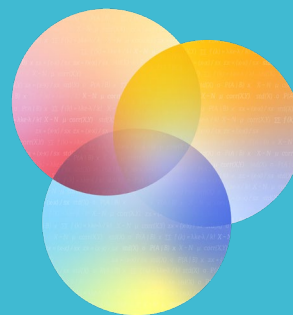


Measuring AI through Household Surveys

EGH Subgroup Final Report

24th September 2025



**EGTI/EGH
meetings
2025**



General context

AI technologies are increasingly part of daily life, now embedded in many applications (assistants, recommendation engines, generative AI).

There is a need for household surveys to capture data on AI use to inform policies and research regarding the adoption of these technologies by the population.

AI is steadily redefining what it means to be digitally literate, skillful and safe

Objectives

- Examine definitions and potential questions on “conscious” use of **AI**
- Assess feasibility of including **AI** in ICT household surveys
- Identify user (policy makers, researcher's, etc.) needs and policy demands
- Develop preliminary recommendations on definitions, questions, categories and domains.

Methods of Work

5 virtual meetings (Mar–Jul 2025)

Focus on definitions, framing, and practices

Feedback via subgroup survey & MS Teams channel

Review of existing conceptual frameworks (different countries have already collected information on the use of AI through household surveys)

National case presentations shared (Slovenia, Austria, Brazil, Colombia and Canada)

Definition of Artificial Intelligence

Artificial Intelligence (AI) refers to technologies that imitate logical reasoning, learning, planning and creativity. AI enables technical systems to perceive their environment, deal with the perceived information and solve problems to achieve a certain goal.

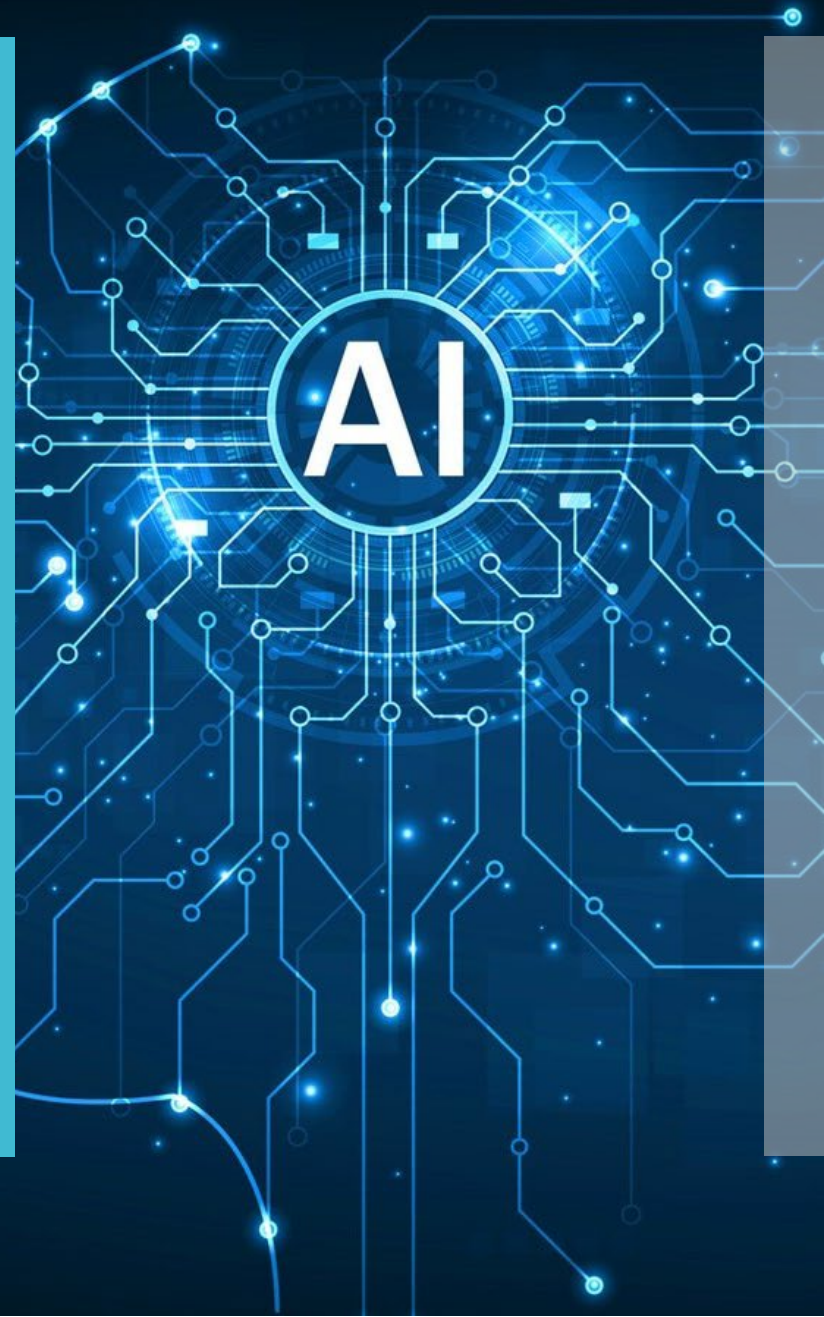
Scope of Measurement

¿What can measure through household surveys?

Focus on conscious use of **AI** (where respondents know they are using **AI** and have decided to do so). This approach aligns with statistical feasibility and respondent clarity.

Challenges: **AI** is embedded in tools users may not recognize or be aware of their existence.

Still critical for measuring adoption & (new) digital divides



Priority Indicators

Use of **AI**

Awareness of **AI**

Frequency of use

Domain of use (education,
work, healthcare, etc.)

Activity of use (chatbots,
generative tools, assistants) ¿how
are individuals purposefully
implementing AI into their lives?

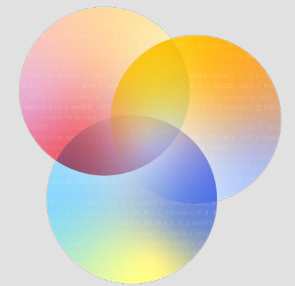
Survey Question Design

Recommendations

Attending to the need to strike a careful balance between conceptual accuracy and respondent comprehension, especially given the technical and evolving nature of AI technologies

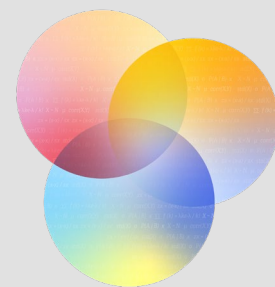
- Avoid abstract: 'Have you used AI?'
- Use concrete activities/examples (e.g., chatbots, text/image generators)
- Consider activity-based vs domain-based approaches
- The possibility to include open-ended questions in early rounds (for exploration purposes)
- Cognitive testing essential to move the conversation forward regarding the ways individuals may understand certain concepts related to IA use.

Summary of Recommendations



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- Household surveys should be designed with a **common concept of AI for consistency**, based on international and national sources.
- Survey questions should refer specifically to the **conscious use of AI**.
- **Questions should reflect user needs** — needs of policymakers and researchers — and focus on either specific activities where AI is used (e.g. using LLMs) or the domain of AI use (e.g., education) rather than a broad or abstract concept of AI. A detailed breakdown of use cases will support the calculation of an overall AI use indicator.

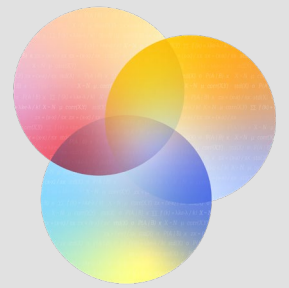


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- Countries should prioritize developing **new household survey indicators** in the following areas:

- (1) Use of AI;
- (2) Awareness of AI;
- (3) Frequency of use;
- (4) Domain of use (e.g., education);
- (5) Use of AI by activity (e.g., using LLMs).

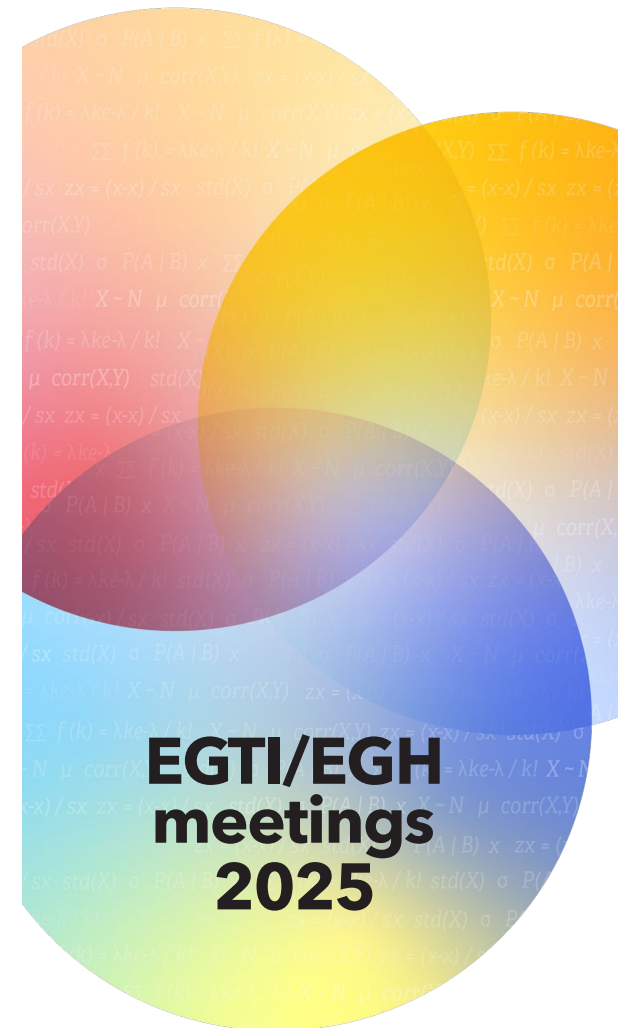
- Countries and other stakeholders should **conduct cognitive testing of AI-related questions** to evaluate respondent understanding and ensure data quality.

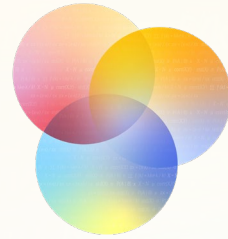


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Future Work

- Cognitive testing of AI-related survey questions
- Continue coordination across international organizations
- Engage policymakers to align indicators with data needs – Move further an inform demand based on research evidence (What emerging trends should we be at the look out for? ¿who needs to know and what? What is relevant for policy? What matters to foster sustainable development)
- Renew subgroup in 2026 for further development





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Thank you