

# Trust, Attitudes and Use of Artificial Intelligence: A Global Study 2025



## USA insights

# Societal indicators

### Trust and acceptance

**41%** willing to trust AI

**54%** accept or approve of AI

Americans are more worried than optimistic or excited about AI

### AI benefits

**70%** expect AI to deliver on a range of benefits

**61%** personally experienced or observed benefits from AI use

Top benefit: **72%** report improved efficiency from AI

### AI risks

**45%** believe risks of AI outweigh the benefits

**75%** concerned about negative outcomes from AI

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

### Responsible AI

- 72% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 29% believe current safeguards are sufficient
- Americans expect government regulation and co-regulation with industry, as well as existing regulators

### AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 52% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

### Top risk:

**55%** report experiencing inaccurate outcomes due to AI

### AI literacy

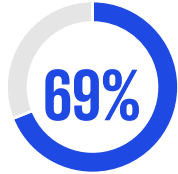
**42%** feel they have the skills and knowledge to use AI appropriately

**28%** have formal or informal training in AI or related fields

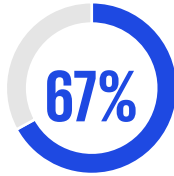
**52%** feel they can use AI tools effectively

# Workplace indicators

## AI in the workplace



employees report their organization uses AI



intentionally use AI at work

## Worker reliance on AI

37%

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

41%

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

57%

made mistakes in their work due to AI

44%

used AI in ways that contravene policies and guidelines

58%

relied on AI output at work without evaluating its accuracy

50%

presented AI-generated content as their own

## Impacts of AI on work

54+%

report increased efficiency, quality of work, and innovation



43%

report increased revenue generating activity

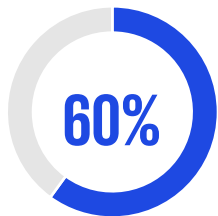
However,

28+%

report increased workload, stress and pressure

## AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

58%

provide training in responsible AI use



54%

have policies and practices governing responsible use

36%

AI has increased compliance and privacy risks

40%

report key aspects of their work can be performed by AI

# Let's connect

We help organizations harness the transformative power of AI in an ethical and responsible manner that can accelerate growth and value, increase workforce adoption and efficiencies, and sustain a competitive advantage. Let's talk about how we can help you on your strategic AI journey that is bold, fast, and responsible.

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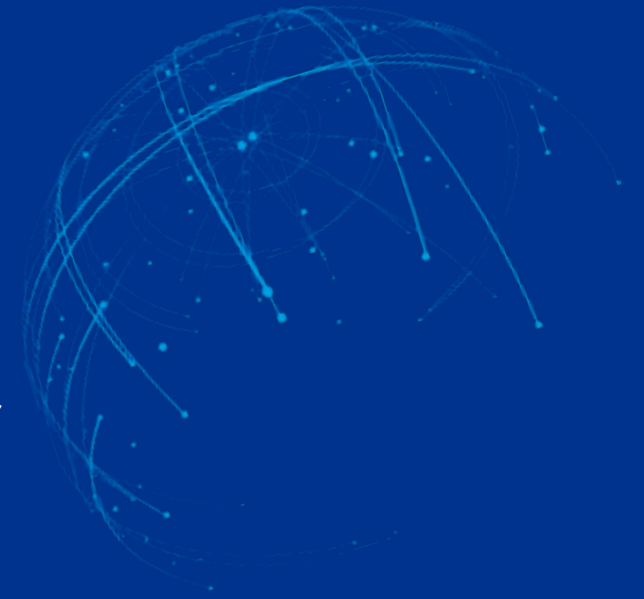
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