



FACTUM

Majority of Americans (89%) Are Comfortable Adapting to New Technology in Daily Life

Almost Seven in Ten (68%) Are Familiar with AI's Uses and Applications

CHERRY HILL, NJ – June 17, 2025 — The majority of Americans (89%) are comfortable using and adapting to new technology, according to an Ipsos survey conducted on behalf of TD Bank. Over two-thirds (68%) say they are familiar with AI's uses and applications. The survey reveals a notable embrace among Americans, with 65% recognizing AI's potential to widen financial tool access, affirming the shifting perception towards AI.

Americans Trust AI for Information, But Personal Connection Remains Key

Americans trust AI information just as much as news outlets (50%), and twice as much as social media influencers (25%). Despite this growing confidence in AI, traditional sources of trust continue to dominate; with banks (83%) and personal connections (90%) remaining the most trusted sources for accurate information. Interestingly, almost half (48%) believe AI can help sidestep awkward bank interactions, suggesting improvements in accessibility and self-service functionality.

AI's Proficiency in Financial Services Builds Consumer Comfort

Many Americans trust AI to efficiently manage behind-the-scenes tasks in banking, with 70% comfortable with AI's role in fraud detection, 44% in investment management, and 43% in hybrid financial advisory services incorporating both AI and human advisors. Most Americans also trust AI for budgeting (60%) and automating savings goals (59%).

In personal finance, while confidence in AI for budgeting and savings is strong, there is less trust in AI managing more intricate tasks like retirement planning (48%) and investing (44%). However, 51% see AI's potential in enhancing financial decision-making, indicating a growing comfort level as understanding of AI deepens.

Transformative Trends: AI's Evolving Influence in Banking

Despite ongoing concerns of job loss, employees actively using AI in their roles feel less threatened by potential job displacement than they did a year ago. Notably, two-thirds (68%) report that AI has enhanced their workplace productivity.





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While only 22% of Americans view no benefit in AI within financial services, significant concerns linger over data security (65%), reduced human interaction (56%), and transparency in AI decision-making (49%). Still, AI integration in banking offers promising enhancements in accessibility, with many Americans anticipating 24/7 banking access (48%), improved transaction efficiency (40%), and reduced costs (32%). Moreover, 65% believe AI could extend financial tools to those currently underserved, making financial services increasingly accessible to a wider audience.

About the Study

These are the findings of an Ipsos survey conducted on behalf of TD Bank that was fielded between March 17 to March 31, 2025. A total of n=2500 Americans aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the American population according to census parameters. This survey has a credibility interval of +/- 2.2 per cent 19 times out of 20, of what the results would have been had all Americans aged 18+ been surveyed.

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