ALÁFIA LAB

Political Polarization and Information Consumption in Brazil:

An Analysis of Gender, Age, Economic Class, and Education Level

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INTRODUCTION

This analysis seeks to understand information consumption habits in Brazil and how they relate to the political polarization between the right and the left. The analysis considers four sociodemographic variables: gender, age, economic class, and education level. We analyzed where these four groups get their political information from, which social media platforms they use most to get this information, and the most frequently accessed news websites and portals among media outlets with stronger ideological biases. The goal is to understand the dynamics of information polarization on the left-right political spectrum in an environment mediated by social media and online portals. This study is divided into the following three sections: 1) Information Consumption about Politics; 2) Information Consumption on Social Media; and 3) Information Consumption on News Portals and Websites.

This report represents a part of the results from the stratified sample opinion poll conducted in 2024 which was presented in a general report entitled <u>"Information Inequalities: Understanding the Information Pathways of Brazilians on the Internet 2024"</u>. The objective of this report was to understand how socio-demographic aspects impact the consumption of digital information by Brazilians. The information habits in these environments are very diverse, and the study sought to fill a data gap on general trends for the most used formats, the most consumed platforms, the most frequent sources, and others. The study provided information on the choices and preferences of people who come from different social and cultural backgrounds, and how inequalities can explain certain digital habits.

SUMMARY AND MAIN FINDINGS

This report analyzes the information consumption habits in Brazil and how they relate to the political polarization between the right and the left. It considers the following four variables: gender, age, economic class, and education level. The study is structured into three sections: 1) Information Consumption about Politics; 2) Information Consumption on Social Media; and 3) Information Consumption on News Portals and Websites. All data was obtained from the Information Inequalities Survey (2024), with a national sample applied by IDEIA.

1. Information Consumption about Politics

The data reveals that social media is the main source of political information in Brazil, but its importance varies according to profile and political spectrum.

Left-leaning women rely more on social media (49%) than left-leaning men (37%), who prefer TV and news websites. On the right, however, behavior between men and women is more similar, with men using messaging apps more frequently.

On the right, social media leads across all age groups, but for people on the left above the age of 45, TV still predominates (53%). Young people on the right register lower television consumption and a larger online presence.

On the right, social media is dominant across all classes, while on the left, upper classes prioritize news websites and lower classes prefer TV.

The higher the level of education, the greater the use of news websites (52% on the left and 42% on the right). Social media continues to be the primary means of communication among right-leaning individuals across all educational levels.

In summary, we identified an informational segmentation pattern: right-wing groups tend to consume most of their information on easily accessible networks and media, while left-wing groups tend to use more diversified sources, especially among the more educated and upper-class.

2. Information Consumption on Social Media

Instagram is the main social media individuals use to inform themselves, with strong engagement among women across both genders and growth among middle and upper classes.

Men on the left tend to use both YouTube and Instagram equally, while right-leaning men use YouTube more. Right-leaning and left-leaning women use Instagram, YouTube, and Facebook as their most used platforms.

By age group, Instagram is the most popular among young people and adults, but loses ground to older people, who tend to use Facebook and YouTube. Young people on the left use X/Twitter more, while young people on the right use TikTok.

By class, Instagram use increases in parallel with increasing incomes, YouTube is strong among lower-class right-wingers, Facebook maintains relevance among working-class left-wingers, but also among higher-class right-wingers.

By education level, individuals with higher levels of education on both the right and left use Instagram as their main platform. Individuals with lower levels of education on the right tend to use YouTube more, while individuals with lower levels of education on the left tend to use Facebook.

These results show that social media reinforce information bubbles and ideological affinities, with distinct platforms serving as a reference point for specific social and political groups.

3. Information Consumption on News Portals and Websites

The study examines content consumption from major news portals and ideologically driven media outlets. G1 and O Globo are major left-wing media outlets, followed by Folha and UOL. Major right-wing media outlets are Record, Jovem Pan, SBT, and R7.

G1 is the news portal that appears prominently in all groups, acting as an informational meeting point.

Polarization intensifies as the age and education levels increase: people on the right consume television channels with the same ideological bias, while the left consumes a variety of news portals and analytical media.

The most ideologically driven news portals on the right are Brasil Paralelo, O Antagonista, Jornal da Cidade Online, and Brasil Sem Medo. On the left are Carta Capital, Brasil de Fato, Brasil 247, Diário do Centro do Mundo, and Revista Fórum.

Brasil Paralelo is the defining media outlet of the right wing, with a cross-class and age-group presence. The left wing does not have a media outlet with the same level of reach, but Carta Capital would be the closest.

On the left, ideological media consumption increases in accordance with higher levels of education and upper classes, while mainstream media is mainly consumed by the working classes.

Thus, the study shows that informational polarization is not only political, but also social, economic, educational, generational, and gender-related, articulating inequalities in access to and diversity of sources and forms of information consumption from these different perspectives.

1. INFORMATION CONSUMPTION ABOUT POLITICS

This first section analyzes the mediums used by the Brazilian population to obtain information about politics, and compares the different behaviors among sociodemographic profiles. The objective is to identify how gender, age, economic class, and education level influence which information sources an individual chooses and how these variables relate to political polarization. The results show that social media is becoming the main source of political information, especially among younger people and right-wing groups, while television remains relevant among left-wing segments, particularly older people and those with a medium level of education. The analysis shows that information consumption reflects inequalities in access and knowledge, resulting in different patterns of exposure and political engagement across the two ideological spectrums.

Gender

Gender		L: Left
		R: Right

Where they get their information

	Women	Men
Social media — 43%	L: 49% R: 55% ⬆	L: 37% ⬇ R: 53% ⬆
News websites/portals — 30%	L: 34% R: 36%	L: 41% ⬆ R: 33%
TV programs — 42%	L: 43% R: 35% ⬇	L: 47% ⬆ R: 38%
Radio programs — 11%	L: 13% R: 10%	L: 19% ⬆ R: 13%
Search engines (i.e., Google) — 21%	L: 25% R: 23%	L: 26% R: 24%
Messaging apps — 14%	L: 16% R: 14%	L: 15% R: 19% ⬆
Podcasts — 10%	L: 13% R: 13%	L: 15% R: 14%
Print newspapers — 8%	L: 8% R: 5% ⬇	L: 13% ⬆ R: 6%
Print magazines — 5%	L: 6% R: 3% ⬇	L: 9% ⬆ R: 5%
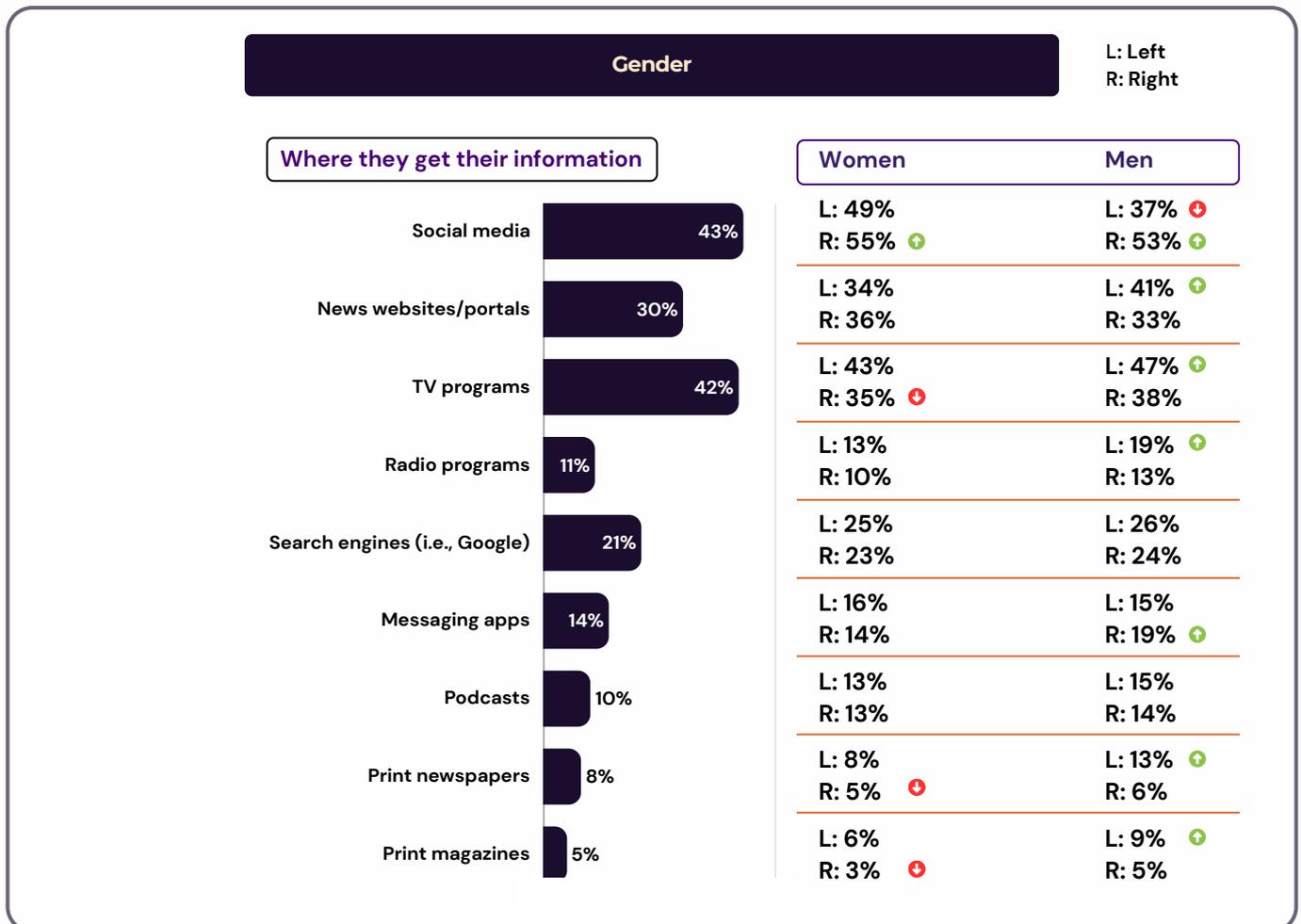
- **Information consumption about politics differs between men and women on the left.** Left-leaning women get much more of their information from social media (49%) than left-leaning men (37%), who prefer news websites (41%) and TV programs (47%).
- **Left-leaning men consume more printed newspapers and magazines and listen to radio programs** to get their political information.
- Right-leaning men and women have quite similar behaviors.
- **Messaging apps are being increasingly used as a source of political information by men on the right.**
- **Women on the right use social media more and are the least likely to seek political information from television, radio, and print magazines/newspapers.**

Age

Age

Where they get their information

Information source	Percentage	Up to 29	Between 30 and 44	45 and above
Social media	43%	L: 49% R: 56% ⬆	L: 47% R: 53% ⬆	L: 38% ⬇ R: 53% ⬆
News websites/portals	30%	L: 30% R: 25% ⬇	L: 43% ⬆ R: 35%	L: 38% R: 38% ⬆
TV programs	42%	L: 38% R: 29% ⬇	L: 39% R: 41%	L: 53% ⬆ R: 38%
Radio programs	11%	L: 12% R: 9%	L: 19% ⬆ R: 12%	L: 16% R: 14%
Search engines (i.e., Google)	21%	L: 25% R: 31%	L: 26% R: 19%	L: 25% R: 24%
Messaging apps	14%	L: 16% R: 19%	L: 11% ⬇ R: 19%	L: 16% R: 17%
Podcasts	10%	L: 17% ⬆ R: 12%	L: 15% ⬆ R: 17% ⬆	L: 11% R: 12%
Print newspapers	8%	L: 6% R: 5% ⬇	L: 10% R: 7%	L: 13% ⬆ R: 5% ⬇
Print magazines	5%	L: 10% ⬆ R: 4%	L: 7% R: 2% ⬇	L: 6% R: 6%

0%

- On the right, social media leads across all age groups. Social media also leads across all age groups on the left, with the exception of the 45-and-above age group, which prefers TV programs (53%). This contrasts with younger right-wing voters, as only 29% of them get their political content from television.
- **On the right, consumption of news websites tends to increase with age.**
- News websites and portals are consumed by all age groups on the left, particularly among the 30-44 age group (43%), where consumption is relatively higher.
- Radio programs are used more among left-leaning adults over 30 (19%), but still have solid engagement among older right-leaning individuals (14%).
- Magazines and print newspapers are consumed less, but there are a few specific exceptions: older leftists tend to consume a fair amount of print newspapers (13%), while print magazines are more popular among younger leftists (10%).
- Podcasts are gaining traction among young adults on the left and adults on the right.
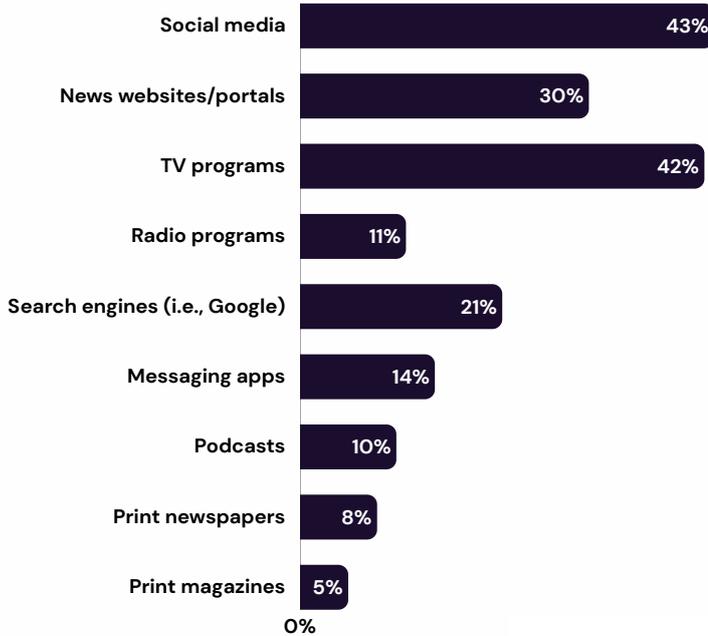
Class

Economic Class

L: Left
R: Right

Where they get their information		Class D/E	Class C	Class A/B
Social media	43%	L: 41% R: 49% ⬆	L: 45% R: 52% ⬆	L: 42% R: 53% ⬆
News websites/portals	30%	L: 26% ⬇ R: 27% ⬇	L: 34% R: 30%	L: 50% ⬆ R: 45% ⬆
TV programs	42%	L: 47% ⬆ R: 32% ⬇	L: 47% ⬆ R: 36% ⬇	L: 42% R: 41%
Radio programs	11%	L: 14% R: 10%	L: 14% R: 11%	L: 19% R: 15%
Search engines (i.e., Google)	21%	L: 16% ⬇ R: 16% ⬇	L: 27% R: 25%	L: 26% R: 26%
Messaging apps	14%	L: 16% R: 14%	L: 15% R: 17%	L: 14% R: 22% ⬆
Podcasts	10%	L: 7% ⬇ R: 10%	L: 13% ⬆ R: 14%	L: 18% ⬆ R: 16% ⬆
Print newspapers	8%	L: 9% R: 6%	L: 9% R: 5%	L: 13% R: 6%
Print magazines	5%	L: 7% R: 5%	L: 6% R: 3%	L: 9% ⬆ R: 5%

0%

- Social media is the most used channel on the right by both lower and upper classes. On the left, news websites are used more by the upper class, while TV programs are used more by the lower class.
- **Upper-class leftists consume more print media, while upper-class rightists use social media and messaging apps more.**
- **The upper classes from both spectrums consume more websites/news and podcasts than the other classes.**
- **Classes D/E and information consumption about politics: TV is used more by the left and social media dominates on the right.** Lower and middle-class right-wingers get very little of their political information from watching television.
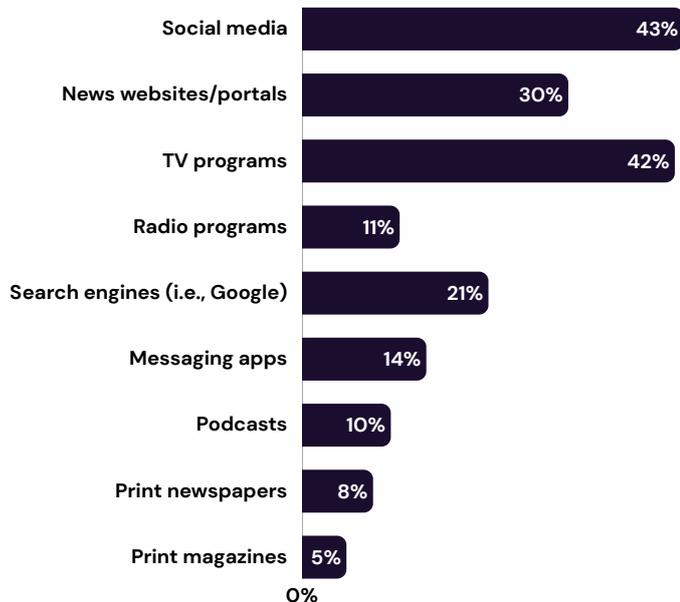
Education Level

Education Level

L: Left
R: Right

Where they get their information

Source	Overall	Low education level	Average education level	High education level
Social media	43%	L: 33% ↓ / R: 52% ↑	L: 48% / R: 54% ↑	L: 45% / R: 54% ↑
News websites/portals	30%	L: 19% ↓ / R: 20% ↓	L: 30% / R: 31%	L: 52% ↑ / R: 42% ↑
TV programs	42%	L: 41% / R: 35% ↓	L: 53% ↑ / R: 39%	L: 41% / R: 35% ↓
Radio programs	11%	L: 13% / R: 11%	L: 16% ↑ / R: 10%	L: 17% ↑ / R: 14%
Search engines (i.e., Google)	21%	L: 9% ↓ / R: 19%	L: 31% ↑ / R: 25%	L: 29% ↑ / R: 25%
Messaging apps	14%	L: 20% / R: 8% ↓	L: 14% / R: 19% ↑	L: 12% / R: 21% ↑
Podcasts	10%	L: 10% / R: 8%	L: 7% / R: 13%	L: 21% ↑ / R: 17% ↑
Print newspapers	8%	L: 10% / R: 6%	L: 9% / R: 4% ↓	L: 12% ↑ / R: 7%
Print magazines	5%	L: 9% ↑ / R: 5%	L: 6% / R: 3%	L: 8% ↑ / R: 5%

0%

- **As education levels increase, so does the use of news websites and portals.** This suggests that more educated people tend to seek out more structured and journalistic sources of information.
- On the left, the percentage of news website consumption rises from 19% (low education level) to 52% (high education level).
- On the right, the news website consumption growth doubles from 20% (low education level) to 42% (high education level).
- Television is cited as the main source of information for political issues among left-leaning individuals, especially those with a medium level of education. For right-leaning individuals, TV programs come in second to social media and are below the overall average of the survey.
- **Social media is the primary medium across all educational levels on the right,** exceeding 52% in each stratum. On the left, this number is slightly lower, ranging from 33% (low education level) to 48% (medium education level).

- **Podcasts** are in greater use among those with higher levels of education (including undergraduates, graduates, and post-graduates).
- **Messaging apps** show different consumption behavior across the political spectrums as education levels increase: they grow on the right, but decline on the left.
- **Search engines** are used more frequently among people with medium to high levels of education across both political spectrums, with a greater tendency among people on the left. However, search engines are used by only 9% of less-educated leftists, a figure that corresponds to half the general average.
- **Print newspapers** are consumed quite a lot among more educated left-leaning individuals (12%).

2. INFORMATION CONSUMPTION ON SOCIAL MEDIA

This second section examines social media and its role in the circulation and consumption of information in Brazil. The analysis seeks to understand which platforms are used the most and how this usage varies according to gender, age, economic class, and education level. The data shows that Instagram is the main social media used for informational purposes, followed by YouTube, Facebook, and TikTok, with different usage patterns among the groups in our analysis. Audiovisual and entertainment platforms are the most prominent among younger people, while Facebook and YouTube are more prevalent among older people. Consumption on social media also reflects the political spectrum: right-wing groups show greater concentration on fewer platforms, while left-wing groups exhibit a more diverse use by using many platforms. These results reinforce the importance of social media as arenas for informational mediation and as shapers of political viewpoints in the digital environment.
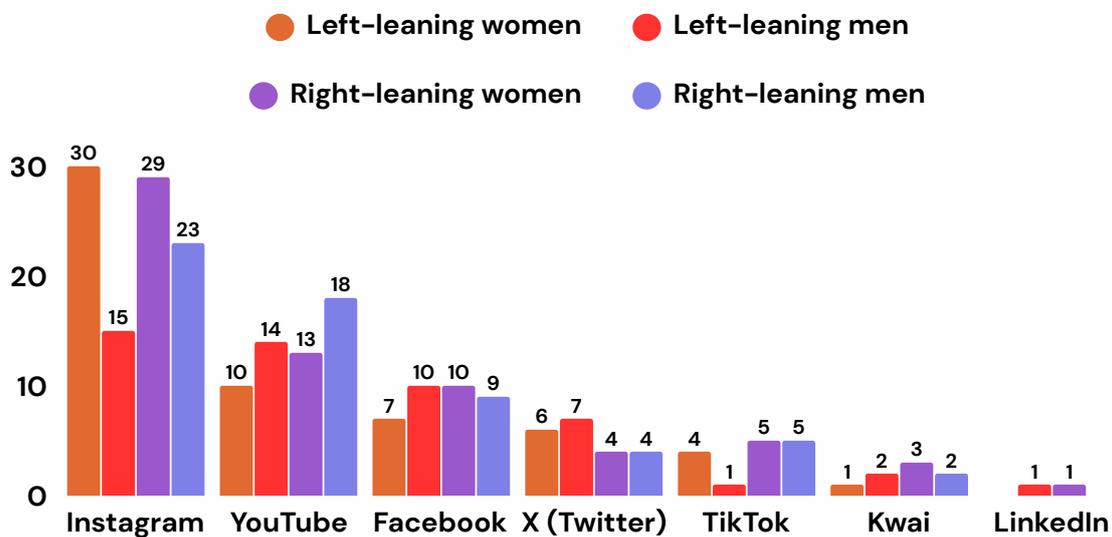
2.1
MOST IMPORTANT SOCIAL MEDIA/ MOST USED SOCIAL MEDIA

Gender: which social media platform is the most important?

Gender: Main Social Media (%)

● Left–leaning women   ● Left–leaning men
● Right–leaning women   ● Right–leaning men

Platform	Left-leaning women	Left-leaning men	Right-leaning women	Right-leaning men
Instagram	30	15	29	23
YouTube	10	14	13	18
Facebook	7	10	10	9
X (Twitter)	6	7	4	4
TikTok	4	1	5	5
Kwai	1	2	3	2
LinkedIn		1	1	

- **Instagram is cited as the preferred social media platform by a similar proportion of women from both the left and the right political spectrums**.
- Instagram is also cited as a main social media platform among right-wing men, and even more so among right-wing women. The second main social media platform for right-wing men is YouTube, with 18% of respondents claiming they use it.
- **YouTube and Instagram** are the preferred social media platforms **for left-leaning men.**

⚥ Gender: Which social media platforms are most used?

Gender: Social Media Use (%)

Legend:
- ● Left-leaning women
- ● Left-leaning men
- ● Right-leaning women
- ● Right-leaning men

Platform	Left-leaning women	Left-leaning men	Right-leaning women	Right-leaning men
Instagram	46	31	47	41
YouTube	30	32	38	38
Facebook	19	22	29	26
X (Twitter)	14	15	13	16
TikTok	15	14	20	17
Kwai	11	12	9	11
LinkedIn	6	4	7	4
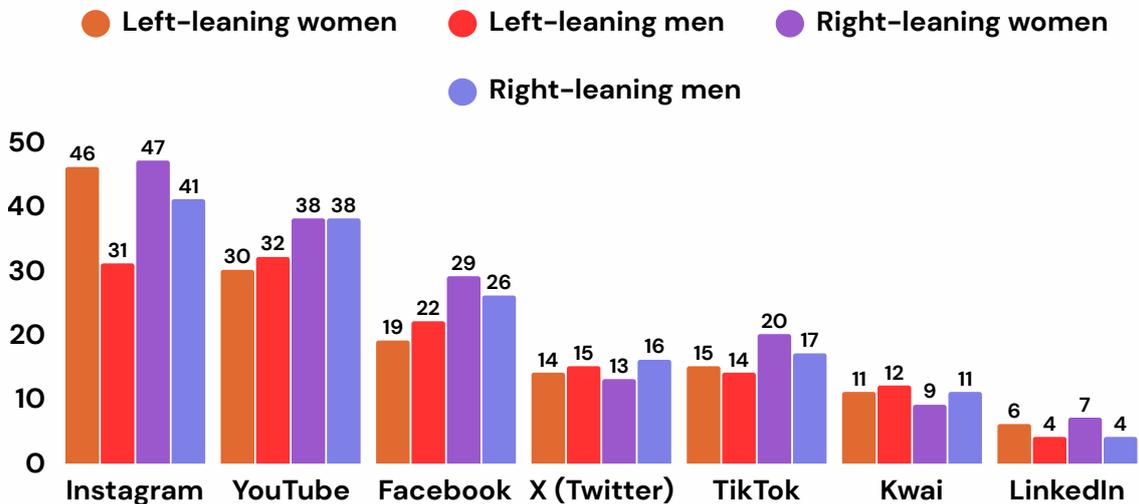
- Left-leaning women use Instagram much more (46%) than left-leaning men (31%).
- Left-leaning men are the least likely to use Instagram for information compared to the other groups.
- YouTube is used quite a bit by both right-leaning men and women (38% for both).
- Facebook and TikTok are used quite a bit by right-wing women.

Age: Which social media platform is the most important?

Age: Main Social Media (%)

Legend:
- ● Up to 29 (left)
- ● 30 – 44 (left)
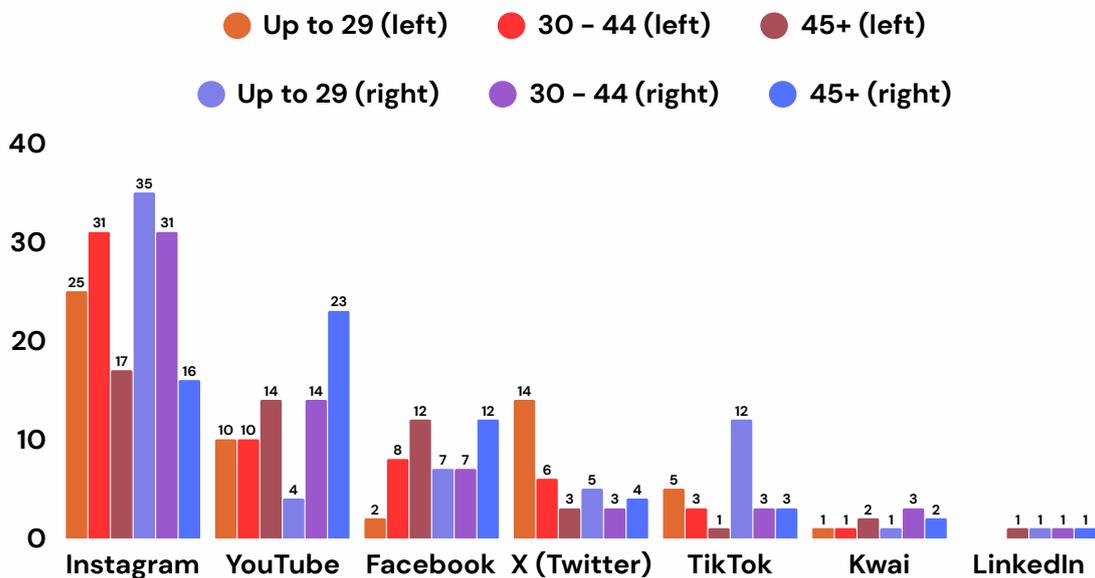- ● 45+ (left)
- ● Up to 29 (right)
- ● 30 – 44 (right)
- ● 45+ (right)

Chart values:

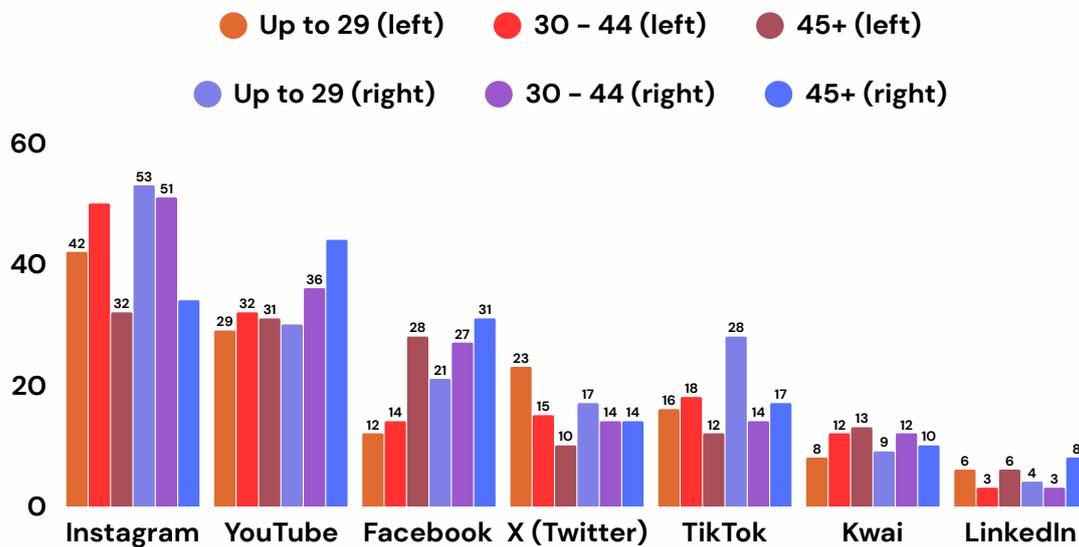| Platform	Up to 29 (left)	30–44 (left)	45+ (left)	Up to 29 (right)	30–44 (right)	45+ (right)
Instagram	25	31	17	35	31	16
YouTube	10	10	14	4	14	23
Facebook	2	8	12	7	7	12
X (Twitter)	14	6	3	5	3	4
TikTok	5	3	1	12	3	3
Kwai	1	1	2	1	3	2
LinkedIn			1	1	1	1

- For **older, left-leaning individuals**, **Instagram**, **YouTube**, and **Facebook** are the social media platforms of choice, with Instagram holding a slight lead.
- Among **older right-wingers**, **YouTube** is the preferred social media platform for getting information (23%).
- Among **young people and adults** of both genders, **Instagram** is the most cited media platform for getting information.
- **Older adults** of both genders register **low Instagram usage.**
- **X/Twitter** is the main social media platform for **younger left-leaning individuals** (14%), representing up to 3 times more users than any other age group on the same social media.
- **Young people on the right** are the most frequent users of **Instagram** and **TikTok** (12%) to search for information.
- The fact that **Facebook** is the **third most used social media among older people** is noteworthy.

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Age: Which social media platforms are most used?

Age: Social Media Use (%)

- ● Up to 29 (left)
- ● 30 – 44 (left)
- ● 45+ (left)
- ● Up to 29 (right)
- ● 30 – 44 (right)
- ● 45+ (right)

Instagram: 42, 50, 32, 53, 51, 34
YouTube: 29, 32, 31, 30, 36, 44
Facebook: 12, 14, 28, 21, 27, 31
X (Twitter): 23, 15, 10, 17, 14, 14
TikTok: 16, 18, 12, 28, 14, 17
Kwai: 8, 12, 13, 9, 12, 10
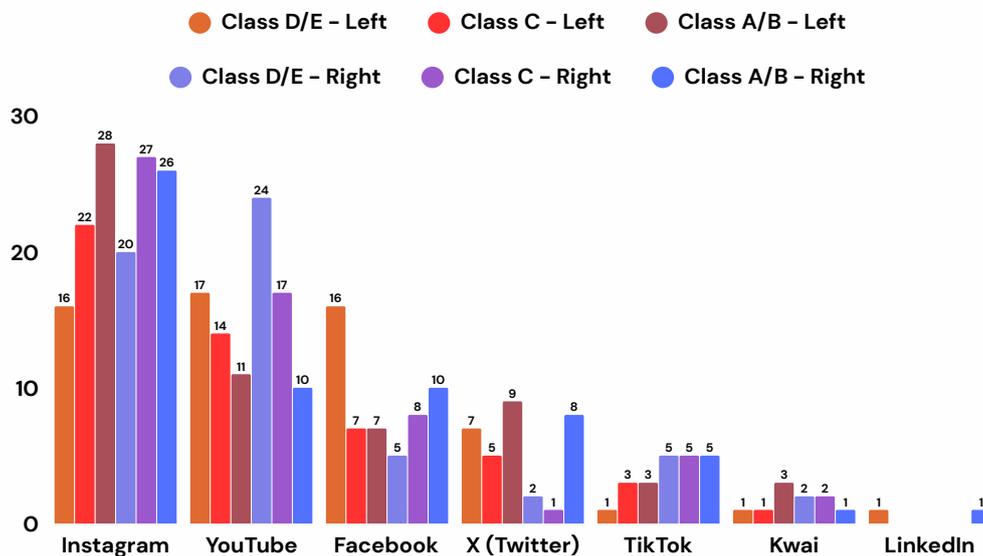**LinkedIn:** 6, 3, 6, 4, 3, 8

- **TikTok is one of the three most used social media platforms among young people on the right, Instagram and YouTube being the other two.**
- **For young people on the right, the three most used social media platforms are: Instagram, YouTube, and X/Twitter.**
- **Facebook is used more by older people of both genders.**
- YouTube is the platform used most by older people on the right (44%).
- LinkedIn registered the lowest percentages (under 8% when indicated along with other networks, and under 1% when indicated as the main network).

Economic Class: Which social media platform is the most important?

Economic Class: Main Social Media (%)

Legend:
- Class D/E – Left
- Class C – Left
- Class A/B – Left
- Class D/E – Right
- Class C – Right
- Class A/B – Right

Instagram: 16, 22, 28, 20, 27, 26
YouTube: 17, 14, 11, 24, 17, 10
Facebook: 16, 7, 7, 5, 8, 10
X (Twitter): 7, 5, 9, 2, 1, 8
TikTok: 1, 3, 3, 5, 5, 5
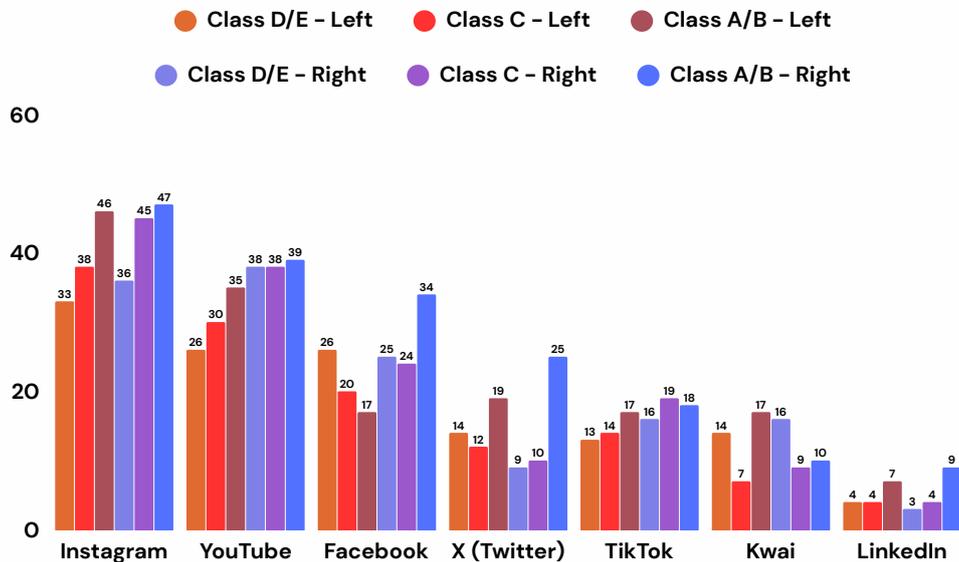Kwai: 1, 1, 3, 2, 2, 1
LinkedIn: 1, 1

- **Instagram is the leading social media platform for staying informed among upper and middle classes.**
- YouTube is the preferred platform (24%) among lower classes on the right.
- YouTube, Instagram, and Facebook are tied as the main social media platform among lower-class leftists.
- Instagram's popularity grows as the economic classes rise, this is true for both left-leaning and right-leaning individuals.
- For YouTube however, its popularity declines as the economic classes rise.
- Facebook is not viewed as a main social media platform, except among the lower left-leaning classes, along with Instagram and YouTube.

Economic Class: Which social media platforms are the most used?

Economic Class: Social Media Use (%)

Legend:
- Class D/E – Left
- Class C – Left
- Class A/B – Left
- Class D/E – Right
- Class C – Right
- Class A/B – Right

Chart data:

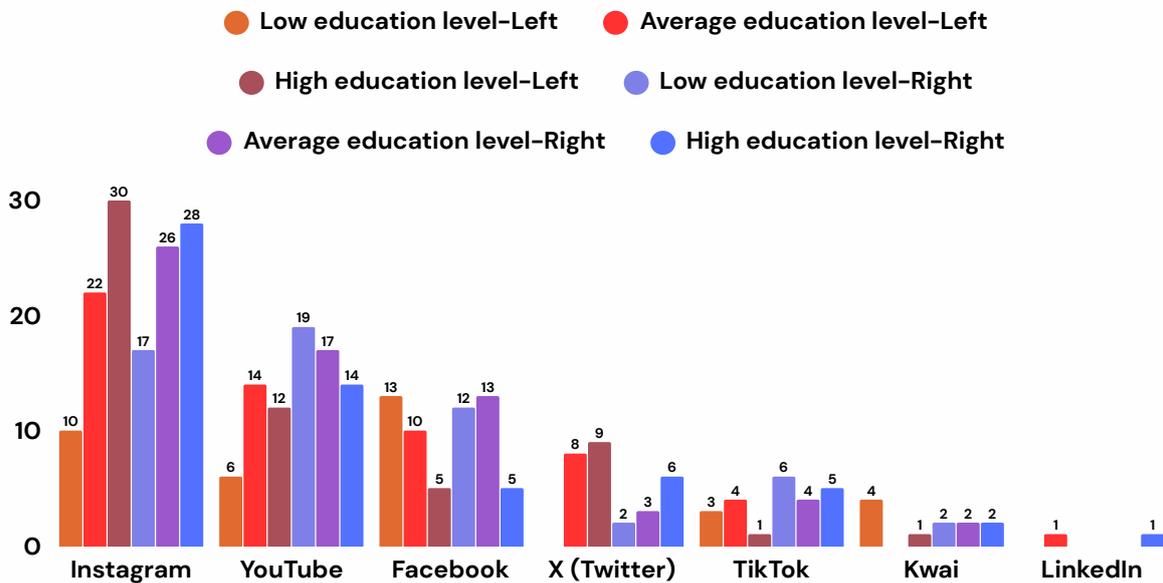| Platform	D/E Left	C Left	A/B Left	D/E Right	C Right	A/B Right
Instagram	33	38	46	36	45	47
YouTube	26	30	35	38	38	39
Facebook	26	20	17	25	24	34
X (Twitter)	14	12	19	9	10	25
TikTok	13	14	17	16	19	18
Kwai	14	7	17	16	9	10
LinkedIn	4	4	7	3	4	9

- In terms of social media platforms used, Instagram is the most cited across all economic classes, tied with YouTube in the lower, right-leaning classes.
- YouTube is used consistently across all income brackets for right-leaning individuals. For left-leaning individuals, YouTube usage increases with higher income levels.
- Facebook has a strong following among right-wing A/B economic classes (34%), but loses ground on the left among higher economic classes.
- Twitter (X) appears to be a more elitist network, especially among the upper-class right (25% in multiple choice).
- LinkedIn remains the least cited platform, with sporadic use among upper classes across both spectrums.

Education Level: Main Social Media (%)

● Low education level–Left ● Average education level–Left
● High education level–Left ● Low education level–Right
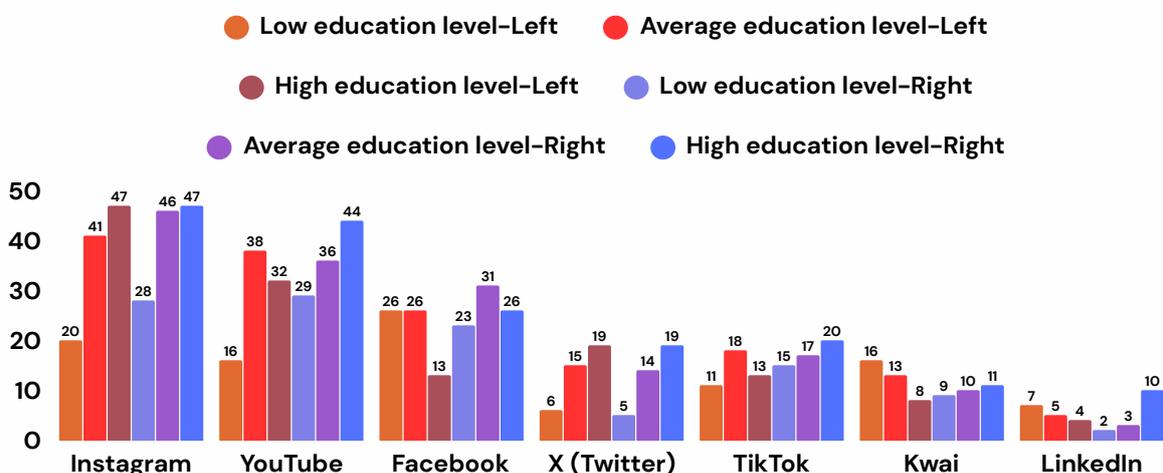● Average education level–Right ● High education level–Right

- **Instagram is the primary social media platform used by high education levels** across both political spectrums.
- **Facebook** is the main social media platform **among low education levels on the left.**
- **YouTube** is the primary source of information **among low education levels on the right.**

📖 Education Level: Which social media platforms are most used?

Education Level: Main Social Media (%)

● Low education level–Left ● Average education level–Left
● High education level–Left ● Low education level–Right
● Average education level–Right ● High education level–Right

- **YouTube and Instagram are the most used social media platforms for low education levels on the right.** YouTube usage increases as education levels increase on the right, reaching a high of 44% at the highest level.
- For **low education levels on the left**, the most used platform is Facebook (26%), followed by Instagram (20%).
- **Facebook is rarely used by high education levels on the left** (13%) compared to other groups.
- **Twitter (X) is preferred by high education levels across both spectrums**.

3. INFORMATION CONSUMPTION ON NEWS PORTALS AND WEBSITES

This final section examines information consumption on news portals and websites with large circulation and others with a more segmented or ideological profile. The objective is to understand how different political and social groups relate to traditional media and opinion-based media outlets.

The results show an increase in polarization, where **G1**, **O Globo**, and **UOL** are preferred more by left-wing audiences, and **Record**, **Jovem Pan**, and **SBT** are preferred more by right-wing audiences. There are also a number of news portals that have more defined editorial positions, such as **Brasil Paralelo** on the right, and **Carta Capital** on the left, which have become symbolic references in both political spectrums.

Our analysis shows that the more the education and income levels increase, the more diversity and intensity the consumption of information sources becomes. Television and online portals with broad national reaches are prevalent among working classes and groups with lower education levels. These patterns suggest that information polarization is connected to social and educational aspects, reflecting inequalities in access to information and information-seeking strategies.

3.1
MOST CITED NEWS PORTALS AND WEBSITES BY GROUP

Given the active nature of news portals and websites as agents that produce and disseminate information, they hold a key position within the contemporary media ecosystem. Traditional media was organized according to editorial guidelines and not consumption patterns, which then allows us to understand their different positions and reach among certain social and political groups. Large media outlets operate on a broad scale in the Brazilian market, even though some may have distinct editorial guidelines and offer different perspectives on the national political landscape.

Traditional Media		
• UOL	• iG	• Veja
• Band	• Metrópoles	
• BBC Brasil	• MSN	
• CNN Brasil	• O Globo	
• Correio Braziliense	• Poder360	
• Estadão	• R7	
• Exame	• Record	
• Folha de S. Paulo	• SBT	
• G1	• Terra	
• Gazeta do Povo	• Valor Econômico	

The table below lists the news sites and portals that have more polarized editorial profiles, that is, more clearly associated with the left or the right.

Mídias polarizadas	
Left-leaning media	**Right-leaning media**
Brasil de Fato	Jovem Pan
Brasil 247	O Antagonista
Diário do Centro do Mundo	Jornal da Cidade Online
Revista Fórum	RedeTV
Pragmatismo Político	Brasil Sem Medo
Carta Capital	Brasil Paralelo
ICL	

We shall now analyze the 5 most cited news websites and portals. We will then complement this with a second specific analysis of smaller, more polarizing websites and portals. These forms of media, despite their smaller readership, are important because they clearly have more ideologically-driven and partisan editorial profiles.

MOST CITED NEWS PORTALS AND WEBSITES BY GROUP

⚤ Gender			
Portals	**Left-leaning Women (%)**	**Left-leaning Men (%)**	**Right-leaning Women (%)**	**Right-leaning Men (%)**
Band	2,9	11,5	9,2	10,4
CNN Brasil	2,3	14,7	10,2	11,7
Folha de S. Paulo	9,7	14,1	4,1	3,8
G1	21,7	25	14,3	11,7
Jovem Pan	2,9	1,9	14,8	15,4
O Globo	20	20,5	9,2	10
R7	4,6	6,4	10,7	7,5
Record	2,3	5,8	17,3	15,8
SBT	1,7	5,8	13,8	14,6
UOL	12	14,1	3,6	7,9
Veja	7,4	3,2	4,1	2,9

- In terms of consumption on news websites and portals on the left, G1 and O Globo lead, followed by Folha and UOL. For the right, it is Record and Jovem Pan in the lead, followed by SBT and R7.
- The most cited news websites and portals among left-leaning women are G1, O Globo, UOL, Folha de S. Paulo, and Veja, while among right-leaning women they are Record, Jovem Pan, G1, SBT, and R7.
- The most cited news websites and portals among right-leaning men are Record, Jovem Pan, SBT, G1 and CNN Brasil, while among left-leaning men they are G1, O Globo, CNN Brasil, UOL and Band.
- **A shared element among the spectrums based on gender:** Despite the differences, G1 is a news reference in all groups, although it tends to be more important among left-leaning men.
- Gender aside, there are two major news portals in each political spectrum. For left-leaning people it is G1 and O Globo, and for right-leaning people it is Record and Jovem Pan.
- A significantly higher percentage of right-leaning women (9.2%) access Band than do left-leaning women (2.9%). The percentage of left and right-leaning men that access Band is quite similar (between 10% and 11%).

Age

Media Outlet	Up to 29 – Left	30–44 – Left	45+ – Left	Up to 29 – Right	30–44 – Right	45+ – Right
Band	3,6%	5,5%	9,6%	9,6%	8,2%	11,2%
CNN Brasil	19%	13,2%	12,2%	12,8%	11,6%	9,7%
Folha de S. Paulo	8,3%	9,9%	10,3%	4,3%	4,1%	3,6%
G1	21,4%	27,5%	21,8%	12,8%	13%	12,8%
Jovem Pan	1,2%	1,1%	3,8%	10,6%	19,9%	13,8%
O Globo	11,9%	24,2%	22,4%	14,9%	6,2%	9,7%
R7	7,1%	4,4%	5,1%	7,4%	9,6%	9,2%
Record	2,4%	3,3%	5,1%	9,6%	17,1%	19,4%
SBT	3,6%	3,3%	3,8%	8,5%	17,1%	14,8%
Terra	0%	9,9%	6,4%	5,3%	4,1%	6,1%
UOL	3,6%	16,5%	16%	4,3%	7,5%	5,6%
Veja	3,6%	5,5%	6,4%	1,1%	4,1%	3,6%

- G1 and O Globo are the main sources of reference among left-leaning individuals. UOL is cited as the third most-referenced media outlet for individuals above the age of 30, but it doesn't have the same importance among younger people. G1 does cut across both political spectrums, but is more favored by the left than the right, where it registers only low percentage levels (12% to 13%), almost half that of left-wing groups.
- On the right, Record, SBT, and Jovem Pan are the main sources of reference, especially among adults over 30. These media outlets have become the main sources of political information for this audience, unlike younger right-wingers who tend to go to more traditional portals like G1 and CNN.
- From a generational standpoint, young people (up to 29 years old) are less polarized as they consume traditional portals such as G1, CNN, and O Globo, in both spectrums. However, from the age of 30 onwards, this polarization intensifies. While the right tends to move toward Record, SBT, Jovem Pan and Brasil Paralelo, the left moves toward G1, O Globo, UOL and Folha. This shows that as individuals get older, they tend to have more limited or restricted informational bubbles.

	Lower left-wing class	Middle left-wing class	Upper left-wing class	Lower right-wing class	Middle right-wing class	Upper right-wing class
Economic Class						
Band	6,8	7,9	6,4	10,8	6,8	13,5
CNN Brasil	19,7	10,5	21,1	12,8	9,7	14,2
Folha de S. Paulo	16,3	7,2	15,6	1,4	1,4	7,4
G1	21,1	23	28,4	14,9	11,1	14,2
Jovem Pan	3,4	3,3	1,8	20,3	15	18,2
Metrópoles	12,2	4,6	6,4	6,1	3,9	10,1
O Globo	12,2	23,7	22	4,7	10,1	10,8
Record	10,9	3,3	4,6	20,3	16,9	17,6
SBT	6,1	3,3	2,8	17,6	15	18,2
UOL	10,2	10,5	22	4,1	6,8	6,1

- G1 and CNN Brasil cut across both political spectrums, especially among the middle and upper classes.
- The upper and middle right-wing classes consume content more evenly across online news portals and TV, while the lower right-wing class consumes more content on popular television channels (Record, SBT, Jovem Pan).
- On the left, the upper classes prioritize news portals such as G1, O Globo, UOL, and CNN, while lower classes are more diversified and also consume content from Record, SBT, and Band.
- O Globo, UOL, and G1 have greater penetration among left-leaning profiles.
- Jovem Pan and SBT are symbols of right-wing consumption, indicating ideological loyalty and a preference for these television formats.

Media Outlet	Low education level - Left	Average education level - Left	High Education level - Left	Low education level - Right	Average education level - Right	High education level - Right
Band	4,3	8,7	6,8	3,1	6,6	15,4
BBC Brasil	2,9	1,7	8,9	1,5	1,6	3,7
Brasil de Fato	4,3	0,9	2,7	0	0	0,5
Carta Capital	1,4	2,6	9,6	0	0	1,1
CNN Brasil	7,1	11,3	19,9	6,2	8,2	15,4
Exame	2,9	2,6	2,7	0	2,7	6,9
Folha de S. Paulo	1,4	4,3	17,8	3,1	1,6	6,4
G1	4,3	25,2	30,8	12,3	9,3	16,5
IstoÉ	1,4	0,9	5,5	4,6	1,6	1,6
Jovem Pan	2,9	3,5	1,4	4,6	12,6	21,3
O Globo	5,7	22,6	25,3	10,8	10,4	8,5
Record	4,1	6,1	4,1	9,2	18	17,6
R7	1,4	6,1	6,8	9,2	7,7	10,1
SBT	4,3	2,6	4,1	6,2	14,8	16,5
UOL	2,9	10,4	19,9	4,6	6	6,4
Veja	1,4	3,5	8,9	1,5	1,6	5,9

- The convergence between education level and political spectrum reveals specific patterns of information consumption. In general, **the higher the level of education, the greater the diversity and intensity of media outlets, which tends to be more evident on the left.**
- G1 is the most cited news outlet across all education levels, reaching 30.8% among high education levels on the left, and slightly less among high education levels (16.5%) and low education levels (12.3%) on the right.
- O Globo also stands out, especially among the high and average education levels on the left.
- Media outlets like CNN Brasil and UOL are quite popular among left-wing groups, but their percentages tend to decrease with lower education levels.
- The consumption of CNN and G1 by the right is moderate and more limited to high education levels.

- Jovem Pan is becoming one of the more consumed media outlets on the right, with a strong presence among those with high (21.3%) and medium (12.6%) education levels, but is much less prevalent on the left.
- Record and R7 have some readership among low education levels on the right.
- Overall, people with low levels of education from both political spectrums consume most of their content from a small number of wide-reaching media outlets, with lower intensity of consumption. The higher education levels, especially on the left, consume content from a more diverse range of outlets.

3.2
MOST IDEOLOGICALLY DRIVEN PORTALS AND WEBSITES

⚤ Gender

- **Right-leaning women** prefer right-leaning television channels and websites, such as Poder360, Brasil Paralelo, Record, O Antagonista, SBT, Jovem Pan, Band, and R7, which combine popular media with conservative narratives. **Right-leaning men** prefer right-wing programs mainly from Brasil Paralelo, Record, SBT, and Jovem Pan.
- **Left-leaning women** get most of their information from news media outlets such as IstoÉ, Carta Capital, Pragmatismo Político, G1, O Globo, Folha, and UOL, demonstrating a greater preference for reputable and institutionally credible publications. **Left-leaning men** consume a more diversified number of sources, turning to more alternative and ideologically-driven media outlets such as Carta Capital, Brasil de Fato, Brasil 247, Diário do Centro do Mundo, and ICL, which is evidence of their greater engagement with alternative information.

👪 Age

- **Brasil Paralelo** is becoming a defining right wing media outlet, with a **7% consumption rate across all age groups**, and virtually no consumption by the left.
- Other news portals such as Jornal da Cidade Online, O Antagonista, Gazeta do Povo, and Brasil Sem Medo follow the same pattern: consumption by the right and virtually no consumption by the left.
- **The ideological media outlet most frequently cited on the left is Carta Capital (between 4% and 6%), particularly among older readers.**

- Conversely, BBC Brasil, Carta Capital, Brasil de Fato, Diário do Centro do Mundo, Pragmatismo Político, and ICL are largely consumed by the left, reinforcing ideological information bubbles by age group.
- The consumption of more polarized media outlets increases with age, indicating a consolidation of greater interest among older people.

Economic Class

- There is a large consumption of conservative media outlets such as Brasil Paralelo and O Antagonista by the **right**. With regards to Brasil Paralelo, it is consumed by all economic classes (between 6 and 9%), particularly the middle class.
- For **large, right-leaning media outlets** like Rede TV and Jovem Pan, the scenario is different for lower classes on the right: there is greater penetration and higher consumption.
- There is greater diversity among the **left** and an increased use of ideological news portals among the upper classes. Carta Capital is a frontrunner with 8.3% among economic classes A/B. This type of media has very low consumption among the lower classes on the left, indicating this group's preference for consuming more traditional media than ideologically aligned ones.

Education Level

- **High education levels on the left are associated with analytical and opinion-based media outlets with left-leaning agendas** such as **Carta Capital, Revista Fórum, Brasil de Fato, and Diário do Centro do Mundo**. This highlights the link between education and the consumption of ideological information. It is important to note that although these media outlets are mentioned, they have an insertion rate below 5%, except for Carta Capital, which reaches 10% among high education levels.
- **Brasil Paralelo stands out among the most educated on the right** (9% among high education levels and 6% among average education levels), highlighting this media outlet's strong ideological influence.
- **Jovem Pan has a large following among high education levels on the right (21%), a rate five times greater than low education levels on the right.**

METHODOLOGICAL APPENDIX

Methodology and profile sample

Method
Opinion poll (survey) using probabilistic sampling of a quantitative-qualitative nature, national sample.

Data Collection
Survey conducted by telephone via mobile application using a structured questionnaire **(conducted by IDEIA)**

Target Audience
Men and women residing in Brazil who are 18 years of age or older.

The research participants were selected based on the probability proportional to size (PPS) method. Proportionality was defined based on demographic information provided by the Continuous National Household Sample Survey (PNAD Contínua 2024) and the 2022 Demographic Census, both conducted by the Brazilian Institute of Geography and Statistics (IBGE).

Application Date
October 10 to 13, 2024

Sample
1,549 interviewes.

The selection technique was a stratified random sampling with the following quotas: **(a) sex, (b) age, (c) region, and (d) class. This followed the distribution observed by the IBGE.** Data was not post-stratified using the Propensity Score technique.

Quotas varied according to population distribution and region

Gender: Male and Female

Age Groups: 18-24, 25-34, 35-44, 45 or older;

Regions: North, Northeast, Southeast, South and Midwest

The proportions of the variables are defined based on the PNAD Contínua 2024 and Census 2022 (IBGE) surveys, according to the object of study.

Margin of Error
There is a 95% confidence level with a maximum margin of error of plus or minus 2.5 percentage points.

Political Viewpoint Breakdown

The people in the survey identified as holding one of the following positions on the political spectrum: "right," "far-right," "center," "left," "far-left," "don't know," "prefer not to say."

After analyzing the data, we decided to group the right and far-right into one single block (called the right), and did the same with the left and far-left (called the left). This was done because the number of respondents in the two ideological poles was small in relation to the total sample.

Political Viewpoint Breakdown		
Political Position	**No. People**	**%**
Far-Left	65	4.2%
Left	266	17.2%
Center	174	11.2%
Right	390	25.2%
Far-Right	46	3.0%
Don't Know	340	21.9%
Prefer Not to Say	268	17.3%
TOTAL	**1549**	**100%**

Political Viewpoint Breakdown		
Regrouped political positions	**No. People**	**%**
Left (Left + Far-Left)	331	43.20%
Right (Right + Far-Right)	436	56.80%
Total	**767**	**100%**

The sample size for this analysis, which includes both right and left-wing individuals, is 767 people. We excluded the individuals from our sample who identified as centrists, did not know, or preferred not to say.

⚥ Gender Breakdown

Respondents		
Gender	**Number of People**	**%**
Women	808	52.20%
Men	741	47.80%
TOTAL	1,549	100%

Respondents		
Group	**Percentage**	**No. People**
Right-leaning women	25.50%	196
Left-leaning women	22.80%	175
Right-leaning men	31.30%	240
Left-leaning men	20.30%	156
TOTAL	**100%**	**767**

👪 Age Breakdown

Respondents		
Age Group	**No. People**	**%**
29 or under (younger)	383	24.70%
Between 30 and 44 (adults)	468	30.20%
45 and above (older)	698	45.10%
TOTAL	1,549	100%

🌐 Economic Class Breakdown

The data for economic classes was initially collected based on the following categories: **Class A: 43 respondents; Class B: 343 respondents; Class C: 731 respondents; Classes D/E: 432 respondents**
For the purposes of this report, these classes were regrouped into three broad socioeconomic categories:
1) Upper Class: A + B (n = 386)
2) Middle Class: C (n = 731)
3) Lower Class: D/E (n = 432)
This reclassification helped when conducting our comparative analysis between economic groupings and allowed for greater contrast in the data interpretation.

Respondents		
Economic Class	**No. People**	**%**
A/B (upper classes)	386	24.90%
C (middle class)	731	47.20%
D/E (lower classes)*	432	27.90%

The low representation of classes D and E reflects the fact that the vast majority of this income bracket did not know or preferred not to say (a total of 245 respondents). A further 36 people who identified as middle-income earners were not included in this bracket. The total number of people in the sample who identified as economic class D/E was 432. This may affect some comparisons due to the lower statistical measurement of the group, less interpretative bias of the specific universe, and greater difficulty in generalization.

Respondents		
Economic Class	**No. People**	**%**
Upper right class	19.30%	148
Upper left class	14.20%	109
Middle right class	27%	207
Middle left class	19.80%	152
Lower right class	10.60%	81
Lower left class	9.10%	70
TOTAL	100%	767

📖 Education Level Breakdown

Respondents		
Education Level	**No. People**	**%**
Low education level	319	21%
Average education level	650	42%
High education level	580	37%
TOTAL	**1549**	**100%**

Low education level: did not attend school, incompleted and completed elementary education, incompleted and completed high school.
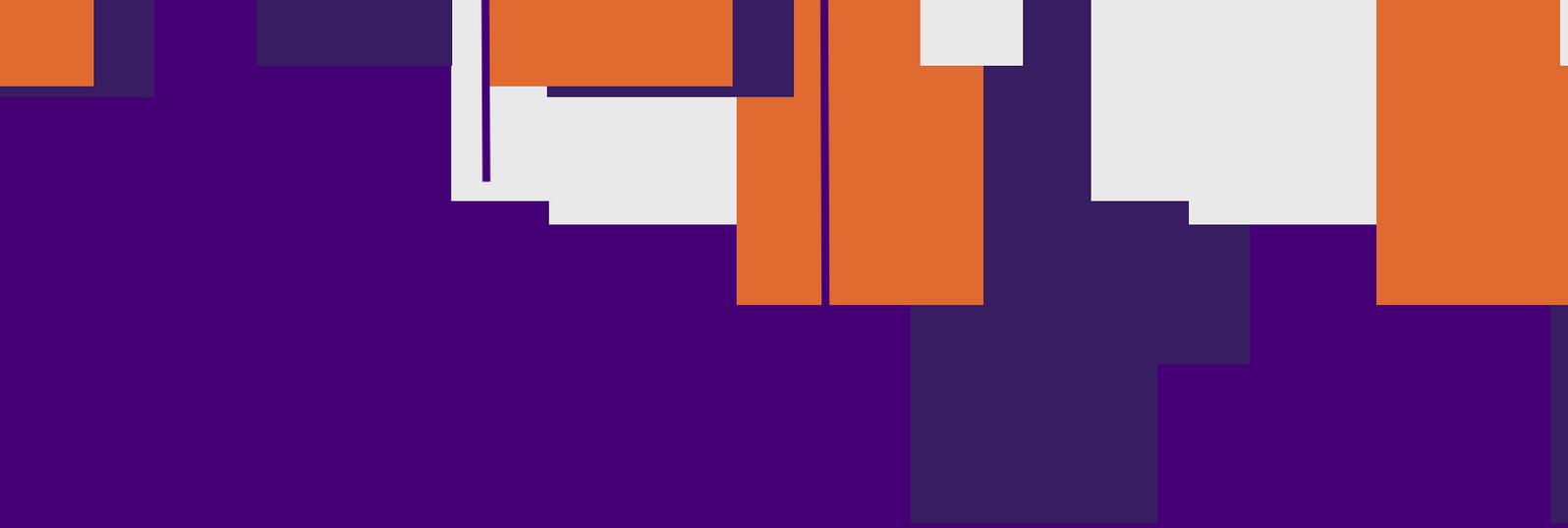
Average education level: incompleted college, completed college.

High education level: incompleted and completed higher education, incompleted and completed postgraduate studies.

ABOUT THE PROJECT

This report is part of the Information Inequalities project. Its main objective is to understand how sociodemographic aspects impact how Brazilians consume digital information. Information habits in these environments are very diverse, and this study seeks to fill a data gap on general trends in the most used formats, most consumed platforms, most frequent sources, and more. The research therefore provides more insight into the choices and preferences that people from different social and cultural backgrounds have, and how inequalities may explain certain digital habits.

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