



MOBILE BROADBAND FOR WORKING WOMEN

INDIA

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>.



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LARGE UNTAPPED MARKET WITH STRONG DEMAND

India is the second largest market for mobile broadband devices in the developing world. However, only 30% of the working women interviewed in this study own smartphones, fewer than any of the other countries surveyed. Relative to women in other countries, working women in India appear to use older technologies: 57% report that they purchased a mobile phone more than two years ago. Despite these numbers, women owning feature phones show strong interest in acquiring mobile broadband. 64% of feature phone owners plan to purchase a smartphone in the next 6-24 months, making India a particularly fertile marketplace for smartphone adoption.

MOBILE BROADBAND UNDER UTILIZED

Overall, 79% of the women surveyed in India use a mobile phone for work-related reasons and view their mobile phones as somewhat or very important for their work. Among smartphone owners, the numbers are even higher: 86% currently use a mobile phone for work-related tasks. However, among smartphone owners, almost a third report that they have yet to use the Internet functionality on their phones. While clearly attracted to the capabilities of a smartphone, most smartphone owners continue to access the Internet on fixed-line devices in addition to, or instead of, their phones. For example, 64% of Indian women who own a smartphone report accessing the Internet on their home computers, while another 23% report that they still do not regularly access the Internet from any device, fixed-line or mobile.

WOMEN VALUE CONNECTIVITY AND NEW OPPORTUNITIES

Women in India face two significant work challenges: The inconsistency of their work and the tension of managing household responsibilities while working. Mobile broadband offers significant value in addressing these needs and challenges. For example, mobile broadband provides working women with more ways to remain in contact with family members while at work. Email, free texting applications, and social media are especially popular among Indian women who own smartphones. In addition, 39% of smartphone owners use their phone to access health information or other health-related applications, allowing them to balance work with family responsibilities. Mobile broadband also helps Indian women manage job insecurity by providing them with real-time access to potential job opportunities or new sources of income. Similarly, business owners report using mobile broadband to post job openings and find new employees.

LACK OF INFORMATION AND COST INHIBIT SMARTPHONE ADOPTION

Among feature phones owners, 36% report they have no plans to buy a smartphone. These women view smartphones as either too complicated (44%) or too expensive (39%). However, many women indicate they would be more inclined to purchase a smartphone if they received lessons on how to use it.