

Hey! What's New? 2025-130

PwC Survey Indicates That AI's Impact Is Growing

PwC's *Global Workforce Hopes and Fears Survey 2025* indicates that AI's impact is growing and that optimism about its potential greatly outweighs anxiety. But, says the survey report, "our study – one of the world's largest, with nearly 50,000 respondents spanning 28 sectors in 48 major economies – also shows daily usage is still relatively low and that leaders have big opportunities to unleash motivation and accelerate reinvention and growth."

Across the survey sample, the report says, "which extends from senior management to the front line, 54% of workers say they've used AI for their jobs in the past year. Most of these users are already seeing the benefits: about three-quarters say AI is increasing productivity and enhancing the quality of their work. Those who turn to generative AI (GenAI) daily are the most bullish: nine in 10 of these power users say they've not only experienced such improvements, but they also expect to see further advantages. Across our entire sample, workers are twice as likely to be curious or excited about AI's impact on their work as they are to be worried or confused."

But this is no time for complacency, the report says. "Despite the growing awareness of AI's potential, only 14% of workers say they use GenAI daily. Usage varies according to work type: 19% of office employees report using GenAI daily, compared to 5% among manual workers. But the average shows only a small increase on the 12% we reported in 2024 and is significantly lower than estimates we often hear from global executives.

An even smaller group – just 6% – report daily use of agentic AI, the next phase of GenAI in which intelligent systems can autonomously take on distinct tasks, including decision making. "Across the workforce, fewer than half expect technology change will significantly impact their jobs over the next three years, seeing it as no more disruptive than shifts in customer preferences or government regulations. By contrast, 70% of daily GenAI users expect major job impacts from the technology."

For employers, these findings are a stark reminder that they can and should do more to help workers understand, adopt and embrace AI's transformative power. "Employers may need to pay special attention to entry-level workers, nearly a third of whom say they're worried to a large or very large extent about AI's impact on their future, even as they're also curious (47%) and optimistic (38%) about its long-term societal effects."

According to survey findings, "uncertainty about AI's effects is exacerbating the stark reality that many employees are feeling overwhelmed. While 70% of our survey respondents say they feel satisfied with their work at least once a week (including 22% who feel satisfied daily), there are also signs of stress. More than half are dealing with financial strain, and nearly as many say they're fatigued. This heightens the need for employers to cultivate trust, alignment and a sense of safety in the workforce. We've said this before, and this year's survey only reinforces the message: these aren't passing concerns but are ongoing priorities employers can't afford to ignore."

New to the survey this year: the use of advanced statistical methods to explore motivation – the fuel for innovation, reinvention and growth. "We find there are big payoffs in motivation when

workplaces build trust, nurture skills and offer meaningful work, strategic alignment and psychological safety. Taken together, these findings suggest leaders should try to co-create the future with their people.”

Perhaps unsurprisingly, job security, and – even more than that – optimism about the future of their roles, are top motivators for workers. But, the report notes, “today’s uncertain environment represents a challenge for management, given the scale of disruption. Step one: acknowledge the uncertainty.”

It goes on to say that “workers seem realistic about the business climate they face: only 53% feel strongly optimistic about the future of their roles, with non-managers (43%) trailing far behind executives (72%). Industries are at different stages of adopting AI and translating it into productivity gains, so it’s hardly surprising that workers’ attitudes vary accordingly: our survey found greater optimism in the technology and banking sectors, for example, and less among retail employees.”

The report concludes by noting that “the leadership challenge is not only to deploy AI – it’s to ensure workers feel prepared, motivated and aligned to embrace it. Our survey shows motivation is strongest when employees see a future for themselves and have access to learning; believe in management and its priorities; experience meaning, psychological safety, and positive emotions at work; and feel financially rewarded. These aren’t new priorities, but they’re even more important as leaders seek to energize their employees for the future of work. With trust, clarity and cultural support, today’s uncertainty can become tomorrow’s AI readiness.”

For a whole lot more, get the survey at [Global Workforce Hopes and Fears Survey 2025 | PwC](#).