

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

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
- 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

AI-generated misinformation

Top risk:

62%

report experiencing inaccurate outcomes due to the use of AI

AI literacy

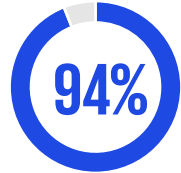
67% feel they have the skills and knowledge to use AI appropriately

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

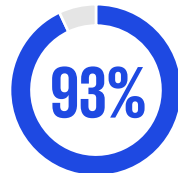
78% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

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

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

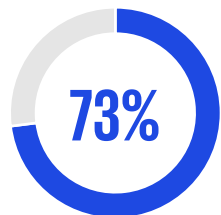
However,

40+%

report increased workload, stress and pressure

AI governance at work

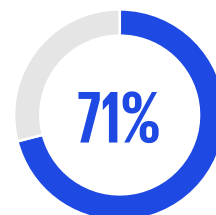
Reflections of employee beliefs about their organization



have an AI strategy

78%

provide training in responsible AI use



have policies and practices governing responsible use

51%

AI has increased compliance and privacy risks

51%

report key aspects of their work can be performed by AI



Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

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

Citation: 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.

kpmg.com | unimelb.edu.au



© 2025 The University of Melbourne ABN: 84 002 705 224 CRICOS No:00116K

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

Throughout this presentation, “we”, “KPMG”, “us” and “our” refers to the global organization or to one or more of the member firms of KPMG International Limited (“KPMG International”), each of which is a separate legal entity.

© 2025 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.

KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited (“KPMG International”), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit kpmg.com/governance.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

Design by Evalueserve