2025 Global Survey on AI and Human Development:
Methodology Snapshot

The survey was conducted between November 2024 and January 2025, commissioned by the Human Development Report Office (HDRO) in collaboration with the Chief Digital Office (CDO). The study employed a mixed-methods approach in collaboration with polling agency GeoPoll,[10] primarily using Computer-Assisted Telephone Interviewing (CATI), supplemented by web-based surveys (CAWI) conducted in Germany and the United States (table 1). In some cases, CATI interviews followed a random digit dialing (RDD) methodology complemented by quota management to ensure demographic representativeness across age, gender, and education levels. Sample sizes were approximately 1,000 respondents per country, with slight variations to account for national contexts. This approach enabled the collection of nationally representative data from countries at different stages of development, providing a robust foundation for cross-country comparisons on public attitudes toward AI.

Table 1 Survey's Sample Size

Countries	Mode	Sample Size
Australia	CATI	1,001
Bangladesh	CATI	1,004
Brazil	CATI	1,001
China	CATI	1,008
Comoros	CATI	1,002
Egypt	CATI	1,020
Fiji	CATI	1,003
Germany	Web	1,000
Greece	CATI	1,000
India	CATI	1,030
Indonesia	CATI	1,030
Japan	CATI	1,029
Kyrgyzstan	CATI	1,003
Nigeria	CATI	1,000
Pakistan	CATI	1,006
Republic of Korea	CATI	1,008
Russian Federation	CATI	1,002
South Africa	CATI	1,034
Tunisia	CATI	1,026
Türkiye	CATI	1,002
United States	Web	1,005

[10] Data for this survey were primarily collected through Computer-Assisted Telephone Interviewing (CATI), which uses trained interviewers and specialized software to conduct structured phone interviews with real-time data entry. This method ensures quality, consistency, and efficiency, especially for short surveys across diverse national contexts. Random Digit Dialing (RDD) was employed to generate representative samples by reaching respondents beyond pre-existing contact lists. In Germany and the United States, probability-based Computer-Assisted Web Interviewing (CAWI) panels were also used—reflecting established research practices in these countries amid declining CATI response rates and considerations of cost and timeliness.