



## Nowadays Mexicans **trust** **MORE** on the **internet:** IFT

### SUMMARY

After the outbreak of the COVID-19 pandemic around the world, Mexico had to take actions to protect its population by implementing lockdown measures and home office options. This fact allowed many people to start using technology and communication platforms in their everyday activities.



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In Mexico, the regular use of the internet was not as quick as people expected, however, the Federal Institute of Telecommunications (IFT), through the report: “Implementation, use, and performance of apps and digital tools for shopping and online banking

services, video calls, social media, and governmental procedures in times of COVID-19”, showed that Mexicans now trust more on the use of digital tools to perform their everyday activities.

We can observe that people currently feel more confident using digital tools, as a result of the COVID-19 pandemic.

### The importance of developing online lifestyles



After the implementation of digital contexts in different stages of our life, information and communication technologies became essential for the development of economy and society. Productivity, education, healthcare, and entertainment promoted the infrastructure of communication and the implementation of new technologies, which became indispensable in a society that gets more deeply connected every day.

Nowadays, opening spaces aimed at healthcare, commerce, and work; which are based on digital models is considered as something really important as they encourage the continuity of activities in the midst of a sanitary contingency. However, in the long term, it will have a positive impact due to the popularity of digital platforms.

### The COVID-19 pandemic, the impulse people needed

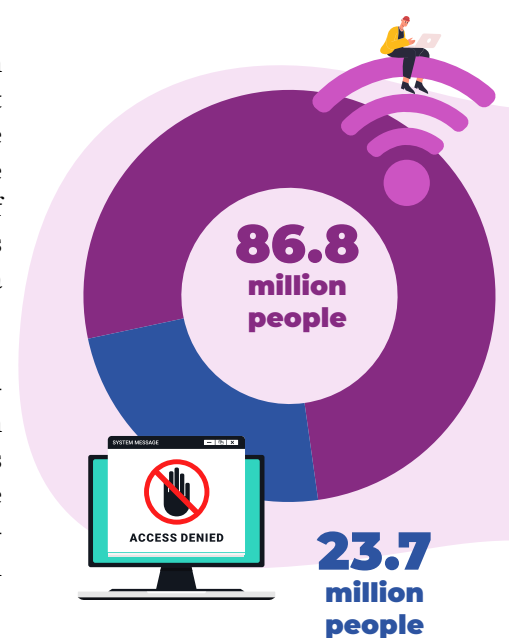
After the outbreak of the COVID-19 pandemic around the world, Mexico had no choice but making decisions to protect the population through the implementation of lockdown and home office. Therefore, many people had to regularly start using technology and communication platforms.

IFT confirmed that nowadays Mexican people trust more on the use of digital tools to buy products and services offered by other users, that is to say, now they feel confident and they trust in electronic commerce. Additionally, people who nowadays trust on digital platforms also started surfing in the cyberspace, as a consequence of sanitary contingency.

### Mexico in numbers

In Mexico we are able to find 86.8 million people on the internet, which means that 76.3% of the population in the country have access to that service. This is a considerable number, and due to that elevated number of users, people still unable to get access to this service have less opportunities to make a change in their lives.

In accordance with data provided by experts from the website Statista, Mexico is in the list of countries whose population spends more time on the internet. In the country, the average online time is 9 hours and one minute, a considerable difference with the global average which is 6 hours and 54 minutes.



### What activities do Mexicans enjoy doing on the internet?



- ▶ Video calls, social media, and chats to keep in touch with family and friends.
- ▶ Online shopping. This activity increased and most people who took the survey mentioned that they prefer buying online to avoid lines and crowded areas.
- ▶ News. It is easier to get real-time updates on the most important facts taking place in specific regions and around the world.
- ▶ Online banking. Since they are available 24/7 and there is not a limited schedule, this service was considered as a complete revelation.

### The lack of connectivity in Mexico

According to the Internet Association in Mexico and The Competitive Intelligence Unit, people with no access to internet in Mexico, that is to say, about 30 million people; 40% of them do not use it because they do not know how to do it, and other 25% do not have enough resources to afford the service.

Another important fact that shows us the importance of encouraging internet access is that at least 87% of people disconnected from the service are people in unfavorable conditions, while 46% of them are over the age of 55.

Getting connected and enjoying that activity is important because it develops skills and it allows us to communicate; but in the meantime, it also increases our productivity. For that reason, Congregación Mariana Trinitaria developed the program “Supportive Contribution to CMT Technology and Connectivity”, whose final objective is to subsidize and provide this service, as well as devices to get connected, in order to encourage welfare development between the families who need help.

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