



The AI Trust Report

How consumers in the U.S. and globally
evaluate leading AI brands



About this report

Section 1: AI Perceptions and Trust

The data in this section comes from a nationally representative survey of 1,048 U.S. adults conducted on May 6, 2026.

Sections 2 & 3: Brand & Industry in the U.S. and Globally

The data in these sections comes from **Morning Consult Intelligence**, which tracks thousands of brands – including dozens of leading AI brands and products – every day in 40+ countries.

AI trust is primarily measured by trust in AI brands, both individually and on average. For each brand tracked, survey respondents are asked whether they trust the brand to do the right thing “A lot,” “Some,” “Not much,” “Not at all,” or “Don’t know / No opinion.”


The data in this report is primarily based on surveys conducted through April 30, 2026. Year-over-year comparisons reflect changes between April 2025 and April 2026. Time series data draws on Morning Consult's continuous tracking, with trend lines reflecting monthly or quarterly aggregates.

Sample sizes vary, ranging between 700 – 5,000 monthly surveys per brand per country.

Author: Nick Laughlin, VP Content

Publish Date: May 10, 2026

Morning Consult Intelligence Always On Global Tracking

 **OpenAI** Germany

Overview

This brand is currently tracked daily in Germany. Morning Consult has collected **98,474 survey interviews on OpenAI** from February 9, 2023 to May 7, 2026. See methodology

Audience: All Respondents Date range: Last 1 month [Reset](#)

| | | | |
|---|--|---|--|
| Total Brand Awareness 77% <small>No significant change last 1 month n=2,066</small> | Total Favorability 37% <small>No significant change last 1 month n=2,066</small> | MC Reputation Score™ 60 <small>No significant change last 1 month n=1,066</small> | Net Promoter Score 6 <small>▼ 8 pts last 1 month n=653</small> |
|---|--|---|--|

A decision intelligence suite that turns daily consumer surveys into actionable insight across brands, markets, and audiences.

[LEARN MORE](#)

Key Takeaways

The bottom line: Consumer distrust poses a growing threat to the AI industry and broader tech sector. Tracking data shows Americans are souring on AI, even as they find more reasons to use the technology and recognize practical benefits. This growing concern is hitting the industry squarely – it is now among the least trusted Morning Consult tracks. The global picture is starkly different: trust is stable and rising in most countries outside the Anglosphere.

01 **AI is one of the most distrusted industries Morning Consult tracks**

Of 198 tracked categories, AI ranks 10th in awareness-adjusted distrust. Among 3,000+ brands tracked, 60% of AI brands fall in the top quartile of distrust.

02 **Trust is declining even as usage rises**

Industry trust peaked in October 2025 before softening in subsequent months – but self-reported usage has continued to rise and most consumers trust themselves to use AI.

03 **Misinformation, job displacement & data privacy are top concerns**

Meanwhile, more existential risks to the economy and human civilization do not get as much widespread concern from the public.

04 **Gemini is the only brand gaining notable trust in the U.S.**

Seven of the ten leading AI brands lost net trust year-over-year. xAI fell furthest at -5.5 pts. Gemini gained six points and is the only brand consistently on the rise.

05 **Global AI trust is rising (outside the Anglosphere)**

Trust in ChatGPT and Gemini rose year-over-year in nearly every market tracked. Africa, South America, and Asia average ~+50 net trust. The distrust story is almost entirely concentrated in the English-speaking developed world.

06 **Japan is a case study in AI trust takeoff**

AI companies are 4 of the 6 fastest-growing brands in Japan by usage. ChatGPT and Gemini each gained 15.5 points in share of users year-over-year, with trust rising in lockstep.

1.

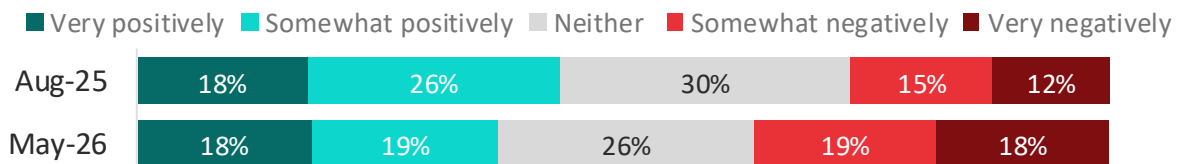
AI Perceptions and Trust

Nearly two-thirds of Americans distrust AI

- **Trust has eroded sharply year-over-year:** The share who “do not trust AI at all” rose 9 points to 36% since last August. 63% now trust AI only a little or not at all.
- **Half want AI adopted slowly or avoided entirely:** Just 11% say AI should be adopted widely. The plurality (29%) wants adoption limited to select tasks, and another 21% say AI should be avoided altogether.
- **The skeptics skew rural, female, and older:** Just 12% of women say they feel very positively about AI vs. 25% of men. 48% of rural Americans and 48% of adults 65+ do not trust AI at all, roughly double the rate among urban and Millennial respondents.

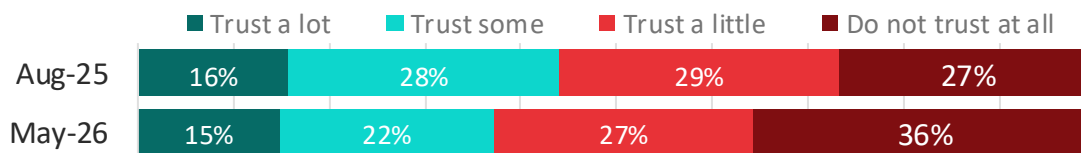
Americans fell less positive about AI than they did last year – but are split overall

In general, do you feel positively or negatively about AI?



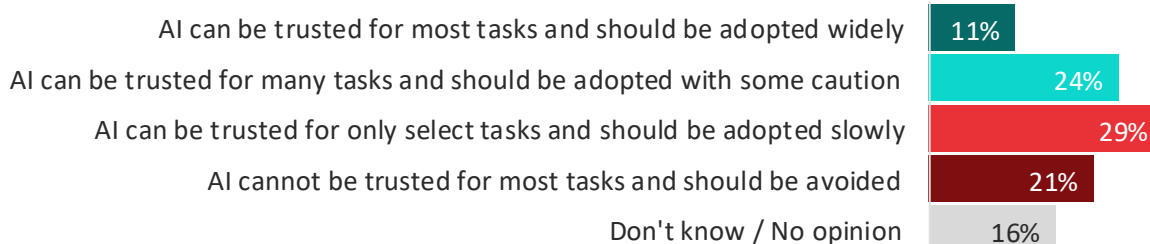
Trust is a larger and growing issue

In general, how much do you trust AI, if at all?



And half say AI should be adopted slowly or avoided

Which of the following statements comes closest to your view, even if none is exactly right?

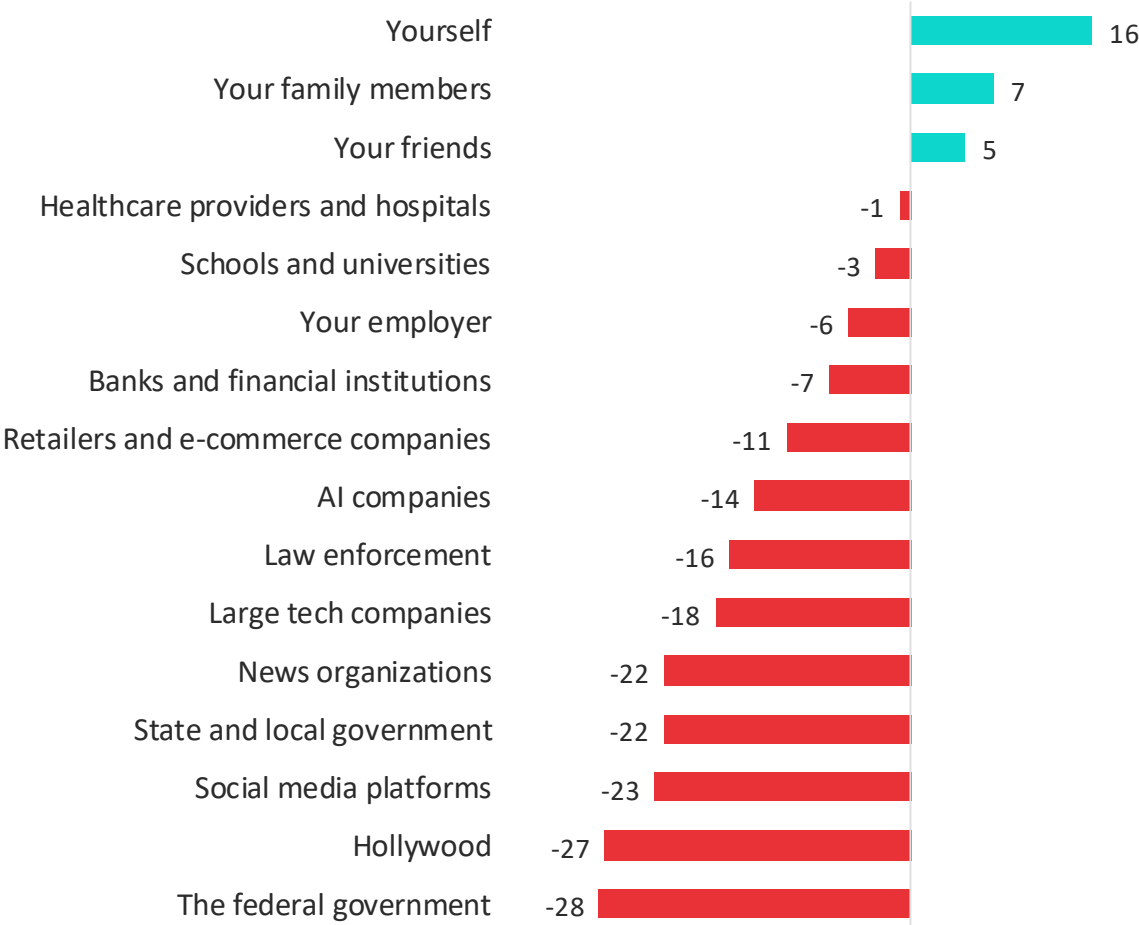


Americans only trust themselves and their circle to use AI responsibly

- **Personal use is the only trusted institution or entity:** Americans register net positive trust for themselves (+16), family members (+7), and friends (+5). Every other entity tested, from news organizations to AI companies, registers in the negative.
- **AI companies fare better than the worst-case alternatives:** At -14, AI companies are more trusted to use AI responsibly than large tech (-18), news organizations (-22), social media (-23), Hollywood (-27) or the federal government (-28).
- **The income and geography splits are stark:** \$100k+ earners give AI companies a +11 net trust rating — vs. -22 among adults under \$50k. Higher-income, urban consumers are the only segments that trust AI companies on net.

Net Trust to Use AI Responsibly

Share who say each of can be trusted to use AI responsibly minus share who say they cannot



Information access and scientific research are the most positive associations with AI companies

- **The leading positive associations are utilitarian:** The top associations are easier information access (31%), medical and scientific research (30%), making people more knowledgeable (25%), and helping people work more effectively (24%).
- **Credibility and trust in leaders is a red flag:** Just 12% say AI leaders are credible and trustworthy, and only 13% say companies are upfront about limitations, sincere about harm reduction, or quick to respond when things go wrong.

Agreement With Positive Statements about AI Companies

Share who say agree with each of the following in regards to U.S. AI companies



Misinformation and jobs are the most widespread negative associations with AI companies

- **The negative ceiling exceeds the positive ceiling:** The top negative statement (misinformation, 39%) outpaces the top positive (information access, 31%), and 13 of 16 negative items clear the 28% mark while only two positives do.
- **Misinformation and jobs are the top concerns:** 39% agree AI is being used to spread misinformation and 38% say it threatens jobs.
- **Concern over existential threats is less widespread:** Just 20% think AI poses a real risk to human civilization or threatens the broader economy.

Agreement With Negative Statements about AI Companies

Share who say agree with each of the following in regards to U.S. AI companies

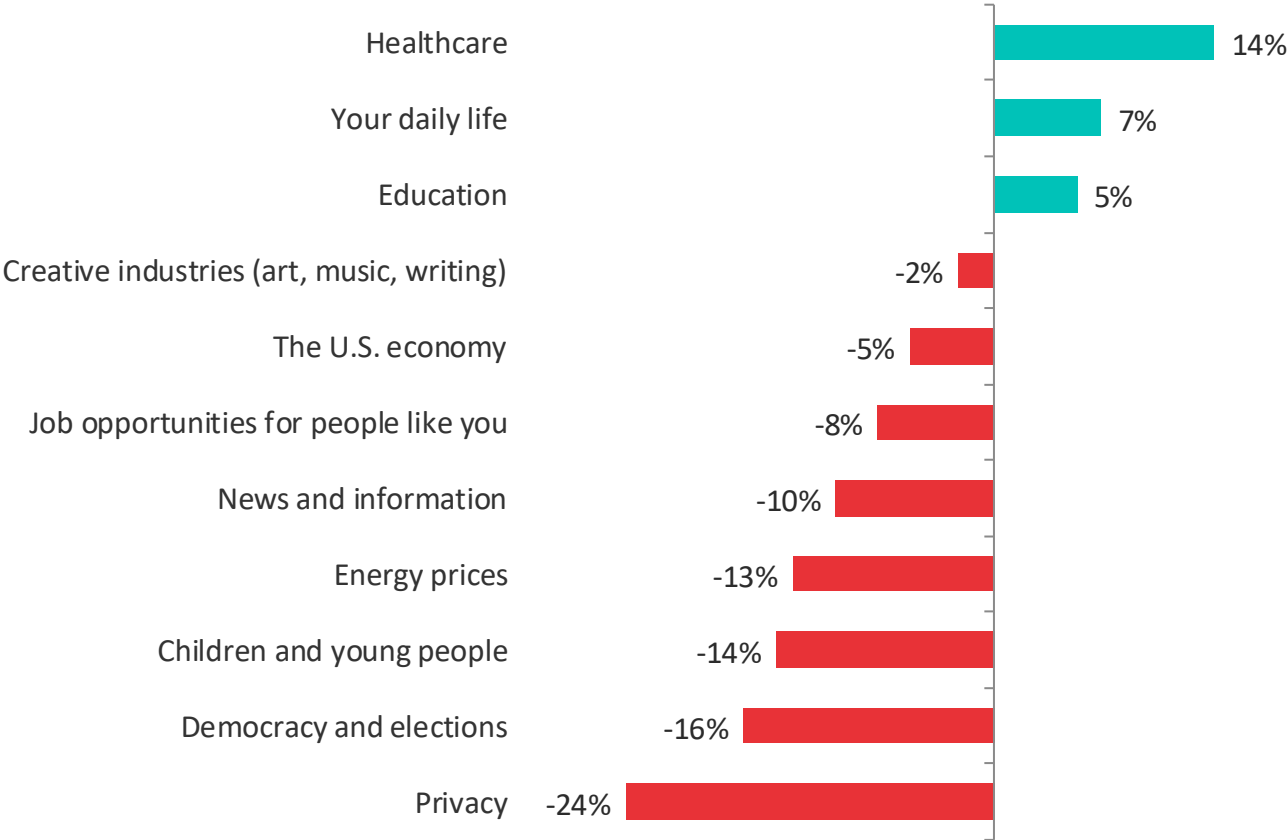


Most expect AI will most negatively impact privacy and democracy over the next 5 years

- **Consumers are positive about personal utility, negative on civic infrastructure:** The pattern is clean: when AI is framed as a personal tool (healthcare, daily life, education), expectations are positive. When framed as civic infrastructure (democracy, news, children), expectations are sharply negative.
- **The expectations balance is firmly negative:** Just three of 11 areas tested register net-positive expected impact — healthcare (+14), daily life (+7) and education (+5). Privacy is the lowest at -24.
- **The generational split is enormous:** Millennials register net-positive expectations on all 11 areas, including a roughly even read on privacy (+1). Boomers register net-negative on 10 of 11, including -60 on privacy and -45 on democracy. The pessimism on AI's societal impact is concentrated among older Americans.

Expected Impact of AI Over the Next 5 Years

Share who expect a positive impact minus the share who expect a negative impact



2.

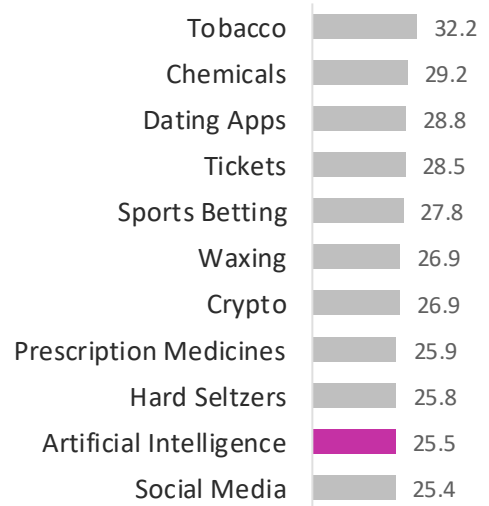
AI Brand & Category Trust

AI is one of the most distrusted categories

- **AI is top 10 in distrust overall:** Of the 198 categories with 4+ brands tracked by Morning Consult, AI has the 10th highest average distrust, rebased by awareness.
- **Certain brands are among the most distrusted:** xAI ranks 5th overall at 37% awareness-adjusted distrust; OpenAI, Meta AI and DeepSeek are all in the top 55 most distrusted.
- **But the issue is widespread:** 60% of AI brands are in the top quartile of distrust and just one (Adobe Firefly) falls in the less-distrusted half of the universe. The pattern holds across tools, model labs, and embedded features.

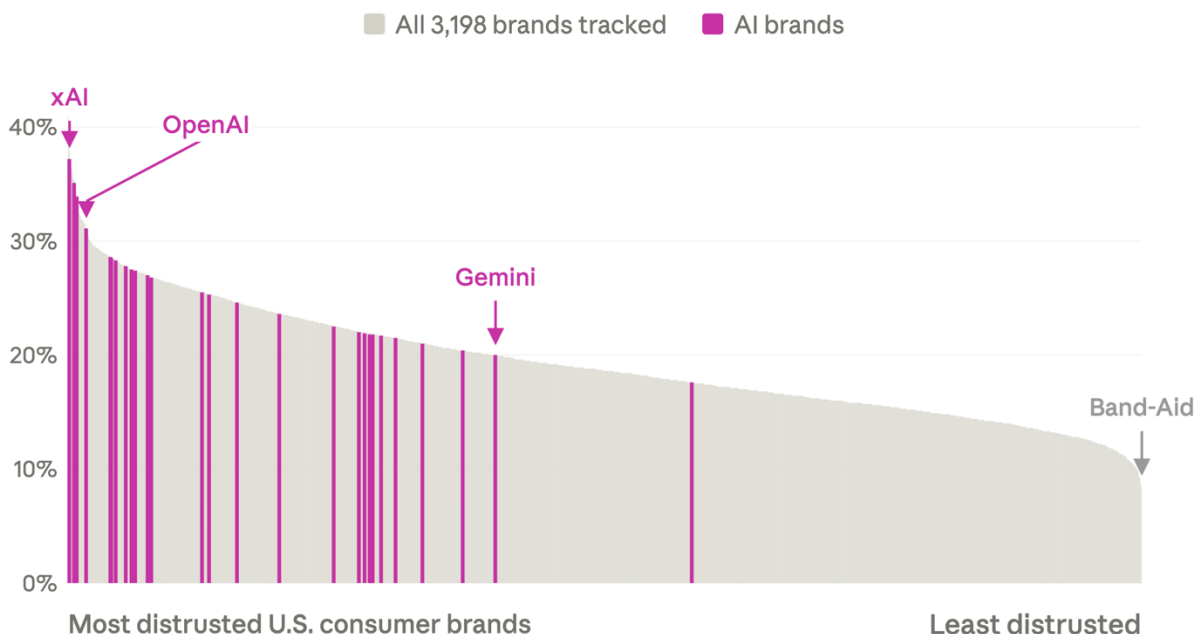
The most distrusted categories

Average distrust among brands tracked



AI brands are among the most distrusted Morning Consult tracks

This chart shows individual lines representing total distrust shares (rebased by awareness) for all 3,198 brands Morning Consult tracks in the U.S. For example, xAI is distrusted by 37% of U.S. adults who are aware of it, making it the 5th most distrusted brand.

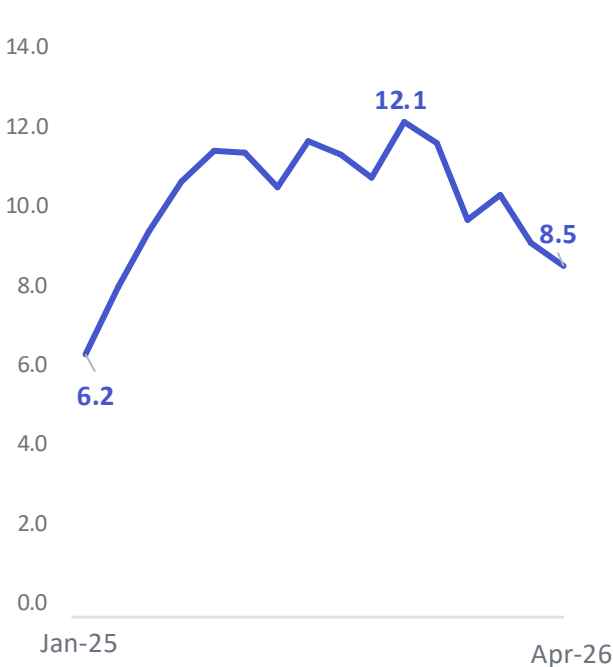


Trust is declining even as usage rises

- **AI usage has risen:** Self-reported chatbot use rose from 31% in May 2024 to 49% in April 2026, with daily and weekly users driving the bulk of the gain.
- **Trust initially climbed but has softened:** Industry net trust climbed in parallel through October 2025, peaking near 12, before reversing to 8.5 in April 2026.
- **Broader context:** The turn coincides with a wave of late-2025 headlines unfavorable to the category: AI-attributed layoffs at major tech companies; high-profile mental-health and privacy incidents involving leading chatbots; and an expanding reach of generative-AI deepfakes.

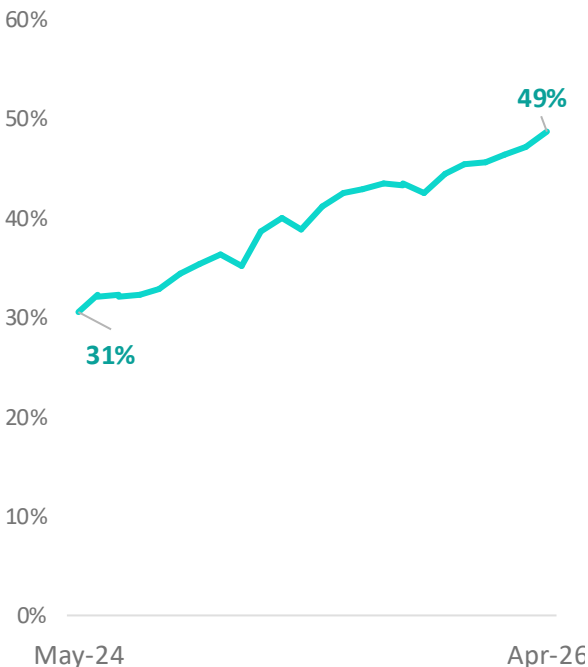
Industry Avg. Net Trust

Average net trust scores among: Gemini, Perplexity AI, DeepSeek AI, Meta AI, Character AI, Microsoft Copilot, Anthropic, OpenAI, xAI, Apple Intelligence



AI Chat Tool Usage

Self-reported use of “AI chatbots”, by frequency

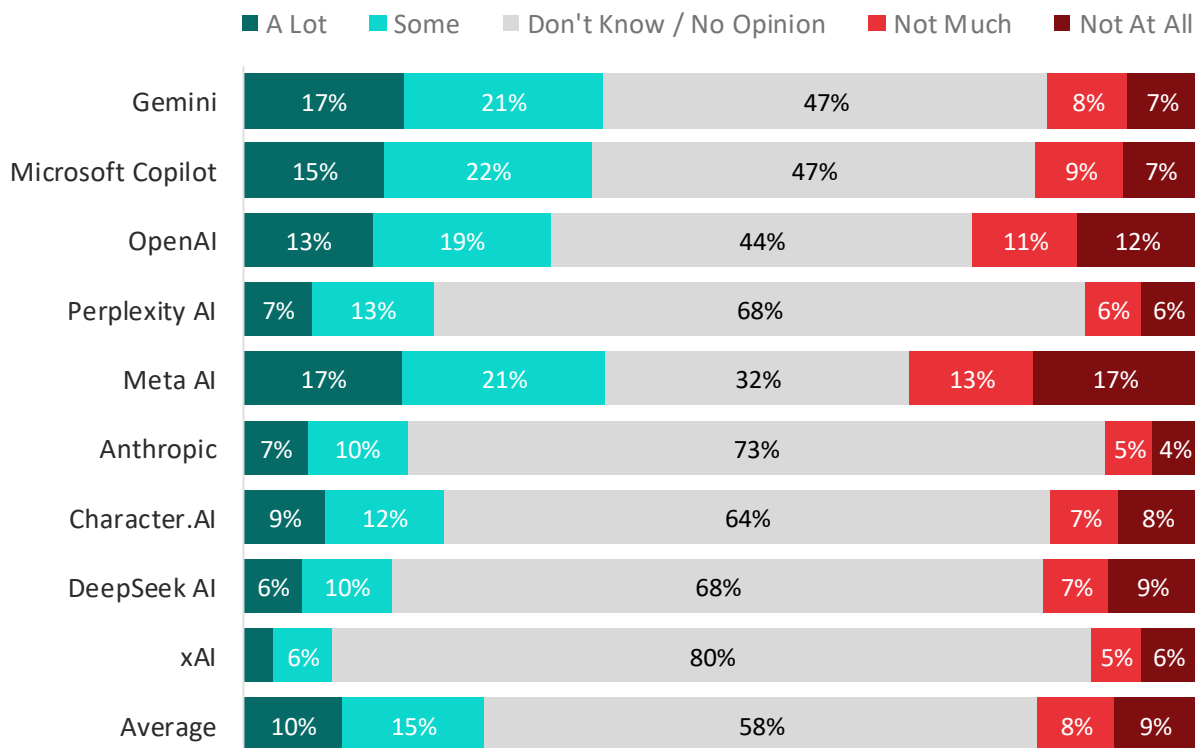


However, most consumers are still formulating opinions on most AI brands

- Neutral remains the most common position:** Despite the comparatively poor trust numbers, it's important to note that around three quarters of Americans aren't familiar with or don't have an opinion on brands like Anthropic or xAI that consume so much industry attention. Even more prominent brands like OpenAI and Gemini have only just eclipsed the threshold of half of Americans registering an opinion. These are not hardened opinions.
- Non-users are particularly uncertain:** The share of "don't know / no opinion" responses among adults who don't use AI rises roughly 20 points for any given brand. Meta AI is the only brand in which a majority of non-users register an opinion, likely due to Facebook and Meta's broader prominence.

Leading AI brands, ordered by net trust

Trust responses among all adults, March + April 2026



Among leading brands, only Gemini saw a meaningful increase in trust over the past year

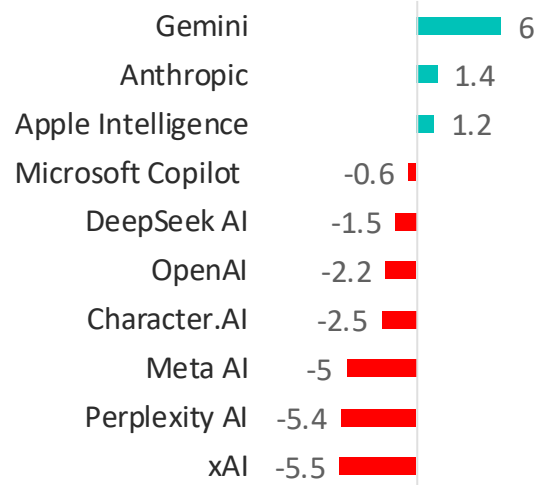
- **Trust has ticked down for most brands:**

Seven of the ten leading AI brands lost net trust over the past year.

- **xAI fell furthest** at 5.5 points, with Perplexity and Meta close behind.

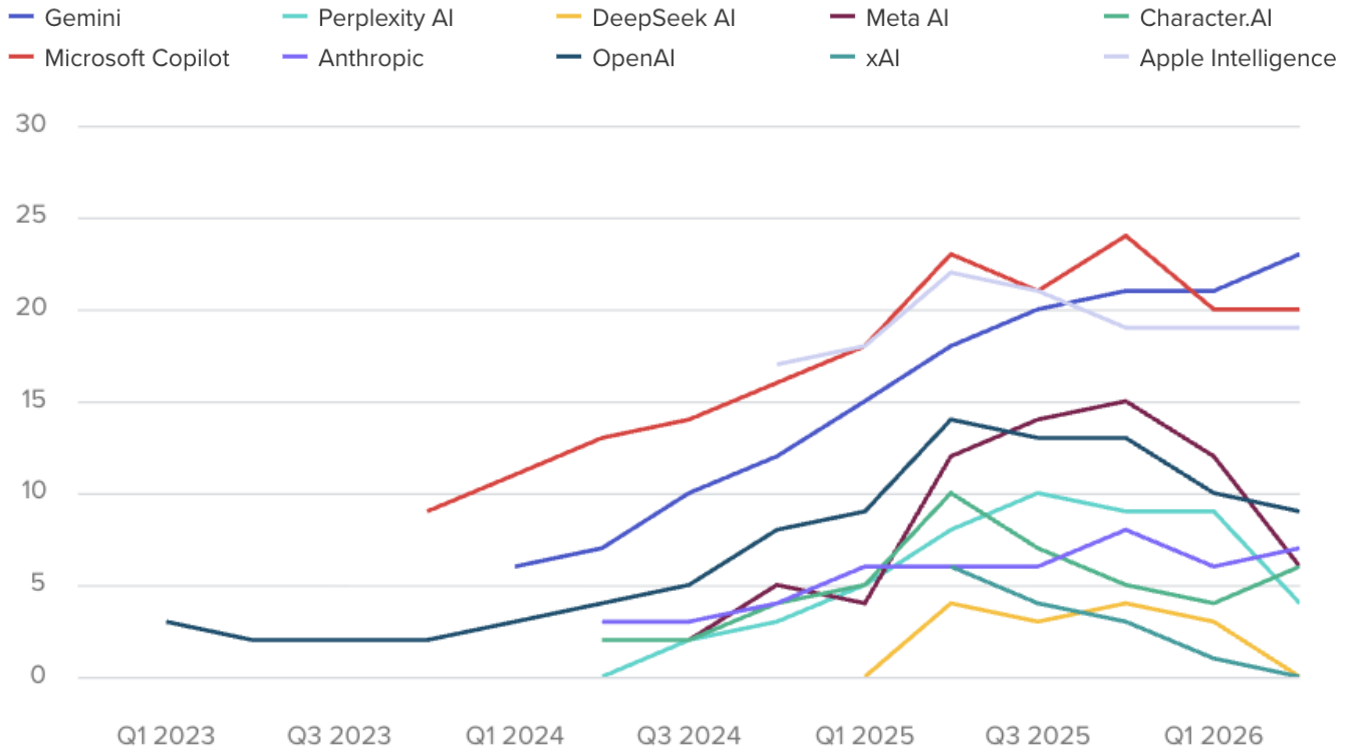
- **Gemini is the exception**, gaining six points; Anthropic (+1.4) and Apple Intelligence (+1.2) eked out smaller gains. Gemini is the only AI brand to have consistently risen in trust without plateauing or declining.

Shift in net trust YoY



How brand-level trust has shifted over time

Share who trust minus distrust each brand:

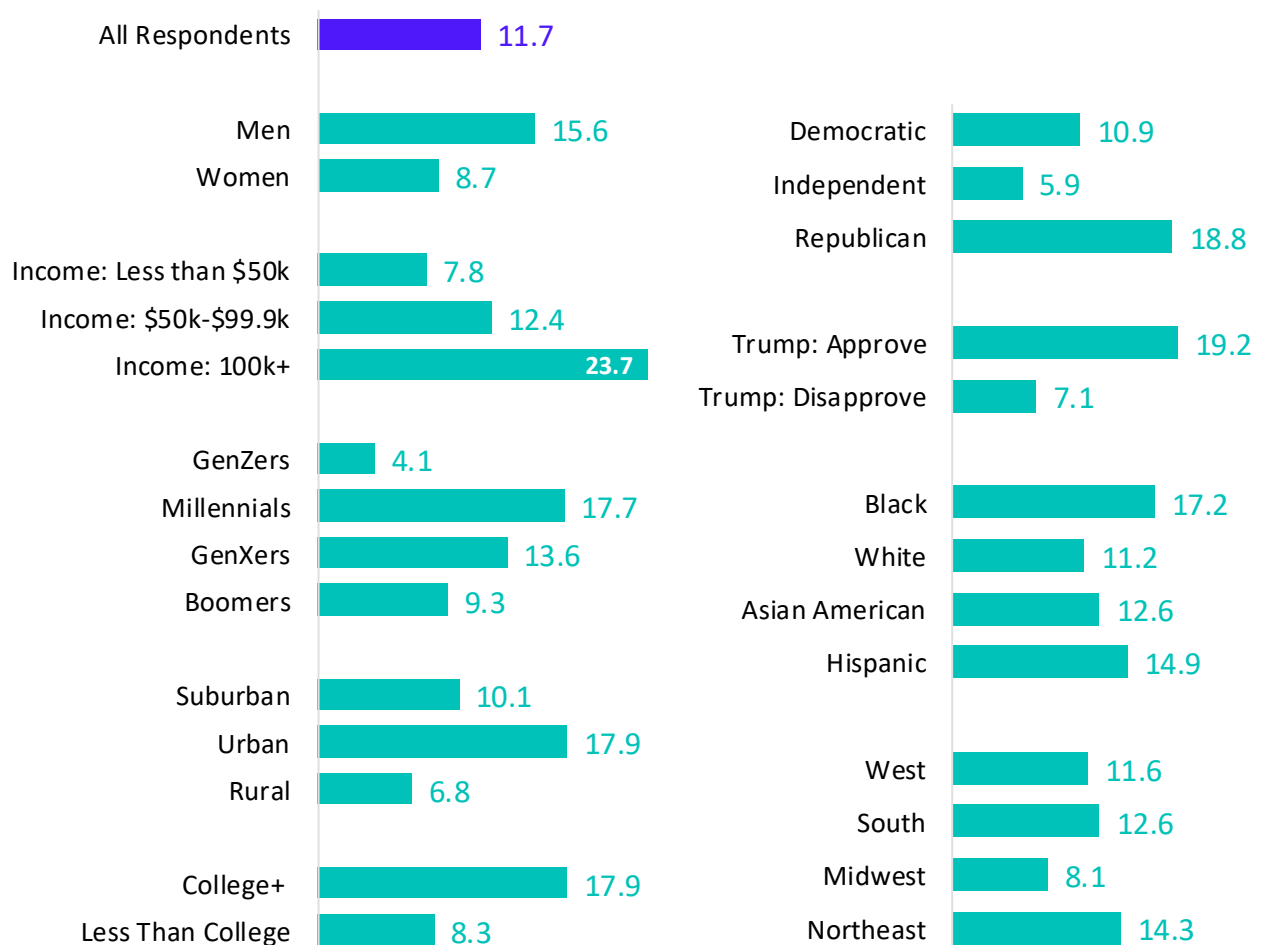


High-income earners are the most trusting audience, Gen Z are the least

- **Trust is highest** among Republicans (18.8), Trump approvers (19.2), upper-income earners (23.7), college graduates (17.9) and Black Americans (17.2)
- **Trust is lowest among** Gen Z (4.1), independents (5.9), rural residents (6.8) and adults without a college degree (8.3).
- **Gen Z's bottom-of-table reading** is consistent with prior Morning Consult research showing the cohort registers lower trust across consumer brands generally. However it is particularly stark with AI, registering 13.6 points lower than millennials

Net trust by audience

The share who trust minus the share who distrust, March and April, 2026

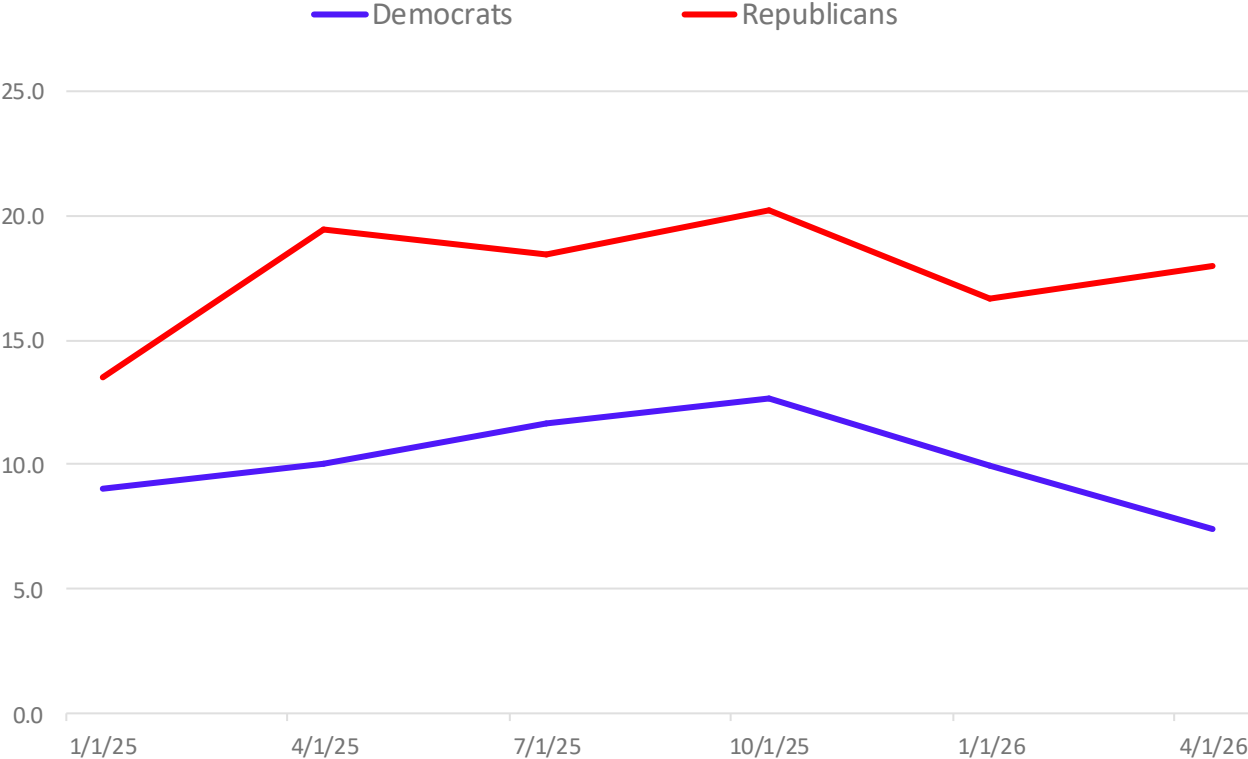


Democratic trust has softened while Republican trust has largely held up in recent months

- **The partisan gap is the widest captured in Morning Consult’s tracking:** Democratic net trust slid from a peak above 12 in October 2025 to 7.4 by April 2026 — the steepest reversal in the series. Republican net trust held near 18, tracking close to its mid-2025 level.
- **This widening gap is a forward-looking regulatory signal.** A future Democratic-led Congress or White House would inherit a constituency that has grown markedly more AI-skeptical, sharpening the political case for content-moderation, copyright and antitrust action against the industry.

Industry Average Net Trust

Average net trust scores among: Gemini, Perplexity AI, DeepSeek AI, Meta AI, Character AI, Microsoft Copilot, Anthropic, OpenAI, xAI, Apple Intelligence

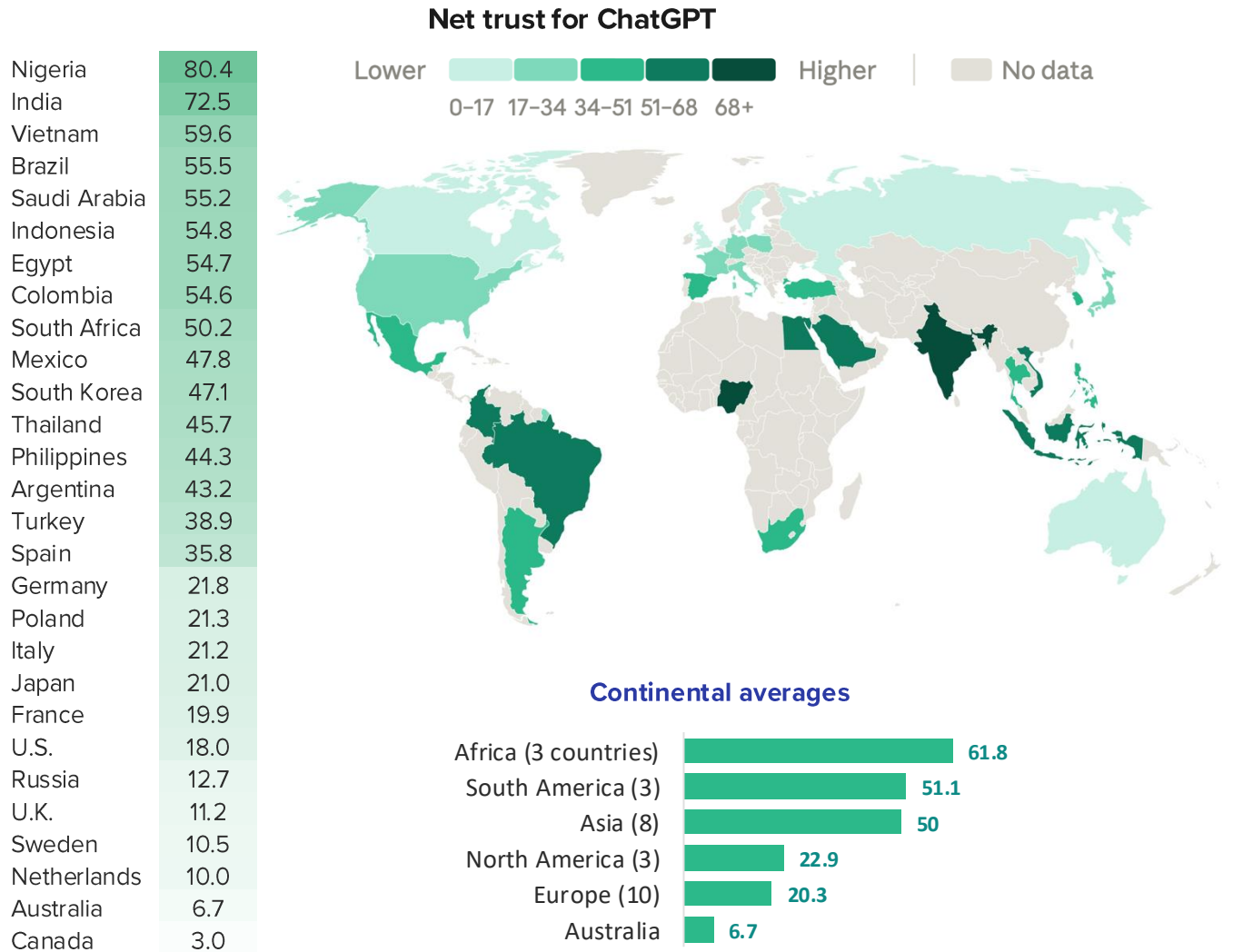


3.

The Global Trust Landscape

ChatGPT's trust is highest in Africa and South America, lowest in the Anglosphere

ChatGPT is the AI brand Morning Consult tracks across the most countries. Rather than computing average trust predicated on differing brand groups by country, we highlight ChatGPT to provide the broadest one-for-one comparisons across the globe.

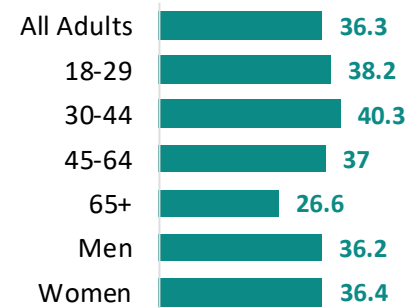


- **Global context highlights the U.S. distrust is not a given.** The U.S. ranks 21st out of 28 countries tracked and is well below the most trusting markets.
- **The Anglosphere in general is distrustful:** ChatGPT's net trust score across the four Anglosphere markets (U.S., U.K., Canada, Australia) is 9.7 — roughly 30 points below the average of every other country tracked.
- **Africa, South America and Asia have markedly higher trust:** Each continent averages 50+ net trust, well above North America, Europe and Australia

Gender splits on ChatGPT trust are minimal across the globe. Age is a more pronounced cleavage.

- **Women trust ChatGPT more than men** in 16 of 28 countries, but the gender gap is just +0.2 overall. South Korea (men +13.4) and Thailand (women +10) are the only markets with a larger absolute gender gap than the U.S. (men +9.2).
- **Older adults are less trusting:** Just 3 countries — South Korea, Thailand and Turkey — break the pattern of adults 65+ registering as the least trusting cohort. The U.S. is globally unusual in that 18-29-year-olds are nearly as distrustful.

Global Averages



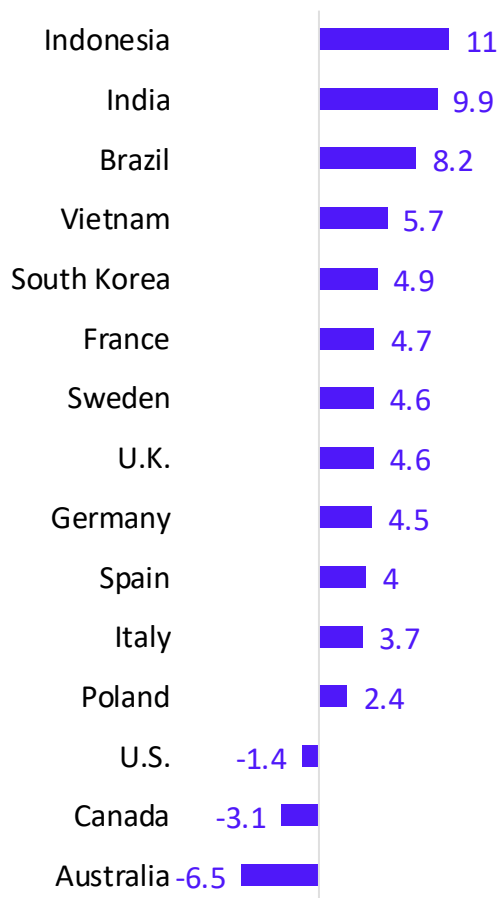
| | 18-29 | 30-44 | 45-64 | 65+ | Men | Women |
|--------------|-------|-------|-------|------|------|-------|
| Nigeria | 80.6 | 80.2 | 81.2 | 72.1 | 80.0 | 80.9 |
| India | 70.5 | 74.8 | 73.8 | 72.3 | 72.6 | 72.2 |
| Vietnam | 55.9 | 60.0 | 74.8 | | 57.4 | 61.9 |
| Brazil | 48.5 | 63.0 | 53.2 | 46.0 | 54.3 | 56.4 |
| Saudi Arabia | 47.7 | 59.0 | 56.4 | | 57.8 | 50.4 |
| Indonesia | 57.4 | 54.0 | 53.8 | 30.9 | 57.9 | 51.7 |
| Egypt | 53.3 | 54.0 | 60.9 | 32.0 | 52.4 | 58.2 |
| Colombia | 55.3 | 55.4 | 54.2 | 38.4 | 53.9 | 55.4 |
| South Africa | 48.8 | 53.2 | 49.9 | 30.8 | 51.3 | 49.2 |
| Mexico | 49.7 | 52.1 | 41.7 | 25.7 | 48.6 | 47.0 |
| South Korea | 42.3 | 49.1 | 44.9 | 52.4 | 53.9 | 40.5 |
| Thailand | 51.6 | 43.1 | 45.1 | 39.7 | 40.5 | 50.5 |
| Philippines | 41.0 | 48.4 | 47.8 | 25.5 | 44.6 | 44.1 |
| Argentina | 44.1 | 44.7 | 47.5 | 30.6 | 41.6 | 44.6 |
| Turkey | 44.4 | 41.8 | 33.8 | 38.5 | 38.3 | 39.6 |
| Spain | 43.2 | 41.1 | 34.7 | 28.0 | 31.4 | 39.9 |
| Germany | 29.6 | 31.5 | 22.7 | 8.3 | 20.6 | 23.1 |
| Poland | 28.0 | 20.8 | 22.2 | 16.2 | 21.6 | 21.1 |
| Italy | 29.0 | 24.5 | 22.4 | 14.0 | 22.2 | 20.4 |
| Japan | 24.6 | 25.6 | 21.9 | 15.8 | 22.4 | 19.7 |
| France | 29.8 | 28.0 | 18.5 | 8.5 | 18.9 | 20.8 |
| U.S. | 12.9 | 26.3 | 20.1 | 10.3 | 22.9 | 13.7 |
| Russia | 25.3 | 9.8 | 12.7 | 3.9 | 9.3 | 15.4 |
| U.K. | 14.8 | 25.8 | 9.9 | -6.5 | 10.4 | 12.0 |
| Sweden | 16.1 | 13.8 | 9.5 | 5.0 | 8.6 | 12.5 |
| Netherlands | 20.6 | 22.7 | 7.5 | -6.7 | 9.2 | 10.9 |
| Australia | 4.4 | 14.6 | 11.2 | -8.9 | 9.2 | 4.2 |
| Canada | 1.6 | 10.1 | 5.0 | -7.2 | 2.8 | 3.2 |

Unlike in the U.S., trust is generally on the rise globally

- **Trust in both Gemini and ChatGPT brands rose year-over-year almost everywhere** tracked. Gemini posted double-digit gains in Vietnam (+31.2), Brazil (+29.3), South Korea (+26.2) and India (+22.3); ChatGPT's largest gains came in Indonesia (+11), India (+9.9) and Brazil (+8.2).
- **The trust headwind facing AI is concentrated in the English-speaking developed world.** The U.S. (-1.4), Canada (-3.1) and Australia were the only markets where ChatGPT's net trust declined; the brands both had modest 4.6 gains in the U.K.

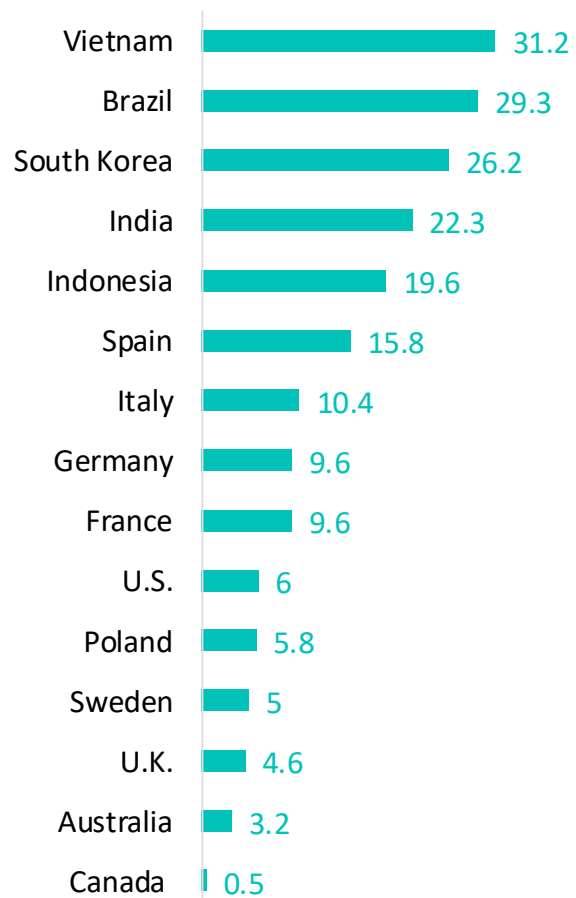
ChatGPT YoY shift in net trust

April 2025 to April 2026



Gemini YoY shift in net trust

April 2025 to April 2026

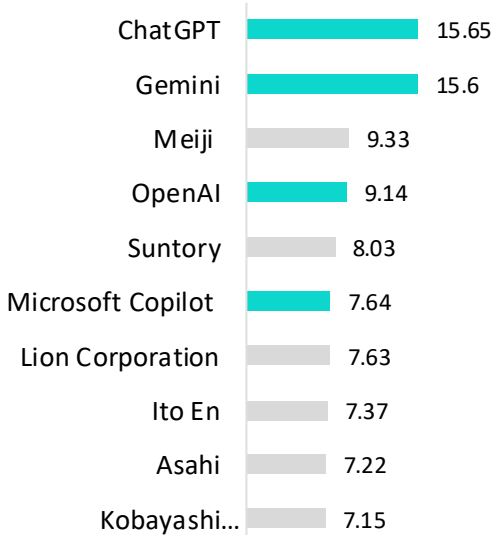


Japan spotlight: AI use is exploding and trust is following suit

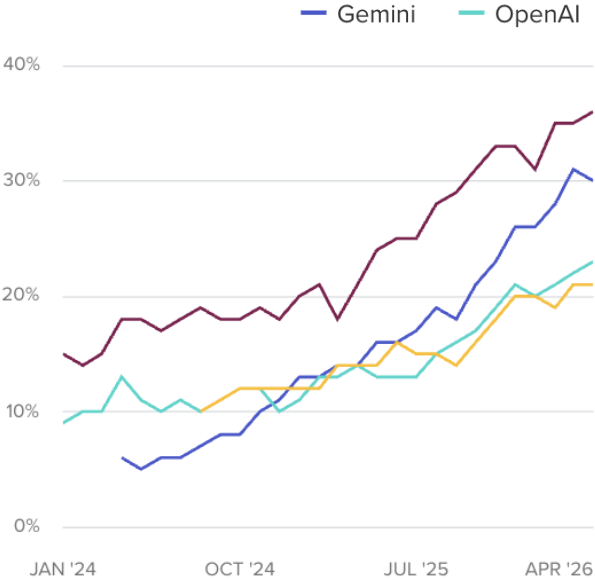
- **AI companies are 4 of the 6 fastest growing brands in Japan**, in terms of gain in users between April 2025 and April 2026. ChatGPT and Gemini both saw a 15.5 pp increases.
- **Trust is rising alongside usage**, mirroring the upward trend closely. Gemini and ChatGPT are tied in terms of net trust, with Gemini closing what was once a meaningful gap.
- **Google Search is the single most trusted brand in Japan** (and the Google parent brand comes in third), outpacing even highly trusted Japanese brands such as Panasonic and Toyota. This gives Gemini a structural advantage evident in its fast rise.

The fastest growing brands in Japan (usage)

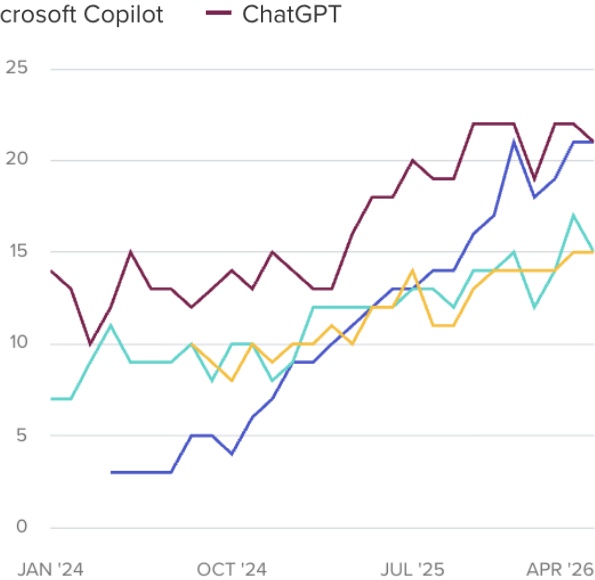
The brands with the largest gain in users between April 2025 & April 2026



Total Users



Net Trust



 **MORNING CONSULT**[®]

