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CONSUMERS & BRANDS

Social media: Facebook users 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 Facebook users 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 Facebook users in Brazil (“brand users”) against Brazilian social media 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⁽¹⁾

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

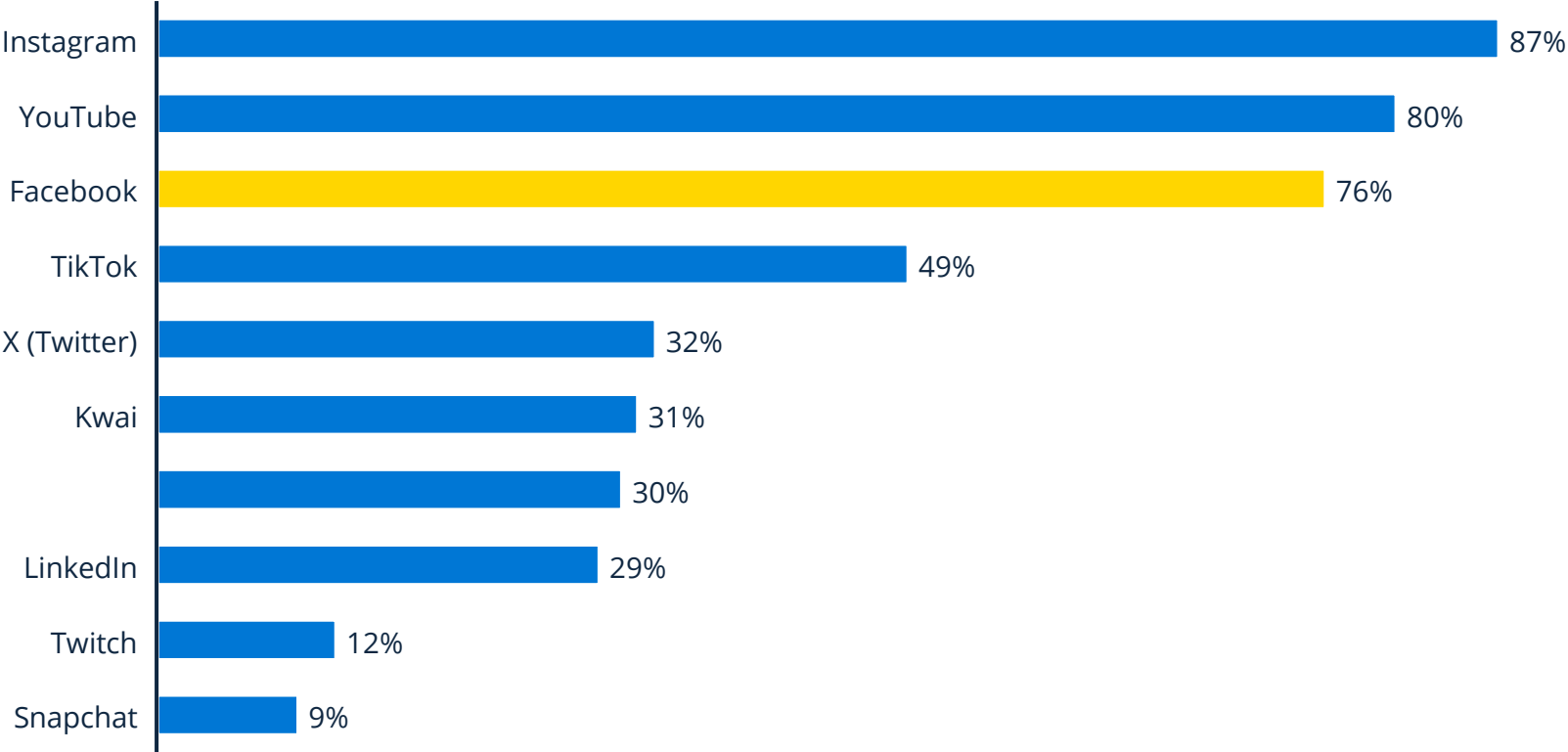
- Brand usage
- Key insights



With a user share of 76%, Facebook is one of the top 3 social networks in Brazil

Management summary: brand usage and competition

Top 10 most used social networks in Brazil



4 Notes: "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.;" Multi Pick; Base: n=3,043 social media users

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

Facebook users in Brazil

Management summary: key insights

Demographic profile

40% of Facebook users are Millennials. There is a fairly even split of male and female Facebook users.

Consumers with a high income make up 37% of Facebook users.

Social media users in general and Facebook users specifically, live in similar type of communities.

Consumer lifestyle

Similar aspects of life are important to Facebook users and other social media users.

64% of Facebook users are interested in movies, TV shows and music.

50% of Facebook users have traveling as a hobby.

Consumer attitudes

48% of Facebook users state that they don't mind advertising if they get free content in return.

21% of Facebook users are innovators or early adopters of new products.

Poverty is of particular concern to Facebook users.

Marketing touchpoints

90% of Facebook consumers are also active on Instagram. Facebook users remember seeing ads on social media more often than the average consumer.

CHAPTER 02

Demographic profile

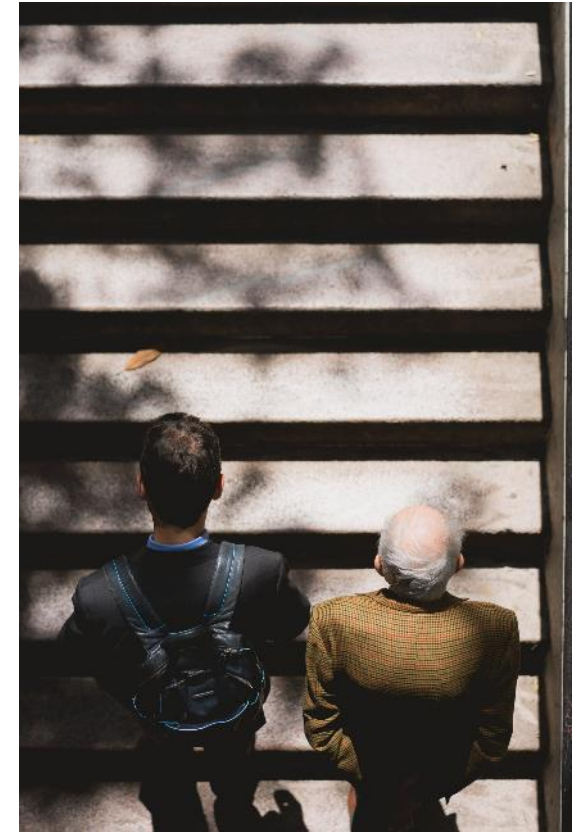
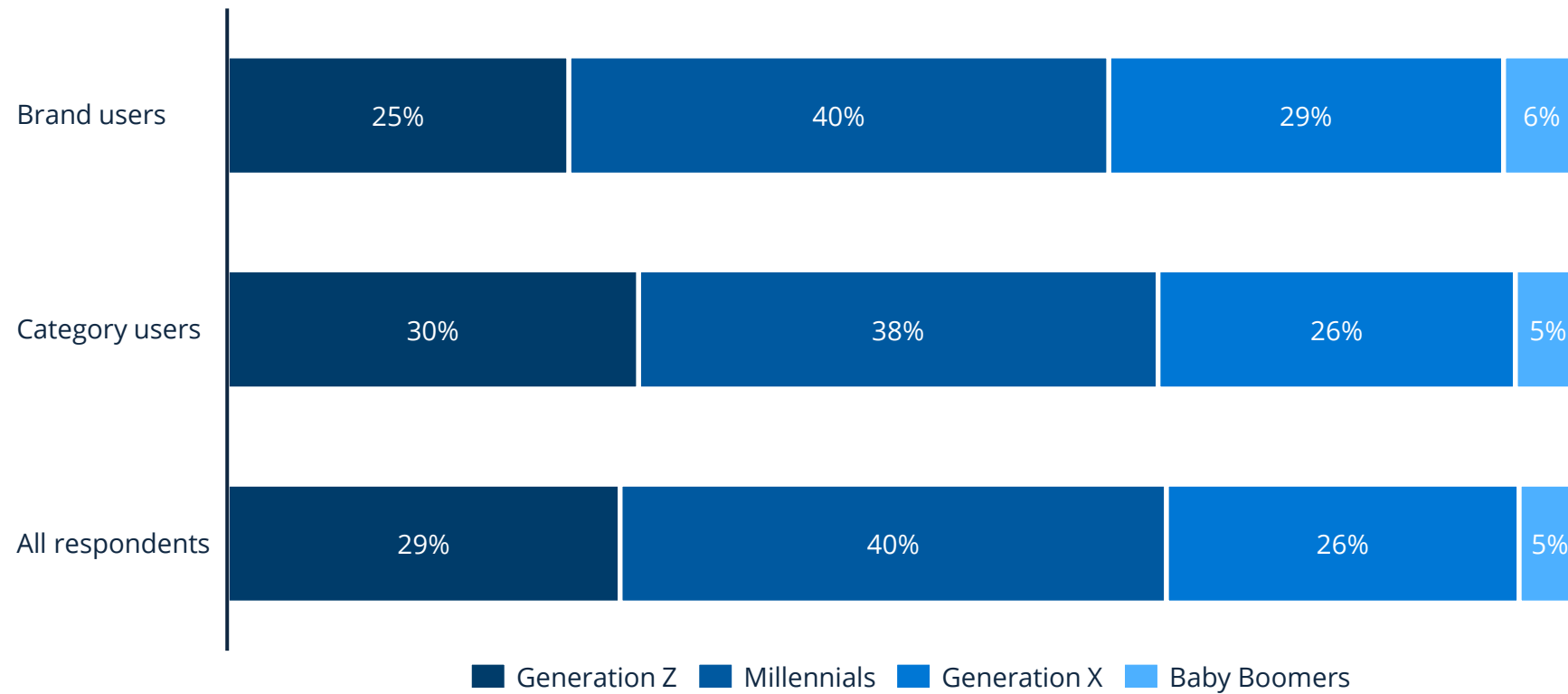
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



40% of Facebook users are Millennials

Demographic profile: generations

Age of consumers in Brazil



7 **Notes:** "How old are you?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=2,308 Facebook users, n=3,043 social media users, n=12,147 all respondents

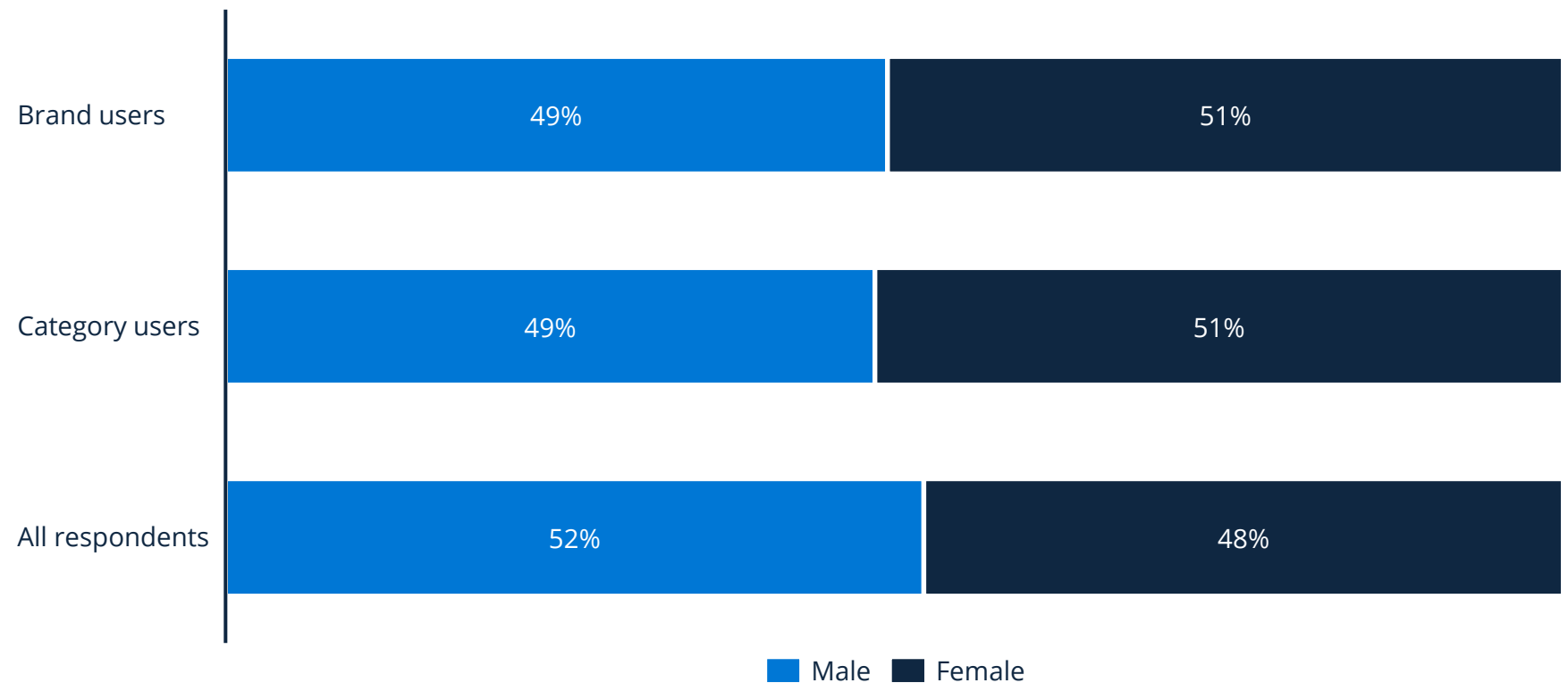
Sources: [Consumer Insights Global](#) as of June 2024

There is a fairly even split of male and female Facebook users

Demographic profile: gender



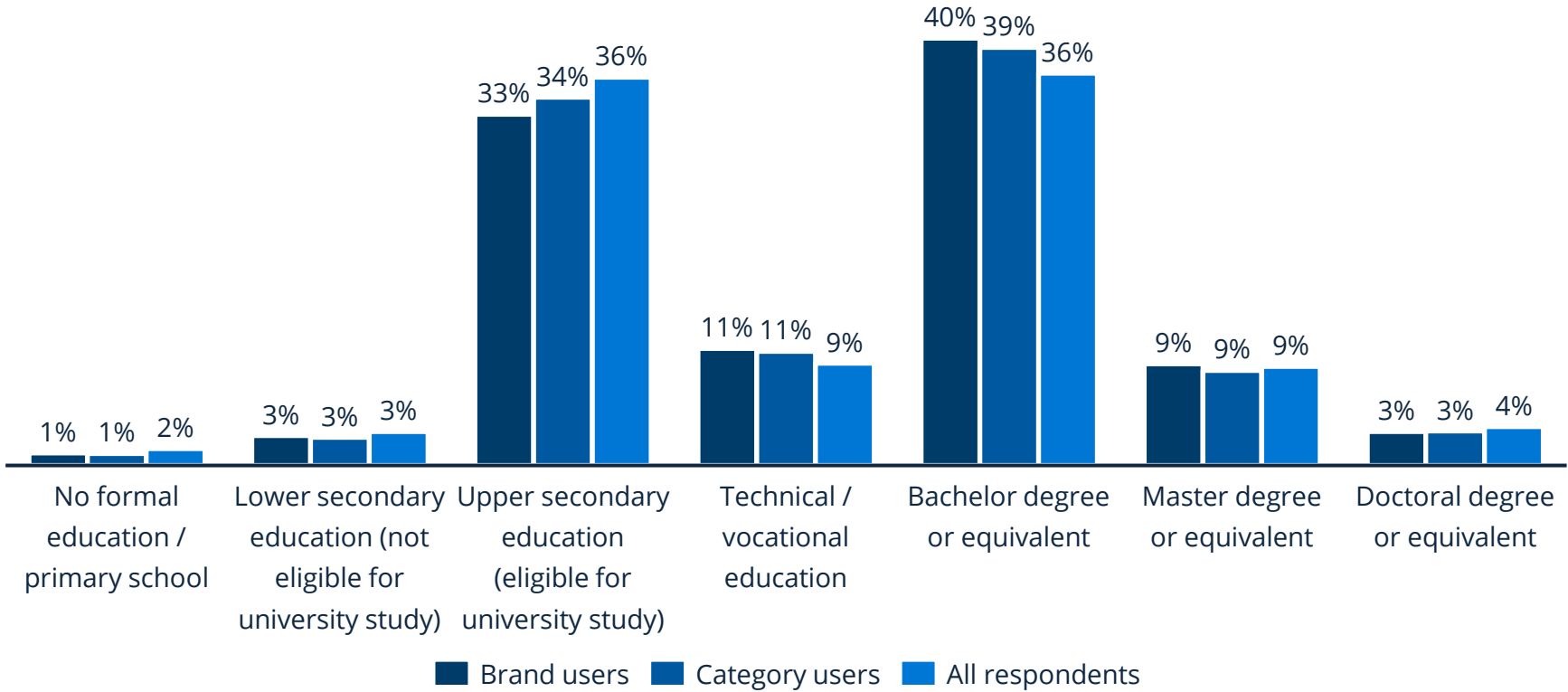
Gender of consumers in Brazil



52% of Facebook users have a college degree

Demographic profile: education

Consumer's level of education in Brazil



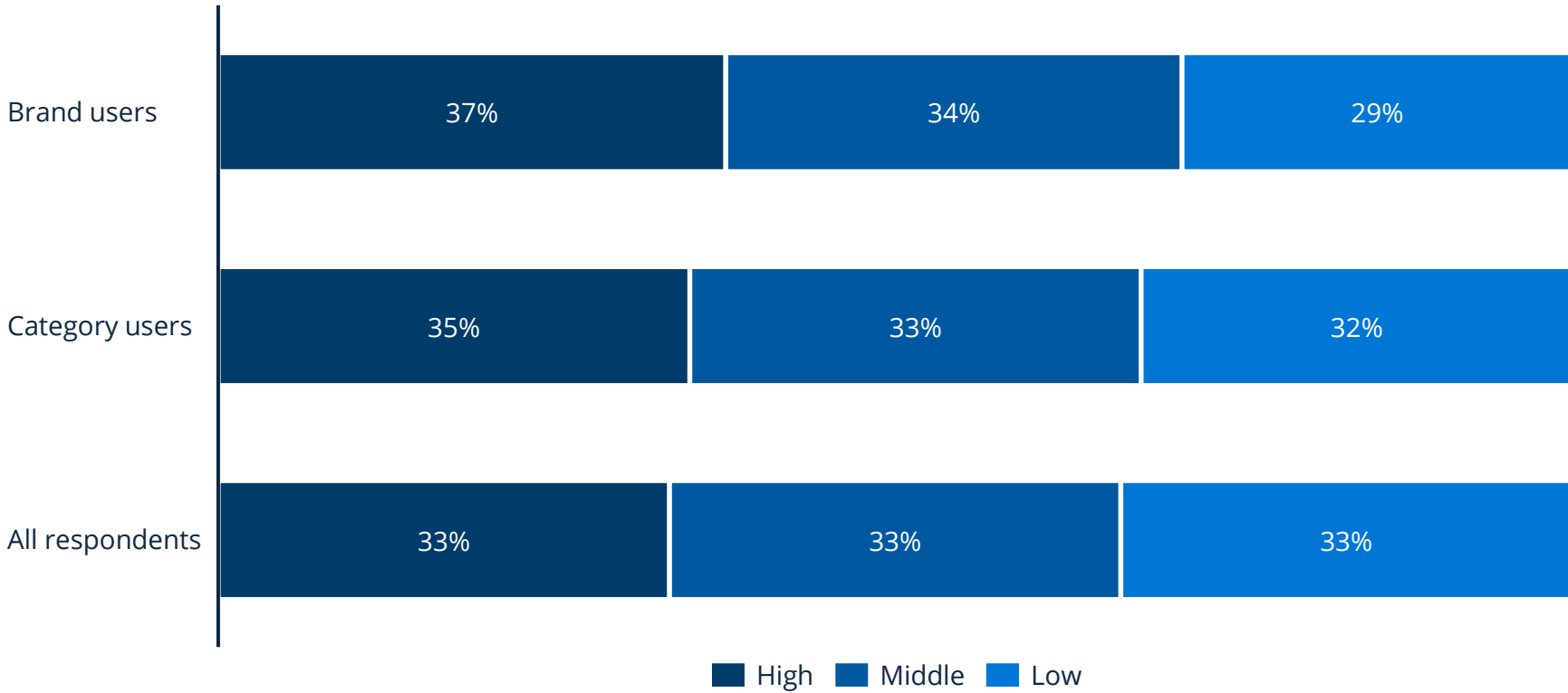
9 Notes: "What is the highest level of education you have completed?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=2,308 Facebook users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Consumers with a high income make up 37% of Facebook users

Demographic profile: income



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

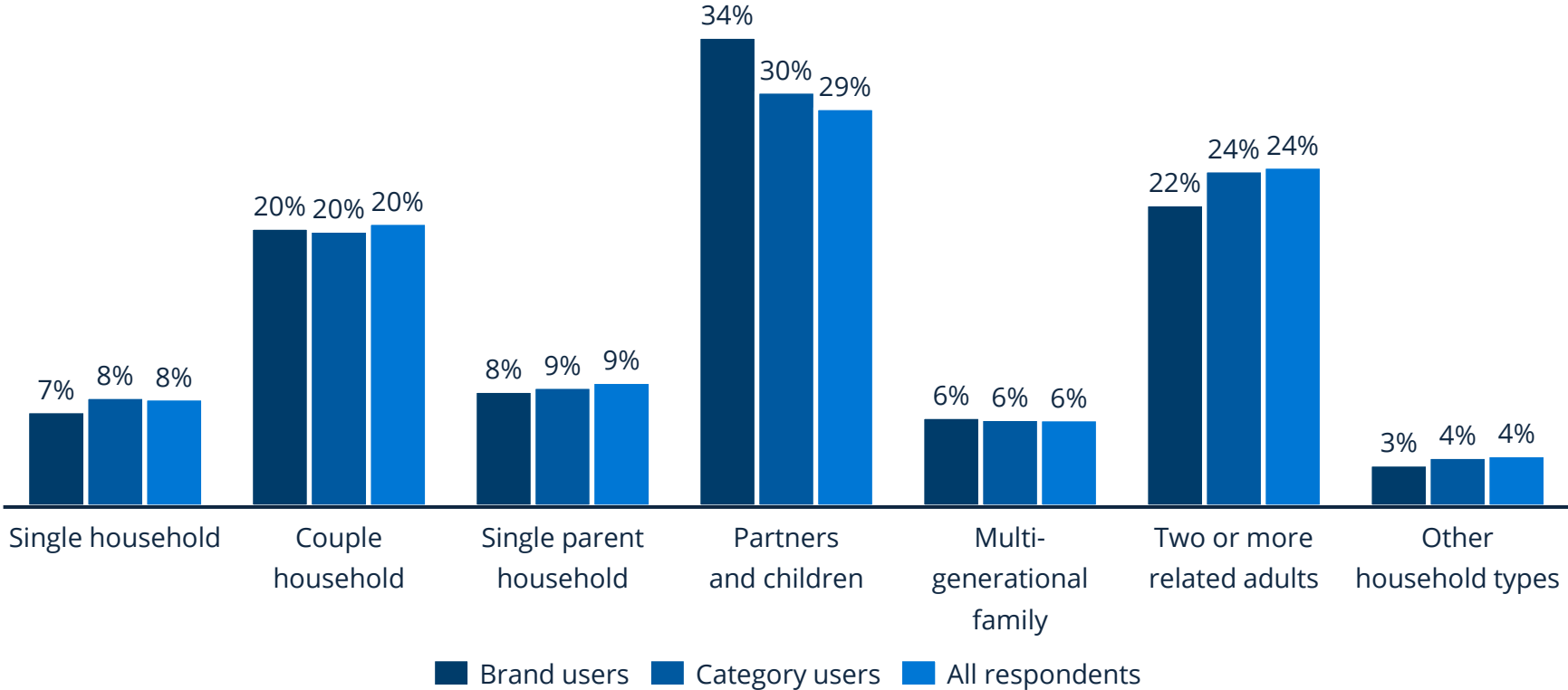


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=2,308 Facebook users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other social media users, Facebook users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Brazil live



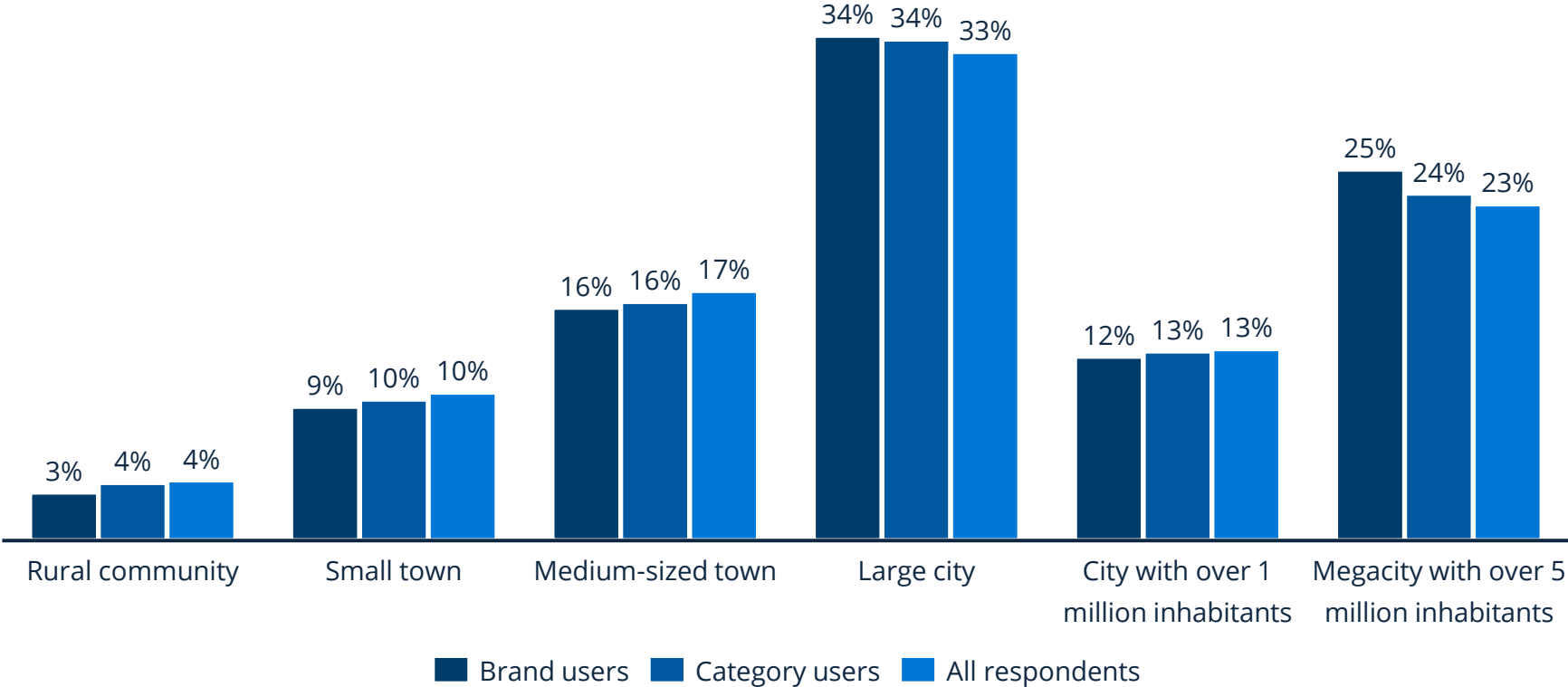
11 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=2,308 Facebook users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Social media users in general and Facebook users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Brazil

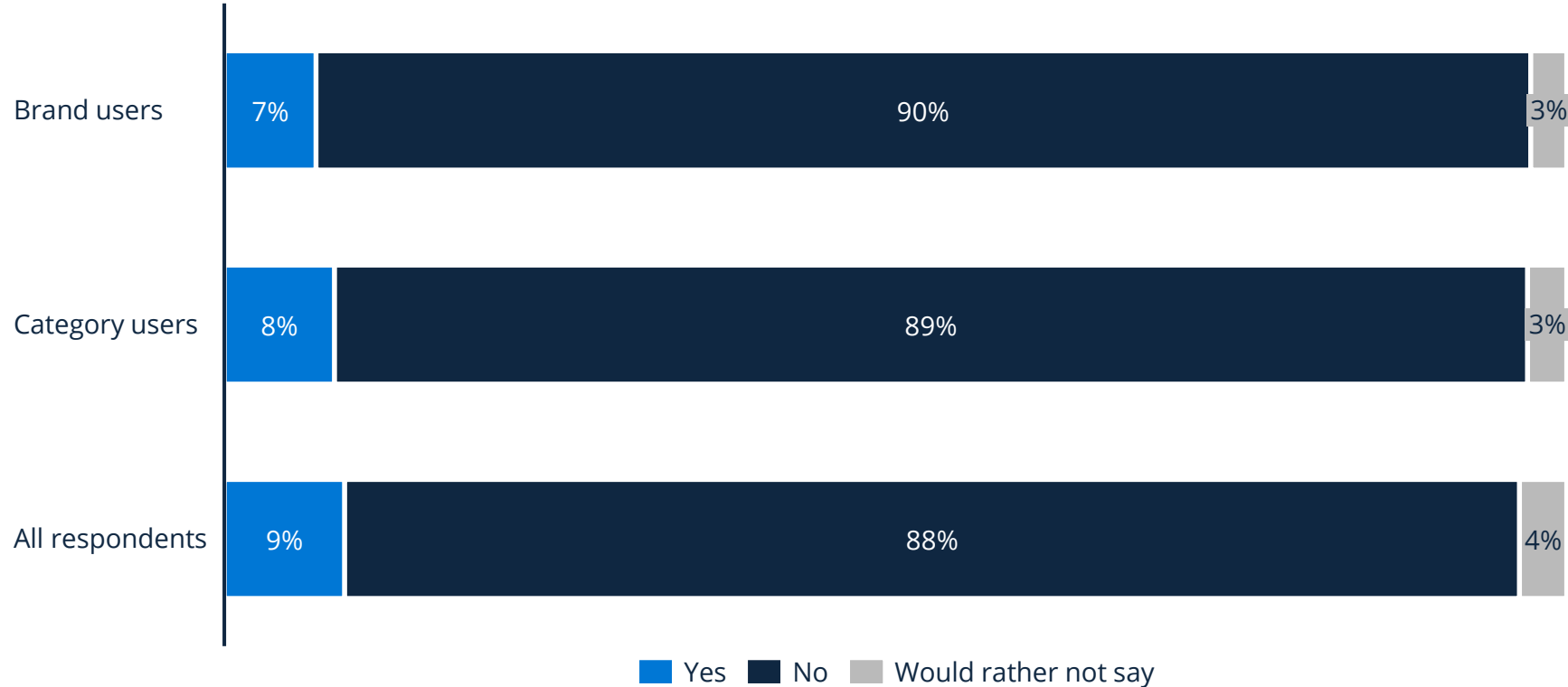


12 **Notes:** "In what type of community do you live?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=2,308 Facebook users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

7% of Facebook users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Brazil



13 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=2,308 Facebook users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

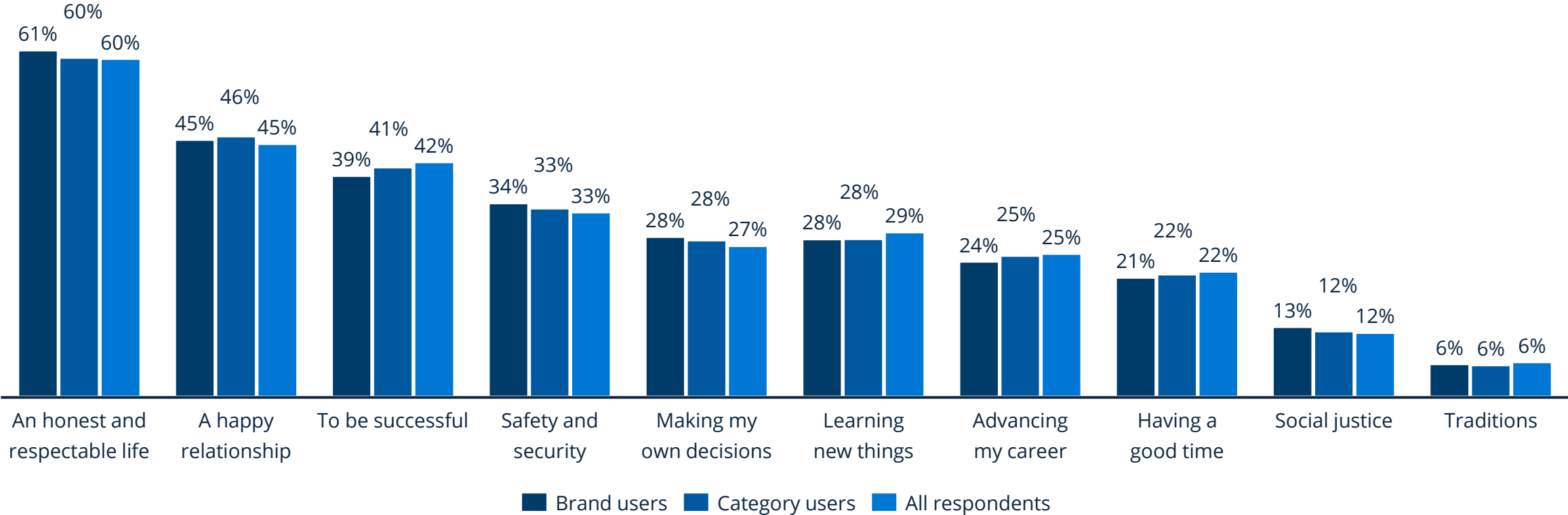
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Similar aspects of life are important to Facebook users and other social media users

Consumer lifestyle: life values

Most important aspects of life for consumers in Brazil



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