

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



## 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

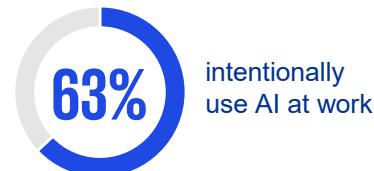
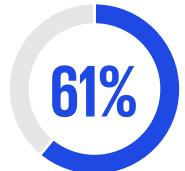
**58%** feel they have the skills and knowledge to use AI appropriately

**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



## Worker reliance on AI

39%

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

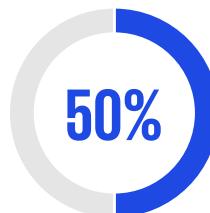
43%

relied on AI to do a task rather than learning how to do

48%

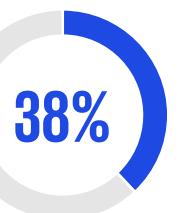
concerned about being left behind if they don't use AI at work

## AI governance at work



49%

provide training in responsible AI use



## Reflections of employee beliefs about their organization

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

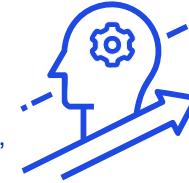
46%

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



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](http://kpmg.com) | [unimelb.edu.au](http://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](http://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](#)