

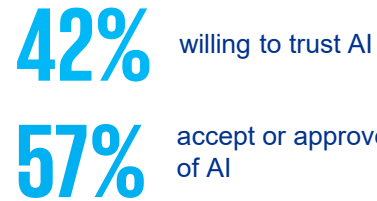
Trust, attitudes and use of artificial intelligence: A global study 2025



United Kingdom insights

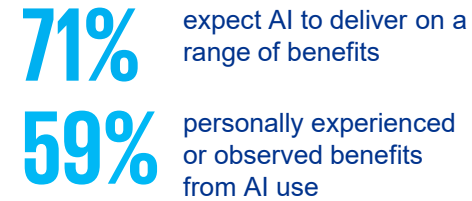
Societal indicators

Trust and acceptance



People in the UK are more worried than optimistic or excited about AI

AI benefits



Top benefit: **73%** report reduced time spent on mundane or repetitive tasks

AI risks



Responsible AI

- 80% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 33% believe current safeguards are sufficient
- People in the UK expect co-regulation with government oversight and international laws and regulations

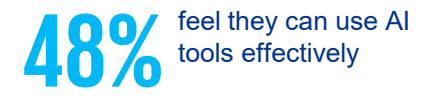
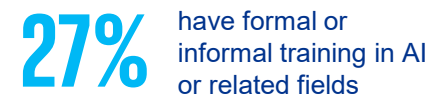
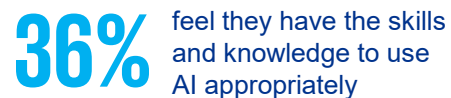
AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 54% concerned elections manipulated by AI-generated content or bots
- 91% want laws and action to combat AI-generated misinformation

Top risk:

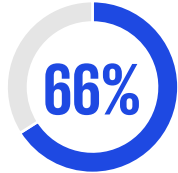


AI literacy

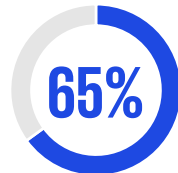


Workplace indicators

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

45%

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

44%

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

Complacent use of AI

38%

used AI at work in inappropriate ways

54%

made mistakes in their work due to AI

39%

used AI in ways that contravene policies and guidelines

58%

relied on AI output at work without evaluating its accuracy

47%

presented AI-generated content as their own

Impacts of AI on work

53+%

report increased efficiency, quality of work, and innovation



45%

report increased revenue generating activity

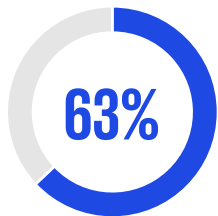
However,

18+%

report increased workload, stress and pressure

AI governance at work

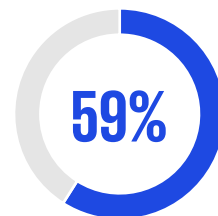
Reflections of employee beliefs about their organization



have an AI strategy

59%

provide training in responsible AI use



have policies and practices governing responsible use

29%

AI has increased compliance and privacy risks

43%

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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