# Trust, attitudes and use of artificial intelligence: A global study 2025

## Key global findings and country insights

University of Melbourne
unimelb.edu.au

KPMG International
kpmg.com

## About this report

The key global and country-level findings that make up this report are data extracts from the research study *Trust, attitudes and use of artificial intelligence: A global study 2025.*

## University of Melbourne Research Team

Professor Nicole Gillespie and Dr Steve Lockey from the University of Melbourne led the design, conduct, data collection, analysis, and reporting of this research.

Research team: Nicole Gillespie, Steve Lockey, Alexandria Macdade, Tabi Ward, and Gerard Hassed.

At various stages of the project, the research team sought feedback and input from a multidisciplinary advisory board, including academics and industry experts, while maintaining independence over the conduct and reporting of the research.

## KPMG Advisors

James Mabbott, Jessica Wyndham, Nicola Stone, Sam Gloede, Dan Konigsburg, Sam Burns, Kathryn Wright, Melany Eli, Rita Fentener van Vlissingen, David Rowlands, Laurent Gobbi, Rene Vader, Adrian Clamp, Jane Lawrie, Jessica Seddon, Ed O'Brien, Kristin Silva, and Richard Boele.

# Key global findings and country insights

## Explore country-level findings on public use and attitudes towards AI

The benefits and promise of AI for society and business are undeniable. However, as AI's capabilities and reach become more apparent, so too has awareness of the risks and challenges, raising questions about the trustworthiness and governance of AI systems.

Given the rapid advancement and transformative effects of AI technologies on society, work and education, bringing the public voice for each country into the conversation has never been more critical.

This report extracts key global and country level insights from the research study *Trust, attitudes and use of artificial intelligence: A global study 2025* - one of the most comprehensive examinations to date of public views of AI. The survey captures the views of more than 48,000 people from 47 countries covering all global geographic regions, using representative sampling.

The findings have important implications for public policy and industry practice and help inform a human-centered approach to stewarding AI into work and society. They can help policymakers, organizational leaders, and those involved in developing, deploying, and governing AI systems to understand and align with the evolving public expectations in their country, and deepen understanding of the opportunities and challenges of AI integration.

## What the global findings cover

To contextualize the country-level insights, key global findings are provided first.

These reflect public use and attitudes towards AI, as well as employee and student attitudes towards the use of AI in work and education.

## What the snapshots cover

The country snapshots provide key data points for each of the 47 countries.

These are divided into indicators on public attitudes towards AI (society indicators) and employee attitudes (workplace indicators)

- **Societal indicators** include trust and acceptance of AI; perceived benefits and risks; concern about AI-generated misinformation; expectations for regulation and governance, and levels of AI literacy

- **Workplace indicators** include employee and organizational adoption; complacent and inappropriate use of AI; perceived impacts of AI integration in the workplace, and employee perceptions of organizational AI governance

Use these two-page profiles to understand where your country stands on AI trust, attitudes and use, and compare countries at a glance.

# Key global findings
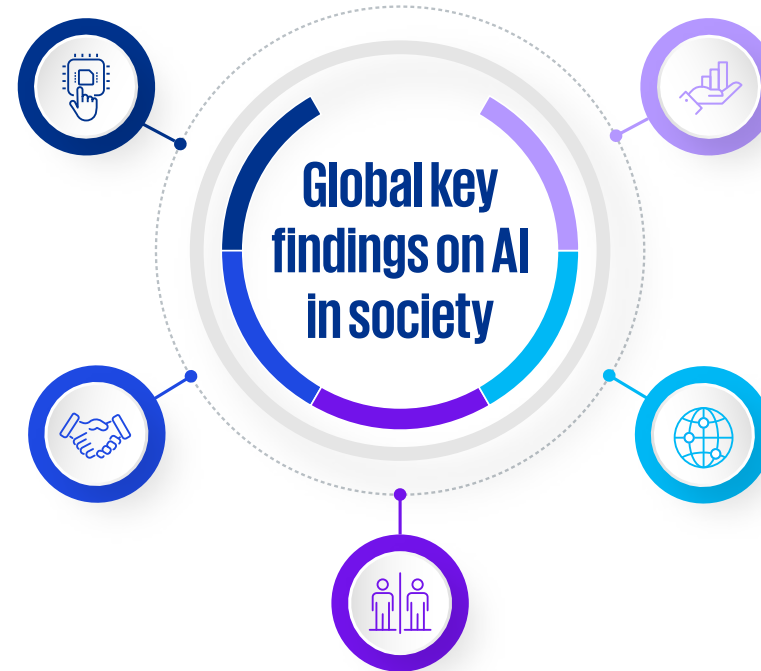
# AI in society

## AI use and understanding

- **2 in 3** intentionally use AI on a regular basis.
- People in emerging economies report higher use (**80%** vs **58%**), training (**50%** vs **32%**), knowledge (**64%** vs **46%**) and efficacy (**74%** vs **51%**) than those in advanced economies.

## AI trust and acceptance

- **54%** are wary of trusting AI; **72%** have some level of acceptance.
- People are both optimistic (**68%**) and worried (**61%**) about AI.
- Advanced economies are less trusting (**39%** vs. **57%**) and accepting (**65%** vs. **84%**) compared to emerging economies.

Global key findings on AI in society

## AI regulation and governance

- People expect regulation of AI including international laws (**76%**), national government regulation (**69%**), and co-regulation with industry (**71%**).
- Only **43%** believe current regulations are adequate.
- **87%** want laws and stronger fact-checking to combat AI-generated misinformation.

## AI benefits and risks

- **73%** experience benefits from AI use (e.g. improved efficiency, decision-making, accessibility, innovation).
- **79%** are concerned about risks; **43%** experience negative outcomes (e.g. loss of human connection, inaccurate outcomes, privacy loss, misinformation).
- **64%** worry elections are being manipulated by AI content and bots.
- Emerging economies perceive benefits outweigh risks; opinion divided in advanced economies.

## Demographic differences

- Trust, AI literacy and use levels are higher for younger, university-educated, higher-income and AI-trained individuals.
- High-income earners and the AI trained report more effective use and benefits.

Source: Key global findings from Gillespie, N., Lockey, S., Ward, T., Macdade, A., Hassed, G. (2025). Trust, attitudes and use of artificial intelligence: A global study 2025. The University of Melbourne and KPMG. DOI 10.26188/28822919

# Key global findings

# AI in work and education

## AI use at work

- **58%** of employees regularly use AI tools for work, with **31%** using them daily or weekly.
- Generative AI tools are the most widely used, primarily free public options (**70%**) rather than employer-provided tools (**42%**).
- Employee adoption is greater in emerging than advanced economies (**72%** vs. **49%**).
- Trust in the use of AI at work is higher in emerging than advanced economies (**63%** vs. **45%**).

## Complacent and inappropriate use of AI at work

- **44%** of employees have used AI in ways that contravene organizational policies.
- **66%** report using AI output without evaluating it and **56%** have made work mistakes due to AI.
- More than half do not disclose AI use and have presented AI content as their own.
- **66%** have felt they cannot complete their work without AI assistance.

## Benefits and impacts of AI on work and jobs

- Over half report performance benefits including increased efficiency (**67%**), information access (**61%**), and work quality (**58%**).
- Employees report increased workloads and stress (**26%**), compliance risks (**35%**), and time on repetitive tasks (**39%**).
- **40%** believe AI will replace jobs in their area, while **43%** think AI could perform key aspects of their work.

**Global Key findings on AI in work and education**

## Impacts and governance of AI in education

- Benefits reported by students include efficiency (**69%**) and personalization (**51%**).
- However, more than **25%** report diminished critical thinking, communication and collaboration, and equity due to AI use.
- Half report their educational institutions have policies, resources and training for responsible AI use.

## Student use of AI

- **83%** of students regularly use AI in their studies, with half using it weekly or daily.
- **59%** admit they have used AI in ways that breach policies.
- Critical evaluation of AI output is low: **76%** rely on AI without evaluation.
- **81%** have relied on AI rather than learning how to do tasks independently, and **64%** have presented AI-generated content as original work.

## AI governance at work

- Governance and training to support responsible AI use is lagging adoption: **60%** of organizations using AI provide responsible AI training.
- Only **34%** report organizational policy or guidance on the use of generative AI tools.
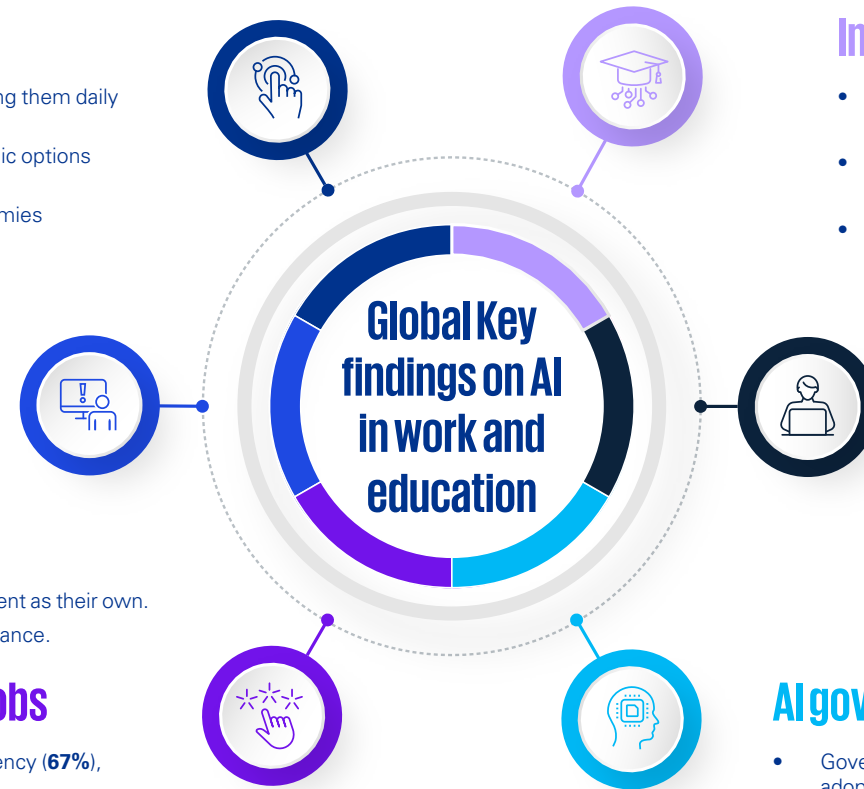
# Explore the country findings on trust, attitudes and use of AI in society and at work

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Argentina | Australia | Austria | Belgium | Brazil | Canada | Chile | China | Colombia |
| Costa Rica | Czech Republic | Denmark | Egypt | Estonia | Finland | France | Germany | Greece |
| Hungary | India | Ireland | Israel | Italy | Japan | Korea | Latvia | Lithuania |
| Mexico | Netherlands | New Zealand | Nigeria | Norway | Poland | Portugal | Romania | Saudi Arabia |
| Singapore | Slovak Republic | Slovenia | South Africa | Spain | Sweden | Switzerland | Türkiye | United Arab Emirates |
| United Kingdom | United States of America | | | | | | | |

# Argentina Insights

# Societal Indicators

## Trust and acceptance

**46%** willing to trust AI

**79%** accept or approve of AI

Argentinians are more optimistic than worried about AI

## AI benefits

**90%** expect AI to deliver on a range of benefits

**77%** personally experienced or observed benefits from AI use

Top benefit: **85%** report improved efficiency from AI and reduced time spent on mundane or repetitive tasks

## AI risks

**27%** believe risks of AI outweigh the benefits

**83%** concerned about negative outcomes from AI

**45%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 13% aware of AI regulations and policies in their country
- 39% believe current safeguards are sufficient
- Argentinians expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 71% unsure online content can be trusted as may be AI-generated
- 70% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

### Top risk:

**60%** report experiencing inaccurate outcomes and the loss of human interaction and connection due to AI

## AI literacy

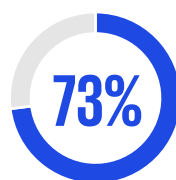**60%** feel they have the skills and knowledge to use AI appropriately

**49%** have formal or informal training or education in AI or related fields

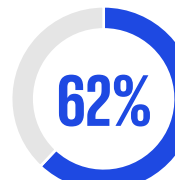**77%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**73%** employees report their organization uses AI

**62%** intentionally use AI at work regularly

## Worker reliance on AI

**40%** felt they couldn't complete their work without the help of AI

**47%** relied on AI to do a task rather than learning how to do

**51%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**41%** used AI at work in inappropriate ways

**53%** made mistakes in their work due to AI

**41%** used AI in ways that contravene policies and guidelines

**68%** relied on AI output at work without evaluating its accuracy

**49%** presented AI-generated content as their own

## Impacts of AI on work

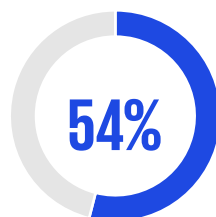**60+%** report increased efficiency, quality of work, and innovation

**41%** report increased revenue generating activity

However,

**22+%** report increased workload, stress and pressure

**30%** AI has increased compliance and privacy risks

**51%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**54%** have an AI strategy

**58%** provide training in responsible AI use

**50%** have policies and practices governing responsible use

# Australia Insights

# Societal Indicators

## Trust and acceptance

**36%** willing to trust AI

**49%** accept or approve of AI

Australians are more worried than optimistic or excited about AI

## AI benefits

**65%** expect AI to deliver on a range of benefits

**55%** personally experienced or observed benefits from AI use

Top benefit: **72%** report reduced time spent on mundane or repetitive tasks

## AI risks

**46%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**37%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 77% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 30% believe current safeguards are sufficient
- Australians expect oversight by government and existing regulators, co-regulation with industry, and international laws and regulations

## AI-generated misinformation

- 77% unsure online content can be trusted as may be AI-generated
- 57% concerned elections manipulated by AI-generated content or bots
- 90% want laws and action to combat AI-generated misinformation

**Top risk:**

**58%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

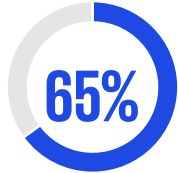**36%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields
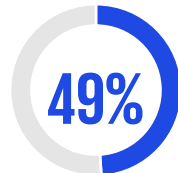
**48%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**65%** employees report their organization uses AI

**49%** intentionally use AI at work regularly

## Worker reliance on AI

**38%** felt they couldn't complete their work without the help of AI

**42%** relied on AI to do a task rather than learning how to do

**42%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**46%** used AI at work in inappropriate ways

**59%** made mistakes in their work due to AI

**44%** used AI in ways that contravene policies and guidelines

**57%** relied on AI output at work without evaluating its accuracy

**51%** presented AI-generated content as their own

## Impacts of AI on work

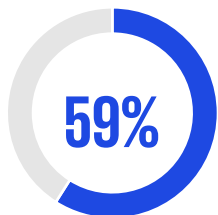**50+%** report increased efficiency, quality of work, and innovation

**40%** report increased revenue generating activity

However,

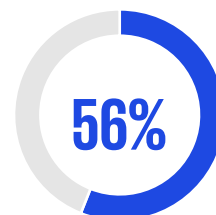**22+%** report increased workload, stress and pressure

**30%**

AI has increased compliance and privacy risks

**39%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**59%** have an AI strategy

**55%** provide training in responsible AI use

**56%** have policies and practices governing responsible use

# Austria Insights

# Societal Indicators

## Trust and acceptance

**40%** willing to trust AI

**66%** accept or approve of AI

Austrians are both worried and optimistic about AI

## AI benefits

**77%** expect AI to deliver on a range of benefits

**63%** personally experienced or observed benefits from AI use

Top benefit: **74%** report improved efficiency and reduced time spent on mundane or repetitive tasks

## AI risks

**37%** believe risks of AI outweigh the benefits

**75%** concerned about negative outcomes from AI

**41%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 66% believe AI regulation is required
- 14% aware of AI regulations and policies in their country
- 39% believe current safeguards are sufficient
- Austrians expect AI to be regulated by an independent regulator and through international laws and regulations

## AI-generated misinformation

- 66% unsure online content can be trusted as may be AI-generated
- 67% concerned elections manipulated by AI-generated content or bots
- 81% want laws and action to combat AI-generated misinformation

## Top risk:

**56%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

**47%** who feel they have the skills and knowledge to use AI appropriately

**29%** have formal or informal training in AI or related fields

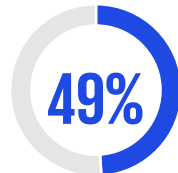**46%** who feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace
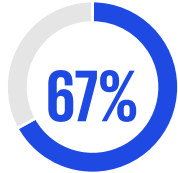
**67%** employees report their organization uses AI

**49%** intentionally use AI at work regularly

## Worker reliance on AI

**35%** felt they couldn't complete their work without the help of AI

**44%** rely on AI to do a task rather than learning how to do

**34%** concerned about being left behind if they don't use AI at work

## Employee perceptions of AI governance at work

**48%** have an AI strategy

**47%** provide training in responsible AI use

**45%** have policies and practices governing responsible use

## Complacent use of AI

**47%** using AI at work in inappropriate ways

**52%** made mistakes in their work due to AI

**43%** use AI in ways that contravene policies and guidelines

**62%** relied on AI output at work without evaluating its accuracy

**54%** presented AI-generated content as their own

## Impacts of AI on work

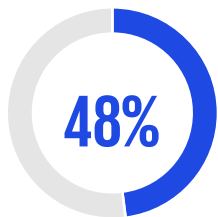**45+%** report increased efficiency, quality of work, and innovation

**39%** report increased revenue generating activity

However,

**21+%** report increased workload, stress and pressure

**27%**

AI has increased compliance and privacy risks

**38%**

report key aspects of their work can be performed by AI

# Belgium Insights

# Societal Indicators

## Trust and acceptance

**35%** willing to trust AI

**56%** accept or approve of AI

Belgians are more worried than optimistic or excited about AI

## AI benefits

**81%** expect AI to deliver on a range of benefits

**60%** personally experienced or observed benefits from AI use

Top benefit: **71%** report improved efficiency from AI

## AI risks

**39%** believe risks of AI outweigh the benefits

**84%** concerned about negative outcomes from AI

**40%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 72% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 34% believe current safeguards are sufficient
- Belgians expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 69% unsure online content can be trusted as may be AI-generated
- 55% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

### Top risk:

**51%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

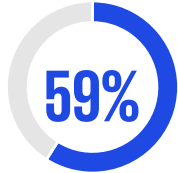**43%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields

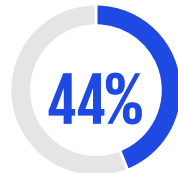**46%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**59%** employees report their organization uses AI

**44%** intentionally use AI at work regularly

## Worker reliance on AI

**44%** felt they couldn't complete their work without the help of AI

**52%** relied on AI to do a task rather than learning how to do

**50%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**53%** used AI at work in inappropriate ways

**56%** made mistakes in their work due to AI

**52%** used AI in ways that contravene policies and guidelines

**66%** relied on AI output at work without evaluating its accuracy

**61%** presented AI-generated content as their own

## Impacts of AI on work

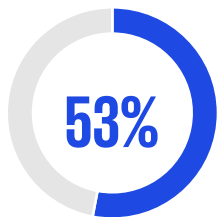**53+%** report increased efficiency, quality of work, and innovation

**40%** report increased revenue generating activity

However,

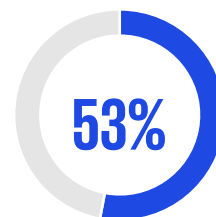**31+%** report increased workload, stress and pressure

**38%** AI has increased compliance and privacy risks

**40%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**53%** have an AI strategy

**53%** provide training in responsible AI use

**53%** have policies and practices governing responsible use

# Brazil Insights

# Societal Indicators

## Trust and acceptance

**55%** willing to trust AI

**86%** accept or approve of AI

Brazilians are optimistic, excited and worried about AI

## AI benefits

**91%** expect AI to deliver on a range of benefits

**80%** personally experienced or observed benefits from AI use

Top benefit: **85%** report improved efficiency from AI

## AI risks

**25%** believe risks of AI outweigh the benefits

**79%** concerned about negative outcomes from AI

**43%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 66% believe AI regulation is required
- 19% aware of AI regulations and policies in their country
- 54% believe current safeguards are sufficient
- Brazilians expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 67% unsure online content can be trusted as may be AI-generated
- 70% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

**Top risk:**

**54%** report experiencing the of loss of human interaction and connection due to AI

## AI literacy

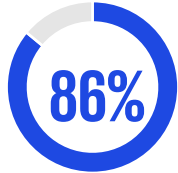**67%** feel they have the skills and knowledge to use AI appropriately

**47%** have formal or informal training in AI or related fields

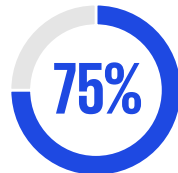**80%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**86%** employees report their organization uses AI

**75%** intentionally use AI at work regularly

## Worker reliance on AI

**47%** felt they couldn't complete their work without the help of AI

**54%** relied on AI to do a task rather than learning how to do

**46%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**44%** used AI at work in inappropriate ways

**49%** made mistakes in their work due to AI

**41%** used AI in ways that contravene policies and guidelines

**69%** relied on AI output at work without evaluating its accuracy

**51%** presented AI-generated content as their own

## Impacts of AI on work

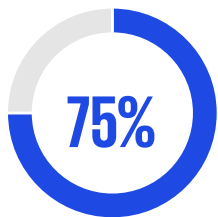**71+%** report increased efficiency, quality of work, and innovation

**55%** report increased revenue generating activity

However,

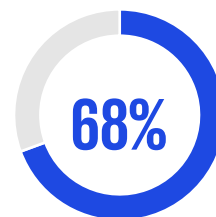**27+%** report increased workload, stress and pressure

**34%** AI has increased compliance and privacy risks

**48%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**75%** have an AI strategy

**67%** provide training in responsible AI use

**68%** have policies and practices governing responsible use

# Canada Insights

# Societal Indicators

## Trust and acceptance

**34%** willing to trust AI

**50%** accept or approve of AI

Canadians are more worried than optimistic or excited

## AI benefits

**70%** expect AI to deliver on a range of benefits

**60%** personally experienced or observed benefits from AI use

Top benefit: **74%** report reduced time spent on mundane or repetitive tasks

## AI risks

**46%** believe risks of AI outweigh the benefits

**79%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 75% believe AI regulation is required
- 8% aware of AI regulations and policies in their country
- 27% believe current safeguards are sufficient
- Canadians expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 77% unsure online content can be trusted as may be AI-generated
- 62% concerned elections manipulated by AI-generated content or bots
- 88% want laws and action to combat AI-generated misinformation

**Top risk:**

**60%** report experiencing the of loss of human interaction and connection due to AI

## AI literacy

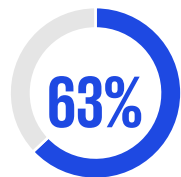**38%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields
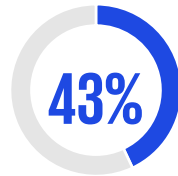
**47%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**63%** employees report their organization uses AI

**43%** intentionally use AI at work regularly

## Worker reliance on AI

**33%** felt they couldn't complete their work without the help of AI

**41%** relied on AI to do a task rather than learning how to do

**40%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**39%** used AI at work in inappropriate ways

**52%** made mistakes in their work due to AI

**39%** used AI in ways that contravene policies and guidelines

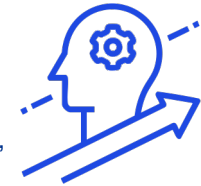**55%** relied on AI output at work without evaluating its accuracy

**46%** presented AI-generated content as their own

## Impacts of AI on work

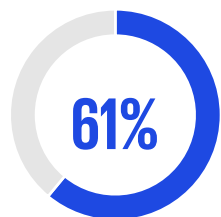**44+%** report increased efficiency, quality of work, and innovation

**34%** report increased revenue generating activity

However,

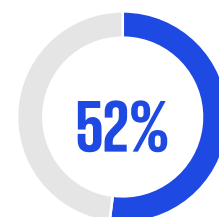**23%** report increased workload, stress and pressure

**29%** AI has increased compliance and privacy risks

**36%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**61%** have an AI strategy

**51%** provide training in responsible AI use

**52%** have policies and practices governing responsible use

18

# Chile Insights

# Societal Indicators

## Trust and acceptance

**45%** willing to trust AI

**79%** accept or approve of AI

Chileans are more optimistic than worried or excited about AI

## AI benefits

**91%** expect AI to deliver on a range of benefits

**81%** personally experienced or observed benefits from AI use

Top benefit: **90%** report reduced time spent on mundane or repetitive tasks

## AI risks

**27%** believe risks of AI outweigh the benefits

**85%** concerned about negative outcomes from AI

**46%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 78% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 43% believe current safeguards are sufficient
- Chileans expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 73% unsure online content can be trusted as may be AI-generated
- 72% concerned elections manipulated by AI-generated content or bots
- 90% want laws and action to combat AI-generated misinformation

**Top risk:**

**64%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

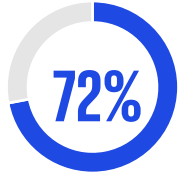**58%** feel they have the skills and knowledge to use AI appropriately

**43%** have formal or informal training in AI or related fields
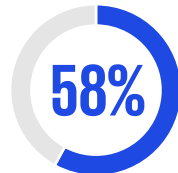
**77%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**72%** employees report their organization uses AI

**58%** intentionally use AI at work regularly

## Worker reliance on AI

**32%** felt they couldn't complete their work without the help of AI

**39%** relied on AI to do a task rather than learning how to do

**54%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**39%** used AI at work in inappropriate ways

**47%** made mistakes in their work due to AI

**37%** used AI in ways that contravene policies and guidelines

**62%** relied on AI output at work without evaluating its accuracy

**43%** presented AI-generated content as their own

## Impacts of AI on work

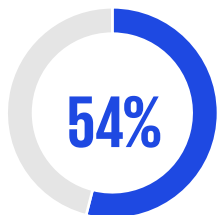**56+%** report increased efficiency, quality of work, and innovation

**39%** report increased revenue generating activity

However,

**23+%** report increased workload, stress and pressure

**33%** AI has increased compliance and privacy risks

**47%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**54%** have an AI strategy

**56%** provide training in responsible AI use

**49%** have policies and practices governing responsible use

# China Insights

# Societal Indicators

## Trust and acceptance

**68%** willing to trust AI

**92%** accept or approve of AI

People in China are more optimistic and excited than worried about AI

## AI benefits

**89%** expect AI to deliver on a range of benefits

**82%** personally experienced or observed benefits from AI use

Top benefit: **89%** report improved efficiency from AI

## AI risks

**10%** believe risks of AI outweigh the benefits

**67%** concerned about negative outcomes from AI

**51%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 63% believe AI regulation is required
- 49% aware of AI regulations and policies in their country
- 69% believe current safeguards are sufficient
- People in China expect co-regulation with industry, government oversight and an independent regulator

## AI-generated misinformation

- 70% unsure online content can be trusted as may be AI-generated
- 58% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

## Top risk:

**62%** report experiencing inaccurate outcomes due to the use of AI

## AI literacy

**67%** feel they have the skills and knowledge to use AI appropriately
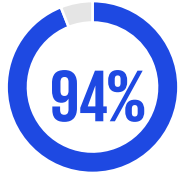
**64%** have formal or informal training in AI or related fields
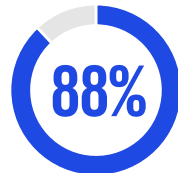
**78%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**94%** employees report their organization uses AI

**88%** intentionally use AI at work regularly

## Worker reliance on AI

**49%** felt they couldn't complete their work without the help of AI

**59%** relied on AI to do a task rather than learning how to do

**59%** concerned about being left behind if they don't use AI at work

## Employee perceptions of AI governance at work

**73%** have an AI strategy

**78%** provide training in responsible AI use

**71%** have policies and practices governing responsible use

## Complacent use of AI

**75%** used AI at work in inappropriate ways

**73%** made mistakes in their work due to AI

**56%** used AI in ways that contravene policies and guidelines

**78%** relied on AI output at work without evaluating its accuracy

**87%** presented AI-generated content as their own

## Impacts of AI on work

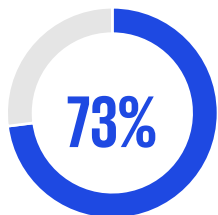**76+%** report increased efficiency, quality of work, and innovation

**69%** report increased revenue generating activity

However,

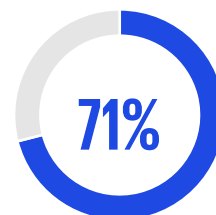**40+%** report increased workload, stress and pressure

**51%** AI has increased compliance and privacy risks

**51%** report key aspects of their work can be performed by AI

# Colombia Insights

# Societal Indicators

## Trust and acceptance

**45%** willing to trust AI

**80%** accept or approve of AI

Colombians are more optimistic and excited than worried about AI

## AI benefits

**91%** expect AI to deliver on a range of benefits

**81%** personally experienced or observed benefits from AI use

Top benefit: **88%** report improved efficiency and accessibility from AI

## AI risks

**29%** believe risks of AI outweigh the benefits

**85%** concerned about negative outcomes from AI

**52%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 73% believe AI regulation is required
- 13% aware of AI regulations and policies in their country
- 40% believe current safeguards are sufficient
- Colombians expect co-regulation with government oversight, industry involvement, and international laws

## AI-generated misinformation

- 75% unsure online content can be trusted as may be AI-generated
- 78% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

### Top risk:

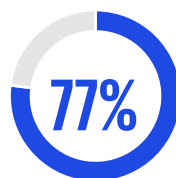**67%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

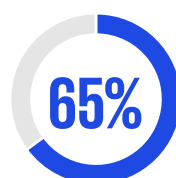**54%** feel they have the skills and knowledge to use AI appropriately

**53%** have formal or informal training in AI or related fields

**76%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**77%** employees report their organization uses AI

**65%** intentionally use AI at work regularly

## Worker reliance on AI

**40%** felt they couldn't complete their work without the help of AI

**46%** relied on AI to do a task rather than learning how to do

**57%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**41%** used AI at work in inappropriate ways

**53%** made mistakes in their work due to AI

**41%** used AI in ways that contravene policies and guidelines

**70%** relied on AI output at work without evaluating its accuracy

**48%** presented AI-generated content as their own

## Impacts of AI on work

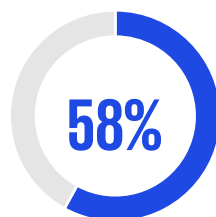**64+%** report increased efficiency, quality of work, and innovation

**50%** report increased revenue generating activity

However,

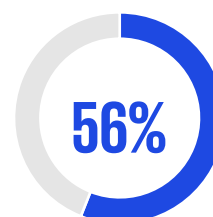**27%** report increased workload, stress and pressure

**35%** AI has increased compliance and privacy risks

**53%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**58%** have an AI strategy

**63%** provide training in responsible AI use

**56%** have policies and practices governing responsible use

# Costa Rica Insights

## Societal Indicators

### Trust and acceptance

**52%** willing to trust AI

**87%** accept or approve of AI

Costa Ricans are more optimistic and excited than worried about AI

### AI benefits

**92%** expect AI to deliver on a range of benefits

**81%** personally experienced or observed benefits from AI use

Top benefit: **88%** report improved efficiency from AI

### AI risks

**25%** believe risks of AI outweigh the benefits

**80%** concerned about negative outcomes from AI

**50%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 66% believe AI regulation is required
- 30% aware of AI regulations and policies in their country
- 51% believe current safeguards are sufficient
- Costa Ricans expect international regulations and laws and co-regulated with Industry

### AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 71% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

### Top risk:

**57%** report experiencing the loss of human interaction and connection, deskilling and dependency due to AI

### AI literacy

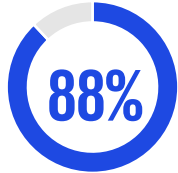**67%** feel they have the skills and knowledge to use AI appropriately

**58%** have formal or informal training in AI or related fields
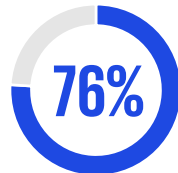
**80%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**88%** employees report their organization uses AI

**76%** intentionally use AI at work regularly

## Worker reliance on AI

**36%** felt they couldn't complete their work without the help of AI

**47%** relied on AI to do a task rather than learning how to do

**56%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**52%** used AI at work in inappropriate ways

**57%** made mistakes in their work due to AI

**52%** used AI in ways that contravene policies and guidelines

**73%** relied on AI output at work without evaluating its accuracy

**58%** presented AI-generated content as their own

## Impacts of AI on work

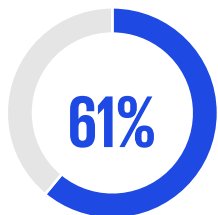**64+%** report increased efficiency, quality of work, and innovation

**53%** report increased revenue generating activity

However,

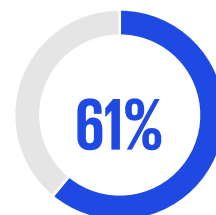**27%** report increased workload, stress and pressure

**43%**

AI has increased compliance and privacy risks

**59%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**61%** have an AI strategy

**69%** provide training in responsible AI use

**61%** have policies and practices governing responsible use

# Czech Republic Insights

# Societal Indicators

## Trust and acceptance

**31%** willing to trust AI

**61%** accept or approve of AI

Czechs are more worried than optimistic or excited

## AI benefits

**84%** expect AI to deliver on a range of benefits

**66%** personally experienced or observed benefits from AI use

Top benefit: **77%** report improved accessibility due to AI

## AI risks

**37%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**36%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 5% aware of AI regulations and policies in their country
- 36% believe current safeguards are sufficient
- Czechs expect regulation by industry and international regulations and laws

## AI-generated misinformation

- 60% unsure online content can be trusted as may be AI-generated
- 43% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

**Top risk:**

**58%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

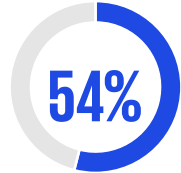**32%** who feel they have the skills and knowledge to use AI appropriately

**21%** have formal or informal training in AI or related fields

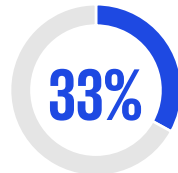**40%** who feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**54%** employees report their organization uses AI

**33%** intentionally use AI at work regularly

## Worker reliance on AI

**27%** felt they couldn't complete their work without the help of AI

**35%** relied on AI to do a task rather than learning how to do

**38%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**38%** used AI at work in inappropriate ways

**47%** made mistakes in their work due to AI

**36%** used AI in ways that contravene policies and guidelines

**56%** relied on AI output at work without evaluating its accuracy

**42%** presented AI-generated content as their own

## Impacts of AI on work

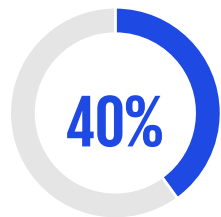**44+%** report increased efficiency, quality of work, and innovation

**29%** report increased revenue generating activity

However,

**16+%** report increased workload, stress and pressure

**24%** AI has increased compliance and privacy risks

**23%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**40%** have an AI strategy

**39%** provide training in responsible AI use

**50%** have policies and practices governing responsible use

28

# Denmark Insights

# Societal Indicators

## Trust and acceptance

**41%** willing to trust AI

**67%** accept or approve of AI

The Danish are both worried and optimistic about AI

## AI benefits

**79%** expect AI to deliver on a range of benefits

**65%** personally experienced or observed benefits from AI use

Top benefit: **76%** report improved efficiency from AI and reduced time spent on mundane or repetitive tasks

## AI risks

**33%** believe risks of AI outweigh the benefits

**81%** concerned about negative outcomes from AI

**49%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 14% aware of AI regulations and policies in their country
- 36% believe current safeguards are sufficient
- The Danish expect co-regulation, government oversight, and international laws

## AI-generated misinformation

- 67% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

### Top risk:

**65%** report experiencing inaccurate outcomes with the use of AI

## AI literacy

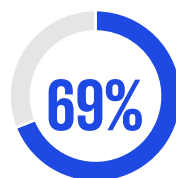**40%** feel they have the skills and knowledge to use AI appropriately

**34%** have formal or informal training in AI or related fields

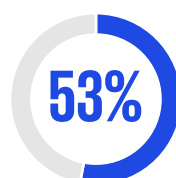**45%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**69%** employees report their organization uses AI

**53%** intentionally use AI at work regularly

## Worker reliance on AI

**46%** felt they couldn't complete their work without the help of AI

**50%** relied on AI to do a task rather than learning how to do

**41%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**56%** used AI at work in inappropriate ways

**59%** made mistakes in their work due to AI

**52%** used AI in ways that contravene policies and guidelines

**72%** relied on AI output at work without evaluating its accuracy

**64%** presented AI-generated content as their own

## Impacts of AI on work

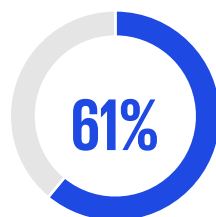**51+%** report increased efficiency, quality of work, and innovation

**45%** report increased revenue generating activity

However,

**30+%** report increased workload, stress and pressure

**40%**

AI has increased compliance and privacy risks

**38%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**61%** have an AI strategy

**59%** provide training in responsible AI use

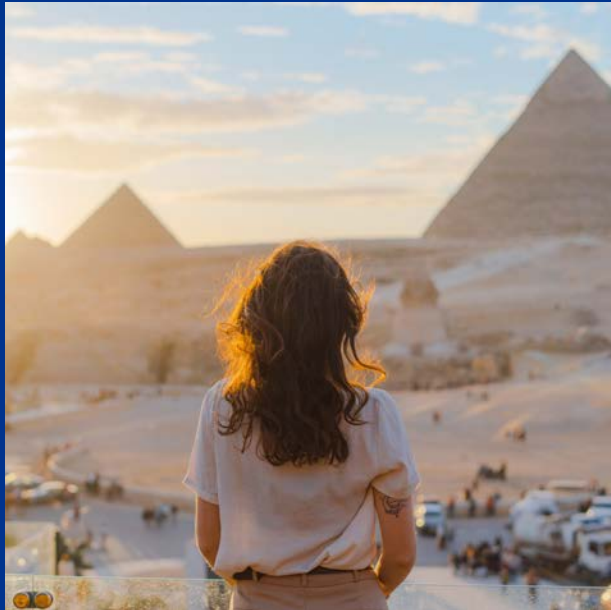**59%** have policies and practices governing responsible use

# Egypt Insights

# Societal Indicators

## Trust and acceptance

**71%** willing to trust AI

**90%** accept or approve of AI

Egyptians are more optimistic and excited than worried about AI

## AI benefits

**90%** expect AI to deliver on a range of benefits

**89%** personally experienced or observed benefits from AI use

Top benefit: **93%** report improved accessibility with AI

## AI risks

**21%** believe risks of AI outweigh the benefits

**69%** concerned about negative outcomes from AI

**46%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 60% believe AI regulation is required
- 37% aware of AI regulations and policies in their country
- 67% believe current safeguards are sufficient
- Egyptians expect a comprehensive regulatory approach to AI

## AI-generated misinformation

- 65% unsure online content can be trusted as may be AI-generated
- 57% concerned elections manipulated by AI-generated content or bots
- 89% want laws and action to combat AI-generated misinformation

**Top risk:**

**51%** report experiencing deskilling and dependency on AI

## AI literacy

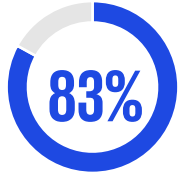**69%** feel they have the skills and knowledge to use AI appropriately

**70%** have formal or informal training in AI or related fields
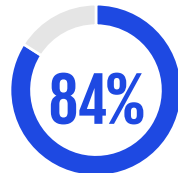
**82%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**83%** employees report their organization uses AI

**84%** intentionally use AI at work regularly

## Worker reliance on AI

**63%** felt they couldn't complete their work without the help of AI

**66%** relied on AI to do a task rather than learning how to do

**62%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**54%** used AI at work in inappropriate ways

**59%** made mistakes in their work due to AI

**48%** used AI in ways that contravene policies and guidelines

**75%** relied on AI output at work without evaluating its accuracy

**61%** presented AI-generated content as their own

## Impacts of AI on work

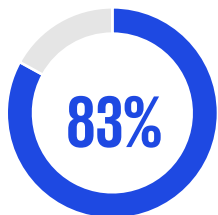**82+%** report increased efficiency, quality of work, and innovation

**72%** report increased revenue generating activity

However,

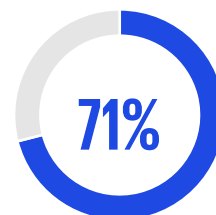**36+%** report increased workload, stress and pressure

**45%**

AI has increased compliance and privacy risks

**69%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**83%** have an AI strategy

**80%** provide training in responsible AI use

**71%** have policies and practices governing responsible use

# Estonia Insights

# Societal Indicators

## Trust and acceptance

**47%** willing to trust AI

**77%** accept or approve of AI

Estonians are more optimistic and excited than worried about AI

## AI benefits

**80%** expect AI to deliver on a range of benefits

**70%** personally experienced or observed benefits from AI use

Top benefit: **78%** report improved efficiency, effectiveness, and accessibility due to A

## AI risks

**30%** believe risks of AI outweigh the benefits

**77%** concerned about negative outcomes from AI

**48%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 66% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 47% believe current safeguards are sufficient
- Estonians expect a comprehensive regulatory approach to AI

## AI-generated misinformation

- 73% unsure online content can be trusted as may be AI-generated
- 68% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

**Top risk:**

**63%** report experiencing inaccurate outcomes due to AI

## AI literacy

**53%** feel they have the skills and knowledge to use AI appropriately

**46%** have formal or informal training in AI or related fields

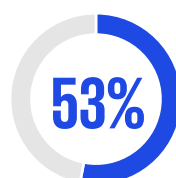**58%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace
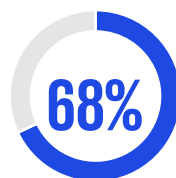
**68%** employees report their organization uses AI

**53%** intentionally use AI at work regularly

## Worker reliance on AI

**35%** felt they couldn't complete their work without the help of AI

**45%** relied on AI to do a task rather than learning how to do

**31%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**43%** used AI at work in inappropriate ways

**54%** made mistakes in their work due to AI

**40%** used AI in ways that contravene policies and guidelines

**56%** relied on AI output at work without evaluating its accuracy

**50%** presented AI-generated content as their own

## Impacts of AI on work

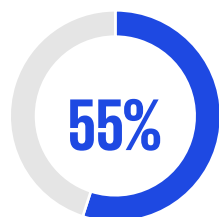**49+%** report increased efficiency, quality of work, and innovation

**39%** report increased revenue generating activity

However,

**23+%** report increased workload, stress and pressure

**31%** AI has increased compliance and privacy risks

**29%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**55%** have an AI strategy

**56%** provide training in responsible AI use

**50%** have policies and practices governing responsible use

# Finland Insights

# Societal Indicators

## Trust and acceptance

**25%** willing to trust AI

**60%** accept or approve of AI

Finns are more worried than optimistic or excited about AI

## AI benefits

**60%** expect AI to deliver on a range of benefits

**50%** personally experienced or observed benefits from AI use

Top benefit: **73%** report improved efficiency from AI

## AI risks

**41%** believe risks of AI outweigh the benefits

**75%** concerned about negative outcomes from AI

**37%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 86% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 23% believe current safeguards are sufficient
- Finns expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 65% unsure online content can be trusted as may be AI-generated
- 73% concerned elections manipulated by AI-generated content or bots
- 90% want laws and action to combat AI-generated misinformation

**Top risk:**

**63%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

**26%** feel they have the skills and knowledge to use AI appropriately

**31%** have formal or informal training in AI or related fields
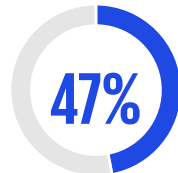
**41%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**70%** employees report their organization uses AI

**47%** intentionally use AI at work regularly

## Worker reliance on AI

**29%** felt they couldn't complete their work without the help of AI

**35%** relied on AI to do a task rather than learning how to do

**33%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**29%** used AI at work in inappropriate ways

**46%** made mistakes in their work due to AI

**25%** used AI in ways that contravene policies and guidelines

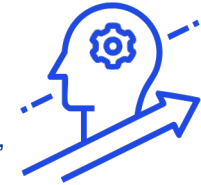**53%** relied on AI output at work without evaluating its accuracy

**31%** presented AI-generated content as their own

## Impacts of AI on work

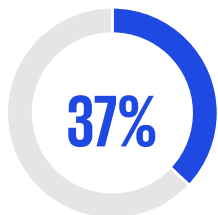**33+%** report increased efficiency, quality of work, and innovation

**32%** report increased revenue generating activity

However,

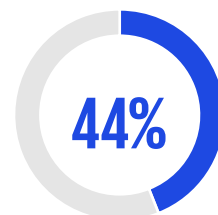**15+%** report increased workload, stress and pressure

**23%** AI has increased compliance and privacy risks

**23%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**37%** have an AI strategy

**45%** provide training in responsible AI use

**44%** have policies and practices governing responsible use

# France Insights

Gillespie, N., Lockey, S., Ward, T., Macdade, A., & Hassed, G. (2025). *Trust, attitudes and use of artificial intelligence: A global study 2025.* The University of Melbourne and KPMG. DOI 10.26188/28822919

# Societal Indicators

## Trust and acceptance

**33%** willing to trust AI

**61%** accept or approve of AI

The French are optimistic and worried about AI

## AI benefits

**81%** expect AI to deliver on a range of benefits

**59%** personally experienced or observed benefits from AI use

Top benefit: **72%** report reduced time spent on mundane or repetitive tasks

## AI risks

**41%** believe risks of AI outweigh the benefits

**81%** concerned about negative outcomes from AI

**34%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 8% aware of AI regulations and policies in their country
- 32% believe current safeguards are sufficient
- The French expect co-regulation by government, industry, as well as international law and regulations

## AI-generated misinformation

- 69% unsure online content can be trusted as may be AI-generated
- 58% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

**Top risk:**

**50%** report experiencing misinformation or disinformation and inaccurate outcomes due to AI

## AI literacy

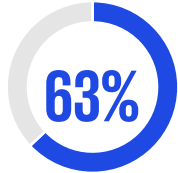**41%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields
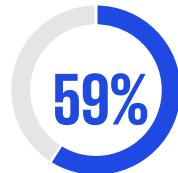
**47%** feel they can use AI tools effectively

# Workplace Indicators

France

## AI in the workplace

**63%** employees report their organization uses AI

**59%** intentionally use AI at work regularly

## Worker reliance on AI

**40%** felt they couldn't complete their work without the help of AI

**47%** relied on AI to do a task rather than learning how to do

**36%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**46%** used AI at work in inappropriate ways

**52%** made mistakes in their work due to AI

**45%** used AI in ways that contravene policies and guidelines

**60%** relied on AI output at work without evaluating its accuracy

**53%** presented AI-generated content as their own

## Impacts of AI on work

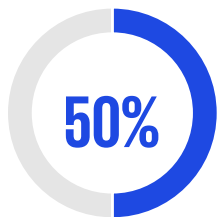**47+%** report increased efficiency, quality of work, and innovation

**36%** report increased revenue generating activity

However,

**23+%** report increased workload, stress and pressure

**35%**
AI has increased compliance and privacy risks

**42%**
report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**50%** have an AI strategy

**51%** provide training in responsible AI use

**47%** have policies and practices governing responsible use

# Germany Insights

# Societal Indicators

## Trust and acceptance

**32%** willing to trust AI

**67%** accept or approve of AI

Germans are more worried than optimistic or excited about AI

## AI benefits

**79%** expect AI to deliver on a range of benefits

**59%** personally experienced or observed benefits from AI use

Top benefit: **78%** report reduced time spent on mundane or repetitive tasks

## AI risks

**39%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**31%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 9% aware of AI regulations and policies in their country
- 33% believe current safeguards are sufficient
- Germans expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 60% unsure online content can be trusted as may be AI-generated
- 67% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

**Top risk:**

**48%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

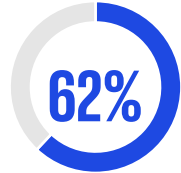**45%** feel they have the skills and knowledge to use AI appropriately

**20%** have formal or informal training in AI or related fields
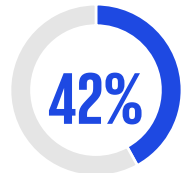
**41%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**62%** employees report their organization uses AI

**42%** intentionally use AI at work regularly

## Worker reliance on AI

**34%** felt they couldn't complete their work without the help of AI

**46%** relied on AI to do a task rather than learning how to do

**34%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**47%** used AI at work in inappropriate ways

**57%** made mistakes in their work due to AI

**41%** used AI in ways that contravene policies and guidelines

**65%** relied on AI output at work without evaluating its accuracy

**49%** presented AI-generated content as their own

## Impacts of AI on work

**42+%** report increased efficiency, quality of work, and innovation

**34%** report increased revenue generating activity

However,

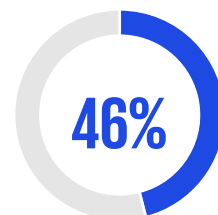**22+%** report increased workload, stress and pressure

**29%** AI has increased compliance and privacy risks

**36%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**46%** have an AI strategy

**48%** provide training in responsible AI use

**46%** have policies and practices governing responsible use

# Greece Insights

# Societal Indicators

## Trust and acceptance

**46%** willing to trust AI

**75%** accept or approve of AI

Greeks are more worried than optimistic or excited about AI

## AI benefits

**87%** expect AI to deliver on a range of benefits

**71%** personally experienced or observed benefits from AI use

Top benefit: **85%** report reduced time spent on mundane or repetitive tasks

## AI risks

**36%** believe risks of AI outweigh the benefits

**87%** concerned about negative outcomes from AI

**45%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 7% aware of AI regulations and policies in their country
- 35% believe current safeguards are sufficient
- Greeks expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 60% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

### Top risk:

**62%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

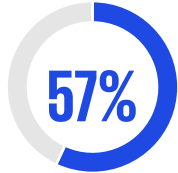**49%** feel they have the skills and knowledge to use AI appropriately

**36%** have formal or informal training in AI or related fields
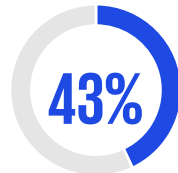
**65%** feel they can use AI tools effectively

# Workplace Indicators

## Greece

### AI in the workplace

**57%** employees report their organization uses AI

**43%** intentionally use AI at work regularly

### Worker reliance on AI

**41%** felt they couldn't complete their work without the help of AI

**41%** relied on AI to do a task rather than learning how to do

**51%** concerned about being left behind if they don't use AI at work

### Complacent use of AI

**39%** used AI at work in inappropriate ways

**59%** made mistakes in their work due to AI

**42%** used AI in ways that contravene policies and guidelines

**59%** relied on AI output at work without evaluating its accuracy

**48%** presented AI-generated content as their own

### Impacts of AI on work

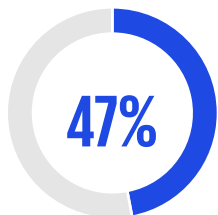**48+%** report increased efficiency, quality of work, and innovation

**34%** report increased revenue generating activity

However,

**17+%** report increased workload, stress and pressure

**33%** AI has increased compliance and privacy risks

**45%** report key aspects of their work can be performed by AI

### Employee perceptions of AI governance at work

**47%** have an AI strategy

**46%** provide training in responsible AI use

**43%** have policies and practices governing responsible use

# Hungary Insights

# Societal Indicators

## Trust and acceptance

**54%** willing to trust AI

**75%** accept or approve of AI

Hungarians are optimistic, worried and excited about AI

## AI benefits

**82%** expect AI to deliver on a range of benefits

**61%** personally experienced or observed benefits from AI use

Top benefit: **75%** report reduced time spent on mundane or repetitive tasks

## AI risks

**34%** believe risks of AI outweigh the benefits

**77%** concerned about negative outcomes from AI

**38%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 79% believe AI regulation is required
- 6% aware of AI regulations and policies in their country
- 45% believe current safeguards are sufficient
- Hungarians expect regulation by international law, industry, and an independent AI regulator

## AI-generated misinformation

- 77% unsure online content can be trusted as may be AI-generated
- 79% concerned elections manipulated by AI-generated content or bots
- 88% want laws and action to combat AI-generated misinformation

### Top risk:

**54%** report experiencing inaccurate outcomes due to AI

## AI literacy

**38%** feel they have the skills and knowledge to use AI appropriately

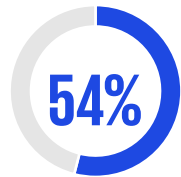**19%** have formal or informal training in AI or related fields

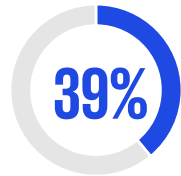**57%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**54%** employees report their organization uses AI

**39%** intentionally use AI at work regularly

## Worker reliance on AI

**36%** felt they couldn't complete their work without the help of AI

**41%** relied on AI to do a task rather than learning how to do

**49%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**38%** used AI at work in inappropriate ways

**42%** made mistakes in their work due to AI

**35%** used AI in ways that contravene policies and guidelines

**56%** relied on AI output at work without evaluating its accuracy

**38%** presented AI-generated content as their own

## Impacts of AI on work

**51+%** report increased efficiency, quality of work, and innovation

**41%** report increased revenue generating activity

However,

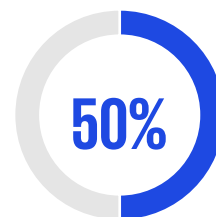**22+%** report increased workload, stress and pressure

**30%** AI has increased compliance and privacy risks

**27%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**41%** have an AI strategy

**51%** provide training in responsible AI use

**50%** have policies and practices governing responsible use

# India Insights

# Societal Indicators

## Trust and acceptance

**76%** willing to trust AI

**90%** accept or approve of AI

Indians are more optimistic and excited than worried about AI

## AI benefits

**94%** expect AI to deliver on a range of benefits

**86%** personally experienced or observed benefits from AI use

Top benefit: **90%** report improved accessibility and effectiveness from AI

## AI risks

**22%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**54%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 48% believe AI regulation is required
- 41% aware of AI regulations and policies in their country
- 73% believe current safeguards are sufficient
- Indians expect a comprehensive regulatory approach to AI

## AI-generated misinformation

- 71% unsure online content can be trusted as may be AI-generated
- 64% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

### Top risk:

**60%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

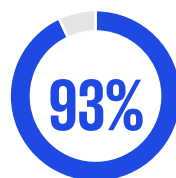**78%** feel they have the skills and knowledge to use AI appropriately

**64%** have formal or informal training in AI or related fields

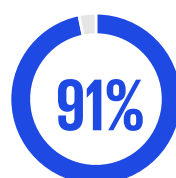**83%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**93%** employees report their organization uses AI

**91%** intentionally use AI at work regularly

## Worker reliance on AI

**67%** felt they couldn't complete their work without the help of AI

**71%** relied on AI to do a task rather than learning how to do

**70%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**70%** used AI at work in inappropriate ways

**73%** made mistakes in their work due to AI

**72%** used AI in ways that contravene policies and guidelines

**81%** relied on AI output at work without evaluating its accuracy

**79%** presented AI-generated content as their own

## Impacts of AI on work

**82+%** report increased efficiency, quality of work, and innovation

**77%** report increased revenue generating activity

However,

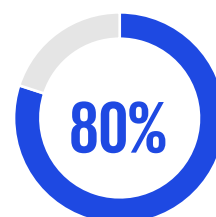**44+%** report increased workload, stress and pressure

**62%** AI has increased compliance and privacy risks

**72%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
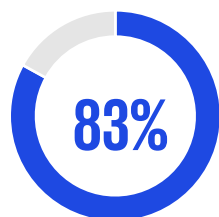
**83%** have an AI strategy

**86%** provide training in responsible AI use

**80%** have policies and practices governing responsible use

# Ireland Insights

# Societal Indicators

## Trust and acceptance

**38%** willing to trust AI

**57%** accept or approve of AI

The Irish are more worried than optimistic or excited about AI

## AI benefits

**72%** expect AI to deliver on a range of benefits

**60%** personally experienced or observed benefits from AI use

Top benefit: **72%** report improved efficiency and a reduction in repetitive tasks from AI

## AI risks

**44%** believe risks of AI outweigh the benefits

**82%** concerned about negative outcomes from AI

**42%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 77% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 30% believe current safeguards are sufficient
- The Irish expect co-regulation with government oversight, international laws and an independent regulator

## AI-generated misinformation

- 78% unsure online content can be trusted as may be AI-generated
- 62% concerned elections manipulated by AI-generated content or bots
- 89% want laws and action to combat AI-generated misinformation

### Top risk:

**67%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

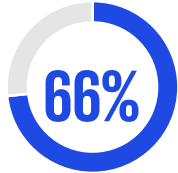**38%** feel they have the skills and knowledge to use AI appropriately

**32%** have formal or informal training in AI or related fields

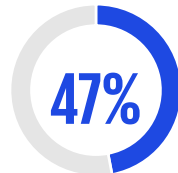**52%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**66%** employees report their organization uses AI

**47%** intentionally use AI at work regularly

## Worker reliance on AI

**41%** felt they couldn't complete their work without the help of AI

**44%** relied on AI to do a task rather than learning how to do

**49%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**45%** used AI at work in inappropriate ways

**58%** made mistakes in their work due to AI

**45%** used AI in ways that contravene policies and guidelines

**59%** relied on AI output at work without evaluating its accuracy

**53%** presented AI-generated content as their own

## Impacts of AI on work

**48+%** report increased efficiency, quality of work, and innovation

**36%** report increased revenue generating activity

However,

**26+%** report increased workload, stress and pressure

**33%** AI has increased compliance and privacy risks

**42%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**54%** have an AI strategy

**54%** provide training in responsible AI use

**55%** have policies and practices governing responsible use

# Israel Insights

# Societal Indicators

## Trust and acceptance

**51%** willing to trust AI

**75%** accept or approve of AI

Israelis are optimistic and worried about AI

## AI benefits

**87%** expect AI to deliver on a range of benefits

**71%** personally experienced or observed benefits from AI use

Top benefit: **84%** report improved efficiency from AI

## AI risks

**31%** believe risks of AI outweigh the benefits

**79%** concerned about negative outcomes from AI

**36%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 75% believe AI regulation is required
- 8% aware of AI regulations and policies in their country
- 36% believe current safeguards are sufficient
- Israelis expect co-regulation by industry, government, existing regulators and international laws

## AI-generated misinformation

- 62% unsure online content can be trusted as may be AI-generated
- 71% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

**Top risk:**

**64%** report experiencing inaccurate outcomes due to AI

## AI literacy

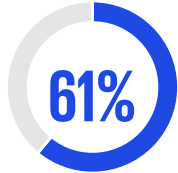**58%** feel they have the skills and knowledge to use AI appropriately

**42%** have formal or informal training in AI or related fields

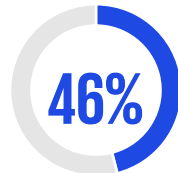**60%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**61%** employees report their organization uses AI

**46%** intentionally use AI at work regularly

## Worker reliance on AI

**39%** felt they couldn't complete their work without the help of AI

**43%** relied on AI to do a task rather than learning how to do

**48%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**32%** used AI at work in inappropriate ways

**44%** made mistakes in their work due to AI

**29%** used AI in ways that contravene policies and guidelines

**55%** relied on AI output at work without evaluating its accuracy

**46%** presented AI-generated content as their own

## Impacts of AI on work

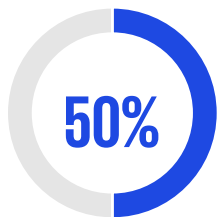**55+%** report increased efficiency, quality of work, and innovation

**38%** report increased revenue generating activity

However,

**14+%** report increased workload, stress and pressure

**25%**
AI has increased compliance and privacy risks

**42%**
report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**50%** have an AI strategy

**49%** provide training in responsible AI use

**38%** have policies and practices governing responsible use

# Italy Insights

# Societal Indicators

## Trust and acceptance

**40%** willing to trust AI

**75%** accept or approve of AI

Italians are both worried and optimistic about AI

## AI benefits

**89%** expect AI to deliver on a range of benefits

**67%** personally experienced or observed benefits from AI use

Top benefit: **83%** report improved efficiency from AI

## AI risks

**33%** believe risks of AI outweigh the benefits

**84%** concerned about negative outcomes from AI

**35%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 74% believe AI regulation is required
- 16% aware of AI regulations and policies in their country
- 43% believe current safeguards are sufficient
- Italians expect that AI should be regulated by international law

## AI-generated misinformation

- 67% unsure online content can be trusted as may be AI-generated
- 50% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

## Top risk:

**54%** report experiencing inaccurate outcomes due to AI

## AI literacy

**56%** feel they have the skills and knowledge to use AI appropriately
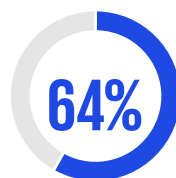
**34%** have formal or informal training in AI or related fields
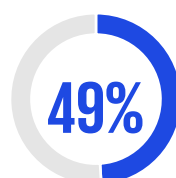
**64%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**64%** employees report their organization uses AI

**49%** intentionally use AI at work regularly

## Worker reliance on AI

**39%** felt they couldn't complete their work without the help of AI

**48%** relied on AI to do a task rather than learning how to do

**44%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**48%** used AI at work in inappropriate ways

**60%** made mistakes in their work due to AI

**40%** used AI in ways that contravene policies and guidelines

**61%** relied on AI output at work without evaluating its accuracy

**55%** presented AI-generated content as their own

## Impacts of AI on work

**54+%** report increased efficiency, quality of work, and innovation

**46%** report increased revenue generating activity

However,
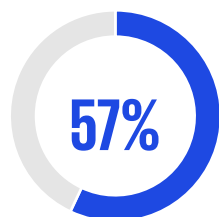
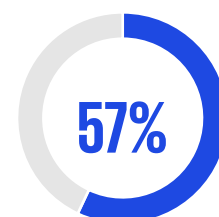**33+%** report increased workload, stress and pressure

**42%** AI has increased compliance and privacy risks

**31%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**57%** have an AI strategy

**59%** provide training in responsible AI use

**57%** have policies and practices governing responsible use

52

# Japan Insights

# Societal Indicators

## Trust and acceptance

**28%** willing to trust AI

**60%** accept or approve of AI

The Japanese are more worried than optimistic or excited about AI

## AI benefits

**69%** expect AI to deliver on a range of benefits

**65%** personally experienced or observed benefits from AI use

Top benefit: **80%** report improved efficiency due to AI

## AI risks

**41%** believe risks of AI outweigh the benefits

**70%** concerned about negative outcomes from AI

**36%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 68% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 23% believe current safeguards are sufficient
- The Japanese expect a comprehensive regulatory approach to AI

## AI-generated misinformation

- 80% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 82% want laws and action to combat AI-generated misinformation

**Top risk:**

**57%** report experiencing inaccurate outcomes due to AI

## AI literacy

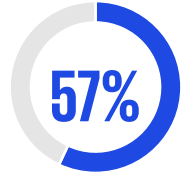**22%** feel they have the skills and knowledge to use AI appropriately

**21%** have formal or informal training in AI or related fields
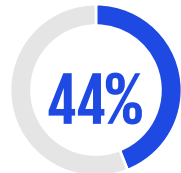
**43%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**57%** employees report their organization uses AI

**44%** intentionally use AI at work regularly

## Worker reliance on AI

**31%** felt they couldn't complete their work without the help of AI

**36%** relied on AI to do a task rather than learning how to do

**37%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**36%** used AI at work in inappropriate ways

**40%** made mistakes in their work due to AI

**37%** used AI in ways that contravene policies and guidelines

**56%** relied on AI output at work without evaluating its accuracy

**42%** presented AI-generated content as their own

## Impacts of AI on work

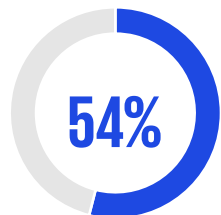**35+%** report increased efficiency, quality of work, and innovation

**32%** report increased revenue generating activity

However,

**19+%** report increased workload, stress and pressure

**27%** AI has increased compliance and privacy risks

**27%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**54%** have an AI strategy

**51%** provide training in responsible AI use

**43%** have policies and practices governing responsible use

# Korea Insights

# Societal Indicators

## Trust and acceptance

**44%** willing to trust AI

**75%** accept or approve of AI

Koreans are optimistic, excited and worried about AI

## AI benefits

**89%** expect AI to deliver on a range of benefits

**70%** personally experienced or observed benefits from AI use

Top benefit: **84%** report improved efficiency from AI

## AI risks

**19%** believe risks of AI outweigh the benefits

**83%** concerned about negative outcomes from AI

**43%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 64% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 37% believe current safeguards are sufficient
- Koreans expect a comprehensive regulatory approach to AI

## AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

### Top risk:

**63%** report experiencing misinformation or disinformation due to AI

## AI literacy

**49%** feel they have the skills and knowledge to use AI appropriately

**36%** have formal or informal training in AI or related fields
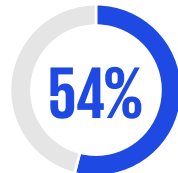
**42%** feel they can use AI tools effectively

# Workplace Indicators

## Korea

### AI in the workplace

**70%** employees report their organization uses AI

**54%** intentionally use AI at work regularly

### Worker reliance on AI

**35%** felt they couldn't complete their work without the help of AI

**47%** relied on AI to do a task rather than learning how to do

**54%** concerned about being left behind if they don't use AI at work

### Employee perceptions of AI governance at work

**45%** have an AI strategy

**46%** provide training in responsible AI use

**39%** have policies and practices governing responsible use

### Complacent use of AI

**52%** used AI at work in inappropriate ways

**56%** made mistakes in their work due to AI

**51%** used AI in ways that contravene policies and guidelines

**67%** relied on AI output at work without evaluating its accuracy

**60%** presented AI-generated content as their own

### Impacts of AI on work

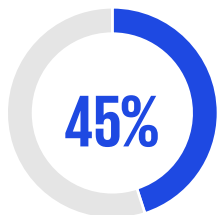**53+%** report increased efficiency, quality of work, and innovation

**41%** report increased revenue generating activity

However,

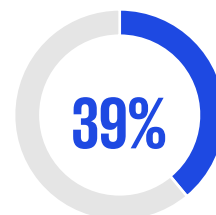**24+%** report increased workload, stress and pressure

**38%** AI has increased compliance and privacy risks

**34%** report key aspects of their work can be performed by AI

# Latvia Insights

# Societal Indicators

## Trust and acceptance

**47%** willing to trust AI

**78%** accept or approve of AI

Latvians are more optimistic than excited or worried about AI

## AI benefits

**80%** expect AI to deliver on a range of benefits

**72%** personally experienced or observed benefits from AI use

Top benefit: **83%** report improved efficiency from AI

## AI risks

**25%** believe risks of AI outweigh the benefits

**76%** concerned about negative outcomes from AI

**53%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 63% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 52% believe current safeguards are sufficient
- Latvians expect co-regulation with international laws and industry

## AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 69% concerned elections manipulated by AI-generated content or bots
- 81% want laws and action to combat AI-generated misinformation

**Top risk:**

**64%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

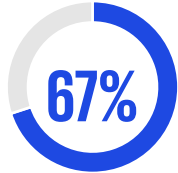**65%** feel they have the skills and knowledge to use AI appropriately

**39%** have formal or informal training in AI or related fields
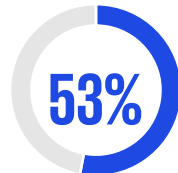
**55%** feel they can use AI tools effectively

# Workplace Indicators

Latvia

## AI in the workplace

**67%** employees report their organization uses AI

**53%** intentionally use AI at work regularly

## Worker reliance on AI

**37%** felt they couldn't complete their work without the help of AI

**42%** relied on AI to do a task rather than learning how to do

**37%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**47%** used AI at work in inappropriate ways

**53%** made mistakes in their work due to AI

**44%** used AI in ways that contravene policies and guidelines

**56%** relied on AI output at work without evaluating its accuracy

**51%** presented AI-generated content as their own

## Impacts of AI on work

**36+%** report increased efficiency, quality of work, and innovation
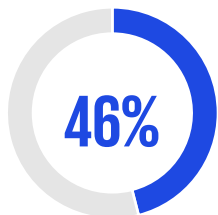
**35%** report increased revenue generating activity

However,

**22+%** report increased workload, stress and pressure

**26%** AI has increased compliance and privacy risks

**32%** report key aspects of their work can be performed by AI

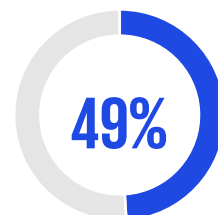## Employee perceptions of AI governance at work

Reflections of employee beliefs about their organization

**46%** have an AI strategy

**49%** provide training in responsible AI use

**49%** have policies and practices governing responsible use

# Lithuania Insights

## Societal Indicators

### Trust and acceptance

**34%** willing to trust AI

**76%** accept or approve of AI

Lithuanians are more optimistic and excited than worried about AI

### AI benefits

**83%** expect AI to deliver on a range of benefits

**72%** personally experienced or observed benefits from AI use

Top benefit: **80%** report reduced time spent on mundane or repetitive tasks.

### AI risks

**27%** believe risks of AI outweigh the benefits

**74%** concerned about negative outcomes from AI

**46%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 70% believe AI regulation is required
- 14% aware of AI regulations and policies in their country
- 50% believe current safeguards are sufficient
- Lithuanians expect comprehensive regulation with particular expectation for international law

### AI-generated misinformation

- 73%% unsure online content can be trusted as may be AI-generated
- 61% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

### Top risk:

**63%** report experiencing inaccurate outcomes due to AI

### AI literacy

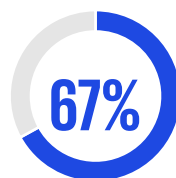**42%** feel they have the skills and knowledge to use AI appropriately

**50%** have formal or informal training in AI or related fields

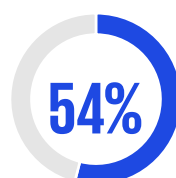**58%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**67%** employees report their organization uses AI

**54%** intentionally use AI at work regularly

## Worker reliance on AI

**41%** felt they couldn't complete their work without the help of AI

**46%** relied on AI to do a task rather than learning how to do

**35%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**44%** used AI at work in inappropriate ways

**54%** made mistakes in their work due to AI

**41%** used AI in ways that contravene policies and guidelines

**62%** relied on AI output at work without evaluating its accuracy

**56%** presented AI-generated content as their own

## Impacts of AI on work

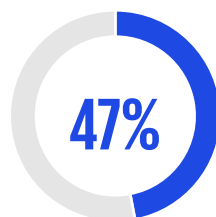**43+%** report increased efficiency, quality of work, and innovation

**28%** report increased revenue generating activity

However,

**18+%** report increased workload, stress and pressure

**28%** AI has increased compliance and privacy risks

**26%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**47%** have an AI strategy

**51%** provide training in responsible AI use

**48%** have policies and practices governing responsible use

# Mexico Insights

# Societal Indicators

## Trust and acceptance

**51%** willing to trust AI

**80%** accept or approve of AI

Mexicans are more optimistic than excited or worried

## AI benefits

**91%** expect AI to deliver on a range of benefits

**79%** personally experienced or observed benefits from AI use

Top benefit: **88%** report reduced time spent on mundane or repetitive tasks

## AI risks

**30%** believe risks of AI outweigh the benefits

**85%** concerned about negative outcomes from AI

**42%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 70% believe AI regulation is required
- 13% aware of AI regulations and policies in their country
- 45% believe current safeguards are sufficient
- Mexicans expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 72% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

### Top risk:

**55%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

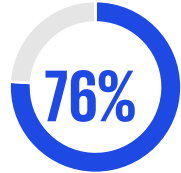**63%** feel they have the skills and knowledge to use AI appropriately

**46%** have formal or informal training in AI or related fields
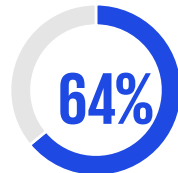
**75%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**76%** employees report their organization uses AI

**64%** intentionally use AI at work regularly

## Worker reliance on AI

**42%** felt they couldn't complete their work without the help of AI

**47%** relied on AI to do a task rather than learning how to do

**59%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**42%** used AI at work in inappropriate ways

**53%** made mistakes in their work due to AI

**44%** used AI in ways that contravene policies and guidelines

**68%** relied on AI output at work without evaluating its accuracy

**47%** presented AI-generated content as their own

## Impacts of AI on work

**59+%** report increased efficiency, quality of work, and innovation

**46%** report increased revenue generating activity

However,
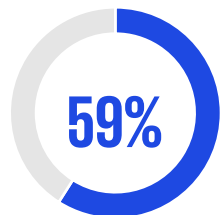
**27%** report increased workload, stress and pressure

**32%**
AI has increased compliance and privacy risks

**51%**
report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**59%** have an AI strategy

**64%** provide training in responsible AI use

**57%** have policies and practices governing responsible use

# Netherlands Insights

# Societal Indicators

## Trust and acceptance

**33%** willing to trust AI

**46%** accept or approve of AI

The Dutch are more worried than optimistic or excited about AI

## AI benefits

**80%** expect AI to deliver on a range of benefits

**58%** personally experienced or observed benefits from AI use

Top benefit: **69%** report improved efficiency from AI

## AI risks

**49%** believe risks of AI outweigh the benefits

**85%** concerned about negative outcomes from AI

**37%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 76% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 35% believe current safeguards are sufficient
- The Dutch expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

**Top risk:**

**52%** report experiencing inaccurate outcomes due to AI

## AI literacy

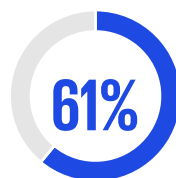**51%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields
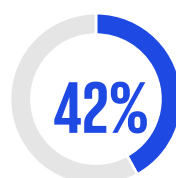
**40%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**61%** employees report their organization uses AI

**42%** intentionally use AI at work regularly

## Worker reliance on AI

**36%** felt they couldn't complete their work without the help of AI

**46%** relied on AI to do a task rather than learning how to do

**36%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**50%** used AI at work in inappropriate ways

**56%** made mistakes in their work due to AI

**49%** used AI in ways that contravene policies and guidelines

**66%** relied on AI output at work without evaluating its accuracy

**57%** presented AI-generated content as their own

## Impacts of AI on work

**43+%** report increased efficiency, quality of work, and innovation

**27%** report increased revenue generating activity

However,

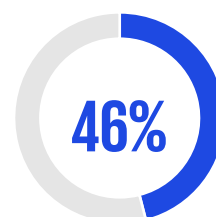**18+%** report increased workload, stress and pressure

**33%** AI has increased compliance and privacy risks

**29%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**47%** have an AI strategy

**46%** provide training in responsible AI use

**46%** have policies and practices governing responsible use

# New Zealand Insights

## Societal Indicators

### Trust and acceptance

**34%** willing to trust AI

**48%** accept or approve of AI

New Zealanders are more worried than optimistic or excited about AI

### AI benefits

**66%** expect AI to deliver on a range of benefits

**54%** personally experienced or observed benefits from AI use

Top benefit: **69%** report improved efficiency from AI and reduced time spent on mundane or repetitive tasks

### AI risks

**44%** believe risks of AI outweigh the benefits

**76%** concerned about negative outcomes from AI

**33%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 81% believe AI regulation is required
- 6% aware of AI regulations and policies in their country
- 23% believe current safeguards are sufficient
- New Zealanders expect a comprehensive regulatory approach to AI

### AI-generated misinformation

- 75% unsure online content can be trusted as may be AI-generated
- 51% concerned elections manipulated by AI-generated content or bots
- 89% want laws and action to combat AI-generated misinformation

**Top risk:**

**59%** report experiencing the of loss of human interaction and connection due to AI

### AI literacy

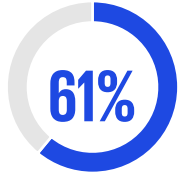**36%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields

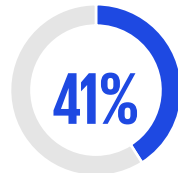**48%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**61%** employees report their organization uses AI

**41%** intentionally use AI at work regularly

## Worker reliance on AI

**31%** felt they couldn't complete their work without the help of AI

**37%** relied on AI to do a task rather than learning how to do

**43%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**34%** used AI at work in inappropriate ways

**46%** made mistakes in their work due to AI

**34%** used AI in ways that contravene policies and guidelines

**51%** relied on AI output at work without evaluating its accuracy

**43%** presented AI-generated content as their own

## Impacts of AI on work

**43+%** report increased efficiency, quality of work, and innovation

**31%** report increased revenue generating activity

However,

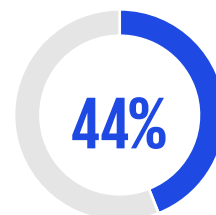**15+%** report increased workload, stress and pressure

**24%**

AI has increased compliance and privacy risks

**32%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
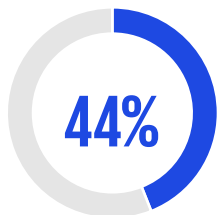
**44%** have an AI strategy

**44%** provide training in responsible AI use

**44%** have policies and practices governing responsible use

# Nigeria Insights

# Societal Indicators

## Trust and acceptance

**79%** willing to trust AI

**94%** accept or approve of AI

Nigerians are more optimistic and excited than worried about AI

## AI benefits

**95%** expect AI to deliver on a range of benefits

**92%** personally experienced or observed benefits from AI use

Top benefit: **96%** report improved efficiency and accessibility from AI

## AI risks

**13%** believe risks of AI outweigh the benefits

**70%** concerned about negative outcomes from AI

**43%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 27% aware of AI regulations and policies in their country
- 70% believe current safeguards are sufficient
- Nigerians expect co-regulation by industry with government oversight

## AI-generated misinformation

- 61% unsure online content can be trusted as may be AI-generated
- 49% concerned elections manipulated by AI-generated content or bots
- 88% want laws and action to combat AI-generated misinformation

**Top risk:**

**59%**

report experiencing the loss of human interaction and connection due to AI

## AI literacy

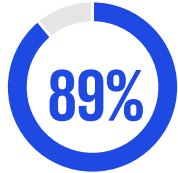**73%** feel they have the skills and knowledge to use AI appropriately

**71%** have formal or informal training in AI or related fields
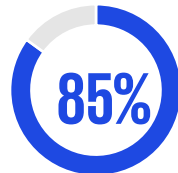
**78%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**89%** employees report their organization uses AI

**85%** intentionally use AI at work regularly

## Worker reliance on AI

**56%** felt they couldn't complete their work without the help of AI

**58%** relied on AI to do a task rather than learning how to do

**67%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**44%** used AI at work in inappropriate ways

**61%** made mistakes in their work due to AI

**44%** used AI in ways that contravene policies and guidelines

**72%** relied on AI output at work without evaluating its accuracy

**69%** presented AI-generated content as their own

## Impacts of AI on work

**88+%** report increased efficiency, quality of work, and innovation

**77%** report increased revenue generating activity

However,

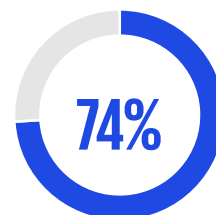**19+%** report increased workload, stress and pressure

**35%** AI has increased compliance and privacy risks

**58%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
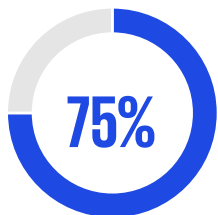
**75%** have an AI strategy

**79%** provide training in responsible AI use

**74%** have policies and practices governing responsible use

# Norway Insights

# Societal Indicators

## Trust and acceptance

**54%** willing to trust AI

**81%** accept or approve of AI

Norwegians are optimistic, excited and worried about AI

## AI benefits

**82%** expect AI to deliver on a range of benefits

**65%** personally experienced or observed benefits from AI use

Top benefit: **75%** report improved accessibility with AI

## AI risks

**30%** believe risks of AI outweigh the benefits

**76%** concerned about negative outcomes from AI

**43%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 71% believe AI regulation is required
- 32% aware of AI regulations and policies in their country
- 51% believe current safeguards are sufficient
- Norwegians expect regulation by international law, government, and co-regulation with industry

## AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 76% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

**Top risk:**

**55%** report experiencing misinformation and disinformation due to AI

## AI literacy

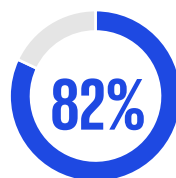**59%** feel they have the skills and knowledge to use AI appropriately

**42%** have formal or informal training in AI or related fields

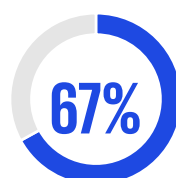**57%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**82%** employees report their organization uses AI

**67%** intentionally use AI at work regularly

## Worker reliance on AI

**48%** felt they couldn't complete their work without the help of AI

**49%** relied on AI to do a task rather than learning how to do it themselves

**53%** concerned about being left behind if they don't use AI at work

## Employee perceptions of AI governance at work

**60%** have an AI strategy

**64%** provide training in responsible AI use

**59%** have policies and practices governing responsible use

## Complacent use of AI

**48%** used AI at work in inappropriate ways

**57%** made mistakes in their work due to AI

**47%** used AI in ways that contravene policies and guidelines

**64%** relied on AI output at work without evaluating its accuracy

**56%** presented AI-generated content as their own

## Impacts of AI on work

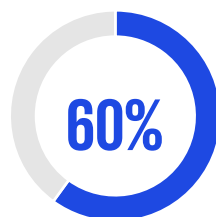**54+%** report increased efficiency, quality of work, and innovation

**48%** report increased revenue generating activity

However,

**24+%** report increased workload, stress and pressure

**31%** AI has increased compliance and privacy risks

**48%** report key aspects of their work can be performed by AI

# Poland Insights

# Societal Indicators

## Trust and acceptance

**41%** willing to trust AI

**77%** accept or approve of AI

The Polish are both optimistic and worried about AI

## AI benefits

**87%** expect AI to deliver on a range of benefits

**66%** personally experienced or observed benefits from AI use

Top benefit: **76%** report improved efficiency and accessibility from AI

## AI risks

**30%** believe risks of AI outweigh the benefits

**82%** concerned about negative outcomes from AI

**38%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 59% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 47% believe current safeguards are sufficient
- The Polish expect government regulation and co-regulation with industry, as well as international regulations and laws

## AI-generated misinformation

- 69% unsure online content can be trusted as may be AI-generated
- 54% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

## Top risk:

**54%** report experiencing misinformation and disinformation due to AI

## AI literacy

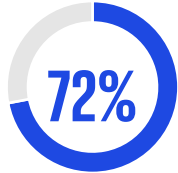**54%** feel they have the skills and knowledge to use AI appropriately

**29%** have formal or informal training in AI or related fields

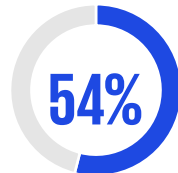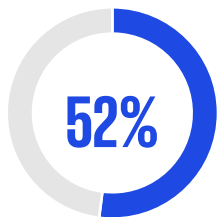**60%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**72%** employees report their organization uses AI

**54%** intentionally use AI at work regularly

## Worker reliance on AI

**34%** felt they couldn't complete their work without the help of AI

**45%** relied on AI to do a task rather than learning how to do

**49%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**46%** used AI at work in inappropriate ways

**55%** made mistakes in their work due to AI

**45%** used AI in ways that contravene policies and guidelines

**65%** relied on AI output at work without evaluating its accuracy

**50%** presented AI-generated content as their own

## Impacts of AI on work

**54+%** report increased efficiency, quality of work, and innovation

**50%** report increased revenue generating activity

However,

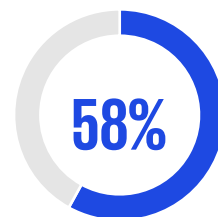**26+%** report increased workload, stress and pressure

**31%** AI has increased compliance and privacy risks

**34%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**52%** have an AI strategy

**56%** provide training in responsible AI use

**58%** have policies and practices governing responsible use

# Portugal Insights

# Societal Indicators

## Trust and acceptance

**36%** willing to trust AI

**70%** accept or approve of AI

The Portuguese are both worried and optimistic about AI

## AI benefits

**88%** expect AI to deliver on a range of benefits

**68%** personally experienced or observed benefits from AI use

Top benefit: **77%** report improved accessibility and reduced time spent on mundane and repetitive tasks

## AI risks

**34%** believe risks of AI outweigh the benefits

**85%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 80% believe AI regulation is required
- 7% aware of AI regulations and policies in their country
- 34% believe current safeguards are sufficient
- The Portuguese expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 74% unsure online content can be trusted as may be AI-generated
- 75% concerned elections manipulated by AI-generated content or bots
- 89% want laws and action to combat AI-generated misinformation

## Top risk:

**57%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

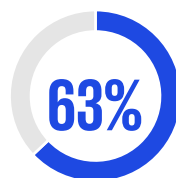**45%** feel they have the skills and knowledge to use AI appropriately

**33%** have formal or informal training in AI or related fields
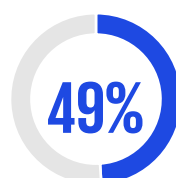
**74%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**63%** employees report their organization uses AI

**49%** intentionally use AI at work regularly

## Worker reliance on AI

**29%** felt they couldn't complete their work without the help of AI

**39%** relied on AI to do a task rather than learning how to do

**39%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**34%** used AI at work in inappropriate ways

**40%** made mistakes in their work due to AI

**26%** used AI in ways that contravene policies and guidelines

**61%** relied on AI output at work without evaluating its accuracy

**40%** presented AI-generated content as their own

## Impacts of AI on work

**40+%** report increased efficiency, quality of work, and innovation

**32%** report increased revenue generating activity

However,

**19+%** report increased workload, stress and pressure
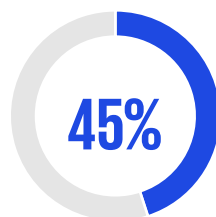
**28%** AI has increased compliance and privacy risks

**24%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**45%** have an AI strategy

**39%** provide training in responsible AI use

**35%** have policies and practices governing responsible use

# Romania Insights

# Societal Indicators

## Trust and acceptance

**45%** willing to trust AI

**80%** accept or approve of AI

Romanians are more optimistic and excited than worried about AI

## AI benefits

**88%** expect AI to deliver on a range of benefits

**76%** personally experienced or observed benefits from AI use

Top benefit: **86%** report reduced time spent on mundane or repetitive tasks

## AI risks

**28%** believe risks of AI outweigh the benefits

**79%** concerned about negative outcomes from AI

**46%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 70% believe AI regulation is required
- 23% aware of AI regulations and policies in their country
- 47% believe current safeguards are sufficient
- Romanians expect co-regulation with government and regulation by international law

## AI-generated misinformation

- 73% unsure online content can be trusted as may be AI-generated
- 74% concerned elections manipulated by AI-generated content or bots
- 88% want laws and action to combat AI-generated misinformation

### Top risk:

**62%** report experiencing misinformation or disinformation due to AI

## AI literacy

**50%** feel they have the skills and knowledge to use AI appropriately
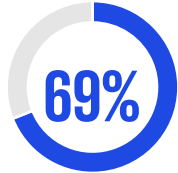
**33%** have formal or informal training in AI or related fields
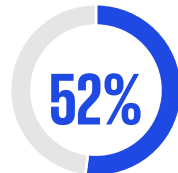
**63%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**69%** employees report their organization uses AI

**52%** intentionally use AI at work regularly

## Worker reliance on AI

**36%** felt they couldn't complete their work without the help of AI

**44%** relied on AI to do a task rather than learning how to do

**40%** concerned about being left behind if they don't use AI at work

## Employee perceptions of AI governance at work

**51%** have an AI strategy

**55%** provide training in responsible AI use

**51%** have policies and practices governing responsible use

## Complacent use of AI

**39%** used AI at work in inappropriate ways

**49%** made mistakes in their work due to AI

**34%** used AI in ways that contravene policies and guidelines

**58%** relied on AI output at work without evaluating its accuracy

**41%** presented AI-generated content as their own

## Impacts of AI on work

**60+%** report increased efficiency, quality of work, and innovation

**45%** report increased revenue generating activity

However,

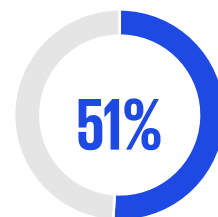**23+%** report increased workload, stress and pressure
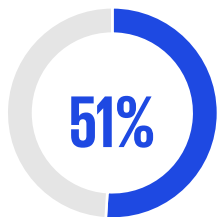
**27%** AI has increased compliance and privacy risks

**40%** report key aspects of their work can be performed by AI

# Saudi Arabia Insights

## Societal Indicators

### Trust and acceptance

**62%** willing to trust AI

**84%** accept or approve of AI

People in Saudi Arabia are more optimistic and excited than worried about AI

### AI benefits

**89%** expect AI to deliver on a range of benefits

**86%** personally experienced or observed benefits from AI use

Top benefit: **91%** report improved efficiency from AI

### AI risks

**21%** believe risks of AI outweigh the benefits

**73%** concerned about negative outcomes from AI

**47%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 60% believe AI regulation is required
- 33% aware of AI regulations and policies in their country
- 68% believe current safeguards are sufficient
- People in Saudi Arabia expect a comprehensive regulatory approach to AI

### AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 56% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

### Top risk:

**56%** report experiencing the loss of human interaction and connection due to AI

### AI literacy

**66%** feel they have the skills and knowledge to use AI appropriately

**60%** have formal or informal training in AI or related fields

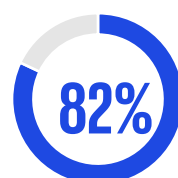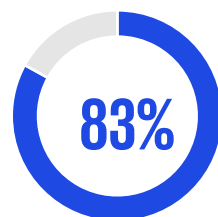**78%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace
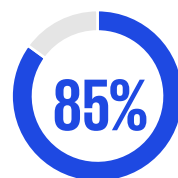
**85%** employees report their organization uses AI

**82%** intentionally use AI at work regularly

## Worker reliance on AI

**57%** felt they couldn't complete their work without the help of AI

**61%** relied on AI to do a task rather than learning how to do

**60%** concerned about being left behind if they don't use AI at work

## Employee perceptions of AI governance at work

**83%** have an AI strategy

**75%** provide training in responsible AI use

**73%** have policies and practices governing responsible use

## Complacent use of AI

**55%** used AI at work in inappropriate ways

**58%** made mistakes in their work due to AI

**47%** used AI in ways that contravene policies and guidelines

**70%** relied on AI output at work without evaluating its accuracy

**67%** presented AI-generated content as their own

## Impacts of AI on work

**75+%** report increased efficiency, quality of work, and innovation

**62%** report increased revenue generating activity

However,

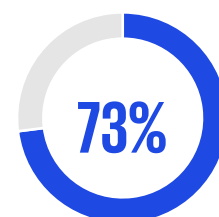**33+%** report increased workload, stress and pressure

**39%** AI has increased compliance and privacy risks

**66%** report key aspects of their work can be performed by AI

# Singapore Insights

# Societal Indicators

## Trust and acceptance

**50%** willing to trust AI

**75%** accept or approve of AI

Singaporeans are both optimistic and worried about AI

## AI benefits

**83%** expect AI to deliver on a range of benefits

**78%** personally experienced or observed benefits from AI use

Top benefit: **88%** report improved efficiency and reduced time spent on mundane or repetitive tasks due to AI

## AI risks

**25%** believe risks of AI outweigh the benefits

**81%** concerned about negative outcomes from AI

**49%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 67% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 52% believe current safeguards are sufficient
- Singaporeans expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 75% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 89% want laws and action to combat AI-generated misinformation

### Top risk:

**65%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

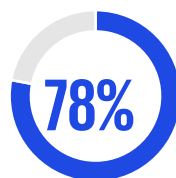**46%** feel they have the skills and knowledge to use AI appropriately

**45%** have formal or informal training in AI or related fields
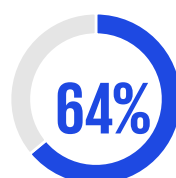
**61%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**78%** employees report their organization uses AI

**64%** intentionally use AI at work regularly

## Worker reliance on AI

**45%** felt they couldn't complete their work without the help of AI

**51%** relied on AI to do a task rather than learning how to do

**66%** concerned about being left behind if they don't use AI at work

## Employee perceptions of AI governance at work

**67%** have an AI strategy

**69%** provide training in responsible AI use

**65%** have policies and practices governing responsible use

## Complacent use of AI

**58%** used AI at work in inappropriate ways

**68%** made mistakes in their work due to AI

**55%** used AI in ways that contravene policies and guidelines

**69%** relied on AI output at work without evaluating its accuracy

**63%** presented AI-generated content as their own

## Impacts of AI on work

**65+%** report increased efficiency, quality of work, and innovation

**49%** report increased revenue generating activity

However,

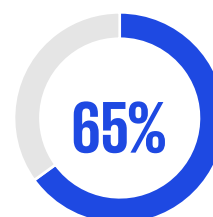**28+%** report increased workload, stress and pressure
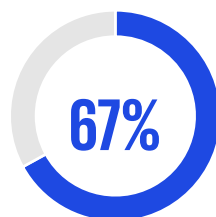
**39%**
AI has increased compliance and privacy risks

**50%**
report key aspects of their work can be performed by AI

# Slovak Republic Insights

## Societal Indicators

### Trust and acceptance

**36%** willing to trust AI

**69%** accept or approve of AI

Slovaks are optimistic, worried and excited about AI

### AI benefits

**82%** expect AI to deliver on a range of benefits

**70%** personally experienced or observed benefits from AI use

Top benefit: **80%** report improved effectiveness from AI

### AI risks

**32%** believe risks of AI outweigh the benefits

**79%** concerned about negative outcomes from AI

**40%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 67% believe AI regulation is required
- 6% aware of AI regulations and policies in their country
- 38% believe current safeguards are sufficient
- Slovaks expect international laws, industry and independent regulators

### AI-generated misinformation

- 62% unsure online content can be trusted as may be AI-generated
- 42% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

**Top risk:**

**55%** report experiencing misinformation and disinformation due to AI

### AI literacy

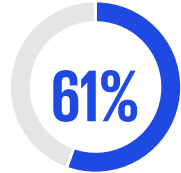**37%** feel they have the skills and knowledge to use AI appropriately

**25%** have formal or informal training in AI or related fields
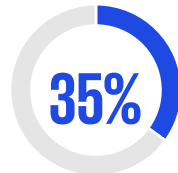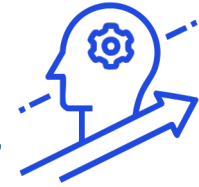
**47%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**61%** employees report their organization uses AI

**35%** intentionally use AI at work regularly

## Worker reliance on AI

**25%** felt they couldn't complete their work without the help of AI

**32%** relied on AI to do a task rather than learning how to do

**32%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**35%** used AI at work in inappropriate ways

**48%** made mistakes in their work due to AI

**30%** used AI in ways that contravene policies and guidelines

**56%** relied on AI output at work without evaluating its accuracy

**39%** presented AI-generated content as their own

## Impacts of AI on work

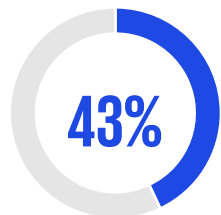**45+%** report increased efficiency, quality of work, and innovation

**33%** report increased revenue generating activity

However,

**23+%** report increased workload, stress and pressure

**25%** AI has increased compliance and privacy risks

**25%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**43%** have an AI strategy

**43%** provide training in responsible AI use

**44%** have policies and practices governing responsible use

# Slovenia Insights

# Societal Indicators

## Trust and acceptance

**40%** willing to trust AI

**74%** accept or approve of AI

Slovenians are optimistic, worried and excited about AI

## AI benefits

**81%** expect AI to deliver on a range of benefits

**69%** personally experienced or observed benefits from AI use

Top benefit: **80%** report improved accessibility from AI

## AI risks

**32%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**43%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 72% believe AI regulation is required
- 13% aware of AI regulations and policies in their country
- 41% believe current safeguards are sufficient
- Slovenians expect international laws, co-regulation and independent regulator oversight

## AI-generated misinformation

- 74% unsure online content can be trusted as may be AI-generated
- 65% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

## Top risk:

**61%** report experiencing inaccurate outcomes due to AI

## AI literacy

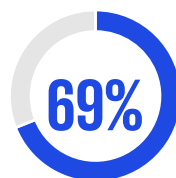**49%** feel they have the skills and knowledge to use AI appropriately

**43%** have formal or informal training in AI or related fields
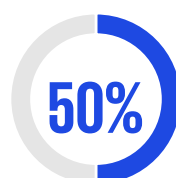
**56%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**69%** employees report their organization uses AI

**50%** intentionally use AI at work regularly

## Worker reliance on AI

**37%** felt they couldn't complete their work without the help of AI

**44%** relied on AI to do a task rather than learning how to do

**38%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**48%** used AI at work in inappropriate ways

**60%** made mistakes in their work due to AI

**47%** used AI in ways that contravene policies and guidelines

**67%** relied on AI output at work without evaluating its accuracy

**56%** presented AI-generated content as their own

## Impacts of AI on work

**41+%** report increased efficiency, quality of work, and innovation

**29%** report increased revenue generating activity

However,

**21+%** report increased workload, stress and pressure

**25%** AI has increased compliance and privacy risks

**26%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**42%** have an AI strategy

**47%** provide training in responsible AI use

**35%** have policies and practices governing responsible use

# South Africa Insights

## Societal Indicators

### Trust and acceptance

**62%** willing to trust AI

**82%** accept or approve of AI

South Africans are more optimistic and excited than worried about AI

### AI benefits

**89%** expect AI to deliver on a range of benefits

**81%** personally experienced or observed benefits from AI use

Top benefit: **90%** report improved efficiency from AI

### AI risks

**25%** believe risks of AI outweigh the benefits

**81%** concerned about negative outcomes from AI

**40%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 67% believe AI regulation is required
- 20% aware of AI regulations and policies in their country
- 52% believe current safeguards are sufficient
- South Africans expect industry and international laws to regulate AI

### AI-generated misinformation

- 66% unsure online content can be trusted as may be AI-generated
- 54% concerned elections manipulated by AI-generated content or bots
- 90% want laws and action to combat AI-generated misinformation

### Top risk:

**56%** report experiencing the loss of human interaction and connection due to AI

### AI literacy

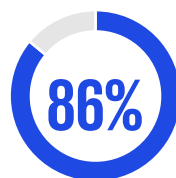**66%** feel they have the skills and knowledge to use AI appropriately

**53%** have formal or informal training in AI or related fields
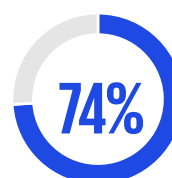
**69%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**86%** employees report their organization uses AI

**74%** intentionally use AI at work regularly

## Worker reliance on AI

**49%** felt they couldn't complete their work without the help of AI

**50%** relied on AI to do a task rather than learning how to do

**62%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**46%** used AI at work in inappropriate ways

**56%** made mistakes in their work due to AI

**48%** used AI in ways that contravene policies and guidelines

**63%** relied on AI output at work without evaluating its accuracy

**56%** presented AI-generated content as their own

## Impacts of AI on work

**69+%** report increased efficiency, quality of work, and innovation

**60%** report increased revenue generating activity

However,

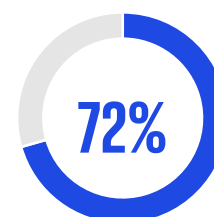**27+%** report increased workload, stress and pressure

**38%** AI has increased compliance and privacy risks

**53%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**72%** have an AI strategy

**71%** provide training in responsible AI use

**72%** have policies and practices governing responsible use

# Spain Insights

# Societal Indicators

## Trust and acceptance

**51%** willing to trust AI

**72%** accept or approve of AI

Spaniards are optimistic and worried about AI

## AI benefits

**88%** expect AI to deliver on a range of benefits

**71%** personally experienced or observed benefits from AI use

Top benefit: **84%** report improved efficiency from AI

## AI risks

**34%** believe risks of AI outweigh the benefits

**85%** concerned about negative outcomes from AI

**38%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 82% believe AI regulation is required
- 8% aware of AI regulations and policies in their country
- 42% believe current safeguards are sufficient
- The Spanish expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 73% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

### Top risk:

**51%** report experiencing inaccurate outcomes due to AI

## AI literacy

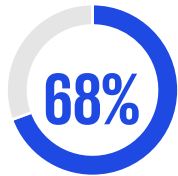**46%** feel they have the skills and knowledge to use AI appropriately

**40%** have formal or informal training in AI or related fields
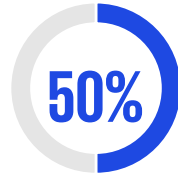
**62%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**68%** employees report their organization uses AI

**50%** intentionally use AI at work regularly

## Worker reliance on AI

**39%** felt they couldn't complete their work without the help of AI

**48%** relied on AI to do a task rather than learning how to do

**54%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**43%** used AI at work in inappropriate ways

**53%** made mistakes in their work due to AI

**38%** used AI in ways that contravene policies and guidelines

**64%** relied on AI output at work without evaluating its accuracy

**49%** presented AI-generated content as their own

## Impacts of AI on work

**47+%** report increased efficiency, quality of work, and innovation

**31%** report increased revenue generating activity

However,

**17+%** report increased workload, stress and pressure

**30%**

AI has increased compliance and privacy risks

**52%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**51%** have an AI strategy

**54%** provide training in responsible AI use

**47%** have policies and practices governing responsible use

# Sweden Insights

# Societal Indicators

## Trust and acceptance

**36%** willing to trust AI

**59%** accept or approve of AI

The Swedish are worried and optimistic about AI

## AI benefits

**76%** expect AI to deliver on a range of benefits

**65%** personally experienced or observed benefits from AI use

Top benefit: **76%** report improved efficiency from AI

## AI risks

**48%** believe risks of AI outweigh the benefits

**80%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 73% believe AI regulation is required
- 12% aware of AI regulations and policies in their country
- 26% believe current safeguards are sufficient
- The Swedish expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 74% unsure online content can be trusted as may be AI-generated
- 69% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

**Top risk:**

**51%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

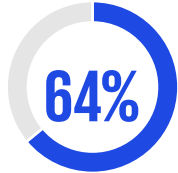**36%** feel they have the skills and knowledge to use AI appropriately

**24%** have formal or informal training in AI or related fields
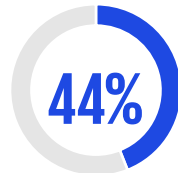
**41%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**64%** employees report their organization uses AI

**44%** intentionally use AI at work regularly

## Worker reliance on AI

**35%** felt they couldn't complete their work without the help of AI

**43%** relied on AI to do a task rather than learning how to do

**38%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**45%** used AI at work in inappropriate ways

**50%** made mistakes in their work due to AI

**40%** used AI in ways that contravene policies and guidelines

**64%** relied on AI output at work without evaluating its accuracy

**52%** presented AI-generated content as their own

## Impacts of AI on work

**39+%** report increased efficiency, quality of work, and innovation

**32%** report increased revenue generating activity

However,

**22+%** report increased workload, stress and pressure

**28%**
AI has increased compliance and privacy risks

**32%**
report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**50%** have an AI strategy

**47%** provide training in responsible AI use

**48%** have policies and practices governing responsible use

# Switzerland Insights

# Societal Indicators

## Trust and acceptance

**46%** willing to trust AI

**72%** accept or approve of AI

The Swiss are optimistic and worried about AI

## AI benefits

**78%** expect AI to deliver on a range of benefits

**69%** personally experienced or observed benefits from AI use

Top benefit: **78%** report improved efficiency from AI

## AI risks

**34%** believe risks of AI outweigh the benefits

**76%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 65% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 47% believe current safeguards are sufficient
- The Swiss expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 66% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

### Top risk:

**48%** report experiencing misinformation and disinformation due to AI

## AI literacy

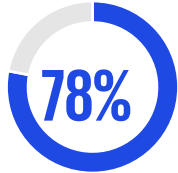**58%** feel they have the skills and knowledge to use AI appropriately

**45%** have formal or informal training in AI or related fields
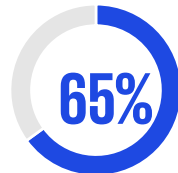
**57%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**78%** employees report their organization uses AI

**65%** intentionally use AI at work regularly

## Worker reliance on AI

**46%** felt they couldn't complete their work without the help of AI

**55%** relied on AI to do a task rather than learning how to do

**52%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**58%** used AI at work in inappropriate ways

**63%** made mistakes in their work due to AI

**52%** used AI in ways that contravene policies and guidelines

**74%** relied on AI output at work without evaluating its accuracy

**69%** presented AI-generated content as their own

## Impacts of AI on work

**60+%** report increased efficiency, quality of work, and innovation

**51%** report increased revenue generating activity

However,

**31+%** report increased workload, stress and pressure

**47%**
AI has increased compliance and privacy risks

**47%**
report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
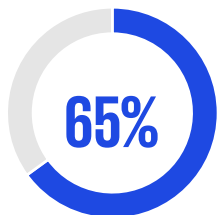
**65%** have an AI strategy

**63%** provide training in responsible AI use

**63%** have policies and practices governing responsible use

# Türkiye Insights

# Societal Indicators

## Trust and acceptance

**56%** willing to trust AI

**86%** accept or approve of AI

Turks are more optimistic and excited than worried about AI

## AI benefits

**92%** expect AI to deliver on a range of benefits

**79%** personally experienced or observed benefits from AI use

Top benefit: **86%** report improved outcomes for people

## AI risks

**27%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**49%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 65% believe AI regulation is required
- 21% aware of AI regulations and policies in their country
- 50% believe current safeguards are sufficient
- Turks expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 69% unsure online content can be trusted as may be AI-generated
- 64% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

### Top risk:

**59%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

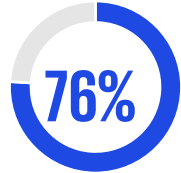**67%** feel they have the skills and knowledge to use AI appropriately

**34%** have formal or informal training in AI or related fields
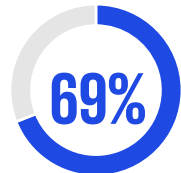
**69%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**76%** employees report their organization uses AI

**69%** intentionally use AI at work regularly

## Worker reliance on AI

**51%** felt they couldn't complete their work without the help of AI

**60%** relied on AI to do a task rather than learning how to do

**54%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**42%** used AI at work in inappropriate ways

**56%** made mistakes in their work due to AI

**40%** used AI in ways that contravene policies and guidelines

**74%** relied on AI output at work without evaluating its accuracy

**57%** presented AI-generated content as their own

## Impacts of AI on work

**68+%** report increased efficiency, quality of work, and innovation

**65%** report increased revenue generating activity

However,

**25+%** report increased workload, stress and pressure

**37%**

AI has increased compliance and privacy risks

**59%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
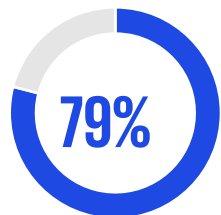
**79%** have an AI strategy

**73%** provide training in responsible AI use

**61%** have policies and practices governing responsible use

# United Arab Emirates Insights

# Societal Indicators

## Trust and acceptance

**65%** willing to trust AI

**86%** accept or approve of AI

Emiratis are more optimistic and excited than worried

## AI benefits

**89%** expect AI to deliver on a range of benefits

**86%** personally experienced or observed benefits from AI use

Top benefit: **92%** report improved efficiency from AI

## AI risks

**25%** believe risks of AI outweigh the benefits

**75%** concerned about negative outcomes from AI

**50%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 57% believe AI regulation is required
- 41% aware of AI regulations and policies in their country
- 68% believe current safeguards are sufficient
- Emiratis expect co-regulation with government oversight and international laws

## AI-generated misinformation

- 73% unsure online content can be trusted as may be AI-generated
- 62% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

**Top risk:**

**59%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

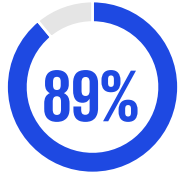**73%** feel they have the skills and knowledge to use AI appropriately

**67%** have formal or informal training in AI or related fields

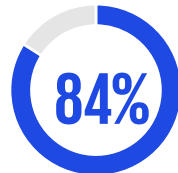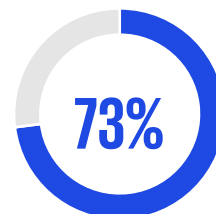**79%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**89%** employees report their organization uses AI

**84%** intentionally use AI at work regularly

## Worker reliance on AI

**54%** felt they couldn't complete their work without the help of AI

**57%** relied on AI to do a task rather than learning how to do

**58%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**57%** used AI at work in inappropriate ways

**64%** made mistakes in their work due to AI

**56%** used AI in ways that contravene policies and guidelines

**72%** relied on AI output at work without evaluating its accuracy

**67%** presented AI-generated content as their own

## Impacts of AI on work

**75+%** report increased efficiency, quality of work, and innovation

**65%** report increased revenue generating activity

However,

**34%** report increased workload, stress and pressure

**44%**

AI has increased compliance and privacy risks

**55%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
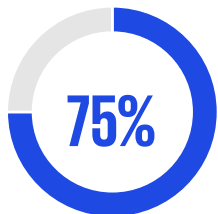
**75%** have an AI strategy

**77%** provide training in responsible AI use

**73%** have policies and practices governing responsible use

# United Kingdom Insights

# Societal Indicators

## Trust and acceptance

**42%** willing to trust AI

**57%** accept or approve of AI

People in the UK are more worried than optimistic or excited about AI

## AI benefits

**71%** expect AI to deliver on a range of benefits

**59%** personally experienced or observed benefits from AI use

Top benefit: **73%** report reduced time spent on mundane or repetitive tasks

## AI risks

**40%** believe risks of AI outweigh the benefits

**78%** concerned about negative outcomes from AI

**32%** personally experienced or observed negative outcomes from AI

## Responsible AI

- 80% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 33% believe current safeguards are sufficient
- People in the UK expect co-regulation with government oversight and international laws and regulations

## AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 54% concerned elections manipulated by AI-generated content or bots
- 91% want laws and action to combat AI-generated misinformation

### Top risk:

**55%** report experiencing the loss of human interaction and connection due to AI

## AI literacy

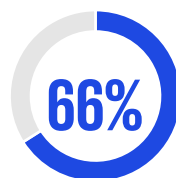**36%** feel they have the skills and knowledge to use AI appropriately

**27%** have formal or informal training in AI or related fields

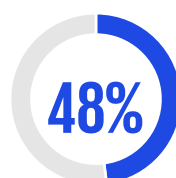**48%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**66%** employees report their organization uses AI

**48%** intentionally use AI at work regularly

## Worker reliance on AI

**39%** felt they couldn't complete their work without the help of AI

**45%** relied on AI to do a task rather than learning how to do

**44%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**38%** used AI at work in inappropriate ways

**54%** made mistakes in their work due to AI

**39%** used AI in ways that contravene policies and guidelines

**58%** relied on AI output at work without evaluating its accuracy

**47%** presented AI-generated content as their own

## Impacts of AI on work

**53+%** report increased efficiency, quality of work, and innovation

**45%** report increased revenue generating activity

However,

**18+%** report increased workload, stress and pressure

**29%**

AI has increased compliance and privacy risks

**43%**

report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work

**63%** have an AI strategy

**59%** provide training in responsible AI use

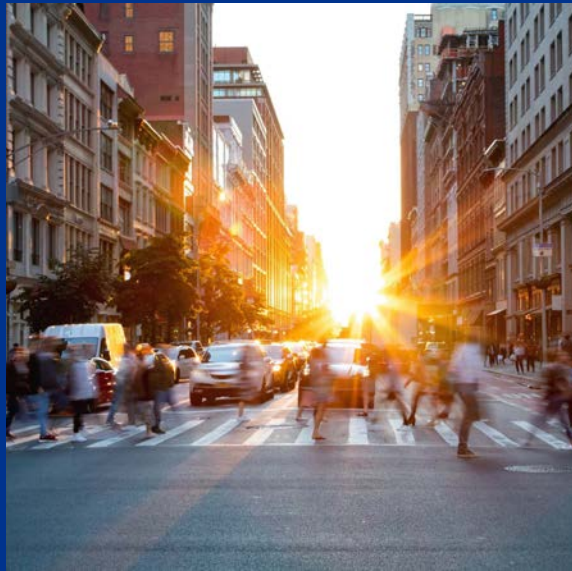**59%** have policies and practices governing responsible use

# United States of America Insights

## Societal Indicators

### Trust and acceptance

**41%** willing to trust AI

**54%** accept or approve of AI

Americans are more worried than optimistic or excited about AI

### AI benefits

**70%** expect AI to deliver on a range of benefits

**61%** personally experienced or observed benefits from AI use

Top benefit: **72%** report improved efficiency from AI

### AI risks

**45%** believe risks of AI outweigh the benefits

**75%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 72% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 29% believe current safeguards are sufficient
- Americans expect government regulation and co-regulation with industry, as well as existing regulators

### AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 52% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

**Top risk:**

**55%** report experiencing inaccurate outcomes due to AI

### AI literacy

**42%** feel they have the skills and knowledge to use AI appropriately

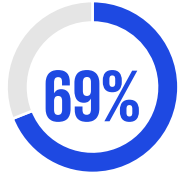**28%** have formal or informal training in AI or related fields
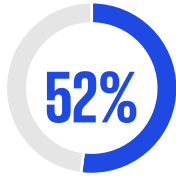
**52%** feel they can use AI tools effectively

# Workplace Indicators

## AI in the workplace

**69%** employees report their organization uses AI

**52%** intentionally use AI at work regularly

## Worker reliance on AI

**37%** felt they couldn't complete their work without the help of AI

**45%** relied on AI to do a task rather than learning how to do

**41%** concerned about being left behind if they don't use AI at work

## Complacent use of AI

**44%** used AI at work in inappropriate ways

**57%** made mistakes in their work due to AI

**44%** used AI in ways that contravene policies and guidelines

**58%** relied on AI output at work without evaluating its accuracy

**50%** presented AI-generated content as their own

## Impacts of AI on work

**54+%** report increased efficiency, quality of work, and innovation

**43%** report increased revenue generating activity

However,

**28+%** report increased workload, stress and pressure

**36%** AI has increased compliance and privacy risks

**40%** report key aspects of their work can be performed by AI

## Employee perceptions of AI governance at work
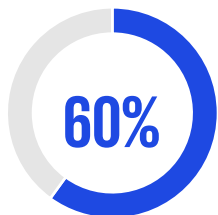
**60%** have an AI strategy

**58%** provide training in responsible AI use

**54%** have policies and practices governing responsible use

# About the survey

## How the data was collected

Data was collected in each country between November 2024 and mid-January 2025 using an online survey. In total, 48,340 people completed the survey across 47 countries, covering all global geographical regions:

(1) North America (Canada, United States of America)
(2) Latin America and Caribbean (Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico)
(3) Northern and Western Europe (Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Ireland, Latvia, Lithuania, Netherlands, Norway, Sweden, Switzerland, United Kingdom)
(4) Southern Europe (Greece, Italy, Portugal, Slovenia, Spain)
(5) Eastern Europe (Czech Republic, Hungary, Poland, Romania, Slovakia)
(6) Africa (Egypt, Nigeria, South Africa)
(7) Western Asia (Israel, Saudi Arabia, Türkiye, United Arab Emirates)
(8) Eastern, Southern and Central Asia (China, Japan, India, Singapore, Republic of Korea)
(9) Oceania (Australia, New Zealand)

As a distinct pattern of findings was found between countries with emerging and advanced economies, we adopted the International Monetary Fund's (IMF) classification of these economic groups.

Surveys were conducted in the native language(s) of each country with an option to complete in English. Professional translation and back-translation procedures were used to ensure question equivalence across languages.

## Who completed the survey?

Representative research panels were used. Each country sample was representative of the adult population on gender, age and regional distribution matched against official national statistics. The sample size in each country ranged from 1,001 to 1,098 respondents.

The total sample consisted of 51% women, 49% men and <1% percent other gender identities. The mean age was 46 years and ranged between 18 and 95 years. Half the sample (51%) had a university education and 20% a vocational or trade qualification. The sample represented the full range of income levels.

The employee sample is based on the 32,352 respondents (67% of the total sample) who reported working (full-time/part-time). These respondents represented the diversity of industries and occupational groups listed by the OECD and International Labor Organization, and included employees of small, medium, and large organizations (77%), business owners (7%), and self-employed workers (16%).

The student sample is based on 2,499 respondents (5% of the total sample) who were studying. The majority were tertiary students enrolled in university-level (65%) or vocational/trade programs (16%), with the remainder in secondary education (18%).

## How we asked about AI

As attitudes toward AI may vary dependent on the purpose and use case, survey questions asking about public attitudes toward AI referred to one of four use cases: Generative AI (used to create output and content in response to user prompts); Healthcare AI (used to inform decisions about how to diagnose and treat patients); Human Resources AI (used to inform decisions about hiring and promotion); and AI systems in general.

These use cases were selected based on expert consultation to represent AI applications that are widely used and can impact many people. Respondents were randomly allocated one use case and read a description, including what it is used for and how it works, before answering related questions.

## How the data was analyzed

Statistical analyses explored differences across countries, economic classifications (IMF-defined advanced and emerging economies), and demographic factors (e.g. age, education, income). Reported findings reflect statistically significant and meaningful variations.

# Contacts

## University of Melbourne

**Professor Nicole Gillespie**
Chair of Trust | Professor of Management
Melbourne Business School,
The University of Melbourne

n.gillespie@mbs.edu

**Dr Steve Lockey**
Senior Research Fellow
Melbourne Business School,
The University of Melbourne

s.lockey@mbs.edu

## KPMG

**David Rowlands**
Global Head of Artificial Intelligence
KPMG International
david.rowlands@KPMG.co.uk

**Sam Gloede**
Global Trusted AI Transformation Leader
KPMG International
sgloede@kpmg.com

**Ruth Svensson**
Global Head of People and HR, COE
KPMG International
ruth.svensson@KPMG.co.uk

102