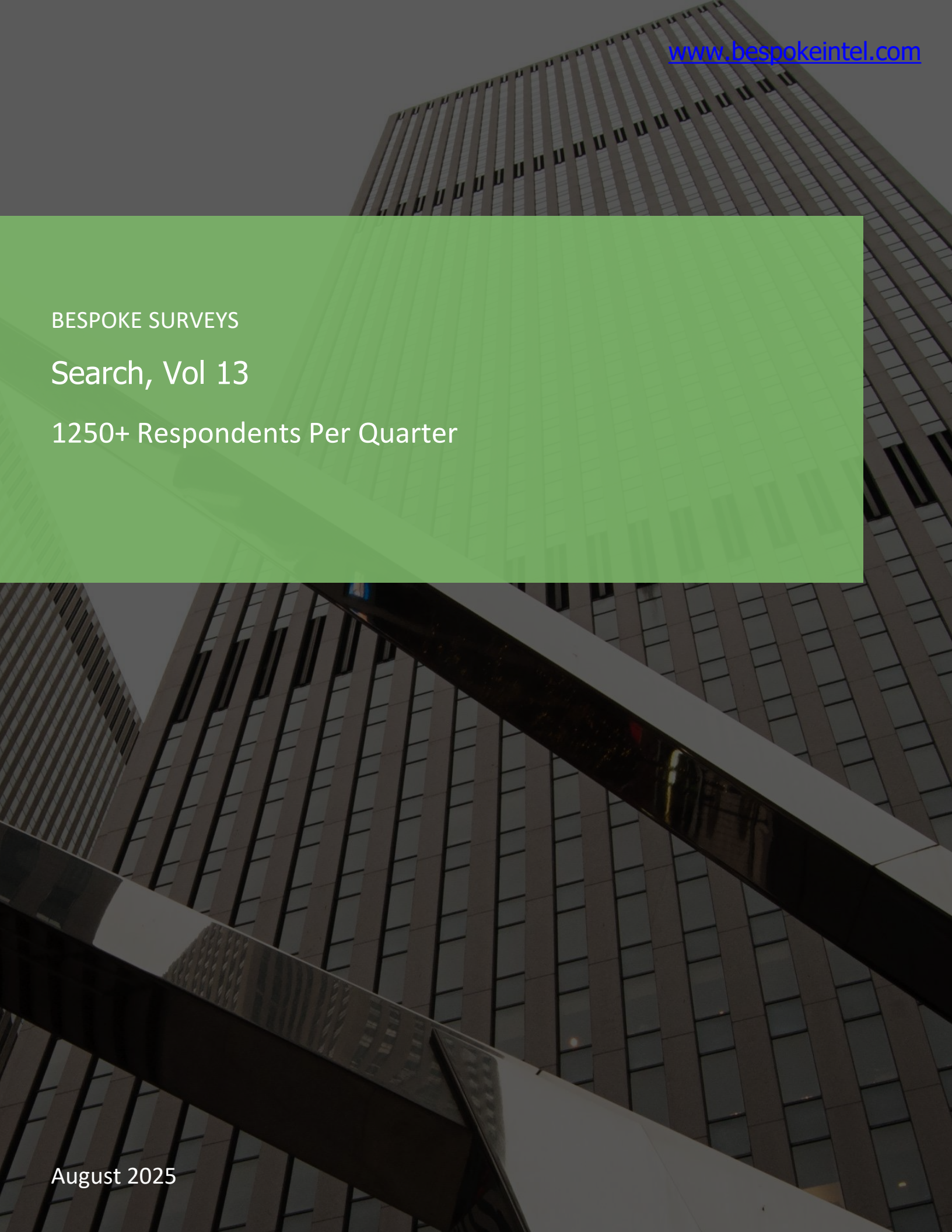

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BESPOKE SURVEYS

Search, Vol 13

1250+ Respondents Per Quarter

August 2025

NEW QUESTIONS

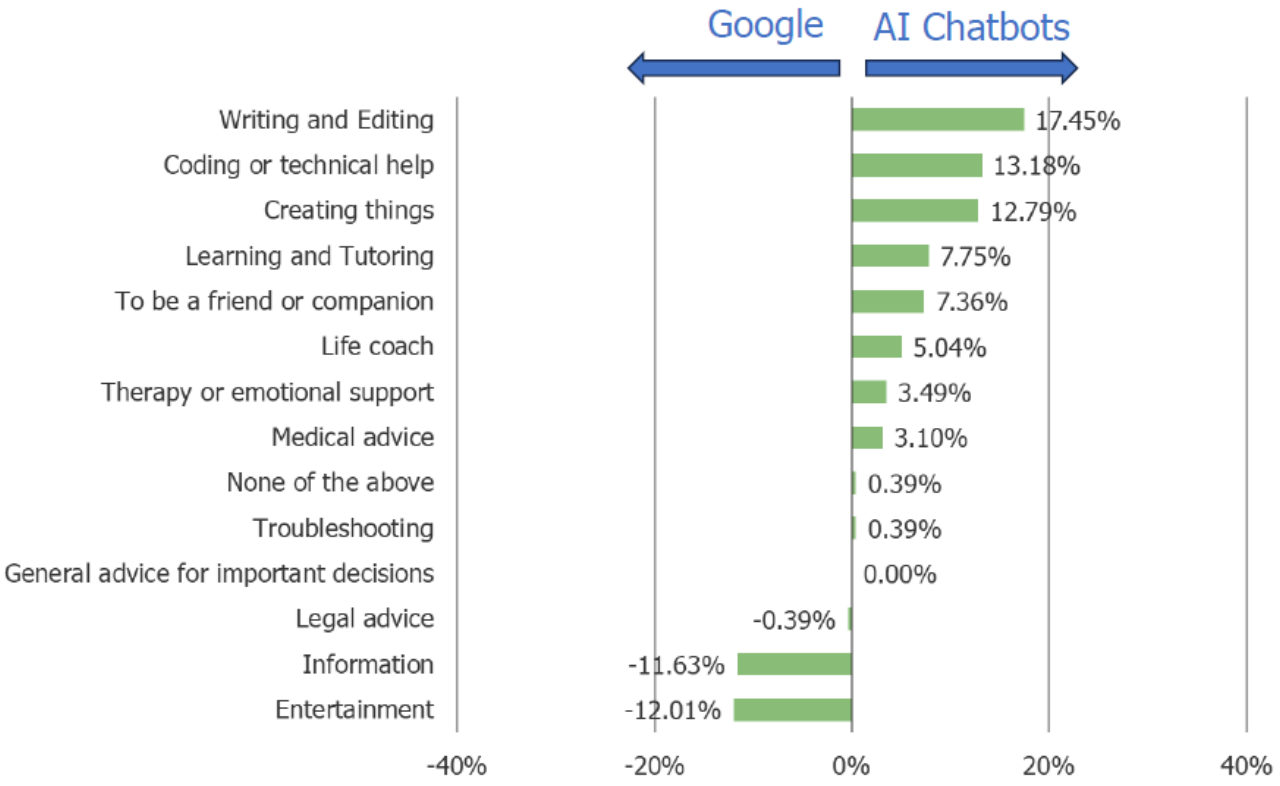
FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

WHICH OF THE FOLLOWING DO YOU LIKE USING THE FOLLOWING FOR? SELECT ALL THAT APPLY

Posed to all respondents who said they used BOTH Google and AI Chatbots in the past week

% who selected AI Chatbots in one question (minus) % who selected Google in another question.

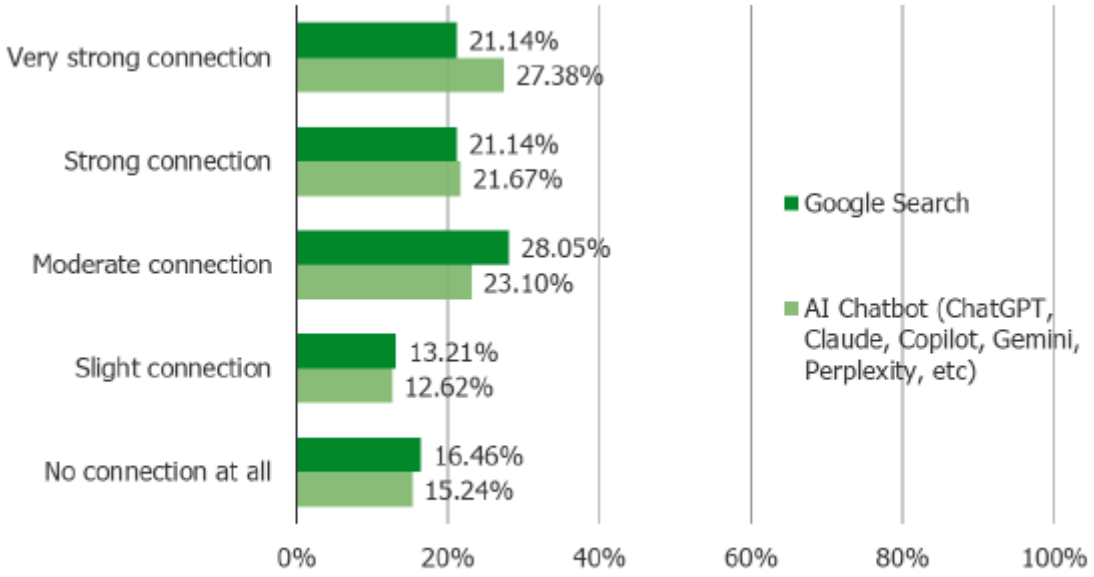
Posed to respondents who said they used BOTH Google and AI Chatbots in the past week



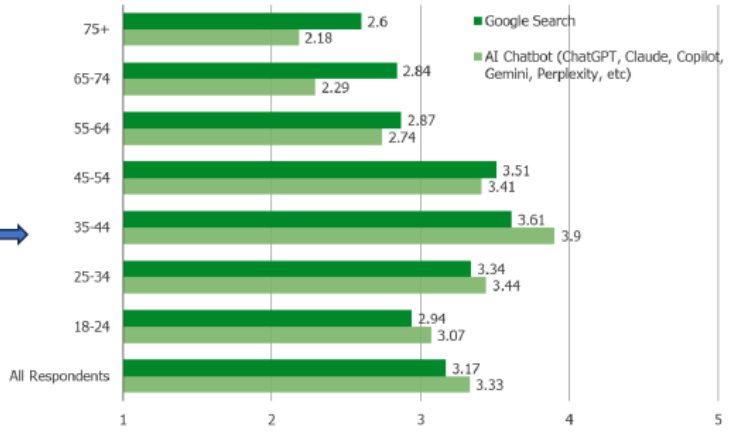
FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

TO WHAT EXTENT DO YOU FEEL A PERSONAL CONNECTION TO THE FOLLOWING?

Posed to all respondents who said they used each of the following in the past week.



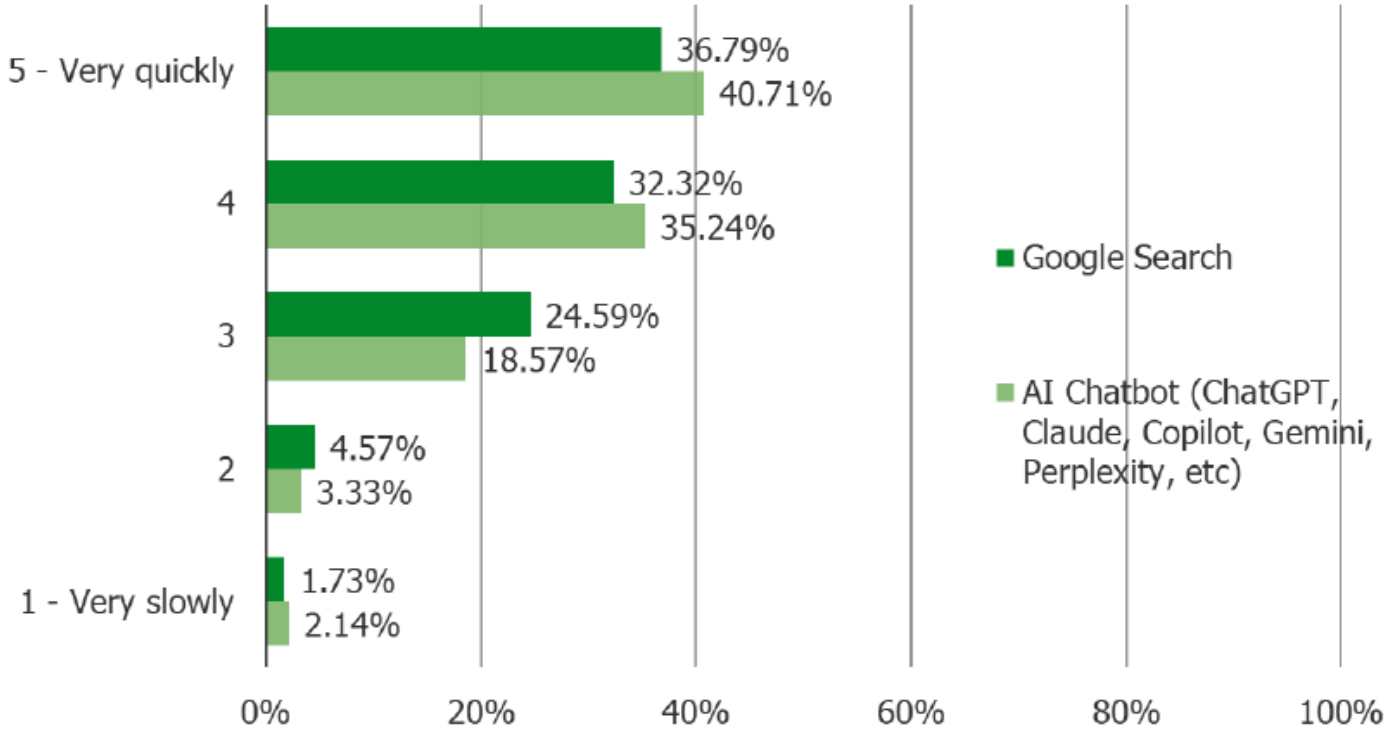
Weighted average of the above data, cut by age (1 = no connection at all, 5 = very strong connection...



FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

HOW QUICKLY DO YOU FEEL YOU ARE ABLE TO ACCOMPLISH YOUR SEARCH GOALS WHEN USING THE FOLLOWING?

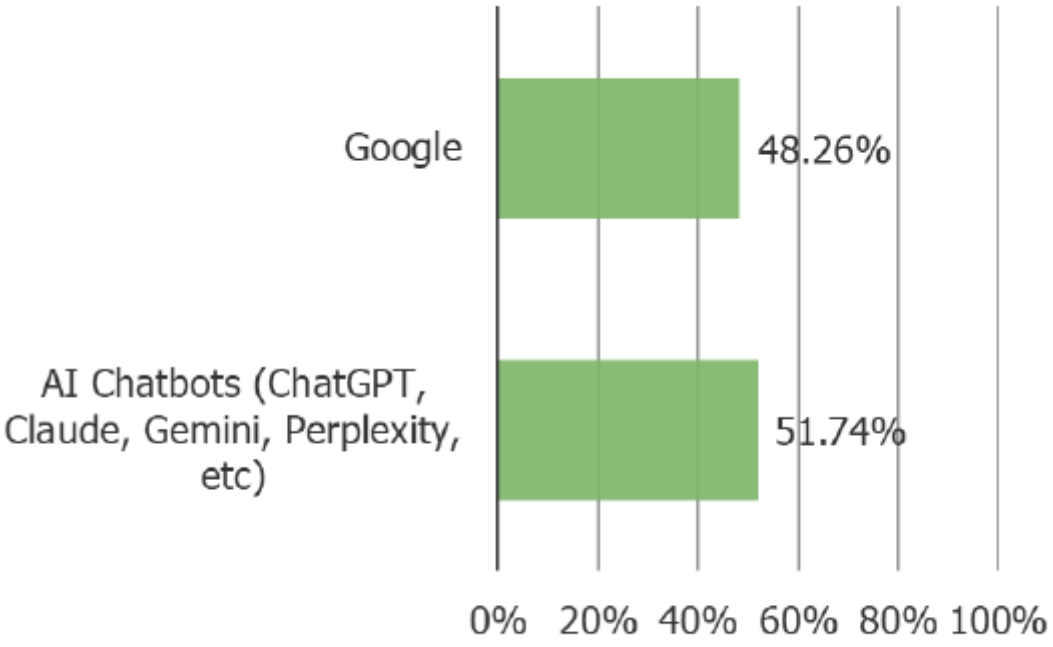
Posed to all respondents who said they used each of the following in the past week.



FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

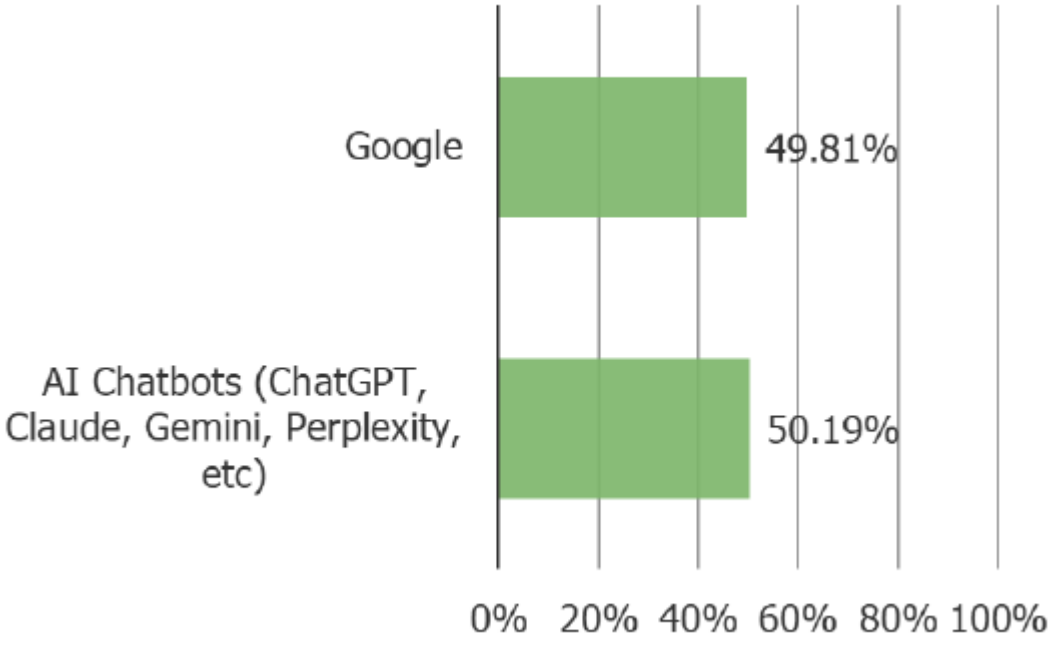
WHICH DO YOU FEEL IS BETTER FOR GETTING MEDICAL / HEALTH ADVICE?

Posed to respondents who said they used BOTH Google and AI Chatbots in the past week



WHICH DO YOU FEEL IS BETTER FOR GETTING LEGAL ADVICE?

Posed to respondents who said they used BOTH Google and AI Chatbots in the past week



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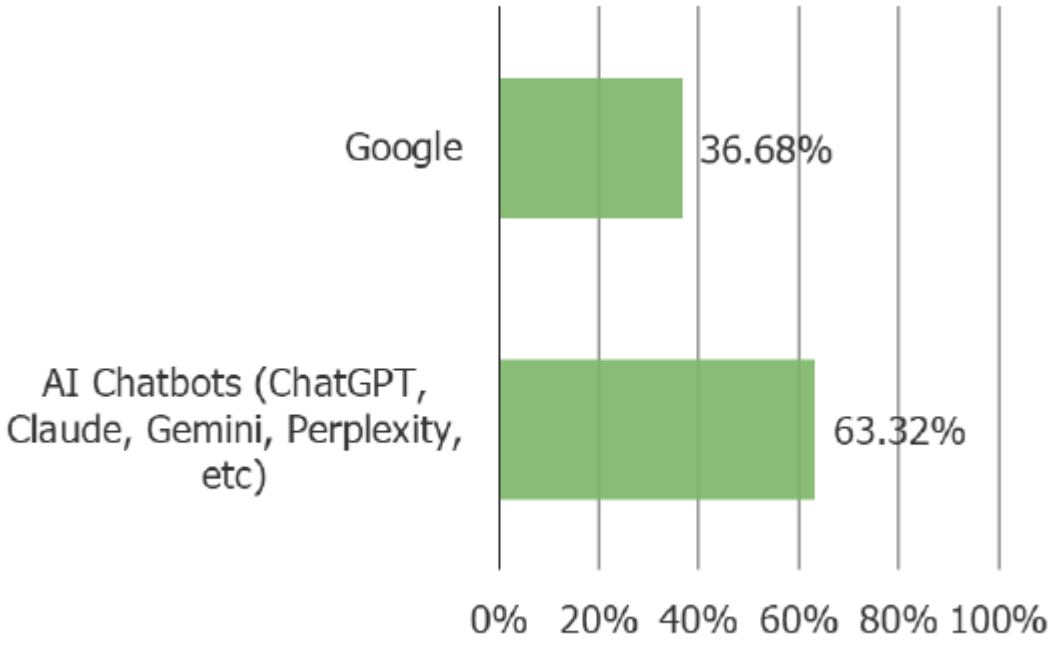
WHICH DO YOU FEEL IS BETTER FOR HELPING WITH IMPORTANT LIFE DECISIONS?

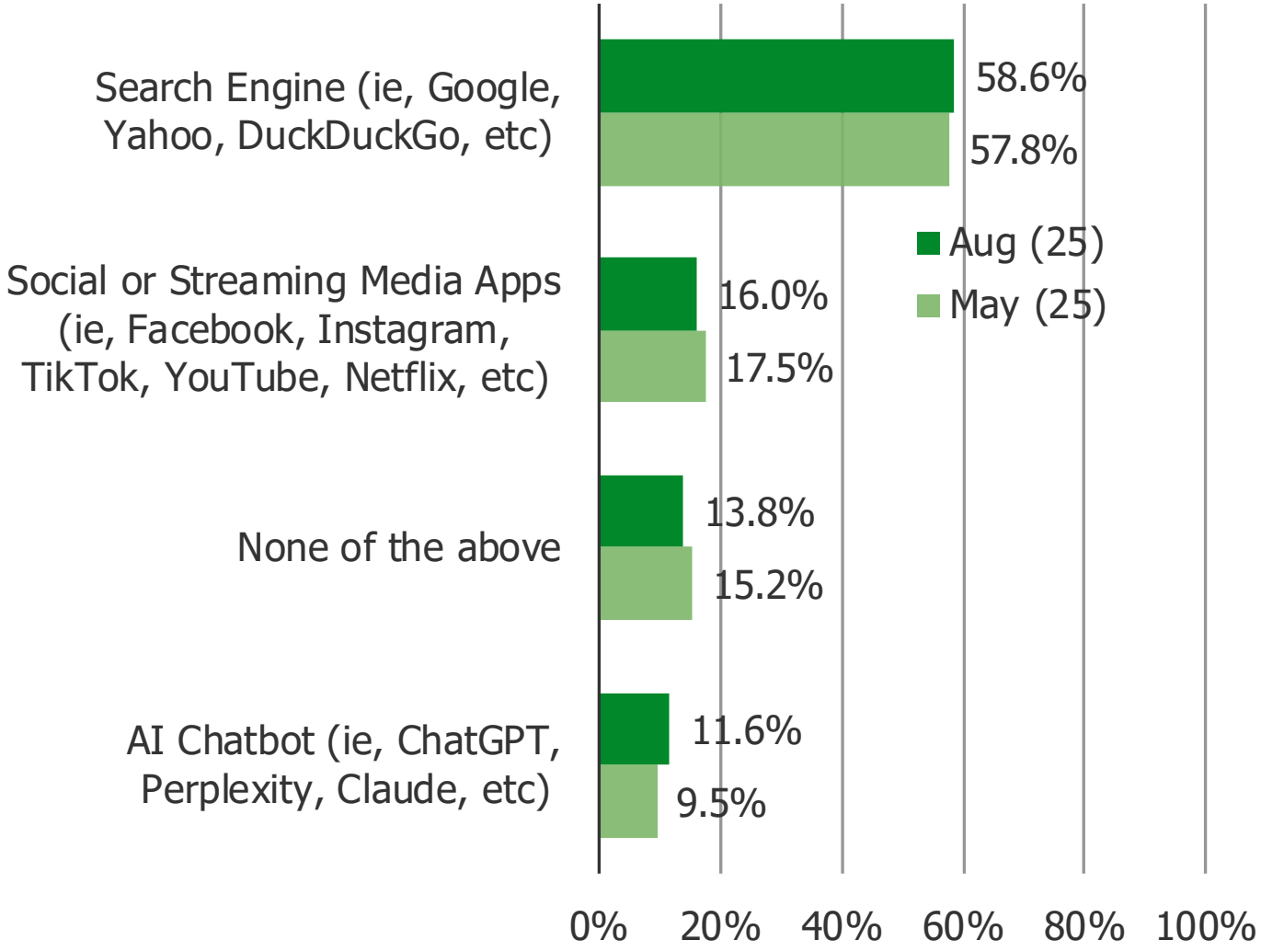
Posed to respondents who said they used BOTH Google and AI Chatbots in the past week



FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE, WHERE DO YOU PREFER TO START TYPICALLY?

Posed to all respondents.



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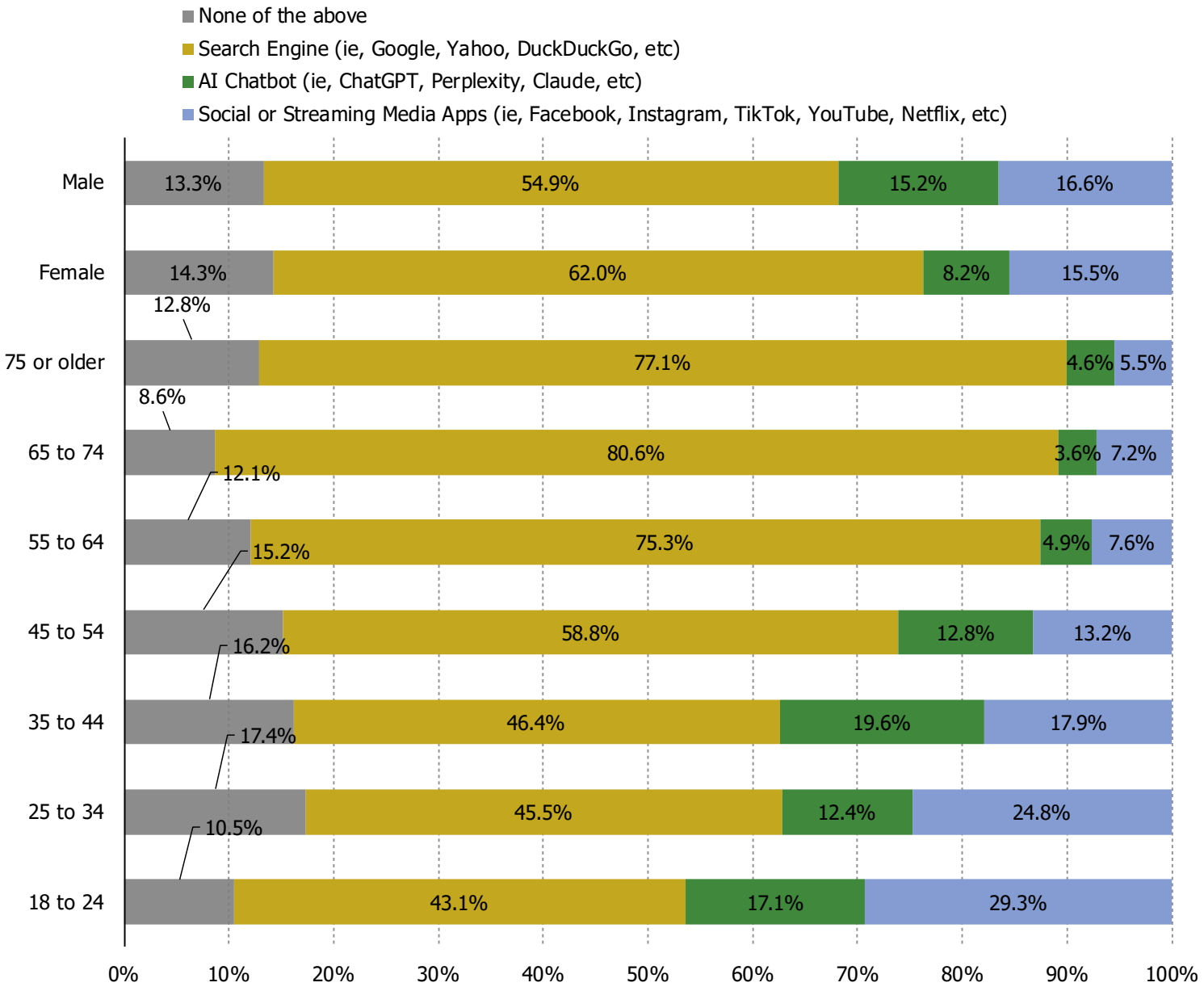
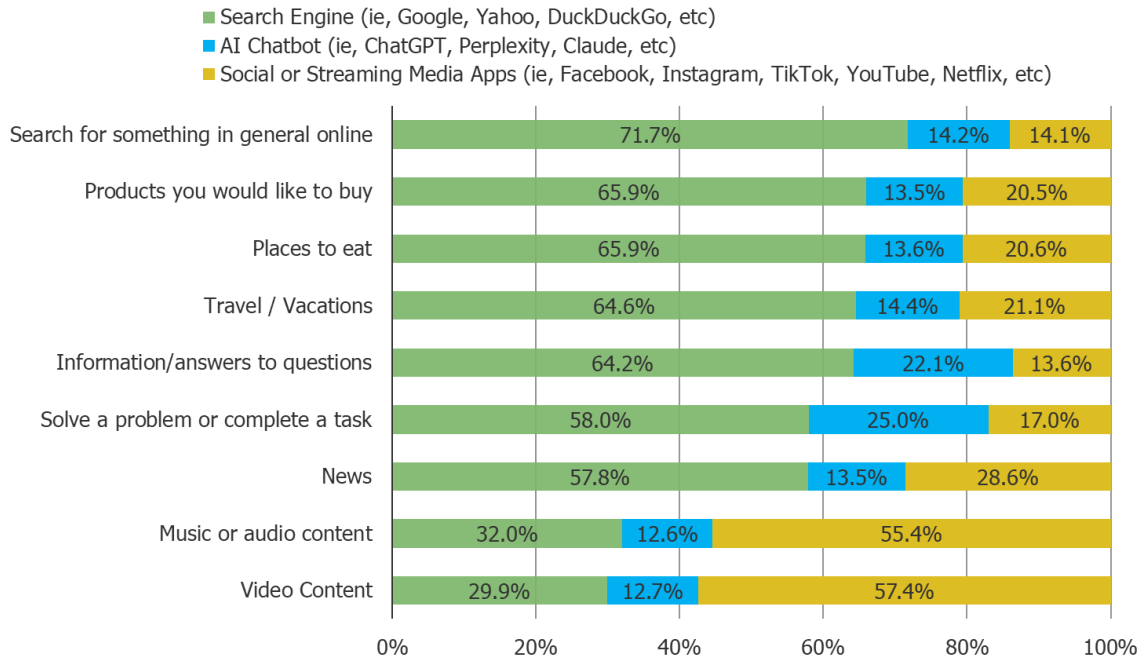
Posed to all respondents.



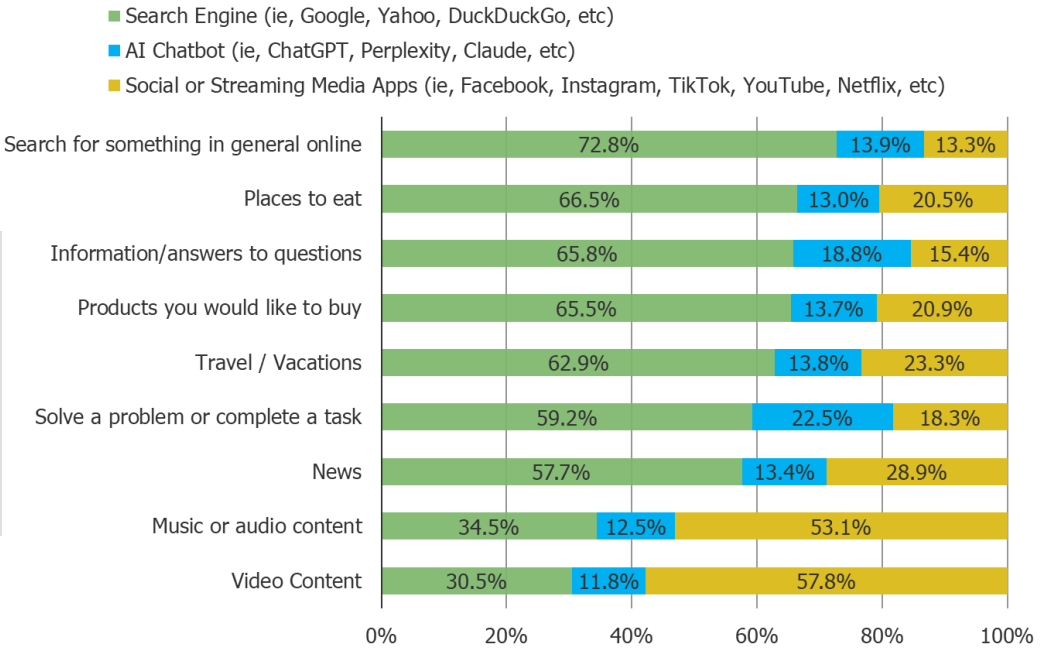
FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

FOR THE FOLLOWING TYPES OF SEARCHES, WHERE DO YOU START YOUR SEARCH JOURNEY?

Posed to all respondents.



April 2025 Data.



	N =
Search for something in general online	1172
Travel / Vacations	1008
Products you would like to buy	1127
Information/answers to questions	1169
Music or audio content	1068
Video Content	1096
Places to eat	1074
News	1082
Solve a problem or complete a task	1106

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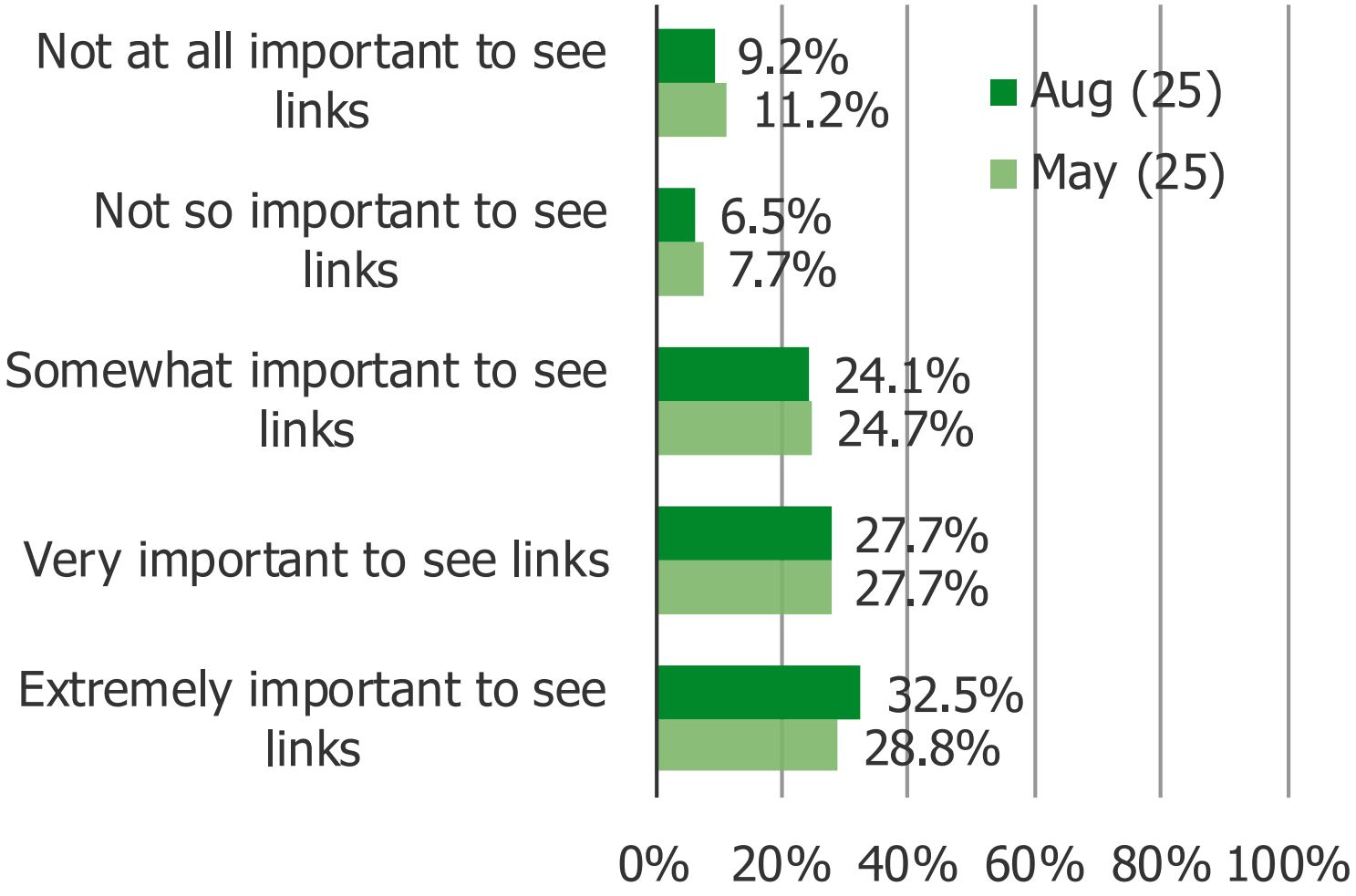
WHEN USING GOOGLE SEARCH, HOW IMPORTANT IS IT TO YOU TO SEE A LIST OF LINKS TO REAL WEBSITES? (VS. JUST GETTING AN ANSWER AT THE TOP)

Posed to all respondents.



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WHEN USING GOOGLE SEARCH, HOW IMPORTANT IS IT TO YOU TO SEE A LIST OF LINKS TO REAL WEBSITES? (VS. JUST GETTING AN ANSWER AT THE TOP)

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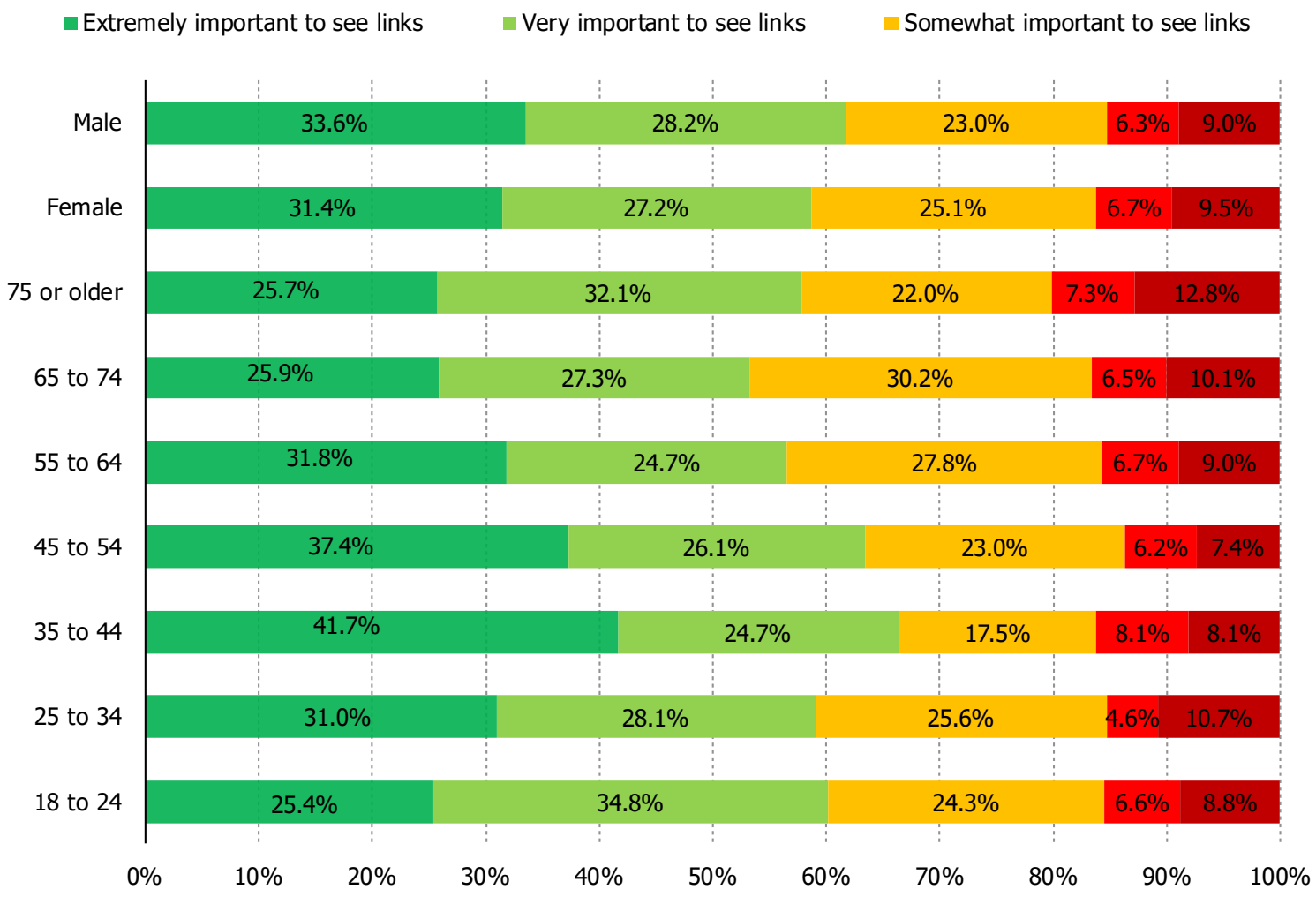

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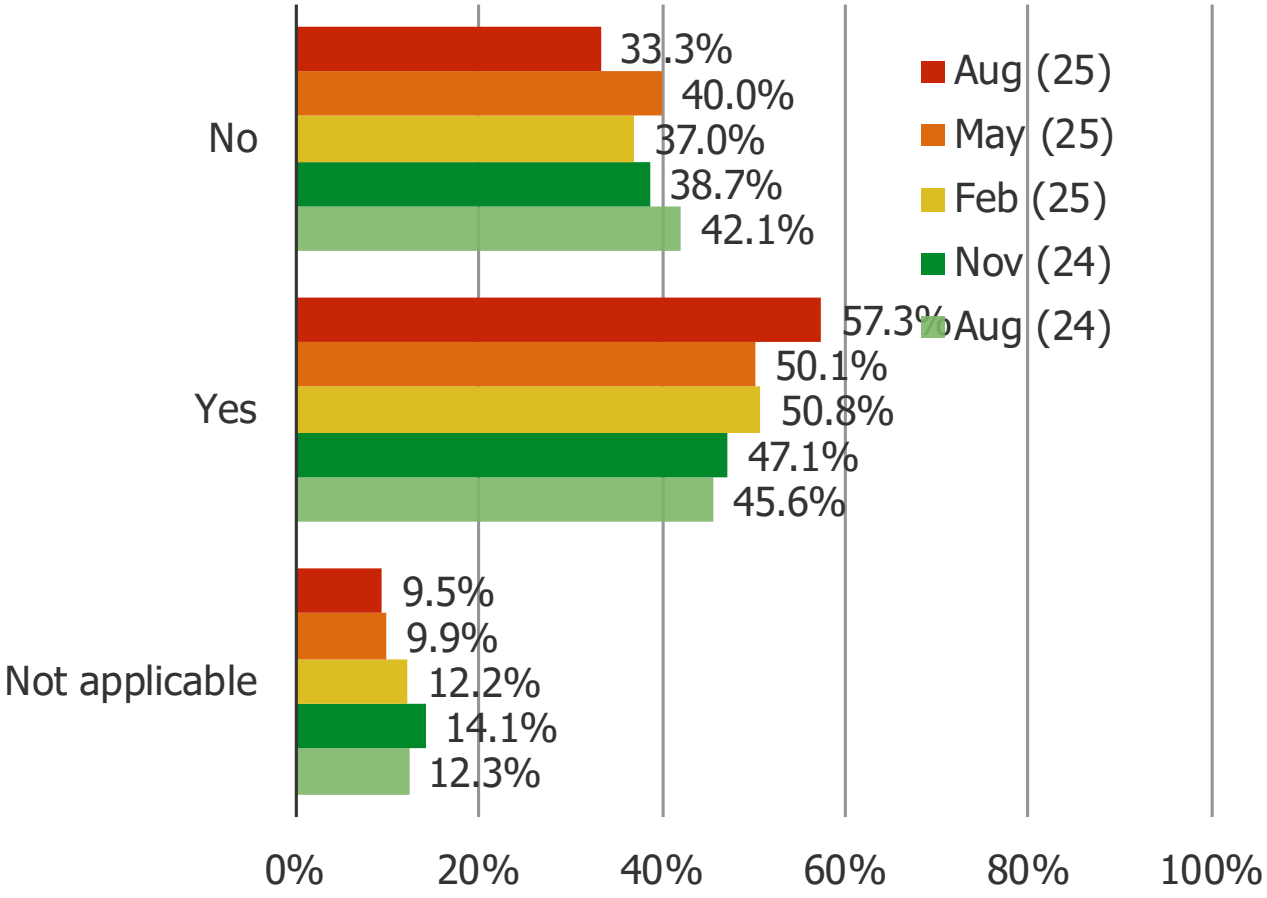
AI SEARCH

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES? (EXAMPLE ABOVE)

Posed to all respondents.



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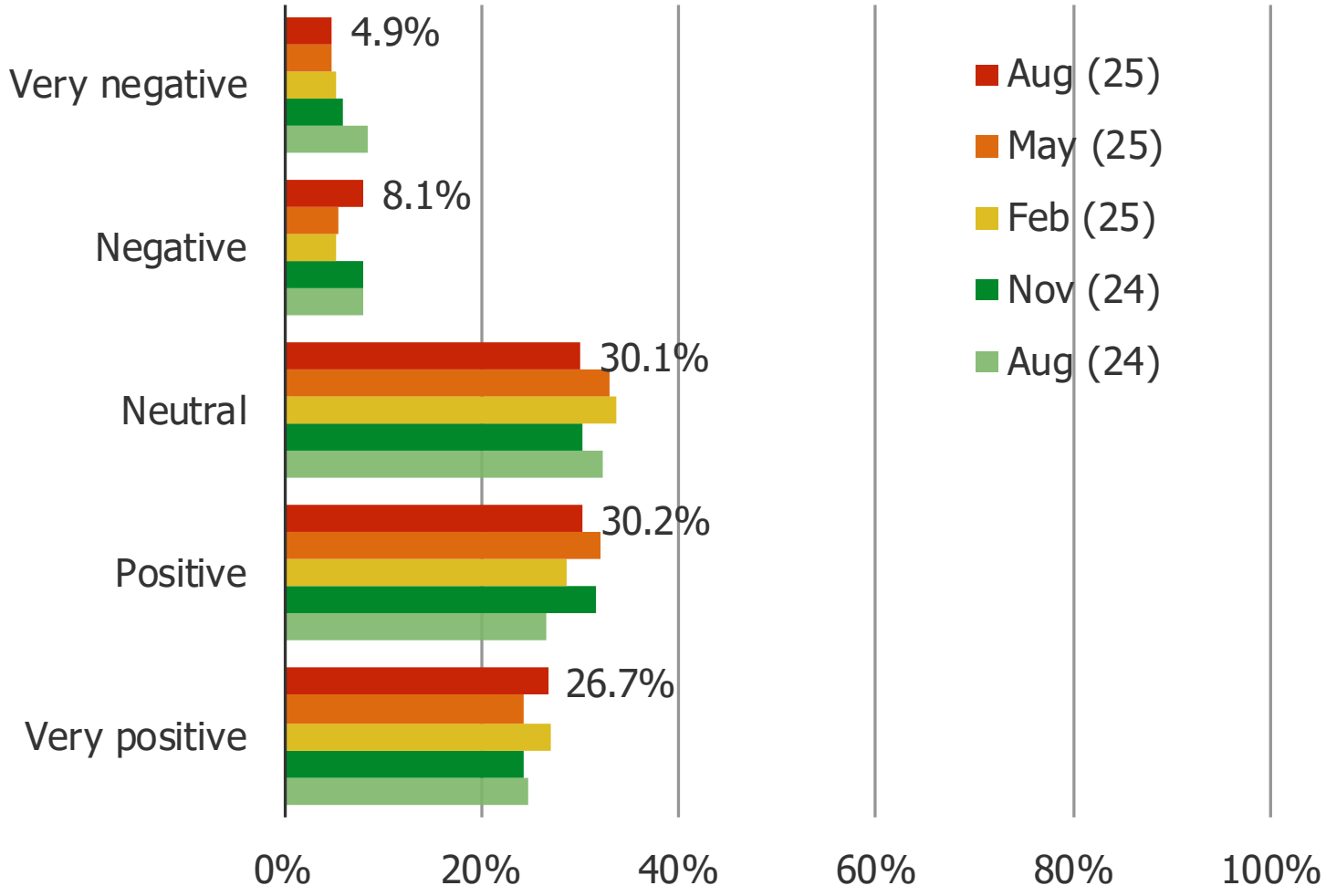
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

Posed to all respondents who have noticed AI overviews in Google search results.



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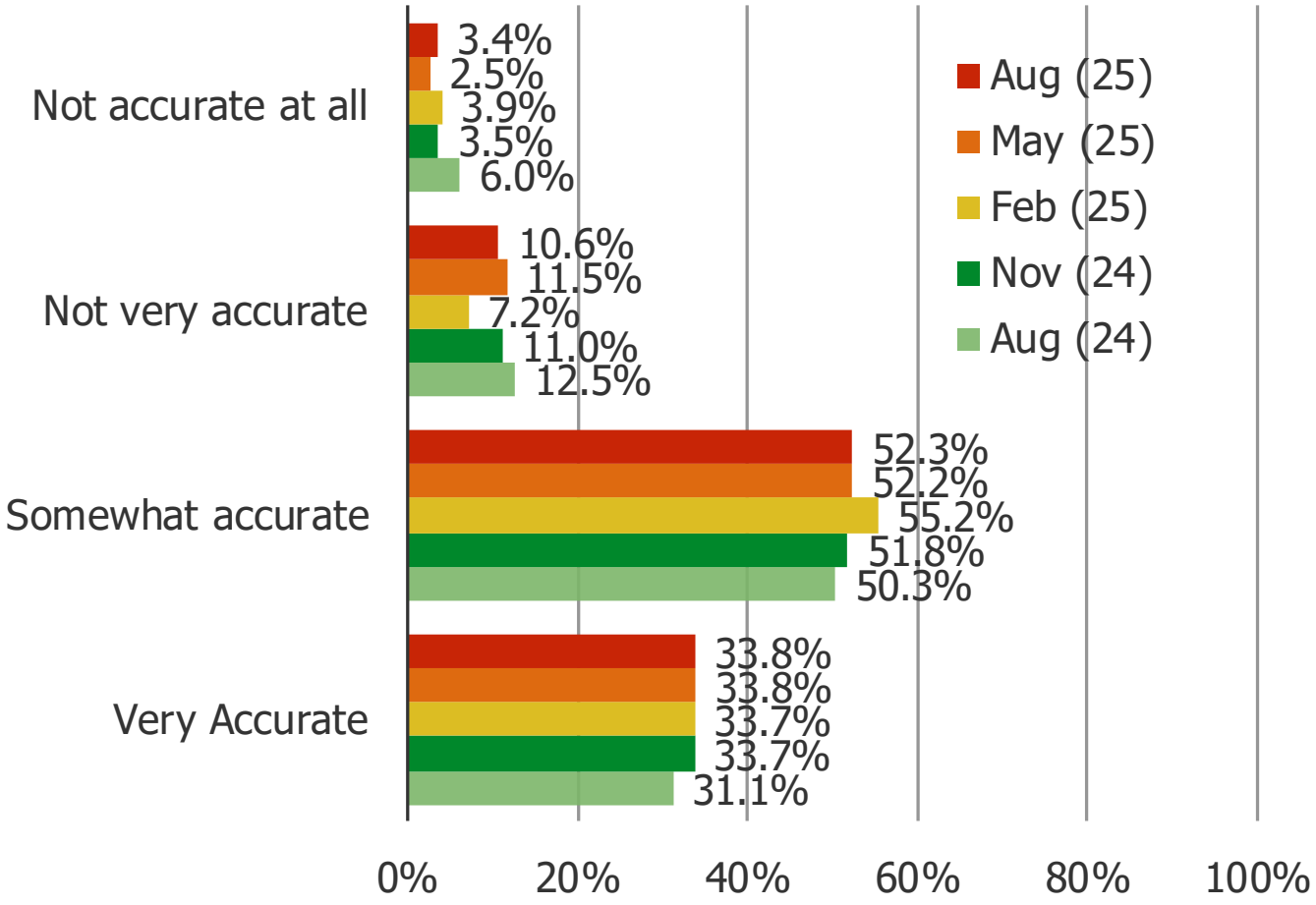
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

Posed to all respondents who have noticed AI overviews in Google search results.



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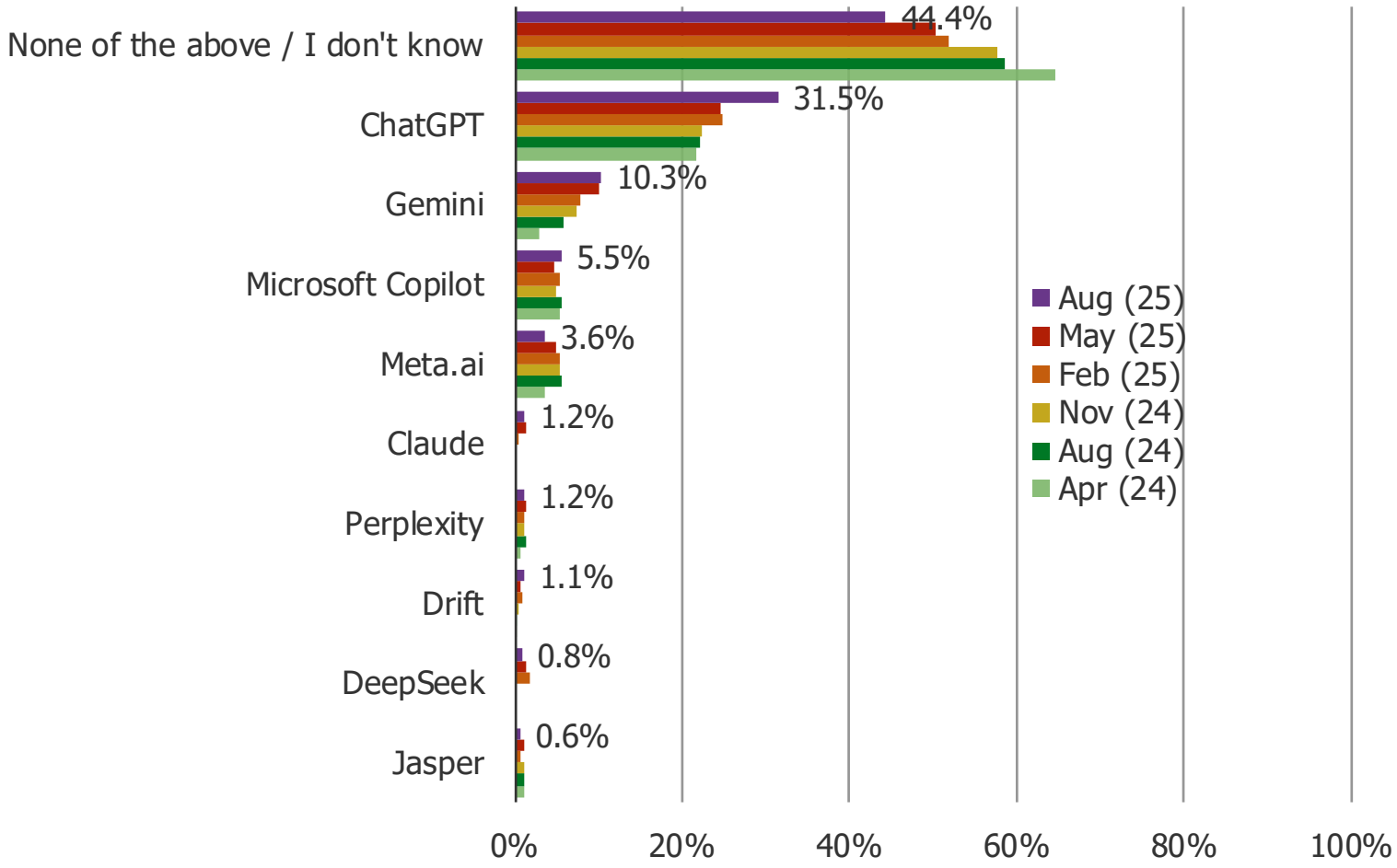
WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.



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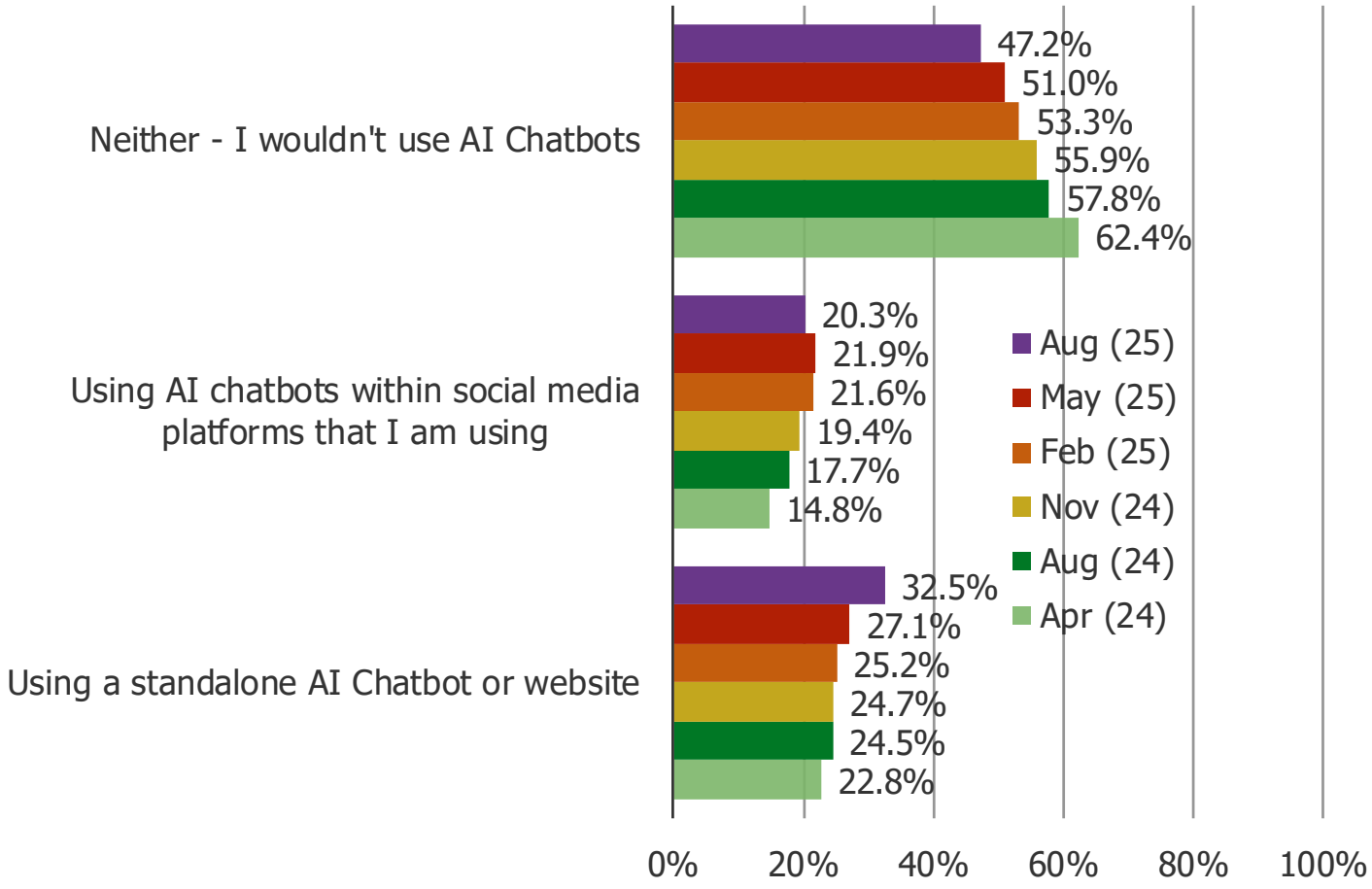
WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

Posed to all respondents.



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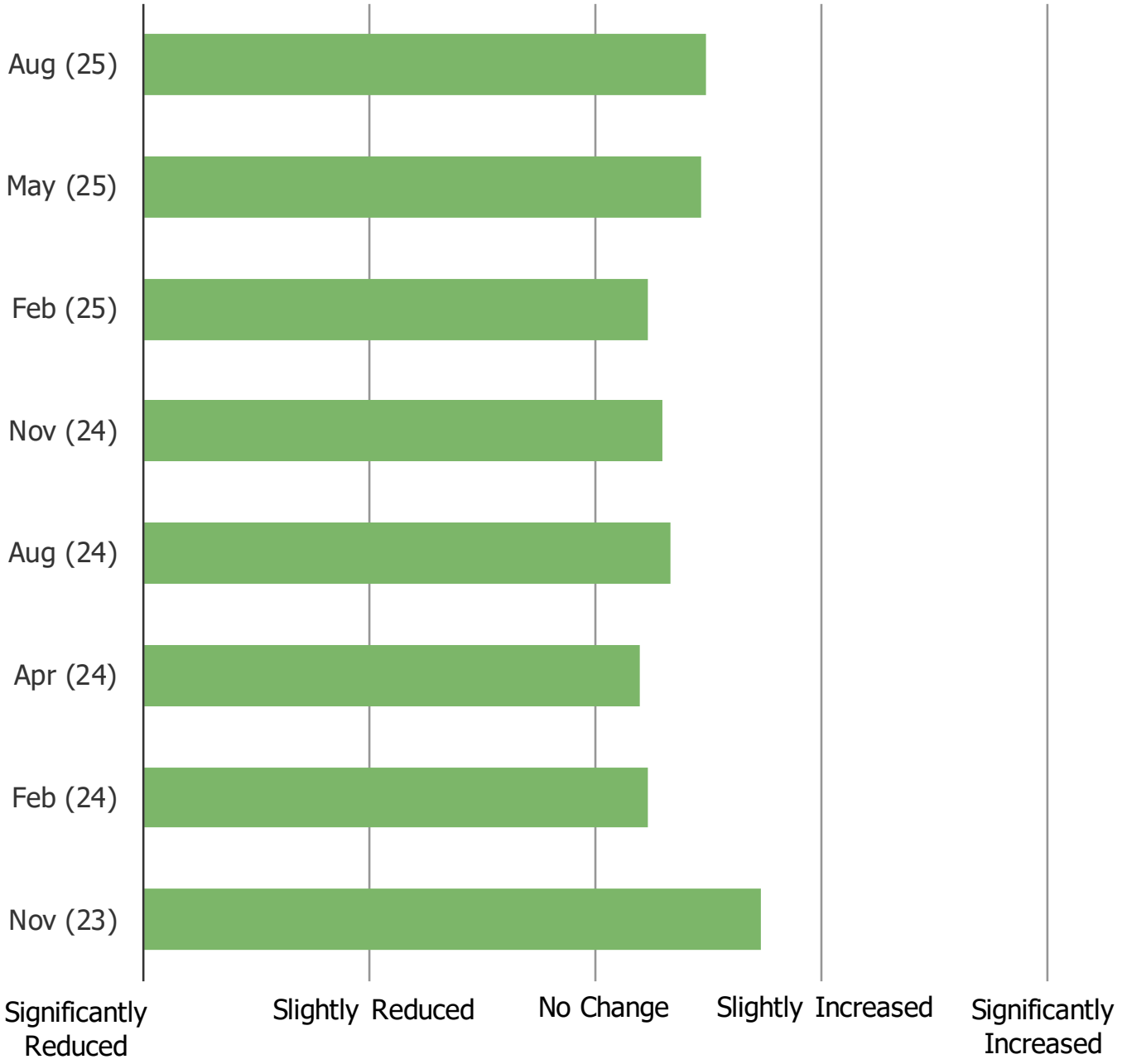
OVER THE PAST MONTH, HAVE YOU CHANGED HOW OFTEN YOU PERSONALLY USE AI CHATBOTS, LIKE CHAT GPT?

Posed to all respondents who have tried ChatGPT. (N=442)



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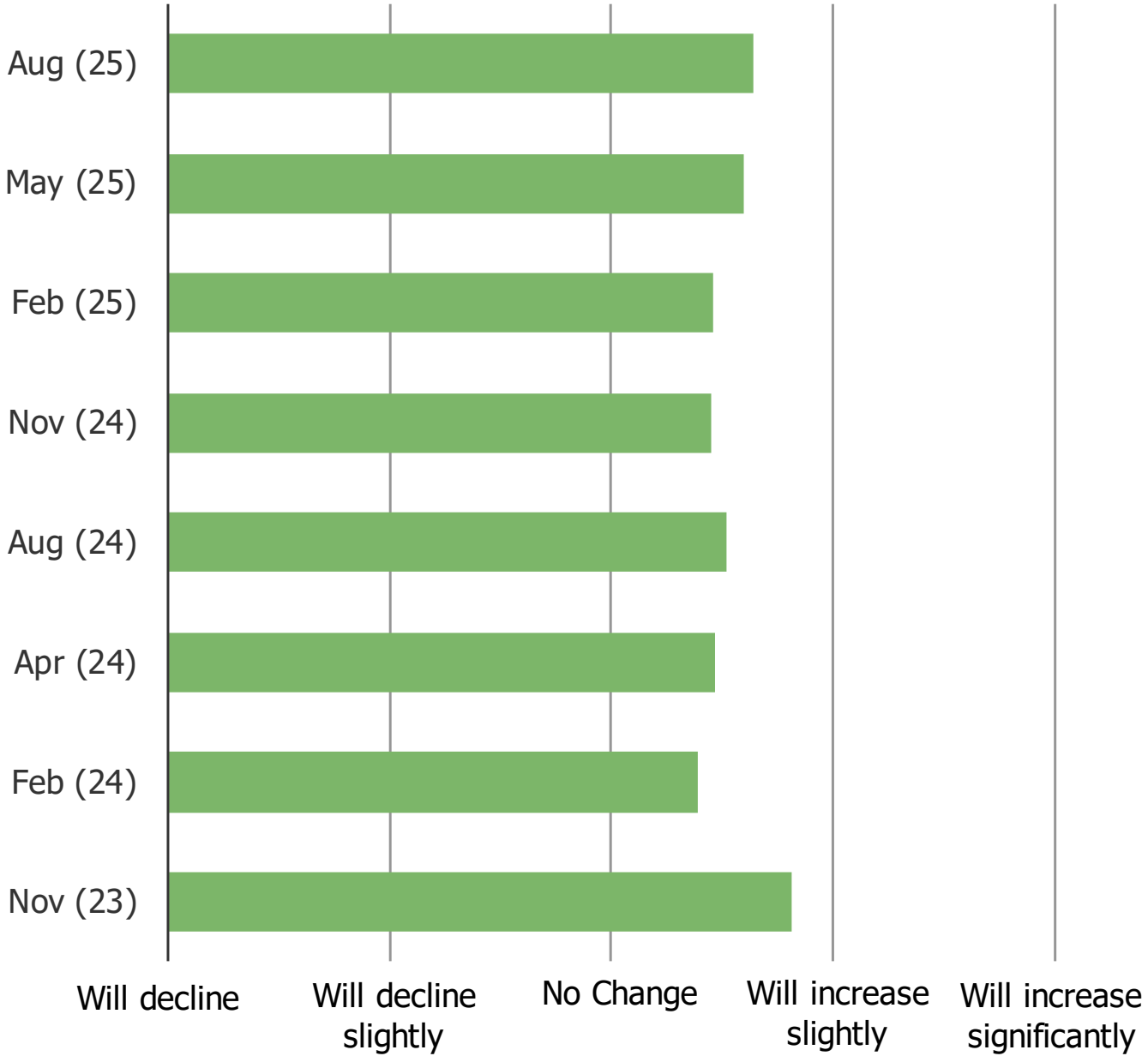
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=442)



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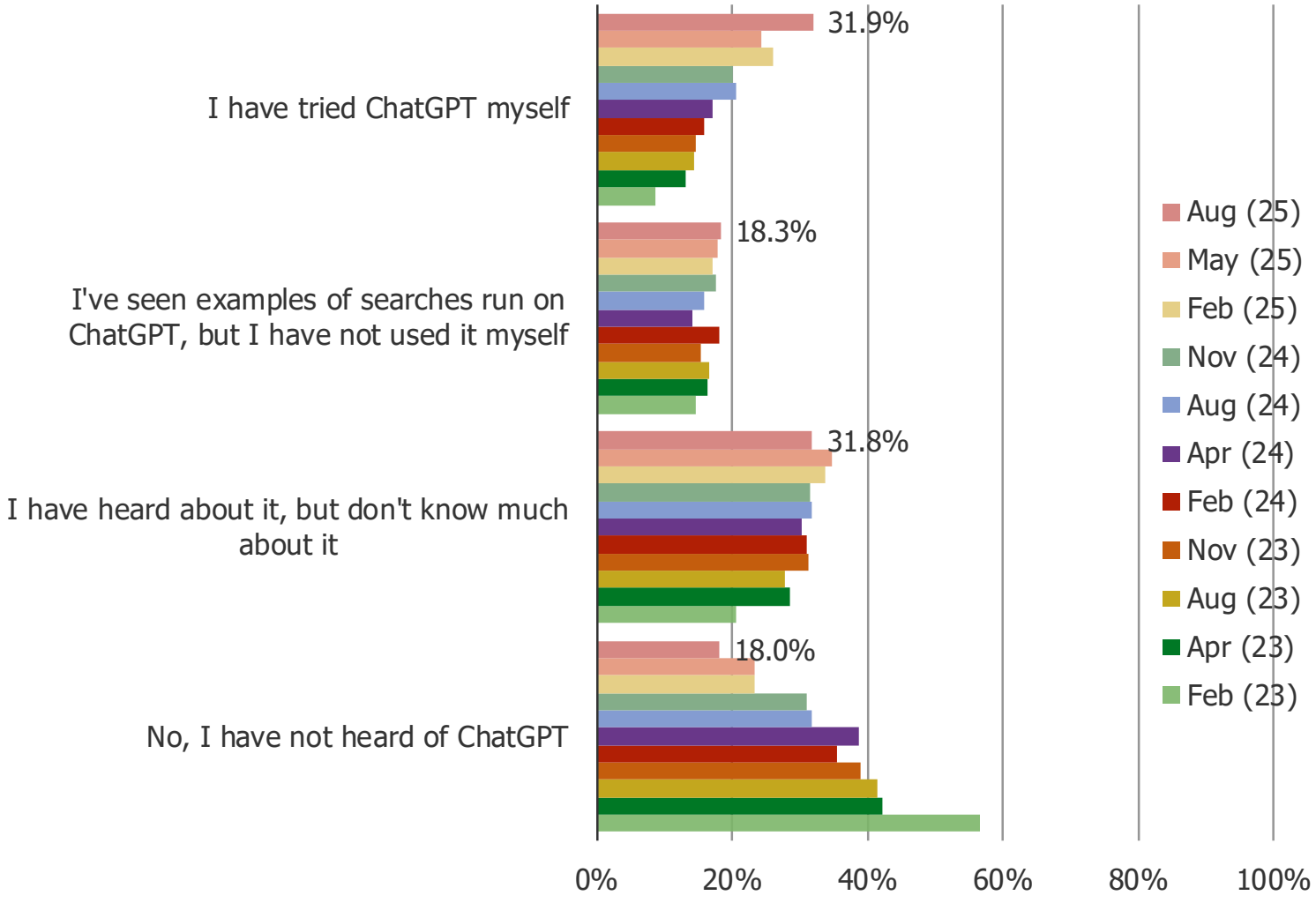
BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.

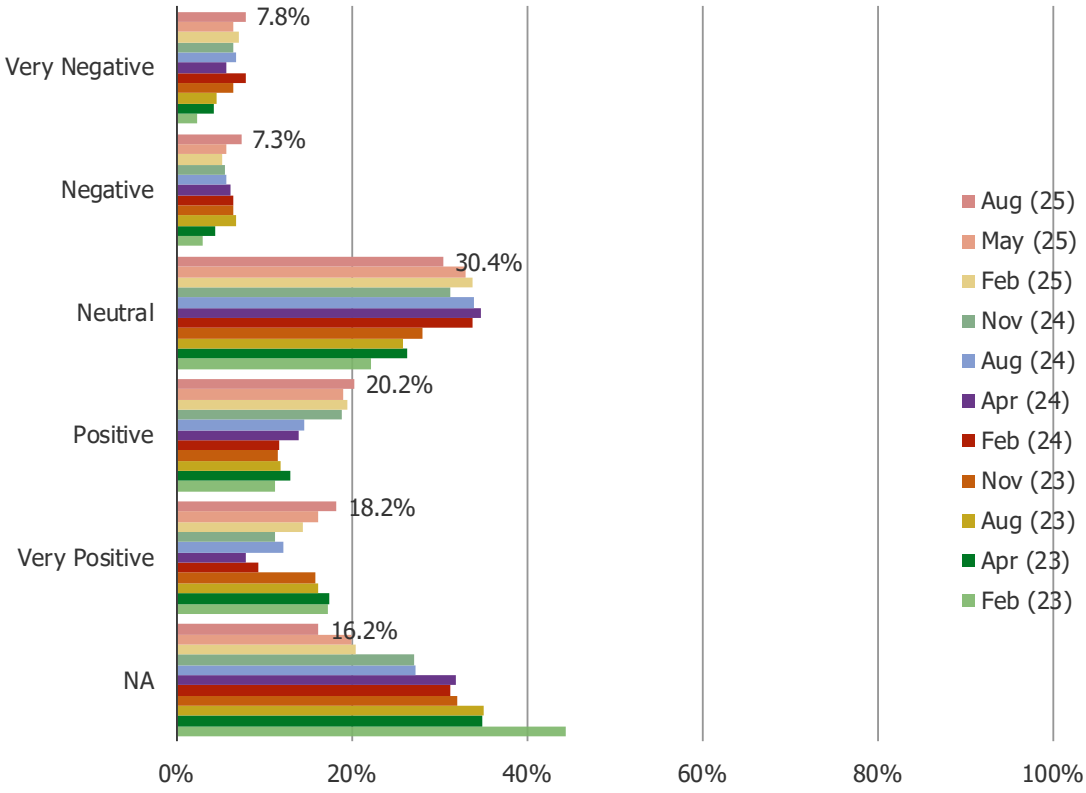


IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE CHATGPT, WHAT WOULD IT BE?

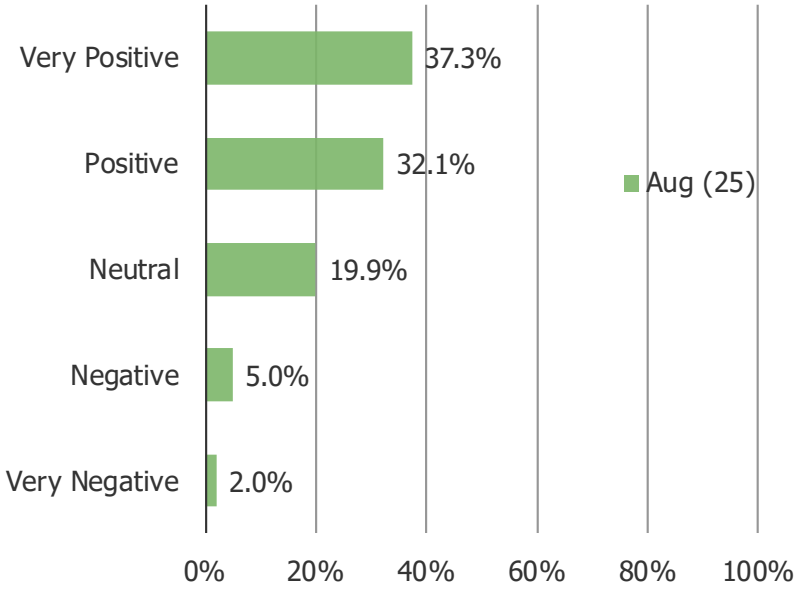
Posed to all respondents who have at least heard of ChatGPT.

WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.



Focusing on respondents who have tried ChatGPT (N = 442)



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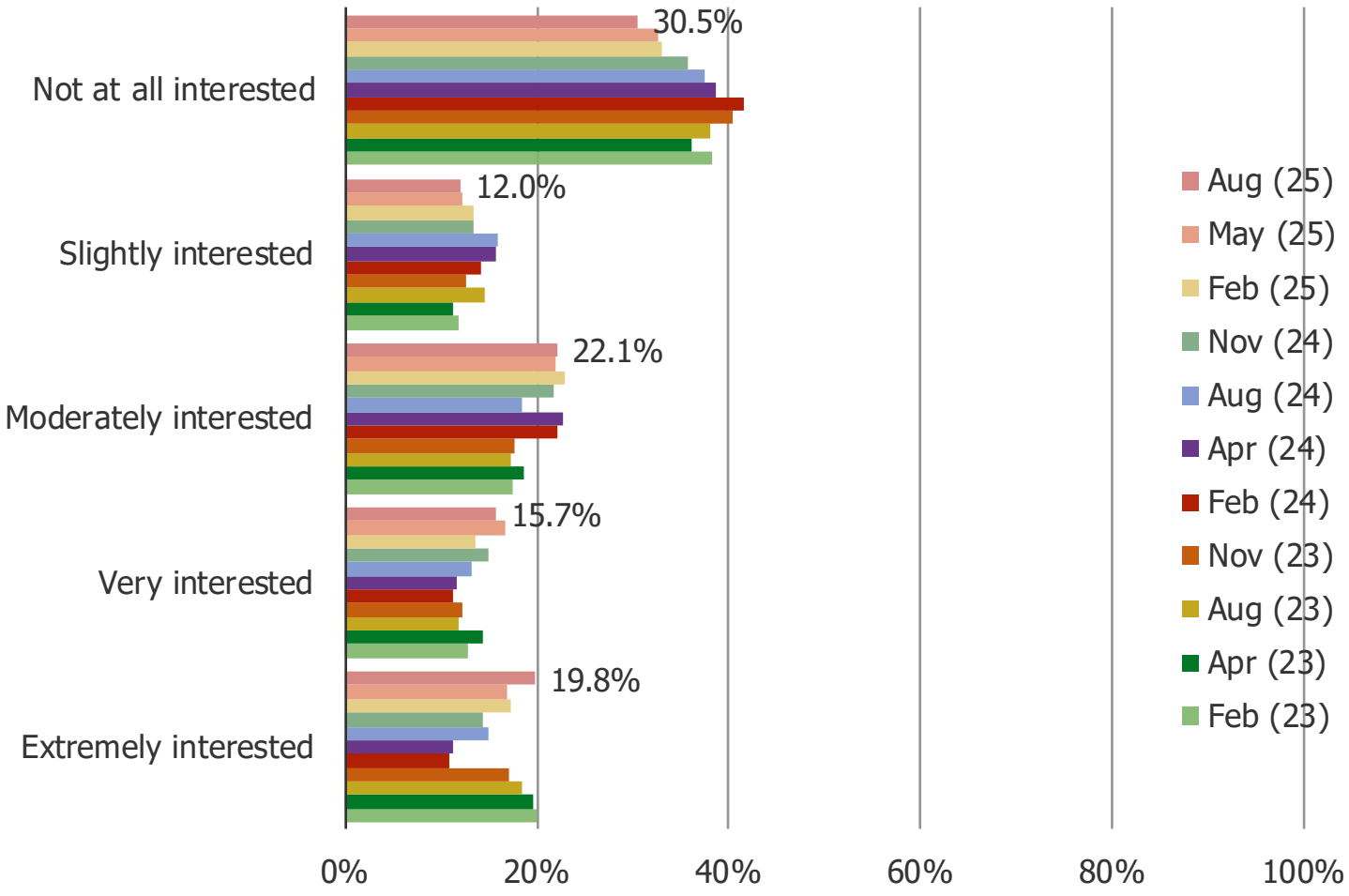
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.



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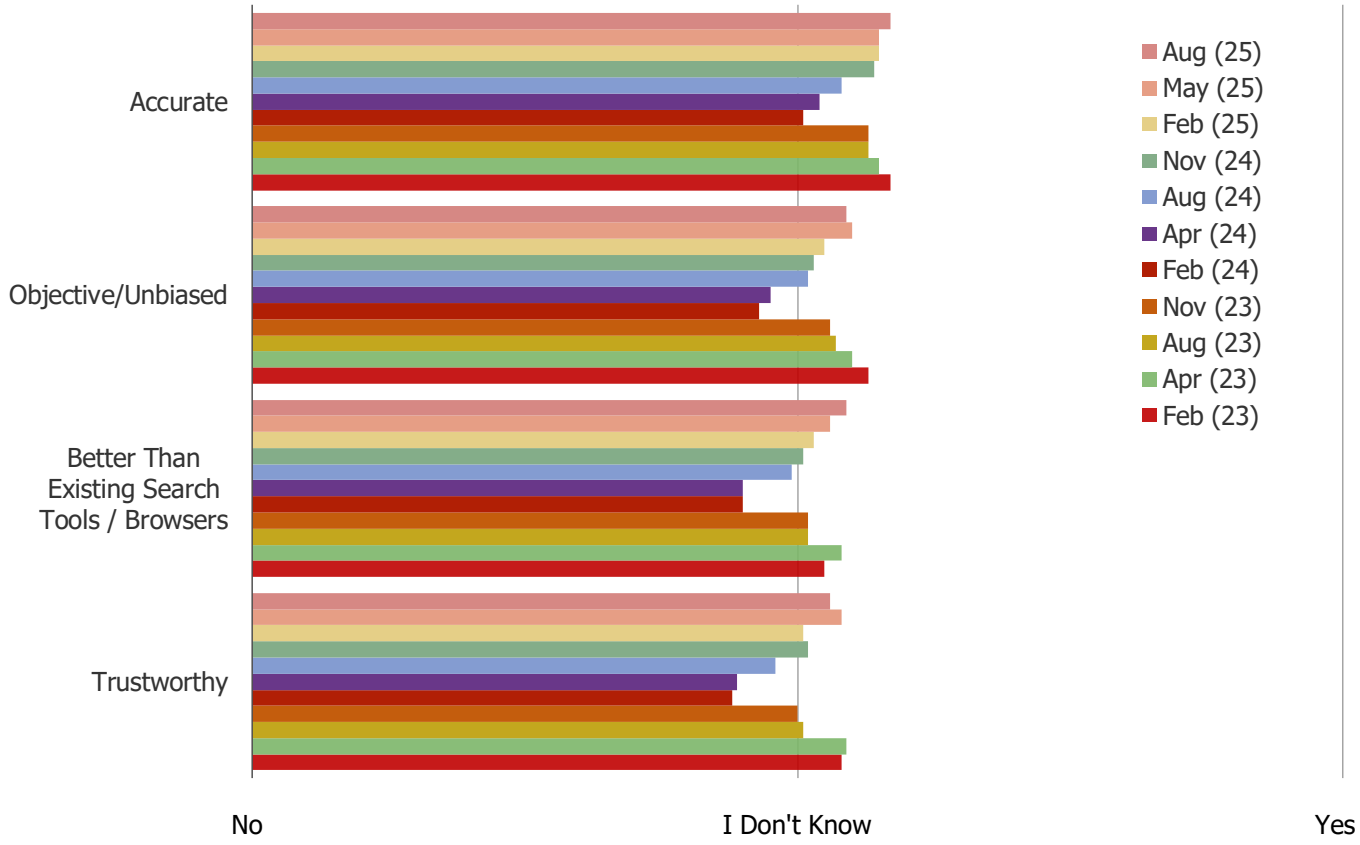
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to all respondents.



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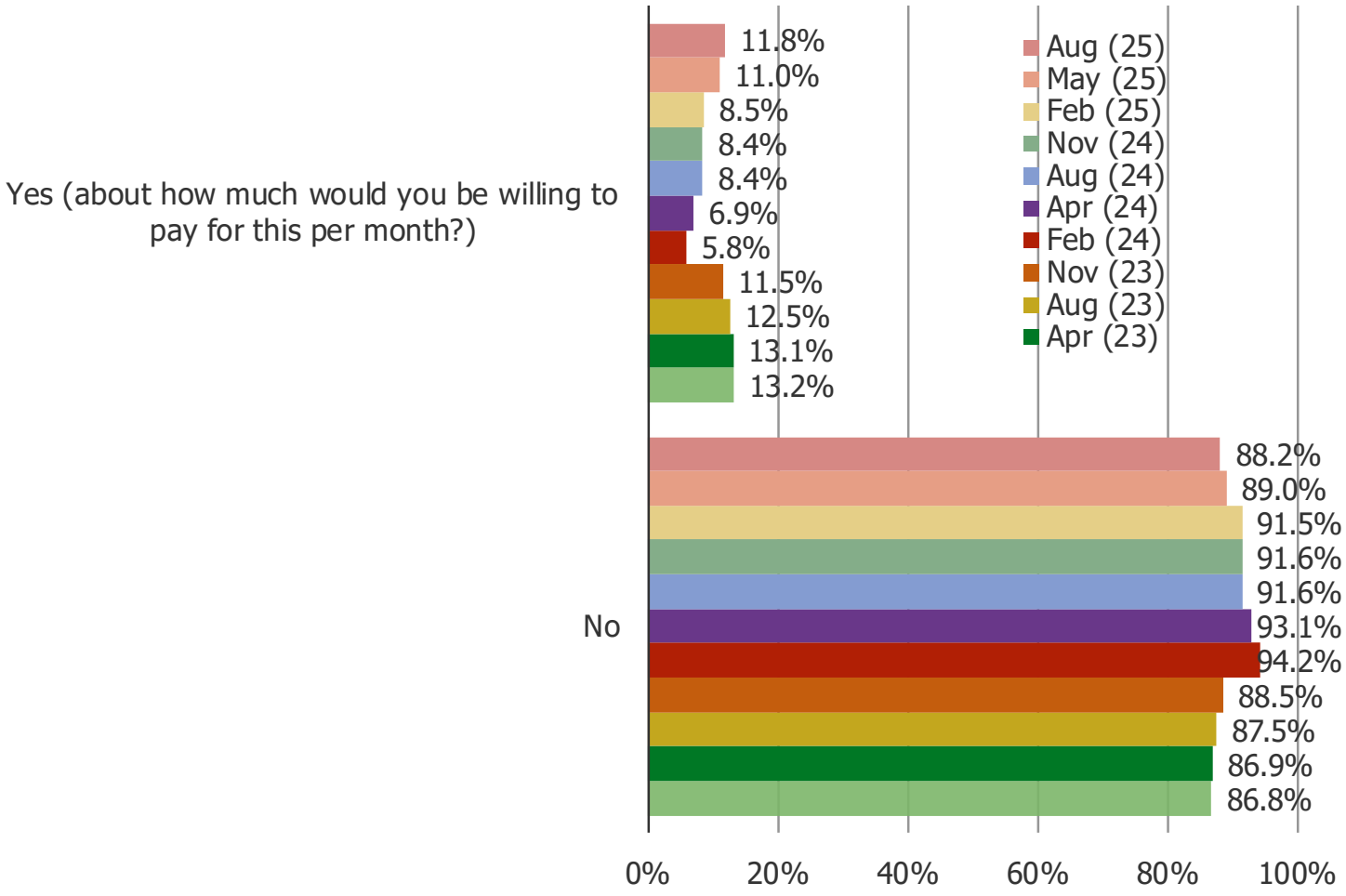
WOULD YOU BE WILLING TO PAY A MONTHLY FEE TO HAVE ACCESS TO AN AI POWERED CHATBOT LIKE CHATGPT?

Posed to all respondents.



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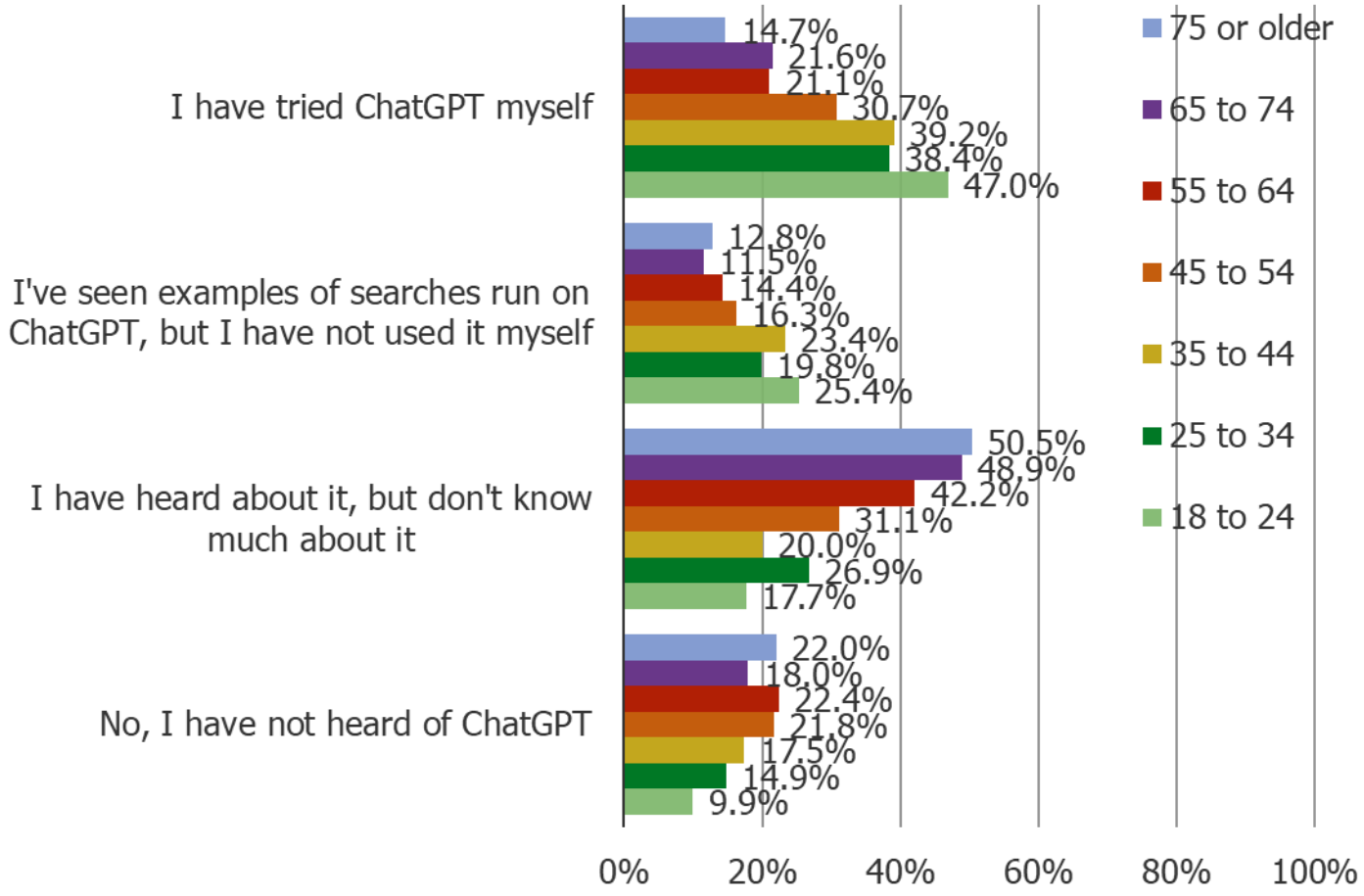
COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.



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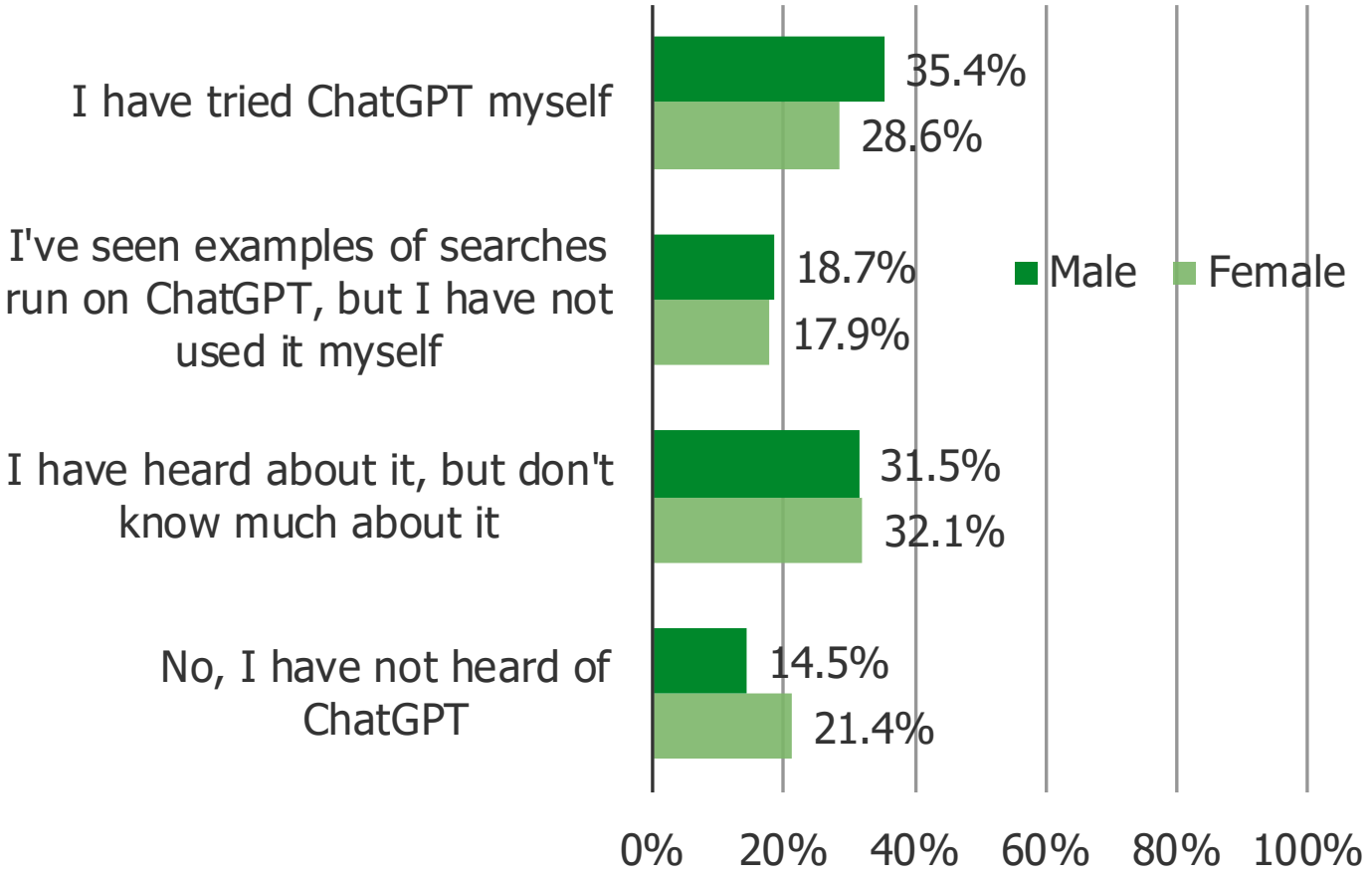
COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.



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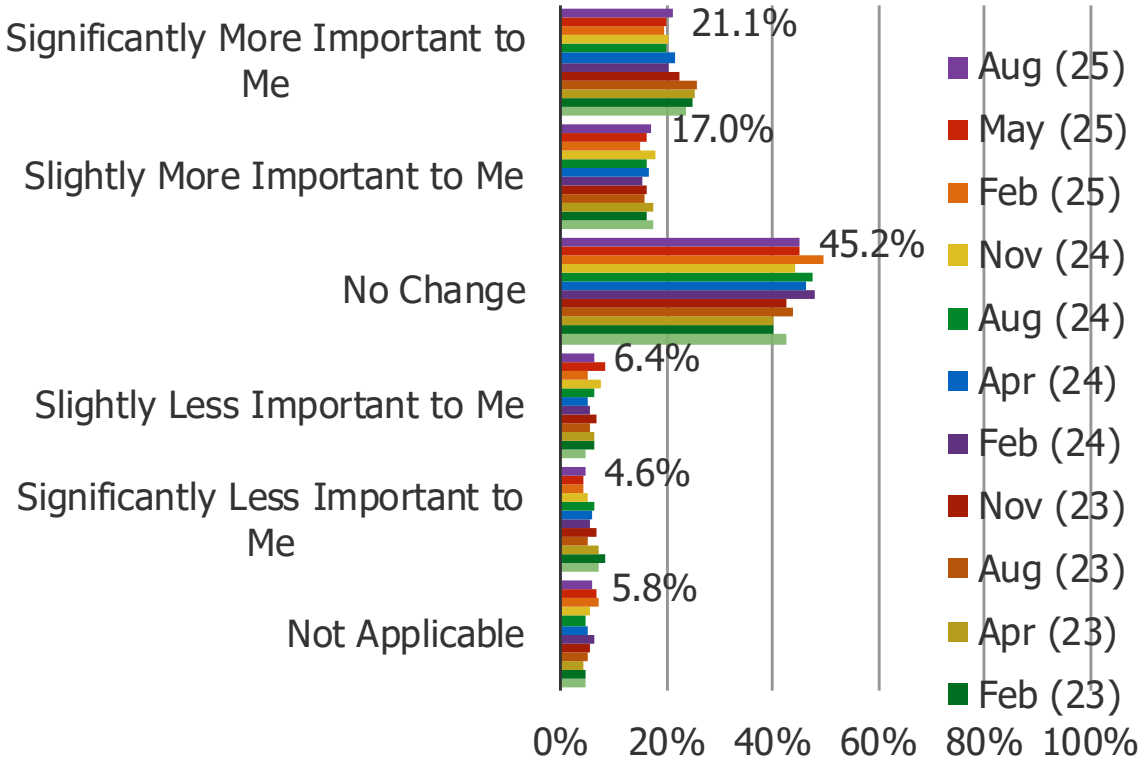
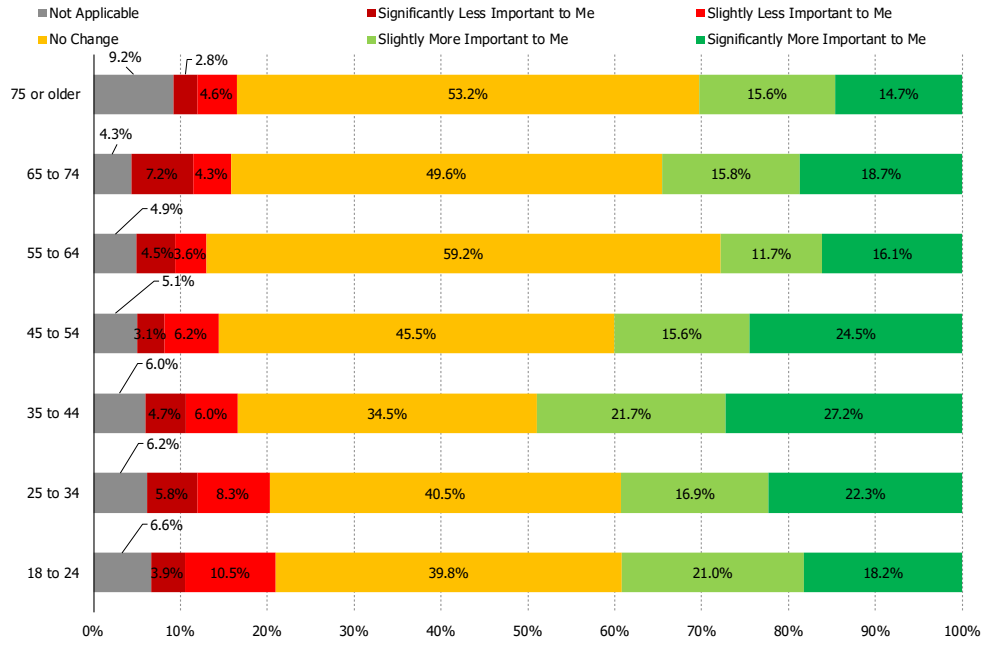
SEARCH

FOR YOU PERSONALLY, IS GOOGLE SEARCH BECOMING....

Posed to all respondents.

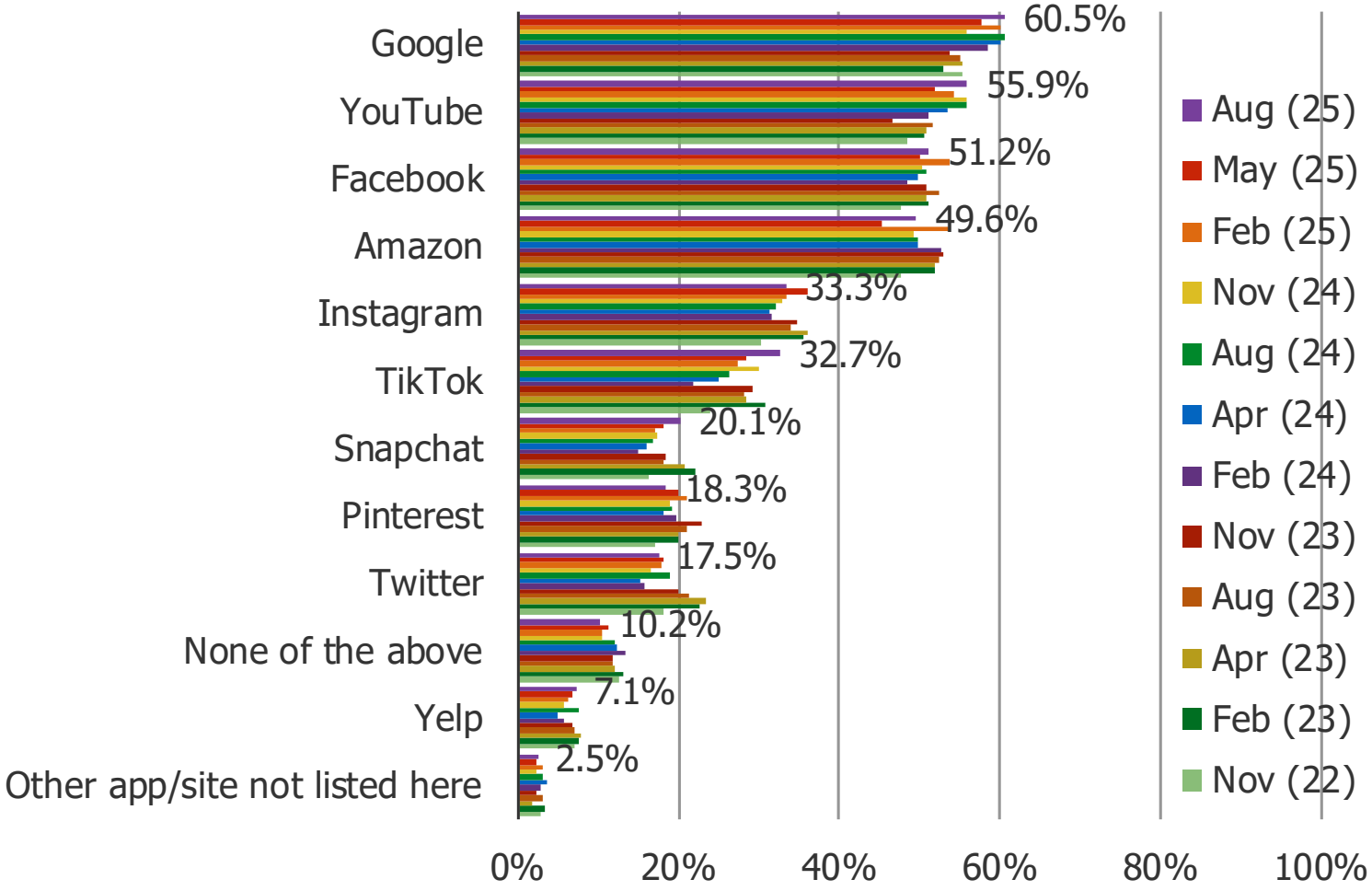


Cross-Tab by Age



DO YOU USE ANY OF THE FOLLOWING TO REGULARLY OR OCCASIONALLY LOOK THINGS UP ON YOUR PHONE? SELECT ALL THAT APPLY

Posed to all respondents.



Cross-tabbing the data by age…

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	5.0%	54.7%	54.1%	55.8%	40.3%	22.7%	39.8%	66.3%	5.0%	45.3%	22.1%
25 to 34	6.6%	47.5%	56.6%	45.9%	59.5%	21.9%	29.3%	61.2%	10.7%	47.9%	20.7%
35 to 44	6.0%	43.0%	60.0%	46.8%	61.3%	28.9%	30.6%	61.7%	7.2%	57.9%	21.7%
45 to 54	8.6%	32.7%	68.1%	32.7%	59.5%	18.3%	18.7%	63.0%	9.3%	54.1%	21.0%
55 to 64	11.2%	17.0%	66.4%	15.3%	44.4%	10.3%	5.4%	51.1%	6.3%	50.7%	16.1%
65 to 74	15.8%	7.9%	61.9%	10.8%	39.6%	5.8%	2.2%	38.1%	3.6%	48.2%	13.0%
75 or older	30.3%	4.6%	49.5%	6.4%	37.6%	1.8%	0.9%	30.3%	3.7%	31.2%	4.6%

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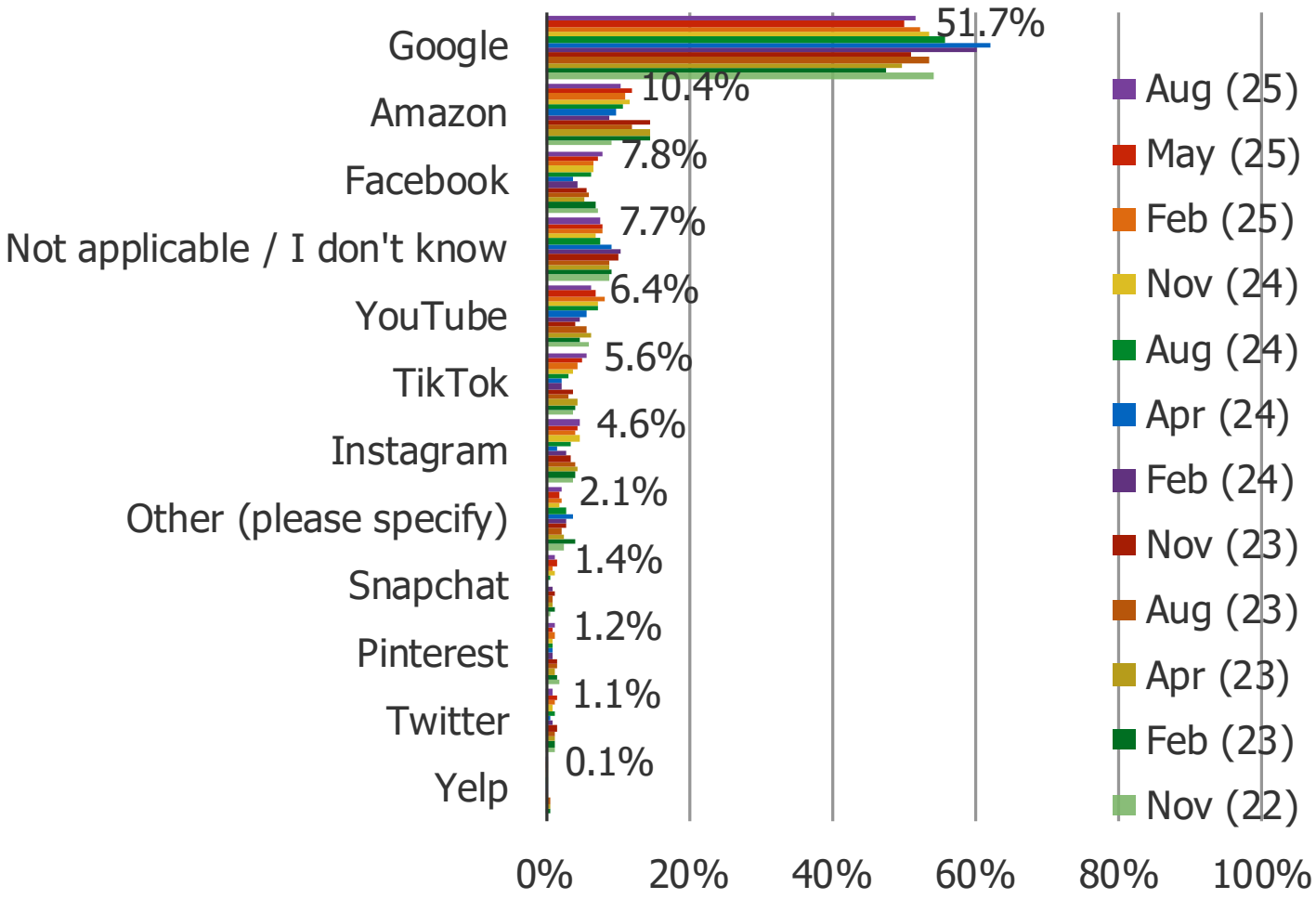
WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE/ON YOUR PHONE, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	14.9%	43.1%	6.1%	3.3%	2.2%	3.9%	11.6%	0.0%	7.2%	1.1%	0.6%
25 to 34	11.2%	41.3%	6.2%	10.7%	1.2%	2.1%	8.3%	0.4%	11.2%	2.1%	0.4%
35 to 44	6.4%	42.6%	10.6%	13.2%	1.7%	1.7%	4.7%	0.0%	11.5%	1.7%	0.4%
45 to 54	2.7%	58.8%	4.3%	7.0%	0.8%	1.2%	6.2%	0.0%	9.0%	1.2%	1.6%
55 to 64	0.5%	62.8%	0.9%	8.5%	0.0%	0.0%	5.8%	0.5%	7.6%	0.5%	4.0%
65 to 74	0.0%	65.5%	0.0%	2.9%	1.4%	0.0%	1.4%	0.0%	12.2%	0.7%	5.0%
75 or older	0.0%	51.4%	0.0%	3.7%	0.0%	0.0%	5.5%	0.0%	18.4%	0.9%	5.5%

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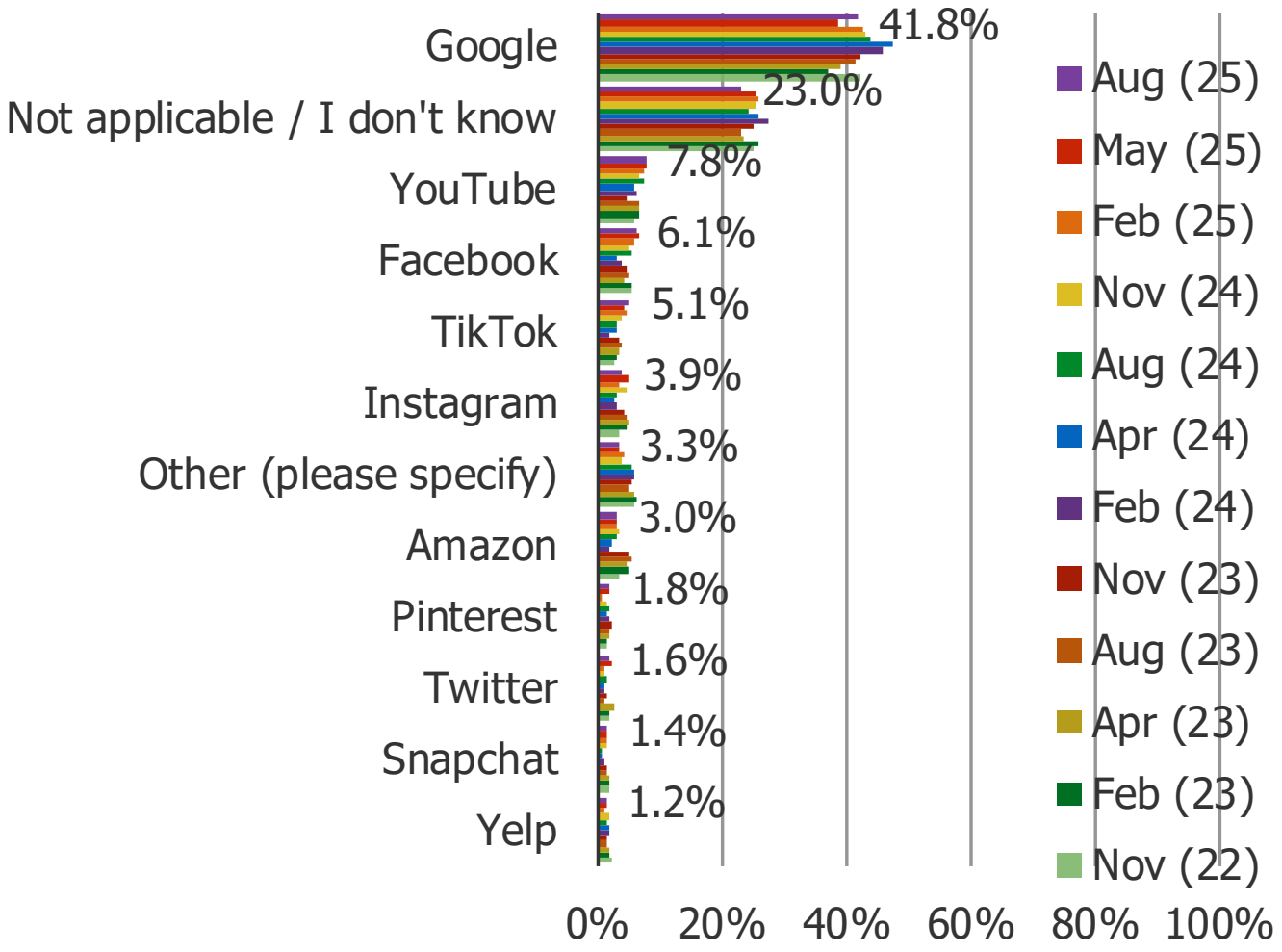
WHEN YOU NEED TO SEARCH FOR TRAVEL/VACATIONS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	13.3%	36.5%	4.4%	5.0%	3.3%	5.5%	9.9%	2.8%	3.3%	3.3%	0.6%
25 to 34	10.7%	37.2%	5.8%	9.9%	3.3%	1.7%	9.9%	2.1%	4.6%	1.7%	2.1%
35 to 44	3.8%	38.3%	9.8%	8.9%	2.6%	1.3%	8.9%	2.1%	4.7%	3.8%	0.4%
45 to 54	3.9%	48.6%	3.1%	4.3%	0.4%	0.4%	8.6%	0.4%	2.3%	2.0%	3.1%
55 to 64	0.5%	48.9%	0.0%	5.8%	0.0%	0.9%	5.4%	0.5%	1.4%	0.5%	7.6%
65 to 74	0.0%	46.8%	0.7%	2.2%	0.7%	0.0%	4.3%	0.0%	2.9%	0.0%	5.0%
75 or older	0.0%	31.2%	0.0%	2.8%	0.0%	0.0%	4.6%	0.0%	0.9%	0.0%	6.4%

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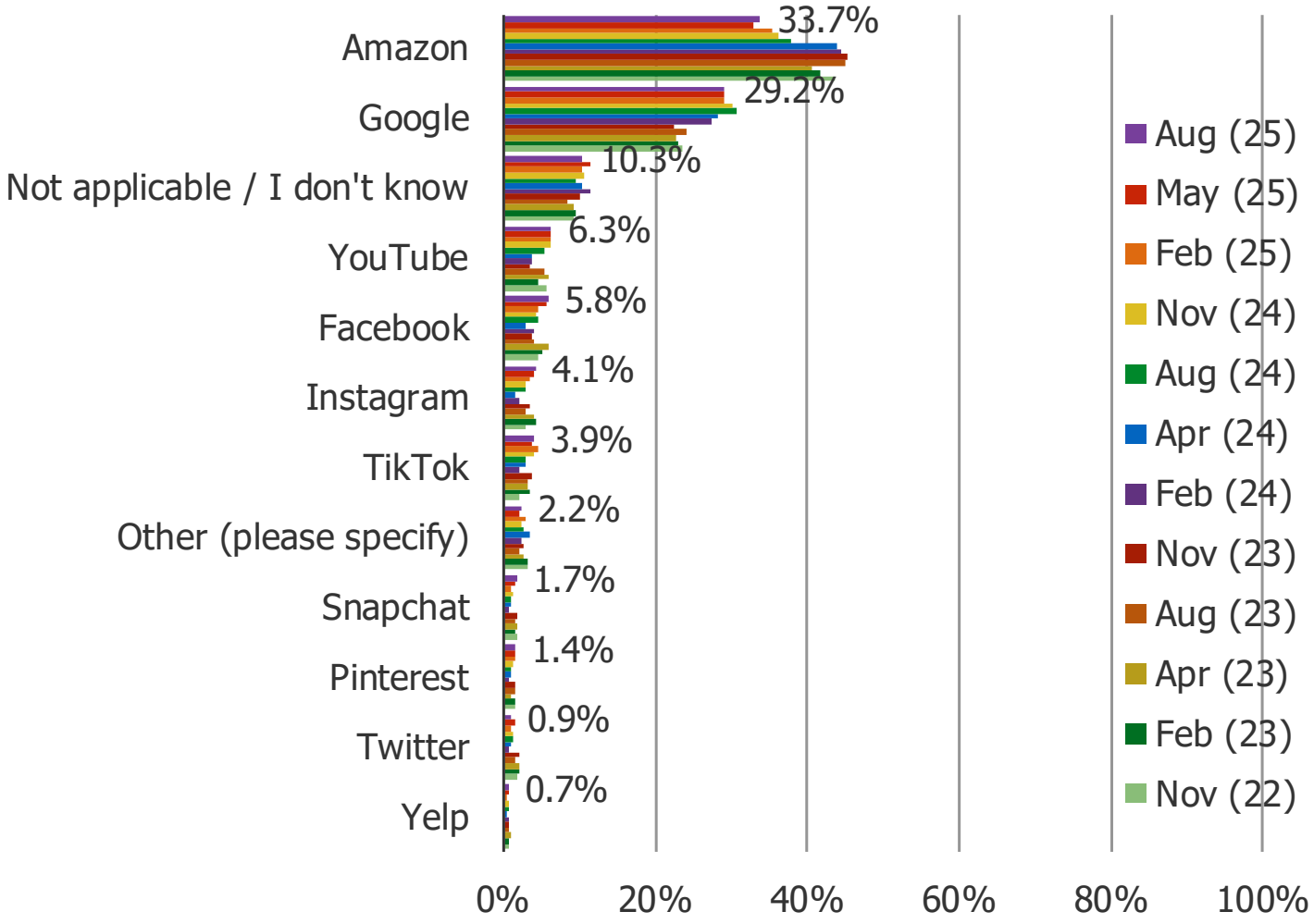
WHEN YOU NEED TO SEARCH FOR PRODUCTS YOU WOULD LIKE TO BUY, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	12.2%	16.6%	7.7%	3.3%	2.8%	3.9%	10.5%	1.1%	30.9%	0.6%	0.6%
25 to 34	6.2%	23.1%	7.9%	5.8%	0.4%	2.5%	8.3%	1.7%	31.0%	3.7%	0.8%
35 to 44	3.0%	29.8%	6.0%	11.1%	1.7%	2.6%	5.5%	0.4%	30.2%	0.9%	0.9%
45 to 54	3.1%	30.4%	2.0%	7.4%	0.4%	1.2%	8.2%	0.4%	32.3%	2.0%	2.7%
55 to 64	0.9%	42.2%	0.9%	5.4%	0.0%	0.5%	3.6%	0.0%	32.7%	1.4%	2.7%
65 to 74	0.0%	30.2%	1.4%	1.4%	0.7%	0.0%	1.4%	0.7%	45.3%	0.0%	6.5%
75 or older	0.0%	31.2%	0.9%	0.9%	0.0%	0.0%	3.7%	0.0%	42.2%	0.0%	3.7%

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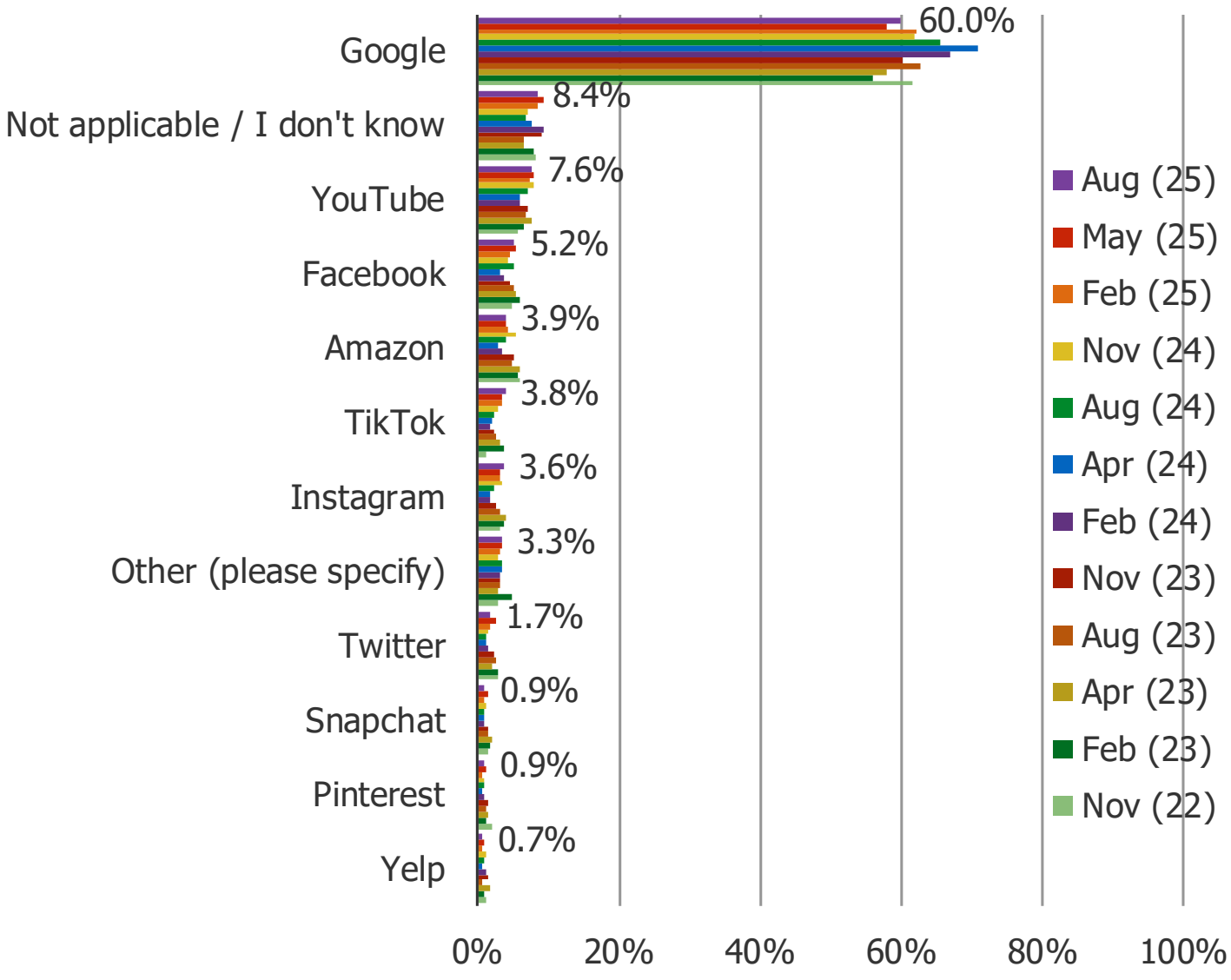
WHEN YOU NEED TO SEARCH FOR INFORMATION/ANSWERS TO QUESTIONS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	12.2%	41.4%	7.2%	2.8%	3.9%	2.2%	13.8%	1.7%	5.5%	1.1%	1.7%
25 to 34	7.0%	51.2%	6.6%	5.8%	2.5%	1.7%	9.1%	1.2%	3.3%	1.7%	1.7%
35 to 44	3.8%	57.0%	6.4%	8.1%	2.1%	0.9%	8.9%	0.4%	4.7%	1.3%	0.4%
45 to 54	1.6%	60.7%	2.3%	6.6%	2.0%	1.2%	7.4%	0.8%	4.3%	0.8%	2.3%
55 to 64	0.5%	71.8%	0.0%	5.8%	0.0%	0.0%	4.0%	0.0%	3.1%	0.5%	4.9%
65 to 74	0.0%	75.5%	0.0%	1.4%	0.7%	0.0%	2.9%	0.0%	3.6%	0.0%	7.2%
75 or older	0.0%	71.6%	0.0%	1.8%	0.0%	0.0%	4.6%	0.0%	1.8%	0.0%	10.1%

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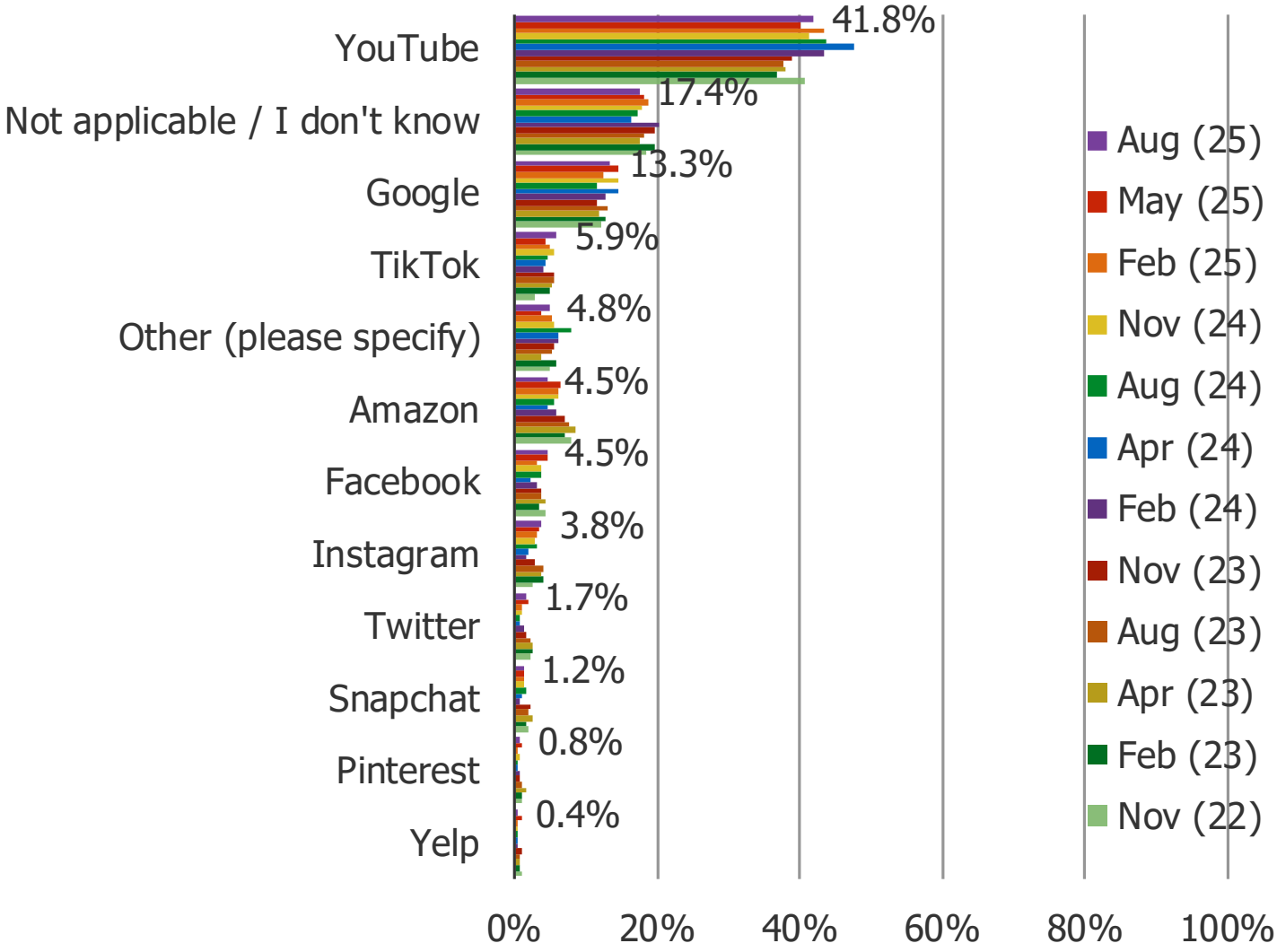
WHEN YOU NEED TO SEARCH FOR MUSIC OR AUDIO CONTENT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	17.7%	10.5%	4.4%	5.0%	3.3%	3.9%	38.7%	1.1%	1.1%	0.6%	5.5%
25 to 34	10.3%	9.9%	7.0%	6.6%	2.5%	1.7%	44.2%	0.8%	3.7%	0.4%	3.7%
35 to 44	4.7%	14.0%	7.7%	6.4%	0.9%	0.9%	46.0%	0.9%	6.4%	1.3%	2.6%
45 to 54	2.7%	14.0%	3.1%	4.3%	2.7%	0.8%	49.8%	0.0%	4.7%	1.6%	3.1%
55 to 64	2.2%	15.7%	0.5%	4.0%	0.5%	0.5%	44.8%	0.0%	4.9%	0.5%	8.1%
65 to 74	1.4%	17.3%	0.7%	0.7%	0.7%	0.0%	30.2%	0.0%	7.9%	0.7%	7.2%
75 or older	0.0%	11.9%	0.0%	0.9%	0.0%	0.0%	22.0%	0.0%	1.8%	0.0%	5.5%

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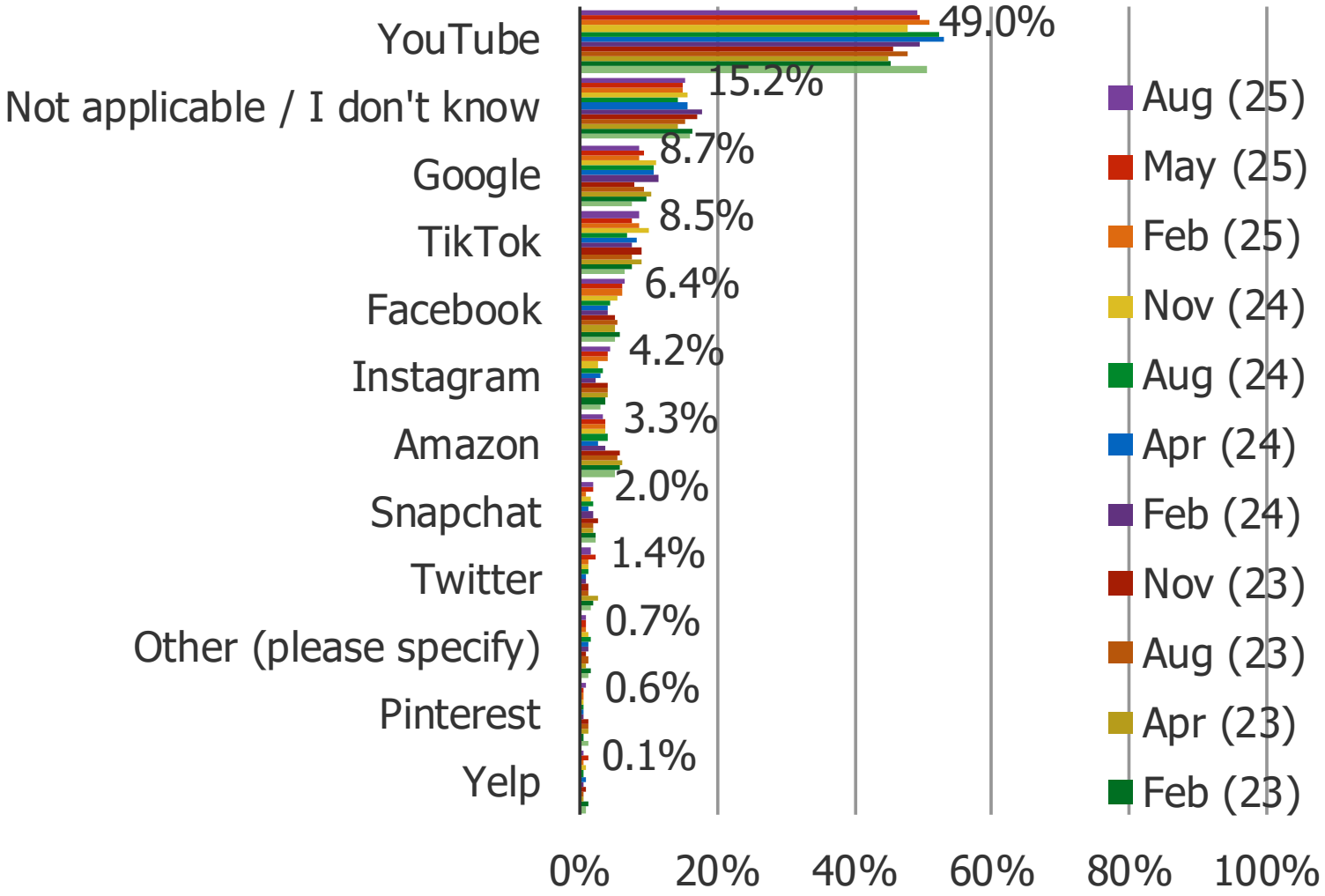
WHEN YOU NEED TO SEARCH FOR VIDEO CONTENT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	23.2%	4.4%	7.2%	3.3%	3.3%	5.5%	42.0%	0.0%	3.9%	0.0%	0.0%
25 to 34	14.9%	5.4%	8.3%	7.9%	0.4%	2.5%	47.1%	0.4%	4.1%	0.0%	0.0%
35 to 44	7.2%	9.4%	7.7%	8.9%	2.1%	1.7%	47.7%	0.4%	3.8%	1.7%	0.4%
45 to 54	4.7%	10.5%	2.3%	5.8%	2.0%	2.3%	56.0%	0.0%	2.3%	1.2%	1.2%
55 to 64	3.1%	8.5%	0.5%	7.2%	0.0%	0.5%	60.1%	0.0%	1.4%	0.5%	1.8%
65 to 74	2.9%	14.4%	0.0%	7.2%	1.4%	0.0%	43.9%	0.0%	5.8%	0.0%	1.4%
75 or older	0.0%	10.1%	0.0%	1.8%	0.0%	0.0%	34.9%	0.0%	2.8%	0.0%	0.0%

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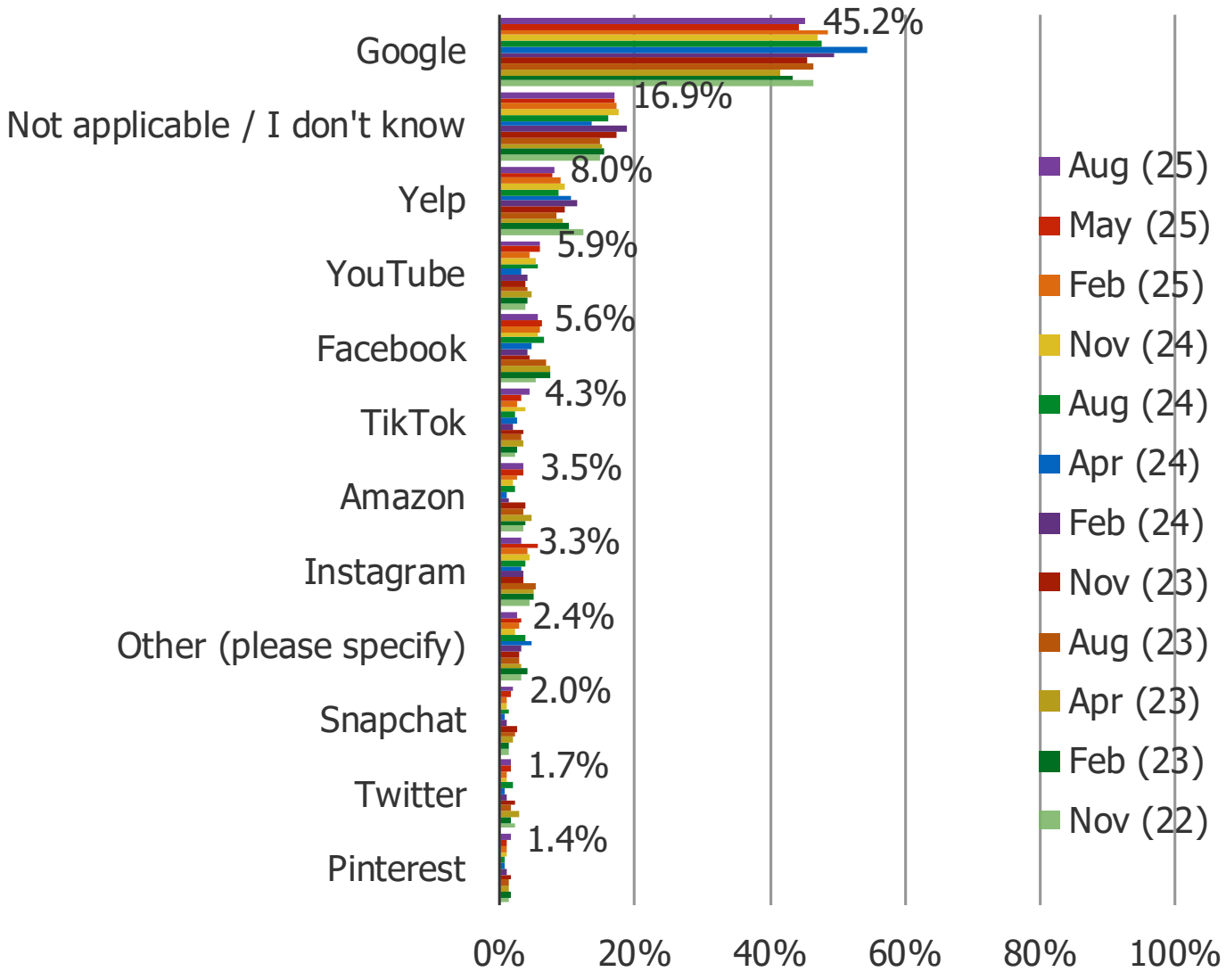
WHEN YOU NEED TO SEARCH FOR PLACES TO EAT, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	13.3%	33.2%	7.7%	3.3%	3.3%	7.7%	8.3%	5.5%	2.8%	1.7%	0.6%
25 to 34	9.5%	37.2%	5.0%	5.0%	2.1%	3.3%	7.9%	10.3%	5.4%	2.5%	0.4%
35 to 44	2.6%	40.0%	6.0%	9.8%	1.7%	2.1%	6.8%	9.4%	6.8%	0.9%	0.9%
45 to 54	2.0%	50.2%	1.6%	8.2%	2.0%	0.0%	7.8%	6.2%	2.7%	3.1%	2.3%
55 to 64	0.5%	54.3%	0.5%	4.9%	0.5%	0.0%	4.0%	10.3%	1.4%	0.0%	3.6%
65 to 74	0.0%	59.0%	0.0%	2.2%	1.4%	0.0%	0.7%	6.5%	2.2%	0.0%	6.5%
75 or older	0.0%	45.9%	0.0%	0.9%	0.0%	0.0%	1.8%	5.5%	1.8%	0.9%	5.5%

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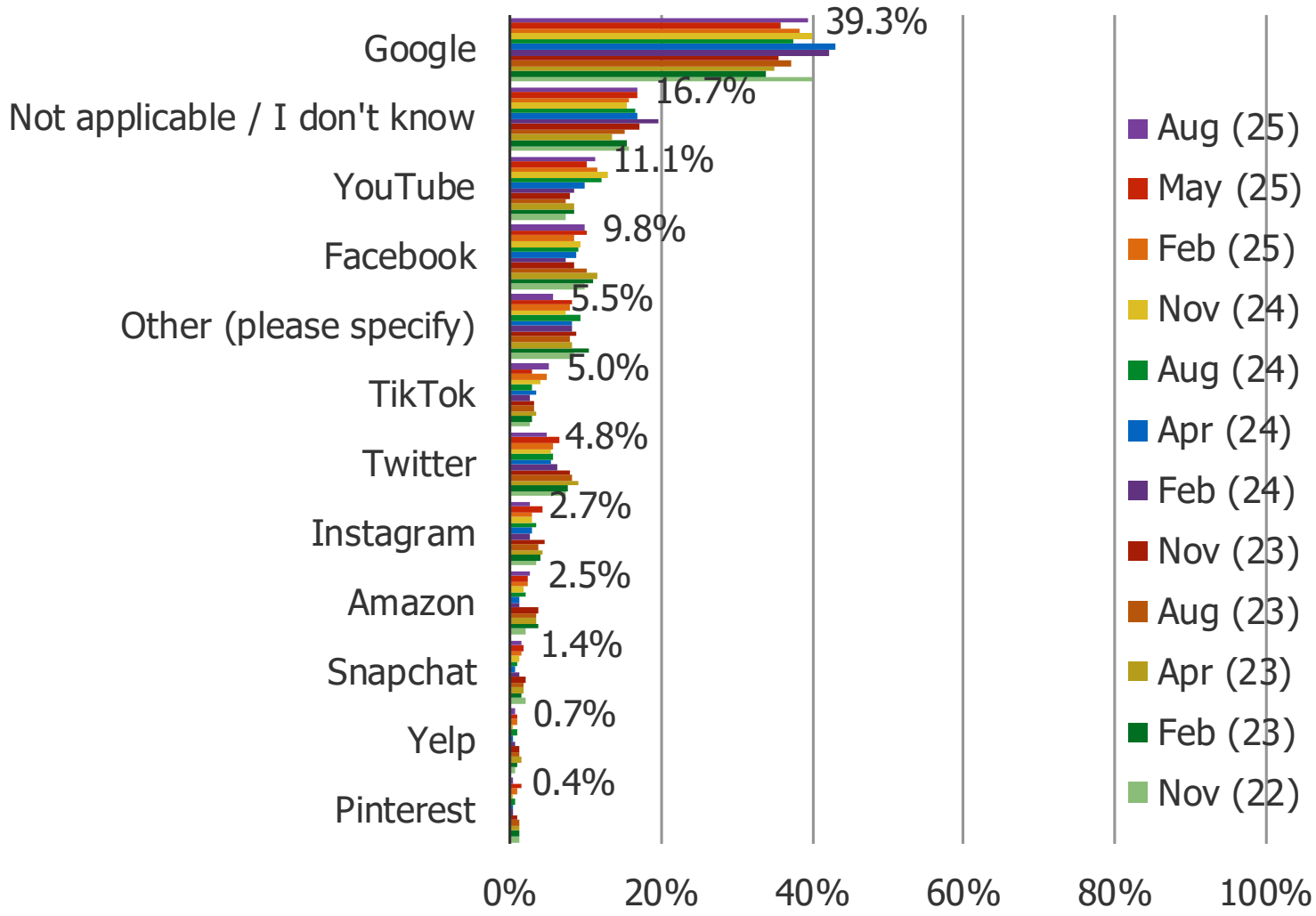
WHEN YOU NEED TO SEARCH FOR NEWS, WHERE DO YOU TYPICALLY START YOUR JOURNEY?

Posed to all respondents.



Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	18.2%	18.8%	6.1%	12.2%	9.9%	6.1%	7.2%	1.7%	2.2%	0.6%	1.7%
25 to 34	6.6%	38.0%	3.3%	10.3%	7.0%	1.2%	12.4%	1.7%	5.4%	0.4%	1.2%
35 to 44	3.4%	38.7%	5.5%	12.3%	4.3%	0.9%	15.7%	0.4%	3.4%	0.9%	0.4%
45 to 54	2.3%	44.8%	1.2%	9.7%	3.5%	1.2%	15.2%	0.4%	1.6%	0.8%	3.9%
55 to 64	2.2%	42.6%	0.9%	9.0%	3.1%	0.5%	9.0%	0.0%	0.9%	0.0%	9.0%
65 to 74	0.7%	48.2%	0.0%	9.4%	2.9%	0.0%	4.3%	0.0%	2.2%	0.0%	14.4%
75 or older	0.0%	46.8%	0.0%	1.8%	1.8%	0.0%	8.3%	0.0%	0.9%	0.0%	17.4%

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MONTHLY SEARCH SURVEY

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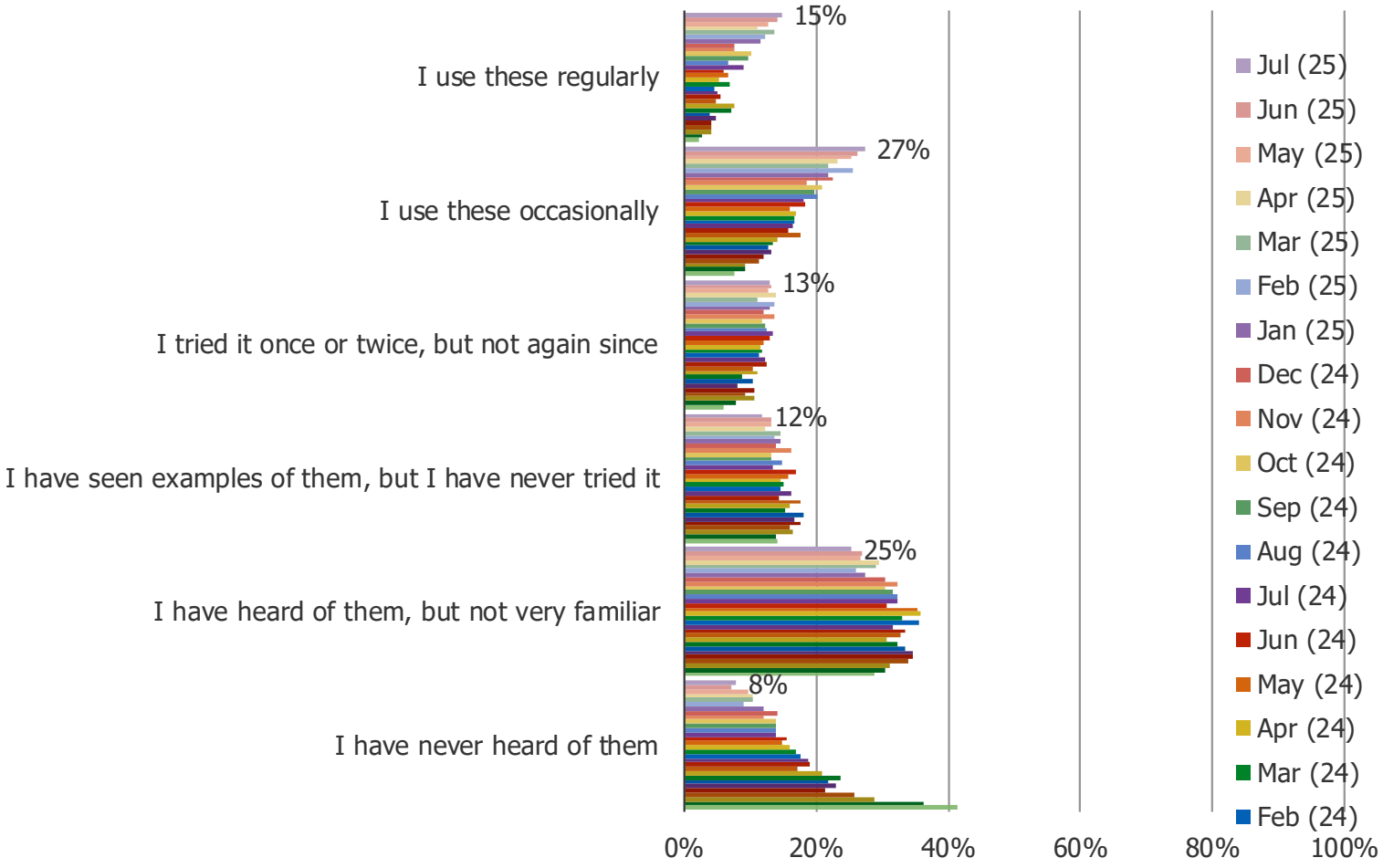
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

Posed to all respondents.



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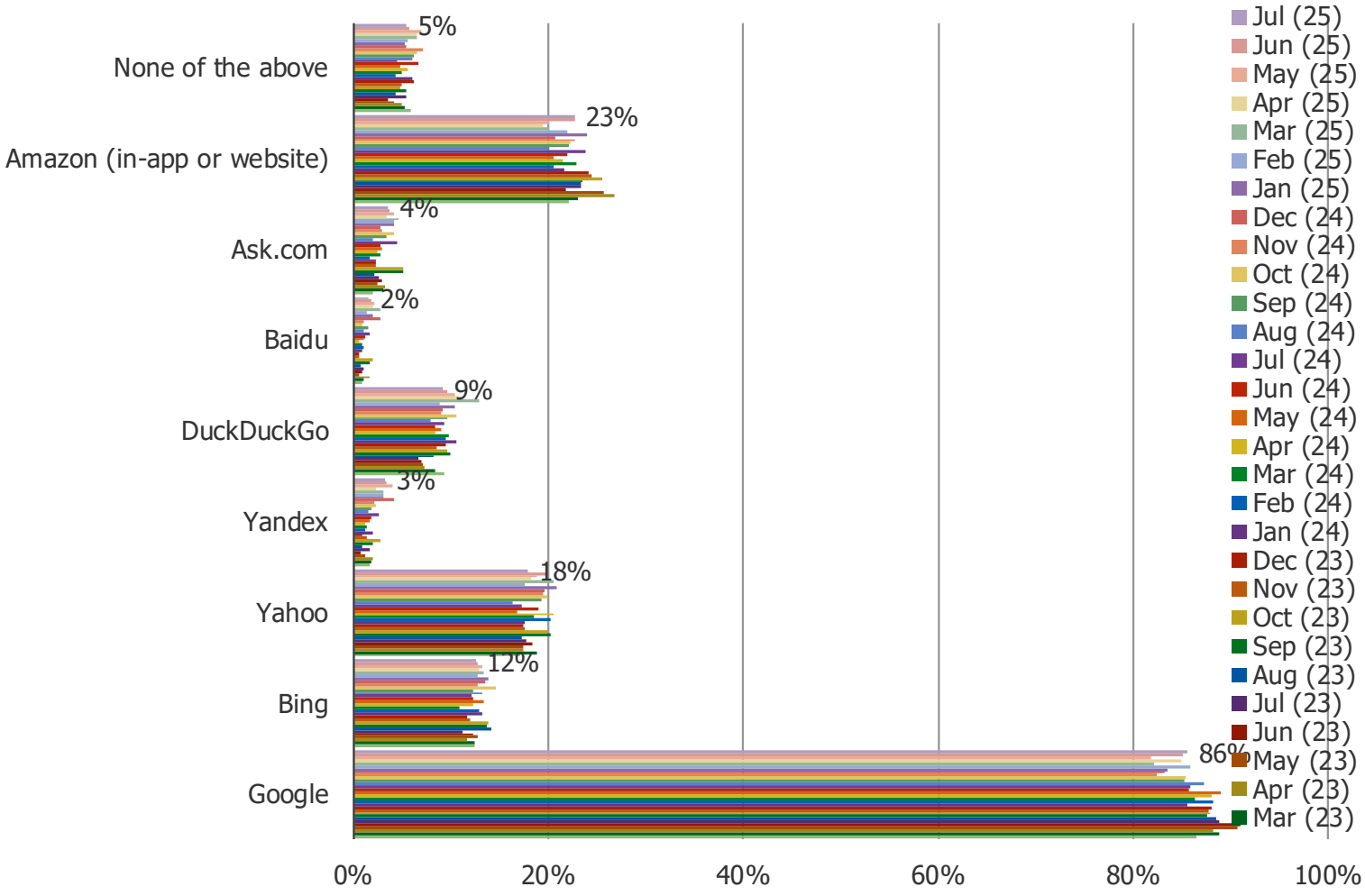
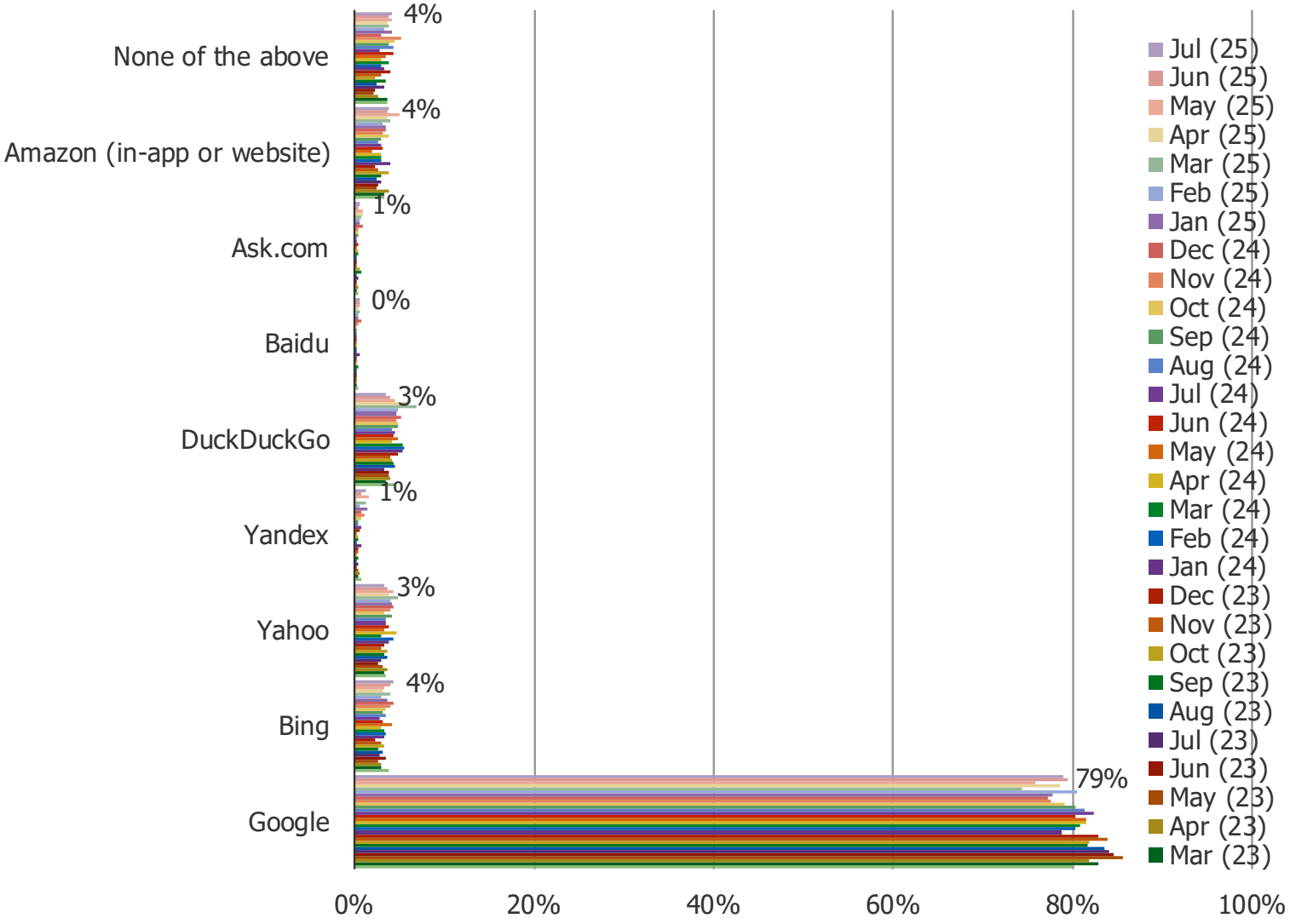
HAVE YOU OR WILL YOU USE ANY OF THE FOLLOWING TODAY TO SEARCH ON THE INTERNET (MOBILE DEVICE OR DESKTOP)?

Posed to all respondents.



WHICH OF THE FOLLOWING IS YOUR FAVORITE FOR SEARCHING ON THE INTERNET?

Posed to all respondents.



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