

Post-Cyber Week Decision-Making Snapshot 2025

U.S. adult use of AI tools in the three days
after Cyber Monday

Methodology

Fielded December 5–7, 2025 | n = 1,206 U.S. adults
18+ | ±3% MoE

Online survey of 1,206 U.S. adults fielded
December 5–7, 2025 via SurveyMonkey Audience.

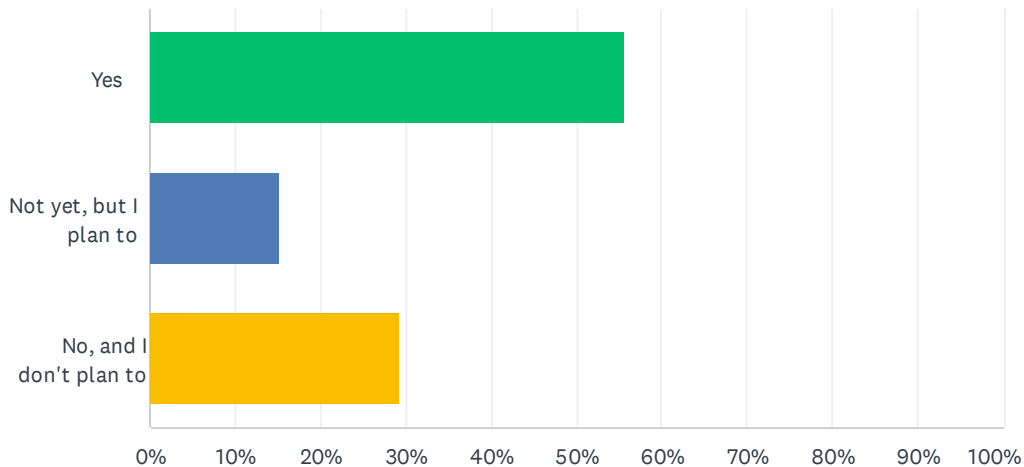
Quotas and weighting applied to approximate
U.S. Census demographics for age, gender,
region and income.

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Q1 This holiday season, did you use an AI tool (e.g., ChatGPT, Perplexity, Gemini, Claude) to help you make any decisions?

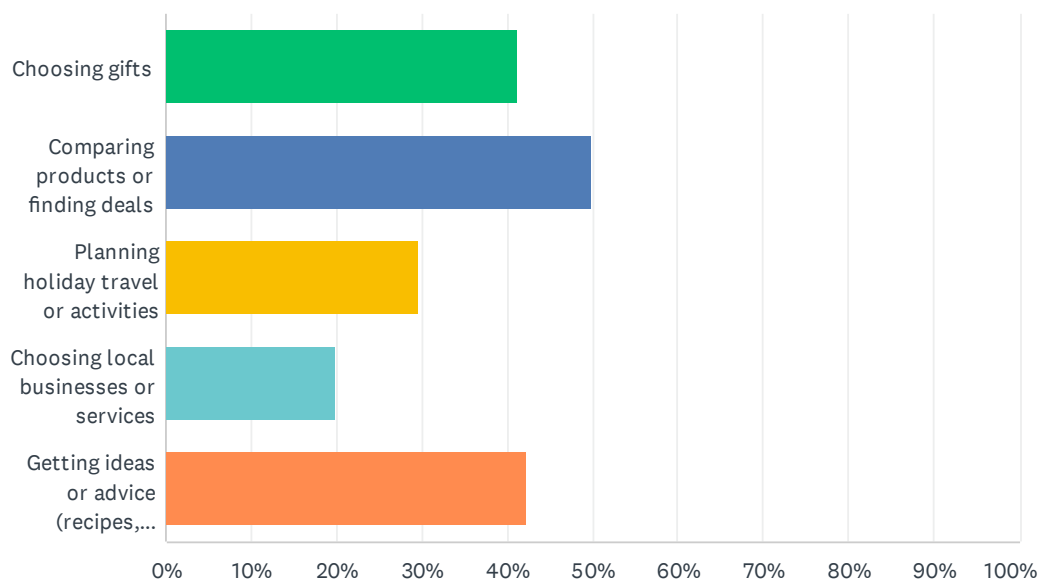
Answered: 1,206 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	55.64%	671
Not yet, but I plan to	15.17%	183
No, and I don't plan to	29.19%	352
TOTAL		1,206

Q2 What types of holiday-related decisions did you use AI for?

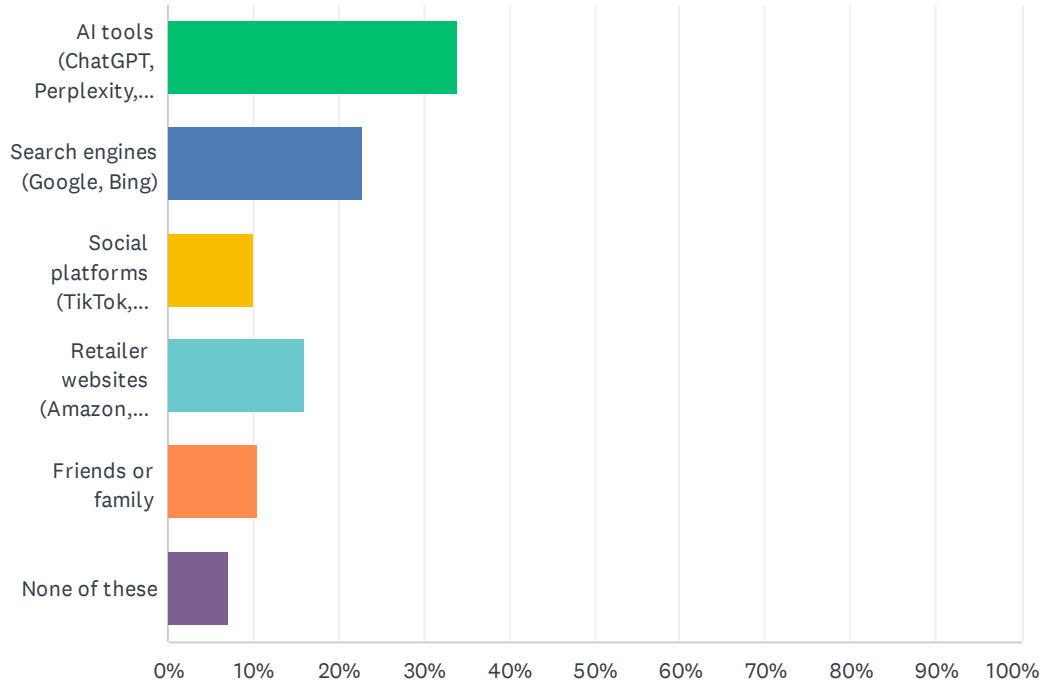
Answered: 1,206 Skipped: 0



ANSWER CHOICES	RESPONSES	
Choosing gifts	41.21%	497
Comparing products or finding deals	50.00%	603
Planning holiday travel or activities	29.68%	358
Choosing local businesses or services	19.82%	239
Getting ideas or advice (recipes, gifts, décor, hosting)	42.21%	509
Total Respondents: 1,206		

Q3 When making decisions this holiday season, which source felt most helpful overall?

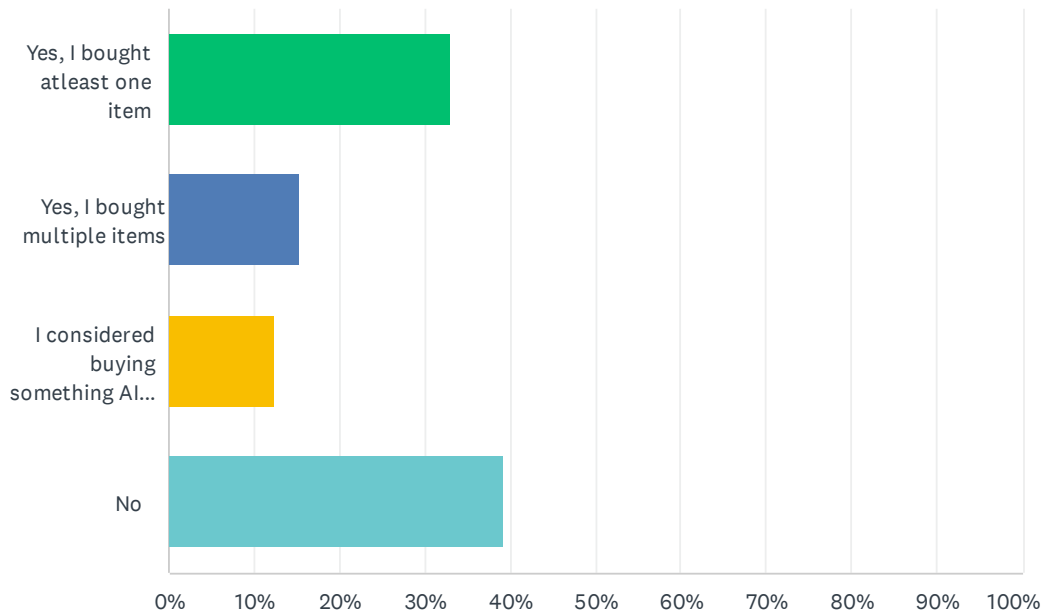
Answered: 1,206 Skipped: 0



ANSWER CHOICES	RESPONSES	
AI tools (ChatGPT, Perplexity, Claude)	33.83%	408
Search engines (Google, Bing)	22.80%	275
Social platforms (TikTok, Instagram, Pinterest)	10.03%	121
Retailer websites (Amazon, Walmart, Target)	16.00%	193
Friends or family	10.36%	125
None of these	6.97%	84
TOTAL		1,206

Q4 Did you purchase anything this holiday season based on a recommendation from an AI tool?

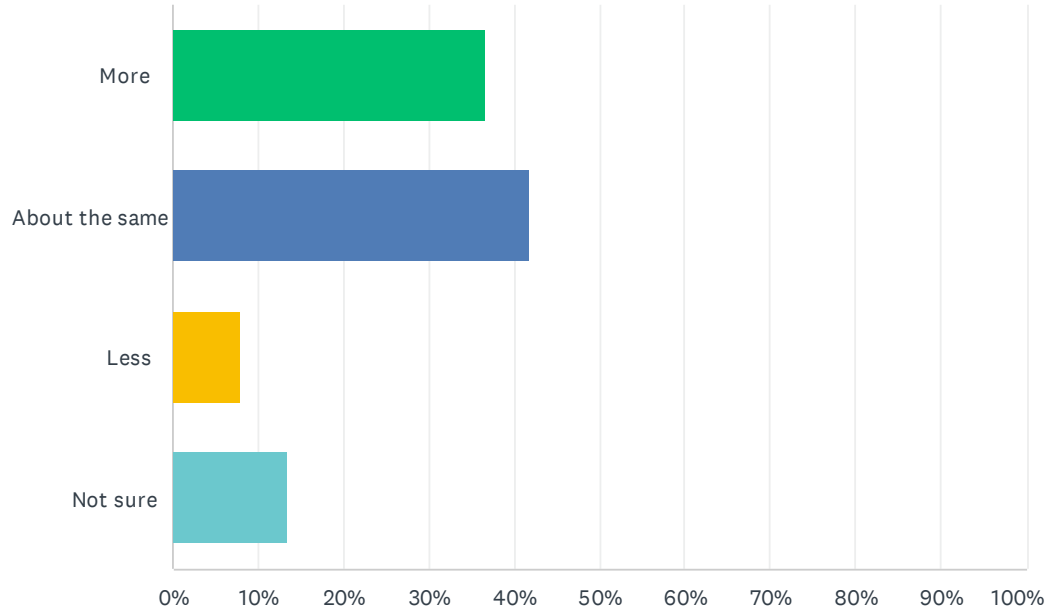
Answered: 1,206 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, I bought at least one item	33.00%	398
Yes, I bought multiple items	15.42%	186
I considered buying something AI recommended but didn't	12.35%	149
No	39.22%	473
TOTAL		1,206

Q5 Next year, do you expect to rely on AI more, less, or the same amount for seasonal or holiday-related decisions?

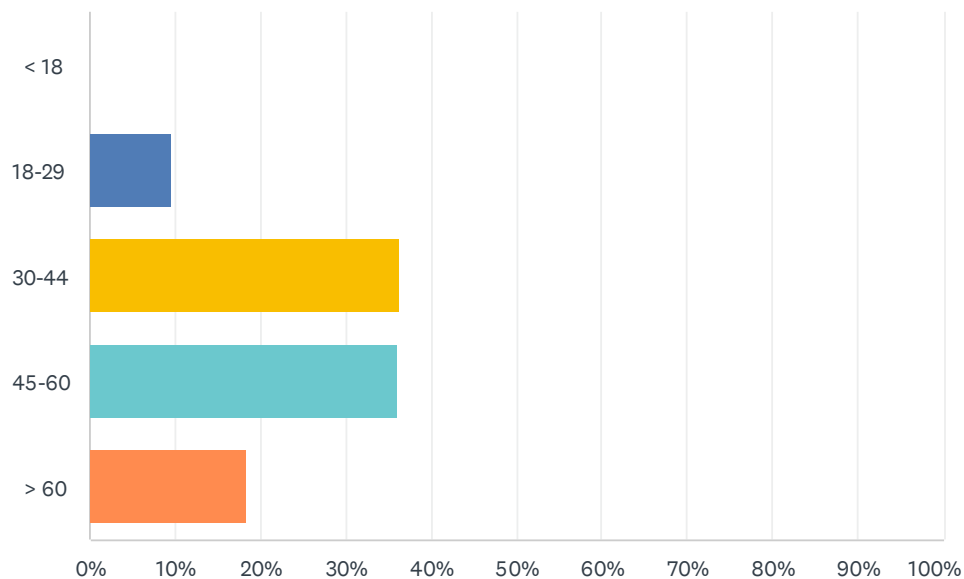
Answered: 1,206 Skipped: 0



ANSWER CHOICES	RESPONSES	
More	36.73%	443
About the same	41.87%	505
Less	7.88%	95
Not sure	13.52%	163
TOTAL		1,206

Q6 Age

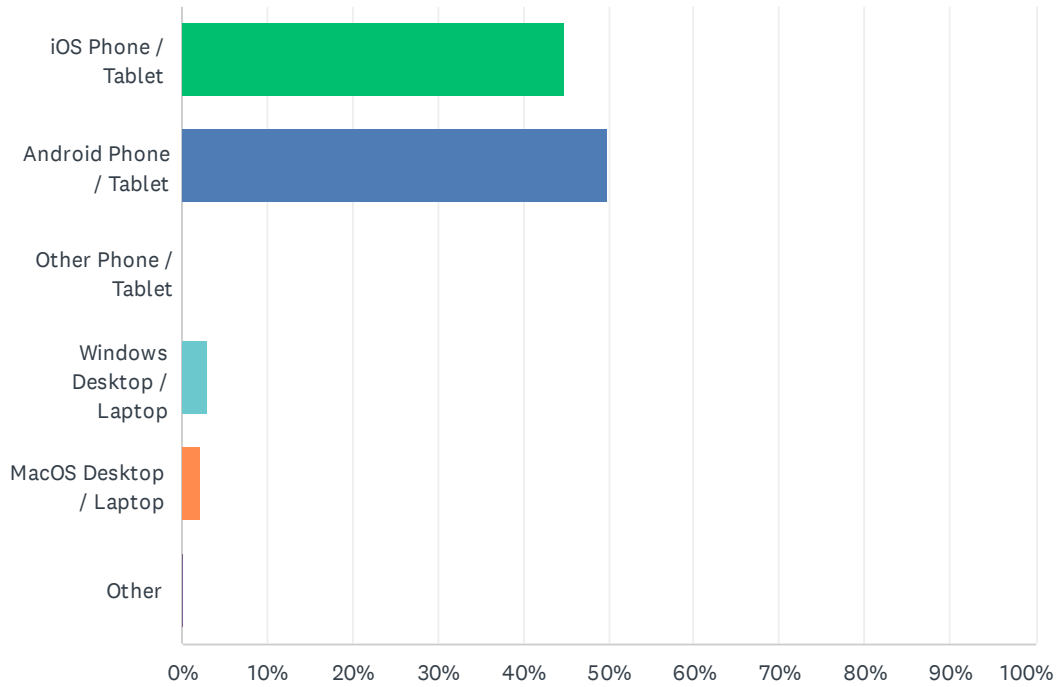
Answered: 1,009 Skipped: 197



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	9.61%	97
30-44	36.17%	365
45-60	35.98%	363
> 60	18.24%	184
TOTAL		1,009

Q7 Device Type

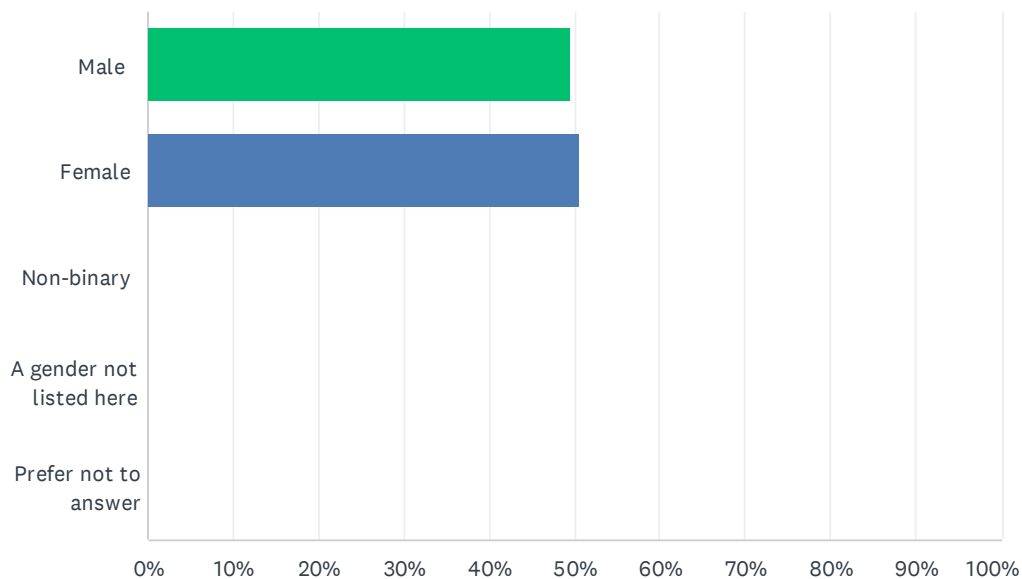
Answered: 1,009 Skipped: 197



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	44.70%	451
Android Phone / Tablet	49.95%	504
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	2.97%	30
MacOS Desktop / Laptop	2.08%	21
Other	0.30%	3
TOTAL		1,009

Q8 Gender

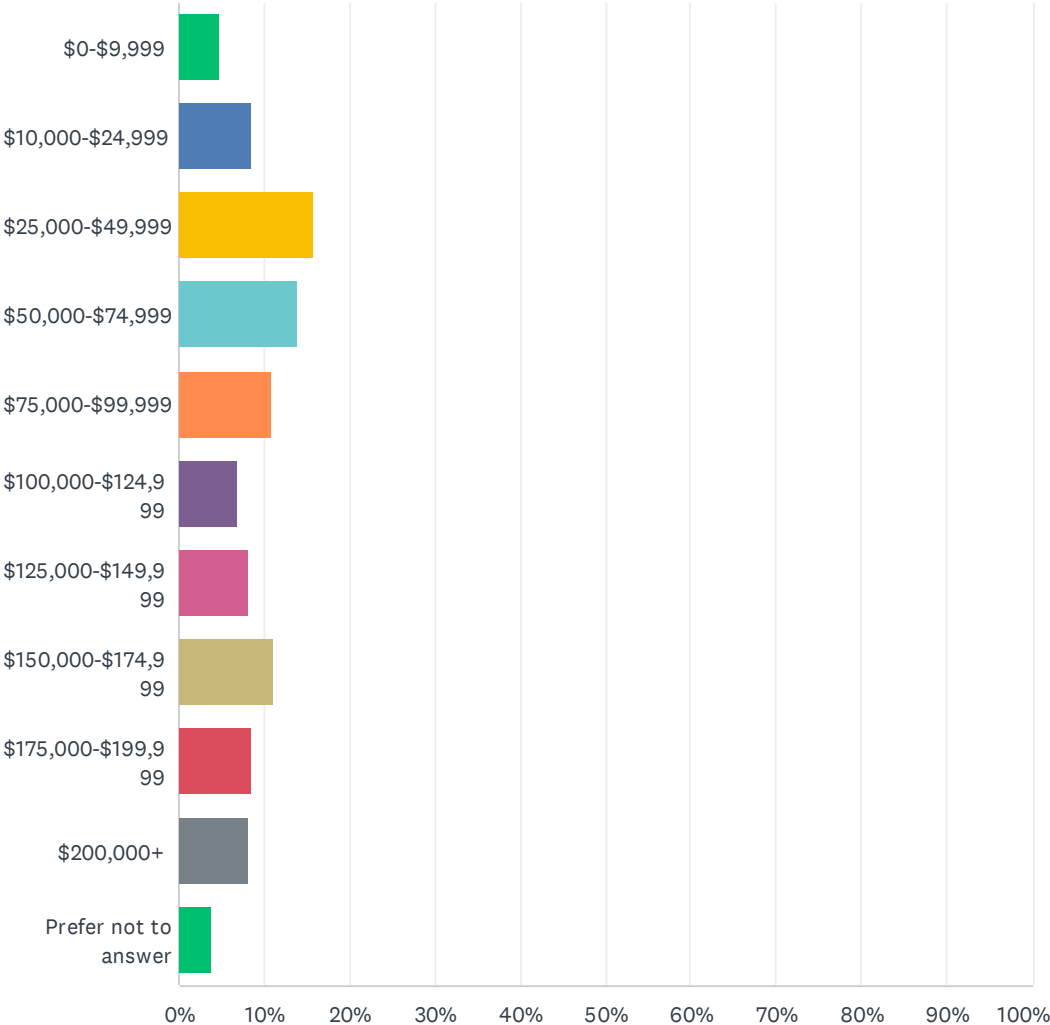
Answered: 1,009 Skipped: 197



ANSWER CHOICES	RESPONSES	
Male	49.55%	500
Female	50.45%	509
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		1,009

Q9 Household Income

Answered: 1,009 Skipped: 197

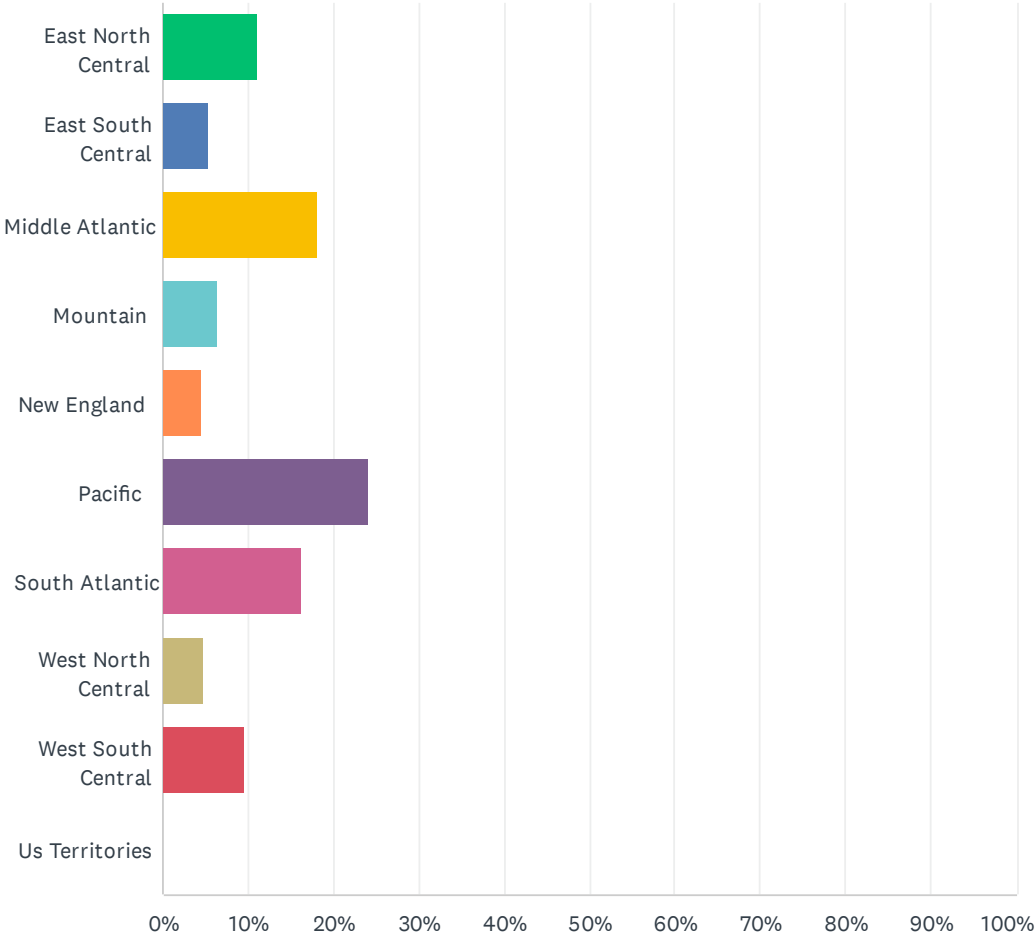


AIEO Holiday Decision-Making Snapshot 2025

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	4.66%	47
\$10,000-\$24,999	8.62%	87
\$25,000-\$49,999	15.86%	160
\$50,000-\$74,999	13.78%	139
\$75,000-\$99,999	10.90%	110
\$100,000-\$124,999	6.74%	68
\$125,000-\$149,999	8.03%	81
\$150,000-\$174,999	11.10%	112
\$175,000-\$199,999	8.42%	85
\$200,000+	8.13%	82
Prefer not to answer	3.77%	38
TOTAL	1,009	

Q10 Region

Answered: 985 Skipped: 221



AIEO Holiday Decision-Making Snapshot 2025

ANSWER CHOICES	RESPONSES	
East North Central	11.07%	109
East South Central	5.38%	53
Middle Atlantic	18.17%	179
Mountain	6.29%	62
New England	4.47%	44
Pacific	24.16%	238
South Atlantic	16.14%	159
West North Central	4.67%	46
West South Central	9.64%	95
Us Territories	0.00%	0
TOTAL		985