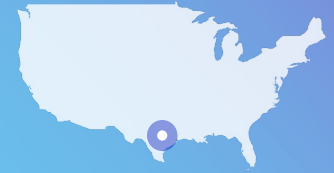


AI at Work Is Here. Now Comes the Hard Part



Finding 1

Employees want AI at work—and won't wait for companies to catch up

They're bringing their own tools even as leaders face AI inertia.

- **71%** of knowledge workers based in Austin use generative AI at work. (vs. **71%** of US knowledge workers)
- While **more than three-fourths** of leaders based in Austin believe their company needs to adopt AI to stay competitive, **half** of leaders based in Austin worry their organization's leadership lacks a plan and vision to implement it. (vs. **77%** and **60%** of US leaders)
- **74%** of AI users based in Austin are bringing their own AI to work (BYOAI). (vs. **63%** of US workers)



Finding 2

For employees, AI raises the bar and breaks the career ceiling

Some are itching for a career change, and there is a massive opportunity for those willing to skill up on AI.

- **Nearly 2 in 3** leaders based in Austin say they would not hire someone without AI skills. (vs. **65%** of US leaders)
- **More than half** of leaders based in Austin also say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without them. (vs. **71%** of US leaders)



Finding 3

The rise of the AI power user—and what they reveal about the future

Power users use AI at least several times per week. They say it saves them more than 30 minutes per day.

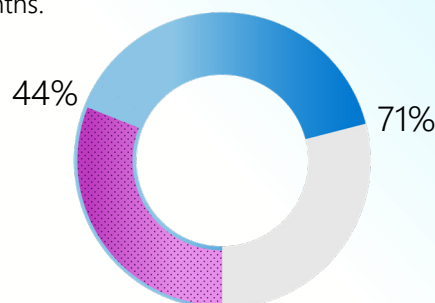
- **More than three-fourths** of AI power users based in Austin start their day with AI and **more than two-thirds** use it to get ready for the following day. (vs. **80%** and **82%** of US AI power users)
- AI power users based in Austin are about **30%** more likely to frequently ask co-workers what prompts they find most useful and **50%** more likely to experiment with different ways of using AI. (vs. **40%** and **45%** more likely for US AI power user)

Nearly Three Out of Four People in Austin Are Using AI at Work

Usage nearly doubled in the last six months.

71% of people are already using AI at work

44% of them started using it less than 6 months ago



Survey Questions:

How often do you use generative artificial intelligence (AI) for your work?

How long have you been using generative artificial intelligence (AI) at work?

Read the full report on [WorkLab](#)