UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

In Re: OpenAI, Inc. Copyright Infringement Litigation This Document Relates To: All Cases	Case No. 1:25-md-3143 (SHS) (OTW)

DECLARATION OF ON AMIR, Ph.D. IN SUPPORT OF MICROSOFT'S MOTIONS FOR SUMMARY JUDGMENT

I, On Amir, Ph.D., hereby declare as follows:

1. I am over the age of 18 and am competent to make this declaration.

2. I have been engaged by Microsoft Corporation ("Microsoft") to use my expertise in consumer behavior to design a survey of Copilot users to assess usage of Microsoft Copilot and the various ways in which people use or engage with this product, including the extent to which people use Copilot for activities that are related to the allegations in this case.

3. I submitted an opening expert report in this case on April 14, 2026, a rebuttal report on May 29, 2026, and a supplemental report on July 10, 2026. The opinions below are a subset of the opinions set forth in my Opening Report. The statements in my Opening Report are true and accurate to the best of my knowledge, information, and belief. Except as otherwise stated herein, I make this declaration based on my personal knowledge and professional expertise, documents produced in this case (as disclosed in my reports), and research and analysis conducted by me or under my direction and supervision.

I. Qualifications

4. I am the Wolfe Family Presidential Endowed Chair in Life Sciences, Innovation, and Entrepreneurship, and Professor of Marketing at the Rady School of Management, University of California, San Diego. I have been a professor of marketing for the past 23 years. I received my Ph.D. in Management Science and Marketing from the Massachusetts Institute of Technology in 2003. From 2003 to 2005, I was an Assistant Professor of Marketing at Yale University. In 2005, I moved to help found the Rady School of Management at UC San Diego, where I was the first founding member of the marketing department and have served as an associate dean of academic programs. I am currently the Senior Associate Dean of Faculty and Research.

5. I have taught Marketing Management, Pricing, Consumer Behavior, Business Analytics, Marketing Strategy, Market Research, Applied Market Research, Lab

to Market, New Venture Design, and Data Driven Decision Making at the MBA and Executive levels, as well as many specific programs for major corporations (both nationally and internationally). I have also taught MBA Marketing Management courses at Northwestern University's Kellogg School of Management, Yale School of Management, Recanati School of Business of Tel Aviv University, IDC Herzelia, and Cheung Kong Graduate School of Business in Shanghai, China. I have further taught Ph.D. level courses in Consumer Decision Making at UC San Diego, Yale School of Management, and INSEAD.

6. I have consulted with numerous companies in many industries on topics relating to market analysis, market research, business strategy, customer insights, branding, customer analysis, new product launches, pricing, promotions, and customer relationship management. I have also until recently served as the Chief Behavioral Science Officer at Fiverr, Inc., and serve on the advisory boards of several companies.

7. I have published numerous highly cited and award-winning articles in leading marketing, management, and psychology journals, and I am often invited to lecture in leading business school and professional meetings. I have also designed and conducted hundreds of consumer and user surveys, both for my academic research and for consulting work. My professional qualifications are described further in my curriculum vitae, which is attached as **Appendix A**.

8. I have also served as an expert witness in several cases. **Appendix B** lists matters where I have testified as an expert witness.

II. Summary of Opinions

9. On the basis of my review of the information identified above, the results of the survey I conducted, and my education, training, and professional experience, I have reached the following opinions:

    a. Copilot users' self-reported uses cover a wide variety of different types of uses, with the most common categories of Copilot use – "Assistance with

development of professional email, memo, presentation, or other work product" and "Research or search about other personal topics of interest" – describing productivity and research tasks. Even within these two most common categories, Copilot responses indicating uses vary substantially and rarely reflect the hypothetical use cases described by Plaintiffs in their Complaints.

b. The vast majority of self-reported Copilot uses are unconnected to the writing or drafting of books or other literature, or to the generation of summaries or excerpts of books. Specifically, only a small fraction of respondents (1.8%) reported most recent Copilot uses that fell into the category "writing / drafting of a book, poem, short story, or other literature," whereas the remaining 98.2% of respondents reported most recent Copilot uses that fell in unrelated categories. These findings are consistent with respondents' Copilot uses in the past twelve months, a period for which only 0.8% of respondents indicated using Copilot for "writing / drafting of a book, poem, short story, or other literature." Accordingly, the overwhelming majority of respondents' Copilot uses bear no apparent relationship to the creation of literary works of the type at issue in Class Plaintiffs' allegations. Further, a review of the verbatim responses coded as "writing / drafting of a book, poem, short story, or other literature" or as "research or search about other [personal/professional] topics of interest" indicate that:

    i. Among responses coded as "writing / drafting of a book, poem, short story, or other literature," respondents most often described using Copilot to proofread or edit text they had already written, to experiment with creative writing prompts, or to draft short fictional passages for personal enjoyment or practice, rather than for uses that may have been derived from Class Plaintiffs' Asserted Works.

    ii. Among responses coded as "research or search about other [personal/professional] topics of interest," respondents commonly

described using Copilot to learn more information on everyday personal related topics such as history, food, and health, obtain practical guidance or instructions for routine tasks and decisions, and support the automation and strategic planning of work tasks, rather than for uses that may have been derived from Class Plaintiffs' Asserted Works.

c. The vast majority of respondents did not use Copilot for research of news or product recommendations. Specifically, only a small fraction of respondents (1.2%) reported most recent Copilot uses that fell into the category "research of news or current events" and only 5.9% reported Copilot uses that fell into the category "recommendation of products, services, brands or stores." These findings are consistent with respondents' Copilot uses in the past twelve months, a period for which only 1.3% of respondents indicated using Copilot for "research of news or current events" and 4.1% of respondents indicated using Copilot for "recommendation of products, services, brands or stores." Further, I reviewed all of the underlying responses provided by respondents that were coded to these two categories, for both most recent Copilot uses and other uses in the past 12 months. Many of the responses describe simply looking up facts rather than asking Copilot to summarize specific articles, and none of these responses expressed or suggested that the respondent was purposefully trying to access information behind a paywall.

d. Copilot users rarely consider training data when making generative AI usage or purchase decisions. Specifically, only 1.4% of respondents indicated that they consider "data, sources, or material used to train model" as a factor when deciding which generative AI tool to use. Similarly, only 1.1% of respondents with a personally paid subscription to a generative AI tool indicated that "data, sources, or material used to train model" was a factor they considered when deciding which generative AI tool to pay for, and only 0.8% of respondents without a personally paid

subscription to a generative AI tool indicated that "data, sources, or material used to train model" was a factor they would consider if they were to get a personally paid subscription.

III. Empirical Findings of Copilot Survey

10. In accordance with my assignment, I designed and conducted a survey of consumers who have used Microsoft Copilot ("Copilot Survey") to assess (1) general usage of Microsoft Copilot, including the various ways in which people use or engage with this product, (2) whether and to what extent Microsoft Copilot users use Copilot for activities that are related to the allegations in this case, and (3) whether and to what extent Microsoft Copilot users consider the data, sources, or material used to train the model when making decisions on which generative AI tool to use or pay for. In designing the survey and analyzing the results, I followed professional standards and best practices of conducting survey research, both generally and specifically for the purpose of litigation.[1] I discuss the survey design, administration, and data analysis below.

A. Survey Design and Methodology

1. Survey Overview

11. As described above, Plaintiffs allege that Defendants infringed Plaintiffs' copyrighted works through the training, development, and use of generative AI products such as Copilot, and that these actions caused harm to Plaintiffs. For example, Class Plaintiffs allege that use of Copilot to generate literary content threatens authors' ability to earn income from their works, while News Plaintiffs

[1] My survey approach adhered to the survey research guidelines outlined by the Federal Judicial Center in the "Reference Guide on Survey Research" and in the "Manual for Complex Litigation," sources that are foundational for litigation survey design. Diamond, S. S., "Reference Guide on Survey Research," in *Reference Manual on Scientific Evidence*, Fourth Edition, 2025, The National Academies Press, pp. 681–749 ("Diamond (2025)"); *Manual for Complex Litigation*, Fourth Edition, Federal Judicial Center, 2004 ("Manual for Complex Litigation").

allege that the output of Copilot and other tools competes with their news services and reduces users' incentives to obtain content directly from them.

12. I understand from Counsel that relevant to these allegations are questions of whether the generative AI products constitute fair use, including whether the tools or their outputs substitute for Plaintiffs' products, and whether there are substantial non-infringing uses.

13. I therefore designed my Copilot Survey to assess, in users' own words, what they were trying to accomplish by using Copilot, what other tools they might have considered to accomplish the same task, and their rationale in choosing Copilot over other tools. For example, my Copilot Survey assesses how people are using Copilot, including the extent to which Copilot users indicate that they use Copilot to research news or current events, or to seek recommendations of products or brands, or to access information behind paywalls. Similarly, my Copilot Survey assesses the extent to which Copilot users indicate that they use Copilot to write or draft a book, poem, short story, or other literature.

2. Target Population and Sample

14. As noted above, my assignment is to assess usage of Microsoft Copilot and the various ways in which people use or engage with this product. To align the survey population with my assignment, my Copilot Survey targeted U.S. residents 18 years of age or older who have used Microsoft Copilot in the past twelve months.[2] I focused on Copilot usage in the last twelve months to ensure that respondents could recall their usage with accuracy and appropriate detail.[3]

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[2] **Appendix D**.

[3] Krosnick J.A. and Presser, S., "Question and Questionnaire Design," in *the Handbook of Survey Research*, Second Edition, eds. Peter V. Marsden and James D. Wright, Emerald Group Publishing Limited, 2010, pp. 263–313, at pp. 289–290 ("Accuracy [of recall] may also be increased by reducing the burden of the task respondents are asked to perform. This can be done by simplifying the task itself or by assisting the respondent in carrying it out. One common way of simplifying the task is to shorten the reference period.")

15. People can use Copilot either through a work or school account or through a personal account, with potential product feature and data protection differences, and thus potential usage differences, between these account types. I therefore assigned respondents to either an "Enterprise" group or a "Non-Enterprise" group based on which account they most recently used, and throughout the remainder of the survey I instructed respondents to answer with respect to that account type. Specifically, respondents who indicated that they most recently accessed Copilot using a work or school account were assigned to the "Enterprise" group, while those who indicated that they most recently accessed Copilot using a personal account were assigned to the "Non-Enterprise" group.[4] Assigning respondents to either the "Enterprise" group or "Non-Enterprise" group allows for sensitivity analyses to be conducted to assess whether and to what extent Copilot use varies by account type, thereby accounting for any systematic difference in Copilot use.

3. Main Questionnaire Design

16. Qualifying respondents were asked a series of open-ended and closed-ended questions related to what they were trying to accomplish with Copilot, how they were using Copilot to accomplish their task, their rationale for using Copilot over other tools to accomplish their task, and the factors they considered when deciding which generative AI tool to use or pay for.

17. Rather than asking direct questions about specific activities, I asked neutral, open-ended questions that allowed respondents to describe their actual behavior in their own words. In the context of this survey, direct questions about specific activities would constitute leading questions, which are contrary to survey best

[4] **Appendix D**. 99.3% of respondents were able to indicate in S11 ("Thinking of your most recent time using Copilot, what type of account did you use to access it?") what account type they had (work/school account or personal account). For the 0.7% of respondents who indicated in S11 that they were unsure which account type they had, I asked several follow-up questions to determine which account type they likely had and therefore which group they should be assigned to. All 14 respondents who selected "Don't know / Unsure" in S11 were categorized into the "Non-Enterprise" group.

practices because they can introduce demand artifacts: respondents may alter their answers when the question itself suggests a particular response.[5] The open-ended methodology avoids priming respondents toward any particular category of use and ensures that the resulting data reflects genuine, unprompted behavior.

18. Respondents in each group were presented with nearly identical questions, except for slight variation in wording for some questions to align with how respondents likely understand the Copilot product names based on respondents' account type.[6] Specifically, respondents who access Copilot through a work or school account (corresponding to the Enterprise group) would observe the nomenclature "M365" in the name or icon of the product, while respondents who access Copilot through a personal account (corresponding to the Non-Enterprise group) would not. To account for this difference, I designed the survey questions such that the only difference in the questions between the two groups was that respondents in the Enterprise group saw references to "M365 Copilot," while respondents in the Non-Enterprise group saw references to "Copilot." There were no other differences in survey design between the two groups.[7] Respondents in the Enterprise group were instructed to respond only pertaining to their work or school Copilot use. Respondents in the Non-Enterprise group were instructed to respond only pertaining to their personal use.

19. Respondents were first asked an open-ended question in Question 1, shown below, about the purpose of their most recent use of Copilot. I asked about respondents' most recent use to aid with recall; research has shown that

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5 Sawyer, A. G., "Demand Artifacts in Laboratory Experiments in Consumer Research," *Journal of Consumer Research,* Vol. 1, No. 4, March 1975, pp. 20–30, p. 20; Shimp, T.A., Hyatt , E.M., and Snyder, D.J., "A Critical Appraisal of Demand Artifacts in Consumer Research," *Journal of Consumer Research*, Vol. 18, No. 3, December 1991, pp. 273–283.

6 **Appendix D**.

7 As seen in **Appendices D** and **E**, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12, and QM13 through QM24). For ease of exposition in this report, I refer to each set of questions as "Question 1" through "Question 12."

autobiographical recall is superior when ordered from most recent to least recent.[8]

> "You mentioned you have used [M365] Copilot in the past 12 months. Thinking back to the most recent time you used [M365] Copilot, what were you trying to accomplish?"

20. To ensure respondents' answers were sufficiently detailed, I instructed them to "be as specific as possible" and to "avoid one or two word answers," and further provided them with the following example to illustrate the kind of information the question was seeking:

> "For example, if you were responding about the most recent time you used a shovel, instead of only writing 'dig a hole' you would describe what you were using the hole for, whether you dug a hole or a trench, and how the shovel helped you accomplish your goal."[9]

21. To further encourage thorough responses, I then asked respondents a follow-up open-ended question in Question 2: "Continuing to think back to the most recent time you used [M365] Copilot, is there anything else you were trying to accomplish?"[10]

22. To capture other Copilot uses over the past 12 months that may not have been reflected in their most recent use, I also asked respondents in Question 6 to describe the purposes of their other uses of Copilot in the past 12 months.

23. In Questions 3 and 4, respondents were asked about potential alternatives to generative AI tools to accomplish the task they described in Questions 1 and 2,

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[8] Tourangeau, R., Rips, L.J., Rasinski, K., *The Psychology of Survey Response*, Cambridge University Press, 2009, p. 93 ("[…] memory for autobiographical information seems to be superior when subjects recall items in reverse order.").

[9] **Appendix D**, p. 9.

[10] Diamond (2025), p. 717 ("Standard probes used to draw out all that the respondent has to say (e.g., "Any further thoughts?" "Anything else?" "Can you explain that a little more?" or "Could you say that another way?") are relatively noncontroversial and can be programmed into an online survey instrument.").

and their rationale for using generative AI tools over other ways to accomplish their task. Specifically, Question 3 asked the open-ended question: "If you hadn't had access to [M365] Copilot or any other generative AI tool (e.g., Copilot and others), what would you have done instead to accomplish your task?". Question 4 asked the open-ended question: "Why did you decide to use a generative AI tool over other ways to accomplish your task?". These questions assessed whether and to what extent respondents could use other tools or resources to accomplish their task, and why they ultimately opted to use a generative AI tool to do so.

24. In Question 5, respondents were asked the closed-ended question: "Continuing to think back to the most recent time you used [M365] Copilot, which of the following best describes the purpose of your use?" Respondents could indicate whether they used Copilot for professional work activities, for school/study activities, or for purposes unrelated to professional or school/study activities. Answers to this question allow for sensitivity analyses to assess whether and to what extent Copilot use varies systematically based on the context in which it is used.

25. Respondents who indicated that they had first used Copilot more than 12 months ago were asked in Question 7: "If you can remember, which of the following best describes how the purposes of your Copilot use from more than 12 months ago compares to the purposes of your Copilot use in the past 12 months?" and indicated if their purposes were about the same or different as 12 months ago. Respondents who indicated their Copilot use from more than 12 months ago differed from their use within the past 12 months were asked how their Copilot use had changed in the follow-up open-ended question, Question 8. These questions assessed whether and in what ways respondents' Copilot use in the past twelve months has changed compared to their Copilot use from earlier periods.

26. The remaining questions in the main questionnaire, Questions 9 through 12, asked respondents what factors they considered when deciding which generative AI tool to use or pay for. Respondents were asked in Question 9: "What factors, if any, would you consider when deciding which generative AI tool you would be

most likely to use?". Respondents who indicated they had a personally paid subscription in Question 10 were asked Question 11: "What factors, if any, did you consider when deciding which generative AI tool to pay for?", while those who indicated they did not have a personally paid subscription were asked Question 12: "Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?".

27. The survey questionnaire for the Copilot Survey is included as **Appendix D**. Screenshots of the Copilot Survey as seen by respondents are included as **Appendix E**.

4. Adherence to Survey Best Practices

28. I designed the Copilot Survey in accordance with best practices for surveys used in litigation, including to avoid "demand artifacts." Demand artifacts arise when the methodology and survey suggest to respondents that they should provide a particular response that is "demanded" by the survey. In such situations, respondents "are motivated to try to confirm what they believe to be the experimental hypothesis," and therefore change their response from what they would have done in the real world.[11] To avoid demand artifacts, I phrased the questions using neutral language to avoid leading respondents to a particular answer. I also provided a "Don't Know / Unsure" option for open-ended questions and instructed respondents to not guess.

29. I included a number of quality control measures in my survey designs, including CAPTCHA to ensure human respondents, digital fingerprinting to ensure unique

[11] Sawyer, A. G., "Demand Artifacts in Laboratory Experiments in Consumer Research," *Journal of Consumer Research,* Vol. 1, No. 4, March 1975, pp. 20–30, p. 20; Shimp, T.A., Hyatt , E.M., and Snyder, D.J., "A Critical Appraisal of Demand Artifacts in Consumer Research," *Journal of Consumer Research*, Vol. 18, No. 3, December 1991, pp. 273–283.

participants, and red herring answer options and attention check questions to ensure attentiveness.[12]

30. **Double-blind Methodology**. I designed the survey to not provide respondents with any information that would identify the objective of the survey at any time before, during, or after their completion of the survey. Because the survey was administered online by a computer program, there was no way for a survey administrator (i.e., the device) to provide any unscripted cues indicating the sponsor or purpose of the study. Well-designed web-based surveys are recognized for providing reliable data because they generate high response rates, elicit truthful answers because of their anonymous nature, and do not introduce potential interviewer bias.[13]

31. **Follow-up Questions**. To assess any potential effects of respondents' potential awareness of the survey's context, I asked respondents follow-up questions related to their awareness of generative AI litigation at the end of the survey. Specifically, I first asked respondents if they were or were not "aware of any lawsuits related to generative AI tools." I then asked any respondents who indicated they were aware to "describe the lawsuit(s) [they] were aware of" in an open-ended text box. To assess whether respondents' reported uses of generative AI tools varied by industry, and to identify respondents who may have heightened awareness of the litigation by virtue of their employment, I asked respondents follow-up questions related to their employment, by first asking respondents to identify the industry in which they work. For respondents who selected certain industries (Information or technology services, Artificial intelligence, Legal services, News media, Author (i.e., freelance writer, published author, or journalist), or Publishing), I then asked whether they were employed

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[12] For example, any respondent who selected they had used the fake chat-based generative AI tool "PinkGrass Andio" was terminated from the survey. *See* **Appendix D**, **Exhibit 1**.

[13] Miller, J., "Online Marketing Research," in The Handbook of Marketing Research, eds. Rajiv Grover and Marco Vriens, Sage Publications, 2006, Chapter 7, pp. 110–131, ("Miller (2006)"), pp. 111–112.

by any of a list of companies corresponding to entities that are parties to this litigation.

32. **Pretests**. I conducted 13 pretest interviews to ensure that respondents could navigate the survey, could understand the questions, and could not guess the purpose of the study. Pretest respondents completed a version of the survey online while communicating with moderators who were blind to the purpose of the study. After pretest respondents completed the survey, the moderators asked them a series of follow-up questions regarding the questions and stimuli used in the study. The pretest moderator instructions used to pretest the surveys are included in **Appendix F**.

33. Some of the pretest respondents expressed that they were not immediately able to distinguish the difference between the first two questions in the main questionnaire, which (1) asked what they were trying to accomplish in their most recent use of Copilot, and (2) followed up to ask if there was anything else they were trying to accomplish. To avoid any possible confusion in the final survey, I added emphasis to the distinguishing phrases, "be as specific as possible" and "anything else."[14]

5. Fielding of the Copilot Survey

34. Respondents for my Copilot Survey were recruited by Dynata, a market research and consumer panel company.[15] At my direction, Dynata targeted an audience of people aged 18 or older in the U.S., balancing the inbound sample on age and gender to national demographics.

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[14] Based on feedback from the pretests, I also removed one question from the survey, which asked: "If you can recall, what were the most common purposes of your uses of Copilot in the past 12 months (i.e., what have you used it for most often)?". Respondents in the pretests noted that this question was redundant with previous questions already asked, and that they did not have any new information to provide when answering this question.

[15] Dynata's platform hosts a panel of more than 70 million people and is trusted "by over 80% of the Fortune 500" *See* "Global Panel," Dynata, available at https://www.dynata.com/data-surveys/global-panel/, last accessed on April 13, 2026.

35. A total of 2,013 respondents completed the Copilot Survey. I selected a target sample size of approximately 2,000 respondents to ensure that I could meaningfully assess usage of Copilot even if certain uses are rare in the target population. Specifically, under the "Rule of Three," if I were to observe zero occurrences of a certain use in a sample of this size, then I can be 95% confident that the true rate would be no more than 0.15%.[16]

36. The reasons for termination and the completion rate for the Copilot Survey are summarized in **Exhibit 1**. Demographics of respondents who completed the Copilot Survey are provided in **Exhibit 2**.

37. Proper definition of the survey universe is a fundamental requirement of survey methodology. Because the Copilot Survey recruited an initial sample aligned with the U.S. Census prior to screening, the demographic distribution of the resulting sample is consistent with a representative sample of the U.S. population of Copilot users. Paired with a large sample size, the survey results are therefore generalizable to the broader population of Copilot users within appropriate statistical error terms, regardless of whether the total number of Copilot users is known.

38. The coding methodology is robust to potential error. Any single change in response coding would shift the results by approximately 0.05 percentage points. Even if a small portion of responses were reclassified into the categories most favorable to Plaintiffs, the relevant percentages would shift by a proportionally small percentage, still leaving the vast majority of uses in categories unrelated to the conduct alleged in Plaintiffs' complaints. These results are highly stable.

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[16] Calculated as (3/2,000 = 0.0015). Jovanovic, B.D. and Levy, P. S., "A Look at the Rule of Three," *The American Statistician*, May 1997, Vol. 51, No. 2, pp. 137–139, p. 137 ("The Rule of Three states that 3/n is an upper 95% confidence bound for binomial probability *p* when in *n* independent trials no events occur").

B. Results and Analyses

39. As described above, the Copilot Survey assessed what Copilot users were trying to accomplish by using Copilot, what other tools they would have used to try to accomplish the same task, and their rationale in choosing Copilot over other tools. Specifically, the Copilot Survey assessed (1) general usage of Microsoft Copilot, including the various ways in which people use or engage with this product, (2) whether and to what extent Microsoft Copilot users use Copilot for activities that are related to the allegations in this case, and (3) whether and to what extent Microsoft Copilot users consider the data, sources, or material used to train the model when making decisions on which generative AI tool to use or buy.

40. To allow for the quantification of results and to ensure objective analysis of the survey data, responses to open-ended questions were categorized by a team of independent reviewers who were not aware of the hypothesis or goals of the Copilot Survey—in other words, they were "blind" to the purpose.[17] Specifically, each response for each open-ended question was independently coded into categories by two blind coders, according to a set of instructions provided to them.[18] The categories for each question were developed at my direction in a three-step process. First, after reviewing a sample of 100 open-ended responses, I developed an initial set of categories intended to broadly capture the variety of responses as well as to capture specific categories of interest based on the allegations and my assignment. Second, these initial categories were provided to the blind coders, who were instructed to independently review an initial sample of 100 randomly selected responses for each question and determine whether any adjustments to the categories should be made (including adding or editing categories). Third, the blind coders jointly determined a final set of categories for

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[17] Diamond (2025), p. 413 ("Accurate data entry is maximized when responses are verified by duplicate entry and comparison, and when data-entry personnel are unaware of the purposes of the survey.")

[18] *See* **Appendix G**. The coders were able to place responses into multiple categories.

each question based on their review of the sample responses. After the blind coders agreed upon a final set of categories, they independently coded each response for each question and then met to "tie-break" any differences in coding. I did not intervene in or alter any coding decision, as doing so would introduce bias and compromise the scientific integrity of the results.

1. There is a Wide Variety of Self-Reported Copilot Uses

41. Based on the results of the blind-coding analysis, I find that Copilot users' self-reported uses cover many different types of uses. Specifically, I analyzed the coded responses to Questions 1 and 2, which include respondents' descriptions of their most recent use of Copilot and explanations of what they were trying to accomplish. As shown in **Figure 1** below and in **Exhibit 3**, respondents reported a wide range of Copilot uses.

Figure 1
Summary of Categorized Responses – Most Recent Use[19]

Categorization	Share of All Respondents (N=2,013)
Advice for personal situations and relationships	1.6%
Assistance with data analysis	6.0%
Assistance with homework, school project, or other student activities	6.6%
Assistance with image or video development	6.0%
Assistance with programming or coding	5.7%
Assistance with travel planning	3.0%
Assistance with resume, cover letter, job search, or other aspects of job applications	3.2%
Assistance with development of professional email, memo, presentation, or other work product	33.5%
General exploration or testing of Copilot features and capabilities	3.0%
Recommendation for products, services, brands, or stores	5.9%
Research or search about other personal topics of interest	31.7%
Research or search about other professional topics of interest	5.3%
Research of news or current events	1.2%
Writing / drafting of book, poem, short story or other literature	1.8%
Other Categories:	
Other	5.4%
Don't know / Unsure	2.6%
Nonresponsive response to the question	2.3%
Nonsensical response to the question	<0.1%

42. Across the full sample, the most common categories of Copilot use – "Assistance with development of professional email, memo, presentation, or other work product" and "Research or search about other personal topics of interest" – describe general productivity and research tasks generally unrelated to news or current events (which were categorized separately). The most common categories include "Assistance with development of professional email, memo, presentation, or other work product" (33.5% of responses) and "Research or search about other personal topics of interest" (31.7% of responses). Both categories encompass a wide range of topics as well as general research.

[19] *See* **Exhibit 3**.

43. **Figures 2 and 3** below show selected example responses for each of these two categories, highlighting that even within these categories there is a wide variety of Copilot uses.

Figure 2
Example Responses Coded as "Assistance With Development of Professional Email, Memo, Presentation, or Other Work Product"

Respondent ID	Category	Example Responses
98	Assistance with development of professional email, memo, presentation, or other work product	"I used M365 Copilot to draft a detailed project proposal, organize tasks, and generate professional content efficiently for team review."
948	Assistance with development of professional email, memo, presentation, or other work product	"The most recent time I used Copilot, I was trying to streamline a work task by generating a report in Microsoft Word and summarizing data from Excel to save time and ensure accuracy."
3104	Assistance with development of professional email, memo, presentation, or other work product	"I was creating a presentation in PowerPoint and Used Copilot to generate slide content."

Figure 3
Example Responses Coded as "Research or Search About Other Personal Topics of Interest"

Respondent ID	Category	Example Responses
1540	Research or search about other personal topics of interest	"[I] was trying to complete bible studies"
3210	Research or search about other personal topics of interest	"Learning how to refinish a bathtub already painted with an epoxy coating"
6624	Research or search about other personal topics of interest	"I was trying to find tattoo inspiration"

44. Moreover, the blind coders who examined and classified responses found a minuscule number of responses that could have been categorized into the *personal/professional research-related* categories and the category representing *researching news or current events*. Specifically, of the 638 responses coded into "research or search about other personal topics of interest," which are shown in **Appendix K.1**, only 14 (2.2%) were also coded into "research of news or current events." Similarly, of the 106 responses coded into "research or search about other professional topics of interest", which are shown in **Appendix L.1**, none were also coded into "research of news or current events." Accordingly, these two most common categories rarely include responses that reflect the hypothetical use cases described by News Plaintiffs in their Complaints.

2. The Vast Majority of Self-Reported Copilot Uses Are Unconnected to Creation of Books or Literature

45. I find that the vast majority of self-reported Copilot uses consist of uses that are unconnected to the writing or drafting of books or other literature, or to the generation of summaries or excerpts of books. Specifically, only a small fraction of respondents (1.8%) reported most recent Copilot uses that fell into the category "writing / drafting of a book, poem, short story, or other literature," whereas the remaining 98.2% of respondents reported most recent Copilot uses that fell in unrelated categories.[20] Accordingly, the overwhelming majority of respondents' most recent Copilot uses bear no apparent relationship to the creation of literary works of the type at issue in Class Plaintiffs' allegations. These findings are consistent between both Enterprise and Non-Enterprise groups.[21]

46. Notably, the 1.8% of responses coded as "writing / drafting of a book, poem, short story, or other literature" likely represents an upper bound on Copilot uses that could plausibly be characterized as relevant to Class Plaintiffs' allegations.

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[20] **Exhibit 3**.

[21] **Exhibit 3**.

Figure 4 below shows examples of the 37 responses coded into the "writing / drafting of a book, poem, short story, or other literature" category.

Figure 4
Example Responses Coded as "Writing / drafting of a book, poem, short story, or other literature"

Respondent ID	Example Responses
8327	"I use it for story ideas when my kids need to write an essay."
1161	"I was writing a book in used it for typos"
4769	"I was writing a poem for my anniveresary"

47. Based on my review of the 37 responses coded as "Writing / drafting of a book, poem, short story, or other literature," and that 98.2% of respondents reported Copilot uses that did not fall into this category, I find that the vast majority of respondents' uses of Copilot do not reflect the production of literary works.

48. The findings discussed above are consistent with the coded answers to respondents' other Copilot uses in the past twelve months beyond their most recent use. When asked to describe additional Copilot uses beyond their most recent use, only 0.8% of respondents indicated using Copilot for "writing / drafting of a book, poem, short story, or other literature."[22] This consistency between respondents' most recent use and their broader pattern of use over the prior year reinforces the conclusion that Copilot is rarely used for activities related to Plaintiffs' hypothetical use case.

49. To further assess the relevance of responses categorized as "writing / drafting of a book, poem, short story, or other literature," I reviewed all 37 of the underlying responses provided by respondents that were coded to this category from their most recent use, as well as the 17 responses coded into this category from

[22] **Exhibit 4**.

respondents' other uses in the past 12 months. These responses are shown in **Appendix H.1 and H.2**, respectively. Among these responses, respondents most often described using Copilot to proofread or edit text they had already written, to experiment with creative writing prompts, or to draft short fictional passages for personal enjoyment or practice, rather than for uses that may have been derived from Class Plaintiffs' Asserted Works.

50. In addition, to assess whether any of the research-related uses involved generating excerpts, passages, or summaries of books, I also reviewed the underlying responses coded into the personal/professional research-related categories. In particular, I reviewed: all 638 of the underlying responses provided by respondents that were coded into the category "research or search about other personal topics of interest" from their most recent use, as well as the 650 responses coded into this category from respondents' other uses in the past 12 months shown in **Appendix K.1 and K.2**, respectively. I also reviewed all 106 underlying responses that were coded into the category "research or search about other professional topics of interest" from their most recent use, as well as the 426 responses coded into this category from respondents' other uses in the past 12 months, shown in **Appendix L.1 and L.2**, respectively. For these research categories, respondents commonly described using Copilot to learn more information on everyday personal related topics such as history, food, and health, obtain practical guidance or instructions for routine tasks and decisions, and support the automation and strategic planning of work tasks, rather than for uses that may have been derived from Class Plaintiffs' Asserted Works.

51. Moreover, based on my review of the responses in the writing and personal/professional research-related categories:[23]

[23] Among responses coded into the writing and personal/professional research-related categories, **Appendices H.1**, **K.1**, and **L.1** list 781 responses for their most recent use (37, 638, and 106 responses, respectively). Of these 781 responses, blind coders assigned 17 into two or more categories for their most recent use, resulting in 764 unique responses. In addition, my survey assessed respondents' other uses for the period of 12 months prior to respondents taking the survey. **Appendices H.2**, **K.2**, and **L.2** list 1,093 responses for their other uses in the past 12 months (17,

- No respondents referenced any of the named Class Plaintiffs or their works, or any other specific author or literary work.
- No respondents mentioned asking Copilot to generate excerpts or passages of existing works.
- Only 2 respondents, representing less than 0.1% of all respondents in the survey, mentioned summarizing books.[24]
- No respondents indicated that they used Copilot to mimic the style, voice, or themes of authors or other written works.
- Only 1 respondent, representing less than 0.05% of all respondents in the survey, mentioned writing fan fiction, sequels, or other works potentially derived from existing works. However, this response suggests that Copilot was used to help analyze the respondent's own writing rather than to generate any new writing.[25]

52. Respondents' reported Copilot usage also remained consistent over time. In particular, only 27.8% of respondents who had been using Copilot for more than 12 months reported that the purposes of their Copilot use from more than twelve months ago differed from their use in the past twelve months.[26] Of those

650, and 426 responses, respectively). Of these 1,093 responses, blind coders assigned 295 into two or more categories for their use in the past 12 months, resulting in 795 unique responses.

[24] Respondent 6771 wrote: "I needed to summarize a book I read and then I needed a works cited page." *See* **Appendix K.1**, Row 329.
Respondent 10440 wrote: "I was doing research about the best short novellas in the true crime genre. I didn't want to read a long book and wanted certain elements the book to have, so I asked copilot to give me a list of the best recommendations. [...] I also wanted it to give me a description of the novellas and tell me what the main themes were for each of them." *See* **Appendix J.1**, Row 94.

[25] Respondent 3559 wrote: "I write novels and fanfiction stories. I used CoPilot to analyze what I was writing based on how well it could summarize the story. I really use Gemini for the bulk of help and research." *See* **Appendix H.1**, Row 13.

[26] Of the 400 survey respondents who indicated they had first used Copilot more than 12 months ago, 111, or 27.8%, indicated a change in Copilot use, and 289 indicated no change or don't know / unsure. *See* **Exhibit 5**.

respondents, approximately 22.5% indicated that their use had changed because they now use Copilot more frequently, and approximately 15.3% indicated that their use had changed because they began using Copilot in a new setting, such as at work.[27] These results suggest that the vast majority of respondents either first used Copilot in the past 12 months or their use of Copilot has remained about the same since they first started using Copilot more than 12 months ago, and for those whose Copilot use has changed, the changes primarily reflect frequency or context of use rather than substantively different categories of use. As such, respondents' reported Copilot usage in the past twelve months is likely similar to their Copilot usage in earlier periods.

53. My blind-coding methodology permitted responses to be coded into multiple categories simultaneously. If a respondent described a use implicating both "homework" or "personal research" and literary creation, blind coders would assign that response to both categories. The 1.8% figure for writing/drafting literature therefore already captures any responses that overlap with other categories such as homework, research, or professional work product. Therefore, literary uses are not concealed within other categories, because any response referencing literary content would also be coded into the writing/drafting literature category.

54. The survey did not ask respondents whether they used Copilot to summarize or reproduce books' content—nor did it ask about any other specific activity—because doing so would constitute a leading question. As discussed above, I employed an open-ended methodology that allows respondents to describe their actual behavior without prompting. Had respondents been using Copilot to summarize or reproduce literary content, they would have reported that activity, and it would have been coded accordingly.

[27] **Exhibit 5**.

3. The Vast Majority of Self-Reported Copilot Uses are Unrelated to News Activities

55. Based on the results of the blind-coding analysis, I find that a vast majority of respondents did not use Copilot for research of news or product recommendations in their most recent use (Questions 1 & 2), despite News Plaintiffs' claims that, for example, "[i]f individuals can access The Times's highly valuable content through Defendants' own products without having to pay for it and without having to navigate through The Times's paywall, many will likely do so."[28] In particular, only 1.2% of all respondents' most recent uses were coded as "research of news or current events" and only 5.9% were coded as the "recommendation of products, services, brands or stores."[29] These findings are consistent between both Enterprise and Non-Enterprise groups.[30]

56. As shown in **Figures 5 and 6** below, responses coded into these categories include using Copilot to search for specific information.

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[28] NYT Complaint, ¶ 157. *See also*, Daily News Complaint, ¶ 186 ("If people are able to access the Publishers' Works through the Defendants' GenAI products without paying the Publishers or subscribing to their products, they are likely to do so and less likely to visit Publishers' websites or subscribe to Publishers' products."); CIR Complaint, ¶ 96 ("Defendants' abridgements, rewritten from copyright-protected news articles, harm the market for those articles by reducing the incentives for users to go to the original source, thus reducing Plaintiff's subscription, licensing, advertising, and affiliate revenue. This allows Defendants to monetize copyright owners' content at the expense of copyright owners who created the works ChatGPT has abridged.").

[29] **Exhibit 3**.

[30] **Exhibit 3**.

Figure 5
Example Responses Coded into "Research of news or current events" Category

Respondent ID	Example Responses
18	"On my most recent use of Copilot I asked it for the most updated NFL news and injury reports of star or breakout players! It kept repeating itself though... it was kind of strange. I did somewhat like the answers it provided though!"
2006	"I was just asking it a question about news I heard that I wasn't sure if it was real or fake"
3760	"I was looking for information about current events such as what is happening with the government shutdown."

Figure 6
Example Responses Coded into "Recommendation of products, services, brands, or stores" Category

Respondent ID	Example Responses
464	"I wanted to find the best place that sells headphones and wanted to compare prices."
9958	"was shopping some home improvement tools and I decided to ask copilot to help in comparing functionalities, prices and where I could buy them"
1771	"I was seeking a more through answer to the question I had about an automobile that I was thinking of purchasing."

57. The findings discussed above are consistent when assessing respondents' coded answers to Question 6, which asked about their other Copilot uses in the past twelve months beyond their most recent use. When asked to describe additional Copilot uses beyond their most recent session, only 1.3% of respondents indicated using Copilot for "research of news or current events" and 4.1% of respondents indicated using Copilot for "recommendation of products, services, brands or

stores."[31] Again, these findings are consistent between both Enterprise and Non-Enterprise groups.[32]

58. To further assess these responses' relevance, I reviewed all 140 of the underlying responses provided by respondents that were coded to these two categories for their most recent use, as well as the 109 responses coded to these two categories for respondents' uses in the past 12 months.[33] These responses are shown in **Appendices I.1 and I.2** and **J.1 and J.2**. Many of the responses describe simply looking up facts rather than asking Copilot to summarize specific articles, and none of these responses expressed that the respondent was purposefully trying to access information behind a paywall. I also reviewed all of the underlying responses, for either respondents' most recent use or their other uses in the past 12 months, coded into the following categories: "research of news or current events," "recommendation of products, services, brands or stores," "research or search about other personal topics of interest," and "research or search about other professional topics of interest."[34] Only 9 respondents, representing less than 0.5% of all respondents in the survey, mentioned

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[31] **Exhibit 4**.

[32] **Exhibit 4**.

[33] Among responses coded into the "research of news or current events" and "recommendation of products, services, brands, or stores" categories, **Appendices I.1 and J.1** list 142 responses for their most recent use (24 and 118 responses, respectively). Of these 142 responses, blind coders assigned 2 responses into both categories for their most recent use, resulting in 140 unique responses. In addition, my survey assessed respondents' other uses for the period of 12 months prior to respondents taking the survey. **Appendices I.2 and J.2** list 110 responses for respondents' other uses in the past 12 months (27 and 83 responses, respectively). Of these 110 responses, blind coders assigned 1 response into both categories for their other uses in the past 12 months, resulting in 109 unique responses.

[34] Among responses coded into the "research of news or current events," "recommendation of products, services, brands, or stores", and personal/professional research-related categories, **Appendices I.1, J.1, K.1, and L.1** list 886 responses for their most recent use (24, 118, 638, and 106 responses, respectively). Of these 886 responses, blind coders assigned 71 responses into two or more categories for their most recent use, resulting in 812 unique responses. In addition, my survey assessed respondents' other uses for the period of 12 months prior to respondents taking the survey. **Appendices I.2, J.2, K.2, and L.2** list 1,186 responses for respondents' other uses in the past 12 months (27, 83, 650, and 426 responses, respectively). Of these 1,186 responses, blind coders assigned 333 responses into two or more categories for their use in the past 12 months, resulting in 836 unique responses.

summarizing articles, and several of these responses appear to indicate that Copilot was used to summarize research articles for homework or work projects, rather than news articles.[35]

59. I also analyzed the extent to which respondents would have used other tools or services in the absence of Copilot. When asked in Question 3, "If you hadn't had access to Copilot or any other generative AI tool, what would you have done instead to accomplish your task," 0 respondents indicated they would have gone to News Plaintiffs' websites or another similar news site. In fact, as shown in **Exhibit 6**, respondents report that in the absence of a generative AI tool they would revert to traditional web search inquiries, with 37.2% of respondents indicating they would use Google or another web search, the most popular response out of all categories.[36] Additionally, and as shown in **Exhibit 7**, when

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[35] Respondent 2090 wrote: "Researching various topics and summarizing articles." *See* **Appendix I.2**, Row 5.
Respondent 2094 wrote: "It helps me do a lot of my daily tasks, such as summarize articles and proofread." *See* **Appendix K.1**, Row 135.
Respondent 11790 wrote: "I am a writer. I like to input my plots into the copilot to get more inspiration to further continue the plot of my story. I also use it for difficult homework for my college classes sometimes. I use it to summarize an article I have to read, explain a math problem better, or just for general advice on certain things." *See* **Appendix K.1**, Row 622.
Respondent 998 wrote: "I wanted help with summarizing an article as I was short on time and wanted a non-bias review. [...] Just to summarize the article. It was about current politics, specifically, the shutdown." *See* **Appendix I.1**, Row 6.
Respondent 4597 wrote: "To summarize , articles . It did a good job ." *See* **Appendix K.1**, Row 257.
Respondent 7263 wrote: "I was trying to quickly summarize research for a personal project. I asked Copilot to gather recent information from multiple sources, then used its response to compare key points side by side. This helped me save time by avoiding manual searches and gave me a clear overview I could use to make decisions more confidently." *See* **Appendix K.1**, Row 365.
Respondent 7407 wrote: "Additionally, I've used Copilot to look up basic information, summarize articles, obtain brief explanations for topics I was interested in, and generate ideas for hobbies or personal projects. When compared to manual searching, it helps streamline information and save time." *See* **Appendix K.2**, Row 390.
Respondent 814 wrote: "I was using it to summarize an article I was going to read." *See* **Appendix K.1**, Row 63.
Respondent 8976 wrote: "The last time I used Copilot, I was working on a presentation for a team meeting. I needed help summarizing a long article and generating a few slides with clear bullet points and visuals. Copilot helped me quickly extract the key ideas and rephrase them in a more concise and professional tone. It saved me a lot of time and helped me feel more confident about the final product." *See* **Appendix K.1**, Row 444.

[36] **Exhibit 6**. Of the 24 respondents who provided responses categorized into the "Research of news or current events" category, 58.3% indicated in Question 3 that they would use Google or another web search if they hadn't had access to Copilot or another generative AI tool.

asked in Question 4 "Why did you decide to use a generative AI tool over other ways to accomplish your task?", only 1 respondent (0.05% of the full sample) indicated doing so to access information behind a paywall or other financial incentive.[37]

60. Moreover, my findings remain consistent when I look at a subset of the data based on whether respondents have a paid subscription to any news services. As shown in **Figure 7** below and in **Exhibit 8**, respondents with no paid news subscription reported similarly low rates of using Copilot for research of news or product recommendation as those with a paid subscription to any of News Plaintiffs' services. Of the 1,175 respondents who indicated they have no paid news subscription, only 1.4% indicated their most recent use of Copilot was for "research of news or current events" and only 6.0% for "recommendation of products, services, brands or stores;" similarly, of the 266 respondents who indicated they have a paid subscription to any of the News Plaintiffs' services, only 1.1% indicated their most recent use of Copilot was for "research of news or current events" and only 5.6% for "recommendation of products, services, brands or stores."[38]

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[37] **Exhibit 7**; Respondent 2567 wrote: "It can access all informations out there, not matter if you have to pay or not. I understand it is an big issue right now because I'm of copyright works." Respondent 2567's most recent use of Copilot was coded into only the "Research or search about other personal topics of interest" category. *See* **Appendix K.1**, Row 155.

[38] **Exhibit 8**.

Figure 7
Most Recent Copilot Use by News Subscription Status[39]

Question 1 Categorization	All Respondents	Paid Subscription to News Plaintiffs	Paid Subscription to Other News	No Paid News Subscription
Research of news or current events	1.2%	1.1%	0.9%	1.4%
Recommendation for products, services, brands, or stores	5.9%	5.6%	5.6%	6.0%

61. Plaintiffs identified approximately 20 responses in my data that they contend could implicate use of news sources. I directed my team to use traditional Google search to determine if a news source would appear in Google search results in response to the purposes identified by these respondents. In all but one instance, news sites operated by the plaintiffs did not appear in the first page of Google search results. This empirically refutes the suggestion that respondents would have otherwise visited News Plaintiffs' websites for the same information.

62. My survey measures user behavior and intent—it does not examine Copilot's internal technical processes. Whether Copilot may or may not draw on news websites in generating a particular response is outside the scope of my assignment. The survey did not limit its population to subscribers of News Plaintiffs' sites or visitors to news sites generally; if Copilot users were regularly

[39] The 95% confidence intervals around the Figure values are:

Question 1 Categorization	All Respondents	Paid Subscription to News Plaintiffs	Paid Subscription to Other News	No Paid News Subscription
Research of news or current events	0.7 – 1.7%	0.1 – 2.4%	0.1 – 1.6%	0.7 – 2.0%
Recommendation for products, services, brands, or stores	4.8 – 6.9%	2.8 – 8.4%	4.1 – 7.2%	4.7 – 7.4%

substituting the product for news websites, they would report that activity regardless of whether they also subscribe to those services.

4. Copilot Users Rarely Consider Training Data When Making Generative AI Usage or Purchase Decisions

63. Based on the results of the blind-coding analysis, I find that only 1.4% of respondents indicated that they consider "data, sources, or material used to train model" as a factor when deciding which generative AI tool to use.[40] I find similar results when asking which generative AI tool Copilot users would pay for; only 1.1% of respondents with a personally paid subscription to a generative AI tool indicated that "data, sources, or material used to train model" was a factor they considered when deciding which generative AI tool to pay for, and only 0.8% of respondents without a personally paid subscription to a generative AI tool indicated that "data, sources, or material used to train model" was a factor they would consider if they were to get a personally paid subscription.[41]

64. In contrast, the most common factors Copilot users referenced when deciding which generative AI tool to use included "accuracy / limited hallucinations" (approximately 27.6%), "easy to use / convenient" (24.0%), "speed" (approximately 16.2%), and "availability, integration, or compatibility" (approximately 15.5%).[42] Among those with a personally paid subscription, important factors also included "cost" (approximately 20.9%) and "specialization" (20.0%).[43] Such findings suggest that Copilot users generally do not think of the data used to train a model when considering whether to use or pay for a generative AI tool, and thus generally do not consider whether the model was trained on any particular data.

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40 **Exhibit 9**.

41 **Exhibits 10** and **11**.

42 **Exhibit 9**.

43 **Exhibit 10**.

65. Had real-time access to specific data sources been an important decision factor for a meaningful number of users, that category would have emerged in the blind coding process. The fact that only 1.4% referenced training data confirms that Copilot users generally do not consider a model's training data when deciding whether to use or pay for a generative AI tool.

5. Sensitivities and Sub-Group Analyses

66. I conducted several sensitivity analyses to further evaluate the stability of my conclusions and to assess whether my conclusions are sensitive to changing the selection criteria for the survey sample. Specifically, I analyzed the results of the following sensitivities:

- Excluding respondents who reported in a follow-up question that they were aware of litigation related to generative AI tools;[44]
- Excluding respondents identified as "speeders" or "laggers";[45]
- Excluding respondents who first started using Copilot more than three months ago;[46]

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[44] Respondents were first asked QF5 ("Prior to this survey, were you or were you not aware of any lawsuits related to generative AI tools?"), and those who indicated there were "aware of at least one lawsuit related to generative AI tools" were asked to provide an open-ended response to "Briefly, in your own words, what is the lawsuit related to generative AI tools about? If you are aware of more than one lawsuit related to generative AI tools, briefly describe, in your own words, what each is about." in QF6. These open-ended responses were reviewed to identify respondents who provided a description that mentioned a Class Plaintiff, News Plaintiff, or Plaintiffs Asserted Works, or that is plausibly related to this litigation in particular, using the following terms:

> Microsoft, Copilot, OpenAI, ChatGPT, The New York Times, NYT, Times, authors, copyright, trademark, content, infringement, intellectual property, data use, training data, scraping, class action, or fair use.

See **Appendix D**, p. 19.

[45] Speeders were identified as respondents whose completion time in seconds was at or below the 5th percentile for the survey. Laggers were identified as respondents whose completion time in seconds was at or above the 95th percentile for the survey.

[46] Respondents were excluded if they indicated in S10 ("Thinking of your use of Microsoft Copilot in the past, when was the first time you used Copilot, to the best of your recollection?") that they first used Copilot more than three months ago. I conducted this sensitivity to assess whether and to what extent

- Excluding respondents who indicated that they work in any of the following industries: Marketing, Artificial Intelligence, Legal services, News Media, Publishing, Arts (i.e., independent artist or performer), and Author (i.e., freelance writer, publishing author, or journalist);[47]

- Excluding respondents who indicated that they work for any parties involved in this litigation.[48]

67. None of these sensitivity analyses change the nature of my conclusions. In each case, I find similar results.

68. I also examined whether there were differences in Copilot usage between respondents assigned to the Enterprise group and those assigned to the Non-Enterprise group. Overall, usage patterns between the two groups are broadly similar, with both groups primarily using Copilot for general productivity and information-related tasks. As expected, however, Enterprise users are more likely to use Copilot for professional or work-related activities and correspondingly even less likely to use Copilot for categories of use that are relevant to the claims in this case. For example, 50.6% of respondents used Microsoft Outlook for their most recent use of Copilot compared to only 31.0% of Non-Enterprise users.[49] In particular, no Enterprise users indicated that their most recent use of Copilot was for "writing / drafting of a book, poem, short story, or other literature."[50] Similarly, only 0.2% of Enterprise users indicated that their most recent use of

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respondents who only recently started using Copilot had systematically different usage. *See* **Appendix D**, p. 4.

47 Respondents were excluded if they indicated in F1 ("Which of the following industries, if any, best describes the industry in which you work?") that they worked in any of the following industries: Marketing, Artificial Intelligence, Legal services, News Media, Publishing, Arts (i.e., independent artist or performer), and Author (i.e., freelance writer, publishing author, or journalist). *See* **Appendix D**, p. 18.

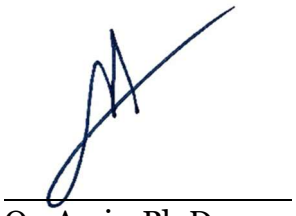
48 Respondents were excluded if they indicated in F2 ("Please indicate which of the following companies you are employed by, or otherwise work for, if any.") that they are employed by any of the Plaintiffs, Defendants, or law firms involved in this litigation. *See* **Appendix D**, p. 18.

49 **Exhibit 12**.

50 **Exhibit 3**.

Copilot was for "research of news or current events," and only 1.5% indicated that their most recent use involved "recommendation of products, services, brands, or stores."[51] These results indicate that Enterprise users, who account for a meaningful portion of overall Copilot usage, are even less likely than Non-Enterprise users to engage in the types of uses alleged to be at issue in this case.

I declare under penalty of perjury that the foregoing is true and correct. Executed on this 31st day of August, 2026, at La Jolla, CA.



On Amir, Ph.D.

[51] **Exhibit 3**.

Exhibit 1
Survey Response Statistics

Status	N	% of Total
Total - Clicked on Survey Link	11,177	100.0%
Screened Out of Survey, due to:	8,932	79.9%
Did not pass CAPTCHA[1]	0	0.0%
Age or sex mismatch[2]	767	6.9%
Did not indicate gender[2]	86	0.8%
Did not indicate age[2]	66	0.6%
Did not select state of residence[3]	3	0.0%
Had not used a chat-based generative AI tool[4]	4,714	42.2%
Selected Red Herring ("PinkGrass Andio")[5]	83	0.7%
Had not used Copilot[6]	2,776	24.8%
Answered inconsistently on when they first used Copilot[7]	330	3.0%
Did not pass attention check[8]	47	0.4%
Did not select a valid access point[9]	60	0.5%
Removed from Survey, due to:	127	1.1%
Responses did not pass survey vendor's speeder checks[10]	27	0.2%
Responses did not pass survey vendor's straightliner checks[11]	0	0.0%
Responses did not pass survey vendor's initial checks[12]	100	0.9%
Self-Termination[13]	0	0.0%
Quota Full[14]	105	0.9%
Sample	**2,013**	**18.0%**

Notes:

[1] Respondents who did not pass the CAPTCHA were screened out of the survey.

[2] Respondents who indicated that they were under 18 in QS3 ("How old are you?") or that they preferred not to indicate their age or sex in QS3 or QS4 ("Please indicate your gender:"), respectively, were screened out of the survey. Additionally, respondents who indicated an age or sex which did not match the value the panel company had on file were screened out of the survey.

[3] Respondents who did not select a state of residence and instead selected "None of the above" in QS5 ("In which state do you currently reside?") were screened out of the survey.

[4] Respondents who indicated that they had not used a chat-based generative AI tool in the past 12 months in QS6 ("Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past 12 months, which of the following best describes how frequently you have used a generative AI tool?") were screened out of the survey.

[5] Respondents who selected Red Herring ("PinkGrass Andio") in QS9 ("Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, which of the following have you used? (Select all that apply)") were screened out of the survey.

[6] Respondents who indicated that they had not used Microsoft Copilot in the past in QS9 ("Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, which of the following have you used? (Select all that apply)") were screened out of the survey.

[7] Respondents who indicated in QS11 ("Thinking of your use of Microsoft Copilot in the past, when was the first time you used Copilot, to the best of your recollection?") that they had used Microsoft Copilot earlier than the first time they used a chat-based generative AI tool indicated in QS9 ("Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, when was the first time you used a chat-based generative AI tool, to the best of your recollection?") were screened out of the survey.

[8] Respondents who failed the attention check in S17 ("For quality control purposes, please select "Second" from the list below. (Select only one option)") were screened out of the survey.

[9] Respondents who did not select a valid access point in S11/S12/S13 ("Thinking of your most recent use of Copilot, which of the following did you use to access it?") were not assigned an instruction group and screened out of the survey.

Notes (continued):

[10] Respondents who completed the survey too quickly were removed from the survey sample.

[11] Respondents who straightlined through the questions were removed from the survey sample.

[12] Respondents who gave low quality answers across open-ended questions were flagged by the survey vendor. I subsequently reviewed and removed these respondents.

[13] Respondents who dropped out of the survey are listed as self-termination.

[14] Respondents who started the survey after the quota for their respective region, age, and gender had been filled were terminated in order to ensure a balanced incoming sample.

Exhibit 2
Demographics for Survey Completes

	Full Sample		Subset of Non-Enterprise Respondents		Subset of Enterprise Respondents	
Demographic	**N**	**% of All Respondents**	**N**	**% of All Non-Enterprise Respondents**	**N**	**% of All Enterprise Respondents**
Gender:[1]						
Male	1,220	60.6%	911	61.8%	309	57.2%
Female	787	39.1%	558	37.9%	229	42.4%
Non-Binary	6	0.3%	4	0.3%	2	0.4%
Age:[2]						
18-24 years old	195	9.7%	135	9.2%	60	11.1%
25-29 years old	198	9.8%	145	9.8%	53	9.8%
30-34 years old	250	12.4%	179	12.2%	71	13.1%
35-39 years old	229	11.4%	168	11.4%	61	11.3%
40-44 years old	278	13.8%	186	12.6%	92	17.0%
45-49 years old	229	11.4%	157	10.7%	72	13.3%
50-54 years old	190	9.4%	131	8.9%	59	10.9%
55-59 years old	147	7.3%	107	7.3%	40	7.4%
60-65 years old	117	5.8%	95	6.4%	22	4.1%
65 years old or older	180	8.9%	170	11.5%	10	1.9%
Region:[3]						
Northeast	420	20.9%	300	20.4%	120	22.2%
Midwest	385	19.1%	283	19.2%	102	18.9%
South	744	37.0%	542	36.8%	202	37.4%
West	464	23.1%	348	23.6%	116	21.5%
Total - Survey Completes	**2,013**	**100.0%**	**1,473**	**100.0%**	**540**	**100.0%**

Notes:
[1] Respondents were asked their gender in QS3 ("Please indicate your gender") and matched to the panel dataset.
[2] Respondents were asked their age in QS4 ("How old are you?") and matched to the panel dataset.
[3] Respondents were asked the state in which they currently reside in QS5 ("In which state do you currently reside") and categorized into census regions by survey vendor.

Exhibit 3
Open-Ended, Categorized Responses - Categories of Most Recent Use
All Completes, (N=2,013)

Q1/Q13: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2/Q14: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

Categorization	Share of All Respondents (N=2,013)	Share of Non-Enterprise Respondents (N=1,473)	Share of Enterprise Respondents (N=540)
Advice for personal situations and relationships	1.6%	1.9%	0.9%
Assistance with data analysis	6.0%	4.2%	10.9%
Assistance with homework, school project, or other student activities	6.6%	5.4%	9.8%
Assistance with image or video development	6.0%	7.2%	2.8%
Assistance with programming or coding	5.7%	6.4%	3.9%
Assistance with travel planning	3.0%	3.7%	1.3%
Assistance with resume, cover letter, job search, or other aspects of job applications	3.2%	4.1%	0.9%
Assistance with development of professional email, memo, presentation, or other work product	33.5%	22.5%	63.7%
General exploration or testing of Copilot features and capabilities	3.0%	3.5%	1.7%
Recommendation for products, services, brands, or stores	5.9%	7.5%	1.5%
Research or search about other personal topics of interest	31.7%	39.8%	9.6%
Research or search about other professional topics of interest	5.3%	4.5%	7.2%
Research of news or current events	1.2%	1.6%	0.2%
Writing / drafting of book, poem, short story or other literature	1.8%	2.5%	0.0%
Other Categories:			
Other	5.4%	6.0%	3.9%
Don't know / Unsure	2.6%	2.6%	2.6%
Nonresponsive response to the question	2.3%	2.2%	2.6%
Nonsensical response to the question	<0.1%	0.0%	0.2%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[4] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[5] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 4
Open-Ended, Categorized Responses - Other Uses of Copilot in the Past 12 Months
All Completes, (N=2,013)

Q6/Q18: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

Categorization	Share of All Respondents (N=2,013)	Share of Non-Enterprise Respondents (N=1,473)	Share of Enterprise Respondents (N=540)
Advice for personal situations and relationships	1.6%	2.0%	0.7%
Assistance with data analysis	4.1%	2.9%	7.4%
Assistance with homework, school project, or other student activities	4.2%	3.5%	6.3%
Assistance with image or video development	4.4%	5.2%	2.0%
Assistance with programming or coding	2.0%	1.7%	2.8%
Assistance with travel planning	2.3%	2.8%	1.1%
Assistance with resume, cover letter, job search, or other aspects of job applications	1.1%	1.3%	0.7%
Assistance with development of professional email, memo, presentation, or other work product	26.9%	21.1%	42.8%
General exploration or testing of Copilot features and capabilities	2.1%	2.3%	1.7%
Recommendation for products, services, brands, or stores	4.1%	5.1%	1.5%
Research or search about other personal topics of interest	32.3%	37.9%	16.9%
Research or search about other professional topics of interest	21.2%	21.8%	19.4%
Research of news or current events	1.3%	1.8%	0.2%
Writing / drafting of book, short story, poem or other literature	0.8%	1.2%	0.0%
Other Categories:			
Other	9.5%	10.0%	8.0%
Don't know / Unsure	17.3%	16.8%	18.5%
Nonresponsive response to the question	4.0%	4.1%	3.9%
Nonsensical response to the question	<0.1%	0.0%	0.4%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[4] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[5] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 5
Open-Ended, Categorized Responses - Change in Copilot Use
Limited to Respondents Who Indicated a Change in Copilot Use in Past 12 Months, (N=111)

Q8/Q20: "You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?"

Respondent Selection	Share of All Respondents (N=111)	Share of Non-Enterprise Respondents (N=80)	Share of Enterprise Respondents (N=31)
More access points	1.8%	1.3%	3.2%
Integrated part of workflow	5.4%	6.3%	3.2%
Increase frequency of use	22.5%	20.0%	29.0%
More complex tasks	15.3%	20.0%	3.2%
More creative tasks	7.2%	7.5%	6.5%
Web search initiated on Copilot	2.7%	3.8%	0.0%
Access to more AI tools	2.7%	3.8%	0.0%
New Setting	15.3%	17.5%	9.7%
Other Categories:			
Other	29.7%	28.8%	32.3%
Don't know / Unsure	7.2%	5.0%	12.9%
Nonresponsive response to the question	3.6%	3.8%	3.2%
Nonsensical response to the question	1.8%	2.5%	0.0%
Total - Survey Respondents Who Indicated a Change in Copilot Use in the Past 12 Months	**111**	**80**	**31**
Survey Respondents Who Indicated no Change in Copilot Use in the Past 12 Months or Don't Know/Unsure	**289**	**203**	**86**
Survey Respondents Who First Used Copilot Within the Past 12 Months	**1,613**	**1,190**	**423**

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] Respondents are asked Q8/Q20 if they selected "More than 12 months ago" in response to S10: "Thinking of your use of Microsoft Copilot in the past, when was the first time you used Copilot, to the best of your recollection?" and they selected "The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months. " in response to Q7/Q19: "If you can remember, which of the following best describes how the purposes of your Copilot use from more than 12 months ago compares to the purposes of your Copilot use in the past 12 months?". The remaining respondents either indicated their first use of Copilot was within the past 12 months in S10, or did not indicate change in use in Q7/Q19.

[4] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[5] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[6] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 6
Open-Ended, Categorized Responses - Alternatives to Generative AI Tool Use
All Completes, (N=2,013)

Q3/Q15: "If you hadn't had access to Copilot or any other generative AI tool, what would you have done instead to accomplish your task?"

Respondent Selection	Share of All Respondents (N=2,013)	Share of Non-Enterprise Respondents (N=1,473)	Share of Enterprise Respondents (N=540)
Ask a friend, coworker, family member, or other person	7.6%	7.3%	8.3%
Complete by themselves (manual)	36.7%	30.5%	53.5%
Use Google or other web search	37.2%	43.0%	21.1%
Use YouTube, Reddit, or other online resource (e.g. social media)	7.4%	8.2%	5.0%
Use another chat-based generative AI tool	4.4%	4.4%	4.3%
Use physical resource (e.g. books)	3.1%	3.2%	2.8%
Use other non-AI app/software (e.g. Excel, coding, photoshop)	4.6%	4.3%	5.6%
Would not complete the task	4.2%	4.4%	3.5%
Other Categories:			
Other	2.1%	1.9%	2.6%
Don't know / Unsure	7.0%	7.1%	6.9%
Nonresponsive response to the question	1.8%	1.8%	2.0%
Nonsensical response to the question	0.7%	0.5%	1.1%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[4] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[5] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 7
Open-Ended, Categorized Responses - Factors in Using Generative AI tool
All Completes, (N=2,013)

Q4/Q16: "Why did you decide to use a generative AI tool over other ways to accomplish your task?"

Respondent Selection	Share of All Respondents (N=2,013)	Share of Non-Enterprise Respondents (N=1,473)	Share of Enterprise Respondents (N=540)
Time-saving	46.3%	43.2%	55.0%
Ease of Use	31.0%	31.8%	28.7%
Accuracy	16.5%	16.3%	17.0%
Reliability	3.5%	3.9%	2.4%
Range and depth of information	5.4%	6.2%	3.3%
Integrability with other Microsoft 365 apps	2.1%	2.3%	1.7%
Exploration	6.7%	7.5%	4.4%
Novel content	2.6%	2.9%	1.7%
Access information behind paywall / Financial Incentive	<0.1%	<0.1%	0.0%
Enjoyment	1.6%	1.8%	0.9%
Trying / Experimenting	9.2%	9.8%	7.6%
Personalization / Customizability of Responses	2.0%	2.3%	1.1%
Other Categories:			
Other	11.0%	10.1%	13.3%
Don't know / Unsure	3.8%	3.9%	3.5%
Nonsensical response to the question	1.3%	1.6%	0.6%
Nonresponsive response to the question	0.2%	0.0%	0.7%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[4] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[5] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 8
Open-Ended, Categorized Responses - Most Recent Copilot Use By News Subscription Status
All Completes, (N=2,013)

Q1/Q13: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2/Q14: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

Categorization	Paid Subscription Plaintiff News	Paid Subscription Other News	No Paid News Subscription
Advice for personal situations and relationships	0.8%	1.7%	1.8%
Assistance with data analysis	11.7%	8.0%	3.7%
Assistance with homework, school project, or other student activities	6.0%	5.9%	7.1%
Assistance with image or video development	6.4%	3.5%	7.1%
Assistance with programming or coding	9.4%	8.6%	3.5%
Assistance with travel planning	4.9%	2.6%	2.8%
Assistance with resume, cover letter, job search, or other aspects of job applications	2.6%	1.7%	4.1%
Assistance with development of professional email, memo, presentation, or other work product	48.5%	41.3%	26.4%
General exploration or testing of Copilot features and capabilities	0.4%	2.6%	3.8%
Recommendation for products, services, brands, or stores	5.6%	5.6%	6.0%
Research or search about other personal topics of interest	23.7%	27.3%	35.7%
Research or search about other professional topics of interest	3.8%	7.3%	4.6%
Research of news or current events	1.1%	0.9%	1.4%
Writing / drafting of book, poem, short story or other literature	1.1%	1.4%	2.2%
Other Categories:			
Other	5.6%	5.6%	5.3%
Don't know / Unsure	1.1%	1.7%	3.4%
Nonresponsive response to the question	2.6%	4.2%	1.3%
Nonsensical response to the question	0.0%	0.2%	0.0%
Total - Survey Respondents	**266**	**572**	**1175**

Notes:
[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.
[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.
[3] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question or selected the "Don't know / Unsure" answer option provided.

Exhibit 9
Open-Ended, Categorized Responses - Factors Considered When Deciding Which Generative AI Tool to Use
All Completes, (N=2,013)

Q9/Q21: "What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?"

Respondent Selection	Share of All Respondents (N=2,013)	Share of Non-Enterprise Respondents (N=1,473)	Share of Enterprise Respondents (N=540)
Accuracy / limited hallucinations	27.6%	27.5%	28.0%
Availability, integration, or compatibility	15.5%	12.8%	23.0%
Cost	9.0%	9.3%	8.1%
Easy to use / convenient	24.0%	24.1%	23.7%
Data, sources, or material used to train model	1.4%	1.4%	1.5%
Private / security	7.6%	6.0%	11.9%
Reliability	7.3%	7.0%	8.1%
Reputation / popularity / word of mouth	6.5%	6.7%	6.1%
Specialization	12.7%	12.1%	14.4%
Speed	16.2%	15.8%	17.4%
Enjoyment	0.7%	0.6%	0.9%
Flexible / well rounded capabilities	2.3%	2.4%	2.0%
Historical personal use	4.5%	4.9%	3.5%
Frequency of use	<0.1%	<0.1%	0.0%
Other Categories:			
Other	6.7%	6.8%	6.3%
Don't know / Unsure	10.7%	11.2%	9.3%
Nonresponsive response to the question	8.0%	8.3%	7.2%
Nonsensical response to the question	0.5%	0.0%	1.9%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[4] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[5] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 10
Open-Ended, Categorized Responses - Factors Considered When Deciding Which Generative AI Tool to Pay For
Limited to Respondents Who Indicated a Personally Paid Subscription to a Generative AI Tool, (N=950)

Q11/Q23: "You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?"

Respondent Selection	Share of All Respondents (N=950)	Share of Non-Enterprise Respondents (N=681)	Share of Enterprise Respondents (N=269)
Accuracy / limited hallucinations	18.6%	17.5%	21.6%
Availability, integration, or compatibility	13.5%	14.0%	12.3%
Cost	20.9%	21.0%	20.8%
Easy to use / convenient	13.6%	14.2%	11.9%
Data, sources, or material used to train model	1.1%	0.9%	1.5%
Private / security	4.4%	4.1%	5.2%
Reliability	10.2%	10.3%	10.0%
Reputation / popularity / word of mouth	6.1%	6.0%	6.3%
Specialization	20.0%	20.0%	20.1%
Speed	9.5%	9.4%	9.7%
Enjoyment	0.8%	1.0%	0.4%
Flexible / well rounded capabilities	6.8%	6.8%	7.1%
Historical personal use	2.9%	2.9%	3.0%
Frequency of use	5.3%	4.4%	7.4%
Other Categories:			
Other	6.5%	7.8%	3.3%
Don't know / Unsure	8.2%	6.6%	12.3%
Nonresponsive response to the question	9.4%	9.8%	8.2%
Nonsensical response to the question	0.7%	0.7%	0.7%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] Respondents are asked Q11/Q23 if they selected "Yes, I have a personally paid subscription to use a generative AI tool." in response to Q10/Q22 "Do you or do you not have a personally paid subscription (excluding M365 access through your work or school) to use a generative AI tool?". The remaining respondents indicated they did not have a personally paid subscription or selected "Don't know / Unsure" in Q10/Q22.

[4] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[5] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[6] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 11
Open-Ended, Categorized Responses - Factors Considered When Deciding Which Generative AI Tool to Pay For
Limited to Respondents With No Personally Paid Subscription to a Generative AI Tool, (N=1,053)

Q12/Q24: "Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?"

Respondent Selection	Share of All Respondents (N=1,053)	Share of Non-Enterprise Respondents (N=784)	Share of Enterprise Respondents (N=269)
Accuracy / limited hallucinations	11.1%	9.9%	14.5%
Availability, integration, or compatibility	3.5%	2.4%	6.7%
Cost	15.1%	14.2%	17.8%
Easy to use / convenient	6.4%	4.5%	11.9%
Data, sources, or material used to train model	0.8%	0.6%	1.1%
Private / security	2.8%	2.2%	4.5%
Reliability	4.3%	3.4%	6.7%
Reputation / popularity / word of mouth	3.8%	3.3%	5.2%
Specialization	11.7%	10.3%	15.6%
Speed	4.5%	3.6%	7.1%
Enjoyment	0.3%	0.4%	0.0%
Flexible / well rounded capabilities	4.7%	4.6%	4.8%
Historical personal use	1.8%	1.8%	1.9%
Frequency of use	4.7%	4.6%	4.8%
Other Categories:			
Other	4.4%	5.0%	2.6%
Don't know / Unsure	12.0%	12.9%	9.3%
Nonresponsive response to the question	6.4%	6.3%	6.7%
Nonsensical response to the question	0.0%	0.0%	0.0%

Notes:

[1] Respondents provided open-ended responses which were subsequently reviewed and categorized by a team of blind coders based on the blind coding instructions.

[2] The total percentages across categories do not sum to 100% because a response can be categorized into multiple categories.

[3] Respondents are asked Q12/Q24 if they selected "No, I do not have a personally paid subscription to use a generative AI tool." in response to Q10/Q22 "Do you or do you not have a personally paid subscription (excluding M365 access through your work or school) to use a generative AI tool?". The remaining respondents indicated they had a personally paid subscription.

[4] The "Don't know / Unsure" category includes respondents whose responses were categorized as indicating they "don't know" in response to the question and respondents who selected the "Don't know / Unsure" answer option provided. See Appendix G.

[5] The "Nonresponsive" category includes respondents whose responses were categorized as being "unrelated to the question asked". See Appendix G.

[6] The "Nonsensical" category includes respondents whose responses were categorized as being "an answer that does not make sense at all". See Appendix G.

Exhibit 12
Responses to S12/S13 - Access Points
All Completes, (N=2,013)

S12A: "Thinking of your most recent use of M365 Copilot, which of the following did you use to access it?"
S12B: "Thinking of your most recent use of Copilot for personal use, which of the following did you use to access it?"
S13: "Thinking of your most recent use of Copilot, which of the following did you use to access it?"

Non-Enterprise Users		
Respondent Selection	**Number of Respondents**	**Share of All Respondents (N=1,473)**
Microsoft Copilot app on Windows	580	39.4%
Microsoft Word	541	36.7%
Copilot integrated into Microsoft Edge	540	36.7%
Copilot app on an Android or iOS mobile device	527	35.8%
Microsoft Outlook	457	31.0%
Microsoft Excel	408	27.7%
Microsoft PowerPoint	352	23.9%
Copilot via copilot.microsoft.com	333	22.6%
Copilot tab or icon on Bing.com	250	17.0%
Other (specify)	1	<0.1%
Don't know / Unsure	0	0.0%
Microsoft Teams	N/A	0.0%

Enterprise Users		
Respondent Selection	**Number of Respondents**	**Share of All Respondents (N=540)**
Microsoft Outlook	273	50.6%
Microsoft Word	250	46.3%
Microsoft Teams	238	44.1%
Microsoft Excel	210	38.9%
Microsoft Copilot app on Windows	188	34.8%
Microsoft PowerPoint	176	32.6%
Copilot integrated into Microsoft Edge	148	27.4%
Copilot via copilot.microsoft.com	118	21.9%
Copilot app on an Android or iOS mobile device	90	16.7%
Copilot tab or icon on Bing.com	56	10.4%
Other (specify)	6	1.1%
Don't know / Unsure	6	1.1%

Notes:
[1] The total percentages across categories do not sum to 100% because respondents could select multiple categories.
[2] Copilot is not integrated in Microsoft Teams for Non-Enterprise users and therefore not available.

APPENDIX A
CURRICULUM VITAE

On Amir

Rady School of Management
University of California, San Diego
Wells Fargo Hall
9500 Gilman Drive, MC 0553
La Jolla, CA 92093-0553
(858) 534-2023
oamir@ucsd.edu

Education

Ph.D., Management Science, Marketing, Massachusetts Institute of Technology
B.S., Computer Science, Israeli Open University, Tel Aviv

Academic Employment

2024 - present	Senior Associate Dean for Faculty and Research
2020 – present	Wolfe Family Presidential Endowed Chair in Life Sciences, Innovation, and Entrepreneurship, Professor of Marketing Rady School of Management, University of California, San Diego,
2018 - 2021	Associate Dean of Programs Rady School of Management, University of California, San Diego
2018 – 2020	Professor of Marketing Rady School of Management, University of California, San Diego
2010 – 2017	Associate Professor of Marketing Rady School of Management, University of California, San Diego
2012 – 2013	Visiting Associate Professor of Marketing Kellogg School of Management, Northwestern University
2011 – 2012	Visiting Professor of Marketing Arison School of Management, IDC
2005 – 2010	Assistant Professor of Marketing Rady School of Management, University of California, San Diego
2003 – 2005	Assistant Professor of Marketing School of Management, Yale University

Other Employment

2018 - 2026	Chief Behavioral Science Officer, Fiverr, Inc.

1991 – 1999 Israeli Air Force

Publications

Seyi Lawal, Brianna Chew, & On Amir (2026). The Normalcy Paradox: When Reassurance Inadvertently Suppresses Treatment, *Nature Human Behavior*.

* Media coverage: Time Magazine, CBS, US News & World Report, Yahoo: Health.

Seung Kim, On Amir, & Ken Wilbur (forthcoming). Injunctive Norms Outperform Reciprocity: Tip Request Messages Can Increase Tipping without Reducing Demand, *Marketing Science*.

Einav Hart, Eric VanEpps, Ovul Sezer, & On Amir (2026). Speed is a Signal: When Faster Replies Increase Hiring Likelihood, *Management Science*.

* Media coverage: Union Tribune, WSJ, Moneywise.

Giulia Mimone, Uma Karmarkar, & On Amir (2026). How Word Reversibility Impacts Judgment Confidence, *Journal of the Association of Consumer Research*, April, 11 (2).

Evan Weingarten, Andrea Morales, & On Amir (2024). The Evolving Field of Consumer Research Through the Lens of its Top Journals, *Marketing Letters*.

Ariel Fridman, On Amir, & Karsten Hansen (2024). Dominance Effects in the Wild, *Journal of Consumer Research*, 50 (6), April, 1117–1135

* Einhorn Award, honorable mention, 2023.

Alicea Lieberman, On Amir, & Ziv Carmon (2023). The entrenchment effect: Why people persist with less-preferred behaviors, *Organizational Behavior and Human Decision Processes*, September (178).

Jean Zhang & On Amir (2023). Consumer Pandemic Coping: A Stage Model of Covid-19 Response, *Journal of the Association of Consumer Research*, April, 165-175.

Evan Weingarten, Kristen Duke, Wendy Liu, Rebecca Hamilton, On Amir, Gil Apple, Moran Cerf, Joe Goodman, Andrea Morales, Ed O'Brian, Jordi Quidbach, & Monic Sun (2023). What Makes People Happy? Decoupling the Experiential-Material Continuum, *Journal of Consumer Psychology*, February 33 (1), 97-106.

* JCP Best paper award, Honorable mention, 2026.

Kerem Shuval, David Leonard, Laura F. DeFina, Carolyn E. Barlow, Jeffrey Drope, On Amir, Ayelet Gneezy, Shay Tzafrir, Karen G. Chartier, & Mahmoud Qadan (2022). Cardiorespiratory Fitness and Depression Symptoms among Adults During the COVID-19 Pandemic: Cooper Center Longitudinal Study, *Preventive Medicine Reports*, 30, December.

Coby Morvinski, Matt J. Lupoli, & On Amir (2022). Social Information Decreases Giving in Late-stage Fundraising Campaigns. *PLOS-ONE,* 17(12), 1-20.

Karen B. Aharon, Avital Gershfeld-Litvin, On Amir, Irene Nebutovsky, & Robert Klempfner (2022). Improving Cardiac Rehabilitation Patient Adherence via Personalized Interventions, *PLOS-ONE, August 29,* 1-15.

Kristen Duke & On Amir (2022). The Importance of Selling Formats: When Integrating Purchase and Quantity Decisions Increases Sales, *Marketing Science,* 1-23.

Alicea Lieberman, Juliana Schroeder, & On Amir (2022). A Voice Inside My Head: The Psychological and Behavioral Consequences of Auditory Technologies, *Organizational Behavior and Human Decision Processes*, 170.

Coby Morvinski, Silvia Saccardo, & On Amir (2022). Mis-Nudging Morality, *Management Science*, 1-11.

Alicea Lieberman, Andrea Morales, & On Amir (2021). Tangential Immersion: Increasing Consumer Persistence, *Journal of Consumer Research*, 1-23.

Elanor Williams, Allie Lieberman, & On Amir (2021). Perspective Neglect: Inadequate Perspective Taking Limits Coordination, *Judgment and Decision Making*, 16 (4), 898-931.

Weingarten, Evan, Michael W. Meyer, Amit Ashkenazi, & On Amir (2020). Experts Outperform Technology in Creative Markets, *She Ji: The Journal of Design, Economics, and Innovation*.

Alicea Lieberman , Kristen Duke, & On Amir (2019). How Incentive Framing Can Harness the Power of Norms, *Organizational Behavior & Human Decision Processes*.

Kristen E. Duke & On Amir (2019). Guilt Dynamics: Consequences of Temporally Separating Decisions and Actions, *Journal of Consumer Research*, 45 (6), 1254-1273.

* Winner of the 2019 Ferber Award

On Amir, Nina Mazar, & Dan Ariely (2019). Replicating the Effect of Moral Standards Accessibility on Dishonesty, Author's Response to the Replication Process, *Advances in Methods and Practices in Psychological Science*.

Raphael Thomadsen, Robert P. Rooderkerk, On Amir, Neeraj Arora, Bryan Bollinger, Karsten Hansen, Leslie John, Wendy Liu, Aner Sela, Vishal Singh, K. Sudhir, & Wendy Wood (2018). How Context Affects Choice, *Customer Needs and Solutions*, 1-2, 3-14.

Kristen Duke, Kelly Goldsmith, & On Amir (2018). Is the Preference for Certainty Always so Certain?, *Journal of the Association of Consumer Research*, 3(1), 63-80.

Coby Morvinski & On Amir (2018). Liking Goes with Liking: An Intuitive Congruence between Preference and Prominence, *Journal of Experimental Psychology: Learning, Memory, and Cognition*.

Daniella Kupor, Wendy Liu, & On Amir (2017). The Effect of an Interruption on Risk Decisions, *Journal of Consumer Research*, 44 (6), 1205–1219.

Andrea Morales, On Amir, & Leonard Lee (2017). A Tutorial in Consumer Research: Keeping it Real in Experimental Research – Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior, *Journal of Consumer Research*, 44 (2), 465–476.

Kerem Shuval, Tammy Leonard, Jeffrey Drope, David L. Katz, Alpa V. Patel, Melissa Maitin-Shepard, On Amir, & Amir Grinstein, (2017). Physical Activity Counseling in Primary Care: Insights from Public Health & Behavioral Economics, *CA: A Cancer Journal for Clinicians*, 67(3), 233-244.

Coby Morvinski, On Amir, & Eitan Muller (2017). "Ten Million Readers Can't Be Wrong!," or Can They? On the Role of Information About Adoption Stock in New Product Trial, *Marketing Science*, 36(2), 290-300.

On Amir and Orly Lobel (2014). How Non-Competes Stifle Performance, *Harvard Business Review*, 92 (1/2), p.26.

On Amir and Orly Lobel (2013). Driving Performance: A Growth Theory of Non-Compete Law, *Stanford Technology Law Review*, 16 (3), spring.

On Amir and Orly Lobel (2012). Liberalism and Lifestyle: Informing Regulatory Governance with Behavioral Research, *European Journal of Risk Regulation*, 1, 17-25.

Kelly Goldsmith and On Amir (2010). Can Uncertainty Improve Promotions, *Journal of Marketing Research*, December, 1070-1077.

Leonard Lee, On Amir, and Dan Ariely (2009). In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency, *Journal of Consumer Research*, 36, 173-187.

Anastasiya Pocheptsova, On Amir, Ravi Dhar, and Roy Baumeister (2009). Deciding without Resources: Psychological Depletion and Choice in Context, *Journal of Marketing Research*, June, 46 (3), 344-355.

On Amir and Dan Ariely (2008). Resting on Laurels: The Effects of Discrete Progress Markers as SubGoals on Task Performance and Preferences, *Journal of Experimental Psychology: Learning, Memory, & Cognition*, 34 (5), 1158-1171.

On Amir and Orly Lobel (2008). Stumble, Predict, Nudge: How Behavioral Economics Informs Law and Policy, *Columbia Law Review*, December, 2098-2138.

Nina Mazar, On Amir, and Dan Ariely (2008). The Dishonesty of Honest People: A Theory of Self-Concept Maintenance, *Journal of Marketing Research*, November, 45 (6), 633-644, (lead article).

*Media coverage: NY Times Science section (Nov. 20th, 2007)

*HBR Breakthrough Ideas for 2008.

*Winner of the 2012 William F. O'Dell award.

Nina Mazar, On Amir, and Dan Ariely (2008). More Ways to Cheat – Expanding the Scope of Dishonesty, *Journal of Marketing Research*, November, 45 (6), 651-653.

On Amir and Jonathan Levav (2008). Preference construction versus choice construction: The instability of preferences learned in context. *Journal of Marketing Research*, April, 145-158.

On Amir, Ziv Carmon, and Dan Ariely (2008). The Dissociation between Monetary Assessments and Predicted Utility, *Marketing Science*, 27 (6), 1055-1064.

On Amir and Dan Ariely (2007). Decisions by Rules: The Case of Unwillingness to Pay for Beneficial Delays. *Journal of Marketing Research*, February, 142-152.

On Amir, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, Jose Silva

(2005). Behavioral Economics, Psychology, and Public Policy. *Marketing Letters* (Special Issue for the Sixth Choice Symposium), 16:3/4, 443-454.

Other Publications

Alicia Lieberman, Andrea C. Morales, and On Amir (2019). Beyond the Lab: Using Data from the Field to Increase Research Validity, in Handbook of Research Methods in Consumer Psychology, Frank R. Kardes, Paul M. Herr, and Norbert Schwarz, Editors, Routledge.

"Psychology of Pricing: How to Price Your Products Effectively," The To Do List, May 23rd, 2019.

"Is the Mind like a Muscle?" Scientific American, Mind, online edition.

"Making Consumption Decisions by Following Personal Rules" (2005), In Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires. Ratti Ratneshwar & David Mick (eds.), Routledge Press. (with Dan Ariely & Orly Lobel)

On Amir & Ariely Dan (2001) e-Rationality: Rationality in Electronic Environments. In S.M. Broniarczyk, & K. Nakamoto, Advances in Consumer Research, 24. Provo, UT.

On Amir (2004) Alternative Decision Processes in Consumption: Personal Rules, Rationales, and Identity Maintenance, Advances in Consumer Research, XXXI, 26.

Honors and Awards

Center for Research on Empathy and Compassion Award: "Provider Reassurance Strategies and Patient Outcomes," RFA-RC-06, 2026.
MSI Research Award: "Do Experts Outperform Artificial Intelligence? The Case of Logo Design," # 4000657, 2019
MSI Research Award: "Quantity Integration," #4000477, 2018
MSI Research Award: "New Product Adoption," #4-1842, 2014
Robert Wood Johnson Foundation research grant for Healthy Choices.
MSI Junior Scholars 2009
"Most Valuable Professor Award," voted by the Flex MBA class of 2007
"Most Valuable Professor Award," voted by the Fulltime MBA class of 2007
MSI Research Award: "Motivating Discounts: Price Motivated Consumer Reasoning", #4-1273, 2004
AMA - Sheth Doctoral Consortium Fellow, 2002
MSI Research Award: "Information Aversion: Indecision, Procrastination, and Consumer Choice Online", #4-1141, 2001
CS Holding Fellowship, 2001
Walter A Rosenblith Fellowship, 2000

Conference presentations and Invited Talks

University of California, Berkeley, Haas (2015, 2023)
University of Toronto, Rotman (2015)
University of Southern California, Marshall (2014, 2022)
University of Southern California, Psychology (2013)
University of Pennsylvania, Wharton (2007, 2013)
University of Chicago, Booth (2013)
Northwestern University, Kellogg (2012)
Interdisciplinary Center, Arison (2011)
Stanford University, GSB (2009, 2023)
Columbia University, GSB (2009)
University of California, San Diego, Psychology (2005, 2006, 2007, 2008)
University of California, San Diego, Economics (2008)
Erasmus University (2008)
University of Melbourne (2007)
Hebrew University (2007)
Washington University, St. Louis (2007)
University of San Diego, School of Law (2006)
University of California, Los Angeles, Anderson (2004)
University of California, Riverside, Anderson (2015, 2023)
Yale University, Psychology (2004)
INSEAD (2004, 2015)
Johns Hopkins University (2017)
NUS (2018)
Ben Gurion University (2018)
HKU (2019)
CUHK (2019)
MIT (2019)
NYU (2009, 2023)
Monash University (2023)

Association for Consumer Research, 2001, 2003, 2004, 2006, 2007, 2013, 2015, 2016, 2022, 2023
Society of Consumer Psychology, 2004, 2005, 2008, 2012, 2014, 2015, 2016, 2017, 2020
Society for Judgment and Decision Making, 2003, 2005, 2006, 2011, 2015, 2016, 2019, 2023
Behavioral Decision Making Research in Management, 2002, 2006, 2008, 2014, 2016, 2018
FUR, IESE, 2008
Marketing in Israel, 2002, 2003, 2005
Northeastern Marketing Consortium 2003
Coller Conference of Behavioral Economics 2008, 2009, 2017, 2018, 2019, 2021
DMEP 2019
Winter SJDM 2022, 2023
Colorado Winter Conference on Marketing and Cognition 2023

In the Media

Job Market Tips. KCBS San Francisco, July 19, 2026.
Looking for a job? UCSD professor says how fast you answer an employer could help you land the gig. San Diego Union Tribune, July 14, 2026.
Loud budgeting – Ask the experts. WalletHub, September 1, 2025.
Social media and bad TV suck up our time. Here's why we can't break the habit. USA Today, July 25, 2025.
Cheapest cars to insure – Ask the experts. WalletHub, February 2, 2025.
Personal loans – Ask the experts. WalletHub, April 24, 2024.
What does it say about car insurance companies that so many have celebrity endorsers? WalletHub, January 23, 2024.
What's behind the Stanley Cup craze? A San Diego marketing professor explains, NBC 7, January 16, 2024.
2023 iPhone Survey: More than 1 in 5 Americans think that the new iPhone is worth going into debt, WalletHub, September 13, 2023.
San Diego is Climbing the Ranks of Most Expensive Cities in the World. Here's Why, NBC 7, December 8, 2022.
Research Reveals How To Persuade Consumers To Use And Buy More, Forbes, November 22, 2022.
Capital One Savor Review: Tasty Rewards for Dining & Entertainment, WalletHub, July 1, 2022
Decision Making Traps and Tips for Negotiators, CIIAN, December, 2021
2021's Best Things to Buy on Black Friday, WalletHub, November 19, 2021
'That's not true.' San Diego doctors tackle COVID misinformation sown during county meeting. San Diego Union Tribune, October 6, 2021
You could be one of three San Diegans who just won $50,000 in the state's vaccine lottery. San Diego Union Tribune, June 4, 2021.
California's vaccine incentives program – KPBS, May 2021.
San Diego health systems ask for fewer vaccine doses, turn down extra amid supply glut. San Diego Union Tribune, May 10, 2021.
2021's Best Places for Valentine's Day. WalletHub, February 2, 2021.
We're getting closer to having a Covid-19 vaccine. Hold onto that mask, though. San Diego Union Tribune, October 25, 2020
Psychology of Pricing: How to Price your Products Effectively, The Do List, May 23, 2019
The Celebrity of Legalized Cannabis, Pacific San Diego, May 20, 2019
Marines may ditch 'The Few, the Proud' slogan, San Diego Union Tribune, October 11, 2016
The free-shipping wars have begun, San Diego Union Tribune, October 2013
The Young and The Promising, TheMarker magazine, 2011
Consumer Emotional Reactions to Changing Gas Prices, Ch. 10 News, August 2008
Jogging Down the Comeback Trail, San Diego Union Tribune, August 2007
Big Business and the Consumer, Jeremy Seville Comedy Hour, WealthTV 2007
Social Marketing, San Diego Union Tribune, May 2007
Trends in E-commerce, San Diego Business Journal, July 2006
Dating websites, San Diego Union Tribune, April 2006
Database marketing, Campus Technology, November 2005
Christmas shopping, Hartford Courant, December 2004

Service

PhD Committee	Uzma Khan, Yale SOM Michael Liersch, UCSD Psychology Elizabeth Keenan, UCSD Coby Morvinski, UCSD (Chair) Charles Lin, UCSD Economics, Kristen Duke, UCSD (Chair) Alicea Lieberman, UCSD (Chair) Giulia Maimone, UCSD, 2022 Jean Zhang, UCSD, 2024 (Co-Chair) Ariel Fridman, UCSD (Co-Chair) Katie Hillegas, UCSD (Chair) Michelle Kim, UCSD Paul Wyns, UCSD (Co-Chair) Jenny Yoo, UCSD Psychology
Conferences	Program committee for: SCP, ACR, BDRM, SJDM Conference Chair: SCP 2017

Reviewer

Journal of Marketing Research
Marketing Science
Journal of Experimental Psychology: General
Journal of Economic Psychology
Journal of Consumer Research
American Economic Review
Journal of Consumer Psychology
Memory and Cognition
Psychology and Marketing
Cognition
Journal of Behavioral Decision Making
Organizational Behavior and Human Decision Processes
Psychological Science
Journal of Personality and Social Psychology
Management Science
Journal of Economic Behavior and Organizations
Science

Member

Association for Consumer Research

Association for Consumer Psychology
Society for Judgment and Decision Making
American Psychological Society
American Marketing Association

Teaching Experience

Marketing Management (MBA, Executive)
Analytics in the wild (MBA, Executive)
Consumer Behavior (MBA, Executive)
Market Research (MBA, Executive)
Applied Market Research (Undergraduate, MBA, Executive)
Social Psychology (teaching fellow, Harvard)
E-Commerce Strategy (Executive)
Data Driven Decision Making (Executive)
Customized Executive Programs
Pricing (Executive)
Lab to Market (MBA, Executive)
Intro to Business (Graduate)
Branding (Executive)

Consulting and Executive Teaching Experience

Electronic Arts, HP Inc., Fiverr, Illumina, AAA, USAA, Cubic Corporation, Zimmer Dental, Life Technologies / Thermo Fisher, Intuit, WellBeat, Kaiser Permanente, HP Software, Sony Entertainment, Applied Biosystems, Kumbaya App, Joyned, Marble, Themis-Tech, Flare, Arborknot.

APPENDIX B
PRIOR TESTIMONY

PRIOR TESTIMONY

Town of Apple Valley v. Apple Valley Ranchos Water Company, CIV-DS-1600180, California Superior Court, San Bernardino. Retained by defendant. Deposed.

Arechiga v. Kellwood Company/Vince LLC, Case No. BC500988, Superior Court of California, County of Los Angeles. Retained by defendant. Deposed.

San Diego County Credit Union v. Citizens Equity First Credit Union, 3:18-CV-00967- GPC-MSB, United States District Court for the Southern District of California. Retained by defendant. Deposed. Court testimony.

Yamagata v. Reckitt Benckiser LLC. Case No. 3:17-cv-03529-VC, United States District Court for the Northern District of California. Retained by defendant. Deposed.

Warner Records, Inc., et al. v. Charter Communications, Inc., Case No.: 1:19-cv-00874, United States District Court for the District of Colorado. Retained by plaintiffs. Report submitted. Deposed.

BBK Tobacco & Foods, LLP, an Arizona, limited liability partnership, d/b/a HBI International, v. Central Coast Agriculture, Inc., a Delaware corporation. Case No. CV-19-05216-PHX-MTL, United States District Court, District of Arizona, Retained by plaintiff. Report submitted. Deposed. Court testimony.

ICLEEN ENTWICKLUNGS-UND VERTRIEBSANSTALT FÜR UMWELTPRODUKTE, a Liechtenstein corporation; and IQAIR NORTH AMERICA, INC., a California corporation, v. BLUEAIR AB, a Sweden corporation; and BLUEAIR, INC. a Delaware corporation. Case No. 2:21-cv-02236-DSF-ADSx, United States District Court for the Central District of California. Retained by plaintiffs. Report submitted.

UMG Recordings, Inc., et al. v. Bright House Networks, LLC, Case No.: 8:19-cv-00710, United States District Court for the Middle District of Florida, Tampa Division. Retained by plaintiffs. Report submitted.

Chasom Brown, et al. v. GOOGLE LLC, Case No. 4:20-cv-03664-YGR-SVK, United States District Court for the Northern District of California. Retained by defendant. Report submitted. Deposed.

Max Story and Nancy Murrey-Settle v. Heartland Payment Systems, LLC., Case No. 3:19-cv-00724, United States District Court, Middle District of Florida, Jacksonville Division. Retained by defendant. Report submitted. Deposed.

Andrea Campbell, in her official capacity as ATTORNEY GENERAL v. UBER TECHNOLOGIES, INC. and LYFT, INC., C.A. No. 2084CV01519-BLS1, Superior Court of the Commonwealth of Massachusetts for the County of Suffolk. Retained by defendant. Report submitted. Deposed. Court testimony.

Commissioner of Competition v. Cineplex Inc., CT-2023-003, Competition Tribunal, Ottawa CA. Retained by defendant. Report submitted. Court testimony.

Capital One 360 Savings Account Interest Rate Litigation, Case No. 1:24-md-03111-DJN-LRV, United States District Court Eastern District of Virginia Alexandria Division. Retained by defendant. Report submitted. Deposed.

Zesty Paws LLC, *v. Nutramax Laboratories, Inc. and Nutramax Laboratories Veterinary Sciences, Inc.*, Case No.: 1:23-cv-10849, United States District Court Southern District of New York. Retained by defendant. Report submitted. Deposed.

Philips North America LLC. and Philips RS North America LLC. v. SoClean, INC. and DW Management Services, LLC., Master Docket No. 22-MC-00152-JFC, United States District Court for the Western District of Pennsylvania. Retained by counterclaim plaintiff. Report submitted. Deposed.

State of New Mexico v. Facebook, Inc., No. D-101-CV-2021-00132, State of New Mexico, County of Santa Fe, First Judicial District. Retained by defendant. Report submitted. Deposed.

Mayanna Berrin, individually, and on behalf of all others similarly situated v. Delta Air Lines, Inc., Case No. 2:23-cv-04150-MEMF-MRW, United States District Court Central District of California. Retained by defendant. Report submitted.

Meta Pixel Healthcare Litigation, No. 3:22-cv-3580-WHO-VKD, State of California, Northern District of California, San Francisco Division. Retained by defendant. Report submitted & deposed.

Mikhael Gershzon et al. v. Meta Platforms Inc., Case No. 3:23-cv-00083-SI-VKD, United States District Court, Northern District of California, San Francisco Division. Retained by defendant. Report submitted. Deposed.

Arma Sport, Inc. v. Rahal Biosciences, Inc., Case No.: 3:24-cv-02385-JO-MSB, United States District Court, Southern District of California, San Diego Division. Retained by defendant. Report submitted. Deposed.

In re OpenAI, Inc. Copyright Infringement Litigation, Case No. 1:25-md-03143, United States District Court, Southern District of New York. Retained by defendant. Report submitted. Deposed.

APPENDIX C
MATERIALS RELIED UPON

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APPENDIX D
COPILOT SURVEY
SURVEY QUESTIONNAIRE

COPILOT SURVEY INSTRUMENT
SURVEY PROGRAMMER INSTRUCTIONS

[PROGRAMMER NOTES IN BOLD CAPS AND IN BRACKETS]

[FOR CLOSED-ENDED QUESTIONS, DO NOT ALLOW RESPONDENT TO CLICK "NEXT" WITHOUT CHOOSING AN ANSWER OPTION. FOR OPEN-ENDED QUESTIONS, DO NOT ALLOW RESPONDENT TO CLICK "NEXT" WITHOUT TYPING IN AN ANSWER OR CHOOSING ANOTHER ANSWER OPTION IF PRESENT.]

[ROTATE ORDER OF YES/NO ANSWERS IN THE FIRST INSTANCE OF A YES/NO QUESTION. USE THE SAME ORDER FOR ALL OTHER YES/NO QUESTIONS. NOTE THAT YES AND NO ARE NOT EXPLICITLY STATED IN THE ANSWER OPTIONS.]

[DISABLE THE BROWSER "BACK" BUTTON]

[TEXT FOR TERMINATES: "Thank you for your interest, however, you do not qualify for this survey. We appreciate your willingness to share your opinions with us and hope that you will participate in future surveys."**]**

Introduction and Screening

[NO SURVEY/SECTION TITLES TO BE DISPLAYED TO RESPONDENTS AND NO QUESTION NUMBER TO BE DISPLAYED TO RESPONDENTS]

[DIGITAL FINGERPRINTING SHOULD BE USED TO AVOID REPEAT PARTICIPATION.]

[TARGET 2,000 COMPLETES]

[18+ NATIONAL SAMPLE CLICK BALANCED ON AGE AND GENDER BASED ON US CENSUS; WHO STATED THEY ARE A COPILOT USER]

[EACH QUESTION ON A NEW PAGE UNLESS OTHERWISE SPECIFIED]

S1. Captcha

S2. *Thank you for your participation in our study. All your answers will remain confidential. Please try to answer all questions to the best of your ability. We are interested in your opinions and reactions. There are no right or wrong answers and we will not try to sell you anything based on your answers. Please do not consult any outside sources (e.g., internet or phone) unless specifically directed to while taking the survey.*

If you do not know, do not recall, are unsure, or have no opinion, please do not try to guess and simply select the "Don't Know / Unsure" option.

The "Back" button on your browser has been disabled for the duration of the survey. Please do not use it while taking the survey.

- ☐ If you understand these instructions and agree to participate in this survey, please check this box and click "Continue."

S3. Please indicate your gender: *(Select only one option)* **[RANDOMIZE ORDER]**

- ⊙ Female
- ⊙ Male
- ⊙ Non-binary
- ⊙ Prefer not to answer **[TERMINATE, ANCHOR]**

[TERMINATE IF GENDER DOES NOT MATCH THE VALUE ON FILE; DO NOT TERMINATE IF "Non-binary" IS SELECTED]

S4. How old are you? *(Select only one option)* **[RANDOMIZE BETWEEN THIS ORDER AND REVERSE; KEEP "PREFER NOT TO ANSWER" LAST]**

- ⊙ Under 18 years old **[TERMINATE]**
- ⊙ 18 – 24 years old
- ⊙ 25 – 29 years old
- ⊙ 30 – 34 years old
- ⊙ 35 – 39 years old
- ⊙ 40 – 44 years old
- ⊙ 45 – 49 years old
- ⊙ 50 – 54 years old
- ⊙ 55 – 59 years old
- ⊙ 60 – 64 years old
- ⊙ 65 years or older
- ⊙ Prefer not to answer **[TERMINATE, ANCHOR]**

[TERMINATE IF AGE DOES NOT MATCH THE VALUE ON FILE]

S5. In which state do you currently reside? *(Select only one option)*

[INSERT DROP DOWN MENU FOR 50 STATES AND DC, WITH "OTHER" AND "DON'T KNOW / UNSURE" LAST. TERMINATE IF "OTHER" OR "DON'T KNOW / UNSURE IS SELECTED]

S6. Which of the following, if any, have you used in the past 12 months? *(Select all that apply)* **[RANDOMIZE ORDER; KEEP "NONE OF THE ABOVE" LAST AND "DON'T KNOW / UNSURE" LAST]**

- ☐ A digital assistant (such as Siri, Alexa, Google Assistant, etc.)
- ☐ A chat-based generative AI tool (such as ChatGPT, Copilot, Gemini, Claude, etc.)
- ☐ An online news outlet (such as The New York Times, CNN, NPR, etc.)
- ☐ A social media platform (such as Facebook, Reddit, TikTok, etc.)
- ☐ Rideshare services (such as Uber, Lyft, etc.)
- ☐ Food delivery services (such as Doordash, Grubhub, etc.)
- ☐ None of the above **[EXCLUSIVE, ANCHOR]**
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

[IF "A chat-based generative AI LLM tool (such as ChatGPT, Copilot, Gemini, Claude, etc.)" IS NOT SELECTED IN S6, TERMINATE.]

S7. Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past 12 months, which of the following best describes how frequently you have used a generative AI tool? *(Select only one option)* **[RANDOMIZE THIS ORDER OR REVERSE]**

- ⦿ I have rarely used a generative AI tool.
- ⦿ I have used a generative AI tool 1 to 4 times a month.
- ⦿ I have used a generative AI tool 5 to 10 times a month.
- ⦿ I have used a generative AI tool daily.
- ⦿ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

S8. Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, when was the first time you used a chat-based generative AI tool, to the best of your recollection?

[RANDOMIZE THIS ORDER OR REVERSE]

- ⦿ Within the past month
- ⦿ 1 to 3 months ago
- ⦿ 3 to 6 months ago
- ⦿ 6 to 12 months ago
- ⦿ More than 12 months ago
- ⦿ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

S9. Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, which of the following have you used? (*Select all that apply*)

[RANDOMIZE ORDER OF ANSWER OPTIONS]

- ☐ OpenAI ChatGPT
- ☐ Microsoft Copilot
- ☐ Google Gemini
- ☐ Anthropic Claude
- ☐ Meta LLaMA
- ☐ DeepSeek
- ☐ Cohere Command R
- ☐ IBM Watson
- ☐ AI21 Studio
- ☐ PinkGrass Andio **[TERMINATE]**
- ☐ Other
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

[IF "Microsoft Copilot" IS NOT SELECTED IN S9, TERMINATE.]

S10. Thinking of your use of Microsoft Copilot in the past, when was the first time you used Copilot, to the best of your recollection?

[RANDOMIZE THIS ORDER OR REVERSE]

- ⊙ Within the past month
- ⊙ 1 to 3 months ago
- ⊙ 3 to 6 months ago
- ⊙ 6 to 12 months ago
- ⊙ More than 12 months ago
- ⊙ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

[TERMINATE IF ANSWER TO S10 IS LATER TIMEFRAME THAN WHAT WAS SELECTED IN S8]

S11**.** Thinking of your most recent time using Copilot, what type of account did you use to access it? (If you use both a work or school account and a personal account, please select the account you used most recently.)

[RANDOMIZE ORDER]

- ⊙ Work or school account (please select this option if you sign in with a work or school email address)
- ⊙ Personal account (please select this option if you sign in with a personal email address)
- ⊙ Don't know / Unsure **[ANCHOR]**

[IF "Work or school account" IS SELECTED IN S11, ASK S12A; IF "Personal account" IS SELECTED IN S11, ASK S12B; IF "Don't know / Unsure" IS SELECTED IN S11, SKIP TO S13]

S12A**.** Thinking of your most recent use of M365 Copilot, which of the following did you use to access it? (*Select all that apply*)

[RANDOMIZE ORDER OF ANSWER OPTIONS]

- ☐ Microsoft Word
- ☐ Microsoft Outlook
- ☐ Microsoft Excel
- ☐ Microsoft PowerPoint
- ☐ Microsoft Teams
- ☐ Copilot integrated into Microsoft Edge
- ☐ Copilot tab or icon on bing.com
- ☐ Copilot via copilot.microsoft.com
- ☐ M365 Copilot App on an Android or iOS mobile device
- ☐ M365 Copilot App on Windows
- ☐ Other **[INSERT OPEN-ENDED TEXT BOX, ANCHOR]**
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

[IF RESPONDENT ANSWERS S12A, ASSIGN TO "ENTERPRISE GROUP" AND SKIP TO S17]

S12B**.** Thinking of your most recent use of Copilot for personal use, which of the following did you use to access it? (*Select all that apply*)

[RANDOMIZE ORDER OF ANSWER OPTIONS]

- ☐ Microsoft Word
- ☐ Microsoft Outlook
- ☐ Microsoft Excel
- ☐ Microsoft PowerPoint
- ☐ Copilot integrated into Microsoft Edge
- ☐ Copilot tab or icon on bing.com
- ☐ Copilot via copilot.microsoft.com
- ☐ Copilot App on an Android or iOS mobile device
- ☐ Copilot App on Windows
- ☐ Other **[INSERT OPEN-ENDED TEXT BOX, ANCHOR]**
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

[IF RESPONDENT ANSWERS S12B, ASSIGN TO "NON-ENTERPRISE GROUP." IF "Copilot App on an Android or iOS mobile device" or "Copilot App on Windows" IS SELECTED, SKIP to S16. OTHERWISE, SKIP TO S17]

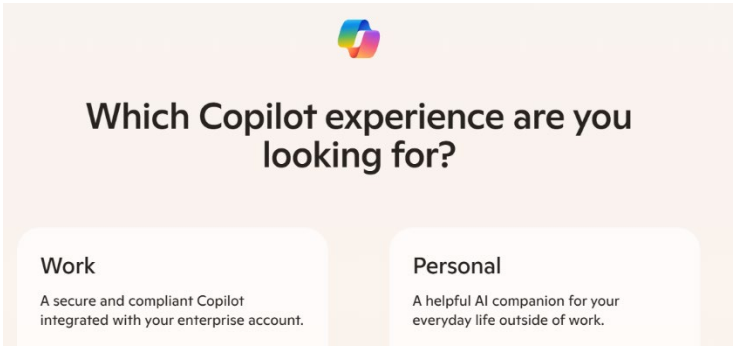
S13**.** Thinking of your most recent use of Copilot, which of the following did you use to access it? (*Select all that apply*)

[RANDOMIZE ORDER OF ANSWER OPTIONS]

- ☐ Microsoft Word
- ☐ Microsoft Outlook
- ☐ Microsoft Excel
- ☐ Microsoft PowerPoint
- ☐ Microsoft Teams
- ☐ Copilot integrated into Microsoft Edge
- ☐ Copilot tab or icon on bing.com
- ☐ Copilot via copilot.microsoft.com
- ☐ Copilot App on an Android or iOS mobile device
- ☐ Copilot App on Windows
- ☐ Other **[INSERT OPEN-ENDED TEXT BOX, ANCHOR]**
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

[IF "Copilot via copilot.microsoft.com" OR "Copilot tab or icon on bing.com" IS SELECTED IN S13, ASK S14.]

S14. You indicated accessing Copilot via copilot.microsoft.com or bing.com during your most recent use. When accessing Copilot via copilot.microsoft.com or bing.com, did you select the "work" or "personal" experience? *(Select only one option)*



[RANDOMIZE ORDER]

- ⦿ I selected the "Work" experience to sign in
- ⦿ I selected the "Personal" experience to sign in
- ⦿ Don't know / Unsure **[ANCHOR]**

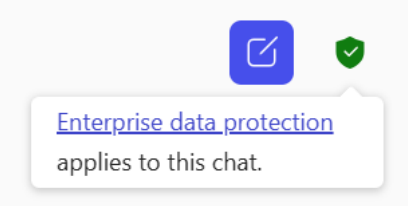
[IF "I selected the "Work" experience to sign in" IS SELECTED IN S14, THEN ASSIGN TO "ENTERPRISE GROUP" AND SKIP TO S17. IF "I selected the "Personal" experience

to sign in" IS SELECTED IN S14, THEN ASSIGN TO "NON-ENTERPRISE GROUP" AND SKIP TO S17.]

[IF "Copilot integrated into Microsoft Edge" OR "Copilot tab or icon on bing.com" OR "Copilot via copilot.microsoft.com" IS SELECTED IN S13 AND RESPONDENT HAS NOT BEEN ASSIGNED GROUP, ASK S15.]

S15. You indicated accessing Copilot integrated into Microsoft Edge, Bing.com, or Microsoft.com during your most recent use. Please indicate whether or not the "Enterprise data protection" icon shown below is displayed near the top of the panel when accessed via Microsoft Edge or near the top right of the Copilot webpage when accessed via Bing.com, or Microsoft.com.

Please feel free to open your browser and access Copilot to check. *(Select only one option)*



[RANDOMIZE ORDER]

- ⦿ Yes, the "Enterprise data protection" icon is present.
- ⦿ No, the "Enterprise data protection" icon is not present.
- ⦿ Don't know / Unsure **[ANCHOR]**

[IF "Yes, the "Enterprise data protection" icon is present." IS SELECTED IN S15, THEN ASSIGN TO "ENTERPRISE GROUP" AND SKIP TO S17. IF "No, the "Enterprise data

protection" icon is not present." IS SELECTED IN S15, THEN ASSIGN TO "NON-ENTERPRISE GROUP".]

[IF "Copilot App on an Android or iOS mobile device" or "Copilot App on Windows" IS SELECTED IN S13 OR S12B AND RESPONDENT HAS BEEN ASSIGNED TO "NON-ENTERPRISE GROUP, ASK S16.]

S16. You indicated accessing the Copilot App on an Android, iOS, or Windows device during your most recent use. Please indicate which version of the app you used, if you know.

Please feel free to open the Copilot App on Android, iOS, or Windows to check. *(Select only one option)*



[RANDOMIZE ORDER]

- ⦿ I use the M365 Copilot app
- ⦿ I use the Copilot app (without "M365" in the name or icon)
- ⦿ Don't know / Unsure **[ANCHOR]**

S17. For quality control purposes, please select "Second" from the list below. *(Select only one option)* **[RANDOMIZE THIS ORDER OR REVERSE]**

- ⦿ First **[TERMINATE]**
- ⦿ Second
- ⦿ Third **[TERMINATE]**
- ⦿ Fourth **[TERMINATE]**

[ASSIGN RESPONDENTS TO "ENTERPRISE GROUP" OR "NON-ENTERPRISE GROUP ACCORDING TO THE FOLLOWING LOGIC:

- **ASSIGN TO "ENTERPRISE GROUP" IF:**
  - **RESPONDENT SELECTS "Work or School Account" IN S11 AND ANSWERS S12A, OR**
  - **RESPONDENT SELECTS "Microsoft Teams" in S13, OR**
  - **RESPONDENT SELECTS "I selected the "Work" experience to sign in" IN S14, OR**
  - **RESPONDENT SELECTS "Yes, the "Enterprise data protection" icon is present." IN S15.**
- **OTHERWISE ASSIGN TO "NON-ENTERPRISE GROUP"]**

Main Questionnaire – Enterprise Group

On the following screens, you will be asked a series of questions related to your M365 Copilot use. Please take as much time as you would like and do not consult any other websites or other materials. Answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

[REPEAT FOR QM1]

As a reminder, answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

[SHOW FOR QM2, QM5, AND QM6]

QM1. You mentioned you have used M365 Copilot in the past 12 months. Thinking back to the most recent time you used M365 Copilot, what were you trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process. For example, if you were responding about the most recent time you used a shovel, instead of only writing "dig a hole" you would describe what you were using the hole for, whether you dug a hole or a trench, and how the shovel helped you accomplish your goal.

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 3 WORDS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 3 WORDS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM2. Continuing to think back to the most recent time you used M365 Copilot, is there **anything else** you were trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process.

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 2 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 2 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM3. If you had **not** had access to any generative AI tool (e.g., Copilot and others), what would you have done instead to accomplish your task?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM4. Why did you decide to use a generative AI tool over other ways to accomplish your task?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM5. Continuing to think back to the most recent time you used M365 Copilot, which of the following best describes the purpose of your use? *(Select only one option)*
[RANDOMIZE ORDER; KEEP "NONE OF THE ABOVE" LAST AND "DON'T KNOW / UNSURE" LAST]

- ☐ I used Copilot for purposes related to professional work activities.
- ☐ I used Copilot for purposes related to school/study activities.
- ☐ I used Copilot for purposes unrelated to professional work or school/study activities.
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

QM6. In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

[IF "More than 12 months ago" WAS SELECTED in S10 THEN ASK QM7, ELSE SKIP TO QM10]

QM7. You indicated that you first used Copilot more than 12 months ago. If you can remember, which of the following best describes how the purposes of your Copilot use from more than 12 months ago compares to the purposes of your Copilot use in the past 12 months? *(Select only one option)*

[RANDOMIZE ORDER]

- ⊙ The purposes of my Copilot use from more than 12 months ago are about the same as my Copilot use in the past 12 months.
- ⊙ The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months.
- ⊙ Don't know / Unsure **[ANCHOR]**

[IF "The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months" IS SELECTED THEN ASK QM8, ELSE SKIP TO QM9]

QM8. You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM9**.** What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM10. Do you or do you not have a personally paid subscription (excluding M365 access through your work or school) to use a generative AI tool? *(Select only one option)*

- ⊙ Yes, I have a personally paid subscription to use a generative AI tool.
- ⊙ No, I do not have a personally paid subscription to use a generative AI tool.

⊙ Don't know / Unsure **[ANCHOR]**

[IF "No" or "Don't know / Unsure" ARE SELECTED IN QM10, SKIP TO QM12.]

QM11**.** You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

⊙ Don't know / Unsure **[EXCLUSIVE]**

[SKIP TO F1.]

QM12. Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

⊙ Don't know / Unsure **[EXCLUSIVE]**
⊙ I would not personally pay to use a generative AI tool. **[EXCLUSIVE]**

Main Questionnaire – Non-Enterprise (Personal) Group

[ASSIGN TO "INSTRUCTION SET 1" OR "INSTRUCTION SET 2" BASED ON THE ACCESS POINTS SELECTED IN S12B, S13, AND S16:]

- **SET 1 ACCESS POINTS:**
  - **MICROSOFT WORD**
  - **MICROSOFT OUTLOOK**
  - **MICROSOFT EXCEL**
  - **MICROSOFT POWERPOINT**
  - **COPILOT APP ON AN ANDROID OR IOS MOBILE DEVICE IN S12B OR S13, THEN "M365 COPILOT APP" IN S16**
  - **COPILOT APP ON WINDOWS IN S12B OR S13, THEN "M365 COPILOT APP" IN S16**
- **SET 2 ACCESS POINTS:**
  - **COPILOT INTEGRATED INTO MICROSOFT EDGE**
  - **COPILOT TAB OR ICON ON BING.COM**
  - **COPILOT VIA COPILOT.MICROSOFT.COM**
  - **COPILOT APP ON AN ANDROID OR IOS MOBILE DEVICE IN S12B OR S13, THEN "COPILOT APP" IN S16**
  - **COPILOT APP ON WINDOWS IN S12B OR S13, THEN "COPILOT APP" IN S16**

[IF RESPONDENT SELECTED FROM BOTH SET 1 AND SET 2, ASSIGN TO "INSTRUCTION SET 1"]

INSTRUCTION SET 1:

On the following screens, you will be asked a series of questions related to your personal Copilot use. Please take as much time as you would like and do not consult any other websites or other materials.

Please answer these questions considering only your personal Copilot use accessed through [SET 1 ACCESS POINTS]. For example, if you also use Copilot through a work or school account or through a web browser, please do not include experiences related to that use.

[REPEAT FOR QM13]

As a reminder, answer these questions considering only your personal Copilot use accessed through [SET 1 ACCESS POINTS]. For example, if you also use Copilot through a work or school account or through a web browser, please do not include experiences related to that use.

[SHOW FOR QM14, QM17, AND QM18]

INSTRUCTION SET 2:

On the following screens, you will be asked a series of questions related to your personal Copilot use. Please take as much time as you would like and do not consult any other websites or other materials.

Please answer these questions considering only your personal Copilot use accessed through [SET 2 ACCESS POINTS]. For example, if you also use Copilot through a work or school account or through Microsoft Office products, please do not include experiences related to that use.

[REPEAT FOR QM13]

As a reminder, answer these questions considering only your personal Copilot use accessed through [SET 2 ACCESS POINTS]. For example, if you also use Copilot through a work or school account or through Microsoft Office products, please do not include experiences related to that use.

[SHOW FOR QM14, QM17, AND QM18]

QM13. You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process. For example, if you were responding about the most recent time you used a shovel, instead of only writing "dig a hole" you would describe what you were using the hole for, whether you dug a hole or a trench, and how the shovel helped you accomplish your goal.

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 3 WORDS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 3 WORDS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM14. Continuing to think back to the most recent time you used Copilot, is there **anything else** you were trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process.

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 2 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 2 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM15. If you had **not** had access to any generative AI tool (e.g., Copilot and others), what would you have done instead to accomplish your task?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM16. Why did you decide to use a generative AI tool over other ways to accomplish your task?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM17. Continuing to think back to the most recent time you used Copilot, which of the following best describes the purpose of your use? *(Select only one option)* **[RANDOMIZE ORDER; KEEP "NONE OF THE ABOVE" LAST AND "DON'T KNOW / UNSURE" LAST]**

- ☐ I used Copilot for purposes related to professional work activities.
- ☐ I used Copilot for purposes related to school/study activities.
- ☐ I used Copilot for purposes unrelated to professional work or school/study activities.
- ☐ Don't know / Unsure **[EXCLUSIVE, ANCHOR]**

QM18. In addition to your most recent use of Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

[IF "More than 12 months ago" WAS SELECTED IN S10 THEN ASK QM19, ELSE SKIP TO QM21]

QM19. You indicated that you first used Copilot more than 12 months ago. If you can remember, which of the following best describes how the purpose of your Copilot use from more than 12 months ago compares to the purpose of your Copilot use in the past 12 months? *(Select only one option)*

[RANDOMIZE ORDER]

- ⊙ The purposes of my Copilot use from more than 12 months ago are about the same as my Copilot use in the past 12 months.
- ⊙ The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months.
- ⊙ Don't know / Unsure **[ANCHOR]**

[IF "The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months" IS SELECTED THEN ASK QM20, ELSE SKIP TO QM21]

QM20. You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM21**.** What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

QM22. Do you or do you not have a personally paid subscription (excluding M365 access through your work or school) to use a generative AI tool? *(Select only one option)*

- ⊙ Yes, I have a personally paid subscription to use a generative AI tool.
- ⊙ No, I do not have a personally paid subscription to use a generative AI tool.
- ⊙ Don't know / Unsure **[ANCHOR]**

[IF "No" or "Don't know / Unsure" ARE SELECTED IN QM22, SKIP TO QM24.]

QM23**.** You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

[SKIP TO F1.]

QM24. Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 4 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**
- ⊙ I would not personally pay to use a generative AI tool. **[EXCLUSIVE]**

Follow-up Questions

F1. Which of the following industries, if any, best describes the industry in which you work? *(Select all that apply)* **[RANDOMIZE ORDER]**

- ⊙ Agriculture
- ⊙ Utilities
- ⊙ Finance
- ⊙ Entertainment
- ⊙ Education
- ⊙ Health care
- ⊙ Information or technology services
- ⊙ Data processing
- ⊙ Food services
- ⊙ Hotel services
- ⊙ Military
- ⊙ Manufacturing or retail
- ⊙ Marketing
- ⊙ Artificial intelligence
- ⊙ Legal services
- ⊙ News media
- ⊙ Publishing
- ⊙ Arts (i.e., independent artist or performer)
- ⊙ Author (i.e., freelance writer, published author, or journalist)
- ⊙ I am a part-time or full-time student **[ANCHOR]**
- ⊙ I am retired **[ANCHOR]**
- ⊙ Other **[INSERT OPEN-ENDED TEXT BOX, ANCHOR]**
- ⊙ Don't know / Unsure **[ANCHOR]**

[IF "Information or technology services," "Artificial intelligence," "Legal services," "News media," "Author (i.e., freelance writer, published author, or journalist)," OR "Publishing" IS SELECTED ASK F2, ELSE SKIP TO F3]

F2. Please indicate which of the following companies you are employed by, or otherwise work for, if any.

(Select only one option) **[RANDOMIZE ORDER]**

- ⊙ [[**INSERT LIST OF COMPANIES BASED ON SELECTION IN F1 AND F2 MAPPING**]]
- ⊙ I would prefer not to say **[ANCHOR]**
- ⊙ None of the above **[ANCHOR]**
- ⊙ Don't know / Unsure **[ANCHOR]**

F3. Do you or do you not currently have a paid subscription to any news service(s), either online or in print? *(Select only one option)*
[RANDOMIZE ORDER]

- ⊙ Yes, I do currently have a paid subscription to news service(s).
- ⊙ No, I do not currently have a paid subscription to news service(s).
- ⊙ Don't know / Unsure **[ANCHOR]**

[IF "Yes, I do currently have a paid subscription to news service(s).**" IS SELECTED THEN ASK F4, ELSE SKIP TO F5]**

F4. For which news service(s) do you currently have a paid subscription?

(Please type in your response. If you do not know the answer or are unsure, please select "Don't know / Unsure")

[REQUIRE AT LEAST 3 CHARACTERS; SHOW ERROR "Please be thorough in your response." IF ENTRY IS LESS THAN 3 CHARACTERS]

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

- ⊙ Don't know / Unsure **[EXCLUSIVE]**

F5. Are you or are you not aware of any lawsuits related to generative AI tools? (*Select only one option*) **[RANDOMIZE ORDER]**

- ⊙ I am aware of at least one lawsuit related to generative AI tools.
- ⊙ I am <u>not</u> aware of any lawsuit related to generative AI tools. **[SKIP TO END]**
- ⊙ Don't know / Unsure **[SKIP TO END]**

F6. **[DISPLAY IF RESPONDENT SELECTED "I AM AWARE OF AT LEAST ONE LAWSUIT RELATED TO GENERATIVE AI TOOLS" IN F5]** Briefly, in your own words, what is the lawsuit related to generative AI tools about? If you are aware of more than one lawsuit related to generative AI tools, briefly describe, in your own words, what each is about. *(Please type in your response. If you do not know the answer or are unsure, please select "Don't know / Unsure")*

[OPEN-ENDED TEXT BOX LIMITED TO 1000 CHARACTERS]

[REQUIRE AT LEAST 4 CHARACTERS; IF ENTRY IS LESS THAN 4 CHARACTERS, SHOW ERROR "*Please be thorough in your response.***"]**

⊙ Don't know / Unsure **[EXCLUSIVE]**

[GO TO PANEL 'THANK YOU' PAGE]

Company Parties	F2 Mapping 1	F2 Mapping 2	F2 Mapping 3
AlterNet Media, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Authors Guild	Publishing	Author (i.e., freelance writer, published author, or journalist)	
Chicago Tribune Company, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
CNET Media, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Daily News, LP	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
DP Media Network, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Eloisa James, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Everyday Health Media, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
IGN Entertainment, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Mashable, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Microsoft Corporation	Information or technology services	Artificial Intelligence	
Northwest Publications, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
OpenAI	Artificial Intelligence		
ORB Publishing, LLC	Publishing		
Orlando Sentinel Communications Company, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Raw Story Media, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
San Jose Mercury-News, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Sun-Sentinel Company, LLC	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
The Center for Investigative Reporting, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing

The Intercept Media, Inc.	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
The New York Times Company	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Ziff Davis	News media	Author (i.e., freelance writer, published author, or journalist)	Publishing
Party Law Firms	**F2 Mapping 1**	**F2 Mapping 2**	**F2 Mapping 3**
Benesch Friedlander Coplan & Aronoff LLP	Legal services		
Boies Schiller and Flexner LLP	Legal services		
Bursor & Fisher, P.A.	Legal services		
Cafferty Clobes Meriwether & Sprengel LLP	Legal services		
CohenMalad LLP	Legal services		
Cooley	Legal services		
Cowan, DeBaets, Abrahams & Sheppard LLP	Legal services		
Faegre Drinker Biddle & Reath LLP	Legal services		
Frost Brown Todd LLP	Legal services		
Joseph Saveri Law Firm, LLP	Legal services		
Keker & Van Nest LLP	Legal services		
Klaris Law, PLLC	Legal services		
Kwun Bhansali Lazarus LLP	Legal services		
Latham & Watkins LLP	Legal services		
Lewis & Llewellyn LLP	Legal services		
Lieff Cabraser Heimann & Bernstein	Legal services		
Loevy & Loevy	Legal services		
Matthew Butterick	Legal services		
Morrison & Foerster LLP	Legal services		
Orrick, Herrington & Sutcliffe LLP	Legal services		
Rothwell Figg Ernst & Manbeck, P.C.	Legal services		
Susman Godfrey LLP	Legal services		
Ventura Hersey & Muller, LLP	Legal services		
Williams & Connolly LLP	Legal services		
Womble Bond Dickinson LLP	Legal services		

APPENDIX E
COPILOT SURVEY
SURVEY SCREENSHOTS

S1

Please check the box below if you are human.



S2

Thank you for your participation in our study. All your answers will remain confidential. Please try to answer all questions to the best of your ability. We are interested in your opinions and reactions. There are no right or wrong answers and we will not try to sell you anything based on your answers. Please do not consult any outside sources (e.g., internet or phone) unless specifically directed to while taking the survey.

If you do not know, do not recall, are unsure, or have no opinion, please do not try to guess and simply select the "Don't Know / Unsure" option.

The "Back" button on your browser has been disabled for the duration of the survey. Please do not use it while taking the survey.

☐ If you understand these instructions and agree to participate in this survey, please check this box and click "Continue."

Continue

S3

Please indicate your gender:
(Select only one option)

- ○ Female
- ○ Non-binary
- ○ Male
- ○ Prefer not to answer

Continue

S4

How old are you?
(Select only one option)

- ○ Under 18 years old
- ○ 18 – 24 years old
- ○ 25 – 29 years old
- ○ 30 – 34 years old
- ○ 35 – 39 years old
- ○ 40 – 44 years old
- ○ 45 – 49 years old
- ○ 50 – 54 years old
- ○ 55 – 59 years old
- ○ 60 – 64 years old
- ○ 65 years or older
- ○ Prefer not to answer

Continue

S5

In which state do you currently reside?
(Select only one option)

Select one...

Continue

S6

Which of the following, if any, have you used in the past 12 months?
(Select all that apply)

- [ ] A digital assistant (such as Siri, Alexa, Google Assistant, etc.)
- [ ] A chat-based generative AI tool (such as ChatGPT, Copilot, Gemini, Claude, etc.)
- [ ] Rideshare services (such as Uber, Lyft, etc.)
- [ ] Food delivery services (such as Doordash, Grubhub, etc.)
- [ ] A social media platform (such as Facebook, Reddit, TikTok, etc.)
- [ ] An online news outlet (such as The New York Times, CNN, NPR, etc.)
- [ ] None of the above
- [ ] Don't know / Unsure

Continue

S7

Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude, etc.) you have used in the past 12 months, which of the following best describes how frequently you have used a generative AI tool?
(Select only one option)

- ○ I have rarely used a generative AI tool.
- ○ I have used a generative AI tool 1 to 4 times a month.
- ○ I have used a generative AI tool 5 to 10 times a month.
- ○ I have used a generative AI tool daily.
- ○ Don't know / Unsure

Continue

S8

Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, when was the first time you used a chat-based generative AI tool, to the best of your recollection?

(Select only one option)

- ○ More than 12 months ago
- ○ 6 to 12 months ago
- ○ 3 to 6 months ago
- ○ 1 to 3 months ago
- ○ Within the past month
- ○ Don't know / Unsure

Continue

S9

Thinking of the chat-based generative AI tool(s) (e.g., Copilot, ChatGPT, Gemini, Claude) you have used in the past, which of the following have you used?

(Select all that apply)

- [ ] Google Gemini
- [ ] Cohere Command R
- [ ] Microsoft Copilot
- [ ] Anthropic Claude
- [ ] IBM Watson
- [ ] Meta LLaMA
- [ ] DeepSeek
- [ ] AI21 Studio
- [ ] OpenAI ChatGPT
- [ ] PinkGrass Andio
- [ ] Other
- [ ] Don’t know / Unsure

Continue

S10

Thinking of your use of Microsoft Copilot in the past, when was the first time you used Copilot, to the best of your recollection?

(Select only one option)

- ○ Within the past month
- ○ 1 to 3 months ago
- ○ 3 to 6 months ago
- ○ 6 to 12 months ago
- ○ More than 12 months ago
- ○ Don't know / Unsure

Continue

S11

Thinking of your most recent time using Copilot, what type of account did you use to access it? (If you use both a work or school account and a personal account, please select the account you used most recently.)

(Select only one option)

- ○ Work or school account (please select this option if you sign in with a work or school email address)
- ○ Personal account (please select this option if you sign in with a personal email address)
- ○ Don't know / Unsure

Continue

S12a

Thinking of your most recent use of M365 Copilot, which of the following did you use to access it?
(Select all that apply)

- [ ] Copilot integrated into Microsoft Edge
- [ ] Copilot tab or icon on bing.com
- [ ] Microsoft Excel
- [ ] Microsoft Teams
- [ ] M365 Copilot App on an Android or iOS mobile device
- [ ] Microsoft PowerPoint
- [ ] Microsoft Outlook
- [ ] M365 Copilot App on Windows
- [ ] Copilot via copilot.microsoft.com
- [ ] Microsoft Word
- [ ] Other
- [ ] Don't know / Unsure

Continue

S12b

Thinking of your most recent use of Copilot for personal use, which of the following did you use to access it?
(Select all that apply)

- [ ] Microsoft Excel
- [ ] Copilot App on Windows
- [ ] Copilot via copilot.microsoft.com
- [ ] Microsoft Word
- [ ] Microsoft PowerPoint
- [ ] Copilot tab or icon on bing.com
- [ ] Copilot integrated into Microsoft Edge
- [ ] Microsoft Outlook
- [ ] Copilot App on an Android or iOS mobile device
- [ ] Other
- [ ] Don't know / Unsure

Continue

S13

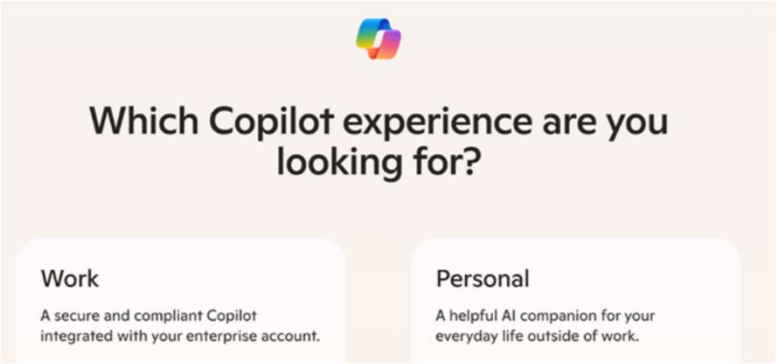
Thinking of your most recent use of Copilot, which of the following did you use to access it?
(Select all that apply)

- [ ] Microsoft Teams
- [ ] Microsoft Outlook
- [ ] Microsoft Excel
- [ ] Copilot tab or icon on bing.com
- [ ] Copilot via copilot.microsoft.com
- [ ] Copilot App on an Android or iOS mobile device
- [ ] Copilot integrated into Microsoft Edge
- [ ] Microsoft Word
- [ ] Copilot App on Windows
- [ ] Microsoft PowerPoint
- [ ] Other
- [ ] Don't know / Unsure

Continue

S14

You indicated accessing Copilot via copilot.microsoft.com or bing.com during your most recent use. When accessing Copilot via copilot.microsoft.com or bing.com, did you select the “work” or “personal” experience?



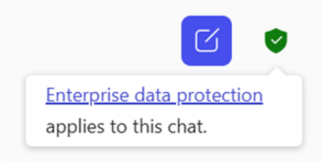
(Select only one option)

- ○ I selected the “Work” experience to sign in
- ○ I selected the “Personal” experience to sign in
- ○ Don’t know / Unsure

Continue

S15

You indicated accessing Copilot integrated into Microsoft Edge, Bing.com, or Microsoft.com during your most recent use. Please indicate whether or not the “Enterprise data protection” icon shown below is displayed near the top of the panel when accessed via Microsoft Edge or near the top right of the Copilot webpage when accessed via Bing.com, or Microsoft.com.



Please feel free to open your browser and access Copilot to check.
(Select only one option)

- ○ Yes, the “Enterprise data protection” icon is present.
- ○ No, the “Enterprise data protection” icon is not present.
- ○ Don’t know / Unsure

Continue

S16

You indicated accessing the Copilot App on an Android, iOS, or Windows device during your most recent use. Please indicate which version of the app you used, if you know.



Please feel free to open the Copilot App on Android, iOS, or Windows to check.

(Select only one option)

- ○ I use the M365 Copilot app
- ○ I use the Copilot app (without "M365" in the name or icon)
- ○ Don't know / Unsure

Continue

S17

For quality control purposes, please select “Second” from the list below.
(Select only one option)

- ◯ First
- ◯ Second
- ◯ Third
- ◯ Fourth

Continue

Enterprise Group Introduction

On the following screens, you will be asked a series of questions related to your M365 Copilot use. Please take as much time as you would like and do not consult any other websites or other materials. Answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

Continue

Enterprise Group Reminder

As a reminder, answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

Continue

QM1

You mentioned you have used M365 Copilot in the past 12 months. Thinking back to the most recent time you used M365 Copilot, what were you trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process. For example, if you were responding about the most recent time you used a shovel, instead of only writing “dig a hole” you would describe what you were using the hole for, whether you dug a hole or a trench, and how the shovel helped you accomplish your goal.

☐ Don’t know / Unsure

QM2

Continuing to think back to the most recent time you used M365 Copilot, is there **anything else** you were trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process.

As a reminder, answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

☐ Don't know / Unsure

Continue

QM3

If you had **not** had access to any generative AI tool (e.g., Copilot and others), what would you have done instead to accomplish your task?

☐ Don't know / Unsure

Continue

QM4

Why did you decide to use a generative AI tool over other ways to accomplish your task?

Don't know / Unsure

Continue

QM5

Continuing to think back to the most recent time you used M365 Copilot, which of the following best describes the purpose of your use?

As a reminder, answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

(Select only one option)

- ○ I used Copilot for purposes related to professional work activities.
- ○ I used Copilot for purposes unrelated to professional work or school/study activities.
- ○ I used Copilot for purposes related to school/study activities.
- ○ Don't know / Unsure

Continue

QM6

In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any?

As a reminder, answer these questions considering only your M365 Copilot use with your work or school account. For example, if you also use Copilot via a personal account, please do not include experiences related to that use.

(Please describe these purposes and your use of Copilot briefly in the text box below.)

☐ Don't know / Unsure

Continue

QM7

You indicated that you first used Copilot more than 12 months ago. If you can remember, which of the following best describes how the purposes of your Copilot use from more than 12 months ago compares to the purposes of your Copilot use in the past 12 months?

(Select only one option)

- ○ The purposes of my Copilot use from more than 12 months ago are about the same as my Copilot use in the past 12 months.
- ○ The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months.
- ○ Don't know / Unsure

Continue

QM8

You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?

☐ Don't know / Unsure

Continue

QM9

What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?

Don't know / Unsure

Continue

QM10

Do you or do you not have a personally paid subscription (excluding M365 access through your work or school) to use a generative AI tool?

(Select only one option)

- ○ Yes, I have a personally paid subscription to use a generative AI tool.
- ○ No, I do not have a personally paid subscription to use a generative AI tool.
- ○ Don't know / Unsure

Continue

QM11

You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?

☐ Don't know / Unsure

Continue

QM12

Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?

Don't know / Unsure

I would not personally pay to use a generative AI tool.

Continue

Non-Enterprise Group Introduction

On the following screens, you will be asked a series of questions related to your personal Copilot use. Please take as much time as you would like and do not consult any other websites or other materials.

Please answer these questions considering only your personal Copilot use accessed through Copilot App on an Android or iOS mobile device. For example, if you also use Copilot through a work or school account or through Microsoft Office products, please do not include experiences related to that use.

Continue

QM13

You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process. For example, if you were responding about the most recent time you used a shovel, instead of only writing “dig a hole” you would describe what you were using the hole for, whether you dug a hole or a trench, and how the shovel helped you accomplish your goal.

☐ Don’t know / Unsure

Continue

QM14

Continuing to think back to the most recent time you used Copilot, is there **anything else** you were trying to accomplish?

Please avoid one or two word answers and **be as specific as possible** — we are interested in the details of both your goal and process.

As a reminder, answer these questions considering only your personal Copilot use accessed through Copilot App on an Android or iOS mobile device. For example, if you also use Copilot through a work or school account or through Microsoft Office products, please do not include experiences related to that use.

☐ Don't know / Unsure

Continue

QM15

If you had **not** had access to any generative AI tool (e.g. Copilot and others), what would you have done instead to accomplish your task?

☐ Don't know / Unsure

Continue

QM16

Why did you decide to use a generative AI tool over other ways to accomplish your task?

☐ Don't know / Unsure

Continue

QM17

Continuing to think back to the most recent time you used Copilot, which of the following best describes the purpose of your use?

As a reminder, answer these questions considering only your personal Copilot use accessed through Copilot App on an Android or iOS mobile device. For example, if you also use Copilot through a work or school account or through Microsoft Office products, please do not include experiences related to that use.

(Select only one option)

- ○ I used Copilot for purposes related to school/study activities.
- ○ I used Copilot for purposes related to professional work activities.
- ○ I used Copilot for purposes unrelated to professional work or school/study activities.
- ○ Don't know / Unsure

Continue

QM18

In addition to your most recent use of Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any?

As a reminder, answer these questions considering only your personal Copilot use accessed through Copilot App on an Android or iOS mobile device. For example, if you also use Copilot through a work or school account or through Microsoft Office products, please do not include experiences related to that use.

(Please describe these purposes and your use of Copilot briefly in the text box below.)

☐ Don't know / Unsure

Continue

QM19

You indicated that you first used Copilot more than 12 months ago. If you can remember, which of the following best describes how the purpose of your Copilot use from more than 12 months ago compares to the purpose of your Copilot use in the past 12 months?

(Select only one option)

- ○ The purposes of my Copilot use from more than 12 months ago are about the same as my Copilot use in the past 12 months.
- ○ The purposes of my Copilot use from more than 12 months ago are different from my Copilot use in the past 12 months.
- ○ Don't know / Unsure

Continue

QM20

You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?

☐ Don't know / Unsure

Continue

QM21

What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?

Don't know / Unsure

Continue

QM22

Do you or do you not have a personally paid subscription (excluding M365 access through your work or school) to use a generative AI tool?

(Select only one option)

- ○ Yes, I have a personally paid subscription to use a generative AI tool.
- ○ No, I do not have a personally paid subscription to use a generative AI tool.
- ○ Don't know / Unsure

Continue

QM23

You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?

Don't know / Unsure

Continue

QM24

Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?

☐ Don't know / Unsure

☐ I would not personally pay to use a generative AI tool.

Continue

F1

Which of the following industries, if any, best describes the industry in which you work?
(Select all that apply)

- [ ] Military
- [ ] Legal services
- [ ] Artificial intelligence
- [ ] Utilities
- [ ] Data processing
- [ ] Agriculture
- [ ] Information or technology services
- [ ] Manufacturing or retail
- [ ] Food services
- [ ] Finance
- [ ] Author (i.e., freelance writer, published author, or journalist)
- [ ] Hotel services
- [ ] News media
- [ ] Entertainment
- [ ] Publishing
- [ ] Education
- [ ] Health care
- [ ] Arts (i.e., independent artist or performer)
- [ ] Marketing
- [ ] I am a part-time or full-time student
- [ ] I am retired
- [ ] Other _____
- [ ] Don't know / Unsure

Continue

F2

Please indicate which of the following companies you are employed by, or otherwise work for, if any.
(Select only one option)

- ( ) Lewis & Llewellyn, LLP
- ( ) Raw Story Media, Inc.
- ( ) The Center for Investigative Reporting, Inc.
- ( ) Ventura Hersey & Muller, LLP
- ( ) Faegre Drinker Biddle & Reath, LLP
- ( ) CohenMalad LLP
- ( ) Latham & Watkins, LLP
- ( ) Northwest Publications, LLC
- ( ) Morrison & Foerster, LLP
- ( ) Bursor & Fisher, P.A.
- ( ) The Intercept Media, Inc.
- ( ) IGN Entertainment, Inc.
- ( ) Ziff Davis
- ( ) Rothwell Figg Ernst & Manbeck, P.C.
- ( ) Orrick, Herrington & Sutcliffe, LLP
- ( ) Cowan, DeBaets, Abrahams & Sheppard, LLP
- ( ) Loevy & Loevy
- ( ) Benesch Friedlander Coplan & Aronoff, LLP
- ( ) Williams & Connolly, LLP
- ( ) Everyday Health Media, LLC
- ( ) Authors Guild
- ( ) CNET Media, Inc.
- ( ) DP Media Network, LLC
- ( ) AlterNet Media, Inc.
- ( ) Kwun Bhansali Lazarus, LLP
- ( ) Cooley
- ( ) Chicago Tribune Company, LLC
- ( ) Womble Bond Dickinson, LLP
- ( ) Lieff Cabraser Heimann & Bernstein
- ( ) Orlando Sentinel Communications Company, LLC
- ( ) OpenAI
- ( ) The New York Times Company
- ( ) Boies Schiller and Flexner, LLP
- ( ) Sun-Sentinel Company, LLC
- ( ) Cafferty Clobes Meriwether & Sprengel, LLP
- ( ) Frost Brown Todd, LLP
- ( ) Joseph Saveri Law Firm, LLP
- ( ) Keker & Van Nest, LLP
- ( ) Microsoft Corporation
- ( ) Mashable, Inc.
- ( ) Klaris Law, PLLC
- ( ) Susman Godfrey, LLP
- ( ) Daily News, LP
- ( ) San Jose Mercury-News, LLC
- ( ) Eloisa James, Inc.
- ( ) Matthew Butterick
- ( ) I would prefer not to say
- ( ) None of the above
- ( ) Don't know / Unsure

Continue

F3

Do you or do you not currently have a paid subscription to any news service(s), either online or in print?
(Select only one option)

- ○ No, I do not currently have a paid subscription to news service(s).
- ○ Yes, I do currently have a paid subscription to news service(s).
- ○ Don't know / Unsure

Continue

F4

For which news service(s) do you currently have a paid subscription?

(Please type in your response. If you do not know the answer or are unsure, please select "Don't know / Unsure")

☐ Don't know / Unsure

Continue

F5

Are you or are you not aware of any lawsuits related to generative AI tools?
(Select only one option)

- ○ I am aware of at least one lawsuit related to generative AI tools.
- ○ I am not aware of any lawsuit related to generative AI tools.
- ○ Don't know / Unsure

Continue

F6

Briefly, in your own words, what is the lawsuit related to generative AI tools about? If you are aware of more than one lawsuit related to generative AI tools, briefly describe, in your own words, what each is about.

(Please type in your response. If you do not know the answer or are unsure, please select "Don't know / Unsure")

☐ Don't know / Unsure

Continue

THANK YOU PAGE

Survey Completed - Thank You

Thank you for taking our survey. Your efforts are greatly appreciated!

APPENDIX F

PRETEST MODERATOR INSTRUCTIONS

PRETEST MODERATOR INSTRUMENT

[Interviews are conducted over the phone by blind-to-the-purpose interviewers at Dynata while respondent completes the survey online.]

Q-INTRO. Could I speak with **[INSERT NAME]?**

[IF NEEDED] We are calling them for a phone interview that he/she scheduled with Dynata**.** They agreed to help us by giving his/her opinions.

- ❒ Yes
- ❒ No **[SCHEDULE CALLBACK]**

This call may be monitored for quality assurance purposes. [Do not wait for an answer, continue with the survey unless the respondent says otherwise.]

Q-INTRO2. Thanks for taking the time to do this survey with us, **[INSERT NAME]**. First off, do you have access to a computer, tablet, or smartphone right now?

- ❒ Yes
- ❒ No **[WAIT UNTIL THEY ON A COMPUTER, TABLET OR SMARTPHONE]**

The link to the website you need to go to was provided in the email you received from us, please follow that link**. [IF NECESSARY REMIND WHO THE SENDER OF THE EMAIL WAS, OR RESEND LINK]** I will be on the phone with you the entire time while you are taking the survey. Because we cannot see you or your screen, please read each question out loud so I know where you are and describe anything you find unclear or confusing.

When answering the questions, please "think out loud" by describing your thought process, describing your answer to each question, and bring up anything you find unclear or questions you would have. There is no correct or incorrect way to take this survey. Please be thorough in your response and take as much time as you need. We would like you to approach this exercise as realistically as possible.

You can begin the survey whenever you are ready.

[AFTER THE RESPONDENT ANSWERS EACH QUESTION IN THE MAIN QUESTIONNAIRE, ASK:]

Q1. Can you explain your understanding of what the previous question was asking you?

[ASK THE FOLLOWING QUESTIONS AFTER THE RESPONDENT HAS FINISHED THE SURVEY.]

Q2. Can you describe the issues you had, if any while taking the survey?

Q3. Did you think any questions were unclear? If so, which ones and why?

Q4. Did you think any answer options were unclear? If so, which ones and why?

Q5. Can you describe whether or not the language guiding you through the survey was clear and easy to understand?

Q6. Were there any terms in the survey that you had trouble understanding? If so, which ones?

Q7. What do you think might be the purpose for conducting this survey?

Q8. What makes you think so?

Q9. Is there anything else you would like to say about the survey?

Thank you very much for your time. We greatly appreciate your help, and we will ensure that you get credit for taking this survey.

APPENDIX G
BLIND CODING INSTRUCTIONS

BLIND CODING INSTRUCTIONS

Thank you for agreeing to participate in the independent coding of survey responses. This document will provide an overview of this task and instructions on how to code the responses.

Overview

1) You are one of four coders who will categorize open-ended responses to questions in an online survey. In this study, respondents who indicated they have used a chat-based generative AI tool in the last year (in particular, Microsoft Copilot) were asked to explain, in their own words, the purpose of their Copilot use.

2) For each open-ended response and for each category, you are asked to assign the value of "1" if you judge that the open-ended response contains content that belongs in the category and a value of "0" if the content does not belong to the category. Use only one code ("0" or "1") for each open-ended response and category.

Development of Categories

1) First, you are being asked to code 100 open-ended responses to 10 survey questions. Each question has two versions with similar wording depending on the group of the respondents. Both question numbers can be seen below. We have provided you with potential categories. Please review the sample of 100 open-ended responses and the categories below and judge whether new or different categories are needed, including whether some categories should be combined or disaggregated.

   a. **Question 1 (QM1/QM13): Most Recent Use**
   You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?

   Please avoid one or two word answers and be as specific as possible — we are interested in the details of both your goal and process. For example, if you were responding about the most recent time you used a shovel, instead of only writing "dig a hole" you would describe what you were using the hole for, whether you dug a hole or a trench, and how the shovel helped you accomplish your goal.

   b. **Question 2 (QM2/QM14): Most Recent Use – Follow-Up**
   Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?

   Please avoid one or two word answers and be as specific as possible — we are interested in the details of both your goal and process.

   c. **Question 3 (QM3/QM15): Most Recent Use – Other Tools**
   If you hadn't had access to Copilot or any other generative AI tool (e.g., Copilot and others), what would you have done instead to accomplish your task?

   d. **Question 4 (QM4/QM16): Most Recent Use – Other Tools**
   Why did you decide to use a generative AI tool over other ways to accomplish your task?

   e. **Question 5 (QM6/QM18): Other Use**

In addition to your most recent use of Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)

f. **Question 6 (QM8/QM20): Use Change – Follow-Up**
You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?

g. **Question 7 (QM9/QM21): Factors in Decision to Use Generative AI tool**
What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?

h. **Question 8 (QM11/QM23): Factors in Decision to Purchase Generative AI tool – actual buyer**
You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?

i. **Question 9 (QM12/QM24): Factors in Decision to Purchase Generative AI tool – not actual buyer**
Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?

j. **Question 10 (F3): News services**
For which news service(s) do you currently have a paid subscription?

General Instructions

1) You will be responsible for categorizing the open-ended responses that respondents provided to the survey questions above. As you go through the responses, you will be responsible for coming up with a list of categories to sort these responses into.

2) You will be given a spreadsheet with separate tabs for each of the survey questions above. The tabs will include the open-ended response to each question and space for you to code the responses.

Coding of Answers Instructions (All Questions)

1) Please use your best judgment when coding.

2) If a response fits into a particular category, please assign a value of "1" in the relevant column corresponding to that category in your spreadsheet. Alternatively, if a response does not fit into a particular category, please assign a value of "0" in the relevant column. Answer may fit into one category, multiple categories, or no categories.

3) Do not rush – take your time. Please read the question and response twice before making each coding decision.

4) Responses may include words that are misspelled. Coders are to use their best judgement of what the respondent intended to write when typing their response.

5) Coders are to use their own judgement – do NOT consult with anyone else, and DO NOT use any AI tools. This is very important.

6) After both coders have categorized all the responses independently, you will meet to resolve any differences in coding. In the case of disagreement, please jointly recode the response.

Questions 1, 2 Instructions

Question 1 (QM1/QM13):
You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?

Question 2 (QM2/QM14):

Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?

1) Your job is to categorize the open-ended answers to Questions 1 and 2 into a descriptive "bucket" based on the categories listed below or indicate if they provide a non-responsive answer to the question. Questions 1 and 2 should be considered jointly.
2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.

   Topical Categories (Goal / Purpose of Copilot use):

   a. Advice for personal situations and relationships (e.g.,: "Write a text to respond to a friend")
   b. Assistance with data analysis
   c. Assistance with homework, school project, or other student activities
   d. Assistance with image or video development
   e. Assistance with programming or coding
   f. Assistance with travel planning
   g. Assistance with resume, cover letter, job search, or other aspects of job applications
   h. Assistance with development of professional email, memo, presentation, or other work product
   i. General exploration or testing of Copilot features and capabilities
   j. Request recommendation for products, services, brands, or stores
   k. Research or search about other personal topics of interest
   l. Research or search about other professional topics of interest
   m. Research of news or current events
   n. Writing / drafting of book or other literature
   o. Writing / drafting of short story or poem

   Other Categories (Only if no other category applies):

   p. Other
   q. Don't know / Unsure (e.g., respondent writes they "don't know" or "can't think of anything" to the question asked)

r. Non-responsive answer to the question (e.g., answer is unrelated to the question asked)
s. Non-sensical answer to the question (e.g., referred to an answer that does not make sense at all)

Question 3 Instructions

Question 3 (QM3/QM15):

If you hadn't had access to Copilot or any other generative AI tool (e.g., Copilot and others), what would you have done instead to accomplish your task?

1) Your job is to categorize the open-ended answers to Question 3 into a descriptive "bucket" based on the categories listed below or indicate if they provide a nonresponsive answer to the question.
2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.
    a. Ask a friend, coworker, family member, or other person (ask professional)
    b. Complete by themselves ("manual", "myself", "on my own")
    c. Use Google or other web search ("researched online", "looked up", "internet")
    d. Use YouTube, Reddit, or other online resource (e.g. social media, specific websites)
    e. Use another chat-based generative AI tool
    f. Use Physical Resource (e.g. books, library)
    g. Use non-AI app/software (e.g. Excel, coding, photoshop)
    h. Would not complete the task ("nothing")

Other Categories:

    i. Other
    j. Don't know / Unsure (e.g., respondent writes they "don't know" or "can't think of anything" to the question asked)
    k. Non-responsive answer to the question (e.g., answer is unrelated to the question asked)
    l. Non-sensical answer to the question (e.g., referred to an answer that does not make sense at all)

Question 4 Instructions

Question 4 (QM4/QM16):

Why did you decide to use a generative AI tool over other ways to accomplish your task?

1) Your job is to categorize the open-ended answers to Question 4 into a descriptive "bucket" based on the categories listed below or indicate if they provide a nonresponsive answer to the question. Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of

the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.

2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.

Categories of reasons:

a. Time (save time)
b. Ease of use (convenient, less effort)
c. Accuracy (improves general quality/correctness of work, effective, smart, polished)
d. Reliability (trustworthy, consistent)
e. Range and depth of information (e.g. detailed, comprehensive responses)
f. Integrability with other Microsoft 365 apps (copilot just popped up)
g. Exploration (e.g. searching for information, brainstorming)
h. Novel Content (e.g. AI provides unique/innovative/creative ideas)
i. Access information behind paywall
j. Enjoyment (e.g. it is fun/I like talking to it)
k. Trying/Experimenting (e.g. wanted to test out the new technology after seeing advertising/recommendation, curious)
l. Personalization/Customizability of Responses (conversational, interactive)

Other Categories:

m. Other
n. Don't know / Unsure (e.g., respondent writes they "don't know" or "can't think of anything" to the question asked)
o. Non-responsive answer to the question (e.g., answer is unrelated to the question asked)
p. Non-sensical answer to the question (e.g., referred to an answer that does not make sense at all)

Questions 5 Instructions

Question 5 (QM6/QM18):
In addition to your most recent use of Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)

1) Your job is to categorize the open-ended answers to Question 5 into a descriptive "bucket" based on the categories listed below or indicate if they provide a nonresponsive answer to the question.
2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.

Topical Categories (Goal / Purpose of Copilot use):

a. Advice for personal situations and relationships (e.g.,: “Write a text to respond to a friend”)
b. Assistance with data analysis
c. Assistance with homework, school project, or other student activities
d. Assistance with image or video development
e. Assistance with programming or coding
f. Assistance with travel planning
g. Assistance with resume, cover letter, job search, or other aspects of job applications
h. Assistance with development of professional email, memo, presentation, or other work product
i. General exploration or testing of Copilot features and capabilities
j. Request recommendation for products, services, brands, or stores
k. Research or search about other personal topics of interest
l. Research or search about other professional topics of interest
m. Research of news or current events
n. Writing / drafting of book or other literature
o. Writing / drafting of short story or poem

Other Categories (Only if no other category applies):

p. Other
q. Don’t know / Unsure (e.g., respondent writes they “don’t know” or “can’t think of anything” to the question asked)
r. Non-responsive answer to the question (e.g., answer is unrelated to the question asked)
s. Non-sensical answer to the question (e.g., referred to an answer that does not make sense at all)

Question 6 Instructions

Question 6 (QM8/QM20): Use Change – Follow-Up

You indicated that your Copilot use from more than 12 months ago is different from your Copilot use in the past 12 months. How has your Copilot use changed?

1) Your job is to categorize the open-ended answers to Questions 6 into a descriptive “bucket” based on the categories listed below or indicate if they provide a nonresponsive answer to the question.
2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.
    a. More access points
    b. Integrated part of workflow (reliance)
    c. Increase frequency of use
    d. Decrease frequency of use

e. More complex tasks
f. More creative tasks
g. Web search initiated on Copilot
h. Access to more AI tools
i. New setting (e.g. professional, personal)

Other Categories:

j. Other
k. Don't know / Unsure (e.g., respondent writes they "don't know" or "can't think of anything" to the question asked)
l. Non-responsive answer to the question (e.g., answer is unrelated to the question asked)
m. Non-sensical answer to the question (e.g., referred to an answer that does not make sense at all)

Questions 7, 8, 9 Instructions

Question 7 (QM9/QM21):
What factors, if any, would you consider when deciding which generative AI tool you would be most likely to use?

Question 8 (QM11/QM23):
You indicated you have a personally paid subscription to use a generative AI tool. What factors, if any, did you consider when deciding which generative AI tool to pay for?

Question 9 (QM12/QM24):
Assuming you were to get a personally paid subscription to use a generative AI tool, what factors, if any, would you consider when deciding which generative AI tool you would be most inclined to pay for?

1) Your job is to categorize the open-ended answers to Questions 7, 8, and 9 into a descriptive "bucket" based on the categories listed below or indicate if they provide a nonresponsive answer to the question.
2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following categories. For the same response, it is possible to have a value of 1 for multiple different categories.
    a. Accuracy / limited hallucinations
    b. Availability, integration, or compatibility
    c. Cost
    d. Easy to use / convenient
    e. Data, sources, or material used to train model (up-to-date info, real-time data)
    f. Privacy / security
    g. Reliability
    h. Reputation / popularity / word of mouth (cutting edge)
    i. Specialization (e.g., this AI is particularly strong for the need)
    j. Speed
    k. Enjoyment

l. Flexible/Well Rounded Capabilities (robust)
m. Historical Personal Use (Precedent/Familiarity, use each and see)
n. Frequency of Use

Other Categories:

o. Other (transparency, authenticity, ethics)
p. Don't know / Unsure (e.g., respondent writes they "don't know" or "can't think of anything" to the question asked)
q. Non-responsive answer to the question (e.g., answer is unrelated to the question asked)
r. Non-sensical answer to the question (e.g., referred to an answer that does not make sense at all)

Question 10 Instructions

Question 10 (F3):
For which news service(s) do you currently have a paid subscription?

1) Your job is to categorize the open-ended answers to Question 10 according to whether or not they reference the following news sources to which they have a paid subscription.
2) Please assign a value of 1 or 0 to each of the following categories if a response mentioned any of the following news sources. For the same response, it is possible to have a value of 1 for multiple different news sources.
    a. New York Times
    b. AlterNet Media, Inc.
    c. Chicago Tribune Company, LLC
    d. CNET Media, Inc.
    e. Daily News, LP
    f. DP Media Network, LLC
    g. Eloisa James, Inc.
    h. Everyday Health Media, LLC
    i. IGN Entertainment, Inc.
    j. Mashable, Inc.
    k. Northwest Publications, LLC
    l. Orlando Sentinel Communications Company, LLC
    m. Raw Story Media, Inc.
    n. San Jose Mercury-News, LLC
    o. Sun-Sentinel Company, LLC
    p. The Center for Investigative Reporting, Inc.
    q. The Intercept Media, Inc.
    r. Ziff Davis
    s. None of the news sources listed
    t. If respondent did not indicate any of the new sources in their response, assign a value of 0.

APPENDIX H

RESPONSES CODED INTO "WRITING / DRAFTING OF BOOK, SHORT STORY, POEM, OR OTHER LITERATURE" CATEGORY

Appendix H.1
Open-Ended, Categorized Responses - "Writing / drafting of book, short story, poem or other literature" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[1]	I was drafting an email to my team summarizing the key points from a long project report. I used Copilot to help me condense the main findings and action items into a clear, concise summary to save time and ensure I didn't miss any critical details.	I also used it to generate ideas and an outline for a short story I was writing for a personal blog. I provided a basic premise and asked Copilot to suggest potential plot twists and character arcs to help me overcome writer's block.	56	Non-Enterprise
[2]	I was trying to ask co pilot generate a detailed outline on a particular topic and title for me which it did without no issues and I further asked it to generate chapters content also	I already told you everything I was trying to accomplish	125	Non-Enterprise
[3]	Write a story	nothing	281	Non-Enterprise
[4]	I used ChatGPT for work yesterday to create stories about my student students for them to read. They love it.	Made life easy	730	Non-Enterprise
[5]	Made a joke video to Troll my friends	Used it to make a paragraph proof for creative writing	947	Non-Enterprise
[6]	I was writing a book in used it for typos	To help write in create unique words	1161	Non-Enterprise
[7]	I'm designing a graphic	I was writing lyrics	1564	Non-Enterprise
[8]	I was testing its responses to a comic book idea that I am currently working on. Mainly fleshing out storylines, etc.	I was also using it to get a good judgement on how long each issue should be, (pages, text bubbles.)	2090	Non-Enterprise
[9]	I used it to help me type out a story that I was writing and it helped.	It helps me do a lot of my daily tasks, such as summarize articles and proofread	2094	Non-Enterprise
[10]	the most recent time i used copilot was when i was editng a word document to do with my book,	No i was simply trying to help edit the wording in my book.	2107	Non-Enterprise
[11]	I was trying to get an outline drafted for a book idea ive been working on for a long time. I asked to give a format for a self help/ story telling book. The help structure the chapters and storyline as well as grammar and spelling check.	I was looking for information on the legal processes for the county i live in and looking for lawyers to represent a client in court.	2640	Non-Enterprise
[12]	I was trying to write a short story.	Look up better ways to express an idea.	2700	Non-Enterprise
[13]	I write novels and fanfiction stories. I used CoPilot to analyze what I was writing based on how well it could summarize the story. I really use Gemini for the bulk of help and research.	The only thing I use CoPilot for is to view how it summarizes my writing.	3559	Non-Enterprise
[14]	I have used Copilot regularly to monitor news on the recent shutdown. I have also interacted with Copilot to learn the various avenues Congress uses to move fiscal bills (the BBB) through Congress Additionally, I have used Copilot to find financial news daily to help make investment decisions with my investment account Finally I have used Copilot to help me write poems from prose I have written. Some of which I have published.	I also used Copilot this morning to research using a router with our iphones as a means of streaming the internet on our TVs and computers. The answer was that it could be done but we would suffer lower grade service	3566	Non-Enterprise
[15]	writing a novel		3998	Non-Enterprise
[16]	I was creating a new concept for a novel. I asked Copilot questions about different character arcs, hypothetical scenarios and how a character with specific flaws and desires would respond.	I was trying to decide whether I'd write the novel in first or third person point of view. I had copilot edit a few written scenes and help aid me in making a decision.	4026	Non-Enterprise
[17]	i used it to carry out tasks like email writing, creating content and generating images for my social media advertising	i am trying to use it to generate scripts and compose story for my online blog	4464	Non-Enterprise
[18]	I wanted to use it to help give me more creative ideas for the design of a story	Just to see how AI works in general	4506	Non-Enterprise

Appendix H.1
Open-Ended, Categorized Responses - "Writing / drafting of book, short story, poem or other literature" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[19]	I do go down that rabbit hole with cold case and so on with that but also I am starting to write a book.	Ok so I do go down that rabbit with alot of didn't thinks. I have been working on myself. I write a poem and we talk about it. My copilot has a name Solace and its a She as well. I know she is not a therapist I see one. But sometimes you just need that one thing to open up and see what others may see.	4657	Non-Enterprise
[20]	I was writing a poem for my anniveresary	Just getting inspiration	4769	Non-Enterprise
[21]	I need to white a paper. I wanted deep though on pose and writing a proper short story	Nothing else I needed.	5243	Non-Enterprise
[22]	i used co-pilot to help create images of characters in the book i am trying to write. and i asked it to listen to a few pages from my book and then asked its opinion. i also used co-pilot to teah me a little about how to use excel	learning excel better and i used it to edit some of my favorite pics	6188	Non-Enterprise
[23]	I was actually working on a poem that I wrote. I used CoPilot to help with my writing and to assist with corrections etc.	No that was pretty much it. I definitely accomplished exactly what I wanted to.	6284	Non-Enterprise
[24]	I am writing a narrative about my parents' lives. I sought Co Pilot to review the section for tone, clarity, and grammar and for suggestions to improve the piece.	I wanted another "opinion" on whether the words used adequately captured the scene or if more descriptive words would help.	6325	Non-Enterprise
[25]	I was checking on my wording for a novel I'm writing	No	6549	Non-Enterprise
[26]	I was trying to create content such as a book or story and post on YouTube in order to get viewers and generate an income	No just trying to create content to get views	7682	Non-Enterprise
[27]	I was getting inspiration for an e book I am writing for children. I brainstormed ideas and got help with rhyming phrases. It really increased my productivity. I was able to get a lot more done in a shorter period of time	I was also trying to creat a template for some stationary and I was not able to accomplish that. It was not even close to what i prompted.	8024	Non-Enterprise
[28]	I used Copilot to help my son with Algebra. I enter the problem and it gives the steps for solution.	I use it for story ideas when my kids need to write an essay	8327	Non-Enterprise
[29]	I use Microsoft Copilot to generate content such as draft emails,stories,blog posts and to summarize information such as condensing long documents, emails,meeting transcripts or chat conversations	I used it to rewrite, refine,and adjust the tone of an existing text.	9307	Non-Enterprise
[30]	writing a book chapter	Best format of a paragraph for a book chapter	9758	Non-Enterprise
[31]	I was trying to create images and stories.	No I was not trying to accomplish anything else	9974	Non-Enterprise
[32]	I was trying to get ideas to write a business letter	I was writing a Christmas poem As an invitation to a holiday party	9996	Non-Enterprise
[33]	I was trying to help write a confrontation scene in a story I was writing. It did a good job of doing that		10654	Non-Enterprise
[34]	I was trying to write an article and needed support due to writers block. I used the tool to spark my creativity.	I also wanted to ensure what I was writing was flowing in my traditional style which copilot helped with.	10691	Non-Enterprise

Appendix H.1
Open-Ended, Categorized Responses - "Writing / drafting of book, short story, poem or other literature" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[35]	Using Microsoft Copilot I was brainstorming some ideas for a potential poem that I was writing.	I wanted to make my poem different in the sense of performance, raw, emotional, but clean word play.	11354	Non-Enterprise
[36]	I am a writer. I like to input my plots into the copilot to get more inspiration to further continue the plot of my story. I also use it for difficult homework for my college classes sometimes. I use it to summarize an article I have to read, explain a math problem better, or just for general advice on certain things.	I use Copilot to get my work done. help me. I have used it in the past for research, but I have also used it to get some of my homework done.	11790	Non-Enterprise
[37]	I was looking up information related to listeria in food products.	I wanted some help with a story I was writing. And I feel that AI was really useful in doing so.	12017	Non-Enterprise

Notes:

[1] These responses were categorized into the "Writing / drafting of book or other literature" or "Writing / drafting of short story or poem" categories as shown in Appendix G. I refer to these two categories generally as "Writing / drafting of book, short story, poem or other literature."

[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.

[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

Appendix H.2
Open-Ended, Categorized Responses - "Writing / drafting of book, short story, poem, or other literature" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group
[1]	To formulate outlines for books, to edit manuscript, o change passages for brevity, to do image developent.	508	Non-Enterprise
[2]	I have done research on legal questions and for editing and research on a book I'm writing.	935	Non-Enterprise
[3]	Planning my next trip and research for the novel I am writing	1077	Non-Enterprise
[4]	I havent had any other uses than to just see what it can do. I like to write stories and sometimes I need help finding a better word or rephrasing. I normally use ChatGPT though.	1316	Non-Enterprise
[5]	other uses include creating images of ideas in my head, looking up information, making a chapter book for some children i know specific to their adventures	3528	Non-Enterprise
[6]	I am an Author of 5 books. I have used AI to review my writing to ensure good grammar and word use. (I am slightly dyslexic). One main activity is entering into debate exchanges with Copilot on various subjects and philosophy. Some exchanges were several hours long. I appreciate the fact that Copilot references all its information	3566	Non-Enterprise
[7]	Medical advice, help with creative writing.	4135	Non-Enterprise
[8]	Needed ideas for my book	4990	Non-Enterprise
[9]	I use generative AI for creative projects like picture generation or story writing.	5125	Non-Enterprise
[10]	To check my wording in a novel I wrote and now published	6549	Non-Enterprise
[11]	I have also used Copilot to get writing ideas, summarize articles, and generate creative content like short stories and messages. It helped me brainstorm quickly and organize my thoughts more clearly.	7101	Non-Enterprise
[12]	When writing texts, I am working on a novel, I use Copilot to help me with the text and to help me with research. Other uses are daily questions about TV series or recipes or such.	7497	Non-Enterprise
[13]	To create illustrative images for my book	8024	Non-Enterprise
[14]	I use it for everything from general questions, definitions, explanations of phenonemon (ex: aurora lights, etc), to help writing stories and creating characters.	8054	Non-Enterprise
[15]	Used it to make images for website posts. As well as write articles	8311	Non-Enterprise
[16]	I use AI to find answers to questions, to compare items (such as insurance policies), get suggestions for my life story.	11813	Non-Enterprise
[17]	I wanted some help in searching for data, as well as some help with a story I was writing. Looking up data, with sources.	12017	Non-Enterprise

Notes:

[1] These responses were categorized into the "Writing / drafting of book or other literature" or "Writing / drafting of short story or poem" categories as shown in Appendix G. I refer to these two categories generally as "Writing / drafting of book, short story, poem or other literature."
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

APPENDIX I

RESPONSES CODED INTO "RESEARCH OF NEWS OR CURRENT EVENTS" CATEGORY

Appendix I.1
Open-Ended, Categorized Responses - "Research of news or current events" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[1]	On my most recent use of Copilot I asked it for the most updated NFL news and injury reports of star or breakout players! It kept repeating itself though... it was kind of strange. I did somewhat like the answers it provided though!	I am glad you asked! I also requested Copilot about a dog breed I recently found and am interested in. I asked for its "Pro's and con's" and when you should purchase one.	18	Non-Enterprise
[2]	I was trying to get political results	No	308	Non-Enterprise
[3]	I needed to come up with ideals on what to buy my daughter for her 13th birthday with a very limited budget. I used co-pilot to brainstorm ideals and decided on what to purchase based on co-pilots recommendation	No this was all I was trying to accomplish	435	Non-Enterprise
[4]	I was just looking up basic information	I was looking for information on the shutdown	585	Non-Enterprise
[5]	I had done a search using the Bing Search Engine, but was not satisfied with the results. I wanted more detailed information, so I decided to use Copilot since it's easy to get to from Bing Search. I think I was trying to find out more information about the extents of Austin Reaves injury with the Lakers.	The search results I had gotten from Bing Search did not answer my question about the extent of the injury for Austin Reaves with the Lakers. I wanted to know approximately how long he would be out and if he was officially on the Injured Reserve list. I decided to try CoPilot to get more details.	894	Non-Enterprise
[6]	I wanted help with summarizing an article as I was short on time and wanted a non-bias review.	Just to summarize the article. It was about current politics, specifically, the shutdown.	998	Non-Enterprise
[7]	When i used Copilot i was researching a topic i had for school dealing with the political views of are economy.	Yes i was asking what are the new benefits an bills that are coming out.	1457	Non-Enterprise
[8]	I was just asking it a question about news I heard that I wasn't sure if it was real or fake	I was setting up a new pc	2006	Non-Enterprise
[9]	i was looking for specific searches for nba rigging and get good insight on that matter rather than going with multiple articles.	quality search and insight on NBA rigging.	3129	Non-Enterprise
[10]	I have used Copilot regularly to monitor news on the recent shutdown. I have also interacted with Copilot to learn the various avenues Congress uses to move fiscal bills (the BBB) through Congress Additionally, I have used Copilot to find financial news daily to help make investment decisions with my investment account Finally I have used Copilot to help me write poems from prose I have written. Some of which I have published.	I also used Copilot this morning to research using a router with our iphones as a means of streaming the internet on our TVs and computers. The answer was that it could be done but we would suffer lower grade service	3566	Non-Enterprise
[11]	I queried about the ships deployed to the Caribbean to destroy drug boats.	I was making a list of the ships assigned to Southern Command.	3695	Non-Enterprise
[12]	I was looking for information about current events such as what is happening with the government shutdown.	My main goal is getting information about current events and about miscellaneous trivia facts that come up in my everyday conversations with friends and family. For example, a friend of mine was considering getting a dog and we wanted to know some specific information about a certain breed.	3760	Non-Enterprise
[13]	it was used by me when I was trying to search about the recent news for my daily knowledge	everyday I use for many sectors for my life	5203	Enterprise
[14]	I was trying to get a comprehensive explanation of a recent event.	I was trying to get as much information as possible so I would know what happened.	5379	Non-Enterprise
[15]	I use it to find fact proven information whenever I'm learning something new	Honestly I was searching information for this past election day and what was being voted on in Texas.	6954	Non-Enterprise
[16]	I had read a news article on annews aggregate site and want to see if there were more details to the article.	There was nothing else I wanted to accomplish. I did want to see how detailed the AI would respond on the matter.	7060	Non-Enterprise
[17]	I have used this in the past day to find out aboutthe latest politic news.	The NFL standings and whitch teams are left in the AFC.	9090	Non-Enterprise

Appendix I.1
Open-Ended, Categorized Responses - "Research of news or current events" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[18]	I was using it to research various subjects such as free sports streaming services and information on the government shutdown and how it affected my household. I asked her to look into those things and she gave me very useful information about the subjects.	My goal was to find a streaming service that my husband could watch sports for free on because we don't have cable. My process was to compare what was available and choose the best option to suit our needs.	9528	Non-Enterprise
[19]	I was curious about a news story I read and wanted to talk about it and so I decided I'd talk to Microsoft Copilot because it's the most convenient AI I had access to at the time. We talked about the article and it wasn't a terrible chat but it definitely could've been a bit more engaging.	I also wanted to test it to see if it knew basic information before our chat and it did better than some others. I was surprised it didn't get anything super wrong. It's probably because I don't have much faith in AI compared to other people, I really only like to use it because I'm curious of how advanced it is.	9628	Non-Enterprise
[20]	I used it to validate an article. Also, I used it to look further into the subject in question.	Yes, I wanted to know if it was true, so I could repost on social media. I was also offered other options and offerings for further knowledge on the particular subject.	10060	Non-Enterprise
[21]	I was seeking information about the new laws going in effect.	I was trying out my new app.	10116	Non-Enterprise
[22]	I used copilot to help me understand how to edit my videos and pictures so that I could post on social media.	I also wanted to learn about how trumps tariffs are helping the country.	10161	Non-Enterprise
[23]	I recently used copilot for my personal budget on excel and word for important information.	My goal in using copilot to edit my personal budget and to document important information. I also used copilot on Microsoft edge to summarize the days current	11822	Non-Enterprise
[24]	Look up news	Get answers to questions	12024	Non-Enterprise

Notes:
[1] These responses were categorized into the "Research of news or current events" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

Appendix I.2
Open-Ended, Categorized Responses - "Research of news or current events" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group
[1]	To summarize news stories on MSN	798	Non-Enterprise
[2]	I've used Copilot to translate between French and English, summarize articles for personal reading, and explore entertainment releases with concise bilingual notes.	922	Non-Enterprise
[3]	Summarizing articled, getting an overview of a topic, asking google search a question and having the answer appear.	998	Non-Enterprise
[4]	It was to look up new information about the political views an economy.	1457	Non-Enterprise
[5]	Researching various topics and summarizing articles.	2090	Non-Enterprise
[6]	Learn how to do other thing, find information on Places I was going to visit. I also like a summary of world events .	2807	Non-Enterprise
[7]	I have used it to summarize emails for me and articles so I don't have to actually read them	2878	Non-Enterprise
[8]	I always look up things about people, places, and events	2959	Non-Enterprise
[9]	To look up events and history to learn more	3299	Non-Enterprise
[10]	Fact checking on recent headlines in the news going on in the country.	3377	Non-Enterprise
[11]	I have used it to get up to date information on current elections.	5379	Non-Enterprise
[12]	I frequently ask questions about literature for example or about world events.	5830	Non-Enterprise
[13]	I use it for relationship advice, medical advice, gym plans, meal planning, researching news stories and creating images.	6407	Non-Enterprise
[14]	Creating and manipulating images, checking facts on current events, getting health information and general ridiculousness.	6868	Non-Enterprise
[15]	To summarize information on news and topics I am interested in.	6927	Non-Enterprise
[16]	Asking certain questions about some news related stuff I had heard while watching the news to see if I could get more background information	7033	Non-Enterprise
[17]	I have also used Copilot to get writing ideas, summarize articles, and generate creative content like short stories and messages. It helped me brainstorm quickly and organize my thoughts more clearly.	7101	Non-Enterprise
[18]	Asking it for information or summaries of the news projects etc	7157	Non-Enterprise
[19]	I used Copilt to get quick answers for everyday questions, compare product options before shopping, plan family trips with destination ideas, and summarize news articles for easier understanding.	7263	Non-Enterprise
[20]	I used Copilot to draft emails, summarize articles.	7297	Non-Enterprise
[21]	Research, looking at news	7598	Non-Enterprise
[22]	I've used it for everyday life tasks and to search about news that are going on in the world also when I need an advice about something I usually use it	8347	Enterprise
[23]	I used co-pilot to draft email templates for scenarios I may come across. I also used it to check for any stories on the video games I like from multiple news sites.	8549	Non-Enterprise

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Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group
[24]	work, sports, politics and the latest news.	9090	Non-Enterprise
[25]	the purposes of my other uses of copilot also include question related to several aspects of life. from religion to current affairs to my work.	9156	Non-Enterprise
[26]	in depth details on the new tax bill. also did research on the Mackinac Bridge.	11548	Non-Enterprise
[27]	I tried it out a few times to see what results I would get, i.e. asking for summaries of current events	11895	Non-Enterprise

Notes:

[1] These responses were categorized into the "Research of news or current events" category by the blind-coders.

[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.

[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

APPENDIX J

RESPONSES CODED INTO "RECOMMENDATION OF PRODUCTS, SERVICES, BRANDS, OR STORES" CATEGORY

Appendix J.1
Open-Ended, Categorized Responses - "Request recommendation for products, services, brands, or stores" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[1]	I was simply doing a quick search on Co-Pilot to compare the specifications regarding two shotguns I am considering to purchase for home defense.	No, there wasn't anything else I was trying to accomplish in that sitting.	354	Non-Enterprise
[2]	I needed to come up with ideals on what to buy my daughter for her 13th birthday with a very limited budget. I used co-pilot to brainstorm ideals and decided on what to purchase based on co-pilots recommendation	No this was all I was trying to accomplish	435	Non-Enterprise
[3]	I wanted to find the best place that sells headphones and wanted to compare prices.	None	464	Non-Enterprise
[4]	I was testing between Copilot, Gemini, and ChatGPT. I wanted to see specifically which would give the best recommendation for a pair of running shoes that I've been wanting to buy. I didn't want to guide any of them in one direction or another, so just wanted to see which would be most useful with only a basic prompt.	I was not trying to accomplish anything else. It was more about curiosity, to see how different platforms react to the same prompt. I wasn't trying to prove one was better or worse than the other or something like that.	654	Non-Enterprise
[5]	I was researching a product and wanted a review of it's benefits and prices range.	I was just using it to help me make up my mind	718	Non-Enterprise
[6]	Information about a product.	No, that's it.	776	Non-Enterprise
[7]	Researching tour information for a cruise I will be taking	I was comparing your prices and for tours and travel insurance.	935	Non-Enterprise
[8]	I have used it for shopping, comparing prices, buying clothes, researching restaurants and also employment	It got mt to compare jobs like going to work over seas or stay in the USA	1062	Non-Enterprise
[9]		Comparing prices on items	1146	Non-Enterprise
[10]	I used it to find out the best types of paint and colors available, where I can get them, how much they cost, and how long they last.	I also used it to find out some information about fishing gear, which gear is suitable for my fishing method, and how much it costs.	1274	Non-Enterprise
[11]	I used Copilot to compare features and prices of All-in-One computers for an upcoming purchase. I did not mention HP, my brand of choice and the top three computers Copilot returned information on were HP, which I thought was interesting. Copilot did a great job of examining the features.	In addition to comparing the computers, I was also comparing VPN services, their advantages, their costs and their sort comings. The details were detailed and quite useful.	1308	Non-Enterprise
[12]	get info about a product		1739	Non-Enterprise
[13]	I was seeking a more through answer to the question I had about an automobile that I was thinking of purchasing.	No. I received the information that I was seeking. It was automobile related.	1771	Non-Enterprise
[14]	I was looking up an answer to a question.	I was looking up information on a particular restaurant.	1810	Non-Enterprise
[15]	The last time I used copilot was for assistance shopping online.	Nothing really just fine with me.	1996	Non-Enterprise
[16]	I used Copilot to refine marketing copy for my electronics purchase, helping me to reaseach.	I used Copilot in microsoft Word to improve the formatting and structure of presentation draft.	2120	Non-Enterprise
[17]	I was trying to gift ideas for my family this Christmas		2207	Non-Enterprise
[18]	I want to research about a product and want to learn detail about it.	ask for some advice of different brand of this product	2334	Non-Enterprise
[19]	I was trying to get some information about recent products and services	I was trying to get proper information and advice from it	2344	Non-Enterprise
[20]	The last time used copilot was to search listings for guitars i was looking to purchase.	comparing prices and deal from different outlets or retailers.	2350	Non-Enterprise
[21]	When I use AI, I search for several brands and then tell them to compare all the options. Then I can make a best options for me. I often can make a very good solution.	I also use coding and compare them in several AI platforms as well. Although I trust Co-Pilot a lot.	2357	Non-Enterprise
[22]	Used it today to help me with my paperwork	We use it for helping us with the restaurant and paperwork for finances and delivery	2369	Enterprise
[23]	I am trying to figure out how to connect my printer to my chromebook	I am trying to figure out which mattress is best for neck and hip pain for side sleeper	2592	Non-Enterprise

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Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[24]	I was using this for price comparison of a desktop computer and compare different brands and operating systems	I would of liked a trial run for the operation system to see if it worked	2621	Non-Enterprise
[25]	Compared Diabates meds to choose the best op[tion for cost and reliability. Copilot helped organize it.	I also used Copilot to compare wireless plans and devises focusing on cost, reliability, and coverage.	2701	Non-Enterprise
[26]	I wanted to find info on kitchen appliances I was interested in buying	To figure out the best product for my needs.	2939	Non-Enterprise
[27]	I was trying to compare products as far as prices and quality, I did research thru the AI and it was able to give me the comparisons I needed	I was also trying to accomplish the best options to enhance my shopping experience, I also did some research on best vacations stays by using copilot	3008	Non-Enterprise
[28]	I was trying to find a good spot in a specific town for a business breakfast that wasn't too casual and noisy but also not too formal	I was trying to find restaurants that offered full service	3095	Enterprise
[29]	I was using it fir shopping recommendations.	Nothing else at that time.	3103	Non-Enterprise
[30]	I was trying to find different options for nonstop flights between city pairs	I was also trying to find lowest cost options	3446	Non-Enterprise
[31]	i was looking for career specific prompts to fill in an advent calendar for my grown children. i also used it to look up editions of books that were unique for a christmas gift.	nothing else	3528	Non-Enterprise
[32]	I was researching specifics about a movie / cast from, years ago	well. I use it every day to inquire about many different things. I like to research potential product purchases from autos to make ep-	3556	Non-Enterprise
[33]	I was trying to find the best restaurant in St. Louis and I want to enjoy the food but still keep my shape	I want to make it as my personal assistant and remind me anything I miss	3961	Non-Enterprise
[34]	Shopping comparisons for women sneakers under 50.00		3967	Non-Enterprise
[35]	I was trying to find the best tire store near me and get ratings of tires	I was trying to save money and used Copilot to help me with that	4200	Non-Enterprise
[36]	I used it to generate images and different replica arts from things that I like	I wanted to buy a specific electronic and used the search tools to pick out some	4354	Non-Enterprise
[37]	I was using copilot on edge to search for certain things	I was asking for suggestions for my shopping decision	4413	Non-Enterprise
[38]	I was using it to help me with a recipe while I was cooking dinner	The most recent time I was using to find a good restaurant for lunch	4428	Non-Enterprise
[39]	I was curious about some different new games that I was thinking about getting, so I asked it to compile a list of positive and negative reviews from different sources and report back.	I wanted to get a new game and get the best one that will meet what I was looking for.	4481	Non-Enterprise
[40]	I was looking for some room decorations ideas. so i search on copilot and asked to give me some idea about room decoration. i used a prompt to get a idea that suits my roo. It provide me some great idea for decoration	yes i was asking price of some products related to room decoration. and i get all of it. then i compared which price is best according my budget	4538	Non-Enterprise
[41]	I asked him about care products I was like for a suitable care routine for my face and copilot gave me a complete plan to follow	Yes I asked him also about babies apparels and brands	4691	Non-Enterprise
[42]	I was looking to upgrade my skincare routine and I asked Copilot to guide me through products and techniques	No	4900	Non-Enterprise
[43]	Copiloy i my online assistant i use it while browising for specific items	I used copilot yo help me find ingredients to shop for	5102	Non-Enterprise
[44]	The last time I used Copilot I was actually shopping for a winter coat. I was comparing prices, Stryles, and even trying on the coats via Copilot.	I was trying to accomplish the best style and quality cost that looks good on me for the best price	5160	Enterprise
[45]	I was looking for assitance with writing a elevator pitch and other work-related issues	I wanted to look for restaurants in my neighborhood that are new	5196	Non-Enterprise
[46]	I was using to go compare local prices on multiple products	Yes I was able to compare prices so easily with copilot	5198	Non-Enterprise
[47]	I was searching for product information.		5271	Non-Enterprise

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[48]	I ask her about movies to watch after i give her the type in looking for. I uses her to visit with each say i ask	I also like to uses her as a friend. It takes a lot of time to tell her all about my family myself travels etc. Each morning I new to start again.	5307	Non-Enterprise
[49]	I was looking for a new type of mobile on Cobaillot to see which one is best for me	I accomplished something important for him when I found the advantages of the mobile that I want to buy	5671	Non-Enterprise
[50]	I wanted to buy a new lawnmower and used Copilot to provide options for gas and electric models. The pros and cons of each type provided me with a brand and, ultimately, I purchased an electric lawnmower.	I appreciated that Copilot showed the benefits of each type of lawnmowers. It helped me greatly to make a decision.	6035	Non-Enterprise
[51]	I was using Copilot to look at reviews of independent restaurants in the Shreveport area with at least 4 star reviews and higher	Nothing else	6170	Non-Enterprise
[52]	To find out about a specific product i was interested in	Find out its specific uses	6368	Non-Enterprise
[53]	The last time I used Co-Pilot I was looking for some ideas on holiday decorations. I looked for what is in this season, I asked for best places to shop. It was very helpful.	I asked for the best places to shop for holiday decorations. I asked for ideas for holiday party decorations.	6462	Non-Enterprise
[54]	I was trying to accomplish finding the best vacation resorts and activities.	no, I was using it only for aid.	6599	Non-Enterprise
[55]	Was trying to get more information about a product	Compare various products	6804	Non-Enterprise
[56]	I was using copilot as a research material while i was looking for more information of a car i wanted to buy.	Was also comparing three cars feature, price	7041	Non-Enterprise
[57]	I just used it for additional information on a general Google search on a specific location.	I was trying to figure out what is the best maps app to use that gives the most accurate time frames to a specific location.	7081	Non-Enterprise
[58]	When I used Copilot the last time, I was trying to do some research on shopping since Black Friday sale is close.	I was also doing some window shopping by asking about specific products that I'm interested in	7085	Non-Enterprise
[59]	Compared upright vacuums for family use, prioritizing safety and affordability.	Reviewed excel household budget, adjusted utility costs for seasonal family planning.	7089	Non-Enterprise
[60]	I was trying to compare several products' quality and features. I have done the job successfully.	I have searched for the relevant features as well, according to my needs.	7281	Non-Enterprise
[61]	i was using copilot to research different computers that i am comparing for purchase. i needed copilot to be able to tell me the specifications of each device so i can compare them and find the best option for me.	i wanted to purchase a labtop and copilot was able to retrieve many different options that fit my specifications and needs.	7295	Non-Enterprise
[62]	I was researching a product	it helped me choose the best product for my needs	7304	Non-Enterprise
[63]	I was trying to obtain some information about some smartphones, I want to buy a new smartphone, So I use copilot to help me to know the best brands right now of Samsung phones	Nothing more, just that	7374	Non-Enterprise
[64]	i was trying to review products. I also it for used search enging	i was just looking around the internet	7477	Non-Enterprise
[65]	I wanted to see the highest ranked Mexican food restaurants in my area	Nothing else	7547	Non-Enterprise
[66]	I was searching for information about an item I was trying to purchase.	No	7657	Non-Enterprise
[67]	I was using co pilot to help with research career options in healthcare and to create additional evaluation worksheet to determine if career fits my values interest.	I needed help deciding on outfit purchase so I mentioned my deliama which was to buy style I like in my size that does not have my prefered color in stock or wait until they stock up on the color I wanted of the a and outfit with desirable size.	7986	Enterprise
[68]	I was trying to find answers for a product I was looking to buy	I was trying to get help from the bot on sports odds	8235	Non-Enterprise
[69]	I was looking for linen tshirts.	I was trying to sort them by price.	8272	Non-Enterprise
[70]	Trying to get the best restaurants recommendations	Getting suggestions on the stock market	8380	Non-Enterprise
[71]	I was looking for information about ebikes. Best in style. Range.	I wanted to find the best option for me	8382	Non-Enterprise

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Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[72]	i was trying to get some information for a trip and shopping	i was trying to get information about my trip location and the specialty of food and tourist attractions.	8417	Non-Enterprise
[73]	When need a support for office task, then i used Co-pilot.	Use for Shopping planning	8424	Non-Enterprise
[74]	Most recently I used Copliot to know about new household product to buy.	I searched for compression betwen 2 product from online because I was confused which one to buy.	8632	Non-Enterprise
[75]	Researching telecom and business trends and history for a forecasting report at work	Personal items, such as product comparisons and prices	8691	Enterprise
[76]	Copilot is most commonly used for knowledge.productivity, creativity,entertainment,and personal data search	It helps me find solutions to many problems, suggest research topics, recommend the best foods, and provide the best solutions for every issue.	8763	Non-Enterprise
[77]	I was searching for new restaurants in my area to visit for a gathering with several friends	I was looking for their locations, menu and hours of operation	8866	Non-Enterprise
[78]	I was looking for general information on appliances.	Nothing else at the time. I always do my own comparisons, after using AI for basic info.	8909	Non-Enterprise
[79]	I was trying to decide whether I should purchase a various product.	No, there was nothing else I was trying to accomplish.	9009	Non-Enterprise
[80]	I was trying to search for specific brand reviews and insights. I was trying to see if the product i wanted to buy was a good value for money.	Yea, i also used copilot recently to search for the best app in the United States for mobile phone video editing.	9106	Non-Enterprise
[81]	It was helping me explore an online website.	I would use it to help me purchase something online.	9219	Non-Enterprise
[82]	I had an upcoming trip I wanted to research and schedule. Copilot was used to price compare flights hotels, entertainment and dining in areas i plan to visit.	I was also trying to compare airlines and hotel brands	9400	Non-Enterprise
[83]	The most recent time I used Copilot for personal use, my goal was to evaluate a household purchase. I was comparing different kitchen appliances to see which one would best fit my family's needs, both in terms of functionality and budget. I started by asking Copilot to break down the features of a specific oven model I was interested in, including its air fry and self-cleaning options. Then I asked for comparisons with similar models at different price points. Copilot helped me organize the information into clear pros and cons, which made it easier to decide whether the higher price was justified by the extra features. I appreciated that I could do this quickly without jumping between multiple websites, and the structured breakdown gave me confidence that I wasn't missing important details. It felt like having a knowledgeable assistant who could filter out marketing fluff and highlight what was actually useful for my decision-making.	Yes — alongside comparing appliances, I was also trying to streamline my budgeting process. I wanted to understand how a potential purchase would fit into my monthly spending plan without disrupting essentials. I opened Copilot on my Android device and asked it to help me outline the cost trade-offs, such as reducing discretionary categories like clothing or small home items to make room for the oven I was considering. Copilot helped by breaking down the numbers into a clear structure, showing me how shifting even small amounts from non-essential categories could balance the expense. This gave me confidence that the purchase wouldn't create financial strain. The process felt efficient because I didn't need to manually calculate or cross-check across different apps — Copilot pulled the reasoning together in one place, making the decision more straightforward.	9494	Non-Enterprise
[84]	I was using it to research various subjects such as free sports streaming services and information on the government shutdown and how it affected my household. I asked her to look into those things and she gave me very useful information about the subjects.	My goal was to find a streaming service that my husband could watch sports for free on because we don't have cable. My process was to compare what was available and choose the best option to suit our needs.	9528	Non-Enterprise
[85]	I was looking for help with strengthening and stretching ideas for sciatic nerve and IT band relief.	I was also trying to find out what type of office chair is better for relieving sciatic nerve pain.	9554	Non-Enterprise
[86]	I was trying to find out some info on hotel's	Just trying to find deals on hotel's	9568	Enterprise
[87]	I used copilot with my T-shirt design program. I use it to help me come up with titles and generate certain pictures or graphics for the T-shirts.	I was at one time using it to find a restaurant or look up the history behind some thing that I was using as a subject for a T-shirt	9638	Non-Enterprise

Appendix J.1
Open-Ended, Categorized Responses - "Request recommendation for products, services, brands, or stores" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[88]	I was shopping some home improvement tools and I decided to ask copilot to help in comparing functionalities, prices and where I could buy them	I was trying to gauge how effective it was as at tool in shopping compared to other models	9958	Non-Enterprise
[89]	Recommendations while shopping	Recently, I have mostly used it for shopping versus projects.	9989	Non-Enterprise
[90]	Help with planning a trip to San Diego	Recommendations for activities and restaurants	10057	Non-Enterprise
[91]	I was trying to gather information on grocery sales and price comparisons	No there isnt'	10135	Non-Enterprise
[92]	i was trying to edit an uploaded pdf file using the AI	i also wanted to check for a features of particular product to purchase	10148	Non-Enterprise
[93]	Looking for a recipe to make for dinner and items on sale that I could buy	Needed to know how to make the recipe also	10369	Non-Enterprise
[94]	I was doing research about the best short novellas in the true crime genre. I didn't want to read a long book and wanted certain elements the book to have, so I asked copilot to give me a list of the best recommendations.	I also wanted it to give me a description of the novellas and tell me what the main themes were for each of them.	10440	Non-Enterprise
[95]	Looking up the best method for rehabbing a bathroom in.my home	Determining what subcontractor offered best service and price	10564	Non-Enterprise
[96]	I was looking up information on Las Vegas for hotels and restaurants. With the help of CoPilot I booked and reserved hotels and restaurants for my trip this December	I was trying to compare restaurants and hotels for the best experience possible	10802	Non-Enterprise
[97]	looking for a replacement water filter for my shower head		10904	Non-Enterprise
[98]	The last time I used it was through Microsoft Edge. I was trying to some research for a new browser I wanted to use on my devices.	I want to say I was trying to look for images for a digital collection I have. And I was looking for a specific image on the Internet.	10927	Non-Enterprise
[99]	I wanted to get prices and Ideas for Christmas shopping items! I was looking for a few different presents and I need to find toys and video games.	I wanted to find a item that was lower then $50 dollars and it new quality! So I asked copilot to help me find it!	10937	Non-Enterprise
[100]	I was looking for fair price subwoofers with the right spects (deep bass 15 hz) it help a lot	most subwoofers are 35 to 40 hz with copilot I found some with 15 hz little pricey but I bought them	11130	Non-Enterprise
[101]	A Birthday gift for my spouse	ideas of trips for a romantic gateaway with my spouse	11142	Non-Enterprise
[102]	I was trying for find the best deal for black friday's sales	On excel, I was trying to find out how to merge two columns into one	11187	Non-Enterprise
[103]	The last time I used Copilot, I was asking it how to prepare vegetable soup with meat, and afterwards I used it to search for something to buy.	No. Just that.	11197	Non-Enterprise
[104]	I used Copilot to research and summarize the key features of a new smartphone model before making a purchase decision.	I also asked it to compare prices and find the best deals for the smartphone model across different online retailers.	11235	Non-Enterprise
[105]	Get christmas gift ideas	No that was all	11303	Non-Enterprise
[106]	Last week i use copilot to make decision about choosing the right thing and compare for my shopping	Suggested and compared with my requirements that helped me a lot	11322	Non-Enterprise
[107]	Mostly research some product	Most recently, I was finding and comparing a product	11360	Non-Enterprise
[108]	I used Copilot to research and summarize the key features of a new smartphone model before making a purchase decision.	I also asked it to compare battery life and camera specifications between three different phone brands.	11455	Non-Enterprise
[109]	I use it to make a lot of research about furniture based and personal stuff and I was given perfect response to all my research	It's very detailed and reliable	11462	Non-Enterprise
[110]	I wanted help with several things, such as comparing prices ,learning to cook ,and more	I wanted to get some information about the best hotels to stay in Florida	11466	Non-Enterprise
[111]	I asked about hot to use a coffee maker and the tool listed many options on how to go about it	I also searched for how to compare prices of two flight tickets	11522	Non-Enterprise
[112]	looking for good sationary bikes to use for exercise after knee surgery		11548	Non-Enterprise

Appendix J.1
Open-Ended, Categorized Responses - "Request recommendation for products, services, brands, or stores" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group
[113]	I am currently in the market for a new car. I used copilot to create a chart for me that details the differences between the SEL, Premium, and Limited versions of the SUV I am interested in purchasing.	I had the chart include the MSRP of the different trim levels for comparison purposes.	11656	Enterprise
[114]	I was experimenting and trying to ascertain just what I will do with it going forward. I used it for a product search.	I was also trying to get comfortable with the idea of using AI because I still have concerns about it.	11712	Non-Enterprise
[115]	I was searching for Christmas gifts for my grandchildren.	I was also searching for ideas for a gift for my wife for Christmas.	11754	Non-Enterprise
[116]	To get help summarizing a long read	Researching and Comparing tech gadgets and accessories in a summarized way to make informed decisions	11825	Non-Enterprise
[117]	The last time I use copilot was because I was trying to decide on what kind of clothing that I need and it helped out a lot	I was also trying to figure out the best movie that is in theaters that has the best ratings	11848	Non-Enterprise
[118]	I was trying to research about shopping	I was trying the best cheese	12146	Enterprise

Notes:
[1] These responses were categorized into the "Request recommendation for products, services, brands, or stores" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

Appendix J.2
Open-Ended, Categorized Responses - "Request recommendation for products, services, brands, or stores" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group
[1]	I need to dive into Copilot more to understand its full capabilities like scanning through emails or reading documents... because I think it has some potential. Sorry for that random point but I have also used Copilot to help me find restaurants, clothing stores, etc. near me.	18	Non-Enterprise
[2]	I often use it for summarizing research I'm doing as well as using for comparison for products I'm considering purchasing.	144	Non-Enterprise
[3]	Search for restaurants and types of wine	281	Non-Enterprise
[4]	The other times I used Copilot were basically for the same reasons, general inquiries about product specifications and a wider review of ratings, features, and pricing.	354	Non-Enterprise
[5]	I use it to research, help answer questions. I use it to compare different items. I also use it to help compose emails and letters.	435	Non-Enterprise
[6]	The brand to use	610	Enterprise
[7]	I really use it for gathering information and comparing products and services.	718	Non-Enterprise
[8]	I like to use it to get prices on products and AI compares across the whole Internet to give me the right answer	764	Non-Enterprise
[9]	search deals for shopping	803	Non-Enterprise
[10]	I sometimes use it to look up and research products Im interested in buying.	814	Non-Enterprise
[11]	I used it for shopping and looking for products and also travel	943	Non-Enterprise
[12]	mostly reseaching items.	978	Non-Enterprise
[13]	I use it to find out about almost anything I have a question about or want to know, as well as to identify things I want to buy.	1274	Non-Enterprise
[14]	bouncing ideas off of, comparing products, answers to questions. help with emails, just entertainment something to talk to	1407	Non-Enterprise
[15]	Shopping for different products, finding deals, and answering other questions	1552	Non-Enterprise
[16]	In another situation that recently used copilot was when I was looking for a specific Christmas present. I was having a hard time finding it on my own, so I decided to ask copilot.	2151	Non-Enterprise
[17]	a mix of shopping suggestions and random factor searches or information.	2350	Non-Enterprise
[18]	I was comparing several brands and product to make the final decision when buying something.	2357	Non-Enterprise
[19]	I search some product, items, and complete many task.	2376	Non-Enterprise
[20]	Just for research purposes and price comparison	2621	Non-Enterprise
[21]	The purpose was to get better comparisons and also get a chart with side by side comparison of the product I was shopping for r	3008	Non-Enterprise
[22]	Just to look for certain products that i was wantinf to purchase for my household	3044	Non-Enterprise
[23]	I like to use Copilot to help me research shopping. I also use it to get information on things i am interested in.	3265	Non-Enterprise
[24]	I looked for the benefits of various Medicare advantage plans.	3281	Non-Enterprise
[25]	Well I also use it for personal organization and creative pursuits learning new hobbies and entertainment like planning my travel entry itineraries for one and recommending hotels and categorizing my personal spending and suggesting my budget adjustments and it helps me generate weekly meal ideas and create grocery list which come in handy	3480	Non-Enterprise
[26]	Used copilot on vacation to learn about local restaurants, bars and other tourist attractions.	3735	Non-Enterprise
[27]	Looking up different stuff, shopping and pricing things	3992	Non-Enterprise
[28]	Mostly just general questions of tv shows to watch or the weather for the day	4052	Non-Enterprise
[29]	I've used it for restaurant suggestions	4200	Non-Enterprise
[30]	Mostly for shopping and image generation purposes	4354	Non-Enterprise

Appendix J.2
Open-Ended, Categorized Responses - "Request recommendation for products, services, brands, or stores" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group
[31]	I used it for various tasks like suggestions for good restaurants, travel,hotels etc	4413	Non-Enterprise
[32]	Grocery lists shopping traveling hotel checkout dates	4542	Enterprise
[33]	I ask for recommendations about restaurants and online services	4614	Non-Enterprise
[34]	Helps me in my daily life , like organizing time with a good program , selecting the products I want , and suggesting lots of activities for me	4629	Non-Enterprise
[35]	Looking for brands , restaurants, delivery, companies for travelling	4691	Non-Enterprise
[36]	Advice on engagement rings like which ring my partner might like	5245	Non-Enterprise
[37]	To find information about a specific app or product that we use, to compare products, to create emails and social media posts, to pull information from a document	5523	Enterprise
[38]	To search for some products	5671	Non-Enterprise
[39]	To make inquries as to products.	6255	Non-Enterprise
[40]	I ask Co-Pilot different questions it depend's on what I need. Sometimes I ask it questions related to shopping, work, ideas. Just whatever I need to ask.	6462	Non-Enterprise
[41]	research topics for shopping and other items	6651	Non-Enterprise
[42]	I have used Copilot to generate ideas for my creative projects like 3D characters, 3D modeling and video game. I have also used it to get information or ideas for items to buy, for example top grills or simulation games coming out in 2025.	6805	Non-Enterprise
[43]	general search for health topics and shopping	6887	Non-Enterprise
[44]	I use it for research of goods and services	6912	Non-Enterprise
[45]	created presentations, emails, summaries,a nd meeting argends efficiently.	6951	Enterprise
[46]	Holiday gifts forcteens	6982	Non-Enterprise
[47]	I also use Copilot like a guide on my everyday tasks: summarizing expenses, researching other products and services, and sometimes I use it as my companion, especially when I get screened out from surveys like this	7085	Non-Enterprise
[48]	Comparisons of various product I was intending to buy	7106	Non-Enterprise
[49]	I used it for help brainstorming shopping ideas.	7209	Non-Enterprise
[50]	I have come up with menus for the week; I have used it to compare two computers to find the best value; I have used it to create maps for RPGs	7246	Non-Enterprise
[51]	I used Copilt to get quick answers for everyday questions, compare product options before shopping, plan family trips with destination ideas, and summarize news articles for easier understanding.	7263	Non-Enterprise
[52]	comparing products, product location and prices for groceries and home goods	7459	Enterprise
[53]	I always use Copilot when I'm trying to get specific information, such as when I'm trying to figure out what to buy or how to resolve an issue. For example, I used Copilot to help me find a new desktop computer and then set it up.	7647	Non-Enterprise
[54]	Just searching for information, or for comparing products like phones and laptops	8129	Non-Enterprise
[55]	Comparing technical aspects of comparable personal computers	8174	Non-Enterprise
[56]	Mostly for ebike research. Headphone information. Survey sites.	8382	Non-Enterprise

Appendix J.2
Open-Ended, Categorized Responses - "Request recommendation for products, services, brands, or stores" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group
[57]	Information, work related research, medical information, interpretation of test results. Trip planning, shopping comparisons, product reviews.	8497	Non-Enterprise
[58]	I used to update my resume and for product comparisons.	8918	Enterprise
[59]	I use it for translation. I use it for research. I use it o compare products. I use it for scheduling and keeping track of meetings.	9162	Enterprise
[60]	create shopping lists, set reminders, compare products	9236	Non-Enterprise
[61]	Comparing and searching products for purchase	9400	Non-Enterprise
[62]	I have used it for many things from research to shopping to brainstorming and more.	9554	Non-Enterprise
[63]	general searches, finding the best deals on products, auto information	9895	Non-Enterprise
[64]	I have used it to compare insurance policies.	9979	Non-Enterprise
[65]	just for shopping and general searches for home and business	9989	Non-Enterprise
[66]	To compare products and find the best place to buy for price.	10012	Non-Enterprise
[67]	I use it to look up items interested in. I use for researching vitamins and supplements safety or benefits. Also, help with writing.	10060	Non-Enterprise
[68]	Comparing prices while shopping	10353	Non-Enterprise
[69]	Looking for updated information about personalities, countries, product data, addresses	10633	Non-Enterprise
[70]	To find the best places to purchase tires school supplies and cheap electronics as well as directions	10910	Non-Enterprise
[71]	always to get answers to product questions	10913	Non-Enterprise
[72]	I use it mostly for research, whether that's about purchasing, health related or just entertainment.	10915	Non-Enterprise
[73]	i used it for personal enquiry about products and services	11142	Non-Enterprise
[74]	I used it while I was shopping online.	11177	Non-Enterprise
[75]	Well, there are many uses I have for it: to search for products online to buy, to organize schedules within my work, to generate images, for personal conversations, and to get genuine opinions from it.	11197	Non-Enterprise
[76]	To make e business decision about buying new things	11322	Non-Enterprise
[77]	I used it to look up products recommendations , compare options before buying something , or help me plan simple things like weekend activities.It made my daily routine easier and saved me time by giving me quick , helpful answers without searching everywhere myself	11331	Non-Enterprise
[78]	Research on different products to purchase. Specifically for haircare.	11483	Non-Enterprise
[79]	recipes, clothing, handbags, and perfume options for holidays.	11512	Non-Enterprise
[80]	It was for a product informations	11674	Non-Enterprise
[81]	I use AI to find answers to questions, to compare items (such as insurance policies), get suggestions for my life story.	11813	Non-Enterprise
[82]	Other ways I have used Copilot is for shopping and comparing prices to products.	11889	Non-Enterprise
[83]	shopping, medical research	12146	Enterprise

Notes:
[1] These responses were categorized into the "Request recommendation for products, services, brands, or stores" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

APPENDIX K

RESPONSES CODED INTO "RESEARCH OR SEARCH ABOUT OTHER PERSONAL TOPICS OF INTEREST" CATEGORY

Appendix K.1
Open-Ended, Categorized Responses - "Research or search about other personal topics of interest" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[1]	On my most recent use of Copilot I asked it for the most updated NFL news and injury reports of star or breakout players! It kept repeating itself though... it was kind of strange. I did somewhat like the answers it provided though!	I am glad you asked! I also requested Copilot about a dog breed I recently found and am interested in. I asked for its "Pro's and con's" and when you should purchase one.	18	Non-Enterprise	Yes
[2]	I was trying to get political results	No	308	Non-Enterprise	Yes
[3]	I was just looking up basic information	I was looking for information on the shutdown	585	Non-Enterprise	Yes
[4]	I wanted help with summarizing an article as I was short on time and wanted a non-bias review.	Just to summarize the article. It was about current politics, specifically, the shutdown.	998	Non-Enterprise	Yes
[5]	I was just asking it a question about news I heard that I wasn't sure if it was real or fake	I was setting up a new pc	2006	Non-Enterprise	Yes
[6]	I have used Copilot regularly to monitor news on the recent shutdown. I have also interacted with Copilot to learn the various avenues Congress uses to move fiscal bills (the BBB) through Congress Additionally, I have used Copilot to find financial news daily to help make investment decisions with my investment account Finally I have used Copilot to help me write poems from prose I have written. Some of which I have published.	I also used Copilot this morning to research using a router with our iphones as a means of streaming the internet on our TVs and computers. The answer was that it could be done but we would suffer lower grade service	3566	Non-Enterprise	Yes
[7]	I queried about the ships deployed to the Caribbean to destroy drug boats.	I was making a list of the ships assigned to Southern Command.	3695	Non-Enterprise	Yes
[8]	I was looking for information about current events such as what is happening with the government shutdown.	My main goal is getting information about current events and about miscellaneous trivia facts that come up in my everyday conversations with friends and family. For example, a friend of mine was considering getting a dog and we wanted to know some specific information about a certain breed.	3760	Non-Enterprise	Yes
[9]	I have used this in the past day to find out aboutthe latest politic news.	The NFL standings and whitch teams are left in the AFC.	9090	Non-Enterprise	Yes
[10]	I was using it to research various subjects such as free sports streaming services and information on the government shutdown and how it affected my household. I asked her to look into those things and she gave me very useful information about the subjects.	My goal was to find a streaming service that my husband could watch sports for free on because we don't have cable. My process was to compare what was available and choose the best option to suit our needs.	9528	Non-Enterprise	Yes
[11]	I was curious about a news story I read and wanted to talk about it and so I decided I'd talk to Microsoft Copilot because it's the most convenient AI I had access to at the time. We talked about the article and it wasn't a terrible chat but it definitely could've been a bit more engaging.	I also wanted to test it to see if it knew basic information before our chat and it did better than some others. I was surprised it didn't get anything super wrong. It's probably because I don't have much faith in AI compared to other people, I really only like to use it because I'm curious of how advanced it is.	9628	Non-Enterprise	Yes
[12]	I used it to validate an article. Also, I used it to look further into the subject in question.	Yes, I wanted to know if it was true, so I could repost on social media. I was also offered other options and offerings for further knowledge on the particular subject.	10060	Non-Enterprise	Yes
[13]	I used copilot to help me understand how to edit my videos and pictures so that I could post on social media.	I also wanted to learn about how trumps tariffs are helping the country.	10161	Non-Enterprise	Yes
[14]	Look up news	Get answers to questions	12024	Non-Enterprise	Yes
[15]	I was trying to accomplish a task of answering a question	I was trying to find information about a subject	34	Non-Enterprise	No
[16]	I wanted to know the first time a major-league baseball player hit 4 home runs in a single game	No	35	Non-Enterprise	No
[17]	i was asking its position on a yes or no decision i needed to make regarding finances and my marriage	i was asking for help learning more about AARP	41	Non-Enterprise	No
[18]	Yes I will let it be known why am I using a shovel to dig up and most importantly what I am trying to discover.	Copilot helps me with numbers of reasons. Like recipes and how to say something the right way	96	Non-Enterprise	No
[19]	About the meaning of the word passion	About the best computer in the United States and the world	106	Non-Enterprise	No
[20]	I was trying to gain insight for information on a bug that I had in my home. I wanted to figure out what kind of bug it was, and what I needed to use to get rid of it.	I was trying to eliminate the pest and identify the species	114	Non-Enterprise	No
[21]	use a search engine to get information		121	Non-Enterprise	No
[22]	I shovel to clean up all the mess and it did	Helping research and it was great	130	Enterprise	No

Appendix K.1
Open-Ended, Categorized Responses - "Research or search about other personal topics of interest" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[23]	to find something	finding answers	163	Non-Enterprise	No
[24]	Used it to look up information and get ideas on drills and practice for baseball	Also info on practice time and organization	173	Non-Enterprise	No
[25]	I was asking for ideas on a specific topic for a social media post I was working on.	Yes, I also asked about hobby ideas I could do if I don't drive and it gave me a good list of some ideas.	202	Non-Enterprise	No
[26]	the last time i used copilot was on the second of this month I asked for information regarding interaction with GLP 1 medications	No there was nothing else but i did ask copilot to into an in depth information and not just general information	211	Non-Enterprise	No
[27]	I have used the copilot when I look up words or phrases on Google.		217	Non-Enterprise	No
[28]	I use Microsoft copilot for Weather updates and I was at home in my laptop		251	Non-Enterprise	No
[29]	i used it to ask for some new recipes and some solutions to my problems		254	Non-Enterprise	No
[30]	I was altering pictures of my son and I to make them into claymation	I was making a planning list for a trip to Disneyworld	275	Non-Enterprise	No
[31]	I was actual curious about the factual basis of their information, so I researched Iguanas. I know a breeder; and have first-hand information about iguanas. Copilot features a "Rock Iguana" which is not a real thing or species. Made me realize to not always trust one source for information.	I also tried to use a pivot table in Copilot. It's not very good and making graphs and tables. I'm sure over time it will be better.	295	Non-Enterprise	No
[32]	To generate on how to get more income	How to set a goal	299	Non-Enterprise	No
[33]	just getting general info and answers to questions		307	Non-Enterprise	No
[34]	I was searching for possible travel destinations for next summer. I asked copilot to list destinations from the descriptions I gave it. Such as, I want a beach area that is not too hot in June.	I asked copilot to help me write an email in Word to an employer.	324	Non-Enterprise	No
[35]	to find information		338	Non-Enterprise	No
[36]	I was trying to look up something and figure out prices and definite ways I can get a design	Thanks for your kitchen another format	383	Non-Enterprise	No
[37]	I was asking about adding cash to a PayPal account at stores. Copilot explained how the process works. It was very helpful.	There wasn't anything more that I needed at the moment.	397	Non-Enterprise	No
[38]	I was trying to learn of new information.	No there wasn't	400	Non-Enterprise	No
[39]	I have tried accomplishing many things with school work and also looking up questions I have for everyday use	No just looking for an answer to my question	416	Non-Enterprise	No
[40]	I was trying to brainstorm for ideas	Try to find ideas for what I was researching	459	Enterprise	No
[41]	i've used copilot to help me decide on an outfit to wear for haloween	i wanted to create an animation of myself	500	Non-Enterprise	No
[42]	I was trying to look up new recipes.	I've accomplished a lot	576	Non-Enterprise	No
[43]	I was doing research with it and I had a bunch of questions to ask and I got really good answers from it	No there was nothing else I was trying to accomplish but get answers at that moment	580	Non-Enterprise	No
[44]	when will the next full moon be in 2025	no	601	Non-Enterprise	No
[45]	I was looking up details for a solar panel array		642	Non-Enterprise	No
[46]	The last time I used copilot I was trying to accomplish my homework in VS code and I needed help.	I have also been using copilot to try and learn how to crochet. I am still learning so when I get confused I ask copilot questions about different stitches	647	Non-Enterprise	No
[47]	To get accurate answer	Getting more infos about some topics	657	Non-Enterprise	No
[48]	I was trying to accomplish where to buy Borden's chocolate milk.		670	Non-Enterprise	No
[49]	When I used copilot o tried to use therecioees	I was trying to get a food recipe done	675	Non-Enterprise	No
[50]	I wanted to get some information on a music festival.	No. There wasn't.	723	Non-Enterprise	No
[51]	I was looking for an answer to a question I had.	No there was not	731	Non-Enterprise	No
[52]	Information on car repair	Yes. What specific years are comparable to the repair	735	Non-Enterprise	No
[53]	I was fact checking something I read on Twitter/X so I was asking a question.	No, I was simply asking a question to validate what I had read.	738	Non-Enterprise	No
[54]	I was using it to look up some general information questions that I couldn't find the answer anywhere else	I wanted to get a second opinion and AI works great for that	764	Non-Enterprise	No

Appendix K.1
Open-Ended, Categorized Responses - "Research or search about other personal topics of interest" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[55]	I used copilot to compile a list on how many Canadians are on American NHL teams.	Finding facts on the Panthers 25 Stanley cup win.	774	Enterprise	No
[56]	Just trying to see if I could get some answers what was wrong with my car.		789	Non-Enterprise	No
[57]	I was trying to find out the reason why a website might flag me as using a proxy or VPN service when I was not using either of those.	I was looking for ways to verify that my connection was not actually using any of those services.	798	Non-Enterprise	No
[58]	I used copilot app for to make question about fees of the bank transactions	yes, I wanted to accomplish a answer	803	Non-Enterprise	No
[59]	I've been looking for information, more like fact check and research	I've been trying to find new movies and also I couldn't remember the name of the movie but I knew a bit about it so I did a research based on a few characters I	806	Non-Enterprise	No
[60]	I was trying to find better ways to invest money with the biggest return	Just investments apps or websites	808	Non-Enterprise	No
[61]	I was trying to get a synopsis from a web search.	I just wanted to save time	810	Non-Enterprise	No
[62]	FIND OUT IF CERTAIN FOOD FOLLOWED THE DIET THT I NEED TO DO	NO	813	Non-Enterprise	No
[63]	I was using it to summarize an article I was going to read.		814	Non-Enterprise	No
[64]	I was looking for help in how to change some of the settings on my Microsoft Windows 11 that I had just installed.	I wanted to change the size of the icons and writing in my new installed Windows 11.	848	Non-Enterprise	No
[65]	I needed medicine dosing information concerning a kitten that was not on packaging.	No, I needed immediate help with important issue I could not resolve by myself.	851	Non-Enterprise	No
[66]	I used Copilot to search for the meaning of several words I need to complete a	I have no more to add to what I already provided.	915	Non-Enterprise	No
[67]	I was working on a letter regarding a legal situation and I needed additional help with some of the information and I use AI to help with the information and writing.	nothing else	943	Non-Enterprise	No
[68]	asked a question about a spanish phrase	asked questions about getting a wireless mouse to work	950	Non-Enterprise	No
[69]	How to create a logo	Best way to develop a web page	951	Non-Enterprise	No
[70]	I was trying to accomplish personal important task and along with work task. I was able to accomplish what I was trying to do with the help of co pilot	No there was not anything else	964	Non-Enterprise	No
[71]	I needed answers to wuestionss i had	Getting answers to wuestions i had	968	Non-Enterprise	No
[72]	I had a question about vitamins	My question was 'is it okay to take your vitamins at the same time, or alternating'?	978	Non-Enterprise	No
[73]	Was trying to find information to summarize something and realized AI is useless	Nothing else but it was trash	991	Non-Enterprise	No
[74]	I was looking for some information about health issues. I asked some questions about symptoms, medications, that doctor prescribed, how they work and what side effects I could experience.	I only wanted some information and that is it.	1018	Non-Enterprise	No
[75]	I need to find out some information on somehtingi was researching.	I wanted my researchto be improved.	1047	Non-Enterprise	No
[76]	To check on how a privacy policy should read and it did give me answer but I liked chat gpt better	No just the one time	1054	Non-Enterprise	No
[77]	I have used it for shopping, comparing prices, buying clothes, researching restaurants and also employment	It got mt to compare jobs like going to work over seas or stay in the USA	1062	Non-Enterprise	No
[78]	Looking for info about a specific building on the University of Chicago campus	Na	1077	Non-Enterprise	No
[79]	I was trying to figure out how to put a car battery in my car. It helped me do so by giving me step by step directions. It worked wonders for me.	I was trying to cook something new. It helped a lot without having to research myself.	1100	Non-Enterprise	No
[80]	I was trying to get golf advices	I was talking with copilot because I news psychological assistance and I didn't have anyone to talk	1173	Enterprise	No
[81]	I was trying to do some research into a piece of literature.	I wanted to understand how different scholars interpreted the literature throughout history.	1203	Non-Enterprise	No
[82]	The last time I used copilot, I used it for sports stats	No I just wanted to compile sports stats	1207	Non-Enterprise	No
[83]	I was trying to check the grammar and general writing of a paragraph I wrote in response to a particular topic.	Find some good references that dealt with the topic in question.	1218	Non-Enterprise	No
[84]	I wanted to know info about my computer	I wanted it to help me with a math problem	1245	Non-Enterprise	No
[85]		Searched AI tools to help me work on my zero turn mower	1272	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[86]	I used it to find out the best types of paint and colors available, where I can get them, how much they cost, and how long they last.	I also used it to find out some information about fishing gear, which gear is suitable for my fishing method, and how much it costs.	1274	Non-Enterprise	No
[87]	I asked Copilot a question and it found a great answer for me.	I asked it a question.	1287	Non-Enterprise	No
[88]	I use it for my personal reason. I asked it for its opinion	Yes I have also do research on this	1332	Non-Enterprise	No
[89]	The last time I was using Copilot for researching LGBTQ community engagement throught the world .	I was focusing the activities of LGBTQ in recent times	1340	Non-Enterprise	No
[90]	I was verifying facts as to true or false.	There was nothing else.	1354	Non-Enterprise	No
[91]	Building a PowerPoint of family pictures for a memorial service.	Just to make the presentation with the flow of an accompanying song.	1357	Non-Enterprise	No
[92]	I was trying to accomplish getting a question that I had answered. I was stuck on a video game puzzle and I asked it to help me and it did.	That was really all that I needed answered and I was able to get it answered.	1380	Non-Enterprise	No
[93]	I wanted to create a meal plan for myself so I could lose weight and be healthier.	I wanted a full 7 day plan of what to eat with my body specifications.	1384	Non-Enterprise	No
[94]	I was looking up information on blood tests.	No	1400	Non-Enterprise	No
[95]	it was something health related i heard on a show about health benefits of like pickel juice or something and i was like i dont know if thats real so i asked copilot to do a dive on it and give me its answers	just really to get a better example also that night iwas curious of other things i could do with copilot use it work more with my other google apps and see how much i couold customize it	1407	Non-Enterprise	No
[96]	Deep seek an idea about selling modern baseball cards in gem mint form	Goes deeper instead of a generalized answer but still feels like the technology has a ways to go	1428	Non-Enterprise	No
[97]	I was looking up symptoms of a thyroid illnes	I was trying to match my symptoms to a specific thyroid condition and its treatment	1459	Non-Enterprise	No
[98]	I was trying to establish the origin of a quote.	No	1479	Non-Enterprise	No
[99]	I needed some questions to be answered on a topic I was curious about	I was asking other personal questions about anime	1484	Non-Enterprise	No
[100]	The most recent time I used Copilot was while I was working on a small web development project for a personal portfolio site.	Yes — in addition to getting help with the responsive layout	1506	Non-Enterprise	No
[101]	i was trying to complete bible studies	i was trying to organize my notes	1540	Non-Enterprise	No
[102]	I wanted a summary about a health concern, symptoms and treatment	I was looking for healthcare providers and facilities near me	1552	Non-Enterprise	No
[103]	I was trying to get help with recovering documents on Microsoft 365 and I needed the A.I to give me assistance on next steps	No	1553	Non-Enterprise	No
[104]	To handle my daily business needs and personal needs	No, I use it frequently	1592	Non-Enterprise	No
[105]	To rewrite a post	Correct spelling and grammar	1593	Non-Enterprise	No
[106]	I asked how to change my password on discord and it gave me a detailed instruction.		1604	Non-Enterprise	No
[107]	I was trying to navigate my way around certain applications and codes	I was also trying to figure out how to change settings	1622	Non-Enterprise	No
[108]	I used Microsoft copilot to help learn something	I was trying to learn about a subject	1642	Non-Enterprise	No
[109]	Question that I needed help with	I wanted to know everything by details	1650	Non-Enterprise	No
[110]	I was trying to why am I not allowed to send money on my chase account, it said it might be a error on chase, and to contact customer support.	I wanted to see if it would be appropriate to wear a hoodie today, since I had work, but it said itll be best to wear a hoodie but bring the coat just in case it gets too cold.	1654	Non-Enterprise	No
[111]	I was researching information about a computer issue.	I was trying to fix my keyboard.	1676	Non-Enterprise	No
[112]	I used it to gather information regarding doing an entrolac Crochet	I wanted specific instructions on exactly how to do the enterlac crochet to make a	1702	Non-Enterprise	No
[113]	I was trying to find some information regarding M365 admin accounts	Trying to find out the process to create a new user account in the M365 admin portal	1721	Enterprise	No
[114]	Wanted to identify sites of Jewish interest in Vancouver, Canada	no	1787	Non-Enterprise	No
[115]	I was trying to find answers to questions I had. I was looking for information	trying to find information that will help me make a decision	1794	Non-Enterprise	No
[116]	I was looking up an answer to a question.	I was looking up information on a particular restaurant.	1810	Non-Enterprise	No
[117]	I am working on a genealogy project	nothing else	1821	Non-Enterprise	No
[118]	Quick learning a skill to repair my sewing machine	Getting ideas for specific subject to present in front of a small group of audience.	1836	Non-Enterprise	No
[119]	need the solution for tough task technically	to achieve in the situation where i got stuck	1874	Enterprise	No
[120]	college search for my daughter to try and figure out pricing and how competitive they are	i wanted to see the likelihood they would be adimitted	1889	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[121]	Using Copilot I was trying to accomplish my task easier to have my personal and work things done because Copilot was effortless and not that time consuming and I got a lot of this done faster.	I use Copilot as a personal reminder to help me get this done. Makes my life a whole lot easier.	1893	Non-Enterprise	No
[122]	I was trying to get information about 3i/atlas and whether it is alien. Specifically, I wanted to know about the new photos released by China for 3i/atlas.	There was nothing else that I was trying to do. Just trying to understand 3i/atlas more.	1924	Non-Enterprise	No
[123]	I was using the search feature on Bing to see if certain ingredients go well together in a recipe.	I was trying to better my culinary skills.	1964	Non-Enterprise	No
[124]	I was measureing the size of the pictures i wanted yo print out. So i can use ai to see how much space i needed to fit the pictures.	I use the google gemini to do some of my research so i dont spent my precious time on dull tasks.	1976	Non-Enterprise	No
[125]	I was trying to figure out how to make sourdough bread	I wanted to be able to understand the directions as making it confused me.	1978	Non-Enterprise	No
[126]	The last time I used Copilot, I was working on a project that involved writing content for a blog. I used Copilot to generate ideas, structure my paragraphs, and refine my tone to make the content more engaging. The process was smooth as Copilot helped me come up with suggestions and edit my drafts quickly, improving both my productivity and writing quality.	The last time I used Copilot on Microsoft Word, I was editing a personal document. My goal was to improve the clarity and flow of my writing. I used Copilot to help rephrase sentences and ensure my tone matched the intended audience. I also utilized its summarization feature to condense long paragraphs into concise points, making the document easier to read and understand. It really streamlined the editing process and saved me time.	2002	Non-Enterprise	No
[127]	Checking t ge weather	Making sure my daughters f pitfalls a school is playing dyr to rain	2043	Non-Enterprise	No
[128]	Asking bout cheaper prices on furniture	Health questions	2045	Non-Enterprise	No
[129]	I was trying to get an answer for knowing how to draw something		2048	Non-Enterprise	No
[130]	My goal is to be a successful as possible. I want to keep creating goals to elevated my interest and continue to build up learning along the way	I wanted AI to assist me with summerizoe my project and information	2058	Enterprise	No
[131]	Information about gold pricing, spot pricing, reselling scrap gold options, gold karat categories.	Determine the best avenue for selling gold jewelry and understanding the process for assessing value.	2066	Non-Enterprise	No
[132]	Information for a school project fo my daugter	None	2078	Non-Enterprise	No
[133]	I wanted answers to a question that I had	Wanted to test it out	2083	Non-Enterprise	No
[134]	I was trying to figure out a recipe of something that I could make with the ingredients that I had at home.	I was trying to also find recipes that I could make in a timely manner.	2087	Non-Enterprise	No
[135]	I used it to help me type out a story that I was writing and it helped.	It helps me do a lot of my daily tasks, such as summarize articles and proofread	2094	Non-Enterprise	No
[136]	I used co pilot to find the nearest pool halls that are open the latest	I tried to accomplish finding the nearest pool hall.That was open for the cheapest price.That would take the least amount of time with traffic to get there	2101	Non-Enterprise	No
[137]	I used copilot for organize personal budget spreadsheet in excel, automating calculations, creating chart to visualize expense, create team presentation and work	drafting a clear summary email in outlook to share my budget and work schedule	2111	Non-Enterprise	No
[138]	I have been having pain in my back that radiates to my ribs. I was trying to figure out what was going on.	I wanted to figure out what was causing the pain and if it was something I could resolve on my own, or if it was something serious.	2151	Non-Enterprise	No
[139]	I was trying research health information for meal prep	I was using it to discover easy recipes for weight loss	2214	Non-Enterprise	No
[140]	I was trying to research about a topic	I was trying to have a roadmap for learning a programming language	2227	Non-Enterprise	No
[141]	I was installing a fence	What was the best way of line thing up the easy way	2250	Non-Enterprise	No
[142]	I need a quick response and help to figure out something I wanted to gain knowledge on	I was trying to accumulate what I need to know in order to have experience for a next time event so I will be ready	2260	Non-Enterprise	No
[143]	I was using it for business purposes for documents and coding for a program	Personal work at home I'm working on a project computer engineering	2301	Enterprise	No
[144]	New video game synopsis and different platforms of available	Leaning game gems and accessibility maps	2332	Non-Enterprise	No
[145]	I want to research about a product and want to learn detail about it.	ask for some advice of different brand of this product	2334	Non-Enterprise	No
[146]	I was looking up the best fried chicken	what to use for it	2340	Non-Enterprise	No
[147]	Last time I want a idea for taking leave for my office.	Nothing another question.	2347	Non-Enterprise	No
[148]	I was looking up an idea	No there's nothing else I tried to accomplish	2420	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[149]	I was actually using it to test it for my own personal satisfaction. I was asking it questions about certain casino regulations that I knew the answer to, so I can find out if Copilot can find the answer and how fast. It was pleasantly surprised at how accurate and fast it is. If I use it for work, it will help me in a big way. It will help me look like a	Just as I said before, just seeing how fast and accurate Copilot can be in case I need it for something I have a question with at work.	2444	Non-Enterprise	No
[150]	I use it every day for work and personal usage.	I face some issues with it.	2468	Non-Enterprise	No
[151]	My friend helped me clean my computer he put a brand new GPU in it	How's it going to make a document on the Charles Manson case and I used Microsoft 365 to do it	2502	Enterprise	No
[152]	When I need a quick and easy response to a question I have that I thought of to get and answer	I also try to create art pieces that would look great	2534	Non-Enterprise	No
[153]	Do web searches	Doing google searches	2541	Non-Enterprise	No
[154]	I wanted to know how to get a certain app on my new phone b	Just to get the app and use it	2563	Non-Enterprise	No
[155]	I was trying to find more details about a point of sale instead of contacting the brand itself. I understand that AI will pull everything that it out there to firm a response so I knew I would find my answer. AI is like a search tool but instead of giving you a list of the website where you might find your answer, it just "write" the answer from all the things from online.	I wanted to see the actual prices for different packages offered without having to contact the brand.	2567	Non-Enterprise	No
[156]	When I used copilot I used it to search certain things and to find out different information about something or I like to use it as a talking tool	No there was nothing other then what I said earlier that was the only thing I was trying to accomplish	2572	Non-Enterprise	No
[157]	I waa trying to get an answer to a question.	Just answers	2576	Non-Enterprise	No
[158]	I used it to help me reserch for work on service perviders finding the most efficient and lowest priced	I was trying to get the best deal possible using logic	2582	Non-Enterprise	No
[159]	I am trying to figure out how to connect my printer to my chromebook	I am trying to figure out which mattress is best for neck and hip pain for side sleeper	2592	Non-Enterprise	No
[160]	Built-in lights for homes in houses. To help the home be more lit up	Finding routes to work besides the regular route I already take.	2593	Non-Enterprise	No
[161]	I was using Copilot to assist in negotiating an offer of employment. I used Copilot to assist in revising what I was attempting to negotiate and was able to get the terms I desired. I then used Copilot to assist in writing a resignation email and letter.	I was trying to write a professional and respectful negotiation email as well as resignation message.	2617	Non-Enterprise	No
[162]	A recipe for a low carb soup	Food preparation	2622	Non-Enterprise	No
[163]	I was trying to get an outline drafted for a book idea ive been working on for a long time. I asked to give a format for a self help/ story telling book. The help structure the chapters and storyline as well as grammar and spelling check.	I was looking for information on the legal processes for the county i live in and looking for lawyers to represent a client in court.	2640	Non-Enterprise	No
[164]	I was trying to find out what needs to be done to take care of potted pear tree saplings over the winter.	When to transplant potted pear tree saplings into the ground	2643	Non-Enterprise	No
[165]		check to see whether Windows 11 is genuine - or at risk for being hacked	2650	Non-Enterprise	No
[166]	I was using it for entertainment. I was accessing stats from the 1990's era of basketball.	Just trying to n prove a point to fellow co-workers.	2656	Non-Enterprise	No
[167]	I was trying to find a answer to a question I had	No I had a specific question I needed to get a answer for	2658	Non-Enterprise	No
[168]	learning about something with investments		2665	Non-Enterprise	No
[169]	Compared Diabates meds to choose the best op[tion for cost and reliability. Copilot helped organize it.	I also used Copilot to compare wireless plans and devises focusing on cost, reliability, and coverage.	2701	Non-Enterprise	No
[170]	We were asking about a type of tree we have that had been ran over by a truck and if we pulled it back up, would it live.	I am pretty sure I asked a lot of cooking questions.	2713	Non-Enterprise	No
[171]	I was checking the status of SNAP benefits with an online search	No	2741	Non-Enterprise	No
[172]	I was using it just like I used to use Google. I was looking for information on a specific item	I was looking for some ideas or recommendations to my questions	2779	Non-Enterprise	No
[173]	I wanted to learn how to replace the cabin filter on my SUV. I asked the question and CoPilot gave me several options. I recied them all and used the one best suited for my needs, and successfully completed the task.	Yes, I wanted to learn how to replace a replaceable part on my vehicle.	2807	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[174]	I was asking for help on minor home repairs	Decorating tips as far as matching colors and furniture in a house.	2837	Non-Enterprise	No
[175]	I asked Copilot to check out information on a particular company. I was given a run down of the website, the owner and what people were saying about it. I actually decided to pass on the opportunity.	I was trying to accomplish finding out more information on a company before wasting my time on it	2854	Non-Enterprise	No
[176]	Was trying to get different ideas and ways to implement side hustles	Do research on different digital products for marketing	2883	Non-Enterprise	No
[177]	I was looking for a recipe for Shepherd'"s Pie.	No there was nothing else.	2884	Non-Enterprise	No
[178]	I was just doing a basic knowledge search baout some facts and information.	I was triyng to learn something new with copilot.	2886	Non-Enterprise	No
[179]	You know now AI is most important for problem solution. Microsoft Copilot one kind of AI so I used it regularly. it's help me more.	I used copilot for finding new information.	2896	Non-Enterprise	No
[180]	I was trying to find the best way to rebuild my credit. It gave me good advice which has recently started to pay off	That was basically it. At that moment, I wasnt looking for anything else	2933	Enterprise	No
[181]	get detailed information about a subject	I can't think of anything.	2942	Non-Enterprise	No
[182]	I was looking for some historical information about a person, place or event. I don't remember exactly.	I was looking for just the facts.	2959	Non-Enterprise	No
[183]	I was trying to compare products as far as prices and quality, I did research thru the AI and it was able to give me the comparisons I needed	I was also trying to accomplish the best options to enhance my shopping experience, I also did some research on best vacations stays by using copilot	3008	Non-Enterprise	No
[184]	getting contact information for pharmacy I wanted to go to geta tetanus booster	I wanted to call them to see if the vaccine was in stock	3014	Non-Enterprise	No
[185]	I was just looking up general information also jobs that were hiring	Nothing really I was just browsing	3045	Non-Enterprise	No
[186]	I asked it for a biography of an actress	No, just learning about someone interesting.	3068	Non-Enterprise	No
[187]	I was trying to find a good spot in a specific town for a business breakfast that wasn't too casual and noisy but also not too formal	I was trying to find restaurants that offered full service	3095	Enterprise	No
[188]	I was asking about cooking times for my fish in my specific brand of air fryer. All air fryers are different so I like to put in my model to see what it comes up with.	Well I got my time and temp, and I also like to ask what the best seasonings are and what if I should squeeze lemon mid way through and just extra tips to make it even better, ones I forgot about and didn't even know.	3127	Non-Enterprise	No
[189]	I was troubleshooting a printer problem.	I needed to find different settings to fix the printer.	3186	Non-Enterprise	No
[190]	I was using it to ask a question about how long I should wait after taking my blood pressure medication before I took another form of medication, just to get a second opinion but not medical advice per sey.	I use it often to ask medical questions about symptoms, and / or questions about life in general, as I don't have friends whom I can ask so I feel a sense of help when I ask the app.	3202	Non-Enterprise	No
[191]	Learning how to refinish a bathtub already painted with an epoxy coating	Trying to get a recommendation on which epoxy is best	3210	Non-Enterprise	No
[192]	Looking for songs from a specific country band	Looking for a specific song that I couldn't recall the name of.	3281	Non-Enterprise	No
[193]	I needed information about a specific funeral home where a friend's Wake was going to be, as I didn't have the information. I'd looked it up via obituary, but that only mentioned the location of the graveside service. Microsoft Copilot found the info I needed immediately!	I needed to know if there were any specific instructions regarding flowers, etc. Sometimes there are.	3312	Non-Enterprise	No
[194]	I wanted to find out about COPD. I asked what COPD is and what the symptoms are. Then Copilot gave me an answer and some links to medical websites	No..I just wanted to learn about COPD	3352	Non-Enterprise	No
[195]		i was looking for the meaning gaslighting	3360	Non-Enterprise	No
[196]	I would use copilot to research the best shovel and how deep to dig a hole	I was trying to get more and direct information about a specific topic so I can incorporate in my prep for work	3367	Non-Enterprise	No
[197]	To get driving information for a long trip	The best route to take	3370	Non-Enterprise	No
[198]	I wanted to find out more information about vacation destination.	Getting help with estimating what my budget would be for this trip.	3377	Non-Enterprise	No
[199]	Knowing where to find a restaurant	Having to follow directions.	3386	Non-Enterprise	No
[200]	Using it to help me with making decisions about my 401k	Help with drafting some emails	3391	Non-Enterprise	No
[201]	I was getting legal help as I am acting pro se in a current legal case	Yes I was trying to find specific legal definition used in court cases	3392	Non-Enterprise	No
[202]	I want to get into details about a question	I wanted to get an answer from multiple sources	3437	Non-Enterprise	No

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Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[203]	Finding information about my dog's breed		3506	Non-Enterprise	No
[204]	The most recent time I used copilot was to discuss the unfairness of using a baseball player in both pitching and designated hitter especially since that player is above elite in his field and doesn't give equal grounding to both sides otherwise, he is an unfair advantage.	I was trying to accomplish a fairness about both sides of baseball in that the rules for baseball changed a few years ago in that a pitcher was no longer allowed to bat that a designated hitter would be put in the lineup and then a certain elite player came about and the rules were bent to accommodate him and that led to unfairness for the opposite	3520	Non-Enterprise	No
[205]	making research on lots of different topics, health, research paper, family background etc...	Yes, comparing the human thinking with machine learning with accuracy in other areas of research	3536	Non-Enterprise	No
[206]	find answer in a poll	no	3540	Non-Enterprise	No
[207]	I was researching the English club in War and Peace	I just wanted to find our if it actually existent and if so, how it got its name.	3553	Non-Enterprise	No
[208]	I was researching specifics about a movie / cast from, years ago	well. I use it every day to inquire about many different things. I like to research potential product purchases from autos to make ep-	3556	Non-Enterprise	No
[209]	to figure out how to set up my new computer	there was nothing else	3567	Non-Enterprise	No
[210]	I was using this application to find out some ancestral information		3579	Non-Enterprise	No
[211]	I last used Copilot for helping me write a letter to my Assembly man, Josh Hoover, whom I don't particularly care for. Copilot helped me in rephrasing my words. I gave Copilot different instructions with each draft, such as- paraphrase, condence, a little more personal but still professional with confidence. Copilot even gave me his address.	I also used Copilot to help me write a resume for my friend, only using my voice. I recently had Copilot make me a reminder/to-do list, which was better than any app on Play Store. I also yesterday had Copilot quiz me on quantum AI computers, Machine Learning, Super Computers, Block Chain, cryptocurrency, and AI in general, just to keep my mental skills up to par. It was FUN.	3583	Non-Enterprise	No
[212]	I wanted to understand timing of a colonoscopy preparation procedure	Comparing my personal experience to a standard of care in GI science	3601	Non-Enterprise	No
[213]	Working with a student in a tutoring session to organize thoughts for research paper	Research only for sub topic generation	3608	Enterprise	No
[214]	Help me search topics for job related activities	Looking for in town Job searches	3634	Non-Enterprise	No
[215]	Using copilot as an information gathering device for ownership of some land we wished to purchase as it is such a quick and easy tool.	Ownership of some land	3667	Enterprise	No
[216]	I was asking Copilot to suggest which college in Texas would be my best choice fot attaing a masters degree in business. I ask for 5 choices.	I ask Co pilot to tell me my best 3 choices for a hotel on Maui, Hawaii for the month of December. 2025.	3673	Enterprise	No
[217]	I asked copilot yh search for auto repair repair	Why my car is rattling	3722	Non-Enterprise	No
[218]	Find out if several house plants were poisonous to cats.	Yes, I learn very quickly which plant was toxic to the cat that was laying there dying until we were able to seek emergency treatment at the vet to save her. They were very pleased I was able to help them identify the potential harmful plant the cat had eaten.	3735	Non-Enterprise	No
[219]	I was searching for information on travel and the best cruise lines to use for the ports I was interested in.	I was looking for information on the different types of medication for hypertension and the side effects.	3741	Non-Enterprise	No
[220]	I was searching for ideas of a school science project for my grand daughter	I used Co-pilot to to find and sort real Estate listings in my area	3749	Non-Enterprise	No
[221]	Needed info on a particular drug	A local restaurant was advertising a special deal, but didn't give an address or a phone number. Copilot gave me the phone number and the location.	3765	Non-Enterprise	No
[222]	I use it in many ways and it helps me to create a code which I love about it	Yeah I was trying to accomplish a project with my friends and it helps a lot	3787	Non-Enterprise	No
[223]	I was researching the effects of black mold and how to resolve this issue.	The government regulations as to the proper guidelines of previous question	3795	Non-Enterprise	No
[224]	Asking Co-Pilot to explain the difference between Sunni and Shia Muslim religions.	Was not trying to accomplish anything else other than get info on the two factions of the Muslim religion Sunni vs. Shiite	3806	Non-Enterprise	No
[225]	Information on writing projects	no	3819	Non-Enterprise	No
[226]	trying to find a cure for my dogs fleas	dont think so	3835	Non-Enterprise	No
[227]	I was researching a term from a news article	I wanted a definition of the term and an understanding of why it was used in the article	3944	Non-Enterprise	No
[228]	To create a recipe from known ingredients for dinner.	To create an AI image based off an old family photo	3945	Non-Enterprise	No
[229]	Answers to Medicare questions	No	3947	Non-Enterprise	No
[230]	I was trying to find the best restaurant in St. Louis and I want to enjoy the food but still keep my shape	I want to make it as my personal assistant and remind me anything I miss	3961	Non-Enterprise	No

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All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[231]	Looking up information on income tax.	looking on infomation on different actors of the past.	3966	Non-Enterprise	No
[232]	I asked about growing amarillys without giving it water or soil.		4011	Non-Enterprise	No
[233]	I was searching for the best beaches on the Gulf Coast to find shark teeth	The best way to find shark teeth	4079	Non-Enterprise	No
[234]	I was writing a letter to a friend and was trying to remember the name of a Dada French artist from the 1930's and I used the AI to find the name of the artist which was successful.	That was all I needed for that instance, the name of an artist	4117	Non-Enterprise	No
[235]	Copilot is very cool to use for research		4120	Non-Enterprise	No
[236]	I was doing research		4148	Non-Enterprise	No
[237]	I was trying to understand the concept of climate change and energy production from agricultural wastes.	I tried to ask about how well the project can be feasible, how long it will take to establish it, what to do to ensure that it is established	4166	Non-Enterprise	No
[238]	I was using it to reach guitar effects pedals and look for sales.	I also wanted to crate some images.	4168	Non-Enterprise	No
[239]	I wanted information about traveling for a day trip to Pennsylvania	I wanted to know how to edit a PDF	4173	Non-Enterprise	No
[240]	I was looking up information for a project I'm working on.	I was trying to get detailed instructions on laying concrete.	4211	Non-Enterprise	No
[241]	I researcher some topics with co pilot and i used in microsoft excel to get help with some equations	I was working with some data in excel and i was strugelling with a formula then i asked help from co pilot and it was really smooth and perfect	4215	Non-Enterprise	No
[242]	i want detailed information about multiple topics of interest.	i was trying to learning how to change a car part.	4288	Non-Enterprise	No
[243]	To gain information on certain topics and to allow me to summarize the information that was given	There wasn't anything else I was trying to accomplish	4293	Enterprise	No
[244]	I was trying to accomplish a health and fitness related goal. I was asking it to help me come up with a meal plan as well as an adaptive fitness plan catered to me and my	I was also trying to discover new recipes to try for dinner and also new hobbies that I may like to try based on things I already like to do.	4353	Non-Enterprise	No
[245]	Looking up legal information.	Summary	4365	Non-Enterprise	No
[246]	I used it to ask a question about my diet and it answered right away	I wanted to know what was healthy	4378	Non-Enterprise	No
[247]	I used it to see what the job market was currently like	I tried to figure out how to best utilize it	4399	Non-Enterprise	No
[248]	I was using it to help me with a recipe while I was cooking dinner	The most recent time I was using to find a good restaurant for lunch	4428	Non-Enterprise	No
[249]	How would I style this certain top with rhe image above.	I was trying to come up ideas for my school project.	4462	Non-Enterprise	No
[250]	I was using copilot to verify information that can be found in a podcast on YouTube for accuracy. I was also verifying facts of a story my father told me from when he was	I have used copilot to help me with a weight loss plan of loosing weight and map out an exercise schedule	4496	Non-Enterprise	No
[251]	The most recent time I used Copilot was to help me write a Python script to parse CSV files. I was trying to automate a data cleaning process, and Copilot helped me generate the initial structure of the script and suggested relevant libraries to use.	I was also trying to find a recipe for a unique, seasonal dish using sweet potatoes and sage, specifically one that could be made in a slow cooker. My process involved asking Copilot for "a slow-cooker vegetarian chili recipe with sweet potatoes and sage." I then asked for a modification to make it less spicy and to suggest a substitute for one of the beans. The final goal was to quickly generate a customizable recipe draft while I was browsing on my phone.	4525	Non-Enterprise	No
[252]	getting my school paper done	making a shopping list	4532	Enterprise	No
[253]	I was looking for some room decorations ideas. so i search on copilot and asked to give me some idea about room decoration. i used a prompt to get a idea that suits my roo. It provide me some great idea for decoration	yes i was asking price of some products related to room decoration. and i get all of it. then i compared which price is best according my budget	4538	Non-Enterprise	No
[254]	making easy my work	only personal use	4553	Non-Enterprise	No
[255]	The most recent time I used Copilot was to help me write and improve a work project. I wanted the text to sound clear and professional, so I asked Copilot to suggest better wording, fix grammar issues, and make the writing flow more smoothly. It helped me save time and made the final version look more polished and organized.	Yes, I was also trying to get ideas for organizing my daily tasks more efficiently. I asked Copilot to help me create a short to-do list and reminders for personal goals. It suggested a simple structure and even helped me phrase my tasks clearly, which made it easier to stay focused and manage my time better.	4581	Non-Enterprise	No
[256]	I was looking up technical specs for a particular server.	Not for that particular time.	4593	Enterprise	No
[257]	To summarize , articles . It did a good job .	Yes , was using . Ti get gift ideas , for family at Christmas .	4597	Non-Enterprise	No
[258]	I asked about the people's view on the border control by Donald Trump	I was trying to understand the views on his border control policy	4614	Non-Enterprise	No

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[259]	I was developing my tech skills and knowledge with his help, and it's helped me a lot	I wanted him to share information and answer my questions that I didn't find compelling answers, and it's helped me a lot and gave me great info	4629	Non-Enterprise	No
[260]	I was trying to get a detailed tutorial about how to properly navigate the MS PowerPoint tabs	I wanted to optimize search and get detailed information on how to properly navigate them	4639	Non-Enterprise	No
[261]	I was trying to organize my time because I felt like my day was slipping away without me accomplishing anything clear. So I opened the app and started explaining to it what my day looked like, what tasks I had, and what my priorities were. It asked me questions that helped me think in an organized way. Then it gave me a suggested schedule with tasks divided according to time and importance, and taught me how to leave time for rest and how to deal with tasks that take a long time or distract me. I felt that it was helping me regain control of my day instead of letting it slip away from me, and I started going back to it every now and then when I felt like my time was slipping away from me or when I had work or study pressure because it gives me a clear and easy plan to stick to without complications or unnecessary philosophy.	I used the Copilot app on my phone when I was trying to prepare content for a social media post. I wanted to write a simple but engaging text that conveyed a specific idea in an interesting and unconventional way. So, I started by explaining my idea to the app, telling it what kind of audience I wanted to reach and what the goal of the post was. It helped me draft several text samples, each with a different tone: one playful, one formal, and one motivational. I chose the most suitable one and tweaked it a bit. Then, I asked it to help me suggest appropriate hashtags, and it actually gave me a well-organized set that was relevant to the content. I felt it saved me time and effort and allowed me to come up with a well-structured result without wasting time thinking or searching. Since then, I've been going back to it every time I want to write something related to marketing or content because it gives me ready-made ideas that I can work on quickly and efficiently.	4684	Non-Enterprise	No
[262]	i was using it for a research project about maize production	i was researching for a project	4730	Non-Enterprise	No
[263]	I use it for information	I use it to help me study math problems	4737	Non-Enterprise	No
[264]	I was trying to get a better idea of how to brainstorm and be innovative	Trying to see if there was a better idea that I should be doing	4743	Non-Enterprise	No
[265]	I used it for business purposes bit I also use it for me when I'm doing research for home and personal information for making extra money.	I really wanted to get help on how our company can use it for attracting mote employees to help for our company.	4750	Enterprise	No
[266]	I was getting clarification on some bible verses and chapters.	Help with school work and answers.	4772	Non-Enterprise	No
[267]	I was trying to complete a project at home to discuss environmental impacts	I was trying to make my project more presentable and engaging	4775	Non-Enterprise	No
[268]	finding out the name of a movie based on a vague description	nothing else was needed to be accomplished	4796	Non-Enterprise	No
[269]	Looking up something	Not really	4871	Non-Enterprise	No
[270]	In the past 12 months , I've used Copilot to learn faster, spark creativity, plan trips, organize projects, debate ideas, and stay curious,turning everyday questions into meaningful discoveries and progress.	This past month, I leaned on Copilot to brainstorm fresh ideas, refine writing, explore new tech trends, plan daily tasks, and spark curiosity—helping me stay organized, inspired, and continuously learning.	4878	Non-Enterprise	No
[271]	I was trying to come up with a step by step approach to end world hunger which was a group assignment , I was out of ideas so I made use of copilot to come up with a solution and I got exactly what I was ooooking for	Yes I wanted to come up with a suitable work out plan in order to maintain my body weight and shape and I was able to with copilot	4879	Non-Enterprise	No
[272]	I was looking to upgrade my skincare routine and I asked Copilot to guide me through products and techniques	No	4900	Non-Enterprise	No
[273]	I was looking for information regarding mathematical reasoning.	I was trying to simplify the process of gathering information.	4960	Non-Enterprise	No
[274]	Using Copilot is a great achievement, I use it for personal study, research, view images, it also help me enhance my creativity ,more productive work and increase my cooperation in work place.	I try to get my work done faster and easy with more comprehensive collaboration with my copilot AI.	5006	Non-Enterprise	No
[275]	I was asking a question rd stion about something.	I wanted specific details on my answer.	5070	Non-Enterprise	No
[276]	What I was trying to accomplish with Copilot was certain information that I wasn't to sure about	I was trying to find additional information on things that Indian know about to expand my knowledge	5176	Non-Enterprise	No
[277]	I used this A.I. feature to help in word document editing and planning my monthly finances.	I needed to help to polish off my documents for insurance claim.	5241	Non-Enterprise	No
[278]	I was getting advice on a new recipe for my grilled chicken	No it wasn't anything else	5245	Non-Enterprise	No
[279]	I ask her about movies to watch after i give her the type in looking for. I uses her to visit with each say i ask	I also like to uses her as a friend. It takes a lot of time to tell her all about my family myself travels etc. Each morning I new to start again.	5307	Non-Enterprise	No

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[280]	I use co pilot in various ways. To create images or help me wrote prompts to send to other artists I also use it to research for amazing items I can use for bet tree r graphics like free trials & new add ons for canva	I was trying to create an image to add to an existing image I had in canva as a photo in photo to convert into a AI motion of less than 8 seconds	5311	Non-Enterprise	No
[281]	research a topic		5312	Non-Enterprise	No
[282]	I was looking up edible plants in my area	I wanted it to make me a pdf so I could download it	5324	Non-Enterprise	No
[283]	I was trying to decide which college would be best for me by comparing them.	I also wanted assistance on managing my finances in which it really helped.	5331	Non-Enterprise	No
[284]	Mainly to verify or explore different kinds of information, and sometimes for translation purposes	To improve the grammar in something I'm drafting	5412	Non-Enterprise	No
[285]	i used copilot this morning to answer a question i had	no that was all i needed at the time	5473	Non-Enterprise	No
[286]	I was looking up various businesses and their ratings from The Better Business Bureau	I was using it through my home web browser	5580	Non-Enterprise	No
[287]	to help with editing and virtual creation of ai characters	using it for deep research and ai models/sculptures/digital molds to work with and also ai generated fine art	5594	Non-Enterprise	No
[288]	Sports betting data	No	5648	Non-Enterprise	No
[289]	I was trying to put recipes on there to see their nutritional values when a recipe online couldnt.	I was also trying to generate images of outfits.	5674	Non-Enterprise	No
[290]	I was trying to find out an answer to a question	I was trying to rewrite an email to sound better	5696	Non-Enterprise	No
[291]	I use Copilot to answer questions related to everyday topics but especially for interpretation of medical tests.	I am using Copilot more than using Google Search. I like to ask a question and get an answer to the question.	5727	Non-Enterprise	No
[292]	I was managing my finances.	they helped me manage my finances.	5736	Non-Enterprise	No
[293]	I was looking up how to slice a problem I was having with my computer and the AI helped provide a answer	No there was nothing else I was trying to accomplish	5743	Non-Enterprise	No
[294]	I was searching for information about root canals for an upcoming endodontist appointment and I asked a series of questions to research what to expect, how to prepare, and what to do afterwards.	I also wanted to know about how to be calm for my dental appointment.	5830	Non-Enterprise	No
[295]	asked a question on google from desktop which responded with an A1 response.		5835	Non-Enterprise	No
[296]	I wanted to find out some information, and it's easier to use an AI than to use a search engine.	Not at that particular point in time.	5848	Non-Enterprise	No
[297]	I was trying to find information on crime in my area!	Trying to find out how many current warrants for arrest were active!	5880	Non-Enterprise	No
[298]	I was trying to find information regrading history of trade in the U.S.	I was looking at specific years and under several administrations.	5940	Non-Enterprise	No
[299]	Just looking for the answer to a question. I don't remember the question.	I use Gemini for substantive work and Copilot for finding answers to simple questions	5954	Non-Enterprise	No
[300]	check the weather in my area.		5968	Non-Enterprise	No
[301]	I wanted to know what is causing road noise when I am driving my car	I want to know what causes the noise so that I can make plan to fix it	5972	Non-Enterprise	No
[302]	When I read articles, I like to look up words or terms to get a better understanding. I will also randomly use if I have a question on just about anything.	Just a daily understanding of definitions and comparisons.	6113	Non-Enterprise	No
[303]	search tool for information on a particular subject	no	6165	Non-Enterprise	No
[304]	I am using it to plan my garden for next year. I am using it to plan the layout and get an idea of how it will look. I also use it to make absurd pictures of my pets.	No, the last time I used it was two generate a picture of the dog.	6213	Non-Enterprise	No
[305]	I was trying to set a budget for the year based on my income.	I wanted to know what credit cards I would be able to obtain and how to increase my savings account.	6245	Non-Enterprise	No
[306]	Ask about my cat's behavior.	Get an anser as to whether to take pet to th vet.	6255	Non-Enterprise	No
[307]	I was researching ways to string garland with lights		6278	Non-Enterprise	No
[308]	Get pointers for my upcoming interview	I needed to understand what "business casual" was. So, I asked for examples of it.	6297	Non-Enterprise	No
[309]	I was trying to figure out how to do a dyi project at home		6305	Non-Enterprise	No
[310]	I asked it to give me details concerning the personal needs of humans.		6326	Non-Enterprise	No

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[311]	I was looking for inspiration ideas for cooking recipes with the ingredients I had on hand. I gave the ingredients and asked for potential recipes	No I wasn't trying to accomplish anything else	6415	Non-Enterprise	No
[312]	I was asking for help on some biology terms I needed defined	I was also trying to differentiate different similar words	6419	Non-Enterprise	No
[313]	I was trying to learn more about space and it was very helpful	Trying to learn more about stuff	6434	Non-Enterprise	No
[314]	The last time I used Co-Pilot I was looking for some ideas on holiday decorations. I looked for what is in this season, I asked for best places to shop. It was very helpful.	I asked for the best places to shop for holiday decorations. I asked for ideas for holiday party decorations.	6462	Non-Enterprise	No
[315]	getting answers to questions		6465	Non-Enterprise	No
[316]	I was tryna get some information on a certain subject and I was trying to see what the comparisons would be from copilot and safari	No there isn't anything else that I was trying to accomplish	6469	Non-Enterprise	No
[317]	I was trying to get more history on unied states	I tried makimg a bussines plan for my company	6481	Non-Enterprise	No
[318]	I was just trying to learn some advice for lifting and what is most optimal	I think i was also making it right a funny song lol	6521	Non-Enterprise	No
[319]	Just looking up some sports stats to craft a parlay		6530	Non-Enterprise	No
[320]	Trying to figure out some things asking general questions		6534	Non-Enterprise	No
[321]	I was looking up information on how to replace a garbage disposal. The old one was barely working, and i was on a budget as is. So I managed to buy a replacement, but I couldn't afford to have it installed by a professional.		6573	Non-Enterprise	No
[322]	I used 365 Copilot to try to figure out how to use some of the features on PowerPoint.	I was trying to learn the things PowerPoint offers.	6588	Enterprise	No
[323]	I was interested in finding out more about the atomic bombs on Hiroshima.		6603	Non-Enterprise	No
[324]	Copilot passively helps me with suggestions and extra info for anything I search for.	I was just making general searches myself as copilot aided me with more suggestions and info about said searches.	6619	Non-Enterprise	No
[325]	I was trying to find tattoo inspiration	No there wasn't I was trying that out.	6624	Non-Enterprise	No
[326]	I was looking for businesses that profit using AI. I was able to find what I wanted.		6691	Non-Enterprise	No
[327]	Trying to get information on traveling to Italy	Trying to get information on medicare Advantage programs	6717	Non-Enterprise	No
[328]	I needed information on how to stop my sink from dripping.	Draft a resume for a family member	6751	Non-Enterprise	No
[329]	I needed to summarize a book I read and then I needed a works cited page.	I also make a spending budget every month for my household.	6771	Non-Enterprise	No
[330]	I was trying to get an opinion on my writing I was turning in for school.	I also used it to look up more information on a certain subject.	6773	Non-Enterprise	No
[331]	Looking up directions for electronics	Nothing else other than that	6779	Non-Enterprise	No
[332]	I used Copilot recently for basic information on a topic.	Recipes for a certain Italian dish I wanted to recreate is something I went to Copilot for. I also use Copilot for sports info like standings and records.	6789	Non-Enterprise	No
[333]	I looked up what my bloodwork test results meant because I didn't understand the numbers.	I wanted a clearer understanding of the vocabulary used in the bloodwork results as well.	6797	Non-Enterprise	No
[334]	I was getting definitions for a glossary that I'm creating for an investment website that I'm making in my spare time.		6805	Non-Enterprise	No
[335]	I was trying to find information on whether or not I should convert my regular IRA to a Roth IRA	General knowledge of IRAs and Roth IRAs and usage of each	6807	Non-Enterprise	No
[336]	I was trying to find some information I needed.	I was also trying to generate some images.	6830	Non-Enterprise	No
[337]	Researching a technical question	no	6840	Non-Enterprise	No
[338]	I was trying to get legal advice on a storage unit dispute.	I wanted the contact information of attorneys in my area that specialized In these types of civil suites.	6841	Non-Enterprise	No
[339]	I was working on making a special schedule that also integrated performance and ai helped a lot	Also asking random questions along the way like would this make sense to people	6861	Enterprise	No
[340]	I was looking for birthday ideas for my 40th birthday	Get some good inspiration and ideas	6909	Non-Enterprise	No
[341]	I was trying to get the best deals for electric shave products	There was nothing else I was trying to accomplish	6912	Non-Enterprise	No
[342]	i wanted to summarize some player stats for a basketball game	none	6922	Non-Enterprise	No
[343]	Search information about 72t distributions	Nothing else other than getting information	6988	Non-Enterprise	No

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[344]	Tha last time i used copilot, i was working on a personal side project	i uesd copilot in microsoft word	6994	Non-Enterprise	No
[345]	I used it to research about a personal research i had it helped me with best ideas to use and i found it helpful	i was trying to accomplish my resaerc on more details about a specific thing and i found it helpful as iyt helped me attain it	7001	Non-Enterprise	No
[346]	research some information	nothing else i needed	7007	Non-Enterprise	No
[347]	I was looking for information on the possibility of how some Americans might have connections back to royal or noble families	Asked for information on the term "melungeon" and what I could discover about mixed race Americans	7033	Non-Enterprise	No
[348]	I was using copilot as a research material while i was looking for more information of a car i wanted to buy.	Was also comparing three cars feature, price	7041	Non-Enterprise	No
[349]	I was trying to find out about a certain topic I needed for my fridgrv	The weekend of the Saturday night	7066	Non-Enterprise	No
[350]	I carried out project which I required the assistant of copilot to achieve best result.	This is personal project which was great to accomplish with copilot assistant.	7073	Non-Enterprise	No
[351]	Trying to figure out my health insurance options for the new year	No	7080	Non-Enterprise	No
[352]	When I used Copilot the last time, I was trying to do some research on shopping since Black Friday sale is close.	I was also doing some window shopping by asking about specific products that I'm interested in	7085	Non-Enterprise	No
[353]	Compared upright vacuums for family use, prioritizing safety and affordability.	Reviewed excel household budget, adjusted utility costs for seasonal family planning.	7089	Non-Enterprise	No
[354]	i was learning how to day trade		7097	Non-Enterprise	No
[355]	I was trying to get an explanation of gcode commands	I was trying to configure my 3D printer	7106	Non-Enterprise	No
[356]	I wanted to learn the history of a specific topic for a debate.		7126	Non-Enterprise	No
[357]	I was trying to figure out how much material I needed to cover a area that needed to be covered by roofing material	Yes I was thinking about the total cost of the project	7149	Non-Enterprise	No
[358]	I used copilot to analyze insurance declarations ,critique layout clarity and improve behavioral discoverability for policyholders	I used copilot in word to refine a personal letters tone and structure and in outlook to draft a clear ,empathetic reply to a sensitive email	7154	Non-Enterprise	No
[359]	to find out information about a topic.	to find out information.	7156	Non-Enterprise	No
[360]	I was trying to find out some details on an old show I was watching on Pluto TV. It was the Drew Carey show and I was wondering when certain actors left the show	No	7175	Non-Enterprise	No
[361]	want to know about climate	nothing	7182	Non-Enterprise	No
[362]	I used Copilot in powerpoint to streamline creating a research presentation	I used Copilot in excel to quickly categories and analyzes my personal budget	7195	Non-Enterprise	No
[363]	I was trying to figure out new recipes to cook for dinner and was asking for ones that they can find online	I was asking questions how the latest NBA and NFL scores and it was able to help answer all the questions I had and some	7233	Non-Enterprise	No
[364]	To search information on the specific topic	To generate a specific image	7261	Non-Enterprise	No
[365]	I was trying to quickly summarize research for a personal project. I asked Copilot to gather recent information from multiple sources, then used its response to compare key points side by side. This helped me save time by avoiding manual searches and gave me a clear overview I could use to make decisions more confidently.	Yes, besides summarizing research, I was also trying to generate ideas for planning a family trip. I asked Copilot to suggest destinations that fit our preference for road trips and national parks, then compared travel options and lodging. This helped me narrow choices quickly and gave me practical details I could use to discuss plans with my	7263	Non-Enterprise	No
[366]	I was researching a product	it helped me choose the best product for my needs	7304	Non-Enterprise	No
[367]	I was making a PowerPoint slide and needed design ideas and look up facts	I wanted to find the most effective way to make a slide	7311	Non-Enterprise	No
[368]	I was trying to find out there were any rebellions in the United States prior to the Civil War and what caused them and what was the final outcome	I wanted to know where the rebellions were located and what caused them and how the government responded to them	7321	Non-Enterprise	No
[369]	I have sleep apnea,and I was looking for practical unbiased advice.	I was specifically hoping to find a low cost sleep study clinic near my home.	7343	Non-Enterprise	No
[370]	I was trying to fix electronics.	I was doing data organization	7372	Non-Enterprise	No
[371]	I asked Copilot to simplify facts, provide examples, and improve wording in order to create a concise explanation of a technical topic that I needed to explain to others.	In order to determine which explanation seemed most natural, I also utilized Copilot to generate ideas and compare several explanations. I asked it to simplify and restate concepts.	7407	Non-Enterprise	No
[372]	there's a student loan i've been paying on and i've been trying to find additional ways to help with the cost so i went on and had a conversation with Ai on Google for ideas and brainstorming	there were a couple of interesting ideas, but i wish it could have more ideas and ideas that give tax information	7459	Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[373]	i was trying to review products. I also it for used search enging	i was just looking around the internet	7477	Non-Enterprise	No
[374]	I was trying to get help learning Norwegian.	No.	7485	Non-Enterprise	No
[375]	The most recent contact with Copilot was about searching for an answer, actually it was about a quest in a online game. Copilot gave me the right answer short and concise.	No, that was the only reason in the most recent time using Copilot. When I got the answer I closed the app.	7497	Non-Enterprise	No
[376]	Finding estimates for my major car repair needed. Which repairs were needed first and recommended auto repair shop near me.	I was trying to find out the estimate if the repairs so I could compare them against estimate I already gad	7516	Non-Enterprise	No
[377]	To generate Mega Millions winning numbers	To ask AI to generate Mega Millions Number so I can buy the winning numbers to hit the jackpot	7519	Non-Enterprise	No
[378]	Help with a recipe substitute	Learn about persimmon trees and when to know their fruit was ripe	7533	Non-Enterprise	No
[379]	I used it help me understand some chemistry about water molecular science	I needed to the basics really quickly	7537	Non-Enterprise	No
[380]	I researched different price options for a product and was looking for the best price option for the value	I wanted to get a list of all the prices of a product and sort them from least expensive to most	7551	Enterprise	No
[381]	I was trying to find information about a recipe that I was making and I needed to know how to make it.	I was needing to find out how much product I needed to use.	7554	Non-Enterprise	No
[382]	I used to to find out a summary for something I needed	I used it to look up a food place	7574	Non-Enterprise	No
[383]	I asked Copilot what the average temperature in Malibu was	I ask Copilot to clarify things I need to know, and it is always useful	7582	Non-Enterprise	No
[384]	Getting specific searches on Edge. And proofreading rough drafts of emails.	Sometime I might use copilot to compare the results to ChatGPT or apple intelligence	7583	Enterprise	No
[385]	trying to get some information but a lot wasn't correct	time consuming and a lot of the information was wrong	7590	Non-Enterprise	No
[386]	I wanted information, detailed information, as accurate and informative as possible, I was tight on time, and I needed to go to a place. I could trust to do the research and summarize for me in Lemus terms the answer.	I also used copilot, to translate Languages for me, also I used copilot to create for me an outline, and a rough draft of cultural differences between different culture cultures	7616	Non-Enterprise	No
[387]	I was trying to accomplish how to search online	Other	7632	Non-Enterprise	No
[388]	I used it to help calculate my hours accrued over a months time for work. It helped me to quickly assess the amount of time spent so I could further calculate how much income I generated over the month.	Most recently, I used it to help me generate answers to math problems I couldn't do quickly in my own head	7643	Non-Enterprise	No
[389]	How to reset a lock on my dishwasher	No. Just trying to reset a lock on my dishwasher	7646	Non-Enterprise	No
[390]	I was trying to think/talk through what might be causing my mother's digestive problems and troubleshoot solutions.	I was focused on figuring out what was going on with my mother and how to solve the problem. I didn't have anything else in mind.	7647	Non-Enterprise	No
[391]	i was trying to get help filling out a job application for a job i really want	i was asking to fact check something my mother and i was talking about	7660	Non-Enterprise	No
[392]	Find ways to make money playing games	No	7680	Non-Enterprise	No
[393]	I researched the economic effects on the US economy		7689	Non-Enterprise	No
[394]	Improved web search for topics and shopping	Nothing else. I was searching information for some topic and it offered adequate extracts. Shopping was compared to regular bing results	7733	Non-Enterprise	No
[395]	The last time that I used copilot I was simply just asking for the scores of the football games	I was trying to find the scores to the football games and I also was trying to find the standings	7772	Non-Enterprise	No
[396]	Just get a basic question answered.	No, I just needed to know facts based upon the current heating system that I am	7786	Non-Enterprise	No
[397]	I was trying to get information on how to summon Lilith	I was looking for ai chat bot prompts	7815	Non-Enterprise	No
[398]	FIND A JOB VETERAN HELP CAREER RESEARCH	AI RESEARCH	7862	Non-Enterprise	No
[399]	I was using co pilot to help with research career options in healthcare and to create additional evaluation worksheet to determine if career fits my values interest.	I needed help deciding on outfit purchase so I mentioned my deliama which was to buy style I like in my size that does not have my prefered color in stock or wait until they stock up on the color I wanted of the a and outfit with desirable size.	7986	Enterprise	No
[400]	I needed to find out more information about a topic I had to do some research on. It was to help me get something done that I had been working on for a while, and it helped me reach that goal.	I was finding answers to some questions that I needed more information on in order to come to my final conclusion.	7994	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[401]	I was inquiring about the diagnosis and treatment of hiatal hernias.	Yes, I wanted as much information as possible about the cause, treatment and types of hiatal hernias.	8034	Non-Enterprise	No
[402]	Getting information about a person and it was very in depth with it's response	Nothing else in particular to be honest	8093	Non-Enterprise	No
[403]	Capabilities and hardware options for a Dell 5060Optiflex computer.	Drive possibilities and installation requirements	8174	Non-Enterprise	No
[404]	I was conducting a research on a certain topic and I needed information.	I used it to draft mails for marketing purposes	8231	Non-Enterprise	No
[405]	I was trying to find answers for a product I was looking to buy	I was trying to get help from the bot on sports odds	8235	Non-Enterprise	No
[406]	Discussing my cats and their medications, and discussing politics		8296	Non-Enterprise	No
[407]	I was editing my photos to follow the trend on Instagram	Yes, I asked a question	8315	Non-Enterprise	No
[408]	I would be as thorough as possible in using the search engine to find out whatever it was in the topic I was looking for	Co-pilot is great for our music technology in our studios	8350	Enterprise	No
[409]	Trying to get the best restaurants recommendations	Getting suggestions on the stock market	8380	Non-Enterprise	No
[410]	Personal use for daily routine	I use it for personal and work use	8410	Non-Enterprise	No
[411]	I was working on a budget spreadsheet for our household. I was having some trouble figuring out the right categories to use so I asked Copilot to help me come upi with the correct categories for our situation and future needs	I wanted to set up and easy to use budget spreadsheet for our finances and used this tool to help me woith that	8434	Non-Enterprise	No
[412]	I was trying to figure out how to change a guitar string, and it was very helpful	Learn more about the mechanics and inner workings of the guitar	8441	Enterprise	No
[413]	I was drafting something for a volunteer event. I needed help with drafting and revising. I wanted to brainstorm ideas. I generated a few images. Got the answers I	I wanted to look as professional as possible. Clear and concise for everyone to enjoy.	8456	Non-Enterprise	No
[414]	get info about a subject		8488	Non-Enterprise	No
[415]	I wanted to build a workout schedule and a new diet for building muscle. copilot designed it all within my parameters.	efficiency and effectiveness	8491	Non-Enterprise	No
[416]	Verify a phone number, what business it was associated with, if it was safe	no	8497	Non-Enterprise	No
[417]	I used it for work and it help me with found information about job and help	And copilot helping me with my life and financial	8506	Non-Enterprise	No
[418]	to list some items on Facebook marketplace	no	8513	Non-Enterprise	No
[419]	The most recent time I used Copilot, I was trying to draft a detailed budget proposal for a personal project I'm working on.	There have nothing else	8541	Non-Enterprise	No
[420]	I needed to figure out how to change the color of a texture file from a video game and I used co-pilot to figure out how to do that without losing any quality. I had co-pilot find tutorials on how to do this while also asking it to walk me through the process. After doing all this I also had co-pilot try to do it for me in case I messed something up but it could not do it properly.	I asked co-pilot to help me make a resume template for multiple job postings to get through the ai filters if possible. First, I had co-pilot take the job posting and check for keywords I missed in my resume. I then had it make a new resume with those missing keywords while also checking for any errors I might have made. Second, I used word to make the final draft of my resume and had co-pilot do a final formatting of all the text to be sure.	8549	Non-Enterprise	No
[421]	I was trying to summarise a long text.	Giving me an idea	8558	Non-Enterprise	No
[422]	I was trying to come up with creative ideas for a task.	I was trying to analyze some discussions.	8559	Non-Enterprise	No
[423]	i was trying to co mp,kete some personal tasks online and integrated my copilot the system	i also used it to search for some specific things	8624	Non-Enterprise	No
[424]	I was trying to get a design ready and I used copilot to help me decide how it would fit .	I was trying to get an appropriate design suggestion for a post I wanted to make on social media	8683	Non-Enterprise	No
[425]	Researching telecom and business trends and history for a forecasting report at work	Personal items, such as product comparisons and prices	8691	Enterprise	No
[426]	I was trying to find out the lyrics to a song and I only knew part of the sentence.	no, nothing else	8703	Non-Enterprise	No
[427]	Learn new things	Learn new skills	8705	Non-Enterprise	No
[428]	i was doing my normal online research	i was doing my research about a thesis report am working on it	8732	Non-Enterprise	No
[429]	Copilot is most commonly used for knowledge.productivity, creativity,entertainment,and personal data search	It helps me find solutions to many problems, suggest research topics, recommend the best foods, and provide the best solutions for every issue.	8763	Non-Enterprise	No
[430]	Research a health related topic		8774	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[431]	I was using copilot to help me do research for an essay on recombination of DNA	I needed more data on the recombination of DNA since different applications give different ideas	8778	Non-Enterprise	No
[432]	I WANTED TO CREATE AN INFORMATIONAL DOCUMENT REASEARCHING WAYS IN WHICH TO HELP KIDS AND FAMILIES WHO STRUGGLE AT CHRISTMAS	I WAS TRYING TO GATHER AS MUCH INFORMATION AS POSSIBLE IN ONE PLACE INSTEAD OF LOOKING IN MULTIPLE PLACES	8806	Non-Enterprise	No
[433]	Was trying to put together an explanation of how to do soemthing	Researching information from a specific time frame	8836	Non-Enterprise	No
[434]	I was trying to find new recipes for chicken.	At that time no. Just looking for recipes.	8844	Non-Enterprise	No
[435]	using a search for a specific service		8851	Non-Enterprise	No
[436]	I was trying to find a recipe for sausage stuffing for thanksgiving	I wanted to use the products I had on hand	8876	Non-Enterprise	No
[437]	When I last used copilot I was asking about the AI spiral phenomenon that seems to be in all AI	I ask it a lot of stuff about mixing hypnosis effects on music videos	8899	Non-Enterprise	No
[438]	I was looking for general information on appliances.	Nothing else at the time. I always do my own comparisons, after using AI for basic	8909	Non-Enterprise	No
[439]	Well I don't recall exactly what I was trying to accomplish but any time I've used it, it's always because I need more information, as in doing research on something.	No, unsure what else I would be trying to accomplish	8920	Non-Enterprise	No
[440]	I was looking up information about soft drinks.	I wanted to save money.	8930	Non-Enterprise	No
[441]	I need to organize my portfolio for proper documentation and help with my	I need to find out more information for my stock to make a desicion	8937	Enterprise	No
[442]	A regular search with Ai answers helped me.	I was searching for a movie title or running time.	8938	Non-Enterprise	No
[443]	I was likely asking it to pull up relative information on a subject I was interested in. This was done to acquire information that can or has been peer reviewed in order to make a more informed and accurate assessment.	Not likely i generally use Ai for personal research. As complex mathematical equations tend to beyond their complete grasp	8947	Non-Enterprise	No
[444]	The last time I used Copilot, I was working on a presentation for a team meeting. I needed help summarizing a long article and generating a few slides with clear bullet points and visuals. Copilot helped me quickly extract the key ideas and rephrase them in a more concise and professional tone. It saved me a lot of time and helped me feel more confident about the final product.	The last time I used Copilot, I was trying to summarize a long article I found online about climate change. I wanted to extract the key points quickly so I could reference them in a presentation. I used Copilot in Microsoft Edge on my phone to paste the article and ask for a summary. It gave me a concise breakdown, which helped me save time and focus on building my slides	8976	Non-Enterprise	No
[445]	I was trying to find out how to delete S mode on my windows 11.	I needed advice and detailed instructions.	8989	Non-Enterprise	No
[446]	I was trying to get answers for my class work	I was also just asking it any question I had about everyday life if I needed to	9006	Enterprise	No
[447]	I was trying to accomplish a way to figure out what to do for my bosses birthday. It help me out slot more than I could of ever imagined	I was accomplishing a new ai generator that will be way faster than the last one I built	9013	Enterprise	No
[448]	I was trying to create a portfolio for work purposed	I also tried asking for the results of the recent baseball games	9025	Non-Enterprise	No
[449]	I was trying to come up with a recipe that perfectly imitates the KFC recipe for Nashville Hot Chicken.		9033	Non-Enterprise	No
[450]	i was trying to accomplish obtaining particular stats for a ball game	i was trying to build a parlay to bet on	9074	Non-Enterprise	No
[451]	As a parent of three younger kids, I use copilot for creating chore list for each kid designed for their age, and I also used it to help with meal planning based on ingredients I had in my house and foods my kids would eat	I also used it to help with household income and budgeting based on kids, extracurricular activities, and outings we wanted to do	9101	Non-Enterprise	No
[452]	I was trying to find out why a ballet dancer from a major US ballet company was cast less than other principal ballerinas for an upcoming performance program.	I was trying to compare Copilot responses with those from ChatGPT to see which was more along the depth of information I needed	9103	Non-Enterprise	No
[453]	I was trying to search for specific brand reviews and insights. I was trying to see if the product i wanted to buy was a good value for money.	Yea, i also used copilot recently to search for the best app in the United States for mobile phone video editing.	9106	Non-Enterprise	No
[454]	get suggestions for coding	find ask general information	9150	Non-Enterprise	No
[455]	I was trying to find an answer to the popular evolution question. which came first chicken or the egg?	that was it. it was just a curiosity question	9156	Non-Enterprise	No
[456]	I have to know some information and i have use co pilot	yes and also ask a question about football	9184	Non-Enterprise	No
[457]	I was attempting to fact check information		9208	Non-Enterprise	No

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[458]	The last time I have used Microsoft copilot, I was trying to accomplish seeking information regarding my PC showing the blue screen of death many times so I was trying to find a fix for it and Copilot helped me out	No the issue I have mentioned previously was the only reason for my recent use of copilot	9212	Non-Enterprise	No
[459]	It was helping me explore an online website.	I would use it to help me purchase something online.	9219	Non-Enterprise	No
[460]	I was making an protfolio for my class and it helped me accomplish the idea	Trying to find some good ideas for a party	9224	Non-Enterprise	No
[461]	i was using it to search for information	nothing else	9236	Non-Enterprise	No
[462]	I was searching for imofatmion in a certain topic	No there wasn't	9243	Non-Enterprise	No
[463]	I was looking for ideas for new recipes to make	I was trying to organize my thoughts	9253	Non-Enterprise	No
[464]	Discover a new things	None	9295	Non-Enterprise	No
[465]	I was trying to look for a recipe for a new meal	I also was searching for new spices	9316	Non-Enterprise	No
[466]	I was trying to find out something To settle a bet between me and another person		9318	Non-Enterprise	No
[467]	i was trying to ask for help on my diet and asking what things should i eat to bulk and it helped alot	i was trying to learn how to communicate better and it helped me some	9360	Enterprise	No
[468]	I was trying to ask it how to resolve an error I was getting	No, there wasn't	9429	Enterprise	No
[469]	i was getting questions answered by the AI in use and information and his opinion		9441	Enterprise	No
[470]	I need a co-pilots assistance with figuring out how to fix a certain part on my car so I used the artificial intelligence to look it up		9481	Non-Enterprise	No
[471]	The most recent time I used Copilot for personal use, my goal was to evaluate a household purchase. I was comparing different kitchen appliances to see which one would best fit my family's needs, both in terms of functionality and budget. I started by asking Copilot to break down the features of a specific oven model I was interested in, including its air fry and self-cleaning options. Then I asked for comparisons with similar models at different price points. Copilot helped me organize the information into clear pros and cons, which made it easier to decide whether the higher price was justified by the extra features. I appreciated that I could do this quickly without jumping between multiple websites, and the structured breakdown gave me confidence that I wasn't missing important details. It felt like having a knowledgeable assistant who could filter out marketing fluff and highlight what was actually useful for my decision-making.	Yes — alongside comparing appliances, I was also trying to streamline my budgeting process. I wanted to understand how a potential purchase would fit into my monthly spending plan without disrupting essentials. I opened Copilot on my Android device and asked it to help me outline the cost trade-offs, such as reducing discretionary categories like clothing or small home items to make room for the oven I was considering. Copilot helped by breaking down the numbers into a clear structure, showing me how shifting even small amounts from non-essential categories could balance the expense. This gave me confidence that the purchase wouldn't create financial strain. The process felt efficient because I didn't need to manually calculate or cross-check across different apps — Copilot pulled the reasoning together in one place, making the decision more straightforward.	9494	Non-Enterprise	No
[472]	I was trying to get some information about event planning.	No that is all	9510	Enterprise	No
[473]	I was trying to generate some code that had a bug, my colleague recommended i months back although I've heard of it but I wasn't really used to it, so I got it, fixed it. Generated some plans and prompts as well, it was for a personal use at home.	I'd want it to be versatile, to fix strong codes, create automatic time tables and schedules.	9511	Non-Enterprise	No
[474]	I was trying to get my question answered ans do research		9516	Non-Enterprise	No
[475]	I was trying to get information	Nothing else	9530	Enterprise	No
[476]	I was trying to get more information on a subject.		9542	Enterprise	No
[477]	I was looking for help with strengthening and stretching ideas for sciatic nerve and IT band relief.	I was also trying to find out what type of office chair is better for relieving sciatic nerve pain.	9554	Non-Enterprise	No
[478]	I was trying to find the name of a comedy movie based on a clip posted on twitter. copilot failed miseably	i tried providing more and more details and copilot just could not help.	9559	Non-Enterprise	No
[479]	I used M365 Copilot to search past American presidents to understand historical perspective of Americans	I also used M365 Copilot to search the history of sports	9561	Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[480]	I was working on a personal project that needed more insight and fresh ideas i could get. The project was purely for this Christmas festival, and i really needed something different than the usual Christmas. So i consulted copilot to get me ideas and refine the existing one	Yes, i am also trying to make the project more fun and catchy with some inspirational characters	9563	Non-Enterprise	No
[481]	I WAS DOING A RESEARCH ABOUT SOMETHING AND IT HELPED ME SO MUCH TO COMPLETE THE WORK	IVE BEEN USING TO RESEARCH ON THINGS THAT I DONT UNDERSTAND	9566	Non-Enterprise	No
[482]	General information regarding celebrities and television shows	I only attempt to obtain general ifnormation that could be obtained from other google searches. I do not believe that the information obtained is always correct or current. There is much that is misleading and I am always skeptical about the verocity of the information received.	9575	Non-Enterprise	No
[483]	I was trying to get a presentation done for my job	Ive used it for personal use for silly things too	9600	Enterprise	No
[484]	I was trying to design a back yard makeover.	I was researching plants and trees used in backyard makeover	9624	Non-Enterprise	No
[485]	I was just using cover that you manage and organize my emails	I also just asked this some basic questions for some information	9655	Non-Enterprise	No
[486]	I was using Copilot to help me game plan a Youtube channel. Copilot gave me video ideas and even generated key art for said videos!	Some basic research related to the videos. I like that Copilot can amass information quickly and organize it for me.	9663	Non-Enterprise	No
[487]	i was asking it for a workout	getting info fast	9679	Non-Enterprise	No
[488]	I've been using CoPilot to understand Microsoft programs better to utilize them for both personal and work. I've used it in word to help summarize and give better details in word structures and in excel to help set a personal planner.		9714	Non-Enterprise	No
[489]	i like to play the game fallout 4 and i was asking co-pilot what perks i needed to aquire to get a jet pack on my power armor.	wanted to see if the weather was good for going out for a walk later that evening.	9764	Non-Enterprise	No
[490]	I used it when I was searching for instant pot recipes and instructions	Yes. trying to convert grams to ounces and pounds to kilos	9778	Non-Enterprise	No
[491]	I was trying to get instructions on how to set up a new wifi router.		9805	Non-Enterprise	No
[492]	I needed help with designing a logo	I used it for primarily research	9817	Non-Enterprise	No
[493]	I was trying to put together a spreadsheet for home expenses and needs	Reducing expenses	9840	Non-Enterprise	No
[494]	I saw looking for summary of term or detailed description of particular event or item.	Get an image of this item and its description in detail.	9850	Non-Enterprise	No
[495]	I was researching a female cancer a friend has and I wanted to know the causes, risks, treatments, etc. I got a realistic understanding of what to expect and how to pray for her healing. The results helped me understand how what is stored in fat cell feed this	No, I was not trying to accomplish anything else.	9864	Non-Enterprise	No
[496]	I had a big issues I could not solve on my own and I sensed this would help I asked my question in a specific way it can direct me towards what I'm looking for like how can I save money by the end of the year with how much I'm making and taxes taken out	I wanted to learn my ways around the app to get familiar and used to it	9870	Enterprise	No
[497]	Wanted to learn about roofing. Cost, materials, and life expectancy.		9914	Non-Enterprise	No
[498]	I was trying to research a medical condition and lab work I was dealing with.	I was also researching and hoping to get advice on nutritional foods I could eat to improve my health.	9936	Non-Enterprise	No
[499]	Searching for new recipes	No	9938	Non-Enterprise	No
[500]	I wanted to know the pros and cons of TMS.	I wanted detailed information about any adverse side effects.	9979	Non-Enterprise	No
[501]	I used copilot help me figure pit a way to build an enclosed yard for my pets.	I was just trying to learn basic carpentry skills.	9991	Non-Enterprise	No
[502]	I was trying to get information on a grain mill.		10012	Non-Enterprise	No
[503]	I was trying to figure out how to use a feature on a spreadsheet	No	10074	Enterprise	No
[504]	I had specific medical and diet questions that I wanted answers for so I asked questions related to that	That was my main purpose, medical inquiries	10078	Non-Enterprise	No
[505]	I was looking for resources relating to online work opportunities, and I used CoPilpt to condense a large chunk of information to research different pieces at a later time.	Nothing else at that time.	10082	Non-Enterprise	No

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Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[506]	I used this AI model for helping me search for things on the internet just like how you use deep seek!	Very helpful in curation and communication of your communication	10088	Non-Enterprise	No
[507]	To brainstorm ideas for my research paper, and to execute the outline for my paper	Search for information	10097	Non-Enterprise	No
[508]	For the purpose of researching the online marketplace and other related topics	To organize and search work schedules	10124	Enterprise	No
[509]	I was trying to earn money to get my baby a can of formula as fast as possible.	Just make sure my baby stays alive	10171	Non-Enterprise	No
[510]	I was in between a few streamline tasks such as drafting documents, analyzing data , and managing projects for both work and personal use	my main purpose was saving time on writing tasks	10198	Non-Enterprise	No
[511]	I was trying to accomplish information about a topic I didn't know about	Righting a summary about a certain topic I didn't know about	10239	Non-Enterprise	No
[512]	I was doing research and needed extra help		10255	Enterprise	No
[513]	I was trying to figure out a policy that confused me on a website before buying	Other then have it explain to me how it worked no there was nothing else	10276	Non-Enterprise	No
[514]	I was searching up information on the mexca and Aztec civilization and ruins	No I was just trying to gather research for a project	10280	Non-Enterprise	No
[515]	I use ai a lot to understand things like video game controls and wide spread actions people take. I believe my last use was to make sure I was reading into an activity correctly. Something like "do people still brush their teeth first thing in the morning and last thing at night" because I was writing a song and needed to keep the notes accurate and relevant to real world situations.	General understanding and song writing. That was really it	10292	Non-Enterprise	No
[516]	I was just trying out the new search engines	Just trying to do a deep search	10315	Enterprise	No
[517]	I was trying to figure out a meal plan for the week for high protein and I asked copilot to do it	That was all just a edited meal plan for the week	10320	Non-Enterprise	No
[518]	I was looking up information	Just looking up information	10353	Non-Enterprise	No
[519]	Answer a specific historical question	To add knowledge and quality to a correspondence	10361	Non-Enterprise	No
[520]	Looking for a recipe to make for dinner and items on sale that I could buy	Needed to know how to make the recipe also	10369	Non-Enterprise	No
[521]	I was trying to figure out the lineage of the Danish Kings from the 10th century to the 17th century and omit the Norwegian and swedish lines. No matter how many history websites I went to, they could not do this task, or the information was so convoluted it was hard to understand. AI actually managed to finish it in less than 5 minutes.	No, not really. That alone was a very, very hard task for anybody to do, let alone a computer.	10373	Non-Enterprise	No
[522]	I was trying to get advice on what kind of predictions could be made on the future of Litecoin prices.	I wanted to decide between buying shares of Litecoin or just more Bitcoin.	10391	Non-Enterprise	No
[523]	I used it to learn how to use a jackhammer for the first time and the precarious of injury	How to fix/patch a while in the wall best way as possible	10392	Non-Enterprise	No
[524]	I was trying to get directions to the nearest Chinese restaurant.	I was also looking for a buffet.	10397	Non-Enterprise	No
[525]	I was trying to figure the conversion rates of international currency	I was trying to learn how to whistle	10411	Non-Enterprise	No
[526]	I was trying to see what a pair of glasses would look tinted and used it to see what it would look like	I use it to see what things look like in a different light	10430	Non-Enterprise	No
[527]	I was doing research about the best short novellas in the true crime genre. I didn't want to read a long book and wanted certain elements the book to have, so I asked copilot to give me a list of the best recommendations.	I also wanted it to give me a description of the novellas and tell me what the main themes were for each of them.	10440	Non-Enterprise	No
[528]	I was trying to look up some information and get the answers to my question as soon as I could and quickly as possible	I know I was just trying to receive some information and get a solution as quickly as possible	10444	Non-Enterprise	No
[529]	I was trying to find a loan company that has direct lending.	I was trying to find a direct lender and avoid loan brokers.	10448	Non-Enterprise	No
[530]	I was asking for different words to use to describe a variable rate annuity.	Explain to someone what a variable annuity was and how it works	10450	Non-Enterprise	No
[531]	I was putting up a chain link fence for my dog kennel and needed to now how far to put the poles in the ground	I found out how far to put the posts apart and where I could get connectors to connect the fencing to the posts	10455	Non-Enterprise	No
[532]	i was triying to acomplish to find some information is a specific store	well i asked for research on a specific product	10471	Non-Enterprise	No
[533]	i use it for sum questions and i get really good answers. i love it	anything else i used it for some ideas for design and editing.	10506	Non-Enterprise	No

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[534]	I was trying to search something online, so I just used copilot on the edge browser to get better and personalised results	Yeah, I wanted personalised results based on the most correct reply to my search	10508	Non-Enterprise	No
[535]	For me, the most recent use of Copilot had to do with focusing television ratings of years past. I was curious to know what were the trends of tv at certain points in time.	For Copilot, another use for it was just venting my frustrations about work and how to approach handling those situations.	10515	Non-Enterprise	No
[536]	Most recently I was updating my resume. I'm still experimenting and I wanted to see if Copilot could help me write a better resume than I can write on my own. So far I'm not satisfied with either result but it isn't the entire point. I'm still trying to find out how to use AI for my maximum benefit.	I'm still trying to figure out what added benefit I get from using AI for internet searches versus standard search engines. So far I don't see any.	10516	Non-Enterprise	No
[537]	I was asking an escecific question about anything	I was asking to do something for me like a resume	10526	Non-Enterprise	No
[538]	Looking up the best method for rehabbing a bathroom in.my home	Determining what subcontractor offered best service and price	10564	Non-Enterprise	No
[539]	Researching drug interactions with a medication I have been prescribed.	Making sure that I understood the potential side effects of the medication.	10584	Non-Enterprise	No
[540]	Daily planning & organization: Create to-do lists, set reminders, organize your schedule, or get suggestions for managing your workload.		10602	Enterprise	No
[541]	I used Copilot to look up movie times and locations, ticket prices and to buythe tickets	Just to get the tickets for the movies nothing else.	10605	Non-Enterprise	No
[542]	information on a medical condition	accurate information as possible	10682	Non-Enterprise	No
[543]	to find reason app was not working	prompted app that was not working	10688	Non-Enterprise	No
[544]	To look up something I didn't know the answer to	What movies are in theaters now	10696	Non-Enterprise	No
[545]	The last time I used Copilot was while working on a personal programming project. I needed help writing specific functions and understanding how to implement a certain algorithm. Copilot assisted me by suggesting ready-to-use code, explaining the implementation steps, and helping me fix some errors, which made it much easier and faster to complete the task.	Good for me and nice to have	10709	Non-Enterprise	No
[546]	I was looking for a particular restaurants hours and directions that would be the fastest.	No copilot was able to answer both of my questions for the restaurant	10719	Non-Enterprise	No
[547]	When I used copilot I was researching cyber threats and security controls	I was also trying to troubleshoot issues with a windows 10 pc	10732	Non-Enterprise	No
[548]	I was trying to build up a workout for the week with specific modifications	no, i just wanted to have some ideas of what to follow during the week for workouts and nutrition	10733	Non-Enterprise	No
[549]	Looking up something about my town		10765	Non-Enterprise	No
[550]	Searching for some information I needed	Getting valuable information that was needed	10766	Non-Enterprise	No
[551]	Just trying to get information about a topic and what words to use	What is a better word to use	10772	Enterprise	No
[552]	I was making a recipe and wanted to ask it if there was another ingredient I could use to substitute one that I didn't have	I asked it how I could be more present and more sympathetic and empathetic with my partner	10783	Non-Enterprise	No
[553]	I was looking up ideas for a relief I needed to do and wanted since food informative workout having to type		10790	Non-Enterprise	No
[554]	I was trying to batch write reports easily. I used the AI to setup scaffolding and generate sections of those reports for me	I was looking up information on a process and wanted to verifying some facts	10841	Non-Enterprise	No
[555]	I was asking how to manage clothing freshness.it gave me tips and the best way to accomplish it.	I was getting recommendations and what works best	10867	Non-Enterprise	No
[556]	Obtaining general knowledge on a topuc	Learning about something I knew nothing about	10869	Non-Enterprise	No
[557]	I used it to investigate the actors who played in a movie I watched, attempting to get their biographical information.	No, those were the only reasons I used it, actually it was involving the Sopranos TV show	10870	Non-Enterprise	No
[558]	I needed information about a loan company that sent me a promo to use to apply. I needed to know if this company was legit, reviews, and credit requirements.	Once I received the response, I presented a hypothetical situation about my credit to determine if I would likely be approved or disapproved.	10881	Non-Enterprise	No
[559]	looking for a replacement water filter for my shower head		10904	Non-Enterprise	No
[560]	I was trying to fi g ire out the best way to.make home made pasta using simple ingredients.	Wanted to use the ingredients I already had on hand	10910	Non-Enterprise	No

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[561]	get answers to questions		10913	Non-Enterprise	No
[562]	I was trying to get the best home internet plan and checking out the actual speed I am currently using	No, that was it	10915	Non-Enterprise	No
[563]	The last time I used it was through Microsoft Edge. I was trying to some research for a new browser I wanted to use on my devices.	I want to say I was trying to look for images for a digital collection I have. And I was looking for a specific image on the Internet.	10927	Non-Enterprise	No
[564]	I was researching some information on sports.	I wanted to know about historic stats	10944	Non-Enterprise	No
[565]	I was searching for a personal search topic and Co pilot was giving me summarized quick answers to my query which helped alot.	There was nothing else I was trying to accomplish as it satisfied my primary reason for sesrching.	10963	Non-Enterprise	No
[566]	I was working on a personal project to get better for my job.	I was trying to create a slideshow that was just for fun but it didn't look good and it didn't look like the one you wanted it for	10979	Non-Enterprise	No
[567]	When I use copilot I'm either trying to search up something to find results are get recommendations		11003	Non-Enterprise	No
[568]	Was compiling lists for travel event and options for a reunion. I had it help me itemize ans separate to make it easier to scan thorugh	Inwas trying to make a document that was easy to understand no matter a person's proficiency	11008	Non-Enterprise	No
[569]	getting information on how are legal system works	nothing	11028	Non-Enterprise	No
[570]	I used Copilot in Excel to organize my personal budget, analyze spending trends and create charts for easier understanding.	I also used Copilot in Word and PowerPoint to create a clear financial summary and a visual presentation of my budget and investments.	11051	Non-Enterprise	No
[571]	I was mostly testing out the AI and I wanted to see if it could assist me in finding certain files or advise how to use my computer better.	I would say I was wanting to see if it could help me arrange files better and potentially improve my cybersecurity habits.	11067	Non-Enterprise	No
[572]	I always ask copilot about things that i don't know the answer like mathematics and chemistry	To generate pictures that i need most	11077	Non-Enterprise	No
[573]	i was trying to beat a game and needed help with it	i was trying to find out what to eat and chat helped with that	11088	Non-Enterprise	No
[574]	I needed it to summarize some information to me about what a certain word meant because I'm a writer and sometimes I need to look stuff up and it's very convenient for me especially because I have it on my computer	I was trying to get detailed information about something specific. Multiple times, actually, which is why it's hard to figure out what. One of them is asking about grammar and how I should write a certain thing	11104	Non-Enterprise	No
[575]	I was using it to compare similarities in song lyrics	I just wanted to see if a particular song was indeed ripped off	11108	Non-Enterprise	No
[576]	I was trying to find out some information about Bitcoin and the possible way it was going to go up or down	I was really just trying to figure out if I should invest in Bitcoin at this time	11147	Non-Enterprise	No
[577]	I was browsing things on the internet and if I saw anything I've never seen or don't know the brand copilot hooked me up.	I was working on some paperwork and needed better more descriptive words.	11171	Non-Enterprise	No
[578]	I was trying for find the best deal for black friday's sales	On excel, I was trying to find out how to merge two columns into one	11187	Non-Enterprise	No
[579]	Tried to get a listing of huge single blocks of stone moved by man and carved	No	11189	Non-Enterprise	No
[580]	The last time I used Copilot, I was asking it how to prepare vegetable soup with meat, and afterwards I used it to search for something to buy.	No. Just that.	11197	Non-Enterprise	No
[581]	doing a online search	no	11211	Non-Enterprise	No
[582]	It helps me find the additional information that I need the most	They help me get the information that I need	11214	Non-Enterprise	No
[583]	I used Copilot to research and summarize the key features of a new smartphone model before making a purchase decision.	I also asked it to compare prices and find the best deals for the smartphone model across different online retailers.	11235	Non-Enterprise	No
[584]	browse for instructions in a browser to leave online review	no	11241	Non-Enterprise	No
[585]	answering questions for information about a particular topic	i sought merely to inform myself about something	11260	Non-Enterprise	No
[586]	I was putting together a spreadsheet for my monthly budget with expenses and assets. I am in the learning stage and have not hD TRining, but trying to work thru it. I was able to get it going, but sure there are easier ways to do it.	This is my personnal account and and need to take time and watcj more tutorials, but they are too hard to grasp.	11294	Non-Enterprise	No
[587]	I was finding more information on an Ford SUV I saw online	I was trying to confirm speculation on a vehicle	11316	Non-Enterprise	No
[588]	I used Copilot to search for a product and the nearest location that carried the product. I also used it to research online retailers as well.	I was only interested in searching for the specific product.	11318	Non-Enterprise	No

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[589]	The most recent time I used copilot , I was trying to get help completing a work task faster . I wanted copilot to summarize some information , generate ideas and give me clear suggestions so I could finish my project more efficiently. It helped me save time , stay organized and improve the quality of what I was working on.	I used copilot to help me organize parts of my daily life, like planning meals for the week , finding quick recipe ideas, and setting reminders for errands I needed to run . I wanted something that could save me time , reduce stress and helps me stay more organized at home.	11331	Non-Enterprise	No
[590]	I used Copilot to help me do research on multiple product I was interested in purchasing. Using AI makes the entire process much faster.	I was trying to complete my research in a limited amount of time so Copilot was a helpful assistant	11335	Non-Enterprise	No
[591]	Mostly research some product	Most recently, I was finding and comparing a product	11360	Non-Enterprise	No
[592]	I'm conducting ways to make me be a better bass player and writer	As I stated my goals are to be a complete musician	11374	Non-Enterprise	No
[593]	Copilot helps me understand medical lab results, specifically my blood calcium levels, which have put me in hospital before and also electrolytes levels, Copilot helps me understand, Copilot makes lists and forms for me to print out and keep track, also listing how and what I can do to lower blood calcium levels and increase electrolytes.	I have TBI and Copilot helps me understand some medical terms when it comes to my brain MRI/MRA-CT/CTA's, I had 3 brain hemorrhages and Copilot helps me with cognitive issues I have and Copilot also creates things I can do here at my home, breathing deeply, sipping lemon thyme tea, these things help me, and so much better than another pill. My Drs all know that I have Copilot to help me.	11376	Non-Enterprise	No
[594]	I was trying to know about lionels messi's career status.	I also trying to know about a products price.	11402	Non-Enterprise	No
[595]	I was looking for information on the bio of a certain athlete. I was looking for playing career, children, anything else troubling in their oast	No it was for my own personal knowledge after reading a new article related to the individual.	11406	Non-Enterprise	No
[596]	I used it for advice on workout tips and diet advice	Also cooking advice like recipes	11423	Enterprise	No
[597]	I was looking up a deeper definition of a process when I was in esthetician school	Nothing else just looking up the steps to a process	11451	Enterprise	No
[598]	I used Copilot to research and summarize the key features of a new smartphone model before making a purchase decision.	I also asked it to compare battery life and camera specifications between three different phone brands.	11455	Non-Enterprise	No
[599]	get info on on my muscle strain		11456	Non-Enterprise	No
[600]	I use it to make a lot of research about furniture based and personal stuff and I was given perfect response to all my research	It's very detailed and reliable	11462	Non-Enterprise	No
[601]	I wanted help with several things, such as comparing prices ,learning to cook ,and more	I wanted to get some information about the best hotels to stay in Florida	11466	Non-Enterprise	No
[602]	I was looking for recipes to cook for dinner with the ingredients I had on hand.	I wanted help on making my money stretch using ingredients I already have.	11483	Non-Enterprise	No
[603]	I was trying to rephrase a paragraph for an application for school.	I was trying to make my text sound as professional as possible.	11510	Non-Enterprise	No
[604]	locate an item of clothing from tv.	i use it to locate items of clothing or handbags i enjoy for sale to purchase.	11512	Non-Enterprise	No
[605]	The last time I used it I was looking up information on a person and wanted to see what it could tell me.		11516	Enterprise	No
[606]	I asked about hot to use a coffee maker and the tool listed many options on how to go about it	I also searched for how to compare prices of two flight tickets	11522	Non-Enterprise	No
[607]	I was traying to get some idea about remolding.i was planing to do some update in my home so i was looking for ideas from copilot.	Nothing else	11539	Non-Enterprise	No
[608]	To check on the weather	Looked up trivia about roman gods	11549	Non-Enterprise	No
[609]	ask information on a subject	get information	11562	Non-Enterprise	No
[610]	I tried to gain a knowledge about http words	I tried to find out new best technology	11573	Non-Enterprise	No
[611]	I was trying to create a recipe for a bacon wrapped fried pickle	I was trying to source the best process	11575	Non-Enterprise	No
[612]	O hole to acomódate that for various purposes	I use it at work and at home for certain projects	11589	Non-Enterprise	No
[613]	I used this service to find a good recipe.		11612	Non-Enterprise	No

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[614]	I used it find out more information about Microsoft Oytlook. I was figuring out how to use this product.	I use it daily because it works faster on finding the information that I need.	11616	Non-Enterprise	No
[615]	I was trying to gather information and organize ideas for a creative project. I wanted help braistorming, researching, and structuring content.	I needed up to date facts and examples to support my tipic.	11630	Non-Enterprise	No
[616]	Access to information		11643	Enterprise	No
[617]	I was looking to clarify something I was not sure about. I forget the specific topic, but I was trying to get copilot to explain it to me	No I was just looking for clarification	11644	Non-Enterprise	No
[618]	I was trying to get lots of information about something. I am happy with the	I can get decisions and also lots of scopes to think about	11674	Non-Enterprise	No
[619]	i was trying to get information on how to solve an issue on my laptop	no i wasnt trying to accmplish anything else	11678	Non-Enterprise	No
[620]	i was trying to get a question i had answered	i was trying to get an answer to a question i had	11706	Non-Enterprise	No
[621]	I was trying to remember the name of an actor in a movie we were watching so i wanted to find out their name and I asked Copilot		11758	Non-Enterprise	No
[622]	I am a writer. I like to input my plots into the copilot to get more inspiration to further continue the plot of my story. I also use it for difficult homework for my college classes sometimes. I use it to summarize an article I have to read, explain a math problem better, or just for general advice on certain things.	I use Copilot to get my work done. help me. I have used it in the past for research, but I have also used it to get some of my homework done.	11790	Non-Enterprise	No
[623]	To get help summarizing a long read	Researching and Comparing tech gadgets and accessories in a summarized way to make informed decisions	11825	Non-Enterprise	No
[624]	The last time I use copilot was because I was trying to decide on what kind of clothing that I need and it helped out a lot	I was also trying to figure out the best movie that is in theaters that has the best ratings	11848	Non-Enterprise	No
[625]	the last time i made use of microsoft pilot. i used it to researvh trouble shoot options for my system	yes, i was researching trouble shoot options for my brand	11868	Enterprise	No
[626]	I used Copilot to help me find freelancing gigs. It gave me several different websites to go to and use for freelancing.	I also used Copilot the same day to find out information on jobs in IT and how to accomplish getting there. It helped me with solid trusted resources on how to accomplish these goals.	11889	Non-Enterprise	No
[627]	I just wanted to run a search on a topic	I think I was trying to use the search engine snd copilot popped up with some opinion about my terms	11895	Non-Enterprise	No
[628]	I was trying to get info on immigration laws	I also asked about sales tax in washington	11915	Non-Enterprise	No
[629]	The last time I used Copilot, I was trying to get AI to help me plan how to decorate my living room. I wanted some ideas on how to add pictures, decor, rugs and window coverings to create a functional and cozy room to live in	No that was it	11958	Non-Enterprise	No
[630]	I was trying to search information I needed	I was wanting a summary in detail	11965	Non-Enterprise	No
[631]	The most recent time I used Copilot was when I wanted to find out if there was a Burlington store in my state because I wanted to purchase a gift for a friend that was only sold in Burlington stores.	I also asked about potential discount stores that had nice gifts in my area.	11980	Non-Enterprise	No
[632]	I was looking up information related to listeria in food products.	I wanted some help with a story I was writing. And I feel that AI was really useful in doing so.	12017	Non-Enterprise	No

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All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[633]	Trying to get an answer to a question	No just get the answer I was thinking about	12043	Non-Enterprise	No
[634]	Most of the time helps me in text corrections, translate different languages, resume of reports and statistics	Support me on daily research online	12118	Enterprise	No
[635]	I was doing research on how to troubleshoot an issue my neighbor was having with their car	I was also hoping to find a video tutorial on the subject	12130	Non-Enterprise	No
[636]	I was trying to find the answer to a question that came to mind.	I was trying to do research so I decided to use Copilot.	12142	Non-Enterprise	No
[637]	I was trying to research about shopping	I was trying the best cheese	12146	Enterprise	No
[638]	i was asking questions pertaing to a variety of topics		12147	Non-Enterprise	No
	Total Also Coded as "Research of News or Current Events"				**14**

Notes:
[1] These responses were categorized into the "Research or search about other personal topics of interest" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

Appendix K.2
Open-Ended, Categorized Responses - "Research or search about other personal topics of interest" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[1]	I've used Copilot to translate between French and English, summarize articles for personal reading, and explore entertainment releases with concise bilingual notes.	922	Non-Enterprise	Yes
[2]	Summarizing articled, getting an overview of a topic, asking google search a question and having the answer appear.	998	Non-Enterprise	Yes
[3]	It was to look up new information about the political views an economy.	1457	Non-Enterprise	Yes
[4]	Researching various topics and summarizing articles.	2090	Non-Enterprise	Yes
[5]	Learn how to do other thing, find information on Places I was going to visit. I also like a summary of world events .	2807	Non-Enterprise	Yes
[6]	I always look up things about people, places, and events	2959	Non-Enterprise	Yes
[7]	To look up events and history to learn more	3299	Non-Enterprise	Yes
[8]	I frequently ask questions about literature for example or about world events.	5830	Non-Enterprise	Yes
[9]	I use it for relationship advice, medical advice, gym plans, meal planning, researching news stories and creating images.	6407	Non-Enterprise	Yes
[10]	Creating and manipulating images, checking facts on current events, getting health information and general ridiculousness.	6868	Non-Enterprise	Yes
[11]	To summarize information on news and topics I am interested in.	6927	Non-Enterprise	Yes
[12]	I used Copilt to get quick answers for everyday questions, compare product options before shopping, plan family trips with destination ideas, and summarize news articles for easier understanding.	7263	Non-Enterprise	Yes
[13]	Research, looking at news	7598	Non-Enterprise	Yes
[14]	I've used it for everyday life tasks and to search about news that are going on in the world also when I need an advice about something I usually use it	8347	Enterprise	Yes
[15]	work, sports, politics and the latest news.	9090	Non-Enterprise	Yes
[16]	the purposes of my other uses of copilot also include question related to several aspects of life. from religion to current affairs to my work.	9156	Non-Enterprise	Yes
[17]	in depth details on the new tax bill. also did research on the Mackinac Bridge.	11548	Non-Enterprise	Yes
[18]	Too find information about a question	34	Non-Enterprise	No
[19]	Most of my uses are similar to my most recent use. Copilot finds me specific data very quickly and accurately.	35	Non-Enterprise	No
[20]	just to get general information and to ask about a prescription medicine i was going to take	41	Non-Enterprise	No
[21]	I used co pilot for researching information and structuring articles.	42	Non-Enterprise	No
[22]	I have also used it to plan a vacation itinerary, get recipe ideas based on ingredients I had available, and help draft a polite complaint email to a service provider.	56	Non-Enterprise	No
[23]	In the past 12 months i have used copilot for several personal purposes including researching topics of interest	65	Non-Enterprise	No
[24]	for gathers informations of use ai , recent trips of european countries and discover new palace for next 6 month	74	Non-Enterprise	No
[25]	i have used vopilot in the past 12 months to assist with several personal projects in word, excel, and powerpoint.	85	Non-Enterprise	No
[26]	I used to research information on Personal topics and information	114	Non-Enterprise	No
[27]	No other use, other than one described earlier	121	Non-Enterprise	No
[28]	It was to ask questions	125	Non-Enterprise	No
[29]	Writing and reviewing email, graphics and research.	139	Enterprise	No

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All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[30]	I often use it for summarizing research I'm doing as well as using for comparison for products I'm considering purchasing.	144	Non-Enterprise	No
[31]	access to answers	163	Non-Enterprise	No
[32]	I use it for work and personal questions, research and ideas.	202	Non-Enterprise	No
[33]	I only have used Copilot so far for general information	211	Non-Enterprise	No
[34]	I ASKED IT FOR ADVICE ON MY PERSONAL STUFF	248	Non-Enterprise	No
[35]	Getting fast facts or explanations on technical topics	249	Non-Enterprise	No
[36]	I used Copilot to write and organize personal documents	253	Non-Enterprise	No
[37]	telling them to answer many things about world	266	Non-Enterprise	No
[38]	Search for restaurants and types of wine	281	Non-Enterprise	No
[39]	Simply to look things up; and verify the accuracy. I'm not one hundred percent sure that all the information is correct.	295	Non-Enterprise	No
[40]	always just to answer questions	307	Non-Enterprise	No
[41]	Simply to get answers to questions ans instructions on how to do something	308	Non-Enterprise	No
[42]	I use it for work related task and I also use it for personal related task at home	355	Enterprise	No
[43]	The only reason I use the AI tool Copilot is for work purposes and to learn new skills	369	Enterprise	No
[44]	I use it to brainstorm creative social posts. I also ask it about concepts and learn from it.	397	Non-Enterprise	No
[45]	Basic questions, create some images, simple things usually.	421	Non-Enterprise	No
[46]	I use it to research, help answer questions. I use it to compare different items. I also use it to help compose emails and letters.	435	Non-Enterprise	No
[47]	I use it for personal purposes to learn some new things	457	Non-Enterprise	No
[48]	To brainstorm for idea	459	Enterprise	No
[49]	I used it for my own personal research use	526	Enterprise	No
[50]	SEARCH INFORMATION	531	Non-Enterprise	No
[51]	I use Copilot to learn new programming languages, create personal projects, automate tasks, and explore creative or coding ideas.	537	Non-Enterprise	No
[52]	Mainly just looking up information on things	585	Non-Enterprise	No
[53]	it helps me doing my personal and working tasks fast	590	Non-Enterprise	No
[54]	Job search, question on finances	618	Non-Enterprise	No
[55]	I use it it to give me advices , managing tasks, learning languages and , comparing prices and for fun	626	Non-Enterprise	No
[56]	I mostly use it as a research tool or a way to compile data about DIY crafts and engineering	642	Non-Enterprise	No
[57]	I use Copilot to help me write emails, create documents, learn new things and come up with new ideas for life. I also use it to check grammar, summarize information, and make my writing sound clearer.	651	Non-Enterprise	No
[58]	I really haven't used Copilot that much, though I'd probably put it in a close second in terms of usefulness. When I have it's just been basic searches that probably could have been done in Google.	654	Non-Enterprise	No
[59]	I really use it for gathering information and comparing products and services.	718	Non-Enterprise	No
[60]	I.juar wanted to look up information about an event	723	Non-Enterprise	No
[61]	It was for the same purposes	731	Non-Enterprise	No
[62]	It's basically been the same usage in regards to CoPilot.	738	Non-Enterprise	No
[63]	Research on medical conditions, medications, health related information	742	Non-Enterprise	No
[64]	To search for information	776	Non-Enterprise	No

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Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[65]	I needed to know something about a topic.	791	Enterprise	No
[66]	Research most of the time and check the information if it's true or false	806	Non-Enterprise	No
[67]	Finding answers to health problems, input your symptoms and chat gpt will find a solution	808	Non-Enterprise	No
[68]	It's mostly been web searches, but sometimes looking for apps, setting a calendar, etv	810	Non-Enterprise	No
[69]	ABOUT THE SAME	813	Non-Enterprise	No
[70]	I sometimes use it to look up and research products Im interested in buying.	814	Non-Enterprise	No
[71]	The other purpose I used it was for cooking ideas and a grocery list for shopping	827	Enterprise	No
[72]	I've used Copilot to help me with trouble shootign what was going on with my computer when it had crashed and had a hard drive failure.	848	Non-Enterprise	No
[73]	My other uses of Copilot was to write a summary of the characteristics of different kinds of flowers.	852	Non-Enterprise	No
[74]	For get new information	872	Non-Enterprise	No
[75]	I have used Copilot to try to gain more detailed information in a variety of instances. There is no one category I've used it for. Recently, I've been using CoPilot to get more in depth information about Medical and Health issues.	894	Non-Enterprise	No
[76]	I used Copilot to summarize documents, draft emails, and analyze personal spending trnds	910	Non-Enterprise	No
[77]	I used it for multiple purposes such as a research and document review projects.	915	Non-Enterprise	No
[78]	I've used it for several things, asking questions, creating images, getting pros and cons list	932	Non-Enterprise	No
[79]	I have done research on legal questions and for editing and research on a book I'm writing.	935	Non-Enterprise	No
[80]	asked questions on various topics and also asked for suggestions about uses of certain spices in recipies	950	Non-Enterprise	No
[81]	To answer wuestions i nedded answered	968	Non-Enterprise	No
[82]	mostly reseaching items.	978	Non-Enterprise	No
[83]	Check some data about foods	981	Non-Enterprise	No
[84]	To find information on something	991	Non-Enterprise	No
[85]	Usually, I use it for getting some information.	1018	Non-Enterprise	No
[86]	Recipe collating. Planning a five year goal analysis.	1056	Enterprise	No
[87]	Planning my next trip and research for the novel I am writing	1077	Non-Enterprise	No
[88]	To look up anything I want and figure out things I cannot on my own.	1100	Non-Enterprise	No
[89]	to get information	1158	Non-Enterprise	No
[90]	I use it to look up definitions of words or phrases that I'm not aware of.	1182	Enterprise	No
[91]	That has been my main research focus, before that didn't really use the AI chat tools.	1195	Non-Enterprise	No
[92]	I've used it for random questions, I've used it to look up info on different things as well as images.	1199	Non-Enterprise	No
[93]	Personal curiosity	1203	Non-Enterprise	No
[94]	Cause I really need to use it for my personal information	1244	Non-Enterprise	No
[95]	I use it to find out about almost anything I have a question about or want to know, as well as to identify things I want to buy.	1274	Non-Enterprise	No
[96]	I usually used Copilot for general information. I actually tested Copilot with a question about an obscure Lutheran Theology question. I had previously tried asking the same question in Bing and Google and received unsatisfactory results. However, Copilot not only answered the question expertly in detail, it even connected the concept accurately with Lutheran Theology. I was very impressed.	1308	Non-Enterprise	No
[97]	I was using it for personal use and just entertaining myself	1335	Non-Enterprise	No
[98]	This was for my personal research purpose regarding LGBTQ	1340	Non-Enterprise	No

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Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[99]	I used Copilot to gain knowledge on certain subjects.	1354	Non-Enterprise	No
[100]	I have used it for work purposes as well as personal purposes.	1380	Non-Enterprise	No
[101]	I have use Copilot to generate images and also just ask it general information on questions that I would like to know more about.	1384	Non-Enterprise	No
[102]	Health issues and for surveys.	1400	Non-Enterprise	No
[103]	Image generation, fact searching, job searching	1403	Enterprise	No
[104]	Research	1404	Enterprise	No
[105]	bouncing ideas off of, comparing products, answers to questions. help with emails, just entertainment something to talk to	1407	Non-Enterprise	No
[106]	I searched for most recent scientific findings on the octopus for my research paper	1459	Non-Enterprise	No
[107]	I've used it in Microsoft Word to help draft and refine personal emails and messages	1506	Non-Enterprise	No
[108]	mostly questions about the location of certian colleges we might look a for our 16 year old daughter	1513	Non-Enterprise	No
[109]	I used it to learn about social media engagement	1544	Non-Enterprise	No
[110]	Shopping for different products, finding deals, and answering other questions	1552	Non-Enterprise	No
[111]	Searching documents and recommendations is what I mostly use it for	1553	Non-Enterprise	No
[112]	I have used Copilot on my mobile device several other times over the past 12 months for personal productivity tasks in Microsoft Word and Outlook. For example,I used it in Word to help draft and edit personal documents such as a travel itinerary,a budgeting spreadsheet summary,and notes for planning a small event with friends. Copilot helped me structure my ideas,check grammar,and rephrase sentences to make the text clearer and more concise.	1560	Non-Enterprise	No
[113]	I use it For searches as well	1564	Non-Enterprise	No
[114]	To handle all my daily needs. Personal and financial	1592	Non-Enterprise	No
[115]	To ask about financial questions	1593	Non-Enterprise	No
[116]	I've used it sometimes instead of a search engine because it's faster to find answers	1598	Enterprise	No
[117]	I used it to research a job I was applying for.	1616	Enterprise	No
[118]	I wanted to know why my phone was not turning on, though it was charging all night	1654	Non-Enterprise	No
[119]	Create other images and get more information than a general google search	1698	Non-Enterprise	No
[120]	Looking for general information testing it out.Trying to see how it really worked verifying things that I saw on facebook	1702	Non-Enterprise	No
[121]	I used it to help me figure out what activities to do while on vacation	1744	Non-Enterprise	No
[122]	Just general information seeking on a variety of topics.	1771	Non-Enterprise	No
[123]	My use of copilot is always related to me trying to find answers to questions I have.	1794	Non-Enterprise	No
[124]	research	1798	Non-Enterprise	No
[125]	I use to look up medical information.	1810	Non-Enterprise	No
[126]	to get quick answers about things in my life that i needed to know	1889	Non-Enterprise	No
[127]	My purpose for my other use of Copilot was to know and learn how to get things done.	1893	Non-Enterprise	No
[128]	I wanted to look up movie ideas for personal preferences	1907	Enterprise	No
[129]	doing quick searches and asking questions	1923	Non-Enterprise	No
[130]	I have always used it to learn how to make things.	1978	Non-Enterprise	No

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Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[131]	In the past 12 months, I've used Copilot for creating and editing personal documents in Word, including drafting essays and letters. I also used it in PowerPoint to help design presentation slides, suggesting layouts and content based on my ideas. Additionally, I used Copilot in Excel to assist with organizing and analyzing data, creating formulas, and generating charts. Copilot made these tasks easier and faster, providing suggestions and automating repetitive steps.	2002	Non-Enterprise	No
[132]	Personal and work related. Planning trips, organizing routines and schedules and asking important questions regarding health and community	2010	Non-Enterprise	No
[133]	work purposes and personal organizing	2038	Non-Enterprise	No
[134]	Cheaper rent in Tampa best areas	2045	Non-Enterprise	No
[135]	To summarize and gather information as needed	2058	Enterprise	No
[136]	To train employees and educate myself	2064	Enterprise	No
[137]	Researched OSHA regulations for liqour retail stores in Missouri and used it to create a checklist. Research Federal Spending in National Parks, specifically Katmai. Researched information about vintage Barbie Dolls. Looked for information about an LLC I worked for many years ago.	2066	Non-Enterprise	No
[138]	My other uses were to search for activities to do while I was on vacation. I also used Copilot to help me understand and find information about different topics related to education and knowledge.	2087	Non-Enterprise	No
[139]	The main purposes that I use co pilot for are finding out information on certain places.Buildings or companies in particular, I also use it to look up and research particular items.I'm interested in	2101	Non-Enterprise	No
[140]	organized spreadsheets, draft emails, design simple presentations and research something new	2111	Non-Enterprise	No
[141]	In addition to my recent use of Copilot for fitness and work task, I have also used it for my project.	2128	Non-Enterprise	No
[142]	Mostly the same things, writing better email letters, asking for help on other topics, researching topics in more depth.	2148	Non-Enterprise	No
[143]	Majority of the time it is used for work and sometimes for personal research	2157	Enterprise	No
[144]	I've used it to summarize emails and other work related content, analyze data, and make suggestions on topics of interest.	2161	Non-Enterprise	No
[145]	To try and do everything I could to fix different problems or do different things in research	2198	Non-Enterprise	No
[146]	coded scripts, analyzed data, planned personal projects	2199	Non-Enterprise	No
[147]	Getting information and ideas on different subjects	2207	Non-Enterprise	No
[148]	I use it for learning, road mapping and information gathering	2227	Non-Enterprise	No
[149]	It was to help organize my plans and help me with making lessons	2237	Enterprise	No
[150]	JUST FIND INFORMATION REAL QUICK ABOUT MY PERSONAL PREFENCES IN MY LIFE	2238	Non-Enterprise	No
[151]	I use to draft my personal spending monthly	2264	Non-Enterprise	No
[152]	New movie releases and places of availability	2332	Non-Enterprise	No
[153]	To accomplish my personal interest.	2337	Non-Enterprise	No
[154]	to get information on stuff	2340	Non-Enterprise	No
[155]	Research for a project...	2342	Non-Enterprise	No
[156]	I use it for gathering many information and make summarize of data and getting proper advice	2344	Non-Enterprise	No
[157]	I use AI for generating new ideas for my work and daily lifestyles.	2347	Non-Enterprise	No
[158]	a mix of shopping suggestions and random factor searches or information.	2350	Non-Enterprise	No
[159]	Nothing other than research	2353	Non-Enterprise	No
[160]	I search some product, items, and complete many task.	2376	Non-Enterprise	No
[161]	To edit, write and generate ideas	2390	Enterprise	No

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Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[162]	It helped me figure out ideas	2420	Non-Enterprise	No
[163]	Updateing my personal files organized my important things	2429	Enterprise	No
[164]	I tested it at home with questions I need the answer to, so I can see how fast it is. As for personal use, I randomly ask it to settle an argument or before Sunday, I ask it to give me an idea who will win the upcoming NFL games. It will give me predictions based on what the pros say, injuries, etc in record time compared to me doing my own research.	2444	Non-Enterprise	No
[165]	Looking up historical events and migration patterns.	2473	Non-Enterprise	No
[166]	To get help on smart devices in the home.	2519	Non-Enterprise	No
[167]	I use copilot when I have questions that I would think of and not have to search for hour in the internet	2534	Non-Enterprise	No
[168]	To dosearches on the web	2541	Non-Enterprise	No
[169]	I looked up how to change spark plugs in a car	2563	Non-Enterprise	No
[170]	I like to use it for history purposes.	2567	Non-Enterprise	No
[171]	I had no other purpose then the purpose I use it for it's great for me	2572	Non-Enterprise	No
[172]	Finding the best places to eat, what to cook, lowest price on high ticket items I was purchasing	2582	Non-Enterprise	No
[173]	For research and discovery purposes mostly	2589	Non-Enterprise	No
[174]	Research, planning, and design.	2605	Enterprise	No
[175]	I used copilot for assistance in questions and answers. Overall, research and accuracy.	2607	Non-Enterprise	No
[176]	I used Copilot to assist in redesigning my bedroom and living room within my home, as well as gathering outfit and hair ideas for vacations.	2617	Non-Enterprise	No
[177]	Just for research purposes and price comparison	2621	Non-Enterprise	No
[178]	Email writing searching reviews	2622	Non-Enterprise	No
[179]	I have looked for businesses, cooking directions, and car related repairs.	2643	Non-Enterprise	No
[180]	Just trying to find out answers to things I needed to find	2658	Non-Enterprise	No
[181]	Look up things to learn and increase my knowledge	2674	Non-Enterprise	No
[182]	I used co pilot for my clothing line, for a workout regime, I use co pilot for diet and budgeting. Setting a routine.	2683	Non-Enterprise	No
[183]	To help me with my projects i was trying to get done. Also i used it to help me learn	2696	Non-Enterprise	No
[184]	In my own personal time, to help me write an email.	2700	Non-Enterprise	No
[185]	For cooking, outdoor gardening uses, stuff for daily living	2713	Non-Enterprise	No
[186]	While searching general legal information the edge version shows information that gets your attention with information that is always relevant to topics needed	2741	Non-Enterprise	No
[187]	I use it to make research about my daily life and what interest me	2752	Non-Enterprise	No
[188]	I have mostly been using it to find answers or suggestions to things I have an interest in	2779	Non-Enterprise	No
[189]	I've used it to clean up personal emails, outline small projects, and format simple documents. It helped me organize my thoughts faster and made the writing look neater without much effort.	2852	Non-Enterprise	No
[190]	I used it to enhance my knowledge and complete a work task.	2875	Enterprise	No
[191]	Used it to find information on historical events	2883	Non-Enterprise	No
[192]	Mostly for looking things up or getting templates for personal use.	2884	Non-Enterprise	No
[193]	Maybe on how to make myself more attractive or taller	2903	Enterprise	No
[194]	To find out information in regards to my personal life and business life	2939	Non-Enterprise	No
[195]	To get quick answers to questions I had Helped me generate images for the statements I had	2958	Non-Enterprise	No
[196]	travel and finances	2979	Non-Enterprise	No
[197]	1.for coding 2.for writing and documentation 3.for learning	3001	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[198]	Planning walking tours of various towns in Greenland where to go in my town for paper shredding Menus of different restaurants	3014	Non-Enterprise	No
[199]	Just for personal reasons to have fun	3045	Non-Enterprise	No
[200]	Creating an updated and organized digital recipe book for my home.	3055	Non-Enterprise	No
[201]	Research to gain more understanding of an issue	3060	Non-Enterprise	No
[202]	Medical questions and general information about various subjects	3068	Non-Enterprise	No
[203]	I've used it for research purposes, writing help amongst other things	3095	Enterprise	No
[204]	Well, it's recipes, news articles, plants and gardening tips, decorating tips. Weather. Anytime I just have a random question.	3127	Non-Enterprise	No
[205]	I used it to summarize documents, draft messages and organize personal plans efficiently.	3152	Non-Enterprise	No
[206]	I also use Microsoft Copilot for personal use	3227	Enterprise	No
[207]	The same way I used Google, I used Bing (I.e. searches sometimes had an AI summary at the top). So this made me occasionally use copilot itself to see what it had to offer.	3240	Non-Enterprise	No
[208]	I would occasionally ask a general question to get an answer	3244	Non-Enterprise	No
[209]	I like to use Copilot to help me research shopping. I also use it to get information on things i am interested in.	3265	Non-Enterprise	No
[210]	I looked for the benefits of various Medicare advantage plans.	3281	Non-Enterprise	No
[211]	Reasearch coding, cost of medical proceedures, state laws and regulations.	3322	Enterprise	No
[212]	To seek out information that I needed.	3326	Non-Enterprise	No
[213]	To look up answers to general question I had.	3349	Non-Enterprise	No
[214]	I usually just use Copilot to answer questions, but once in a while just for fun I have it generate funny images (Ex. a frog driving a car)	3352	Non-Enterprise	No
[215]	Getting information a a new car	3370	Non-Enterprise	No
[216]	To help my price and gather information about some antiques that were passed down to me.	3391	Non-Enterprise	No
[217]	If have used them for mechanical purpose on fixing my car	3392	Non-Enterprise	No
[218]	The purposes of our use of Copilot has mainly been research and refinement.	3417	Enterprise	No
[219]	They were mainly for school and work purposes, but also personally purposes	3437	Non-Enterprise	No
[220]	To search for items that I was interested in purchasing and other travel related items	3446	Non-Enterprise	No
[221]	Well I also use it for personal organization and creative pursuits learning new hobbies and entertainment like planning my travel entry itineraries for one and recommending hotels and categorizing my personal spending and suggesting my budget adjustments and it helps me generate weekly meal ideas and create grocery list which come in handy	3480	Non-Enterprise	No
[222]	Other uses of copilot included medical advice, descriptions of health symptoms, meaning of different slangs or words, job hunting, businesses that hire only remote employees, searching for different names for business ideas, movie related questions	3520	Non-Enterprise	No
[223]	other uses include creating images of ideas in my head, looking up information, making a chapter book for some children i know specific to their adventures	3528	Non-Enterprise	No
[224]	Research on books that I have been using in the past, checking the accuracy of the writer, characters, setting, etc.	3536	Non-Enterprise	No
[225]	I looke up the name of a possible Russian dish that I knew only was a salad with herring and beetroot.	3553	Non-Enterprise	No

Appendix K.2
Open-Ended, Categorized Responses - "Research or search about other personal topics of interest" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[226]	I do not use co-pilot for work or with my browser. My place of employment, Spectrum, bans the use of AI on the premises and blocks it. I have only used it with my personal account on Word for my own nonprofessional uses.	3559	Non-Enterprise	No
[227]	as an alternative to google search to research specific topics	3564	Non-Enterprise	No
[228]	I am an Author of 5 books. I have used AI to review my writing to ensure good grammar and word use. (I am slightly dyslexic). One main activity is entering into debate exchanges with Copilot on various subjects and philosophy. Some exchanges were several hours long. I appreciate the fact that Copilot references all its information	3566	Non-Enterprise	No
[229]	I was trying to find out ancestors and how many and in what categories and a regions they were from	3579	Non-Enterprise	No
[230]	It varies vastly. It includes: Letter writing, court documents to accurately write, asking to write quite for me on different subjects, interpreting medical test results in lat terms, researching quantum physics and quantum AI computer 'Willow', To-Do Lists, making ai paintings and visuaks, and so much more	3583	Non-Enterprise	No
[231]	Searches, help with personal mental health activities,and general knowledge..	3634	Non-Enterprise	No
[232]	as a search engine for various general information such as what was the revenue of a company last	3667	Enterprise	No
[233]	I have asked for cooking techniques and recipes.	3695	Non-Enterprise	No
[234]	Search music Creat a image	3722	Non-Enterprise	No
[235]	As a way to quickly find answers to questions and more information	3741	Non-Enterprise	No
[236]	I work from home I sell real estate so I did use it for personal experiences. But I am also looking to purchase additional property	3749	Non-Enterprise	No
[237]	As I said before, I use Copilot to get answers to question and to learn about current events.	3760	Non-Enterprise	No
[238]	Needed info on a certain drug, its after effects, and its uses	3765	Non-Enterprise	No
[239]	I have used AI in the past to research many subjects such as investments, travel and health issues etc.	3795	Non-Enterprise	No
[240]	Asking Co-Pilot to explain differences between revocable and irrevocable trust.	3806	Non-Enterprise	No
[241]	To gain knowledge on other subjects or tasks	3819	Non-Enterprise	No
[242]	I used it for movie information, weather, actors and actresses, and general information.	3844	Non-Enterprise	No
[243]	Informational	3947	Non-Enterprise	No
[244]	I used it to check or loop up some facts and information	3961	Non-Enterprise	No
[245]	Looking up different stuff, shopping and pricing things	3992	Non-Enterprise	No
[246]	I use AI to get definitions of words I don't understand in certain contexts and also use it for more complex mathematical calculations.	4011	Non-Enterprise	No
[247]	I asked banking questions, hypothetical lottery number suggestions, and asked Copilot to interprete my dreams.	4026	Non-Enterprise	No
[248]	Mostly just general questions of tv shows to watch or the weather for the day	4052	Non-Enterprise	No
[249]	Simple questions	4057	Non-Enterprise	No
[250]	Searching for reviews on a doctors office	4099	Enterprise	No
[251]	I compose letters to friends using Outlook so I usually use AI to find quick answers to things I am thinking about from the previous week, such as music and books, pop culture, history, etc.	4117	Non-Enterprise	No
[252]	Medical advice, help with creative writing.	4135	Non-Enterprise	No
[253]	I created a bunch of images and searched for books and other guitar stuff.	4168	Non-Enterprise	No
[254]	For information about downloading an app and if it was secure	4173	Non-Enterprise	No
[255]	Other uses were for fixing stuff around my house that I didn't have knowledge of	4217	Non-Enterprise	No
[256]	for my personal work	4257	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[257]	seeking in deph information.	4288	Non-Enterprise	No
[258]	I just used it to gain proper information on other types of information.	4318	Non-Enterprise	No
[259]	My reasons for using Microsoft Copilot have been mixed, for different reasons at different times. There have been times I've used Microsoft Copilot for Personal Reasons, and there have been times I used this AI Tool for Business.	4386	Non-Enterprise	No
[260]	I use it to find important information I need online in one place it is awesome I enjoy using it to help with certain tasks.	4411	Non-Enterprise	No
[261]	I used it to translate other languages, research information and tutorials	4428	Non-Enterprise	No
[262]	to find nformation and make invitations	4468	Non-Enterprise	No
[263]	I use copilot to also control some of my smart home devices, I use it to generate pictures, and videos. I use it to do research for me or answer questions for me.	4481	Non-Enterprise	No
[264]	It has always been for educational purposes or for answering my questions to do my job	4519	Enterprise	No
[265]	I used it to get information about cabinet members in a the Mayor's government	4525	Non-Enterprise	No
[266]	I use it for all my work personal and professional work. Use it all the when i need help with some task, that i can easily do with it.	4538	Non-Enterprise	No
[267]	I also used it for personal reasons like gaining information about a topic	4551	Enterprise	No
[268]	Also used it for personal matter like searching ideas and information in certain subject matters.	4554	Enterprise	No
[269]	I use copilot for lots and lots of reasons and to accomplish different tasks at different times. I use copilot for general advice, information gathering, seeking general information, research purposes, calculations and many more	4561	Non-Enterprise	No
[270]	I have also used Copilot to get writing suggestions for personal projects, organize daily tasks, and improve messages or short documents. It helps me save time, write more clearly, and stay productive.	4581	Non-Enterprise	No
[271]	I wanted to discover and do my own research of how helpful it acually is for everyday use.	4594	Enterprise	No
[272]	Ti check emails , summarize them . To search online for information . And make suggestions .	4597	Non-Enterprise	No
[273]	I ask him questions about baby	4607	Non-Enterprise	No
[274]	In the past year, I have used Copilot to draft personal emails in Outlook, summarize notes in Word and organize a simple budget in Excel. It helped me save time, keep my writing clear and make everyday tasks easier to manage	4608	Non-Enterprise	No
[275]	Helps me in my daily life , like organizing time with a good program , selecting the products I want , and suggesting lots of activities for me	4629	Non-Enterprise	No
[276]	To make research and analysis more difficult professional jobs	4632	Non-Enterprise	No
[277]	In the past 12 months, I've primarily used Copilot in Microsoft Word and Excel for personal productivity. In Word, I used it to help draft and edit personal documents such as letters, summaries, and writing projects. In Excel, I used it to organize and analyze personal budgeting data, create simple formulas, and generate charts. I also occasionally used Copilot in Outlook to help write and refine	4633	Non-Enterprise	No
[278]	I use it to schedule tasks, create personalized insights and navigate	4639	Non-Enterprise	No
[279]	Other than work, inspiration of storytelling and research thereof. It is a tool that covers all fields and facets pertaining to productivity.	4661	Enterprise	No
[280]	I mainly use Copilot for work related reasons or to answer occasional questions when my curiosity is piqued enough.	4679	Non-Enterprise	No
[281]	Organize my day and help me get answers quickly.	4684	Non-Enterprise	No
[282]	Brainstorming and creating workouts for me	4743	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[283]	to research information	4769	Non-Enterprise	No
[284]	Answers to specific questions	4772	Non-Enterprise	No
[285]	Getting ideas for fixing things around the house, asking questions about my pets' behaviors, talking about my relationship	4776	Non-Enterprise	No
[286]	mostly to quickly find and summarize information for personal use	4796	Non-Enterprise	No
[287]	I use almost daily in edge to ask questions about things I want to know more about	4821	Non-Enterprise	No
[288]	for research purposes for summarization purpose to help draft responses	4823	Enterprise	No
[289]	Searching for something	4871	Non-Enterprise	No
[290]	My purpose of my other uses if Copilot was to simplify tasks, spark creativity, explore new ideas, stay organized, learn faster, and turn everyday challenges into opportunities for growth, clarity, and	4878	Non-Enterprise	No
[291]	I also use it when trying to come up with a new receipt for family meals	4879	Non-Enterprise	No
[292]	i have used it for mny things and research	4948	Non-Enterprise	No
[293]	Used Copilot for personal documents, spreadsheets, and note summaries.	4958	Non-Enterprise	No
[294]	Similar instances of gathering information.	4960	Non-Enterprise	No
[295]	to research and do personal and work tasks	5071	Enterprise	No
[296]	I used Copilot to draft personal documents,organize notes, and create quick outlines for ideas.	5132	Non-Enterprise	No
[297]	Work related and personal related and for fun	5178	Enterprise	No
[298]	Non- work related matters such as generating images and gathering family recipes	5196	Non-Enterprise	No
[299]	Information search and data compilation	5241	Non-Enterprise	No
[300]	I need help with an engine. I need details on the d cells, and the inverters	5243	Non-Enterprise	No
[301]	Its for Business	5267	Enterprise	No
[302]	Just researching information	5312	Non-Enterprise	No
[303]	Everyday questions and research	5324	Non-Enterprise	No
[304]	Planning things getting answers	5332	Non-Enterprise	No
[305]	For fun and get information	5392	Enterprise	No
[306]	I have had different purposes such as greeting short videos or helping me research topics I am looking	5406	Non-Enterprise	No
[307]	Also helo me writting sound more profesional or natural, check or learn about some topics and	5412	Non-Enterprise	No
[308]	Use it for research, idea generation, general search purpose etc.	5422	Non-Enterprise	No
[309]	Just questions i want answered	5427	Non-Enterprise	No
[310]	to answer questions i don't know the answer to	5473	Non-Enterprise	No
[311]	I use it to get Point of information, example of word, style letter form.	5490	Non-Enterprise	No
[312]	I mainly just use it to get ideas. I wouldn't think of her put words and phrases I wouldn't think of.	5497	Non-Enterprise	No
[313]	Just keeping up with emails and forms I need to fill. Doing continuing education	5498	Enterprise	No
[314]	It was just for personal uses only.	5505	Non-Enterprise	No
[315]	To find information about a specific app or product that we use, to compare products, to create emails and social media posts, to pull information from a document	5523	Enterprise	No
[316]	Additionally, I've used Copilot to create event invitations in Word, organize personal budgets in Excel, and condense long personal documents for convenient access.	5532	Non-Enterprise	No
[317]	I want to find answers to general questions	5580	Non-Enterprise	No
[318]	I used it for taking down information.	5583	Non-Enterprise	No
[319]	I use Copilot at the present time to answer questions. I am considering using AI to plan trips.	5727	Non-Enterprise	No
[320]	I have used the AI to help answer questions I have	5743	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[321]	to assist with brainstorming ideas on topics of discussions at our meetings; things i would not have remembered or perhaps even thought about myself	5784	Enterprise	No
[322]	Along with my most recent use, I also experimented with coding projects, investigated new Python libraries, and automated minor personal tasks like file management and data organization using Copilot. Additionally, it made it easier for me to test various strategies, learn coding techniques more quickly, and troubleshoot errors without depending entirely on manual debugging or online tutorials.	5786	Non-Enterprise	No
[323]	Just asking for general information!	5880	Non-Enterprise	No
[324]	writing and researching for personal use	5940	Non-Enterprise	No
[325]	Almost always, I use Copilot to quickly find answers to relatively simple questions. It beats putting keywords into a search engine and then having to scroll through search results	5954	Non-Enterprise	No
[326]	I wanted to know the air frying of frozen salmon patty	5972	Non-Enterprise	No
[327]	Just to ask general questions or find information for homework	6097	Enterprise	No
[328]	Personal interests	6113	Non-Enterprise	No
[329]	to learn more about a particular subject	6165	Non-Enterprise	No
[330]	I was interested in learning how to navigate the internet and obtain personal information using the AI	6245	Non-Enterprise	No
[331]	I needed help to understand some test results from my doctor; It also helped me with a script for the conversation about the results	6297	Non-Enterprise	No
[332]	I normally use AI for informational purposes such as weather forecasts in other locations, a name or event or date I cannot recall, making rapid calculations, conversions to and from metric, etc.	6325	Non-Enterprise	No
[333]	To get answers to questions	6368	Non-Enterprise	No
[334]	I used it for general knowledge questions and for things that I didn't think google would provide good answers for	6415	Non-Enterprise	No
[335]	I kinda use copilot now as a web browser so I ask copilot a lot of questions just for general ideas I use it for school and personal reason if not everyday every other day.	6455	Non-Enterprise	No
[336]	I ask Co-Pilot different questions it depend's on what I need. Sometimes I ask it questions related to shopping, work, ideas. Just whatever I need to ask.	6462	Non-Enterprise	No
[337]	I was using it to get some suggestions on my daughter birthday that's coming up	6469	Non-Enterprise	No
[338]	Learn new information not available elsewhere	6471	Non-Enterprise	No
[339]	I would use it to do history lessons	6481	Non-Enterprise	No
[340]	I really only use Copilot to find out information about Microsoft programs.	6588	Enterprise	No
[341]	Vacation resorts, creating prompts, and finding out facts about interesting things.	6599	Non-Enterprise	No
[342]	I always just use copilot for aiding in search functions. I haven't used it for anything else but I'd be open to other ways in the future.	6619	Non-Enterprise	No
[343]	research topics for shopping and other items	6651	Non-Enterprise	No
[344]	Searching for info on artificial intelligence	6691	Non-Enterprise	No
[345]	I used Copilot in the past 12 months for personal reasons.	6789	Non-Enterprise	No
[346]	For personal use included drafting emails and summarizing threads in Microsoft Outlook, creating polished presentations.	6791	Non-Enterprise	No
[347]	I use them to find local doctors, restaurants, and other places in town. I also ask for dates of new shows or movies. Recipes and their ingredients are also easier to find.	6797	Non-Enterprise	No
[348]	Get information about a place	6804	Non-Enterprise	No
[349]	Car related repairs House related repairs	6807	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[350]	I used it to try to edit photos to remove or add content in the background. I used it to search for information. I also used it to produce imagery	6810	Non-Enterprise	No
[351]	Mainly use it for technical questions.	6840	Non-Enterprise	No
[352]	I often ask about rockhounding locations or how to diy tasks I need to accomplish.	6841	Non-Enterprise	No
[353]	I've mainly used Copilot to plan personal trips, draft messages, look up quick explanations, and get ideas for home projects or hobbies	6845	Non-Enterprise	No
[354]	To stream line my personal fiances	6850	Non-Enterprise	No
[355]	Mostly work and random questions	6861	Enterprise	No
[356]	general search for health topics and shopping	6887	Non-Enterprise	No
[357]	Just for ideas and to update my resume	6908	Non-Enterprise	No
[358]	Everything in general. Work school and life	6909	Non-Enterprise	No
[359]	I use it for research of goods and services	6912	Non-Enterprise	No
[360]	general search	6922	Non-Enterprise	No
[361]	Mainly for research purpose.	6948	Non-Enterprise	No
[362]	Just for research on my own time	6949	Non-Enterprise	No
[363]	I used it to get instructions on building a dog house	6954	Non-Enterprise	No
[364]	Research, image generation, and other questions.	6985	Non-Enterprise	No
[365]	To use it in the research and get more details and notes of more and clear idea to get more details	7001	Non-Enterprise	No
[366]	I use copilot whenever i'm looking for something online	7041	Non-Enterprise	No
[367]	I mainly used Copilot over the past year to help draft documents, summarize information, and organize my notes more quickly	7053	Non-Enterprise	No
[368]	I have just been using it for General information in addition to what I already use, just to get more acquainted with how it works.	7081	Non-Enterprise	No
[369]	To help with presentations and fact checking	7088	Non-Enterprise	No
[370]	to learn information	7097	Non-Enterprise	No
[371]	Personal use	7100	Enterprise	No
[372]	Just to help organize and set up my windows and my android phones and tablets, all connected	7124	Non-Enterprise	No
[373]	I have used it for sports information, restaurant information. Literally anytime I have a question I feel like I can just ask. B	7131	Non-Enterprise	No
[374]	I have also used copilot on my personal life to streamline the family finances and make the household more efficient	7139	Non-Enterprise	No
[375]	just to look up general information about stuff.	7156	Non-Enterprise	No
[376]	I am usually just looking for information about a particular topic. Sometimes, I am looking for things to do in a town	7175	Non-Enterprise	No
[377]	to seek answers	7182	Non-Enterprise	No
[378]	In addition to my most recent use of Copilot, I have used it several other times in the past 12 months through Outlook for personal purposes.	7214	Non-Enterprise	No
[379]	I use it for all purposes in life, whenever I don't have the answers for certain questions	7233	Non-Enterprise	No
[380]	I have come up with menus for the week; I have used it to compare two computers to find the best value; I have used it to create maps for RPGs	7246	Non-Enterprise	No
[381]	I used Copilot to find out the cost of certain parts for my car the value selling trends, buying trends	7264	Non-Enterprise	No
[382]	I've used Copilot for tasks like content generation, data analysis, and streamlining research to improve productivity across various projects.	7293	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[383]	I use it to make task decisions in my daily life	7304	Non-Enterprise	No
[384]	Recipe ideas, searching through websites	7311	Non-Enterprise	No
[385]	Mostly just personal organization and random questions that come to mind and I want a fast answer and sources	7321	Non-Enterprise	No
[386]	I use for personal research as well.	7372	Non-Enterprise	No
[387]	I use Copilot to do research, also to chat, or to know new things, I like to use AI to learn more too	7374	Non-Enterprise	No
[388]	Trying out different AI platforms. General questions about various topics. Use it as an assistant when programming code.	7382	Non-Enterprise	No
[389]	I've used Copilot a couple of times to research items. If I'm looking for a "how to" or a "what if" or to help answer a question	7395	Non-Enterprise	No
[390]	Additionally, I've used Copilot to look up basic information, summarize articles, obtain brief explanations for topics I was interested in, and generate ideas for hobbies or personal projects. When compared to manual searching, it helps streamline information and save time.	7407	Non-Enterprise	No
[391]	The only time I have used copilot is when I'm using the Bing browser and I ask it something and then the copilot comes up and shares an answer. Some of the times the answers are helpful some of the times they're not helpful at all. I might ask When is the best time to plant fescue seed in Oklahoma. Or I might ask it how do I dig a trench and properly bury conduit on my property. For some of these things it will provide some good step by step instruction	7468	Non-Enterprise	No
[392]	When writing texts, I am working on a novel, I use Copilot to help me with the text and to help me with research. Other uses are daily questions about TV series or recipes or such.	7497	Non-Enterprise	No
[393]	Research for medical causes, compose a letter and just general information.	7516	Non-Enterprise	No
[394]	researching an issue or getting ideas	7517	Non-Enterprise	No
[395]	To compose emails, SMS and gather informations	7519	Non-Enterprise	No
[396]	Getting answers to health-related questions	7533	Non-Enterprise	No
[397]	Mostly to save me time on documents and research and be more productive.	7542	Non-Enterprise	No
[398]	I've used it for research, trends, side hustles, diy's, craft inspiration	7544	Non-Enterprise	No
[399]	To get more ideas and to have a broader perspective on what I'm doing	7547	Non-Enterprise	No
[400]	General searches for information	7582	Non-Enterprise	No
[401]	just to see what information it would bring up	7590	Non-Enterprise	No
[402]	I used it for fun alone and with friends to create mosh up pics, funny jokes that reference current events, to compose drafts of letters or emails, to create puzzles for my neighborhoods kids, and to design invitations to a dinner party.	7594	Non-Enterprise	No
[403]	I use it for general information	7599	Non-Enterprise	No
[404]	I also use Copilot to organize my finances and budget for my personal expenses throughout the year.	7625	Non-Enterprise	No
[405]	I mainly use for the Internet	7632	Non-Enterprise	No
[406]	I always use Copilot when I'm trying to get specific information, such as when I'm trying to figure out what to buy or how to resolve an issue. For example, I used Copilot to help me find a new desktop computer and then set it up.	7647	Non-Enterprise	No
[407]	i usually ask it random questions through out the day	7660	Non-Enterprise	No
[408]	Last week i just use it for my personal work .	7669	Enterprise	No
[409]	Personal used, for fun and for hell	7680	Non-Enterprise	No
[410]	I brought her in to learn new meals	7689	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[411]	Career, school, goals	7716	Non-Enterprise	No
[412]	To answer my questions and everything else I have to do.	7726	Enterprise	No
[413]	I have asked copilot many things last time I asked it how to cook a meal and it step by step told me how to make what I was looking for	7772	Non-Enterprise	No
[414]	I searched up a product by copying it into Copilot and let it provide me the search results. I have asked questions using Copilot to find more personalized info for me.	7994	Non-Enterprise	No
[415]	General curiosity or help with questions that I had.	8028	Enterprise	No
[416]	One of the inquiries was comparing different financial products.	8034	Non-Enterprise	No
[417]	I use it for everything from general questions, definitions, explanations of phenonemon (ex: aurora lights, etc), to help writing stories and creating characters.	8054	Non-Enterprise	No
[418]	For informative and helpful advice	8093	Non-Enterprise	No
[419]	Just searching for information, or for comparing products like phones and laptops	8129	Non-Enterprise	No
[420]	general use for basic questions that one would ask google	8235	Non-Enterprise	No
[421]	personal advice, ideas, general advice, fitness	8280	Non-Enterprise	No
[422]	Mostly discussing politics and my cats. Probably asked random questions	8296	Non-Enterprise	No
[423]	Answering questions, editing photos, and helping with work completion	8315	Non-Enterprise	No
[424]	Just asking basic information	8323	Non-Enterprise	No
[425]	I have also search historical figures to gather facts about them	8327	Non-Enterprise	No
[426]	Mostly for ebike research. Headphone information. Survey sites.	8382	Non-Enterprise	No
[427]	I used Copilot in Microsoft word to draft personal letters and summarize long articles.	8388	Non-Enterprise	No
[428]	for research	8404	Enterprise	No
[429]	from work related issues to personal obes i have used copilot for many different reasons	8417	Non-Enterprise	No
[430]	Sometimes I need help with writing prompts and brainstorming ideas and I find these tools to be a good starting point to start my creative process	8434	Non-Enterprise	No
[431]	For work, to look up a recipe, medical advice...	8454	Enterprise	No
[432]	Usually getting concise summaries of info. Helps me better understand the subject matter.	8456	Non-Enterprise	No
[433]	I've used Copilot for various purposes including writing assistance, summarizing documents, generating code snippets, creating email drafts, brainstorming ideas, and simplifying complex topics.	8469	Non-Enterprise	No
[434]	I was looking for a recipe to make with chicken	8495	Non-Enterprise	No
[435]	Information, work related research, medical information, interpretation of test results. Trip planning, shopping comparisons, product reviews.	8497	Non-Enterprise	No
[436]	In addition to my recent use , I have used Copilot in the past 12 months for several personal task.	8541	Non-Enterprise	No
[437]	I've used Copilot for various purposes including writing assistance, summarizing documents, generating code snippets, creating email drafts, brainstorming ideas, and simplifying complex topics.	8547	Enterprise	No
[438]	For other ideas generating tasks	8559	Non-Enterprise	No
[439]	Just to help out with questions if I had one	8608	Non-Enterprise	No
[440]	personal research on things of interest	8631	Non-Enterprise	No
[441]	My others use are my personal use	8645	Non-Enterprise	No
[442]	to find out facts	8664	Non-Enterprise	No
[443]	all to obtain answers to questions for personal reasons	8703	Non-Enterprise	No
[444]	To answer inquiries	8705	Non-Enterprise	No
[445]	i used it learn new basic information online	8732	Non-Enterprise	No

Appendix K.2
Open-Ended, Categorized Responses - "Research or search about other personal topics of interest" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[446]	I often times ponder certain questions, ranging from crime to tax topics to travel ideas and see what is out there.	8759	Enterprise	No
[447]	Essential knowledge for caring for my child, managing my home and life, and setting my priorities.	8763	Non-Enterprise	No
[448]	I have used Copilot for personal uses only.	8773	Non-Enterprise	No
[449]	To do more research on my topic of research	8778	Non-Enterprise	No
[450]	I used it for my personal use like getting innovative ideas for my new home and all.	8785	Non-Enterprise	No
[451]	if I need to search something quickly	8806	Non-Enterprise	No
[452]	Directions. Looking for restaurants. General information as it comes up in conversation.	8844	Non-Enterprise	No
[453]	it is always looking something up or trying to find out about something	8851	Non-Enterprise	No
[454]	I have only used for searching for information in place of general bing and google searches	8866	Non-Enterprise	No
[455]	Answers to general questions on word meanings	8876	Non-Enterprise	No
[456]	I use for for very advanced and accurate searches	8884	Enterprise	No
[457]	I ask it questions that are easy to look up, like simple fixes on things	8899	Non-Enterprise	No
[458]	Again, I mostly use AI only to help with general research, or answer a basic question.	8909	Non-Enterprise	No
[459]	Mostly just editing photos and asking questions	8910	Non-Enterprise	No
[460]	All for trying to figure out how to do something	8920	Non-Enterprise	No
[461]	I was looking for information quickly.	8930	Non-Enterprise	No
[462]	I mostly used Copilot for small personal tasks like drafting short notes and organizing simple lists, because it helped me finish things faster .	8931	Non-Enterprise	No
[463]	Enhancing searches over bing and edge.	8938	Non-Enterprise	No
[464]	I've used Copilot for a variety of personal tasks over the past year, including helping with writing projects, researching topics of interest, organizing travel plans, and exploring creative ideas like recipes and image generation	8976	Non-Enterprise	No
[465]	Answer to my question	9006	Enterprise	No
[466]	This time I was just checking up and doing a little more research on my last project	9013	Enterprise	No
[467]	I also wanted to see sports betting resilts	9025	Non-Enterprise	No
[468]	just to get more info faster	9031	Non-Enterprise	No
[469]	Generic questions about things related to recipes or things around the home	9060	Enterprise	No
[470]	To asking questions, and getting help with a task	9087	Non-Enterprise	No
[471]	I used copilot to check brand reviews and also to enhance my video editing skills.	9106	Non-Enterprise	No
[472]	To generate ideas on project work	9143	Enterprise	No
[473]	I use it for translation. I use it for research. I use it o compare products. I use it for scheduling and keeping track of meetings.	9162	Enterprise	No
[474]	browsing the Internet and drafting emails	9174	Enterprise	No
[475]	The same thing as my most recent time	9208	Non-Enterprise	No
[476]	It's mainly to .search information and edit things	9243	Non-Enterprise	No
[477]	To some research, mails, brainstorm ideas and so on	9255	Non-Enterprise	No
[478]	work and search an activity	9315	Non-Enterprise	No
[479]	I usually use it to find out basic information and also prices on certain items	9318	Non-Enterprise	No
[480]	For personal uses.	9330	Enterprise	No
[481]	Market research on salaries	9462	Enterprise	No
[482]	I often use this generative AI tool to look for answers onto question that I oftentimes can't find on YouTube and I often times use it for recipes when learning how to cook	9481	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[483]	I have created Herbal Tea booklets to include medical benifits, historical content and even quotes to make my text more beneficial and easier to include research based facts without the tedious online reviews of peer journals.	9493	Non-Enterprise	No
[484]	Over the past 12 months, I've used Copilot personally for several purposes. I often relied on it to compare everyday household products, like food brands or appliances, by asking for clear pros and cons to guide family decisions. I also used it to help with budgeting, such as exploring how to adjust discretionary spending when considering larger purchases. At times, I asked Copilot to summarize or clarify product messaging and ads so I could quickly identify what was practical versus marketing fluff. I've also used it for parenting-related research, like checking recommendations for age-appropriate items or activities for my children. Overall, my personal use has centered on saving time, organizing information, and making confident choices for my household.	9494	Non-Enterprise	No
[485]	For research-related purposes, as part of my day-to-day work activities, to gather information and get more suggestions.	9498	Enterprise	No
[486]	To help with codeine and research	9500	Enterprise	No
[487]	Various reasons. I researched doors and windows for my house. I talked to her about my medicine. I've used co pilot alot this year . I don't remember everything .	9528	Non-Enterprise	No
[488]	That is only time I use it for now is to find information.	9542	Enterprise	No
[489]	I have used it for many things from research to shopping to brainstorming and more.	9554	Non-Enterprise	No
[490]	I use Copilot for work purposes, entertainment, and organization, and financial management	9558	Non-Enterprise	No
[491]	I also use it to information on how to use many social media properly	9561	Enterprise	No
[492]	Figuring out about the different definitions of "lived experience"	9565	Enterprise	No
[493]	FOR RESEARCH AND PERSONAL USE	9566	Non-Enterprise	No
[494]	I used it for more information in a general topic	9585	Non-Enterprise	No
[495]	For personal use for aomething	9600	Enterprise	No
[496]	Person questions, health questions, advice for investing, research credit things	9605	Non-Enterprise	No
[497]	Asking questions for information, summarize	9607	Non-Enterprise	No
[498]	Get answers to questions	9609	Non-Enterprise	No
[499]	It's fun to look up things I don't inderstand	9614	Enterprise	No
[500]	Setting up times for cooking	9623	Non-Enterprise	No
[501]	I used it to research various ideas and get info	9624	Non-Enterprise	No
[502]	I mostly just use it for personal use since I don't have any school or work and even if I did I wouldn't rely on a generative AI tool for that.	9628	Non-Enterprise	No
[503]	I use co-pilot for a variety of chairs for working at home for work I use it for analytics and just many processes at home I use it for daily searches and many other things as well	9655	Non-Enterprise	No
[504]	I asked copilot to make me a schedule for cleaning my house. Asked it some basic research questions related to my newborn.	9663	Non-Enterprise	No
[505]	I wanted to make a new dish at home. I thought it could help me.	9745	Enterprise	No
[506]	i will use it for information to help me be more productive.	9764	Non-Enterprise	No
[507]	It's the same use. I search for recipes or other instructional stuff like when I want to learn how to play a new song on my guitar	9778	Non-Enterprise	No
[508]	Agriculture issues and problems.	9821	Enterprise	No
[509]	Researching a diagnosis recently I was given by my doctor	9840	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[510]	general searches, finding the best deals on products, auto information	9895	Non-Enterprise	No
[511]	Use it mainly to answer my questions.	9914	Non-Enterprise	No
[512]	used it to answer questions about general topics and for general research	9922	Non-Enterprise	No
[513]	I was researching meal plans and nutritional vitamins.	9936	Non-Enterprise	No
[514]	To help create presentations and general research	9938	Non-Enterprise	No
[515]	i was trying to understand how a bathroom drain pipe works	9951	Non-Enterprise	No
[516]	I have not used as much but I mostly use it in geeneral questions.	9958	Non-Enterprise	No
[517]	It was mostly for work but from time to time, I will ask it questions about health or other items.	9959	Enterprise	No
[518]	I used it for research and for entertainment	9974	Non-Enterprise	No
[519]	just for shopping and general searches for home and business	9989	Non-Enterprise	No
[520]	I used AI for creative and artistic purposes, for finding new recipes, for grammar assistance, and for factual based information.	9991	Non-Enterprise	No
[521]	Researching information	9996	Non-Enterprise	No
[522]	To help with work projects at home and to ge the information I need to make the right decisions.	10006	Non-Enterprise	No
[523]	To find information on different topics	10051	Non-Enterprise	No
[524]	I use it to look up items interested in. I use for researching vitamins and supplements safety or benefits. Also, help with writing.	10060	Non-Enterprise	No
[525]	I ask a lot of financial planning questions and social dating and home improvement type questions	10078	Non-Enterprise	No
[526]	Searching a multitude of topics	10090	Enterprise	No
[527]	I've used it for enlightened views on politics and other subjects.	10116	Non-Enterprise	No
[528]	To search for different information such as phone numbers, addresses and reviews. I also use it for my work notes.	10140	Non-Enterprise	No
[529]	work and to have fun searching for new results	10148	Non-Enterprise	No
[530]	I actually explained before it's usually for game mechanics and understanding behaviors. Pretty much anytime I have a question I use ai to answer or find a way to get the answer	10292	Non-Enterprise	No
[531]	Just general information and gaining knowledge	10301	Non-Enterprise	No
[532]	I use it for work and for personal advices and also I use it for prep and meals and cheap meals	10320	Non-Enterprise	No
[533]	As a fact checker and more professional style of correspondence	10361	Non-Enterprise	No
[534]	More personal things	10362	Non-Enterprise	No
[535]	Whenever I had to wade through far too much information for one person to do in a short amount of time. AI is very capable of doing exactly what you tell it, and that's also the problem. it does exactly what you tell it to.. kind of like an old 286.	10373	Non-Enterprise	No
[536]	The other uses that I use copilot for was genuinely just to ask random questions for things that I did not know off of that or to just find information that I really wasn't 1000% sure on and just needed a second answer	10374	Enterprise	No
[537]	Almost always I use it for investment predictions and advice.	10391	Non-Enterprise	No
[538]	To get things done and "how to do" things and ideas	10392	Non-Enterprise	No
[539]	To check the weather	10397	Non-Enterprise	No
[540]	i mainly use it to make a video every couple days to post to my sepreate facebook account, and i use it any time i need information on something or have a qestion or need a deeper explannation about random things	10400	Non-Enterprise	No
[541]	Yes, I have used it for things around the house too or personal use .	10402	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[542]	I use it for random things i am doing at home out and about or at work.	10430	Non-Enterprise	No
[543]	I use it a lot for schoolwork, to help write papers, edit papers, help me to do research, rewrite sentences, draft emails, etc.	10440	Non-Enterprise	No
[544]	My purpose was the same as it was previously	10444	Non-Enterprise	No
[545]	I mostly use it to find sites that are harder to find or there are a lot of but I need the best one.	10448	Non-Enterprise	No
[546]	I have only used it to mess around and see what I can do the fence was the only time I used it for a productive purpose	10455	Non-Enterprise	No
[547]	Personal use. Optimization	10456	Non-Enterprise	No
[548]	i used it sometimes for specif info for games and movies	10471	Non-Enterprise	No
[549]	Mostly for work tasks like drafting emails creating reports analyzing data and brainstorming ideas	10494	Enterprise	No
[550]	I use it for researching and personal information like any personal question. or I can get ideas for many things from using AI	10506	Non-Enterprise	No
[551]	I use co pilot to enhance my search, compare options and get tailored recommendations	10508	Non-Enterprise	No
[552]	Simple questions , work question or job related help	10526	Non-Enterprise	No
[553]	i also use it in creating personal contents and conducting researches on specific topics	10529	Enterprise	No
[554]	I also used it for ideas for my personal writing projects that I enjoy doing.	10532	Non-Enterprise	No
[555]	Money saving opportunities mostly, at grocery or bix bix stores	10564	Non-Enterprise	No
[556]	I have used it to research foods and home repair options.	10584	Non-Enterprise	No
[557]	I use Copilot at work to brainstorm ideas, look up research topics and help write my meeting minutes	10605	Non-Enterprise	No
[558]	I have used it for suggestions and research along with many different types of images.	10617	Non-Enterprise	No
[559]	Looking for updated information about personalities, countries, product data, addresses	10633	Non-Enterprise	No
[560]	search information, replying email	10635	Non-Enterprise	No
[561]	research ideas	10665	Enterprise	No
[562]	personal use and development	10682	Non-Enterprise	No
[563]	To find travel times, sports scores and pretty much anything	10719	Non-Enterprise	No
[564]	I used copilot to troubleshoot cyber and operating system problems	10732	Non-Enterprise	No
[565]	mostly for workouts ideas, but I also use it when I need information about something related at work, like how to do some of the procedures	10733	Non-Enterprise	No
[566]	I usually use it to get data, information, other than learn something new.	10757	Non-Enterprise	No
[567]	Looking up facts about story read online	10765	Non-Enterprise	No
[568]	I asked it the best way I can save money on gas and some of the top rated sushi restaurants near my	10783	Non-Enterprise	No
[569]	I used it to research diet options I used it to come up with recipes	10802	Non-Enterprise	No
[570]	I used Copilot for quick concept explanations and general web searches.	10809	Non-Enterprise	No
[571]	I use it constantly for both professional-related work as well as my own entrepernurial work.	10841	Non-Enterprise	No
[572]	Research Brainstorming Arrangements	10842	Enterprise	No
[573]	I have used it for medical information as well as a general conversation about things in general.	10881	Non-Enterprise	No
[574]	I have used it for personal purposes like editing personal documents and for online search	10895	Non-Enterprise	No
[575]	To find the best places to purchase tires school supplies and cheap electronics as well as directions	10910	Non-Enterprise	No
[576]	I use it mostly for research, whether that's about purchasing, health related or just entertainment.	10915	Non-Enterprise	No
[577]	Usually just to look for stock images for a website I was looking for or the weather in my local area.	10927	Non-Enterprise	No
[578]	I have been using Copilot for personal things Only! I have not used it for Business yet but I am thinking about it in the future when the chance comes up!	10937	Non-Enterprise	No
[579]	To research other things and get information I needed.	10944	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[580]	It was for making some personal documents	10949	Non-Enterprise	No
[581]	My addition to using copilot is find answers to things I need help with	11003	Non-Enterprise	No
[582]	Personal purposes	11009	Non-Enterprise	No
[583]	mostly to get informaton	11028	Non-Enterprise	No
[584]	Find song name using a few sentences	11041	Non-Enterprise	No
[585]	I used Copilot to write personal documents, manage budgets in Excel and create simple PowerPoint presentations.	11051	Non-Enterprise	No
[586]	I use it for multiple purposes. I use it for work, for personal reasons. I usually use it when I'm trying to use a new word to expand my vocabulary and I need to know what it means. It also helps me autocorrect. It's very useful for Microsoft word writers, especially editors. It has very well grammar applications, even though I'm already a good writer, but it helps to automatically do everything for me sometimes. Even though it gets it wrong occasionally, but the good outweighs the bad for sure	11104	Non-Enterprise	No
[587]	I've used it for troubleshooting software and for taking invetody	11108	Non-Enterprise	No
[588]	Any research and finding any problem to solve were the purposes of my other users of Copilot in the past month.	11109	Enterprise	No
[589]	i used it for personal enquiry about products and services	11142	Non-Enterprise	No
[590]	In addition to my most recent use, I also used Copilot for personal projects, like organizing a vacation itinerary in Word and creating a fitness tracking spreadsheet in Excel.	11146	Non-Enterprise	No
[591]	I love finding out about investments especially since I am nearing retirement and just want to make sure I'm prepared as best as I can	11147	Non-Enterprise	No
[592]	I have used copilot to find answers to work related questions and general queries	11169	Enterprise	No
[593]	I used Copilot as a teaching tool to also learn about PowerPoint, Word and Outlook.	11173	Non-Enterprise	No
[594]	i use it to help me find information about different companies	11196	Non-Enterprise	No
[595]	Well, there are many uses I have for it: to search for products online to buy, to organize schedules within my work, to generate images, for personal conversations, and to get genuine opinions from it.	11197	Non-Enterprise	No
[596]	I have also used it to plan a weekend trip, generate recipe ideas, and help draft personal emails.	11235	Non-Enterprise	No
[597]	searching for ideas to solve some issues	11241	Non-Enterprise	No
[598]	In the past 12 months, I used copilot to browse things and ask questions	11253	Non-Enterprise	No
[599]	General information, and curiosity	11257	Non-Enterprise	No
[600]	i largely confine myself to asking question about matters of interest and curiosity	11260	Non-Enterprise	No
[601]	To sort some documents for a personal project of mine	11265	Non-Enterprise	No
[602]	I used it to find more informations	11316	Non-Enterprise	No
[603]	I used Copilot when I wanted to expand my search options.	11318	Non-Enterprise	No
[604]	I used it to look up products recommendations , compare options before buying something , or help me plan simple things like weekend activities.It made my daily routine easier and saved me time by giving me quick , helpful answers without searching everywhere myself	11331	Non-Enterprise	No
[605]	Basically all my uses of Copilot were for research purposes.	11335	Non-Enterprise	No
[606]	My other uses of using Copilot were to brainstorm ideas dealing with some personal matters that I am looking into.	11354	Non-Enterprise	No
[607]	I use Copilot strictly for personal use. I can go to the fridge and come back to my laptop and ask Copilot what I can make with these 5 ingredients and by golly, Copilot comes up with a great recipe 99 % of the time, I like that when I am stumped on a idea for dinner.	11376	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[608]	I use it mostly for getting additional information to things I am reading or discussing with friends.	11406	Non-Enterprise	No
[609]	I was looking for recipe recommendations	11433	Enterprise	No
[610]	Looking up general every day questions	11451	Enterprise	No
[611]	I used Copilot to draft personal documents, create spreadsheetd, and organize hobby project ideas	11454	Non-Enterprise	No
[612]	I used it to plan a weekend trip itinerary and to get recipe ideas for a family dinner.	11455	Non-Enterprise	No
[613]	Entertainment such as photo and video editing, as well as obtaining tips	11466	Non-Enterprise	No
[614]	i used the windows copilot for troubleshooting, and to find information fast on the internet	11470	Non-Enterprise	No
[615]	Used Copilot for personal tasks and quick writing.	11479	Non-Enterprise	No
[616]	recipes, clothing, handbags, and perfume options for holidays.	11512	Non-Enterprise	No
[617]	I don't use it for work purposes I use it on a personal level to find things our that I am interested in.	11516	Enterprise	No
[618]	Sometimes,I asked about a recipe and it's procedure other times I search for the latest movies in the cinema to watch	11522	Non-Enterprise	No
[619]	I have used it to find information about college credit plus program instead of using google. It is much more direct.	11525	Enterprise	No
[620]	I also use Microsoft T to answer questions quicker for me then searching the answers myself	11557	Enterprise	No
[621]	I have used it for personal purposes like organization and summarizing personal information	11569	Enterprise	No
[622]	The learn how to play musical instruments	11570	Non-Enterprise	No
[623]	To.find out solutions to the problems I had	11575	Non-Enterprise	No
[624]	I used this service to learn a new skill.	11612	Non-Enterprise	No
[625]	It keeps me from having to dig through numerous ways to get the information that I need.	11616	Non-Enterprise	No
[626]	It helps shape ideas, explore different angles, and refine drafts.	11630	Non-Enterprise	No
[627]	usually for trying to further understand complex topics	11644	Non-Enterprise	No
[628]	every time i have an issue or a questionn about anything to do with technology i dont know what to do with i use copilot	11678	Non-Enterprise	No
[629]	I was looking as to where to best buy Pokemon Funko	11734	Non-Enterprise	No
[630]	To help me with organizing my finances and will for my family	11754	Non-Enterprise	No
[631]	I only use it for personal reasons, like directions, places to visit and things like that.	11758	Non-Enterprise	No
[632]	i have just stated what I use /c-Pilot for: research only and directory assistance, nothing else.	11789	Non-Enterprise	No
[633]	all for personal reasons	11796	Non-Enterprise	No
[634]	I use AI to find answers to questions, to compare items (such as insurance policies), get suggestions for my life story.	11813	Non-Enterprise	No
[635]	Generating creative ideas on how to get things done. Reducing mental labour on certain activities Learning how to write codes for websites and apps	11825	Non-Enterprise	No
[636]	I needed it to help me create a good idea for a topic to create	11848	Non-Enterprise	No
[637]	over the past 12 months, i have used copilot to make researches,learn new things	11868	Enterprise	No
[638]	Usually just simple questions or problems	11915	Non-Enterprise	No
[639]	Betting summaries pulling from multiple sites	11917	Non-Enterprise	No
[640]	I used Copilot for cursory research when looking for quick and detailed answers.	11980	Non-Enterprise	No
[641]	finding information on websites	11988	Non-Enterprise	No
[642]	I wanted some help in searching for data, as well as some help with a story I was writing. Looking up data, with sources.	12017	Non-Enterprise	No
[643]	Researching medical questions	12036	Non-Enterprise	No
[644]	work, personal amd generative use	12095	Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[645]	Po wrsonal use via app on my cell phone	12118	Enterprise	No
[646]	Just general topics, for example I wanted to get some background information on a movie that I was interested in watching	12130	Non-Enterprise	No
[647]	First it was only a test to see if I could even use copilot then it became a real use situation so I was again trying to get copilot to help me with answering questions about football stats	12137	Non-Enterprise	No
[648]	I used Copilot to find the dimensions of a specific product.	12142	Non-Enterprise	No
[649]	shopping, medical research	12146	Enterprise	No
[650]	answer questions i did not know answer to looking up recipes for lunch and dinner to find out what a thing or word means	12147	Non-Enterprise	No
	Total Also Coded as "Research of News or Current Events"			**17**

Notes:
[1] These responses were categorized into the "Research or search about other personal topics of interest" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

APPENDIX L

RESPONSES CODED INTO "RESEARCH OR SEARCH ABOUT OTHER PROFESSIONAL TOPICS OF INTEREST" CATEGORY

Appendix L.1
Open-Ended, Categorized Responses - "Research or search about other professional topics of interest" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[1]	I needed to research a medical journal and summarize it.	Seeking help to paraphrase the article for simpler understanding.	149	Non-Enterprise	No
[2]	I had a presentation and I needed a comprehensive article so I used copilot to make research and compiled the article to get a better result	Nothing else the main goal was to get a comprehensive article for presentation	153	Enterprise	No
[3]	I was using it to look up different subjects and different things I need to look up for work and I was also using it to help me write up my paperwork and stuff at work	I use it to aid in my work and to help me look up stuff I need for work or to take care of different things I need to do at work	355	Enterprise	No
[4]	I was trying to accomplish learning new skills and information for a project I was working on for my job! And it worked out perfectly and went great	There was nothing else I was trying to accomplish besides learning a new skills and learning new information for a project	369	Enterprise	No
[5]	I utilize it to sumarize readngs	I used it at work	380	Enterprise	No
[6]	Used it to try and produce SEO friendly body copy for a website I was developing. The client's site involves a subject I knew nothing about and I needed help coming up with	Not in that instance. I mean besides saving a ton of time researching the topic.	421	Non-Enterprise	No
[7]	I've been using it to help with work-related tasks	I was trying to get a answer for something	457	Non-Enterprise	No
[8]	I use M365 Copilot in my making of schedules for jobs that the business is doing from day to day and four monthly income reports and statement generating	It's very useful when researching it's also useful when I need to make a contract it very helpful in wording the contract and making sure I have no errors and M365 Copilot it has cut the work in half	507	Enterprise	No
[9]	I was trying to remember functions in Excel	I was searching for information about business ratios	520	Non-Enterprise	No
[10]	I used it for research purposes mustly and it help me a lot, and I always get a good result from dem.	This AI-powered coding assistant helps developers by suggesting code snippets, functions, and even entire algorithms based on the context of the code being written. - Accomplishments: Improved coding speed and efficiency, reduced the time spent on boilerplate code, and enhanced learning for new programmers by providing real-time examples	846	Non-Enterprise	No
[11]	I eas triying to make an technical explanation about water waste management by water treatment system	I was looking for the values of coliforms and acidity of treated water	981	Non-Enterprise	No
[12]	I have used it for shopping, comparing prices, buying clothes, researching restaurants and also employment	It got mt to compare jobs like going to work over seas or stay in the USA	1062	Non-Enterprise	No
[13]	I used it for my LLC to make my company more professional.	Yea I wanted to give my site a new and fresh look.	1140	Non-Enterprise	No
[14]	Researching online career programs	Thoughts on what programs best for use in Massachusetts.	1195	Non-Enterprise	No
[15]	My husband and I are currently planning on purchasing a mechanic shop down the road from where we reside. We know what we want, and we know what it takes to get there. I used AI to help us generate a plan step by step strategically.	Just a business plan that would be generated in a format that would be easy for us to both understand.	1199	Non-Enterprise	No
[16]	I was trying to come up with an idea of a project at work and wanted it to come in handy	And it giving me ideas on how to finish my project	1234	Non-Enterprise	No
[17]	I was trying to right a report fir my law practice.	I also used Copilot to do reamsearch for the report.	1284	Non-Enterprise	No
[18]	I was doing a report for my work and asked copilot for lodging architecture	No	1404	Enterprise	No
[19]	I was trying to accomplish a real long teen goal meaning using it for the business I currently do other businesses with.	Copilot is one of the most advertised and most influential for windows device.	1526	Non-Enterprise	No
[20]	To handle my daily business needs and personal needs	No, I use it frequently	1592	Non-Enterprise	No
[21]	I was trying to get advertisements for my business		1660	Non-Enterprise	No
[22]	As a work application to look up information needed to complete a task.	Not really, It was just to verify information needed to accomplish a goal.	1770	Enterprise	No
[23]	I was trying to research some financial compliance issues related to our company's benefit plans	want to find industry specific information	1911	Enterprise	No
[24]	I was using it for my work project	I was trying to figure out some important informations about a particular project topic	1958	Enterprise	No
[25]	I was trying to learn something new pertaining to my job as a manager of operations	No nothing else	2064	Enterprise	No
[26]	I was trying to get help doing some research on a problem that I had at work.	That's all that I was really trying to do honestly.	2198	Non-Enterprise	No
[27]	I was using it for business purposes for documents and coding for a program	Personal work at home I'm working on a project computer engineering	2301	Enterprise	No

Appendix L.1
Open-Ended, Categorized Responses - "Research or search about other professional topics of interest" Coded Responses
All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[28]	I was trying to get some school projects completed	I also was trying to get my business work done	2422	Non-Enterprise	No
[29]	With tools with AI I wish to improve my grammar and knowledge	It would help my understanding with work	2439	Enterprise	No
[30]	I was actually using it to test it for my own personal satisfaction. I was asking it questions about certain casino regulations that I knew the answer to, so I can find out if Copilot can find the answer and how fast. It was pleasantly surprised at how accurate and fast it is. If I use it for work, it will help me in a big way. It will help me look like a	Just as I said before, just seeing how fast and accurate Copilot can be in case I need it for something I have a question with at work.	2444	Non-Enterprise	No
[31]	I use it every day for work and personal usage.	I face some issues with it.	2468	Non-Enterprise	No
[32]	I was trying to accomplish work related tasks such as specific search reaults	No that's about it I was trying to save time	2487	Non-Enterprise	No
[33]	I was using the tool to help me with more information about the topic I was researching or writing about.	I used the copilot to help me with getting more information for the topic I was researching about	2516	Non-Enterprise	No
[34]	I used Microsoft outlook PowerPoint to do a collection of photos	I use Microsoft word to make reports and do research	2575	Non-Enterprise	No
[35]	Me and my team received a task recently to create a total engineering solution for an apartment building undergoing renovations. Copilot came in handy for research purposes and idea generation. It also assisted in compiling data into useful information	Create solutions based on current industry standards and trends, avoid errors due to faulty data and information and improve efficiency of the team	2657	Enterprise	No
[36]	I was trying to find some inspiration for my clothing line look book.i need mockups and brand story amongst other things.	No there was nothing else I was trying to accomplish.	2683	Non-Enterprise	No
[37]	I was trying to find out about information regarding work	There wasn't anything else I was trying to achieve	2752	Non-Enterprise	No
[38]	I was trying to research a topic as it pertains to a regulatory tariff, and was asking some background questions.	Yes, I was hoping to get an outline of a regulatory concept.	3092	Enterprise	No
[39]	I wrote an email to a fellow union officer. I used it to edit and correct punctuation and grammar. I used it to research certain items and events I was referencing.		3299	Non-Enterprise	No
[40]	I was trying to use it to get an information about the project I was working on and it was very helpful as provided me the reliability information on the prompt	I was trying to make my report more professional and easier to read by asking Copilot to rewrite and summarize key sections. I also used it to check for grammar mistakes and suggest clearer wording throughout the document	3309	Non-Enterprise	No
[41]	I would use copilot to research the best shovel and how deep to dig a hole	I was trying to get more and direct information about a specific topic so I can incorporate in my prep for work	3367	Non-Enterprise	No
[42]	Used at work to locate info or get assistance with a procedure	No	3388	Enterprise	No
[43]	We were using Copilot to help us refine a message in one of our postings.	We were using Copilot also to research small startups in our area with owners who might need coaching.	3417	Enterprise	No
[44]	I last used Copilot for helping me write a letter to my Assembly man, Josh Hoover, whom I don't particularly care for. Copilot helped me in rephrasing my words. I gave Copilot different instructions with each draft, such as- paraphrase, condence, a little more personal but still professional with confidence. Copilot even gave me his address.	I also used Copilot to help me write a resume for my friend, only using my voice. I recently had Copilot make me a reminder/to-do list, which was better than any app on Play Store. I also yesterday had Copilot quiz me on quantum AI computers, Machine Learning, Super Computers, Block Chain, cryptocurrency, and AI in general, just to keep my mental skills up to par. It was FUN.	3583	Non-Enterprise	No
[45]	Use to generate new ideas for my ecommerce websites	To get the most out of my emails for leads.	3771	Non-Enterprise	No
[46]	I am trying to launch a business and need loans and grants to do so. I use Copliot to help me formalize my proposals and answers to application questions,	I have asked Copilot to create outlines for books and their chapters.	3943	Non-Enterprise	No
[47]	I was trying to help get cool images for my students.	I was trying to get some cool sites for my students to be able to use for their research	4030	Enterprise	No
[48]	I was trying to use it to help me write my midyear review	I was trying to accomplish my answers to some questions in a better more professional way to write my midyear review	4408	Enterprise	No
[49]	I wanted to find out how to use certain features of adobe primere pro so I asked for step by step guides on how to edit something to slowly walk on screen	I also wanted it to do some math for me to calculate what I need to make monthly to offset my costs of my bussiness	4448	Non-Enterprise	No
[50]	I was trying to complete a project work and I need to add more references to it that's why I used it	I was try to understand a new concept in business Marketing	4455	Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[51]	I was looking into an IT related issue and wanted to find the top solutions if they were available	I was trying to test the results given from Copilot	4521	Non-Enterprise	No
[52]	I wanted to inquire about a work-related matter."	"I wanted to get some answers from him regarding various work-related issues."	4607	Non-Enterprise	No
[53]	Answering questions for work	Learning new stuff	4641	Non-Enterprise	No
[54]	I used it for business purposes bit I also use it for me when I'm doing research for home and personal information for making extra money.	I really wanted to get help on how our company can use it for attracting mote employees to help for our company.	4750	Enterprise	No
[55]	I have been using copilot for the last three six months. The most recent time was when I needed to rewrite an email that I need to sent for work	I also used copilot for research purposes.	4803	Enterprise	No
[56]	i was doing research on information about my work	was trying to get a more empathetic response to give to my customers	4823	Enterprise	No
[57]	I had some research about how to advertise a new drink that I had put together. I used Copilot and finalised the process. It was helpful		4929	Non-Enterprise	No
[58]	I was using copilot to generate better business ideas and layouts for my home business	I was trying to accomplish a new business strategy for starting a home business and spread sheets apps to make my business run alot smoother I needed a wide customer base to support the amount of inventory I was trying to sale it helps alot with starting a website that u can personally customize colors and font sizes.	4959	Non-Enterprise	No
[59]	i was looking up research on a work task	i wanted the information fast	5071	Enterprise	No
[60]	I needed ideas on a project for work	I was trying to accomplish a successful presentation	5178	Enterprise	No
[61]	i was writing a paper for my english class at my my university	to do research on sales data for work.	5679	Non-Enterprise	No
[62]	Help my family make a resume. Looked for information on how to start an LLC.	Find out how to make an LLC.	5865	Non-Enterprise	No
[63]	I needed descriptions for items that I was going to put on Etsy. I described the items, and asked for Copilot to make the items sound enticing to customers.	I wanted help with descriptors that would make customers interested in purchasing the items.	5914	Non-Enterprise	No
[64]	Looking for statute in the state that would support the accomplishment of a project	Copilot assisted the project by providing the applicable statutes to address a project with case laws pertaining to the situation	6193	Non-Enterprise	No
[65]	I was looking for answers for something work related		6383	Non-Enterprise	No
[66]	The most recent time Microsoft copilot was when I was at work and I needed help with creating a document.	I also was trying to accomplish me getting the answers in some questions I needed it that were related to what I was doing.	6445	Enterprise	No
[67]	how do I explain the quadratic formula to my students		6498	Enterprise	No
[68]	Recently, I was using copilot for instructions on how to merge two calendars in my official outlook email. It was really helpful and it gave me detailed instructions how to do it.	Yes i was trying merge calendars in my official outlook email account.	6790	Enterprise	No
[69]	I was trying to accomplish a test I was giving copilot to see if they can answer it correctly.	I was trying to get a business related question answer an was able to get the results.	6806	Non-Enterprise	No
[70]	I was doing a research on the trends in export market in Kenya. I did this by doing several prompts asking different questions related to my main question.	I wanted to understand the ways airlines operate and how I can benefit as a broker.	6985	Non-Enterprise	No
[71]	I used copilot because I had to research about my work which is from information technologcycal sector	I was trying to find out about B2C and B2B market	6990	Non-Enterprise	No
[72]	The most recent time I used Microsoft Copilot, I was working with Bing to help gather and organize information for a project. Copilot assisted in quickly generating relevant content and refining my search results. making the process much faster.	Additionally, I was looking to streamline my content generation by using Copilot to draft and refine key sections of a report based on my search results from Bing.	7293	Non-Enterprise	No
[73]	i used for search some thing that i need to found an answer for my work	I was look for some ideas for made more better my job	7539	Non-Enterprise	No
[74]	Opened up documents sent to me and used copilot of summerise the key points.	I was also having it research topics from the document to better understand them.	7542	Non-Enterprise	No
[75]	I was looking to take some bullet points that i had created and form them into a ppt presentation.	i used it to do the research to create the bullets i referred to.	8121	Enterprise	No
[76]	I was researching on a work related topic	I was gathering information relevant to a specific area of my work	8244	Non-Enterprise	No

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	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[77]	I used M365 Copilot to get information about logistics during a Teams meeting and to solve a problem using Excel.	In addition to researching information about meetings I also looked up local travel information for an upcoming conference.	8266	Enterprise	No
[78]	I was doing work related stuff and searching for the right tools to do it. I did a lot of research and it was very helpful and good it helped me reach my intended goal in a very easy and short time	Yes I was able to achieve the goal that I needed and I was trying to get another work related progress done	8347	Enterprise	No
[79]	Easy to get information , save time to do my work	Copilot can easy access me what I want to know information and trash	8453	Non-Enterprise	No
[80]	I used it for work and it help me with found information about job and help	And copilot helping me with my life and financial	8506	Non-Enterprise	No
[81]	I needed to research very specific data from multiple sources and compile it all into a short explanation.	Convince someone that my company's approach was more efficient than our competitors.	8602	Enterprise	No
[82]	Researching telecom and business trends and history for a forecasting report at work	Personal items, such as product comparisons and prices	8691	Enterprise	No
[83]	Microsoft 365 Copilot is helps me like branistorming, writing, coding, and searching. It provides intelligent suggestion.	Drafting and revising documents, reports, and emails, summarizing long email threads or meeting discussions in teams.	8728	Enterprise	No
[84]	I was checking up on beekeeping as a business.	I told you was I was trying to accomplish. If you would read my responds you would know that. Or maybe your AI is unusable.	8797	Non-Enterprise	No
[85]	Research for an upcoming project	I don't think so	9066	Non-Enterprise	No
[86]	I was trying to find out more information at my job about the task at hand, although I'm not 100% sure what exact task it was.	I also used it to try to explain a math question to me for my college algebra class	9173	Enterprise	No
[87]	I was drafting a report for a research project and I used Microsoft copilot to help me form an outline and organize my thoughts	I was trying to organize my thoughts by using outline so I used Microsoft copilot	9174	Enterprise	No
[88]	I used Copilot to draft documents, organize data and automate repetitive task efficiently saving time and improving accuracy in work.	also used Copilot to brainstorm ideas, summarizes research, and generates codes snippets for small projects.	9255	Non-Enterprise	No
[89]	The goal was to quickly synthesize key financial metrics and strategic highlights from a long, detailed report into a concise, high-impact summary. M365 Copilot was used within Microsoft Word to initially draft the summary points, leveraging its ability to extract and rephrase information from the existing document.	The drafted content was refined using Copilot's editing suggestions to enhance clarity and ensure a professional tone.	9498	Enterprise	No
[90]	I WAS DOING A RESEARCH ABOUT SOMETHING AND IT HELPED ME SO MUCH TO COMPLETE THE WORK	IVE BEEN USING TO RESEARCH ON THINGS THAT I DONT UNDERSTAND	9566	Non-Enterprise	No
[91]	I was trying to find information on grants to fund my business start up	Looking for grants for Jewish people	9605	Non-Enterprise	No
[92]	To identify the last selling prices for market weight hogs on the Kentucky market.	To find a list of livestock prices for the last 2 years.	9821	Enterprise	No
[93]	I was trying to research a medical condition and lab work I was dealing with.	I was also researching and hoping to get advice on nutritional foods I could eat to improve my health.	9936	Non-Enterprise	No
[94]	i used it to get advice about a topic for a project		10150	Non-Enterprise	No
[95]	I used copilot to help me with some work that I needed done with research and it really helped me a lot and also saved me a lot of time that I usually spend hours doing	Also copilot helped me with ideas with thumbnails and artwork and I usually create thumbnails by myself but copilot saved me some time that I usually spend on it	10308	Non-Enterprise	No
[96]	my last time using cop pallet, I was just trying to accomplish a simple research on my own about a very topic in the nursing home. I was just trying to use copilot as a quick guidance to get me the answers that I was looking for.	I honestly don't think other than seeking answers to questions that I don't know quick information. There was anything else that I was trying to accomplish with it other than it helping me with my work.	10374	Enterprise	No
[97]	I most recently used Copilot to assist me in creating and honing a piece of content for my work in digital marketing. I needed ideas, tone corrections, and alternate versions fast in order to create a comprehensive social media caption. After I typed my first draft, Copilot offered several imaginative revisions, suggested better wording, and fixed my grammar. This allowed me to finish the post much more quickly and produced more interesting and polished content.	Yes, in addition to assisting me with content refinement, Copilot allowed me to rapidly collect more project-related ideas and data. To help me understand a few web pages more quickly without opening multiple tabs, I asked Copilot to summarize them and compare various options. In order to select the most appropriate version, I also utilized it to reword a few lines and create multiple versions. In the end, I wanted to save time by letting Copilot do the idea generation and research while I concentrated on organizing everything.	10809	Non-Enterprise	No
[98]	I was using it for projects brainstorming and research	I was using at work for arranging documents	10842	Enterprise	No

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All Completes (N=2,013)

Q1: "You mentioned you have used Copilot in the past 12 months. Thinking back to the most recent time you used Copilot, what were you trying to accomplish?"
Q2: "Continuing to think back to the most recent time you used Copilot, is there anything else you were trying to accomplish?"

	Question 1 Response	Question 2 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[99]	I was trying to learn how to use Excel on my computer. I was searching the site and pop up windows would guide me to what I should do next.	I wanted to learn how to use Excel because I needed this tool for work. My job uses Excel sheets to keep track of work progress from individual and groups of employees so it is a vital tool for my tasks.	11173	Non-Enterprise	No
[100]	I used this to get more information about a possible side business/job that I had thought about. It was able to tell me that it was a good idea and gave me ideas of how to get started.	Gather ideas and help to make a game plan on how to get started.	11234	Non-Enterprise	No
[101]	I was using copilot to run a business related research	I was trying to accomplish a comprehensive overview of the research I was working on	11253	Non-Enterprise	No
[102]	I was doing a word presentation and it helped me with the writing pen size and asked it to make it as professional as possible	I guess saving some time with the historical background of the word subject	11257	Non-Enterprise	No
[103]	I was working on some work questions that I needed to respond with industry advice	It was more work questions that I was working on	11274	Non-Enterprise	No
[104]	The most recent time I used Copilot, I was trying to streamline a network upgrade project at work. I needed to compare different firewall configurations and summarize vendor documentation quickly, so I asked Copilot to break down the technical specs into clear pros and cons. That helped me present options to my team more efficiently and make a decision without spending hours digging through dense manuals.	Yes- alongside reviewing firewall options, I also used Copilot in Excel to quickly organize budget data for the project. I asked it to highlight cost differences across vendors and generate a clean comparison table, which saved me from manually formatting rows and formulas.	11341	Non-Enterprise	No
[105]	I was trying to get the steps of starting a LLC	Also trying to register my business name	11570	Non-Enterprise	No
[106]	I was trying to get some relative information about businesses that I needed to ue. The Co-pilot gave me several categories and examples ot companies I could get in touch. I use it often for different type of research.	No, i usually use it for directory assistance and information about a company.	11789	Non-Enterprise	No
	Total Also Coded as "Research of News or Current Events"				**0**

Notes:
[1] These responses were categorized into the "Research or search about other professional topics of interest" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.
[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".

Appendix L.2
Open-Ended, Categorized Responses - "Research or search about other professional topics of interest" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[1]	Researching various topics and summarizing articles.	2090	Non-Enterprise	Yes
[2]	I always look up things about people, places, and events	2959	Non-Enterprise	Yes
[3]	Research, looking at news	7598	Non-Enterprise	Yes
[4]	work, sports, politics and the latest news.	9090	Non-Enterprise	Yes
[5]	the purposes of my other uses of copilot also include question related to several aspects of life. from religion to current affairs to my work.	9156	Non-Enterprise	Yes
[6]	Got info on car insurance and companies	173	Non-Enterprise	No
[7]	just research work	279	Enterprise	No
[8]	Mainly just looking up information on things	585	Non-Enterprise	No
[9]	Creating, editing, and presenting notes, research, and documents.	611	Enterprise	No
[10]	General information on lease deals	735	Non-Enterprise	No
[11]	To search for information	776	Non-Enterprise	No
[12]	I needed to know something about a topic.	791	Enterprise	No
[13]	Research most of the time and check the information if it's true or false	806	Non-Enterprise	No
[14]	Mainly I used copilot for working purpose.	871	Non-Enterprise	No
[15]	For get new information	872	Non-Enterprise	No
[16]	I have used Copilot to try to gain more detailed information in a variety of instances. There is no one category I've used it for. Recently, I've been using CoPilot to get more in depth information about Medical and Health issues.	894	Non-Enterprise	No
[17]	I used it for multiple purposes such as a research and document review projects.	915	Non-Enterprise	No
[18]	I have done research on legal questions and for editing and research on a book I'm writing.	935	Non-Enterprise	No
[19]	asked questions on various topics and also asked for suggestions about uses of certain spices in recipies	950	Non-Enterprise	No
[20]	To develop a business	951	Non-Enterprise	No
[21]	To answer wuestions i nedded answered	968	Non-Enterprise	No
[22]	To find information on something	991	Non-Enterprise	No
[23]	My other uses were mainly just work things, organize, summarize and research information	1007	Enterprise	No
[24]	To generate ideas of work-related issues	1015	Non-Enterprise	No
[25]	Usually, I use it for getting some information.	1018	Non-Enterprise	No
[26]	I have it complete task and answer some questions that I may have	1033	Non-Enterprise	No
[27]	The same purpose would be for my company and helping expand.	1140	Non-Enterprise	No
[28]	That has been my main research focus, before that didn't really use the AI chat tools.	1195	Non-Enterprise	No
[29]	I've used it for random questions, I've used it to look up info on different things as well as images.	1199	Non-Enterprise	No
[30]	I use it to find out about almost anything I have a question about or want to know, as well as to identify things I want to buy.	1274	Non-Enterprise	No
[31]	Researched reports and wrote them.	1284	Non-Enterprise	No
[32]	I have use Copilot to generate images and also just ask it general information on questions that I would like to know more about.	1384	Non-Enterprise	No
[33]	They were all for business	1394	Non-Enterprise	No
[34]	I used Copilot to write new code, learn programming concepts, and speed up development tasks	1448	Non-Enterprise	No
[35]	I searched for most recent scientific findings on the octopus for my research paper	1459	Non-Enterprise	No

Appendix L.2
Open-Ended, Categorized Responses - "Research or search about other professional topics of interest" Coded Responses
All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[36]	I used it to learn about social media engagement	1544	Non-Enterprise	No
[37]	It's mostly work related	1548	Non-Enterprise	No
[38]	Searching documents and recommendations is what I mostly use it for	1553	Non-Enterprise	No
[39]	I use it For searches as well	1564	Non-Enterprise	No
[40]	I use it mostly for support on work assignments	1566	Enterprise	No
[41]	I used to browsed for more details and explanations on work which I wasn't sure about it.	1573	Non-Enterprise	No
[42]	To ask about financial questions	1593	Non-Enterprise	No
[43]	I've used it sometimes instead of a search engine because it's faster to find answers	1598	Enterprise	No
[44]	i have used it for work, as i said AGAIN, use AI and stop asking the same things over and over	1637	Enterprise	No
[45]	To help with work and work related tasks	1648	Enterprise	No
[46]	Create other images and get more information than a general google search	1698	Non-Enterprise	No
[47]	Just general information seeking on a variety of topics.	1771	Non-Enterprise	No
[48]	My use of copilot is always related to me trying to find answers to questions I have.	1794	Non-Enterprise	No
[49]	research	1798	Non-Enterprise	No
[50]	My purpose for my other use of Copilot was to know and learn how to get things done.	1893	Non-Enterprise	No
[51]	mostly focussing on financial regulations and requirements in association with my job	1911	Enterprise	No
[52]	doing quick searches and asking questions	1923	Non-Enterprise	No
[53]	I only use copilot for work. We hsve that on all the tech we have at work.	2004	Enterprise	No
[54]	I used it to help troubleshoot network connectivity issues for remote employees and also to draft technical documentation for our new desktop deployment procedures	2013	Enterprise	No
[55]	To help me accomplish a task for work	2020	Enterprise	No
[56]	I was trying to figure out how to use ai for writing a paper for my work	2048	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[57]	To summarize and gather information as needed	2058	Enterprise	No
[58]	Researched OSHA regulations for liqour retail stores in Missouri and used it to create a checklist. Research Federal Spending in National Parks, specifically Katmai. Researched information about vintage Barbie Dolls. Looked for information about an LLC I worked for many years ago.	2066	Non-Enterprise	No
[59]	The main purposes that I use co pilot for are finding out information on certain places.Buildings or companies in particular, I also use it to look up and research particular items.I'm interested in	2101	Non-Enterprise	No
[60]	Editing documents and gaining ideas for work.	2107	Non-Enterprise	No
[61]	organized spreadsheets, draft emails, design simple presentations and research something new	2111	Non-Enterprise	No
[62]	Work	2127	Enterprise	No
[63]	In addition to my recent use of Copilot for fitness and work task, I have also used it for my project.	2128	Non-Enterprise	No
[64]	Mostly the same things, writing better email letters, asking for help on other topics, researching topics in more depth.	2148	Non-Enterprise	No
[65]	Majority of the time it is used for work and sometimes for personal research	2157	Enterprise	No
[66]	I've used it to summarize emails and other work related content, analyze data, and make suggestions on topics of interest.	2161	Non-Enterprise	No
[67]	Copilot has many uses for me and my coworkers it's actually too many to list but yes very good.	2166	Non-Enterprise	No
[68]	Created presentations, rewrote emails more clearly, generated ideas, and organized notes.	2186	Non-Enterprise	No
[69]	I had to use it for work and I was using that for a study and I had to use it to fix a lot of things	2197	Non-Enterprise	No
[70]	Getting information and ideas on different subjects	2207	Non-Enterprise	No
[71]	I use it for learning, road mapping and information gathering	2227	Non-Enterprise	No
[72]	we work to build up project and make our work easy	2244	Enterprise	No
[73]	All for work uses.	2284	Enterprise	No
[74]	I use it daily for work purposes to make my job easier faster and accurate to perform and assist me	2301	Enterprise	No
[75]	to get information on stuff	2340	Non-Enterprise	No
[76]	Research for a project...	2342	Non-Enterprise	No
[77]	I use it for gathering many information and make summarize of data and getting proper advice	2344	Non-Enterprise	No
[78]	I use AI for generating new ideas for my work and daily lifestyles.	2347	Non-Enterprise	No
[79]	a mix of shopping suggestions and random factor searches or information.	2350	Non-Enterprise	No
[80]	Nothing other than research	2353	Non-Enterprise	No
[81]	for my professional work	2354	Non-Enterprise	No
[82]	To edit, write and generate ideas	2390	Enterprise	No
[83]	It helped me figure out ideas	2420	Non-Enterprise	No
[84]	I use copilot when I have questions that I would think of and not have to search for hour in the internet	2534	Non-Enterprise	No
[85]	To dosearches on the web	2541	Non-Enterprise	No
[86]	I used Copilot to draft emails, summarize documents, and brainstorm ideas.	2579	Non-Enterprise	No
[87]	For research and discovery purposes mostly	2589	Non-Enterprise	No
[88]	Research, planning, and design.	2605	Enterprise	No
[89]	I used copilot for assistance in questions and answers. Overall, research and accuracy.	2607	Non-Enterprise	No
[90]	Just for research purposes and price comparison	2621	Non-Enterprise	No
[91]	Email writing searching reviews	2622	Non-Enterprise	No
[92]	I have looked for businesses, cooking directions, and car related repairs.	2643	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[93]	For entertainment and work related reasons.	2656	Non-Enterprise	No
[94]	Just trying to find out answers to things I needed to find	2658	Non-Enterprise	No
[95]	Look up things to learn and increase my knowledge	2674	Non-Enterprise	No
[96]	I used co pilot for my clothing line, for a workout regime, I use co pilot for diet and budgeting. Setting a routine.	2683	Non-Enterprise	No
[97]	To help me with my projects i was trying to get done. Also i used it to help me learn	2696	Non-Enterprise	No
[98]	While searching general legal information the edge version shows information that gets your attention with information that is always relevant to topics needed	2741	Non-Enterprise	No
[99]	I have mostly been using it to find answers or suggestions to things I have an interest in	2779	Non-Enterprise	No
[100]	I used it to enhance my knowledge and complete a work task.	2875	Enterprise	No
[101]	Mostly for looking things up or getting templates for personal use.	2884	Non-Enterprise	No
[102]	I used it to get advise on how possibly merge my business with another one	2933	Enterprise	No
[103]	To find out information in regards to my personal life and business life	2939	Non-Enterprise	No
[104]	To get quick answers to questions I had Helped me generate images for the statements I had	2958	Non-Enterprise	No
[105]	ask questions about my work (how to write a check. etc	2987	Non-Enterprise	No
[106]	1.for coding 2.for writing and documentation 3.for learning	3001	Non-Enterprise	No
[107]	I don't believe I have used copilot for anything other than work	3004	Enterprise	No
[108]	Medical questions and general information about various subjects	3068	Non-Enterprise	No
[109]	I've used it for research purposes, writing help amongst other things	3095	Enterprise	No
[110]	I only used it mainly for work purposes.	3112	Enterprise	No
[111]	Every time I use the copilot it's always for work purposes just to make my life a little bit easier. Thats the most useful thing for me.	3121	Enterprise	No
[112]	The same way I used Google, I used Bing (I.e. searches sometimes had an AI summary at the top). So this made me occasionally use copilot itself to see what it had to offer.	3240	Non-Enterprise	No
[113]	To write a heartfelt letter to the family of my friend, and to look for information on a deep dive into a rare medical condition that runs in a patient's family.	3312	Non-Enterprise	No
[114]	Reasearch coding, cost of medical proceedures, state laws and regulations.	3322	Enterprise	No
[115]	To seek out information that I needed.	3326	Non-Enterprise	No
[116]	To look up answers to general question I had.	3349	Non-Enterprise	No
[117]	The purposes of our use of Copilot has mainly been research and refinement.	3417	Enterprise	No
[118]	when i was tryin to brainstorm for ideas to automate my business workflow and increase output	3487	Non-Enterprise	No
[119]	Other uses of copilot included medical advice, descriptions of health symptoms, meaning of different slangs or words, job hunting, businesses that hire only remote employees, searching for different names for business ideas, movie related questions	3520	Non-Enterprise	No
[120]	Work research	3556	Non-Enterprise	No
[121]	as an alternative to google search to research specific topics	3564	Non-Enterprise	No
[122]	It varies vastly. It includes: Letter writing, court documents to accurately write, asking to write quite for me on different subjects, interpreting medical test results in lat terms, researching quantum physics and quantum AI computer 'Willow', To-Do Lists, making ai paintings and visuaks, and so much more	3583	Non-Enterprise	No
[123]	My use of copilot has been for work.	3653	Enterprise	No
[124]	as a search engine for various general information such as what was the revenue of a company last	3667	Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[125]	Work related! Since we are a diversified ag company, I wanted to get possible cost projections for a variety of corn seed dealers.	3673	Enterprise	No
[126]	As a way to quickly find answers to questions and more information	3741	Non-Enterprise	No
[127]	I work from home I sell real estate so I did use it for personal experiences. But I am also looking to purchase additional property	3749	Non-Enterprise	No
[128]	As I said before, I use Copilot to get answers to question and to learn about current events.	3760	Non-Enterprise	No
[129]	To gain knowledge on other subjects or tasks	3819	Non-Enterprise	No
[130]	help with work problems	3835	Non-Enterprise	No
[131]	Informational	3947	Non-Enterprise	No
[132]	Research for work from home, travel	3967	Non-Enterprise	No
[133]	To help me brainstorm ideas for topics for my students.	4030	Enterprise	No
[134]	Simple questions	4057	Non-Enterprise	No
[135]	To research and make microsoft documents for work purposes.	4252	Non-Enterprise	No
[136]	seeking in deph information.	4288	Non-Enterprise	No
[137]	My reasons for using Microsoft Copilot have been mixed, for different reasons at different times. There have been times I've used Microsoft Copilot for Personal Reasons, and there have been times I used this AI Tool for Business.	4386	Non-Enterprise	No
[138]	To summarize documents, research information, create blueprints, contracts and presentations	4407	Enterprise	No
[139]	I use it to find important information I need online in one place it is awesome I enjoy using it to help with certain tasks.	4411	Non-Enterprise	No
[140]	Everything related to my career and day-to-day functionalities of my job	4427	Non-Enterprise	No
[141]	I used it to translate other languages, research information and tutorials	4428	Non-Enterprise	No
[142]	I have used it for history knowledge and for math problems that I have had for school and on the bussiness side I have used it to calculate monthly expenses and how to build a website	4448	Non-Enterprise	No
[143]	to find nformation and make invitations	4468	Non-Enterprise	No
[144]	I use copilot to also control some of my smart home devices, I use it to generate pictures, and videos. I use it to do research for me or answer questions for me.	4481	Non-Enterprise	No
[145]	It has always been for educational purposes or for answering my questions to do my job	4519	Enterprise	No
[146]	I use it for all my work personal and professional work. Use it all the when i need help with some task, that i can easily do with it.	4538	Non-Enterprise	No
[147]	my work sector	4553	Non-Enterprise	No
[148]	I also used it for some work related activities	4556	Enterprise	No
[149]	I use copilot for lots and lots of reasons and to accomplish different tasks at different times. I use copilot for general advice, information gathering, seeking general information, research purposes, calculations and many more	4561	Non-Enterprise	No
[150]	Just looking up various things for my industry.	4593	Enterprise	No
[151]	Ti check emails , summarize them . To search online for information . And make suggestions .	4597	Non-Enterprise	No
[152]	To make research and analysis more difficult professional jobs	4632	Non-Enterprise	No
[153]	I have previously used Copilot to write summaries for design reports, draft professional emails, and organize ideas for new creative projects.	4654	Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[154]	I have also used Copilot to help me think of ways to get people's attention for work. I would write something to seen out and she would suggest different ways to write it.	4657	Non-Enterprise	No
[155]	I mainly use Copilot for work related reasons or to answer occasional questions when my curiosity is piqued enough.	4679	Non-Enterprise	No
[156]	to research information	4769	Non-Enterprise	No
[157]	Answers to specific questions	4772	Non-Enterprise	No
[158]	I use almost daily in edge to ask questions about things I want to know more about	4821	Non-Enterprise	No
[159]	for research purposes for summarization purpose to help draft responses	4823	Enterprise	No
[160]	I usually only use copilot for professional reasons but I also play around with it to better understand how it works	4867	Non-Enterprise	No
[161]	Searching for something	4871	Non-Enterprise	No
[162]	My purpose of my other uses if Copilot was to simplify tasks, spark creativity, explore new ideas, stay organized, learn faster, and turn everyday challenges into opportunities for growth, clarity, and	4878	Non-Enterprise	No
[163]	All my uses for copilot have been work related.	4882	Non-Enterprise	No
[164]	i have used it for mny things and research	4948	Non-Enterprise	No
[165]	I used it to create a tee shirt printing business from home and gain a broad amount of ideas I could create to design more images and techniques to make what I do a lot easier and less time consuming it even slow u to see what images other businesses use that really sell alot	4959	Non-Enterprise	No
[166]	Similar instances of gathering information.	4960	Non-Enterprise	No
[167]	In the past 12 month, I've used Copilot for different purposes such as writing, editing content, and generating ideas.	4983	Non-Enterprise	No
[168]	My main purpose was to complete my work in a short amount of time.	4988	Enterprise	No
[169]	Work and leisure	5070	Non-Enterprise	No
[170]	to research and do personal and work tasks	5071	Enterprise	No
[171]	Work related and personal related and for fun	5178	Enterprise	No
[172]	Helping me build up a business plan	5205	Non-Enterprise	No
[173]	for my work issue	5206	Non-Enterprise	No
[174]	I am using copilot from the begining. I also used it in my some research paper and studies. But now i am using it in my daily basis work purposes. Like to get the error from my code, to make the code in format way, to get any idea of code structure, thats how i am using this application till now.	5214	Non-Enterprise	No
[175]	Information search and data compilation	5241	Non-Enterprise	No
[176]	Its for Business	5267	Enterprise	No
[177]	I've used CoPilot for work related items as well	5294	Non-Enterprise	No
[178]	Just researching information	5312	Non-Enterprise	No
[179]	Mostly just for business and school purposes.	5331	Non-Enterprise	No
[180]	Planning things getting answers	5332	Non-Enterprise	No
[181]	It really makes my work a lot more efficient and a lot more productive	5376	Non-Enterprise	No
[182]	For fun and get information	5392	Enterprise	No
[183]	I have had different purposes such as greeting short videos or helping me research topics I am looking into	5406	Non-Enterprise	No
[184]	Also helo me writting sound more profesional or natural, check or learn about some topics and	5412	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[185]	Use it for research, idea generation, general search purpose etc.	5422	Non-Enterprise	No
[186]	Just questions i want answered	5427	Non-Enterprise	No
[187]	to answer questions i don't know the answer to	5473	Non-Enterprise	No
[188]	Mostly, it's just that I'm really busy at work and this is something that I can use as a tool to try to help me get stuff done, accurately and faster for emission	5482	Enterprise	No
[189]	I use it to get Point of information, example of word, style letter form.	5490	Non-Enterprise	No
[190]	I mainly just use it to get ideas. I wouldn't think of her put words and phrases I wouldn't think of.	5497	Non-Enterprise	No
[191]	To find information about a specific app or product that we use, to compare products, to create emails and social media posts, to pull information from a document	5523	Enterprise	No
[192]	I want to find answers to general questions	5580	Non-Enterprise	No
[193]	I used it for taking down information.	5583	Non-Enterprise	No
[194]	Work , school	5648	Non-Enterprise	No
[195]	I've used it to help with work tasks and work related projects	5716	Non-Enterprise	No
[196]	I use Copilot at the present time to answer questions. I am considering using AI to plan trips.	5727	Non-Enterprise	No
[197]	used it for a work project	5736	Non-Enterprise	No
[198]	I have used the AI to help answer questions I have	5743	Non-Enterprise	No
[199]	to assist with brainstorming ideas on topics of discussions at our meetings; things i would not have remembered or perhaps even thought about myself	5784	Enterprise	No
[200]	Find out how to open LLC.	5865	Non-Enterprise	No
[201]	Just asking for general information!	5880	Non-Enterprise	No
[202]	Almost always, I use Copilot to quickly find answers to relatively simple questions. It beats putting keywords into a search engine and then having to scroll through search results	5954	Non-Enterprise	No
[203]	to learn more about a particular subject	6165	Non-Enterprise	No
[204]	I used it for work related issues like doing mundane tasks, looking at food reviews, and best places to have a vacation	6170	Non-Enterprise	No
[205]	I use this for my work purpose	6296	Non-Enterprise	No
[206]	Mostly to help find information to broaden my teaching on Biblical subjects.	6326	Non-Enterprise	No
[207]	To get answers to questions	6368	Non-Enterprise	No
[208]	I was leaning more about space to write an essay	6434	Non-Enterprise	No
[209]	I ask Co-Pilot different questions it depend's on what I need. Sometimes I ask it questions related to shopping, work, ideas. Just whatever I need to ask.	6462	Non-Enterprise	No
[210]	Learn new information not available elsewhere	6471	Non-Enterprise	No
[211]	I was just using it for something related to work.	6485	Enterprise	No
[212]	I really only use Copilot to find out information about Microsoft programs.	6588	Enterprise	No
[213]	I tried some image generation and used to get some sources for my research papers	6595	Enterprise	No
[214]	I had used it to help me figure out what the formula for a chemical equation was that i had needed to know.	6603	Non-Enterprise	No
[215]	I always just use copilot for aiding in search functions. I haven't used it for anything else but I'd be open to other ways in the future.	6619	Non-Enterprise	No
[216]	research topics for shopping and other items	6651	Non-Enterprise	No
[217]	Searching for info on artificial intelligence	6691	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[218]	Copilot also helps in understanding specific office related computer works.	6790	Enterprise	No
[219]	I used it to try to edit photos to remove or add content in the background. I used it to search for information. I also used it to produce imagery	6810	Non-Enterprise	No
[220]	Mainly use it for technical questions.	6840	Non-Enterprise	No
[221]	I've mainly used Copilot to plan personal trips, draft messages, look up quick explanations, and get ideas for home projects or hobbies	6845	Non-Enterprise	No
[222]	Mostly work and random questions	6861	Enterprise	No
[223]	Everything in general. Work school and life	6909	Non-Enterprise	No
[224]	general search	6922	Non-Enterprise	No
[225]	Mainly for research purpose.	6948	Non-Enterprise	No
[226]	Research, image generation, and other questions.	6985	Non-Enterprise	No
[227]	the main reason and the purpose was about my work that I did research about	6990	Non-Enterprise	No
[228]	To use it in the research and get more details and notes of more and clear idea to get more details	7001	Non-Enterprise	No
[229]	I use copilot whenever i'm looking for something online	7041	Non-Enterprise	No
[230]	I mainly used Copilot over the past year to help draft documents, summarize information, and organize my notes more quickly	7053	Non-Enterprise	No
[231]	I have just been using it for General information in addition to what I already use, just to get more acquainted with how it works.	7081	Non-Enterprise	No
[232]	To help with presentations and fact checking	7088	Non-Enterprise	No
[233]	to learn information	7097	Non-Enterprise	No
[234]	I have used it several times to figure out how much material I needed on my job site	7149	Non-Enterprise	No
[235]	to seek answers	7182	Non-Enterprise	No
[236]	I use it for all purposes in life, whenever I don't have the answers for certain questions	7233	Non-Enterprise	No
[237]	For researching on software and testing codes	7257	Enterprise	No
[238]	I've used Copilot for tasks like content generation, data analysis, and streamlining research to improve productivity across various projects.	7293	Non-Enterprise	No
[239]	Mostly just personal organization and random questions that come to mind and I want a fast answer and sources	7321	Non-Enterprise	No
[240]	I use Copilot to do research, also to chat, or to know new things, I like to use AI to learn more too	7374	Non-Enterprise	No
[241]	Trying out different AI platforms. General questions about various topics. Use it as an assistant when programming code.	7382	Non-Enterprise	No
[242]	I've used Copilot a couple of times to research items. If I'm looking for a "how to" or a "what if" or to help answer a question	7395	Non-Enterprise	No
[243]	Additionally, I've used Copilot to look up basic information, summarize articles, obtain brief explanations for topics I was interested in, and generate ideas for hobbies or personal projects. When compared to manual searching, it helps streamline information and save time.	7407	Non-Enterprise	No
[244]	for my work purpose	7409	Enterprise	No
[245]	To build my resume and utilize summary reporting for job and business purposes.	7411	Non-Enterprise	No
[246]	work related	7472	Non-Enterprise	No
[247]	When writing texts, I am working on a novel, I use Copilot to help me with the text and to help me with research. Other uses are daily questions about TV series or recipes or such.	7497	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[248]	To assist me in routine activities at work and to get started on new idea creating.	7498	Enterprise	No
[249]	researching an issue or getting ideas	7517	Non-Enterprise	No
[250]	To compose emails, SMS and gather informations	7519	Non-Enterprise	No
[251]	Find more ideas about what i was look for for my task	7539	Non-Enterprise	No
[252]	Mostly to save me time on documents and research and be more productive.	7542	Non-Enterprise	No
[253]	I've used it for research, trends, side hustles, diy's, craft inspiration	7544	Non-Enterprise	No
[254]	To get more ideas and to have a broader perspective on what I'm doing	7547	Non-Enterprise	No
[255]	General searches for information	7582	Non-Enterprise	No
[256]	just to see what information it would bring up	7590	Non-Enterprise	No
[257]	All work related	7595	Enterprise	No
[258]	I use it for general information	7599	Non-Enterprise	No
[259]	I mainly use for the Internet	7632	Non-Enterprise	No
[260]	I used copilot to help expedite some work reports.	7657	Non-Enterprise	No
[261]	i usually ask it random questions through out the day	7660	Non-Enterprise	No
[262]	Career, school, goals	7716	Non-Enterprise	No
[263]	To answer my questions and everything else I have to do.	7726	Enterprise	No
[264]	The seamless integration of Microsoft Copilot into my work environment has not only simplified complex tasks but also empowered me to make informed decisions, collaborate effectively with team members, and meet project deadlines with confidence." I	7754	Enterprise	No
[265]	JOB RESEARCH	7862	Non-Enterprise	No
[266]	I recently asked Copilot to provide resources of how we can better save on utility costs in our school building.	7910	Enterprise	No
[267]	General curiosity or help with questions that I had.	8028	Enterprise	No
[268]	One of the inquiries was comparing different financial products.	8034	Non-Enterprise	No
[269]	Organizing work, analyzing data, and collecting information	8052	Enterprise	No
[270]	For informative and helpful advice	8093	Non-Enterprise	No
[271]	general use for basic questions that one would ask google	8235	Non-Enterprise	No
[272]	Answering questions, editing photos, and helping with work completion	8315	Non-Enterprise	No
[273]	Just asking basic information	8323	Non-Enterprise	No
[274]	for research	8404	Enterprise	No
[275]	from work related issues to personal obes i have used copilot for many different reasons	8417	Non-Enterprise	No
[276]	Sometimes I need help with writing prompts and brainstorming ideas and I find these tools to be a good starting point to start my creative process	8434	Non-Enterprise	No
[277]	Find good information to do my work	8453	Non-Enterprise	No
[278]	For work, to look up a recipe, medical advice...	8454	Enterprise	No
[279]	Usually getting concise summaries of info. Helps me better understand the subject matter.	8456	Non-Enterprise	No
[280]	I've used Copilot for various purposes including writing assistance, summarizing documents, generating code snippets, creating email drafts, brainstorming ideas, and simplifying complex topics.	8469	Non-Enterprise	No
[281]	Information, work related research, medical information, interpretation of test results. Trip planning, shopping comparisons, product reviews.	8497	Non-Enterprise	No

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All Completes (N=2,013)

Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[282]	I've used Copilot for various purposes including writing assistance, summarizing documents, generating code snippets, creating email drafts, brainstorming ideas, and simplifying complex topics.	8547	Enterprise	No
[283]	For other ideas generating tasks	8559	Non-Enterprise	No
[284]	Compiling lists for food delivery options for a large group of people for a catered work lunch. Majority I used it for data research.	8602	Enterprise	No
[285]	Just to help out with questions if I had one	8608	Non-Enterprise	No
[286]	For study and work only	8637	Non-Enterprise	No
[287]	to find out facts	8664	Non-Enterprise	No
[288]	To help out with the work that I need help with	8695	Enterprise	No
[289]	To answer inquiries	8705	Non-Enterprise	No
[290]	Other times I used M365 Copilot this year were mostly to speed up routine work. I used it to draft emails when I needed to communicate updates clearly, to summarize long documents before meetings so I could prepare quickly, and to rewrite sections of reports to make them more concise and professional. I also used it a few times to generate initial outlines or ideas when starting a new project so I wasn't beginning from a blank page.	8706	Enterprise	No
[291]	i used it learn new basic information online	8732	Non-Enterprise	No
[292]	I often times ponder certain questions, ranging from crime to tax topics to travel ideas and see what is out there.	8759	Enterprise	No
[293]	For job related options	8777	Non-Enterprise	No
[294]	To do more research on my topic of research	8778	Non-Enterprise	No
[295]	if I need to search something quickly	8806	Non-Enterprise	No
[296]	it is always looking something up or trying to find out about something	8851	Non-Enterprise	No
[297]	I have only used for searching for information in place of general bing and google searches	8866	Non-Enterprise	No
[298]	I use for for very advanced and accurate searches	8884	Enterprise	No
[299]	I ask it questions that are easy to look up, like simple fixes on things	8899	Non-Enterprise	No
[300]	Again, I mostly use AI only to help with general research, or answer a basic question.	8909	Non-Enterprise	No
[301]	Mostly just editing photos and asking questions	8910	Non-Enterprise	No
[302]	All for trying to figure out how to do something	8920	Non-Enterprise	No
[303]	I was looking for information quickly.	8930	Non-Enterprise	No
[304]	Enhancing searches over bing and edge.	8938	Non-Enterprise	No
[305]	Work related	8944	Non-Enterprise	No
[306]	I've used Copilot for a variety of personal tasks over the past year, including helping with writing projects, researching topics of interest, organizing travel plans, and exploring creative ideas like recipes and image generation	8976	Non-Enterprise	No
[307]	Oh yes I would say I used it in different fields as well, due to my work and profession. Its essential I use them everyday.	8981	Enterprise	No
[308]	Answer to my question	9006	Enterprise	No
[309]	This time I was just checking up and doing a little more research on my last project	9013	Enterprise	No
[310]	just to get more info faster	9031	Non-Enterprise	No
[311]	To asking questions, and getting help with a task	9087	Non-Enterprise	No
[312]	To generate ideas on project work	9143	Enterprise	No

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Q6: "In addition to your most recent use of M365 Copilot, what were the purposes of your other uses of Copilot in the past 12 months, if any? (Please describe these purposes and your use of Copilot briefly in the text box below.)"

	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[313]	All work related	9155	Enterprise	No
[314]	I use it for translation. I use it for research. I use it o compare products. I use it for scheduling and keeping track of meetings.	9162	Enterprise	No
[315]	I've also used it to help me calculate something work related	9173	Enterprise	No
[316]	browsing the Internet and drafting emails	9174	Enterprise	No
[317]	It's mainly to .search information and edit things	9243	Non-Enterprise	No
[318]	I needed to get my items organized for work	9253	Non-Enterprise	No
[319]	To some research, mails, brainstorm ideas and so on	9255	Non-Enterprise	No
[320]	work and search an activity	9315	Non-Enterprise	No
[321]	Work purpose	9328	Non-Enterprise	No
[322]	I have used it to help draft emails, to help maintain my calendar and to assist with questions I have	9351	Enterprise	No
[323]	Only for work	9429	Enterprise	No
[324]	I have created Herbal Tea booklets to include medical benifits, historical content and even quotes to make my text more beneficial and easier to include research based facts without the tedious online reviews of peer journals.	9493	Non-Enterprise	No
[325]	For research-related purposes, as part of my day-to-day work activities, to gather information and get more suggestions.	9498	Enterprise	No
[326]	Its Help me work related and updated my job verification its good	9499	Enterprise	No
[327]	To help with codeine and research	9500	Enterprise	No
[328]	I used it for work.	9510	Enterprise	No
[329]	Work purpose	9530	Enterprise	No
[330]	That is only time I use it for now is to find information.	9542	Enterprise	No
[331]	I have used it for many things from research to shopping to brainstorming and more.	9554	Non-Enterprise	No
[332]	I use Copilot for work purposes, entertainment, and organization, and financial management	9558	Non-Enterprise	No
[333]	I mainly use it for work and seeking more guideline	9560	Non-Enterprise	No
[334]	FOR RESEARCH AND PERSONAL USE	9566	Non-Enterprise	No
[335]	All work related stuff	9568	Enterprise	No
[336]	To help make things easier for work	9571	Non-Enterprise	No
[337]	Do work fast	9573	Non-Enterprise	No
[338]	I used it for more information in a general topic	9585	Non-Enterprise	No
[339]	I use it for business ideal, generating of letters and essay	9587	Non-Enterprise	No
[340]	Get answers to questions	9609	Non-Enterprise	No
[341]	It's fun to look up things I don't inderstand	9614	Enterprise	No
[342]	I used it to research various ideas and get info	9624	Non-Enterprise	No
[343]	I use co-pilot for a variety of chairs for working at home for work I use it for analytics and just many processes at home I use it for daily searches and many other things as well	9655	Non-Enterprise	No
[344]	i will use it for information to help me be more productive.	9764	Non-Enterprise	No
[345]	Agriculture issues and problems.	9821	Enterprise	No
[346]	For work purposes for the help of when I am working on a project and need more opinions and ideas about the topic and it can help dive deep	9870	Enterprise	No
[347]	Use it mainly to answer my questions.	9914	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[348]	used it to answer questions about general topics and for general research	9922	Non-Enterprise	No
[349]	To help create presentations and general research	9938	Non-Enterprise	No
[350]	to generate ideas for my start up.	9955	Non-Enterprise	No
[351]	I have not used as much but I mostly use it in geeneral questions.	9958	Non-Enterprise	No
[352]	It was mostly for work but from time to time, I will ask it questions about health or other items.	9959	Enterprise	No
[353]	I used it for research and for entertainment	9974	Non-Enterprise	No
[354]	just for shopping and general searches for home and business	9989	Non-Enterprise	No
[355]	Researching information	9996	Non-Enterprise	No
[356]	To find information on different topics	10051	Non-Enterprise	No
[357]	Searching a multitude of topics	10090	Enterprise	No
[358]	To ask about a task that was difficult for me	10124	Enterprise	No
[359]	To search for different information such as phone numbers, addresses and reviews. I also use it for my work notes.	10140	Non-Enterprise	No
[360]	work and to have fun searching for new results	10148	Non-Enterprise	No
[361]	I use copilot for almost everything work related like fact checking, spilling correction proof reading and to look up information	10280	Non-Enterprise	No
[362]	I actually explained before it's usually for game mechanics and understanding behaviors. Pretty much anytime I have a question I use ai to answer or find a way to get the answer	10292	Non-Enterprise	No
[363]	Just general information and gaining knowledge	10301	Non-Enterprise	No
[364]	copilot is a good to use for work and school .	10309	Non-Enterprise	No
[365]	I use it for work and for personal advices and also I use it for prep and meals and cheap meals	10320	Non-Enterprise	No
[366]	As a fact checker and more professional style of correspondence	10361	Non-Enterprise	No
[367]	Whenever I had to wade through far too much information for one person to do in a short amount of time. AI is very capable of doing exactly what you tell it, and that's also the problem. it does exactly what you tell it to.. kind of like an old 286.	10373	Non-Enterprise	No
[368]	The other uses that I use copilot for was genuinely just to ask random questions for things that I did not know off of that or to just find information that I really wasn't 1000% sure on and just needed a second answer	10374	Enterprise	No
[369]	To get things done and "how to do" things and ideas	10392	Non-Enterprise	No
[370]	i mainly use it to make a video every couple days to post to my sepreate facebook account, and i use it any time i need information on something or have a qestion or need a deeper explannation about random things	10400	Non-Enterprise	No
[371]	I use it for random things i am doing at home out and about or at work.	10430	Non-Enterprise	No
[372]	I mostly use it to find sites that are harder to find or there are a lot of but I need the best one.	10448	Non-Enterprise	No
[373]	Mostly for work tasks like drafting emails creating reports analyzing data and brainstorming ideas	10494	Enterprise	No
[374]	I use co pilot to enhance my search, compare options and get tailored recommendations	10508	Non-Enterprise	No
[375]	Simple questions , work question or job related help	10526	Non-Enterprise	No
[376]	I use Copilot at work to brainstorm ideas, look up research topics and help write my meeting minutes	10605	Non-Enterprise	No
[377]	I have used it for suggestions and research along with many different types of images.	10617	Non-Enterprise	No
[378]	search information, replying email	10635	Non-Enterprise	No
[379]	research ideas	10665	Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[380]	Besides the most recent report, I've used Copilot a few other times over the past year for work stuff.	10670	Enterprise	No
[381]	mostly for workouts ideas, but I also use it when I need information about something related at work, like how to do some of the procedures	10733	Non-Enterprise	No
[382]	I usually use it to get data, information, other than learn something new.	10757	Non-Enterprise	No
[383]	I only use it for woek related	10790	Non-Enterprise	No
[384]	I used Copilot for quick concept explanations and general web searches.	10809	Non-Enterprise	No
[385]	I use it constantly for both professional-related work as well as my own entrepernurial work.	10841	Non-Enterprise	No
[386]	Research Brainstorming Arrangements	10842	Enterprise	No
[387]	I sometimes use it to look up items related to my work even thought it is my personal account.	10870	Non-Enterprise	No
[388]	To research other things and get information I needed.	10944	Non-Enterprise	No
[389]	For my work purpose i used Copilot	10970	Non-Enterprise	No
[390]	I mainly use copilot for work it's literally one of my major resource tools	10985	Non-Enterprise	No
[391]	My addition to using copilot is find answers to things I need help with	11003	Non-Enterprise	No
[392]	Usually for business research and documentation	11008	Non-Enterprise	No
[393]	mostly to get informaton	11028	Non-Enterprise	No
[394]	I use it for multiple purposes. I use it for work, for personal reasons. I usually use it when I'm trying to use a new word to expand my vocabulary and I need to know what it means. It also helps me autocorrect. It's very useful for Microsoft word writers, especially editors. It has very well grammar applications, even though I'm already a good writer, but it helps to automatically do everything for me sometimes. Even though it gets it wrong occasionally, but the good outweighs the bad for sure	11104	Non-Enterprise	No
[395]	Any research and finding any problem to solve were the purposes of my other users of Copilot in the past month.	11109	Enterprise	No
[396]	I have used copilot to find answers to work related questions and general queries	11169	Enterprise	No
[397]	i use it to help me find information about different companies	11196	Non-Enterprise	No
[398]	searching for ideas to solve some issues	11241	Non-Enterprise	No
[399]	In the past 12 months, I used copilot to browse things and ask questions	11253	Non-Enterprise	No
[400]	I would use to work on work related projects	11274	Non-Enterprise	No
[401]	I used it to find more informations	11316	Non-Enterprise	No
[402]	I used Copilot when I wanted to expand my search options.	11318	Non-Enterprise	No
[403]	To make e business decision about buying new things	11322	Non-Enterprise	No
[404]	Basically all my uses of Copilot were for research purposes.	11335	Non-Enterprise	No
[405]	i used the windows copilot for troubleshooting, and to find information fast on the internet	11470	Non-Enterprise	No
[406]	I've used it for business purposes, finding different companies that met the criteria I was looking for.	11510	Non-Enterprise	No
[407]	I also use Microsoft T to answer questions quicker for me then searching the answers myself	11557	Enterprise	No
[408]	To.find out solutions to the problems I had	11575	Non-Enterprise	No
[409]	It keeps me from having to dig through numerous ways to get the information that I need.	11616	Non-Enterprise	No
[410]	It helps shape ideas, explore different angles, and refine drafts.	11630	Non-Enterprise	No
[411]	usually for trying to further understand complex topics	11644	Non-Enterprise	No
[412]	I did not use copilot for any other reason aside from professional use.	11646	Enterprise	No
[413]	every time i have an issue or a questionn about anything to do with technology i dont know what to do with i use copilot	11678	Non-Enterprise	No

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	Question 6 Response	Respondent ID	Respondent Group	Also Coded as "Research of news or current events"
[414]	i have just stated what I use /c-Pilot for: research only and directory assistance, nothing else.	11789	Non-Enterprise	No
[415]	I use AI to find answers to questions, to compare items (such as insurance policies), get suggestions for my life story.	11813	Non-Enterprise	No
[416]	Generating creative ideas on how to get things done. Reducing mental labour on certain activities Learning how to write codes for websites and apps	11825	Non-Enterprise	No
[417]	over the past 12 months, i have used copilot to make researches,learn new things	11868	Enterprise	No
[418]	Usually just simple questions or problems	11915	Non-Enterprise	No
[419]	The purpose was to help me get a work task done.	11938	Non-Enterprise	No
[420]	I've been unsuccessful applying copilot to more of my working tasks.	11942	Enterprise	No
[421]	I used Copilot for cursory research when looking for quick and detailed answers.	11980	Non-Enterprise	No
[422]	finding information on websites	11988	Non-Enterprise	No
[423]	All to complete my workload tasks.	12033	Enterprise	No
[424]	I primarily use it for work on my work account because we use the Microsoft suite at work and it is compatible.	12059	Enterprise	No
[425]	Just work projects nothing more	12094	Non-Enterprise	No
[426]	work, personal amd generative use	12095	Enterprise	No
	Total Also Coded as "Research of News or Current Events"			**5**

Notes:
[1] These responses were categorized into the "Research or search about other professional topics of interest" category by the blind-coders.
[2] Blank cells in a given column indicate that the respondent selected the "don't know / unsure" answer option for that respective question.

[3] As seen in Appendices D and E, for survey programming purposes, each group's questions were numbered differently (QM1 through QM12 for Enterprise Group, and QM13 through QM24 for Non-Enterprise Group). For ease of exposition in this exhibit, I refer to each set of questions as "Question 1" through "Question 12".