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CONSUMERS & BRANDS

# Mobile carriers: Oi customers in Brazil

Consumer Insights report

**Consumer** Insights  
by **statista** 

June 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Oi customers in Brazil: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Oi customers in Brazil (“brand users”) against Brazilian smartphone users in general (“category users”), and the overall Brazilian consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Brazil)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

## CHAPTER 01

# Management summary

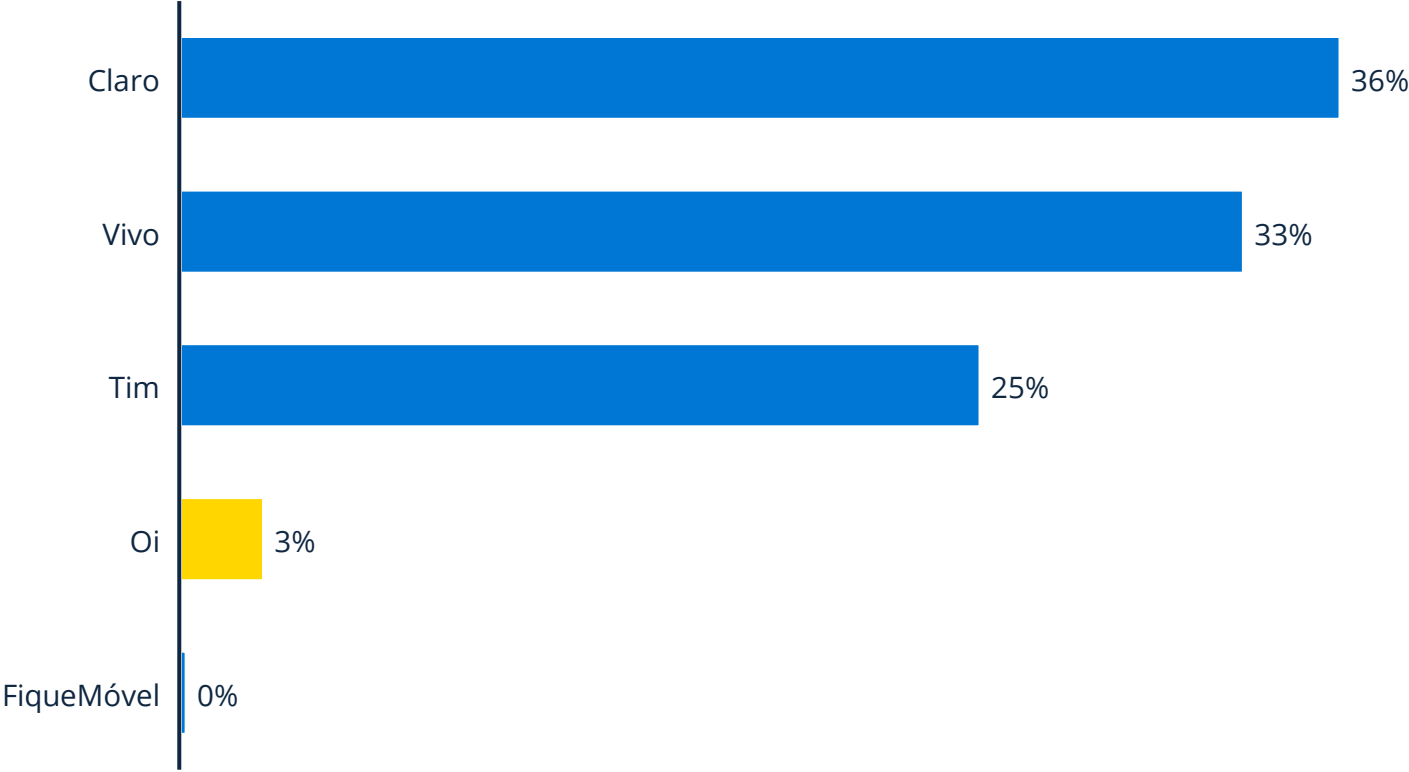
- Brand usage
- Key insights



# With a user share of 3%, Oi is one of the top 5 mobile carriers in Brazil

Management summary: brand usage and competition

## Top 5 most used mobile carriers in Brazil



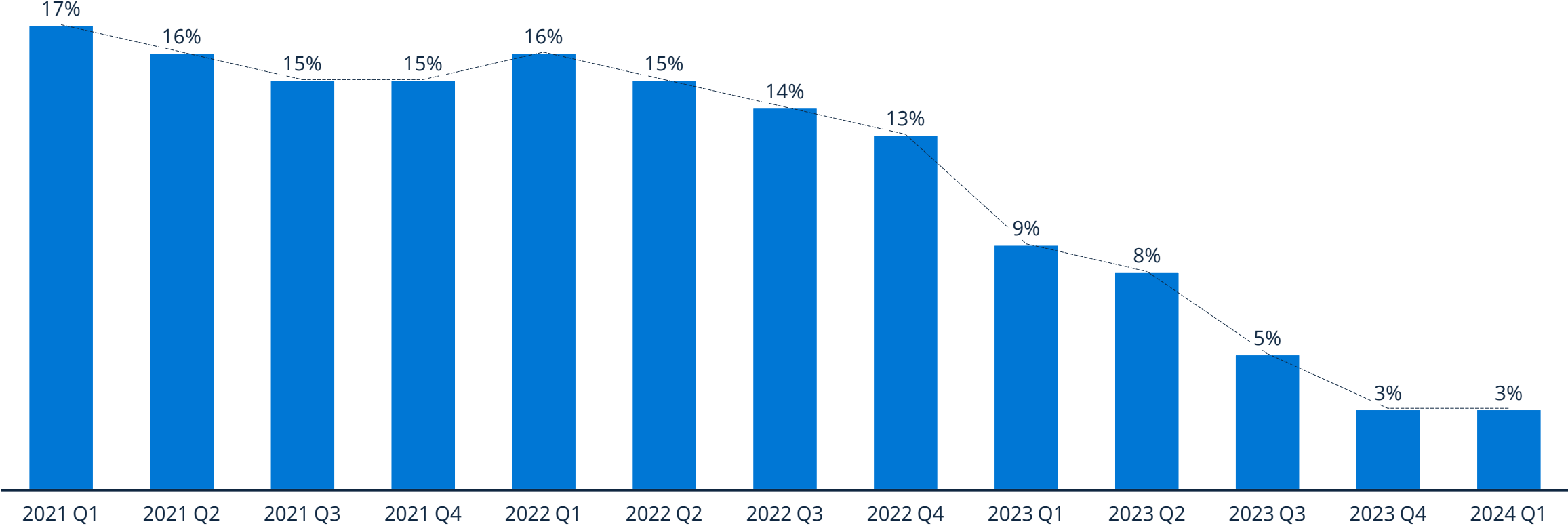
4 Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=1,977 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

# The share of smartphone users using Oi declined by 14 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of smartphone users using Oi



5 | Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=52 - 356 Oi customers, n=1963 - 2068 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024



# Oi customers in Brazil

Management summary: key insights

## Demographic profile

Oi is more popular among Generation Z than other mobile carriers.

Oi is more popular among male smartphone users than female smartphone users.

Oi has a larger share of customers with a low income than other mobile carriers.

Oi customers are more likely to live in rural areas and towns than smartphone users in general.

## Consumer lifestyle

An honest and respectable life is less important to Oi customers than to other smartphone users.

Religion and spirituality are relatively prevalent interests of Oi customers.

Oi customers have similar hobbies as other smartphone users.

## Consumer attitudes

It stands out that only 33% of Oi customers are concerned that their data is being misused on the internet.

52% of Oi customers are in the early majority of innovation adopter types.

A relatively high share of Oi customers think that civil rights are issues that need to be addressed.

## Marketing touchpoints

Kwai is more popular among Oi customers than the average smartphone user.

Oi customers remember seeing ads in video portals less often than other smartphone users.

## CHAPTER 02

# Demographic profile

- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+

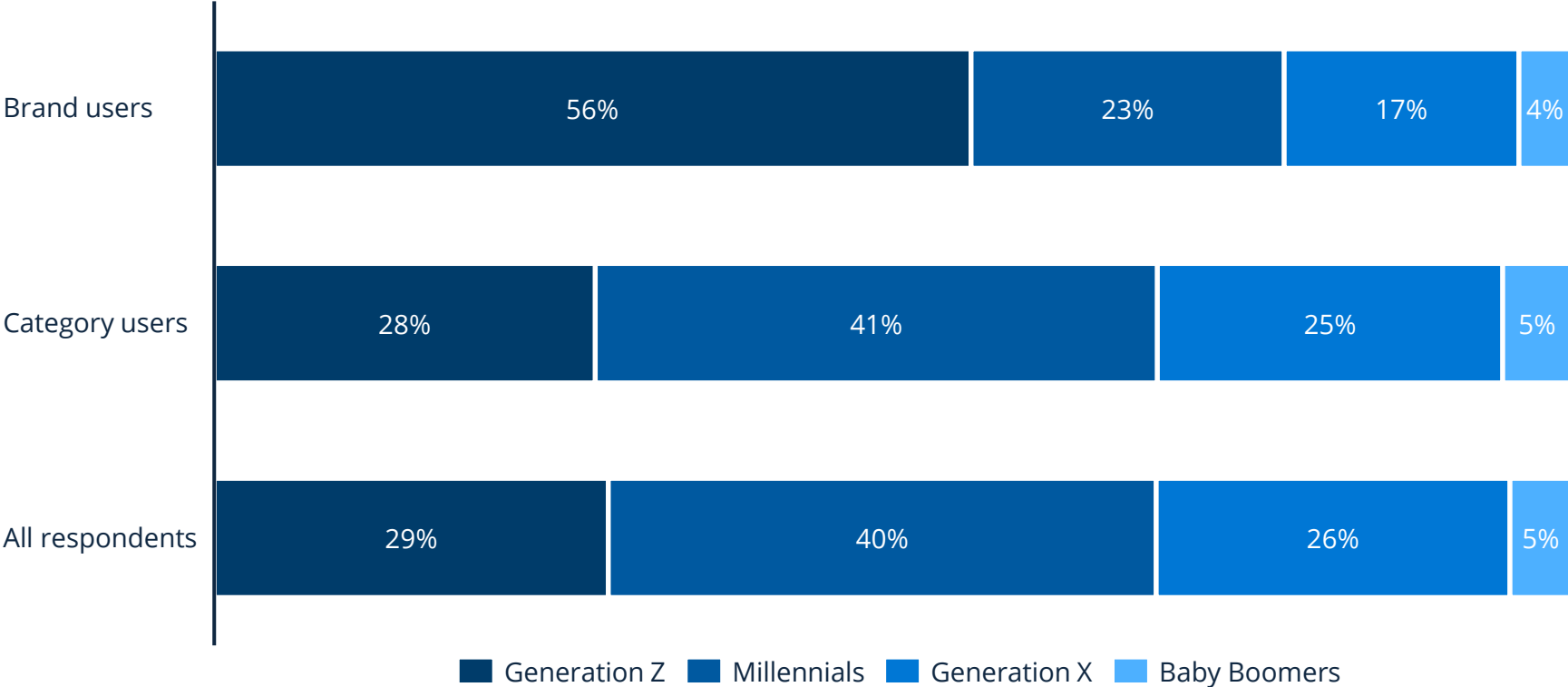




# Oi is more popular among Generation Z than other mobile carriers

Demographic profile: generations

## Age of consumers in Brazil



8 Notes: "How old are you?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=52 Oi customers, n=1,977 smartphone users, n=12,147 all respondents

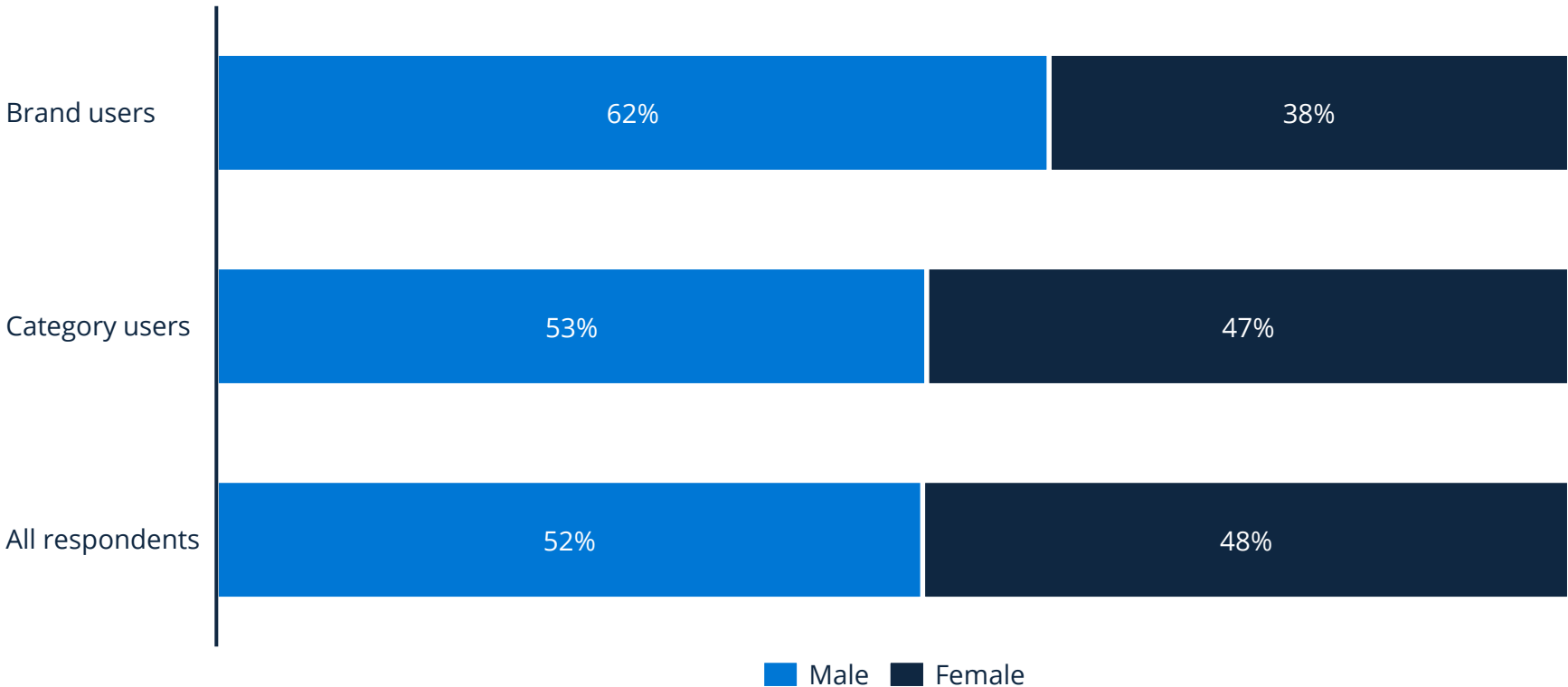
Sources: [Consumer Insights Global](#) as of June 2024

# Oi is more popular among male smartphone users than female smartphone users

Demographic profile: gender



Gender of consumers in Brazil

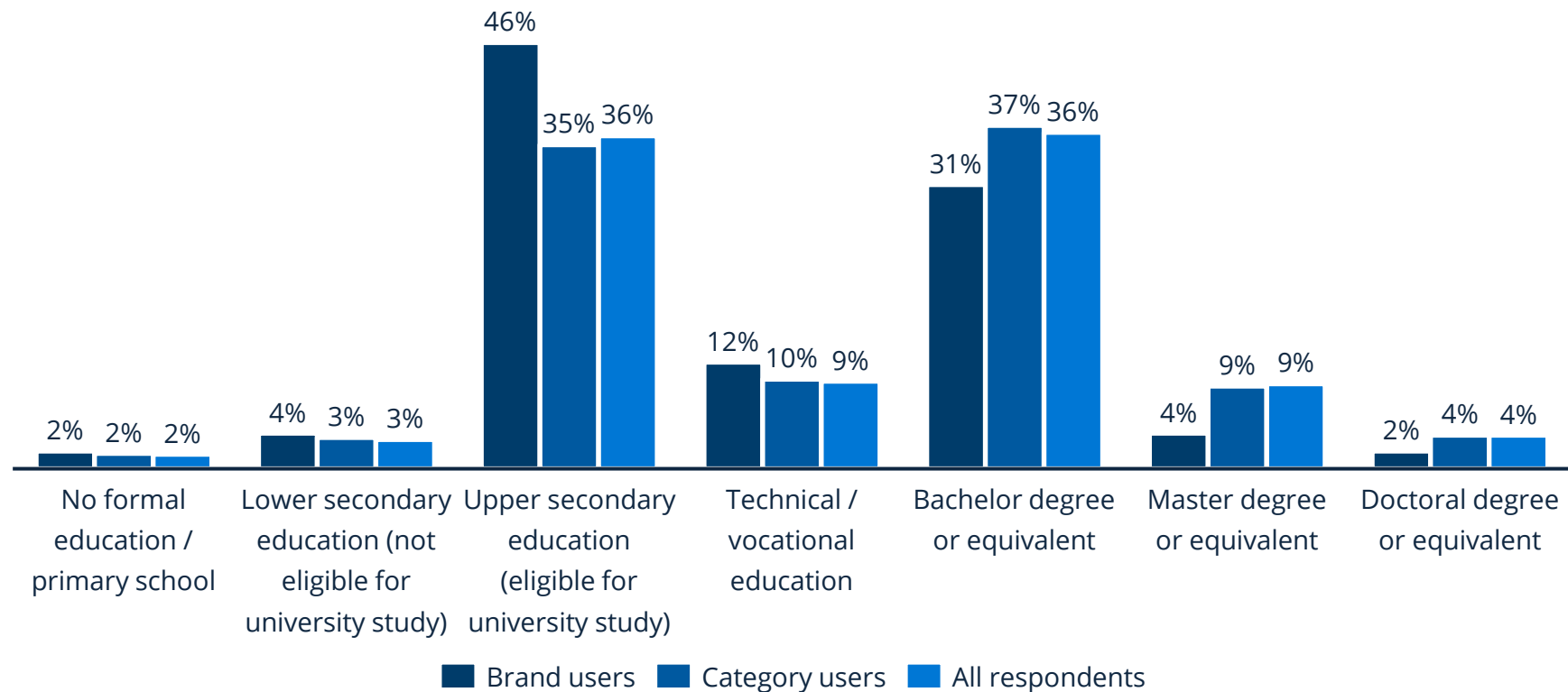


9 Notes: "What is your gender?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=52 Oi customers, n=1,977 smartphone users, n=12,147 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# 46% of Oi customers have an upper secondary education with the permission to go to university

Demographic profile: education

## Consumer's level of education in Brazil

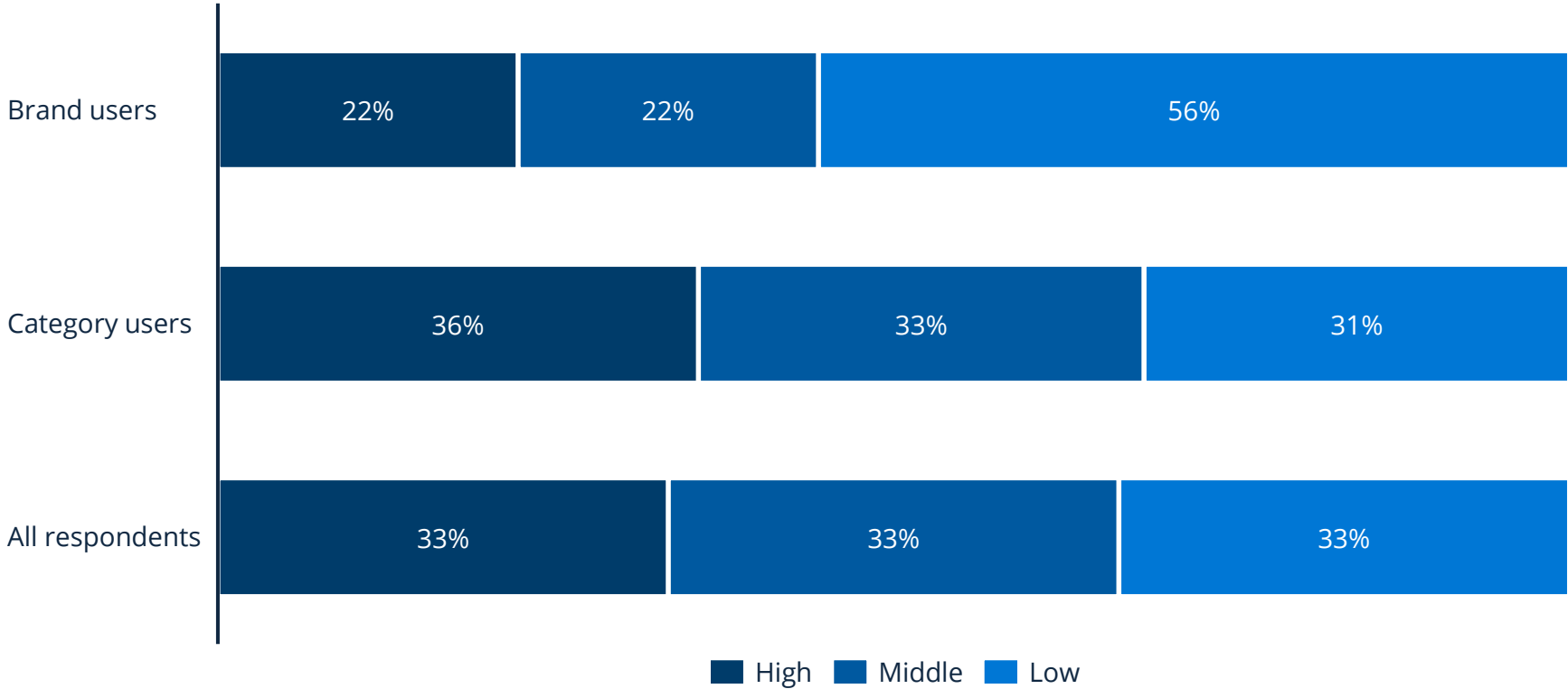


# Oi has a larger share of customers with a low income than other mobile carriers

Demographic profile: income



Share of consumers in Brazil in the high, middle, and low thirds of monthly household gross income



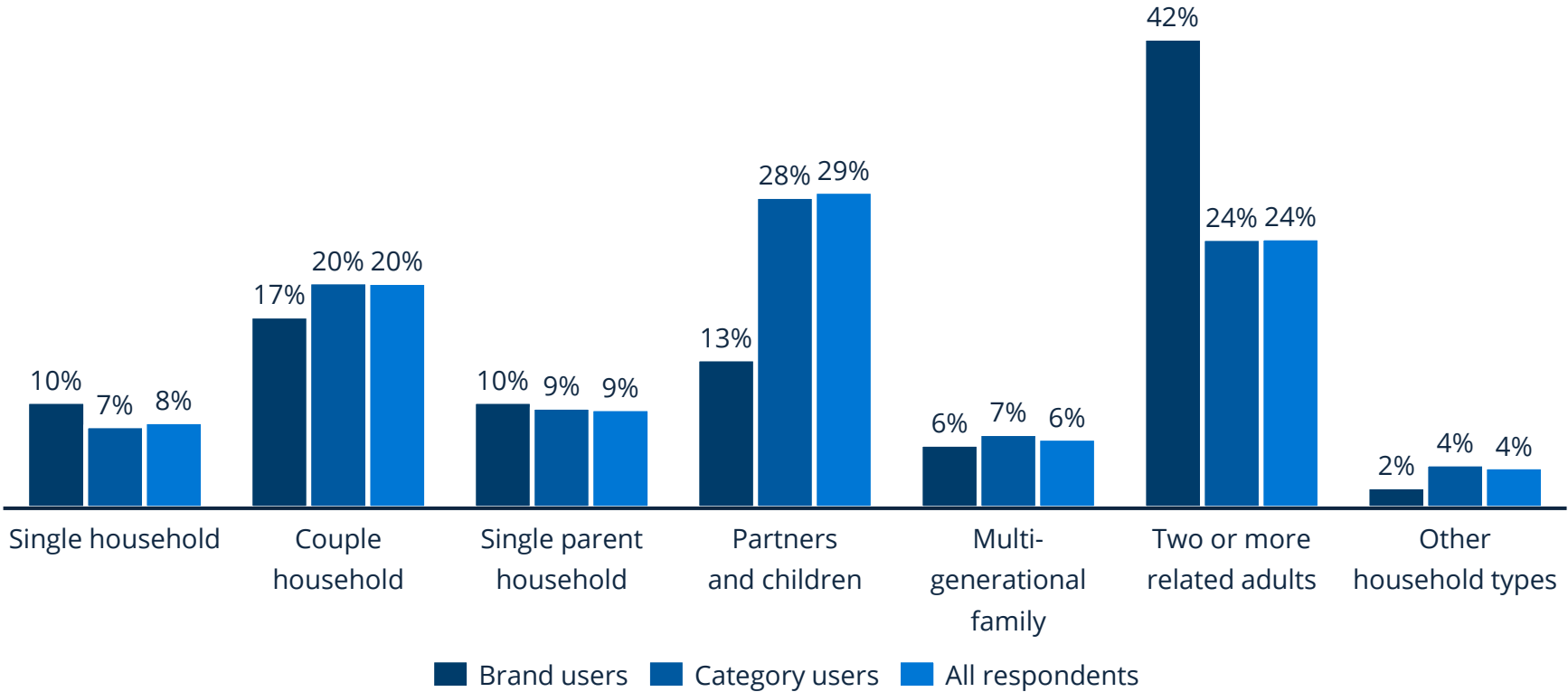
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=52 Oi customers, n=1,977 smartphone users, n=12,147 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024



# Compared to other smartphone users, Oi customers are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

## Type of households in which consumers in Brazil live



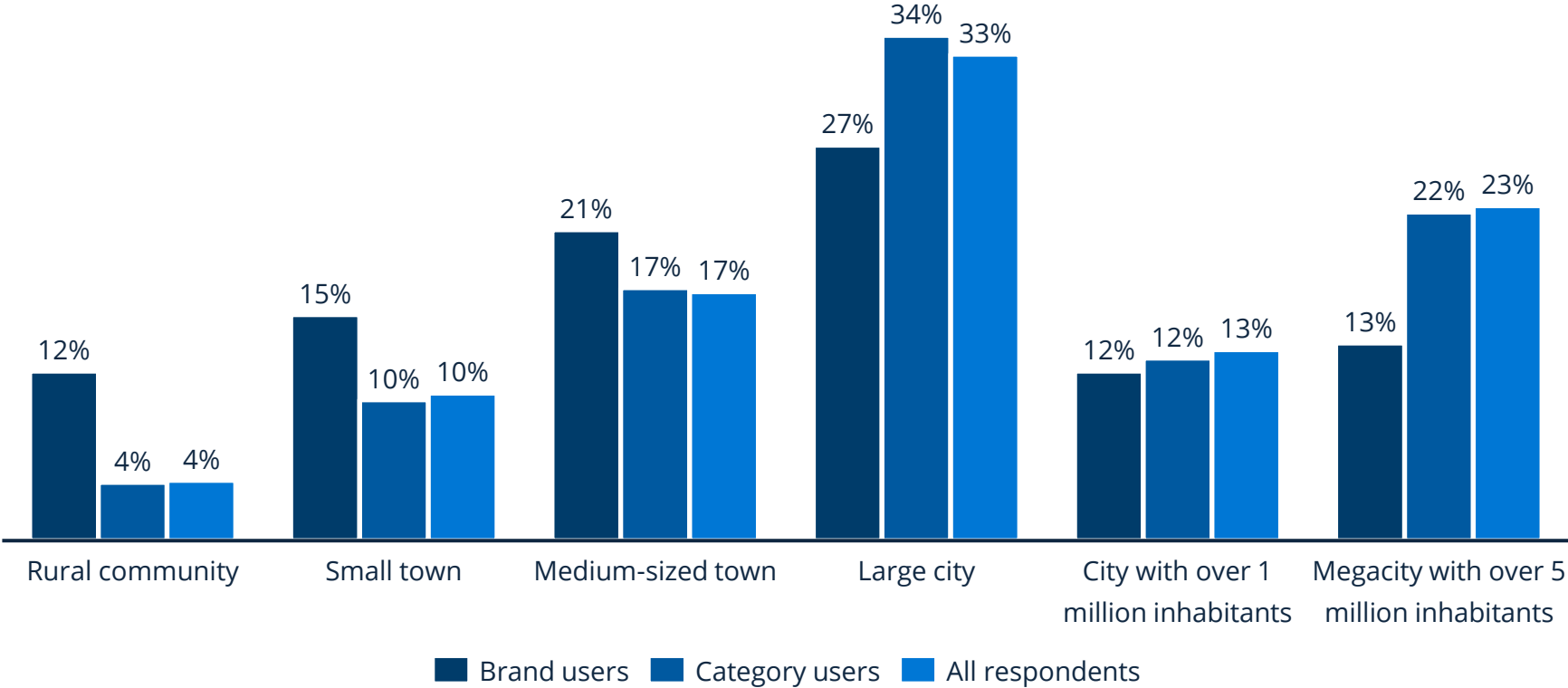
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=52 Oi customers, n=1,977 smartphone users, n=12,147 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Oi customers are more likely to live in rural areas and towns than smartphone users in general

Demographic profile: type of community



Communities where consumers live in Brazil

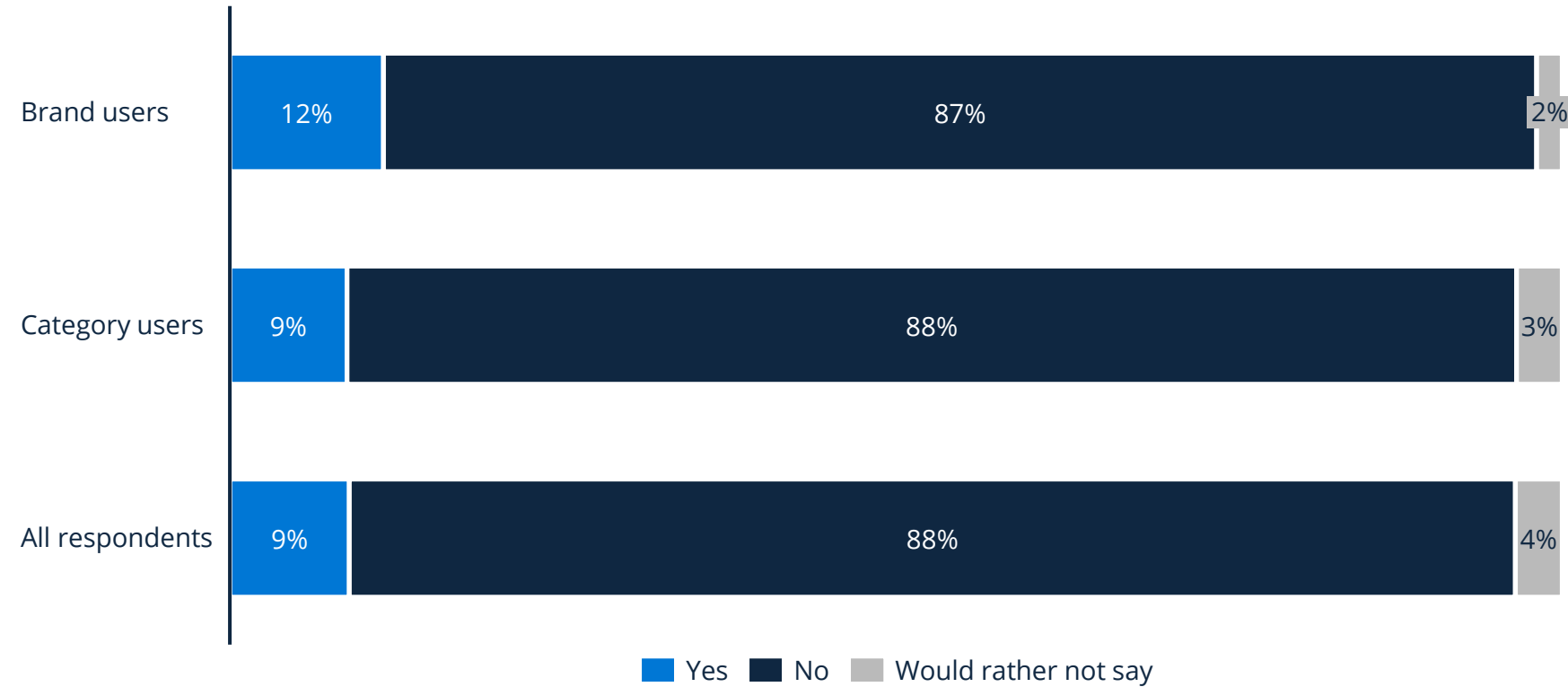


13 **Notes:** "In what type of community do you live?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=52 Oi customers, n=1,977 smartphone users, n=12,147 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# 12% of Oi customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Brazil





## CHAPTER 03

# Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed





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