American Staffing Association

AI Outlook

Background and Methodology

Methodology

This survey was conducted online within the U.S. by The Harris Poll on behalf of ASA from June 20-22, 2023, among a total of 2,037 U.S. adults age 18 and older of whom 1,225 were employed.
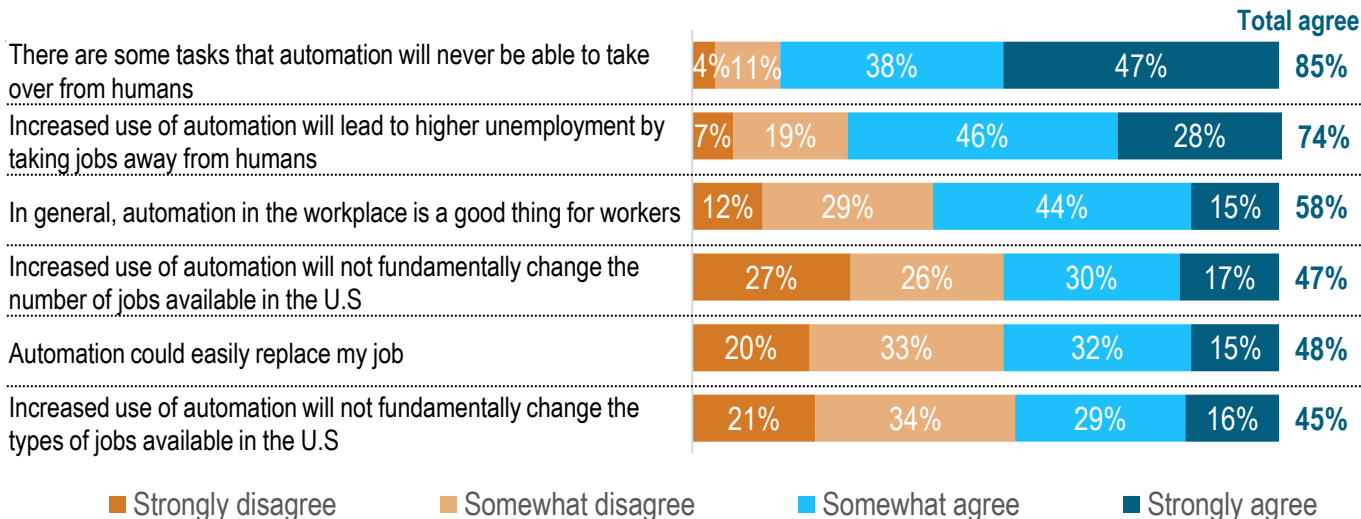
The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.7 percentage points using a 95% confidence level. Contact ASA with further questions about the methodology.

Note when reading tables

Circles on data points represent a statistical significance

Many Agree Automation Will Increase Unemployment, But Generally See it as a Good Thing for Workers

How much do you agree with the following:

Statement	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total agree
There are some tasks that automation will never be able to take over from humans	4%	11%	38%	47%	85%
Increased use of automation will lead to higher unemployment by taking jobs away from humans	7%	19%	46%	28%	74%
In general, automation in the workplace is a good thing for workers	12%	29%	44%	15%	58%
Increased use of automation will not fundamentally change the number of jobs available in the U.S	27%	26%	30%	17%	47%
Automation could easily replace my job	20%	33%	32%	15%	48%
Increased use of automation will not fundamentally change the types of jobs available in the U.S	21%	34%	29%	16%	45%

■ Strongly disagree   ■ Somewhat disagree   ■ Somewhat agree   ■ Strongly agree

Q8 . How much do you agree or disagree with each of the following statements about automation programs?
Base varies

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Women More Likely to See Automation as Cause of Higher Unemployment

"Total Agree" by Gender

Column %	Women	Men
Increased use of automation will lead to higher unemployment	79%	70%
In general, automation in the workplace is a good thing for workers	54%	62%
Increased use of automation will not fundamentally change the number of jobs available	43%	53%
Increased use of automation will not fundamentally change the types of jobs available	42%	48%

Oval indicates significant difference. Only items with significant differences shown.

Q8 . How much do you agree or disagree with each of the following statements about automation programs?
Base varies

Engineering/IT/Scientific Workers Most Likely to See Automation as a Good Thing for Workers

"Total Agree" by Sector

Column %	Office-clerical and administrative	Industrial	Health Care	Engineering, IT, and Scientific	Professional –Managerial
There are some tasks that automation will never be able to take over from humans	90%	81%	83%	87%	86%
Increased use of automation will lead to higher unemployment by taking jobs away from humans	83%	75%	75%	72%	71%
In general, automation in the workplace is a good thing for workers	58%	53%	58%	73%	58%
Increased use of automation will not fundamentally change the number of jobs available in the U.S	35%	46%	44%	54%	50%
Automation could easily replace my job	48%	56%	39%	51%	44%
Increased use of automation will not fundamentally change the types of jobs available in the U.S	36%	40%	41%	50%	48%

Oval indicates significant difference. Only items with significant differences shown

Q8 . How much do you agree or disagree with each of the following statements about automation programs?
Base varies

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Younger Generations More Likely to Believe Automation Could Easily Replace Their Job

"Total Agree" by Generation

Column %	Gen Z	Millennials	Gen X	Baby Boomers
There are some tasks that automation will never be able to take over from humans	75%	83%	87%	90%
In general, automation in the workplace is a good thing for workers	64%	63%	57%	52%
Automation could easily replace my job	55%	56%	41%	26%
Increased use of automation will not fundamentally change the number of jobs available in the U.S	61%	59%	46%	33%
Increased use of automation will not fundamentally change the types of jobs available in the U.S	56%	55%	43%	32%

Oval indicates significant difference. Only items with significant differences shown.

Q8 . How much do you agree or disagree with each of the following statements about automation programs?
Base varies

Hispanic and Black Workers More Likely to Believe Their Jobs Could be Easily Replaced by Automation

"Total Agree" by Race/Ethnicity

Column %	White	Hispanic	Black
There are some tasks that automation will never be able to take over from humans	88%	78%	78%
In general, automation in the workplace is a good thing for workers	55%	60%	67%
Increased use of automation will not fundamentally change the number of jobs available in the U.S	43%	54%	60%
Automation could easily replace my job	39%	56%	57%
Increased use of automation will not fundamentally change the types of jobs available in the U.S	40%	53%	52%

Oval indicates significant difference. Only items with significant differences shown.

Q8 . How much do you agree or disagree with each of the following statements about automation programs?
Base varies

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Higher Level Positions More Optimistic About Impact of Automation

"Total Agree" by Job Position

Column %	C-Suite position	Senior management	Middle management	Individual contributor	Entry level position
There are some tasks that automation will never be able to take over from humans	86%	90%	80%	88%	78%
Increased use of automation will lead to higher unemployment	71%	72%	65%	77%	77%
In general, automation in the workplace is a good thing for workers	73%	65%	60%	51%	54%
Increased use of automation will not fundamentally change the number of jobs available	62%	59%	58%	42%	51%
Increased use of automation will not fundamentally change the types of jobs available	55%	62%	52%	37%	45%

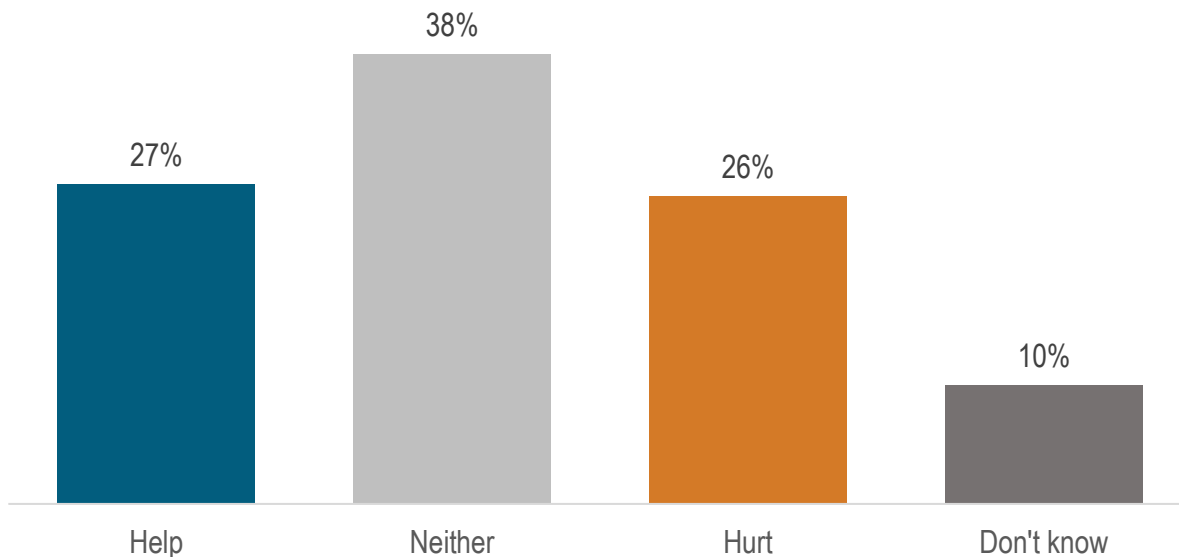Oval indicates significant difference. Only items with significant differences shown.

More Workers in 2023 See Themselves As Replaceable

How much do you agree with the following:

Total agree

2023 - 'Automation could easily replace my job
27% | 26% | 30% | 17% — **47%**

2017 - 'Automation (e.g. robots, AI) could easily replace my job
43% | 30% | 17% | 11% — **27%**

■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

Q8 . How much do you agree or disagree with each of the following statements about automation programs?
Base = employed respondents (n=1,154 in 2017; n=1,225 in 2023)

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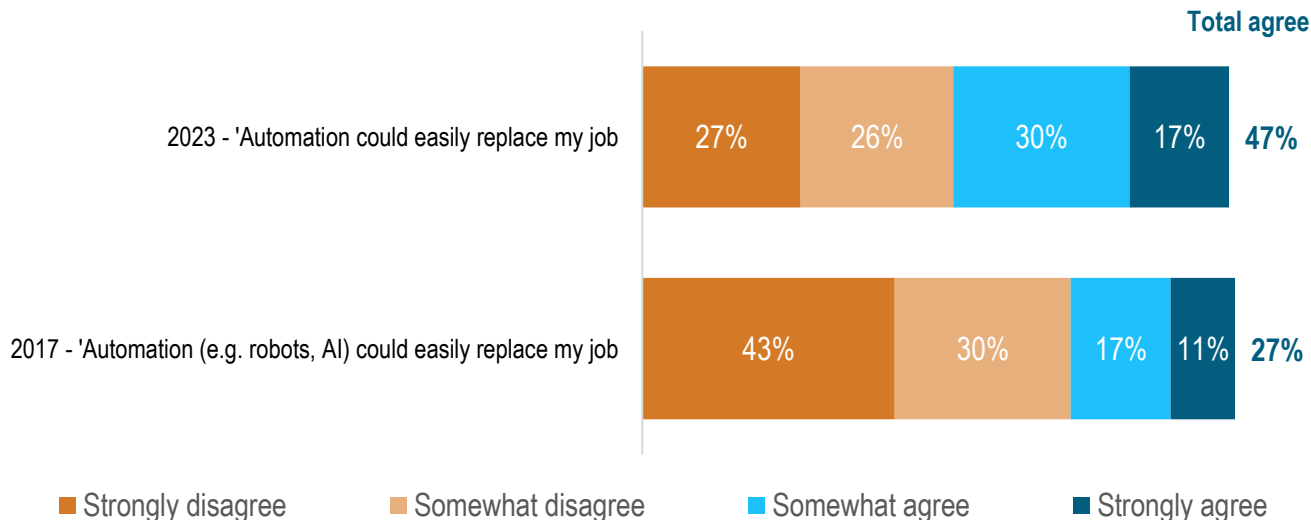
Workers Divided Over How Automation Will Affect Their Careers

C-Suite and Senior Management More Likely to Say Automation Will Help Career in Future

Future AI Career Impact

	C-Suite Position (n=171)	Senior Management (n=190)	Middle Management (n=287)	Individual Contributor (n=358)	Entry Level Position (n=219)
Help	36%	35%	27%	22%	20%
Neither help nor hurt	36%	39%	43%	36%	34%
Hurt	20%	19%	23%	31%	31%
Don't know	8%	7%	7%	11%	15%

Oval indicates significant difference.

Q7 Do you think that increased automation programs in the workplace will help or hurt your career in the future?
Base = varies

Hispanic and Black Employees More Likely to Say Automation Will Help Career in the Future

Future AI Career Impact

	White (n=760)	Hispanic (n=189)	Black (n=166)
Help	23%	34%	35%
Neither help nor hurt	40%	31%	35%
Hurt	27%	27%	22%
Don't know	10%	8%	8%

Oval indicates significant difference.

Q7 Do you think that increased automation programs in the workplace will help or hurt your career in the future?
Base = varies

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Workers in Younger Generations More Likely to Say Automation Will Help Career in Future

Future AI Career Impact

	Gen Z (n=218)	Millennials (n=450)	Gen X (n=360)	Baby Boomers (n=193)
Help	31%	35%	22%	12%
Neither help nor hurt	38%	34%	36%	47%
Hurt	22%	24%	28%	29%
Don't know	9%	6%	13%	12%

Oval indicates significant difference.

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Men More Likely to Feel Automation Will Help Career in Future

Future AI Career Impact

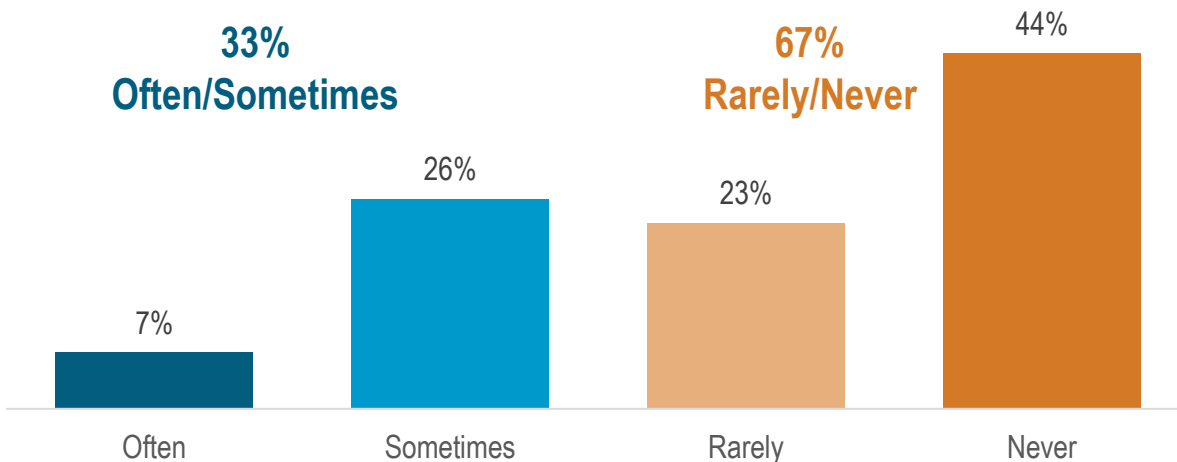|	Women (n=597)	Men (n=613)
Help	21%	33%
Neither help nor hurt	40%	36%
Hurt	26%	24%
Don't know	13%	7%

Oval indicates significant difference.

Q7 Do you think that increased automation programs in the workplace will help or hurt your career in the future?
Base = varies

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One Third Say They Use AI Sometimes or Often at Work

Frequency of Use of AI Tools at Work

33%
Often/Sometimes

67%
Rarely/Never

7%	26%	23%	44%
Often	Sometimes	Rarely	Never

Q5 How often do you use artificial intelligence (AI) tools currently for work?
Base = Employed U.S. adults; n = 1,224

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Engineering, IT, and Scientific Workers Use AI Tools at Work With Greatest Frequency

Frequency of Use of AI Tools at Work

	Office-clerical/ administrative (n=111)	Industrial (n=207)	Health Care (n=131)	Engineering, IT, and Scientific (n=154)	Professional– Managerial (n=544)
Total rarely or never	74%	78%	70%	45%	65%
Total sometimes or often	26%	22%	30%	55%	35%

Oval indicates significant difference.

Q5 How often do you use artificial intelligence (AI) tools currently for work?
Base = varies

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Gen Z and Millennials Use AI at Work More Frequently Than Older Generations

Frequency of Use of AI Tools at Work

	Gen Z (n=218)	Millennials (n=450)	Gen X (n=360)	Baby Boomers (n=193)
Total rarely or never	61%	54%	74%	93%
Total sometimes or often	39%	46%	26%	7%

Oval indicates significant difference.

Hispanic and Black Respondents More Likely to Use AI Tools Often or Sometimes at Work

Frequency of Use of AI Tools at Work

	White (n=760)	Hispanic (n=189)	Black (n=166)
Total rarely or never	73%	60%	58%
Total sometimes or often	27%	40%	42%

Oval indicates significant difference.

Q5 How often do you use artificial intelligence (AI) tools currently for work?
Base = varies

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