



## PRESS RELEASE

### Ipsos shows why trust is the ultimate differentiator in the AI era

**San Francisco, March 16, 2026** – AI is accelerating the pace of business — and making trust more critical than ever, with Ipsos research showing that 64% of Americans say products and services using AI make them nervous. Leaders still need that trust in order to grow. And they need the right data to make decisions that maintain that trust.

That's why [Ipsos](#), one of the world's leading market research and opinion polling companies, has launched [Your Next Big Thing: How to Build Trust in the AI Era](#), a data-driven content series which explores the shifting landscape of loyalty in the attention economy and how businesses can break through with the right AI tools and the right human insights.

“At Ipsos, we believe while attention gets you noticed, trust is what makes you matter. To do that, decision-makers need to find a balance between the right AI-powered tools and the right data on human perspectives,” said Nick Mercurio, Chief Client and Growth Officer, Ipsos North America.

Ipsos' new POV on [How to Build Trust in the AI Era](#) breaks down these issues, including why corporate leaders are skeptical of existing policies for ethical AI adoption, why consumers trust humans and AI working together more than AI alone, and how decision-makers can ensure that they're listening to the right humans to build business plans off valid signals rather than noise.

Ipsos is hosting a series of live events, including a [February panel with experts from Salesforce and Google](#) and [The Human Touch: How Trust and Human Skills Will Drive Success in the AI Future](#), a live studio conversation broadcast virtually on April 1, where a panel of talent, education and innovation experts will share strategies for building resilient teams and discuss the value of human wisdom as AI changes the nature of work.

These panels will be followed by an exclusive impact story detailing how Ipsos provided a leading global tech brand with essential data on the changing nature of trust, and explaining how this data advanced the client's marketing, thought leadership and strategic positioning.

[Your Next Big Thing: How to Build Trust in the AI Era](#) follows from Ipsos' own standing as a leader in implementations of AI in market research and opinion polling, from new research methodologies and synthetic data to internal AI tools — all of which have contributed to Ipsos' [ranking by GRIT Greenbook as the world's most innovative insights and analytics provider](#) for several years running.

To learn more about **How to Build Trust in the AI Era** or register for the April 1 webinar, visit: <https://ipsos-insight-llc.foleon.com/your-next-big-thing/how-to-build-trust-in-the-ai-era/>.

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**GAME CHANGERS**





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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