



EXECUTIVE SUMMARY

ICT HOUSEHOLDS SURVEY 2023

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Executive Summary

ICT Households 2023

The 2023 edition of the ICT Households survey highlights an increase, after two years of stability, in the proportion of households with Internet access and Internet users. This increase was mainly driven by an increase in connectivity in the households of classes C and DE and by the use of the Internet among women.

Internet access in households

According to the ICT Households 2023 survey, 84% of Brazilian households had Internet access (Figure 1), a proportion that represents about 64 million households. This represents an increase compared to 2022 (80%) and the highest point in the survey's historical series.

The survey also indicated that the presence of computers and Internet in households was associated with their location and socioeconomic condition, ranging from 10% among those in classes DE up to 97% among those in class A. More than half of households in classes DE had Internet only (56%), a situation that occurred in only 1% of households in class A.

Among the approximately 12 million households without Internet in the country, the most prominent reasons for not having a connection were the cost (55%), the residents' lack of Internet skills (50%), and the residents' lack of interest (49%).

Internet use

The results of the ICT Households 2023 survey revealed that 89% of the Brazilian

population 10 years old and older had used the Internet, a higher proportion than that observed in 2022, when 86% mentioned having used it. This increase was seen mainly among women (from 86% to 90%).

The proportion of Internet users, i.e., individuals 10 years old or older who reported they had used the Internet in the three previous months, reached 84% in 2023 (Chart 1), which is equivalent to approximately 156 million people. The results of the 2023 edition of the survey indicated an increase in the proportion of users compared to 2022 (81%), which was driven by growth among women (from 81% to 86%) and people with a family income over three and up to five minimum wages (from 91% to 95%).

In addition, about one out of ten Brazilians 10 years old or older has never accessed the Internet (11%), which represents approximately 21 million individuals. In this group, emphasis goes to individuals 60 years old or older (42%), those in classes DE (22%), and those with up to Primary Education (18%). The main reasons for this lack of access were lack of computer skills (67%) and lack of interest (65%).

Mobile phones remained the main devices for accessing the Internet, mentioned by 99% of users. Televisions were cited by 58% of users, maintaining the upward trend since 2014 (7%). According to the survey, 30% of Internet users used only

mobile phones to access the Internet (50% in class DE), 29% used mobile phones, televisions, and computers (57% in class A), and 28% used mobile phones and televisions.

ONLY A QUARTER OF INTERNET USERS IN CLASSES DE (22%) REPORTED HAVING PURCHASED GOODS AND SERVICES ON THE INTERNET

Digital skills

In the 2023 edition, the digital skills most reported by Internet users were checking whether information found on the Internet is accurate (51%) and adopting security measures to protect devices or accounts (50%). The least cited skill was creating computer programs or applications using programming languages (5%). The proportions were lower among those who only accessed the Internet via mobile phones, and there were also age differences.

Online activities

COMMUNICATION

Around nine out of ten Internet users sent messages in the three months prior to the survey (92%). Also noteworthy among communication activities were voice or video calls (81%) and the use of social networks (80%). The use of social networks was more prominent among younger users (91% among those 16 to 24 and 92% among those 25 to 34 years old) than among older users, such as those 60 years old or older (47%), as well as among those in class A (89%) compared to those in classes DE (71%), and those with Tertiary Education (88%) compared to those with Primary Education (69%).

MULTIMEDIA

Among the multimedia activities of audiovisual consumption on the Internet, the two most mentioned by users were listening to music (75%) and watching videos, shows, movies, or series. Around four out of ten Internet users played online games (38%), an activity that is more common among children – especially those between 10 and 16 years old (89%) – and less common among people 60 years old and older (9%). In addition, approximately a third mentioned listening to podcasts (34%), an

activity that also shows a difference between socioeconomic classes, reaching 67% among users belonging to class A, compared to 17% among those in classes DE.

ELECTRONIC COMMERCE

The 2023 results showed stability compared to the 2022 edition in the proportion of Internet users who purchased or ordered goods or services online in the 12 previous months, with this figure standing at approximately 77.6 million Brazilians (50%). Internet users living in urban areas (52%) reported doing this more often than those living in rural areas (34%). Furthermore, while a solid majority of class A users purchased goods and services online (86%), only a quarter of classes DE users (22%) reported the same behavior, a difference that was also identified in 2022.

ELECTRONIC GOVERNMENT

The proportion of Internet users 16 years old or older who used e-government services in the 12 previous months went from 65% in 2022 to 73% in 2023 (Chart 2), with an increase especially among rural users (from 49% to 64%). Despite the increase in various profiles of Internet users, e-government services continued to be used the most by users in class A and those with a family income higher than 10 minimum wages (both 92%).

E-GOVERNMENT SERVICES WERE MOST USED BY CLASS A USERS (92%) AND THOSE EARNING MORE THAN 10 MINIMUM WAGES (92%)

Regarding the main types of service used in 2023, those related to public health and labor rights stood out, both cited by 33% of users. Among users 16 to 24 years old, services related to public education (42%) and personal documents (41%) stand out. Among Internet users who did not use these services, the most common reason was that they were unable to complete transactions digitally (22%), which reinforces the diagnosis that, even with the expansion of e-government services in Brazil, there is still a

FIGURE 1
HOUSEHOLDS WITH COMPUTERS AND INTERNET ACCESS, BY REGION (2023)
Total number of households (%)

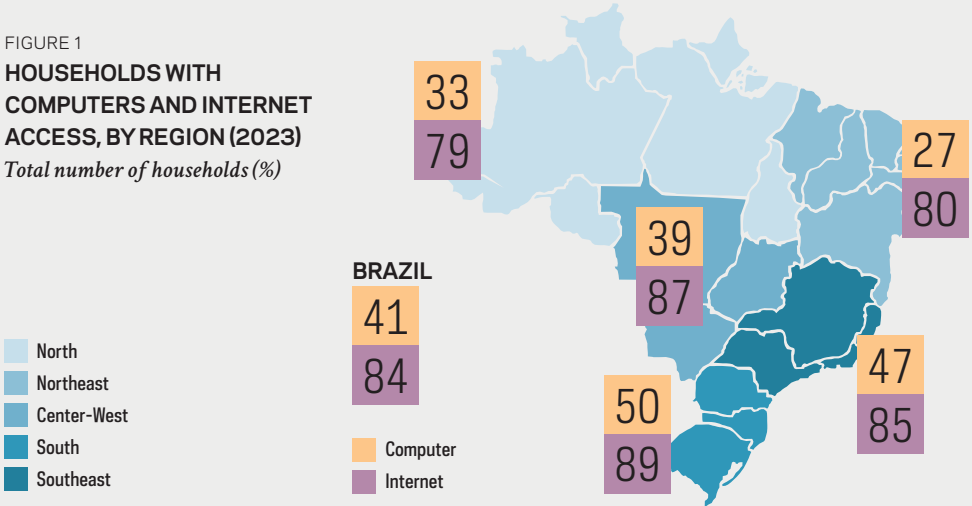
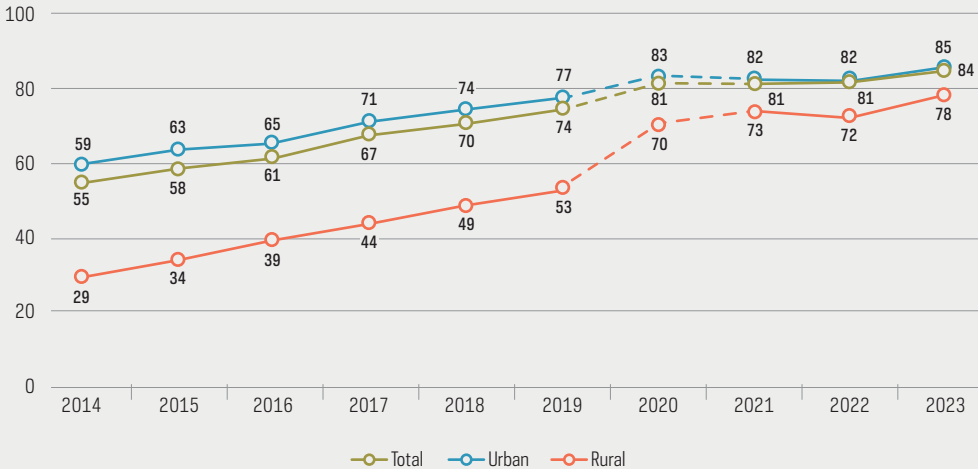


CHART 1
INTERNET USERS, BY AREA (2014-2023)
Total population (%)



way to go to ensure the effectiveness of online public services.

ACCESS TO AUDIOVISUAL CONTENT

The ICT Households 2023 survey showed that 65% of Brazilians 10 years old or older listened to music and 64% watched videos, shows, movies, or series online, proportions that did not differ substantially from 2021, the last time this indicator was included. In the three months before the survey, 40% of Brazilians 10 years old or older listened to music online daily and 21% did so at least once a week. Regarding movies, 22% of the population watched them every day, 23% watched them at least once a week, and 7% watched them at least once a month. The increase in the consumption of Brazilian productions on the Internet stands out, for music (from 59% in 2021 to 64% in 2023), movies (from 39% to 44%), and series (from 29% to 34%).

The survey also pointed to an increase in the online consumption of series (from 41% in 2021 to 48% in 2023) and TV shows (from 28% to 35%), while the consumption of movies (54%) and other types of videos (60%) remained stable compared to the 2021 edition of the survey. The ICT Households 2023 survey also

provided new indicators on the consumption of podcasts on the Internet. 29% of the Brazilian population 10 years old and older stated they listened to podcasts online (Chart 3); 6% did so every day in the three previous months, 13% at least once a week, and 8% at least once a month. Regarding the origin of this content, 23% said they listened to Brazilian podcasts and 7% listened to foreign podcasts.

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 23,975 households and with 21,271 individuals across the country. Data collection was carried out by face-to-face interviews between March and July 2023. 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.

Connection and digital rights: online access and opportunities

The 156 million Internet users in 2023 represented the highest level of Brazilians connected since 2005. However, this same scenario includes 29.4 million people without access. Taking advantage of the opportunities available online is also associated with the quality of the connection and access to appropriate devices: The presence of digital skills can be up to twice as high among users who connect to the Internet via both computers and mobile phones compared to those who only connect via mobile devices. However, while the presence of computers was almost universal in class A households (99%), this was only true for one in ten households in classes DE (11%), suggesting a need for attention to persistent challenges in access to digital rights even among those already connected.

CHART 2

INTERNET USERS WHO CARRIED OUT PUBLIC SERVICES ONLINE (2023)

Total number of Internet users 16 years old or older (%)

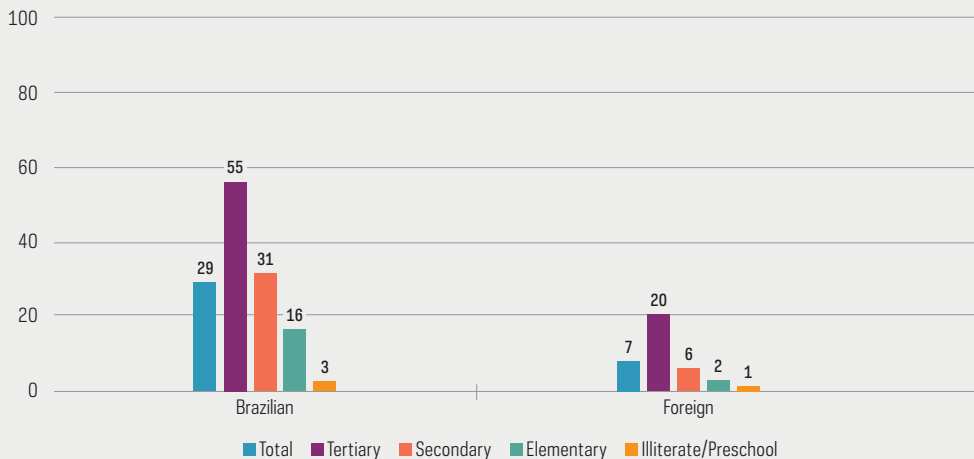


<p>92% sent instant messages</p>	<p>74% watched videos, shows, movies, or series online</p>	<p>54% made payments or other financial transactions online</p>	<p>50% purchased goods or services online</p>
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CHART 3

ORIGIN OF PODCAST ACCESSED, BY LEVEL OF EDUCATION (2023)

Total population (million)



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.

