

Most US adults still haven't heard of ChatGPT

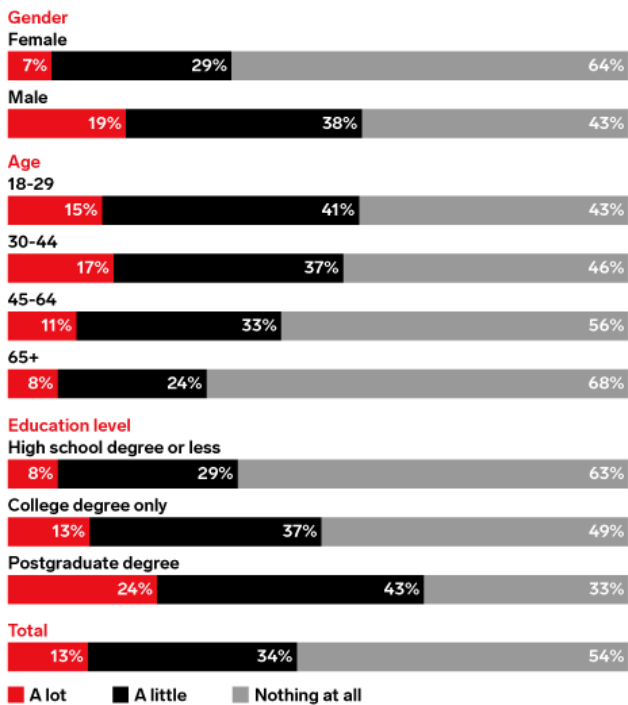
Article

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As of last month, 54% of US adults were not familiar with ChatGPT at all, according to YouGov. Familiarity increased with education level, with 67% of those with a postgraduate degree having some knowledge about the conversational AI product.

Familiarity With ChatGPT Among US Adults, by Demographic, Jan 2023

% of respondents in each group



Note: numbers may not add up to 100% due to rounding
Source: YouGov as cited in company blog, Feb 1, 2023

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Beyond the chart: Familiarity with the tech is bound to pick up following Microsoft's debut of a ChatGPT-powered Bing and Google's announcement of its own AI search bot, Bard.

Even if people aren't familiar with ChatGPT or its peers, they could soon be using the technology without realizing it. As AI search becomes more common from an end-user perspective, search engines will be pressured to deliver accurate results. Google's Bard has already fallen short, **delivering an inaccurate response** in its first public demo.

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Methodology: Data is from a YouGov survey as cited in a February 2023 blog post. 1,000 US adults ages 18+ were surveyed online during January 24-27, 2023. The random sample was stratified by gender, age, race/ethnicity, education level, and geographic region based on the US Census Bureau's 2019 American Community Survey. The margin of error for the overall sample is approximately +/-4 percentage points.