

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



Sweden insights

Societal indicators

Trust and acceptance

36% willing to trust AI

59% accept or approve of AI

The Swedish are worried and optimistic about AI

AI benefits

76% 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

AI risks

48% believe risks of AI outweigh the benefits

80% concerned about negative outcomes from AI

39% personally experienced or observed negative outcomes from AI

Responsible AI

- 73% believe AI regulation is required
- 12% aware of AI regulations and policies in their country
- 26% believe current safeguards are sufficient
- The Swedish expect co-regulation with government oversight and international laws

AI-generated misinformation

- 74% unsure online content can be trusted as may be AI-generated
- 69% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

Top risk:

51%

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

AI literacy

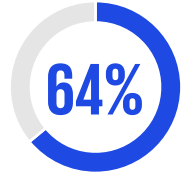
36% feel they have the skills and knowledge to use AI appropriately

24% have formal or informal training in AI or related fields

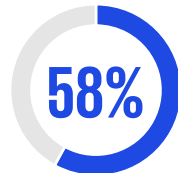
41% feel they can use AI tools effectively

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

43%

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

38%

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

Complacent use of AI

45%

used AI at work in inappropriate ways

50%

made mistakes in their work due to AI

40%

used AI in ways that contravene policies and guidelines

64%

relied on AI output at work without evaluating its accuracy

52%

presented AI-generated content as their own

Impacts of AI on work

39+%

report increased efficiency, quality of work, and innovation



32%

report increased revenue generating activity

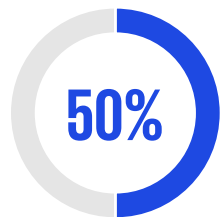
However,

22+%

report increased workload, stress and pressure

AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

47%

provide training in responsible AI use



48%

have policies and practices governing responsible use

28%

AI has increased compliance and privacy risks

32%

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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