

Measuring Artificial Intelligence use in Austria, 2024

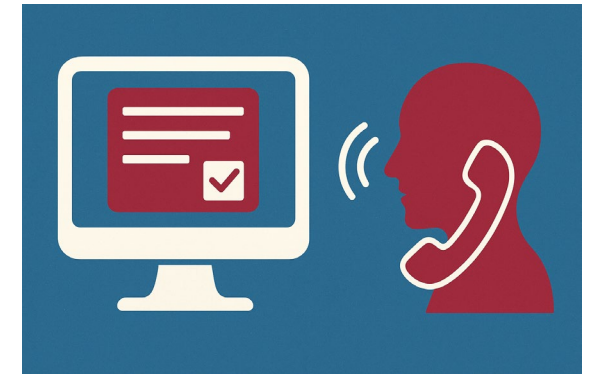
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Geneva, 24 September 2025

www.statistik.at

2024 - Module on artificial intelligence (AI)

- Integrated in the EU-wide survey **ICT usage in households and by individuals 2024**
- Contracting authority: BMF (Austrian Federal Ministry of Finance)
- Sample: Austrian population aged 16 to 74 years
N = 5 774 persons (response rate: 42 %)
- Surveyed via online questionnaire or telephone interview
- Data collection: April to July 2024



Definition of AI

- No generally accepted definition of AI - questionable if there is one for human intelligence

- European Parliament

AI is the ability of a machine to display human-like capabilities such as reasoning, learning, planning and creativity. AI enables technical systems to perceive their environment, deal with what they perceive, solve problems and act to achieve a specific goal.

- Our adaption

AI refers to technologies that imitate 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.

Module on artificial intelligence (AI), 2024

- National questions & AI questions included in the EU-wide ICT survey 2025*

AI overall				
Perceived knowledge	Views on increasing use	Views on usefulness in one's profession	Concern about job displacement	Interest in learning (more)

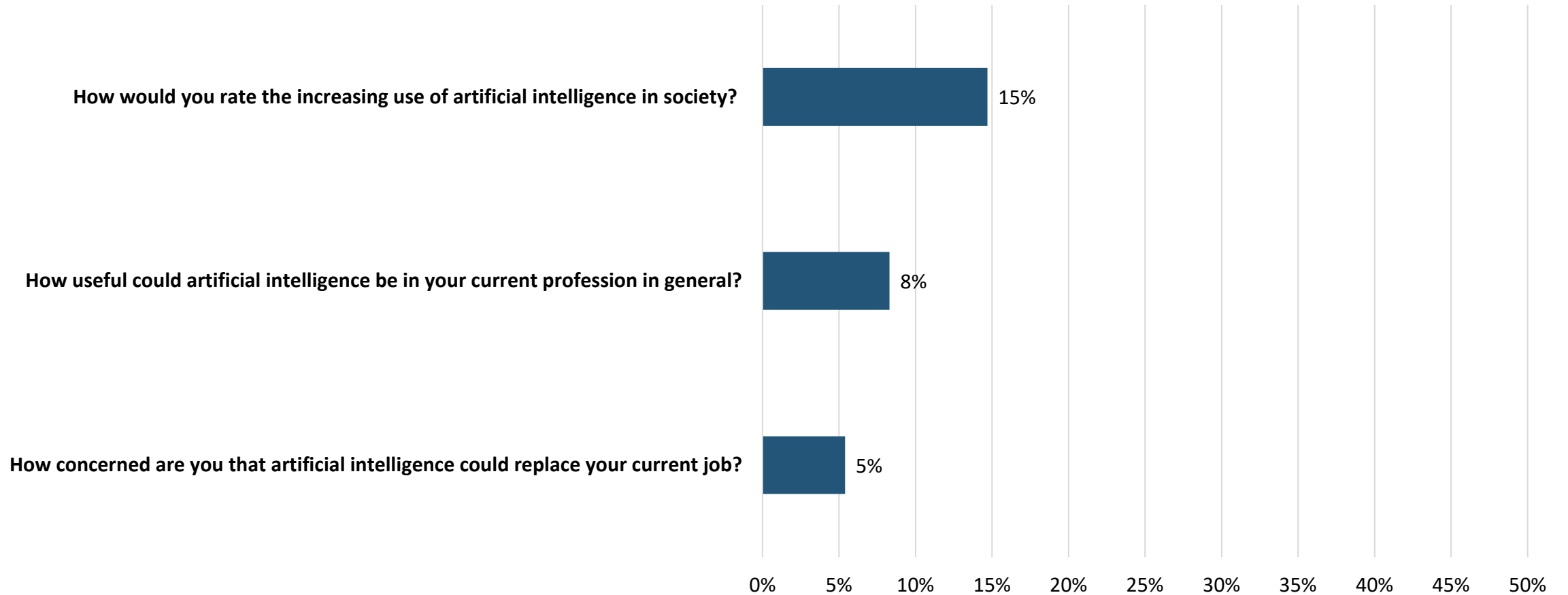
Generative AI			
Use	Frequency of use*	Reasons for non-use in last 3 months*/ever	Purpose of use*

Potential problems

Unfortunately, no time and budget for cognitive tests but we looked at:

- Feedback from telephone interviewers
- Share of „No opinion“-option
- Number of imputations

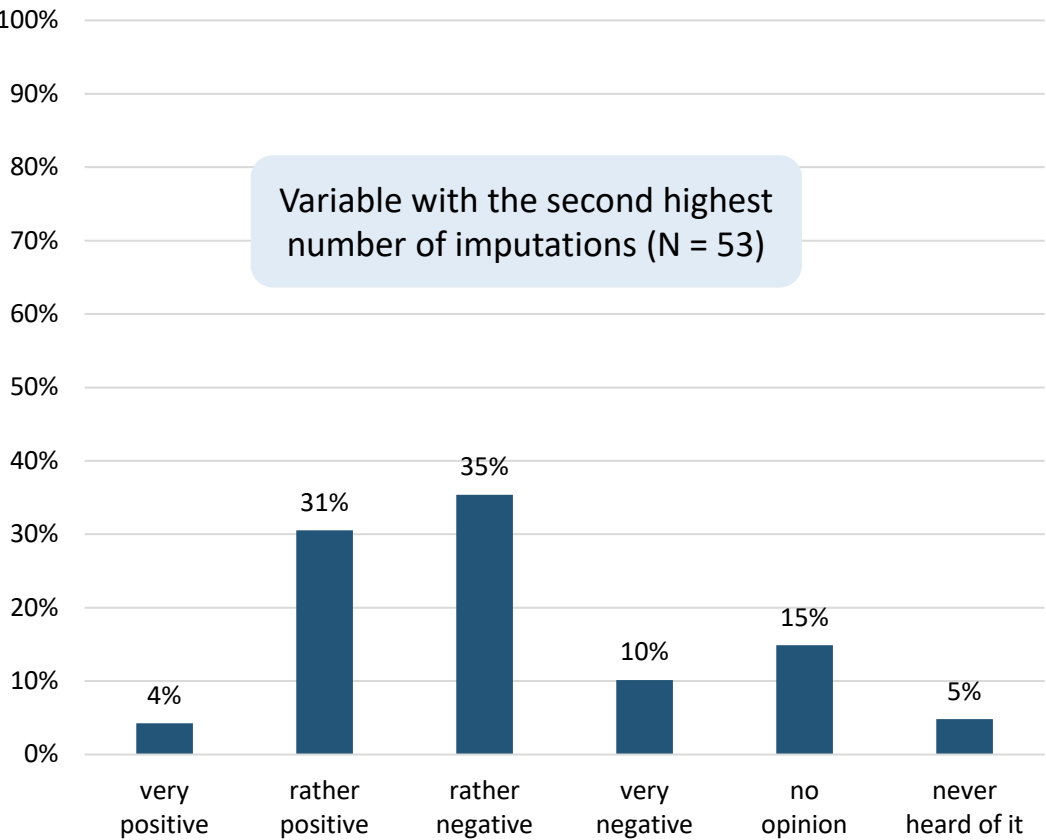
“No opinion” across questions



S: STATISTICS AUSTRIA, ICT usage in households and by individuals 2024. “No opinion” in % of all individuals.

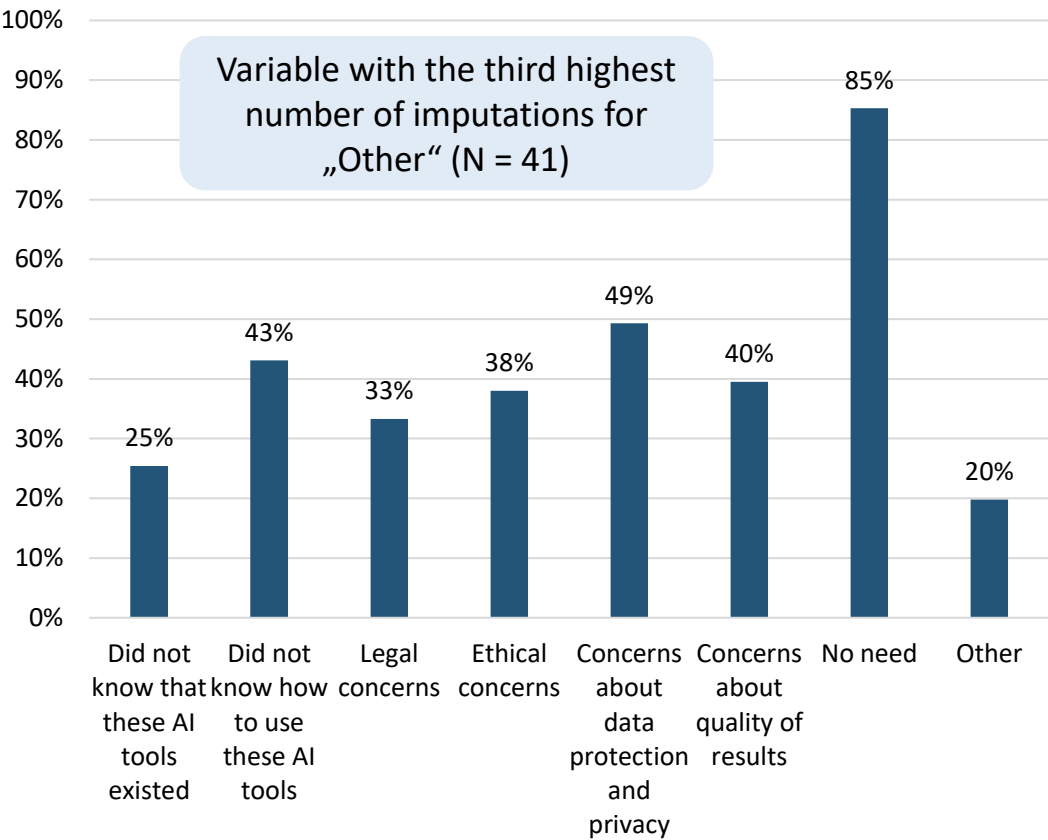
Higher number of imputations

How would you rate the increasing use of artificial intelligence in society?



S: STATISTICS AUSTRIA, ICT usage in households and by individuals 2024. General attitude towards AI in % of all individuals. – Persons who have never heard of AI were not asked about their views on the increasing use of AI in society.

What are the reasons for never having used AI tools?

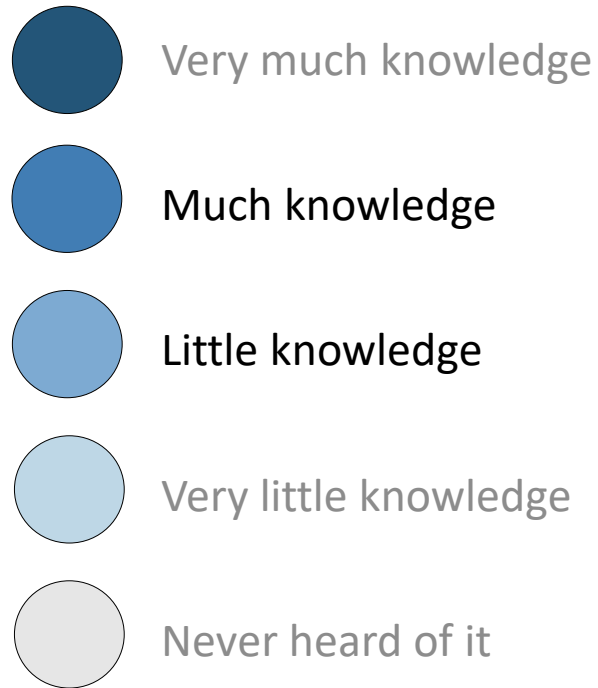


S: STATISTICS AUSTRIA, ICT usage in households and by individuals 2024. Reason for never having used generative AI in % of individuals who have never used generative AI before.

Friendly User Test Feedback 2025

- Wish for additional/neutral category between the following:

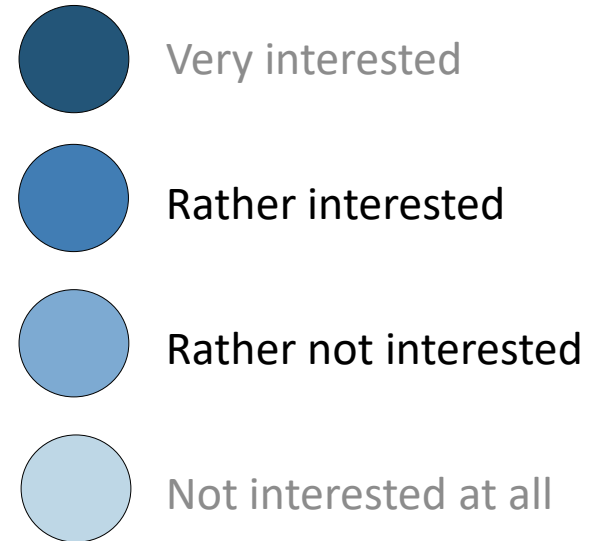
Perceived knowledge



Views on increasing use



Interest in learning (more)



Friendly User Test Feedback 2025

- Respondents have used AI tools such as ChatGPT but in their mind not to generate texts, images or other content, e.g. DeepL for translations

Have you ever used artificial intelligence tools **to generate texts, images or other content**, e.g. ChatGPT, DeepL, Microsoft Copilot or Google Gemini?

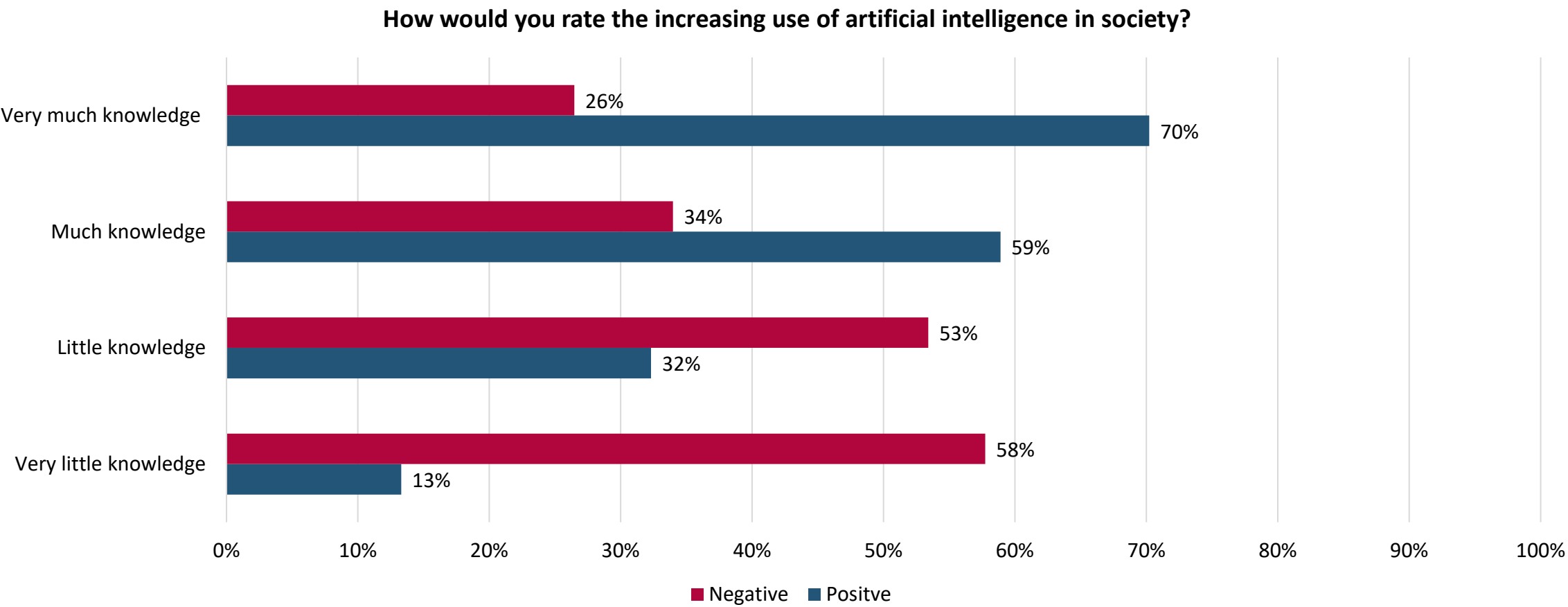
Comparison with AI readiness report

	ICT use in households – AI module 2024	AI readiness report 2025
By	Statistics Austria	Handelsverband and Google Austria
Respondents	5 774 (16 – 74 years)	1 031 (> 18 years)
Data collection	April to July 2024	May 2025
Survey method	Online survey and telephone interviews	Online survey
Knowledge about AI	Very much/much: 27 %	Very much/much: 26 %
Attitude towards AI	Very/rather positive attitude towards the increasing use: 35 %	Very/rather positive attitude in general: 42 %
Use of (gen.) AI	31 % used generative AI at least once	70% used an AI tool at least seldom Not limited to generative AI!

→ Survey design also needs to be considered

S: STATISTICS AUSTRIA, ICT usage in households and by individuals 2024 | HANDELSVERBAND & GOOGLE AUSTRIA, AI readiness report 2025

Attitude by knowledge



S: STATISTICS AUSTRIA, ICT usage in households and by individuals 2024. Attitude by knowledge in % of all individuals.

Results 2024

- Results of the AI module can be found on our website:
[ICT usage in households](#) > Detailed results > [Results ICT usage in households 2024 \(.ods\)](#)
- Report on the use of and attitudes towards AI in Austria 2024
[ICT usage in households](#) > Detailed results > [Künstliche Intelligenz - Nutzung und Einstellung in Österreich 2024 \(.pdf\)](#)
Report available in German only. [Press release](#) available in German and English.

The young, the highly educated and men tend to have more positive attitudes towards AI and were more likely to use generative AI tools. Majority of the population remains cautious: low usage shares, critical perception of the technology.

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