

Subgroup on measuring the use of AI through household surveys

14th meeting of the Expert Group on ICT Household Indicators (EGH)

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Brazil: Collecting data on AI use

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About the surveys

| Sample design and data collection

ICT Households and ICT Kids Online Brazil surveys

- Share the same sample design: Stratified multistage cluster sampling
- Shared fieldwork procedures: Same data collection operation
- Same reference period, different questionnaires
- Survey respondents
 - **ICT Households**: randomly selected among residents aged **10 y.o. and older**
 - **ICT Kids Online Brazil**: randomly selected among residents aged **9 to 17 y.o.**

AI questions collected

| Questionnaire

ICT Households 2025

1. In the last 3 months, have you used artificial intelligence tools such as ChatGPT, Copilot, Gemini, or WhatsApp's Meta AI?

☐ YES → continue

☐ NO → skip

2. And for what purpose have you used an artificial intelligence tool in the last 3 months?

For professional or work use

☐ YES ☐ NO

For schoolwork or research at school or university

☐ YES ☐ NO

For personal use

☐ YES ☐ NO

For another purpose

☐ YES ☐ NO

| Questionnaire

ICT Kids Online Brazil 2025

1. In the last 3 months, have you used artificial intelligence platforms or tools such as ChatGPT, Copilot, Gemini, or WhatsApp's Meta AI to...

Search for information

☐ YES ☐ NO

Carry out school research or study

☐ YES ☐ NO

Talk about personal problems or emotions

☐ YES ☐ NO

Create content such as text, images, videos, or programming code

☐ YES ☐ NO

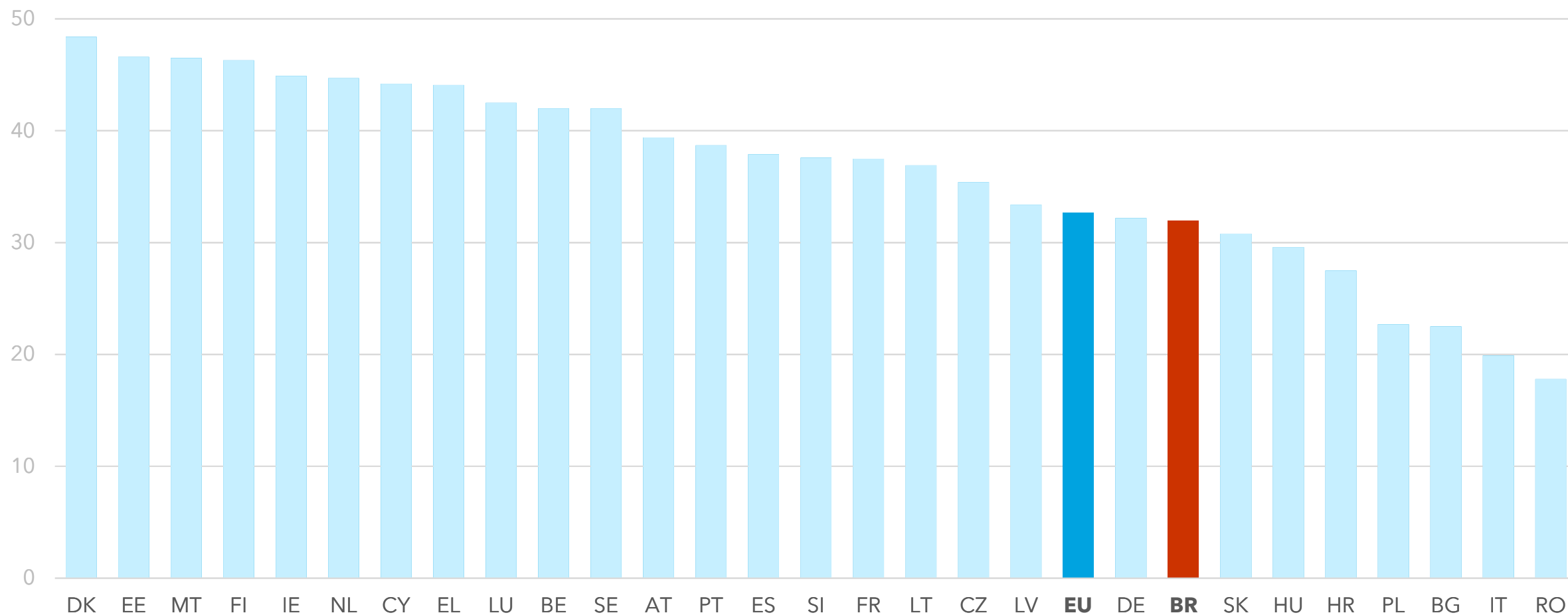
An aggregate estimate was calculated based on the responses.
If respondents answered "Yes" to at least one activity,
they were considered AI users.

Comparison of the results

ICT Households Brazil vs. EU

Use of generative AI tools (2025)

% Internet users aged 16-74

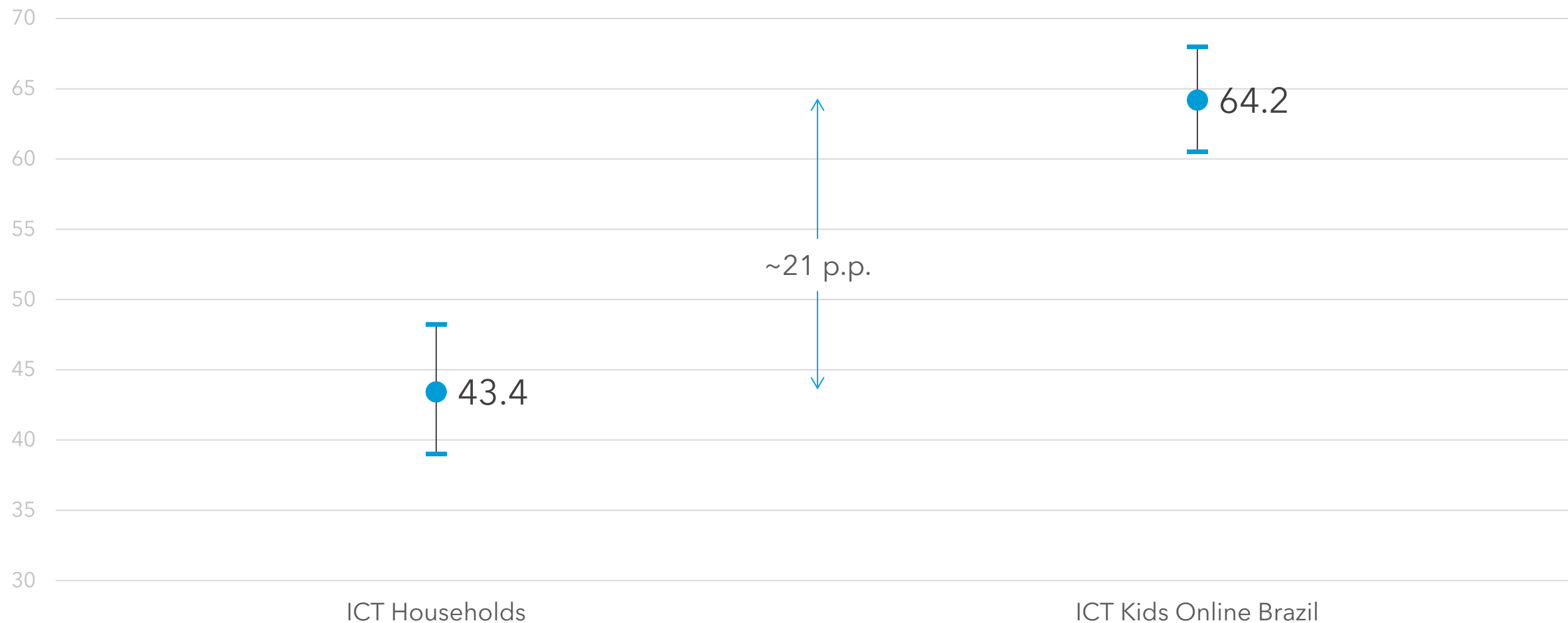


Source for EU countries: [Eurostat](#).

| ICT Households vs. ICT Kids Online Brazil 2025

Use of generative AI tools (2025)

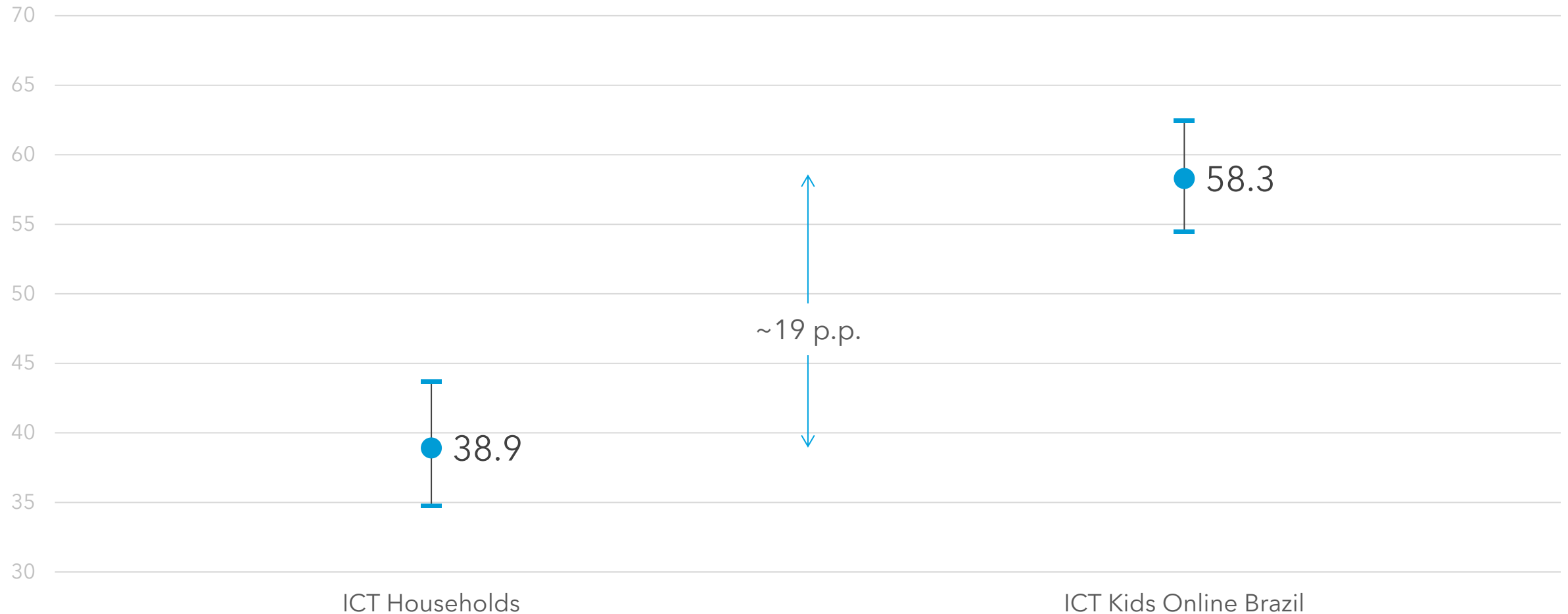
% Internet users aged 10-17



| ICT Households vs. ICT Kids Online Brazil 2025

Purpose of AI use - For schoolwork (2025)

% Internet users aged 10-17



Discussion and key takeaway

| Discussion

Possible explanations

Concrete activities drive greater recall

- Reminds respondents of activities they might not label as “using AI”

Concrete activities lower cognitive burden

- Might be easier to answer accurately than a single self-classification question

Use vs. conscious use

- Filter question (ICT Households) captures conscious, *self-aware* AI use
- Aggregate indicator (ICT Kids Online Brazil) captures *any* qualifying activity

| Discussion

Caveats of the aggregate indicator

Categories should add up to 100%

- Categories should be mutually exclusive and collectively exhaustive
- Missing activity types a “ceiling” to the indicator
- List of activities subject to periodic revision/update

Overreporting AI use

- Overreporting of activities not involving AI or conscious use of AI
- “Did you use AI to search for information online?” could be including “searched for information online” (without AI) and instances where the AI response was pushed to and not sought after (conscious use?)

| Discussion

Overall assessment

Since both surveys share the same sample design, reference period, collection period, and fieldwork, **differences in results** ought to be due to their distinct **measurement approaches**

Key takeaways

Aggregate indicator should result in **greater** percentages compared to the use of the filter question

Different approaches might measure slightly **different things**

Thank you!

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