

# Data Agility Survey on AI: Methods and Results

The objective of this survey was to gather the insights of Australian business and government leaders on the impact of artificial intelligence (AI).

We wanted to answer the question "Are Australian leaders ready for the impact of AI?". This is in line with the Department of Industry, Science, Energy and Resources shared Australia's Artificial Intelligence (AI) Action Plan.

This study is not the first of its kind. However, it does give a local, unique and current perspective on the impact of AI.

For example, [Microsoft conducted a survey](#) in 2019 that showed Australian businesses lagging behind other Asian countries in AI strategy. This study focused on specific industries and the data is already three years old. AI has changed significantly since then.

By sourcing current sentiment and data from leaders, we hope this study helps give a more updated insight into AI and its impact on Australian organisations. We also want the study to indicate forthcoming AI trends that could affect Australia in the coming years.

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australian information  
industry association

# Research Methodology

We designed a survey to gain insights into the thoughts and strategies of Australian leadership regarding AI. The survey collected respondent data at the end of 2021.

The respondents came from a variety of industries: professional service, finance, government, tech, infrastructure, health and more. In total, the number of respondents exceeded 280 leaders.

## **Statistically Significant Survey**

Definition of leader = Manager or high level of seniority

As per the 2016 Census there were 1.39 million managers in Australia. We've estimated there are 1.5 million leaders in 2022 across the private and public sectors.

Population size = 1,500,000

Confidence Level = 99%

Margin of Error = 8%

Therefore our survey would need a minimum of 260 respondents for the data to quality for the above attributes.

We reached 283 respondents, therefore our sample size and data is statistically significant.

## **Cross-sectional survey**

Cross-sectional surveys are an observational research method that analyses data of variables collected at one given point of time across a sample population or a pre-defined subset. The survey data from this method helps the researcher understand what the respondent is feeling at a certain point in time. It helps measure opinions in a particular situation.

## **Unbiased questions**

The core aim of the survey is accuracy of feedback. So we made sure to avoid leading questions, loaded questions, double-barreled questions, absolute questions and confusing questions.

We used scales, ratings and open-ended questions to make them objective.

## **Survey data collection method**

We used an online questionnaire administered via Google forms through our network, advertising, and AIIA's audience.

We also used SurveyMonkey's panel of Australian leaders as the second group of participants.

We used this combination of survey administration to ensure better and wider sample coverage to reduce coverage error.

## **Data analysis**

We used cross-tabulation to draw parallels between the different research parameters, such as industry and by seniority.

If you have inquiries about this study's methodology, please reach out to:

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