RepTrak

Super Members Council

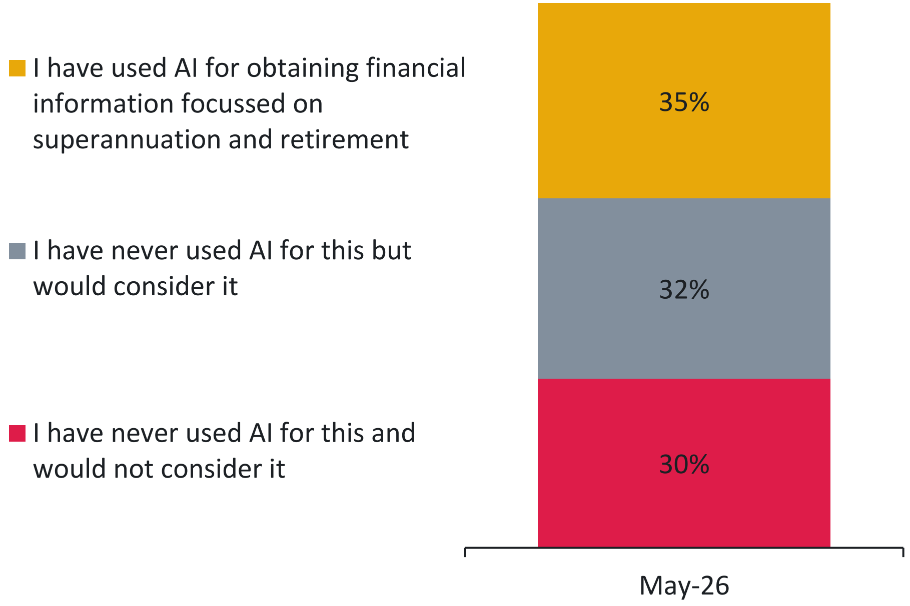
AI & Superannuation

Date of Delivery: 10 July 2026

Two-thirds of Australians are either using or open to using **AI tools for superannuation and retirement information**, including one-third who already do so today.

General use of AI for obtaining retirement or superannuation information

Q. Which of the following best describes your use of AI tools (e.g. ChatGPT, Claude, Gemini) for obtaining financial information focused on superannuation and retirement?



From a member perspective, 41% of members of ***profit-to-member*** *funds report already having used AI for this activity. This is comparatively lower when compared to 54% of* ***Retail fund*** *members.*

Through a demographic lens, those reporting a ***moderate balance*** *($100k-$299k) or* ***high balance*** *($500k+),* ***middle-aged Australians****,* ***full-time*** *employees, or those* ***living with a partner and child(ren)*** *are more likely to report having used AI for superannuation and retirement information.*

Older Australians *(65+), and similarly those in* ***retirement****, as well* ***students*** *or currently* ***unemployed****, and those with* ***less than $100k*** *super balance are likely to report having never used AI for this activity and would not consider it.*

Data collected: *May 2026;* ***Base size*** *n=500*
Source: *SMC AU Custom Community Study*

AI tools are most often used for general learning and research, yet among potential users, demand extends well beyond these early stages, with comparable interest in AI support, more broadly, across the superannuation journey.

Conversely, there is less appetite for advice to make decisions, especially when planning for or managing finances in retirement.

AI use at different stages in superannuation journey

Q. AI can be used to find information about superannuation and retirement for different purposes. Which of the following have you used, or would consider using, AI for? Please provide an answer for each purpose.

	Early research / learning the basics	Asking **specific questions**	**Comparing** super funds	Deciding which **superannuation to choose/ switch to**	Super **investment options** (e.g. high growth, balanced)	**Insurance options** (e.g. income protection, TPD)	Understanding how my **super is performing;** what it means for me	**Planning for retirement**	Managing my **finances in retirement**
I have used AI for this	30%	28%	24%	20%	23%	26%	26%	19%	20%
I would consider using AI for this	41%	43%	45%	43%	45%	42%	40%	44%	43%
I would never use AI for this	29%	30%	30%	37%	32%	32%	34%	36%	37%

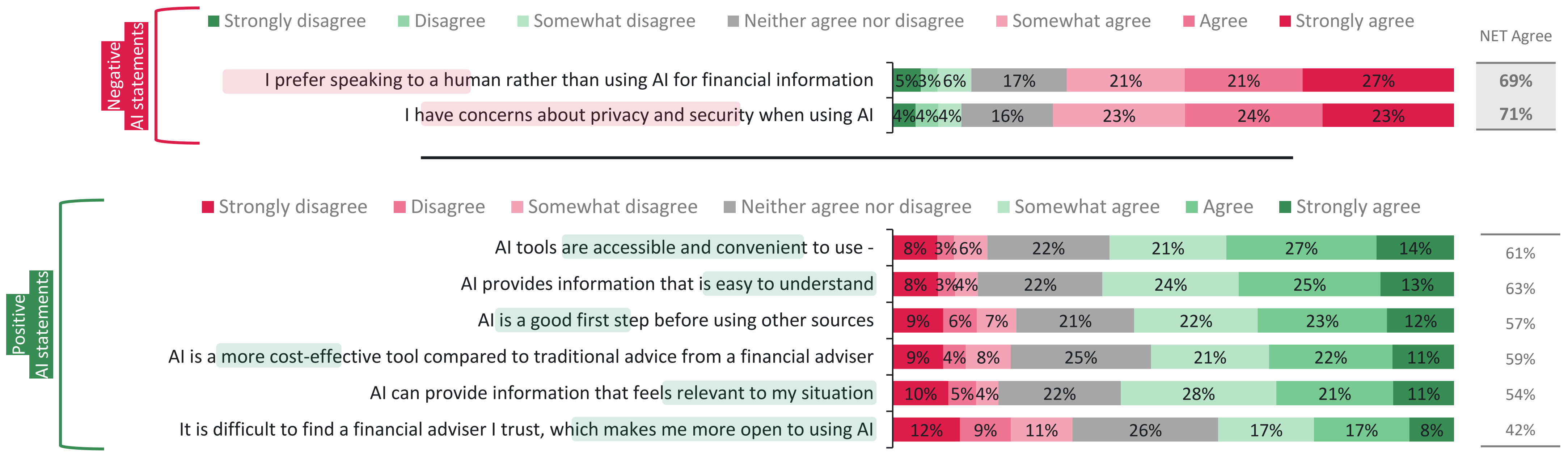
***Data collected:** May 2026;* ***Base size** n=500*
***Source:** SMC AU Custom Community Study*

Agreement with *positive* statements about using AI for superannuation and retirement advice is **generally moderate rather than strong.**

However, Australians hold more pronounced views when it comes to privacy and security concerns, as well as a preference for speaking with a human for such matters.

Attitudes towards AI for superannuation and retirement information

Q. To what extent do you agree or disagree with the following statements about using AI for obtaining financial information focused on superannuation and retirement?



***Data collected:** May 2026; **Base size** n=500*
***Source:** SMC AU Custom Community Study*

Trust in the accuracy of AI-generated superannuation and retirement advice remains cautious. While half of Australians express at least *some* level of trust, more than one in four remain distrustful.

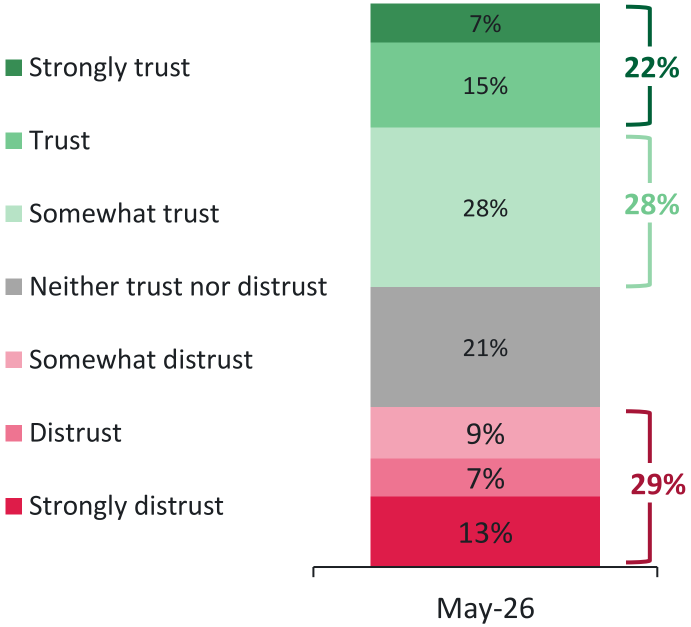
Mirroring trust levels, willingness to act on information or advice from AI tools is broadly *positive*, but again, *cautiously positive.* That is, more Australians are somewhat likely to act on AI generated advice 28% vs likely/very likely 24%).

Level of trust

Q. How much do you trust the accuracy of advice or information provided by AI tools for superannuation and retirement?

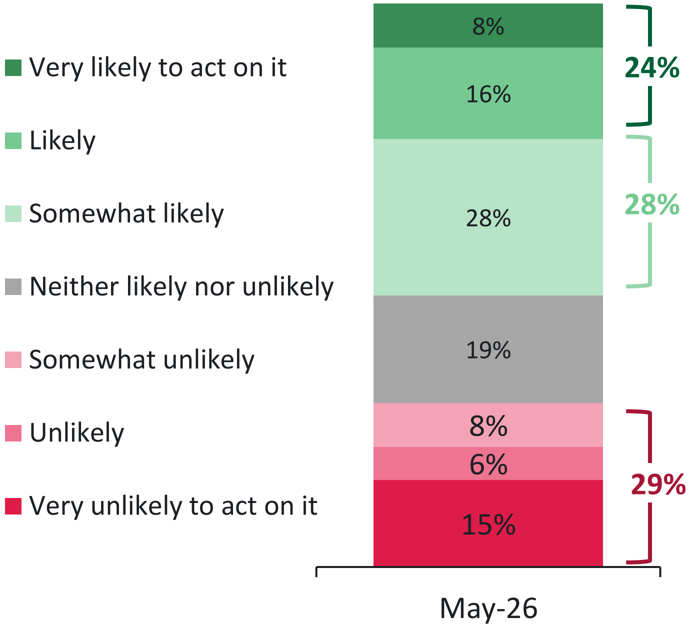
*Among **Profit-to-member fund members**, trust in the accuracy of AI-generated advice is relatively high. However, this confidence is more moderate in nature, with a greater proportion saying they 'somewhat trust' AI than 'trust/strongly trust' it (33% vs. 26%).*

*In contrast, **Retail Fund members** demonstrate higher levels of confidence in AI-generated advice. Their responses are skewed towards strong trust, with 38% saying they trust/strongly trust AI compared with 32% who say they somewhat trust it.*



Likelihood to act on advice

Q. And how likely would you be to act on the advice or information from AI tools for superannuation and retirement?



*Likelihood to act on AI-generated advice closely mirrors the trust findings where **Retail fund members** outweigh their **Profit-to-member** peers on likelihood to act on this advice.*

*From a demographic perspective, stronger willingness to act is also more prevalent among those **working full-time** and those **living with a partner and child(ren)**.*

*In contrast, **older Australians** and those **living alone** or with a **partner without children** are more likely to distrust AI-generated advice and are therefore less likely to act on it.*

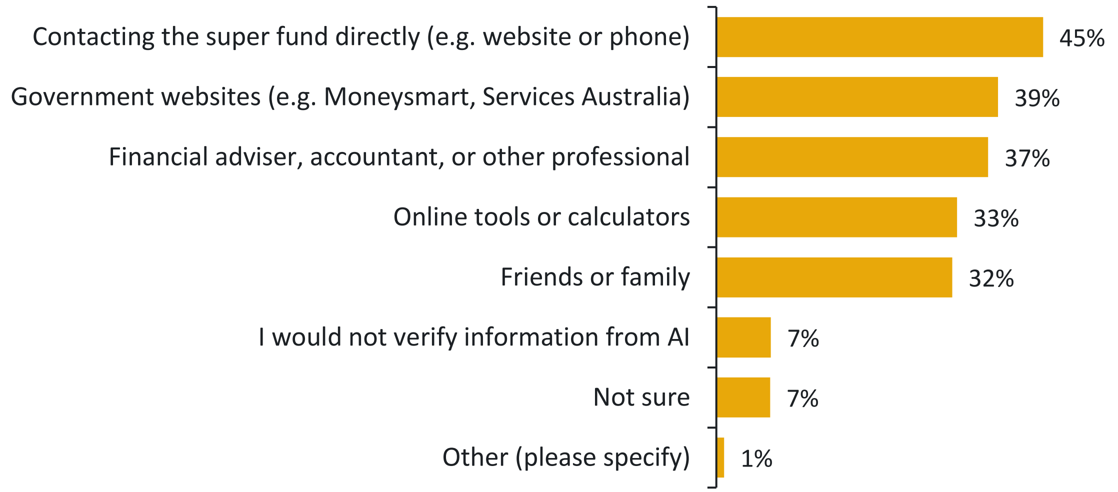
***Data collected:** May 2026; **Base size** n=500*
***Source:** SMC AU Custom Community Study*

Verification is a critical step when using AI-generated advice.

Direct contact with the super fund is the most commonly cited source for validation; however, at least one-third of Australians report they would use each of the other verification sources measured in this study.

Verification sources

Q. If you were to use AI for obtaining financial information focussed on superannuation and retirement, which of the following would you use to verify or check the information?



*Of the five verification sources measured, which segments are **more likely to use specific sources** to verify AI-generated advice?*

- ***Profit-to-member fund members*** *(super fund, **online tools**)*
- ***Retail fund members*** *(financial adviser, **online tools**)*
- ***Established super balance $500k+*** *(financial adviser, **online tools**)*
- ***18-24*** *(friends/family, **online tools**)*
- ***Living with partner with child(ren)*** *(financial adviser)*

Data collected: *May 2026;* ***Base size*** *n=500*
Source: *SMC AU Custom Community Study*

Appendix

Respondent Profile (SMC AU Custom Community Study)

		Weighted* %	*Base size n=*
	Total	**100%**	***501***
Member of…^	Profit-to-member Funds	66%	*316*
	Retail Funds	36%	*172*
	Public Sector	5%	*24*
	Self-managed super fund (SMSF)	1%	*9*
	Another super fund (specify)	4%	*21*
	Don't know / None	12%	*72*
Superannuation Balance	Under $100k	39%	*192*
	$100k–$299k	22%	*110*
	$300k–$499k	8%	*36*
	$500k–$749k	12%	*57*
	$750k+	12%	*60*
	Not sure / Prefer not to say	8%	*46*
Gender	Male	50%	*219*
	Female	50%	*282*
Age	18-24	12%	*33*
	25-34	18%	*87*
	35-44	19%	*89*
	45-64	33%	*176*
	65+	18%	*116*
Employment Status	Full-time	49%	*234*
	Part-time	19%	*90*
	Retired	20%	*122*
	Student + Not employed	12%	*54*
	Prefer not to answer	0%	*1*
Household Structure	I live alone	19%	*100*
	I live with a partner (no children)	22%	*115*
	I live with a partner and child/children	40%	*197*
	I am a single parent living with child/children	7%	*37*
	I live in a multi-generational household	6%	*26*
	I live in a shared household (e.g. housemates)	4%	*20*
	Other (please specify) + Prefer not to answer	1%	*6*

*General Public nationally representative of population by age and gender. The total survey results are weighted to the general population using several demographic variables.
^Segments not mutually exclusive