

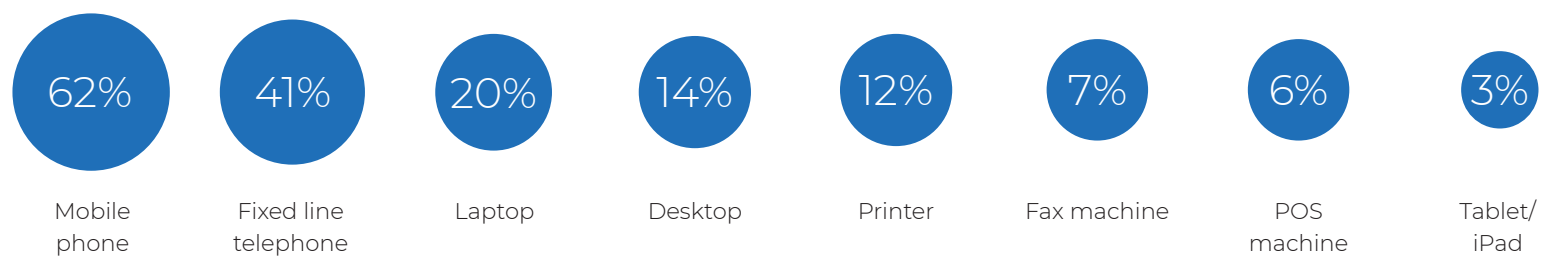


ICT ACCESS AND USE BY SMEs IN SRI LANKA

HIGH ICT USE¹ = HIGH BUSINESS SUCCESS



Device ownership and use, by SMEs*



1. Two-step clustering was used to categorize enterprises as "high" and "low" ICT users based on available ICT indicators. The mean ICT use score for all SMEs was 6, out of a maximum of 29. High ICT using

SMEs had a mean score of 13 while low ICT-using SMEs had a mean score of 4.

2. High ICT-using SMEs have 26% local, 33% national, 41% international customers vs. low ICT-using SMEs

which have 81% local and 19% national customers

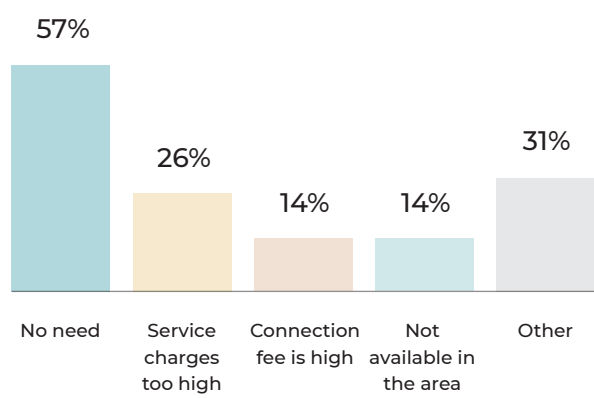
3. High ICT-using SMEs have 15% local, 39% national, 49% international suppliers vs. low ICT-using SMEs which have 72% local and 25%

national and 6% international suppliers

4. 88% high ICT-using SMEs have a dedicated bank account vs. 21% low ICT-using SMEs.

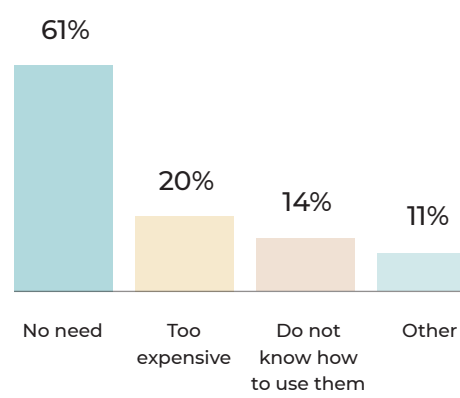
Only 41% of all SMEs use a fixed line phone

Reason for non-use (% of SMEs that use do not use fixed line phones)



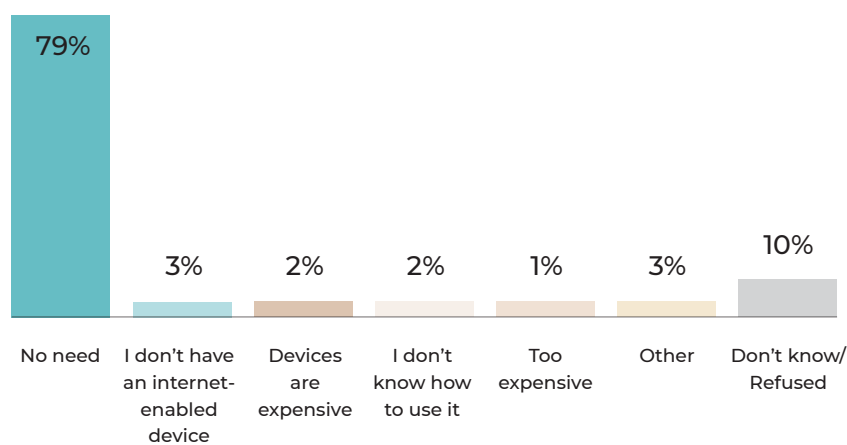
Only 28% of all SMEs own a computer

Reason for not owning (% of SMEs that do not own computers):



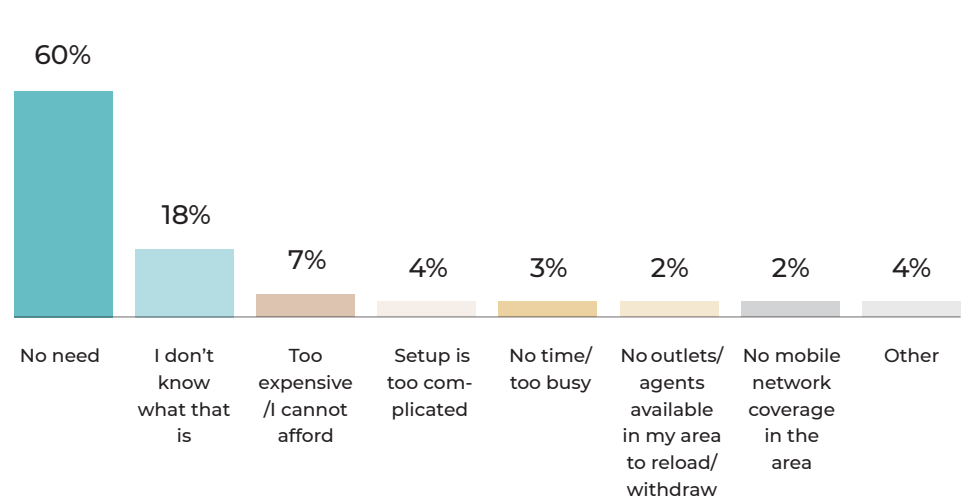
Only 40% of all SMEs use internet or social media

Reason for non-use (% of enterprises that do not use internet or social media):

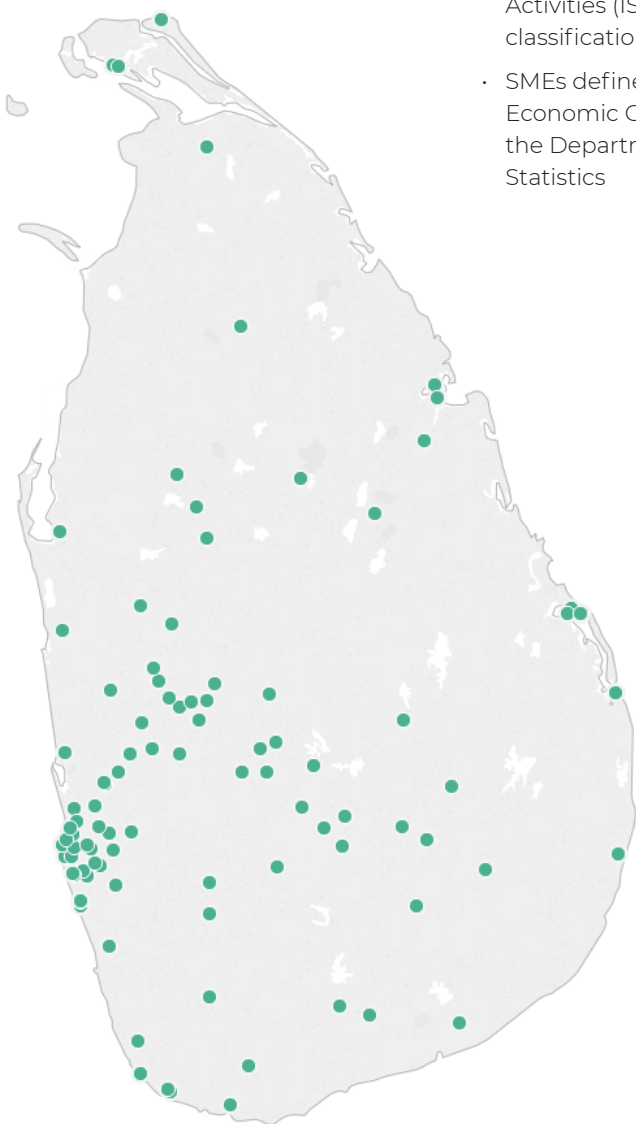


Only 4% of all SMEs use mobile money

Reason for non-use (% of enterprises that do not use mobile money):



The AfterAccess Enterprise Survey in Sri Lanka was an effort to understand ICT access and use by small- and medium-sized enterprises (SMEs) in Sri Lanka:



SAMPLING LOCATIONS

- Non-agricultural enterprises
- Number-of-employees-based classification of SMEs
- International Standard Industrial Classification of All Economic Activities (ISIC) for industry classification
- SMEs defined as per the Sri Lanka Economic Census conducted by the Department of Census and Statistics

METHODOLOGY

- 403 SMEs in 100 Grama Niladhari divisions (GND) in nine (9) provinces
- Nationally representative sampling of SMEs was developed using GND-level data from the National Census of Population and Housing 2012 as the sample frame
- ±9.8% margin of error with 95% confidence interval
- Allows disaggregation by urban-rural location and sector with a higher margin of error

- Data cannot be analyzed by province, district or GND
- Fieldwork was conducted November 2018 – January 2019

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 weighted using 2018 mid-year national population estimates to correct for over- and under-sampling of certain population sub-groups.

AFTERACCESS

The AfterAccess surveys are conducted by pro-poor sister networks DIRSI, LIRNEasia and Research ICT Africa. The surveys are nationally representative and use methodology that is comparable across 23 countries in the Global South – seven in Asia, ten in Africa and six in Latin America. AfterAccess is the most comprehensive database on mobile phone and Internet access and use in the Global South.

The surveys were recognized as winners of the Research category at the EQUALS In Tech Awards 2018.

afteraccess.net | @AfterAccess

LIRNEASIA

LIRNEasia is a pro-poor, pro-market digital policy think tank. Its mission is catalyzing policy change through research to improve people's lives in the emerging Asia Pacific by facilitating their use of hard and soft infrastructures through the use of knowledge, information and technology. LIRNEasia has been active in the Asia Pacific since 2005, conducting both demand- and supply-side research as well as advocating for policy changes in the ICT sector on issues ranging from universal service policy to open data, gender, big data and more.

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