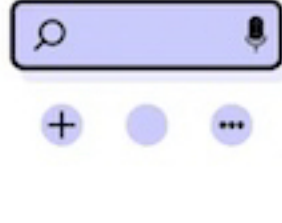


Reddit as a Resource

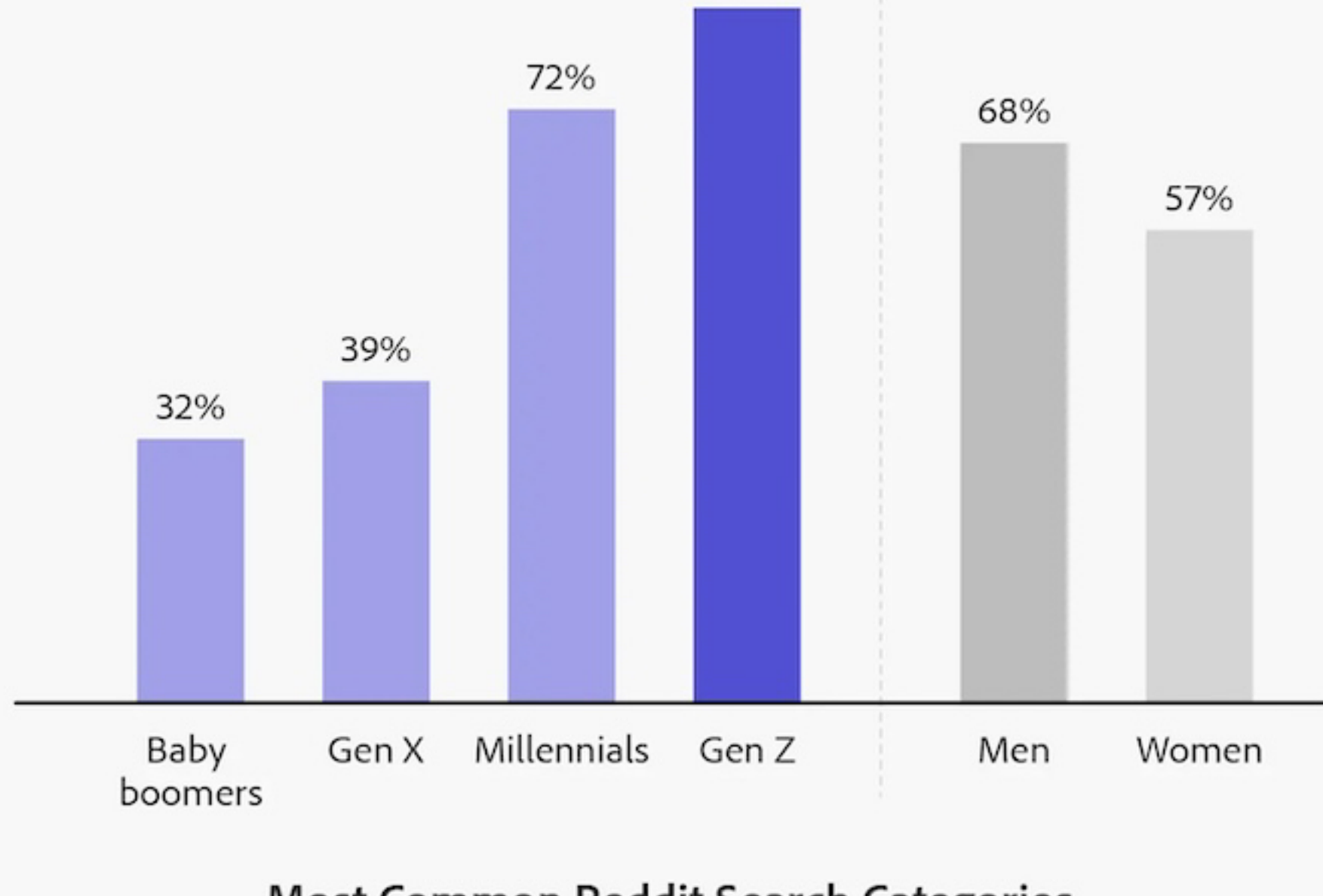


63% of people in the U.S. regularly* use Reddit as a search engine.

Percentage Regularly Using Reddit as a Search Engine

By Generation

By Gender

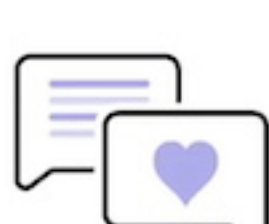
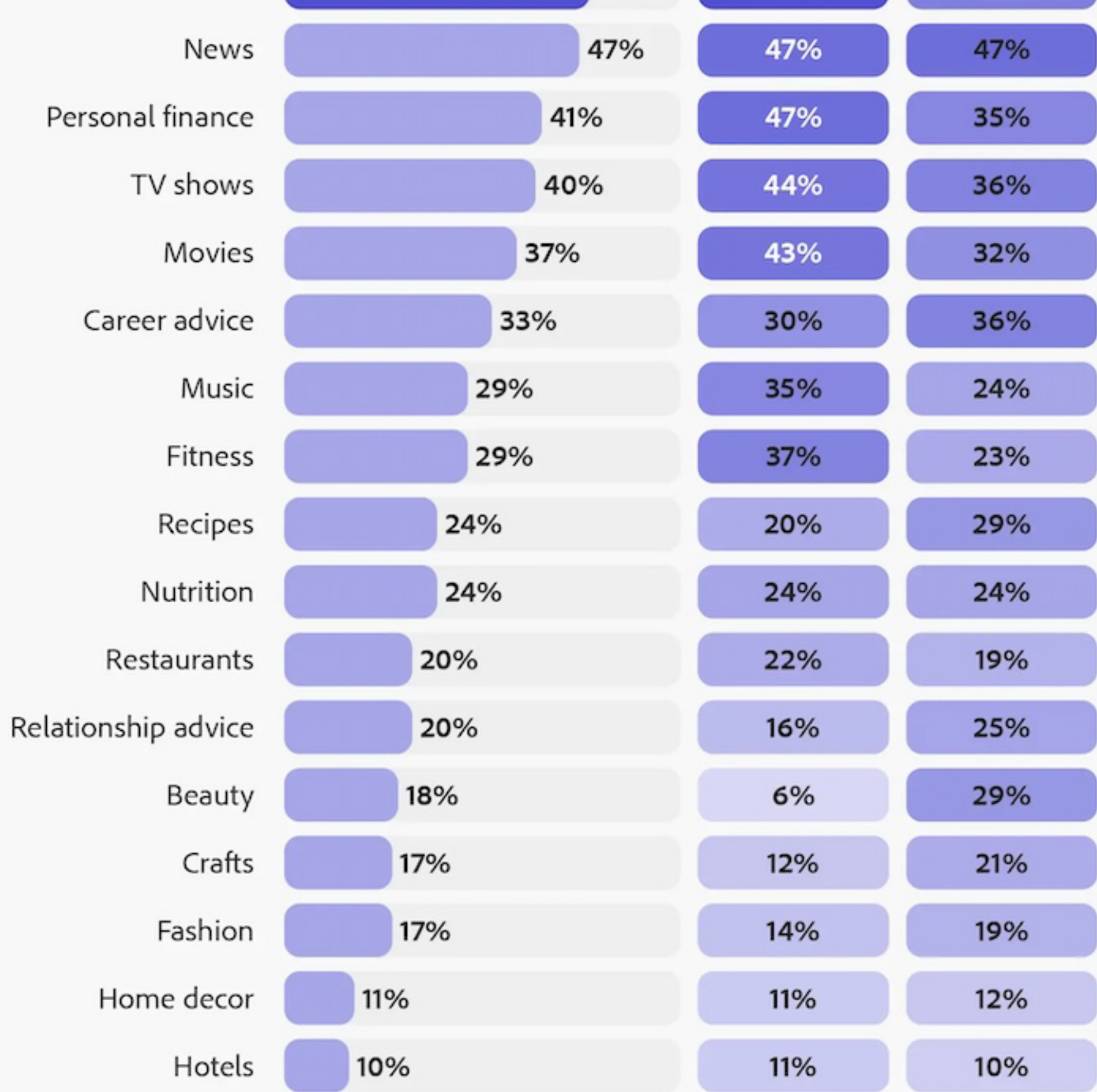


Most Common Reddit Search Categories

Overall

By Gender

Men Women



25% of women have sought relationship advice on Reddit, compared to 16% of men.

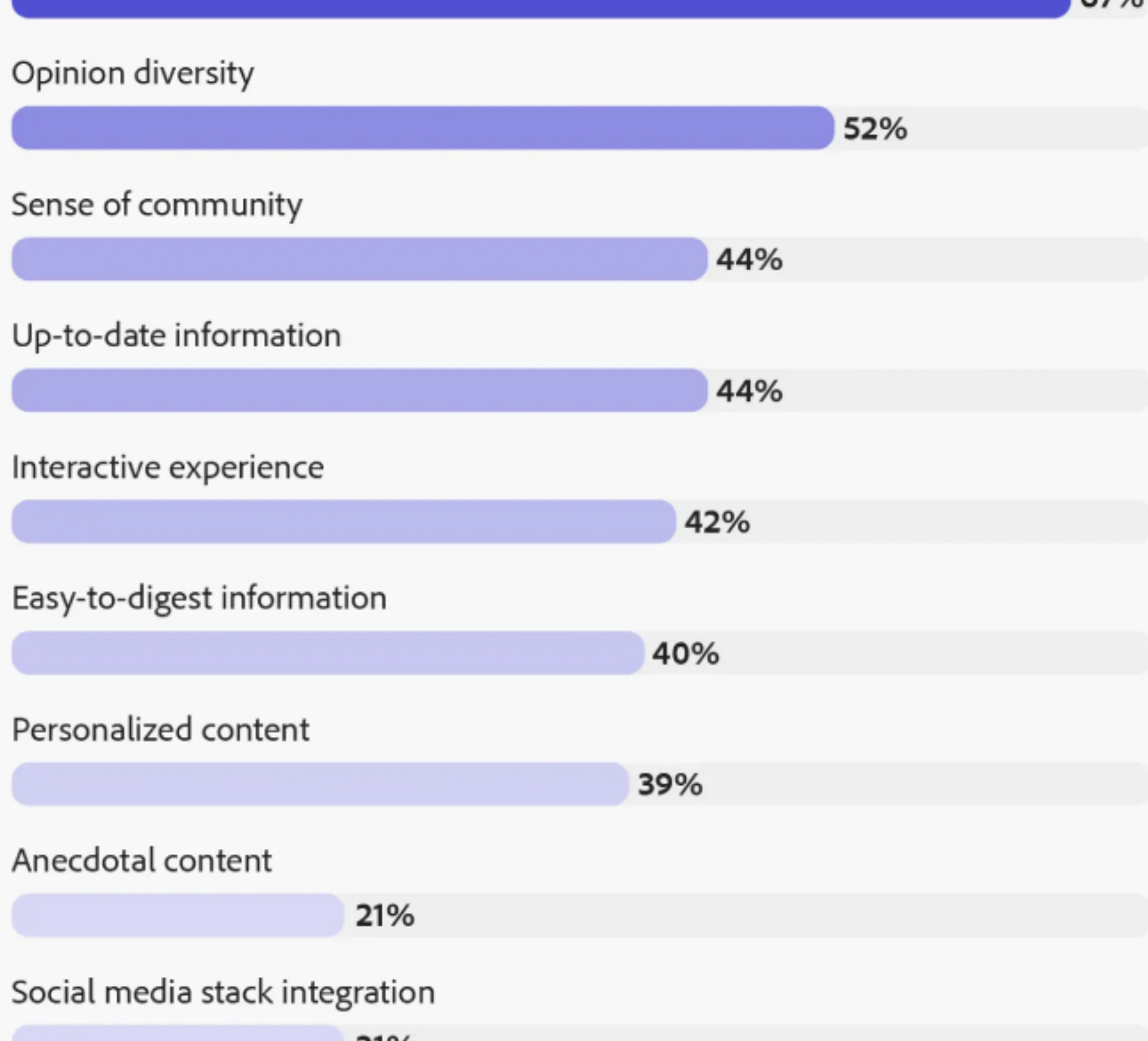
* At least once a week



Source: Adobe Study

Reddit Search Motivations

Top Reasons People Use Reddit as a Search Engine



92% of those using Reddit as a search engine said the results are trustworthy; 95% said it's helpful.



Source: Adobe Study

The Best Search Engine for Small Businesses?



1 in 10 small business owners said a Reddit post ranks above their business page in Google search results.

Percentage of Small Businesses Getting More of Each From Reddit Than Google



5% Clicks



10% Leads



10% Page visits



6% Revenue



47% of those not using Reddit as part of their marketing strategy posted on it after seeing Google prioritize a Reddit post.



Source: Adobe Study

Google vs. Reddit

According to Users, Which Is...

More Trustworthy?

58%

42%

A Better Search Engine?

41%

59%

Reddit

First page of Google results

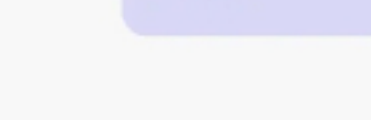
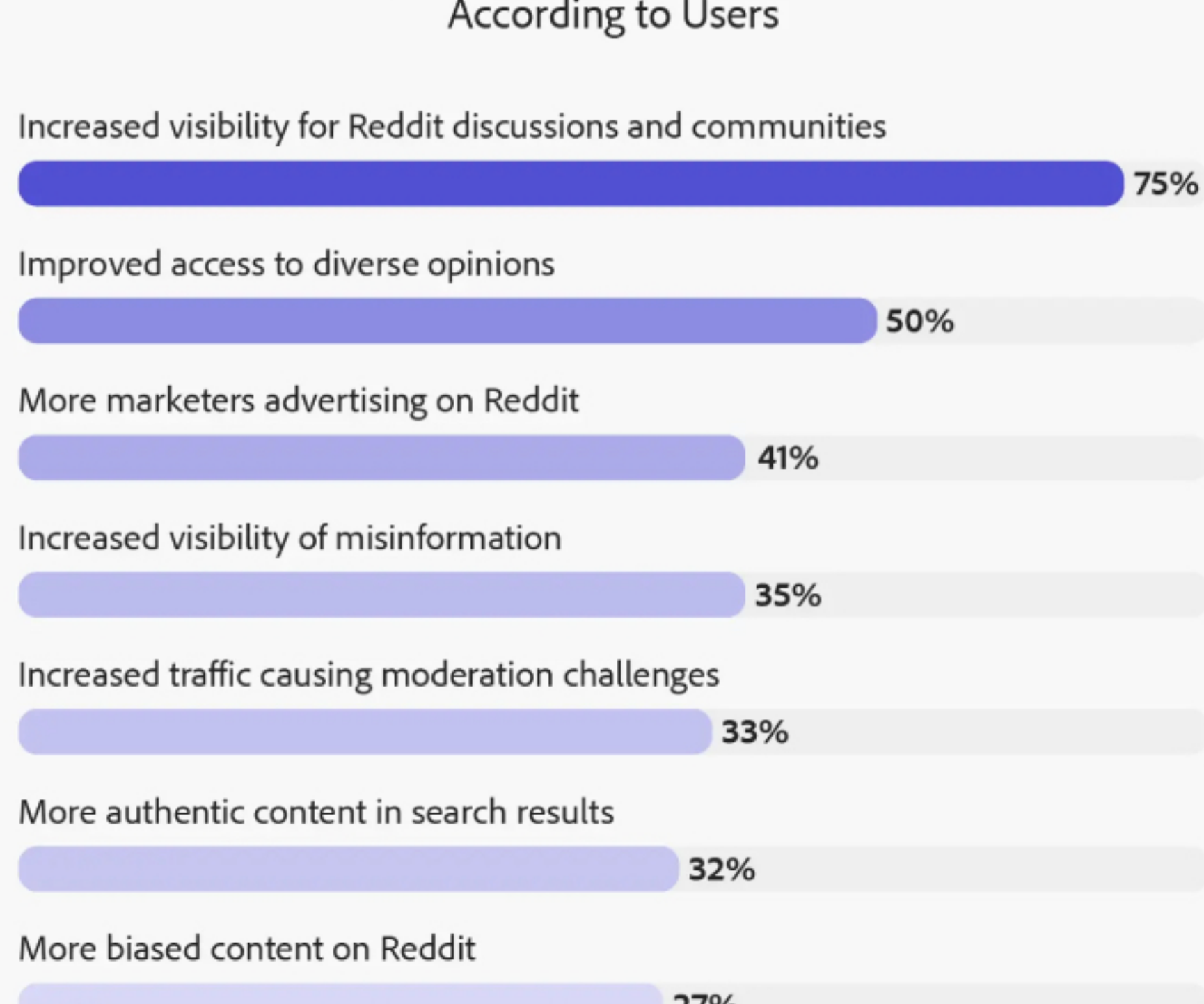
Reddit

Google



Gen Z and millennials believed Reddit to be more trustworthy than the first page of Google results, but baby boomers and Gen X felt the opposite.

Top Impacts of Google Prioritizing Reddit Pages in Search Results According to Users



Source: Adobe Study