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Americans are hopeful automation and robotics technology will have a positive impact on the U.S. economy

Though, a new Ipsos survey finds that many are concerned about the impact this technology will have on the job market and job security

Washington DC, October 18, 2023 – Ipsos is partnering up with MIT and Amazon to dive into Americans' general attitudes and readiness for the implementation of automation and robotics technology in the workplace. The full research will be released in late 2023. These findings are a preview of the study that has been presented at Amazon's on-site event in Seattle, Washington on October 18, 2023.

The findings of this preview show that while overall Americans are concerned about the impact that implementation of these technologies will have on the job market and job security, they are still hopeful it will have a positive impact on society overall.

Impact of automation and robotics technology

About half or more of all Americans expect automation and robotics technology will have a **positive** impact on the warehouse sector, consumers, the US economy, the American people, and people in their community. On the other hand, they expect it will have a **negative** impact on the US job market. They expect it will decrease job security and increase layoffs.

However, while they worry about the immediate impact of the implementation of these technologies on the workforce, they also expect to see new opportunities. Two in five expect it will create new categories or kinds of jobs (37%) and one in five expect there to be more jobs in research and development (23%).

Americans expect these technologies to cause some turmoil at the industry level. Twenty-nine percent say it will cause some established industries to shut down and 25% expect it to bring new industries.

Experience with these technologies soothes some worries. About one in five employed Americans say their employer currently uses automation technology. Workers who say their employer uses automation technology are significantly more likely to say automation and robotics will have a **positive** impact on consumers, the American people, and employees in their industry than employees whose employer does not utilize these technologies. They are also more likely to say that this technology will create new kinds or categories of jobs, bring new industries, and increase jobs in research and development.

Republicans are more likely to say the tech will have a negative impact on the US job market, although the majority of Democrats also expect it to have a negative impact. Republicans are more likely to say it will have a negative impact on the US economy, while Democrats and Independents are more likely to say it will have a positive impact.

Readiness to Adapt to Automation and Robotics in the Workplace

About half of Americans say it will be easy for them to adapt to new automation and robotics technology (48%) and 29 percent say it will be difficult for them. About one in five are not sure if they will be able to adapt to this technology. They are slightly less likely to think their co-workers (41%) or their managers/leaders (43%) will have an easy time adapting to these technologies.





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Americans are most concerned about how warehouse workers will adapt to working with automation technology. About half of Americans believe warehouse and industrial workers will have a difficult time adapting to robotic and automation technology (48%).

Employees whose employer currently utilizes these technologies are significantly more likely to say will be easy for them to adapt to working with robotic and automation technology than those whose employer does not currently utilize these technologies (70% and 49%, respectively). Notably, these two groups are equally likely to believe it will be difficult for warehouse and industrial workers to adapt to working with these technologies (47% and 50%, respectively).

Americans with less formal education are more likely to worry they will have a difficult time adapting to working with robotics and automation technology. Two in five with a high school diploma or less formal education say they will have a difficult time adapting to this tech in the workplace compared to about one in five who have attended at least some college.

An Ipsos Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 6 to October 9, 2023
Number of interviews: 1,024

Margin of error: +/- 3.30 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire:

Q1. **[Asked if Employed]** To the best of your knowledge, has your workplace employed any automation or robotics technologies?

	Total (N=629)
Yes, my workplace has automation and/or robotic technology	20%
No, my workplace has not employed any automation or robotic technologies	59%
I don't know if my workplace has employed any automation or robotic technologies	20%
Refused	1%



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Q2. Have you ever used any of the following technologies?

	Total (N=1,024)
Digital maps and navigation (e.g. Google Maps, Apple Maps)	72%
Digital Assistants (e.g. Alexa or Siri)	48%
Facial detection software (e.g. to unlock a smartphone or tablet)	35%
Product scanning technology	30%
Robot vacuums	22%
Chat-GPT or other Generative AI	19%
Drones	13%
Prediction and planning software	7%
Self-driving vehicles	4%
Food, packaging, and product delivery robots	3%
Medical robots (e.g. used for surgery, rehabilitation, etc.)	3%
Warehouse robots	2%
Robotic arms (e.g. used for welding or assembly)	2%
None of the above	16%
Refused	1%

Q3. Overall, what kind of impact do you think robotics technology will have on each of the following?

Total Positive Summary

	Total (N=1,024)
The warehouse and industrial sector	60%
Consumers	55%
The US economy	48%
The American people	47%
People in your community	37%
The US job market	29%
Employees in your industry	26%

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Q3_1. Overall, what kind of impact do you think robotics technology will have on each of the following?

The American people

	Total (N=1,024)
Very negative impact	10%
Somewhat negative impact	27%
No impact	14%
Somewhat positive impact	39%
Very positive impact	8%
Refused	2%
<i>Negative impact (Net)</i>	<i>37%</i>
<i>Positive impact (Net)</i>	<i>47%</i>

Q3_2. Overall, what kind of impact do you think robotics technology will have on each of the following?

Consumers

	Total (N=1,024)
Very negative impact	7%
Somewhat negative impact	18%
No impact	17%
Somewhat positive impact	44%
Very positive impact	11%
Refused	3%
<i>Negative impact (Net)</i>	<i>25%</i>
<i>Positive impact (Net)</i>	<i>55%</i>

Q3_3. **[Asked if Employed]** Overall, what kind of impact do you think robotics technology will have on each of the following?

Employees in your industry

	Total (N=629)
Very negative impact	12%
Somewhat negative impact	23%
No impact	37%
Somewhat positive impact	21%
Very positive impact	6%
Refused	3%
<i>Negative impact (Net)</i>	<i>34%</i>
<i>Positive impact (Net)</i>	<i>26%</i>

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Q3_4. Overall, what kind of impact do you think robotics technology will have on each of the following?

People in your community

	Total (N=1,024)
Very negative impact	8%
Somewhat negative impact	24%
No impact	29%
Somewhat positive impact	30%
Very positive impact	7%
Refused	2%
<i>Negative impact (Net)</i>	31%
<i>Positive impact (Net)</i>	37%

Q3_5. Overall, what kind of impact do you think robotics technology will have on each of the following?

The US economy

	Total (N=1,024)
Very negative impact	10%
Somewhat negative impact	27%
No impact	13%
Somewhat positive impact	39%
Very positive impact	9%
Refused	2%
<i>Negative impact (Net)</i>	36%
<i>Positive impact (Net)</i>	48%

Q3_6. Overall, what kind of impact do you think robotics technology will have on each of the following?

The US job market

	Total (N=1,024)
Very negative impact	18%
Somewhat negative impact	40%
No impact	11%
Somewhat positive impact	23%
Very positive impact	6%
Refused	2%
<i>Negative impact (Net)</i>	58%
<i>Positive impact (Net)</i>	29%

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Q3_7. Overall, what kind of impact do you think robotics technology will have on each of the following?

The warehouse and industrial sector

	Total (N=1,024)
Very negative impact	11%
Somewhat negative impact	19%
No impact	8%
Somewhat positive impact	40%
Very positive impact	20%
Refused	2%
<i>Negative impact (Net)</i>	<i>30%</i>
<i>Positive impact (Net)</i>	<i>60%</i>

Q4. How will implementing robotics and automation technology in the workplace affect your local community and economy?

	Total (N=1,024)
Decreased job security	51%
Increased layoffs	50%
Creating new categories/kinds of jobs	37%
Decreased wages	32%
Shutting down established industries	29%
Bringing in new industries	25%
Increasing jobs in the research and development sector	23%
Increasing jobs in the warehouse and industrial sector	6%
Increased spending in local stores	6%
Increased wages	5%
Increased job security	3%
Other	2%
None of the above	12%
Refused	2%

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Q5. How concerned are you, if at all, about the job security of warehouse workers if the warehouse and industrial sectors adapt automation and robotic technology tools?

	Total (N=1,024)
Very concerned	23%
Somewhat concerned	45%
Not very concerned	16%
Not at all concerned	6%
Don't know	8%
Refused	1%
Concerned (Net)	68%
Not concerned (Net)	22%

Q6. How easy or difficult will it be for the following people to adapt to working with robotic and automation technology?

Total Easy Summary

	Total (N=1,024)
You	48%
Your managers or leaders	43%
Your co-workers	41%
Warehouse or industrial workers in general	33%

Q6_1. How easy or difficult will it be for the following people to adapt to working with robotic and automation technology?

You

	Total (N=1,024)
Very easy	17%
Somewhat easy	31%
Somewhat difficult	21%
Very difficult	7%
Not sure	21%
Refused	3%
Easy (Net)	48%
Difficult (Net)	29%

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Q6_2. *[Asked if Employed]* How easy or difficult will it be for the following people to adapt to working with robotic and automation technology?

Your co-workers

	Total (N=629)
Very easy	9%
Somewhat easy	31%
Somewhat difficult	25%
Very difficult	8%
Not sure	22%
Refused	3%
<i>Easy (Net)</i>	41%
<i>Difficult (Net)</i>	34%

Q6_3. How easy or difficult will it be for the following people to adapt to working with robotic and automation technology?

Your managers or leaders

	Total (N=1,024)
Very easy	10%
Somewhat easy	33%
Somewhat difficult	25%
Very difficult	7%
Not sure	22%
Refused	3%
<i>Easy (Net)</i>	43%
<i>Difficult (Net)</i>	32%

Q6_4. How easy or difficult will it be for the following people to adapt to working with robotic and automation technology?

Warehouse or industrial workers in general

	Total (N=1,024)
Very easy	5%
Somewhat easy	28%
Somewhat difficult	37%
Very difficult	11%
Not sure	16%
Refused	3%
<i>Easy (Net)</i>	33%
<i>Difficult (Net)</i>	48%



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About the Study

This Ipsos poll was conducted between October 6-October 9, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,024 general population adults age 18 or older.

The margin of sampling error for this study is plus or minus 3.30 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18 for all respondents.

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

