BESPOKE SURVEYS

Search, Vol 15
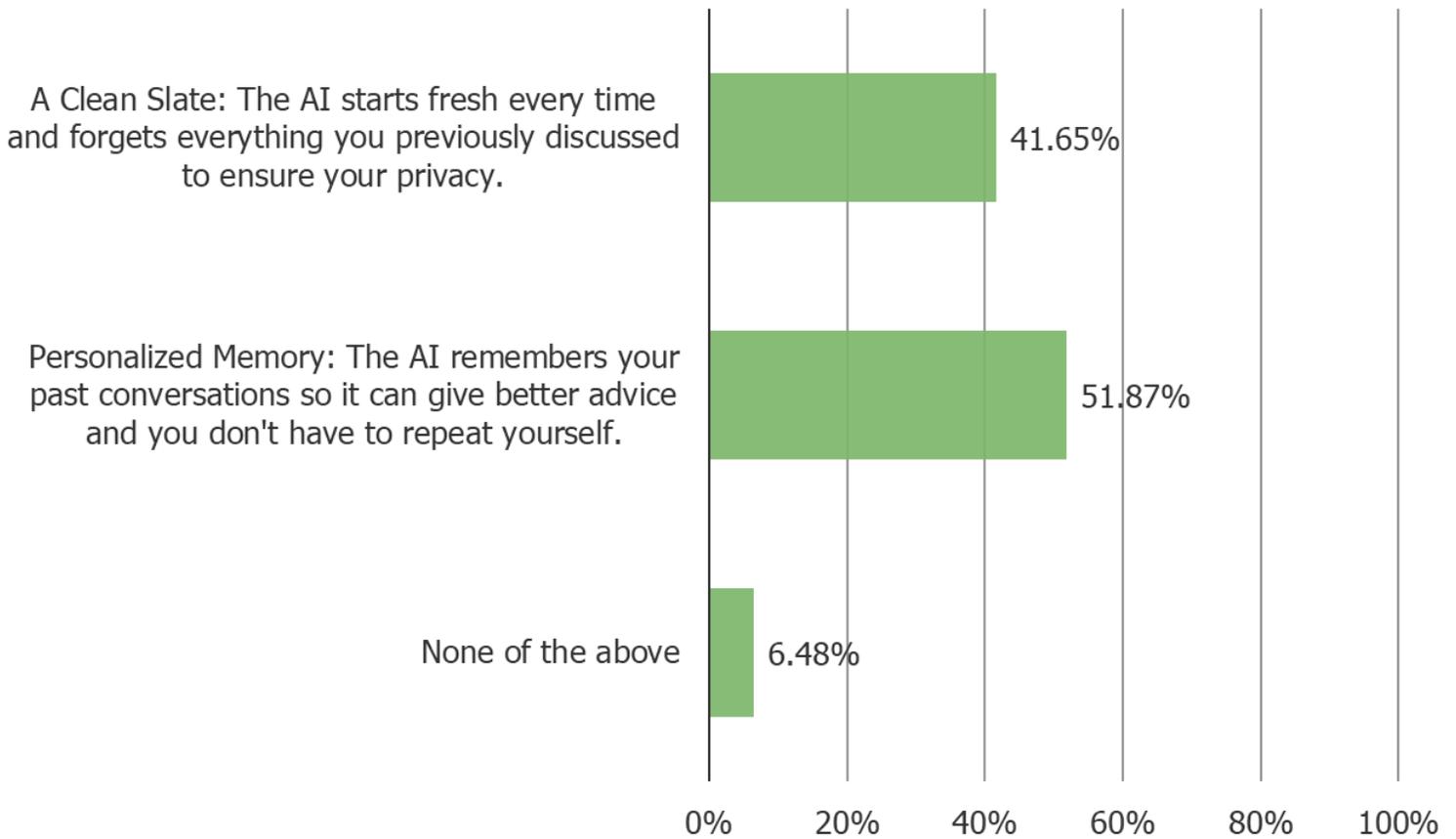
1250+ Respondents Per Quarter

February 2026

NEW QUESTIONS

WHEN USING A CHATBOT, WHICH OF THESE TWO EXPERIENCES DO YOU PREFER?

Posed to all respondents who said they used an AI chatbot in the past week (N = 401)

A Clean Slate: The AI starts fresh every time and forgets everything you previously discussed to ensure your privacy. — 41.65%

Personalized Memory: The AI remembers your past conversations so it can give better advice and you don't have to repeat yourself. — 51.87%

None of the above — 6.48%

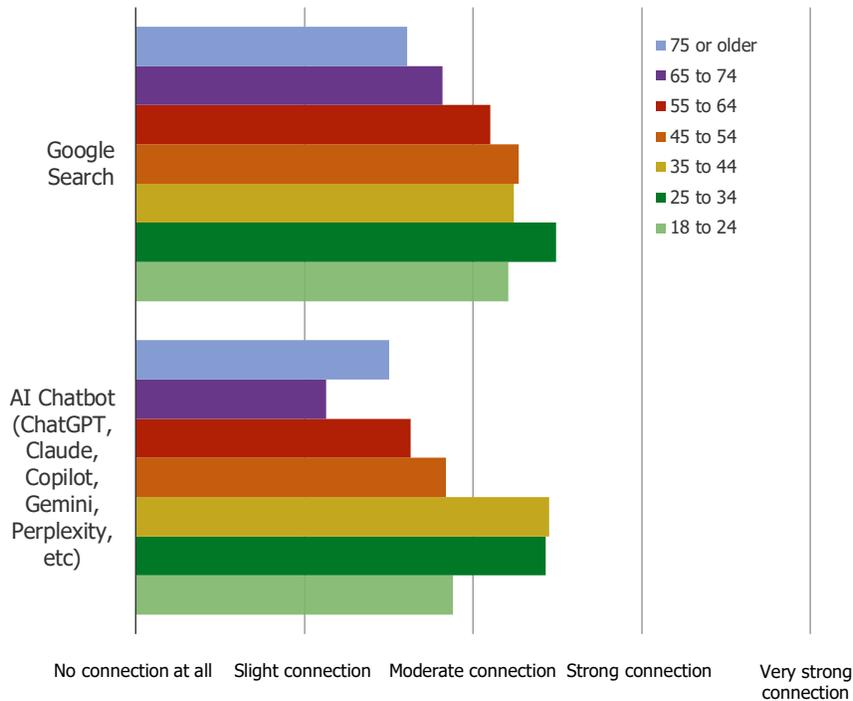0%   20%   40%   60%   80%   100%

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.
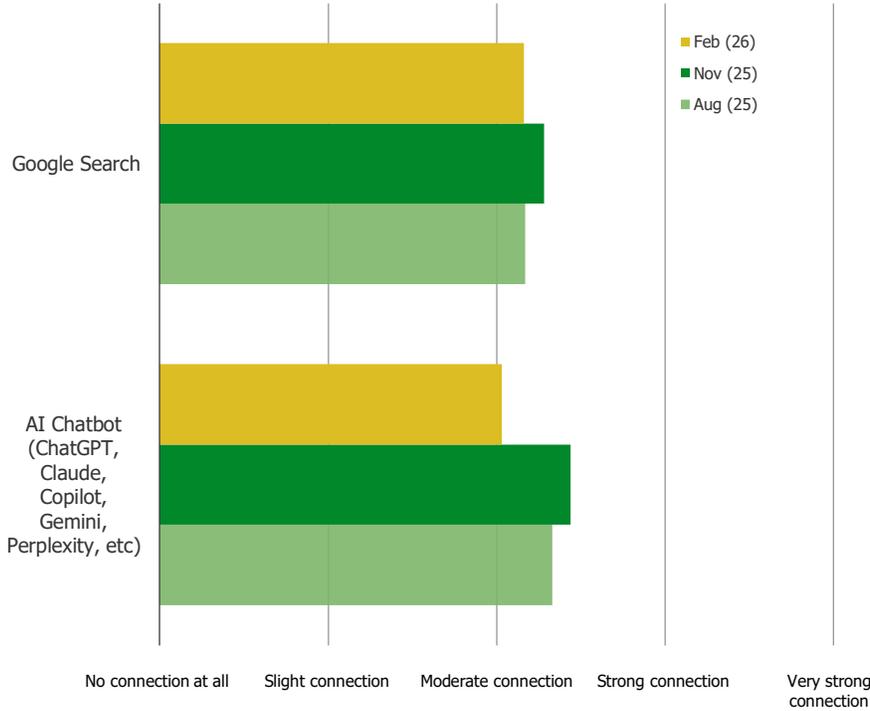
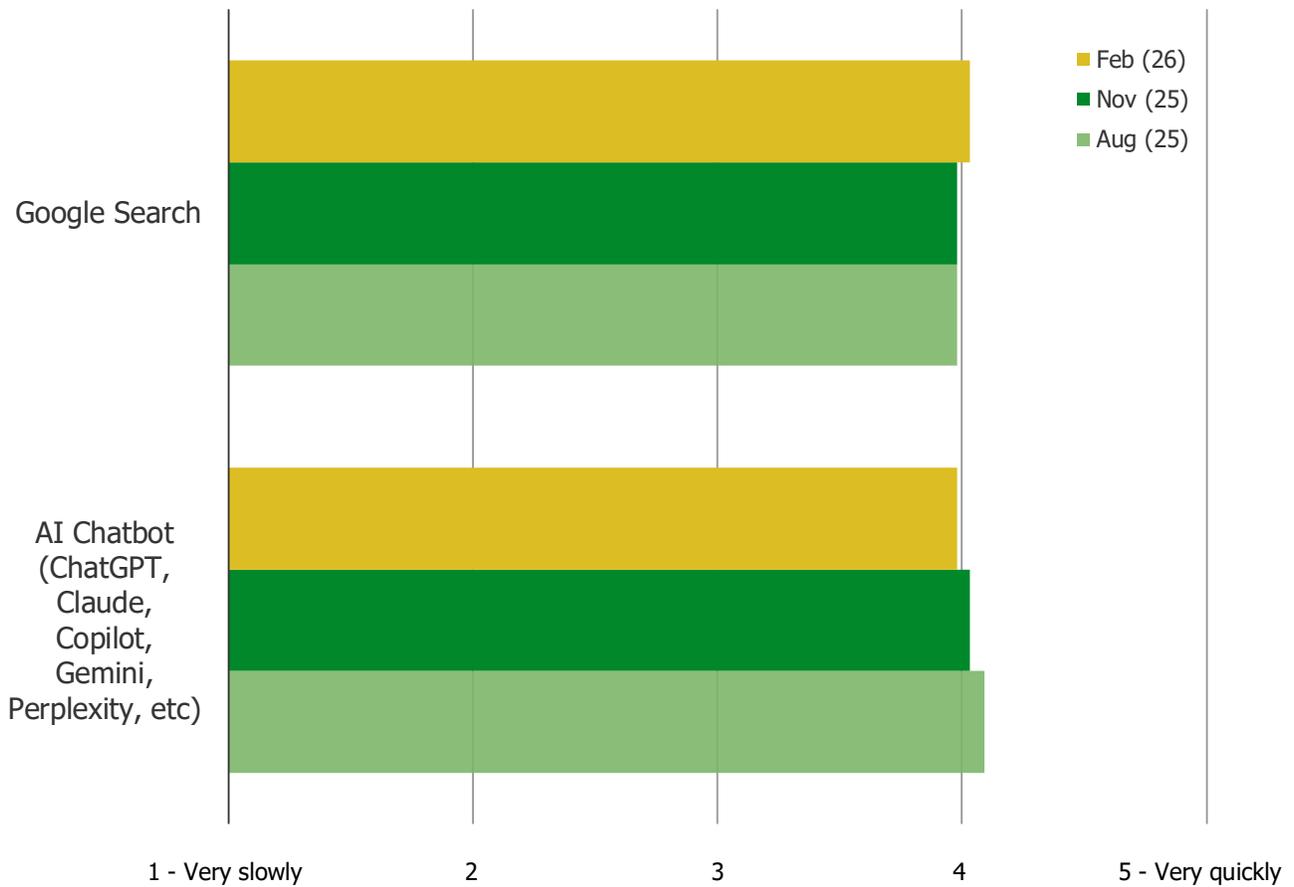|	N =
AI Chatbot (ChatGPT, Claude, Copilot, Gemini, Perplexity, etc)	451
Google Search	932

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.

	N =
AI Chatbot (ChatGPT, Claude, Copilot, Gemini, Perplexity, etc)	451
Google Search	932

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
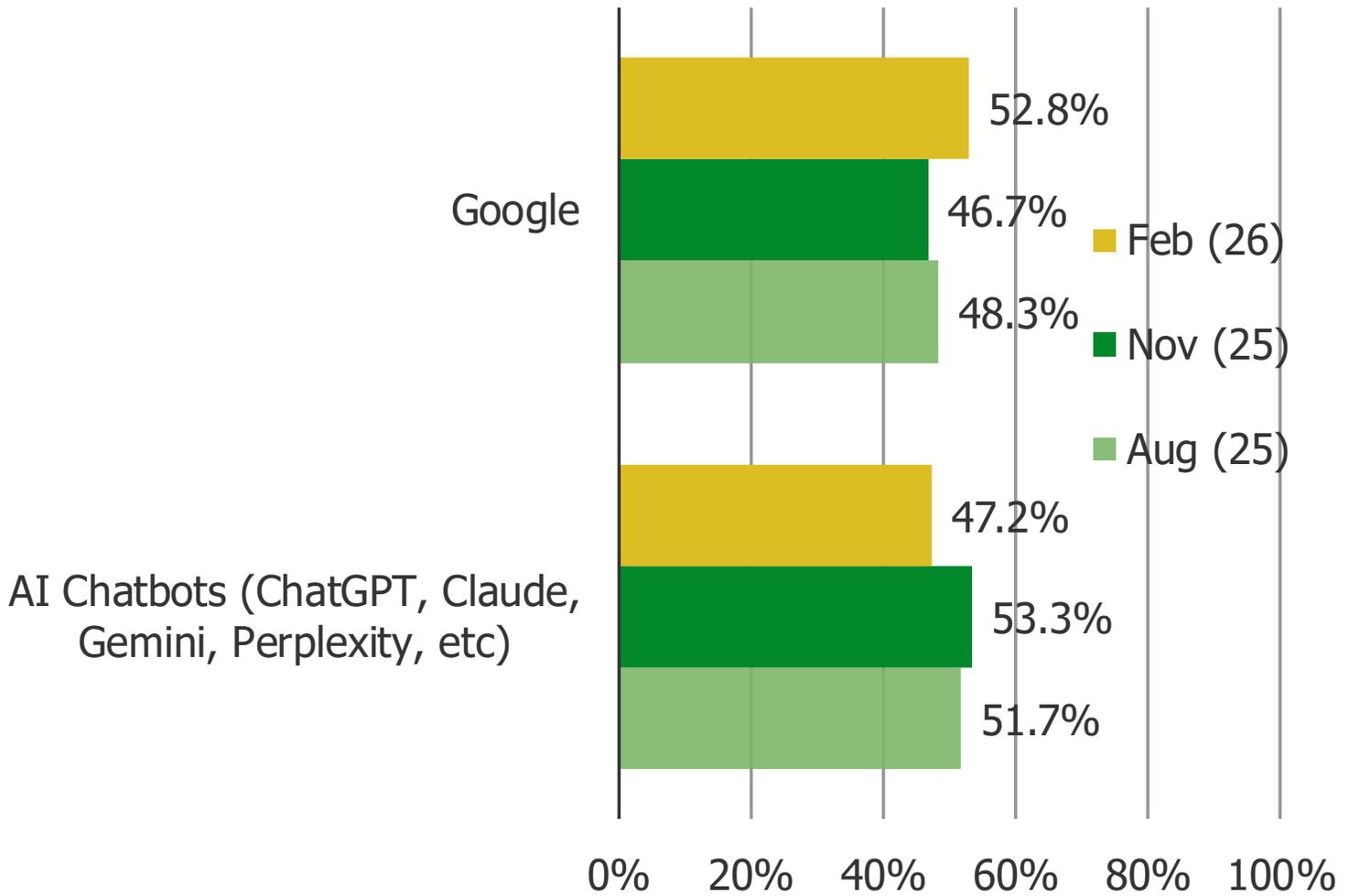
Google
- Feb (26): 52.8%
- Nov (25): 46.7%
- Aug (25): 48.3%

AI Chatbots (ChatGPT, Claude, Gemini, Perplexity, etc)
- Feb (26): 47.2%
- Nov (25): 53.3%
- Aug (25): 51.7%

	N =
AI Chatbot (ChatGPT, Claude, Copilot, Gemini, Perplexity, etc)	451
Google Search	932

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

Google
- Feb (26): 49.8%
- Nov (25): 46.4%
- Aug (25): 49.8%

AI Chatbots (ChatGPT, Claude, Gemini, Perplexity, etc)
- Feb (26): 50.2%
- Nov (25): 53.7%
- Aug (25): 50.2%

Legend:
- Feb (26)
- Nov (25)
- Aug (25)

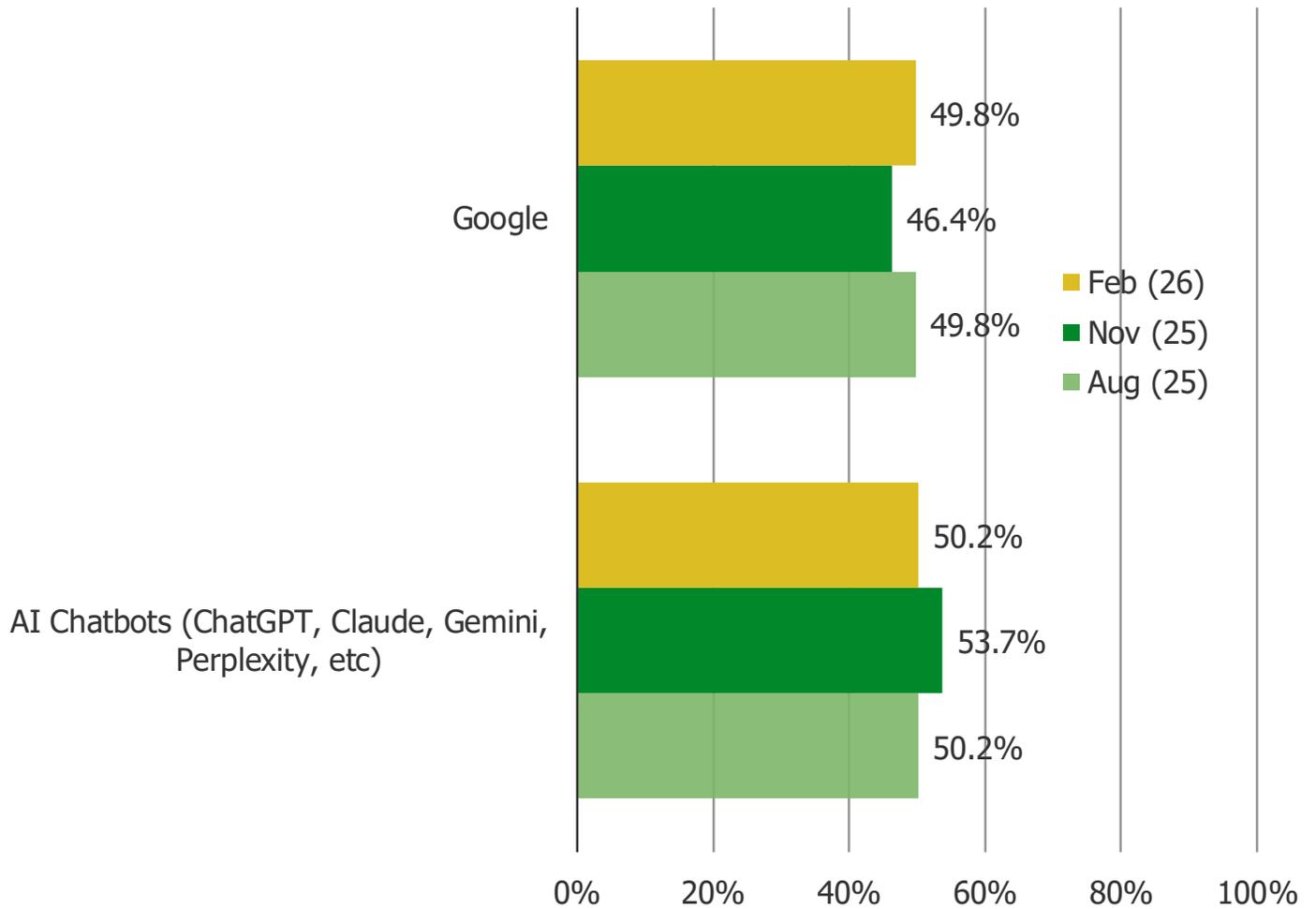|	N =
AI Chatbot (ChatGPT, Claude, Copilot, Gemini, Perplexity, etc)	451
Google Search	932

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

Legend:
- Feb (26)
- Nov (25)
- Aug (25)

Google
- 48.1%
- 39.8%
- 36.7%

AI Chatbots (ChatGPT, Claude, Gemini, Perplexity, etc)
- 52.0%
- 60.2%
- 63.3%
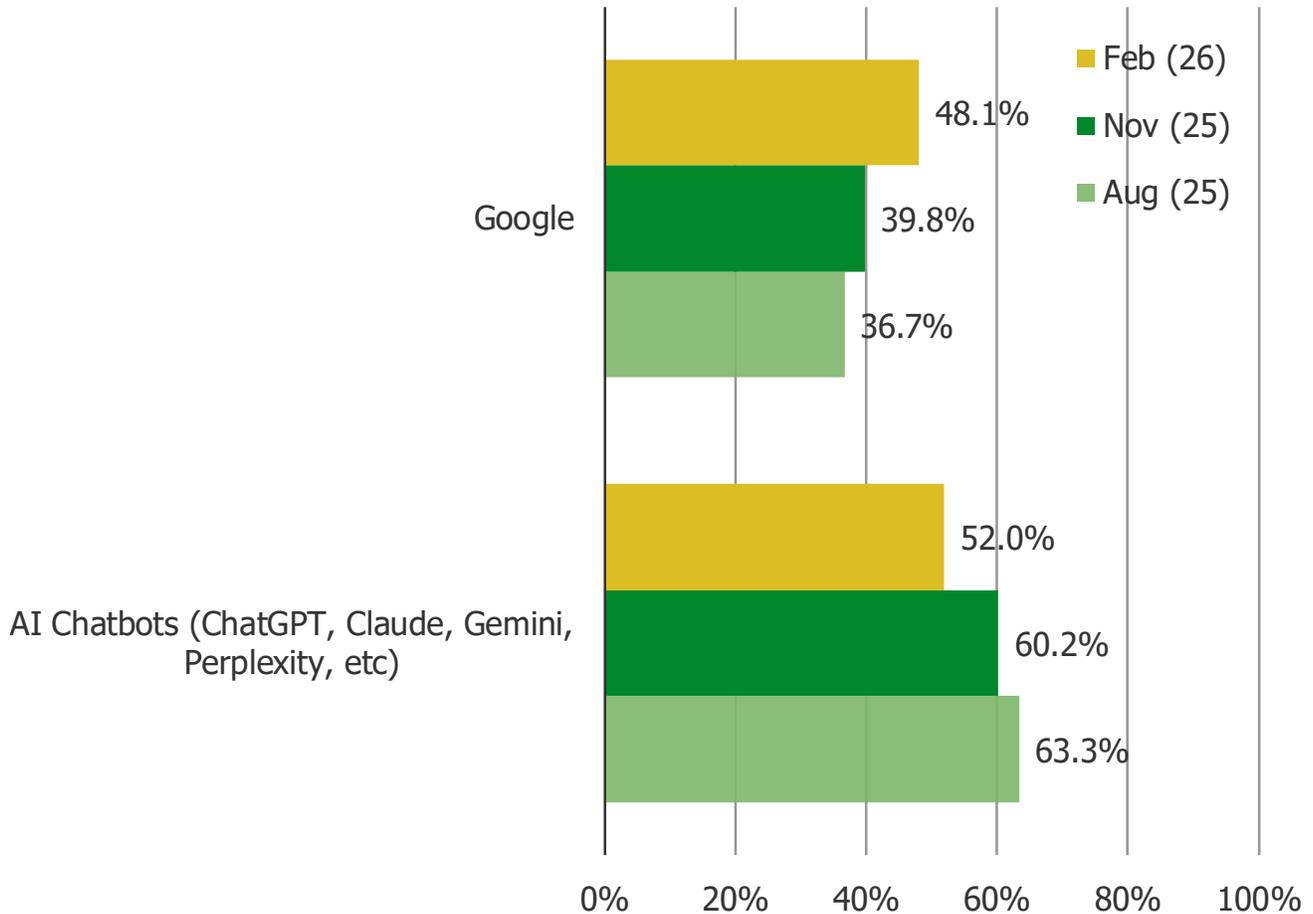
	N =
AI Chatbot (ChatGPT, Claude, Copilot, Gemini, Perplexity, etc)	451
Google Search	932

WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE, WHERE DO YOU PREFER TO START TYPICALLY?
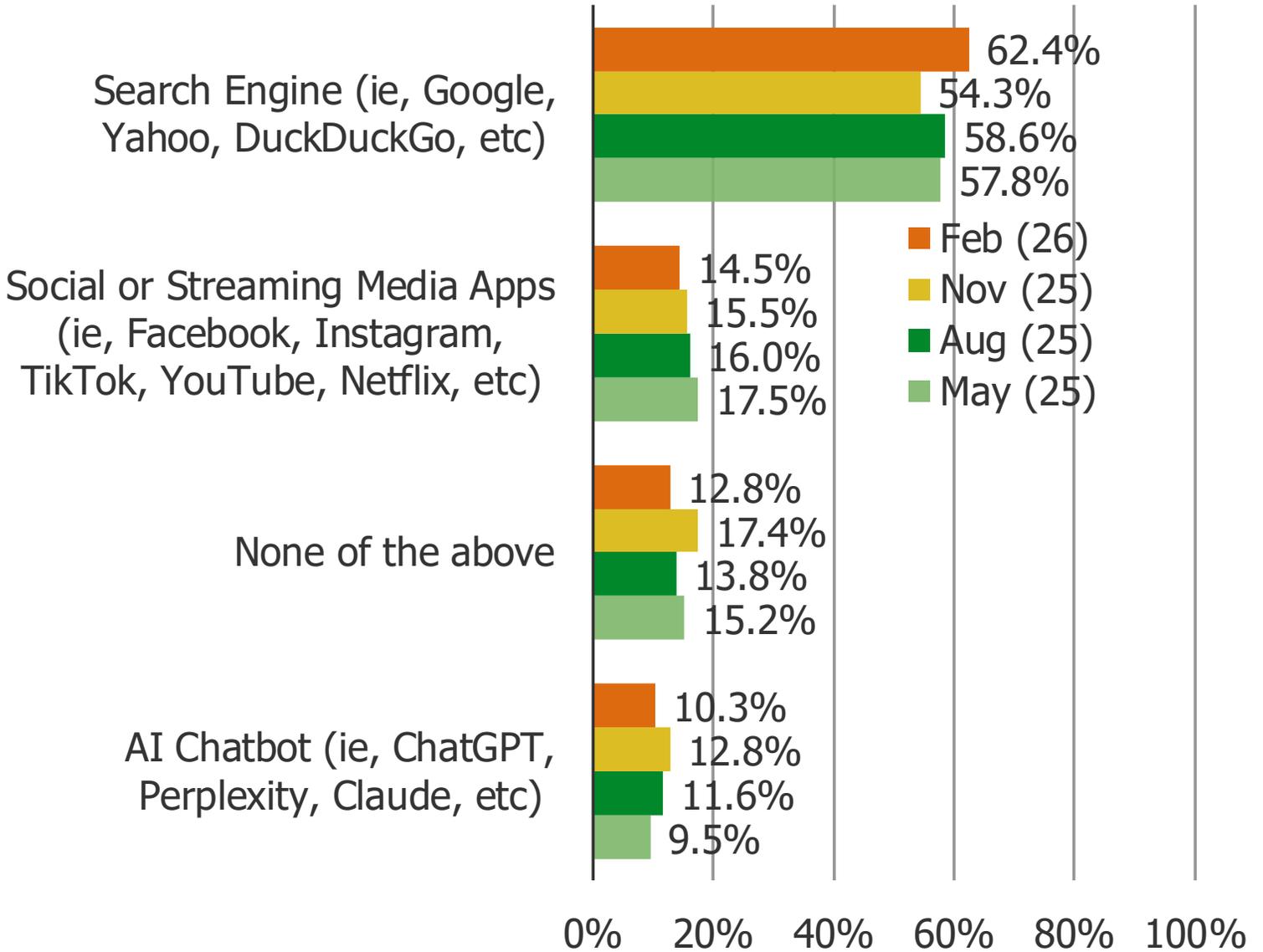
Posed to all respondents.

Search Engine (ie, Google, Yahoo, DuckDuckGo, etc)
- 62.4%
- 54.3%
- 58.6%
- 57.8%

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)

Social or Streaming Media Apps (ie, Facebook, Instagram, TikTok, YouTube, Netflix, etc)
- 14.5%
- 15.5%
- 16.0%
- 17.5%

None of the above
- 12.8%
- 17.4%
- 13.8%
- 15.2%

AI Chatbot (ie, ChatGPT, Perplexity, Claude, etc)
- 10.3%
- 12.8%
- 11.6%
- 9.5%

X-axis: 0% 20% 40% 60% 80% 100%

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

Posed to all respondents.

Legend:
- None of the above
- Search Engine (ie, Google, Yahoo, DuckDuckGo, etc)
- AI Chatbot (ie, ChatGPT, Perplexity, Claude, etc)
- Social or Streaming Media Apps (ie, Facebook, Instagram, TikTok, YouTube, Netflix, etc)

Category	None of the above	Search Engine	AI Chatbot	Social or Streaming Media Apps
Male	12.7%	62.0%	10.1%	15.2%
Female	12.8%	62.9%	10.6%	13.8%
75 or older	14.7%	81.7%	1.8%	1.8%
65 to 74	8.6%	84.9%	3.6%	2.9%
55 to 64	11.9%	75.7%	5.5%	6.9%
45 to 54	9.6%	70.0%	7.9%	12.5%
35 to 44	13.2%	56.4%	13.2%	17.3%
25 to 34	15.7%	41.5%	20.7%	22.1%
18 to 24	16.8%	34.3%	14.7%	34.3%

AI SEARCH

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

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)

No
- 32.3%
- 32.8%
- 33.3%
- 40.0%
- 37.0%
- 38.7%
- 42.1%

Yes
- 56.8%
- 54.8%
- 57.3%
- 50.1%
- 50.8%
- 47.1%
- 45.6%

Not applicable
- 11.0%
- 12.4%
- 9.5%
- 9.9%
- 12.2%
- 14.1%
- 12.3%
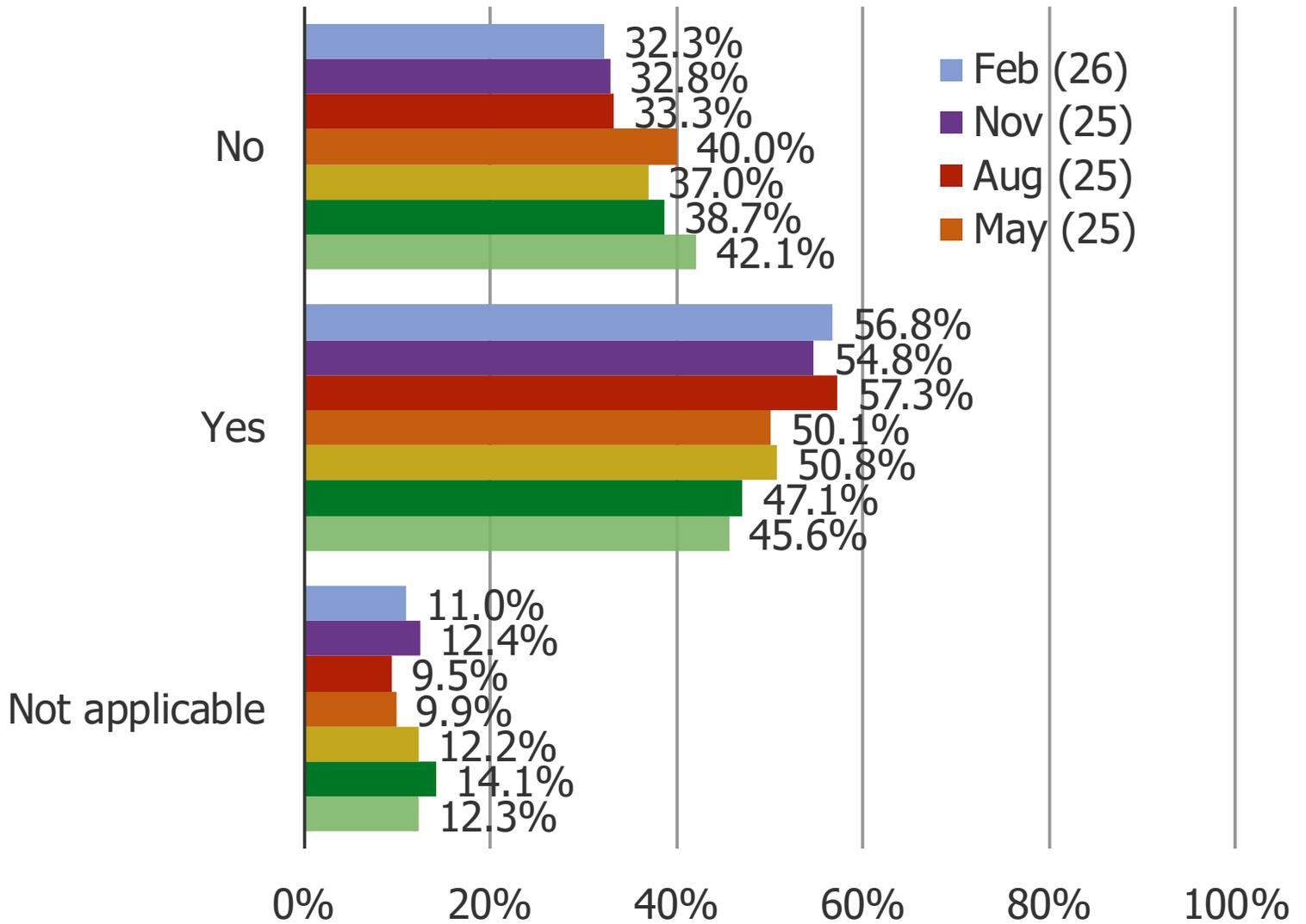
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)

Category	Value
Very negative	5.3%
Negative	6.7%
Neutral	34.1%
Positive	31.5%
Very positive	22.3%
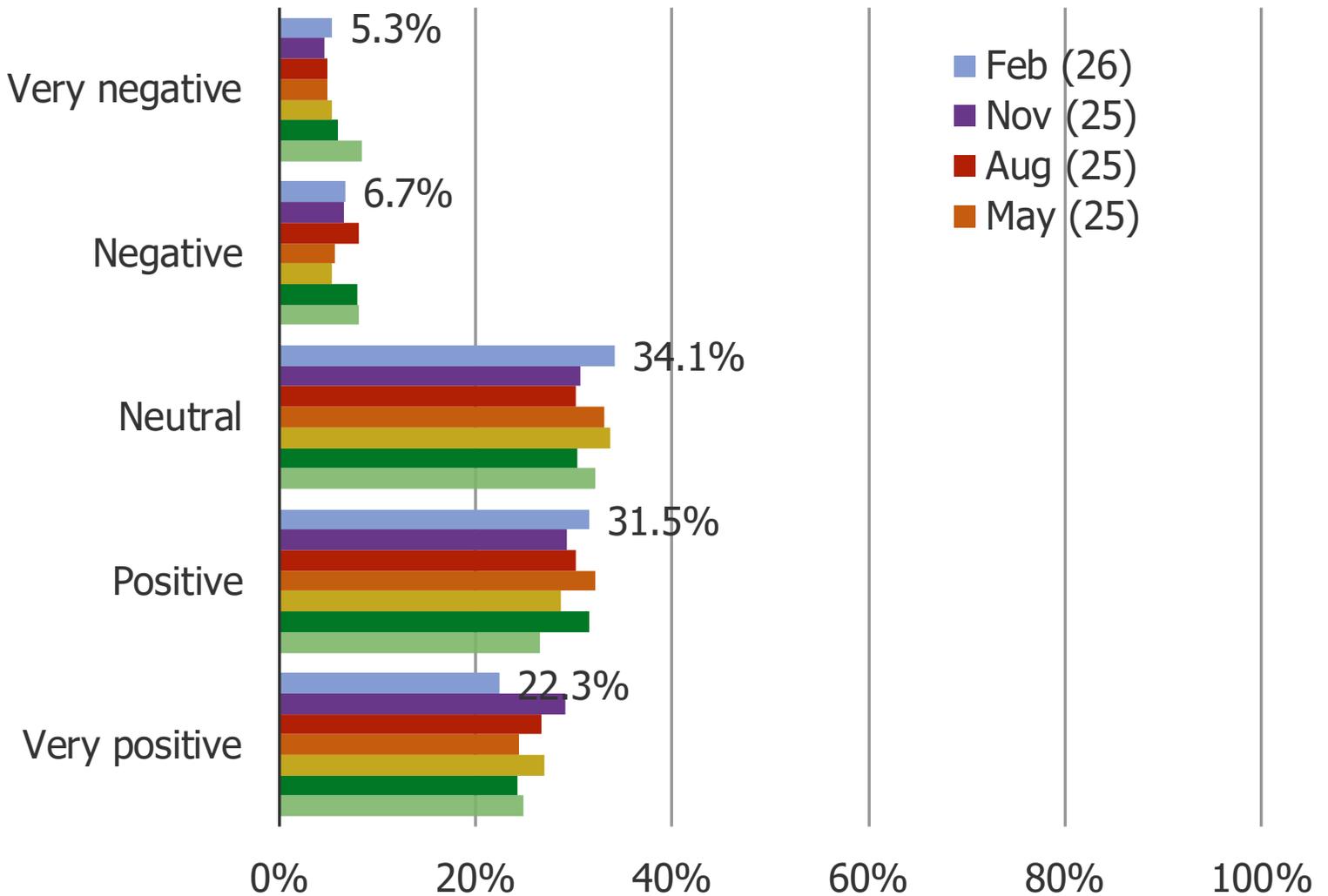
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)

Not accurate at all
- 3.4%
- 2.9%
- 3.4%
- 2.5%
- 3.9%
- 3.5%
- 6.0%

Not very accurate
- 11.4%
- 11.2%
- 10.6%
- 11.5%
- 7.2%
- 11.0%
- 12.5%

Somewhat accurate
- 57.4%
- 51.4%
- 52.3%
- 52.2%
- 55.2%
- 51.8%
- 50.3%

Very Accurate
- 27.8%
- 34.5%
- 33.8%
- 33.8%
- 33.7%
- 33.7%
- 31.1%
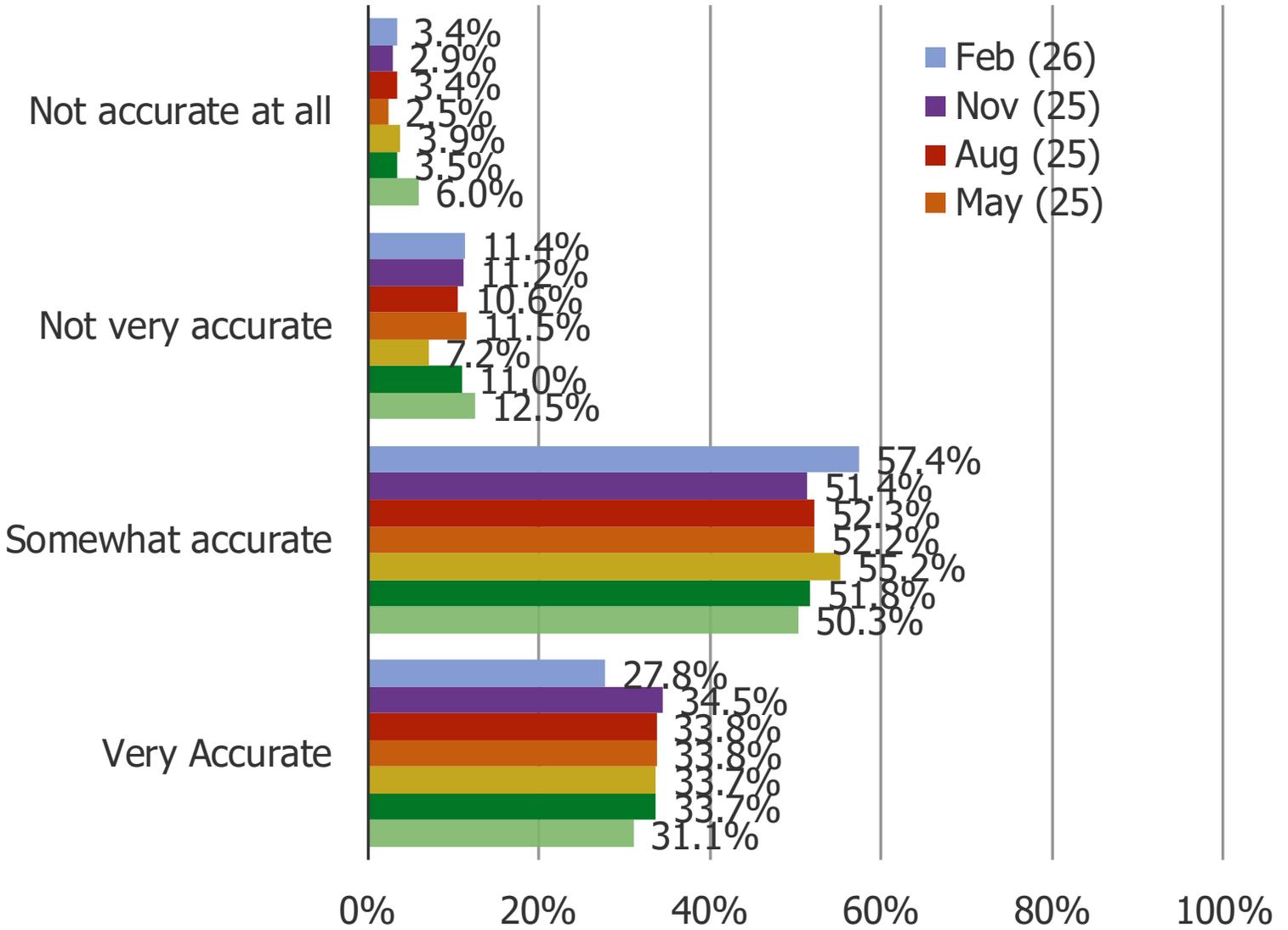
WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.

Chart data — "Which do you think is the best AI chatbot app/site?" (Feb (26) values shown):

- None of the above / I don't know: 45.7%
- ChatGPT: 29.3%
- Gemini: 12.1%
- Microsoft Copilot: 4.4%
- Meta.ai: 4.0%
- Claude: 1.5%
- Perplexity: 1.4%
- Jasper: 0.9%
- Drift: 0.5%
- DeepSeek: 0.3%

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
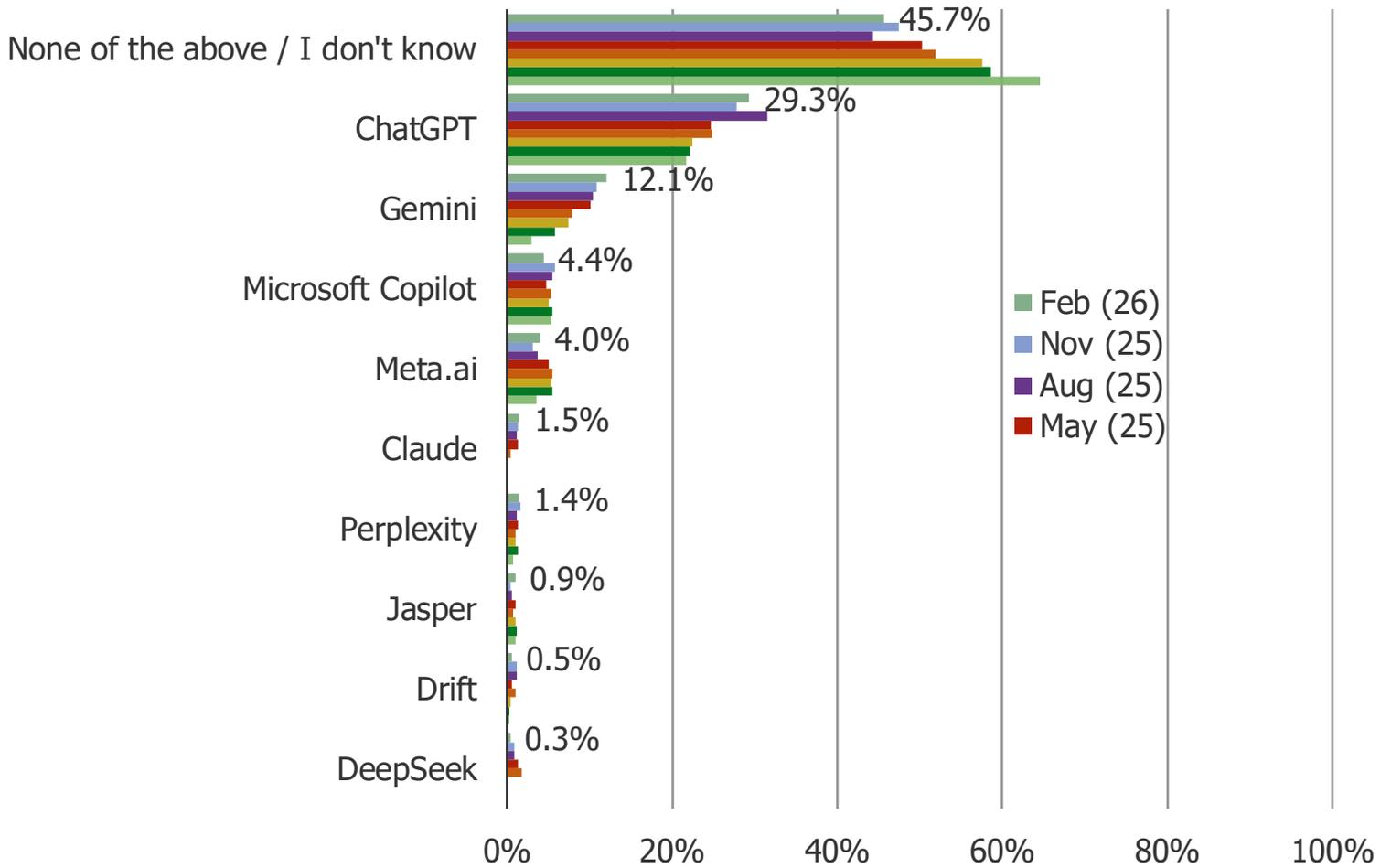
OVER THE PAST MONTH, HAVE YOU CHANGED HOW OFTEN YOU PERSONALLY USE AI CHATBOTS, LIKE CHAT GPT?

Posed to all respondents who have tried ChatGPT. (N=449)
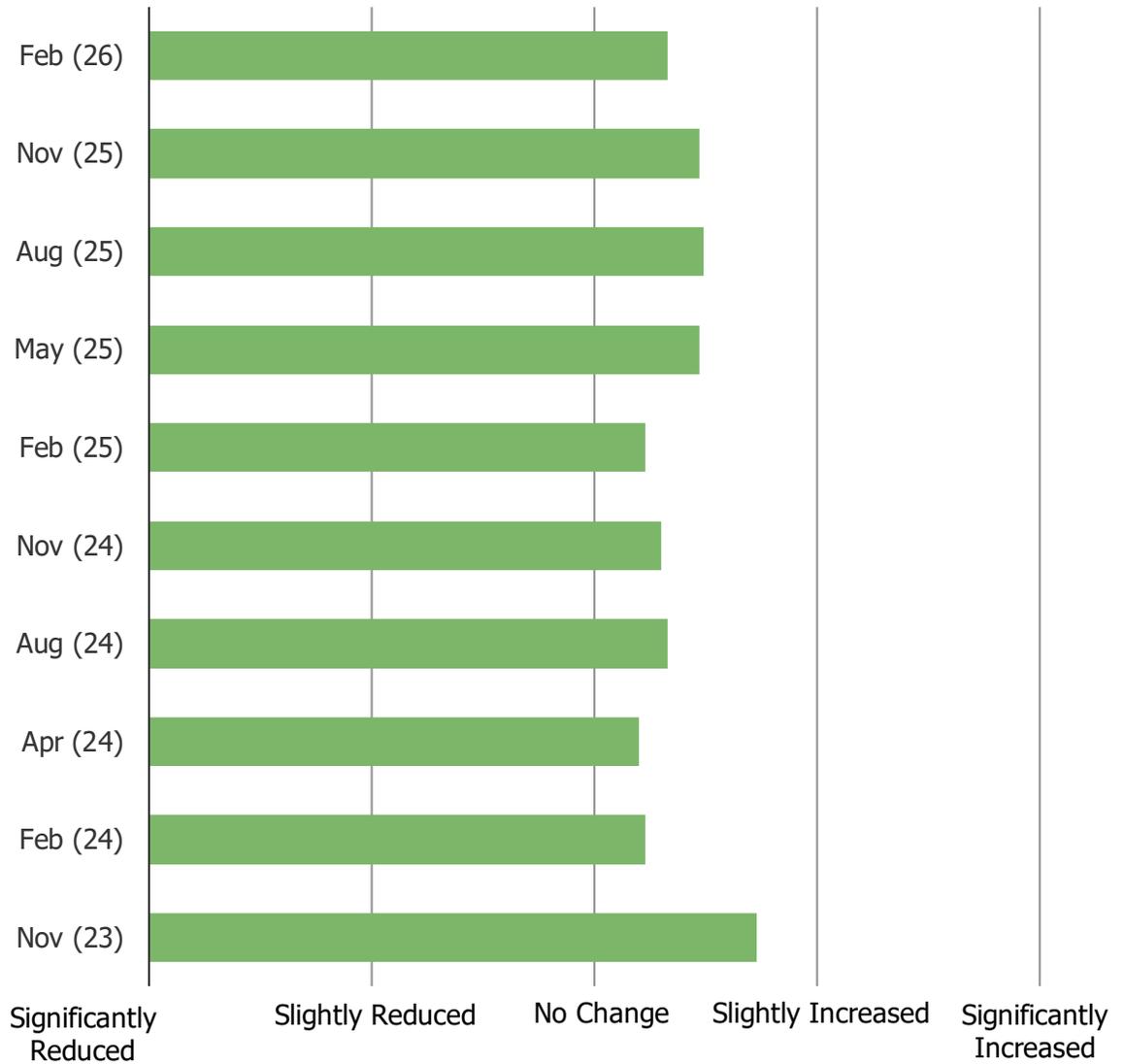
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=449)
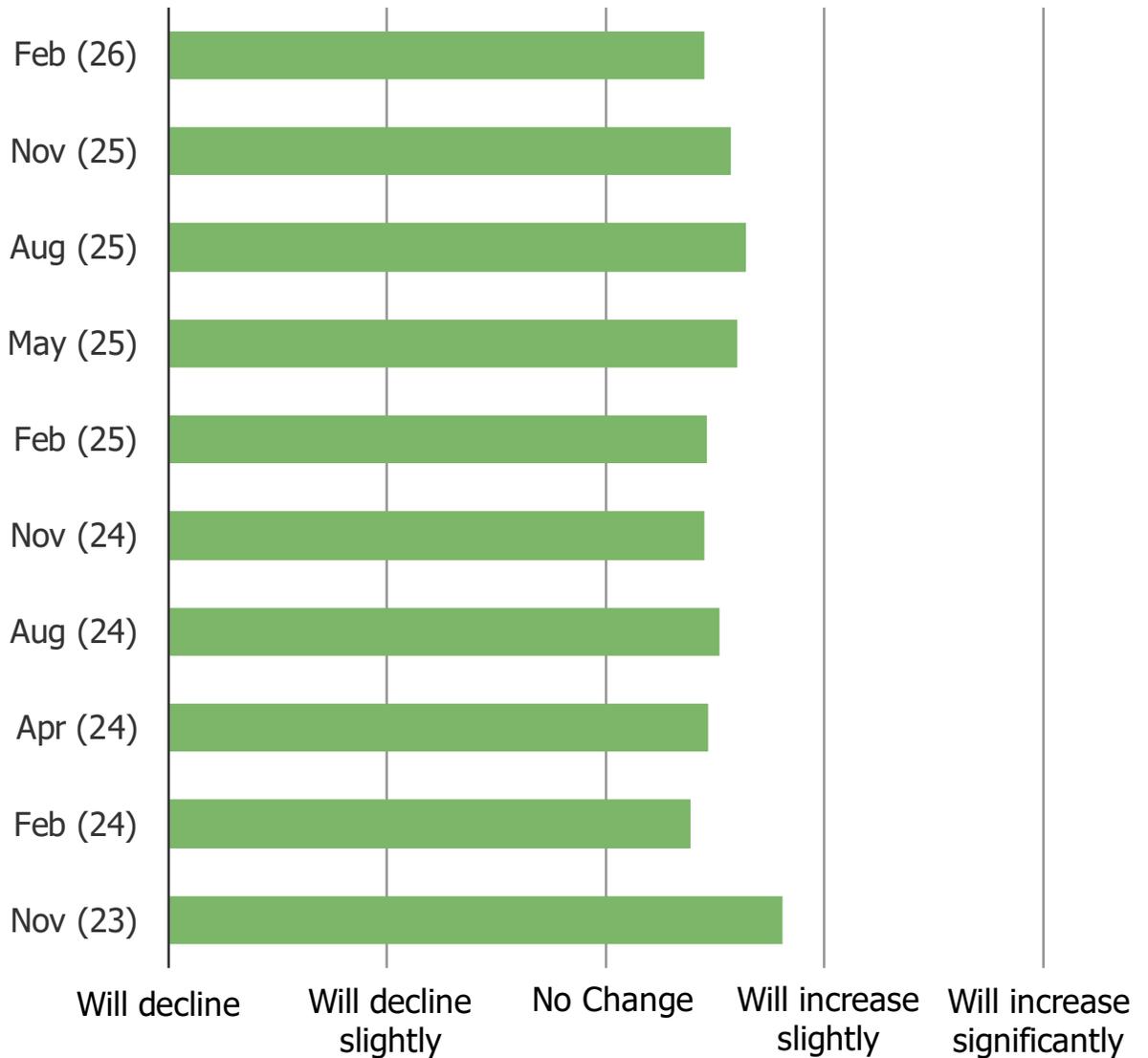
BEFORE TAKING THIS SURVEY, HAD YOU HEARD OF CHATGPT?

Posed to all respondents.

I have tried ChatGPT myself — 32.5%

I've seen examples of searches run on ChatGPT, but I have not used it myself — 19.1%

I have heard about it, but don't know much about it — 36.4%

No, I have not heard of ChatGPT — 12.0%

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
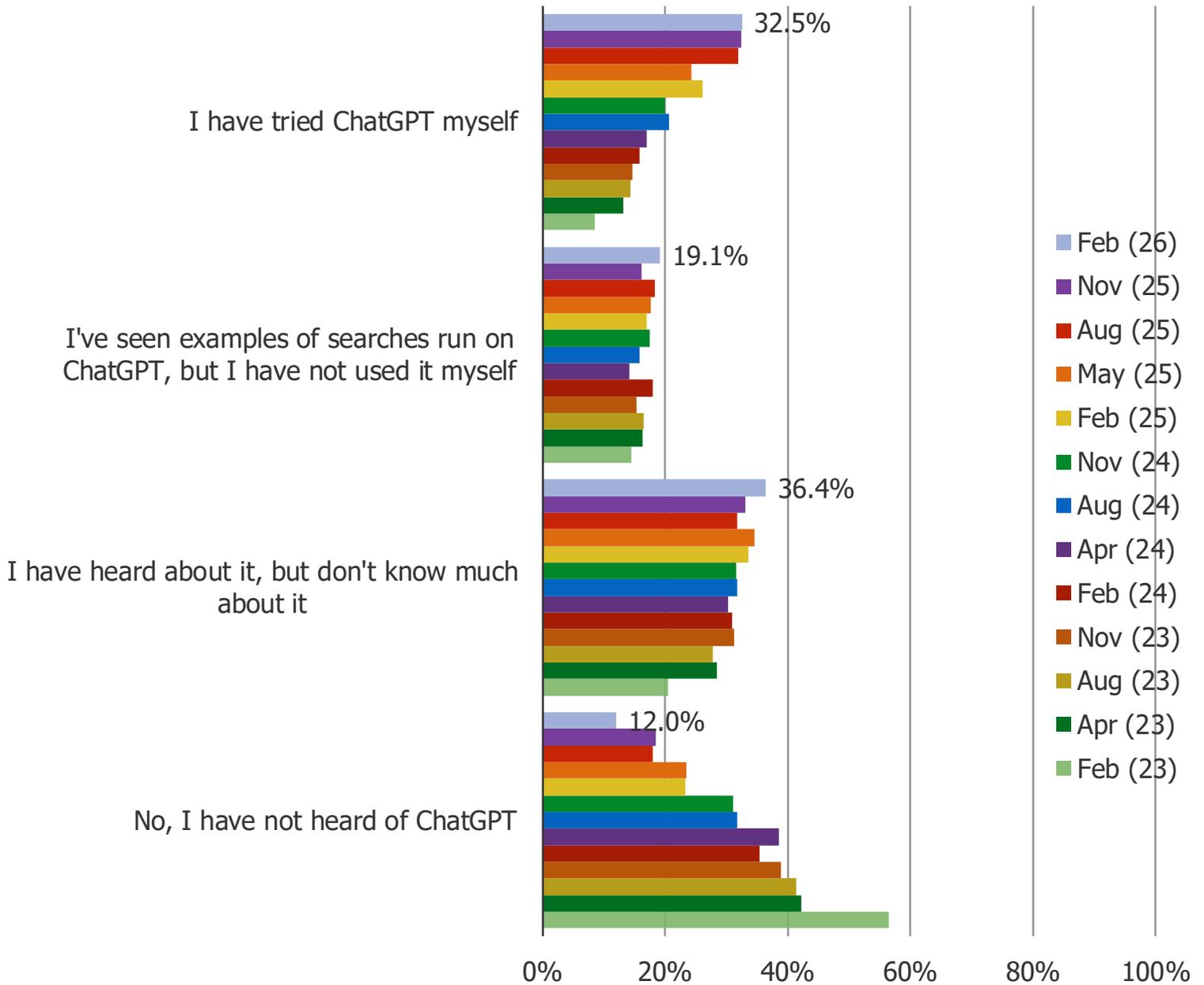
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE CHATGPT, WHAT WOULD IT BE?

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

Time Series

| Category	2023 Q4	2024 Q1	2024 Q2	2024 Q3	2024 Q4	2025 Q1	2025 Q2	2025 Q3	2025 Q4	2026 Q1	R2	P-Value
Other / Unclassified	24.77	25.03	25.12	21.12	21.35	19.98	22.41	24.13	23.96	22.69	0.08	0.42
Positive - Intelligence	12.78	16.45	13.57	16.06	16.42	16.12	14.66	14.34	15.41	13.45	0	0.94
Positive - Utility	6.85	8.34	8.93	11.53	13.52	13.22	12.55	17.19	15.86	13.99	0.79	< 0.01
Positive - General	14.89	8.46	9.4	9.7	9.76	12.26	12.55	11.49	10.45	10.76	0	0.96
Uncertain / None	11.73	11.01	9.88	10.99	10.84	10.04	10.63	7.84	10.36	9.06	0.45	0.03
Descriptive (Neutral)	10.14	10.89	12.86	11.64	8.8	10.71	10.15	8.28	8.38	9.51	0.37	0.06
Positive - Engaging	5.14	4.87	6.55	4.42	6.01	5.98	5.17	4.27	5.14	5.74	0	0.9
Negative - Fear/Ethics	5.53	6.14	5.36	4.2	3.97	3.47	2.49	3.21	1.89	4.39	0.58	0.01
Negative - Quality	3.16	3.94	3.93	4.53	3.97	3.86	4.12	3.92	3.96	3.77	0.05	0.52
Positive - Efficiency	2.64	2.09	1.9	2.8	2.47	2.03	2.97	2.76	2.25	3.05	0.17	0.23
Negative - Trust	1.32	1.51	1.31	1.83	1.82	1.16	1.63	1.87	1.26	2.24	0.19	0.21
Neutral (Average)	1.05	1.27	1.19	1.19	1.07	1.16	0.67	0.71	1.08	1.35	0.05	0.55

Key Takeaways:

- **Shift from Hype to Utility:** The most significant trend is the rise in **"Positive – Utility"** responses (e.g., "helpful," "essential"). This category has nearly doubled, showing a strong, consistent upward trajectory ($R^2 = 0.79$, $P < 0.01$). Users are increasingly viewing the tool as a practical necessity rather than just a novelty.

- **Decreasing Fear:** Responses categorized as **"Negative – Fear/Ethics"** (e.g., "scary," "creepy") have statistically declined ($P = 0.01$). This suggests that as familiarity grows, initial anxieties about the technology are fading.

- **Reduced Uncertainty:** The **"Uncertain/None"** category is also trending downward ($P = 0.03$), indicating that fewer users are undecided or unaware of the tool's function; the population is becoming more opinionated and informed.

- **Stable General Sentiment:** While specific utility is growing, general praise (**"Positive – General"**) remains flat ($P = 0.96$). This implies that the *overall* volume of positive sentiment isn't necessarily changing, but the *type* of praise is becoming more specific and function-oriented.

WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.
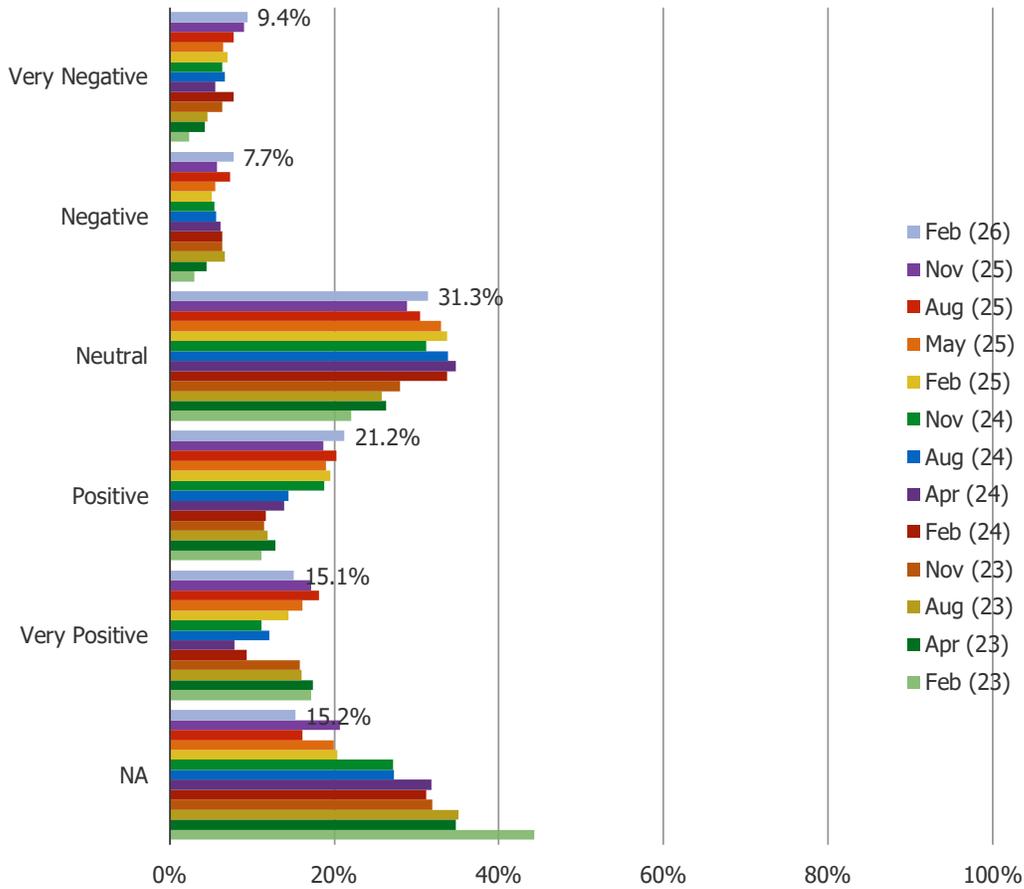
Focusing on respondents who have tried ChatGPT (N = 449)
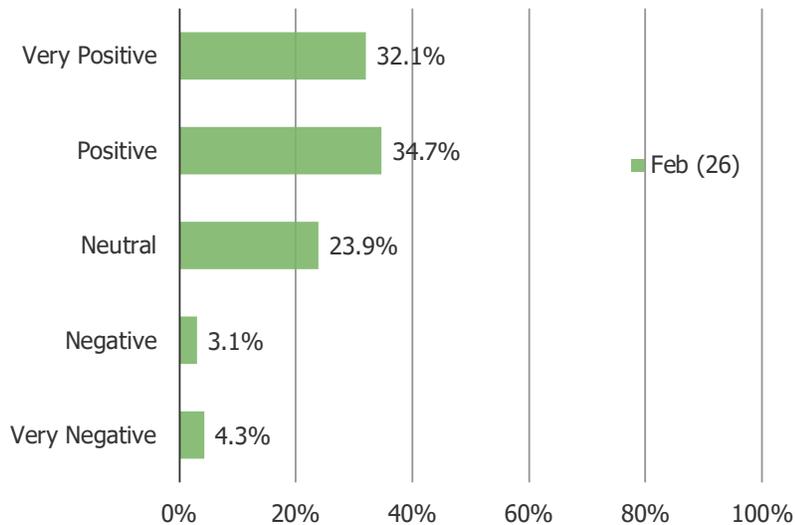
IN YOUR OPINION, DO YOU THINK AI POWERED CHATBOTS LIKE CHATGPT OR OTHERS THAT COME OUT WOULD BE...

Posed to all respondents.
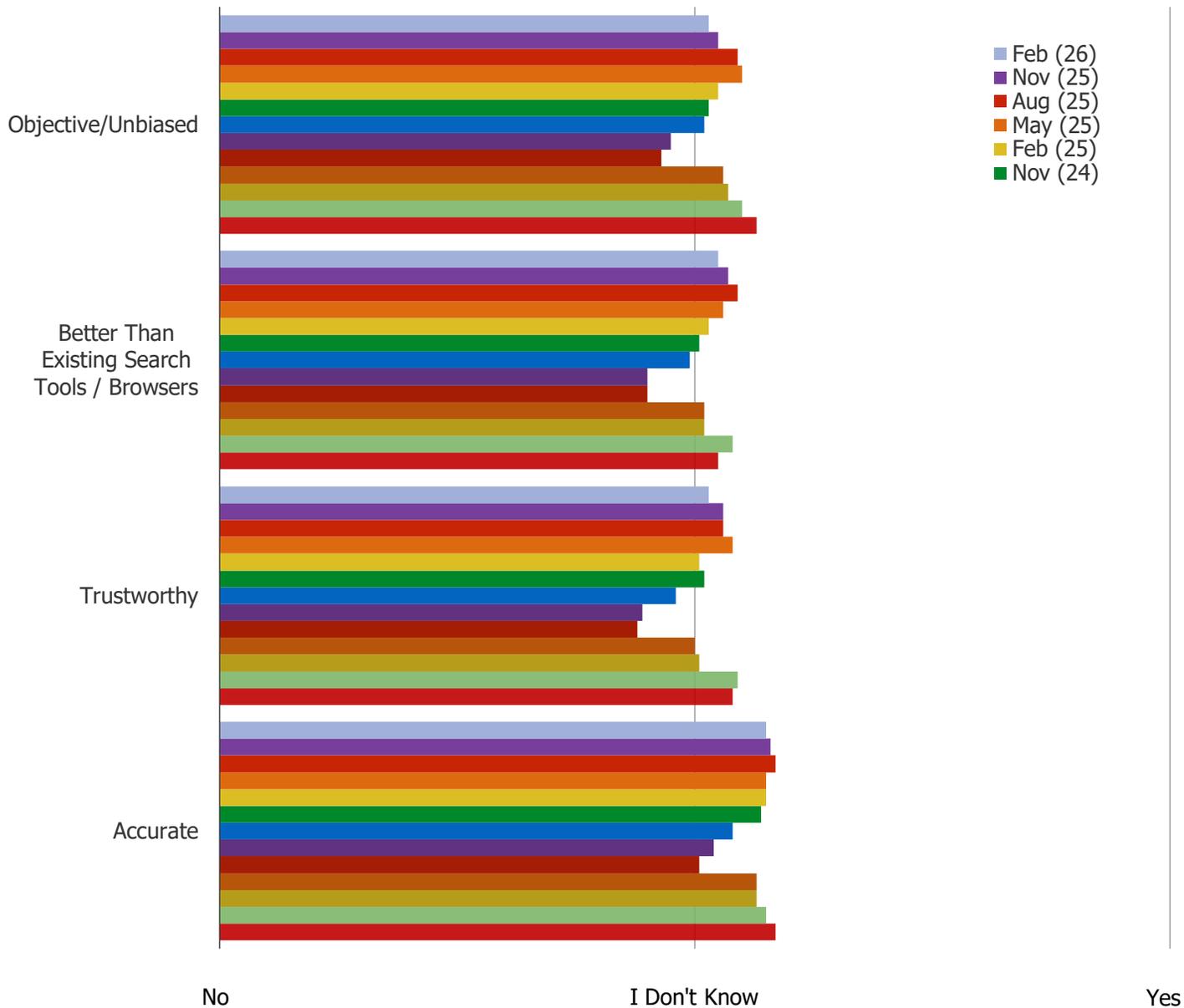
WOULD YOU BE WILLING TO PAY A MONTHLY FEE TO HAVE ACCESS TO AN AI POWERED CHATBOT LIKE CHATGPT?

Posed to all respondents.

Yes (about how much would you be willing to pay for this per month?)

- 11.5%
- 13.1%
- 11.8%
- 11.0%
- 8.5%
- 8.4%
- 8.4%
- 6.9%
- 5.8%
- 11.5%
- 12.5%
- 13.1%
- 13.2%

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)

No

- 88.5%
- 86.9%
- 88.2%
- 89.0%
- 91.5%
- 91.6%
- 91.6%
- 93.1%
- 94.2%
- 88.5%
- 87.5%
- 86.9%
- 86.8%
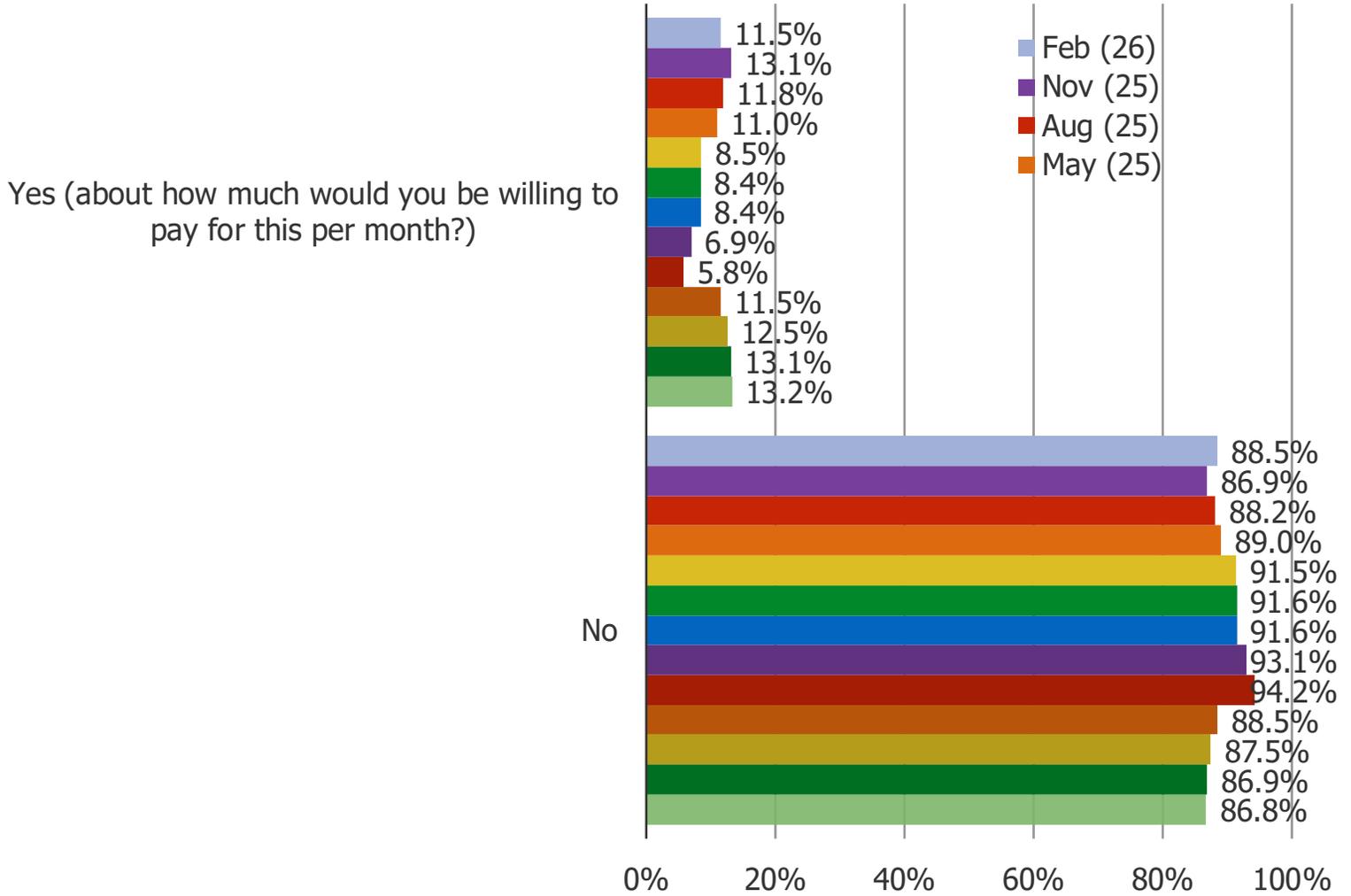
Note: Among consumers who have used an AI chatbot in the past week, 28.18% reported a willingness to pay.

Of those willing to pay monthly…

Median: $15.00 per month
Mean: $26.78 per month

COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

Legend:
- 75 or older
- 65 to 74
- 55 to 64
- 45 to 54
- 35 to 44
- 25 to 34
- 18 to 24

I have tried ChatGPT myself
- 11.9%
- 20.9%
- 30.3%
- 39.6%
- 40.0%
- 34.6%
- 36.4%

I've seen examples of searches run on ChatGPT, but I have not used it myself
- 14.7%
- 17.3%
- 10.1%
- 18.3%
- 18.2%
- 27.2%
- 28.7%

I have heard about it, but don't know much about it
- 67.0%
- 52.5%
- 40.4%
- 32.5%
- 27.7%
- 26.3%
- 26.6%

No, I have not heard of ChatGPT
- 6.4%
- 9.4%
- 19.3%
- 9.6%
- 14.1%
- 12.0%
- 8.4%

0% 20% 40% 60% 80% 100%

COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

Bar chart showing ChatGPT engagement by gender:

Response	Male	Female
I have tried ChatGPT myself	31.9%	33.0%
I've seen examples of searches run on ChatGPT, but I have not used it myself	21.3%	17.2%
I have heard about it, but don't know much about it	33.9%	38.6%
No, I have not heard of ChatGPT	12.9%	11.2%

SEARCH

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

Posed to all respondents.

Chart legend: Feb (26), Nov (25), Aug (25), May (25), Feb (25), Nov (24), Aug (24), Apr (24), Feb (24), Nov (23), Aug (23), Apr (23), Feb (23)

Category	Feb (26)
Significantly More Important to Me	18.5%
Slightly More Important to Me	16.2%
No Change	48.8%
Slightly Less Important to Me	5.9%
Significantly Less Important to Me	5.1%
Not Applicable	5.6%

Cross-Tab by Age

Legend: Not Applicable, Significantly Less Important to Me, Slightly Less Important to Me, No Change, Slightly More Important to Me, Significantly More Important to Me

Age	Not Applicable	Significantly Less Important	Slightly Less Important	No Change	Slightly More Important	Significantly More Important
75 or older	4.6%	4.6%	7.3%	67.0%	5.5%	11.0%
65 to 74	5.0%	3.6%	7.2%	63.3%	12.2%	8.6%
55 to 64	4.6%	6.4%	5.1%	52.8%	16.1%	15.1%
45 to 54	4.2%	6.3%	3.8%	50.4%	18.3%	17.1%
35 to 44	5.9%	5.9%	5.0%	43.6%	15.0%	24.6%
25 to 34	8.8%	3.7%	4.6%	36.9%	19.8%	26.3%
18 to 24	5.6%	3.5%	11.9%	37.8%	21.0%	20.3%

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.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)

Category	Value
Google	57.9%
YouTube	51.1%
Facebook	49.8%
Amazon	42.8%
Instagram	33.1%
TikTok	28.9%
Snapchat	17.5%
Pinterest	15.9%
Twitter	14.5%
None of the above	13.7%
Yelp	6.8%
Other app/site not listed here	2.3%
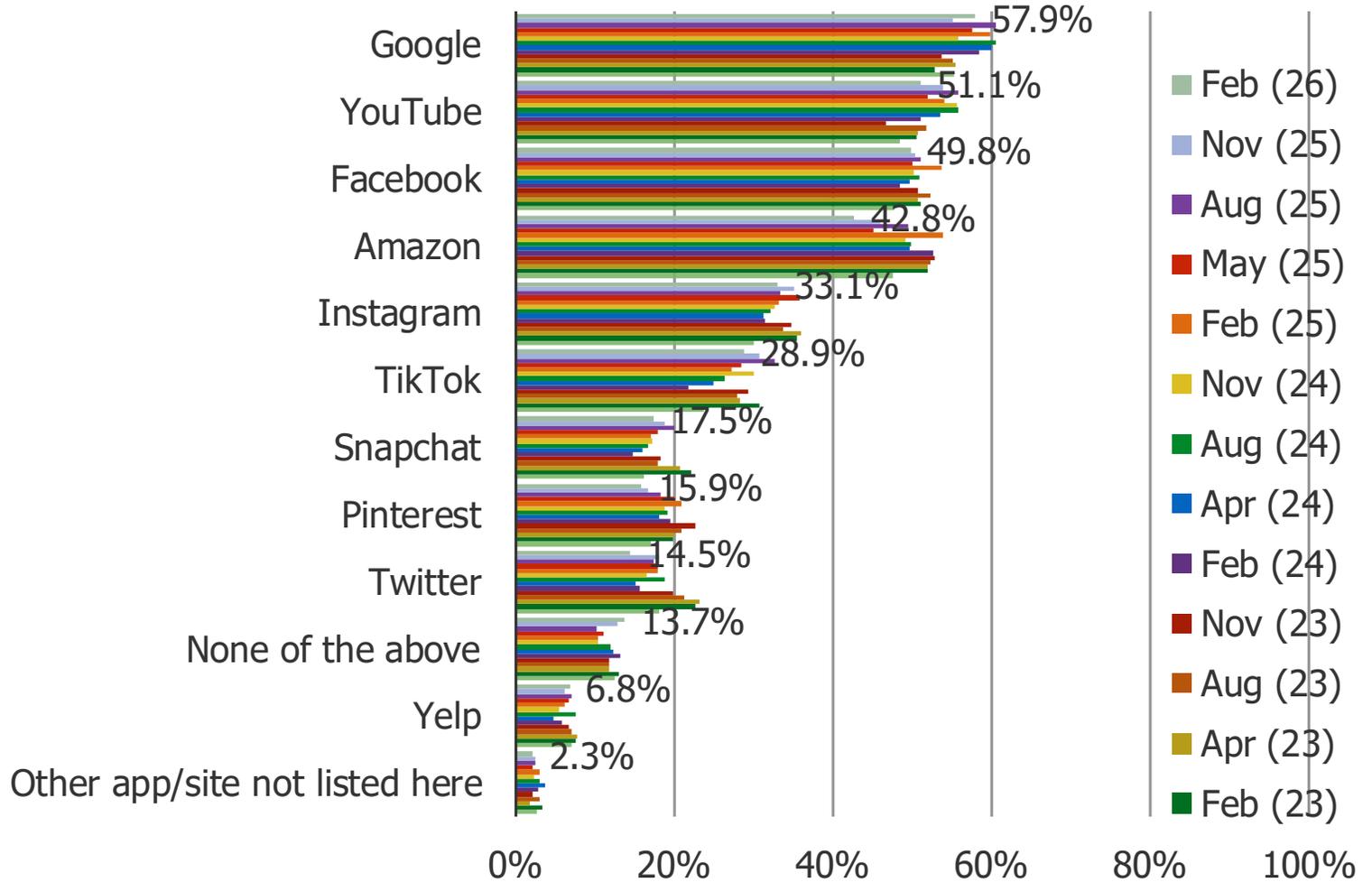
Cross-tabbing the data by age…

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	7.0%	55.9%	48.3%	57.3%	45.5%	26.6%	42.0%	63.6%	3.5%	40.6%	19.6%
25 to 34	8.8%	43.8%	59.5%	52.5%	52.5%	28.6%	32.3%	60.4%	11.5%	43.3%	23.0%
35 to 44	8.2%	30.5%	63.6%	36.4%	54.1%	12.3%	18.2%	55.9%	7.7%	45.5%	16.8%
45 to 54	7.5%	32.9%	62.5%	34.6%	62.9%	13.8%	13.8%	60.0%	5.8%	51.7%	15.4%
55 to 64	13.3%	19.7%	65.1%	21.6%	53.7%	9.2%	9.2%	49.5%	9.2%	42.2%	14.7%
65 to 74	27.3%	4.3%	53.2%	10.8%	31.7%	3.6%	1.4%	28.8%	3.6%	36.7%	7.9%
75 or older	40.4%	0.9%	37.6%	4.6%	28.4%	1.8%	0.0%	18.4%	1.8%	28.4%	9.2%

WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE/ON YOUR PHONE, WHERE DO YOU TYPICALLY START YOUR JOURNEY?
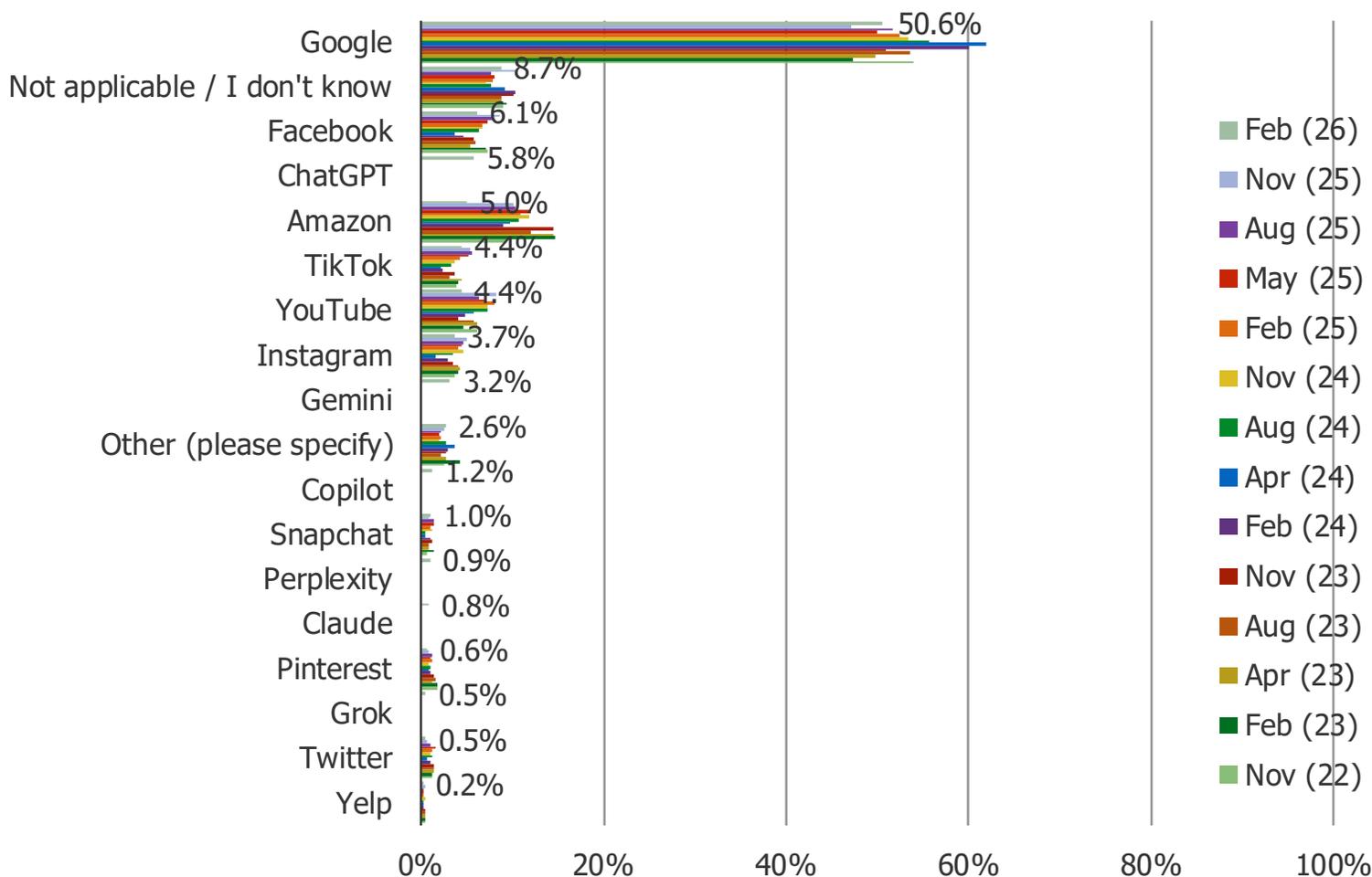
Posed to all respondents.

	Google	50.6%
Not applicable / I don't know	8.7%
Facebook	6.1%
ChatGPT	5.8%
Amazon	5.0%
TikTok	4.4%
YouTube	4.4%
Instagram	3.7%
Gemini	3.2%
Other (please specify)	2.6%
Copilot	1.2%
Snapchat	1.0%
Perplexity	0.9%
Claude	0.8%
Pinterest	0.6%
Grok	0.5%
Twitter	0.5%
Yelp	0.2%

Legend: Feb (26), Nov (25), Aug (25), May (25), Feb (25), Nov (24), Aug (24), Apr (24), Feb (24), Nov (23), Aug (23), Apr (23), Feb (23), Nov (22)

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	18.9%	28.7%	9.1%	3.5%	0.0%	3.5%	6.3%	0.0%	4.2%	1.4%	9.1%	2.1%	0.7%	2.8%	1.4%	0.7%
25 to 34	7.8%	38.3%	7.4%	8.3%	1.8%	1.4%	5.1%	0.5%	2.8%	0.5%	10.1%	4.6%	0.9%	2.3%	0.9%	0.9%
35 to 44	2.7%	50.0%	4.1%	6.4%	0.5%	1.4%	3.6%	0.0%	2.7%	0.9%	6.4%	4.6%	2.3%	0.5%	2.7%	0.9%
45 to 54	2.5%	57.9%	2.5%	8.8%	0.4%	0.8%	5.0%	0.0%	6.3%	0.8%	4.2%	3.8%	0.8%	0.0%	0.8%	0.4%
55 to 64	0.5%	60.1%	0.9%	4.6%	0.0%	0.0%	4.6%	0.5%	6.9%	0.5%	5.1%	3.2%	1.4%	0.0%	0.0%	0.0%
65 to 74	0.0%	61.2%	0.7%	5.0%	0.0%	0.0%	3.6%	0.0%	6.5%	0.0%	2.2%	1.4%	1.4%	0.0%	0.0%	0.0%
75 or older	0.0%	56.9%	0.0%	2.8%	0.0%	0.0%	0.9%	0.0%	6.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Posed to all respondents.

Google	38.3%
Not applicable / I don't know	22.9%
Other (please specify)	6.3%
YouTube	5.6%
ChatGPT	5.1%
Facebook	4.0%
TikTok	4.0%
Gemini	3.0%
Instagram	3.0%
Amazon	1.6%
Copilot	1.2%
Twitter	1.0%
Perplexity	0.8%
Pinterest	0.8%
Yelp	0.7%
Snapchat	0.7%
Grok	0.5%
Claude	0.4%

Legend: Feb (26), Nov (25), Aug (25), May (25), Feb (25), Nov (24), Aug (24), Apr (24), Feb (24), Nov (23), Aug (23), Apr (23), Feb (23), Nov (22)
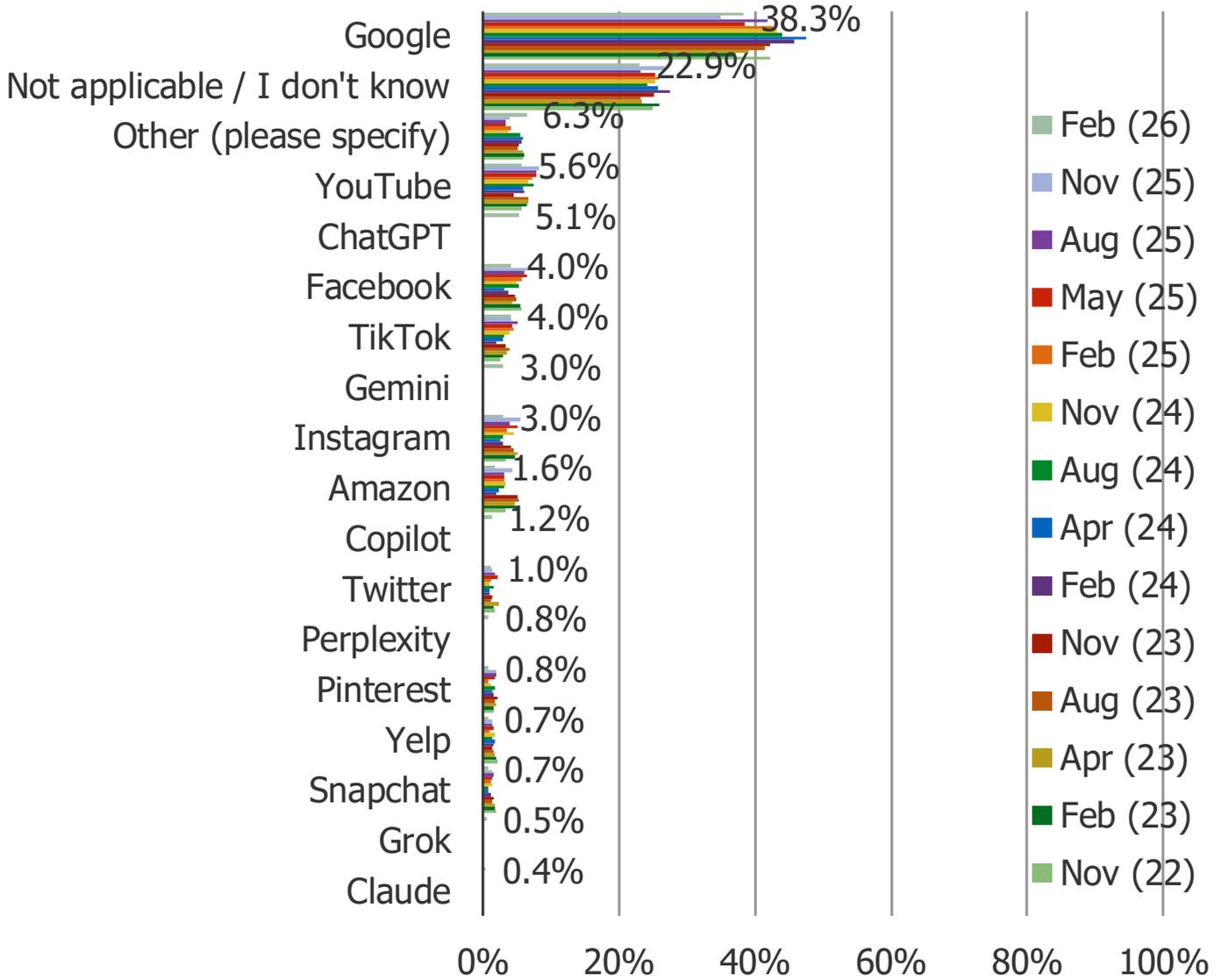
Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	18.9%	23.1%	6.3%	4.2%	4.9%	1.4%	8.4%	1.4%	0.7%	2.1%	7.7%	2.8%	1.4%	1.4%	0.7%	1.4%
25 to 34	8.8%	33.6%	6.0%	4.6%	0.9%	0.9%	9.7%	0.5%	2.3%	1.4%	4.6%	4.6%	0.9%	0.5%	2.8%	1.8%
35 to 44	1.8%	46.4%	2.7%	6.8%	0.9%	1.4%	6.8%	1.8%	2.3%	0.5%	3.6%	3.6%	1.8%	0.0%	0.5%	0.0%
45 to 54	0.0%	42.9%	3.3%	3.3%	0.8%	0.4%	4.2%	0.4%	2.5%	0.4%	3.3%	3.3%	1.3%	0.8%	0.8%	0.0%
55 to 64	0.9%	41.7%	0.9%	4.1%	0.0%	0.5%	5.1%	0.0%	1.4%	0.5%	3.7%	3.7%	2.3%	0.0%	0.0%	0.0%
65 to 74	0.0%	44.6%	0.0%	2.9%	0.0%	0.0%	2.2%	0.7%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
75 or older	0.0%	26.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Chart values (Feb 26):
- Google: 33.0%
- Amazon: 24.2%
- Not applicable / I don't know: 12.0%
- TikTok: 4.8%
- ChatGPT: 4.3%
- Facebook: 4.0%
- YouTube: 3.8%
- Other (please specify): 3.0%
- Gemini: 2.7%
- Instagram: 2.6%
- Pinterest: 1.4%
- Snapchat: 0.9%
- Copilot: 0.9%
- Perplexity: 0.5%
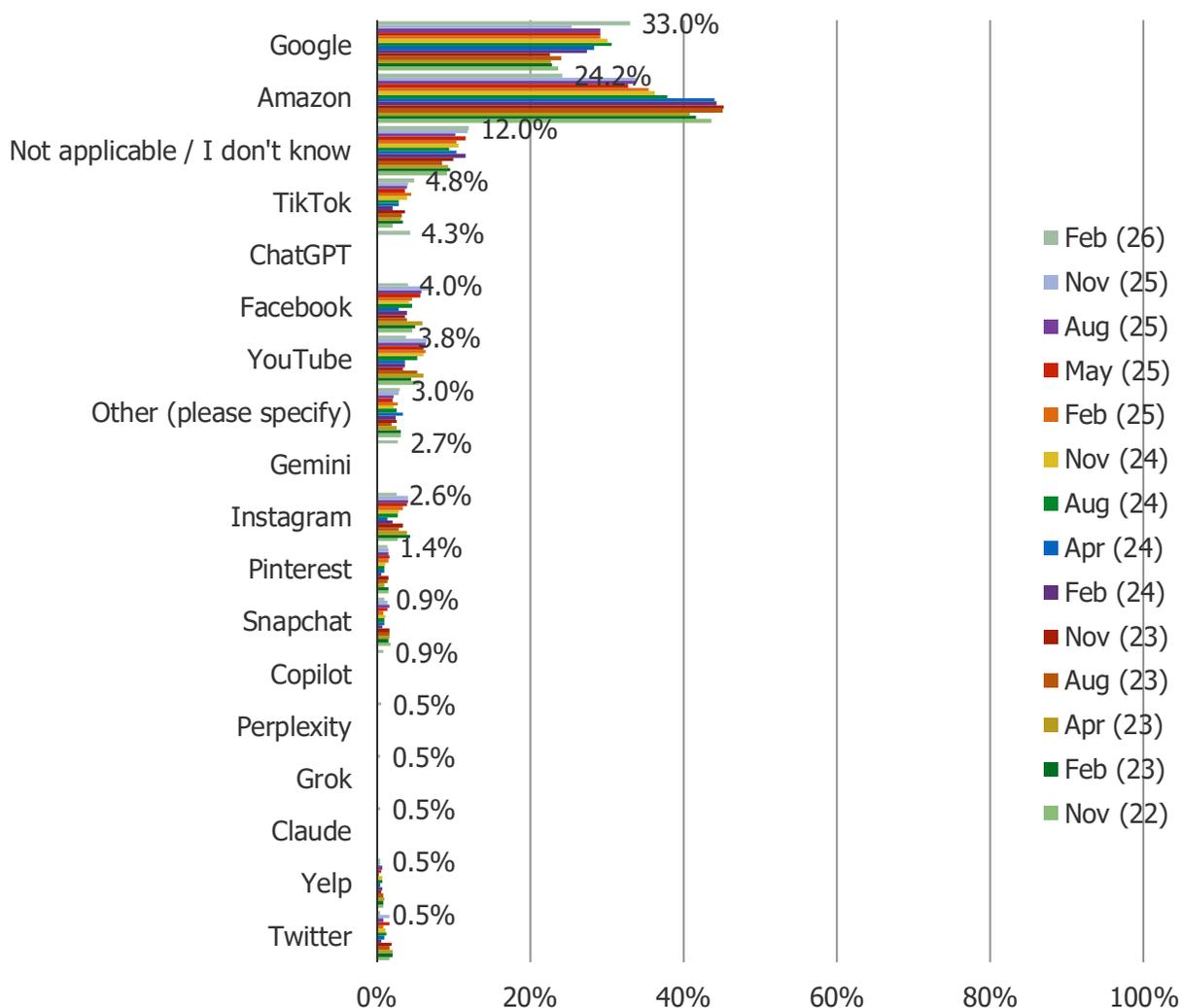- Grok: 0.5%
- Claude: 0.5%
- Yelp: 0.5%
- Twitter: 0.5%

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Gro
18 to 24	18.2%	18.2%	5.6%	0.0%	0.7%	2.1%	10.5%	1.4%	19.6%	3.5%	7.7%	3.5%	0.7%	0.7%	0.0%	0.0%
25 to 34	10.1%	27.2%	4.6%	6.0%	1.4%	1.4%	5.1%	0.9%	13.4%	1.8%	8.8%	3.7%	0.9%	1.8%	1.8%	1.8%
35 to 44	1.8%	38.6%	3.2%	5.5%	0.5%	1.4%	4.1%	0.0%	17.3%	2.7%	5.5%	3.2%	0.5%	0.5%	0.9%	0.5%
45 to 54	3.3%	38.3%	2.1%	6.7%	0.4%	1.3%	4.6%	0.4%	22.1%	0.4%	1.7%	2.5%	0.8%	0.0%	0.4%	0.4%
55 to 64	0.9%	35.8%	1.8%	3.7%	0.0%	0.0%	1.4%	0.5%	33.5%	0.5%	3.2%	4.1%	1.4%	0.0%	0.0%	0.0%
65 to 74	0.0%	36.7%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	37.4%	0.7%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
75 or older	0.0%	30.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.9%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%

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

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Bar chart values (Feb 26):
- Google: 51.2%
- ChatGPT: 10.5%
- Not applicable / I don't know: 8.6%
- Gemini: 4.6%
- YouTube: 4.1%
- Facebook: 3.8%
- Other (please specify): 3.4%
- TikTok: 3.0%
- Instagram: 2.6%
- Copilot: 2.2%
- Amazon: 1.4%
- Twitter: 0.9%
- Grok: 0.9%
- Snapchat: 0.9%
- Pinterest: 0.6%
- Perplexity: 0.5%
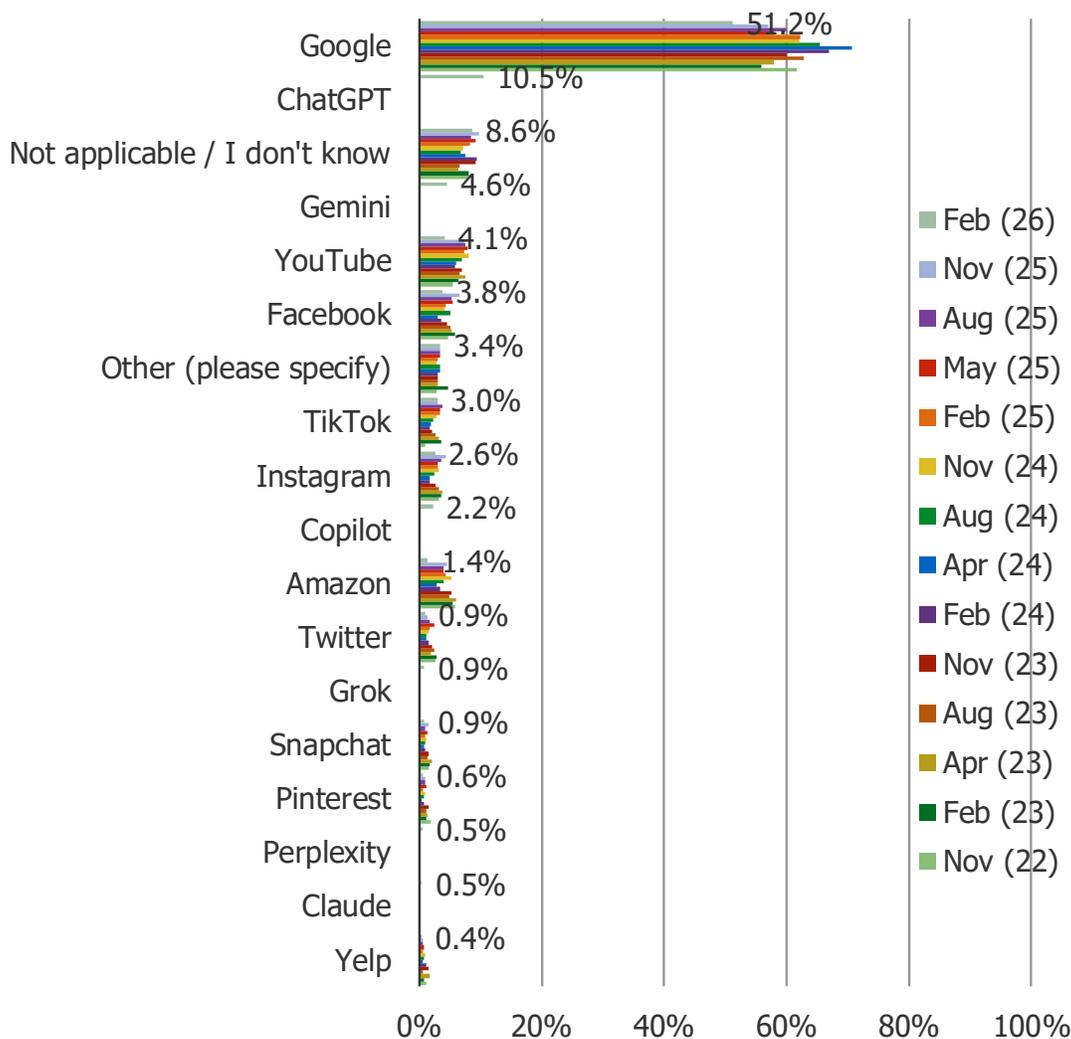- Claude: 0.5%
- Yelp: 0.4%

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	11.2%	30.8%	7.7%	3.5%	2.1%	2.1%	7.7%	2.8%	1.4%	1.4%	17.5%	0.0%	2.1%	0.7%	0.7%	0.7%
25 to 34	5.5%	36.9%	4.6%	6.9%	1.8%	2.8%	1.8%	0.0%	2.3%	1.8%	15.2%	5.1%	2.3%	1.4%	0.9%	1.8%
35 to 44	1.8%	53.6%	1.8%	2.7%	0.9%	0.5%	3.6%	0.5%	2.3%	0.9%	11.8%	4.6%	1.8%	0.9%	1.4%	1.8%
45 to 54	0.8%	51.3%	2.5%	5.8%	1.3%	0.4%	6.7%	0.0%	0.8%	0.0%	10.8%	8.3%	2.1%	0.0%	0.4%	0.4%
55 to 64	1.4%	60.6%	0.9%	1.8%	0.0%	0.0%	5.1%	0.0%	1.4%	0.0%	6.4%	6.4%	2.8%	0.0%	0.0%	0.0%
65 to 74	0.7%	66.2%	0.0%	2.2%	0.0%	0.0%	2.2%	0.0%	0.7%	0.0%	3.6%	2.2%	2.2%	0.0%	0.0%	0.7%
75 or older	0.0%	63.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.9%	1.8%	0.0%	0.0%	0.0%

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

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Bar chart values (Feb 26):
- YouTube: 34.8%
- Not applicable / I don't know: 22.0%
- Google: 15.0%
- TikTok: 4.2%
- Other (please specify): 4.1%
- Amazon: 3.7%
- Facebook: 3.3%
- ChatGPT: 3.2%
- Instagram: 2.8%
- Gemini: 2.4%
- Copilot: 0.9%
- Snapchat: 0.8%
- Twitter: 0.8%
- Pinterest: 0.7%
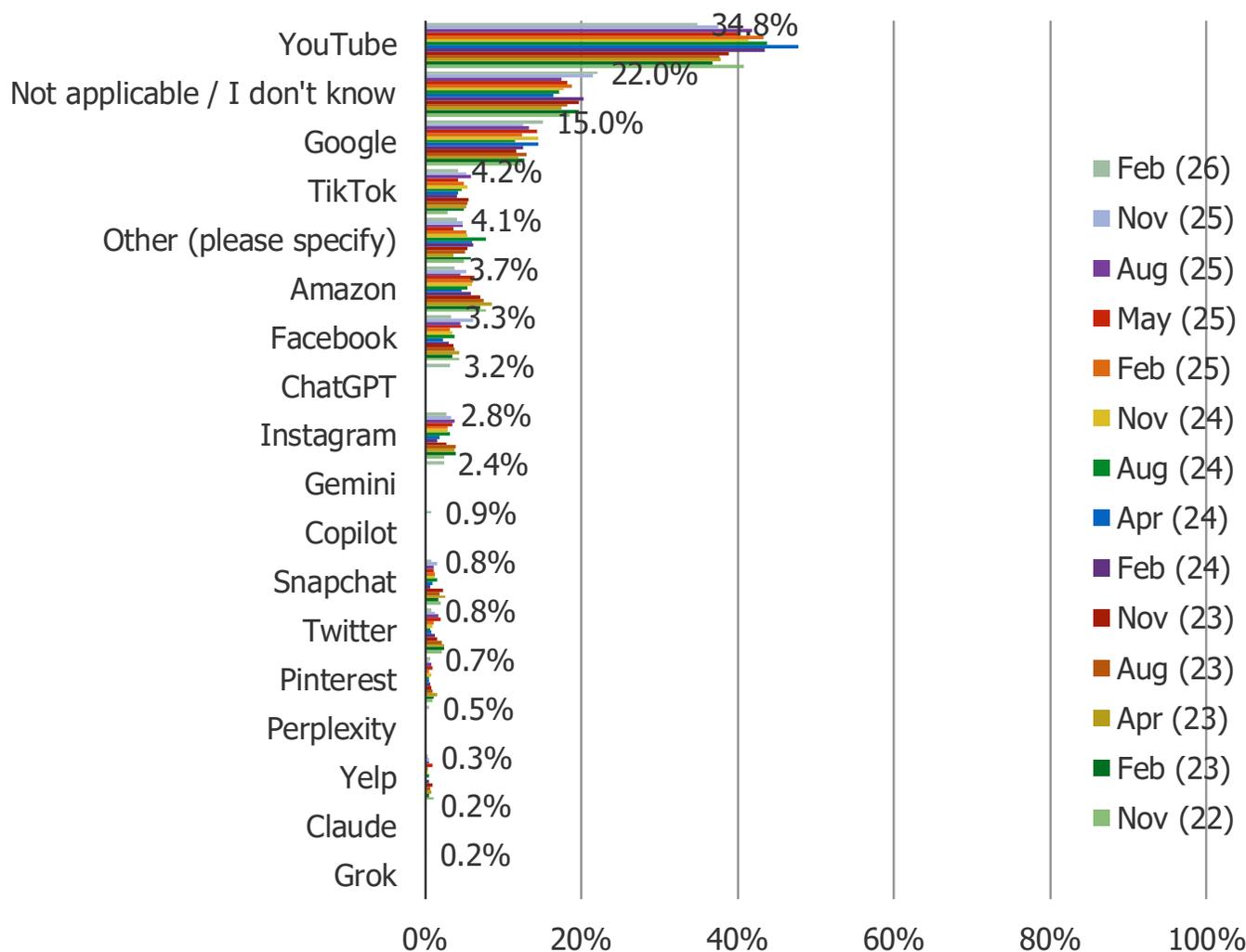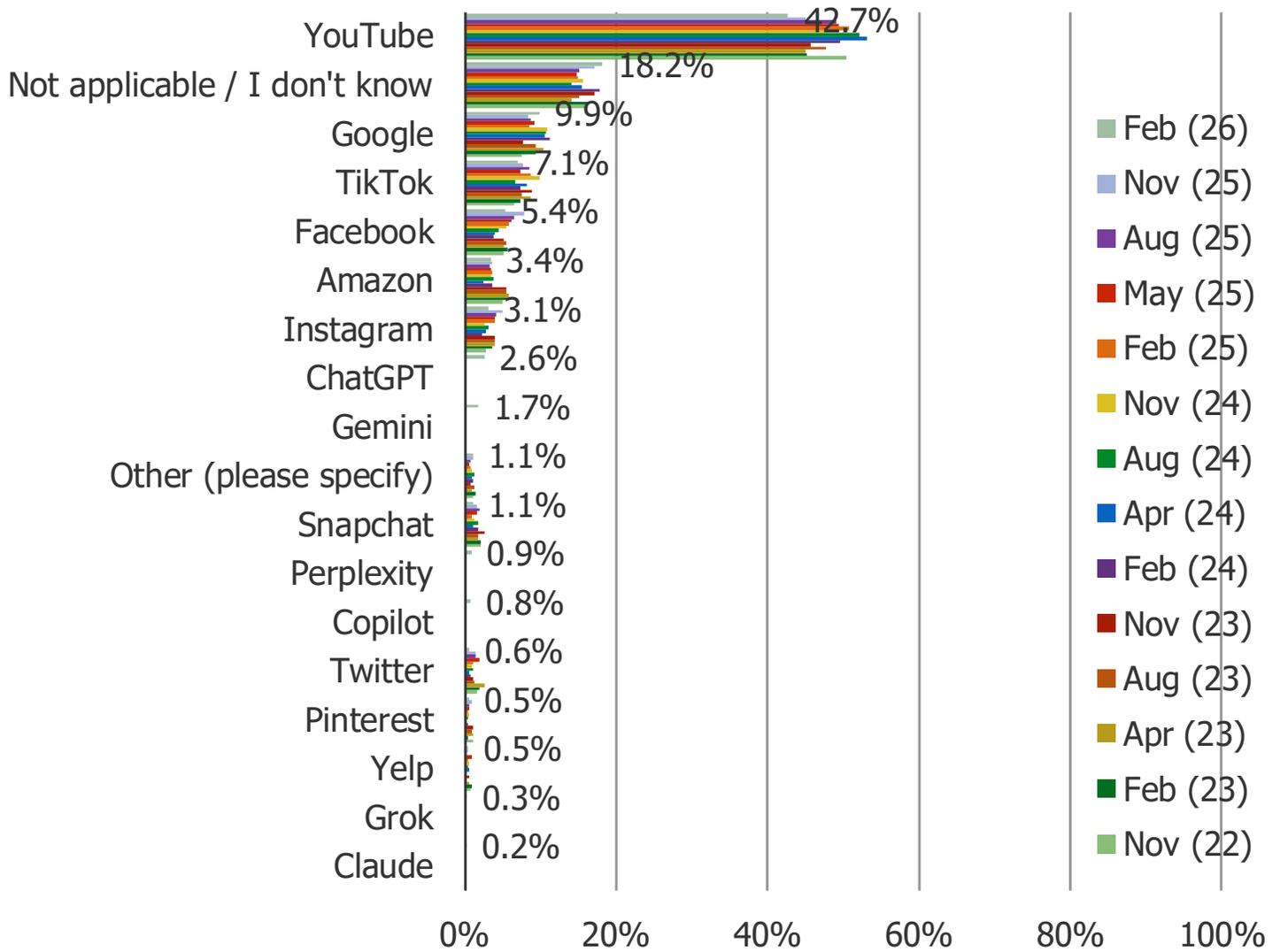- Perplexity: 0.5%
- Yelp: 0.3%
- Claude: 0.2%
- Grok: 0.2%

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	15.4%	5.6%	7.7%	5.6%	0.7%	0.7%	33.6%	2.1%	2.1%	4.2%	6.3%	2.8%	0.7%	0.7%	1.4%	0.0%
25 to 34	7.4%	11.5%	6.0%	4.6%	2.3%	1.8%	32.7%	0.5%	2.3%	0.9%	8.3%	3.7%	0.9%	0.9%	0.9%	0.0%
35 to 44	3.6%	19.1%	2.7%	6.4%	0.9%	0.9%	39.6%	0.0%	3.6%	0.0%	2.7%	1.8%	2.3%	0.0%	0.5%	0.5%
45 to 54	1.7%	15.4%	2.5%	2.1%	0.8%	1.3%	44.2%	0.0%	5.4%	0.4%	2.9%	3.3%	0.8%	0.0%	0.8%	0.0%
55 to 64	1.8%	17.9%	0.0%	2.3%	0.0%	0.0%	42.7%	0.0%	4.1%	0.0%	0.5%	2.8%	0.5%	0.0%	0.0%	0.0%
65 to 74	0.0%	18.0%	0.0%	0.7%	0.0%	0.0%	23.0%	0.0%	5.8%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
75 or older	0.0%	15.6%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%

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

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Bar chart values (Feb 26):
- YouTube: 42.7%
- Not applicable / I don't know: 18.2%
- Google: 9.9%
- TikTok: 7.1%
- Facebook: 5.4%
- Amazon: 3.4%
- Instagram: 3.1%
- ChatGPT: 2.6%
- Gemini: 1.7%
- Other (please specify): 1.1%
- Snapchat: 1.1%
- Perplexity: 0.9%
- Copilot: 0.8%
- Twitter: 0.6%
- Pinterest: 0.5%
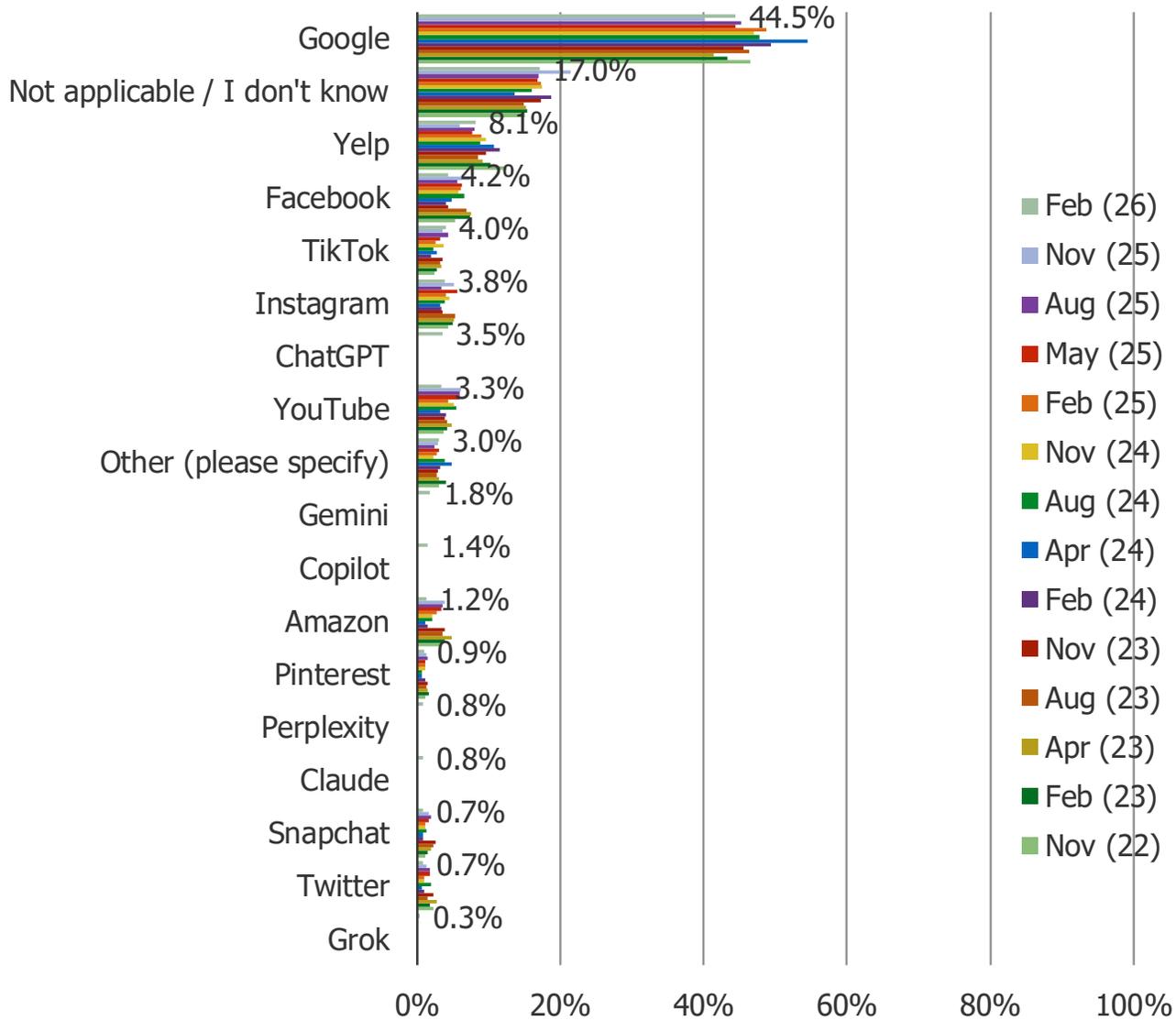- Yelp: 0.5%
- Grok: 0.3%
- Claude: 0.2%

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	21.7%	3.5%	8.4%	4.9%	2.1%	3.5%	29.4%	0.7%	8.4%	1.4%	3.5%	2.1%	0.7%	1.4%	1.4%	1.4%
25 to 34	12.4%	5.5%	5.1%	8.3%	1.8%	1.4%	36.4%	0.5%	3.7%	0.9%	7.8%	3.2%	1.4%	0.5%	0.0%	0.9%
35 to 44	5.9%	11.4%	2.7%	4.6%	0.0%	1.4%	49.1%	0.5%	4.6%	1.4%	2.3%	1.4%	1.4%	0.0%	2.3%	0.0%
45 to 54	5.8%	9.6%	2.5%	7.5%	0.4%	1.3%	58.3%	0.4%	1.3%	0.0%	1.3%	2.5%	0.4%	0.0%	1.7%	0.0%
55 to 64	2.8%	11.0%	2.3%	5.5%	0.0%	0.0%	51.4%	0.5%	2.3%	0.0%	0.9%	1.4%	0.5%	0.0%	0.0%	0.0%
65 to 74	0.0%	16.6%	0.0%	2.2%	0.0%	0.0%	33.8%	0.0%	4.3%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
75 or older	0.0%	13.8%	0.0%	0.9%	0.0%	0.0%	19.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Posed to all respondents.

	Feb (26)
	Nov (25)
	Aug (25)
	May (25)
	Feb (25)
	Nov (24)
	Aug (24)
	Apr (24)
	Feb (24)
	Nov (23)
	Aug (23)
	Apr (23)
	Feb (23)
	Nov (22)

Google — 44.5%
Not applicable / I don't know — 17.0%
Yelp — 8.1%
Facebook — 4.2%
TikTok — 4.0%
Instagram — 3.8%
ChatGPT — 3.5%
YouTube — 3.3%
Other (please specify) — 3.0%
Gemini — 1.8%
Copilot — 1.4%
Amazon — 1.2%
Pinterest — 0.9%
Perplexity — 0.8%
Claude — 0.8%
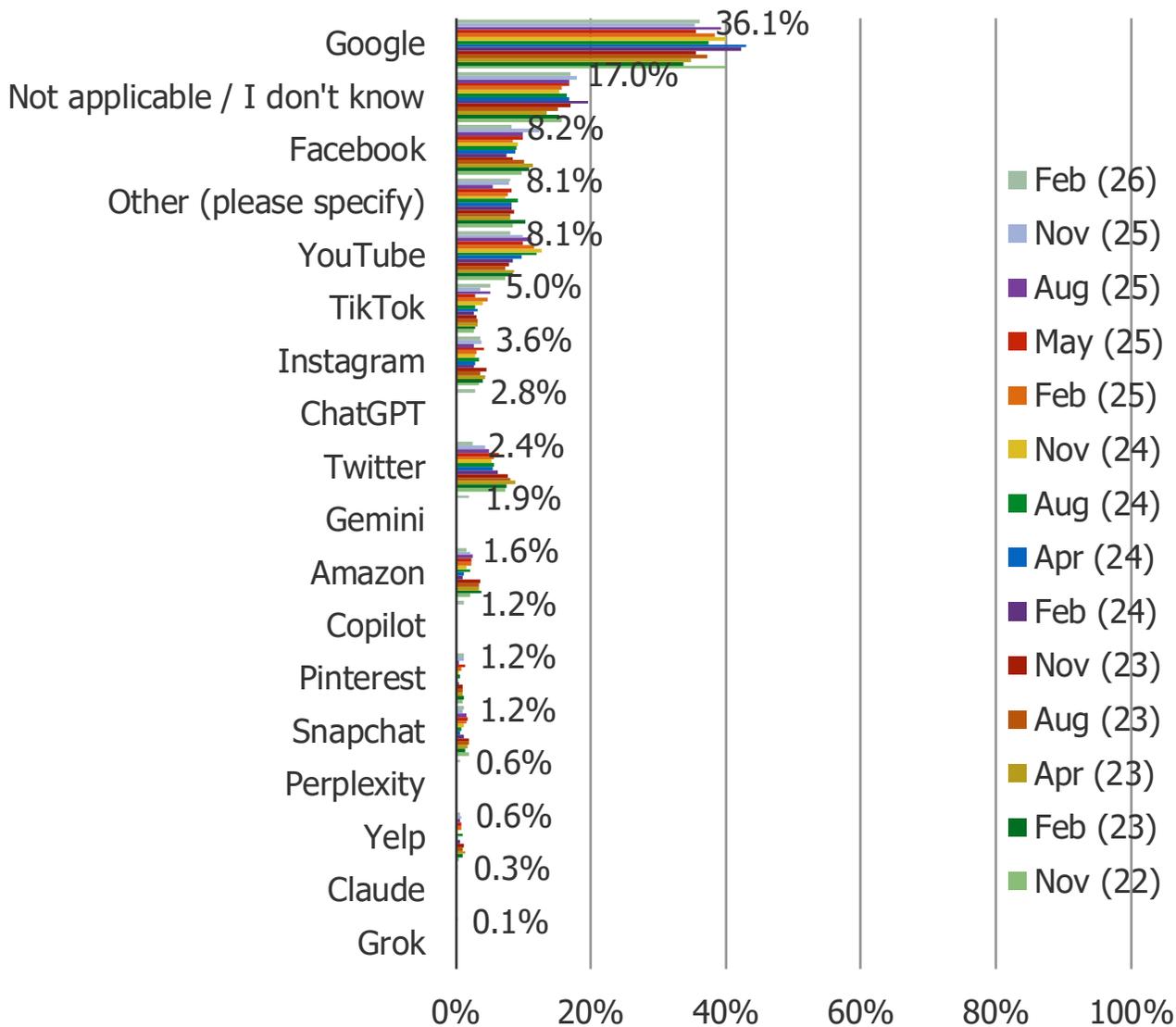Snapchat — 0.7%
Twitter — 0.7%
Grok — 0.3%

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	15.4%	30.1%	9.1%	4.2%	0.0%	0.7%	4.9%	4.9%	4.2%	3.5%	5.6%	0.7%	3.5%	2.1%	1.4%	2.1%
25 to 34	7.8%	33.2%	8.8%	5.1%	2.3%	3.2%	6.5%	6.5%	0.9%	0.9%	6.9%	1.8%	2.8%	0.0%	0.9%	0.0%
35 to 44	1.4%	46.4%	4.1%	7.3%	0.9%	0.0%	4.6%	7.3%	2.7%	0.5%	4.6%	1.8%	0.5%	1.4%	0.9%	0.5%
45 to 54	0.8%	52.5%	2.5%	5.4%	0.8%	0.4%	3.8%	9.2%	0.8%	0.4%	2.9%	2.5%	0.8%	1.3%	1.3%	0.0%
55 to 64	2.8%	53.7%	0.5%	1.8%	0.0%	0.0%	1.4%	12.4%	0.0%	0.5%	0.9%	3.7%	0.9%	0.5%	0.0%	0.0%
65 to 74	0.7%	52.5%	0.7%	2.2%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%
75 or older	0.0%	35.8%	0.0%	0.9%	0.0%	0.0%	0.0%	5.5%	0.0%	0.9%	1.8%	0.0%	0.9%	0.0%	0.9%	0.0%

Tickers: GOOGL, Twitter/X, META, SNAP, PINS, AMZN

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)

Bar chart values (Feb 26):
- Google: 36.1%
- Not applicable / I don't know: 17.0%
- Facebook: 8.2%
- Other (please specify): 8.1%
- YouTube: 8.1%
- TikTok: 5.0%
- Instagram: 3.6%
- ChatGPT: 2.8%
- Twitter: 2.4%
- Gemini: 1.9%
- Amazon: 1.6%
- Copilot: 1.2%
- Pinterest: 1.2%
- Snapchat: 1.2%
- Perplexity: 0.6%
- Yelp: 0.6%
- Claude: 0.3%
- Grok: 0.1%

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.
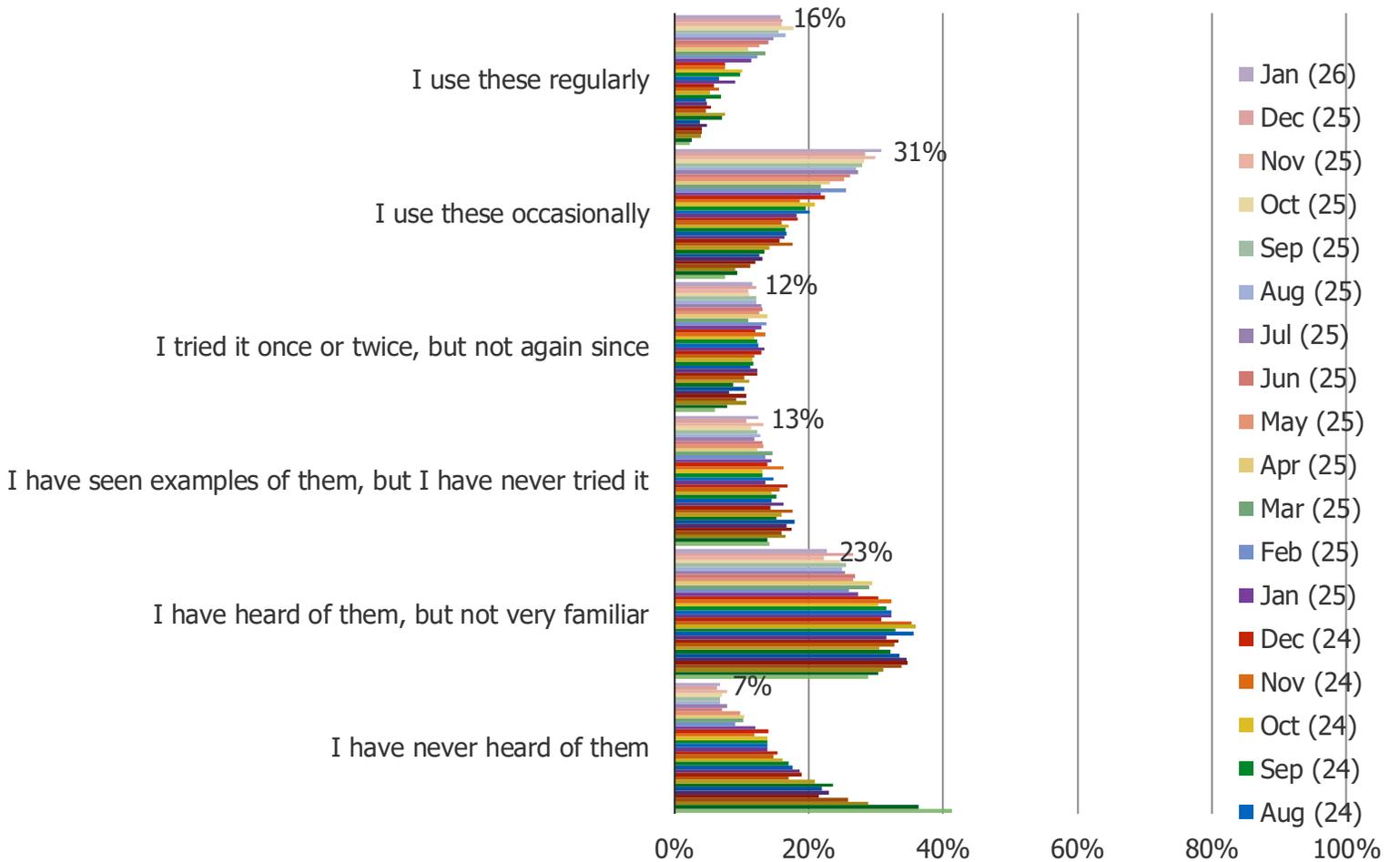
Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	15.4%	16.1%	9.1%	10.5%	4.2%	2.8%	9.1%	0.0%	4.9%	3.5%	6.3%	0.7%	1.4%	0.7%	2.1%	0.0%
25 to 34	10.1%	30.0%	6.5%	9.7%	2.3%	2.3%	8.3%	0.9%	3.7%	1.4%	5.5%	4.2%	1.4%	0.0%	0.9%	0.0%
35 to 44	4.6%	41.8%	4.6%	9.1%	2.7%	0.9%	9.6%	0.9%	1.8%	1.4%	2.7%	1.4%	1.4%	1.4%	0.5%	0.0%
45 to 54	2.5%	41.7%	2.5%	10.0%	4.2%	1.3%	8.8%	1.7%	0.0%	0.8%	0.8%	2.9%	1.3%	0.0%	0.4%	0.4%
55 to 64	1.8%	45.9%	1.4%	5.5%	1.4%	0.5%	8.3%	0.0%	0.5%	0.5%	1.8%	2.3%	1.4%	0.0%	0.0%	0.0%
65 to 74	0.0%	36.7%	0.0%	7.9%	0.7%	0.0%	6.5%	0.0%	0.0%	0.7%	1.4%	0.0%	0.7%	0.0%	0.0%	0.0%
75 or older	0.0%	30.3%	0.0%	2.8%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.9%	0.0%

Tickers: GOOGL, Twitter/X, META, SNAP, PINS, AMZN

MONTHLY SEARCH SURVEY

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

Posed to all respondents.

Legend:
- Jan (26)
- Dec (25)
- Nov (25)
- Oct (25)
- Sep (25)
- Aug (25)
- Jul (25)
- Jun (25)
- May (25)
- Apr (25)
- Mar (25)
- Feb (25)
- Jan (25)
- Dec (24)
- Nov (24)
- Oct (24)
- Sep (24)
- Aug (24)

Categories:
- I use these regularly — 16%
- I use these occasionally — 31%
- I tried it once or twice, but not again since — 12%
- I have seen examples of them, but I have never tried it — 13%
- I have heard of them, but not very familiar — 23%
- I have never heard of them — 7%

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

Posed to all respondents.

Legend:
- Jan (26)
- Dec (25)
- Nov (25)
- Oct (25)
- Sep (25)
- Aug (25)
- Jul (25)
- Jun (25)
- May (25)
- Apr (25)
- Mar (25)
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- May (24)
- Apr (24)
- Mar (24)
- Feb (24)
- Jan (24)
- Dec (23)
- Nov (23)
- Oct (23)
- Sep (23)
- Aug (23)

Categories and values:
- None of the above: 6%
- Amazon (in-app or website): 22%
- Ask.com: 3%
- Baidu: 1%
- DuckDuckGo: 9%
- Yandex: 2%
- Yahoo: 20%
- Bing: 13%
- Google: 84%
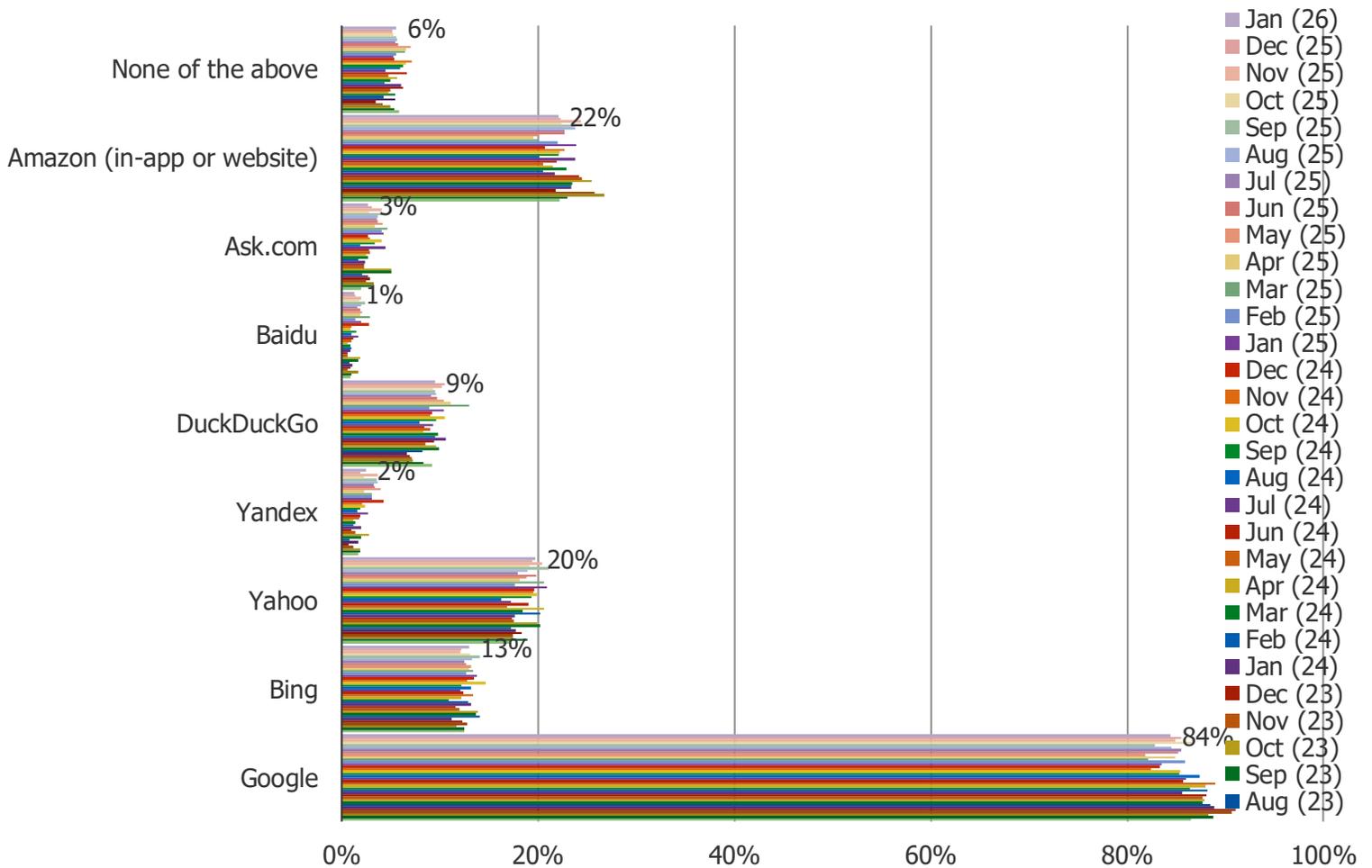
WHICH OF THE FOLLOWING IS YOUR FAVORITE FOR SEARCHING ON THE INTERNET?

Posed to all respondents.

Legend (top to bottom):
- Jan (26)
- Dec (25)
- Nov (25)
- Oct (25)
- Sep (25)
- Aug (25)
- Jul (25)
- Jun (25)
- May (25)
- Apr (25)
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- Apr (24)
- Mar (24)
- Feb (24)
- Jan (24)
- Dec (23)
- Nov (23)
- Oct (23)
- Sep (23)
- Aug (23)

Categories: None of the above, Amazon (in-app or website), Ask.com, Baidu, DuckDuckGo, Yandex, Yahoo, Bing, Google