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Suffolk University Sawyer Business School/*USA TODAY* Main Street Poll Shows Despite Dire Predictions, Americans Are Unconcerned About AI Taking Their Jobs

BOSTON – Despite recent predictions from job analysts and investment firms that artificial intelligence (AI) may start to trigger significant human job losses, nearly 84% of US residents say they are not worried that AI will put them out of work, according to a new Suffolk University Sawyer Business School/*USA TODAY* poll.

Following the rise in popularity of OpenAI software ChatGPT and DALL-E this year, major companies have cited AI when announcing job cuts and organizations like Goldman Sachs have warned AI could lead to the loss of 300 million jobs. However, only 15% of respondents say they are concerned that AI will put them out of work.

The Suffolk University Sawyer Business School/*USA TODAY* survey sought out opinions of 1,000 adults nationwide—evenly split by gender, geography, and across the political spectrum—on how they view the future of work in the US. Sawyer Business School faculty members contributed poll questions specifically designed to better understand whether Americans fear AI will put them out of work.

“Business students must delve into AI,” said Pelin Bicen, associate dean of undergraduate programs and associate professor of marketing at the Sawyer Business School in Boston. “This transformative technology is redefining business strategies and models previously deemed unattainable. As the business realm evolves with AI, future leaders must adeptly navigate its nuances.”

Recent reports show corporate social responsibility—how a company considers its impact on the environment, culture and society—has a significant impact on public perception and consumer spending habits.

In the poll, which included survey questions designed by Sawyer Business School faculty members and business students Tina Do and Joaquin Heller Della-Vecchia, 69% of respondents said if they were to switch jobs today, their next company's commitment to responsible decision-making is "very important," with 18% saying corporate responsible decision-making is "somewhat important," and less than 10% saying it is either "not very important" or "not at all important."

As the US continues to brace for a potential recession and shoppers are becoming more cautious, respondents overwhelmingly said they are cutting back on spending. More than 71% said they are going out to eat less often. They are dialing back spending on clothing purchases (68%), groceries (53%), vacations (58%), and canceling or delaying home improvements (57%).

Despite the cutback on spending, more than one third (38%) said they are more likely to purchase products or services from business that prioritize diversity, equity, and inclusion (DEI). Forty-three percent said a company's commitment to DEI makes "no difference" in whether they will purchase products or services, and 16% said they are less likely to purchase from a company that prioritizes DEI.

In addition to corporate social responsibility, shoppers are now leveraging their buying power to put pressure on companies to employ ethical and sustainable business practices, such as making public commitments to charitable causes.

In considering ethical and sustainable practices, more than half (54%) of respondents said it is "very important" for businesses to align their practices with ethical and sustainable values. A quarter said sustainable practices are "somewhat important," and 15% said these values are either "not very important" or "not at all important."

Aligning with ethical values is only one operations consideration for businesses in the current climate. Many large companies are now requiring their employees to return to the office either part time or full time. More than two-thirds (68%) of respondents said they work fully on-site, with 21% working a hybrid schedule, and 10% working fully remote. Respondents were nearly evenly split when choosing which option they'd want their next job to be: 30% said they'd want to work fully remote, 32% said they'd prefer a hybrid schedule, and 33% said they'd prefer to work fully on-site. Twenty percent said they would not take a pay cut in order to work fully remote.

Methodology

This survey of 1,000 residents of the United States was conducted between September 6-11, and is based on live cell phone and land-line telephone interviews of adults 18 years of age or older, residing in all 50 states and the District of Columbia. Quota and demographic information—including region, race, and age—were determined from 2020 national census data. Surveys were administered in English and Spanish. The margin of sampling error for results based on the total

sample is +/-3.1 percentage points. For more information, contact David Paleologos at 781-290-9310, dpaleologos@suffolk.edu.

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