PERFICIENT®

State of GenAI in the Workforce Survey

INTERNAL ONLY

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Overview

Executive Summary

The Generative AI (GenAI) sphere is growing faster than ever before and being adopted in varying degrees among office workers across the US. Among its vast capabilities, GenAI has the potential to revolutionize the productivity of office workers, enabling them to work more efficiently and produce higher quality work products.

Our research was to understand the attitudes surrounding GenAI among office workers in the United States and understand their perceptions of the impact of this new technology on their current work and prospects. We asked them to evaluate the ways their company is adopting GenAI, the training and education being offered to them, the kinds of tools available to them, and how all of this is impacting their perceptions of the present and future.

The panel included all industries, departments, and job levels. It was geographically dispersed throughout the United States. Panelists were not asked to identify their educational level, although all were over 18, and the vast majority are between 25 and 65 years old.

This study is designed to help executives understand their workforce and draw inferences about the impacts of worker sentiment on the design of GenAI programs for our clients.

Methodology

1054 people participated in a

34 question survey

Respondents were recruited, screened, and paid through Centiment. Respondents were recruited through Centiment's panel according to our requirements that they be located within North America and over the age of 18.
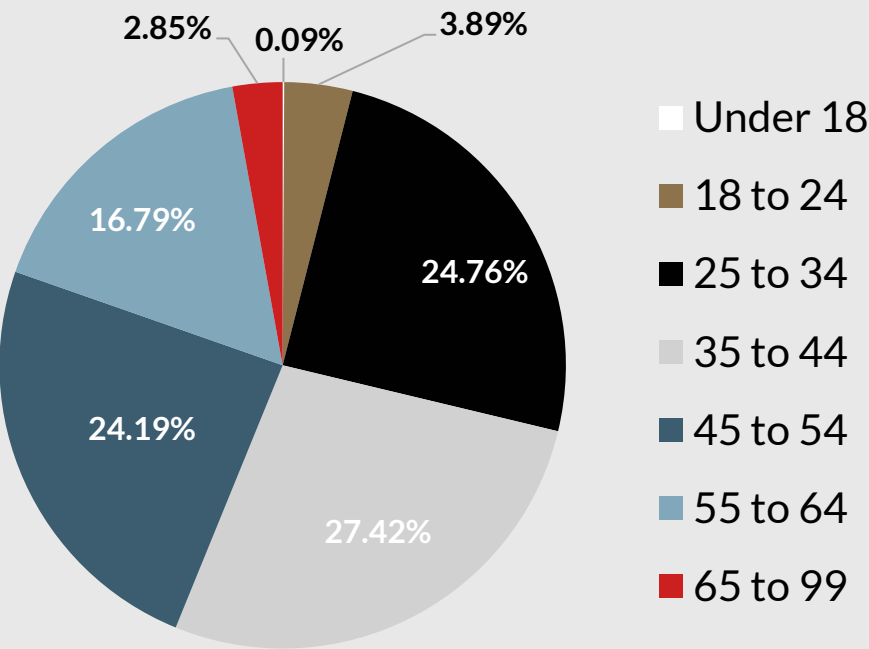
Scope/Purpose

These questions are designed to provide a better understanding of current adoption and attitudes towards GenAI technology at work.

Demographics

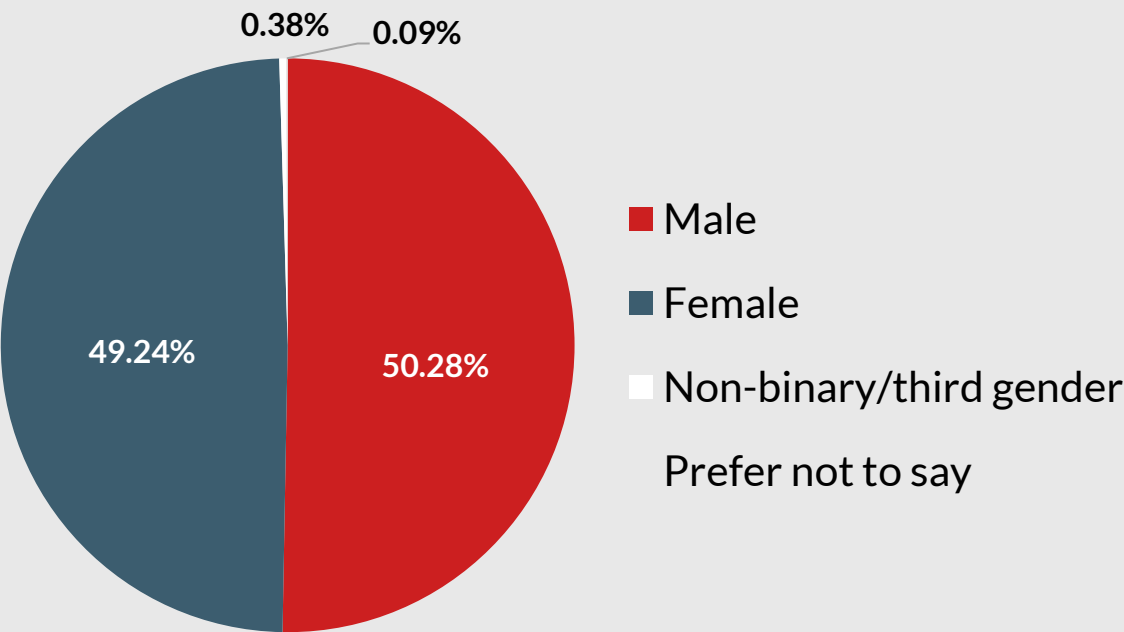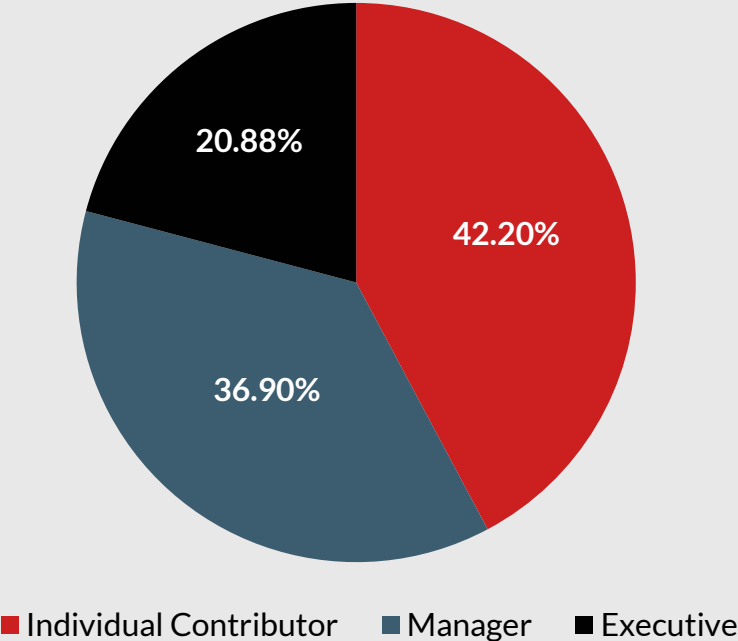## Age

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 99

2.85% 0.09% 3.89%
16.79%
24.76%
24.19%
27.42%

Gender Identity

- Male
- Female
- Non-binary/third gender
- Prefer not to say

0.38% 0.09%
49.24% 50.28%

Demographics

Job Level

- Individual Contributor — 42.20%
- Manager — 36.90%
- Executive — 20.88%

Department

- Commerce — 1%
- Customer Service — 16%
- Finance and Accounting — 12%
- Human Resources — 7%
- Information Technology — 29%
- Marketing — 2%
- Operations — 17%
- Production — 4%
- Research and Development — 6%
- Sales — 5%
- Supply Chain — 2%

Demographics

Industry

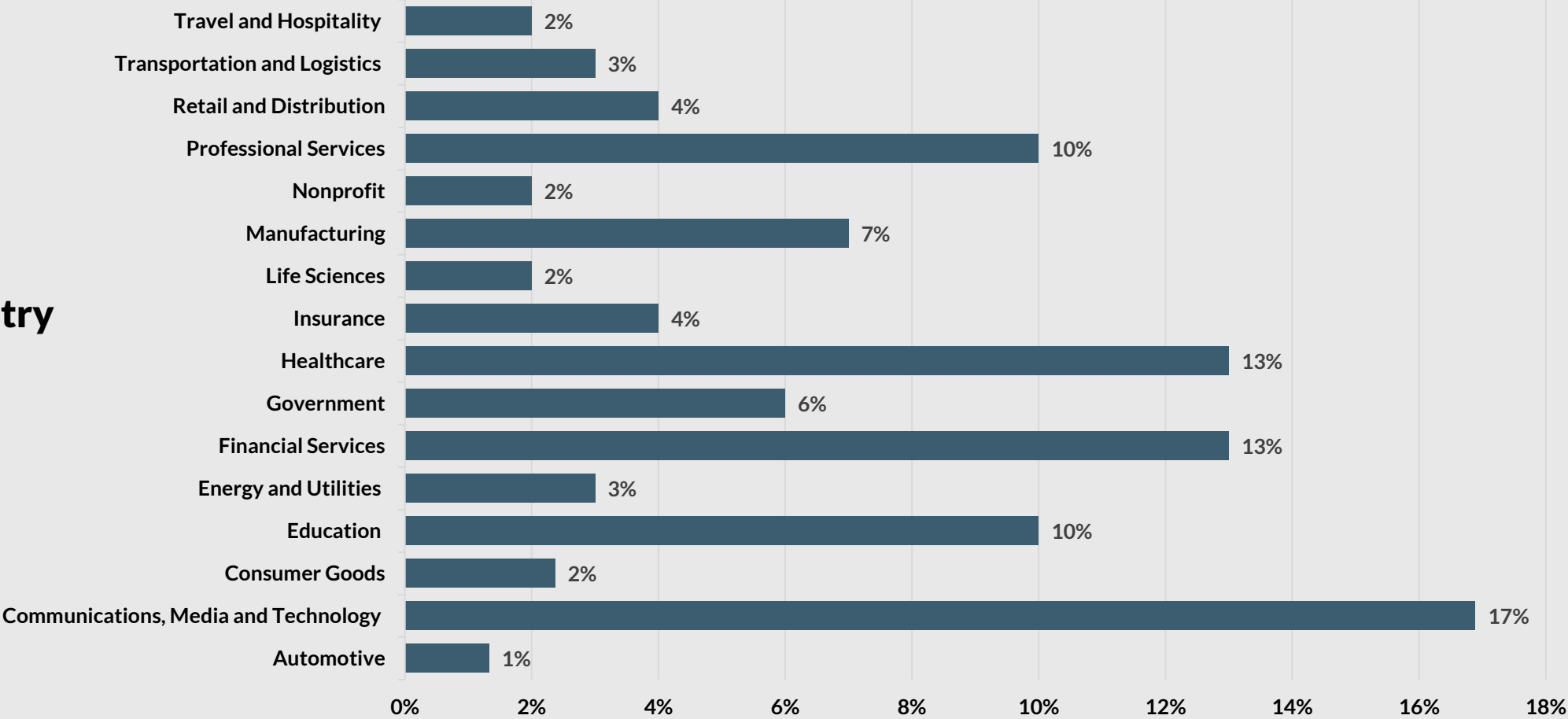| Industry	Percentage
Travel and Hospitality	2%
Transportation and Logistics	3%
Retail and Distribution	4%
Professional Services	10%
Nonprofit	2%
Manufacturing	7%
Life Sciences	2%
Insurance	4%
Healthcare	13%
Government	6%
Financial Services	13%
Energy and Utilities	3%
Education	10%
Consumer Goods	2%
Communications, Media and Technology	17%
Automotive	1%

End-User Insights

- Company-Wide Adoption
- Solutions
- Training and Education
- GenAI Tools
- Headcount and Work Quality

How would you rate your company's adoption of Generative AI (GenAI)?

Head In the Sand

We do not yet know enough about GenAI and are hesitant to adopt it across the organization.

24%

Basic Experimentation

We are piloting a few out-of-the-box commercial GenAI tools and/or have a few proofs of concept, but we don't yet have targeted use cases in production.

22%

Focused Innovation

We have a handful of GenAI deployments in production and continue to innovate for new forms of business value.
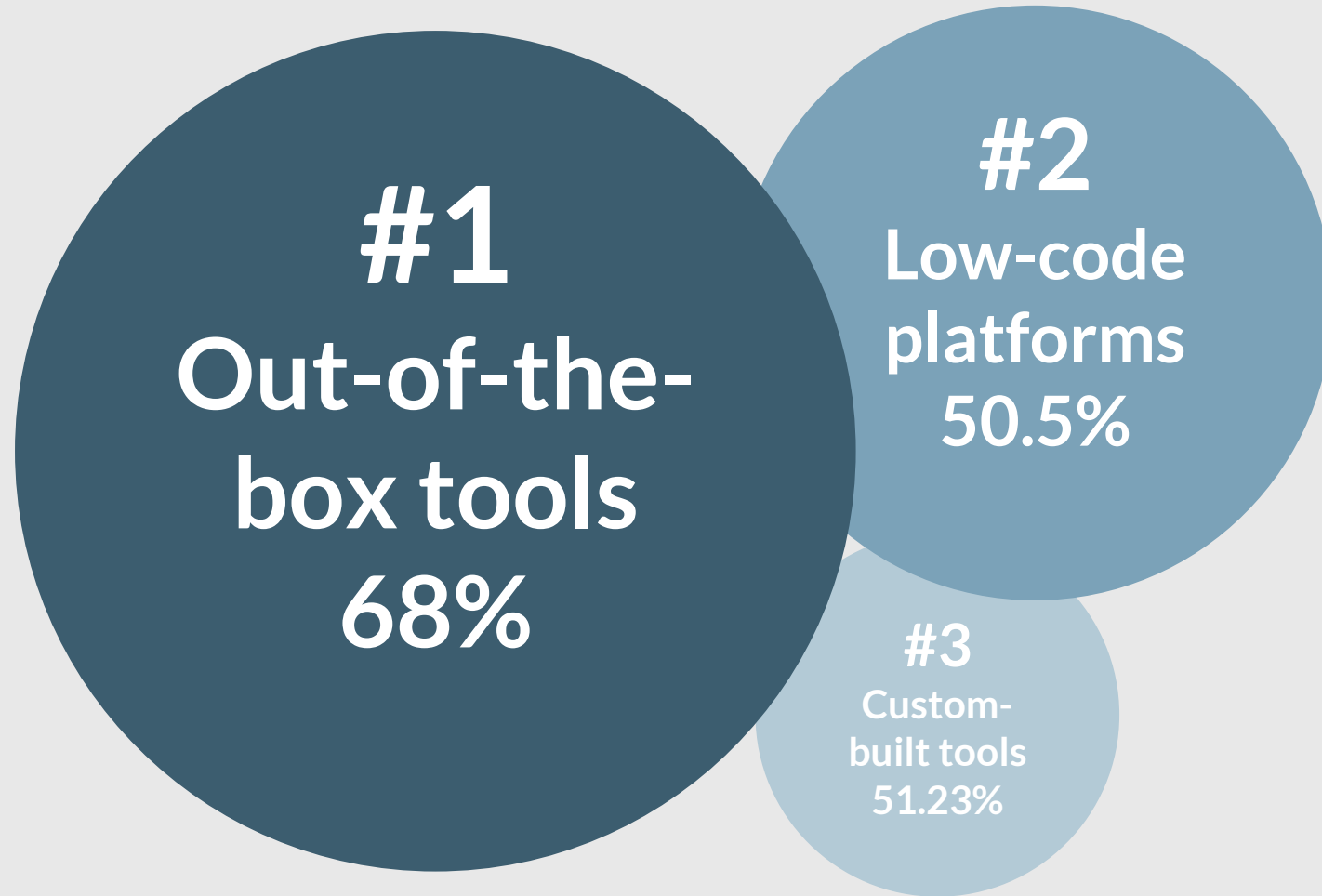
28%

All-In on AI

GenAI is an integral part of our strategy, demonstrates regular business value, and new use cases are deployed to production responsibly and efficiently.

26%

What kind of solutions are you deploying?
Rank by number of solutions in each category from most to least

#1 Out-of-the-box tools 68%

#2 Low-code platforms 50.5%

#3 Custom-built tools 51.23%

*This question was only presented to respondents who indicated they were piloting commercial solutions or have a handful of deployments in production on the prior question.

For which use cases have you deployed GenAI solutions?
(Select all that apply)

Responses

0 100 200 300 400 500 600 700 800	

Other 11

End-Consumer Experiences 396

Customer-Facing Deliverables 462

Internal Productivity 684
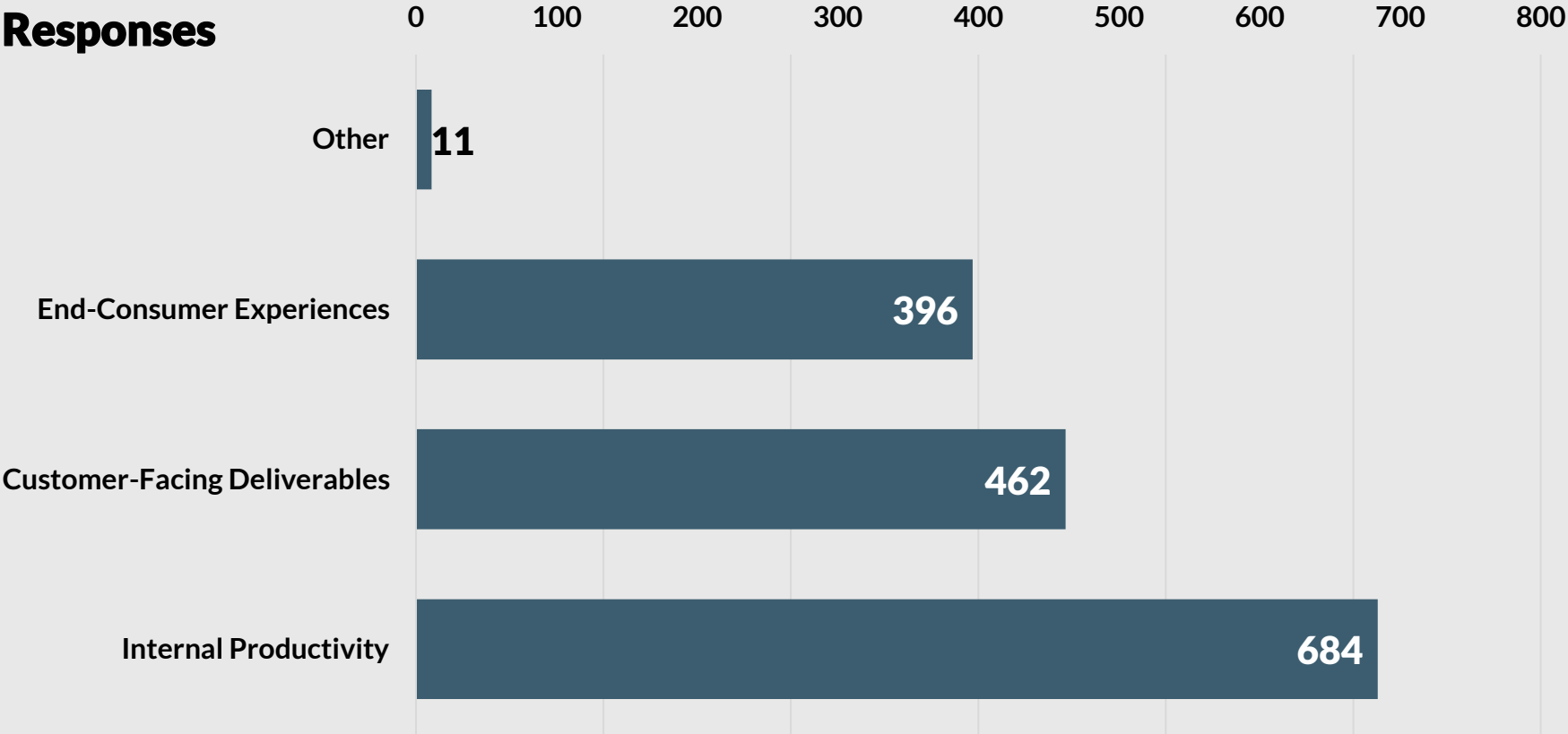
*This question was only presented to respondents who reported use of GenAI tools

What kind of training and education about GenAI are you receiving from your employer? (Select all that apply)

57.5%
Occasional
Communication

47.25%
Guidelines and
Documents

43.55%
Access to
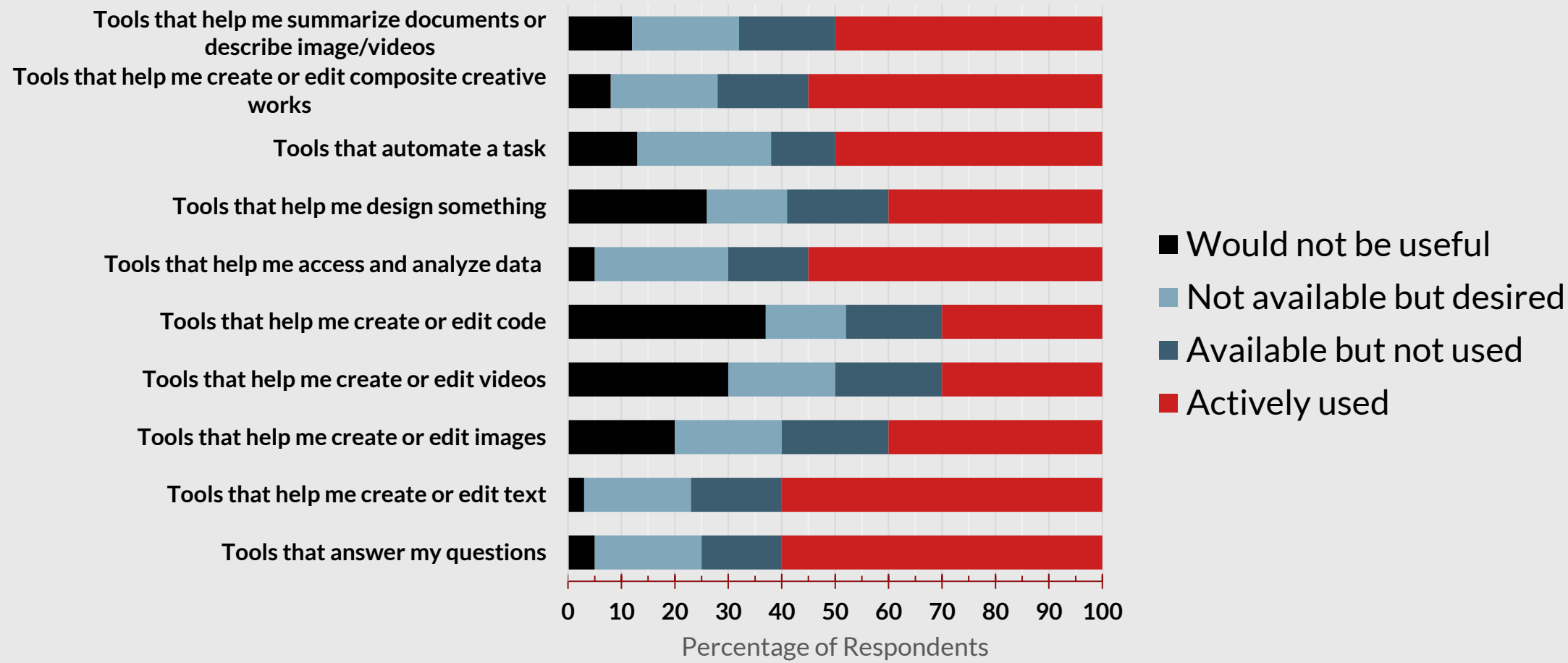Generic Courses

37.38%
Hands-on
Generic Training

34.44%
Hands-on,
Role-specific Training

28.27%
Templates, Prompt Libraries,
or Other Efficiency Enhancers

At work, how would you describe each of these categories of GenAI tools?

Chart showing percentage of respondents describing categories of GenAI tools, by category:

- Tools that help me summarize documents or describe image/videos
- Tools that help me create or edit composite creative works
- Tools that automate a task
- Tools that help me design something
- Tools that help me access and analyze data
- Tools that help me create or edit code
- Tools that help me create or edit videos
- Tools that help me create or edit images
- Tools that help me create or edit text
- Tools that answer my questions

Legend:
- Would not be useful
- Not available but desired
- Available but not used
- Actively used

X-axis: Percentage of Respondents (0 to 100)

What, if anything, is preventing you from using GenAI tools to be more efficient and effective at work?

160 — I don't have access to any tools

I don't feel comfortable using the tools because of intellectual property concerns — **134**

I've tried to use a Generative AI Tool, but it took me just as long as doing it the old way — **108**

157 — I don't feel comfortable using the tools because of privacy concerns

399 — Nothing, I have the tools I need and use them

182 — The tools I have aren't designed for my use case

120 — I've tried to use a Generative AI Tool, but the quality of the output was poor

141 — I've tried to use a Generative AI Tool, but I couldn't get it to produce the output I needed

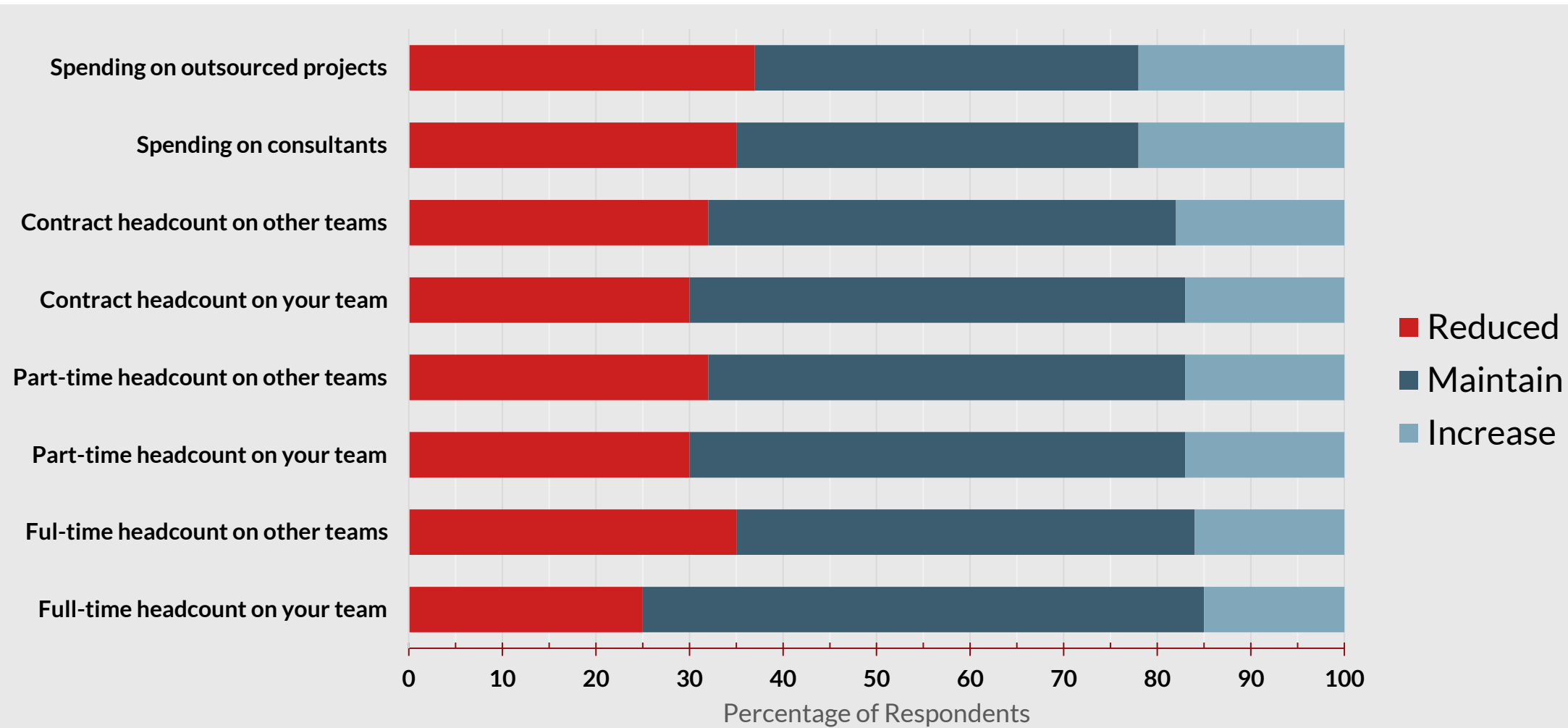**150** — I don't feel comfortable using the tools because I don't know how

*if they picked "*nothing,*" they could not select other categories

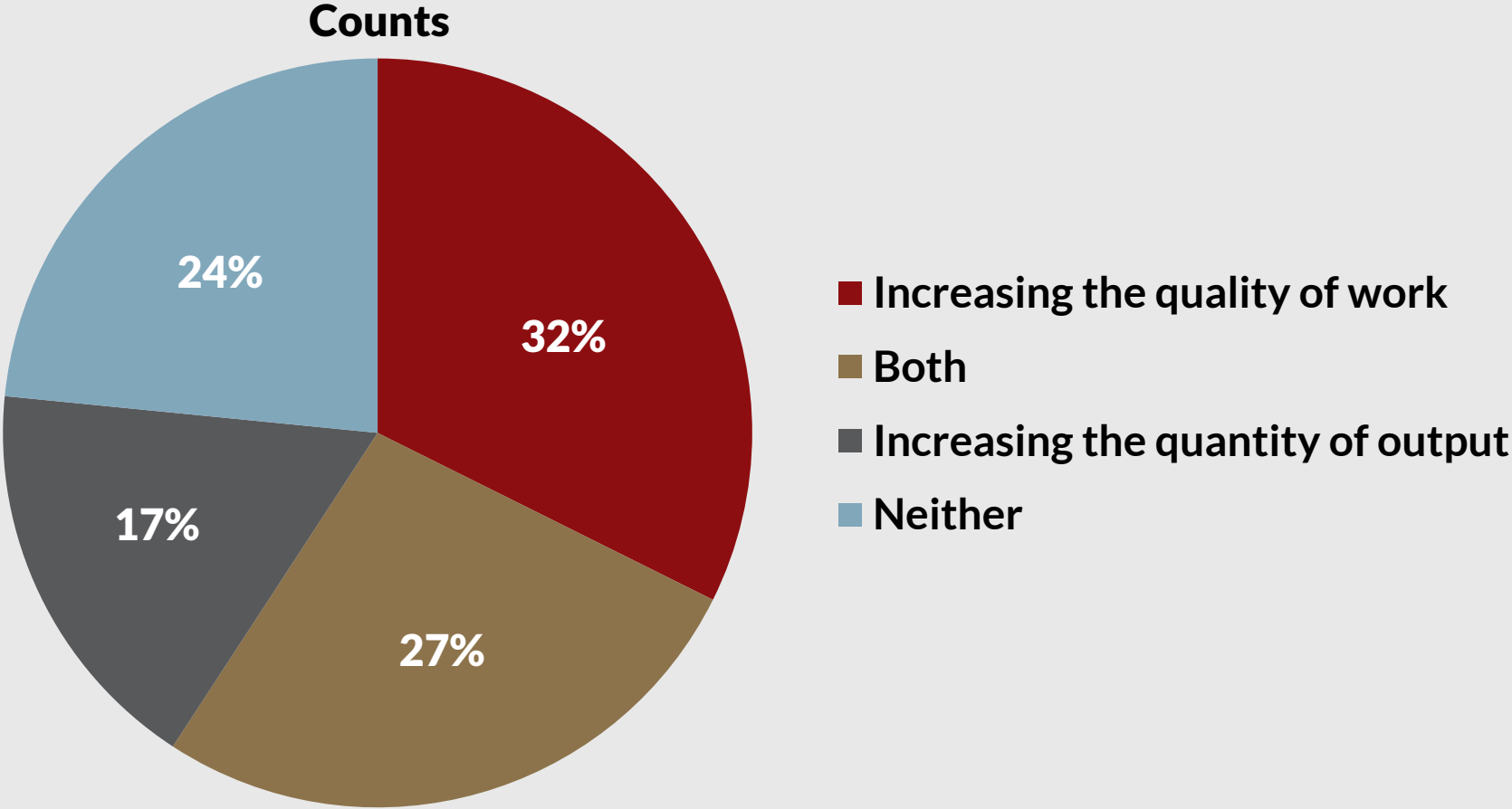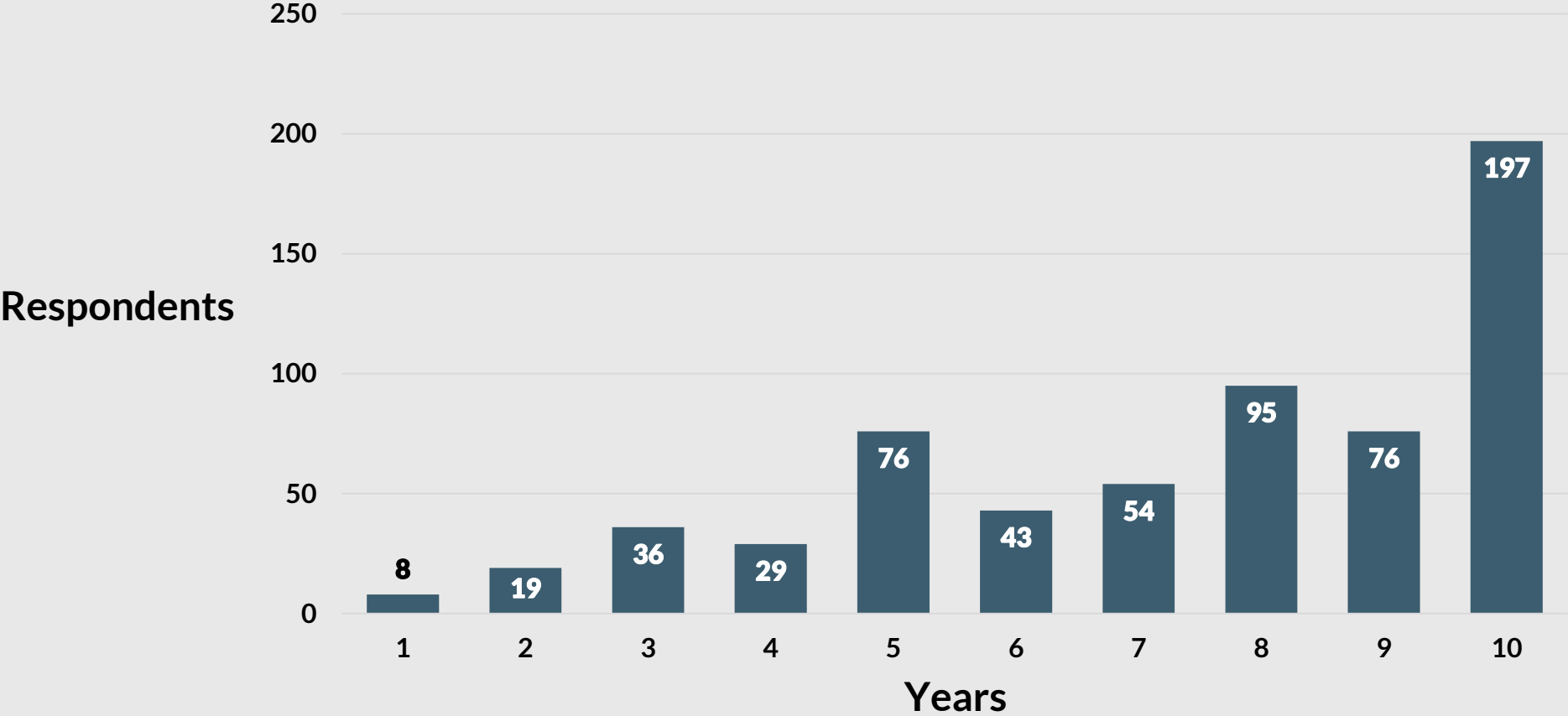# When do you think AI will be able to perform 50% of your job functions autonomously?
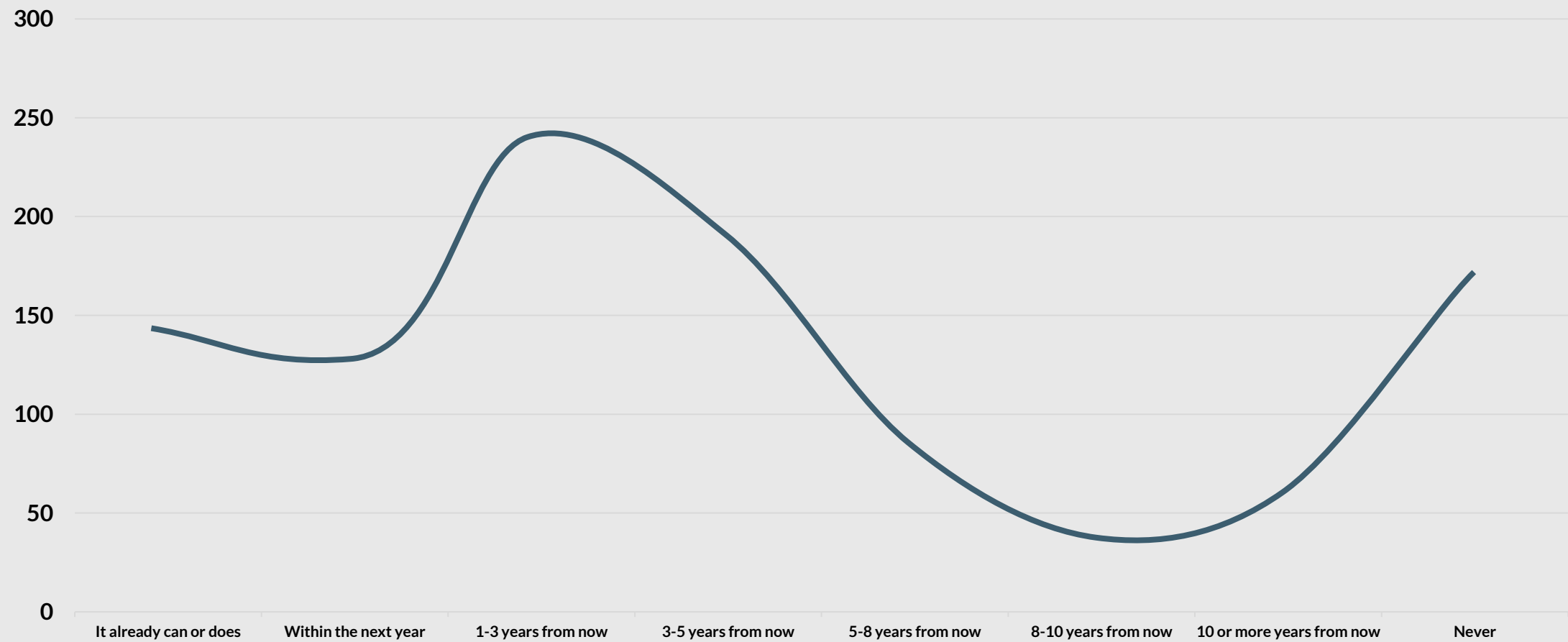
How do you think the following will change over the next two years due to AI Adoption?

Percentage of Respondents

Legend: Reduced, Maintain, Increase

Categories (top to bottom):
- Spending on outsourced projects
- Spending on consultants
- Contract headcount on other teams
- Contract headcount on your team
- Part-time headcount on other teams
- Part-time headcount on your team
- Ful-time headcount on other teams
- Full-time headcount on your team

How do you feel GenAI tools are impacting the quality of your work?

Counts

- Increasing the quality of work — 32%
- Both — 27%
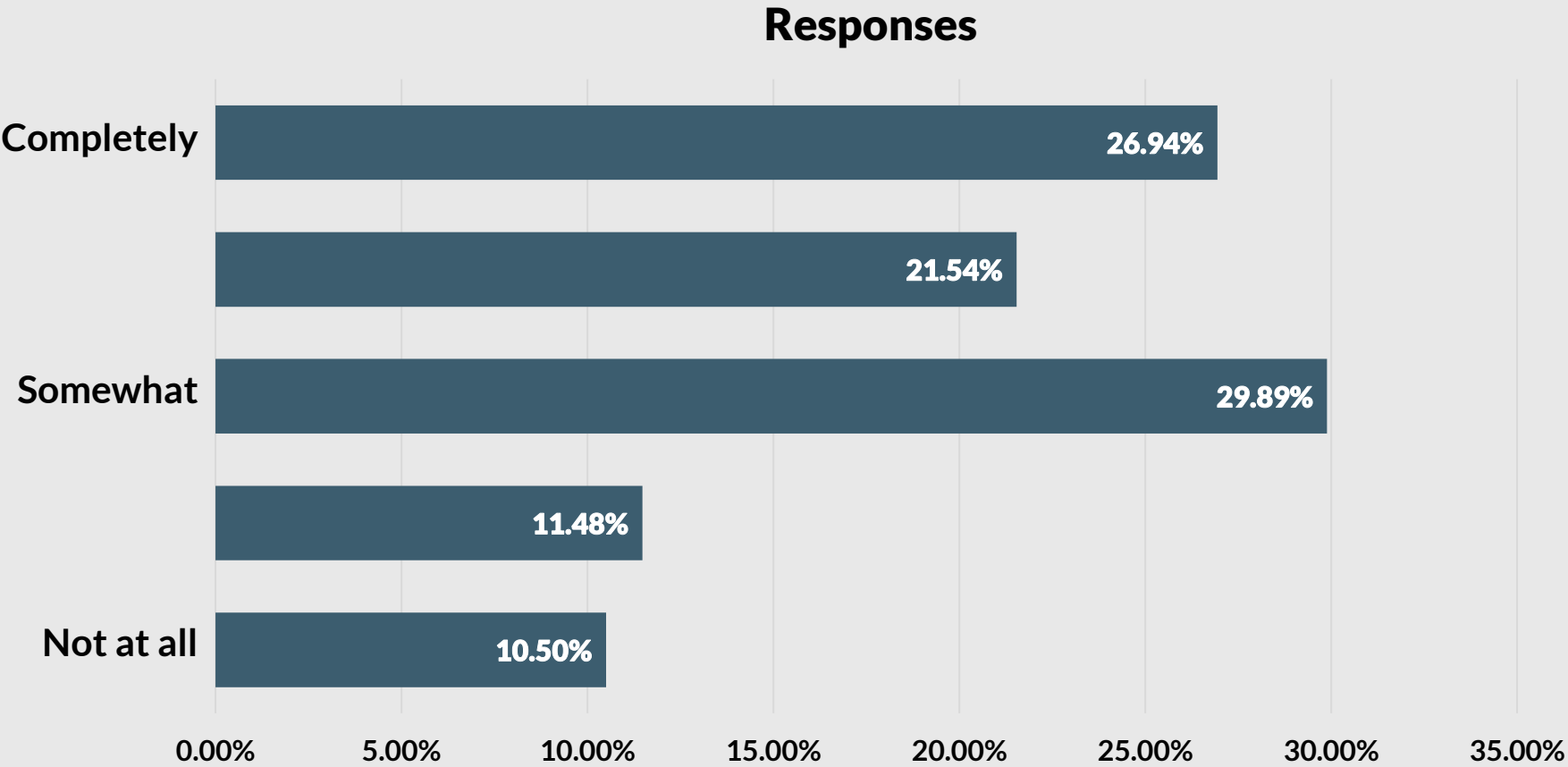- Increasing the quantity of output — 17%
- Neither — 24%

When you consider the quality of work AI produces, how many years of work experience would you expect a comparable human to have?
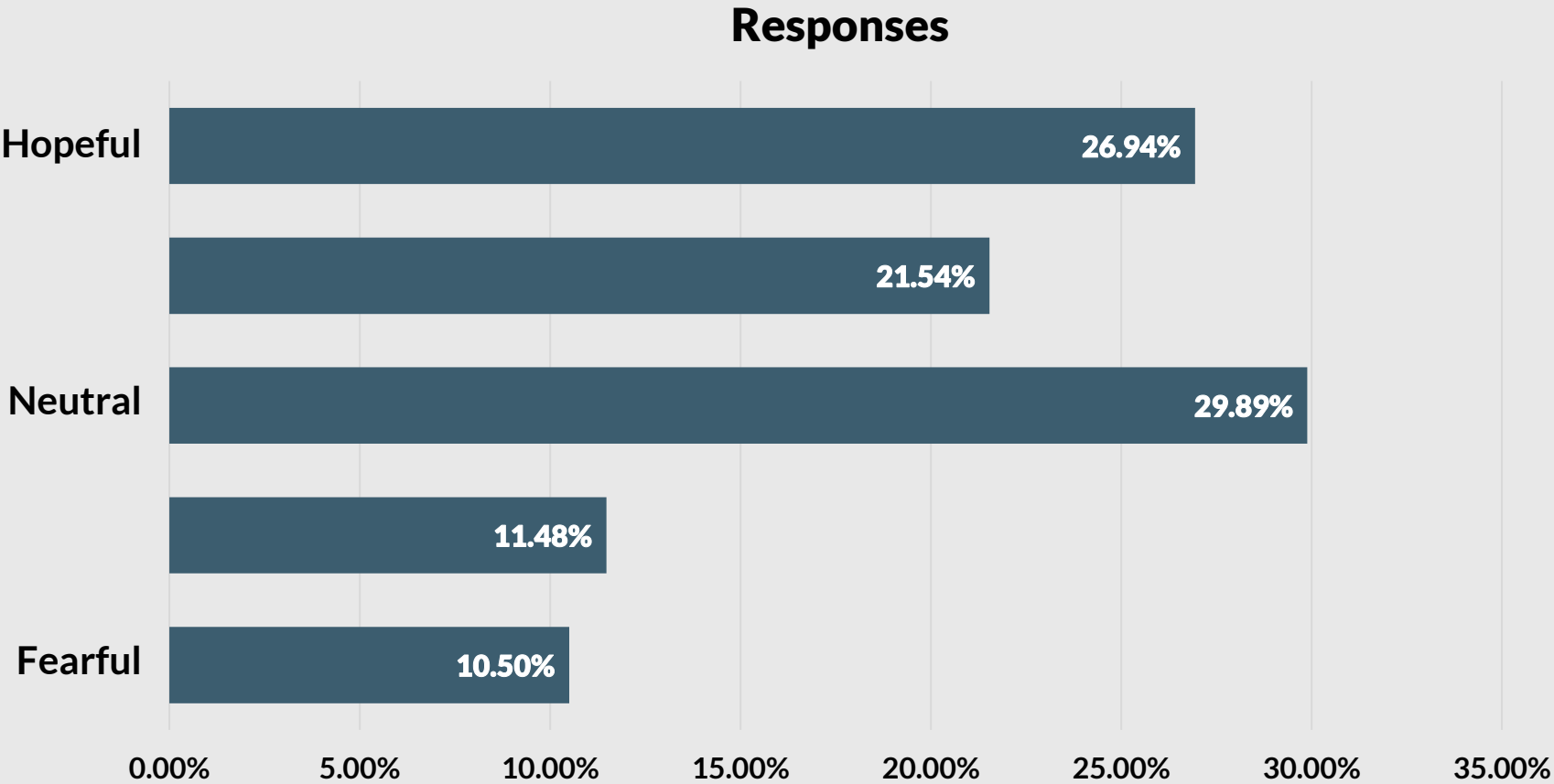

Respondents

Years

How much do you trust your employer to implement GenAI responsibly?

Responses

Category	Percentage
Completely	26.94%
	21.54%
Somewhat	29.89%
	11.48%
Not at all	10.50%

How does the rapid adoption of GenAI technologies make you feel about your future job prospects?

Responses

Hopeful	26.94%
	21.54%
Neutral	29.89%
	11.48%
Fearful	10.50%

How does the rapid adoption of GenAI technologies make you feel about your future job prospects?
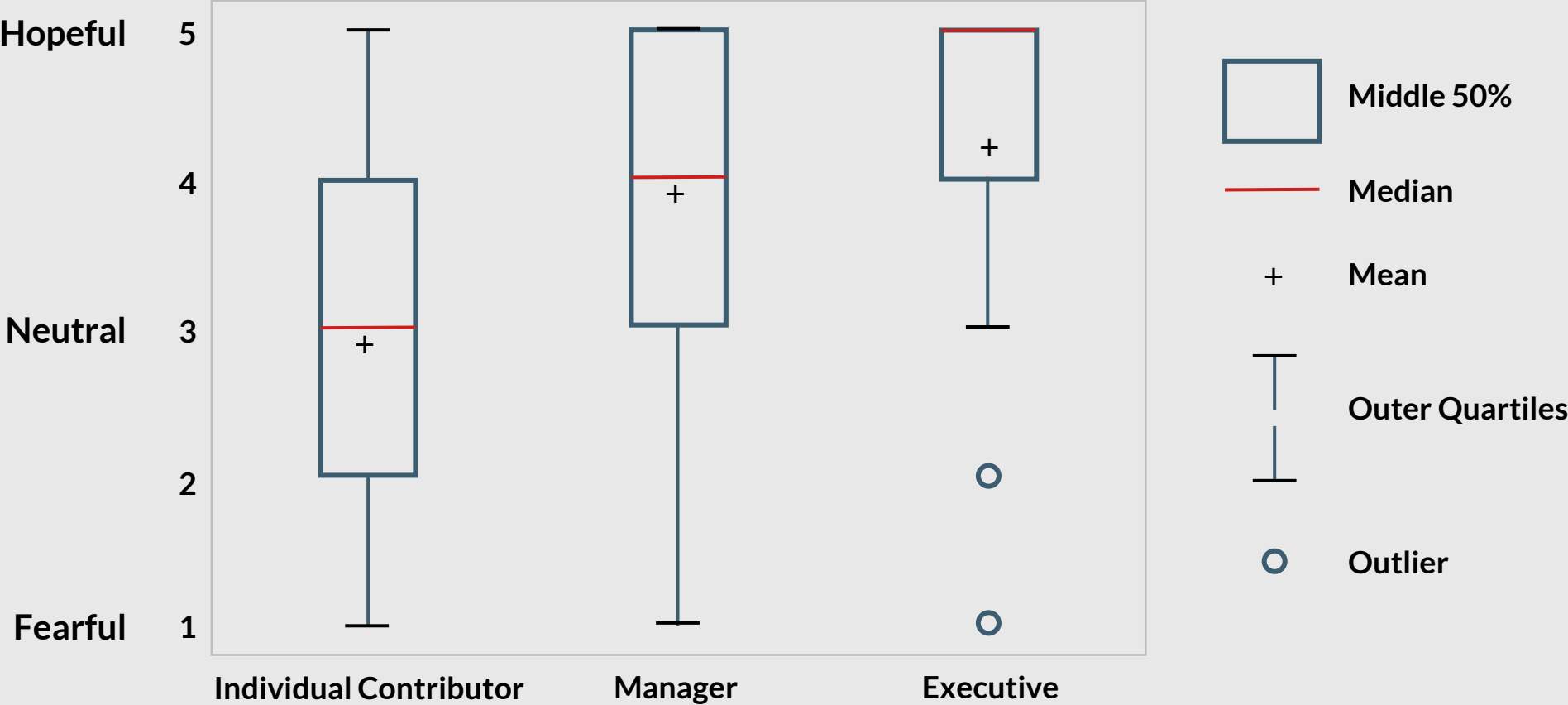
*Individual Contributors identified as "Entry Level", "Individual Contributor" or "Senior Individual Contributor"; Managers identified as either "Manager" or "senior Manager"; Executives identified as either "Director" "Vice President" "Senior or Executive Vice President" or "C- level Executive"