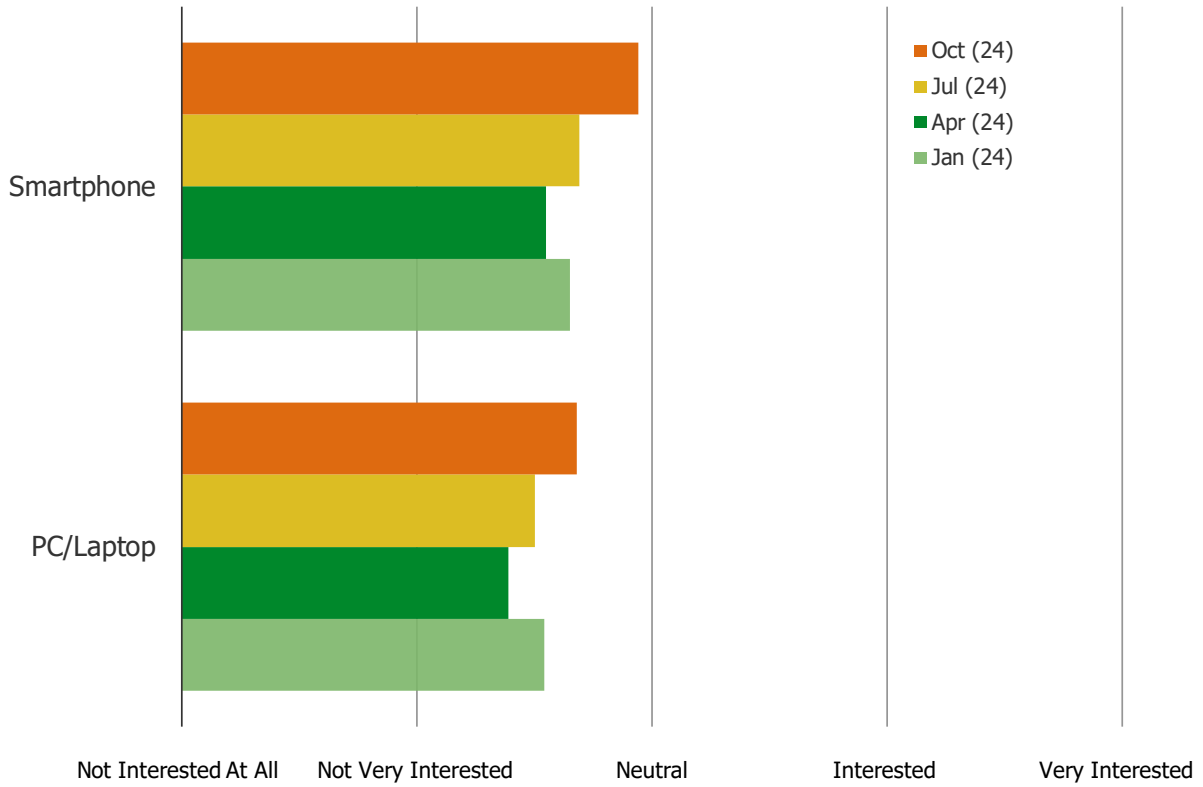|	Oct (24)	Jul (24)	Apr (24)
Not at all useful	13.0%	15.1%	14.0%
Not so useful	12.1%	13.6%	15.1%
Somewhat useful	37.0%	32.0%	34.7%
Very useful	19.8%	23.1%	19.6%
Extremely useful	18.1%	16.2%	16.6%
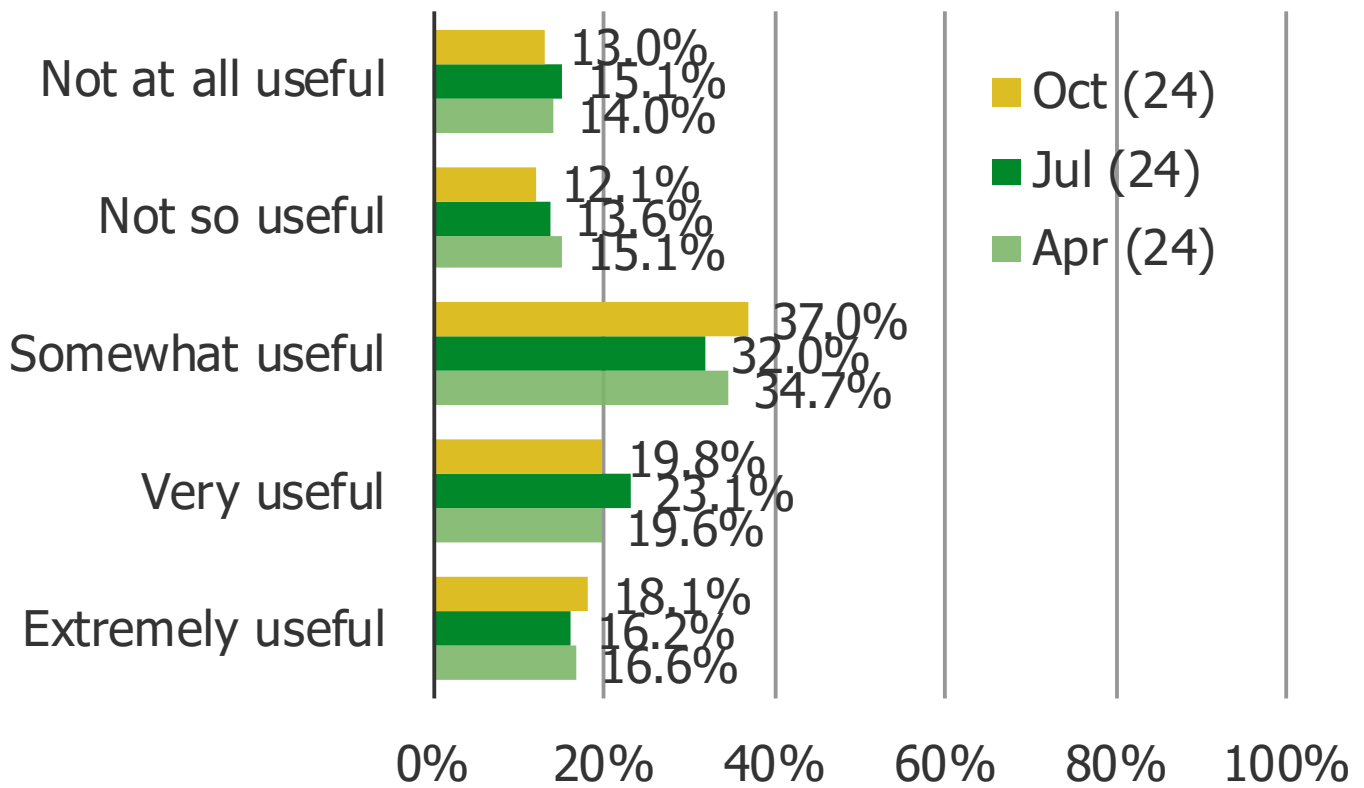
WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

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

No, it wouldn't change my usage
- 55.8% — Oct (24)
- 55.5% — Jul (24)
- 59.9% — Apr (24)

Yes, I would use it a little more
- 22.2% — Oct (24)
- 23.5% — Jul (24)
- 23.5% — Apr (24)

Yes, I would use it a lot more
- 22.0% — Oct (24)
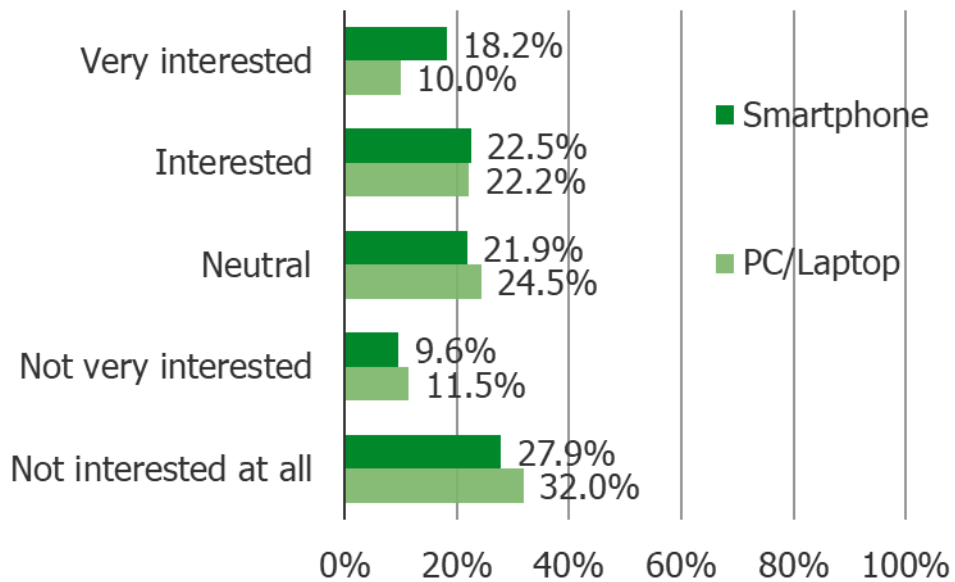- 21.0% — Jul (24)
- 16.6% — Apr (24)
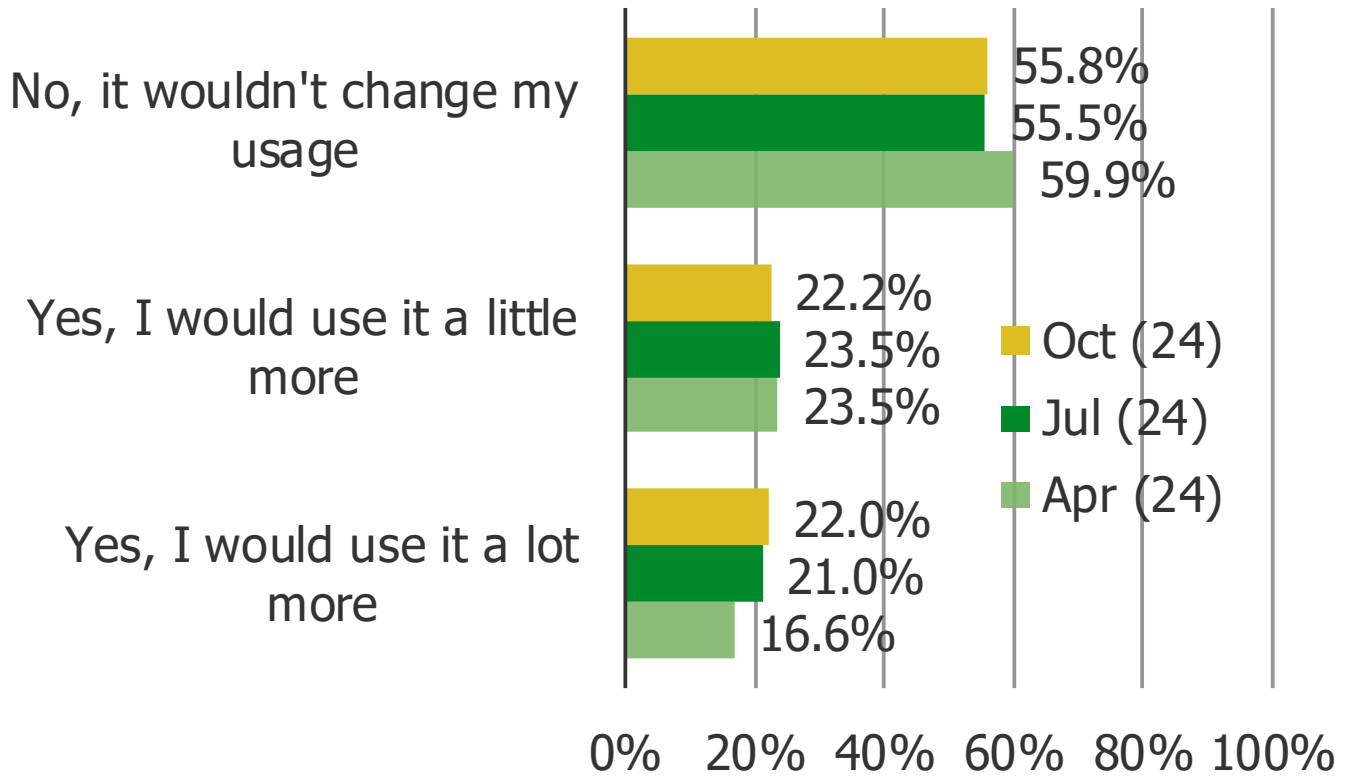
HOW INTERESTED ARE YOU IN USING AI (ARTIFICIAL INTELLIGENCE) CHATBOTS AND APPS, LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) WHILE USING THE FOLLOWING DEVICES…

This question was posed to all respondents.

Legend:
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)

Categories (y-axis): Smartphone, PC/Laptop

X-axis labels: Not Interested At All | Not Very Interested | Neutral | Interested | Very Interested

October 2024 Data Breakout

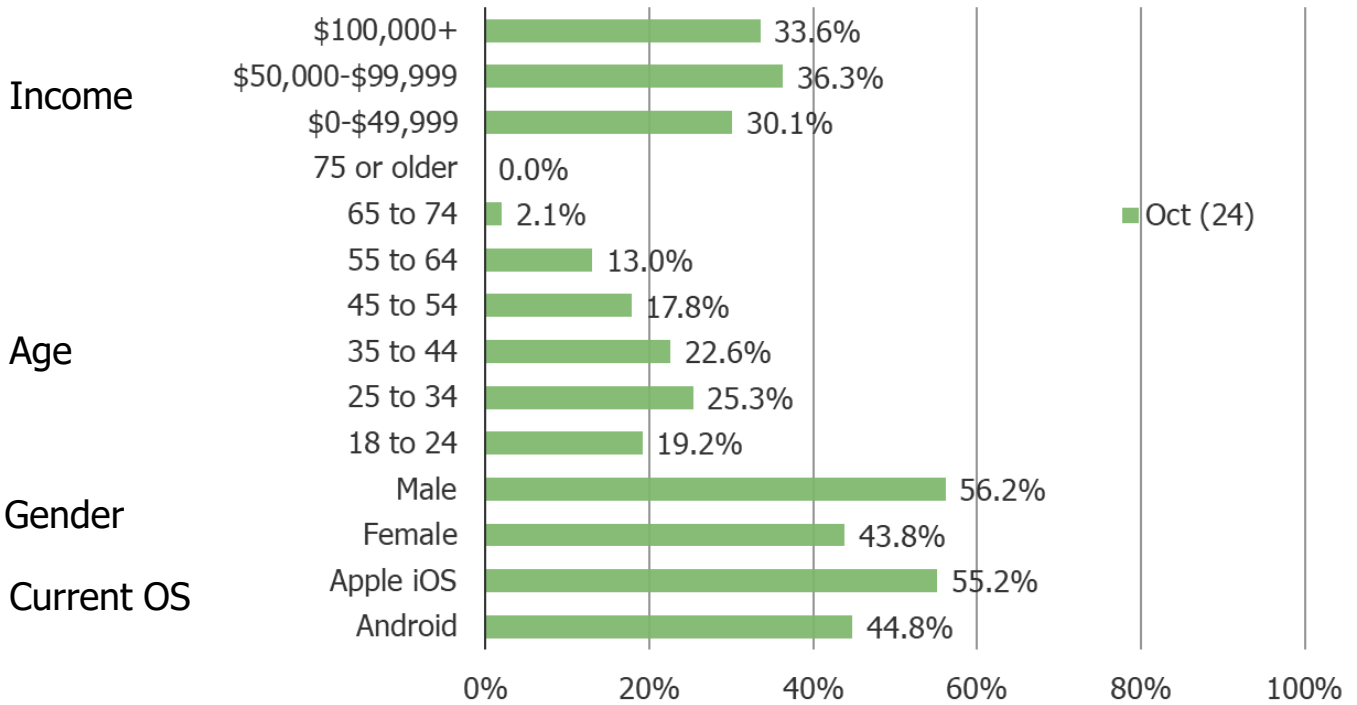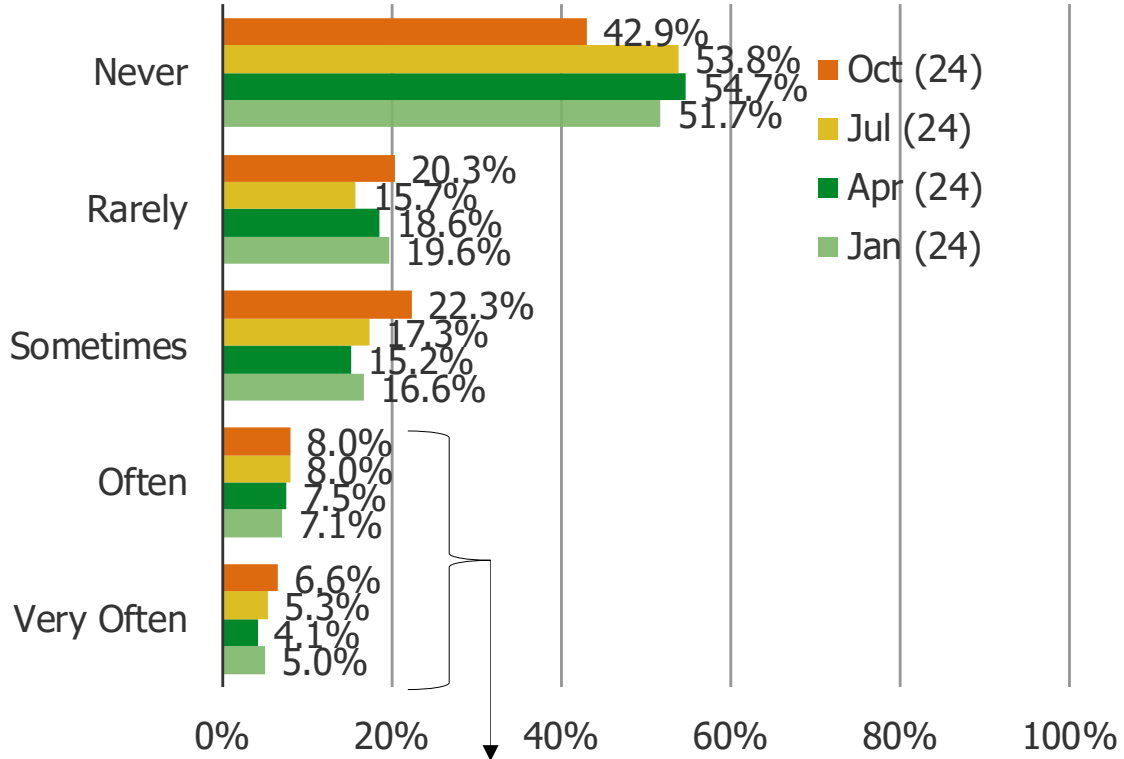|	Smartphone	PC/Laptop
Very interested	18.2%	10.0%
Interested	22.5%	22.2%
Neutral	21.9%	24.5%
Not very interested	9.6%	11.5%
Not interested at all	27.9%	32.0%

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.

Never
- 42.9%
- 53.8%
- 54.7%
- 51.7%

Rarely
- 20.3%
- 15.7%
- 18.6%
- 19.6%

Sometimes
- 22.3%
- 17.3%
- 15.2%
- 16.6%

Often
- 8.0%
- 8.0%
- 7.5%
- 7.1%

Very Often
- 6.6%
- 5.3%
- 4.1%
- 5.0%

Legend:
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)

Income (Oct (24))
- $100,000+: 33.6%
- $50,000-$99,999: 36.3%
- $0-$49,999: 30.1%

Age
- 75 or older: 0.0%
- 65 to 74: 2.1%
- 55 to 64: 13.0%
- 45 to 54: 17.8%
- 35 to 44: 22.6%
- 25 to 34: 25.3%
- 18 to 24: 19.2%

Gender
- Male: 56.2%
- Female: 43.8%

Current OS
- Apple iOS: 55.2%
- Android: 44.8%

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?
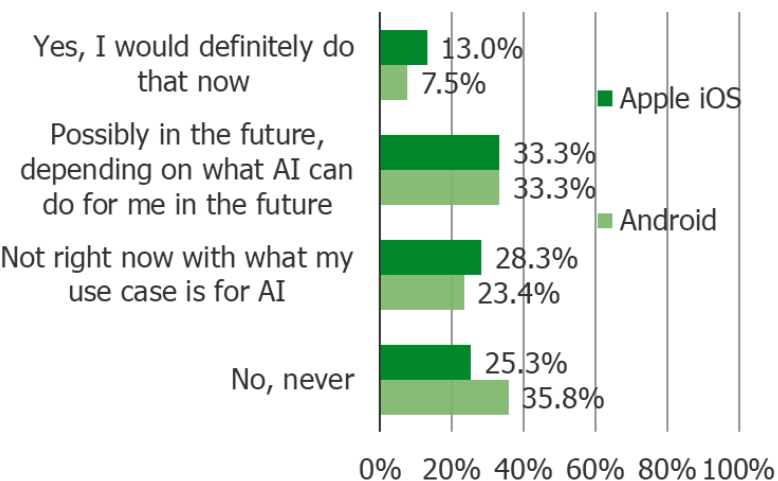
This question was posed to all respondents.

	Oct (24)	Jul (24)	Apr (24)	Jan (24)
Yes, I would definitely do that now	9.6%	9.2%	6.7%	7.7%
Possibly in the futurue, depending on what AI can do for me in the future	32.2%	29.9%	29.5%	35.0%
Not right now with what my use case is for AI	24.9%	25.5%	25.3%	21.8%
No, never	33.4%	35.4%	38.5%	35.6%
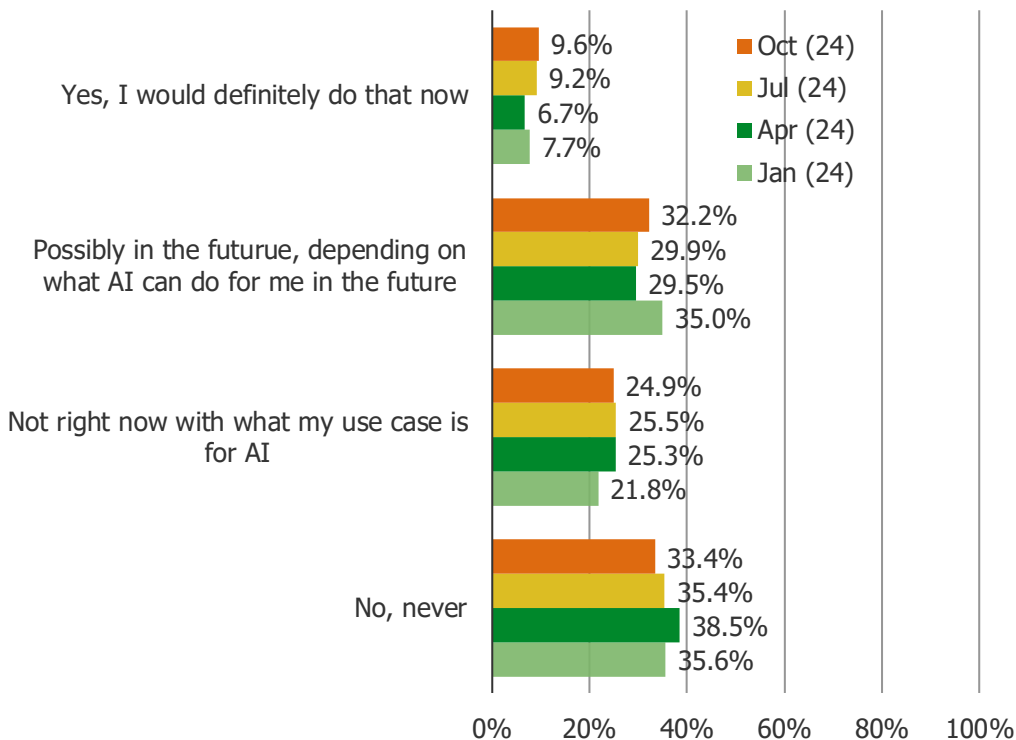
Cross-Tabbing The Above Data:

Apple vs. Android Users (OCT 24 Data)

	Apple iOS	Android
Yes, I would definitely do that now	13.0%	7.5%
Possibly in the future, depending on what AI can do for me in the future	33.3%	33.3%
Not right now with what my use case is for AI	28.3%	23.4%
No, never	25.3%	35.8%

iOS Users (October vs. July)

	Oct (24)	Jul (24)
Yes, I would definitely do that now	13.0%	8.3%
Possibly in the future, depending on what AI can do for me in the future	33.3%	35.2%
Not right now with what my use case is for AI	28.3%	27.0%
No, never	25.3%	29.5%