



# **AFTERACCESS: ICT ACCESS AND USE IN INDIA AND THE GLOBAL SOUTH**

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A REPORT BASED ON NATIONALLY REPRESENTATIVE  
SURVEYS OF HOUSEHOLDS AND INDIVIDUALS  
CONDUCTED BY DIRSI, LIRNEASIA AND RESEARCH  
ICT AFRICA

LIRNEASIA, AUGUST 2018





The research reported here was conducted by LIRNEasia, an ICT [information and communication technology] policy and regulation think tank working in the Asia-Pacific. LIRNEasia has been active in India since 2005, conducting both demand- and supply-side research as well as advocating for policy changes in the telecom sector on issues ranging from USO reform to ADC removal, and more.

For more information, visit [lirneasia.net](http://lirneasia.net) or follow at [@LIRNEasia](https://twitter.com/LIRNEasia).

The AfterAccess surveys are conducted by pro-poor sister-networks across the Global South with support from the International Development Research Center (IDRC) of Canada and the Swedish International Development Cooperation Agency (SIDA).

Our surveys are nationally representative and use methodology that is comparable across the countries. This currently includes completed surveys in 18 countries: six in Asia, seven in Africa, and five in Latin America. An additional four countries are being surveyed at present, making it the most comprehensive database on mobile phone and Internet access and use in the Global South. The currently available data was collected via 90-minute face-to-face interviews with 38,005 households and individuals, and allows for disaggregation by gender, rural or urban setting, and age among other factors. Data from 16 of the first 18 countries are presented in this report.

The research for this report was conducted between April 2017 and February 2018 by LIRNEasia in Asia, Research ICT Africa ([researchictafrica.net](http://researchictafrica.net)) in Africa and DIRSI ([dirsi.net](http://dirsi.net)) in Latin America.

For more information visit [afteraccess.net](http://afteraccess.net) or follow at [@AfterAccess](https://twitter.com/AfterAccess).

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Colombo: LIRNEasia

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# highlights

- 61% of Indians aged 15-65 own mobile phones
- Just 28% of these phones are smartphones, 16% feature phones, and the majority (55%) are basic phones, therefore have no internet capability
- There is a 22% gap between urban and rural populations in mobile ownership, the largest gap among the Asian countries studied
- 65% still don't know what the Internet is; 81% claim not to use it
- Just 15% use social media
- 9% of Indian social media users report being bullied online; 7% report being faced with inappropriate or offensive material
- India performs best in Asian countries on platform use; mostly e-commerce, transport and ticket/appointment platforms are being used.

# about the study

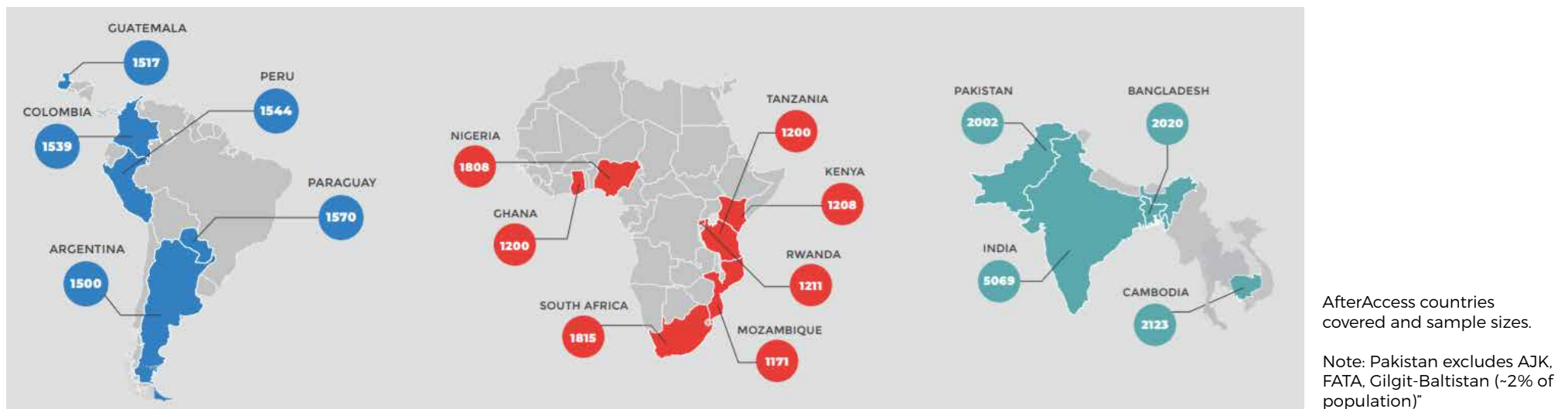
## About AfterAccess

AfterAccess is a series of surveys of how individuals in 20+ countries of the Global South access and use ICTs. The surveys were conducted between April 2017 and February 2018 in 18 countries in Asia, Africa and Latin America via 38,005 face-to-face household and individual interviews lasting 90-minutes each. More countries are currently being added to the list.

The objective of this global effort is to collect a range of household and individual data that can offer much greater insight into the demand-side barriers to digital equality, and in this way provide far more comprehensive national and regional evidence bases to inform policy and regulation. The surveys cover a wide range of topics related to mobile, Internet, social media and other platform use. AfterAccess is uniquely positioned to disrupt the current narratives of homogeneity in mobile and Internet access and use, illustrate the multifaceted challenges faced by the developing world, and identify precise points of policy intervention.

The surveys are nationally representative in each country, for the 15-65 age group, with a confidence margin of 95% and margin of error of approximately +/-3%. That is, **the data can be extrapolated to the 15-65 population in each country**, producing estimates which will be within +/-3% of the actual levels. The methodology and sample sizes allow for disaggregated analysis of urban-rural populations, genders, and socio-economic groups at the national level. Comparable methodology and a (predominantly) common questionnaire were used across regions and countries.

The research was conducted by LIRNEasia in Asia, DIRSI in Latin America and Research ICT Africa in Africa.



## AfterAccess in India

In India, 5,000 households and individuals were surveyed from 250 wards and villages in 19 states and 108 districts (all randomly selected).

The fieldwork was conducted in October-November 2017, by an international market research company, with supervision of all field activities by LIRNEasia.

The data are representative of households in India as well as the population aged 15-65, i.e., can be extrapolated to those groups on a national level with statistical confidence. The data can be analyzed with statistical confidence by urban-rural, gender, socio-economic grouping and age groups at a national level. The data cannot be analyzed by state or district level, as the sample was not designed with that intention.

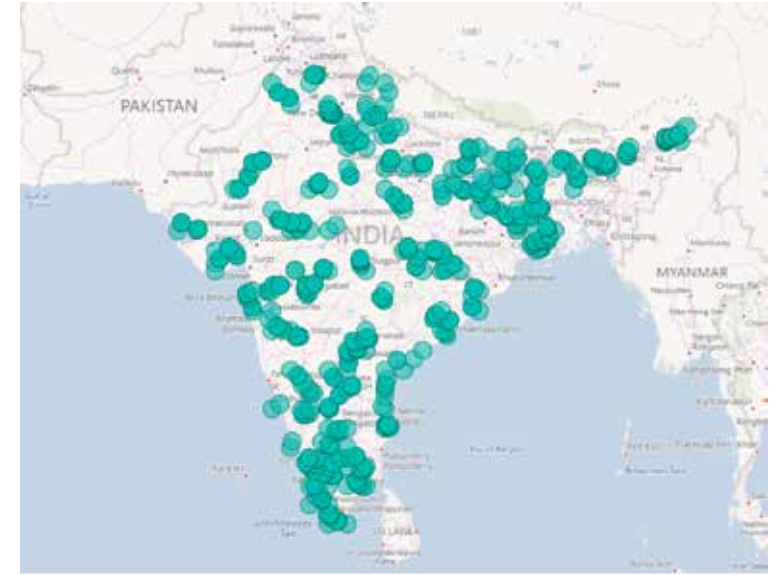
## Sample size determination

The desired level of accuracy was set to a confidence level of 95% and an absolute precision (relative margin of error) of 3%. The population proportion P was set conservatively to 0.5, which yields the largest sample size. The minimum sample size (n) was determined by the following equation:

$$n = \left( \frac{Z_{\alpha} \sqrt{p(1-p)}}{C_r} \right)^2 = \left( \frac{1.96 \sqrt{0.5(1-0.5)}}{0.05} \right)^2 = 384$$

Inserting the parameters for the survey yields the minimum sample size for simple random sampling. Depending on the sampling method for the survey, the minimum sample size will have to be multiplied by the design effect variable.

In the absence of empirical data from previous surveys that would have suggested a different value, the default value of 2 is chosen for the design effect. This yields then, a minimum sample size of 768 per country for households and individuals. The actual sample size for countries was slightly larger than the minimum requirement to compensate for clustering



AfterAccess India sample locations, based on GPS coordinates recorded during fieldwork

effects, and allows for urban/rural disaggregation of data, as well as gender-based disaggregation.

However, in the case of India, given the size and complexity of the country, and the adjustments required to balance sample spread with practical constraints (finite time and resources), the sample size was further increased to 5,000.

## Weighting of data

Two weights were constructed, one for households, and one for individuals. The weights are based on the inverse selection probabilities. The weights gross up the data to national level.

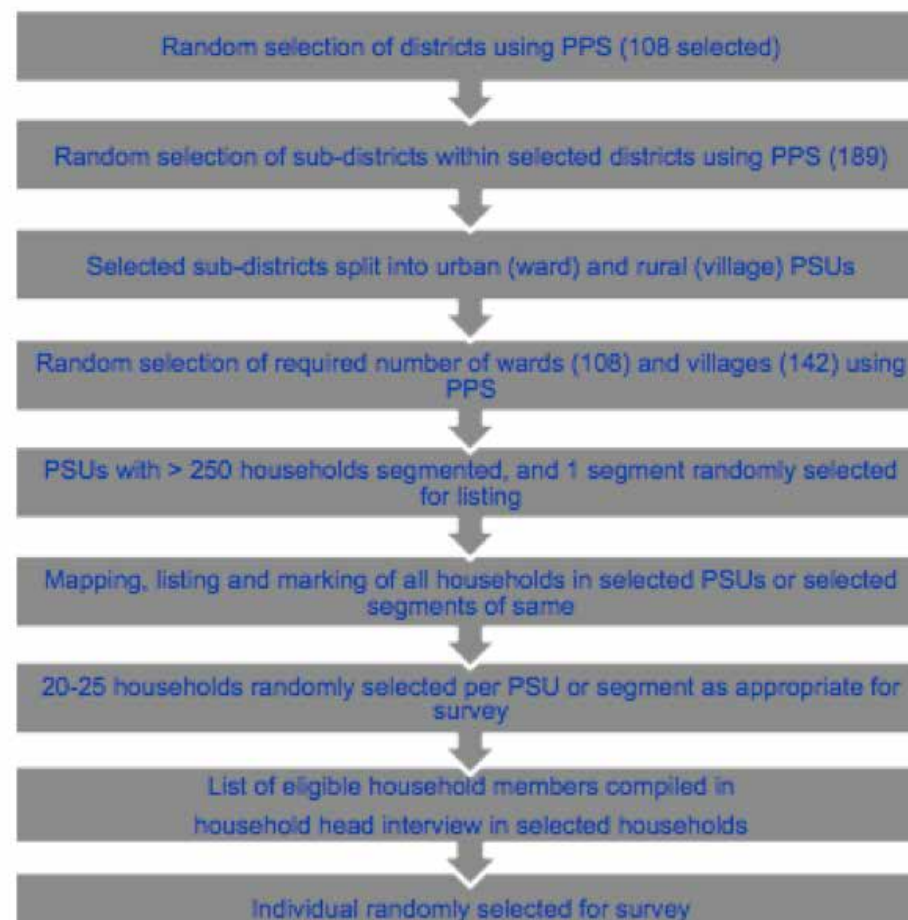
## Sampling and survey methodology

Household and individual surveys were conducted in 5,000 households across India. The sampling methodology has been designed to ensure representation of the target group (population aged 15-65) at a national level with 95% confidence interval and a +/- 3.5 % margin of error. The sample size allows for disaggregation of data by urban-rural, gender and socio-economic classification at the national level.

The method was developed using ward (urban) and village (rural) level data from the 2011 National Primary Census Abstract Data. The sampling process contained several steps, and multiple levels of selection, but at every level of selection, randomness was maintained, thus ensuring representation.

The data was collected using mobile devices, and uploaded and reviewed on a daily basis, with live monitoring of GPS locations of survey teams.

Raw data collected was then weighted using 2017 national population estimates to correct for over- and under-sampling of certain population sub-groups.



AfterAccess India sampling procedure  
PSU= Primary sample unit (ward or village)  
PPS= probability proportionate to size sampling



	GNI Per capita, PPP (constant 2011 International dollars). 2017
Argentina	18,461
Colombia	12,938
South Africa	11,923
Peru	11,789
Paraguay	8,380
Guatemala	7,278
India	6,026
Nigeria	5,326
Pakistan	5,311
Ghana	4,096
Bangladesh	3,677
Cambodia	3,413
Kenya	2,961
Tanzania	2,557
Rwanda	1,811
Mozambique	1,093

## Note on reading this report

The ordering of the survey countries presented in each chart and table of this report is based on descending GNI per capita (Purchasing power parity, or PPP terms), at current international dollars. This is based on World Bank data for the year 2017<sup>1</sup>, as shown in the Table.

Each data table or graph from the survey data is accompanied by the relevant survey question, and a table of sample bases for each tabulation. Where the number of respondents is low, the base is highlighted and where the number of respondents is insufficient for interpretation, the data is excluded.

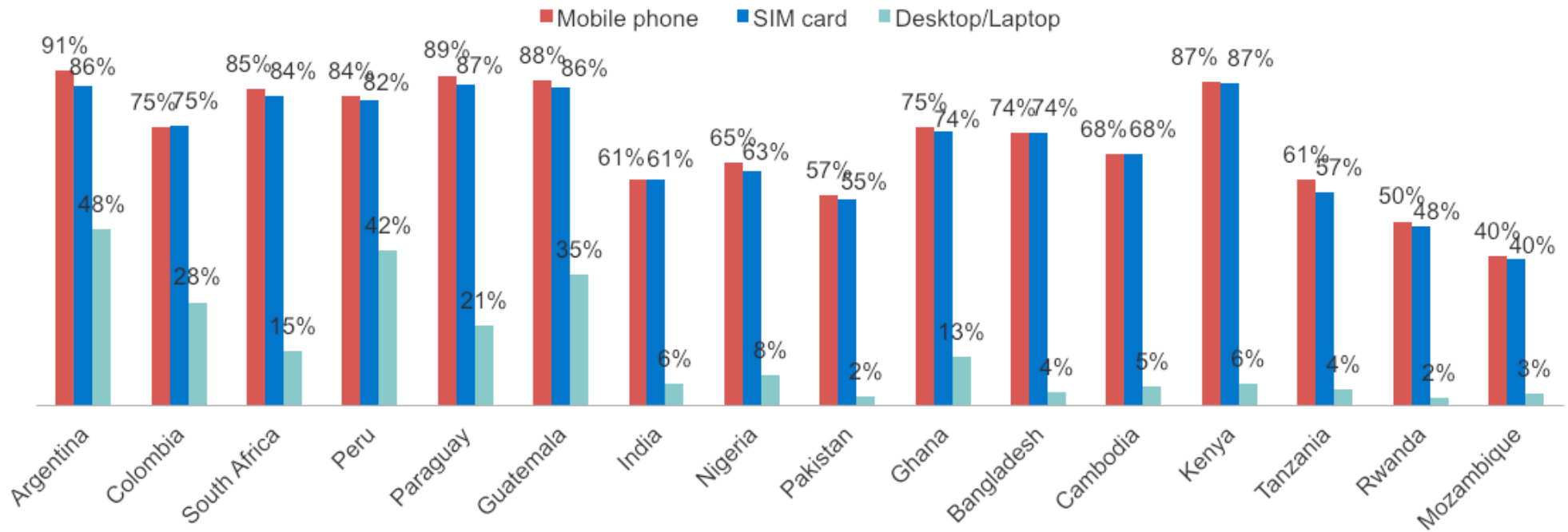
<sup>1</sup> <https://data.worldbank.org/indicator/NY.GNP.PCAP.PP.KD>

# connectivity

# Mobile ownership

Sixty-one percent of Indians aged 15-65 own a mobile phone. Computer use is far behind – no more than 6% of the same population group. India still has a significant urban-rural gap in mobile phone ownership, with rural dwellers 22% less likely to own a mobile than urban – a larger gap than in other Asian country surveyed. India also has the highest gender gap in mobile ownership among the countries surveyed – women in India are 46% less likely than men to own mobiles. Despite this, it is promising that approximately half of Indians between the ages of 15 and 65 who have either below-average or zero income (mostly women and those below 25 years) do own a phone.

**Mobile phone, SIM card, desktop/laptop ownership (% of aged 15-65 population)**



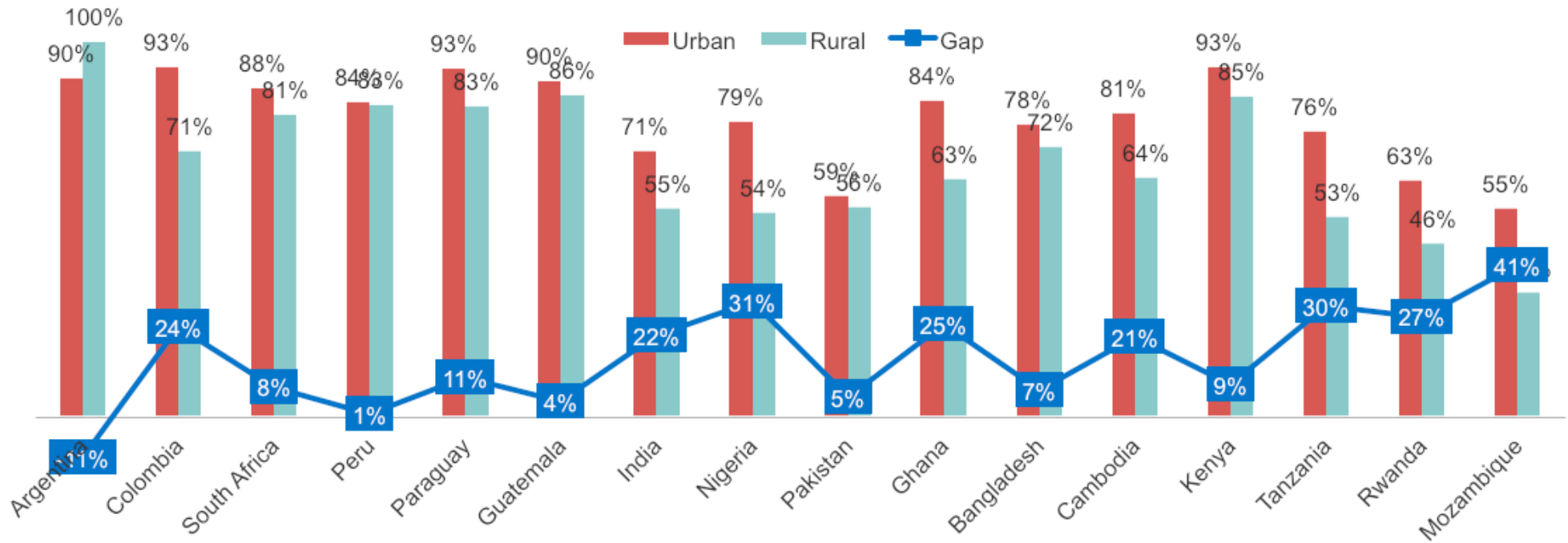
Q1: Do you own a mobile phone?

Q2: How many active SIM cards do you have, (SIM cards that you used in last 30 days)?

Q3: Do you own a personal Desktop computer or Laptop?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
All respondents	1,240	1,425	1,610	1,478	1,357	1,407	5,069	1,706	2,002	1,145	2,020	2,123	1,179	1,102	1,118	1,091

### Mobile phone ownership (% of aged 15-65 population)

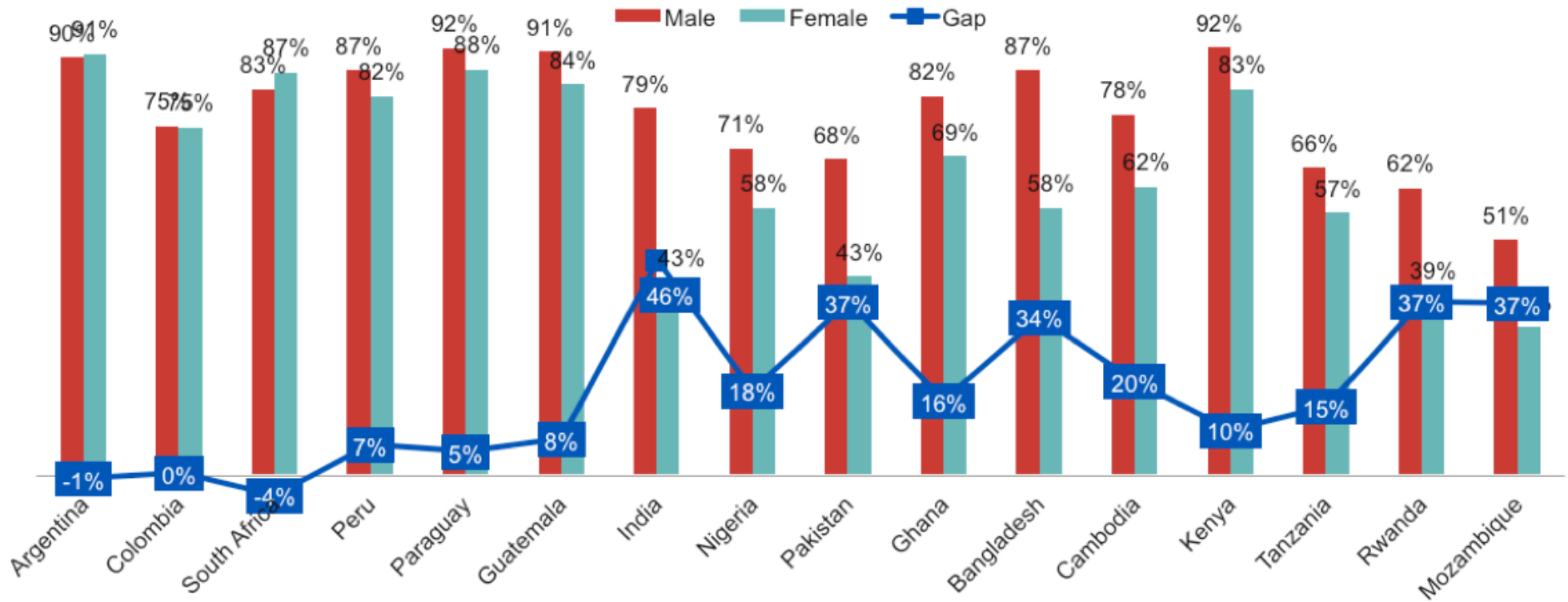


$$\text{Urban rural gap in ownership (\%)} = \frac{\text{Urban mobile phone owners (\% of urban population)} - \text{Rural mobile phone owners (\% of rural population)}}{\text{Urban mobile phone owners (\% of urban population)}}$$

Q: Do you own a mobile phone?

Base	Argentina		Colombia		South Africa		Peru		Paraguay		Guatemala		India		Nigeria		Pakistan		Ghana		Bangladesh		Cambodia		Kenya		Tanzania		Rwanda		Mozambique	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural		
All respondents	1,208	32	986	439	1,050	765	1,178	300	824	533	550	857	2,200	2,869	1,147	661	793	1,209	721	479	808	1,212	897	1,226	727	481	720	480	711	500	718	453

### Mobile phone ownership (% of aged 15-65 population)

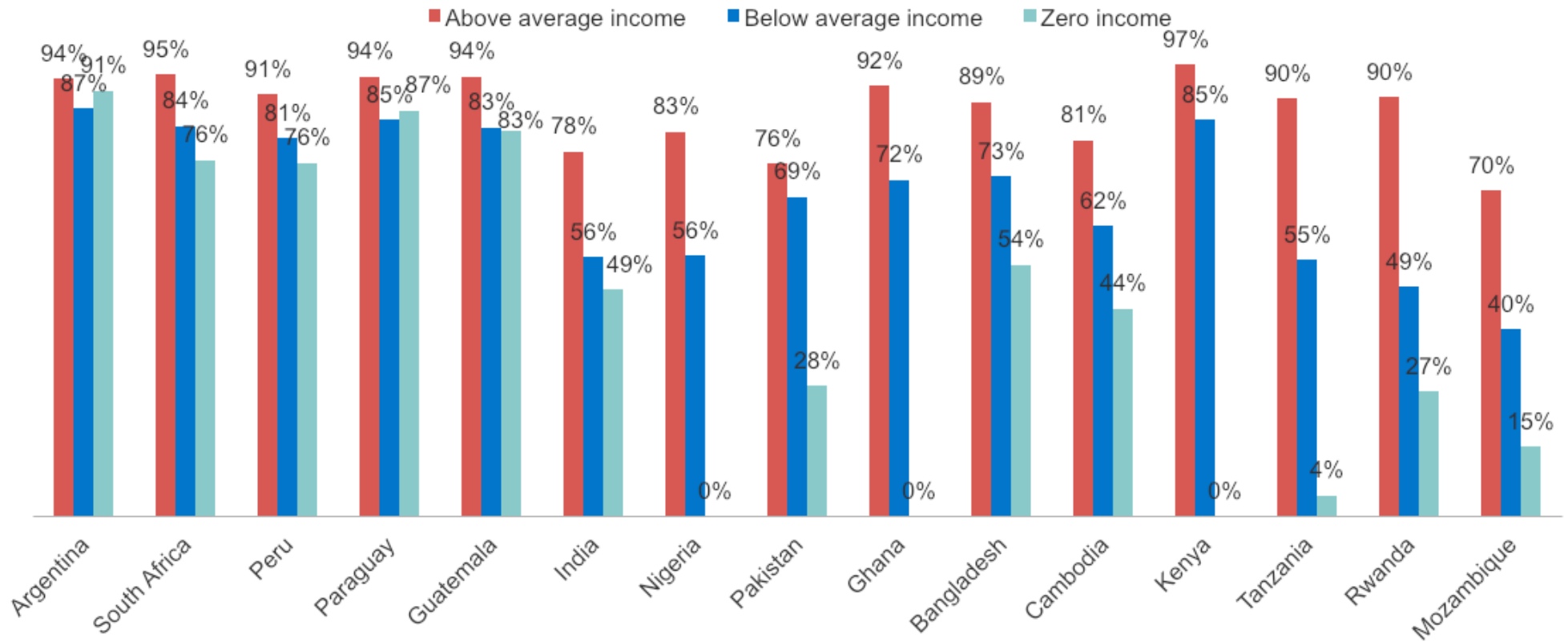


$$\text{Gender gap in ownership (\%)} = \frac{\text{Male phone owners (\% of male population)} - \text{Female phone owners (\% of female population)}}{\text{Male phone owners (\% of male population)}}$$

Q: Do you own a mobile phone?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique																
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female																
All respondents	478	762	487	938	795	1,020	508	970	879	478	656	751	2,478	2,591	912	896	1,060	942	547	653	1,092	928	735	1,388	544	664	531	669	556	655	527	644

### Mobile phone ownership (% of aged 15-65 population)



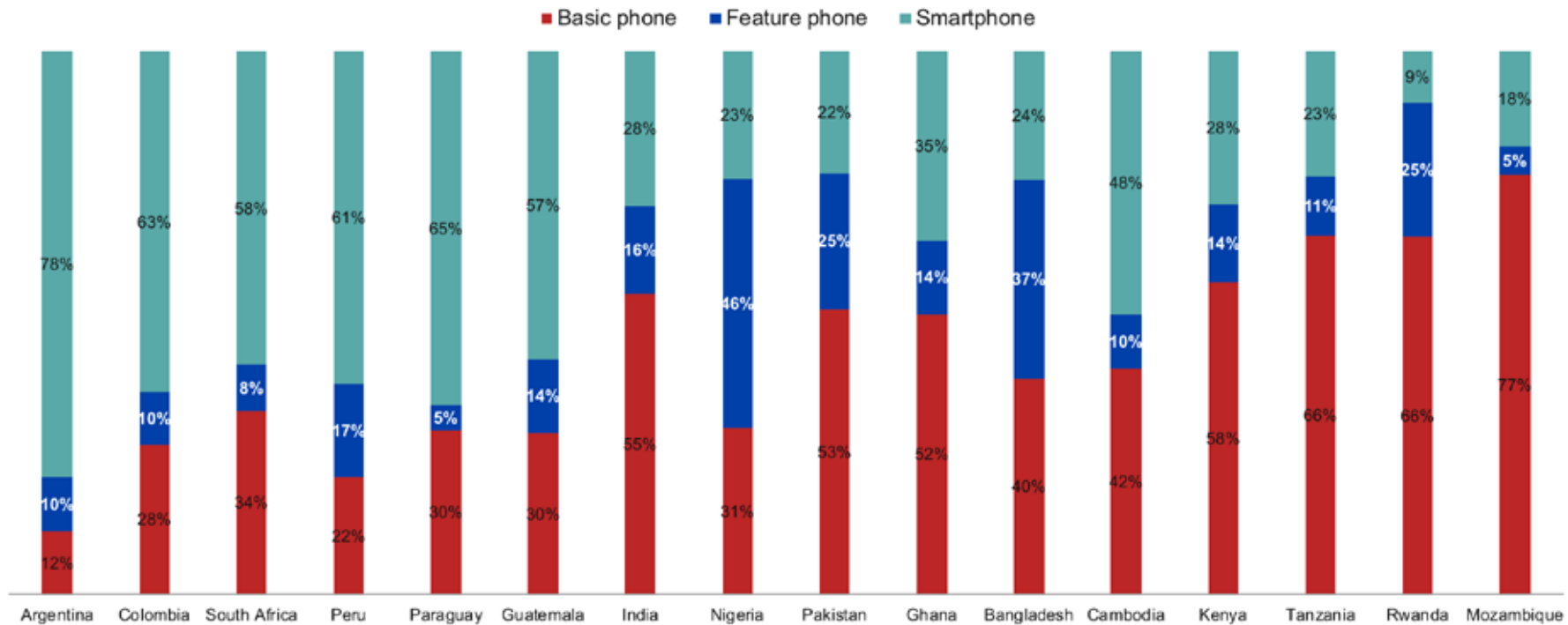
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All respondents	1,240	1,425	1,610	1,478	1,357	1,407	5,069	1,706	2,002	1,145	2,020	2,123	1,179	1,102	1,118	1,091

# Handset type

The Indian mobile market (along with those of most of the lower income countries) still predominantly comprises basic phones, with no, or limited Internet capability. Just 28% of mobile phone owners have smartphones, less than some of the poorer countries surveyed. As expected, smartphone ownership among urban respondents was higher at 40% than among rural respondents at 20%. The gender gap was not as high in device type as compared to mobile ownership, noted earlier. Forty-seven percent of Indian men aged 15-65 and 40% of women had an Internet-enabled phone (i.e., smartphone or feature phone). It appears that the bigger hurdle is for women to get connected (become mobile phone owners); thereafter they are almost as likely as men to get an Internet-enabled phone.

**Handset type owned (% of aged 15-65 mobile phone owners)**

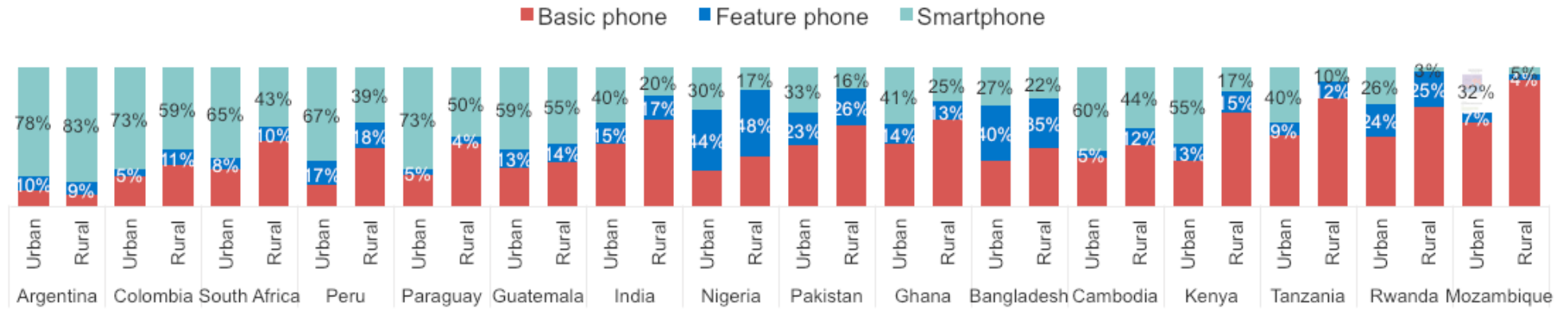


Q: What type of mobile is it?

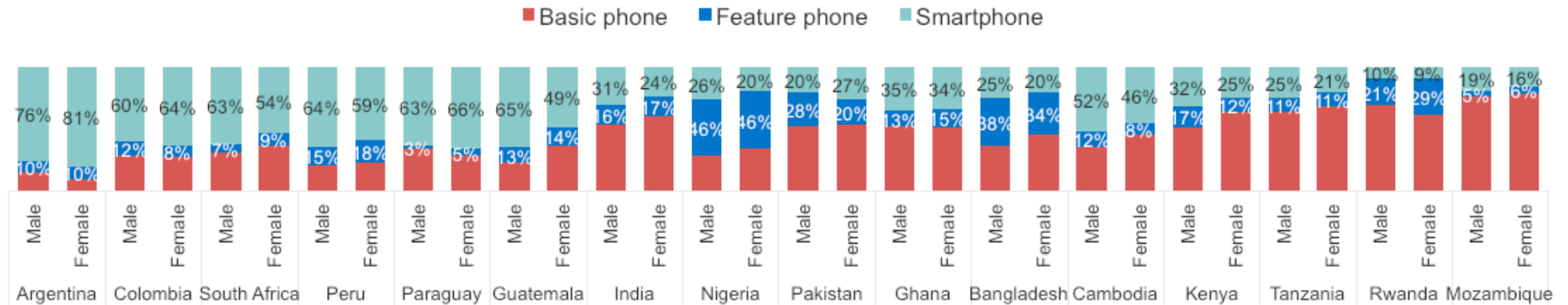
Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632

*Basic phone:* Calls and texting only; *feature phone:* Calls, texting, basic capabilities for multi-media (e.g., photos, music, etc.) and Internet; *smartphone:* Uses an operating system such as Android, iOS, etc., through which third party 'apps' can be run on it, usually with a touch screen (covering 75% or more of its front area).

Mobile phone ownership (% of aged 15-65 mobile phone owners)



Mobile phone ownership (% of aged 15-65 mobile phone owners)



Q: What type of mobile is it?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632



## New adopters

Thirty-nine percent of current mobile owners only got connected in the past three years, predominantly from among rural dwellers, women and the lower-income-earners.

	Number of years since first ever mobile connection (% of aged 15-65 mobile phone owners)															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15+
Argentina	4%	3%	4%	3%	7%	7%	4%	6%	3%	23%	3%	6%	3%	2%	9%	15%
Colombia	11%	10%	7%	5%	10%	9%	5%	7%	3%	10%	1%	6%	1%	1%	7%	9%
South Africa	6%	6%	5%	5%	4%	4%	7%	4%	4%	4%	4%	5%	4%	4%	3%	30%
Peru	5%	7%	8%	6%	13%	6%	6%	7%	4%	15%	2%	4%	2%	1%	7%	8%
Paraguay	6%	6%	8%	6%	12%	6%	6%	6%	2%	15%	1%	5%	2%	1%	9%	11%
Guatemala	13%	11%	11%	5%	11%	6%	3%	7%	2%	12%	1%	3%	0%	1%	5%	7%
India	15%	14%	10%	6%	12%	6%	9%	3%	4%	6%	2%	4%	1%	1%	2%	4%
Nigeria	7%	5%	7%	5%	9%	4%	7%	5%	8%	11%	6%	8%	6%	3%	4%	6%
Pakistan	9%	10%	8%	3%	6%	6%	10%	4%	8%	3%	3%	7%	3%	2%	3%	13%
Ghana	14%	9%	7%	9%	6%	6%	9%	6%	5%	9%	3%	4%	3%	1%	4%	4%
Bangladesh	8%	12%	10%	7%	11%	6%	11%	6%	8%	5%	3%	5%	1%	1%	1%	4%
Cambodia	12%	6%	9%	7%	11%	4%	8%	3%	3%	12%	3%	5%	2%	3%	4%	8%
Kenya	11%	9%	8%	8%	8%	4%	10%	9%	5%	6%	3%	4%	3%	2%	3%	7%
Tanzania	11%	7%	7%	7%	6%	7%	12%	10%	7%	6%	4%	6%	3%	2%	1%	5%
Rwanda	18%	11%	11%	5%	15%	5%	3%	7%	3%	9%	2%	2%	1%	1%	3%	3%
Mozambique	12%	12%	8%	8%	8%	9%	6%	3%	4%	6%	3%	7%	3%	2%	4%	5%

Q: When did you get your first ever mobile connection (i.e., working handset and SIM card)? [record year] (converted to time since)

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632

**Number of years since first ever mobile connection (% of aged 15-65 mobile phone owners)**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15+
Urban	13%	12%	11%	6%	13%	4%	9%	3%	4%	8%	2%	6%	1%	1%	3%	5%
Rural	17%	15%	10%	6%	12%	7%	9%	4%	5%	5%	2%	3%	0%	1%	2%	4%

**Number of years since first ever mobile connection (% of aged 15-65 mobile phone owners)**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15+
Male	12%	13%	9%	6%	12%	6%	10%	4%	6%	6%	3%	5%	1%	1%	2%	5%
Female	21%	16%	12%	6%	12%	5%	8%	2%	2%	6%	1%	3%	0%	1%	2%	3%

**Number of years since first ever mobile connection (% of aged 15-65 mobile phone owners)**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15+
> ave. income	10%	11%	8%	6%	12%	4%	9%	5%	6%	7%	3%	6%	1%	1%	3%	6%
< ave. income	18%	18%	9%	6%	12%	7%	9%	2%	3%	6%	2%	3%	0%	0%	1%	3%

Q: When did you get your first ever mobile connection (i.e., working handset and SIM card)? [record year] (converted to time since)

Base	India
Mobile phone owners	3,252

## Multiple SIM ownership

Twenty-six percent of Indian mobile owners aged 15-65 had more than one active SIM card at the time of research; this includes a SIM which had been used in the 30 days preceding survey. Multiple-SIM ownership was higher among men, urban dwellers, those of the younger age groups and higher-income earners.

	Number of SIM cards (% of mobile owners aged 15-65)					
	1	2	3	4	5	6+
Argentina	93%	6%	1%	0%	0%	0%
Colombia	79%	20%	1%	0%	0%	0%
South Africa	80%	18%	2%	0%	0%	0%
Peru	83%	13%	3%	0%	0%	0%
Paraguay	89%	9%	1%	0%	0%	0%
Guatemala	87%	12%	1%	0%	0%	0%
<b>India</b>	<b>74%</b>	<b>23%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>
Nigeria	48%	42%	7%	3%	0%	0%
Pakistan	77%	19%	3%	1%	0%	0%
Ghana	57%	38%	3%	1%	0%	1%
Bangladesh	66%	30%	2%	1%	1%	0%
Cambodia	71%	26%	3%	1%	0%	0%
Kenya	80%	18%	1%	0%	0%	0%
Tanzania	59%	36%	4%	1%	0%	0%
Rwanda	58%	37%	5%	0%	0%	0%
Mozambique	76%	21%	3%	0%	0%	0%

		India:
		% of mobile owners that have more than 1 SIM card
Location	Urban	29
	Rural	24
Gender	Male	29
	Female	21
Income	Above average income earners	30
	Below average income earners	24
	Zero income earners	23
Age (years)	15-25	33
	26-35	27
	36-45	25
	46-55	19
	56-65	16

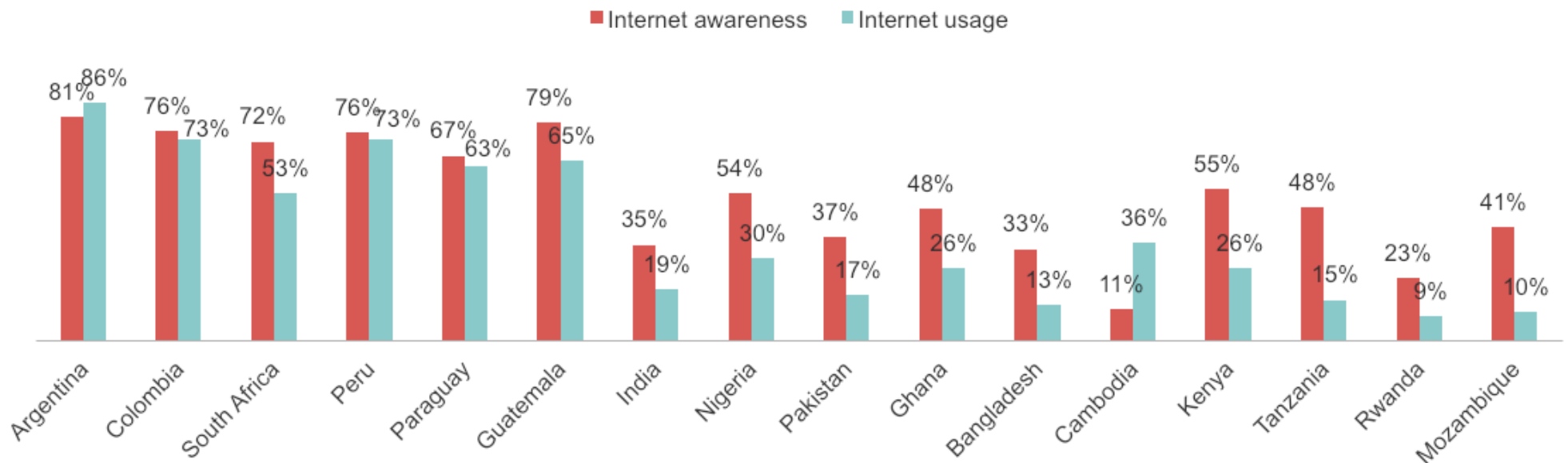
Q: How many active SIM cards do you have, (SIM cards that you used in last 30 days)?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
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## Internet

The lack of Internet awareness is a considerable problem in India, with just 35% of the 15-65 population aware of what the Internet is. The level of use is thus even lower, at 19%. A similar pattern was seen in most of the lower income countries, particularly in Asia. The urban-rural and gender gaps in Internet use are large. Internet users are more from the higher income and higher education level brackets, and particularly from among smartphone owners. Feature phone owners are not users of the Internet. Internet use was closely associated with social media use; in fact, when most Internet users were asked what they do on the Internet, the most popular response was social media. Small percentages of the populations (just 10% in India) use the Internet for work. A lack of awareness of what the Internet is, is the key barrier to Internet use, with more than two-thirds of Internet non-users in India citing this as the reason for non-use. The lack of awareness was higher among expected groups (rural, women, low income) but surprisingly there was some non-awareness even among current smartphone owners who don't use the Internet.

Internet awareness and use (% of aged 15-65 population)



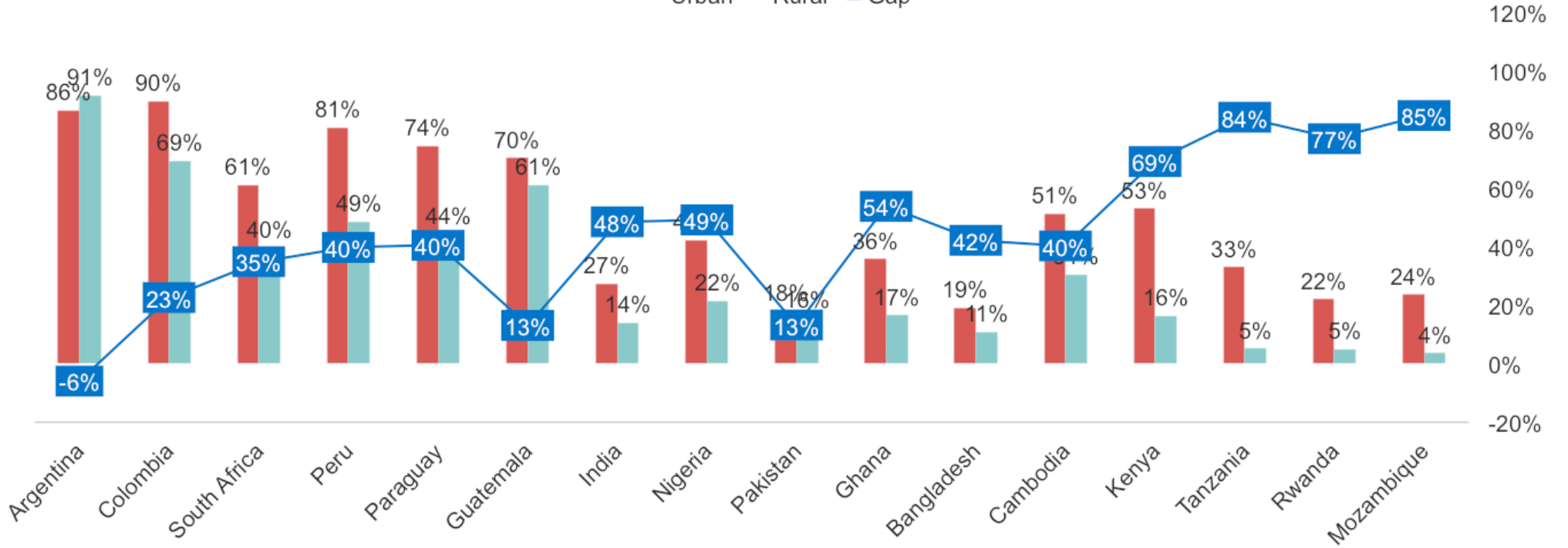
Q1: Do you know what the Internet is?

Q2: Have you ever used the Internet? (Gmail, Google, Facebook, email)

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
All respondents	1,240	1,425	1,610	1,478	1,357	1,407	5,069	1,706	2,002	1,145	2,020	2,123	1,179	1,102	1,118	1,091

### Internet usage (% of aged 15-65 population)

Urban Rural Gap



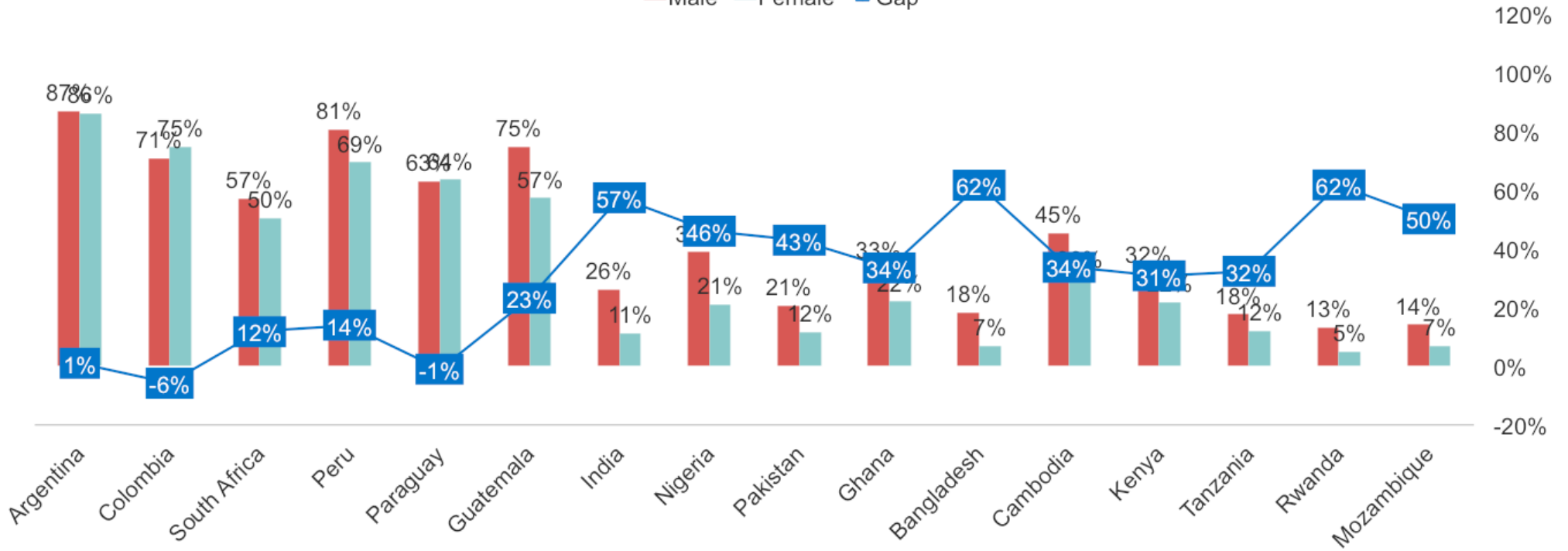
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All respondents	1,240	1,425	1,610	1,478	1,357	1,407	5,069	1,706	2,002	1,145	2,020	2,123	1,179	1,102	1,118	1,091

### Internet usage (% of aged 15-65 population)

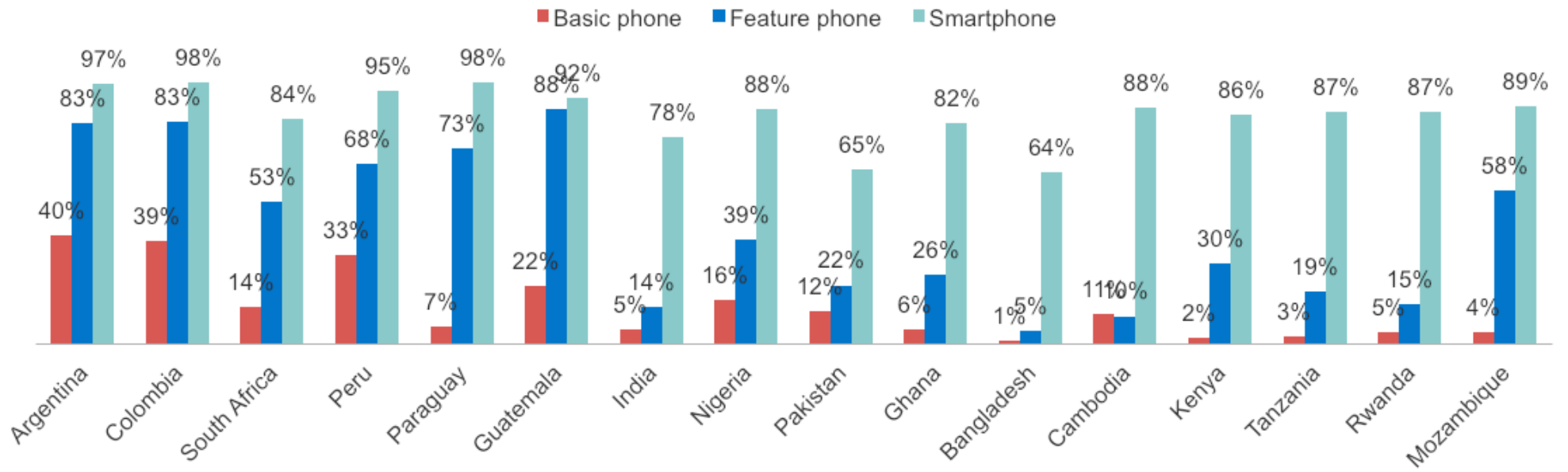
Male Female Gap



Q: Have you ever used the Internet? (Gmail, Google, Facebook, email)

Base	Argentina		Colombia		South Africa		Peru		Paraguay		Guatemala		India		Nigeria		Pakistan		Ghana		Bangladesh		Cambodia		Kenya		Tanzania		Rwanda		Mozambique	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female		
All respondents	478	762	487	938	795	1,020	508	970	879	478	656	751	2,478	2,591	912	896	1,060	942	547	653	1,092	928	735	1,388	544	664	531	669	556	655	527	644

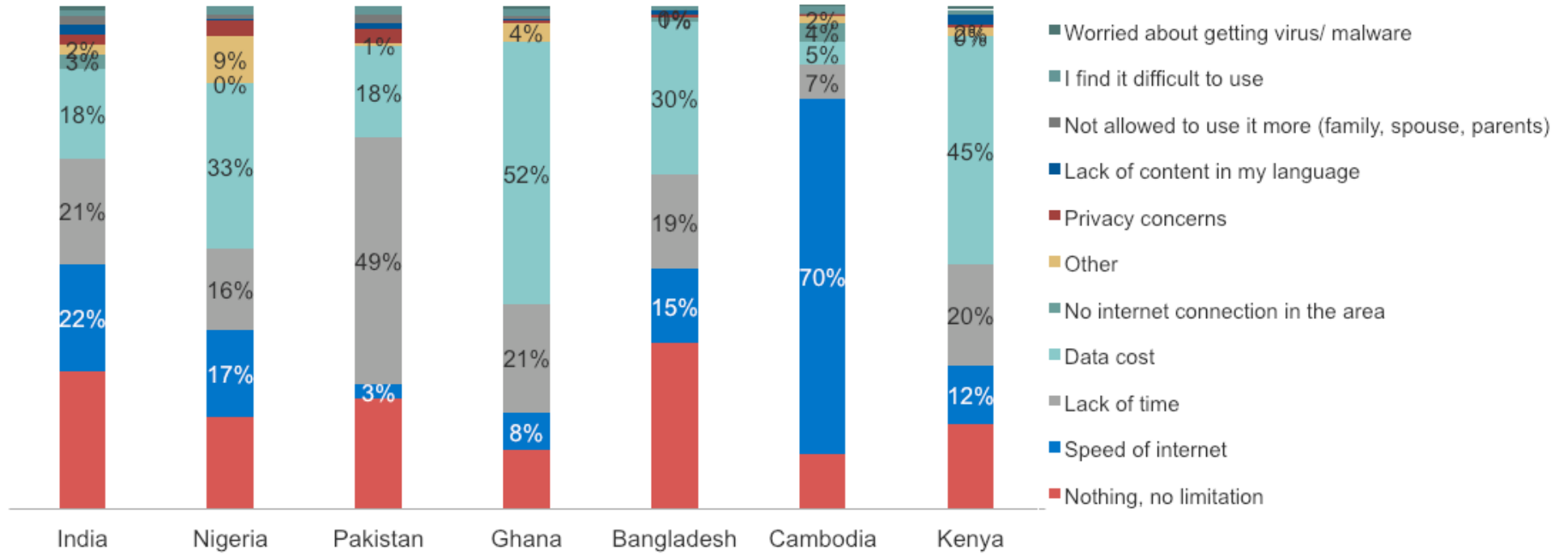
### Internet usage (% of aged 15-65 mobile phone owners)



Q: Have you ever used the Internet? (Gmail, Google, Facebook, email)

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632

### Limitations on Internet usage (% of aged 15-65 Internet users)



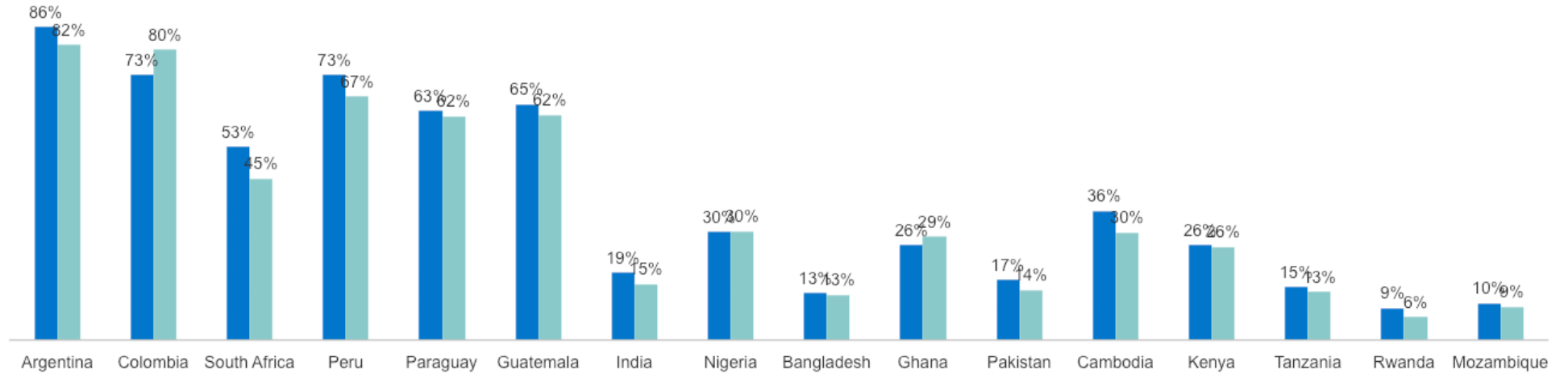
Q: What is your main limitation for your use of the internet? (Single response question)

Base	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya
Internet users	919	529	427	311	266	804	440



### Internet usage and social media use (% of aged 15-65 population)

■ Internet usage ■ Social media usage

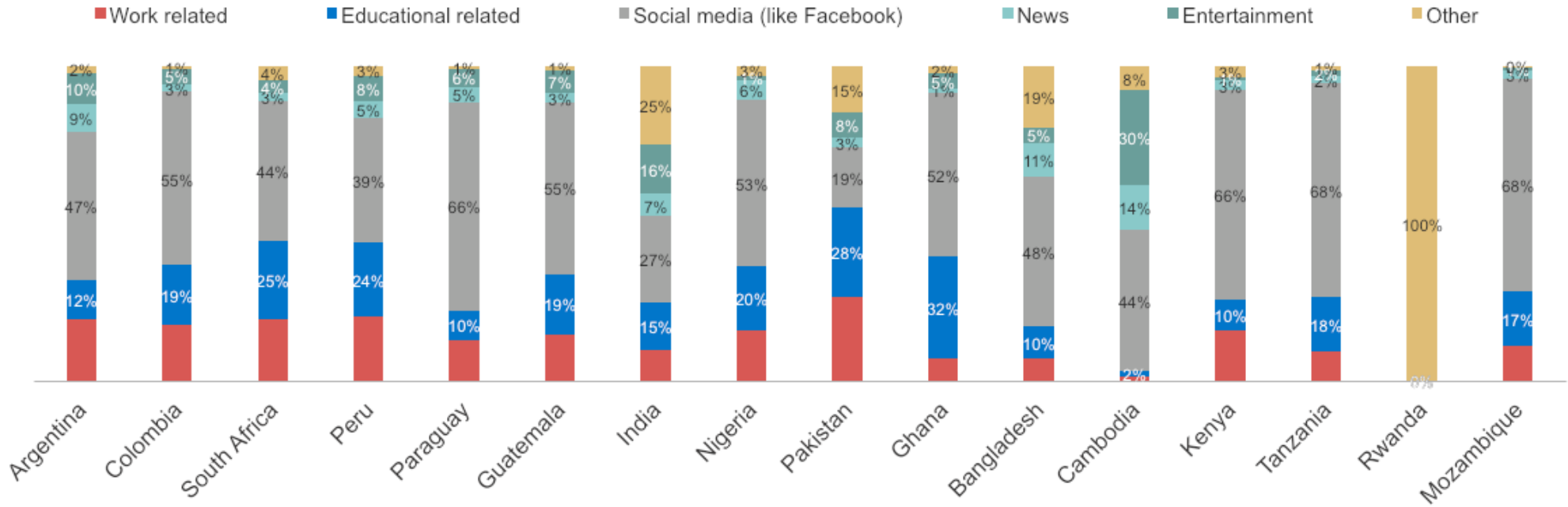


Q1: Have you ever used the Internet? (Gmail, Google, Facebook, email)

Q2: Do you use social media like Facebook, Whatsapp, Twitter etc?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
All respondents	1,240	1,425	1,610	1,478	1,357	1,407	5,069	1,706	2,002	1,145	2,020	2,123	1,179	1,102	1,118	1,091

### Main activity on the Internet (% of aged 15-65 Internet users)

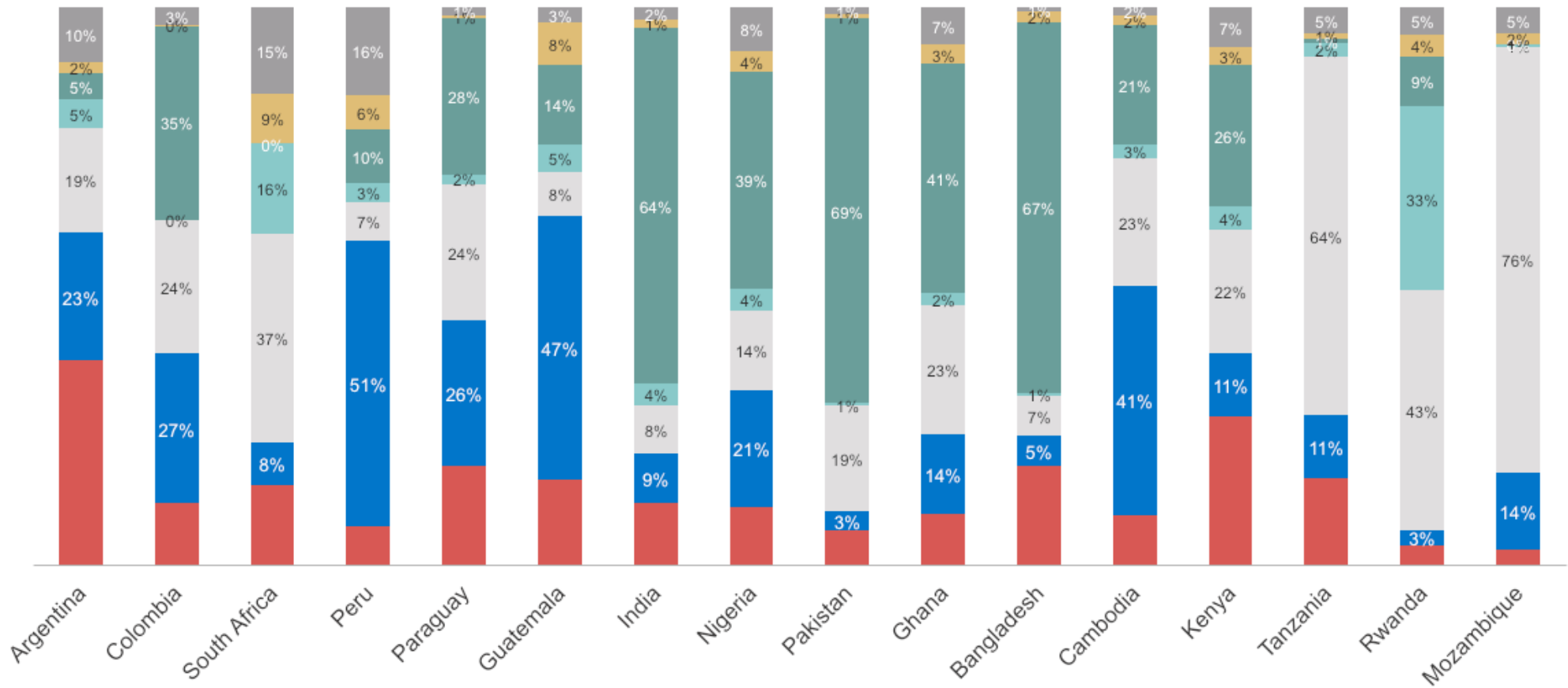


Q: When you use the Internet, what do you spend most time on?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Internet users	1,006	1,192	829	1,120	886	1,104	919	537	427	311	266	804	440	266	172	238

### Reasons for not using the Internet (% of aged 15-65 non-Internet users)

- No interest / not useful
- Too expensive
- Other
- I don't know how to use it
- I don't know what the internet is
- No access device computer /smartphone
- No time, too busy

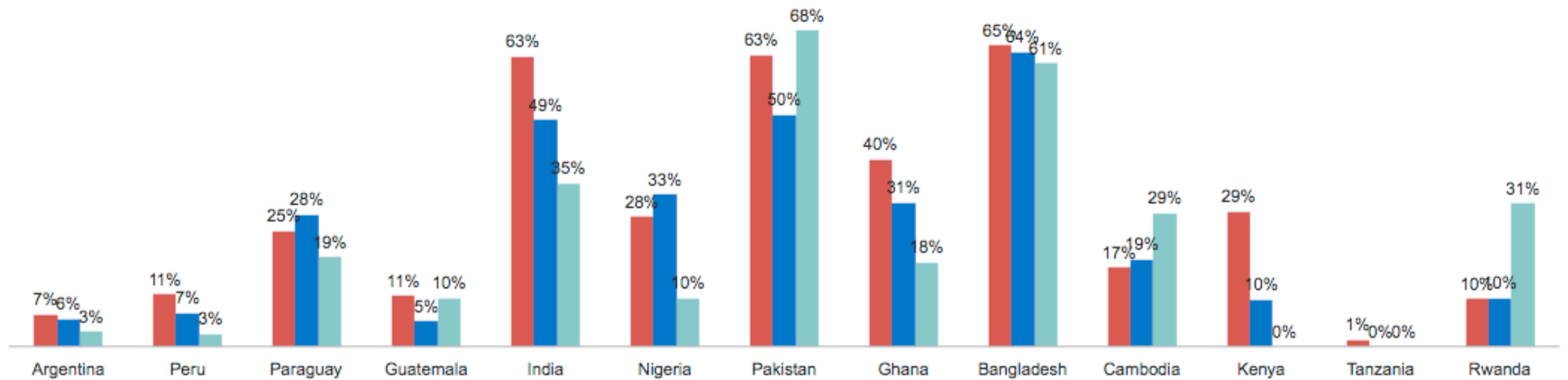


Q: What is the main reason why you do not use the Internet?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Non-Internet users	192	248	317	391	536	484	4,150	1,177	1,575	837	1,754	1,320	741	319	151	319

### Reasons for not using the Internet - I don't know what the internet is (% of aged 15-65 non-Internet users)

■ Basic phone ■ Feature phone ■ Smartphone



Q: What is the main reason why you do not use the Internet?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Non-Internet users	192	248	317	391	536	484	4,150	1,177	1,575	837	1,754	1,320	741	319	151	319

## App use

The highest reported use of mobile apps (48% of Indian mobile owners aged 15-65) was for social networking apps such as Facebook, Whatsapp, Instagram, etc. Social networking was the highest use in most countries. Messaging/chat applications were the next most popular in India (46%). Other entertainment and game apps were also used by Indian mobile owners. The use of more 'utilitarian' apps (e.g., education, trading, transportation, etc.) was less frequent among Indian mobile owners.

	Use of mobile apps (% of age 15-65 mobile owners)															
	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Social networking apps (Such as Facebook, WhatsApp, Instagram, Snapchat, Twitter, linkedin, line)	95%	94%	52%	82%	88%	87%	48%	52%	25%	68%	19%	71%	30%	22%	12%	20%
Messaging or chat (text) apps (Whatsapp, Skype, Viber, Line, Talkray, Telegram, Facebook messenger)	89%	86%	45%	77%	90%	78%	46%	43%	25%	64%	22%	50%	26%	17%	16%	28%
Entertainment apps (movie trailers, celebrity gossip, radio station guides,)	27%	43%	24%	44%	28%	37%	43%	28%	13%	40%	13%	51%	17%	28%	30%	16%
Voice apps (Whatsapp, Skype, Viber, Line, Talkray) for voice	89%	86%	45%	77%	90%	78%	42%	43%	24%	64%	17%	27%	26%	17%	16%	28%
Game apps (puzzles, charades, etc.)	19%	32%	32%	31%	18%	34%	34%	31%	15%	46%	13%	37%	16%	9%	9%	17%

News apps (local news, national headlines, technology announcements, sport)	49%	41%	25%	60%	38%	51%	33%	37%	12%	44%	8%	36%	16%	16%	17%	15%
Educational apps (dictionary, learning tools)	34%	39%	27%	55%	25%	50%	30%	36%	10%	53%	8%	32%	16%	12%	7%	14%
Search tool apps (Maps, directions, phone numbers, recipes, etc.)	51%	49%	30%	56%	32%	47%	29%	28%	16%	43%	7%	23%	19%	19%	18%	12%
Business apps (calculate, convert, translate, etc.)	28%	22%	13%	45%	21%	26%	26%	25%	14%	30%	15%	51%	13%	26%	24%	8%
Weather apps (local forecasts, natural disaster updates)	57%	42%	26%	51%	46%	37%	22%	18%	11%	32%	3%	24%	10%	4%	2%	12%
Trading or E-commerce apps (selling and buying online e.g. ebay)	43%	23%	8%	36%	16%	18%	19%	8%	12%	18%	3%	6%	9%	6%	4%	5%
Transport apps (public transportation info, taxis, Uber)	31%	15%	10%	35%	10%	22%	17%	6%	17%	13%	2%	1%	9%	4%	5%	6%

Q: Are you using these types of mobile apps on your phone?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Feature or smartphone owners	982	1,020	1,552	972	809	846	1,397	795	571	458	936	878	1,074	789	660	667

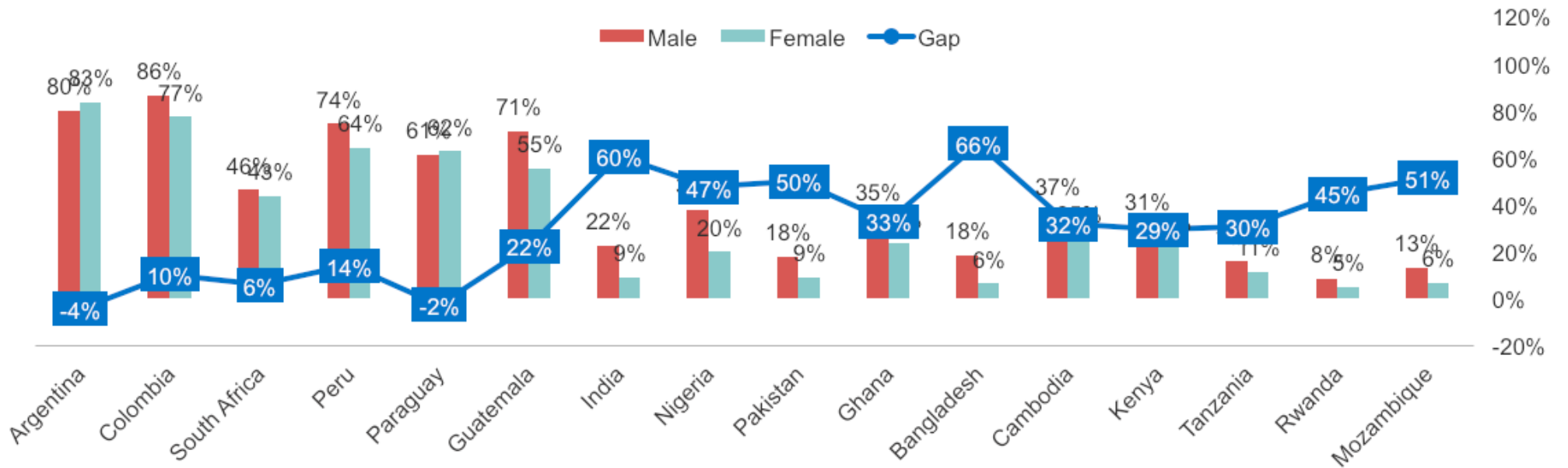
# social media

# Social media

As seen in the previous sections, social media was the most popular use of the Internet on mobiles, used by 48% of mobile owners. However, its use was not evenly spread across all. The rural, women, less educated and those with lower incomes lagged behind in their use. Social media use was seen almost entirely among smartphone owners in India.

Social media is mostly used for keeping in touch with family and friends as well as chatting (text) and calls. The majority of social media users are willing to share their name, gender, age etc. on social media, and even contact information; however, users are more guarded when it comes to religious and political views as well as sexual orientation. Fifty-eight percent of Indian social media users do not trust the news that they read on social media.

**Social media usage (% of aged 15-65 population)**



$$\text{Gender gap in social media usage (\%)} = \frac{\text{Male social media users (\% of male population)} - \text{Female social media users (\% of female population)}}{\text{Male social media users (\% of male population)}}$$

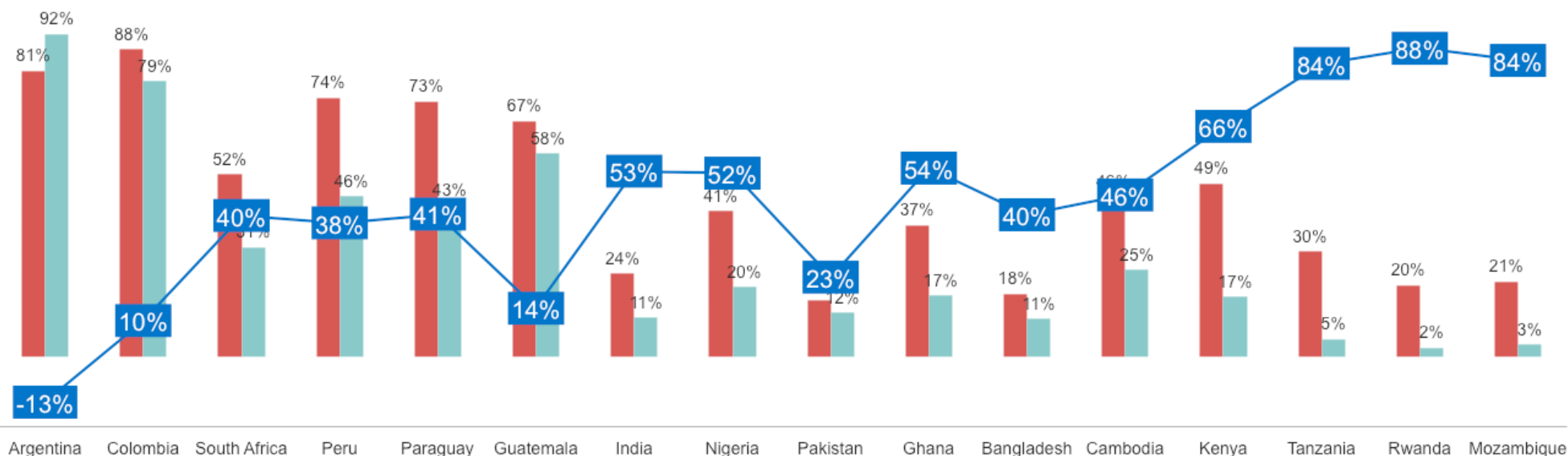
Q: Do you use social media like Facebook, Whatsapp, Twitter etc?

Base	Argentina		Colombia		South Africa		Peru		Paraguay		Guatemala		India		Nigeria		Pakistan		Ghana		Bangladesh		Cambodia		Kenya		Tanzania		Rwanda		Mozambique	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female		
All respondents	478	762	487	938	795	1,020	508	970	879	478	656	751	2,478	2,591	912	896	1,060	942	547	653	1,092	928	735	1,388	544	664	531	669	556	655	527	644



### Social media usage (% of aged 15-65 population)

Urban Rural Gap

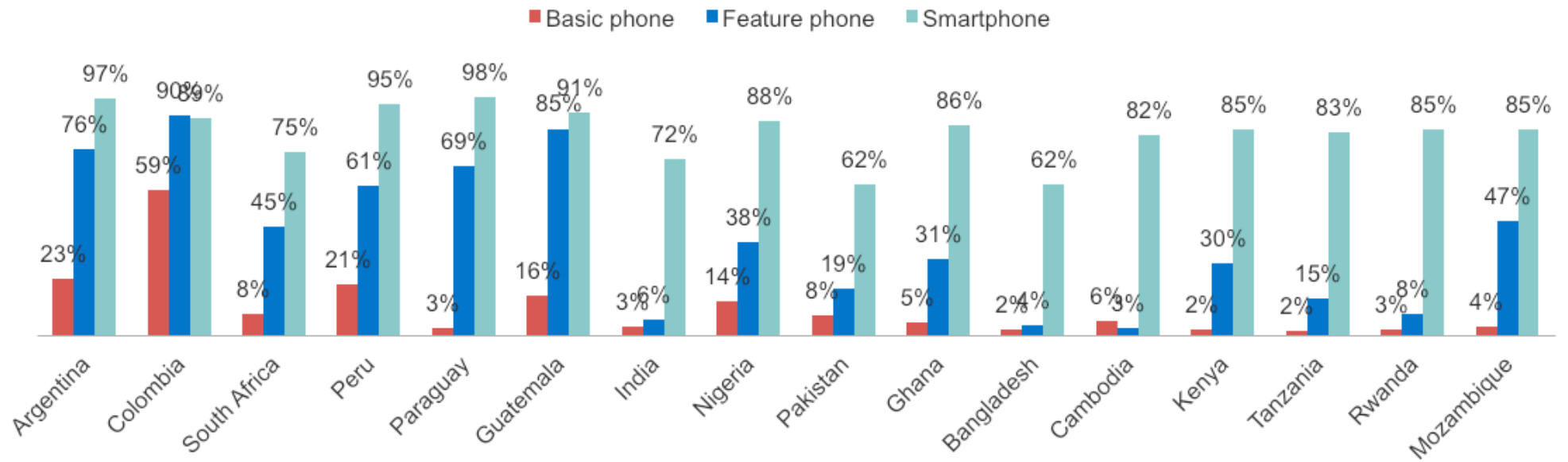


$$\text{Urban rural gap in social media usage (\%)} = \frac{\text{Urban social media users (\% of urban population)} - \text{Rural social media users (\% of rural population)}}{\text{Urban social media users (\% of urban population)}}$$

Q: Do you use social media like Facebook, Whatsapp, Twitter etc?

Base	Argentina		Colombia		South Africa		Peru		Paraguay		Guatemala		India		Nigeria		Pakistan		Ghana		Bangladesh		Cambodia		Kenya		Tanzania		Rwanda		Mozambique	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural		
All respondents	1,208	32	986	439	1,050	765	1,178	300	824	533	550	857	2,200	2,869	1,147	661	793	1,209	721	479	808	1,212	897	1,226	727	481	720	480	711	500	718	453

### Social media usage (% of aged 15-65 mobile phone owners)



Q: Do you use social media like Facebook, Whatsapp, Twitter etc.?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632

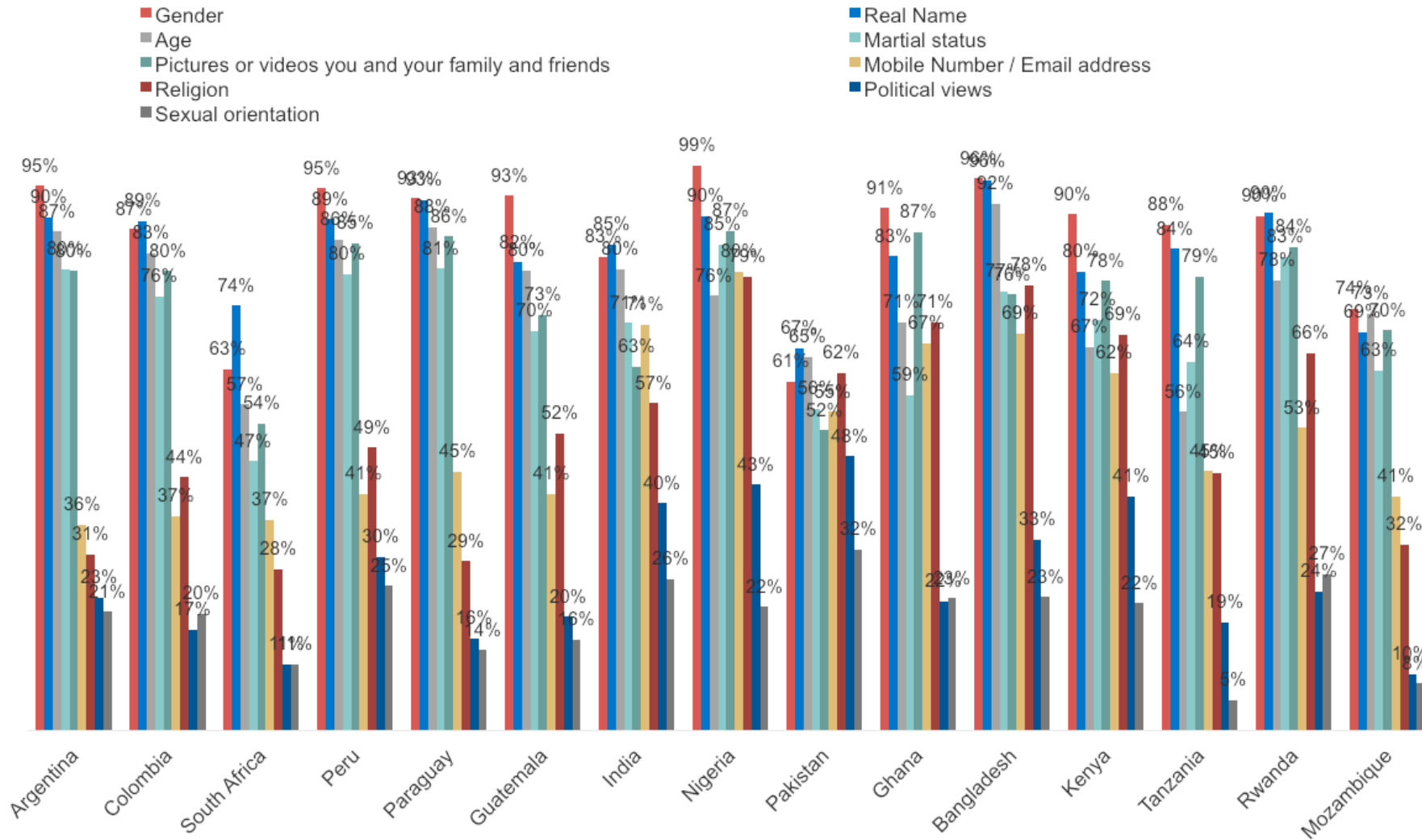
		India:
		% of mobile owners that use social media
Education	Has secondary education of higher	29
	Has primary or no education	5
Income	Above average income earners	22
	Below average income earners	10
	Zero income earners	15
Age (years)	15-25	33
	26-35	27
	36-45	25
	46-55	19
	56-65	16

	What social media is used for (% of aged 15-65 social media users)										
	South Africa	India	Nigeria	Pakistan	Bangladesh	Ghana	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Chatting (text)	93%	86%	97%	73%	93%	95%	72%	96%	99%	98%	93%
To stay in contact with friends and family	77%	91%	96%	72%	94%	92%	79%	92%	86%	90%	90%
Making calls	73%	83%	58%	70%	78%	81%	76%	62%	72%	79%	73%
To share videos/ pictures/ music	65%	74%	83%	63%	67%	86%	67%	84%	88%	82%	80%
To make new friends	63%	68%	90%	58%	76%	93%	61%	91%	90%	85%	83%
Reading news	62%	77%	86%	52%	73%	80%	86%	79%	94%	89%	74%
To play games	45%	66%	41%	54%	42%	53%	32%	46%	38%	45%	47%
To look for educational content	44%	71%	74%	51%	57%	76%	50%	71%	57%	49%	71%
To get opinions / share your experience	43%	63%	76%	48%	57%	73%	54%	80%	70%	67%	52%
To make professional and business contacts	29%	57%	47%	38%	37%	46%	26%	51%	42%	43%	37%
To follow government social media pages (look for jobs or updates on policies)	25%	58%	46%	39%	35%	44%	40%	55%	54%	54%	24%
To follow local politicians	21%	47%	31%	41%	33%	34%	43%	56%	54%	54%	18%
To share my produced content	21%	55%	27%	45%	52%	43%	50%	41%	36%	43%	46%
To market your products/services	13%	45%	25%	34%	29%	27%	9%	31%	21%	18%	20%

Q: What do you use Social media for?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Social media users	993	1,246	669	999	802	878	754	496	369	323	251	680	423	241	156	230

Types of information shared on social media (% of aged 15-65 social media users)

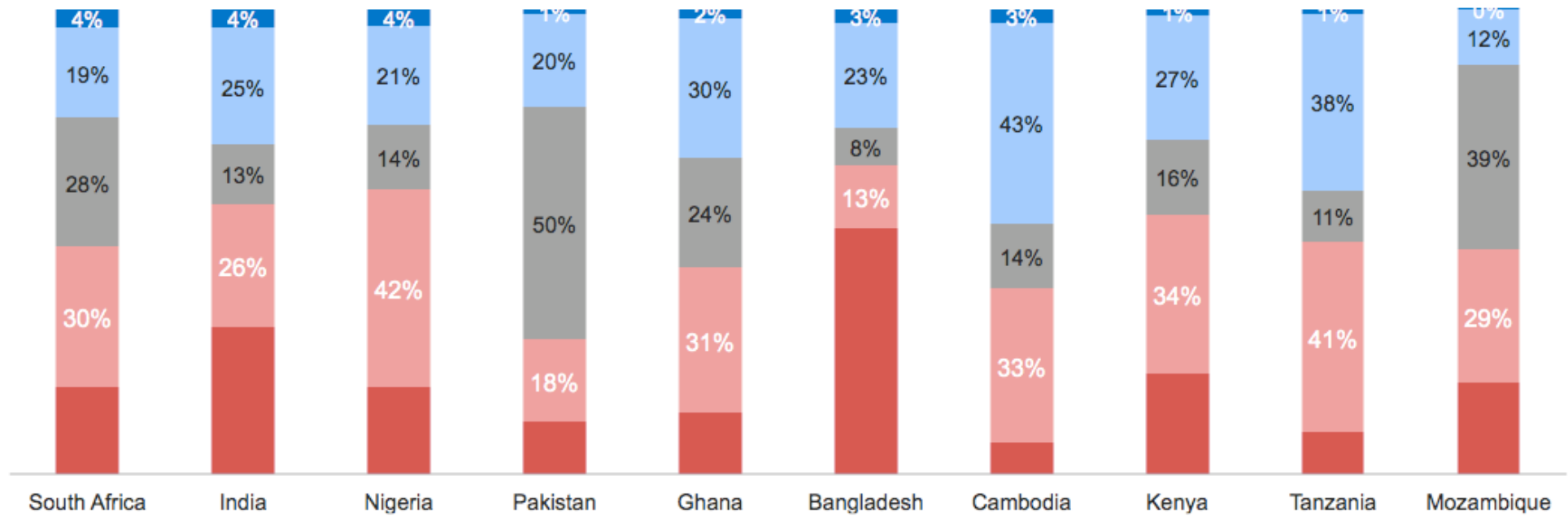


Q: What information do you share on Social media (profile eg) ?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Social media users	993	1,246	669	999	802	878	754	496	369	323	251	680	423	241	156	230

### Degree of trust in news read on social media (% of age 15-65 social media users)

■ Strongly do not trust ■ Do not trust ■ Don't know ■ Trust ■ Strongly trust



Q: Can you trust news you read on social media (Facebook etc.)?

Base	South Africa	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Social media users	669	754	496	369	323	251	680	423	241	156	230

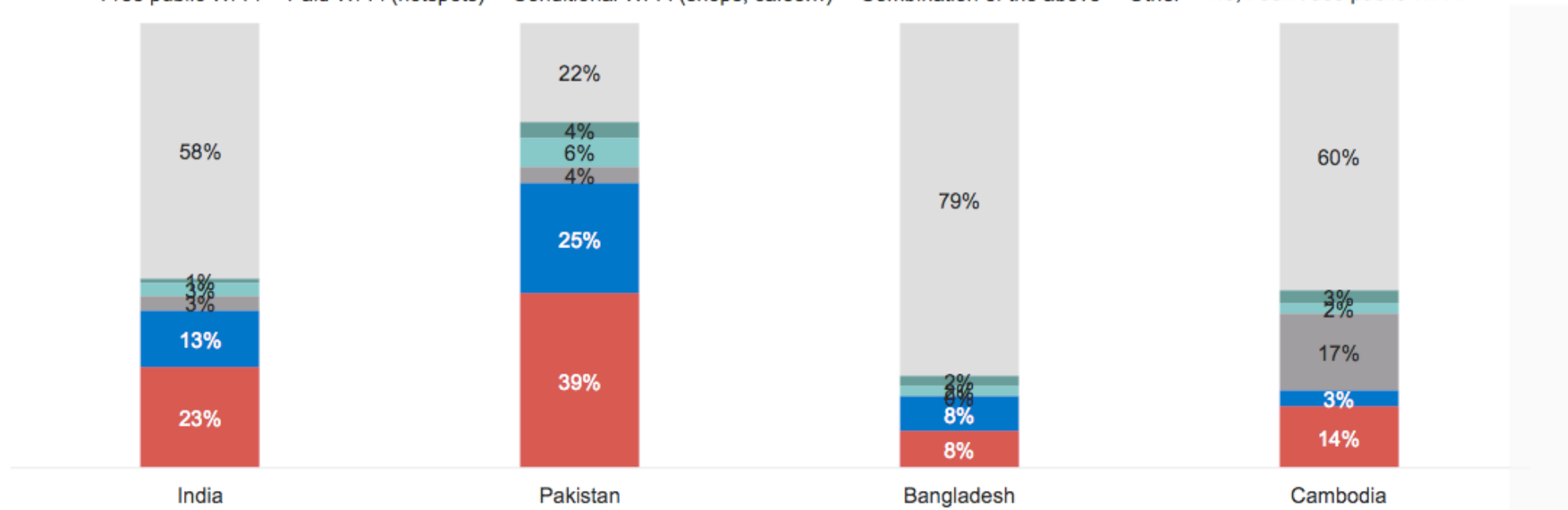
# public Wi-Fi

# Public Wi-Fi

Public Wi-Fi is used by 42% of Indian Internet users between the ages of 15 and 65. At least half of these users make use of free Wi-Fi. A larger share of rural Internet users make use of the free public Wi-Fi than urban ones; the latter more often use paid hotspots. Male Internet users more often made use of free public Wi-Fi, as well as those from higher SECs. The relationship with age appears to be some-what a U-shaped one for Indian Internet users, where the youngest (15-25) and oldest (55-65) use free public W-Fi more often than the middle age groups (e.g., those earning, with less time and flexibility, etc.)

**Public Wi-fi usage (% of 15-65 internet users)**

■ Free public Wi-Fi ■ Paid Wi-Fi (hotspots) ■ Conditional Wi-Fi (shops, cafes...) ■ Combination of the above ■ Other ■ No, I don't use public Wi-Fi

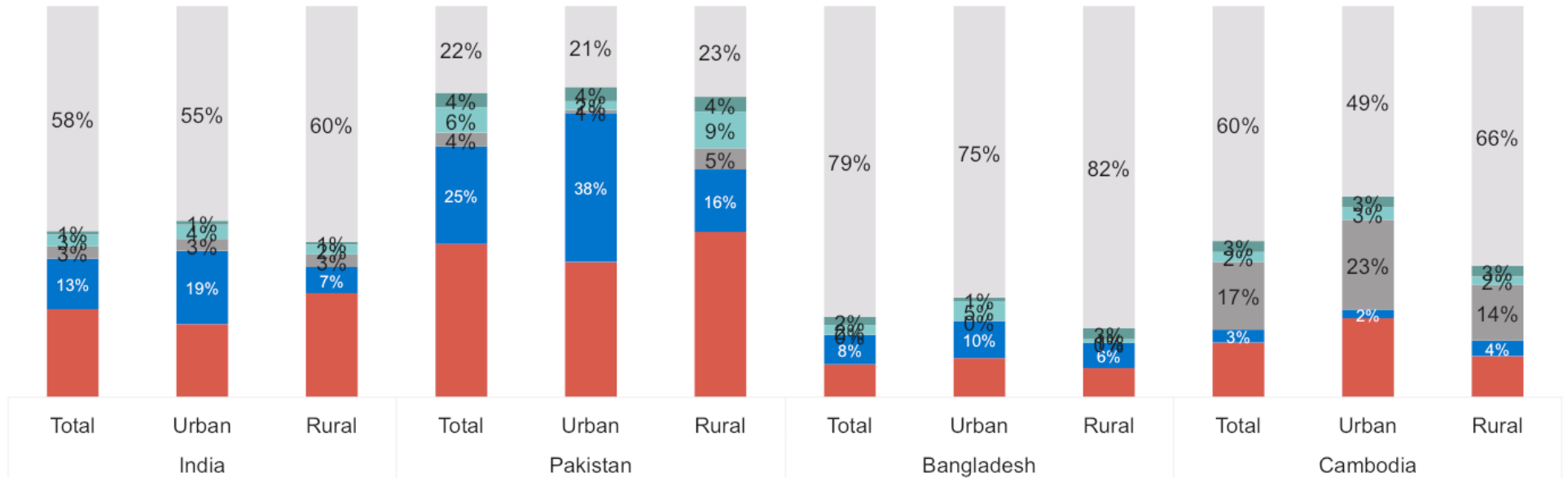


Q: Do you access the Internet through Public WIFI through the following means?

Base	India	Pakistan	Bangladesh	Cambodia
Internet users	919	427	266	804

### Public Wi-Fi usage (% of 15-65 internet users)

■ Free Public WiFi ■ Paid WiFi (hotspots) ■ Conditional WiFi (shops, cafes...) ■ Combination of the above ■ Other ■ No, I don't use public WiFi



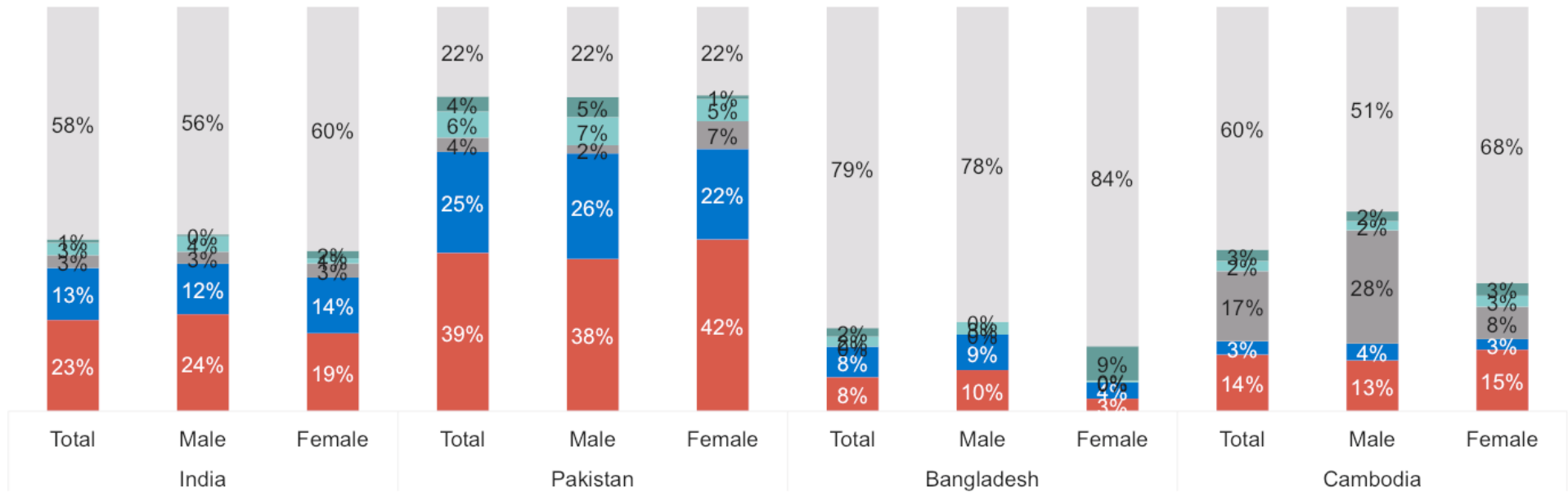
Q: Do you access the Internet through Public Wi-Fi through the following means?

Base Internet users	India			Pakistan		Bangladesh		Cambodia				
	Total	Urban	Rural	Total	Rural	Total	Urban	Rural	Total	Urban	Rural	
	919	476	443	427	211	216	266	146	120	804	456	348



### Public Wi-Fi usage (% of 15-65 internet users)

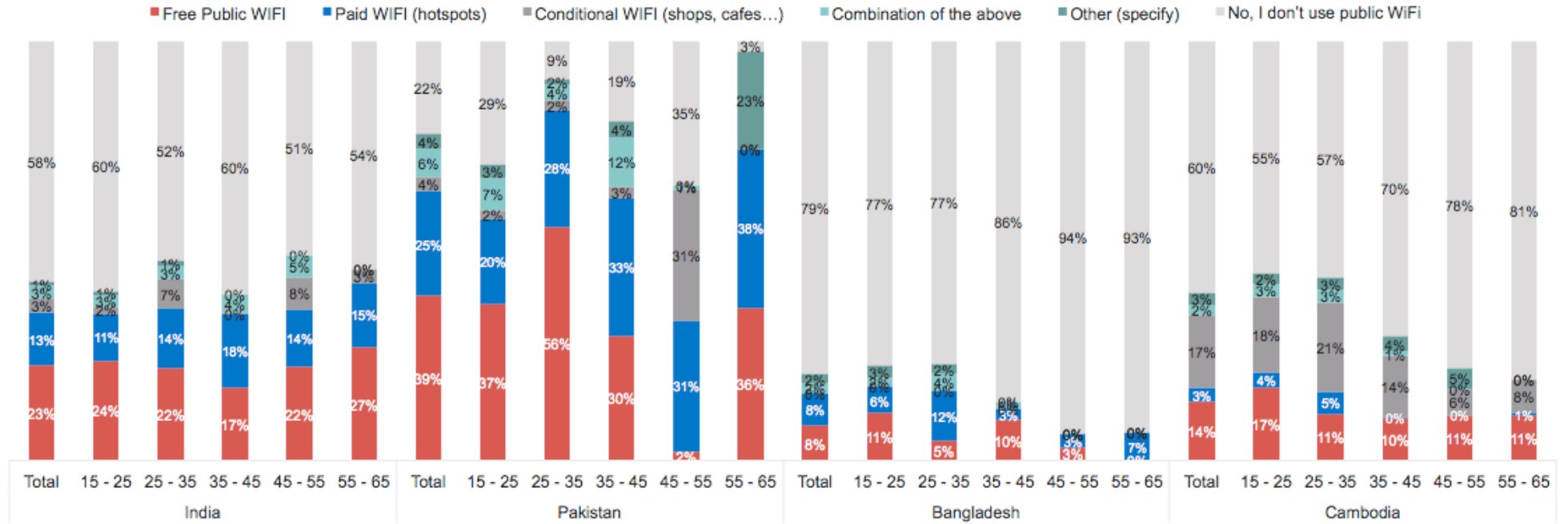
■ Free Public WiFi ■ Paid WiFi (hotspots) ■ Conditional WiFi (shops, cafes...) ■ Combination of the above ■ Other ■ No, I don't use public WiFi



Q: Do you access the Internet through Public WiFi through the following means?

Base	India			Pakistan			Bangladesh			Cambodia		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Internet users	919	652	267	427	283	144	266	199	67	804	365	439

### Public Wi-Fi usage (% of 15-65 internet users)

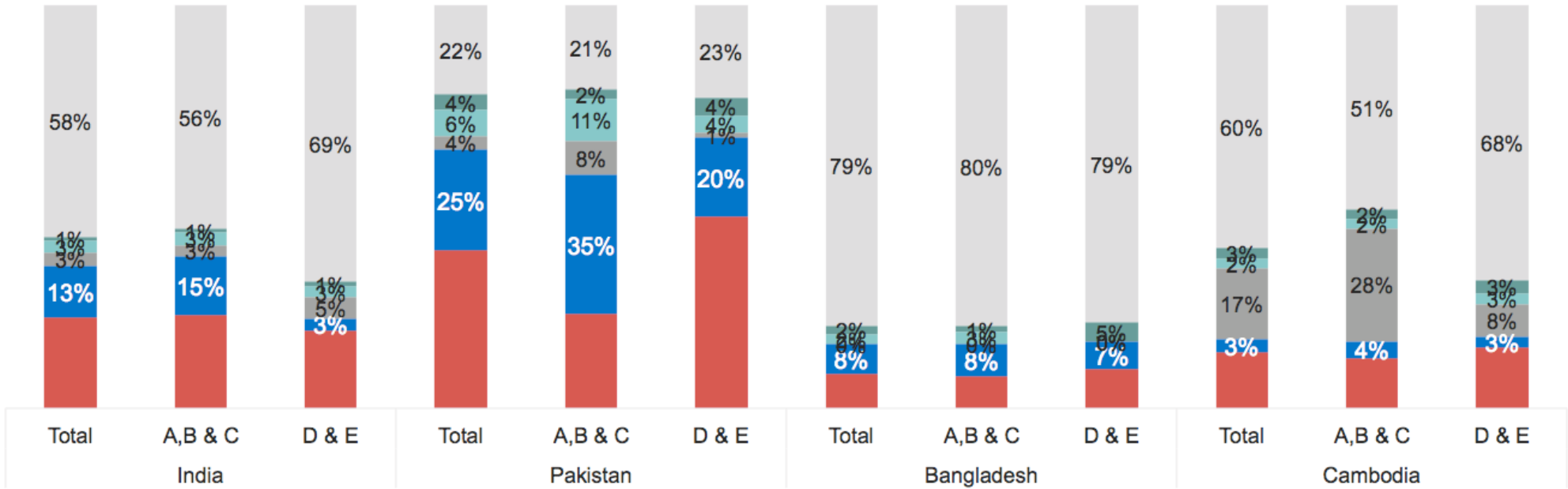


Q: Do you access the Internet through Public WiFi through the following means?

Base	Total	India					Total	Pakistan					Total	Bangladesh					Total	Cambodia				
		15 - 25	25 - 35	35 - 45	45 - 55	55 - 65		15 - 25	25 - 35	35 - 45	45 - 55	55 - 65		15 - 25	25 - 35	35 - 45	45 - 55	55 - 65		15 - 25	25 - 35	35 - 45	45 - 55	55 - 65
Internet users	919	441	261	135	80	22	427	191	116	74	28	18	266	111	84	51	14	6	804	309	263	127	54	31

### Public Wi-Fi usage (% of 15-65 internet users)

■ Free Public WiFi ■ Paid WiFi (hotspots) ■ Conditional WiFi (shops, cafes...) ■ Combination of the above ■ Other ■ No, I don't use public WiFi



Q: Do you access the Internet through Public WiFi through the following means?

Base Internet users	India			Pakistan			Bangladesh			Cambodia		
	Total	A, B & C	D & E	Total	A, B & C	D & E	Total	A, B & C	D & E	Total	A, B & C	D & E
	919	809	109	427	207	220	266	217	49	804	196	595

# market share and mobile expenditure

## Market share

The *primary* SIM card (26% had more than one) used by Indian mobile owners in the 15-65 population indicates a greater market concentration among the largest three players in terms of which they use the most, compared to supply-side data published by TRAI).

	<i>AfterAccess survey:</i> Primary SIM card of mobile owners aged 15-65	<i>TRAI:</i> Subscribers as at 31 December 2017
Airtel	35%	25%
Idea	23%	17%
Vodafone	23%	18%
Aircel	6%	7%
BSNL	4%	9%
Reliance Jio	4%	14%
Telenor / Uninor	2%	4%
Tata	1%	3%
Reliance other	1%	3%
Other	1%	0%

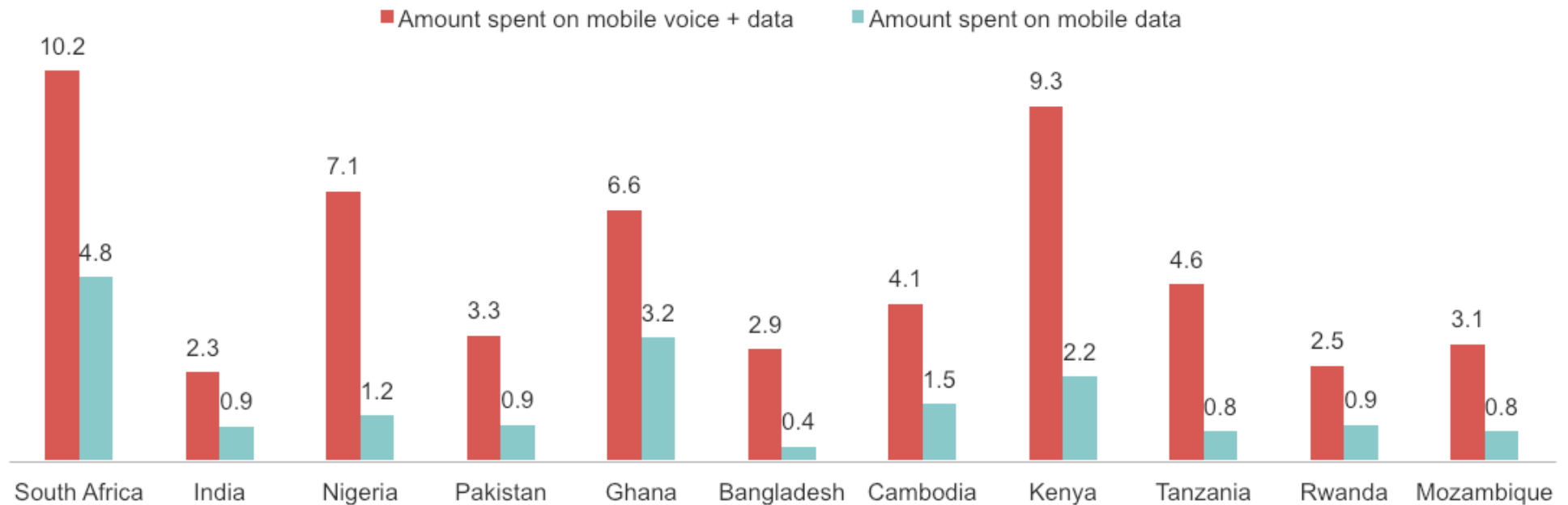
Source: AfterAccess survey; [www.traai.gov.in](http://www.traai.gov.in)

Q: What is the name of your main operator (SIM card you use most often)? Base: All mobile subscribers, India (3,252)

## Mobile expenditure

The average amount spent monthly by Indian mobile owners on services (including voice, SMS and data) was USD2.3 (approximately INR 149.6) at the time of survey (October-November 2017). The industry ARPU at the end of September 2017 was INR89<sup>2</sup>, or USD 1.37. The discrepancy can be accounted for by the fact that in the demand side data, the average is calculated based on the number of unique subscribers, while the APRUs (supply-side) are calculated based on the number of active SIMs, which we know from the survey is a larger number than that of unique subscribers (26% of mobile owners had more than one SIM). Another factor is the survey target group being those aged 15-65 only.

**Monthly spend on mobile voice + data (airtime) and on data only among mobile owners (USD)**



Q: In terms of mobile phone expenditure: Could you tell me how much you spent last MONTH for VOICE, SMS and Data in total (airtime, subscription)?

Q: In terms of mobile phone expenditure, Could you tell me how much you spent last MONTH on Data only ( dedicated top-up or data bundles e.g.) (=0 if does not use mobile phones)

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632

Note: Expenditure data not available for Argentina, Peru, Paraguay and Guatemala.

<sup>2</sup> <https://coai.com/sites/default/files/COAI%20ARPU%20REPORT%20Q2%20FY%202017-18%20Final.pdf>

		Average monthly expenditure (INR)	
		India	
		Voice + SMS + data	Data only
<i>India</i>		<b>149.6</b>	<b>58.5</b>
<i>Urban-Rural</i>	Urban	84.6	1.30
	Rural	39.0	0.60
<i>Gender</i>	Male	65.0	1.00
	Female	45.5	0.70
<i>Income</i>	Above-average income earners	91.1	1.40
	Below-average income earners	26.0	0.40
	Zero-income earners	52.0	0.80
<i>Age</i>	15-25	78.1	1.20
	25-35	58.5	0.90
	35-45	45.5	0.70
	45-55	52.0	0.80
	55-65	26.0	0.40
<i>Handset type</i>	Basic phone	26.0	0.40
	Feature phone	26.0	0.40
	Smartphone	143.1	2.20

# online harassment



## Online harassment

Respondents were asked about forms of harassment faced when online. The most common form experienced was being called offensive names. Harassment levels (reported by respondents) were slightly different at urban than rural level. Interestingly, the levels reported by women versus men were also different where men are experience more online harassment compared to women in India. The common perceived motivations for harassment were gender, religion or race and politics, and harassment was most often experienced on social media. When asked what effect the harassment had on the respondent, the most common response was "It had no effect." However, 28% of India respondents who experienced online harassment said the incident/s reduced their use of the particular website.

**Experiencing online harassment (% of aged 15-65 internet users)**



Q1: Being called offensive names

Q2: Being purposefully embarrassed or criticized in another way (besides being called offensive names)

Q3: Being physically threatened

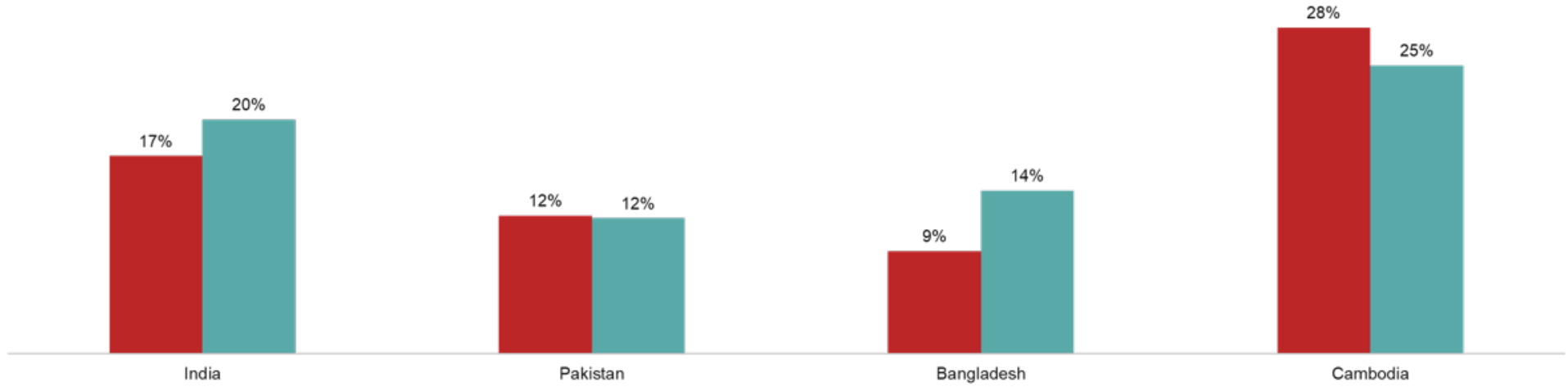
Q4: Being sexually harassed

Q5: Being approached repeatedly by unwanted contacts (cyber-stalked)

Base	India	Pakistan	Bangladesh	Cambodia
Internet users	919	427	266	804

### Experiencing online harassment (% of aged 15-65 internet users)

■ Urban ■ Rural



Q1: Being called offensive names

Q2: Being purposefully embarrassed or criticized in another way (besides being called offensive names)

Q3: Being physically threatened

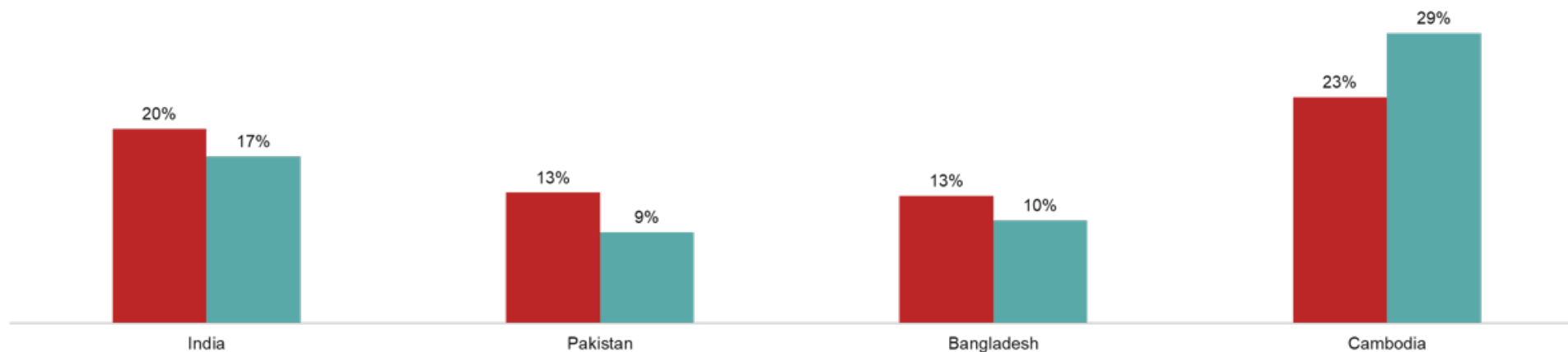
Q4: Being sexually harassed

Q5: Being approached repeatedly by unwanted contacts (cyber-stalked)

Base	India		Pakistan		Bangladesh		Cambodia	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Respondents faced online harassments	505	454	215	218	154	126	461	355

### Experiencing online harassment (% of aged 15-65 internet users)

■ Male ■ Female



Q1: Being called offensive names

Q2: Being purposefully embarrassed or criticized in another way (besides being called offensive names)

Q3: Being physically threatened

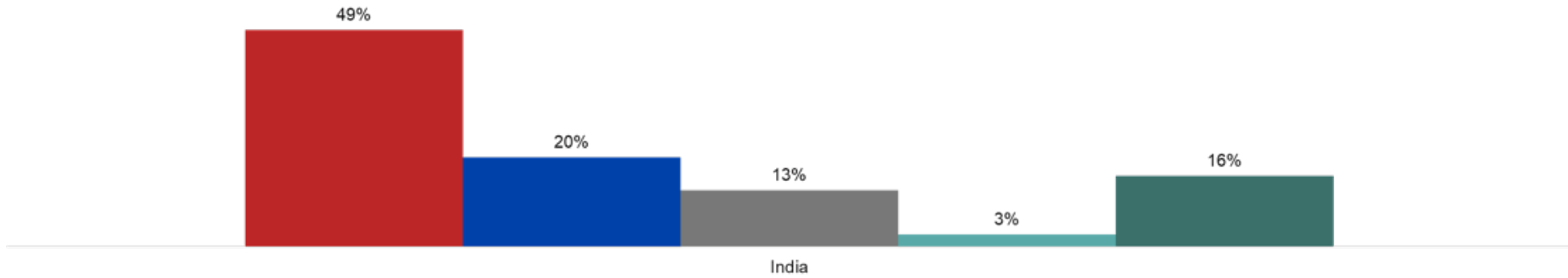
Q4: Being sexually harassed

Q5: Being approached repeatedly by unwanted contacts (cyber-stalked)

Base	India		Pakistan		Bangladesh		Cambodia	
	Male	Female	Male	Female	Male	Female	Male	Female
Respondents faced online harassments	674	285	287	146	210	70	368	448

### Form of harassment (% of those who experienced online harassment)

- Being called offensive names
- Being physically threatened
- Being approached repeatedly by unwanted contacts (cyber-stalked)
- Being purposefully embarrassed or criticized in another way (besides being called offensive names)
- Being sexually harassed

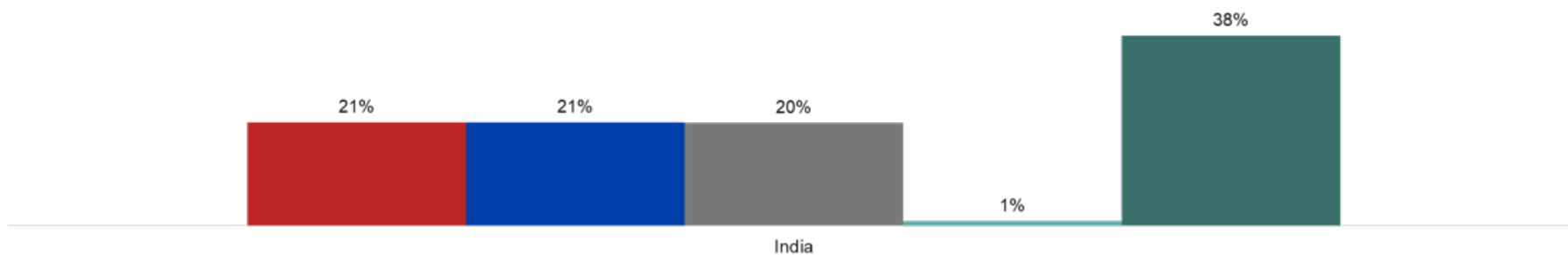


Q: Which form of harassment did you most recently experience personally?

Base	India
Respondents faced online harassments	178

### Motivation for the harassment (% of those who experienced online harassment)

■ Gender ■ Religion or race ■ Politics ■ Other ■ I don't know

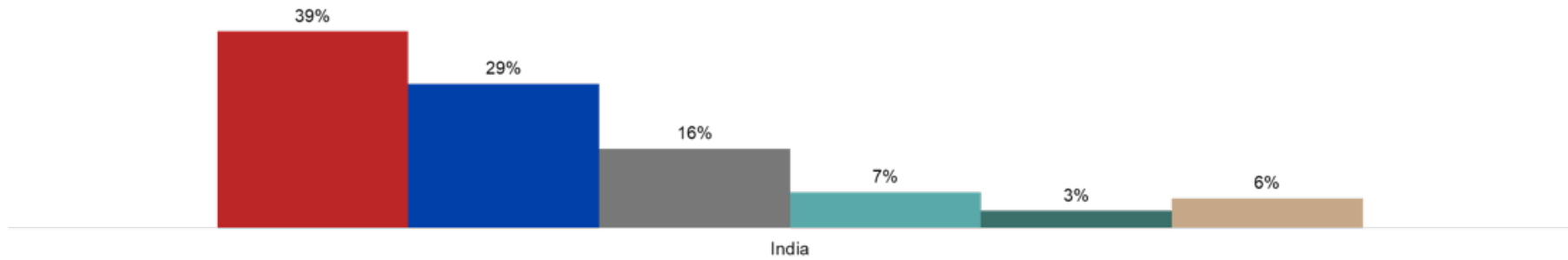


Q:What do you believe was the main motivation behind this harassment?

Base	India
Respondents faced online harassments	178

### Platform on which the harassment experienced (% of those who experienced online harassment)

■ Social media (eg: facebook) ■ Chat applications (eg: whatsapp) ■ Comments section of a website ■ Online gaming ■ Email ■ Other (specify)

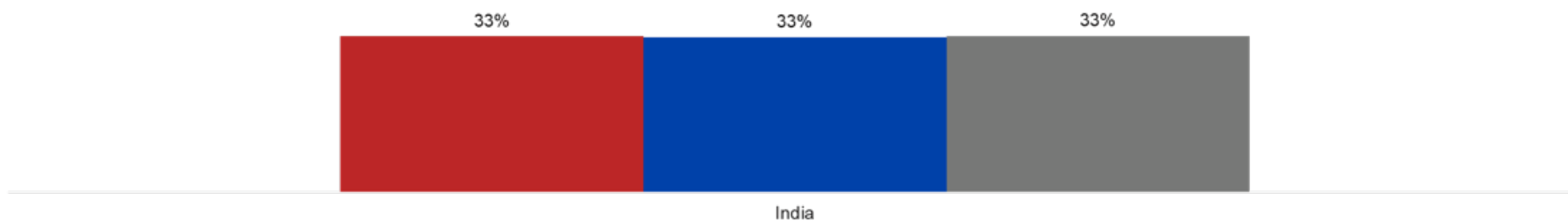


Q:On which PLATFORM, did you experience this harassment?

Base	India
Respondents faced online harassments	178

### Source of the harassment (% of those who experienced online harassment)

■ Someone i've met before offline   ■ One of my online contacts/friends that i've never met before offline   ■ Someone i don't know at all (online or offline)

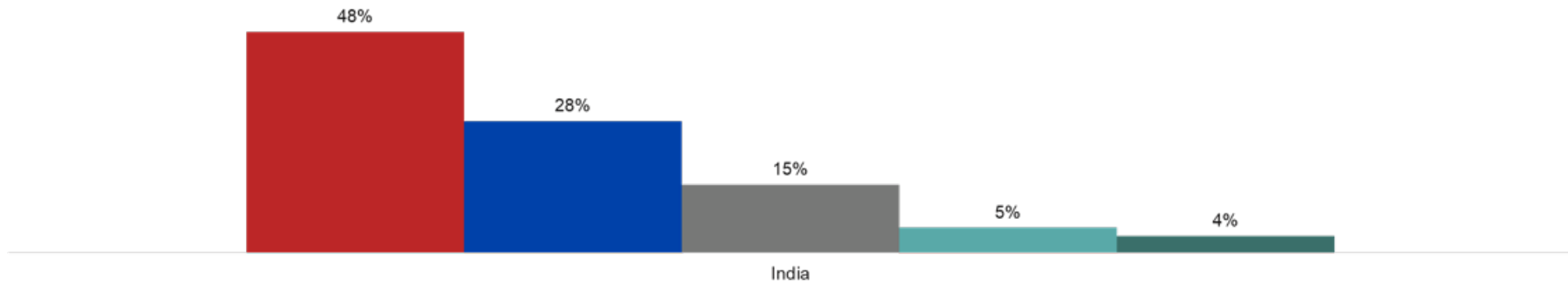


Q:Who was the source of this harassment?

Base	India
Respondents faced online harassments	178

### Effect of the harassment on internet (% of those who experienced online harassment)

- It has had no effect
- I reduced use of the particular website
- I deleted the app or my profile
- I unfriend/blocked contacts or left that a group/forum
- I now limit my use the internet as a whole



Q: What effect has this had on your use of the Internet?

Base	India
Respondents faced online harassments	178



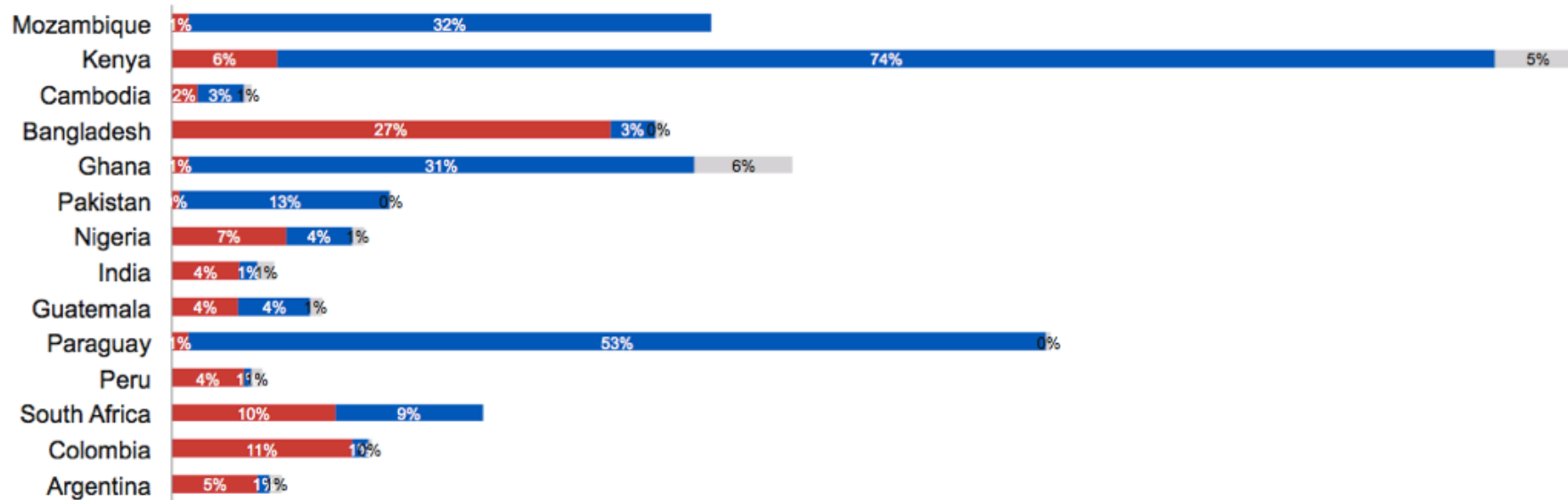
# e-commerce

# Mobile money

On a percentage basis, the use of mobile money by mobile phone owners is very low. Just 4% use mobile banking, 1% use mobile money and a further 1% use both. Despite large numbers of registered users reported in the media on major payment platforms, the country performs poorly in this respect, especially when compared to some of the other countries surveyed. However, when asked if mobile owners use payment gateway apps on their mobiles, 15% of Indian mobile owners aged 15-65 indicated that they did (see section on mobile app use).

**Mobile money usage (% of aged 15-65 mobile phone owners)**

■ Yes, through mobile banking ■ Yes, through mobile money ■ Yes, through both



Q: Do you ever use mobile phone for financial transactions: to send or receive money?

Base	Argentina	Colombia	South Africa	Peru	Paraguay	Guatemala	India	Nigeria	Pakistan	Ghana	Bangladesh	Cambodia	Kenya	Tanzania	Rwanda	Mozambique
Mobile phone owners	1,116	1,297	1,398	1,234	1,209	1,214	3,252	1,123	1,208	901	1,531	1,526	1,054	761	635	632

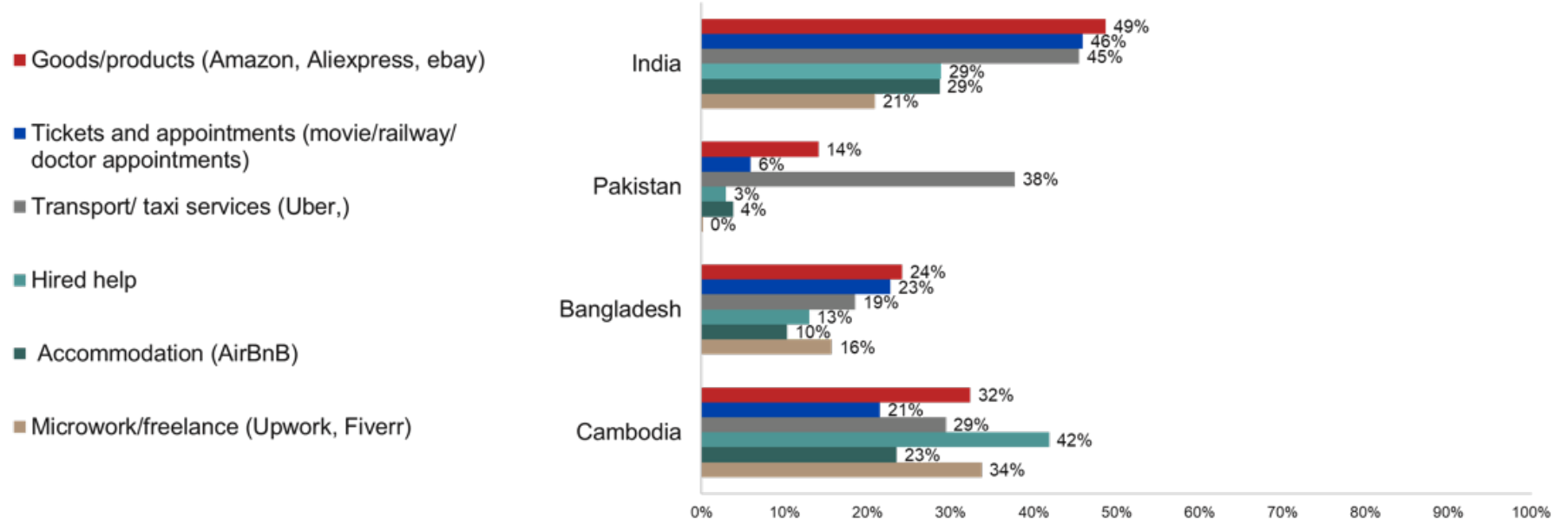
# Platforms

## Buying

Internet users were asked if they were aware of Internet websites or mobile apps to buy and sell goods or services that they need. This could include apps such as Uber, Lyft, AliExpress and Upwork.com, as well as social media such as Facebook and Instagram. The responses show that Indian Internet users have the highest levels of awareness among the Asian countries. Awareness was high particularly with regard to buying and selling goods and services (through platforms such as Amazon, AliExpress, eBay, etc.), buying/selling tickets and appointments, and transport and ridesharing apps. Almost half of India's Internet users were aware of these. When it came to actual use as well, India had the highest number of users (out of those aware of the platforms) in Asia, mostly with respect to the same three types noted earlier (goods/products, transport services, tickets and appointments).

Convenience and better prices were the key drivers for use. In the last three months, most had made less than three transactions; heavy use was not widespread. Just 16% of users completed the full transaction (search, order, payment and delivery) within the platform – many only used the platform for search and order. The reasons for this ranged from lack of a need to do so (they have access to sufficient offline options), concerns about sharing personal details with third parties, and concerns regarding the quality of the product. Not knowing how to use these platforms was also a problem for some. Payments were most often done through debit cards and cash-on-delivery among, with some stating they used mobile and/or internet banking. Awareness was seen to be a barrier to greater uptake, 49% of those who are aware of these platforms said they did not know how to use them.

### Awareness of platforms for buying/selling (% of aged 15-65 internet users)

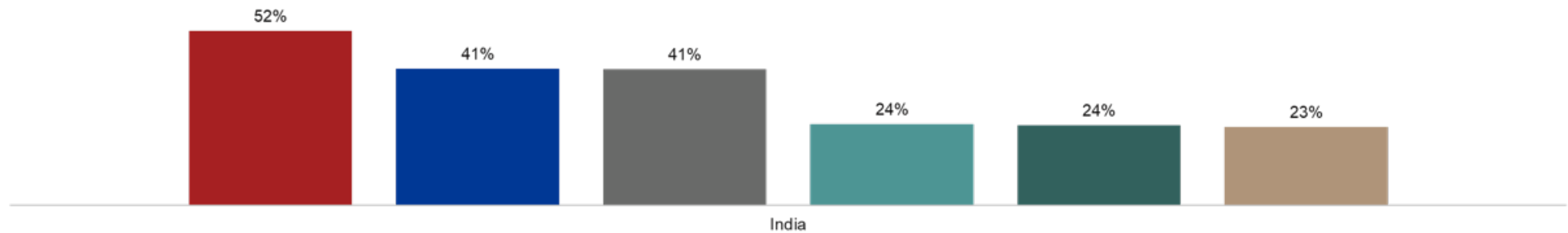


Q: Have you heard of these opportunities to buy/sell goods or services over the internet or apps as just defined?

Base	India	Pakistan	Bangladesh	Cambodia
Internet users	919	427	266	804

### Usage of platforms: **buying** (% of aged 15-65 internet users aware of platforms)

- Goods/products (Amazon, Aliexpress, ebay)
- Transport/ taxi services (Uber,)
- Tickets and appointments (movie/railway/ doctor appointments)
- Accommodation (AirBnB)
- Microwork/freelance (Upwork, Fiverr)
- Hired help

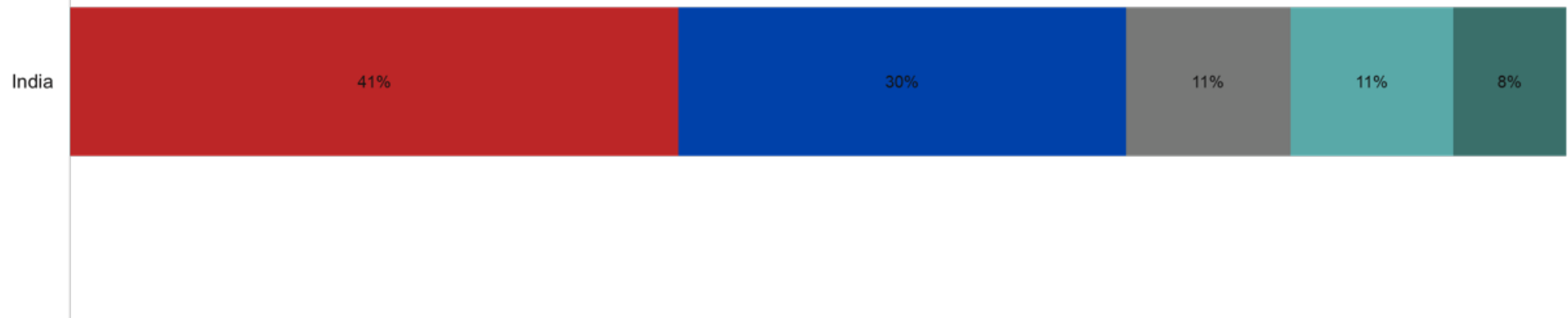


Q: Have you ever bought any of the following goods or services through the internet or apps?

Base : Internet users who are aware of the Platforms	India
Goods/products (Amazon, Aliexpress, ebay)	430
Transport/ taxi services (Uber,)	396
Tickets and appointments (movie/railway/ doctor appointments)	409
Accommodation (AirBnB)	265
Microwork/freelance (Upwork, Fiverr)	202
Hired help	258

**Reason for using platforms for buying ( % of aged 15-65 platform users who buy )**

- Convenience of finding what i want in one place
- Better prices than otherwise
- I can only get these things online where I live (not in shops close by)
- Save time since no need to physically go
- Quicker service than otherwise

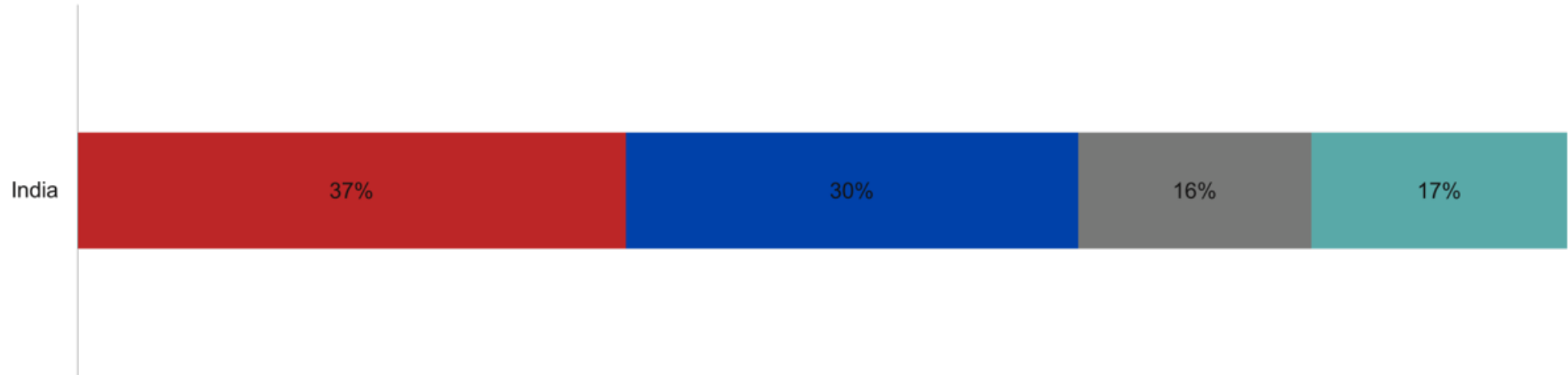


Q: Why do you usually choose to use these kinds of websites/apps to search/buy goods and services?

Base	India
Platform users who purchased through platforms	239

Frequency of **purchases** via platforms during last 3 months (% of aged 15-65 platform users who buy )

■ 0 ■ 1-5 ■ 6-10 ■ >10

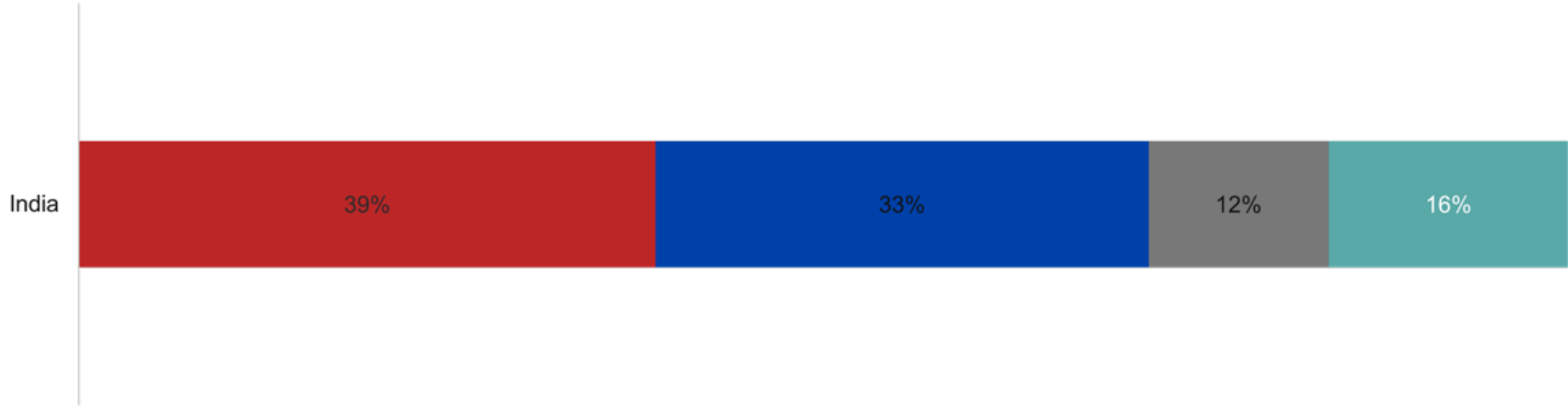


Q: Now, thinking about the last three (3) months, please tell me how many times you have bought or hired a good or service using the internet?

Base	India
Platform users who purchased through platforms	239

**Transaction components completed on Internet/apps: buying (% of aged 15-65 platform users who buy )**

■ Search only   ■ Search and place order only   ■ Search, place order and pay   ■ Search, place order and pay and delivery



Q: In your most frequent online purchase or hire Do you usually use the internet to:

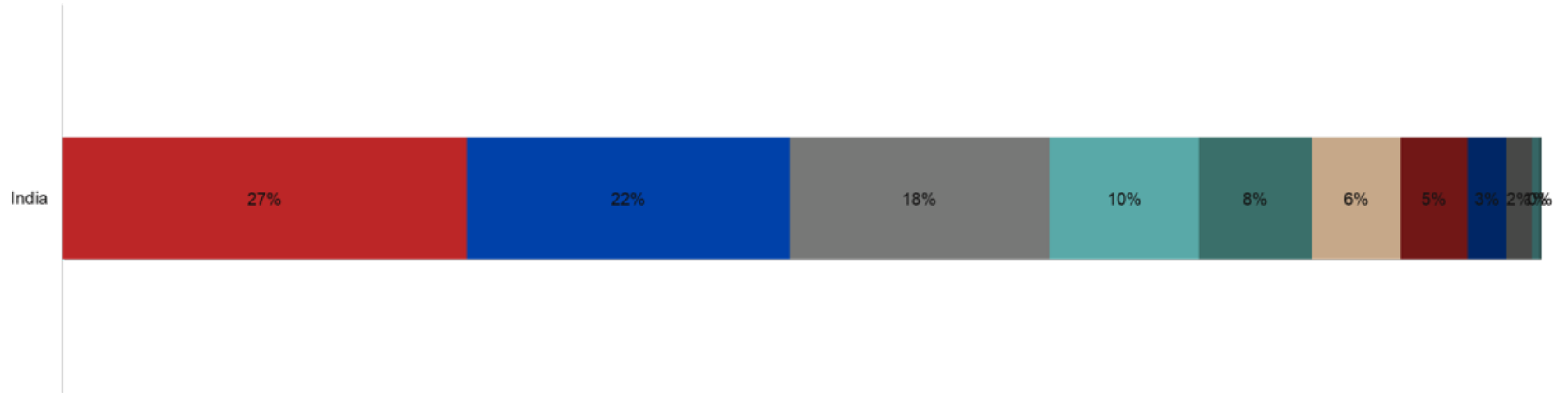
Base	India
Platform users who purchased through platforms	239



Reason for not placing order and paying via Internet/apps (% of aged 15-65 buyers who didn't place order or pay for the most recent purchase)	India
I don't need to (e.g., I can buy all necessary goods/services from physical stores)	31%
I'm not comfortable sharing personal details online with third parties	24%
I cannot be certain of the quality of the product	23%
I don't know how to	22%
I am not certain that I will receive the goods/services	20%
Delivery charges are too high	18%
It takes too much time	15%
There is no option to place order or do payment online	13%
I'm not comfortable sharing financial details online with third parties	11%
Online prices of goods/services are too high	11%
I am not certain that my payment will reach the seller	10%
I've had a negative experience in the past	7%
I am not comfortable using sellers/service providers that I don't know	5%
I have heard of people having negative experiences with these	4%

### Usual method of paying (% of aged 15-65 platform users who buy)

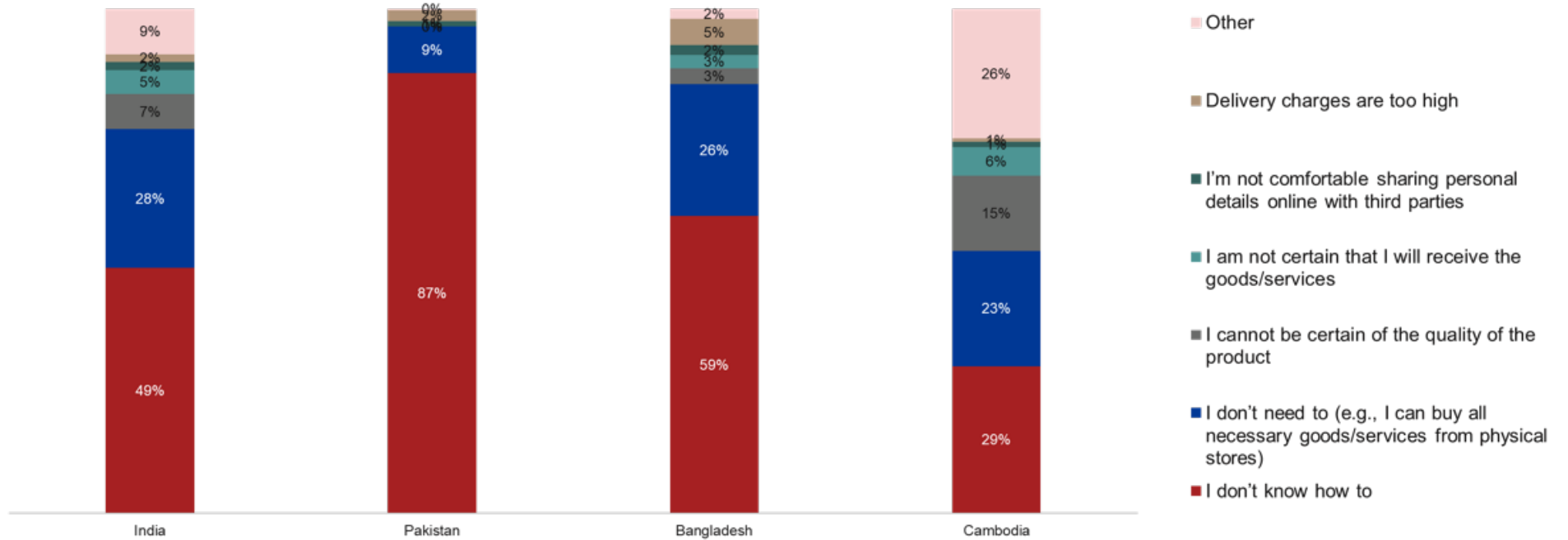
- Debit card
- COD (cash on delivery)
- Mobile-banking/ internet-banking
- Mobile money transfer/balance transfer
- Transfer via ATM/Bank
- Credit card
- Other
- Payment in kind or via exchange of other goods/services
- Online payment (e.g., Paypal, PayTm, Virtual account)
- Western Union
- Post office



Q: What methods of payment do you usually use for your purchases?

Base	India
Platform users who purchased through platforms	239

Reason for not using platforms for buying (% of those aged 15-65 who are aware of but don't use platforms)



Q: What is the primary reason you don't buy goods/services through the internet or mobile apps?

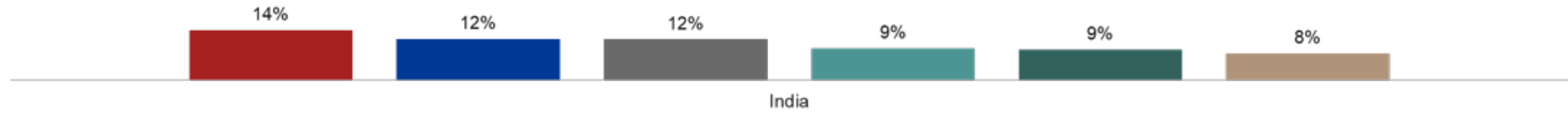
Base	India	Pakistan	Bangladesh	Cambodia
Respondent who are aware of platforms but not using them	586	302	227	421

## Selling

Respondents who are aware of platforms were asked whether they have used them to sell products or services. Low usage of platforms to sell products or services were observed. Better job rates/prices and getting access to a larger number of customers were the key drivers for use. More than 25% of users had sold five or more product or services over the last three months. Just 12% of users completed the full transaction (search, order, payment and delivery) within the platform – many only used the platform to search for and accept jobs. The reasons for this ranged from lack of a need to do so (they have access to sufficient offline options) followed by not knowing how to accept orders and receive payments online. Concerns about sharing personal details with third parties and low online prices of goods/services were also problems for some. 56% of Indian platform users who sell, cash out their payments via mobile wallets or bank accounts belonging to someone else. Most of the users claimed that what they earn via selling goods or services online was not essential but nice to have. However, 24% claimed that the earnings are essential to them. Lack of need is the key reason for not using platforms to sell, and lack of knowledge was the second most common reason for non-usage.

### Usage of platforms: **selling** (% of aged 15-65 internet users who aware of platforms)

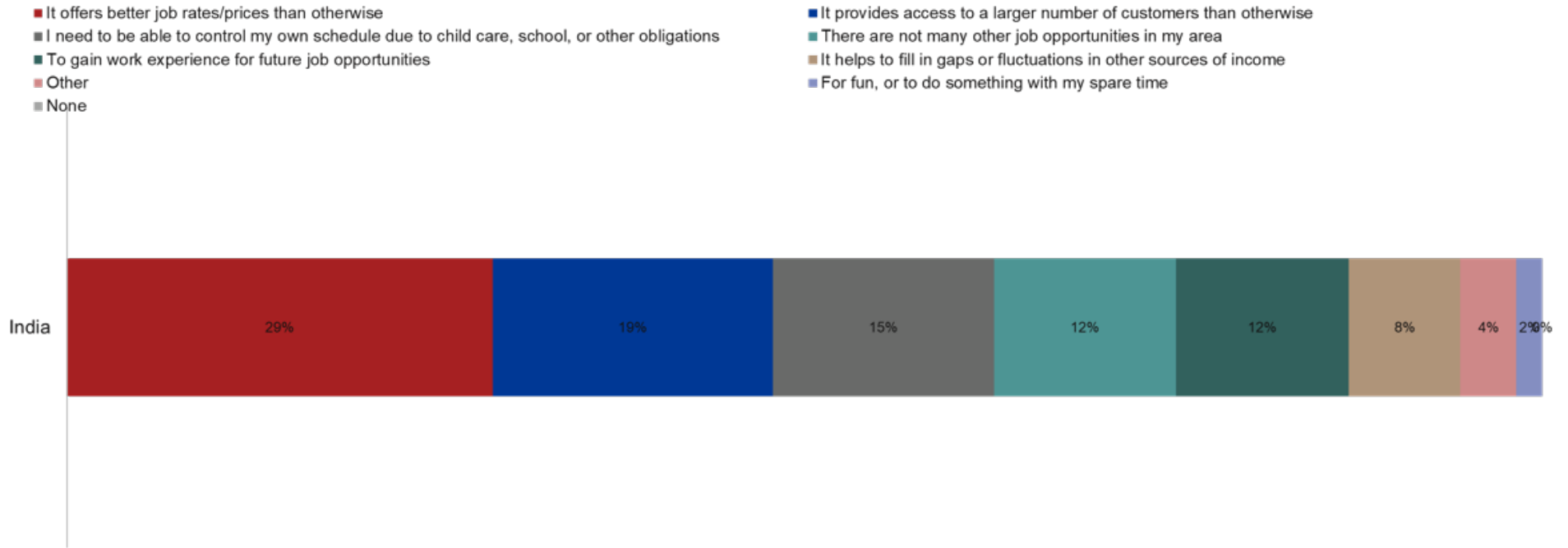
- Transport/ taxi services (Uber,)
- Goods/products (Amazon, Aliexpress, ebay)
- Hired help
- Accommodation (AirBnB)
- Tickets and appointments (movie/railway/ doctor appointments)
- Microwork/freelance (Upwork, Fiverr)



Q: Have you ever sold any of the following goods or services through the internet or apps?

Base : Internet users who are aware of the Platforms	India
Transport/ taxi services (Uber,)	396
Goods/products (Amazon, Aliexpress, ebay)	430
Hired help	258
Accommodation (AirBnB)	265
Tickets and appointments (movie/railway/ doctor appointments)	410
Microwork/freelance (Upwork, Fiverr)	202

### Reason for using platforms for selling (% of aged 15-65 platform users who sell)

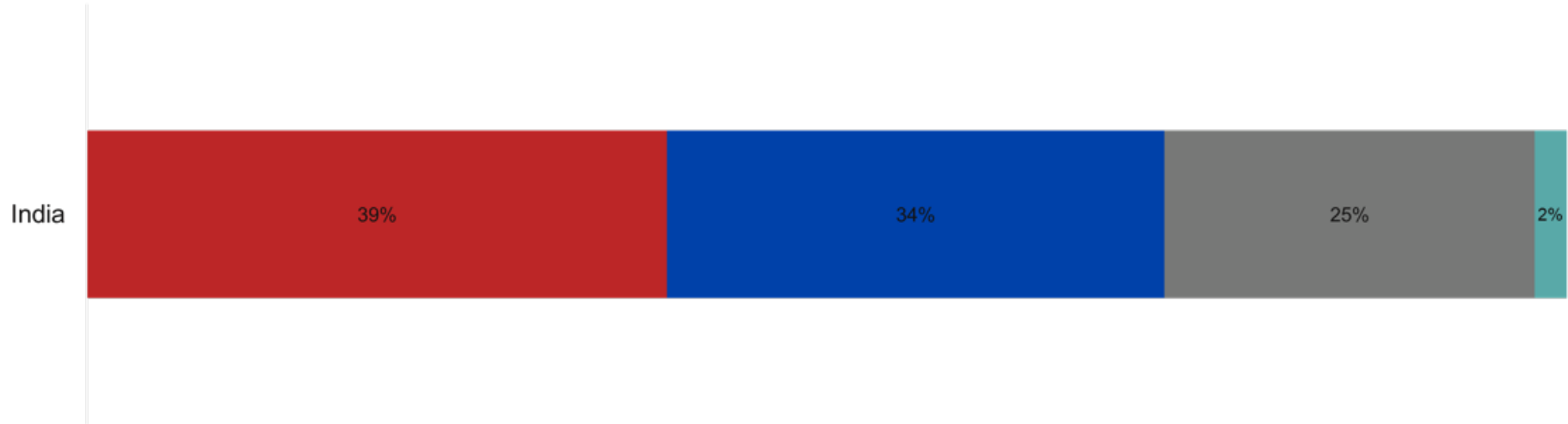


Q: Why do you usually choose to use these websites/apps to earn money or sell goods and services ?

Base	India
Platform users who sell through platforms	106

Frequency of sales via platforms during last 3 months ((% of aged 15-65 platform users who sell)

■ 0 ■ 1-5 ■ 6-10 ■ >10

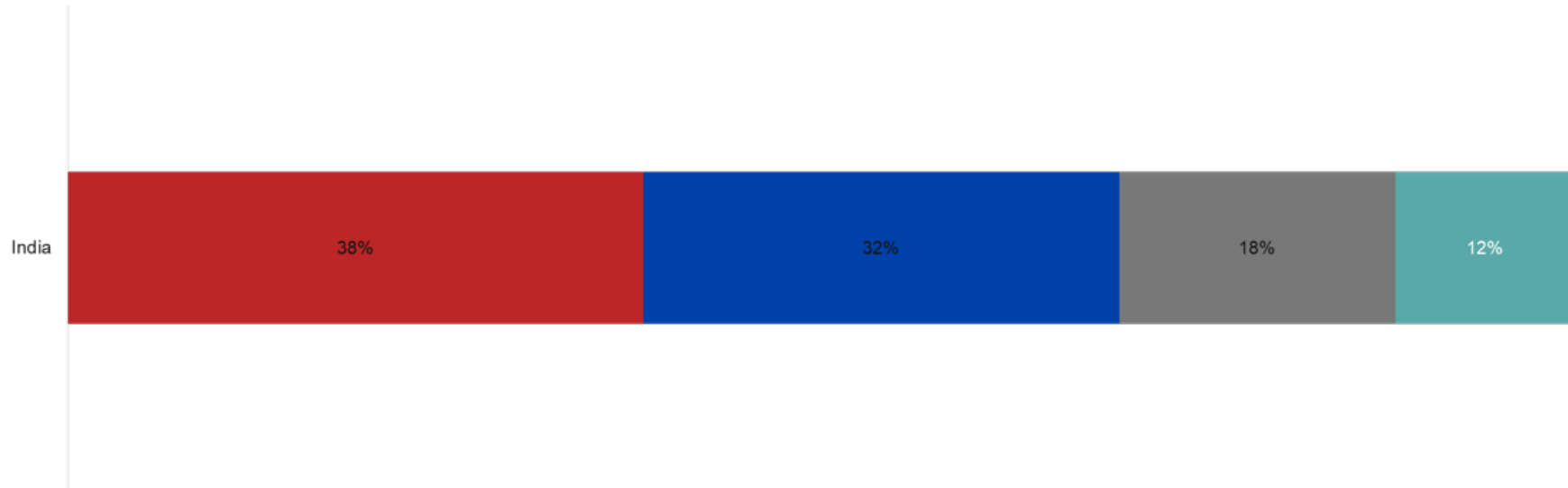


Q: Now, thinking about the last three (3) months, please tell me how many times you used to earn money by selling things or taking on jobs through the Internet in the past 3 months

Base	India
Platform users who sell through platforms	106

Transaction components completed on Internet/apps: **selling** (% of aged 15-65 platform users who sell)

- Search for jobs/orders only
- Search for and accept jobs/order only
- Search for, accept jobs/order and receive payment
- Search for, accept jobs/ order and receive and delivery



Q: In the most frequent way you have used to earn money by selling things or taking on jobs through the Internet, do you usually

Base	India
Platform users who sell through platforms	106



<b>Reason for not to delivering orders and receiving payments via Internet/apps (% of aged 15-65 sellers who don't usually deliver orders/payments via Internet/apps)</b>	<b>India</b>
I don't need to	50%
I don't know how to	42%
I'm not comfortable sharing financial details online with third parties	18%
Online prices of goods/services are too low	15%
I am not comfortable using buyers /service providers that I don't know	14%
There is no option to accept order or receive payment online	13%
I'm not comfortable sharing personal details online with third parties	11%
I am not certain that I will receive payment from buyer	11%
I've had a negative experience in the past	11%
It takes too much time	9%
I have heard of people having negative experiences with these	4%
Service provider commission too high	2%
Other	0%

### Importance of earnings from platforms (% of aged 15-65 platform users who sell)

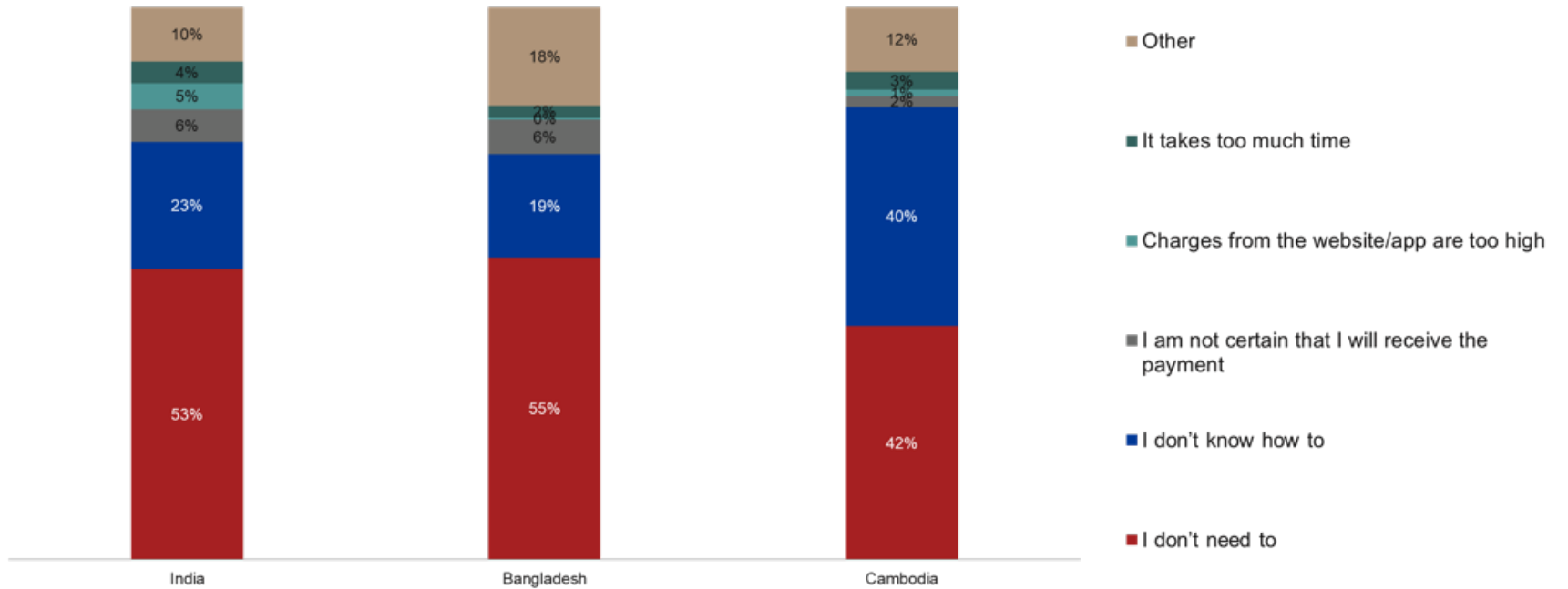
■ It is an important component of my budget, but not essential ■ It is essential for meeting my basic needs ■ It is nice to have, but I could live comfortably without it



Q: Which of the following statements best describes the income you earn from using these services?

Base	India
Platform users who sell through platforms	106

Reason for not using platforms for **selling** (% of those aged 15-65 who are aware of but don't use platforms to sell)



Q: What is the primary reason you don't sell goods/services through the internet or mobile apps?

Base	India	Bangladesh	Cambodia
Platform users who aren't sell through platforms	356	80	506





LIRNEasia is a pro-poor, pro-market think tank working in the Asia-Pacific region.

The AfterAccess surveys are conducted by pro-poor sister-networks across the Global South with support from the International Development Research Center (IDRC) of Canada and the Swedish International Development Cooperation Agency (SIDA).

Our surveys are nationally representative and use methodology that is comparable across the countries. This currently includes completed surveys in 18 countries: six in Asia, seven in Africa, and five in Latin America. An additional four countries are being surveyed at present, making it the most comprehensive database on mobile phone and Internet access and use in the Global South. The currently available data was collected via 38,005 face-to-face interviews of households and individuals, and allows for disaggregation by gender, rural or urban setting, and age among other factors.

