

BESPOKE MARKET INTELLIGENCE

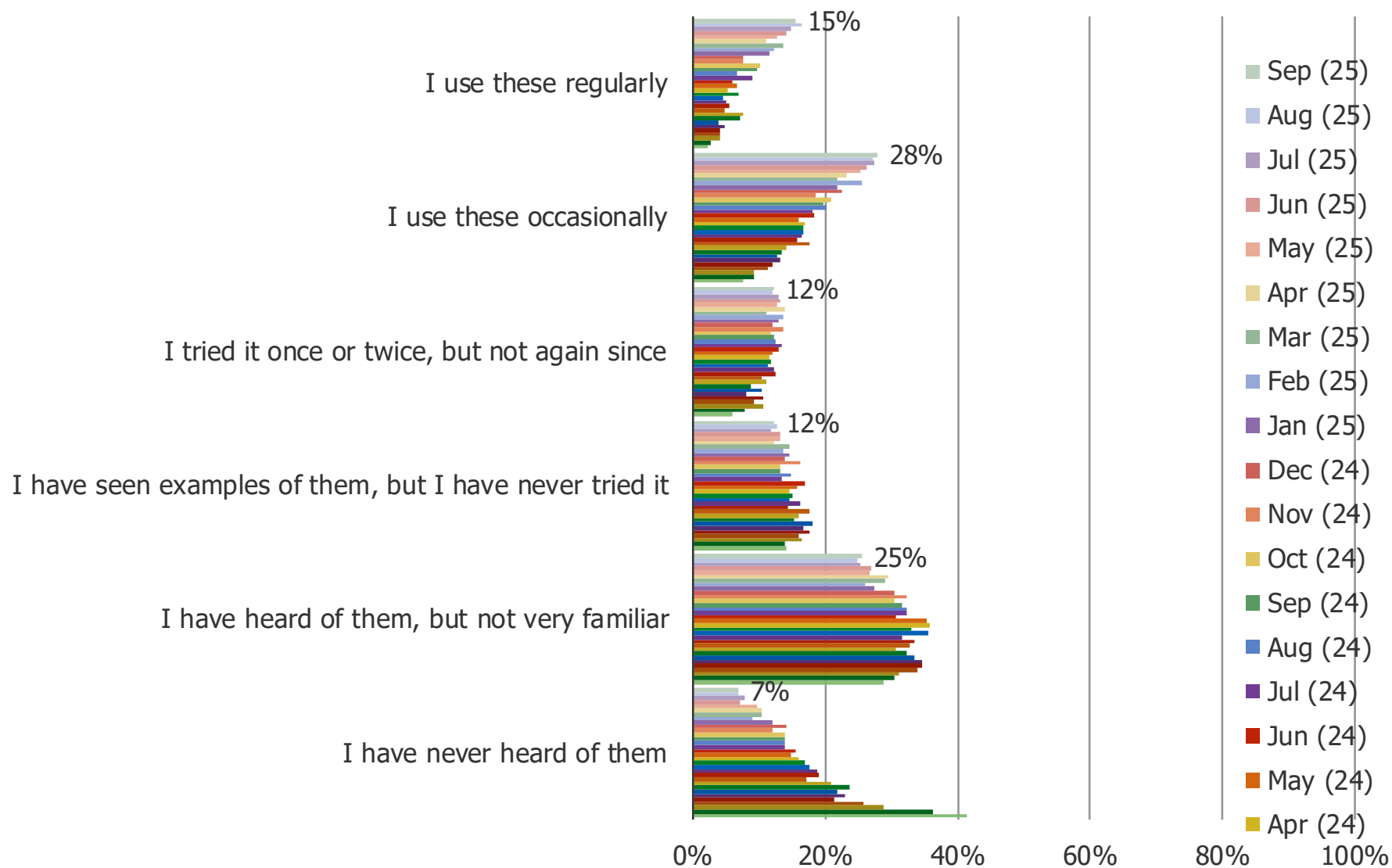
Search and AI

1,500 US Consumers Balanced To Census, Tracked Monthly

September 2025

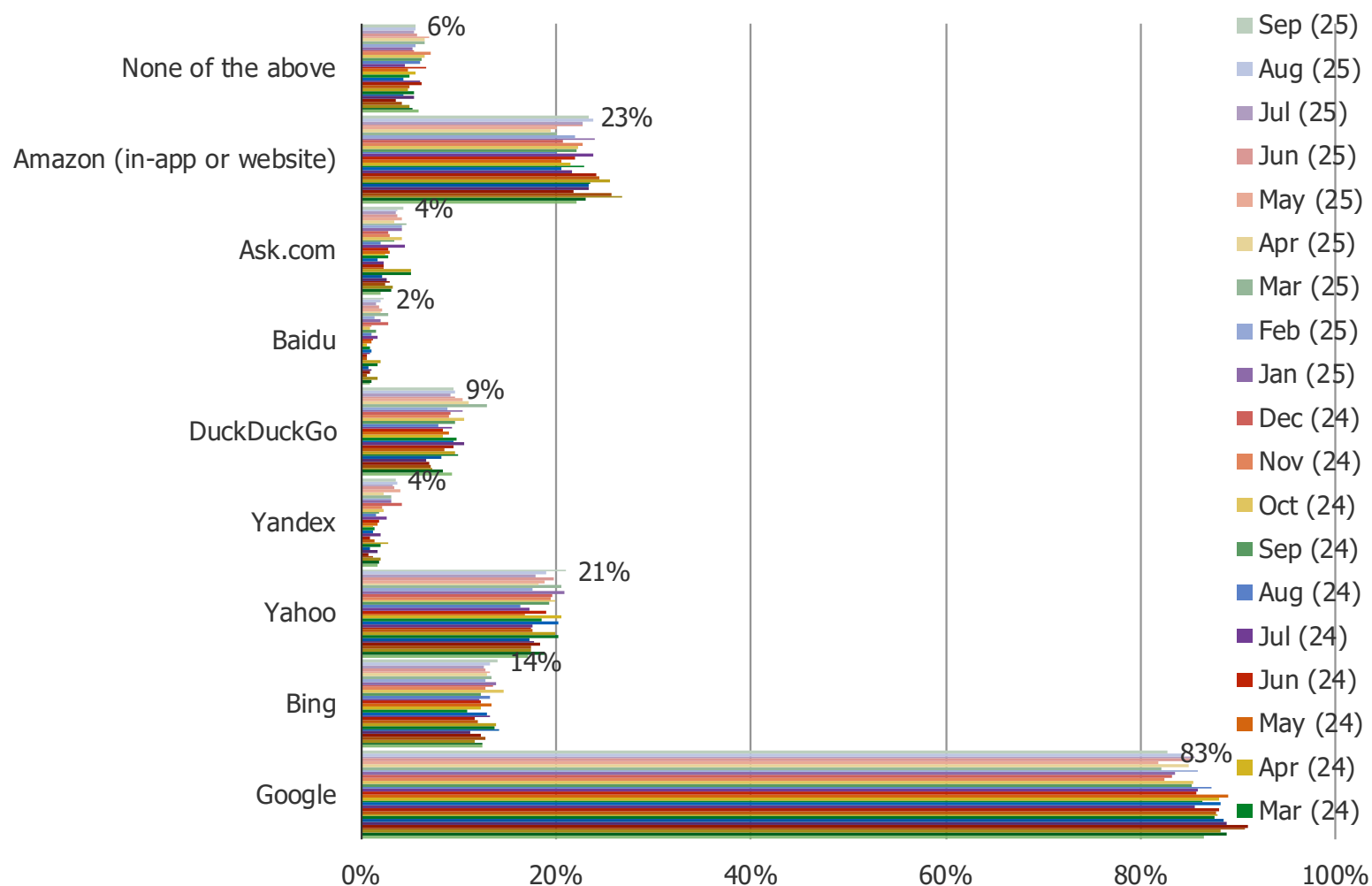
Please describe your experience with AI Chatbots (eg, ChatGPT, Google Bard, etc).

Posed to all respondents (n = 1,500).



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 = 1,500).



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

Posed to all respondents (n = 1,500).

