

## BACKGROUND

- ❑ Survey of 1,500 US Consumers each month, balanced to census demographically.

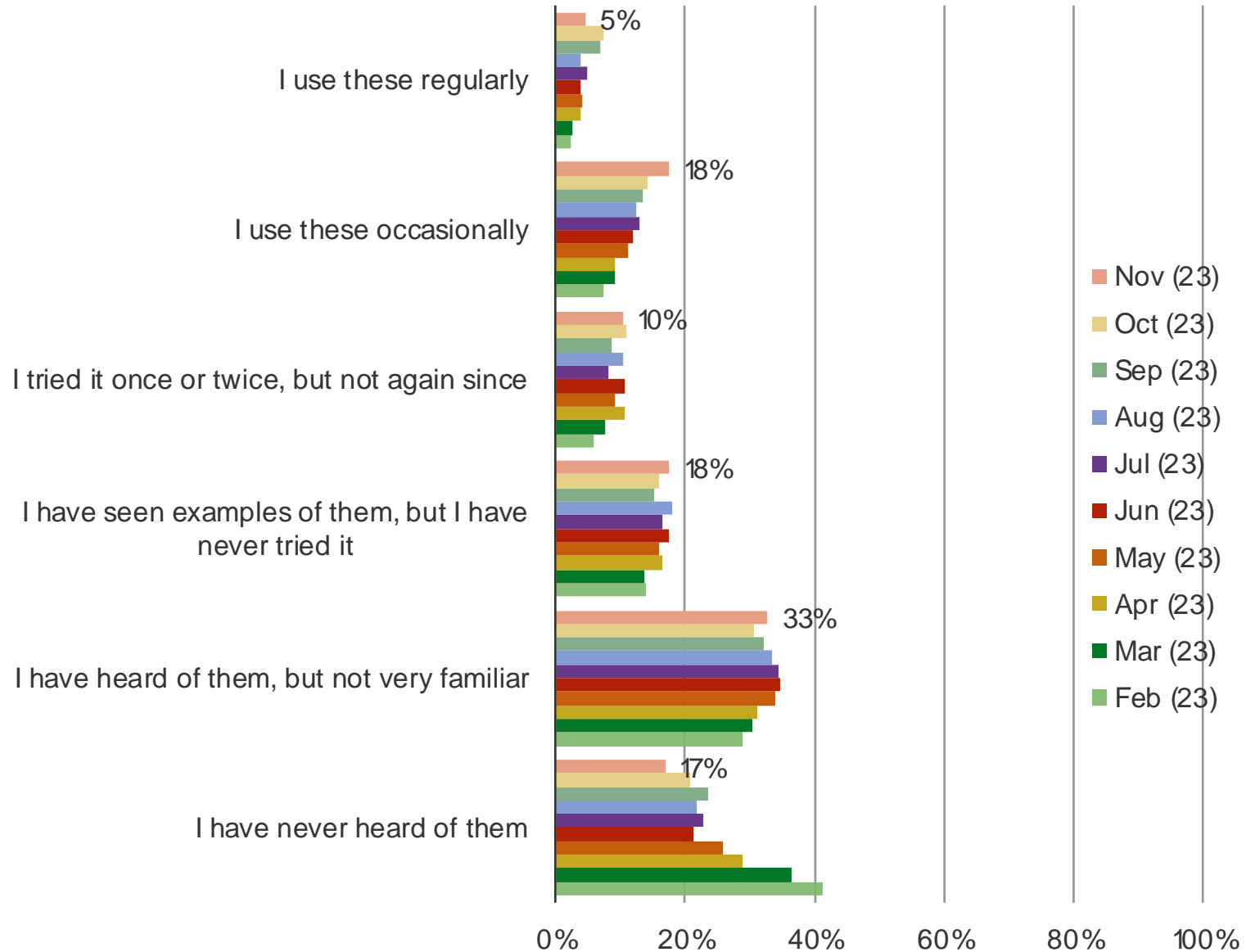
## FINDINGS:

- ❑ Google remains the most popular search engine and has not ceded ground to competitors of late.
- ❑ The share who use AI chatbots occasionally has increased sequentially, but the share that uses them regularly has declined m/m.
- ❑ Awareness of AI chatbots has increased considerably.

# Search

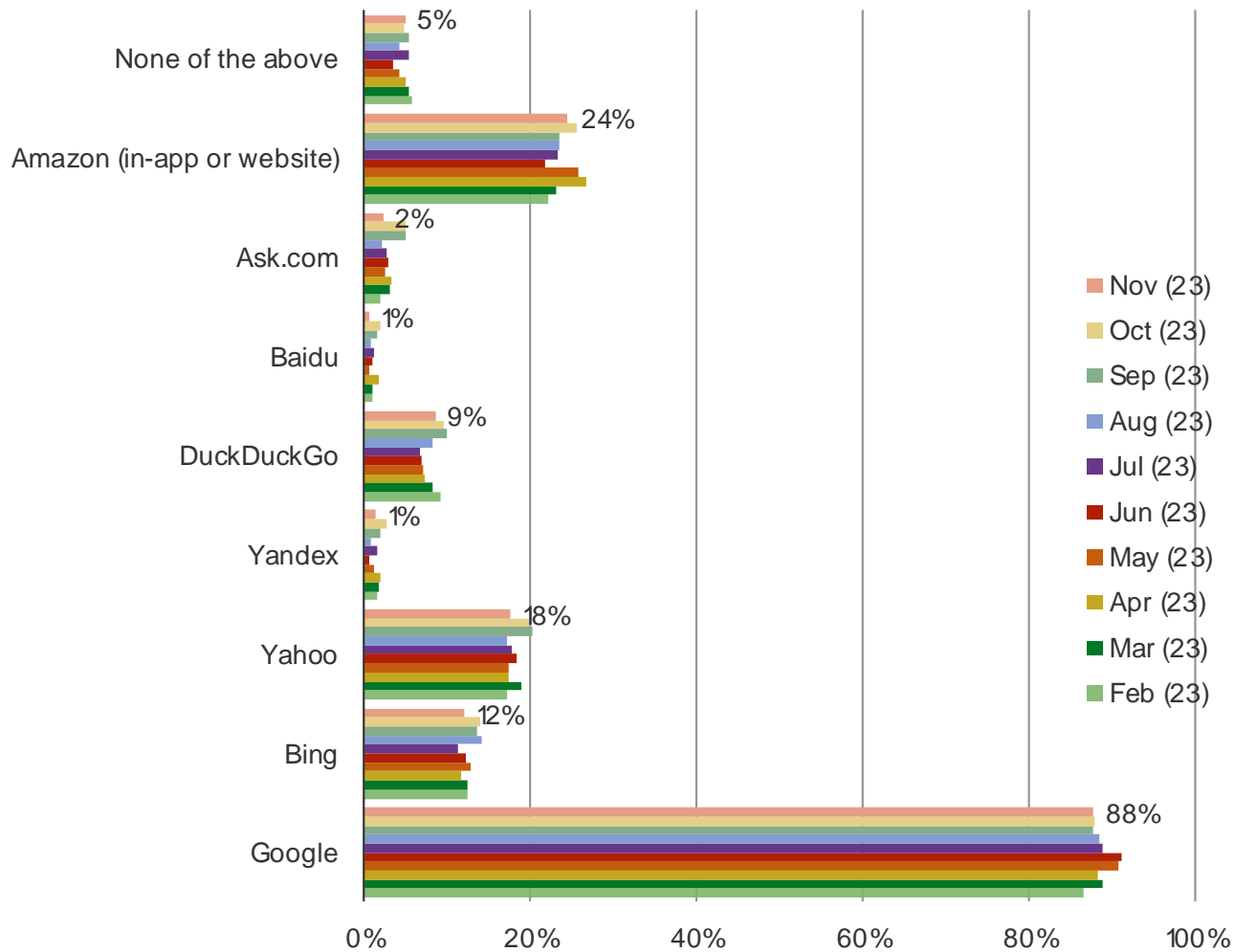
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**Please describe your experience with AI Chatbots (eg, ChatGPT, Google Bard, etc).**  
*Posed to all respondents (n = 1,528).*



# 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 = 1,528).



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

Posed to all respondents (n = 1,528).

