

Report June 2023

ChatGPT Usage in Germany and USA

Conducted by



x

appinio



Study Overview



GEDANKEN
FABRIK

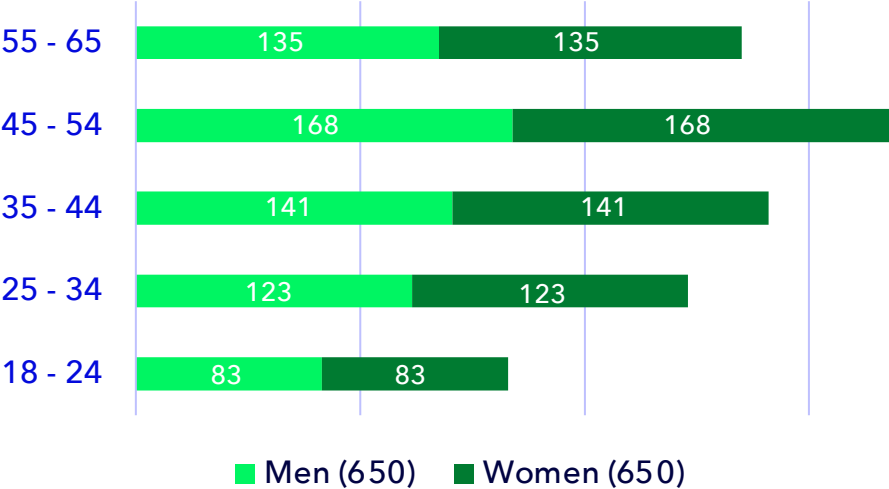
x



Participants 2600

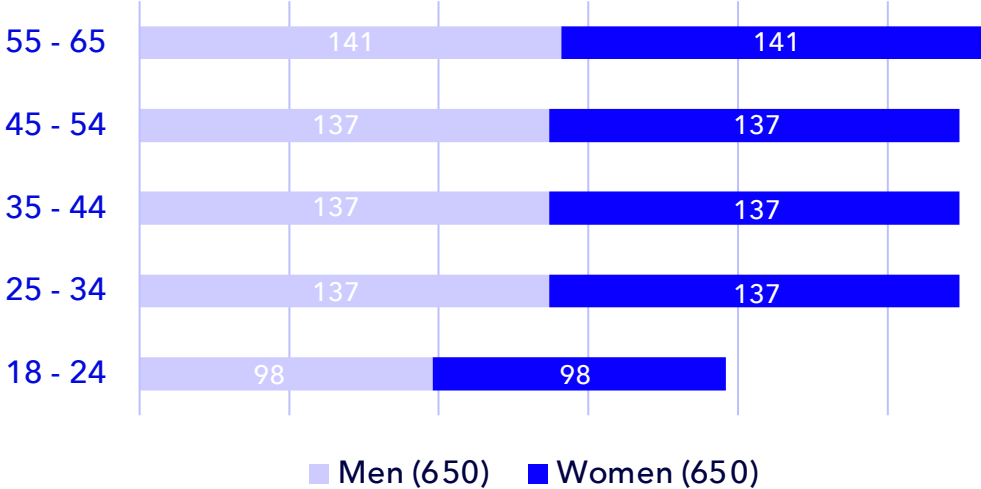
Number of questions 17

Germany



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

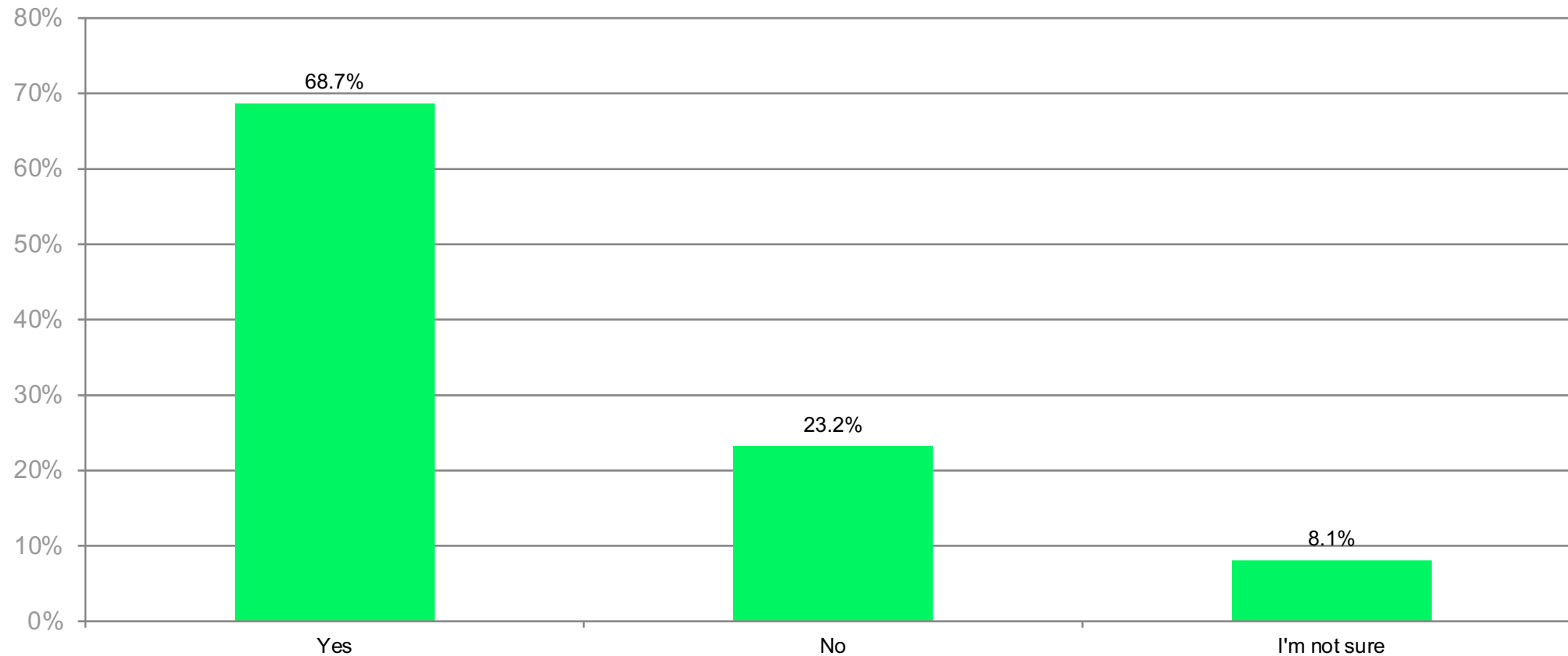
USA



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

1. Have you heard of ChatGPT?

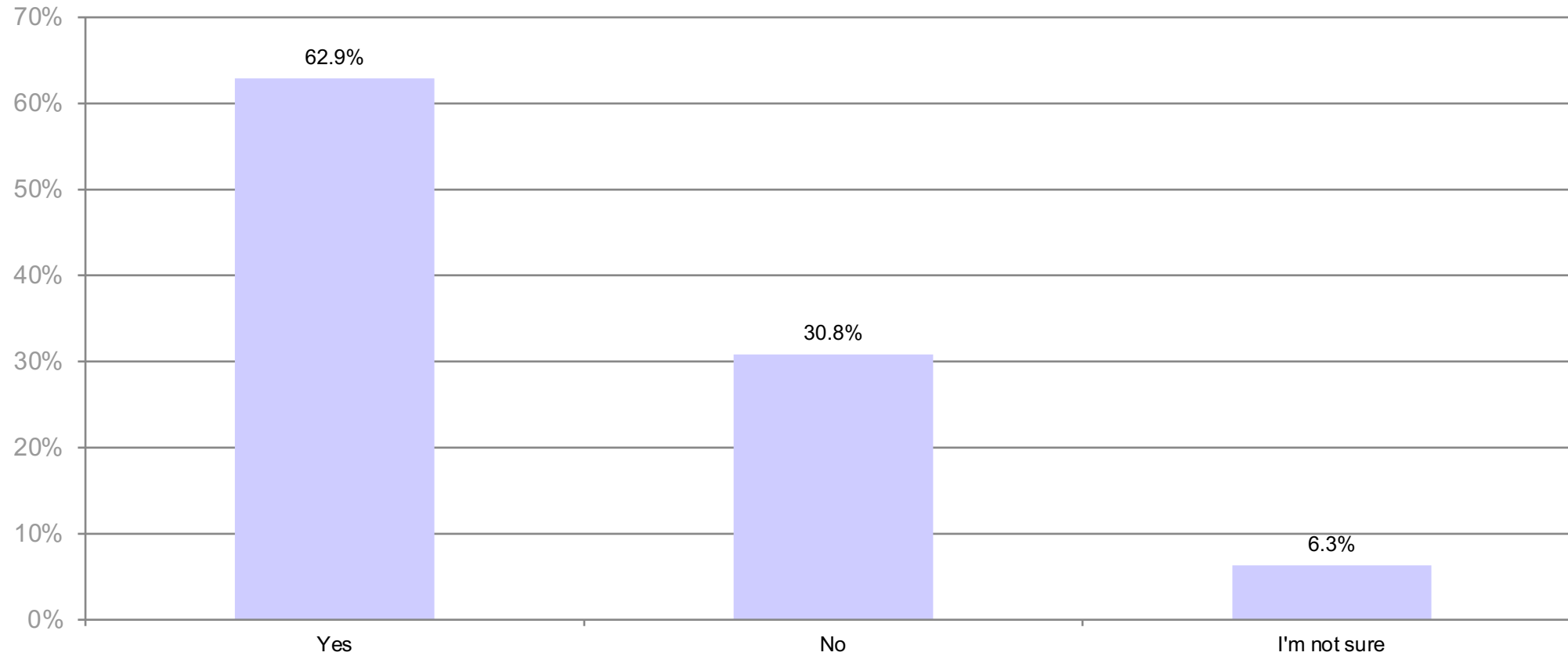
Single/Multiple Choice



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

1. Have you heard of ChatGPT?

Single/Multiple Choice

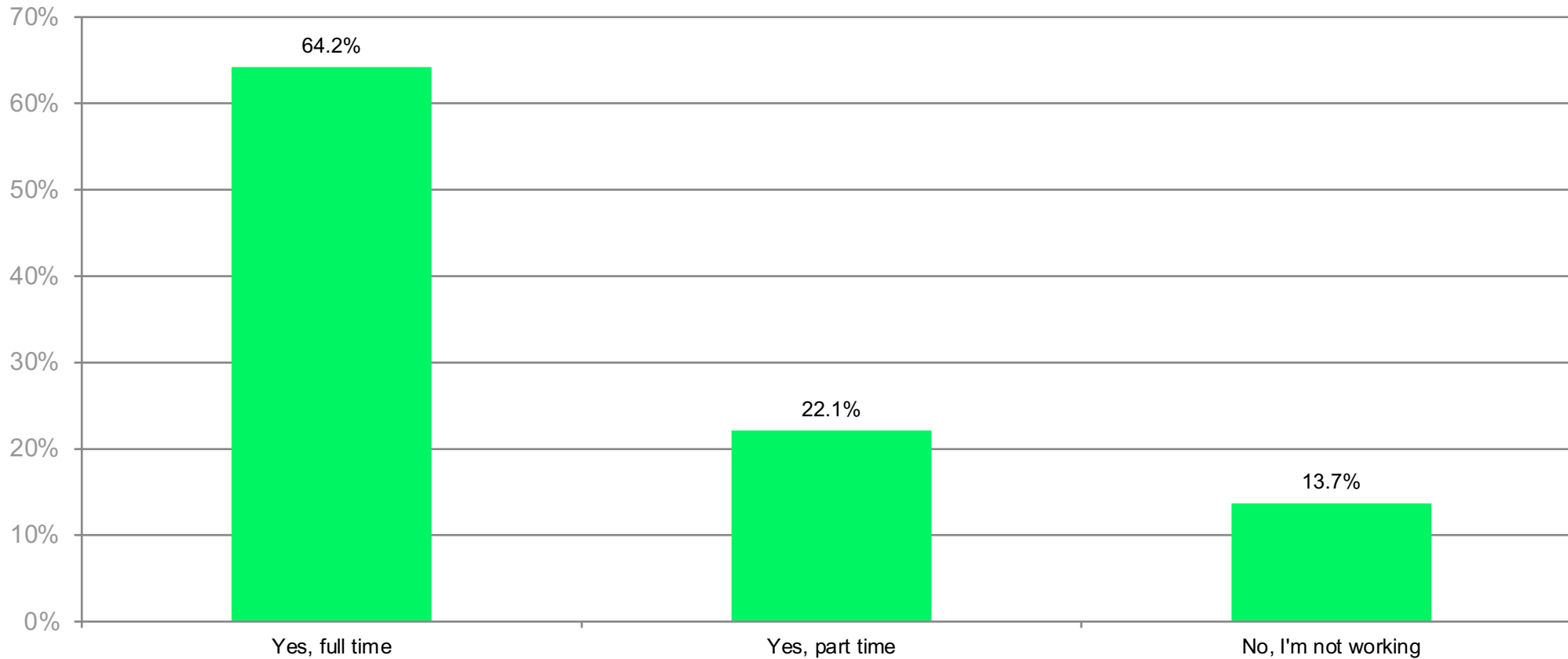


All (N=1300), filtered (N=1300) All participants



2. Are you currently employed?

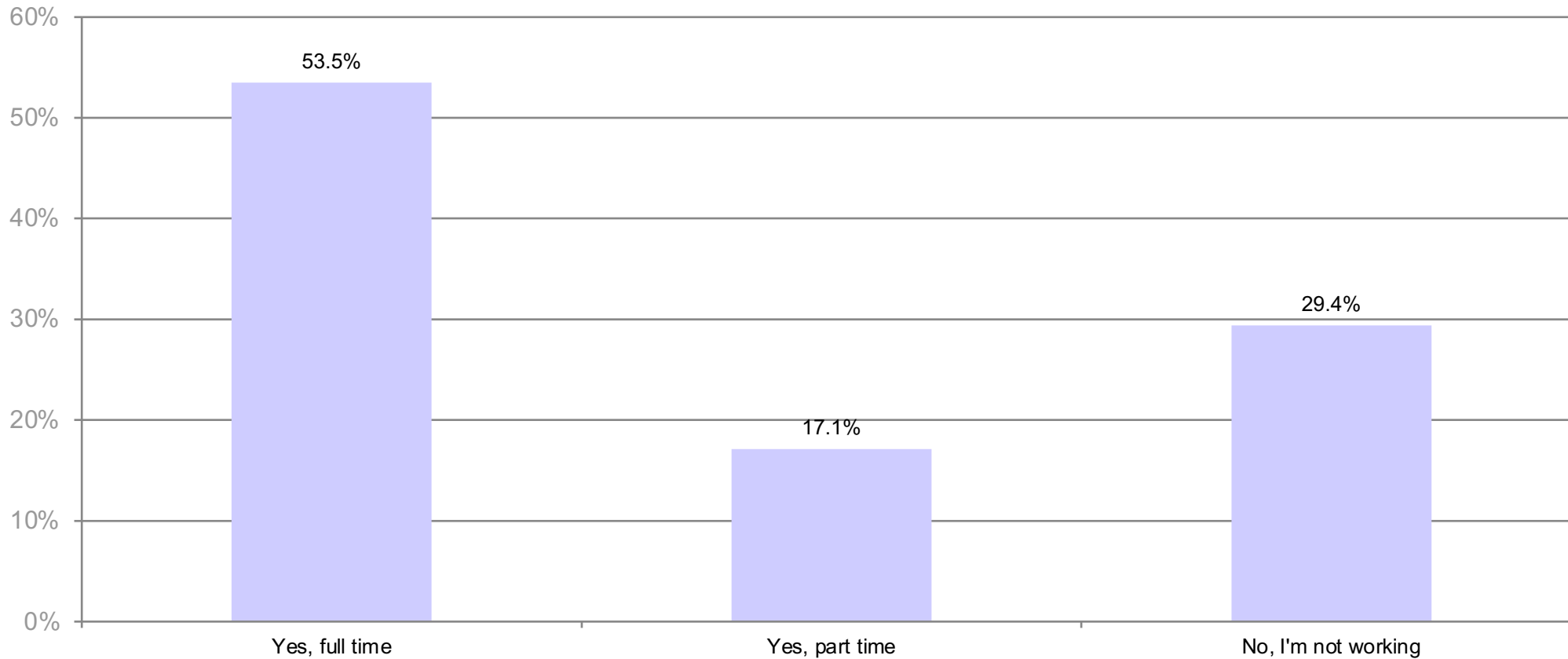
Single/Multiple Choice



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

2. Are you currently employed?

Single/Multiple Choice

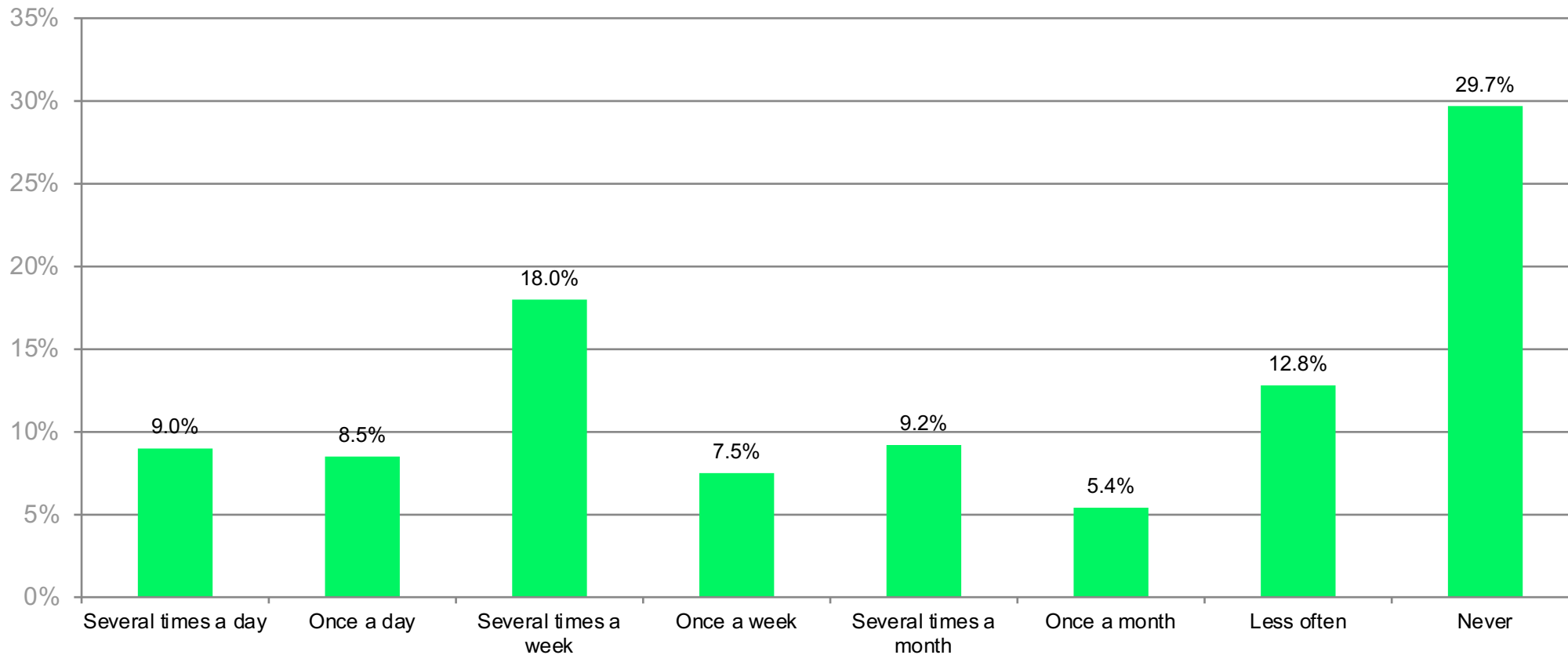


All (N=1300), filtered (N=1300) All participants



3. How often do you use ChatGPT on average?

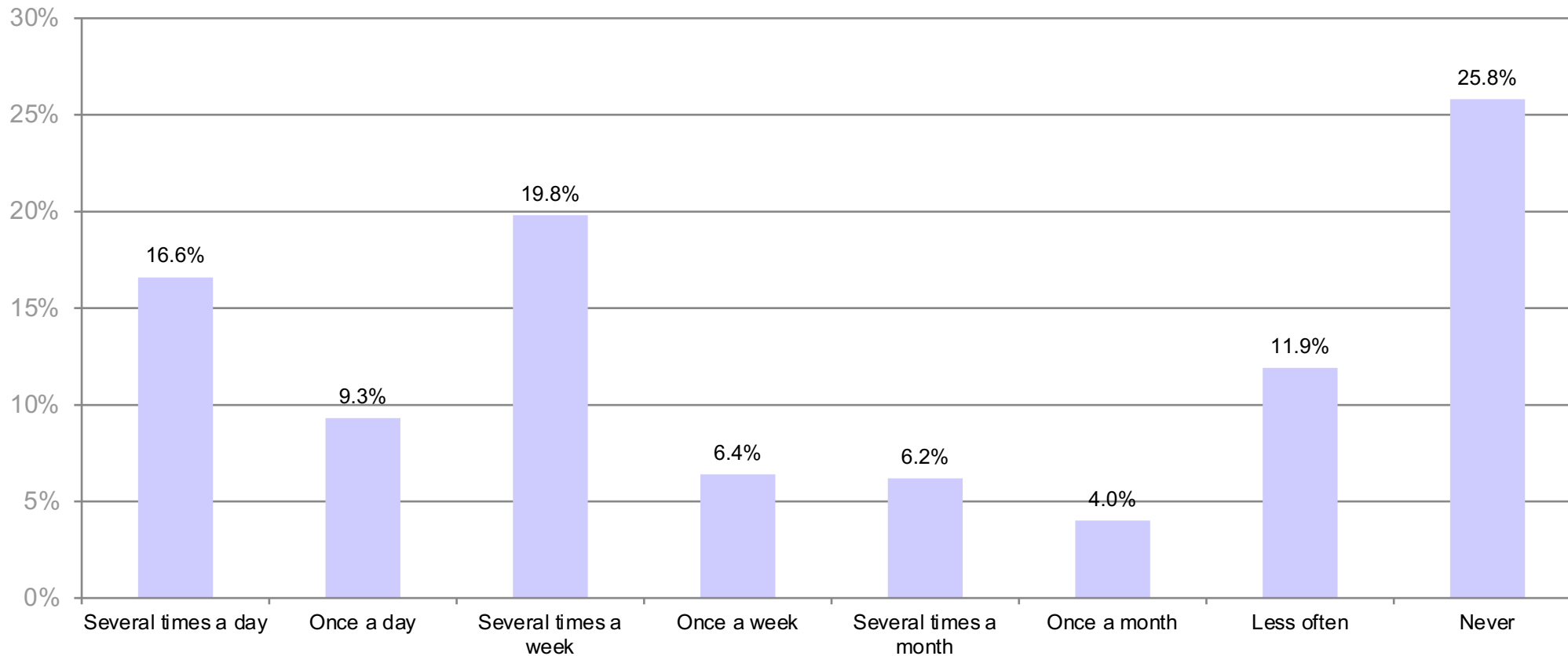
Single/Multiple Choice



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

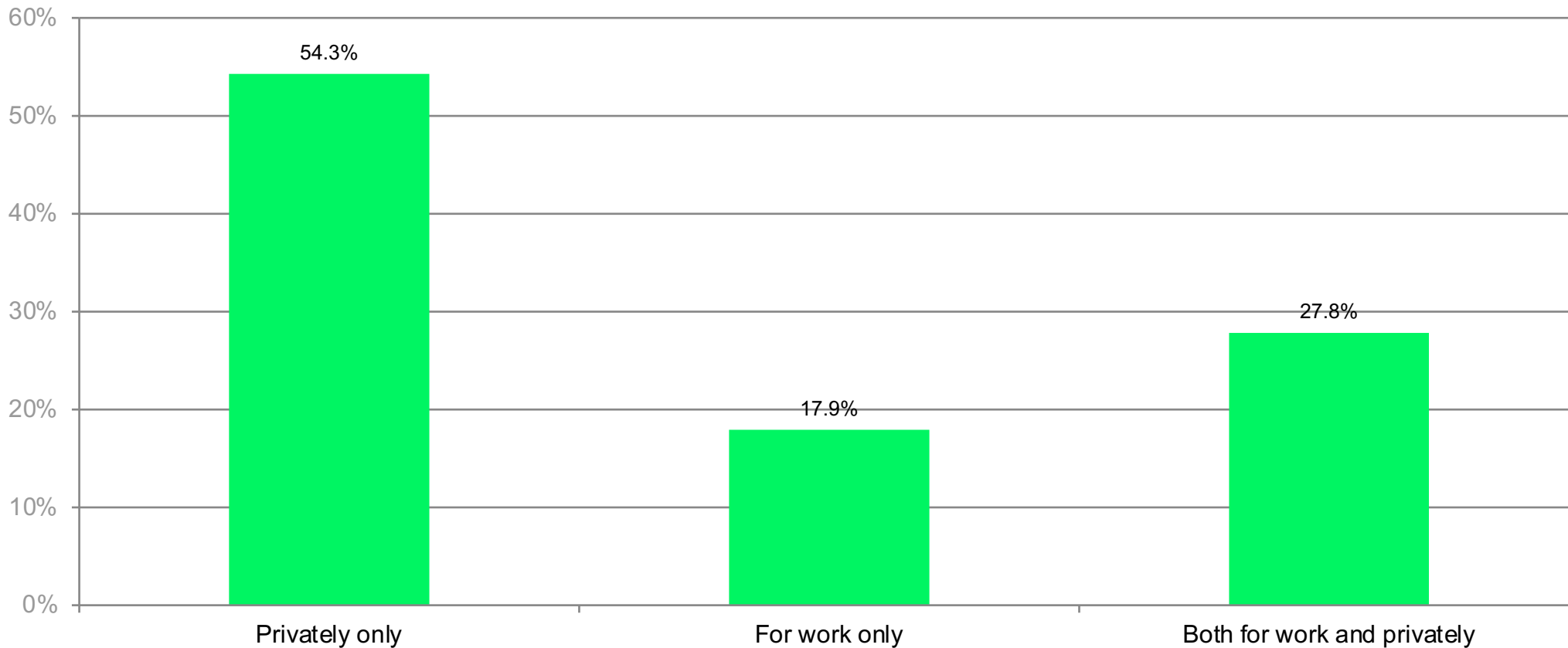


All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



4. For what purpose do you use ChatGPT?

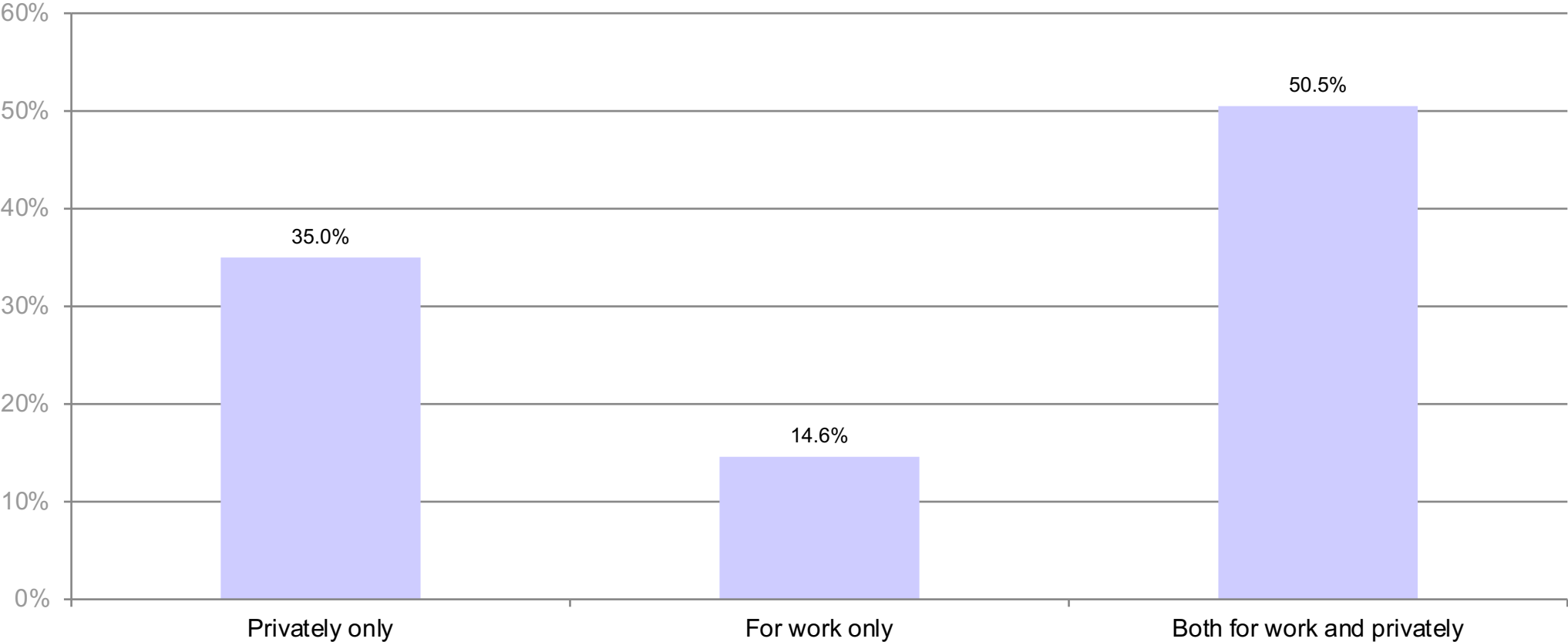
Single/Multiple Choice



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

4. For what purpose do you use ChatGPT?

Single/Multiple Choice

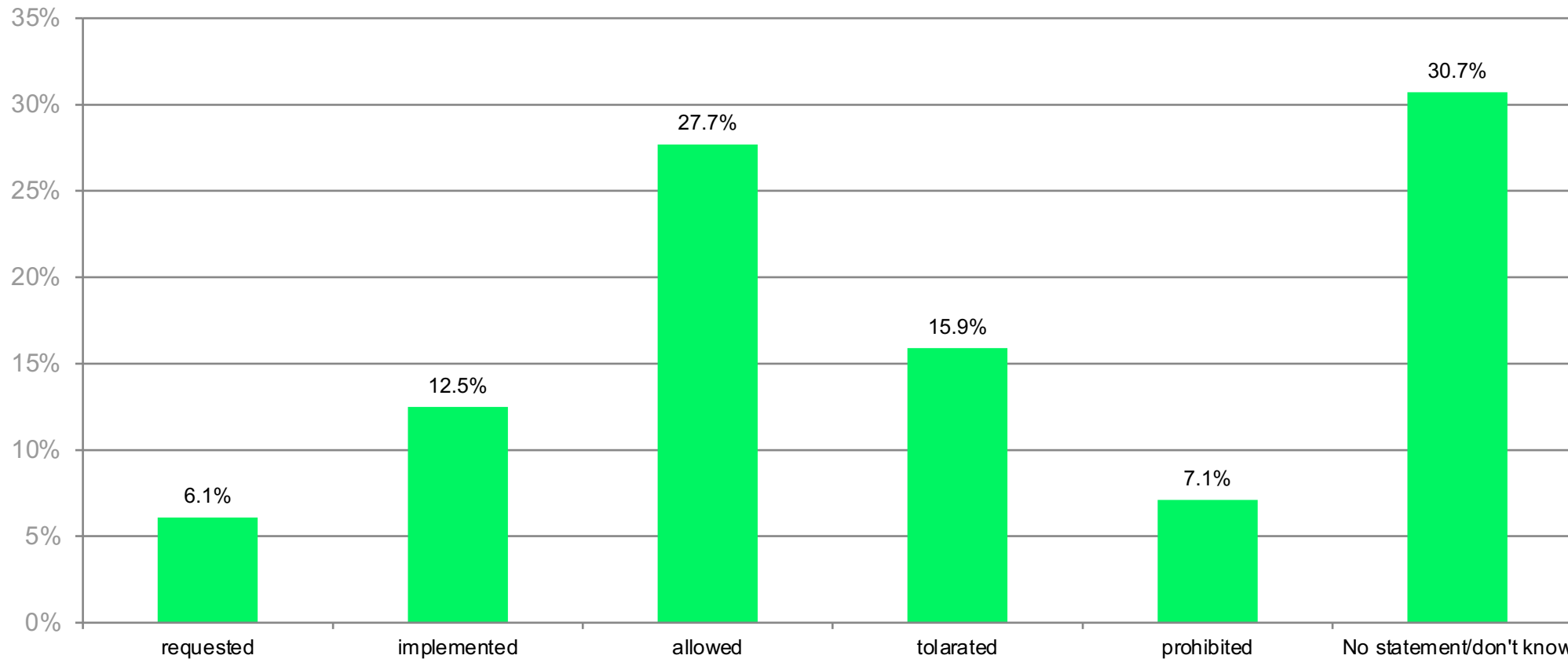


All (N=1300), filtered (N=515) Employees using ChatGPT



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

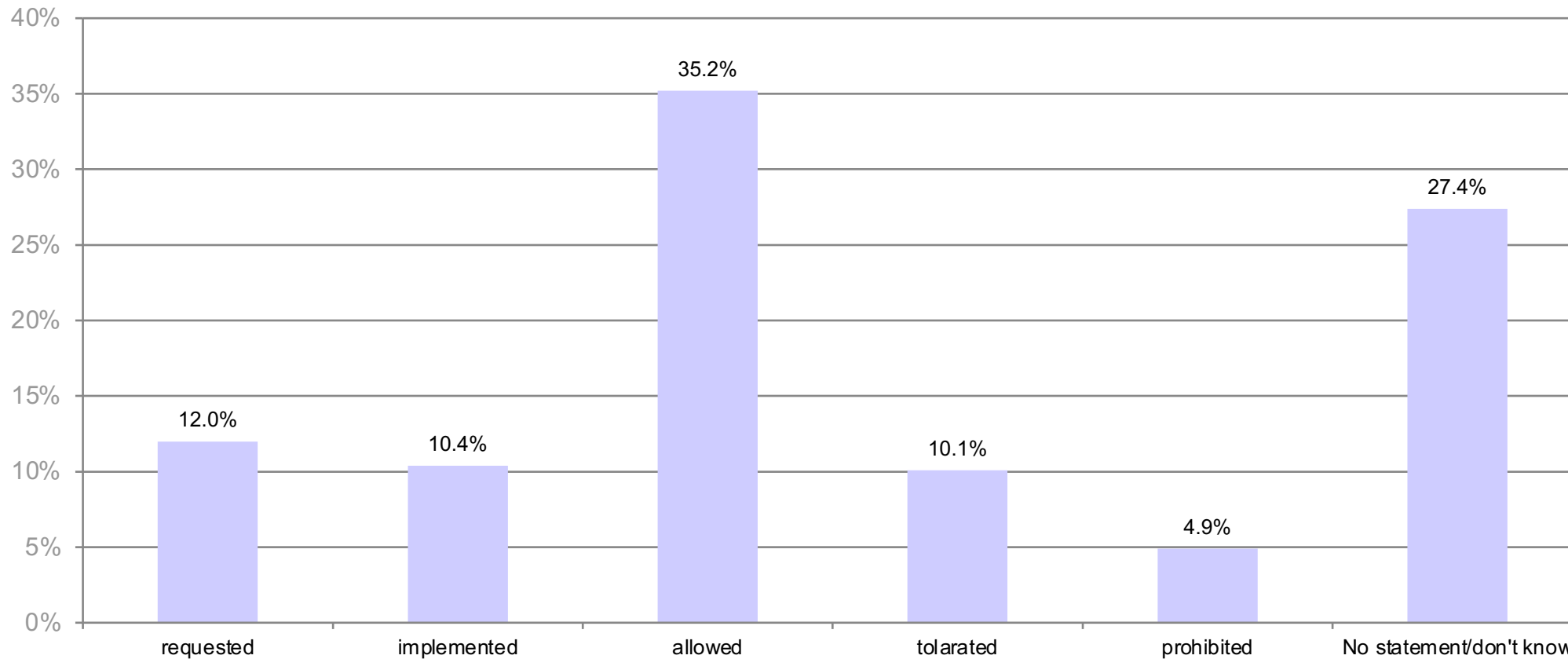
Single/Multiple Choice



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

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

Single/Multiple Choice

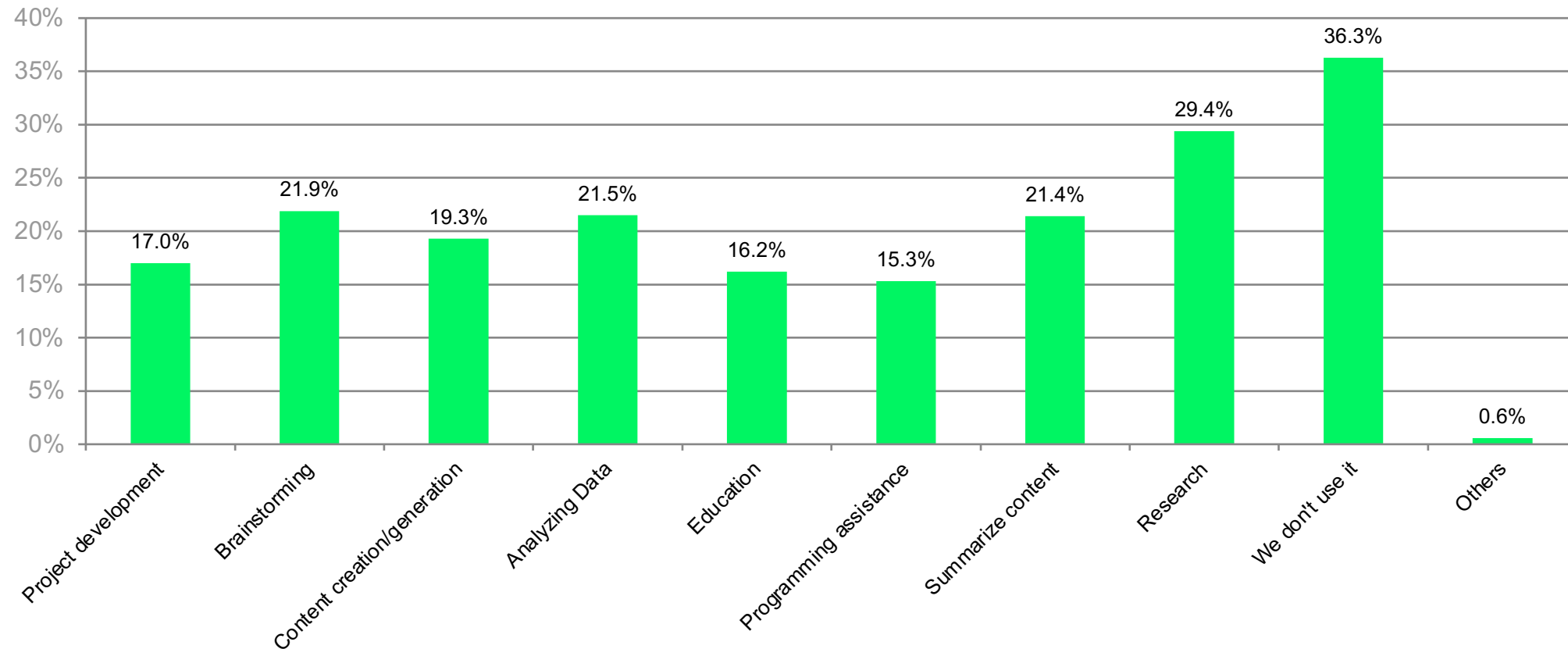


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



6. What is ChatGPT used for in your company?

Single/Multiple Choice



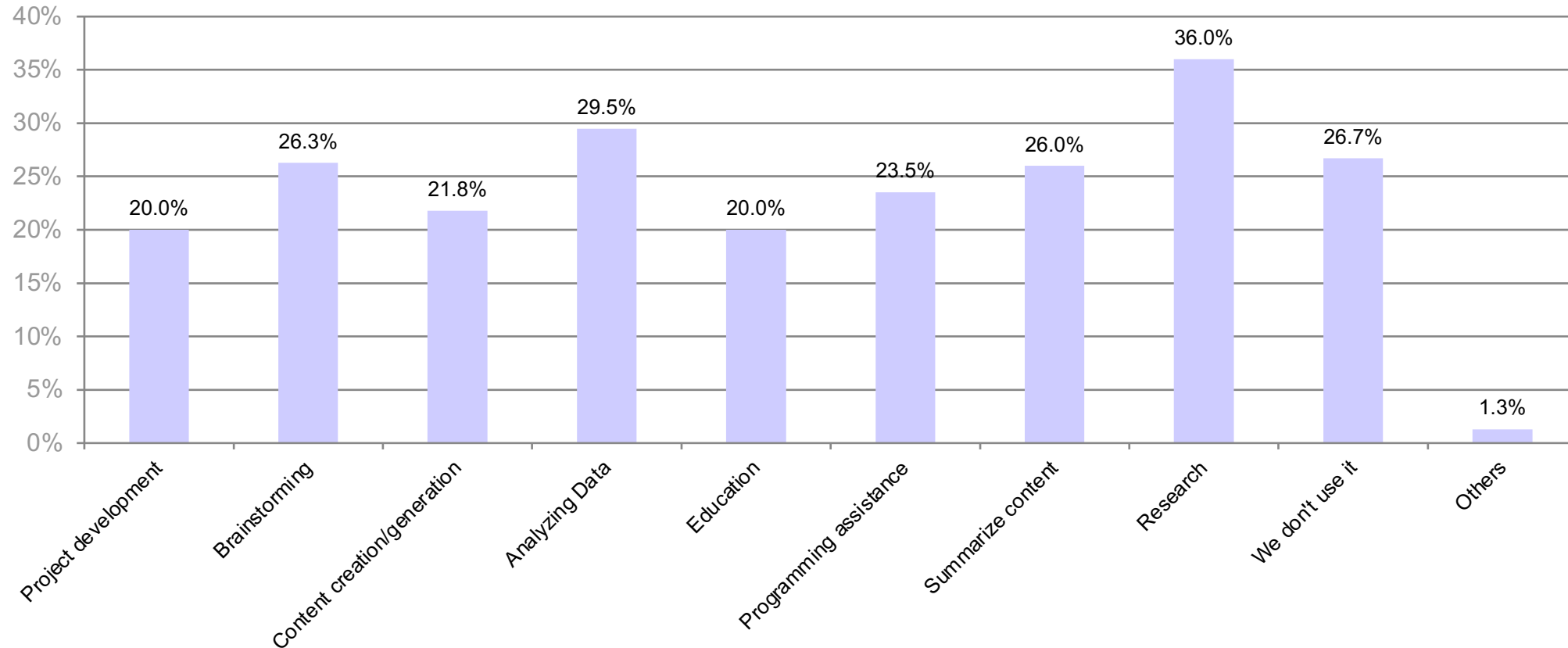
All (N=1300), filtered (N=786) Professionals who have already heard about ChatGPT

Germany



6. What is ChatGPT used for in your company?

Single/Multiple Choice

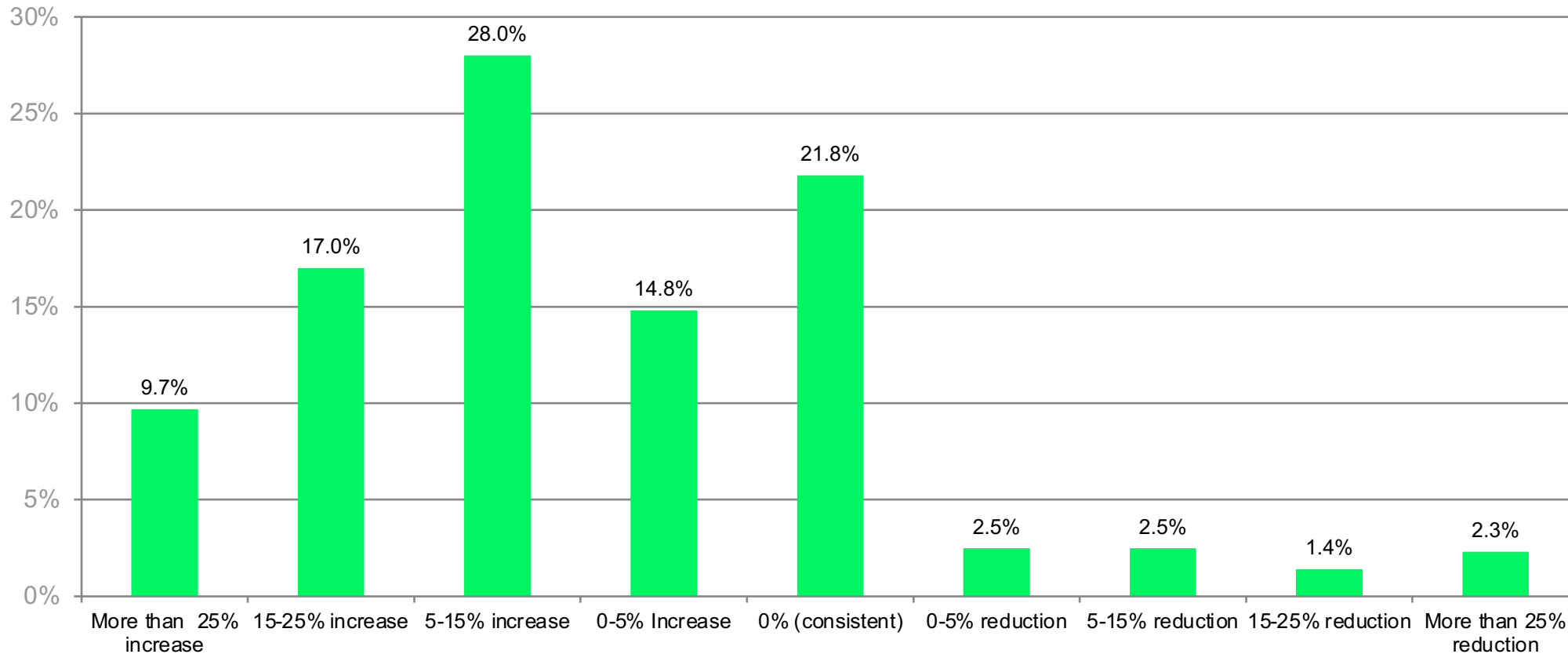


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



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

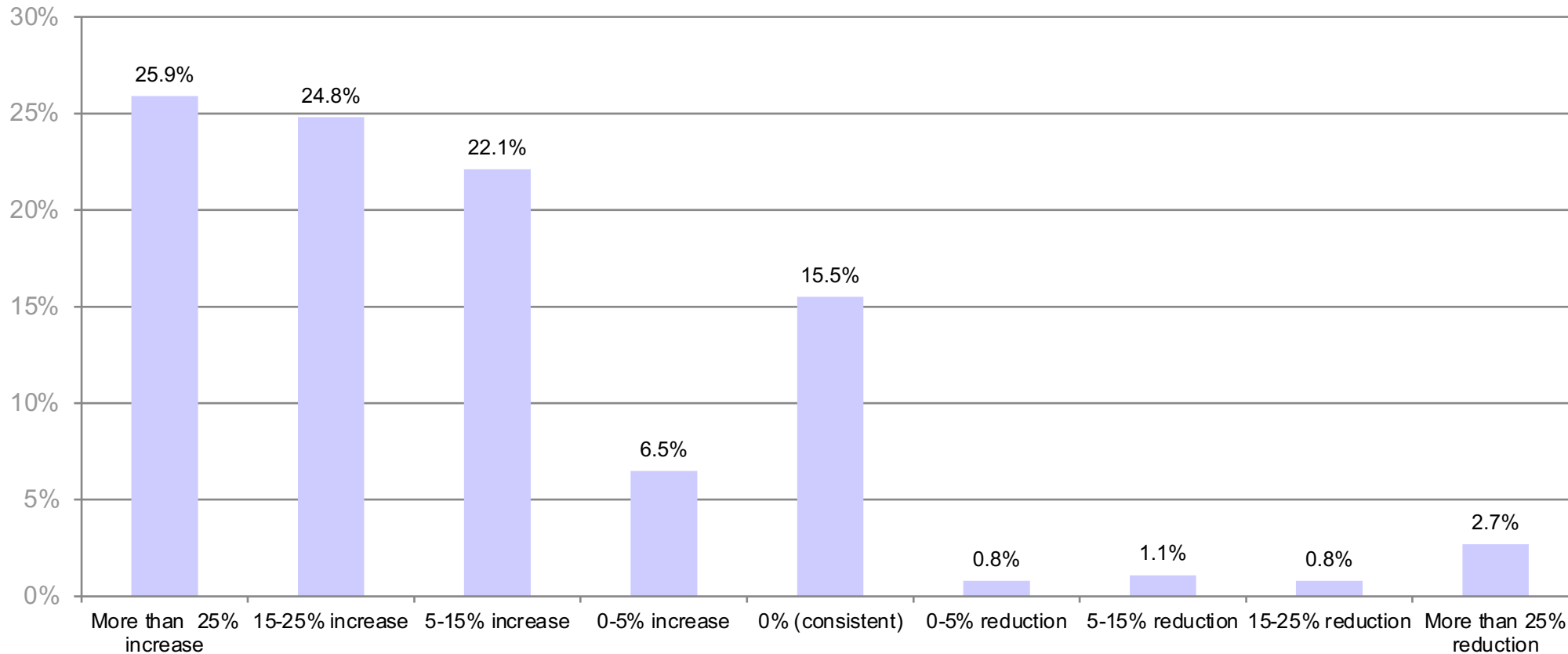
Single/Multiple Choice



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

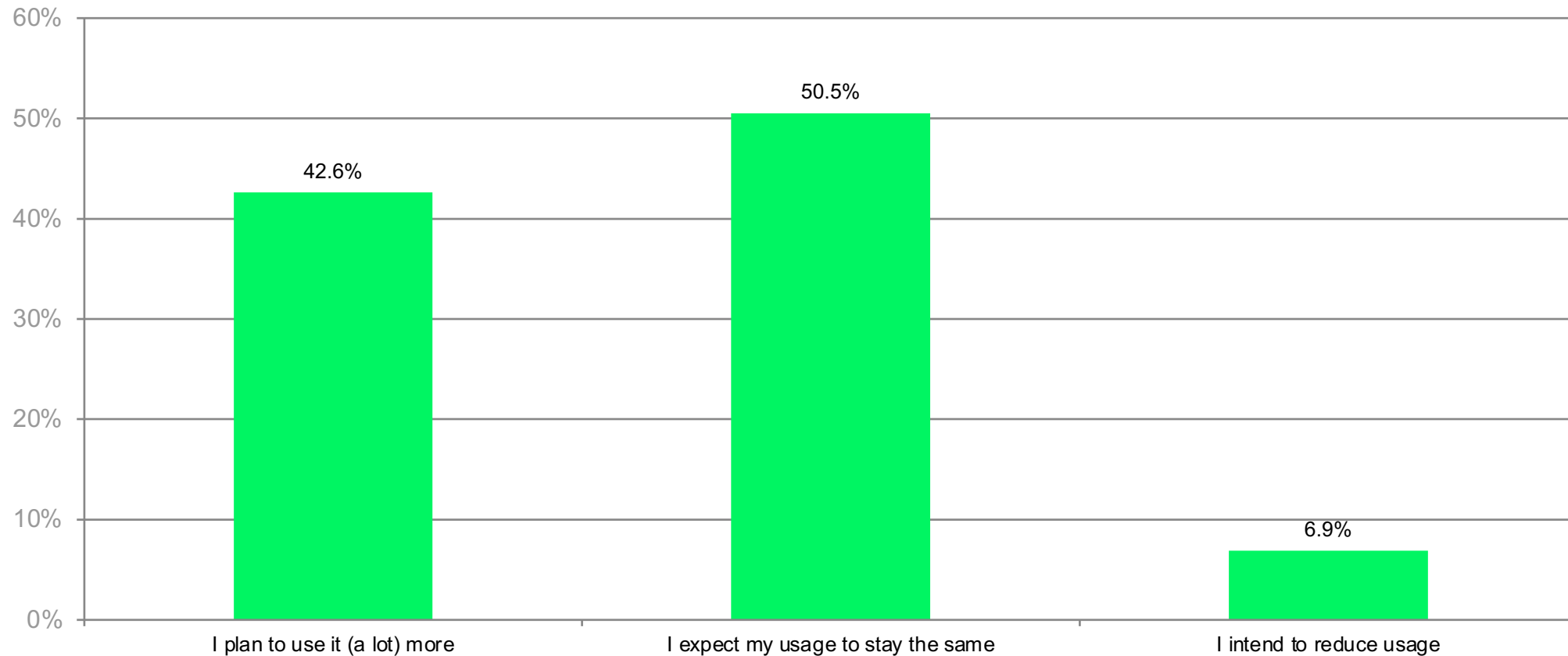


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



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

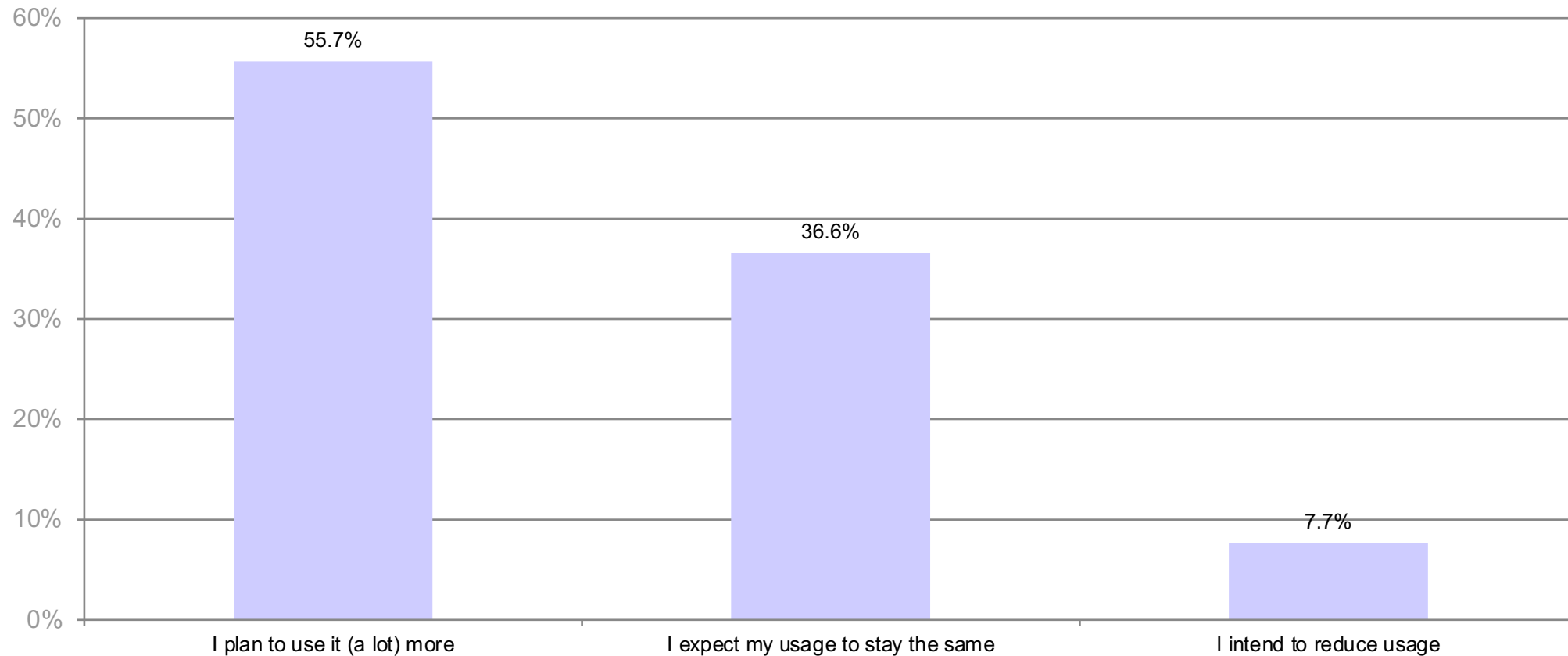
Single/Multiple Choice



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

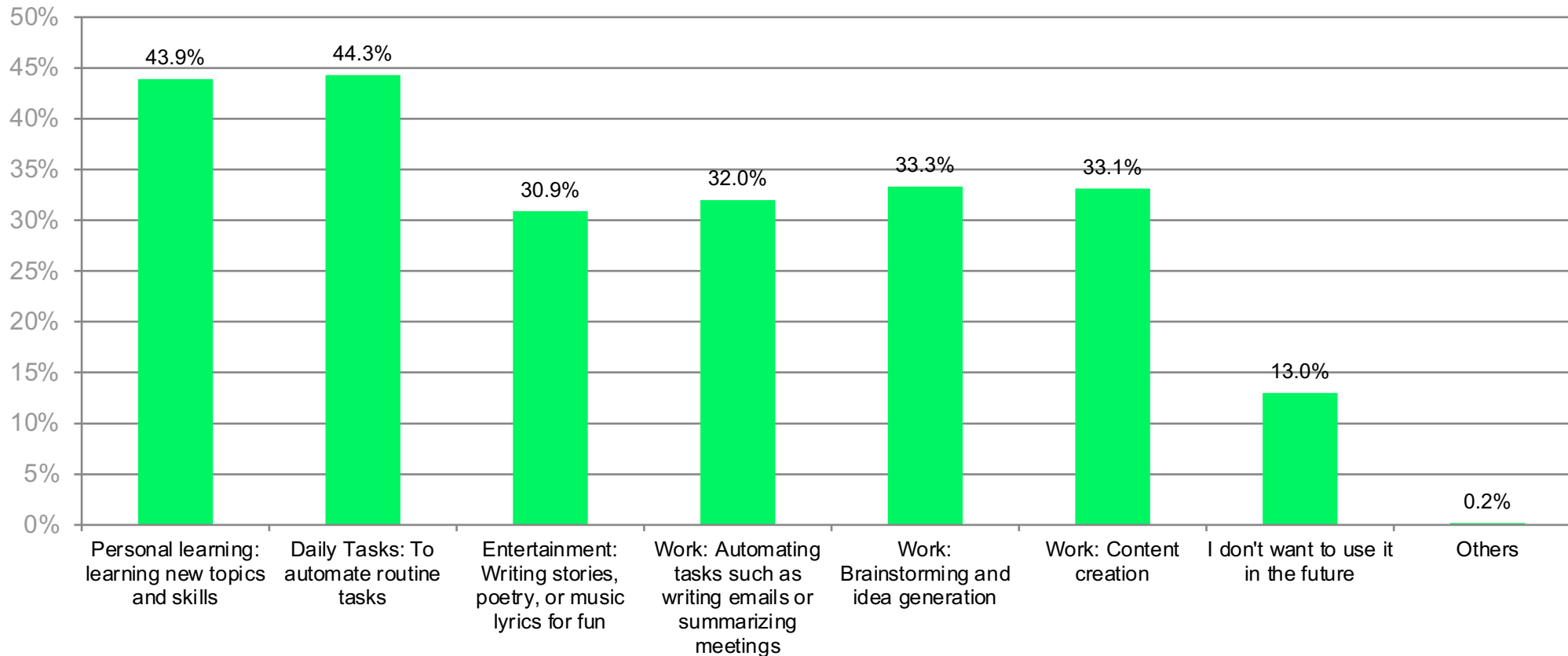


All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



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

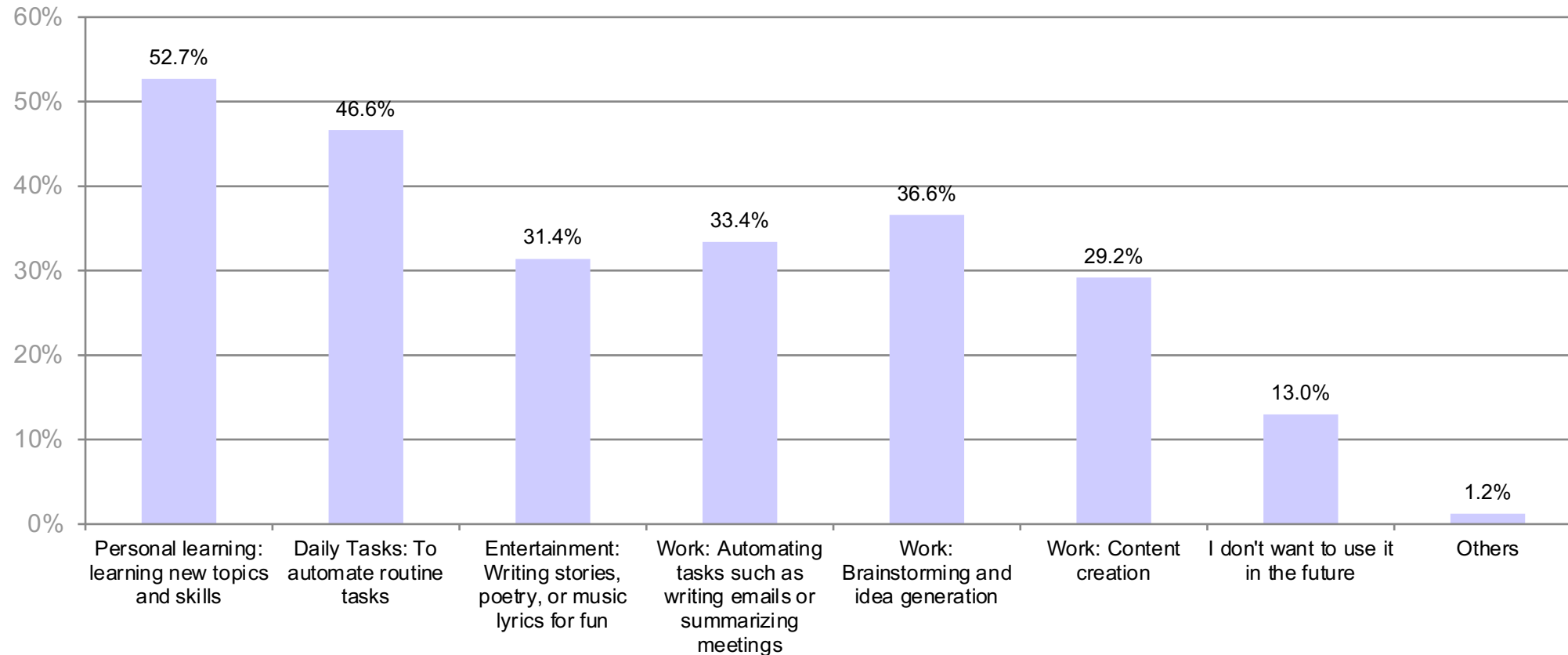
Single/Multiple Choice



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



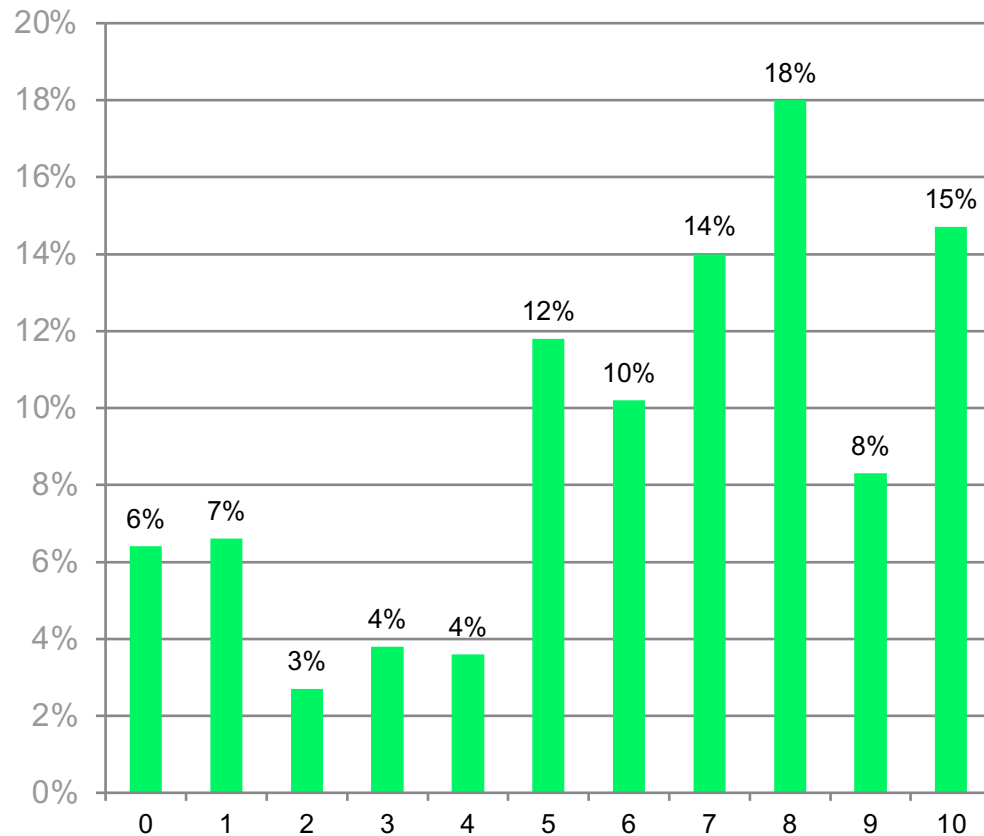
All (N=1300), filtered (N=818) Participants who have already heard about ChatGPT



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

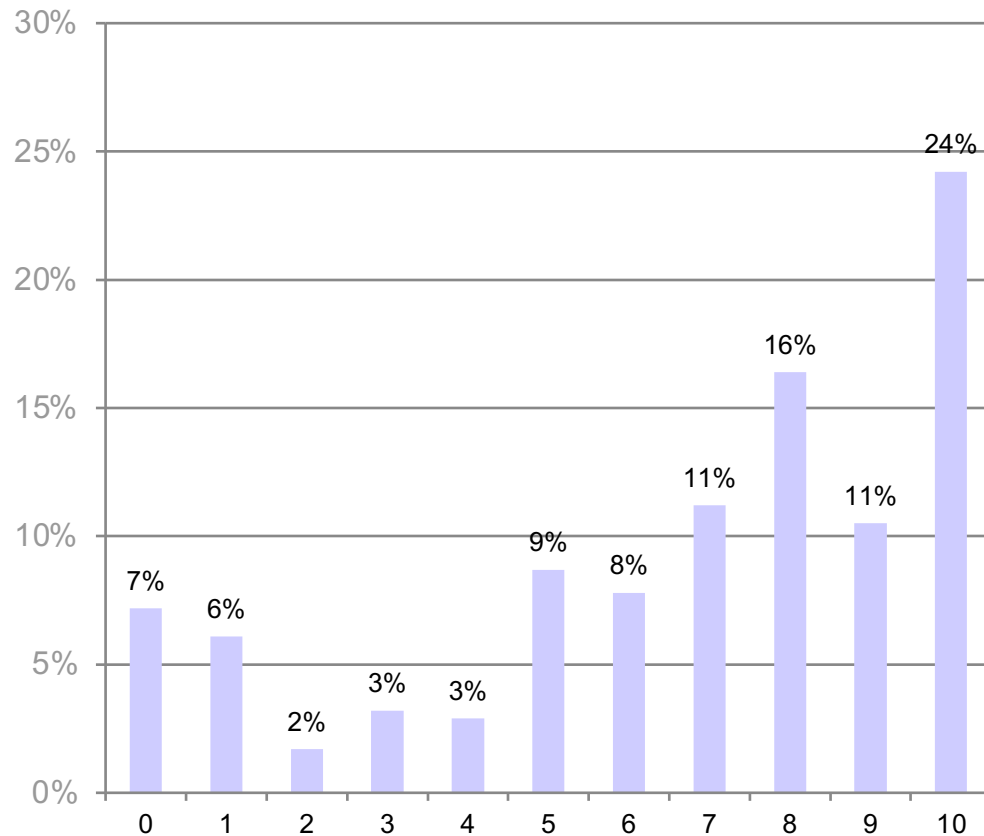
All (N=1300), filtered (N=893) Participants who have already heard about ChatGPT



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



Numeric Slider / NPS



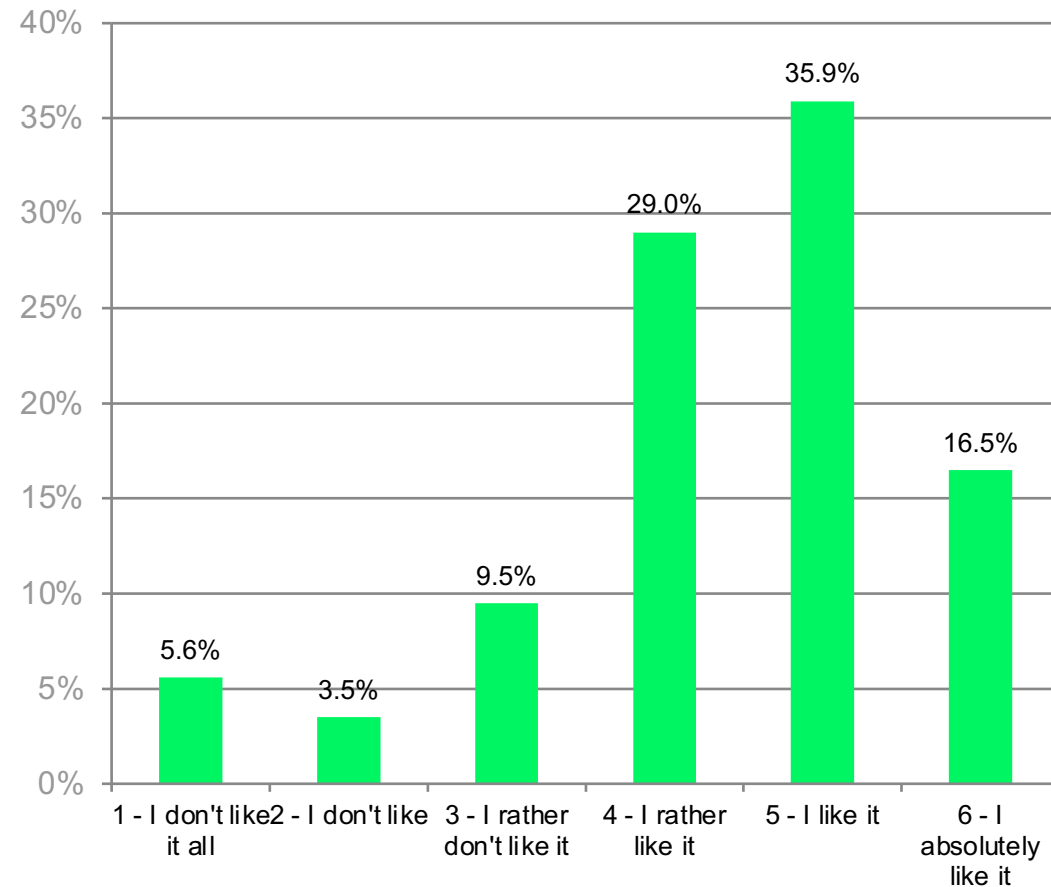
	Average	Std. Dev.	Median	Quartile 1	Quartile 3
All	6,68	3,17	8,00	5,00	9,00

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

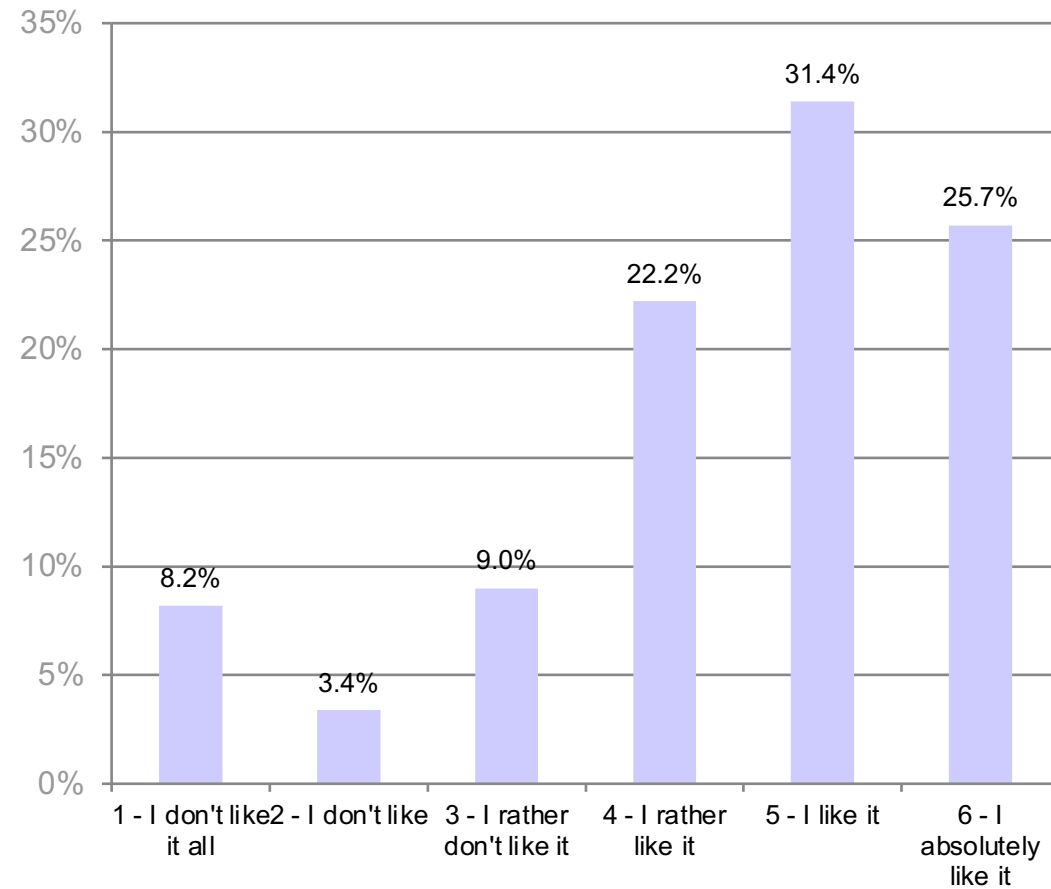


	Average	Std. Dev.	Top 2	Bottom 2
All	4,36	1,28	52,41%	9,07%

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



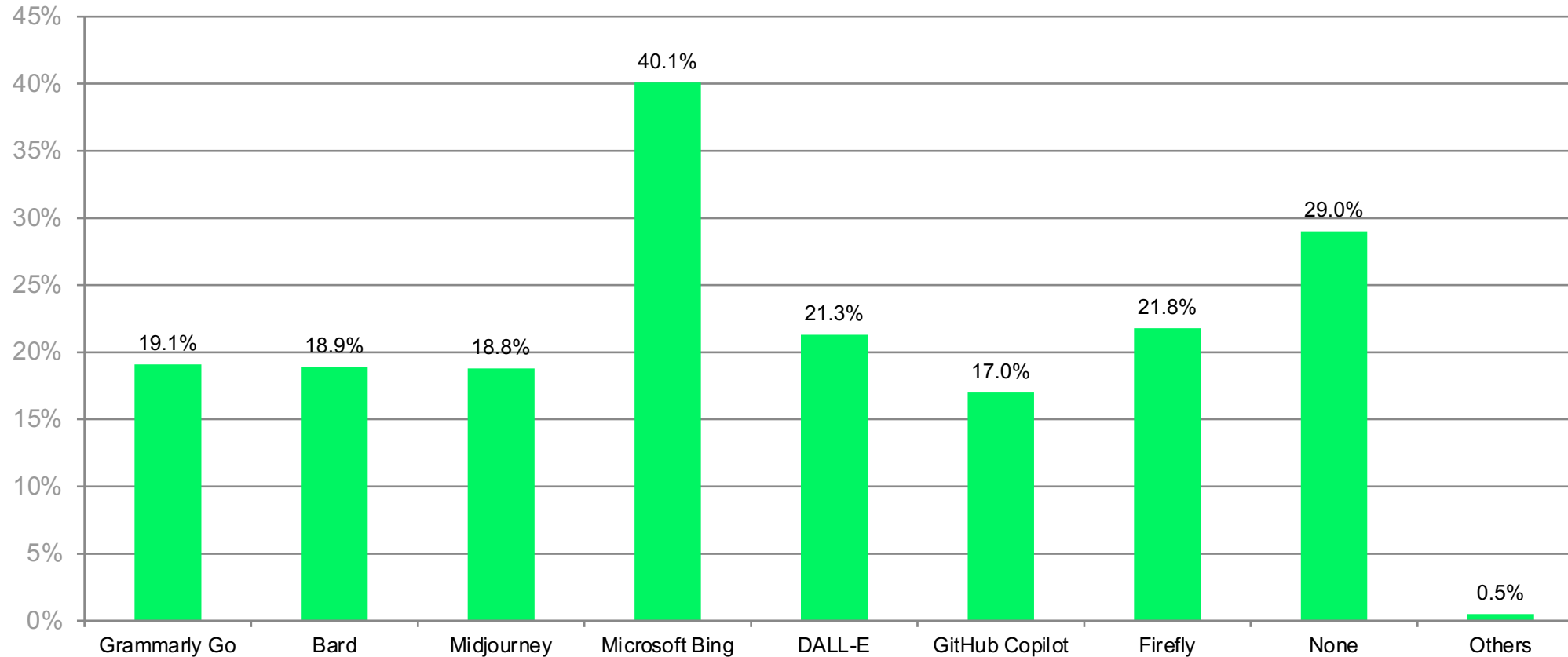
	Average	Std. Dev.	Top 2	Bottom 2
All	4,42	1,46	57,09%	11,61%

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?

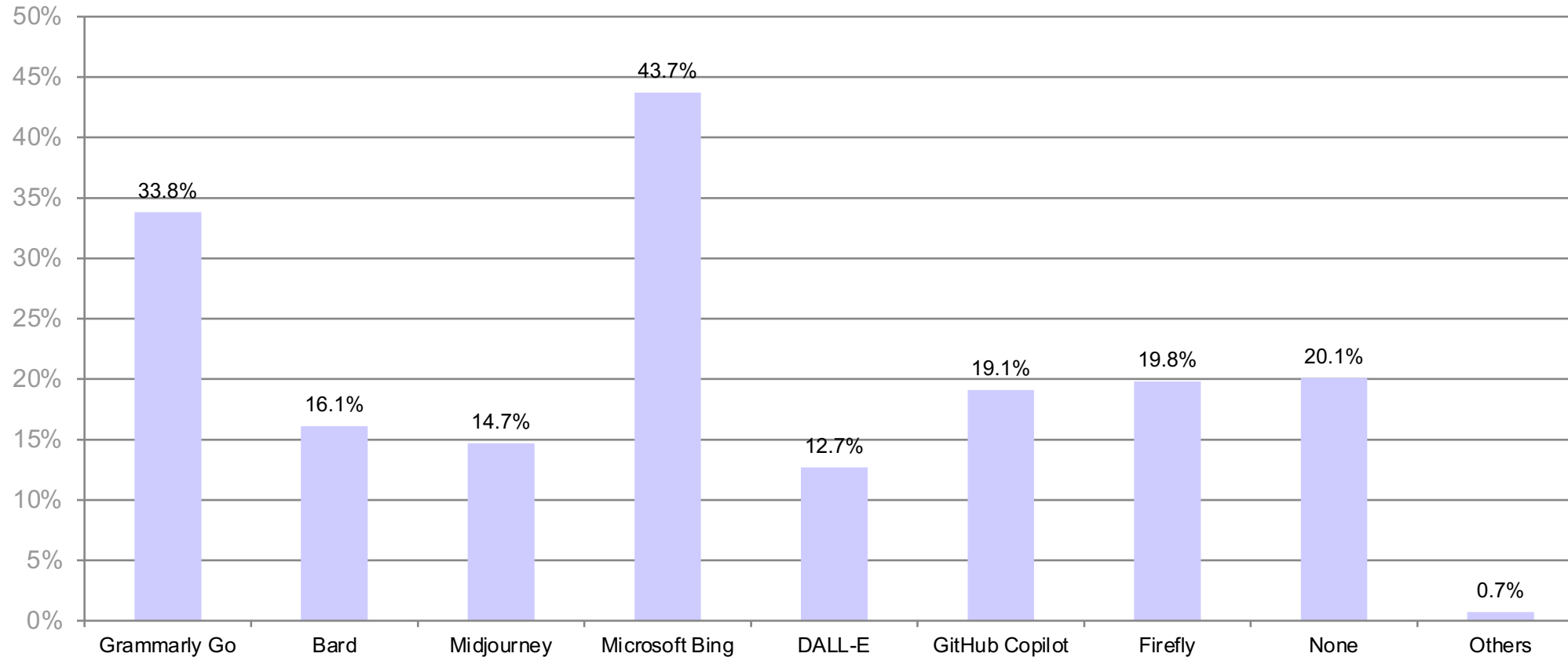
Single/Multiple Choice



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

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

Single/Multiple Choice

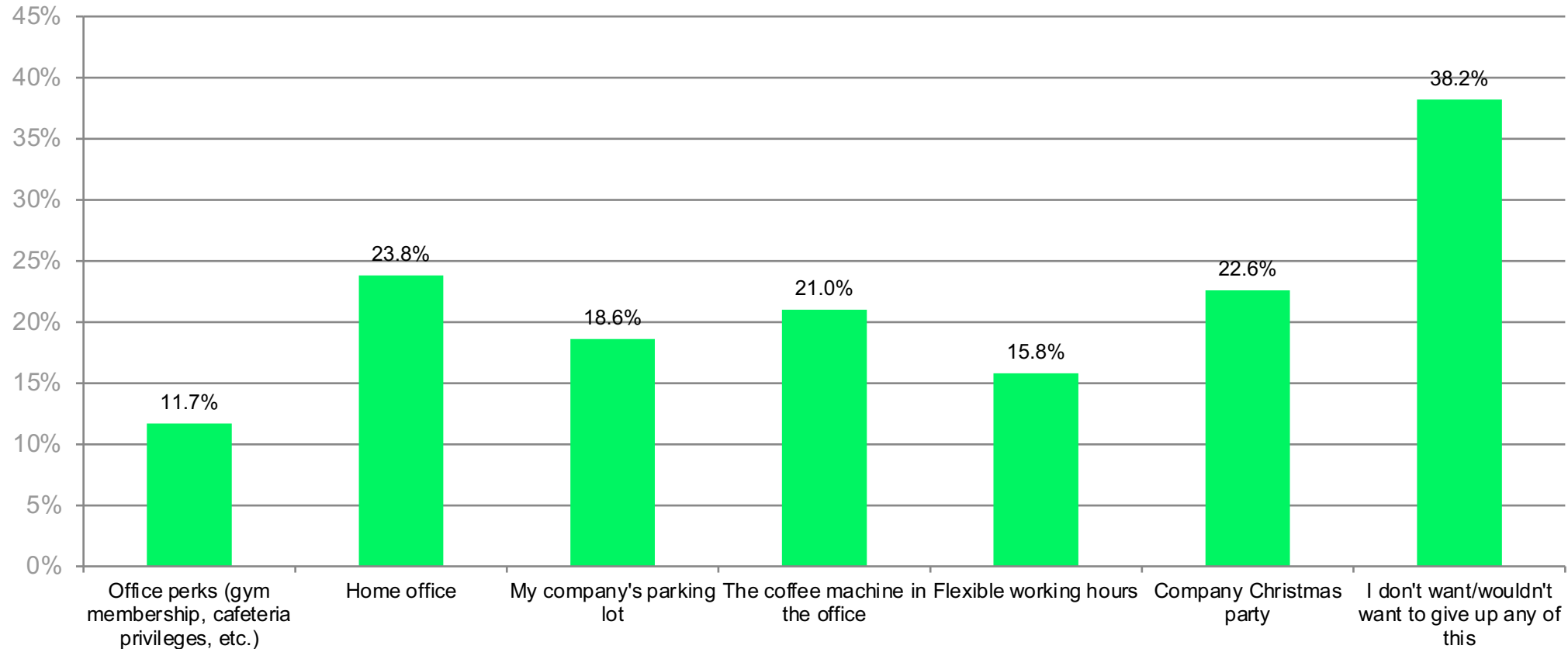


All (N=1300), filtered (N=607) Participants, who already used ChatGPT



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

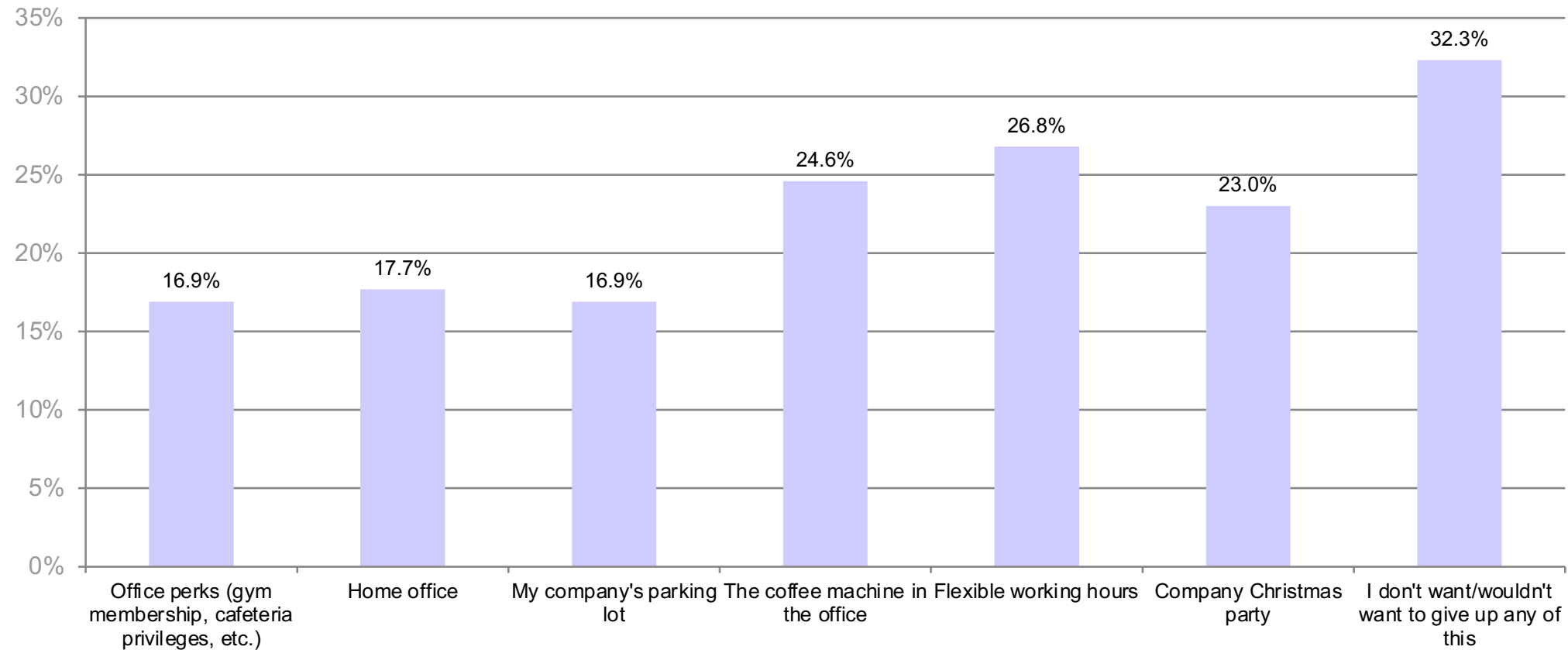
Single/Multiple Choice



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

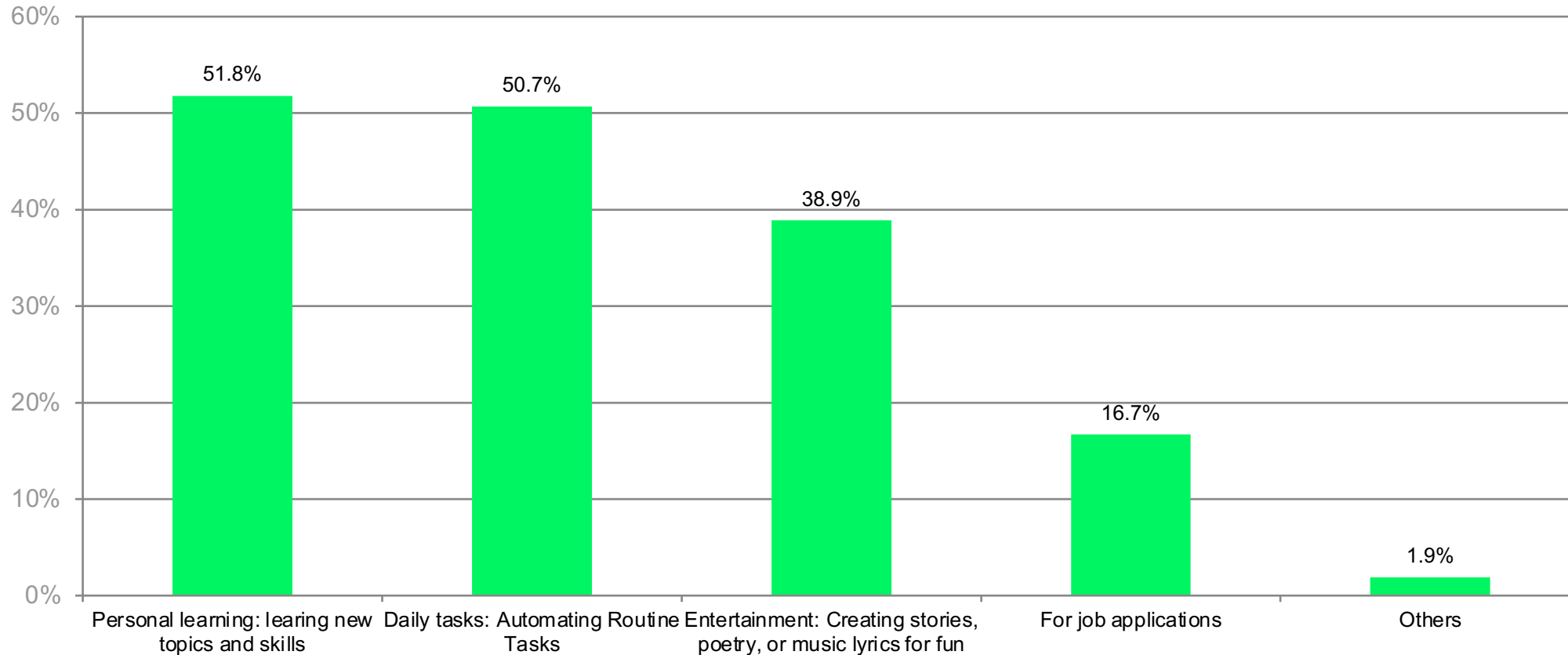


All (N=1300), filtered (N=634) Professionals who have already heard about ChatGPT



14. What exactly do you use ChatGPT privately for?

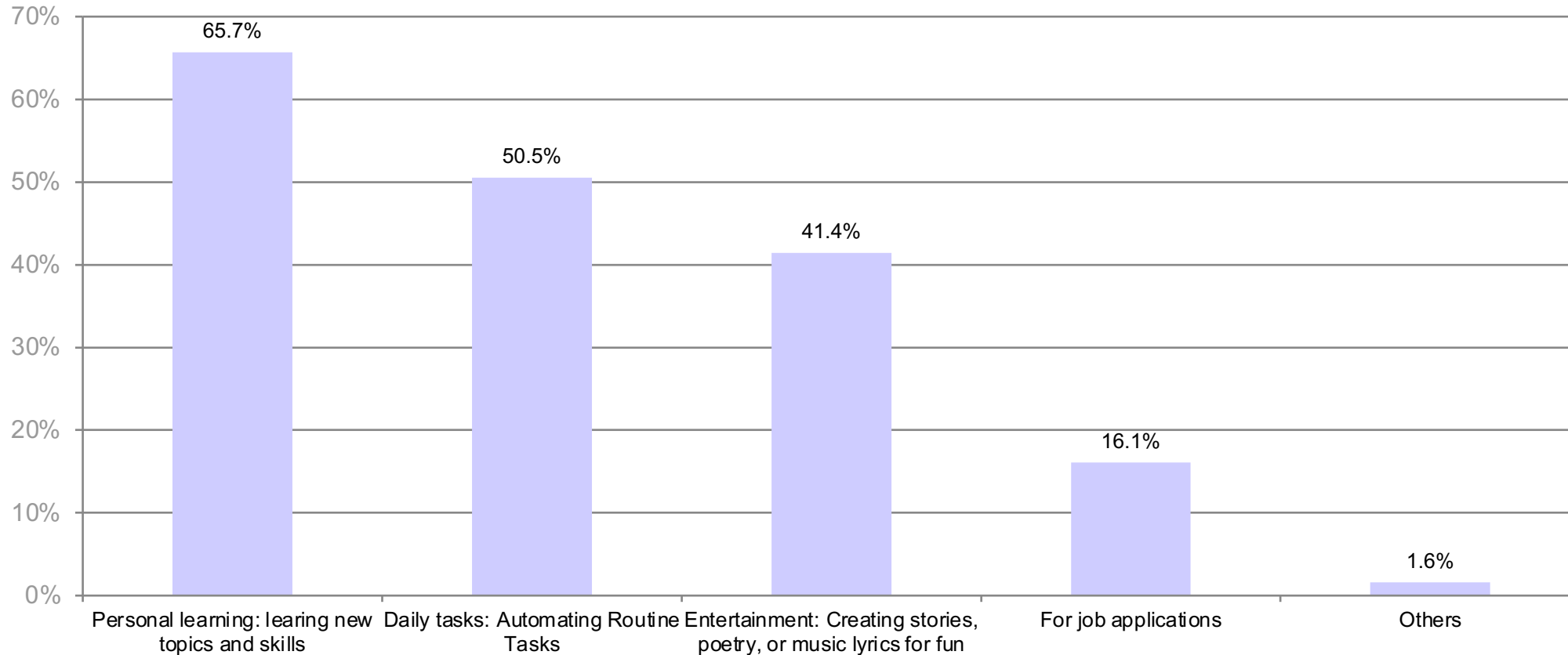
Single/Multiple Choice



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

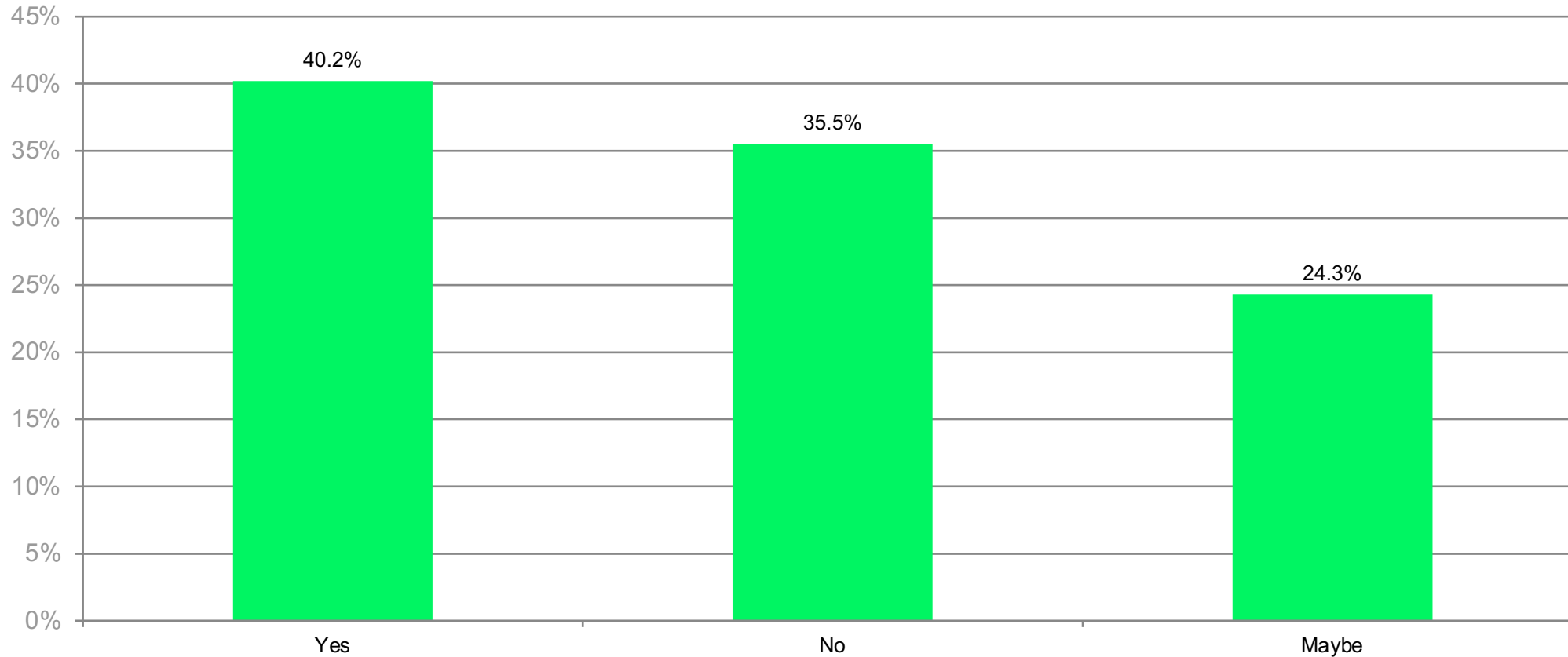


All (N=1300), filtered (N=440) Participants who use ChatGPT privately or for work and personal use



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

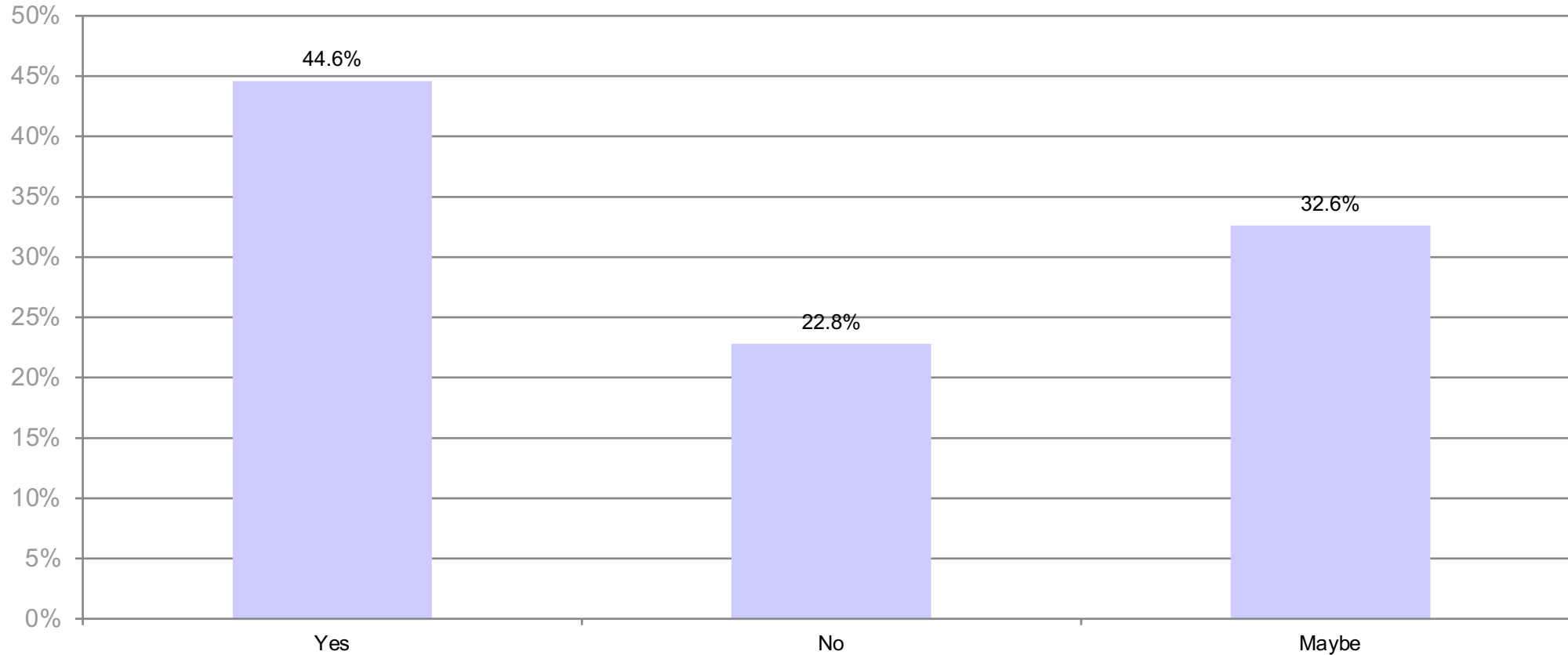
Single/Multiple Choice



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



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

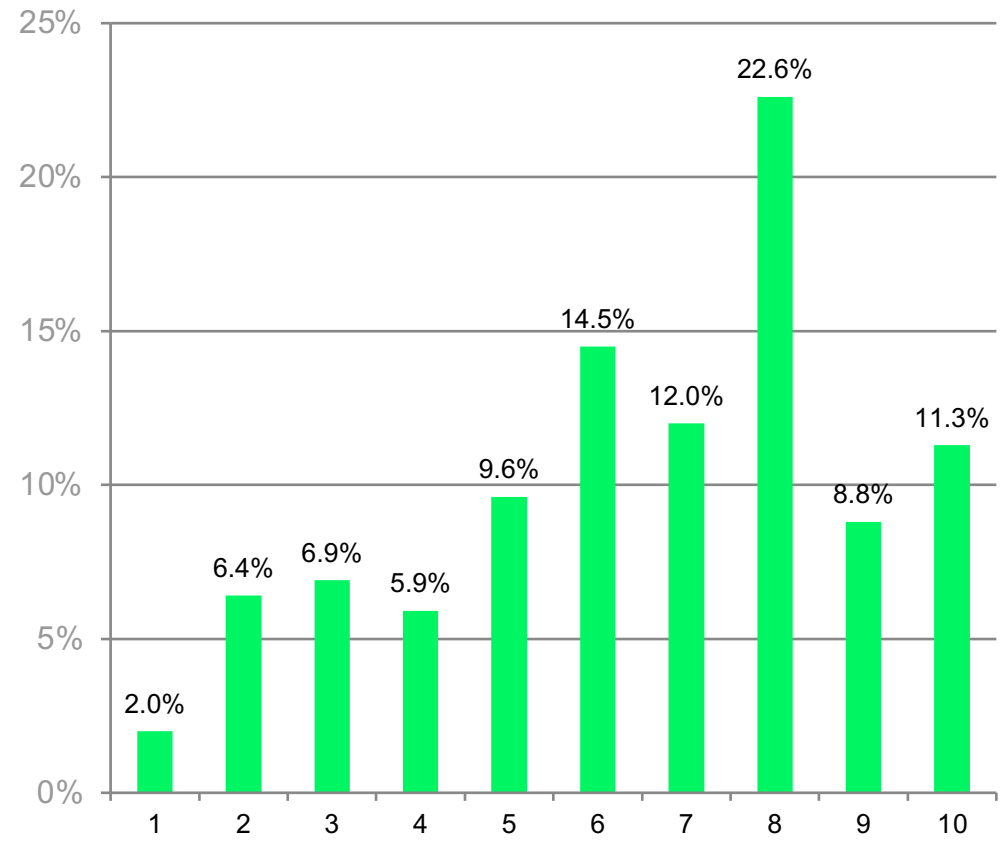
Show info

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

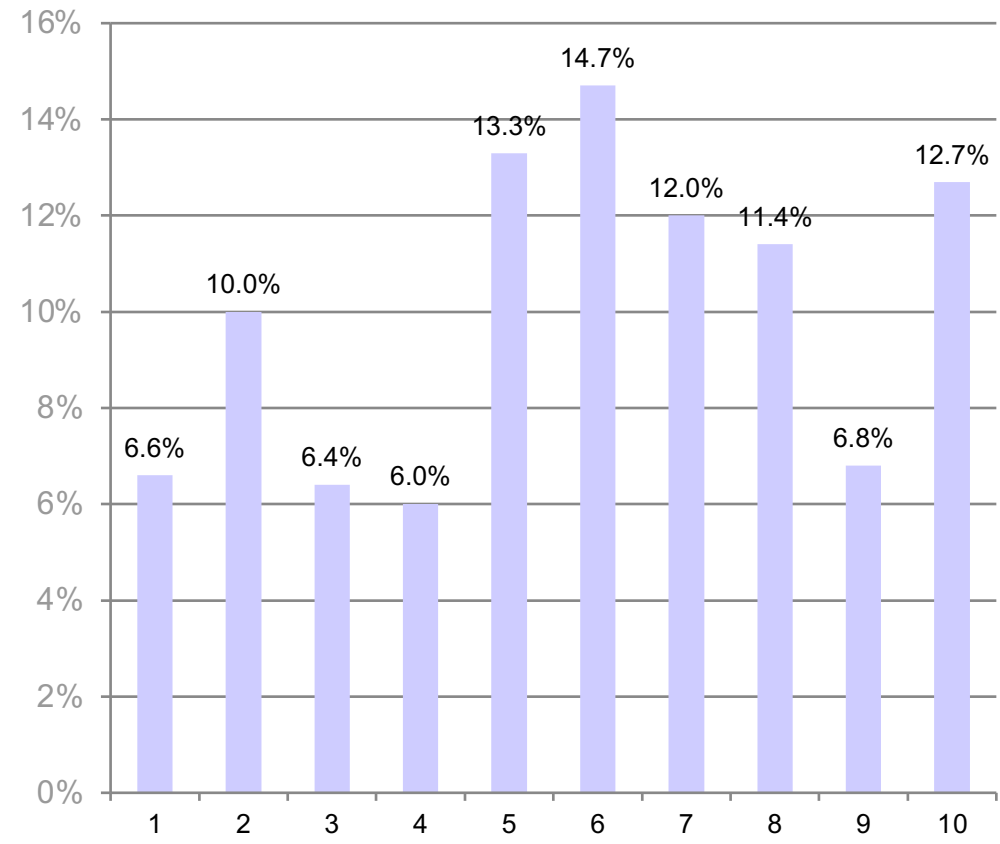


	Average	Std. Dev.	Median	Quartile 1	Quartile 3
All	6,52	2,42	7,00	5,00	8,00

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?

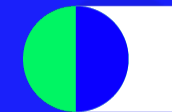
Numeric Slider / NPS



	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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