

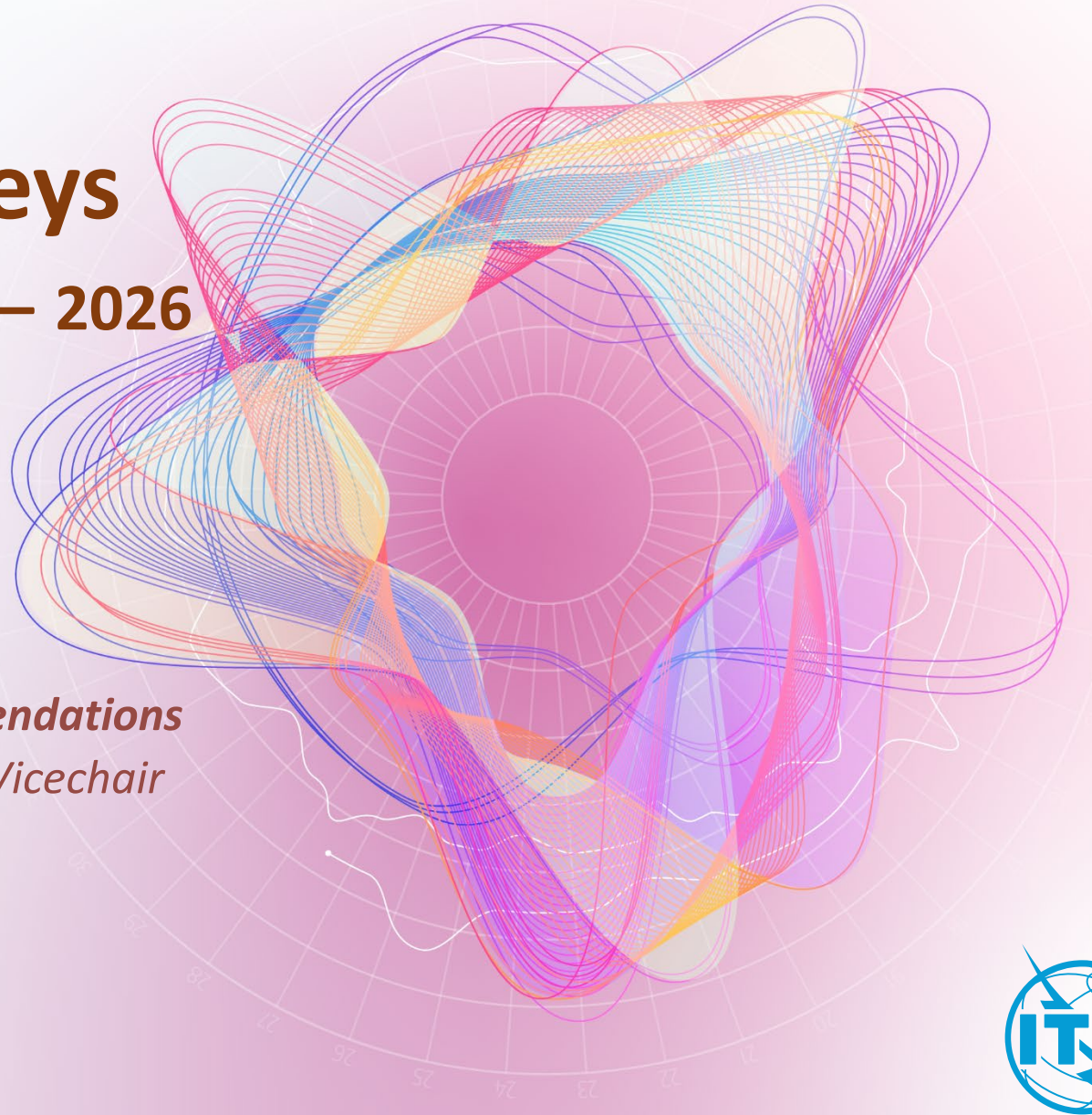
Measuring AI Use Through Household Surveys

EGH Subgroup on Measuring AI Use — 2026

Synthesis of the report's fundamentals and recommendations
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EGTI/EGH
Meetings

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Why Measure AI Use Now?

Household surveys are the key source for nationally representative, internationally comparable evidence.

Rapid Diffusion

AI technologies are spreading into everyday life, creating growing demand for official statistics.

Survey Advantage

Household surveys cover socio-demographic groups and support comparability where other approaches cannot. Building evidence from the bottom-up regarding adoption of IA in the general population.

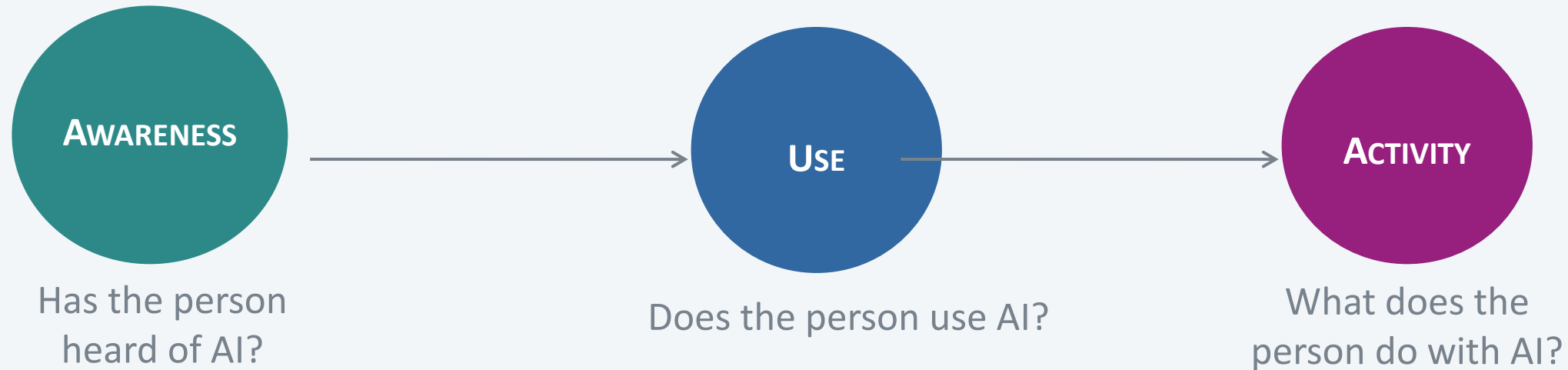
Measurement Gap

Comparable data on AI use remain scarce, while technology and respondent understanding are changing quickly.

Conceptual Foundation

The 2026 work builds on the 2025 framework and focuses on conscious AI use.

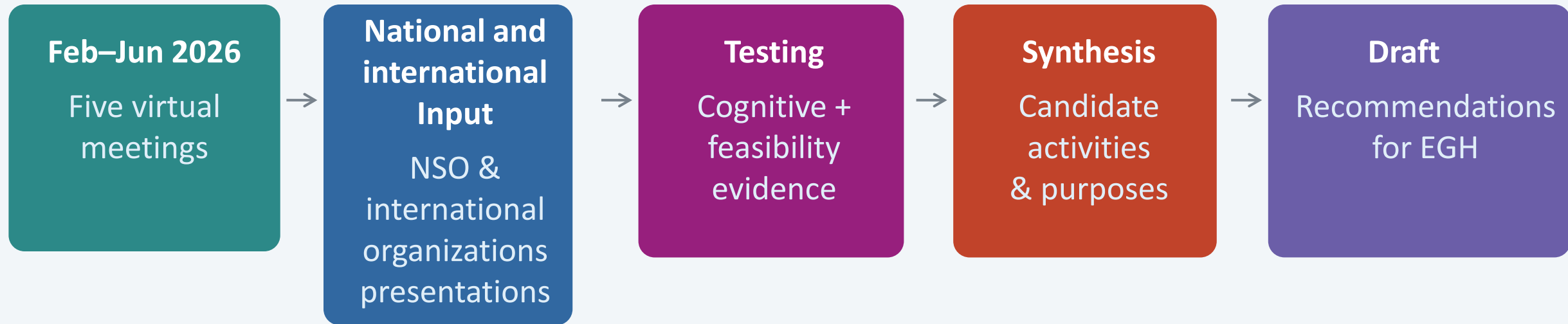
An operational definition of AI: technologies that imitate logical reasoning, learning, planning and creativity, enabling systems to perceive information and solve problems toward a goal.



⚠ Key limitation: Two people may perform the same task using the same application while only one is aware that AI is involved — the conscious-use approach has inherent bounds.

How the 2026 Recommendations Were Developed

Evidence drawn from subgroup deliberation, national experiences and cognitive/feasibility testing.



- Members were encouraged to consult regulators, policymakers and researchers so indicators reflect user needs.
- Multilingual collaborative input and synthesis of existing activity lists (researcher interest, NSO experience, NBER/Epoch AI analysis) supported the drafting process.

Awareness: Ask Whether People Have "Heard of" AI

Concrete examples help respondents recognize AI through activities they already encounter.

1

Recommended Wording

Frame questions around whether the respondent has "heard of" AI — not whether they "know" what AI is. Preferable based on cognitive testing evidence from several countries in different ICT contexts

2

Include Examples

Concrete examples (ChatGPT, Copilot, Gemini, image recognition, chatbots) should be tailored to local context, especially where familiarity with AI cannot be assumed.

3

Be Cautious with Filters

An awareness question can reduce acquiescence bias, but filtering on it may exclude people who recognise their AI use only when prompted with specific activities or examples.

Overall AI Use: A Useful Headline — But Still an Open Question

The general-use screener is valuable for comparability, but evidence from Brazil shows it can undercount use.

Why Keep It?

A broad, consistent question creates a single headline indicator and supports time-series tracking of AI diffusion across the general population. Many NSOs and international organisations already using this approach.

Why Test It Further?

In 2025, Brazil's CETIC.br found that asking about specific activities (ICT Kids Online) produced ~21 percentage points higher reported use than a general yes/no screener (ICT Households) among 10–17-year-olds sharing the same sample, reference period and fieldwork.

→ RECOMMENDATION: Resolve the general-use screener through further cognitive and feasibility testing, weighing comparability with existing surveys against the risk of distorting reported use.

Five Broad, Internationally Comparable AI Activity Categories

Recommended classification drawn from NBER, Epoch AI, NSO experience and subgroup deliberation.

1 Writing / Editing / Summarising
Draft, edit, summarise, analyse or translate text

2 Information / Guidance
Answer questions; recommendations; practical help; ideas and outlines

3 Media
Create, edit or analyse images, video, music/audio

4 Data / Coding
Write, debug or explain code; analyse data; charts/forecasts

5 Social / Personal
Conversation, companionship, emotional support, games and role play

+ "Other": Include in early survey rounds followed by an open-ended question — captures emerging uses and signals when the list needs updating.

Purpose of Use: Keep the Core Split Simple

The subgroup prioritises a work / education / personal framework, with flexibility for more detail.

WORK	EDUCATION	PERSONAL
Professional or job-related use Essential category for capturing economic and productivity impacts of AI.	Formal schooling: secondary, post-secondary, college or university Specify formal education to distinguish from informal learning. <i>Note: A teacher preparing materials may perceive this as both work and education.</i>	Private use; detailed sub-purposes where survey space allows Health, travel and leisure can span personal and work contexts. Allow nuance where possible.

Note: Some purposes overlap categories. Survey design should allow multiple responses.

Frequency and Intensity: Measure Only If It Adds Value

Prefer approximate numeric counts over vague terms such as "a lot" or "a little."

Illustrative Response Scale

Several times a day



About once a day



A few times a week



About once a month



Design Trade-off

Frequency may distinguish meaningful behaviour, but survey space is limited. Weigh frequency against measures of reliance or breadth of activities.

Evidence

Gallup cognitive testing found meaningful behavioural differences between "multiple times a day" and "about once a day." Slovenia respondents noted frequency questions felt missing.

The Central Design Trade-off: Granularity vs Respondent Burden

Per-activity purpose and frequency questions are generally infeasible in standard household surveys.

All users

Broad reach

AI activities

Manageable

Purpose × activity

Increases burden

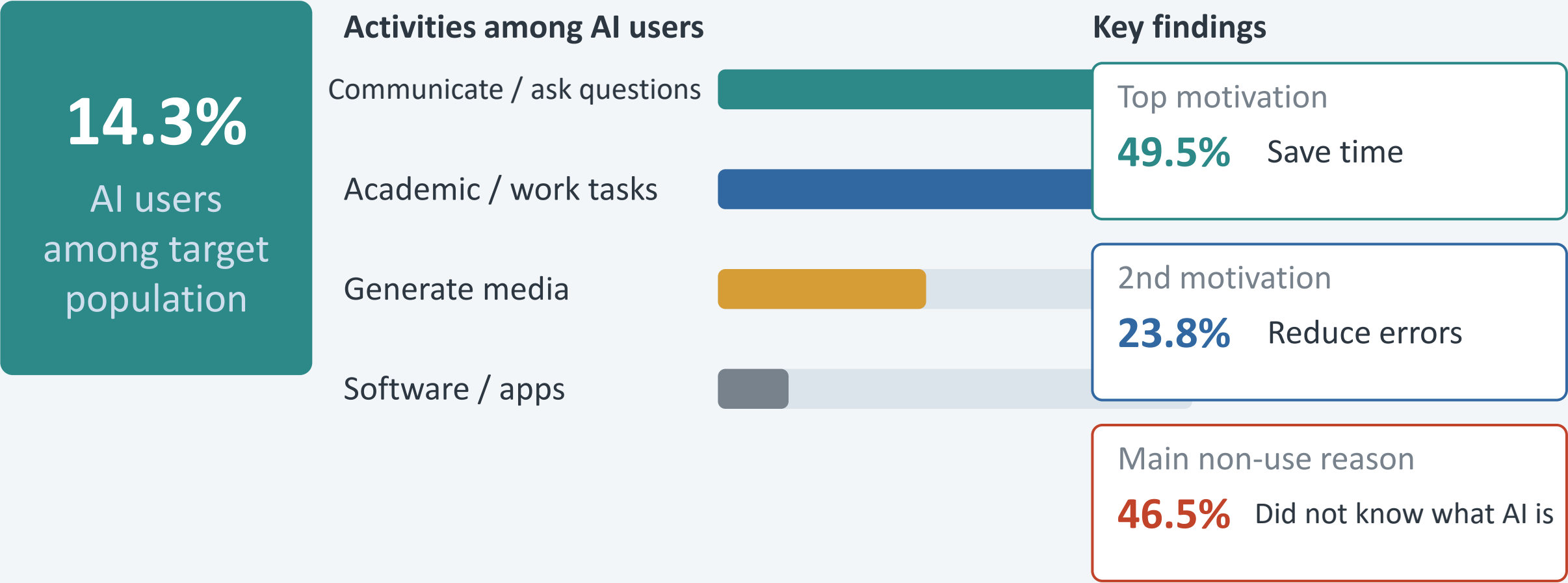
Frequency × purpose × activity

Generally infeasible in standard surveys

→ **Recommendation:** Per-activity purpose and frequency questions are generally not feasible in standard household surveys owing to respondent burden, but may be appropriate in specialised studies.

Colombia: A Multi-dimensional AI-use Module

ENTIC Hogares 2024 measured use, activities, motivation and reasons for non-use among individuals aged 5+.



Brazil: Question Design Can Materially Change Reported AI Use

Two 2025 surveys shared the same sample, reference period and fieldwork — only measurement differed.

ICT Households

Filter approach

General yes/no AI-use screener — "Have you used AI tools such as ChatGPT...?" — followed by a purpose question for confirmed users.

43.4%

AI use, 10–17 age group

ICT Kids Online

Activity approach

Four specific AI activities asked directly. Respondents counted as users if they answered "yes" to at least one.

64.2%

AI use, 10–17 age group

~21% gap

→ **Interpretation: Concrete prompts may improve recall; aggregate activity lists must be broad and periodically updated. Both underreporting and acquiescence bias may contribute to the gap.**

What Cognitive Testing Is Teaching Us

Gallup, Slovenia, Canada and other national experiences highlight comprehension, filtering and category-definition challenges.

Slovenia

11 participants. Expanded generative-AI activities captured information seeking, text, media and coding. No major comprehension problems found. Respondents requested a frequency question.

Canada

Two testing rounds (30 + 14 interviews). A combined knowledge + awareness filter was removed after respondents inconsistently interpreted "understanding how GenAI works." Question order was flipped: use is now asked before knowledge.

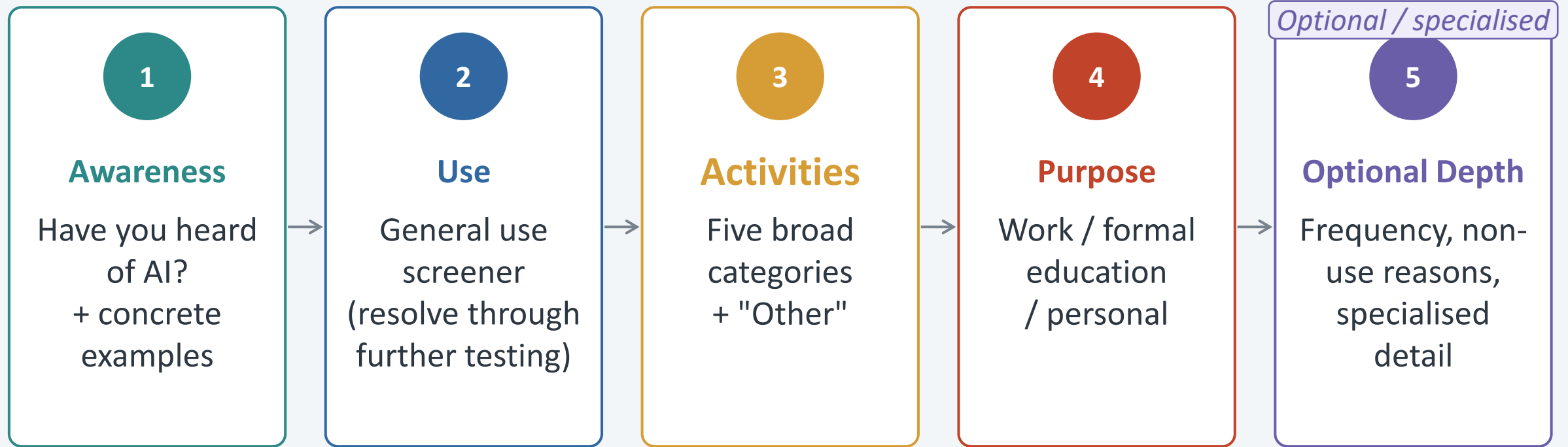
Cross-cutting lesson

Respondents most familiar with ChatGPT/GenAI.

Other AI types (agentic AI, machine learning) poorly understood even when examples were given, raising false-positive risk for broader AI questions.

A Practical Survey Architecture

Core principle: maximize comparability and recall while keeping the questionnaire feasible.



2027 and Beyond: Keep the Framework Testable and Adaptable

- **Continue Testing**
Cognitive and feasibility testing across modes and socio-economic groups; investigate reasons for non-use and barriers to AI use.
- **Coordinate**
Align with OECD, Eurostat, UNSD and other international organisations to ensure comparability and avoid duplication.
- **Engage Users**
Keep policymakers and regulators connected to emerging data needs so that AI indicators reflect real policy priorities.
- **Renew the Subgroup**
Recommend indicators on AI use for adoption into the core set of ICT household indicators in 2027.

Bottom line: Measurement should evolve with AI adoption, respondent understanding and evidence from testing.



Thank you!