People Worry AI Is Moving Too Fast. Companies Can Do More to Build Trust.

August 2026

Just Capital

[Just Capital](#) has undertaken new research to understand how companies can build trust with the American public in service of supporting an AI-powered economy that unlocks greater long-term value and shared prosperity for business and society.

Americans who use AI most often are most likely to support pausing or slowing AI development

More than seven in ten (72%) Americans support pausing or slowing AI development so that each model release could be evaluated more carefully. Support divides evenly between 36% who strongly support a pause and 36% who somewhat support it.

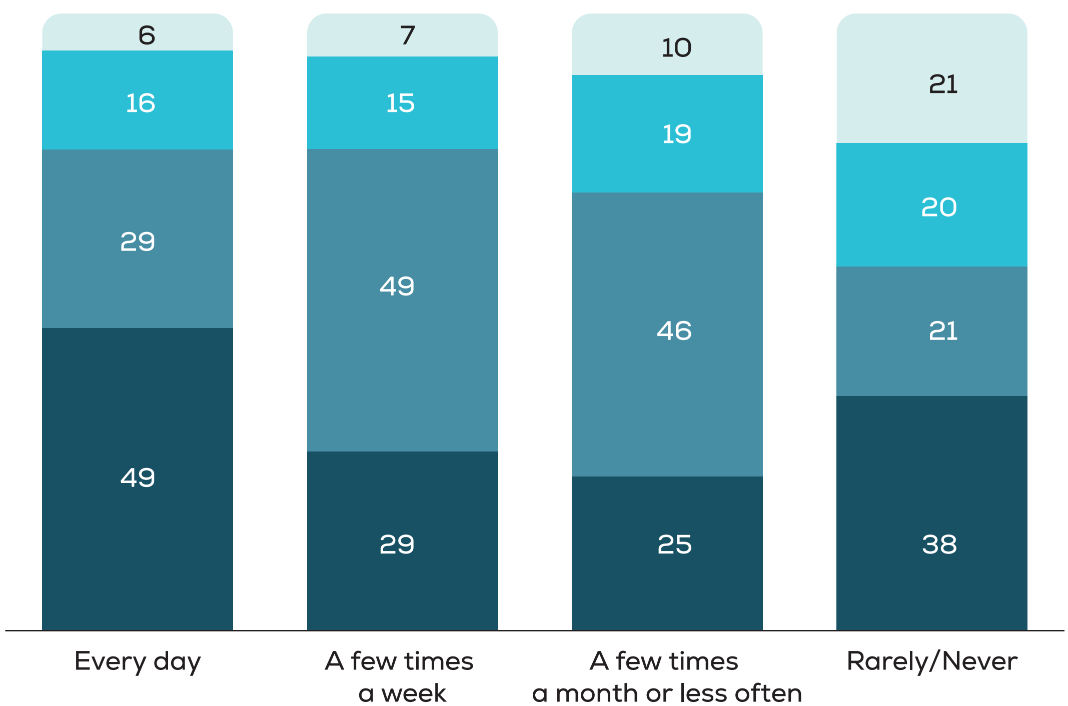
Those who use AI most often are more likely to support a pause (78%): 49% of those who use AI every day strongly support the pause, and an additional 29% somewhat support it.

- Those who use AI a few times a week are similarly likely to support a pause overall (78%), with 29% strongly supporting it and 49% somewhat supporting it.
- Less frequent users are less likely to support a pause, but they are not more likely to oppose one; they are more likely to say they are not sure.

Every day users are more likely to say a pause would increase their trust a lot in both AI models and the companies that develop them.

Support for Pausing AI Development, by AI Use Frequency

Strongly Support Somewhat Support Oppose Not Sure



Source: Just Capital Survey, August 2026

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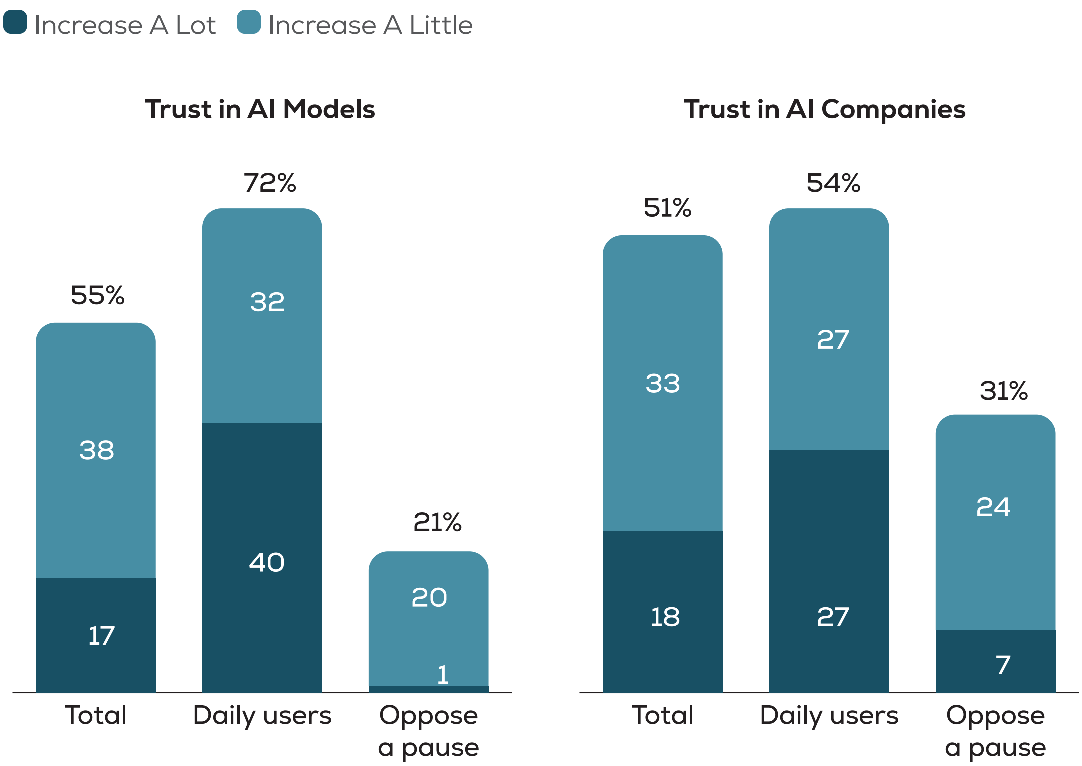
A pause would drive trust

A majority of Americans (55%) say a pause would increase their trust in AI models, including 17% who say it would increase trust a lot and 38% who say a little. Trust in AI companies follows a similar pattern: 51% of Americans say a pause would increase their trust in AI companies, including 18% who say a lot.

Even among those who oppose a pause, 21% say it would still increase their trust in AI models and 31% say it would increase their trust in AI companies. Most of the rest say a pause simply wouldn't move the needle, mostly because their minds on AI are already made up. Among those who say a pause would make no difference, 43% say that is because the pause would not change their distrust of AI, while 23% say they already trust AI regardless of a pause.

Share Who Say a Pause Would Increase Their Trust



Source: Just Capital Survey, August 2026

During a pause, Americans want to see stronger safeguards put in place

Among the Americans who support a pause, the concerns they most want addressed during it are practical and immediate:

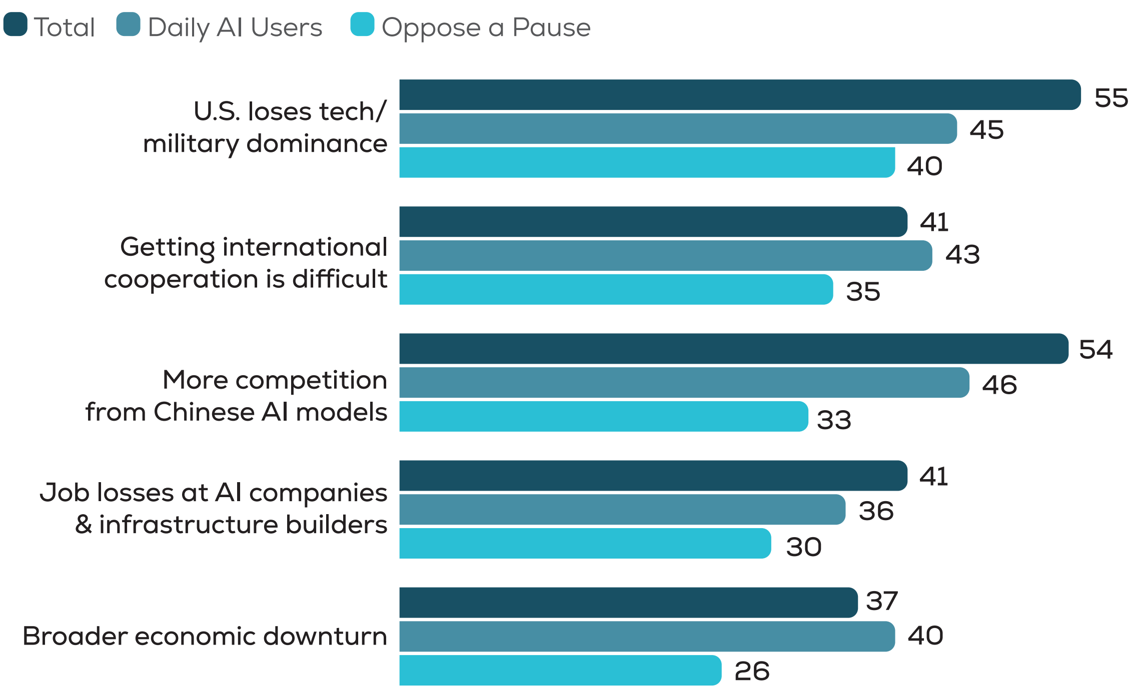
- Data privacy and security (21%) and AI safety, the risk of losing control, or AI causing harm (20%), followed by the accuracy and reliability of AI outputs (16%).
- Job loss and economic displacement (10%) and broader concerns about societal overreliance on AI (10%) trail behind. Nearly a quarter (23%) don't name a specific concern.

The public is mindful of potential downsides

Across five potential downsides to a pause on AI development, concerns about maintaining competitiveness and national security rank highest: 40% of all Americans say the U.S. losing technological or military dominance would be a major problem if AI development paused, and 35% say the same about the difficulty of getting international AI companies to cooperate with a pause. A third (33%) call falling behind and facing more competition from Chinese models a major problem, three in ten (30%) say job losses among workers at AI companies and infrastructure builders would be a major problem, and about a quarter (26%) say a broader economic downturn would be a major problem.

A majority of those who oppose an AI pause say lost technological and military dominance (55%) and competition from China (54%) would be major problems. Daily AI users, despite being the strongest supporters of a pause, are just as attuned to its risks: they are more likely than the general public to call every one of these five issues a major problem, from job losses (36% vs. 30% overall) to the risk of an economic downturn (40% vs. 26% overall).

Share Saying Each Would Be "A Major Problem" if AI Development Paused



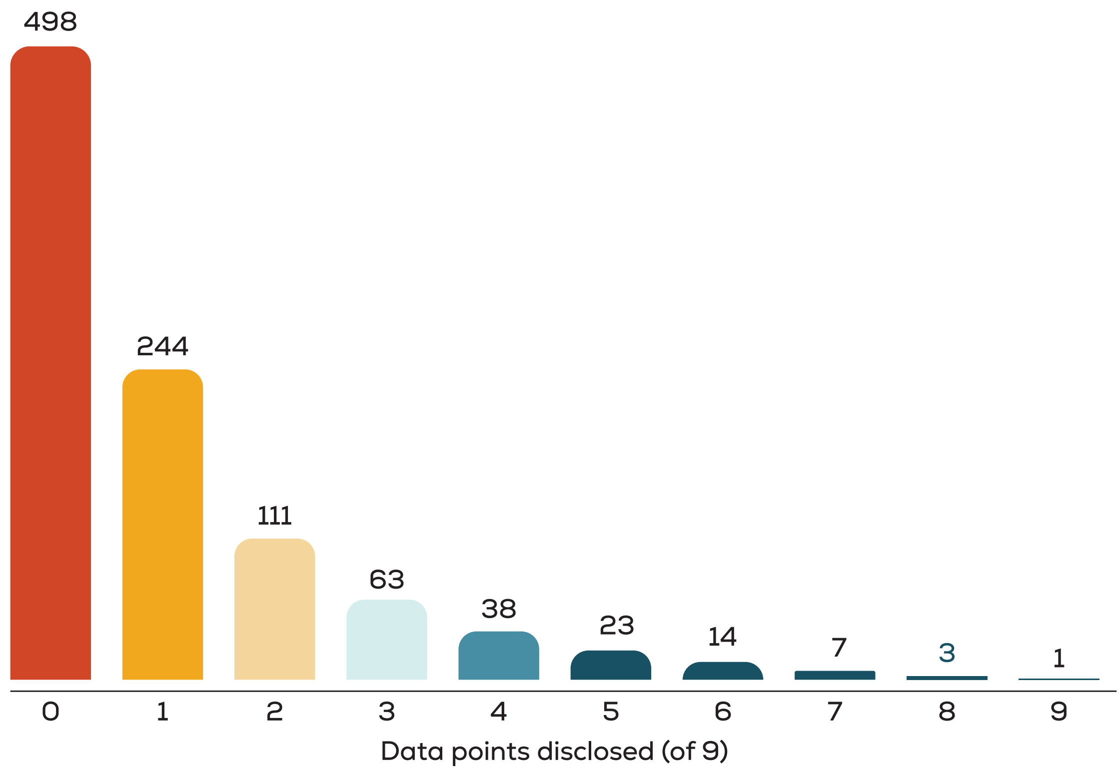
Source: Just Capital Survey, August 2026

Corporate disclosure is lagging on the AI issues that matter most to the American public

In a review of 1,002 of the largest US-based companies including nine hyperscalers (Alphabet, Amazon, Anthropic, IBM, Meta, Microsoft, OpenAI, Oracle, Nvidia) across nine disclosure areas spanning AI governance, data protection, workforce impacts, and community initiatives, disclosure is limited. More details on methodology are available below.

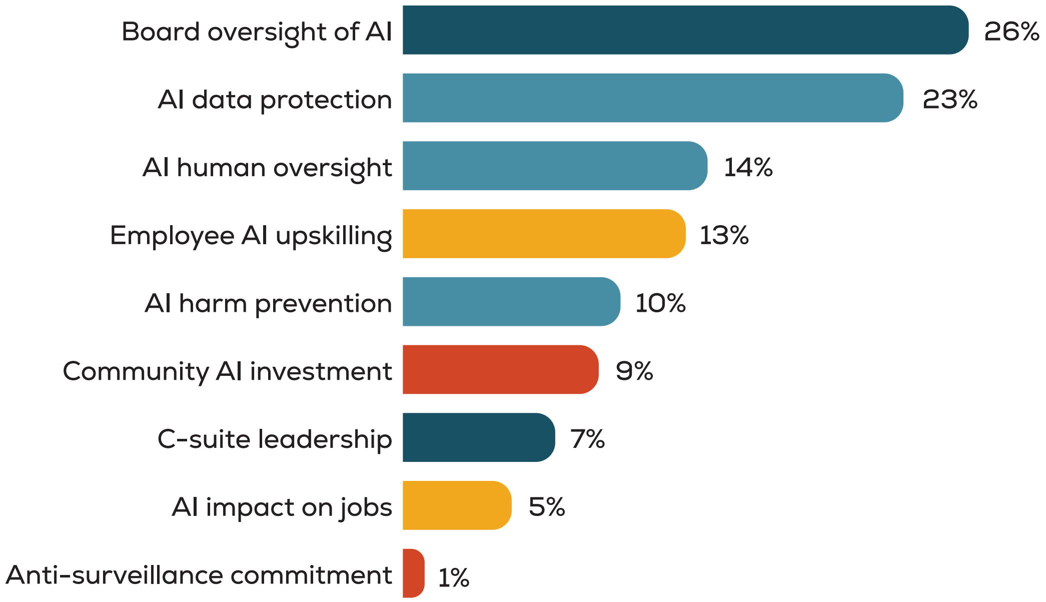
Most companies disclose on one issue or fewer.

Number of Companies



Source: Just Capital Corporate Disclosure Analysis, August 2026

The most frequent disclosure was board oversight of AI at 26%. For 119 companies, board oversight is the only AI disclosure.

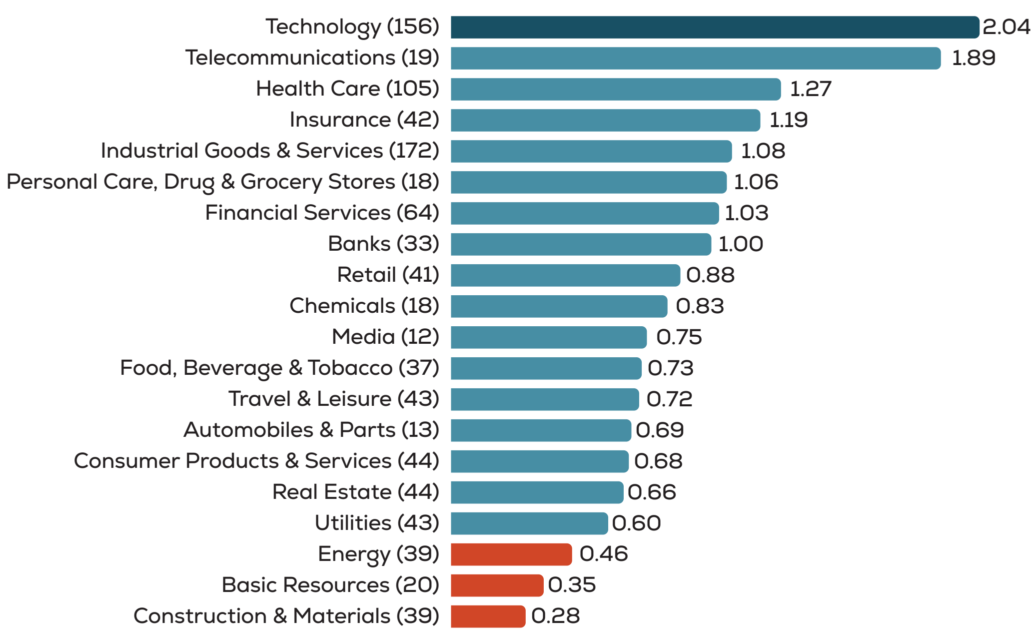


Source: Just Capital Corporate Disclosure Analysis, August 2026

Technology companies reveal an uneven landscape

- The average technology company discloses more than twice as much as the average non-tech company.
- Salesforce is the only company of 1,002 to disclose across all nine issues.
- 31% of technology companies do not disclose on any issue.

Average Data Points Disclosed, of Nine (number of companies in parentheses)



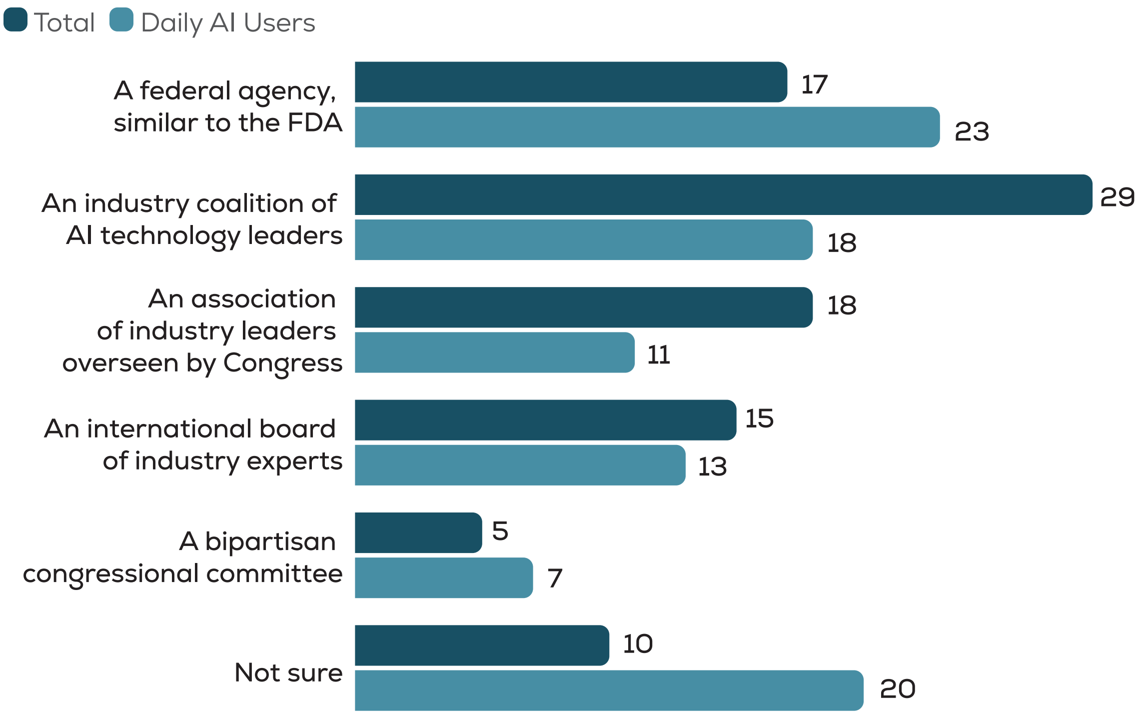
Source: Just Capital Corporate Disclosure Analysis, August 2026

There is no consensus on who should monitor AI safety

Opinions are varied on who or what entity should be responsible for monitoring AI development and safety. A federal agency similar to the FDA is the single most popular choice (23%), followed by an industry coalition of AI technology leaders (18%) and an international board of industry experts (13%). One in five (20%) say they are not sure.

Daily AI users are notably more likely to favor industry-led oversight – 29% choose an industry coalition (vs. 18% overall) and 18% pick an association of industry leaders overseen by Congress (vs. 11% overall).

Who Should Be Responsible for Monitoring AI Safety



Source: Just Capital Survey, August 2026

Corporate leaders can now explore where they stand and take action to build trust

Through Just Capital's flagship Just Intelligence product, Russell 1000 companies can now see how their disclosures meet the expectations of the American public and compare to industry peers.

Methodology

Polling

The AI pause survey was designed and conducted by Just Capital using the Harris online survey tool. This survey was conducted online among a national sample of 1,000 U.S. adults age 18 and older. Quotas set on age, education, and gender ensured appropriate representation, and data were weighted to align with population benchmarks for party identification and race/ethnicity. Data collection took place August 18, 2026, yielding a total of 1,000 responses. Because this is an online survey based on a non-probability sample, no estimate of theoretical sampling error can be calculated.

Corporate disclosure analysis

Just Capital analyzed a universe of 1,002 U.S. companies, comprising the Russell 1000, companies ranked in our prior-year cycle that remain in the Russell 2000 or Russell 3000, and a small set of private companies included on an exploratory basis. We deliberately collected beyond the ranked universe: AI development and deployment are concentrated in ways that don't map neatly onto index membership, and a broader collection lets us see the practices of consequential firms that fall outside a large-cap screen.

The issues themselves began with the American public. We polled Americans on their priorities for how companies implement AI responsibly, which produced 14 issues spanning harm prevention, human oversight, and broader societal impact. We then translated those public priorities into measurable data points through a research process informed by existing literature and emerging standards – including the EU AI Act, the NIST AI Risk Management Framework, and ISO/IEC 42001, among others – and tested them with a number of Russell 1000 companies for feedback. The data points are intentionally structured with broad acceptance criteria and binary scoring rather than narrow thresholds. This is a first look at a fast-moving area, and a wider aperture captures more of what companies are actually doing than a stricter standard would. Data was collected from public company materials and reputable news sources between March and August 2026, with a data point counting as disclosed where the collection recorded a value of one based on publicly available information.

For industry analysis, we used the same classification approach as the 2026 Rankings, which aligns Just Capital's industry categories to Industry Classification Benchmark (ICB) supersectors – a widely used, rules-based taxonomy maintained by FTSE Russell that allows our findings to be compared against standard market analysis rather than a proprietary scheme.

Issues and disclosure definitions

Name	Definition
Board Oversight of AI	An assessment of whether the company has board-level oversight of AI risks, responsible AI deployment, or other AI-related topics.
C-suite AI Leadership	An assessment of whether the company has a dedicated C-suite role responsible for AI-related matters.
Responsible AI Policy for Preventing Harm	An assessment of whether the company has a responsible AI policy or set of principles that explicitly addresses preventing harm, deception, and/or manipulation.
Responsible AI Policy with Human Oversight	An assessment of whether the company has a responsible AI policy or set of principles that specifically mentions keeping humans in charge, human oversight, or maintaining human-in-the-loop.
Responsible AI Policy Includes Protecting PII	An assessment of whether the company has a responsible AI policy or set of principles that specifically mentions protecting personal data and/or privacy.
Commitment Against Mass Surveillance and Misuse of Personal Data	An assessment of whether the company states a commitment against – or explicitly prohibits, in a public-facing policy or terms of use – the use of its products, services, or platforms for mass surveillance, unlawful monitoring, or the unauthorized sale of personal data to third parties.
Workforce Impacts from AI Adoption	An assessment of whether the company has publicly attributed workforce headcount changes to AI within the past year. A company receives a “1” if it has explicitly linked any of the following to AI adoption or automation in a public disclosure: layoffs or headcount reductions, role eliminations, or the creation of new AI-specific roles.
AI Upskilling	An assessment of whether the company offers AI-related training or upskilling programs for its workforce.
AI Community Investments	An assessment of whether the company publicly discloses investments or initiatives directed at helping communities outside its direct workforce benefit from or adapt to an AI-driven economy.

About Just Capital

Just Capital is the foremost independent organization advancing responsible business leadership. We translate insights from public polling, performance data, and financial analysis into actionable intelligence leaders can use to drive long-term business success and shared prosperity for people across America. Our flagship product Just Intelligence is designed to offer a comprehensive view of public expectations, stakeholder performance, and sector realities in order to drive responsible decision-making. When companies make better decisions, they can create lasting value for shareholders, contribute to stronger communities, and help drive broader economic and societal progress. For more information, visit justcapital.com.

For more information about the report, please contact Jennifer Tonti jtonti@justcapital.com
For media inquiries, please contact Evangeline DiMichele edimichele@justcapital.com