

Press release

AI at Work: Most Freelancers Now Rely on AI Tools, Says Freelancer.com Survey

Freelancer.com survey highlights how freelancers globally are using generative AI tools in their work

SAN FRANCISCO, California - 22 NOVEMBER 2023 – [Freelancer.com](https://www.freelancer.com) (ASX: FLN) (OTCQX: FLNCF), the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, today published comprehensive research revealing how freelancers are using generative artificial intelligence (AI) for their work.

The integration of AI has emerged as a fundamental tool for the way businesses and workers operate. In a global survey of 8,100 freelancers, [Freelancer.com](https://www.freelancer.com) discovered that a majority of freelancers (73%) are using generative AI tools in their work.

One in three (31%) workers are using AI tools only sometimes in their work, while one quarter rely on them all of the time (21%) according to the data. Less than a sixth of respondents (14%) admit to never using AI.

What AI tools specifically are being used?

According to the survey, ChatGPT is the leading AI tool being used with two thirds of freelancers globally (64%) using it as their primary tool. Use of Bard & Bing Chat was the second most used tool (16%), followed by Github Copilot (9%) and AI image generation through Midjourney, Stable Diffusion and Dall-E (9%).

"Freelancers are always at the forefront of the latest trends, so we're not surprised to see such a high adoption rate of AI tools. They are using these tools to supercharge their workflows, elevating themselves from just a writer or just an illustrator to high level roles such as editor and director. Over the next year we expect to see every business and worker looking to transform themselves through the use of AI," said **Matt Barrie, CEO of [Freelancer.com](https://www.freelancer.com)**.

What percentage of work is being automated by AI?

More than a third of freelancers globally use AI to automate 1-25% of their tasks and projects (35%). This is the most popular response when asked what percentage of their work is being

automated through AI. The second most popular answer was 25-50% of the time (16%) and 50-75% of the time (16%). According to the stats, only a small fraction of freelancers are using AI to automate all, if not most of their work, with only 9% admitting to using AI to automate 90-100% of their work.

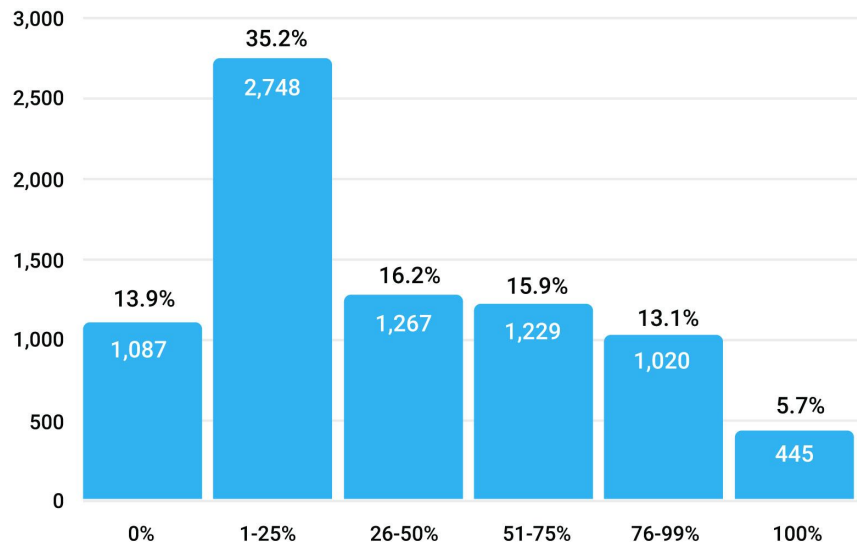


Figure 1: What percentage of your work is AI automating? / 7,796 responses

Attitudes About AI

Specific to the concern of AI taking over jobs, less than half of respondents (48%) are very concerned about being replaced by AI. This is followed by somewhat concerned (31%) and not concerned at all (21%).

Change can be exciting, yet frightening, especially with the uncharted territory of AI and the future that it holds. When asked about how AI will change their job, more than a quarter (28%) are optimistic about new opportunities this may present, while one fifth (20%) believe it will make them more productive. Freelancers also believe that AI will improve the accuracy of their work (19%).

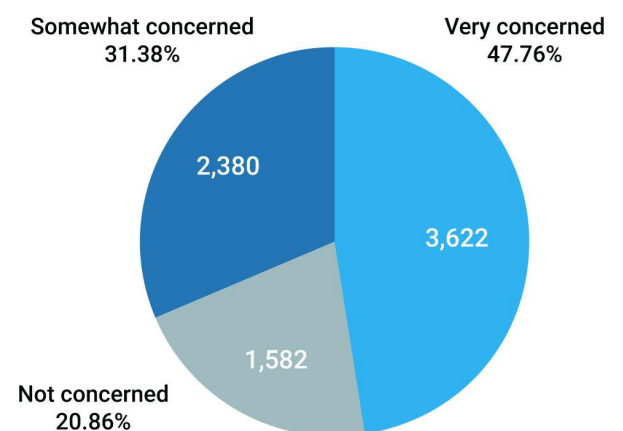


Figure 2: How concerned are you about AI taking your job? / 7,584 responses

Attitudes Across Regions

United States

- A majority (75%) of freelancers in the US are using AI in their work
- One third (33%) are using AI tools all of the time
- ChatGPT is the most popular AI tool being used (57%), followed by Bard & Bing Chat (21%), GitHub Copilot (12%) and Midjourney, Stable Diffusion and Dall-E (10%)
- Two thirds (58%) of US freelancers are very concerned about AI taking their job, while one fifth (20%) are not concerned about it. US freelancers are the most concerned about AI taking their job compared to all other regions

Europe

- A large proportion (71%) of freelancers in Europe are using AI in their work, however this percentage is slightly lower than uptake in the US
- The frequency of use is also lower, as a third of European freelancers only use AI sometimes (36%) as opposed to the small number who use it all of the time (17%)
- ChatGPT is also the most popular tool used by European freelancers (73%). Coming in second is Bard & Bing Chat (17%), GitHub Copilot (5%) and Midjourney, Stable Diffusion and Dall-E (5%)
- A majority of European freelancers are either not concerned (36%) or somewhat concerned (34%) about AI taking their job, while less than a third are very concerned (29%)

APAC

- 72% of freelancers in the Asia-Pacific region are using AI in their work
- Similarly to Europe, freelancers in APAC are only using AI tools sometimes (38%), while one fifth of freelancers (21%) reveal they use it all the time in their work
- ChatGPT is used most by APAC freelancers with a majority (82%) using the tool to help in their work. Bard & Bing Chat (18%) is the second most popular, followed by Midjourney, Stable Diffusion and Dall-E (9%) and GitHub Copilot (5%).
- Almost half of APAC freelancers are very concerned about AI taking their job (48%), with one sixth (19%) admitting they're not concerned about AI

LATAM

- Freelancers in LATAM have the lowest pick up of AI tools with only two thirds (66%) of freelancers using AI tools
- Of those freelancers using AI, one third are using it sometimes (39%) and one fifth are using it all the time (22%)
- ChatGPT is the main tool used amongst freelancers in LATAM (77%), followed by Bard & Bing Chat (16%), Midjourney, Stable Diffusion and Dall-E (11%) and GitHub Copilot (8%)
- Three quarters of freelancers in LATAM are either not concerned (39%) or are somewhat concerned (36%) about AI taking their job

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Methodology

The survey conducted by [Freelancer.com](https://www.freelancer.com) aimed to gather insights on the utilization of artificial intelligence (AI) tools in the workplace among freelancers and employers globally. Between May and August 2023, a total of 8,100 individuals were surveyed for this study. The participants were drawn from [Freelancer.com](https://www.freelancer.com)'s extensive network of freelancers and employers across all regions and countries available on [Freelancer.com](https://www.freelancer.com).

About [Freelancer.com](https://www.freelancer.com)

[Freelancer.com](https://www.freelancer.com) is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 70 million registered users have posted over 23 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, aerospace engineering and manufacturing. Freelancer also owns Escrow.com and Freightlancer & Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

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