

# Artificial intelligence: for what purpose ?

## AI actions last month

### Any usage

To find information (e.g. searching)

To get advice on problems

To create or enhance written content

To save time or increase efficiency (e.g. automating tasks, simplifying routines)

To create or enhance images/video

To get personalised recommendations (e.g. products, travel, entertainment)

To learn or improve skills (e.g. education, languages, professional development)

To entertain myself (e.g. create a personal avatar)

To monitor or improve health and wellbeing (e.g. fitness tracking, health advice)

Other

Belgium

Flemish

French-speak.

64.0%

63.0%

65.6%

39.0%

40.4%

37.1%

25.8%

26.5%

24.9%

21.3%

21.3%

21.4%

16.8%

16.1%

17.7%

15.6%

15.6%

15.7%

14.8%

12.6%

17.9%

13.7%

13.9%

13.3%

11.5%

11.7%

11.2%

9.9%

7.7%

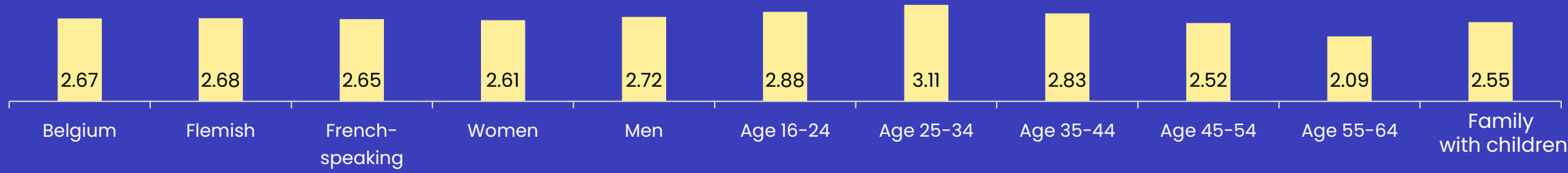
13.0%

2.4%

2.8%

1.9%

## Average number of AI actions by segment



Source: Global Web Index. Q4-2024 → Q3-2025

