



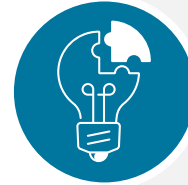
Is Google Dead? How Social Media and AI Are Transforming Search

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Understanding Consumer Adoption and Usage of Generative AI

As social media and artificial intelligence (AI) continue to reshape the way consumers interact with technology, it is crucial to understand the depth of knowledge and application of these tools across various demographics.

This research seeks to gauge consumer understanding of AI and determine how changing behaviours are transforming search.



Assess Understanding of Generative AI

Measure the level of understanding and familiarity consumers have with AI technology and assess any generational differences in knowledge.



Identify Common Use Cases

Understand how consumers are using social media and AI in their daily search activity



Understand Channel Preference

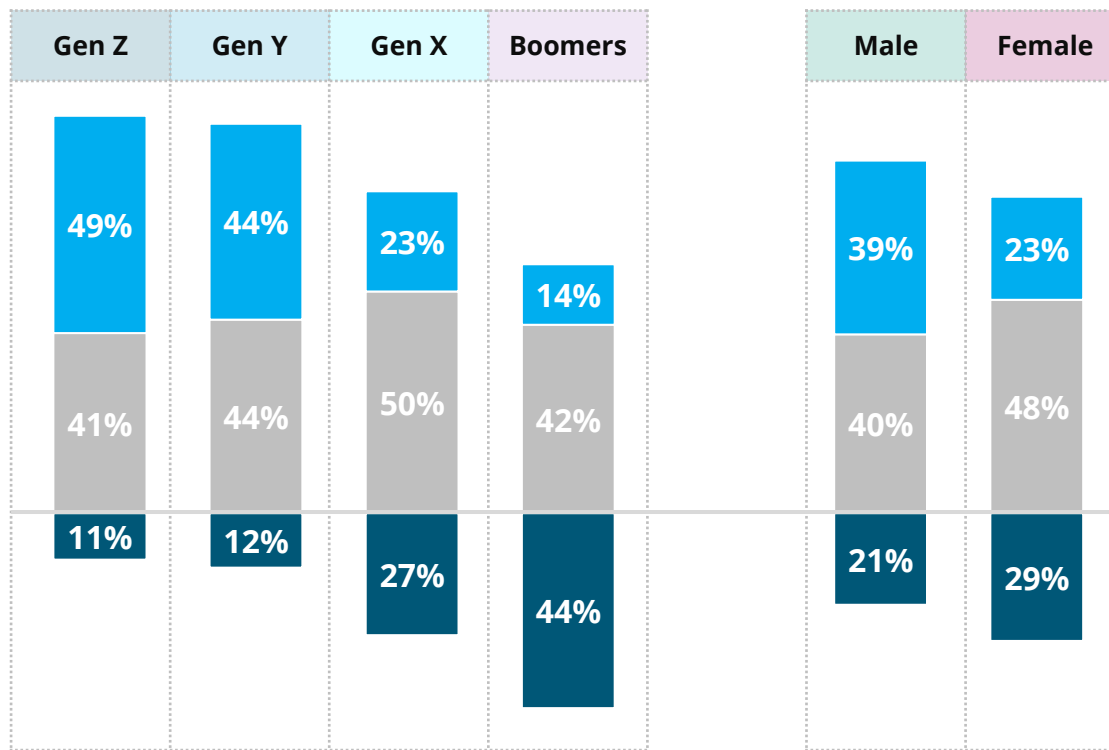
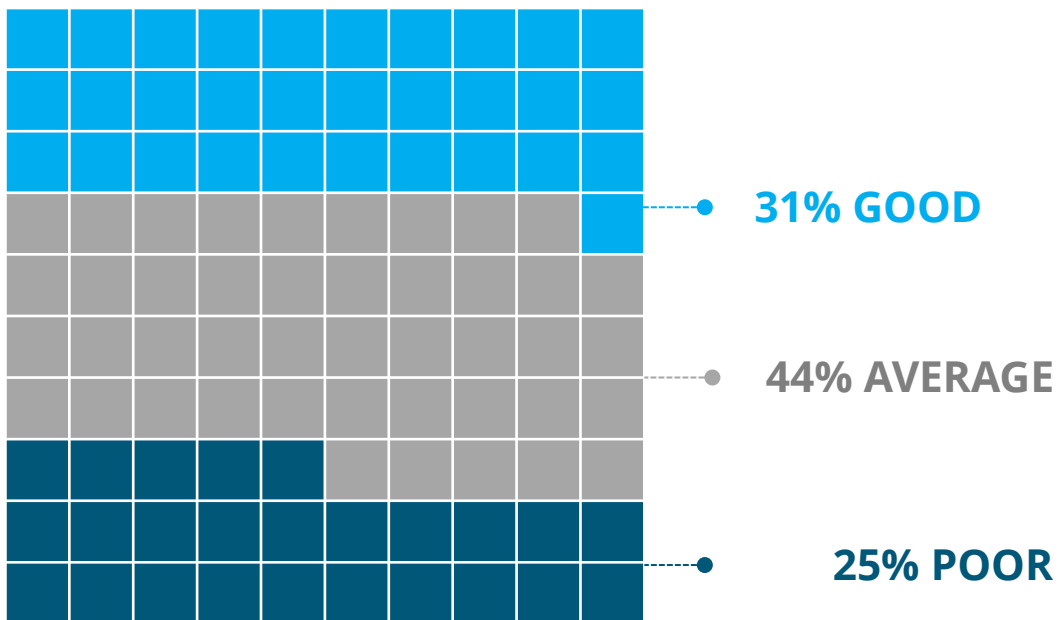
Identify preferred channels for search activity

Understanding of Generative AI

Approximately one in three individuals report having a good understanding of generative artificial intelligence (AI), with this trend being more prominent among Gen Z (49%) and Gen Y (44%). Males also report a better understanding of AI than females.

How would you rate your understanding of generative artificial intelligence (AI)

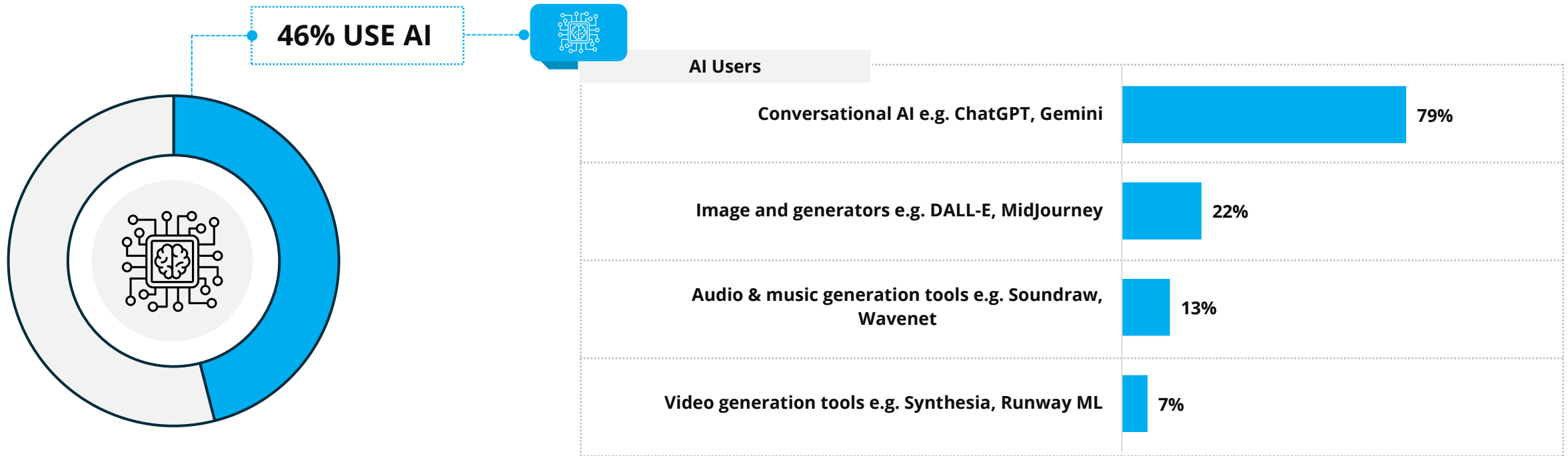
Total Sample



Use of Generative AI

Nearly half of the respondents have used at least one form of generative AI. The availability of free conversational platforms like ChatGPT and Gemini has significantly boosted the popularity of AI, with 80% of users engaging with these types of platforms.

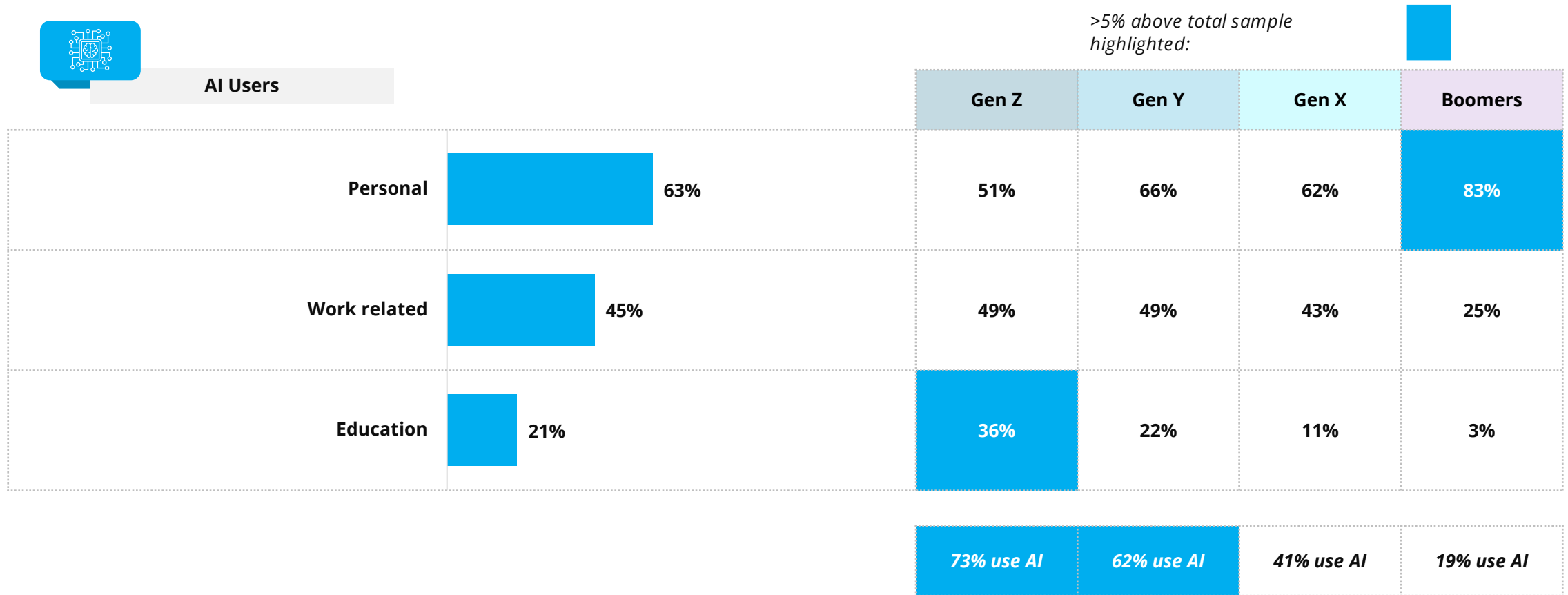
Which AI applications do you use?



Use of Generative AI

AI is becoming an influential tool in classrooms, with one in three Gen Z users leveraging it to assist with studying and completing assignments. This underscores its growing role in education, offering benefits such as personalised learning and quick access to information. However, the integration of AI in educational settings also raises concerns about academic integrity and over-reliance on technology.

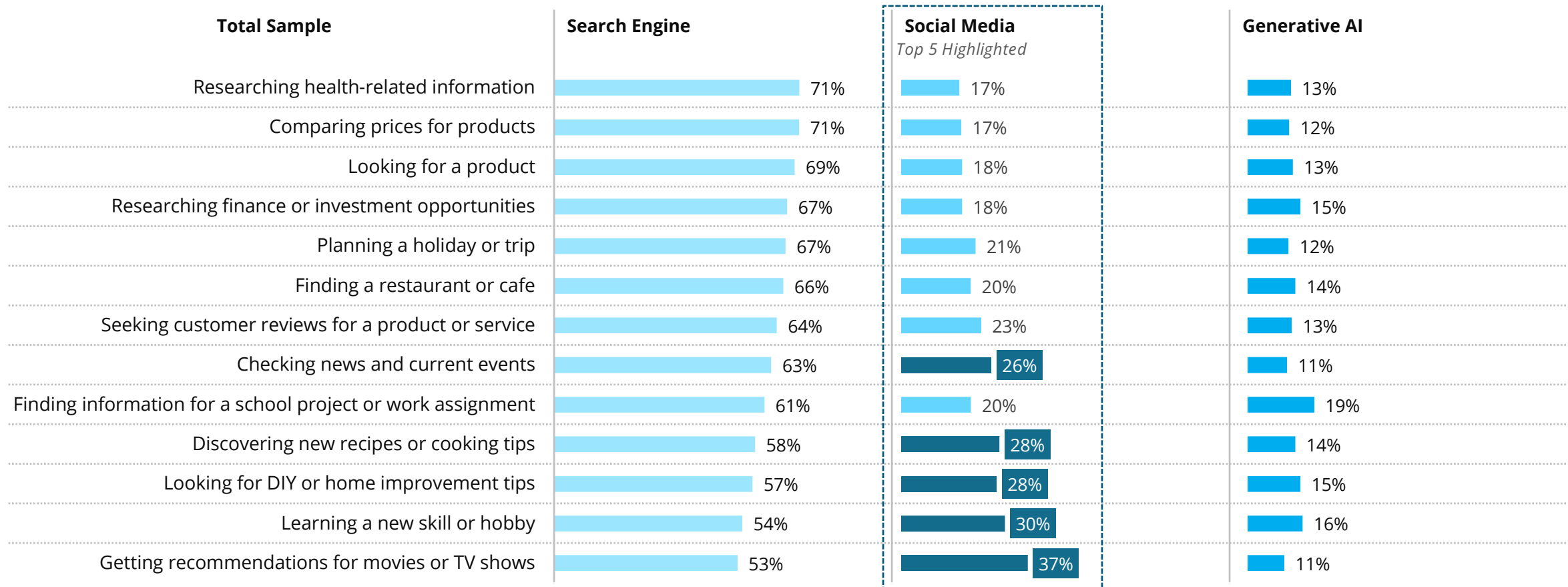
For what purposes do you use generative AI applications?



Channel Preference For Sourcing Information

Although search engines remain the go-to tool for most online activities, social media is capturing an increasing share of traffic for a variety of everyday tasks, indicating a shift in user preferences for accessing information and services.

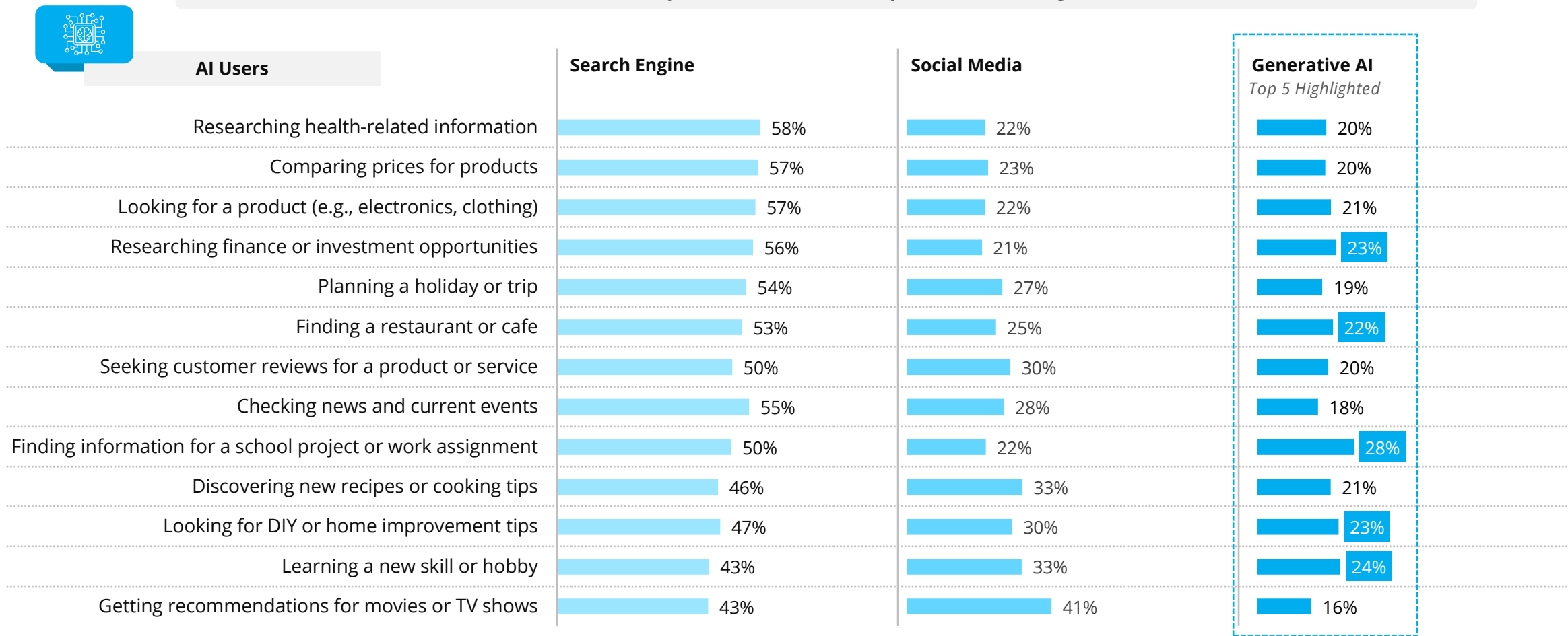
What would be your first choice to complete the following tasks?



Channel Preference For Sourcing Information (AI Users)

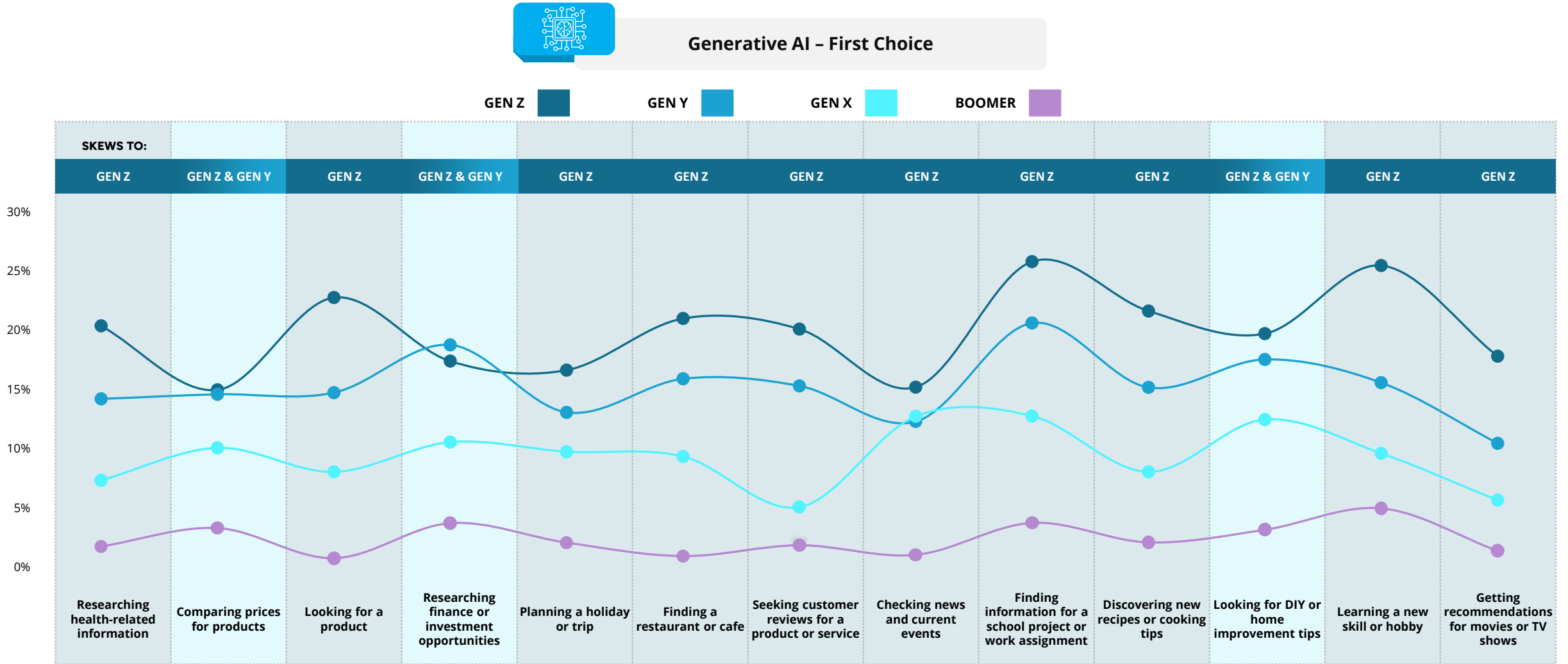
Among generative AI users, the shift towards social media is occurring at a much faster rate, with many opting to use AI tools as their first choice for a wide range of tasks. This indicates that AI users are increasingly relying on both social media and conversational AI for activities that were traditionally dominated by search engines.

What would be your first choice to complete the following tasks?



Channel Preference For Sourcing Information (by Generation)

As anticipated, the adoption of Conversational AI for performing common tasks is most prominent among both Gen Z and Gen Y.



Q76 - What would be your first choice to complete the following tasks?
 Base: n=884 (excludes N/A)
 FIFTH QUADRANT CONSUMER TRACKER | CONSUMER SENTIMENT

Key Takeouts



One third of Australians claim to have a good understanding of Generative AI.



46% of respondents have used Generative AI



Many consumers are opting to use social media and AI tools as their first choice for a wide range of search tasks.

The rise of social media and AI as go-to choices for search-related tasks signals a major shift in user behavior.

In response, organisations must stay agile with their brand and customer engagement strategies to ensure their marketing initiatives align with the ongoing shift away from traditional search.

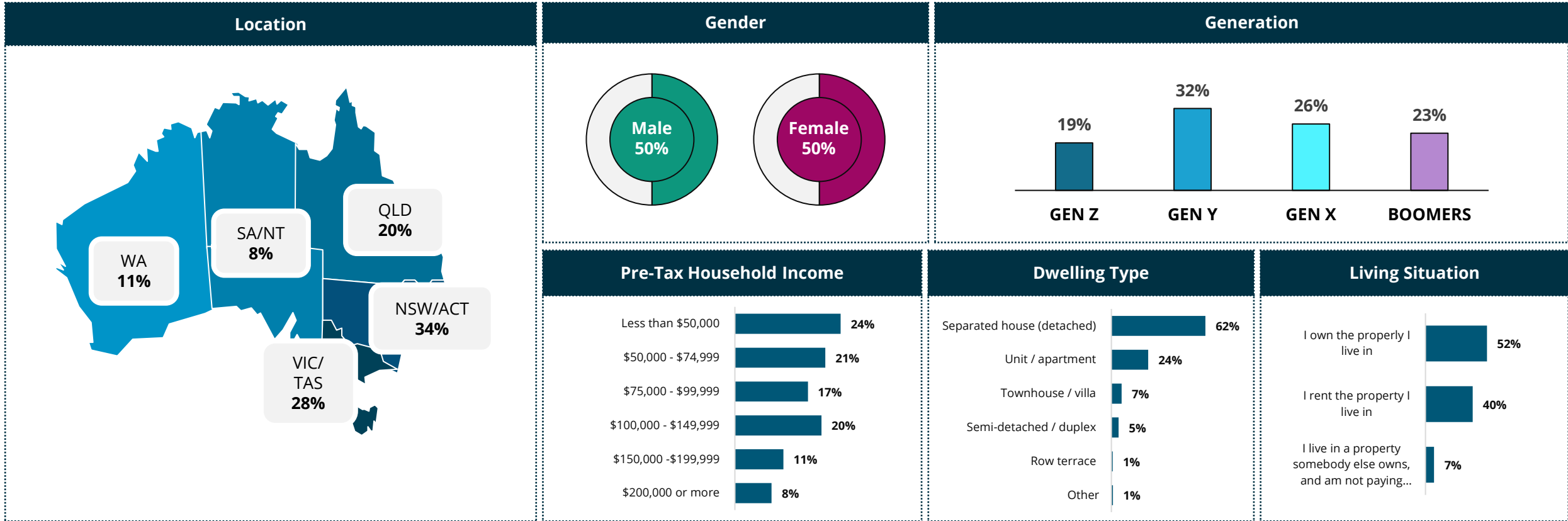


our sample



Our Sample

A nationally representative sample of Australian consumers was obtained to reflect the make-up of the population. Data is weighted to best ensure the actual distribution by location, age, and gender.



NOTE: CHARTS SHOW UNWEIGHTED DATA



Too often, we see businesses confusing data with insights.

Numbers don't answer business questions by themselves, but they still feel tangible.

We believe you need to go further.

Our people layer their understanding of the underlying business environment, context and market on top of primary or secondary data, using their expertise to discover insights that unlock tomorrow's opportunities, today.

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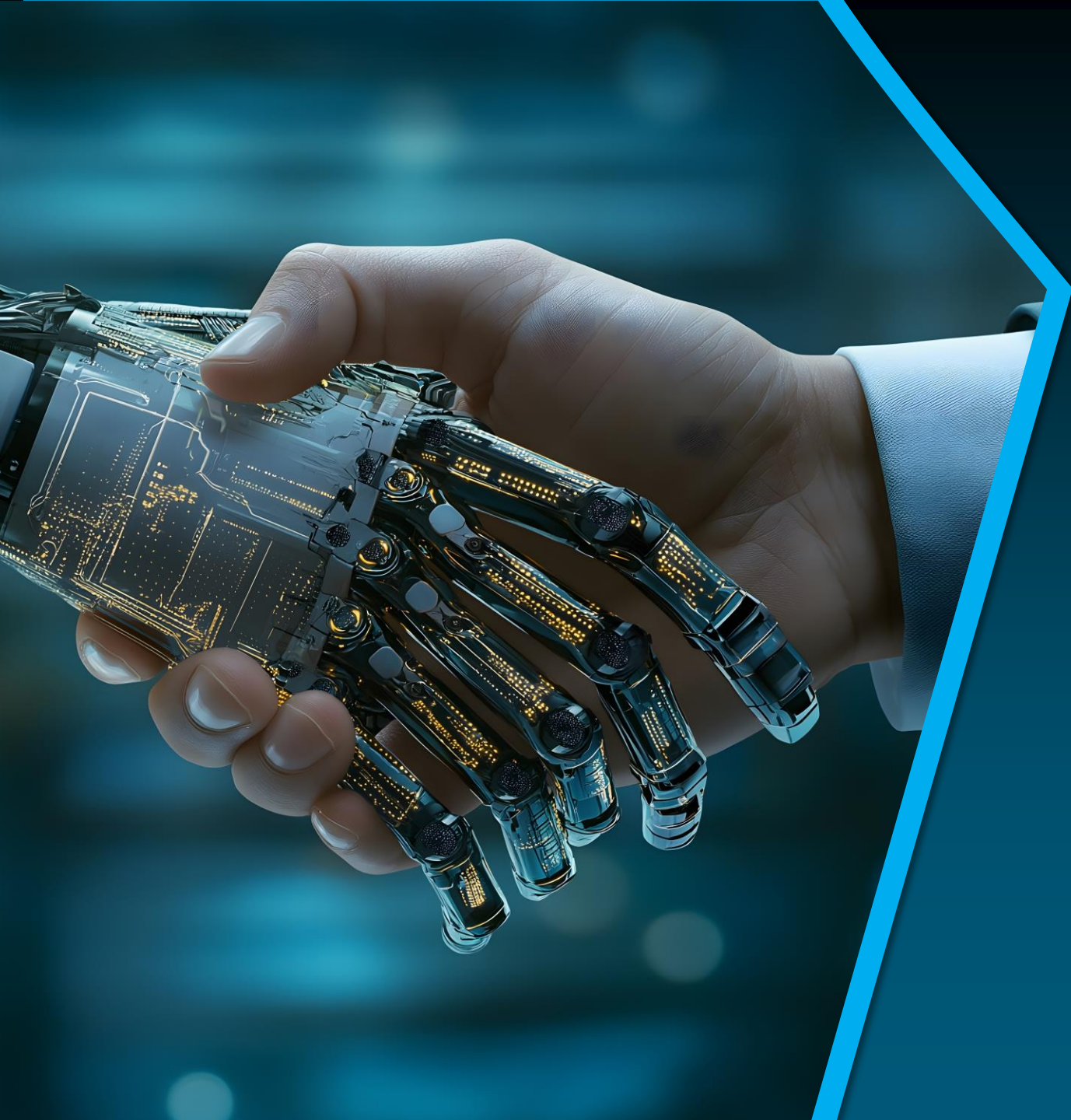
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Thank You

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