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ACCOUNTING FOR WORKERS IN THE AGE OF AI:

Understanding the Impact of Artificial Intelligence on Financial Services Employment in Ireland

SURVEY RESULTS

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SURVEY RESULTS

Author

Molly K. G. Newell, TASC

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BACKGROUND

To understand attitudes of workers in Ireland's financial services sector, the Financial Services Union surveyed over 604 employees – 602 of whom were FSU members – over the course of 113 days in the Summer and Autumn of 2024. This survey covered key concerns for public and private sector policymaking, including worker anxiety, perception of skill levels, and beliefs about the long-term impacts of artificial intelligence (AI) on employment and job quality. The findings offer a rare, grounded perspective from those most directly affected by digital transformation in the industry.

The financial services sector in Ireland has long been at the forefront of technological adoption, but the recent acceleration in AI deployment – particularly generative AI tools like ChatGPT – has introduced new uncertainties. While some industry leaders and government officials promote AI as a means of boosting productivity and reducing operational costs, many workers are left questioning what this transformation means for their roles, their futures, and their ability to adapt. In this context, the FSU's survey aims to bridge the gap between high-level policy discussions and the everyday realities faced by employees navigating this shift.

This research is particularly timely given the increasing calls for proactive governance of AI in the workplace. By examining both the practical and emotional dimensions of AI's integration – from training availability to customer impacts and worker trust – the survey results provide valuable insight for employers, unions, and policymakers seeking to ensure that Ireland's digital future is not only efficient but also equitable. The data presented in the following figures captures the complexity of worker sentiment, highlighting both opportunities and challenges in building an inclusive transition to an AI-augmented financial sector.

Respondent Demographics

Figure 1: Location of FSU Survey Respondents (n=604)

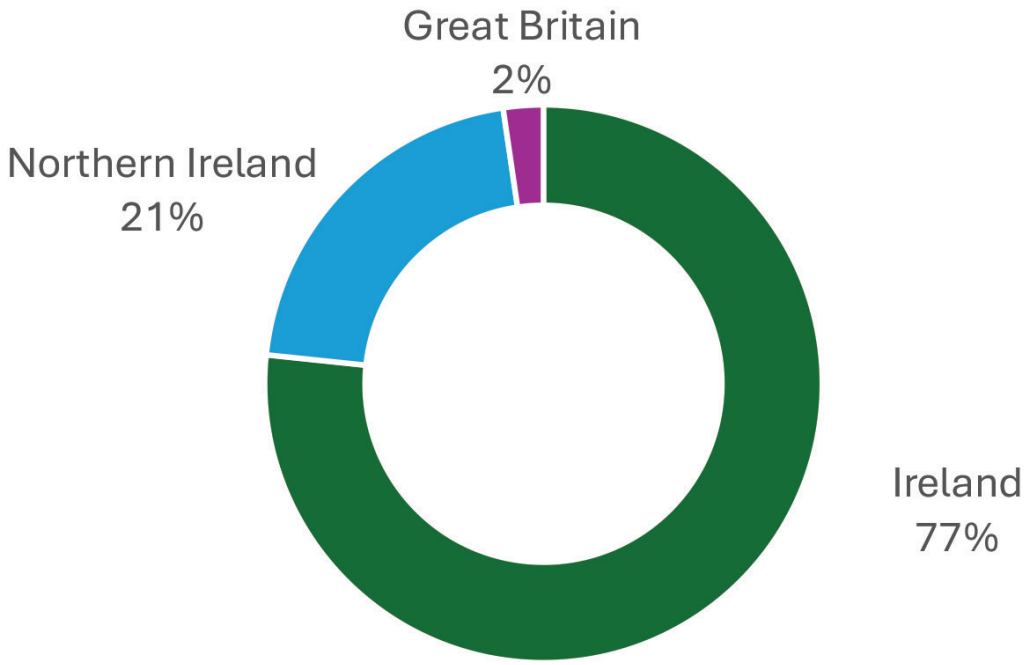
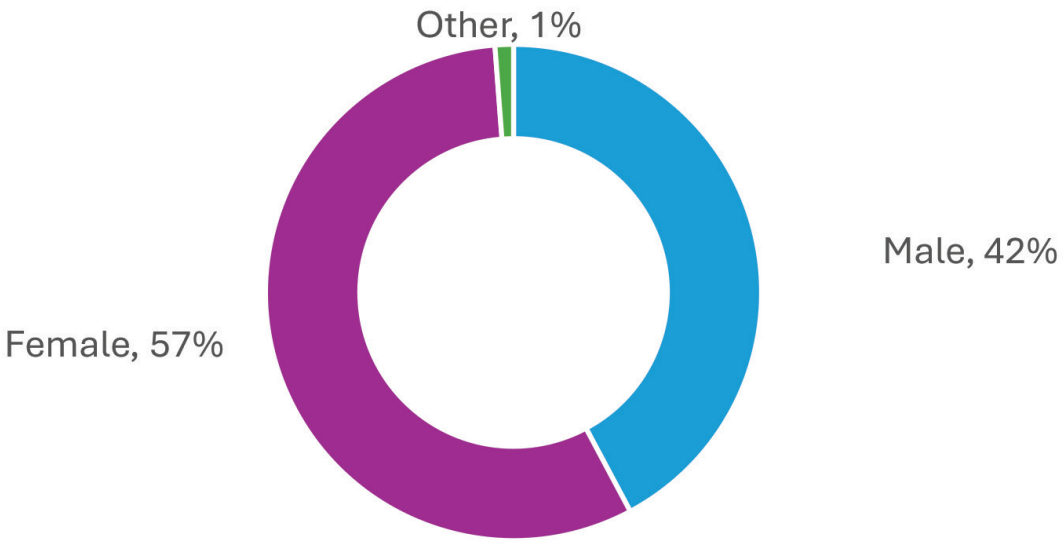


Figure 2: Gender of FSU Survey Respondents (n=604)



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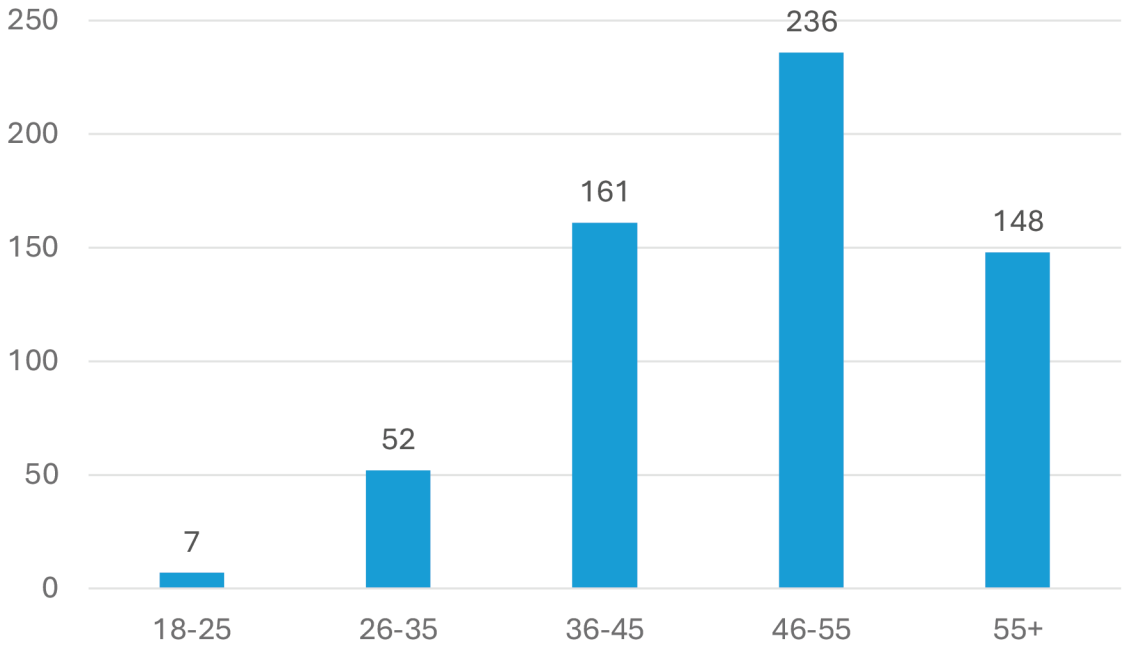
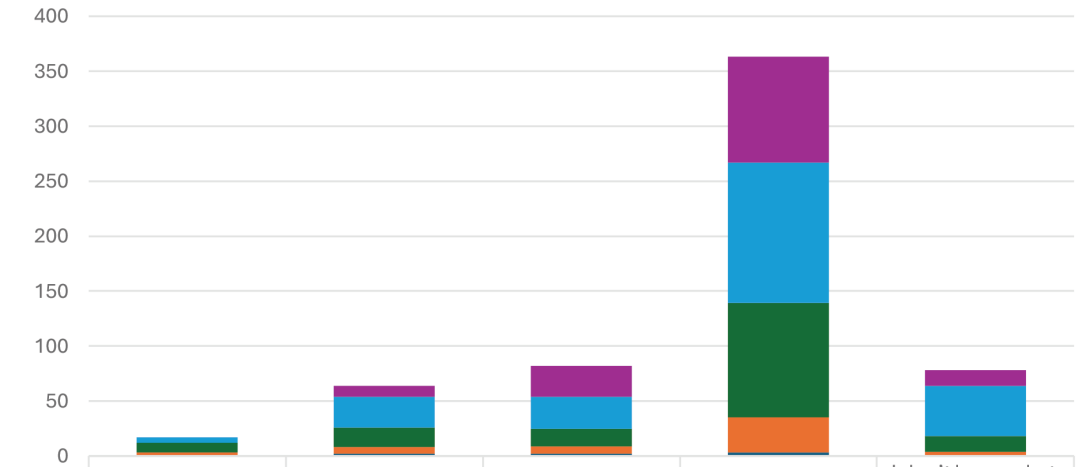


AI Usage and Familiarity

Figure 4: Frequency of at-work ChatGPT use amongst FSU members, by age



	Every day	Occasionally	Rarely	Never	I don't know what ChatGPT is
55+		10	28	96	14
46-55	5	28	29	128	46
36-45	9	18	16	104	14
26-35	3	6	7	32	4
18-25		2	2	3	

Figure 5: Do FSU members agree that they trust in the outputs of ChatGPT and other LLMs, based on how often respondents report using ChatGPT

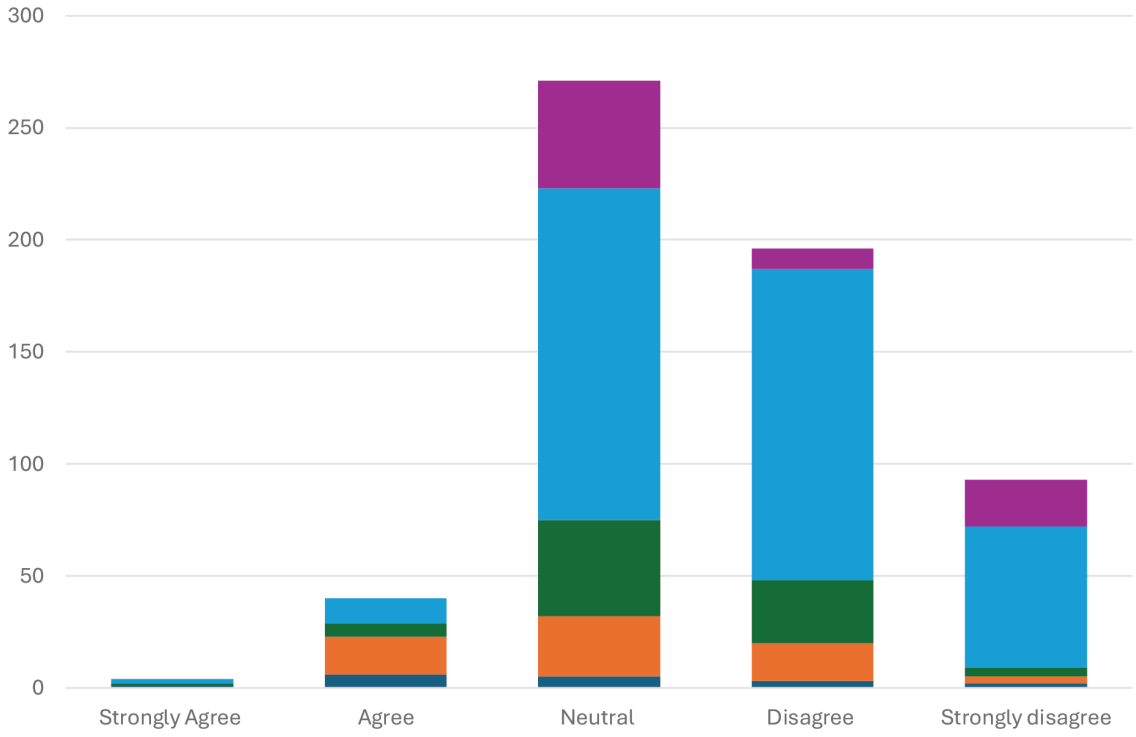


Figure 6: Tasks which FSU members say they're confident in the ability of AI tools to handle

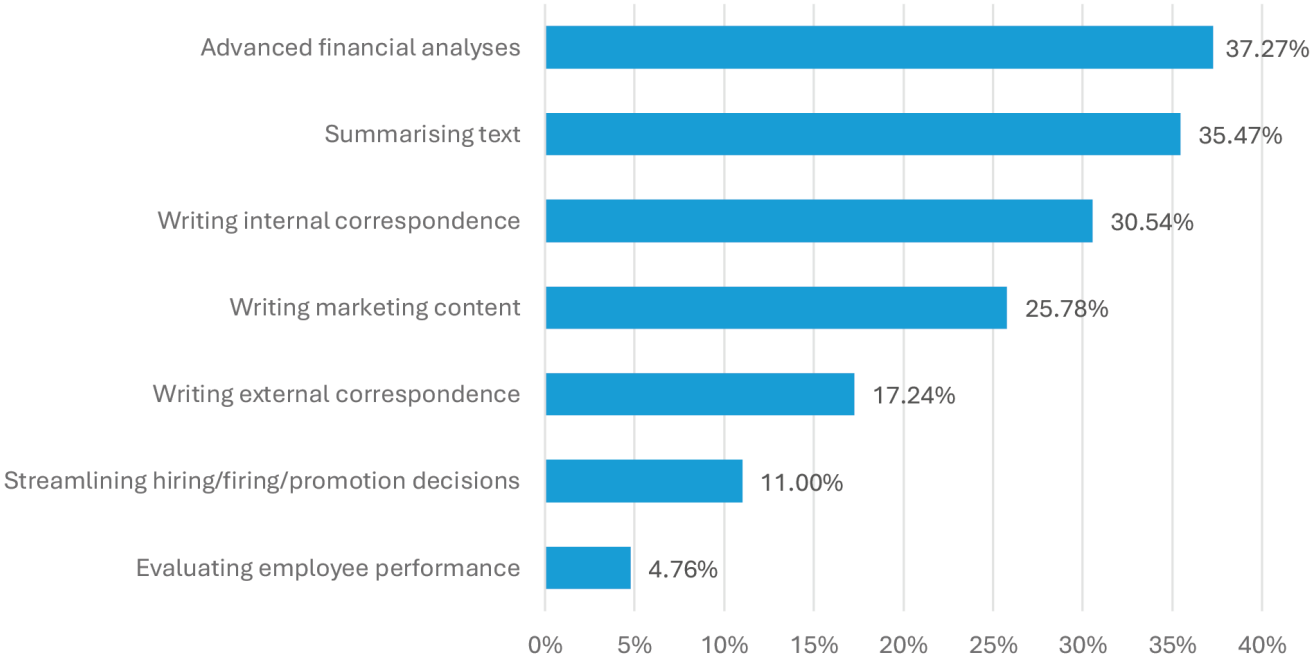


Figure 7: Based on your current digital skills, would you be comfortable increasing the use of AI tools in your daily work stream?

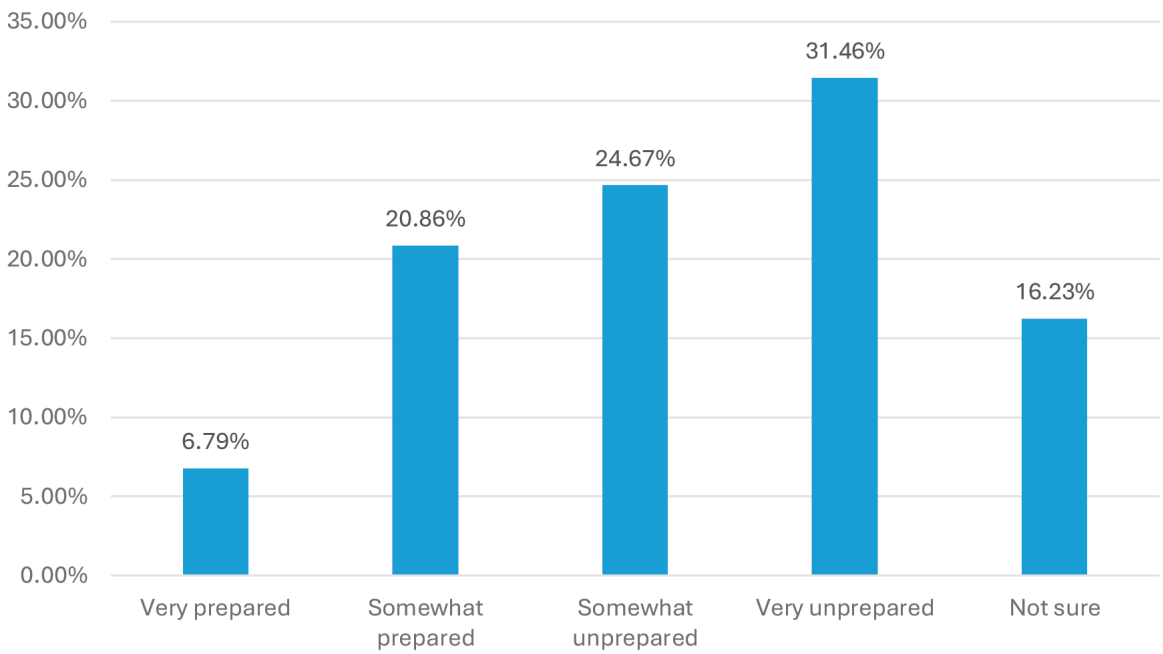
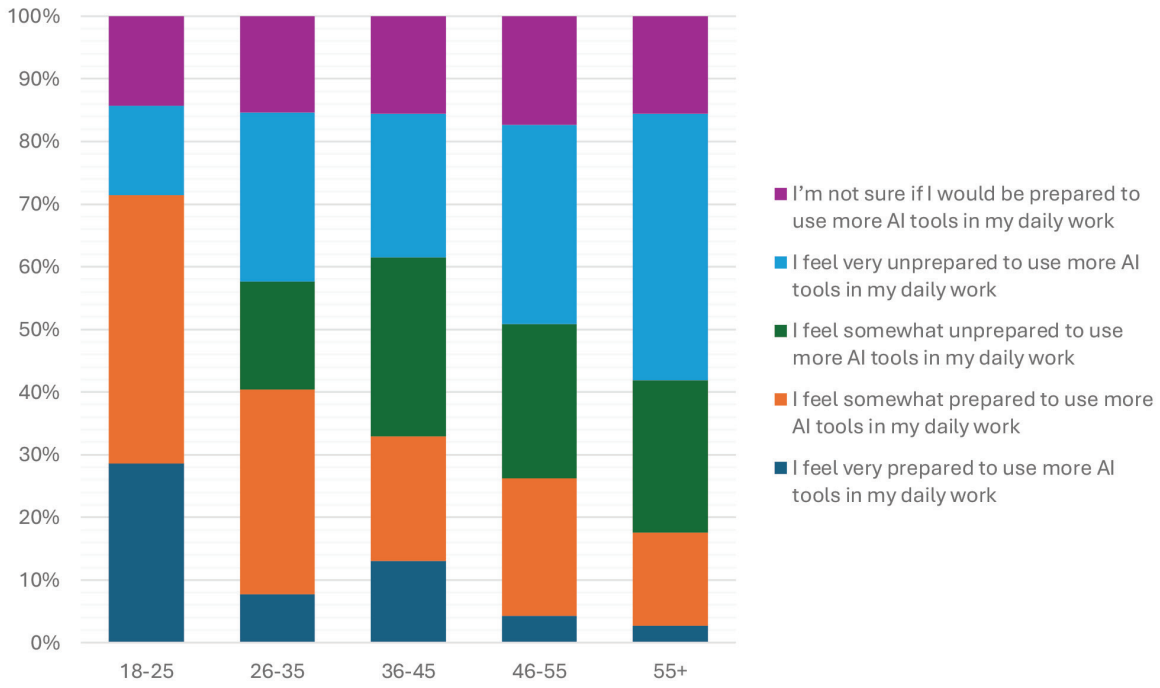
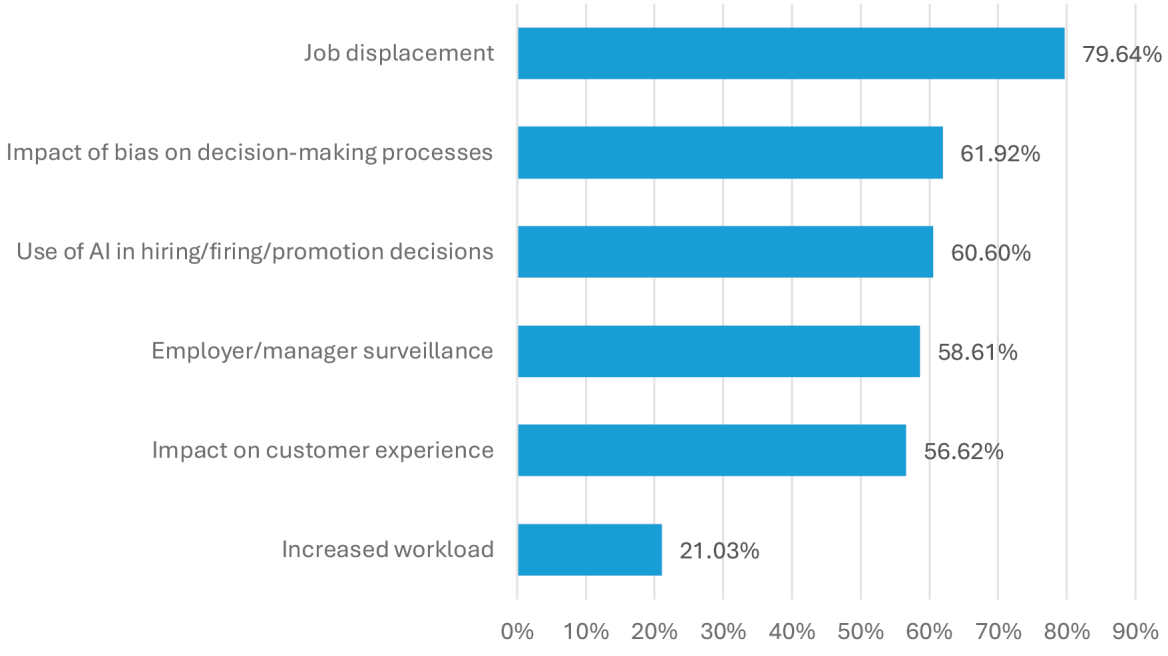


Figure 8: FSU worker preparedness to use AI tools in daily work, by agele



Perceptions of AI's Impact

Figure 9: FSU members' concerns regarding artificial intelligence



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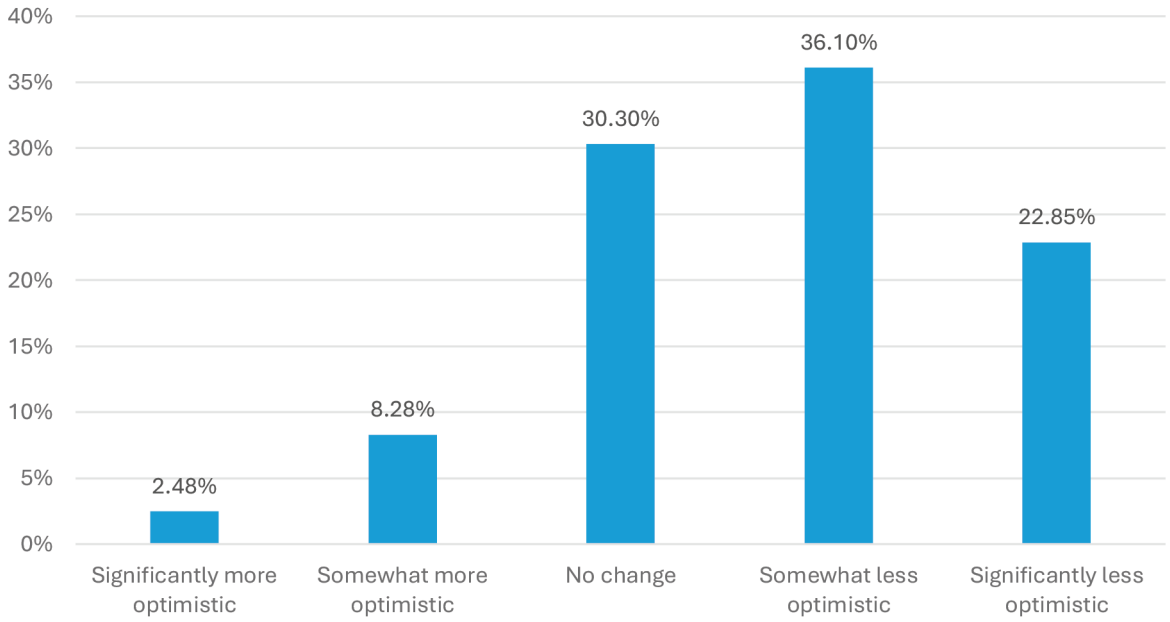


Figure 11: Do you believe that AI will lead to job displacement within the financial services sector?

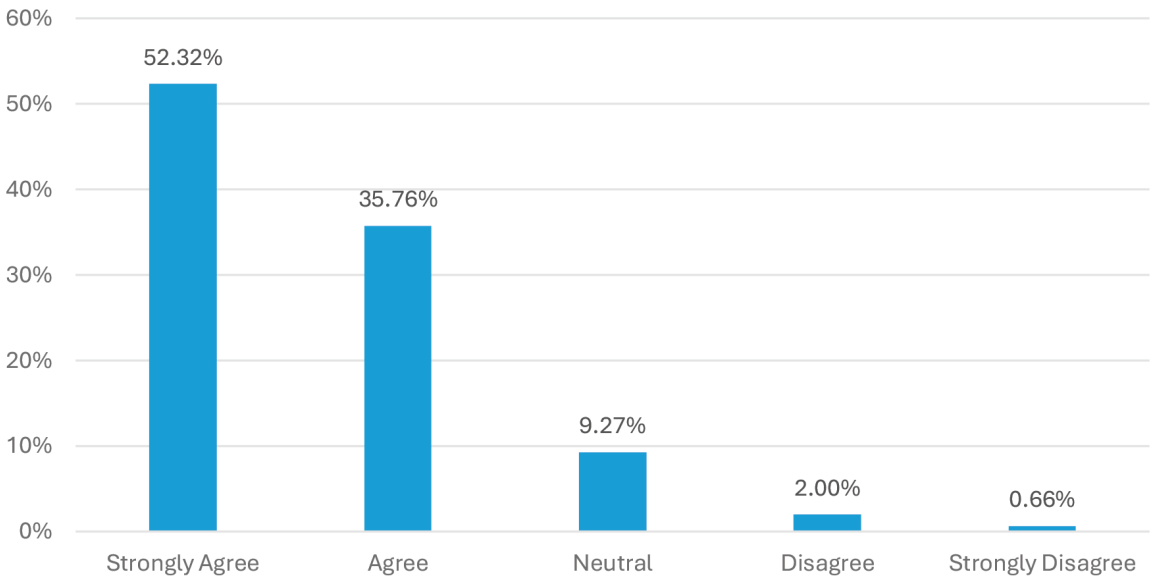
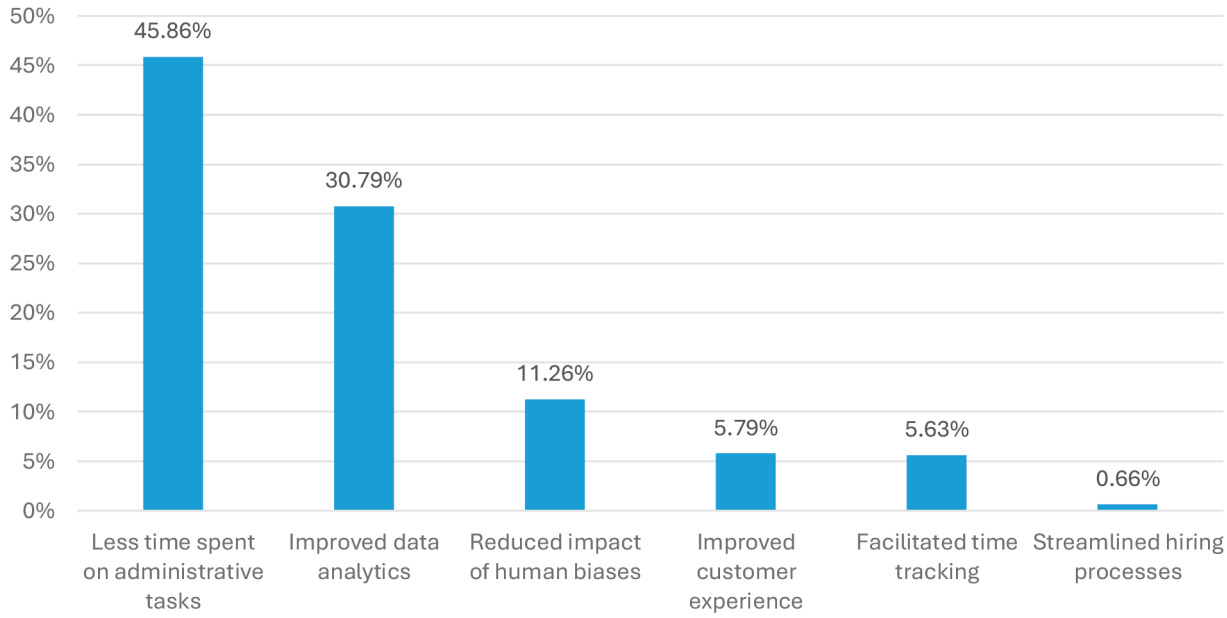
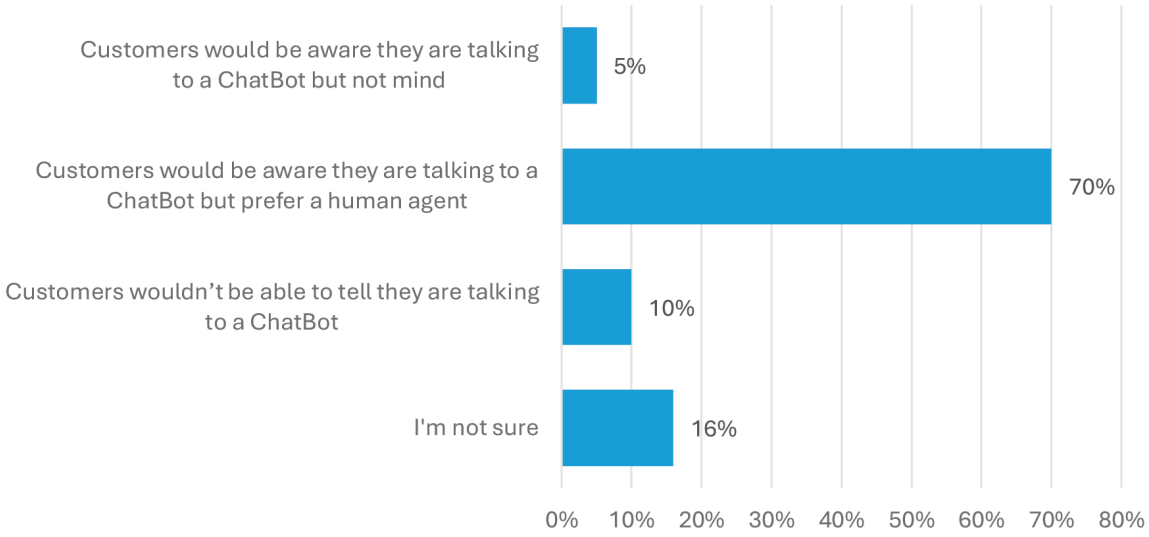


Figure 12: I think the benefits of AI may include:



Customer and Organisational Perspectives

Figure 13: How aware do you think customers of your institution would be if AI became more integrated into customer service operations?



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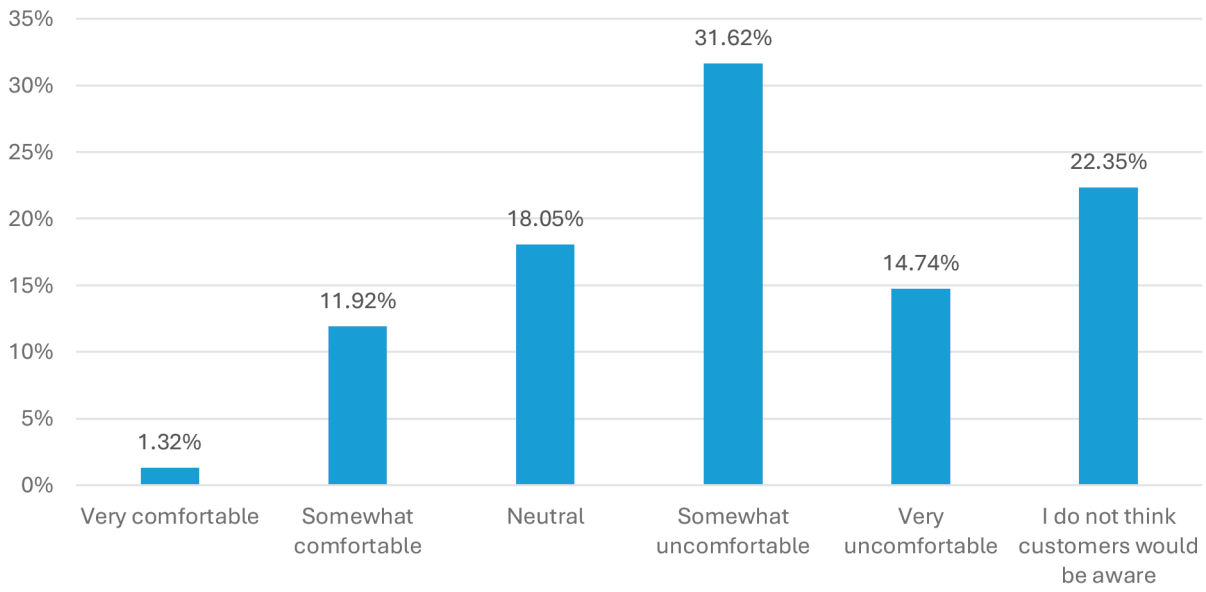

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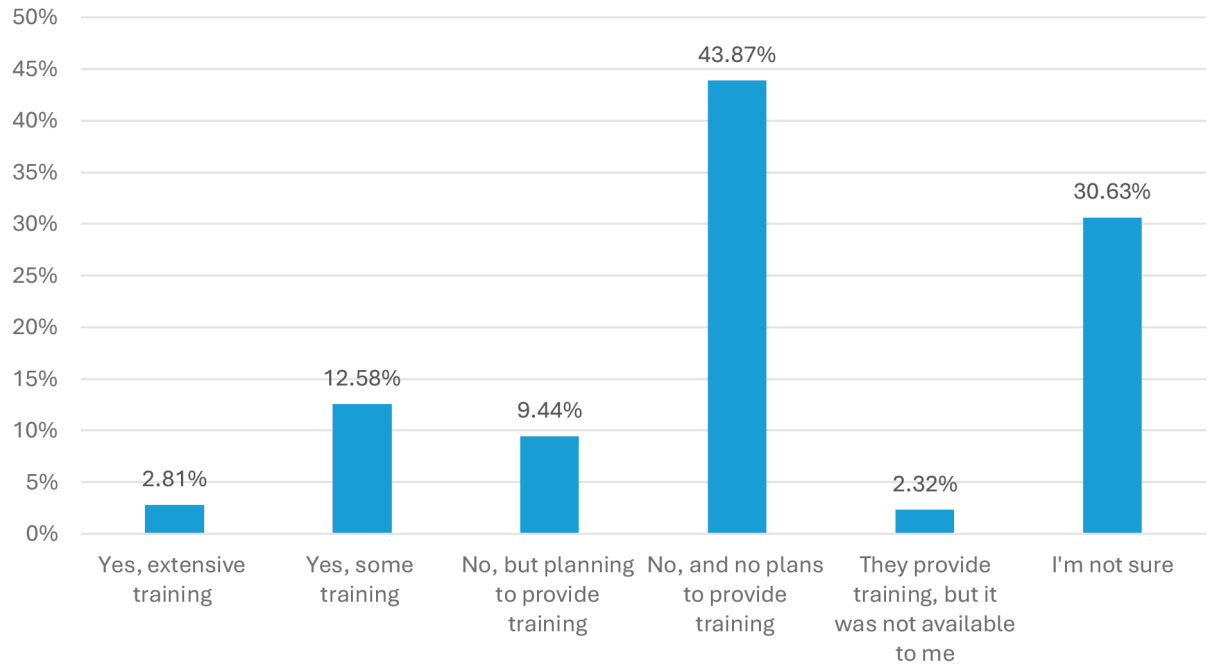


Evaluating Interventions

Figure 17: Who should be most responsible for helping workers adapt to the integration of artificial intelligence?

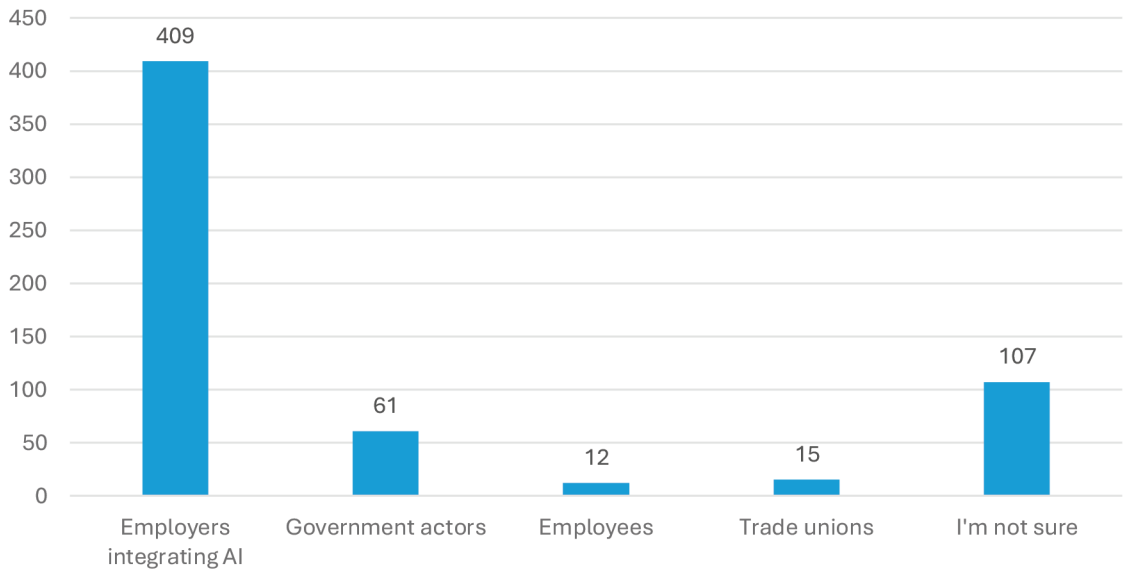
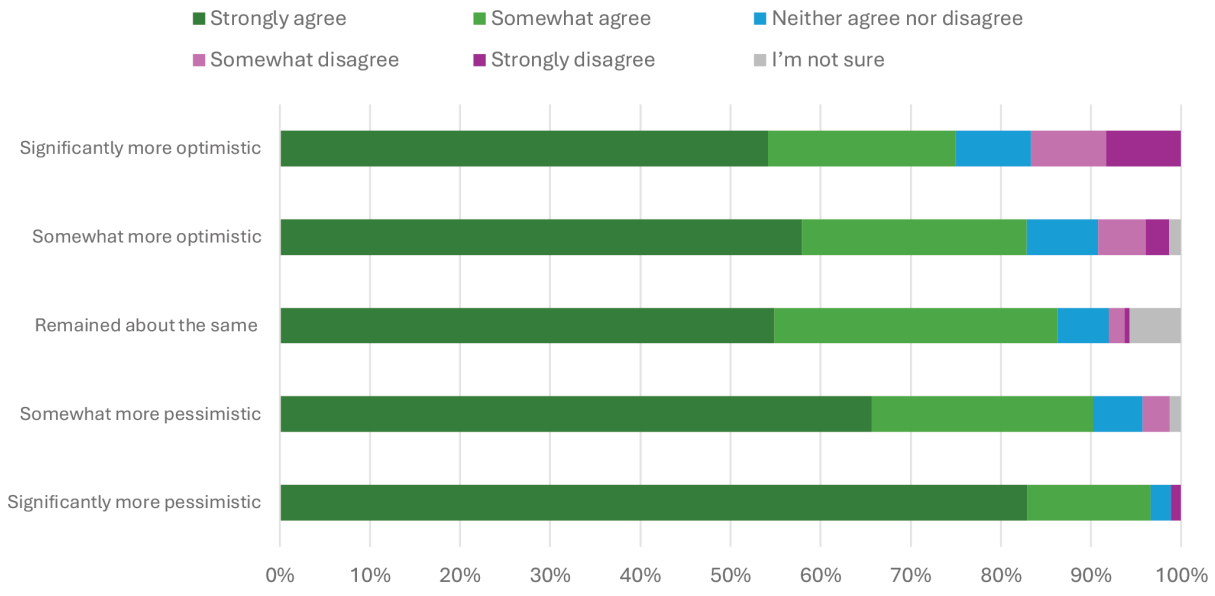


Figure 18: Agreement on government regulation to protect against AI-related job loss and changes in optimism over the past five years



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