

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

Portugal insights

Societal indicators

Trust and acceptance

36% willing to trust AI

70% accept or approve of AI

The Portuguese are both worried and optimistic about AI

AI benefits

88% expect AI to deliver on a range of benefits

68% personally experienced or observed benefits from AI use

Top benefit: **77%** report improved accessibility and reduced time spent on mundane and repetitive tasks

AI risks

34% believe risks of AI outweigh the benefits

85% concerned about negative outcomes from AI

39% personally experienced or observed negative outcomes from AI

Responsible AI

- 80% believe AI regulation is required
- 7% aware of AI regulations and policies in their country
- 34% believe current safeguards are sufficient
- The Portuguese expect co-regulation with government oversight and international laws

AI-generated misinformation

- 74% unsure online content can be trusted as may be AI-generated
- 75% concerned elections manipulated by AI-generated content or bots
- 89% want laws and action to combat AI-generated misinformation

Top risk:

57%

report experiencing the loss of human interaction and connection due to AI

AI literacy

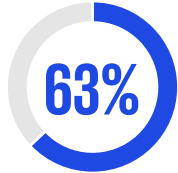
45% feel they have the skills and knowledge to use AI appropriately

33% have formal or informal training in AI or related fields

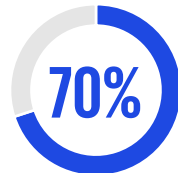
74% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

29%

felt they couldn't complete their work without the help of AI

39%

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

39%

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

Complacent use of AI

34%

used AI at work in inappropriate ways

40%

made mistakes in their work due to AI

26%

used AI in ways that contravene policies and guidelines

61%

relied on AI output at work without evaluating its accuracy

40%

presented AI-generated content as their own

Impacts of AI on work

40+%

report increased efficiency, quality of work, and innovation



32%

report increased revenue generating activity

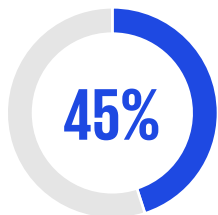
However,

19+%

report increased workload, stress and pressure

AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

39%

provide training in responsible AI use



35%

have policies and practices governing responsible use

28%

AI has increased compliance and privacy risks

24%

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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