

Press release

Generative AI Is Boosting Freelancers Pay, Finds Global Survey

Freelancer.com surveyed over 4,300 freelancers, finding workers are earning and learning more with AI despite concerns over jobs

Sydney, Australia - 17 December 2024 – [Freelancer.com](https://www.freelancer.com), the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, today published a comprehensive research revealing how freelancers are using generative artificial intelligence (AI) for their work and the impact on their income.

AI is changing the way people work and businesses operate. Contrary to fears of job loss, the introduction of AI tooling is having a positive impact on both productivity and earnings. In a global survey with over 4,360 freelancers, [Freelancer.com](https://www.freelancer.com) discovered that a majority of freelancers (73%) are using generative AI tools in their work. Over one quarter of freelancers (27%) are using generative AI tools only sometimes in their work, while one fifth (20%) admit to using AI all of the time according to the data. Only a small amount (12%) of freelancers admit to never using AI tools for their work.

In terms of changes in earnings, half (50%) of freelancers report earning more money on projects since the introduction of AI tooling, while over one quarter (27%) are earning the same as they did before generative AI. This increase in earnings is due to increased productivity, efficiency and automation of work.

"While there's a lot of concern that AI will take over jobs and cause freelancers to earn less, our latest survey data shows otherwise. Most freelancers report either earning the same or more than before the introduction of AI tooling, meaning they're becoming much more productive and efficient in their work. Freelancer's are also quite optimistic about taking advantage of the new tooling, revealing how they are upskilling in various areas such as writing, photography and prompt engineering to help refine their craft. We expect to see more freelancers and businesses using generative AI tools in the near future," said **Matt Barrie, Chief Executive of [Freelancer.com](https://www.freelancer.com)**.

Most Popular Generative AI Tools

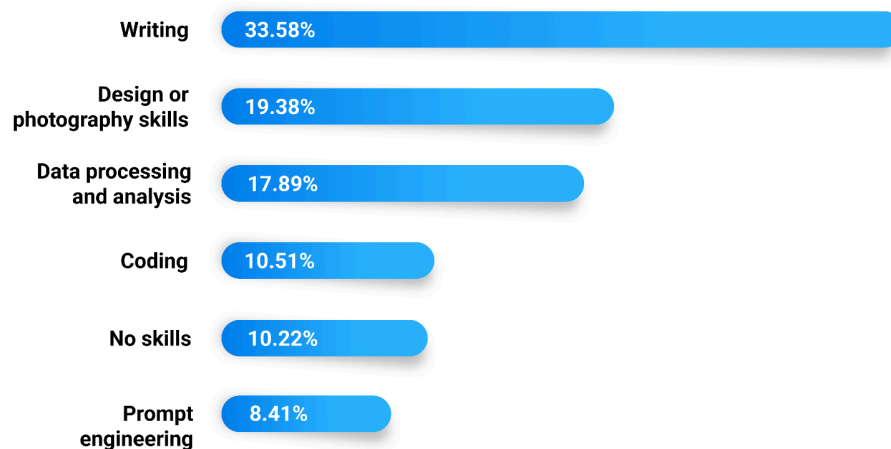
Consistent with the results from the [generative AI survey in 2023](#), ChatGPT is still the most popular AI tool with about one in three (31%) of freelancers using it as their primary tool. Meta AI is another preferred AI tool being used by only a small portion (14%) of freelancers and Google Gemini, used by 12% of freelancers.

Learning New Skills

With the introduction of generative AI and the new tools it comes with, freelancers need to learn how to apply these tools to their work. The number one new AI skill freelancers are focusing on is Writing, with one in three (34%) learning and refining their writing skills. This is not surprising considering that Chat GPT, a writing platform, is the top AI tool being used by freelancers. Design or Photography Skills are also being learned, with about one in five (19%) of freelancers taking up both this and Data Processing & Analysis (16%).

Which new skills have you learned to up-skill yourself?

7209 responses



Automation

According to the survey, results for the percentage of work being automated by AI are all fairly split. On one hand, one in five (19%) freelancers are using AI to automate a small portion (1-9%) of their work. On the other hand, another one in five freelancers are using AI to generate more than half (50-74%) of their work. The survey also found that one in six (16%) freelancers use AI to generate less than half (25-49%) of their work and another one in six (15%) use AI to generate 10 - 24% of their work.

Attitudes about AI

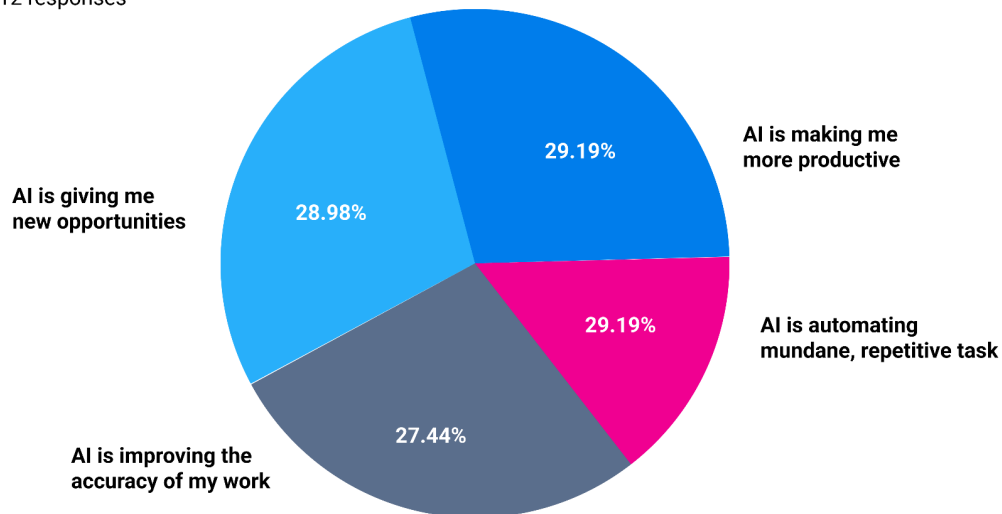
When asked about the concerns of AI taking over jobs, less than half (46%) of respondents said they were very concerned about being replaced by AI. This is followed by somewhat concerned (34%) and not concerned (20%).

With big changes in AI and technology comes many opportunities and chances to grow. It is important for freelancers to embrace this change and use it to their advantage. When asked about how AI is changing the way they work, more than a quarter of freelancers said AI is making them

more productive (29%), giving them new opportunities (29%), and improving the accuracy of their work (27%).

How do you think AI is changing the way you work?

6112 responses



Attitudes across generations

Generation Alpha

- A majority of freelancers (80%) are using AI for their work. This generation uses AI tools the most.
- One in five freelancers (21%) are using AI for a small portion (1-9%) of their work
- Over half (52%) of freelancers are very concerned about AI taking over their job, one in three (34%) are somewhat concerned, and a small amount (14%) are not concerned about it
- One in three (28%) freelancers are earning more than they did before AI, and one in five (26%) are earning the same amount

Generation Z

- A majority (76%) of freelancers are using AI for their work
- One in five (21%) freelancers use AI for more than half (50-74%) of their work
- About half (49%) of freelancers are very concerned about AI taking their job
- One in four (26%) of freelancers are earning more with AI, one in four (24%) are earning same as they did before AI, and one in five (20%) are earning a lot more

Millennial

- Majority (66%) of freelancers are using AI tools for their work

- About one in five (22%) freelancers use AI for a small portions (1-9%) of tasks
- Less than half (44%) of freelancers are very concerned about AI taking their job
- Over one fourth (27%) of freelancers are earning same as they did before AI, one in four (25%) are earning more, and one in five (20%) are earning a lot more

Generation X

- Majority (66%) of freelancers use AI tools for their work
- One in four (24%) freelancers use AI for a small portion (1-9%) of their tasks
- Less than half (37%) of freelancers are somewhat concerned with AI taking their jobs
- Almost half (42%) of freelancers are earning the same as they did before AI, one in five (19%) are earning more, and a small portion (18%) are earning less

Baby Boomers II

- Majority (67%) of freelancers use AI tools in their work
- One in three (33%) freelancers use AI for a small portion (1-9%) of tasks
- Over half (53%) of freelancers are not concerned about AI taking their jobs. This generation is the least concerned about AI.
- Over half (55%) of freelancers are earning the same as before AI, one in five (21%) are earning more, and a small portion (12%) are earning a lot more

Baby Boomers I

- Over half (61%) of freelancers are using AI tools for their work. This generation uses AI tools the least.
- One in five (20%) use AI very often for their work, while another one in five (20%) never use it
- One in four (25%) use AI for a small portion (1-9%) of their work, while another one in four (25%) use it for less than half (25-49%) of their work
- Less than half (45%) of freelancers are not concerned that AI is taking their jobs
- Around one in three (30%) of freelancers are earning more than they did before AI, one in four (25%) are earning the same, and another one in four (25%) earning a lot less

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Methodology

The survey conducted by [Freelancer.com](https://www.freelancer.com) aimed to gather insights on the utilization and opinion of generative artificial intelligence (AI) tools in the workplace among freelancers and employers globally. Between August and October 2024, a total of 4,363 individuals were surveyed for this study. Freelancers and employers disclosed their age range, geographic location, and occupation status before completing the survey. 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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