



cetic.br

ICT Households Survey 2024

—

EXECUTIVE SUMMARY

nic.br cgi.br

Brazilian Network Information Center - NIC.br

CEO : Demi Getschko

CFO : Ricardo Narchi

CTO : Frederico Neves

Director of Special Projects and Development : Milton Kaoru Kashiwakura

Chief Advisory Officer to CGI.br : Hartmut Richard Glaser

Regional Center for Studies on the Development of the Information Society – Cetic.br

Executive and Editorial Coordination : Alexandre F. Barbosa

Research Coordination: Fabio Senne

Scientific Coordination : Heimar de Fátima Marin

Survey Project Coordination : Luciana Portilho and Manuella Maia Ribeiro (Coordinators), Ana Laura Martínez, Bernardo Ballardin, Daniela Costa, Fabio Storino, Leonardo Melo Lins, Lúcia de Toledo F. Bueno, Luísa Adib Dino, and Luiza Carvalho

Coordination : Marcelo Pitta (Coordinator), Camila dos Reis Lima, João Claudio Miranda, Mayra Pizzott Rodrigues dos Santos, Thiago de Oliveira Meireles, and Winston Oyadomari

Sectoral Studies and Qualitative Methods Coordination : Graziela Castello (Coordinator), Javiera F. Medina Macaya, Mariana Galhardo Oliveira, and Rodrigo Brandão de Andrade e Silva

Process and Quality Management Coordination : Nádilla Tsuruda (Coordinator), Juliano Masotti, Maísa Marques Cunha, and Rodrigo Gabriades Sukarie

ICT in Health Survey Coordination : Luciana Portilho

Field management : Ipec - Inteligência em Pesquisa e Consultoria: Rosi Rosendo, Guilherme Militão, Ligia Amstalden Rubega, Denise Dantas de Alcântara, and Paulo Vieira

Editing support team : Comunicação NIC.br : Carolina Carvalho and Leandro Espindola

Proofreading and revision in Portuguese : Tecendo Textos

Translation into English : Prioridade Consultoria Ltda.: Isabela Ayub, Lorna Simons, Luana Guedes, Luísa Caliri, and Maya Bellomo Johnson

Graphic design : Pilar Velloso

Publishing : Grappa Marketing Editorial (www.grappa.com.br)

Brazilian Internet Steering Committee - CGI.br

(in April, 2025)

Coordinator

Renata Vicentini Mielli

Members

Alexandre Reis Siqueira Freire

Beatriz Costa Barbosa

Bianca Kremer

Cláudio Furtado

Cristiane Vianna Rauén

Cristiano Reis Lobato Flôres

Débora Peres Menezes

Demi Getschko

Henrique Faulhaber Barbosa

Hermano Barros Tercius

José Roberto de Moraes Rêgo Paiva Fernandes Júnior

Lisandro Zambenedetti Granville

Luanna Sant'Anna Roncaratti

Marcelo Fornazin

Marcos Adolfo Ribeiro Ferrari

Nivaldo Cleto

Pedro Helena Pontual Machado

Percival Henriques de Souza Neto

Rafael de Almeida Evangelista

Rodolfo da Silva Avelino

Executive Secretary

Hartmut Richard Glaser

Executive Summary ICT Households 2024

The 2024 edition of ICT Households features new data on meaningful connectivity for the Brazilian population.

In 2024, the Regional Center for Studies on the Development of the Information Society (Cetic.br|NIC.br) launched the study *Meaningful Connectivity: Measurement proposals and the portrait of the population in Brazil*, which presented the connectivity conditions for the Brazilian population based on the most recent literature on digital inclusion. In this study, nine indicators from ICT Households were analyzed to create a scale for meaningful connectivity (MC). This framework was followed in the current edition of the ICT Households survey.

According to the survey results, 34% of the Brazilian population had the lowest level of meaningful connectivity (0 to 2 points), while 22% had the highest (7 to 9 points). The highest level of MC was more prevalent in urban areas (24%) than in rural areas (5%), as well as in the South and Southeast (33% and 28%, respectively) compared to the Northeast (44%) and North (41%). It was also more prevalent among men (28%), White individuals (28%), those in classes A (73%) and B (58%), and those with a Tertiary Education (58%).

In 2024, only 22% of Internet users had a household Internet connection cost of less than 2% of their declared household income. This proportion was 58% for class A and 6% for classes DE. Among those who owned mobile phones, 57% had prepaid plans—which are more

limited in terms of the data package—with higher proportions in rural areas (71%), in the Northeast (66%), and in the classes DE (69%).

In 2024, Internet users represented 84% of the population 10 years old or older, or 159 million individuals, 96% of whom used the Internet every day or almost every day. According to the survey, 60% of users accessed the Internet only via mobile phones, while 40% used both their computers and mobile phones. Internet use via televisions also stood out, maintaining an upward trend since 2014 (7%) and reaching 60% by 2024. Among households, 83% had Internet access, a proportion that remained stable compared to 2023 (84%).

The survey showed that 71% of Brazilian households with Internet access connected via fixed broadband, 65% of which used cable or fiber optics, and 14% used a mobile connection. Among households with Internet access, 30% reported a connection speed of 51 megabits per second or more.

According to the 2024 edition, the home was the main place where users accessed the Internet (98%). Around two-thirds accessed the Internet at someone else's house (64%) and 59% said they used the Internet while on the move. 61% accessed the Internet at home and in at least one other place, a proportion that was 76% in class A and 44% in classes DE.

Digital skills

The 2024 edition of ICT Households showed that the digital skills most used by Internet

EIGHT OUT OF TEN
BRAZILIANS (84%)
USED PIX IN 2024,
REPRESENTING AN
INCREASE OF 18
PERCENTAGE POINTS
COMPARED TO 2022

users continued to be verifying the reliability of information found online (52%), adopting security measures, such as strong passwords or two-factor authentication, to protect devices and online accounts (48%), and using copy-and-paste tools to duplicate or move content, for example, in documents or messages (45%). Skills that require more technical knowledge continued to be reported less frequently, such as using formulas in a spreadsheet (19%) and creating slide presentations (17%).

The digital skills investigated were strongly associated with factors such as the devices used to access the Internet. They were more present in users who accessed the Internet from both mobile phones and computers than among those who only used mobile phones. There was also a strong relationship between the presence of skills and the MC of individuals. Creating slide presentations, for example, was performed by 38% of users with the highest level of MC, and only 4% of those with the lowest level.

Activities carried out on the Internet

In 2024, 92% of Internet users sent instant messages, 82% made voice or video calls, and 81% used social networks.

Approximately six out of ten Internet users 10 years old or older looked up information about goods or services (56%) or searched for financial information, made payments, and other financial transactions (56%), and about half searched for information on health or healthcare services (51%). These were the most common topics searched for by users.

Nearly three-quarters of Internet users 10 years old or older watched videos, programs, movies, or series online (77%) and listened to music online (76%), a result that kept these activities among those most performed by Brazilian Internet users. Approximately nine

out of ten users between 10 and 15 years old watched videos, programs, movies, or series (93%) or listened to music (89%), and 85% played games online.

Among Internet users 10 to 15 years old, 88% completed school activities or research, and 65% studied on the Internet on their own, while 34% of users 16 to 24 years old looked up information on undergraduate, graduate, or extension courses, and 27% took distance learning courses.

ELECTRONIC GOVERNMENT

ICT Households 2024 revealed that 61% of Internet users 16 years old or older had used some kind of e-government service, a percentage that remained stable compared to 2023. The

most common services carried out by these users were those related to public health (32%), personal documents (31%), and taxes and fees (29%), all stable compared to 2023. On the other hand, services related to labor rights and social security showed a significant reduction, from 33% in 2023 to 25% in 2024.

Regarding whether services were completed entirely online,

those related to taxes and fees continued to be more frequently completed entirely online (16%), which proved to be more common among class A users (52%) and those with a Tertiary Education (36%). Among users in classes DE, on the other hand, only 1% carried out these services entirely over the Internet. Furthermore, services associated with public health (12%) had the highest proportion of users who only looked up information on the Internet and carried out the service in person compared to other services.

ELECTRONIC COMMERCE

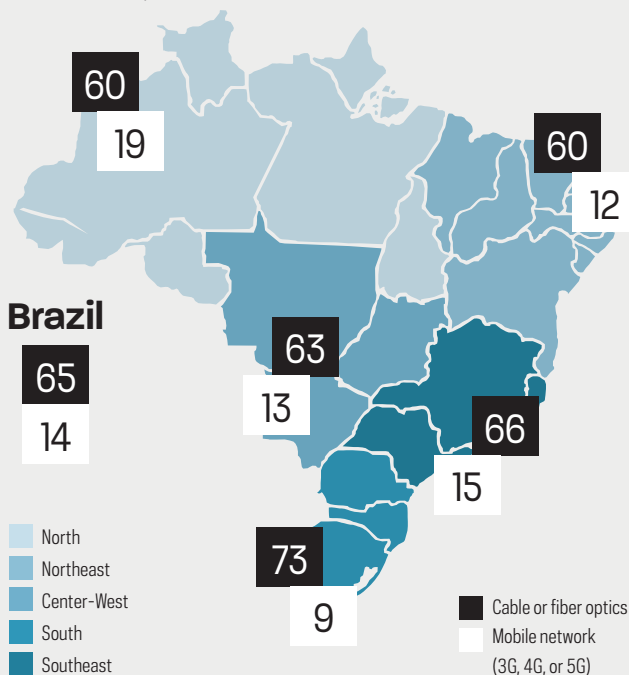
The ICT Households 2024 survey showed that 46% of Internet users purchased goods or services over the Internet in the 12 months

IN 2024, 34% OF THE BRAZILIAN POPULATION HAD THE LOWEST LEVEL OF MEANINGFUL CONNECTIVITY, WHILE 22% HAD THE HIGHEST

FIGURE 1

Households with Internet access, by type and region (2024)

Total number of households (%)



39.8

million households with Internet only

259,000

households with computers only

26.6

million households with computers and Internet

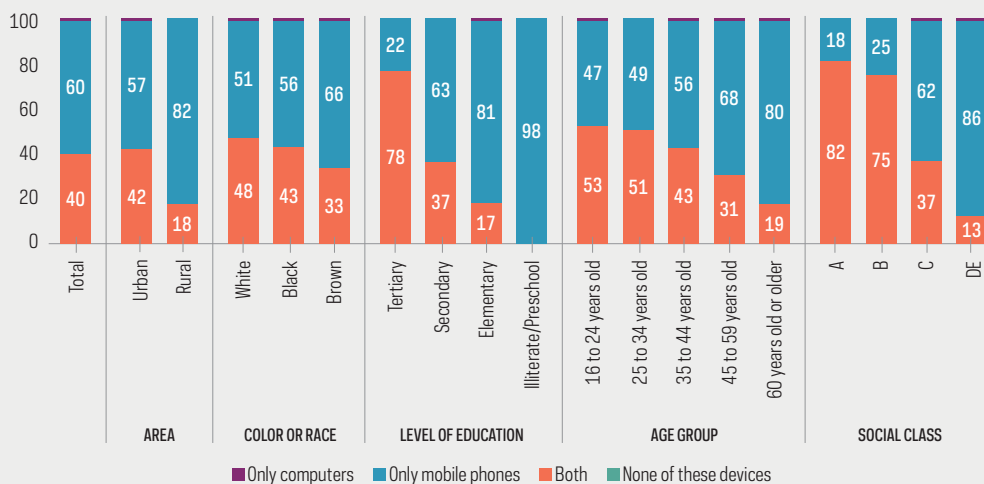
12.9

million households with neither computers nor Internet

CHART 1

Internet users by exclusive or simultaneous access via mobile phones and computers (2024)

Total number of Internet users (%)



prior to the study, which represents 73 million people. The most purchased or ordered types of goods were clothes, shoes, and sports materials (71%), representing an increase compared to 2022 (64%). Other products that stood out were home appliances (53%), food and foodstuff (45%), and cosmetics or personal care products (41%). In terms of services, the ones most used were transport apps to order cab rides or private drivers (44%), streaming services for series or movies (40%), and ordering meals on sites or applications (35%).

Regarding the means of payment used by Internet users, the 2024 edition of ICT Households indicated an increase of 18 percentage points in the use of Pix compared to 2022, consolidating it as the means most used by this population (84%). On the other hand, the use of bank payment slips fell from 43% in 2022 to 24% in 2024.

As for selling goods or services online, the survey showed that 16% of Internet users had done so in the 12 months prior to the survey,

a percentage that remained stable compared to 2022 (19%). Social networks (73%) remained the most used platforms to sell or advertise these products.

Survey methodology and access to data

The ICT Households survey has been carried out since 2005 and investigates access to and use of information and communication technologies (ICT) in households by individuals 10 years old or older. For this edition, interviews were carried out in 23,856 households and with 21,170 individuals throughout the country. Data collection was conducted by face-to-face interviews between March and August 2024. The survey results, including tables of survey proportions, totals, and margins of error, are available at <https://cetic.br>. The “Methodological Report” can be consulted in both the publication and on the website.

BOX 1

—

PIX AND THE DEMOCRATIZATION OF DIGITAL PAYMENT

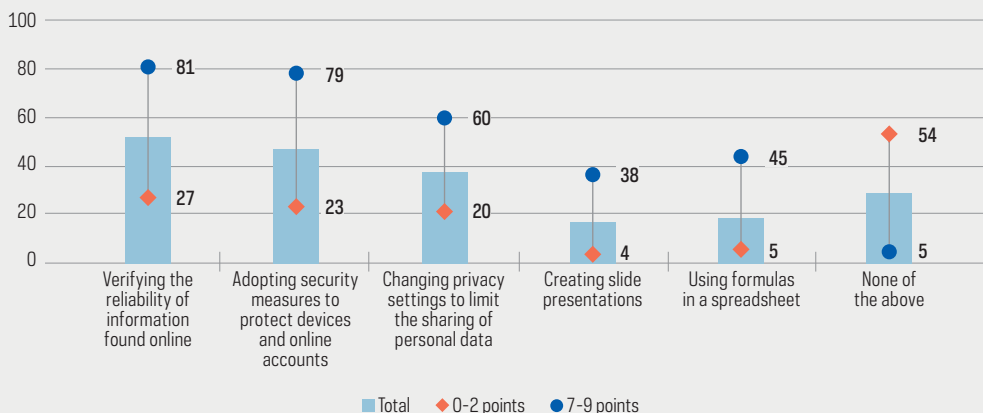
In recent years, the ICT Households survey has been observing a decrease in the differences between various social strata in carrying out financial activities over the Internet, such as consultations, payments or other types of transactions. The growth of Pix as a payment method for online purchases compared to 2022, highlighted in this edition, reinforces this trend.

The ICT Households 2024 data indicated that Pix grew compared to 2022, especially among groups with a family income of between one and two minimum wages (25 pp), among Black (28 pp) and Brown individuals (21 pp), and among individuals with a meaningful connectivity level of 3 or 4 points (29 pp). In addition, Pix transfer is related to lower technical, logistical and financial barriers compared, for example, with the use of credit cards, so its dissemination facilitates access to ecommerce for individuals with fewer economic and connectivity resources.

CHART 2

Internet users by selected digital skills and level of meaningful connectivity (2024)

Total number of Internet users (%)



Of the 159 million Internet users...

92%
sent instant messages

77%
watched videos,
programs, films,
or series online

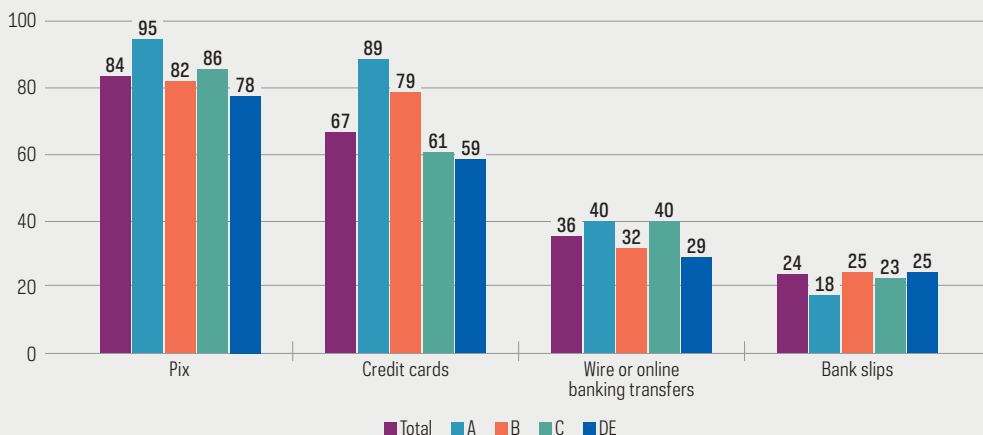
56%
carried out consultations,
payments, or other
financial transactions

46%
purchased goods and
services over the Internet

CHART 3

Internet users who purchased goods and services online, by payment method and social class (2024)

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



Access the full survey data!

In addition to the results presented in this publication, tables of indicators, questionnaires, information on how to access the microdata, and the presentation of the results of the launch event are available on the Cetic.br|NIC.br website, as well as other publications on the topic of the survey. The tables of results (<https://cetic.br/en/pesquisa/domicilios/indicadores/>), available for download in Portuguese, English, and Spanish, present the statistics produced, including information on the data collected and cross-referencing for the variables investigated in the study. The information available in the tables follows the example below:

Code and indicator name

Population to which the results refer

C5 - INTERNET USERS BY ACTIVITIES CARRIED OUT ON THE INTERNET - COMMUNICATION

Total number of Internet users

PERCENTAGE (%)		SENDING OR RECEIVING E-MAILS	SENDING INSTANT MESSAGES	MAKING VOICE OR VIDEO CALLS	USING SOCIAL NETWORKS	PARTICIPATING IN NEWSGROUPS OR ONLINE FORUMS
TOTAL		62	92	82	81	12
AREA	Urban	64	93	83	82	12
	Rural	45	89	73	70	5
REGION	Southeast	68	92	85	81	13
	Northeast	51	90	78	77	9
	South	67	96	83	85	13
	North	56	90	79	82	11
	Center-West	56	96	85	81	12
SOCIAL CLASS	A	86	98	96	71	31
	B	84	98	92	92	20
	C	62	93	81	80	11
	DE	42	86	75	74	5

Results tabulation cut-outs: total (population as a whole) and characteristics of analysis (region, age group, etc.), different in each survey

Indicator responses

Results: can be in % or totals

Source: Brazilian Network Information Center. (2024). Survey on the use of information and communication technologies in Brazilian households: ICT Households 2024 [Tables].

How to reference the tables of indicators



This publication is also available in Portuguese on the Cetic.br|NIC.br website.