



MOBILE BROADBAND FOR WORKING WOMEN

INDONESIA

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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WORKING WOMEN HIGHLY VALUE THEIR MOBILE PHONES

The study indicates that Indonesian working women rely heavily on their feature phones or smartphones for work. In fact, almost all Indonesian women included in the study use their phones for work (97%) and consider their phones important for their work lives (91%).

CONNECTION IS CLEAR PRIORITY

Of all the work-related needs that mobile broadband can address, Indonesian women clearly and consistently prioritize connection with family, friends and co-workers. Half of Indonesian smartphone owners use broadband texting and social networking apps. And similar to women at the global level, 85% of Indonesians said they could not go back to using a phone without mobile broadband.

STRONG INTEREST IN SMARTPHONE OWNERSHIP

Consistent with the findings in other countries, Indonesian women express a strong interest in converting to smartphone ownership. Among the feature phone owners interviewed for this study, two-thirds expressed an interest in owning a smartphone with mobile broadband. However, only 33% have active plans to purchase a smartphone in the next two years.

CASH-FLOW IMPLICATION OF HANDSET COST IS GREATEST HURDLE

Among feature phone owners with no plans to purchase a smartphone, the cash-flow implication of purchasing a handset was the main concern mentioned by Indonesian women (77%). However, 85% of feature phone owners with no plans to upgrade said they would be interested in owning a smartphone. Smartphones are increasingly available at lower price tiers and therefore more affordable. Meanwhile, financing options in partnership with non-governmental organizations can enable consumers to upgrade sooner through smaller, incremental cash outlays that are more consistent with income flows in developing countries.

INDONESIA RIPE FOR TABLET OWNERSHIP

23% of Indonesian smartphone owners in the study own a tablet — the highest of all countries. Of these women, 61% use their tablet both at home and work.