

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

Saudi Arabia insights

Societal indicators

Trust and acceptance

62% willing to trust AI

84% accept or approve of AI

People in Saudi Arabia are more optimistic and excited than worried about AI

Responsible AI

- 60% believe AI regulation is required
- 33% aware of AI regulations and policies in their country
- 68% believe current safeguards are sufficient
- People in Saudi Arabia expect a comprehensive regulatory approach to AI

AI benefits

89% expect AI to deliver on a range of benefits

86% personally experienced or observed benefits from AI use

Top benefit: **91%** report improved efficiency from AI

AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 56% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

AI risks

21% believe risks of AI outweigh the benefits

73% concerned about negative outcomes from AI

47% personally experienced or observed negative outcomes from AI

Top risk:

56%

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

AI literacy

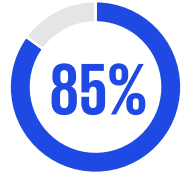
66% feel they have the skills and knowledge to use AI appropriately

60% have formal or informal training in AI or related fields

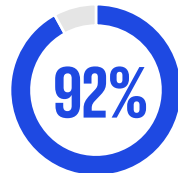
78% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

57%

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

61%

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

60%

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

Complacent use of AI

55%

used AI at work in inappropriate ways

58%

made mistakes in their work due to AI

47%

used AI in ways that contravene policies and guidelines

70%

relied on AI output at work without evaluating its accuracy

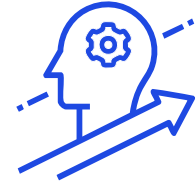
67%

presented AI-generated content as their own

Impacts of AI on work

75+%

report increased efficiency, quality of work, and innovation



62%

report increased revenue generating activity

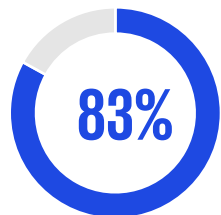
However,

33+%

report increased workload, stress and pressure

AI governance at work

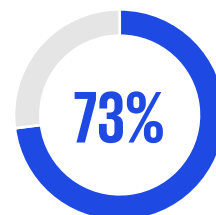
Reflections of employee beliefs about their organization



have an AI strategy

75%

provide training in responsible AI use



have policies and practices governing responsible use

39%

AI has increased compliance and privacy risks

66%

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.

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