

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



## Switzerland insights

## Societal indicators

### Trust and acceptance

**46%** willing to trust AI

**72%** accept or approve of AI

The Swiss are optimistic and worried about AI

### AI benefits

**78%** expect AI to deliver on a range of benefits

**69%** personally experienced or observed benefits from AI use

Top benefit: **78%** report improved efficiency from AI

### AI risks

**34%** believe risks of AI outweigh the benefits

**76%** concerned about negative outcomes from AI

**39%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 65% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 47% believe current safeguards are sufficient
- The Swiss expect co-regulation with government oversight and international laws

### AI-generated misinformation

- 66% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

### Top risk:

**48%** report experiencing misinformation and disinformation due to AI

### AI literacy

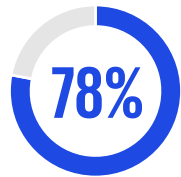
**58%** feel they have the skills and knowledge to use AI appropriately

**45%** have formal or informal training in AI or related fields

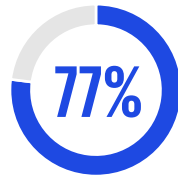
**57%** feel they can use AI tools effectively

# Workplace indicators

## AI in the workplace



employees report their organization uses AI



intentionally use AI at work

## Worker reliance on AI

46%

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

55%

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

52%

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

## Complacent use of AI

58%

used AI at work in inappropriate ways

63%

made mistakes in their work due to AI

52%

used AI in ways that contravene policies and guidelines

74%

relied on AI output at work without evaluating its accuracy

69%

presented AI-generated content as their own

## Impacts of AI on work

60+%

report increased efficiency, quality of work, and innovation



51%

report increased revenue generating activity

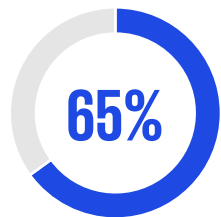
However,

31+%

report increased workload, stress and pressure

## AI governance at work

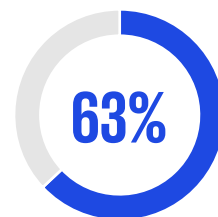
Reflections of employee beliefs about their organization



have an AI strategy

63%

provide training in responsible AI use



have policies and practices governing responsible use

47%

AI has increased compliance and privacy risks

47%

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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