

The Daily: The great big monthly advertising, media, and retail quiz - April

Audio

On today's special episode, we begin our brand-new monthly show where we discuss the biggest trends of the moment and the newest research, sprinkle in some analysis, and bundle

it up into a quiz. Every month, three of our analysts representing their respective coverage area teams will compete against each other. (We also encourage you to play along at home.) We'll keep a running score all year and crown a winning team at the end of the year. Tune in to the discussion with this month's contestants: our vice president of content Suzy Davidkhanian and analysts Paul Verna and Yory Wurmser.

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Episode Transcript:

Marcus Johnson:

Hello everyone and welcome to the Great Big Advertising Media and Retail Quiz of the Month. It's a long name. We'll work on it. April 2023, a special episode of the Behind the

Numbers Daily, an eMarketer podcast made possible by Cint. This is our brand-new monthly show that discusses the biggest trends of the moment and newest research, and bundles it up into a quiz with some analysis sprinkled in. I'm your host, Marcus Johnson.

How does this episode work? Let's start there. Well, it's a big quiz, so feel free to play along at home, wherever you may be. Every month, three of our analyst teams, we've got media and advertising, that's one; we've got retail, that's two; and we've got marketing, social and tech, that is one big team so that's three, will compete against each other every month. We'll keep a running score all year and crown a winning team at the end of the year who will win a gift card each and of course claim the greatest prize of all: the Victoria Cup, a trophy designed in pottery class by our very own Victoria who edits the show.

The quiz has three rounds called I Never News That, brilliant, Spoilt for Multiple Choice, and Closest Wins. The person with the most points at the end of the game wins the gold medal and three super-duper points for their team's running total. Second place takes silver and two super-duper points. Third place gets you a look of judgment, a bronze and an embarrassingly low one super-duper points.

Paul Verna:

Because third place is last place, in other words.

Marcus Johnson:

It's last. Right, Suzy?

Suzy Davidkhanian:

That's for me. I know. I got it.

Marcus Johnson:

You know, you know that. All right. Let's meet this month's contestants who are representing the different teams I mentioned earlier. From the digital advertising and media team, principal analyst based out of New York, and team captain, is Paul Verna.

Paul Verna:

Happy to represent.

Marcus Johnson:

We're also joined by team captain of the retail team, Vice President of Content based out of New York as well, it's Suzy Davidkhanian.

Suzy Davidkhanian:

Thanks for including me. I'm surprised you asked.

Marcus Johnson:

Of course. It's a competition. You were the first person I thought of.

Suzy Davidkhanian:

I can't wait!

Marcus Johnson:

And from the marketing, social and tech team, principal analyst based out of New Jersey, co-team captain because we've joined two desks together for this, Debra Aho Williamson is our other team captain, but we've got the other one here. It's Yory Wurmser.

Yory Wurmser:

Hey guys, I'm just going to try to pull my weight for my team.

Marcus Johnson:

Let's see how you guys can do. So if you are listening, you can be your own team. Keep track of how many points you score, and you can match your score against these three folks at the end to see if you beat them.

Final thing to know, after I read a question out, contestants have five seconds to send their answers to me via Slack, otherwise you forfeit the point. Stuart, who runs the team, is our scorekeeper for today because Suzy doesn't trust me.

Suzy Davidkhanian:

That's right.

Marcus Johnson:

Okay, okay.

Paul Verna:

Just a quick question before we continue.

Marcus Johnson:

Yes.

Paul Verna:

Since you're inviting the audience to play along.

Marcus Johnson:

Of course.

Paul Verna:

If somebody beats us from the audience, do they get to replace us in our jobs or are we just leaving that to ChatGPT?

Marcus Johnson:

You will get fired immediately, yes.

Paul Verna:

Okay, okay.

Marcus Johnson:

Yep.

Suzy Davidkhanian:

No, I don't like this part of the game.

Marcus Johnson:

High stakes.

Paul Verna:

Just want to know who or what is going to replace me.

Marcus Johnson:

It's pretty high stakes, Paul. Yep.

Suzy Davidkhanian:

Oh, god.

Marcus Johnson:

Okay. So round one is called I Never News That.

This is the round where we discuss... We've got to change this name. It's shockingly bad and brilliant at the same time. This is the round where we discuss a few of the big stories of the moment. Suzy, you okay? You okay over there?

Suzy Davidkhanian:

I Never News That?

Marcus Johnson:

It's perfect.

Suzy Davidkhanian:

I love it.

Marcus Johnson:

I'm proud of it, I'm proud of it.

Suzy Davidkhanian:

It's like a dad joke. I love it.

Marcus Johnson:

Well, don't, it's not.

Yory Wurmser:

Yeah, it is.

Paul Verna:

News you can use.

Marcus Johnson:

This is the round where we discuss a few of the biggest stories at the moment with a question tied to each. One point for a correct answer, and there are four questions in this round.

Okay, so first story, first related question, and we're talking about Silicon Valley Bank of course, SVB. America's 16th largest bank powered a lot of the tech industry's success before its collapse in early March. SVB was shut down and taken over by US regulators after it became overexposed to assets whose values fell due to rising interest rates that led to a bank run with customers trying to take out a quarter of the bank's deposits on a single day.

So the question is, most bank accounts are insured by the Federal Deposit Insurance Corporation, the FDIC, but by up to how much are they insured? Most bank accounts are insured by the FDIC, but by up to how much are they insured?

Suzy Davidkhanian:

Oh, sorry. You have to type it in?

Marcus Johnson:

You do have to type it in.

Suzy Davidkhanian:

Sorry. Sorry.

Marcus Johnson:

Come on, Suzy. Get it together.

Suzy Davidkhanian:

I raised my hand.

Marcus Johnson:

It's true.

Suzy Davidkhanian:

I think I was the first one.

Marcus Johnson:

All right. Answers are in and they're all right. Everyone said \$250,000, which is correct. \$250,000 is what bank accounts, most bank accounts, are insured up to by the FDIC. So one point for each. Thank you, Stu. Very, very nice.

Paul Verna:

This one was easy for me because I just always reinvest my royalties from this podcast directly into my bank account, and that's exactly the amount that I got for the last episode. So, easy-peasy.

Marcus Johnson:

You're getting paid how much for these?

Paul Verna:

Aren't we all making \$250K from each episode?

Marcus Johnson:

No.

Paul Verna:

Uh-oh.

Marcus Johnson:

I had to ask for a year for a free mug.

Suzy Davidkhanian:

There is no transparency until this exact moment, and now I am not playing.

Marcus Johnson:

Suzy's out already. Brilliant.

So Suzy, quick question for you because you cover retail for us. It seems like there should be more panic, more concern from a consumer's perspective in terms of what happened with

SVB. It kind of happened, was a massive deal. It seems to have quieted down quite recently. Are we expecting any kind of significant effects from this in terms of how consumer purchase intent is going to look in the next couple of months or rest of the year?

Suzy Davidkhanian:

No, not from this. From other things for sure, but not from this. I think here the biggest thing was if the government and other banks didn't come in to help, and it's not just that bank, it's a few banks.

Marcus Johnson:

Right, Signature.

Suzy Davidkhanian:

If others didn't come in to help them then, and even Credit Suisse, there would've been underlying issues in terms of all of these, especially the Silicon Valley one, had so many entrepreneurs and startups and just next to startup companies that have big payrolls, and if those weren't going to be covered and people were going to lose jobs, like massive job loss, then I think you would see trickling effect in terms of consumer behavior because people were going to start to run out of money. Right?

Marcus Johnson:

Right. So you think the government stemmed the bleeding pretty much?

Suzy Davidkhanian:

Yes, I think so.

Marcus Johnson:

Okay. All right. Interesting.

Let's move to our second question, and we're talking about GPT-4. So OpenAI has already announced ChatGPT successor, GPT-4. ChatGPT-4 can offer up recipe suggestions from photos of ingredients. It can find available meeting times across multiple schedules. It can take a hand-drawn mock-up of a website and generate code in seconds. GPT-4 is initially available to ChatGPT Plus subscribers who pay \$20 bucks a month for premium access.

But how many days did it take ChatGPT released in November, not this new one, how many days did it take ChatGPT released in November to reach 1 million users?

Paul Verna:

This is not a multiple choice? Oh geez.

Marcus Johnson:

No, that's the next round.

Suzy Davidkhanian:

Are we doing it in half-days too, or just full days?

Marcus Johnson:

Half-days? No.

Yory Wurmser:

I put mine in hours.

Suzy Davidkhanian:

That's what I'm wondering. Is it like 72.5 days?

Marcus Johnson:

Yory did not put his in hours, Suzy. He's kidding.

Suzy Davidkhanian:

No, I know that. But like 72.5 days?

Marcus Johnson:

Whole days, please.

Suzy Davidkhanian:

Okay.

Marcus Johnson:

Okay, so Suzy says one, which is insane. Paul says 13, which is too many, and Yory said five days, which is spot on, so Yory gets the point. Five days. It took Twitter, Airbnb and Netflix each over two years to reach 1 million users, which is 150 times as long, which is staggering.

Yory, you cover tech for us. We haven't been able to talk about this. I talked about this with some of the briefings folks. In terms of chat GPT-4, what's your initial reaction to this new release?

Yory Wurmser:

It's pretty incredible. It's funny that in some ways it's less accurate, but I think it just has gone through less testing, but its capabilities are pretty phenomenal. When you're interacting with it, it seems like there's someone on the other end who's really knowledgeable and really eloquent.

Marcus Johnson:

Really?

Yory Wurmser:

It's pretty cool. It's not general artificial intelligence. It's not going to replace us in terms of everything we could do, but in terms of language creations, it's a pretty amazing piece of tech.

Marcus Johnson:

Yeah, I saw that it can create a whole book from a handful of sentences, a 60,000-word book. I'm not sure how well-written that book is, but still. It can now pass a simulated legal bar exam with a score that would put it in the top 10% of test takers. The old one from a couple of months ago was in the bottom 10%, which is just a remarkable move.

So you mentioned it's not going to be, you said, is it AGI?

Yory Wurmser:

General artificial intelligence.

Marcus Johnson:

General, general, that's it. I was speaking to Jacob Bourne who covers tech on the briefing site, he was saying that that could be in the works for version 5, so there might be a 4.5 and a 5. How soon could we reach that? Do you think it could be out the end of this year?

Yory Wurmser:

They're talking about something like within a year or so, yeah. At the end of the year.

Marcus Johnson:

They are talking about it? Okay.

Yory Wurmser:

Sam Altman said it might have general artificial intelligence. I'm not convinced it actually is going to reach that threshold, but it's pretty darn impressive.

Marcus Johnson:

Especially with people calling for a pause, right? We'll see whether that works out or not. This open letter to say, "Can you slow down the development of advanced..." At least testing these AI systems. All right, let's move to the next question,

Paul Verna:

Yory, how do you know there isn't someone at the other end of GPT-4? I mean, it could be that all of those content moderators who got fired from Twitter are now reemployed.

Yory Wurmser:

Well, I'm using it for this exam, so.

Suzy Davidkhanian:

I love how it's an exam, yeah.

Marcus Johnson:

For this quiz? Are you using it for this quiz? Unbelievable.

Let's move to our third question. We're talking about search. Advertisers remain committed to Google as TikTok and AI-powered Bing tried to become search competitors, writes Kimeko McCoy of Digital Day. She notes that Bing's new AI integration and TikTok's functionality

presents search ad options beyond Google. But the question is, who, according to our forecasts, has the second-largest search ad revenue slice? Who has the second-largest behind Google, search ad revenue slice in the US? So Yory...

Suzy Davidkhanian:

Wait, wait, wait.

Marcus Johnson:

We're just waiting for Suzy's answer. All right, yeah.

Suzy Davidkhanian:

This felt like a trick one because I was going to put Amazon, but it's not.

Marcus Johnson:

Oh, you should have.

Suzy Davidkhanian:

Oh, shoot. I thought this was a trick one.

Marcus Johnson:

Suzy.

Suzy Davidkhanian:

I take my answer back. One second.

Marcus Johnson:

That's not possible.

Suzy Davidkhanian:

Yes!

Marcus Johnson:

No, don't type Amazon.

Suzy Davidkhanian:

I'm the one that said it!

Marcus Johnson:

I've already got your first answer.

Suzy Davidkhanian:

I'm the one said it. No. I take it back.

Marcus Johnson:

Sorry. Let's speak to Stuart the Scorekeeper.

Suzy Davidkhanian:

Stu, come on.

Marcus Johnson:

What do you think, Stuart?

Stu Entner:

Can't take anything back.

Marcus Johnson:

Can't take it back. Yeah, it's in there.

Suzy Davidkhanian:

But I said it out loud!

Marcus Johnson:

Ah, so close. Paul and Yory did get the right answer, which was Amazon. Suzy's answer was not Amazon.

Suzy Davidkhanian:

No, it was Meta because I thought it was a trick question.

Marcus Johnson:

No.

Suzy Davidkhanian:

But I knew it was Amazon. I said it out loud.

Marcus Johnson:

No, it doesn't count.

What's interesting though is Microsoft, so a lot of talk about Microsoft and what the AI-powered Bing can help. With search, 5% share in terms of the search ad revenue slice, 5% for Microsoft. TikTok isn't on the list. Google still accounts for over half of total US search ad spending. Amazon in second place with 23%.

All right, folks, one more question for this round, and it's about TikTok, the TikTok ban. Potential, at least for a TikTok ban. The US government recently told TikTok either its Chinese owners, a company called ByteDance, sell their stakes in the company, or TikTok could face a US ban, accusing them of posing a national security risk through data gathered from millions of users. TikTok, Chief Executive, Shou Zi Chew went before the US House committee members in recent weeks to answer questions about potential Chinese government influence over the platform, promotion of misleading and harmful contents, and data security.

But folks, the question is how many US TikTok users did the company claim to have during the hearing? How many US TikTok users did the company claim to have?

Suzy Davidkhanian:

I thought you were going to ask who's going to buy them.

Marcus Johnson:

No because there's no answer for that. All right. Answers. Got yours in, waiting for... Okay, Paul's in. All right. Paul says 100 million. Suzy says...

Suzy Davidkhanian:

1 billion.

Marcus Johnson:

Suzy, US TikTok users. It can't be a billion.

Suzy Davidkhanian:

That's true. Yeah, you're right.

Marcus Johnson:

There's 330 million people in the country. I'll take another answer.

Suzy Davidkhanian:

Okay. Thank you for not making it look like a loser.

Paul Verna:

I thought we can't take anything back.

Suzy Davidkhanian:

No.

Marcus Johnson:

Well, she put a trillion in the beginning, which is more people. Okay. Suzy also says 100,000 and Yory has a correct answer with 150 million is what the claim was. But to your credit, Paul and Suzy, our forecasts are closer to 100 million. So that's maybe where your thinking is coming from because we account for duplicates, fakes, business accounts, things like that. And so they claim 150. Our numbers are closer to 100 million.

And also, Pro subscribers, you guys should head to insiderintelligence.com to access our new report, "How to Prepare for a Possible TikTok Ban: 5 Things Marketers Should Do Now." It's by Jasmine and Debbie who cover social for us.

Let's check out the scores real quick.

Suzy Davidkhanian:

That Yory.

Marcus Johnson:

We've got Yory with four points.

Suzy Davidkhanian:

Four?

Marcus Johnson:

Paul with two, and Suzy with one. Okay, good.

Paul Verna:

Good.

Marcus Johnson:

Let's move to our second round.

Yory Wurmser:

Marcus, before we move on, let me just thank you for having four tech-related questions.

Marcus Johnson:

You're very welcome, sir. You're very welcome.

Paul Verna:

I thought you were going to quit while you were ahead, Yory.

Suzy Davidkhanian:

Me too. I was like, "Wait, what?" I should have quit after the first question. Really, honestly.

Marcus Johnson:

Well, wait. There was one on search for Paul for the ad side. I had one on Amazon was in there.
Suzy.

Suzy Davidkhanian:

That was a trick question.

Marcus Johnson:

It wasn't a trick question at all.

Suzy Davidkhanian:

Yeah, that was a trick.

Marcus Johnson:

Okay. We move to our second round, Spoilt for Multiple Choice.

This is the multiple choice round where we dig a little deeper into one of the topics from round one, and this month we'll focus this round on TikTok-related trivia. One point for a correct answer, three questions in this round.

All right, question one.

Suzy Davidkhanian:

Sorry, was that a really loud sigh?

Marcus Johnson:

Yeah, yeah, yeah. Suzy's like, "Oh, for the love of..."

Question one. A recent March Pew Research survey came out asking Americans whether or not they supported the US government banning TikTok, but what share of Americans supported the ban? Was it 40%, 50%, or 60%? What share of Americans supported a ban of TikTok, 40, 50, or 60%? Waiting for those answers.

Suzy Davidkhanian:

I should get points for putting an answer superfast, putting in wrong answers superfast.

Marcus Johnson:

You've also put an answer in last every question, so you wouldn't win any of those points.

Suzy Davidkhanian:

Oh.

Marcus Johnson:

Oh, you're all split. Paul says 40%, Suzy says 50%, and Yory says 60%. The correct answer is 50%. Suzy, congratulations. It's 50%, Suzy.

Suzy Davidkhanian:

I'm telling you, I just kept to stop on the first one.

Marcus Johnson:

And that's compared to 22% who oppose the ban. So 50% said they supported it, 22% said they opposed it. So it's a 2:1 in favor of supporting a ban of TikTok. Some interesting breakdowns though, folks, in this research.

So when TikTok users, that's everybody, even people who don't know what TikTok is or aren't using it, when TikTok users were asked, unsurprisingly, 56% of people opposed the ban. They said they wanted to keep it. 19% said they were for the ban, which is still surprising. So that's a 3:1 ratio, but there are still some people who are TikTok users who are happy for the ban to go ahead. Young people also oppose the ban, and that's not quite a 2:1 ratio, but close, who were against the band versus for it.

And then if people knew TikTok's parent company ByteDance was based in China, if they knew that it was in China, then they were for the ban. If they didn't know it was in China, then they were against the ban. Two out of three people knew that ByteDance was a Chinese-based company.

And finally, really interesting, didn't matter based on political party. Both political parties wanted the ban more so than not. Democrats were 2:1 in favor of the ban. Republicans were 3:1 in favor.

Final point for me, I thought it was interesting as well, where would people go if TikTok was banned? There was a Cohen survey asking American TikTok users in December where they would go if TikTok was banned, most said Instagram reels 26%, YouTube Shorts got 21%, Snapchat Spotlight got 3%. But most people, more than any of these options, 37% of people said they wouldn't. They wouldn't go anywhere.

Paul Verna:

And actually, that survey was not segmented by demographic because if you did Gen Z, they would all go into a fetal position, so that was not included in the survey.

Marcus Johnson:

Paul, if I could give extra points for humor, you would get it.

Suzy Davidkhanian:

I agree.

Marcus Johnson:

But you don't. Well, you're tied with Suzy now, four too.

Paul Verna:

Yeah. I mean, I know I get those massive royalties from being on this podcast, but they do not include humor points.

Marcus Johnson:

Unbelievable. Stuart, what the hell is going on with that? We'll have a meeting immediately after this. Furious.

All right, question two. So all these questions are related to TikTok, as I mentioned, so another question about TikTok. Debbie and Jasmine's report reads, "US adult users will spend 24 more minutes per day on social networks this year, 2023, than they did in 2019. 24 more minutes per day on social networks this year than they did before the pandemic, totaling an hour and 46 minutes. The post-pandemic slow down never came," they write, "and social media users are still active and engaged, particularly on TikTok."

But the question is, how many more minutes per day do US adults spend on TikTok versus Instagram? How many more minutes do they spend on TikTok versus Instagram? What's the gap? Is it five minutes, 15 minutes, or 25 minutes? What's the gap? Five, 15 or 25 minutes between TikTok and Instagram?

Answers are in. Yory says 15 minutes. Suzy says 15 minutes, and Paul says 25 minutes. And Paul, of course, would be correct. 25 minutes, believe it or not, is the gap. Congratulations to Paul. He gets the points.

Suzy Davidkhanian:

How is he "of course" correct?

Marcus Johnson:

According to our forecasts-

Suzy Davidkhanian:

What was that?

Marcus Johnson:

Because he said 25. That's that's the right answer, so of course he gets the points. Not of course Paul is right.

Suzy Davidkhanian:

That's how you said it.

Marcus Johnson:

Of course Suzy got it wrong.

Paul Verna:

That's how I interpreted it, but of course, I would.

Marcus Johnson:

According to our forecasts, people spend the most time on TikTok, most social media time on TikTok, 56 minutes. YouTube's 48. Twitter is 34 minutes. An Instagram in joint fourth actually with 31 minutes, joint with Facebook and Snapchat, I believe.

All right, one more question in this round.

Of all the advertising money spent on social networks in the US, if there was a big pot of advertising money spent on social networks in the US, what share do we expect to be spent on TikTok this year, according to our forecasting team? What share of the social networking advertising spend do we expect to go to TikTok this year? Is it four, seven or 10%? Is it four, seven or 10%?

Answers are coming in. Answers are in. Yory and Suzy both say 4%. Paul has the correct answer though with 10%. 10% is the correct answer. Paul, was that a guess? Did you know that?

Paul Verna:

I'm just guessing high with anything TikTok-related and with the previous question about time spent, I will confess that as the parent of a teenager, I actually track screen time and I've seen the trend actually shift from Instagram to TikTok in a major way.

Marcus Johnson:

Oh, he's got hard numbers.

Paul Verna:

I don't have hard numbers, I just have an anecdotal sense that TikTok is eating everything else.

Marcus Johnson:

Ah-ha.

Paul Verna:

And then with ad spending, I just have a vague recollection of looking at social media ad spending share from when I did a social media report last fall, but it was a guess and I'm guessing on the high side with TikTok.

Marcus Johnson:

Okay, nice. All right. Let's check the scores. The end of the second round, we have Paul and Yory tied on four points. Suzy, not four points, with two. So not bad, Suzy.

Suzy Davidkhanian:

My team is sending me Slacks asking me how I'm doing.

Marcus Johnson:

Are they really? Are you being truthful?

Suzy Davidkhanian:

No.

Marcus Johnson:

Put horribly. Reply, "Not good."

Suzy Davidkhanian:

No, I'm not being truthful. But if they knew I was doing it right now and representing retail, then they would be asking.

Marcus Johnson:

Yeah. Well, luckily-

Paul Verna:

No having your team members submit answers while you're here.

Marcus Johnson:

On your behalf.

Suzy Davidkhanian:

Luckily, I didn't say something at the top when you like, "If you win, it's one point versus two points versus three points versus keeping, like if you got 12 points accumulated, that would just be your next set of points going into game two." So I'm glad I didn't say anything.

Marcus Johnson:

It doesn't roll over.

Suzy Davidkhanian:

I'm very glad because then we would have a huge deficit.

Marcus Johnson:

Yeah, that would be quite big. Yory, you were going to say something?

Yory Wurmser:

Just in the meantime, I'm bringing shame to the social and tech and marketing team since this all these TikTok questions I dropped the ball on.

Suzy Davidkhanian:

I don't know, Yory, I think you're answers were really good.

Paul Verna:

Don't be so hard on yourself.

Marcus Johnson:

Yeah. So luckily, Suzy, round three is Closest Wins and so you can make up any gap because we are dishing out a ton of points in this round, so time now for Closest Wins.

So this is the round where the closest guess wins the most points. There are three questions and they're going to be related to the stories from the first round so that they won't all be social, like we just had. Closest guesses for each gets three points, the second-closest gets two, and the furthest from the right answer gets one point.

All right, let's play. We start with SVB again, but the related question is about mobile banking users by generation. So according to our forecasts, how many young American Gen Z people, ages 10 to 25 roughly, how many of those folks use their smartphone to bank? How many young American Gen Z people, 10 to 25, use their smartphone to bank?

Yory Wurmser:

A number? Not a percentage, right?

Marcus Johnson:

Yes, please. Yeah, in millions.

Suzy Davidkhanian:

How big is that cohort?

Marcus Johnson:

Well, yeah, this is the back of the napkin maths you've got to do. All right, Yory's in. Suzy's in. And Paul's is in. I'm realizing I have to do the maths on this.

Paul Verna:

I know we can't take anything back, but I went too high.

Marcus Johnson:

You did go too high, yes, but all, yeah, not too bad considering you're guessing blind.

So Suzy, you get the most points. Suzy said 25 million. The correct answer is 34 million. So Suzy gets the most points. Yory said 10 million, so he's 24 out. Paul, you said 60 million, so you are 26 out. So check that math, Stuart, if I'm wrong on that, but yeah, Yory, I believe you get the second-most points. Paul gets the third-most. So three points for Suzy.

Suzy Davidkhanian:

Stop.

Marcus Johnson:

Two for Yory.

Suzy Davidkhanian:

That's how we're playing?

Marcus Johnson:

One for Paul. Oh, it's a generous round.

Suzy Davidkhanian:

Oh my gosh. There's hope. But as we know, I always flunk after the first question, so it's fine.

Marcus Johnson:

Yeah. Okay. Interestingly as well, so this younger generation will overtake Gen X in terms of mobile banking users, total users, by 2025. And like I said, some of these folks are preteen. I guess by 2025, they should all pretty much be in their teens. But still, I thought that was quite interesting.

All right, move to our second question. It's about GPT-4, related to what we talked about in first rounds, but we're talking about US adults' perception of generative AI. So there was a survey, a January 2023 Ipsos survey. According to that, what share of American adults agreed that AI-generated written work can be better than something written by a person? What share of American adults agreed that AI-generated written work can be better than something written by a person?

Answers are coming in. Okay, my god, Suzy came to play in this round. The right answer is 36%. Suzy with 33% was her guess. She's the closest. So she gets three points. We've got Yory said 65%, so he gets the second-most points, which is two. Paul said 67%, so he gets one point. Gents, if I'd not seen the answers, I would've guessed higher as well. Yory, what did you make of that as our tech expert?

Yory Wurmser:

Surprised. I would've expected a lot of people who are not good at writing to say that they think that it makes be writing better or communications they've received better. So, a little bit surprised.

Marcus Johnson:

Yeah. 47% disagreed. So 36% agreed that it can make it better, 47% disagreed, 17% didn't know. However, when asked if AI-generated written work can be just as good, not better than, but just as good as something written by a person, it was dead even, those who agreed and disagreed. Suzy, very nice.

All right, so the scores at this point heading into the last question, Yory and Suzy tied with eight, Paul just behind with six. So Paul, if you get this right, you could get back into the mix. You might even be able to still tie to play for a tiebreaker. Suzy and Yory kind of playing against each other to get the top spot as well.

Paul Verna:

But one of them will get two points regardless.

Marcus Johnson:

unless-

Paul Verna:

Even if I get three, I can't win.

Marcus Johnson:

Well, what happens? I haven't thought about this. What happens if you guys give the same answer? Unlikely, but if you give the same answer, you would get joint two points or joint one points?

Suzy Davidkhanian:

Joint two.

Marcus Johnson:

Joint two points? Okay.

Suzy Davidkhanian:

Or joint three if it's the right answer.

Marcus Johnson:

Yeah, so Paul, you are playing for a possible second. You can still get two super-duper points and get the silver. Suzy and Yory are playing for the gold.

Suzy Davidkhanian:

Oh my god, stressful. Or bronze.

Marcus Johnson:

Or bronze, yeah. Yeah, yeah.

Suzy Davidkhanian:

Gosh. Gosh darn. Got to pay attention.

Marcus Johnson:

Question three, and we're talking search again where consumers start their search. So according to a March 2023 Jungle Scout survey, what share of US consumers-

Suzy Davidkhanian:

Amazon.

Marcus Johnson:

You're right, but what share of us consumers start their search on Amazon when online shopping? According to a March 2023 Jungle Scout survey, what share of us consumers start their search on Amazon when online shopping? Answer's coming in. One from Yory.

Suzy Davidkhanian:

Oh my god, I don't know if I need a strategy for this. It's too much pressure.

Marcus Johnson:

One from Paul. Suzy, is yours in?

Suzy Davidkhanian:

Yeah.

Marcus Johnson:

Oh, I see yours now. Okay, a quick look at the score.

Suzy Davidkhanian:

What's the answer? What's the answer?

Marcus Johnson:

Tells me... One second. The answer is... Yory, my goodness, mate. So close. The answer is 56%. Yory with 55%, he gets the most points. Paul said 46%. So he gets the second-most points, I believe that's 10 away. Suzie's 11 away with 67%. So Suzy gets one point.

Suzy Davidkhanian:

Guys. The world is right, I'm in third. Thank goodness.

Marcus Johnson:

So 56% for Amazon, search engines 42%, walmart.com 37%, YouTube 25%, then Facebook, Instagram, and TikTok all had 20%. But Suzy, if this was taken in Q1 of 2022, you would've been very close. 63% of people last year said Amazon. This year, 56%. So people starting their search when online shopping on Amazon has gone down, TikTok up, Instagram up, YouTube up, walmart.com jumps six points actually to get to 37%, interestingly. What do you think of that research, Suzy, as our retail person?

Suzy Davidkhanian:

I was going to say, it's funny, it's not funny, but it's interesting because I actually remembered it being in the 60s. I couldn't remember what it was, but thought it was going to keep going up, not down.

Marcus Johnson:

Really?

Suzy Davidkhanian:

But I'm also kind of not surprised. Amazon's not doing especially well right now, and the competitors are sort of trying to figure out how to increase their marketplace so that you can find all kinds of random things, which is what Amazon started off as. So I'm not surprised that, as the competition gets stronger in the marketplace, then people are searching in lots of other places. Plus, Google shopping is doing a lot more, better, sort of fun, cool things to enable shopping experiences.

Marcus Johnson:

All right, folks, we don't need a tiebreaker for this month because scores are in and no ties. In third place, a very close third place with the bronze, it is Paul with eight points. Paul, congratulations to you. You get the first bronze of the show, and Suzy gets the silver with nine points. Yory takes the gold with three super-duper points. Suzy gets two super duper points. Paul gets the one.

Suzy Davidkhanian:

Wait. Is that right?

Marcus Johnson:

What do you mean, is that right?

Suzy Davidkhanian:

I'm not third?

Marcus Johnson:

Stuart, she's questioning the scores already. Wait.

Suzy Davidkhanian:

How many did you-

Paul Verna:

Suzy, are you questioning because you didn't win or because you didn't lose?

Suzy Davidkhanian:

No, because I thought I was third.

Marcus Johnson:

Well, you were ahead. No, you were ahead by... Is this right, right Stuart?

Suzy Davidkhanian:

I had plus I got one, nine. What did you have?

Marcus Johnson:

Yes, Stuart had six plus two.

Suzy Davidkhanian:

Six plus two? Eight.

Stu Entner:

Wait a minute, wait a minute, wait a minute.

Suzy Davidkhanian:

Paul had eight? Okay.

Stu Entner:

These numbers are correct.

Suzy Davidkhanian:

Okay.

Marcus Johnson:

Stuart, see, this is what happens when you keep score with Suzy around. She never believes it if she wins.

Stu Entner:

See, I have a legit Google Sheets spreadsheet going on.

Suzy Davidkhanian:

Perfect.

Marcus Johnson:

Yeah, yeah, yeah. There's formulas.

Suzy Davidkhanian:

I should be happy with silver. I just thought I got bronze.

Marcus Johnson:

For a second there, I did as well. I did think, yeah.

Stu Entner:

Oh, she thought... Yeah, she thought she lost. I got it.

Marcus Johnson:

She thought she did, yeah.

Stu Entner:

Oh, okay.

Suzy Davidkhanian:

Yeah, I thought I lost.

Stu Entner:

No, no, no.

Suzy Davidkhanian:

Which the world was back to normal, but it turns out I'm actually in the middle.

Stu Entner:

No, you got the silver. You got the silver, the tomatoes are growing, this is a victory.

Suzy Davidkhanian:

It's a big week.

Yory Wurmser:

Marcus, how many minutes do I have to thank people for the win? I'm just curious.

Marcus Johnson:

Oh, as long as you want, mate. Yeah, take 20. Congratulations to Yory, holding it down for his team. His team of course being marketing, social and tech, who he is the co-captain with Debbie on. So Yory and that team get three super-duper points, which will carry over. They go onto the leaderboard. Suzy takes the silver for the retail team. Good comeback at the end there, Suzy. You were behind going into round three and pulled out a silver. That gives you two super-duper points. And well-played of course, to Paul, just behind Suzy's nine points with eight. That gives from the bronze and one super-duper point.

Paul Verna:

Well, you're being very gracious, Marcus, but we did establish at the beginning that third place is last place. So I hang my head in shame and I apologize to all of my fans, my agent, and most of all, my team.

Suzy Davidkhanian:

Your salary might get cut.

Paul Verna:

Because I've misrepresented them. No, I'm still getting the \$250K royalties for being on this show.

Marcus Johnson:

Great. Paul, you had Argentina win the World Cup. You can't have everything, but well-played to everybody. Thank you guys so much for being part of this first monthly quiz that we'll be continuing to do. The next one will be coming out at the end of May, where representatives from each of these three teams, different folks on these teams will be here to continue the game and try to get some super-duper points for their totals.

That's all we've got time for this episode. I, of course, thank my guests. Thank you to Paul.

Paul Verna:

Thank you.

Marcus Johnson:

With the bronze. Thank you to Suzy.

Suzy Davidkhanian:

Thanks for having me.

Marcus Johnson:

With the silver. And of course, thank you to Yory.

Yory Wurmser:

It's been an honor.

Marcus Johnson:

He takes the gold. Thank you to Victoria who edits the show, James, who copyedits it, Stuart, who keeps score and runs the team on the side. Thanks to everyone listening. Head to [BehindtheNumbers_Podcast](#) for our relatively new but not quite behind-the-scenes segment called the James Question. We'll see you guys tomorrow hopefully for the Behind the Numbers Weekly Listen, an eMarketer podcast made possible by Cint.