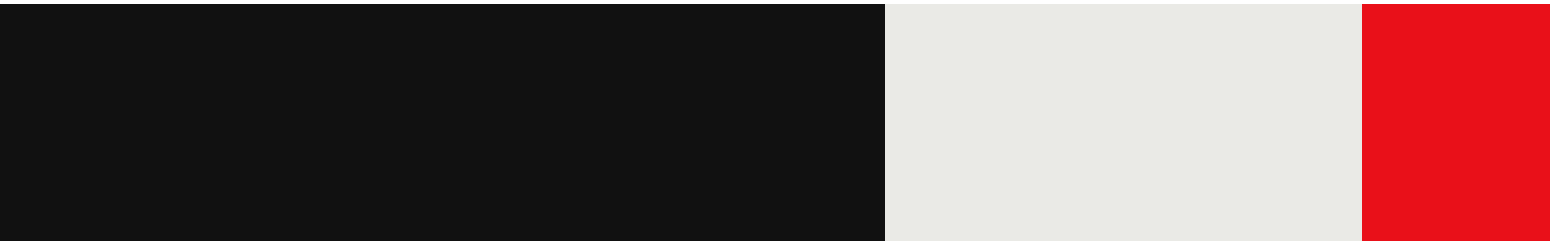# Google remains go-to search engine over AI tools
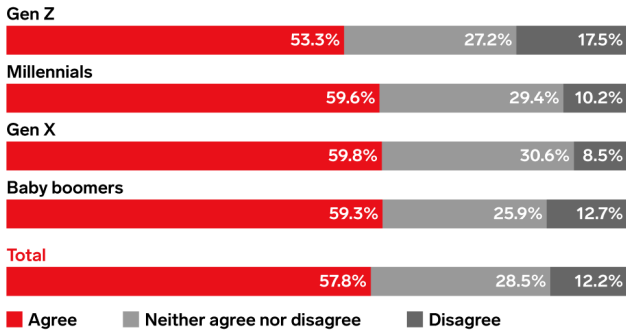
Article

Across Generations, Consumers Prefer Google Search Over AI Tools

% of US consumers who use AI chatbots or AI search tools to find out information, by generation, Dec 2024

Q: Thinking about asking a genAI platform (like ChatGPT) questions, to what extent do you agree or disagree with the following statement: "I prefer Google Search over AI platforms when I need a factual answer"?

Gen Z

Agree	Neither agree nor disagree	Disagree
53.3%	27.2%	17.5%

Millennials

Agree	Neither agree nor disagree	Disagree
59.6%	29.4%	10.2%

Gen X

Agree	Neither agree nor disagree	Disagree
59.8%	30.6%	8.5%

Baby boomers

Agree	Neither agree nor disagree	Disagree
59.3%	25.9%	12.7%

Total

Agree	Neither agree nor disagree	Disagree
57.8%	28.5%	12.2%

■ Agree   ■ Neither agree nor disagree   ■ Disagree

Note: n=1,160 ages 16+; Gen Z (16-27); millennial (28-43); Gen X (44-59); baby boomer (60-78); numbers may not add up to 100% due to exclusion of "not applicable" responses
Source: Pearl, "The AI Accountability & Trust Report" conducted by Censuswide, Feb 19, 2025

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Key stat: Over half (57.8%) of US consumers prefer to use Google search over AI platforms like ChatGPT when they need a factual answer, according to a December 2024 survey from Pearl conducted by Censuswide.

Beyond the chart:

- A quarter of non-AI users in the US say they don't use AI search because they don't trust it to provide accurate or relatable information, per the same survey.

- The number of generative AI (genAI) users in the US will rise 16.8% this year to reach 116.8 million, or 34.0% of the population, according to a June 2024 EMARKETER forecast.

Use this chart: Marketers can use this chart to illustrate that Google is still the go-to source for factual searches, suggesting Google SEO and search ads should remain a priority. However, the chart can also be used to show the emergence of alternative search channels, which should be factored into search strategy.

Related EMARKETER charts:

- Generative AI Trends to Watch in 2025 *(EMARKETER subscription required)*

- US Consumer Sentiment Survey: AI Adoption *(EMARKETER subscription required)*

Methodology: Data is from the February 2025 Pearl report titled "The AI Accountability & Trust Report" conducted by Censuswide. 2,000 US teens and adults ages 16+ were surveyed during December 17-20, 2024. The survey used a nationally representative sample. The confidence interval was 2.19 percentage points at a 95% confidence level. Pearl is an AI search platform that integrates a large language model (LLM) with a network of human experts.