

Global study reveals trust of AI remains a critical challenge reflecting tension between benefits and risks

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- The intelligent age has arrived – 66% of people use AI regularly, and 83% believe the use of AI will result in a wide range of benefits.
- Yet, Trust remains a critical challenge: only 46% of people globally are willing to trust AI systems.
- There is public demand for national and international AI regulation with 70% believing regulation is needed.
- Many rely on AI output without evaluating accuracy (66%) and are making mistakes in their work due to AI (56%).
- China: While being wary of AI, Chinese respondents provided some of the highest scores in the study on trust, acceptance, excitement and optimism around AI.
- China: 93% of employees in China are using AI for their work, far higher than the global average (58%).

22 May 2025, Hong Kong (SAR), China ("Hong Kong") – A global study on trust in Artificial Intelligence (AI) reveals more than half of people globally are unwilling to trust AI, reflecting an underlying tension between its obvious benefits and perceived risks.

The [**Trust, attitudes and use of Artificial Intelligence: A global study 2025**](#) report, led by the University of Melbourne in collaboration with KPMG, is one of the most comprehensive global studies into the public's trust, use and attitudes towards AI.

The study surveyed over 48,000 people across 47 countries (including China) between November 2024 and January 2025.

It found that although 66% of people are already using AI with some regularity, more than half of global respondents (58%) view it as untrustworthy.

When compared to the last study of 17 countries conducted prior to the release of ChatGPT in 2022, it reveals that people have become less trusting and more worried about AI as adoption has increased.

As a significant emerging economy, China's position in this global landscape is equally noteworthy.

AI at work

The age of working with AI is here, with three in five (58%) employees using AI – and a third (31%) using it weekly or daily. It is worth noting that China stands out with the much higher result with 93% of Chinese employees using AI for their work and half (50%) using it weekly or daily.

Honson To, Chairman of KPMG Asia Pacific and China, said "Artificial intelligence is fast becoming as essential—and as ubiquitous—as electricity and running water nowadays and in the future. The survey reveals that Chinese respondents exhibit significantly higher levels of trust in

and openness to AI than the global average. This widespread acceptance not only reflects China's solid groundwork in advancing AI technologies but also highlights the mounting need for sophisticated systems of oversight and governance. In its 2025 Government Work Report, China reaffirmed its commitment to the "AI Plus" initiative, pledging support for the broad deployment of large-scale models. Sectors such as intelligent connected vehicles, AI-powered smartphones and computers, and smart robotics are expected to be among the key beneficiaries. Local governments, meanwhile, are moving to ensure that the application of such models remains compliant, secure, and trustworthy—making safe integration a cornerstone of China's national AI strategy."

This high use is delivering a range of benefits with most employees reporting increased efficiency, access to information and innovation. Almost half (48%) report AI has increased revenue-generating activity at a global level.

Stanley Sum, Head of Technology, Hong Kong, KPMG China, said "China's rapid adoption of AI, with 93% of employees using it regularly, showcases a distinctive trust that contrasts with the global average of 58%. This optimistic perspective reflects the country's solid groundwork in advancing AI technologies. Keeping up with the pace, Hong Kong launched proactive policies, encouraging investment in the tech industry and supporting innovation. Together, we are paving the path toward a future where AI is not only transformative but also trustworthy."

However, the use of AI at work is also creating complex risks for organisations. Almost half of employees at a global scale admit to using AI in ways that contravene company policies, including uploading sensitive company information into free public AI tools like ChatGPT.

Many rely on AI output without evaluating accuracy (66%) and are making mistakes in their work due to AI (56%). So as China's 78% and 73%.

What makes these risks challenging to manage is over half (57%) of employees say they hide their use of AI and present AI-generated work as their own. In China, the number is even higher with 85% of respondents reporting so.

This complacent use could be due to governance policies for responsible AI trailing behind. Only 47% of employees say they have received AI training and only 40% say their workplace has a policy or guidelines on generative AI use. In contrast, China is more advanced than many other countries in AI training and literacy with 64% of Chinese respondents declaring having received AI education and 69% saying their organisation has a policy on generative AI use.

It may also reflect a sense of pressure, with half of respondents globally being concerned about being left behind if they do not use AI.

AI in society

Four in five people globally report personally experiencing or observing benefits of AI, including reduced time spent on mundane tasks, enhanced personalisation, reduced costs, and improved accessibility.



However, four in five respondents are also concerned about risks, and two in five report experiencing negative impacts of AI. These range from a loss of human interaction and cybersecurity risks to the proliferation of misinformation and disinformation, inaccurate outcomes, and deskilling. 64% of people are concerned that elections are manipulated by AI-powered bots and AI-generated content.

In contrast, Chinese people's perception of benefits outweighing the risks: they are more optimistic (91%) than worried (44%).

70% of global respondents believe AI regulation is required, yet only 43% believe existing laws and regulation are adequate at a global level.

There is a clear public demand for international law and regulation and for the industry to partner with governments to mitigate these risks. 87% of respondents globally (86% in China) also want stronger laws to combat AI-generated misinformation and expect media and social media companies to implement stronger fact-checking processes.

Alva Lee, Head of Governance, Risk & Compliance Services, Hong Kong, KPMG China, said "As we navigate the complexities of AI, it becomes increasingly important to foster a culture of oversight, ensuring that the benefits of this technology are realised without compromising safety or ethics. With 63% of respondents calling for it in China, the need for national and international AI regulation is undeniably supported. The development of trustworthy AI systems will be crucial in building public confidence and unlocking the full potential of this cutting-edge technology."

Emerging economies lead the way

People in emerging economies report higher adoption of AI both at work and for personal purposes, are more trusting and accepting of AI, and feel more optimistic and excited about its use, compared to advanced economies.

They also report higher levels of AI literacy (64% vs 46%) and training (50% vs 32%) and importantly, more benefits from AI (82% vs. 65%), compared to people in advanced economies. As an example of emerging economy, China boasts more advanced levels in AI literacy (68%) and training (64%) than many other countries.

In emerging countries three in five people trust AI systems (China at 68%), while in advanced countries only two in five trust them.

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About KPMG

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2012, KPMG became the first among the “Big Four” in the Chinese Mainland to convert from a joint venture to a special general partnership.

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