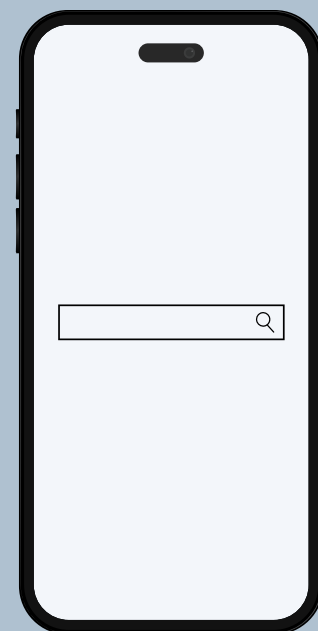




36 years since the creation of the World Wide Web

How do Portuguese
people use it?



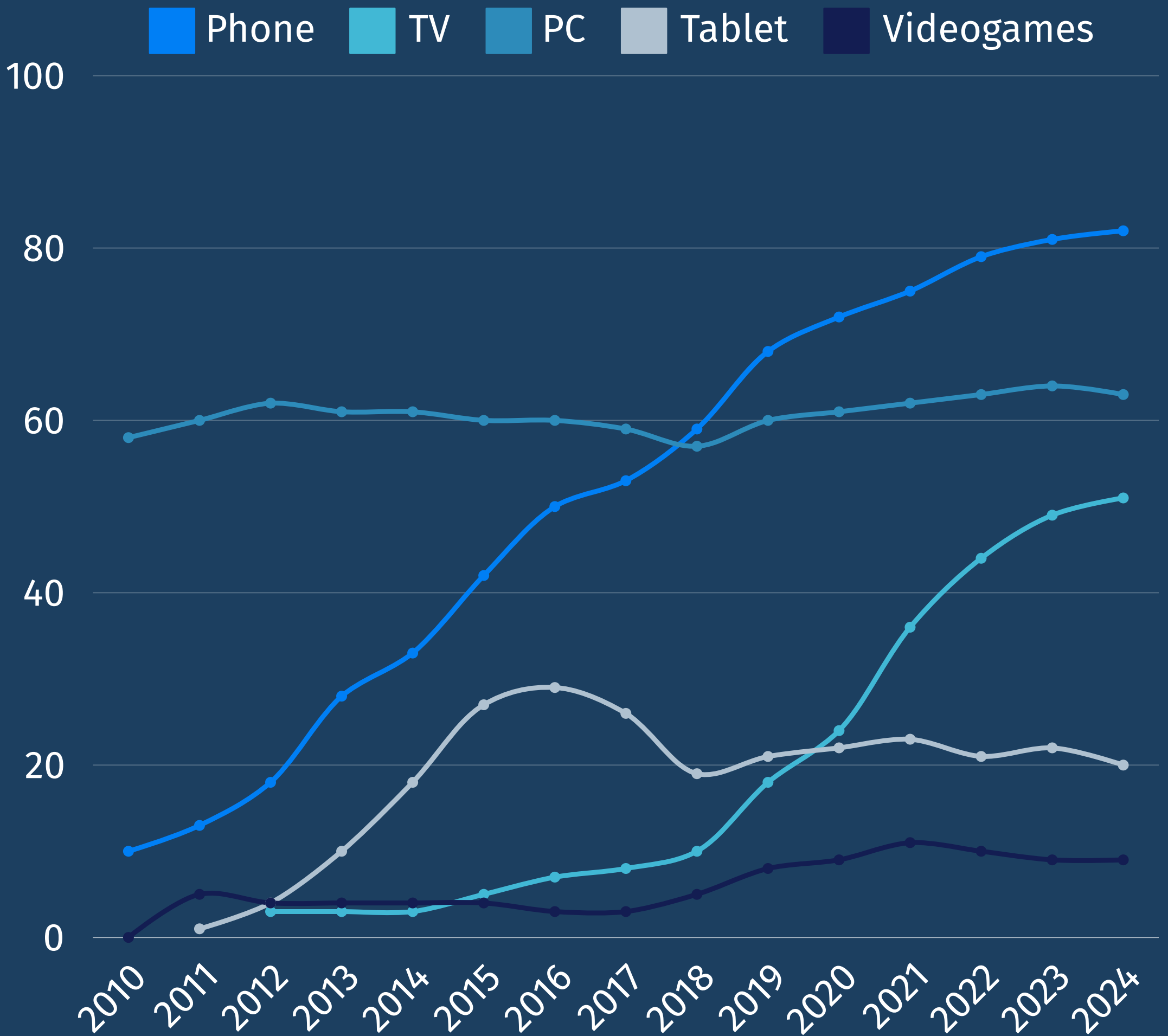


**82% of
Portuguese
access Internet
via their cell
phone**

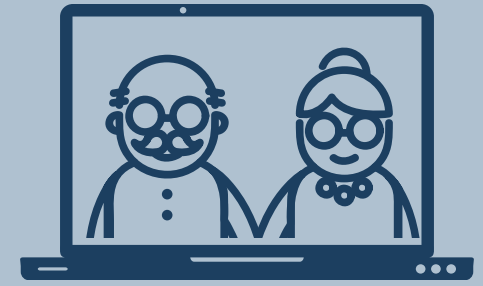
What other devices do they use?



Internet usage by device (%)



*Source Bareme Internet, Marktest



Internet use by people over 64 has doubled since 2019.

In 2024, 1.3 million Portuguese citizens over 64 used the Internet, representing 56% of Portuguese over 64.





6.388 million Portuguese read the news online.

Reading news online has seen a systematic increase over the last few years and is now 14% higher than in 2019.

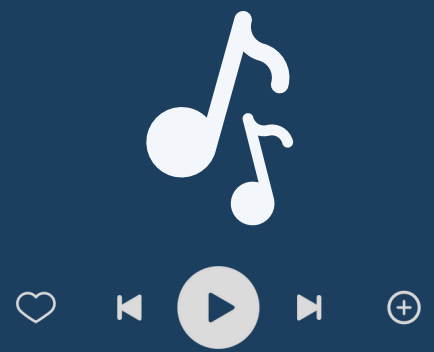


5.500 million
Portuguese
citizens shop
online.



This figure represents 64 % of the Portuguese population and translates into an increase of more than 200.000 new online shoppers in Portugal compared to 2023.





4.971 million Portuguese listen to music online.

While listening to music online (in the last 30 days) is practiced by 95.7% of young people aged 15 to 34, among the over-54s it is no more than 28.7%.



Want to know more?

Visit: www.marktest.com/wap/

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