

The AI Era Requires a New Advantage: *trust*

While AI is already part of most people's daily lives, there is a profound gap between its practical adoption and the emotional trust it inspires. Society demands technology that complements human judgment and empathy, rather than replacing them.



Adoption VS. Trust: The Digital Paradox

60% of respondents use AI tools in their daily routines, and **70%** believe it makes their lives easier by saving time and improving efficiency. However, only **22%** trust AI to make autonomous decisions in critical situations. Most perceive that the technology lacks empathy, intuition, and adaptability. This enthusiasm for efficiency coexists with a structural distrust: we accept that AI works for us, but not that it decides for us.

60%

Use AI tools in their daily routines

70%

Believe it makes their lives easier by saving time and improving efficiency

22%

Trust AI to make autonomous decisions in critical situations

Cybersecurity and Healthcare: The Digital Revolution's Blind Spots

Distrust deepens when AI touches vital aspects of life. In healthcare, **41%** value its ability to accelerate medical research; however, **56%** do not feel comfortable with diagnoses made without direct human supervision. In mobility, only **23%** view autonomous vehicles positively: **49%** doubt their safety due to potential technical failures (**58%**) and cyberattacks (**40%**).

Healthcare

41%

Value its ability to accelerate medical research

56%

Do not feel comfortable with diagnoses made without direct human supervision

Mobility

23%

View autonomous vehicles positively

49%

Doubt their safety due to potential technical failures (**58%**) and cyberattacks (**40%**)

Ethical and Infrastructural Concerns

77% of respondents express concern regarding algorithmic bias, lack of transparency, and the ethical implications of AI. **Two out of three** believe that the country's current internet infrastructure is insufficient to support its growth. Furthermore, that same **77%** demand greater privacy protection.

77%

Express concern regarding algorithmic bias, lack of transparency, and the ethical implications of AI

2 OUT OF **3**

Believe that the country's current internet infrastructure is insufficient to support its growth

77%

Demand greater privacy protection

Artificial Intelligence has overcome the adoption barrier, but not yet the trust barrier, proving that its future will depend not only on technological capacity but on how it is implemented and communicated. In a landscape where efficiency is already a given, the real challenge lies in building security, transparency, and user control. Therefore, brands that position AI as a support for human judgment, rather than its substitute, will be the ones to forge stronger and more sustainable relationships with consumers.