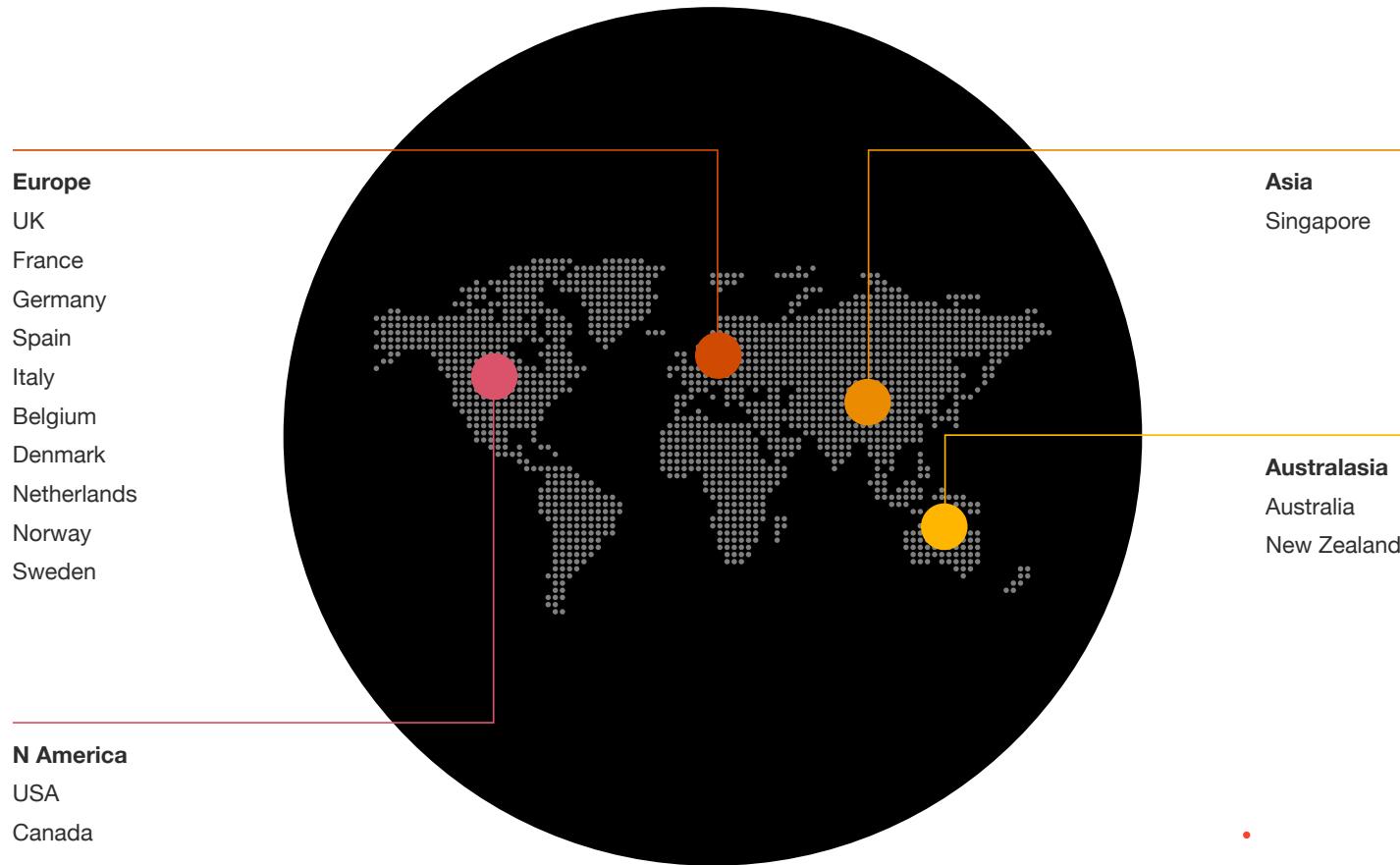


# AI Jobs Barometer

## Spain Findings

The AI Jobs Barometer uses half a billion job ads from 15 countries to examine AI's impact on jobs, skills, wages, and productivity

---



# Executive Summary of Global Findings

**We find evidence that AI is transforming what workers and companies can achieve. There is no going back to yesterday's jobs market, but - if carefully managed - this jobs transition could bring a bright future for workers.**

Our data shows AI may be able to help with deep economic challenges. Sectors more exposed to AI are seeing sharply higher labour productivity. This could help to break many nations out of persistent low productivity growth, generating economic expansion, higher wages, and enhanced living standards. In addition, we find that AI can help to ease labour shortages that are likely to become more acute as populations age.

Workers must adapt to an AI era. Old skills are disappearing from job ads - and new skills are appearing - 25% faster in jobs more exposed to AI. To stay relevant in these roles, workers may need to demonstrate or acquire new skills. Workers who learn to harness AI are likely to be more productive and valuable than ever, and all within a context of rising societal prosperity.

One key to a bright future for workers is for companies and workers to fully embrace AI. Instead of thinking only about how AI can replace people (which is fundamentally backward-looking), we should think inventively about how we can make the most of AI to create entirely new industries and roles for people.

Our findings suggest priority actions for companies, workers, and policymakers to manage a disruptive jobs transition while realising the potential of AI to do good for society.

## Good news for the global economy

- 4.8x greater labour productivity growth in sectors more exposed to AI
- 27% lower growth in job openings in AI-exposed roles, helping to ease labour shortages
- Jobs that require AI skills carry up to a 25% wage premium on average, underlining the value of these skills to companies

## A disruptive jobs transition

- Skills required for AI-exposed jobs are changing 25% faster than in less exposed jobs
- Sharp declines in demand for some AI-replaceable skills
- Some skills rising in demand complement AI or are relatively immune to AI disruption

## Next steps for policymakers, companies, workers

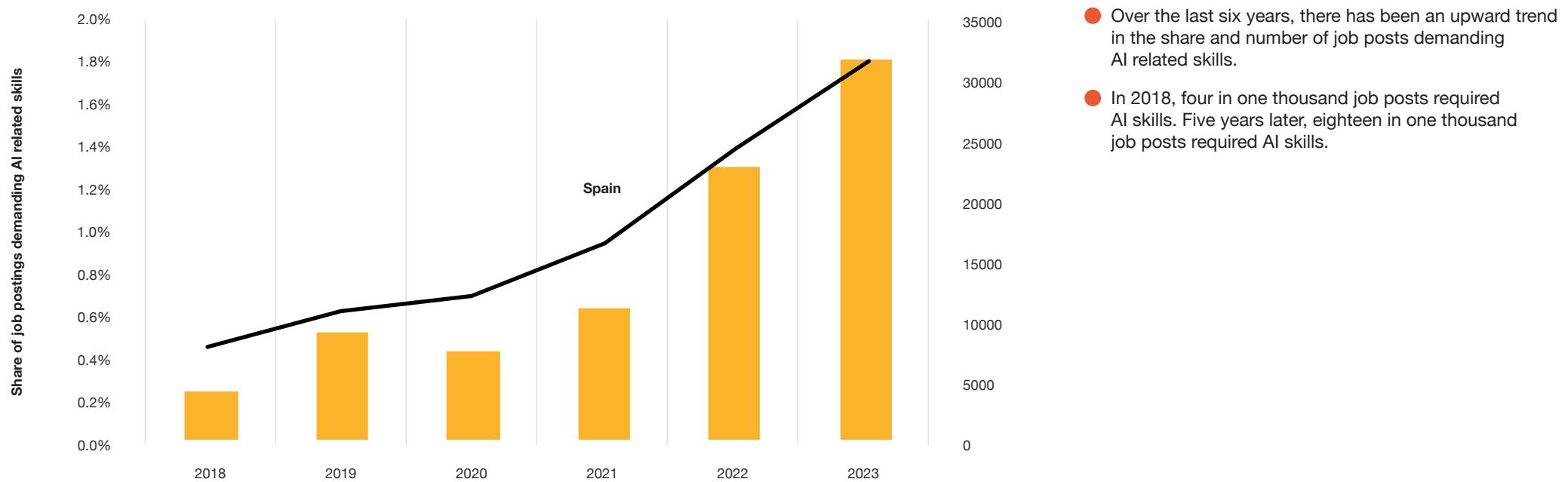
- Embrace uses of AI to grow productivity and prosperity, ensuring benefits are shared
- Encourage use of AI in partnership with people (which can lead to better results)
- Upskill workers for an AI age
- Ensure the responsible use of AI

# Spain Findings



# The share and number of job postings in Spain demanding AI related skills has increased significantly since 2018

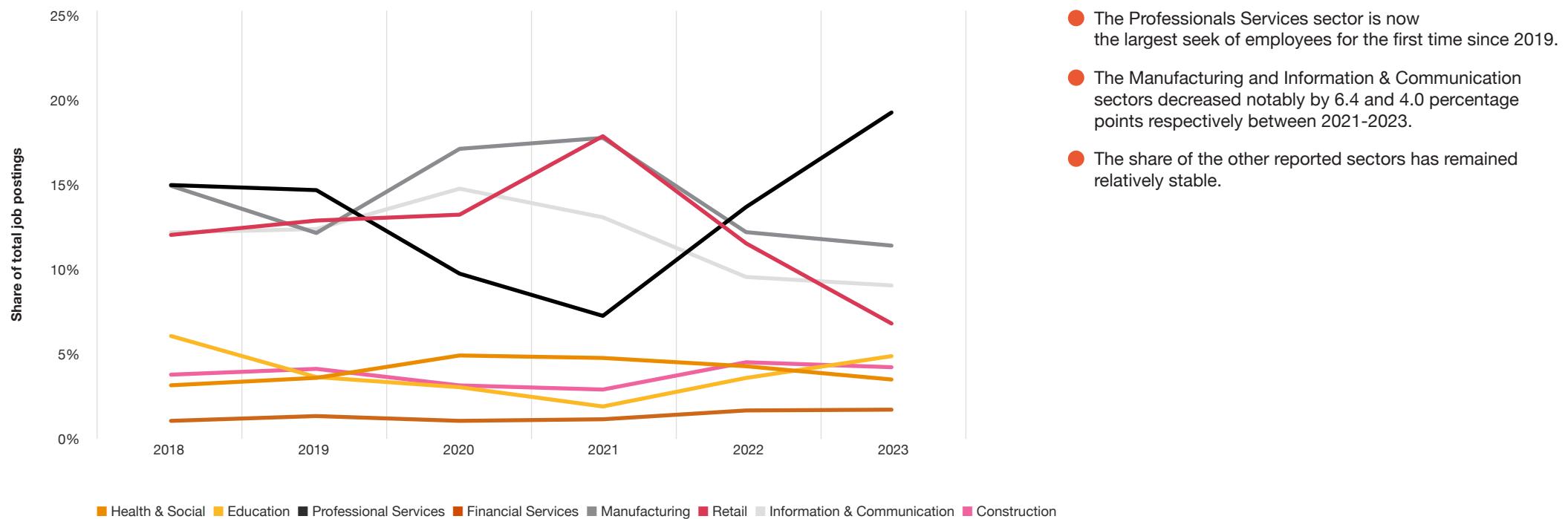
## Total number and share of job postings requiring AI related skills, Spain, 2018-2023



Sources: PwC analysis of Lightcast data

# Over the last five years, the Professional Services sector has become the largest seeker of employees

Share of all job postings by sector, Spain, 2018-2023

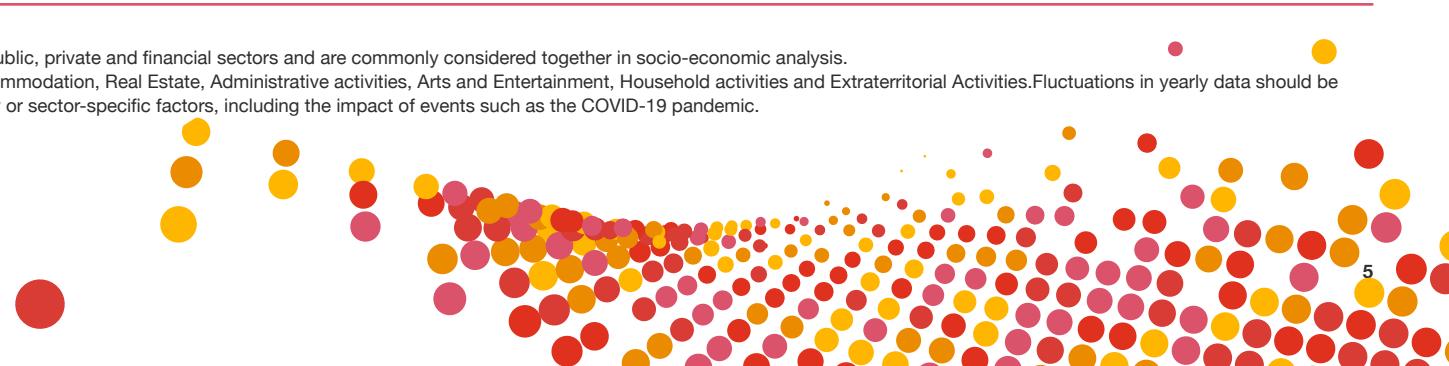


- The Professional Services sector is now the largest seek of employees for the first time since 2019.
- The Manufacturing and Information & Communication sectors decreased notably by 6.4 and 4.0 percentage points respectively between 2021-2023.
- The share of the other reported sectors has remained relatively stable.

Sources: PwC analysis of Lightcast data

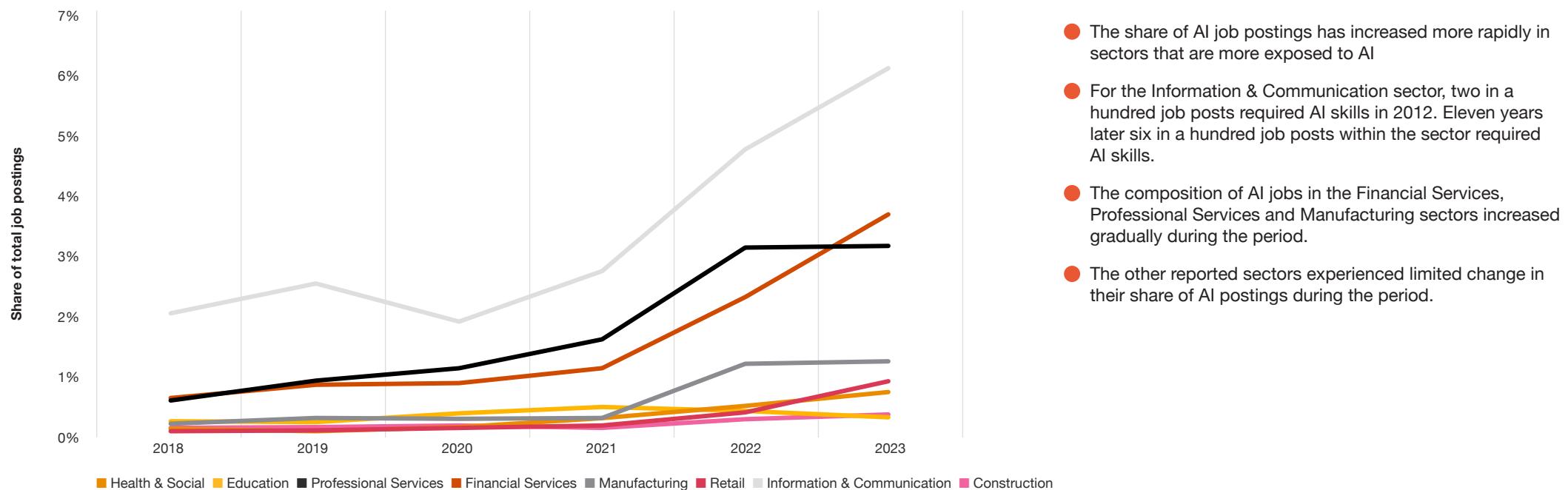
Notes: In this figure we consider seven of the 19 sectors. The seven sectors capture public, private and financial sectors and are commonly considered together in socio-economic analysis.

Sectors excluded: Agriculture, Mining, Power, Water, Retail trade, Transportation, Accommodation, Real Estate, Administrative activities, Arts and Entertainment, Household activities and Extraterritorial Activities. Fluctuations in yearly data should be considered in the context of broader trends, as they may result from various temporary or sector-specific factors, including the impact of events such as the COVID-19 pandemic.



# Demand for AI skills has increased significantly in the Information & Communication and Financial Services sectors since 2012

Share of AI job postings in each sector, Spain, 2018-2023



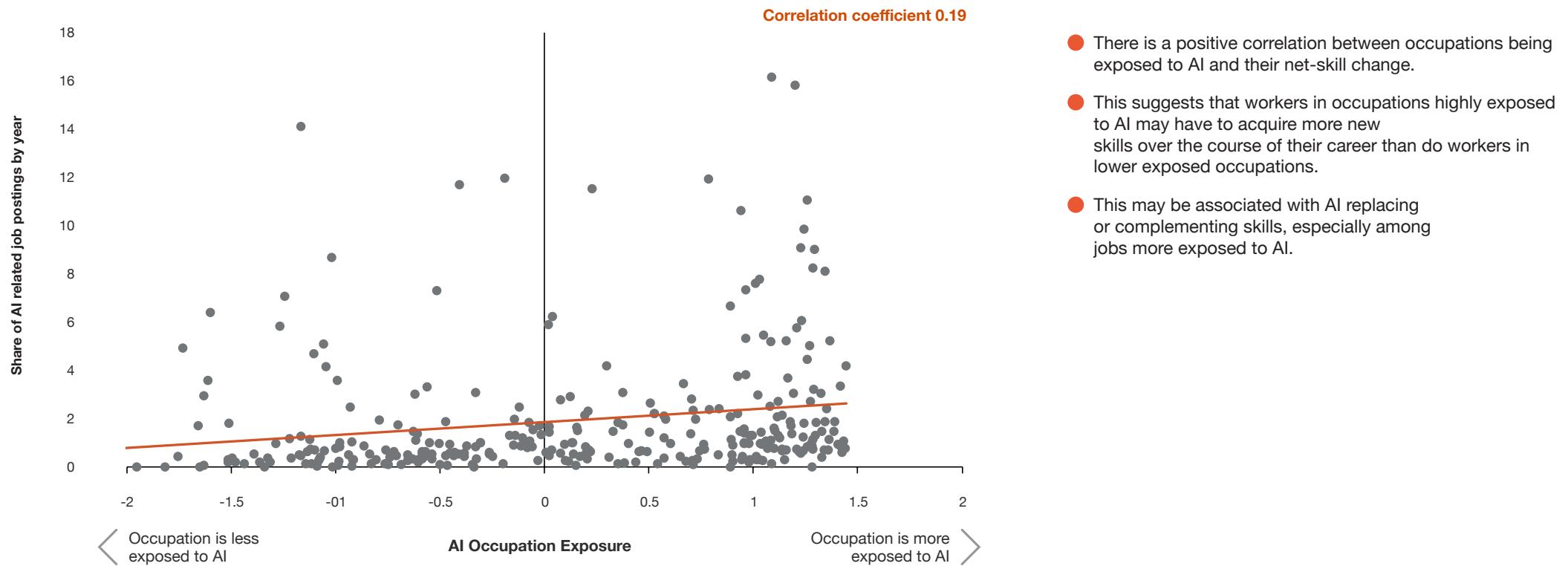
Sources: PwC analysis of Lightcast data

Notes: In this figure we consider seven of the 21 sectors. The seven sectors capture public, private and financial sectors and are commonly considered together in socio-economic analysis.

Sectors excluded: Agriculture, Mining, Power, Water, Retail trade, Transportation, Accommodation, Real Estate, Administrative activities, Arts and Entertainment, Household activities and Extraterritorial Activities. Fluctuations in yearly data should be considered in the context of broader trends, as they may result from various temporary or sector-specific factors, including the impact of events such as the COVID-19 pandemic.

# Occupations which are highly exposed to AI altered their skill mix more

## Net change in the number of skills demanded against AI, Spain, 2019-2023



Sources: PwC analysis of Lightcast data, ISCO-08 Occupation Codes (4-digit level), Felten et al. (2021).

Notes: The net skill change is based on Deming and Noray (2020) and is calculated by using the difference between 2019-2023 in the total number of skills required by job occupations using the ISCO-08 4-digit occupational codes. The AI Occupation Exposure is from Felten et al's (2021). and measures the degree to which occupations rely on abilities in which AI has made the most progress in recent years.

The correlation coefficient is the statistical measure that quantifies the strength and direction of a linear relationship between unfilled job vacancies and AI Sectoral Exposure.

# Due to data limitations the wage premium for Spain is not presented

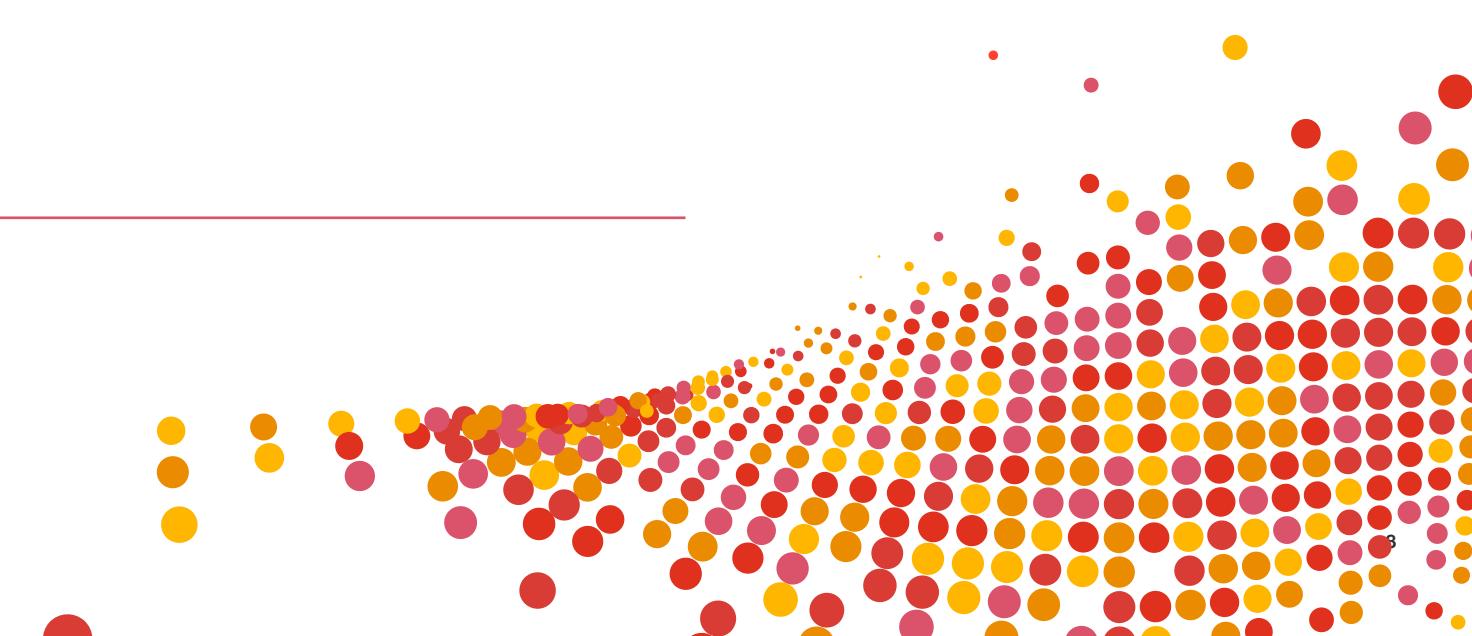
---

We have not included wage premium data for this country as it is potentially misleading for the following reasons:

- Insufficient data
- Insignificant sample sizes

Sources: PwC analysis of Lightcast data, ISCO-08 Occupation Codes (4-digit level)

---



## Partner Sponsors



**Carol Stubblings**

Global Markets and  
TLS Leader



**Scott Likens**

Global AI and Innovation  
Technology Leader



**Peter Brown**

Global Workforce  
Leader

## Contributors



**Barret Kupelian**  
Director, Chief Economist  
barret.g.kupelian@pwc.com



**Sarah Brown**  
Director, Global  
Corporate Affairs  
sarah.x.brown@pwc.com



**Mehdi Sahneh**  
Senior Manager, Economist  
mehdi.sahneh@pwc.com



**Simon Oates**  
UK Economics Leader



**Justine Brown**  
Director, Global Workforce



**Adam Deasy**  
Senior Associate, Economist  
adam.deasy@pwc.com



**Nabil Taleb**  
Senior Associate, Economist  
nabil.taleb@pwc.com



**Harry Ingham**  
Associate, Economist  
harry.a.ingham@pwc.com

**Dr. Ilhan Guner**  
Academic Advisor  
University of Kent

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2024 PwC. All rights reserved. Not for further distribution without the permission of PwC.  
'PwC' refers to the network of member firms of PricewaterhouseCoopers International Limited (PwCIL), or, as the context requires, individual member firms of the PwC network. Each member firm is a separate legal entity and does not act as agent of PwCIL or any other member firm. PwCIL does not provide any services to clients. PwCIL is not responsible or liable for the acts or omissions of any of its member firms nor can it control the exercise of their professional judgment or bind them in any way. No member firm is responsible or liable for the acts or omissions of any other member firm nor can it control the exercise of another member firm's professional judgment or bind another member firm or PwCIL in any way.

# Advisors



**Tom Pagram**  
Partner, Artificial Intelligence  
Leader & Chief Technology  
Officer, PwC Australia



**Johan Jegerajan**  
Partner, CEMEA and UK  
Consulting CTO, PwC UK



**Dr. Alexis Crowe**  
Lead, Geopolitical Investing  
practice, PwC US



**Ashootosh Chand**  
Partner, Digital & Emerging  
Technologies, PwC India



**Eugénie Krijnsen**  
Partner, Global Financial  
Services Advisory  
Leader, PwC Netherlands



**Ilana Golbin Blumenfeld**  
Director, Emerging  
Technologies & Responsible  
AI Lead, PwC US



**Mir Kashifuddin**  
Partner, Data Risk & Privacy  
Practice Leader, PwC US



**Tom Lewis**  
Partner, Head of Commercial  
Technology, PwC UK



**Mitra Best**  
Partner, Technology Impact  
Leader, PwC US



**Euan Cameron**  
Partner, UK Artificial  
Intelligence and Drones  
Leader, PwC UK



**Maria Axente**  
UK Responsible AI and AI  
for Good Lead, PwC UK



**Rob McCargow**  
Director, UK Technology  
Impact Leader, PwC UK



**Calen Byers**  
Partner, Financial Services -  
Asset & Wealth Management  
- Real Assets, PwC US



**Parul Munshi**, Partner,  
Workforce Transformation  
PwC South East Asia  
Consulting, PwC Singapore



**Prasun Shah**  
Partner, UK Tax Workforce,  
PwC UK



**Julia Lamm**  
Partner, Workforce  
Transformation, PwC US



**Anthony Bruce**  
Partner, Chair of Health  
Industries, PwC UK



**Eyhab Abdeen**  
Partner, Middle East  
Workforce, PwC Middle East



**Bastiaan Starink**  
Partner, Workforce, PwC  
Netherlands



**Paul Kett**  
Senior Adviser and Global  
Director Education and  
Skills, PwC UK



**Patrick Pugh**  
Partner, Principal, Global  
Microsoft Alliance and  
Transformation Leader,  
PwC US



**Bhushan Sethi**  
Partner, Strategy&, PwC US



**Barbara Baarsma**  
Chief Economist,  
PwC Europe



**Amy Cai**  
Managing Partner, ESG,  
PwC China



**Jennifer Kosar**  
Trust and Transparency  
Solutions Leader, PwC US

