

Expert Group on ICT Household Indicators

Sub-group on measuring the use of artificial intelligence (AI) through household surveys

Terms of Reference 2026

a. Introduction

Artificial intelligence (AI) is fast-evolving and already a part of many individuals' lives either directly or indirectly. Understanding who uses AI and how they use it is essential to understand its effect on society and to monitor divides in utilization that are already arising across socio-economic lines. This information is also needed to shape coherent policies that balance the benefits and dangers of AI use by individuals.

Following its 2024 meeting where Eurostat [presented their work](#) to add new questions on measuring the use of AI, EGH members agreed to create a subgroup on measuring the use of AI through household surveys. A [report of the subgroup's activities](#) in 2025 was presented at its September meeting including its recommendations on several important topics which constitute a framework for measuring AI use in household surveys.

The subgroup agreed on a common conceptual approach to measuring AI use in household surveys, drawing on international and national definitions and emphasizing that questions should refer to the conscious use of AI by respondents. It recommended that survey questions focus on specific AI-enabled activities or domains of use, aligned with policy and research needs, rather than abstract references to AI. The subgroup also identified priority indicator areas and highlighted the importance of cognitive testing to assess respondent understanding and data quality.

EGH members accepted the subgroup's recommendations and further agreed to extend the subgroup's mandate to continue gathering country experiences, develop and test question sets, and assess the feasibility of integrating indicators on the conscious use of AI by individuals into the core ICT household indicator framework.

b. Objective

Building on the work of the previous year and additional cognitive testing that members may have performed since the last meeting, the subgroup will further discuss how the conscious use of AI by individuals can be measured within the framework of household surveys. The subgroup will focus on the priority topics related to AI use by individuals that were identified in the 2025 subgroup report. The sub-group will propose question sets on conscious AI use as possible for further study in priority thematic areas, informed by cognitive testing results. The subgroup will then assess the feasibility of integrating these indicators into the core set of ICT household indicators. The subgroup will make proposals to the EGH in this regard.

Concretely the subgroup should consider the following questions when drafting survey questions and indicators:

1. What **AI activities** can be considered in survey questions? How can respondent comprehension be maximized while also maintaining the robustness of questions to future changes in behavior and technology?
2. What **domains of AI use** should be considered in survey questions? How can definitions of conscious AI use be conveyed in an understandable way through such questions?
3. How can questions on **frequency of AI use** be developed? Should it be through answer categories like the core indicator of the frequency of Internet use (HH12) (e.g. daily, weekly, monthly, etc)?
4. How can questions on **awareness of AI** be developed to maximize comparability and respondent comprehension? Should it be an entry question to sets of questions on AI or integrated into questions on AI activities and domains of use?

The subgroup should consider existing work that has been done in this area and continue collecting and comparing national experiences in measuring AI use through household surveys. The sub-group should also look at how other global entities have approached the use of AI in household surveys, to avoid duplication of efforts and to build upon the work that has already been carried out in this domain.

The subgroup is expected to produce a brief document with recommendations for consideration by the EGH. The report may include proposals for specific survey questions ensuring that they are practical and can be implemented to facilitate international comparisons. The document should be presented and discussed during the 14th EGH meeting.

c. Membership/composition

The sub-group will be open to all interested EGH members, with the intention of assembling experts from a diverse set of countries. ITU, acting as the secretariat of EGH, will send a message to the EGH members to ask for volunteers for the sub-group. The sub-group will be coordinated by Farah Paredes Viera who will continue her role as rapporteur. Members are expected to contribute actively to the work of the sub-group and have experience in the collection of ICT household indicators or have plans to collect these data in the future.

d. Methods of work

The sub-group will work online through a dedicated Microsoft Teams channel and through several virtual meetings with subgroup members where information can be shared and discussed.

e. Duration of work

The sub-group will start its work in February 2026 with a view to having its report ready at the latest four weeks ahead of the 14th meeting of the Expert Group on Household Indicators to be held on 9-11 September 2026. The draft proposal will then be shared with all EGH members, who will provide their comments. The outcome of the subgroup will be discussed at the 14th meeting of the EGH.