



# EXECUTIVE SUMMARY

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## ICT KIDS ONLINE BRAZIL SURVEY 2021

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# Executive Summary

## ICT Kids Online Brazil 2021

**T**he goal of the ICT Kids Online Brazil survey is to generate evidence about the opportunities and risks associated with Internet use by children. The survey interviewed individuals 9 to 17 years old about their Internet access and use, as well as their fathers, mothers or legal guardians about their perceptions and mediation regarding the use of the Internet by their children or those under their guardianship.

The 2021 edition brings data to update the scenario of online participation of children after the onset of the health crisis caused by COVID-19. The data showed that the period was even more adverse for the population living in situations of socioeconomic vulnerability, and those with precarious connectivity conditions. The evidence revealed by the survey, therefore, supports public and private agents in promoting the development of policies and actions focused on ensuring the rights and well-being of children and adolescents in the digital age.

### Household access by children

In 2021, 91% of children 9 to 17 years old lived in households with Internet access (this proportion was 83% in 2019). The proportions were higher among individuals living in urban areas (93%) compared to those living in rural areas (85%) and for those in classes A (100%), B (99%) and C (96%) compared to those in classes DE (81%).

Despite an increase in Internet access in households with children, the presence of

computers remained stable over the same period. In 2021, about 11.9 million individuals 9 to 17 years old (equivalent to 45% of this population) lived in households with only Internet but no computers, while 2.1 million (8%) lived in households with neither computers nor Internet.

Mobile phones (99%) and televisions (96%) were present in almost all the households with children in the country. Computers (47%), however, were present in less than half of the households. Game consoles were present in about a quarter of the households. Children in urban areas and higher classes, in general, lived in households with a greater variety of devices.

### Internet use by children in Brazil

The proportion of children 9 to 17 years old who were Internet users in Brazil increased (93% in 2021, compared to 89% in 2019). The growth was higher in the Northeast region (92% in 2021, compared to 79% in 2019) and in rural areas (90% in 2021, compared to

75% in 2019). There was also a significant increase in the proportion of Internet users in the 9- to 10-year-old age group (92% in 2021, compared to 79% in 2019). For the first time in the historical series of the survey, there was a balanced proportion of Internet users among the different age groups of children (Figure 1).

The evidence confirmed the general trend of advancement in Internet use; however, about 1.7 million individuals 9 to 17 years old were not Internet users in the country.

88% OF INTERNET  
USERS 9 TO  
17 YEARS OLD  
REPORTED  
HAVING A PROFILE  
ON A SOCIAL  
NETWORK

Mobile phones were still the main devices used for Internet access (93%) among the Internet users surveyed. For 53% of this population, mobile phones were the only devices used for online activities. The proportion of exclusive use of mobile phones was even higher for classes DE (78%), compared to classes C (52%) and AB (18%). An important highlight of the 2021 edition was the growth in the use of televisions as devices to access the Internet (58%, compared to 43% in 2019).

Most children accessed the Internet at their households (97% in 2021, compared to 92% in 2019). Between 2019 and 2021, there was a significant increase in urban (from 94% to 98%) and rural areas (from 78% and to 93%) and in classes C (from 96% to 99%) and DE (from 83% to 92%).

### ONLINE PRACTICES

Watching videos, shows, movies and TV series online (84%), listening to music online (80%), sending instant messages (79%), and using social networks (78%) were the online activities most commonly carried out by children in Brazil in 2021.

Using social networks (78%, compared to 68% in 2019) and playing games online, whether with other players (66%, compared to 57% in 2019) or alone (64%, compared to 55% in 2019), were the activities that intensified the most between the 2019 and 2021 editions of the survey. In general, Internet users in classes AB had more favorable connectivity conditions and carried out a wider variety of activities, compared to those in classes C and DE (Chart 1).

WhatsApp was the multimedia platform investigated on which more Internet users 9 to 17 years had accounts (80% in 2021, compared to 70% in 2018).

Platforms that enable the creation and sharing of videos have become popular among children. The proportion of users who reported having profiles on Instagram (62%) grew the most compared to 2018 (45%). For the first time, the survey investigated whether users had profiles on TikTok, and the proportion was 58% for individuals 9 to 17 years old in the country.

In addition to the intense presence on these platforms, TikTok (34%) and Instagram (33%, compared to 24% in 2018) were reported as were reported as the main social networks used by the population studied in 2021, especially, by the population aged between 9 and 12 years and from classes AB (Chart 2).

In an opposite trend to that observed for Instagram, the survey highlighted the drop in users with Facebook profiles (51% in 2021, compared to 66% in 2018). This social network also ceased to be the main platform used by this portion of the population (11% in 2021, compared to 41% in 2018). However, for Internet users in classes DE (20%), the proportions were higher than for those in classes C (9%) and AB (4%).

### Consumption and advertising content

In 2021, 56% of Internet users 11 to 17 years old interacted with marketing content on the Internet. The main form of interaction was following pages or profiles of products or brands (45%), followed by liking or sharing videos, photos or texts about products or brands (27%), and interacting by posting comments about products or brands (17%).

People teaching how to use products (62%) and unboxing packages (61%) were the main images or video content with which Internet

81% OF INTERNET  
USERS 11 TO  
17 YEARS OLD  
HAVE SEEN  
ADVERTISING OF  
PRODUCTS OR  
BRANDS ON THE  
INTERNET

FIGURE 1  
**CHILDREN WHO WERE INTERNET USERS (2021)**  
*Total number of children 9 to 17 years old (%)*

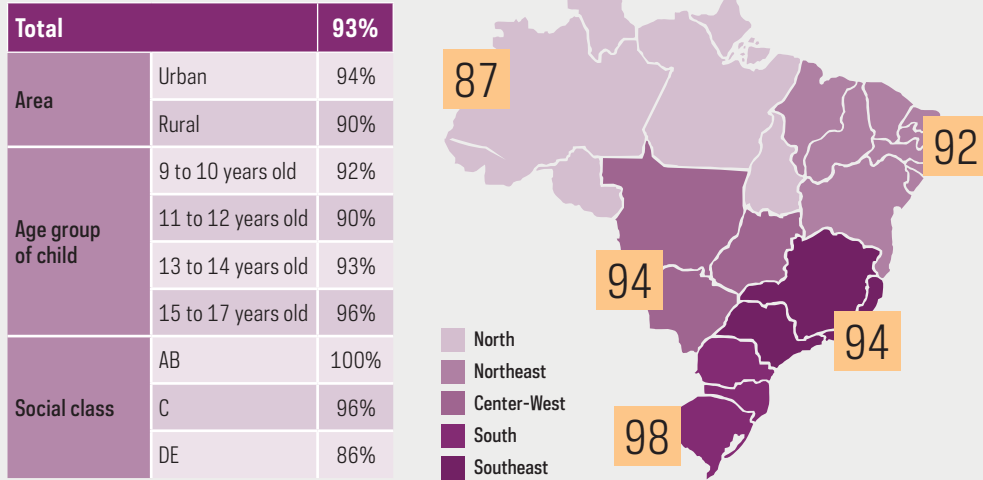
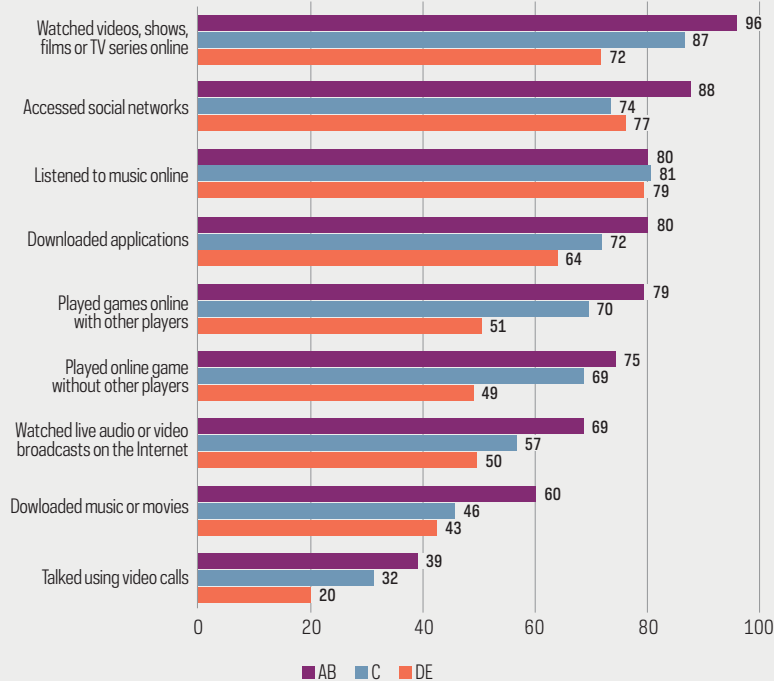


CHART 1  
**CHILDREN BY ACTIVITIES CARRIED OUT ON THE INTERNET AND SOCIAL CLASS (2021)**  
*Total number of Internet users 9 to 17 years old (%)*



users 11 to 17 years old had contact. In general, among the investigated modalities, the proportions reported by girls were higher than those reported by boys (Chart 3).

Contact with advertising on social networks was more reported by girls (64%, compared to 58% for boys), whereas more boys reported encountering them on gaming websites (40%, compared to 25% for girls). Between 2018 and 2021, there was a significant increase in the number of Internet users who reported seeing videos, photos or texts containing clothes and shoes (60% 2021, compared to 49% in 2018), food, drinks and sweets (57%, compared to 47% in 2018), video games or games (46%, compared to 38% in 2018) and books, magazines and comic books (36%, compared to 24% in 2018) on the Internet.

As reported by their parents or legal guardians, 53% of children 9 to 17 years old had ordered products after being exposed to advertising on the Internet in the 12 months prior to the survey (39% in 2018). There was significant growth in online purchases by Internet users 9 to 17 years old between 2019 (9%) and 2021 (19%).

## Survey methodology and data access

The objective of the ICT Kids Online Brazil survey is to understand how the population between 9 and 17 years old uses the Internet and how they deal with the risks and opportunities arising from their use. The survey uses the conceptual framework defined by the EU Kids Online network as a reference, which considers the influence of individual, social, and country contexts on the use of the Internet by children. Data collection for this edition of the survey took place between October 2021 and March 2022. Totals of 2,651 children and 2,651 parents or legal guardians were interviewed nationwide. Data were collected through face-to-face interviews with the application of a structured questionnaire. The results, including the tables of proportions, totals, and margins of error for the ICT Kids Online Brazil survey, are available on Cetic.br|NIC.br's website (<http://www.cetic.br>) and data visualization portal (<https://data.cetic.br/>). The "Methodological Report" and the "Data Collection Report" can be accessed in both the printed publication and on the website.

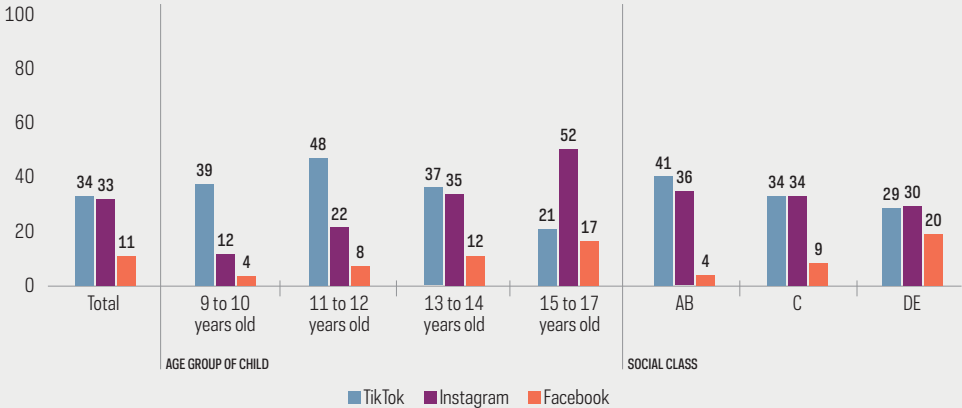
## Health and well-being

For the first time, the ICT Kids Online Brazil survey collected data on the use of the Internet to search for information related to health and well-being. According to the survey, 32% of respondents reported having sought help to deal with something bad they had experienced or to talk about their emotions when they felt upset. Using the Internet to seek emotional support was reported by 46% of Internet users 15 to 17 years old, 28% among those aged 13 and 14, and 15% by those aged 11 and 12.

The survey also investigated the contact of this population with health-related topics on the Internet. Information about diets and meals (55%) stood out the most, followed by disease prevention and treatment (38%), exercise, sport or getting fit (36%), information about medicines (22%), and discussions about sexual health or sexual education (21%). In addition to physical aspects, 29% of respondents had contact with information about feelings, emotional distress, mental health, and well-being, and 38% believed that the Internet helped them deal with a health problem.

CHART 2  
**CHILDREN BY MAIN SOCIAL NETWORK USED (2021)**

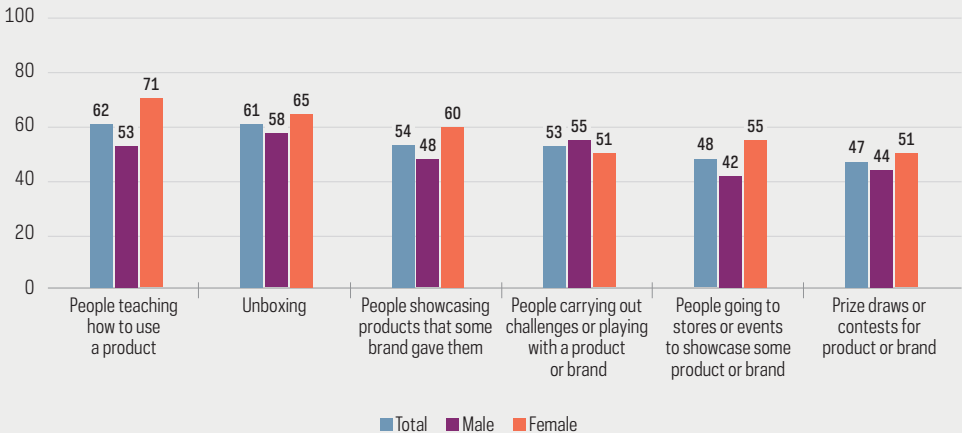
Total number of Internet users 9 to 17 years old (%)



<p style="font-size: 24px; font-weight: bold; text-align: center;">11,9 million</p> <p style="text-align: center;">lived in households with Internet access only</p>	<p style="font-size: 24px; font-weight: bold; text-align: center;">12,3 million</p> <p style="text-align: center;">lived in households with both computer and Internet access</p>	<p style="font-size: 24px; font-weight: bold; text-align: center;">2,1 million</p> <p style="text-align: center;">lived in households with neither computer nor Internet access</p>	<p style="font-size: 24px; font-weight: bold; text-align: center;">161 thousand</p> <p style="text-align: center;">lived in households with computers only</p>
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CHART 3  
**CHILDREN BY FORMS OF ADVERTISING ABOUT PRODUCTS OR BRANDS SEEN IN THE LAST 12 MONTHS, BY SEX (2021)**

Total number of Internet users 11 to 17 years old (%)



## ABOUT CETIC.br

cetic.br

The Regional Center for Studies on the Development of the Information Society, a department of NIC.br, is responsible for producing indicators and statistics on the access and use of the Internet in Brazil, disseminating analyzes and periodic information on the Internet development in the country. Cetic.br is a Regional Study Center, under the auspices of UNESCO. More information at <http://www.cetic.br/>.

## ABOUT NIC.br

nic.br

The Brazilian Network Information Center – NIC.br (<http://www.nic.br/>) is a non-profit civil entity, which in addition to implementing the decisions and projects of the Brazilian Internet Steering Committee, has among its attributions: coordinate the registration of domain names – Registro.br (<http://www.registro.br/>), study, address and handle security incidents in Brazil – CERT.br (<http://www.cert.br/>), study and research network technologies and operations – CEPTRO.br (<http://www.ceptro.br/>), produce indicators on information and communication technologies – Cetic.br (<http://www.cetic.br/>), implement and operate Internet Exchange Points – IX.br (<http://ix.br/>), enable the participation of the Brazilian community in the global development of the Web and support the formulation of public policies – Ceweb.br (<http://www.ceweb.br/>), and host the Brazilian W3C office (<http://www.w3c.br/>).

## ABOUT CGI.br

cgi.br

The Brazilian Internet Steering Committee, responsible for establishing strategic guidelines related to the use and development of the Internet in Brazil, coordinates and integrates all Internet service initiatives in the country, promoting technical quality, innovation and dissemination of the services offered. Based on the principles of multistakeholderism and transparency, CGI.br represents a democratic Internet governance model, internationally praised, in which all sectors of society participate equitable in the decision-making. One of its formulations is the 10 Principles for the Governance and Use of the Internet in Brazil (<http://www.cgi.br/principios>). More information at <http://www.cgi.br/>.



### Access complete data from the survey

The full publication and survey results are available on the **Cetic.br** website, including the tables of proportions, totals and margins of error.

