

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



## 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

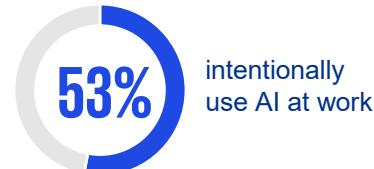
**51%** feel they have the skills and knowledge to use AI appropriately

**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



## 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

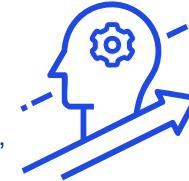
57%

presented AI-generated content as their own

## Impacts of AI on work

43+%

report increased efficiency, quality of work, and innovation



27%

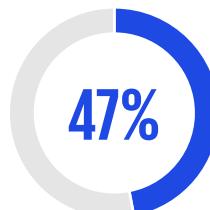
report increased revenue generating activity

However,

18+%

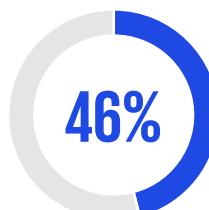
report increased workload, stress and pressure

## AI governance at work



46%

provide training in responsible AI use



## Reflections of employee beliefs about their organization

33%

AI has increased compliance and privacy risks

29%

report key aspects of their work can be performed by AI



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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.

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