

## FOR IMMEDIATE RELEASE

Fusion Digital, a Sydney based digital marketing agency, has announced the findings of a comprehensive survey exploring the adoption and impact of Artificial Intelligence (AI) technology among Australian white-collar workers. The survey, which gathered responses from over 1,000 professionals across various industries, sheds light on how AI technologies are reshaping productivity, workplace habits, and employee perceptions.

### Key findings include:

- A staggering 86% of respondents use AI in their workplace, with ChatGPT being the most popular tool.
- Workers report saving an average of 4.6 hours per week thanks to AI, highlighting significant gains in efficiency.
- Surprisingly, 21% of professionals use AI tools secretly, indicating a gap in workplace policy and employee initiative.
- There's a notable generational divide, with Gen Z showing scepticism towards AI's accuracy and trustworthiness, aligning more closely with Baby Boomer sentiments than those of Millennials.
- Employees of larger companies (over 5000 employees) use AI tools for an average of 6.7 hours per week, in contrast to employees of small businesses (1-100 employees) who use them for approximately 3 hours per week
- Despite mixed feelings about AI's reliability, a majority see its value, with professionals willing to invest an average of \$60 per month on AI tools that enhance productivity.

Fusion Digital's survey offers a crucial snapshot of AI's evolving role within the Australian workforce, providing valuable insights for businesses, technologists, and policymakers alike.

*“Our research shows how much AI has impacted the workplace - specifically over the last 12 months. As digital marketers, we've seen first-hand the pace of change and adoption. This technology is here to stay - and it certainly won't be slowing down. I think we're a way off AI taking everyone's jobs, and at present we're seeing AI empower most employees to scale their output, productivity and value, although some work is needed for ethical policies and safeguards to catch up. There's competitive advantage on the table right now for those who apply and execute effectively, but this window is closing fast. The time for Australian professionals to get ahead of the AI revolution is now.”*

Scott Pittman, Founder, Fusion Digital Agency.

### For the full report and detailed insights, visit:

<https://fusiondigital.agency/blog-digital-pr/ai-australian-white-collar-workforce/>

### About Fusion Digital

Fusion Digital is a pioneering digital marketing agency dedicated to integrating SEO, content marketing, digital PR, and paid media to drive visibility, traffic, and growth for brands worldwide.

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