KPMG | THE UNIVERSITY OF MELBOURNE

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

Nigeria insights

Societal indicators

Trust and acceptance

79% willing to trust AI

94% accept or approve of AI

Nigerians are more optimistic and excited than worried about AI

AI benefits

95% expect AI to deliver on a range of benefits

92% personally experienced or observed benefits from AI use

Top benefit: **96%** report improved efficiency and accessibility from AI

AI risks

13% believe risks of AI outweigh the benefits

70% concerned about negative outcomes from AI

43% personally experienced or observed negative outcomes from AI

Responsible AI

- 71% believe AI regulation is required
- 27% aware of AI regulations and policies in their country
- 70% believe current safeguards are sufficient
- Nigerians expect co-regulation by industry with government oversight

AI-generated misinformation

- 61% unsure online content can be trusted as may be AI-generated
- 49% concerned elections manipulated by AI-generated content or bots
- 88% want laws and action to combat AI-generated misinformation

Top risk:

59% report experiencing the loss of human interaction and connection due to AI
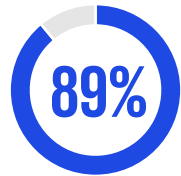
AI literacy

73% feel they have the skills and knowledge to use AI appropriately

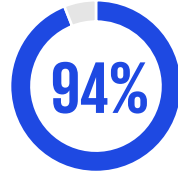**71%** have formal or informal training in AI or related fields

78% feel they can use AI tools effectively

Workplace indicators

AI in the workplace

89% employees report their organization uses AI

94% intentionally use AI at work

Worker reliance on AI

56% felt they couldn't complete their work without the help of AI

58% relied on AI to do a task rather than learning how to do

67% concerned about being left behind if they don't use AI at work

Complacent use of AI

44% used AI at work in inappropriate ways

61% made mistakes in their work due to AI

44% used AI in ways that contravene policies and guidelines

72% relied on AI output at work without evaluating its accuracy

69% presented AI-generated content as their own

Impacts of AI on work

88+% report increased efficiency, quality of work, and innovation
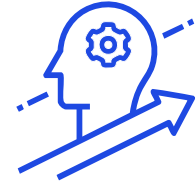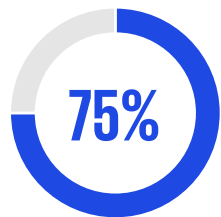
77% report increased revenue generating activity

However,
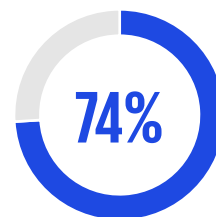
19+% report increased workload, stress and pressure

35%
AI has increased compliance and privacy risks

58%
report key aspects of their work can be performed by AI

AI governance at work

Reflections of employee beliefs about their organization

75% have an AI strategy

79% provide training in responsible AI use

74% have policies and practices governing responsible use

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