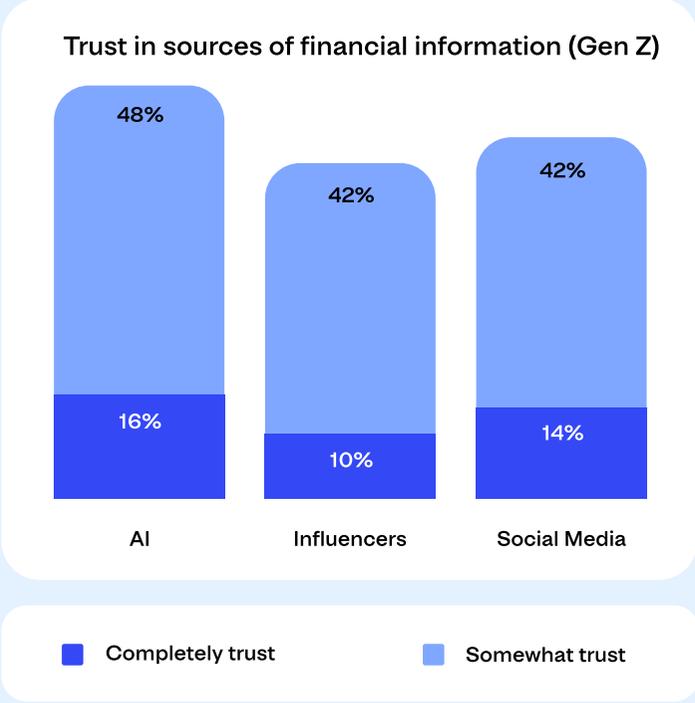


Gen Z trust in financial sources

They are curious-but cautious.



It starts with **who they trust** for money information, with 48% somewhat trusting AI as a source of financial information.

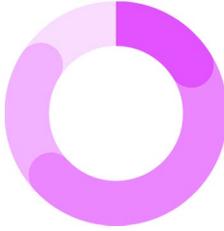
Trust in AI platforms



Trust Level	Percentage
Completely trust	16%
Somewhat trust	48%
Don't really trust	19%
Other responses	17%

Trust isn't the same as confidence.

Confidence in the accuracy of AI platforms



Confidence Level	Percentage
Very confident	16%
Somewhat confident	48%
Not particularly confident	19%
Other responses	15%

Confidence in the accuracy of these sources is also mixed.

Credibility matters most.

Gen Z rank **source credibility** as by far the most important factor when it comes to information and guidance about managing their finances.

