



MOBILE BROADBAND FOR WORKING WOMEN

BRAZIL

This country-specific briefing has been extracted from a broad, five-nation study based on more than 1000 structured interviews with working women in developing economies. It provides a country-level analysis of the value that mobile broadband offers to the way women earn their livelihoods. To participate in the study, women had to own a mobile phone — either a feature phone or smartphone — and work for themselves or someone else. Women who work in the home or for their families without pay were excluded. For this research, a smartphone was defined as a device that can access the Internet, while a feature phone cannot. Due to these sampling criteria, the results of this study apply primarily to working women who *already* own a mobile phone. The purpose of the global study was to gain a better understanding of the perceived value of mobile broadband in the developing world among working women who currently own mobile phones. For that global perspective, see *Transforming Women's Livelihoods Through Mobile Broadband* at <http://www.qualcomm.com/mwomenreport>.



MOBILE BROADBAND FOR WORKING WOMEN

SATISFIED WITH COMMUNICATION – GREATER INTEREST IN PRODUCTIVITY AND QUALITY OF LIFE

“I rely on my smartphone to access resources on the Internet that help improve my productivity.”

— *Journalist*

Work satisfaction is high among working women in Brazil. 80% report being satisfied or very satisfied with their job. Most appear to be satisfied with their work-related communication as well. Women in Brazil report communicating with a broad array of people at work including friends, family, co-workers, current and potential customers and suppliers. With good communication capabilities already in place, Brazilian working women were less likely to report a strong need to improve communication with friends and family or an interest in reducing the cost of their work-related communication. Instead, Brazilian women are more focused on improving the management of their finances, finding additional ways to increase productivity, being prepared for emergencies, and improving their quality of life, as well as their safety and security. Appealing to these needs — more than connectivity — would likely increase interest in mobile broadband among Brazilian women.

INTERNET USED EXTENSIVELY, BUT LARGELY FROM HOME

Many working women in Brazil access the Internet through fixed-line connections. This is true both for smartphone and feature phone owners. While the vast majority of feature phone owners in other countries report little experience with the Internet, the story is quite different in Brazil. Here, more than 50% of the women with feature phones use the Internet, accessing it primarily from home computers. Fewer than 10% of these women use the Internet at work. Similarly, less than half of all smartphone owners use their mobile Internet capabilities at work and fewer than 5% access the Internet at work using other devices. Instead, smartphone owners (64%) access the Internet mostly or only for personal use, with 94% paying for their Internet access at home, where many continue to rely on home desktops or laptops. The reasons for this have yet to be explored.

MOBILE BROADBAND BEING WIDELY ADOPTED, BUT NOT FOR WORK

“Everyone is on the Internet these days — there’s no way I couldn’t have a smartphone.”

— *Vegetable Vendor*

Almost 70% of the Brazilian women interviewed own smartphones, second only to China in the global study. As in other countries, the vast majority of smartphone owners report that they could not give up their mobile broadband capabilities and go back to owning feature phones. However, while 85% of the women owning smartphones access the Internet on their phones, only 40% of smartphone owners use their mobile broadband capabilities for work purposes.

LINKING THE VALUE OF MOBILE BROADBAND MORE DIRECTLY TO WOMEN’S NEEDS COULD INCREASE SMARTPHONE ADOPTION

Interviews with Brazilian women suggest that many do not recognize the various ways that mobile broadband could benefit and enhance their work. Almost half of the women who own feature phones stated they had no plans to buy a smartphone. When asked why, the majority indicated that they did not know how mobile broadband could be useful to them. Education and awareness programs, as well as targeted promotion, could be particularly effective in helping these women understand the additional value that mobile broadband can provide, both at home and at work.