



# Missouri Economy Indicators

## Artificial Intelligence Use and Job Postings

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The use of artificial intelligence (AI) tools in business continues to climb. Whether using general AI platforms such as ChatGPT or Claude, or seeing enhanced AI capabilities in existing software, companies are experimenting with the technology as they seek to improve workflow processes and increase performance. While interest in AI is widespread, use in business operations is uneven across states, industries and firms of different sizes. The U.S. Census Business Trends and Outlook Survey (BTOS) provides insight into how businesses currently use, or plan to use, AI in their operations. December 2025 BTOS data reveals that 18.5% of Missouri businesses currently use AI, slightly outpacing the U.S. (17.8%).

### AI Use by Industry Sector

AI use in the nation is currently highest in information (36.5%); educational services (34.0%); and professional, scientific and technical services (33.0%). Companies in those industries expect AI usage to grow in 2026, with 44.4%, 41.6%, and 36.2%, respectively, anticipating AI adoption in the next six months.

AI adoption is lowest in accommodation and food services (8.0%); mining and extraction (7.2%); and transportation and warehousing (6.8%)—industries that largely require workers to perform physical activities or operate machinery.

### AI Use in U.S. Business Operations by Industry, December 2025

Industry	Used AI (Last 2 Weeks)	Plan AI Use (Next 6 Months)
Information	36.5%	44.4%
Educational services	34.0%	41.6%
Professional, scientific, and tech svcs.	33.0%	36.2%
Finance and insurance	30.5%	34.7%
Real estate and leasing	26.4%	29.5%
Public administration	26.3%	39.2%
Health care and social assistance	21.2%	24.6%
Administrative and support	17.3%	20.4%
Arts, entertainment, and recreation	16.7%	20.0%
Utilities	15.0%	14.3%
Manufacturing	13.7%	19.0%
Wholesale trade	12.6%	18.5%
Retail trade	11.3%	15.0%
Other services	10.8%	11.8%
Construction	8.7%	12.1%
Accommodation and food services	8.0%	10.3%
Mining and extraction	7.2%	10.1%
Transportation and warehousing	6.8%	9.3%

Source: MU Extension graphic using 2025 U.S. Census Bureau Business Trends and Outlook Survey data. Some industries are not shown due to smaller sample sizes.

Generally, AI adoption increases with business size. Just under one in five businesses with fewer than 100 employees are currently using AI in their operations. One in four businesses with 100 to 249 employees currently use AI, and one in three businesses with 250 or more employees do so. Looking ahead, firms with more than 100 employees plan to significantly increase AI use, by 10 percentage points, in the next six months. Smaller firms expect more modest gains in AI adoption, with businesses employing fewer than 50 employees anticipating an increase of less than 5 points in AI use in the coming months.

# AI Skills Increasingly Demanded in Management and Business/Financial Jobs

AI-related occupations in Missouri were examined using Lightcast job-postings data. In 2025, AI-related postings accounted for 1.7% of all job advertisements in the state, up from 1.25% in 2024, but still below the national average of 2.7%. Top Missouri companies advertising AI-related jobs include Boeing, Mastercard, and accounting/consulting firms such as Deloitte and PwC.

AI-related postings are most prevalent in computer and mathematical jobs, where 15% of advertisements reference AI. The highest demand is for software developers, data scientists, and AI/machine learning engineers. Management, business and financial operations, and architecture and engineering roles also show elevated AI demand, with 3% to 5% of postings citing AI skills, well above the statewide average of 1.7%.

Top 2025 Missouri AI-Related Postings by Job Group

Top Job Groups	AI-Related Postings	% of All Postings	% Change from 2024
Computer and mathematical jobs	4,400	15.2%	46%
Management jobs	1,900	2.8%	91%
Business and financial jobs	1,200	3.1%	79%
Sales and related jobs	700	0.9%	140%
Architecture and engineering jobs	600	4.9%	31%
Health practitioners and tech. jobs	500	0.5%	86%
Educational instruction jobs	500	2.0%	-11%
All AI-Related Job Postings	12,000	1.7%	53%

Source: MU Extension graphic, using Lightcast unique online job postings data for AI-related occupations, rounded to the nearest hundred.

AI-related job postings grew 53% from 2024 to 2025, far outpacing the 10% increase in overall postings. Although job ads do not directly translate into hires, the growth signals rapidly rising demand for AI skills. Growth was slightly below average for computer and mathematical jobs (46%), but substantially higher in management (91%) and business and financial roles (79%), highlighting the expanding demand for AI beyond traditional technology fields.

Top Five 2025 Missouri AI-Related Job Postings

Software Developers	1,259
Data Scientists	481
AI and Machine Learning Engineers	461
Marketing Managers	452
Business Intelligence Analysts	332

Source: MU Extension graphic using Lightcast total 2025 job postings.

## Additional Resources

- The U.S. Census [Business Trends and Outlook Survey](#) (BTOS) provides timely state-level data on business conditions and expectations, including AI use. In November 2025, AI-related questions were expanded to cover additional business functions, making results not directly comparable with earlier survey responses.

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