



# Human Capital Real Insights

American Worker Survey  
highlights



We're excited to share a report based on our 2024 American Worker Survey. The report shows how important it is to connect with people in the new era of work. KPMG surveyed more than 1,800 US-based employees representing a wide variety of industries, including health care and life sciences, government and education, technology, media and telecom, financial services, industrial manufacturing, consumer and retail and others.

## Key survey findings include:

- Growing optimism about AI and its impact on jobs, particularly when targeted upskilling is in place.
- Although there has been a decrease in the amount of workers departing from their current positions, they are still actively seeking new employment opportunities.
- A strong preference for hybrid and remote work models, despite a movement toward return-to office in some industries.
- People are becoming more skeptical about the need for four-year college degrees. They are choosing other ways to learn that can not only help with a traditional degree, but also replace it as a job requirement in some cases.
- Managers and employees need to be better at leading people. This is becoming more important as employers try new ways of working and AI-driven jobs.

[Download the report](#)

If you have any questions or would like to discuss how KPMG can support you in this journey, please reach out. We look forward to helping you find solutions that shape a rewarding future for your organization.

Kind regards,



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