2025
Edelman Trust Barometer

Flash Poll:
Trust and Artificial Intelligence
**at a Crossroads**

Edelman Trust Institute | 25 YEARS Edelman Trust Barometer

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroads

Methodology

Online survey

Fieldwork conducted: October 17–27, 2025

5
Countries

5,000+
Respondents

1,000+
Respondents per country*

Brazil   China   Germany   UK   U.S.

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

Trending in this report reflects the field dates for the studies rather than the months the reports were released. Please see the Technical Appendix for information on how field dates map to release dates.

Statistical significance

○ **Significant change**

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 95% confidence level.

Shortened question text

Throughout the report, question text has been edited for readability.

For more details on the margin of error, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix.

All contents in this report are the property of the Edelman Trust Institute.

*The sample size varies by country, from 1,000 to 1,001.
Country-specific data margin of error: +/- 3.1 percentage points.
Margin of error is calculated at the 95% confidence level.

Forces Putting Pressure on the Adoption of Artificial Intelligence

More likely to reject the growing use of AI

Globally, rejection for AI outweighs enthusiasm. U.S. respondents are more than twice as likely to say they reject the growing use of AI than they are to embrace it.

2025 Edelman Trust Barometer Insights for Technology Sector

Enthusiasm for innovation not guaranteed

Not every innovation is a success story. While people are 4x as likely to be enthusiastic about green energy's adoption than reject it, the reverse is true for GMO foods.

2024 Edelman Trust Barometer

Trust in AI lags trust in technology sector

There is a 26pt gap between trust in the technology sector and trust in AI, suggesting that trust in the sector does not guarantee trust in the innovation.

2024 Edelman Trust Barometer

Developed markets slower to adopt new products

People in developed markets are far less likely to want to get the newest products as quickly as possibly – they tend to wait for a technology to be well established.

2022 Edelman Trust Barometer Special Report: Trust in Technology

AI Adoption Faces Myriad Divides

Geographic Divide: While Brazil and China Embrace Greater AI Use, Developed Markets Resist It

Percent who say,
when it comes to the growing use of AI …

 Gap, embrace vs reject

I reject AI ←   **I embrace AI** →

Country	I reject AI	Gap	I embrace AI
Brazil	24	11	35
China	10	44	54
Germany	42	-26	16
UK	46	-28	18
U.S.	49	-32	17
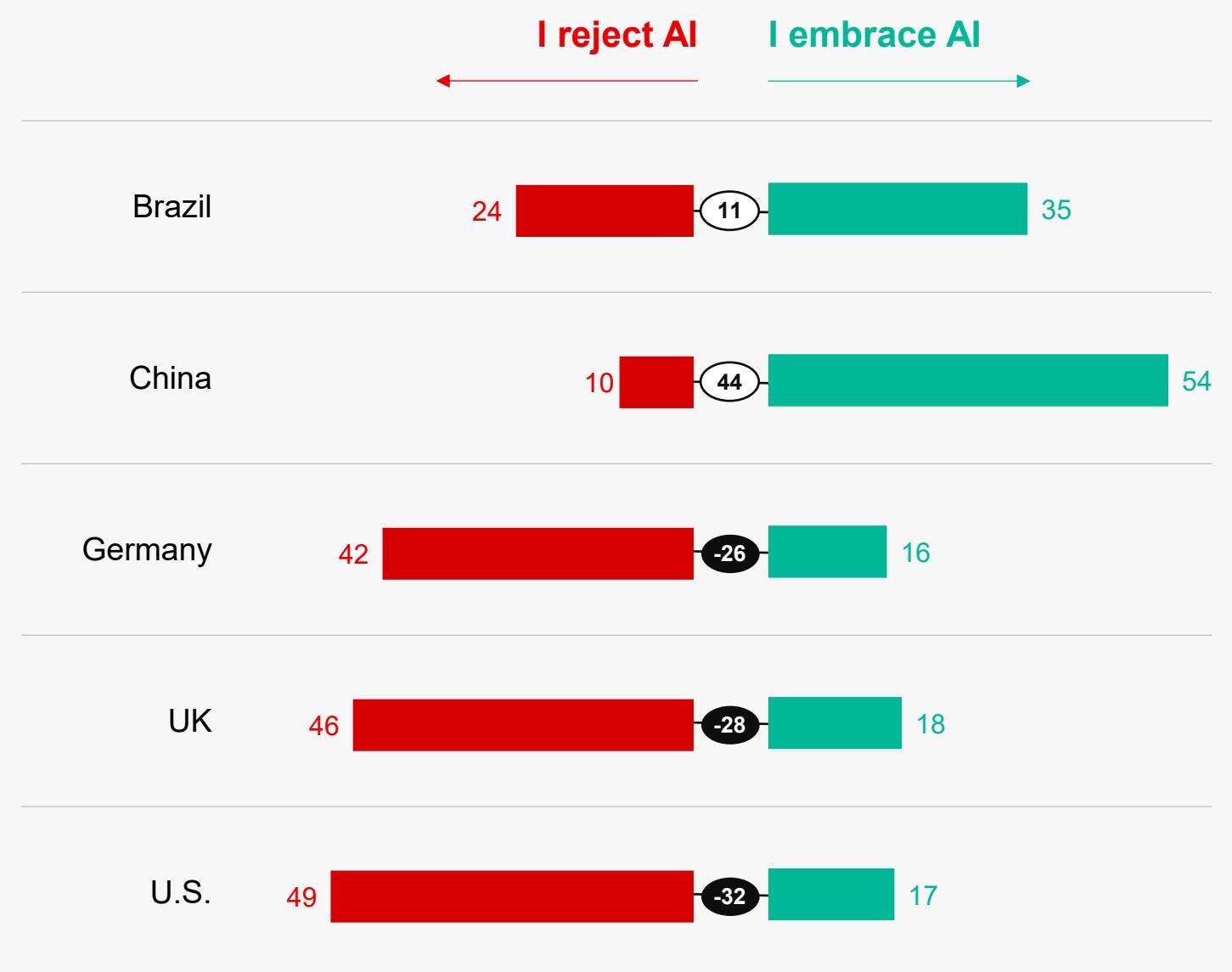
Industry Divide:
Tech and Finance Employees Accept AI at Work, But Not Food or Transportation

On average, percent of industry employees who say, when it comes to the growing use of AI **in the workplace** …

I embrace AI in the workplace

Gap, embrace vs reject

I reject AI in the workplace

	Technology	Financial services	Retail	Manufacturing	Healthcare	Education	Food & beverage	Transportation
Embrace	55	43	35	33	28	25	23	20
Gap	40	18	4	2	-3	-10	-12	-15
Reject	15	25	31	31	31	35	35	35

Income Divide:
Majority of Low-Income Fear Being Left Behind

Percent who say

People like me will be left behind rather than
realize any real advantages from generative AI

	Low income	Middle income	High income
	54	44	31
	Bottom 25%	*Middle 50%*	*Top 25%*
Brazil*	33	35	22
China	36	25	21
Germany	59	50	40
UK	71	60	38
U.S.	65	50	47

High-income respondents in developed countries feel at risk

Age Divide:
Younger Generations Trust AI More Than Older, But U.S. Youth Still Distrust

Percent trust in AI

Legend:
- Distrust (1-49) — red
- Neutral (50-59) — light blue
- Trust (60-100) — blue

I trust artificial intelligence

	Age 18-34	35-54	55+
(bar values)	62	57	40
Brazil*	68	71	60
China	88	86	86
Germany	53	45	29
UK	59	39	18
U.S.	40	35	23
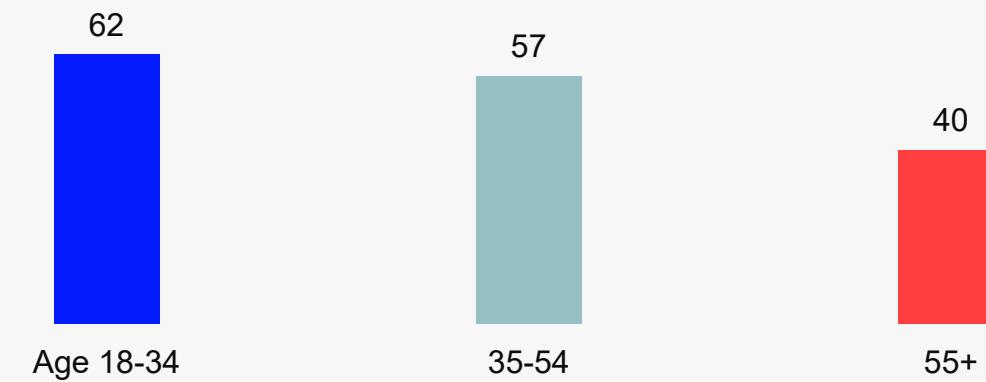
Only 4 in 10 U.S. young people trust AI

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroads. TEC_TRU_AI. How much do you trust the below technology? 9-point scale; top 4 box, trust. General population, 5-mkt avg., by country, by age. *The pattern shown in the 5-mkt avg. for age is not true in Brazil.

Geographic Split on If AI Will Help Address Urgent Societal Issues

Percent who say

Generative AI will help …

		Brazil	China	Germany	UK	U.S.
67% or more	solve, rather than worsen, **climate change** challenges	67+	67+	50-66	50-66	50-66
50-66	improve, rather than worsen, people's **work lives**	50-66	67+	50-66	34-49	34-49
34-49	improve, rather than worsen, people's **mental health**	50-66	67+	34-49	34-49	34-49
33% or less	bridge divides and reduce **polarization**, rather than widen divides	50-66	67+	34-49	34-49	34-49
	lift people out of **poverty**, rather than force people into poverty	50-66	67+	34-49	33-	33-
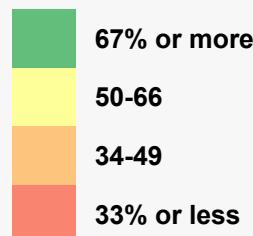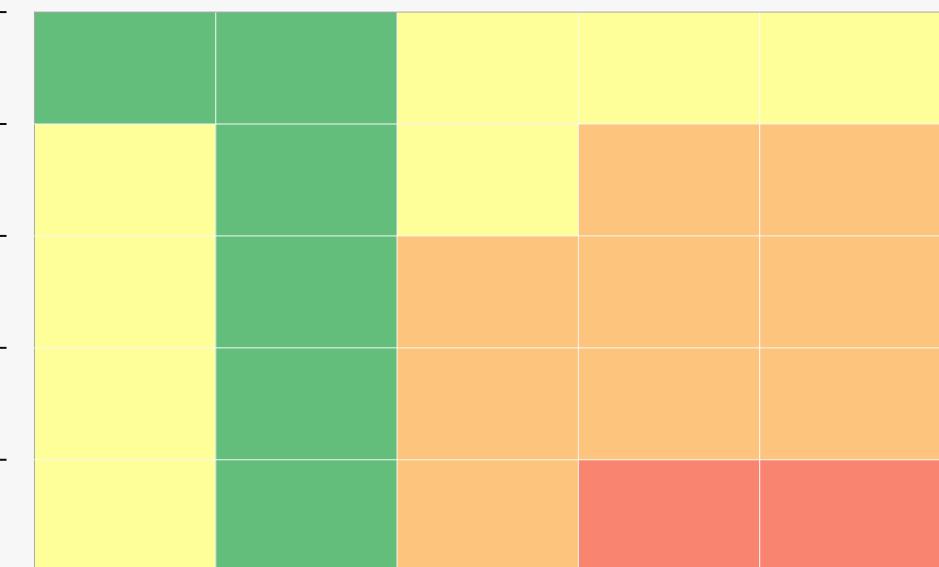
Trust Powers Artificial Intelligence Adoption

Knowledge and Trust Are Top Drivers of AI Enthusiasm

Regression analysis, showing the top 7 of 10 significant drivers of increased enthusiasm for the growing use of AI

If …	% increased likelihood of being an enthusiastic adopter of AI
I am moderately or very **informed** about AI	**+17.45%**
I trust AI	**+16.27%**
AI will **improve my life** in the next five years	13.92%
AI is **increasing the amount of certainty** in my life	9.46%
AI is **increasing my optimism** in the future	6.95%
AI improves the quality of the decisions I make about **managing my health**	6.29%
AI improves my ability to **find solutions** to my personal problems	5.16%

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroads. Regression analysis conducted on several questions among the total five-country sample. For a full explanation of how this data was calculated, please see the Technical Appendix.

With Trust, All Markets More Likely to Embrace AI

Percent who characterize
their feelings about the growing use of AI as …

| + − | Gap, embrace vs reject |
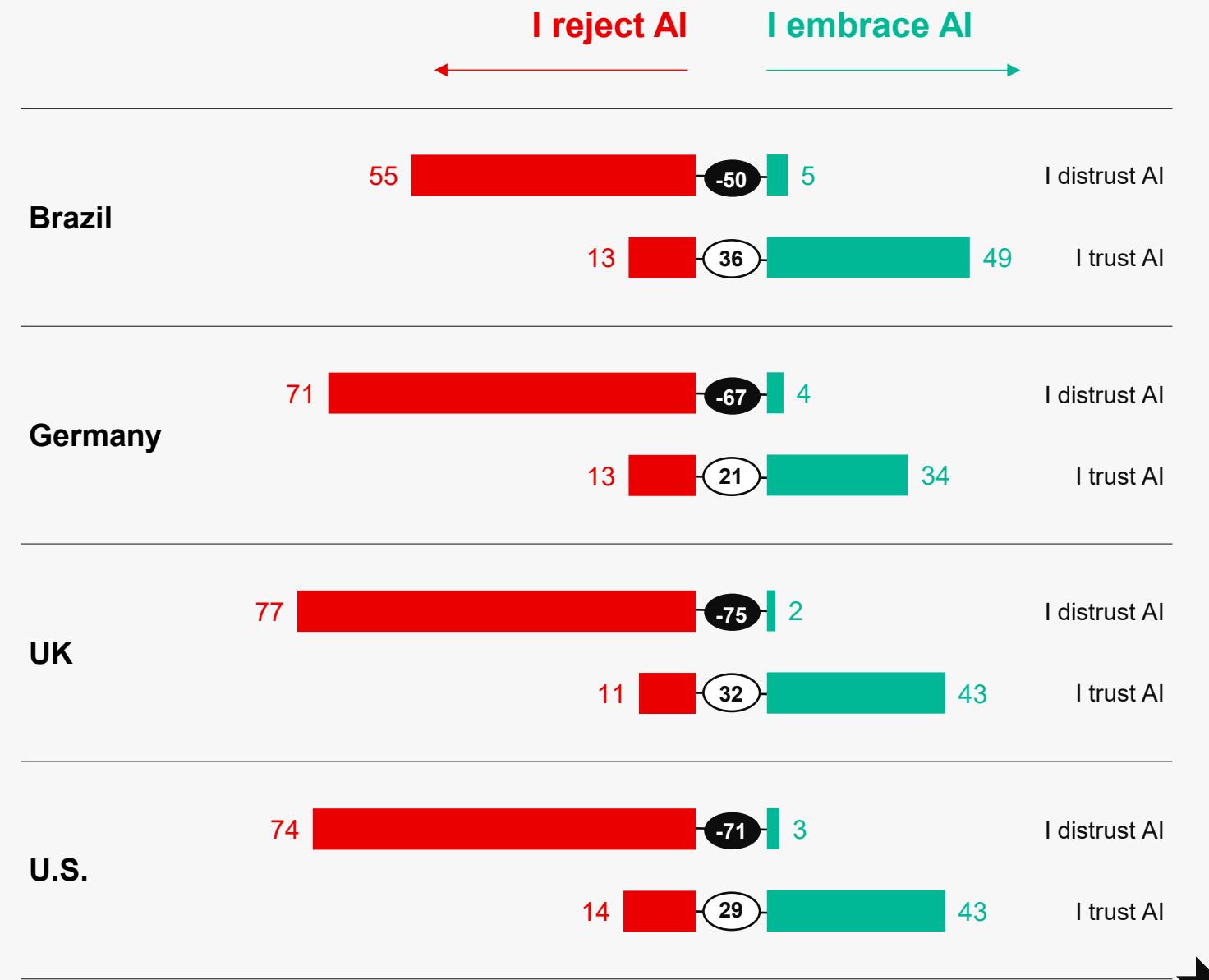
I reject AI ⟵   **I embrace AI** ⟶

Brazil

55 ██████ **-50** ▌ 5   I distrust AI

13 ██ ⬭36 ██████ 49   I trust AI

Germany

71 ███████ **-67** ▌ 4   I distrust AI

13 ██ ⬭21 ████ 34   I trust AI

UK

77 ████████ **-75** ▌ 2   I distrust AI

11 ██ ⬭32 █████ 43   I trust AI

U.S.

74 ███████ **-71** ▌ 3   I distrust AI

14 ██ ⬭29 █████ 43   I trust AI

Among AI Resistant, Negative Personal Experiences With Generative AI Are Still Rare

Among those who use AI, percent who say on average

I have personally had
very bad experiences
with generative AI
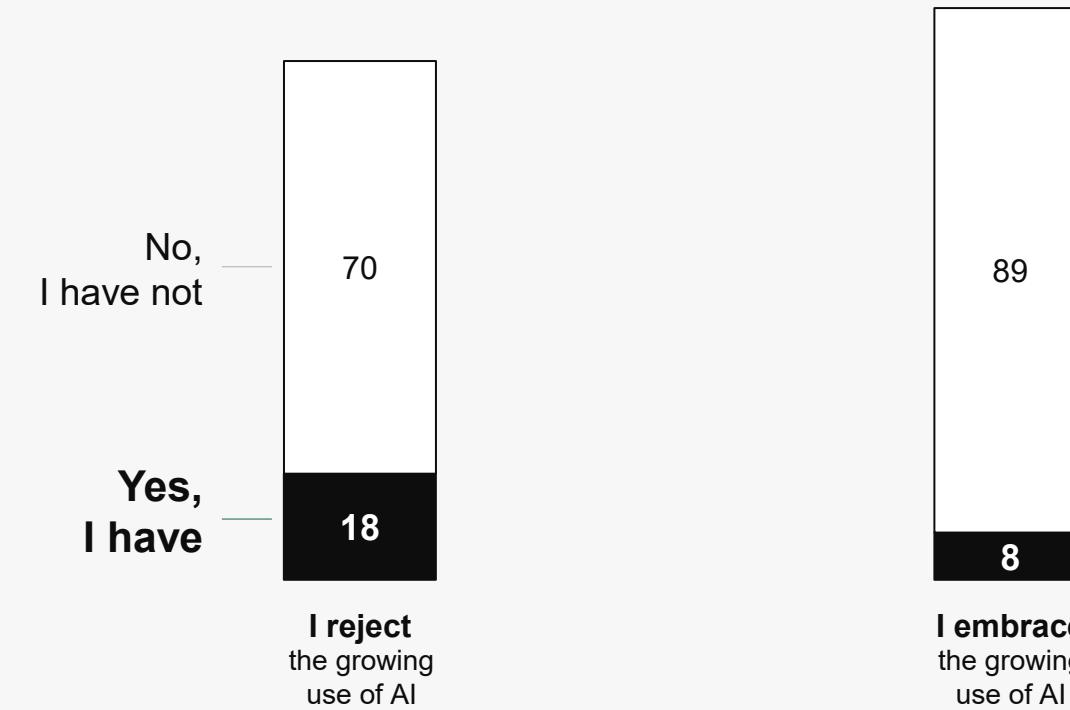
No,
I have not — 70

89

**Yes,
I have** — 18

8

I reject
the growing
use of AI

I embrace
the growing
use of AI

Trust Issues Bigger Obstacle to Use Than Motivation, Access, or Intimidation

Among those who use artificial intelligence less than once a month, percent who say

I use AI less than once a month and **this is why**	Brazil	China	Germany	UK	U.S.
Trust issues (net) • *I'm concerned about how my data is used and protected* • *I do not trust AI technology*	**53**	**43**	**57**	**55**	**70**
Motivation and access (net) • *I'm not interested and don't feel the need to use AI* • *I don't have the opportunity to use AI*	33	40	56	60	55
Intimidation (net) • *I'm not comfortable with the new technology* • *I don't know where to start*	13	15	20	19	12

Through Generative AI,
Frequent Users Are Faster, Sharper, and More Creative Problem Solvers

On average, percent who say

**Generative AI has had
a positive impact on:**

	Rare user	Regular user	Frequent user
My speed at getting things done	29	44	65
My understanding of complex ideas and concepts	28	40	63
My ability to find solutions at work*	24	37	60
My ability to find solutions in personal life	25	41	59
My creative skills or the level of creativity in the things I do	24	38	57

Over 50%
34-50%
33% or less

The Power of Personal Experience:
When Gen AI Simplifies Complexity, I'm Much More Likely to Trust

Among those who say artificial intelligence has helped or not impacted my understanding of complex ideas, percent trust in AI

Distrust (1-49) — **Neutral (50-59)** — **Trust (60-100)**

I trust AI

	Brazil	Germany	UK	U.S.

Brazil: No impact 50, Helped 86, +36pts
Germany: No impact 36, Helped 72, +36pts
UK: No impact 24, Helped 69, +45pts
U.S.: No impact 21, Helped 58, +37pts
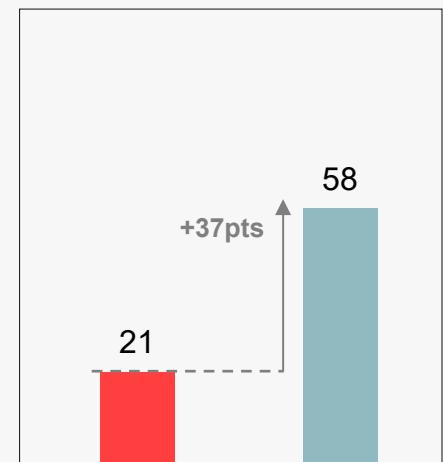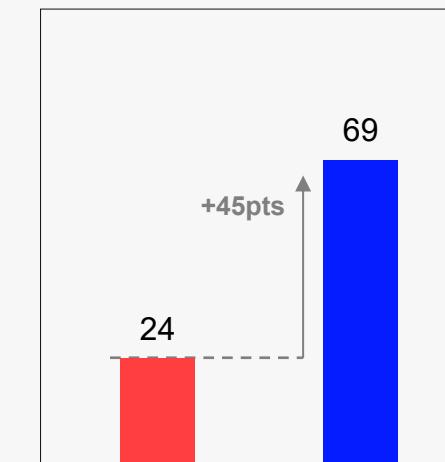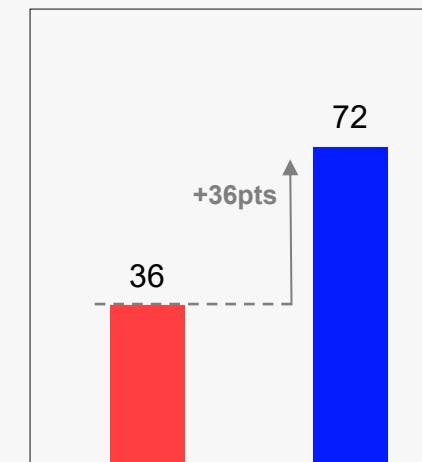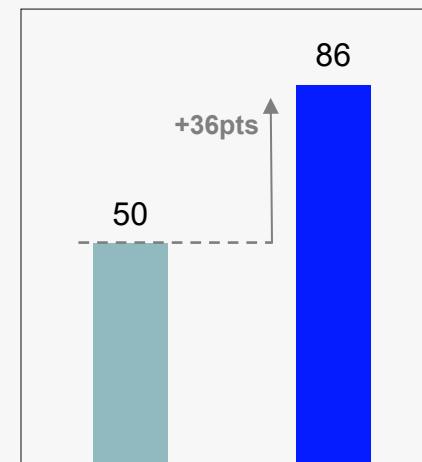
How has Gen AI affected how you understand complex ideas?

Employers Face Critical Transformation Moment

Many Concerned About Business Leaders' Transparency on Jobs and Gen AI

Which potential impact of generative AI on society is more likely?

	Brazil	China	Germany	UK	U.S.
Business leaders *aren't* fully honest with employees about job cuts	56	39	62	69	70
Business leaders *are* fully honest about job cuts	44	61	38	31	30
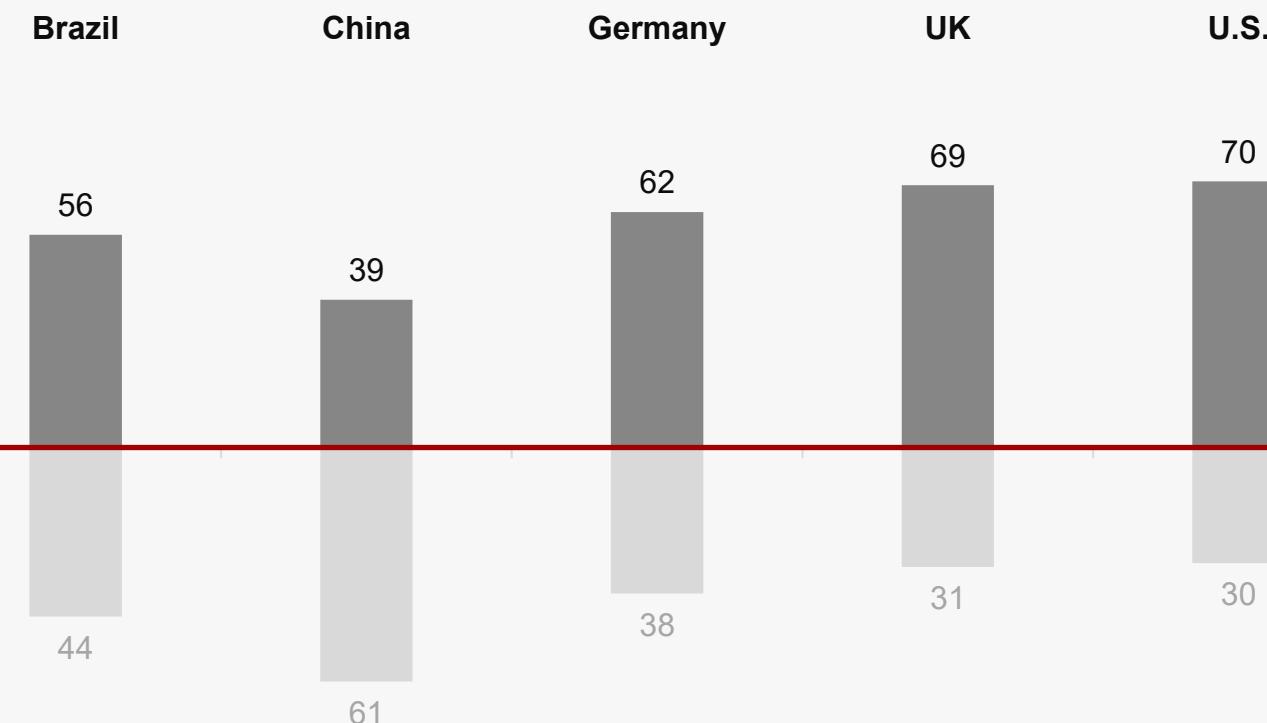
Employee AI Usage Has Room to Grow, Especially Among Non-Managers

Percent of employees who say

I use artificial intelligence
weekly or more in my job

5-market average

Only 1 in 4 non-managers regularly use AI

Brazil 61 | China 60 | Germany 38 | UK 37 | U.S. 37

50%

People manager 63 | Non-manager 25
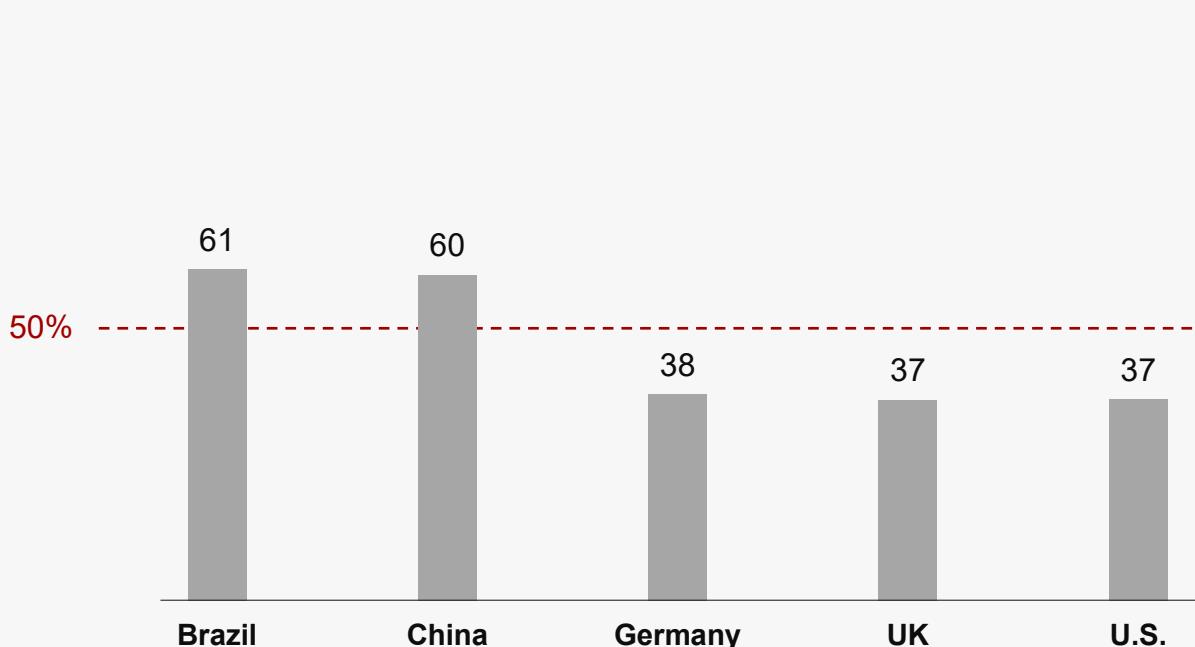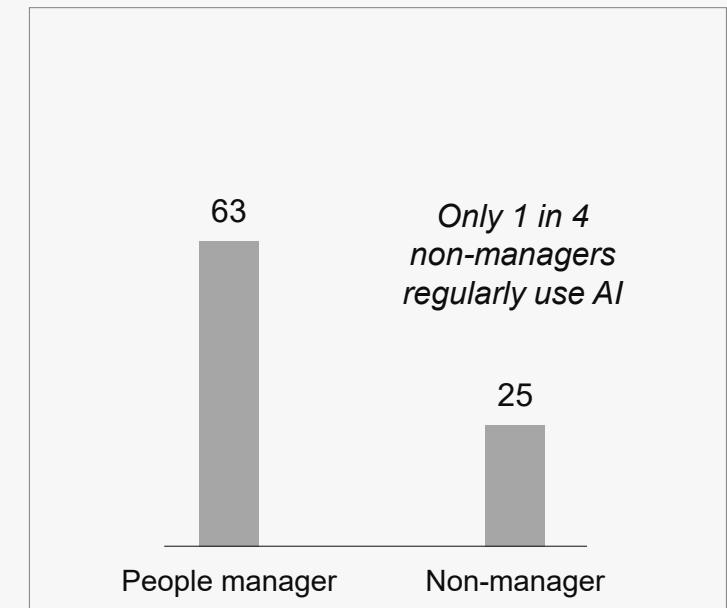
In Most Markets, My Employer Has The Greatest License to Use AI

Percent who say

I am comfortable with each institution's use of artificial intelligence

My employer
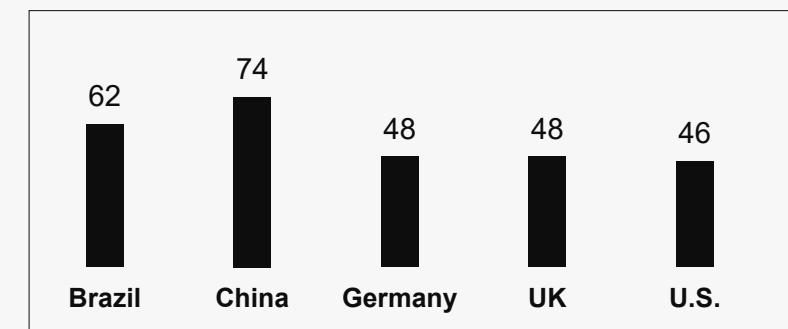
Brazil	China	Germany	UK	U.S.
62	74	48	48	46
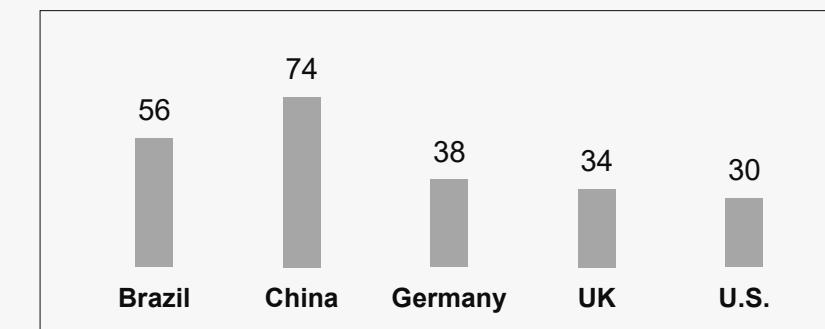
Business

Brazil	China	Germany	UK	U.S.
56	74	38	34	30

Media

Brazil	China	Germany	UK	U.S.
46	66	25	21	19

Government

Brazil	China	Germany	UK	U.S.
33	77	21	22	17
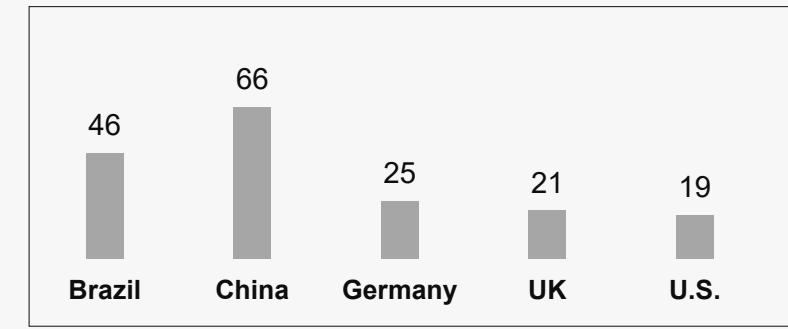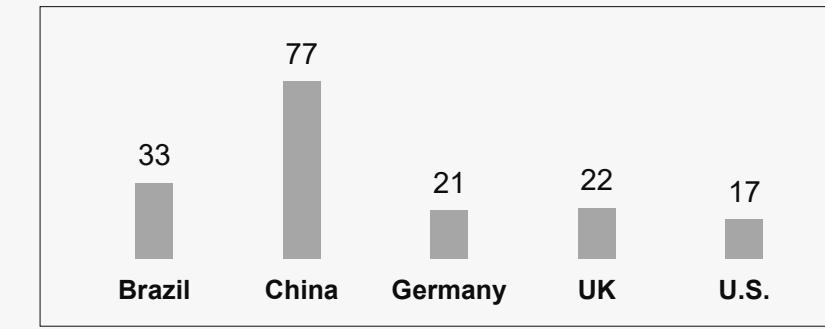
When Employees Are Brought Into AI Transformation, They're More Enthusiastic

Percent of employees who say

The following **would increase my enthusiasm**
or use of generative AI in work and life:

If I felt sure that **my employer** was using AI to
increase productivity, not eliminate jobs

Brazil	China	Germany	UK	U.S.
76	69	53	62	59

If I was getting high quality training through
my employer in how to use AI effectively

Brazil	China	Germany	UK	U.S.
73	66	53	62	57

50%
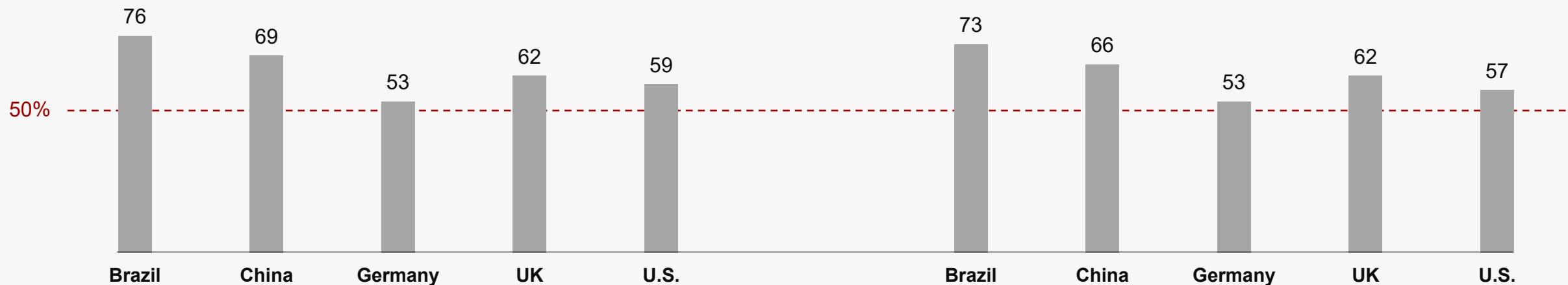
Employees Are Motivated to Embrace AI by Job Transformation, Not Job Insecurity

On average, percent of employees who say

I embrace artificial intelligence
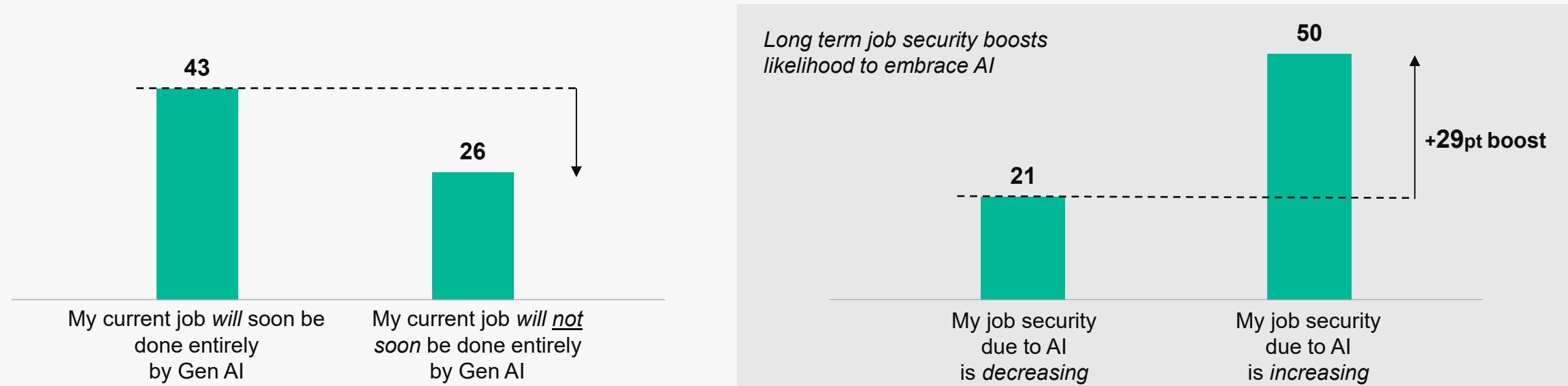
43
My current job *will* soon be done entirely by Gen AI

26
My current job *will not soon* be done entirely by Gen AI

Long term job security boosts likelihood to embrace AI

21
My job security due to AI is *decreasing*

50
My job security due to AI is *increasing*

+29pt boost

Political Case Study:
Shared Belief Across Politics That Employers and Government Need To Step Up on AI

On average, percent who say

This **would increase my enthusiasm** for using
generative AI in my work or personal life

	Political leaning*		
	Left	Center	Right
Workplace priorities			
Getting **high quality training through my employer** to use gen AI**	60	61	67
Employers were required to retrain or redeploy employees displaced by gen AI	59	54	60
Government priorities			
An income **safety net** for those who lost their jobs to gen AI	63	57	59
Government programs supported the use of gen AI	57	54	60

Government mandates on AI appeal across political affiliation

Building Trust in Artificial Intelligence

Don't Force It:
People Who Distrust AI More Likely To Say AI is Imposed on Them

Percent who agree

I feel that generative AI is being forced upon me whether I want it or not
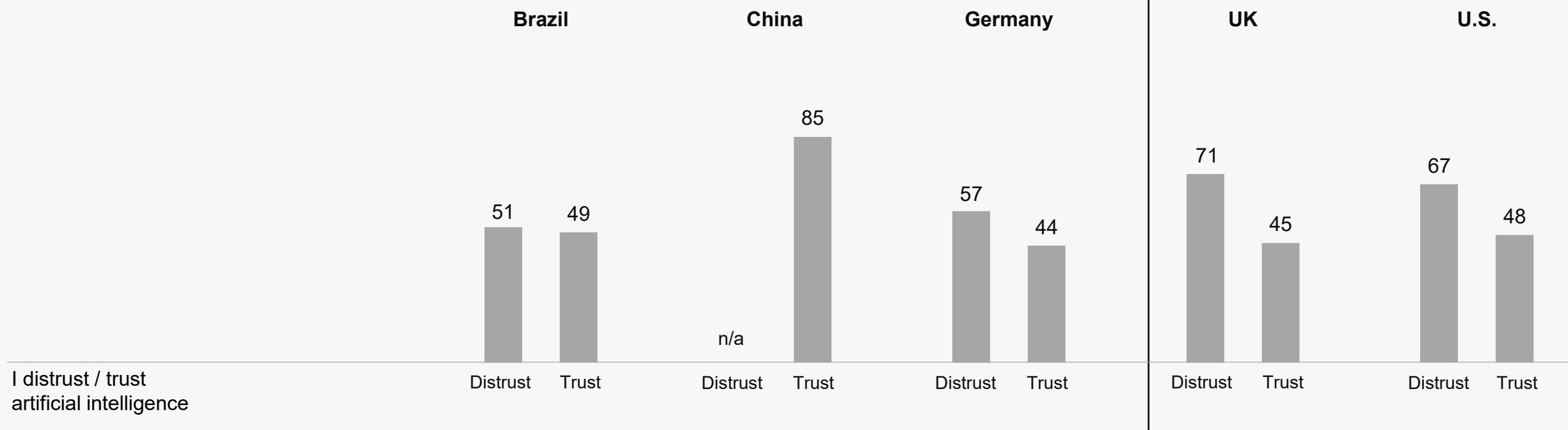
| | **Brazil** | **China** | **Germany** | **UK** | **U.S.** |

In the UK and the U.S., over 2 in 3 distrusters feel AI is forced on them

Brazil: Distrust 51, Trust 49
China: Distrust n/a, Trust 85
Germany: Distrust 57, Trust 44
UK: Distrust 71, Trust 45
U.S.: Distrust 67, Trust 48

I distrust / trust artificial intelligence

Empower Employees To Find AI-Informed Solutions

Among employees who say artificial intelligence has helped or not impacted finding solutions at work, percent trust in AI

Distrust (1-49) — Neutral (50-59) — Trust (60-100)
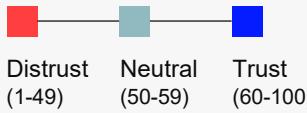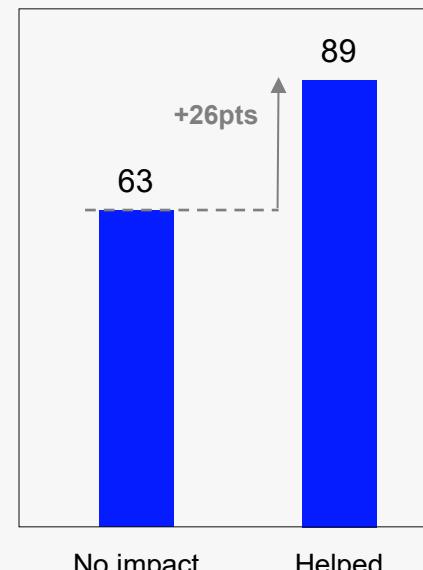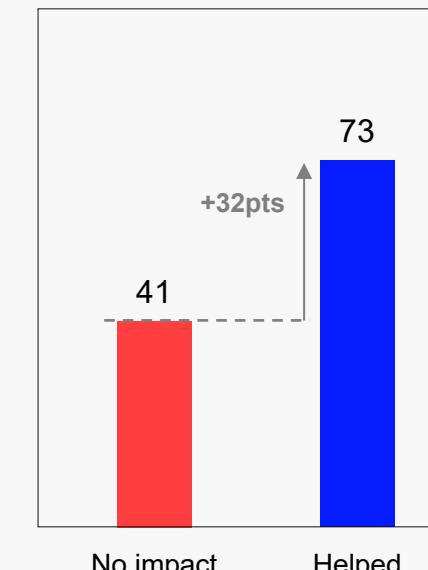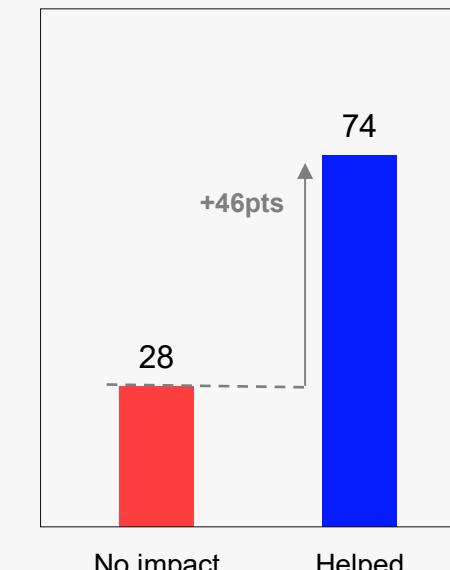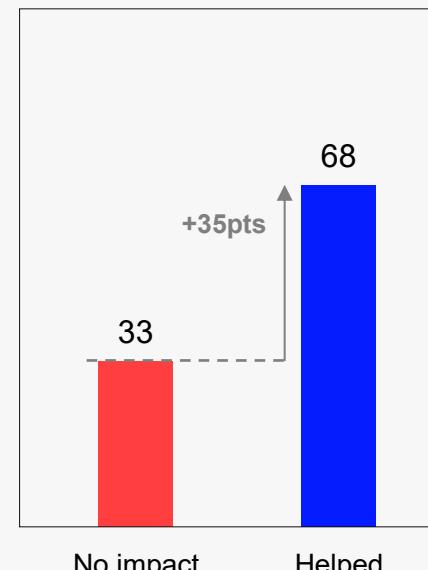
I trust AI

Has Gen AI helped you find solutions at work?

Brazil

No impact	Helped
63	89

+26pts

Germany

No impact	Helped
41	73

+32pts

UK

No impact	Helped
28	74

+46pts

U.S.

No impact	Helped
33	68

+35pts

Speak Through Peers, The Only Consistently Trusted Voices on Gen AI

Percent who say

**I trust each to tell the truth
about generative AI**

	Brazil	China	Germany	UK	U.S.
Someone like me	78	87	62	68	68
My friends and family	69	88	60	71	71
Scientists or AI researchers	72	87	55	60	53
My CEO*	67	83	46	52	50
CEOs	54	83	33	32	27
Government leaders**	38	n/a	29	28	24

*Mixed perceptions
of leaders*

Build Trust To Power The Growth of Agentic AI

On average, percent who agree

In the near future, I'd be comfortable letting AI handle my …

	Financial management	**Healthcare management**	**Major purchases**	**Job search**
Multiplier trust vs. distrust	**6x**	**5.5x**	**5.5x**	**4.5x**

	Distrust	Trust	Distrust	Trust	Distrust	Trust	Distrust	Trust
	11	67	12	67	12	66	16	71
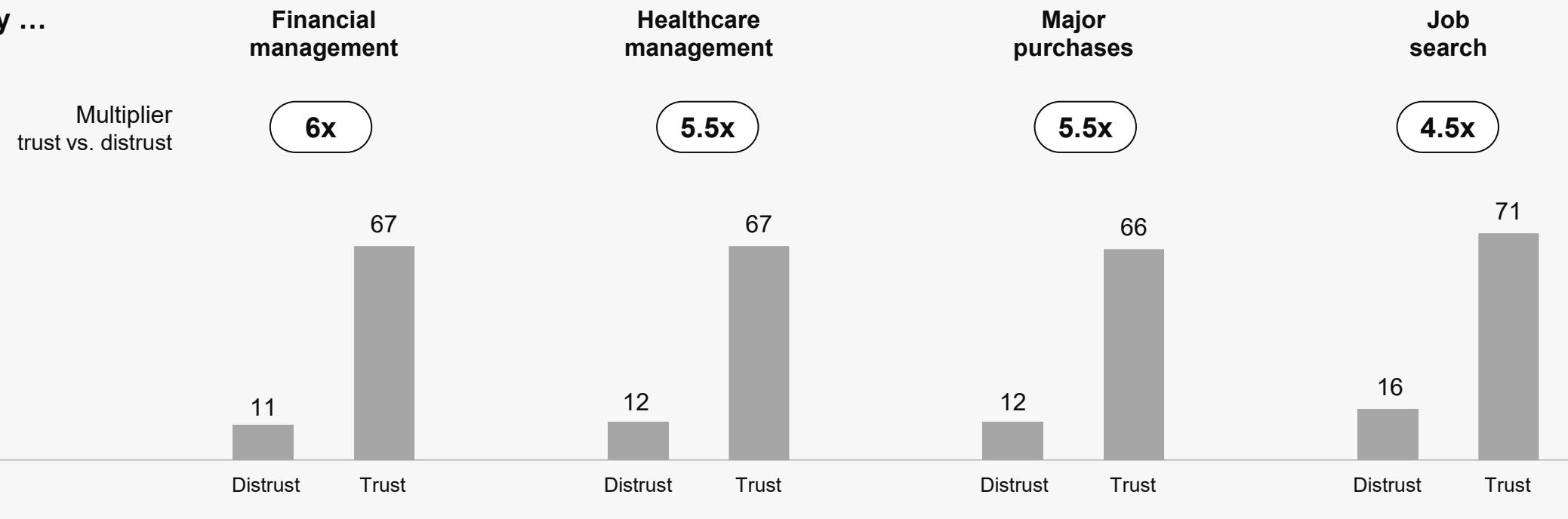
I distrust / trust artificial intelligence

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroads

1

Trust sets the foundation for innovation

Over 4 in 10 resist the increased adoption of AI in Germany, the UK, and the US. But with trust, there is an increased likelihood for more enthusiasm.

2

Ensure benefits of AI are felt across the board

Lower earners — and even high earners in the US — feel economically vulnerable due to AI. AI messaging and policy needs to speak to opportunity and protect against risk, especially in the workplace.

3

AI acceptance hinges on the workplace

Positive experiences with workplace AI use cases can transform how much people trust the technology. That trust is essential to the next phase of growth, spearheaded by agentic AI.

4

Win through peer influence and personal experience

People don't want to be told what's so good about the technology from the top, they need to discover it through personal experiences and among peers.

Supplemental Data

2025 Edelman Trust Barometer

Trust in Artificial Intelligence Among Countries

Percent trust in AI

Distrust (1-49) — **Neutral (50-59)** — **Trust (60-100)**

(−) — (0) — (+)   ◯ **Significant change**

I trust Artificial Intelligence (AI)

Separate trust realities in developing verses developed markets measured

	Brazil	China	Germany	UK	U.S.
Value	67	87	39	36	32
Change, Nov 2023 to Oct 2025	+14	+9	+6	+10	+2

Fear of Being Left Behind By Country

Percent who say

People like me will be left behind rather than realize any real advantages from generative AI

	Brazil	China	Germany	UK	U.S.
	32	26	49	58	54

Geographic Split on If AI Will Help Address Urgent Societal Issues

Percent who say

Generative AI will help …

	67% or more
	50-66
	34-49
	33% or less

	Brazil	China	Germany	UK	U.S.
solve, rather than worsen, **climate change** challenges	76	76	53	53	50
improve, rather than worsen, people's **work lives**	62	71	51	42	40
improve, rather than worsen, people's **mental health**	58	74	42	42	39
bridge divides and reduce **polarization**, rather than widen divides	53	74	38	35	34
lift people out of **poverty**, rather than force people into poverty	57	73	37	33	33

Trust Issues Bigger Obstacle to Use Than Motivation, Access, or Intimidation

Among those who use artificial intelligence less than once a month, percent who say

I use AI less than once a month and **this is why**	Brazil	China	Germany	UK	U.S.
Trust issues (net)	**53**	**43**	**57**	**55**	**70**
• *I'm concerned about how my data is used*	24	19	28	28	36
• *I'm concerned about how my data is protected*	36	28	35	33	44
• *I do not trust AI technology*	16	5	37	34	43
Motivation and access (net)	**33**	**40**	**56**	**60**	**55**
• *I'm not interested in AI*	15	5	26	31	31
• *I don't feel the need to use AI*	14	17	41	38	33
• *I don't have the opportunity to use AI*	10	23	12	15	16
Intimidation (net)	**13**	**15**	**20**	**19**	**12**
• *I'm not comfortable with the new technology*	10	6	8	9	5
• *I don't know where to start*	3	10	14	14	9

Full Attribute List On What Increases Enthusiasm of Generative AI

Percent who say the following **would increase my enthusiasm** or use of generative AI in my work or personal life

	Brazil	China	Germany	UK	U.S.
If I understood how gen AI works and selects or creates the information it returns when I input a question or prompt	70	73	47	59	54
If kids were taught in school how to use gen AI in healthy and productive ways	66	70	50	53	50
If gen AI platforms were more transparent about any potential inaccuracies in their responses to my questions	72	70	51	62	59
If I fully trusted the people charged with regulating gen AI	63	64	42	59	54
If I fully trusted the organizations that are designing and developing gen AI platforms and applications	67	68	41	61	55
If I felt sure that my employer was using AI to increase productivity, not eliminate jobs*	76	69	53	62	59
Getting high quality training through my employer to use gen AI*	73	66	53	62	57
If I could see and experience in my life more direct benefits of gen AI	71	71	55	62	58
If I could see more evidence that gen AI is having a positive impact on our country	75	66	56	66	64
Employers were required to retrain or redeploy employees displaced by gen AI	65	69	50	56	51
Government programs supported the use of gen AI	68	73	47	57	49
An income safety net for those who lost their jobs to gen AI	69	69	52	57	54
If I stopped reading and hearing so many stories in the media about AI nightmare scenarios	49	62	30	40	38

Full List of Trusted Voices on Generative AI

Percent trust

I trust each to tell the truth about generative AI

	Brazil	China	Germany	UK	U.S.
Someone like me	78	87	62	68	68
My friends and family	69	88	60	71	71
Scientists or AI researchers	72	87	55	60	53
My CEO*	67	83	46	52	50
My CTO or head of tech*	68	82	44	51	50
Scientists or technical experts working for companies that are helping to develop AI-based technology	65	87	47	47	43
My coworkers	59	85	48	51	47
Journalists who cover technology and innovation	55	84	41	40	40
Heads of non-profit organizations or NGOs	52	80	36	40	38
CEOs	54	83	33	32	27
Influencers, creators, or online personalities who focus on technology issues	40	84	22	25	27
Government regulators**	44	n/a	33	36	25
Government leaders**	38	n/a	29	28	24

Technical Appendix

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroad

Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size[1]	Unweighted Sample Size	Margin of Error[2]	Quotas Set On[3]
Brazil	1,001	1,000	+/- 3.1 pct pts	
China[4]	1,000	1,000	+/- 3.1 pct pts	
Germany	1,000	1,000	+/- 3.1 pct pts	Age, gender, region
UK	1,000	1,000	+/- 3.1 pct pts	
U.S.	1,000	1,000	+/- 3.1 pct pts	

1. Data reported on slides is weighted to the same total base size to ensure each country has an equal effect any aggregated totals. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes, utilizing a 99% confidence interval.
3. There were additional quotas on ethnicity in the UK and U.S.
4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

2025 Edelman Trust Barometer Flash Poll: Trust and Artificial Intelligence at a Crossroad

Survey Languages Used and Internet Penetration by Country

	Languages	**Internet Penetration***
Brazil	Portuguese	84%
China	Simplified Chinese	92%
Germany	German	94%
UK	Localized English	96%
U.S.	English, Localized Spanish	93%

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How We Measured Increased Likelihood of Being an Enthusiastic Adopter of AI

The drivers of increased likelihood to be an enthusiastic adopter of AI were identified using a discrete choice analysis in which attitudes regarding trust in and knowledge of AI, current personal impact of AI, and the projected future societal impact of AI were the predictor variables. Self-described enthusiastic adoption of AI was the outcome we were trying to predict.

In the box below, the specific question used to measure enthusiasm for the growing use of AI is displayed.

The coefficients in the table on the right represent the increased likelihood that someone will be enthusiastic about AI if they endorse that statement, holding all of the other variables constant. Coefficients that were not significant at the p<.01 level are not shown.

The results of this analysis for the top 7 significant drivers, defined in terms of the size of the increased likelihood to an enthusiastic adopter of AI, are displayed in the report.

Respondents were asked:

AI Adoption Enthusiasm: How would you characterize your feeling about the growing use of artificial intelligence such as machine learning, natural language processing, and generative AI? Please indicate your answer using the 5-point scale. (1: "Resistant", 2: "Hesitant, 3: "Comfortable, 4: "Enthusiastic, and 5: "Passionate"). *"Enthusiasm" is defined as a score of 4 or 5 on the scale.*

AI Enthusiasm Predictor Statements	Coefficient
I am moderately or very **informed** about AI	**17.45%**
I trust AI	**16.27%**
I predict AI will **improve my life** in the next five years	13.92%
AI is **increasing the amount of certainty** in my life	9.46%
AI is **increasing my optimism** in the future	6.95%
AI has improved the quality of the decisions I make about **managing my health**	6.29%
My ability to **find solutions** to my personal problems and challenges	5.16%
AI improves my understanding of complex ideas and concepts	4.38%
Generative AI will **help solve the problem** of false and misleading information being spread online and through the media	3.98%
AI is a **reliable source** of trustworthy information	3.86%

Full Text for Shortened Answer Choices

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Full Text for Shortened Answer Choices

Income Divide: Majority of Low-Income Fear Being Left Behind

AI_CHOICE. You are about to see two choices regarding the potential impact of generative AI on society. We want you to choose the one you think is more likely to become true.

Shortened text	Full text
People like me will be left behind rather than realize any real advantages from generative AI	People like me will be left out and left behind when it comes to realizing any real gains or advantages from generative AI
	People like me will realize great gains and advantages from generative AI

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Full Text for Shortened Answer Choices

Geographic Split on If AI Will Help Address Urgent Societal Issues

AI_CHOICE. You are about to see two choices regarding the potential impact of generative AI on society. We want you to choose the one you think is more likely to become true.

Shortened text	Full text
solve, rather than worsen, climate change challenges	Generative AI is going to help solve the world's energy use and climate change challenges
	Generative AI is going to worsen the world's energy use and climate change challenges
improve, rather than worsen, people's work lives	Most people's careers and work lives will improve because of the use of generative AI in the workplace
	Most people's careers and work lives will suffer because of the use of generative AI in the workplace
improve, rather than worsen, people's mental health	Generative AI use will lead to an overall improvement in people's mental health
	Generative AI use will lead to an overall decline in people's mental health
bridge divides and reduce polarization, rather than widen divides	Generative AI will help bridge divides, reduce political polarization, and be a unifying force in society
	Generative AI will widen divides, increase political polarization, and be a divisive force in society
lift people out of poverty, rather than force people into poverty	Generative AI is going lift people out of poverty and help close the income gap between rich and poor
	Generative AI is going to force more people into poverty and widen the income gap between rich and poor

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Full Text for Shortened Answer Choices

Trust Issues Bigger Obstacle to Use Than Motivation, Access, or Intimidation

NVR_WHY. What are the main reasons why you have never used, or only occasionally use, AI?

Shortened text	Full text
I'm concerned about how my data is used and protected	I am worried that my data and the other information I put into the AI will not be adequately kept private and protected I worry about how my data and the other information I put into the AI will be used by AI companies
I'm not interested and don't feel the need to use AI	I have no interest in using AI I have no need to use AI
I'm not comfortable with the new technology	It is too technical and complicated. I am not comfortable learning new technologies.
I don't know where to start	I do not know where or how to get started using AI

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Full Text for Shortened Answer Choices

Many Concerned About Business Leaders' Transparency on Jobs and Gen AI

AI_CHOICE. You are about to see two choices regarding the potential impact of generative AI on society. We want you to choose the one you think is more likely to become true.

Shortened text	Full text
Business leaders aren't fully honest with employees about job cuts	Business leaders were not honest with their employees about how many, and which jobs would be eliminated because of the use of generative AI in the workplace
Business leaders are fully honest about job cuts	Business leaders were honest with their employees about how many, and which jobs would be eliminated because of the use of generative AI in the workplace

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Full Text for Shortened Answer Choices

When Employees Are Brought Into AI Transformation, They're More Enthusiastic

AI_COM_LMT. How would each of the following effect your enthusiasm for adopting or increasing your use of generative AI in your work life and/or personal life?

Shortened text	Full text
If I felt sure that my employer was using AI to increase productivity, not eliminate jobs	If I felt sure that my employer was using generative AI predominantly to increase productivity and not to eliminate jobs

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Full Text for Shortened Answer Choices

Political Case Study:
Shared Belief Across Politics That Employers and Government Need To Step Up on AI

AI_COM_LMT. How would each of the following effect your enthusiasm for adopting or increasing your use of generative AI in your work life and/or personal life?

Shortened text	Full text
Employers were required to retrain or redeploy employees displaced by gen AI	If employers were required to retrain or redeploy to different roles employees whose jobs were taken over by generative AI
An income safety net for those who lost their jobs to gen AI	If a safety net existed such as a universal minimum income so that people who lost their jobs due to generative AI would still be financially secure
Government programs supported the use of gen AI	If the government had programs in place to support the public's greater use of generative AI through training, tech support, and easy access to the necessary technology and software

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Full Text for Shortened Answer Choices

Speak Through Peers, The Only Consistently Trusted Voices on Gen AI

TRU_PEP_AI. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about generative AI.

Shortened text	Full text
Scientists or AI researchers	Scientists or technical experts who study AI
My CEO	The CEO or leader of the company / organization that I work for

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Full Text for Shortened Answer Choices

Build Trust To Power The Growth of Agentic AI

AI_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 5-mkt avg., by trusters.

Shortened text	Full text
Financial management	I can see myself in the near future being comfortable fully delegating important financial management and investing tasks to an AI that can act on my behalf
Healthcare management	I can see myself in the near future being comfortable fully delegating important tasks related to the management of my healthcare to an AI that can act on my behalf
Major purchases	I can see myself in the near future being comfortable fully delegating making major purchases to an AI that can act on my behalf
Job search	I can see myself in the near future being comfortable fully delegating job-search-related tasks to an AI that can act on my behalf

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Full Text for Shortened Answer Choices

AI_COM_LMT Full Attribute List

AI_COM_LMT. How would each of the following effect your enthusiasm for adopting or increasing your use of generative AI in your work life and/or personal life?

Shortened text	Full text
If I understood how gen AI works and selects or creates the information it returns when I input a question or prompt	If I had a better understanding of how the gen AI I am using works, and how it selects or creates the information it returns when I input a question or prompt
If gen AI platforms were more transparent about any potential inaccuracies in their responses to my questions	If gen AI platforms were more transparent about any potential inaccuracies in their responses to my questions or requests
If the government had programs in place to support the public's greater use of gen AI	If the government had programs in place to support the public's greater use of gen AI through training, tech support, and easy access to the necessary technology and software