

BESPOKE SURVEYS

Search, Vol 16

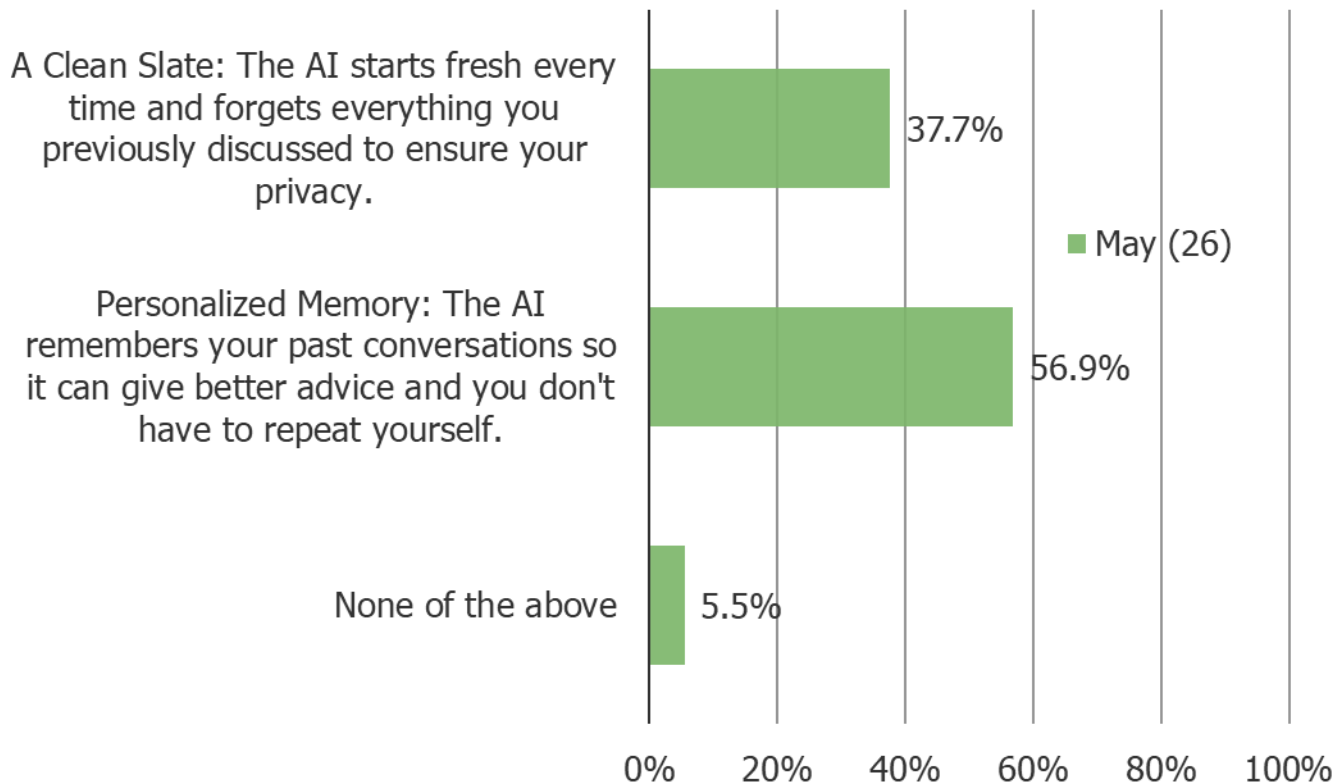
1250+ Respondents Per Quarter

Search

NEW QUESTIONS

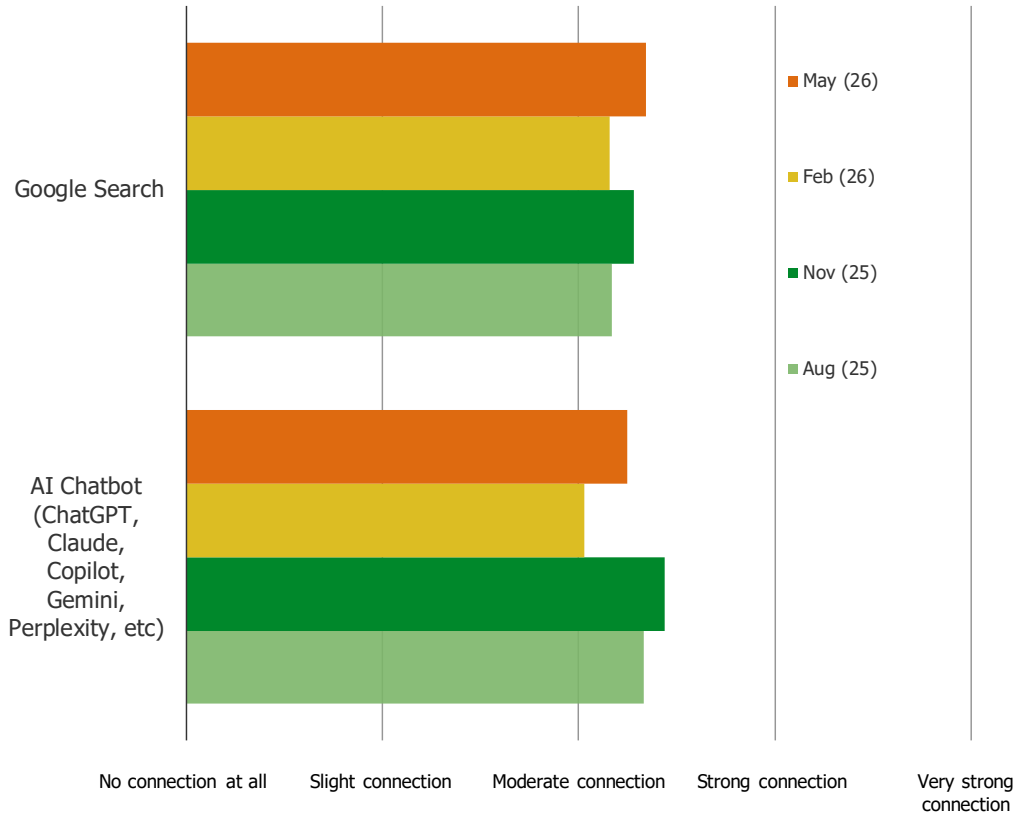
WHEN USING A CHATBOT, WHICH OF THESE TWO EXPERIENCES DO YOU PREFER?

Posed to all respondents who said they used an AI chatbot in the past week (N = 438)

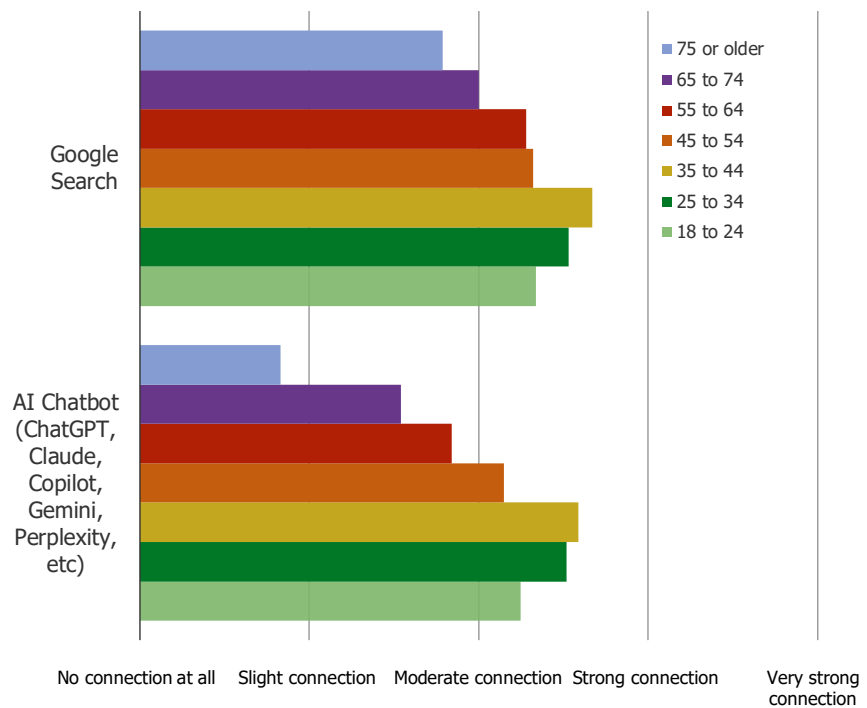


TO WHAT EXTENT DO YOU FEEL A PERSONAL CONNECTION TO THE FOLLOWING?

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

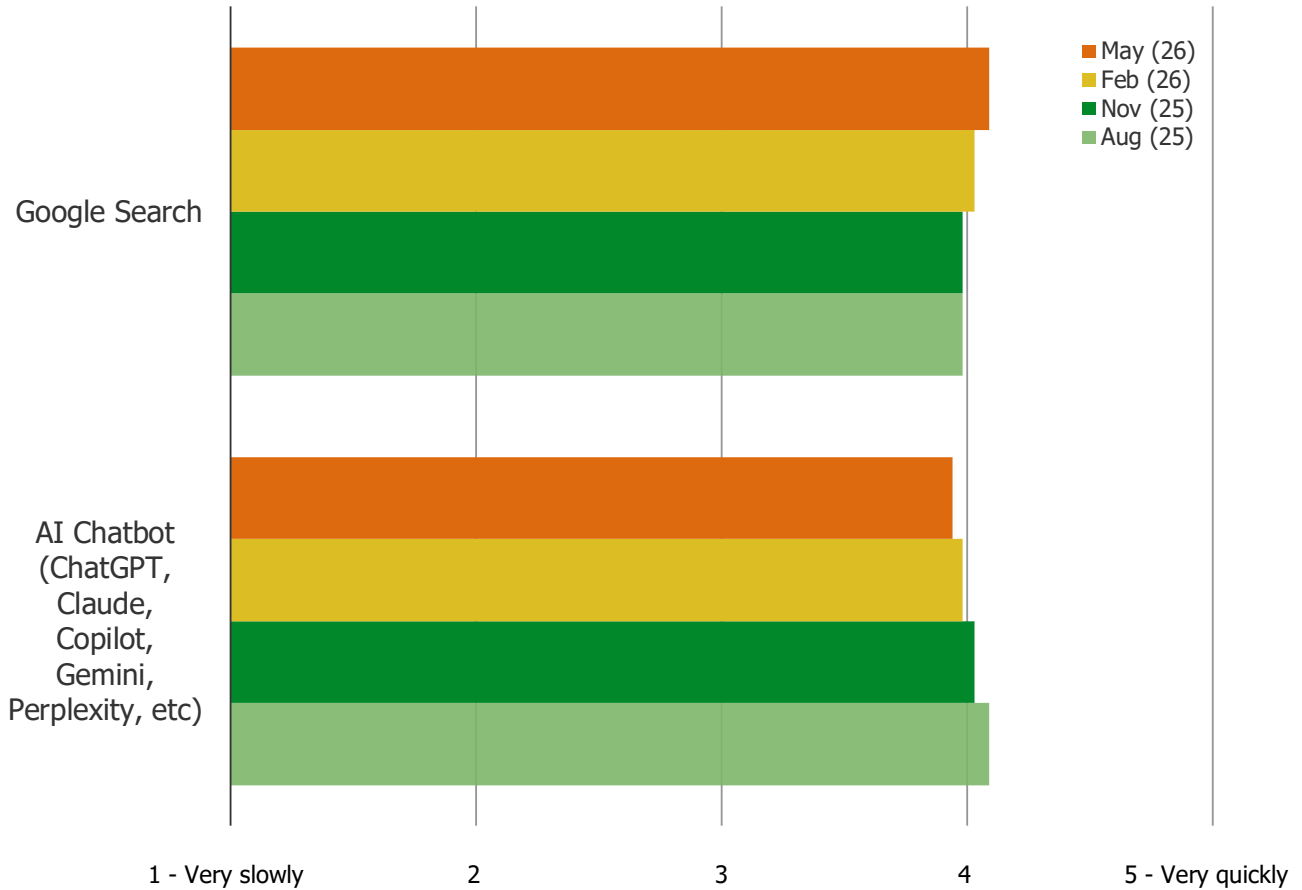


	N=
AI Chatbot	438
Google Search	912



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

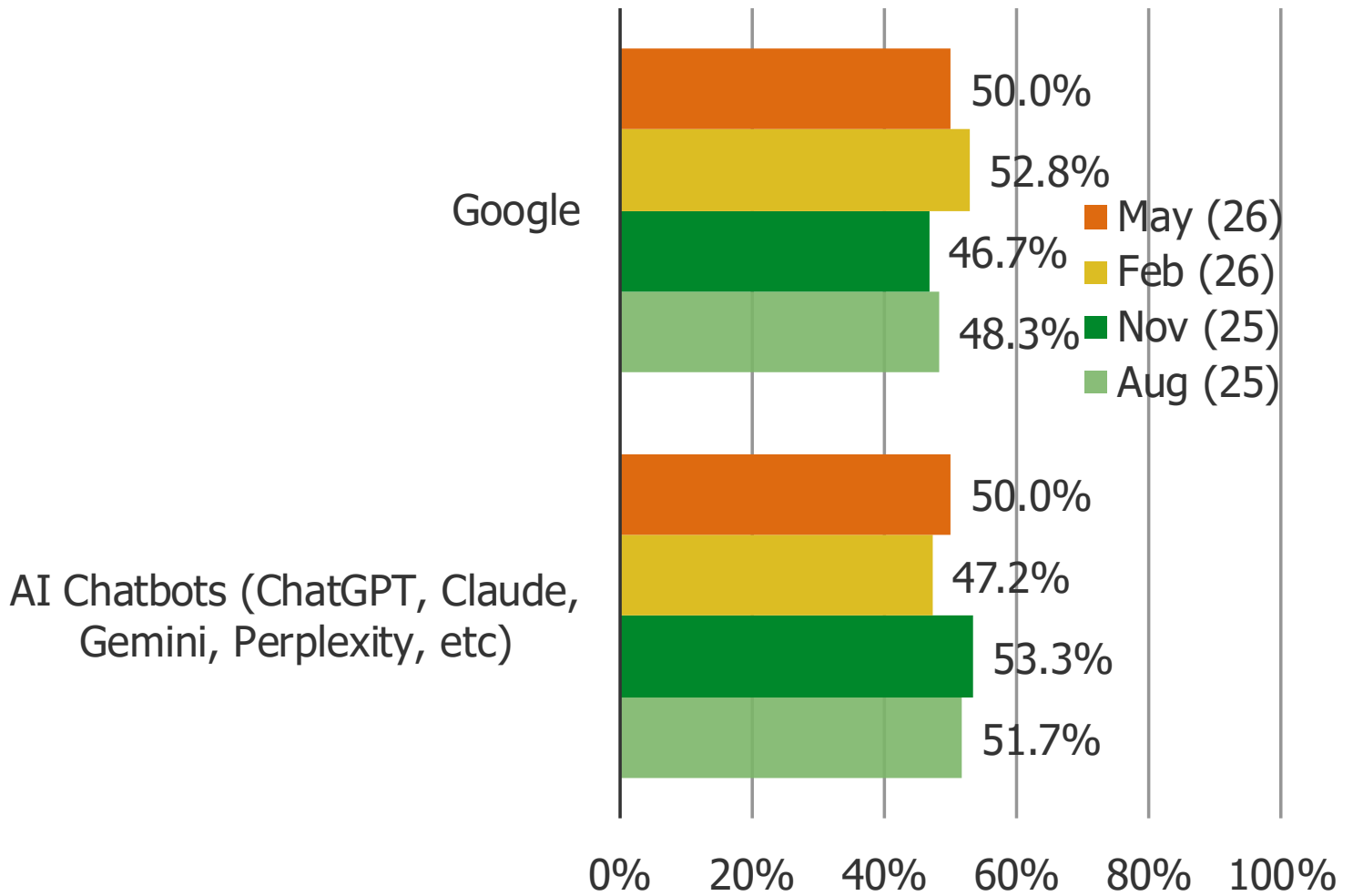
Posed to all respondents who said they used each of the following in the past week.



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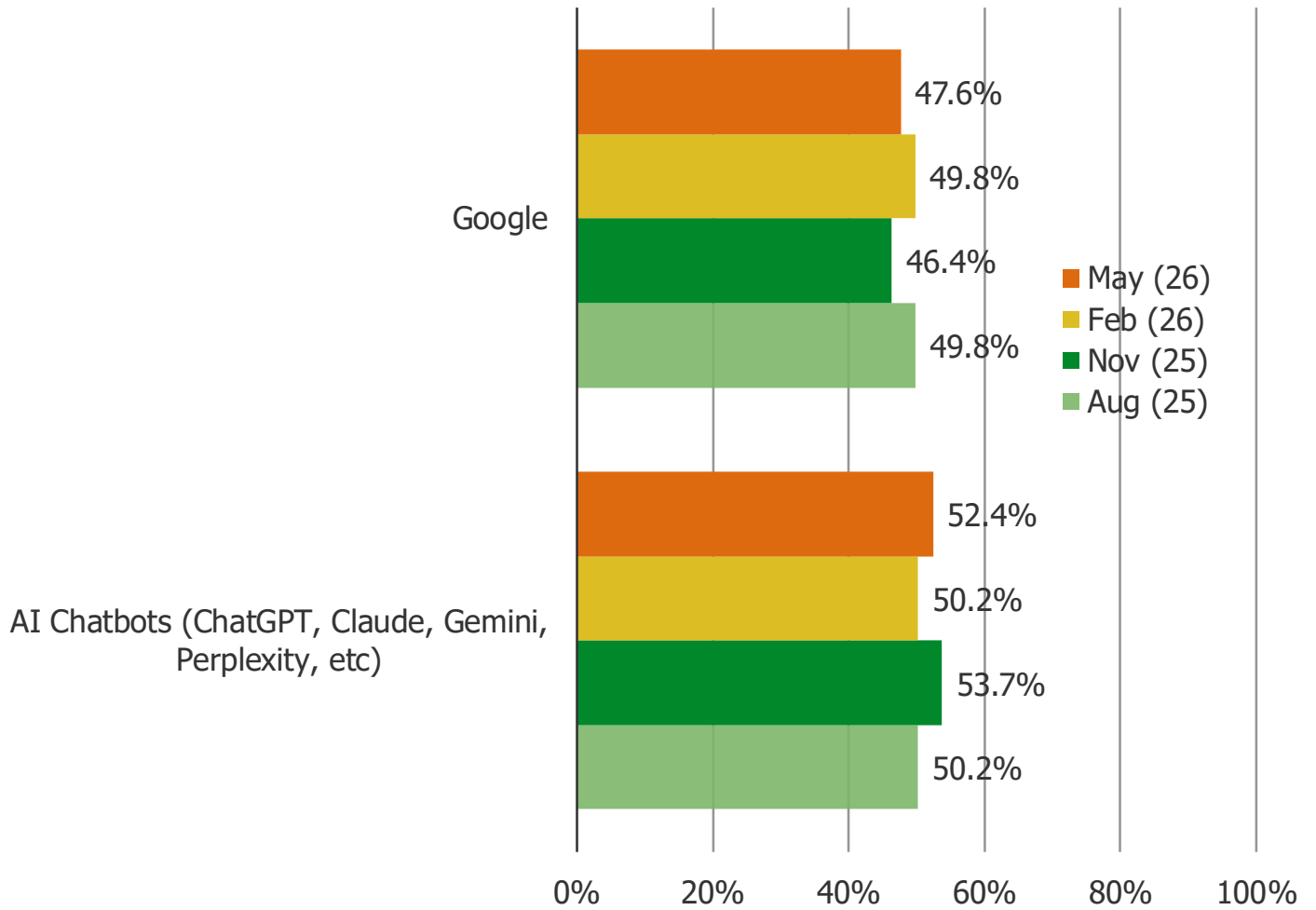
WHICH DO YOU FEEL IS BETTER FOR GETTING MEDICAL / HEALTH ADVICE?

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



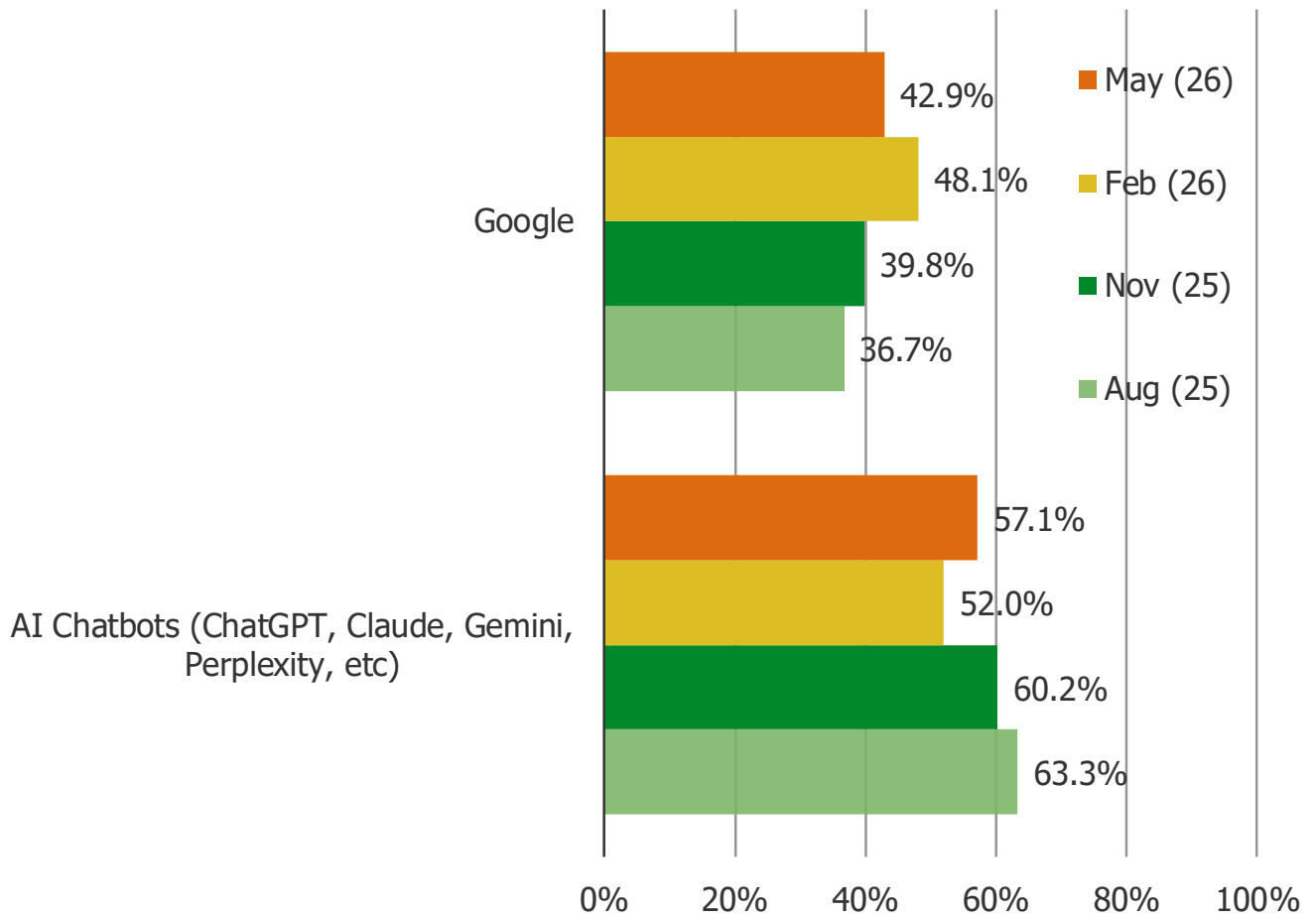
WHICH DO YOU FEEL IS BETTER FOR GETTING LEGAL ADVICE?

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



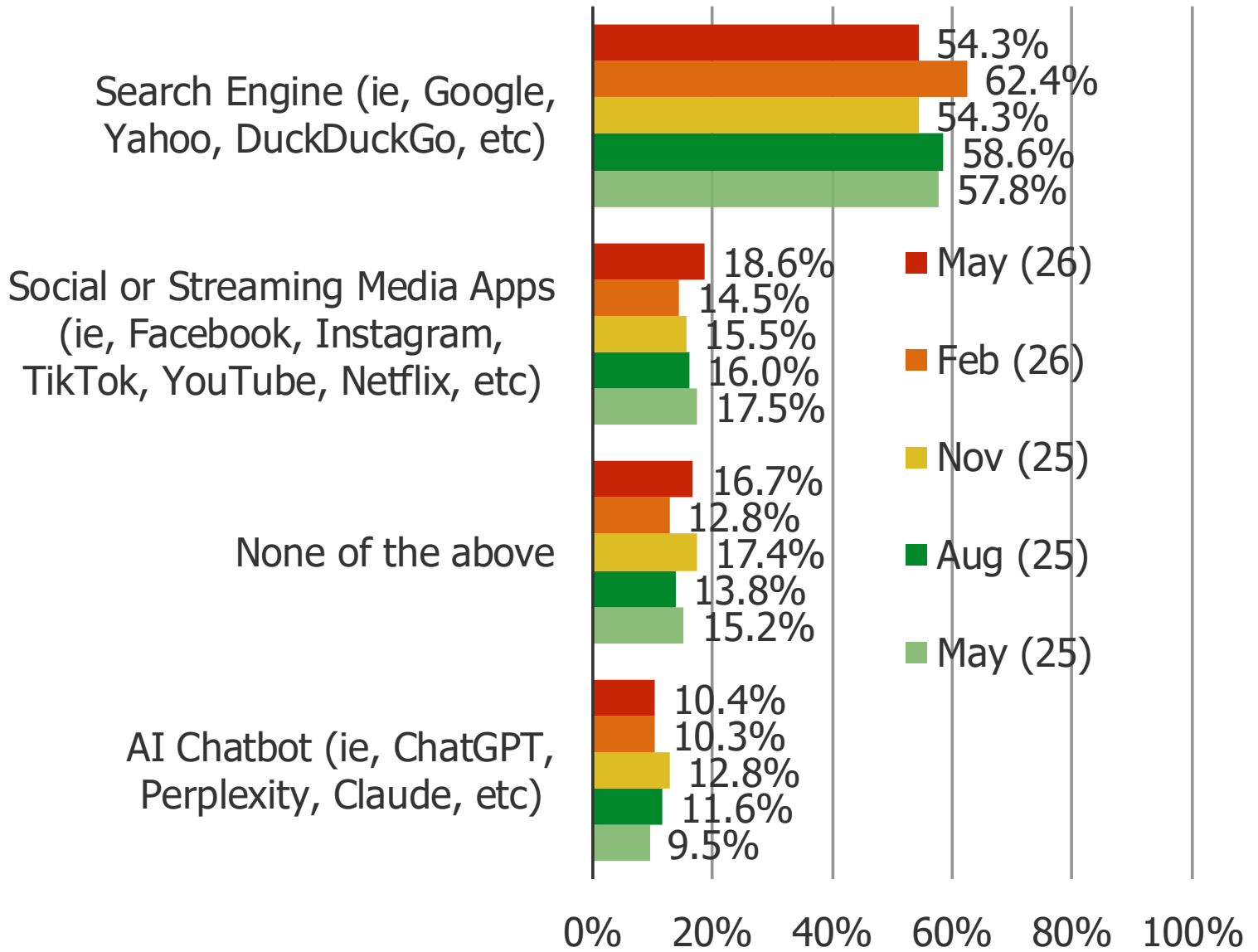
WHICH DO YOU FEEL IS BETTER FOR HELPING WITH IMPORTANT LIFE DECISIONS?

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



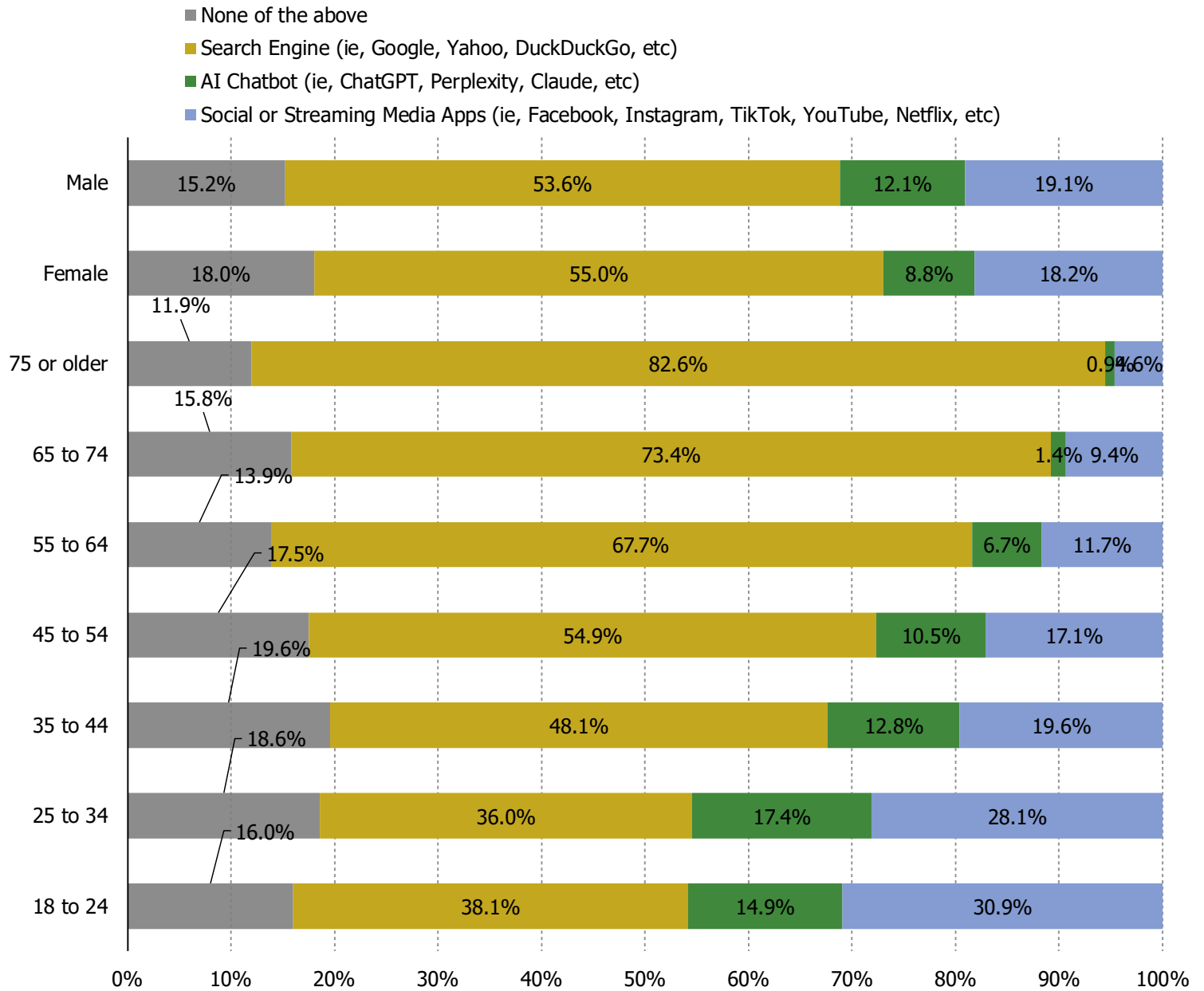
WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE, WHERE DO YOU PREFER TO START TYPICALLY?

Posed to all respondents.



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Posed to all respondents.

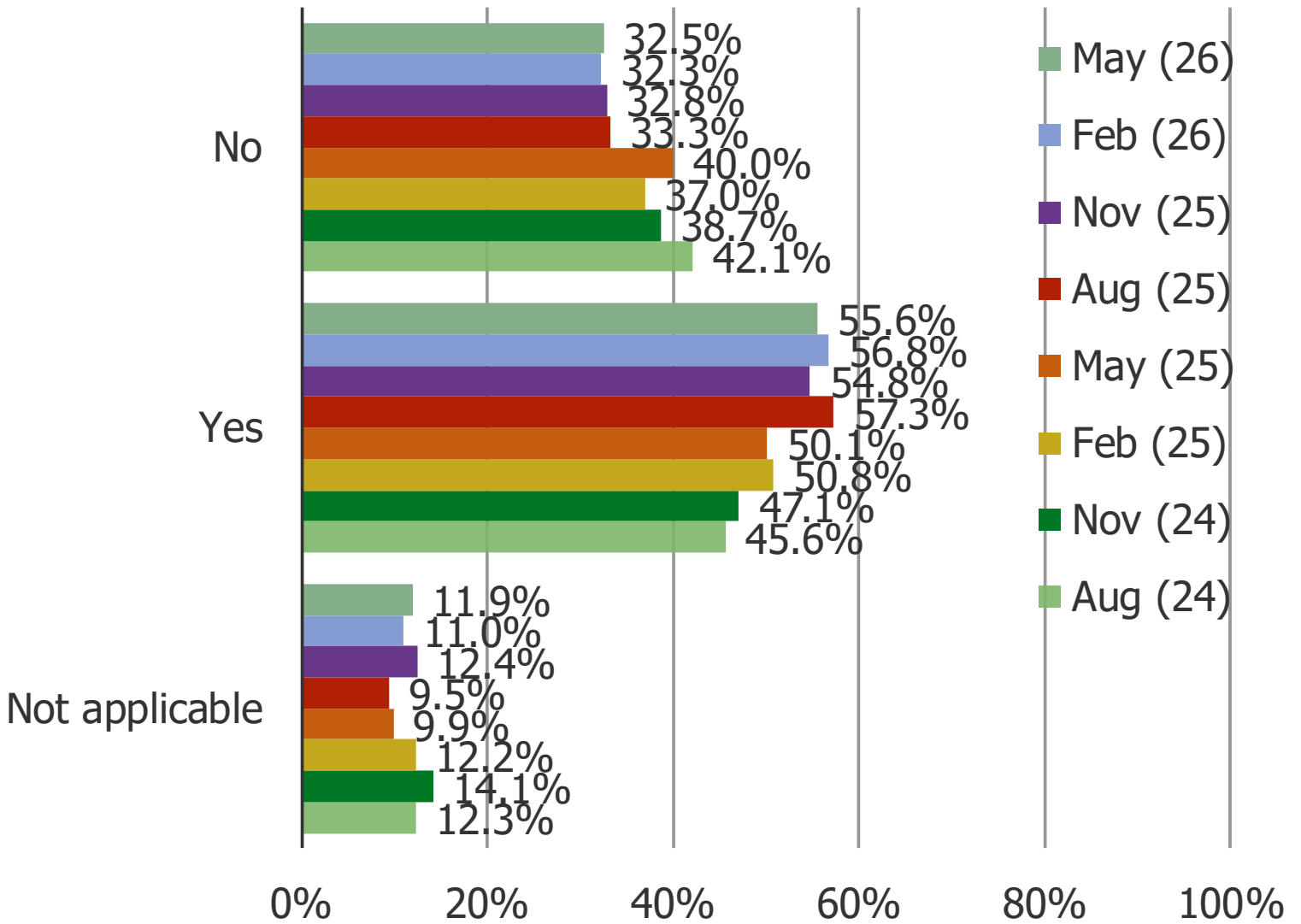


Search

AI SEARCH

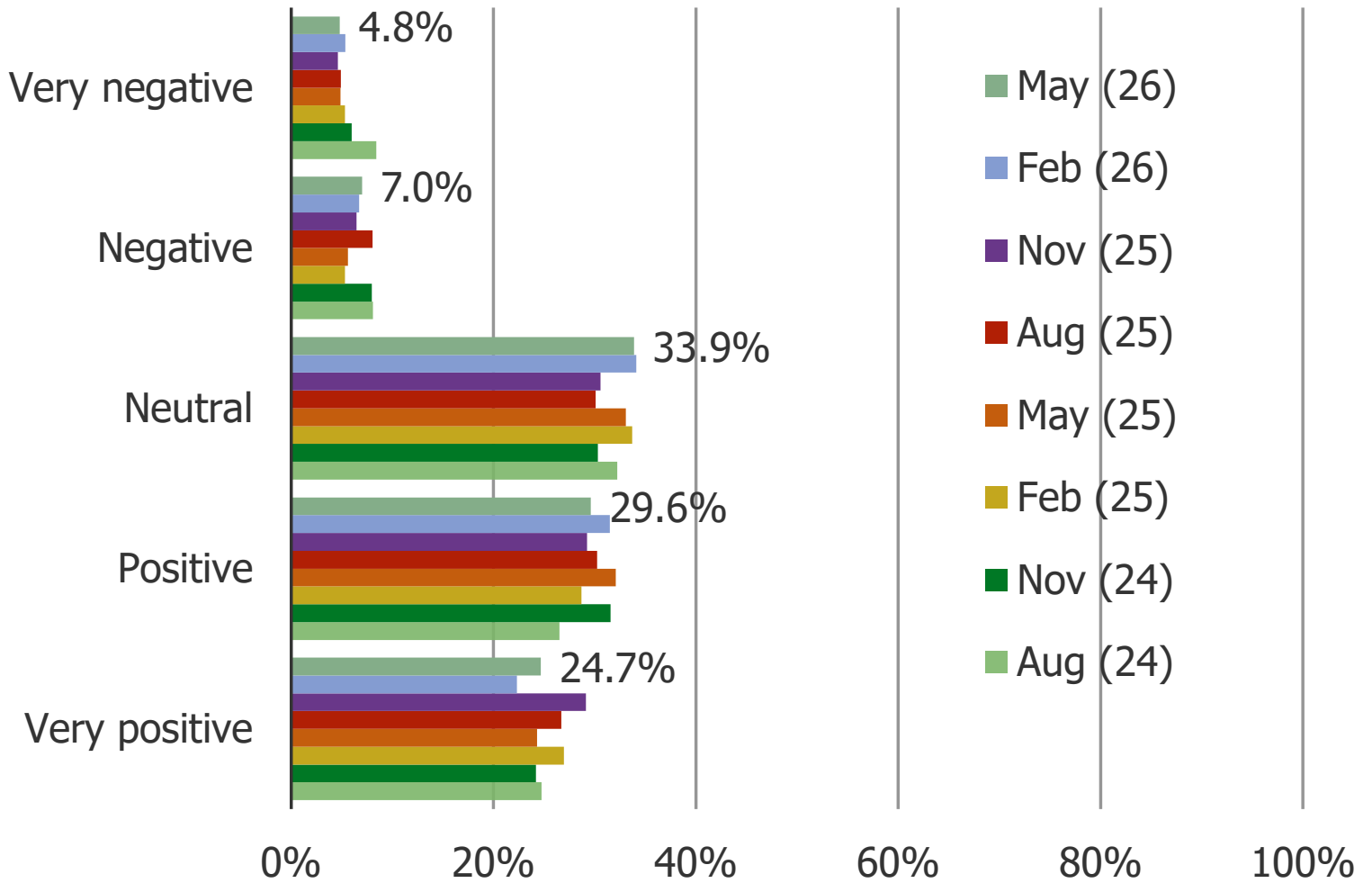
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES?
 (EXAMPLE ABOVE)

Posed to all respondents.



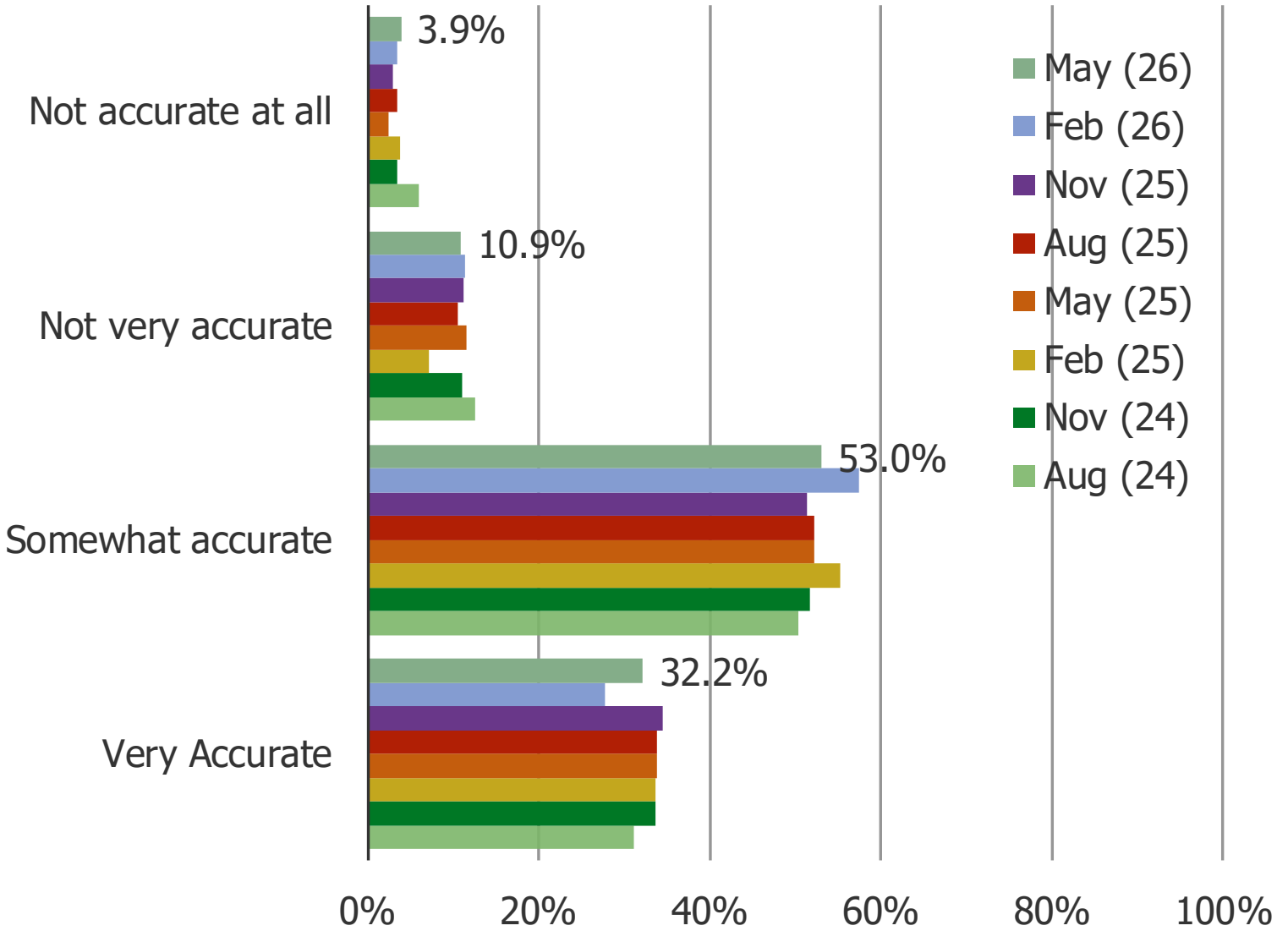
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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



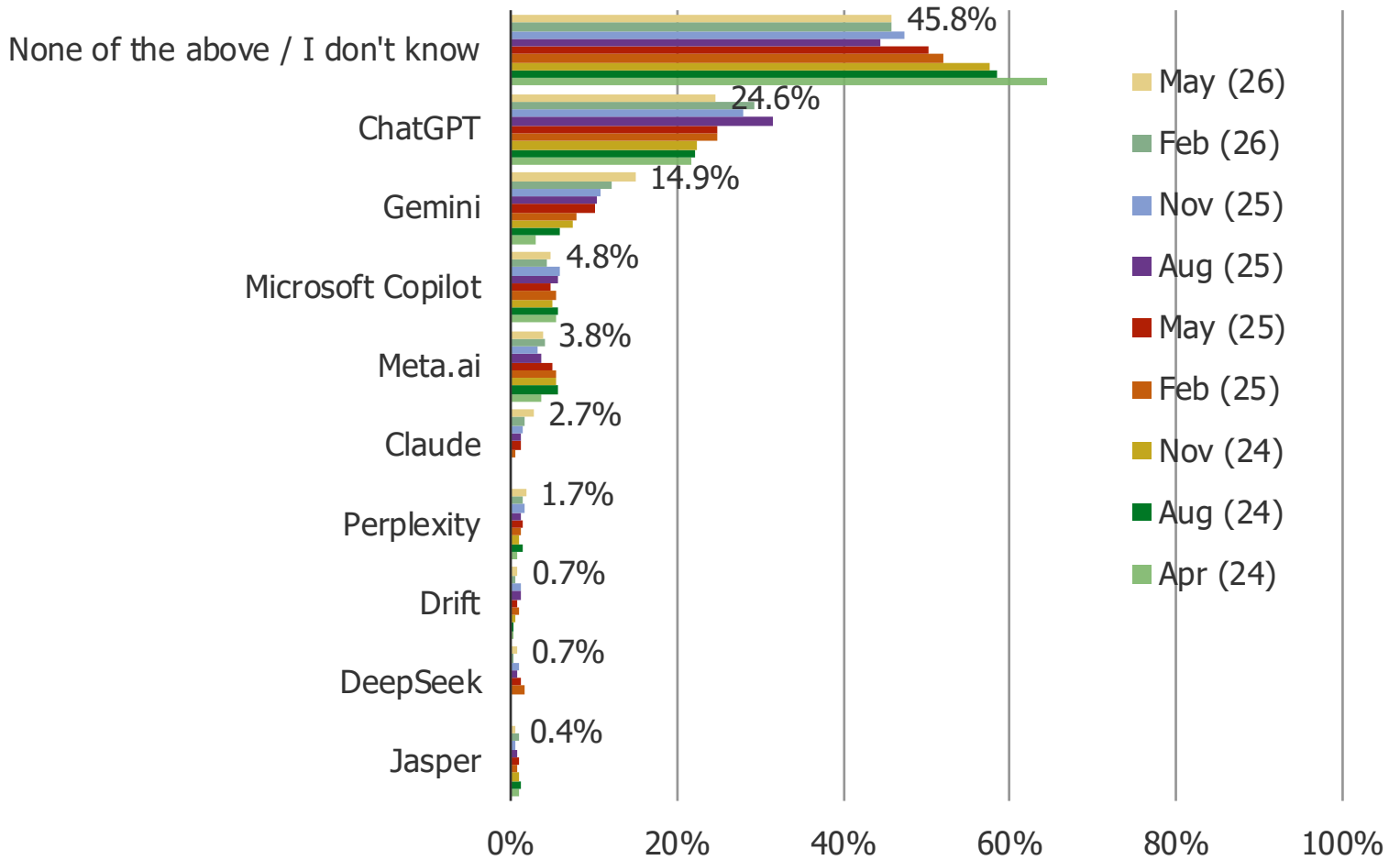
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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



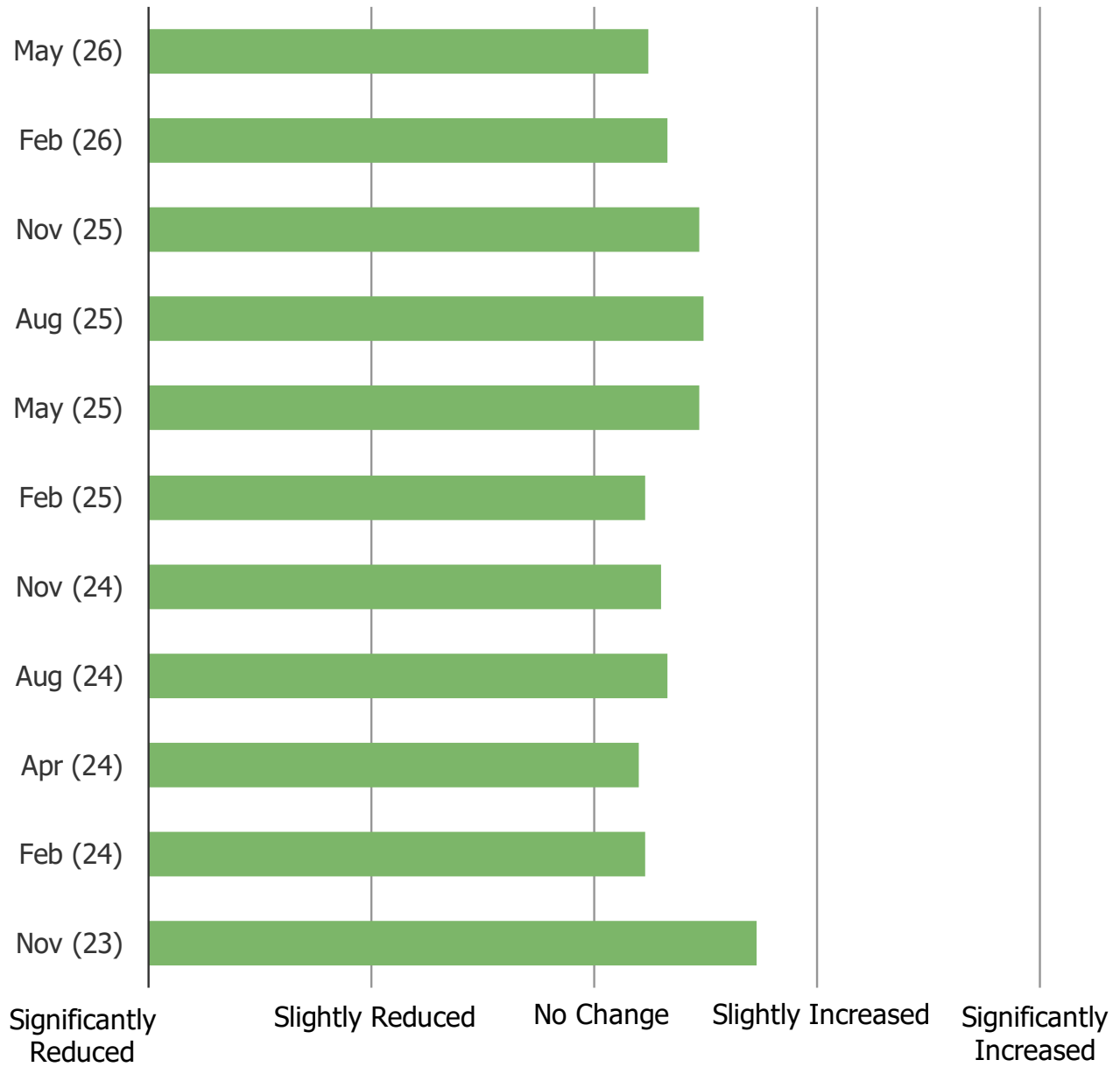
WHICH DO YOU THINK IS THE BEST AI CHATBOT APP/SITE?

Posed to all respondents.



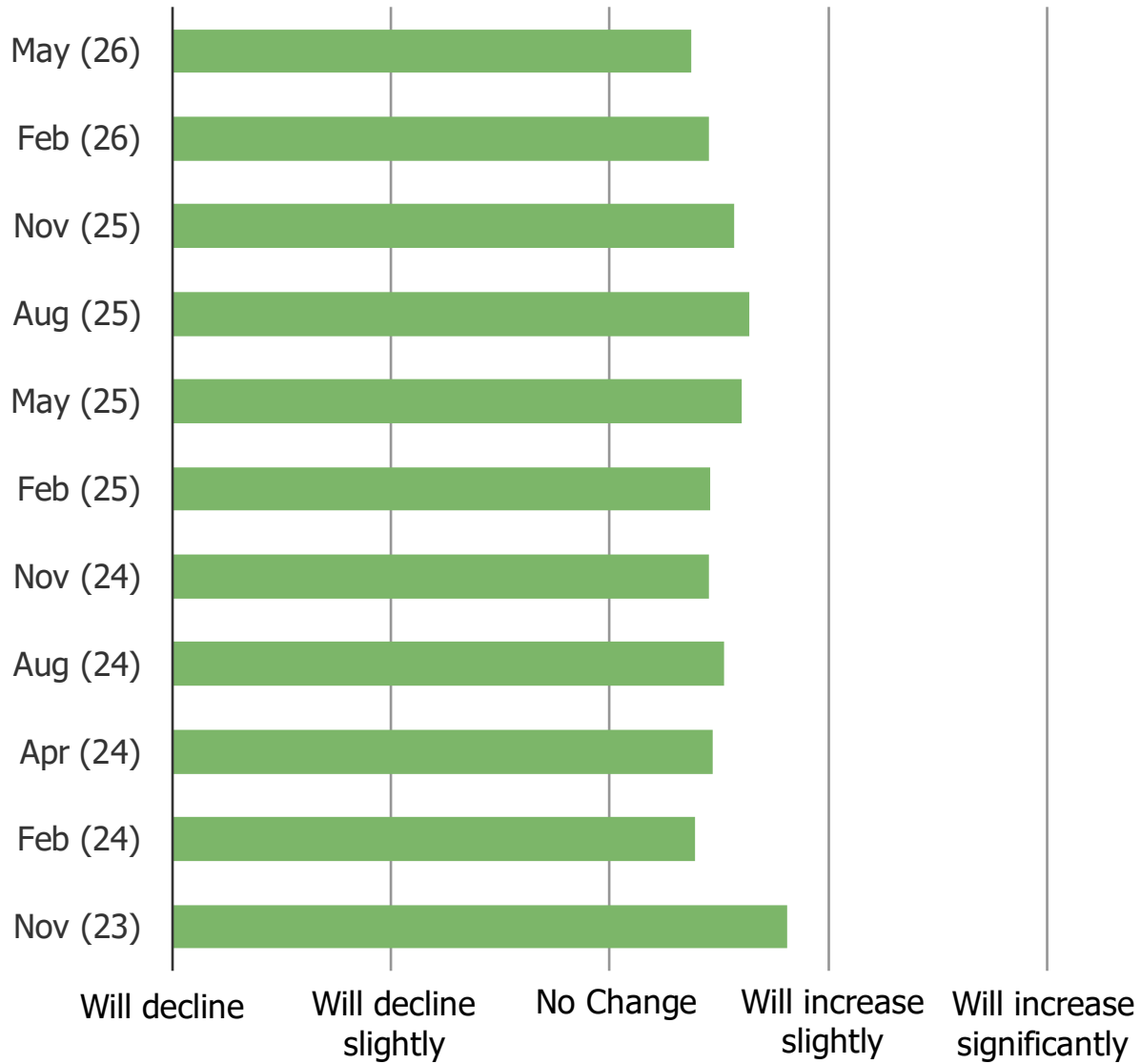
OVER THE PAST MONTH, HAVE YOU CHANGED HOW OFTEN YOU PERSONALLY USE AI CHATBOTS, LIKE CHAT GPT?

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



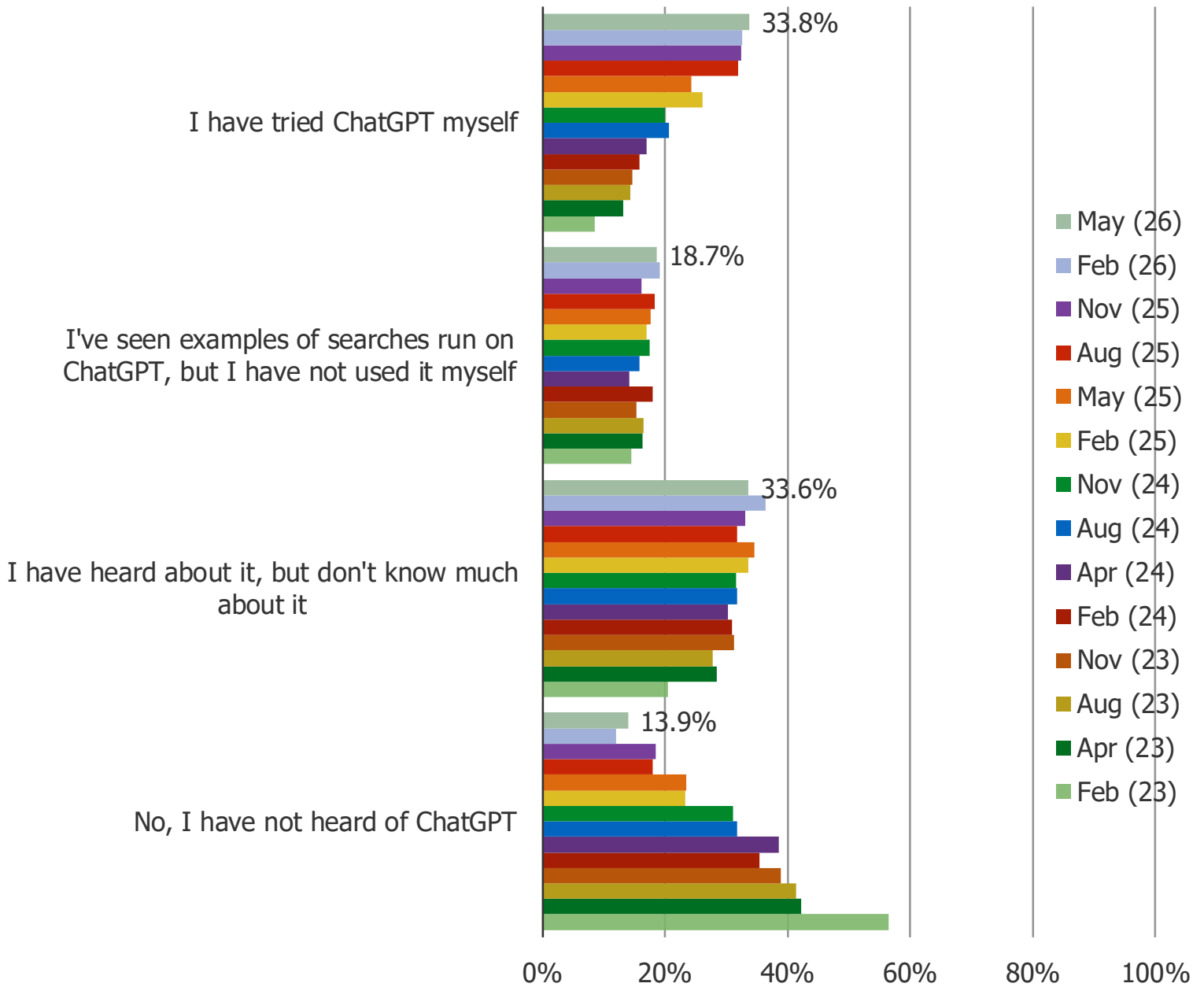
GOING FORWARD, WOULD YOU EXPECT YOUR USAGE OF AI CHATBOTS, LIKE CHAT GPT, TO CHANGE IN ANY WAY?

Posed to all respondents who have tried ChatGPT. (N=478)



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.

Category	Percentage	Count
Other / Unclassified	36.34%	4,799
General Positive / Fun / Engaging	16.47%	2,175
Helpful / Useful / Informative	11.28%	1,490
Blank / Unknown / None	8.73%	1,153
Descriptive (Bot/AI/Machine)	7.30%	964
Smart / Intelligent / Innovative	6.87%	907
Scary / Negative / Poor Quality	6.86%	906
Fast / Efficient / Convenient	3.28%	433
Neutral / Complex / Evolving	2.88%	380

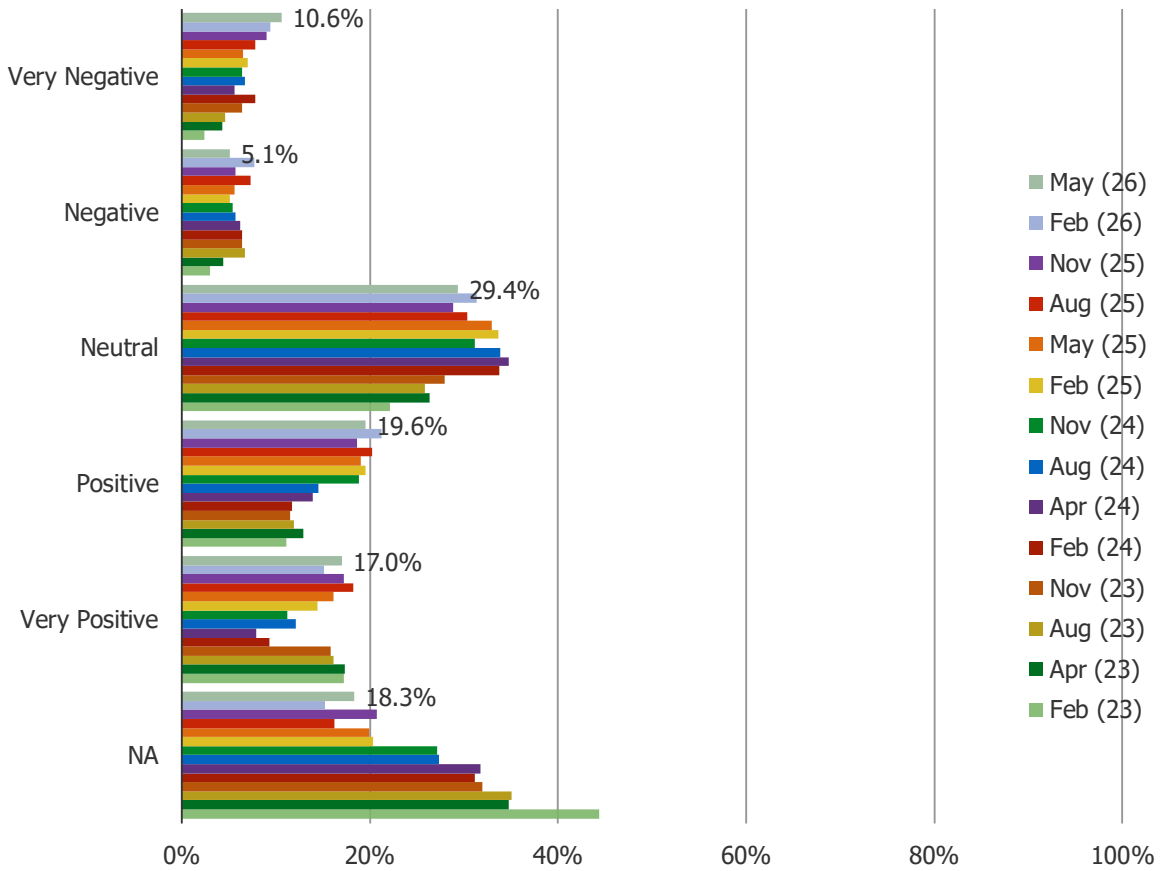
Regression Results (Sorted by Significance):

Category	R ²	P-Value	Trend
Helpful / Useful / Informative	0.80	0.0000	Increasing
Fast / Efficient / Convenient	0.80	0.0000	Increasing
Other / Unclassified	0.56	0.0021	Decreasing
General Positive / Fun / Engaging	0.41	0.0137	Decreasing
Neutral / Complex / Evolving	0.25	0.0703	Decreasing
Smart / Intelligent / Innovative	0.24	0.0788	Increasing
Blank / Unknown / None	0.20	0.1106	Decreasing
Descriptive (Bot/AI/Machine)	0.05	0.4226	Increasing
Scary / Negative / Poor Quality	0.02	0.6463	Increasing

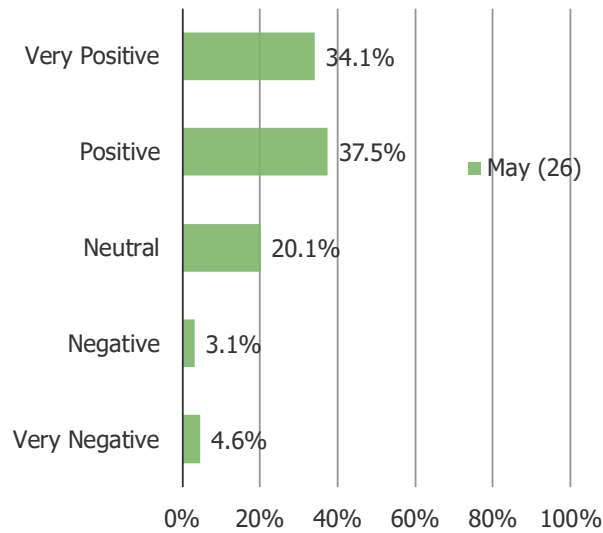
- Shift from Novelty to Utility:** Descriptions focused on "Fun / Engaging" are declining significantly ($P = 0.0137$), while "Helpful / Useful" and "Efficient" descriptors are rising with high statistical significance ($P = 0.0000$). This indicates consumers are moving past the "toy" phase of AI and viewing it as a permanent utility tool.
- Consistency of Negative Sentiment:** Descriptors related to "Scary / Negative" have remained statistically stable ($P = 0.64$) over the 14-quarter period, suggesting a consistent segment of the population remains wary or dissatisfied regardless of technology updates.
- Converging Vocabulary:** The significant decrease in "Other / Unclassified" responses suggests that the public vocabulary for describing AI is becoming more standardized as the technology becomes mainstream.

WHAT IS YOUR OPINION OF CHATGPT?

Posed to all respondents.

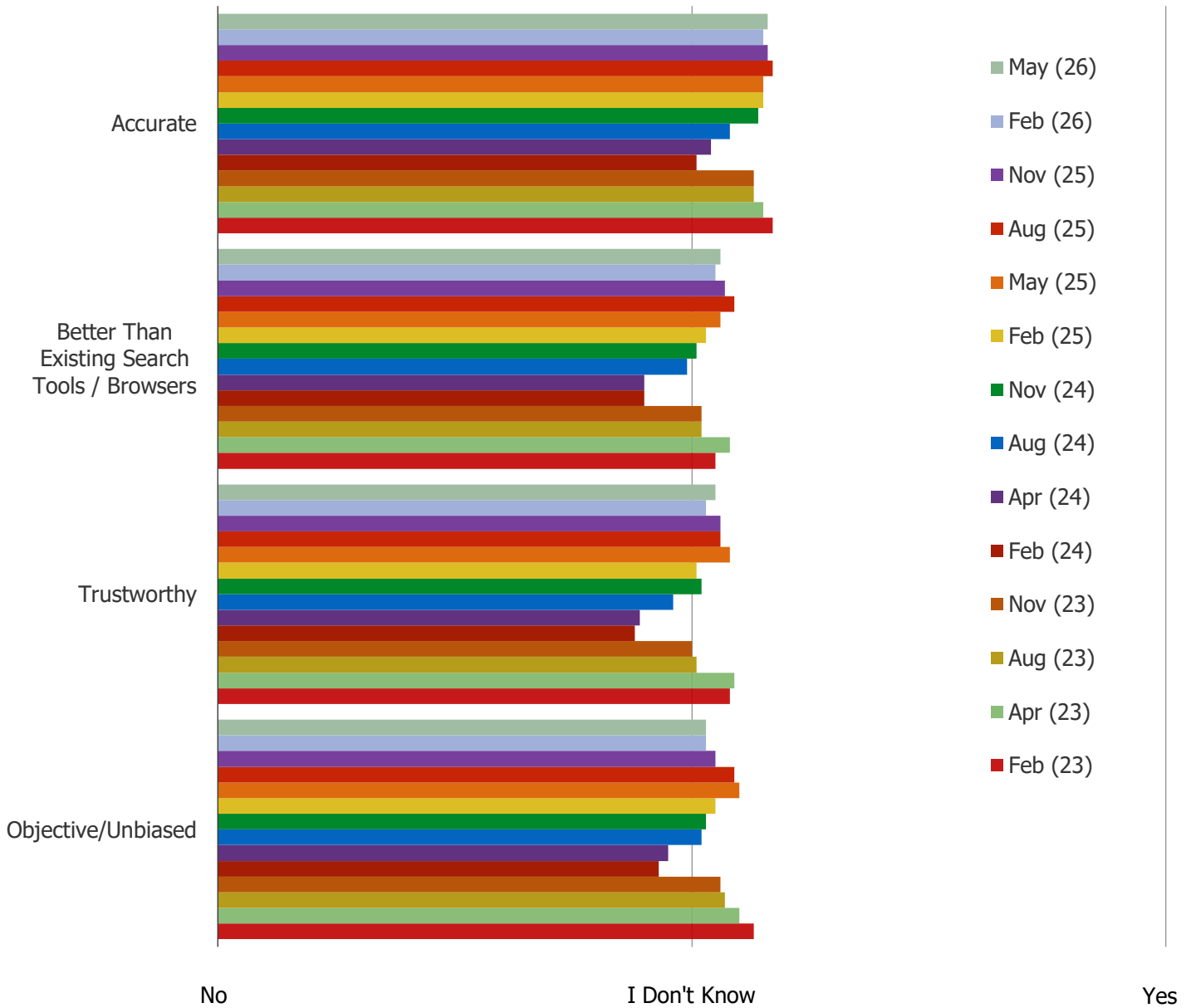


Focusing on respondents who have tried ChatGPT (N = 478)



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

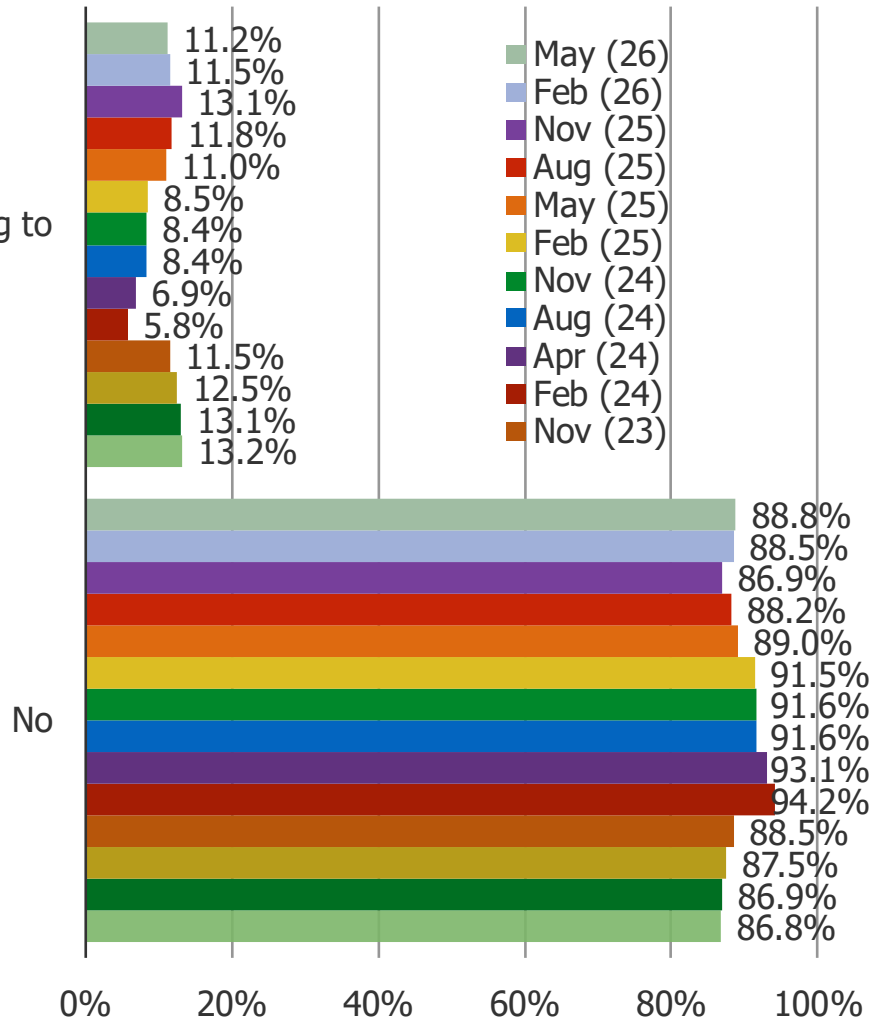
Posed to all respondents.



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?)



Note: Among consumers who have used an AI chatbot in the past week, 27.17% reported a willingness to pay in May 2026.

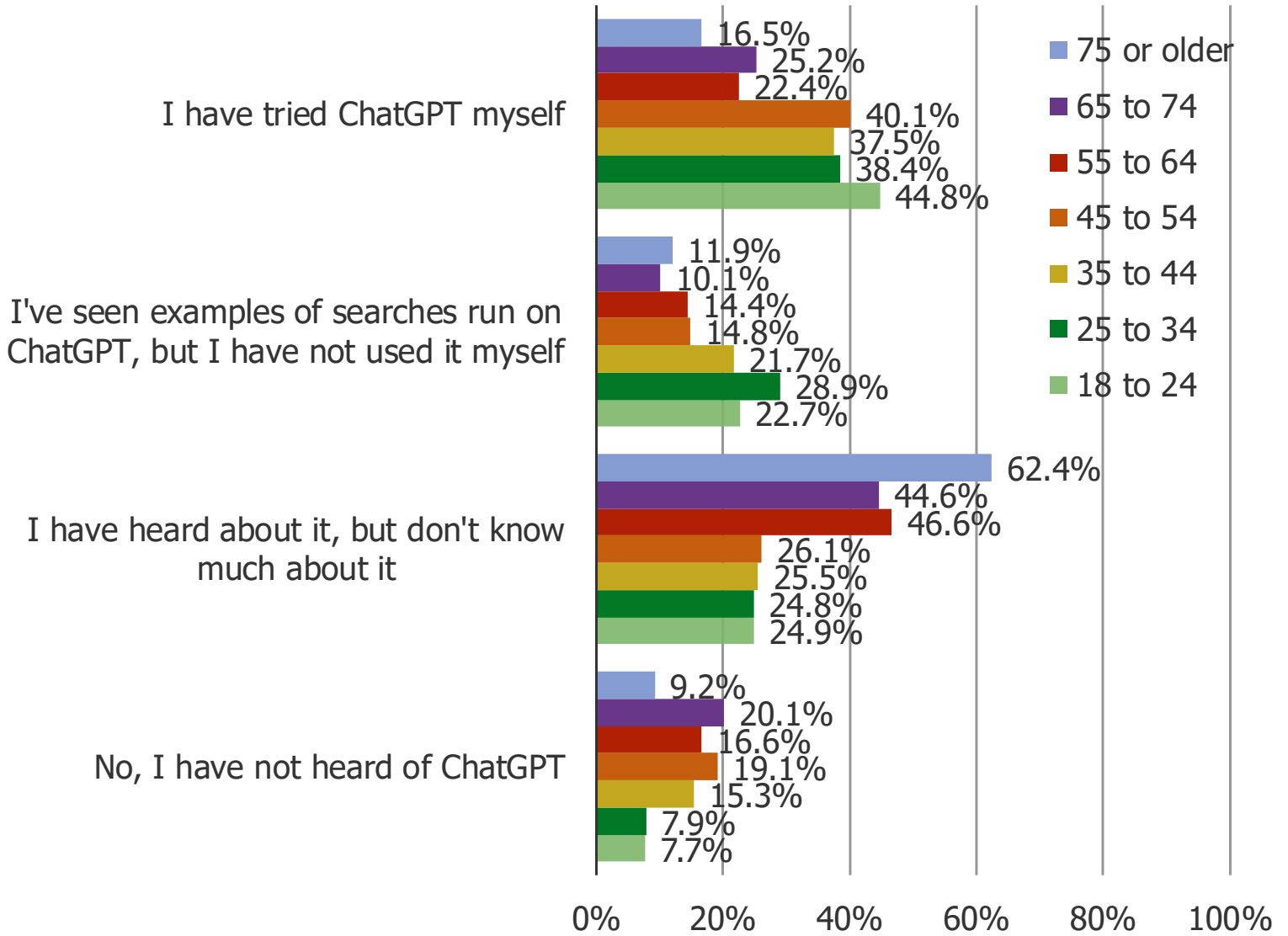
Of those willing to pay monthly...

Median: \$20.00 per month

Mean: \$32.69 per month

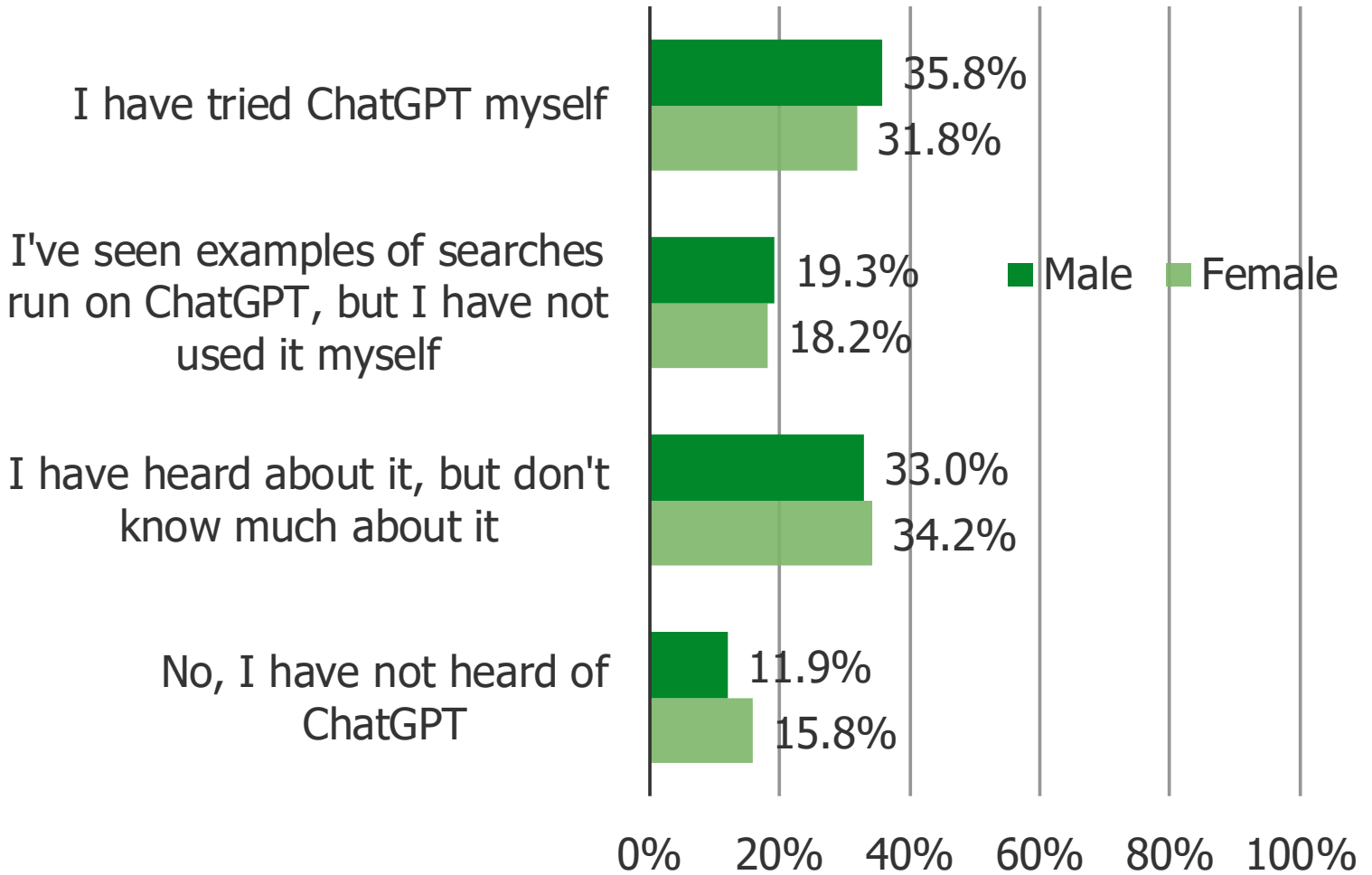
COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.



COHORT ANALYSIS: CHATGPT ENGAGEMENT

Posed to all respondents.

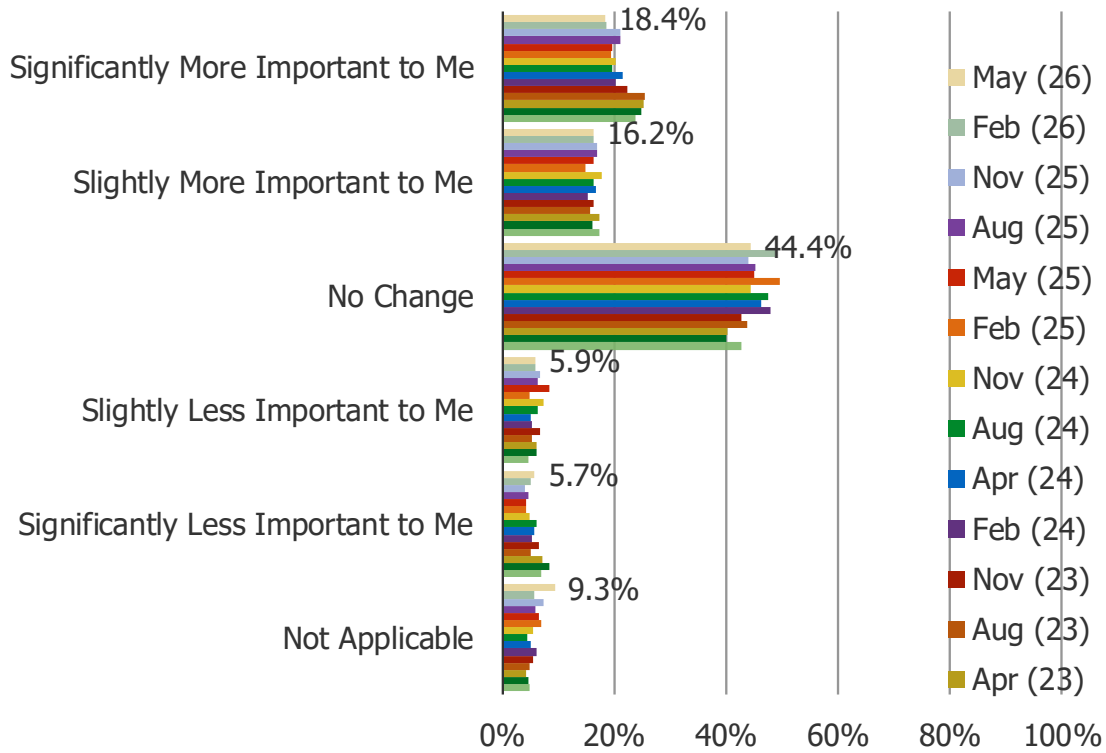


Search

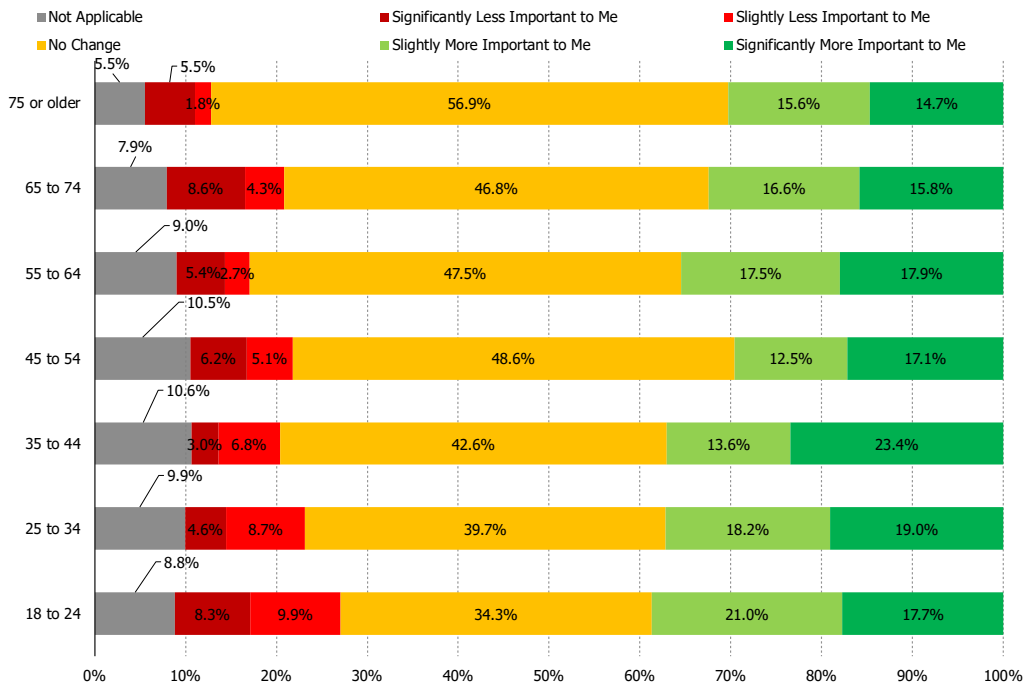
SEARCH

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

Posed to all respondents.

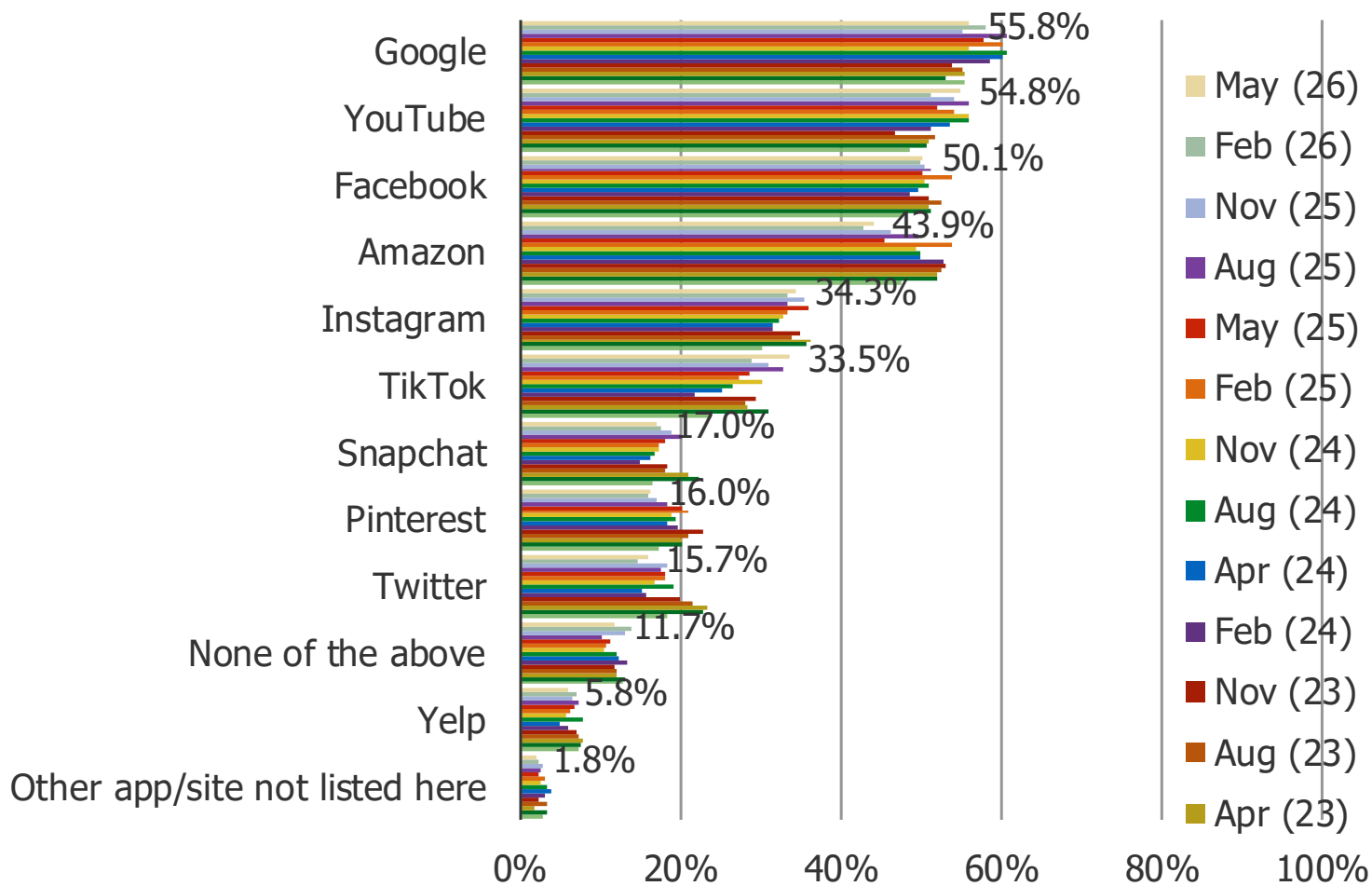


Cross-Tab by Age



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.

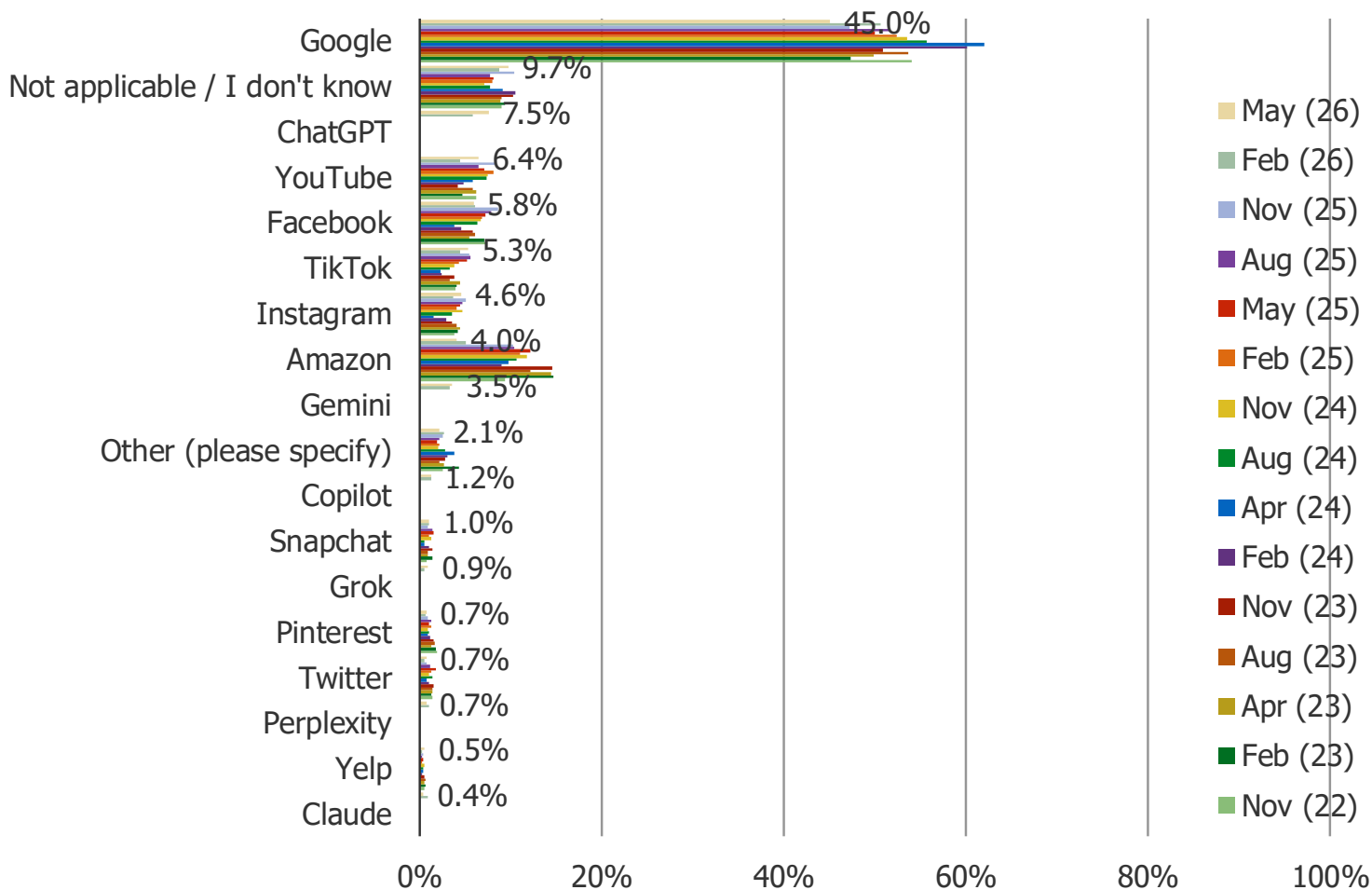


Cross-tabbing the data by age...

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest
18 to 24	7.7%	56.4%	49.7%	53.6%	37.6%	22.1%	32.6%	63.0%	5.5%	45.3%	22.7%
25 to 34	7.0%	43.0%	52.9%	47.1%	50.0%	26.0%	28.1%	62.8%	6.2%	45.5%	18.2%
35 to 44	8.5%	40.9%	61.3%	43.4%	56.6%	19.6%	22.6%	60.9%	8.9%	47.7%	20.0%
45 to 54	11.3%	31.5%	59.5%	30.4%	58.4%	14.0%	12.8%	54.9%	4.7%	42.8%	12.8%
55 to 64	11.7%	23.8%	61.0%	23.8%	51.6%	7.6%	5.8%	52.9%	2.7%	41.3%	13.0%
65 to 74	13.7%	13.7%	56.8%	15.8%	48.9%	4.3%	5.8%	42.5%	7.9%	46.0%	13.0%
75 or older	33.9%	8.3%	40.4%	9.2%	36.7%	9.2%	1.8%	29.4%	4.6%	35.8%	9.2%

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

Posed to all respondents.



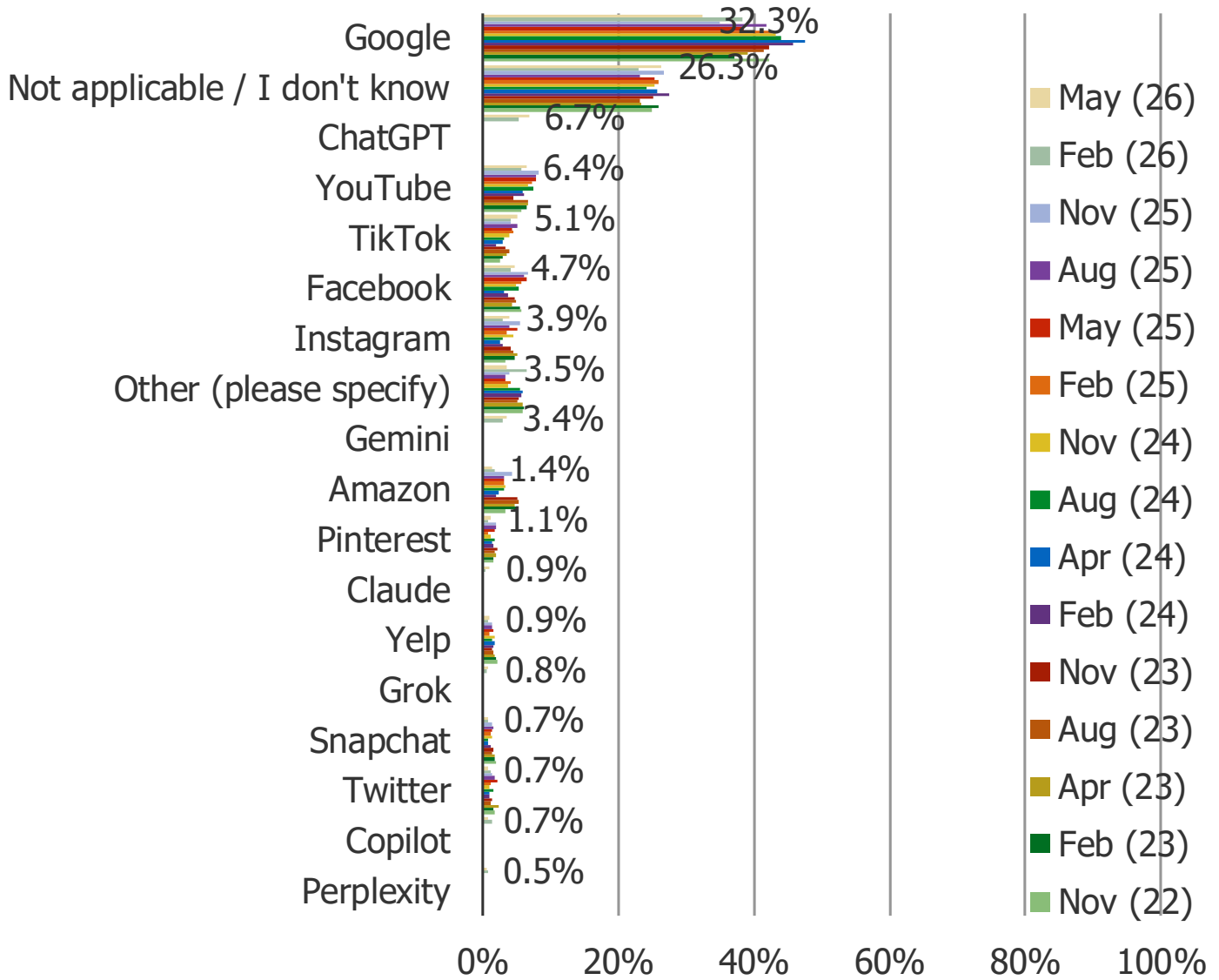
Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazor	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	12.2%	35.4%	8.8%	2.8%	1.7%	3.3%	6.6%	0.6%	1.7%	2.2%	13.3%	1.7%	0.0%	1.1%	1.1%	0.0%
25 to 34	9.9%	24.4%	10.7%	7.0%	0.8%	1.7%	7.9%	0.4%	3.7%	0.8%	13.6%	2.9%	2.9%	0.8%	0.4%	2.5%
35 to 44	5.5%	42.6%	4.7%	9.4%	0.9%	1.7%	6.0%	0.4%	3.4%	0.4%	7.7%	4.7%	1.3%	0.0%	1.7%	0.9%
45 to 54	3.9%	50.6%	2.7%	5.8%	0.8%	0.0%	8.2%	0.8%	5.1%	0.0%	5.5%	5.5%	1.2%	0.4%	0.4%	0.8%
55 to 64	0.5%	58.7%	1.4%	4.5%	0.0%	0.0%	6.3%	0.0%	4.5%	0.5%	5.4%	3.6%	0.9%	0.0%	0.5%	0.5%
65 to 74	2.2%	61.9%	0.0%	5.0%	0.0%	0.0%	2.9%	0.7%	5.8%	0.0%	0.7%	2.2%	0.7%	0.0%	0.0%	0.0%
75 or older	0.0%	49.5%	0.0%	4.6%	0.9%	0.0%	4.6%	0.9%	4.6%	1.8%	1.8%	2.8%	0.0%	0.0%	0.0%	0.9%

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

Posed to all respondents.



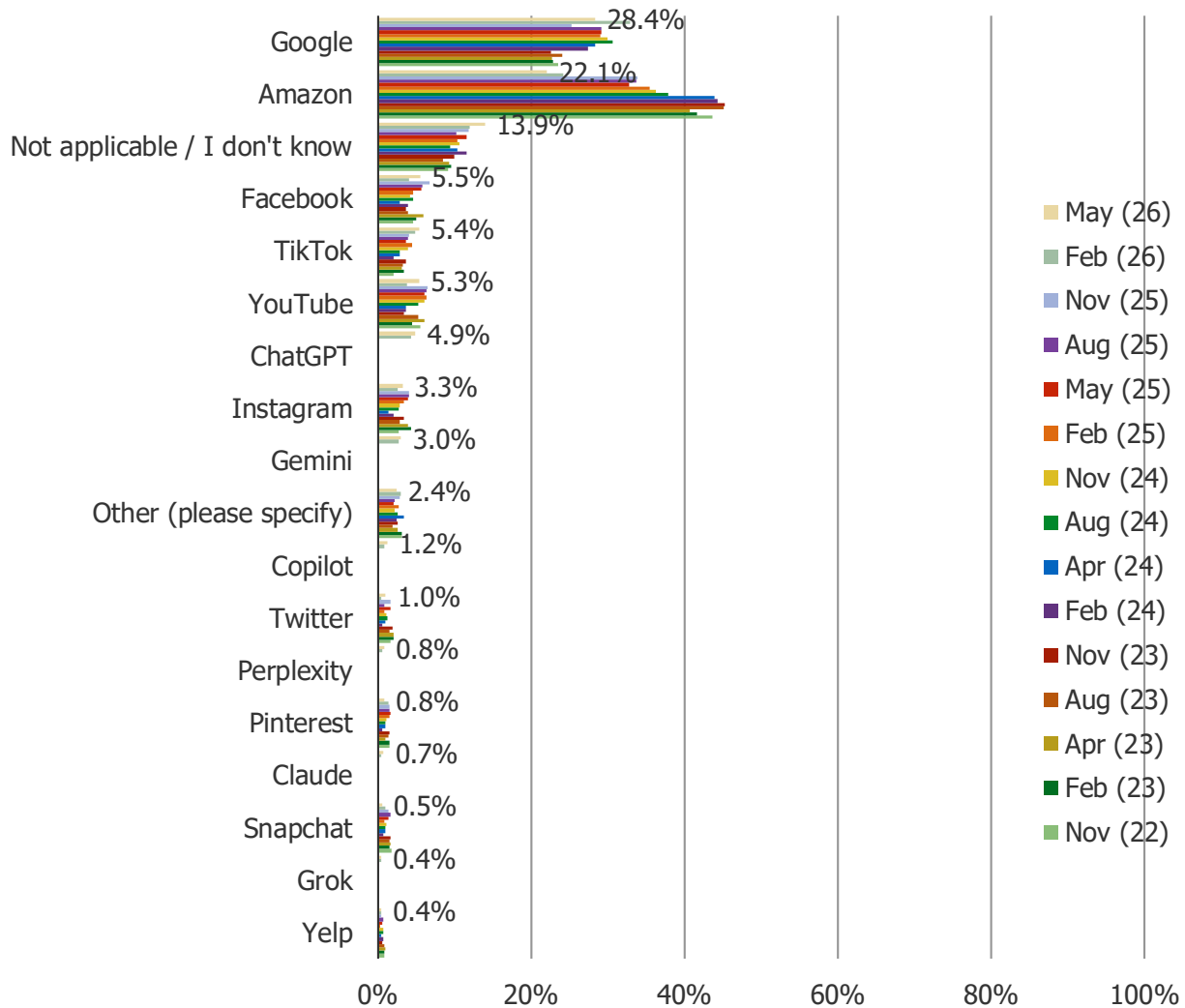
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Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	12.7%	22.7%	7.7%	4.4%	1.7%	2.2%	7.2%	1.7%	0.6%	2.2%	14.9%	1.7%	0.6%	2.2%	0.6%	1.7%
25 to 34	8.7%	23.6%	8.3%	5.4%	1.7%	0.8%	6.6%	1.2%	3.3%	2.1%	5.4%	5.4%	2.1%	0.8%	1.7%	1.2%
35 to 44	5.1%	36.6%	4.3%	7.2%	0.4%	0.9%	6.4%	1.7%	1.7%	1.3%	3.4%	3.4%	0.9%	0.9%	0.9%	1.3%
45 to 54	3.9%	34.2%	2.3%	5.1%	0.4%	0.8%	7.4%	0.0%	1.6%	0.8%	6.2%	6.2%	0.0%	0.8%	0.0%	0.4%
55 to 64	0.9%	44.0%	1.4%	4.0%	0.0%	0.0%	5.8%	0.9%	0.0%	0.5%	2.2%	2.2%	0.0%	0.9%	0.0%	0.0%
65 to 74	0.7%	35.3%	0.7%	2.9%	0.0%	0.0%	6.5%	0.0%	0.7%	0.0%	0.7%	0.7%	0.0%	0.7%	0.0%	0.0%
75 or older	0.9%	26.6%	0.0%	0.9%	0.9%	0.0%	3.7%	0.0%	0.9%	0.0%	0.9%	0.9%	0.9%	0.0%	0.0%	0.9%

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

Posed to all respondents.



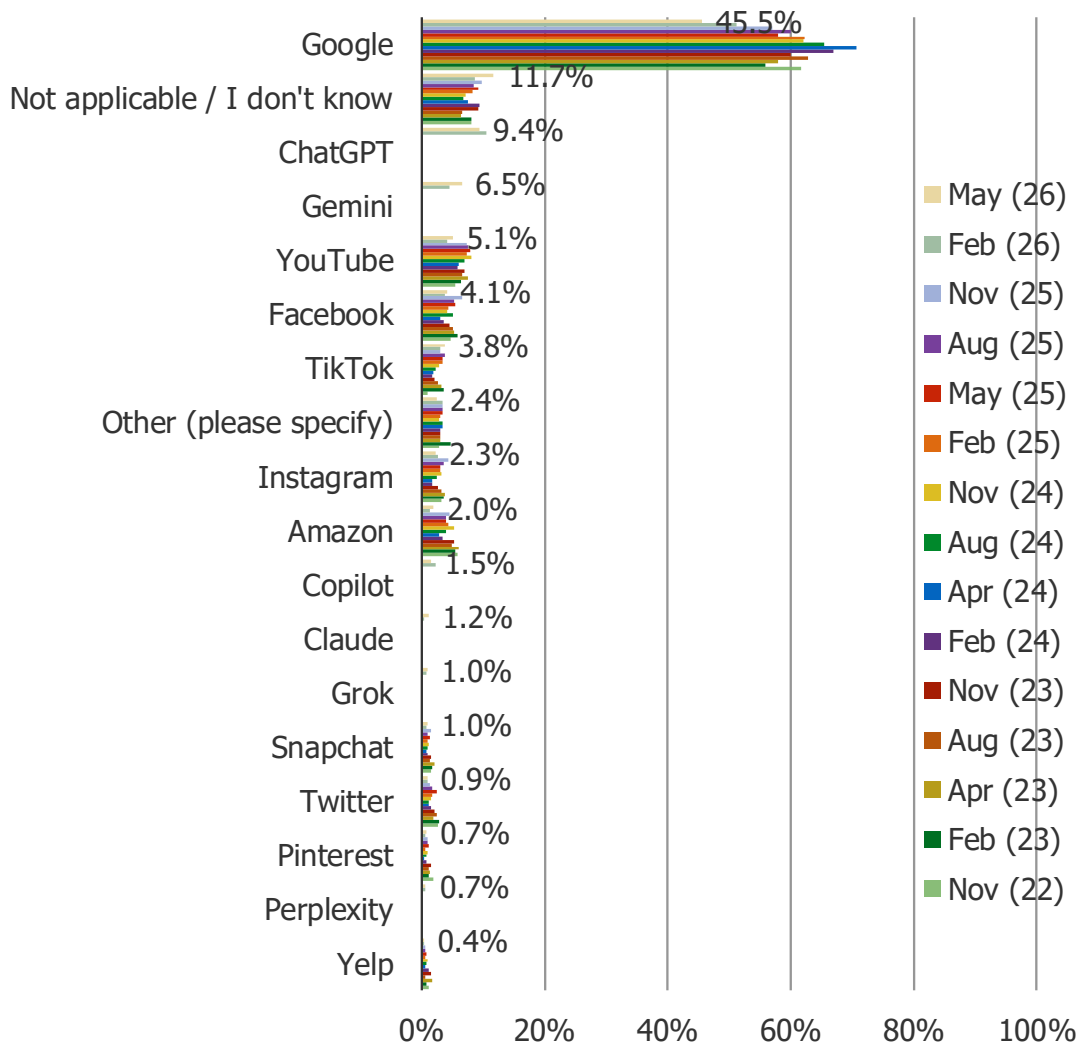
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Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	12.2%	18.2%	8.3%	4.4%	2.8%	1.1%	6.1%	0.0%	15.5%	2.2%	7.2%	4.4%	1.7%	1.7%	1.1%	0.6%
25 to 34	8.3%	17.4%	8.7%	5.4%	2.9%	0.4%	7.0%	1.2%	14.5%	0.8%	10.7%	3.7%	2.5%	1.7%	2.1%	0.4%
35 to 44	6.0%	27.7%	1.3%	8.1%	0.4%	1.7%	4.3%	0.0%	24.3%	1.7%	4.3%	1.3%	1.7%	0.9%	0.9%	0.4%
45 to 54	4.3%	30.7%	1.6%	7.0%	0.0%	0.0%	6.2%	0.8%	21.0%	0.0%	4.3%	5.8%	0.8%	0.0%	0.4%	1.2%
55 to 64	2.2%	41.7%	0.9%	4.9%	0.0%	0.0%	5.8%	0.5%	22.4%	0.0%	2.7%	2.2%	0.5%	0.0%	0.5%	0.0%
65 to 74	2.2%	30.9%	0.0%	4.3%	0.0%	0.0%	4.3%	0.0%	36.0%	0.7%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
75 or older	0.0%	34.9%	0.0%	0.9%	0.9%	0.0%	0.9%	0.0%	29.4%	0.0%	1.8%	1.8%	0.0%	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.



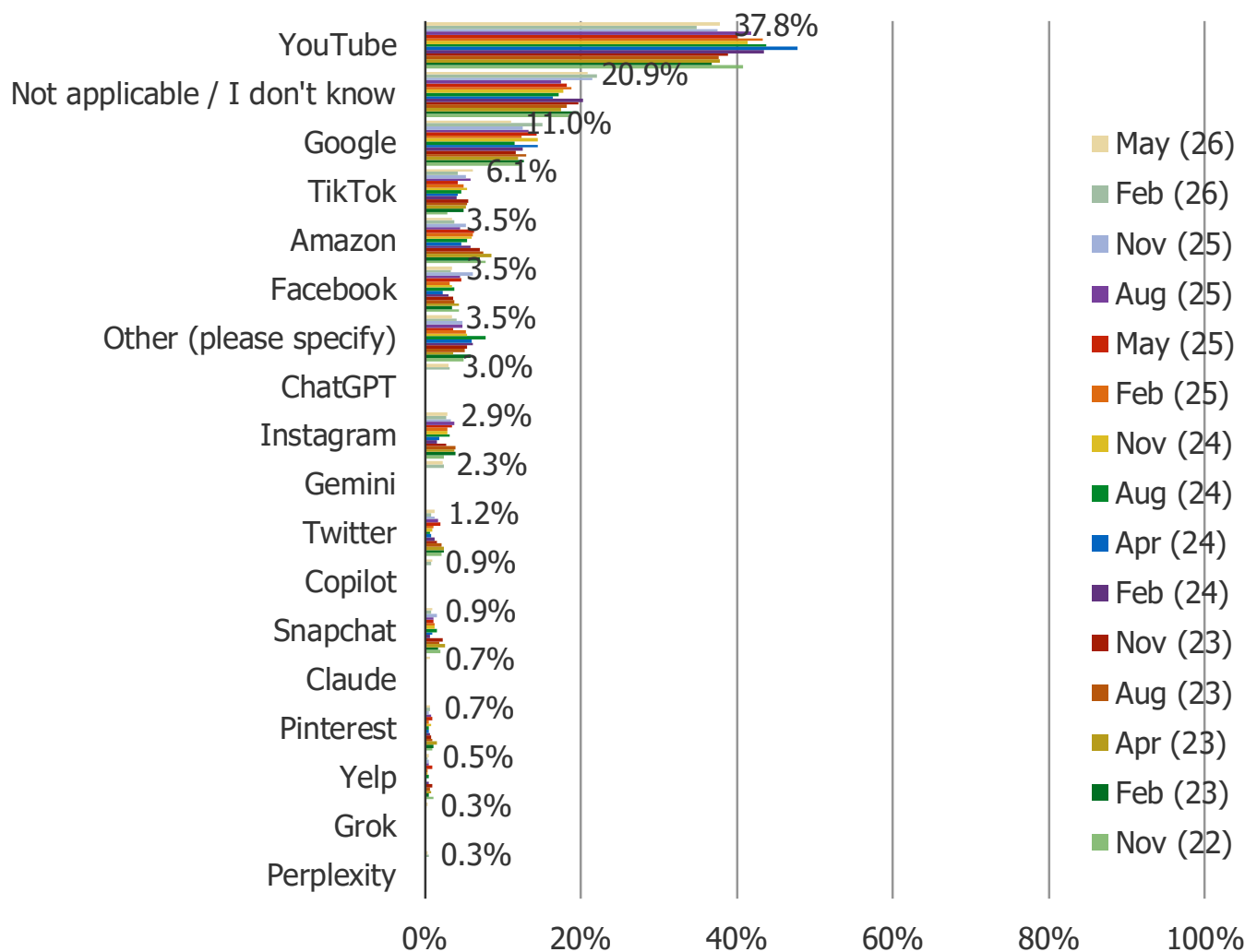
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Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	9.4%	31.5%	5.5%	4.4%	1.1%	2.8%	5.0%	1.1%	1.7%	2.2%	15.5%	3.3%	2.2%	3.3%	0.0%	1.1%
25 to 34	5.0%	32.2%	5.8%	5.4%	1.7%	0.8%	7.0%	0.8%	2.5%	0.8%	12.4%	8.3%	1.2%	1.2%	1.7%	1.2%
35 to 44	5.5%	45.1%	1.7%	4.7%	0.9%	2.1%	6.0%	0.0%	2.6%	0.9%	8.5%	6.8%	1.3%	1.3%	0.9%	0.9%
45 to 54	3.1%	43.6%	1.2%	5.1%	0.8%	0.8%	5.1%	0.4%	1.2%	0.4%	9.0%	10.1%	2.0%	1.2%	0.4%	1.2%
55 to 64	0.5%	60.5%	0.5%	2.7%	0.5%	0.0%	5.8%	0.0%	0.5%	0.0%	6.7%	6.3%	0.9%	0.5%	0.5%	0.5%
65 to 74	0.7%	57.6%	0.0%	3.6%	0.0%	0.0%	2.9%	0.0%	2.9%	0.0%	7.9%	2.2%	1.4%	0.0%	0.7%	0.7%
75 or older	0.0%	57.8%	0.0%	0.9%	0.9%	0.0%	0.9%	0.0%	3.7%	0.9%	2.8%	4.6%	1.8%	0.0%	0.0%	1.8%

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

Posed to all respondents.



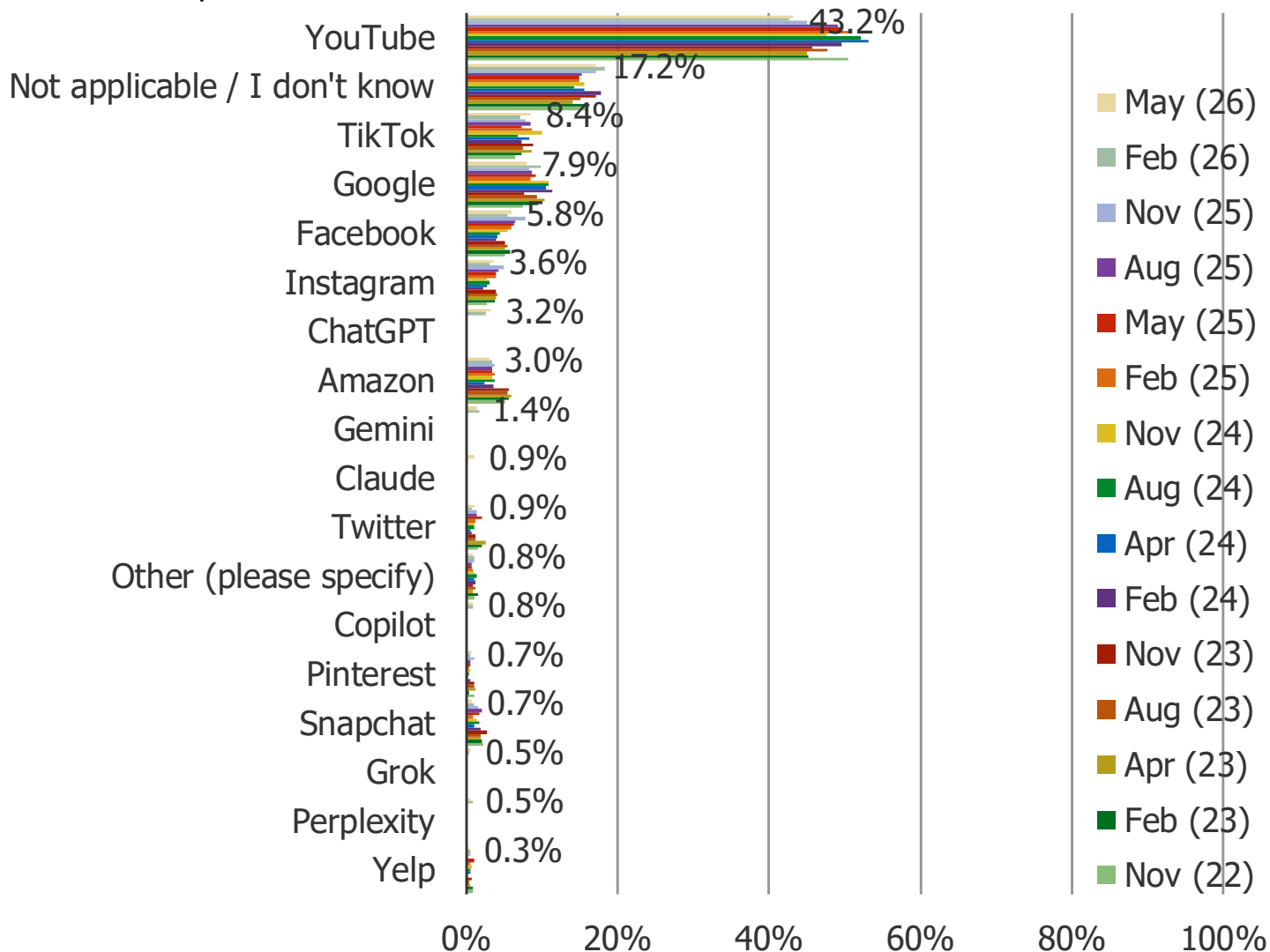
Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

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	18.2%	4.4%	8.3%	1.7%	2.2%	0.0%	40.3%	2.2%	2.8%	1.1%	4.4%	2.2%	0.6%	1.7%	0.0%	0.0%
25 to 34	7.0%	7.9%	5.8%	3.7%	3.3%	2.9%	33.1%	0.8%	3.3%	1.7%	5.8%	3.3%	2.9%	2.1%	0.4%	0.8%
35 to 44	4.7%	13.2%	2.1%	7.7%	0.9%	1.7%	41.3%	0.0%	3.8%	0.0%	2.1%	3.4%	0.9%	0.4%	0.9%	0.0%
45 to 54	5.8%	13.6%	1.6%	3.9%	0.4%	0.0%	41.3%	0.4%	3.1%	0.0%	4.3%	3.1%	0.4%	0.4%	0.0%	0.8%
55 to 64	1.8%	12.6%	0.9%	1.8%	0.0%	0.5%	46.2%	0.0%	2.7%	0.5%	0.9%	1.4%	0.5%	0.0%	0.5%	0.0%
65 to 74	2.2%	12.2%	0.0%	1.4%	0.7%	0.0%	30.9%	0.0%	7.2%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
75 or older	1.8%	13.8%	0.0%	2.8%	0.9%	0.0%	20.2%	0.0%	2.8%	0.9%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%

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

Posed to all respondents.



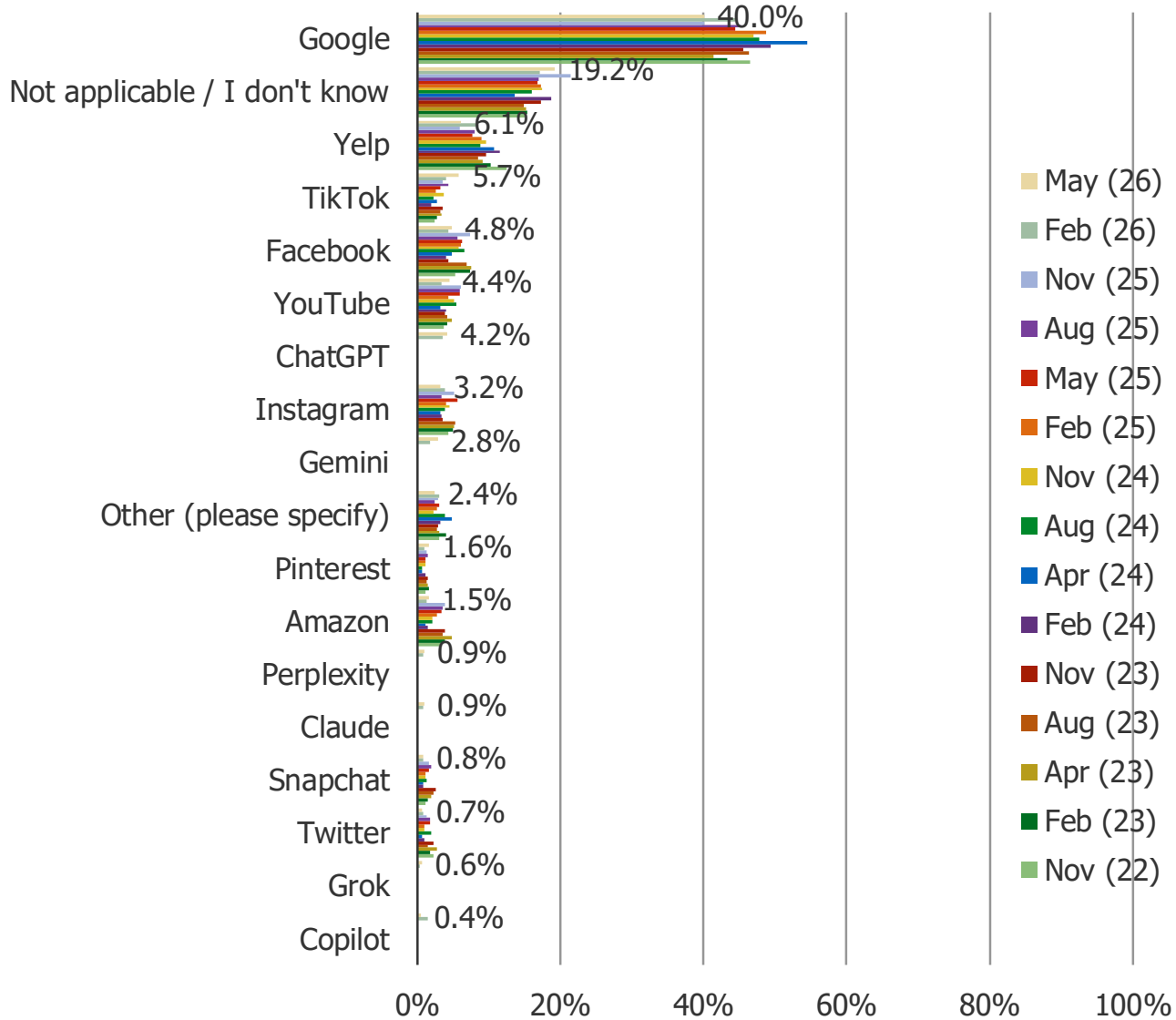
Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

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	22.1%	2.2%	7.7%	2.8%	2.2%	0.6%	34.3%	1.1%	2.8%	2.2%	5.0%	1.7%	1.7%	2.2%	1.7%	1.1%
25 to 34	12.4%	4.6%	5.0%	5.4%	1.7%	2.9%	40.1%	0.8%	1.7%	0.8%	7.9%	1.2%	0.8%	2.1%	1.2%	0.8%
35 to 44	8.5%	5.5%	4.3%	10.2%	1.7%	0.4%	43.4%	0.0%	4.3%	0.4%	3.0%	1.7%	0.9%	1.7%	0.0%	0.4%
45 to 54	4.7%	9.3%	3.1%	7.4%	0.0%	0.4%	50.6%	0.0%	2.7%	0.8%	2.3%	3.1%	0.8%	0.0%	0.0%	0.8%
55 to 64	4.0%	12.1%	1.8%	4.9%	0.0%	0.0%	51.6%	0.0%	2.2%	0.0%	1.4%	0.5%	0.5%	0.0%	0.5%	0.0%
65 to 74	2.9%	7.2%	1.4%	5.8%	0.0%	0.0%	43.9%	0.0%	2.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
75 or older	1.8%	19.3%	0.0%	0.9%	0.9%	0.0%	29.4%	0.0%	6.4%	0.0%	0.0%	0.0%	0.9%	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.



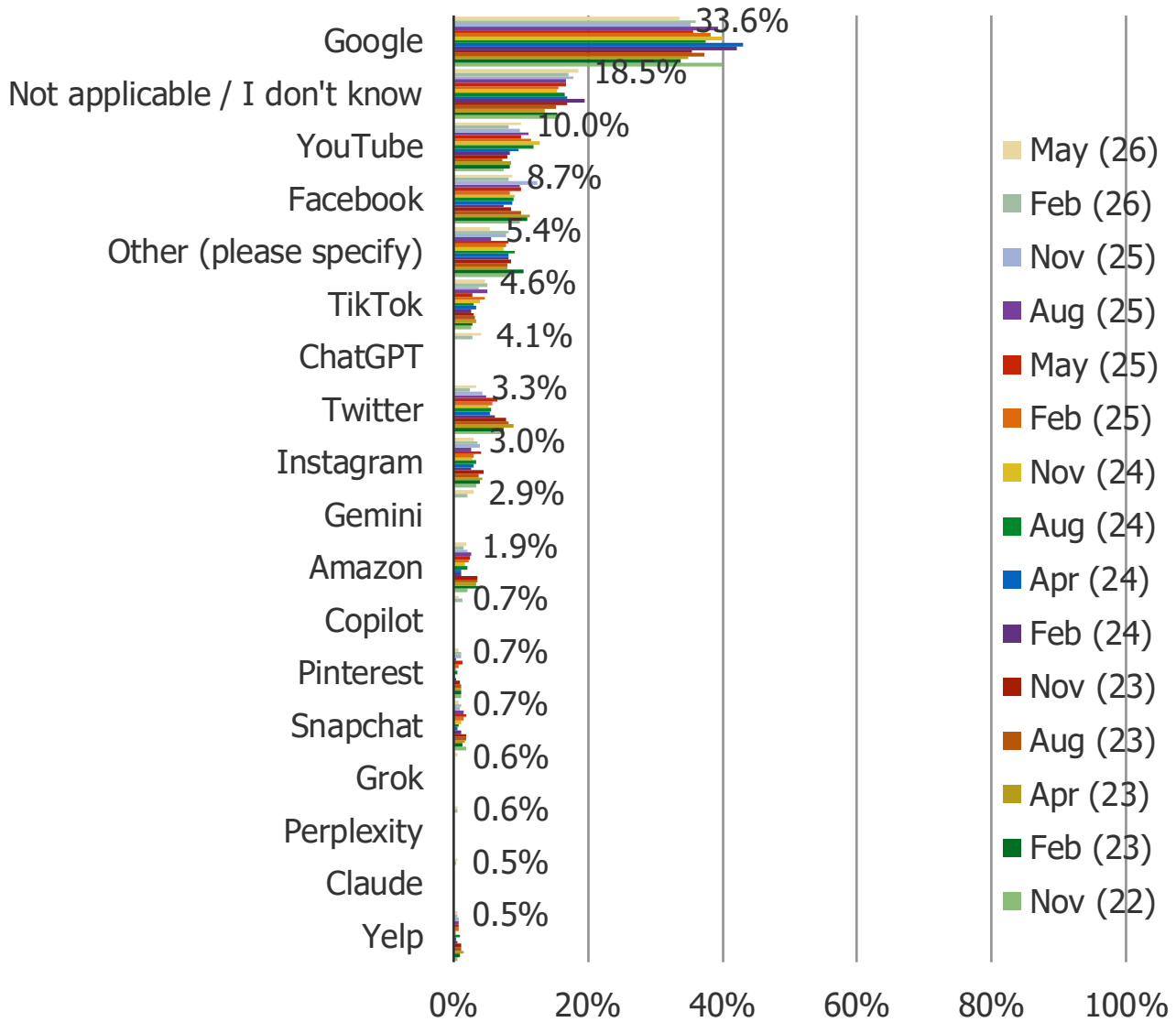
Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may have caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age...

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazor	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	16.6%	29.8%	6.1%	1.7%	0.6%	1.7%	6.1%	3.3%	2.2%	3.3%	7.2%	2.2%	0.6%	2.8%	1.7%	1.1%
25 to 34	7.4%	27.3%	7.9%	5.4%	2.1%	1.2%	7.0%	5.4%	3.3%	2.5%	6.6%	2.9%	0.4%	2.1%	1.7%	2.1%
35 to 44	6.0%	40.9%	2.1%	8.1%	0.4%	2.1%	3.4%	6.4%	1.7%	2.6%	4.7%	3.8%	0.9%	0.4%	0.9%	0.4%
45 to 54	3.9%	45.1%	2.7%	6.2%	0.4%	0.0%	3.9%	6.2%	1.2%	0.8%	4.3%	5.1%	0.4%	0.4%	0.4%	0.0%
55 to 64	2.2%	49.3%	0.5%	4.5%	0.0%	0.0%	4.9%	5.4%	0.9%	0.5%	2.7%	2.2%	0.5%	0.0%	0.5%	0.0%
65 to 74	1.4%	45.3%	0.0%	2.2%	0.0%	0.0%	2.9%	10.8%	0.0%	0.7%	0.7%	0.7%	0.0%	0.0%	0.7%	0.0%
75 or older	0.0%	45.9%	0.9%	1.8%	0.9%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Posed to all respondents.



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...

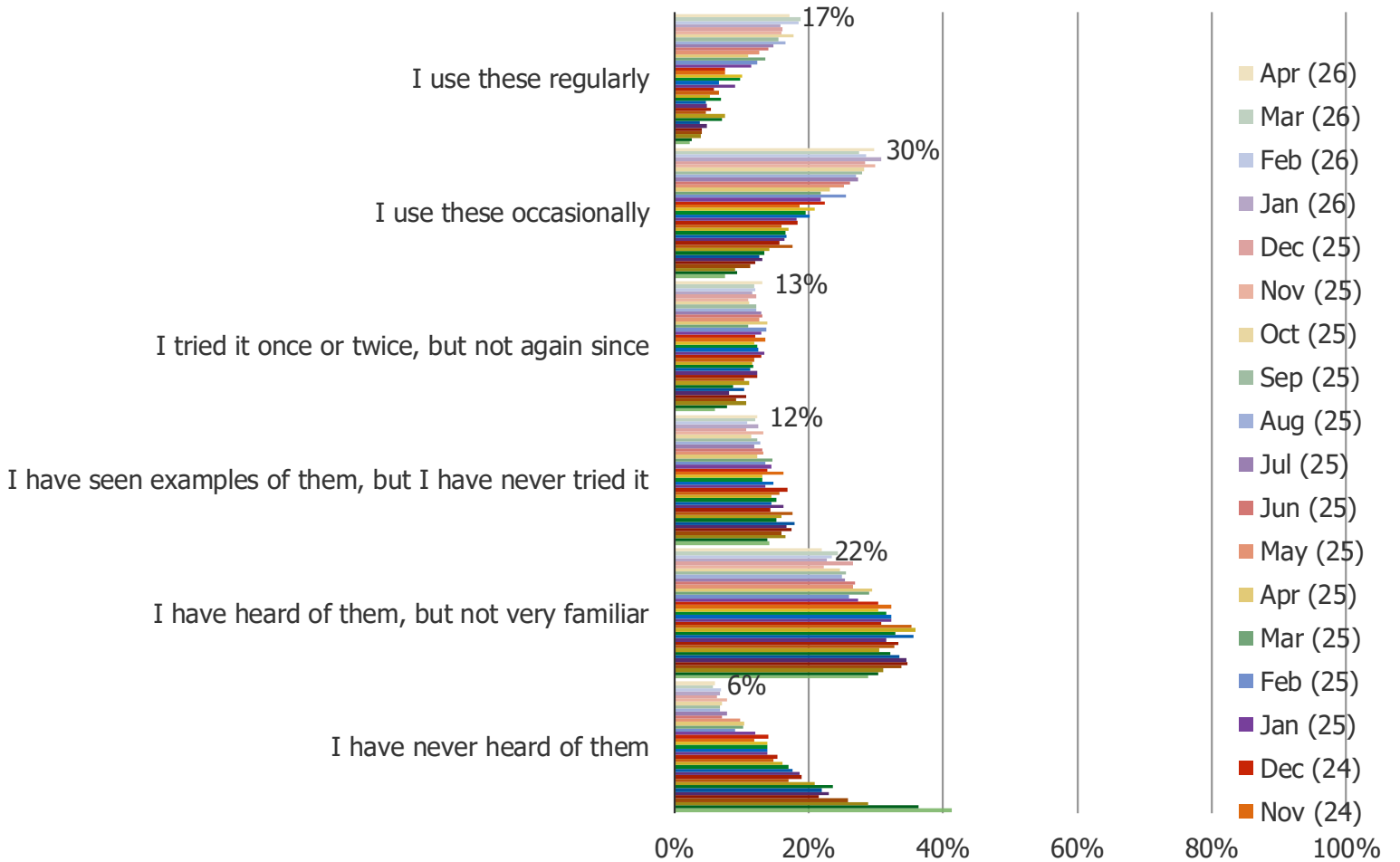
	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazor	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok
18 to 24	10.5%	23.8%	7.2%	6.1%	7.7%	1.1%	11.6%	0.6%	1.1%	3.3%	6.1%	2.2%	0.0%	1.7%	1.1%	2.2%
25 to 34	7.4%	25.2%	5.4%	7.4%	5.8%	1.2%	8.7%	1.2%	3.3%	0.4%	10.3%	3.7%	2.5%	0.8%	0.4%	0.4%
35 to 44	6.0%	33.2%	2.6%	15.3%	1.3%	0.9%	11.9%	0.4%	2.6%	0.4%	2.6%	3.8%	0.4%	0.4%	1.3%	0.0%
45 to 54	3.1%	33.1%	1.6%	10.1%	3.5%	0.8%	11.3%	0.0%	2.0%	0.0%	3.5%	3.9%	0.0%	0.4%	0.4%	0.4%
55 to 64	1.4%	44.4%	1.4%	6.7%	1.4%	0.0%	8.1%	0.5%	1.4%	0.5%	1.8%	2.7%	0.5%	0.0%	0.0%	0.0%
65 to 74	0.7%	41.0%	1.4%	7.2%	0.7%	0.0%	7.9%	0.7%	0.7%	0.0%	0.7%	1.4%	0.7%	0.0%	0.7%	0.0%
75 or older	0.9%	39.5%	0.0%	3.7%	1.8%	0.0%	9.2%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.8%

Search

MONTHLY SEARCH SURVEY

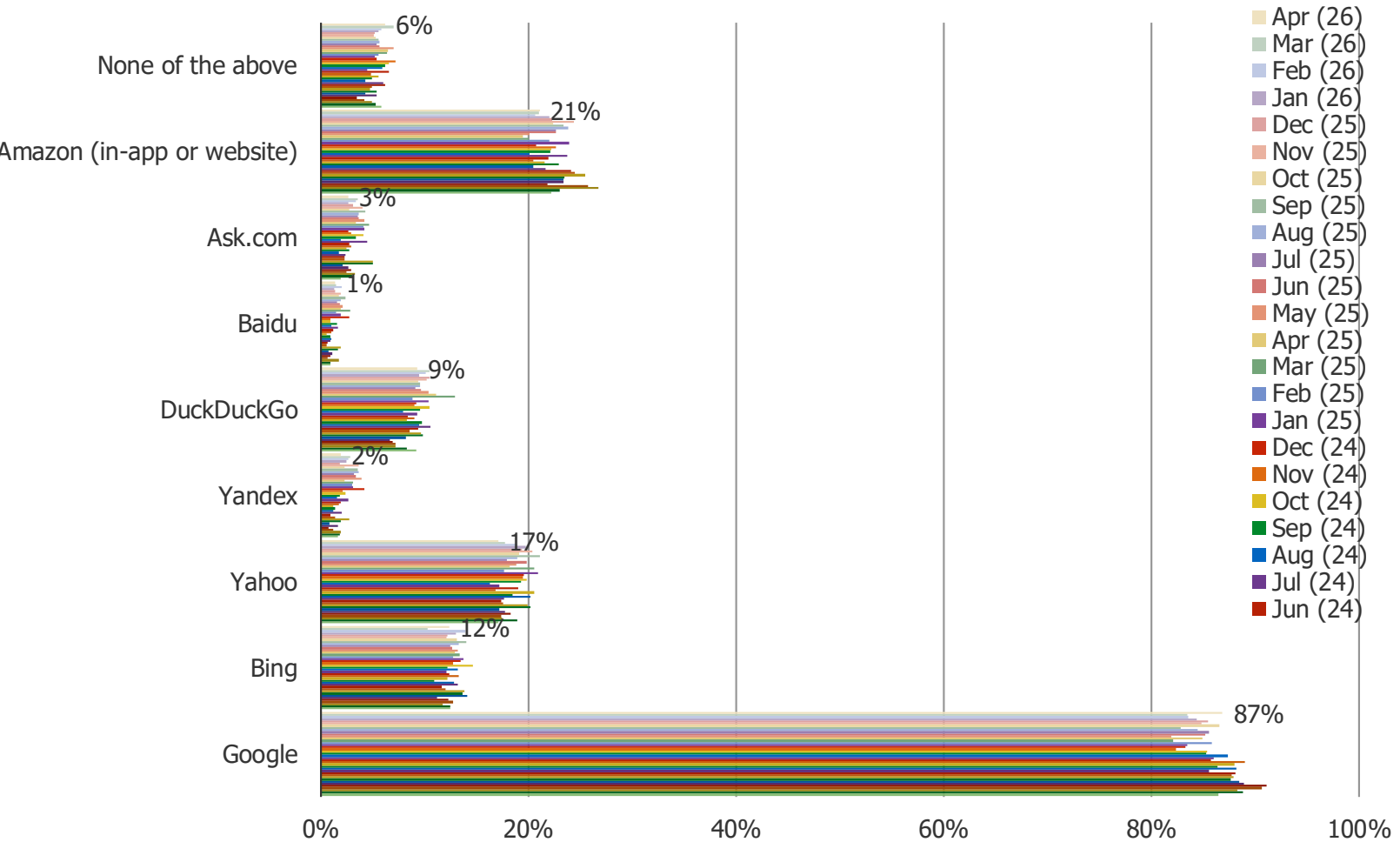
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

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.

