

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

## 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

### 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 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-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

### 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

### Top risk:

**59%**

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

### AI literacy

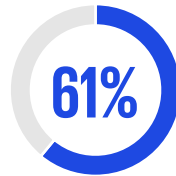
**36%** feel they have the skills and knowledge to use AI appropriately

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

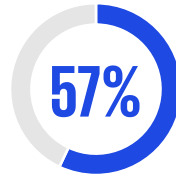
**48%** feel they can use AI tools effectively

# Workplace indicators

## AI in the workplace



employees report their organization uses AI



intentionally use AI at work

## 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

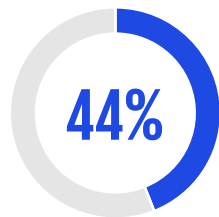
However,

15+%

report increased workload, stress and pressure

## AI governance at work

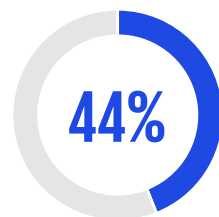
Reflections of employee beliefs about their organization



have an AI strategy

44%

provide training in responsible AI use



have policies and practices governing responsible use

24%

AI has increased compliance and privacy risks

32%

report key aspects of their work can be performed by AI



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