

Report June 2023

ChatGPT Usage in Germany and USA

Conducted by



x

appinio



Study Overview



GEDANKEN
FABRIK

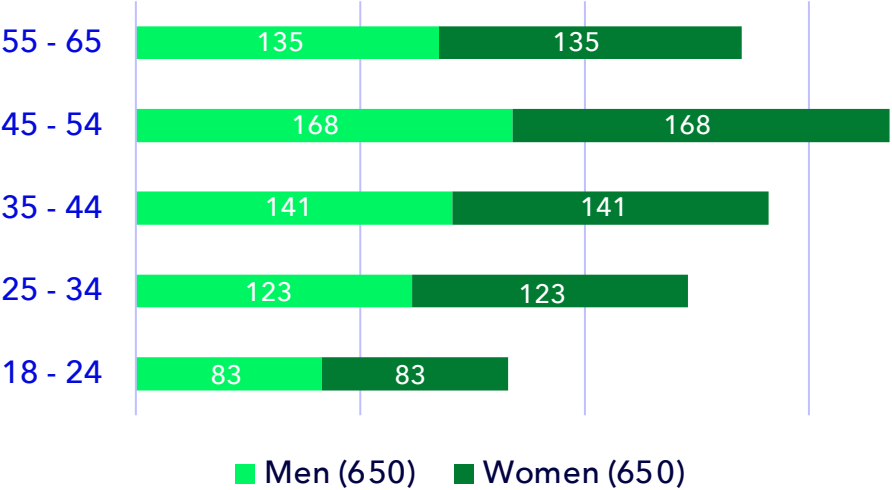
x



Participants 2600

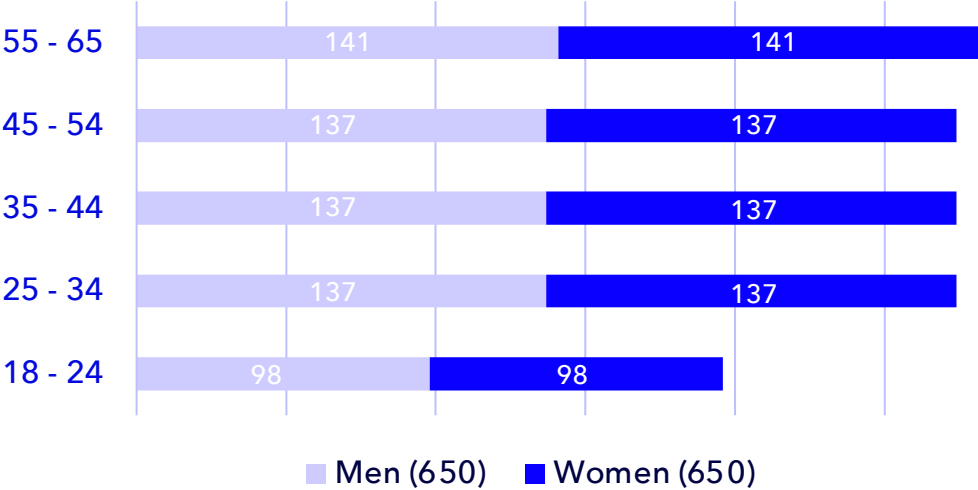
Number of questions 17

Germany



All (N=1300), filtered (N=1300)

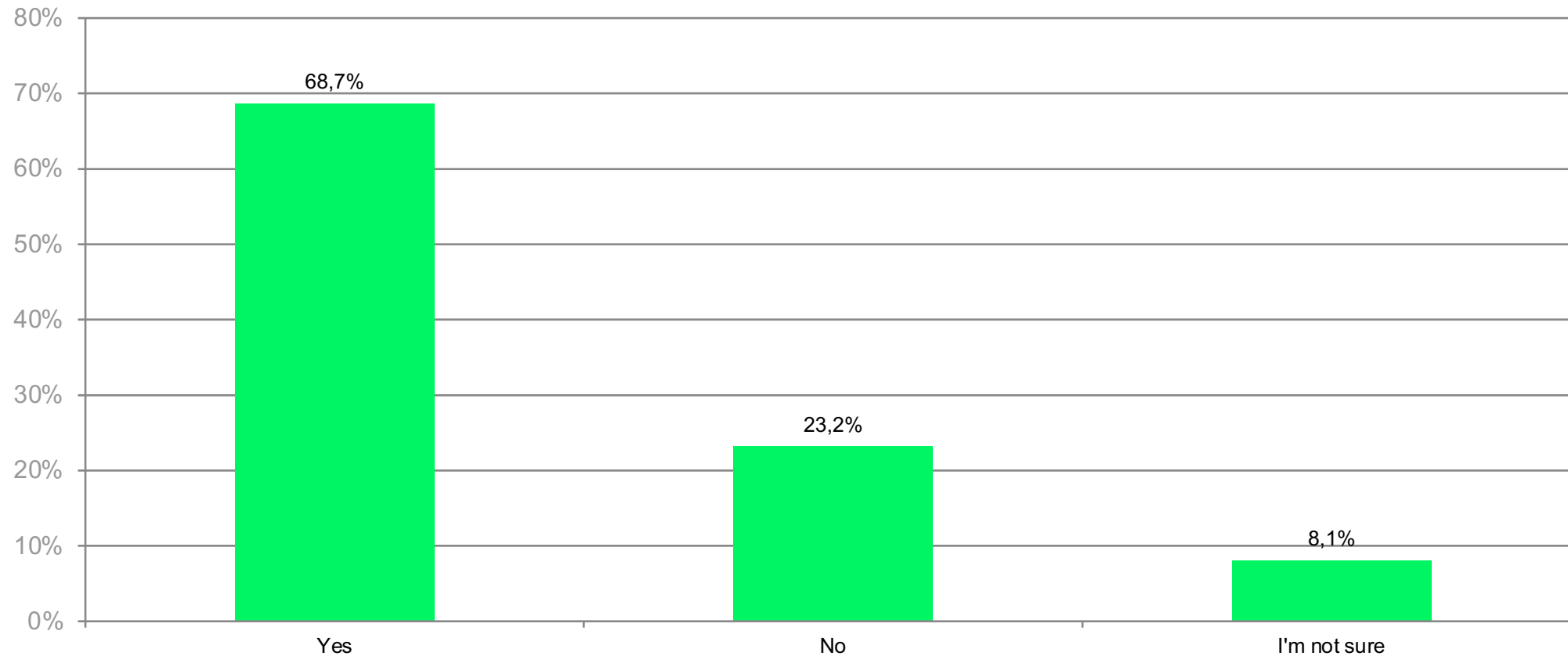
USA



All (N=1300), filtered (N=1300)

1. Have you heard of ChatGPT?

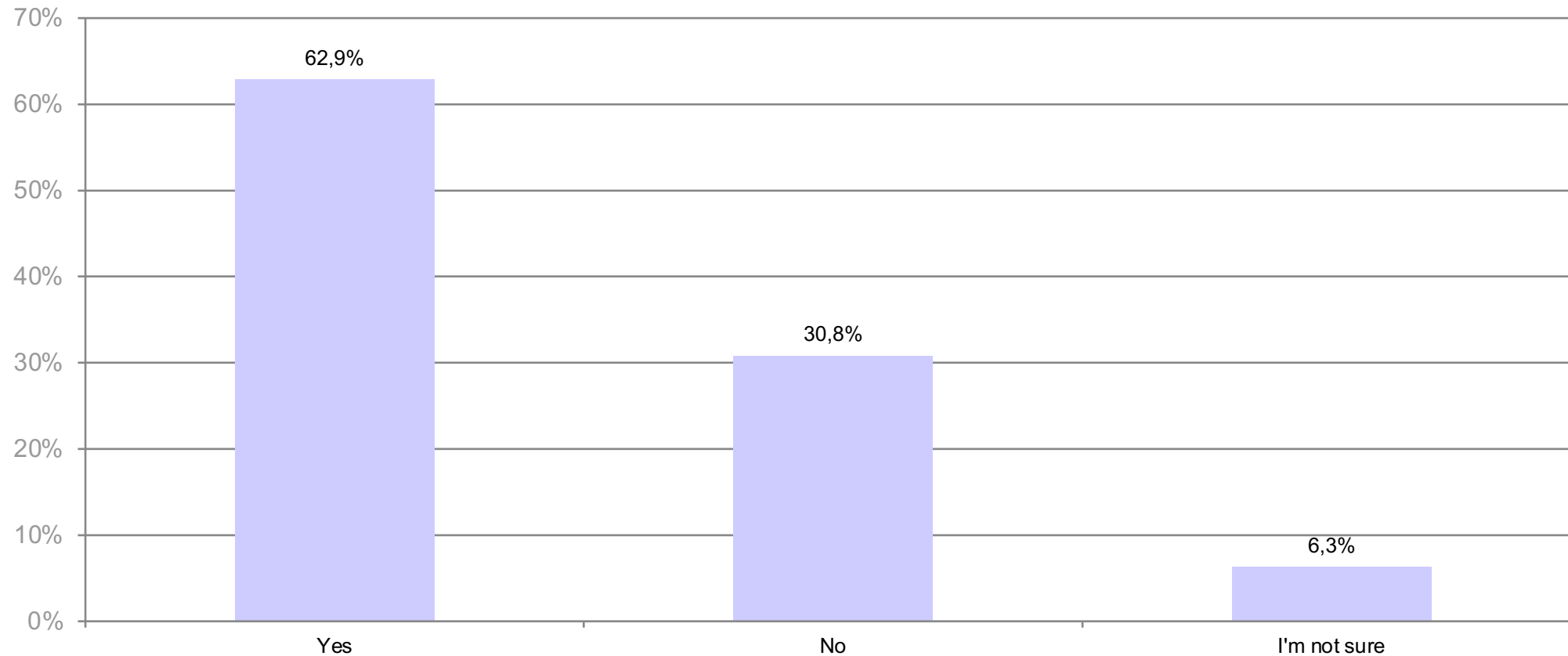
Single/Multiple Choice



All (N=1300), filtered (N=1300) All participants

1. Have you heard of ChatGPT?

Single/Multiple Choice

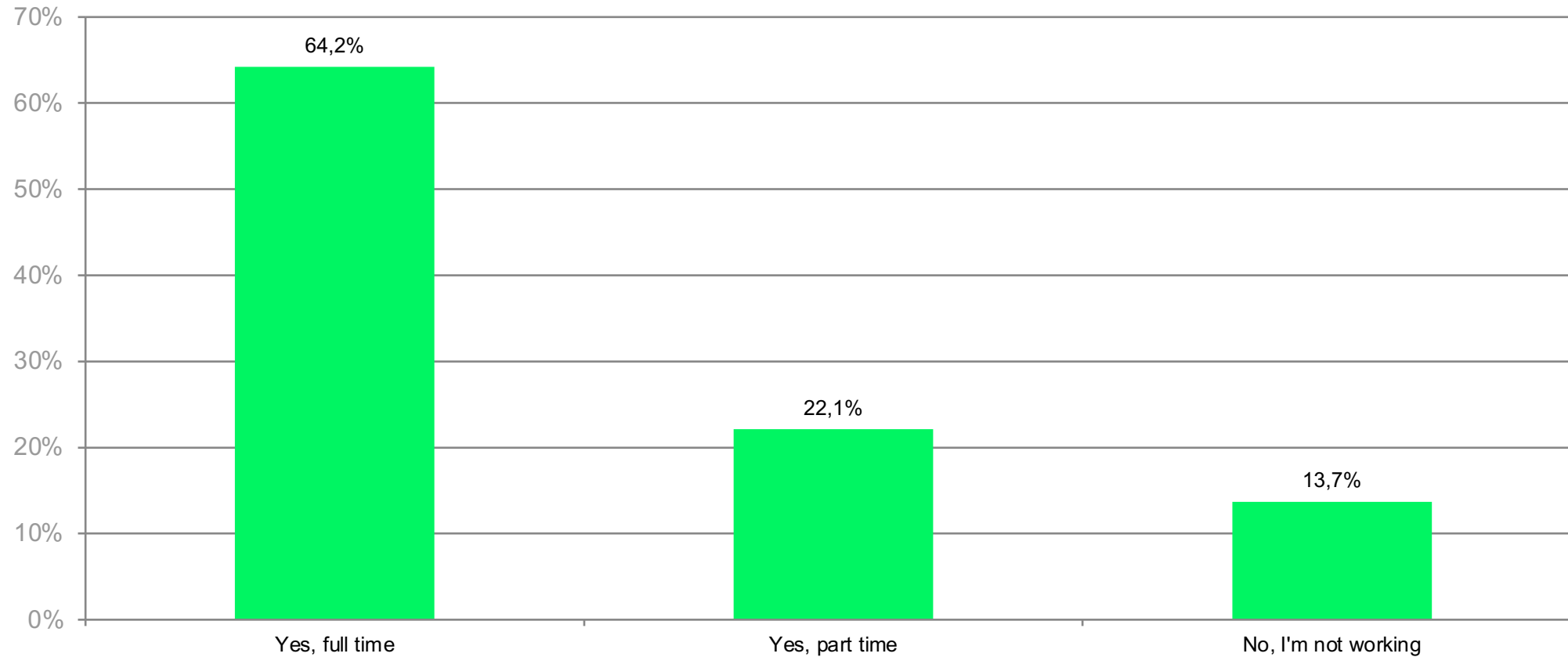


All (N=1300), filtered (N=1300) All participants



2. Are you currently employed?

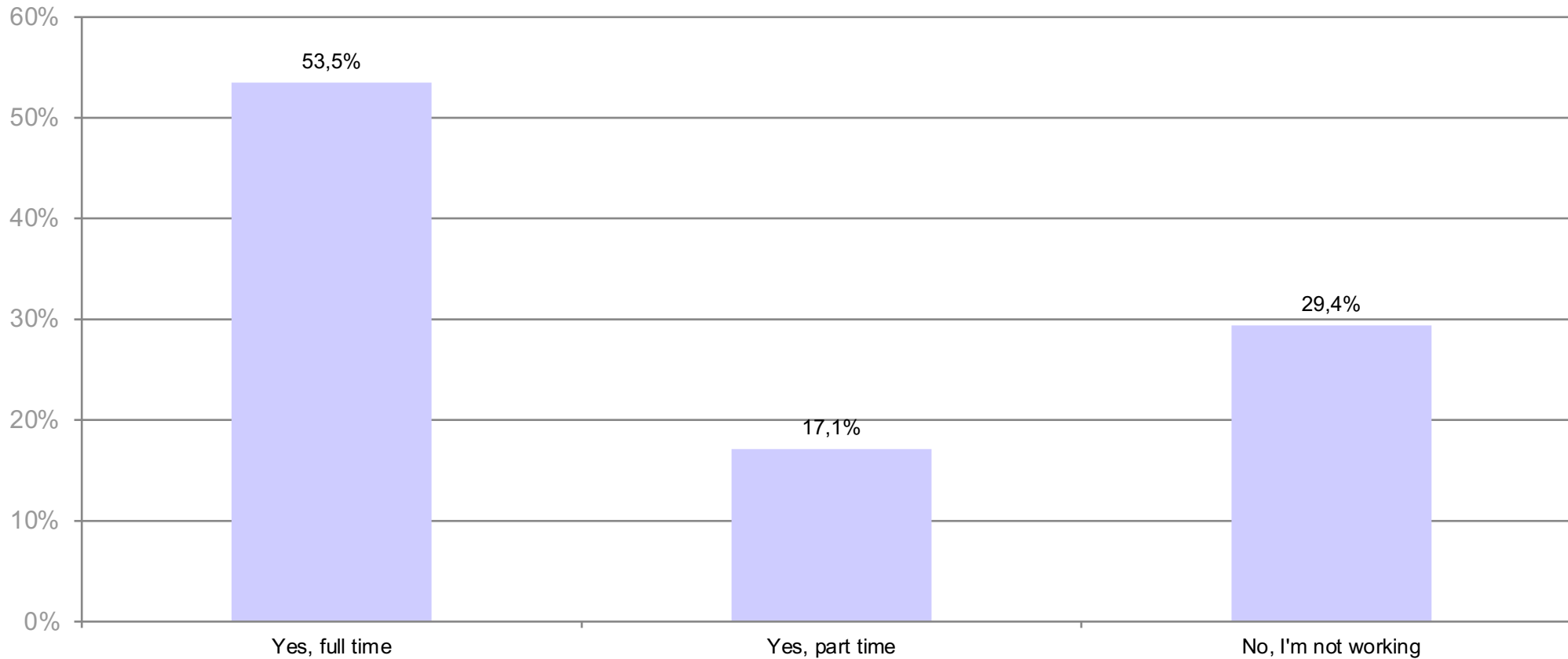
Single/Multiple Choice



All (N=1300), filtered (N=1300) All participants

2. Are you currently employed?

Single/Multiple Choice

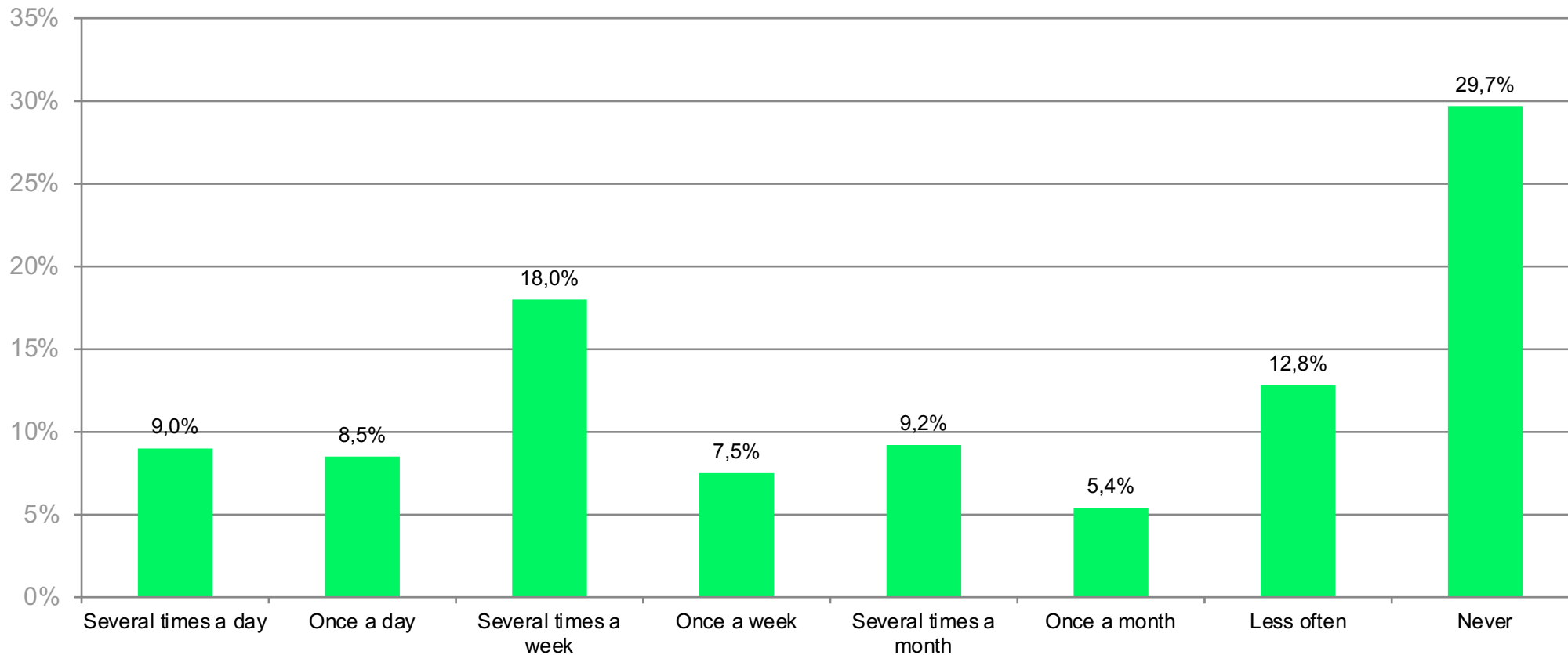


All (N=1300), filtered (N=1300) All participants



3. How often do you use ChatGPT on average?

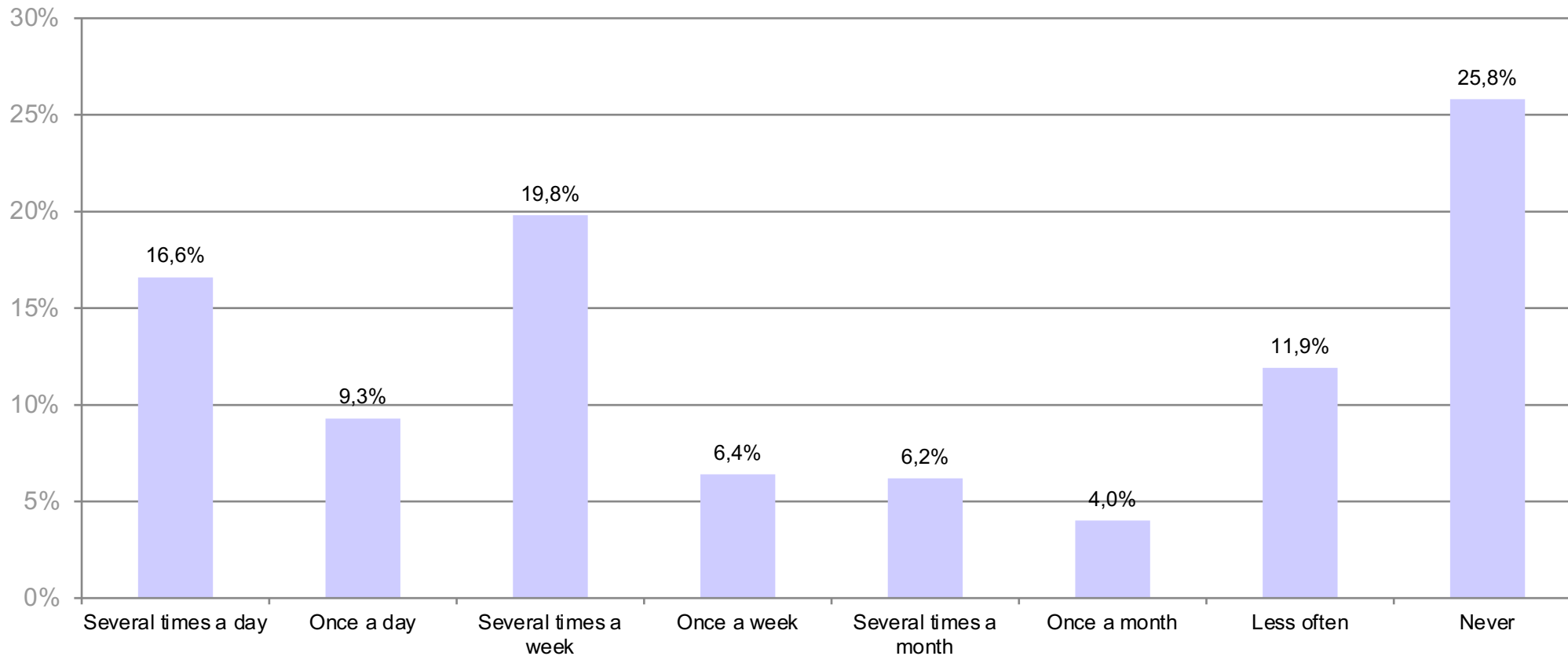
Single/Multiple Choice



All (N=1300), filtered (N=893) Participants who have already heard about ChatGPT

3. How often do you use ChatGPT on average?

Single/Multiple Choice

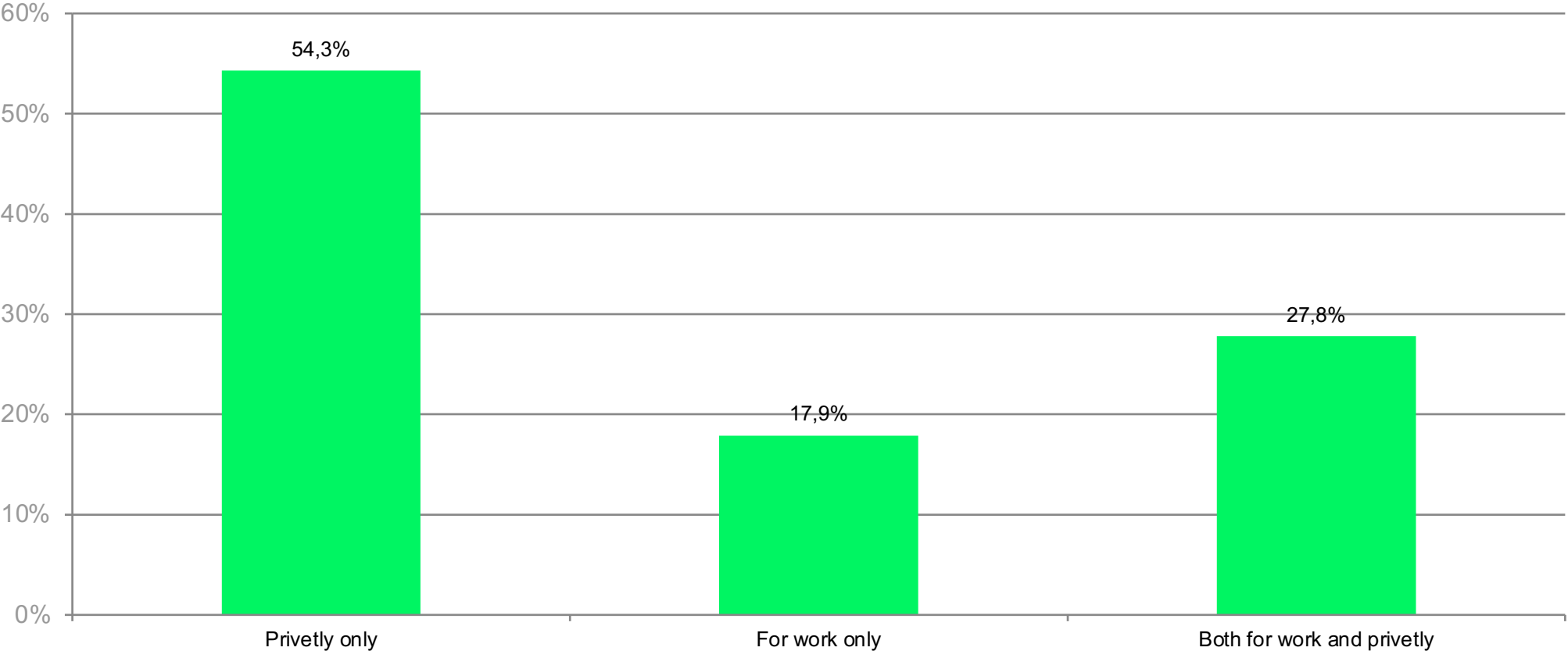


All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



4. For what purpose do you use ChatGPT?

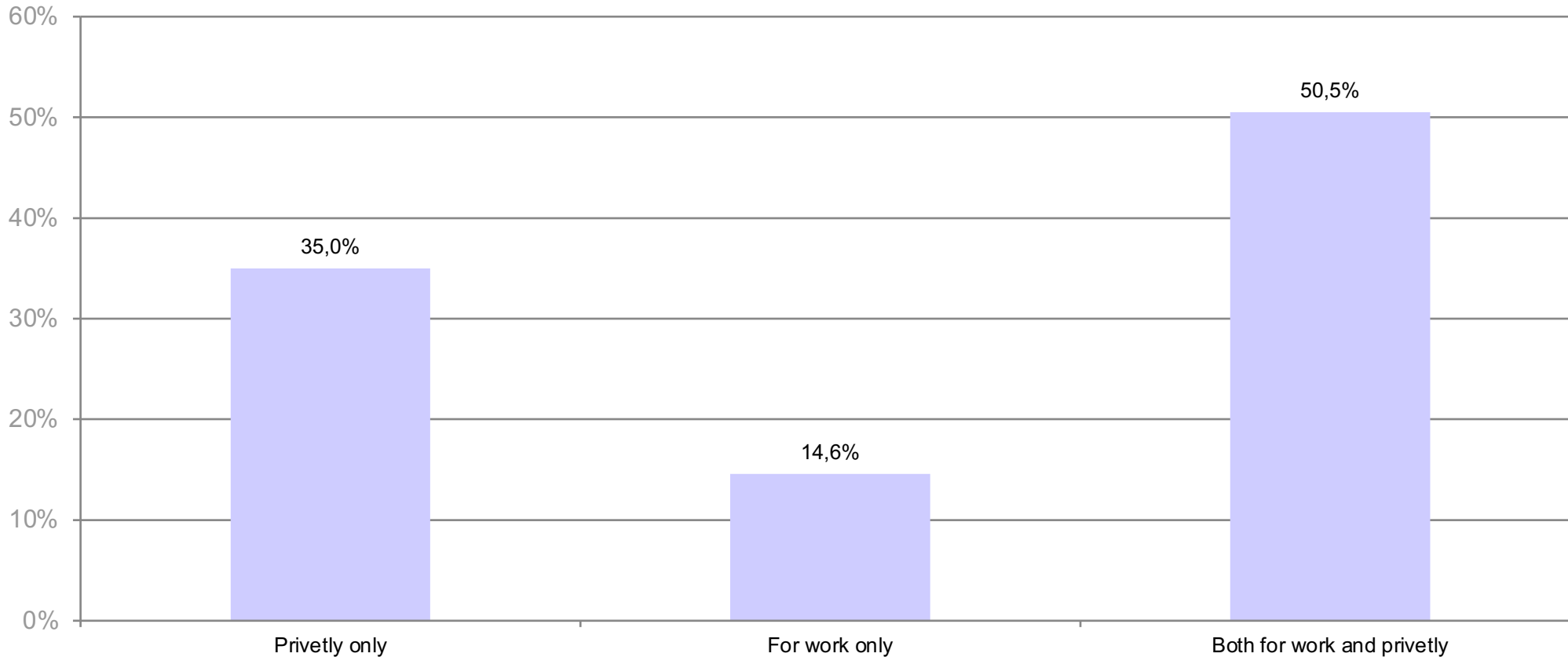
Single/Multiple Choice



All (N=1300), filtered (N=576) Employees using ChatGPT

4. For what purpose do you use ChatGPT?

Single/Multiple Choice

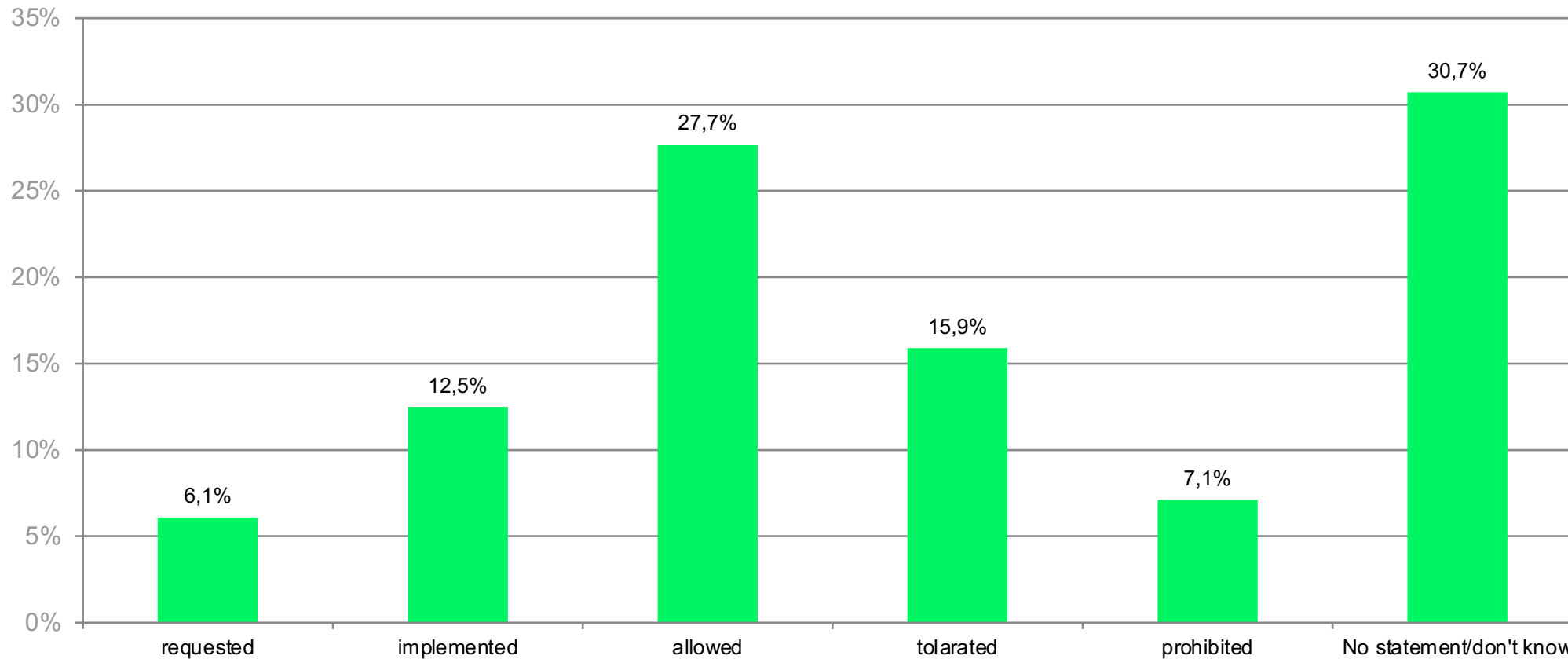


All (N=1300), filtered (N=515) Employees using ChatGPT



5. What is your company's position on using ChatGPT for work purposes? "Using ChatGPT for work purposes is..."

Single/Multiple Choice



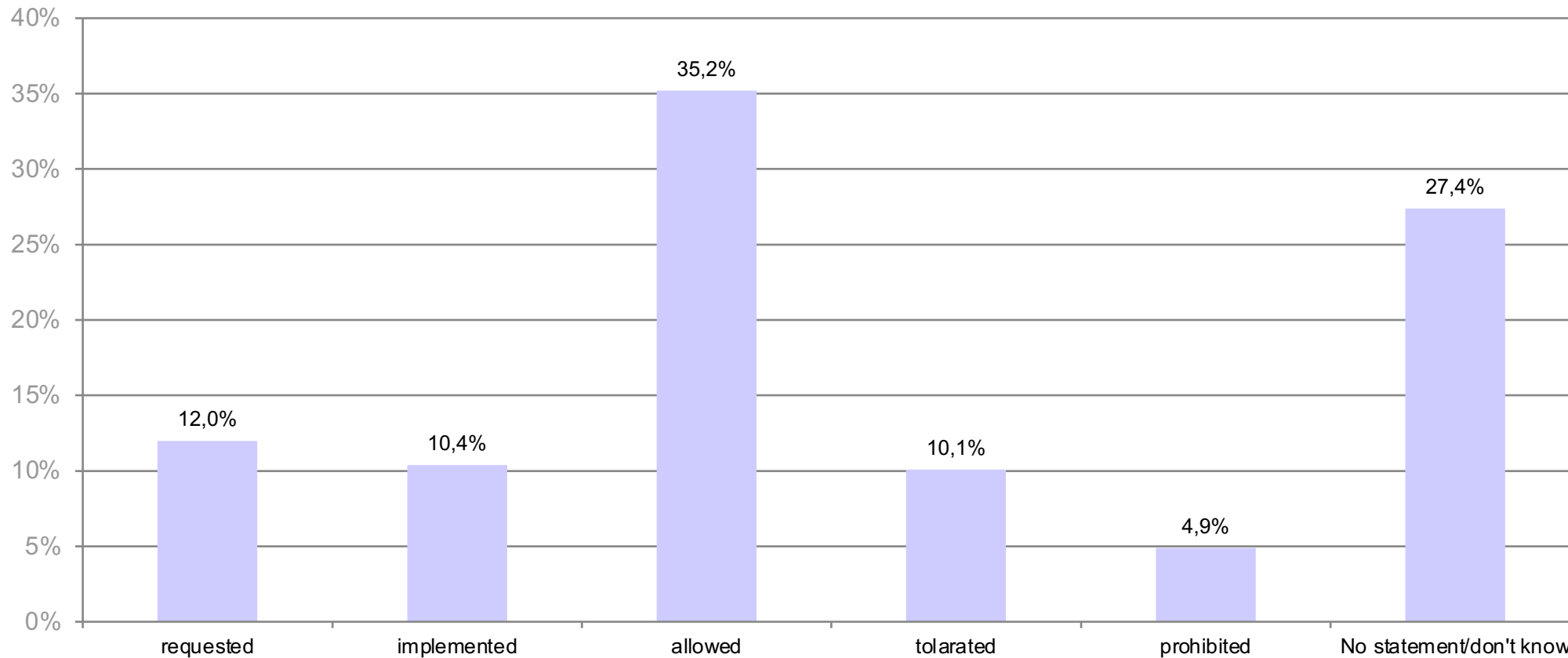
All (N=1300), filtered (N=786) Professionals who have already heard about ChatGPT

Germany



5. What is your company's position on using ChatGPT for work purposes? "Using ChatGPT for work purposes is..."

Single/Multiple Choice

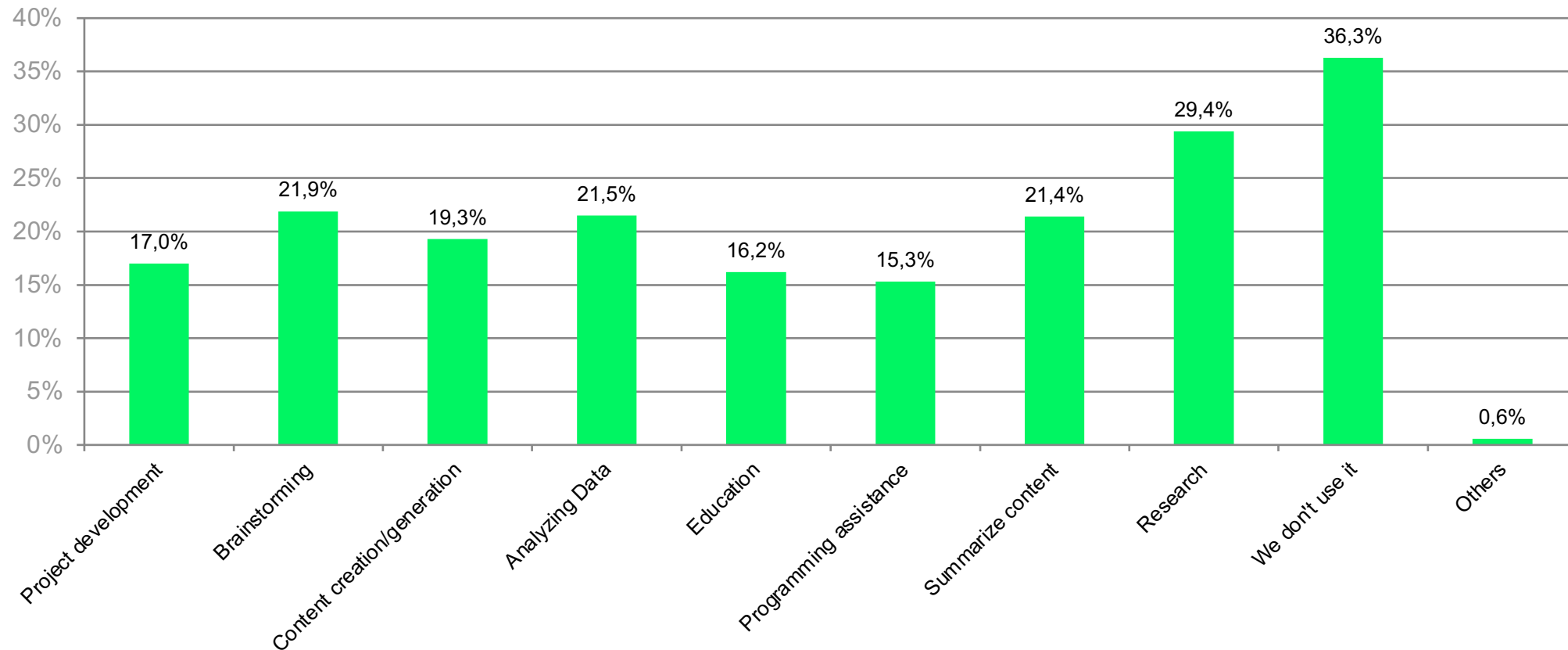


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



6. What is ChatGPT used for in your company?

Single/Multiple Choice



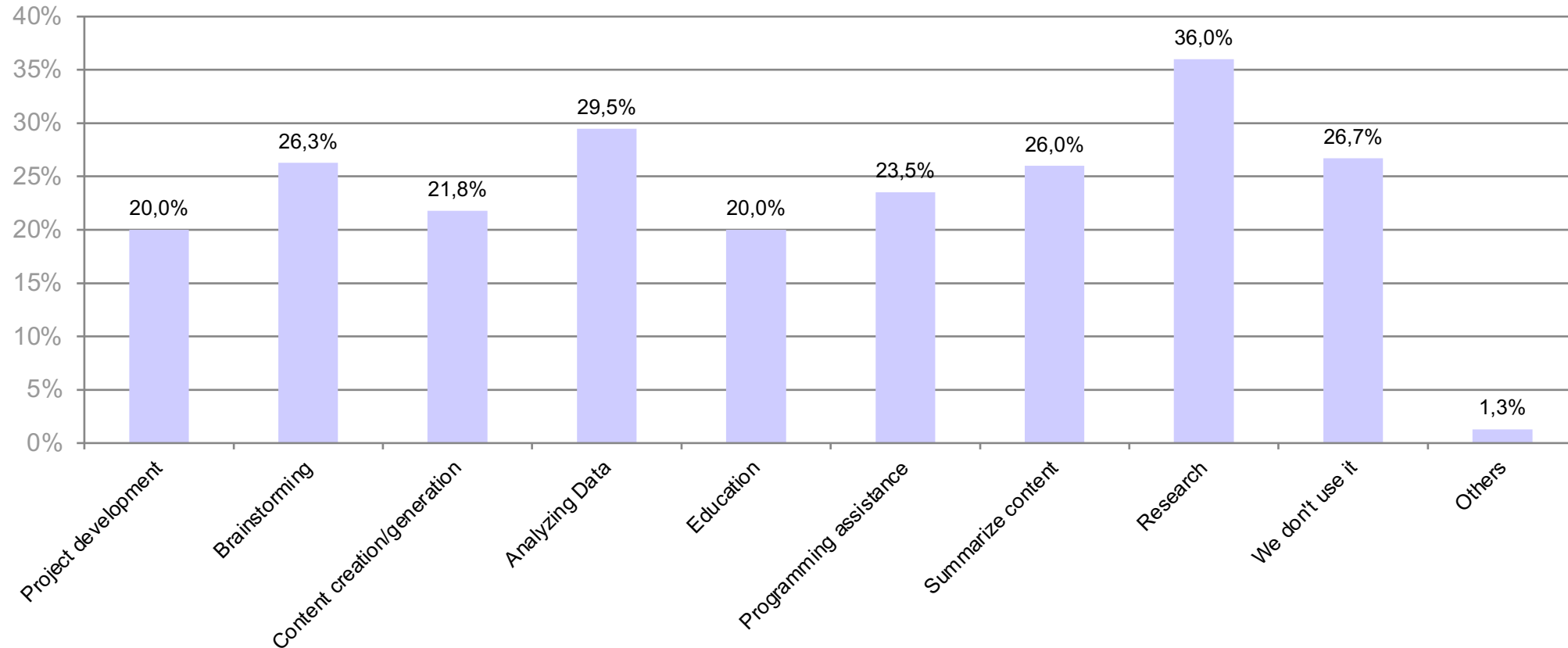
All (N=1300), filtered (N=786) Professionals who have already heard about ChatGPT

Germany



6. What is ChatGPT used for in your company?

Single/Multiple Choice

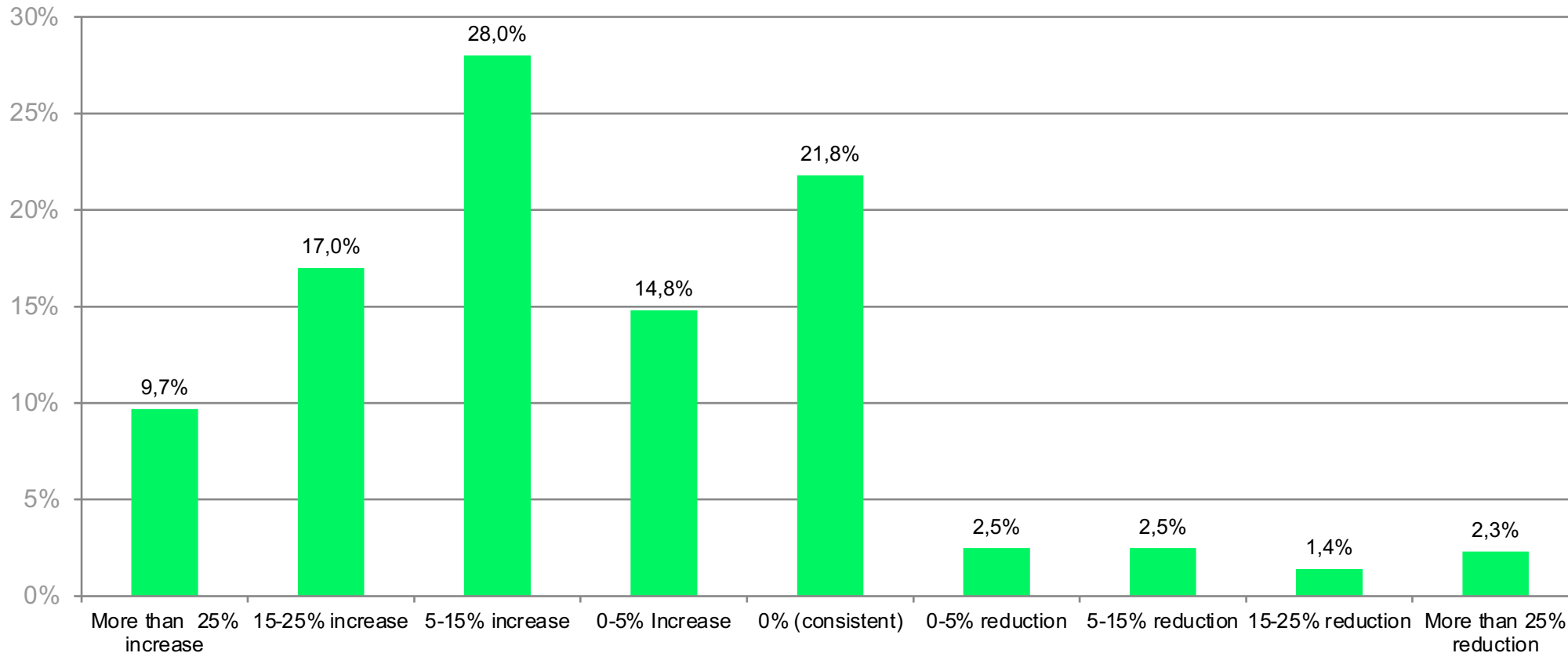


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



7. What impact do you expect ChatGPT to have on the productivity and efficiency of your work over the next 5 years?

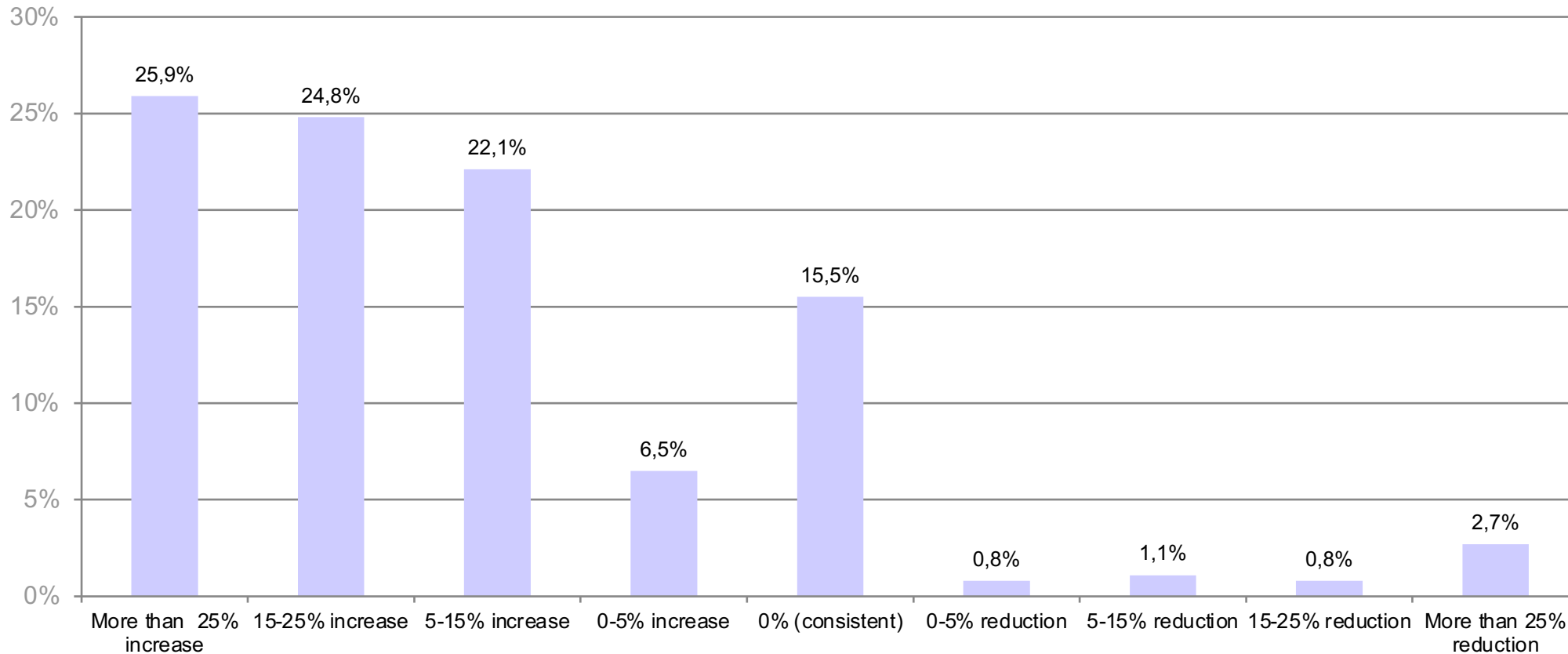
Single/Multiple Choice



All (N=1300), filtered (N=786) Professionals who have already heard about ChatGPT

7. What impact do you expect ChatGPT to have on the productivity and efficiency of your work over the next 5 years?

Single/Multiple Choice

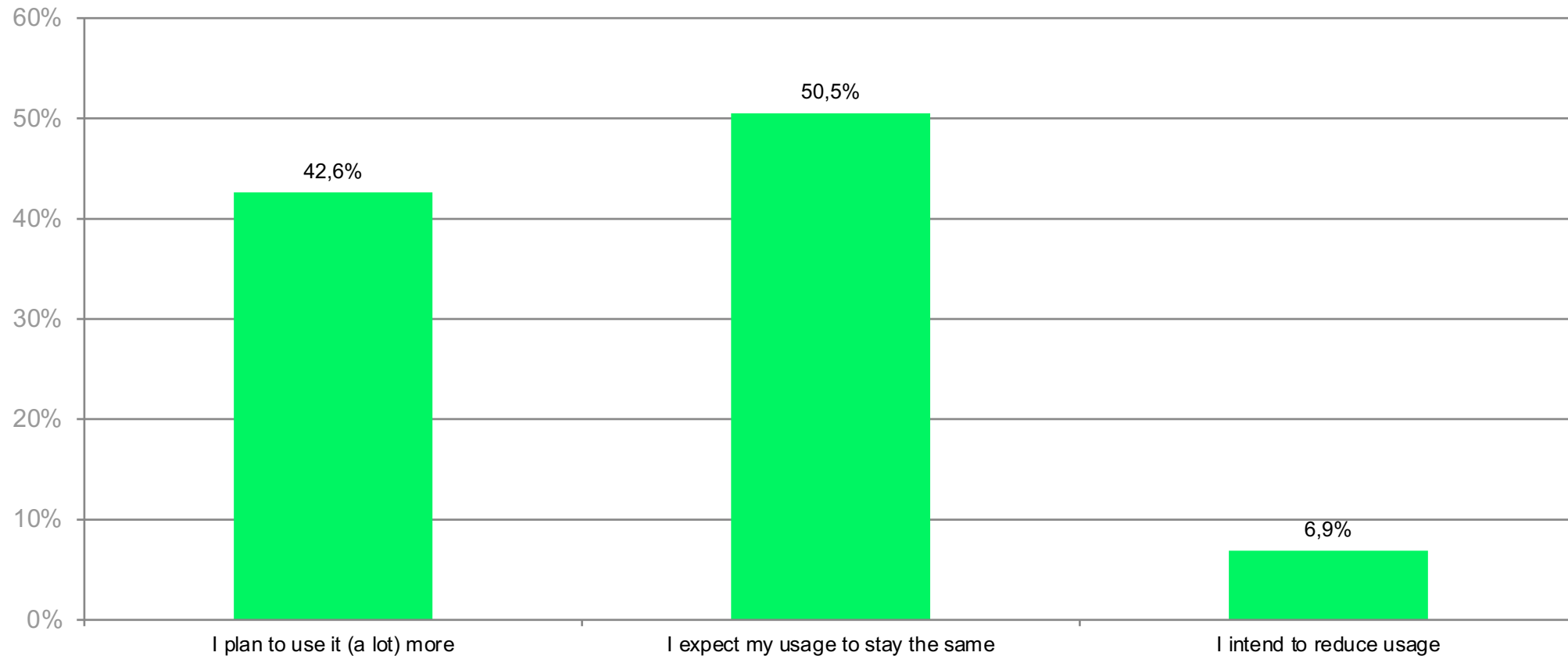


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



8. How do you think your use of ChatGPT will change in the future?

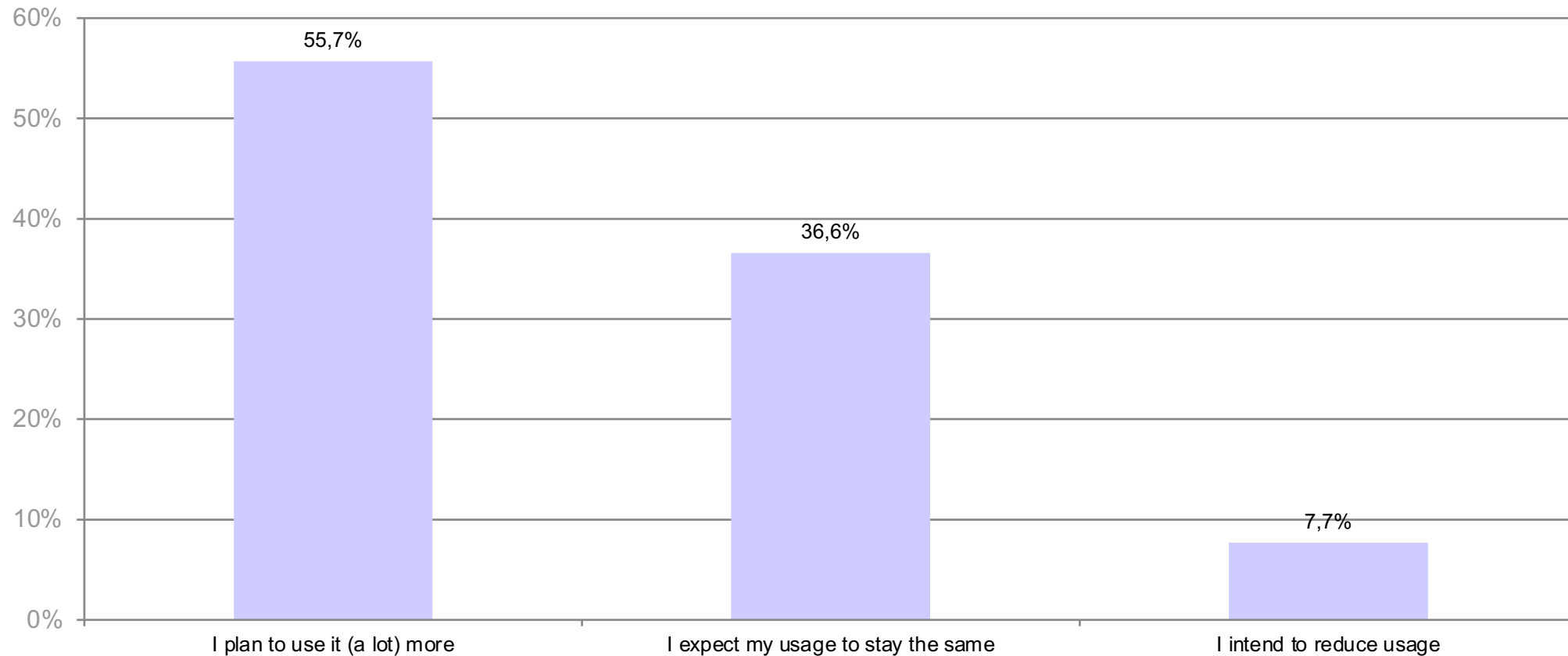
Single/Multiple Choice



All (N=1300), filtered (N=893) Participants who have already heard about ChatGPT

8. How do you think your use of ChatGPT will change in the future?

Single/Multiple Choice

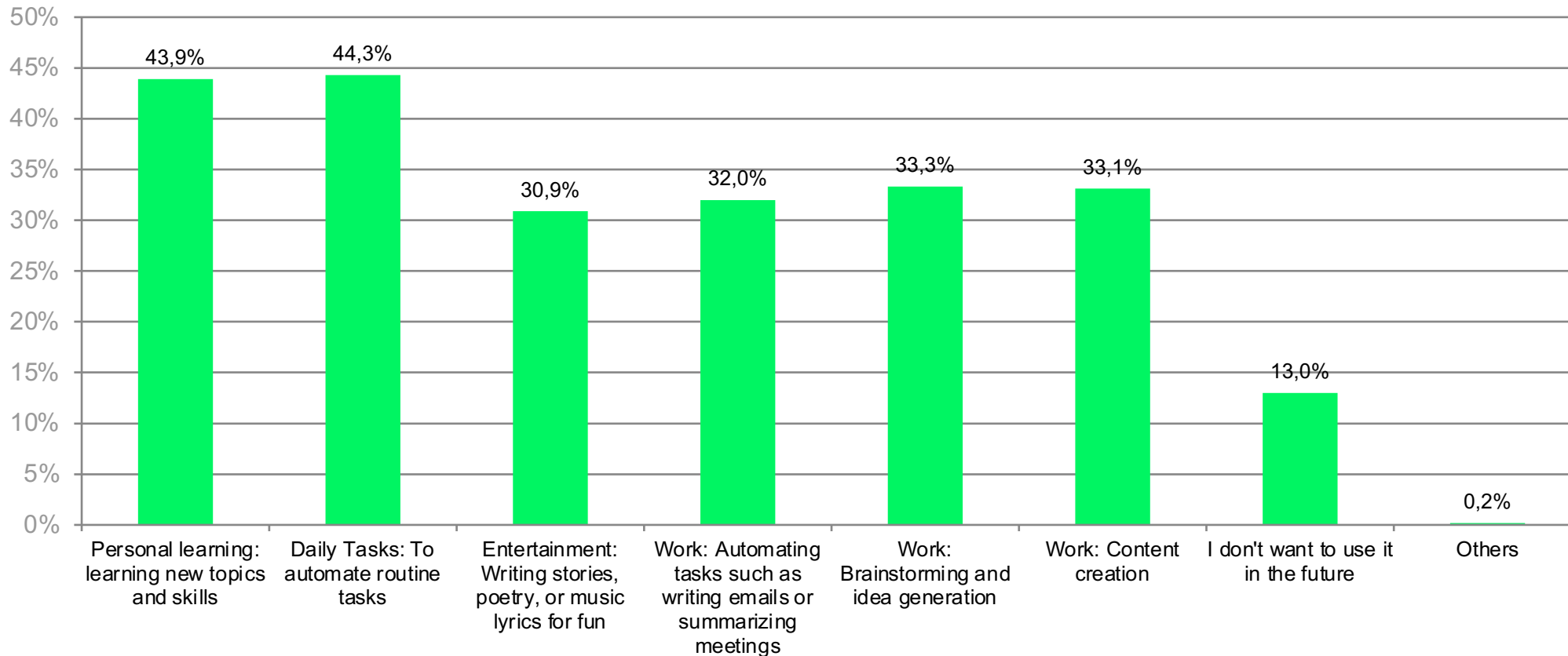


All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



9. For what purposes would you like to use ChatGPT in the future?

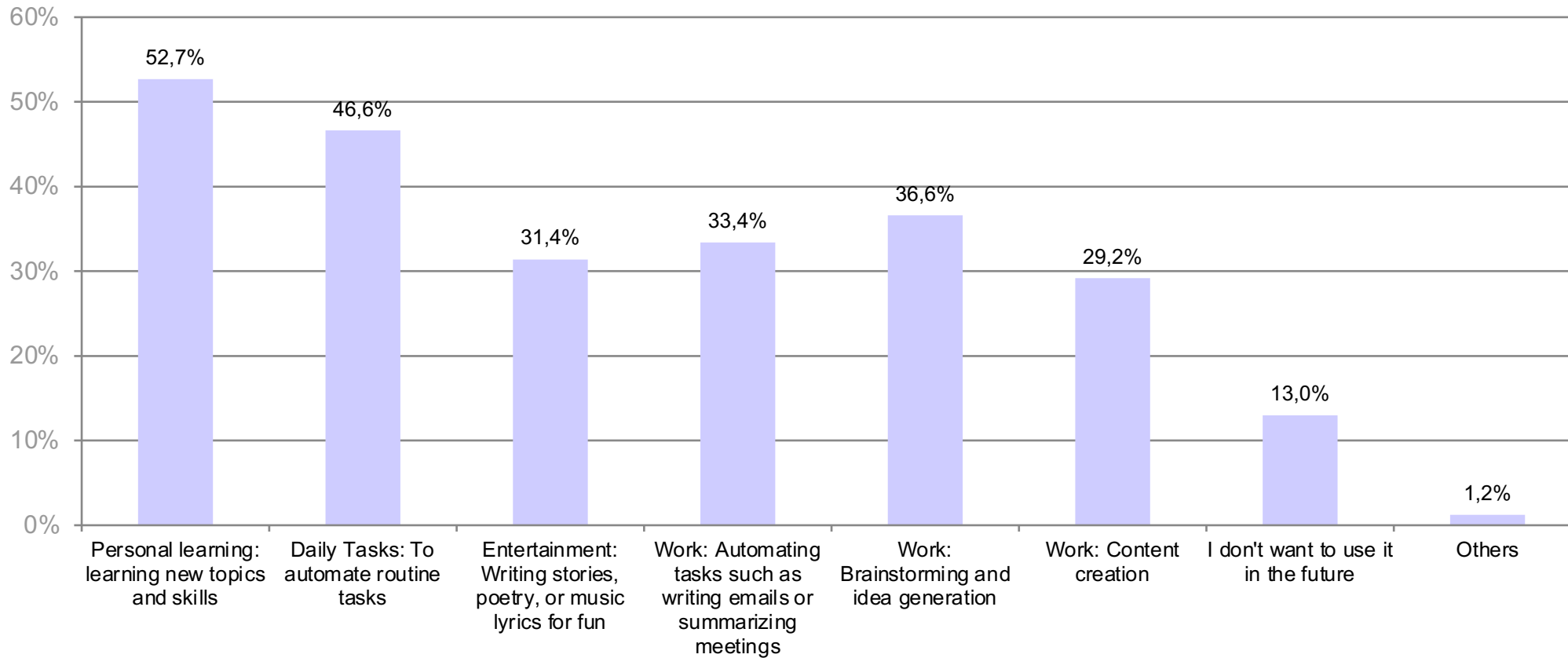
Single/Multiple Choice



All (N=1300), filtered (N=893) Participants who have already heard about ChatGPT

9. For what purposes would you like to use ChatGPT in the future?

Single/Multiple Choice



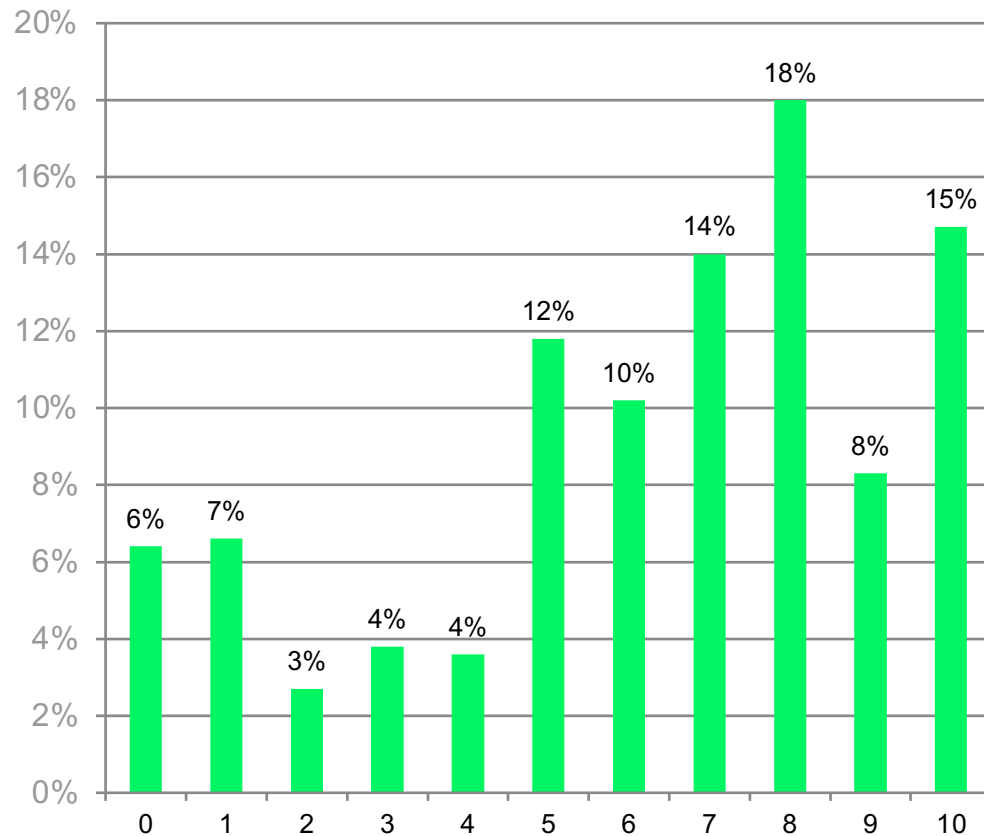
All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



10. How likely is it that you would recommend ChatGPT to a friend or colleague?



Numeric Slider / NPS



| | Average | Std. Dev. | Median | Quartile 1 | Quartile 3 |
|-----|---------|-----------|--------|------------|------------|
| All | 6,21 | 2,98 | 7,00 | 5,00 | 8,00 |

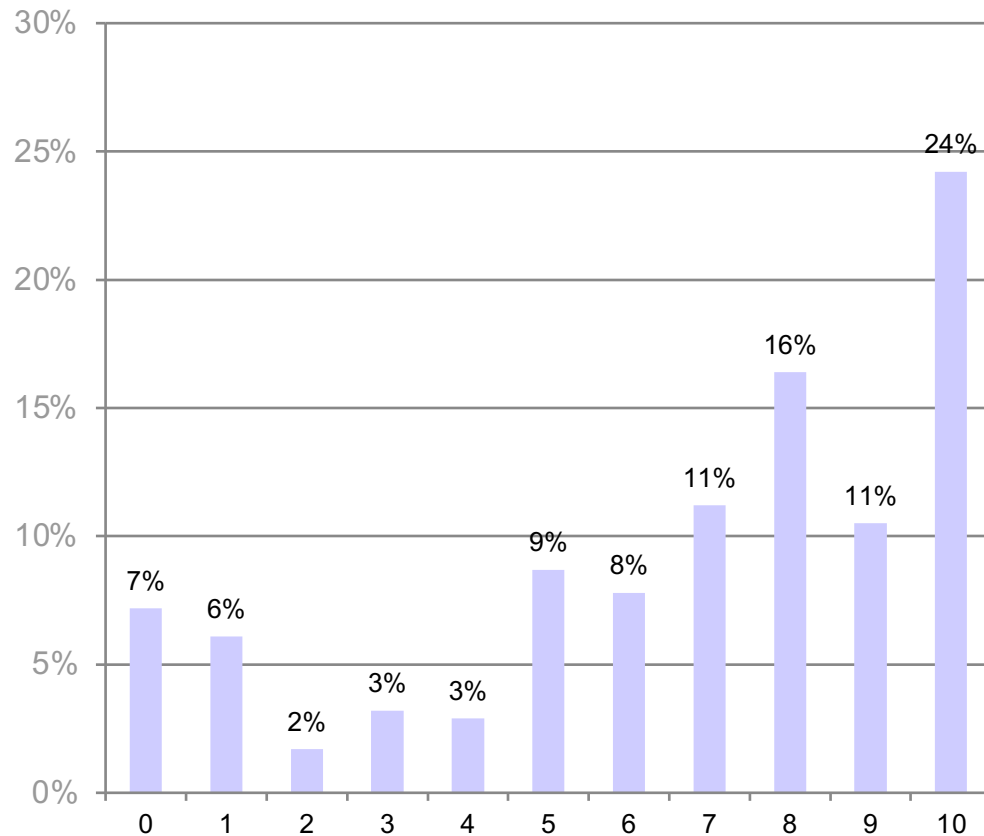
All (N=1300), filtered (N=893) Participants who have already heard about ChatGPT



10. How likely is it that you would recommend ChatGPT to a friend or colleague?



Numeric Slider / NPS



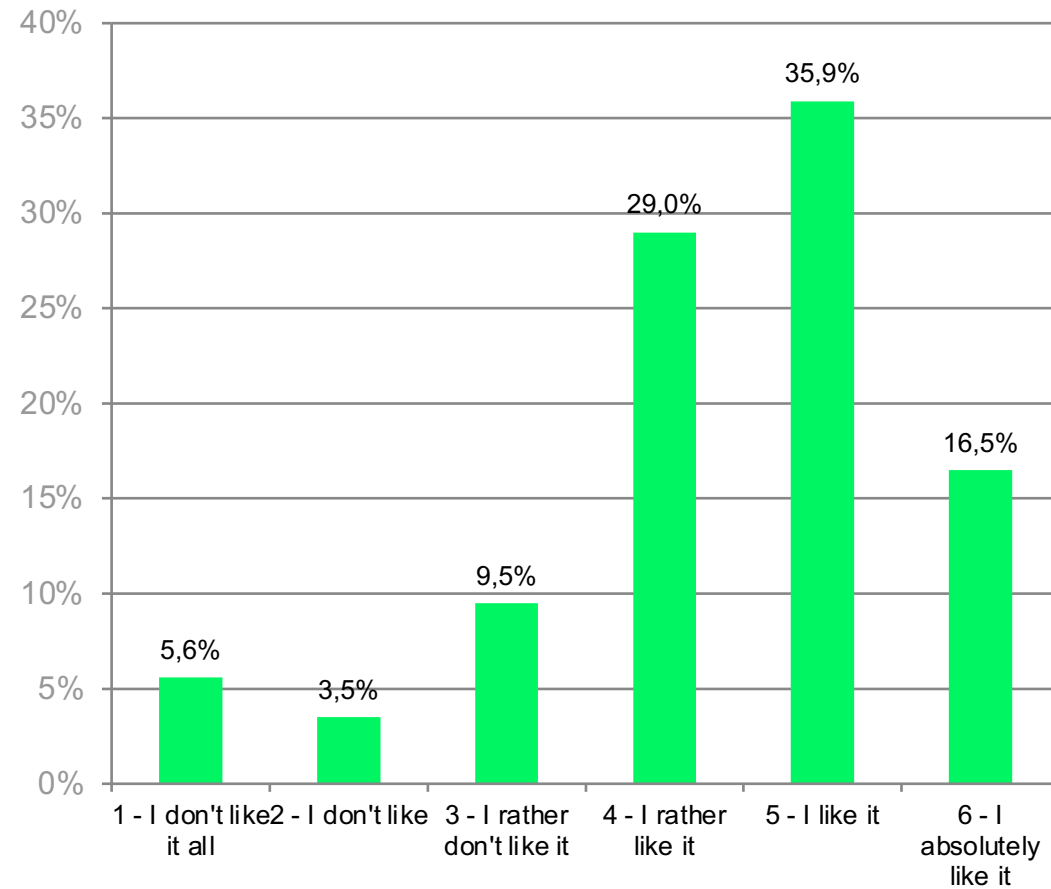
| | Average | Std. Dev. | Median | Quartile 1 | Quartile 3 |
|-----|---------|-----------|--------|------------|------------|
| All | 6,68 | 3,17 | 8,00 | 5,00 | 9,00 |

All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



11. How do you like ChatGPT's performance and functionality in general?

Likert-Scale

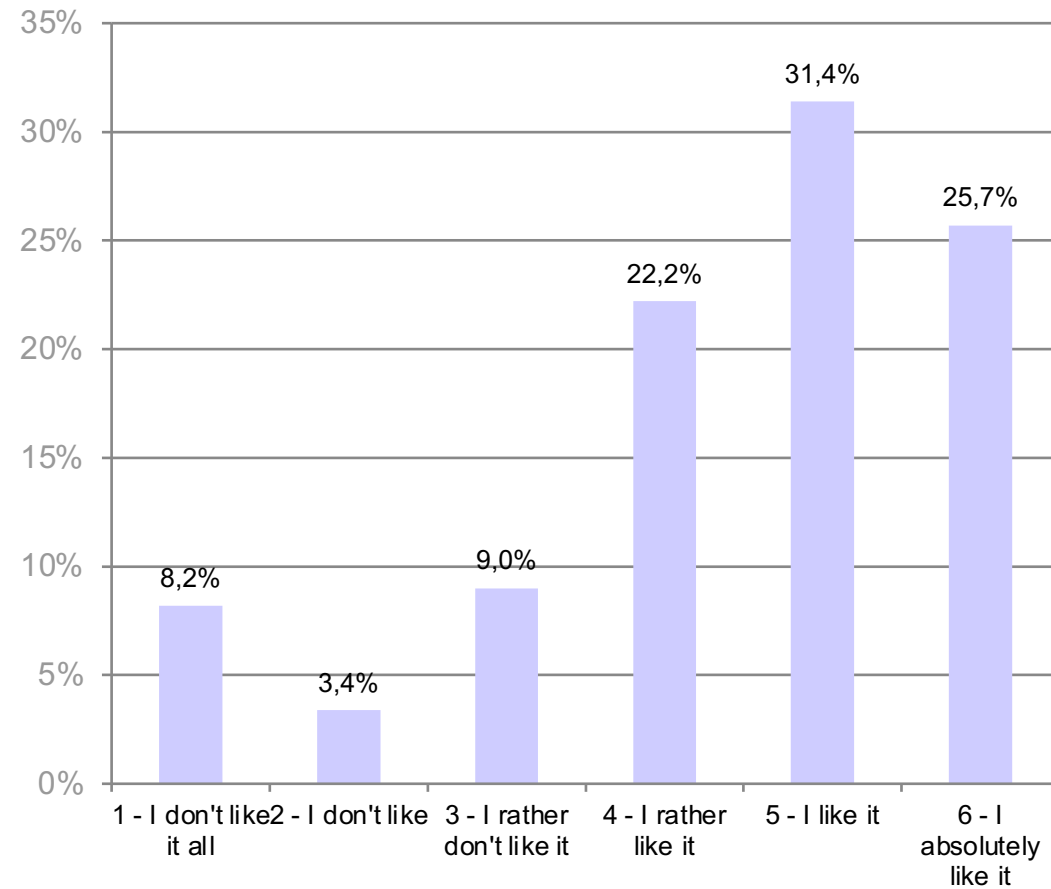


| | Average | Std. Dev. | Top 2 | Bottom 2 |
|-----|---------|-----------|--------|----------|
| All | 4,36 | 1,28 | 52,41% | 9,07% |

All (N=1300), filtered (N=893) Participants who have already heard about ChatGPT

11. How do you like ChatGPT's performance and functionality in general?

Likert-Scale



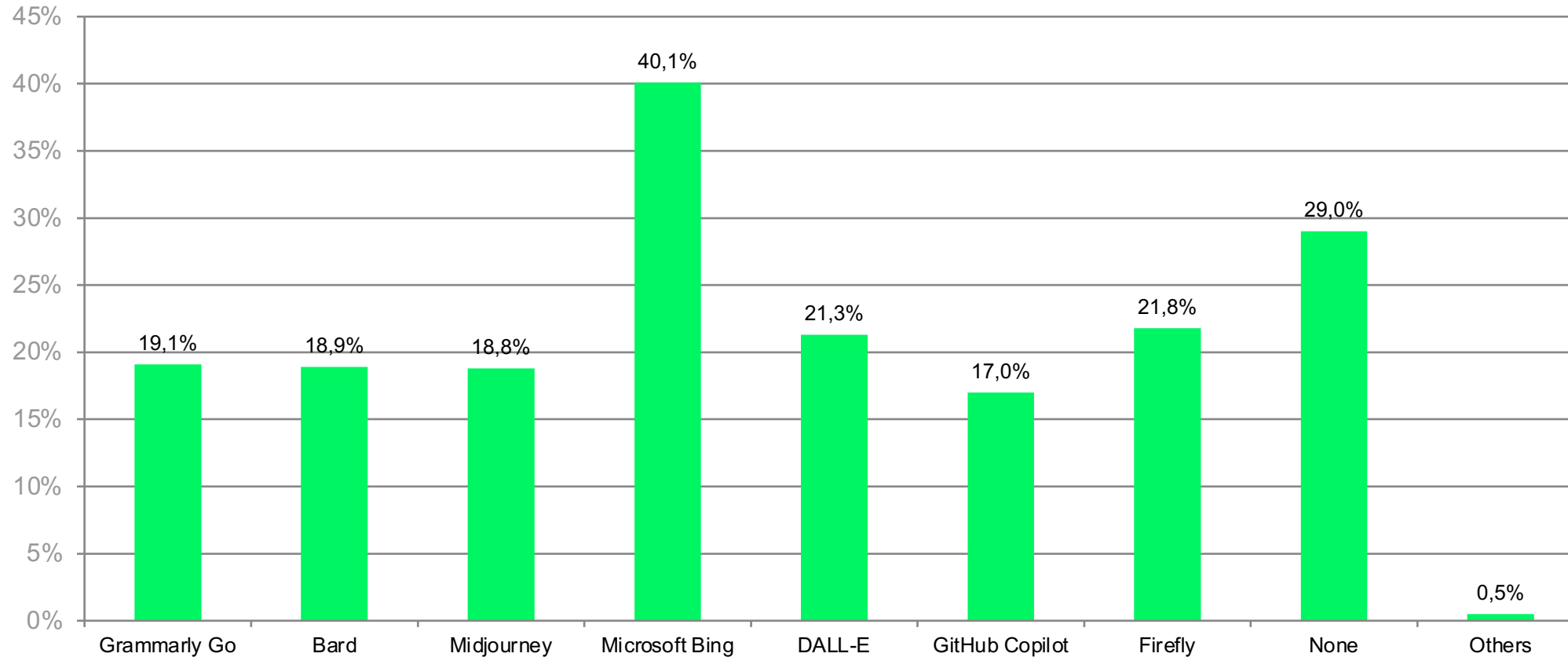
| | Average | Std. Dev. | Top 2 | Bottom 2 |
|-----|---------|-----------|--------|----------|
| All | 4,42 | 1,46 | 57,09% | 11,61% |

All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



12. Which generative AI tools do you use in addition to ChatGPT?

Single/Multiple Choice



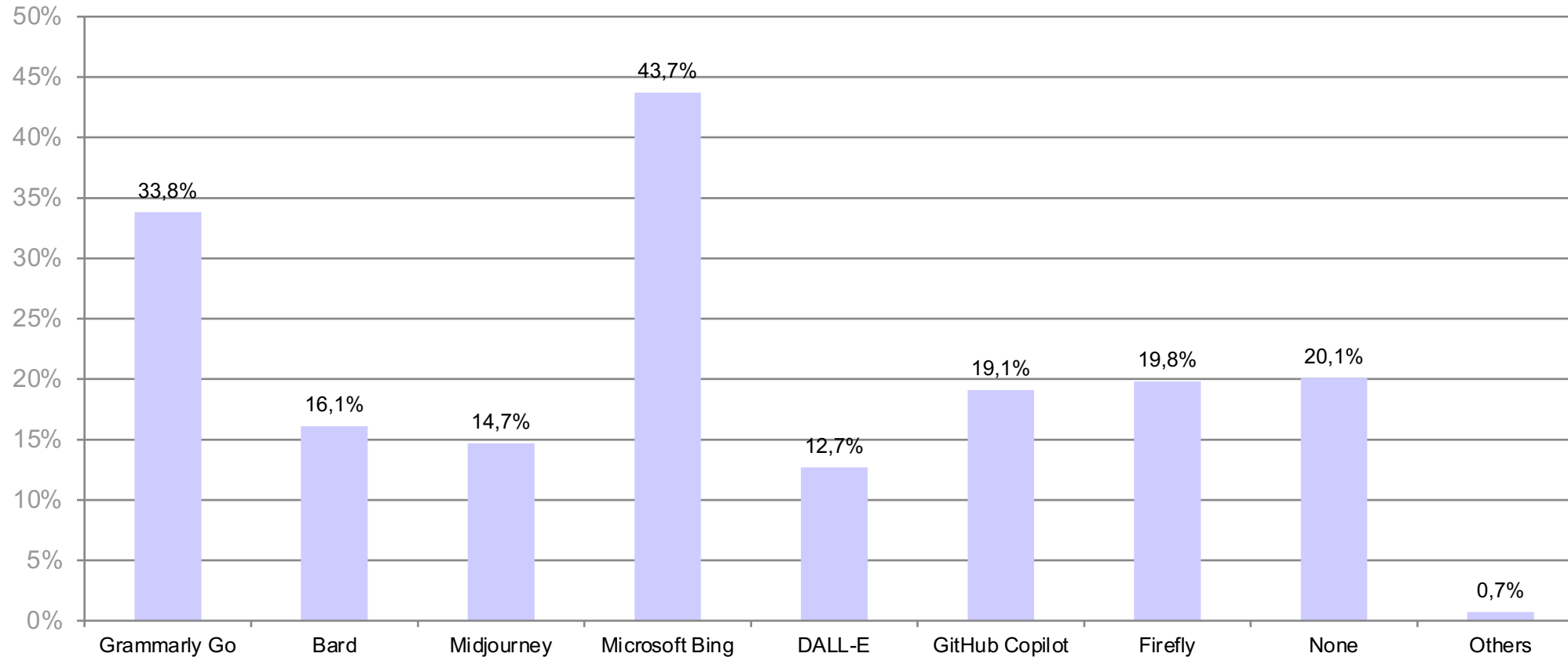
All (N=1300), filtered (N=628) Participants, who already used ChatGPT

Germany



12. Which generative AI tools do you use in addition to ChatGPT?

Single/Multiple Choice

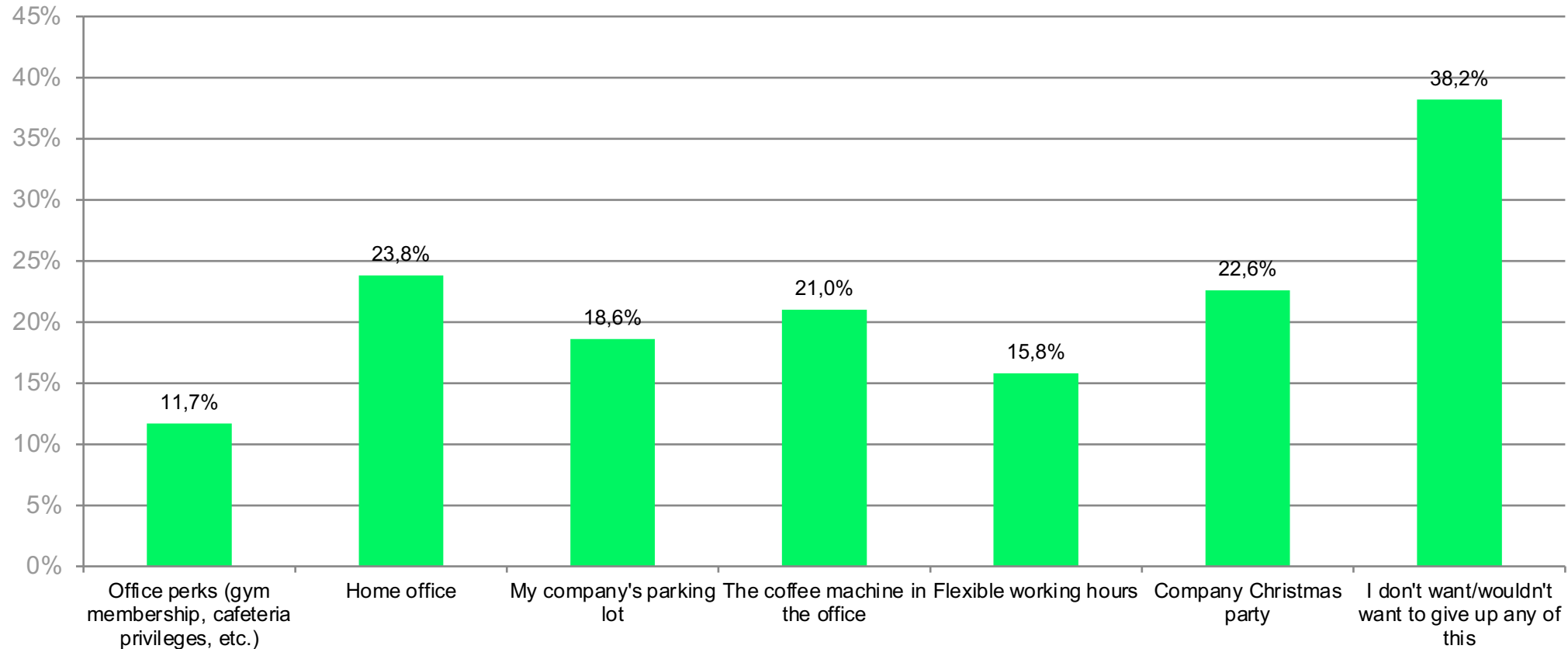


All (N=1300), filtered (N=607) Participants, who already used ChatGPT



13. What would you be willing to give up to always be able to use ChatGPT for free at work?

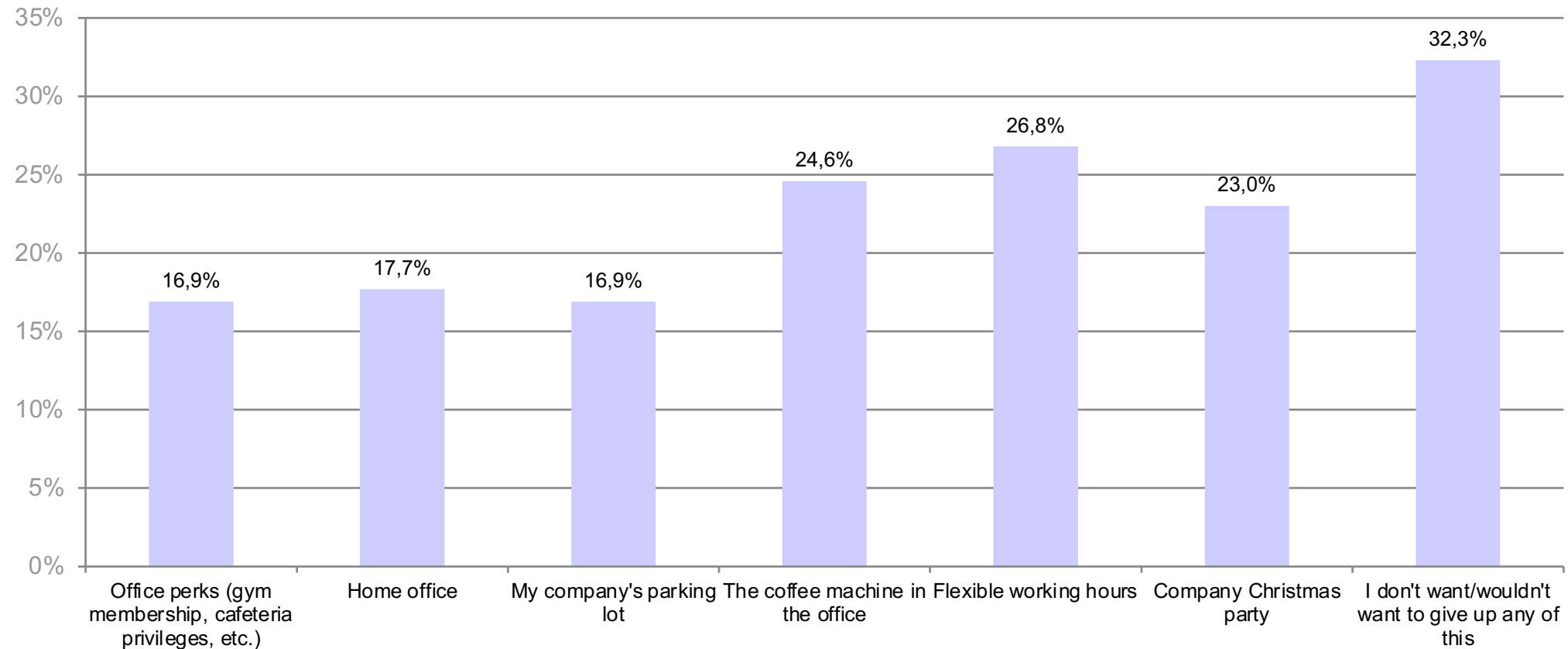
Single/Multiple Choice



All (N=1300), filtered (N=786) Professionals who have already heard about ChatGPT

13. What would you be willing to give up to always be able to use ChatGPT for free at work?

Single/Multiple Choice

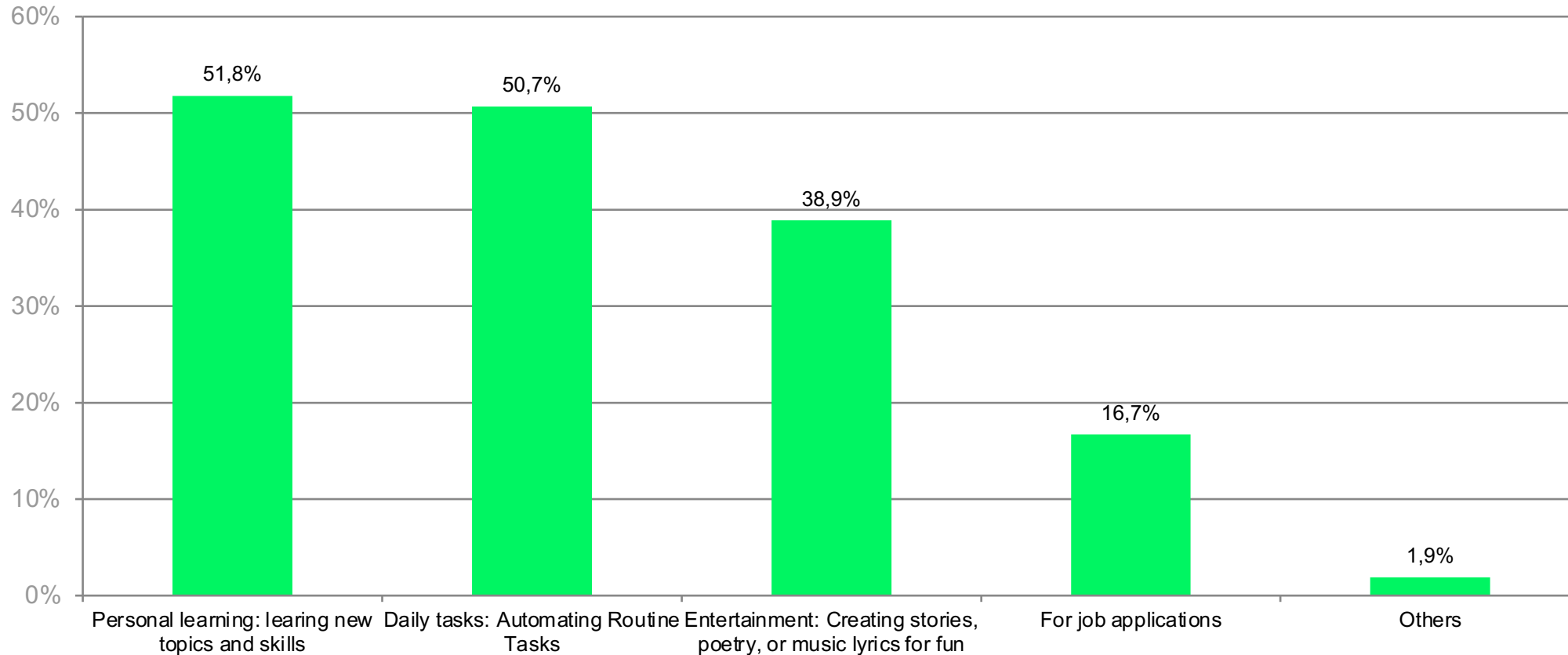


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



14. What exactly do you use ChatGPT privately for?

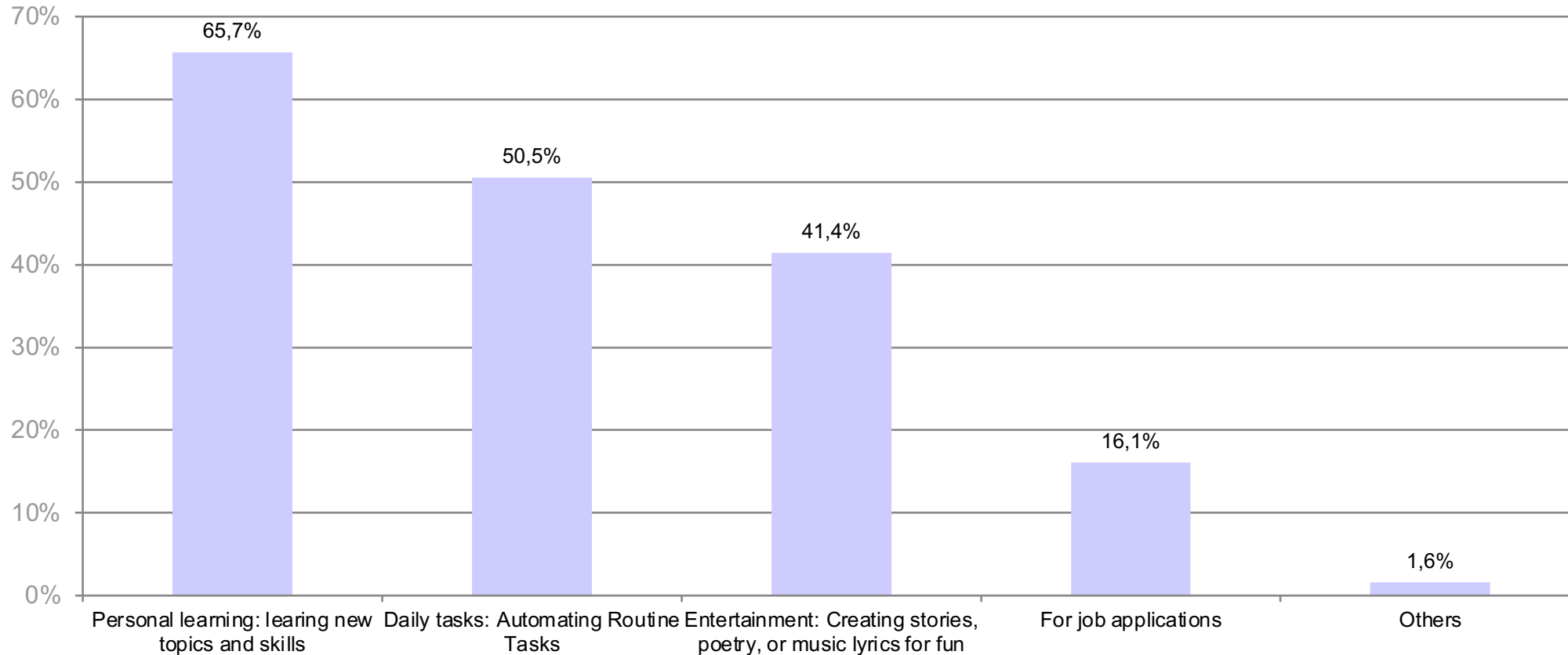
Single/Multiple Choice



All (N=1300), filtered (N=473) Participants who use ChatGPT privately or for work and personal use

14. What exactly do you use ChatGPT privately for?

Single/Multiple Choice

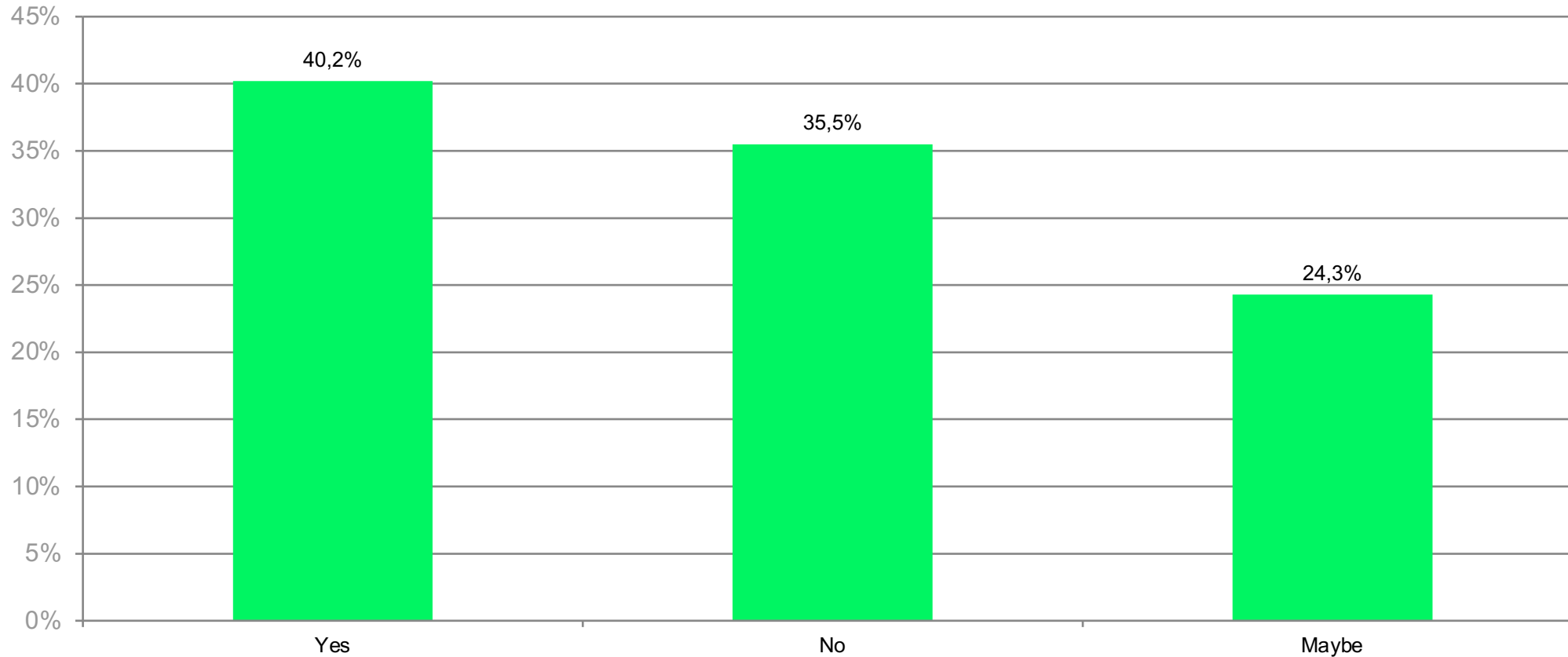


All (N=1300), filtered (N=440) Participants who use ChatGPT privately or for work and personal use



15. Could you imagine using ChatGPT for work in the future?

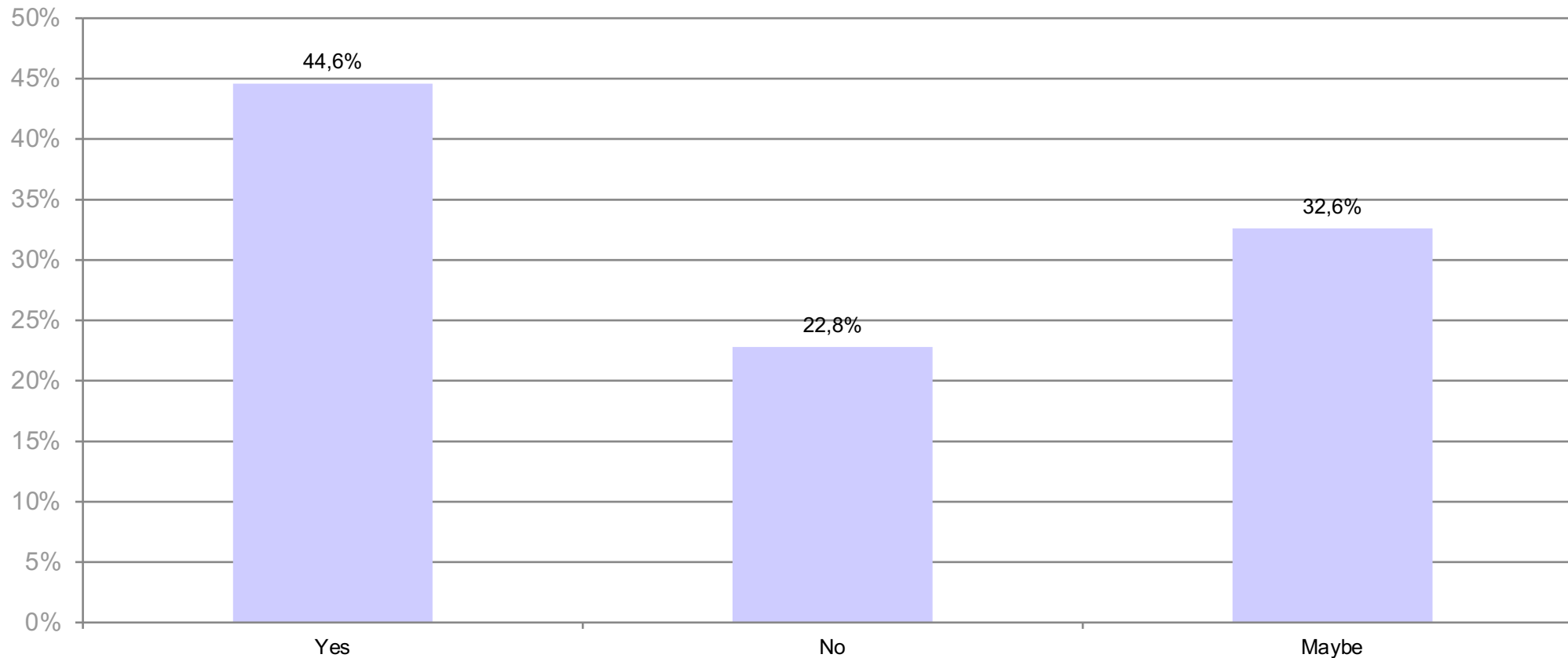
Single/Multiple Choice



All (N=1300), filtered (N=107) non-professionals who have already heard about ChatGPT

15. Could you imagine using ChatGPT for work in the future?

Single/Multiple Choice



All (N=1300), filtered (N=184) non-professionals who have already heard about ChatGPT



USA

16. You've stated that you don't know ChatGPT. Please read the following description briefly:

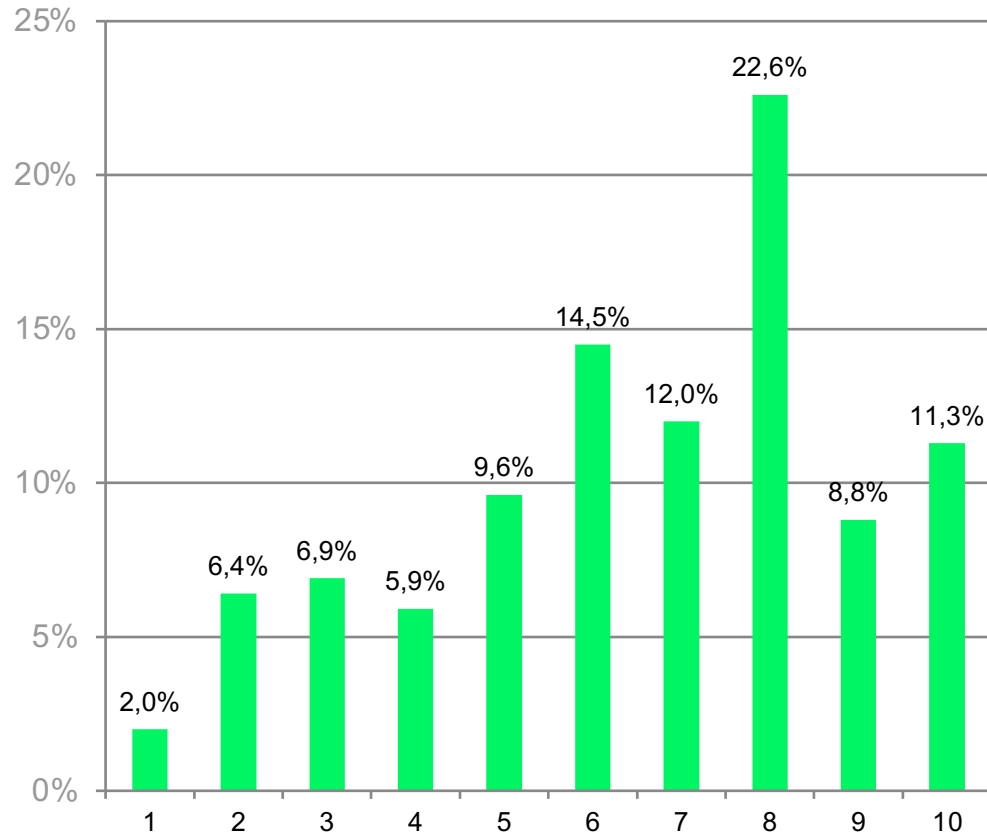
Show info

ChatGPT is an artificial intelligence that creates human-like text based on previous inputs and commands.

It can answer questions, write essays, present, brainstorm and much more.

17. On a scale of 1-10, how exciting does this concept sound to you?

Numeric Slider / NPS

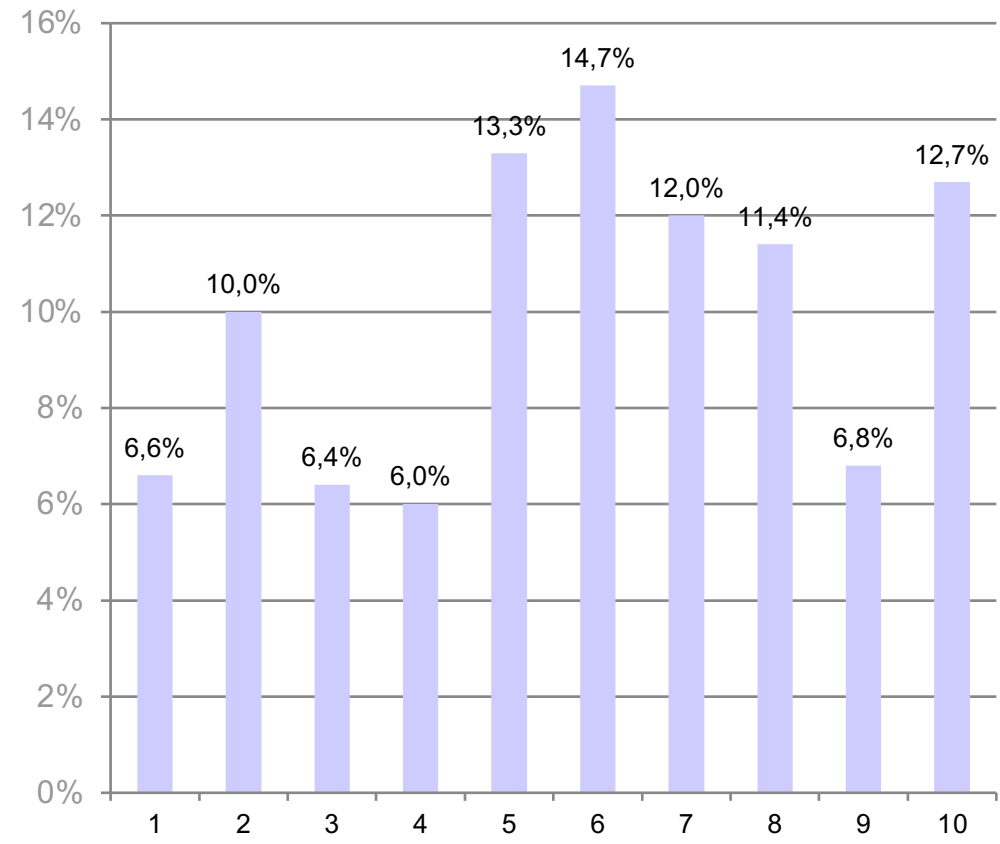


| | Average | Std. Dev. | Median | Quartile 1 | Quartile 3 |
|-----|---------|-----------|--------|------------|------------|
| All | 6,52 | 2,42 | 7,00 | 5,00 | 8,00 |

All (N=1300), filtered (N=407) Participants who do not know ChatGPT

17. On a scale of 1-10, how exciting does this concept sound to you?

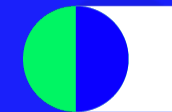
Numeric Slider / NPS



| | Average | Std. Dev. | Median | Quartile 1 | Quartile 3 |
|-----|---------|-----------|--------|------------|------------|
| All | 5,88 | 2,72 | 6,00 | 4,00 | 8,00 |

All (N=1300), filtered (N=428) Participants who do not know ChatGPT





THANK YOU!

OFFICE

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