

Google's Year in Search 2025 Reveals What Captured America's Attention

Google has released its Year in Search 2025 report, revealing the topics, people and events that generated the fastest-growing spikes in searches across the United States. The list highlights both cultural phenomena and moments that shaped national attention in 2025.

The most-searched topic in the U.S. for 2025 was Charlie Kirk, the conservative activist and founder of Turning Point USA, whose assassination at a campus event in September triggered nationwide search interest.

Netflix's blockbuster KPop Demon Hunters ranked among the year's top searches, together with the viral plush collectible Labubu and Apple's iPhone 17. The "One Big Beautiful Bill Act," a signature legislative item, also broke into the top trending list, showing significant public curiosity about major policy developments.



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Google's data highlights the breadth of interests that captured Americans' attention in 2025. After Charlie Kirk, searches for KPop Demon Hunters and Labubu underscored the cultural pull of entertainment, while searches for political, tech and world events reflected engagement with current affairs. DeepSeek, an AI platform, appeared alongside searches connected to the government shutdown, FIFA's Club World Cup, tariffs, and local elections.

The Year in Search report also captures what people were searching for in specific news categories. Political and civic

topics such as the government shutdown and tariffs featured prominently in news-related searches. Trends in cultural interests stood out, with film, tech gadgets, and viral collectibles all drawing high search volumes.

In the people category, local political figures and cultural personalities appeared frequently in trending searches, reflecting public curiosity about rising leaders and headline-making personalities. Meanwhile, searches associated with entertainment, such as hit shows and movies, reinforced the strong influence of pop culture on public search behavior.

The prominence of Charlie Kirk atop Google's trending search chart underscores the deep national engagement – and debate – surrounding his role in the conservative movement and the intense public reaction to his death. It also illustrates how search data can reflect broader political currents, from legislative actions to grassroots activism and viral moments.

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