

Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

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“Brazilians are growing more dependent on the internet, and this behavior is stronger among young consumers, who are more likely to use the internet as a main source of entertainment. With a higher familiarity with technology and internet, young male adults are also more likely to shop online and they tend to be an easy target for online ads offered through entertainment sites.”

– Renata Pompa de Moura, Research Manager

This report looks at the following areas:

This report provides a comprehensive understanding of the extent to which internet users integrate the internet into their daily lives. It provides an overview of the activities Brazilians do online, as well as their internet safety concerns, and their behavior regarding the web and social media. A demographic profile of Brazilians and future projections, and an examination of the economic conditions that may impact Brazilians' usage of the internet are also included.

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