



For Immediate Release

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NEW SURVEY: Americans Trust Information From AI More Than From the U.S. Government and Most Social Media

Survey Finds AI Trust and Usage Divides Among Generations, Partisanship, Income, Professional Levels

WASHINGTON, D.C. (Dec. 9, 2025) – Americans say they trust information from artificial intelligence (AI) more than information from the U.S. government and most major social platforms, and massive AI trust divides exist among age, partisanship and income and employment levels, according to new findings from the first [Trust & AI Survey](#) released today by Proof Strategies USA.

In the nationally representative study, 37 percent of U.S. adults trust AI searches for reliable information, compared with just 31 percent who trust information from the U.S. government. Trust in social media platforms varies sharply. Information from YouTube is the most trusted at 41 percent, followed by Facebook (31 percent), Instagram (29 percent), X (29 percent), and Twitch (20 percent). Trust in traditional media remains stronger: 51 percent trust local TV, 47 percent trust local newspapers, while only 39 percent trust national newspapers and cable news, and 35 percent trust radio and talk shows.

“This research signals a profound shift in how people find and trust information,” said Mike Barco, Vice President at Proof Strategies USA. “What we’re seeing is not just changing preferences, it’s evidence of an information environment where people increasingly trust systems that help them solve problems rather than institutions that have historically spoken for them. This shift should serve as a wake-up call for leaders who must recognize that trust no longer follows a predictable hierarchy.”

As one of the first public surveys to compare AI trust directly against government, media, and other institutions, the findings reveal sharp generational divides, growing skepticism among older Americans, and surprising confidence in AI tools to improve essential services.

Demographically, younger Americans show especially high trust in AI. Among Gen Z respondents, 41 percent trust AI tools for reliable information, as do 54 percent of millennials, compared to 33 percent of Gen X and 21 percent of Boomers. Despite the current Republican federal government, Republicans trust AI tools (45 percent) more than the federal government



(41 percent), compared to Democrats (37 percent) and Independents (30 percent) who report lower trust in such tools.

When it comes to the usage of AI to improve the competency and efficiency of various sectors, 50 percent of U.S. adults say they trust AI to improve education, 48 percent trust AI to improve healthcare, travel, and entertainment, and 36 percent trust AI to improve government services. Higher-income earners, managers, and millennials overwhelmingly trust AI to improve these services compared to other demographics.

“Millennials are rapidly becoming today’s executives and tomorrow’s C-suite,” said Barco. “Their strong belief that AI will improve essential services means adoption will move fast, and organizations that do not prepare for a millennial-driven wave of AI integration risk falling behind.

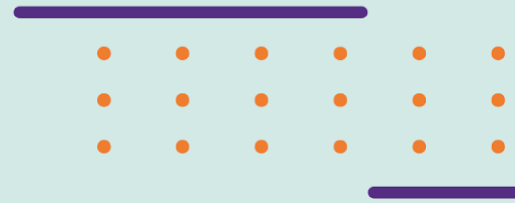
Professionally, significant gaps emerge between high- and low-income workers. Fifty-four percent of those earning \$200,000+ report using AI tools regularly, as do 59 percent of upper-management workers, compared with 13 percent of those earning under \$35,000 and 18 percent of frontline service workers.

“If only higher-income and leadership roles are using and trusting AI, we risk creating a class-level divide in trust in these tools as they increasingly become integrated in every industry and everyday life,” Barco added. “If people feel AI is something done to them rather than for them, trust will erode even faster. Closing that gap will require thoughtful and integrated workforce training and greater understanding of how AI impacts people’s day-to-day lives, because trust grows when people feel informed and included.”

Other findings include:

- 60 percent trust charities and nonprofits to do what is right, the highest of any institution polled, followed by small and medium-sized companies (49 percent).
- Only 43 percent of respondents said most people can be trusted, compared to 57 percent who said you can’t be too careful.
- As more information is produced by AI, 36 percent are more likely to trust such information, compared to 35 percent less likely to trust.

“For leaders, this moment demands new and bold ideas,” said Bruce MacLellan, Founder and Chair of Proof Strategies. “AI is overhauling how people seek and receive information and which sources will influence them. It’s time for communicators to lead in the understanding and rewriting of how brands and reputations will be formed and followed. AI is a massive opportunity, and the biggest threat is not responding.”



Read the full survey results [here](#).

Methodology

The 2025 Proof Strategies U.S. Trust & AI Survey was conducted by The Logit Group in consultation with Ignite-Lab. Results are based on an online, nationally representative sample of 1,501 U.S. adults, fielded November 10 – 14, 2025. Quotas were applied to ensure representation by age, gender, region, race/ethnicity, and political affiliation. The survey includes detailed demographic cross-tabs, including age, income, education, employment status, and partisan identity. Results were weighted to reflect the U.S. Census.

