

INTERNET USERS SURVEY 2018

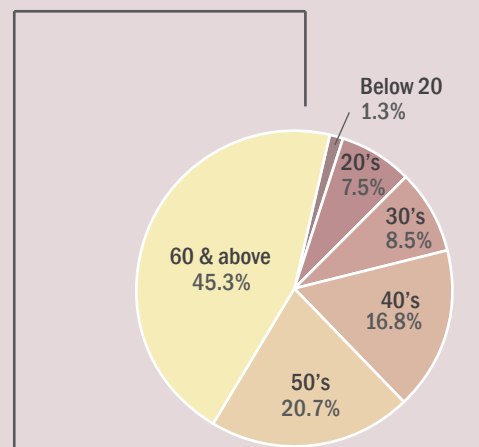
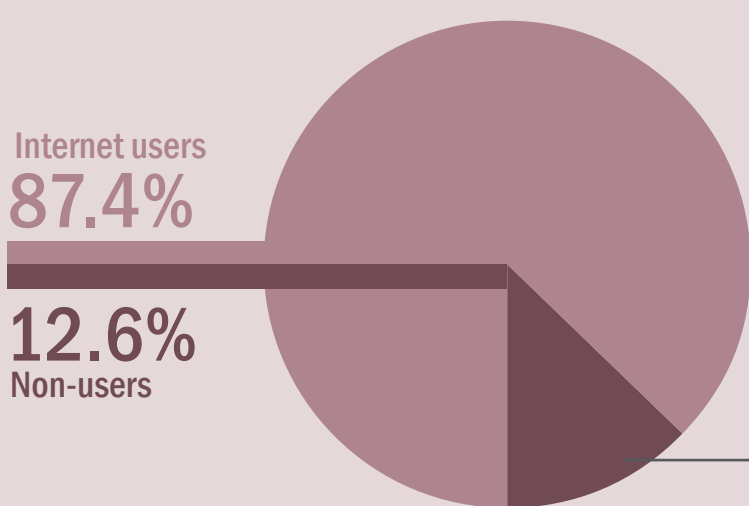


Internet users and non-users

28.7 million Internet users in 2018

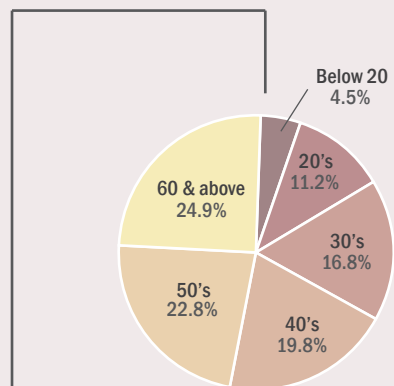
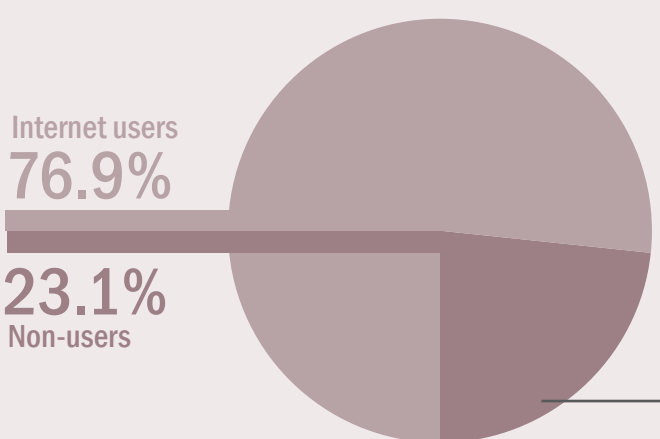
2016: 24.5 million

2018



Distribution of non-users by age group

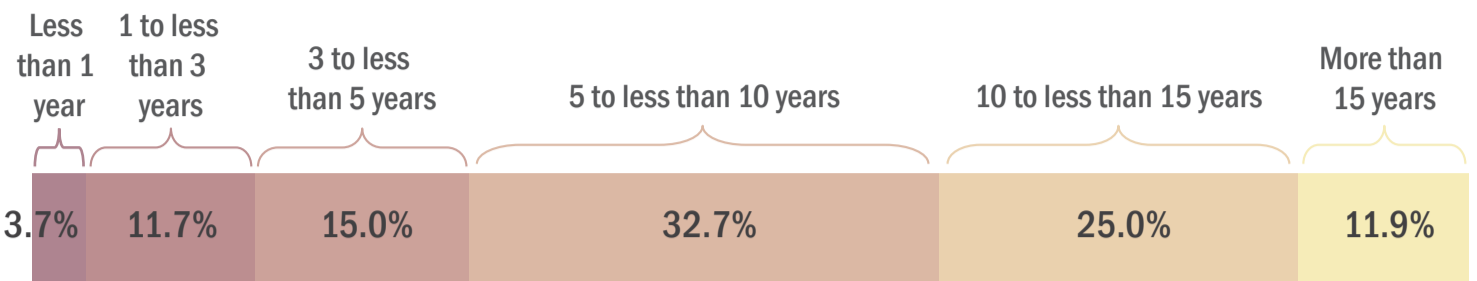
2016



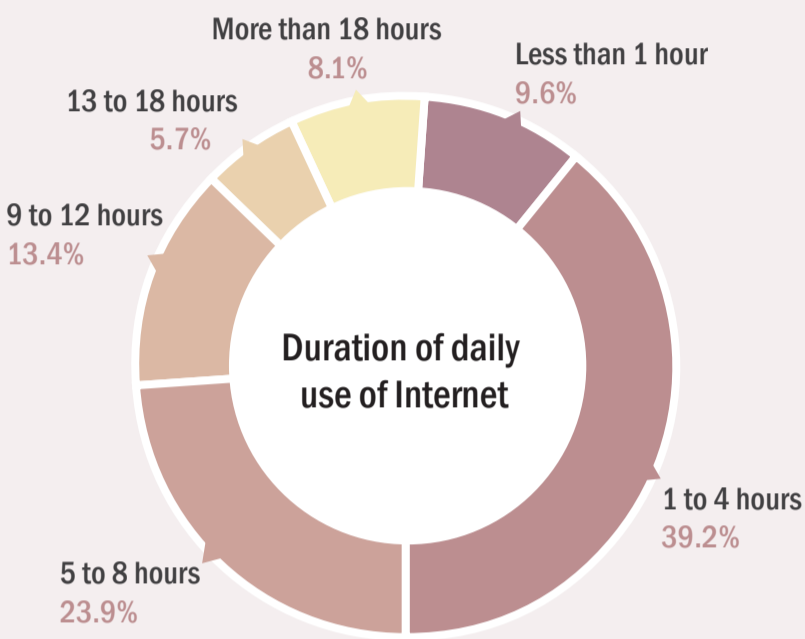
Distribution of non-users by age group

Internet access

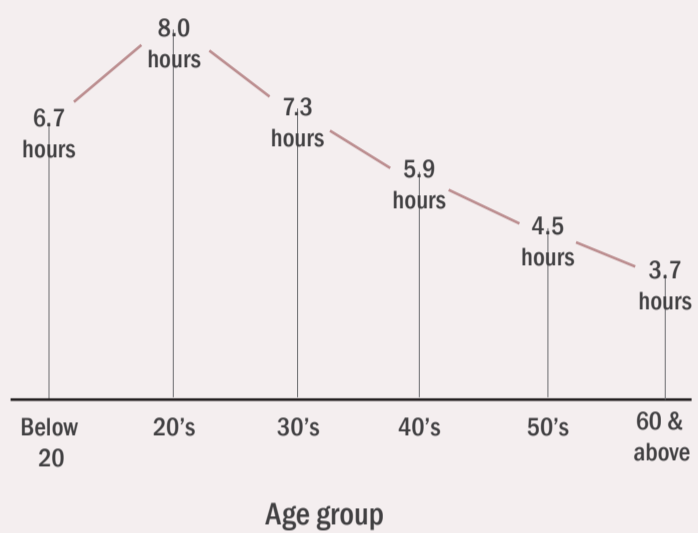
Years of experience with Internet use



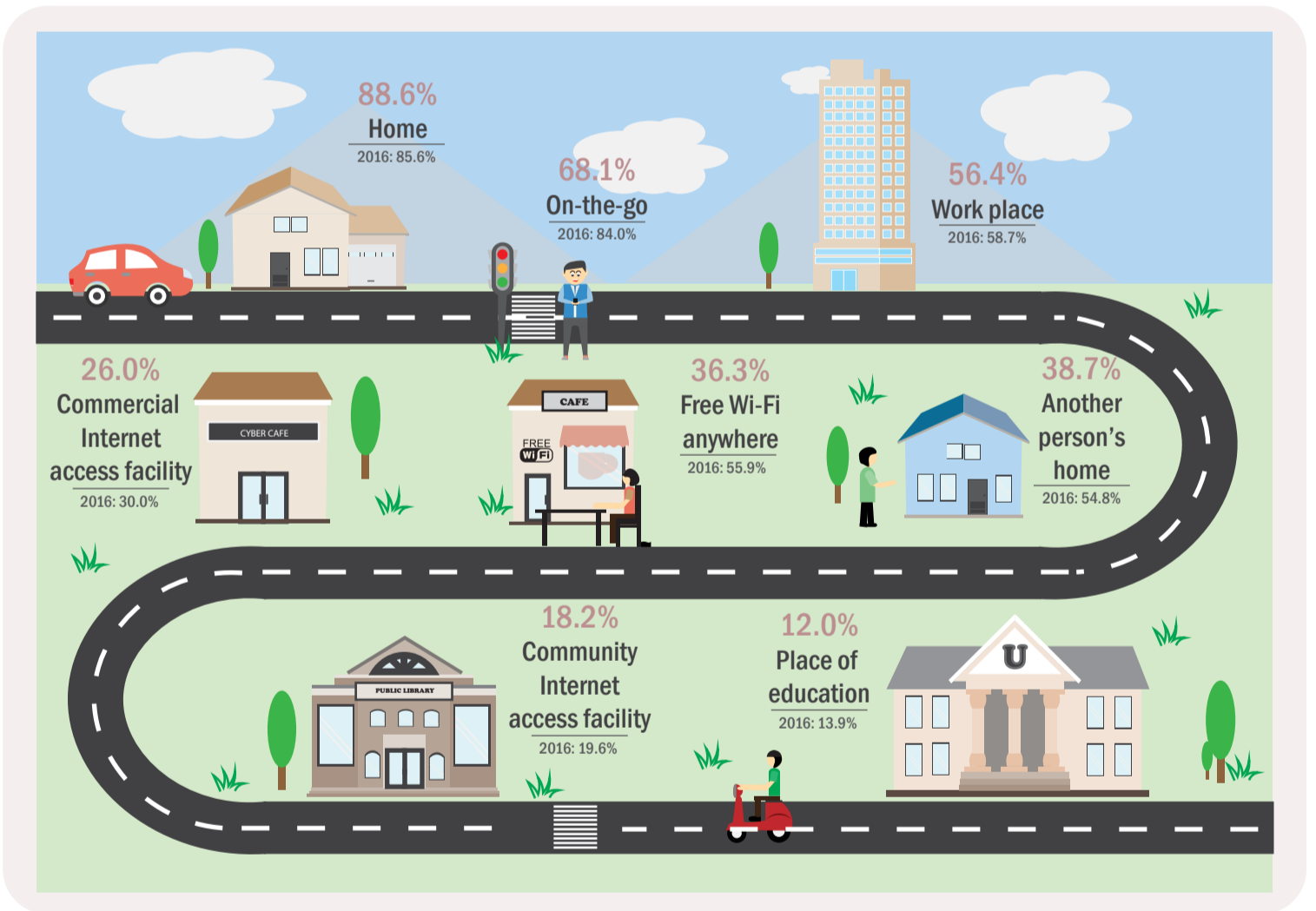
Duration of daily use of Internet



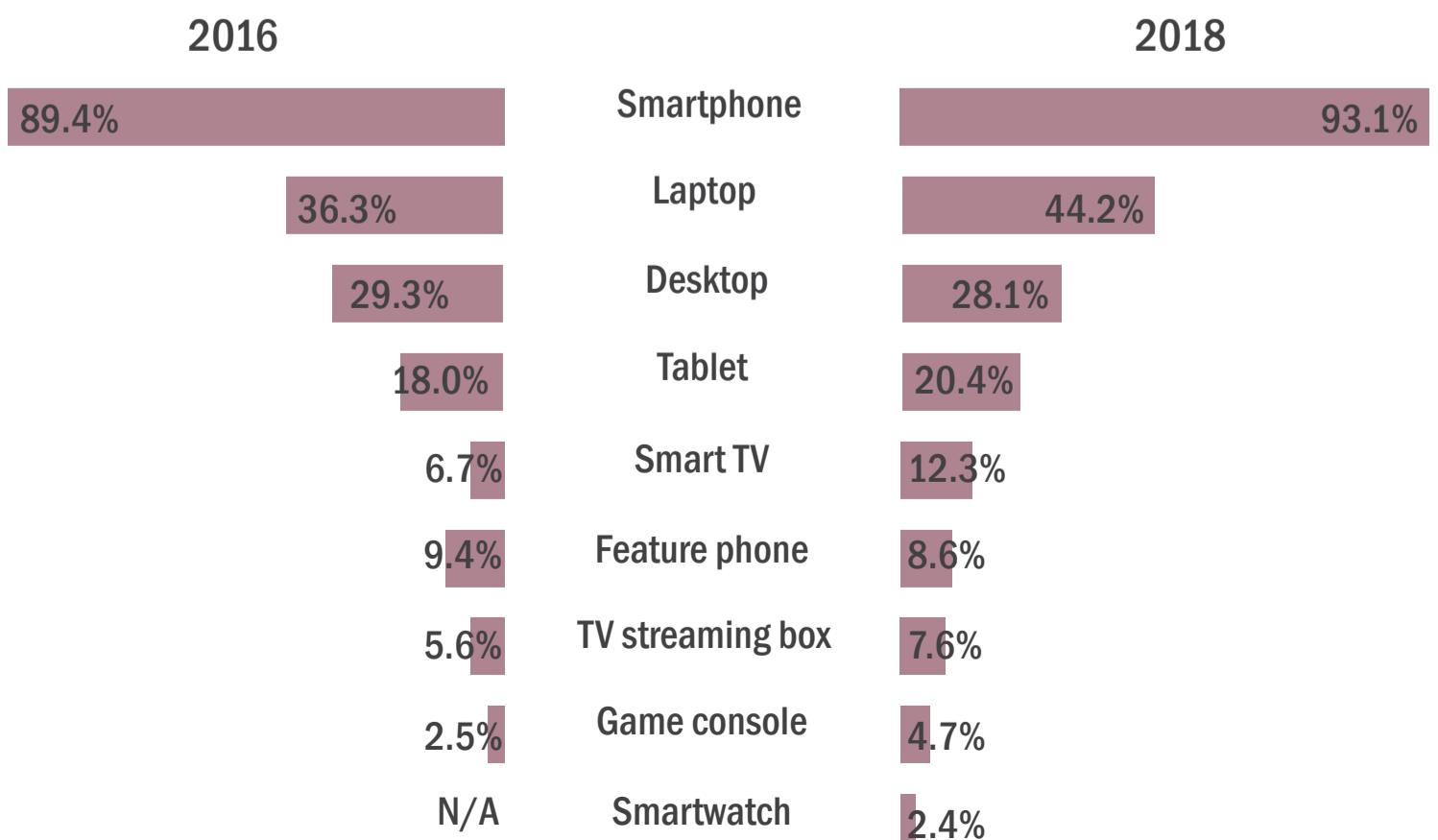
Average duration of daily use of Internet by age group



Place to access Internet

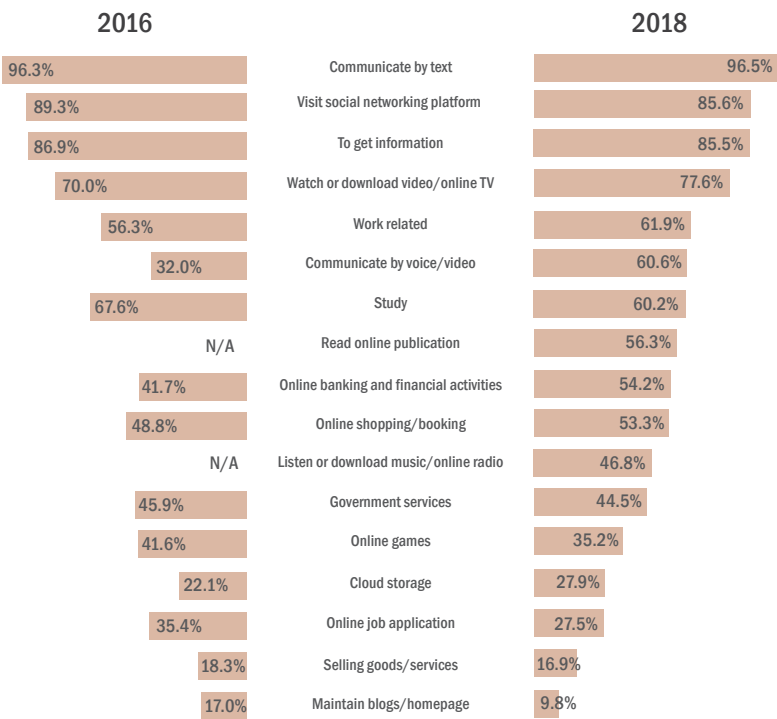


Device to access Internet

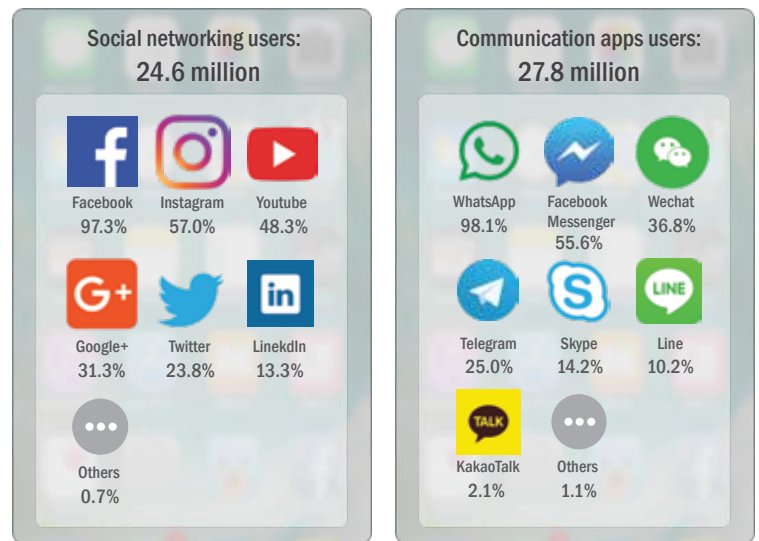


Online activities

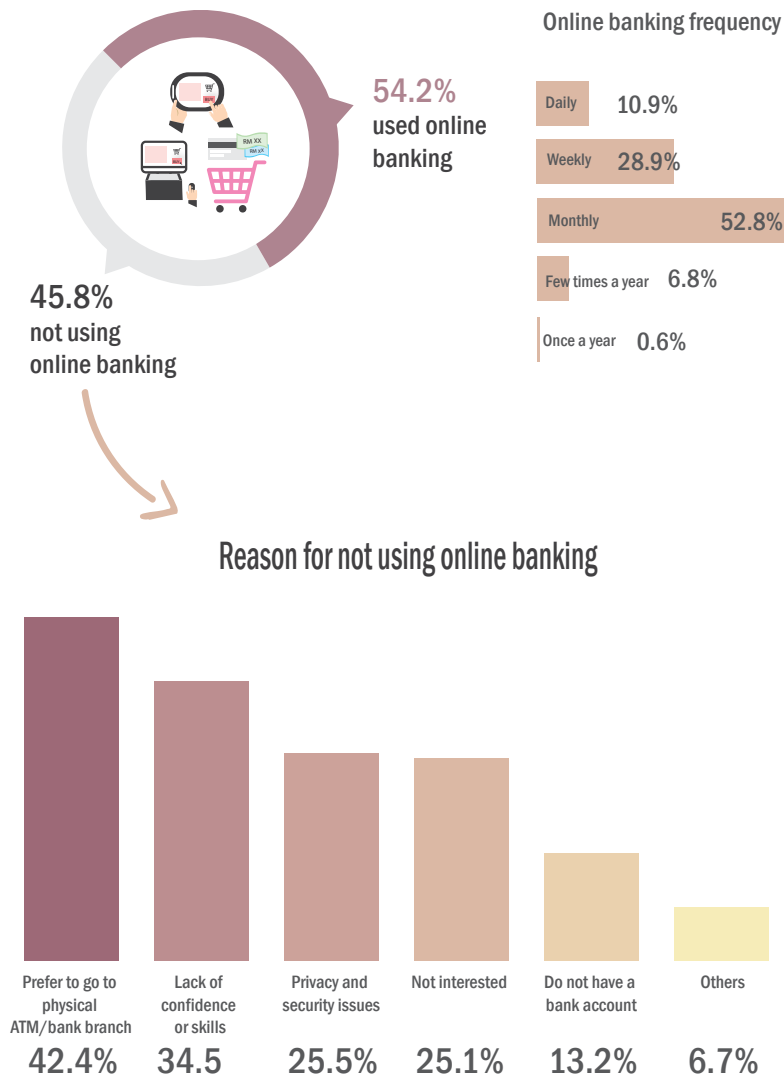
Online activities



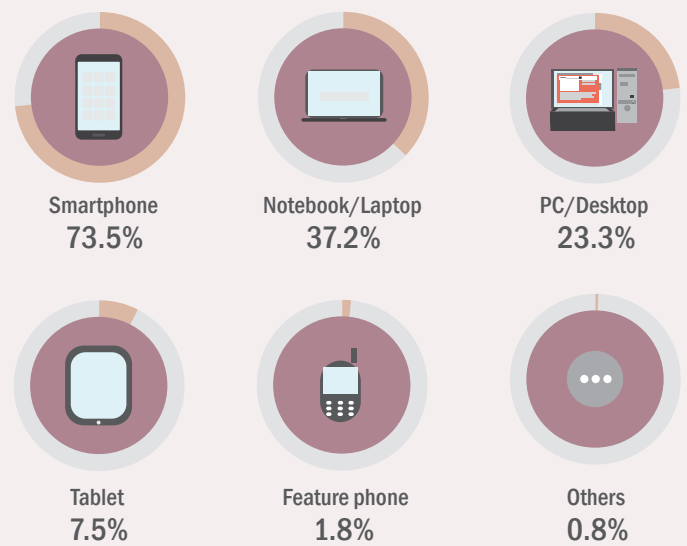
Social networking and communication apps account ownership



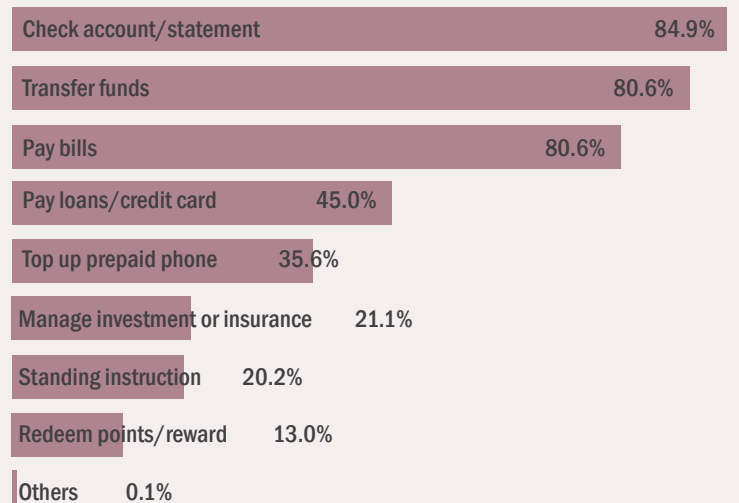
Online banking and financial activities



Device used for online banking



Online banking activities



Online content sharing

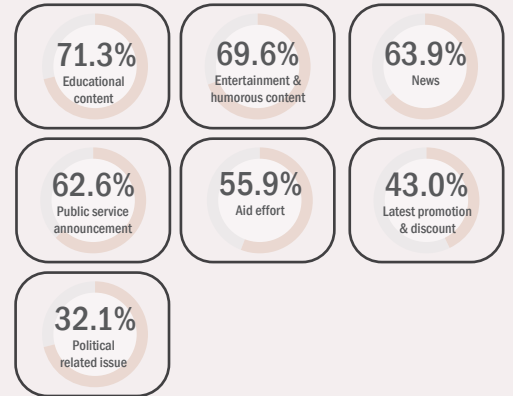
Online content sharing behaviour



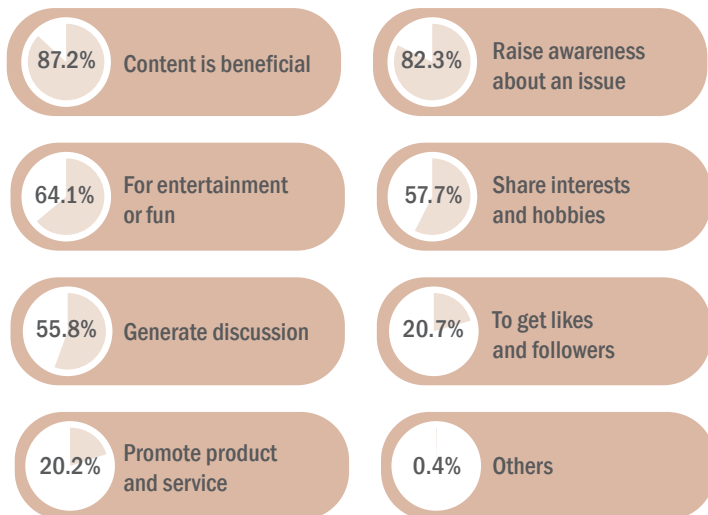
61.8%
have shared content
online

38.2%
not sharing content
online

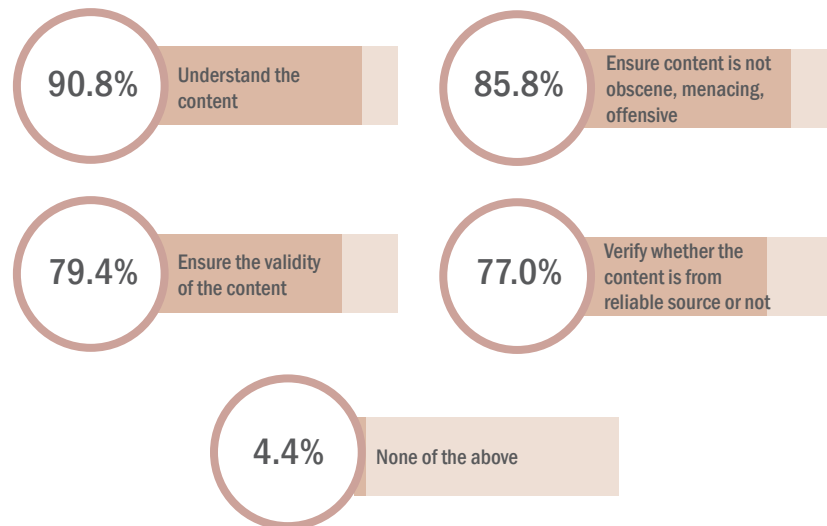
Type of online content shared



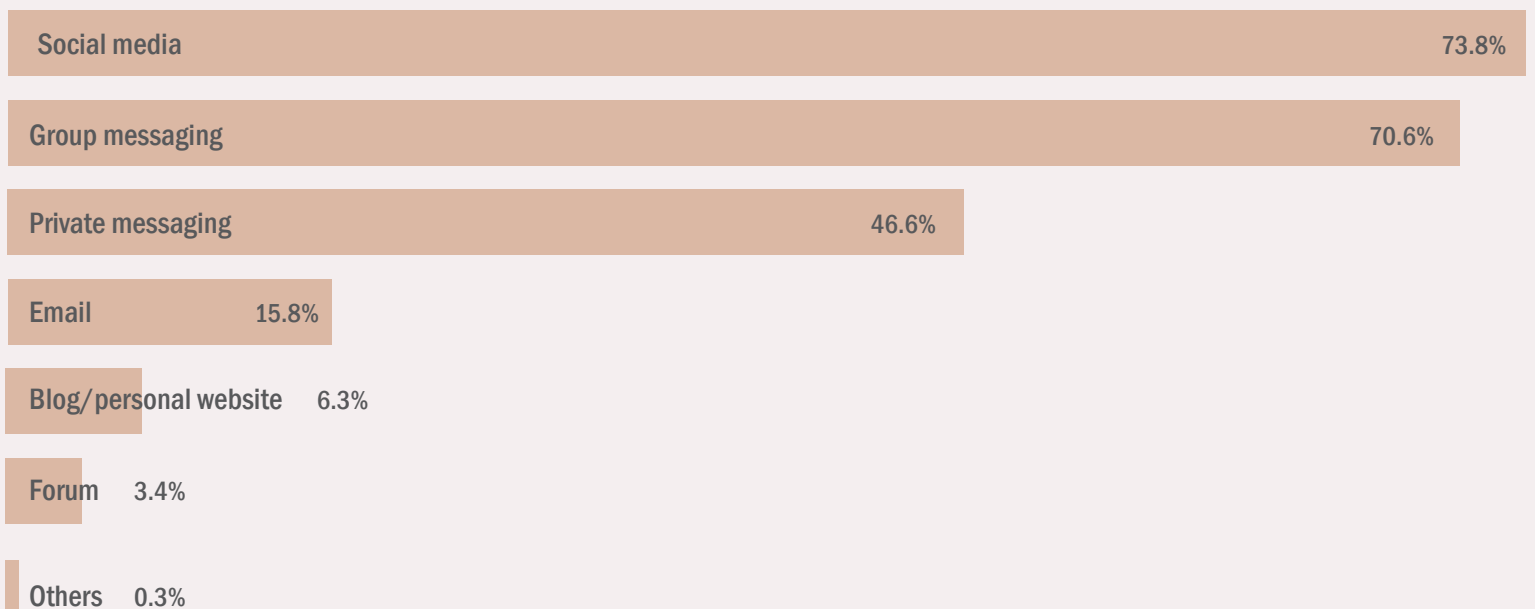
Purpose of online content sharing



Action taken before sharing online content



Online content sharing platform



Child online safety and parental control

Awareness on parental control by parents among Internet users

62.4%

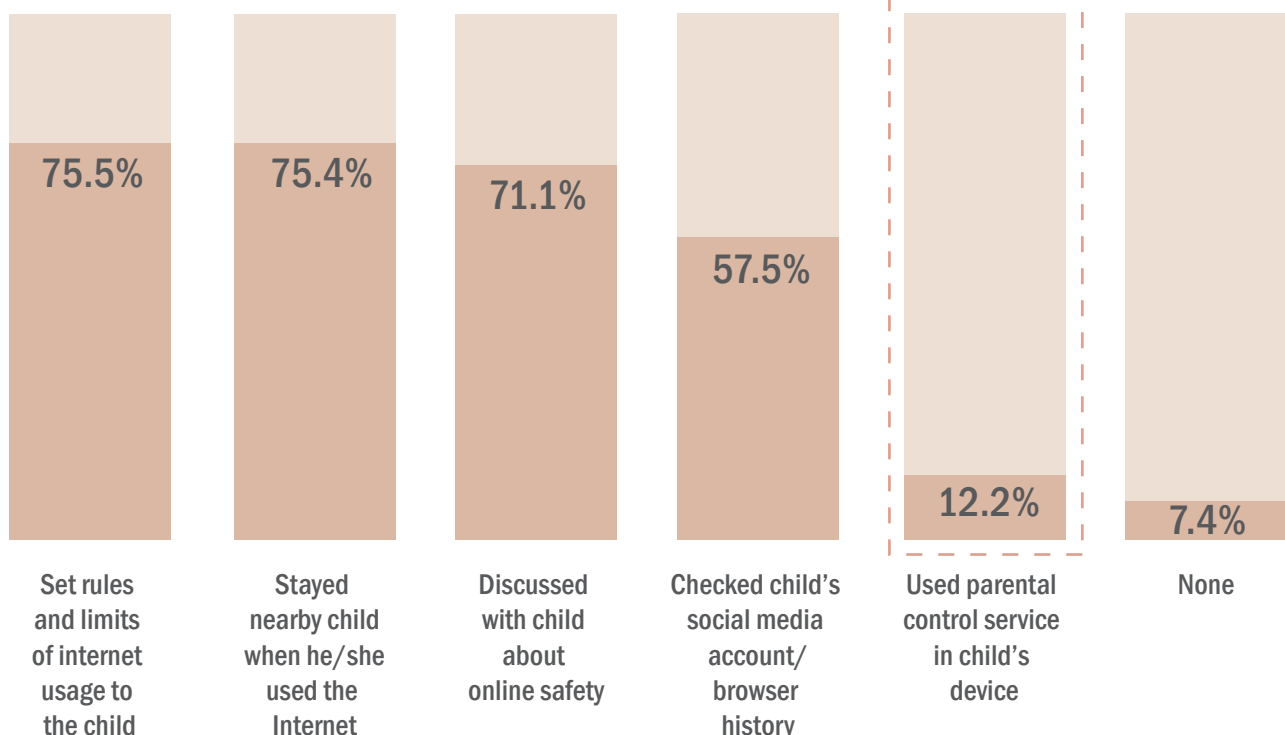
aware of parental control

37.6%

not aware



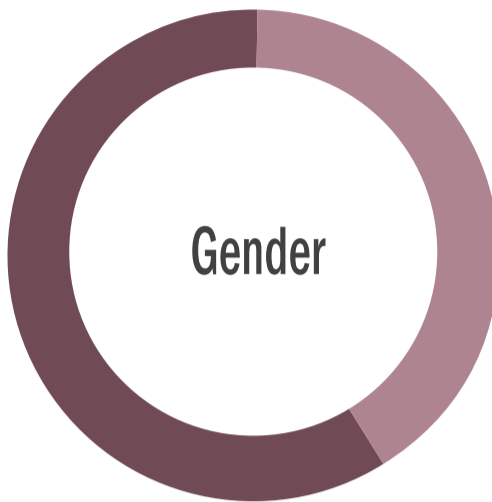
Action taken by parents to ensure child online safety



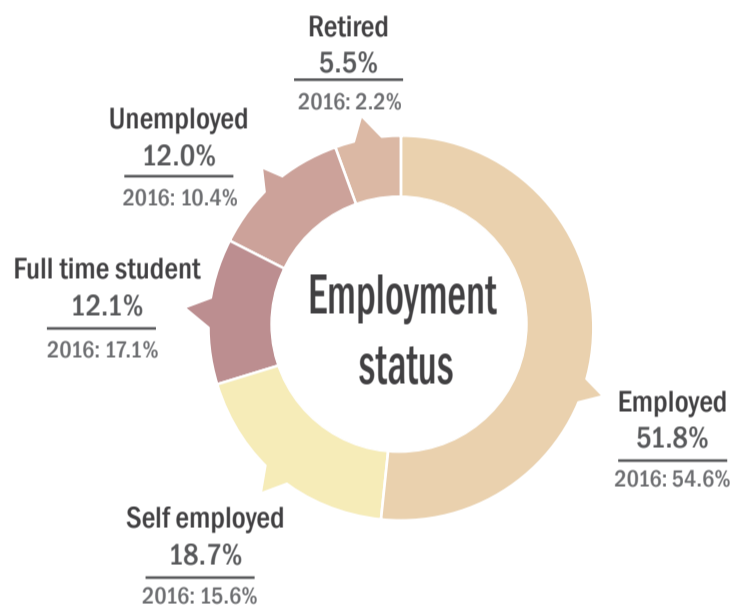
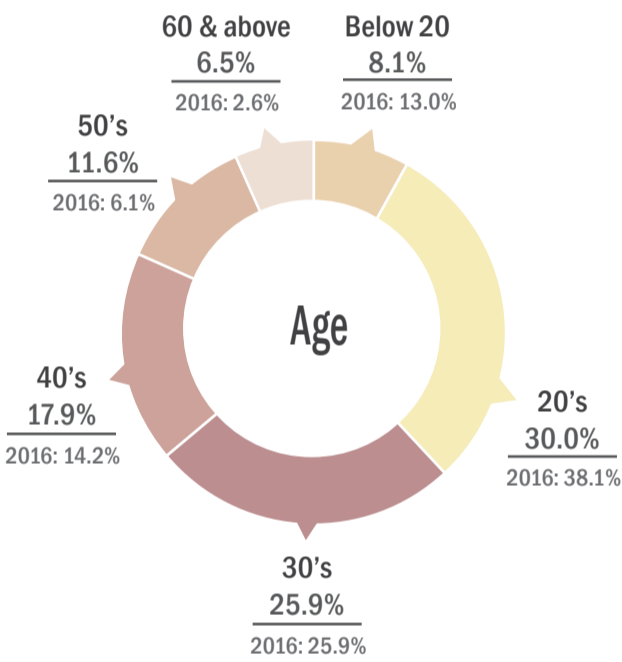
Demographics and socio-economics of Internet users



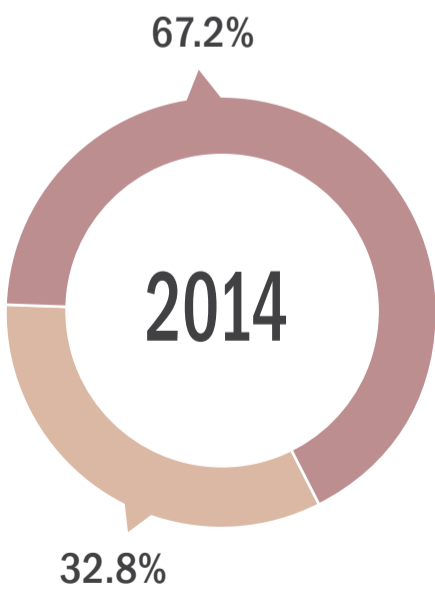
Male
59.0%
2016: 57.4%



Female
41.0%
2016: 42.6%



Urban-rural distribution



Urban Rural

