

FEB
2025

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY



USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH



93.0%

GWl.

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK



13.4%



VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



63.9%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH



41.9%



SCAN A QR CODE ON A MOBILE PHONE EACH MONTH



50.1%

GWl.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



49.5%

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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



GOOGLE

94.64%

DATA REPORTAL

2.01% BING

1.78% YAHOO!

0.81% YANDEX

0.72% DUCKDUCKGO

0.01% BAIDU

0.01% DOGPIL

0.02% OTHERS

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	INDONESIA	100
02	TRANSLATE	78
03	WA	57
04	GOOGLE	57
05	YOUTUBE	48
06	HK	48
07	PROXY	44
08	CUACA	44
09	TIKTOK	44
10	PROXY PROXY	44

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WA WEB	33
12	YANDEX	30
13	DUCKDUCKGO	28
14	WHATSAPP	27
15	GOOGLE TRANSLATE	23
16	TIKTOK DOWNLOAD	21
17	DEMO SLOT	19
18	IG	19
19	BAHASA INGGRIS	19
20	WHATSAPP WEB	19

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.