

IAMAI's Report 2006

Varied activities of Women Online

IAMA Report on Varied Activities of Women Online - 2006

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IAMAI Report on Varied Activities of Women Online - 2006

Presidents Note

Number of women online crosses the 12 million mark

A comprehensive look at what women do online? Both Indian men and women value the Internet for its efficiency and its strength as a gateway to an inexhaustible reserve of information and experiences, and thus have their own interests and reasons to use the World Wide Web.

Since 2004-05, the percentage of online users has increased by 54% to 38.5 million users - male online users increased in absolute numbers but dipped from 72% (2004-05) to 68% (2005-06) and women numbers increased from 28% in 2004-05 to 32% in 2005-06 [12.32 million]. The estimate for the male female ratio in the next 2 years is that it will be closer to the 60:40 ratio but will still result in the absolute numbers of men being higher than women.

This research was conducted by the Internet & Mobile Association of India in collaboration with Crosstab Marketing Services that surveyed 6365 respondents in December 2005. The research was undertaken with a view to ascertain the gender parity online with a primary focus on understanding the female demographic and their activities online giving marketers a better perspective while designing their marketing and promotional programs to cater to a defined online Target Audience.

"It's critical to understand different activities that women use online throwing light on multiple usability's' for personal requisites or for work related needs. The report showcases that 57% of women log in from home; 46% of women are unmarried followed by 38% married women with kids; 78% have been using Internet since the last 3 years and tend to window shop online and are cautious online shoppers. The online population is well poised to grow to 100 million from the current 38.5 million users and percentage of women likely to increase to 40% in the next 2 years; the findings of this research will help marketers to build their online infrastructure including online sales & communication channel as women like to discuss and share their experiences. A wide-ranging look at the way Indian women and men use the Internet shows that men are first in trying the latest technologies – at the same time, the report highlights that women are almost equal in overall use and are framing their online experience with a greater emphasis on deepening connections with people."

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Executive Summary

Age of Women Online: 33% of women are in 18-25 age group, 39% in the 26-35 age group and 21% in the 36-45 age group; 6% in the 46-60 age group and 1% in the 61+ years group. With India's Internet population poised to reach 100 million by 2007-08 the online male female ratio is estimated to change to 60:40 by 2007-08 from the current 68:32.

Marital Status of Women Online: 46% are Unmarried, 13% are married without kids, 38% are married with Kids and 4% are Divorced/Separated.

Regional Representation: 27% of women access the Internet from Maharashtra, 15% from Delhi, 11% from Tamil Nadu, 10% from Karnataka & 6% from West Bengal. Other states contribute 31% of the women base. 18% of women access the Internet from Mumbai, 15% from Delhi, 6% from Chennai, 5% from Bangalore & 4% from Kolkatta. Other cities & towns contribute 51% of the women base. Please refer to the Appendix I at the end of the research paper.

Educational Qualifications of Women Online: 2% have an education up to SSC/HSC, 13% have Some college (Including. Diploma) but not a graduate, 53% have a Graduate / Post-Graduate General (BA, BSC. MSC, B.com etc.). 25% have a Graduate /Post Graduate Professional Degree, revealing a well educated female audience online with an assured spending power.

Occupation of Women Online: 13% are students, 6% are Clerical/Salespersons, 6% are Officer /Supervisors, 14% are Junior Executive, 15% are Mid Level Executives and 10% of Women Online are Senior Executives while 10% are Self Employed/Professional, 8% of women base is formed by housewives and 1% are retired.

Plastic Ownership and Usage: 73% of women own an ATM Card, 36% own a Credit Card, 41% own a Debit Card. 14% of women use their Credit Cards online, 10% of women use their Debit Cards online and 8% of women use both Credit & Debit Cards online.

Internet Access by Women: 57% of women access the Internet from Home, 54% of women access Internet from the Office, 31% of women access the Internet from Cyber Cafes, 3% of women access the Internet from a Friends place and 4% of women access the Internet from Mobiles.

Internet Savvyness of Women Online: 34% women have been using the Internet for more than 6 years, 44% women have been using the Internet for 3-5 years, 14% women have been using the Internet since 1-2 years, 5% women have been using the Internet for 6-11 months and 2% of women have been using the Internet for less than 6 months.

Time Spent by Women Online: 24% women use the Internet for more than 21 hours a week, 17% women use the Internet for 11-20 hours a week, 29% women use the Internet for 5-10 hours a week and 21% women use the Internet for upto 5 hours a week.

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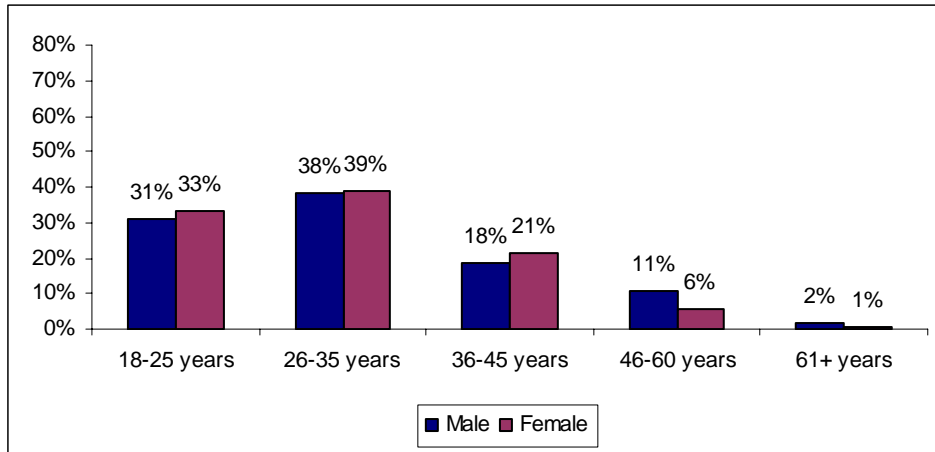
Women use the Internet for varied purposes - Online Activities :

- **Email:** 96% of women use the Internet for Emailing for personal use and 92% for work purposes. Increasing communications related activities especially for personal use would over a period of time make Internet extremely integral in a user's day to day life.
- **Chatting:** 44% of women use the Internet for Chatting and the activity is reduced to almost half where only 26% chat regarding work related purposes.
- **Surfing:** 63% of women use the Internet for Surfing for personal purposes and 50% surf the Internet for work related issues.
- **Search:** 65% of women use search engines for their personal requisites and 66% use search engines to find work related information.
- **Research:** 29% of women use the Internet for personal research and 37% use the Internet for work related research.
- **News Online** 51% of women look up news online as a personal activity whereas 38% look up news online for their professional requisites.
- **News on Mobile** 10% of women read news on their mobile as a personal activity and 7% read news on mobile related to work.
- **Matrimonial Purposes** 15% of women use the Internet for 'Matrimonial' related activities. It is 3% higher than men as the medium offers Privacy, confidentiality and the convenience of meeting people whilst being able to be selective.
- **Jobs** 55% of women use the Internet to Search for Jobs. This is 5% higher than men at 50%
- **Astrology** 36% of women use the Internet for Astrological Predictions while 22% men use the Internet for the same.
- **Religious & Spiritual Information** 17% of women use the Internet for Spiritual Information compared with 15% of Men who use the Internet for the same.
- **Financial Transactions Online :** Online women in India are cautious about their online transactions as clearly seen by the below mentioned statistics
 1. **Online Auctions** 11% of women use the Internet to participate in an Online Auctions
 2. **Online Stock Trading** 9% of women use of the Internet for Online Stock Trading.
 3. **Online Bill Payments** 12% of women use the Internet for Online Bill Payments
 4. **Online Banking** 24% of women the Internet for Online Banking
 5. **Online Shopping** 22% of women use the Internet for Online Shopping
 6. **Donating or Charity Online** 4% of women donate online

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Demographic Profile: Age, & Marital Status

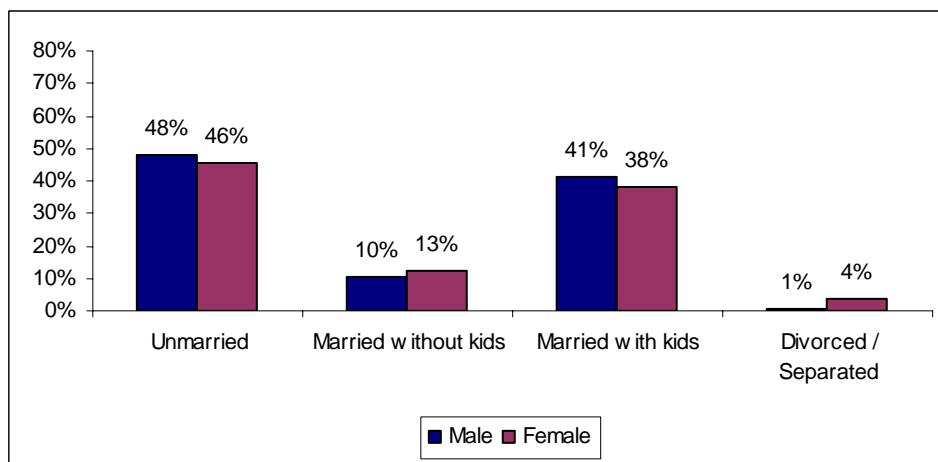
By Age



Base: 6365

- 33% of women are in 18-25 age group, 39% in the 26-35 age group and 21% in the 36-45 age group; 6% in the 46-60 age group and 1% in the 61+ years group. With India's Internet population poised to reach 100 million by 2007-08 the online male female ratio is estimated to change to 60:40 by 2007-08 from the current 68:32.

By Marital Status



Base: 6365

- Single women and married women with kids are more likely to go online as stated by - 46% women are Unmarried, 13% are married without kids, 38% are married with Kids and 4% are Divorced/Separated and men almost mirror the pattern.

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Demographic Profile: Education & Occupation

Education	Male	Female
Upto SSC/HSC	3%	2%
Some college (Including. Diploma) but not a graduate	14%	13%
Graduate / Post-Graduate General (BA, BSC. MSC, Bcom etc.)	39%	53%
Graduate / Post-Graduate Professional	39%	25%
Other - please specify	4%	7%

Base: 6365

Occupation	Male	Female
Student	13%	13%
Clerical / Salesperson	3%	6%
Officer / supervisor	9%	6%
Executive - junior	10%	14%
Executive - mid level	22%	15%
Executive - senior	13%	10%
Self employed professional	12%	10%
Businessman / Industrialist	7%	1%
Skilled/ Unskilled worker	1%	2%
Shop Owner/ trader	1%	0%
Housewife	0%	8%
Retired	2%	1%
Other - please specify	7%	15%

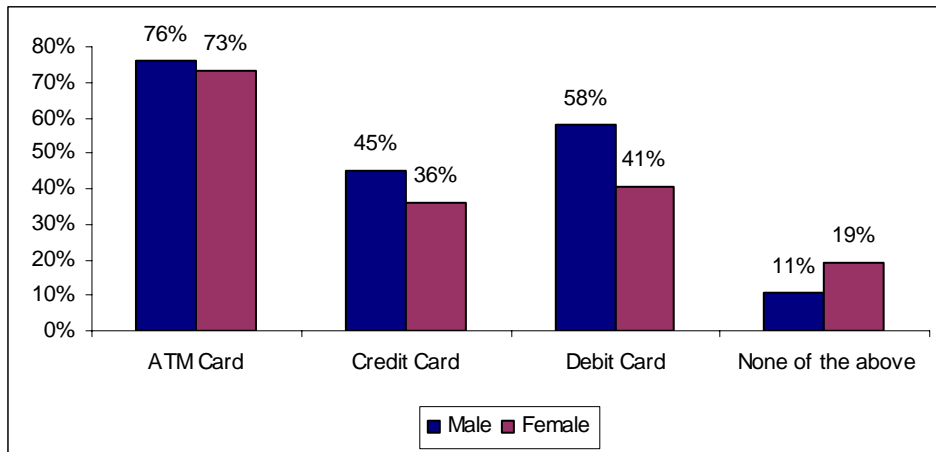
Base: 6365

- 2% have an education up to SSC/HSC, 13% have some college (Including. Diploma) but not a graduate, 53% have a Graduate / Post-Graduate General (BA, BSC. MSC, B.com etc.). 25% have a Graduate /Post Graduate Professional Degree.
- The above reveals a well educated female audience online with an assured spending power.
- 13% are Students, 6% of women Online are Clerical / Salespersons, 6% are Officer /Supervisors, 14% are Junior Executive, 15% are Mid Level Executives and 10% of women are Senior Executives while 10% are Self Employed/Professional, 8% of the women base is formed by housewives and 1% are retired.

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Demographic Profile: Ownership of Credit / Debit Cards

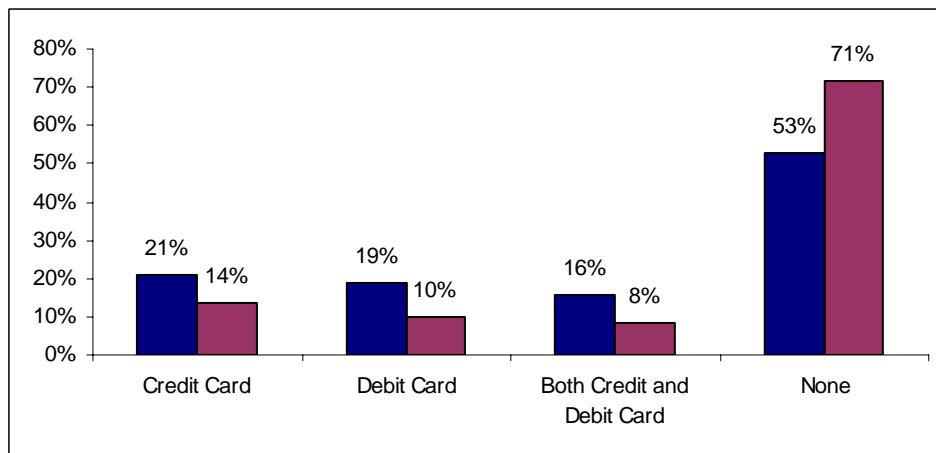
By Credit Card / Debit Card Ownership



Base: 6365

- 73% of women own an ATM Card, 36% own a Credit Card, 41% own a Debit Card.

By Credit Card / Debit Card Usage Online



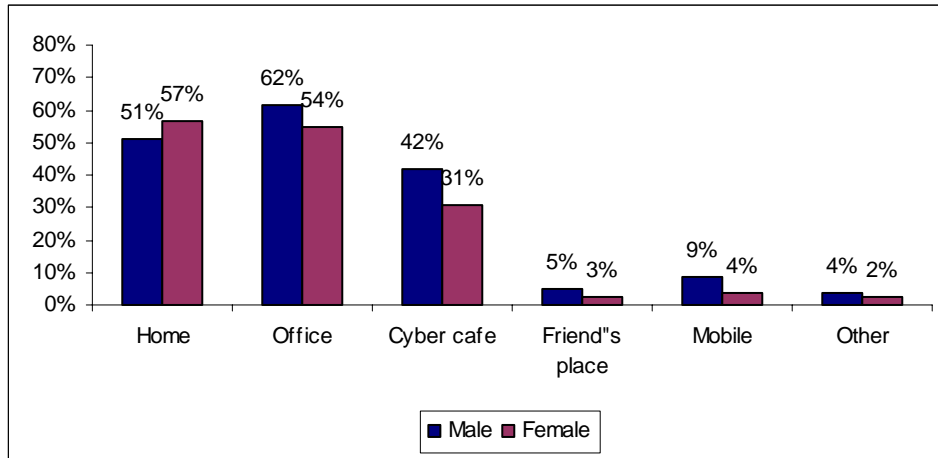
Base: 6365

- 14% of women use their Credit Cards online, 10% of women use their Debit Cards online and 8% of women use both Credit & Debit Cards Online.

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Demographic Profile: Internet Access

Internet Access



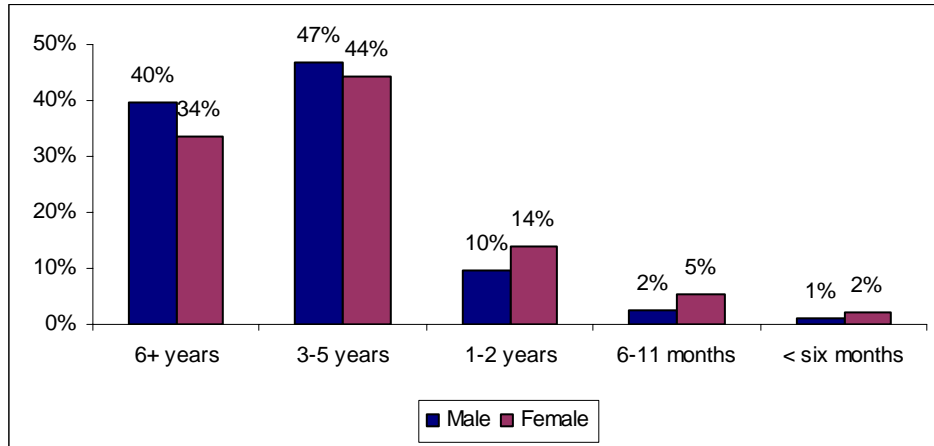
Base: 6365

- 57% of women access the Internet from Home, 54% of women access Internet from the Office, 31% of women access the Internet from Cyber Cafes, 3% of women access the Internet from a Friends place and 4% of women access the Internet from Mobiles.

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Demographic Profile: Internet Experience & Usage

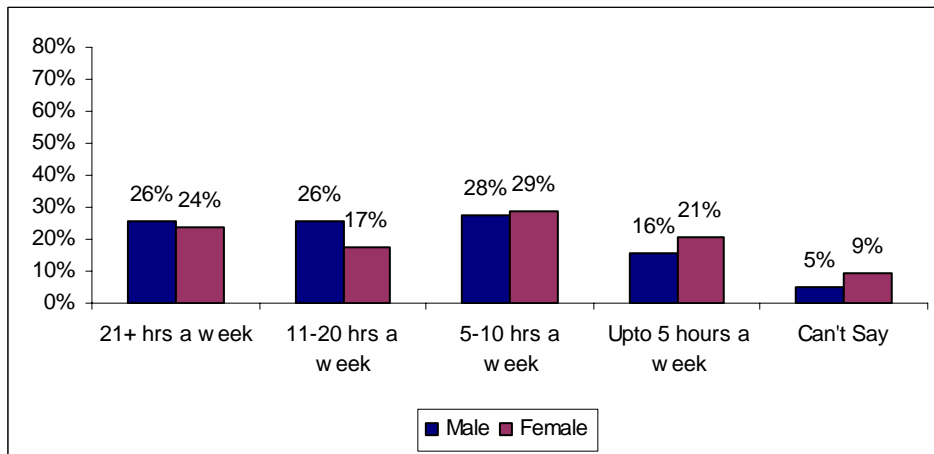
Internet Usage by years



Base: 6365

- 34% of women have been using the Internet for more than 6 years, 44% of women have been using the Internet for 3-5 years, 14% of women have been using the Internet since 1-2 years, 5% of women have been using the Internet for 6-11 months and 2% of women have been using the Internet for less than 6 months.

Internet Usage by hours a week



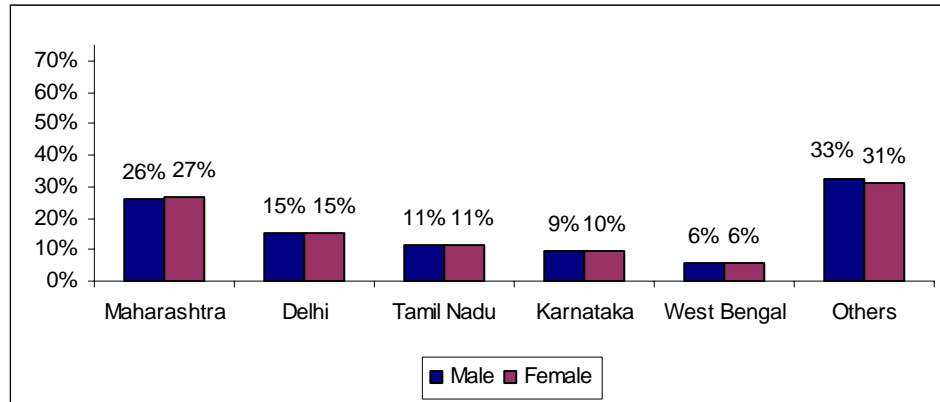
Base: 6365

- 24% of women use the Internet for more than 21 hours a week, 17% of women use the Internet for 11-20 hours a week, 29% of women use the Internet for 5-10 hours a week and 21% women use the Internet for upto 5 hours a week.

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Demographic Profile: States & Cities

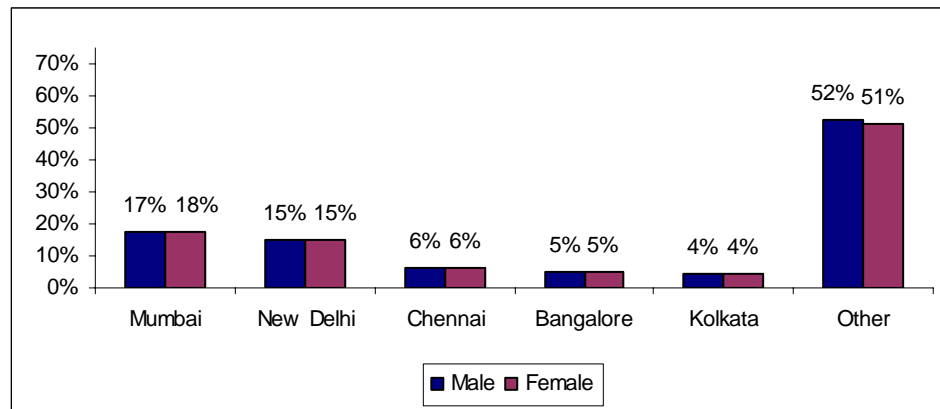
States



Base: 6365

- 27% of women access the Internet from Maharashtra, 15% from Delhi, 11% from Tamil Nadu, 10% from Karnataka & 6% from West Bengal. Other states contribute 31% of the women base.

Cities



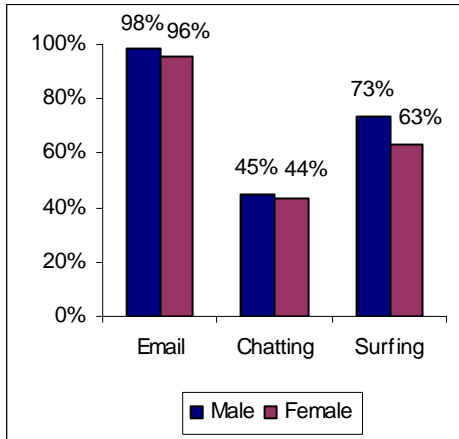
Base: 6365

- 18% of women access the Internet from Mumbai, 15% from Delhi, 6% from Chennai, 5% from Bangalore & 4% from Kolkatta. Other cities & towns contribute 51% of the women base. Please refer to the Appendix I at the end of the research paper for a full list of the geographic base

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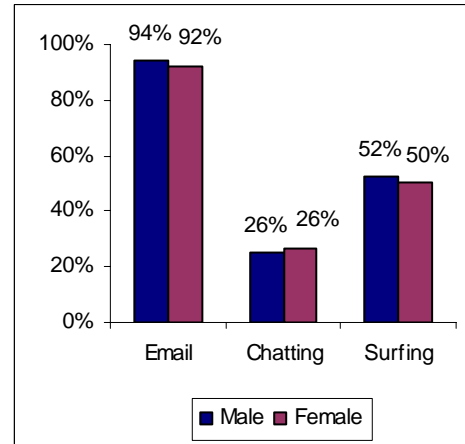
Online Activities – Email, Chatting, Surfing Patterns

Personal Use



Base: 6365

Work Related



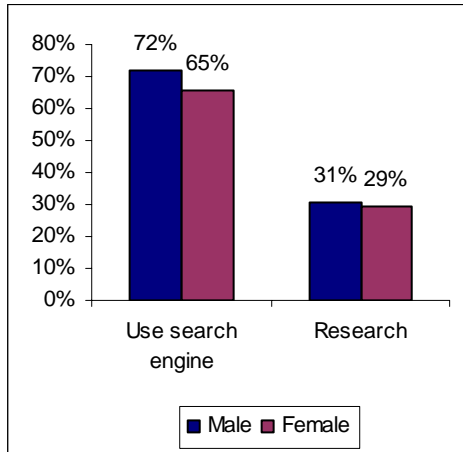
Base: 6365

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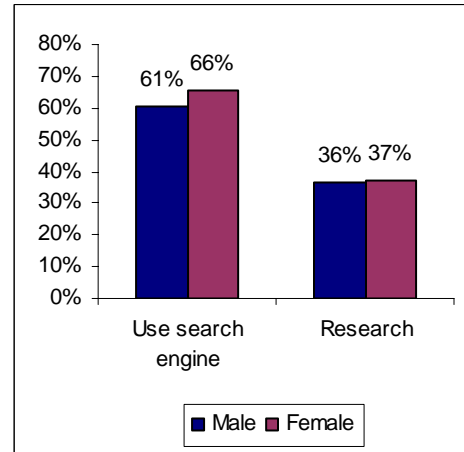
Online Activities – Search & Research

Personal Use



Base: 6365

Work Related



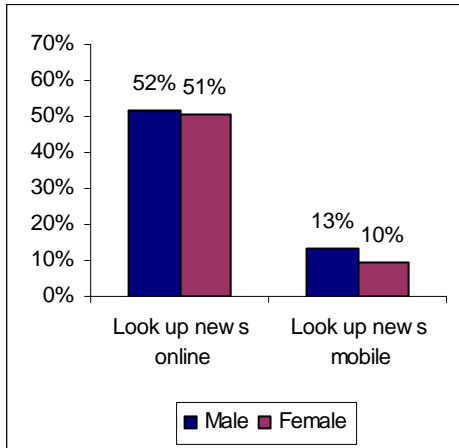
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- **Search** 65% of women use search engine for personal requisites and 66% use the search engines to find work related information.
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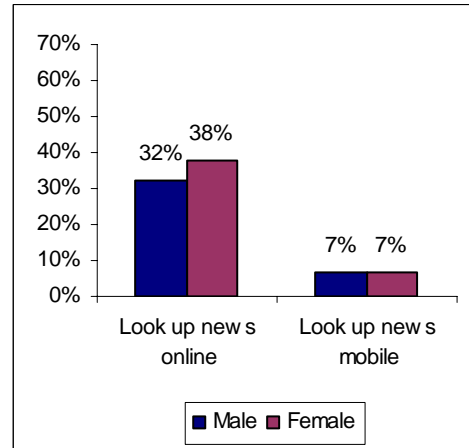
Online Activities - News Online & On Mobile

Personal Use



Base: 6365

Work Related



Base: 6365

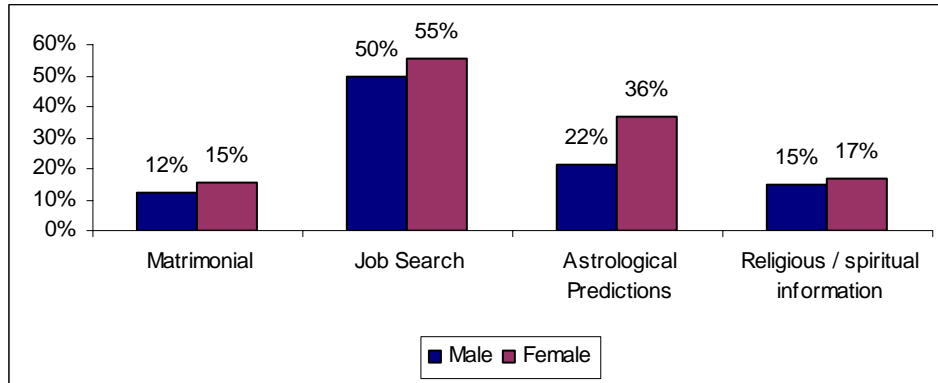
News Online 51% of women look up news online as a personal activity whereas 38% look up news for their professional requisites.

News on Mobile 10% of women read news on their mobile as a personal activity and 7% of women read news alerts on mobile as a work related activity.

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Online Activities – Matrimony, Job Search, Astrology & Spiritual Information

Personal Use



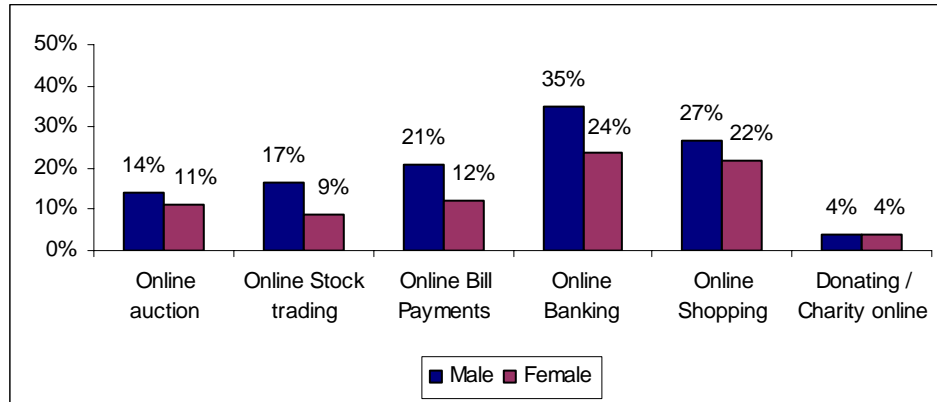
Base: 6365

- **Matrimonial Purposes** 15% of women use the Internet for 'Matrimonial" related activities. It is (3%) higher than men as the medium offers Privacy, confidentiality and the convenience of meeting people whilst being able to be selective.
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Online Activities – Online Transactional Activities

Personal Use



Base: 6365

Financial Transactions Online: Men are more likely to use the internet to shop online, pay bills, participate in auctions, trade stocks and bonds, and pay for digital content. Online women in India are cautious about their online transactions as clearly seen by the below mentioned statistics

- **Online Auctions** 11% of women use the Internet to participate in an Online Auctions
- **Online Stock Trading** 9% of women use of the Internet for Online Stock Trading.
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- **Donating or Charity Online** 4% of women donate online

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Appendix 1 – Geographic Location of Respondent Base

North	South
<p>Bihar - Patna, Bhagalpur, Sasaram, Begusarai, Darbhanga, Dhanbad, Motihari, Muzaffarpur</p> <p>Delhi- Shakarpur, Noida, New Delhi</p> <p>Himachal Pradesh - Shimla, Bilaspur, Dehradun</p> <p>Jharkhand - Jamshedpur, Ranchi, Bokaro</p> <p>Uttar Pradesh – Allahabad, Agra, Aligarh, Bareilly, Barabanki, Gautam BudhaNagar, Ghaziabad, Pratapgarh, Lucknow, Meerut, Varanasi, Kanpur, Saket, Mathura, Moradabad, Mustafabad, Raebareli, Etawah, Chhapra, Gorakhpur, Haldia, Mirzapur, Moradabad, Muzaffarnagar, Unnao, Gonda</p> <p>Rajasthan - Ajmer, Bikaner, Chittorgarh, Jaipur, Jodhpur, Kota, Hanumangarh, Jorhat, Pali, Udaipur,</p> <p>Jammu & Kashmir - Srinagar</p> <p>Punjab - Amritsar, Chandigarh, Jalandhar, Ludhiana, Mohali, Bathinda, Mansa, Patiala, Phagwara</p> <p>Haryana - Ambala, Faridabad, Gurgaon, Panchkula, Rohtak, Chirala, Bhiwani, Hisar, Jind, Mustafabad, Panipat, Sultanpur, Sirsa, Kharar, Tehsil</p>	<p>Andhra Pradesh – Chandulal, Baradari, Hyderabad, Kailasapuram, Kairthabad, Machilipatnam, Perur, Secunderabad, Suryaraopet, Tadepalligudem, Vijayawada, Visakhapatnam, Guntur, Nellore, Proddatur, Tirupati, Kolar, Eluru, Kakinada, Khammam, Mandamarri, Mahbubnagar, Rajamundry, Srikalahasti</p> <p>Karnataka - Bangalore, Belgaum, Bommanahalli, Davangere, Manasagangothri, Mangalore, New Thippasandra, Kodichikkanahalli, Kottur, Hubli, Mysore, Yemlur, Gadag, Tumkur, Udipi, Harihar, Chikmagalur, DavanagereHassan, Karwar, Rajapalayam, Ranibennur</p> <p>Kerala - Alappuzha, Alleppey, Calicut, Cochin, Ernakulam, Kayamkulam, Kochi, Kollam, Kottayam, Krishnapuram, Thiruvananthapuram, Tirur, Thodupuzha, Trivandrum, Kannur, Malappuram, Thrissur, Pathanamthitta, Pandalam, Pattom, Chittur, Cuddapah, Sivakasi, Velluru, Tutucorin</p> <p>Tamil Nadu – Adambakkam, Coimbatore, Dharmapuri, Kanchipuram, Kottivakkam, Mayiladuthurai, Melvishram, Chennai, Hosur, Madurai, Ooty, Pallavaram, Perungudi, Pondicherry, Pudukottai, SivagangaTiruchirapalli, Tirupur, Vellore, Villupuram, Virugambakkam, Vaniyambadi, Vaniyambadi, Virudhunagar, Walajapet, Erode, Nagercoil, Selam, Tirunelveli, Trichy, Coonoor, Dindigul, Kadayanallur, Kancheepuram, Kannur, Karaikal, Karaikkudi, Karur, Kovilpatti, Theni, Allinagaram</p>
East	West
<p>West Bengal - Asansol, Anantapur, Chandannagar, Midnapore, Kharagpur, Kudghat, Hoogly, Howrah, Sonarpur, Kolkata, Jamshedpur, Tezpur, Siliguri, Durgapur, Jalpaiguri, Bankura, Darjeeling, Halisahar</p> <p>Orissa : Bhubaneswar, Cuttack, Puri, Rourkela, Sambalpur</p> <p>Assam: Guwahati, Tinsukia</p> <p>Tripura : Agartala</p> <p>Mizoram: Aizawi</p>	<p>Gujarat - Anand, Ahmedabad, Ankleshwar, Adyar, Baroda, Bharuch, Memnagar, Porbanadar, Rajkot, Surat, Vadodara Vallabh, Vidyanagar, Valsad, Vapi, Daman, Gandhinagar, Nadiad, Navsari, Neyveli, Rajkot,</p> <p>Maharashtra - Aurangabad, Jalgaon, Nagpur, Nashik, Poona/Pune, Solapur, Wanowrie, Amravati, Rajpur, Sangli, Bhiwandi, Barsi, Dhule, Ichalkaranji, Jamnagar, Junagadh, Kalyan, Karnal, Khamgaon, Latur, Madagoan, Mumbai, Naigaon, Nanded, Palghat, Parbhani, Raigarh, Ratnagiri, Rewari, Vaniyambadi, Lonavla</p> <p>Madhya Pradesh -Bhilai, Bhopal, Indore, Khanna, Gwalior, Jabalpur, Jhansi, Gokalpur, Ujjain</p>

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Research Methodology

The study was conducted online (Dec 2005). A link was provided by IAMAI to its different members to use as Banner Surveys. Additional email invitations were also sent out by various IAMAI members to their own individual panels. Respondents could participate in the survey by clicking on the link or by responding to the invite. The survey collected information on User Profile, Internet Usage, Aversion and Preference associated with Online Activities

The target audience comprised of Internet users at large with a sample size of 6365 respondents. The coverage transcended an age, gender, educational and occupational biases.

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Internet & Mobile Association of India (IAMAI) [formerly known as Internet & Online Association of India] is an industry trade organization registered under the Societies Act, 1896 is dedicated to present a unified voice to industry and Government. It specifically addresses the issues, concerns and growth related to communication, content and commerce pertaining to the Internet and Mobile medium.

Launched in June 2004 by leading Indian portals HT Media Ltd, Times Internet Ltd, Microsoft Corporation India Pvt. Ltd, Rediff.Com India Limited, Sify Ltd, Yahoo Web Services India Pvt. Ltd. and the online media agency, Mediaturf Worldwide (India) Pvt. Ltd. IAMAI now boasts of a membership that is 32 strong and growing.

Executive Council Members (2005-2006)

- Neville Taraporewalla – Chairman
- Mahendra Swarup – Vice Chairman
- Avnish Bajaj - Secretary
- Velu Kulandai - Treasurer
- Preeti Desai – President

<p>Primary Members</p> <ol style="list-style-type: none"> 1. BharatMatrimony.com Pvt. Ltd 2. Ebay India Pvt. Ltd 3. Google Online India (P) Ltd. 4. HT Media Ltd. * 5. IRCTC** 6. Mahamaza Ecomm Ltd 7. Mediaturf Worldwide (India) (Pvt) Ltd. * 8. Microsoft Corporation India Pvt. Ltd. * 9. People Interactive (I) Pvt. Limited. 10. Pinstorm Technologies Pvt Ltd. 11. Rediff.Com India Limited. * 12. Sify Ltd. * 13. Times Internet Ltd. * 14. Yahoo Web Services India Pvt. Ltd. * <p>* Founder Members ** On Invitation</p> <p>Affiliate Members</p> <ol style="list-style-type: none"> 1. ISPAI 2. MAIT 	<p>Associate Members</p> <ol style="list-style-type: none"> 1. Bharti Televentures Ltd. 2. Cox and Kings India Pvt. Ltd. 3. Enpocket 4. Group M Media India Pvt. Ltd. 5. Iqara Telecoms India Private Limited 6. Malayala Manorama Company Ltd 7. NDTV Media Ltd 8. Starcom Worldwide <p>Individual Members</p> <ol style="list-style-type: none"> 1. Anil Wanvari- Indian Television Dot Com Pvt. Ltd. 2. Anupama Salvi- Avenues India Pvt Ltd 3. Dhruv Shenoy- Monster.Com India Pvt. Ltd. 4. Hari Nair - Leisure & Lifestyle Information Services Pvt Ltd 5. Manish Vij- Quasar Media Pvt Ltd 6. Neeraj Roy- Virtual Marketing Pvt Ltd 7. Sachin Bhatia- Makemytrip (India) Pvt Ltd 8. Sanjeev Bikhchandani – Info Edge (I) Pvt. Ltd
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IAMAI Strategic Objectives

1. Become the primary advocate for:
 - a. the online content and business realization through advertising
 - b. e-commerce and
 - c. mobile content and business realization through advertising
2. Provide a platform to discuss and evolve strategies to achieve the shared aspirations of the industry. Prove and promote the effectiveness of online advertising, e-commerce and mobile advertising among advertisers, marketers and the media by building credibility for the medium. Educate the above communities about the core strengths and competencies of the Internet.
3. Expand IAMAI membership while increasing direct value to members.