globalwebindex

Brazil

Key digital behaviors and trends over time and across demographics

Internet Penetration*	71%
Sample Q3 2019–Q4 2019	7,955

* GlobalWebIndex's forecasts for 2019 based on 2017 ITU data

BRAZIL

GLOBAL AVERAGE

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Who are they?

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Age

Age	Brazil	Global Average
16-24	28%	28%
25-34	28%	28%
35-44	22%	22%
45-54	14%	14%
55-64	8%	8%

Gender

	Brazil	Global Average
Male	49%	54%
Female	51%	46%

Parental Status

	Brazil	Global Average
Non-parent	47%	50%
Parent	53%	50%

Education

	Brazil	Global Average
Secondary or lower	56%	49%
Tertiary	44%	51%

Living Context

	Brazil	Global Average
Urban	89%	66%
Suburban	9%	22%
Rural	2%	12%

Employment Status

	Brazil	Global Average
Full-time worker	43%	54%
Part-time worker	8%	8%
Self-employed	18%	10%
Full-time parent	5%	3%
Student	8%	13%
Unemployed	12%	7%
Retired	4%	3%
Other	2%	2%

Top 5 Interests

% who say they are interested in the following

	Brazil	Global Average
Films/cinema	77%	53%
Music	73%	56%
Technology	67%	47%
Personal healthcare	64%	43%
Food & drink	62%	51%

Top 5 Sports Played

% who say they regularly play the following sports

	Brazil	Global Average
Soccer	35%	24%
Volleyball	19%	13%
Swimming	18%	29%
Exercise classes	14%	15%
Cycling	13%	21%

Travel Behaviors

% who say they typically do the following at least once every 6 months

	Brazil	Global Average
Domestic vacation	37%	49%
Vacation abroad	24%	47%

Exercise

% who say they do the following at least once a week

	Brazil	Global Average
Go to the gym	34%	41%
Go running	34%	53%

What devices do they use?

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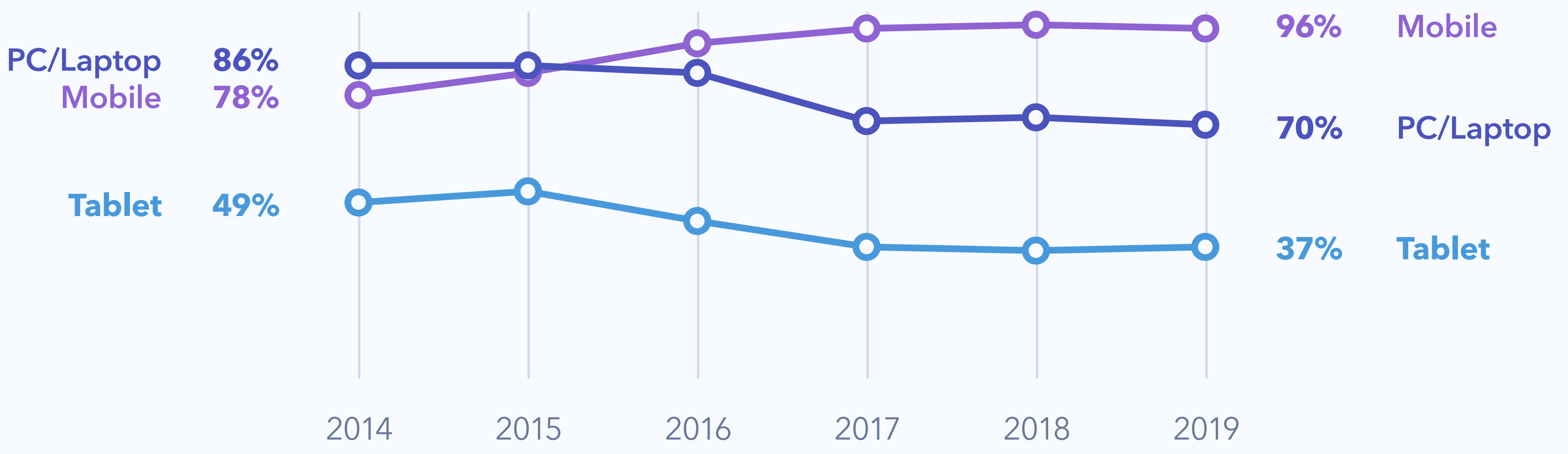
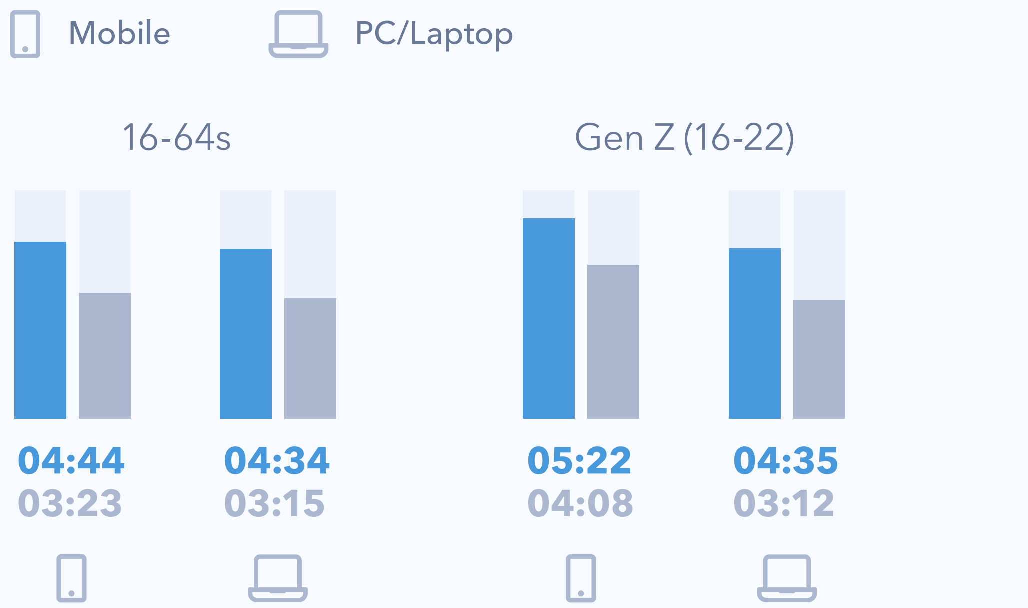
Device Ownership

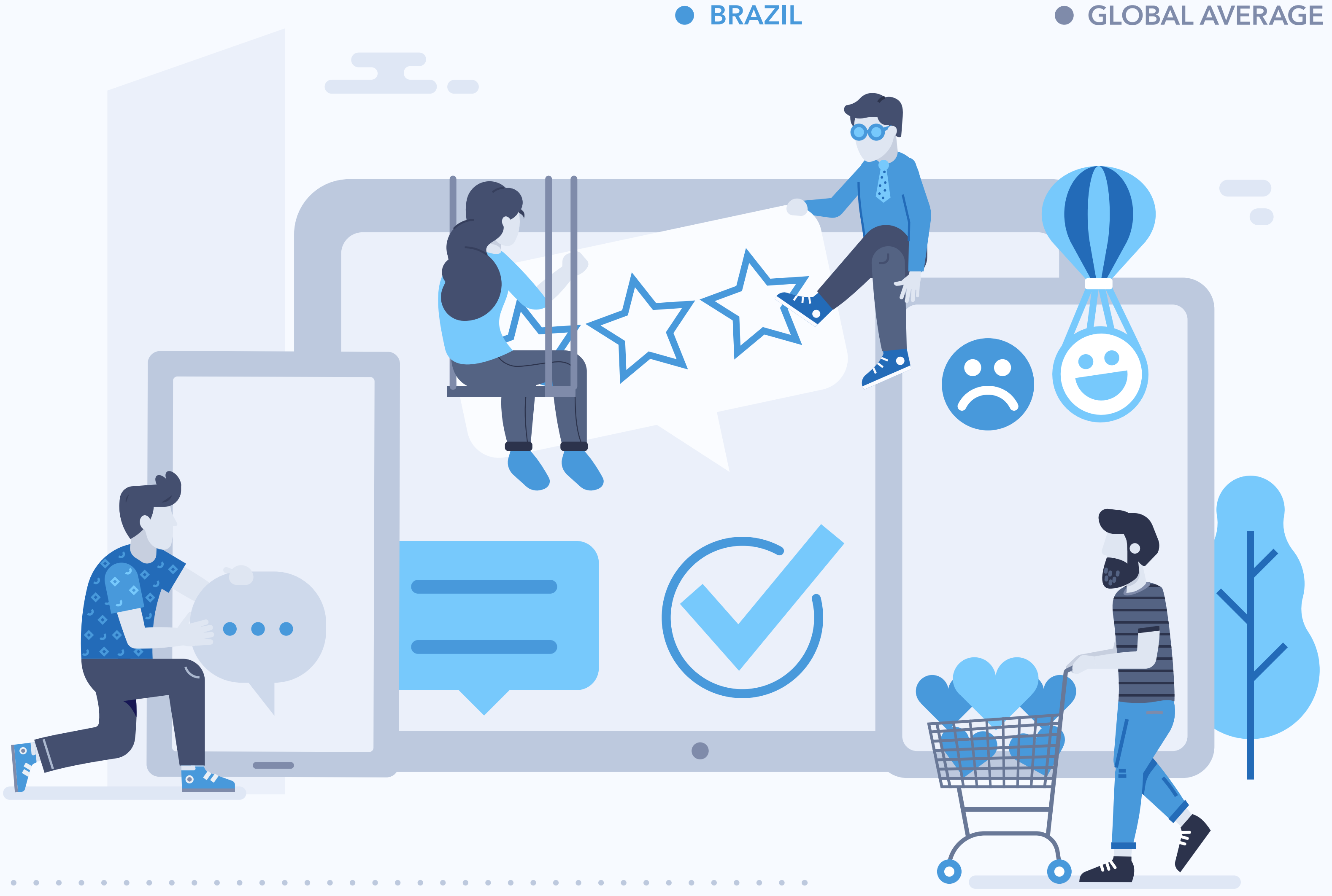
% who say they own the following devices



Time Spent Online

Average hh:mm per day typically spent online on the following devices

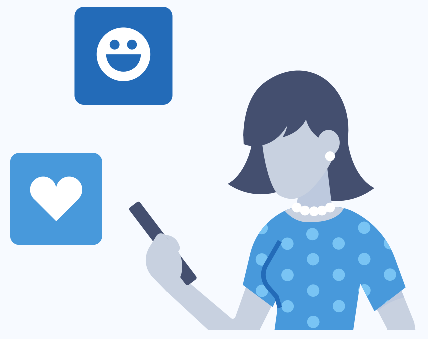




Mobile Actions

% who say they have done the following mobile actions in the last month

	Brazil	Global average
Tracked your screen time	25%	24%
Tracked your spending	47%	34%
Used mobile payment	29%	28%
Used/scanned a QR code	40%	38%
Casted content onto TV	39%	29%



Top 5 Mobile Payment Services

% who say they have used the following mobile payment services

PayPal	G Pay	recargapay	BANCO DO BRASIL	SAMSUNG pay
Paypal	Google Pay	Recargapay	Banco do Brasil	Samsung Pay
22%	12%	10%	9%	6%

Top 5 Mobile Handset Brands for Next Purchase

% who say the following brands would be their top choice when they next upgrade or buy a new mobile phone

SAMSUNG	iPhone	MOTOROLA	XIAOMI	LG
64% | 52%	39% | 38%	34% | 7%	28% | 14%	17% | 8%

Note that global figures in this chart exclude China.

Voice Tech Adoption

% who have used voice-command tools in the last month

37% 44%

Mobile Purchase Timeframe

% who say they plan to buy a new phone or upgrade in the next 12 months

64% 58%

Privacy Tools

% who have done the following in the last month

Used an ad-blocker
47% | 46%

Used a VPN
29% | 30%

Reasons for Using Ad-Blockers Among Ad-Blocker Users

% of ad-blocker users who cite the following as their main reasons

	Brazil	Global average
There are too many ads on the internet	50%	49%
Too many ads are annoying or irrelevant	48%	49%
Ads are too intrusive	42%	44%
Ads sometimes contain viruses or bugs	41%	37%
Ads take up too much screen space	36%	37%

Where do they spend their time?

BRAZIL | GLOBAL AVERAGE

Daily Media Time

Average time spent per day on the following types of media in hh:mm

	BRAZIL	GLOBAL
Radio	01:03	01:04
Games Consoles	01:11	01:13
Music Streaming	01:40	01:29
Social media	03:33	02:27
Online press	02:15	01:12
Physical press	00:43	00:53
Linear TV	02:27	01:57
Online TV	01:16	01:24

TV Behaviors by Device

% who have watched the following in the last month on each device

	TV	PC/Laptop	Mobile
Broadcast television live	77%	24%	22%
Catch-up/on-demand	26%	18%	14%
Subscription services	59%	45%	42%
TV in any form	93%	66%	64%

Top 3 Second-Screening Behaviors

% who say they do the following online when watching TV

- 72% | 59% Use social media
- 62% | 55% Chat to/message friends
- 54% | 43% Read my emails

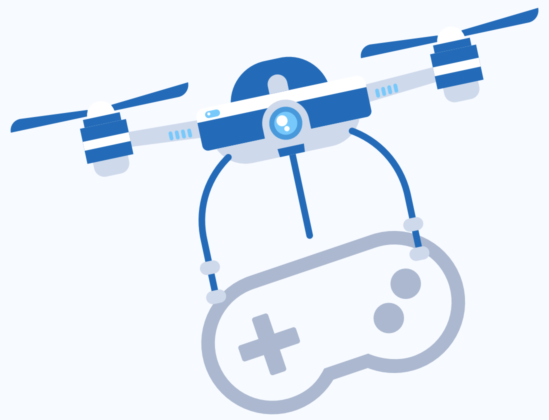
Spectator Gaming Engagement

% who say they have watched an esports tournament in the last year

	Brazil	Global average
Overall	18%	19%
Gen Z (16-22)	28%	25%
Millennials (23-36)	21%	24%

Gaming Devices

% who have used the following to play games



- 68% | 69% Smartphone
- 49% | 41% Personal PC/Laptop
- 41% | 25% Games console

How do they use social media?

**Definitions:
Members – People who say they have an account on the platform in question.
Users – People who say that, within the last month, they have visited or used a social network's website or app via any device.

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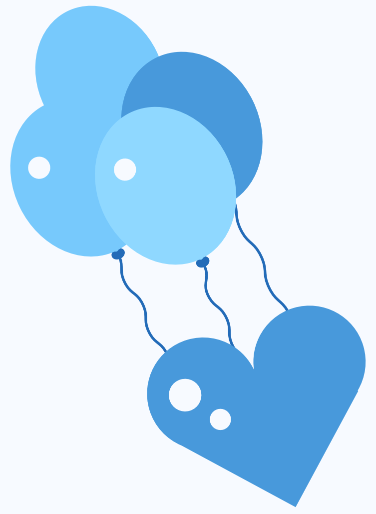
Accounts Followed

% who say they "follow" these accounts on social media



Brands you like

49% 38%

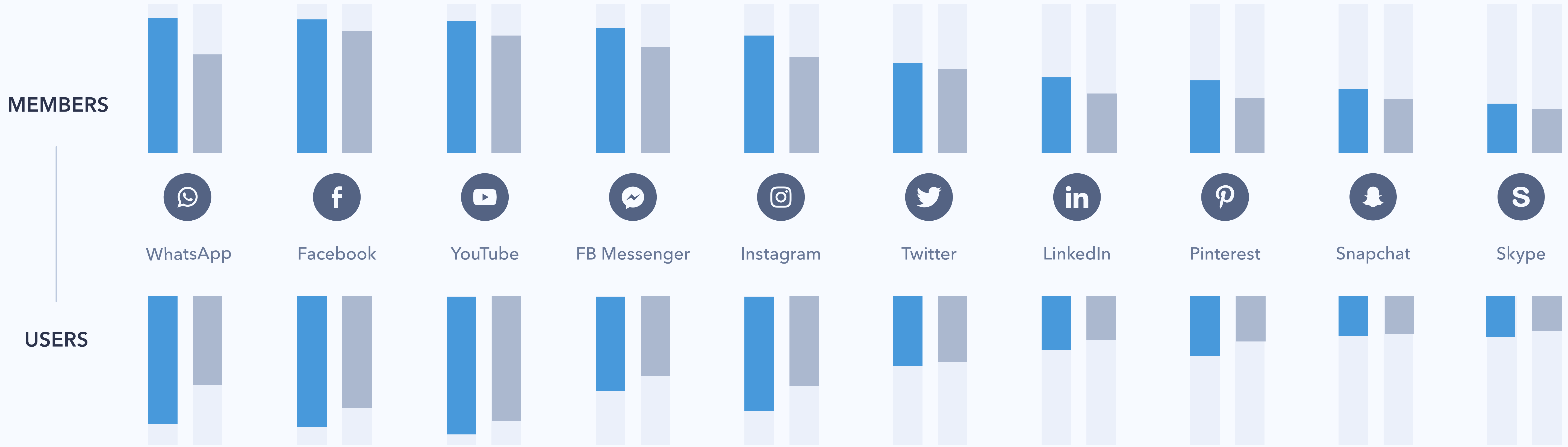
Brands you are thinking of buying something from

35% 26%

Top 10 Social Platforms

% who fall into the following groups**

Note that global figures in this chart exclude China.



Social Media Behaviors

*Average number of accounts is calculated based on analysis of 52 named networks + "Other". Of the 52 individual platforms, 25 are global and 27 are specific to certain countries or regions

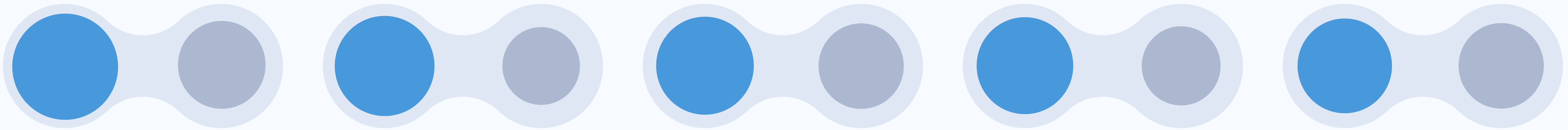
9.3 8.7
Average number of social media accounts*

100% 98%
have visited/used a social network in the last month

86% 88%
have contributed to at least one social network in the last month

Top Motivations for Using Social Media

% who say the following are main reasons for using social media



54% | 37%
To stay up-to-date with news and current events

48% | 29%
To research/ find products to buy

46% | 35%
To find funny or entertaining content

45% | 30%
To share photos or videos with others

43% | 35%
To fill up spare time

How do they engage with brands?

● BRAZIL ● GLOBAL AVERAGE

Online Purchasing
% who have bought a product online in the last month via...

	Brazil	Global Average
Any device	70%	74%
PC/Laptop	49%	36%
Mobile	38%	51%

Online Reviewing
% who have posted a review of a product online in the last month via...

	Brazil	Global Average
Any device	35%	48%
PC/Laptop	21%	20%
Mobile	20%	34%

Brand/Product Discovery
% who say they discover brands/products via the following sources

	Brazil	Global Average
Ads seen on websites	42%	25%
Ads seen on TV	41%	33%
Search engines	40%	35%
Brand/product websites	38%	25%
Ads seen on social media	34%	27%

Online Brand/Product Research
% who say they use the following when looking for more information about a brand/product

	Brazil	Global Average
Search engines	59%	53%
Social networks	57%	43%
Product/brand sites	46%	34%
Consumer reviews	46%	37%
Price comparison websites	41%	29%

Online Purchase Drivers
% who say the following would increase their likelihood of buying a product onlinee

	Brazil	Global Average
Free delivery	71%	54%
Coupons and discounts	57%	42%
Reviews from other customers	45%	36%
Quick/easy online checkout process	43%	32%
Loyalty points	41%	29%

Brand Advocacy
% who say the following would motivate them to advocate a brand online

	Brazil	Global Average
High-quality products	64%	50%
Rewards (e.g. discounts, free gifts, etc)	52%	42%
When I've received great customer service	44%	37%
Love for the brand	31%	36%
When something is relevant to my own interests	29%	34%

How do they feel about coronavirus?

● BRAZIL ● ALL 13 COUNTRIES

Wave 1 (March 16-20) 1,001 respondents
Wave 2 (March 31-April 3) 1,014 respondents
Wave 3 (April 21-23) 1,024 respondents

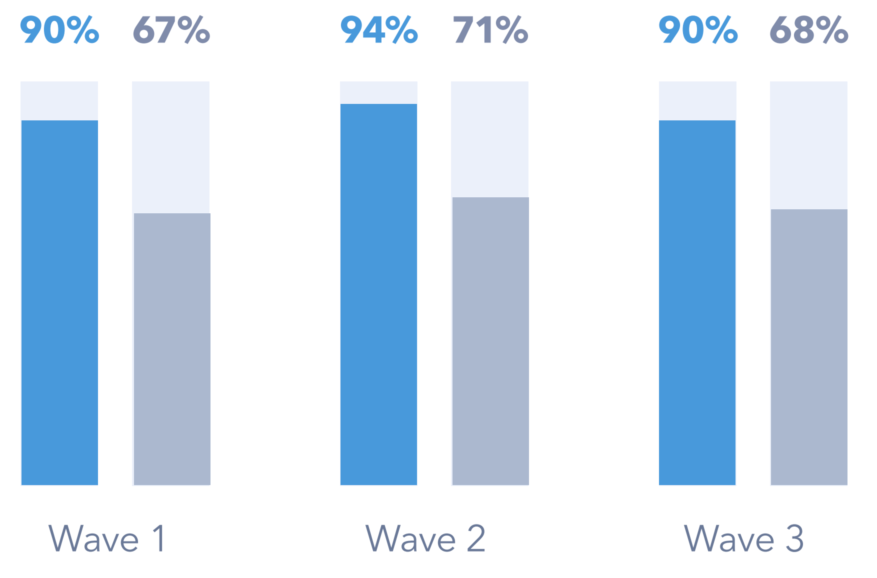
CORONAVIRUS CUSTOM RESEARCH METHODOLOGY

Stats related to coronavirus are from GlobalWebIndex custom recontact surveys fielded in 13 countries in Wave 1 (Australia, Brazil, China, France, Germany, Italy, Japan, Philippines, Singapore, South Africa, Spain, UK, and U.S.A.); and in 17 countries in Waves 2 and 3 (the same 13, plus Canada, India, Ireland, and New Zealand). About half of the questions included in Wave 3 were also included in Waves 1 and/or 2; therefore, here we are showing trended data among internet users aged 16-64 in Brazil compared to the 13 countries that featured in the three waves.

For more information on sample size and methodology please **click here**.

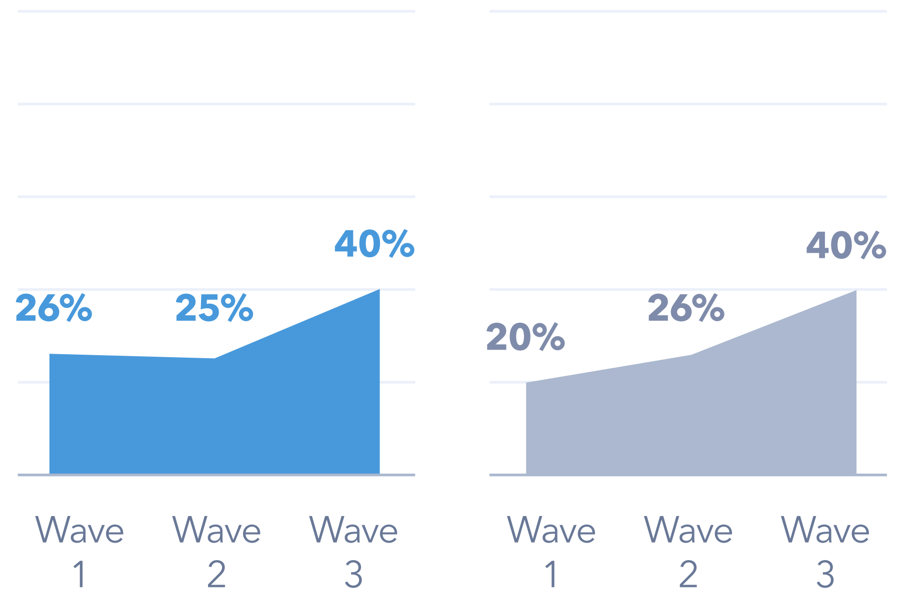
Levels of Concern (Own Country)

% who say they're extremely, very, or quite concerned about the coronavirus situation in their country



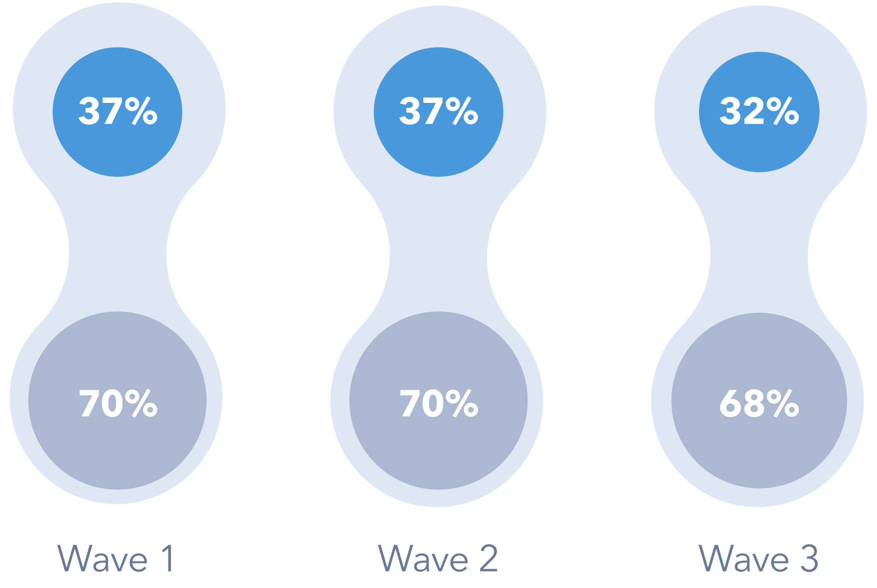
Expected Length of Outbreak (Own Country)

% who say they think the coronavirus outbreak will last 6 months or more in their country



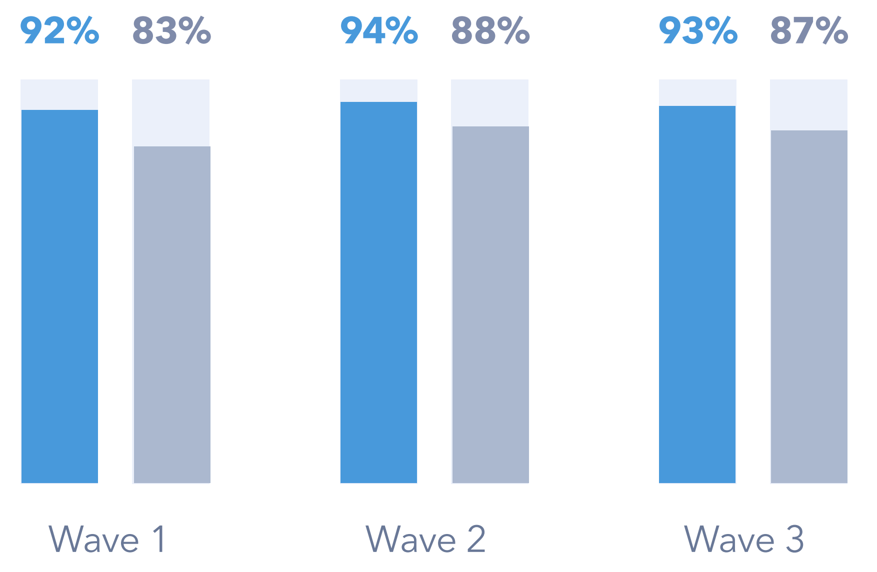
Levels of Optimism (Own Country)

% who say they feel optimistic that their country will overcome the coronavirus outbreak



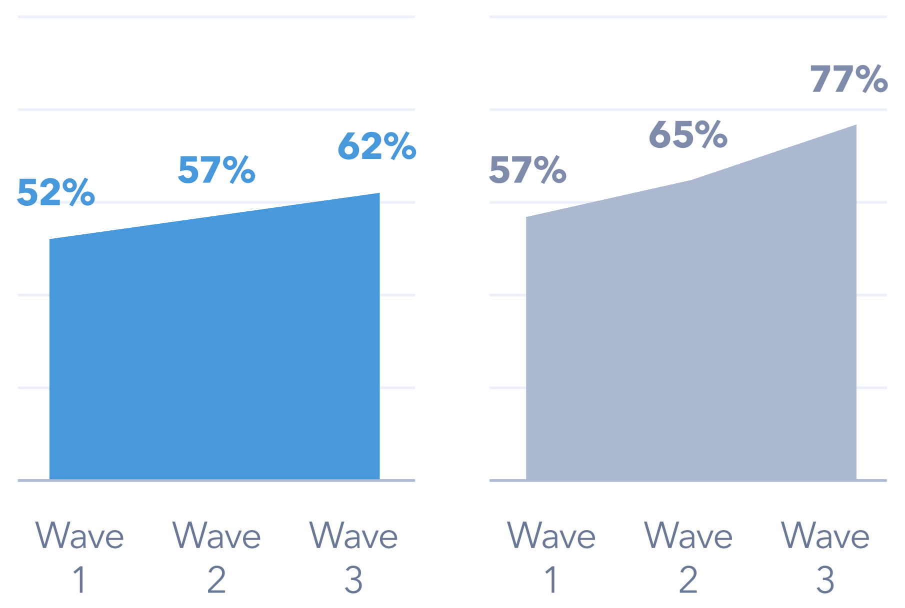
Levels of Concern (Global)

% who say they're extremely, very, or quite concerned about the coronavirus situation globally



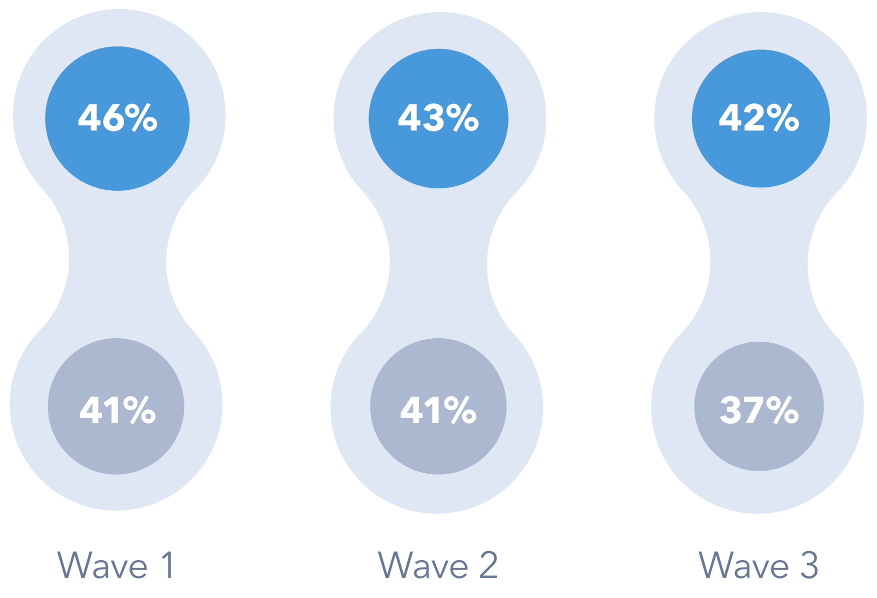
Expected Length of Outbreak (Global)

% who say they think the coronavirus outbreak will last 6 months or more globally



Levels of Optimism (Global)

% who say they feel optimistic that the world will overcome the coronavirus outbreak

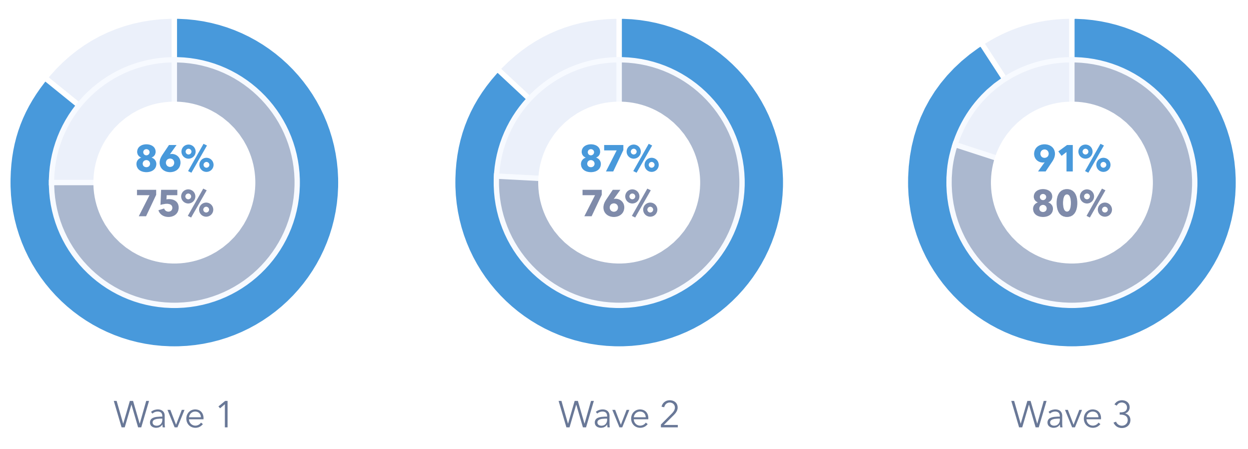


How do they feel about coronavirus?

● BRAZIL ● ALL 13 COUNTRIES

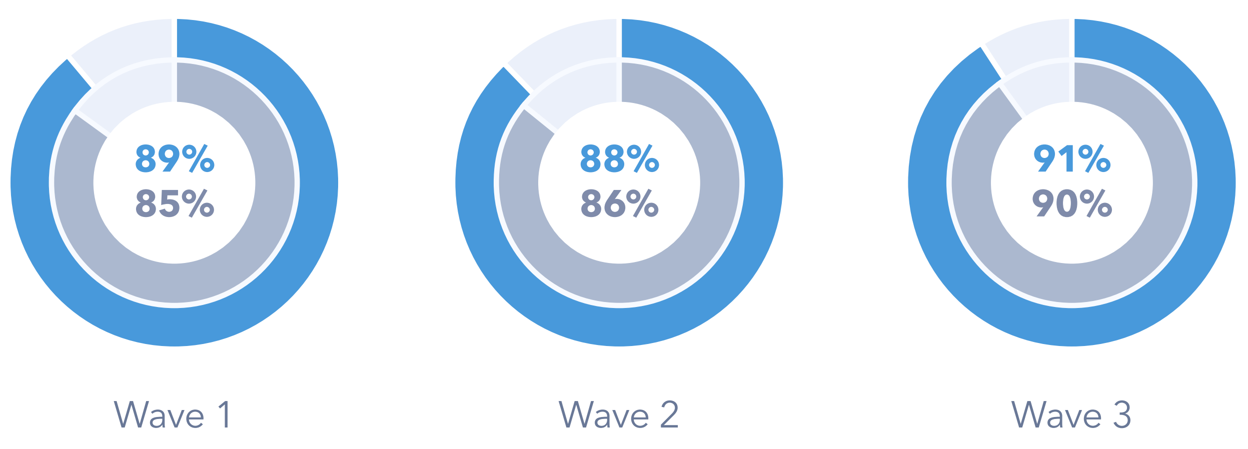
Impact on Country's Economy

% who say they expect coronavirus to have a dramatic or big effect on their country's economy



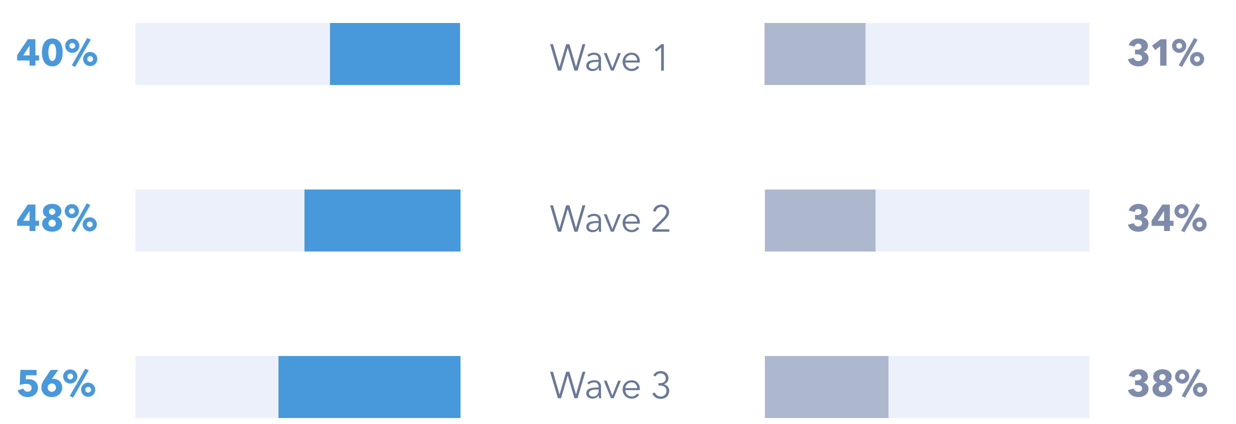
Impact on Global Economy

% who say they expect coronavirus to have a dramatic or big effect on the global economy



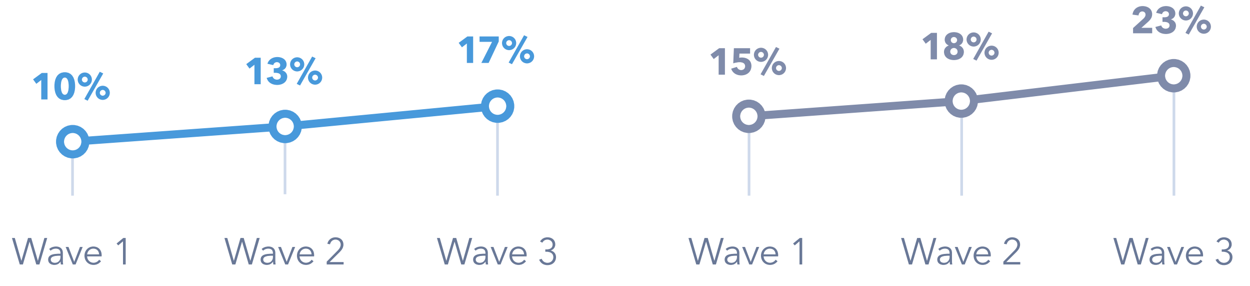
Impact on Personal/Household Finances

% who say they expect coronavirus to have a big or dramatic effect on their personal/household finances



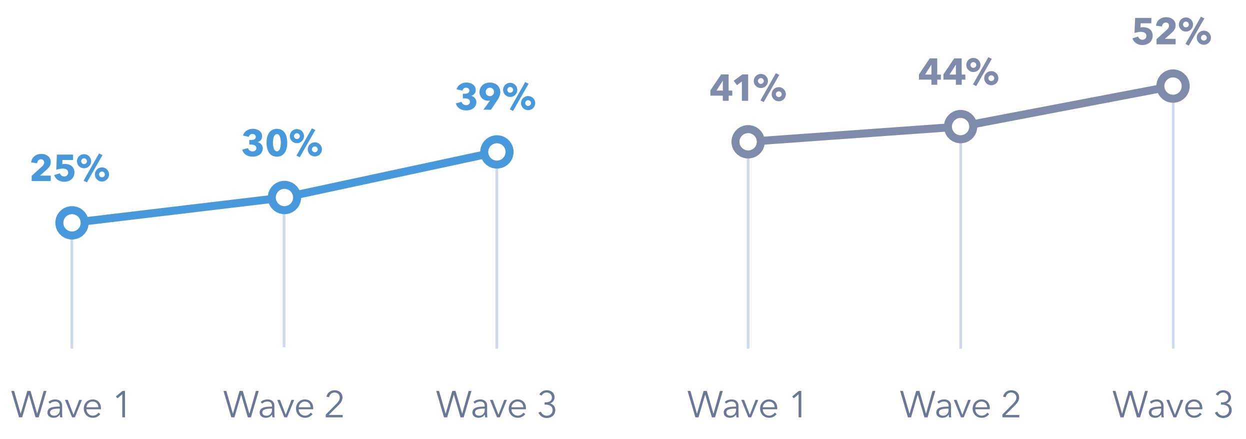
Delay to Luxury Purchases

% who say they've delayed purchasing luxury items (e.g. designer clothes, shoes, fragrances, etc.) as a result of the coronavirus outbreak



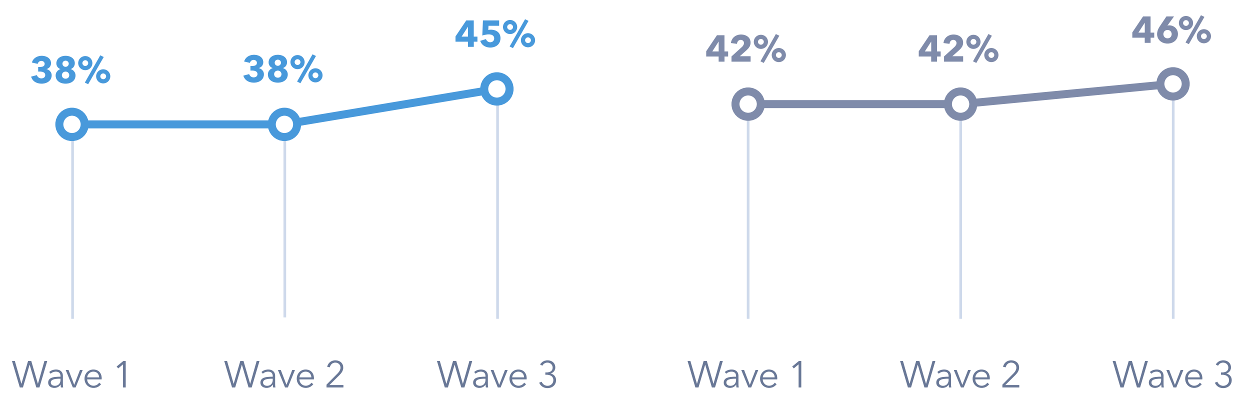
Delay to Vacation Purchases

% who say they've delayed purchasing vacations/trips as a result of the coronavirus outbreak



Expected Length of Purchase Delay

% who say they plan to buy purchases they have delayed when the outbreak decreases or is over in their country



ACCESSING THE DATA BEHIND THIS REPORT

GWI wants anyone who needs this data to have access to it. Therefore, anybody – regardless of whether they are a client or not – can access the results from this survey in **our platform**.

Clients can access it via their usual account, and will find it under the "Custom" section; because all respondents have previously completed our Core survey, you can cross-analyze the results of the two surveys. Non-users can sign up for a free account and will be able to analyze the results of this study.

Notes on Methodology

All figures in this report are drawn from GlobalWebIndex's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GlobalWebIndex's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please click here.

OUR RESEARCH

Each year, GlobalWebIndex interviews over 688,000 internet users aged 16-64. Respondents complete an online questionnaire that asks them a wide range of questions about their lives, lifestyles and digital behaviors. We source these respondents in partnership with a number of industry-leading panel providers. Each respondent who takes a GlobalWebIndex survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and no respondent can participate in our survey more than once a year (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

OUR QUOTAS

To ensure that our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education. To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. This research is also used to calculate the "weight" of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

MOBILE SURVEY RESPONDENTS

From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/tablet respondents and others will include only respondents who completed GlobalWebIndex's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please click here.