



MOBILE BROADBAND FOR WORKING WOMEN

CHINA

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

CHINESE WOMEN ARE RAPID TECHNOLOGY ADOPTERS

Over three-quarters of Chinese women interviewed purchased their phone less than a year ago.

MOBILE BROADBAND SATISFIES DIVERSE NEEDS

Survey respondents in China work predominately in small businesses with fewer than 10 people (40%) or as sole proprietors (21%). However, consistent with China's burgeoning economy, more than 20% of the women interviewed also work in factories or other large companies. Reflecting this diversity in the labor market, Chinese women cite a broader range of work-related needs than women in other countries. The fact that 90% of these women already own a smartphone strongly indicates that Chinese women recognize the value of mobile broadband in addressing these needs.

Over two-thirds of Chinese smartphone owners included in the study use their phone for work. While Chinese women clearly value the importance of staying connected to friends, family, and people at work, they also report a strong interest in improving productivity, accessing real-time information, and obtaining educational content and entertainment.

MOBILE BROADBAND ADOPTION LINKED TO INTERNET USE

Consistent with findings in other countries, women who use the Internet appear far more likely to buy smartphones. Of the Chinese women who own feature phones, only 12% use the Internet. In contrast, 82% of smartphone owners also access the Internet on devices other than a mobile phone. Working women in China value mobile broadband because it allows them anytime, anywhere access to many of the same features they use on their fixed-line Internet devices. As with personal computers, women rely heavily on their smartphones to browse the Internet, stream audio and video content, and use social media. However, Chinese women find mobile broadband to be especially valuable for instant messaging and free texting and use both more extensively on their smartphones than on other devices.

SMARTPHONE COMPLEXITY IS PRIMARY BARRIER TO ADOPTION

Of the Chinese women in this study who have yet to use smartphones, more than half have no plans to buy one. Lacking financial resources and education, most of these women have little understanding of mobile broadband services and view smartphones as too complicated (89%). In fact, 54% indicated that they would be more interested in owning a smartphone if they received lessons on how to use one. Education and awareness programs, as well as targeted promotion, could be particularly effective in converting these women to smartphone ownership.