

BESPOKE SURVEYS

Search, Vol 10

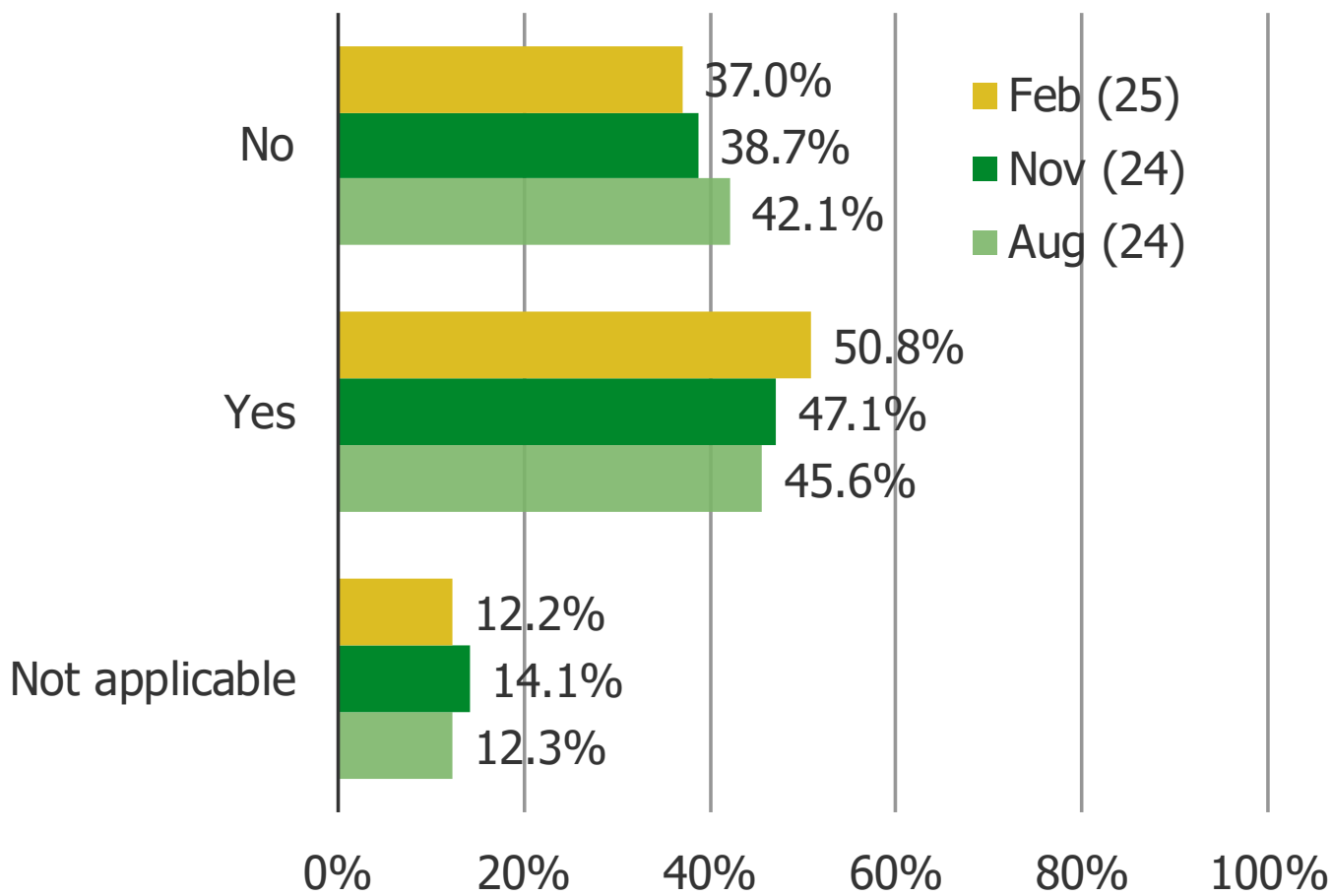
1250+ Respondents Per Quarter

Search

# AI CHATBOTS

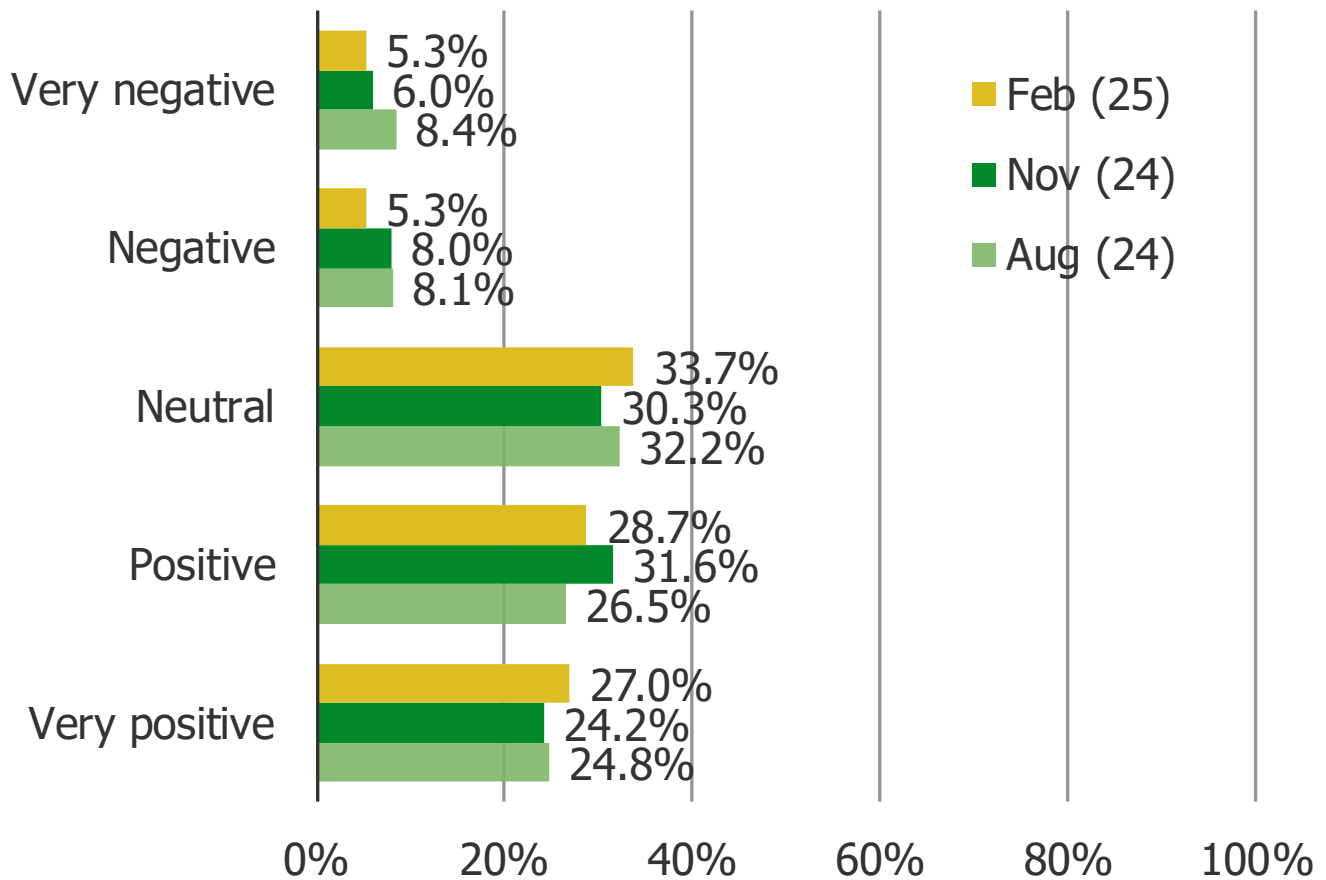
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES?  
(EXAMPLE ABOVE)

Posed to all respondents.



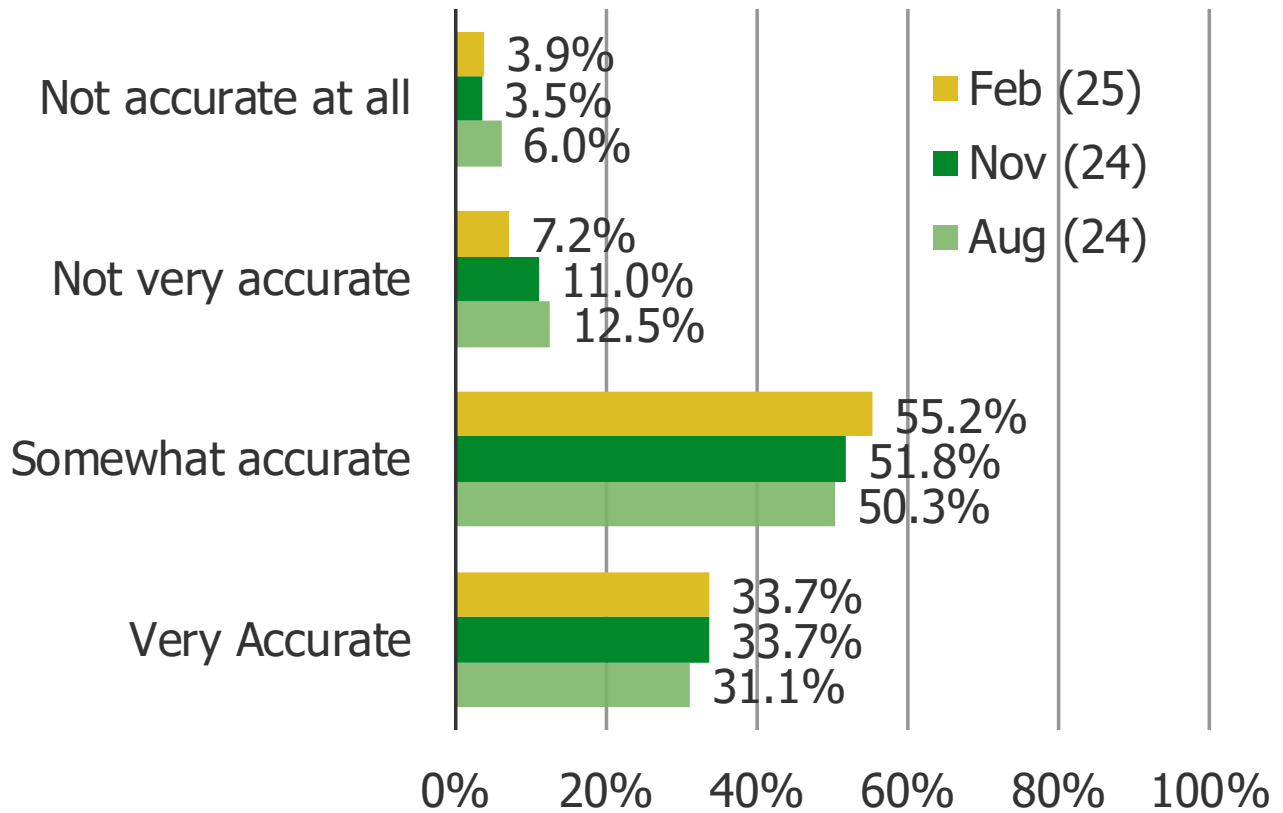
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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



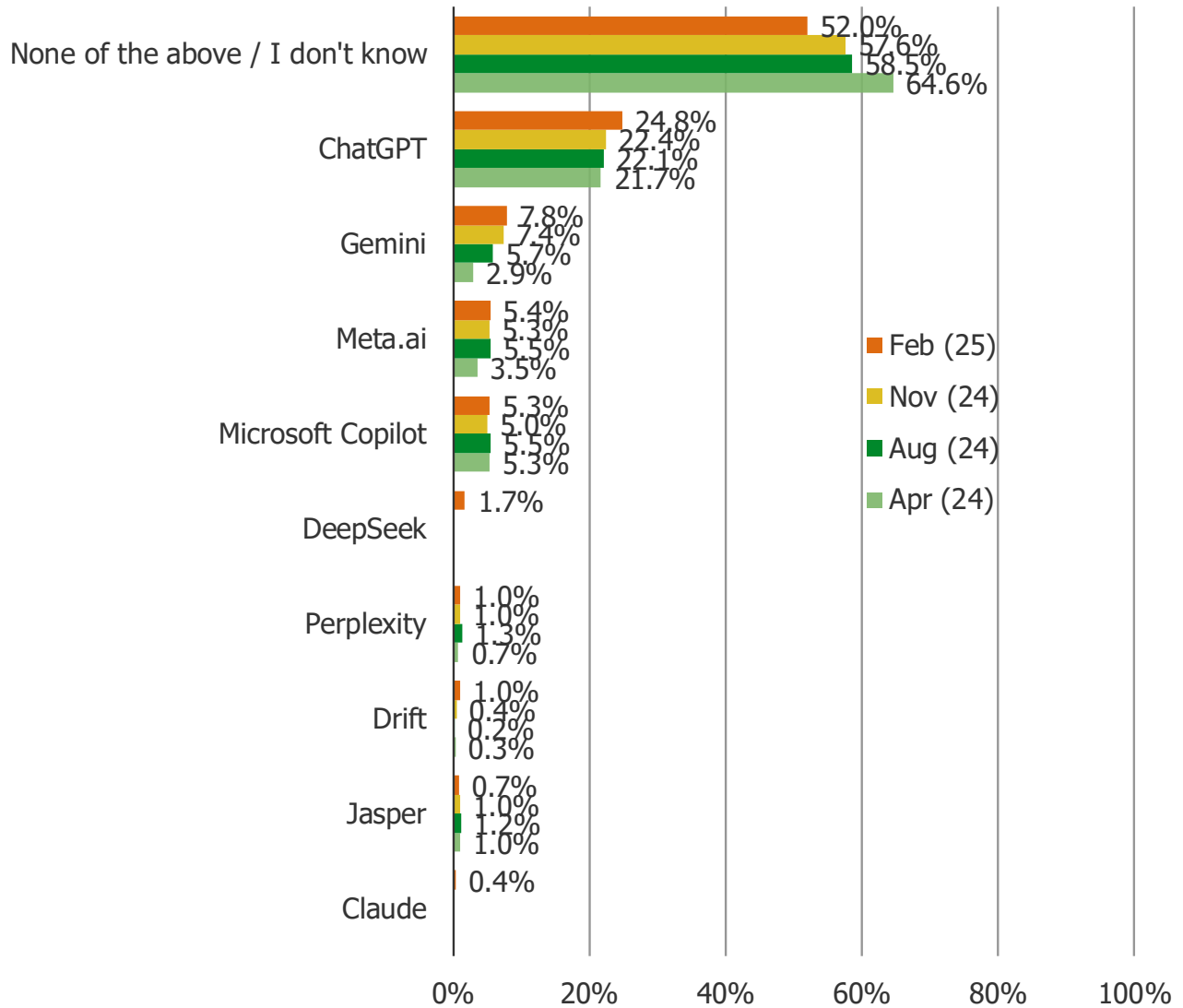
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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



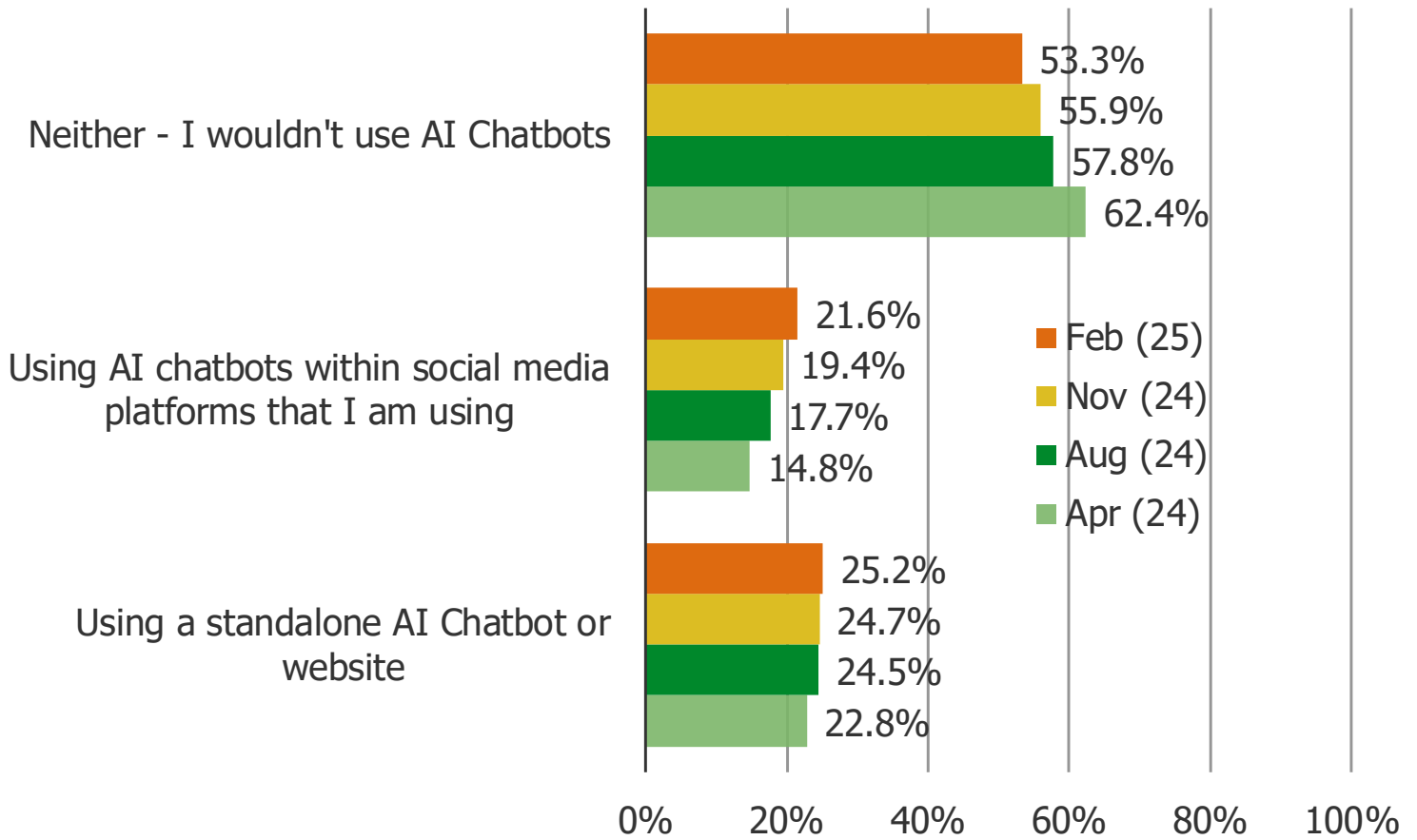
WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.



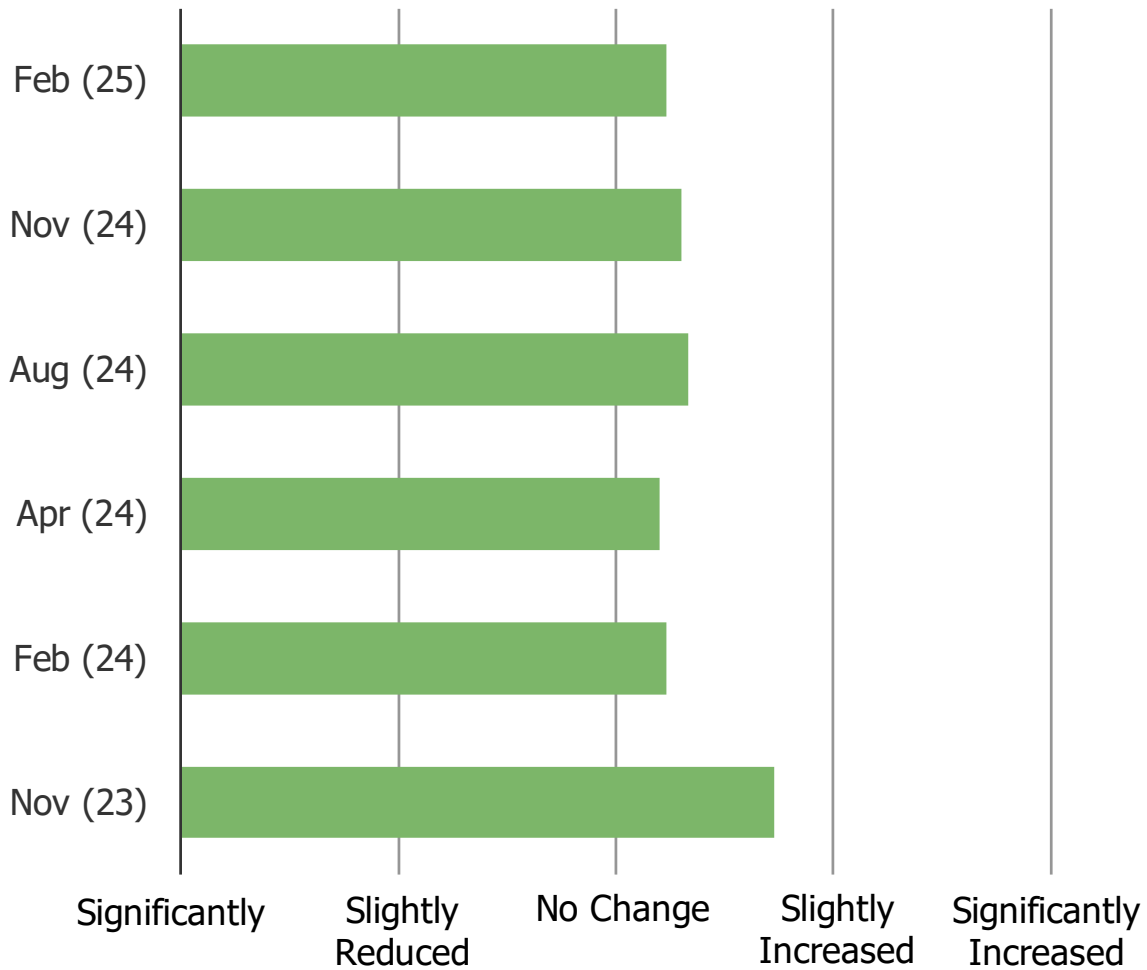
WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

Posed to all respondents.



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

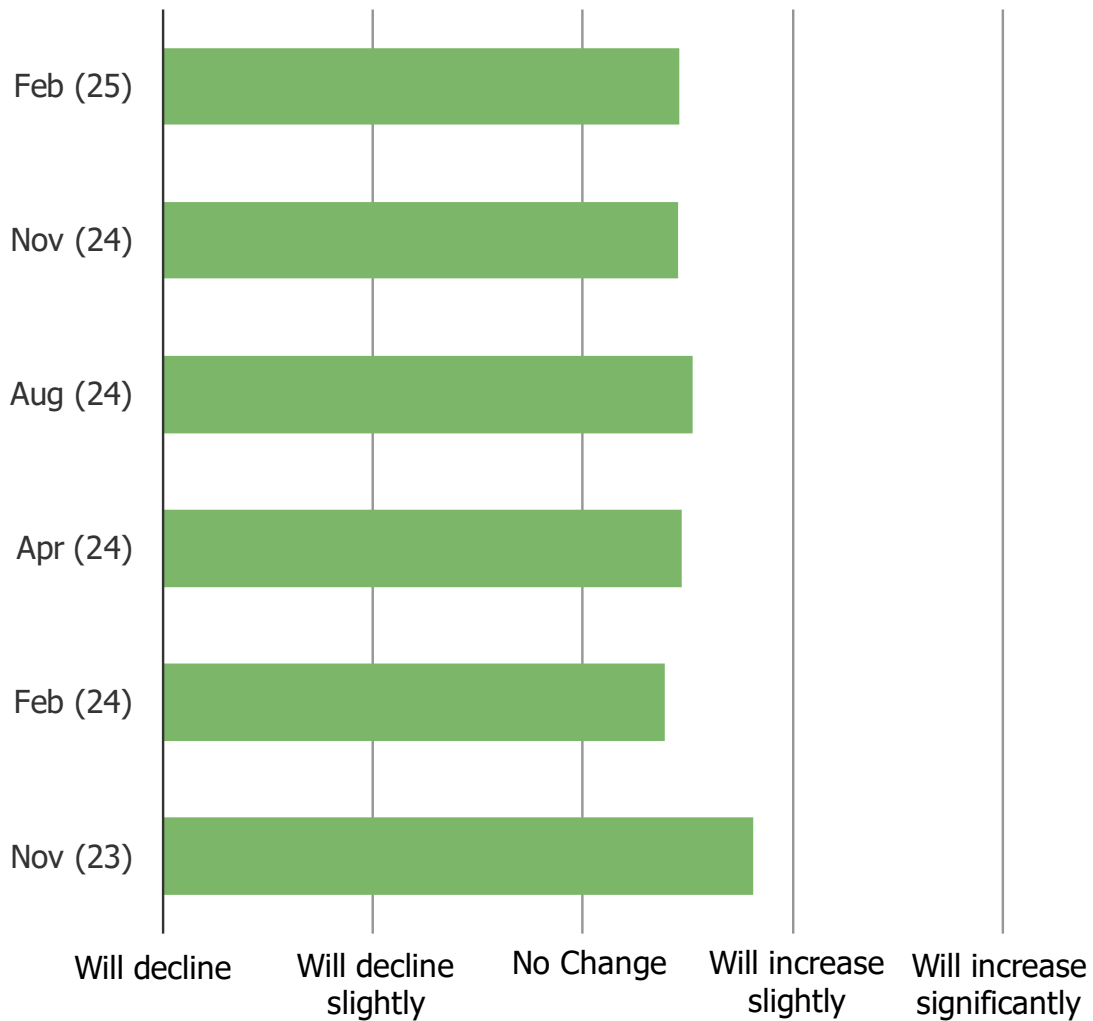
Posed to all respondents who have tried ChatGPT. (N=358)





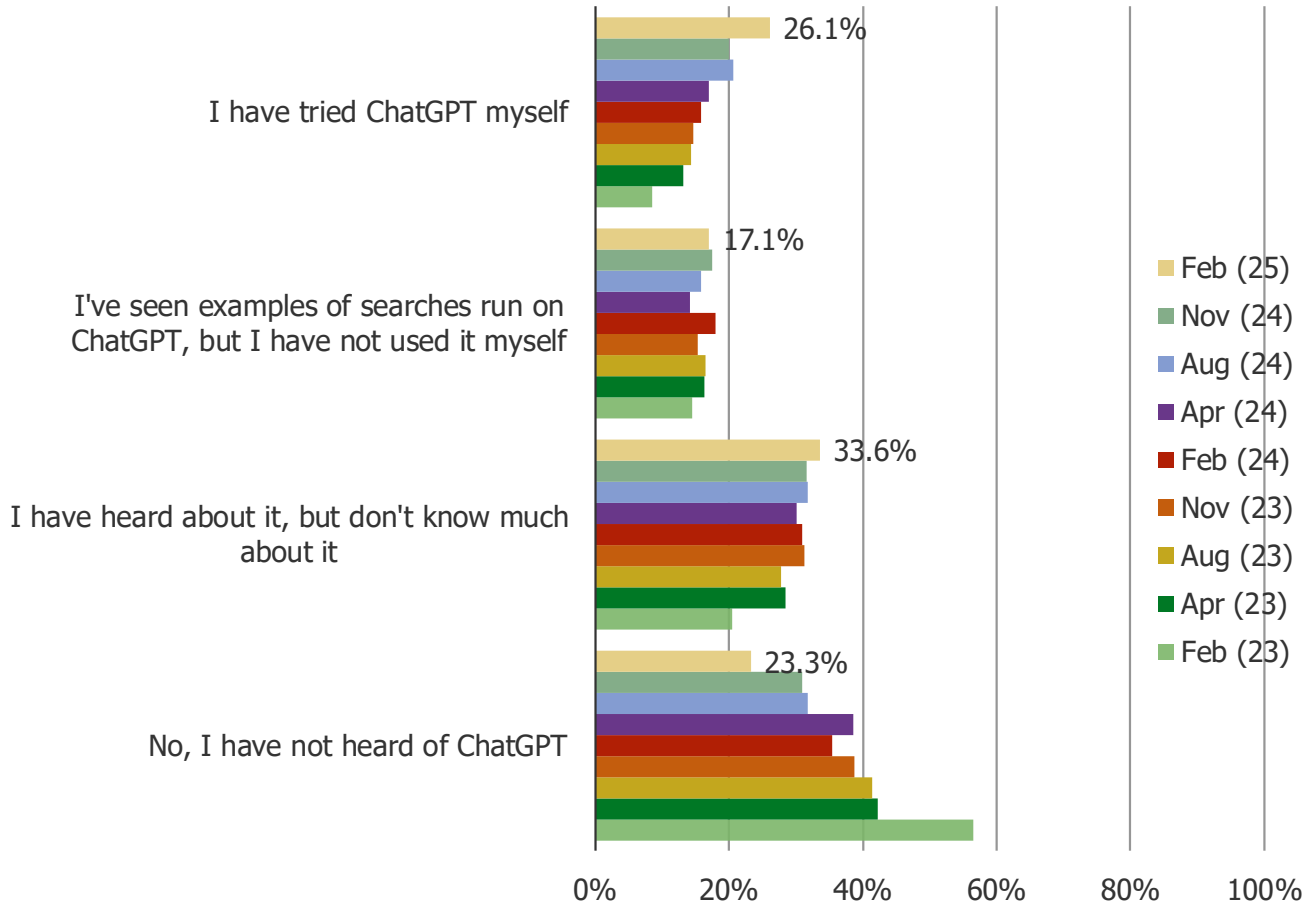
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=358)



BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.



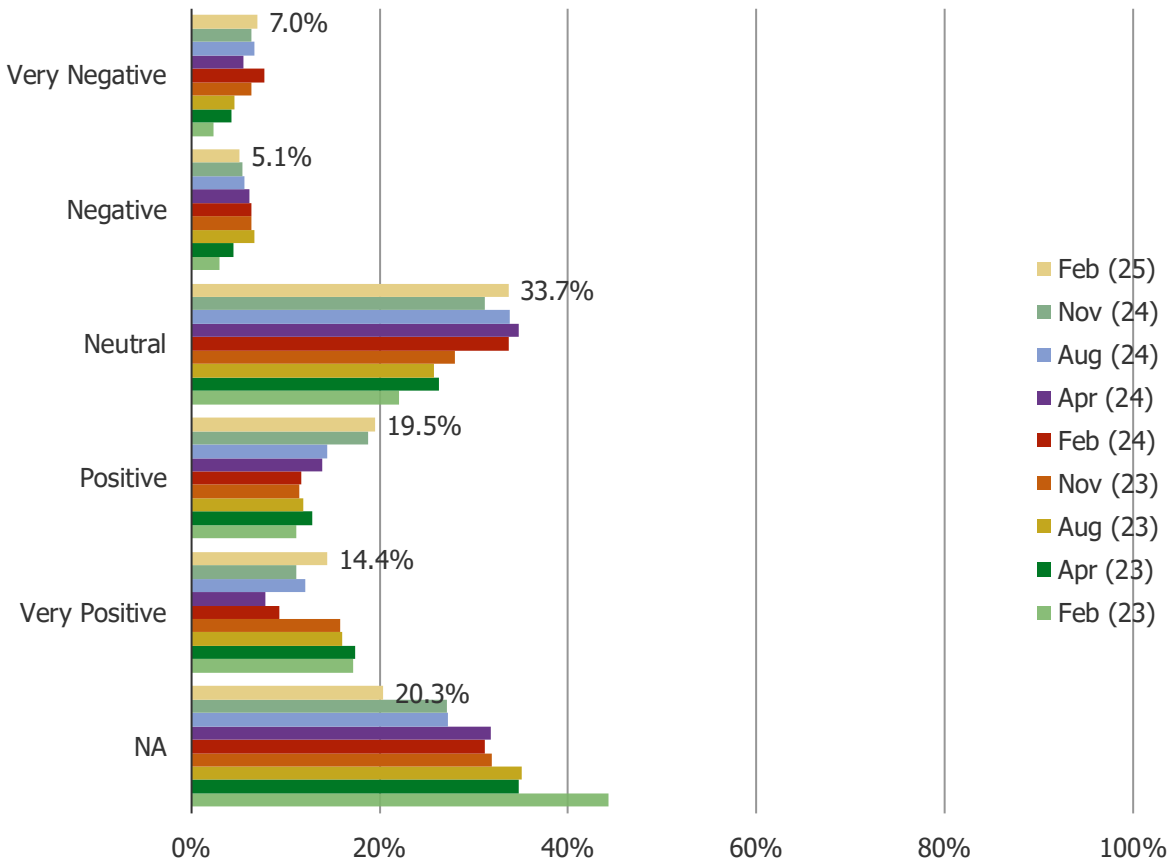
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE CHATGPT, WHAT WOULD IT BE?

Posed to all respondents who have at least heard of ChatGPT.

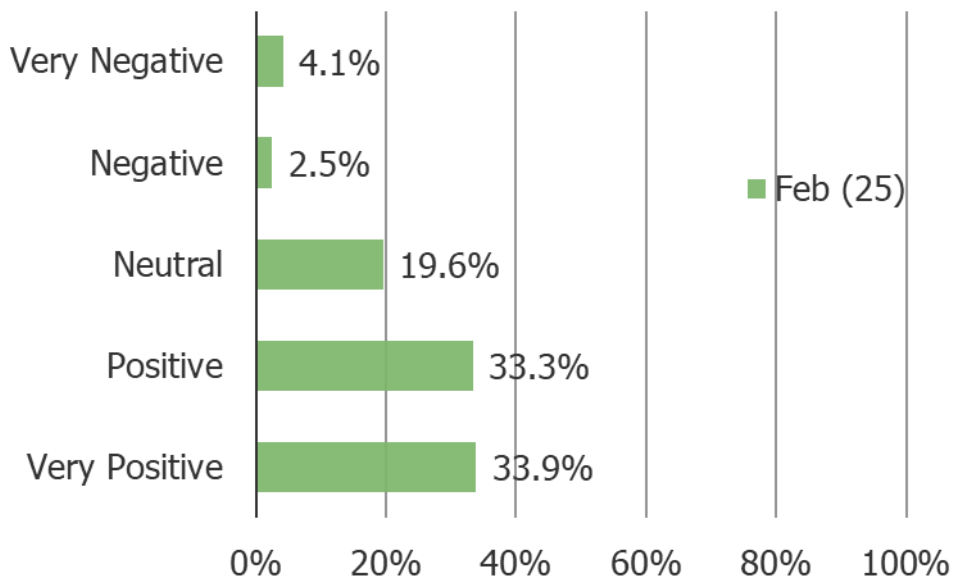


WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.

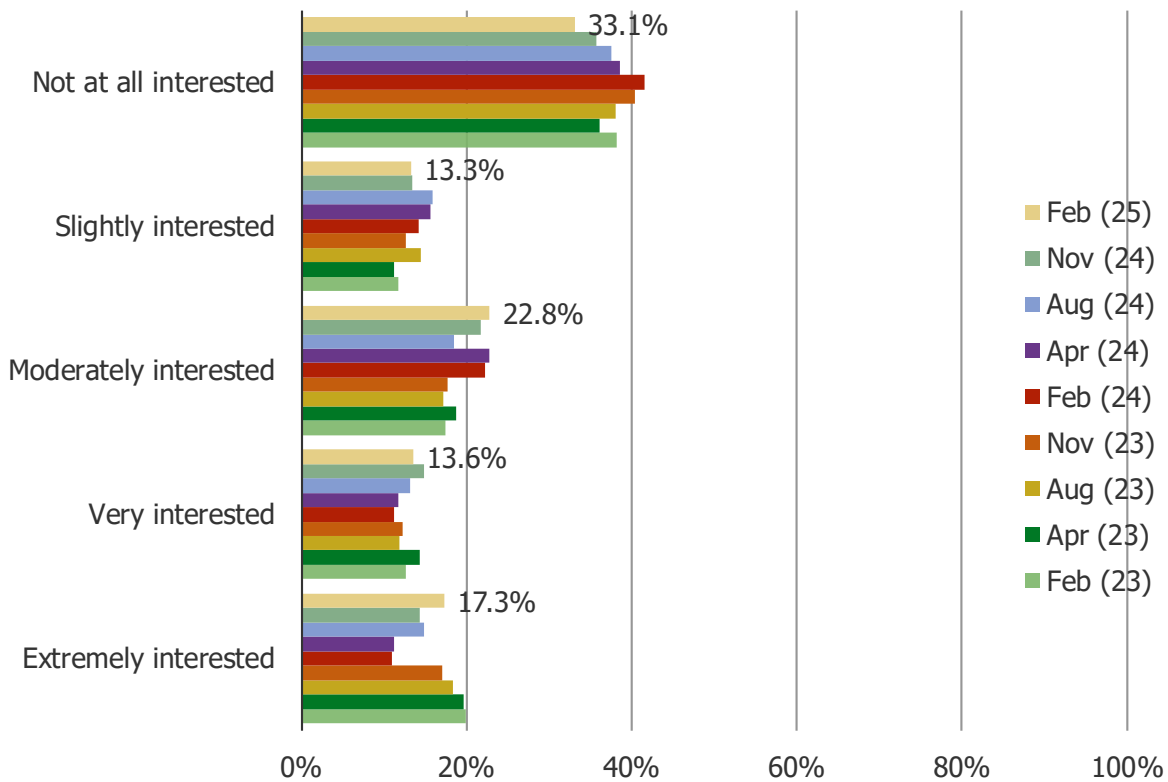


Focusing on respondents who have tried ChatGPT (N = 363)



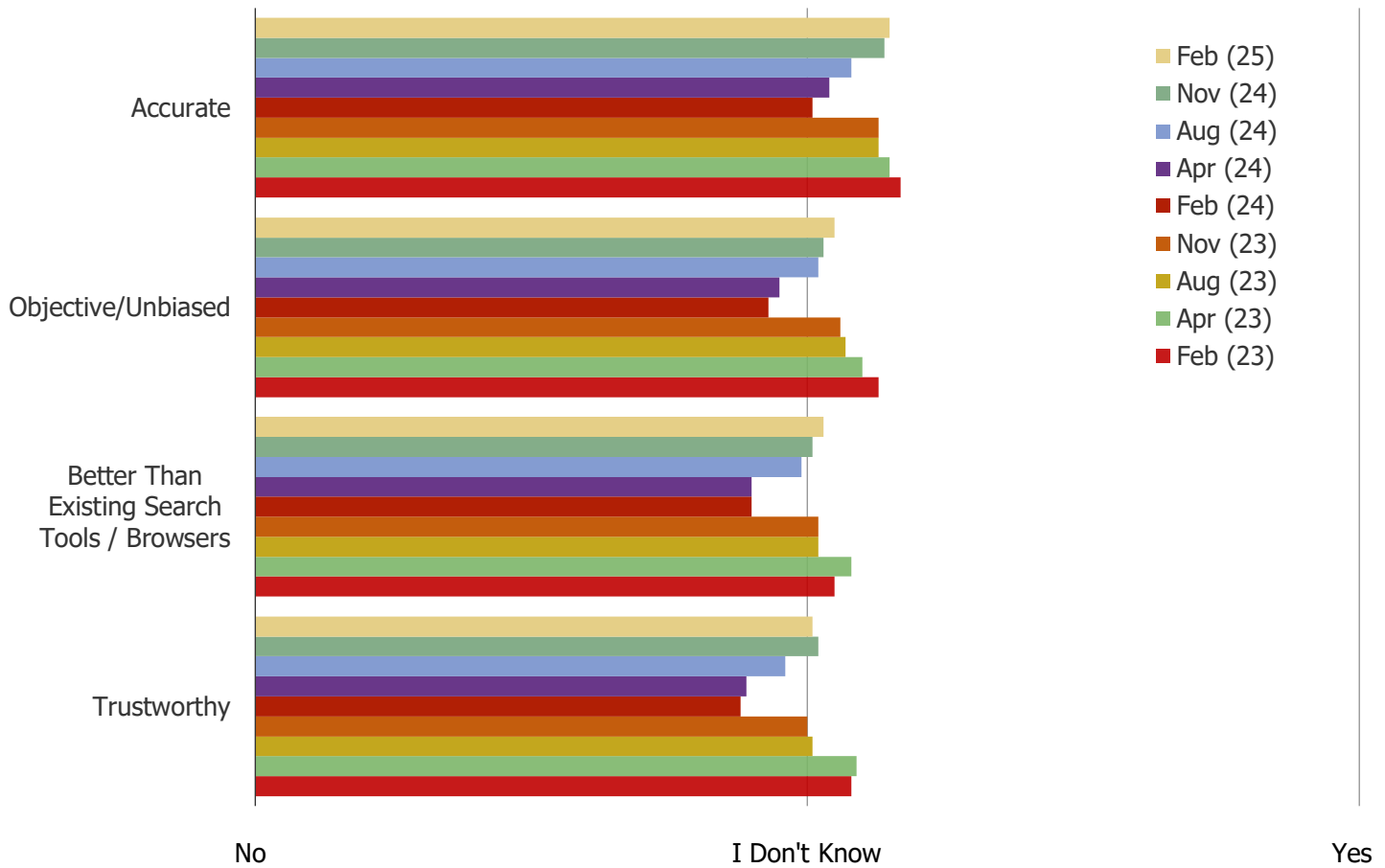
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.



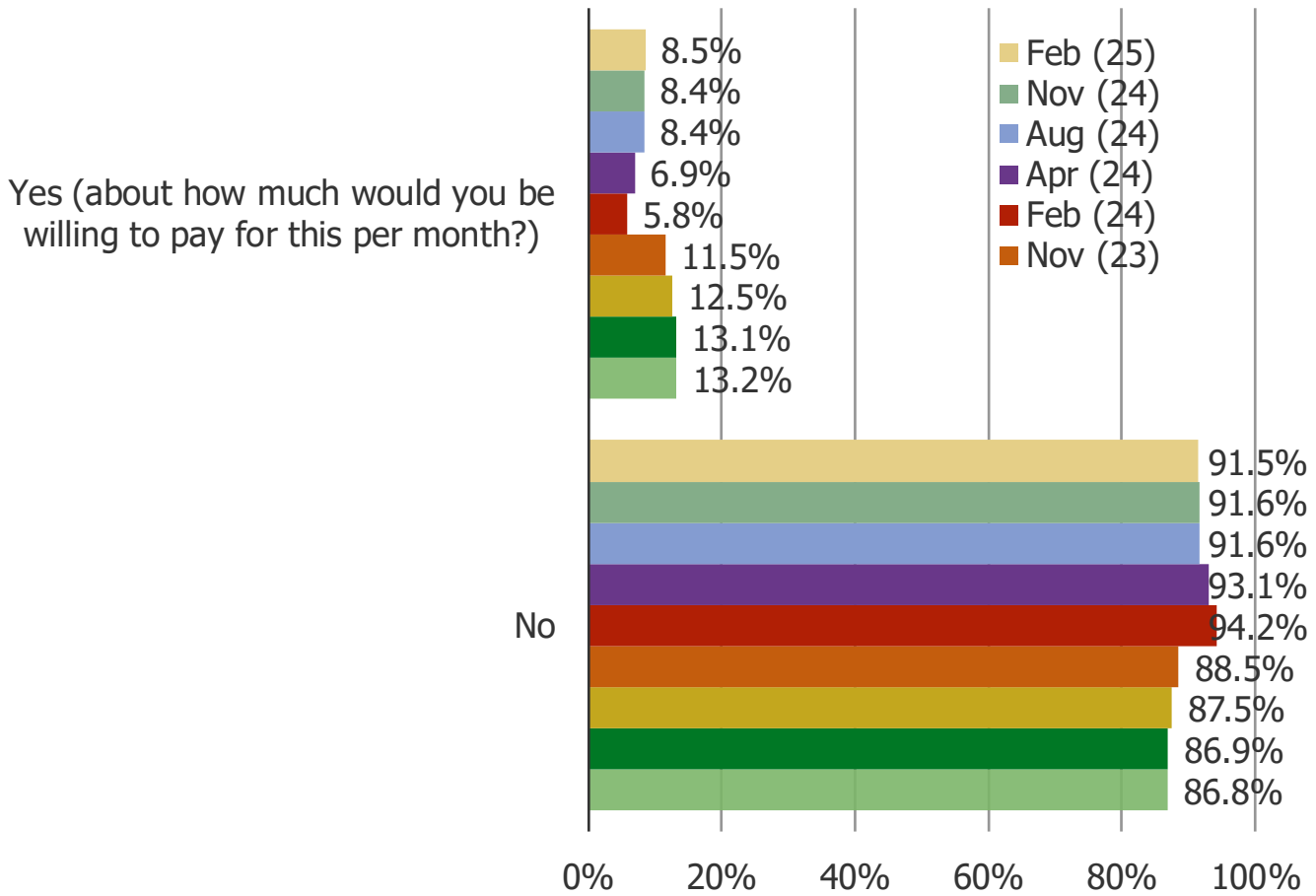
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to all respondents.



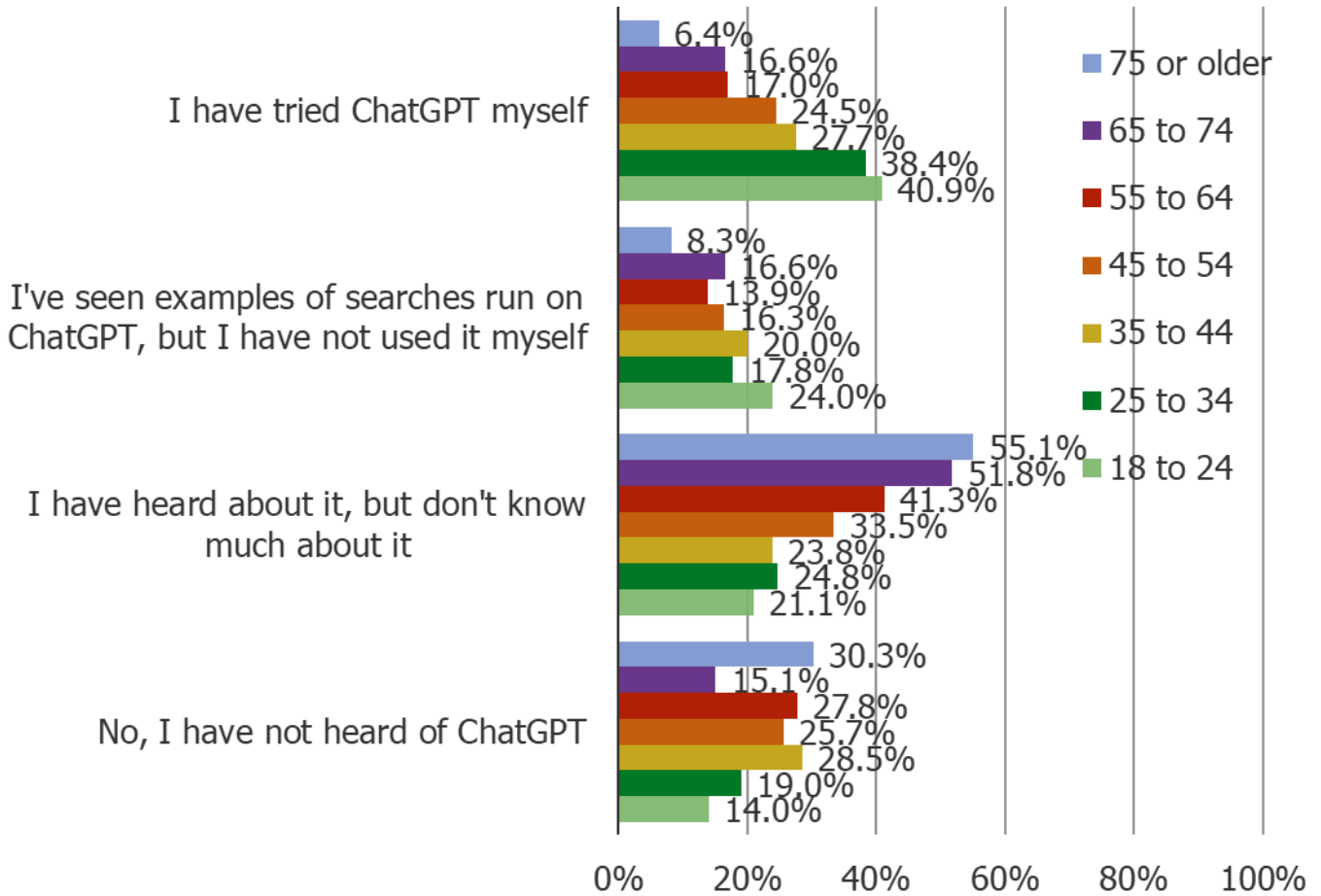
WOULD YOU BE WILLING TO PAY A MONTHLY FEE TO HAVE ACCESS TO AN AI POWERED CHATBOT LIKE CHATGPT?

Posed to all respondents.



COHORT ANALYSIS: CHATGPT ENGAGEMENT

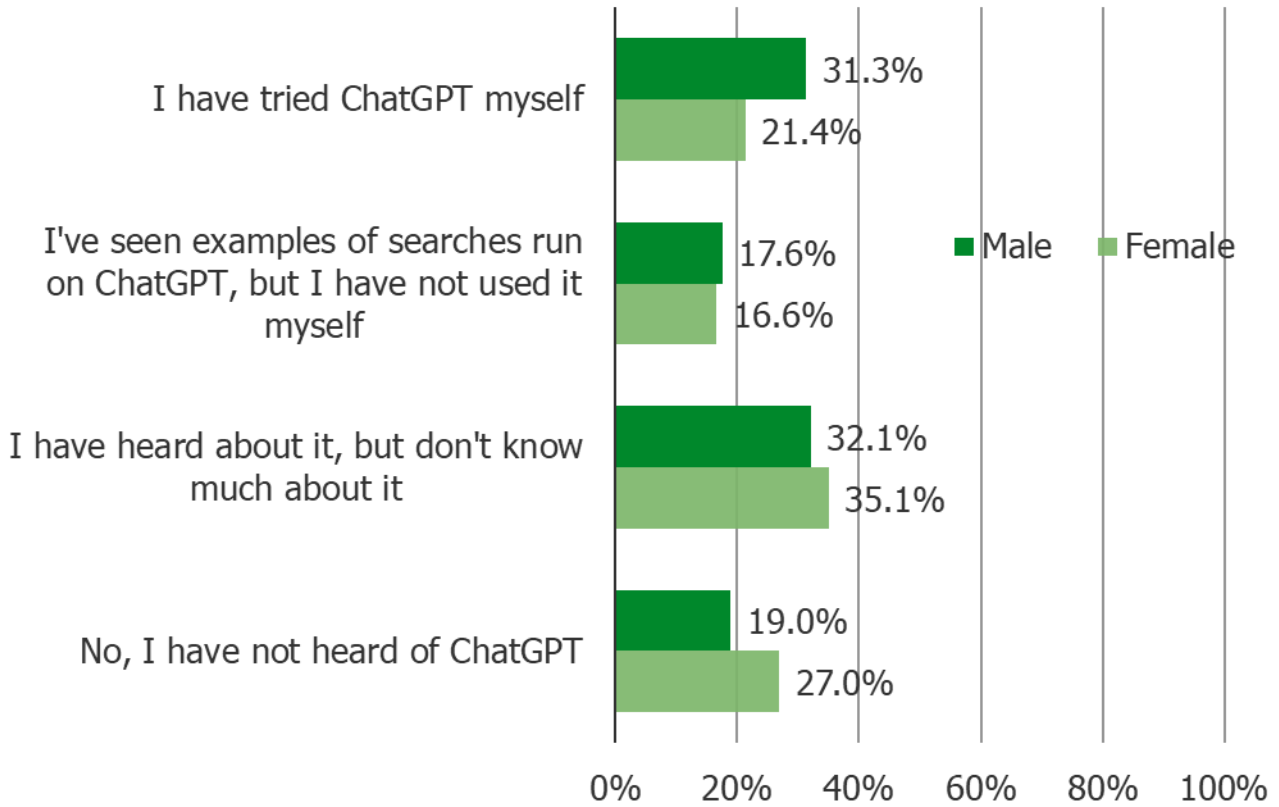
Posed to all respondents.





COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

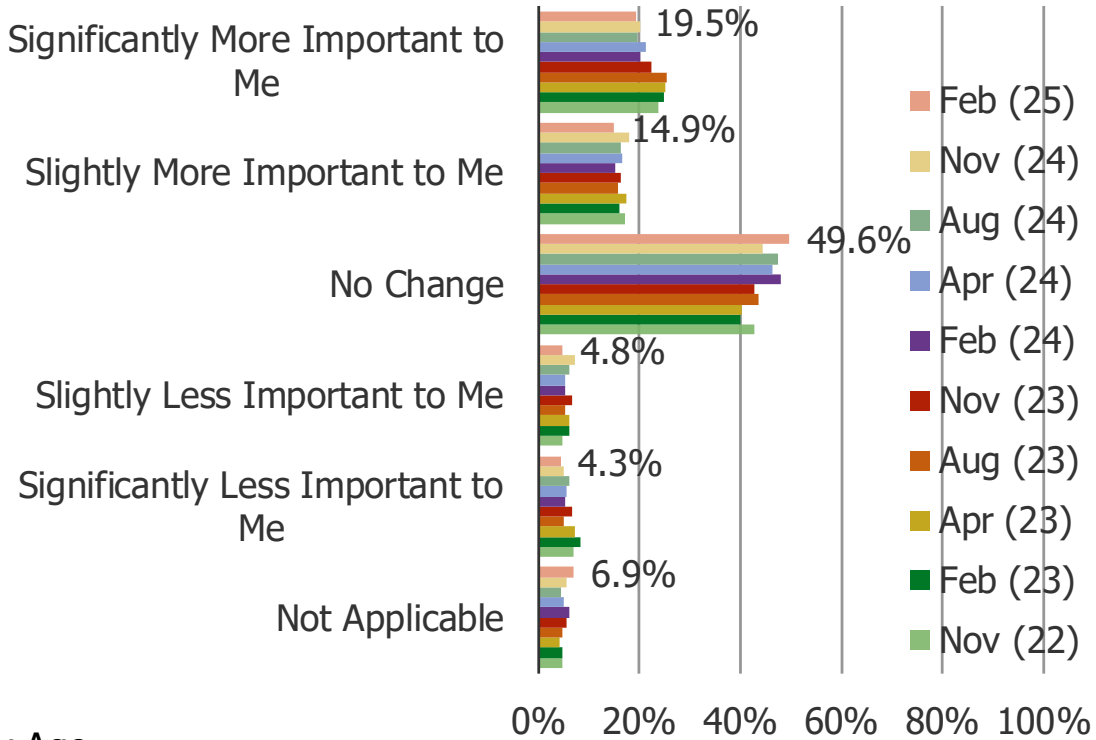


# Search

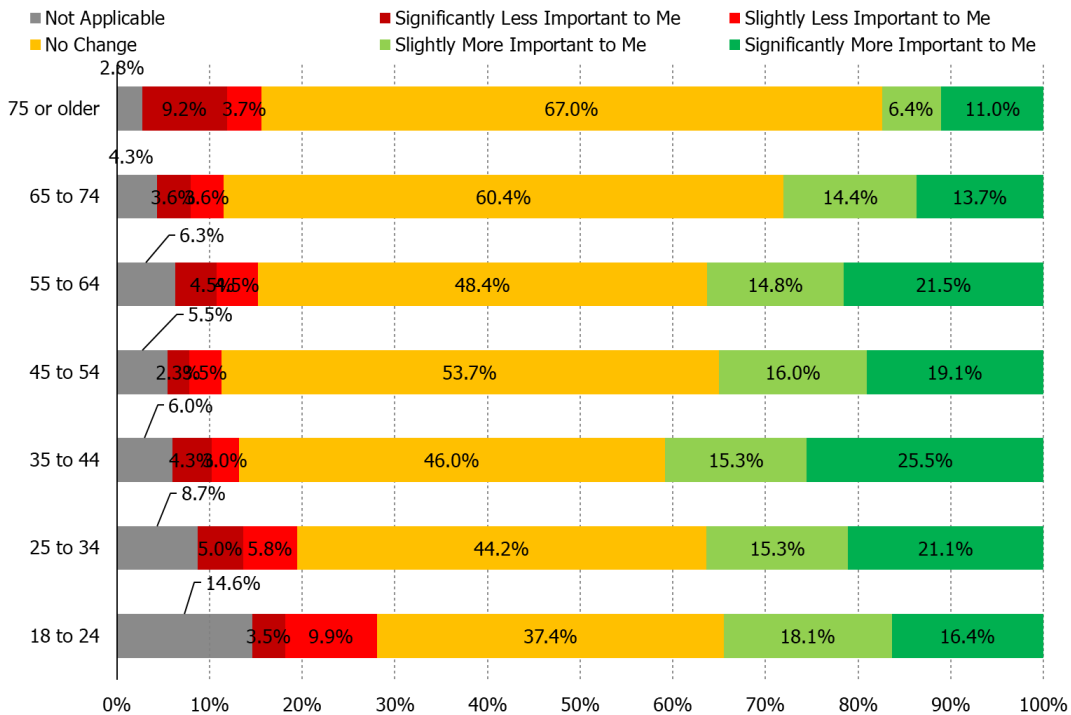
SEARCH

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

Posed to all respondents.

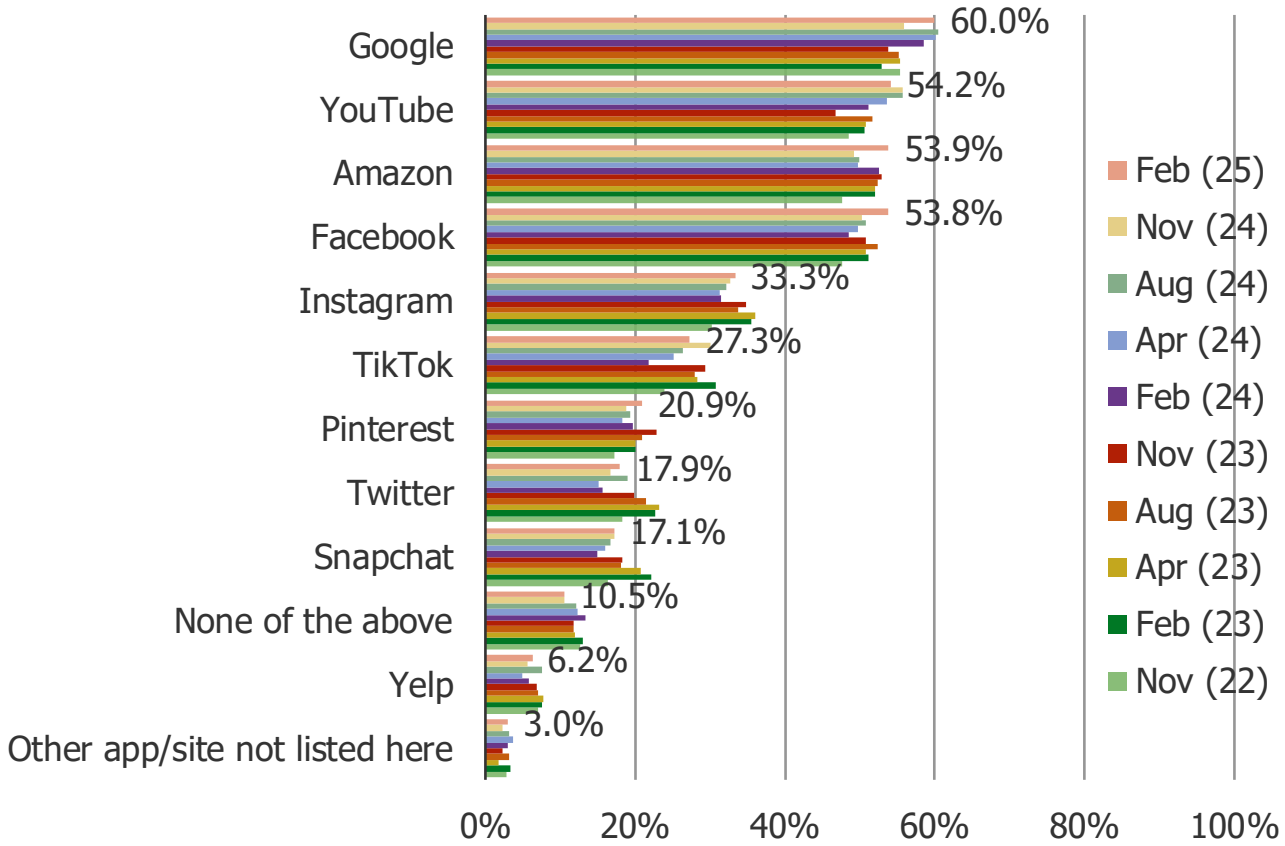


Cross-Tab by Age



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.

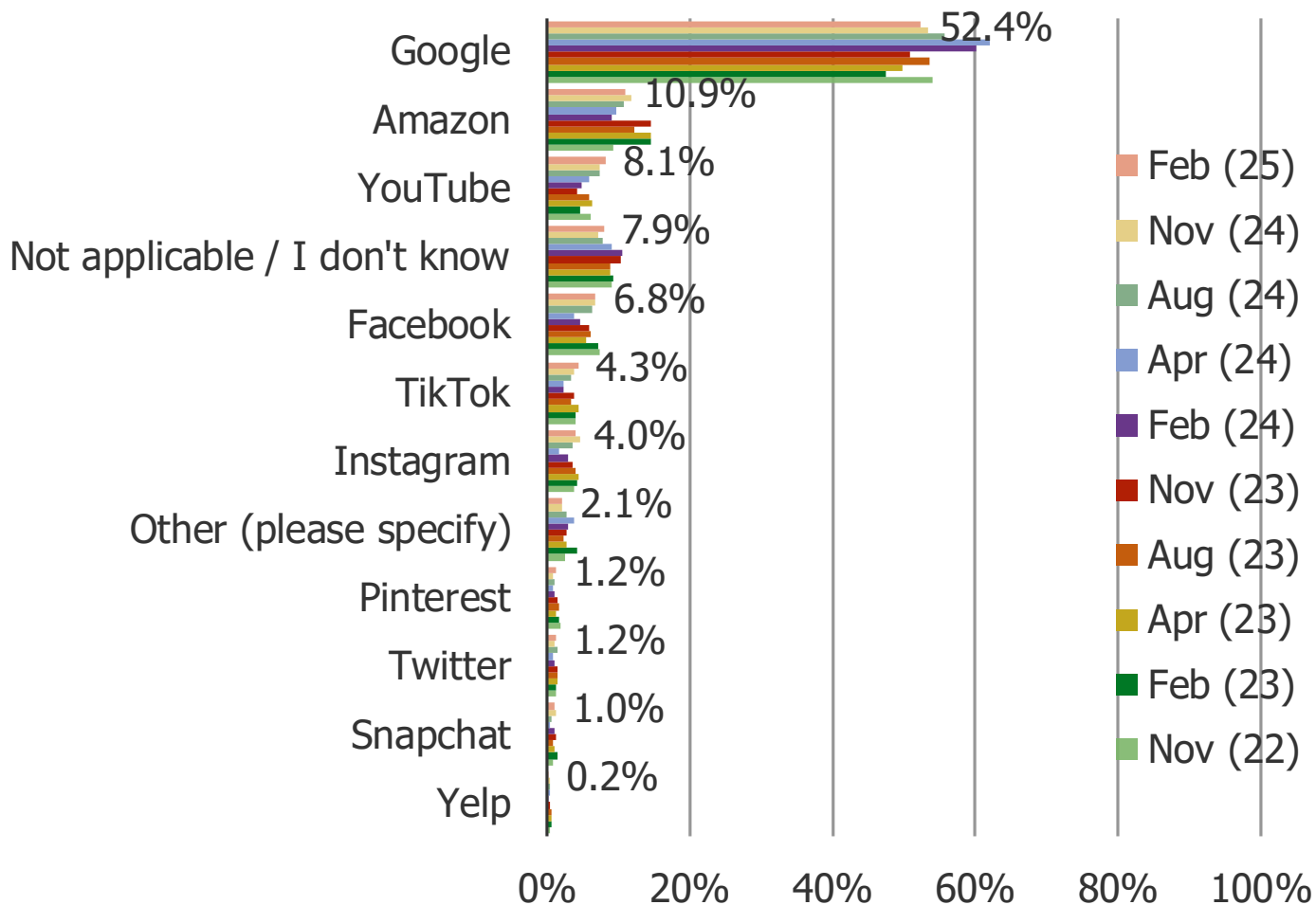


Cross-tabbing the data by age...

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	9.9%	49.1%	52.1%	56.7%	40.4%	25.2%	37.4%	56.7%	3.5%	47.4%	23.4%
25 to 34	6.6%	43.0%	59.5%	47.1%	55.0%	26.5%	30.6%	59.1%	4.6%	55.0%	22.3%
35 to 44	7.7%	29.4%	59.2%	38.7%	61.3%	20.4%	20.0%	65.5%	8.5%	57.5%	27.7%
45 to 54	4.7%	26.5%	66.2%	32.3%	63.0%	18.7%	13.2%	61.1%	8.2%	57.2%	21.8%
55 to 64	13.0%	16.1%	64.1%	19.3%	55.6%	13.0%	5.8%	52.0%	5.8%	53.8%	18.4%
65 to 74	18.7%	7.2%	61.2%	15.1%	45.3%	5.8%	1.4%	33.1%	7.9%	52.5%	14.4%
75 or older	25.7%	2.8%	48.6%	7.3%	39.5%	6.4%	0.9%	29.4%	2.8%	46.8%	10.1%

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

Posed to all respondents.

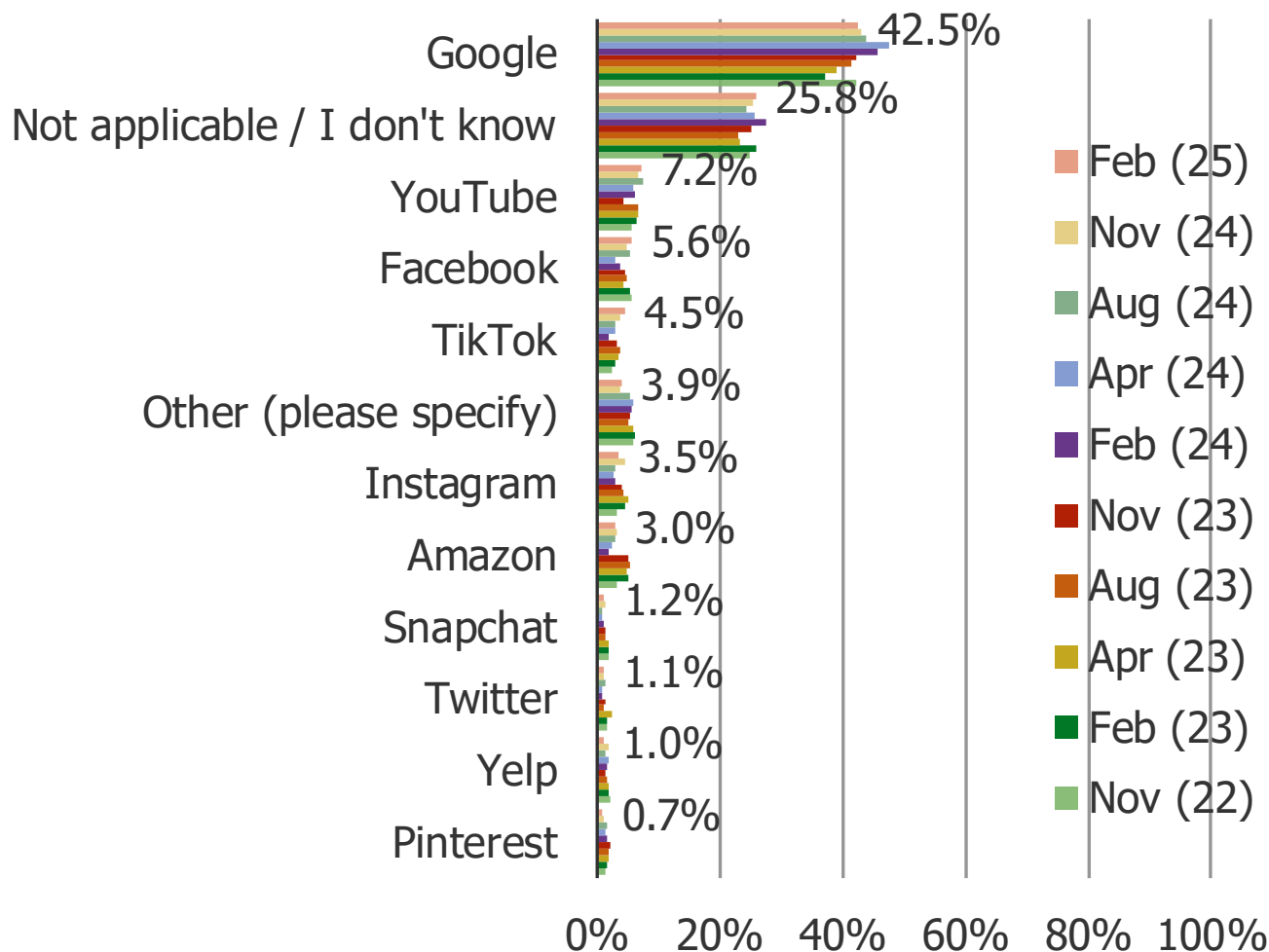


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	13.5%	36.8%	8.2%	4.1%	2.3%	2.3%	9.9%	0.0%	8.2%	3.5%	0.0%
25 to 34	10.7%	40.9%	8.3%	9.5%	2.5%	2.9%	10.7%	0.4%	7.0%	0.4%	1.2%
35 to 44	1.7%	52.8%	6.0%	9.8%	0.4%	0.9%	8.5%	0.0%	13.2%	1.7%	0.4%
45 to 54	2.0%	56.8%	2.0%	9.3%	2.0%	0.0%	11.3%	0.4%	10.5%	0.8%	0.4%
55 to 64	0.5%	64.1%	0.9%	4.5%	0.0%	0.5%	5.8%	0.0%	9.4%	0.9%	4.0%
65 to 74	0.0%	66.9%	0.0%	3.6%	0.0%	0.0%	3.6%	0.0%	13.7%	0.7%	2.9%
75 or older	0.0%	46.8%	0.0%	0.9%	0.0%	0.0%	2.8%	0.0%	19.3%	0.0%	10.1%

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

Posed to all respondents.

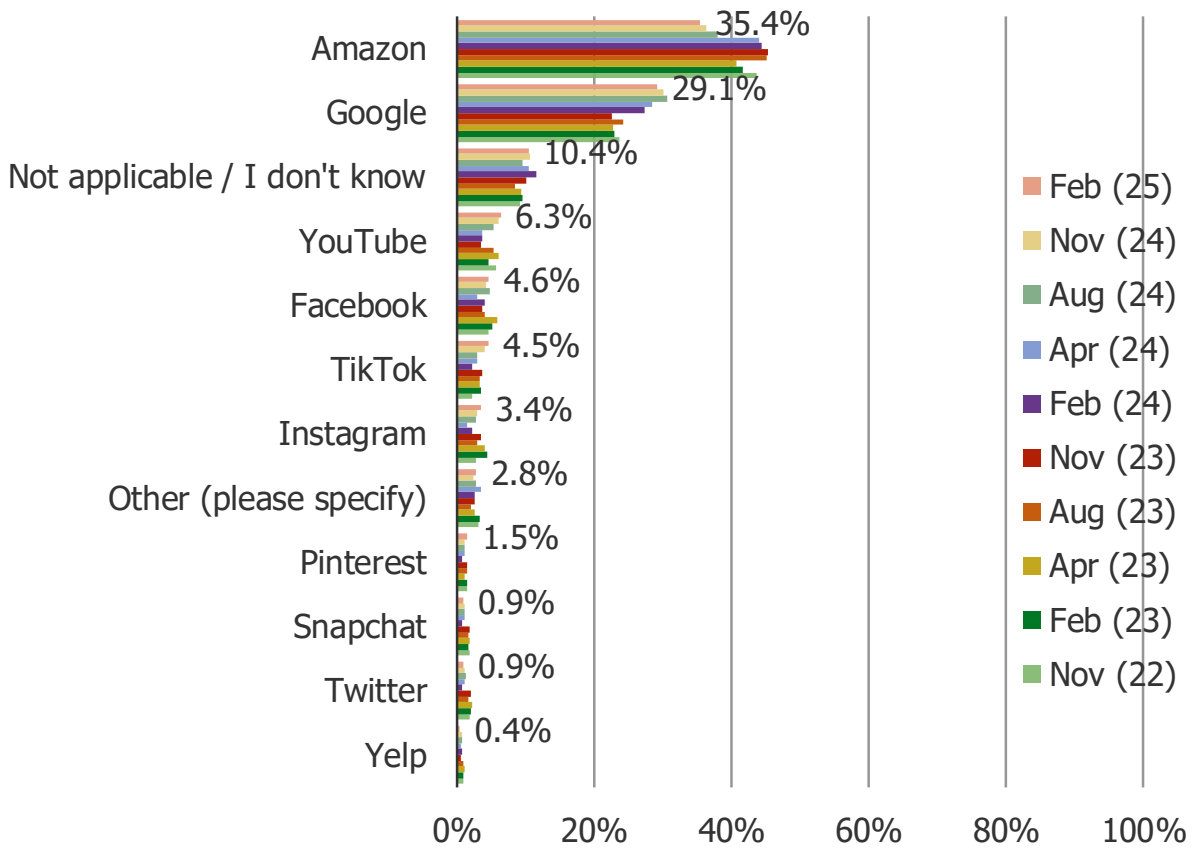


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	16.4%	36.8%	9.4%	5.9%	0.6%	2.9%	7.0%	0.6%	3.5%	0.6%	0.6%
25 to 34	7.0%	38.8%	6.2%	7.9%	1.2%	2.9%	11.6%	2.1%	4.1%	0.4%	1.2%
35 to 44	3.8%	50.2%	3.4%	7.2%	3.0%	0.9%	6.0%	0.9%	4.3%	1.7%	2.6%
45 to 54	2.7%	42.0%	3.1%	7.8%	1.6%	0.8%	9.7%	1.2%	2.7%	0.4%	2.7%
55 to 64	0.5%	49.8%	0.9%	2.2%	0.0%	0.0%	7.6%	0.5%	1.8%	1.4%	4.9%
65 to 74	0.0%	44.6%	0.0%	2.2%	0.0%	0.0%	2.9%	0.7%	1.4%	0.0%	10.8%
75 or older	0.0%	24.8%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	11.0%

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

Posed to all respondents.

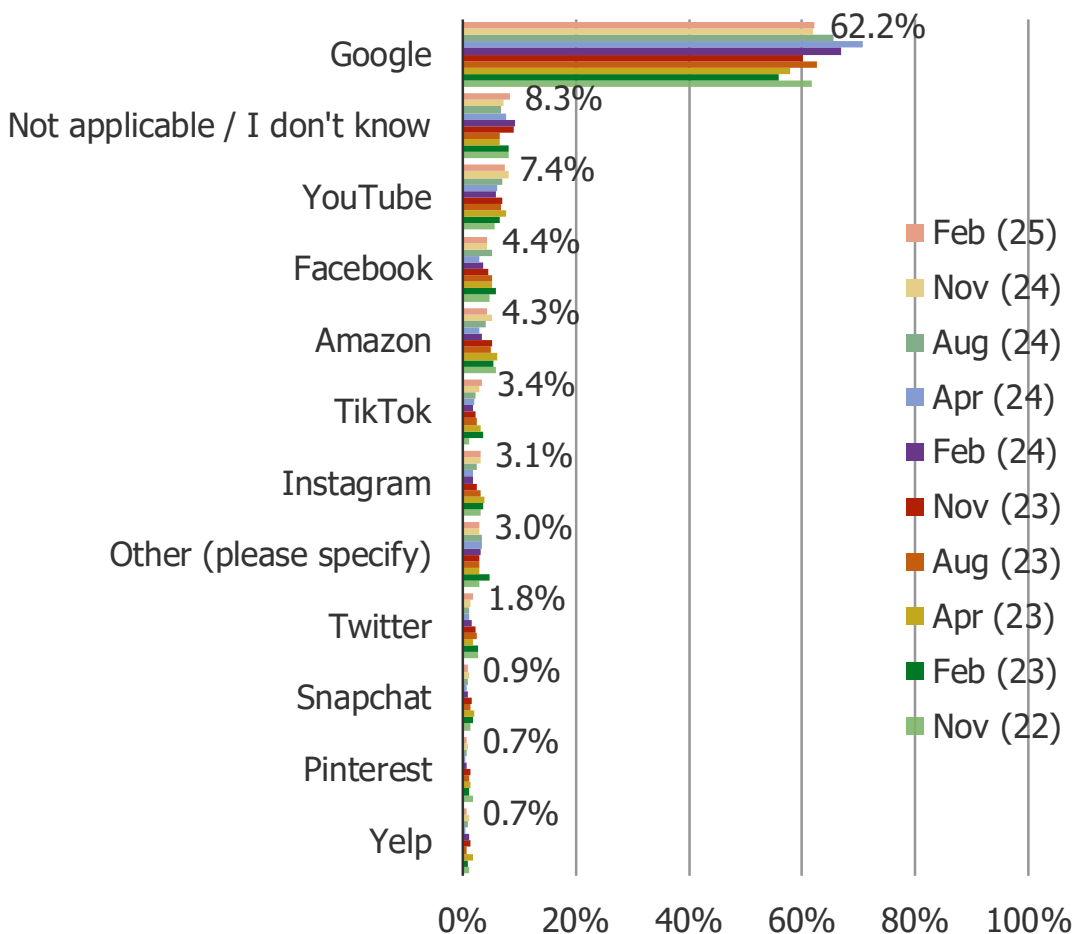


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	11.7%	18.1%	8.8%	4.7%	1.8%	2.3%	11.1%	0.6%	22.2%	2.3%	0.6%
25 to 34	7.4%	25.2%	7.4%	6.6%	0.8%	2.1%	8.3%	0.4%	31.0%	2.9%	1.2%
35 to 44	4.3%	30.6%	3.4%	4.7%	0.4%	0.9%	6.8%	0.0%	37.0%	2.1%	2.1%
45 to 54	4.7%	28.4%	2.3%	7.4%	1.6%	0.4%	8.6%	1.2%	35.0%	0.0%	1.2%
55 to 64	0.9%	35.4%	0.5%	1.4%	0.9%	0.0%	3.6%	0.0%	39.5%	0.5%	6.3%
65 to 74	0.0%	40.3%	0.0%	3.6%	0.0%	0.0%	1.4%	0.0%	42.5%	2.2%	2.9%
75 or older	0.0%	24.8%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	45.0%	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.



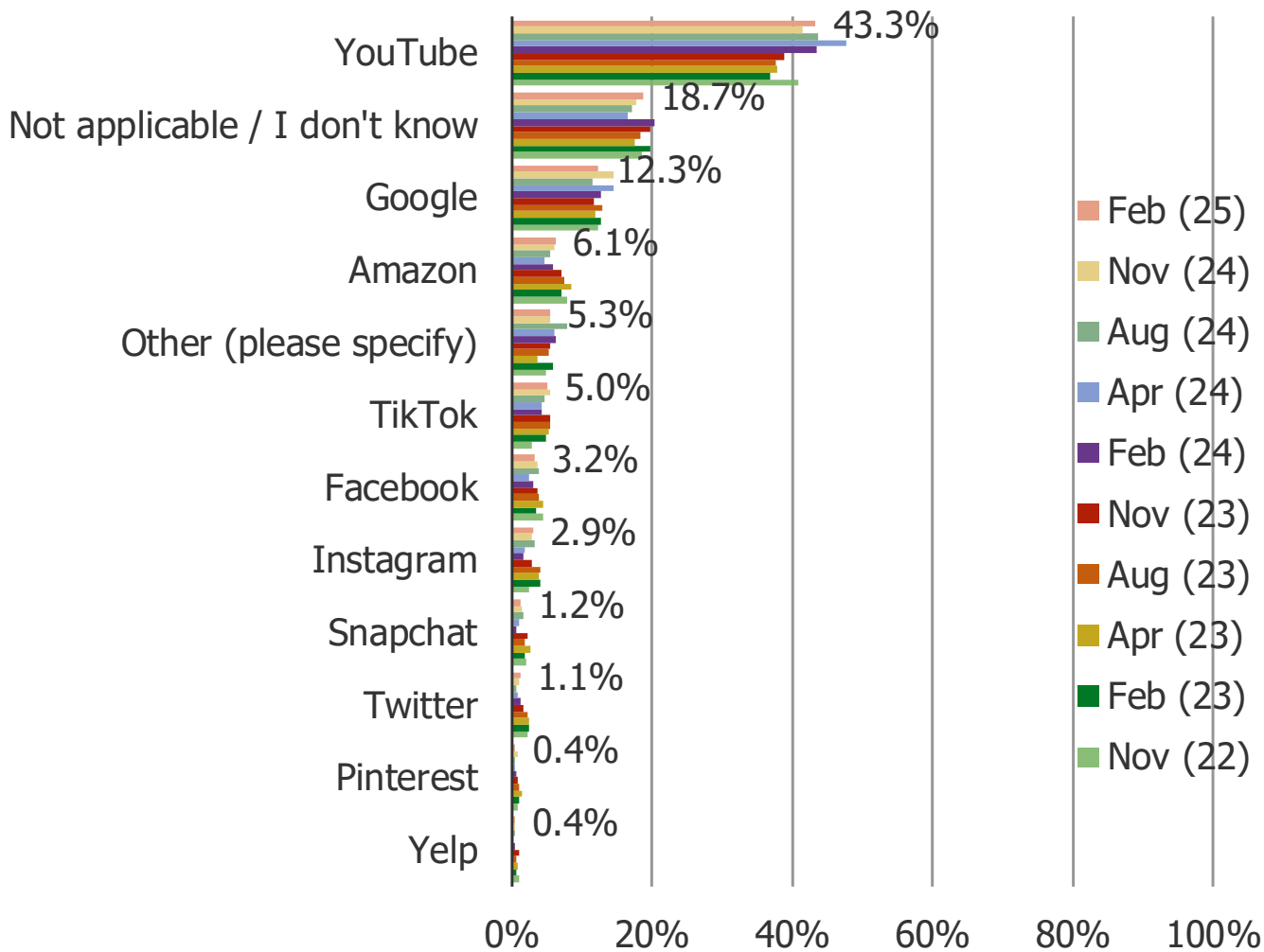
Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	11.7%	35.7%	7.0%	4.7%	4.7%	2.9%	7.6%	0.6%	7.0%	1.8%	1.2%
25 to 34	5.4%	48.4%	9.1%	5.0%	3.7%	1.2%	10.3%	1.2%	5.0%	0.8%	1.7%
35 to 44	2.1%	64.7%	2.1%	5.5%	0.9%	1.3%	9.8%	1.3%	3.8%	0.9%	1.3%
45 to 54	3.1%	67.3%	1.6%	6.6%	1.6%	0.4%	7.4%	0.8%	4.7%	0.0%	0.8%
55 to 64	0.5%	74.0%	0.0%	1.8%	0.5%	0.0%	5.4%	0.0%	3.6%	0.9%	4.9%
65 to 74	0.0%	82.7%	0.0%	2.9%	0.0%	0.0%	4.3%	0.0%	0.7%	0.0%	5.0%
75 or older	0.0%	65.1%	0.0%	1.8%	0.0%	0.0%	3.7%	0.0%	4.6%	0.0%	11.0%



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

Posed to all respondents.

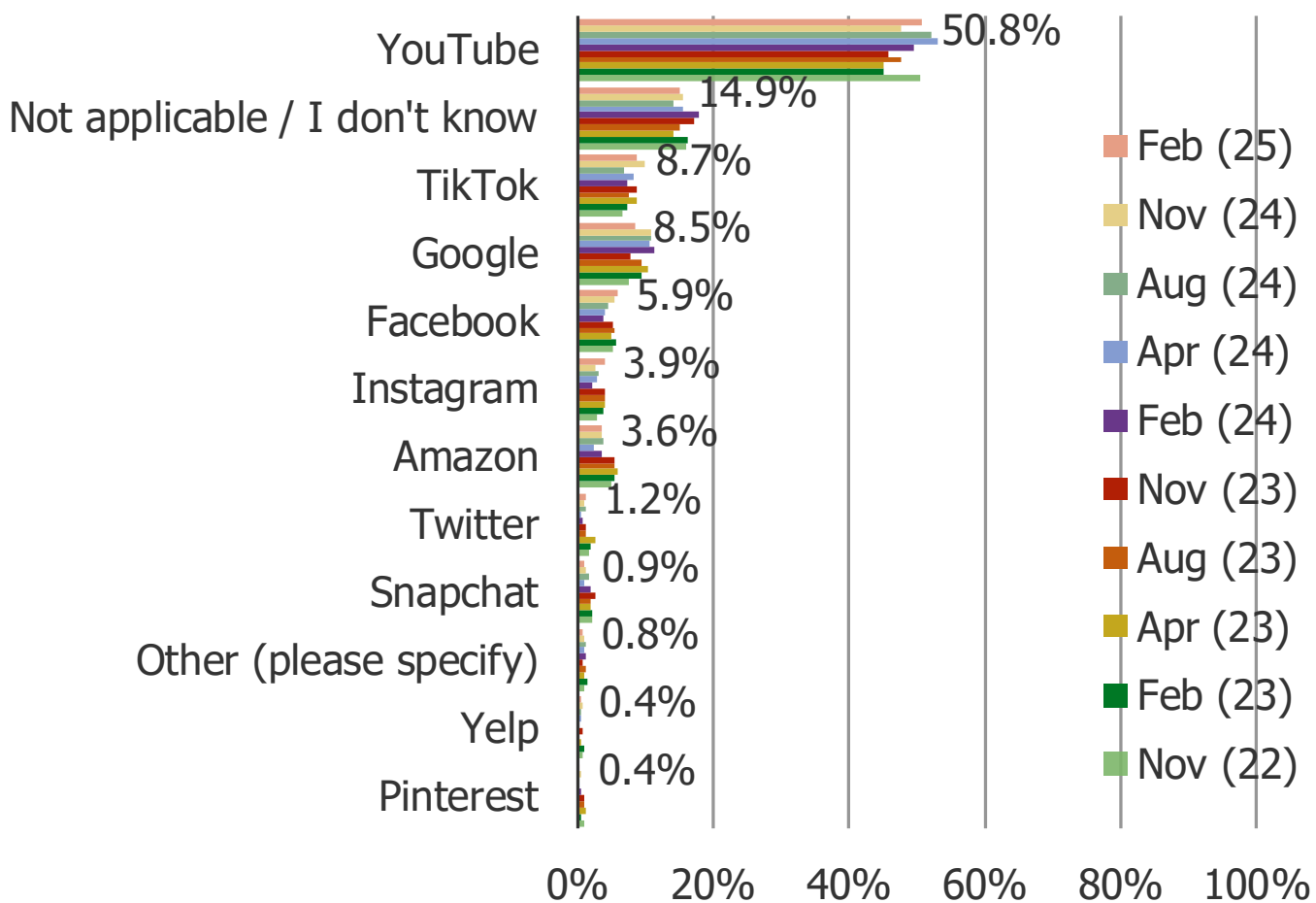


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	17.0%	6.4%	6.4%	4.1%	5.9%	1.8%	31.0%	0.6%	5.3%	0.6%	7.6%
25 to 34	7.9%	10.3%	5.4%	4.1%	1.2%	3.3%	48.8%	0.4%	4.1%	0.8%	3.7%
35 to 44	5.5%	15.3%	2.6%	3.0%	0.9%	1.3%	50.6%	0.9%	4.3%	0.4%	3.8%
45 to 54	2.3%	9.7%	3.5%	5.8%	0.0%	0.8%	54.9%	0.0%	5.5%	0.4%	5.1%
55 to 64	0.5%	16.6%	0.5%	1.4%	0.0%	0.5%	45.3%	0.5%	8.1%	0.5%	7.2%
65 to 74	0.0%	16.6%	0.0%	1.4%	0.7%	0.0%	28.8%	0.0%	10.8%	0.0%	4.3%
75 or older	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	22.0%	0.0%	7.3%	0.0%	6.4%

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

Posed to all respondents.

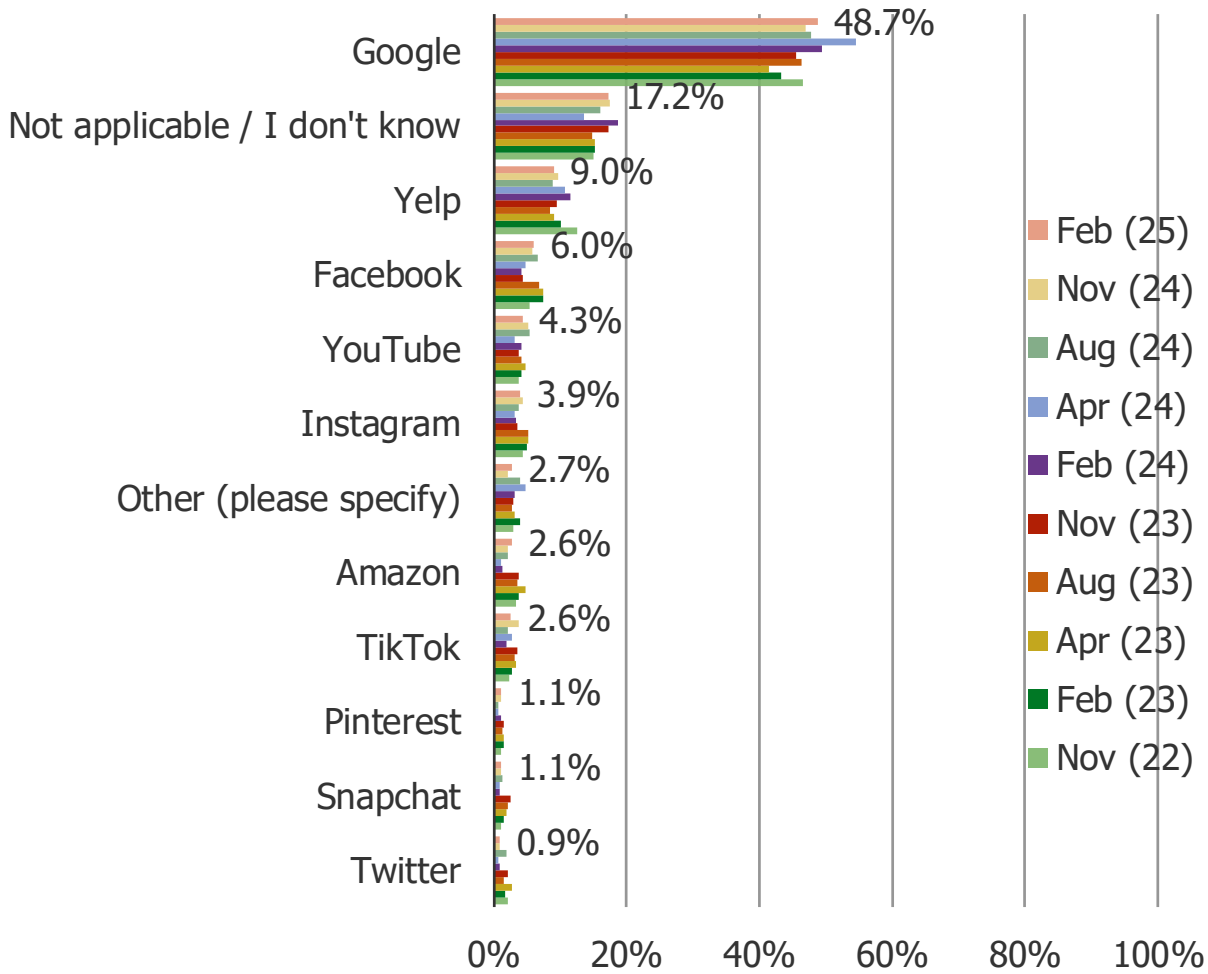


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	17.0%	5.9%	13.5%	4.7%	1.8%	1.2%	40.4%	1.2%	2.3%	0.6%	0.0%
25 to 34	14.1%	6.2%	6.2%	8.3%	2.5%	2.1%	46.7%	0.4%	2.9%	1.2%	0.0%
35 to 44	10.6%	8.9%	2.6%	8.1%	0.9%	1.3%	57.0%	0.0%	2.6%	0.0%	0.0%
45 to 54	7.4%	6.6%	3.1%	6.6%	1.6%	0.4%	61.9%	0.8%	1.6%	0.4%	0.4%
55 to 64	4.0%	9.9%	0.9%	4.5%	0.5%	0.9%	58.3%	0.0%	3.6%	0.0%	1.4%
65 to 74	1.4%	13.7%	0.0%	5.0%	0.0%	0.0%	43.9%	0.7%	7.9%	0.0%	1.4%
75 or older	0.9%	11.0%	0.0%	0.9%	0.0%	0.0%	29.4%	0.0%	9.2%	0.0%	4.6%

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

Posed to all respondents.

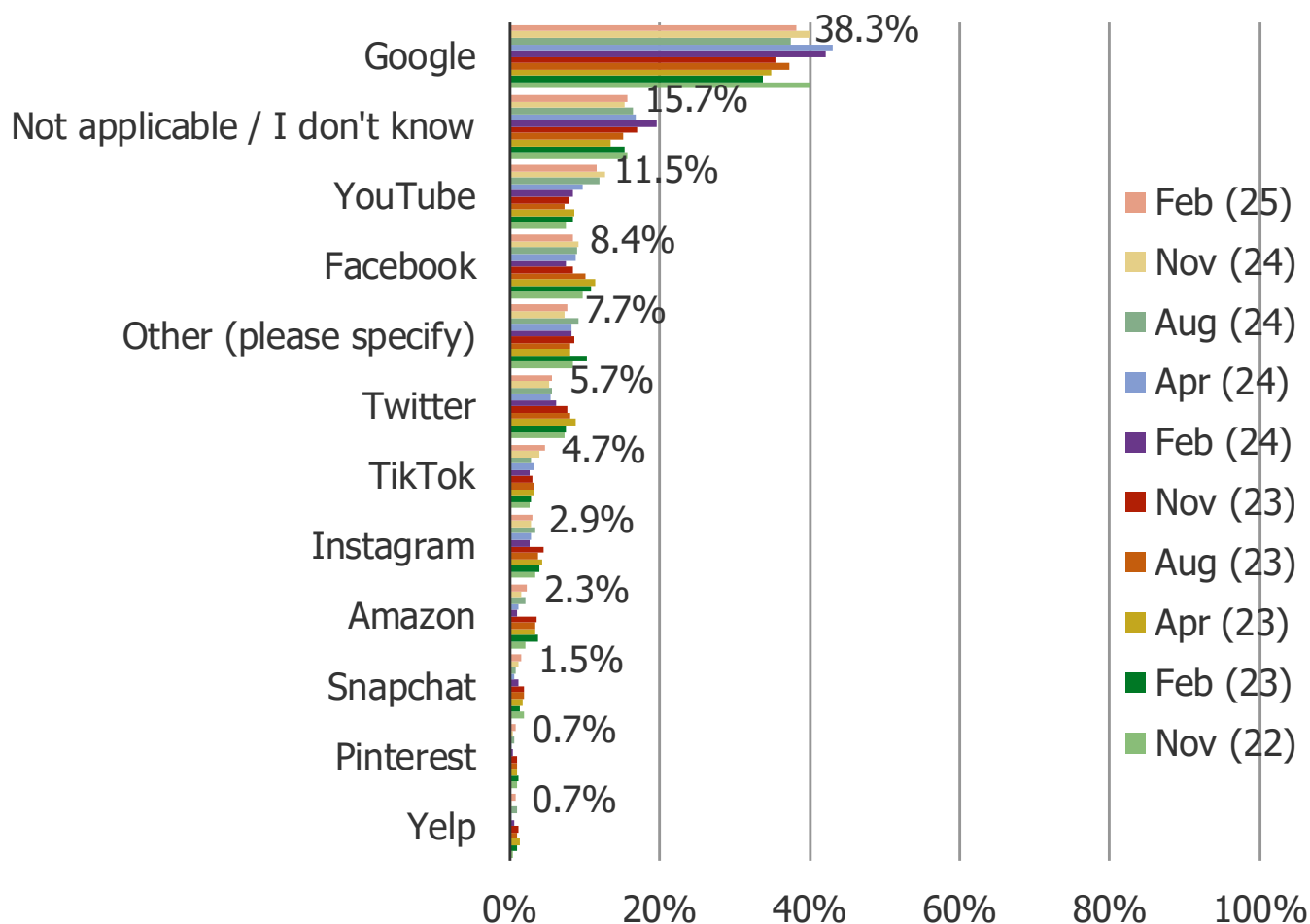


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.8%	39.8%	9.4%	2.9%	2.9%	4.7%	5.3%	5.9%	3.5%	0.6%	0.6%
25 to 34	5.4%	45.0%	9.5%	9.1%	0.8%	1.7%	5.0%	7.9%	2.5%	2.5%	1.2%
35 to 44	1.7%	50.2%	3.8%	7.2%	1.3%	0.9%	6.4%	10.6%	3.8%	0.4%	1.3%
45 to 54	0.8%	47.9%	2.0%	9.3%	1.2%	0.4%	7.4%	12.8%	3.1%	1.6%	1.6%
55 to 64	0.5%	53.8%	0.5%	4.5%	0.0%	0.5%	1.4%	9.0%	1.8%	1.4%	4.9%
65 to 74	0.0%	61.2%	0.0%	2.9%	0.0%	0.0%	0.7%	7.2%	0.7%	0.0%	2.2%
75 or older	0.0%	41.3%	0.0%	0.0%	0.0%	0.0%	0.9%	5.5%	1.8%	0.0%	11.0%

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

Posed to all respondents.



Cross-tabbing the data by age...

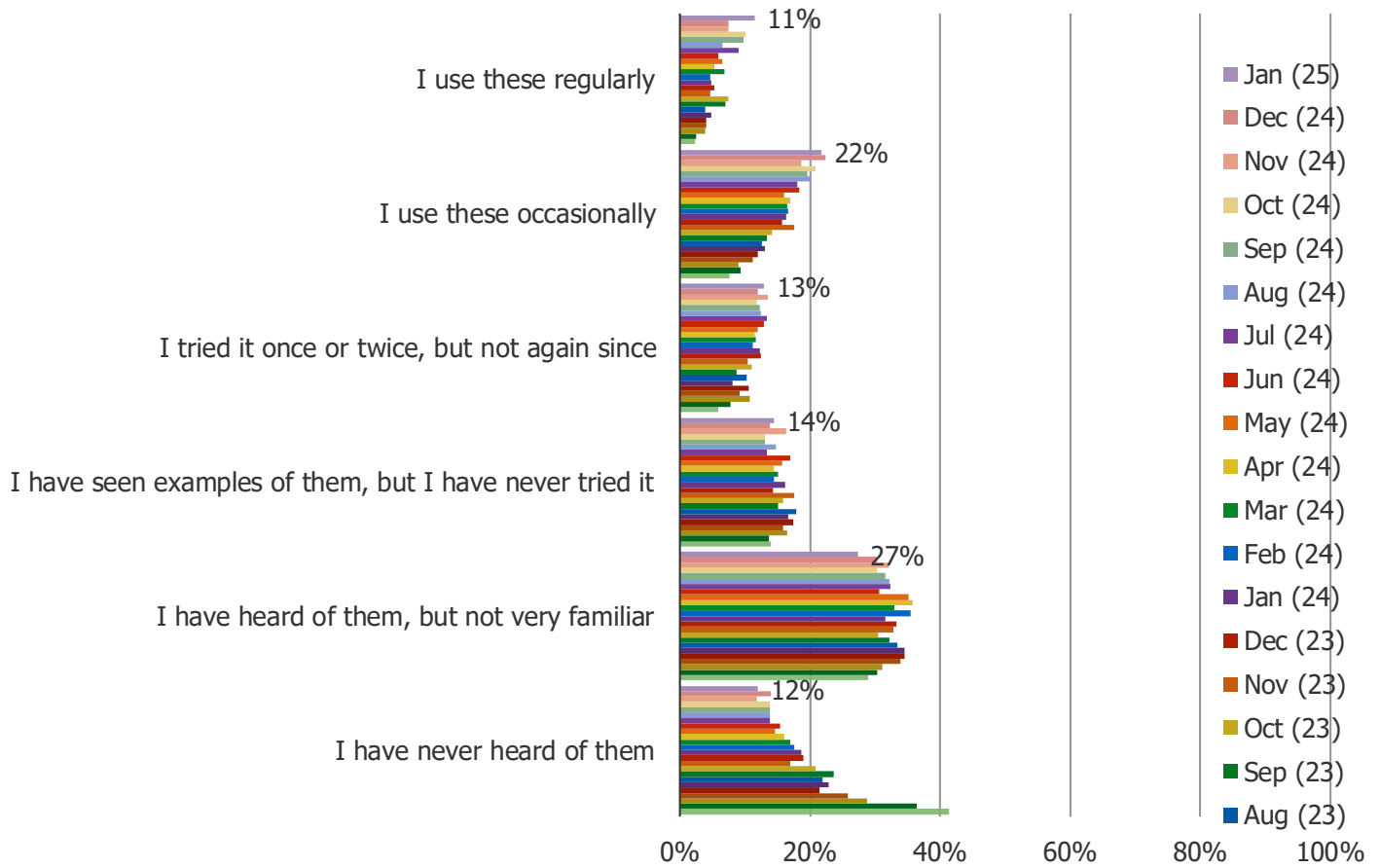
	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	12.3%	23.4%	8.2%	11.7%	6.4%	2.3%	12.3%	2.9%	3.5%	1.8%	0.0%
25 to 34	7.4%	33.9%	5.8%	11.6%	9.5%	2.5%	10.3%	1.7%	2.1%	0.8%	0.8%
35 to 44	5.5%	35.3%	2.1%	10.6%	5.5%	1.7%	13.6%	0.9%	4.7%	1.3%	3.8%
45 to 54	3.1%	42.0%	2.3%	7.8%	6.6%	1.6%	14.0%	0.0%	1.2%	0.8%	6.6%
55 to 64	1.8%	45.7%	0.0%	4.0%	2.7%	0.9%	11.7%	0.0%	2.7%	0.0%	12.6%
65 to 74	0.0%	51.8%	0.7%	5.0%	2.2%	0.0%	9.4%	0.0%	0.0%	0.0%	14.4%
75 or older	0.0%	34.9%	0.0%	5.5%	4.6%	0.0%	6.4%	0.0%	0.0%	0.0%	27.5%

Search

# MONTHLY SEARCH SURVEY

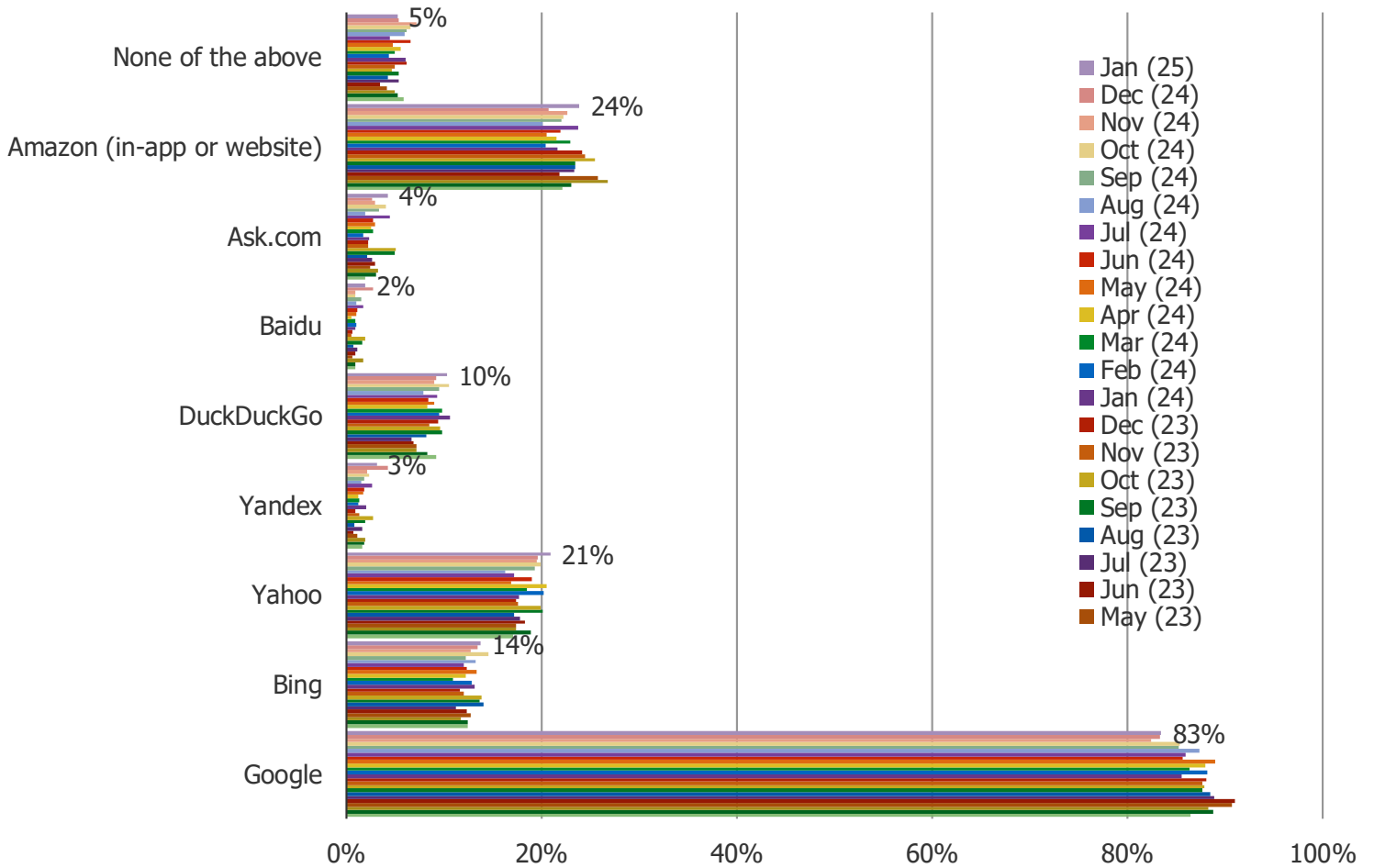
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

Posed to all respondents.



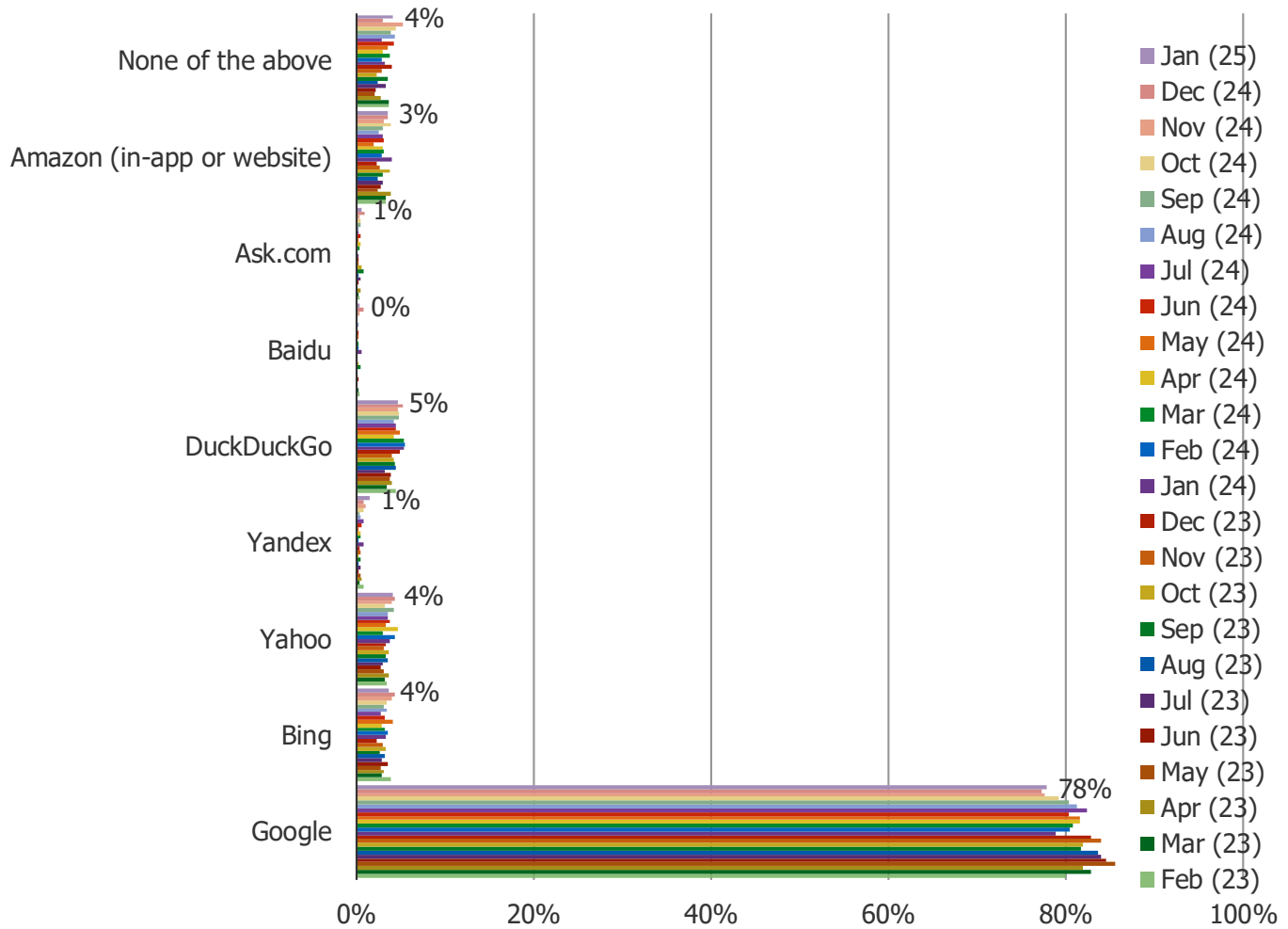
HAVE YOU OR WILL YOU USE ANY OF THE FOLLOWING TODAY TO SEARCH ON THE INTERNET (MOBILE DEVICE OR DESKTOP)?

Posed to all respondents.



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

Posed to all respondents.



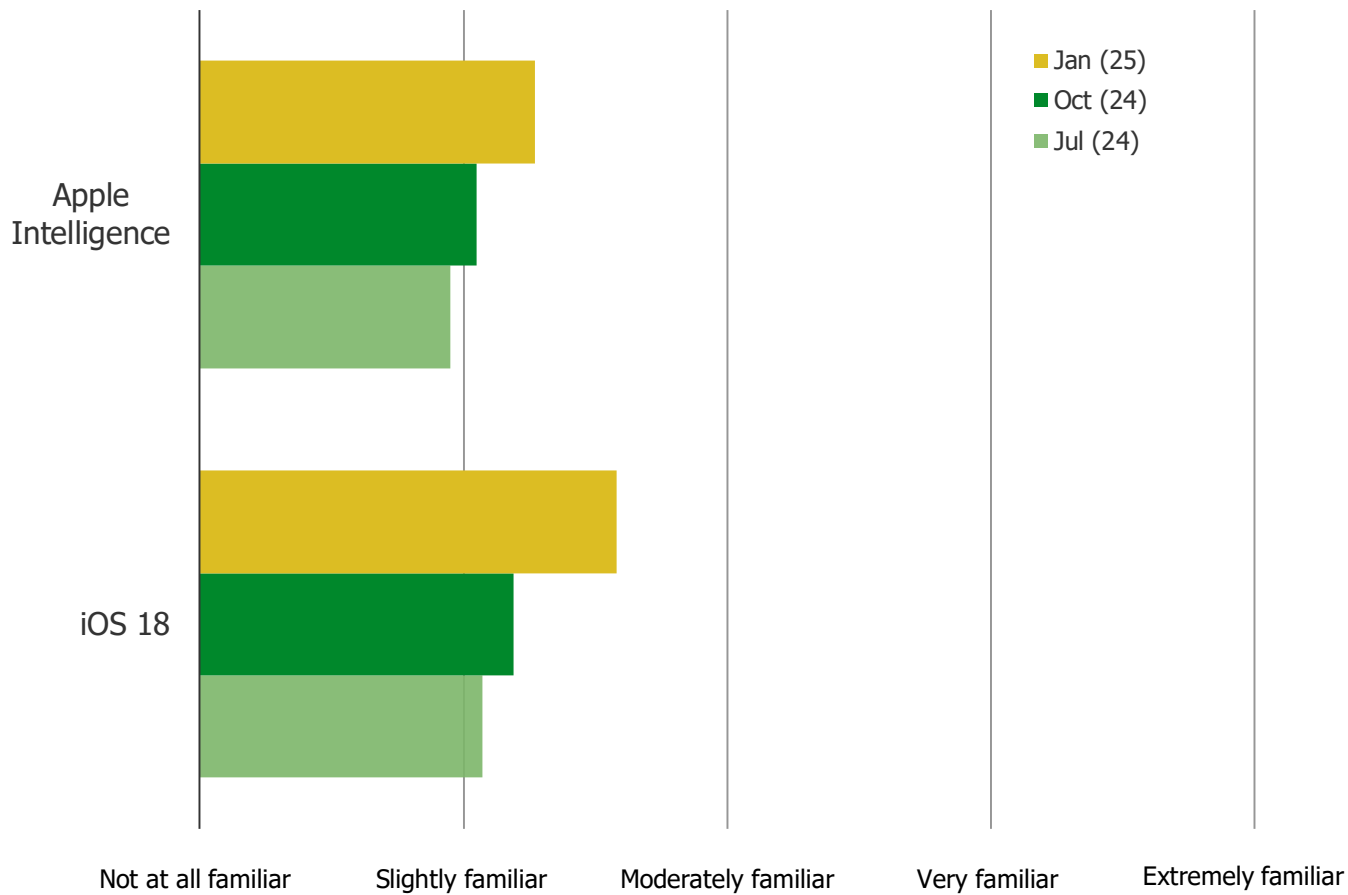


Search

## APPLE INTELLIGENCE AND IOS 18

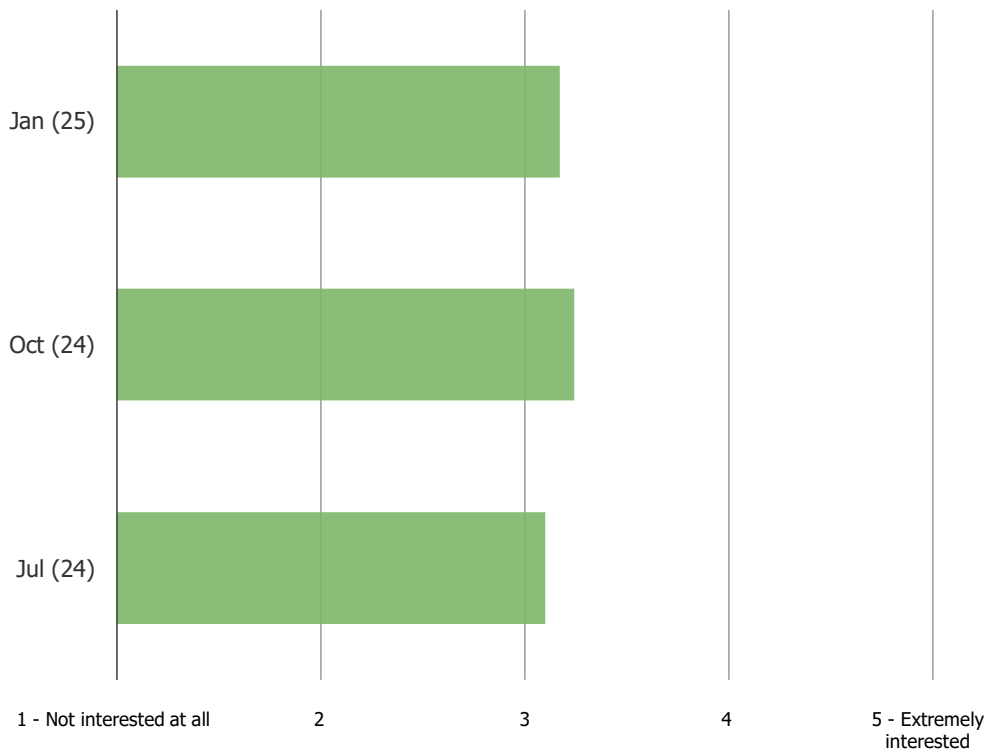
HOW FAMILIAR ARE YOU WITH IOS 18 AND WITH APPLE INTELLIGENCE?

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



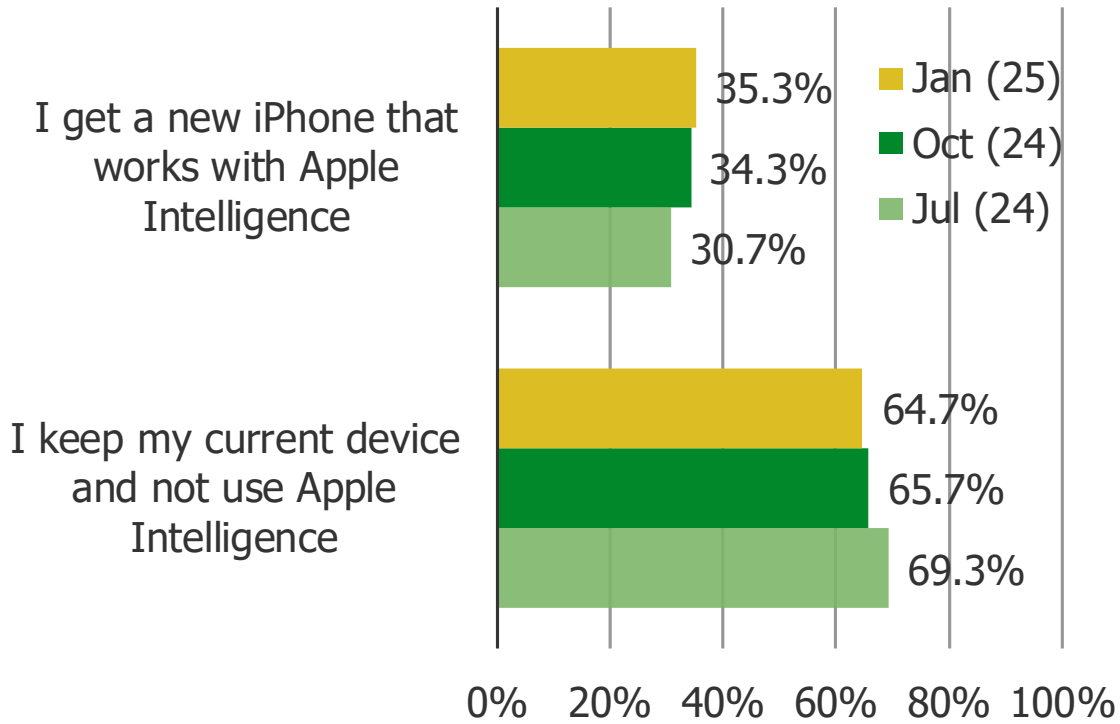
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE’S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED 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.



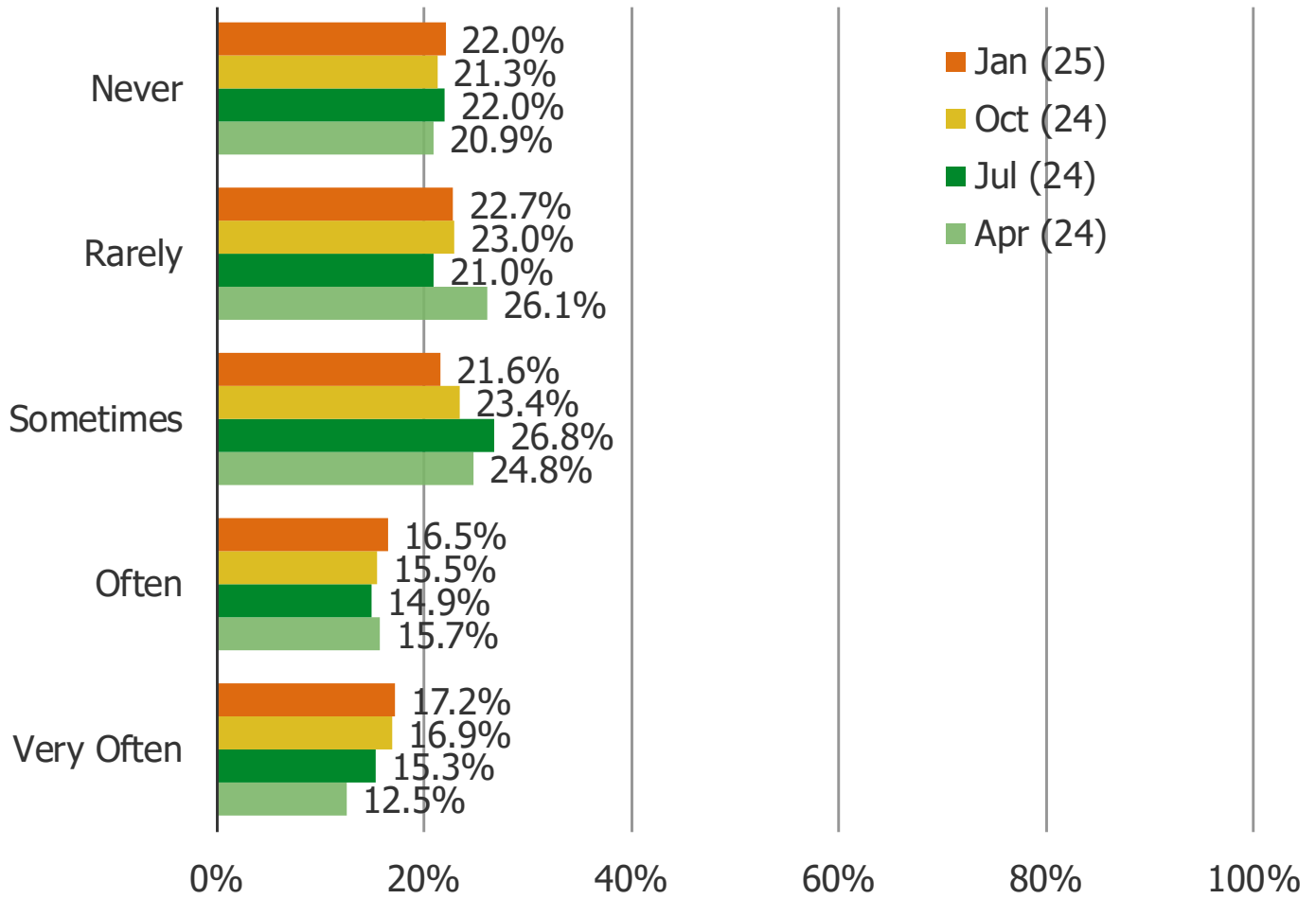
FAST FORWARD TO THIS FALL. IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

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



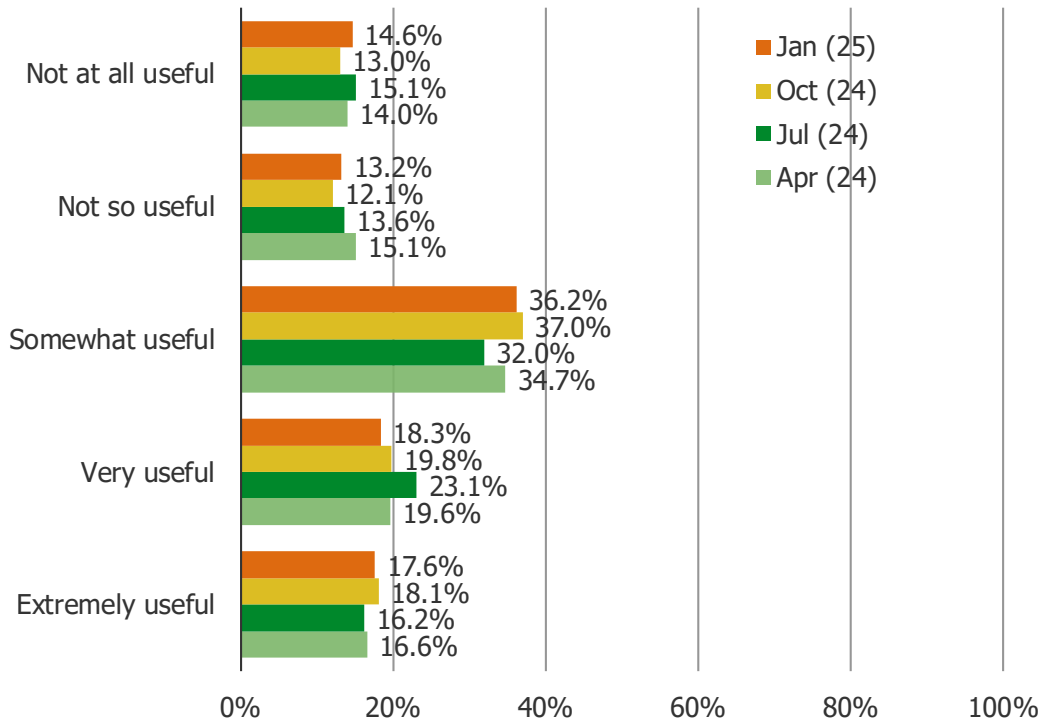
HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

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



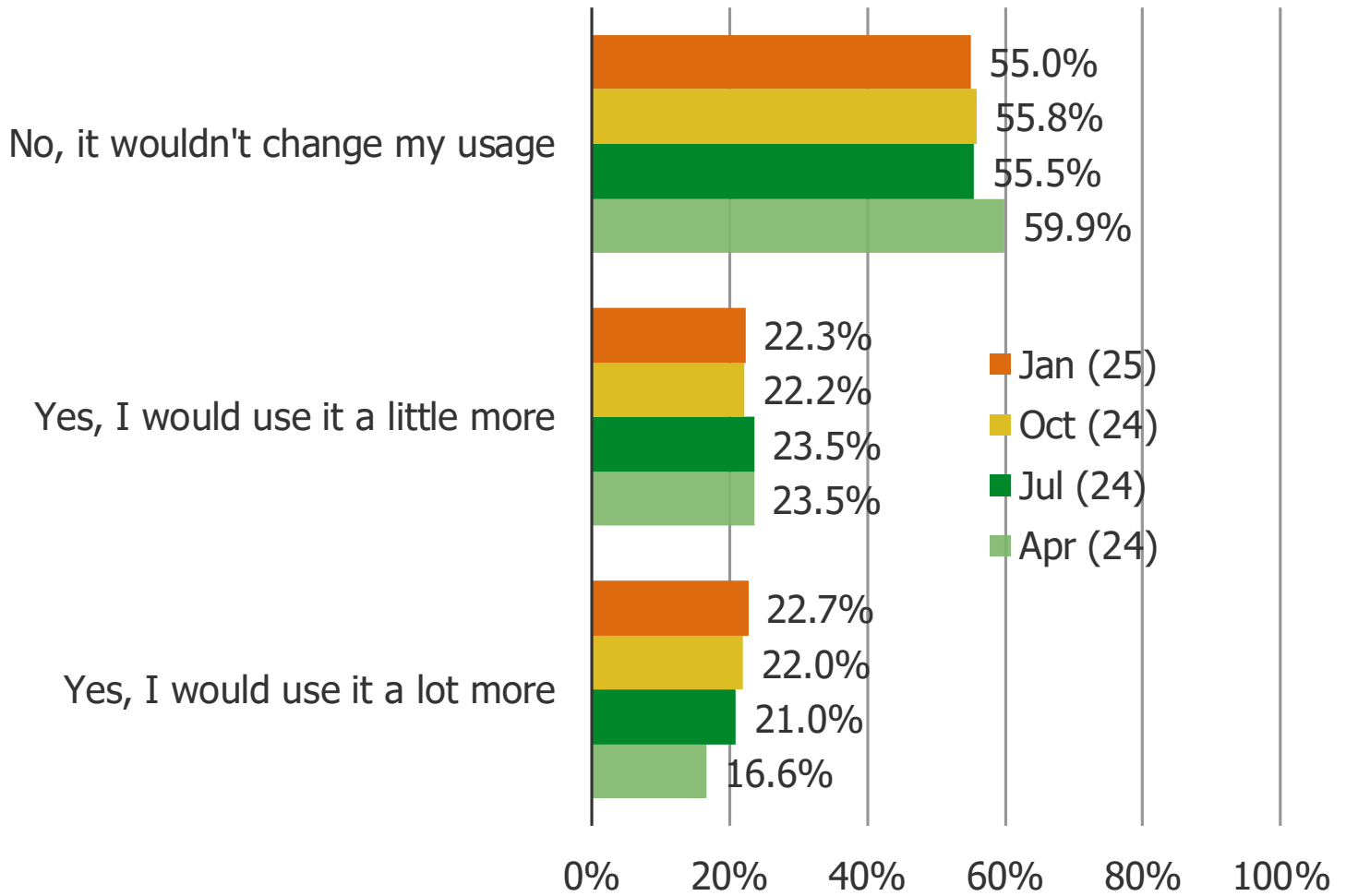
HOW USEFUL DO YOU FIND SIRI TO BE?

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



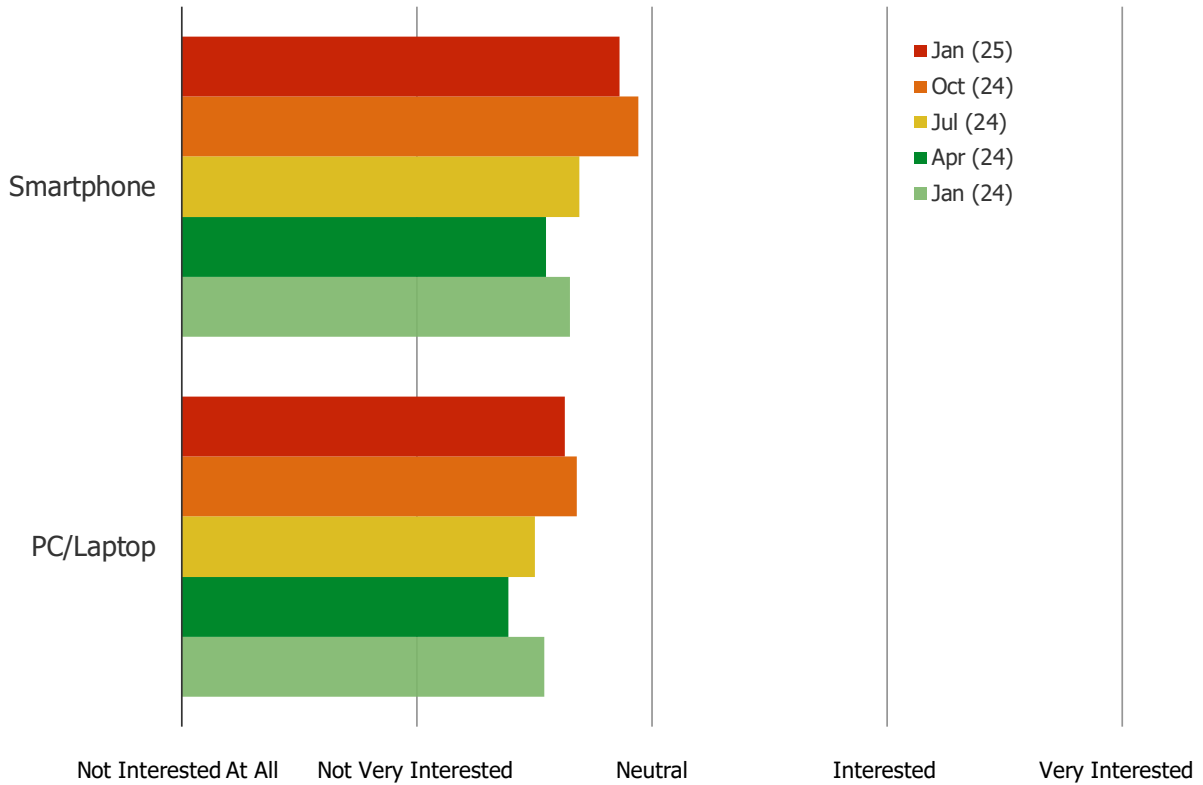
WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

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

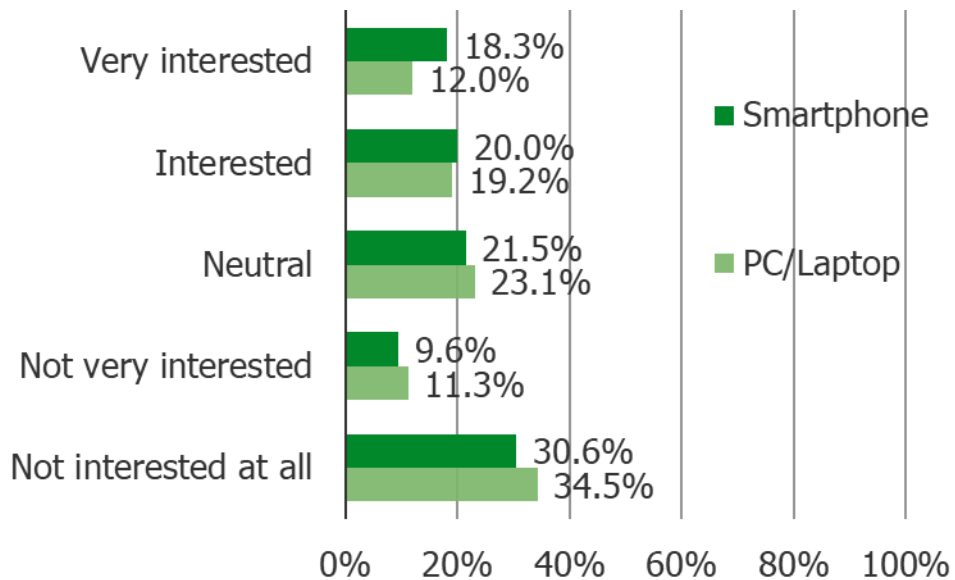


HOW INTERESTED ARE YOU IN USING AI (ARTIFICIAL INTELLIGENCE) CHATBOTS AND APPS, LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) WHILE USING THE FOLLOWING DEVICES...

This question was posed to all respondents.



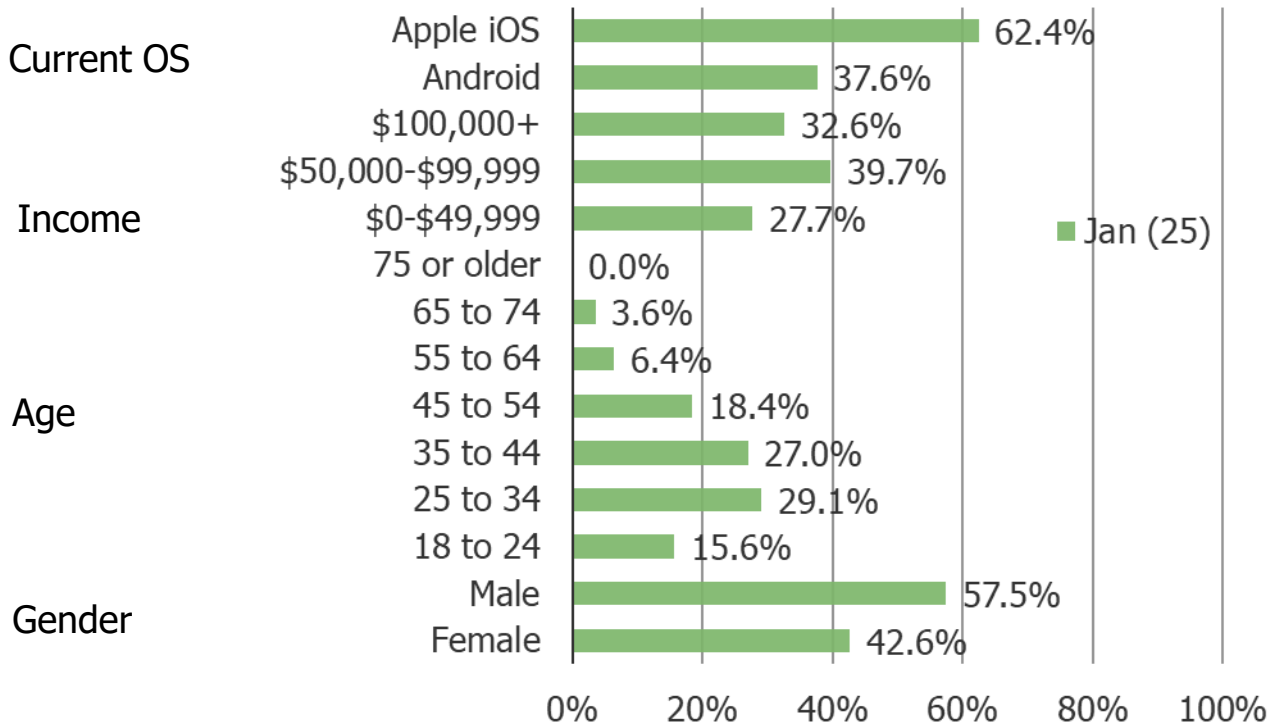
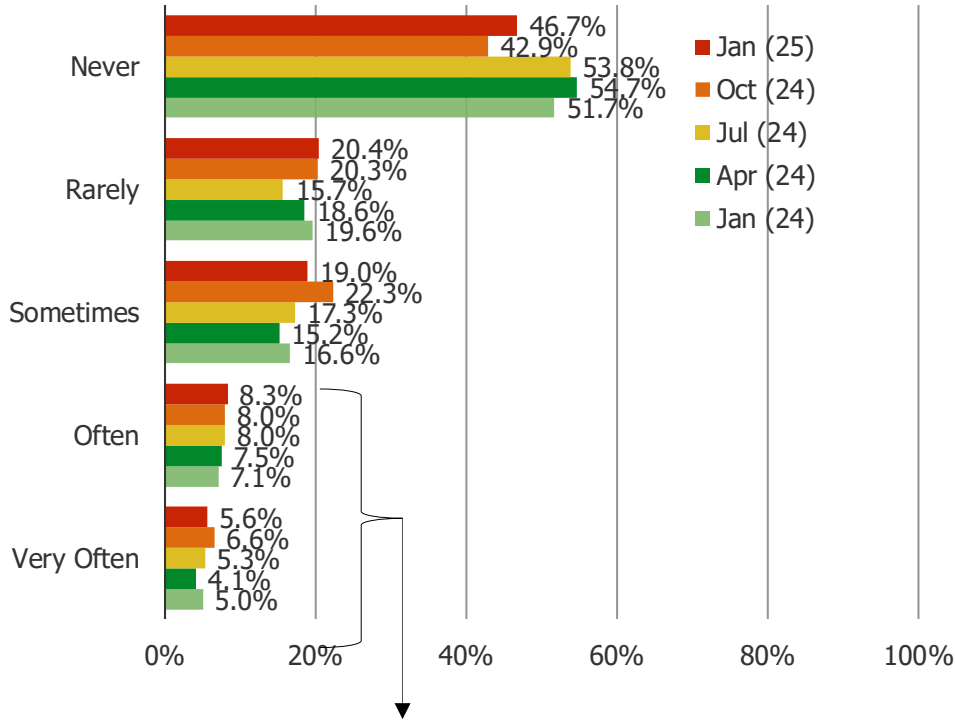
January 2025 Data Breakout





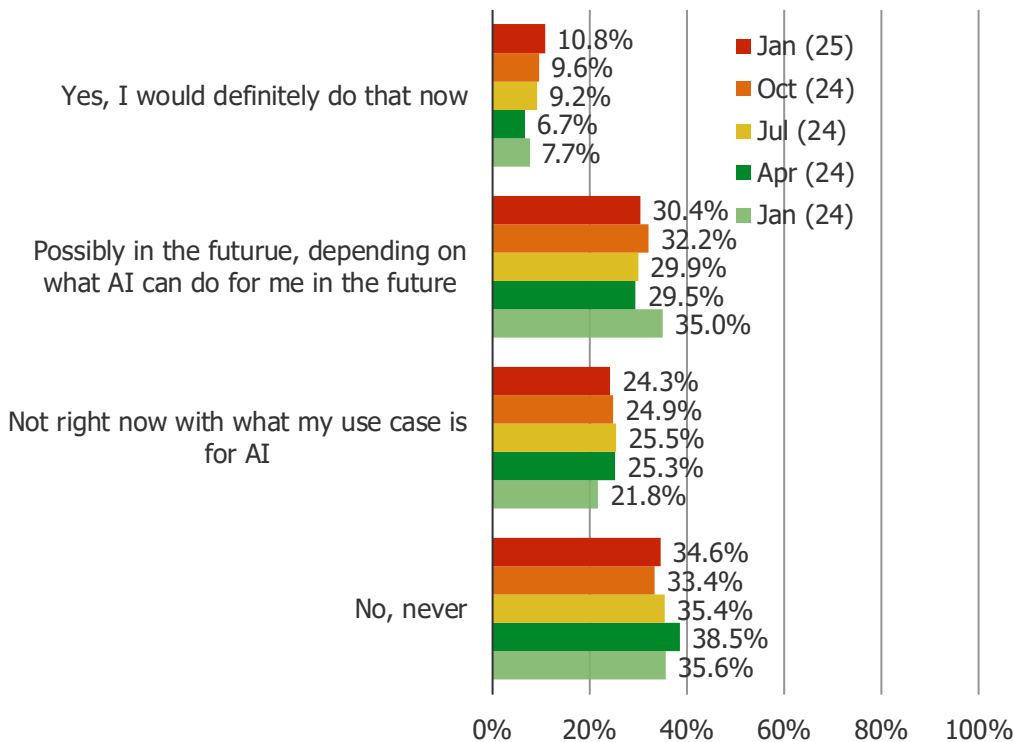
HOW OFTEN DO YOU USE AI CHATBOTS LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, OR OTHERS IN YOUR LIFE?

This question was posed to all respondents.



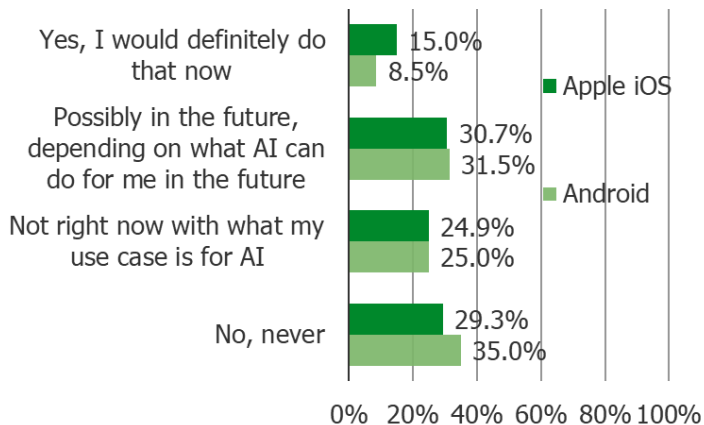
COULD YOU EVER SEE YOURSELF GOING OUT AND BUYING A NEW SMARTPHONE OR LAPTOP IF THOSE DEVICES WERE ABLE TO WORK BETTER WITH AI RELATED APPS THAN THE EXISTING ONES YOU OWN?

This question was posed to all respondents.



Cross-Tabbing The Above Data:

Apple vs. Android Users (JAN 25 Data)



iOS Users (Time Series)

