

Google Search

How people are using

AI Model

in the U.S.

How people are using AI mode in the U.S.

People come to Google Search for help with questions big and small. In the past, that meant translating those questions into keywords — but as we've brought frontier AI capabilities to Search, people can ask the questions that are really on their mind, get help with exactly what they need, and discover great content from the web they might not have otherwise found. In short,

AI is driving the most significant transformation of Search in its history.

Last year at I/O, we launched AI Mode in the U.S. as our most powerful AI Search experience, bringing together what people love about Search — the speed, accuracy, freshness, and connection to the web — with the intelligence, reasoning power, and conversationality of our Gemini models.

The data is clear:

AI Mode isn't just changing how people search — it's expanding the very definition of what's searchable.

Now, AI Mode has surpassed one billion monthly active users globally.

And people are searching with Google more than ever — AI Mode queries have more than doubled every quarter since launch. But people aren't just searching more. They're searching differently. To mark one year, we took a look at how people are using AI Mode in the U.S. and the emergent trends we're seeing.

(All keyword and query-specific data is from Google Trends. For more details on this information, see page 27.)



How search behavior is shifting

Search's new AI features are the leading reason why we're seeing queries at an all-time high.

AI Mode bridges the gap between a traditional search engine and conversational AI. Today, people are having back-and-forth conversations with AI Mode and are fully expressing what they need through longer, more complex questions.


People are no longer worrying about the "right way" to formulate their questions — they're just asking. While we're seeing growth in both short and long queries in AI Mode, the average AI Mode search query is triple the length of a traditional search query.

In addition to using AI Mode more often, people are refining their searches and diving deeper.

Follow-up queries in AI Mode have increased by more than 40% on average per month in the U.S.

People are not only asking questions through natural language, but they're also asking across modalities. They're searching with voice, images, video and even going [Live with Search](#) in a natural, free-flowing conversation.

More than one in six AI Mode searches are multimodal (non-text), and searches with image input are one of AI Mode's fastest growing query types, growing by more than 40% month-over-month since launch.



Currently,
more than
1 in 6
queries are
non-text

Top keywords in
AI Mode searches:

01

Find

02

Information

03

Identify

04

Explain

05

Summarize

Top first words in AI Mode queries:

01 What

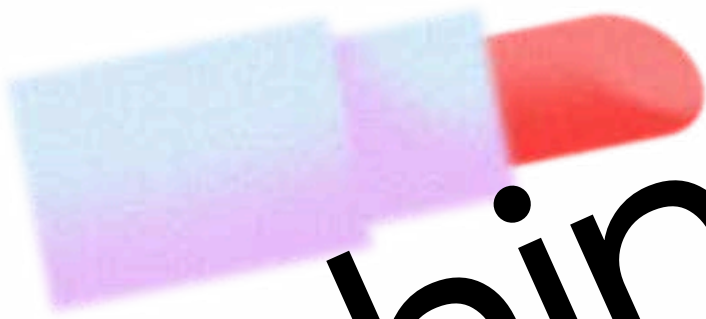
02 How

03 I

04 Is

05 Can

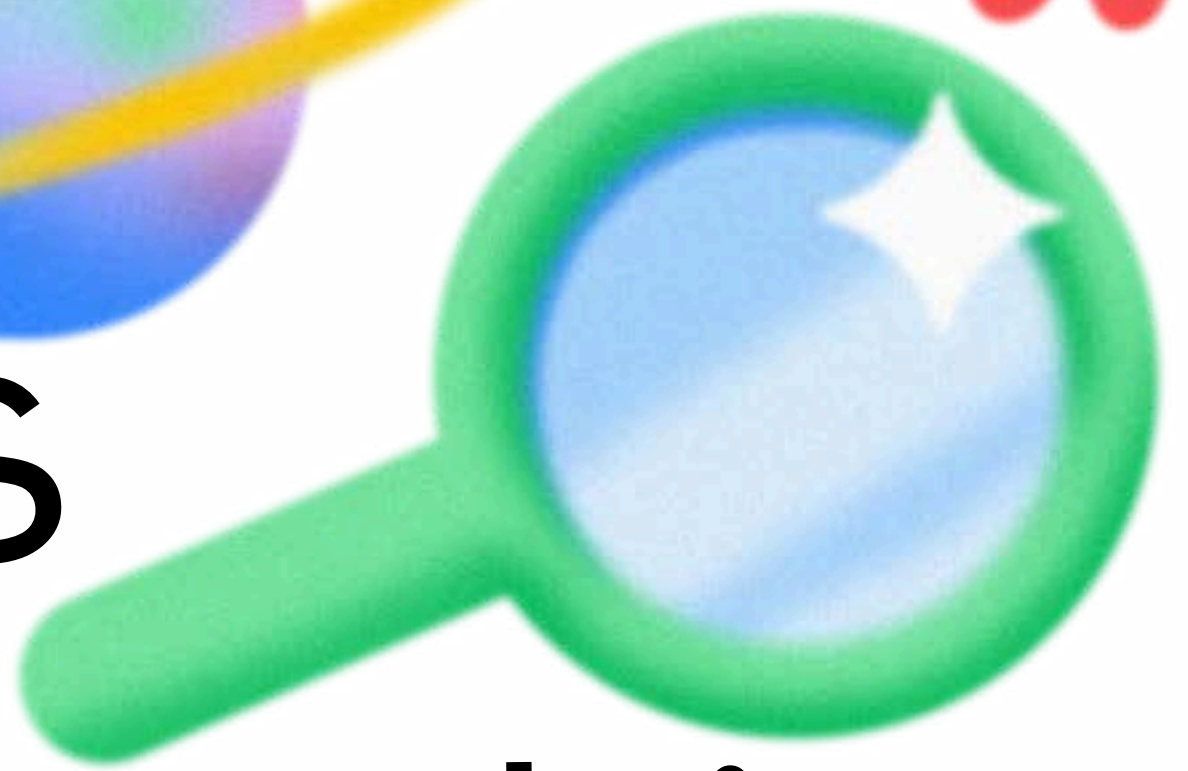
What people



are searching



for is



evolving

AI is not just transforming *how* people search for information, it is changing *what* people search for and how they interact with the information they receive.

In this section, we detail new ways people are searching in AI Mode in five key areas: Explore, Decide, Learn, Create, and Do. From researching products to buy and building study guides to planning trips and booking restaurant reservations, AI Mode's new capabilities can handle more of the hard work and help people get things done.

Top 10 topics people search for in AI Mode:

Creative / Content Generation

Writing, brainstorming, and image or media editing

- ✧ Write 5 sticky notes asking my partner out, but make them sarcastic and sweet. We've been married 6 years and roast each other daily.

Education / Knowledge

Factual information and learning resources

- ✧ I'm fuzzy on genetics for my AP Bio exam coming up. Create a quick quiz on gene expression so I can test what I know.

Fashion / Beauty

Product recommendations and reviews, and style advice

- ✧ Kitten heels are so cute! Can you help me find a mesh pair at various price points?

Food / Drinks

Restaurant, bar, and cafe recommendations

- ✧ Help me find a romantic restaurant for a date night this Saturday with intimate seating, candlelight & cozy vibes. Make sure it has pescatarian and vegetarian options.

Health / Wellness

Exercise, medical information, nutrition and diet

- ✧ I hate cardio. Give me a routine that avoids it but still works.

Media / Entertainment

Film and TV shows, gaming, and music and concert tickets

- ✧ Can you help me figure out what to watch? I like mystery and scifi and am in the mood for a show with episodes that are each about an hour long.

Personal / Professional Development

Career and financial growth

- ✧ What should I do with my 401k if I'm changing jobs?

Productivity / Practical Tasks

DIY instructions, how-tos, and translation

- ✧ I want to host an admin night. Give me some ideas on how to structure this so it's fun and productive.

Technology / Coding

Hardware, gadget setups and reviews, coding, and programming

- ✧ I am trying to learn Python. Can you give me a list of websites where I can watch training videos?

Travel

Flights, hotels, transportation suggestions, local attractions and activities

- ✧ Help me plan a three day trip to Rio with the best places to eat like a local, must see sites, and hidden gems where i can avoid the crowds.

Explore



AI Mode is helping people explore the world.

By combining intelligent responses and links to authentic and authoritative sources to the web, AI Mode helps people discover and explore complex topics beyond their initial query.

Instead of turning to Search only when they already know exactly what they want to find, people are coming to discover new ideas and find inspiration — brainstorming, exploring open-ended concepts, and following up conversationally.

According to Trends data, queries related to brainstorming in AI Mode have grown 30% faster than AI Mode queries overall since launch, and searches starting with “where to,” “where should I,” and “ideas for” are growing as well.

Top things people ask when their queries start with “where to” or “where should I”:

01 Repair a car

02 Shop (general)

03 Put this

04 Stream shows and movies

05 Stream live sports

06 Find product info or manuals

07 File a form or application

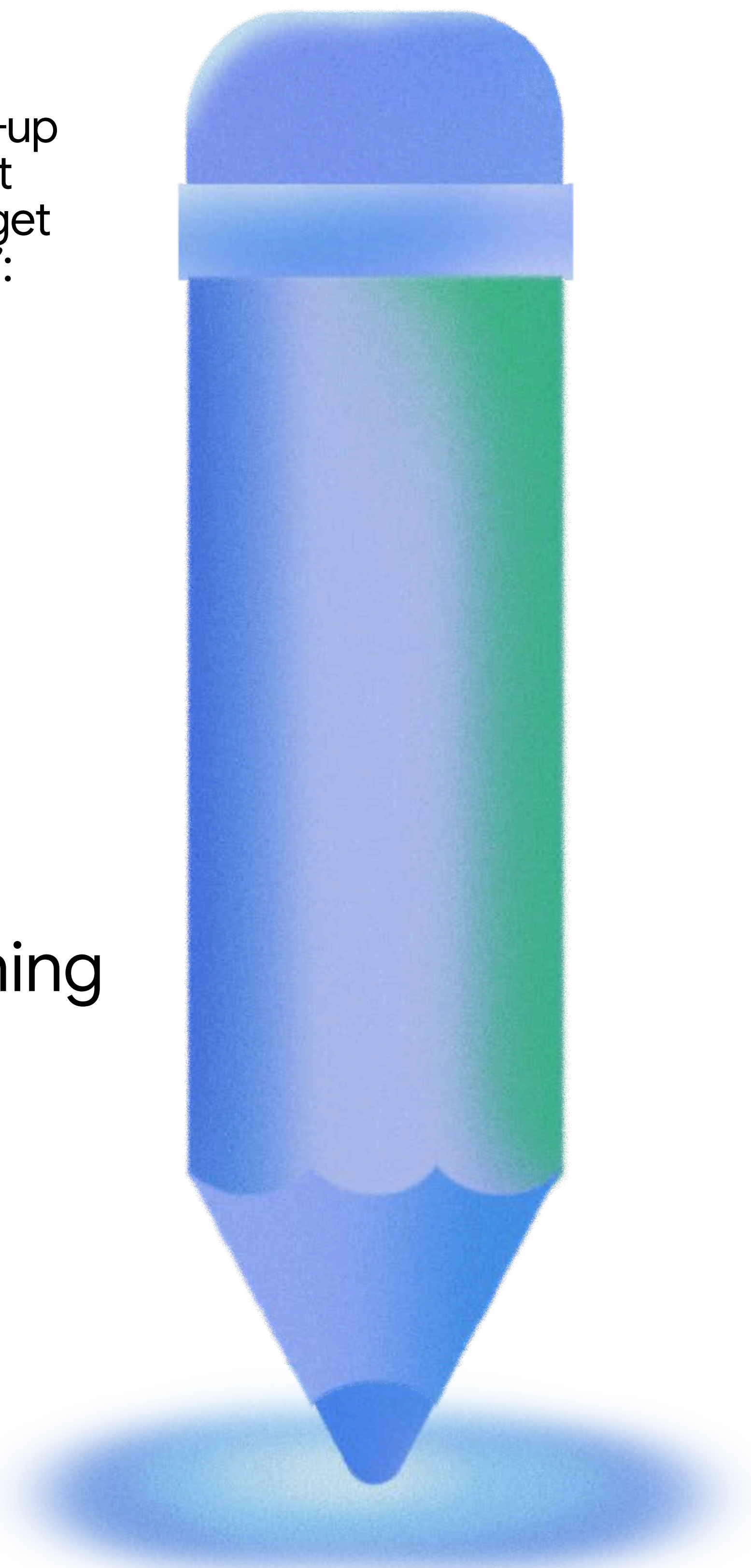
08 Buy groceries

09 Buy concert or event tickets

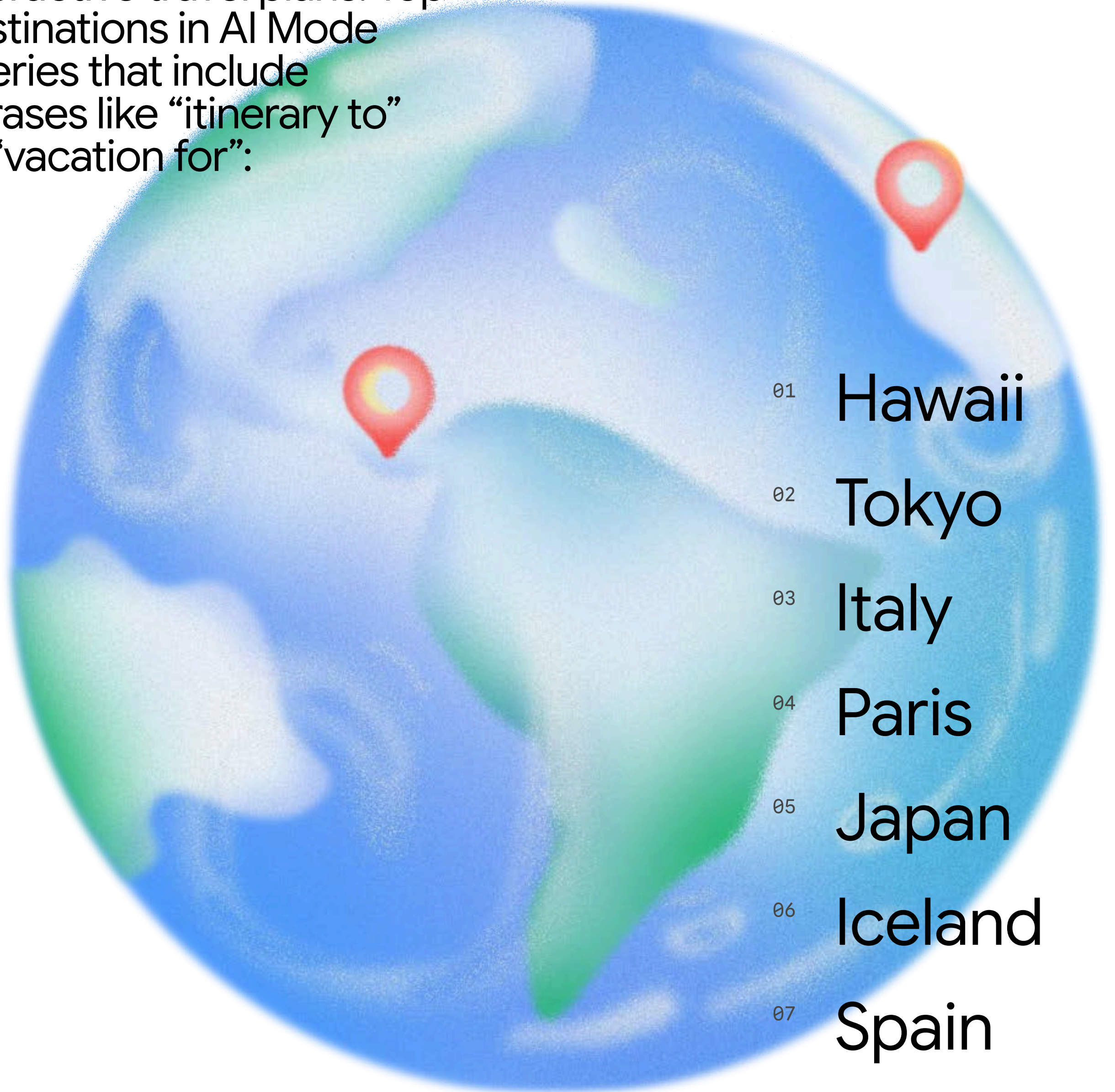
10 Go on vacation

Top activities people ask about when they have follow-up conversations in AI Mode that include phrases like “how to get started” or “beginners guide”:

- 01 Writing
- 02 Reading
- 03 Streaming
- 04 Running
- 05 Drawing / Sketching
- 06 Cooking
- 07 Guitar
- 08 Swimming
- 09 Dancing
- 10 Photography



AI Mode can make custom, interactive travel plans. Top destinations in AI Mode queries that include phrases like “itinerary to” or “vacation for”:



- 01 Hawaii
- 02 Tokyo
- 03 Italy
- 04 Paris
- 05 Japan
- 06 Iceland
- 07 Spain
- 08 London
- 09 Las Vegas
- 10 Louisiana

Decide



AI Mode is helping people make informed decisions.

From discovery to decision-making, AI Mode has become a trusted partner for everything from daily logistics to big purchases.

According to Trends data, searches beginning with “which” have increased 40% faster than AI Mode queries overall in the past six months. In that timeframe, the frequent queries with the biggest growth were “which of” and “which one”— suggesting that people are increasingly using AI Mode to help decide.

People are coming to AI Mode to shop every day, and we continue to introduce new shopping capabilities to make their experience easier and more helpful.

When shopping, people often begin their journey with traditional Search and click into AI Mode to dive deeper.

Top shopping topics where people ask follow-up questions within AI Mode:

-
- 01 Electronics
 - 02 Books / Movies / Music
 - 03 Apparel
 - 04 Health / Beauty
 - 05 Automotive
 - 06 Home / Garden
 - 07 Grocery
 - 08 Home Improvement
 - 09 Toys / Games
 - 10 Sports / Outdoors

People don't just ask AI Mode about a store, they ask AI Mode to help them find a store that can meet their needs in the moment.

Top subjects of follow-up conversations where people ask AI Mode about stores or shops:

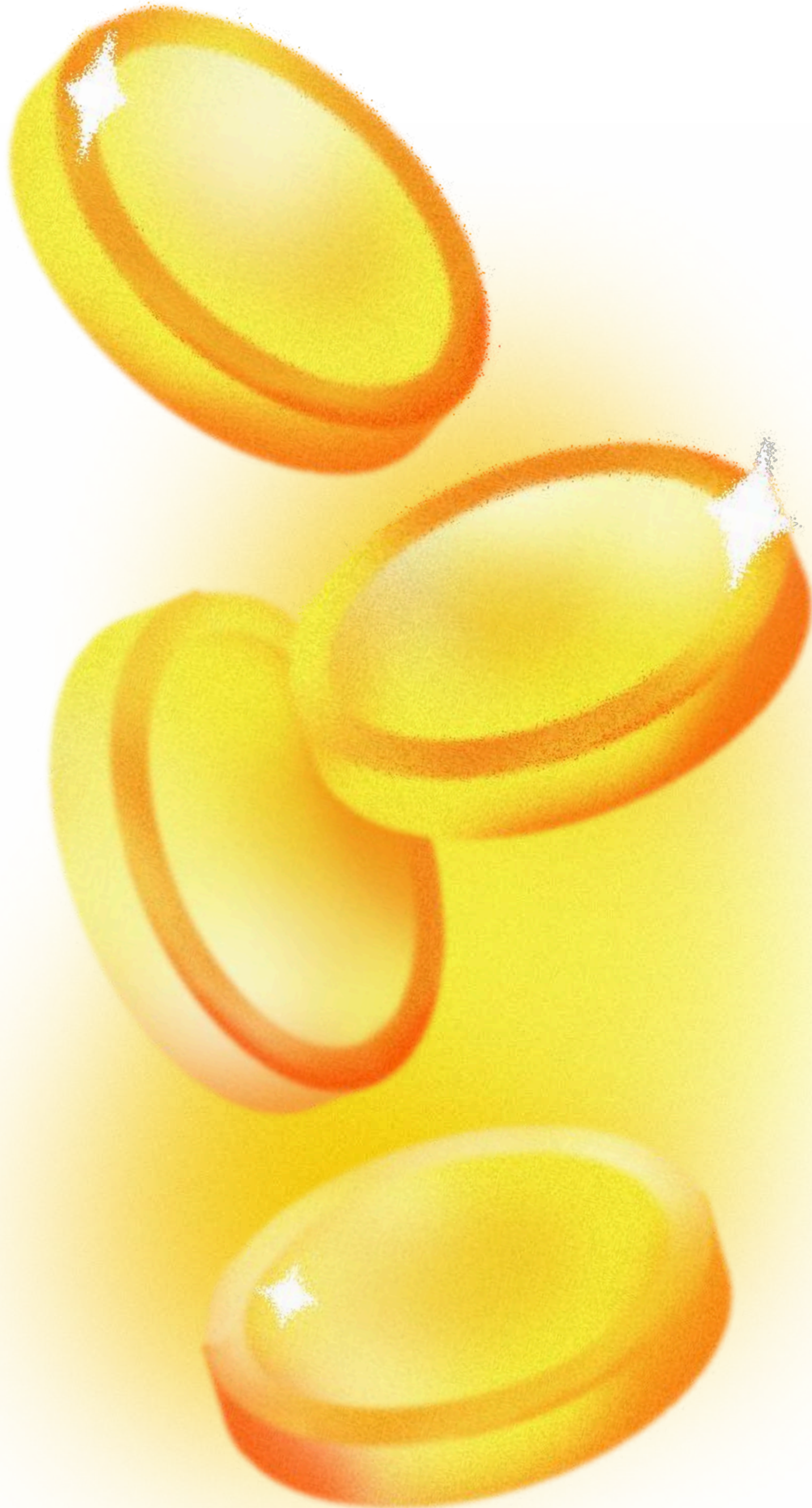
-
- 01 Near me
 - 02 Replacement parts
 - 03 Car dealerships with financing
 - 04 Online
 - 05 Liquor
 - 06 Grocery
 - 07 In stock
 - 08 Gardening
 - 09 Tire
 - 10 Jewelry

Among shopping searches, top apparel-related searches where people ask follow-up questions within AI Mode:

- 01 Clothing
- 02 Shoes
- 03 Jewelry
- 04 Handbags
- 05 Wedding / Bridal
- 06 Kids
- 07 Activewear
- 08 Baby / Toddler
- 09 Jewelry care
- 10 Shoe care



Top retail attributes people look for when shopping for a product or apparel using AI Mode:



- 01 Price
- 02 Location
- 03 Color
- 04 Brand
- 05 Availability
- 06 Size
- 07 Material
- 08 Style
- 09 Type
- 10 Quality

Learn



AI Mode is helping people understand the world.

For students and lifelong learners alike, AI Mode is encouraging curiosity and helping people dive deeper.

It breaks down complex concepts, helps with in-depth research tasks, and can even act as a personal tutor.

People are coming to AI Mode for help learning about new concepts, making study guides, and more.

Top keywords for making or creating quizzes or study guides:

01 Math (general)

02 Spanish

03 History

04 English

05 Biology

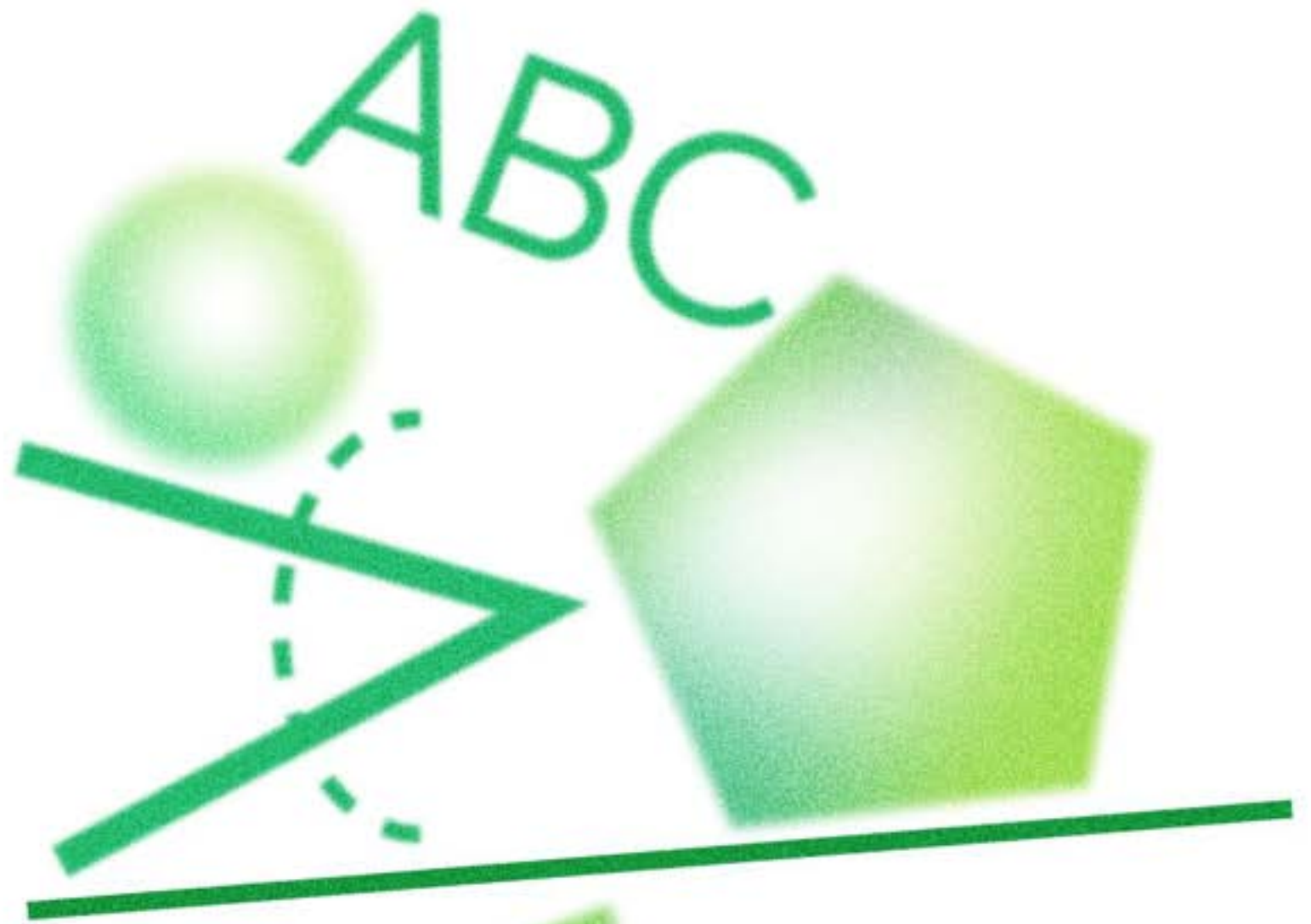
06 Chemistry

07 Vocabulary

08 Algebra

09 Geometry

10 Nursing



We're also seeing that people are using AI Mode to explore professional development opportunities.

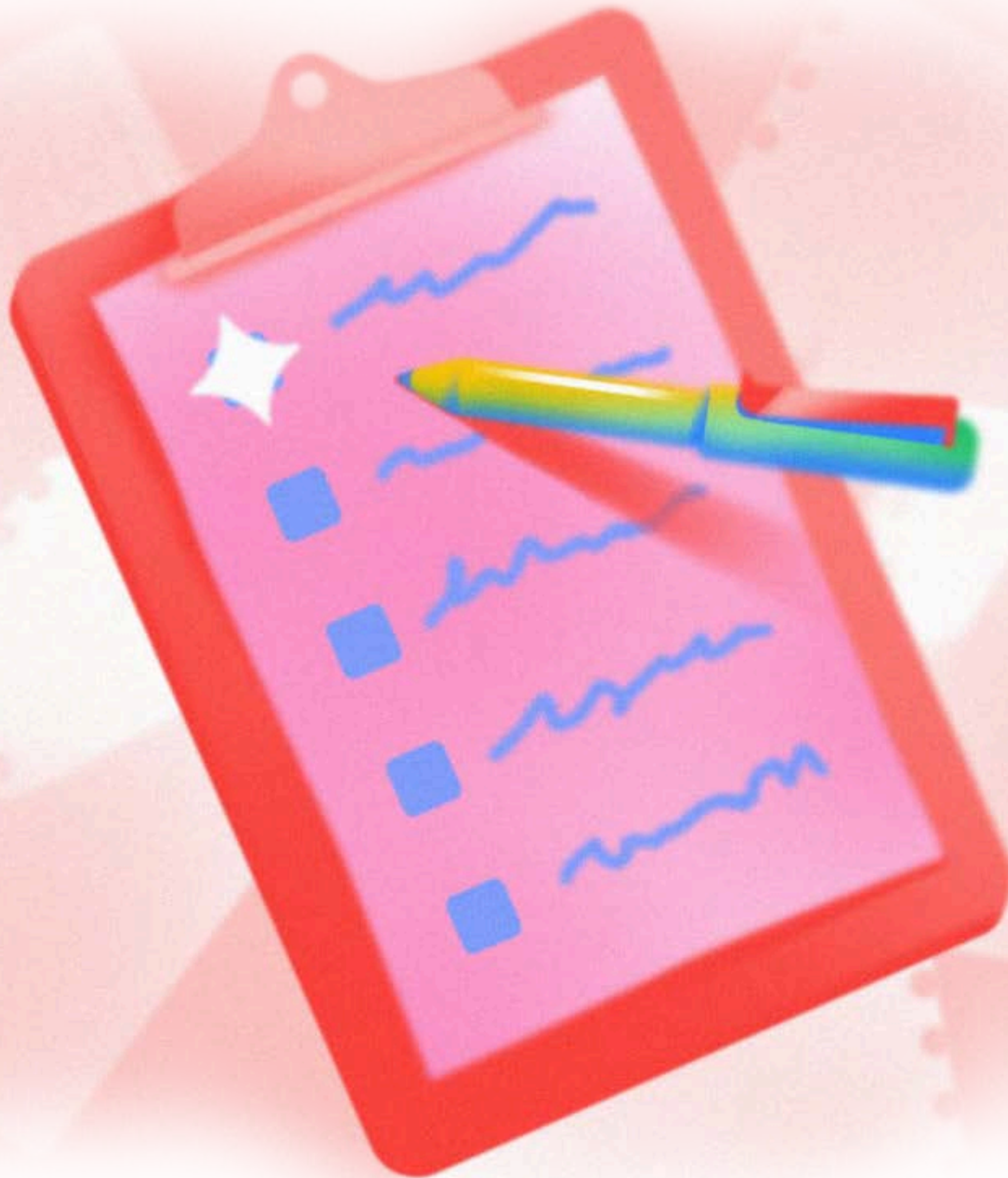
Top searched credentials or mastery certificates in follow-up conversations:

-
- 01 Security+
 - 02 Black Belt
 - 03 Network+
 - 04 Bar exam
 - 05 Real estate license
 - 06 CPA
 - 07 CDL
 - 08 Scrum master
 - 09 Electrician
 - 10 Nclex

Top subjects of queries asking for deep dives or in-depth explanations:

-
- 01 Verb conjugation
 - 02 Physics / Space
 - 03 Javascript / Frontend development
 - 04 Wifi / Bluetooth / Printer issues
 - 05 Leaky faucet / Plumbing basics
 - 06 Tabletop games / Role-playing games
 - 07 Historical events
 - 08 Appliance repair
 - 09 Wiring / Circuit breakers
 - 10 Language slangs / Idioms

Do





AI Mode is helping people get things done.

AI Mode is helping remove the friction between finding useful information and completing a task. With new agentic tools and AI-powered features, people can get more done.

Trends data shows that AI Mode queries related to planning have grown 80% faster than AI Mode queries overall in the past 6 months. This encompasses managing daily logistics; creating schedules, to-do lists, and exercise plans; finding restaurants; and more.

Canvas is a tool in AI Mode that gives people a space to organize plans and projects over time.

Top topics for schedule and itinerary prompts with Canvas:

- 
- 
- 01 Beach / Island resort vacation plan
- 02 Museum / Historical tour
- 03 Local scavenger hunt map
- 04 National park / Hiking itinerary
- 05 Quick day trip to city
- 06 Housewarming / Dinner party plan
- 07 Honeymoon / Couples getaway
- 08 Toddler / Kid-friendly vacation
- 09 Bachelorette / Bachelor party itinerary
- 10 Theme park strategy

People use AI Mode's planning tools to make new routines.

Top fitness and training subjects people use Canvas for:

- 01 Core / Ab routine
- 02 Lower body / Leg day
- 03 Marathon training schedule
- 04 Daily walking / Step goals
- 05 5-mile running loop
- 06 Push pull legs split
- 07 Sciatica / Knee-safe rehab
- 08 Bodyweight / Calisthenics routine
- 09 5K / 10K running prep
- 10 Stretching / Mobility routine

Top financial and budgeting subjects people use Canvas for:

- 01 Dividend / Investment strategy
- 02 Retirement / 401k planning
- 03 Expense tracking spreadsheet
- 04 Kids allowance / Chore system
- 05 Standard monthly household budget
- 06 Emergency fund strategy
- 07 Monthly grocery budget
- 08 Debt snowball / Avalanche plan
- 09 50/30/20 budgeting rule
- 10 Wedding budget tracker

When people use AI Mode to find a restaurant, it's often to help fulfill a certain request related to a vibe or dietary restriction.

Top restaurant attributes people ask AI Mode about in a follow-up conversation:



01 Kid / Family friendly

02 View

03 Bar

04 Vegan / Vegetarian

05 Outdoor seating

06 Private / Party room

07 Live music

08 Dog friendly

09 Dancing

10 Outdoor seating

Create



AI Mode is helping people
unlock creativity.

Since the start of this year, image creation queries on AI Mode have more than tripled.

Beyond seeking information, AI Mode enables creativity. We've integrated popular features like Nano Banana so people can bring their ideas to life.

The top things that people asked AI Mode to help them

create are:

01 Photo

02 Quiz / Test

03 Logo

04 Story / Poem

05 Code / Program

06 Message

07 List

08 Document

09 Notes / Summary

10 Cartoon

edit are:

01 Photo

02 Document

03 Video

04 Message

05 Code / Program

06 PDF

07 Sentence

08 Audio

09 Notes / Summary

10 Essay



Google Search

All data applies to AI Mode in the U.S. unless otherwise noted and is sourced from internal Google Search data, including Google Trends data.

Keyword and query-specific data is sourced from Trends data since AI Mode's U.S. launch, in May 2025, to April 2026. All Trends data is pulled from a random, unbiased sample of Google searches, which means we don't have exact numbers for any terms or topics. When we look at search interest in a topic or query, we are not looking at the total number of searches. Instead, we look at the percentage of searches for that topic, as a proportion of all searches at that time and location. The growth of a specific query reflects overall change of that query measured against the volume of all AI Mode search queries.

AI Mode Trends lists were generated using synonyms for keywords or similar phrases (e.g., the list of top items to "create" includes the top keywords users asked to "generate" and "make").

"Follow-up conversations" refers to when a user begins a conversation in AI Mode and engages in multiple turns of a back-and-forth conversation with AI Mode.

Trends data from AI Mode is not publicly available on trends.google.com.