

**DIGITAL**

**ECOSYSTEM DIGEST**

2024

**GENAI TOOLS ADOPTION  
AND USAGE TRENDS IN GEORGIA:  
A QUANTITATIVE ANALYSIS  
OF USER BEHAVIOR**



# INTRODUCTION

GenAI tools adoption has increased at a rapid rate starting from November 2022, when ChatGPT first appeared. Initially, in Georgia, ChatGPT was widely used but with limited purposes. However, over the past year, users in Georgia have adopted a broader range of tools and for more diverse purposes. In the beginning, the usage of GenAI was constrained by language barriers, but now, text-prompting tools can understand, reason, and write in the Georgian language. This has significantly boosted usage for various functions.

Our goal in this study **is to calculate quantitative insights within the group of GenAI users**, rather than generalize findings for the entire population of Georgia. The focus is on understanding what is happening within the GenAI user community, not on estimating the total number of users in the country or projecting nationwide usage rates.

Since the exact number of GenAI users in Georgia is unknown, we did not use a standard representative sampling method. Instead, we applied **snowball sampling**, where the survey was shared within relevant communities of GenAI users. To ensure the reliability of our findings and to match the rigor of standard sampling methods (with 95% confidence interval), we aimed for a minimum sample size of 383 responses. This estimate was based on internal benchmarks derived from ChatGPT's monthly traffic (~100,000 users). While this approach does not allow for statistical generalization for the broader population, it ensures robust insights within the GenAI user community and allows for meaningful analysis of trends.

We conducted a survey among GenAI users using snowball sampling and received 489 responses. The questionnaire included 15 questions, consisting of checkboxes, open-ended, and optional questions. Data was collected between September 25 and October 13, 2024. After excluding responses that did not mention specific GenAI tools, **460 responses were used for the analysis**. For gender weighting, we used website traffic data from most GenAI tools, which indicated a 60% female and 40% male distribution. Due to limited knowledge about other aspects of the sample, we applied only gender weighting and did not make any further adjustments. Of the 460 valid responses, 271 were from users under 30, and the remaining 189 from users aged 30 and above. Additionally, 283 respondents were employed, while 181 were students (including employed students).

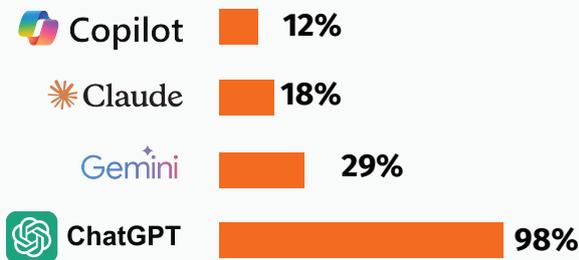
# MOST POPULAR TEXT GENAI TOOLS

## Adoption Rates of AI Tools by Respondents (GenAI users)

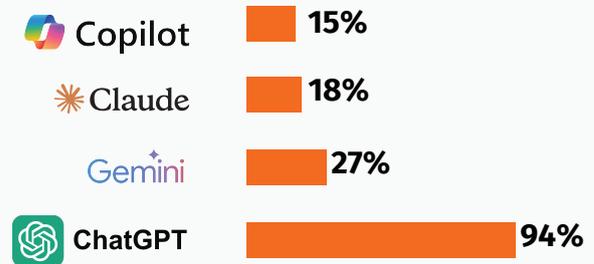
 ChatGPT	 Gemini	 Claude	 Copilot
93%	23%	15%	12%

### Adoption Rates By Purpose (sector)\*

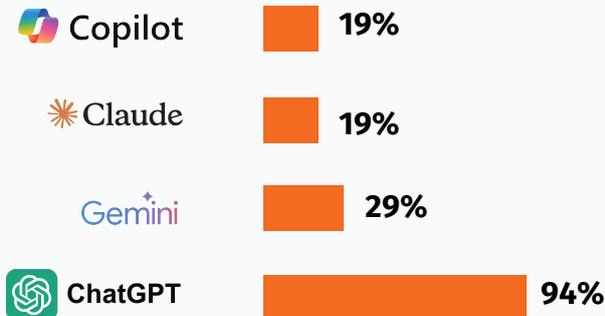
#### MARKETING



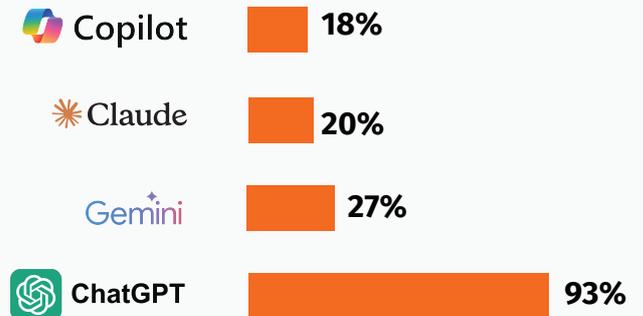
#### EDUCATION



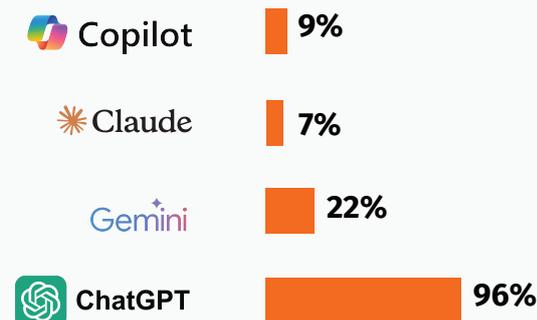
#### RESEARCH



#### IT



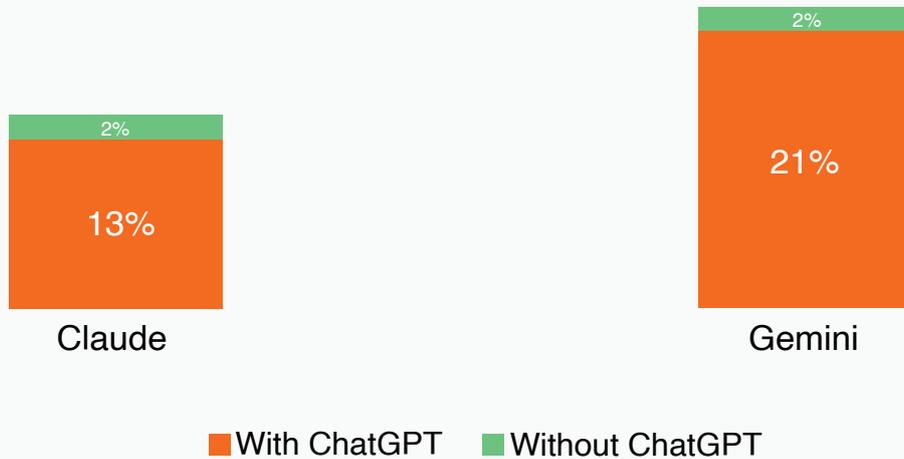
#### FINANCE



\*Calculated for respondents that are using tools for selected purposes.

# MOST POPULAR TEXT GENAI TOOLS

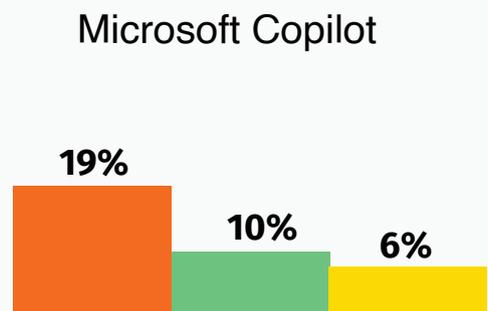
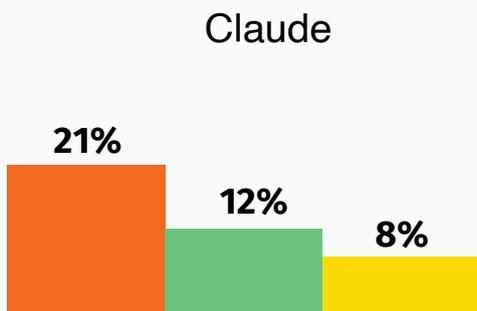
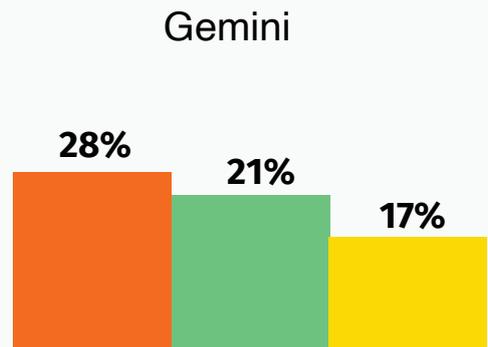
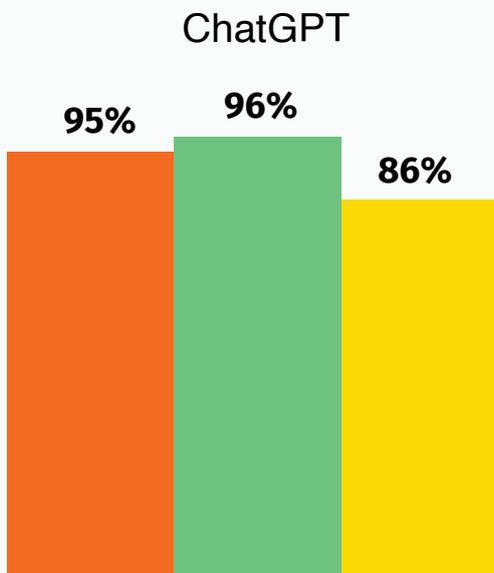
## What Are the Usage Rates of Other Tools Alongside or Without ChatGPT?



- ChatGPT is the most widely adopted tool across all areas, with extremely high usage.
- Gemini consistently follows as the second most adopted tool.
- In the IT sector, adoption rates for other tools (Microsoft Copilot, Claude, and Gemini) are more closely aligned compared to other areas.
- Minor tools (like Microsoft Copilot, Claude, and Gemini) are mostly adopted alongside ChatGPT, indicating that users tend to use ChatGPT in combination with other tools, rather than relying solely on them.

# MOST POPULAR TEXT GENAI TOOLS

## GenAI Tools Adoption by User Engagement

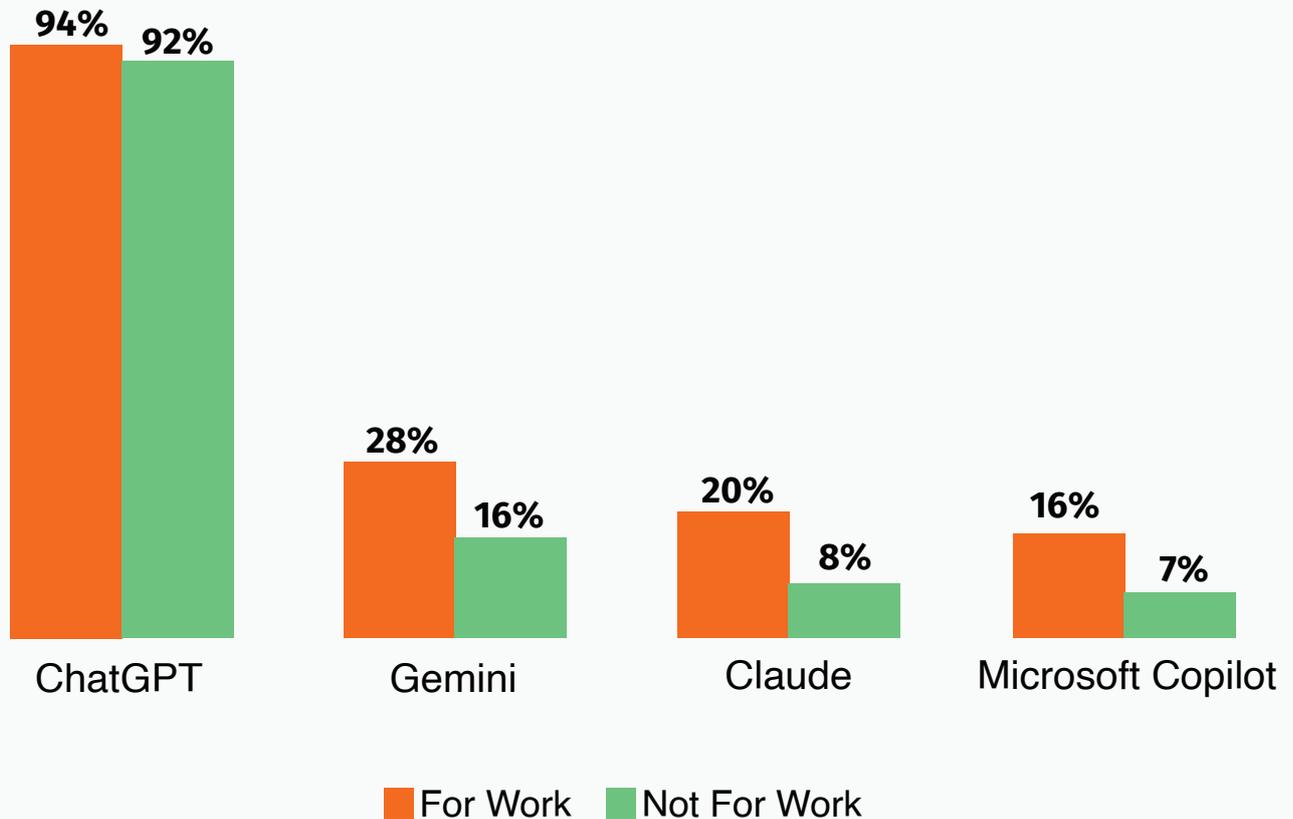


■ Active users (Almost every day)  
■ Moderate users (Several times a week)  
■ Infrequent users (More rarely)

- ChatGPT maintains high popularity among both active and less active users, with only a slight decrease as activity levels drop.
- In contrast, other tools like Gemini, Claude, and Microsoft Copilot see a more significant decline in adoption as user activity decreases, indicating that their usage is more concentrated among highly active users.

# GENAI TOOLS FOR WORK

## Comparison of GenAI Tool Usage for Work vs Non-Work Purposes

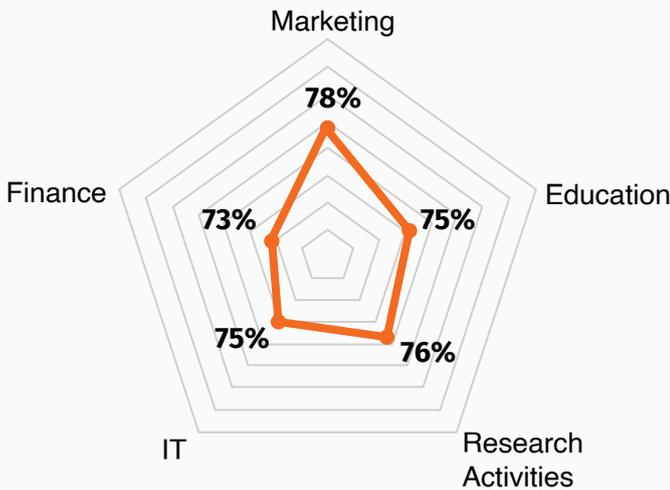


- ChatGPT adoption is consistent across both groups—those using GenAI tools for work and those not using it for work.
- In comparison, tools like Gemini, Claude, and Microsoft Copilot are predominantly used by people who are leveraging GenAI tools specifically for work purposes.

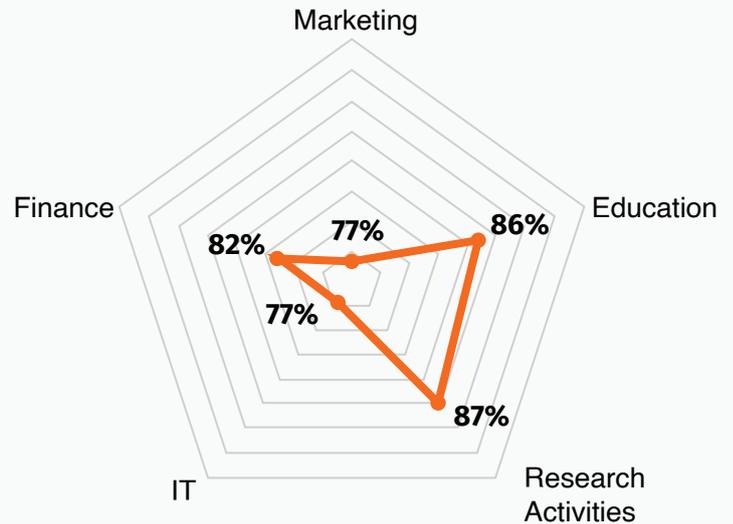
# POPULAR GENAI FUNCTIONS

## Usage of Popular GenAI functions by Sector

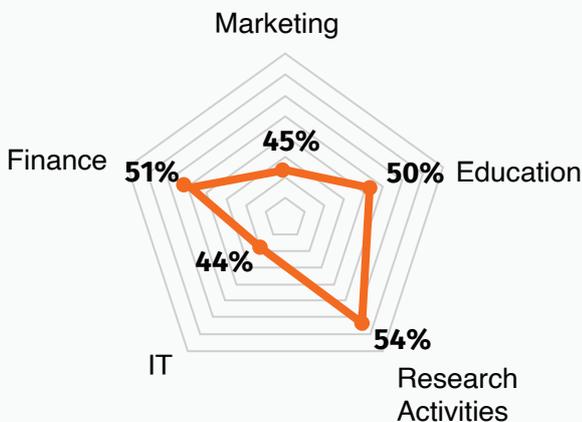
### TEXT GENERATION



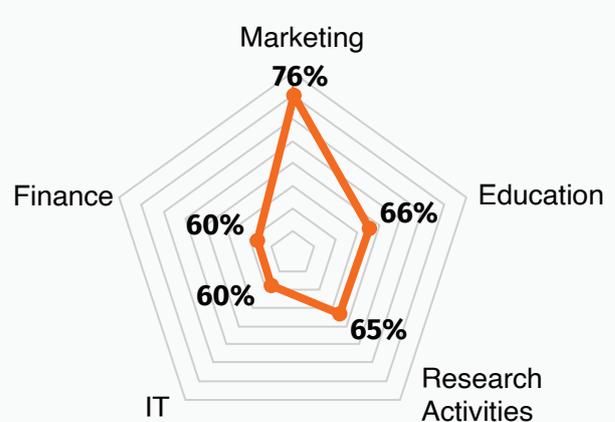
### INFORMATION SEARCH



### DATA ANALYTICS



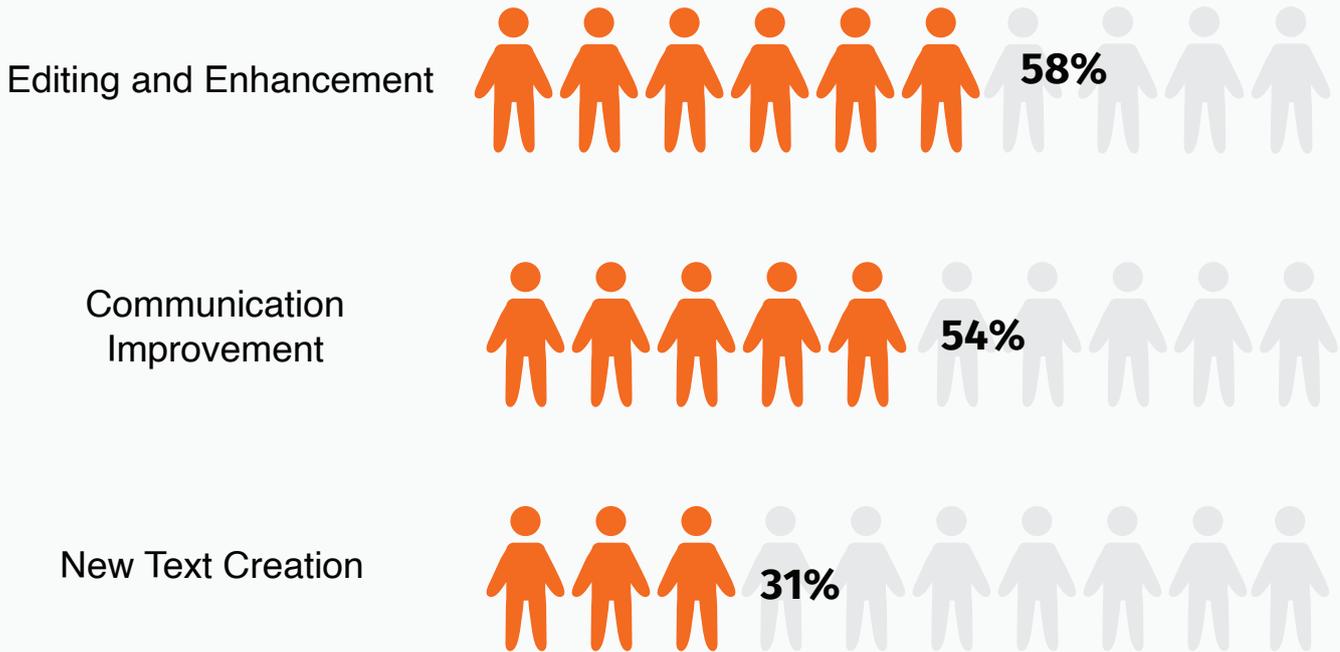
### IDEA GENERATION



- Text generation is widely used across all purposes.
- Information search is most commonly used for research activities, with high adoption in education as well.
- Idea generation is predominantly used in marketing, standing out as the most popular function in that sector.

# POPULAR GENAI FUNCTIONS

## Usage of Text-related GenAI functions



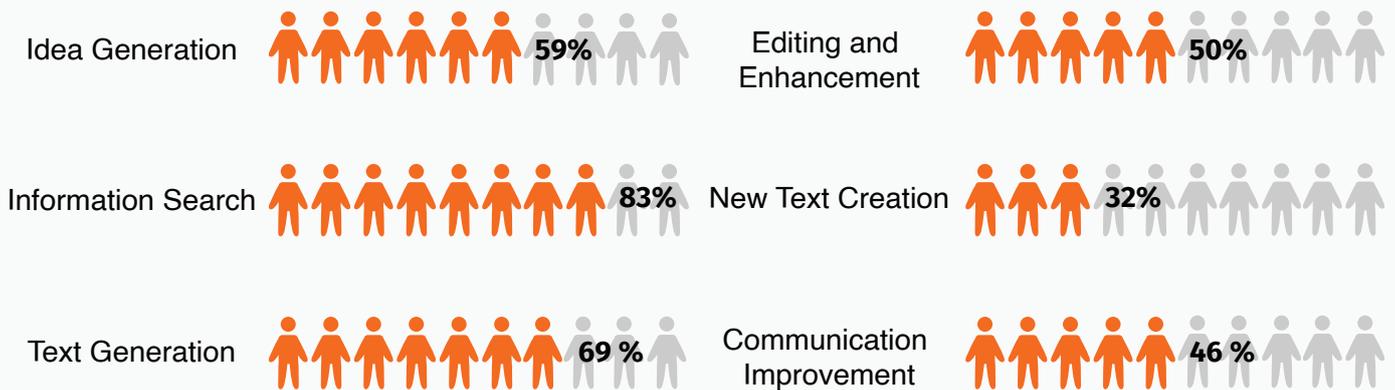
- **Editing and enhancement tools, along with communication improvements, are popular text-related functions, used by around half of GenAI users.**
- **Following this, about one-third of users utilize GenAI tools for new text creation, highlighting the growing reliance on AI for content generation.**

# GENAI USAGE IN STUDENTS

## Adoption Rates of AI tools in GenAI User Students

 ChatGPT	 Gemini	 Claude	 Copilot
95%	19%	9%	11%

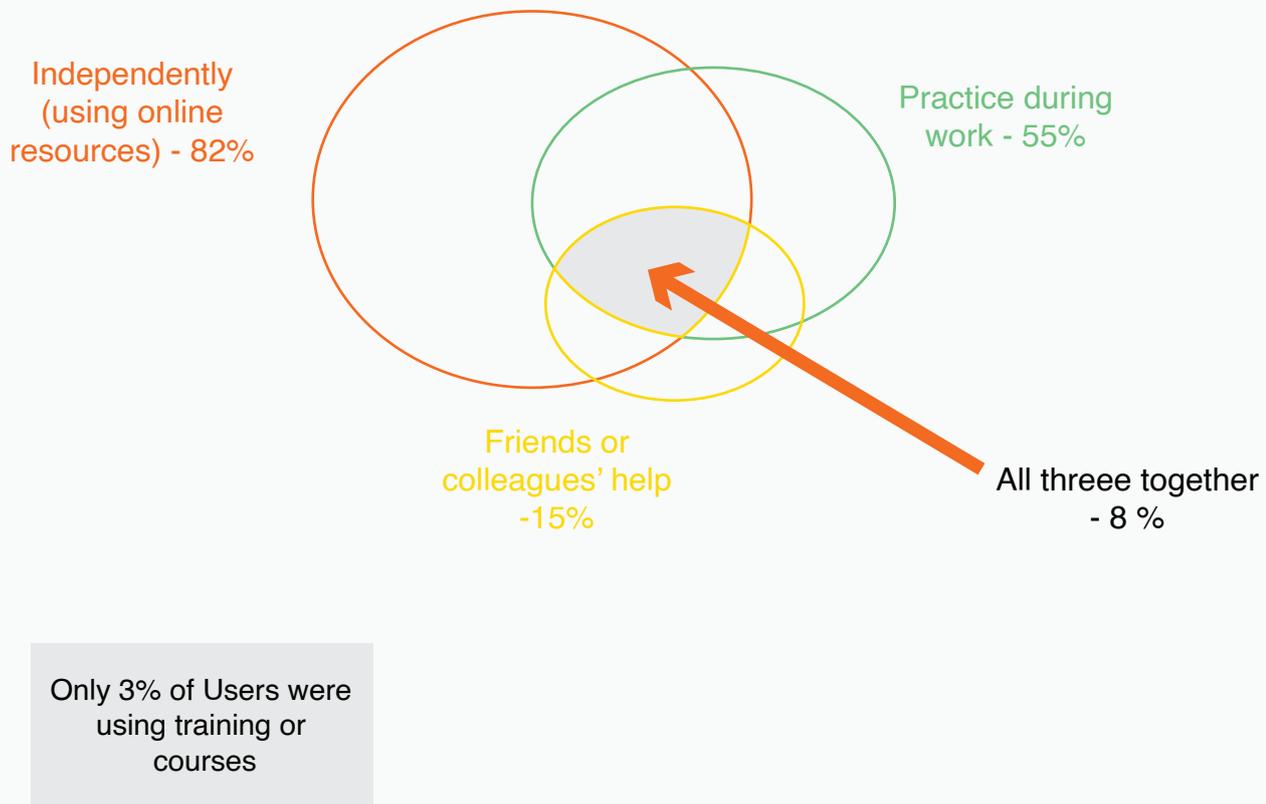
## Usage of Functions by GenAI User Students



- ChatGPT is widely used by students, with Gemini being the clear second choice.
- Communication improvement has a relatively low usage rate among students.
- Information search is the most commonly used function, followed by text generation and idea generation.

# GENAI LEARNING METHODS

## How GenAI Users Learn and Adopt New Tools?



- 38% of GenAI users are learning new tools independently, relying solely on online resources.
- 33% of users combine independent learning through online resources with practical experience gained during work.

# GENAI PAID SUBSCRIPTIONS

## Typical GenAI Subscriber in Georgia



Uses GenAI for work-related tasks.

Actively learns new tools and skills, often self-directed.

Most commonly pays for ChatGPT, but also subscribes to Midjourney, Gemini, and Claude.

Pays to get early access to advanced features and remove message limits.

Sometimes combines GenAI with other tools like Canva.

# GENAI PAID SUBSCRIPTIONS

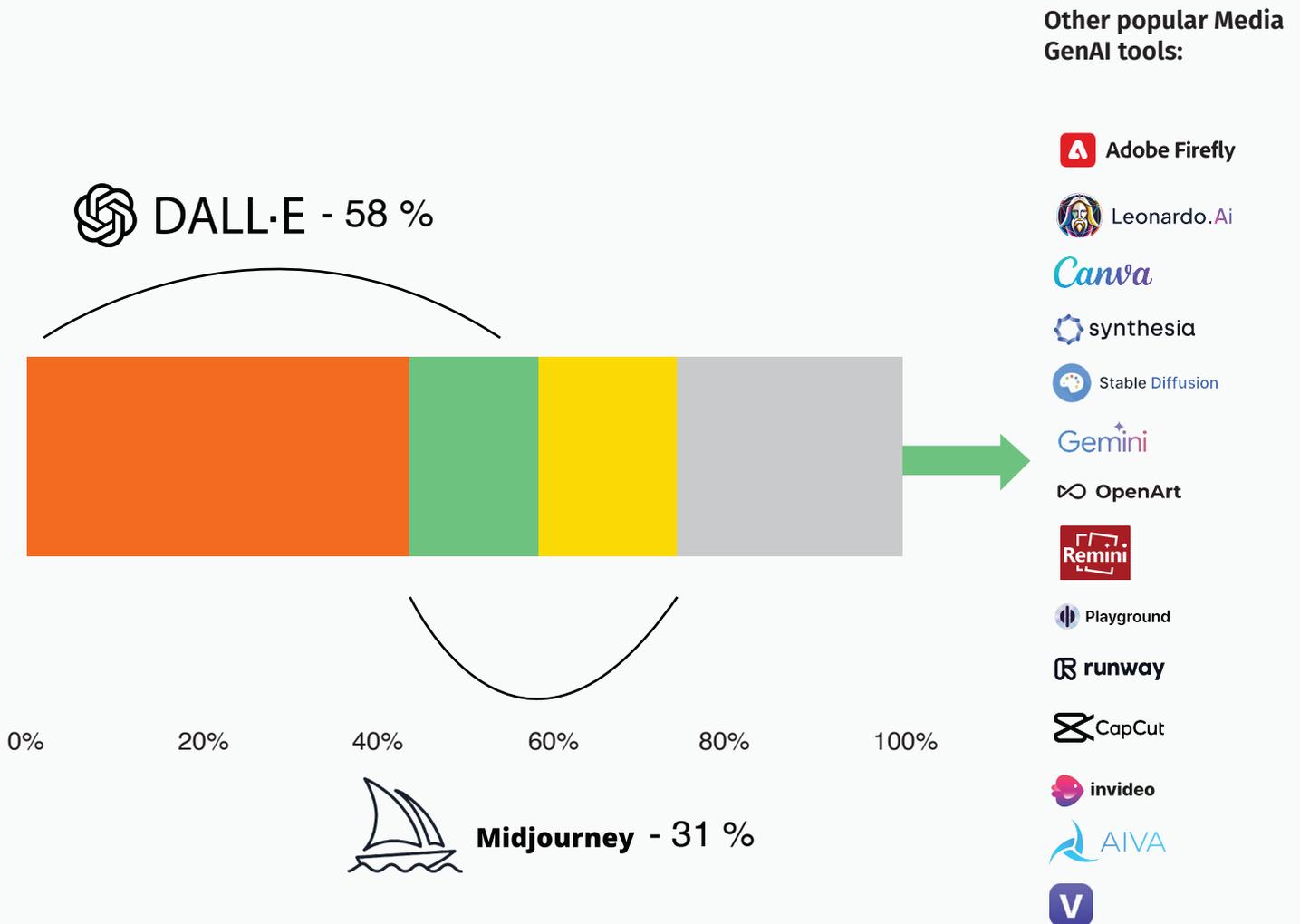
## Reasons not to Paid for Subscriptions



- **Satisfaction with the free version was the most common reason not to pay for the paid version.**
- **Other reasons included using alternative options or having limited knowledge of why the paid version is better.**

# GENAI TOOLS FOR MEDIA GENERATION

## Distribution of users who are using GenAI Tools for Media (Image, Audio, Video) Generation



- DALL-E was the most mentioned tool, likely due to its free access options.
- 15% of all GenAI media generation users are using a combination of DALL-E and Midjourney.
- Other tools like were mentioned much less frequently

# GENDER DIFFERENCES IN GENAI USAGE

				
<b>MICROSOFT COPILOT IS MORE POPULAR AMONG MEN</b>	<b>Main GenAI tools</b>			<b>GEMINI IS MORE POPULAR AMONG WOMEN.</b>
	91%	ChatGPT	95%	
	18%	Gemini	26%	
	16%	Claude	15%	
<b>MEN TEND TO USE GENAI TOOLS MORE FOR DATA ANALYTICS COMPARED TO WOMEN.</b>	<b>Major GenAI functions usage</b>			<b>NO MAJOR GENDER DIFFERENCES IN GENAI USAGE FOR KEY FUNCTIONS</b>
	73%	Text Generation	68%	
	79%	Information Search	80%	
	51%	Data Analytics	40%	
<b>BOTH GENDERS FREQUENTLY USE GENAI FOR COMMUNICATION IMPROVEMENT (E.G., WRITING EMAILS)</b>	<b>Text-related functions usage</b>			<b>WOMEN SLIGHTLY MORE ACTIVE IN EDITING EXISTING TEXTS, WHILE MEN FOCUS MORE ON NEW TEXT CREATION TASKS</b>
	54%	Communication Improvement	55%	
	36%	New Text Creation	29%	
<b>MEN SLIGHTLY MORE LIKELY TO ASK ADVICE FRIENDS AND COLLEAGUES FOR LEARNING, STILL RARELY</b>	<b>GenAI learning options</b>			<b>WOMEN PREFER PRACTICE DURING WORK FOR LEARNING SLIGHTLY MORE THAN MEN</b>
	83%	Independently (Online Resources)	81%	
	17%	Friends or Colleagues' Help	13%	
	52%	Practice During Work	57%	

# AGE-BASED PATTERNS IN GENAI USAGE

 <b>UNDER 30</b>		 <b>30+</b>															
<b>YOUNGER USERS RELY MORE ON CHATGPT</b>	<table border="1"> <thead> <tr> <th colspan="3">Main GenAI tools</th> </tr> </thead> <tbody> <tr> <td>95%</td> <td>ChatGPT</td> <td>90%</td> </tr> <tr> <td>20%</td> <td>Gemini</td> <td>28%</td> </tr> <tr> <td>12%</td> <td>Claude</td> <td>21%</td> </tr> <tr> <td>9%</td> <td>Microsoft Copilot</td> <td>19%</td> </tr> </tbody> </table>	Main GenAI tools			95%	ChatGPT	90%	20%	Gemini	28%	12%	Claude	21%	9%	Microsoft Copilot	19%	<b>MINOR TOOLS (GEMINI, CLAUDE, MICROSOFT COPILOT) MORE POPULAR AMONG 30+ AGE GROUP</b>
Main GenAI tools																	
95%	ChatGPT	90%															
20%	Gemini	28%															
12%	Claude	21%															
9%	Microsoft Copilot	19%															
<b>YOUNGER USERS FOCUS MORE ON INFORMATION SEARCH AND DATA ANALYTICS WITH GENAI</b>	<table border="1"> <thead> <tr> <th colspan="3">Major GenAI functions usage</th> </tr> </thead> <tbody> <tr> <td>69%</td> <td>Text Generation</td> <td>72%</td> </tr> <tr> <td>81%</td> <td>Information Search</td> <td>76%</td> </tr> <tr> <td>48%</td> <td>Data Analytics</td> <td>35%</td> </tr> <tr> <td>61%</td> <td>Idea Generation</td> <td>62%</td> </tr> </tbody> </table>	Major GenAI functions usage			69%	Text Generation	72%	81%	Information Search	76%	48%	Data Analytics	35%	61%	Idea Generation	62%	<b>IDEA GENERATION WITH GENAI POPULAR IN BOTH AGE GROUPS</b>
Major GenAI functions usage																	
69%	Text Generation	72%															
81%	Information Search	76%															
48%	Data Analytics	35%															
61%	Idea Generation	62%															
<b>NEW TEXT CREATION EQUALLY POPULAR ACROSS BOTH AGE GROUPS</b>	<table border="1"> <thead> <tr> <th colspan="3">Text-related functions usage</th> </tr> </thead> <tbody> <tr> <td>52%</td> <td>Communication Improvement</td> <td>59%</td> </tr> <tr> <td>32%</td> <td>New Text Creation</td> <td>30%</td> </tr> <tr> <td>54%</td> <td>Editing and Enhancemen</td> <td>67%</td> </tr> </tbody> </table>	Text-related functions usage			52%	Communication Improvement	59%	32%	New Text Creation	30%	54%	Editing and Enhancemen	67%	<b>EDITING EXISTING TEXT MORE POPULAR AMONG 30+ USERS</b>			
Text-related functions usage																	
52%	Communication Improvement	59%															
32%	New Text Creation	30%															
54%	Editing and Enhancemen	67%															
<b>YOUNGER USERS SLIGHTLY MORE LIKELY TO SEEK HELP FROM FRIENDS OR COLLEAGUES FOR LEARNING NEW TOOLS</b>	<table border="1"> <thead> <tr> <th colspan="3">GenAI learning options</th> </tr> </thead> <tbody> <tr> <td>82%</td> <td>Independently (Online Resources)</td> <td>82%</td> </tr> <tr> <td>16%</td> <td>Friends or Colleagues' Help</td> <td>12%</td> </tr> <tr> <td>50%</td> <td>Practice During Work</td> <td>64%</td> </tr> </tbody> </table>	GenAI learning options			82%	Independently (Online Resources)	82%	16%	Friends or Colleagues' Help	12%	50%	Practice During Work	64%	<b>BOTH AGE GROUPS PRIMARILY RELY ON INDEPENDENT STUDY USING ONLINE RESOURCES</b>			
GenAI learning options																	
82%	Independently (Online Resources)	82%															
16%	Friends or Colleagues' Help	12%															
50%	Practice During Work	64%															

# WHAT IS DIGITAL ECOSYSTEM DIGEST?

Digital Ecosystem Digest is a quarterly electronic research report issued by the BTU Center for Entrepreneurship.

The report reviews current technological and innovative trends in various sectors of the digital economy of Georgia and covers topics such as: AI, startups in digital business, e-commerce markets, digital platforms (B2B, B2C or C2C), fintech technologies, etc.

The purpose of the report is both to consolidate existing information and to generate new practical knowledge about the digital economy. Each research report will be co-authored by different researchers.

The current edition is authored by BTU academic affiliate staff—permanent authors Tsotne Zhghenti and Vakhtang Chkareuli, also BTU lecturer Natia Khukhunaishvili and BTU student Nutsa Nikolaishvili.



**DIGITAL**



# ECOSYSTEM DIGEST

2024

---

