



**NEW ZEALAND
WORK RESEARCH INSTITUTE**

The impact of lockdown on internet use

WORLD INTERNET PROJECT 2021

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This presentation

- About the World Internet Project

- Sampling methodology

Key findings:

- Divide between users and non-users

- Internet use during (and after) the COVID-19 lockdown

- Internet users' opinions regarding privacy and social media

About the project

- This is the seventh iteration of the World Internet Project (WIP) to run in New Zealand.
- WIP-NZ has built upon the common international questions, adding further detail to various areas such as disability, access and support.
- We also investigate the impact of COVID-19 and the March-April 2020 national lockdown on internet use patterns.

Sampling methodology

- The WIP-NZ 2021 was conducted as a two-stage survey facilitated by Qualtrics.

Stage 1

- To determine the rate of non-users.
- Asked whether respondents were an internet user, or had been in the last three months, while also capturing a small selection of demographic details (age, gender and region).

Sampling methodology

Stage 2

- Respondents were drawn from a range of online panel database providers contacted through Qualtrics as well as random digit dialled CATI respondents.
- Targeted at specific quotas of ethnicity, age and region (with priority in that order) based on New Zealand Census (2018) data to ensure a nationally representative sample.

Our final sample is made up of 2,063 individuals.

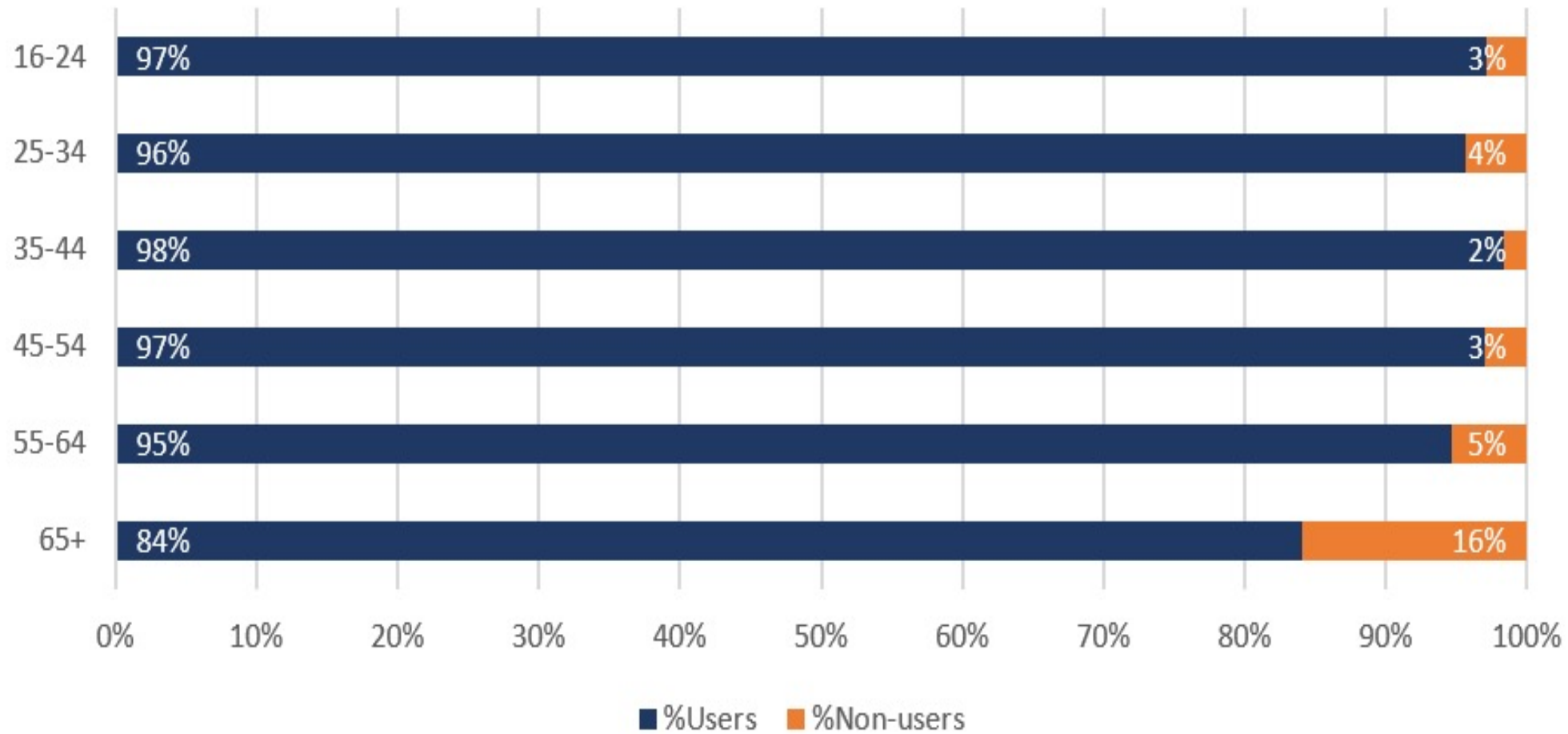
Users vs Non-users

94% of our sample were users, with the remaining 6% non-users

Non-users:

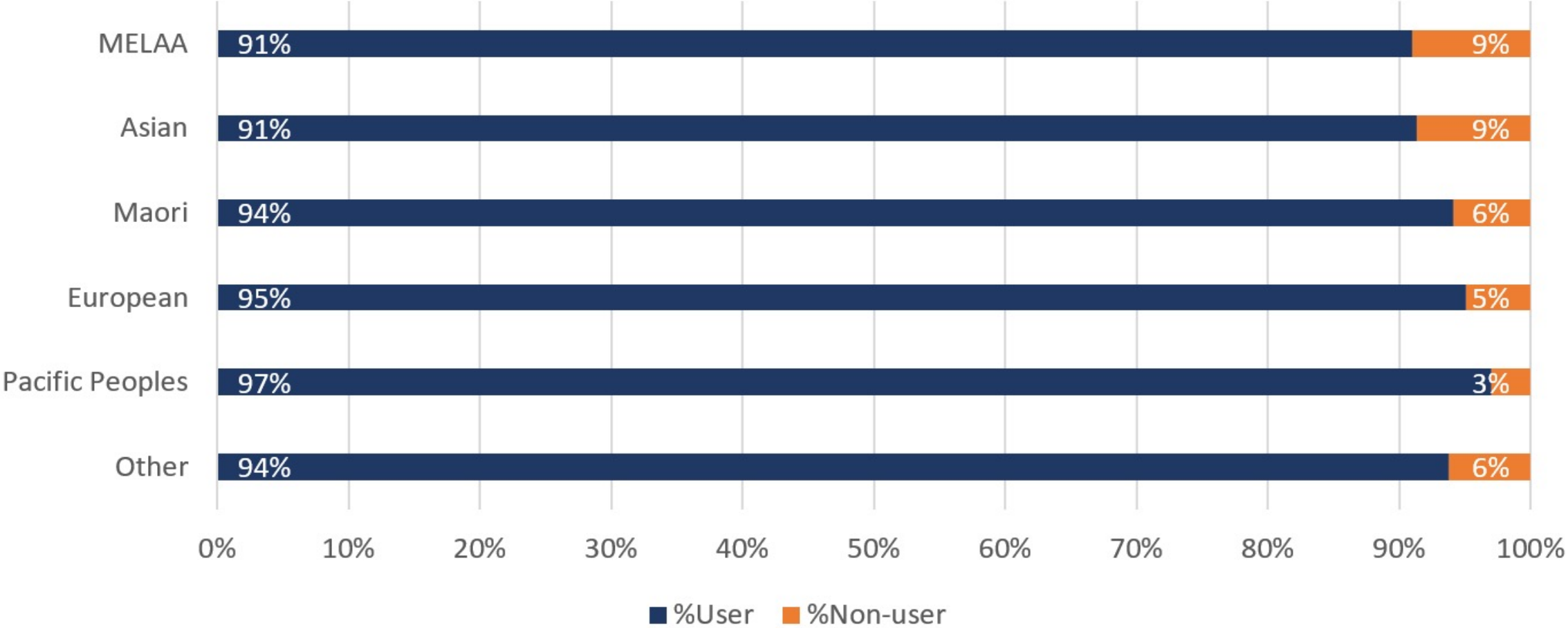
- Never used the internet.
- Previously used the internet but haven't used it in the last 3 months.

Figure 1. Percent of users and non-users by age



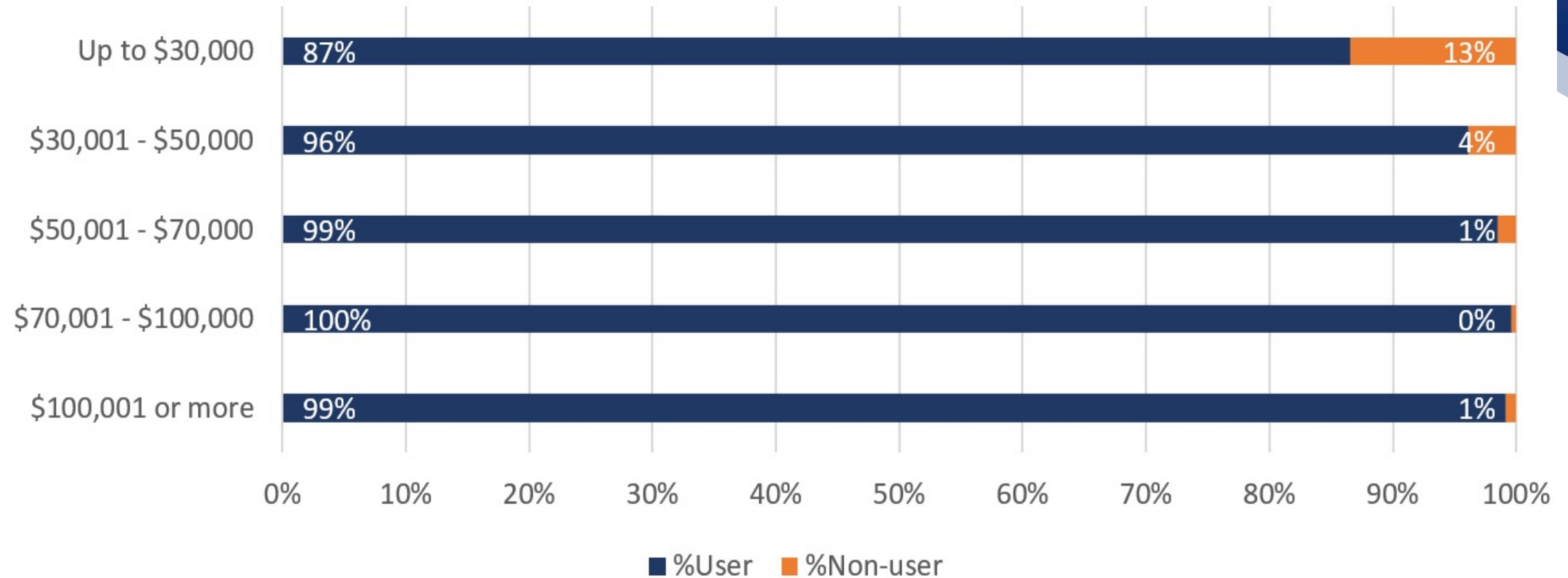
Notes: N= 2,064

Figure 2. Percent of users and non-users by ethnicity



Notes: MELAA = Middle Eastern/Latin American/African. The 'Preferred not to answer' and 'Not applicable' categories were omitted (non-user n=5, user n=3). n= 2,063.

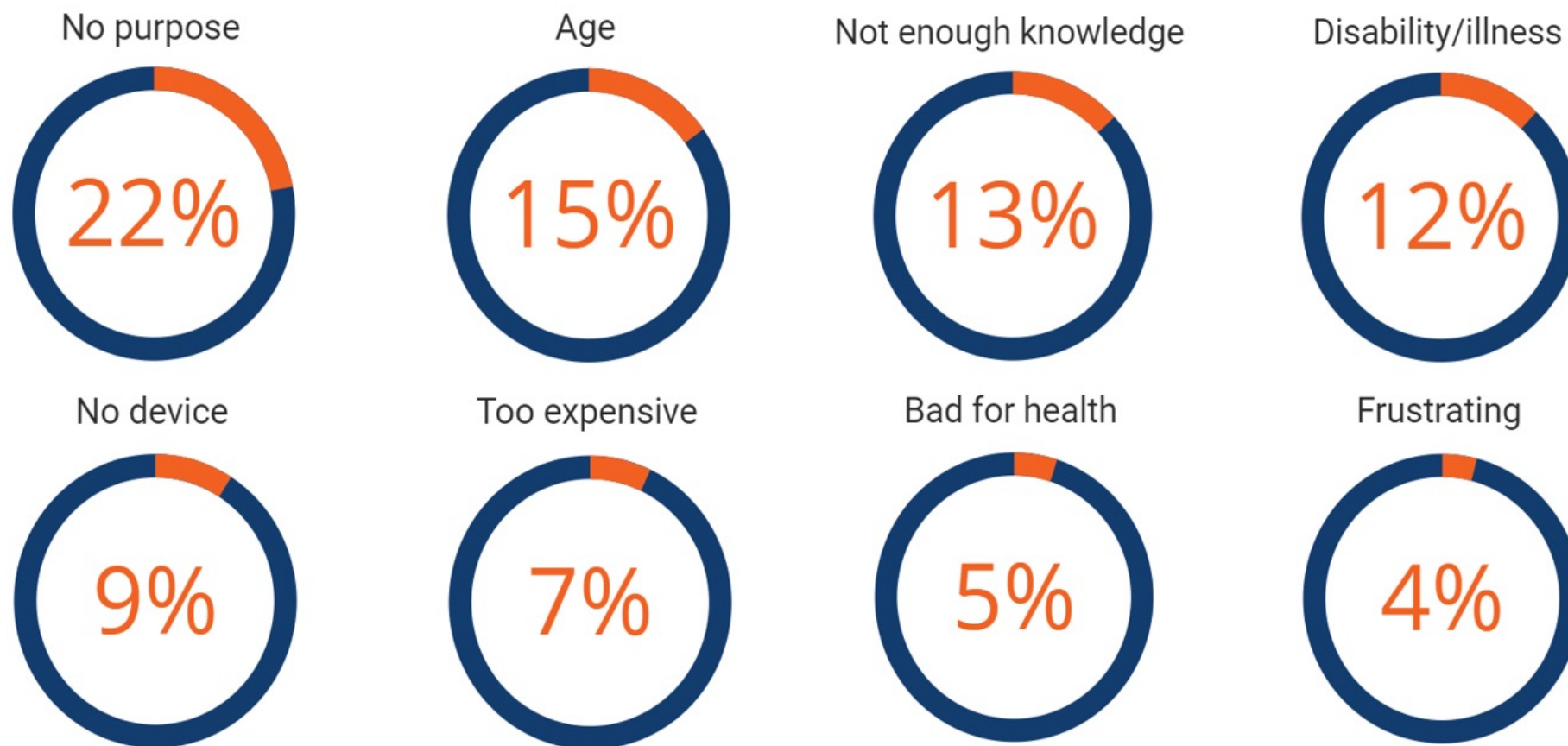
Figure 3. Percent of users and non-users by household income



Notes: Categories 'Don't know' (non-user n=13, user n=101) and 'Prefer not to answer' (non-user n=29, user n=174) were omitted. n= 2,063.

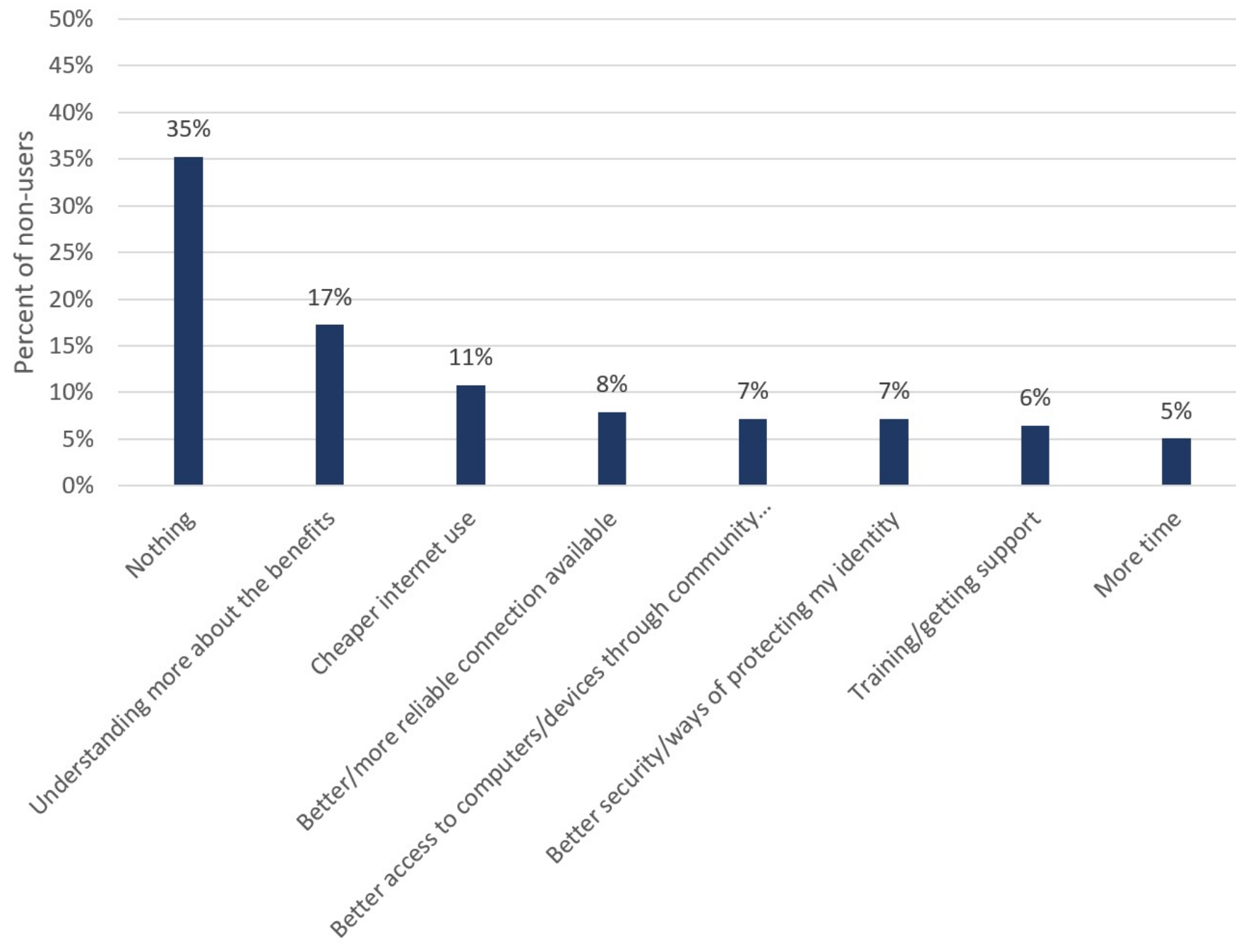
Non-users

Figure 5. Why do you not use the internet?



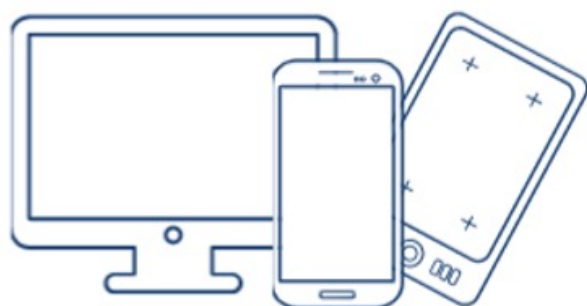
Notes: A total of 163 reasons were given by 94 respondents, as this question allowed up to 6 reasons per respondent. Other reasons given for not using the internet were: no time, not safe and other.

Figure 6. Help needed to become an internet user



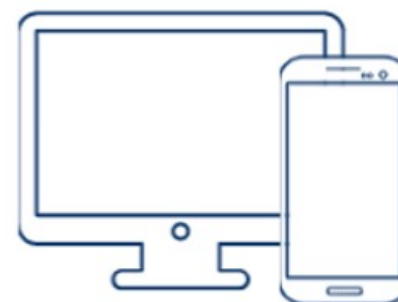
Ways users connect

Figure 8. Use of multiple devices at least once a day



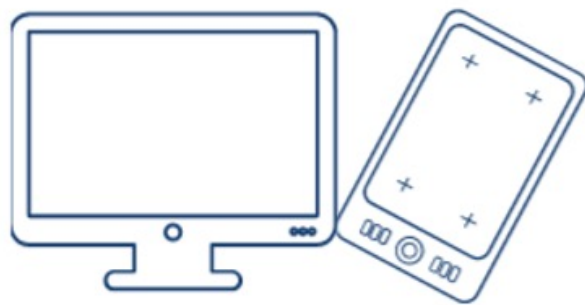
Computer, phone,
tablet/e-reader

29%



Computer, phone

62%



Computer, tablet/e-reader

3%



Phone, tablet/e-reader

3%

Note: n= 1,510.

Using the internet with disabilities

- We used the Washington Group short set of questions
- A total of 339 instances of disability from a total of 232 impaired respondents.

Type of impairment	# of respondents
Difficulty seeing, even if wearing glasses	46 (2%)
Difficulty hearing, even if using a hearing aid	31 (2%)
Difficulty walking or climbing steps	101 (5%)
Difficulty remembering or concentrating	85 (4%)
Difficulty with self-care such as washing all over or dressing	42 (2%)
Difficulty communicating, understanding or being understood	34 (2%)

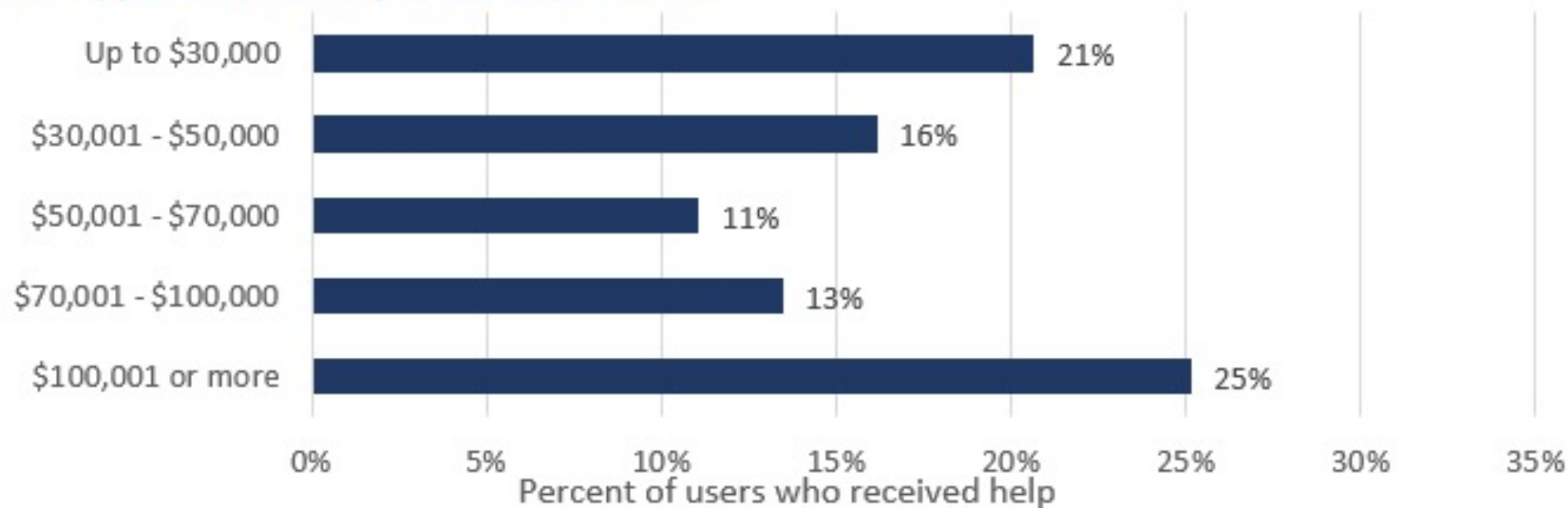
COVID-19

- This year, we included additional questions to investigate the impact of the COVID-19 lockdown on internet use.
- Asked respondents to compare their internet use during and before the lockdown to their current use (at the time of the survey).
- This question was asked for each of the five themes: communication, information, entertainment, transactions, and learning.

COVID-19

17% of users received some form of internet support during the March-April 2020 lockdown.

Figure 16. Support received by household income



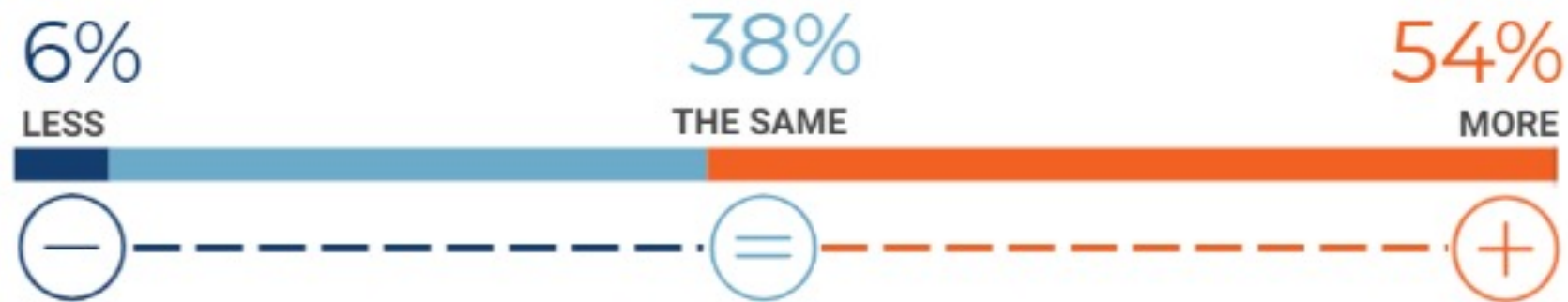
Note: n=334

Communication

My use BEFORE lockdown compared to my use now...



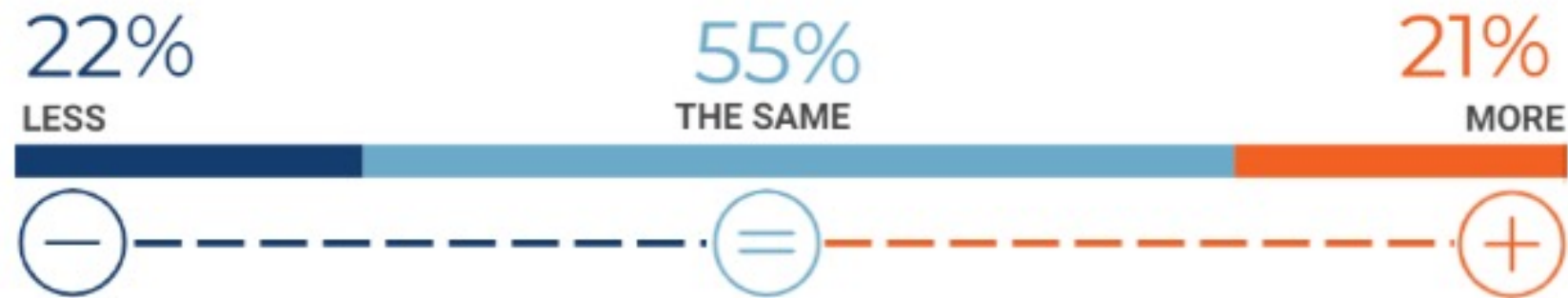
My use DURING lockdown compared to my use now...



Notes: 'Less' includes 'A little less' and 'A lot less'; 'More' includes 'A little more' and 'A lot more'. 'Don't know' and 'Prefer not to answer' responses are omitted, they make up 1% and 0% of the sample, respectively. n=1,964.

Information

My use BEFORE lockdown compared to my use now...



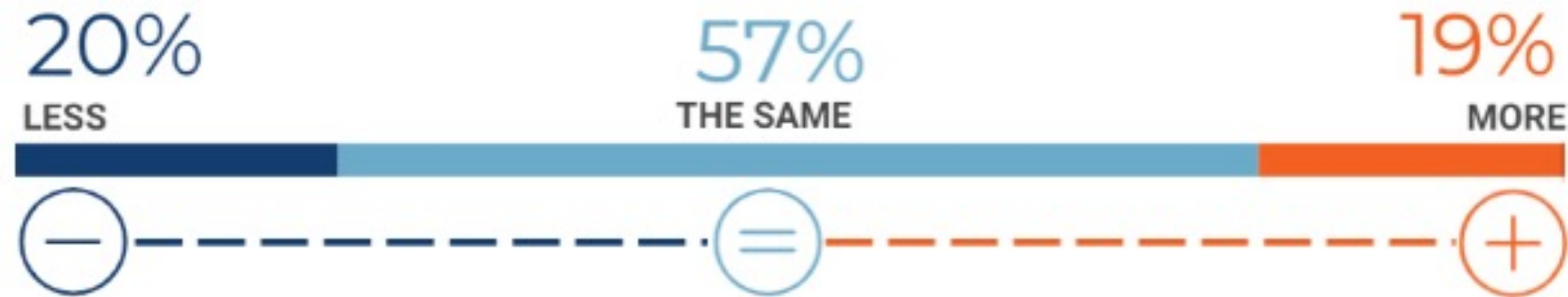
My use DURING lockdown compared to my use now...



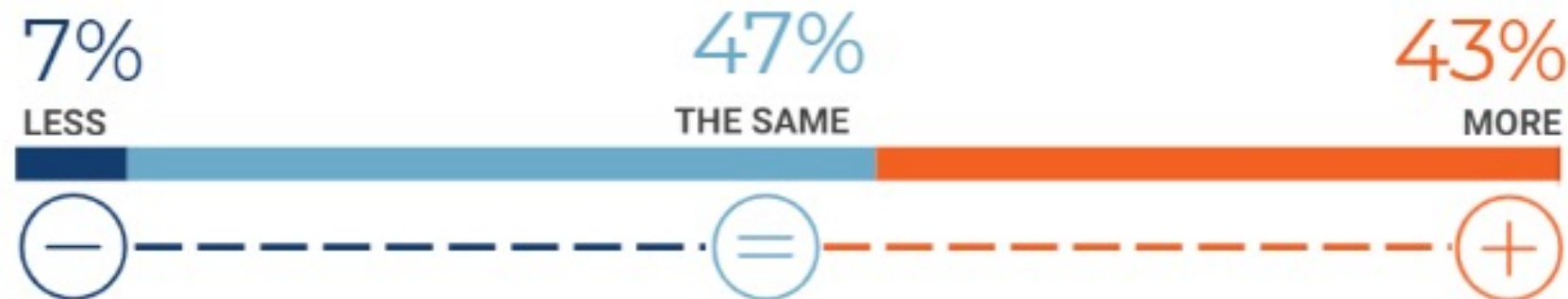
Notes: 'Less' includes 'A little less' and 'A lot less'; 'More' includes 'A little more' and 'A lot more'. 'Don't know' and 'Prefer not to answer' responses are omitted, they make up 2% and 1% of the sample, respectively. n=1,964.

Entertainment

My use BEFORE lockdown compared to my use now...



My use DURING lockdown compared to my use now...



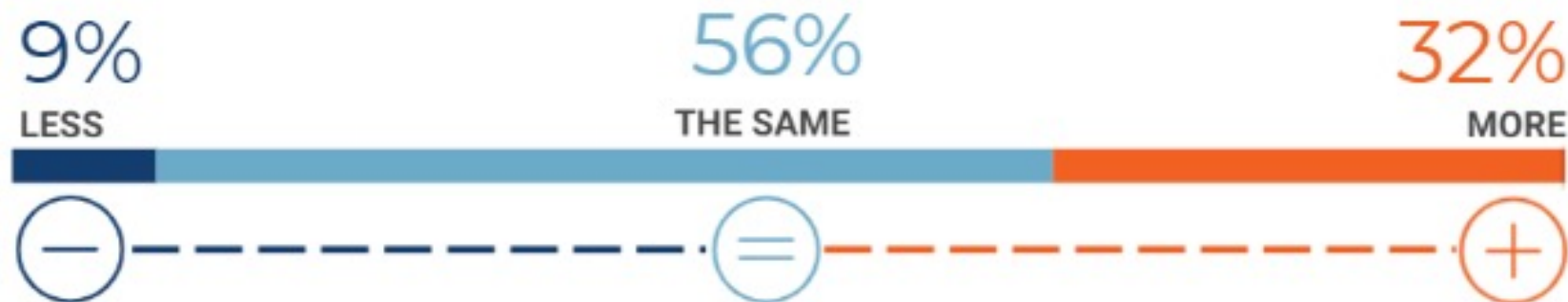
Notes: 'Less' includes 'A little less' and 'A lot less'; 'More' includes 'A little more' and 'A lot more'. 'Don't know' and 'Prefer not to answer' responses are omitted, they make up 3% and 1% of the sample, respectively. n=1,953.

Transactions

My use BEFORE lockdown compared to my use now...



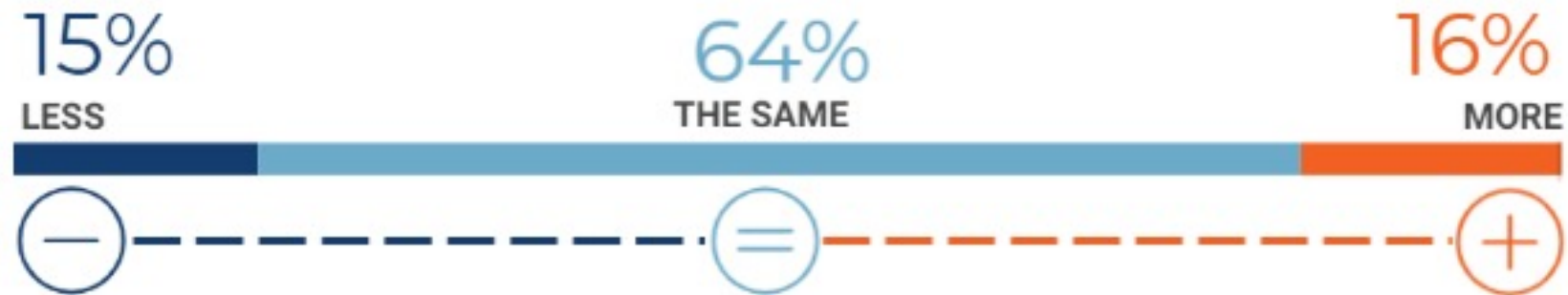
My use DURING lockdown compared to my use now...



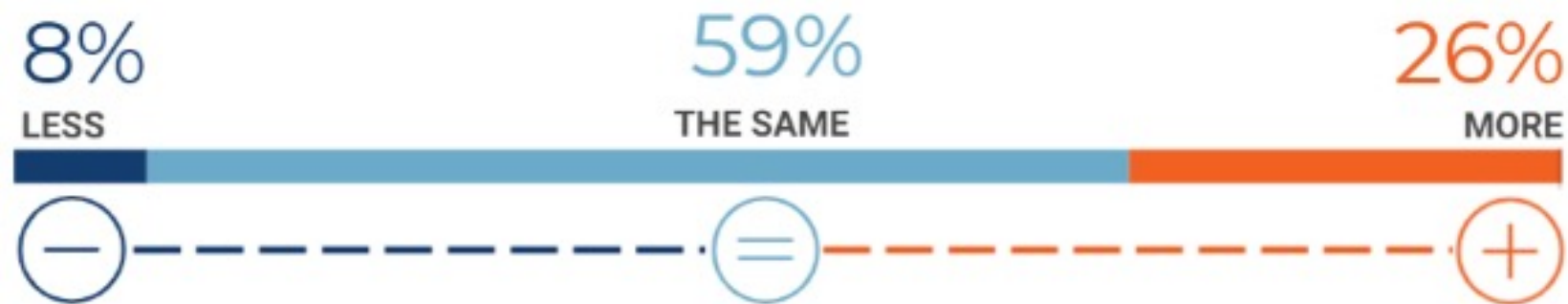
Notes: 'Less' includes 'A little less' and 'A lot less'; 'More' includes 'A little more' and 'A lot more'. 'Don't know' and 'Prefer not to answer' responses are omitted, they make up 3% and 1% of the sample, respectively. n=1,964.

Learning

My use BEFORE lockdown compared to my use now...



My use DURING lockdown compared to my use now...



Notes: 'Less' includes 'A little less' and 'A lot less'; 'More' includes 'A little more' and 'A lot more'. 'Don't know' and 'Prefer not to answer' responses are omitted, they make up 5% and 1% of the sample, respectively. n=1,964.

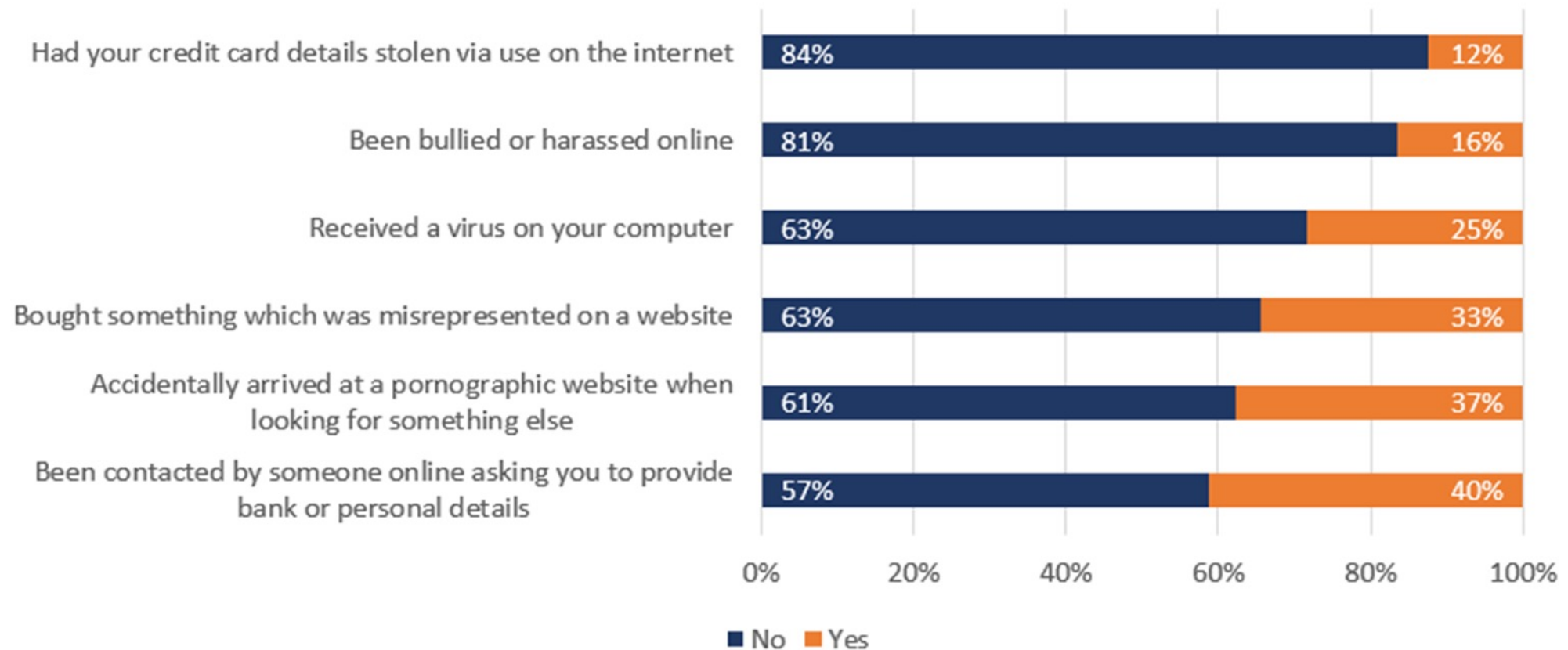
COVID-19

Top things users did for the first time in each internet use theme.

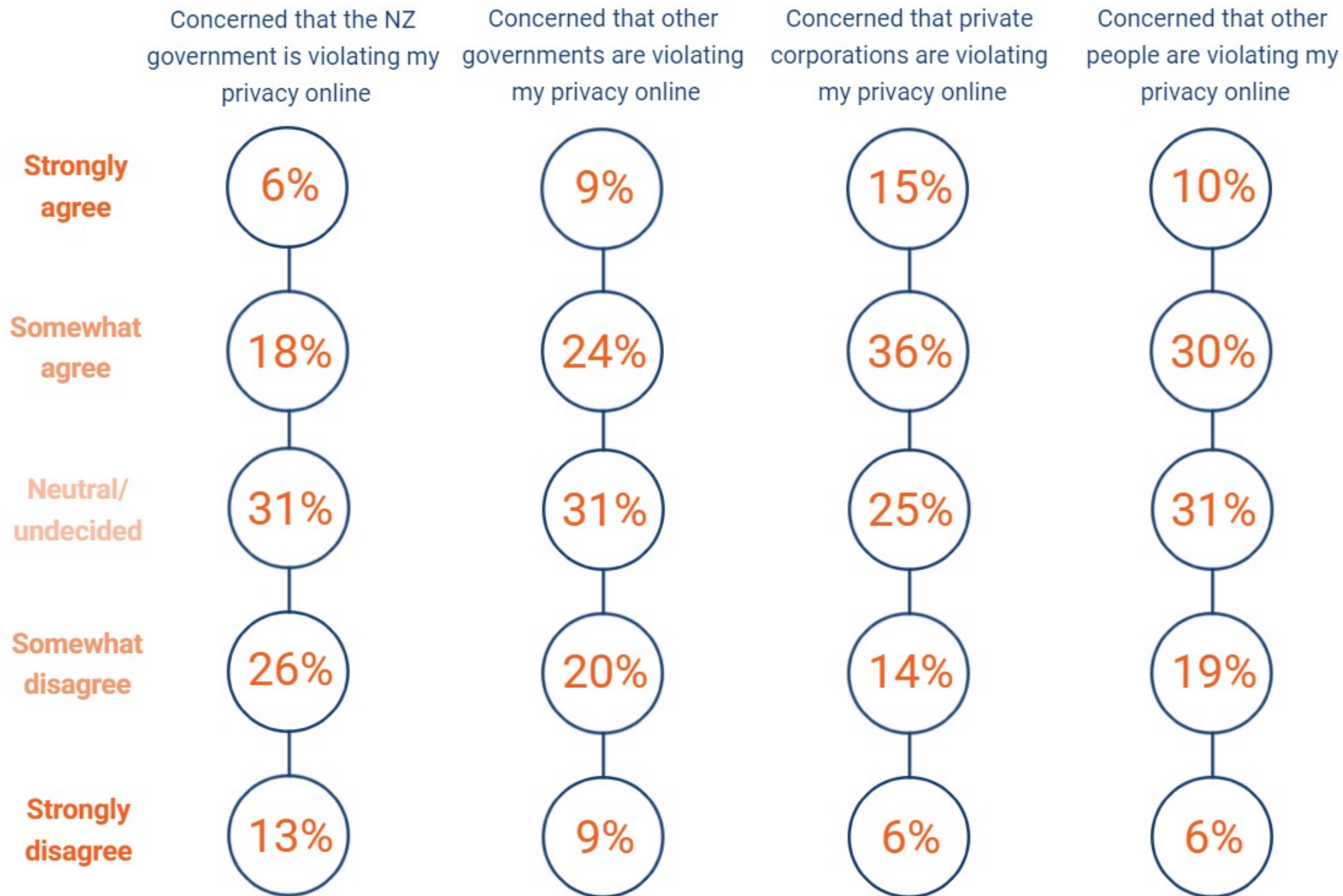
Theme	Type of activity	% of respondents
Communication	Make/receive voice or video calls over the internet.	19%
Information	Look for news	17%
Learning	Find or check a fact	16%
Transactions	Buy things online	14%
Entertainment	Play games online	13%

Internet privacy

Figure 22. Negative experiences on the internet



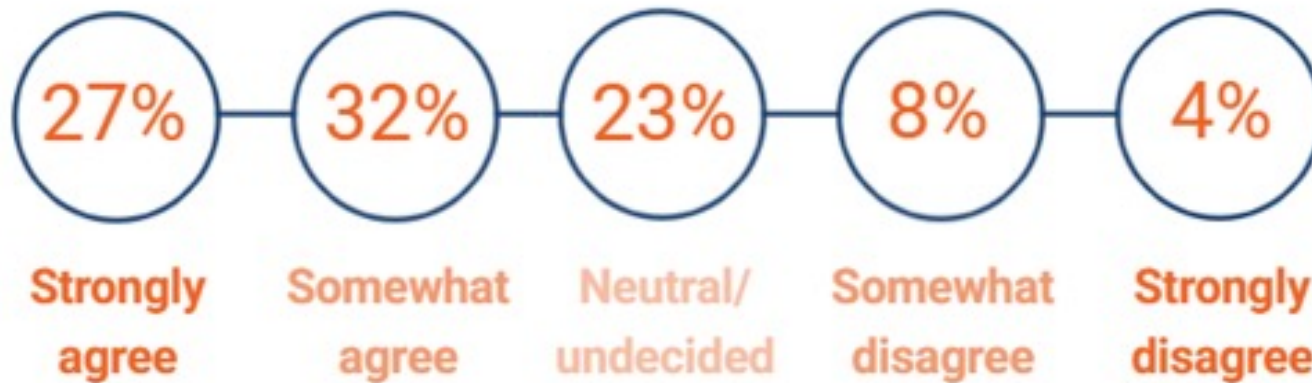
Note: Don't know' and 'Prefer not to answer' responses are omitted, they make up between 0% and 11% of each item. For each item n= 1,964.



Social media

- Almost 60% of respondents stated that social media companies like Facebook, Twitter and TikTok ought to be more strongly regulated than they are now.

Figure 31. Internet companies should be more strongly regulated than they are now



- 30% of respondents believe that these companies have made the world a worse place.



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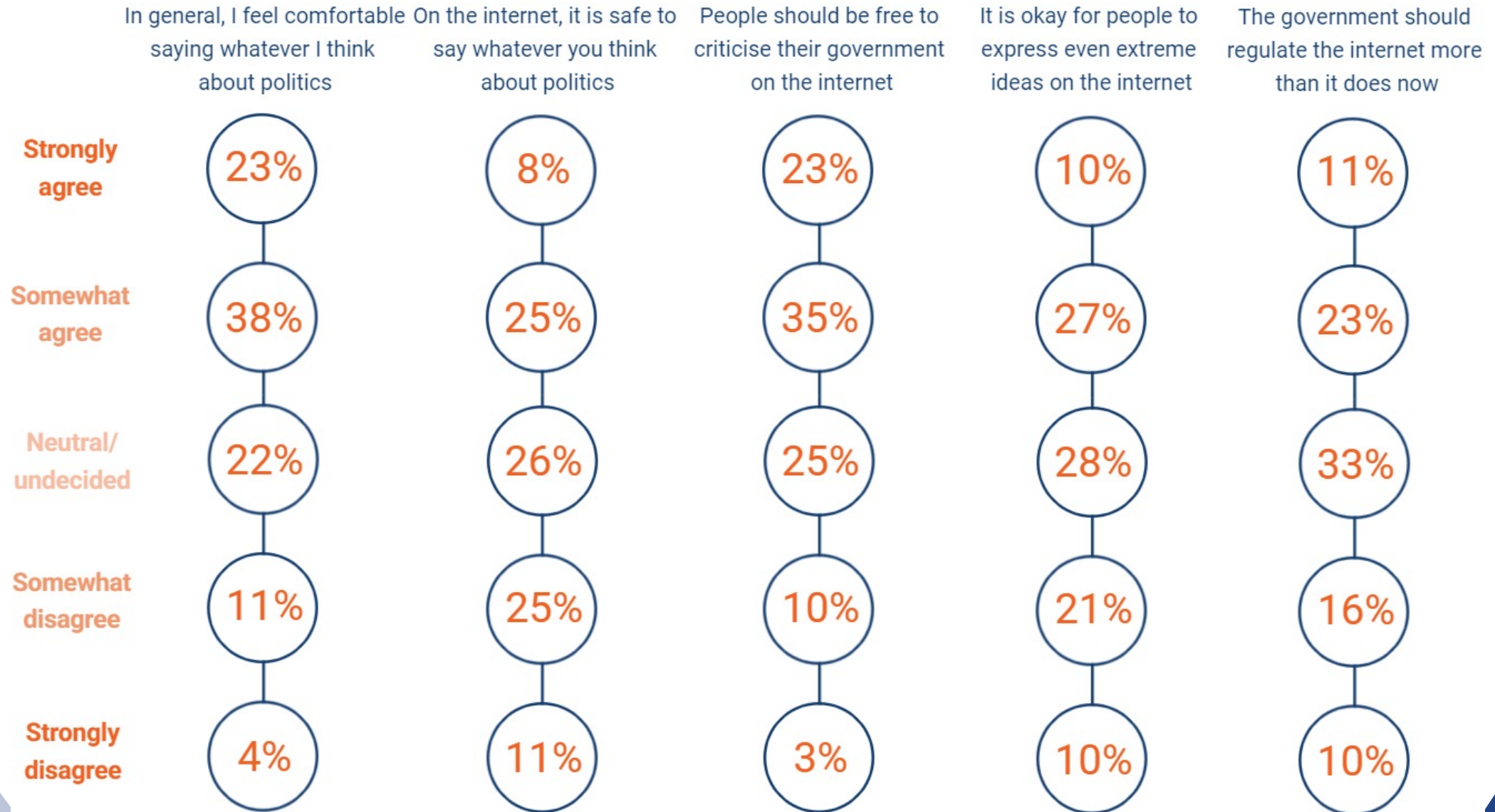
Thank you



Read the report online [here](#).

Contact Details: Alexandra Turcu
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Politics online



Sample statistics

- 61% of our sample were female, 38% were male and 1% preferred not to answer.

Users and non-users by gender

