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BESPOKE SURVEYS

# Search, Vol 18

## 1250+ Respondents Per Quarter

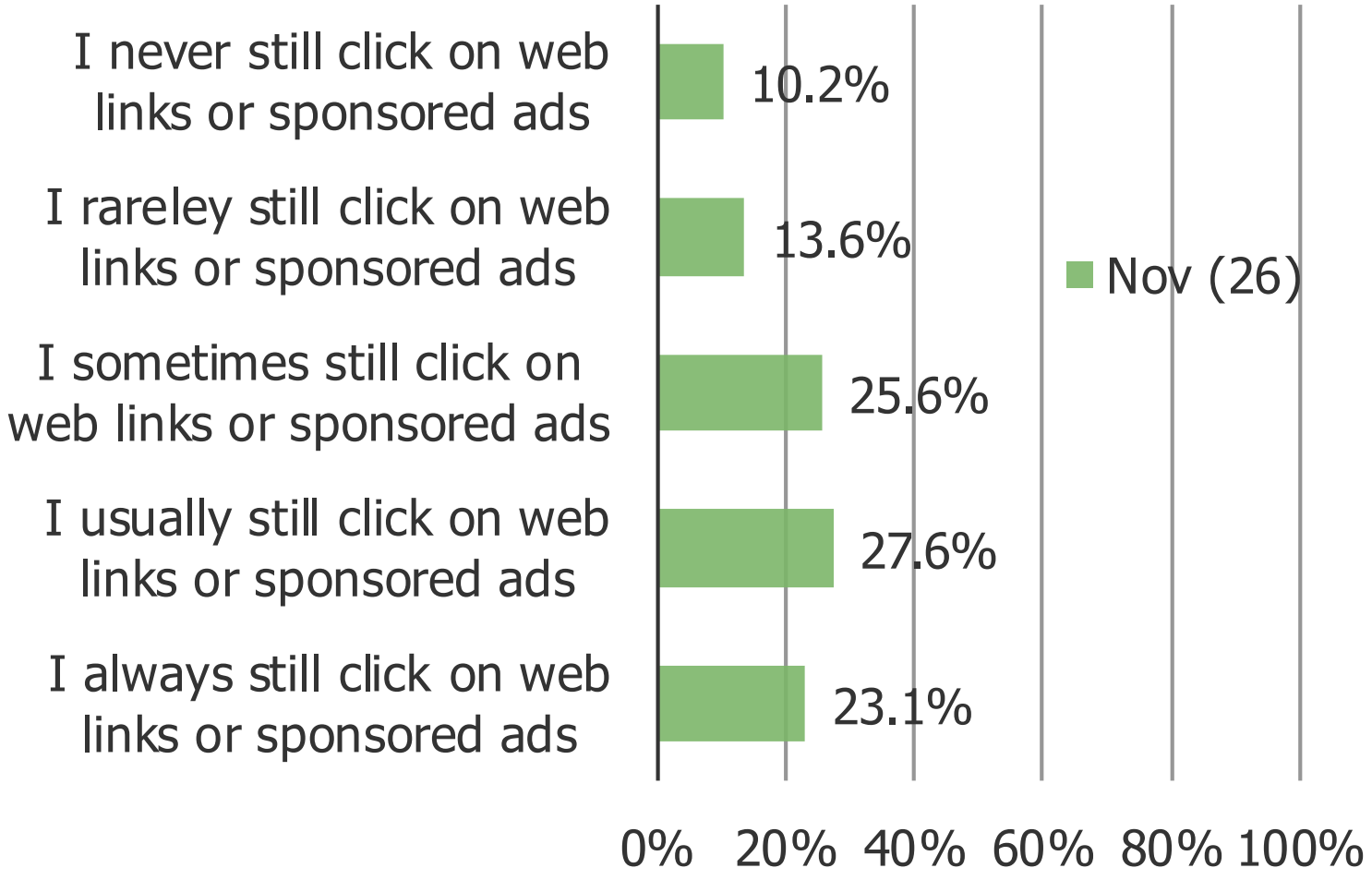
November 2026

# NEW QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

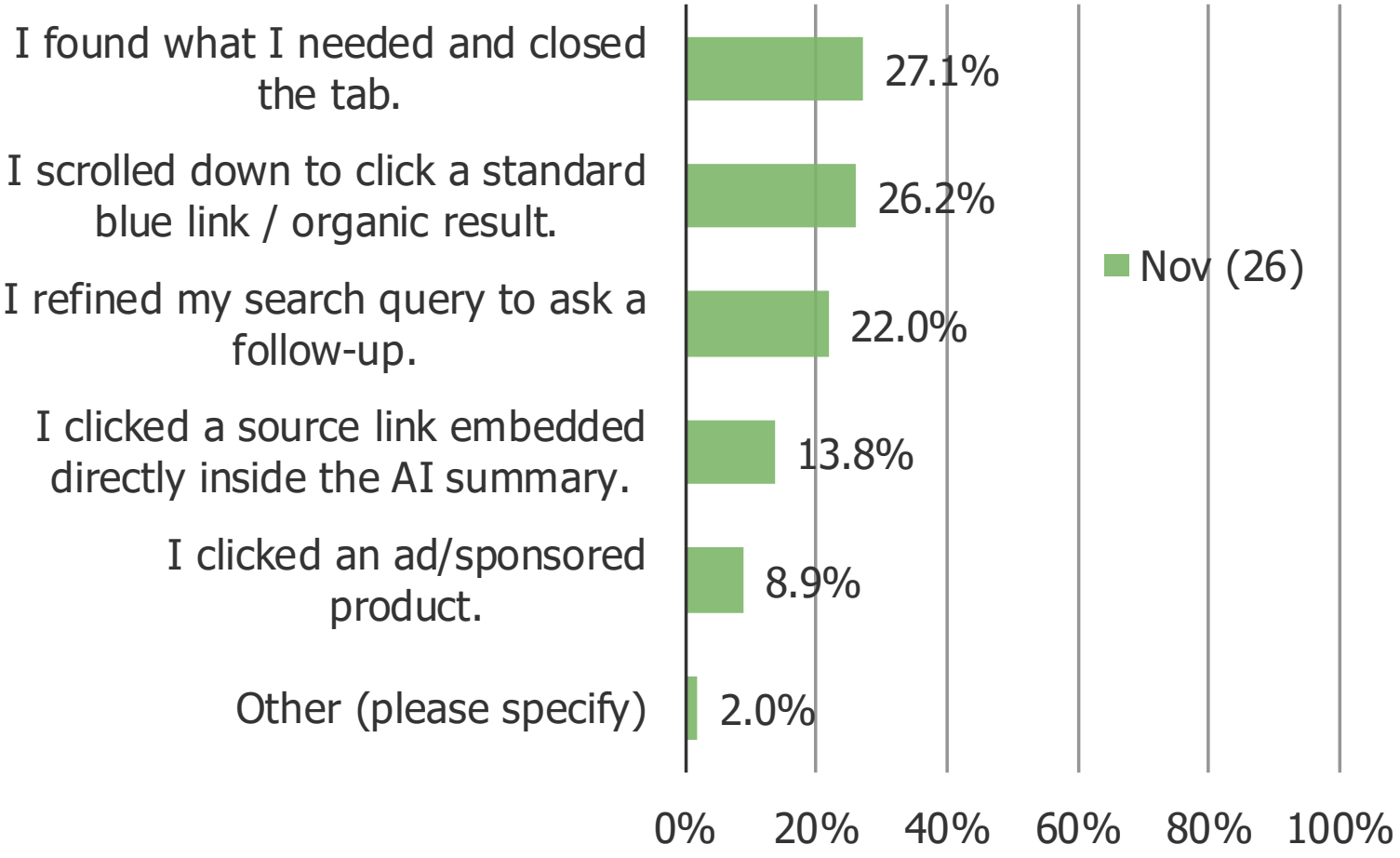
WHEN GOOGLE PROVIDES AN AI OVERVIEW AT THE TOP OF YOUR SEARCH RESULTS, HOW OFTEN DO YOU STILL CLICK ON WEB LINKS OR SPONSORED ADS OUSIDE OF THE AI OVERVIEW?

Posed to all respondents who said they use Google Search (N = 863)



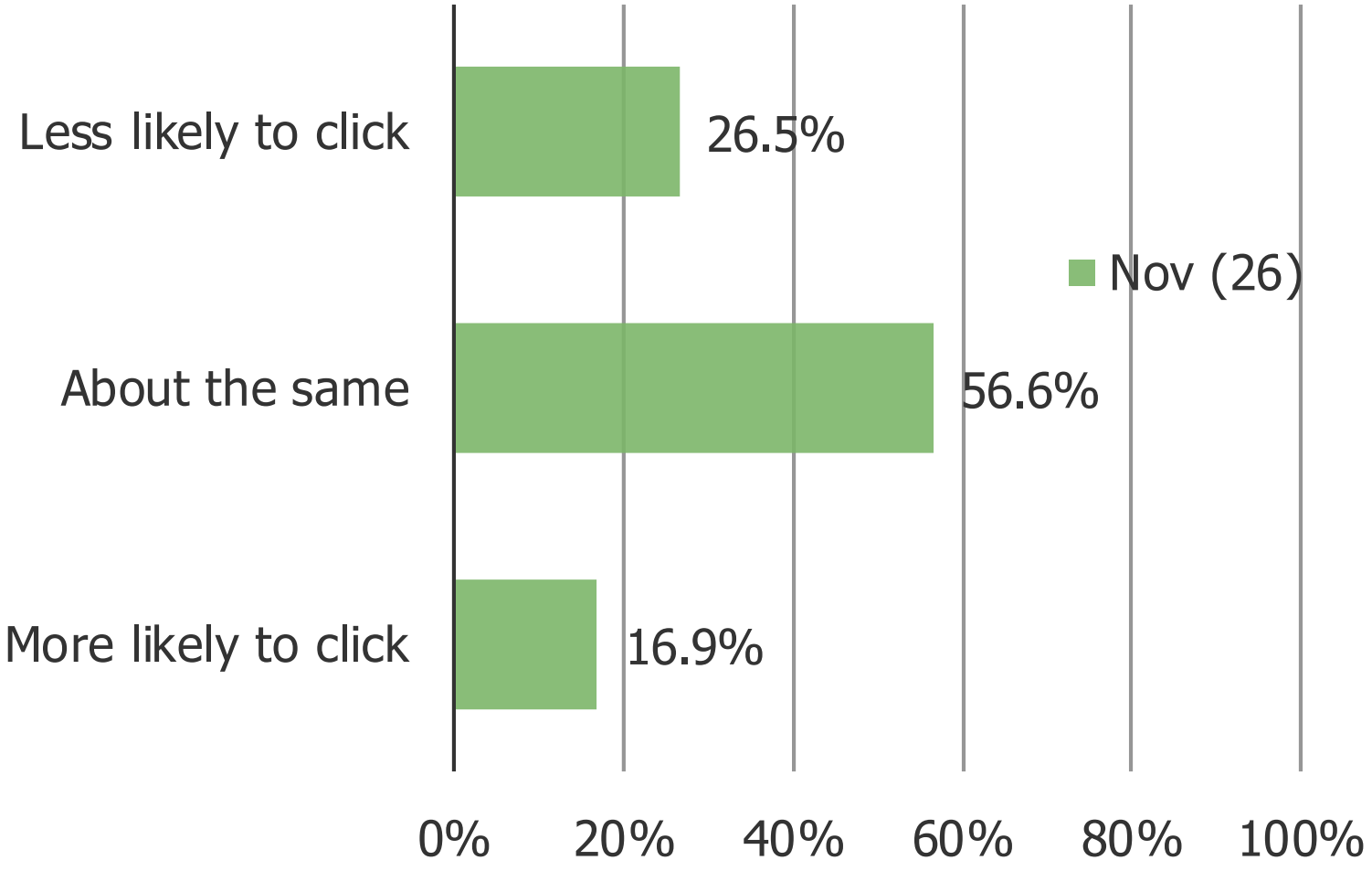
## AFTER READING AN AI OVERVIEW, WHAT IS YOUR MOST FREQUENT NEXT STEP?

Posed to all respondents who said they use Google Search (N = 863)



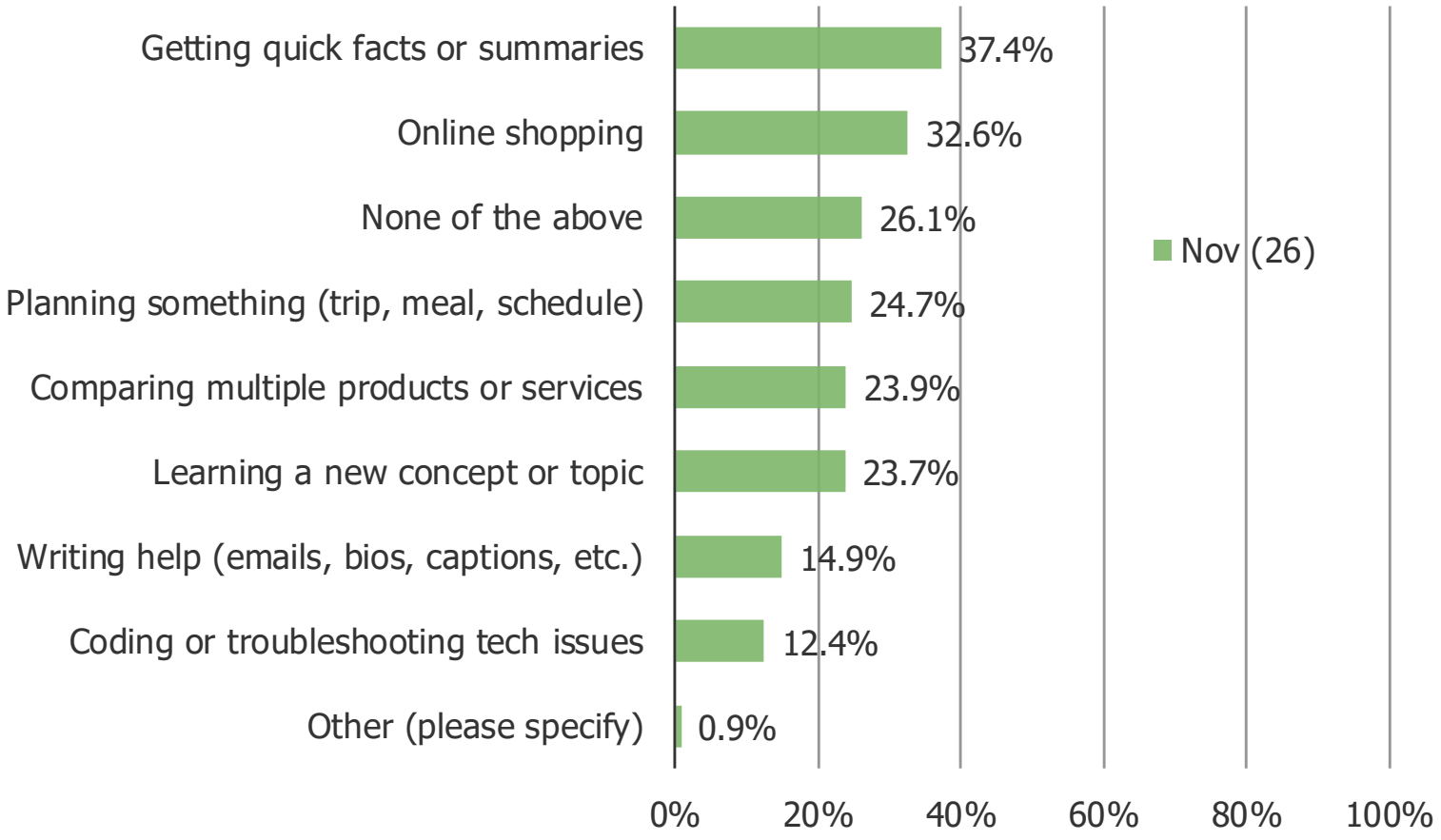
WHEN SPONSORED PRODUCTS OR ADS APPEAR DIRECTLY ADJACENT TO OR INSIDE AN AI OVERVIEW, ARE YOU MORE LIKELY, LESS LIKELY, OR EQUALLY LIKELY TO CLICK THEM COMPARED TO TRADITIONAL SEARCH ADS?

Posed to all respondents who said they use Google Search (N = 863)



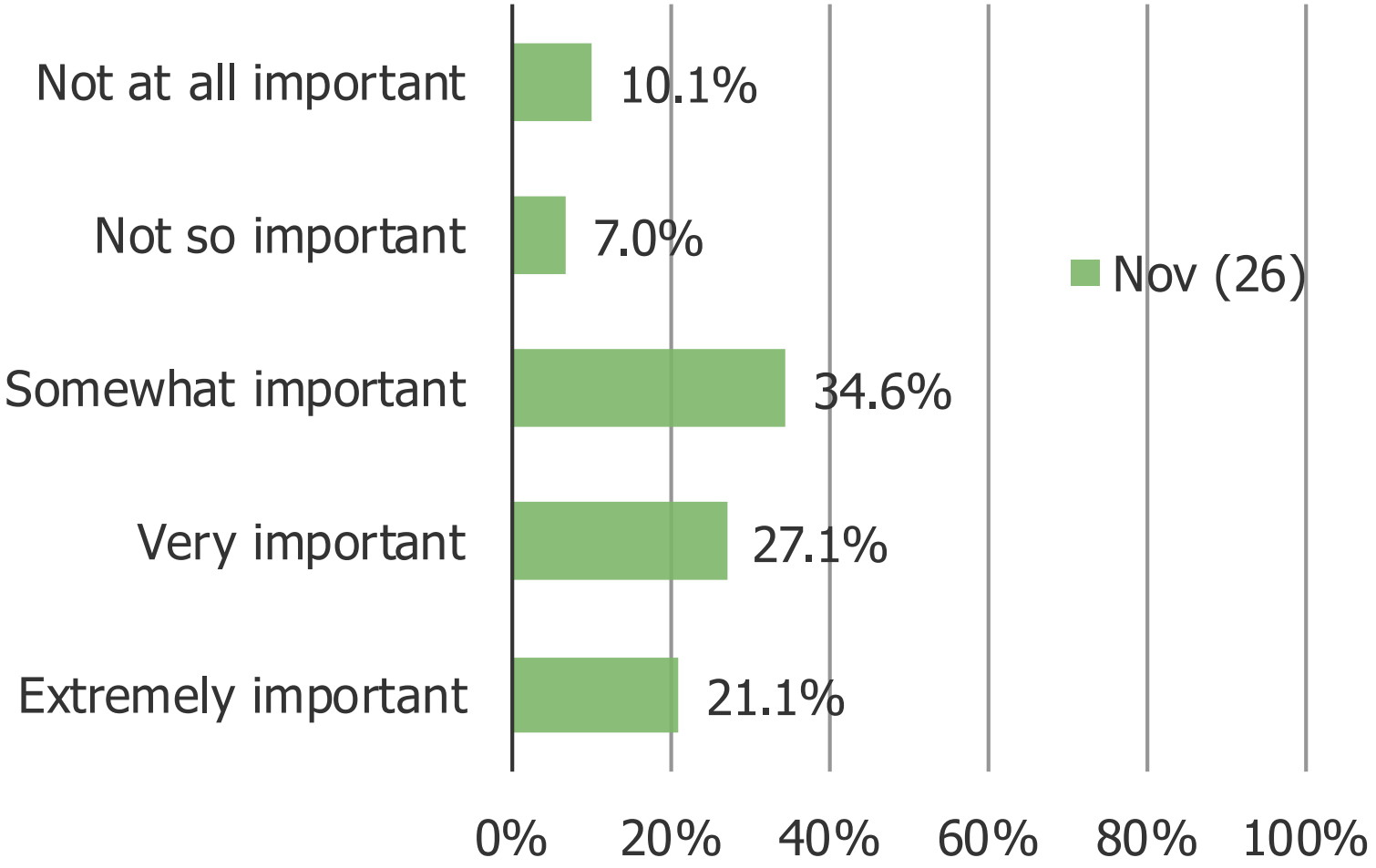
## FOR WHICH OF THE FOLLOWING TASKS DO YOU PREFER GOOGLE SEARCH OVER AN AI CHATBOT? SELECT ALL THAT APPLY

Posed to all respondents.



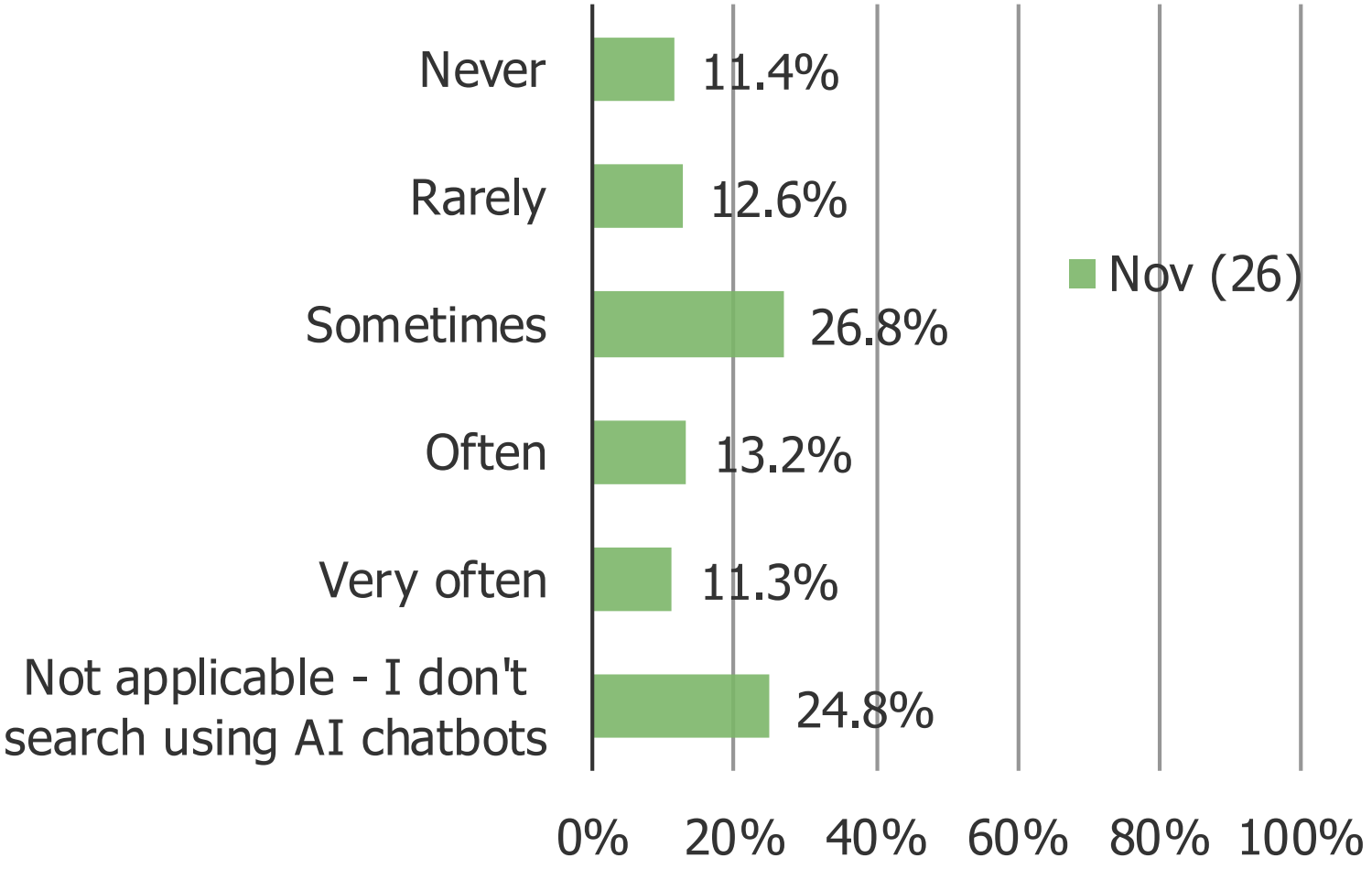
## WHEN YOU SEARCH FOR INFORMATION ONLINE, HOW IMPORTANT IS IT TO YOU TO BE ABLE TO CLICK THROUGH TO VISIT DIFFERENT WEBSITES?

Posed to all respondents.



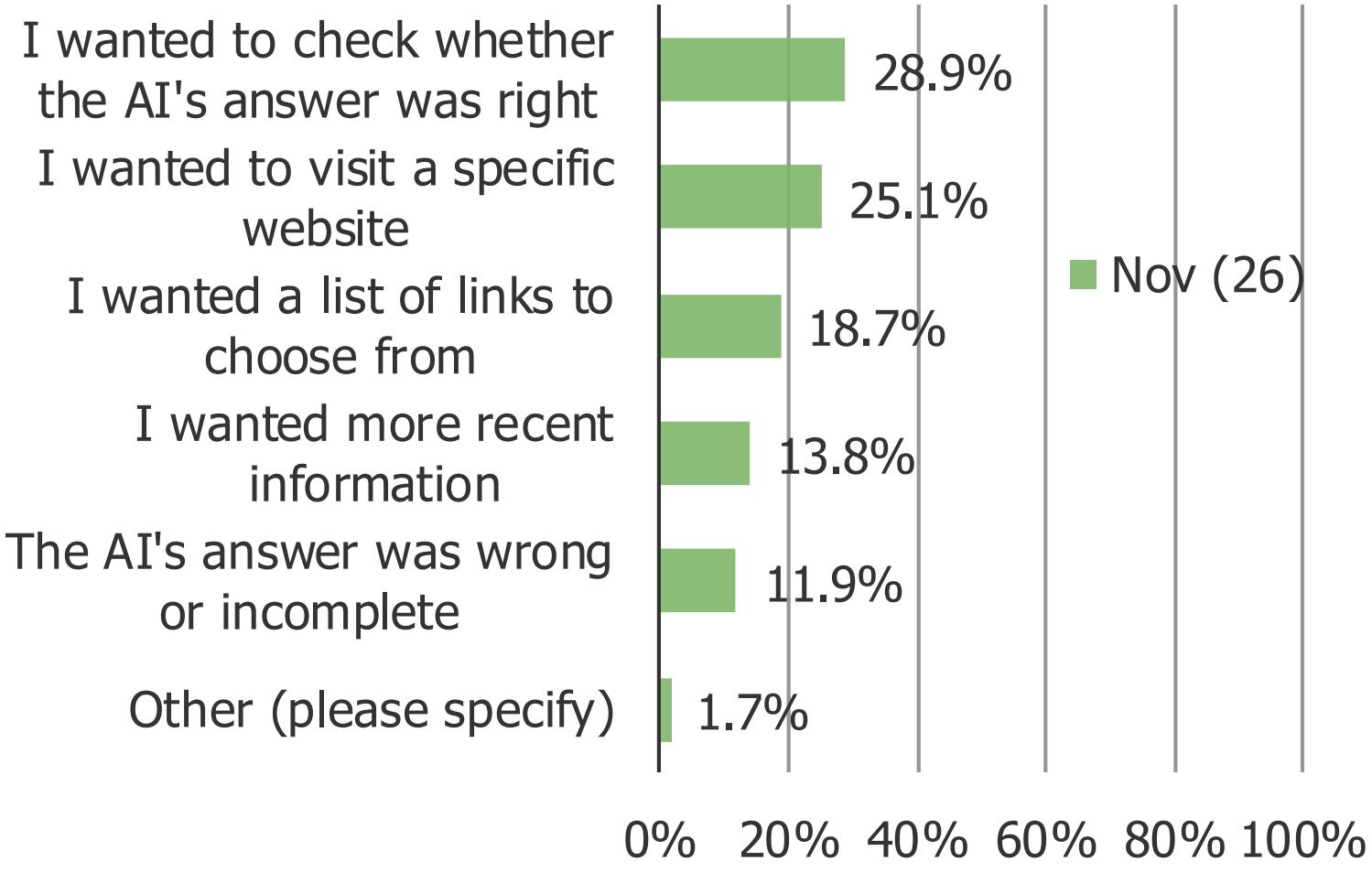
## HOW OFTEN DO YOU SEARCH FOR SOMETHING USING AN AI CHATBOT OR AI SEARCH TOOL, AND THEN RUN THAT SAME SEARCH ON GOOGLE?

Posed to all respondents.



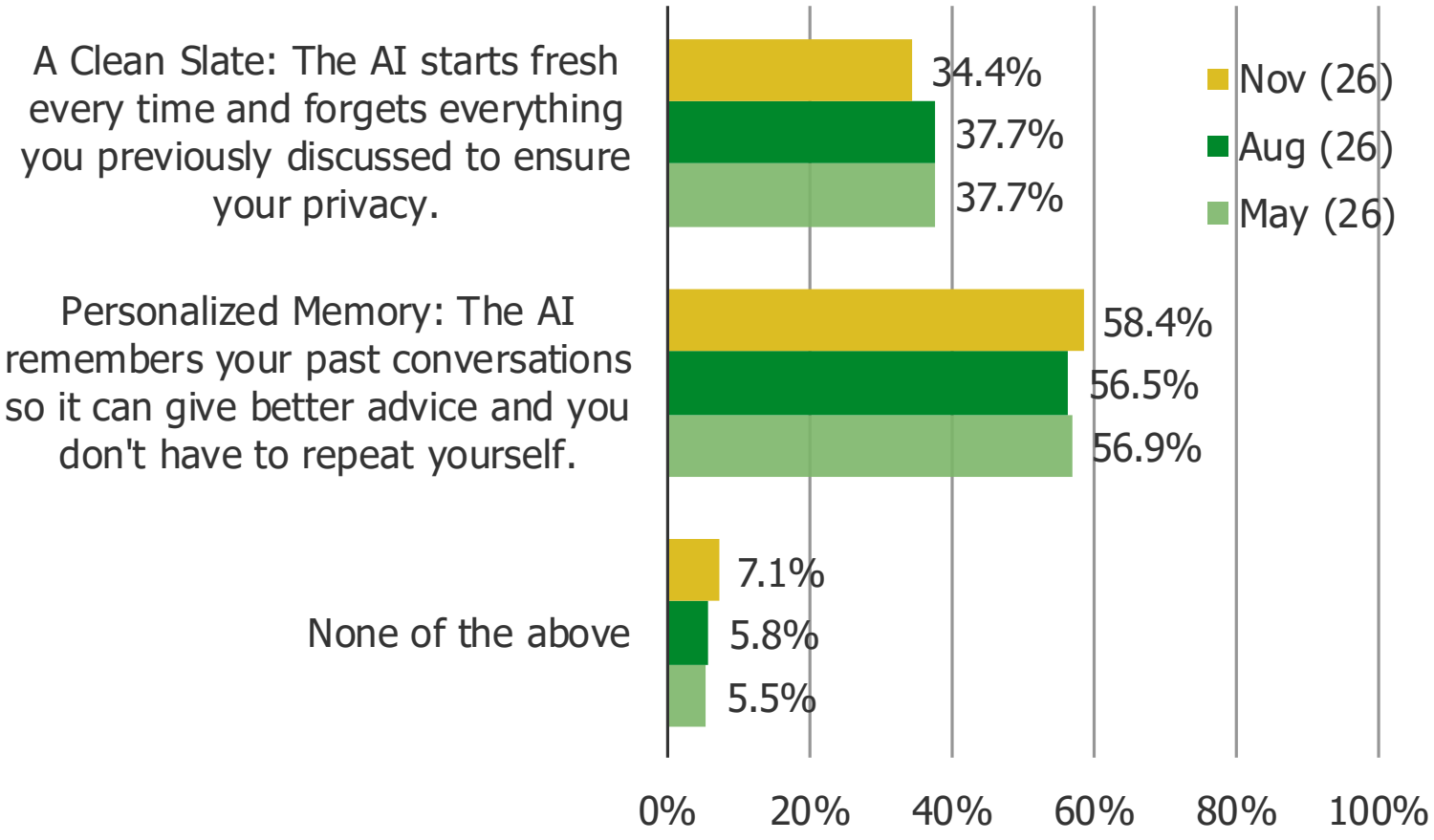
## WHEN YOU GO BACK TO GOOGLE AFTER USING AI, WHAT IS THE MAIN REASON?

Posed to all respondents who noted that they go back to Google after using AI. (N=884)



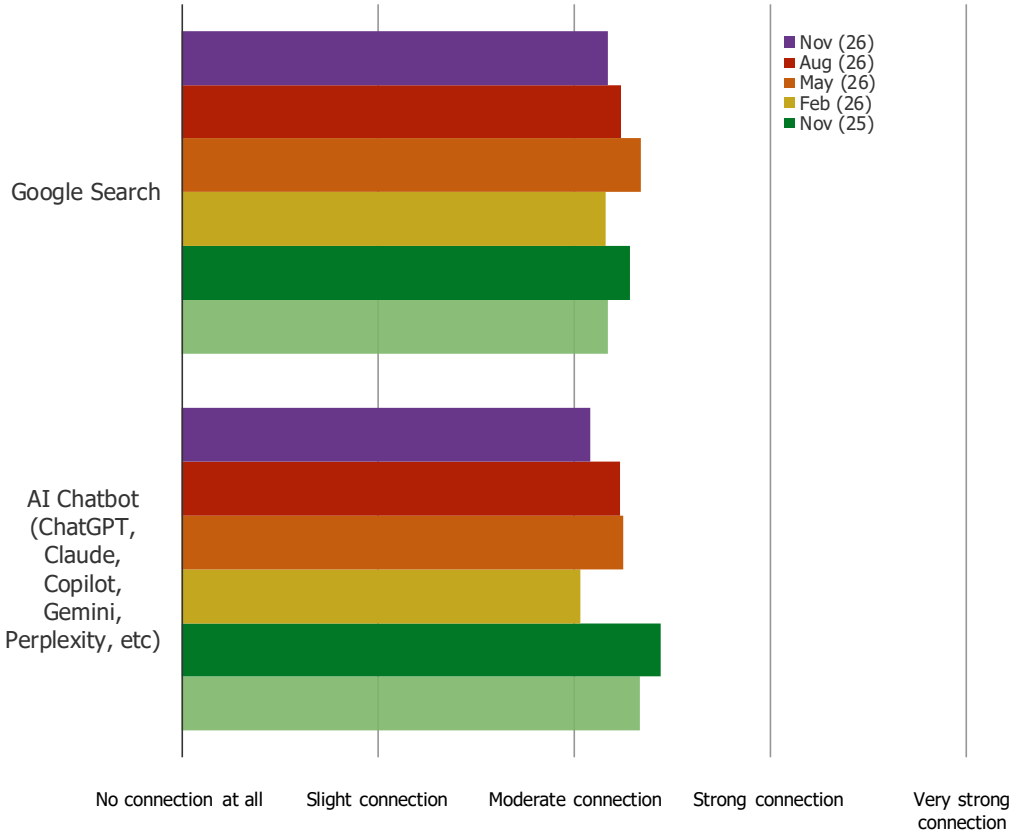
## WHEN USING A CHATBOT, WHICH OF THESE TWO EXPERIENCES DO YOU PREFER?

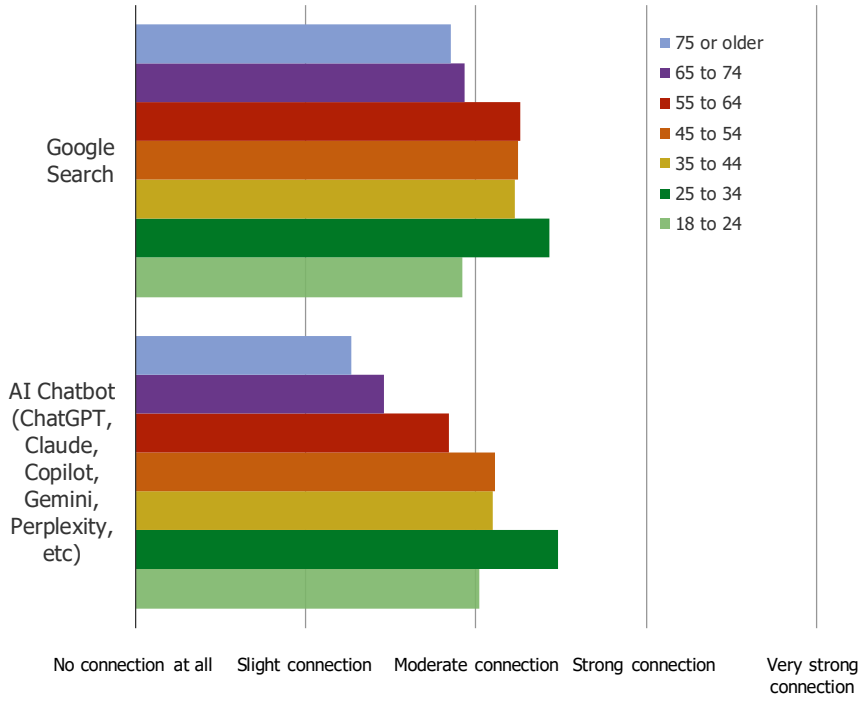
Posed to all respondents who said they used an AI chatbot in the past week (N = 546)



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

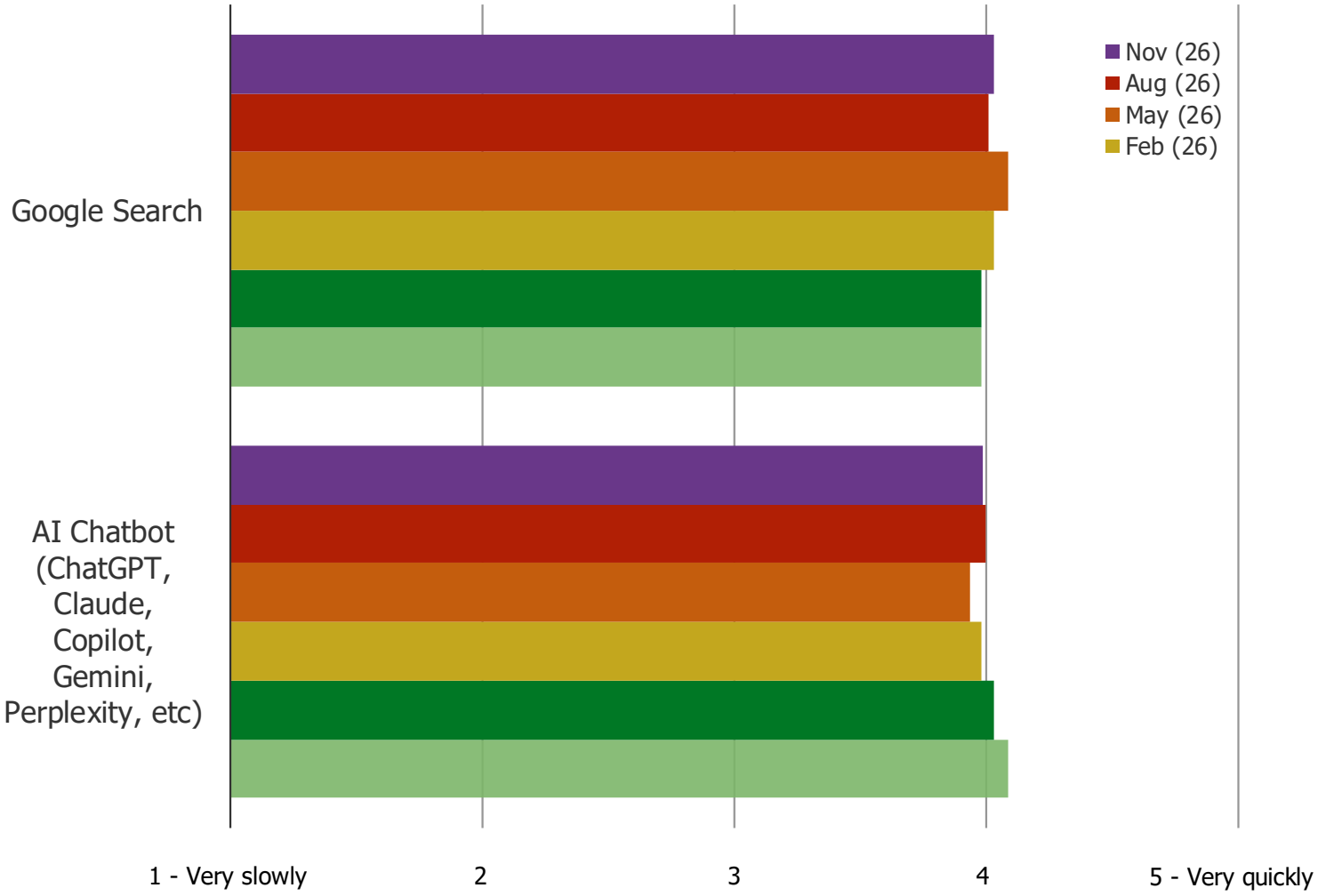
Posed to all respondents who said they used each of the following in the past week.



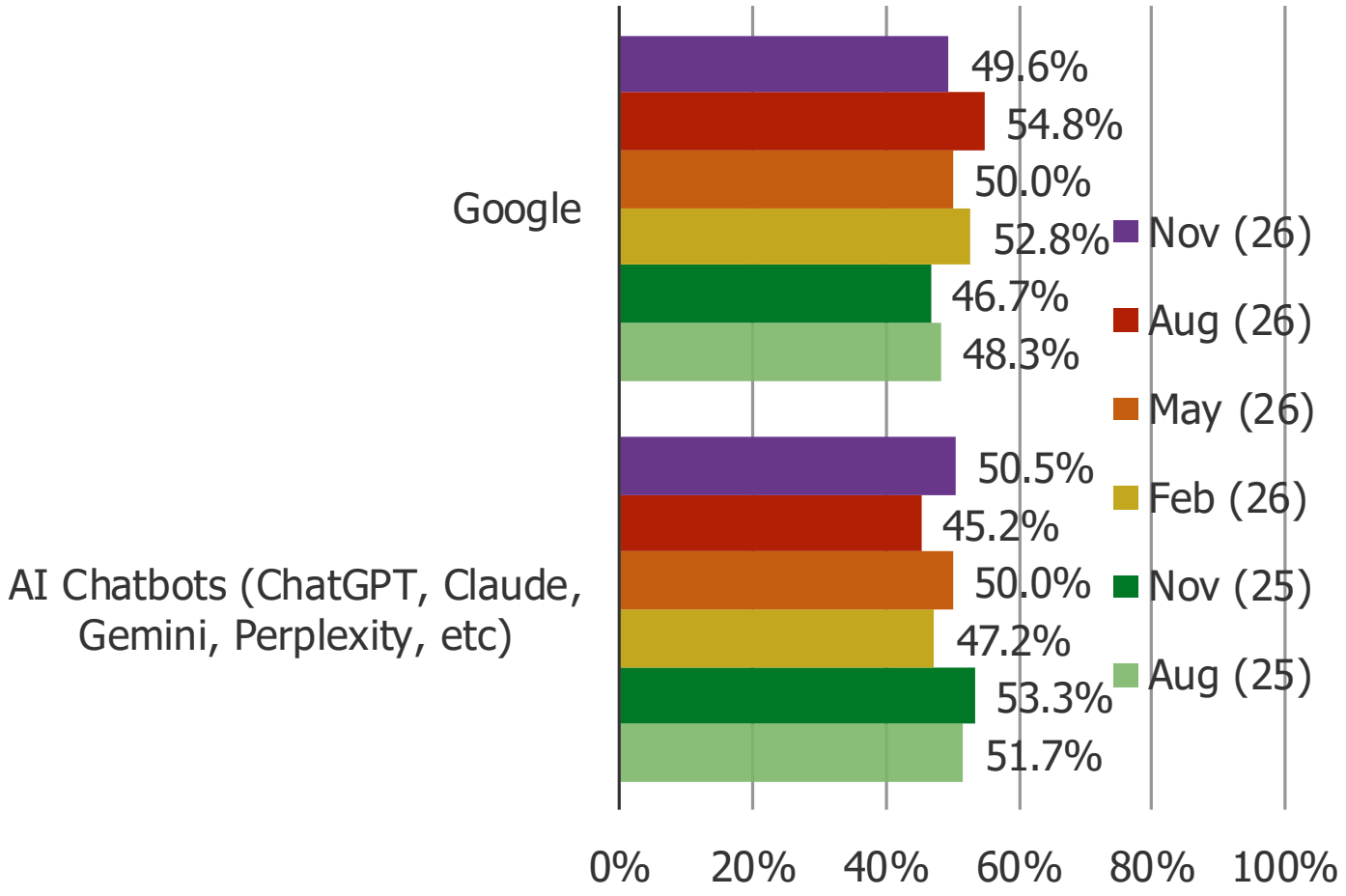
## HOW QUICKLY DO YOU FEEL YOU ARE ABLE TO ACCOMPLISH YOUR SEARCH GOALS WHEN USING THE FOLLOWING?

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



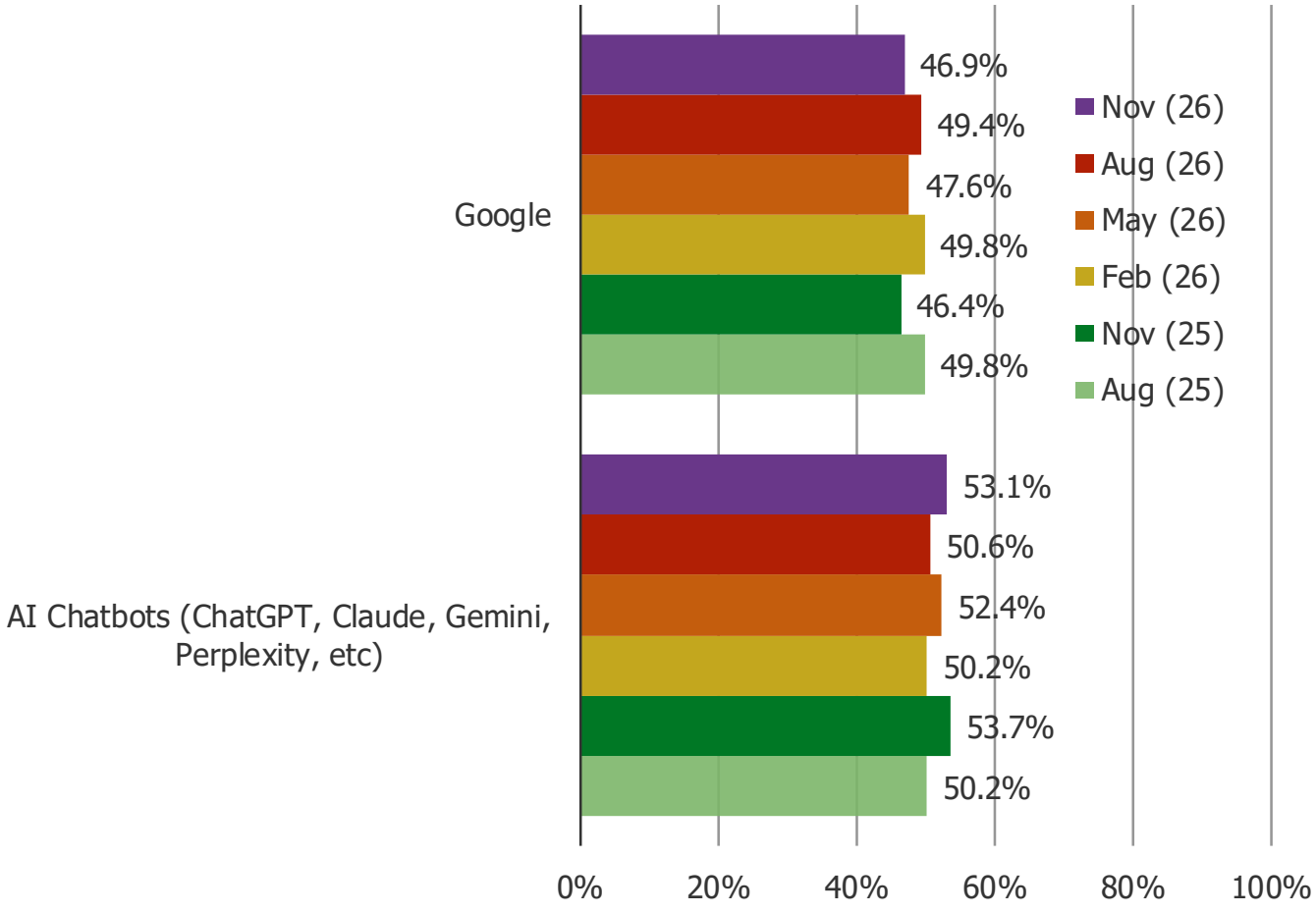
## WHICH DO YOU FEEL IS BETTER FOR GETTING MEDICAL / HEALTH ADVICE?

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



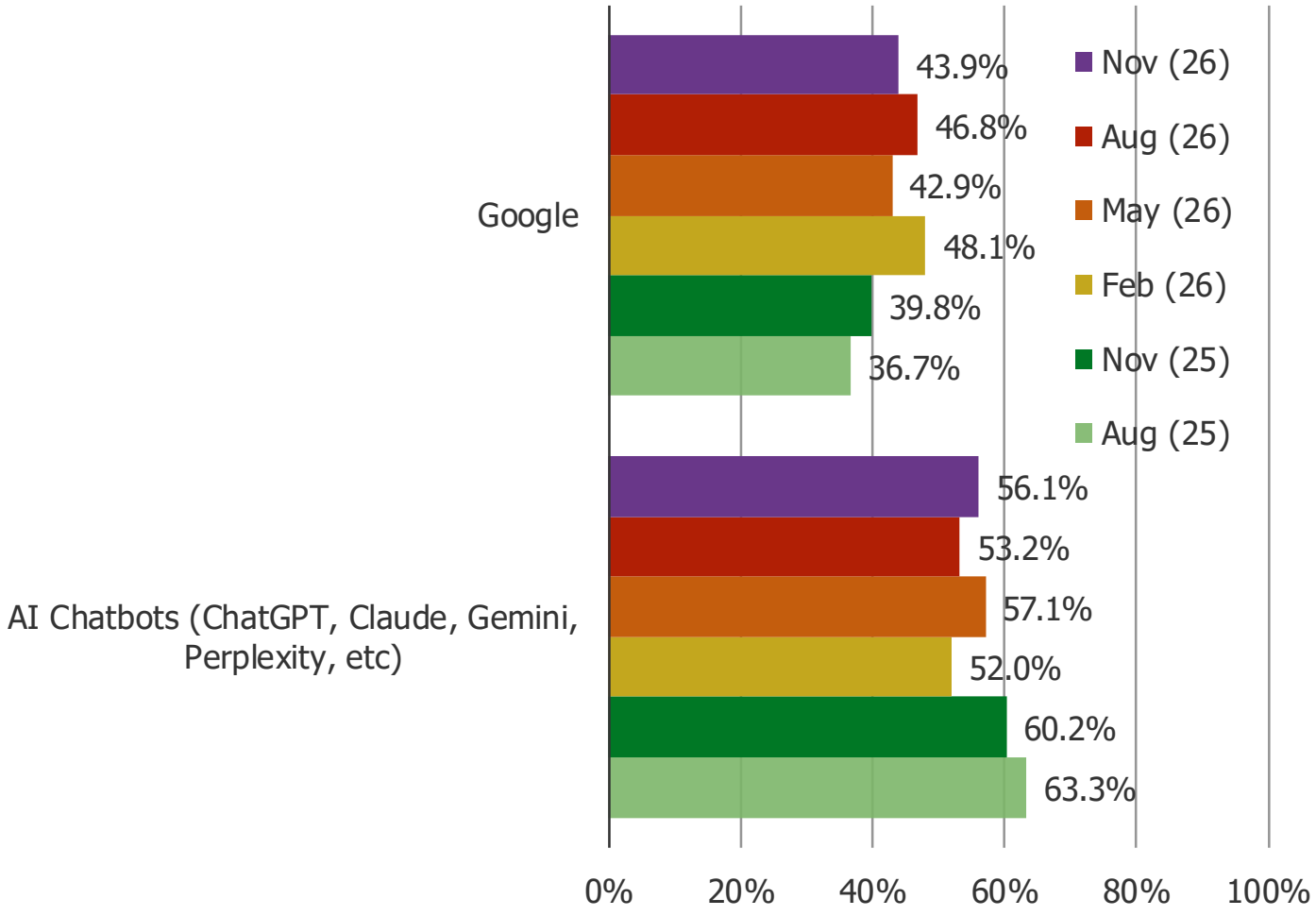
## WHICH DO YOU FEEL IS BETTER FOR GETTING LEGAL ADVICE?

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



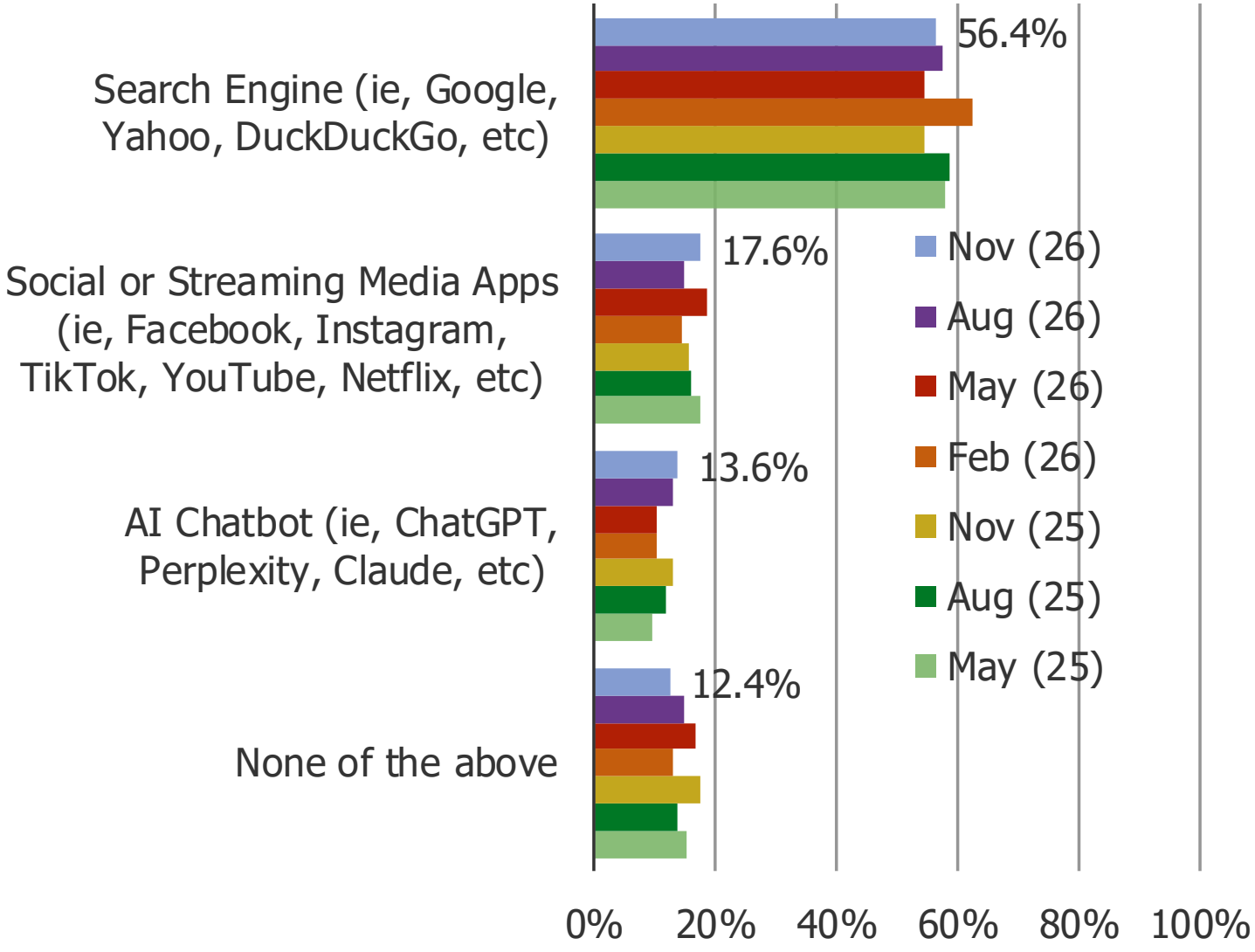
## WHICH DO YOU FEEL IS BETTER FOR HELPING WITH IMPORTANT LIFE DECISIONS?

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



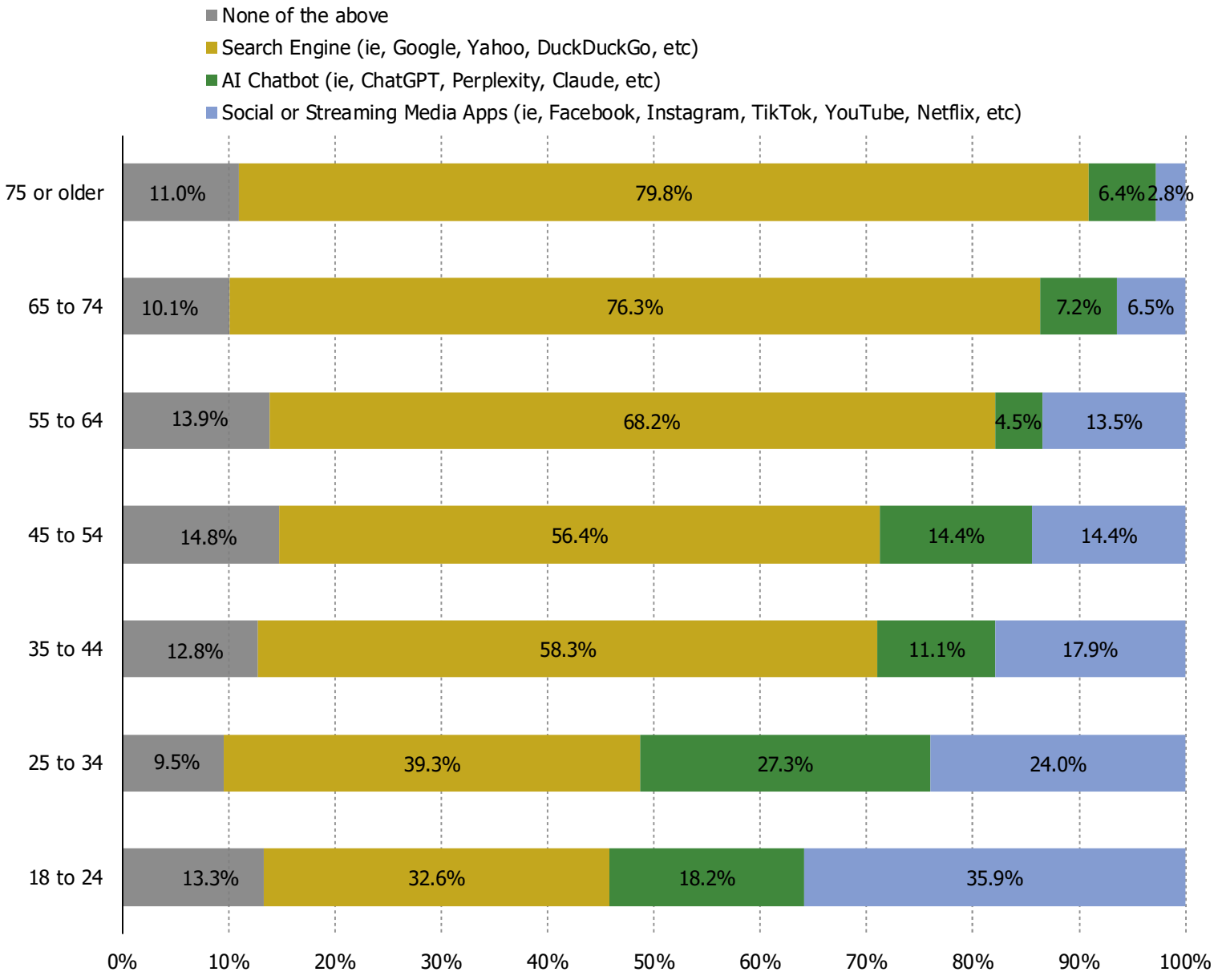
## WHEN YOU NEED TO SEARCH FOR SOMETHING ONLINE, WHERE DO YOU PREFER TO START TYPICALLY?

Posed to all respondents.



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Posed to all respondents.

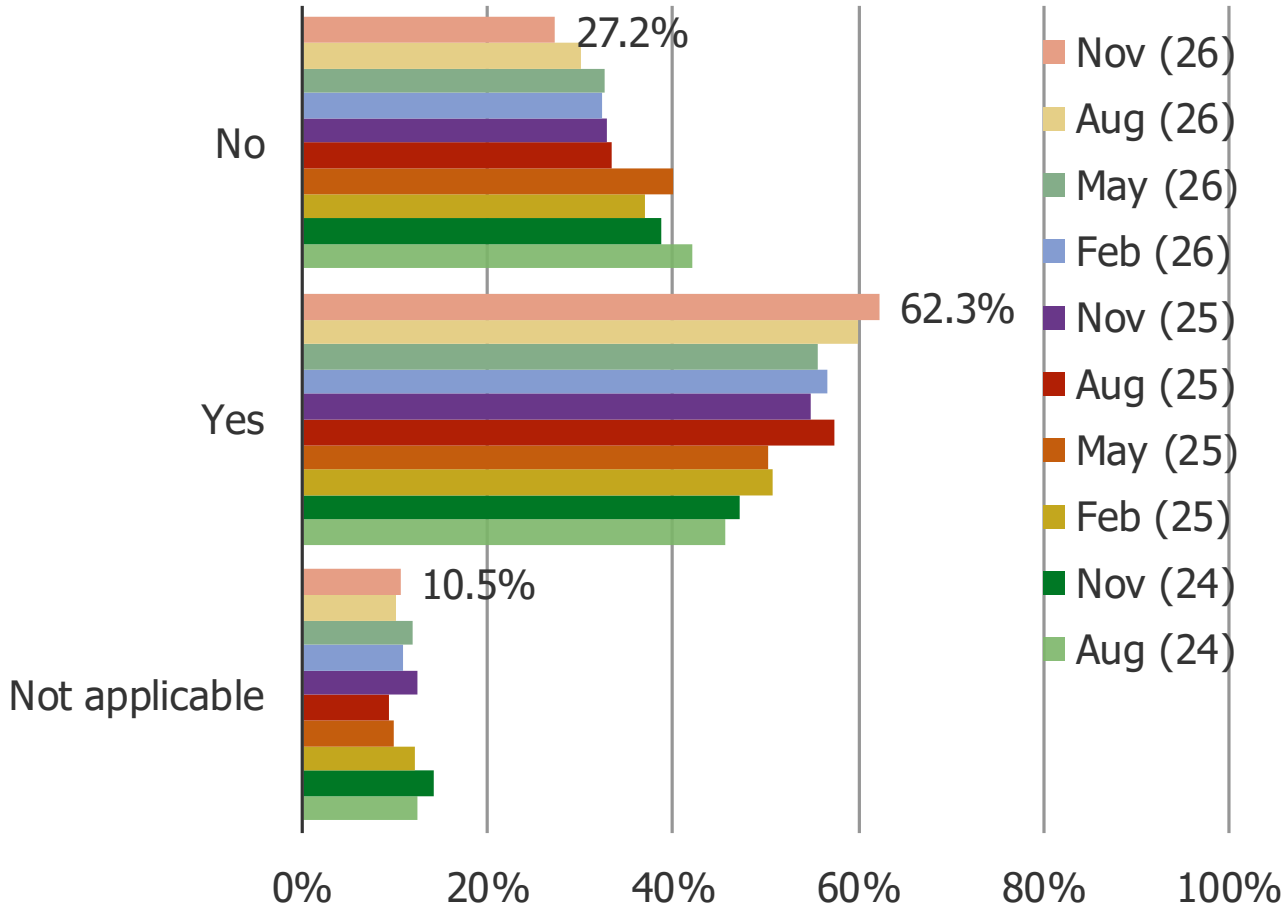


# AI SEARCH

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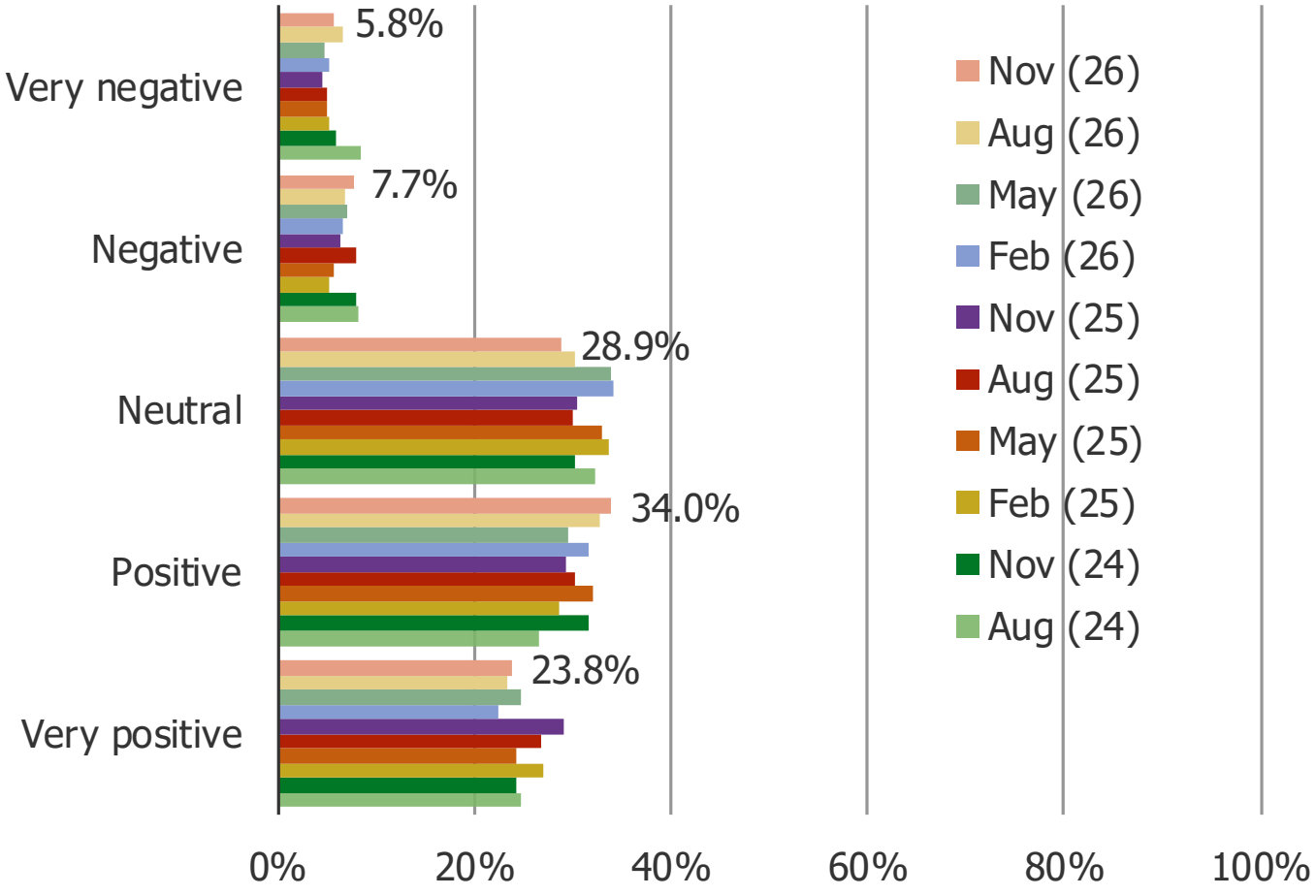
WHILE USING GOOGLE SEARCH, HAVE YOU NOTICED AI OVERVIEWS IN RESULTS OF YOUR SEARCHES? (EXAMPLE ABOVE)

Posed to all respondents.



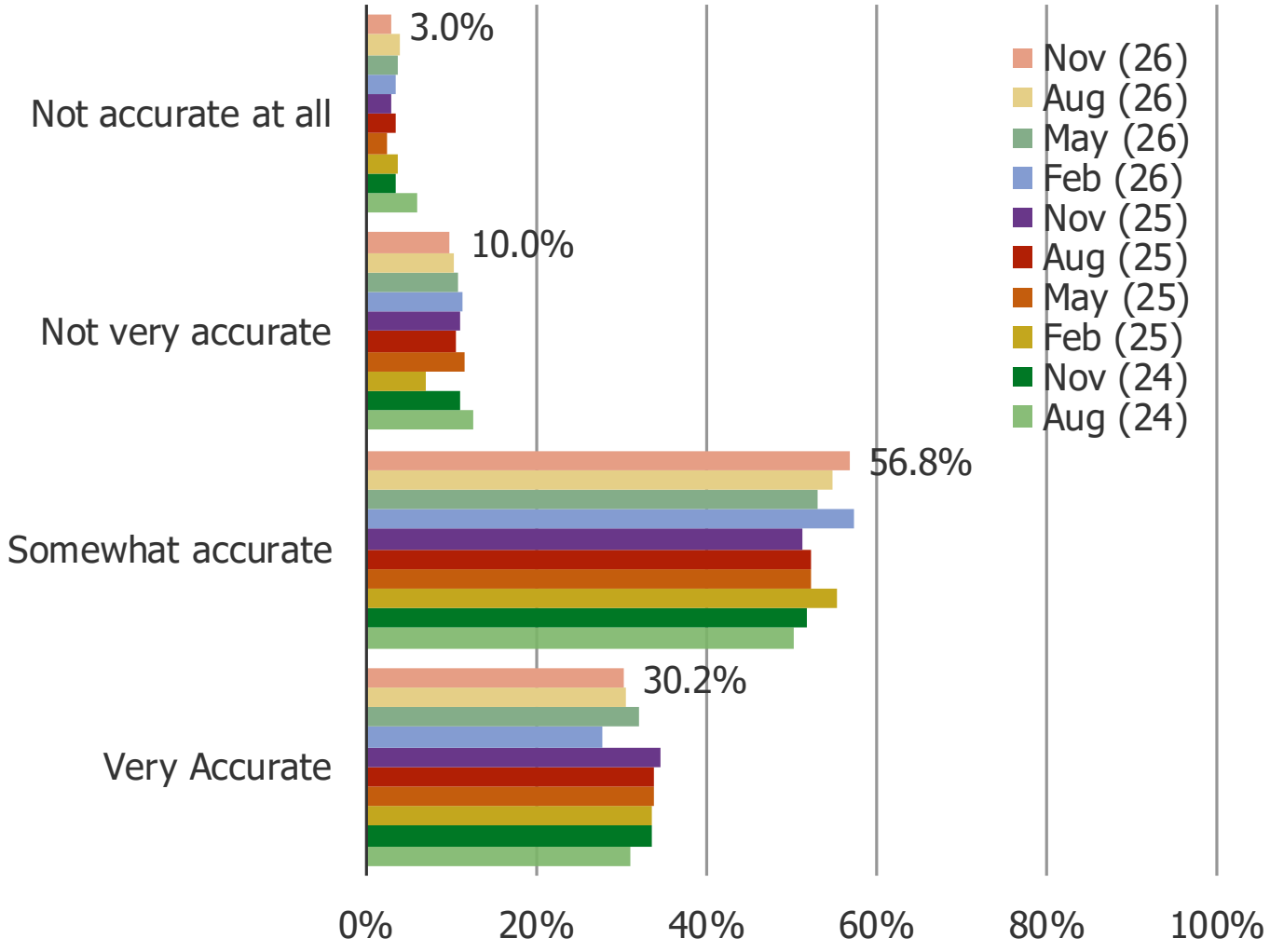
## WHAT IS YOUR OPINION OF THE AI OVERVIEWS IN YOUR GOOGLE SEARCHES?

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



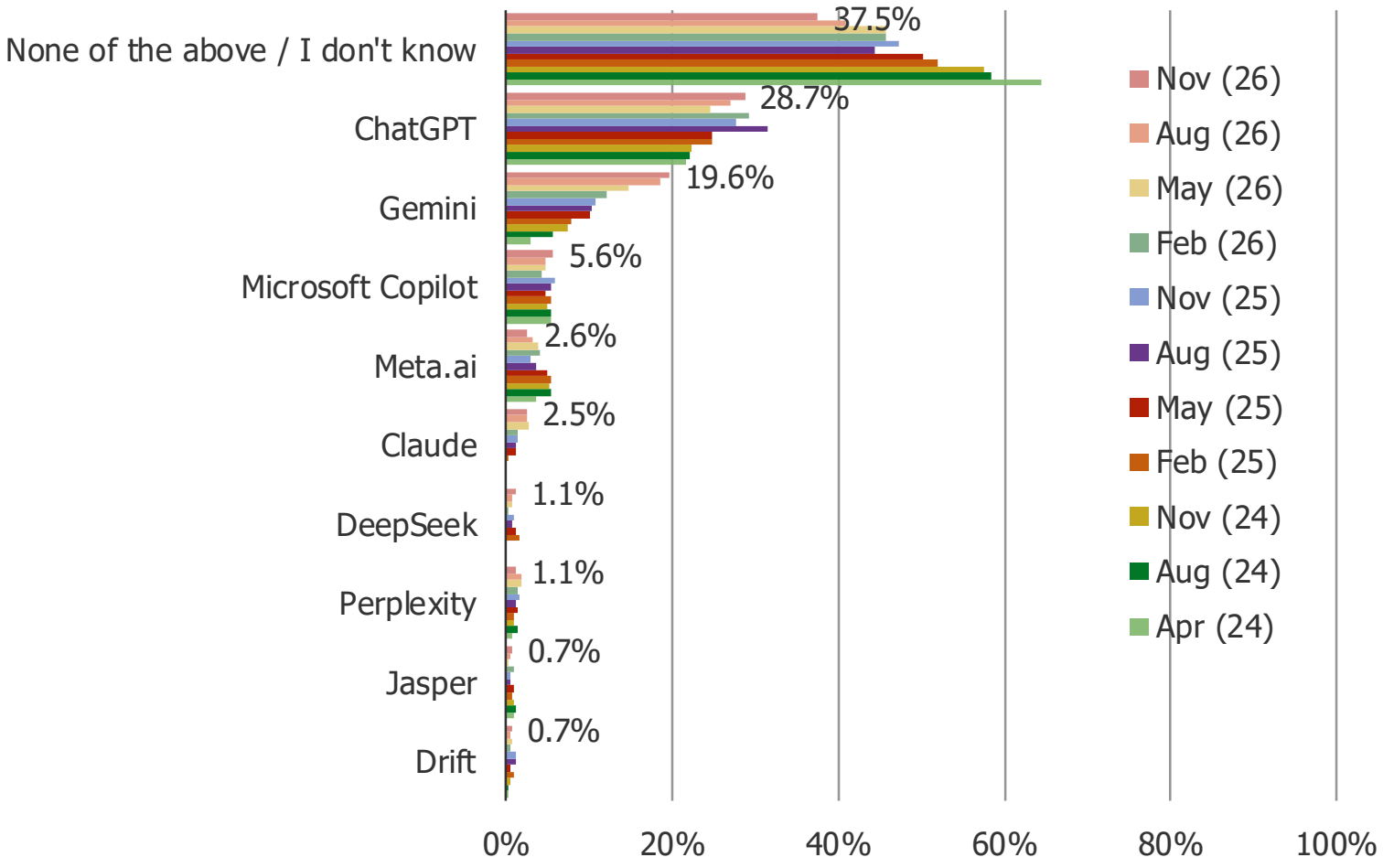
## HOW ACCURATE HAVE YOU FOUND THE AI OVERVIEWS IN YOUR GOOGLE SEARCH RESULTS TO BE?

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



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

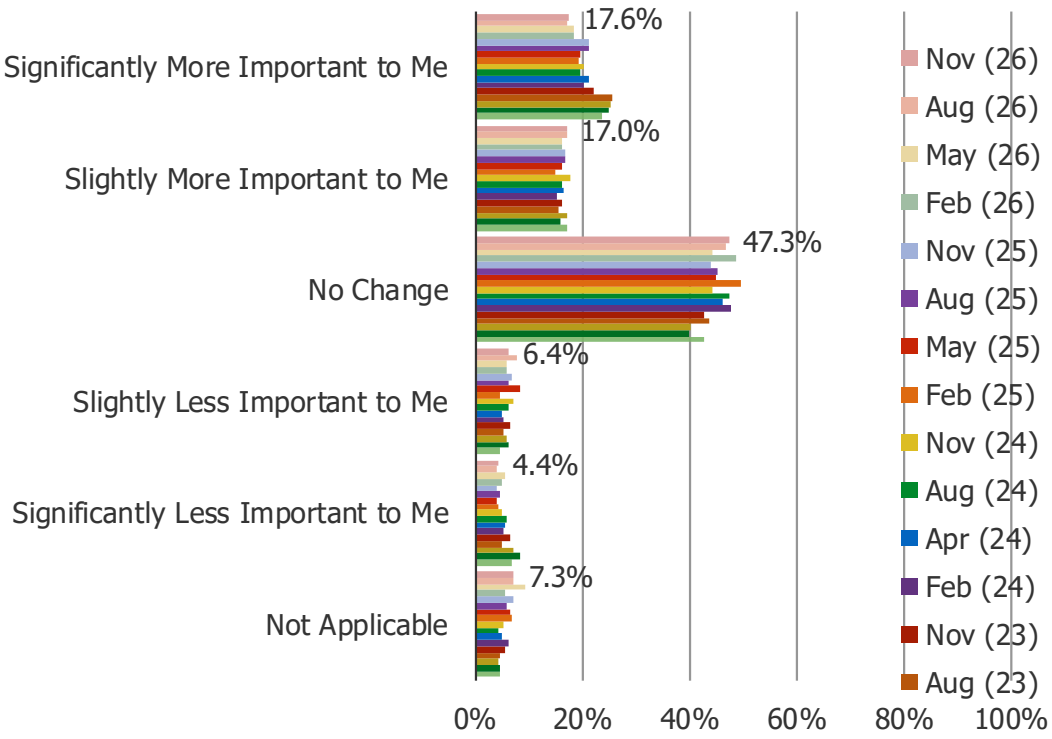
Posed to all respondents.



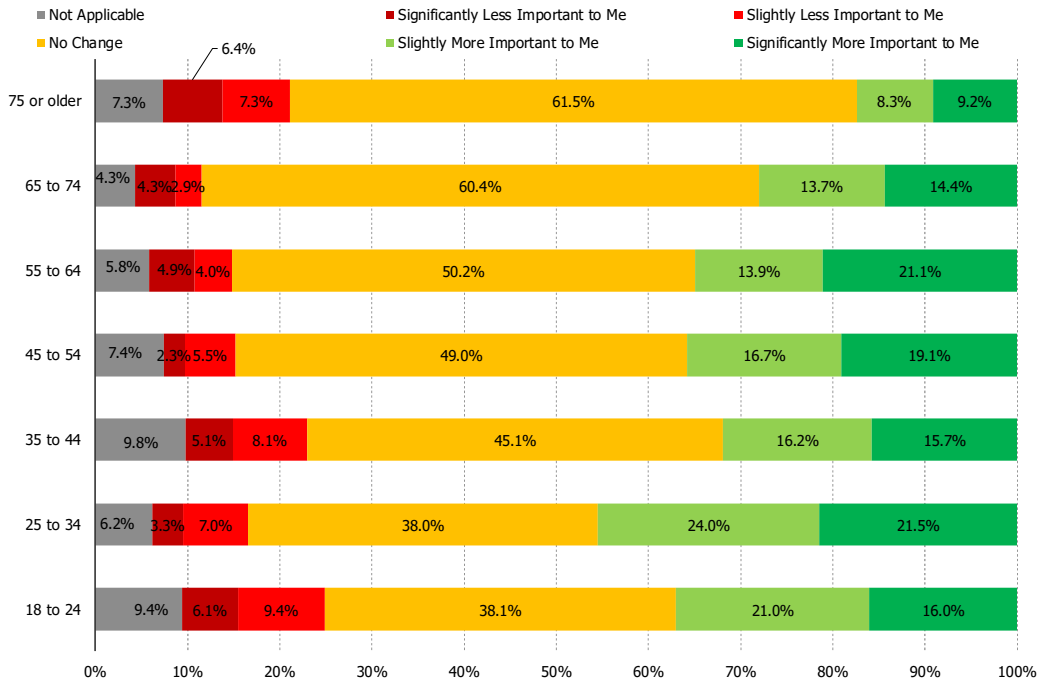
# SEARCH

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

Posed to all respondents.

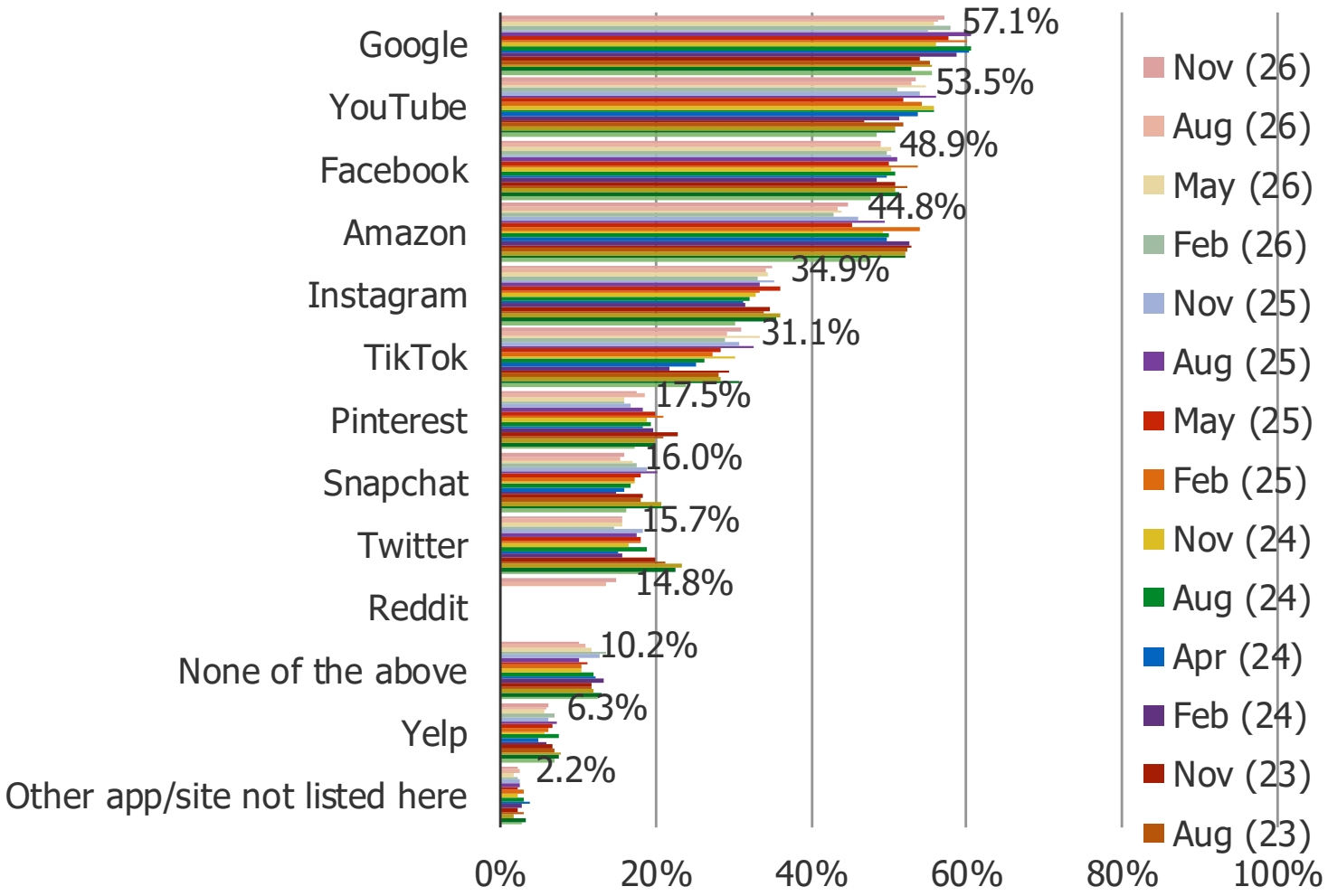



Cross-Tab by Age



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.

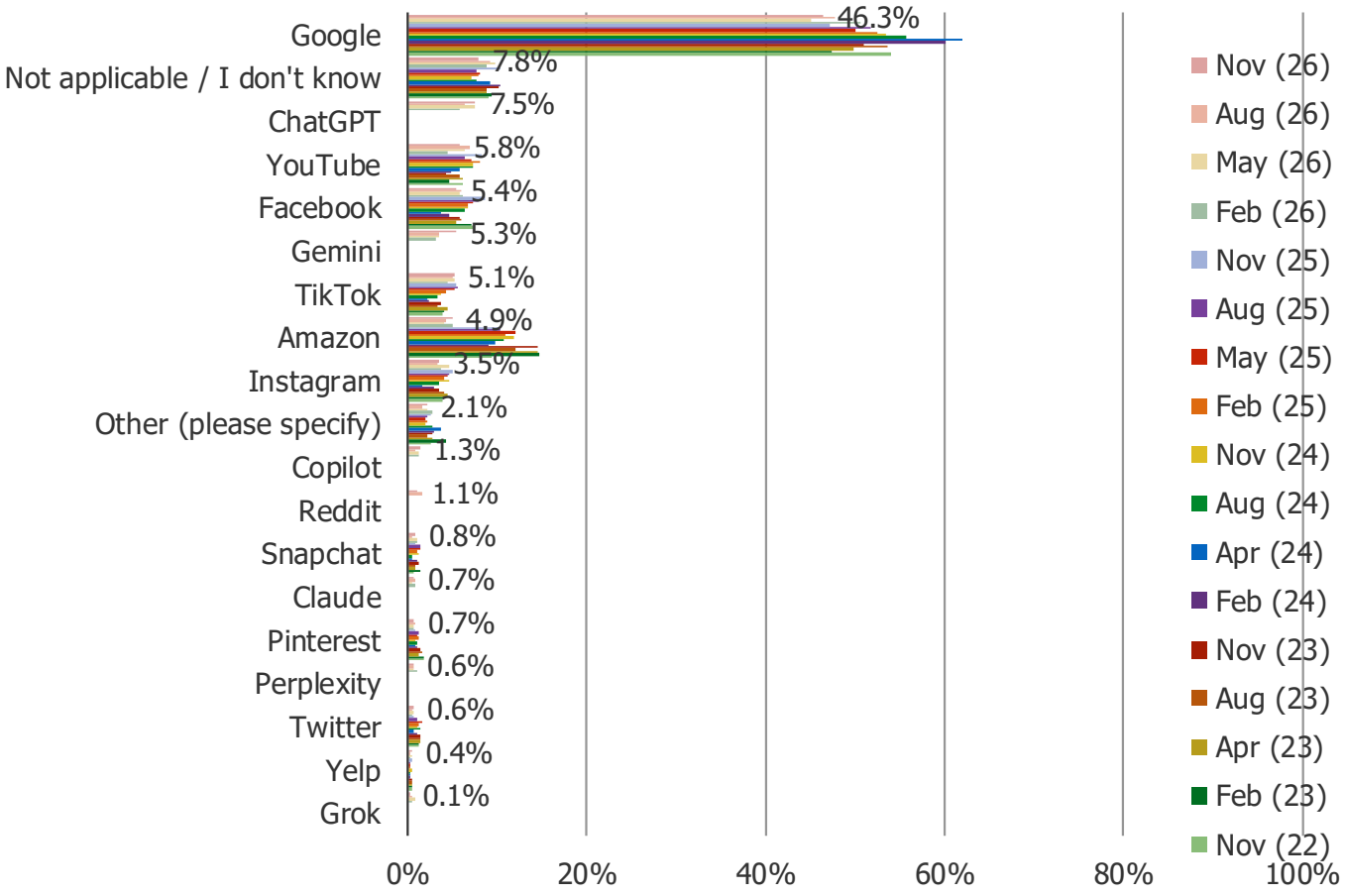



Cross-tabbing the data by age...

| | None of the above | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | Reddit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 18 to 24 | 6.6% | 56.9% | 51.4% | 55.8% | 29.3% | 25.4% | 24.3% | 54.1% | 6.6% | 36.5% | 20.4% | 18.8% |
| 25 to 34 | 5.0% | 43.0% | 59.1% | 50.8% | 55.4% | 26.5% | 33.1% | 60.7% | 11.2% | 46.7% | 24.0% | 21.9% |
| 35 to 44 | 6.4% | 36.6% | 62.6% | 35.3% | 57.5% | 17.9% | 20.0% | 63.4% | 5.5% | 48.5% | 18.3% | 20.9% |
| 45 to 54 | 6.2% | 28.4% | 62.3% | 34.6% | 56.0% | 12.8% | 12.8% | 58.0% | 6.6% | 48.6% | 17.9% | 11.7% |
| 55 to 64 | 11.7% | 22.9% | 57.4% | 26.9% | 54.7% | 10.8% | 6.3% | 53.8% | 4.5% | 48.0% | 13.9% | 11.2% |
| 65 to 74 | 17.3% | 9.4% | 49.6% | 15.8% | 43.2% | 5.0% | 2.2% | 40.3% | 3.6% | 45.3% | 12.2% | 5.8% |
| 75 or older | 33.0% | 0.9% | 46.8% | 5.5% | 26.6% | 0.9% | 0.0% | 20.2% | 2.8% | 30.3% | 9.2% | 5.5% |

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

Posed to all respondents.



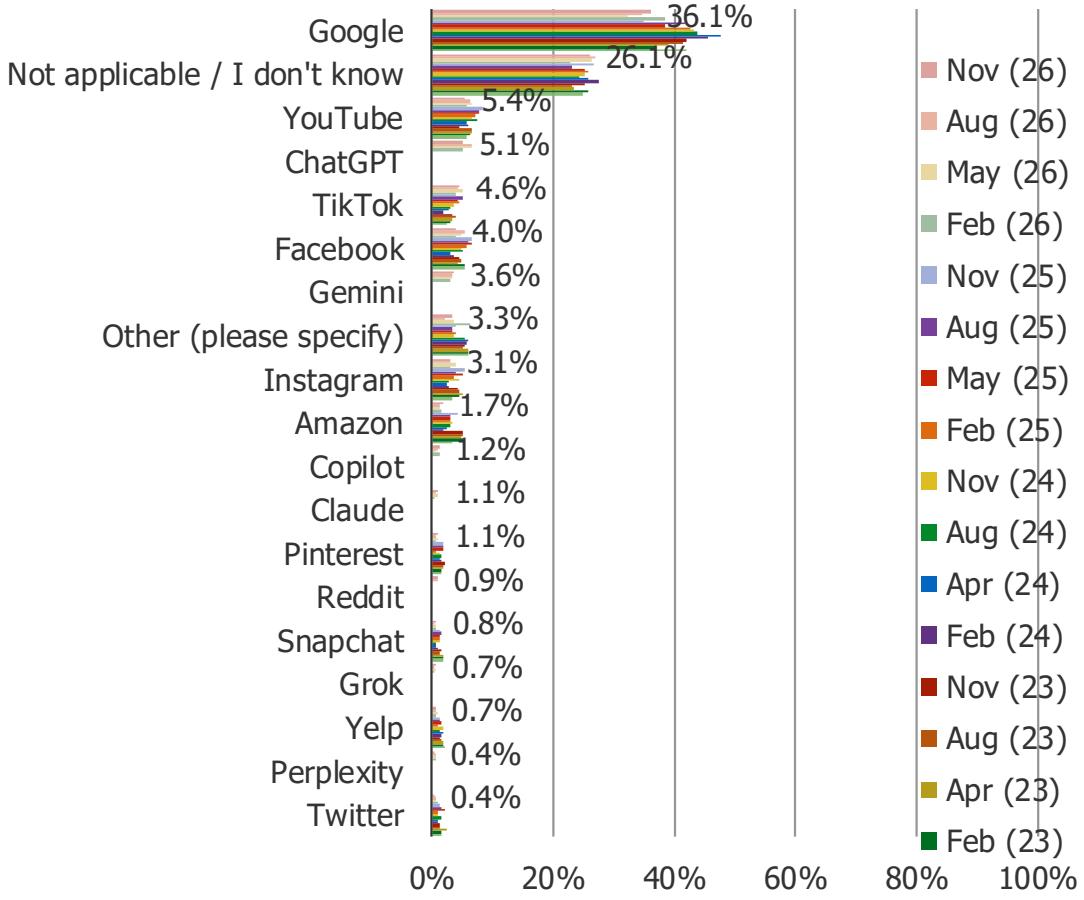

Important Note: This quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

## 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 | 12.7% | 29.8% | 12.7% | 3.3% | 0.6% | 1.1% | 7.2% | 0.0% | 2.8% | 1.7% | 11.6% | 2.8% | 1.7% | 0.6% | 0.6% | 0.0% | 3.9% |
| 25 to 34 | 10.7% | 38.4% | 4.6% | 7.0% | 1.2% | 2.1% | 5.8% | 0.0% | 0.8% | 0.8% | 12.8% | 3.7% | 1.2% | 2.1% | 1.2% | 0.4% | 0.8% |
| 35 to 44 | 3.4% | 54.5% | 3.4% | 6.4% | 0.4% | 1.3% | 5.1% | 0.9% | 3.8% | 1.3% | 6.0% | 4.3% | 1.3% | 0.4% | 0.4% | 0.0% | 0.9% |
| 45 to 54 | 4.3% | 46.7% | 2.0% | 5.1% | 0.8% | 0.0% | 7.8% | 1.2% | 7.4% | 0.4% | 7.8% | 7.0% | 1.2% | 0.4% | 0.8% | 0.0% | 0.8% |
| 55 to 64 | 1.4% | 49.3% | 0.5% | 7.6% | 0.5% | 0.0% | 6.3% | 0.5% | 4.5% | 0.5% | 5.4% | 8.1% | 1.4% | 0.0% | 0.5% | 0.0% | 0.9% |
| 65 to 74 | 0.0% | 59.7% | 0.0% | 3.6% | 0.0% | 0.7% | 4.3% | 0.0% | 9.4% | 0.0% | 1.4% | 5.0% | 1.4% | 0.7% | 0.0% | 0.0% | 0.0% |
| 75 or older | 0.0% | 49.5% | 0.0% | 1.8% | 0.0% | 0.0% | 0.9% | 0.0% | 9.2% | 0.0% | 3.7% | 6.4% | 0.9% | 0.9% | 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.



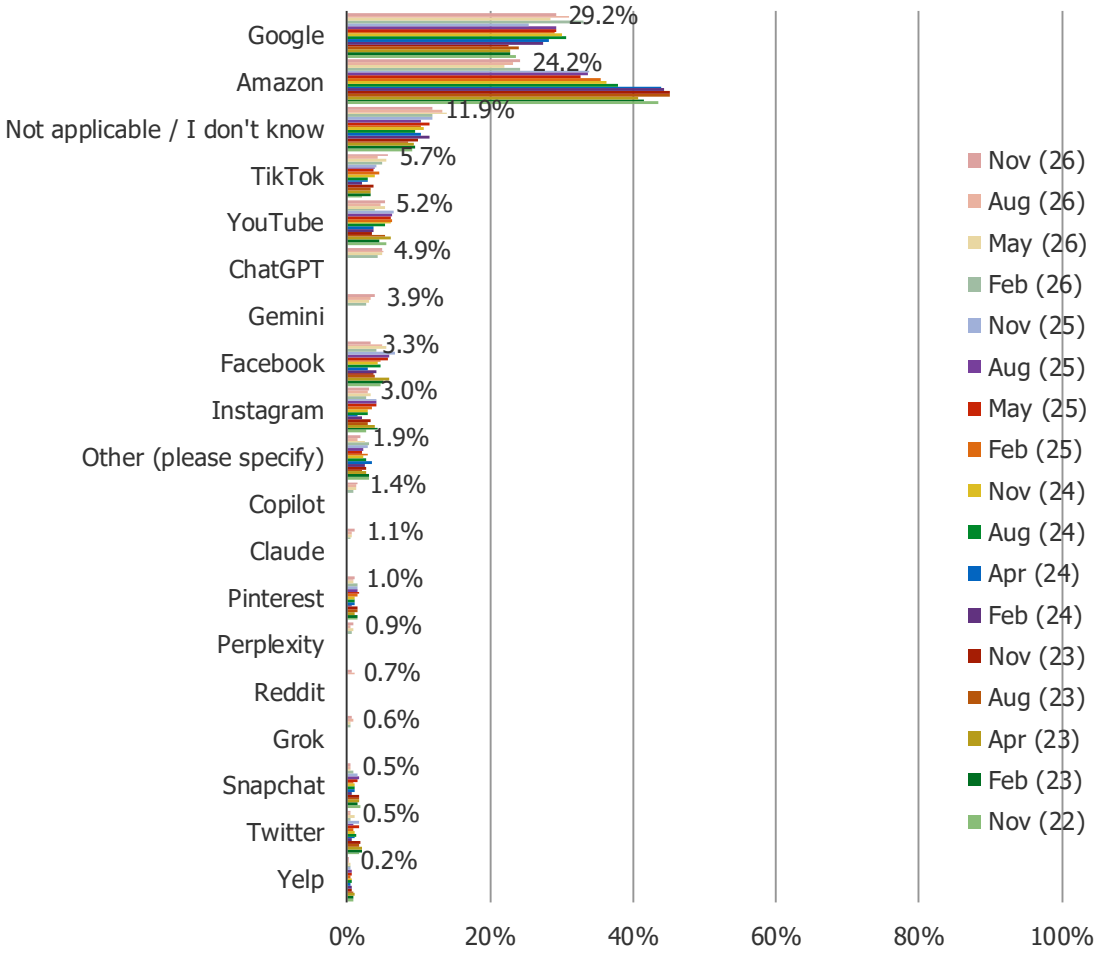

Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

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% | 32.0% | 8.3% | 1.7% | 1.1% | 0.6% | 7.2% | 0.0% | 5.0% | 1.1% | 7.2% | 3.9% | 1.1% | 0.6% | 0.0% | 1.7% | 2.2% |
| 25 to 34 | 8.3% | 35.1% | 6.2% | 4.1% | 0.8% | 2.1% | 5.8% | 1.7% | 0.4% | 2.1% | 2.1% | 2.1% | 1.2% | 2.5% | 0.8% | 1.7% | 2.1% |
| 35 to 44 | 3.8% | 43.4% | 2.1% | 4.3% | 0.4% | 1.3% | 8.1% | 1.3% | 1.7% | 2.1% | 3.4% | 3.4% | 0.9% | 1.7% | 0.4% | 0.4% | 0.9% |
| 45 to 54 | 2.0% | 40.1% | 1.6% | 4.7% | 0.0% | 0.4% | 5.8% | 0.0% | 3.5% | 0.8% | 6.2% | 6.2% | 0.8% | 1.6% | 0.8% | 0.0% | 0.0% |
| 55 to 64 | 2.2% | 36.8% | 1.4% | 6.3% | 0.0% | 0.0% | 3.6% | 0.9% | 0.5% | 0.5% | 4.0% | 4.0% | 2.2% | 0.0% | 0.0% | 0.9% | 0.5% |
| 65 to 74 | 0.0% | 34.5% | 0.7% | 3.6% | 0.0% | 0.7% | 2.9% | 0.0% | 0.0% | 0.0% | 2.9% | 2.9% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| 75 or older | 0.0% | 20.2% | 0.0% | 0.9% | 0.0% | 0.0% | 1.8% | 0.0% | 0.0% | 0.0% | 0.9% | 0.9% | 0.9% | 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.



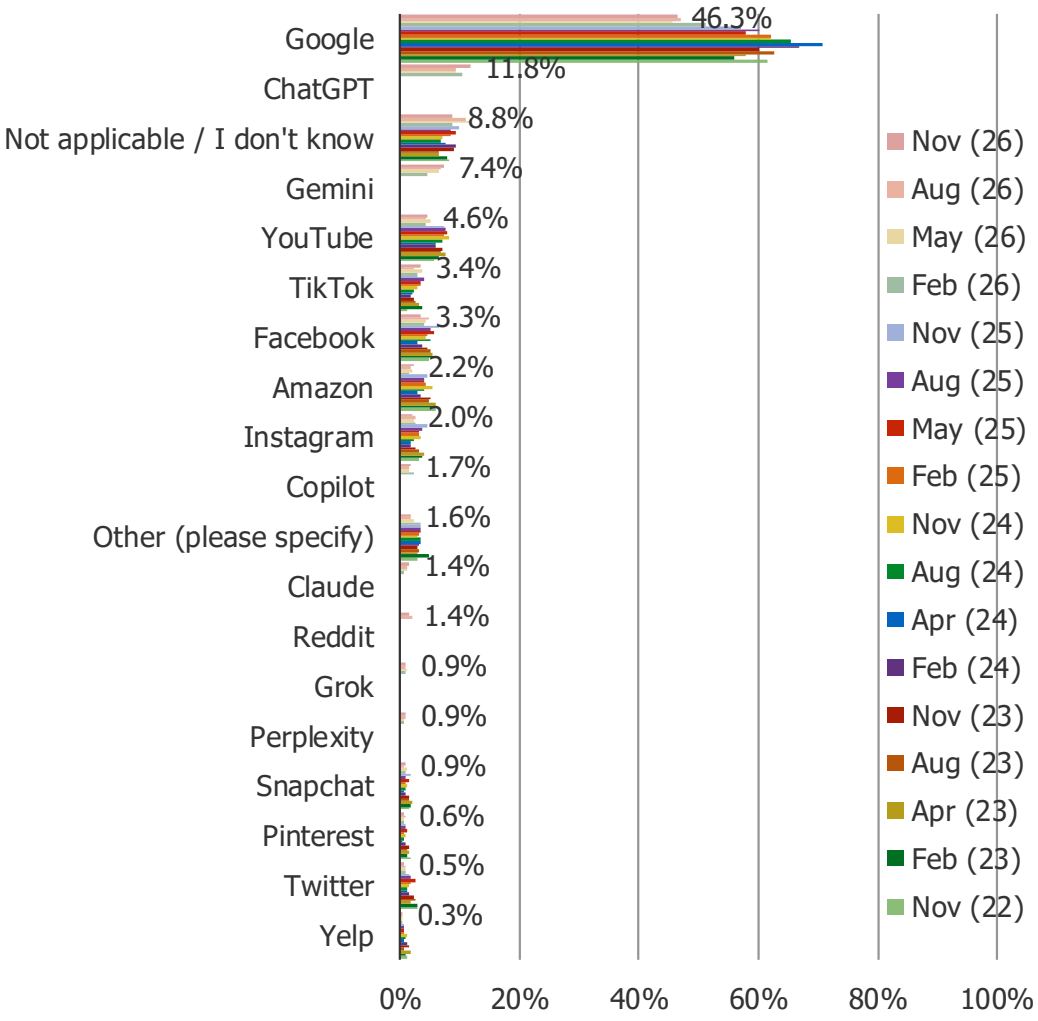

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Cross-tabbing the data by age…

| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | ChatGPT | Gemini | Copilot | Claude | Perplexity | Grok | Reddit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 18 to 24 | 17.7% | 18.2% | 10.5% | 0.0% | 1.1% | 0.6% | 6.6% | 1.1% | 15.5% | 2.2% | 10.5% | 3.3% | 0.0% | 1.7% | 0.6% | 0.6% | 1.7% |
| 25 to 34 | 8.3% | 25.2% | 4.1% | 5.4% | 1.7% | 0.0% | 8.3% | 0.0% | 16.1% | 1.2% | 5.4% | 4.6% | 2.5% | 1.2% | 2.5% | 0.8% | 2.1% |
| 35 to 44 | 4.3% | 36.6% | 2.1% | 3.4% | 0.0% | 2.1% | 3.8% | 0.0% | 22.1% | 0.4% | 4.7% | 3.8% | 1.7% | 0.9% | 0.9% | 0.4% | 0.4% |
| 45 to 54 | 4.7% | 32.3% | 2.3% | 3.9% | 0.4% | 0.0% | 4.3% | 0.0% | 25.3% | 1.6% | 6.6% | 3.1% | 1.2% | 2.0% | 0.8% | 0.4% | 0.4% |
| 55 to 64 | 1.4% | 31.4% | 0.9% | 4.5% | 0.0% | 0.5% | 4.5% | 0.5% | 27.4% | 0.5% | 2.2% | 5.4% | 1.4% | 0.5% | 0.5% | 1.4% | 0.0% |
| 65 to 74 | 1.4% | 28.8% | 0.0% | 2.2% | 0.0% | 0.0% | 2.9% | 0.0% | 36.7% | 0.7% | 0.7% | 2.9% | 2.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| 75 or older | 0.0% | 28.4% | 0.0% | 0.9% | 0.0% | 0.0% | 5.5% | 0.0% | 35.8% | 0.0% | 1.8% | 3.7% | 0.9% | 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.



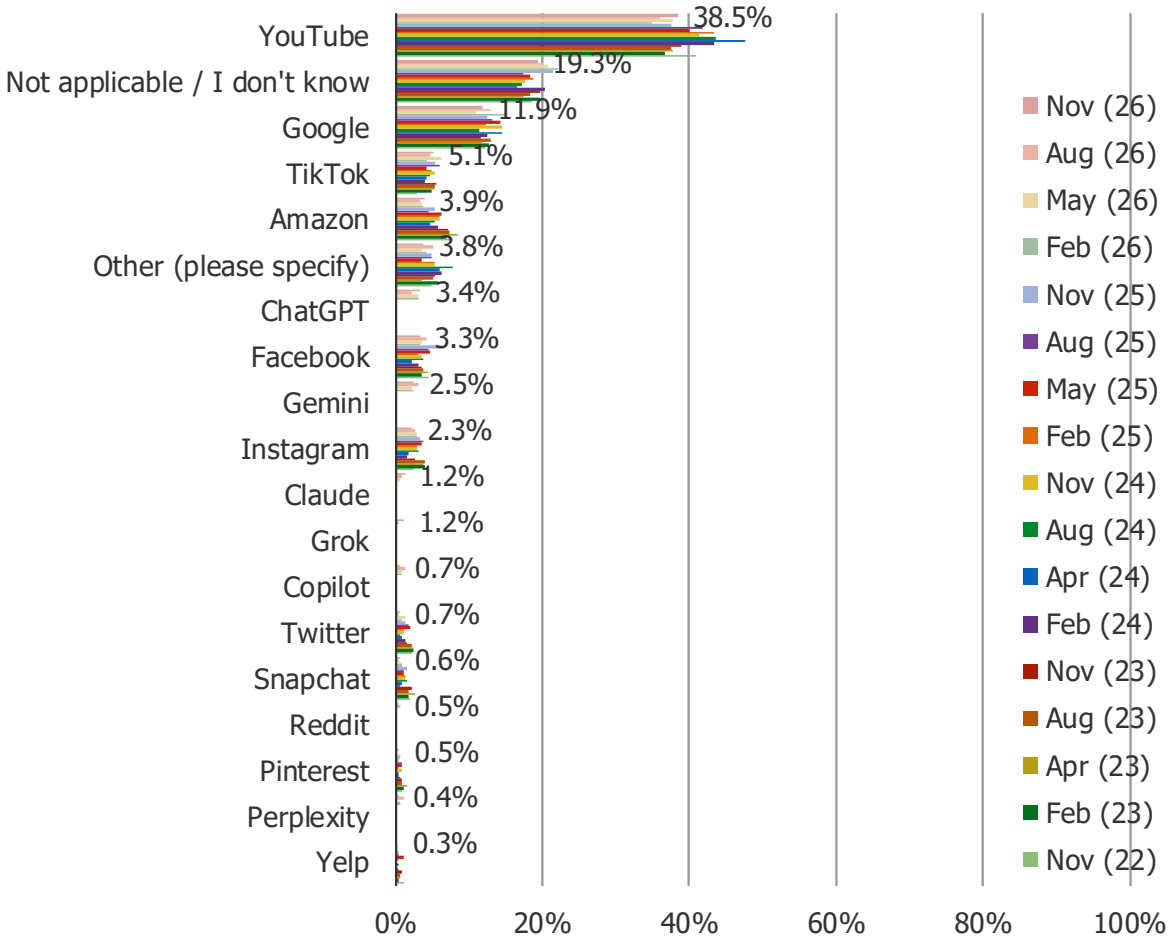

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| | TikTok | Google | Instagram | Facebook | Twitter | Snapchat | YouTube | Yelp | Amazon | Pinterest | ChatGPT | Gemini | Copilot | Claude | Perplexity | Grok | Reddit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 18 to 24 | 9.9% | 29.8% | 6.6% | 2.2% | 0.0% | 1.1% | 6.1% | 0.6% | 3.9% | 1.1% | 16.6% | 3.3% | 1.7% | 1.7% | 0.6% | 1.1% | 4.4% |
| 25 to 34 | 6.6% | 31.8% | 2.9% | 2.5% | 2.1% | 2.1% | 5.4% | 0.0% | 4.1% | 0.4% | 18.2% | 7.0% | 2.1% | 2.5% | 2.1% | 0.8% | 1.7% |
| 35 to 44 | 2.6% | 48.5% | 1.3% | 6.4% | 0.0% | 1.3% | 5.1% | 0.4% | 0.9% | 0.9% | 11.9% | 6.0% | 2.1% | 2.1% | 0.4% | 0.4% | 0.9% |
| 45 to 54 | 1.6% | 49.0% | 2.0% | 3.1% | 0.8% | 0.8% | 5.8% | 0.4% | 2.0% | 0.4% | 11.3% | 9.0% | 0.4% | 1.6% | 1.2% | 1.2% | 0.8% |
| 55 to 64 | 0.9% | 55.6% | 0.5% | 3.6% | 0.0% | 0.0% | 3.6% | 0.5% | 2.2% | 0.9% | 8.5% | 7.6% | 0.9% | 0.5% | 0.9% | 1.8% | 0.9% |
| 65 to 74 | 0.7% | 64.0% | 0.0% | 2.2% | 0.0% | 0.0% | 2.2% | 0.0% | 0.0% | 0.0% | 3.6% | 9.4% | 2.9% | 0.0% | 0.7% | 0.0% | 0.0% |
| 75 or older | 0.0% | 53.2% | 0.0% | 1.8% | 0.0% | 0.0% | 1.8% | 0.0% | 0.9% | 0.0% | 7.3% | 11.9% | 2.8% | 0.9% | 0.0% | 0.9% | 0.9% |

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

Posed to all respondents.



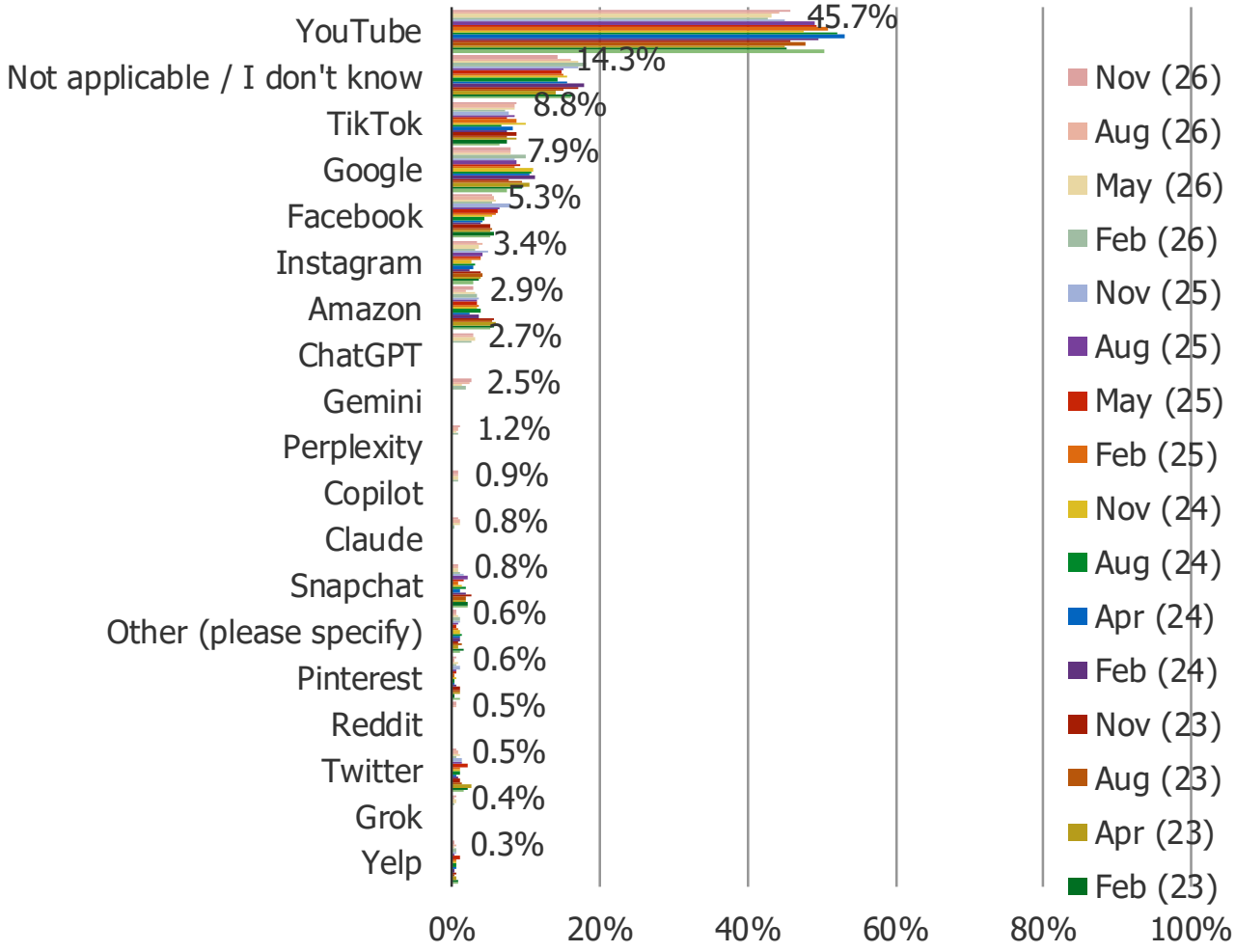

Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

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 | 18.2% | 11.1% | 5.5% | 3.3% | 1.7% | 0.6% | 29.3% | 1.1% | 2.2% | 1.1% | 7.7% | 2.2% | 1.1% | 0.6% | 0.6% | 2.2% | 0.0% |
| 25 to 34 | 8.3% | 10.3% | 2.9% | 2.1% | 1.2% | 1.2% | 40.5% | 0.0% | 2.9% | 0.0% | 6.2% | 3.7% | 0.4% | 2.1% | 0.8% | 2.5% | 1.7% |
| 35 to 44 | 2.1% | 12.8% | 2.6% | 4.3% | 0.0% | 0.9% | 42.1% | 0.0% | 3.4% | 1.3% | 3.0% | 3.8% | 0.4% | 2.6% | 0.9% | 0.9% | 1.3% |
| 45 to 54 | 2.0% | 10.9% | 2.3% | 4.3% | 1.2% | 0.0% | 50.2% | 0.4% | 2.3% | 0.8% | 2.0% | 2.3% | 0.8% | 0.8% | 0.0% | 1.2% | 0.0% |
| 55 to 64 | 3.6% | 13.9% | 0.9% | 3.6% | 0.0% | 0.5% | 39.5% | 0.5% | 3.6% | 0.0% | 1.4% | 3.1% | 0.9% | 1.4% | 0.0% | 0.5% | 0.0% |
| 65 to 74 | 0.0% | 15.1% | 0.0% | 3.6% | 0.0% | 0.7% | 30.2% | 0.0% | 7.9% | 0.0% | 2.2% | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| 75 or older | 0.0% | 9.2% | 0.9% | 0.0% | 0.0% | 0.0% | 22.9% | 0.0% | 9.2% | 0.0% | 0.0% | 0.0% | 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.



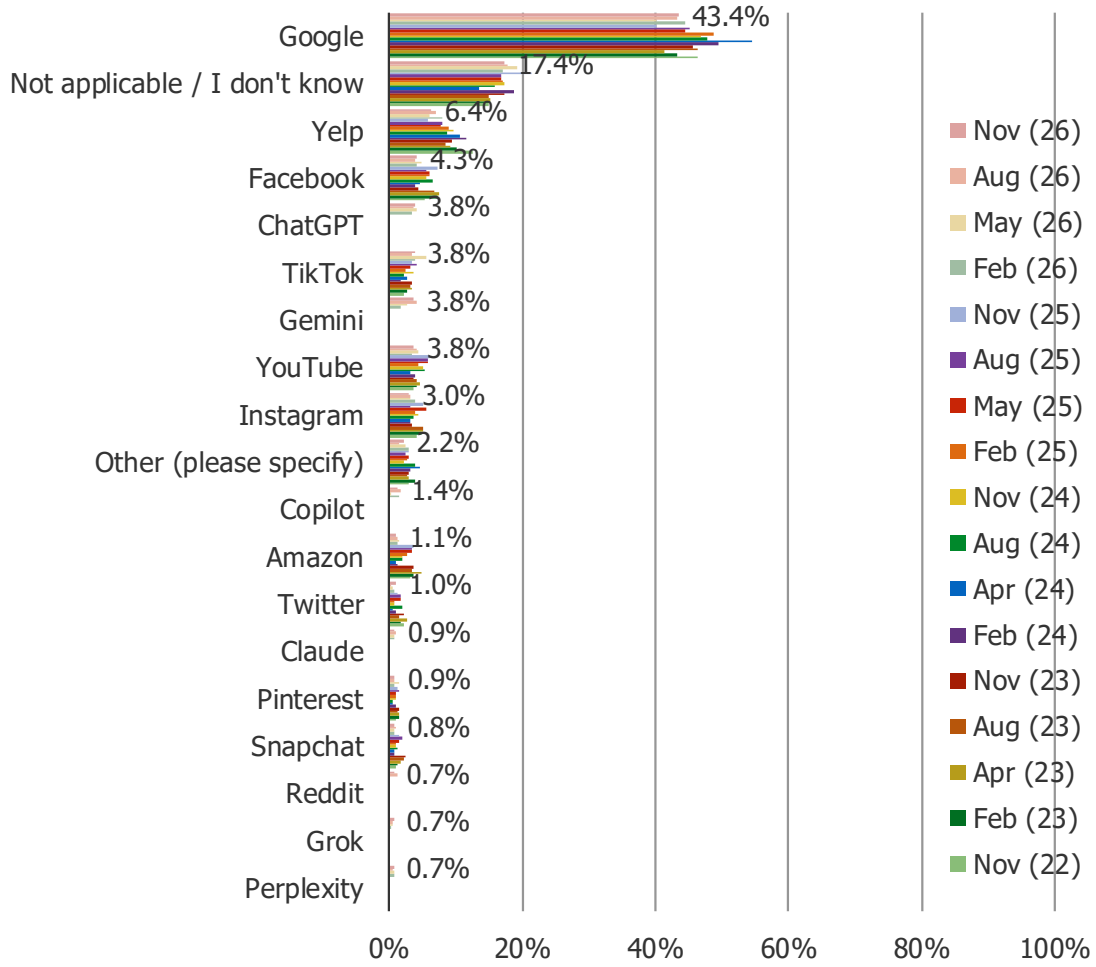

Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

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 | 18.8% | 7.2% | 9.4% | 1.1% | 1.7% | 2.2% | 38.7% | 0.0% | 2.2% | 0.6% | 5.0% | 1.1% | 1.1% | 0.6% | 1.7% | 0.6% | 1.1% |
| 25 to 34 | 15.3% | 3.3% | 6.6% | 6.2% | 0.8% | 1.2% | 39.7% | 1.2% | 1.2% | 0.8% | 4.1% | 3.3% | 0.4% | 1.2% | 2.5% | 1.2% | 1.2% |
| 35 to 44 | 5.5% | 7.7% | 2.6% | 6.0% | 0.9% | 0.0% | 51.1% | 0.4% | 2.6% | 0.9% | 2.1% | 3.4% | 2.1% | 0.9% | 1.3% | 0.4% | 0.4% |
| 45 to 54 | 5.8% | 7.4% | 1.2% | 5.1% | 0.0% | 1.2% | 54.9% | 0.0% | 2.0% | 1.2% | 3.9% | 4.3% | 1.2% | 1.2% | 1.6% | 0.0% | 0.0% |
| 55 to 64 | 7.6% | 9.0% | 2.2% | 8.5% | 0.0% | 0.0% | 50.2% | 0.0% | 3.6% | 0.0% | 0.5% | 1.8% | 0.0% | 0.5% | 0.0% | 0.5% | 0.5% |
| 65 to 74 | 1.4% | 15.1% | 0.0% | 5.0% | 0.0% | 0.7% | 47.5% | 0.0% | 3.6% | 0.0% | 2.2% | 0.7% | 0.7% | 0.7% | 0.0% | 0.0% | 0.0% |
| 75 or older | 3.7% | 9.2% | 0.0% | 2.8% | 0.0% | 0.0% | 26.6% | 0.0% | 8.3% | 0.0% | 0.0% | 0.9% | 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.



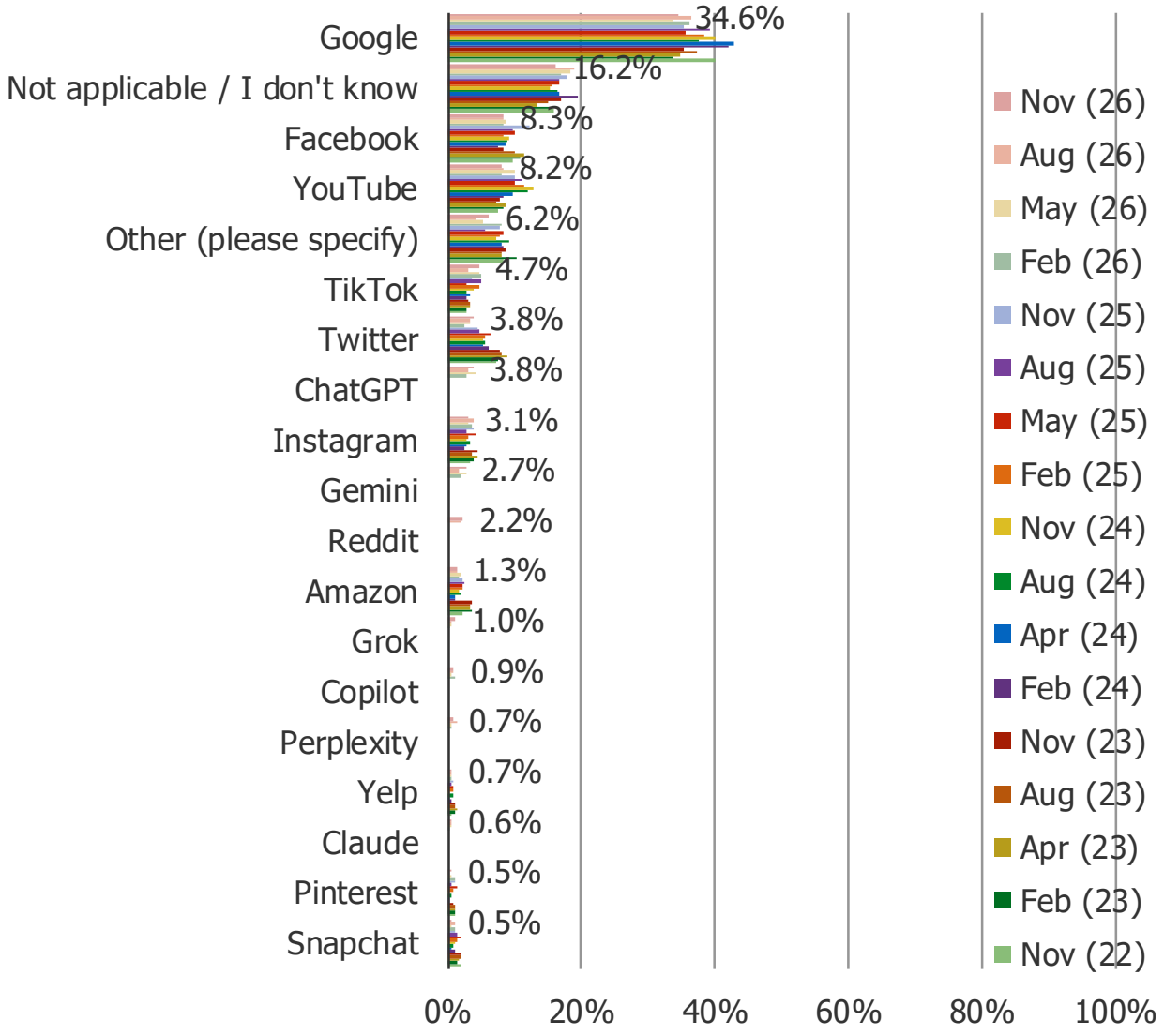

Important Note: Last quarter, we added some chatbots to the above question. Having more answer choices may ha ve caused the percentage of those who selected others to drop q/q.

## 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 | 12.7% | 37.0% | 7.2% | 0.6% | 1.7% | 1.7% | 7.7% | 5.5% | 0.0% | 1.1% | 6.6% | 3.9% | 0.6% | 1.1% | 1.1% | 1.1% | 1.1% |
| 25 to 34 | 6.2% | 35.5% | 4.6% | 3.7% | 2.1% | 1.2% | 4.6% | 3.3% | 1.2% | 2.5% | 5.0% | 4.6% | 3.3% | 2.5% | 2.1% | 2.1% | 1.2% |
| 35 to 44 | 3.4% | 49.4% | 4.7% | 4.7% | 0.9% | 0.4% | 4.7% | 5.5% | 0.9% | 1.3% | 3.8% | 3.0% | 1.3% | 0.9% | 0.0% | 0.4% | 1.3% |
| 45 to 54 | 2.0% | 43.2% | 2.0% | 7.8% | 0.8% | 0.8% | 3.5% | 7.4% | 3.1% | 0.4% | 4.3% | 6.2% | 1.2% | 0.4% | 0.8% | 0.0% | 0.8% |
| 55 to 64 | 0.5% | 50.7% | 0.5% | 6.3% | 0.5% | 0.9% | 3.1% | 9.0% | 0.5% | 0.0% | 3.1% | 3.1% | 0.5% | 0.0% | 0.0% | 0.9% | 0.0% |
| 65 to 74 | 0.7% | 50.4% | 0.7% | 1.4% | 0.7% | 0.0% | 0.0% | 9.4% | 0.0% | 0.0% | 1.4% | 1.4% | 1.4% | 0.0% | 0.7% | 0.0% | 0.0% |
| 75 or older | 0.0% | 35.8% | 0.0% | 1.8% | 0.0% | 0.0% | 0.0% | 5.5% | 0.9% | 0.0% | 0.0% | 1.8% | 0.9% | 0.9% | 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 | 16.0% | 27.1% | 7.2% | 3.9% | 5.5% | 1.7% | 8.8% | 2.2% | 0.6% | 2.2% | 3.3% | 1.1% | 0.6% | 0.6% | 1.1% | 1.1% | 6.6% |
| 25 to 34 | 5.4% | 28.5% | 7.9% | 8.7% | 8.3% | 0.8% | 8.7% | 1.2% | 1.7% | 0.8% | 6.2% | 2.1% | 0.8% | 1.2% | 1.7% | 2.1% | 0.8% |
| 35 to 44 | 3.0% | 40.9% | 2.1% | 8.9% | 3.4% | 0.4% | 8.5% | 0.4% | 1.3% | 0.4% | 3.4% | 3.0% | 0.9% | 0.4% | 1.3% | 0.9% | 4.3% |
| 45 to 54 | 2.7% | 32.7% | 1.6% | 11.7% | 3.1% | 0.4% | 10.5% | 0.0% | 1.6% | 0.0% | 5.1% | 5.1% | 1.2% | 0.8% | 0.4% | 1.6% | 2.0% |
| 55 to 64 | 3.1% | 38.6% | 0.5% | 9.4% | 2.7% | 0.0% | 7.2% | 0.5% | 1.8% | 0.0% | 2.2% | 3.6% | 0.9% | 0.5% | 0.0% | 0.5% | 0.9% |
| 65 to 74 | 0.7% | 38.9% | 0.0% | 7.9% | 0.7% | 0.0% | 5.0% | 0.0% | 0.7% | 0.0% | 2.9% | 1.4% | 2.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| 75 or older | 0.9% | 38.5% | 0.9% | 3.7% | 0.0% | 0.0% | 5.5% | 0.0% | 0.9% | 0.0% | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |