



PwC's 2024 AI Jobs Barometer

How will AI affect jobs, skills, wages,
and productivity?



PwC's 2024 AI Jobs Barometer goes beyond predictions about AI's impact to find evidence by analysing over half a billion job ads. The Barometer reveals how AI is transforming the world of work, making people and businesses more productive while changing what it takes for workers to succeed.

Headline Findings

4.8x

Sectors with highest AI penetration are seeing almost fivefold (4.8x) greater labour productivity growth. Rising labour productivity can generate economic growth, higher wages, and enhanced living standards.

25%

Jobs that require AI specialist skills carry up to a 25% wage premium in some markets.

3.5x

Growth in jobs that require AI specialist skills has outpaced all jobs since 2016 (well before ChatGPT brought fresh attention to AI), with numbers of AI specialist jobs growing 3.5 times faster than all jobs.

25%

Skills sought by employers are changing at a 25% higher rate in occupations most able to use AI. To stay relevant, workers in these jobs will need to build or demonstrate new skills.



Half a billion job ads reveal AI's impact

AI is the Industrial Revolution of knowledge work, transforming how all workers can apply information, create content, and deliver results at speed and scale. How is this affecting jobs? With the AI Jobs Barometer, PwC set out to find empirical evidence to help sort fact from fiction.

PwC analysed over half a billion job ads from 15 countries to find evidence of AI's impact at worldwide scale through jobs and productivity data.

PwC tracked the growth of jobs that demand specialist AI skills (such as machine learning or neural networks) across countries and sectors as an indication of AI penetration.¹ We find that AI penetration is accelerating, especially in professional services, information & communication, and financial services. Workers with specialist AI skills command significant wage premiums, suggesting that their abilities to deploy AI are valuable to companies.

¹ AI's true penetration into the economy may be even greater than reflected in this analysis. By focusing on job ads, this analysis captures AI's impact on job changers, but does not capture AI usage or upskilling for existing employees.

The AI Jobs Barometer uses half a billion job ads from 15 countries to examine AI's impact on jobs, skills, wages, and productivity



But AI's impact is not limited to only those workers who have specialist AI skills. Many, if not most, workers who use AI tools in their work do not have or need these specialist skills. For example, a limited number of workers with specialist AI skills may design an AI system or tool for a company that is then used by hundreds or thousands of the company's customer service agents, analysts, or lawyers - none of whom have specialist AI skills. In fact, one thing that makes a well-known form of AI - generative AI - such a powerful technology is that typically it can be operated using simple everyday language with no technical skills required.

To capture AI's impact on all jobs, PwC analysed all jobs (and sectors) by their level of 'AI exposure.' A higher level of AI exposure means that AI can more readily be used for some tasks. Examples of occupations with higher AI exposure are financial analysts, customer service agents, software coders, and administration managers. The analysis revealed that sectors with higher AI exposure are experiencing much higher labour productivity growth. At the same time, the skills demanded by employers in AI-exposed occupations are changing fast. Read on to learn more.



Key Terms

‘AI specialist skills’: Specialist, technical AI skills like deep learning or cognitive automation. See Appendix One for AI skills list.

‘AI specialist jobs’: Jobs that require specialist, technical AI skills.

‘All jobs’: All jobs in all occupations.

‘AI-exposed’: Describes all jobs or sectors in which AI can readily be used for some tasks (based on definition of AI Occupational Exposure developed by Felten et al.)

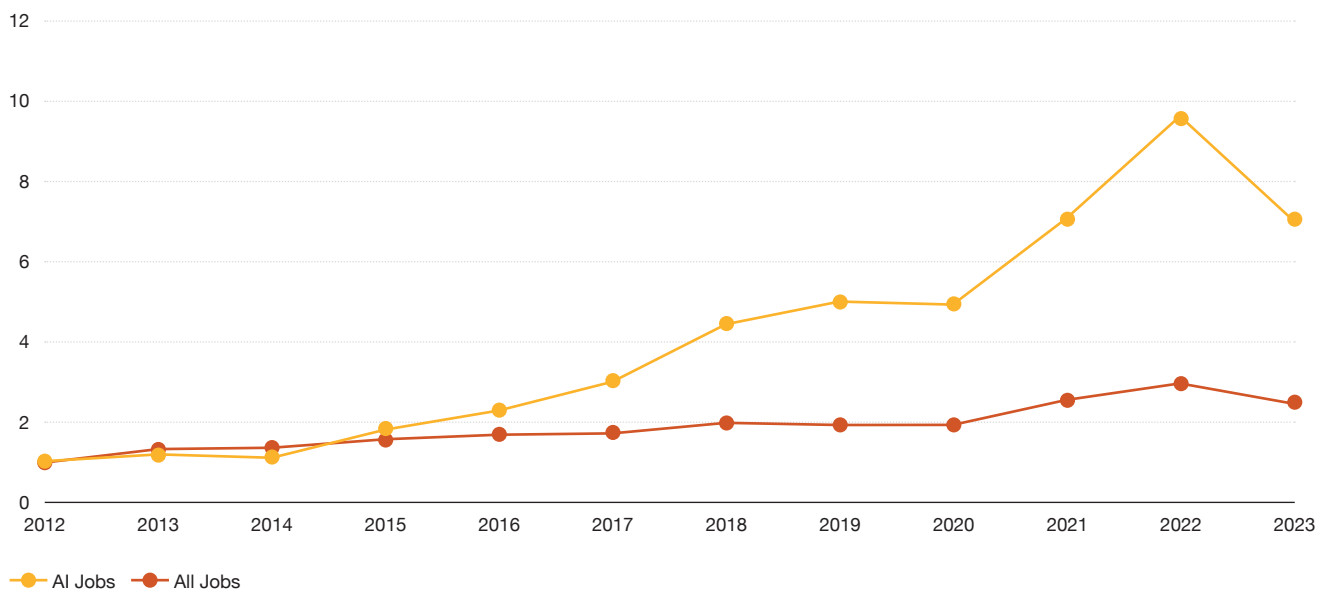
AI penetration is accelerating

Attention to AI's impact on the jobs market exploded in November 2022 with the launch of ChatGPT 3.5. However, the data shows that AI had quietly exerted a growing impact on the jobs market years before. Growth in AI specialist jobs has outpaced growth in all jobs since 2016, well before ChatGPT brought fresh focus to AI.

Today, there are seven times as many postings for specialist AI jobs as there were in 2012. In contrast, postings for all jobs have grown more slowly, doubling since 2012. Put another way, openings for jobs that require specialist AI skills have grown 3.5 times faster than openings for all jobs since 2012.

Growth in AI jobs has outpaced all jobs since at least 2016

Number of Job Postings, relative to 2012



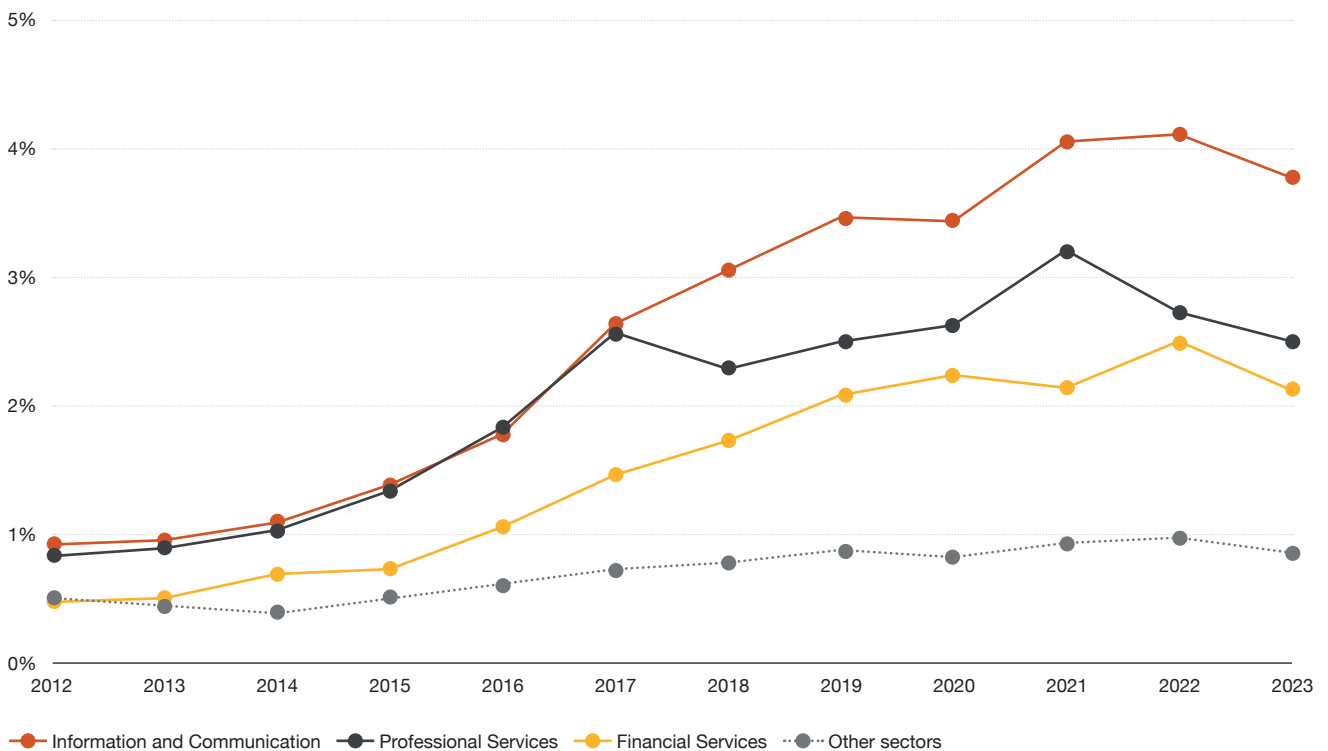
Source: PwC analysis of Lightcast data. The analysis represents six of the fifteen countries: US, UK, Singapore, Australia, Canada, and New Zealand. Nine countries have been excluded due to data prior to 2018 being unavailable: France, Germany, Belgium, Denmark, Spain, Italy, Netherlands, Norway, and Sweden.

The 2022 peak in job postings above represents exceptionally high demand for workers which gradually eased in 2023 as job market conditions returned toward normal.

Knowledge work sectors have higher AI penetration

Knowledge work sectors in particular are seeing growing demand for jobs that require specialist AI skills. The share of job ads requiring these skills is higher in professional services, information & communication, and financial services - precisely those sectors predicted to be most exposed to AI.² Financial services has a 2.8x higher share of jobs requiring AI skills vs other sectors, professional services is 3x higher, and information & communication is 5x higher.

Share of job postings by sector requiring AI skills



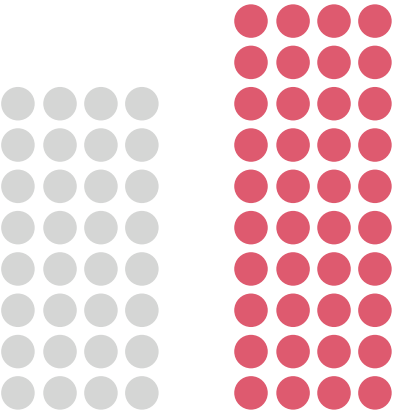
Sources: PwC analysis of Lightcast data, UK Government Impact of AI on Jobs 2023. "Other sectors" includes Agriculture, Mining, Power, Water, Retail trade, Transportation, Accommodation, Real Estate, Administrative activities, Arts and Entertainment, Household activities, Construction, Manufacturing, Education, Health and Social Activities and Extraterritorial Activities sectors. Chart includes all 15 countries in this study.

² AI Occupational Exposure (AIOE), constructed by Felten et al (2021), scores and measures the degree to which occupations rely on abilities in which AI has made the most progress in recent years, meaning AI can more readily be used for some tasks in those occupations.



AI specialist jobs command up to a 25% wage premium on average

AI's value to companies is made clear by what is happening with the wages of workers with AI specialist skills - the very people who are making the AI revolution possible.



25%

Up to 25% wage premium for workers with specialist AI skills

As we have seen, growth in jobs demanding AI specialist skills has outpaced growth in all jobs since 2016. What’s more, these jobs carry up to a 25% wage premium on average, underlining the value of these skills to companies.

Below are average AI wage premiums for five countries for which there is sufficient data to perform the analysis. To show how this wage premium can affect individual occupations, wage premiums for selected occupations are given.

Wage premium for job vacancies which require AI skills by country

Occupation	Country AI Wage Premium				
	USA	UK	Canada	Australia	Singapore
Database Designers and Administrators	+53%	+58%	+8%	+14%	+35%
Lawyers	+49%	+27%	-	-	-5%
Sales and Marketing Managers	+43%	+14%	+3%	+7%	+3%
Financial Analysts	+33%	+32%	-	-	+11%
Applications Programmers	+32%	+24%	-	+7%	+34%
Systems Analysts	+30%	+34%	+15%	+7%	+28%
Accountants	+18%	+5%	+17%	-	+4%
Average wage premium across all jobs	+25%	+14%	+11%	+6%	+7%

Sources: PwC analysis of Lightcast data, ISCO-08 Occupation Codes (4-digit level). 2023 data. These findings do not demonstrate a causal relationship. These estimates are calculated by comparing the average salaries of AI job postings to those of non-AI postings for the same occupations. Two filters are applied to ensure (1) the count of AI job postings and (2) the ratio of AI jobs:non-AI jobs being compared is above a certain threshold. The analysis provided represents five of the 15 countries: UK, USA, Singapore, Canada and Australia. The remainder of the countries have been omitted from this analysis as the data was less extensive: New Zealand, Italy, France, Germany, Spain, Belgium, Netherlands, Denmark, Norway and Sweden.

For example, job ads for US sales managers that require AI specialist skills offer wages that are on average 43% higher than job ads for sales managers that do not require AI skills. Canada’s accountants can enjoy a 17% wage premium if they have AI specialist skills, and UK employers are willing to pay a 27% premium for lawyers equipped with AI skills.



AI appears to be driving a productivity revolution

So far this report has discussed jobs which require specialist AI skills like deep learning or natural language processing. But many, if not most, workers who use AI tools in their work do not have these skills. To understand how AI is affecting *all* jobs, PwC examined jobs and sectors by their levels of 'AI exposure' which means the degree to which AI can readily be used for some tasks. PwC's analysis revealed how higher levels of AI exposure appear to be affecting workers' productivity, numbers of job openings, and the skills that jobs require. First, let's see how AI may be affecting productivity.

Labour productivity growth has been sluggish in many nations for years. OECD countries have experienced a lost decade of labour productivity growth with weak average annual rises of 1.1% from 2011 to 2020, followed by declines in both 2021 and 2022.³



³ OECD, Labour Productivity and Utilisation. The pandemic had a negative impact on productivity in 2020-2022.

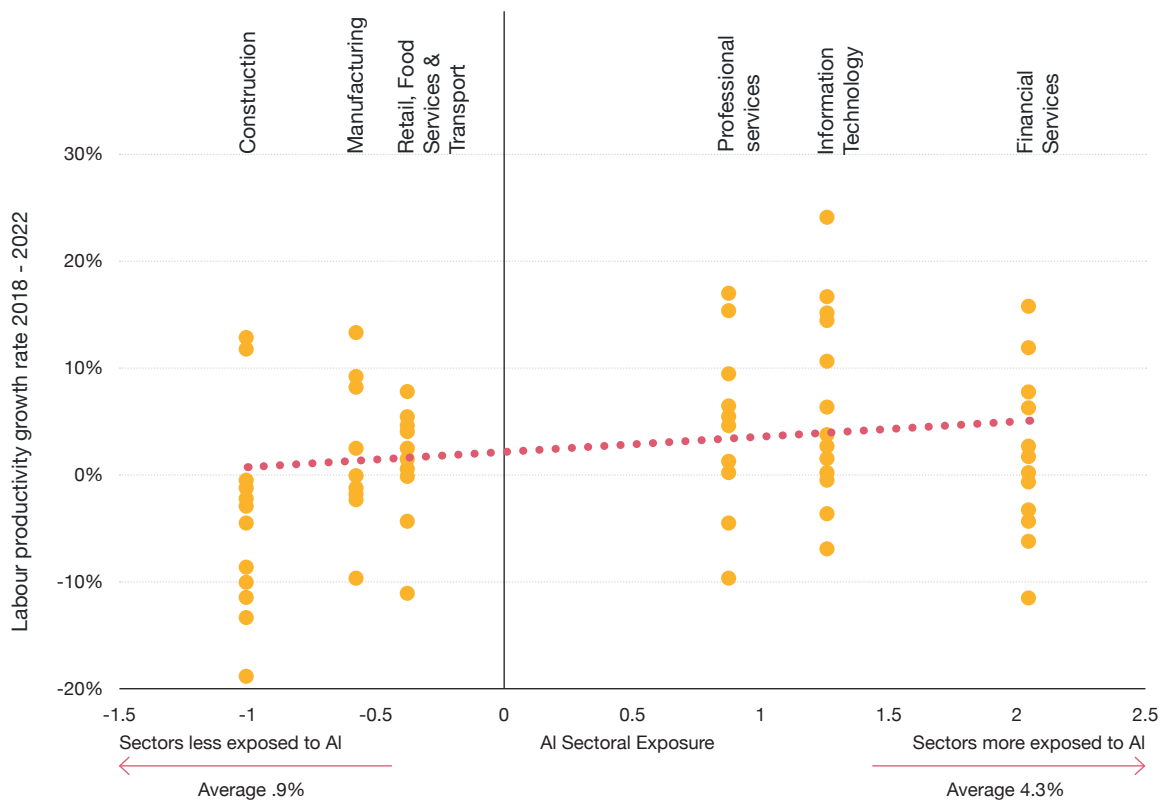
This stagnant labour productivity is a serious problem because it is a drag on economic growth, reducing potential tax revenues, chipping away at investment in public services and flatlining living standards.

Recently there has been much speculation that AI can supercharge workers' productivity. The good news is there is now evidence to suggest that this is not just wishful thinking, and is already fast becoming reality.

We have seen that three sectors - financial services, IT, and professional services - have higher AI exposure and higher AI penetration. How is this affecting productivity?

The data shows that these three sectors are seeing nearly 5x faster productivity growth than sectors with lower AI exposure (such as transport, manufacturing and construction).

AI exposure and labour productivity growth rate by sector. Each dot represents a country.



Sources: PwC analysis of OECD data, Felten et al. (2021). The AI Occupation Exposure (AIOE) constructed by Felten et al's (2021) AI Occupational Exposure (AIOE) scores and measures the degree to which occupations rely on abilities in which AI has made the most progress in recent years, meaning AI can more readily be used for some tasks. The AIOE score is a relative measure, where higher numbers indicate greater exposure to AI, meaning that even negative values still imply a certain degree of exposure to AI. To measure the growth rate in labour productivity, PwC used the OECD's GVA per person employed metric, indexed on 2018. Due to the availability of the OECD data, PwC focused on just six sectors. The 2023 OECD labour productivity data has not been released. Therefore the labour productivity growth rate between 2018 and 2022 is considered. If the view that AI is increasing productivity is correct, it would be expected that the pattern of stronger productivity growth for AI-exposed sectors would continue or accelerate in 2023. The '4.8x higher growth' is a comparison of averaged labour productivity growth rates; absolute growth rates are 0.9% and 4.3%.

While it is not possible to prove causation, this is an intriguing pattern. Unlike the computer revolution which took significant time to enhance productivity (economist Robert Solow once observed that the impact of the computer age was evident everywhere but in the productivity statistics), the data suggests AI is already doing so, right now. AI may be compressing the ‘productivity J-curve’⁴ in which new technologies can take significant time to cause a sharp uptick in productivity.

PwC’s [2024 Global CEO Survey](#) confirms that 84% of CEOs whose companies have begun to adopt AI believe it will increase efficiency in their employees’ time at work.⁵ Increasing productivity means more than just doing the old things faster. It also means finding new, AI-powered ways to create value. In fact, 70% of CEOs say that AI will significantly change the way their company creates, delivers and captures value over the next three years.

AI does more than help workers do the old things faster. AI opens the door to new business models and ways of creating value.

The implications for business are huge. Global CEOs anticipate that one form of AI - generative AI - will deliver significant top and bottom line benefits, with 46% saying it will increase profitability, and 41% saying it will increase revenue.

Investors agree. PwC’s [2023 Global Investor Survey](#) shows that investors believe accelerated adoption of AI is critical to the value equation, with 61% of investors saying faster adoption is very or extremely important. When responses indicating ‘moderately important’ are included, the proportion jumps to 85%.

All of this adds up to a positive story for the global economy: a revolution in productivity and value creation.

⁴ Productivity J-curve, Brynjolfsson et al., National Bureau of Economic Research.

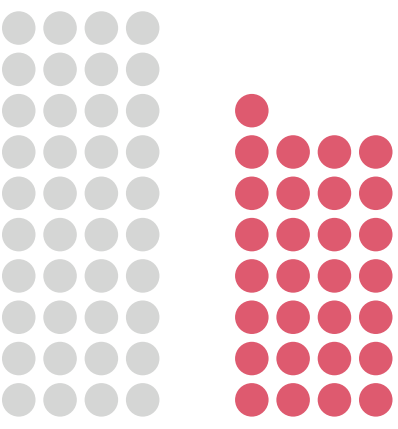
⁵ Around a third of the respondents in our 2024 Global CEO Survey have begun to adopt AI. Of these, 84% believe it will increase employees’ efficiency. These findings suggest that companies leading the way on AI deployment are seeing the benefits.



AI is helping to ease labour shortages

In AI-exposed occupations such as customer services and IT - a number of which have acute labour shortages - jobs are still growing, but 27% more slowly on average.

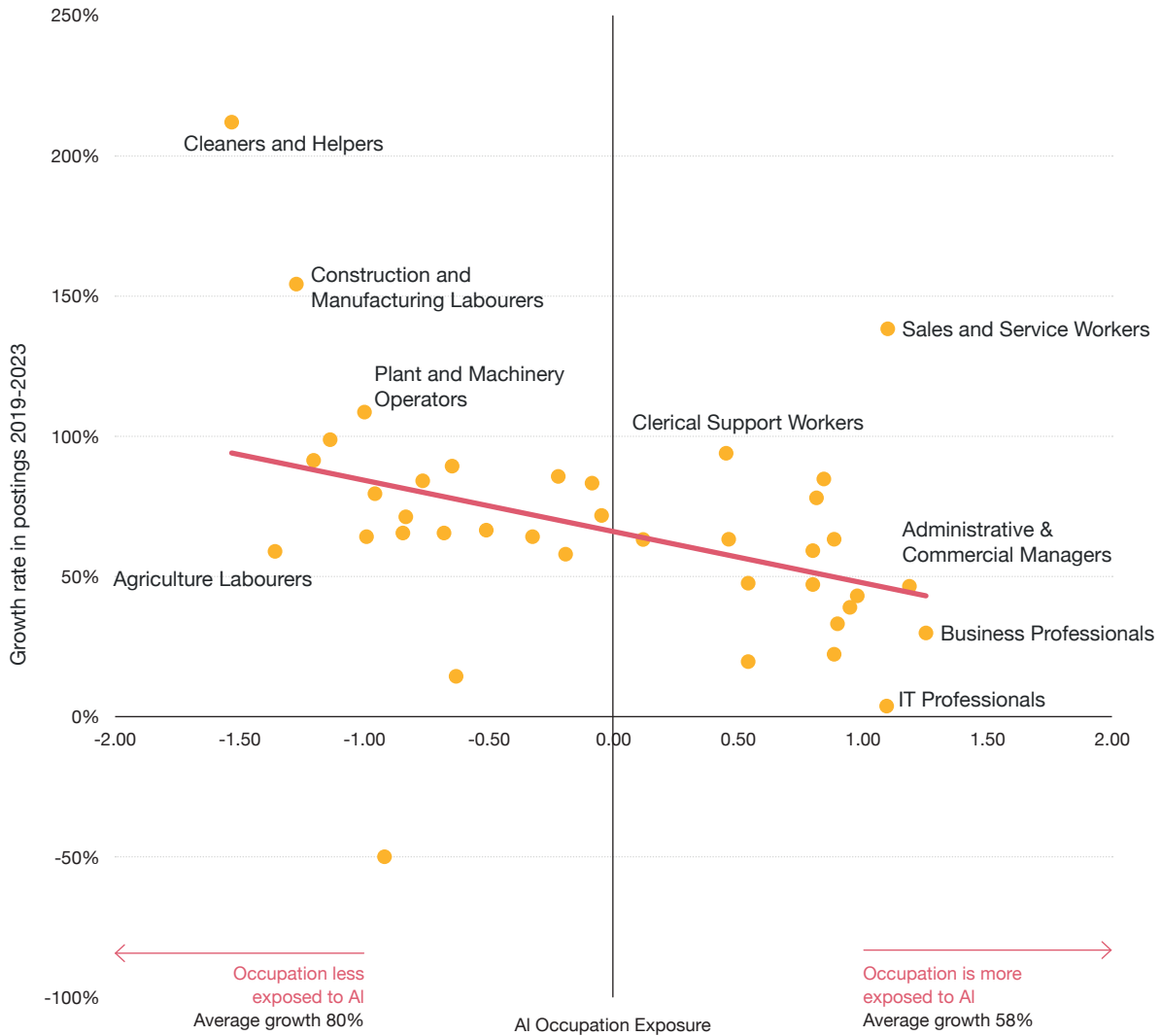
This could be good news for many nations facing shrinking working age populations and vast unmet needs for labour in many sectors. AI can help to ensure that the labour supply is available for the economy to reach its full potential.



27%

Lower job growth in AI-exposed occupations
(though jobs still growing overall)

Job openings are still growing in AI-exposed occupations, but more slowly



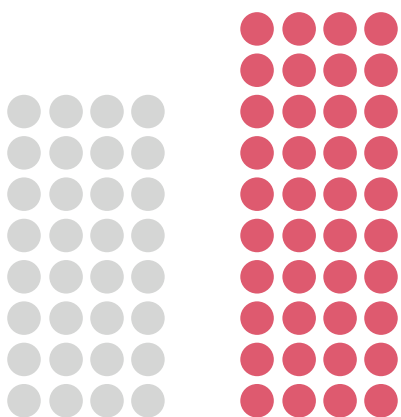
Sources: PwC analysis of Lightcast data, ISCO-08 Occupation Codes (2-digit level) and Felten et.al AI Occupation Exposure. The cross-country comparison on the right hand side considers the difference in the growth in job postings between the occupations most exposed to AI and those least exposed to AI.

It is important to emphasise that job numbers in AI-exposed occupations are *still growing*. The data suggests that AI does not herald an era of job losses but rather more gradual jobs growth, helping to enable companies to find the workers they need.



What this means for workers: Build skills for an AI age

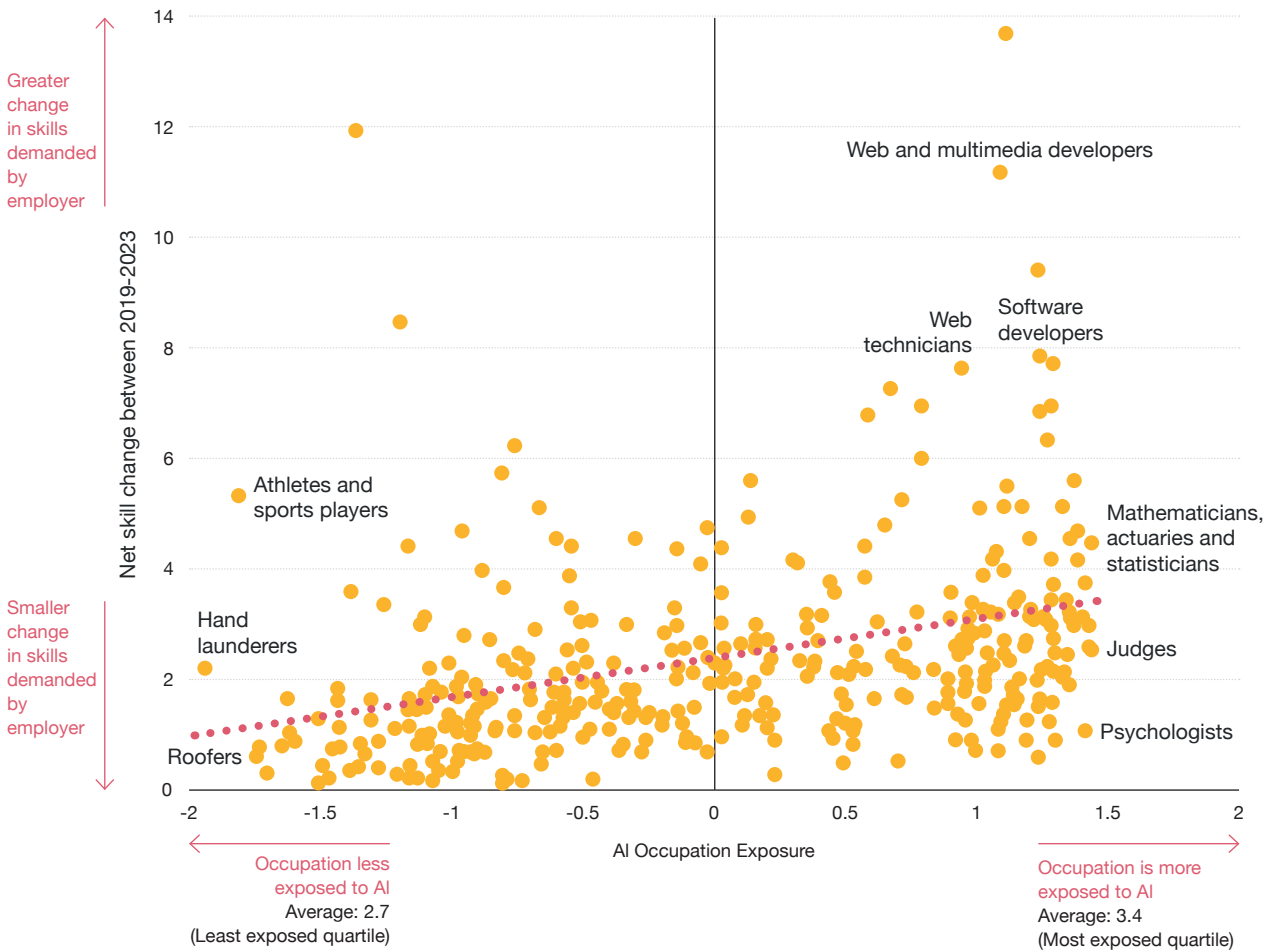
The skills required by employers in AI-exposed occupations are changing fast. Old skills are disappearing from job ads - and new skills are appearing - 25% faster than in roles less exposed to AI.



25%

higher skills change in AI-exposed
occupations

Change in skills demanded by employers for occupations more (and less) exposed to AI



Sources: PwC analysis of Lightcast data, ISCO-08 Occupation Codes (2-digit level), Felten et al. (2021). The net skill change is based on Deming and Noray (2020) and is calculated by using the difference between 2019-2023 in the total number of skills required by job occupations using the ISCO-08 4-digit occupational codes. The AI Occupation Exposure is from Felten et al's (2021) and measures the degree to which occupations rely on abilities in which AI has made the most progress in recent years, meaning AI can more readily be used for some tasks. The correlation coefficient is .31 and is the statistical measure that quantifies the strength and direction of a linear relationship between net skill change and AI Exposure. To calculate the average net skill changes for the most and least exposed occupations to AI, an average of the net skill change of the top and bottom quartile of occupations is taken based on their exposure to AI. See Appendix Two for formula.

Workers in AI-exposed roles may need to demonstrate or acquire new skills to stay relevant in a jobs market that is fast-evolving. PwC's 2024 Global CEO Survey makes it clear that 69% of CEOs anticipate that generative AI will require most of their workforce to develop new skills, rising to 87% of CEOs who have already deployed generative AI. Workers need to take ownership of their learning, rapidly developing the skills to remain relevant and to embrace the opportunity AI brings.

There are clues to which skills workers may want to build to prosper in an AI age. Some of the skills rising fastest in demand are those which cannot easily be performed by AI. Below are four of the skills categories rising fastest in demand, and for each category a few examples are provided of specific skills with growing demand. From dam construction to sports instruction, some skills with booming demand are relatively hard for AI to perform.

FASTEST growing skill categories

		Skill sub-category	Growth in skills sub-category
Performing Arts, Sports, and Recreation	+155%	Yoga	+426%
		Sport Instructors	+178%
		Swimming	+20%
		Creative Arts	+18%
Personal Care and Services	+82%	Child Safeguarding	+156%
		Laser Hair Removal	+84%
		Skin Treatments	+41%
		Funeral Arrangements	+11%
Energy and Utilities	+58%	Solar Development	+87%
		Water Metering	+58%
		Energy Trading	+44%
		Dam Construction	+33%
Environment	+48%	Sediment Sampling	+84%
		Ecological Restoration	+57%
		Waste Collection	+32%
		Flood Controls	+17%

Sources: PwC analysis of Lightcast data. Data based on 2019-2023. The overall growth in skill categories is calculated as the change in the average share of the skill category for all countries between 2019 and 2023.

On the other hand, what skills are declining in demand? Below are four skills categories with the steepest declines in employer demand, with a few illustrative examples of specific skills with falling (or rising) demand within each category.

The AI transformation is clear to see in categories like Information Technology where demand for AI-related skills like 'AI/Machine Learning Inference'⁶ is flourishing, while

⁶ AI/Machine Learning Inference means applying a machine learning model to a dataset to generate an output, insight, or prediction.

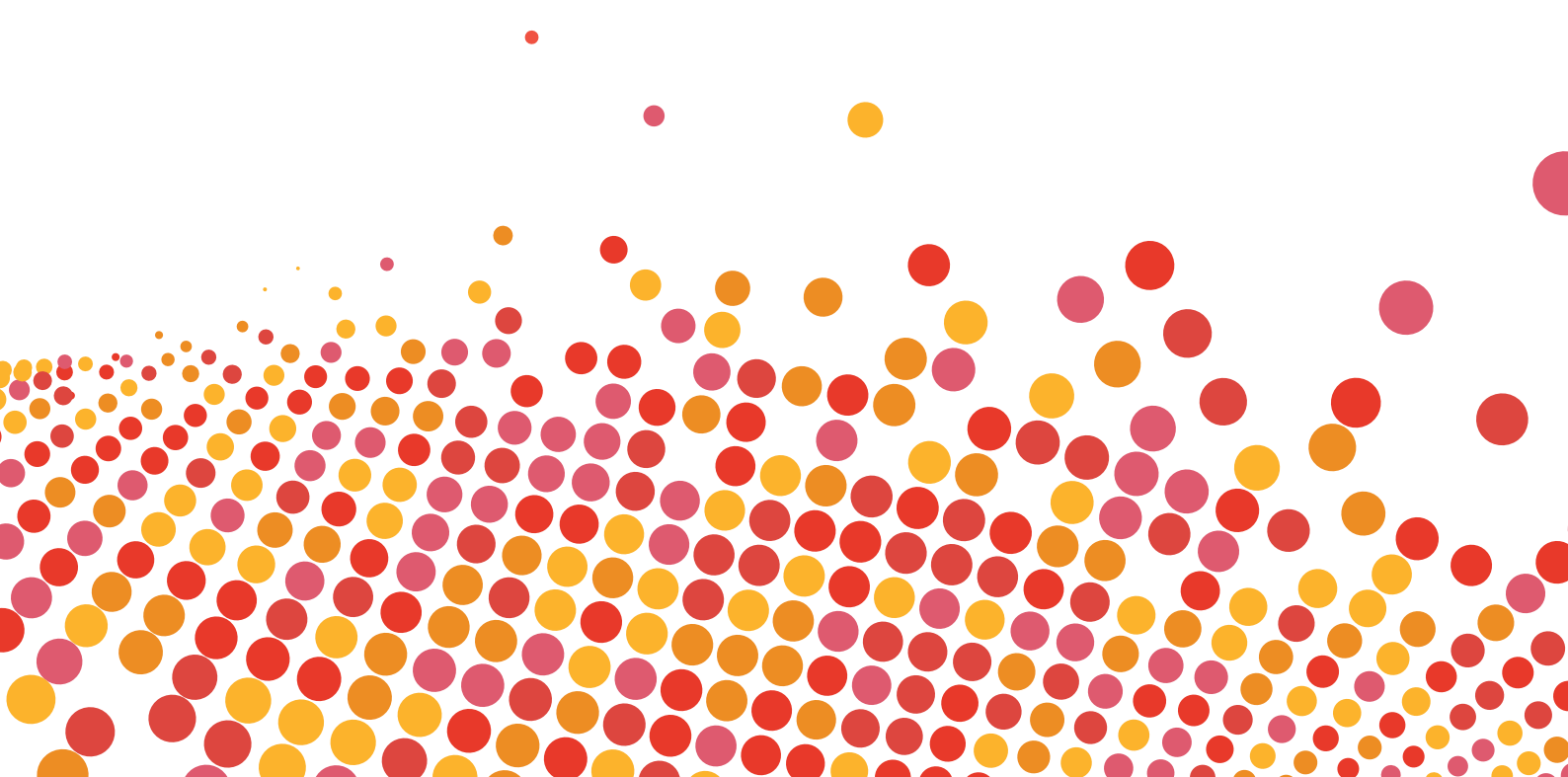
demand for some skills that may be more readily replaced by AI (such as coding in Javascript) is falling. The Analysis category shows a similar pattern with soaring demand for Natural Language Programming (an AI skill) and declining demand for Regression Analysis, a type of analysis AI can help to perform.

SLOWEST growing skill categories

		Skill sub-category	Growth in skills sub-category
Information Technology	-26%	AI/ML Inference	+113%
		Smart Devices	+81%
		Cloud Operations	-7%
		Javascript	-37%
Design	-23%	Game Design	+12%
		Visual Effects	-11%
		Computer Graphics	-30%
		Interface Design	-46%
Sales	-20%	Pipeline Management	+6%
		Consumer Sales	-11%
		Online Auctions	-23%
		Cold Calling	-37%
Analysis	-14%	Natural Language Programming	+64%
		Asset Analytics	+3%
		Data Synthesis	-8%
		Regression Analysis	-21%

Within the slowest growing skills categories, some sub-categories buck the trend and are growing fast. Some of these (like AI/ML Inference) are AI skills.

Sources: PwC analysis of Lightcast data. Data based on 2019-2023. The overall growth in skill categories is calculated as the change in the average share of the skill category for all countries between 2019 and 2023.





No going back to yesterday's jobs market - but vast opportunities await those who adapt to an AI age

AI is redefining what it means to be a financial analyst, a software coder, a customer service agent (and many more roles), opening up whole new possibilities for workers to deliver impact. Workers who learn to harness AI are likely to have bright futures in which they can generate greater value and could consequently have greater bargaining power for wages - all within a context of rising societal prosperity.

Workers agree. PwC's [2023 Global Workforce Hopes and Fears Survey](#) shows workers expect mostly positive benefits from AI with 31% expecting AI to increase their productivity/efficiency and 21% expecting AI to create new job opportunities.

Many who predict AI will cause a sharp decline in job numbers are asking the wrong question. Those who predict AI will have a negative impact on total job numbers often look backward, asking whether AI can perform some tasks in the same way as they have been done in the past. The answer is yes. But the right question to ask is this: How will AI give us the power to do [entirely new things](#), generating new roles and even new industries?



“

AI makes human labour more relevant and valuable, opening up new opportunities for people to develop new skills and enter new roles. AI will create new jobs for people that we haven't yet begun to imagine. Many of the fastest-growing jobs of today - from cloud engineer to digital interface designer - didn't exist 10 or 20 years ago and have been generated by technology. Like a spreadsheet or a saw, AI is a tool that makes people more powerful and capable. Workers who build the skills to harness AI will be more valuable than ever.

”

Pete Brown, Global Workforce Leader, PwC UK

AI often performs best in partnership with people. Without oversight, AI can miss context and nuance or give poorer quality output. Only humans can fully appreciate and navigate the people, processes, and context of individual organisations and situations.



“

As technology gets better at being technology, humans can get better at being humans. There is clear evidence that AI often delivers the best outcomes when used in partnership with people. The AI era requires a new style of leadership, an openness to bold transformation and inventive thinking about how AI and people together can create new forms of value.

”

Carol Stubbings, Global Markets and TLS Leader, PwC UK

Our analysis (particularly the finding about AI's potential impact on productivity) suggests that AI's effect on jobs may be similar to that of the internal combustion engine in the 20th century which reduced numbers of some jobs (such as horse trader) while at the same time creating far more jobs than it displaced (from truck driver to road engineer to traffic police).



“

AI provides much more than efficiency gains. AI offers fundamentally new ways of creating value. In our work with clients, we see companies are using AI to amplify the value their people can deliver. We don't have enough software developers, doctors, or scientists to deliver all the code, healthcare, and scientific breakthroughs the world needs. There is a nearly limitless demand for many things if we can improve our ability to deliver them.

”

Scott Likens, Global AI and Innovation Technology Leader, PwC US

Far from heralding the end of jobs, AI signals the start of a new era in which workers can be more productive and valuable than ever.

Instead of focusing only on how AI can take on some tasks formerly done by people, we should think inventively about how to make the most of AI to create new industries and new roles for people. Embracing AI in this way is one way to bring about continued positive outcomes for workers. Economist Eric Brynjolfsson observed, 'If AI is used mainly to mimic humans, to replace humans with machines, it is likely to lead to lower wages and more concentration of wealth. If we use AI mainly to augment our skills, to do new things, then it is likely to lead to widely shared prosperity and higher wages.'⁷

⁷ *The Second Machine Age*, Eric Brynjolfsson



Next steps for companies, workers, policymakers

There is no going back to yesterday's jobs market, but - if carefully managed - the AI revolution could bring a bright future for workers and companies. Below are steps that companies, workers, and policymakers can take to help realise AI's promise to grow productivity and fuel rising shared prosperity.

Here is what companies can do. Business leaders can embrace, experiment, and create new uses of AI. They can think beyond using AI to do things the way they have been done in the past and instead use AI to generate new ways to create value. While AI can help to make existing processes more efficient, companies can realise even more benefit from AI by using it to reinvent business models or pioneer new product lines. Thinking inventively about how to use AI helps the company to be the disruptor rather than the disrupted, and it helps to create new opportunities for people.

Business leaders should view AI as a complement to people that is best used with human oversight. Leaders should track the ever-shifting ‘jagged frontier’⁸ which marks where AI performs brilliantly versus where AI lacks capabilities or works best with human assistance. Companies can support employees to make the most of AI by offering training and helping them see how AI empowers them (and can even make their jobs more enjoyable by freeing them to work more autonomously and be more confident in their roles)⁹.

Firms can consider [hiring on the basis of candidates’ skills](#) rather than focusing solely on their degrees, job history, or previous job titles. This helps firms find the workers they need, and it helps workers more readily adapt to a fast-changing jobs market. A study by PwC and the World Economic Forum conducted across 18 economies shows that a [skills first](#) approach has the potential to expand the talent pool by 100 million people. Companies can take a skills first approach for existing employees too, treating workers as people with sets of skills and talents that can be fluidly applied across the organisation.¹⁰ These ‘skills based organisations’ can more flexibly deploy workers, helping both companies and workers adapt to the AI transformation while opening up broader talent pools, developing more resilient talent pipelines for the jobs of tomorrow, and achieving enhanced levels of employee motivation, satisfaction, performance, and retention.^{11, 12}

Workers, for their part, should embrace AI, experimenting with it and seeking ways it can complement and enable them in their work.¹³ Workers should build the skills to be sought after in an AI age (for example, skills that either complement AI or are hard for AI to do). Some workers may need to adapt more than others to succeed in an AI era; for example, some workers may need only a little training to adopt AI tools while other workers may need to move to new occupations which require more extensive retraining or upskilling. Workers, companies, and policymakers share responsibility for helping all workers adapt to an AI era.

8 ‘Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality,’ Fabrizio Dell’Acqua et al, Harvard Business School working paper

9 MIT Sloan Management Review: ‘Achieving Individual - and Organisational - value with AI,’ 2022.

10 Skills based organisations are integrating skills throughout the talent management lifecycle by implementing skills-based training programs for upskilling and reskilling, as well as establishing skills-based career pathways for redeployment.

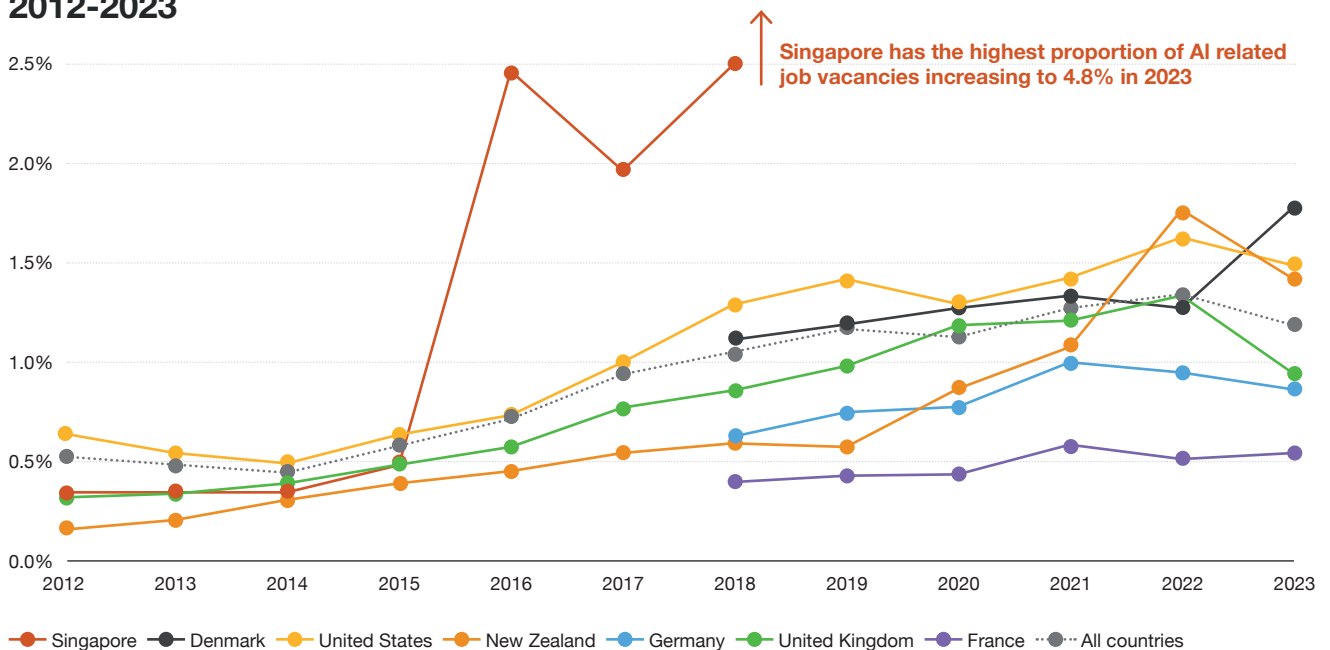
11 Skills-based sourcing & hiring playbook, Rework America Alliance, 2022

12 AI can help with skills based hiring by, for example, automatically generating and updating skills profiles and working out adjacent skills people are likely to have or could readily learn.

13 Workers whose companies do not offer AI tools can experiment with public AI tools like ChatGPT. Workers should not use proprietary company data on public tools, but public tools still provide a wealth of opportunities to get to know AI’s power.

Policymakers can encourage the use of AI to grow productivity and prosperity, for example by building the supportive policy environment, digital infrastructure, and skilled workforce to help realise AI’s potential. Countries with the strongest growth in jobs that demand AI skills (an indicator of AI usage and penetration) offer lessons for policymakers in how to create an environment conducive to making the most of AI. The three countries in this study with the highest proportion of jobs that require AI skills are Singapore, Denmark, and the US. These are the same three countries that top the IMF’s AI Preparedness Index ranking which measures areas such as digital infrastructure, human-capital and labor-market policies, innovation and economic integration, and regulation and ethics. Policymakers who would like their people to benefit from the AI revolution should take note.

Proportion of total job vacancies requiring AI related skills by country, 2012-2023



Sources: The IMF’s AI Preparedness Index ranks countries’ preparedness to adopt AI based on four pillars: Digital Infrastructure, Innovation & Integration, Human Capital & Policies and Regulation & Ethics.

Policymakers can support workers with training/retraining and safety nets, and shape the education system to help prepare workers for an AI age in which critical thinking, creativity, and adaptability are likely to be key skills. Finally, policymakers can strive to make sure that growing prosperity from AI adoption is widely shared.

Key areas for action

Policymakers

- Encourage the use of AI to grow productivity and prosperity
- Ensure growing prosperity from AI adoption is widely shared
- Support the use of AI to augment rather than replace workers
- Support workers with training/retraining, worker protections, and safety nets
- Shape the education system to help prepare workers for an AI age
- Ensure the responsible use of AI with PwC's Responsible AI framework

Businesses

- Embrace, experiment, and pioneer new uses of AI. Think beyond using AI to do existing tasks. Instead, pioneer new ways to create value.
- Build a climate of confidence and trust in using AI so people are more likely to welcome trying it.
- Use AI to complement people. Figure out where AI is best used in partnership with people.
- Hire on the basis of skills rather than only degrees or work history.
- Upskill workers to make the most of AI
- Use AI responsibly with PwC's Responsible AI framework

Workers

- Embrace and experiment. Seek ways to make the most of AI to complement and empower you
- Build skills to be sought after in an AI-driven jobs market (e.g. skills that complement AI or are difficult for AI to do)





In conclusion

PwC's analysis of over half a billion job ads worldwide suggests that AI may help make workers more productive, opening the door to rising prosperity for workers and nations. Like past technological revolutions from electricity to internal combustion engines, AI is changing what it takes for workers to succeed - and those who adapt may enjoy vast new opportunities.

Acknowledgements

Partner Sponsors

Carol Stubbings
Global Markets and TLS Leader

Scott Likens
Global AI and Innovation
Technology Leader

Peter Brown
Global Workforce Leader

Contributors

Barret Kupelian
Director, Chief Economist
barret.g.kupelian@pwc.com

Sarah Brown
Director, Global Corporate Affairs
sarah.x.brown@pwc.com

Mehdi Sahneh
Senior Manager, Economist
mehdi.sahneh@pwc.com

Simon Oates
UK Economics Leader

Justine Brown
Director, Global Workforce

Adam Deasy
Senior Associate, Economist
adam.deasy@pwc.com

Nabil Taleb
Senior Associate, Economist
nabil.taleb@pwc.com

Harry Ingham
Associate, Economist
harry.a.ingham@pwc.com

Dr. Ilhan Guner
Academic Advisor
University of Kent

Advisors

Tom Pagram
Partner, Artificial Intelligence
Leader & Chief Technology Officer,
PwC Australia

Johan Jegerajan
Partner, CEMEA and UK Consulting
CTO, PwC UK

Dr. Alexis Crowe
Lead, Geopolitical Investing practice,
PwC US

Ashootosh Chand
Partner, Digital & Emerging
Technologies, PwC india

Eugénie Krijnsen
Partner, Global Financial Services
Advisory Leader, PwC Netherlands

Ilana Golbin Blumenfeld
Director, Emerging Technologies &
Responsible AI Lead, PwC US

Mir Kashifuddin
Partner, Data Risk & Privacy Practice
Leader, PwC US

Tom Lewis
Partner, Head of Commercial
Technology, PwC UK

Mitra Best
Partner, Technology Impact Leader,
PwC US

Euan Cameron
Partner, UK Artificial Intelligence and
Drones Leader, PwC UK

Maria Axente
UK Responsible AI and AI for Good
Lead, PwC UK

Rob McCargow
Director, UK Technology Impact
Leader, PwC UK

Calen Byers
Partner, Financial Services -
Asset & Wealth Management -
Real Assets, PwC US

Parul Munshi
Partner, Workforce Transformation
PwC South East Asia Consulting,
PwC Singapore

Prasun Shah
Partner, UK Tax Workforce, PwC UK

Julia Lamm
Partner, Workforce Transformation,
PwC US

Anthony Bruce
Partner, Chair of Health Industries,
PwC UK

Eyhab Abdeen
Partner, Middle East Workforce,
PwC Middle East

Bastiaan Starink
Partner, Workforce, PwC Netherlands

Paul Kett
Senior Adviser and Global Director
Education and Skills, PwC UK

Patrick Pugh
Partner, Principal, Global Microsoft
Alliance and Transformation Leader,
PwC US

Bhushan Sethi
Partner, Strategy&, PwC US

Barbara Baarsma
Chief Economist, PwC Europe

Amy Cai
Managing Partner, ESG, PwC China

Jennifer Kosar
Trust and Transparency Solutions
Leader, PwC US

Appendix one: AI skills list

'AI jobs' are defined here as jobs that require one or more technical AI skills. Here is the complete list of AI skills used:

mlpack (C++ Library)	Long Short-Term Memory (LSTM)	Artificial Intelligence Systems
Nvidia Jetson	Amazon Lex	Artificial Neural Networks
Watson Conversation	Caffe2	Computer Vision
Robotic Systems	Conversational AI	Association Rule Learning
IPSoft Amelia	Kernel Methods	Autonomic Computing
Apache MADlib	Adversarial Machine Learning	Autonomous System
Loss Functions	Unmanned Aerial Systems (UAS)	Naive Bayes Classifier
Dask (Software)	Amazon Polly	Classification And Regression Tree (CART)
Pydata	Language Identification	CHI-Squared Automatic Interaction Detection (CHAID)
Advanced Robotics	Guidance Navigation And Control Systems	Decision Tree Learning
Seq2Seq	Natural Language Understanding	Cluster Analysis
Watson Studio	Fast.ai	Computational Intelligence
Vowpal Wabbit	Ensemble Methods	Computational Linguistics
Matrix Factorization	Training Datasets	Image Analysis
Kaldi	Meta Learning	Decision Models
Google Cloud ML Engine	Speech Synthesis	Dialog Systems
Semi-Supervised Learning	Autoencoders	Digital Image Processing
Dlib (C++ Library)	Pose Estimation	Dimensionality Reduction
Robotic Liquid Handling Systems	Intelligent Virtual Assistant	Expectation Maximization Algorithm
Lexalytics	Voice Assistant Technology	Embedded Intelligence
Amazon Comprehend	Gradient Boosting	Evolutionary Acquisition Of Neural Topologies
Semantic Parsing	Apache SINGA	Evolutionary Programming
Automated Machine Learning	Oracle Autonomous Database	Expert Systems
Dialogflow (Google Service)	Microsoft LUIS	Fuzzy Logic
Word Embedding	Apache MXNet	Gaussian Process
AWS SageMaker	Open Neural Network Exchange (ONNX)	Genetic Algorithm
Amazon Textract	Azure Cognitive Services	General-Purpose Computing On Graphics Processing Units
Natural Language Generation	Cognitive Computing	Hyperparameter Optimization
Machine Learning Methods	Bot Framework	Handwriting Recognition
Voice User Interface	Torch (Machine Learning)	Hidden Markov Model
Test Datasets	Gesture Recognition	Contextual Image Classification
Cyber-Physical Systems	3D Reconstruction	Image Matching
Part-of-Speech Tagging	Autonomous Cruise Control Systems	Inference Engine
Image Segmentation	Advanced Driver Assistance Systems	Information Extraction
Convolutional Neural Networks	Multi-Agent Systems	Intelligent Agent
Deep Learning Methods	Artificial Intelligence	Intelligent Control
Feature Learning	Applications Of Artificial Intelligence	Cognitive Robotics
Autonomous Vehicles	Artificial Intelligence Markup Language (AIML)	Intelligent Systems
Azure Machine Learning	Amazon Alexa	Interactive Kiosk
Relationship Extraction	ANTLR	Knowledge Engineering
Word-Sense Disambiguation	Optical Character Recognition (OCR)	Knowledge-Based Systems
Cognitive Automation	Artificial General Intelligence	
Programmatic Media Buying		
Transfer Learning		

Language Model	Tokenization	Imagenet
Machine Learning Algorithms	Feature Selection	Apache Mahout
LIBSVM	Image Sensor	Lemmatization
Machine Learning	Speech Recognition	Light Detection And Ranging (LiDAR)
Reasoning Systems	Weka	PyTorch (Machine Learning Library)
Machine Translation	Reinforcement Learning	Confusion Matrix
Machine Vision	Shogun	K-Means Clustering
Markov Chain	Robotic Programming	Unsupervised Learning
Motion Analysis	Sirikit	Activity Recognition
Motion Planning	Path Analysis	Artificial Intelligence Development
Natural Language Processing	Semantic Analysis	MLflow
Natural Language Programming	SLAM Algorithms (Simultaneous Localization And Mapping)	PaddlePaddle
Natural Language Toolkits	Data Classification	Google AutoML
Natural Language User Interface	Facial Recognition	H2O.ai
Nearest Neighbour Algorithm	Feature Engineering	Hugging Face (NLP Framework)
Named Entity Recognition	Chatbot	Hugging Face Transformers
Natural Language Processing Systems	Collaborative Filtering	DeepSpeech
NLTK (NLP Analysis)	Voice Interaction	Image Recognition
OmniPage	Predictionio	OpenVINO
OpenCV	N Gram	MLOps (Machine Learning Operations)
Apache OpenNLP	Random Forest Algorithm	BERT (NLP Model)
Sorting Algorithm	Apache Spark	fastText
Knowledge-Based Configuration	Text Classification	OpenAI Gym
Question Answering	Realsense	Kubeflow
Recommender Systems	Caffe	AIOps (Artificial Intelligence For IT Operations)
Eye Tracking	Deep Learning	Text-To-Speech
TensorFlow	Face Detection	GPT-3 (NLP Model)
Object Recognition	Latent Dirichlet Allocation	Sphinx Speech Recognition
Voice Technology	AdaBoost (Adaptive Boosting)	Explainable AI (XAI)
Path Finding	Theano (Software)	Generative Adversarial Networks
Remote Sensing	Keras (Neural Network Library)	AI/ML Inference
Robot Framework	Cortana	Machine Learning Model Monitoring And Evaluation
Robot Operating Systems	Disambiguation	Machine Learning Model Training
Robotic Automation Software	Deeplearning4j	Transformer (Machine Learning Model)
Screen Reader	Chainer (Deep Learning Framework)	Variational Autoencoders
Semantic Search	Scikit-Learn (Python Package)	ChatGPT
Sentiment Analysis	Perceptron	Deck.gl
Servomotor	Pybrain	Large Language Modeling
Semantic Interpretation For Speech Recognition	Word2Vec Models	PyTorch Lightning
Soft Computing	Xgboost	Attention Mechanisms
Speech Enhancement	Mnist	Boltzmann Machine
Speech Processing	Objective Function	Generative Artificial Intelligence
Speech Recognition Software	Cudnn	Nuance Mix
Speech Technology	Microsoft Cognitive Toolkit (CNTK)	Prompt Engineering
Statistical Language Acquisition	Recurrent Neural Network (RNN)	ModelOps
Supervised Learning	Boosting	Operationalizing AI
Support Vector Machine	Baidu	
Swarm Intelligence	Game Ai	
Text Mining	Dbscan	
	Feature Extraction	

Appendix two: Calculating net skill change

Here is how the turnover in skills required by employers (net skill change) is calculated.

How net skill change is calculated

The net skill change is a measure of the change in the frequency of skills required by employers for a particular occupation. This metric and its associated methodology to be calculated was developed by Harvard economists, David Deming and Kadeem Noray (2020).

Below we present the formula and walk through an example.

In short, the net skill change takes the absolute value of each skill change for an occupation and sums them. As it measures the absolute value the value is always positive. It is capturing skill changes be they positive or negative and adding them. The more changes in skills demanded by an employer be they demanded more or less (positive or negative), the higher this net skill change value.

Formula:

$$\text{Net Skill Change}_{o,t2,t1} = \sum_{s=1}^S \text{Abs}\left[\left(\frac{\text{Skills}_{o,t2}^s}{\text{JobAds}_{o,t2}}\right) - \left(\frac{\text{Skills}_{o,t1}^s}{\text{JobAds}_{o,t1}}\right)\right]$$

Example:

If skill A is mentioned 50 times in 2019 and then 65 times in 2023 (and we assume job postings remained constant in both time periods at 100 for example). The skill change would be $65/100 - 50/100 = 15/100 = +0.15$.

If skill B is mentioned 30 times in 2019 and then 25 in 2023 (in 100 postings in both periods), the skill change would be $25/100 - 30/100 = -5/100 = -0.05$.

The net skill change the sum of the absolute values:

Net skill change for job X = $0.15 + 0.05 = 0.20$.



PwC's 2024 AI Jobs Barometer

pwc.com/aijobsbarometer

© 2024 PwC. All rights reserved. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details. This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 151 countries with over 360,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.