

# How Are Businesses Using Artificial Intelligence?

LMI Tuesdays 8/6/24

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# AI Is Starting to Threaten White-Collar Jobs. Few Industries Are Immune.

Leaders say the fast-evolving technology means many jobs might never return

“...The thing we need to confront as a society is **the speed** at which this is going to happen.”

- Sam Altman, Open AI

By [Ray A. Smith](#)  
Feb. 12, 2024 5:30 a

## AI Taking Over Jobs: What to Know About the Future of Jobs

Artificial intelligence is poised to eliminate millions of current jobs — and create millions of new ones.



Written by [Matthew Urwin](#)

## Oklahoma AI task force recommends government workforce reduction in final report

“...the state would **reduce** public sector human employees **by 40%** in favor of a more efficient workforce of “digital employees.”

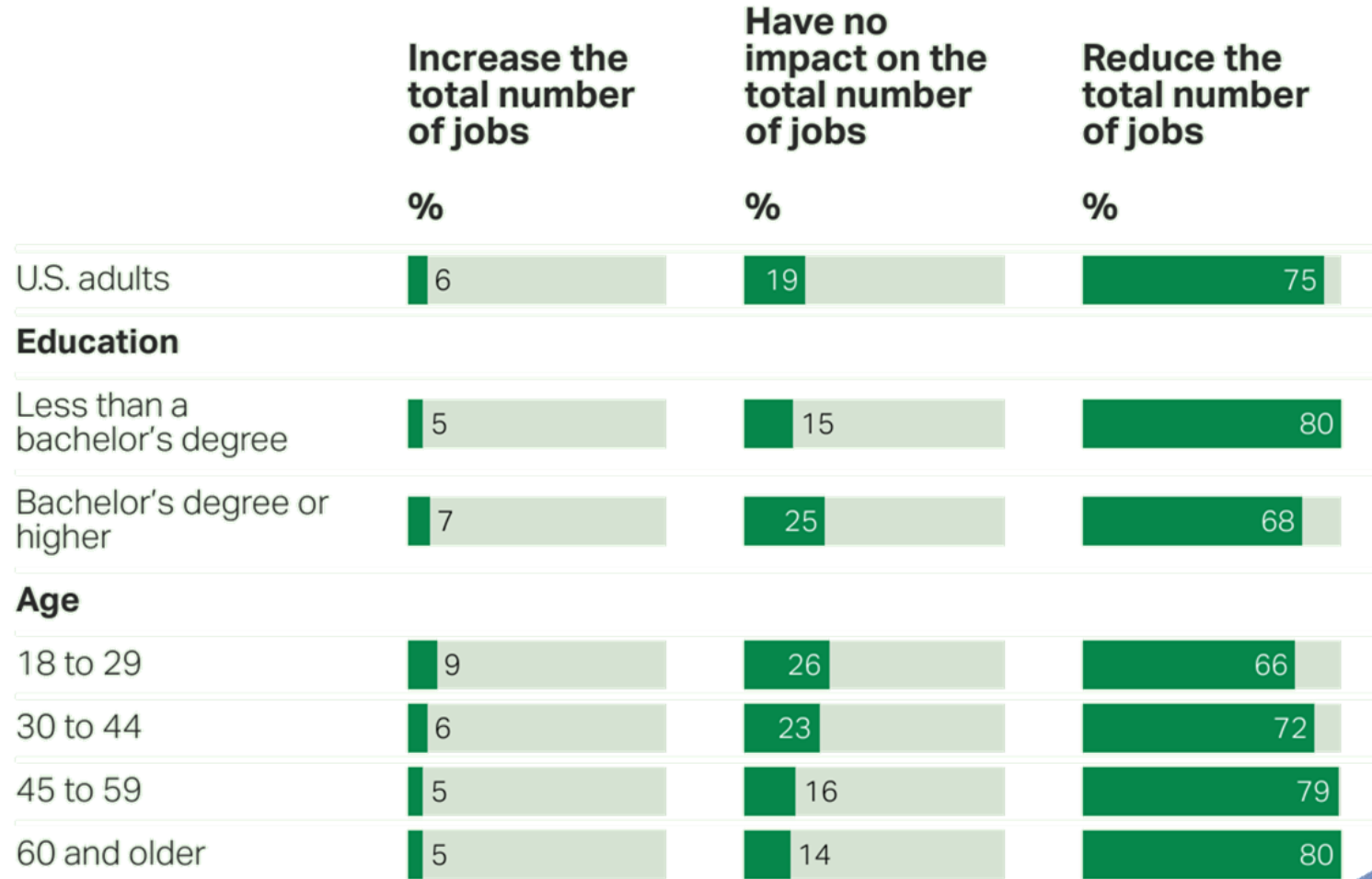
Oklahoma state officials said they partially modeled their AI recommendations off a Japanese economic strategy dating back the 1980s.

BY [SOPHIA FOX-SOWELL](#) • FEBRUARY 8, 2024



In your opinion, what type of effect will artificial intelligence have on the total number of jobs in the United States in the next 10 years?

# 75% of Americans Believe AI Will Reduce Jobs



May 8-15, 2023  
Bentley-Gallup Business in Society Study

# What is LEAD doing?



STUDYING AI'S  
POTENTIAL IMPACT ON  
THE LABOR MARKET



PARTICIPATING IN AI  
WORKING GROUPS



SHARING INFORMATION  
VIA BLOGS AND  
PRESENTATIONS

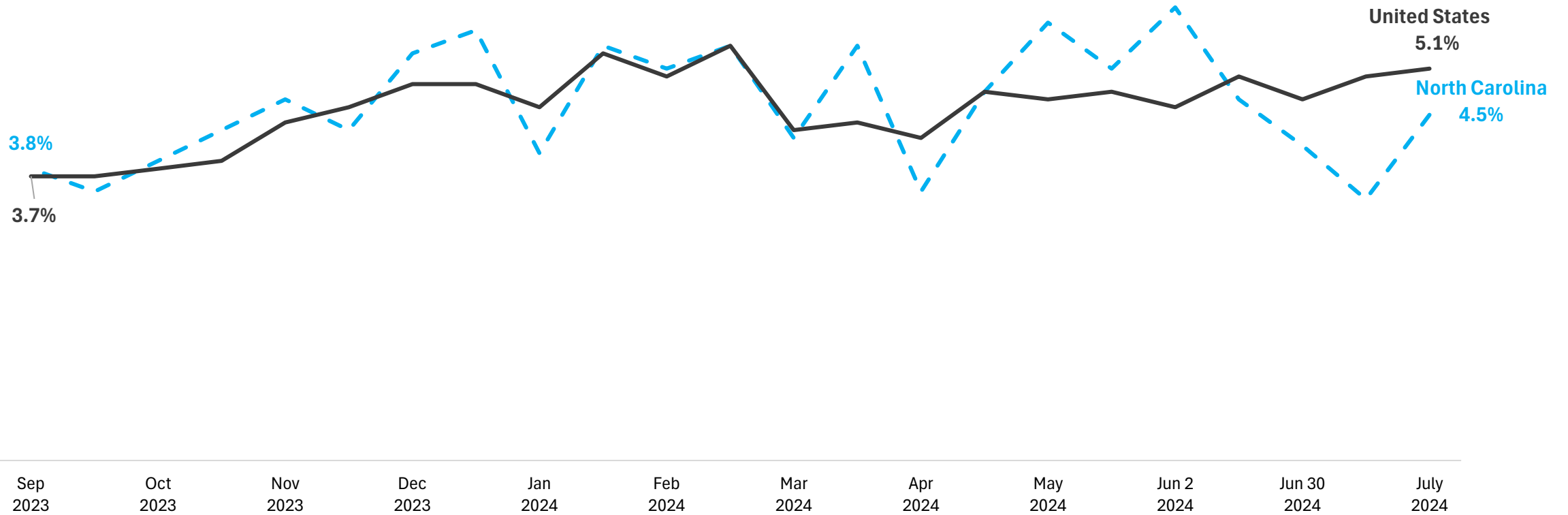


# Are Businesses Using AI?

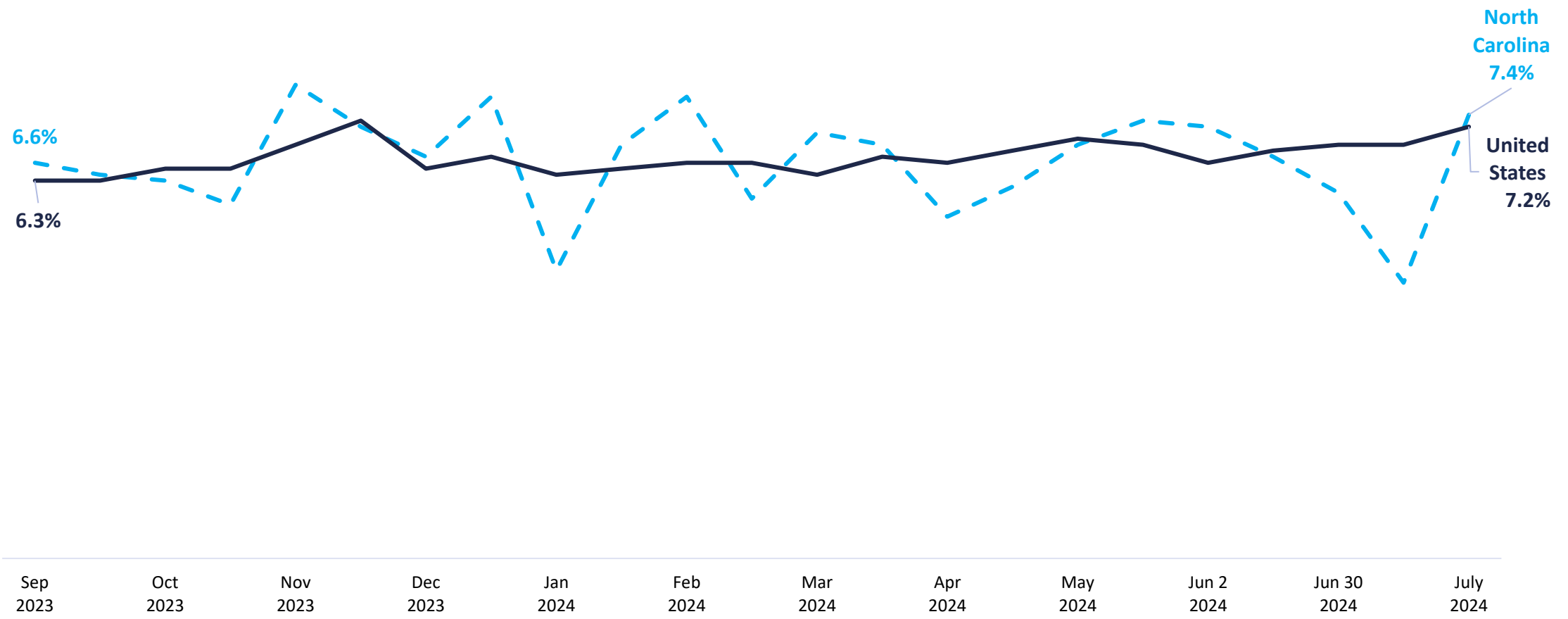
Data from U.S. Census Bureau's  
Business Trends and Outlook Survey (BTOS)



# Slight Increase in Current AI Use Since 2023



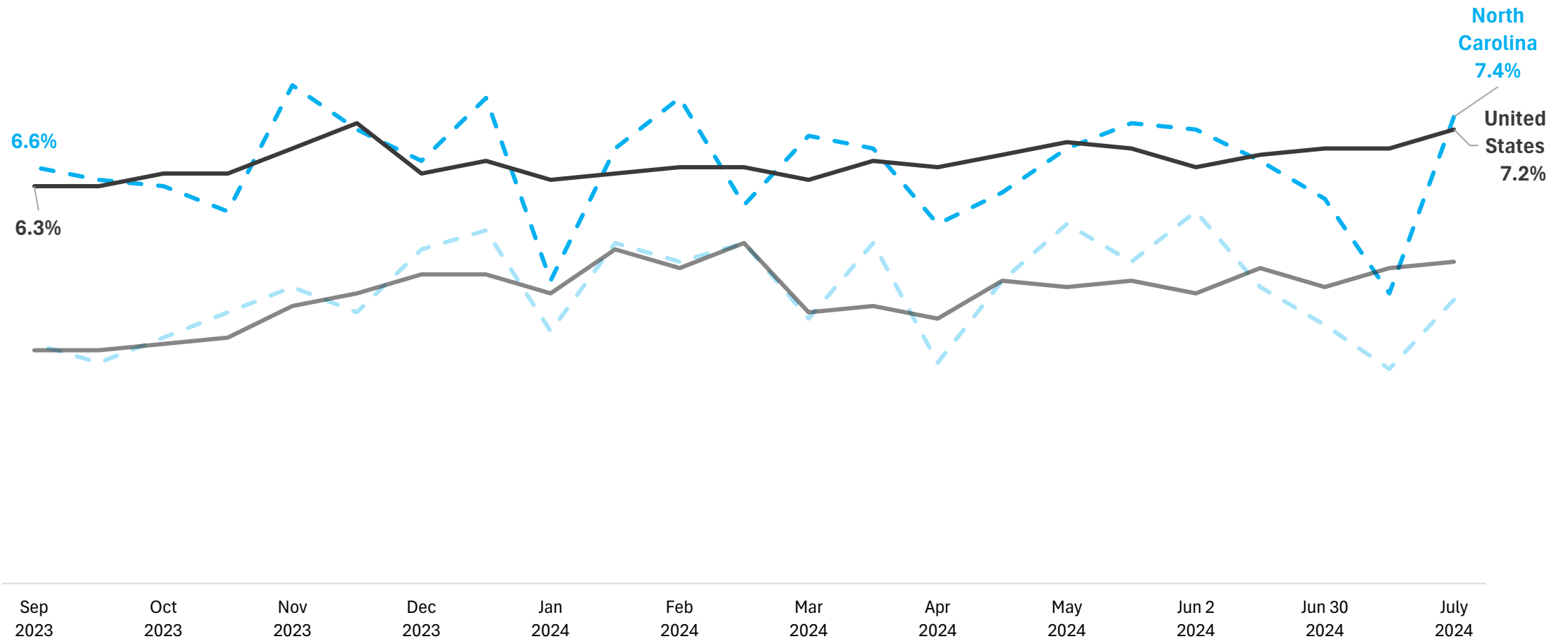
# Projected AI Use Has Also Slightly Increased



Source: U.S. Census Bureau, Business Trends and Outlook Survey (BTOS), 9/11/23 – 7/28/24



# Projected Use Higher Than Actual Use





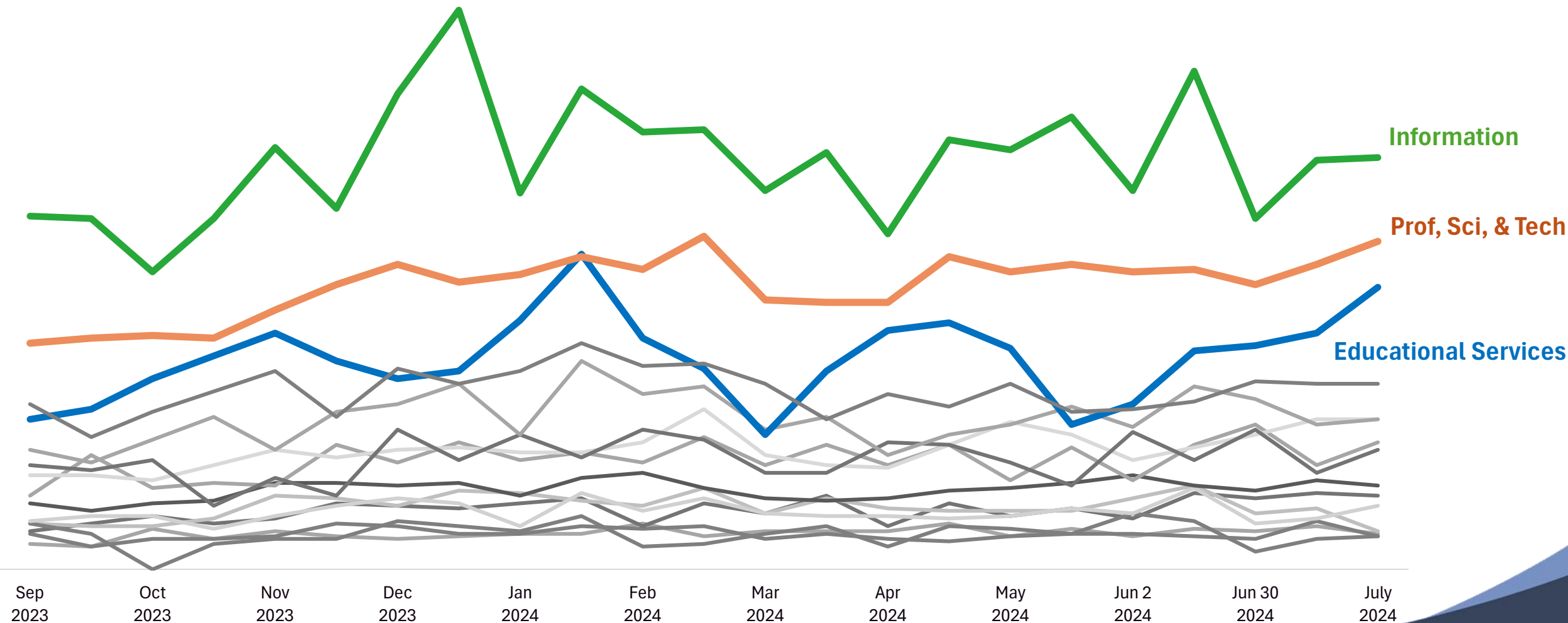
# What Industries Are Using AI?



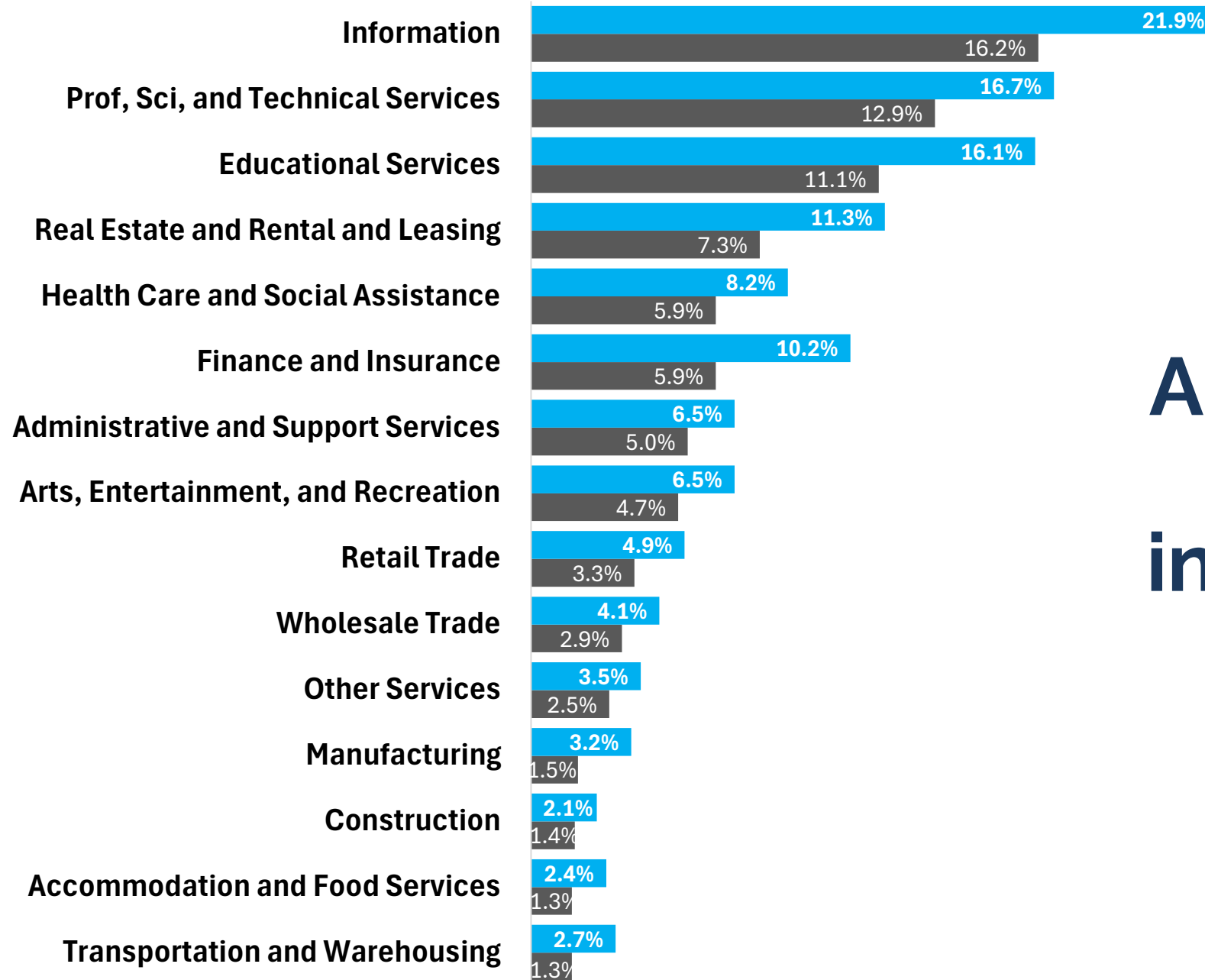


# Current Adoption of AI varies by sector nationally

# Current Adoption of AI by Sector



Source: U.S. Census Bureau, Business Trends and Outlook Survey (BTOS), 9/11/23 – 7/28/24



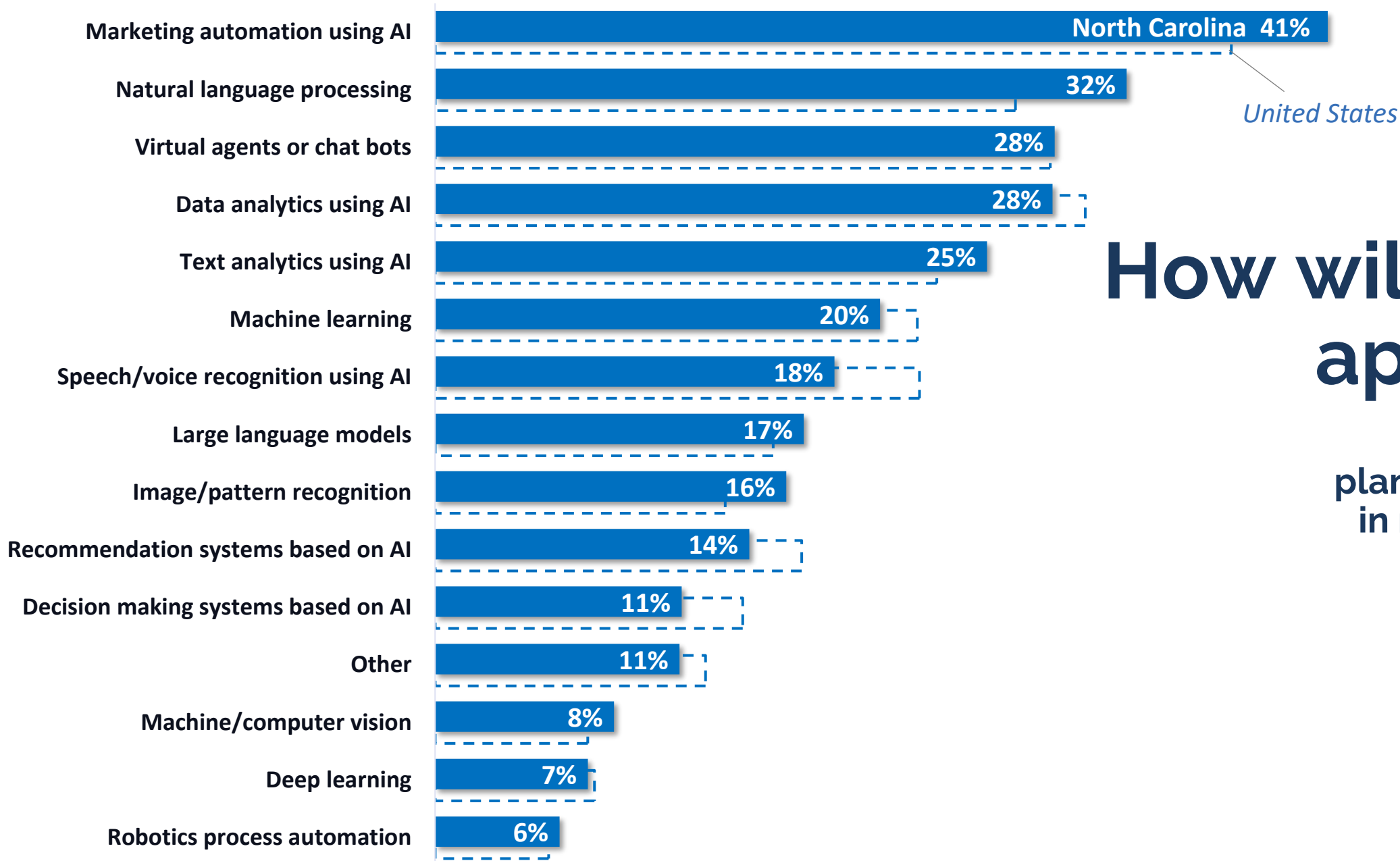
**AI Adoption is  
expected to  
increase in all  
sectors  
in next 6 months**



# How Are NC Businesses Using AI?

BTOS: AI Supplement  
*data collected 12/04/2023 to 02/25/2024*



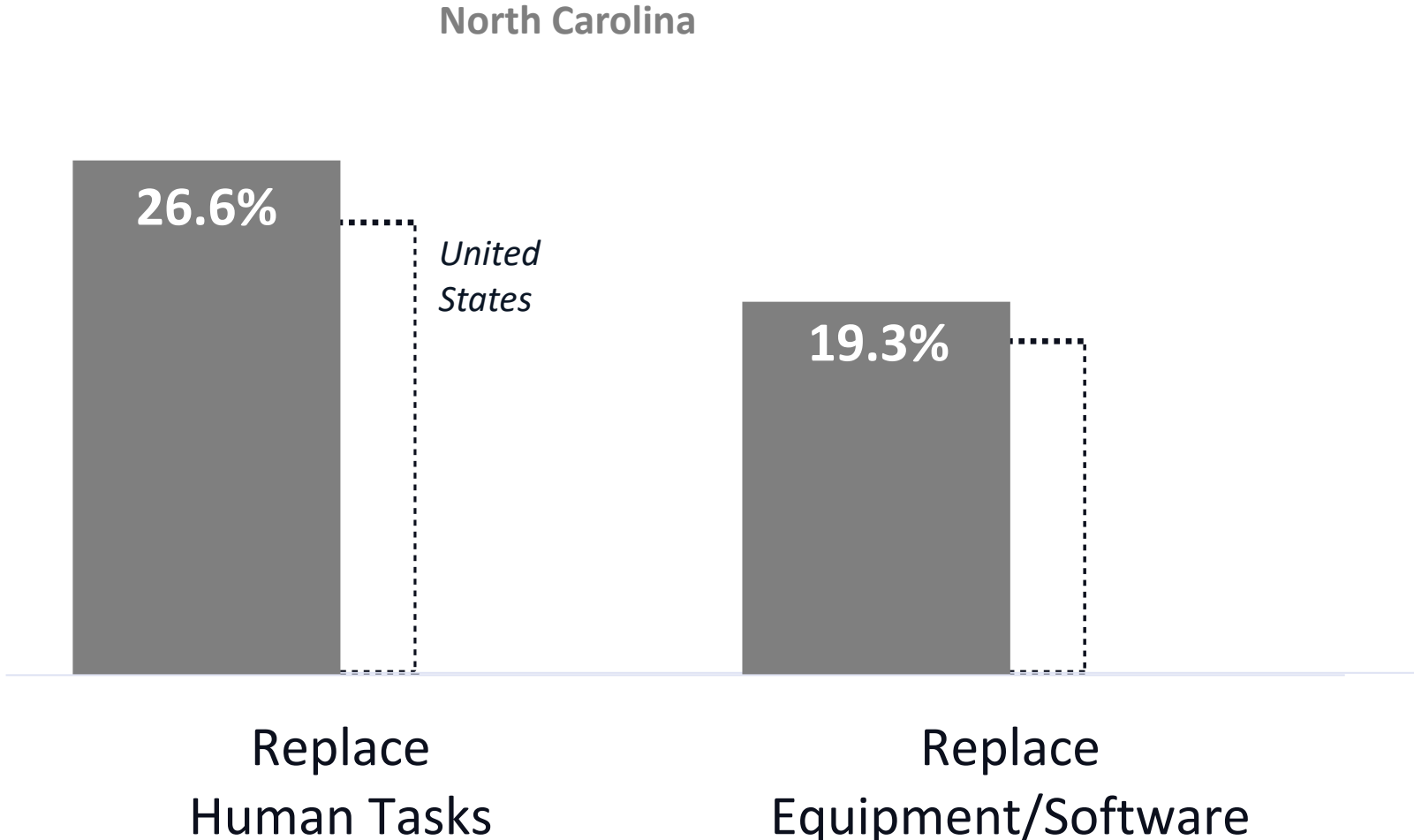


# How will AI be applied?

of businesses planning to use AI in next 6 months  
United States

# How Are Companies Using AI?

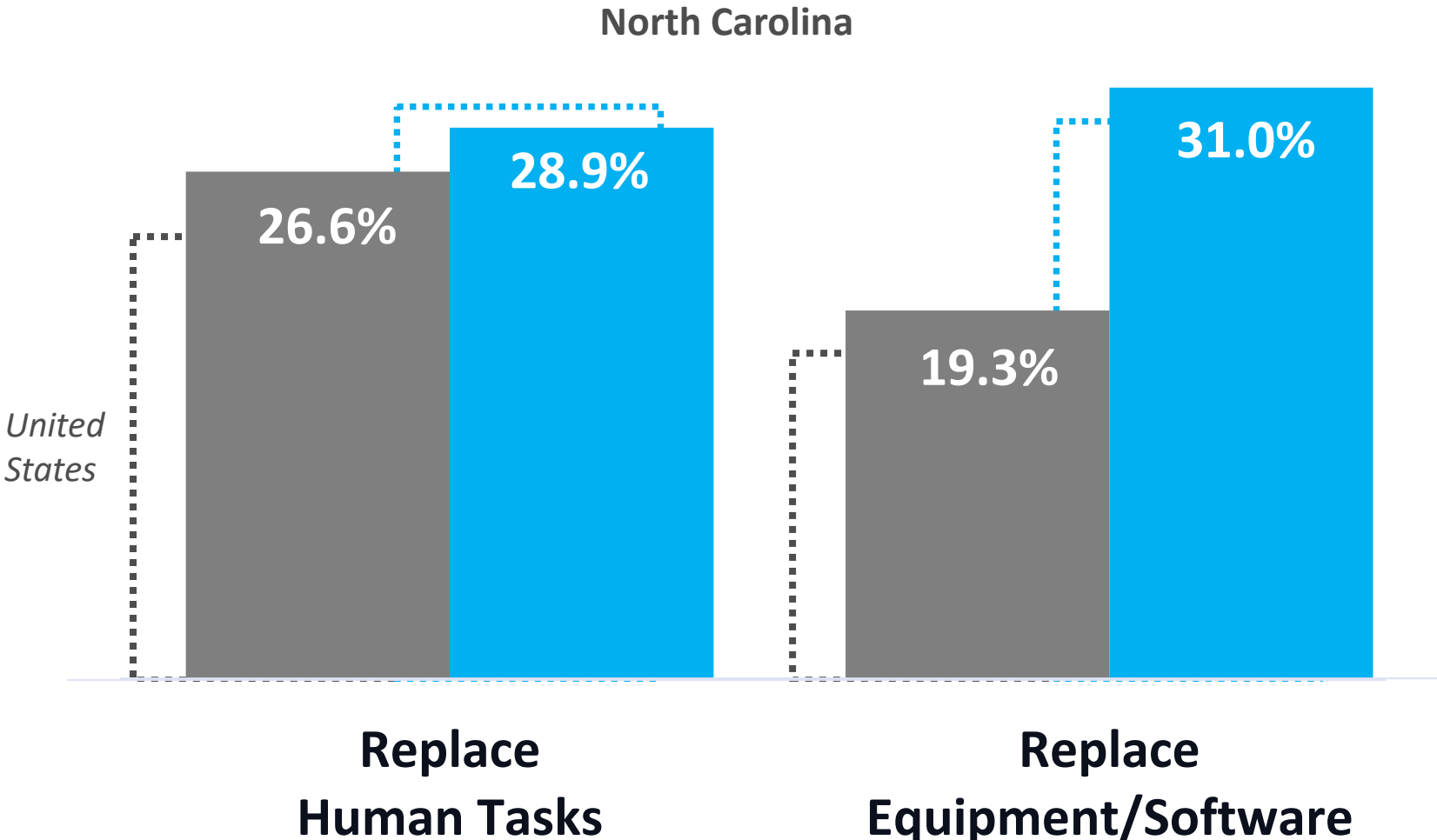
Of those already using AI



Source: U.S. Census Bureau, Business Trends and Outlook Survey (BTOS), AI Supplement Survey, 2024

# How Are/Will Companies Use AI?

Of those already using/planning to use AI

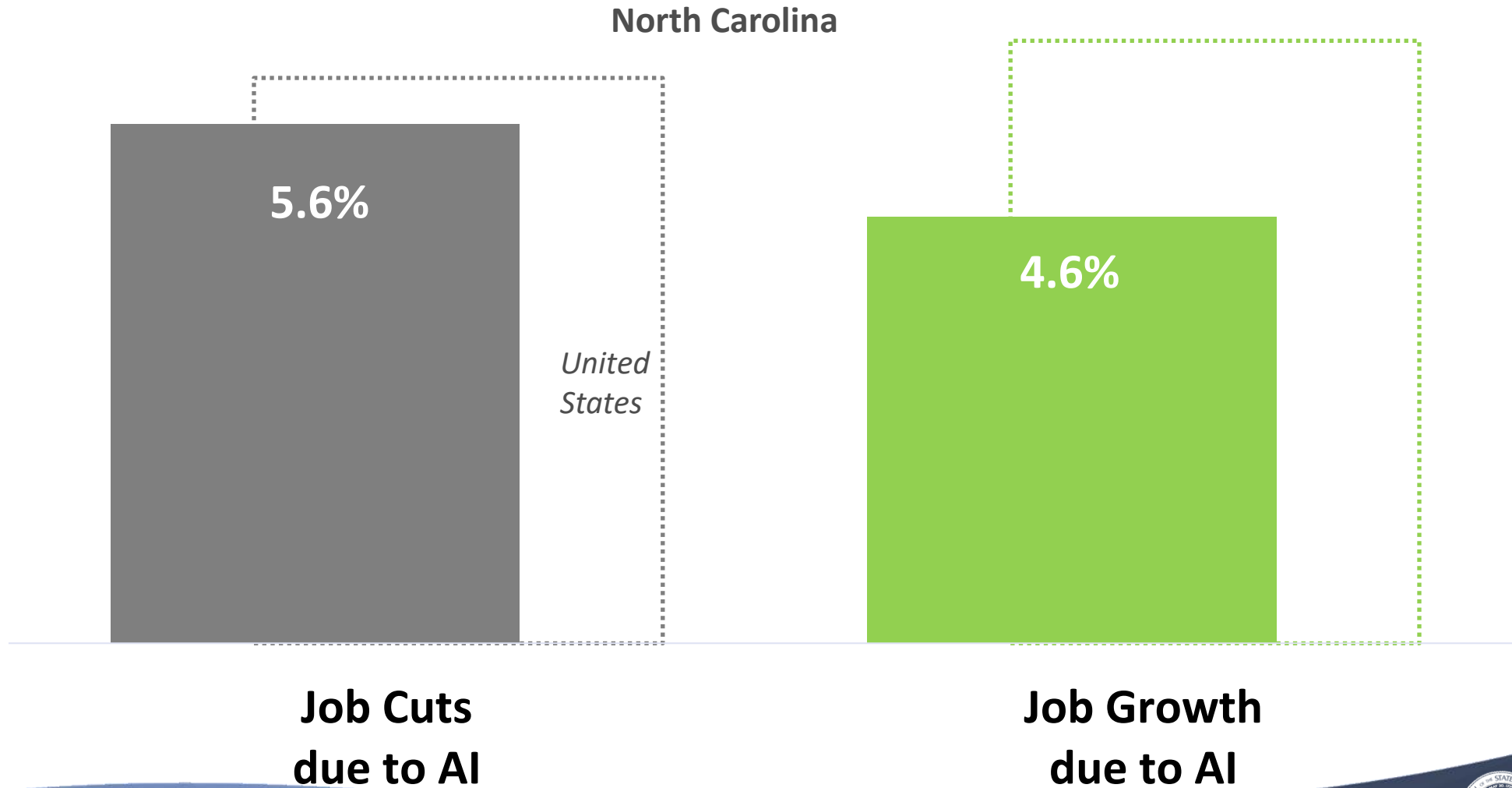


Source: U.S. Census Bureau, Business Trends and Outlook Survey (BTOS), AI Supplement Survey, 2024



# Some Expect Growth, Some Expect Declines

employers expecting change due to AI in the next 6 months



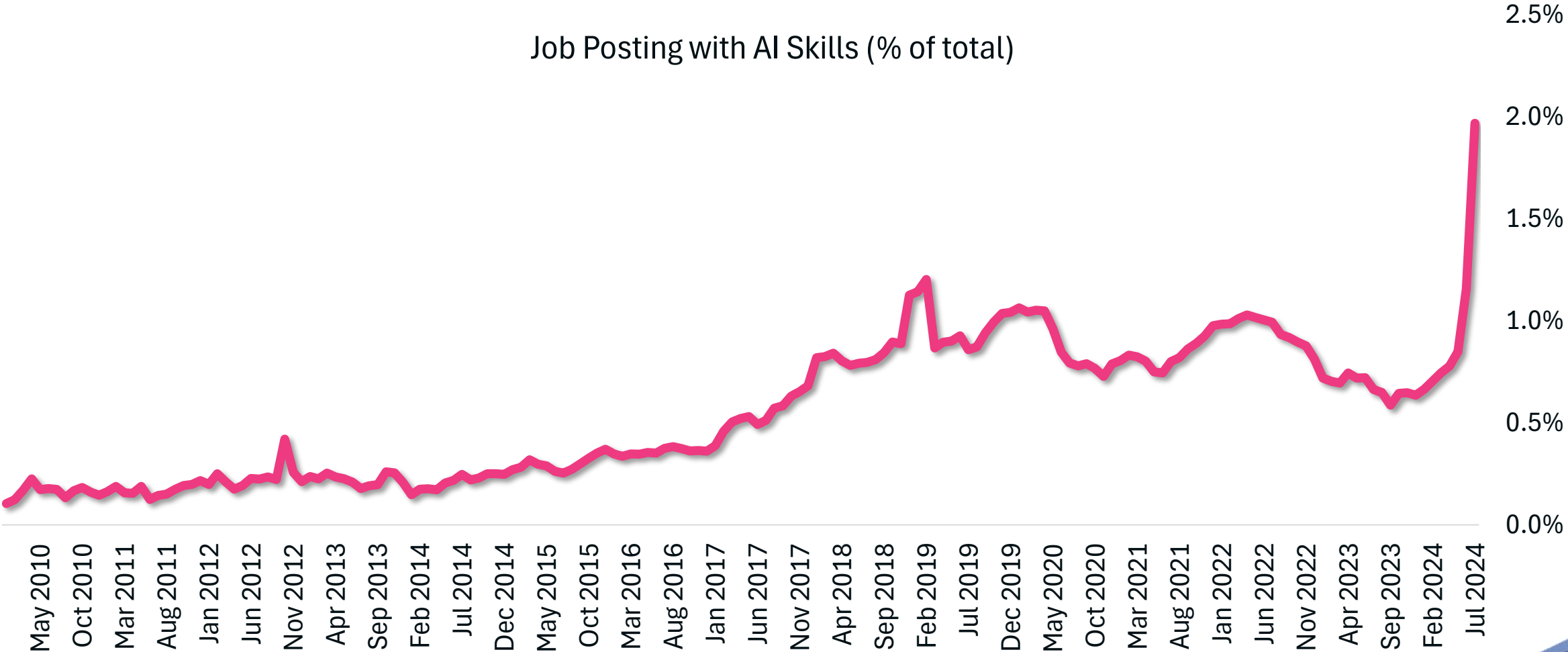
# *Other Evidence*

# Job Postings Employer Needs Survey



# NC Job Postings with AI Skills

Job Posting with AI Skills (% of total)



Source: LEAD's analysis of job postings data from Lightcast

# NC Employer Needs Survey

(conducted Jan 2024-Feb 2024)

- Of all employers **21% expect to increase use of AI/Automation** in next year
  - **37% of employers experiencing hiring difficulties**
- Roughly half expect AI/Automation to increase demand for **Administrative/Clerical & Production/Operations** workers over next 2 years
  - Only one-third expect increase in **Professional/Creative/Technical** or **Sales/Customer Assistance** staff
- **80%+** expect **Communications & Problem-Solving** skills to be Very or Extremely Important due to AI/Automation over next 2 years
  - **40%+** expect **Data Analysis/Interpretation & Technical Operational/Programming** skills to be of low or no importance due to AI/Automation

# Summary

- AI use is still small
- Firms over-estimated future use
- Companies of all types continue to project increased usage
  - Strong projected use in Information & Pro/Tech sectors
  - Slightly more project decline vs growth in employment
- Small % of job postings with AI skills, but may be growing
- NC Employer Needs Survey also indicates increased usage of AI/Automation
- Not seeing major impacts yet - worth monitoring



# Thank you!

## Questions, Comments?

**Maggie Smith**

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**LEAD Feed Articles:**

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