AmeriSpeak

Q2 2026

AI Adoption Report: Trust in AI

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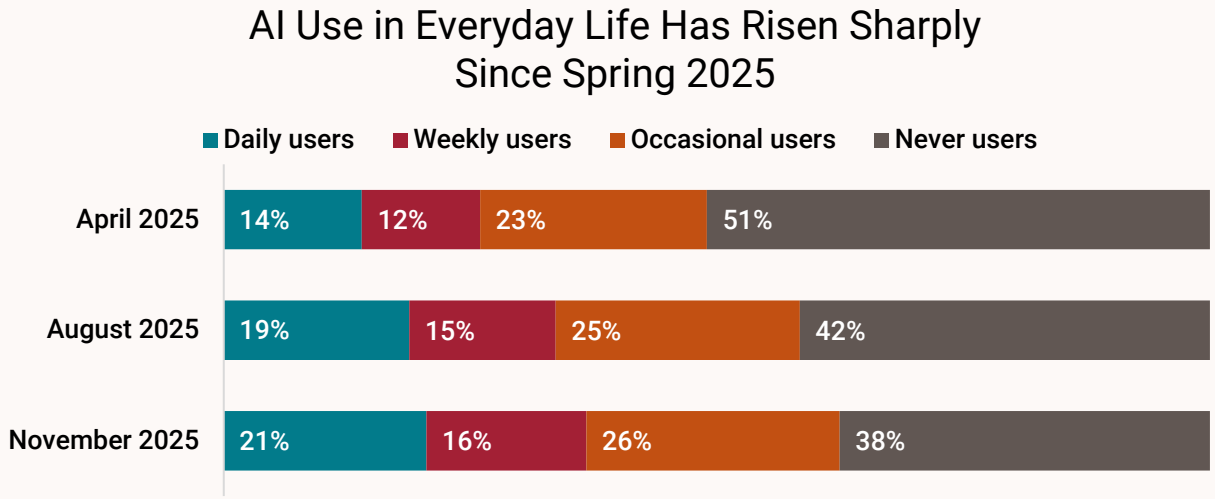
Public perceptions of artificial intelligence (AI) continue to evolve as the technology becomes a part of everyday life for more people. Using data from the AmeriSpeak® Omnibus, we monitored how Americans use, view, and trust AI over time, providing a nationally representative lens on emerging attitudes. Participants answered questions on AI use in April, August, and November 2025. Questions on AI's potential impact on society were asked in August and November. However, only our November wave measured trust in information provided by AI. The latest data provide a snapshot of public trust in AI-generated information, trends in AI use, and evolving expectations for AI's impact on society over the next 20 years.

Growing AI Use in Professional and Personal Life

The number of people who reported using AI daily in their personal life grew from 15 percent in April to 21 percent in November. In April, roughly half of those surveyed reported they had never used this technology, but that number fell to 38 percent in November. Use levels stayed consistent between August and November.

These shifts point to AI moving from novelty to routine for a growing share of the public, over the course of 2025. While many Americans remain on the sidelines, everyday use is becoming far more common.



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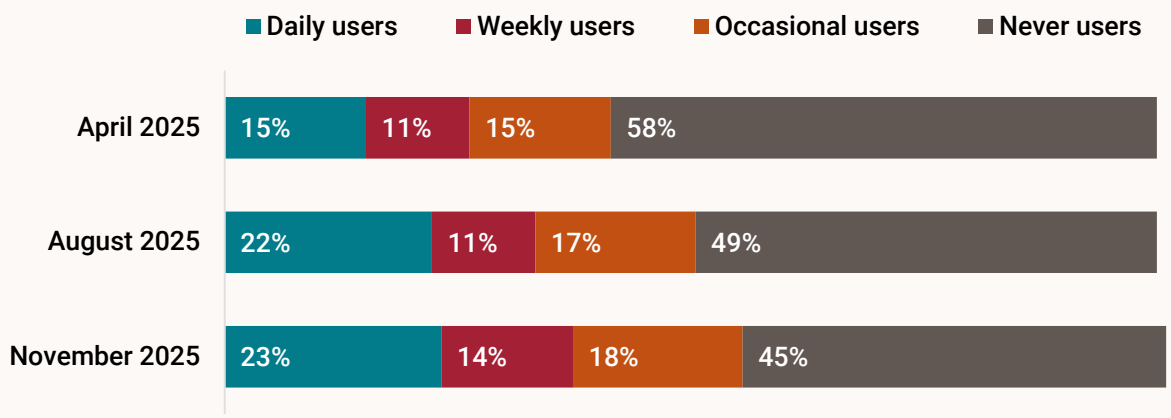
Source: AmeriSpeak Omnibus poll conducted April 4–6, 2025, with 1,245 adults nationwide and August 22-24, 2025, with 1,121 adults nationwide and November 7–9, 2025, with 1,090 adults nationwide.

Workplace use shows a similar pattern. Daily professional AI use similarly increased from 15 percent in April to 23 percent in November, while “never use” declined from 58 percent to 45 percent. Professional use remained steady from August to November. As employers introduce AI-enabled tools and workflows, these technologies are becoming more widely used in the American workplace.

Professional AI Use Is Growing, While Non-Use Continues to Decline



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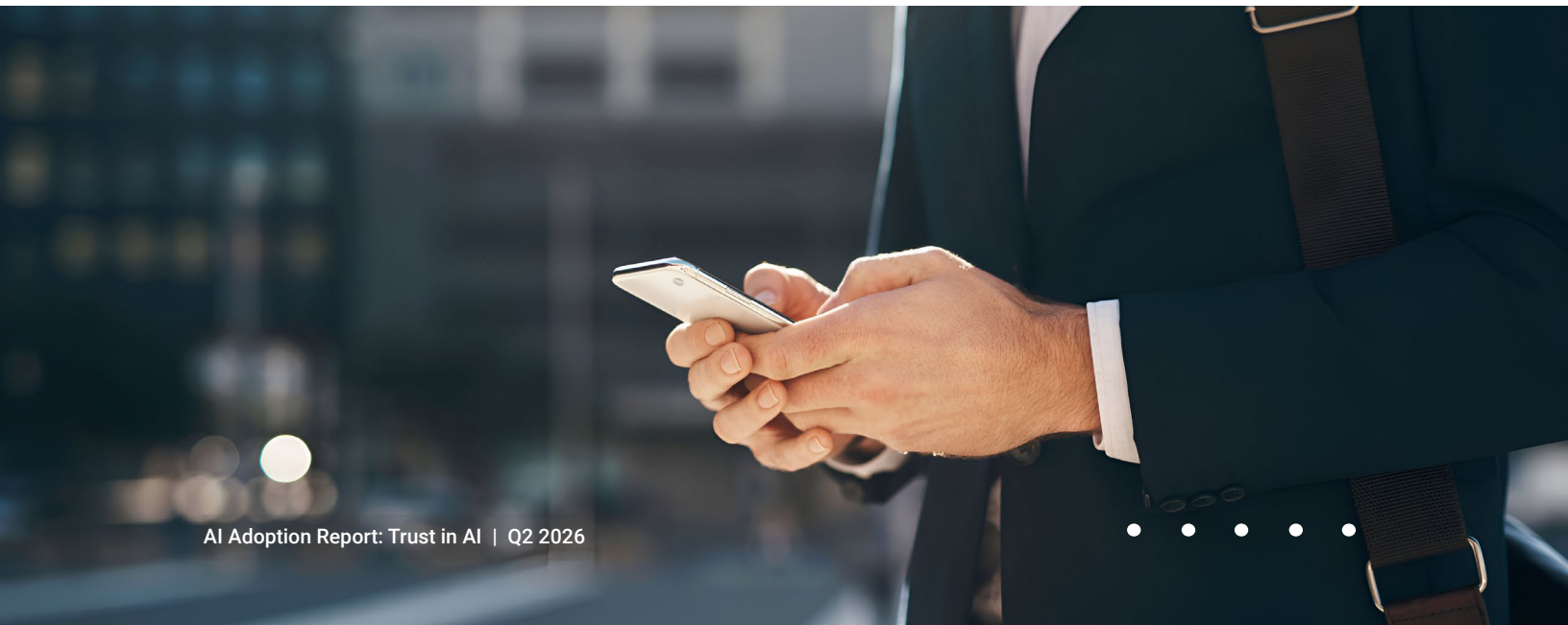


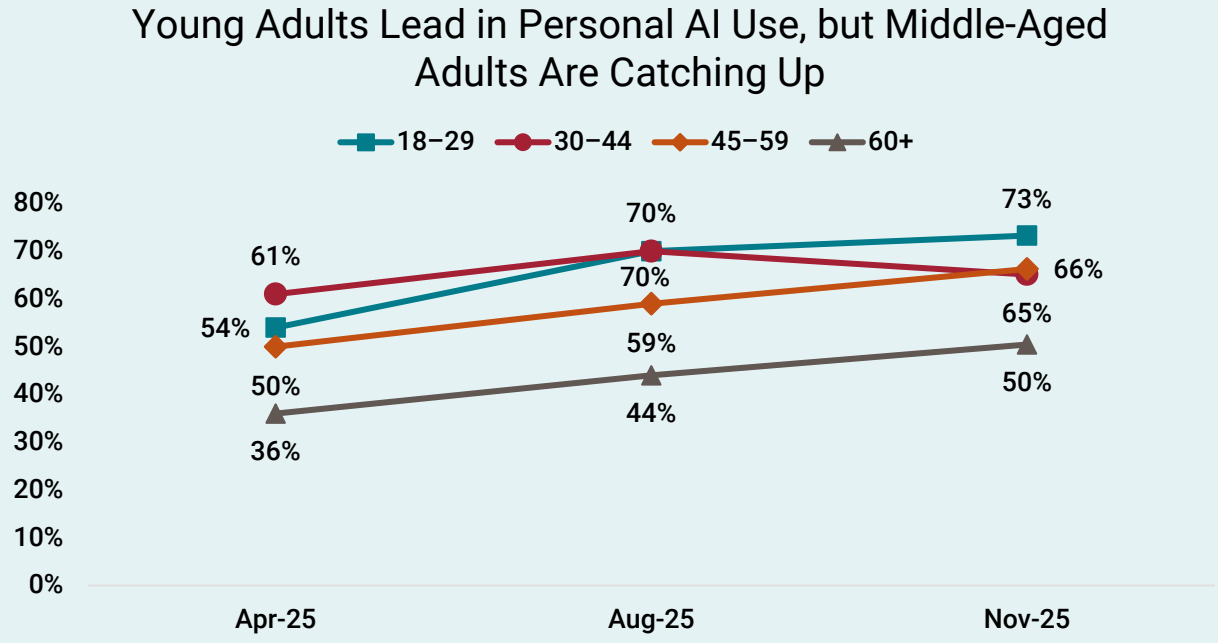
Who is Using AI?

Generational Divides

Age remains one of the clearest dividing lines in AI adoption, but the gap is narrowing. Younger adults still lead in use, while older adults show steady gains—suggesting comfort with AI is spreading beyond early adopters.

In November 2025, young adults aged 18–29 were the leading users of AI, with 73 percent using it personally and 58 percent professionally at least occasionally. However, adults aged 45–59 are rapidly catching up. People over 60 remain the least-engaged with this technology. All three groups showed steady increases in any AI use across April, August, and November.

A different pattern emerged among adults aged 30–44. Members of this age group reported growing personal and professional use between April and August, but their AI use in both settings declined between August and November.



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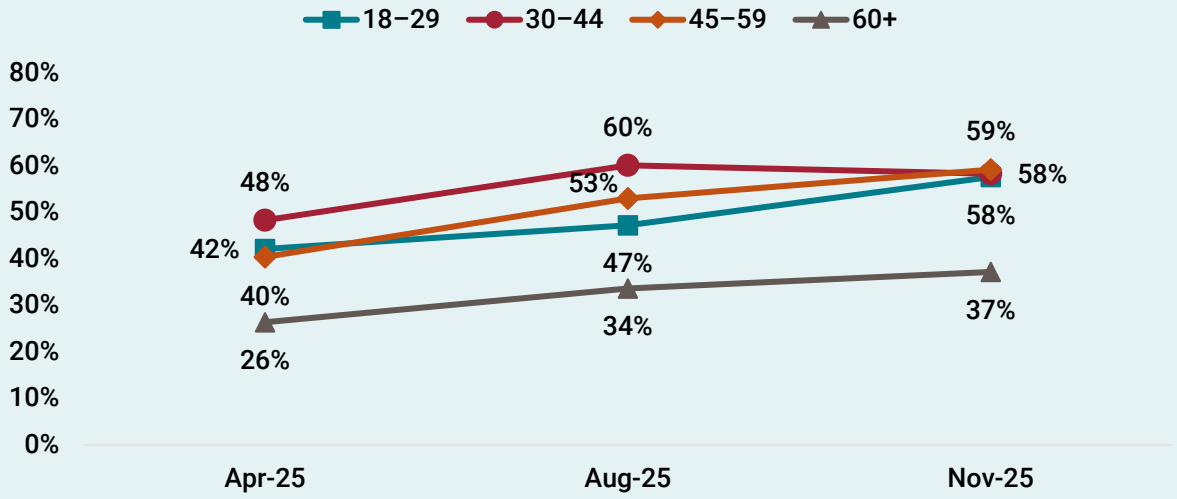
Professional AI Use Is Increasing Across Age Groups, with Persistent Gaps for Older Adults



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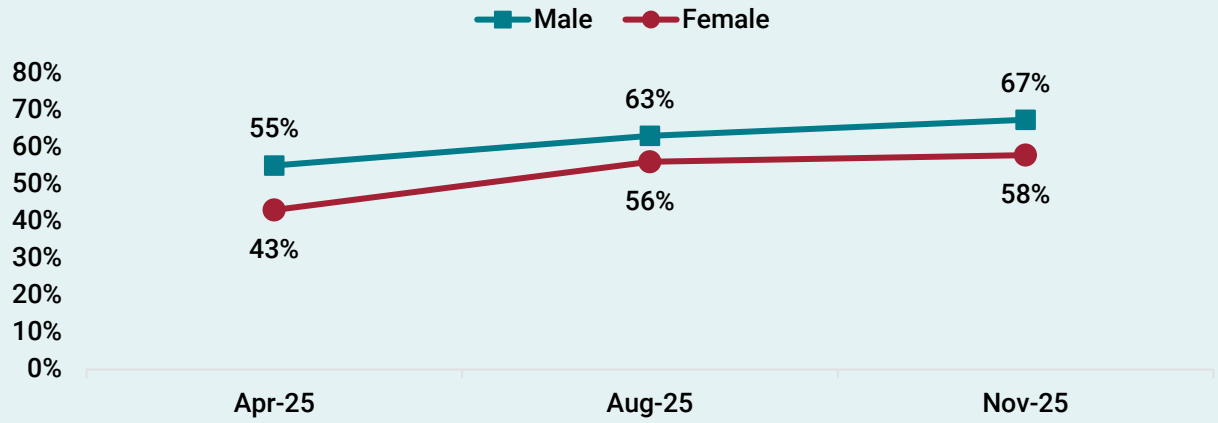
Gender Gaps

Gender differences in AI use persist from previous waves, but the trajectory is changing. Women's adoption rose faster over the year, signaling a partial closing of the gap—even as momentum appeared to slow later in 2025.

Between April and November 2025, women's AI adoption increased faster than men's in both domains, indicating a narrowing gender gap for that period. However, women's AI adoption seemed to decelerate slightly from August to November.

Women's Personal AI Use Has Increased Faster Than Men's, Narrowing the Gender Gap



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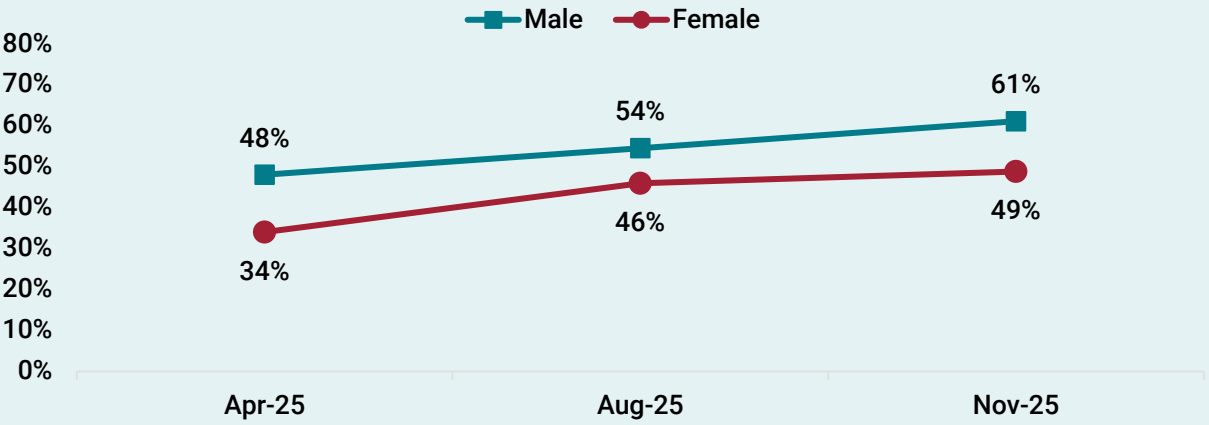
Women Are Increasing Their Professional AI Use, Though Men Remain More Frequent Users



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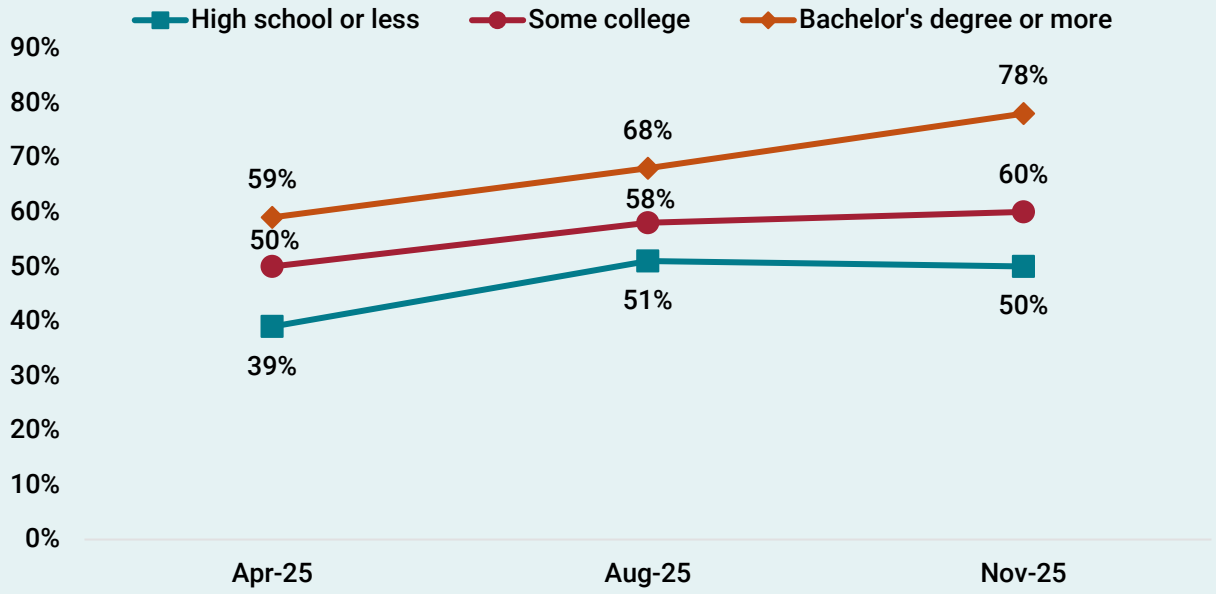
Education

Education continues to shape who benefits most from AI tools, with usage increasing at each level of educational attainment. Any professional use also grew steadily among those with at least some college education during this period. However, professional use peaked in August among those with a high school education, or less, and declined thereafter.

Personal AI Use Is Rising Across All Education Levels



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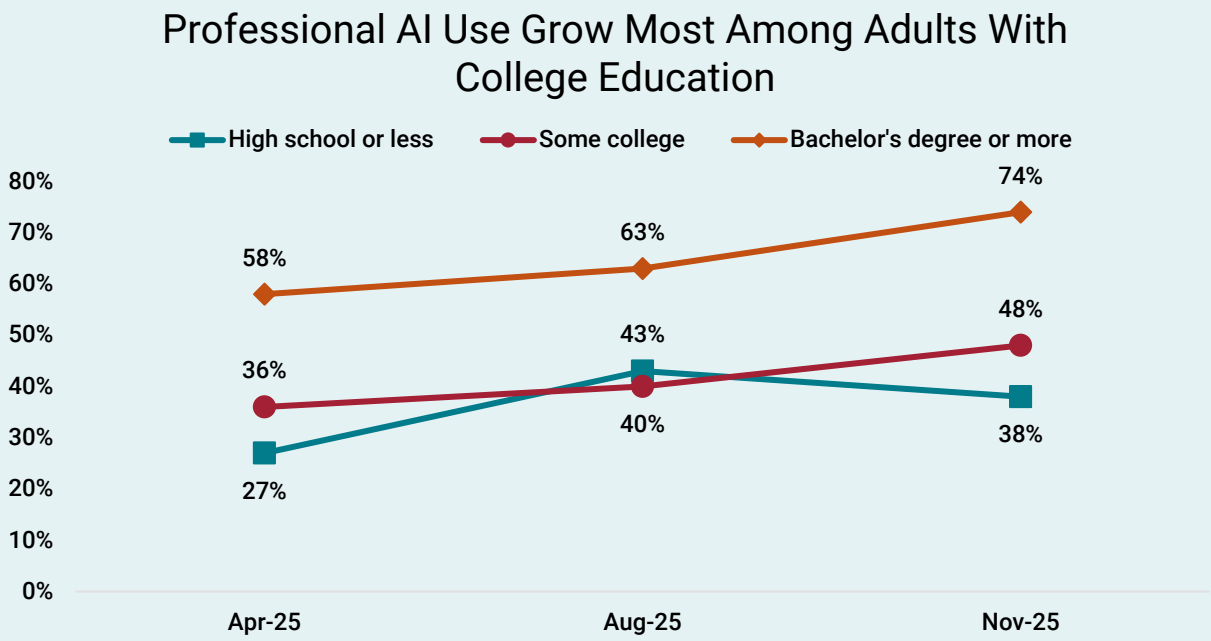

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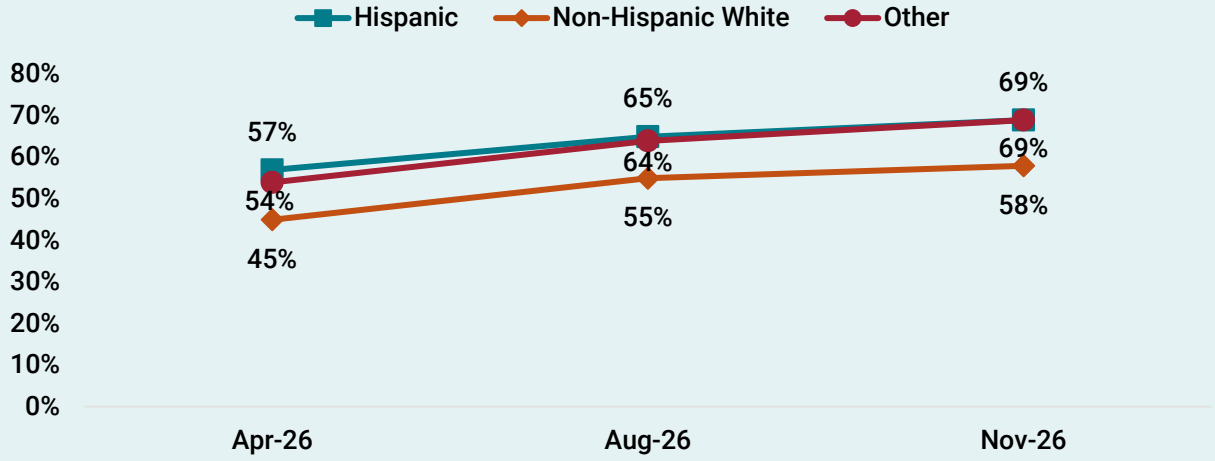
Racial and Ethnic Divide

Across racial and ethnic groups, personal AI use increased at a similar pace. This indicates broad exposure to AI technologies rather than concentration within a single group.

From April to November 2025, the three racial and ethnic groups (Hispanic, non-Hispanic White, and other) experienced similar growth in personal AI use. For professional AI use over the same period, growth was comparable for the two non-Hispanic groups, while Hispanic respondents saw slower growth from April to August followed by more rapid growth from August to November.

Personal AI Use Has Increased at Similar Rates Across Racial and Ethnic Groups



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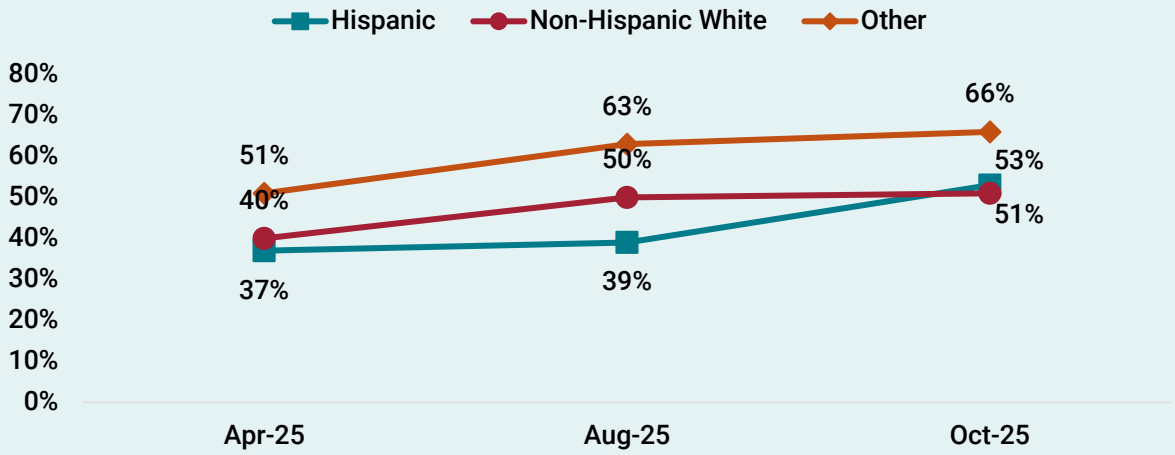
Growth in Professional AI Use Accelerated Among Hispanic Adults in Late 2025



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How Do Users Feel About AI?

Public Trust in Information Provided by AI

Understanding how much the public trusts information generated by artificial intelligence is essential for interpreting how people engage with AI-enabled tools in daily life. Without a clear view of public trust, it is difficult to assess AI's real-world impact on behavior, decision-making, and the broader social consequences of AI adoption.

Despite growing use, deep confidence in AI remains limited. Most Americans approach AI-generated information with caution, revealing a gap between exposure to the technology and trust in what it produces.

The latest results reveal that deep trust remains limited overall, with notable variation across age, sex, education, income, and AI use. These patterns offer important clues about where skepticism persists and where familiarity contributes to greater confidence.

In November, trust in information provided by AI was limited. Only five percent of people reported having a lot of trust and 45 percent reported some trust. Generally, so few respondents trusted AI a lot that in the remainder of the report, we grouped "A lot of trust" with "Some trust."

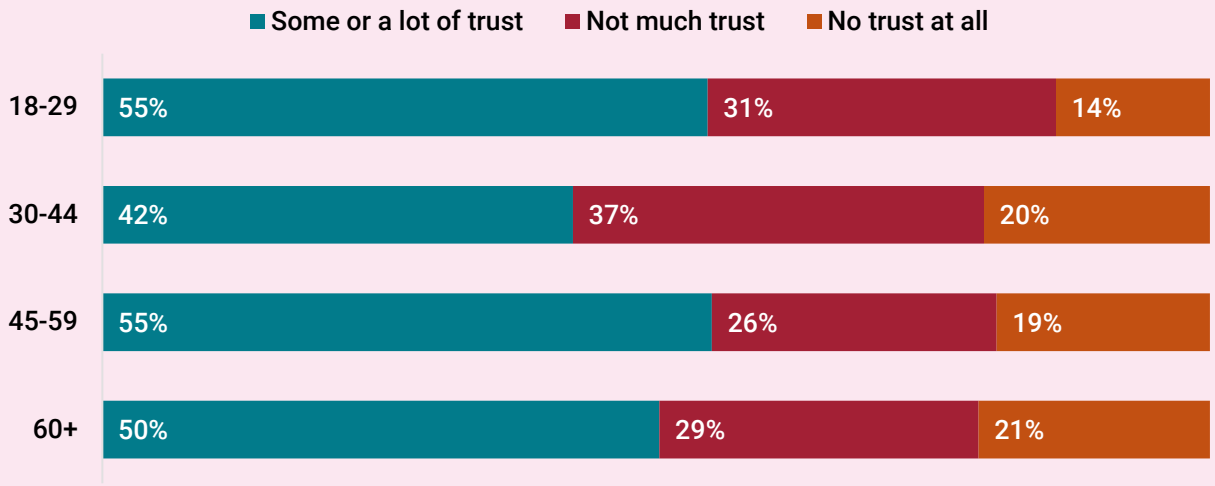
Very Few Have "A Lot" of Trust in Information from AI

Question: In general, how much do you trust the information provided by AI?
Source: AmeriSpeak Omnibus poll conducted November 7–9, 2025, with 1,090 adults nationwide.

Trust in AI varies across demographic groups and generations. Adults aged 30-44 had the lowest share with “some or a lot” of trust. Both the 30-44 group and the 60+ group had the largest share of no trust in information provided by AI.

The 30-44 age group generally aligns with the Millennial generation. This group occupies a unique position in the tech landscape. They’re experienced enough to understand AI’s capabilities and limitations, but also old enough to have seen major tech bubbles pop. This contributes to informed skepticism rather than outright rejection, which may explain their lower level of trust in these technologies than both younger and older age groups.

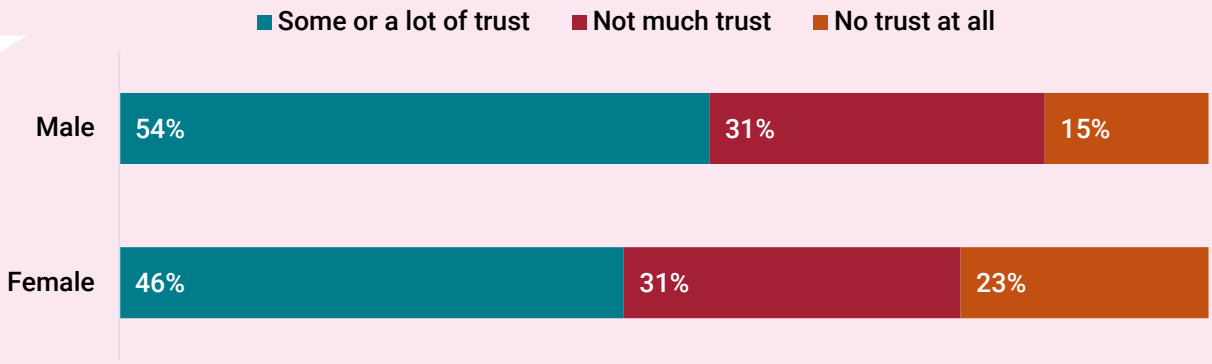
Adults Ages 30—44 Are the Least Trusting of AI-Generated Information



Question: In general, how much do you trust the information provided by AI?
Source: AmeriSpeak Omnibus poll conducted November 7-9, 2025, with 1,090 adults nationwide.

Trust in information provided by AI also differed significantly by sex with fewer women having some or a lot of trust in AI than men. Differences in trust by sex mirror differences in use. Lower adoption among women coincides with greater skepticism, underscoring how familiarity and confidence often develop together.

Women Report Lower Trust in AI Information Than Men



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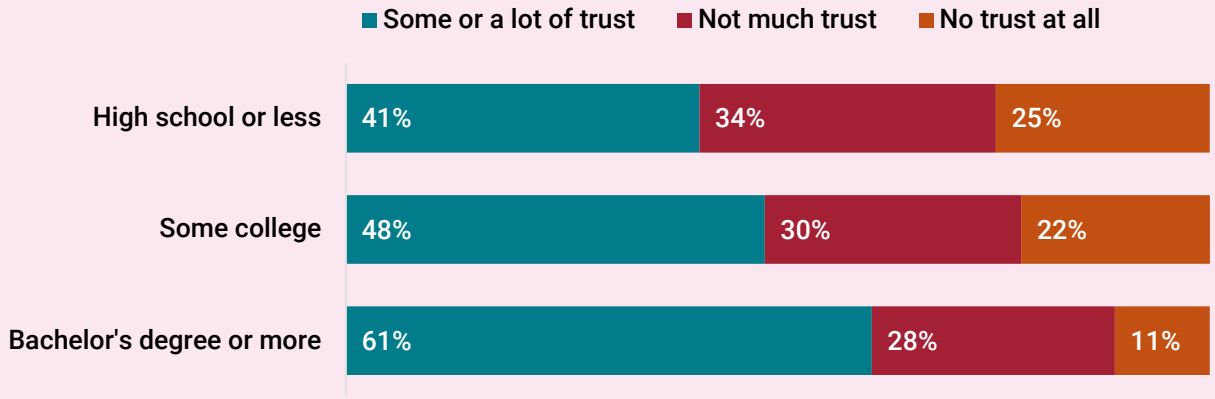
Trust in AI showed consistent and meaningful differences across education levels. Education appears to buffer uncertainty. As educational attainment rises, so does trust, suggesting that understanding AI's limitations may be as important as recognizing its potential.

Trust in AI-Provided Information Increases with Education Level



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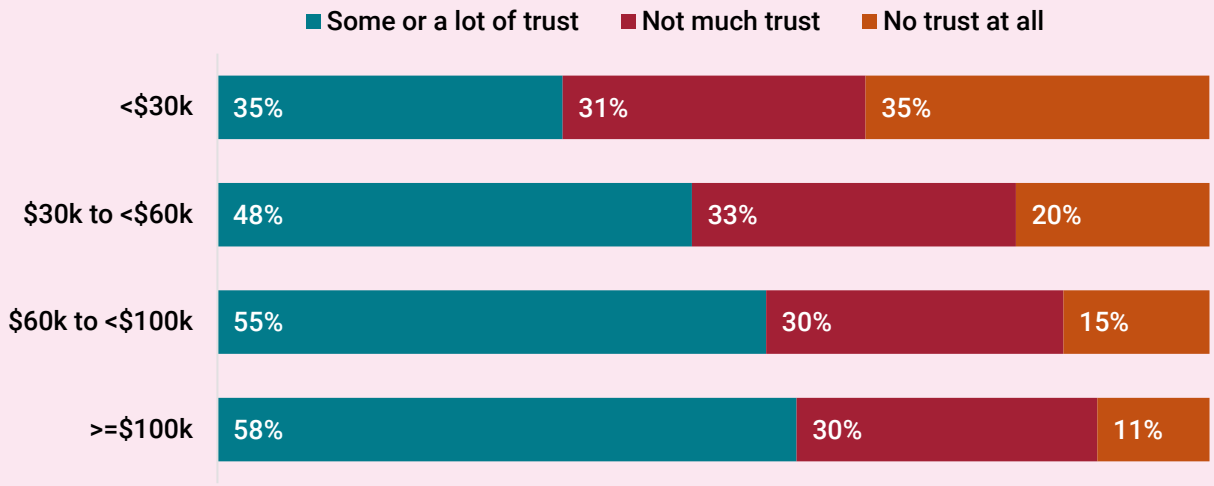
Trust in information provided by AI didn't differ by race and ethnicity. But it did vary significantly by income level, rising as annual income increases.

Higher-Income Adults Are More Likely to Trust Information Provided by AI



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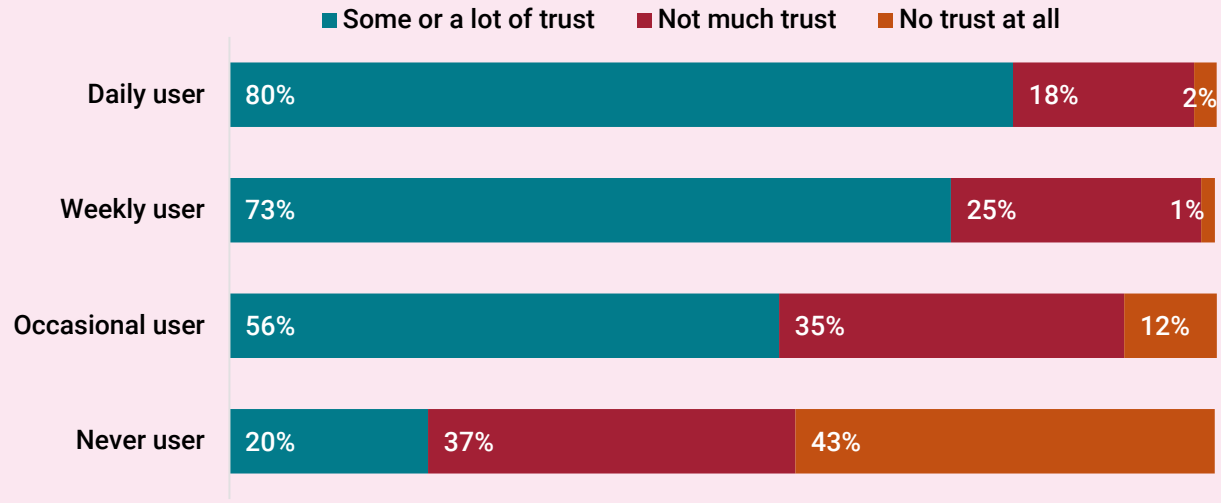
Source: AmeriSpeak Omnibus poll conducted November 7–9, 2025, with 1,090 adults nationwide.

Familiarity and Trust

Levels of trust also correlate strongly with AI personal use. Eight in ten adults who used AI daily in their personal life had some or a lot of trust in AI compared with 73 percent of weekly users, 56 percent of occasional users, and only 20 percent of never users. Moreover, more than four in ten adults who have never used AI in their personal lives say they have no trust in AI, while only two percent of daily users and one percent of weekly users reported no trust in the technology. This suggests that trust and use reinforce one another: familiarity with AI appears to build confidence, while lack of exposure may deepen skepticism and hesitation.

Trust in AI Increases Sharply with Frequency of Personal Use



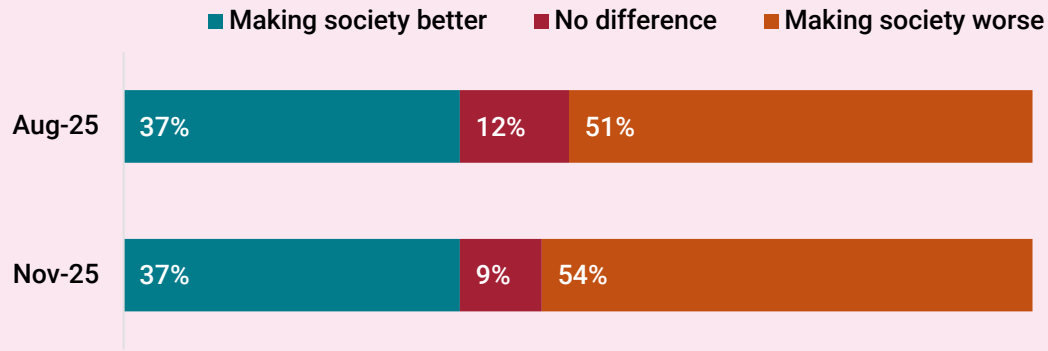
Question: How often do you use AI for personal activities in your everyday life? In general, how much do you trust the information provided by AI ?

Source: AmeriSpeak Omnibus poll conducted November 7-9, 2025, with 1,090 adults nationwide.

Public Perception of AI's Impact on Society over the next 20 Years

We asked U.S. adults to predict the impact of AI on society over the next 20 years in August 2025 and repeated the question in November 2025. Overall, views were stable across waves. While opinions are firmly held, they are also remarkably stable. Views of AI's long-term impact changed little over the course of 2025. Attitudes may be hardening rather than evolving.

Most Adults Believe AI Will Make Society Worse Rather Than Better



Question: Thinking about the U.S. over the next 20 years, do you think that AI will make our society [much better, somewhat better, somewhat worse, much worse, or will it not make much difference?

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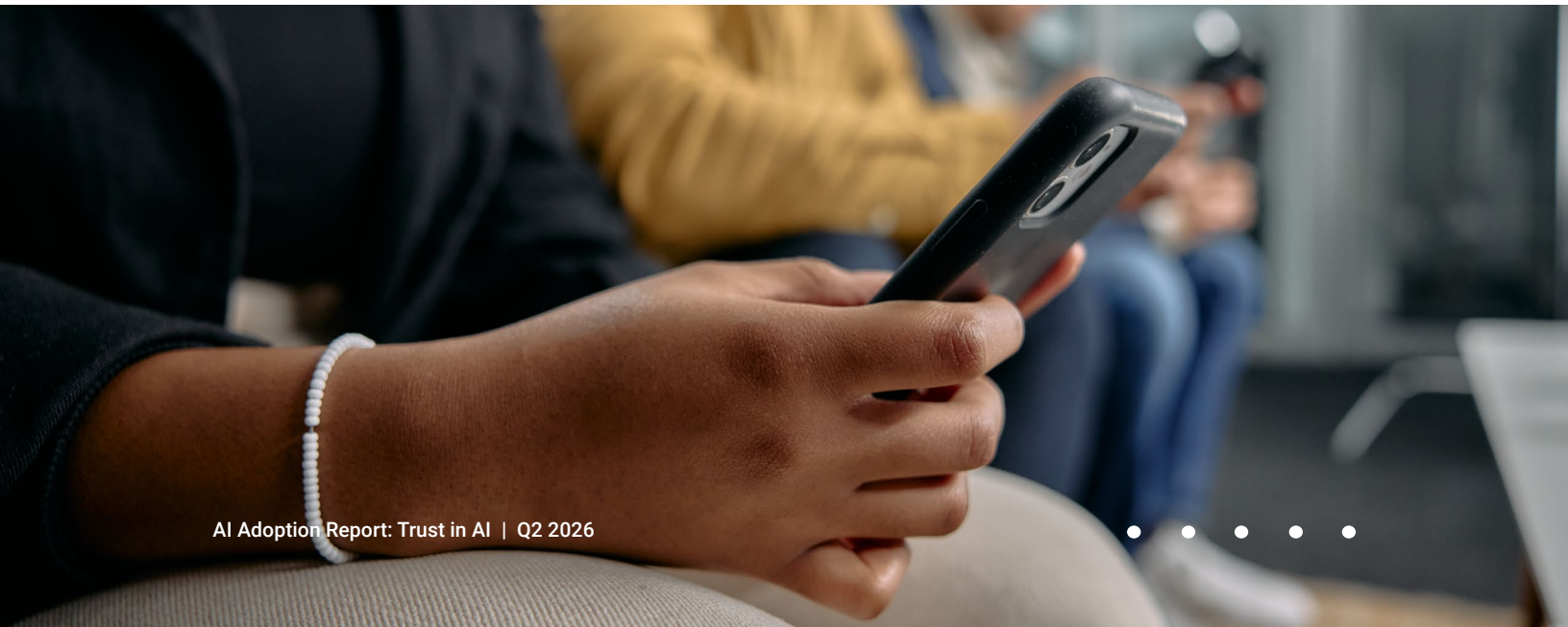
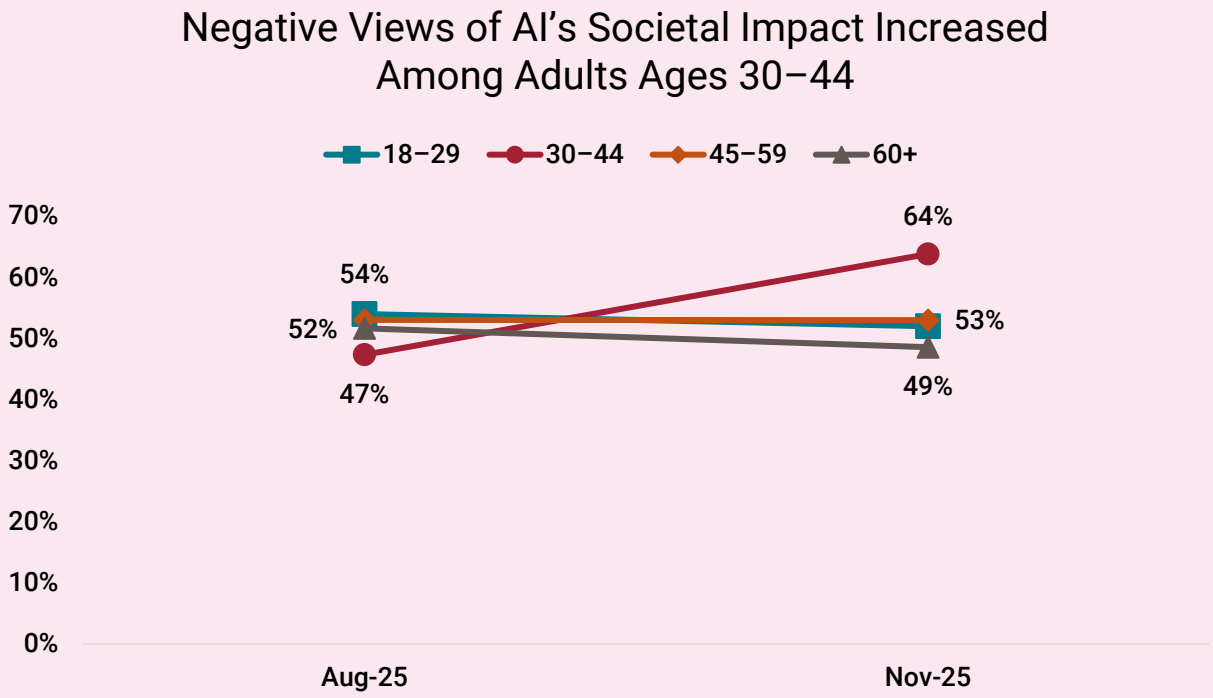


Perceptions of AI's Impact on Society by Age Group

Perceptions of AI's impact on society did not change for adults aged 18–29, 45–59, or 60 and older between August and November 2025. However, adults aged 30–44 showed a shift toward more negative views, reinforcing their role as a critical—and cautious—voice in public opinion about AI. Negative perceptions of AI's societal impact for the 18-29 age group (53% in August 2025 and 52% in November 2025) were not visible in the graph below due to scaling of the y-axis.



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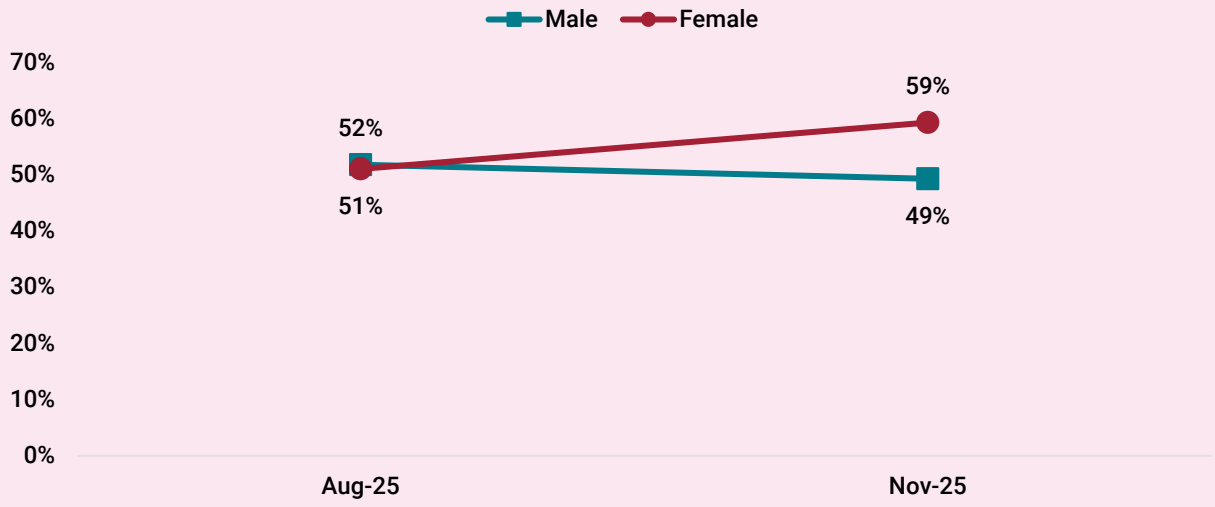
Perceptions of AI's Impact of on Society by Sex

Perceptions of AI's impact on society did not differ by sex in August 2025. By November 2025, sex differences emerged. While men's views remained steady, a growing proportion of women said AI will make society worse.



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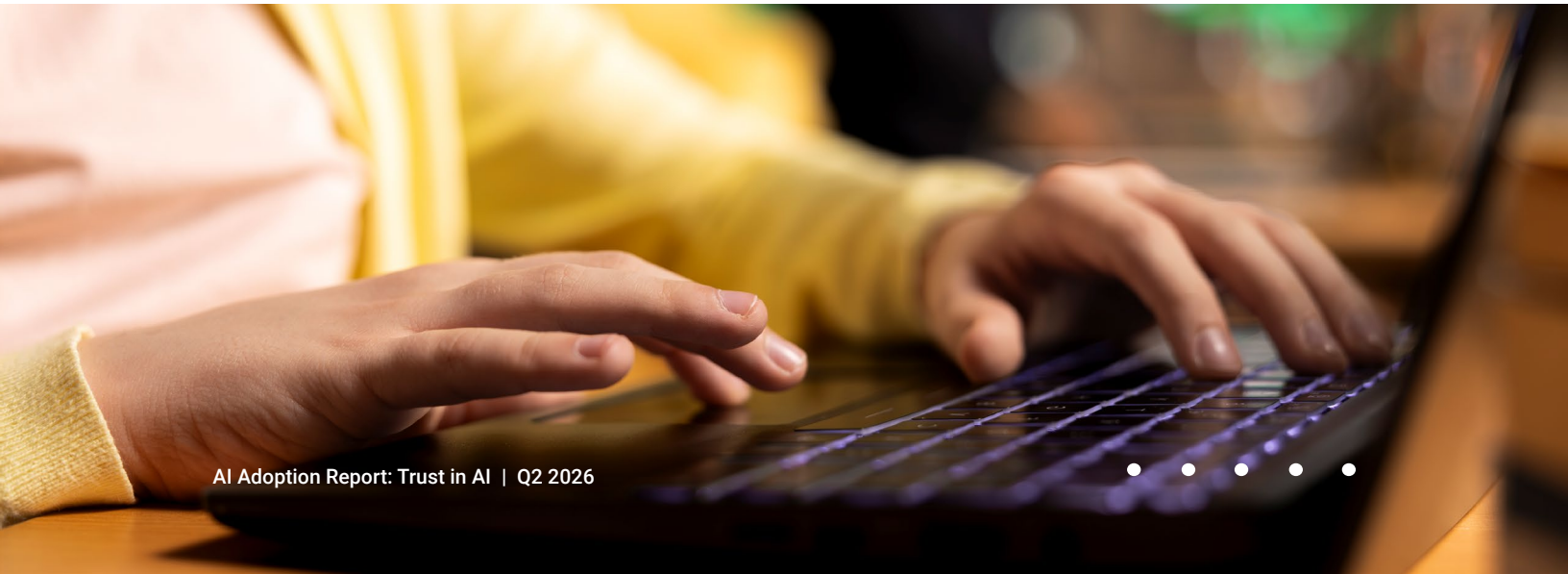
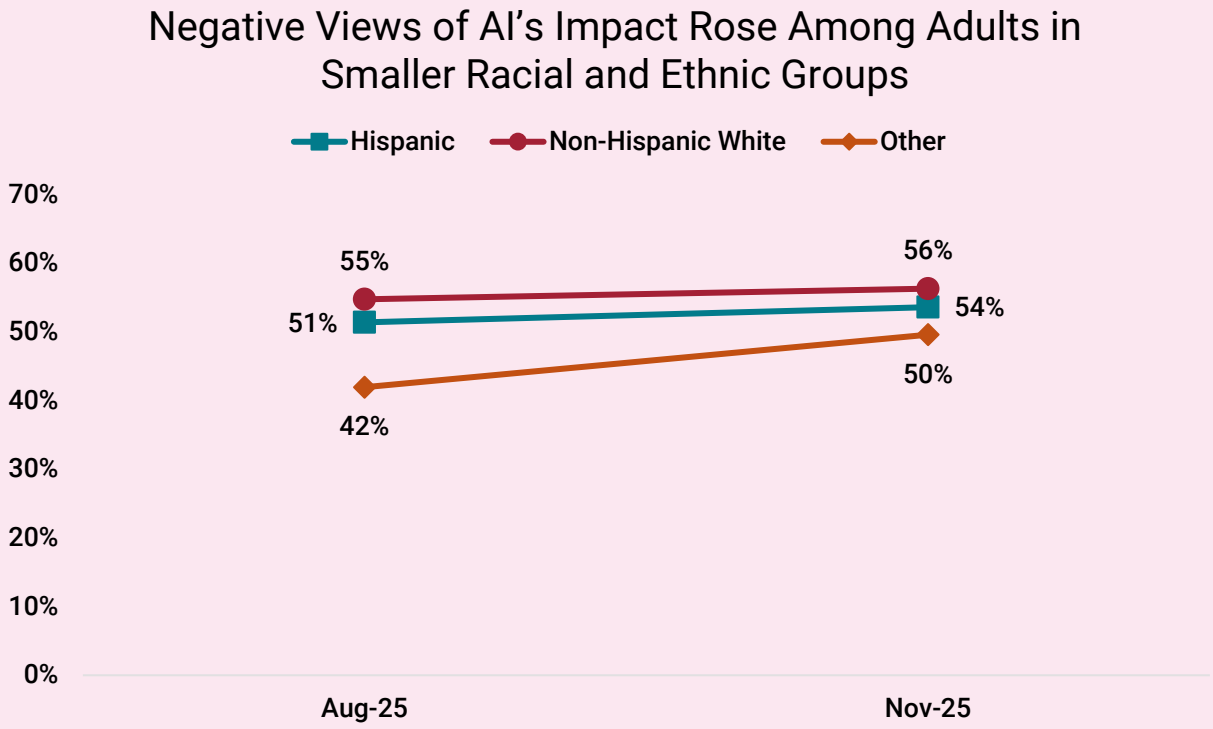


Perceptions of AI's Impact on Society by Race and Ethnicity

Changes in outlook were uneven across racial and ethnic groups, with growing concern most visible among respondents outside the largest racial and ethnic categories. Between August and November 2025, negative perceptions of AI's impact on society did not change significantly for Hispanic or non-Hispanic White adults. Among individuals from other racial or ethnic group, the proportion reporting a negative view grew.



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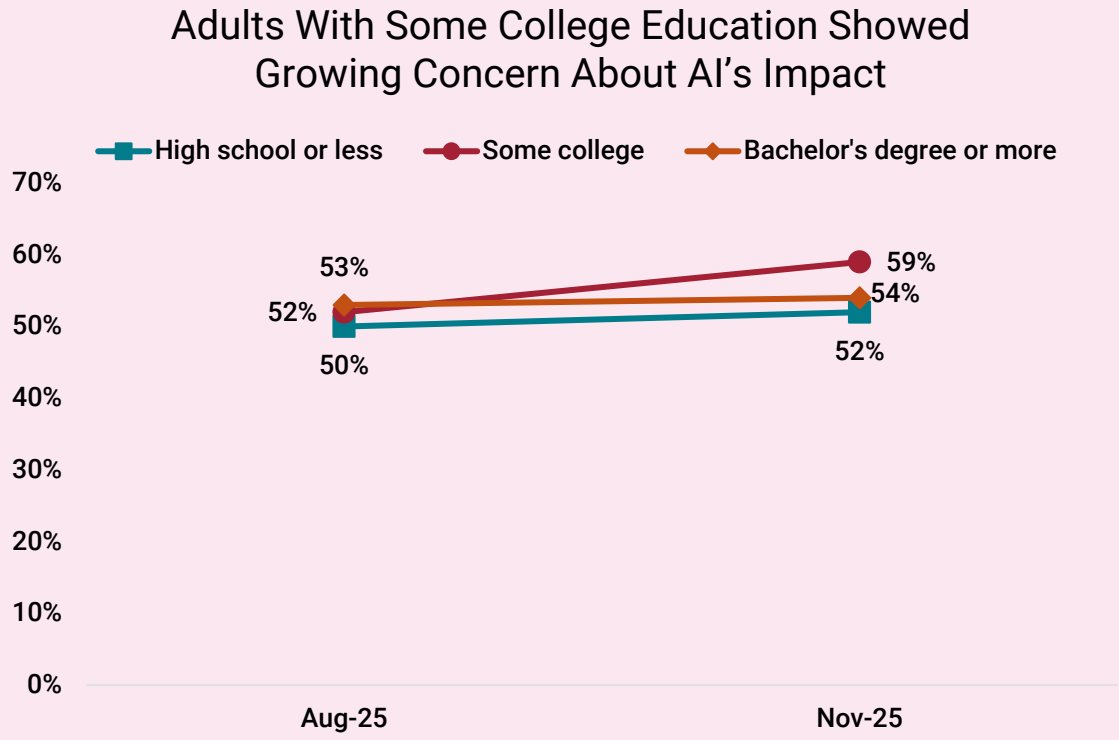
Perceptions of AI's Impact on Society by Education

Education again plays a moderating role when it comes to views on AI's impact. While their views were largely stable, adults with some college became more skeptical. It seems heightened awareness does not always translate into optimism. Between August and November, views were stayed mostly the same except among adults with some college, who shifted toward more negative views.



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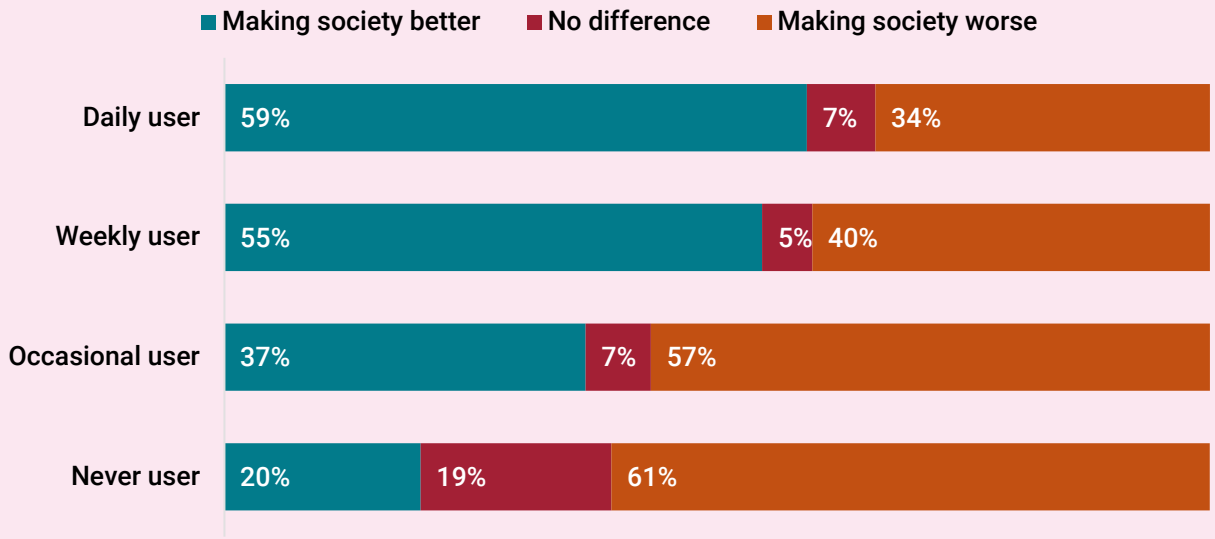
Source: AmeriSpeak Omnibus poll conducted August 22-24, 2025, with 1,121 adults nationwide, and November 7-9, 2025, with 1090 adults nationwide.

Perceptions of AI's Impact on Society by Personal Use

Public perceptions are closely tied to personal AI use. In both August and November 2025, daily and weekly users were more likely to say AI will make U.S. society better than worse, whereas occasional users and never-users were more likely to say worse than better. These patterns persisted across waves. No user group changed their views between August and November 2025.

In August, Frequent Personal AI Users Were Consistently More Optimistic About AI's Impact



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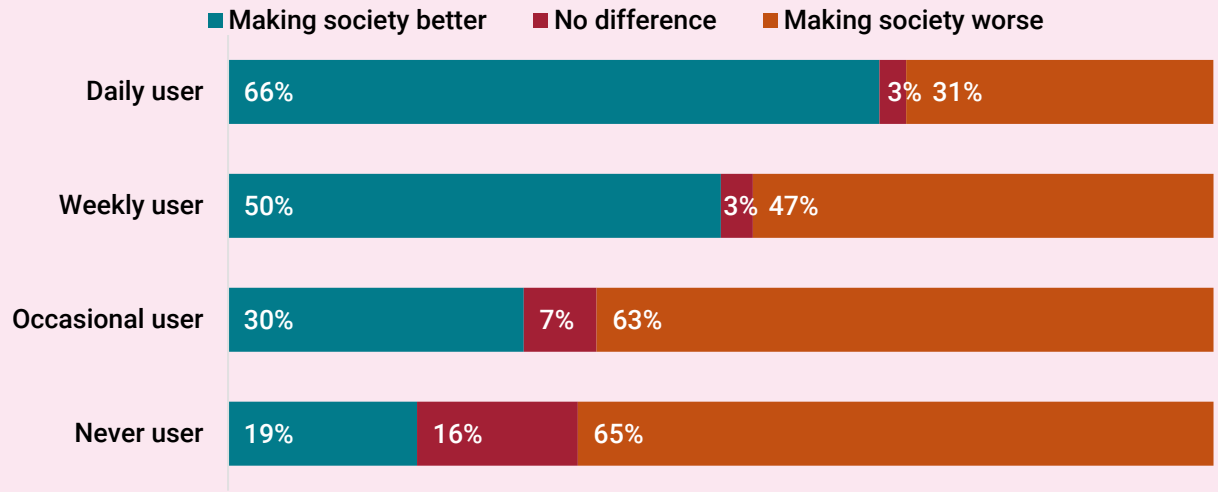
In November, Personal Non-Users Remained the Most Negative About AI's Impact on Society



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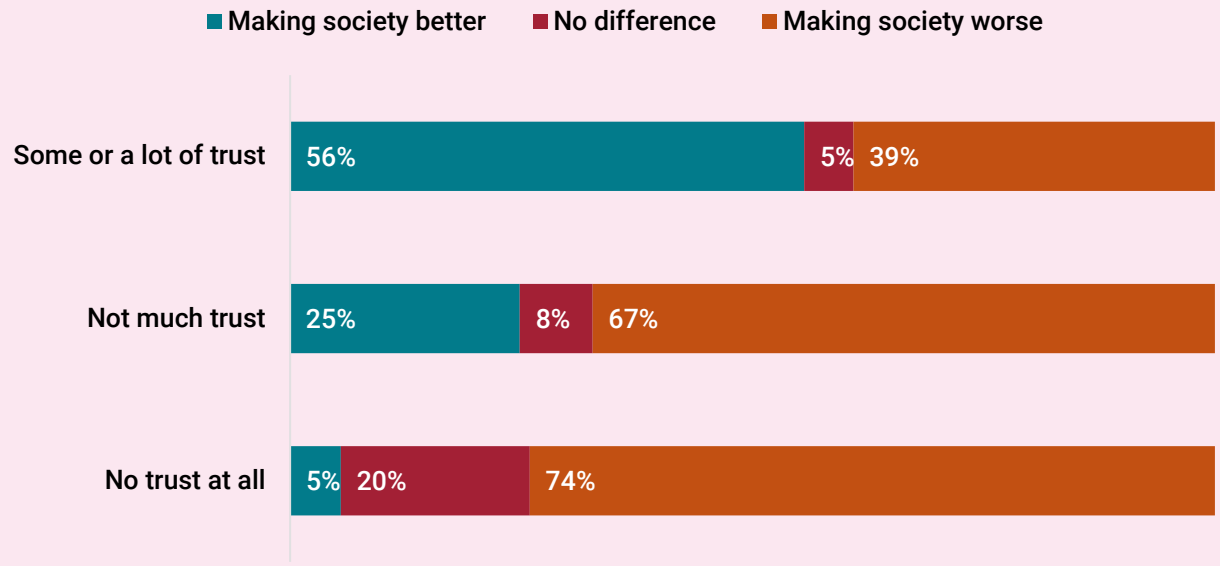
Source: AmeriSpeak Omnibus poll conducted November 7-9, 2025, with 1090 adults nationwide.

Perceptions of AI's Impact on Society by Trust in Information Provided by AI

Trust acts as a powerful lens. Belief in AI's societal benefit drops sharply as trust declines, making confidence in AI-generated information a key predictor of broader optimism—or concern. Using November 2025 data, we examined the relationship between public perceptions of AI's societal impact and trust in information provided by AI. Among adults with some or a lot of trust, a majority believed AI would make society better. Only about one-quarter of those with not much trust and just five percent of those with no trust see the technology as beneficial for society. Conversely, the share saying AI will make society worse increases as trust decreases. About one-fifth of adults with no trust at all said AI will not make much difference.

Optimism About AI's Impact Declines Steeply as Trust Decreases



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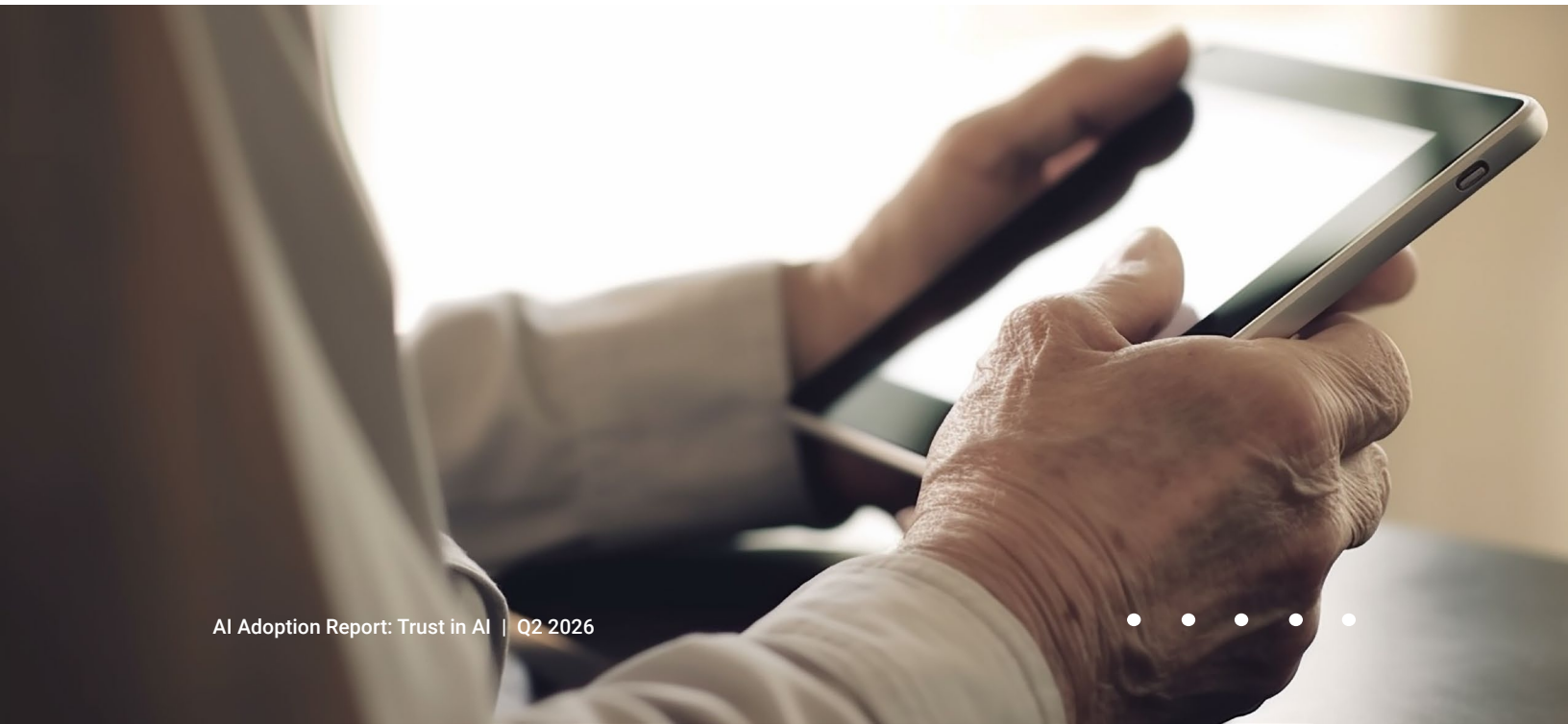

Conclusions

Public sentiment in the United States toward AI is cautious and increasingly polarized. Most adults see AI as making society worse, and trust in AI-provided information remains limited. Trust aligns with familiarity. Frequent users expressed greater trust and optimism while non-users reported lower trust and negative expectations. November results showed growing negativity among women and among adults aged 30–44, in particular. Positive views rise with education and neutrality declines at higher incomes.

These patterns suggest targeted communication and policy strategies that prioritize transparency and safety—or real-world benefit demonstrations for groups with lower trust or rising negativity (e.g., women and adults aged 30–44)—are needed to increase usage. Based on the data, expanding plain-language materials and user education may also be important for converting unfamiliarity into informed engagement.

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