

SURVEY NAME

SEARCH.COM SURVEY - VALENTINES/PRESIDENTS DAY

DATE

Wednesday, January 28, 2026

POWERED BY



SQ

TYPE: SINGLE SELECTION

Do you plan to shop online for any holiday this year?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	100.00%	2,000	100.00%	2000.0
A2	No	0.00%	0		

COMPLETES 2000

Q1

TYPE: SINGLE SELECTION

For Valentine's Day, which best describes how you search for gift ideas/products?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	I start with an AI assistant/Gen AI chat (e.g., ChatGPT, Bing Chat, Gemini, Search.com, etc.) to generate and refine options	14.85%	297	15.88%	317.59
A2	I start with a search engine (Google/Bing)	28.65%	573	27.84%	556.71
A3	I start on retailer/marketplace sites (Amazon/Walmart/etc.)	39.60%	792	39.14%	782.86
A4	I rely mostly on recommendations (friends/social) with minimal searching	5.85%	117	6.81%	136.28
A5	I don't usually search or shop for Valentine's Day	11.05%	221	10.33%	206.56

COMPLETES 2000

Q2

TYPE: SINGLE SELECTION

For Presidents' Day, where do you typically start when looking for deals/products?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	AI assistant/chatbot	11.50%	230	11.64%	232.75
A2	Search engine	23.70%	474	24.05%	481.01
A3	Retailer/marketplace sites	20.00%	400	20.06%	401.11
A4	Deal/coupon sites	8.90%	178	9.37%	187.41
A5	I don't usually look for Presidents' Day deals	35.90%	718	34.89%	697.72

COMPLETES 2000

Q3

TYPE: SINGLE SELECTION

When do you typically start researching Valentine's Day purchases?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	More than 3 weeks before	17.80%	356	18.35%	366.9
A2	2-3 weeks before	42.25%	845	42.61%	852.16
A3	1 week before	19.55%	391	19.75%	394.91
A4	A few days before	7.20%	144	6.90%	138.02
A5	I don't research in advance	13.20%	264	12.40%	248.01

COMPLETES 2000

Q4

TYPE: SINGLE SELECTION

When do you typically start paying attention to Presidents' Day sales?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	More than 2 weeks before	8.10%	162	8.42%	168.5
A2	1-2 weeks before	24.00%	480	24.11%	482.27
A3	The week of the holiday	23.90%	478	23.91%	478.28
A4	The day of the sale	6.95%	139	7.51%	150.26
A5	I don't follow Presidents' Day sales	37.05%	741	36.03%	720.68

COMPLETES 2000

Q5

TYPE: MULTIPLE SELECTION

Where do you typically start your shopping research for holiday purchases?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	AI assistant/Gen AI chat (e.g., ChatGPT, Bing Chat, Gemini, Search.com, etc.)	21.65%	9.44%	433	23.73%	10.07%	474.61
A2	Search engines	48.70%	21.24%	974	48.68%	20.66%	973.63
A3	Retailer websites	45.55%	19.86%	911	44.75%	18.99%	894.95
A4	Deal or coupon sites	23.90%	10.42%	478	25.05%	10.63%	501.08
A5	Social media	24.00%	10.47%	480	26.96%	11.44%	539.28
A6	Marketplaces (Amazon, Walmart, etc.)	49.85%	21.74%	997	50.84%	21.58%	1016.72
A7	Friends or family	15.65%	6.83%	313	15.60%	6.62%	312.0

COMPLETES 2000

Q6

TYPE: SINGLE SELECTION

How often do you use Gen AI to compare prices across multiple retailers before buying?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Always	7.30%	146	7.95%	159.05
A2	Often	20.55%	411	21.32%	426.49
A3	Sometimes	24.75%	495	24.19%	483.85
A4	Rarely	17.85%	357	17.07%	341.38
A5	Never	29.55%	591	29.46%	589.22

COMPLETES 2000

Q7

TYPE: SINGLE SELECTION

What information matters most when deciding what to buy?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Price or discounts	49.45%	989	47.49%	949.71
A2	Product reviews or ratings	27.65%	553	28.34%	566.74
A3	Brand reputation	12.25%	245	12.77%	255.47
A4	Delivery speed	5.60%	112	6.05%	120.99
A5	Return policy	1.20%	24	1.36%	27.28
A6	Recommendations or comparisons	3.85%	77	3.99%	79.82

COMPLETES 2000

Q8

TYPE: SINGLE SELECTION

During holiday shopping, how many different sites do you usually visit before making a purchase?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1	4.55%	91	4.76%	95.24
A2	2-3	67.60%	1,352	66.04%	1320.87
A3	4-5	21.70%	434	22.89%	457.73
A4	6 or more	6.15%	123	6.31%	126.16

COMPLETES 2000

Q9

TYPE: SINGLE SELECTION

How confident do you usually feel that you found the best product available?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Very confident	32.80%	656	33.43%	668.53
A2	Somewhat confident	54.25%	1,085	53.16%	1063.24
A3	Neutral	11.25%	225	11.60%	232.05
A4	Somewhat unsure	1.35%	27	1.53%	30.62
A5	Very unsure	0.35%	7	0.28%	5.56

COMPLETES 2000

Q10

TYPE: SINGLE SELECTION

Have you ever completely abandoned a holiday purchase because the number of options and search results was so overwhelming you couldn't make a decision?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes, often	11.25%	225	11.90%	238.0
A2	Yes, occasionally	33.85%	677	34.35%	686.99
A3	Rarely	32.90%	658	32.33%	646.52
A4	Never	22.00%	440	21.42%	428.49

COMPLETES 2000

Q11

TYPE: SINGLE SELECTION

Have you ever used an AI tool or chatbot (e.g., ChatGPT, Bing Chat, Google AI, Search.com) to help with shopping research?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes, frequently	16.20%	324	16.80%	336.07
A2	Yes, occasionally	27.80%	556	28.54%	570.8
A3	I've tried it once or twice	21.15%	423	20.87%	417.39
A4	No, never	34.85%	697	33.79%	675.74

COMPLETES 2000

Q12

TYPE: SINGLE SELECTION

If yes, what do you use AI tools for when shopping?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Product recommendations	11.35%	227	11.82%	236.35
A2	Comparing prices or features	22.80%	456	23.32%	466.46
A3	Finding deals or discounts	15.90%	318	16.10%	321.97
A4	Gift ideas	9.90%	198	10.01%	200.26
A5	Summarizing reviews	5.10%	102	4.98%	99.62
A6	I don't use AI for shopping	34.95%	699	33.77%	675.34

COMPLETES 2000

Q13

TYPE: SINGLE SELECTION

How helpful do you find AI-generated shopping recommendations (e.g., ChatGPT, Bing Chat, Gemini, Search.com) compared to traditional search results (Google Search, magazines, articles, etc.)?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Much more helpful	17.75%	355	18.08%	361.66
A2	Somewhat more helpful	28.75%	575	29.49%	589.78
A3	About the same	28.30%	566	26.65%	533.05
A4	Less helpful	6.00%	120	6.65%	133.06
A5	Not helpful at all	19.20%	384	19.12%	382.45

COMPLETES 2000

Q14

TYPE: SINGLE SELECTION

Would you consider using AI tools more often for holiday shopping in the future?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Definitely	22.65%	453	22.87%	457.39
A2	Probably	36.55%	731	36.97%	739.48
A3	Not sure	18.40%	368	17.45%	348.99
A4	Probably not	9.80%	196	9.84%	196.74
A5	Definitely not	12.60%	252	12.87%	257.4

COMPLETES 2000

Q15

TYPE: SINGLE SELECTION

How long are you willing to spend "digging" through search results before you give up or try a different search tool?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Less than 1 minute	2.40%	48	2.27%	45.48
A2	1-3 minutes	23.65%	473	23.85%	476.98
A3	3-5 minutes	33.15%	663	33.27%	665.35
A4	I keep searching until I find exactly what I want	40.80%	816	40.61%	812.19

COMPLETES 2000

Q16

TYPE: SINGLE SELECTION

Have you ever used a search engine specifically to find a "dupe" (cheaper look-alike) of a luxury item and let the recipient believe it was the expensive brand?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes, and I felt great about the savings	25.40%	508	25.31%	506.24
A2	I've been tempted, but haven't done it yet	21.45%	429	23.29%	465.75
A3	No, I would be too afraid of getting caught	7.25%	145	7.17%	143.41
A4	No, I only buy the authentic brand	19.20%	384	18.53%	370.68
A5	Never	26.70%	534	25.70%	513.91

COMPLETES 2000

Q17

TYPE: SINGLE SELECTION

How important is speed (finding what you need quickly) during holiday shopping?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Extremely important	17.00%	340	17.70%	354.04
A2	Very important	32.95%	659	32.95%	659.01
A3	Moderately important	34.95%	699	34.96%	699.22
A4	Slightly important	9.95%	199	10.03%	200.51
A5	Not important	5.15%	103	4.36%	87.22

COMPLETES 2000

Q18

TYPE: SINGLE SELECTION

Which best describes your ideal holiday shopping experience?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Fast and efficient	25.75%	515	26.08%	521.53
A2	Deal-focused	31.95%	639	31.73%	634.57
A3	Highly researched and informed	20.80%	416	21.81%	436.17
A4	Browsing and discovering new ideas	17.00%	340	16.19%	323.79
A5	Minimal effort	4.50%	90	4.20%	83.94

COMPLETES 2000

Q19

TYPE: SINGLE SELECTION

Compared to last year, how do you expect your holiday shopping behavior to change?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Spend more	14.80%	296	16.21%	324.22
A2	Spend about the same	39.90%	798	39.67%	793.46
A3	Spend less	21.50%	430	21.05%	421.0
A4	Shop earlier	11.55%	231	11.83%	236.68
A5	Shop later	0.45%	9	0.39%	7.83
A6	No change	11.80%	236	10.84%	216.81

COMPLETES 2000

Q20

TYPE: SINGLE SELECTION

Which statement best reflects how Gen AI has changed how you feel about shopping?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	There are too many options provided, and it's overwhelming	7.35%	147	7.60%	152.04
A2	It's easier than ever to compare and find deals	31.25%	625	31.77%	635.49
A3	It has sped up my research and discovery for new purchases	15.80%	316	16.11%	322.24
A4	I enjoy exploring and comparing different products	13.75%	275	14.19%	283.81
A5	I don't use Gen AI tools or products	31.85%	637	30.32%	606.42

COMPLETES 2000