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# ICT Kids Online Brazil Survey 2025

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Graphic design : Pilar Velloso

Publishing : Grappa Marketing Editorial ([www.grappa.com.br](http://www.grappa.com.br))

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# Executive Summary

## ICT Kids Online Brazil 2025

Since 2012, the ICT Kids Online Brazil survey has collected 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 fathers, mothers, or legal guardians about the perceptions and mediation of Internet use by their children or those under their guardianship.

In the 2025 edition, for the first time, the survey examined the frequency of Internet access by device and location, the use of generative Artificial Intelligence (AI) tools, and the types of videos consumed by children.

### Conditions of Internet access and use

In 2025, 92% of Brazilians 9 to 17 years old were Internet users, which amounts to approximately 24 million children. Between 2016 and 2025, growth was most significant among individuals in the DE socioeconomic class (87%, compared to 66% in 2016) and residents of rural areas (89%, compared to 65%).

In terms of age groups, more than 90% of individuals 11 to 12 years old (92%), 13 to 14 years old (94%), and 15 to 17 years old (95%) were Internet users in 2025. Among children 9 to 10 years old, growth accelerated during the COVID-19 pandemic: The percentage of users rose from 79% in 2019 to 92% in 2021, then declined to 87% in 2025.

In addition to the increase in the proportion of Internet users, the age at which children first

went online has also decreased over the years. In 2025, 28% of respondents reported having gone online for the first time by the age of 6, while 25% did not specify their age at the time of their first online experience (Chart 1).

Although there has been an increase in the proportion of Internet users among the DE socioeconomic classes, inequalities in access conditions persist when compared to those observed in higher socioeconomic groups. In the 2025 edition, the ICT Kids Online Brazil

60% OF INTERNET USERS 9 TO 17 YEARS OLD ACCESSED THE INTERNET VIA THEIR TELEVISION ON A DAILY BASIS

survey examined the frequency of Internet access by device (Chart 2). Daily computer access varied by socioeconomic class: 32% in classes AB, 20% in class C, and 7% in classes DE. Televisions, on the other hand, were used daily by over two-thirds in classes AB (68%) and C (66%), and 49% in classes

DE. Mobile phone use was widespread: among children 15 to 17 years old, it reached 98%, and 82% among those 9 to 10 years old, with no significant differences by socioeconomic class. Regarding locations of use, the household was the predominant setting for daily access (95%), followed by someone else's household (54%).

Internet access in schools has varied in recent years: 44% in 2023, 51% in 2024, and 37% in 2025. Among users who reported accessing the Internet at school, 12% did so several times a day, 13% at least once a day, and 9% at least once a week.

In 2025, ownership of mobile phones declined among younger children: 55% among users 9 to 10 years old (67% in 2024) and 69% among those 11 to 12 years old (79% in 2024).

Among children 13 to 17 years old, the proportion remained stable, with 78% of users 13 to 14 years old and 95% of those 15 to 17 years old owning a device.

## Online practices

For the first time, the ICT Kids Online Brazil 2025 survey examined the creation and sharing of videos, songs, and images (33%), as well as the sharing of ideas and thoughts on the Internet (20%) by users 9 to 17 years old. In this edition, the survey also began to break down the different types of videos watched.

Among the videos surveyed, those featuring digital influencers and series, movies, or TV programs online were the most frequently viewed (80%). However, viewing several times a day is more common for influencer content (46%) than for series and movies (35%). Next are online tutorials, viewed by 74% of users; among them, 29% watch them several times a day. Finally, 52% watch videos of people playing videogame online, of whom 23% do so several times a day.

Use of social media increases with age: 33% of children 9 to 10 years old reported using social media in the past 12 months, proportion that rose to 63% among children 11 to 12 years old and 89% among those 13 to 14 and 15 to 17 years old. Historically, use by children 9 to 10 years old grew between 2019 (28%) and 2021 (48%), reflecting greater digital presence during the COVID-19 pandemic. However, between 2021 and 2025, there was a 15-percentage-point drop in use by children in this age group (48% to 33%).

Based on the evidence presented, the likelihood of using different digital platforms varies by age group (Chart 3). YouTube usage stands out among children 9 to 12 years old,

followed by WhatsApp, whose reach increases starting at age 13. Short-form video platforms, such as Instagram and TikTok, gain relevance as users get older, while networks like Facebook and X (formerly Twitter) see a decline in usage. Among users, 66% have their own profiles on WhatsApp and Instagram, 57% on TikTok, and 50% on YouTube.

## Online risks

In 2025, 8% of Internet users 9 to 17 years old reported having been exposed to sexually explicit images or videos online. Among users 11 to 17 years old, 20% received messages or requests for sexual content. Of those, 11% said they had received messages with sexual content; 11% saw

sexual content messages that were posted for others to see; 4% received requests to send nude photos or videos; and 2% were asked to talk about sex.

The survey also examined exposure to marketing content among users 11 to 17 years old: 55% had been exposed to advertising on social media, 52% on television, and 52% on video websites; 26% reported seeing advertising on gaming websites. Exposure to this content on social media was

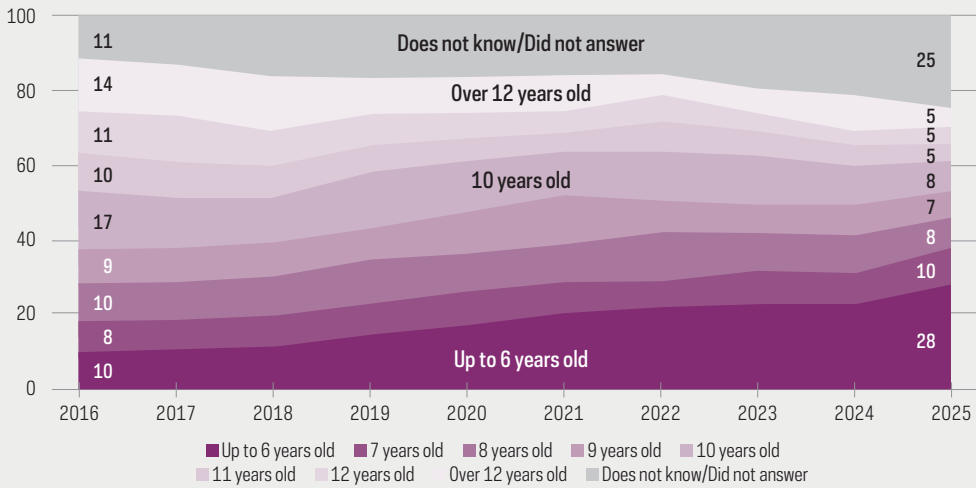
higher among children 15 to 17 years old (64%) than among users 11 to 12 years old (42%). In addition, 84% viewed content featuring product or brand promotion without it necessarily being identified as advertising, especially “unboxing” videos (66%), videos of people teaching how to use products (65%), and videos of people showcasing products given by brands (61%). The survey also identified, for the first time, exposure to advertisements of gambling games, reported by 53% of respondents. Exposure to product or brand promotion increases with age (Chart 4).

65% OF USERS 11 TO 17 YEARS OLD AGREED THAT TALKING ABOUT OR SEARCHING FOR A PRODUCT OR SERVICE ONLINE INCREASES THE AMOUNT OF ADVERTISING THEY RECEIVE ABOUT IT

**CHART 1**

Age of first access to the Internet (2016–2025)

Total population 9 to 17 years old (%)



Of children 9 to 17 years old ...

**81%**  
looked up information on the Internet for schoolwork

**70%**  
researched topics of their interest

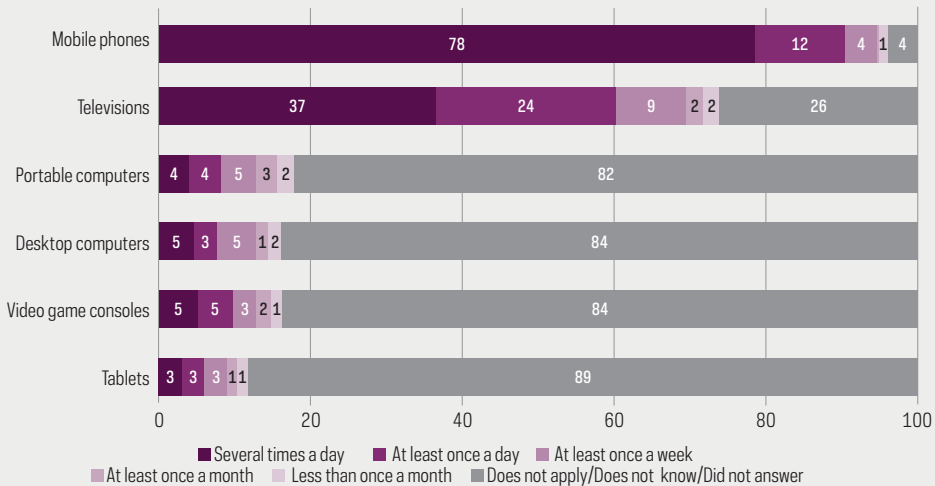
**48%**  
read or watched the news

**31%**  
looked up health information

**CHART 2**

Frequency of Internet access, by device (2025)

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



## Mediation of Internet use

As reported by parents or legal guardians of Internet users 9 to 17 years old, 37% used technical measures to restrict who their children can contact, 34% to monitor the websites or apps accessed, and 33% to control which websites or apps can be downloaded.

As for sources of information on safe Internet use, half of the parents and legal guardians (50%) said they turn to their children themselves, the most frequently cited source, followed by family members and friends (48%). Traditional media (42%) and schools (41%) were mentioned by about two-fifths of the parents and legal guardians. Among online sources, 37% consulted specialized websites and 36% used videos or tutorials. Groups of parents on social media (31%) and Internet service providers (30%) were the next most-mentioned sources, while governments (25%), enterprises (21%), and civil society organizations (19%) were among the least frequently mentioned.

## 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,<sup>1</sup> 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 2025. A total of 2,370 children and 2,370 parents or legal guardians were interviewed 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 for the ICT Kids Online Brazil survey, 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

#### USE OF GENERATIVE AI

Given the potential benefits and risks of early use of generative AI tools, the ICT Kids Online Brazil survey provides new data on the use of these technologies among Internet users 9 to 17 years old in the country.

In 2025, 65% of respondents used generative AI for at least one of the purposes surveyed. Among them, 59% said they used generative AI tools for school research or studying, 42% for searching for information, and 21% for creating content such as texts, images, videos, or programming code. Beyond educational or creative purposes, 10% of users 9 to 17 years old reported using generative AI to talk about personal problems or their emotions.

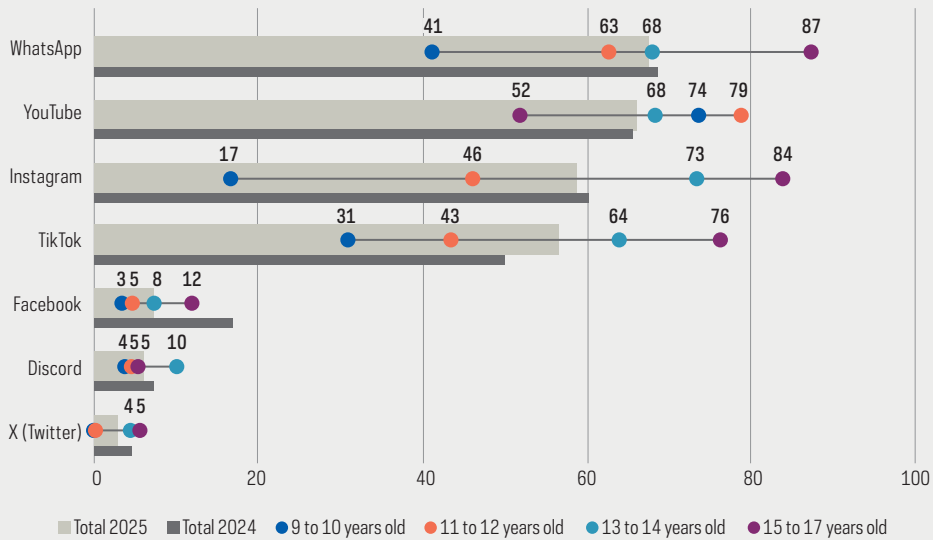
As with other online activities, the use of these tools was higher among adolescents. Three-quarters of users 15 to 17 (75%) and 13 to 14 years old (75%) used generative AI for one of the purposes described above, compared to 62% of users 11 to 12 years old and 42% of those 9 to 10 years old.

<sup>1</sup> The European network EU Kids Online originally developed the framework and is now part of 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 3**

Use of digital platforms, by age group (2024–2025)

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

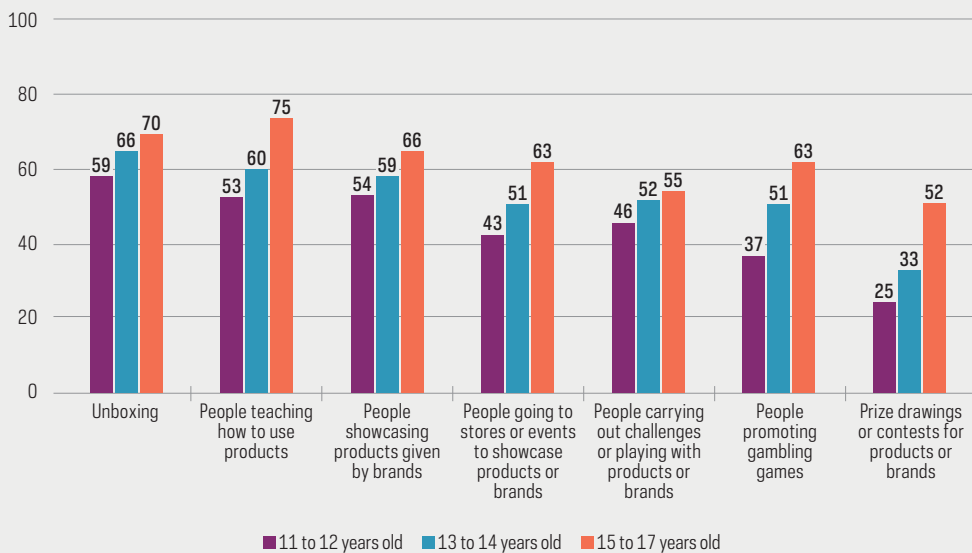


\* "Several times a day" or "Every day or almost every day"

**CHART 4**

Types of online advertising about products or brands seen, by age group (2025)

Total number of Internet users 11 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 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		84	12	3	1	1
AREA	Urban	85	11	2	1	1
	Rural	75	18	6	1	0
REGION	Southeast	86	10	2	0	1
	Northeast	83	12	3	1	1
	South	86	13	1	1	0
	North	76	16	5	1	1
	Center-West	87	11	1	0	1
SOCIAL CLASS	AB	87	10	2	0	0
	C	87	10	1	0	1
	DE	78	15	5	1	1

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. (2025). Survey on Internet use by children in Brazil: ICT Kids Online Brazil 2025 [Tables].

How to reference the tables of indicators



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