

BACKGROUND

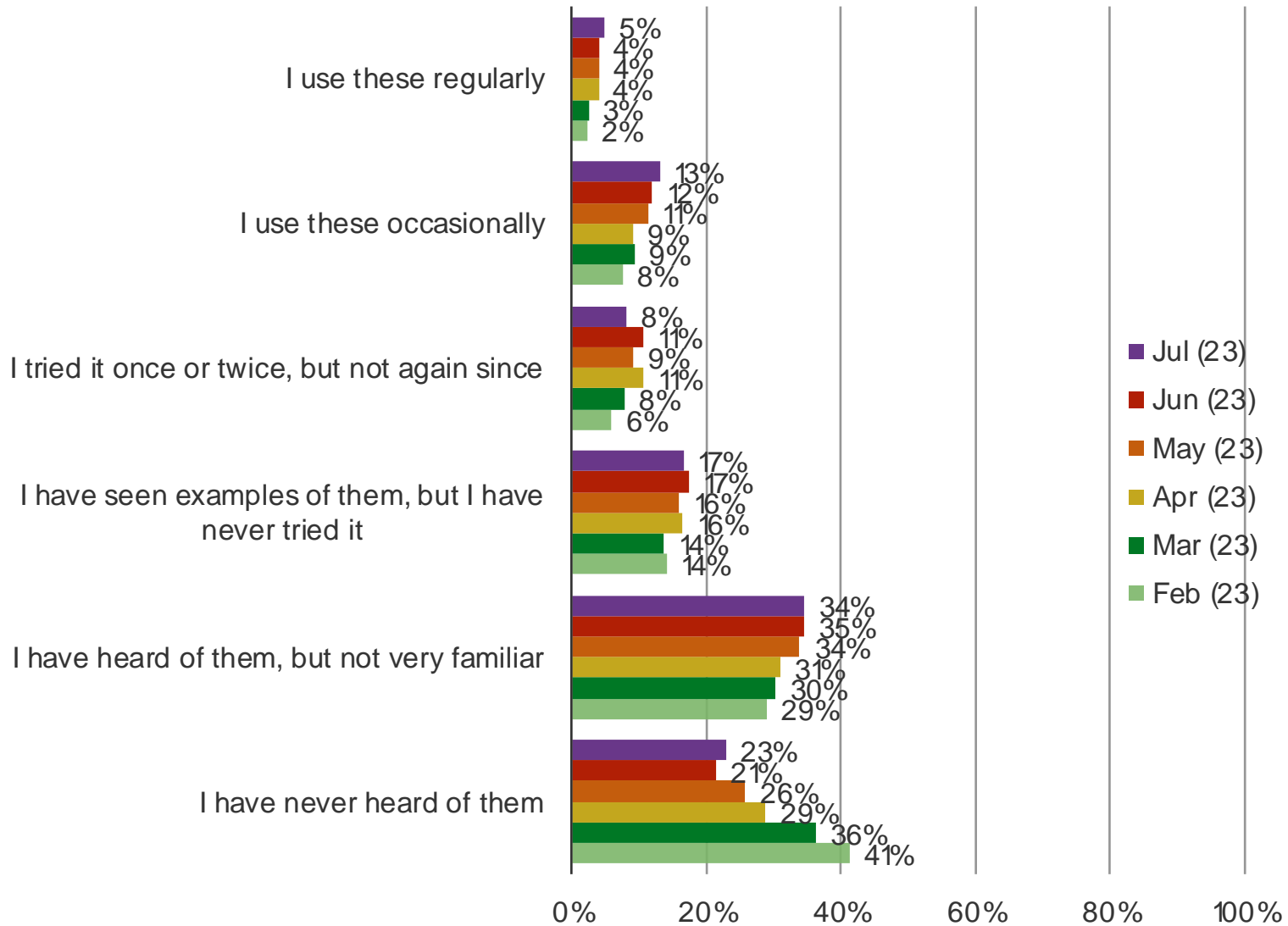
- ❑ Survey of 1,505 US Consumers each month, balanced to census demographically.

FINDINGS:

- ❑ Google remains the most popular search engine in our survey.
- ❑ Awareness of AI chatbots continues to increase sequentially.
- ❑ The share who use AI chatbots has increased m/m.

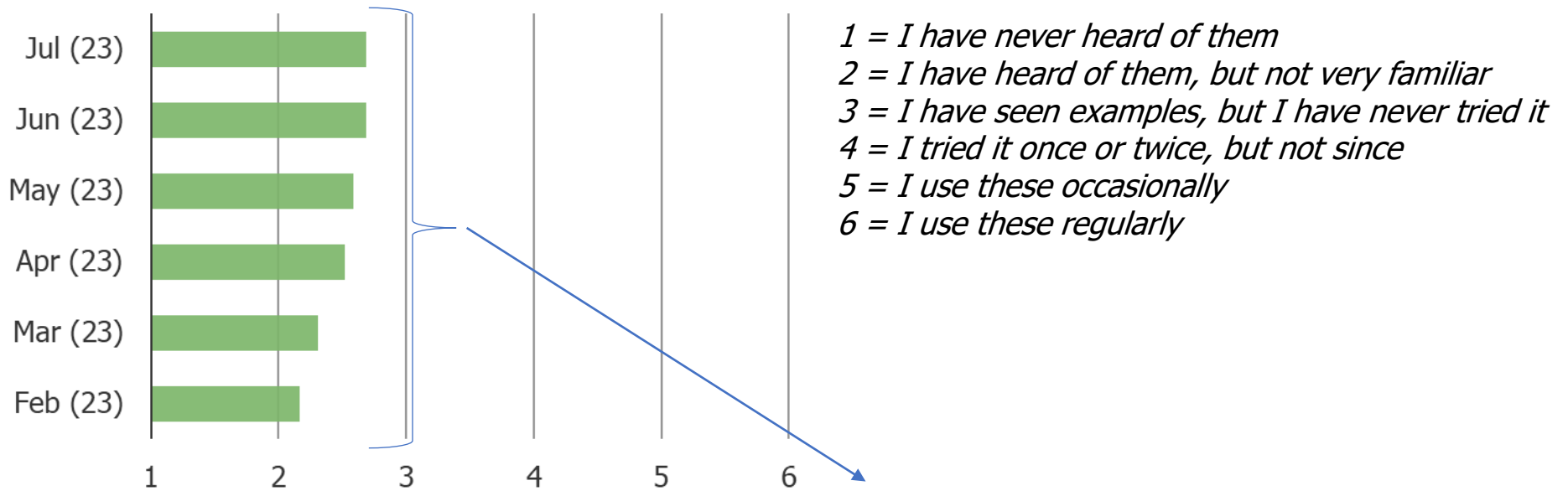
Search

Please describe your experience with AI Chatbots (eg, ChatGPT, Google Bard, etc).
 Posed to all respondents (n = 1,505).

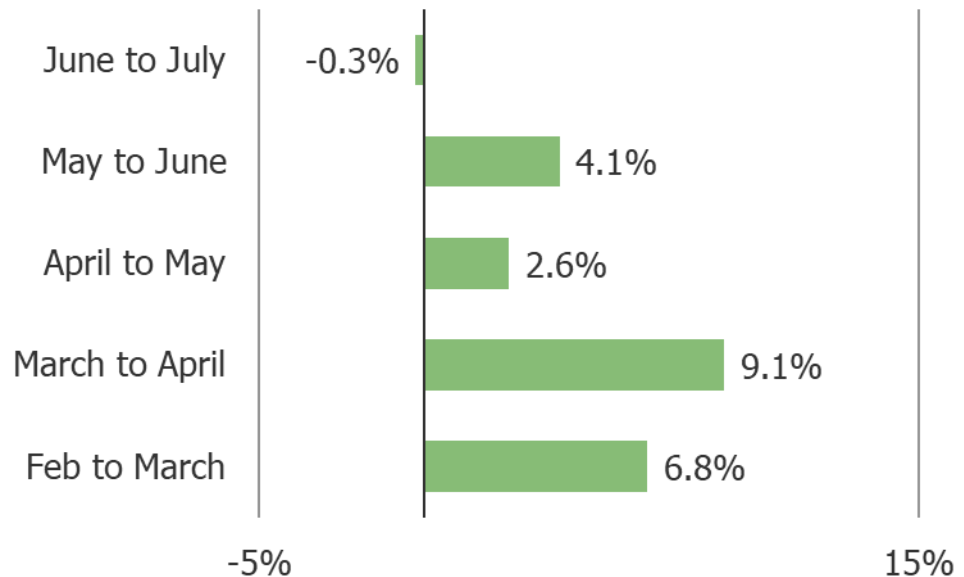


Weighted average of experience with AI Chatbots

Posed to all respondents (n = 1,505).

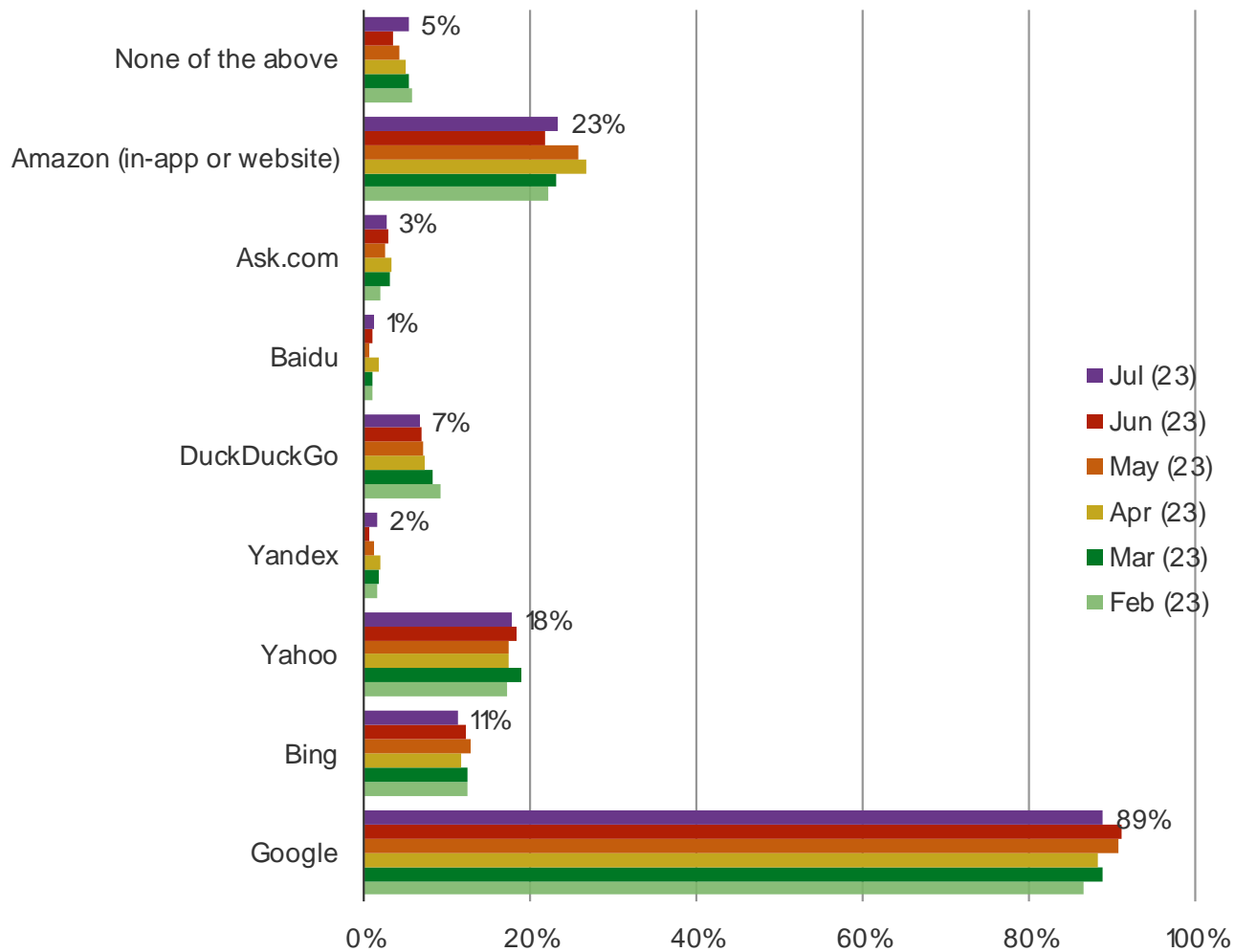


% Change in weighted average, month-to-month



Have you or will you use any of the following today to search on the internet (mobile device or desktop)?

Posed to all respondents (n = 1,505).



Which of the following is your favorite for searching on the internet?

Posed to all respondents (n = 1,505).

