



Workforce Trust with AI

Trust in Organizational AI, informed by the November 2025 – January 2026
Deloitte TrustID® Workforce Index

Deloitte's TrustID® Methodology for AI

Approach based in science

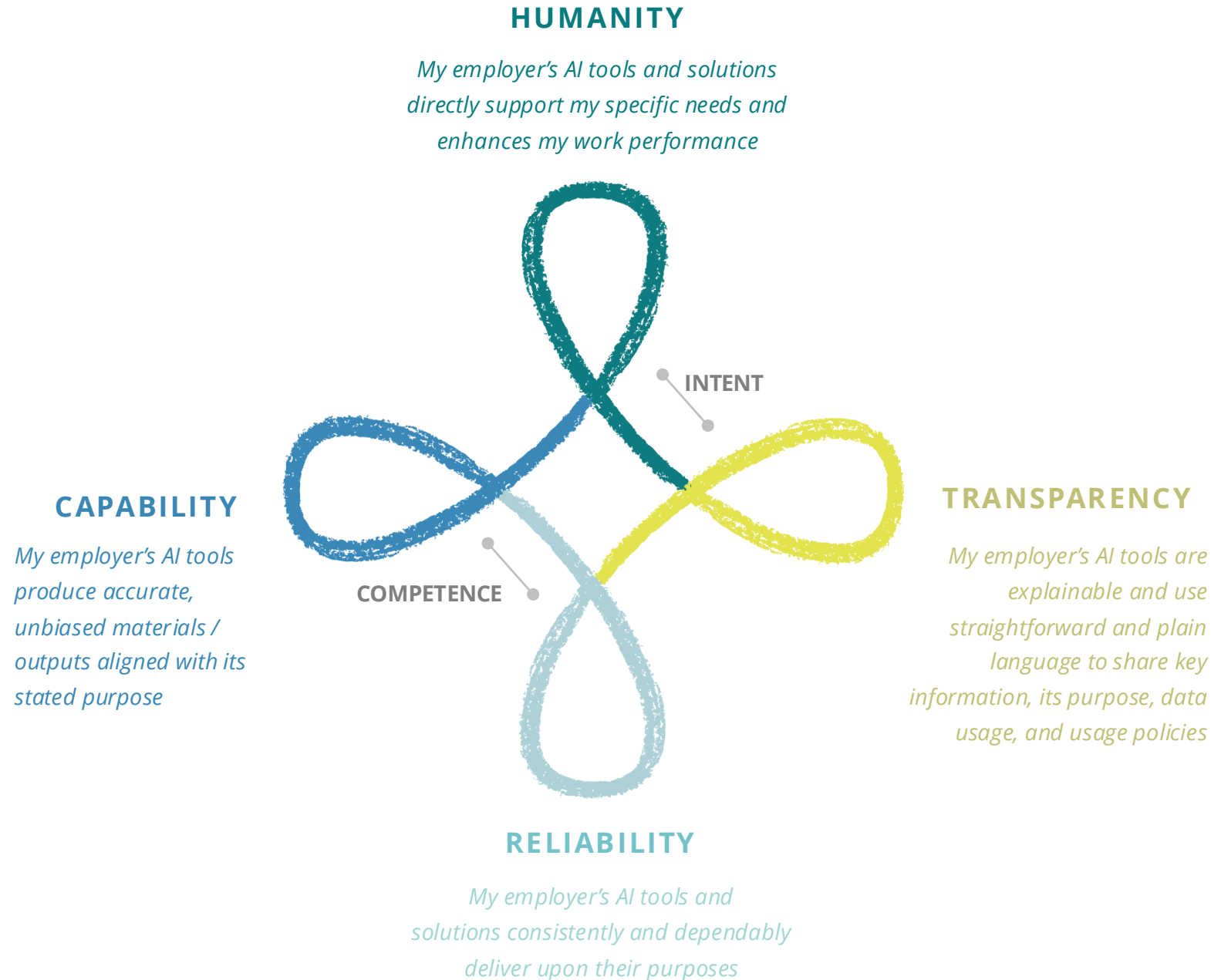
Driven by deep understanding of what drives trust (the four factors), how to build it, and the meaningful results for human behavior

Actionable insights

Easy to use, applicable across contexts, and directly linked to actions for organizations

Data-rich platform

Strong breadth and depth of insights at the brand-level (powered by more than 11 million data points each year and grounded in insights from ~60K responses annually)



We conduct primary research engaging employees in a double-blind survey to maintain TrustID Workforce Indexes across 5 Industries

Data Collection Period

Nov 2025 – Jan 2026

Workers Surveyed

~17k

Industries Measured

Consumer, Financial Services and Insurance, Life Sciences and Health Care, Technology, Media, and Telecommunications and Energy, Resources, and Industrials

Executive Summary: Workforce Trust with AI (Q1)

- **AI trust is eroding significantly faster than organizational trust.** From February 2025 to January 2026, **Trust in organizations has declined 5%, while trust in AI has declined approximately 33%, and AI had a 10% reduction in usage.** Trends remained closely linked, with a mid-year downturn (May–Sep), a partial recovery (Oct–Nov), and renewed decline into January 2026.
- **AI usage increases as Trust in AI increases consistently as** for both approved and unapproved tools. Similarly, employees with **high trust in their employer's AI** are now **3x** more likely to use **AI daily**.
- Workers with **high AI trust** are **more sophisticated users, 57% review outputs frequently** and are **1.5x more likely to extensively review AI outputs**, signaling they use AI as a thinking partner; by contrast, **low-trust workers** are far more likely to **never review (33%)**, underscoring lower intentionality in how AI is used.
- **AI trust increases with seniority**, with a sharp inflection at the **Manager level: Managers** show a **3x higher** trust score than **Senior Staff. Managers and Leadership¹** report **26% and 40% higher** trust respectively than the average across **employee levels**, while **Staff²** score **53%** below that average.
- **Trust in AI is higher among younger generations: Millennials and Generation Z** report **39% and 75% higher** trust than the average across generations, while **older generations³** score **below** that average **by 38%**.
- By industry, **workers in TMT and ER&I have the highest trust in AI, 33% and 32% above the cross-industry average**, while workers in LSHC report the lowest at 32% below average.
- By function, **workers in IT and HR lead on average trust in AI with 2X higher than the average across functions** while workers in Sustainability and Supply Chain report the lowest at 74% and 89% below that average.
- Among workers with AI available at work, **52% report non-compliance**, through use of unapproved AI solutions, **up from 37% from last quarter** (41% increase).

What do trust scores mean?

HUMANITY

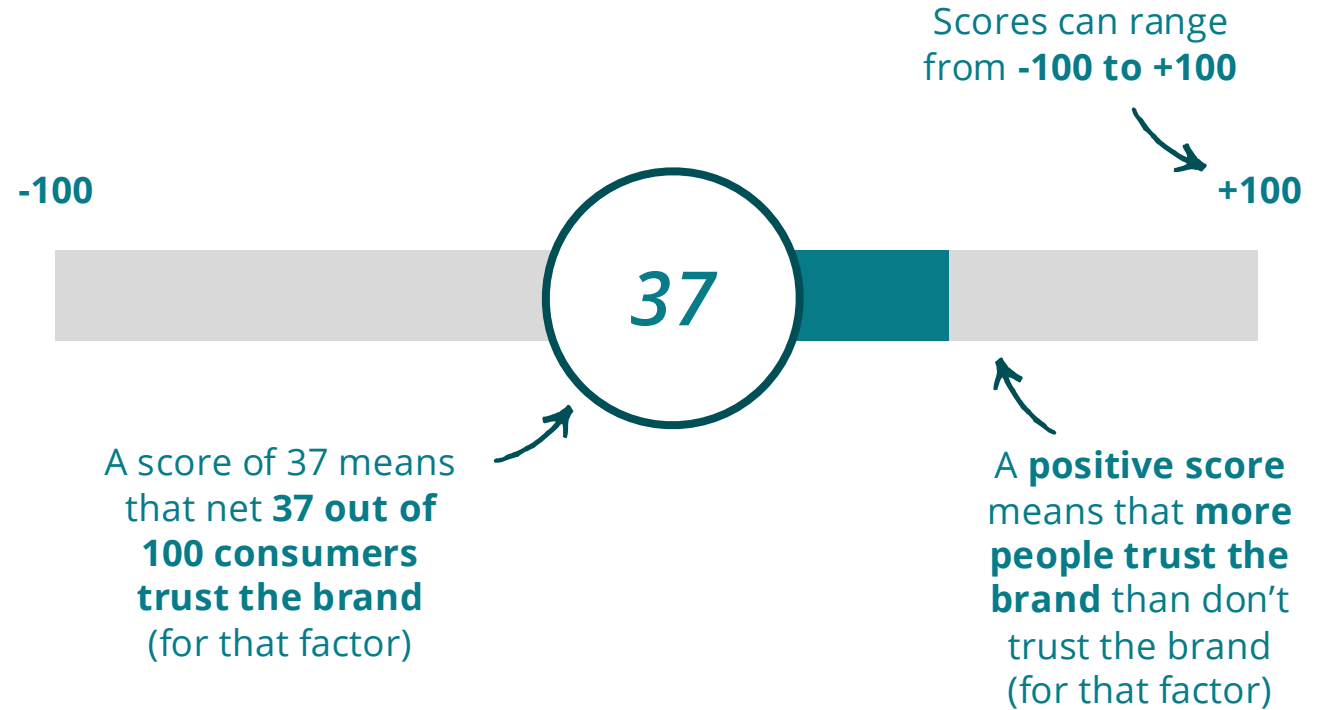
A brand's factor score is calculated as the percentage difference between respondents who agree and respondents who disagree with each factor statement

For example, a brand's **Humanity** score is:

$$\% \text{ Strongly Agree or Agree} - \% \text{ Strongly Disagree or Disagree}$$

...with the statement:

The brand demonstrates empathy and kindness towards me, and treats everyone fairly



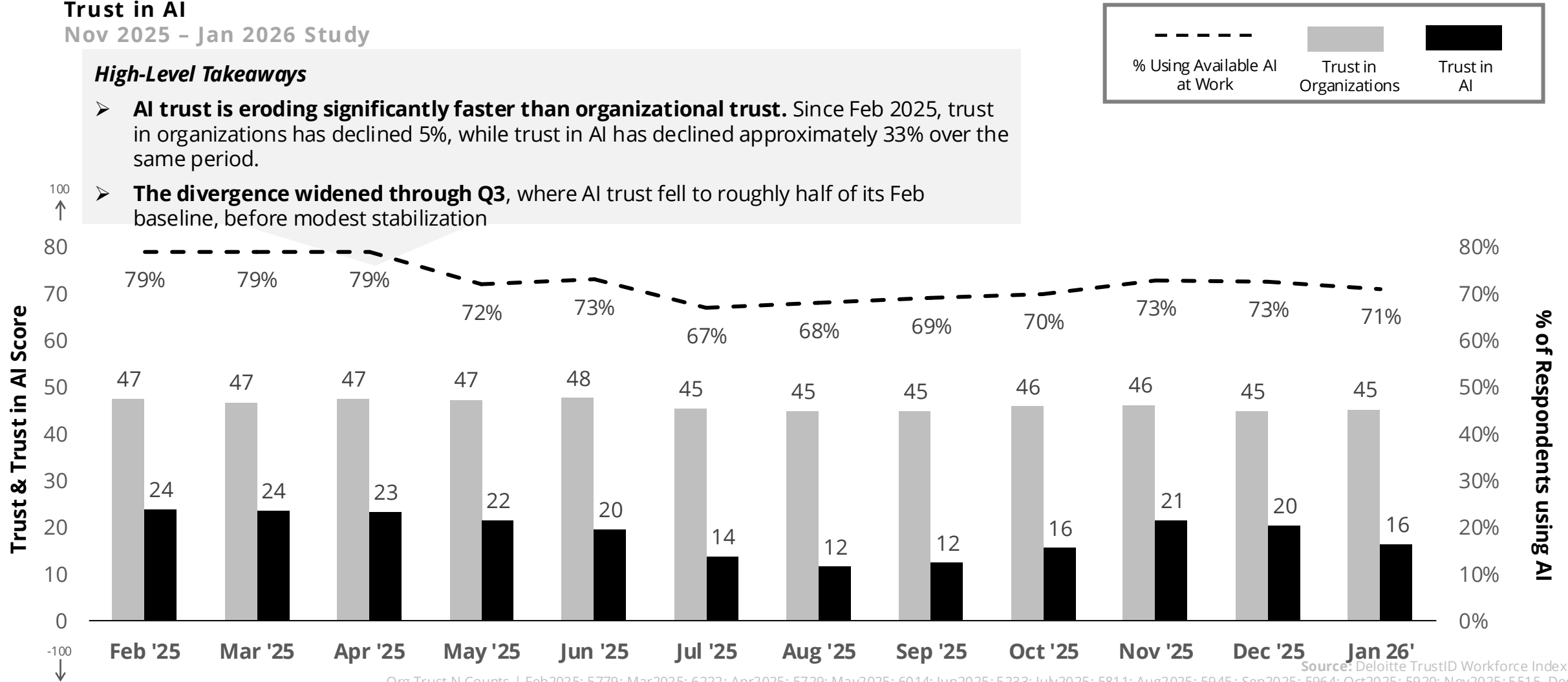
Workforce trust in AI has decreased by ~33% since Feb 2025, accompanied by usage decline of 10% over the same period

Trust in AI

Nov 2025 – Jan 2026 Study

High-Level Takeaways

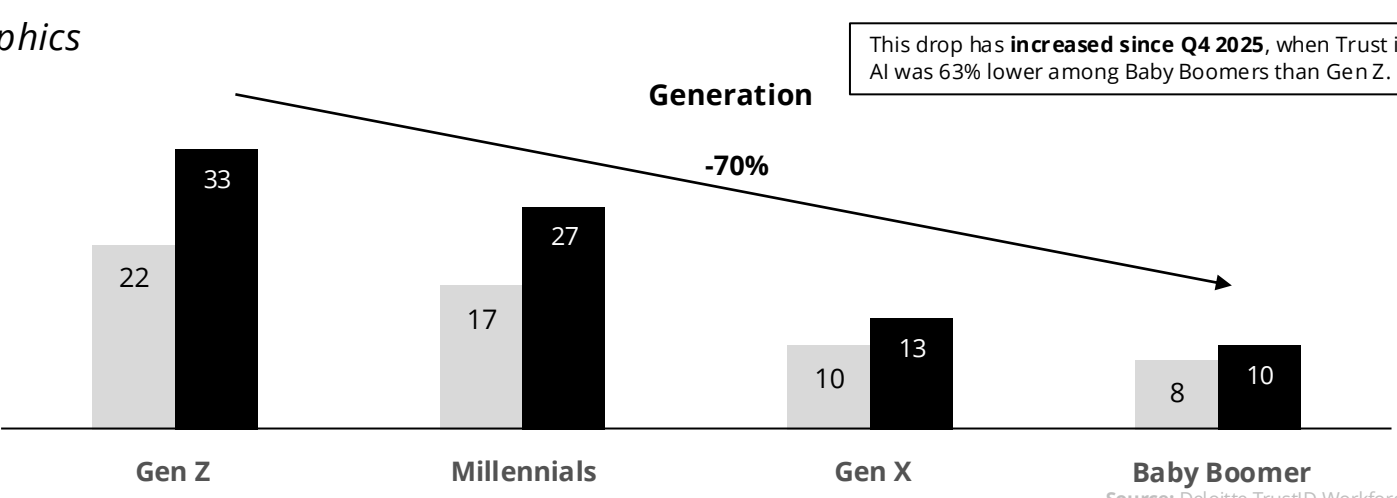
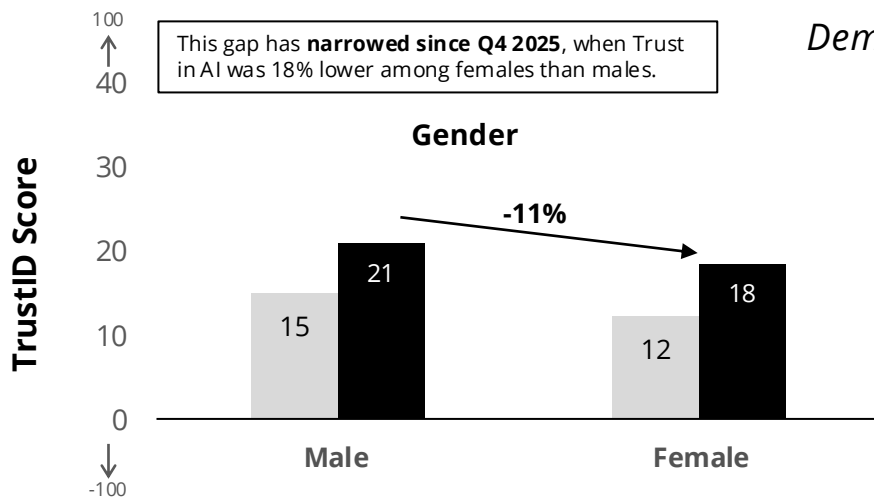
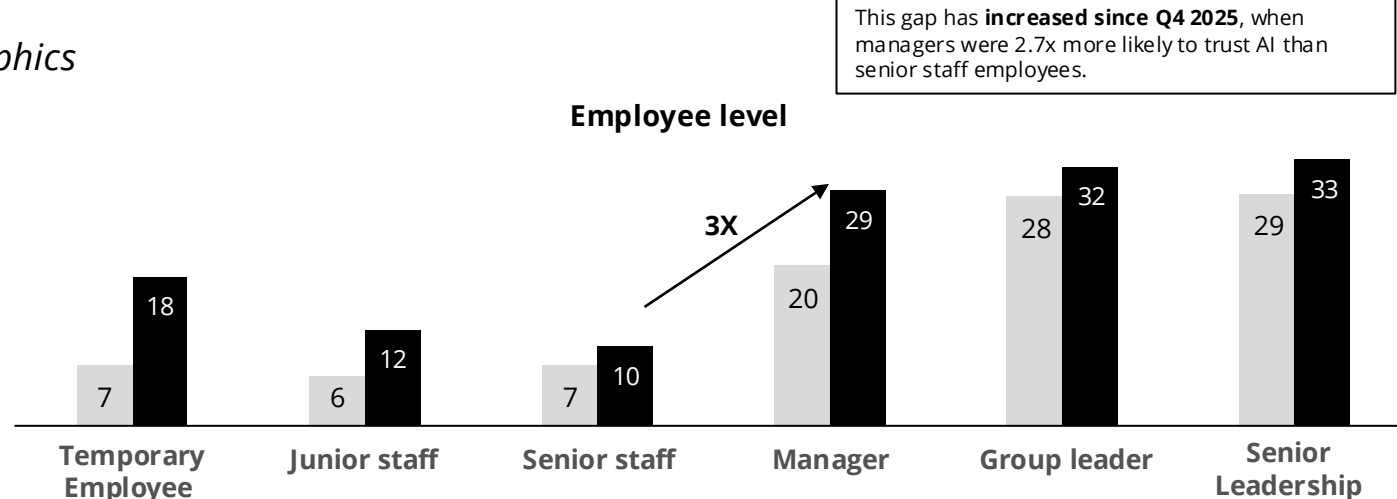
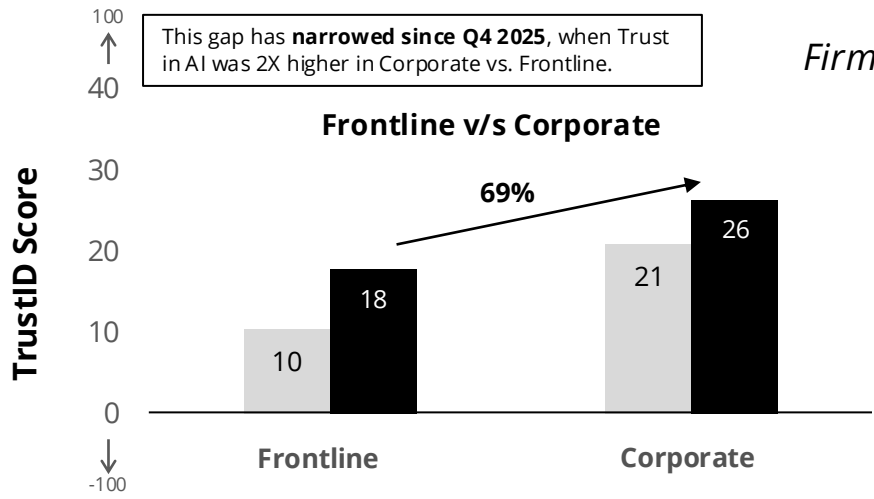
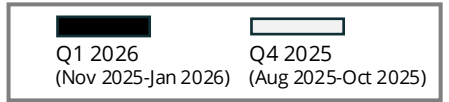
- **AI trust is eroding significantly faster than organizational trust.** Since Feb 2025, trust in organizations has declined 5%, while trust in AI has declined approximately 33% over the same period.
- **The divergence widened through Q3**, where AI trust fell to roughly half of its Feb baseline, before modest stabilization



Trust in AI differs across workforce cohorts; employees at leadership level are 3X as trusting in AI than their staff counterparts

Demographic/Firmographic Split of Trust in AI

Employee Trust | Aug 2025 - Jan 2026 Study



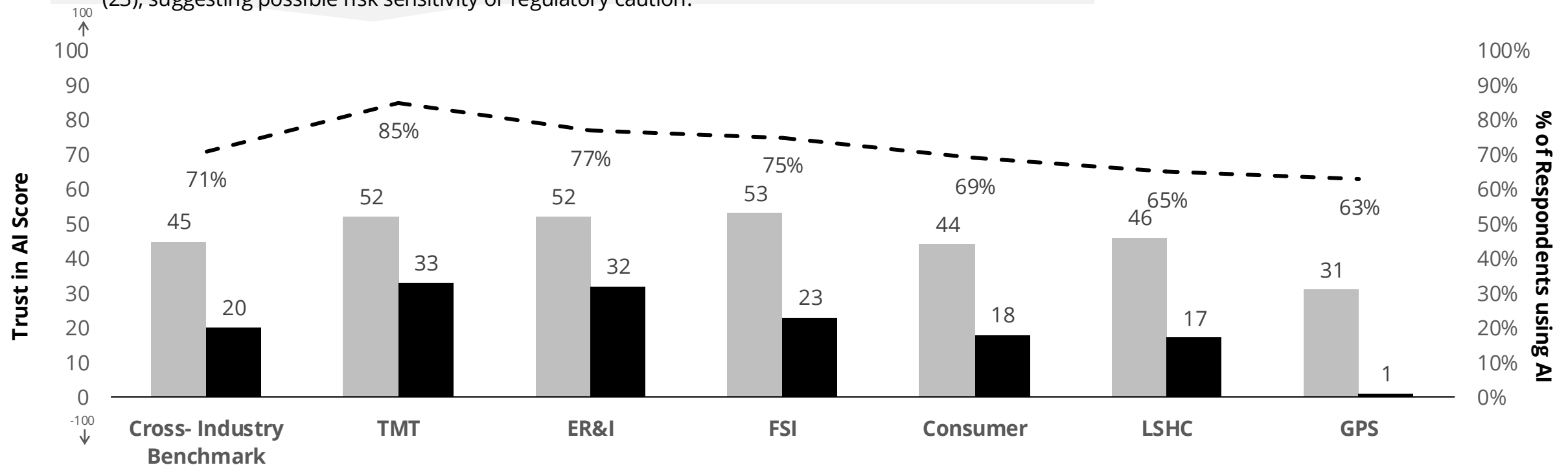
Workforce trust in AI, organization & overall AI usage is highest in Technology, Media & Telecommunications & Energy, Resources & Industrials

Trust in AI across Industries¹

Employee Industry | Nov 2025 – Jan 2026 Study

High-Level Takeaways

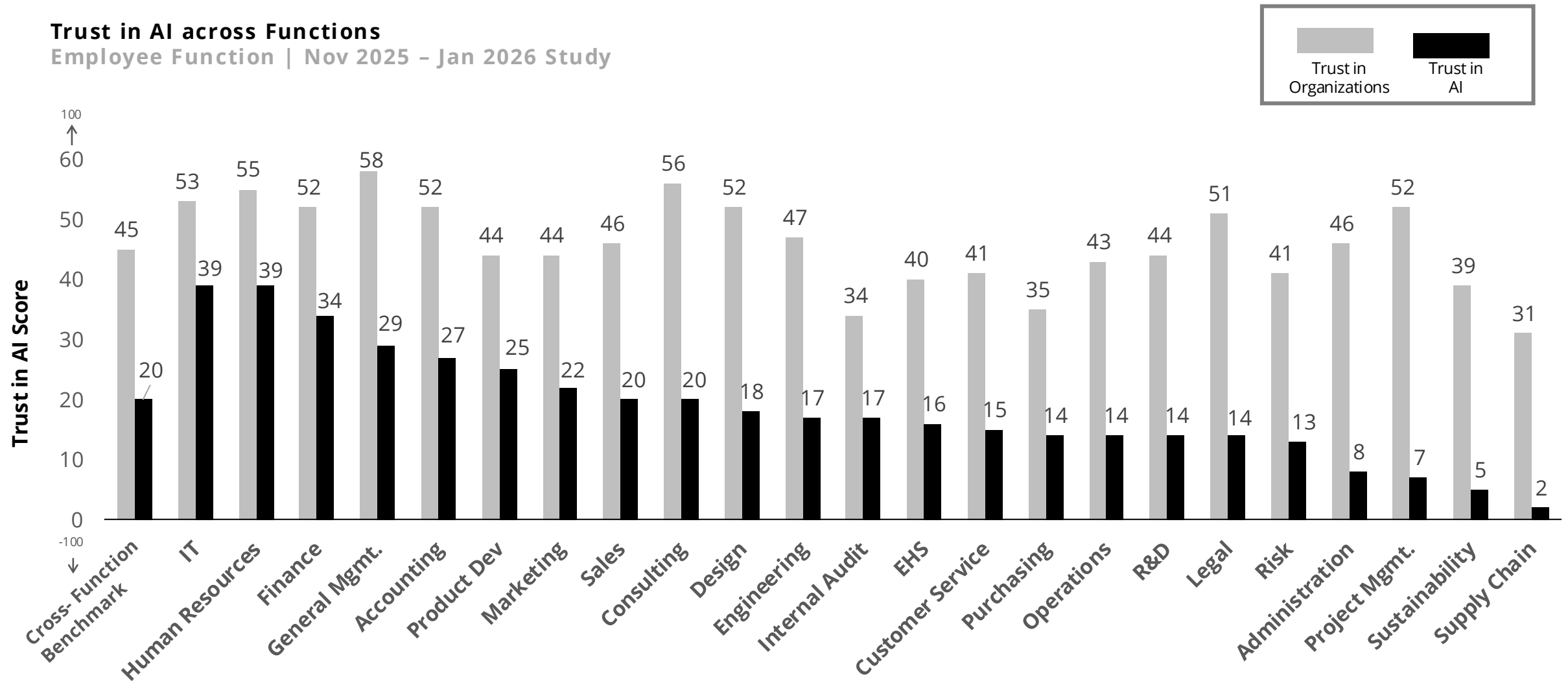
- **TMT leads across all dimensions** — highest AI usage (85%), trust in organizations (52), and trust in AI (33).
- **Higher AI usage aligns with higher trust** — industries that use AI more tend to trust it more. Aside from FSI, which stands out with strong organizational trust (53) but comparatively lower trust in AI (23), suggesting possible risk sensitivity or regulatory caution.



Workers in IT and HR report strong organizational trust (53 & 55) and high AI Trust (39)

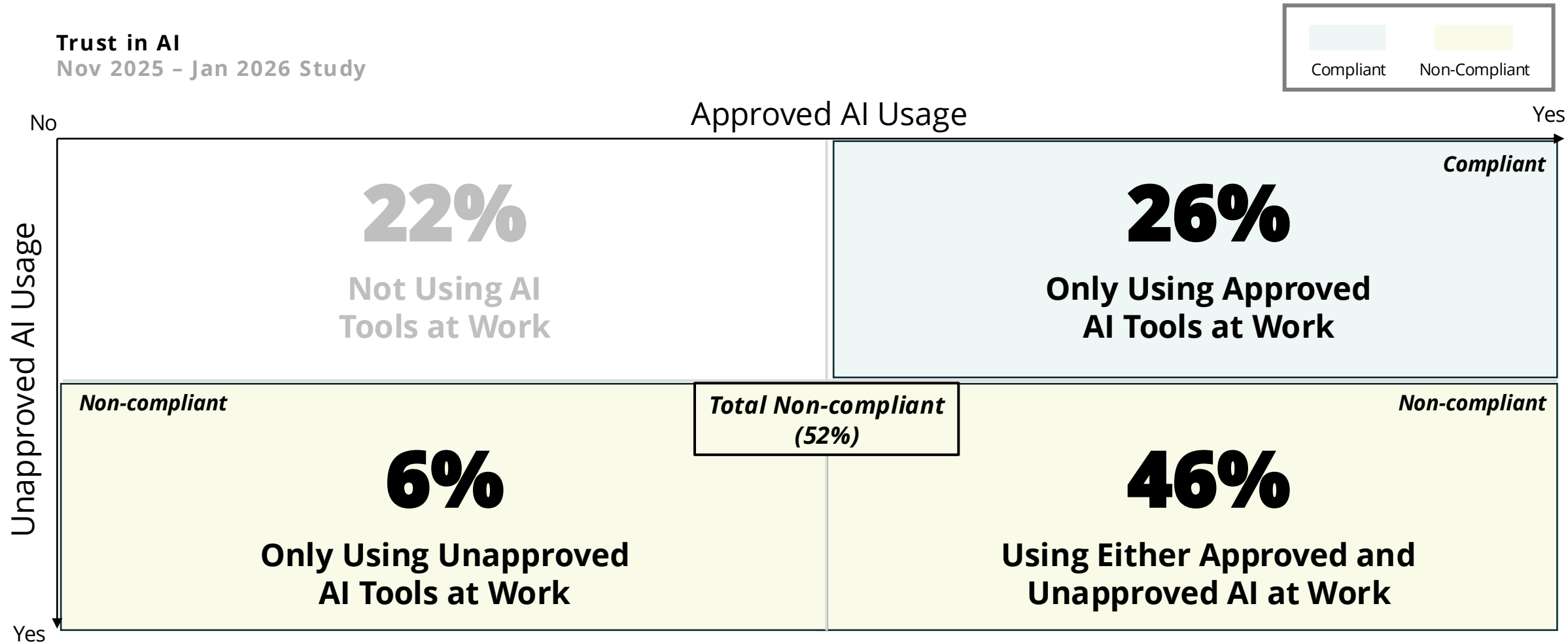
Trust in AI across Functions

Employee Function | Nov 2025 – Jan 2026 Study





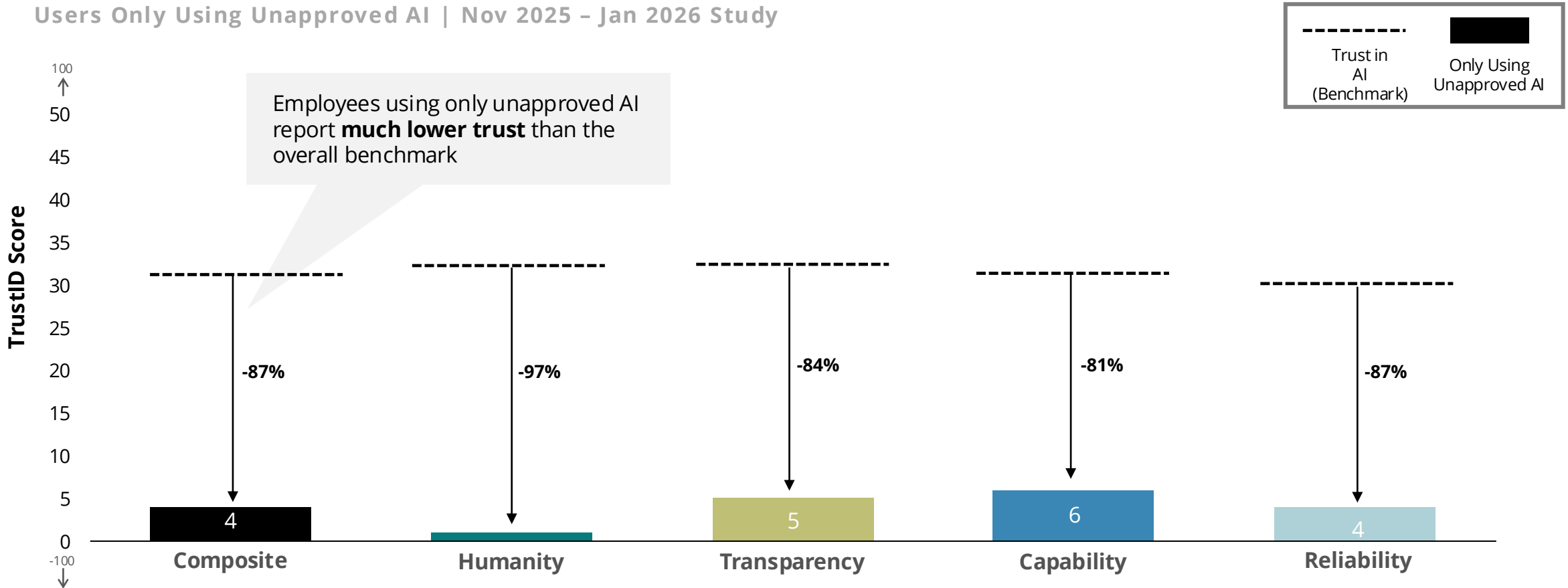
Among workers with AI available at work, 52% report non-compliance, through use of unapproved AI solutions, up from 37% from last quarter (41% increase)



Non-compliant behavior is correlated with lower AI trust: Workers using unapproved AI tools have lower trust in their employer's AI solutions

Trust in AI

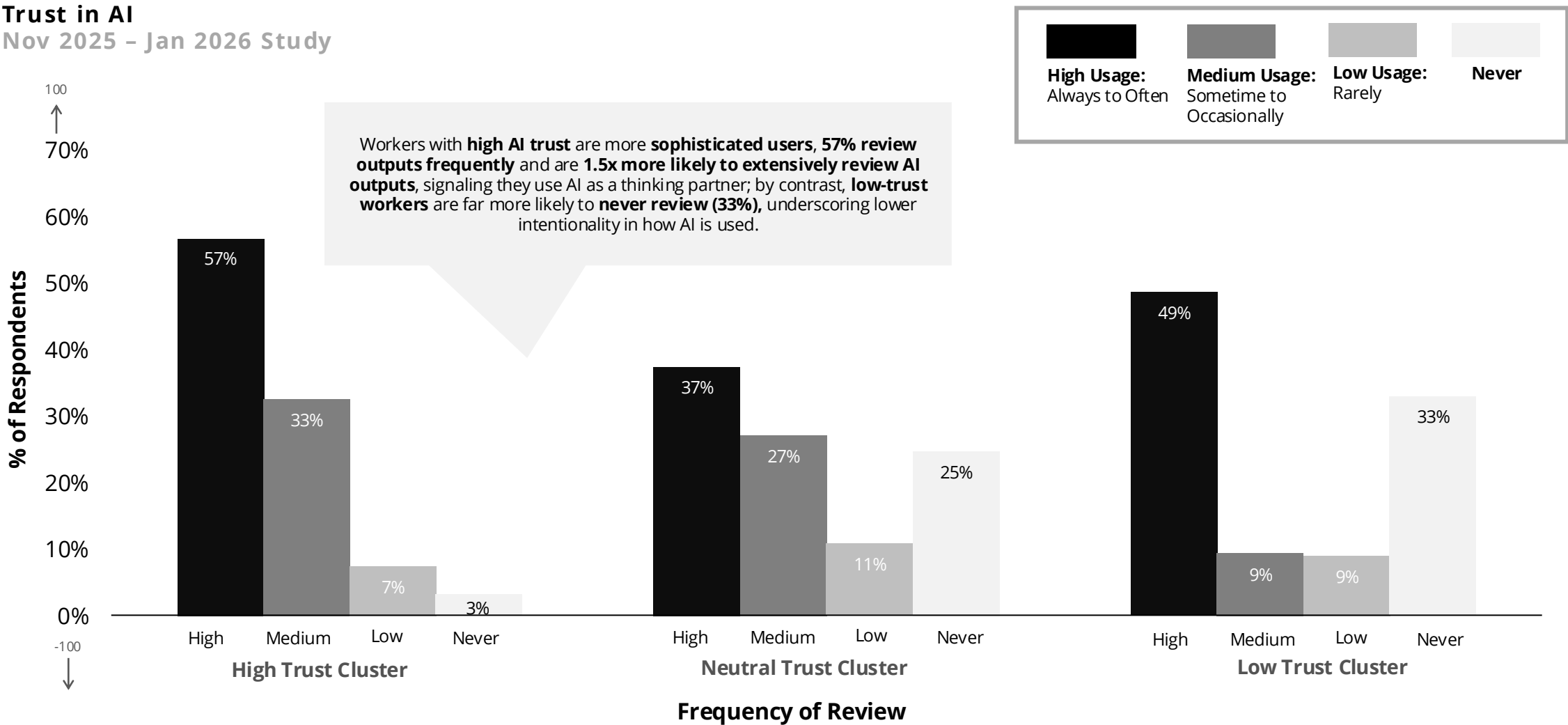
Users Only Using Unapproved AI | Nov 2025 – Jan 2026 Study



Low scores across the four factors emphasize the need for employers to showcase AI relevance in daily workflow, articulate benefits, and exhibit consistent quality of outputs

Workers with high trust in AI tend to review AI-outputs more frequently, indicating willingness to engage with AI as partners in their work

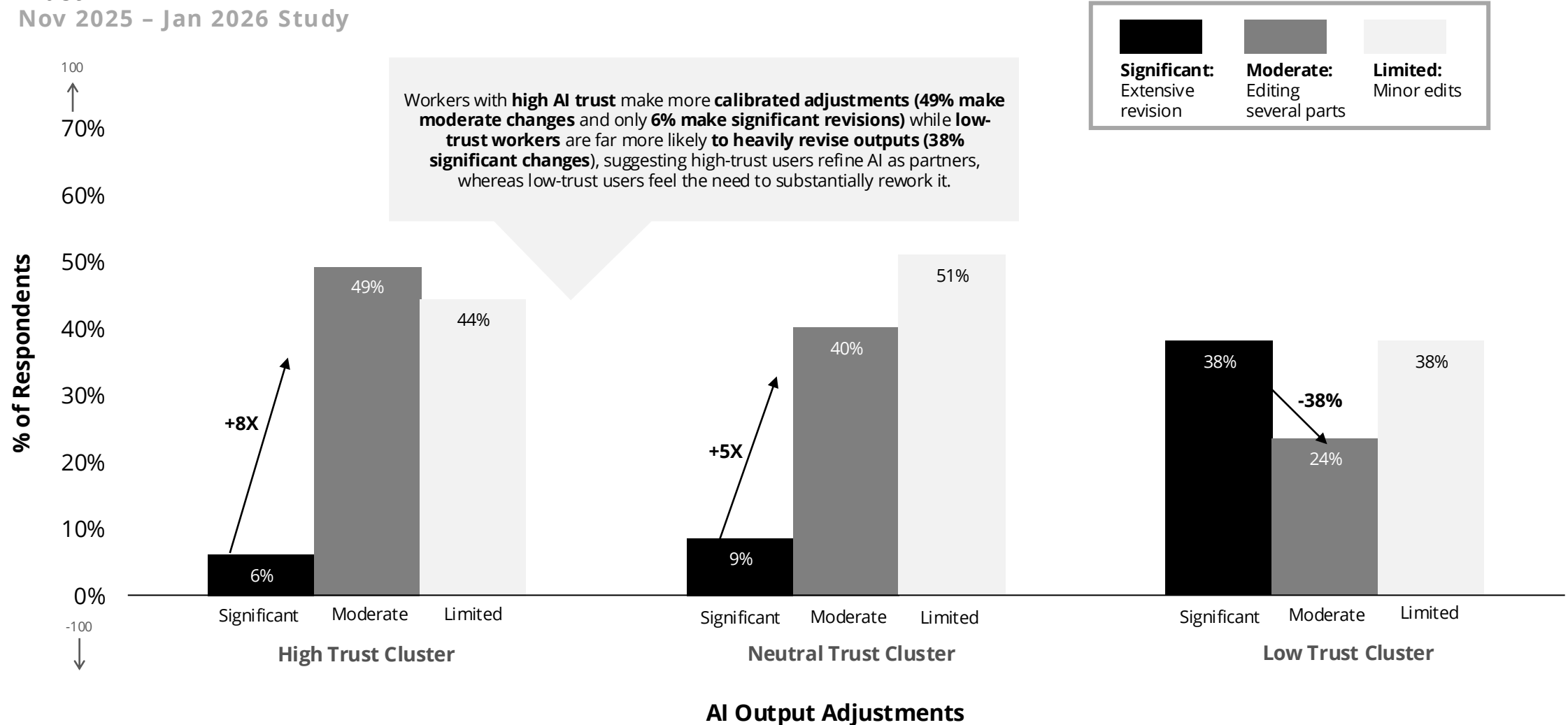
Trust in AI
Nov 2025 – Jan 2026 Study



Workers with high trust in AI tend to make moderate to limited changes in AI outputs, while those with low trust make significant changes

Trust in AI

Nov 2025 – Jan 2026 Study



TRUST FUELS AI ADOPTION

For example, when TRUST in an employer's AI tools is HIGH, WORKERS are...



2.9x

More likely to use GenAI daily for work



3.2x

More likely to use Agentic AI daily for work



2.0x

More hours saved per week overall (~2.0 hrs on average)



1.3x

More likely to only use approved AI for work



THANK YOU

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