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BESPOKE SURVEYS

Search, Vol 17

1250+ Respondents Per Quarter

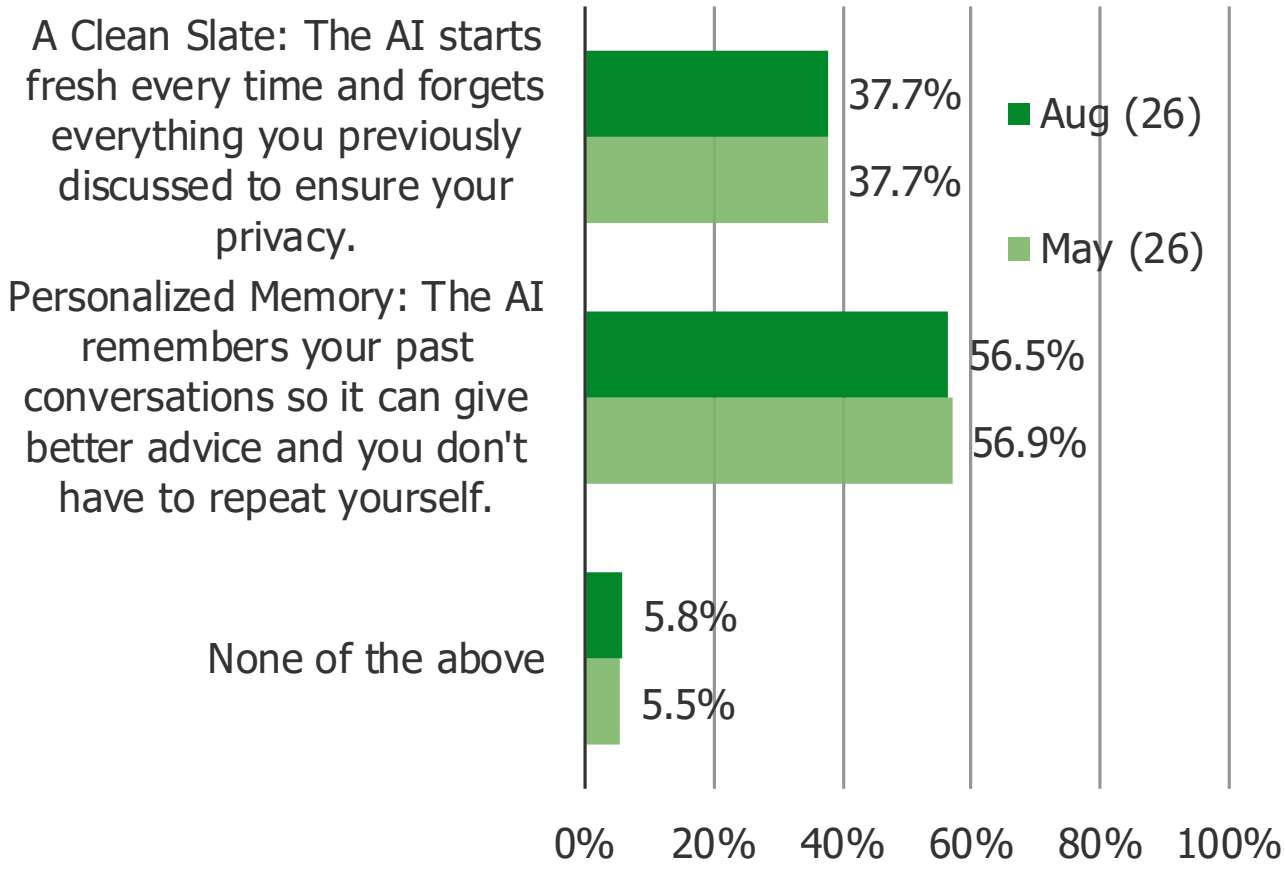
August 2026

NEW QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

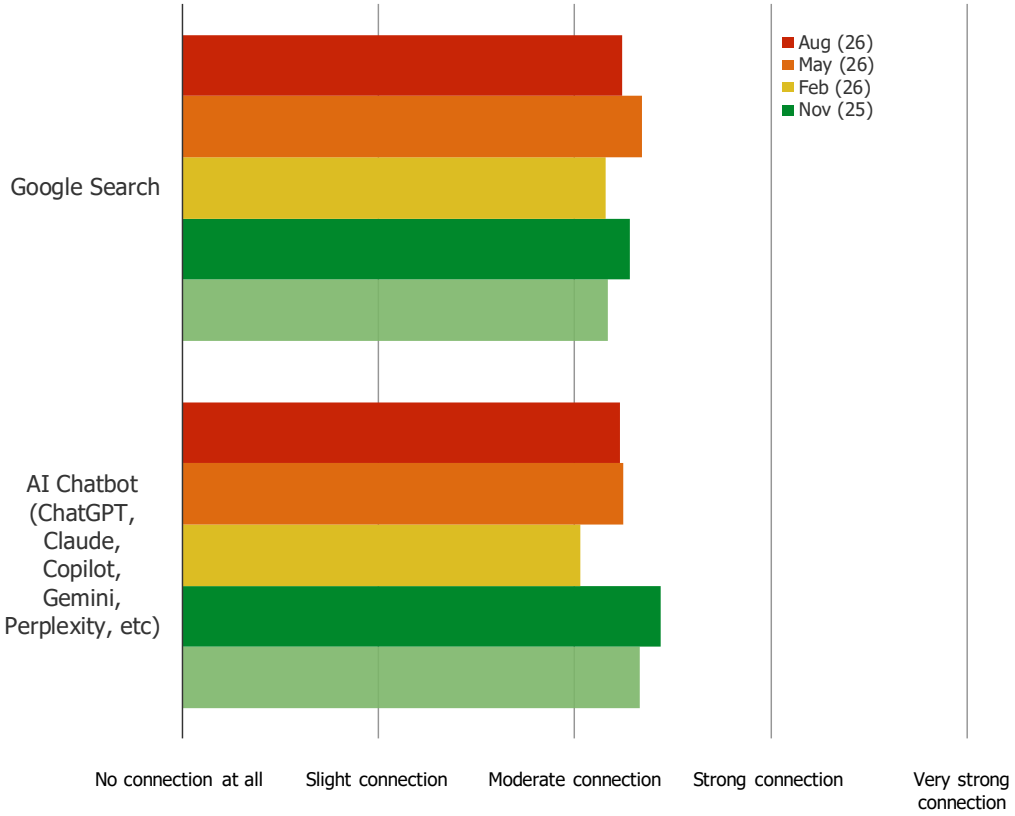
WHEN USING A CHATBOT, WHICH OF THESE TWO EXPERIENCES DO YOU PREFER?

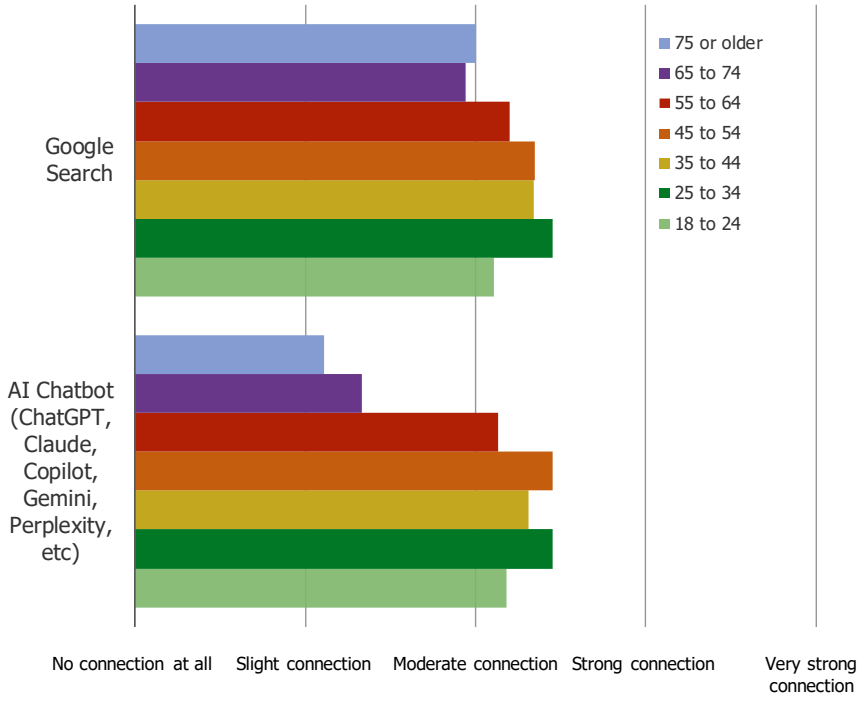
Posed to all respondents who said they used an AI chatbot in the past week (N = 480)



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

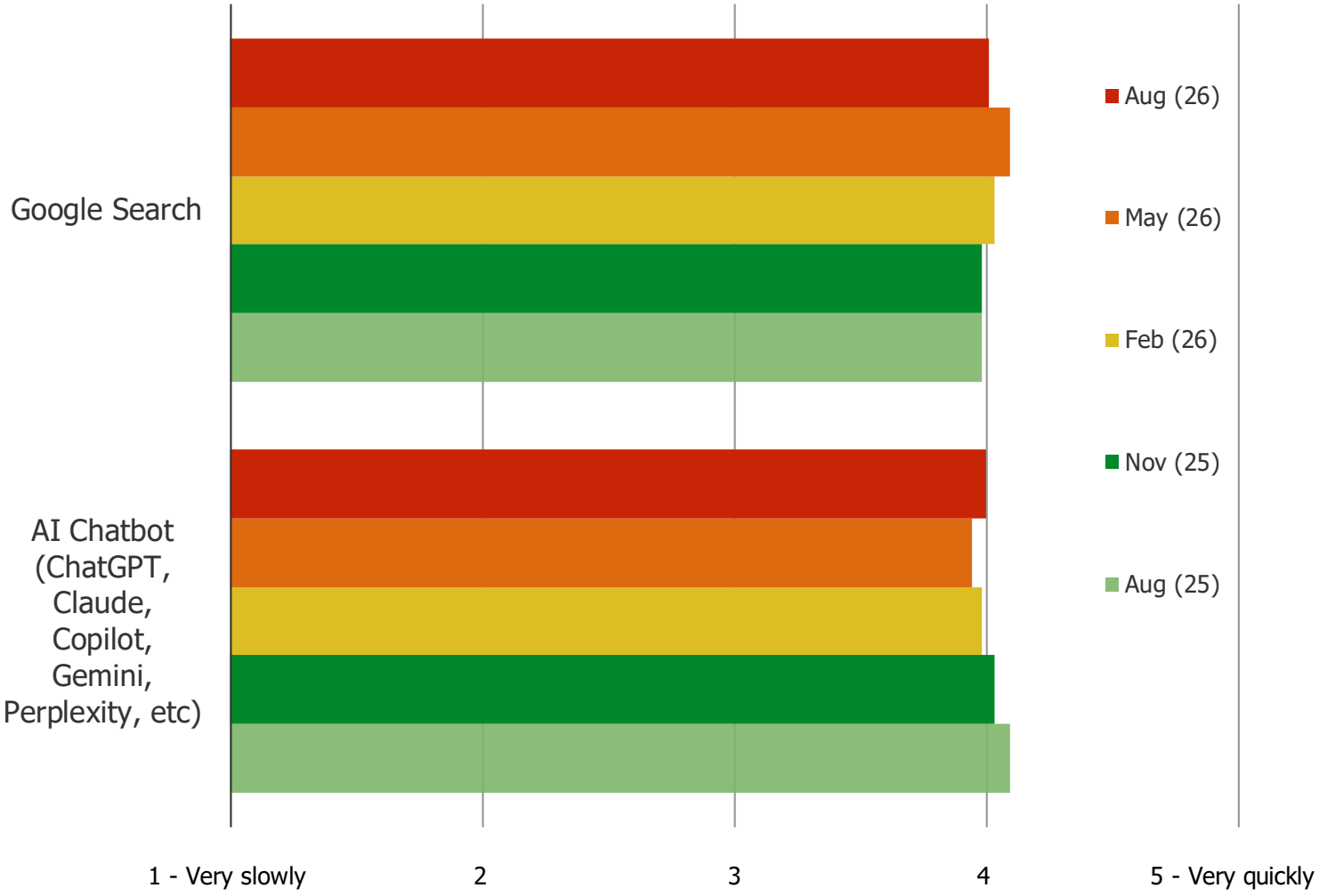
Posed to all respondents who said they used each of the following in the past week.





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

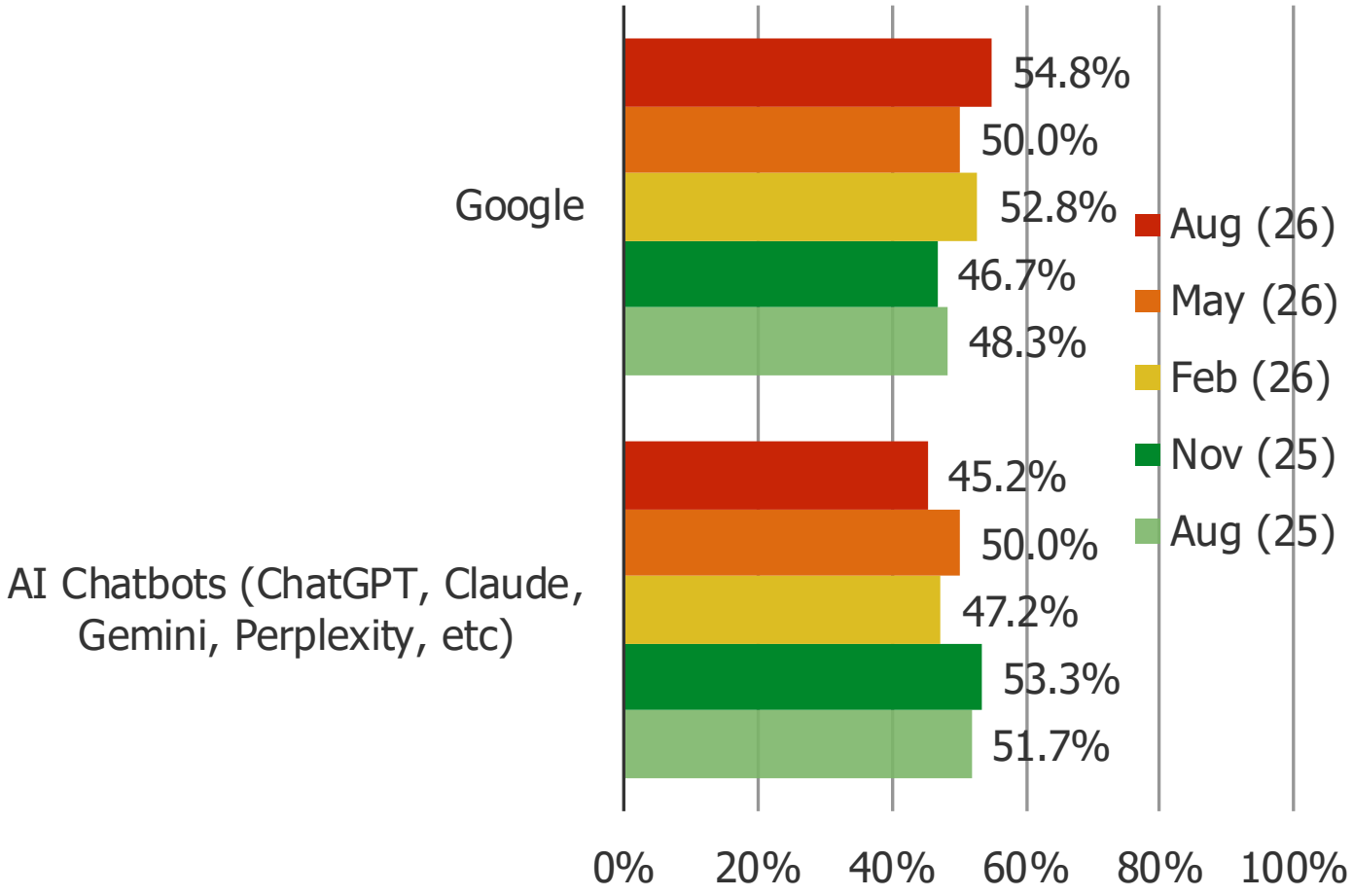
Posed to all respondents who said they used each of the following in the past week.



	N=
AI Chatbot	480
Google Search	950

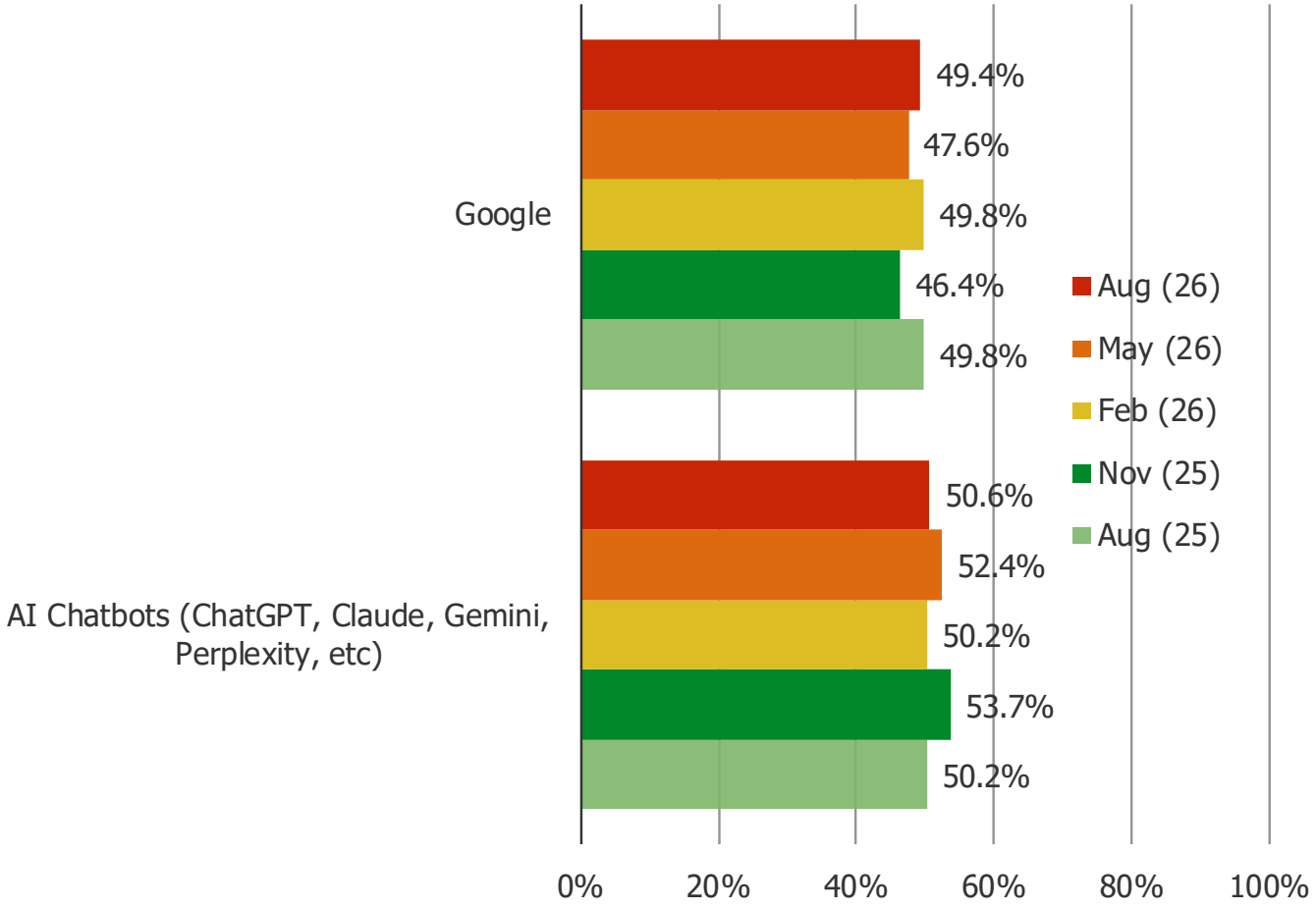
WHICH DO YOU FEEL IS BETTER FOR GETTING MEDICAL / HEALTH ADVICE?

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



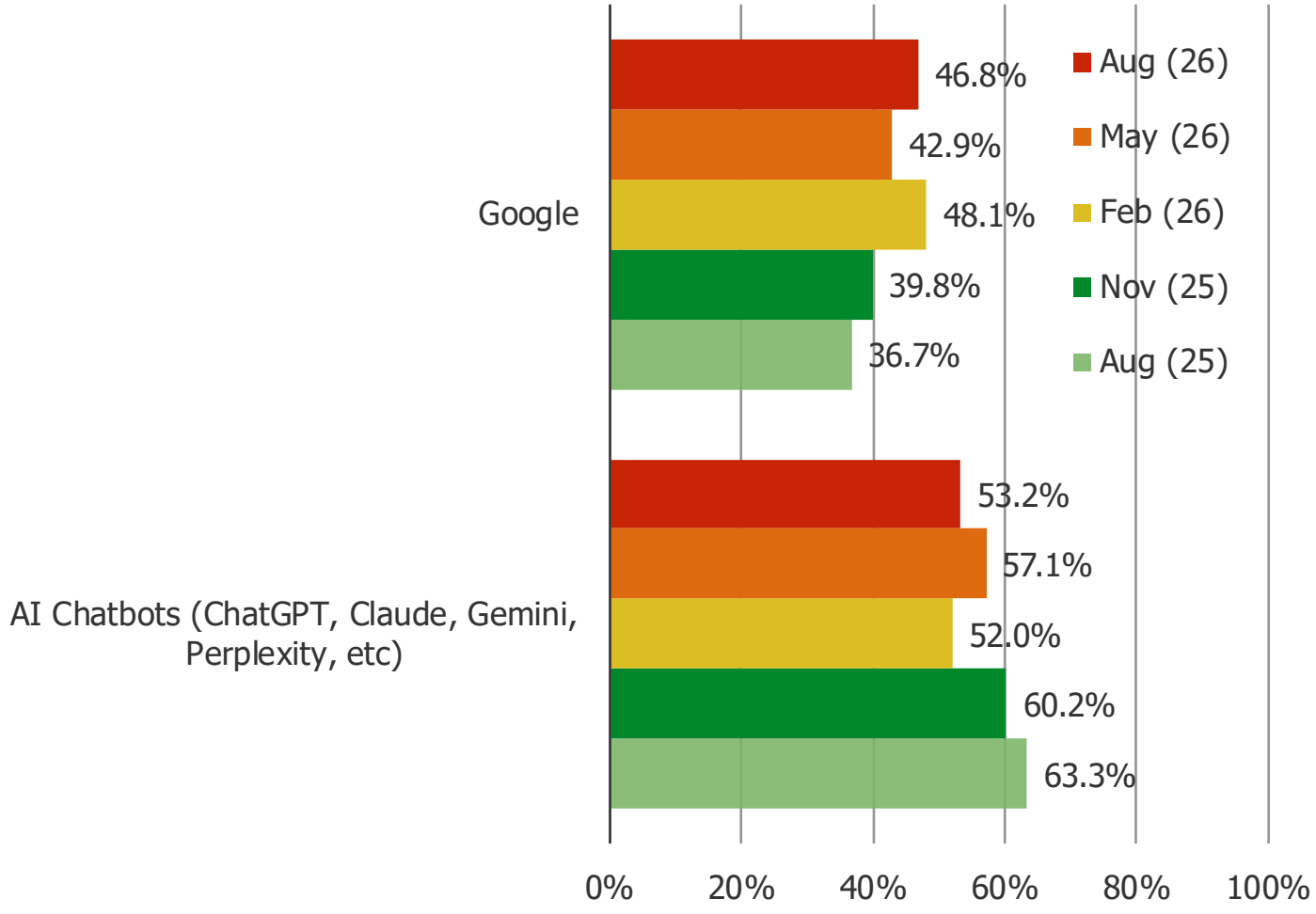
WHICH DO YOU FEEL IS BETTER FOR GETTING LEGAL ADVICE?

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



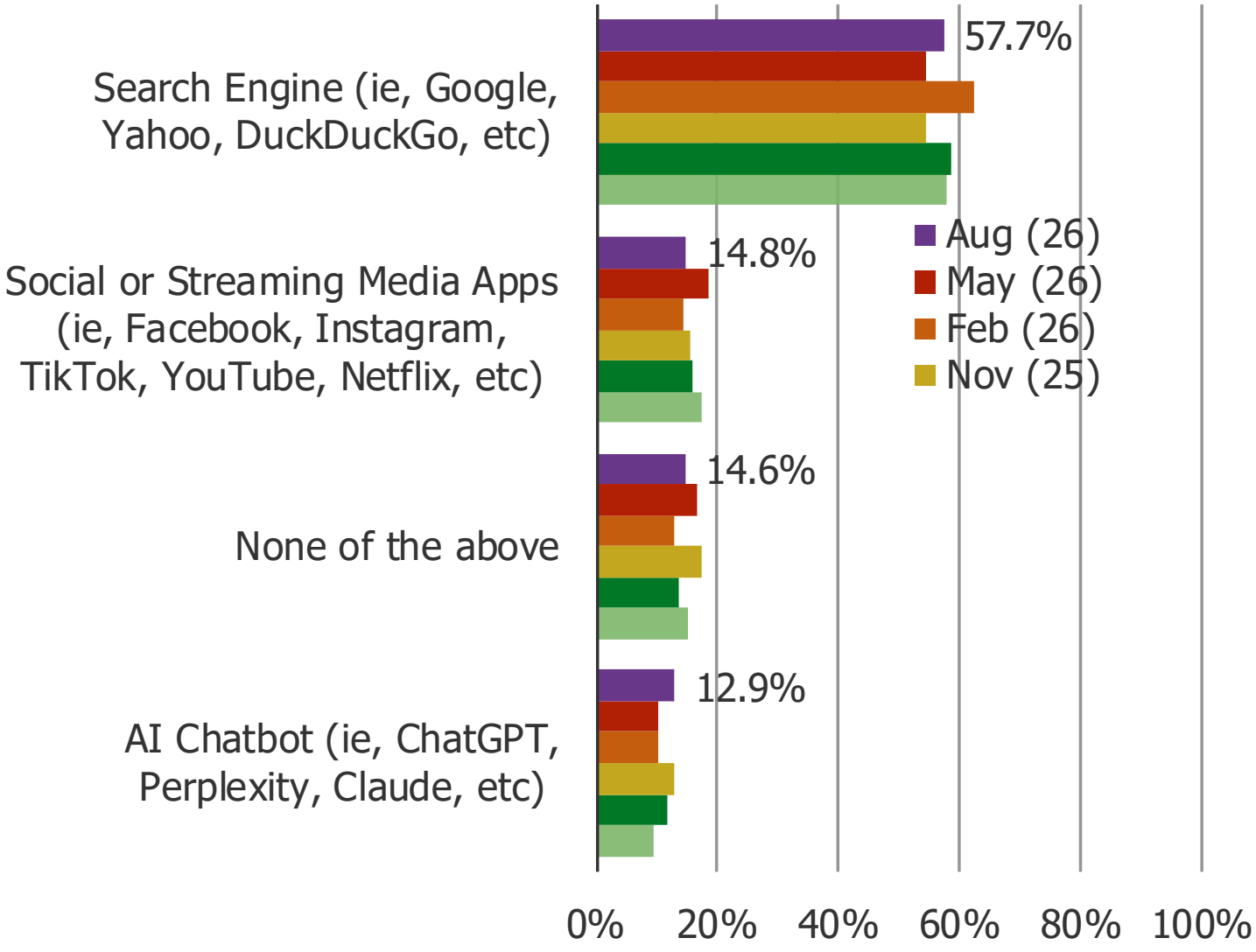
WHICH DO YOU FEEL IS BETTER FOR HELPING WITH IMPORTANT LIFE DECISIONS?

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



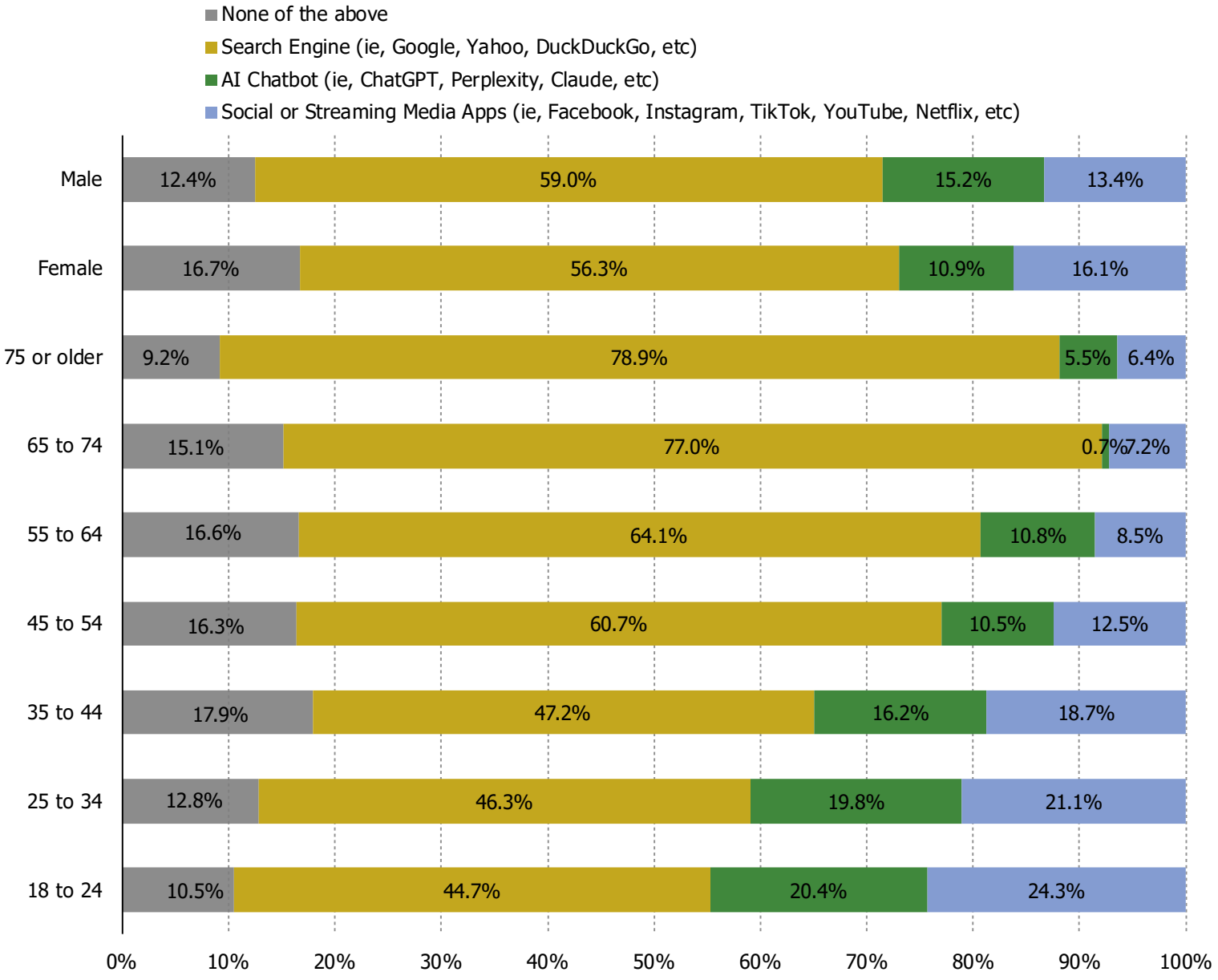
WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE, WHERE DO YOU PREFER TO START TYPICALLY?

Posed to all respondents.



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

Posed to all respondents.

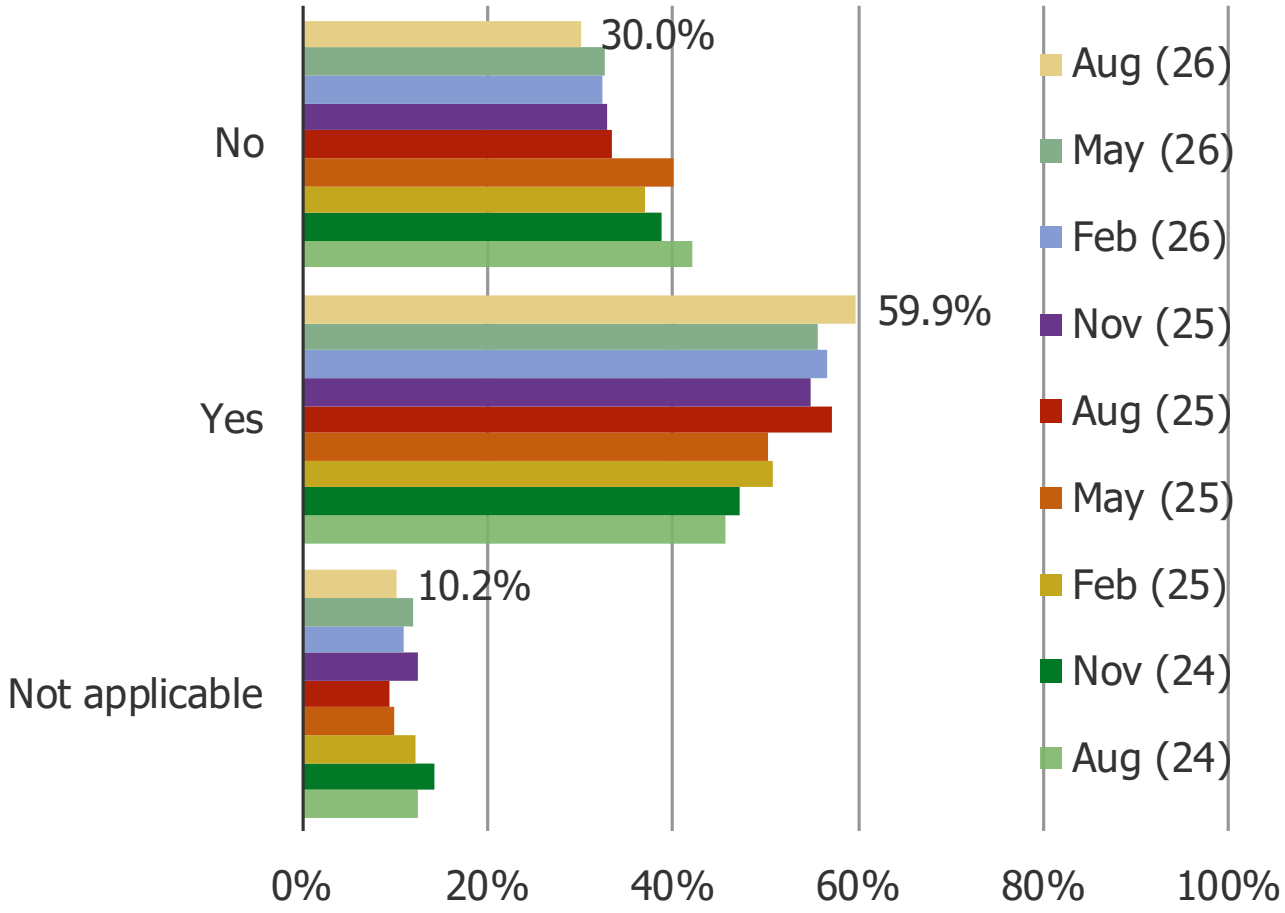


AI SEARCH

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

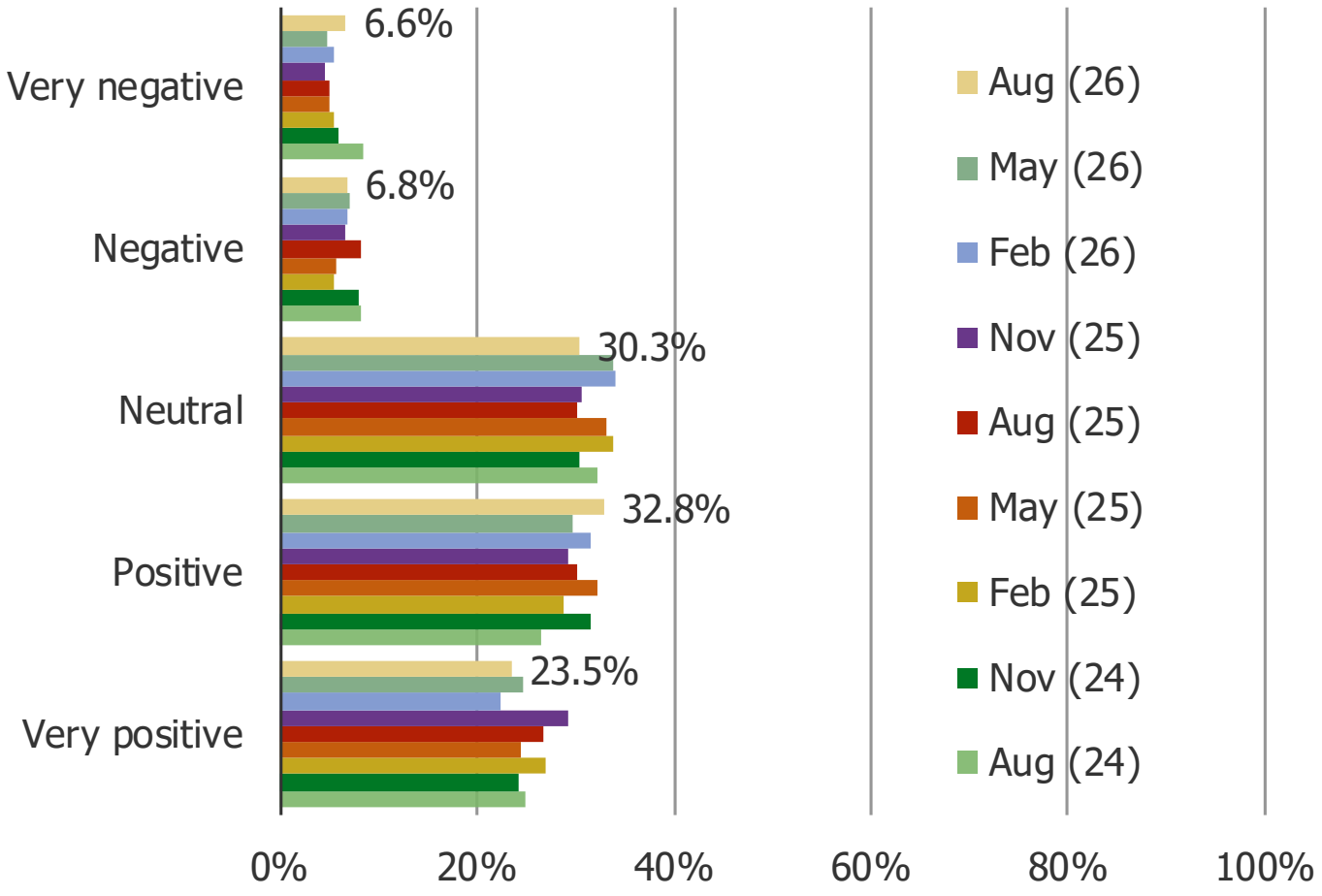
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES? (EXAMPLE ABOVE)

Posed to all respondents.



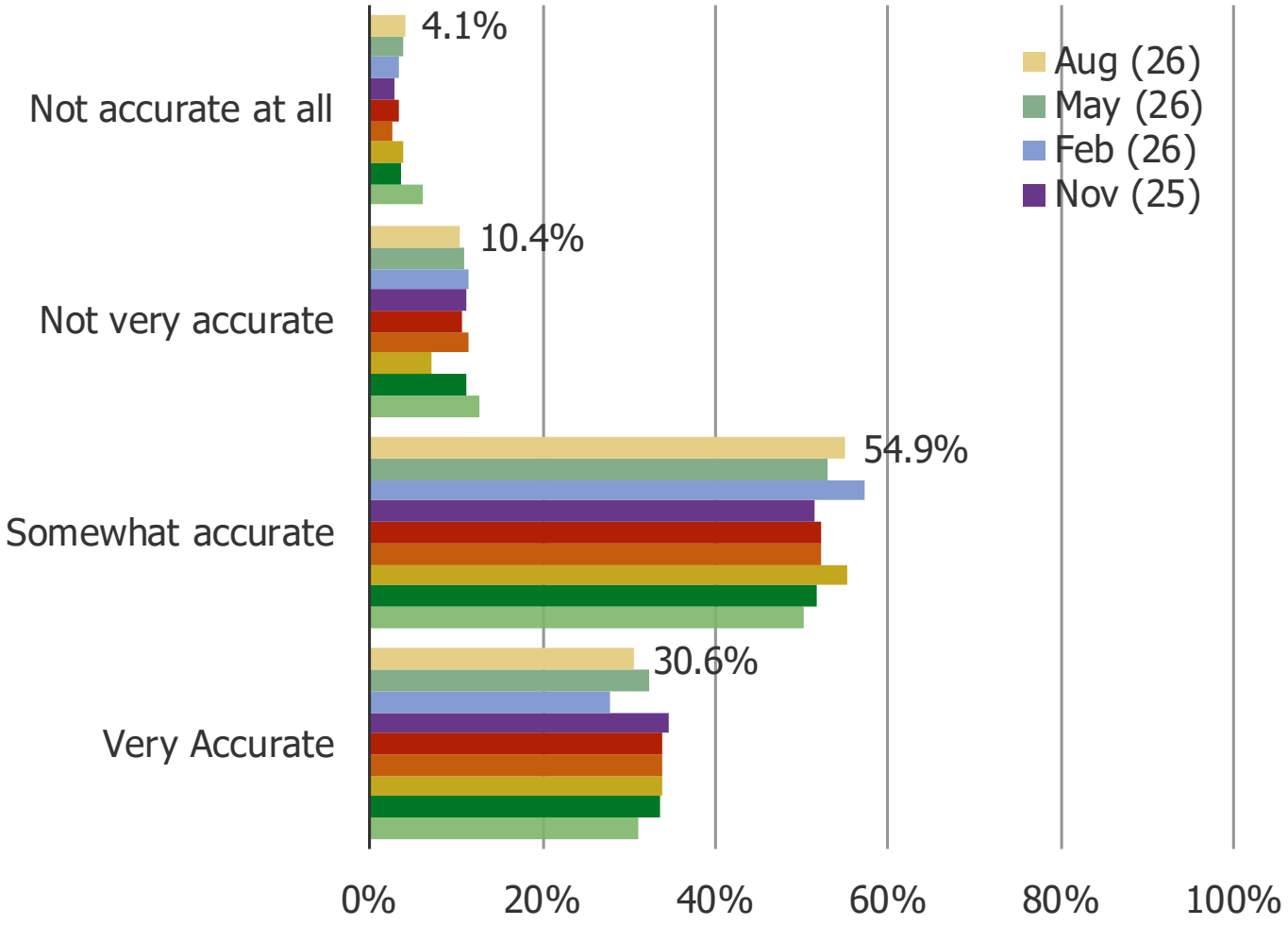
WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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



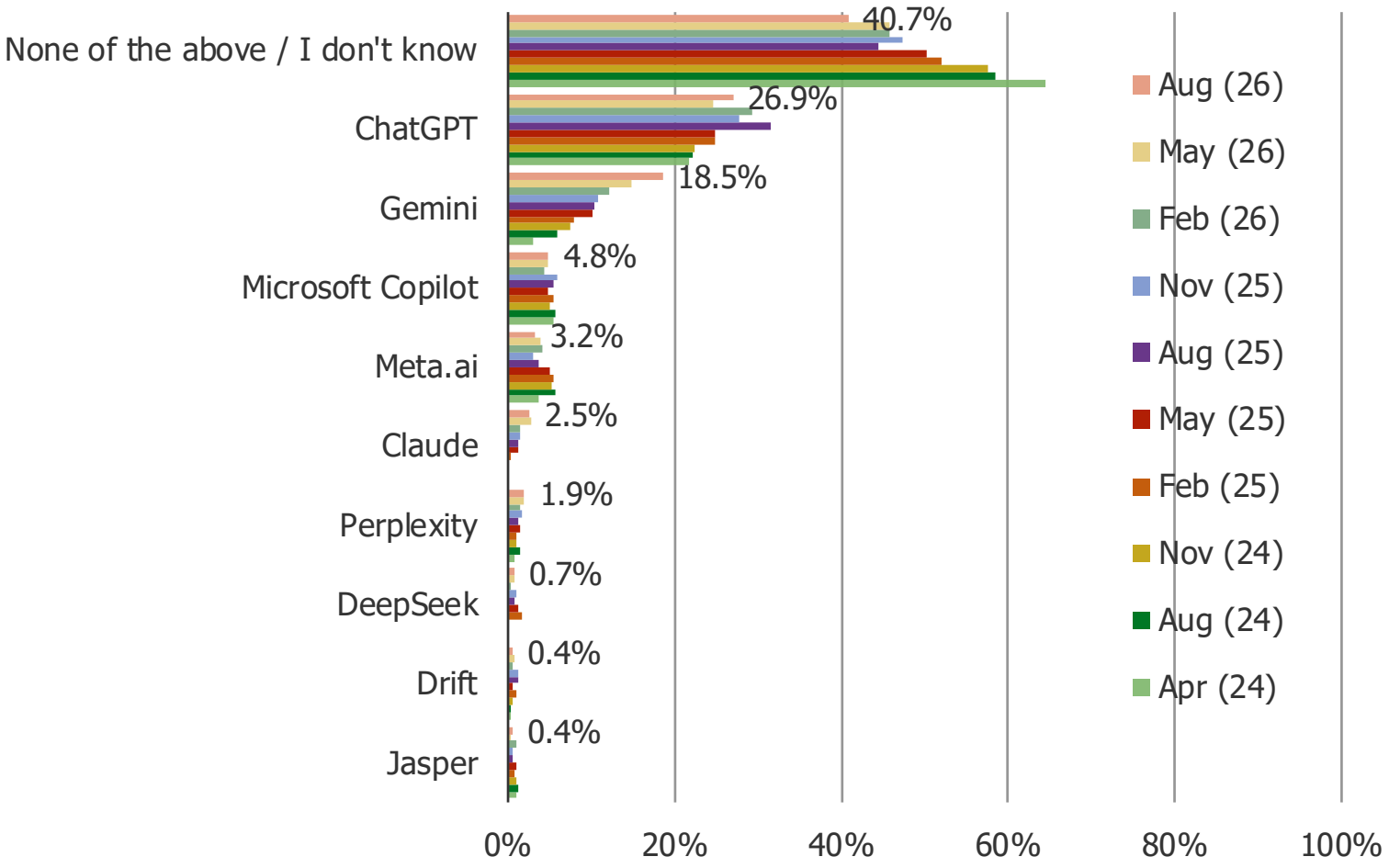
HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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



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

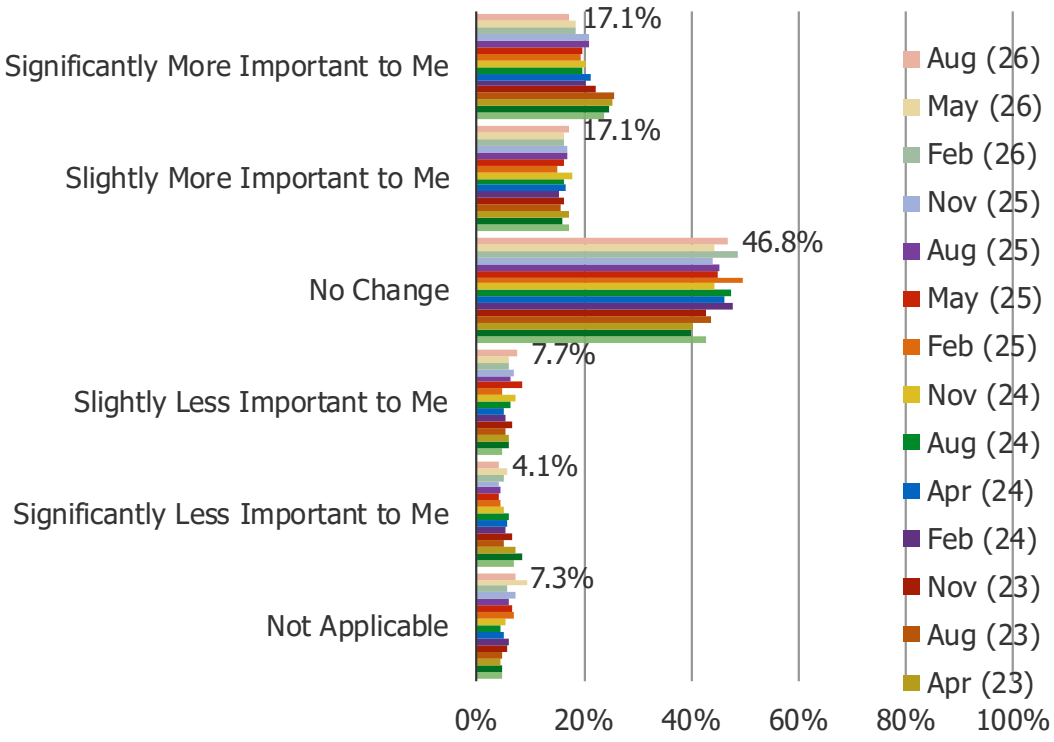
Posed to all respondents.



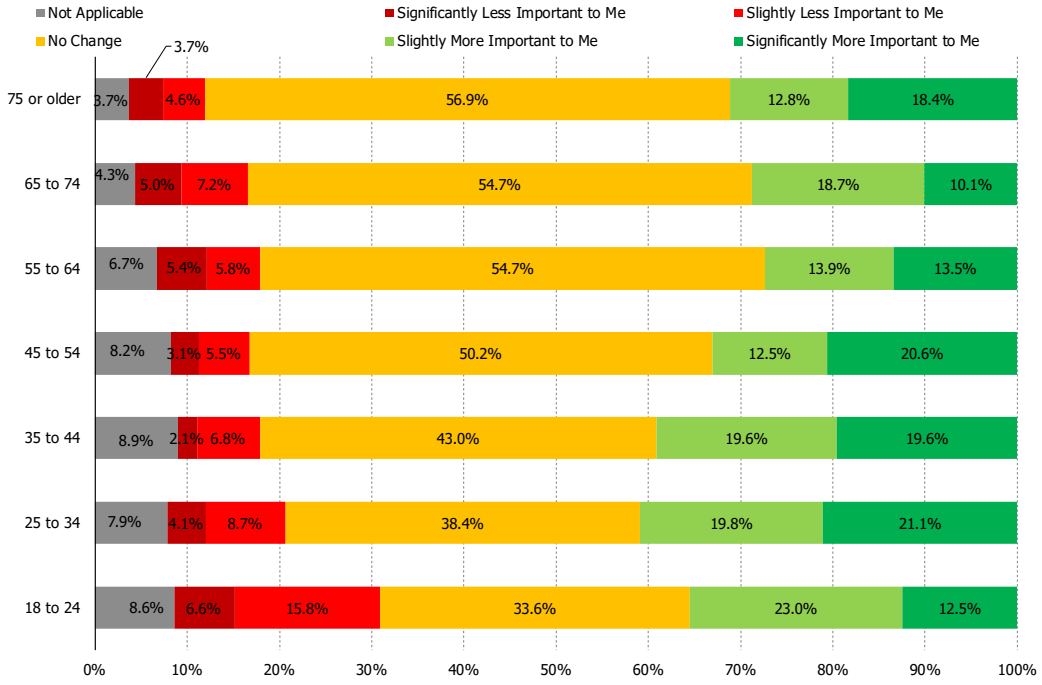
SEARCH

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

Posed to all respondents.

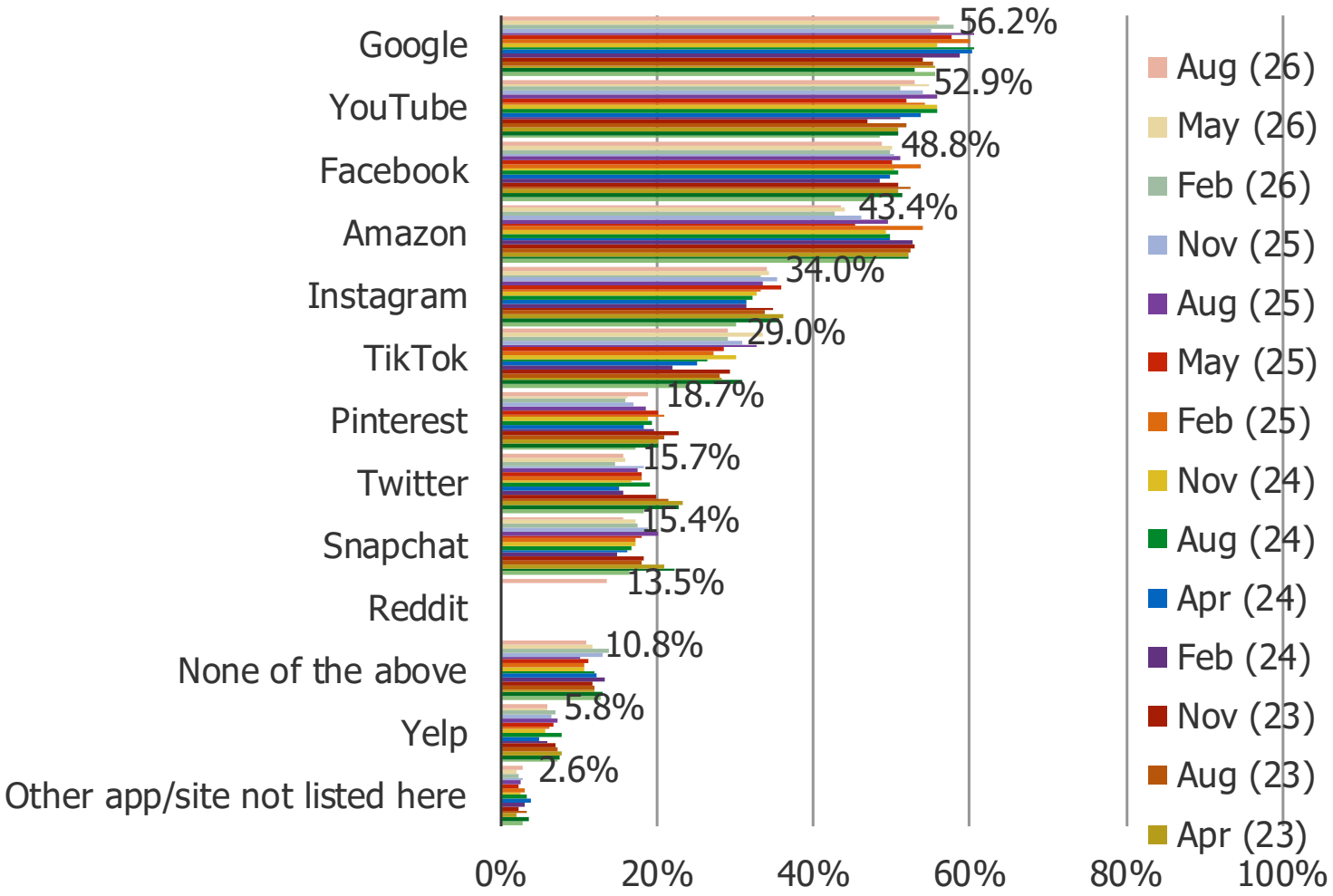


Cross-Tab by Age



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.

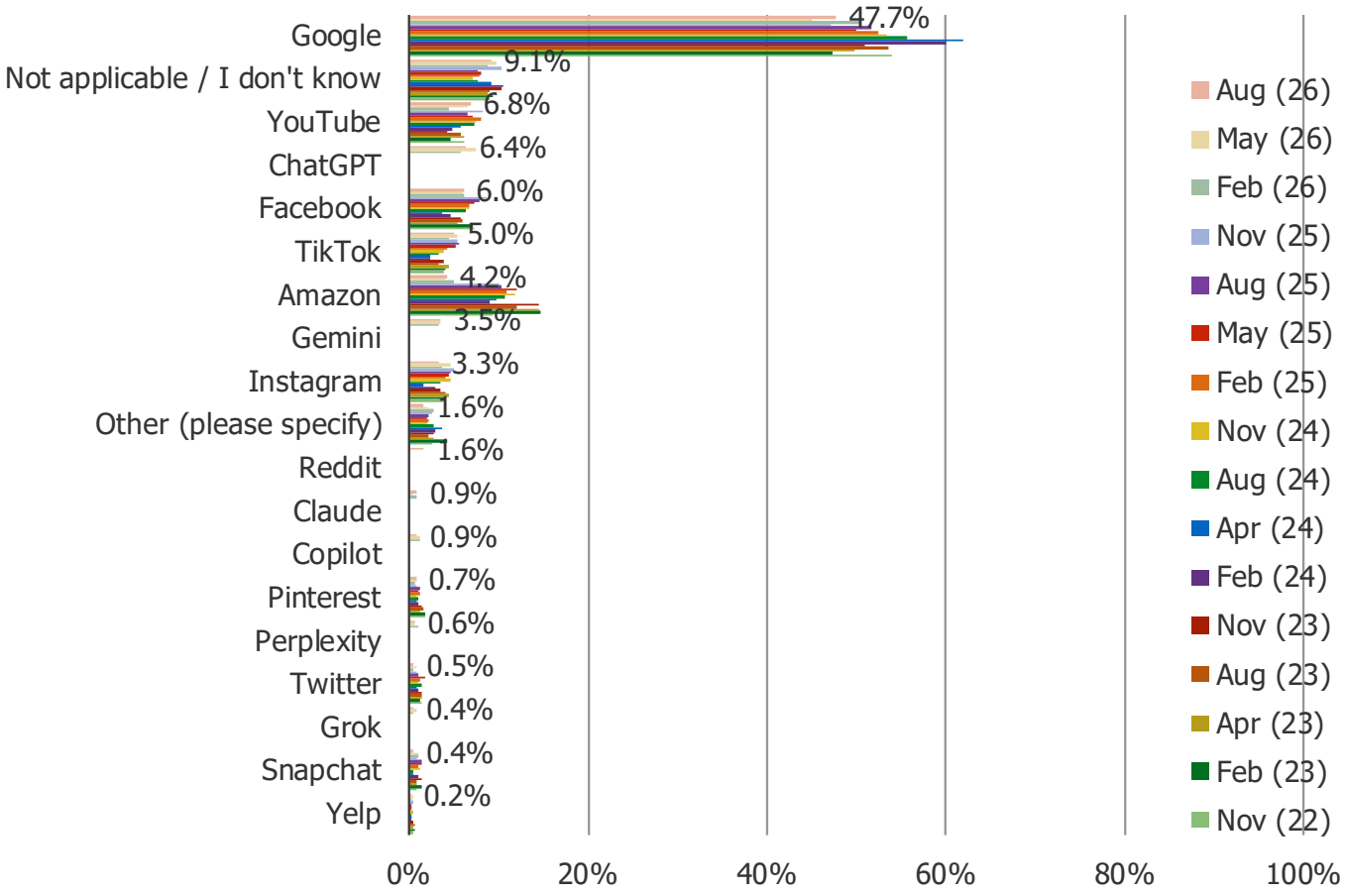


Cross-tabbing the data by age…

	None of the above	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	Reddit
18 to 24	7.2%	52.0%	60.5%	57.2%	30.3%	27.0%	27.0%	59.9%	2.6%	44.1%	23.0%	18.4%
25 to 34	6.6%	42.2%	56.2%	50.0%	53.3%	25.6%	27.7%	62.4%	11.2%	45.9%	26.5%	21.5%
35 to 44	7.2%	33.6%	57.0%	39.6%	53.6%	15.7%	19.2%	58.3%	7.2%	48.9%	21.3%	17.9%
45 to 54	9.0%	24.9%	56.8%	31.5%	53.3%	15.6%	14.0%	57.2%	3.1%	42.0%	15.6%	12.1%
55 to 64	13.9%	25.1%	57.4%	22.9%	48.9%	10.3%	6.3%	51.1%	6.3%	44.4%	14.8%	9.4%
65 to 74	16.6%	6.5%	49.6%	13.7%	50.4%	5.0%	3.6%	36.7%	2.9%	41.0%	14.4%	3.6%
75 or older	23.9%	2.8%	53.2%	9.2%	43.1%	2.8%	0.0%	24.8%	4.6%	30.3%	11.0%	4.6%

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

Posed to all respondents.



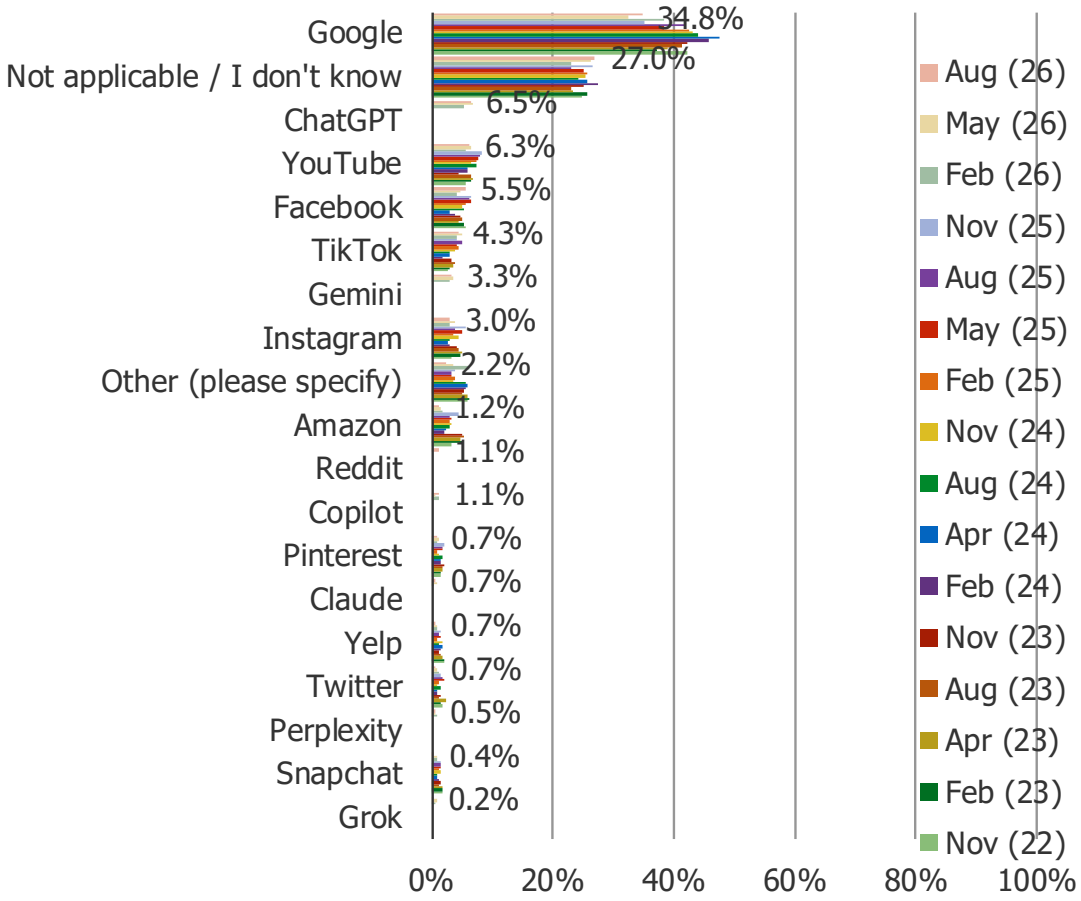
Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	13.2%	40.8%	7.2%	1.3%	1.3%	1.3%	5.3%	0.0%	1.3%	0.7%	11.8%	3.3%	0.7%	1.3%	0.0%	1.3%	1.3%
25 to 34	6.6%	36.8%	8.3%	5.0%	0.8%	0.4%	10.7%	0.0%	1.7%	0.4%	10.7%	4.6%	0.4%	1.2%	0.8%	1.2%	2.1%
35 to 44	6.4%	37.0%	3.8%	11.1%	0.4%	1.3%	6.8%	0.4%	3.4%	1.3%	6.0%	3.0%	1.3%	1.7%	1.3%	0.0%	4.3%
45 to 54	3.9%	53.3%	2.0%	8.6%	0.4%	0.0%	7.4%	0.0%	3.1%	0.8%	4.3%	2.7%	1.2%	0.4%	0.8%	0.4%	1.2%
55 to 64	1.8%	49.3%	0.0%	6.3%	0.0%	0.0%	7.2%	0.5%	8.5%	0.9%	5.4%	4.0%	1.4%	0.9%	0.0%	0.0%	0.9%
65 to 74	1.4%	69.8%	0.0%	2.2%	0.0%	0.0%	4.3%	0.0%	6.5%	0.7%	1.4%	1.4%	0.7%	0.0%	0.0%	0.0%	0.0%
75 or older	0.0%	60.6%	0.0%	2.8%	0.0%	0.0%	1.8%	0.0%	6.4%	0.0%	3.7%	6.4%	0.0%	0.0%	0.9%	0.0%	0.0%

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

Posed to all respondents.



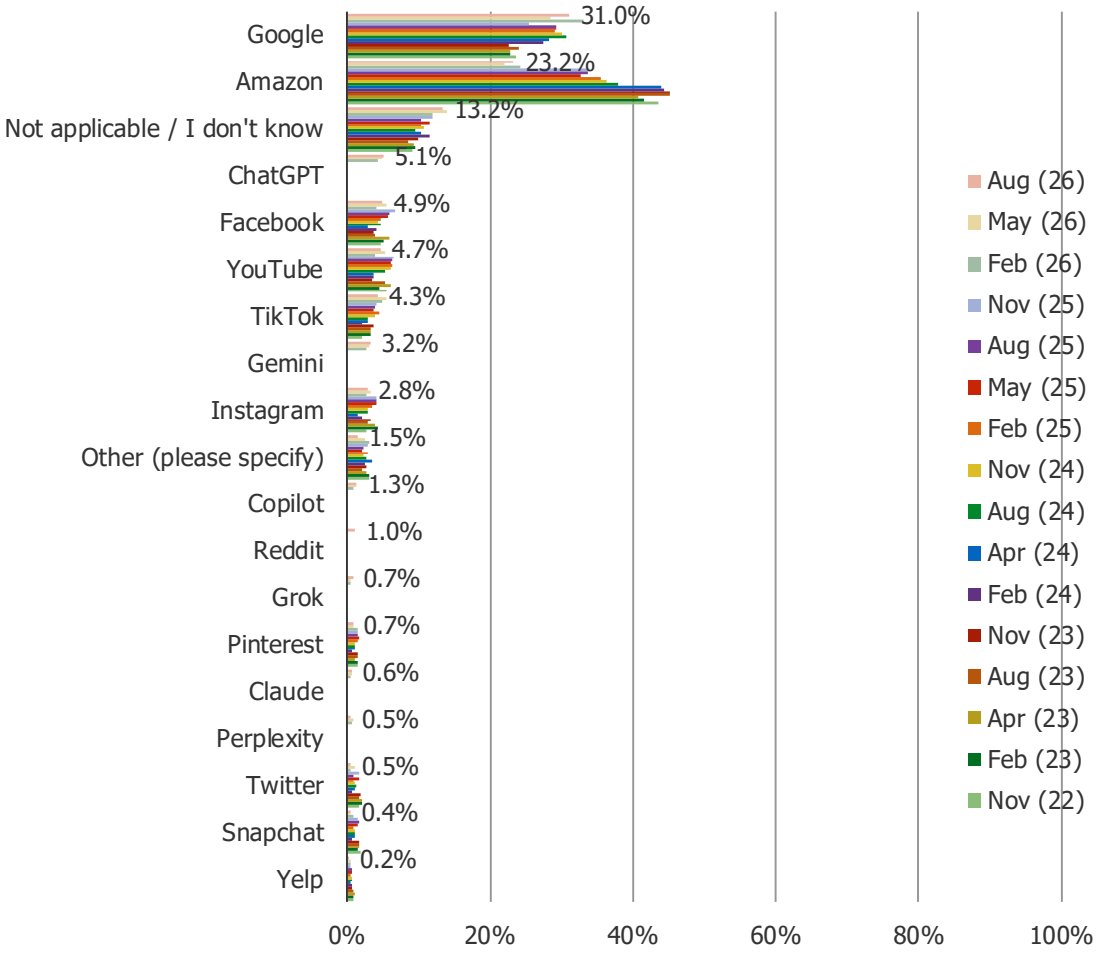
Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	12.5%	32.9%	6.6%	2.0%	1.3%	0.7%	6.6%	0.0%	2.0%	0.7%	9.2%	4.6%	0.7%	0.7%	0.7%	1.3%	1.3%
25 to 34	7.0%	28.9%	6.6%	8.3%	1.2%	1.2%	8.7%	0.8%	2.1%	0.8%	1.7%	1.7%	0.8%	1.2%	1.2%	0.4%	2.9%
35 to 44	6.4%	34.9%	2.1%	9.4%	1.3%	0.0%	7.7%	1.7%	0.4%	0.9%	4.7%	4.7%	2.1%	1.3%	0.9%	0.0%	1.7%
45 to 54	1.2%	40.5%	3.1%	5.8%	0.0%	0.4%	5.1%	0.0%	1.6%	1.2%	5.1%	5.1%	0.8%	0.8%	0.0%	0.0%	0.8%
55 to 64	1.4%	32.3%	0.9%	4.5%	0.5%	0.0%	8.1%	0.9%	1.4%	0.5%	2.7%	2.7%	1.4%	0.0%	0.0%	0.0%	0.0%
65 to 74	0.0%	39.6%	0.0%	2.2%	0.0%	0.0%	2.9%	0.0%	0.0%	0.7%	1.4%	1.4%	0.7%	0.0%	0.0%	0.0%	0.0%
75 or older	0.0%	35.8%	0.0%	1.8%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	1.8%	1.8%	0.9%	0.0%	0.9%	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.



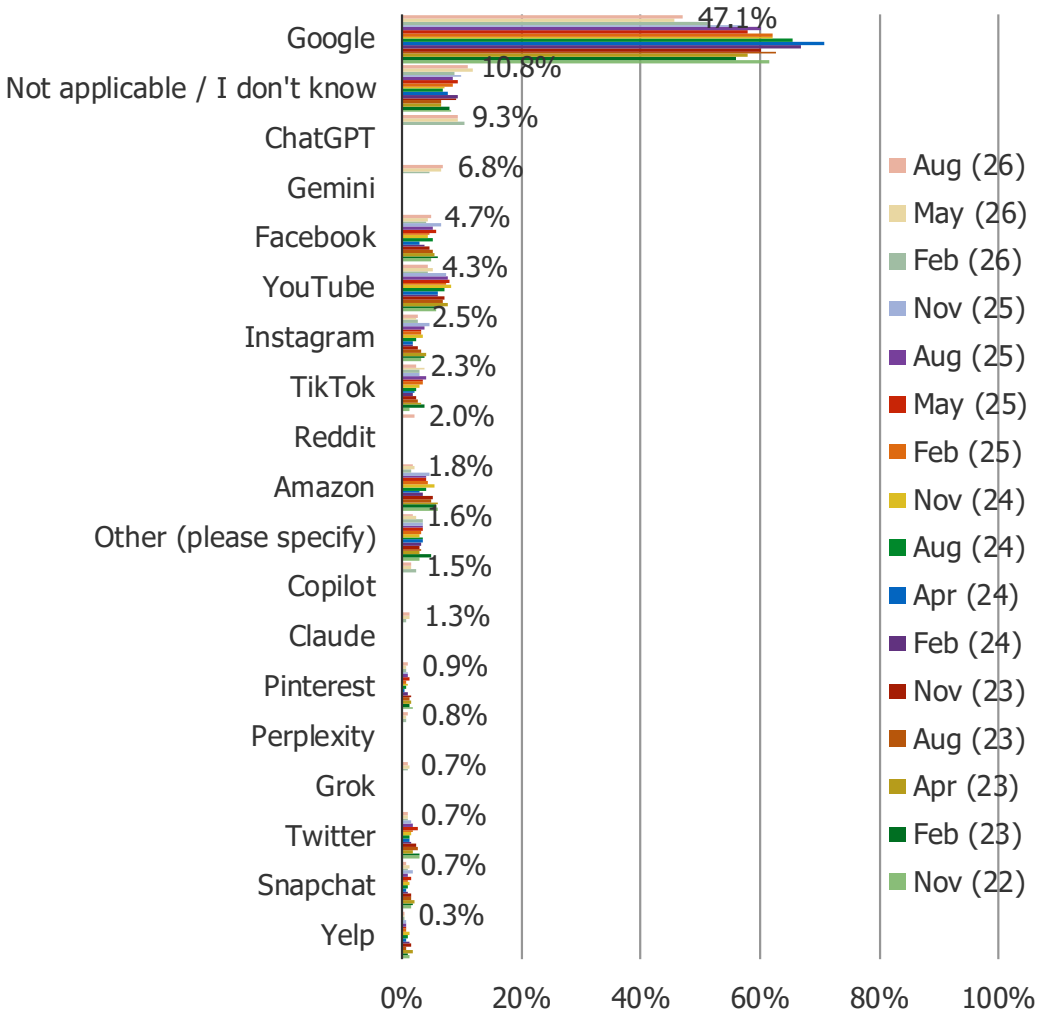
Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	13.2%	23.0%	7.2%	2.0%	0.7%	0.7%	4.6%	0.7%	21.7%	0.7%	10.5%	3.3%	0.7%	0.0%	0.0%	1.3%	0.0%
25 to 34	4.1%	21.5%	3.3%	7.9%	0.8%	1.7%	5.0%	0.4%	20.7%	0.0%	9.5%	5.4%	1.2%	1.2%	2.5%	0.8%	2.5%
35 to 44	6.8%	31.5%	4.3%	7.7%	0.9%	0.0%	6.0%	0.0%	15.7%	0.9%	3.4%	2.6%	2.1%	0.9%	0.0%	2.1%	3.0%
45 to 54	3.1%	36.6%	3.5%	4.7%	0.4%	0.4%	6.6%	0.4%	19.5%	0.8%	2.3%	4.3%	1.6%	1.2%	0.4%	0.0%	0.0%
55 to 64	1.4%	29.2%	0.0%	3.6%	0.5%	0.0%	4.5%	0.0%	29.6%	1.8%	4.9%	2.2%	0.9%	0.0%	0.0%	0.5%	0.0%
65 to 74	0.0%	42.5%	0.0%	3.6%	0.0%	0.0%	2.2%	0.0%	32.4%	0.0%	2.2%	0.7%	2.2%	0.0%	0.0%	0.0%	0.0%
75 or older	0.0%	38.5%	0.0%	1.8%	0.0%	0.0%	0.9%	0.0%	32.1%	0.0%	1.8%	2.8%	0.0%	0.0%	0.0%	0.0%	0.9%

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

Posed to all respondents.



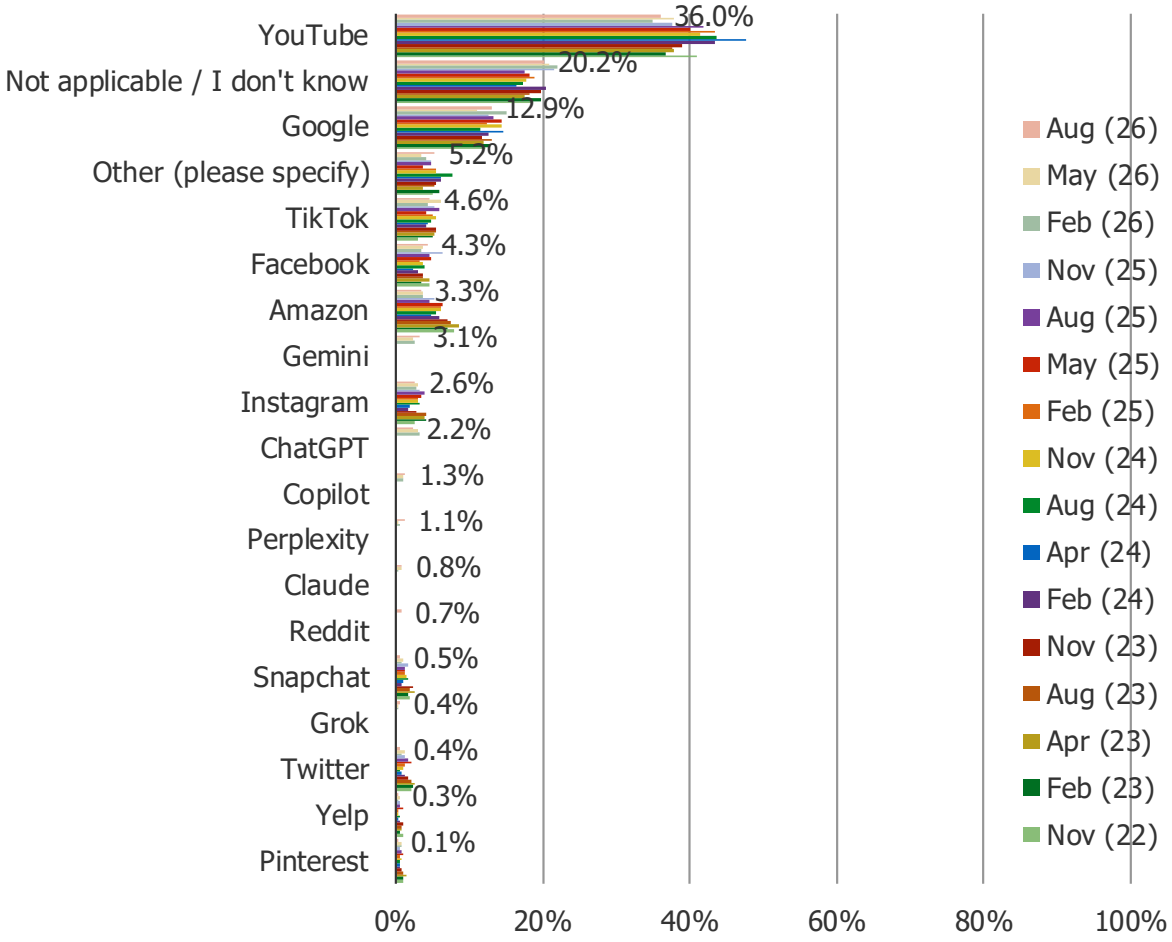
Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	4.0%	36.8%	5.9%	2.6%	0.7%	2.6%	4.0%	0.0%	2.6%	2.0%	18.4%	3.3%	0.7%	0.0%	0.0%	2.0%	2.6%
25 to 34	5.4%	35.1%	2.9%	5.8%	1.7%	1.2%	3.3%	0.0%	1.7%	1.2%	13.2%	7.4%	0.8%	2.9%	2.9%	1.2%	3.3%
35 to 44	3.0%	40.0%	2.1%	10.2%	0.9%	0.9%	6.4%	0.9%	0.9%	0.9%	7.7%	8.1%	0.9%	1.3%	0.4%	0.4%	3.4%
45 to 54	0.8%	46.7%	3.9%	5.5%	0.4%	0.0%	4.7%	0.8%	2.3%	1.6%	8.6%	6.2%	1.6%	2.0%	1.2%	0.0%	2.0%
55 to 64	0.9%	54.3%	1.4%	1.8%	0.5%	0.0%	4.5%	0.0%	2.7%	0.0%	6.7%	9.0%	2.7%	0.9%	0.0%	0.5%	0.9%
65 to 74	0.0%	64.0%	0.0%	1.4%	0.7%	0.0%	3.6%	0.0%	0.7%	0.0%	5.8%	5.0%	2.2%	0.0%	0.0%	0.7%	0.0%
75 or older	0.0%	67.9%	0.0%	1.8%	0.0%	0.0%	1.8%	0.0%	0.9%	0.0%	2.8%	7.3%	2.8%	0.0%	0.0%	0.9%	0.0%

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

Posed to all respondents.



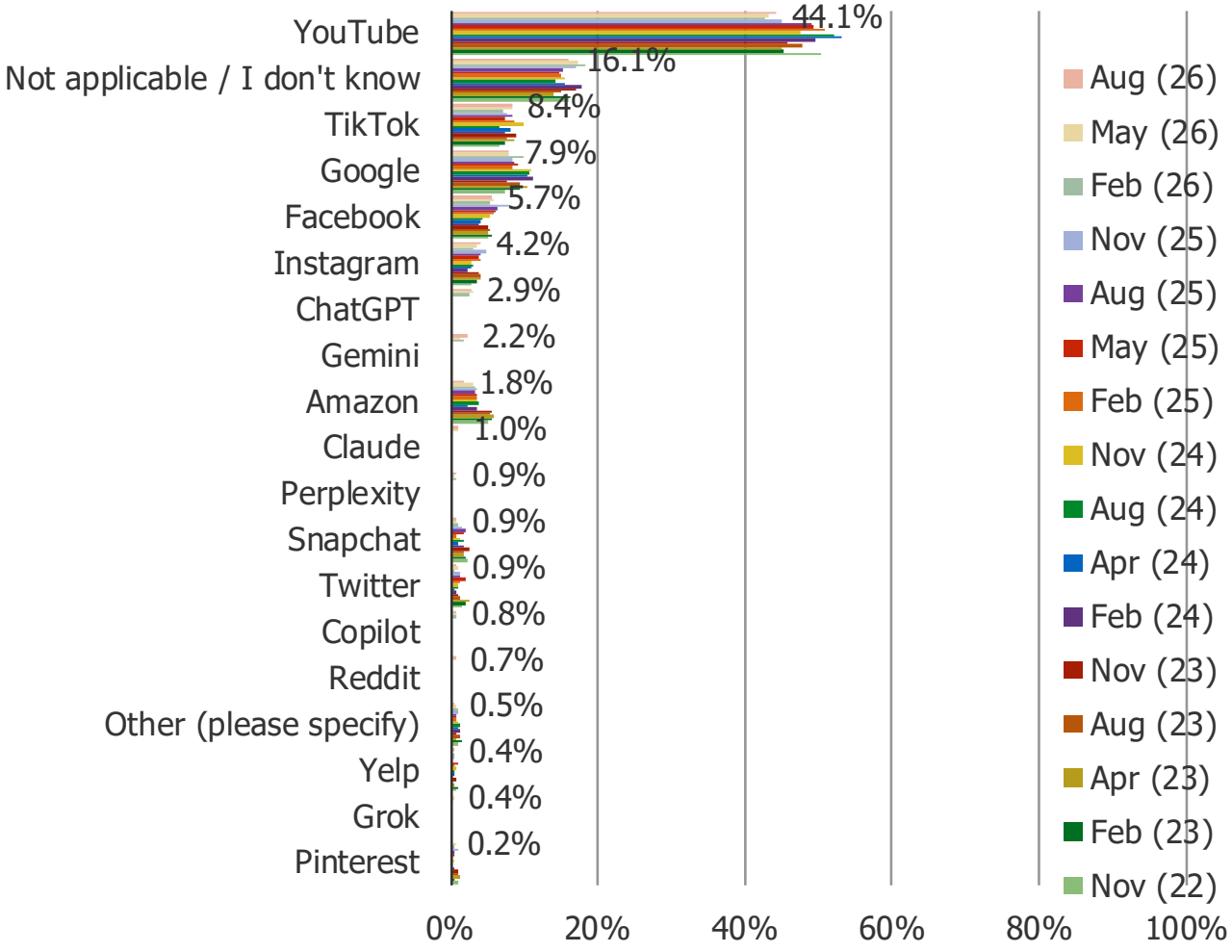
Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	13.8%	13.2%	7.2%	2.6%	1.3%	0.7%	27.6%	0.0%	1.3%	0.0%	3.3%	2.6%	0.0%	2.0%	1.3%	2.0%	0.0%
25 to 34	5.8%	8.3%	4.6%	6.6%	0.0%	1.7%	38.8%	1.2%	2.1%	0.4%	5.4%	4.1%	0.8%	1.2%	3.3%	0.0%	1.7%
35 to 44	7.2%	14.9%	2.1%	6.8%	0.9%	0.4%	33.6%	0.0%	2.1%	0.0%	1.7%	4.3%	3.0%	0.9%	1.7%	0.9%	1.7%
45 to 54	2.0%	11.3%	2.3%	5.1%	0.8%	0.4%	45.5%	0.4%	3.1%	0.0%	2.0%	3.1%	1.2%	0.4%	0.4%	0.4%	0.4%
55 to 64	1.4%	13.0%	0.9%	1.8%	0.0%	0.0%	42.6%	0.0%	4.5%	0.0%	0.9%	2.2%	1.8%	0.0%	0.0%	0.0%	0.5%
65 to 74	0.7%	17.3%	0.0%	2.9%	0.0%	0.0%	33.8%	0.0%	4.3%	0.0%	0.0%	2.2%	0.7%	1.4%	0.0%	0.0%	0.0%
75 or older	0.0%	17.4%	0.0%	0.9%	0.0%	0.0%	13.8%	0.0%	8.3%	0.0%	0.9%	1.8%	0.0%	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.



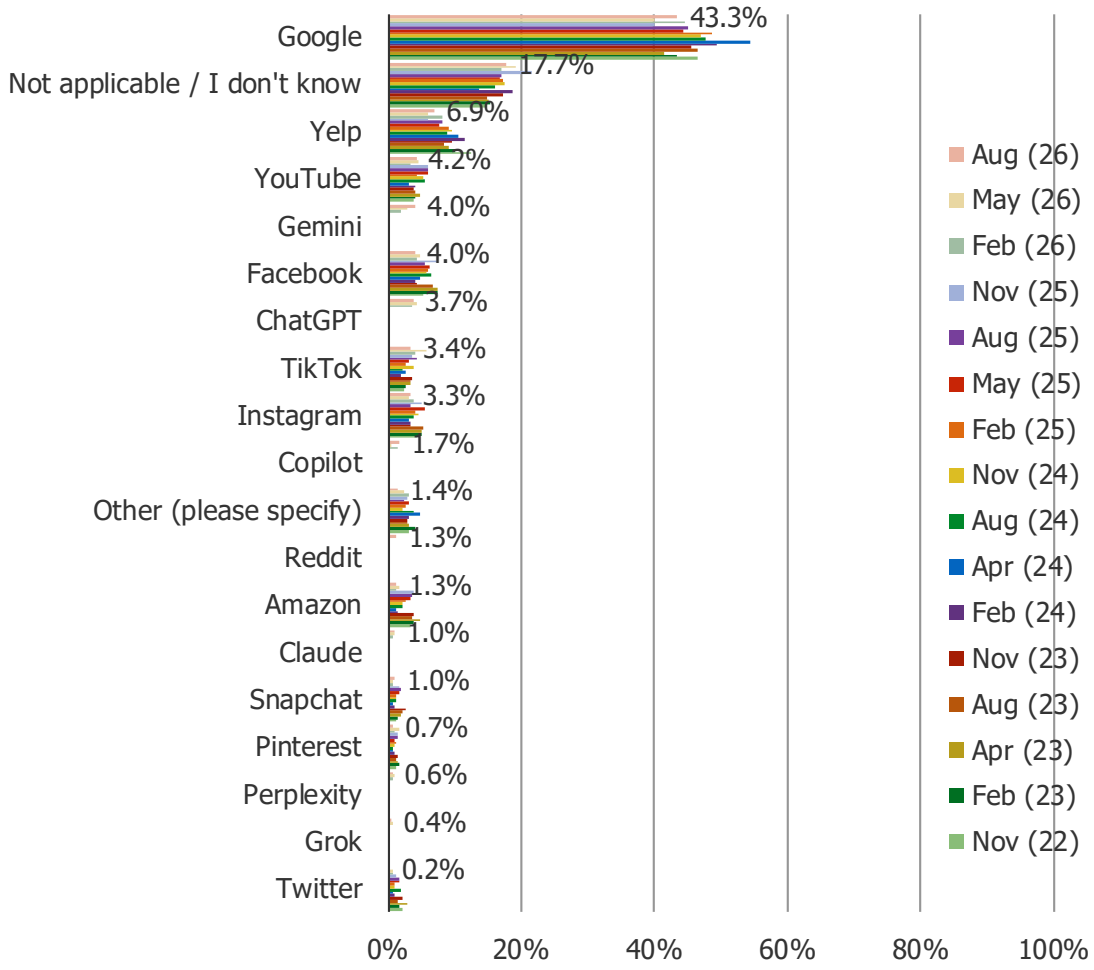
Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	23.0%	7.2%	6.6%	2.6%	2.0%	1.3%	36.8%	0.7%	0.7%	0.0%	4.6%	2.6%	1.3%	0.7%	0.7%	0.7%	0.0%
25 to 34	11.2%	4.1%	7.0%	5.0%	2.1%	2.1%	42.6%	0.8%	2.1%	0.0%	5.0%	2.9%	2.1%	2.5%	1.2%	0.0%	0.8%
35 to 44	8.9%	8.5%	5.5%	6.8%	0.9%	1.7%	38.7%	0.4%	1.7%	0.0%	5.1%	2.1%	1.3%	1.7%	2.1%	0.9%	2.1%
45 to 54	5.5%	6.2%	2.7%	6.6%	0.4%	0.4%	55.3%	0.8%	1.6%	0.4%	2.0%	3.1%	0.4%	0.8%	1.2%	0.4%	0.4%
55 to 64	6.3%	6.3%	2.7%	5.4%	0.5%	0.0%	55.2%	0.0%	2.2%	0.5%	0.5%	1.4%	0.0%	0.5%	0.0%	0.5%	0.5%
65 to 74	0.7%	14.4%	2.9%	7.2%	0.0%	0.0%	40.3%	0.0%	2.2%	0.7%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
75 or older	0.0%	15.6%	0.0%	5.5%	0.0%	0.0%	25.7%	0.0%	2.8%	0.0%	0.9%	1.8%	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.



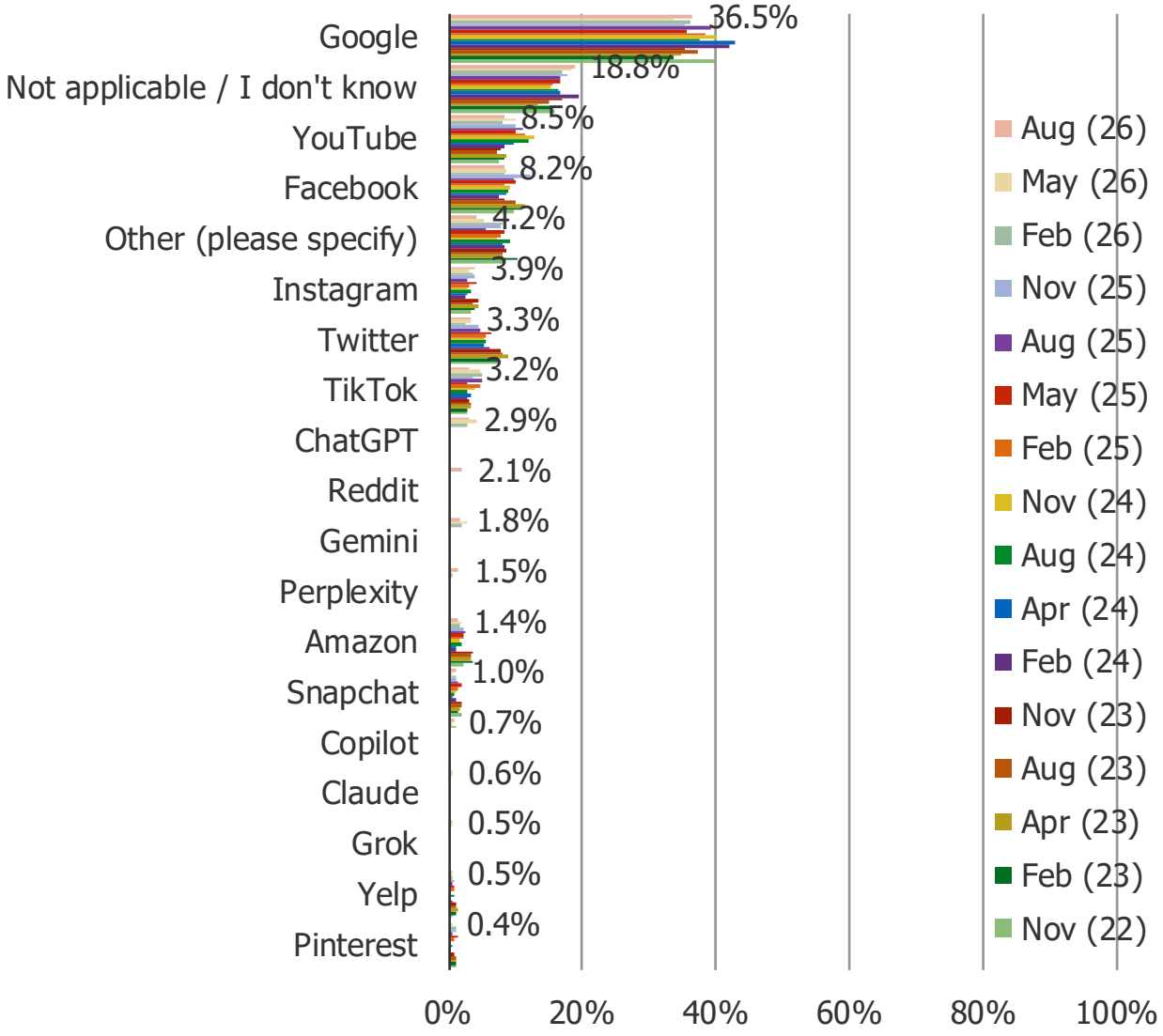
Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

Cross-tabbing the data by age…

	TikTok	Google	Instagram	Facebook	Twitter	Snapchat	YouTube	Yelp	Amazon	Pinterest	ChatGPT	Gemini	Copilot	Claude	Perplexity	Grok	Reddit
18 to 24	11.8%	42.1%	6.6%	1.3%	0.0%	2.6%	5.3%	2.6%	2.0%	1.3%	7.9%	0.7%	0.7%	1.3%	0.0%	0.0%	0.7%
25 to 34	2.9%	33.9%	6.6%	5.0%	0.8%	2.5%	4.6%	7.0%	0.0%	1.7%	7.0%	4.1%	3.3%	1.7%	0.8%	1.7%	2.9%
35 to 44	5.1%	37.9%	3.8%	5.1%	0.0%	1.3%	7.2%	5.1%	2.1%	1.3%	2.1%	6.4%	2.6%	1.3%	1.7%	0.9%	2.6%
45 to 54	2.0%	44.8%	2.7%	4.7%	0.4%	0.0%	3.5%	9.3%	2.3%	0.4%	3.1%	5.8%	1.6%	0.8%	0.4%	0.0%	0.4%
55 to 64	1.4%	48.4%	0.9%	4.9%	0.0%	0.0%	4.5%	7.6%	0.9%	0.0%	1.8%	4.0%	0.5%	0.0%	0.5%	0.0%	0.9%
65 to 74	0.0%	49.6%	0.7%	2.2%	0.0%	0.0%	1.4%	8.6%	0.0%	0.0%	2.2%	1.4%	2.2%	1.4%	0.0%	0.0%	0.0%
75 or older	0.0%	56.0%	0.0%	1.8%	0.0%	0.0%	0.0%	7.3%	0.9%	0.0%	0.9%	2.8%	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: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve 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	Reddit
18 to 24	9.2%	28.3%	8.6%	3.3%	6.6%	2.0%	8.6%	2.6%	1.3%	0.0%	4.0%	2.0%	0.7%	0.0%	2.0%	2.6%	2.6%
25 to 34	4.6%	28.1%	5.0%	8.7%	4.1%	2.1%	11.2%	0.8%	2.9%	0.8%	5.4%	2.1%	1.7%	0.8%	2.5%	0.0%	2.5%
35 to 44	3.0%	31.1%	3.8%	9.8%	4.3%	0.9%	8.1%	0.4%	3.0%	0.9%	3.0%	2.1%	0.9%	1.7%	1.3%	0.4%	3.8%
45 to 54	2.0%	39.3%	3.9%	11.7%	3.1%	1.2%	9.3%	0.0%	0.8%	0.4%	2.7%	2.3%	0.4%	0.4%	2.0%	0.8%	2.0%
55 to 64	2.2%	39.9%	2.7%	8.1%	2.2%	0.5%	9.4%	0.0%	0.0%	0.0%	1.8%	1.4%	0.5%	0.5%	0.9%	0.0%	0.9%
65 to 74	0.0%	48.2%	0.7%	7.9%	0.7%	0.0%	6.5%	0.0%	0.0%	0.0%	2.2%	0.7%	0.7%	0.0%	0.7%	0.0%	0.7%
75 or older	0.0%	50.5%	1.8%	3.7%	0.9%	0.0%	1.8%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%

MONTHLY SEARCH SURVEY

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

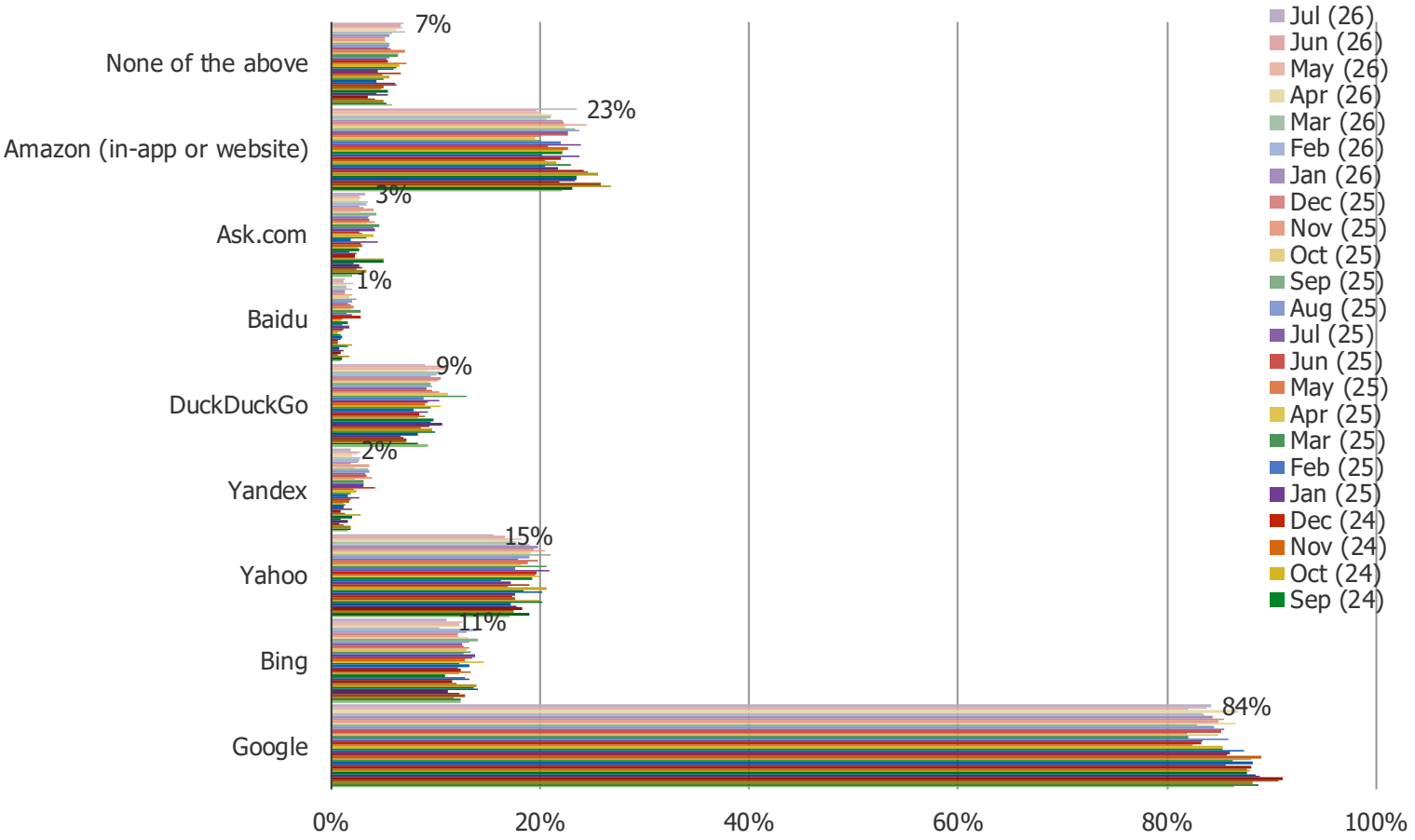
PLEASE DESCRIBE YOUR EXPERIENCE WITH AI CHATBOTS (EG, CHATGPT, GOOGLE BARD, ETC).

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.

