Trust is key to unlocking AI's full potential

A global survey among more than 10,000 respondents reveals that consumer trust in personal AI assistants is gaining significant momentum, with more than half (52%) of respondents feeling comfortable relying on them for everyday tasks*. From productivity to professional communication, people are beginning to embrace AI-powered support. However, the findings also underscore that trust has its limits.

Security and data protection is a key factor in building this trust

- According to the study, the task that consumers are most comfortable entrusting to AI assistants is managing to-do lists and calendars: **64% indicate a willingness to let AI handle this function**. That's followed by professional communication tasks, such as scheduling or managing emails, where **52% feel at ease.**
- Only 39% of global respondents are willing to trust AI assistants with **financial planning decisions.**
- Whether dealing with urgent issues or disrupted travel plans, **55% of respondents say they would choose to speak to a human over a bot as their first point of contact.**

Globally, consumers consistently identified three top factors that would increase their willingness to adopt personal AI assistants:

57%	48%	46%
Data security and privacy	Transparency around how decisions are made	Availability of human oversight or support

Consumers believe AI's impact on Customer Service

👍 54% believe AI assistants will make customer support faster and more efficient.

📈 63% agree that companies will need to redesign customer service to accommodate personal AI assistants.

Trust in AI is conditional, and companies must **meet high expectations for transparency and governance** in how they deploy AI-powered tools.

Global AI divide: emerging markets lead, the West hesitates

The research reveals a clear cultural divide in how consumers across the globe are embracing AI tools and personal AI assistants.

Emerging markets:

- **Emerging markets are leading in AI usage** - Brazil (68%), Mexico (66%) - and comfort, with around **70% of consumers saying they feel comfortable using AI** tools in their daily lives.
- In these regions, consumers are more likely to delegate tasks to AI assistants and are notably more open to exploring how AI can support everyday productivity.

Western markets:

- In contrast, **Western markets remain far more cautious**. AI adoption lags behind in the UK (51%), France (45%), Germany (44%), and the US (50%), and discomfort is notably higher - with **44% of UK consumers and 45% of French consumers** saying they feel uncomfortable with AI technologies, compared to an average of 22% in emerging markets.
- Trust remains a major barrier in Western markets, with **only 7% of UK consumers and 9% of Germans** saying they mostly or completely trust AI assistants to manage daily life.

These contrasts **underscore the need for regionally sensitive AI strategies:** while emerging markets are digitally optimistic and open to AI-first experiences, many Western consumers remain deeply protective of control, privacy and human interaction.

The generational divide: Millennials trust AI more than Gen Z

The research reveals a generational twist in how people relate to personal AI assistants.

- While Gen Z (18 - 24)* are the most **active users of AI technologies,** it's Millennials (25 - 44) who show the **greatest trust and willingness to delegate real-life tasks** - particularly those involving personal finance, communication and planning. In contrast, Gen X (45-54) and Boomers (55+) remain **significantly more cautious,** especially when it comes to sharing personal data and financial planning.

- Concerns about **AI replacing human jobs and interaction** are prevalent across all age groups, but the focus varies by generation. About **one-third of Gen Z** fear job displacement by AI. Despite these fears, **63% of Gen Z** believe **AI assistants can speed up and improve customer support**, though **79%** agree that **human interaction must always remain an option**.

Data privacy and security concerns top the list of worries across all generations, but these concerns increase with age.

While 43% of Gen Z are apprehensive about data privacy and security when it comes to personal AI assistants, that figure rises to 56% among Boomers - **highlighting older generations' greater caution around data sharing.**

This reveals the critical need for businesses to **prioritise transparent data protection policies** and to keep the human touch, especially when engaging with older users. Additionally, it reveals the need to tailor AI approaches by **generation in order to build trust,** drive adoption and ensure AI-powered customer service is both effective and personal.

*Gen Z were only surveyed from 18-24 years old
Zendesk and YouGov Global Survey - 2025