

Spotlight: Brazil

Workers in Brazil share emerging expectations for improved Internet infrastructure – and what that means for societal and economic growth



Brazilian workers show some strong opinions on how the nation’s digital infrastructure should develop. More than 8 in 10 (81%) believe plans should accelerate ensure high-speed, reliable Internet is available to all citizens.

Meanwhile, slightly more think Brazil is not yet set up to fully support a shift to hybrid and remote working patterns: 82% think broadband services must dramatically improve to help these workers do their job properly.

These views come against a backdrop of high dependence on Internet services. A similarly large majority (82%) state that the reliability and quality of their broadband connection is important in their daily lives.

Digital futures

Respondents see good reasons for having fast, reliable Internet services. More than 8 in 10 (81%) say this is crucial to the country’s future economic growth. In addition, more than 3 in 4 (78%) workers believe a good network is important to underpin a well-educated and informed population.

A large proportion (63%) suggest three or more people are active online simultaneously throughout the day. With more than half (56%) of respondents stating they work or run their own business at home this is a cause for concern amid the connection difficulties described above.

Key takeaways



82% : the amount of workers in Brazil stating reliable, quality broadband is important to them



More than 8 in 10 respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity



More than 3 in 4 respondents say fast, reliable Internet connections are cost-prohibitive for low-income households



88% of respondents actively use their broadband at home for four hours or more each day

More than 4 in 10 (44%) workers say their household's Internet usage will increase or stay the same in the 12 months ahead. For this reason, perhaps, almost half (49%) say they will seek to upgrade their Internet service during the same period.

Network for everyone

Affordability is a factor for many people, with more than three-quarters (77%) indicating the cost of broadband is too high for low-income families to be able to get online. 60% of respondents say they were unable to access critical services such as online medical appointments, online education, social care and utility services during lockdown, due to an unreliable broadband connection.

Additionally, 84% of respondents who think everyone should be able to securely connect to fast, reliable Internet in public places, regardless of location.

While the service providers should focus on increasing speed and reliability of the broadband connections in the country, the government should create policies to foster this development.

Also, there's a role for the government to provide connectivity in areas unserved by the service providers and to segments of the populations that are economically unable to pay for those services. Connectivity is one of the pillars of true citizenship as it allows the population access to several public services.

Home broadband usage patterns anticipated over the next 12 months

