

BESPOKE SURVEYS

Search, Vol 14

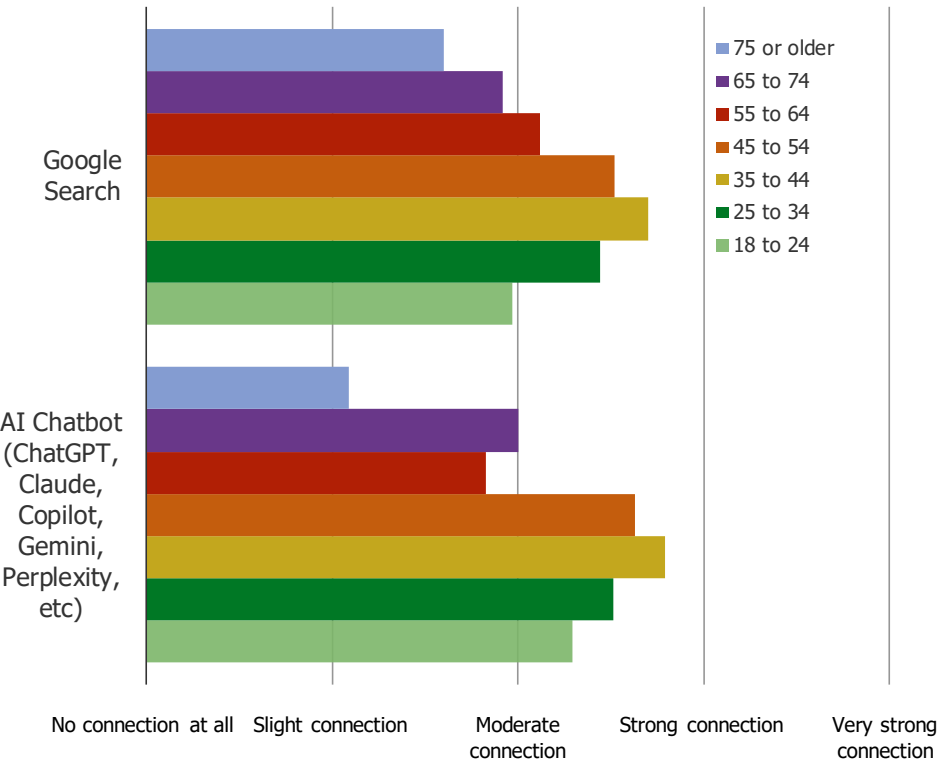
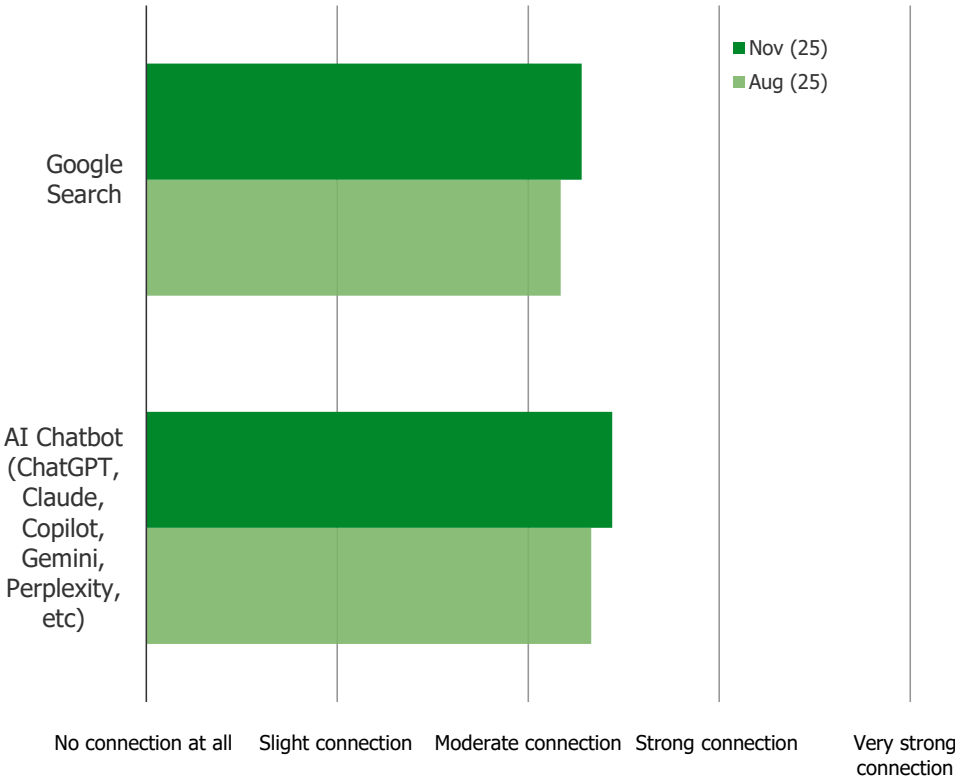
1250+ Respondents Per Quarter

Search

NEW QUESTIONS

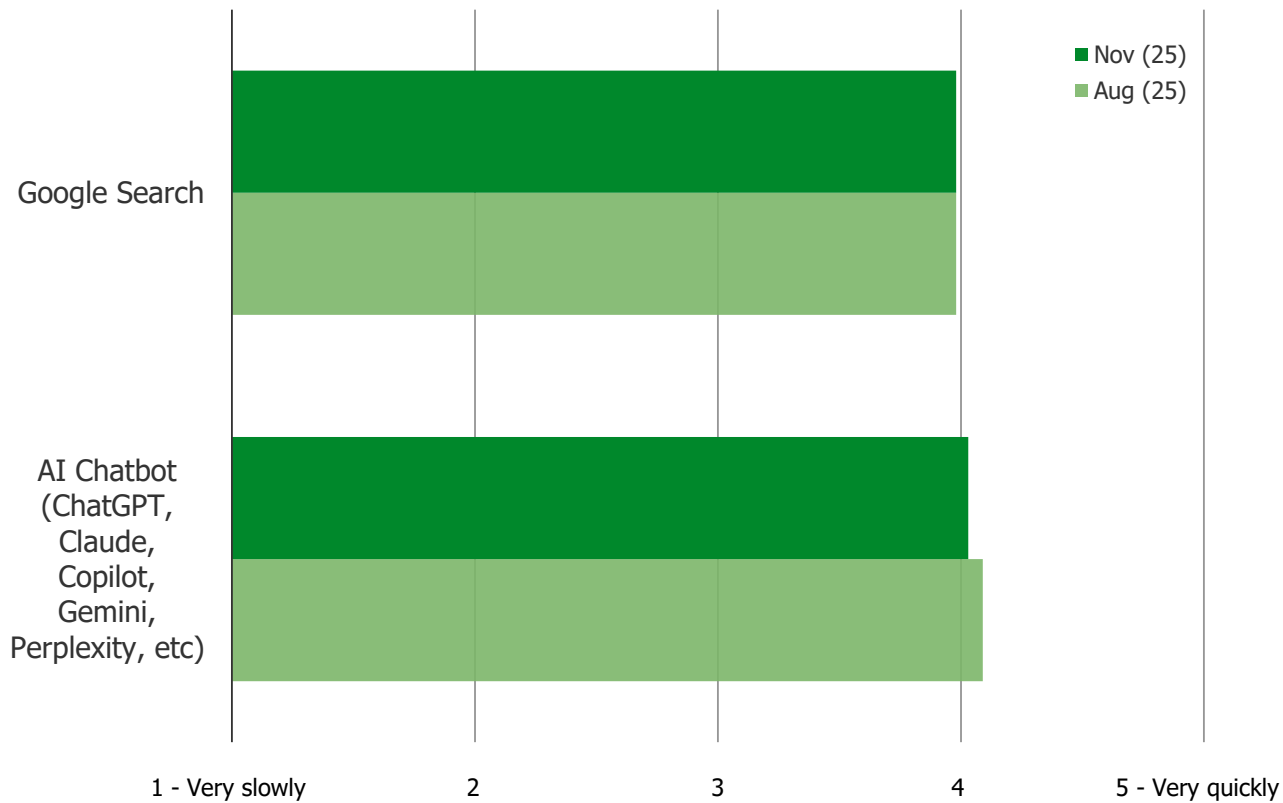
TO WHAT EXTENT DO YOU FEEL A PERSONAL CONNECTION TO THE FOLLOWING?

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



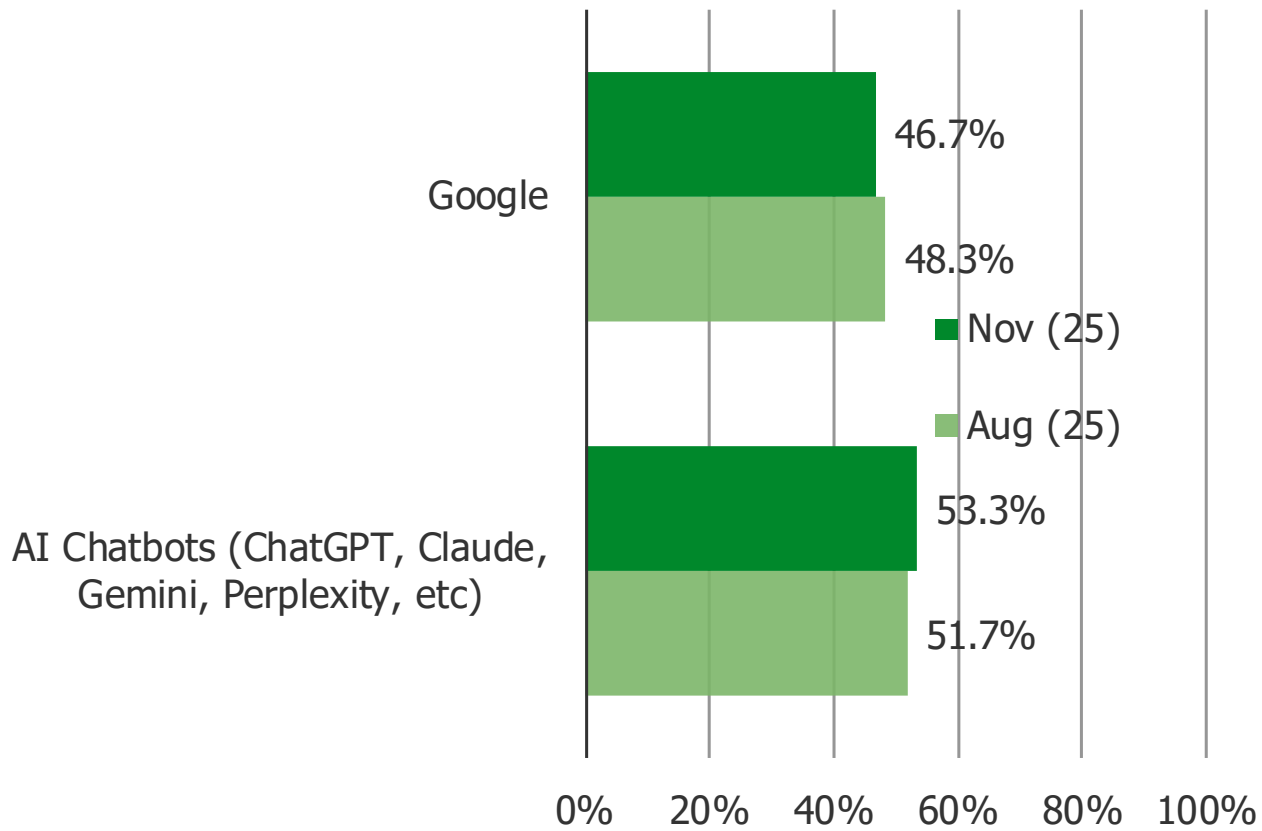
HOW QUICKLY DO YOU FEEL YOU ARE ABLE TO ACCOMPLISH YOUR SEARCH GOALS WHEN USING THE FOLLOWING?

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



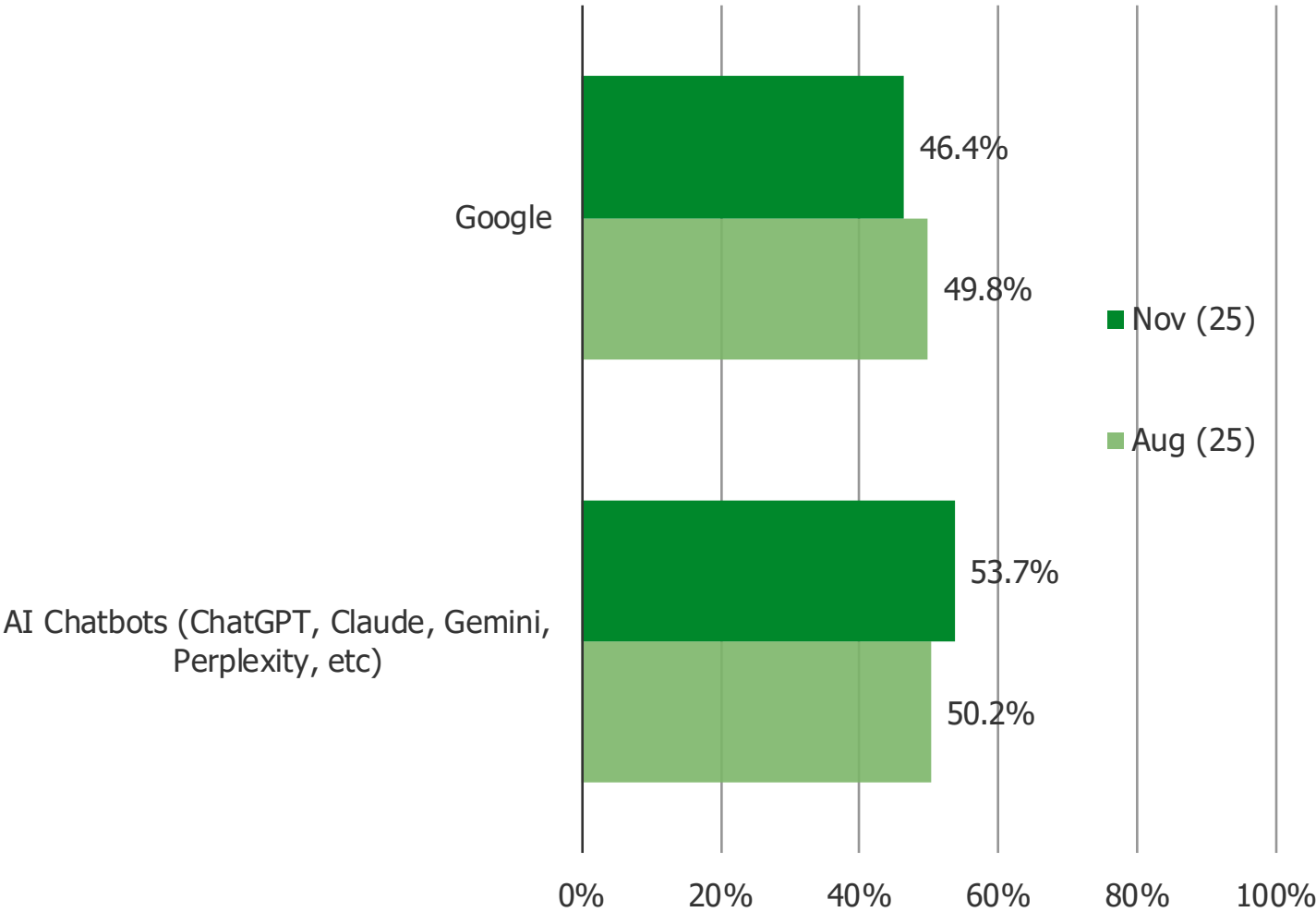
WHICH DO YOU FEEL IS BETTER FOR GETTING MEDICAL / HEALTH ADVICE?

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



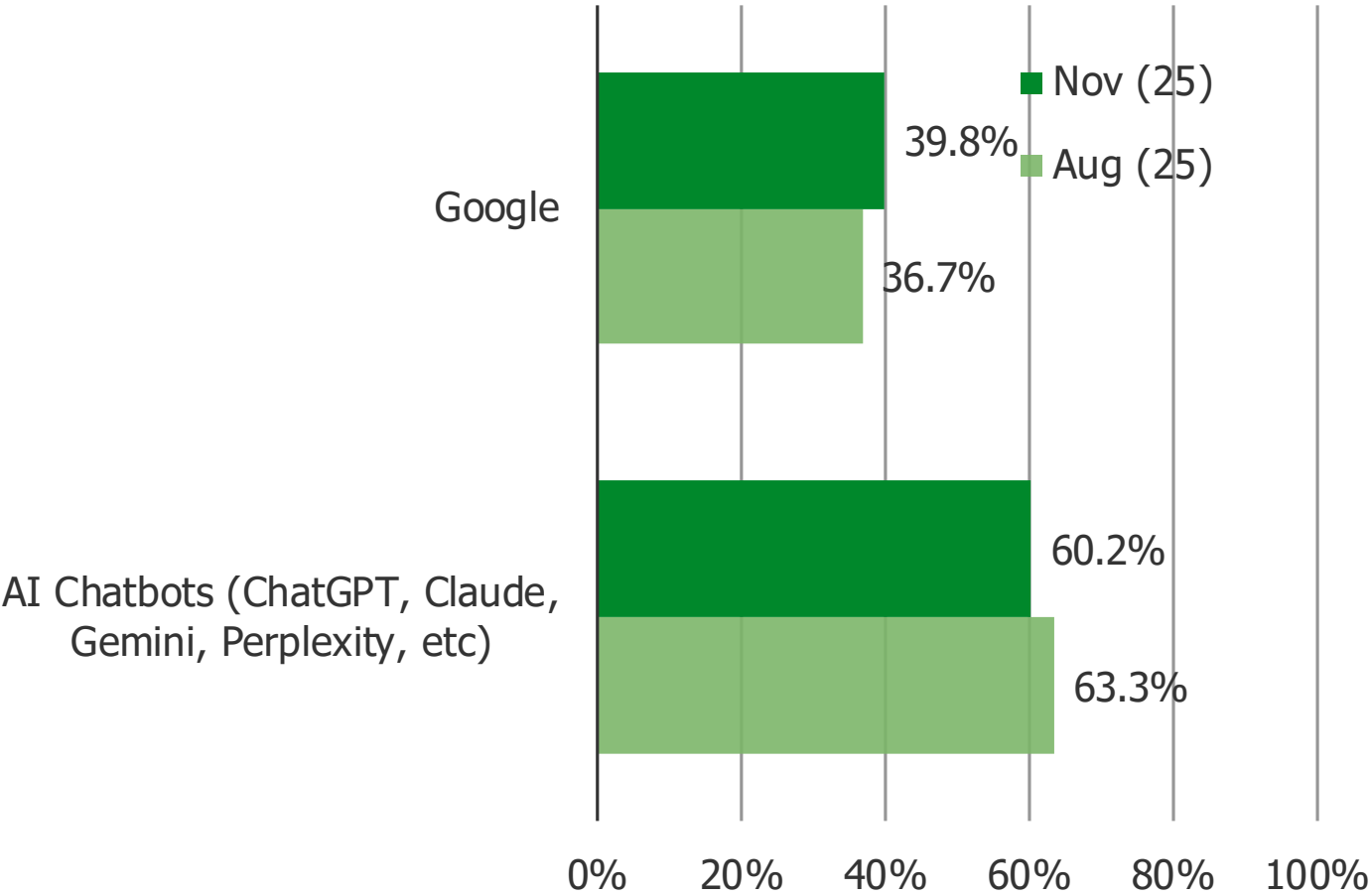
WHICH DO YOU FEEL IS BETTER FOR GETTING LEGAL ADVICE?

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



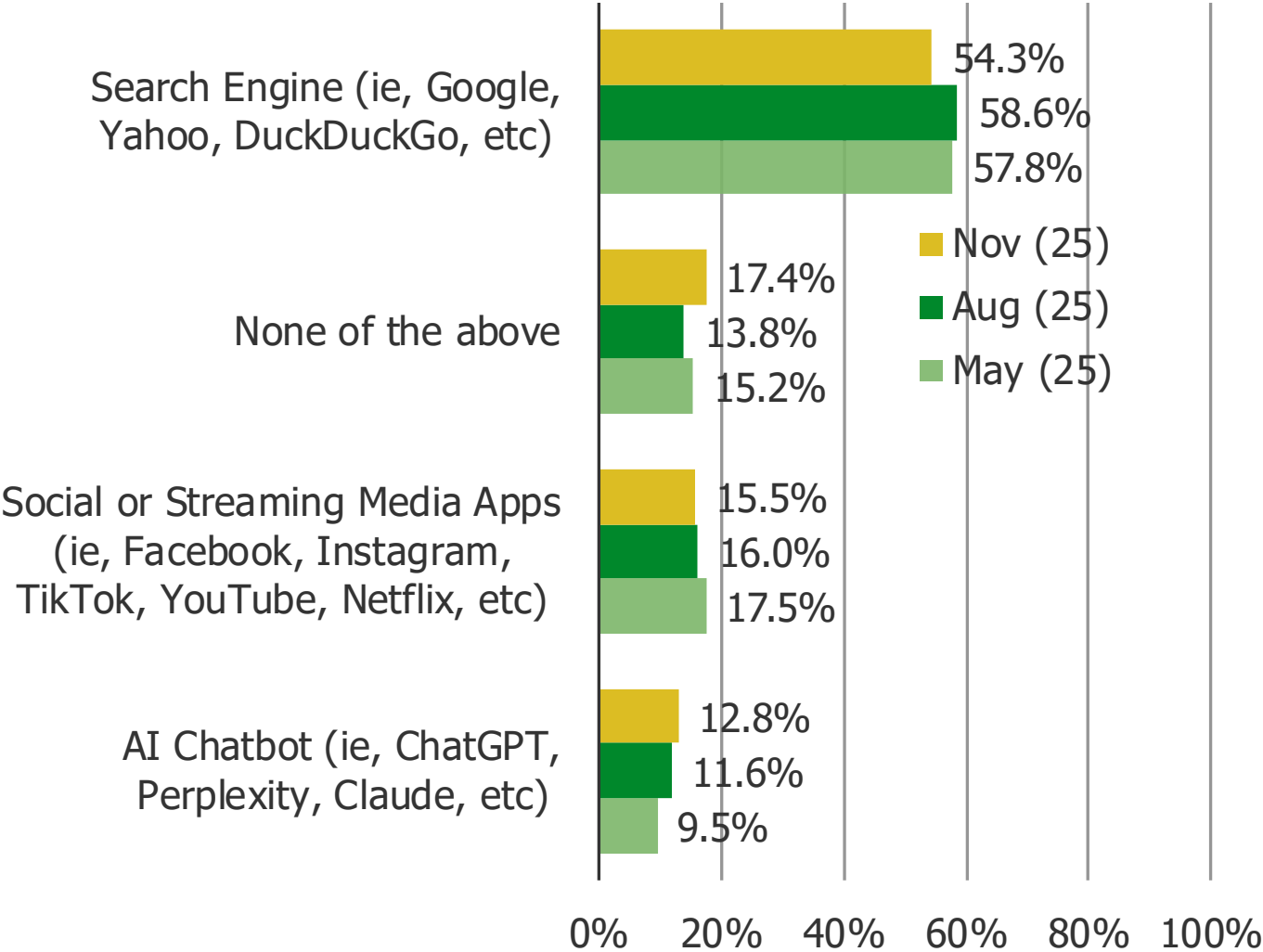
WHICH DO YOU FEEL IS BETTER FOR HELPING WITH IMPORTANT LIFE DECISIONS?

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



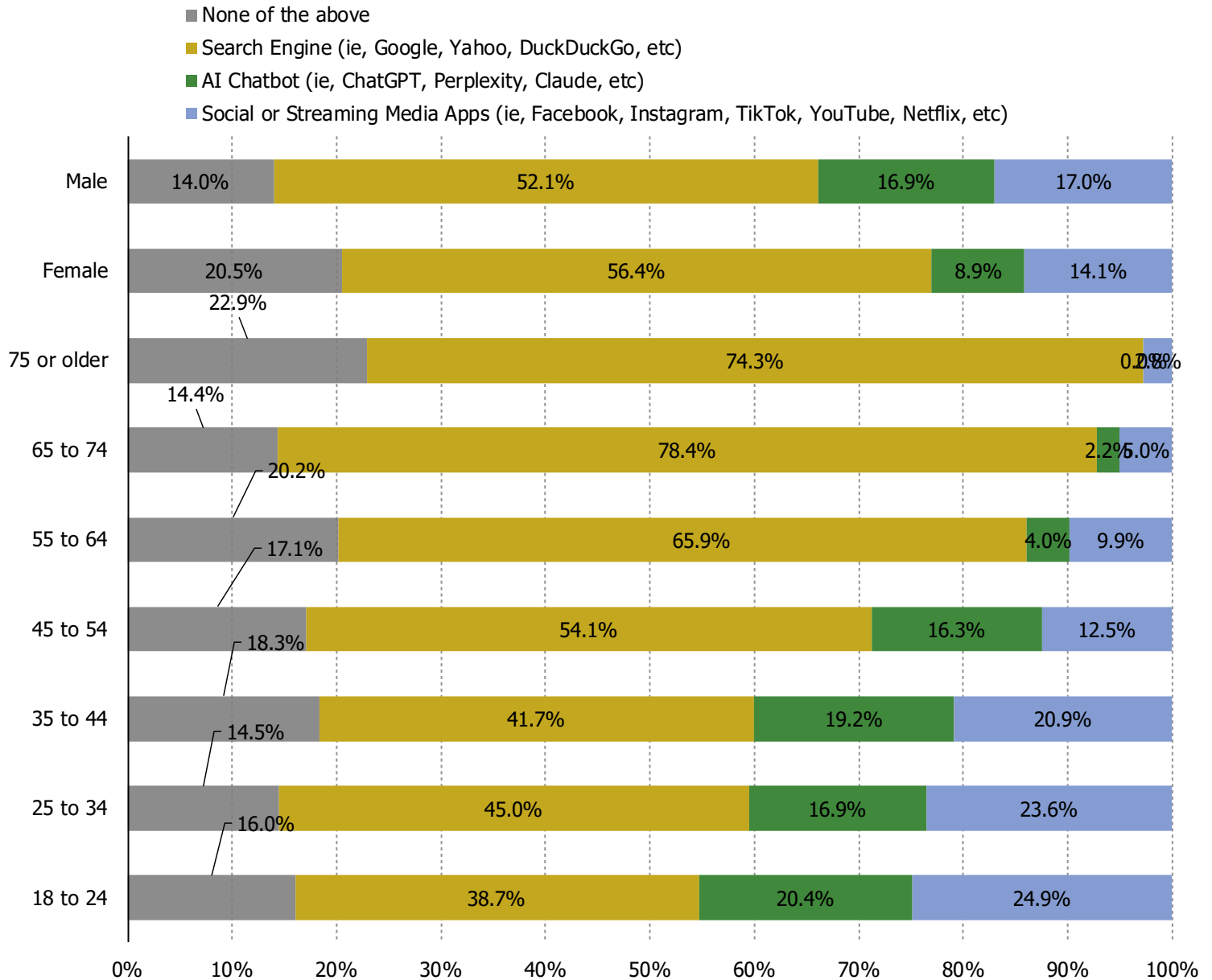
WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE, WHERE DO YOU PREFER TO START TYPICALLY?

Posed to all respondents.



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

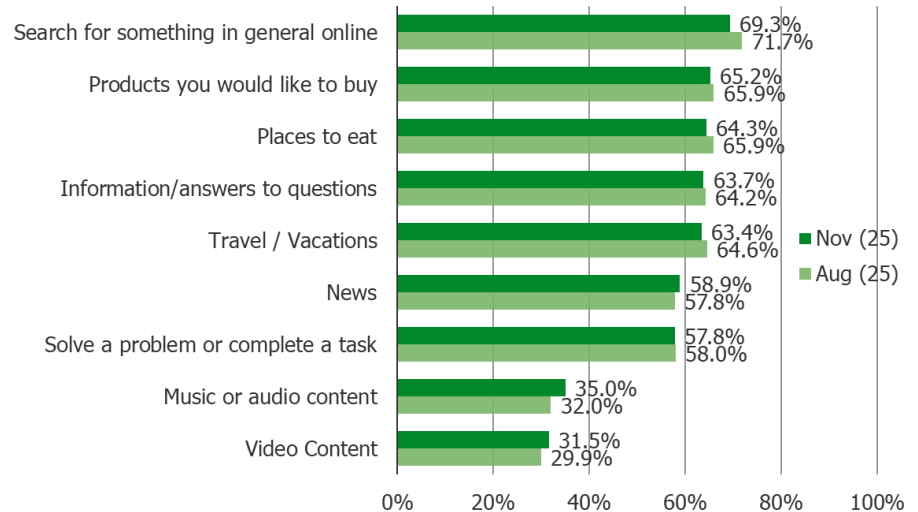
Posed to all respondents.



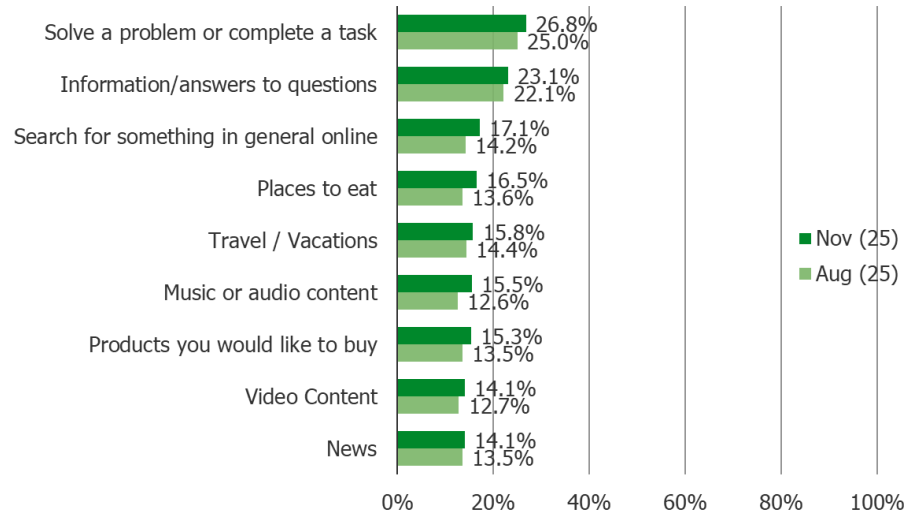
FOR THE FOLLOWING TYPES OF SEARCHES, WHERE DO YOU START YOUR SEARCH JOURNEY?

Posed to all respondents, excluding those who selected NA for each search criteria.

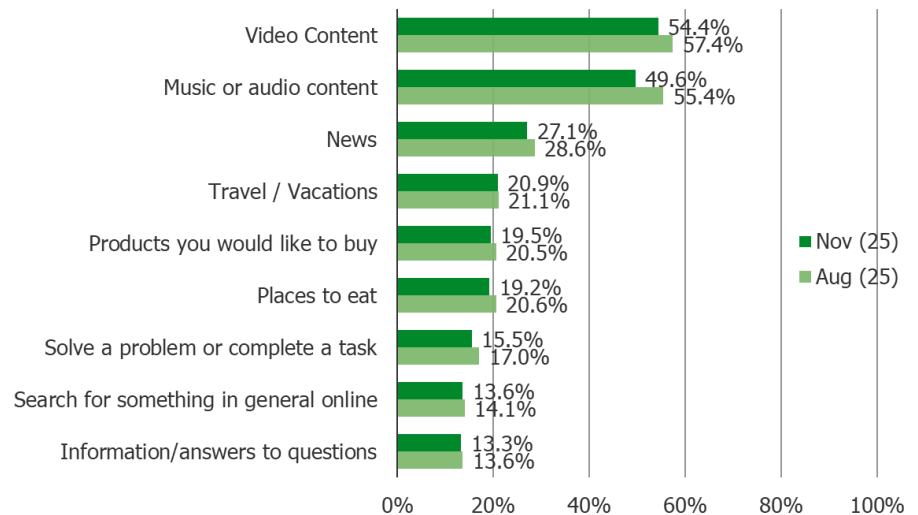
Starts With Search Engines



AI Chatbot



Social Search

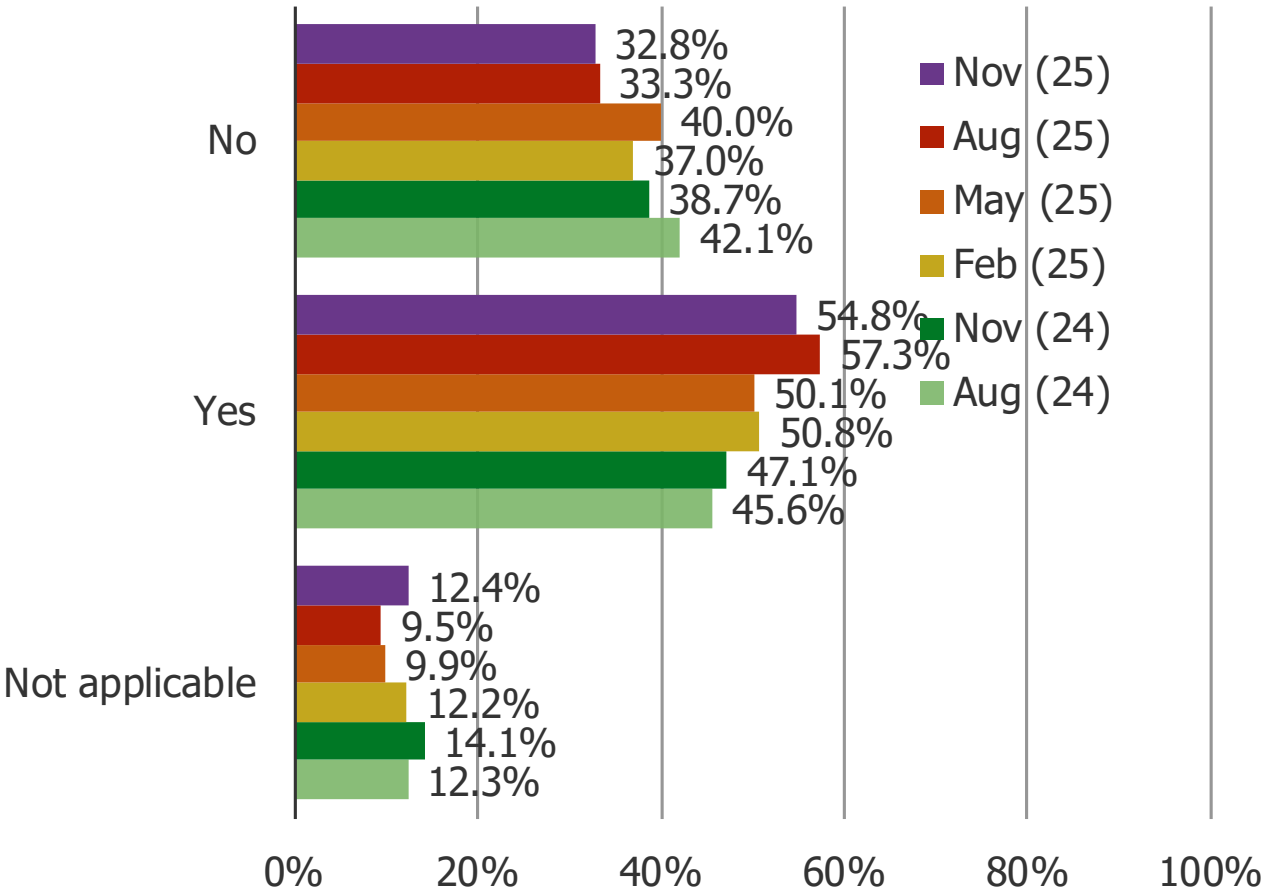


Search

AI SEARCH

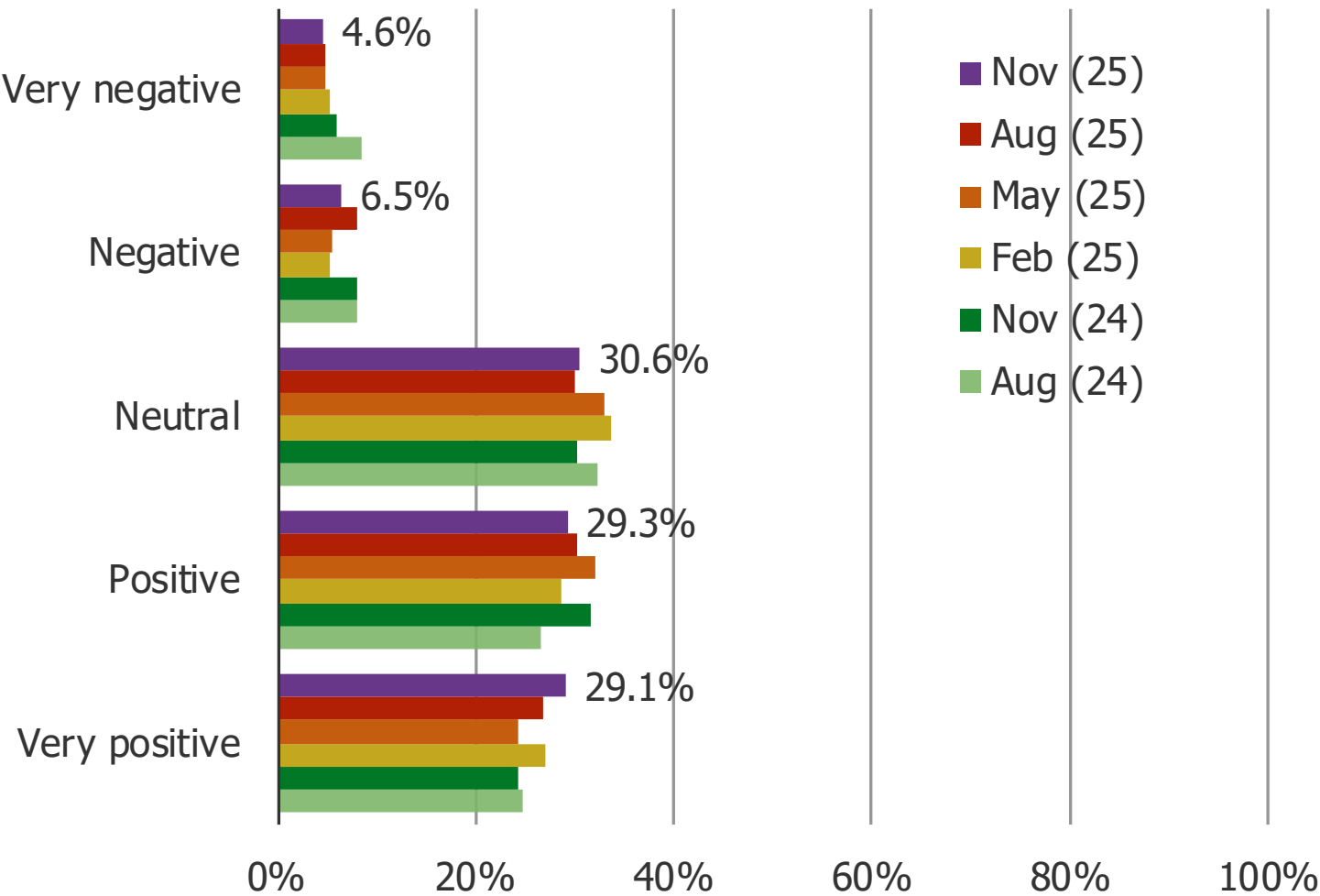
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES?
(EXAMPLE ABOVE)

Posed to all respondents.



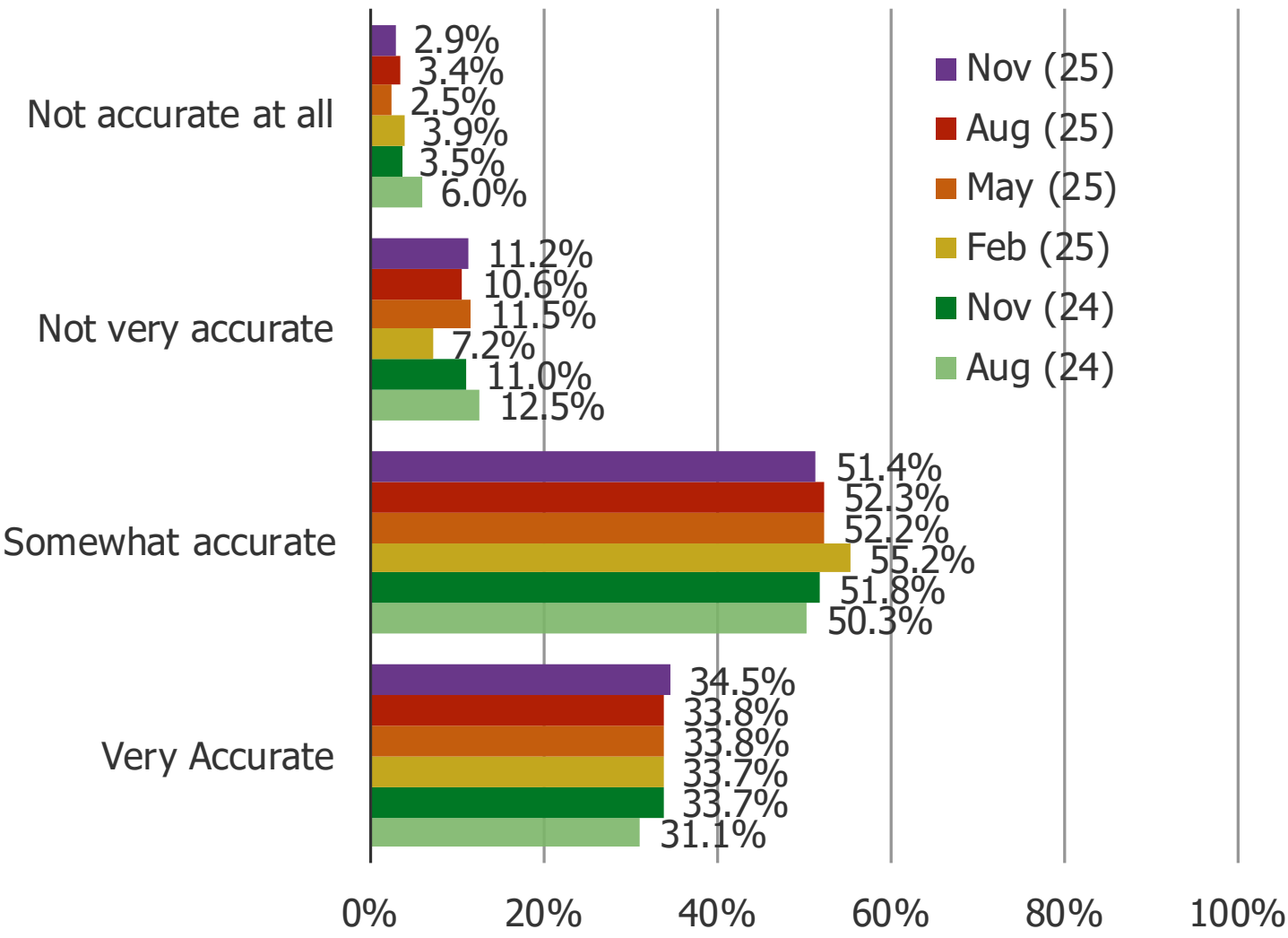
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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



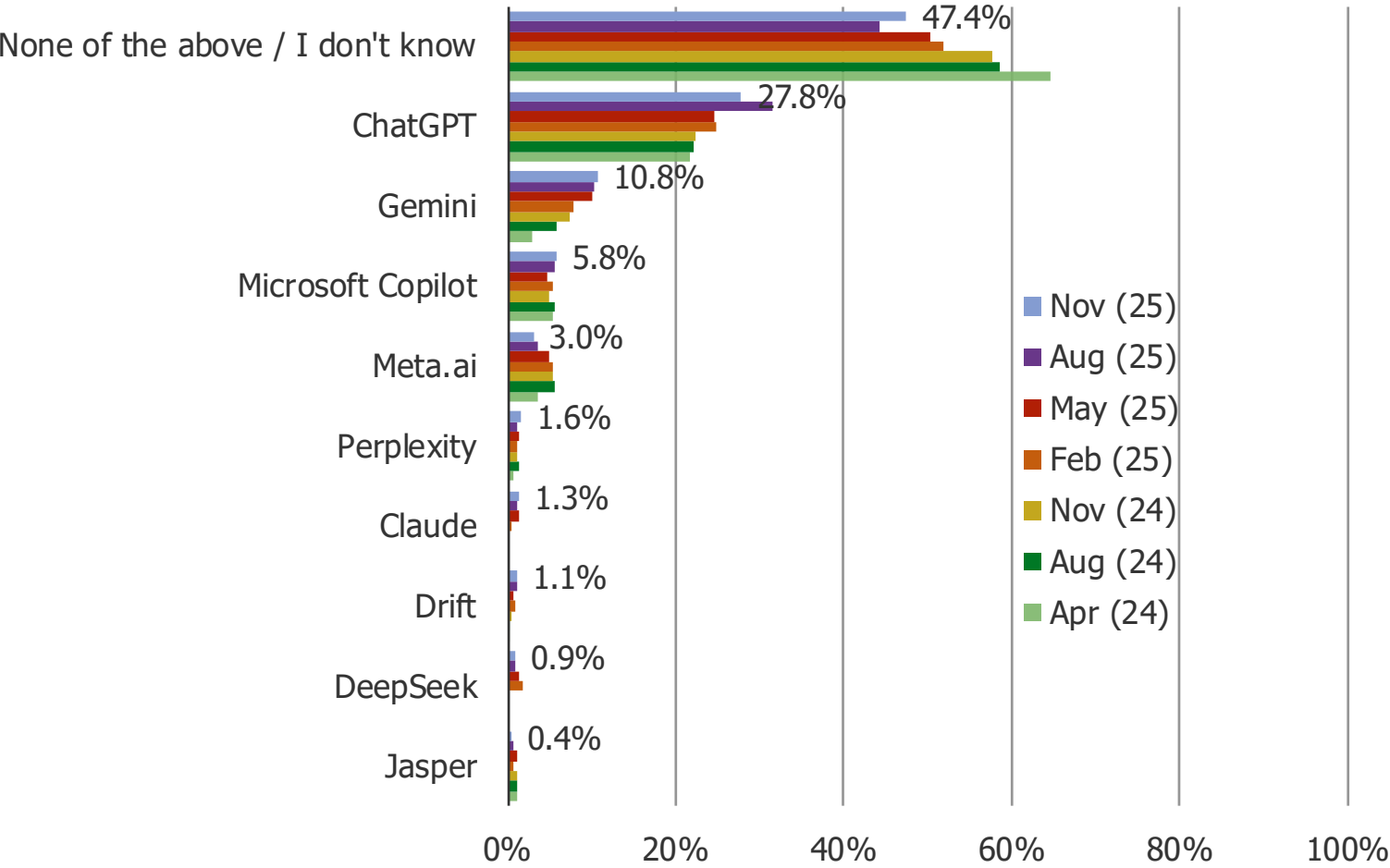
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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



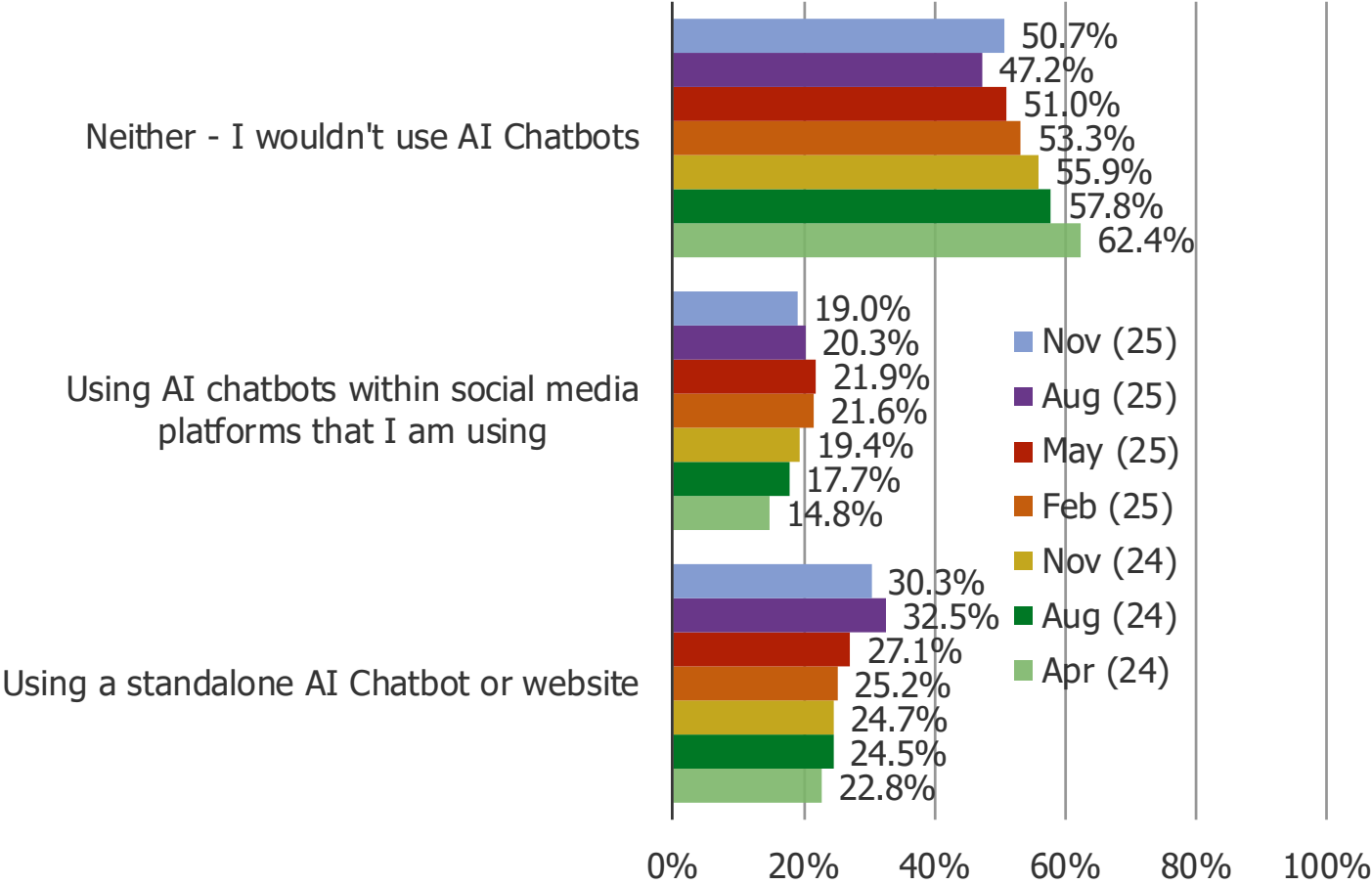
WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.



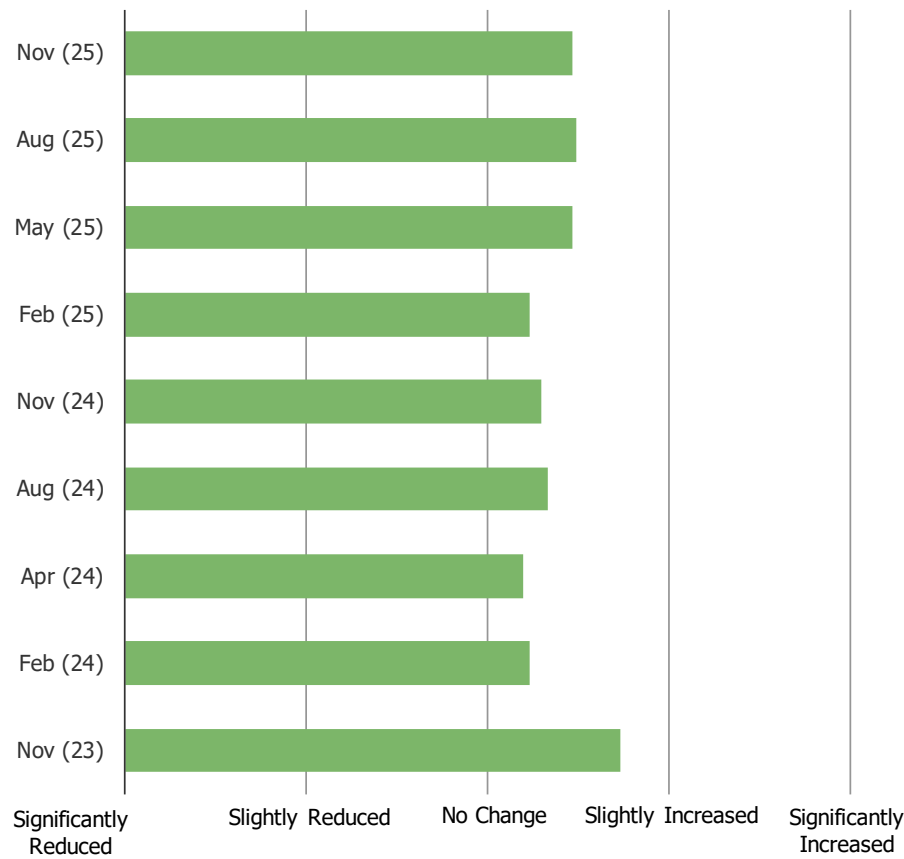
WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

Posed to all respondents.



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

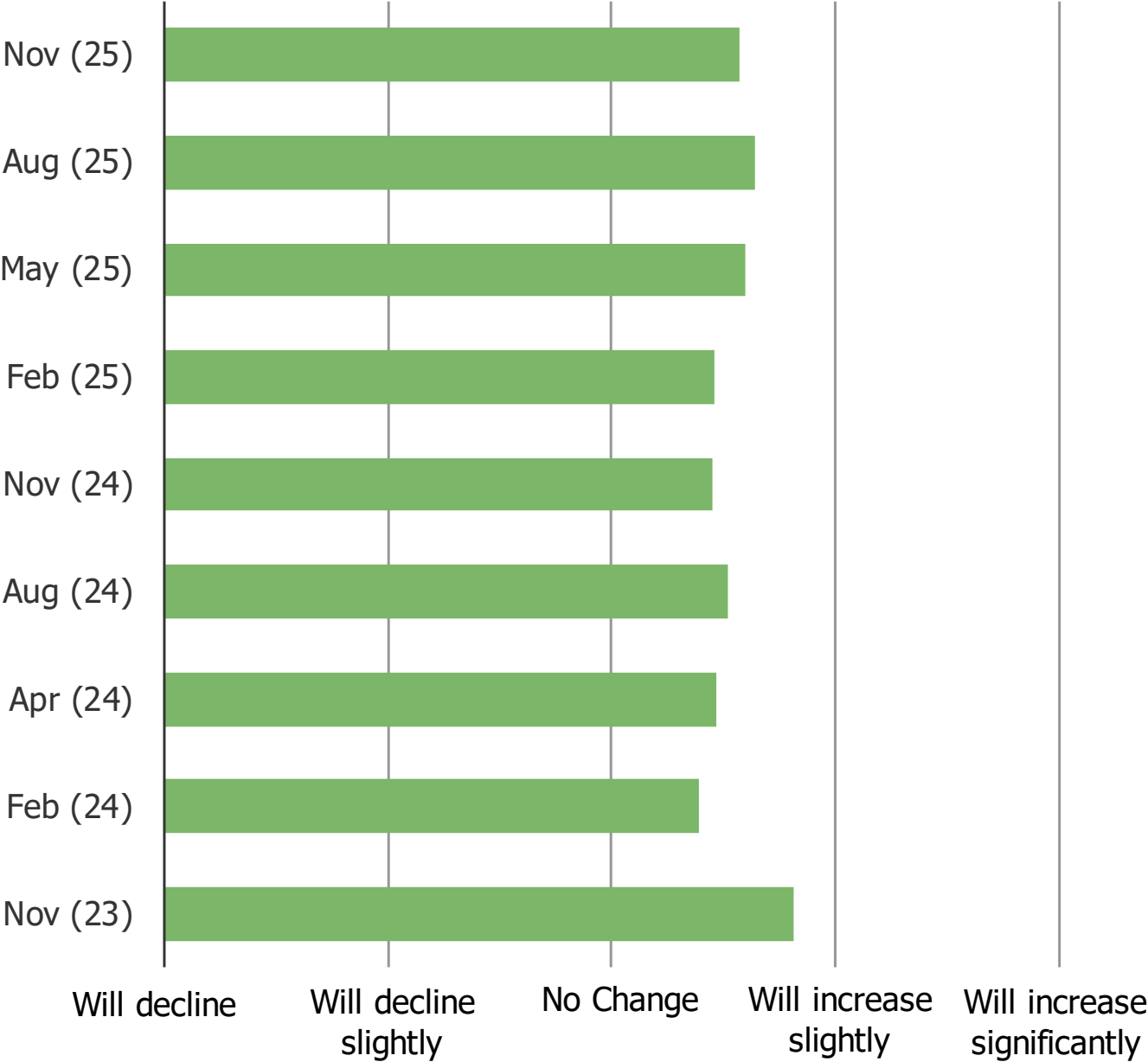
Posed to all respondents who have tried ChatGPT. (N=449)



Theme	Example Responses	% of Mentions (approx.)	Summary
Positive / Useful	"good," "very useful," "I found it useful," "It works well," "very good," "because it is the best"	35–40%	Users describe ChatGPT as helpful, effective, or valuable for research, information, and writing.
Learning / Getting Used To It	"Getting used to using AI," "Learning better how to use it," "I just started using it," "Getting more used to it"	20%	Many mention they're still learning or adjusting to using ChatGPT more regularly.
Light or Infrequent Use	"I barely used it," "Tried it a couple times," "Don't use except once," "Had things to do," "just do it the old fashioned way"	20%	Some respondents describe limited or one-time experimentation rather than regular use.
Task-Specific / Functional Use	"investment information," "writing books," "finding twin names," "research," "event probability questions"	10–15%	A smaller subset mentions concrete use cases, showing varied practical applications.
Negative / Disengaged	"find it disgusting," "takes too much time," "don't want to"	5–10%	A small group expresses dislike, disinterest, or frustration with the tool.

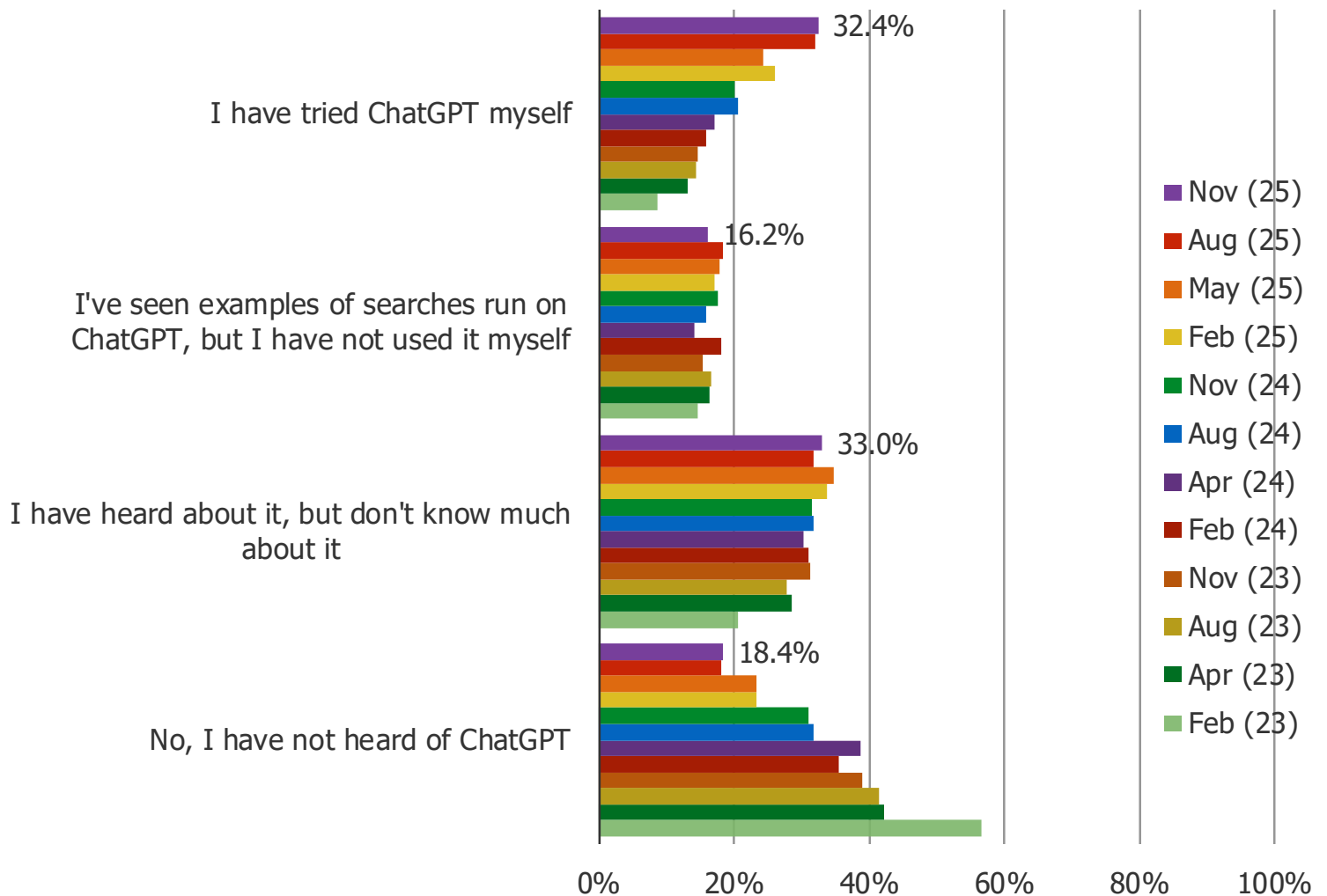
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=449)



BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.



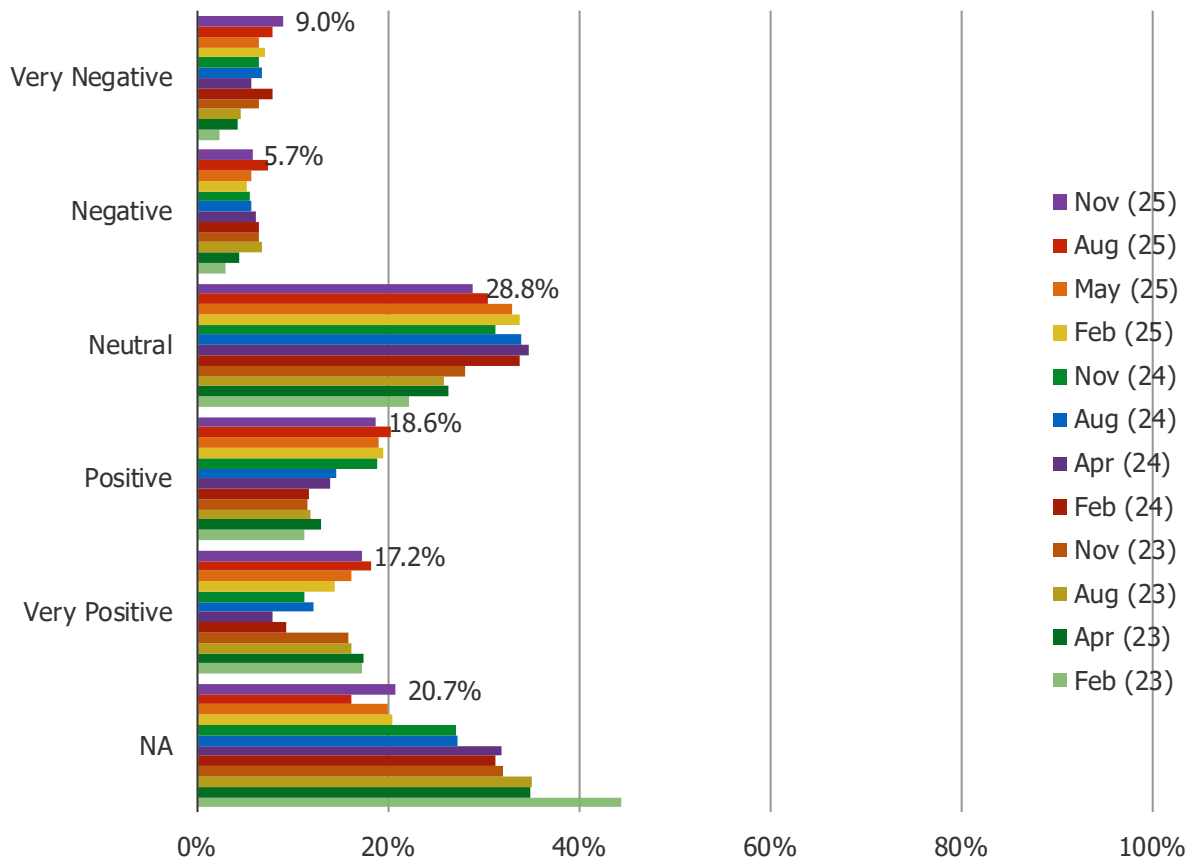
Posed to all respondents who have at least heard of ChatGPT.



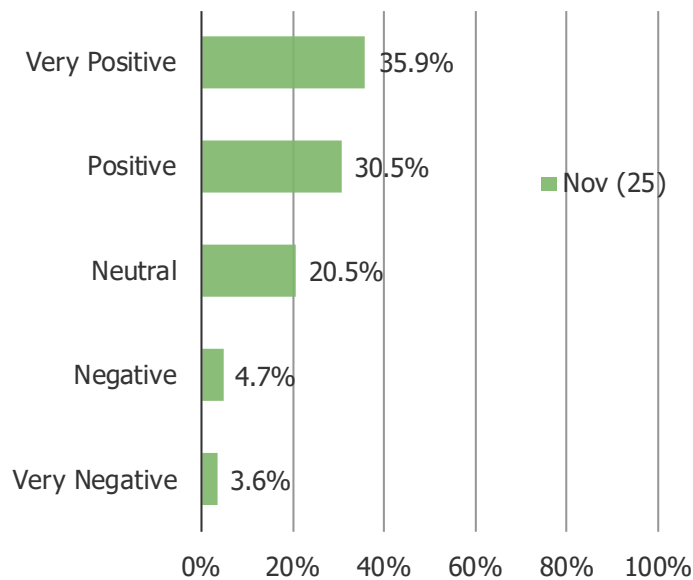
Category	Example Words / Phrases	% of Mentions (approx.)	Summary
Helpful / Useful / Convenient	helpful, useful, convenient, assists, easy, reliable, resourceful, informative	28%	The single largest theme — respondents describe ChatGPT as a helpful, practical, time-saving assistant or tool for finding information and completing tasks.
Intelligent / Smart / Knowledgeable	intelligent, smart, knowledgeable, advanced, brainy, learning, AI, LLM	14%	Many highlight ChatGPT's perceived intelligence, ability to "know everything," or function as an "AI brain."
Innovative / Modern / Future-Oriented	innovative, futuristic, modern, creative, transformative, advancing	12%	Respondents associate ChatGPT with cutting-edge technology and the future of computing or communication.
Interesting / Cool / Fun / Entertaining	cool, interesting, fun, enjoyable, engaging	9%	A significant subset expresses curiosity or enjoyment — often short descriptors like "cool," "fun," or "interesting."
Informative / Educational / Research Tool	research, informative, educational, learning aid	8%	Seen as a source of information and research help — especially for students or professional writing tasks.
Positive General Praise	great, amazing, awesome, fantastic, excellent	7%	Generic but strongly positive adjectives describing approval or satisfaction.
Uncertain / Don't Know / Never Used	don't know, unsure, no idea, never used, none	7%	Reflects low awareness or unfamiliarity with ChatGPT among some respondents.
Negative / Distrust / Fear / Bad	bad, scary, untrustworthy, unsafe, evil, dangerous, unreliable	6%	A minority express fear, distrust, or ethical skepticism — e.g., "killing people's minds," "scary," or "cheating."
Neutral / Mixed / Confused	weird, confusing, strange, neutral, unclear	5%	Includes ambiguous or contradictory views — often brief or uncertain responses like "weird," "confusing," or "idk."
Other Unique Mentions	cheating, plagiarism, lazy, fake, Google comparison, OpenAI mention	4%	Miscellaneous mentions, often referring to ChatGPT as "like Google," "cheating," or directly naming "OpenAI."

WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.

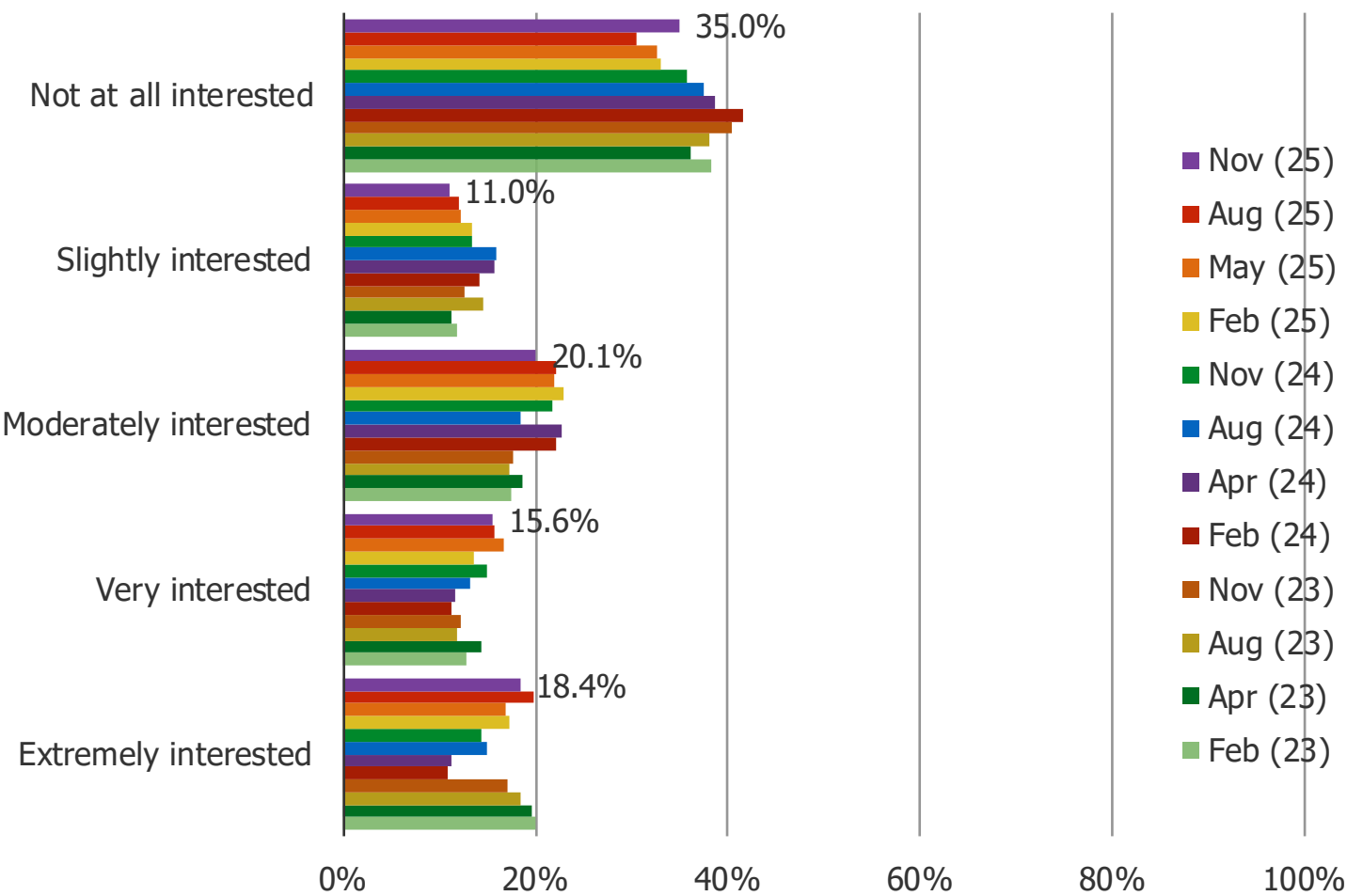


Focusing on respondents who have tried ChatGPT (N = 449)



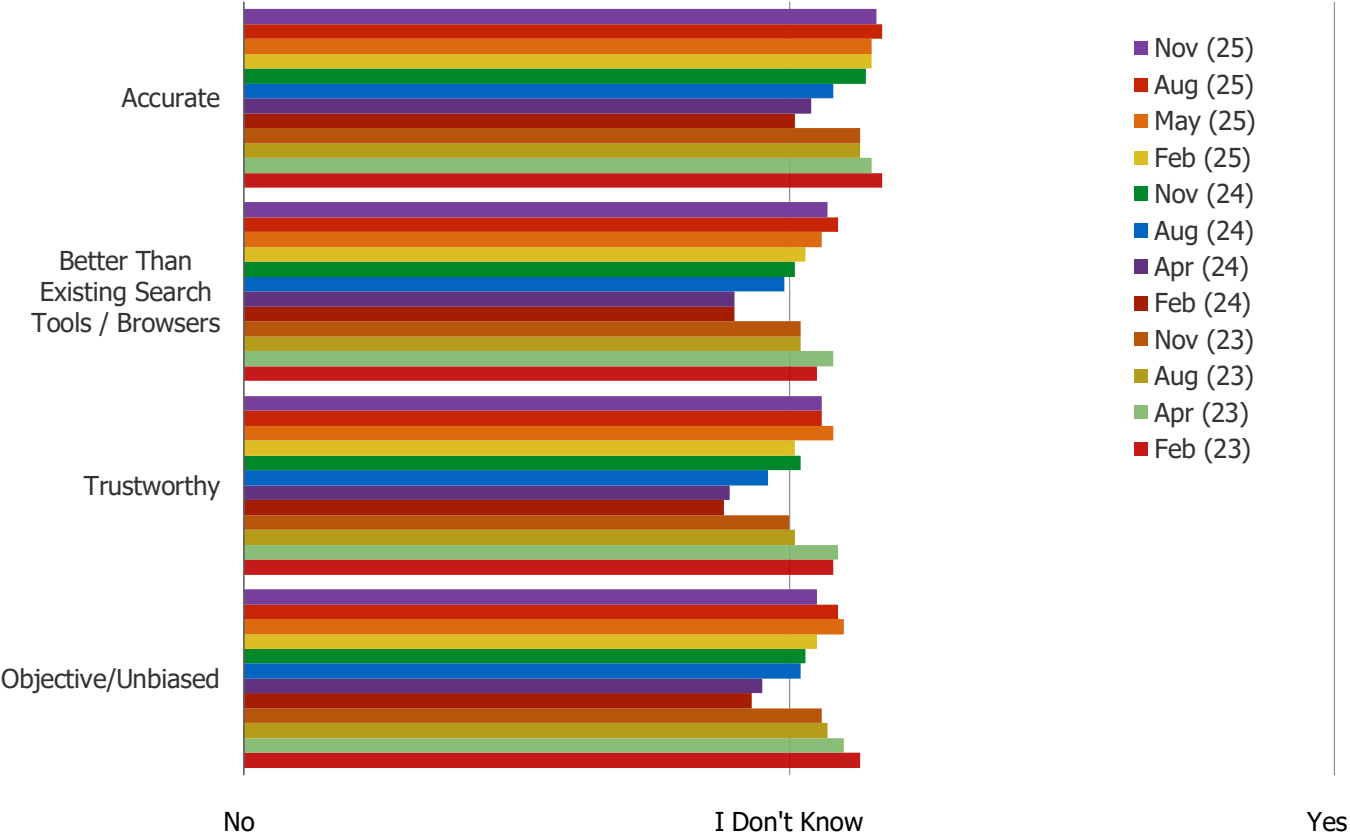
CHATGPT IS AN ONLINE CHATBOT THAT USES ARTIFICIAL INTELLIGENCE TO RESPOND TO QUESTIONS POSED TO IT WITH HUMAN-LIKE TEXT BASED ON THE INPUT GIVEN TO IT. DO YOU HAVE ANY INTEREST IN USING THIS SORT OF SEARCH FUNCTIONALITY?

Posed to all respondents.



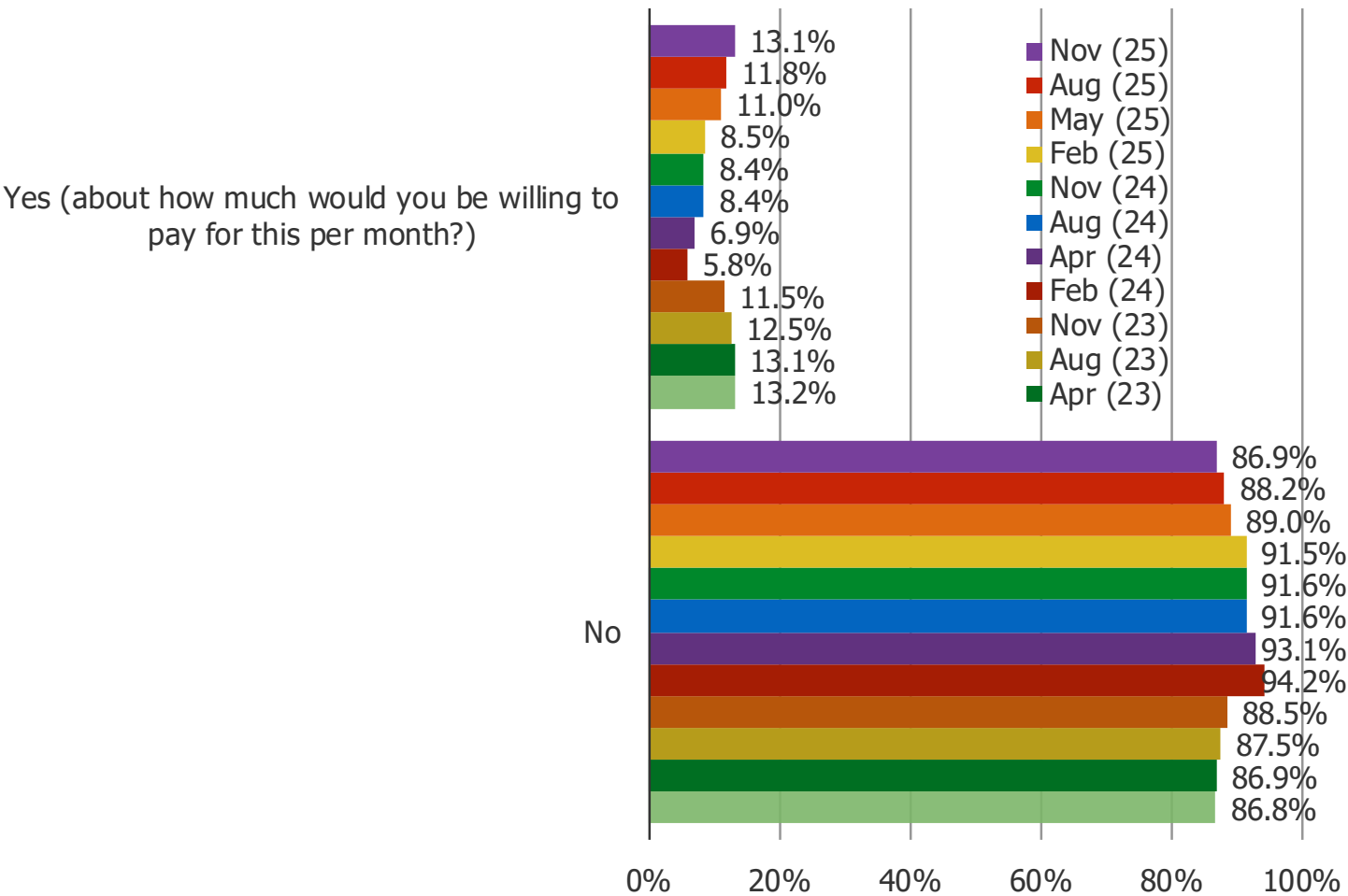
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to all respondents.



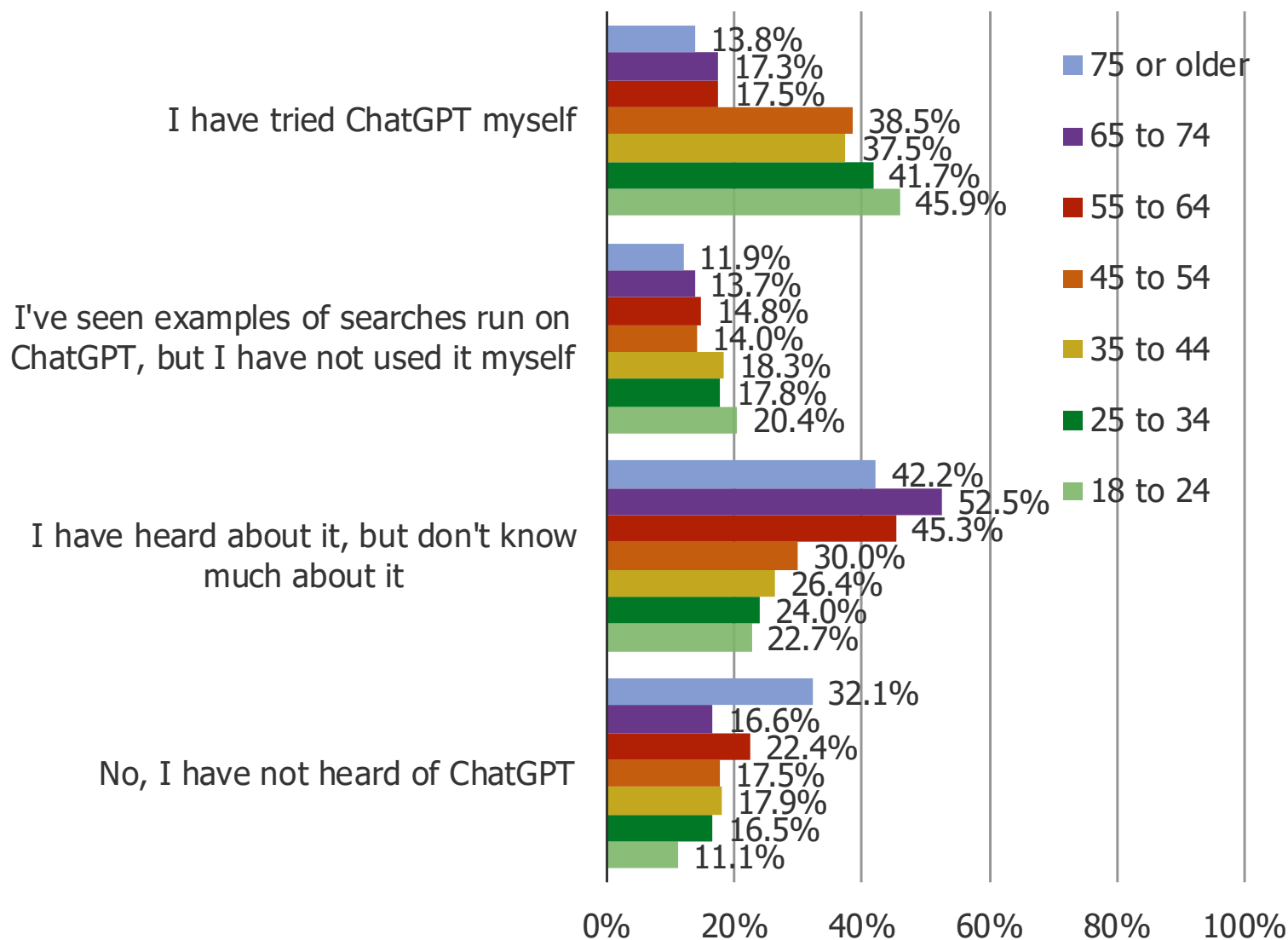
WOULD YOU BE WILLING TO PAY A MONTHLY FEE TO HAVE ACCESS TO AN AI POWERED CHATBOT LIKE CHATGPT?

Posed to all respondents.



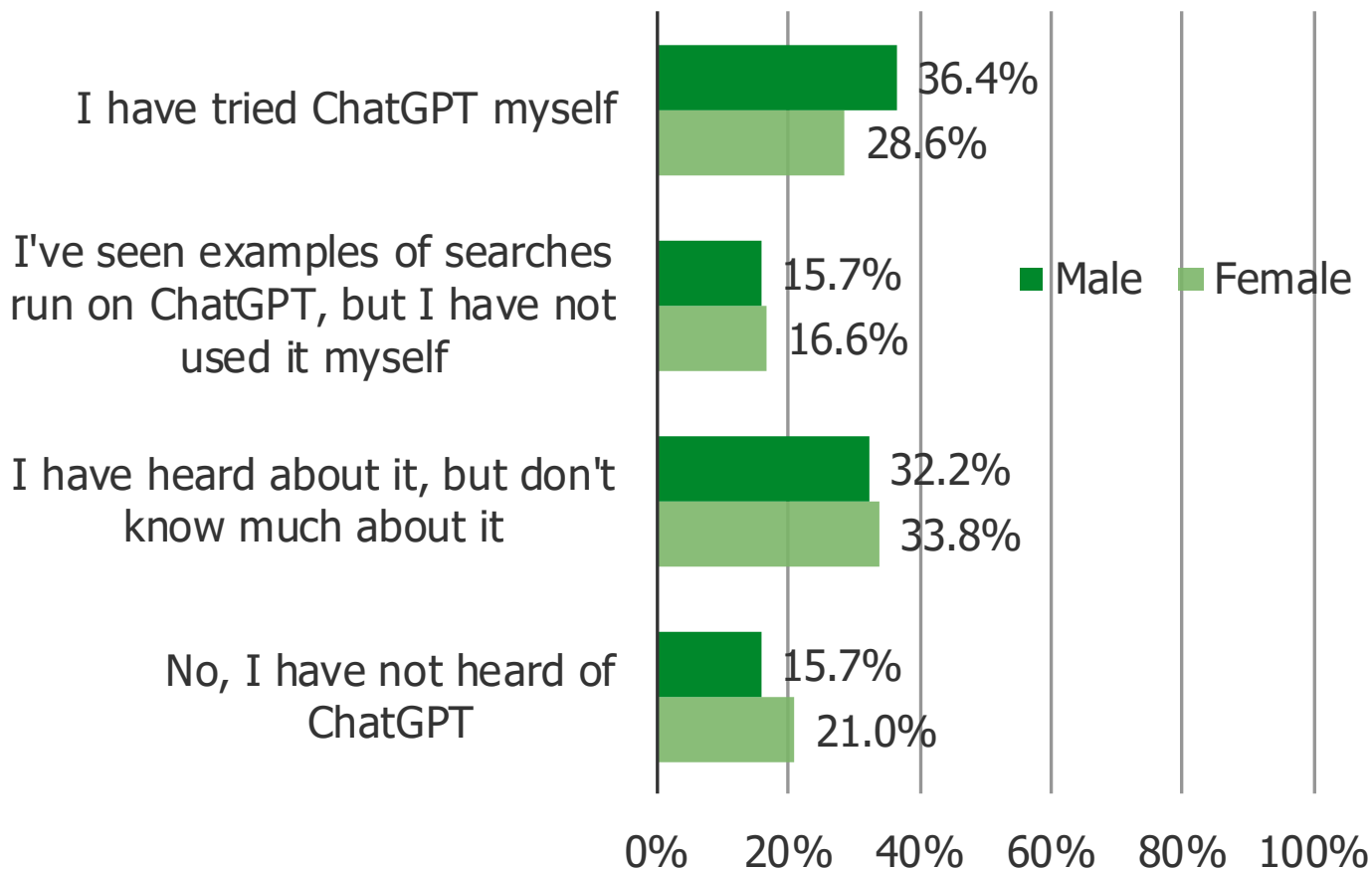
COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

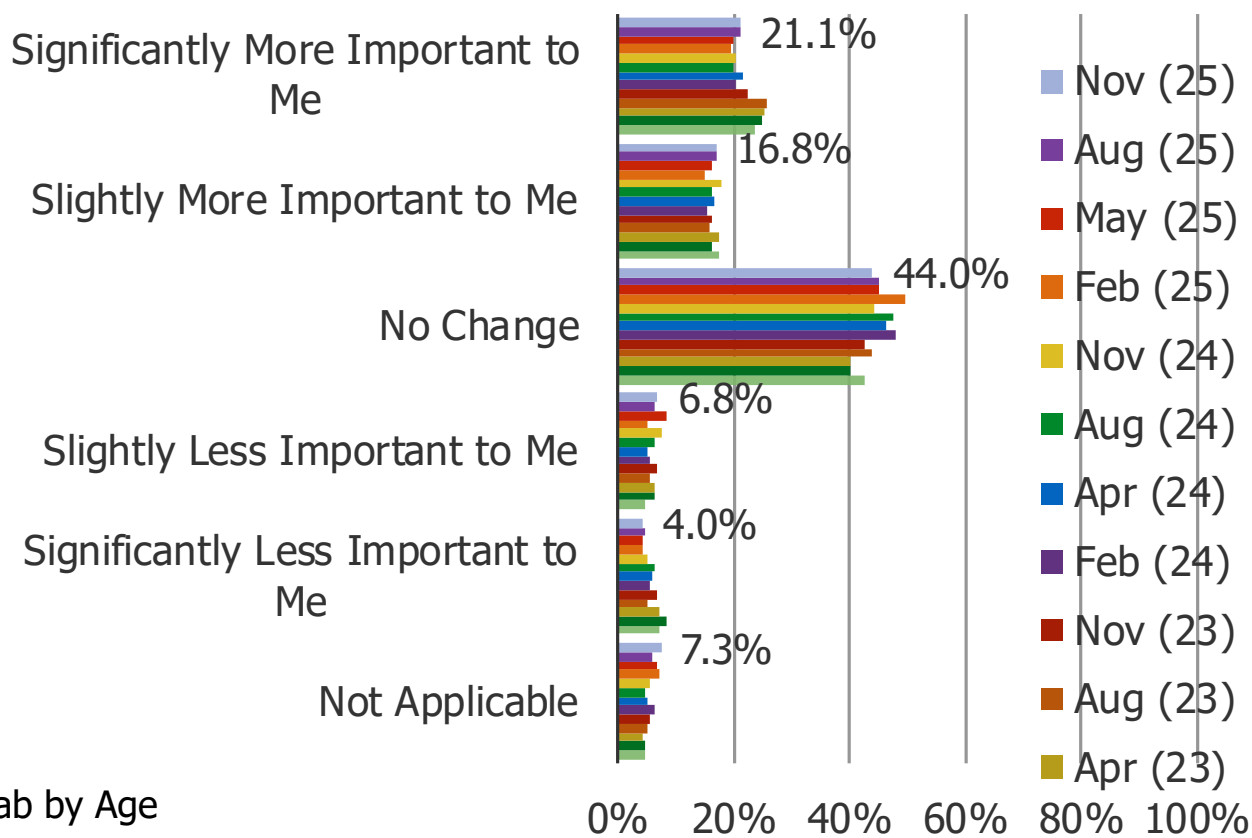


Search

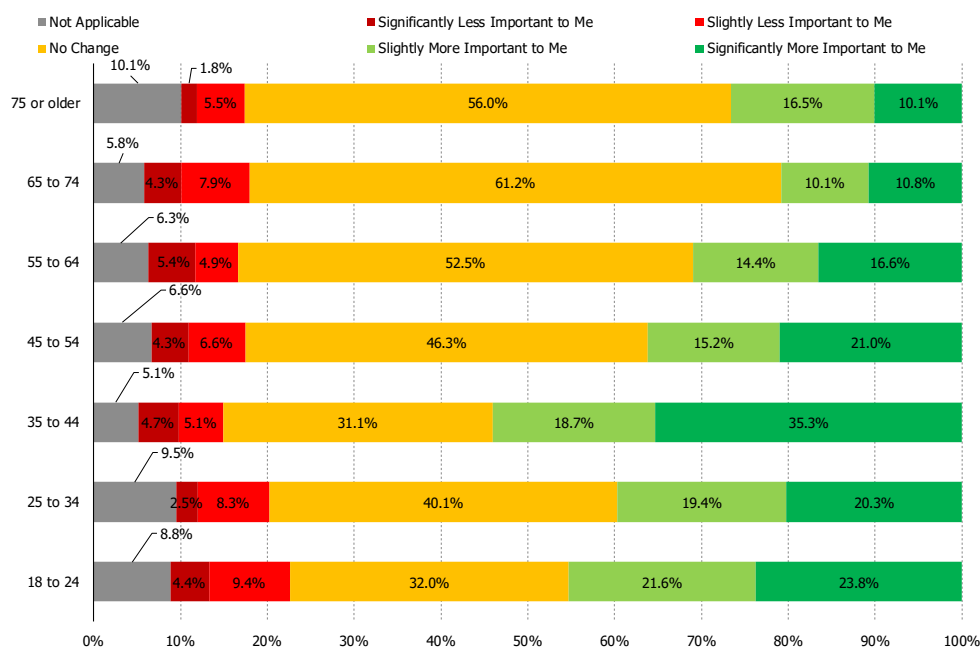
SEARCH

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

Posed to all respondents.

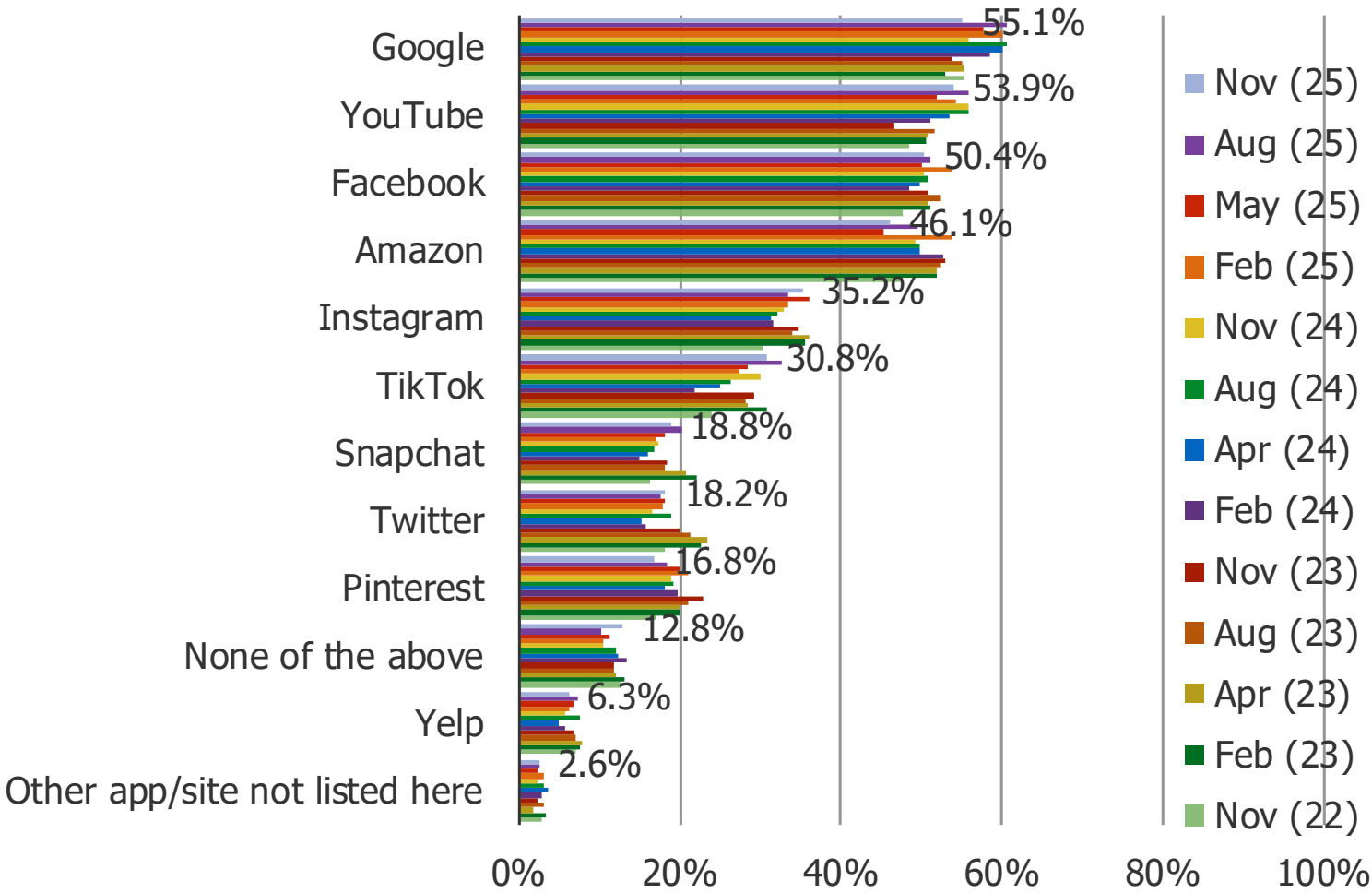


Cross-Tab by Age



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.

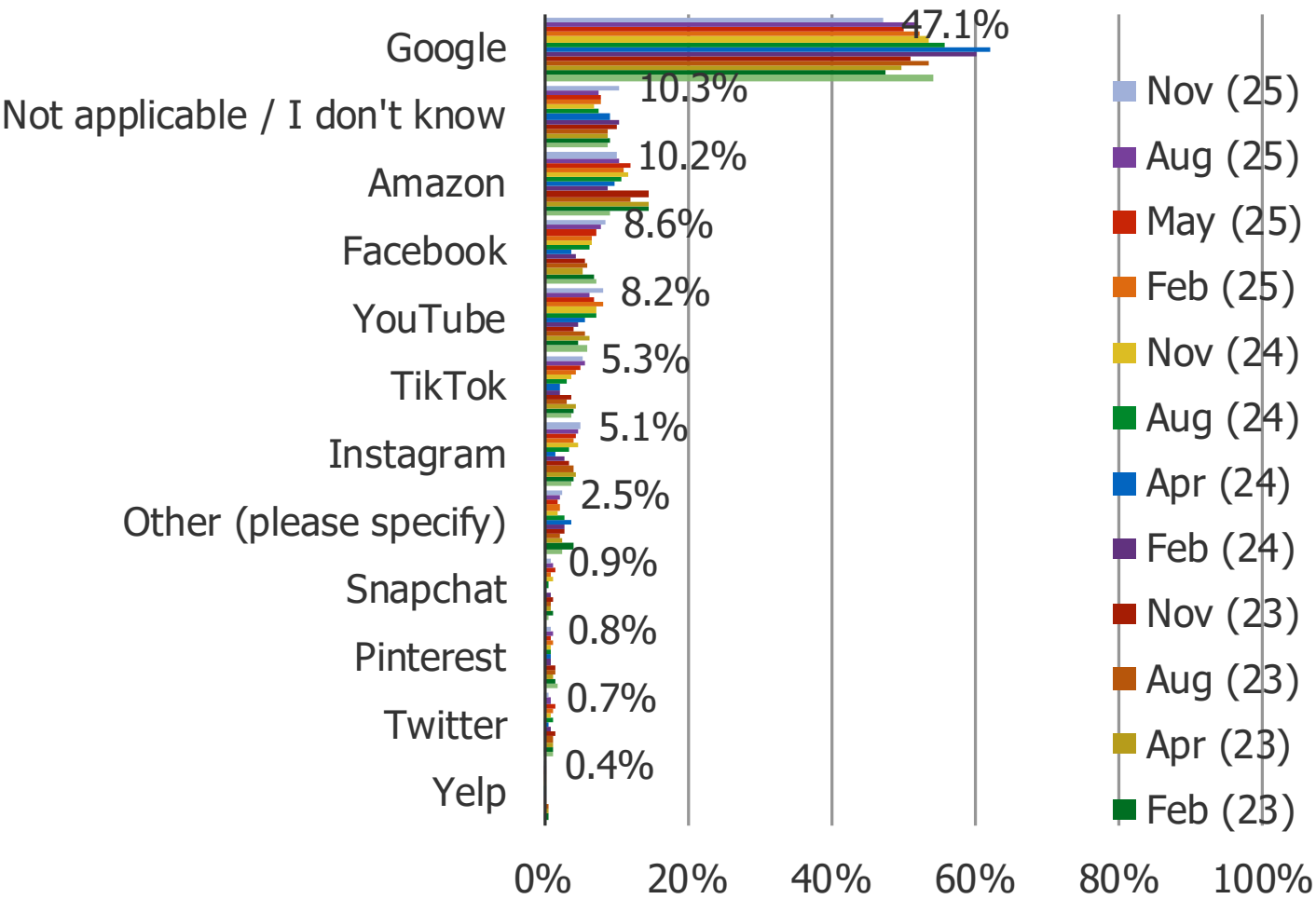


Cross-tabbing the data by age...

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	5.0%	58.0%	54.1%	59.1%	38.7%	23.8%	40.9%	67.4%	7.7%	48.1%	27.1%
25 to 34	5.8%	47.1%	59.5%	51.2%	57.9%	29.8%	26.0%	62.4%	7.4%	50.8%	18.2%
35 to 44	7.2%	37.0%	54.9%	43.4%	60.4%	26.0%	25.1%	62.1%	6.0%	48.1%	19.2%
45 to 54	8.2%	33.5%	63.0%	37.0%	60.3%	21.0%	21.4%	60.7%	9.3%	55.3%	19.8%
55 to 64	13.9%	12.6%	56.1%	17.5%	48.9%	5.8%	3.1%	47.1%	3.6%	40.8%	9.0%
65 to 74	33.1%	2.2%	44.6%	8.6%	33.1%	2.9%	1.4%	28.8%	4.3%	34.5%	9.4%
75 or older	36.7%	3.7%	40.4%	8.3%	33.0%	4.6%	0.9%	24.8%	2.8%	32.1%	10.1%

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

Posed to all respondents.

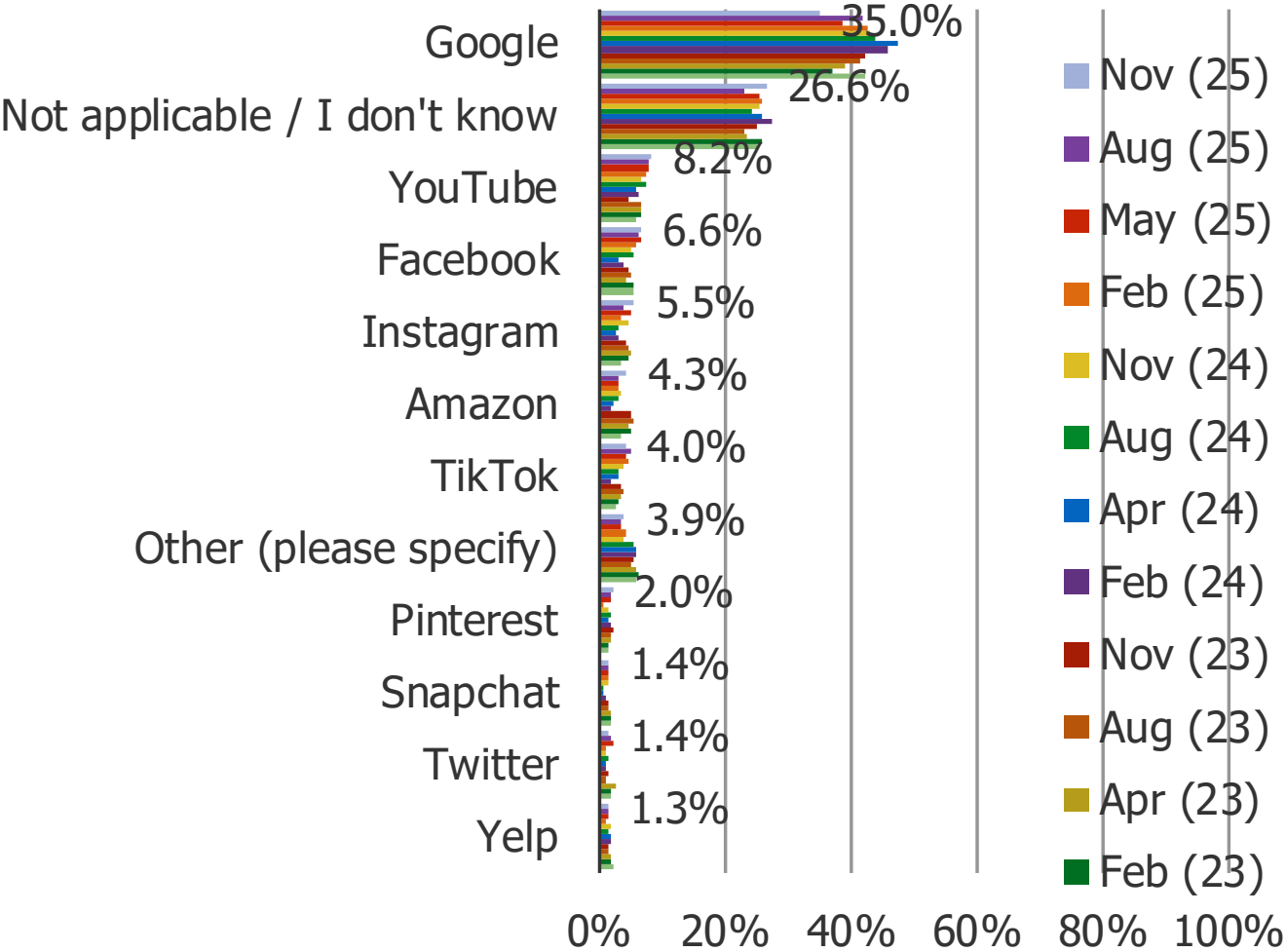


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
8 to 24	17.1%	35.4%	10.5%	4.4%	1.7%	2.8%	8.3%	0.6%	10.5%	2.2%	0.6%
5 to 34	11.2%	40.9%	7.0%	9.9%	0.8%	1.7%	11.6%	0.0%	9.5%	0.4%	0.4%
5 to 44	3.4%	43.8%	8.5%	17.0%	1.7%	0.4%	8.5%	0.0%	8.9%	0.9%	0.9%
5 to 54	2.3%	50.2%	4.7%	9.3%	0.4%	0.4%	10.1%	1.2%	11.7%	0.8%	1.2%
5 to 64	0.5%	60.5%	0.9%	4.9%	0.0%	0.0%	9.0%	0.0%	9.0%	0.0%	3.6%
5 to 74	0.7%	50.4%	0.0%	5.8%	0.0%	0.7%	2.2%	0.0%	9.4%	1.4%	8.6%
5 or older	0.0%	48.6%	0.0%	3.7%	0.0%	0.0%	0.9%	0.9%	13.8%	0.0%	7.3%

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

Posed to all respondents.

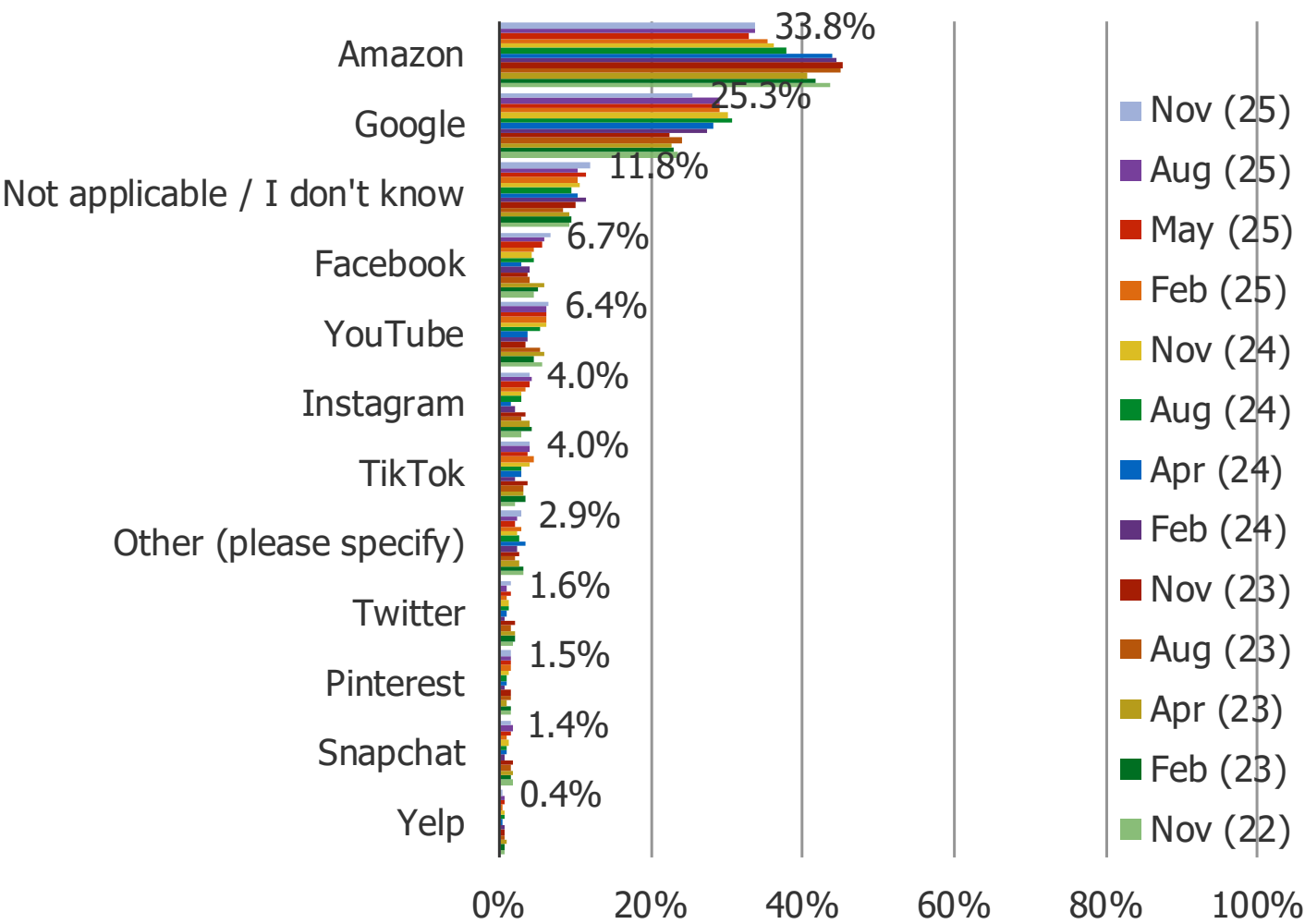


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	11.6%	29.8%	12.2%	4.4%	3.9%	3.9%	12.7%	0.6%	5.0%	3.9%	1.1%
25 to 34	10.3%	31.0%	8.7%	7.4%	1.7%	2.9%	10.7%	0.0%	6.2%	3.7%	1.7%
35 to 44	3.4%	35.3%	8.5%	11.9%	0.9%	1.3%	10.6%	2.1%	7.2%	1.7%	0.9%
45 to 54	0.4%	41.3%	3.9%	7.4%	2.0%	0.4%	8.2%	3.1%	4.7%	2.3%	2.7%
55 to 64	0.0%	38.1%	1.4%	5.4%	0.0%	0.0%	4.9%	1.4%	1.8%	0.0%	5.4%
65 to 74	0.7%	35.3%	0.0%	3.6%	0.7%	0.7%	4.3%	0.7%	0.0%	0.7%	10.8%
75 or older	0.0%	30.3%	0.0%	0.9%	0.0%	0.0%	1.8%	0.0%	1.8%	0.0%	11.0%

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

Posed to all respondents.

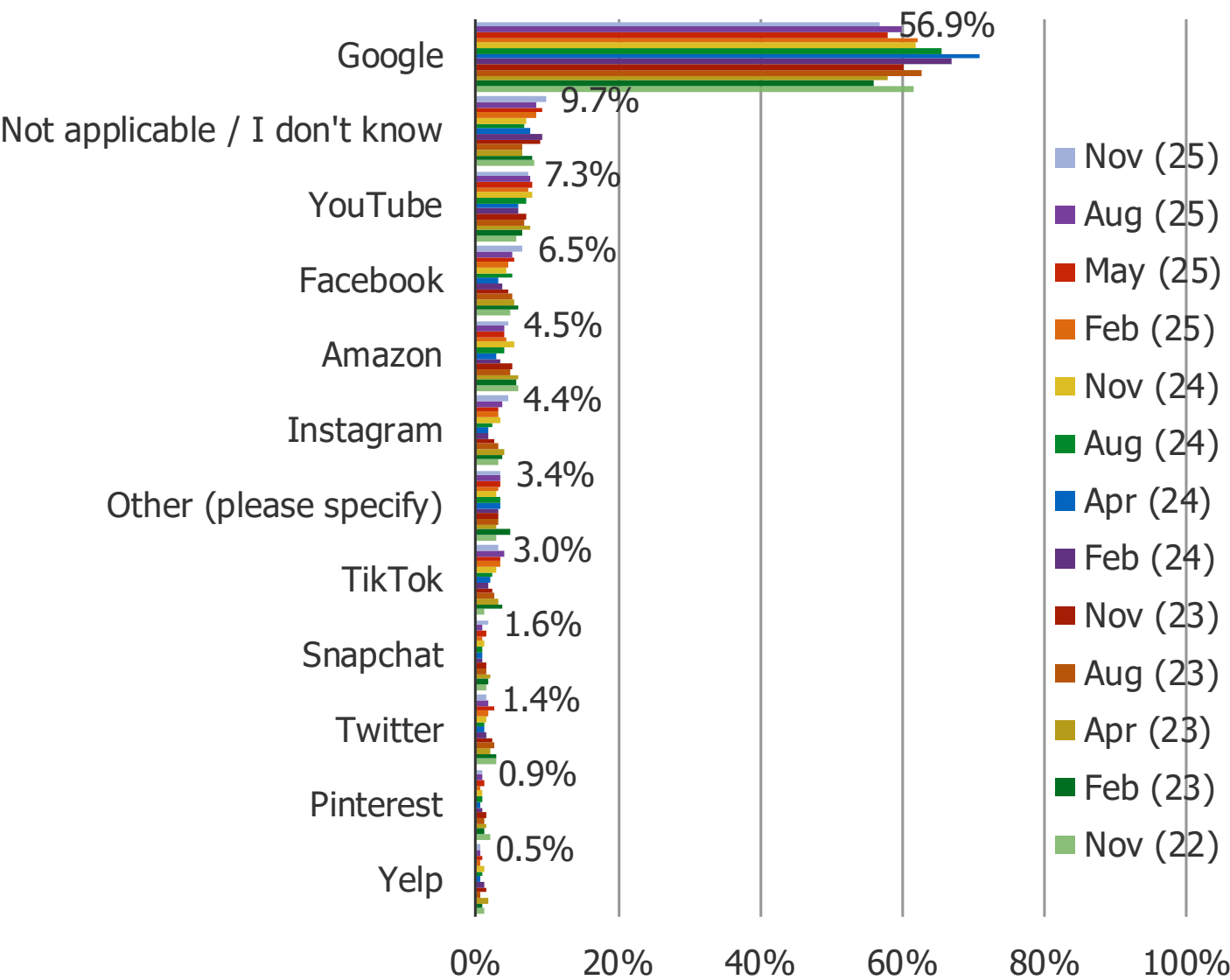


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	12.2%	14.9%	8.3%	3.3%	3.9%	5.0%	10.5%	0.6%	28.7%	3.9%	0.0%
25 to 34	6.2%	22.3%	7.4%	7.9%	1.7%	2.1%	8.3%	1.2%	30.2%	2.1%	0.4%
35 to 44	4.3%	23.8%	6.0%	13.6%	2.1%	1.3%	8.9%	0.0%	29.8%	0.9%	0.4%
45 to 54	1.6%	31.1%	2.0%	9.0%	2.3%	0.8%	5.1%	0.8%	32.7%	2.0%	3.1%
55 to 64	2.2%	28.7%	1.8%	3.6%	0.0%	0.0%	4.5%	0.0%	40.4%	0.5%	2.7%
65 to 74	0.0%	28.8%	0.0%	3.6%	0.0%	0.0%	2.9%	0.0%	41.7%	0.7%	7.2%
75 or older	0.0%	27.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	38.5%	0.0%	12.8%

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

Posed to all respondents.

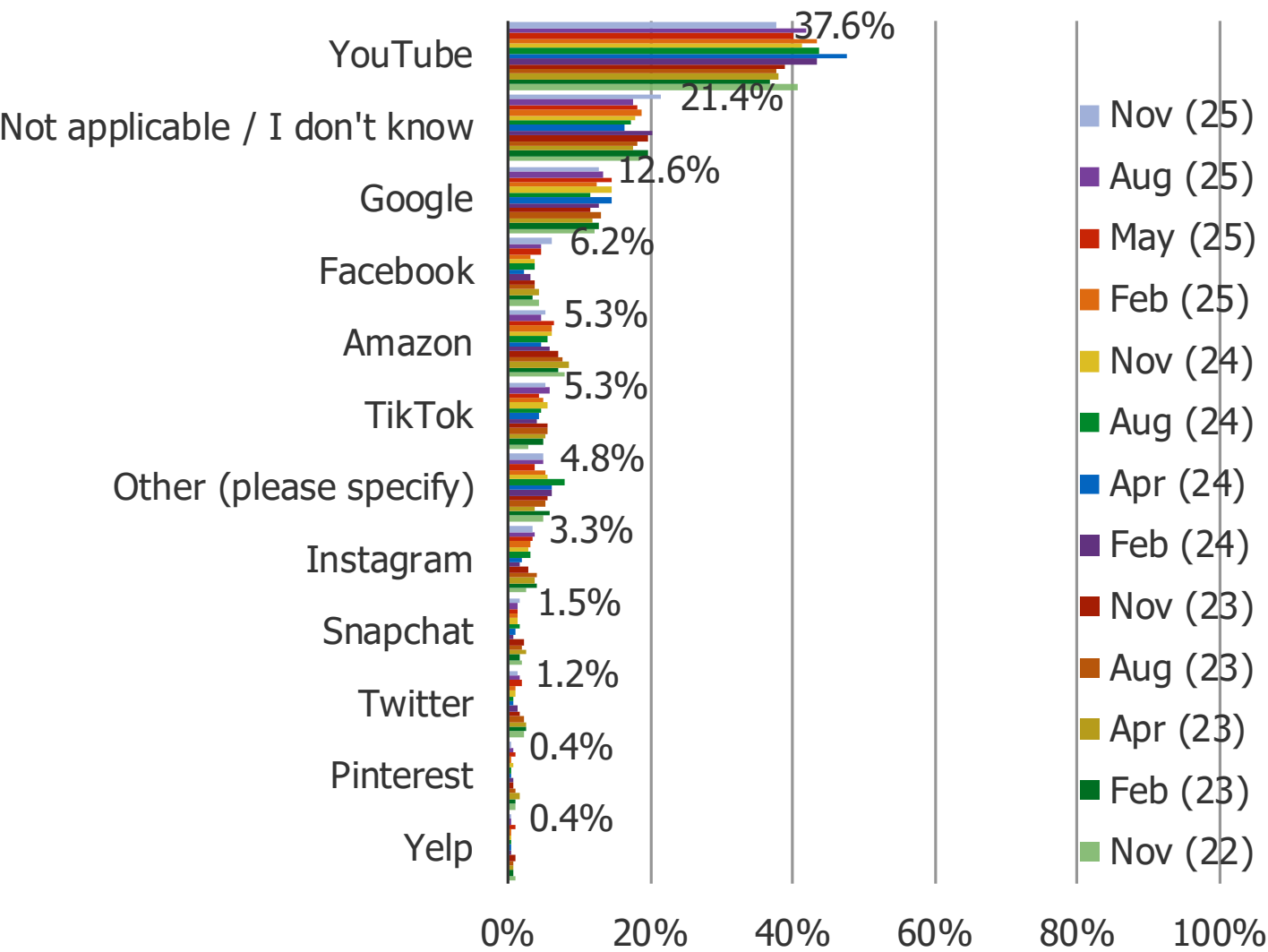


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.8%	47.5%	9.9%	3.9%	1.7%	3.9%	8.8%	0.6%	5.0%	1.1%	1.7%
25 to 34	5.0%	45.5%	5.8%	8.3%	1.7%	3.7%	9.5%	0.4%	7.4%	1.7%	0.4%
35 to 44	3.0%	46.4%	7.7%	12.8%	3.0%	0.4%	9.8%	1.3%	6.0%	1.7%	1.3%
45 to 54	1.2%	62.3%	3.9%	7.0%	1.6%	2.0%	7.0%	0.8%	3.9%	0.8%	1.2%
55 to 64	0.9%	72.7%	0.0%	3.6%	0.0%	0.0%	4.9%	0.0%	2.2%	0.0%	4.5%
65 to 74	0.7%	69.1%	0.7%	3.6%	0.7%	0.0%	2.9%	0.0%	0.0%	0.0%	10.8%
75 or older	0.0%	60.6%	0.0%	1.8%	0.0%	0.0%	5.5%	0.0%	5.5%	0.0%	11.0%

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

Posed to all respondents.

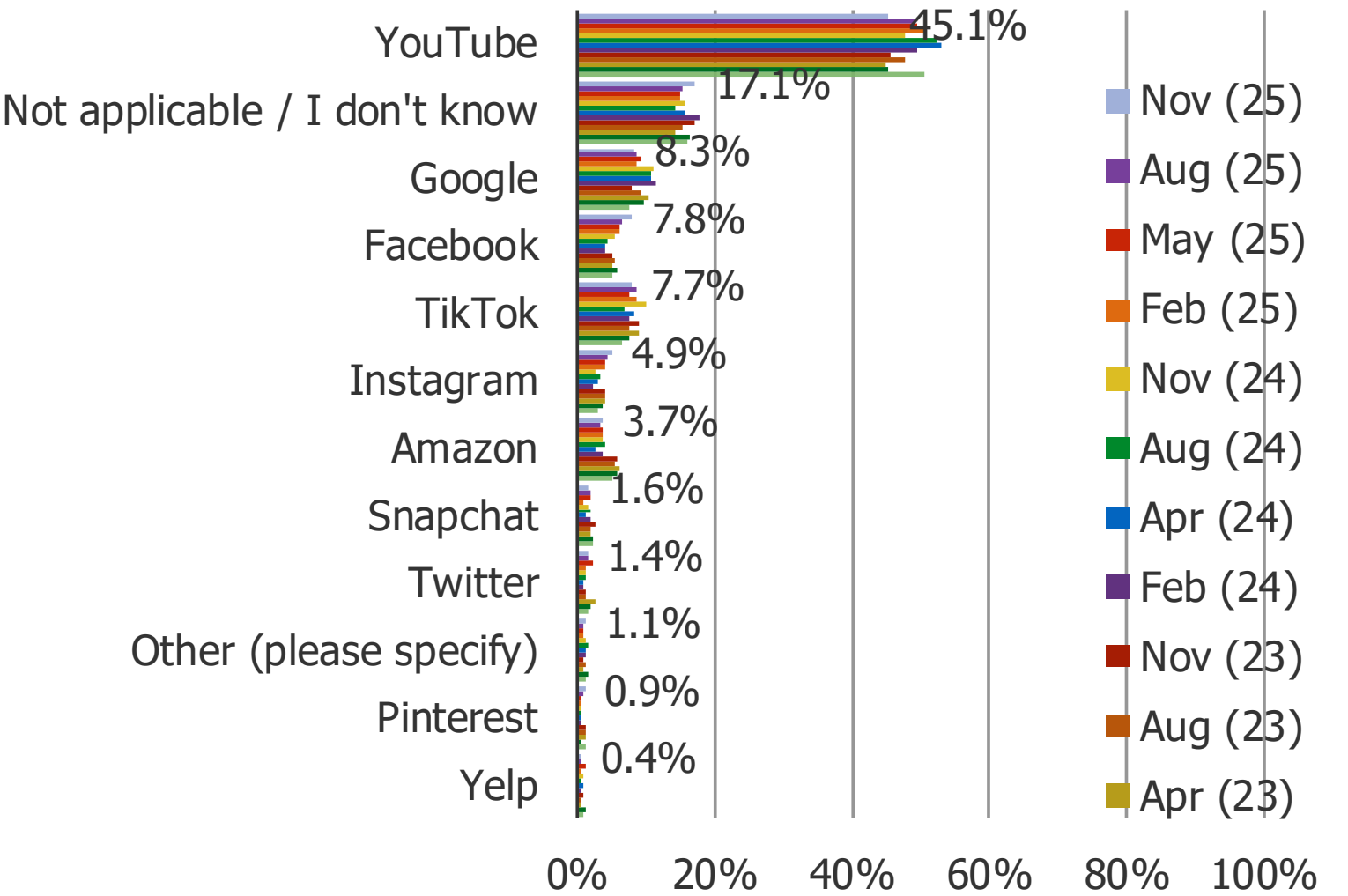


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	16.0%	11.6%	7.2%	8.3%	1.7%	2.2%	33.7%	2.2%	2.2%	0.6%	6.6%
25 to 34	10.7%	9.5%	6.2%	6.6%	3.3%	1.2%	37.2%	0.8%	7.4%	1.2%	3.3%
35 to 44	3.8%	11.5%	6.0%	9.8%	1.3%	1.7%	47.7%	0.0%	5.5%	0.9%	3.0%
45 to 54	1.6%	16.0%	0.8%	7.0%	1.2%	3.1%	45.5%	0.0%	5.5%	0.0%	5.5%
55 to 64	1.4%	15.7%	0.5%	2.7%	0.0%	0.0%	40.4%	0.0%	4.9%	0.0%	4.9%
65 to 74	0.7%	10.8%	0.0%	4.3%	0.0%	1.4%	28.8%	0.0%	5.8%	0.0%	7.2%
75 or older	0.9%	11.0%	0.0%	1.8%	0.0%	0.0%	10.1%	0.0%	4.6%	0.0%	4.6%

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

Posed to all respondents.

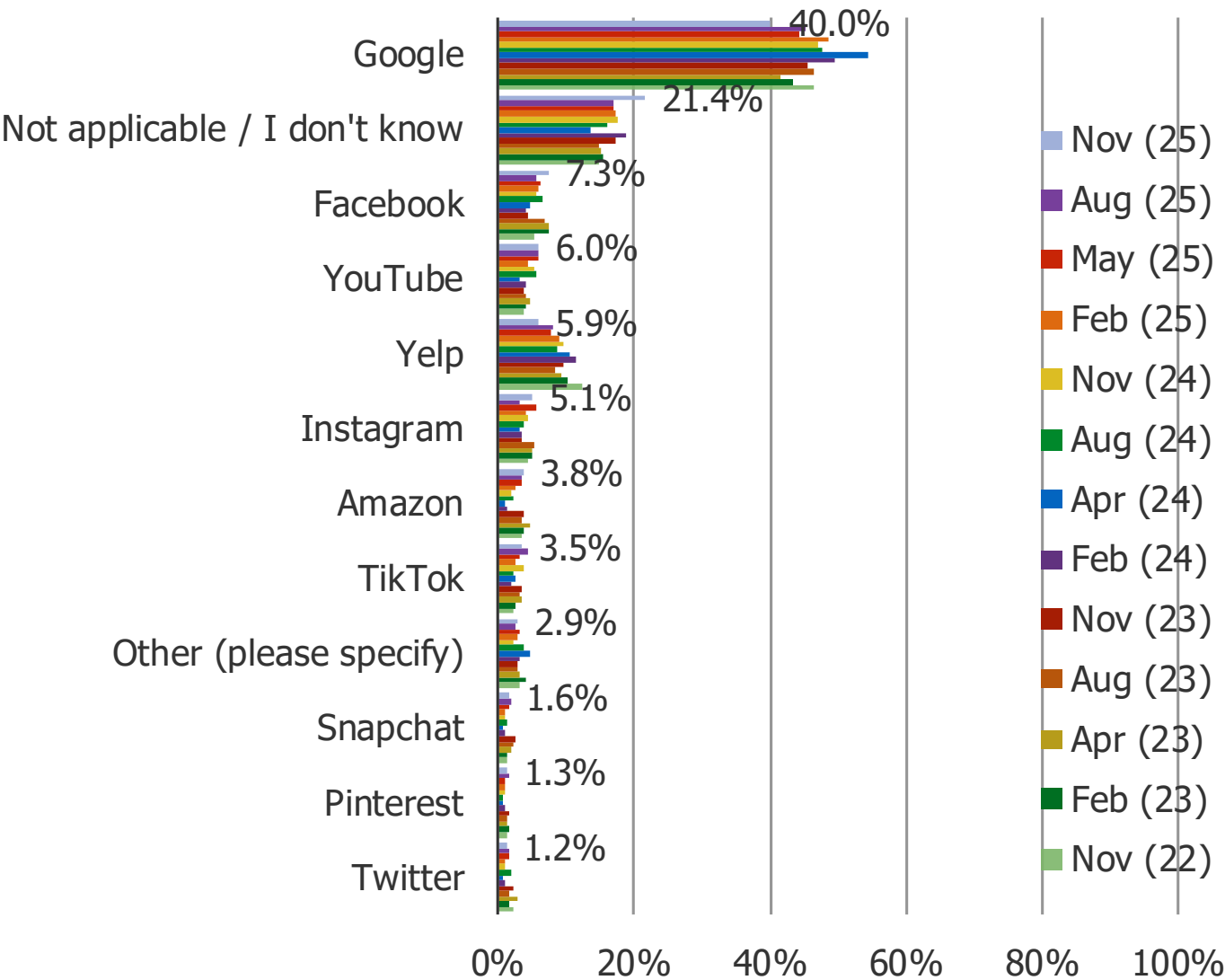


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	23.8%	2.8%	10.5%	6.6%	2.8%	1.7%	37.6%	2.2%	3.9%	1.7%	0.0%
25 to 34	12.4%	5.8%	8.3%	9.9%	3.3%	2.9%	42.6%	0.0%	4.6%	1.7%	0.0%
35 to 44	6.0%	7.7%	7.2%	12.8%	2.1%	1.7%	50.6%	0.4%	3.0%	1.3%	0.0%
45 to 54	5.8%	9.3%	3.1%	7.8%	0.4%	2.7%	55.3%	0.4%	2.7%	1.2%	0.8%
55 to 64	1.8%	13.5%	1.8%	6.3%	0.0%	0.5%	49.8%	0.0%	4.0%	0.0%	1.4%
65 to 74	0.7%	9.4%	0.0%	3.6%	0.0%	0.0%	41.7%	0.0%	5.0%	0.0%	2.2%
75 or older	0.0%	10.1%	0.0%	2.8%	0.0%	0.0%	22.0%	0.0%	2.8%	0.0%	6.4%

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

Posed to all respondents.

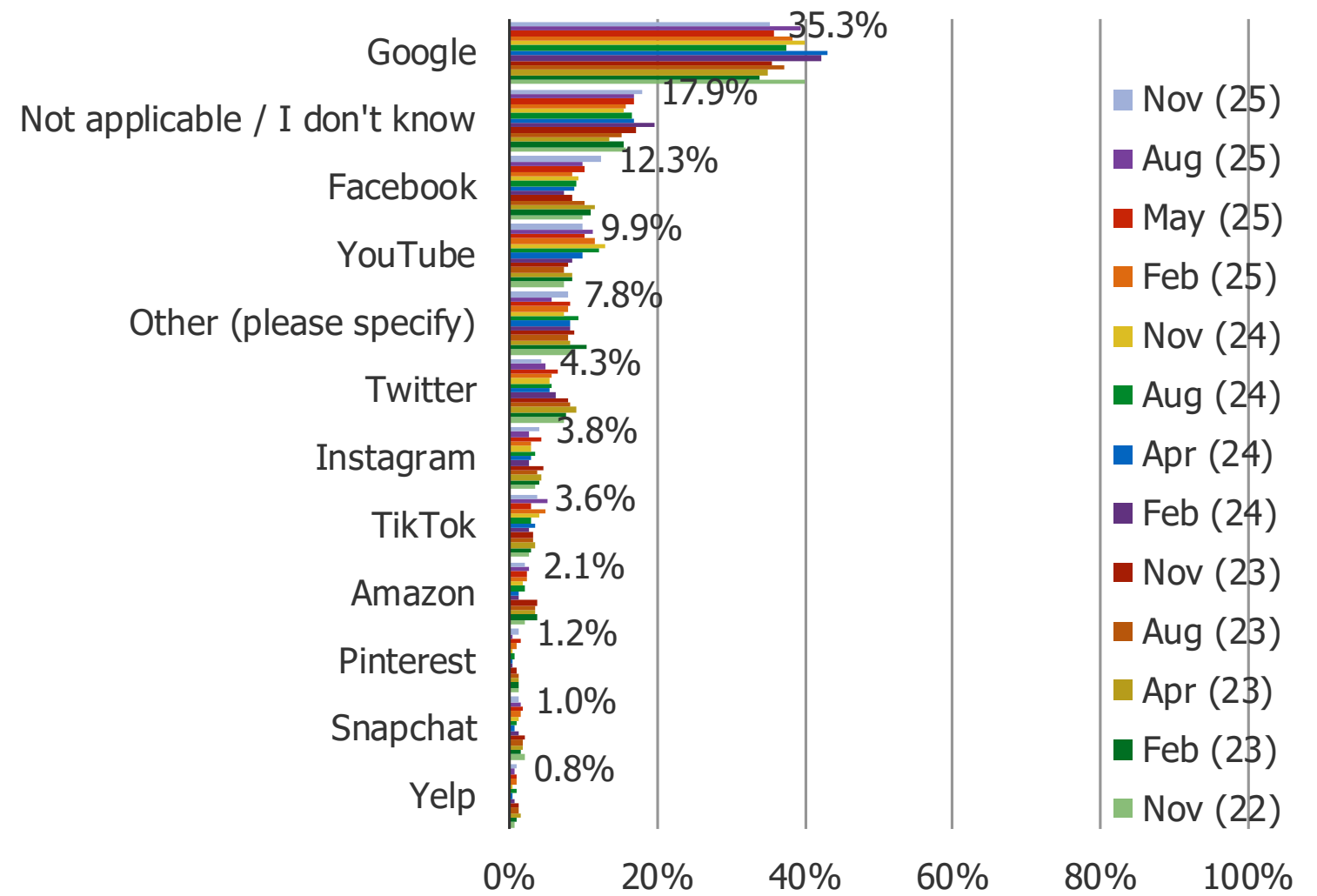


Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	11.6%	32.0%	11.6%	3.3%	2.8%	3.3%	9.4%	5.0%	4.4%	3.9%	1.1%
25 to 34	8.3%	35.1%	10.7%	9.1%	1.7%	2.1%	7.4%	2.9%	6.6%	0.8%	0.4%
35 to 44	2.6%	39.2%	5.5%	13.2%	2.6%	1.7%	10.6%	5.1%	5.1%	2.6%	0.9%
45 to 54	0.4%	44.8%	3.1%	9.3%	0.8%	2.7%	5.1%	9.7%	4.7%	0.4%	2.3%
55 to 64	0.0%	51.1%	0.5%	3.6%	0.0%	0.0%	4.0%	5.4%	1.4%	0.9%	3.6%
65 to 74	0.7%	40.3%	0.7%	5.0%	0.0%	0.0%	0.0%	5.8%	0.7%	0.0%	8.6%
75 or older	0.0%	32.1%	0.0%	2.8%	0.0%	0.0%	0.9%	8.3%	0.0%	0.0%	8.3%

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

Posed to all respondents.



Cross-tabbing the data by age...

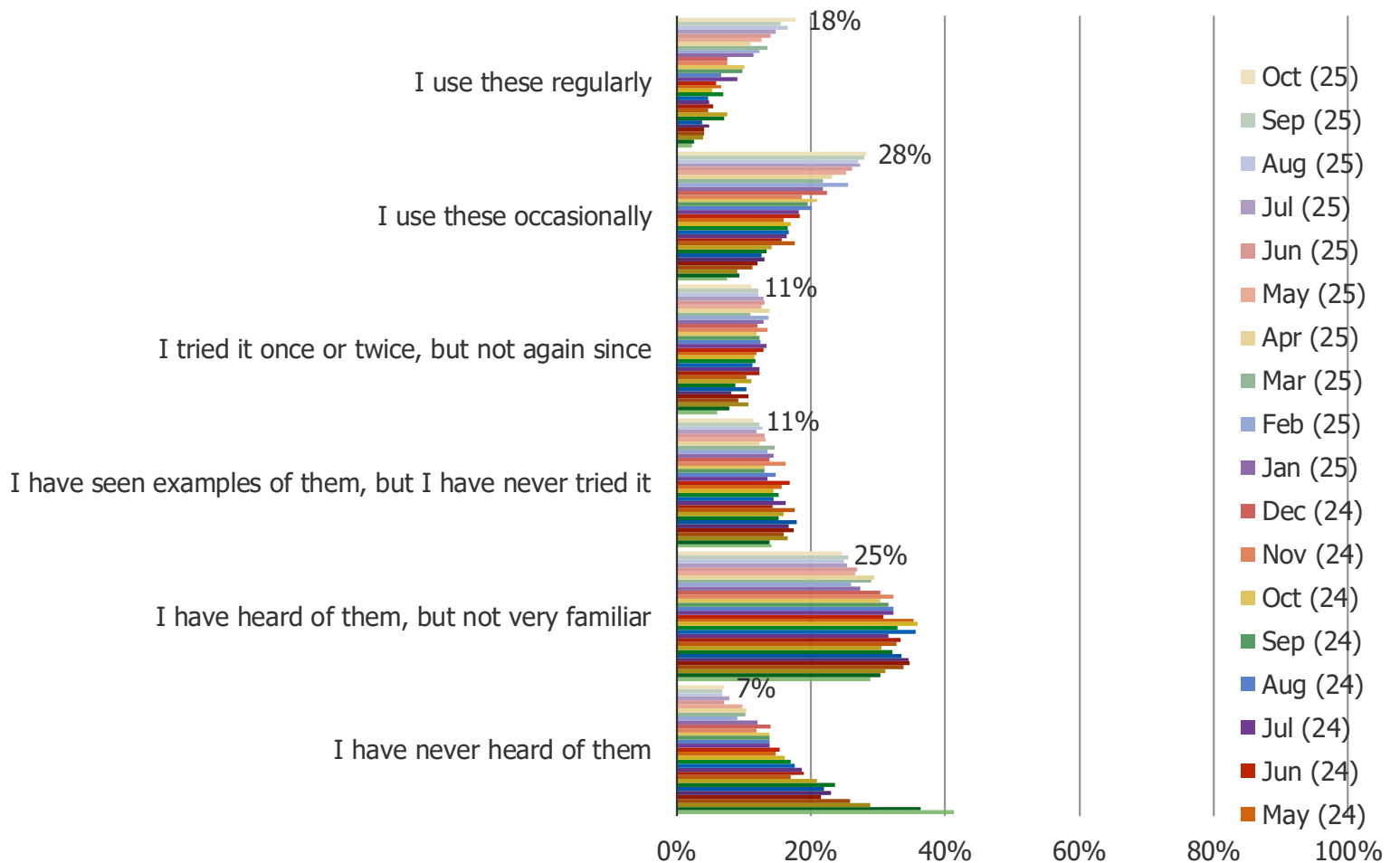
	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Other
18 to 24	8.8%	28.7%	11.6%	11.6%	6.6%	2.2%	7.7%	1.1%	2.2%	2.2%	1.7%
25 to 34	8.3%	29.8%	5.0%	13.6%	6.6%	1.7%	10.3%	1.7%	5.0%	1.7%	1.2%
35 to 44	1.7%	35.3%	4.3%	16.6%	8.1%	0.9%	11.9%	1.7%	3.0%	2.6%	1.7%
45 to 54	2.0%	43.2%	2.7%	16.3%	2.7%	1.2%	10.5%	0.4%	0.8%	0.8%	5.1%
55 to 64	0.5%	38.6%	0.9%	9.9%	1.8%	0.0%	12.1%	0.0%	0.9%	0.0%	13.0%
65 to 74	2.9%	31.7%	0.7%	7.2%	0.7%	0.7%	7.9%	0.0%	1.4%	0.0%	22.3%
75 or older	0.0%	37.6%	0.0%	3.7%	0.9%	0.0%	4.6%	0.0%	0.0%	0.0%	22.9%

Search

MONTHLY SEARCH SURVEY

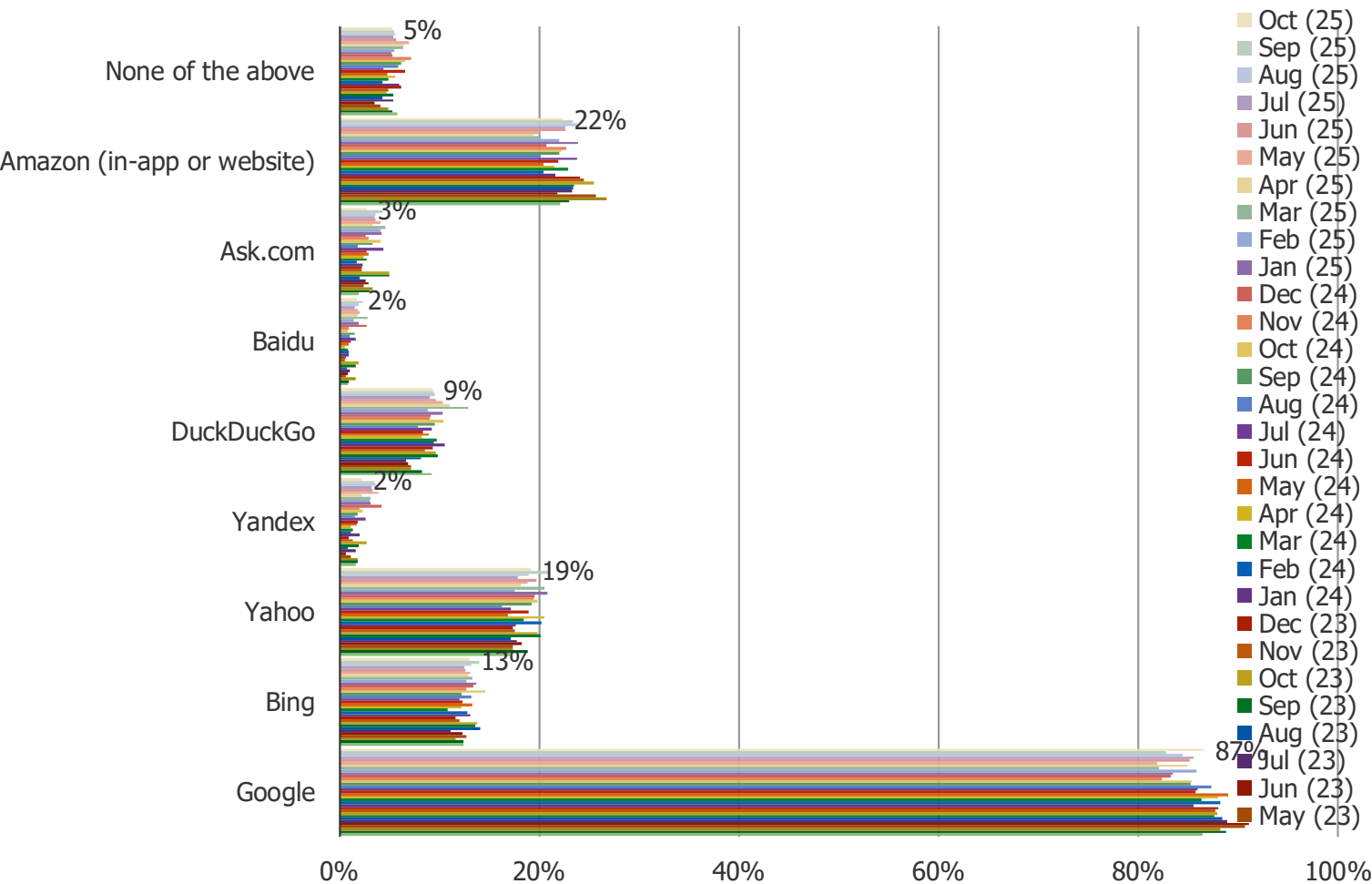
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

Posed to all respondents.



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.

