
MARKET FACTS!

MARKET FACT #18

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40%

of Generation Z prefers to discover information on Tik Tok or Reddit or even Wikipedia instead of Google

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COMMENT: Quick fact: In 2021, TikTok BRIEFLY dethroned Google as the world's most popular domain, according to Cloudflare, a web security company. But remember: internet activity is only measured by people who choose to put in the work, and because certain levels of measurable attention are possible (when platforms are offline or are going through algorithm changes, conditions to identify such trends also change). So when no one is measuring it, there's likely the same trend happening. We just don't know. Now there are Generation Z individuals who say: "We don't see Google as the central authority on search anymore". Not only are they complaining about spammy links on Google but they're also complaining about Alphabet misplacing consumer's trust. Good.

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