

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

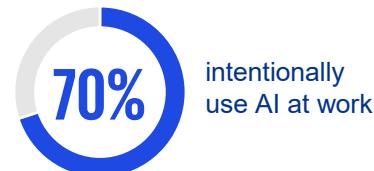
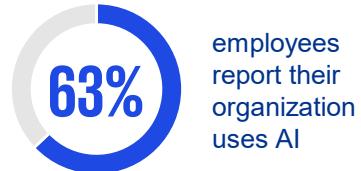
45% feel they have the skills and knowledge to use AI appropriately

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



Worker reliance on AI

29%

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

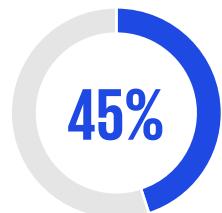
39%

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

39%

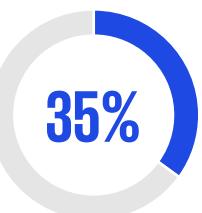
concerned about being left behind if they don't use AI at work

AI governance at work



39%

provide training in responsible AI use



Reflections of employee beliefs about their organization

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

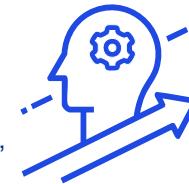
61% relied on AI output at work without evaluating its accuracy

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

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.

Citation: Gillespie, N., Lockey, S., Ward, T., Macdade, A., & Hassed, G. (2025). Trust, attitudes and use of artificial intelligence: A global study 2025. The University of Melbourne and KPMG.

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