



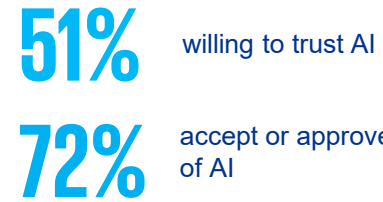
Trust, attitudes and use of artificial intelligence: A global study 2025



Spain insights

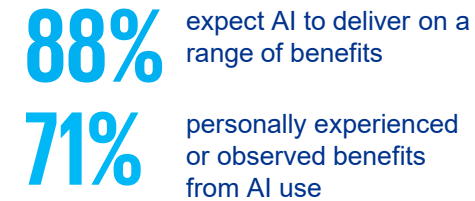
Societal indicators

Trust and acceptance



Spaniards are optimistic and worried about AI

AI benefits



Top benefit: **84%** report improved efficiency from AI

AI risks



Responsible AI

- 82% believe AI regulation is required
- 8% aware of AI regulations and policies in their country
- 42% believe current safeguards are sufficient
- The Spanish expect co-regulation with government oversight and international laws

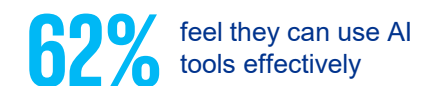
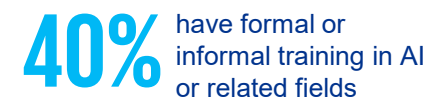
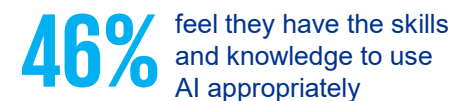
AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 73% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

Top risk:

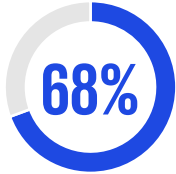


AI literacy

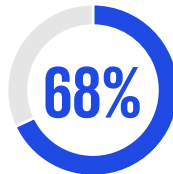


Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

39%

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

48%

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

54%

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

Complacent use of AI

43%

used AI at work in inappropriate ways

53%

made mistakes in their work due to AI

38%

used AI in ways that contravene policies and guidelines

64%

relied on AI output at work without evaluating its accuracy

49%

presented AI-generated content as their own

Impacts of AI on work

47+%

report increased efficiency, quality of work, and innovation



31%

report increased revenue generating activity

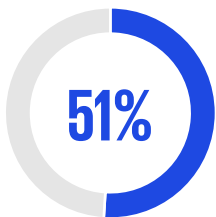
However,

17+%

report increased workload, stress and pressure

AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

54%

provide training in responsible AI use



47%

have policies and practices governing responsible use

30%

AI has increased compliance and privacy risks

52%

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 | 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.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

Design by Evalueserve