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NOVEMBER 2025

Workforce Trust with AI

Trust in Organizational AI, informed by the Aug-Oct 2025 Deloitte TrustID® Workforce Index

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Introducing Deloitte's TrustID®

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 ~500K responses annually)

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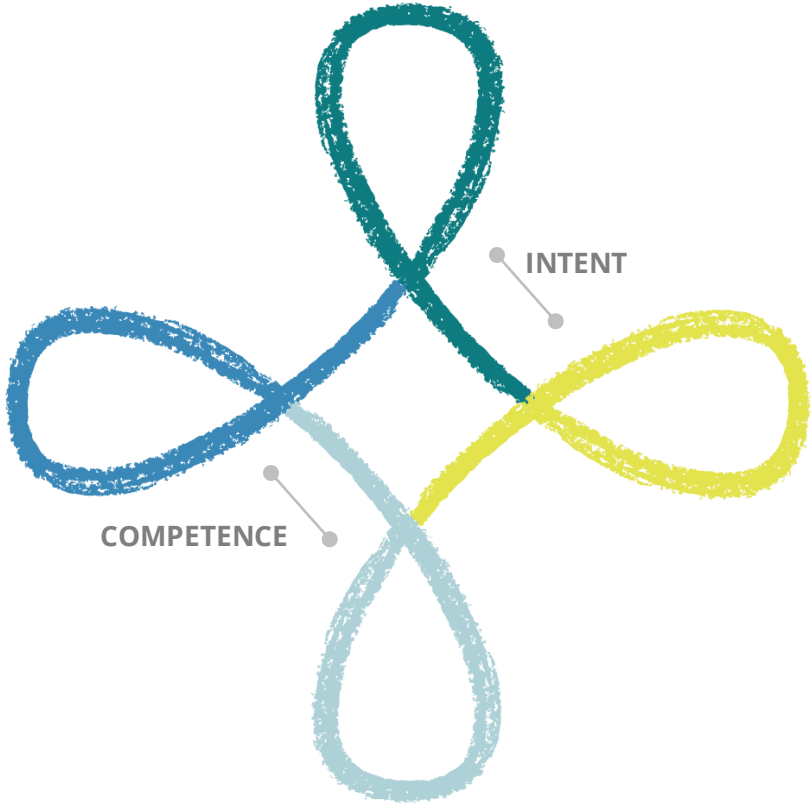
HUMANITY

My employer's AI tools and solutions directly support my specific needs and enhances my work performance



CAPABILITY

My employer's AI tools produce accurate, unbiased materials / outputs aligned with its stated purpose

TRANSPARENCY

My employer's AI tools are explainable and use straightforward and plain language to share key information, its purpose, data usage, and usage policies

RELIABILITY

My employer's AI tools and solutions consistently and dependably deliver upon their purposes

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We conduct primary research engaging employees in a double-blind survey to maintain TrustID Workforce Indexes across 6 Industries

Data Collection Period

Aug – Oct 2025

Workers Surveyed

~37k

Industries Measured

Consumer (Retail and Consumer Products, Transportation, Hospitality, Auto), Financial Services and Insurance, Life Sciences and Health Care, Technology, Media, and Telecommunications, Government, and Energy, Resources, and Industrials

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Executive Summary : Workforce Trust with AI (Q3 vs Q4)

Key Changes compared to last quarter:

- Average **GenAI Availability** for workforce **decreased** by **6%** (from 72% to 68%) **and** Average **GenAI usage** has **decreased** by **3%** (from 71% to 69%)
- **Workforce trust in GenAI** has experienced a **29% decrease**, indicating a significant shift in employee sentiment on AI relative to the prior quarter
- **Frontline employee** trust in AI **declined by 29%**, while **corporate employee** trust **decreased by 25%**
- **Staff** experienced the most significant **decrease** in AI trust at **46%,** with **Managers** and **Leadership** showing declines of **20%** and **5%** respectively
- Trust in AI **decreased by 29%** among **Male** employees and by **25%** among **Female** employees
- Across generations, **Millennials and Gen X** reported a **29% decline** in trust in AI, followed by **Gen Z** at **21%** and **Baby Boomers** at **20%**
- For workers with GenAI available at work, **37%** reported **non-compliance** with their **employer's AI policies down from 43% last quarter** through use of unapproved GenAI solutions
- Employees with **high trust in their employer's GenAI** are now **3.3x** more likely to use **GenAI daily** up from **2.8x** and are **saving 2.3x more hours per week** up from **2.0x** in previous quarter

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What do trust scores mean?

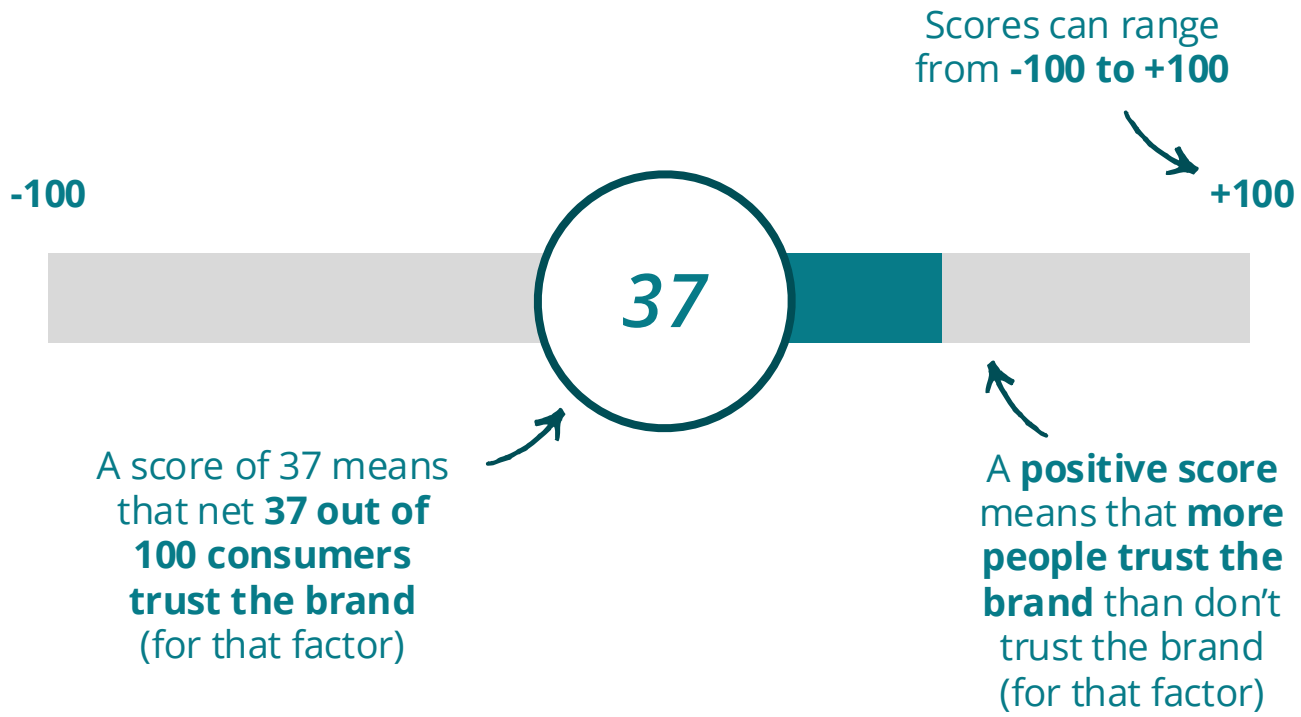
HUMANITY

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:

% **Strongly Agree** or **Agree** **–** **%** **Strongly Disagree** or **Disagree**

...with the statement:
The brand demonstrates empathy and kindness towards me, and treats everyone fairly



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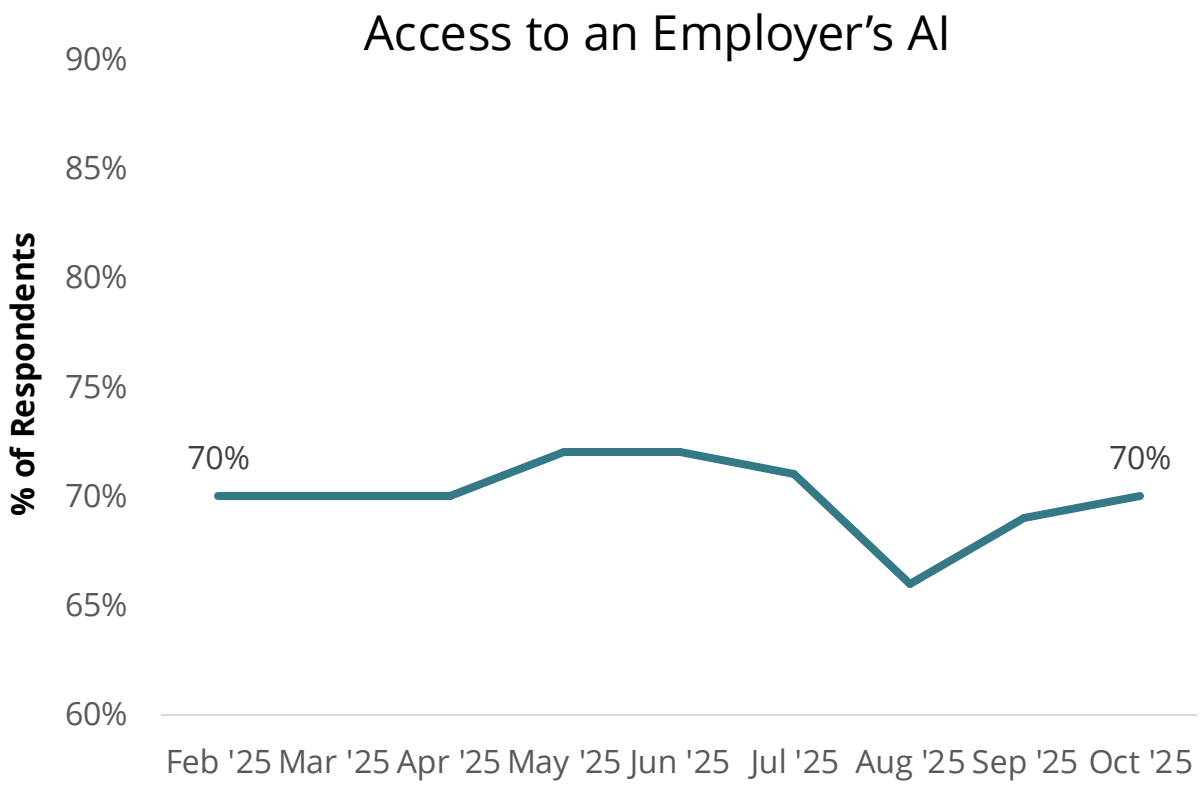
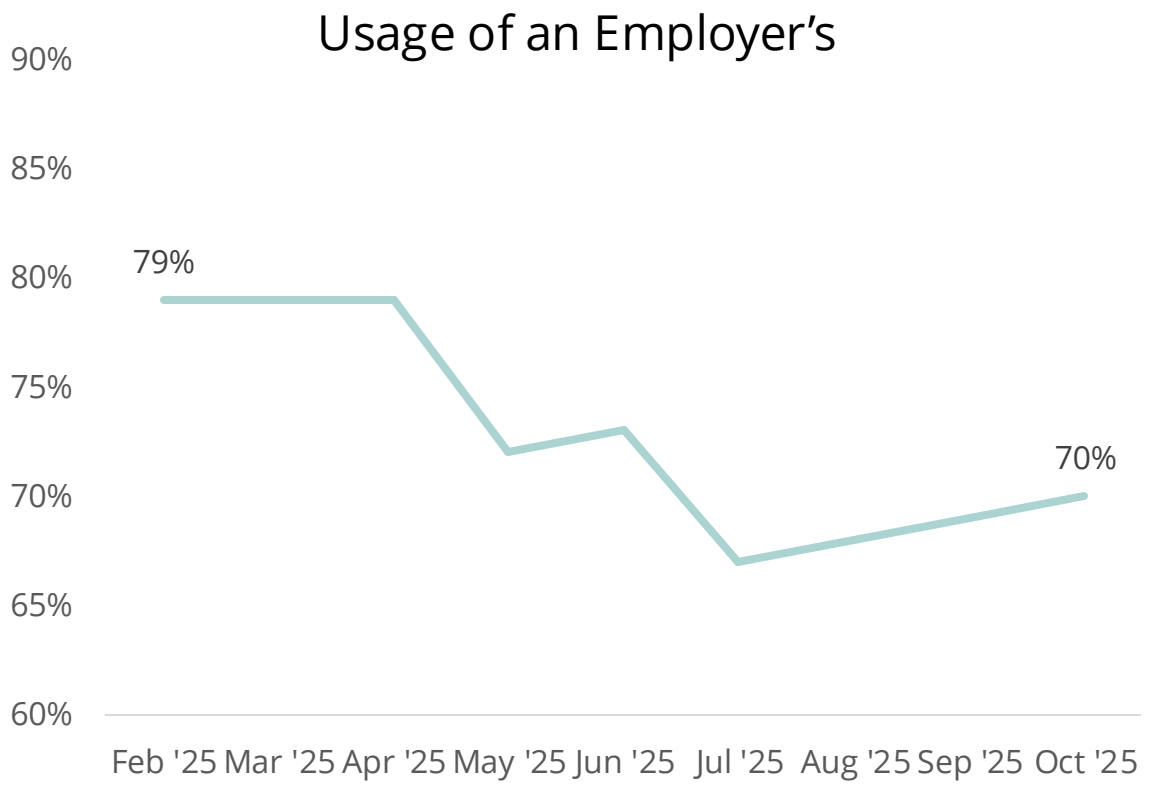
Despite workplace access to GenAI remaining steady, overall GenAI usage has declined by 11%





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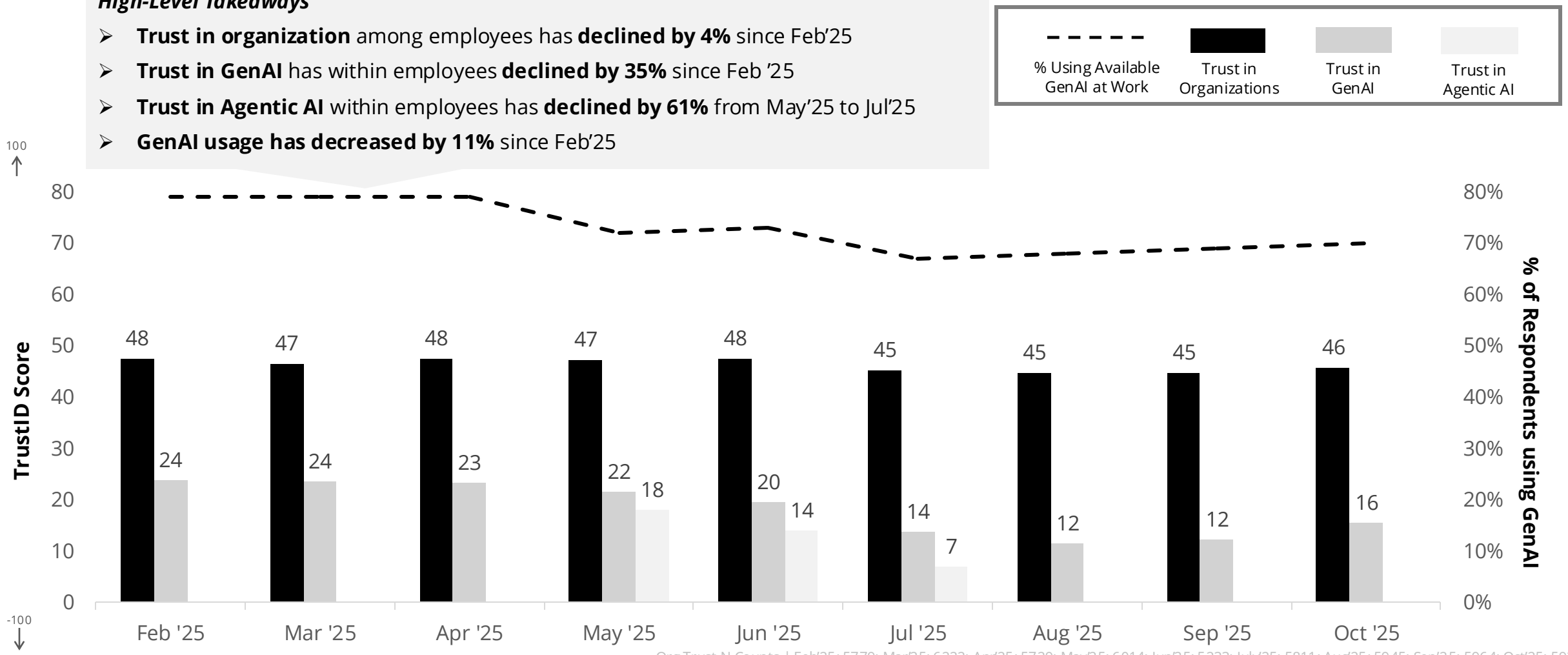
Source: Deloitte TrustID Workforce Index, 2025
Note: Numbers are rounded to the whole percentage point for display on the slide

Workforce trust in GenAI has dropped 35% since May 2025, aligning with a 11% decline in usage over the same period

High-Level Takeaways

- **Trust in organization** among employees has **declined by 4%** since Feb'25
- **Trust in GenAI** has within employees **declined by 35%** since Feb '25
- **Trust in Agentic AI** within employees has **declined by 61%** from May'25 to Jul'25
- **GenAI usage has decreased by 11%** since Feb'25



Org Trust N Counts | Feb'25: 5779; Mar'25: 6222; Apr'25: 5729; May'25: 6014; Jun'25: 5233; July'25: 5811; Aug'25: 5945; Sep'25: 5964; Oct'25: 5920
GenAI Trust N Counts | Feb'25: 4066; Mar'25: 4339; Apr'25: 3984; May'25: 4360; Jun'25: 3784; July'25: 4126; Aug'25: 3968; Sep'25: 4067, Oct'25:4141
Agentic AI Trust N Counts | May'25: 2744; Jun'25: 2395; July'25: 2342

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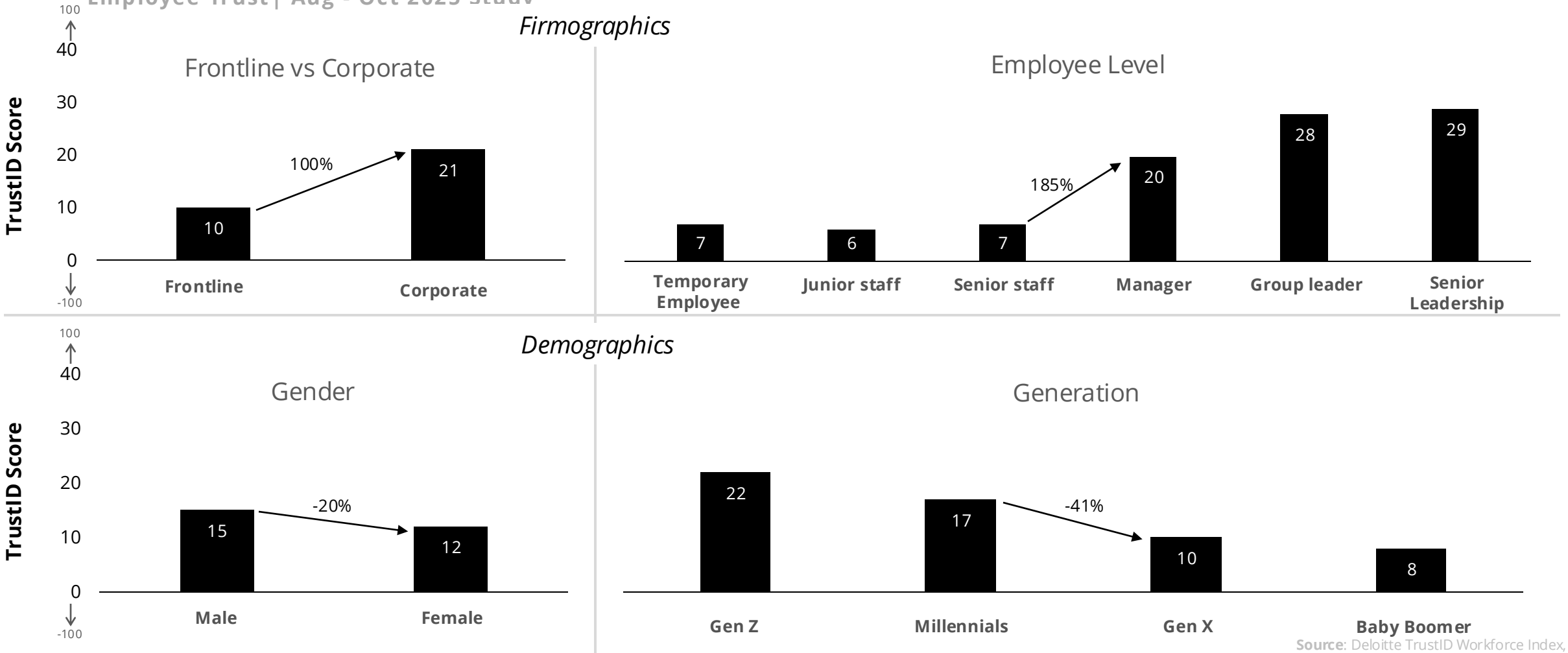
Trust in GenAI differs across workforce cohorts; corporate and more senior employees are twice as trusting in GenAI than their respective counterparts

Demographic/Firmographic Split of Trust in GenAI

Employee Trust| Aug - Oct 2025 Studv



Source: Deloitte TrustID Workforce Index, 2025

N Counts: Frontline = 5430, Corporate = 4842 | Male = 5855, Female = 6205| Temporary: 1272, Junior staff: 2319, Senior staff: 1852, Manager/Supervisor: 2445, Group Leader: 1096, Senior Leadership: 1156 | Gen Z=1189, Millennial=4029, Gen X=4133, Baby Boomer=2757

Note: Numbers are rounded to the whole percentage point and trust score for display on the slide

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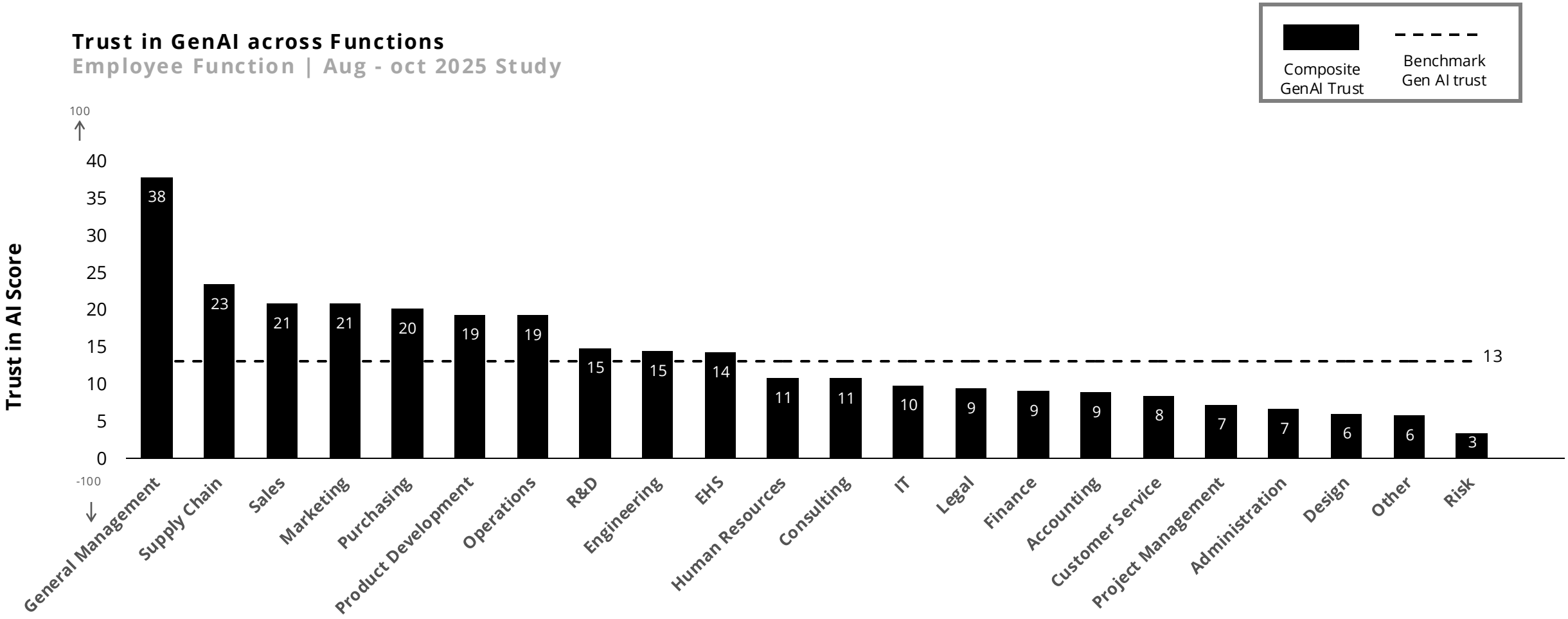
Workforce Trust in GenAI highest among General Management and lowest in Risk



N Counts: Gen AI | General Management: 960, Supply Chain: 167, Sales: 812, Marketing: 284, Purchasing: 65, Product Development: 224, Operations: 1139, R&D: 163, Engineering: 333, EHS: 129, HR: 307, Consulting: 247. IT: 1164. Legal: 214, Finance: 317, Accounting: 320, Customer Service: 1279, Project Management: 375, Administration: 648, Design: 132, Other: 2774, Risk: 56

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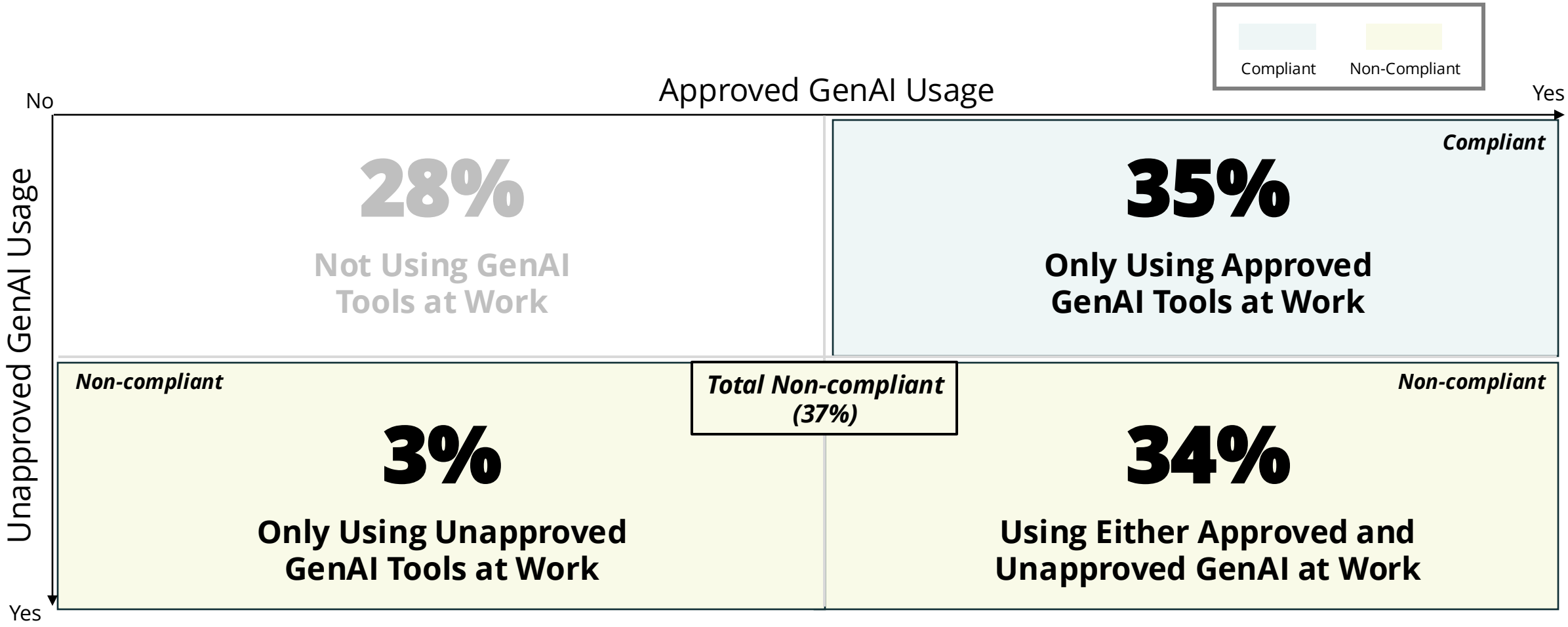
GenAI compliance quadrants

For workers with GenAI available at work, 37% report non-compliance with their employer's AI policies through use of unapproved GenAI solutions



Source: Deloitte TrustID Workforce Index, 2025
N Counts | GenAI Trust: 12176; Not using GenAI tools at work: 3127, Only using approved GenAI tools: 3887, Only using unapproved Genal tools: 362, Using either approved or unapproved GenAI: 3775
Note: Numbers are rounded to the whole percentage point for display on the slide

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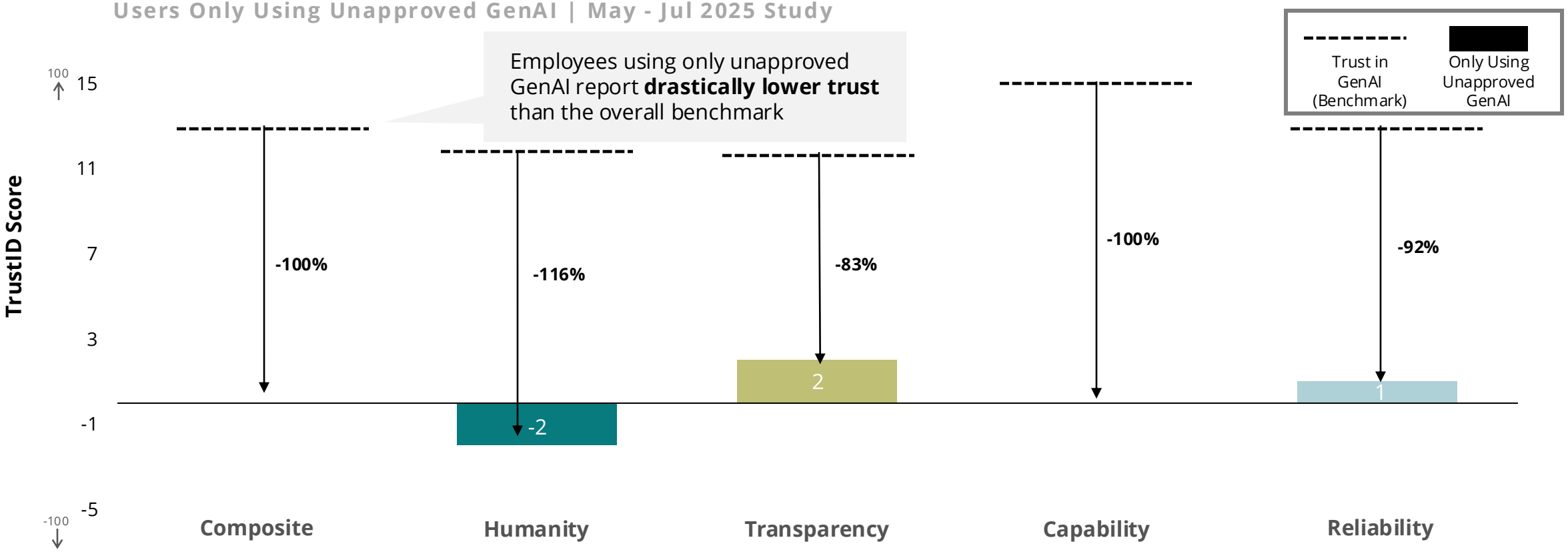
GenAI compliance quadrants

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

Trust in GenAI

Users Only Using Unapproved GenAI | May - Jul 2025 Study

Employees using only unapproved GenAI report **drastically lower trust** than the overall benchmark



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

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Source: Deloitte TrustID Workforce Index, 2025
N Counts | GenAI Trust: 12176, Only Using Unapproved GenAI: 362
Note: Numbers are rounded to the whole percentage point and trust score for display on the slide

TRUST FUELS AI ADOPTION

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

3.3x More likely to **use GenAI daily** for work

2.3x More **hours saved per week** overall (~2.3 hrs on average)

1.5x More likely to **only use approved GenAI** for work

THANK YOU

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