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ICT Kids Online Brazil Survey 2024

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Executive Summary

ICT Kids Online Brazil 2024

Since 2012, the ICT Kids Online Brazil survey has been collecting indicators that characterize the access to and use of information and communication technologies (ICT) by individuals 9 to 17 years old in Brazil. The survey also interviews legal guardians about the mediation of Internet use by their children or those under their guardianship.

For the first time, in the 2024 edition, data was collected on the frequency of use and whether children had profiles on digital platforms. Also for the first time, the survey investigated parents' and legal guardians' perceptions of requests for help with Internet use by children, in addition to the adoption of technical resources for parental mediation.

81% OF USERS 9 TO 17 YEARS OLD REPORTED OWNING THEIR OWN MOBILE PHONE

Conditions of Internet access and use

In 2024, around 24,5 million people 9 to 17 years old were Internet users in Brazil (93%). Between 2015 and 2024, there was an increase of eleven percentage points among those who used the Internet every day or almost every day (95% in 2024 and 84% in 2015) and a drop of eight percentage points among those who accessed the Internet at least once a week (3% compared to 11%).

Mobile phones were the main devices used by the population investigated to access the Internet (98%), and they were the only digital devices used by 32% of users in classes DE. In addition, more than 90% of teenagers 15 to 17 years old (93%) and users in classes AB (97%) reported owning their own mobile phones (Table 1).

Internet access via computers by children in class C (40%) was double that reported in classes DE (20%) and approximately half that of classes AB (76%). Disparities between classes were also observed for Internet access via televisions—used by 88% of users in classes AB, 73% of those in class C, and 57% of those in classes DE—and video game consoles, a device used by more than half of users in classes AB (57%) and 10% of users in classes DE.

Regarding locations of access, almost all children accessed the Internet at home (99%). Someone else's houses were the second main location of Internet access (87%). Internet access on the move by users 9 to 17 years old showed significant differences for classes AB (74%), class C (44%), and classes DE (33%). In addition, 59% of adolescents 15 to 17 years old reported

access on the move, a proportion that drops to 26% in the case of children 9 to 10 years old. Approximately half of children reported having accessed the Internet at school (51%). There was a significant difference between those 9 to 10 years old (13%) and those 13 to 14 years old (61%) and 15 to 17 years old (81%) who accessed the Internet at school.

Online practices: Participation on digital platforms

The 2024 edition brought new indicators on frequency of use and whether children had profiles to access the main digital platforms. The digital platform most frequently accessed by Internet users 9 to 17 years old was WhatsApp

(71%), followed by YouTube (66%), Instagram (60%), and TikTok (50%).¹

Younger individuals, 9 to 10 years old (70%) and 11 to 12 years old (71%), were mainly frequent users of YouTube. Those 13 and 14 years old, on the other hand, were mainly frequent users of Instagram (78%) and WhatsApp (73%). For those 15 to 17 years old, WhatsApp (91%) and Instagram (81%) were the most frequently accessed platforms (Chart 1).

Around 83% of Internet users 9 to 17 years old had their own profiles on at least one of the digital platforms investigated; by age group, this proportion was 60% for users 9 to 10 years old, 70% among those 11 to 12 years old, and 93% for those 13 to 14 years old. Among older individuals (15 to 17 years old), almost all (99%) had profiles on at least one digital platform.

Among Internet users 9 to 17 years old, 69% of those who accessed WhatsApp and 63% who accessed Instagram at least once a week reported having their own profiles on these platforms. The highest proportions of those who reported accessing digital platforms at least once a week but not having their own profiles were 38% for YouTube and 15% for TikTok (Chart 2).

Regarding TikTok and Discord, in addition to the differences by age, there was also a difference in the percentage of girls and boys who had profiles on these platforms. The number of girls with profiles on TikTok was higher than that reported by boys (52% and 38%, respectively), unlike Discord, where the number of boys with their own profiles was higher (16% of boys and 1% of girls).

Digital skills

Almost all users 11 to 17 years old (96%) reported it was true or very true that they knew

how to download applications, 70% knew how to adjust privacy settings on social networks, and around half (47%) knew how to check how much money was spent on an application.

As for social skills, 82% of these users reported knowing how to remove people from their list

of contacts and friends and 73% knew how to report offensive content related to themselves or people they know.

Regarding creative skills, for 55% of users 11 to 17 years old, it was true or very true that they knew how to differentiate between sponsored and non-sponsored content online, such as in a social network post or video. The proportion of those who agreed that using

hashtags increases the visibility of publications on the Internet was 65%. More than 70% agreed that enterprises pay people to use their products in the videos and content they publish on the Internet (72%). Nearly half of the users agreed that everyone finds the same information when they search for things on the Internet (52%) and that the first result of an Internet search is always the best source of information (50%).

Mediation of Internet use

In 2024, the survey innovated by investigating the use of technical tools by caregivers. Around three in ten Internet users 9 to 17 years old had parents or legal guardians who used resources that block or filter certain types of websites (34%), that filter applications children can download (32%), and that limit the people children can contact via voice calls and messages (32%). For each of the items analyzed, the proportions were around 20% for those 13 to 14 years old and 15 to 17 years old and 40% for those 9 to 10 years old and 11 to 12 years old (Chart 3).

45% OF USERS 11 TO 17 YEARS OLD AGREED THAT THE FIRST POST THEY SEE ON SOCIAL NETWORKS IS THE LAST ONE THAT WAS POSTED BY ONE OF THEIR CONTACTS

¹Frequent use includes the scales "Several times a day" or "Every day or almost every day."

TABLE 1

Children who have mobile phones, by age and class (2024)
Total number of Internet users 9 to 17 years old (%)

9 to 10 years old	67
11 to 12 years old	79
13 to 14 years old	77
15 to 17 years old	93
AB	97
C	80
DE	77

Of the Internet users 11 to 17 years old ...

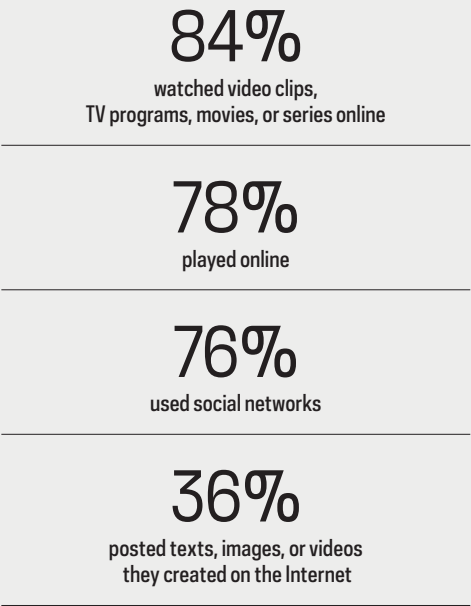
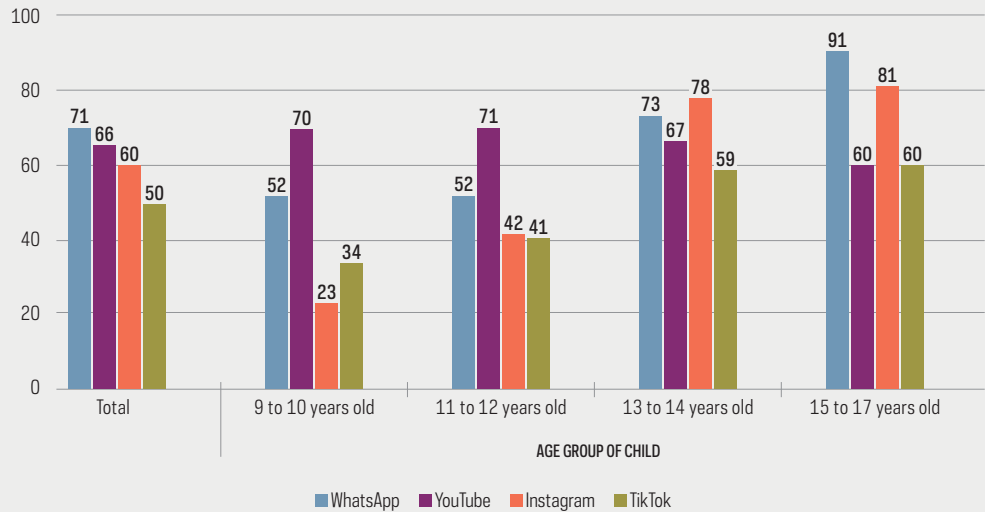


CHART 1

Children by frequency* of digital platform use (2024)
Total number of Internet users 9 to 17 years old (%)

* "Several times a day" or "Every day or almost every day"



Around 60% of children 9 to 17 years old had parents or legal guardians who said that the children could watch video clips, TV programs, movies, or series online (68%), use instant messaging (67%), download music or movies on the Internet (66%), and play online (66%) when they were alone. The main activities that children could not perform under any circumstance, according to their parents, were giving personal information to other people on the Internet (81%) and making purchases online (69%).

Survey methodology and access to data

The ICT Kids Online Brazil survey aims to understand how the population 9 to 17 years old uses the Internet and how they deal with the risks and opportunities arising from its use. The survey is based on the conceptual framework defined by the EU Kids Online network,² which considers the influence of individual, social, and country contexts on the use of the Internet by children. The data collection period was from March to August 2024. The survey interviewed 2,424 children and 2,424 parents or legal guardians nationwide. Data was collected through face-to-face interviews using a structured questionnaire. The survey results, including tables of survey proportions, totals, and margins of error, are available at the Cetic.br|NIC.br website (<https://cetic.br>) and data visualization portal (<https://data.cetic.br/>). The “Methodological Report” and the “Data Collection Report” can be consulted in both the publication and on the website.

BOX 1

REQUESTS FOR GUIDANCE MADE BY CHILDREN ABOUT USING THE INTERNET

For the first time, the survey asked about guardians’ perceptions of the frequency of requests for guidance about using the Internet from children. As reported by parents and legal guardians, 44% of users 9 to 17 years old “always” or “almost always” talked about things that bothered or upset them on the Internet, which was the same proportion as those who said that their children “always” or “almost always” asked for help with an online situation they could not solve (Chart 4).

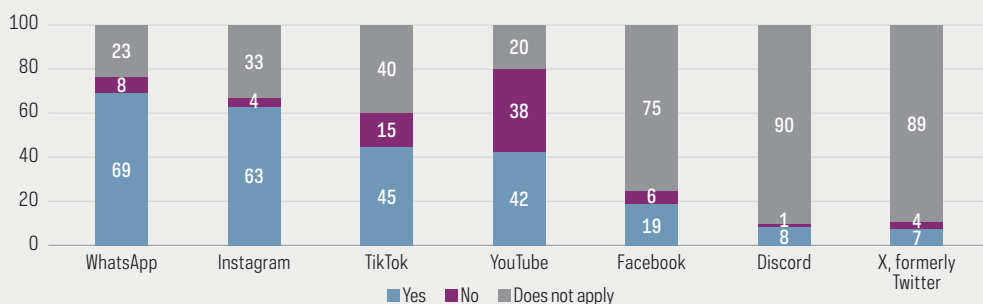
A significant difference was observed in the proportion of girls who “always” talked about things that bothered or upset them (46%), compared to the percentage of boys (28%). The data also revealed a gradual decline in requests for advice and sharing of online experiences as age progresses. Among the youngest, 9 to 10 years old, more than half “always” or “almost always” talked about things that bothered or upset them, asked for help with an online situation they could not solve, or started conversations about what they did online, with a proportion of around a fifth for users 15 to 17 years old.

² The European network EU Kids Online originally developed the framework that was followed by the Global Kids Online initiative. For more information on the countries participating in the network in addition to the results of each context, visit the project website: <http://globalkidsonline.net/>

CHART 2

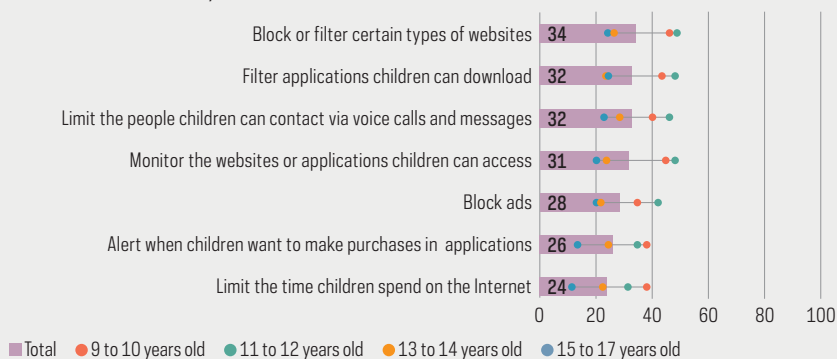
Children who used digital platforms at least once a week by whether they had profiles on digital platforms (2024)

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

**CHART 3**

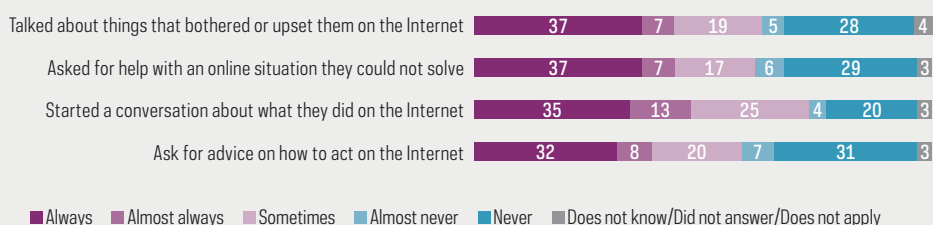
Technical resource for mediating the use of the Internet by children, as reported by parents or legal guardians (2024)

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

**CHART 4**

Requests for guidance received about using the Internet by children, as reported by parents or legal guardians (2024)

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



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/kids-online/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

A4 - CHILDREN BY FREQUENCY OF INTERNET USE

Total number of Internet users from 9 to 17 years old

PERCENTAGE (%)		MORE THAN ONCE A DAY	AT LEAST ONCE A DAY	AT LEAST ONCE A WEEK	AT LEAST ONCE A MONTH	LESS THAN ONCE A MONTH
TOTAL		85	10	3	1	0
AREA	Urban	87	9	2	1	0
	Rural	76	13	8	2	0
REGION	Southeast	91	6	1	1	0
	Northeast	83	12	3	1	1
	South	83	11	5	0	0
	North	73	17	7	1	1
	Center-West	84	13	2	1	0
SOCIAL CLASS	AB	95	5	1	0	0
	C	85	10	3	1	0
	DE	83	12	3	1	1

Indicator
responses

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

Results:
can be in %
or totals

Source: Brazilian Network Information Center. (2024).
Survey on Internet use by children in Brazil: ICT Kids Online Brazil 2024 [Tables].

How to
reference
the tables of
indicators



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