



Trust, attitudes and use of AI: 2025 global study and country insights

Belgium

Country level report

N = 1029

April 2025

KPMG International

kpmg.com/be

University of Melbourne

unimelb.edu.au

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Executive summary

Trust in AI — Not to be taken for granted

Artificial Intelligence (AI) is no longer an emerging technology

It has become an integral force that is reshaping industries, redefining work and influencing daily life at an unprecedented pace.

However, findings from Trust, attitudes and use of AI, a global study, conducted by The University of Melbourne in collaboration with KPMG International, reveals that AI literacy, responsible usage, AI governance and regulations are failing to keep pace with the speed of AI adoption.

The country data delves into the key research data and insights for Belgium compared to global benchmarks from the 2025 research of 47 countries and jurisdictions.

Many organizations are rapidly deploying AI without necessary consideration being given to the structures necessary to ensure transparency, accountability and ethical oversight — all of which are essential ingredients for trust.

The combination of rapid adoption, low AI literacy and weak governance structures globally is creating a complex risk environment.

Where does Belgium stand in this global landscape?

Belgium insights benchmarked against a global perspective

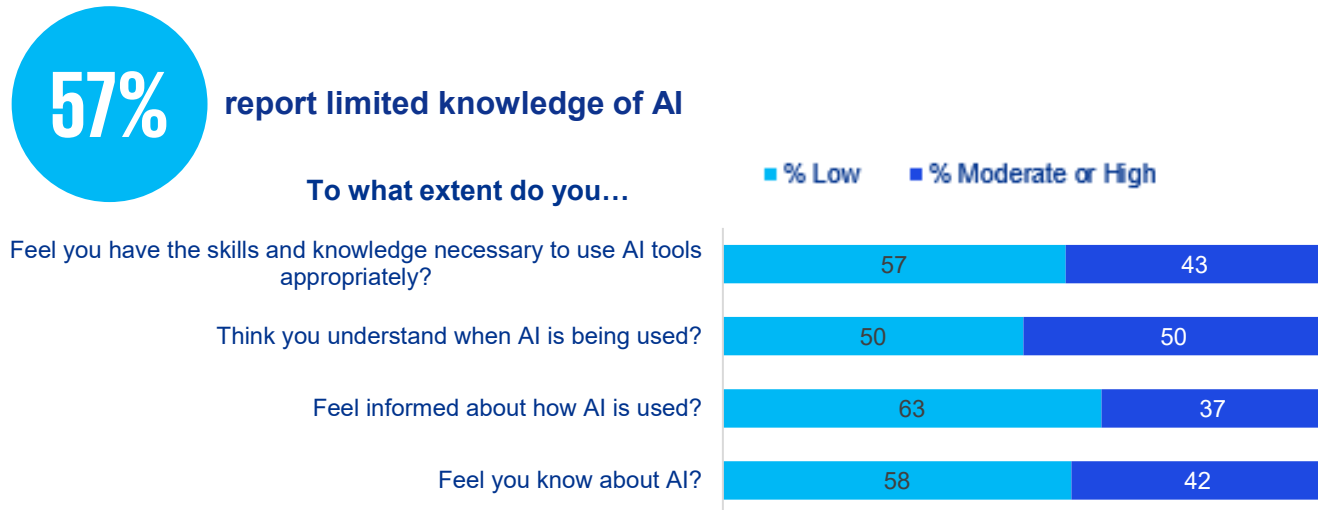
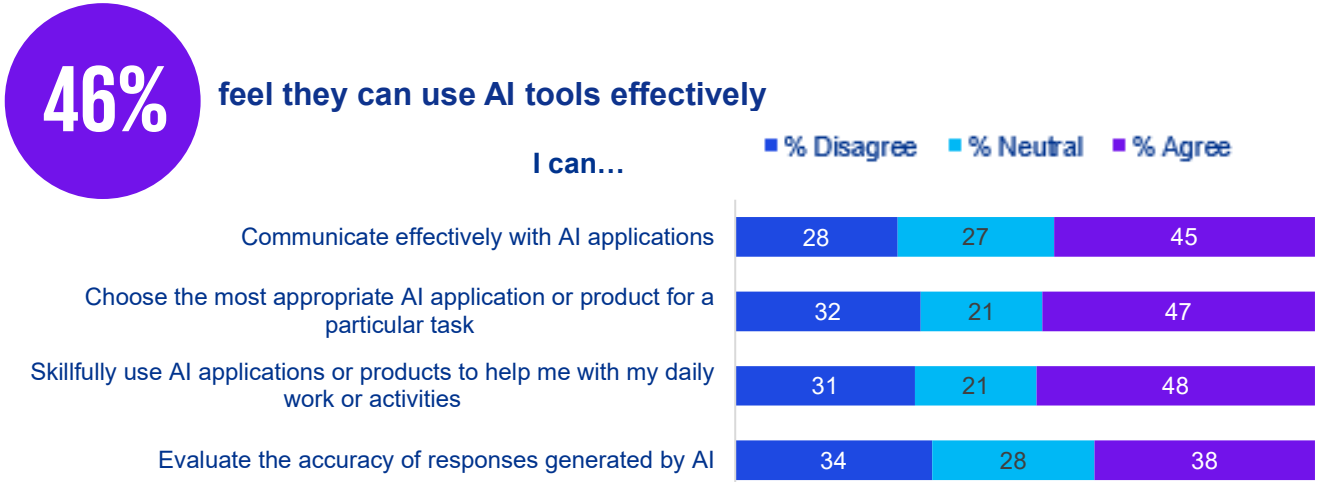
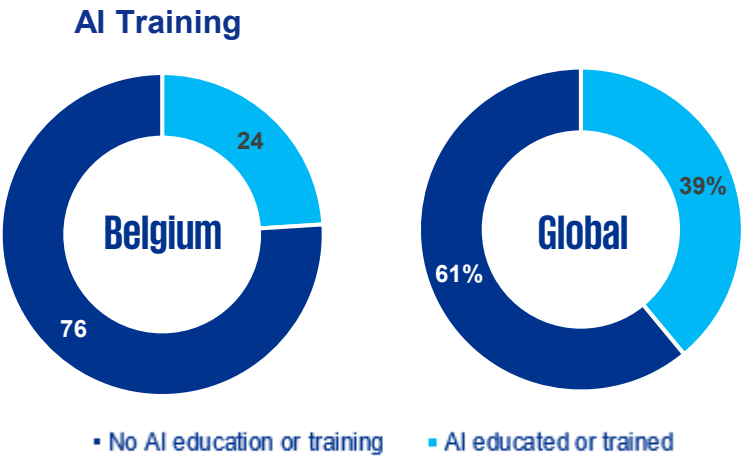
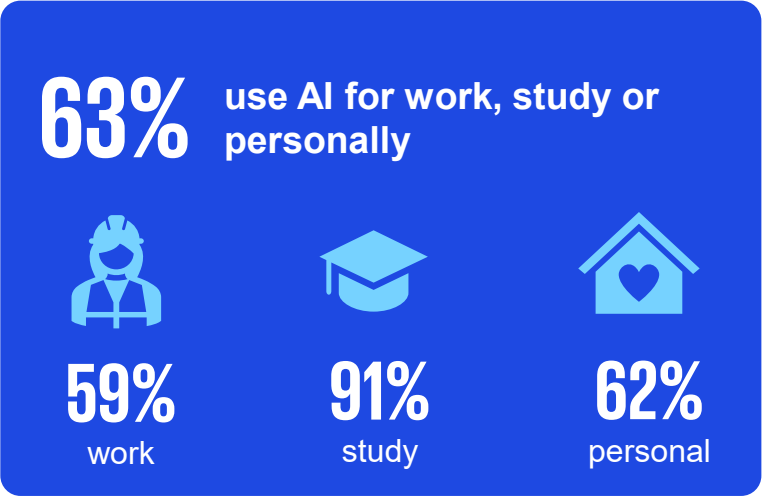
47
Countries

48,340
Respondents

- Minimum sample of N=1000 per country
- Nationally representative samples across age, gender, and region in most countries
- Represents diversity of education levels, income, and industry

ARGENTINA	CHILE	EGYPT	HUNGARY	LATVIA	NIGERIA	SLOVAKIA	SWITZERLAND
AUSTRALIA	CHINA	ESTONIA	INDIA	LITHUANIA	NORWAY	SLOVENIA	UAE
AUSTRIA	COSTA RICA	FINLAND	ITALY	POLAND	PORTUGAL	SOUTH AFRICA	UK
BRAZIL	COLOMBIA	FRANCE	IRELAND	MEXICO	ROMANIA	SOUTH KOREA	UNITED STATES
BELGIUM	CZECH REP.	GERMANY	ISRAEL	NETHERLANDS	SAUDI ARABIA	SPAIN	TÜRKIYE
CANADA	DENMARK	GREECE	JAPAN	NEW ZEALAND	SINGAPORE	SWEDEN	

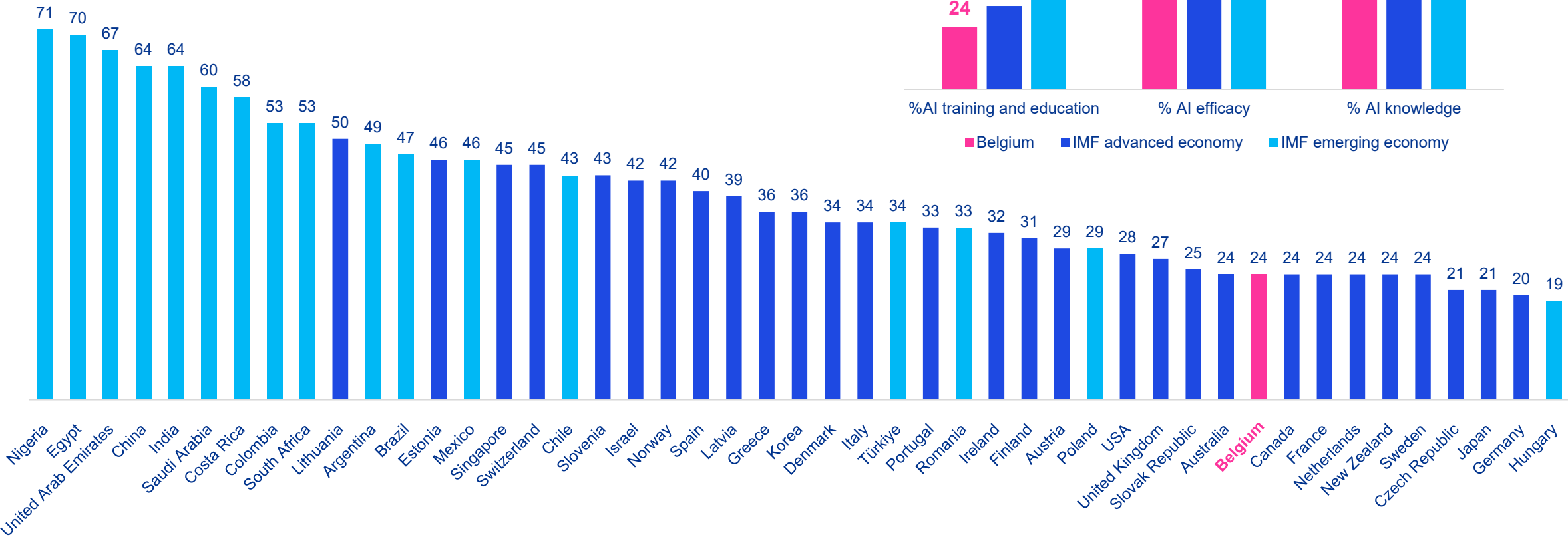
Belgians have limited levels of AI literacy and training



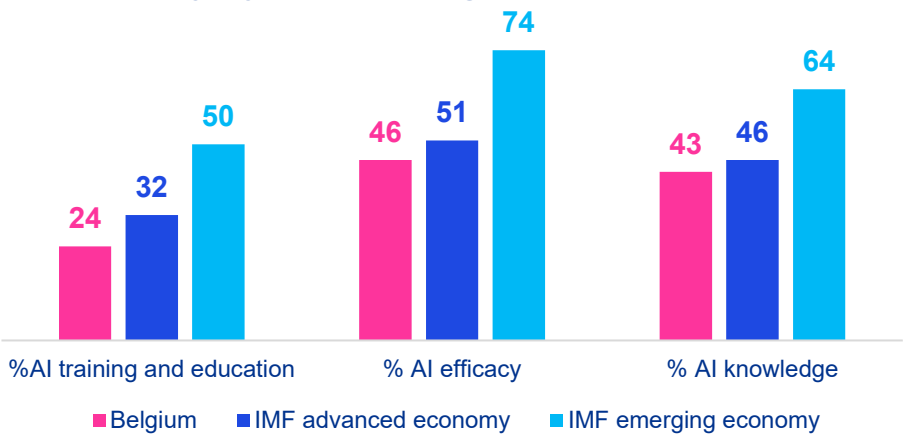
Belgium is lagging behind many other countries in AI training and literacy

% AI education or training

■ IMF advanced economy
■ IMF emerging economy



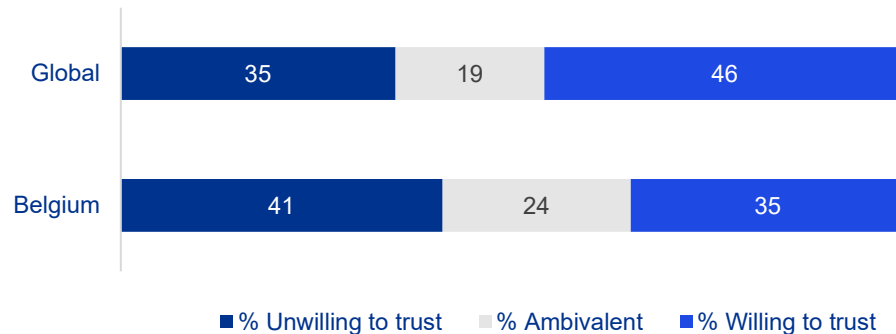
AI literacy by economic group



Trust and acceptance of AI is low in Belgium



How willing are you to trust AI (e.g., rely on information provided by an AI system):



Low trust holds across common AI applications including Generative AI tools, AI use in Healthcare, and in Human Resources

People more trusting of

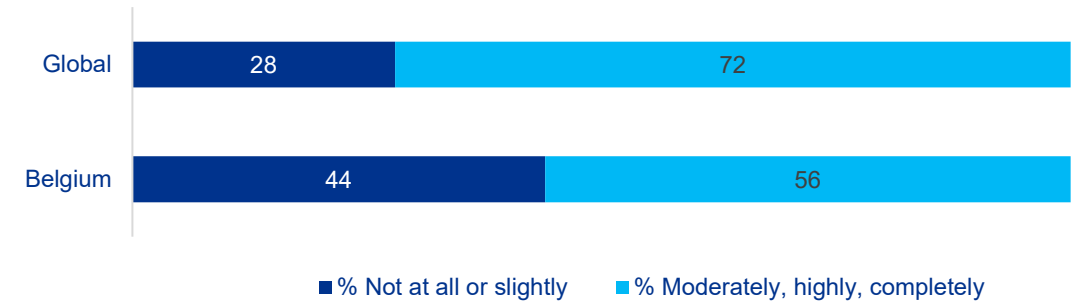
AI's **ability** to provide a helpful service and output that meets its intended purpose

People less trusting of

Safety and **security** of using AI and impact on **human rights**



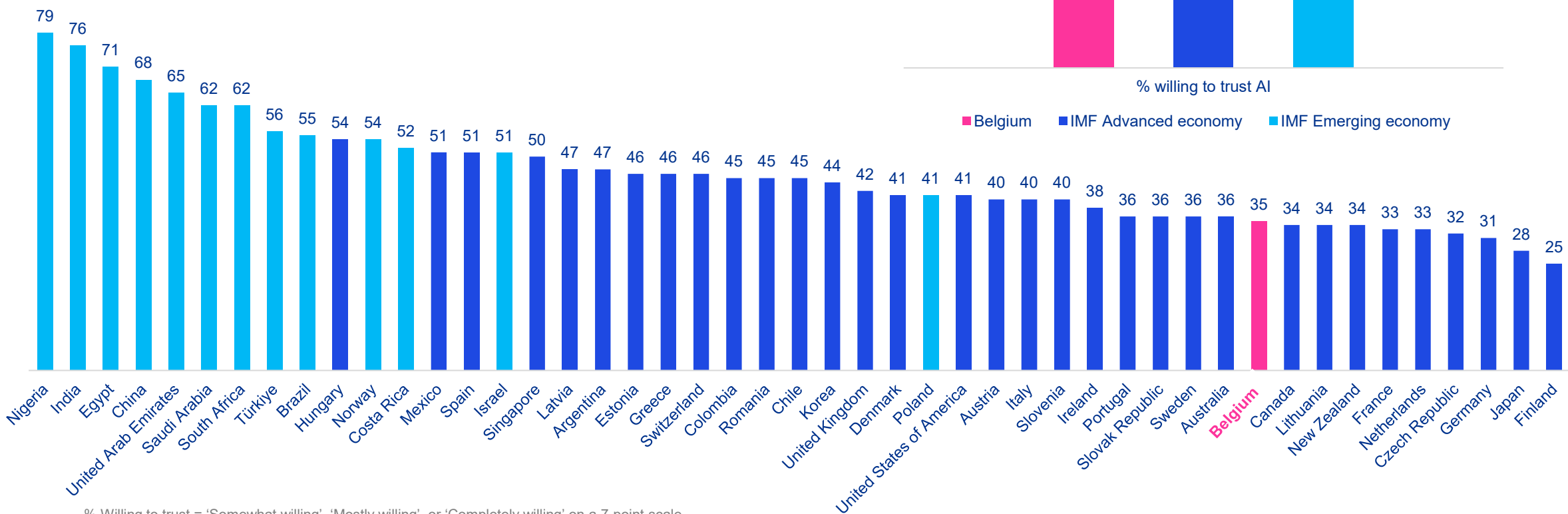
To what extent do you... accept/approve the use of AI?



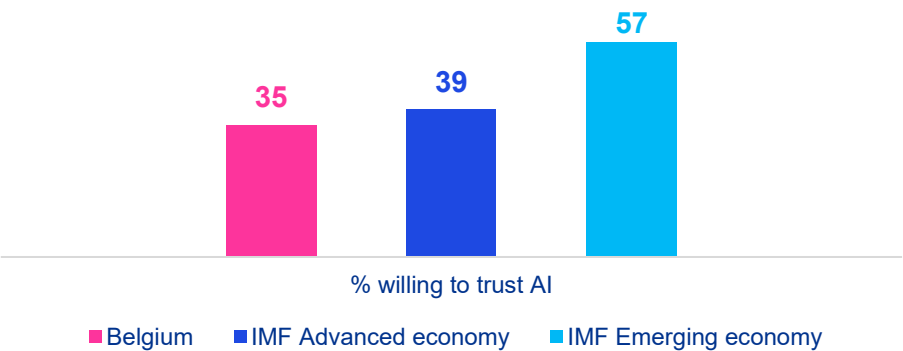
Belgium's trust of AI is similar to other advanced economies

% Willingness to trust AI systems

- IMF Advanced economy
- IMF Emerging economy

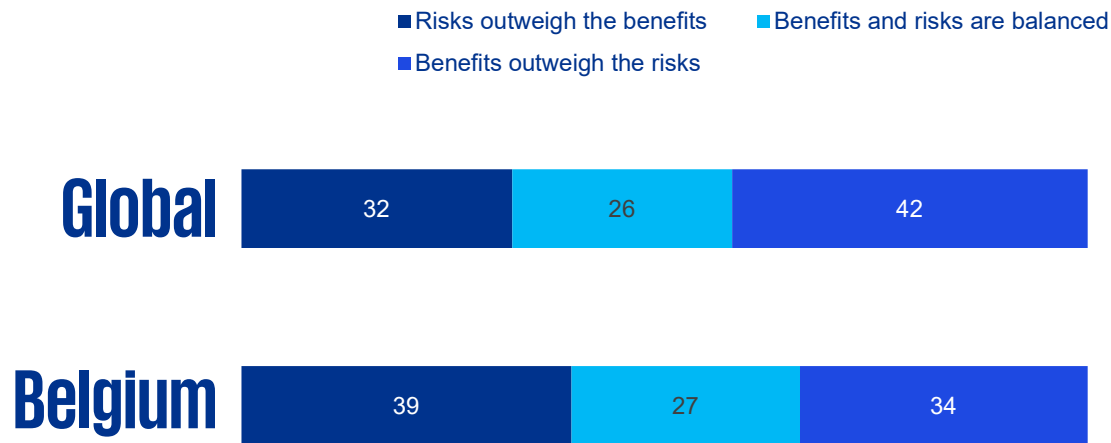
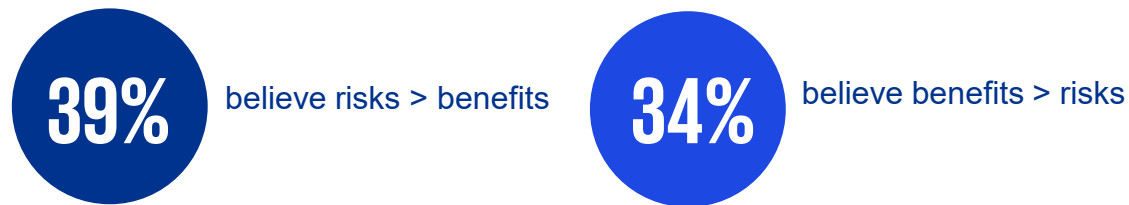


Trust of AI systems by economic group



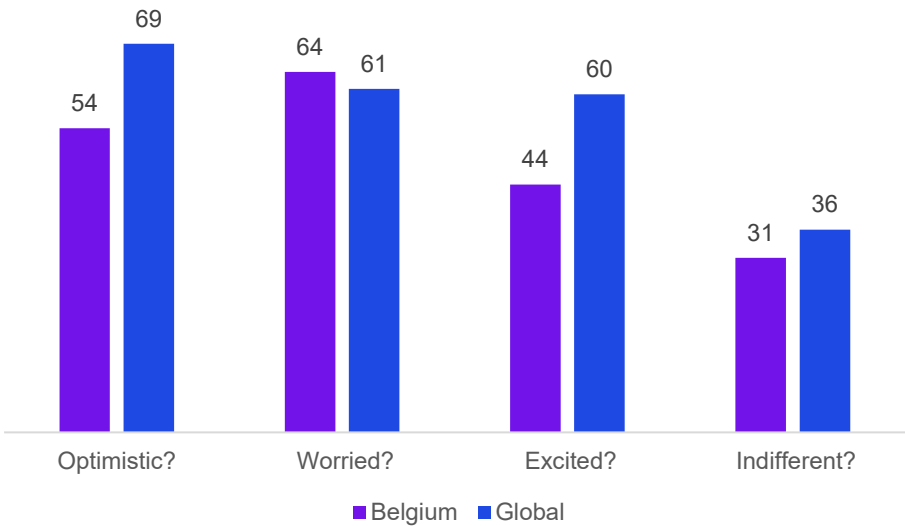
% Willing to trust = 'Somewhat willing', 'Mostly willing', or 'Completely willing' on a 7-point scale
IMF = International Monetary Fund classified economy

The Belgium mindset: perception of risk outweighing the benefits



Belgians have mixed emotions about AI:
They're more worried than optimistic or excited

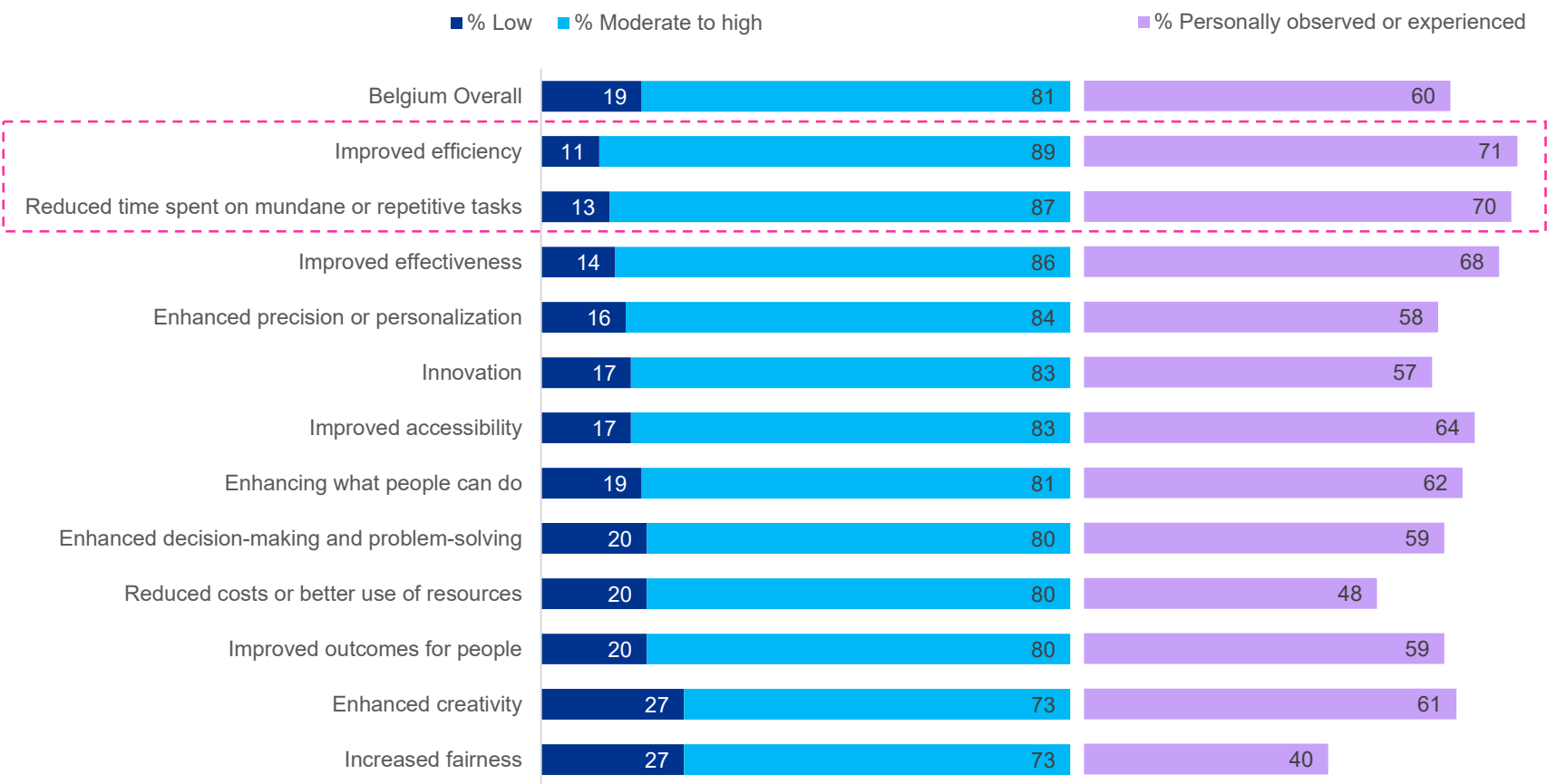
Sentiments Towards AI
In thinking about AI [specific application], to what extent do you feel...



% Moderate to high = 'Moderately', or 'Very', or 'Extremely' on a 5-point scale

Belgians are experiencing the benefits of AI...but less so than other countries

I expect the use of AI will result in these potential **positive** outcomes...



Belgium vs Global

81% vs 83%

expect positive outcomes

60% vs 73%

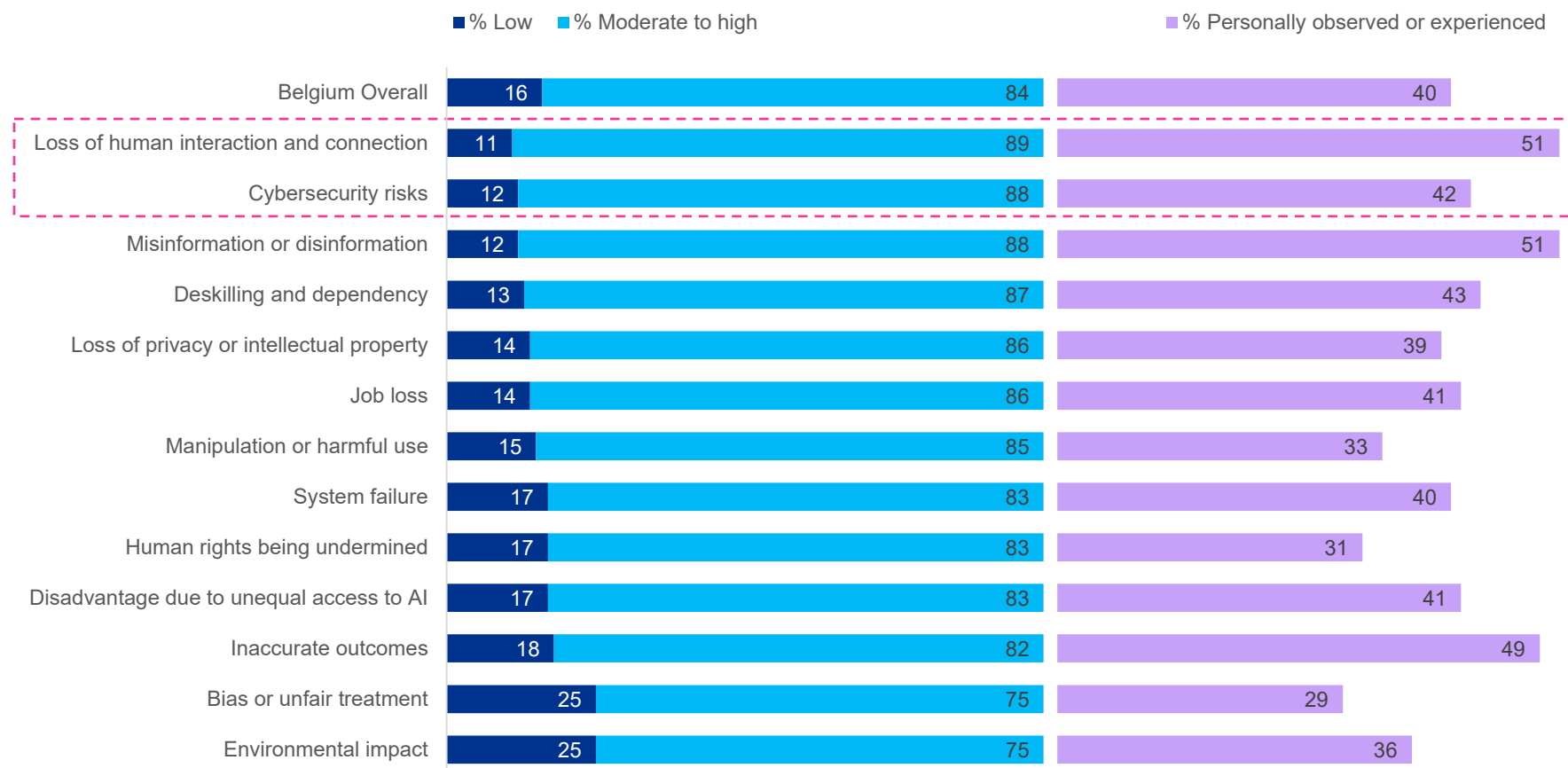
experienced or
observed positive outcomes

% Low = 'Not at all' or 'To a small extent'

% Moderate to High = 'To a moderate extent', 'To a large extent' or 'To a very large extent'

Belgians are concerned about and experiencing negative outcomes from AI

How concerned are you about these potential **negative** outcomes of AI?



Belgium vs Global

84% vs 73%

concerned about negative outcomes

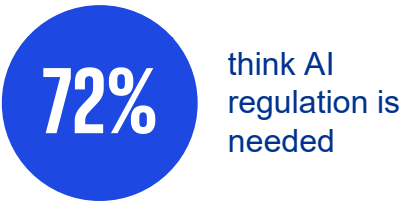
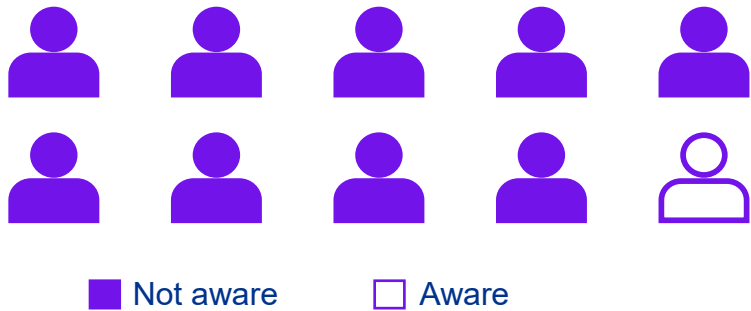
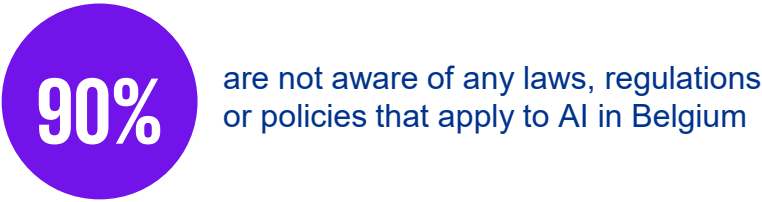
40% vs 43%

experienced or observed negative outcomes

% Low = 'Not at all' or 'To a small extent'

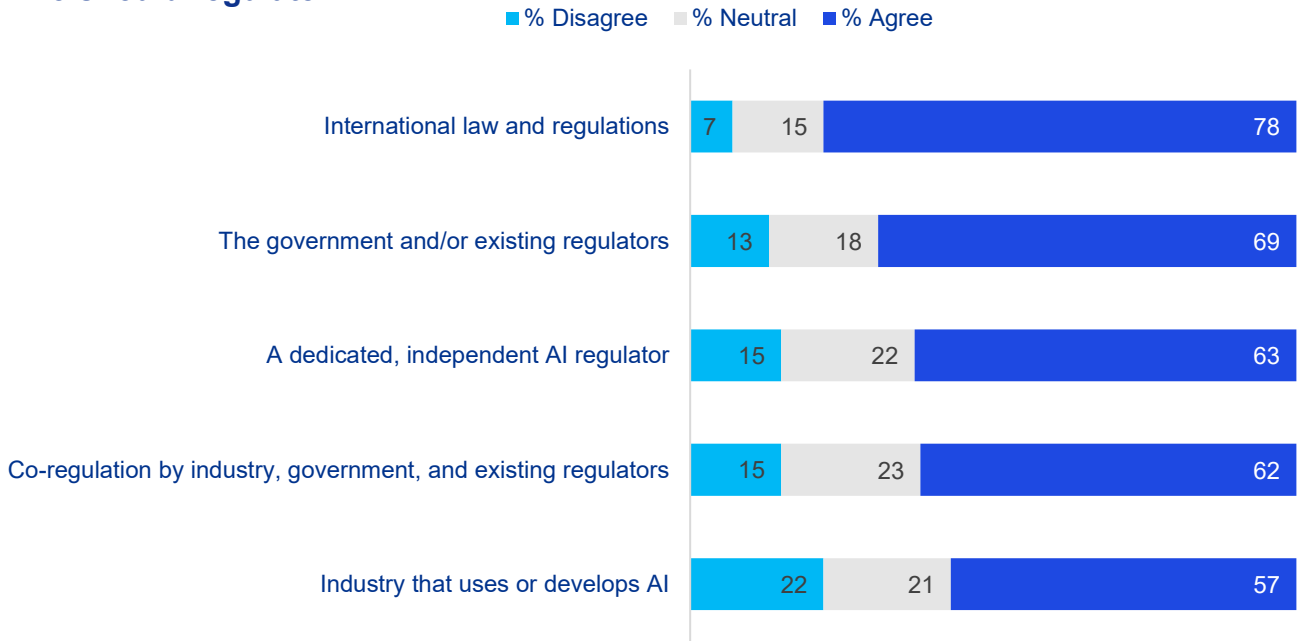
% Moderate to High = 'To a moderate extent', 'To a large extent' or 'To a very large extent'

AI regulation and governance is falling short of Belgium's expectations



Belgians expect co-regulation with government oversight and international laws

Who should regulate AI?

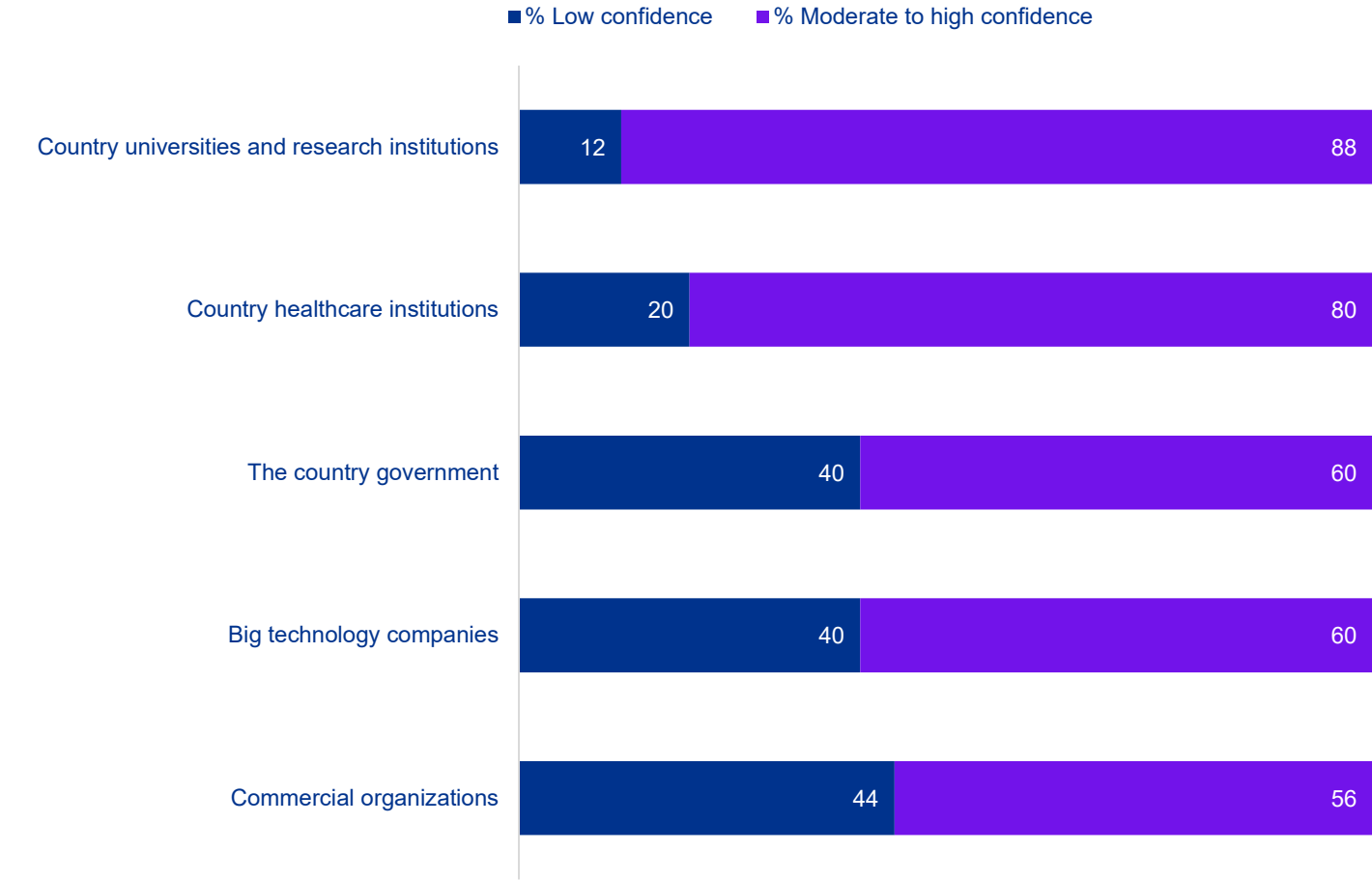


Many Belgians lack confidence in big tech and commercial's use of AI

40+%
have low confidence in commercial and big tech to develop and use AI

Universities and healthcare institutions
are most trusted to develop and use AI

How much confidence do you have in the following entities to develop and use AI in the best interests of the public?

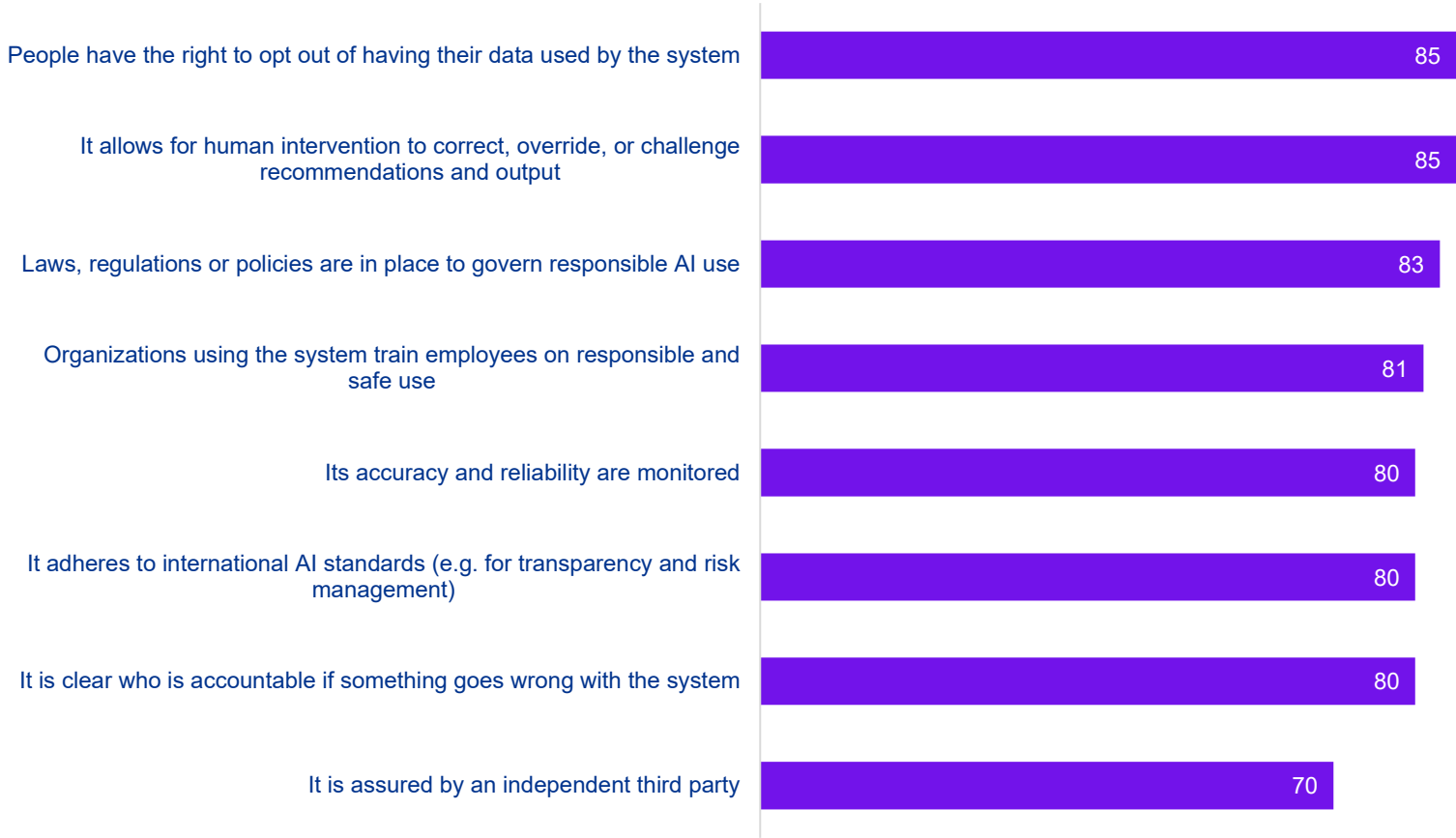


Assurance mechanisms can enhance trust in AI

81%
more willing to
trust AI
systems when assured
of its trustworthy use

I would be more willing to trust an AI system if...

■ % Agree



Belgians want stronger regulation of AI-generated misinformation

AI-generated misinformation is
threatening trust and **democracy**

55%

concerned that **elections are being manipulated** by AI-generated content or bots

69%

unsure online content **can be trusted** because it may be AI-generated

65%

not confident they can identify AI-generated misinformation

85%

want laws and action to combat AI-generated misinformation

84%

Agree news and social media companies need to **ensure people can detect** when content is AI-generated

88%

Agree there should be laws to **prevent the spread** of AI-generated misinformation

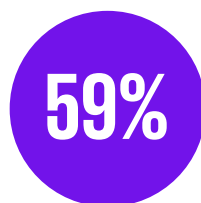
83%

Agree news and social media companies should implement **stronger fact checking** processes to combat

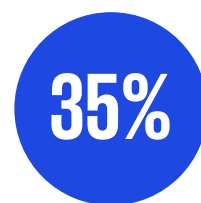
The age of working with AI is here

Shifting focus: employees

Participants **working** full time or part time

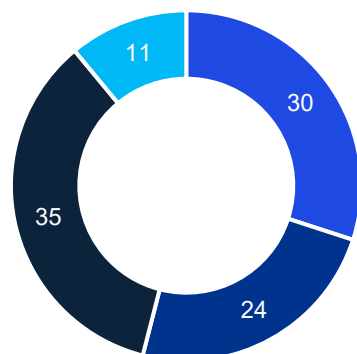


say their organization uses AI

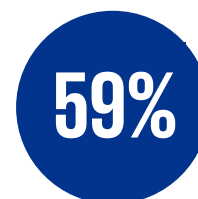


use AI to a moderate to very large extent

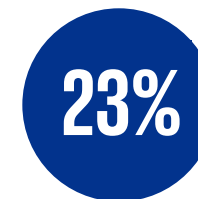
To what extent is AI used in the organization you work for?



- % Not at all
- % To a small extent
- % To a moderate or very large extent
- % Don't know

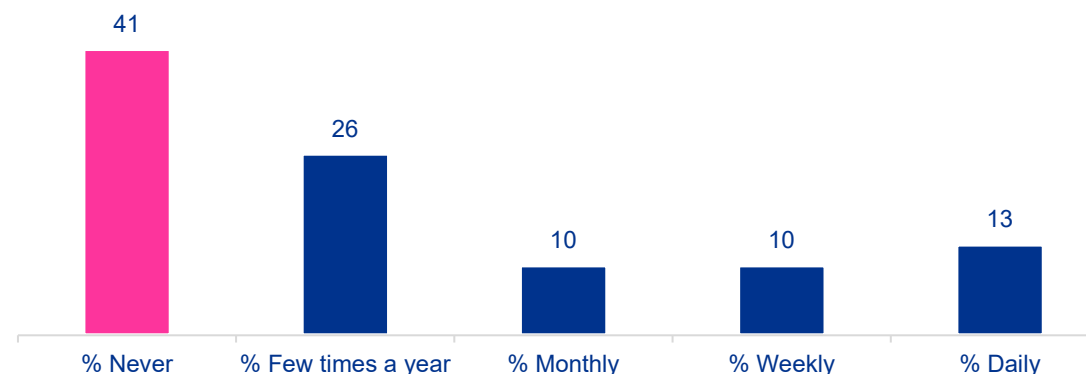


use AI at work



use AI weekly or more

% intentionally using AI tools for work



Key reasons for not using AI at work

- AI tools are not helpful or required
- Preference to do work without AI
- Don't trust AI tools

Globally

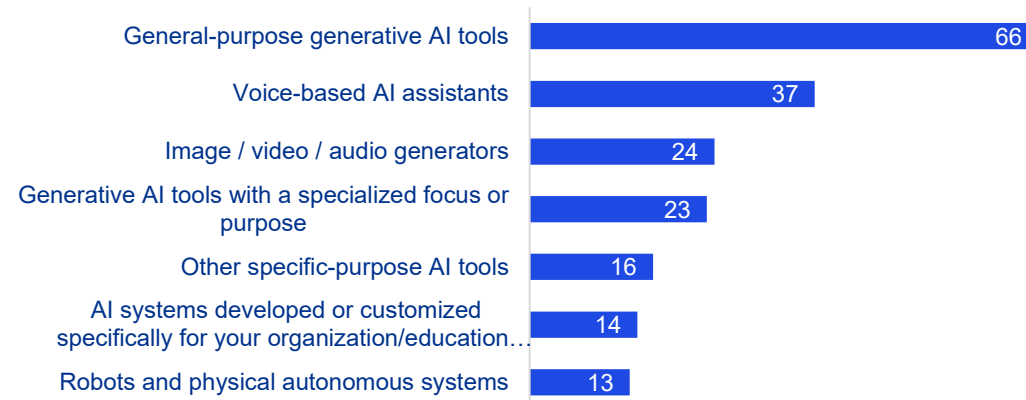
72% say their organization uses AI
73% use AI at work

Belgians' use Gen AI tools and awareness of AI policies at work

General-purpose generative AI

tools are most commonly used at work

What are the main types of AI tools you use intentionally for work?



Employees mainly use free tools

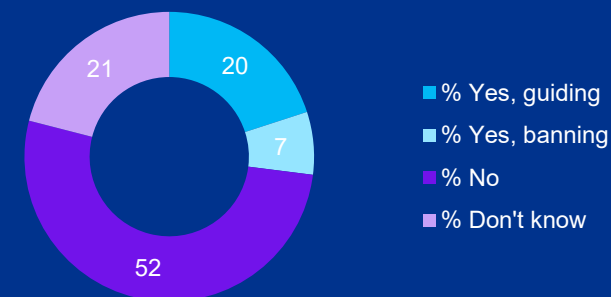
or those provided by their workplace

How do you access AI tools used for work?



27% say their organization has a policy on GenAI use

Has your organization put in place a policy or provided guidance on the use of Generative AI at work?



Employees often use AI complacently in their work

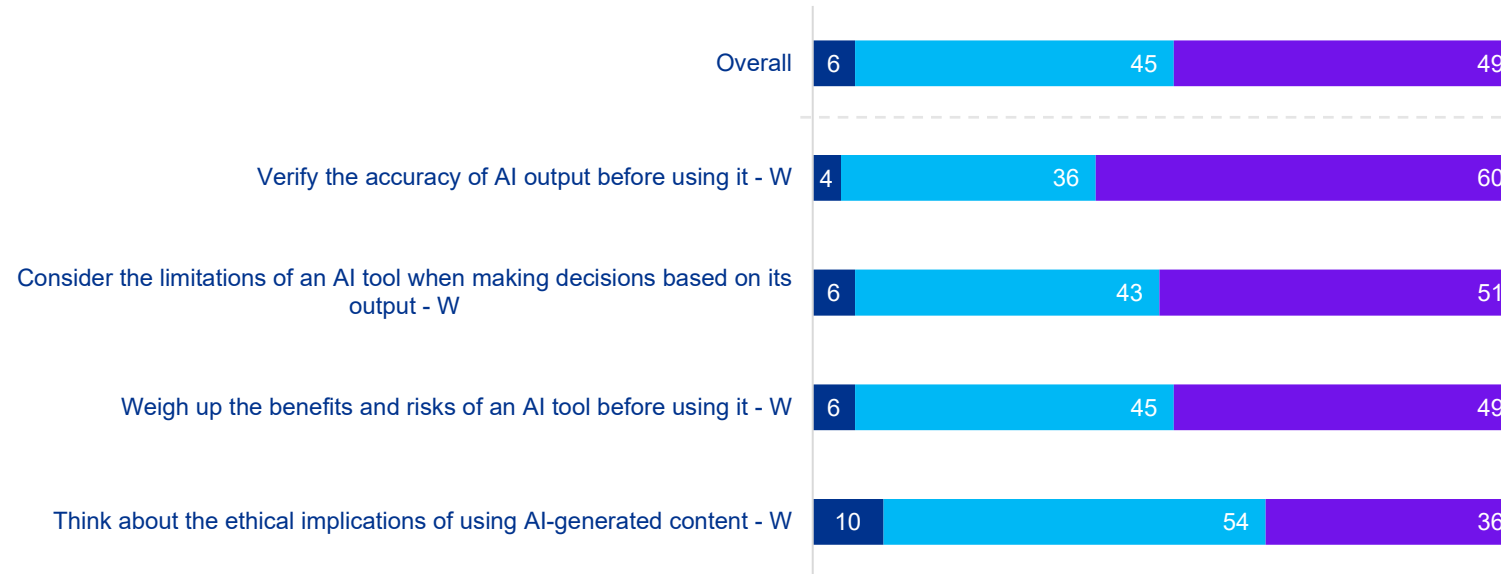
Only

49%

regularly engage critically with AI at work

How often do you...

■ Never ■ Rarely to Sometimes ■ Most of the time to Always



36%

don't regularly verify the accuracy of AI output before using it **at work**



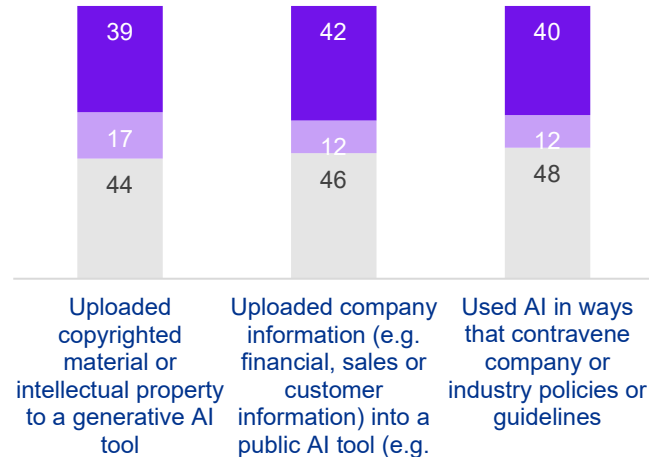
50%

are concerned about being left behind if they don't use AI at work

Use of AI at work is creating complex risks for organizations

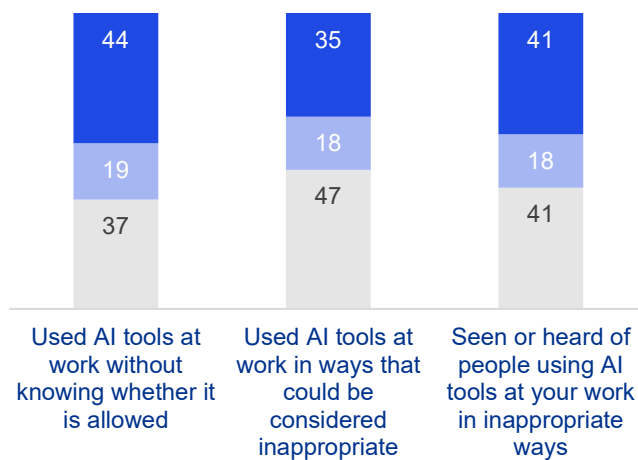
54% augment organizational risk by flouting rules & regulations

■ % Never ■ % Rarely ■ % Sometimes to Very often



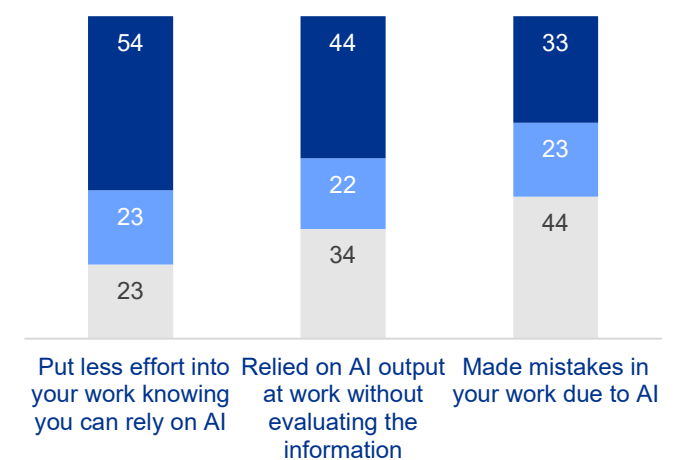
58% admit to inappropriate use of AI at work

■ % Never ■ % Rarely ■ % Sometimes to Very often



66% over-rely on AI resulting in errors, unchecked outputs, and reduced effort

■ % Never ■ % Rarely ■ % Sometimes to Very often



63% 'avoid revealing when they have used AI at work' and 'present AI generated content as their own'

Employees experience benefits and mixed impacts from AI use at work

53+%

report increased **efficiency, quality of work, and innovation**

...but mixed impacts on **repetitive tasks, workload, stress, compliance risks, collaboration, and job security**

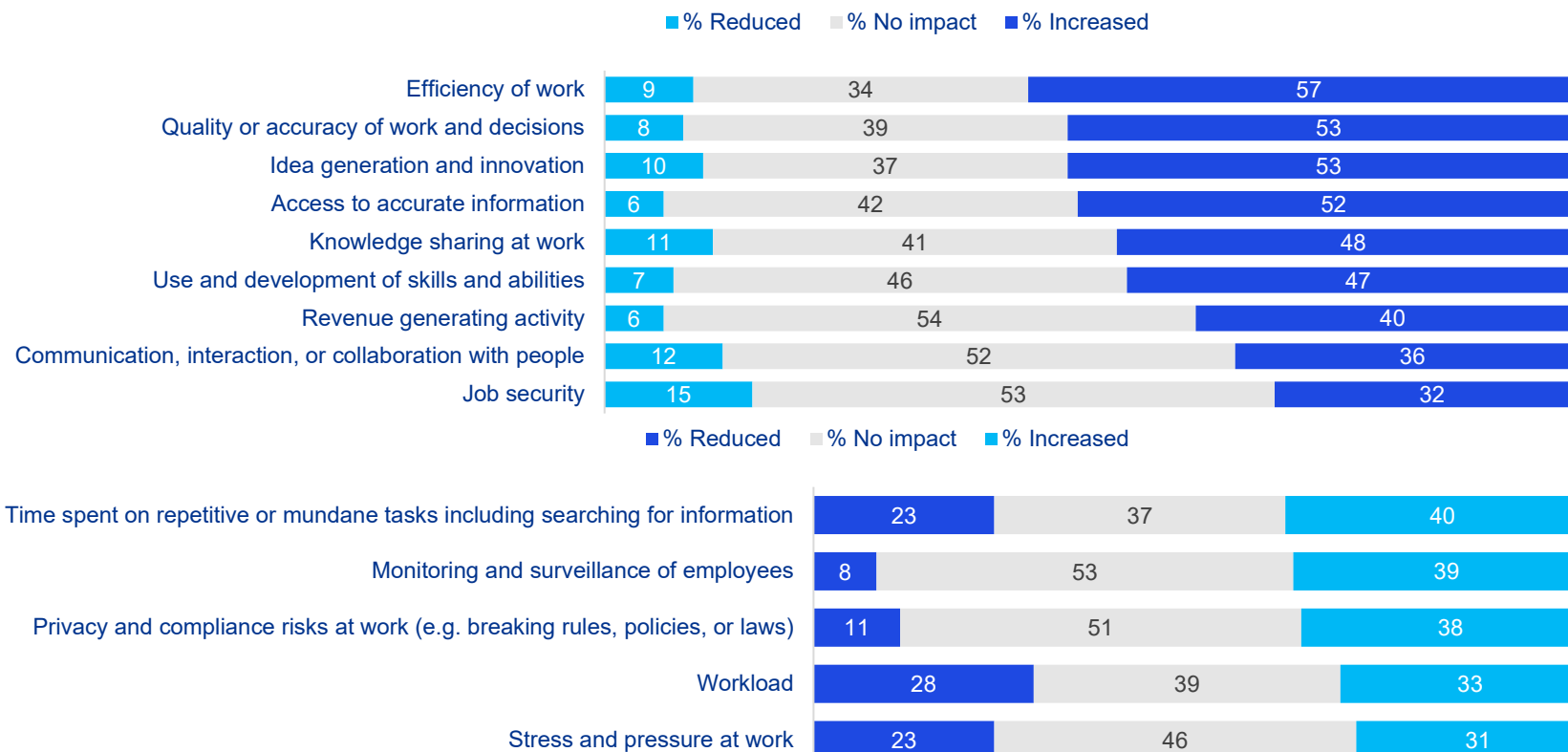
38%

say AI has increased **compliance risks at work**

40%

say AI has increased **time spent on repetitive tasks**

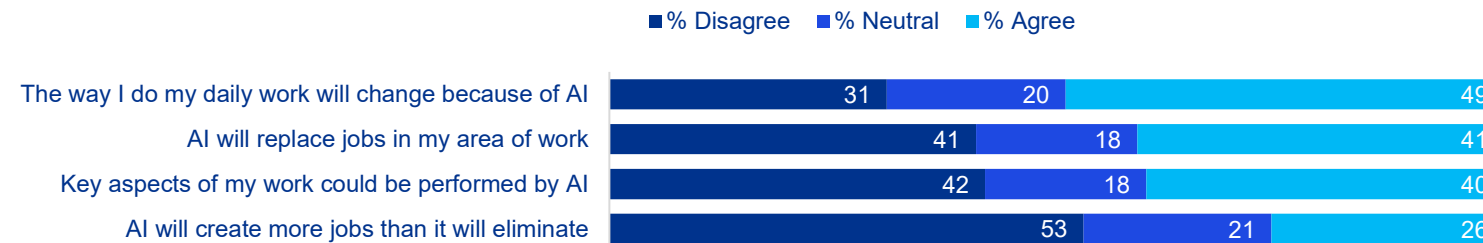
In your experience, how has the use of AI tools in your workplace impacted:



AI is rapidly changing how and by whom work is done: Human-AI collaboration is here

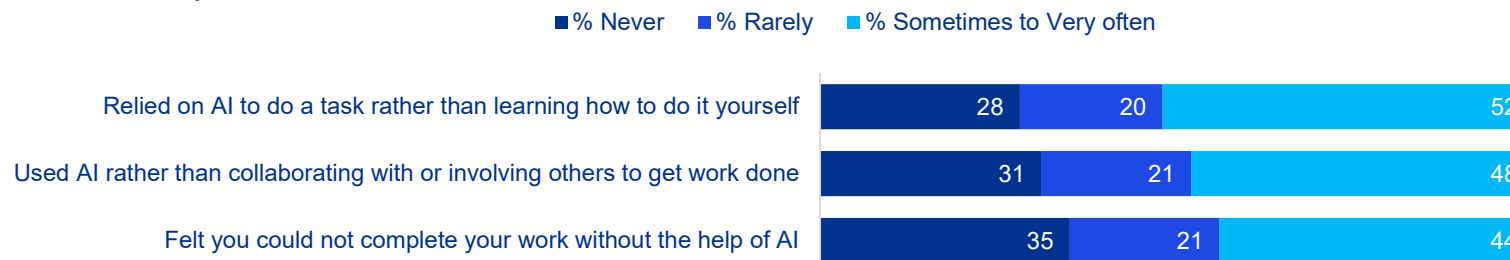
AI's impact on jobs

To what extent do you agree with the following?



Employees quickly becoming reliant on AI

How often have you...



82%

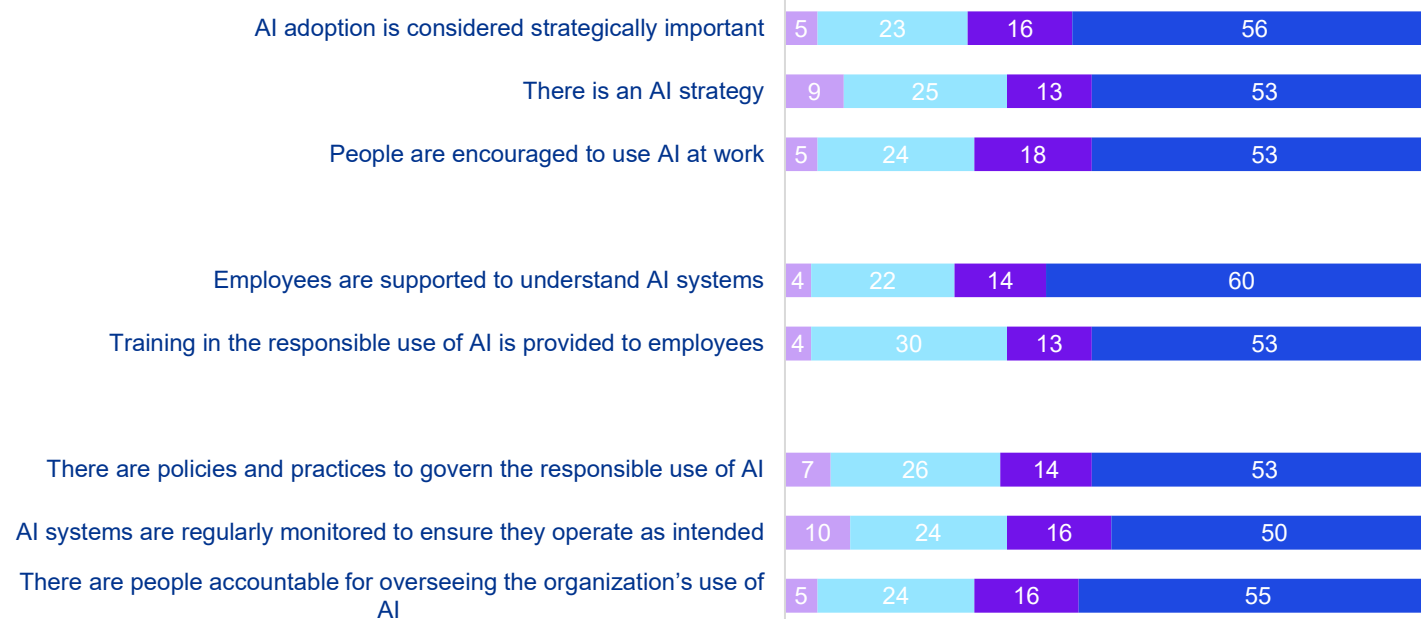
prefer some AI
involvement in managerial
decision-making to sole
human decision-making
...but want humans
to retain control



Support for responsible AI is lagging in Belgian organizations

In my organization...

■ % Don't know ■ % Disagree ■ % Neutral ■ % Agree



Only 54%

of employees in organizations using AI say their organization...

Has a **strategy** and **culture** that supports AI use

Supports **responsible AI training** and **literacy**

Has **responsible AI governance** processes

Key take aways and Implications

01

The age of working with AI is here.

Yet Belgian employees have limited levels of AI literacy, many are using AI in complacent and inappropriate ways, and the impacts of AI use are complex, nuanced.

This is augmenting material and reputational risks for organizations and individuals.

02

To gain the benefits and proactively mitigate the risks and impacts of AI use at work, organizations can invest in:

- Governance and management of *employees' use of AI*
- A culture of *psychological safety, accountability* and *transparency* around employees' AI use
- Employee *AI literacy* and *training in responsible use*
- Human-AI *collaborative capabilities* and work design

03

Trust in AI cannot be taken for granted.

Organizations can strengthen trust in their use of AI by investing in assurance mechanisms that signal responsible use and augment privacy, safety and security.

Trust can be enhanced by using AI in ways that create mutual value and benefits.

04

There is clear public support for stronger AI regulation, with the current regulatory landscape falling short of public expectations.

Most people are unaware of laws and regulations pertaining to AI indicating the need to enhance public communication.

Belgians expect co-regulation with government oversight and international laws.

05

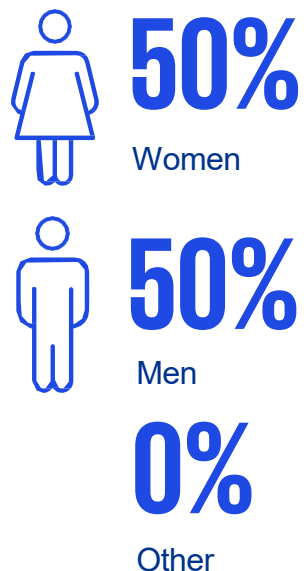
There are stark country differences in AI literacy, trust, adoption, and realized benefits between advanced and emerging economies.

- Are the advanced economies, including Belgium, at risk of being left behind?

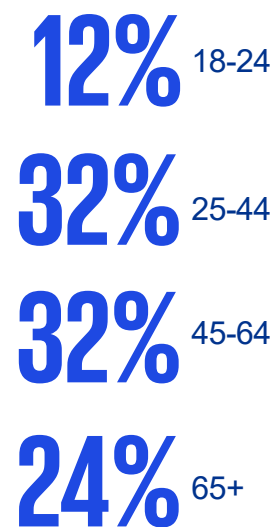
Belgium sample demographics

N = 1029

Gender

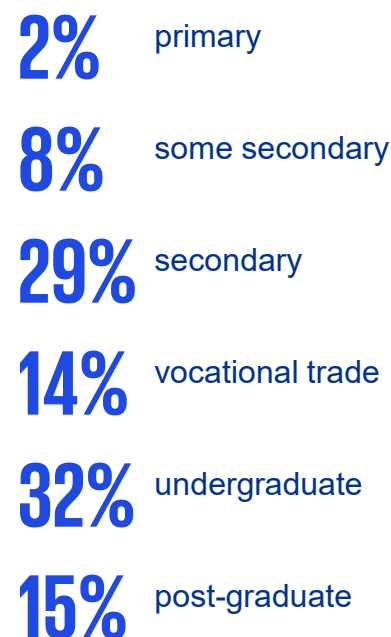


Age group

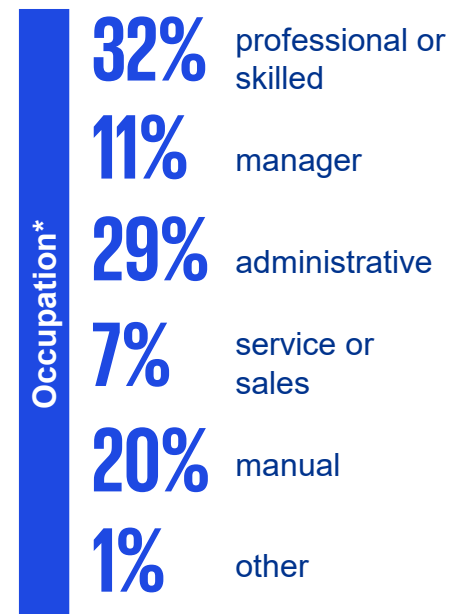


Age ranged from 18-90 years

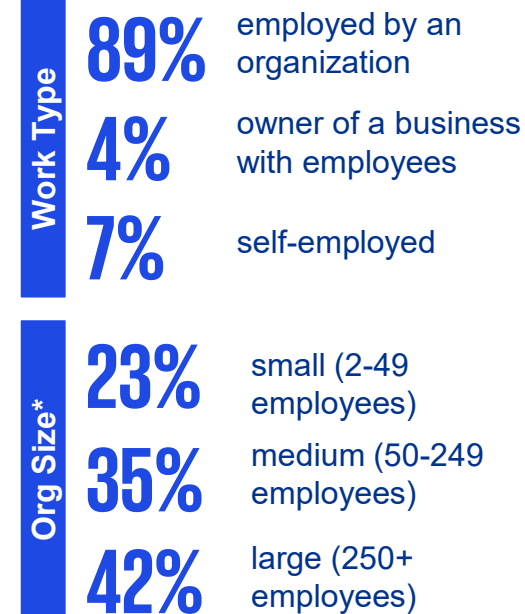
Education



Worker n = 517



*The sample represented all industries listed by the OECD



*Asked of employees and business owners

Income



Work status



Contacts and acknowledgements

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The University of Melbourne conducted data collection, led the design, analysis, and reporting of this research.

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