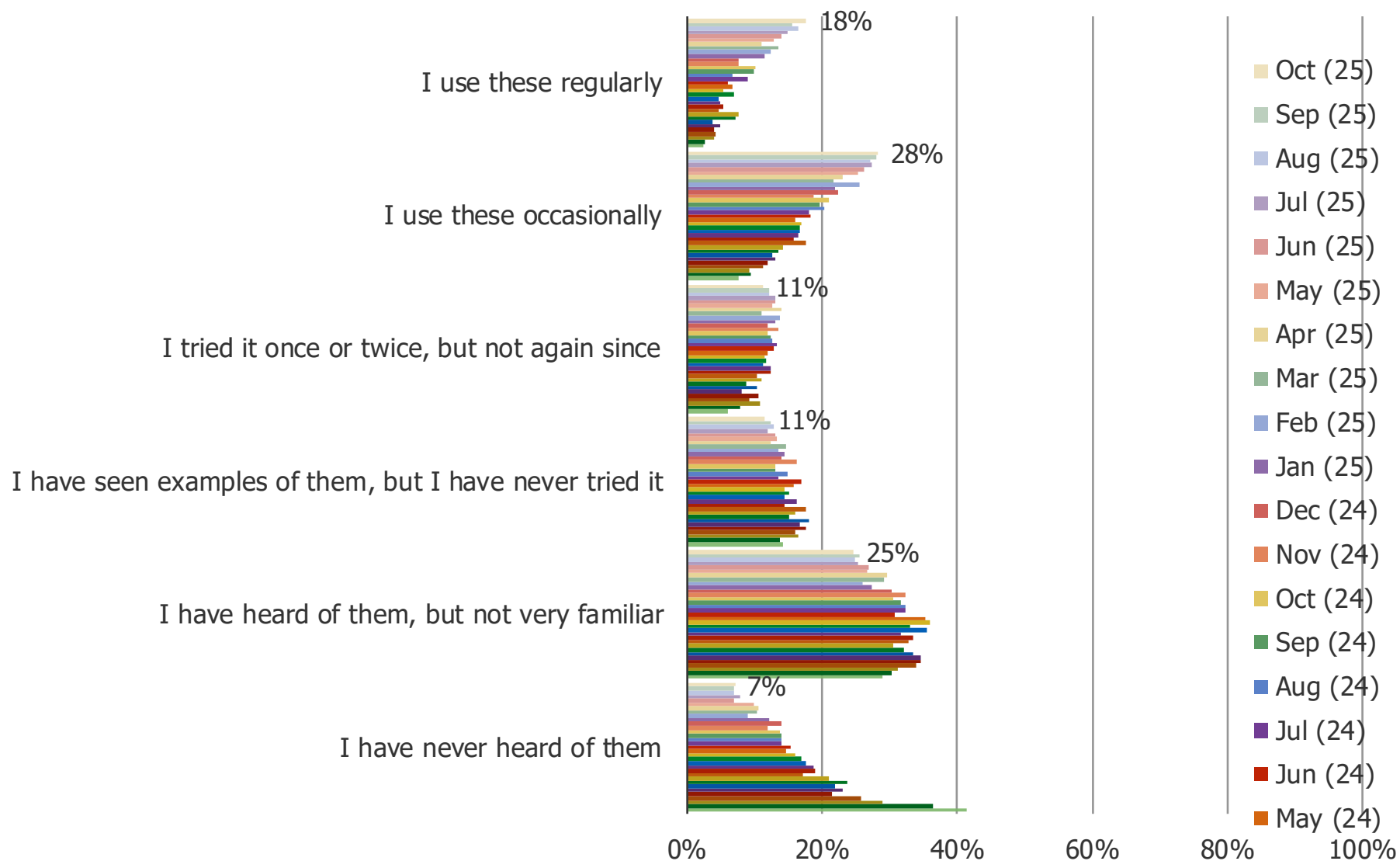

Search and AI

1,502 US Consumers Balanced To Census, Tracked Monthly

October 2025

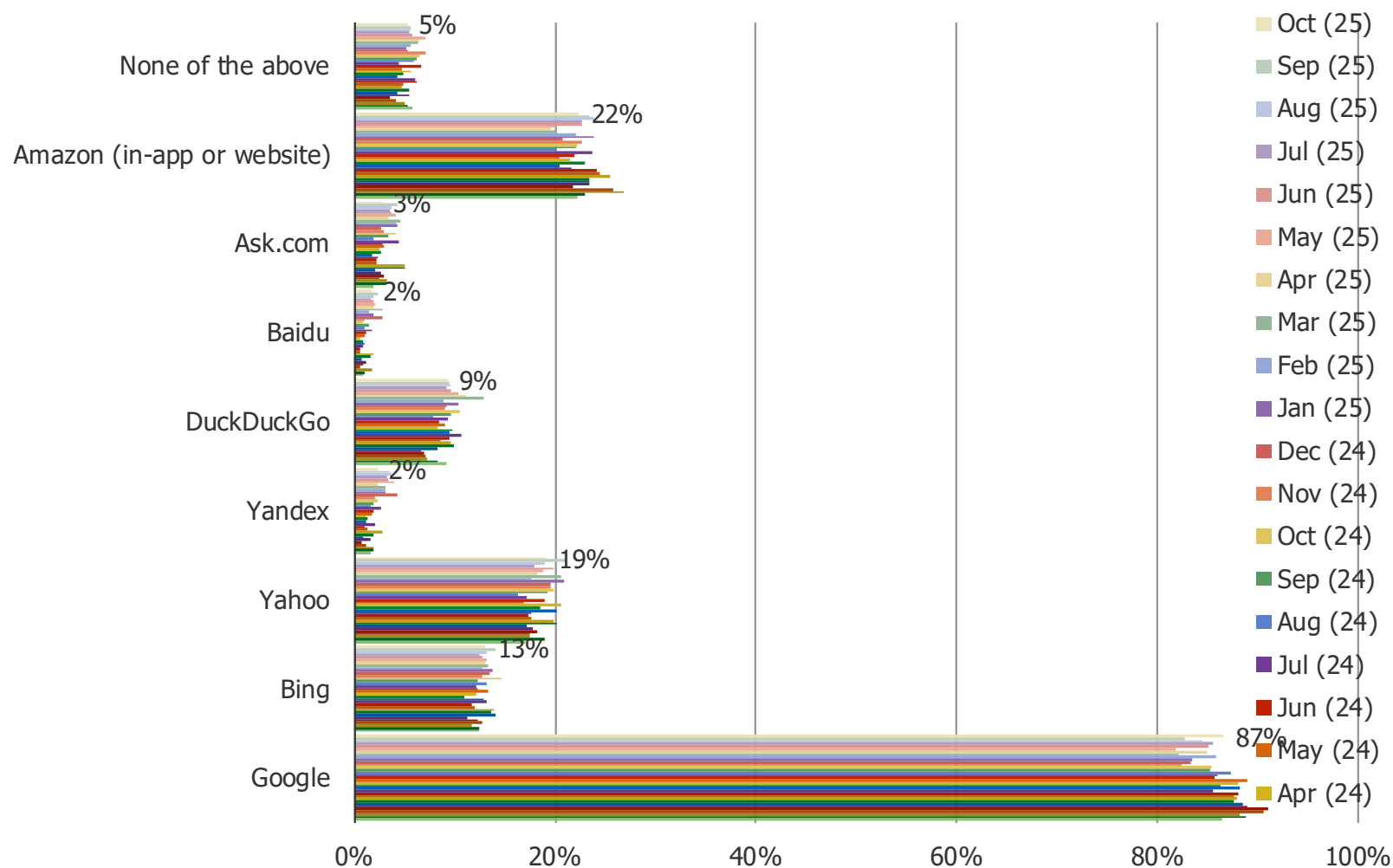
Please describe your experience with AI Chatbots (eg, ChatGPT, Google Bard, etc).

Posed to all respondents (n = 1,502).



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 = 1,502).



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

Posed to all respondents (n = 1,502).

