

BioBrain Insights Reveals the AI Trust Gap: Consumers Embrace AI but Still Want Human Oversight

Wilmington, Delaware, September 07, 2026 – BioBrain Insights, a consumer intelligence and market research company, today announced the release of its latest report, “[The AI Trust Gap: What Consumers Trust, Question, and Reject in an AI-First World.](#)”

Based on 10,000+ consumer survey responses, the study examines how consumers are using AI, where they place trust, what creates distrust, and how much decision-making authority they are willing to give AI.

The findings reveal a clear gap between AI adoption and AI authority. While consumers are increasingly comfortable using AI for everyday tasks, their willingness to let AI make important decisions remains more conditional.

Key findings from The AI Trust Gap:

- **AI adoption is becoming routine:** Daily AI use reaches **47%** among Gen Z and **44%** among Millennials, compared with **28%** among Gen X, highlighting how AI engagement shifts across generations.
- **Human oversight remains important:** **36%** identify human review of important decisions as the strongest trust-building signal, followed by **30%** who point to clear disclosure when AI is being used.
- **AI is welcomed more for assistance than authority:** **41%** are most comfortable relying on AI for writing and summarizing, while **38%** identify medical diagnosis or treatment and **35%** identify hiring or firing as areas where human involvement remains particularly important.
- **Privacy and accuracy are major trust barriers:** **31%** identify personal data and privacy risks as their leading concern, followed closely by **28%** citing incorrect or made-up information and **19%** citing the replacement of human jobs.
- **AI trust varies across consumers:** Generation, gender, and education all influence how consumers use AI, how much confidence they place in it, and where they draw the line on AI decision-making.

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Understanding the AI Trust Gap

The report shows that consumer trust in AI is not simply about whether people use the technology. As AI moves from assisting consumers to influencing consequential decisions, expectations around human oversight, transparency, privacy, accuracy, and accountability become increasingly important.

The full report, including detailed consumer segmentation and analysis of AI trust, usage, decision-making authority, distrust, and reassurance factors, is available from [BioBrain Insights](#).

About BioBrain Insights

BioBrain Insights is a global data insights, research, and intelligence company helping forward-thinking organizations decode markets, consumers, and cultural shifts with clarity. Powered by a proprietary AI-driven research engine, BioBrain blends traditional research methodologies with digital-era intelligence. Spanning survey data, web intelligence, sentiment analysis, and behavioral signals, we help deliver actionable, decision-grade insights. With reach across 90+ countries, BioBrain supports strategic planning, brand growth, innovation, and market readiness.

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