

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



Estonia insights

Societal indicators

Trust and acceptance

47% willing to trust AI

77% accept or approve of AI

Estonians are more optimistic and excited than worried about AI

Responsible AI

- 66% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 47% believe current safeguards are sufficient
- Estonians expect a comprehensive regulatory approach to AI

AI benefits

80% expect AI to deliver on a range of benefits

70% personally experienced or observed benefits from AI use

Top benefit: **78%** report improved efficiency, effectiveness, and accessibility due to AI

AI-generated misinformation

- 73% unsure online content can be trusted as may be AI-generated
- 68% concerned elections manipulated by AI-generated content or bots
- 83% want laws and action to combat AI-generated misinformation

AI risks

30% believe risks of AI outweigh the benefits

77% concerned about negative outcomes from AI

48% personally experienced or observed negative outcomes from AI

Top risk:

63%

report experiencing inaccurate outcomes due to AI

AI literacy

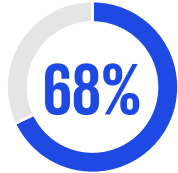
53% feel they have the skills and knowledge to use AI appropriately

46% have formal or informal training in AI or related fields

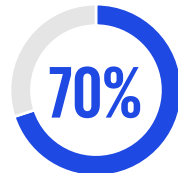
58% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

35%

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

31%

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

Complacent use of AI

43%

used AI at work in inappropriate ways

54%

made mistakes in their work due to AI

40%

used AI in ways that contravene policies and guidelines

56%

relied on AI output at work without evaluating its accuracy

50%

presented AI-generated content as their own

Impacts of AI on work

49+%

report increased efficiency, quality of work, and innovation



39%

report increased revenue generating activity

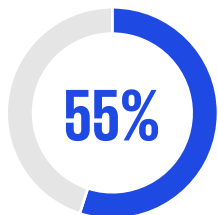
However,

23+%

report increased workload, stress and pressure

AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

56%

provide training in responsible AI use



50%

have policies and practices governing responsible use

31%

AI has increased compliance and privacy risks

29%

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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