

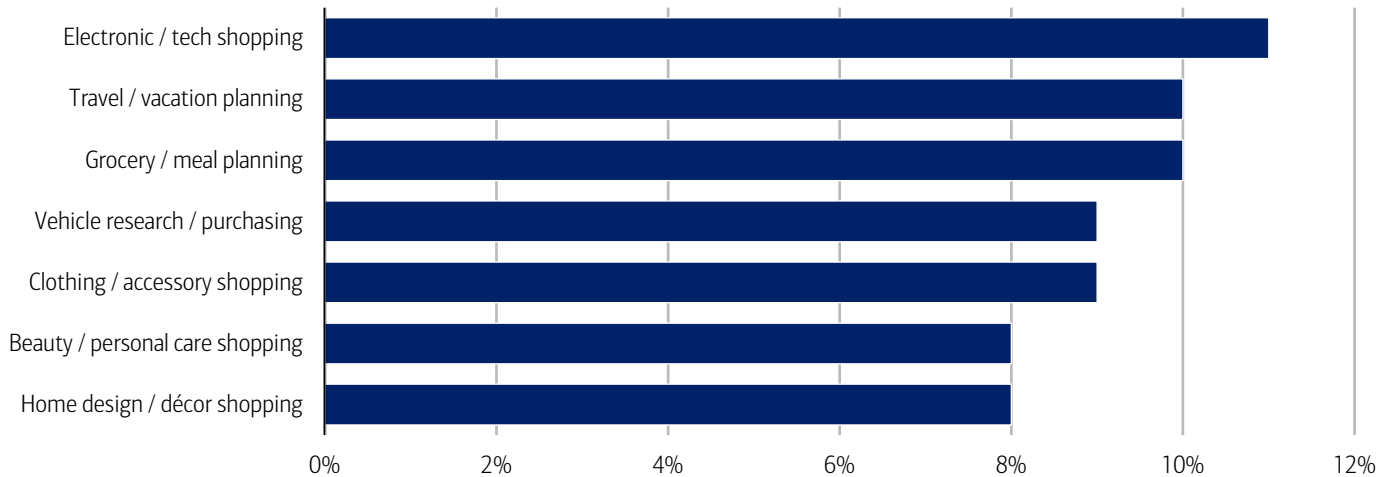
Daily Insights

Consumers use AI for tech shopping, travel and meal planning

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According to a CivicScience poll, consumers mostly use AI to shop for tech and to plan vacations and meals

Which of the following areas, if any, do you use AI-powered tools to make decisions? (% of respondents)



Source: CivicScience

Note: 15,021 responses from December 19, 2025 to March 23, 2026.

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As AI becomes increasingly popular, more consumers are expected to pay for “premium” versions rather than relying on free platforms – effectively paying more to think less.

But how are consumers actually using these tools? According to a recent CivicScience poll, AI tools for decision-making were used most often when shopping, especially on tech. Consumers also reported turning to AI tools for planning tasks – such as booking trips or deciding meals for the week. And although only 3% of Bank of America households currently pay for AI services, BofA Global Research sees potential for a \$75 billion annual US consumer AI market, driven by rising demand for convenience and time-saving tools.

Check out our publication: [Not quite mAIstream: A consumer AI profile](#).

Methodology

The CivicScience poll was answered by various audiences across the US. Responses are unweighted and reflect results from the specified time frame.

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Disclosures

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