

How Do Employers and Workers Feel About AI?



1. Employers are Optimistic

72%

believe AI will positively impact business performance¹

¹ ManpowerGroup Employment Outlook Survey, Q3 2024 (n=40,374)



55%

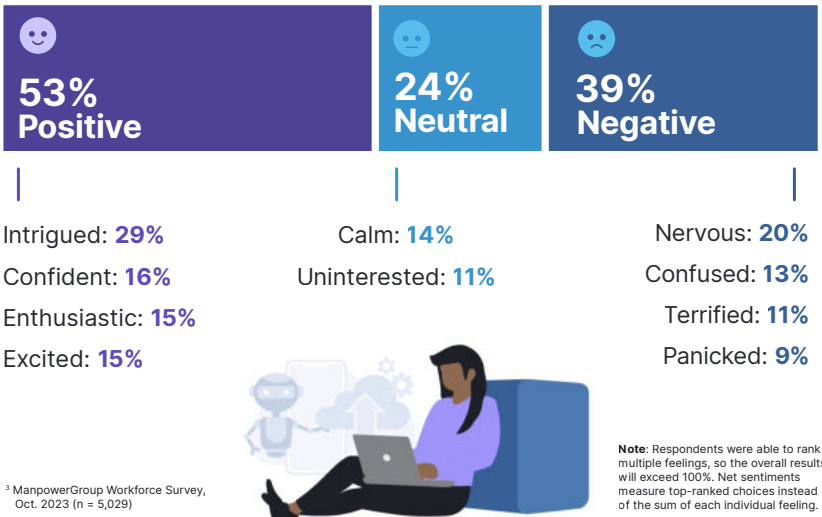
believe AI will increase headcount in the next two years²

² ManpowerGroup Employment Outlook Survey, Q3 2024 (n=40,374)



2. Workers Have Mixed Feelings

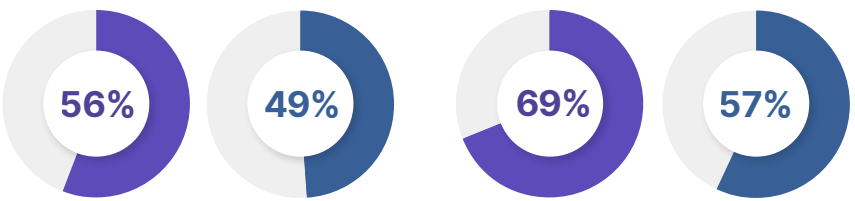
More than half (**53%**) feel positive, but many also expressed negative (**39%**) and neutral (**24%**) feelings.³



3. There Are Gaps in AI Optimism

While **56% of men** expressed positive feelings about AI, only **49% of women** felt the same.⁴

Senior leaders are more optimistic (**69%**) about the future impact of AI than **frontline workers** (**57%**).⁵



⁴ ManpowerGroup Workforce Survey, Oct. 2023 (n = 5,029)

⁵ ManpowerGroup Employment Outlook Survey, Q3 2024 (n=40,374)

