

ARTIFICIAL INTELLIGENCE IN FINANCIAL SERVICES 2025 SURVEY

CONSUMER REPORTS NATIONALLY REPRESENTATIVE MULTI-MODE SURVEY,
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INTRODUCTION

In September and October 2025, Consumer Reports conducted a nationally representative multi-mode survey on **Artificial Intelligence in Financial Services**. The purpose of the survey was to gauge Americans' opinions and perspectives on uses of artificial intelligence (AI) in the kinds of financial services they use. The survey assessed Americans' comfort levels with various uses of AI, their opinions on the relative benefits and risks, and how they feel about privacy, discrimination, consumer rights, and oversight of financial institutions' uses of AI. Looking to the future, the survey gathers consumers' sentiments about potential adoption of agentic AI. NORC at the University of Chicago administered the survey from **September 12th – October 16th, 2025** through its AmeriSpeak® Panel to a nationally representative sample of 4,073 adult U.S. residents.

This report covers highlights of the results. Toplines showing the full wording of each question and all results may be found at:

https://article.images.consumerreports.org/image/upload/v1762527064/prod/content/dam/surveys/Consumer_Reports_AIFS_2025.pdf

HIGHLIGHTS

- About four in ten Americans (38%) said they think financial companies have been using AI for a long time, while almost as many (34%) said they think financial companies have only recently begun using AI, and a quarter (24%) were unsure.
- A solid majority of those who said they had encountered AI in a fraud alert, seven in ten (70%), felt generally positive about the experience. That was the only type of encounter where a majority said they felt positive. For the most commonly experienced type of encounter, customer service chatbots, more people felt negative about it than positive.
- The three top priorities among Americans for improving the quality of the financial services they use were clear: half (49%) said data security is one of the most important things to them, 44% said lower costs, and 42% said better customer service.
- Looking at the three top priorities for Americans in improving the quality of their financial services, far fewer saw each of those as a benefit of AI. While half (49%) saw strengthened data security as a top priority for financial services, just a quarter (24%) saw it as a top benefit of AI. While 44% saw lower costs as a top priority, 34% saw it as a top benefit of AI. And while 42% saw better customer service as a top priority, just 18% saw it as a top benefit of AI.
 - Faster decisions was the aspect most commonly selected as a top benefit of financial companies using AI, with 41% of Americans selecting it. However, just 18% felt that faster decisions was a priority for improving the quality of their financial services.
- The most commonly identified risk of financial companies using AI was errors introduced by AI, selected by 45%. Job losses was a close second, with 41% of Americans selecting it as one of the biggest risks. Weakened data security was selected as a top risk by 36%--noteworthy, given that fully half of Americans (49%) had selected data security as a top priority for the quality of financial services.
- We asked people to consider what types of data they would be comfortable with an AI using to help make financial decisions about them—data types such as employment history, location data, and browser history. The most commonly selected response was “None of the above,” with 40% of Americans choosing it.
- Three-quarters of Americans (75%) said they were at least somewhat concerned that using AI in financial services could lead to bias or unfair treatment, including 31% who said they were very concerned.
- We asked if people thought that financial companies using AI would reduce or increase bias and discrimination, or if it would have no effect. The largest group, four in ten Americans (39%), said they were unsure.
- Six in ten Americans (58%) said they think financial companies should continuously monitor their AI systems for fairness and accuracy.
- About three in four Americans (74%) said they strongly agree that they want financial companies to tell them when AI is involved in their services.

- A solid majority of Americans, 57%, do not believe that current government laws and regulations adequately protect them from the risks of AI in financial services.
- Compared to consumer rights that are currently in place for financial services, most Americans (82%) said they think people should have at least as many protections when AI is involved: 43% said people should have the same protections whether or not AI is involved, and 38% said people need more protections when AI is involved.
- Over half of Americans (ranging from 56% to 74%) said they would be at least somewhat uncomfortable with each of five potential uses of agentic AI.
- More Americans expressed negative views than positive ones about the growing use of AI in financial services: four in ten (42%) said they feel somewhat or very negative, while two in ten (18%) said they feel somewhat or very positive. Among the rest, 26% of Americans said they feel neutral about it, and 15% said they don't know enough about it to have an opinion.

AWARENESS AND EXPERIENCE

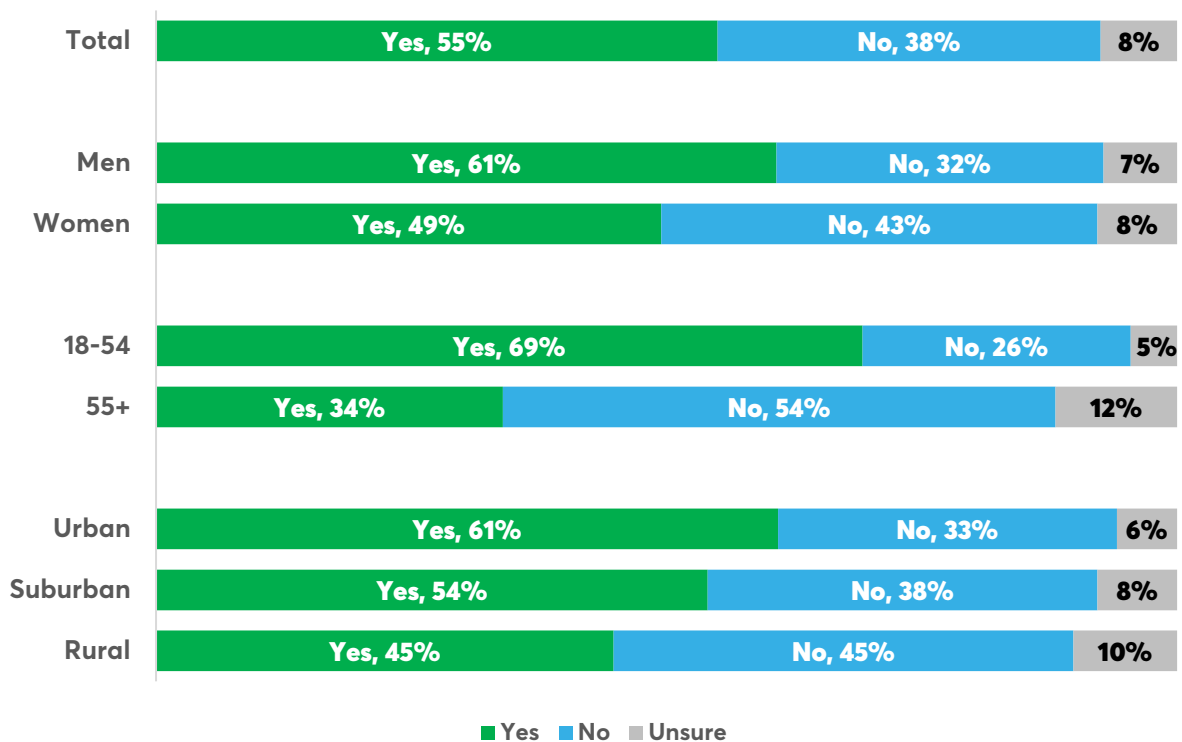
We introduced the survey by defining terms with this note:

This survey is about how financial companies like banks, credit card providers, lenders, and insurers may use artificial intelligence (AI). We are interested in hearing about your experiences and opinions on this topic.

Throughout the survey we'll use the phrases "financial companies" or "financial services" to mean banks, credit card providers, insurance companies, lenders, investment companies, and any other kind of company that helps people manage their money.

Previous research at Consumer Reports has shown that people who have actively used an AI chatbot tend to have more positive feelings about AI. To begin the survey, we asked if people had interacted with an AI chatbot within the past 3 months. Just over half (55%) of Americans said they had, 38% said they had not, and 8% were unsure. **Men, younger people, and urbanites were more likely to say they had used a chatbot than their counterparts.**¹

In the past three months, have you actively interacted with artificial intelligence (AI) by providing an instruction or prompt in an AI tool or app? This includes tools like ChatGPT, Gemini, Copilot, or any other AI writing or image tool.



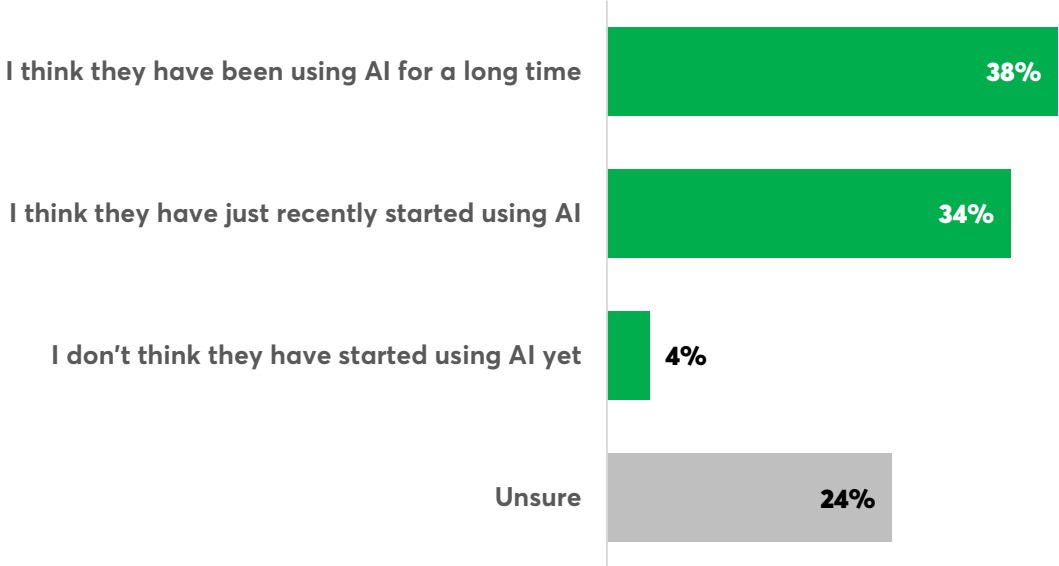
Base: All respondents
 Respondents were assured that this question would not affect their eligibility for the survey.

Based on the responses to this question, we identified groups of AI chatbot users (those who said yes) and non-users (those who said no or were unsure) for use in analyses throughout this report.

¹ These demographic comparisons are statistically significant controlling for sex, age, household income, educational attainment, race/ethnicity, region, urbanicity, and political leaning. Unless stated otherwise, all other comparisons between groups mentioned in this report are statistically significant controlling for sex, age, household income, educational attainment, race/ethnicity, region, urbanicity, political leaning, and being an AI user.

How aware are Americans of the extent to which their financial companies are using AI? **About four in ten Americans (38%) said they think financial companies have been using AI for a long time, while almost as many (34%) said they think financial companies have only recently begun using AI, and a quarter (24%) were unsure.** Public awareness is perhaps muddled by the fact that many of the ways financial companies use AI are not public-facing. People might be less aware of AI applications they do not encounter directly, such as interest rate calculations, credit assessments, or fraud detection.

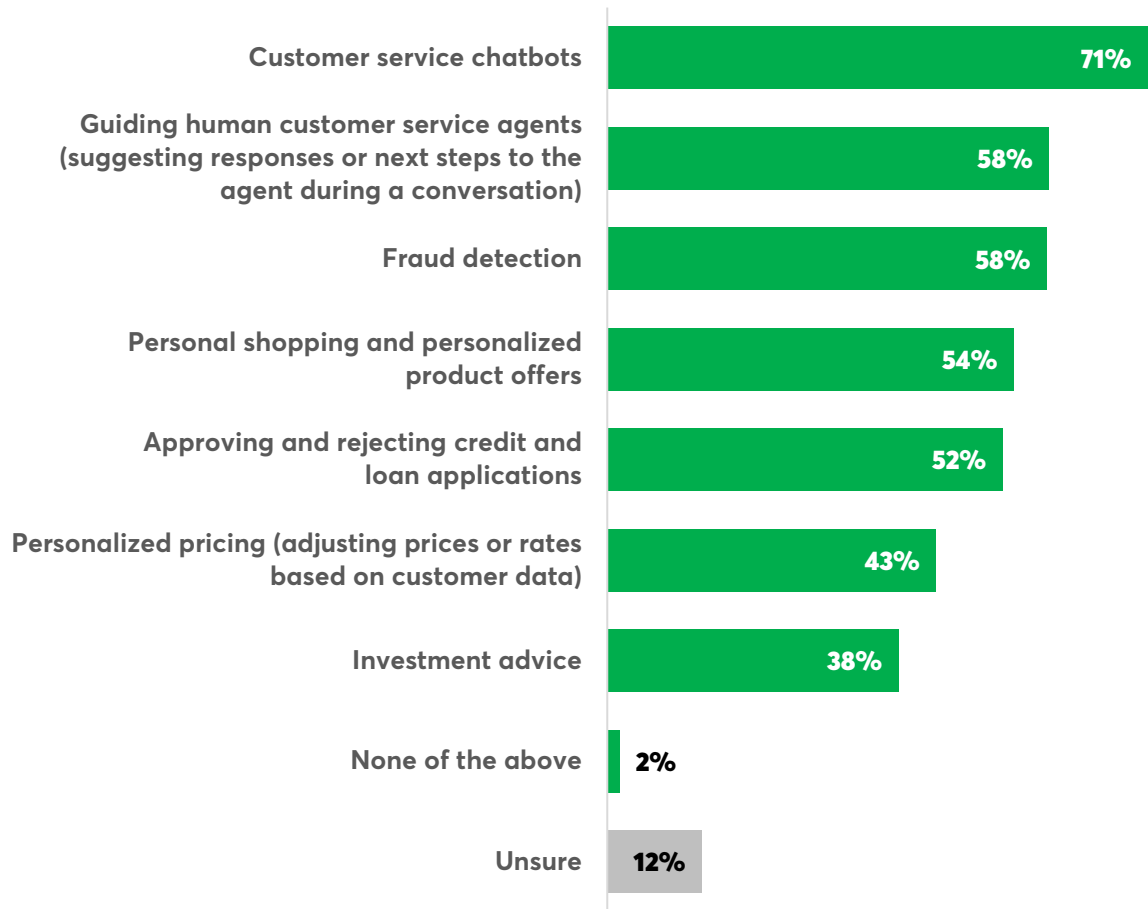
Which of the following statements best describes what you think is true about financial companies and their use of AI?



Base: All respondents

After that question, we revealed the information that financial companies are already using AI. We then asked what ways people thought financial companies were doing so. **The area where people most commonly think companies are using AI was the most public-facing: customer service chatbots, with seven in ten (71%) of Americans selecting it.** About six in ten (58%) said they believe AI is used to guide human customer service agents, and a similar number (also 58%) said they believe AI is used in fraud detection. Fewer than half of Americans said they believe AI is being used in personalized pricing (43%) or investment advice (38%).

In which, if any, of the following areas do you believe financial companies are currently using AI?

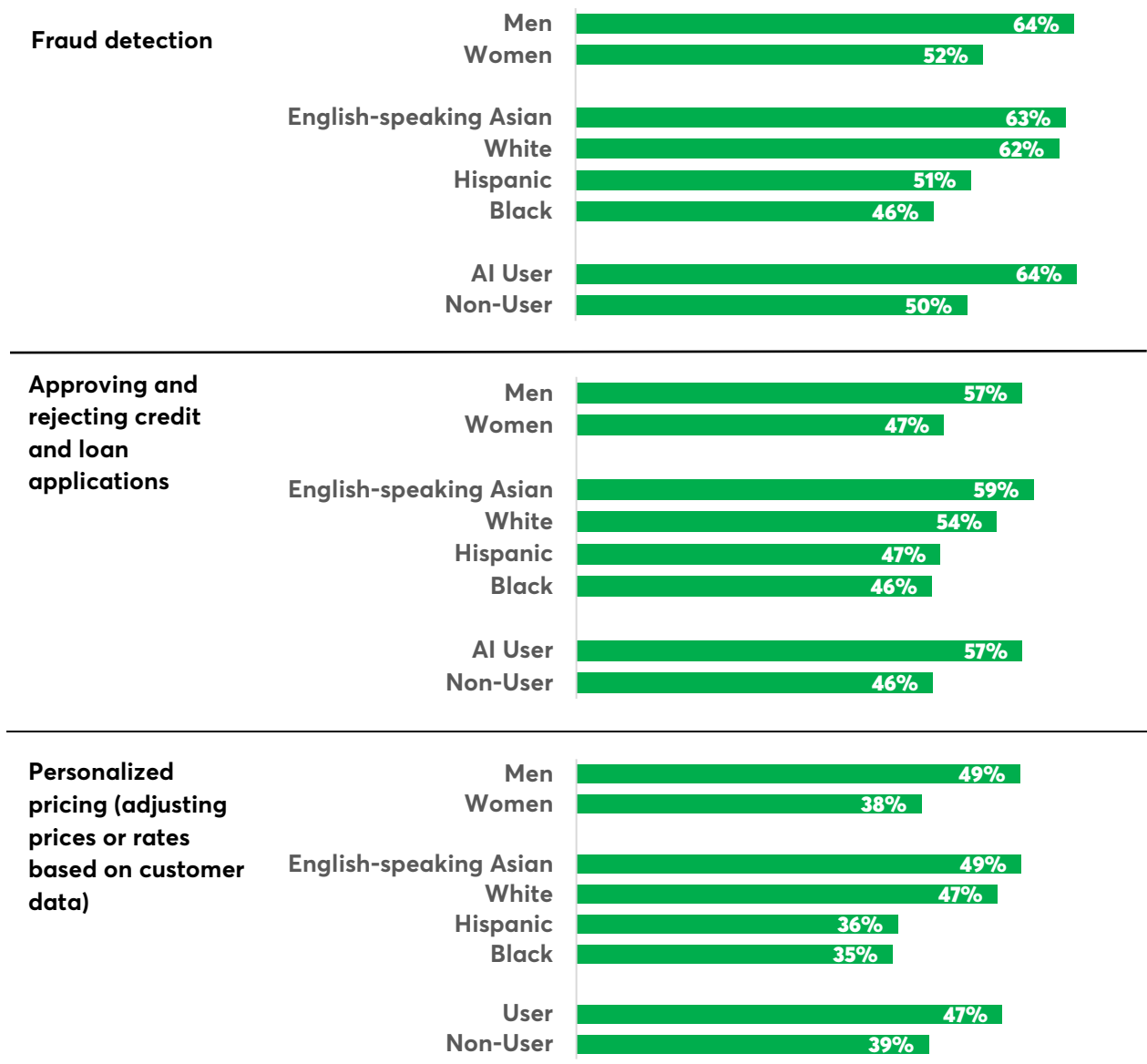


Base: All respondents
 Respondents could select multiple responses

Certain groups were more likely than others to believe that financial companies are using AI for some of these functions. Men were more likely than women to believe AI is used in fraud detection, white and Asian-Pacific Islander people were more likely to believe so than Black and Hispanic people, and AI users were more likely to believe so than non-users. The same pattern held for believing that financial companies are using AI for making credit and loan decisions, and for personalized pricing.

In which, if any, of the following areas do you believe financial companies are currently using AI?

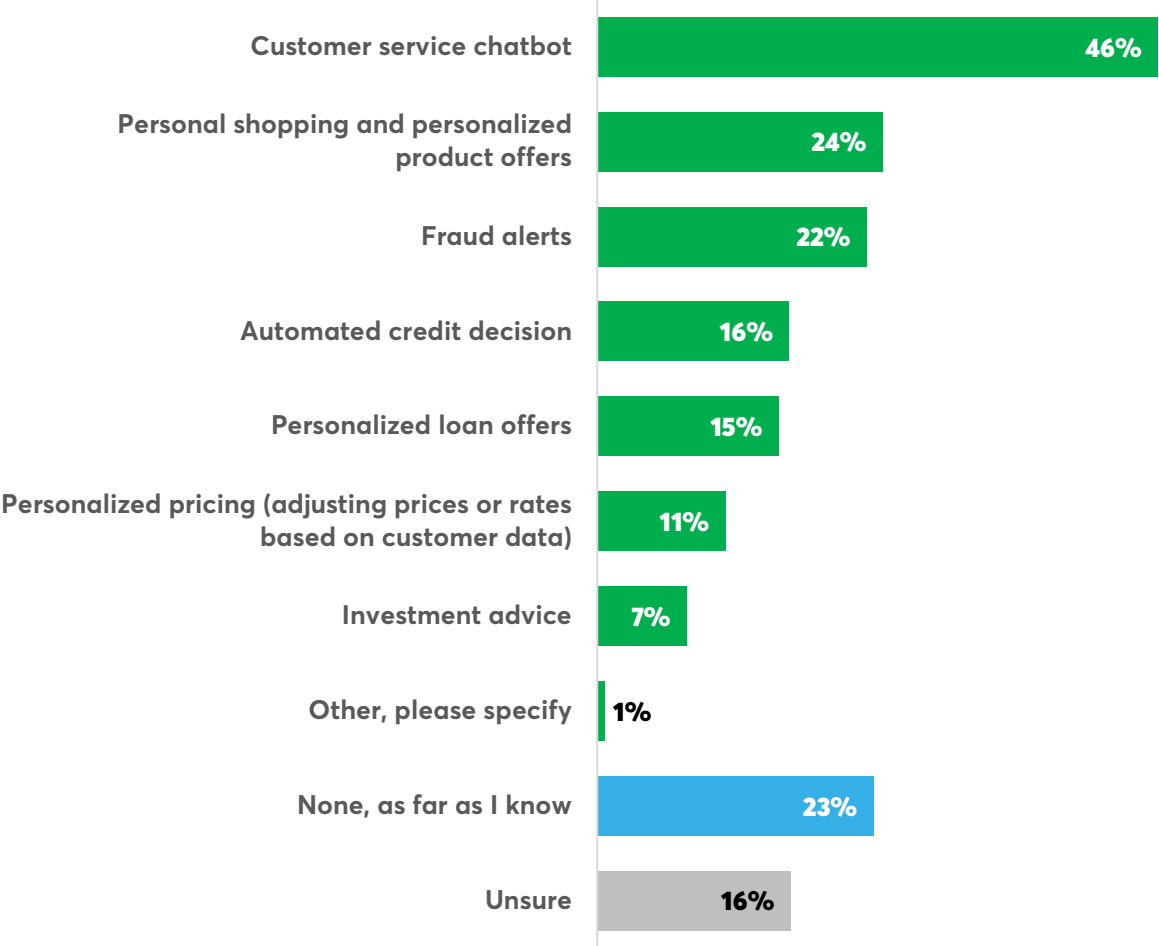
SELECTED AREAS SHOWN IN CHART



Base: All respondents
 Respondents could select multiple responses

We asked people if, to their knowledge, they had personally encountered AI in their dealings with a financial company. This question partly serves as a gauge of people’s awareness of their encounters with AI, since it is likely that AI has been more involved in people’s financial dealings than they are aware. Six in ten Americans said they have personally encountered AI in various situations with a financial company. **They were most likely to say they had encountered AI in customer service chatbots—just under half (46%) of them said so.** A quarter of Americans (24%) said they had encountered AI in personal shopping and personalized product offers, and 22% said they had encountered AI in fraud alerts.

As far as you know, have you personally encountered AI in any of the following situations with a financial company?

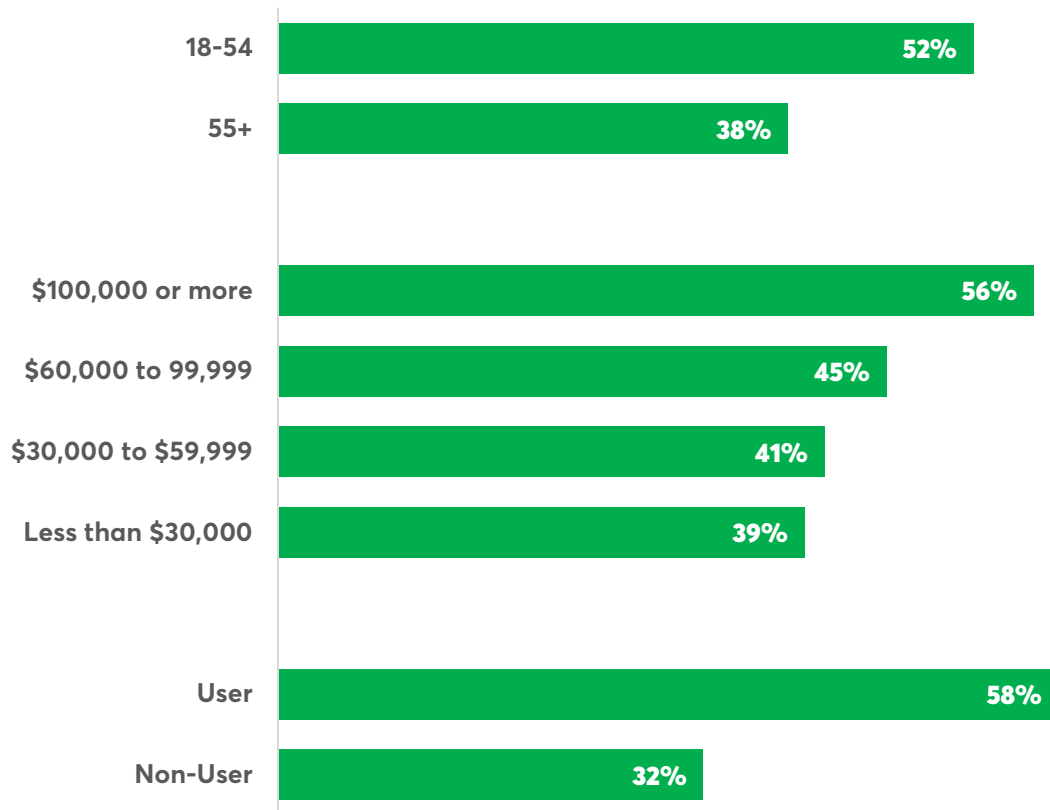


Base: All respondents
Respondents could select multiple responses

Younger Americans and those with higher household incomes, as well as AI users, were more likely than their counterparts to say they had encountered AI in a customer service chatbot.

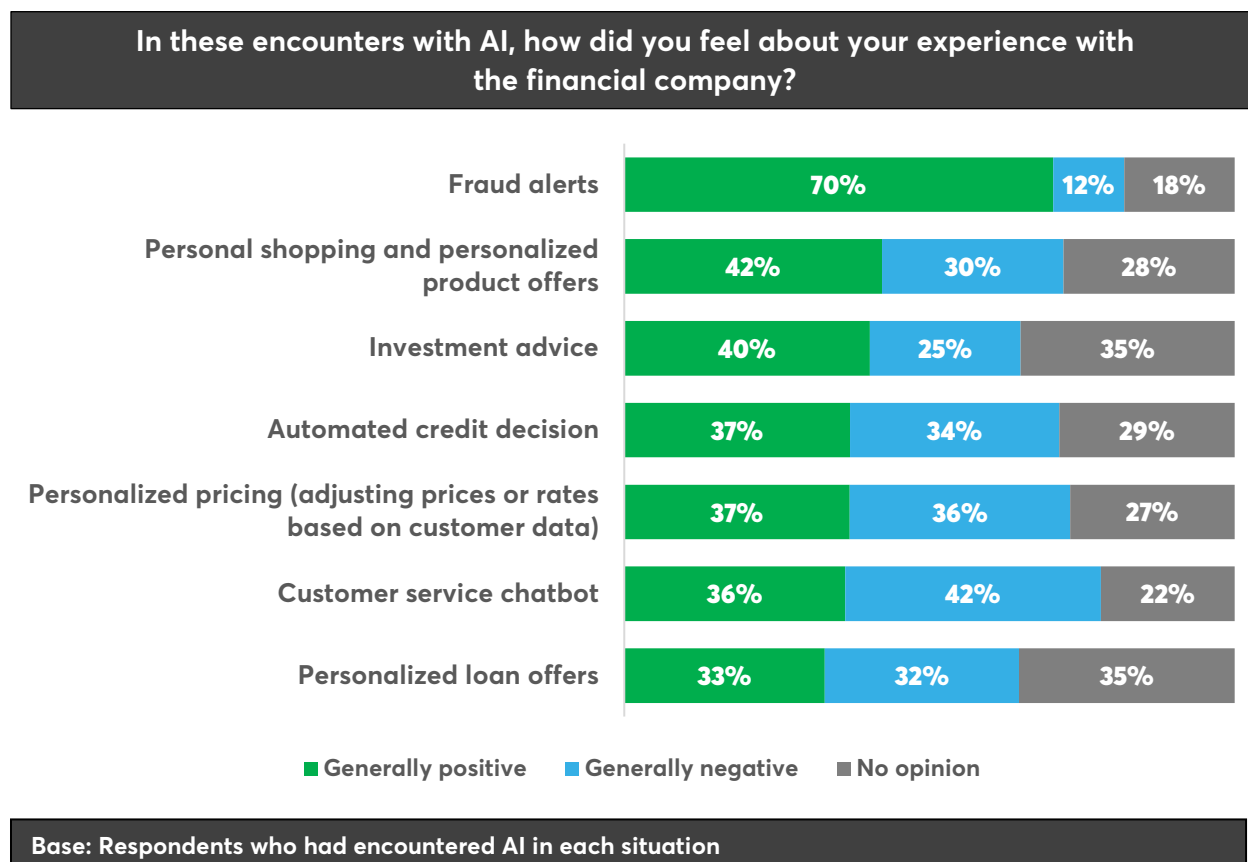
As far as you know, have you personally encountered AI in any of the following situations with a financial company?

CUSTOMER SERVICE CHATBOT



Base: All respondents

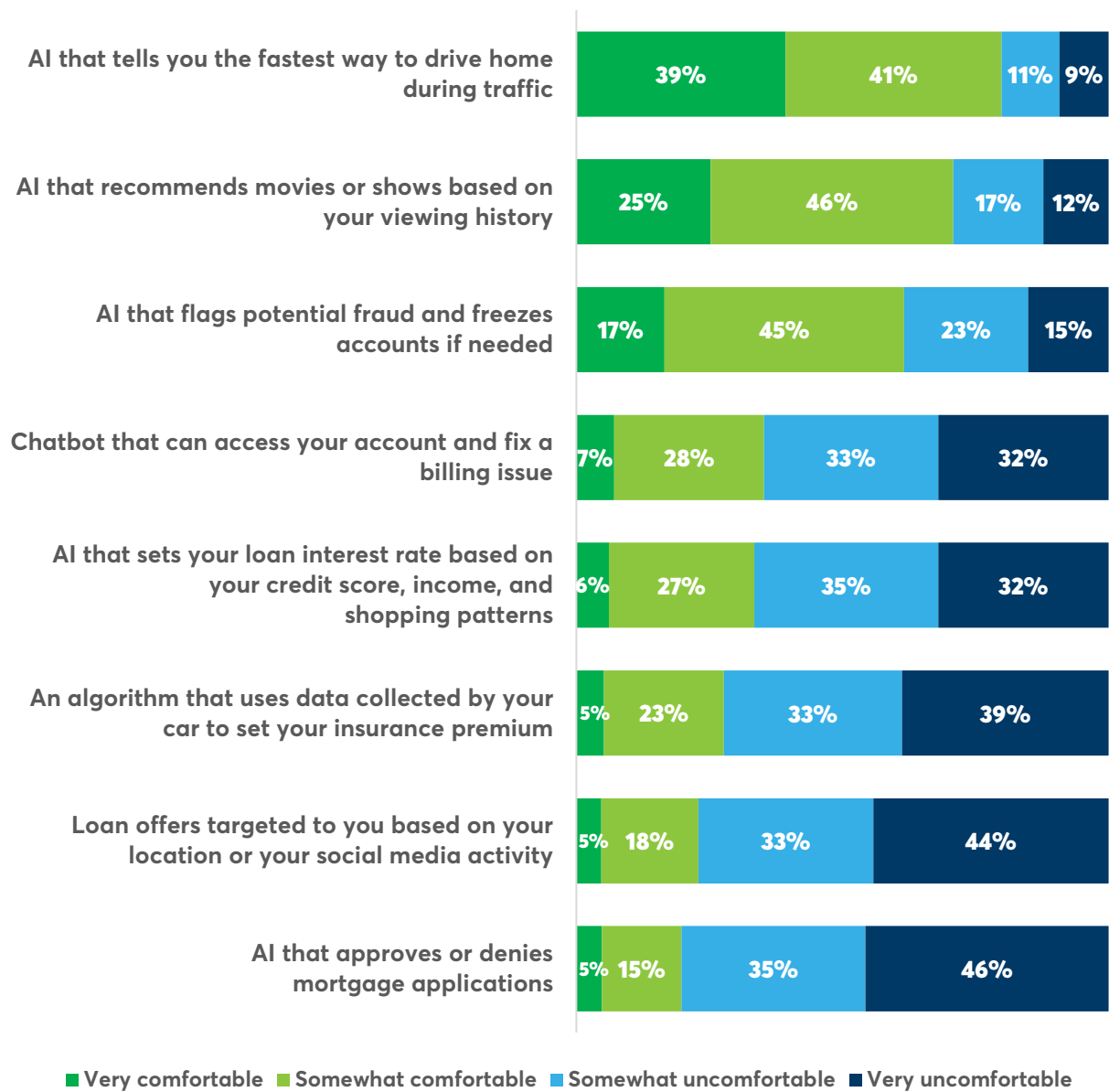
We asked the people who said they had encountered AI in each of those situations how they felt about it. **A solid majority of those who said they had encountered AI in a fraud alert, seven in ten (70%), felt generally positive about the experience.** That was the only type of encounter where a majority said they felt positive. When it came to personal shopping and personalized product offers, investment advice, and even automated credit decisions, more people who had encountered AI in each of those situations said they felt positive about it than negative. **However, in the most commonly experienced type of encounter, customer service chatbots, more people felt negative about it than positive.** Also, sizeable percentages (ranging from 18% to 35%) said they had no opinion.



To get a picture of how comfortable Americans are with AI in different financial situations, we asked them about those situations directly and we included two non-financial situations, for comparison. **Americans were much more likely to say they were comfortable with AI in the non-financial situations than in the financial ones.** Eight in ten (80%) said they were at least somewhat comfortable with AI that tells you the fastest way to drive through traffic, and seven in ten (71%) said they were comfortable with AI-powered recommendations for movies or shows. Turning to the financial situations, six in ten (62%) were at least somewhat comfortable with AI that flags potential fraud and freezes accounts if needed, and the numbers drop from there. **Just two in ten (20%) said they would be at least somewhat comfortable with AI that approves or denies mortgage applications. This is particularly interesting given that, in the previous question, 37% of those who had personally experienced an automated credit decision felt generally positive about it.**

There do not appear to be notable demographic differences in these comfort levels. Even AI users, who are much more comfortable with AI giving them driving directions and viewing recommendations than non-users, are not markedly more comfortable with AI in financial situations. For example, 47% of AI users said they would be very comfortable with AI that tells you the fastest way to drive home during traffic, compared to 25% of non-users—a 22 percentage point difference. In contrast, 6% of AI users said they would be very comfortable with an algorithm that uses data collected by your car to set your insurance premium, compared to 4% of non-users—only a 2 percentage point difference.

Please tell us how comfortable or uncomfortable you would be with AI in each of these situations.

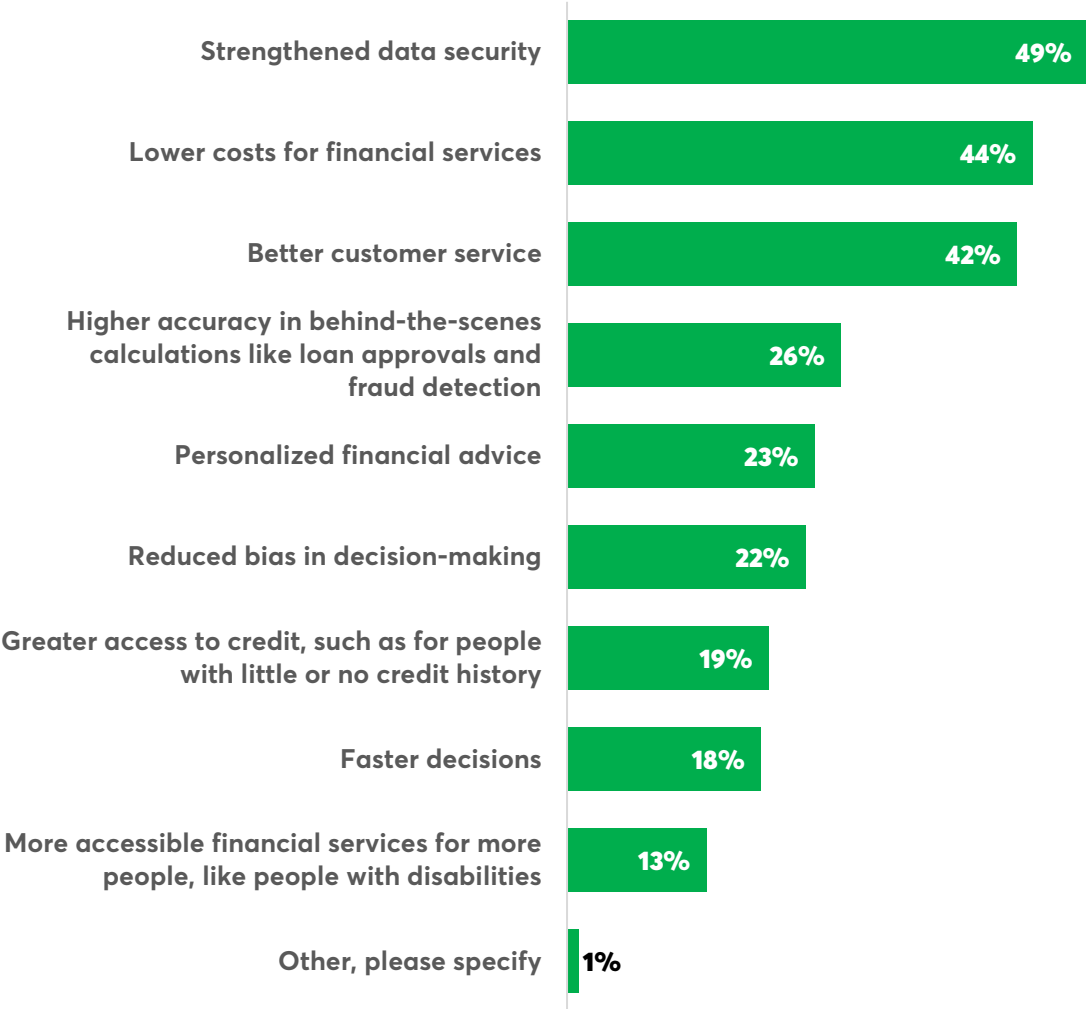


Base: Respondents who felt that each situation was applicable to them

BENEFITS AND RISKS

In this section we embarked on an in-depth exploration of what Americans see as the benefits and risks of using AI in financial services. We first set a baseline by asking people what is most important to them about improving the quality of the financial services they use. **The three top priorities among Americans were clear: half (49%) said strengthened data security was one of the most important things to them, 44% said lower costs, and 42% said better customer service.** Also worthy of note, as we will see later, is that about one in five (18%) said that faster decisions were a top priority for improving the quality of their financial services.

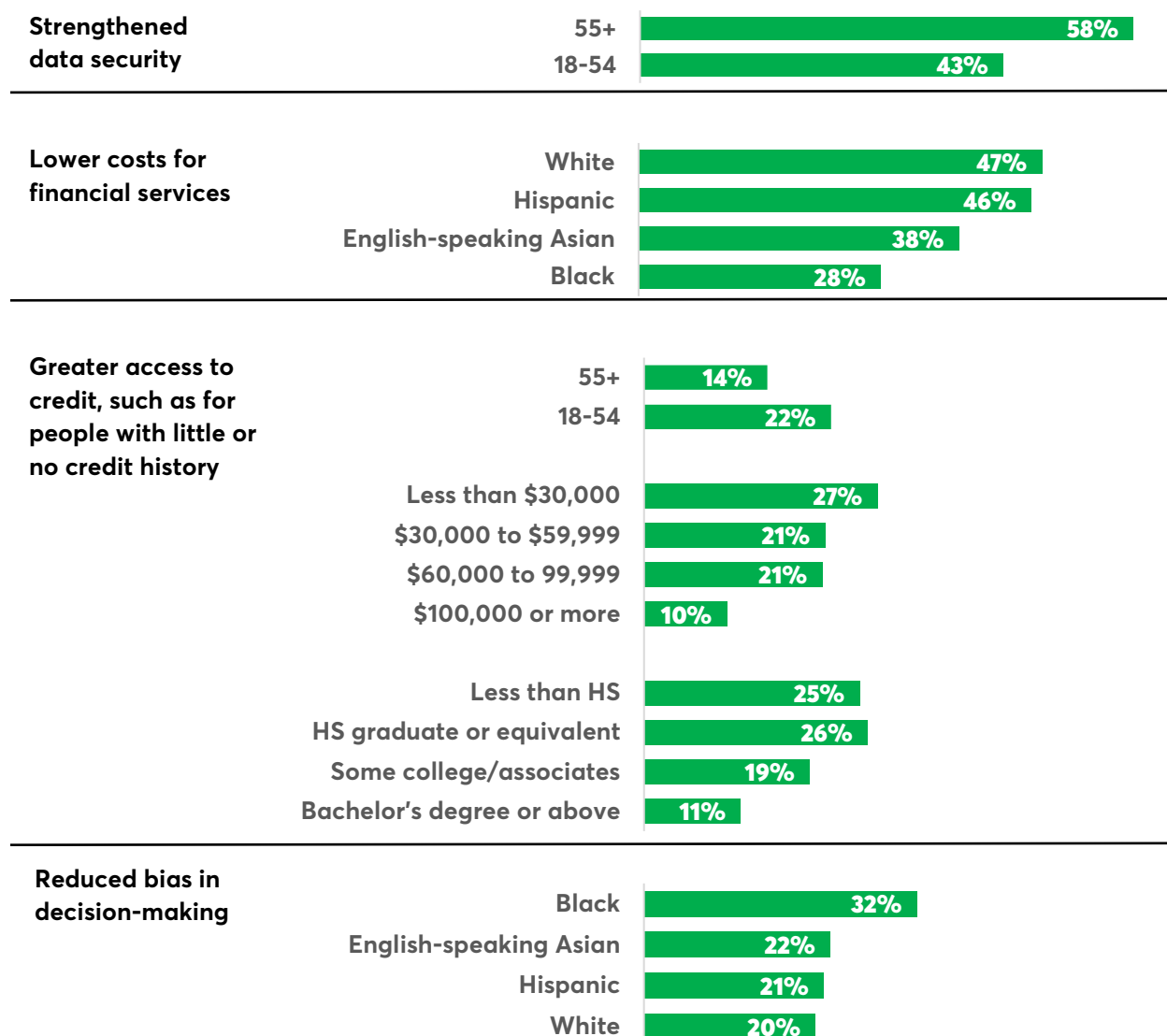
Which of the following are most important to you when thinking about improving the quality of the financial services you use?



Base: All respondents
 Respondents could select up to three responses

Different demographic groups expressed different priorities when thinking about the quality of their financial services. Older people were more likely than younger people to say that strengthened data security was a top priority for improvement. Counterintuitively, lower costs for financial services was not more likely to be a priority for people with lower household incomes, although it was more likely to be a priority for white and Hispanic people than for Black and English-speaking Asian people. Greater access to credit was more likely to be selected by people under 55 years old, those with lower household incomes, and those without a college degree. Black people were more likely to prioritize reduced bias in decision-making than any other racial/ethnic group.

Which of the following are most important to you when thinking about improving the quality of the financial services you use?
SELECTED ASPECTS



Base: All respondents
 Respondents could select up to three responses

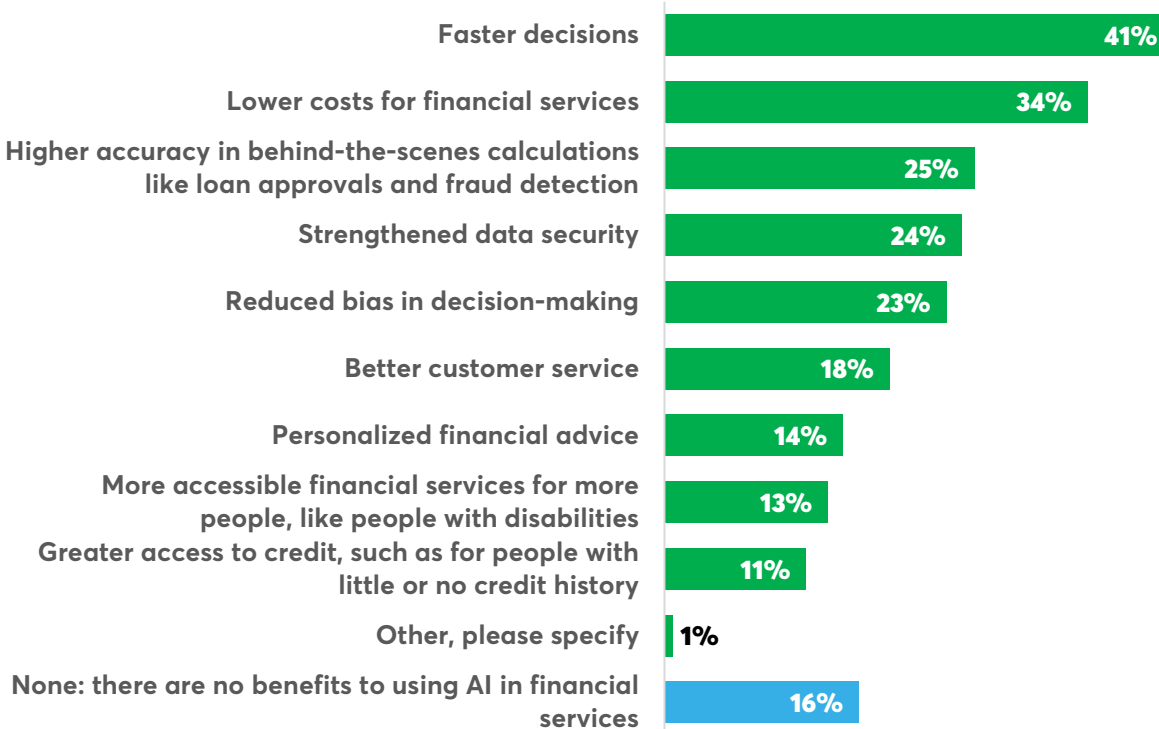
Using that question as a launching-off point, we showed the following message:

Now we'd like to understand your feelings about how AI might improve or worsen the financial services you use.

The next two questions were shown in random order to minimize any effects that could result from seeing either positive or negative items first. We asked what Americans saw as the biggest benefits of financial companies using AI, with the same list of options as for the question about people's priorities for improving their financial services. **Looking at the top three priorities for Americans in improving the quality of their financial services, far fewer see each of those as a benefit of AI.** While half (49%) saw strengthened data security as a top priority for improvement in financial services, just a quarter (24%) saw it as a top benefit of AI. While 44% saw lower costs as a top priority for improvement, 34% saw it as a top benefit of AI. And while 42% saw better customer service as a top priority, just 18% saw it as a top benefit of AI.

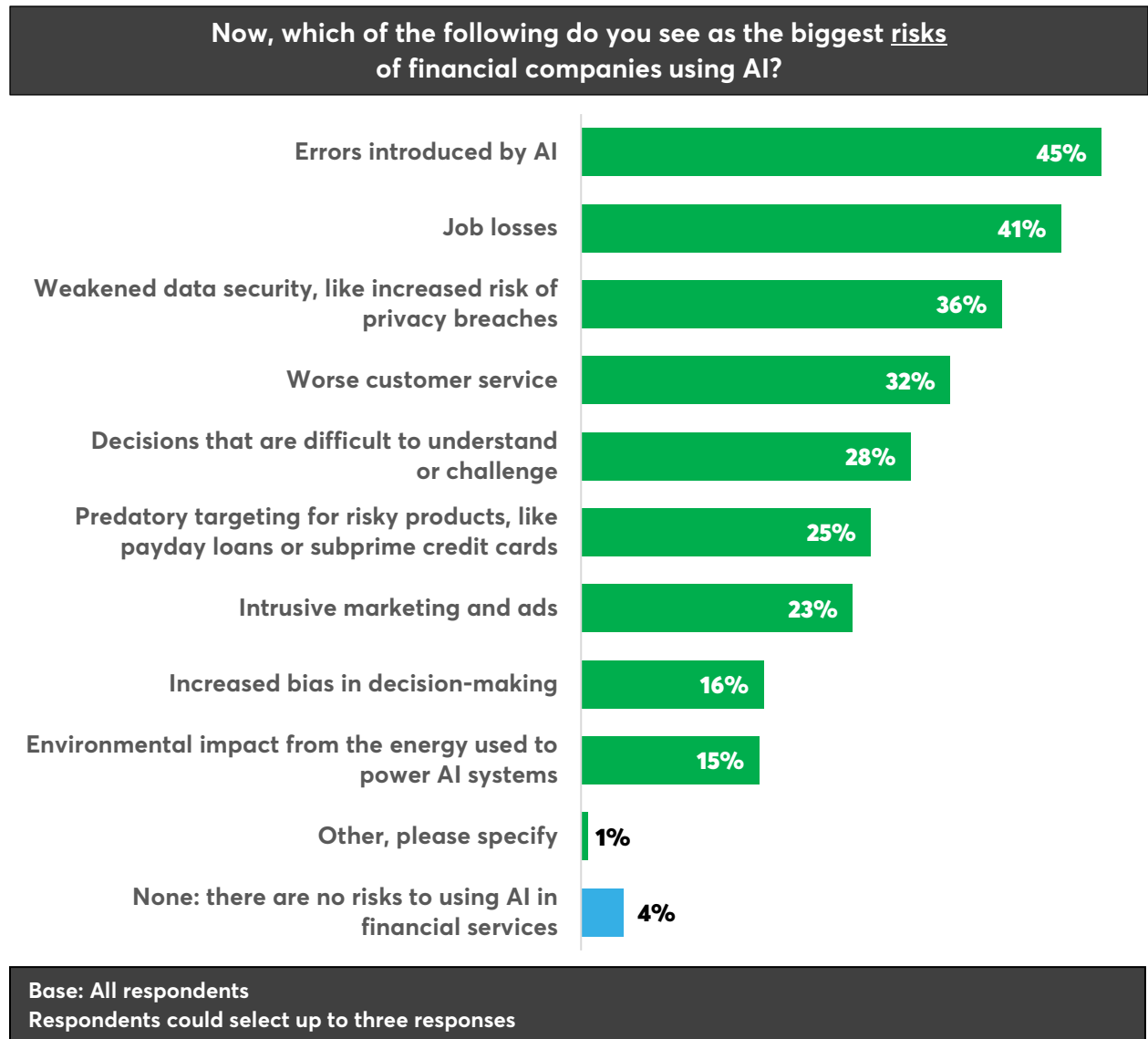
Faster decisions was the aspect most commonly selected as a top benefit of financial companies using AI, with 41% of Americans selecting it. Looking back at the previous question, just 18% felt that faster decisions was a priority for improving the quality of their financial services.

Which of the following do you see as the biggest benefits of financial companies using AI?



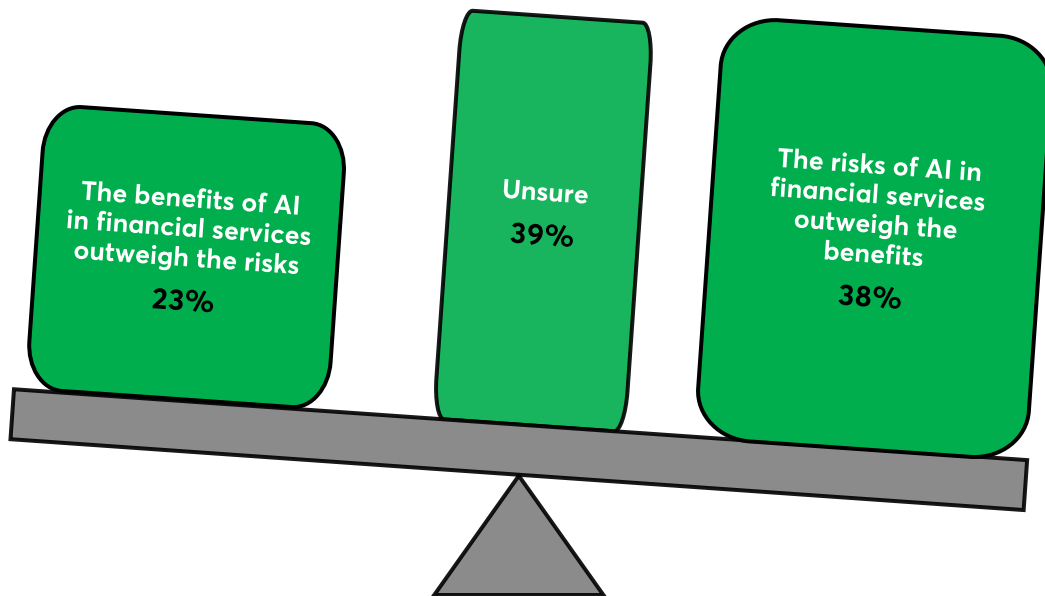
Base: All respondents
Respondents could select up to three responses

We also asked what people see as the biggest risks of financial companies using AI, with a roughly parallel set of response options. **The most commonly selected risk was errors introduced by AI, selected by 45%. Job losses was a close second, with 41% of Americans selecting it as one of the biggest risks. Weakened data security was selected as a top risk by 36%--noteworthy, given that fully half of Americans (49%) had selected data security as a top priority for improving the quality of financial services.**



Taking a step back, we asked people overall if they felt that the benefits of AI in financial services outweigh the risks, or if the risks outweigh the benefits. **About four in ten (38%) said the risks outweigh the benefits, and a very similar number (39%) said they were unsure, while 23% said the benefits outweigh the risks.**

Which of the following statements comes closest to your view, even if neither is exactly right?



Base: All respondents

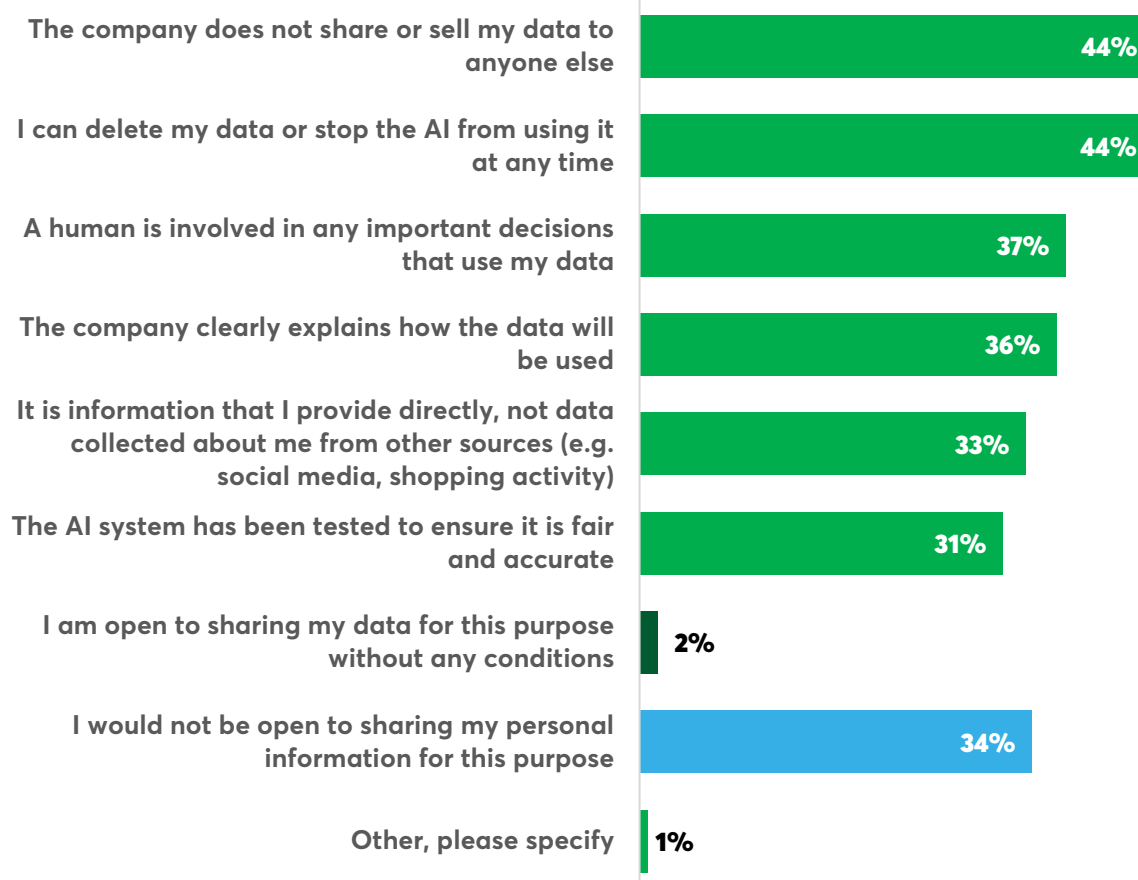
Men were more likely than women, and AI users were more likely than non-users, to say that the benefits of AI in financial services outweigh the risks. Even so, only 28% of men (compared to 18% of women) and 29% of AI users (compared to 16% of non-users) say the benefits outweigh the risks—not that much more than the 23% in the overall population.

PRIVACY AND DATA TRADE-OFF CONCERNS

Like so much else about contemporary life, there are privacy trade-offs involved with AI in financial services. We asked under what conditions people would be open to letting financial companies use personal information in AI systems to offer more useful or relevant products or services. **One in three (34%) said they would not be open to sharing personal information for this purpose**, and 2% said they would be open to sharing data for this purpose without any conditions. The remaining 65%² selected one or more conditions: that the company does not share or sell their data (44%), that they would be able to delete their data or prevent the AI from using it at any time (44%), and several others. **All of the conditions resonated, as none was chosen by fewer than 30% of Americans.**

Under what conditions, if any, would you be open to letting financial companies use your personal information in AI systems that offer you more useful or relevant products or services?

For this purpose, I would allow financial companies to use my personal information if...

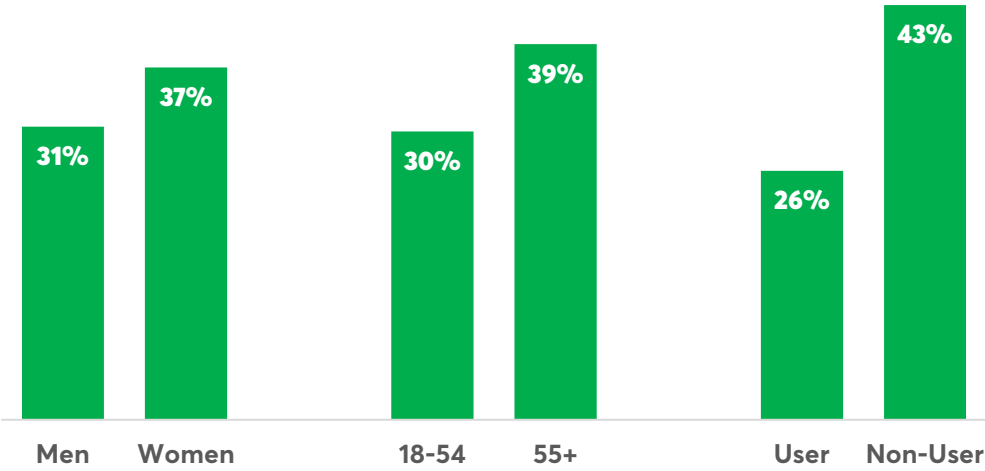


Base: All respondents
Respondents could select multiple responses

² Percentages throughout this report are rounded and may not appear to sum perfectly.

Women were more likely than men, people aged 55 and older were more likely than younger people, and non-users were more likely than AI users to say they would not be open to sharing personal information for this purpose under any conditions.

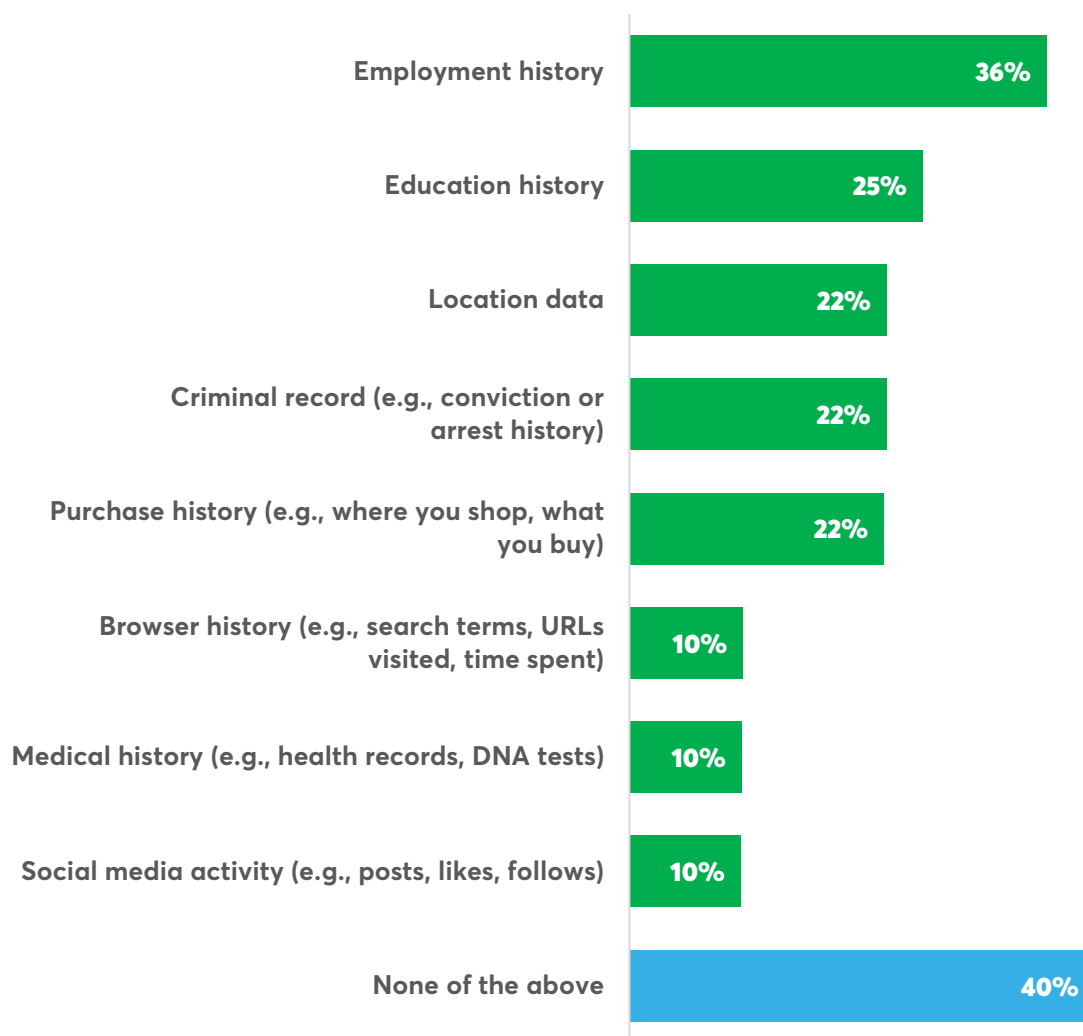
PERCENT SELECTING "I WOULD NOT BE OPEN TO SHARING MY PERSONAL INFORMATION FOR THIS PURPOSE"



Base: All respondents
Respondents could select multiple responses

Next we brought people's attention to the types of personal data that might be involved in an AI-powered process. We asked them to consider what types of data they would be comfortable with an AI using to help make financial decisions about them, decisions like loan approvals or insurance pricing. About one in three (36%) said they would be comfortable with AI using their employment history for a purpose like that, and 25% said they would be comfortable with it using their education history. **The most commonly selected response was "None of the above," with 40% of Americans choosing it.**

Which, if any, of the following types of personal data would you be comfortable with AI using to help make decisions about things like loan approvals or insurance pricing?

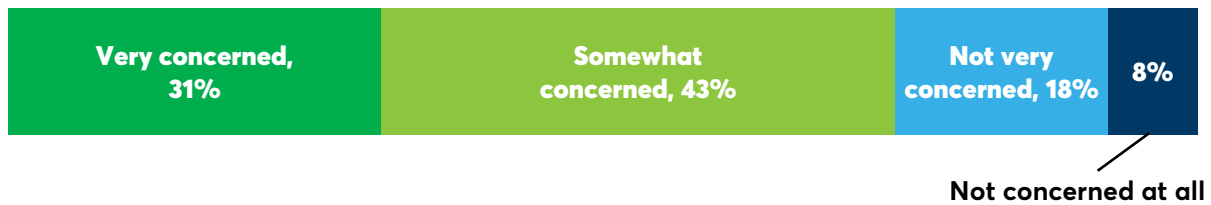


Base: All respondents
Respondents could select multiple responses

PERCEPTIONS OF FAIRNESS AND BIAS

We wanted to learn how concerned Americans were about bias and discrimination potentially introduced by AI into the financial services they use, and what action they think is appropriate to combat it. **Three-quarters of Americans (75%) said they were at least somewhat concerned that using AI in financial services could lead to bias or unfair treatment.**

How concerned are you, if at all, that using AI in financial services could result in unfair or biased treatment of groups based on things like race, gender, age, disability, or other personal characteristics?

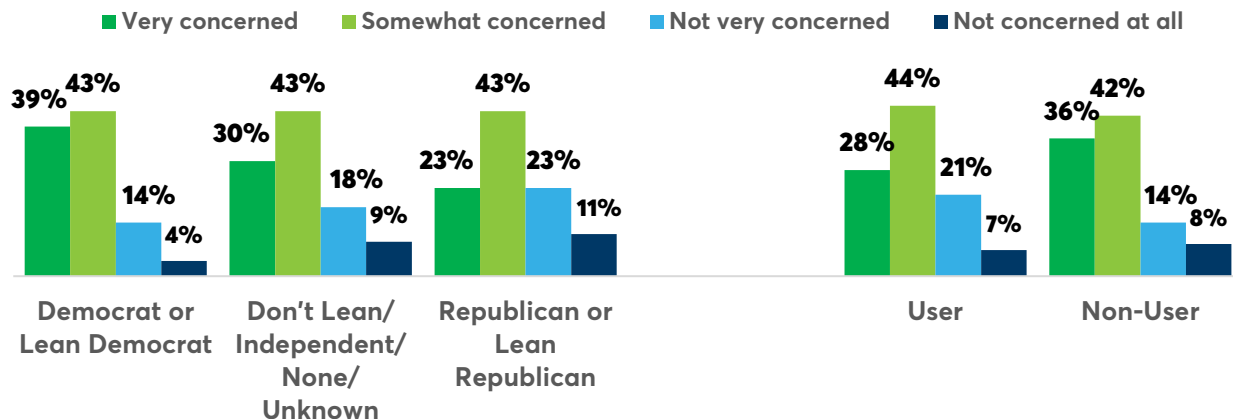


Base: All respondents

Republicans were less likely than independents and Democrats to say they were very concerned about bias potentially introduced by AI into the financial services they use. AI users were also less likely to say they were very concerned than non-users were.

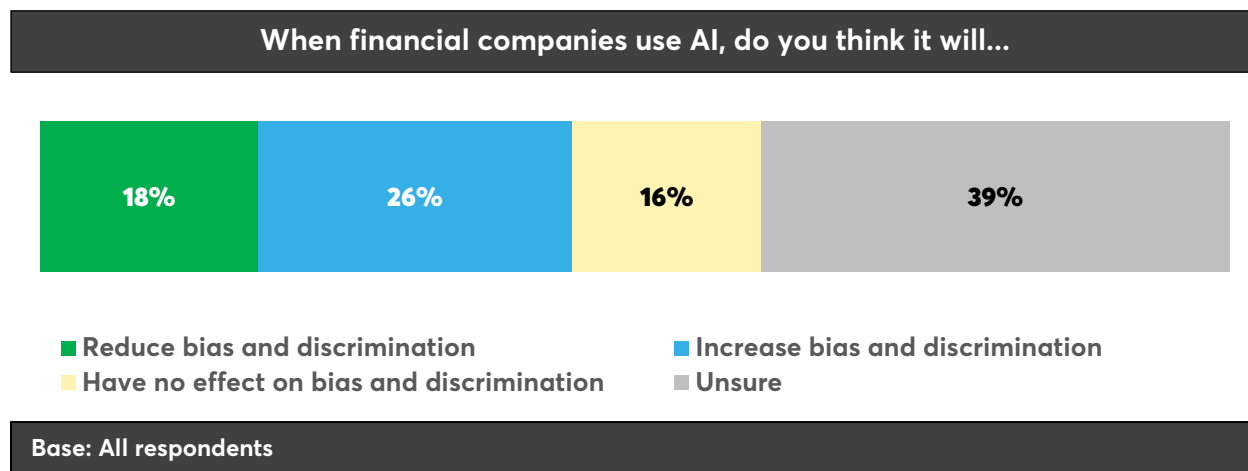
How concerned are you, if at all, that using AI in financial services could result in unfair or biased treatment of groups based on things like race, gender, age, disability, or other personal characteristics?

BY POLITICAL LEANING AND AI USER/NON-USER

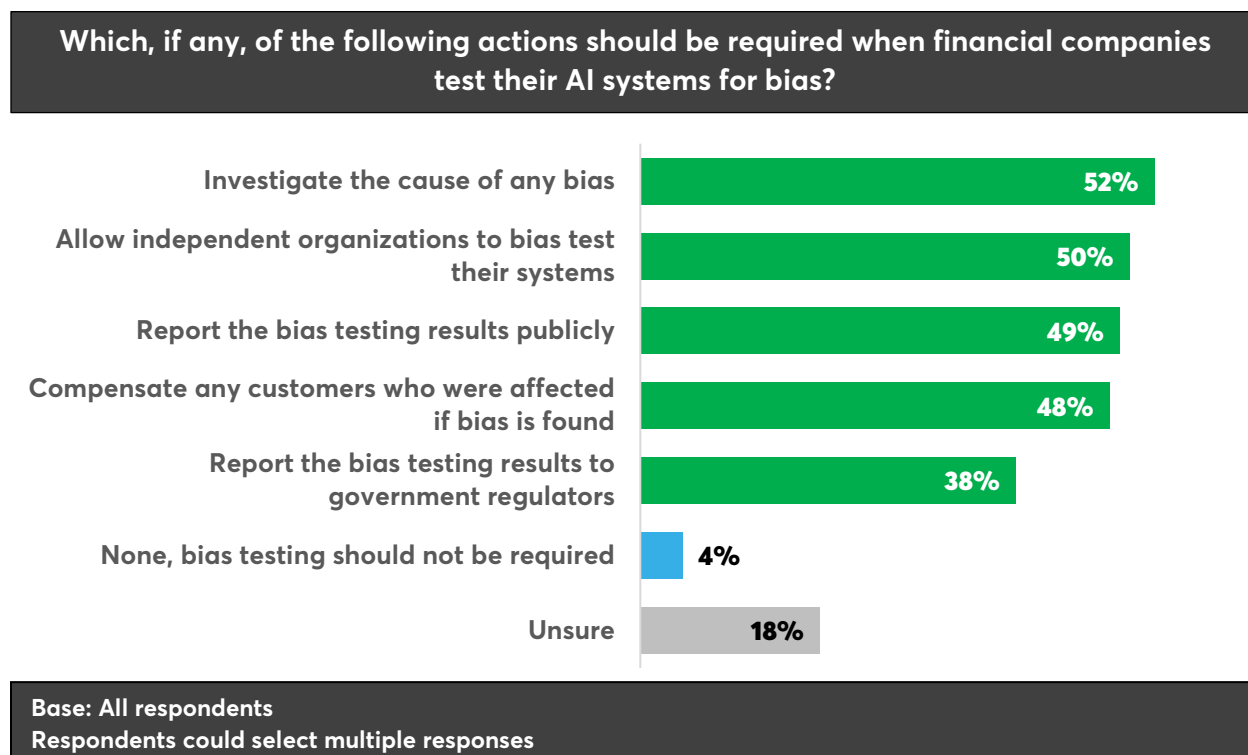


Base: All respondents

We asked if people thought that financial companies using AI would reduce or increase bias and discrimination, or if it would have no effect. **The largest group, four in ten Americans (39%), said they were unsure.** About two in ten (18%) said they thought AI would reduce discrimination, 26% said they thought it would increase discrimination, and 16% said it would have no effect.



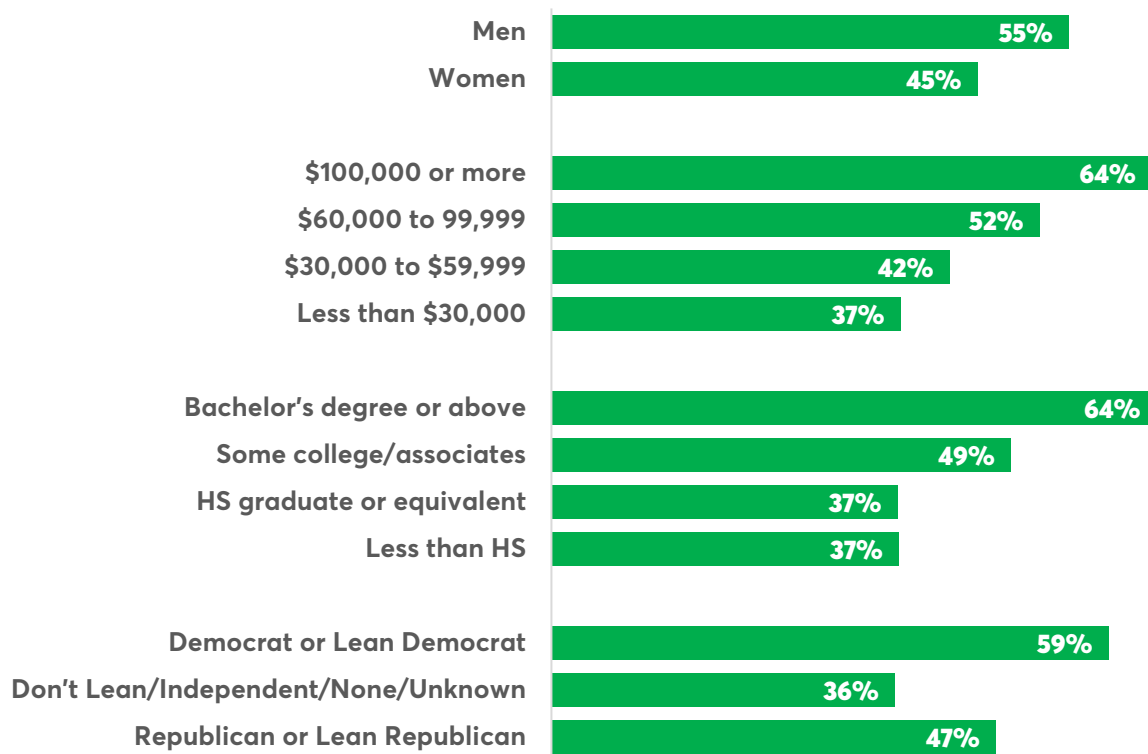
We wanted to know what people thought should be required when companies test their AI systems for bias. About half (52%) of Americans said that companies should investigate the cause of any bias, and also half (50%) said they should allow independent organizations to bias test their systems. **In fact, about half of Americans supported almost every option we offered, including reporting the results publicly (49%) and compensating affected customers (48%).** The exception was the option involving government regulators, which somewhat fewer (38%) selected.



We observed demographic differences in which actions people think should be required. **Several of these actions were more likely to be supported by men, people with a college degree, and Democrats than by their counterparts.** For example, men were more likely than women to support requiring financial companies to allow independent organizations to bias test their systems; people in the highest income households were more likely than people in lower income households; people with a college degree were more likely than people without; and Democrats were more likely than Republicans or independents.

Which, if any, of the following actions should be required when financial companies test their AI systems for bias?

ALLOW INDEPENDENT ORGANIZATIONS TO BIAS TEST THEIR SYSTEMS

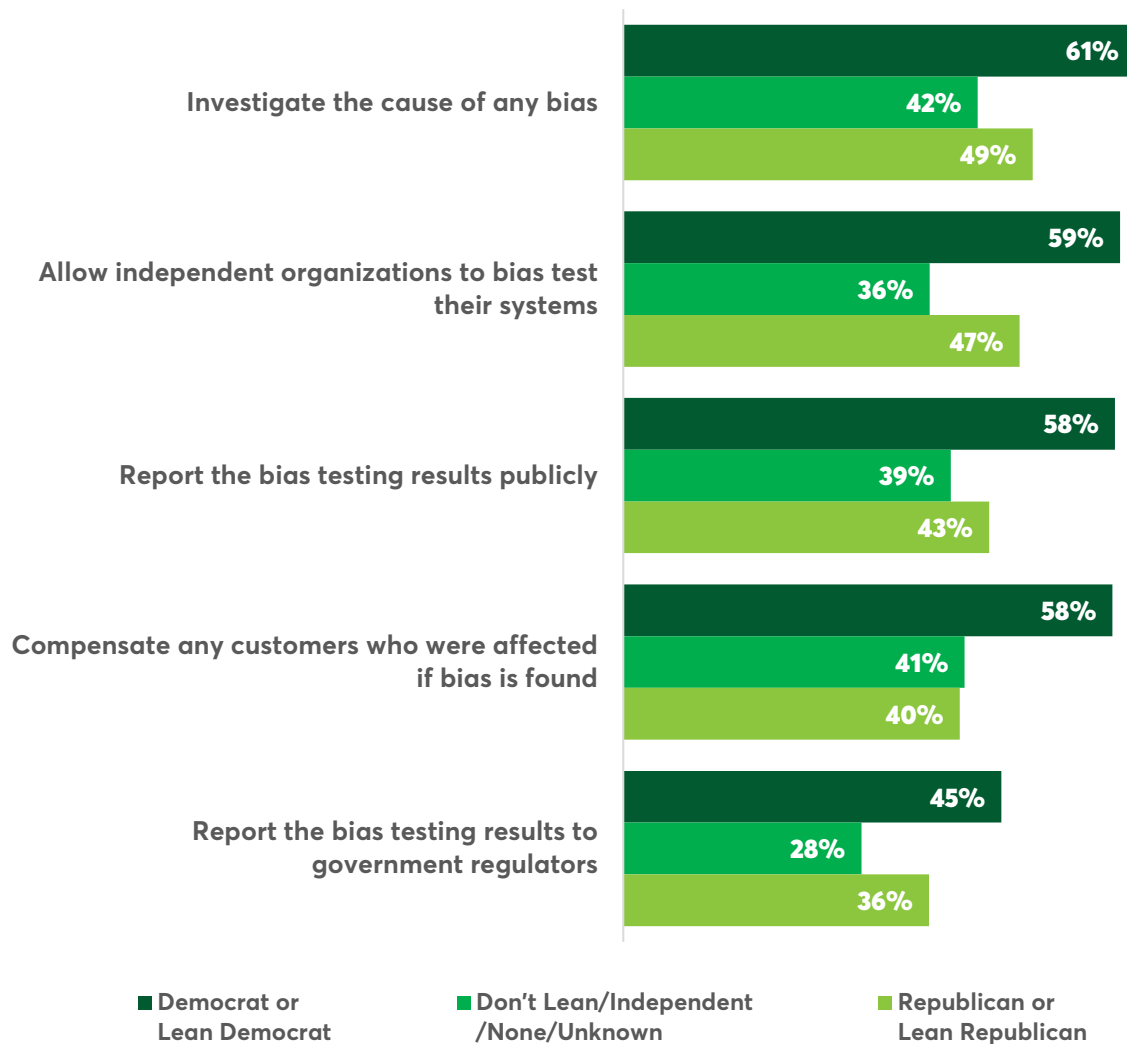


Base: All respondents
 Respondents could select multiple responses

Across the board, Democrats were more likely than Republicans or independents to select each of the actions in our list for this question.

Which, if any, of the following actions should be required when financial companies test their AI systems for bias?

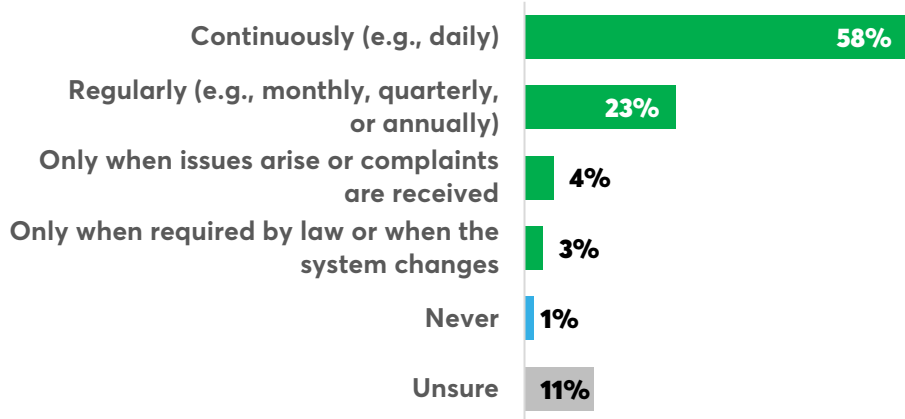
BY POLITICAL LEANING



Base: All respondents
 Respondents could select multiple responses

How often do people think financial companies should monitor their AI systems for fairness and accuracy? **Six in ten Americans (58%) said they think that should happen continuously.** About a quarter (23%) said AI systems should be monitored on a regular basis. Just 4% said they should be monitored only when an issue or a complaint arises, and just 3% said only when required by law or the system changes. One percent said AI systems never need to be monitored, and 11% were unsure.

How frequently, if at all, do you think financial companies should monitor their AI systems to make sure they are working fairly and correctly?

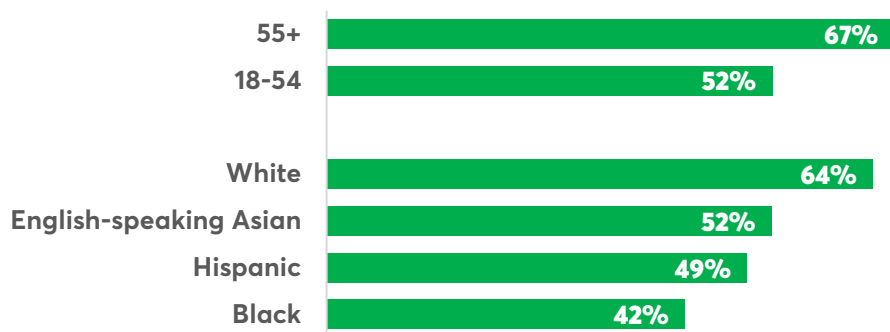


Base: All respondents

People aged 55 and older were more likely than people under 55 to say that financial companies should monitor their systems continuously, and white people were more likely to say so than Black, Hispanic, and English-speaking Asian people.

How frequently, if at all, do you think financial companies should monitor their AI systems to make sure they are working fairly and correctly?

BY AGE AND RACE/ETHNICITY

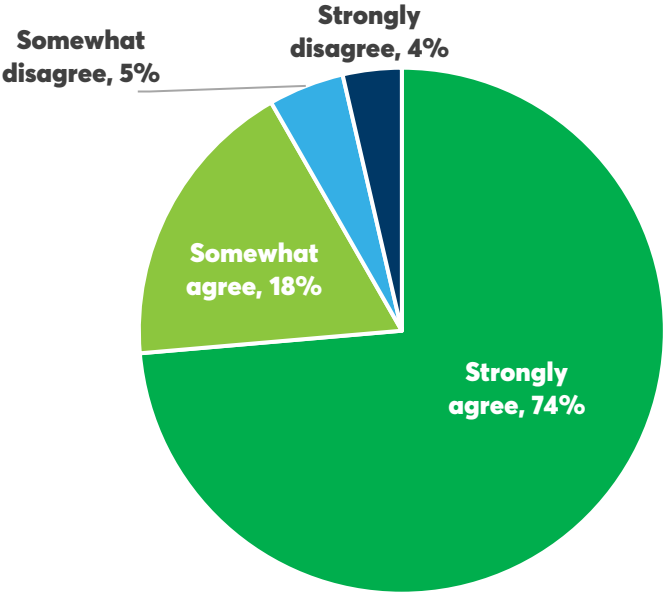


Base: All respondents

TRANSPARENCY, OVERSIGHT, ACCOUNTABILITY, AND RIGHTS

An important goal of this survey was to examine where Americans stand with regard to their rights as consumers when their financial companies use AI, and what responsibilities they believe those companies have to their customers. We began a deep dive into this topic with a straightforward question about transparency. **About three in four Americans (74%) said they strongly agree that they want financial companies to tell them when AI is involved in their services.** And another 18% said they somewhat agree, for a total of 92% agreeing at least somewhat. A total of 8% of Americans said they somewhat or strongly disagree. Women are even more likely to strongly agree with this idea than men, 77% compared to 71%.

How much do you agree or disagree with the following statement:
"I want companies to tell me if AI is involved in the financial services I use."

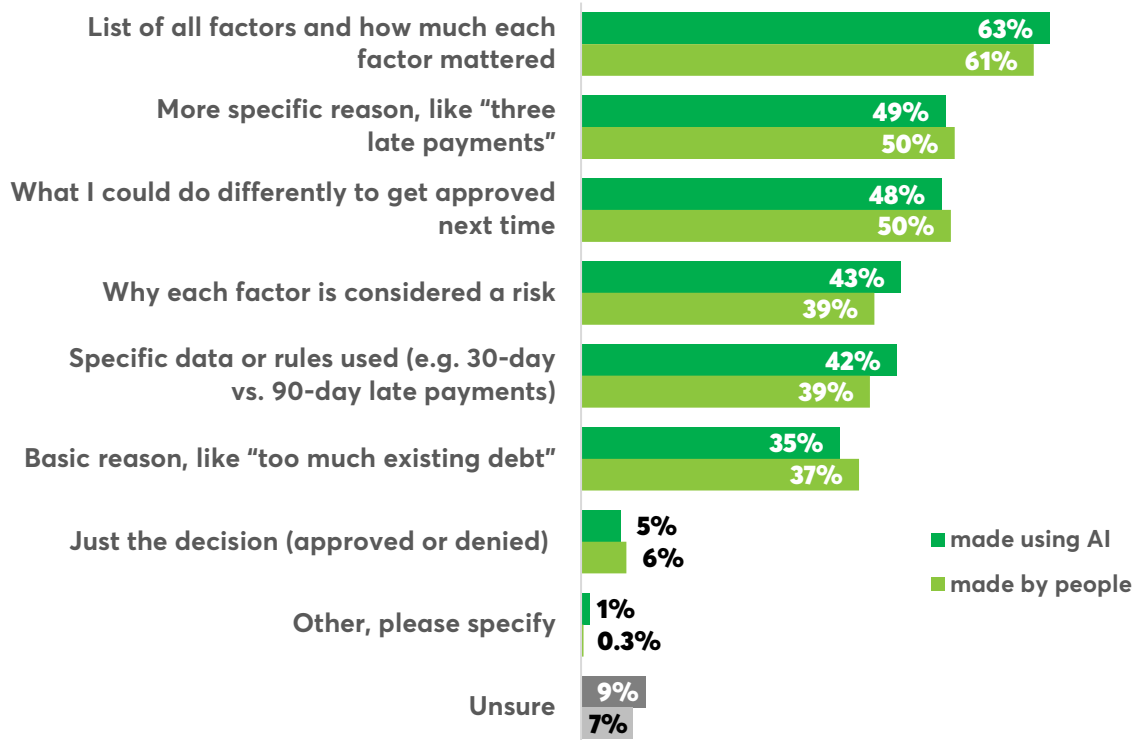


Base: All respondents

We asked the next two questions in a random order. We asked people, imagining they had applied for a loan and it was denied, what types of information they would want to receive about it if the decision was made using AI, and if the decision was made by people with no AI involvement. **The responses were very similar between the two scenarios. “List of all factors and how much each factor mattered” was the most commonly selected response in both scenarios, with 63% selecting it if the decision was made using AI, and 61% selecting it if the decision was made without AI involvement.**

Imagine that you applied for a loan and it was denied. Which of these types of information would you want to receive in the explanation, if the loan decision was made using AI?

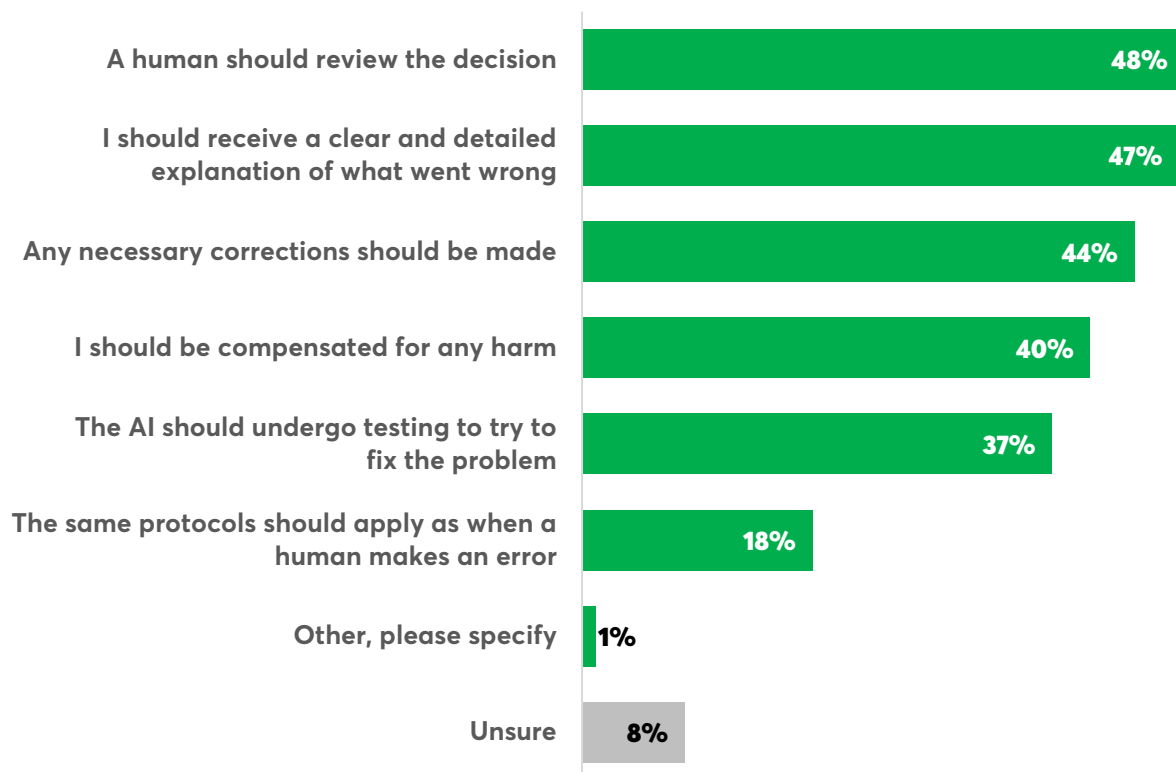
Now, imagine that the same loan decision was made by people, with no AI involvement. Which types of information would you want to receive?*



Base: All respondents
Respondents could select multiple responses
*** Question wording was swapped if the questions were shown in the reverse order**

What do Americans think should happen if an AI makes an error that affects them in financial matters? **About half said that a human should review the decision (48%), and that the consumer should receive a clear and detailed explanation of what went wrong (47%).** Other options—that necessary corrections should be made, that the consumer should be compensated, or that the AI should undergo testing—were also selected by close to four in ten people. **Only about one in five (18%) said that the same protocols should apply as when a human makes an error.** Those aged 60 and up were more likely than younger people to say a human should review the decision (56% compared to 44% of people under 60), and white people were more likely to say so than English-speaking Asian, Black, or Hispanic people (51% vs. 43%, 43%, and 39%, respectively).

If an AI system made an error that affected you, like denying you a loan or charging you a fee, what would you want to happen?



Base: All respondents
 Respondents could select multiple responses

Three-quarters of Americans said they think consumers should have the right to opt out of decision-making that uses AI on major financial matters. Fifteen percent said they were unsure.

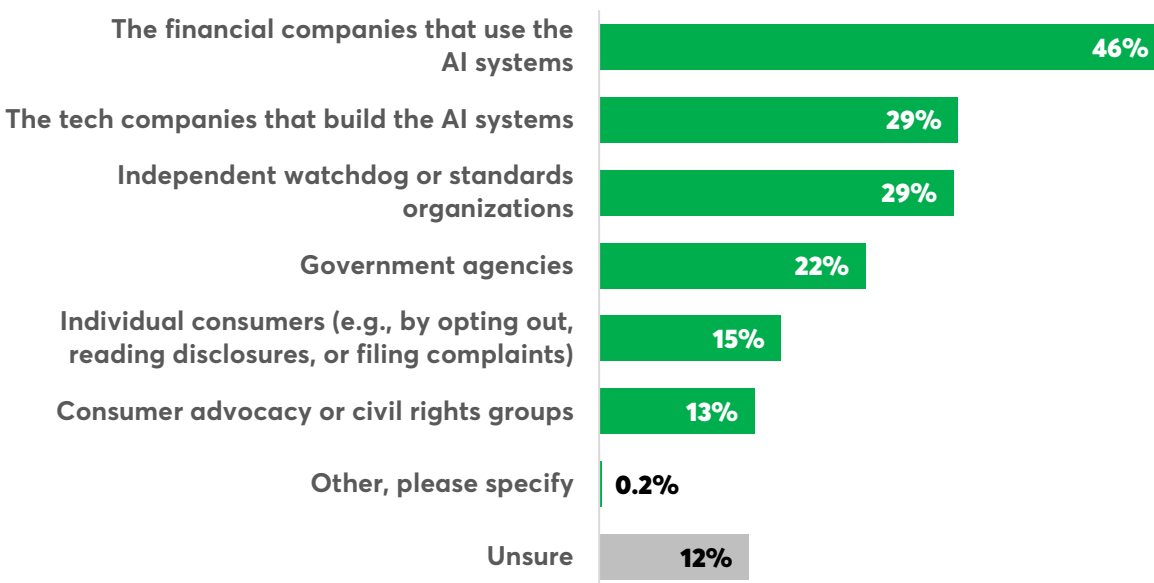
Do you think consumers should have the right to opt out of decision-making that uses AI on major financial matters, such as loan approvals or insurance pricing?



Base: All respondents

When AI is used in financial services, 46% of Americans think that the financial companies should be most responsible for ensuring it is used fairly and ethically. Three in ten (29%) said it should be the tech companies that build the AI systems, and also 29% said that independent watchdog or standards organizations should be most responsible. Two in ten (22%) said it should be government agencies, 15% said individual consumers should themselves be most responsible, and 13% said consumer advocacy or civil rights groups should be most responsible.

Who do you think should be most responsible for ensuring that AI is used fairly and ethically in financial services?



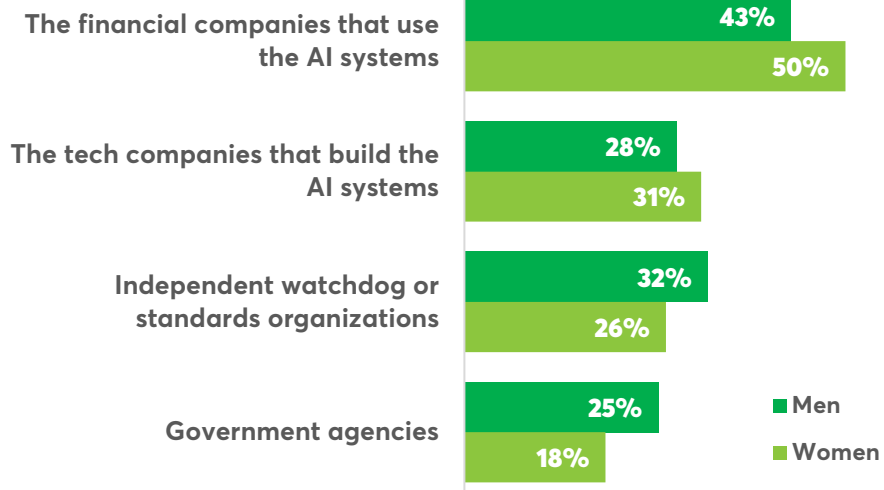
Base: All respondents
Respondents could select up to two responses

We see differences by gender and by age in who people hold most responsible for making sure AI is used fairly and ethically in financial services. Women were more likely than men to consider the financial companies or the tech companies most responsible. In contrast, men were more likely than women to say that independent organizations or government agencies should be most responsible. Looking at age groups, people 55 and older were more likely to say that the financial companies or independent organizations should be more responsible, while people younger than 55 were more likely to hold the tech companies most responsible.

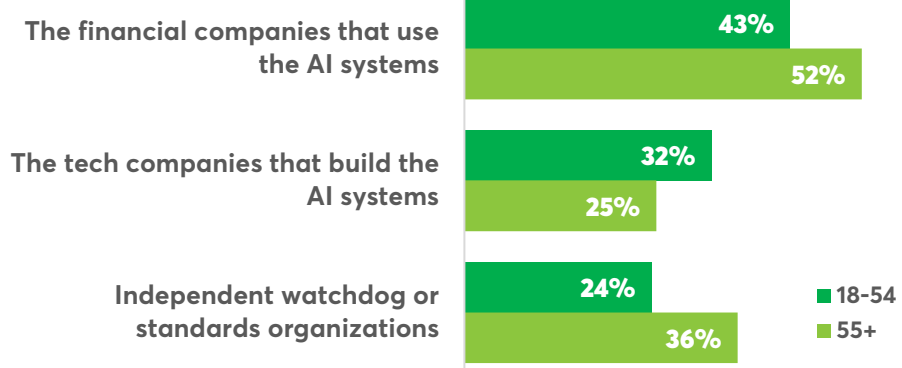
Who do you think should be most responsible for ensuring that AI is used fairly and ethically in financial services?

SELECTED OPTIONS, BY GENDER AND AGE GROUP

By gender



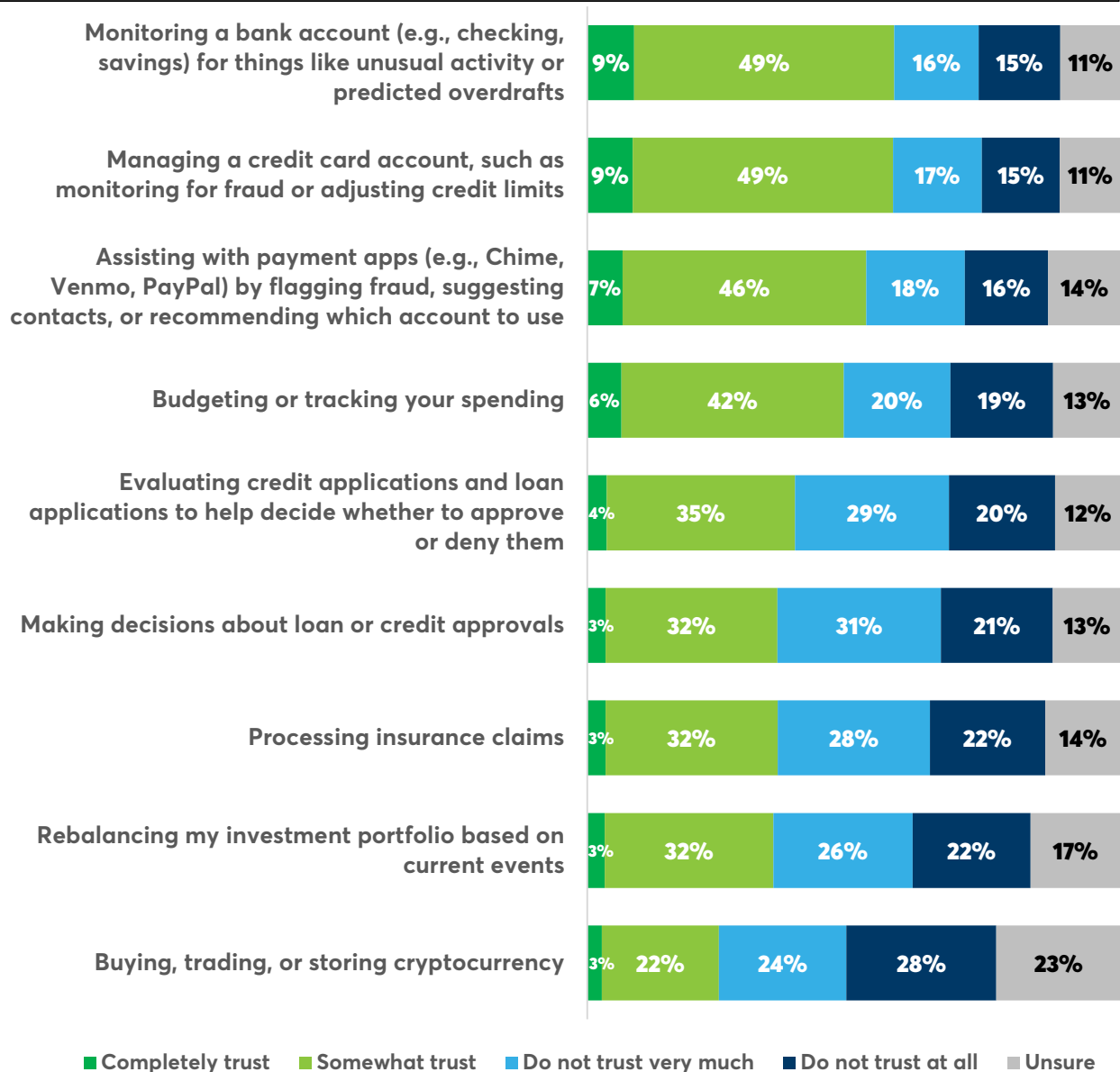
By age group



Base: All respondents
 Respondents could select up to two responses

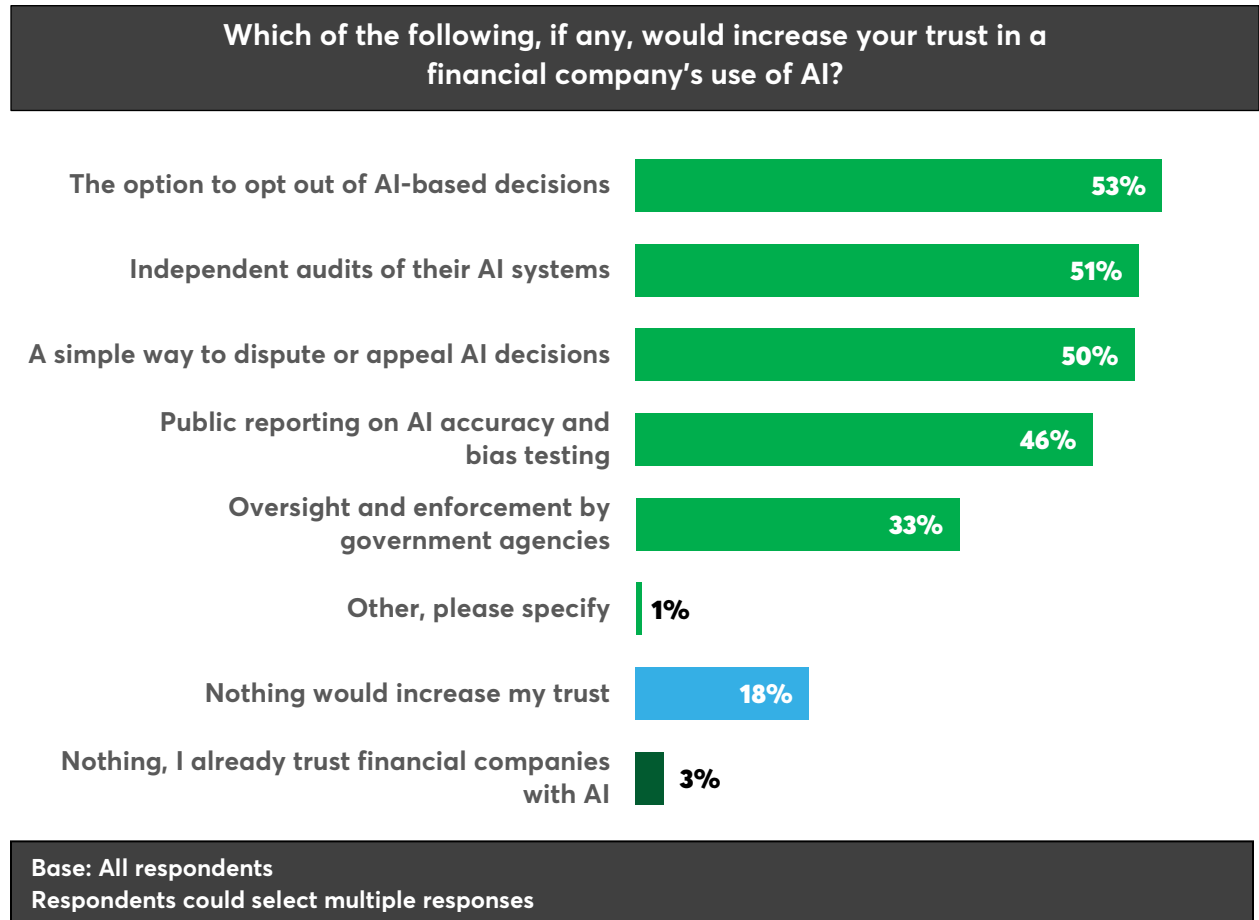
In each of nine different services we asked about, fewer than one in ten Americans said they would completely trust financial companies to use AI responsibly. That being said, **a majority of Americans (58%) said they would at least somewhat trust financial companies to use AI responsibly in monitoring a bank account for things like unusual activity or predicted overdrafts. Also a majority (57%) said they would at least somewhat trust them to use it responsibly in managing a credit card account.** At the low end, three in ten (28%) said they do not trust financial companies at all to use AI responsibly in handling cryptocurrency.

In general, how much would you trust financial companies to use AI responsibly in each of the following services?



Base: All respondents

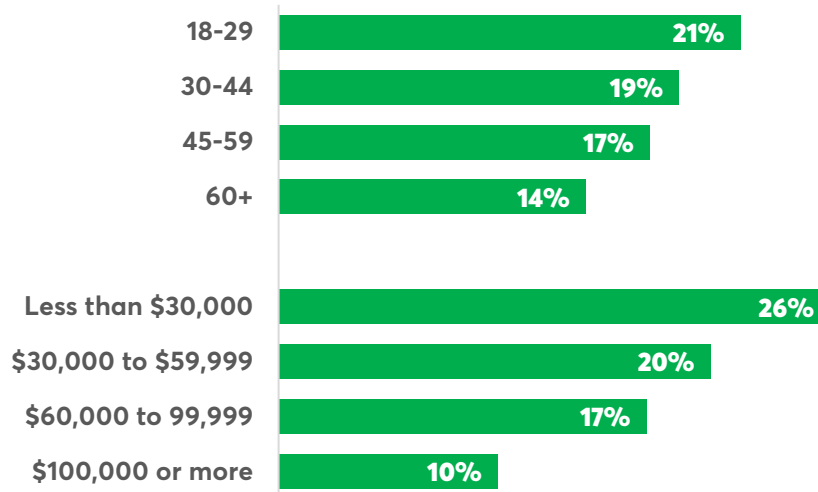
What, if anything, would increase Americans' trust of financial companies' use of AI? **Close to half of Americans (53%) said the option to opt out of AI-based decisions would increase their trust. Also close to half said their trust would be increased by independent audits of AI systems (51%), a simple way to dispute or appeal AI decisions (50%), or public reporting on AI accuracy and bias testing (46%).** One in three (33%) said that oversight and enforcement by government agencies would increase their trust. This echoes a pattern we observed on our earlier question on requirements for bias testing, where close to half selected each of the requirements but fewer selected the one involving government action. About one in five (18%) said that nothing would increase their trust in financial companies' use of AI.



Younger people and people with lower household incomes were more likely to say that nothing would increase their trust in financial companies' use of AI.

Which of the following, if any, would increase your trust in a financial company's use of AI?

PERCENT SELECTED "NOTHING WOULD INCREASE MY TRUST"
BY AGE AND HOUSEHOLD INCOME



Base: All respondents
Respondents could select multiple responses

A solid majority of Americans, 57%, do not believe that current government laws and regulations adequately protect them from the risks of AI in financial services. About one in three (35%) said they were unsure.

Do you believe current government laws and regulations adequately protect you from the risks of AI in financial services?

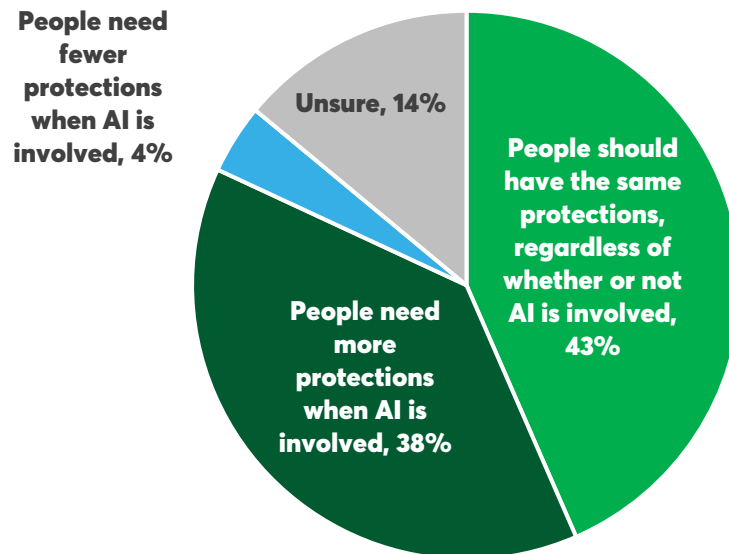


Base: All respondents

Compared to consumer rights that are currently in place for financial services, most Americans (82%) said they think people should have at least as many protections when AI is involved: **43% said people should have the same protections whether or not AI is involved, and 38% said people need more protections when AI is involved.** Four percent said people need fewer protections when AI is involved in financial decisions, and 14% said they were unsure.

Currently, consumers have certain rights when financial companies make decisions, such as the right to know why they were denied credit or to dispute incorrect information.

What level of consumer protections do you think is needed when a financial decision is made by AI?



Base: All respondents

AGENTIC AI

This section asked about experience with and attitudes toward agentic AI. It began with this introduction.

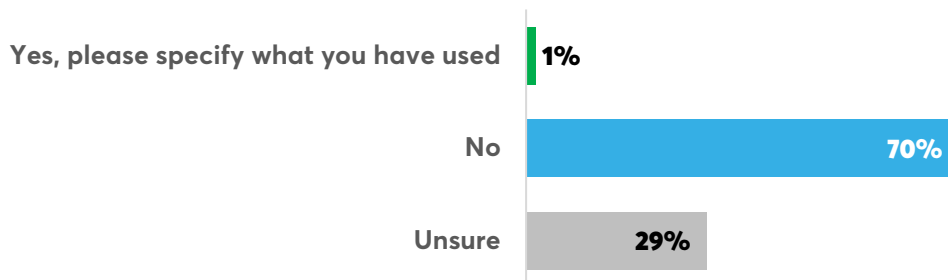
This next section is about AI agents. AI agents can make decisions and take actions for you, based on your goals and changing circumstances, not just fixed rules.

For example:

- In an investment account, if you set a goal of investing in high-dividend stocks, the AI could search for those stocks and buy or sell on your behalf.
- In a bank account, the AI might notice your checking balance is low and automatically move money from savings to avoid an overdraft, based on your usual pay schedule.

We asked if people had ever used an AI agent in financial services, giving the examples of an AI agent that moved their money to earn better interest, or one that switched their insurance provider to save money without being requested to do so. We also specified that we were not referring to functions like target date retirement funds or automatic transfers that follow a preset schedule, because those functions generally do not involve agentic AI. **Just one percent said they had used a financial service where AI made decisions or took actions on their behalf without following fixed rules**, and three in ten (29%) said they were unsure.

Have you ever used a financial service where AI made decisions or took actions on your behalf without following fixed rules you set up ahead of time?

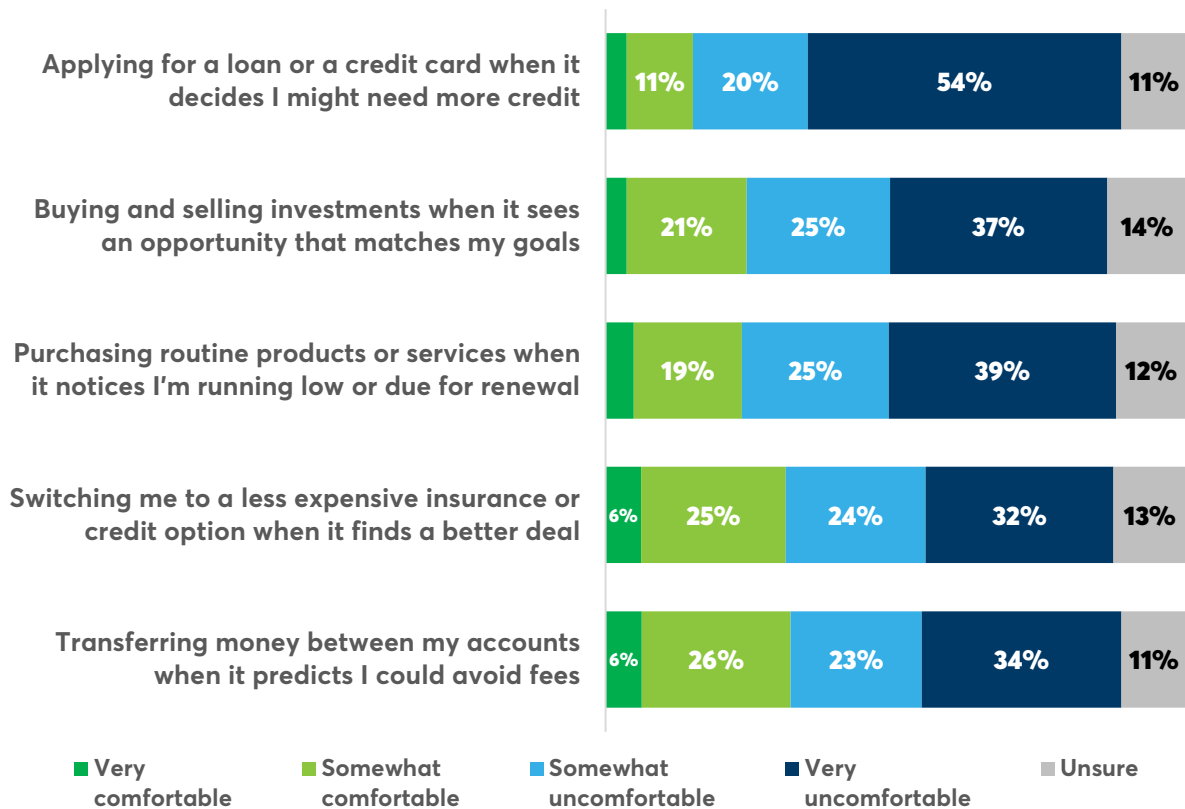


Base: All respondents

However, among the one percent who said they had used agentic AI, most of the open-ended responses actually describe routine automation instead: overdraft protection, automatic transfers, account monitoring, fraud alerts, lifecycle funds, or basic account management. Several responses are vague or uncertain ("bank account," "investment," "Ok," "I don't remember," "probably have used AI and not know it"). Only a small subset plausibly describes robo-advisors or automated investment tools (e.g., Schwab Intelligent Portfolios, Betterment, digital advisors, portfolio rebalancing).

We then asked people to imagine using agentic AI for various financial services and asked how comfortable they would be with each one. About half of Americans (54%) said they would be very uncomfortable with an AI agent applying for a loan or a credit card when it decides they might need more credit, and another 20% said they would be somewhat uncomfortable with that. **Overall, at least half of Americans said they would be at least somewhat uncomfortable with each of the five scenarios we suggested.** The function people were most likely to say they would be at least somewhat comfortable with was transferring money between accounts to avoid fees, where one in three (32%) said they would be somewhat or very comfortable.

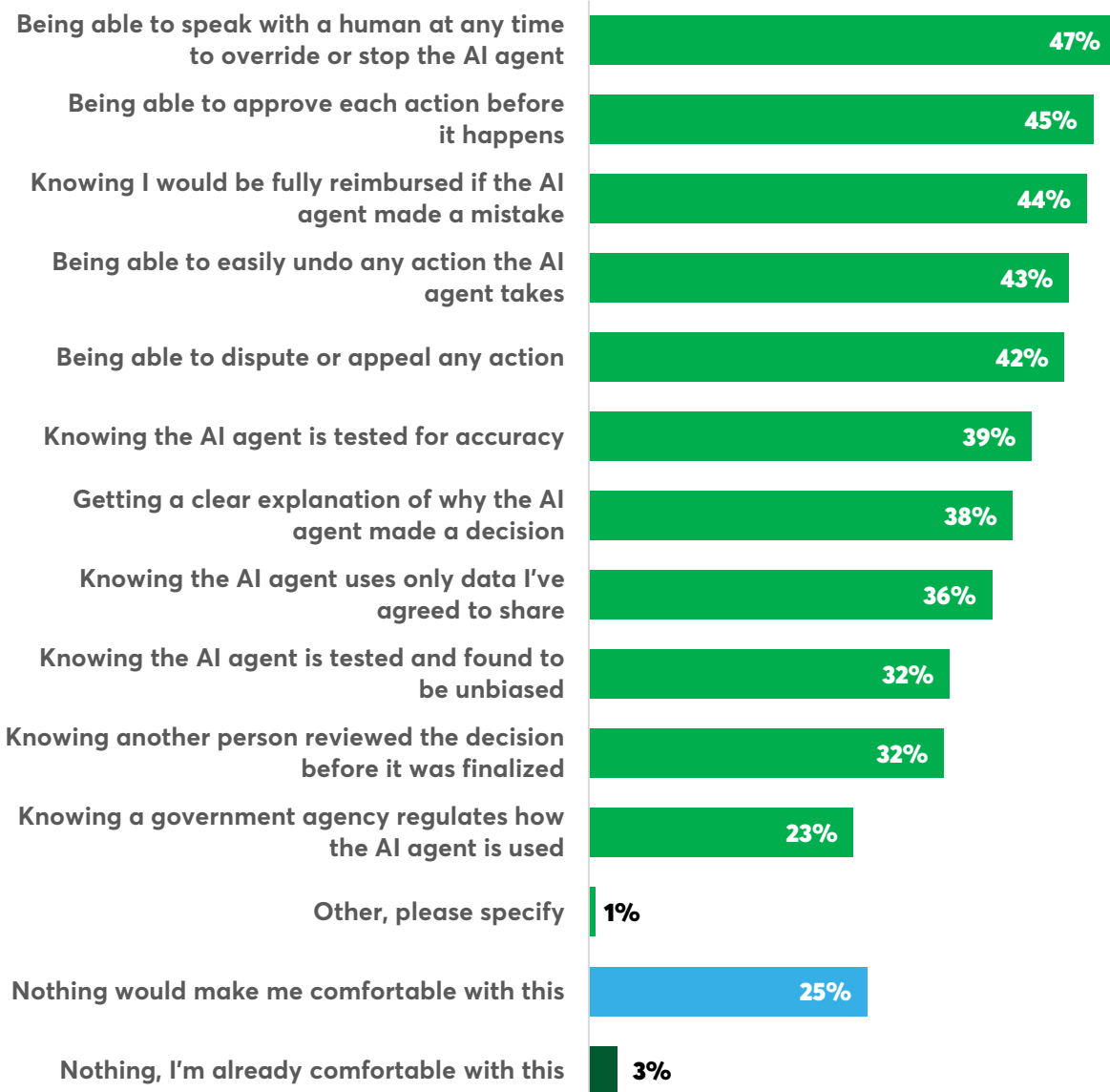
How comfortable or uncomfortable would you be with an AI agent doing each of the following on your behalf, without needing your approval each time?



Base: All respondents

We offered several characteristics that might make people more comfortable with AI agents making financial decisions on their behalf, and large minorities (ranging from 23% to 47% of Americans) speculated that each of them would make them more comfortable. **The most commonly selected one was being able to speak with a human at any time to override or stop the AI agent, with 47% selecting it.** Once again, relying on the government was the least commonly selected: 23% selected knowing a government agency regulates how the AI agent is used. **One in four Americans (25%) said nothing would make them comfortable with AI agents making financial decisions on their behalf.**

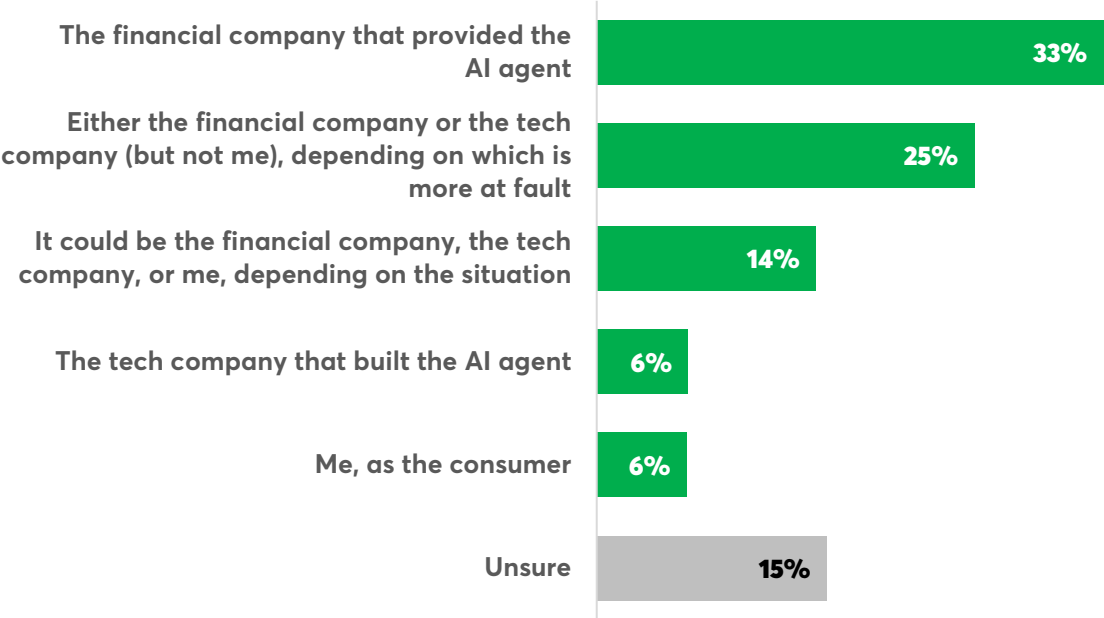
What, if anything, would make you more comfortable with AI agents making financial decisions on your behalf?



Base: All respondents
 Respondents could select multiple responses

An AI agent could make a financial decision that causes harm to a customer. **If that were to happen, one in three (33%) of Americans said they think the financial company that provided the AI agent should bear the most responsibility.** One in four (25%) said that either the financial company that provided it, or the tech company that built it, should be the most responsible, depending on which is more at fault. A smaller group, 14%, said that it could be the financial company, the tech company, or the customer. Only 6% said that the tech company that built the AI agent should bear the most responsibility alone, and another 6% said that the consumer themselves should bear the most responsibility. Fifteen percent said they were unsure.

Who should be most responsible if an AI agent made a financial decision for you--without your specific approval--that caused you harm (for example, if it caused you to lose money)?

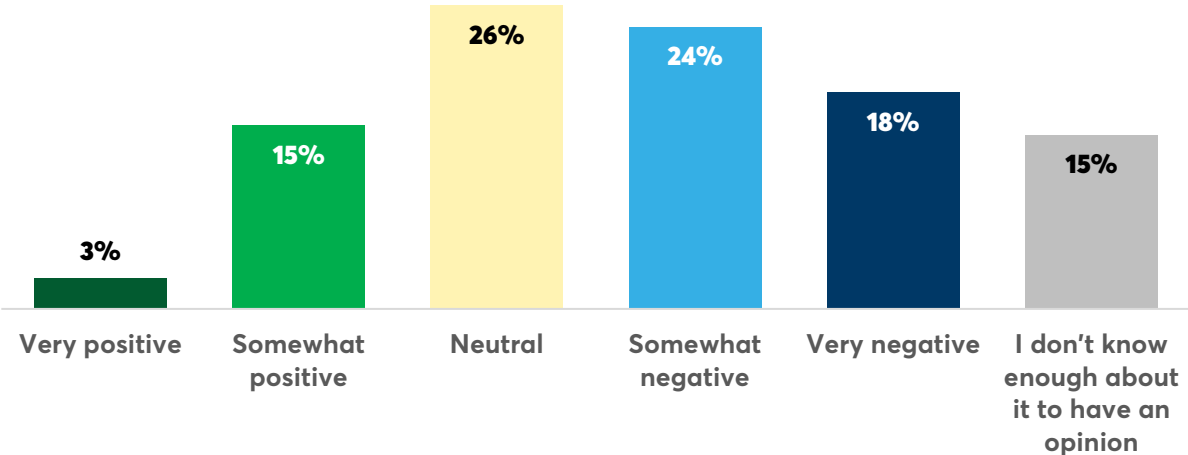


Base: All respondents

FUTURE OUTLOOK

For the final question in the survey, and after considering all of the details addressed in the previous questions, we asked people how they feel overall about the growing use of AI in financial services. The responses are varied, but **more Americans expressed negative views than positive ones: four in ten (42%) said they feel somewhat or very negative, while two in ten (18%) said they feel somewhat or very positive.** At the same time, it's important to note that only six in ten (60%) of Americans expressed a positive or negative opinion. Among the rest, 26% of Americans said they feel neutral about it, and 15% said they don't know enough about it to have an opinion.

Overall, how do you feel about the growing use of AI in financial services?



Base: All respondents

SUMMARY

Broad Skepticism Toward AI in Financial Services

Americans are largely wary about the growing use of AI in financial services. When people are aware of encountering AI in their financial services, the majority report negative experiences. Americans generally do not see of AI as improving the financial services issues they care most about. While faster decisions were the most cited benefit of AI, speed was not a high priority for consumers. Many are not comfortable with AI using personal data for decisions like loan approvals or insurance pricing. Three-quarters are concerned that using AI in financial services could lead to bias or unfair treatment. A majority are also uneasy with potential uses of agentic AI. Despite that, many Americans are comfortable with non-financial uses of AI, such as in driving navigation or entertainment recommendations. We also see a substantial amount of positive sentiment about the use of AI in fraud prevention.

High Uncertainty and Knowledge Gaps

Many Americans felt they did not have enough information to form an opinion about AI in financial services. Roughly equal shares said they are unsure whether the benefits of AI in financial services outweigh the risks (39%) as said that the risks outweigh the benefits (38%). A large percentage (39%) said they were unsure if AI would reduce or increase bias and discrimination, or even if it would have no effect. And four in ten Americans declined to give an opinion about the future outlook for the use of AI in financial services.

Weak Confidence in Government Oversight

Americans were less likely to see government intervention as a key safeguard against the risks of AI than other protections. We see this pattern across four survey questions: 1) Americans were less likely to say that government involvement should be required when financial companies test their AI systems for bias than all the other remedies we offered. 2) Americans were less likely to say that government agencies should be most responsible for ensuring that AI is used fairly and ethically than any other stakeholders. 3) Americans were less likely to say that oversight and enforcement by government agencies would increase their trust in a financial company's use of AI than any other safeguards. 4) A solid majority of Americans, 57%, do not believe that current government laws and regulations adequately protect them from the risks of AI in financial services.

Expectations Placed on Financial Companies

Americans place primary responsibility on financial companies to ensure their use of AI is fair and accurate. Many want continuous monitoring, human review of errors, and clear accountability. The thing that people were most likely to say would increase their trust in financial companies' uses of AI would be the ability for consumers to opt out of AI-driven decisions.

Trust Hinges on Transparency and Consumer Benefit

Financial companies have their work cut out for them in gaining Americans' trust in their adoption of AI processes. Transparency will be an important part of that, along with continuous and publicly reported testing, and maintenance of consumer rights and protections in financial services even when AI is involved. When AI is clearly used to help consumers, such as in fraud detection, people embrace it. But Americans are wary that financial companies may prioritize their own interests over consumers' rights.

METHODOLOGY

This multi-mode survey was fielded by NORC at the University of Chicago using a nationally representative sample. The survey was conducted from September 12th to October 16th, 2025. Interviews were conducted in English ($n = 3,920$) and in Spanish ($n = 153$), and were administered both online ($n = 3,842$) and by phone ($n = 231$).

A general population sample of U.S. adults age 18 and older was selected from NORC's AmeriSpeak® Panel for this study. Funded and operated by NORC at the University of Chicago, AmeriSpeak® is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations.

In total NORC collected 4,073 interviews. The margin of error for the sample of 4,073 is +/- 1.99 at the 95% confidence level. Smaller subgroups will have larger error margins. Panelists were offered the cash equivalent of \$4 for completing the survey.

Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the U.S. adult population. Key demographic characteristics (after weighting is applied) of this sample are presented below:

- 51% female
- Median age of 47 years old
- 60% white, non-Hispanic
- 37% 4-year college graduates
- 63% have a household income of \$50,000 or more

NORC asks separately about race and ethnicity. This report refers to "white," "Black," and "Asian-Pacific Islander" Americans. This should be taken to mean people who gave their race as white, Black, or Asian-Pacific Islander and did not give their ethnicity as Hispanic; people who gave their ethnicity as Hispanic are reported as Hispanic here, regardless of what race(s) they selected.