**TikTok Gains Favor As Search Engine**

A colorful logo on a black background

Description automatically generatedFor 49% of millennials, 29% of people in Generation X and even 14% of baby boomers in an Adobe study, TikTok makes a good search engine, and 10% of people in Generation Z prefer it to Google. Video tutorials lead favorite content types at 62%, with 39% picking reviews.

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[*https://www.mediapost.com/publications/article/392663/tiktok-the-gen-z-search-engine.html*](https://www.mediapost.com/publications/article/392663/tiktok-the-gen-z-search-engine.html)