

EXECUTIVE SUMMARY

ICT HOUSEHOLDS SURVEY 2022

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Executive Summary ICT Households 2022

In 2022, the ICT Households survey completed 18 years. Throughout these years, it has been producing statistics on the presence of information and communication technologies (ICT) in Brazilian households and on the access to and use of ICT by individuals 10 years old or older. In this edition, the survey presented an overview of the digital skills of Internet users in Brazil, with an emphasis on the verification of information found on the Internet and the adoption of security measures to protect devices and online accounts.

There was no significant variation in the proportion of households with Internet access and Internet users in Brazil compared to 2021, reflecting a reduction in the upward trend of these indicators since the beginning of the survey's historical series. The e-commerce module showed an increase in the practice of online shopping for a larger group of users and a diversification of the types of products purchased and services contracted or carried out online.

Internet access in households

In 2022, nearly 60 million (80%) Brazilian households had Internet access. The percentage remained stable compared to 2021. In addition, 71% of households had fixed broadband as the primary type of connection, and cable or optical fiber connections (62%) were the most cited. Among the regions of the country (Figure 1), the South region reported the most connections via cable or optical fiber (72%), while mobile connections were present in more

than a quarter of the connected households in the North region (27%).

Among the approximately 15 million households without Internet access in Brazil, the connection cost was the most frequently cited reason for the lack of access to the Internet (59%) and was mentioned in greater proportion as the main reason (28%). Regarding connection speed, in 2022, 28% of households with Internet access had contracted connections with speeds above 50 Mbps, a higher proportion than in 2021 (23%).

Computers were present in 39% of the households, while 42% had only Internet but no computer. The presence of both Internet and computers was observed in 96% of class A households, compared to 10% of classes DE households.

Internet use

Around 149 million (81%) individuals 10 years old or older were Internet users. Data from the survey also indicated that 14% of the population 10 years old or older have never used the Internet (approximately 27 million Brazilians). Among this population, the most

mentioned reasons for never having accessed the Internet were lack of computer skills (69%) and lack of interest (63%).

Mobile phones remained the devices most used by Brazilian users to access the Internet (99%), followed by televisions (55%).

Six out of ten Internet users in Brazil accessed the Internet exclusively via mobile phones (62%) (Figure 1). For four out of ten users, access to the Internet was done by both mobile phones and computers (38%).

51% OF
RESPONDENTS
VERIFIED THE
RELIABILITY OF
INFORMATION
FOUND ONLINE

Computer use

According to the ICT Households 2022, 38% of the Brazilian population were computer users, i.e., they used the device at least once in the three months before the survey. Individuals in classes A (91%) and B (68%) or with a Tertiary Education (80%) used computers in greater proportions, with 59% of the population having used computers (desktop computers, portable computers, or tablets) at least once.

Mobile phone use

According to the survey, 92% of the Brazilian population 10 years old or older were mobile phone users (approximately 170 million Brazilians), a proportion that remained stable compared to 2021. The percentage of people who own mobile phones (88%) also remained stable.

Among those who own mobile phones, 64% had contracted prepaid plans, and 34% had postpaid plans, percentages that also remained stable.

Mobile connections were used by 79% of mobile phone Internet users (in 2021, it was 76%). Meanwhile 93% of class A users connected via both Wi-Fi and mobile networks, 34% of class DE users accessed the Internet on mobile phones via Wi-Fi only.

Digital skills

In 2022, 51% of respondents verified the reliability of information found online (Chart 2), which was the most cited skill. The verification of information found online was reported by 74% of those who accessed the Internet on both computers and mobile phones, and by 37% of those who accessed the Internet exclusively via mobile phones. The adoption of security measures to protect

devices and online accounts was reported by 33% of mobile-only users and 69% of those who accessed the Internet via both computer and mobile phones.

Online activities

COMMUNICATION

Instant messaging was the most common activity carried out by Brazilians online (93%). The use of social networks, such as Facebook, Instagram, or TikTok (80%), and voice or video calls (77%), as well as sending and receiving emails (62%), remained at high proportions.

MULTIMEDIA

Four out of five Internet users in Brazil watched videos, programs, movies, or series online (80%), and approximately three-quarters listened to music online (74%). Reading newspapers, magazines, or news online was mentioned by 56% of users, a result that has been stable since 2017. In several of these indicators, in addition to differences between socioeconomic segments, there were important differences by sex (for example, 68% of female users watched videos, programs, movies, or series online, compared to 78% of men).

TWO-THIRDS
OF USERS WHO
BOUGHT ONLINE
(66%) USED PIX
AS THE PAYMENT
METHOD

CONTENT CREATION AND SHARING

About seven out of ten users (69%) shared some content on the Internet, such as text, images, or videos, in the three months prior to the survey, a stable proportion compared to 2021 (68%). Posting texts, images, or videos they created on the Internet (43%) increased by 12 percentage points compared to 2021 (31%).

Electronic commerce

In 2022, approximately 67 million (45%) Internet users purchased products or services

FIGURE 1
HOUSEHOLDS WITH INTERNET ACCESS, BY TYPE OF MAIN INTERNET CONNECTION (2022)
Total number of households with Internet access (%)

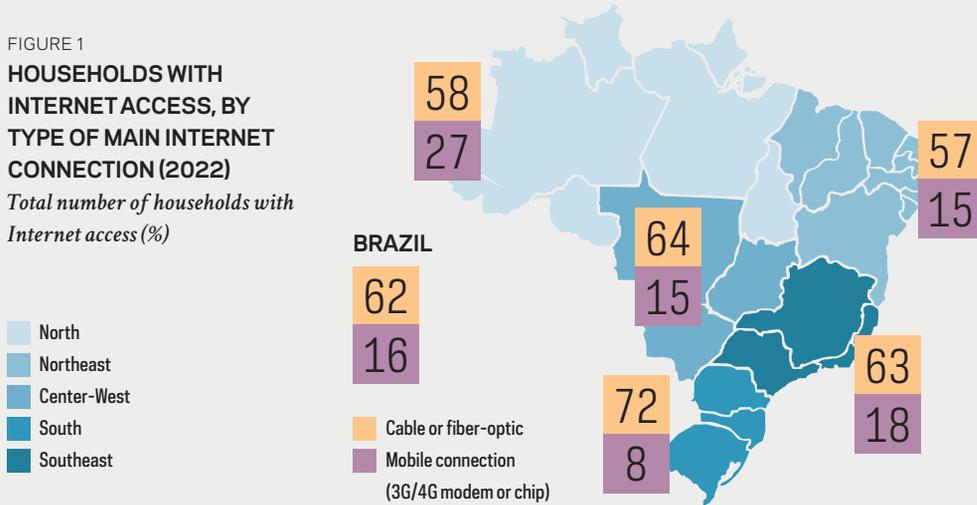
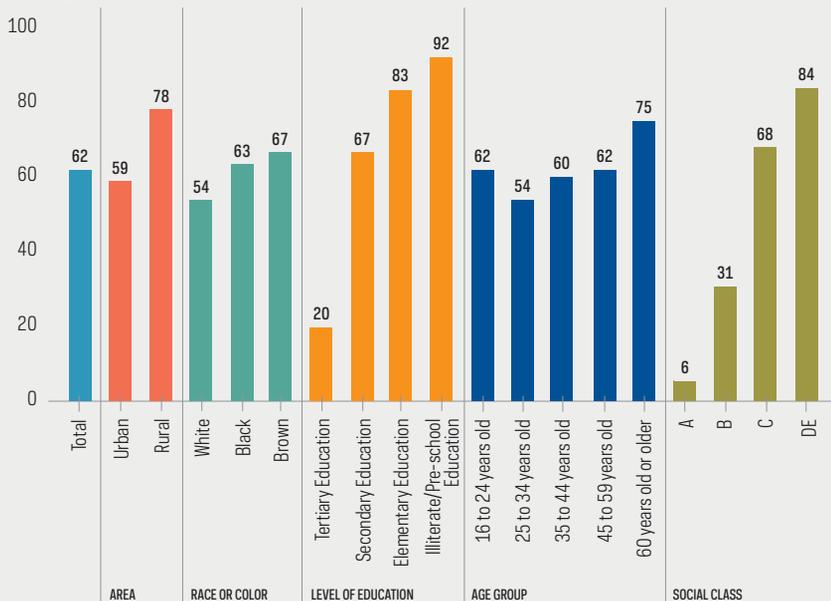


CHART 1
INTERNET USERS, BY DEVICE USED EXCLUSIVELY OR SIMULTANEOUSLY - ONLY MOBILE PHONE (2022)
Total number of Internet users (%)



NOTE: OTHER RESPONSE CATEGORIES OF THE INDICATOR: "ONLY COMPUTER," "BOTH," AND "NONE OF THESE DEVICES."

online in the 12 months prior to the survey. The most cited categories of products purchased online were clothing, shoes, and sports materials (64%). There was an increase of 23 percentage points compared to 2018 in purchasing food or foodstuff (from 21% to 44%). As for frequency, 38% of individuals who shopped online declared that they had carried out this activity at least once a month, a significant increase relative to 2018 (28%).

PURCHASE CHANNELS

Shopping websites were the purchase channels most cited by users who purchased products online (72%), followed by store websites (59%). In addition, 30% bought through messaging apps.

PAYMENT AND DELIVERY METHODS

Two-thirds of users who bought online (66%) used Pix as a payment method (Chart 3), but the most used method continued to be credit cards (73%, the same proportion as that observed in 2018). Payment by online debit or

transfer also increased in the period (from 23% to 36%). Most users opted for home delivery (95%), showing an increase compared to 2018 (90%). This was the delivery method most mentioned in all socioeconomic classes.

Survey methodology and access to data

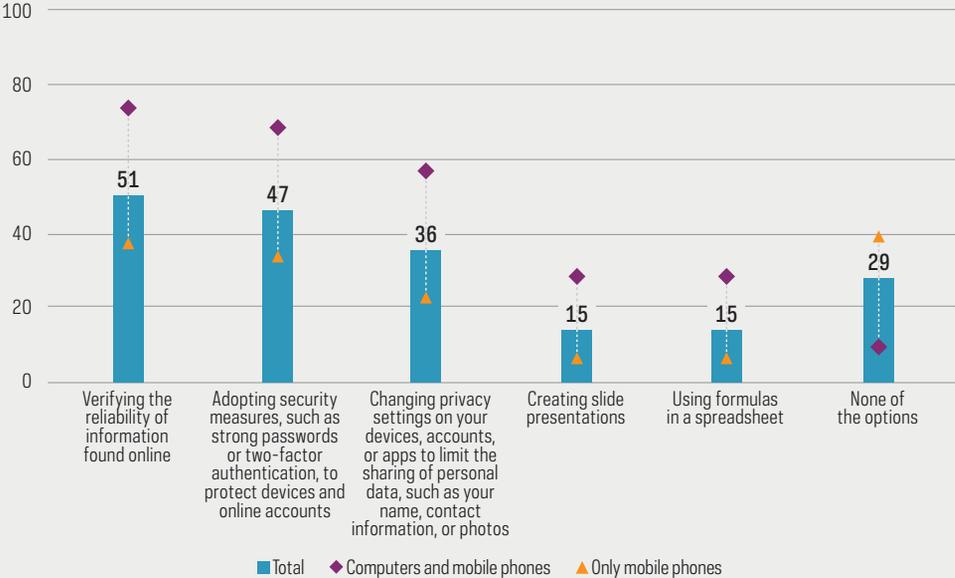
The ICT Households survey has been carried out since 2005 and investigates access to ICT in Brazilian households and its use by individuals 10 years old or older. In this edition, interviews were conducted in 23,292 households and with 20,688 individuals across the country. Data collection was carried out by face-to-face interviews between June and October 2022. The survey results, including tables of survey proportions, totals, and margins of error, are available at <https://cetic.br>. The “Methodological Report” and the “Data Collection Report” can be consulted in both the publication and on the website.

Digital skills and meaningful connectivity

The ability of individuals to use ICT effectively enhances access to opportunities, rights, and services that are increasingly present in the online environment. The ICT Households 2022 survey results suggest the need to promote the development of digital skills for the population, reducing inequalities between sociodemographic profiles. The differences observed by sex indicate unequal opportunities between men and women in relation to entering the workforce and maintaining wages and working conditions. In addition, the data show an association between the use of multiple devices (computers and mobile phones) and the presence of a larger set of digital skills compared to the exclusive use of mobile phones, evidencing the relationship between the dimensions of meaningful connectivity.

CHART 2
INTERNET USERS, BY SELECTED DIGITAL SKILLS AND ACCESS DEVICES (2022)

Total number of Internet users (%)

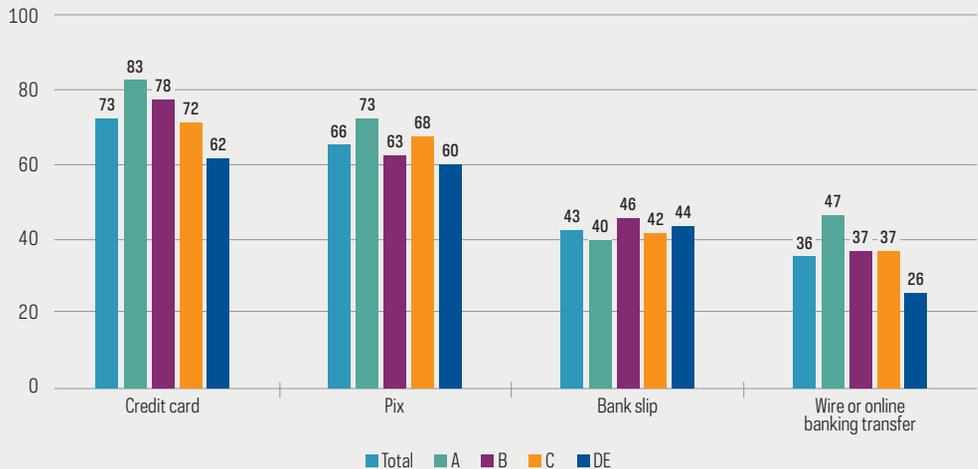


Of the Internet users...



CHART 3
INTERNET USERS WHO PURCHASED GOODS OR SERVICES ONLINE, BY PAYMENT METHOD AND SOCIAL CLASS (2022)

Total number of Internet users who purchased goods or services online in the last 12 months (%)



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 <https://www.cetic.br/>.

ABOUT NIC.br

nic.br

The Brazilian Network Information Center – NIC.br (<https://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 (<https://www.registro.br/>), study, address and handle security incidents in Brazil – CERT.br (<https://www.cert.br/>), study and research network technologies and operations – CEPTR0.br (<https://www.ceptro.br/>), produce indicators on information and communication technologies – Cetic.br (<https://www.cetic.br/>), implement and operate Internet Exchange Points – IX.br (<https://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 (<https://www.ceweb.br/>), and host the Brazilian W3C office (<https://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 (<https://www.cgi.br/principios>). More information at <https://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.

