

Epoch AI Ipsos Survey March 3-5 2026

Base: All respondents

BZS1.

Which of the following AI services have you used in the past week? *Please select all that apply.*

1. ChatGPT
2. Claude
3. Google Gemini
4. Microsoft Copilot
5. Grok
6. Meta AI
7. Perplexity
8. DeepSeek
9. Character.AI
10. Clarity AI (fake option)
11. Other, please specify
12. I have not used an AI service in the past week

Base: Show only if "Google Gemini" selected in BZS1 (Gemini Validation)

BZS2a.

Which of the following ways did you access Google Gemini? *Please select all that apply.*

1. I went to gemini.google.com or used the Gemini app and typed a question into a chat
2. I saw an AI-generated summary or answer at the top of regular Google Search results
3. I used Gemini features built into another Google product (like Gmail or Google Docs)
4. Not sure
5. Other, please specify

Base: Show only if "Microsoft Copilot" selected in BZS1 (Copilot Validation)

BZS2b.

Which of the following ways did you access Microsoft Copilot/Microsoft 365 Copilot? *Please select all that apply.*

1. I went to copilot.microsoft.com or used the Copilot app and typed a question into a chat
2. I saw an AI-generated answer while searching on Bing or Edge
3. I used Copilot features built into another Microsoft product (like Word, Excel, Teams, or Edge)
4. Not sure
5. Other, please specify

Base: Show only if "Meta AI" selected in BZS1 (Meta AI Validation)

BZS2c.

Which of the following ways did you access Meta AI? *Please select all that apply.*

1. I went to meta.ai or used the Meta AI app and typed a question into a chat
2. I used the Meta AI feature built into WhatsApp, Instagram, Facebook, or Messenger
3. I saw an AI-generated summary or answer while searching on Facebook or Instagram
4. Not sure
5. Other, please specify

Base: Show only if "Grok" selected in BZS1 (Grok Validation)

BZS2d.

Which of the following ways did you access Grok? *Please select all that apply.*

Scripter: Randomize items 1-4, anchor "I'm not sure" and "Other"

1. I went to grok.com or used the Grok app and typed a question into a chat
2. I used Grok within X (formerly Twitter) by interacting in a thread.
3. I used the chat interface in X to interact with Grok.
4. I saw AI-generated summaries or trending topic explanations on X that were powered by Grok
5. Not sure
6. Other, please specify

Base: Show only if "Perplexity" selected in BZS1 (Perplexity Validation)

BZS2e.

Which of the following ways did you access Perplexity? *Please select all that apply.*

1. I went to perplexity.ai or used the Perplexity app and typed a question or search
2. I used the Perplexity feature built into WhatsApp or Telegram
3. I used Comet browser by Perplexity
4. Not sure
5. Other, please specify

Base: Used AI service (BZS1=1-11)

BZS7.

In the last week, about how many days did you use an AI service?

1. Once (1 day)
2. 2-5 days
3. Nearly every day (6-7 days)

Base: Used AI service (BZS1=1-11)

BZS8.

On the day you used an AI service the most last week, how much did you use it?

1. A little (Used for one or two quick tasks)
2. A moderate amount (Used multiple times during the day)
3. A lot (Used repeatedly or relied on it heavily throughout the day)

Base: Show if Used AI service (BZS1=1-11) and ppemploy =1 OR 2

BZS9.

Which of the following best describes how you used an AI service in the past week?

1. I used it mostly for work
2. I used it mostly for personal stuff
3. I used it roughly similarly between work and personal purposes
4. Not sure

Base: Show if Used AI service for work (BZS9=1) or both (BZS9=3)

BZS9A

When you used an AI service for work, was it paid for or provided by your employer?

1. Yes, I used an AI service my employer pays for or provides
2. No, I used my own personal subscription, or I used it without a subscription
3. I used both employer-provided and personal AI services
4. I'm not sure

Base: Used AI service (BZS1=1-11)

BZS10.

Have you ever used an AI service for any of the following tasks? *Select one answer for each row*

Statements in rows:

1. Writing or editing text (e.g., emails, documents, summaries)
2. Summarizing or analyzing a long document or webpage
3. Advice or learning (including how-to advice, tutoring)
4. Brainstorming or generating ideas
5. Technical work (e.g., math, data analysis, programming)
6. Looking up information or getting recommendations
7. Creating or editing images
8. Personal reflection or chatting for fun
9. Friendship or companionship

Answers in columns:

1. Yes
2. No
3. I'm not sure

Base: Used AI service (BZS1=1-11)

BZS11.

Which of the following ways have you ever interacted with an AI service? *Please select all that apply.*

1. Typed a question or prompt
2. Had a voice conversation
3. Uploaded a file, image, or document for the AI to analyze
4. Had the AI search the web for you
5. Used the AI to generate an image
6. Used the AI inside another app (e.g., Copilot in Word, Gemini in Gmail)
8. Used an AI system that autonomously completed tasks (e.g., autonomous AI agent)
7. None of the above

Base: Show if Used AI service (BZS1=1-11) and ppemploy =1 OR 2

BZS12.

Are there parts of your job that you used to do yourself that an AI service now does for you?

1. Yes
2. No
3. Not sure

Base: Show if Used AI service (BZS1=1-11) and ppemploy =1 OR 2

BZS13.

Have you started doing new tasks at work that you wouldn't have done without AI services?

1. Yes
2. No
3. Not sure

Base: Used AI service (BZS1=1-11)

BZS14.

How often do you experience the following when using an AI service?

Statements in rows:

1. I had to wait before I could send more messages
2. I was switched to a less capable or slower version of the AI
3. I was prompted to upgrade to a paid plan to keep using it
4. Other usage limit

Answers in columns:

1. Never
2. Once or twice a month
3. Weekly
4. Daily
5. I'm not sure

Base: All respondents

BZS3.

Do you have access to a paid subscription to any of the following AI services?

Statements in rows:

1. ChatGPT
2. Claude
3. Google Gemini
4. Microsoft Copilot (incl. as part of Microsoft 365)
5. Grok
6. Perplexity
7. Clarity AI (fake option)
8. Other AI service not listed above

Answers in columns:

1. Yes, subscription I pay for
2. Yes, subscription my employer or school pays for
3. I don't have this subscription
4. I'm not sure

Base: FOR EACH ITEM SELECTED YES (BZS3=1 or 2 for any service) "Yes, subscription I pay for" OR "subscription my employer or school pays for" ASK BZS4

BZS4.

Is your AI subscription billed monthly or annually?

Statements in rows:

1. ChatGPT
2. Claude
3. Google Gemini
4. Microsoft Copilot (incl. as part of Microsoft 365)
5. Grok
6. Perplexity
7. Clarity AI

Answers in columns:

1. Monthly
2. Annually
5. Both annually and monthly – I have multiple subscriptions
3. Other
4. Not sure

Base: ASK FOR EACH ITEM BZS4=1 (MONTHLY)

BZS5a.

How much do you personally pay per month for your subscription(/s) for **[INSERT IN BOLD Services subscribed bill monthly in BZS4=1]**?

1. I don't pay anything / Covered by employer or school
2. Less than \$30 per month

3. Between \$30 and \$99 per month
6. Between \$100 and \$299 per month
4. \$300 or above per month
5. Not sure

Base: ASK FOR EACH ITEM BZS4=2 (ANNUALLY)

BZS5b.

How much do you pay personally per year for your subscription(/s) for **[INSERT IN BOLD Services subscribed bill annually in BZS4=2]**?

1. I don't pay anything / Covered by employer or school
2. Less than \$100 per year
3. Between \$100 and \$199 per year
4. Between \$200 and \$299 per year
7. Between \$300 and \$999 per year
5. \$1000 or above per year
6. Not sure

Base: HAVE OTHER PAID SUBSCRIPTIONS BZS4=3,4,5

BZS5c.

Excluding those you pay monthly or annually, in total, how much do you pay personally per year across all of your subscription(/s)?

1. I don't pay anything / Covered by employer or school
2. Less than \$100 per year
3. Between \$100 and \$199 per year
4. Between \$200 and \$299 per year
5. Between \$300 and \$999 per year
6. \$1000 or above per year
7. Not sure

Base: Have access to paid subscriptions (BZS3=1 or 2 for any item 1-3 5 and 6)

BZS6.

Which of the following versions of the paid subscriptions do you have access to? *Please select all that apply.*

IF CHATGPT WAS SELECTED IN BZS3_1:

1. ChatGPT Plus
2. ChatGPT Pro
3. ChatGPT Go
17. Not sure

IF CLAUDE WAS SELECTED IN BZS3_2:

4. Claude Pro
5. Claude Max 5x
6. Claude Max 20x
18. Not sure

IF GOOGLE GEMINI WAS SELECTED IN BZS3_3:

7. Google AI Plus
8. Google AI Pro
9. Google AI Ultra
19. Not sure

IF GROK WAS SELECTED IN BZS3_5:

10. SuperGrok

- 11. SuperGrok Heavy
- 20. Not sure

IF PERPLEXITY WAS SELECTED IN BZS3_6:

- 12. Perplexity Pro
- 13. Perplexity Max
- 14. Education Pro
- 21. Not sure

IF MICROSOFT WAS SELECTED IN BZS3_4:

- 15. Microsoft 365 Premium
- 16. Microsoft 365 Personal
- 22. Not sure

- 98. Other, please specify