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ICT Households Survey 2025

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Executive Summary ICT Households 2025

The 2025 edition of the ICT Households survey highlights new indicators on the use of generative Artificial Intelligence (AI), online betting, and the use of the gov.br platform. It also presents data on the level of meaningful connectivity (MC) of the Brazilian population, the increase in the proportion of connected households, and the rotating module of cultural activities carried out on the Internet.

Meaningful connectivity

In 2025, 30% of the Brazilian population were at the lowest MC level (0 to 2 points) and 20% at the highest level (7 to 9 points). In recent years, there has been a reduction in the lower MC bracket and growth in the intermediate levels, suggesting gradual but uneven progress.

Inequalities remain significant across social class, level of education, race or color, age, and territory. The highest MC levels were concentrated in social classes A and B, among people with tertiary education, White individuals, residents of urban areas and large cities, and in the South and Southeast regions. In contrast, lower levels predominated in classes DE, among people with lower levels of education, and residents of rural areas, *favelas*, and the rural areas of the Legal Amazon.

IN 2025, 30% OF THE BRAZILIAN POPULATION WAS AT THE LOWEST LEVEL OF MEANINGFUL CONNECTIVITY

Although most households in social classes DE paid up to BRL 100 for Internet access (77%), many did not meet the international affordability target (cost of connection less than 2% of monthly family income). States in the North and Northeast regions showed the worst results in this indicator.

In mobile access, prepaid plans prevailed, especially among classes DE. The survey reveals that 39% of users had their data allowance run out in the three months prior to the data collection, a more common occurrence among young people, those with lower income, and residents of the North and Northeast regions. This proportion was 54% among users with prepaid plans, resulting in blocks or restrictions on Internet use (Chart 1).

Internet access reached 86% of households (Figure 1), with an increase in classes DE (73%), indicating that the difference relative to class A (100%) continued to decrease. There was an increase in the presence of cable or fiber optics (73%) in connected households. Computers were present in 32% of households. Only 15% of people in classes DE lived in households with more than one device per resident, compared to almost all in class A.

There has been an expansion of cable or fiber optic connections in households, including among classes C and DE. Nevertheless, regional and area-specific inequalities persist. The proportion of households with connection speeds of 51 Mbps or more reached 38% but was lower in households in classes DE (21%).

Internet sharing with neighboring households (15%) remains a relevant strategy in contexts of restricted access, particularly in rural areas (26%) and the North and Northeast regions (21%).

Daily Internet use was nearly universal among users (96%), but the diversity of access locations was uneven. Only half of the population accessed the Internet in more than one location, a significantly lower proportion among classes DE (32%).

Internet use

In 2025, 85% of the Brazilian population 10 years old or older were Internet users, a percentage that has remained stable since 2023. Proportions were lower among individuals 60 years old or older (59%), from classes DE (79%), and with elementary education (79%).

There were approximately 28 million non-Internet users, concentrated mainly among people 60 years old or older (16 million), with up to elementary education (20 million), and belonging to classes C (12 million) and DE (14 million). For 47% of them, not knowing how to use the Internet was the main reason for not using it.

INTERNET USE ON MOBILE PHONES

Mobile phones were used to access the Internet by 99% of users, and 65% accessed it exclusively through these devices (Chart 2). This pattern was more frequent in classes DE (87%), those with elementary education (84%), residents of rural areas (83%), and among Black (73%) and Brown (69%) people. This exclusive use can restrict the development of digital skills and is associated with less diversity in online activities. Although Wi-Fi is widely used, the prevalence of prepaid mobile plans (52% of people with mobile phones) imposes limitations on Internet use, especially among the most vulnerable groups.

Digital skills

The survey reveals a low prevalence of digital skills among Internet users (Chart 3). The most common were verifying the reliability of information found online (50%), adopting security measures to protect devices and online accounts (46%), and using copy-and-paste tools to duplicate or move content in documents or messages (45%). Still, 29% of users did not report any of the skills investigated. Nearly half of the population demonstrated a level of digital skill "below basic," and only 15% "above basic," with marked differences by level of education, social class, and color or race.

75% OF INTERNET USERS REPORTED MAKING PAYMENTS OR TRANSFERS VIA PIX

Activities carried out online

In the three months before the survey, 92% of Internet users sent instant messages, 81% used social media, and 80% made voice or video calls. 57% of users looked up information about products and services, and 52% about health-related topics.

As for education and work activities, in 2025, 39% of users had completed school activities or research, a proportion that reached 79% among users 10 to 15 years old. Furthermore, 38% studied on the Internet on their own, and 35% completed work activities. Moreover, 24% looked up information about courses, and 17% took distance learning courses.

Furthermore, 75% of Internet users reported making payments or transfers via Pix, and 58% searched for financial information, made payments, and other financial transactions. Pix usage was less prevalent among users in classes DE (60%), although the difference between social classes were smaller than in other digital financial services (39% among users in classes DE).

The results show that 19% of Internet users placed bets online, which represents approximately 30 million individuals. The proportion reached 29% among people 25 to 34 years old, with 25% among men, while it was

FIGURE 1

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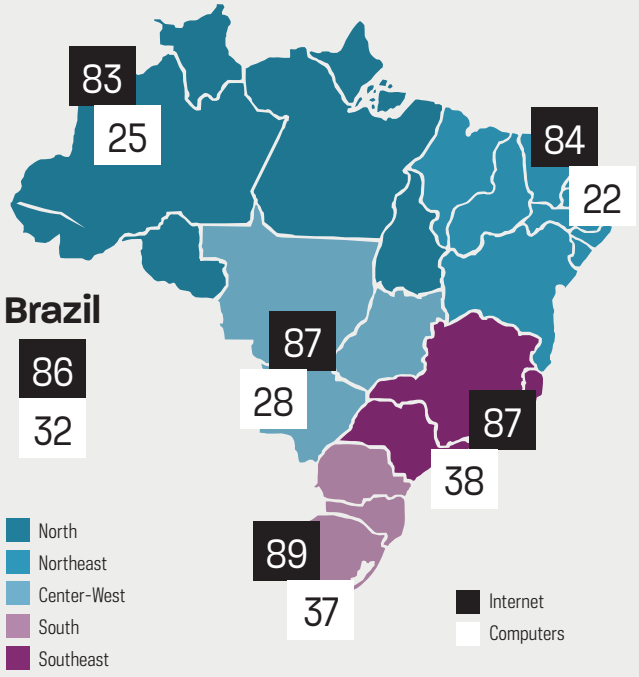
Households with access to computers and the Internet, by region (2025)

Total number of households (%)



43.4 million
households with Internet only

296,000
households with computers only

24.7 million
households with computers and Internet

10.5 million
households with neither computers nor Internet

CHART 1

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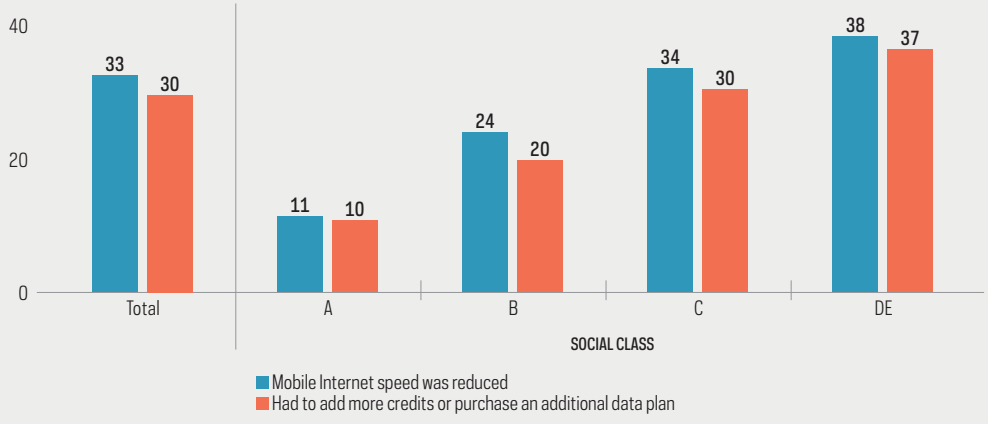
Internet users via mobile phone by situations experienced after the depletion of data allowance on the mobile phone plan (2025)

Total number of Internet users via mobile phones (%)



14% among women. The difference was greater in sports bets (7%), carried out by 12% of men and 2% of women.

ARTIFICIAL INTELLIGENCE

The results of the ICT Households 2025 survey show that 32% of Internet users used generative AI tools in the three months before the survey. The highest proportion was among users in class A (69%) and those with tertiary education (59%). Among AI users, 84% reported using it for personal purposes, 53% for studying, and 50% for professional activities. Among those who did not use AI, the main reasons were lack of interest or need (76%), concerns about security and privacy (63%), lack of skills (58%), and lack of awareness of the existence of this type of tool (52%).

ELECTRONIC GOVERNMENT

71% of Internet users 16 years old or older used electronic government services in 2025, with public health services (37%) being the most accessed type. The gov.br platform was accessed by 56% of users, with 49% carrying out a public service for themselves, 18% for someone else, while 12% asked someone else to access the platform to carry out a public service for themselves. The proportion was significantly higher in class A (94%).

CULTURAL ACTIVITIES

Cultural activities carried out online showed relative stability compared to 2023. In 2025, 60% of the population listened to music online, mainly through websites or applications for sharing videos (55%) or subscription services (31%). Also, 61% watched videos, programs, or movies, primarily through websites or applications for sharing videos (51%), social media (46%), instant messaging apps (42%), and subscription services (41%).

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 and by individuals 10 years old or older. For this edition, interviews were carried out in 27,177 households and with 24,535 individuals throughout the country. Data collection was conducted via face-to-face interviews between March and September 2025. The survey results, including tables of results with proportions, totals, and margins of error, are available at https://cetic.br. The "Methodological Report" can be accessed in both the full publication and on the website.

BOX 1

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AI AT WORK

Generative AI has become increasingly popular in recent years, reaching its first million users in 2022. In 2025, approximately one third of Internet users reported having used generative AI (32%). Among the activities investigated by the survey, about half (50%) of AI users reported using it for professional purposes. Considering only the employed population, this percentage reached 64%, with similar levels between formal (65%) and informal (59%) workers. Significant differences are observed according to level of education: 23% of those with elementary education, 41% of those with secondary education, and 69% of those with tertiary education. These results indicate that, although generative AI can contribute to productivity gains, enhanced capabilities, and support for task completion at work, its use remains uneven across different population groups. As these technologies become more prevalent in professional environments, differences in access and ability to use them can influence opportunities for entry, retention, and career advancement in the job market, with potential impacts on income inequality and employment conditions.

CHART 2

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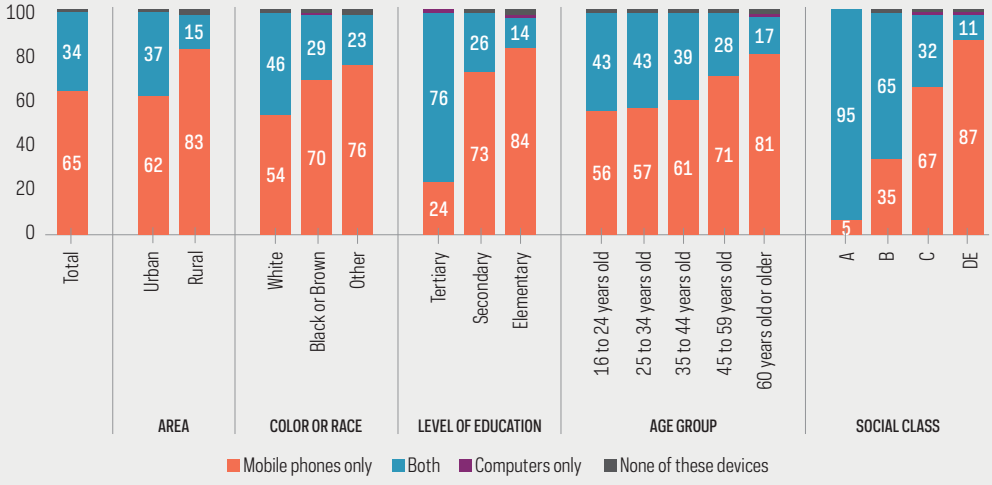
Internet users by exclusive access via mobile phones (2025)

Total number of Internet users (%)



Of the 157 million Internet users…

92%
sent instant messages

71%
watched videos, programs, films, or series online

58%
searched for financial information, made payments, and other financial transactions

52%
purchased goods and services online

CHART 3

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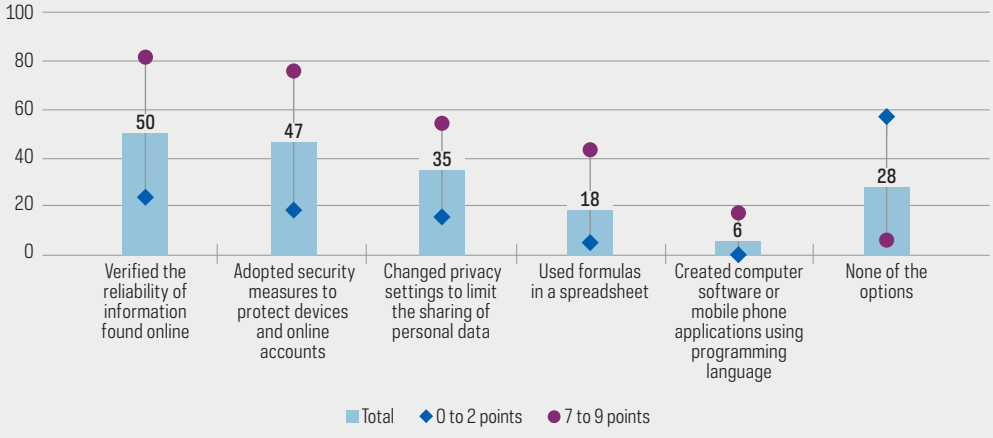
Internet users by types of digital skills and level of meaningful connectivity (2025)

Total number of Internet users (%)



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 (%)		SENT OR RECEIVED E-MAILS	SENT INSTANT MESSAGES	MADE VOICE OR VIDEO CALLS	USED SOCIAL MEDIA	TOOK PART IN ONLINE DISCUSSION FORUMS OR GROUPS
TOTAL		59	92	80	81	13
AREA	Urban	62	92	81	82	15
	Rural	39	85	73	73	4
REGION	Southeast	66	94	82	83	17
	Northeast	49	89	75	76	8
	South	62	93	82	84	13
	North	53	86	76	81	11
	Center-West	58	92	84	81	16
SOCIAL CLASS	A	87	99	95	95	48
	B	81	97	85	92	27
	C	60	93	82	81	12
	DE	40	84	71	73	4

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. (2025). *Survey on the use of information and communication technologies in Brazilian households: ICT Households 2025* [Tables].

How to reference the tables of indicators

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