

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

Denmark insights

Societal indicators

Trust and acceptance

41% willing to trust AI

67% accept or approve of AI

The Danish are both worried and optimistic about AI

AI benefits

79% expect AI to deliver on a range of benefits

65% personally experienced or observed benefits from AI use

Top benefit: **76%** report improved efficiency from AI and reduced time spent on mundane or repetitive tasks

AI risks

33% believe risks of AI outweigh the benefits

81% concerned about negative outcomes from AI

49% personally experienced or observed negative outcomes from AI

Responsible AI

- 71% believe AI regulation is required
- 14% aware of AI regulations and policies in their country
- 36% believe current safeguards are sufficient
- The Danish expect co-regulation, government oversight, and international laws

AI-generated misinformation

- 67% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

Top risk:

65%

report experiencing inaccurate outcomes with the use of AI

AI literacy

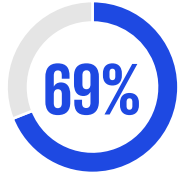
40% feel they have the skills and knowledge to use AI appropriately

34% have formal or informal training in AI or related fields

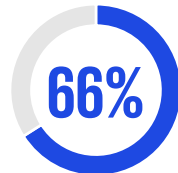
45% feel they can use AI tools effectively

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

50%

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

56%

used AI at work in inappropriate ways

59%

made mistakes in their work due to AI

52%

used AI in ways that contravene policies and guidelines

72%

relied on AI output at work without evaluating its accuracy

64%

presented AI-generated content as their own

Impacts of AI on work

51+%

report increased efficiency, quality of work, and innovation



45%

report increased revenue generating activity

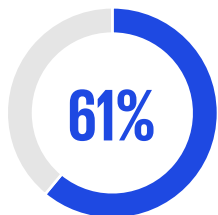
However,

30+%

report increased workload, stress and pressure

AI governance at work

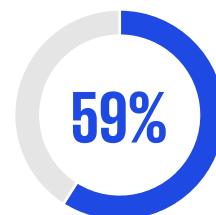
Reflections of employee beliefs about their organization



have an AI strategy

59%

provide training in responsible AI use



have policies and practices governing responsible use

40%

AI has increased compliance and privacy risks

38%

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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