

The AI Effect

New Habits, Fewer Clicks,
& a Changing Ad Landscape

What Our Survey of AI Users Reveals About
The Era of **AI-Driven Advertising**

**We Surveyed 4,000 People Across
North America and Europe**

to better understand how they use AI and how it shapes
their online behavior and preferences

AI's Shift from Hype to Habit

AI has moved beyond early adoption and is quickly becoming a
core tool for how people work, learn, and connect online.

How do people use AI?

Thought for 26s

67%

Engage with an AI platform
daily or several times a week

Thought for 15s

80%

Use AI for **quick facts
or summaries**

60%

Use AI for product discovery

48%

Use AI for travel & restaurant
recommenations

37%

Use AI for health & wellness
information

AI Has Already Started to Replace

Traditional Search

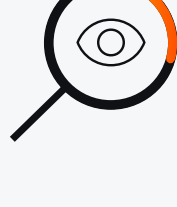
Consumers are now leaning on **AI tools over search engines**
when looking for products, content, and information.

How does AI impact browsing?



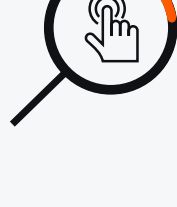
38%

Use search engines
less often



30%

Visit fewer
websites



23%

Click on fewer
links & ads

And, the biggest shifts were seen among
those in their **mid-20s to mid-40s**

**Millennials
& Gen X**

Reported the biggest decline
in clicks on links and ads

50%

of Gen Z reports visiting fewer websites
& instead rely on AI for direct answers

AI Habits Vary Across Gender & Age

Men report more daily AI usage than women, while women are
more likely to say AI hasn't changed their online habits.

Who uses AI the most?

**Younger adults drive the rise
of AI & changes in internet use**



41%

of 18-30 year olds reported
increasing AI use



36%

of younger adults are visiting
fewer websites

Thought for 1m 6s

Men Women

25%

of men use AI daily,
slightly above women

25%

20%

41%

of men report less
search engine use

41%

33%

27%

of women report little
change in habits

21%

27%

AI on the Rise, Trust on Hold

While consumers are embracing AI tools at a rapid pace,
most still cross-check results before fully relying on them.

Do people trust AI?

Thought for 7s

60%

of respondents double-check
AI-generated responses

Thought for 1m 2s

21%

report trusting AI-generated
responses completely

AI can make mistakes. Check important info.

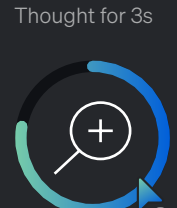
Ads on AI Platforms? Yes, but With Conditions

Consumers are open to ads in AI platforms, provided they are
transparent, relevant, and keep the platform free.

Are AI users open to ads?

Thought for 3s

Response sponsored by Favorite Coffee Shop



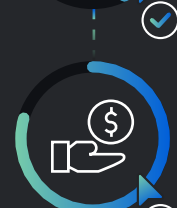
78%

are open to seeing sponsored ads in AI
platforms if they are **clearly labelled and
contextually relevant**



43%

of men answered yes, slightly higher
than the **39.8% of women** who did so



82%

are open to a free, ad-supported model if
AI platforms begin **charging for access**

Ad Acceptance Depends on Control, Clarity, and Relevance

Users are more receptive to ads that are **respectful and non-intrusive.**

What do AI users want from ads?

Thought for 10s



65%

Would like the
ability to opt-out

Thought for 7s



56%

Would like control
over ad frequency

Thought for 6s



55%

Would like contextually
relevant ads