

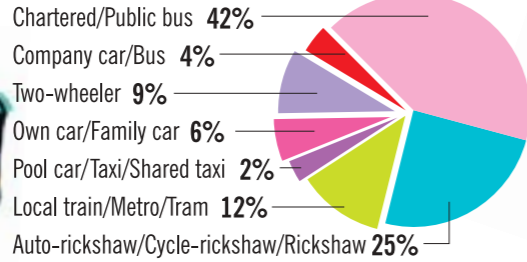
India's Working Women By The Numbers

The survey throws up some amazing insights. Check these out:

COMMUTING TO WORK



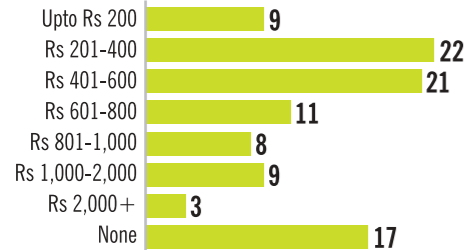
Public buses and rickshaws are the most popular mode...



The percentage of women who own cellphones

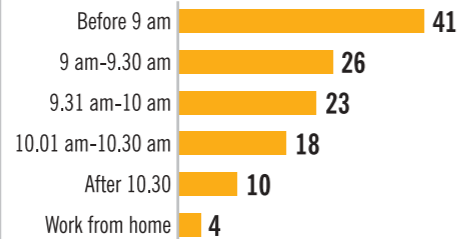


...And most spend less than Rs 600 on commuting



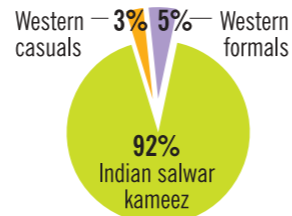
Figures are in percentage; spend is per month

The day starts early for most



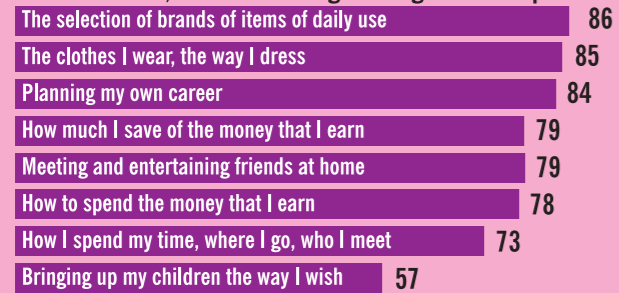
Figures are in percentage

Salwar Kameez rules women's wardrobe



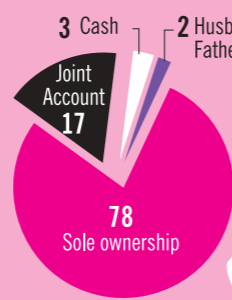
MEASURE OF INDEPENDENCE

Across centres, women have a great degree of independence...



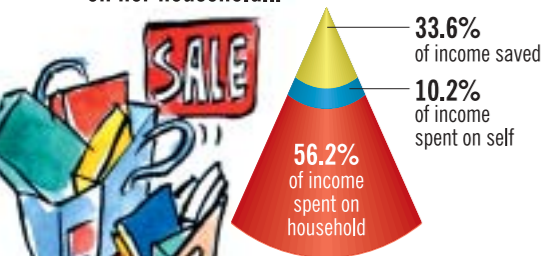
Figures are in percentage

...Even when it comes to maintaining a separate bank account

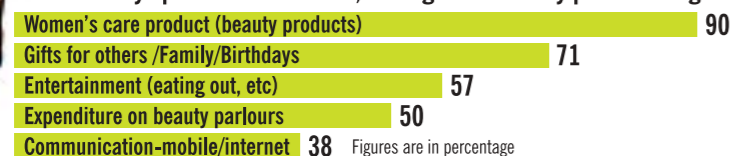


SPENDING HABITS

More than half of a women's income is spent on her household...

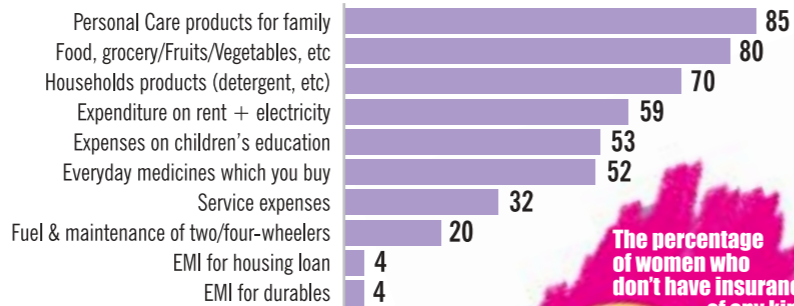


Of the money spent on themselves, most goes to beauty products & gifts for others

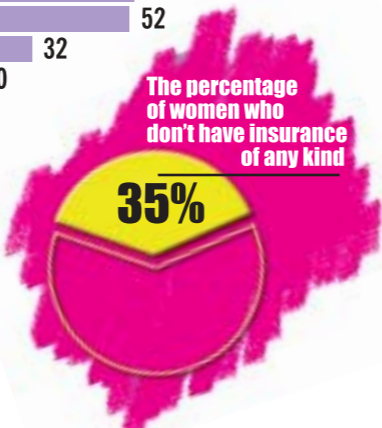


Figures are in percentage

... Of which a big chunk is accounted for by groceries and personal care items



The percentage of women who don't have insurance of any kind

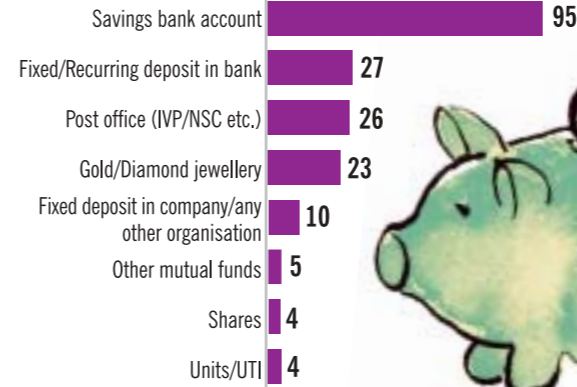


SAVINGS

More than a third of the income is squirrelled away



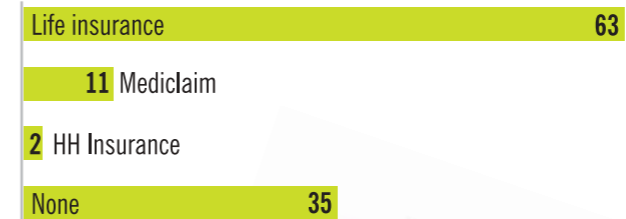
Plain vanilla bank accounts are preferred over mutual funds or equities



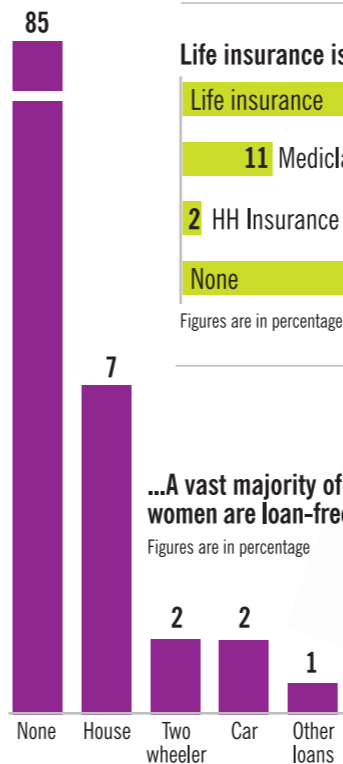
Figures are in percentage



Life insurance is more popular than mediclaim



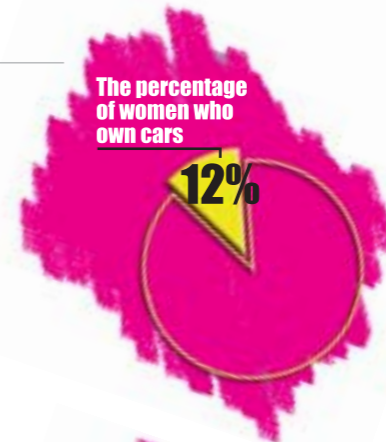
Figures are in percentage



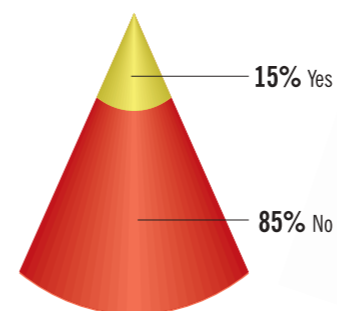
...A vast majority of women are loan-free

Figures are in percentage

The percentage of women who own cars



Credit card ownership is low too



32%

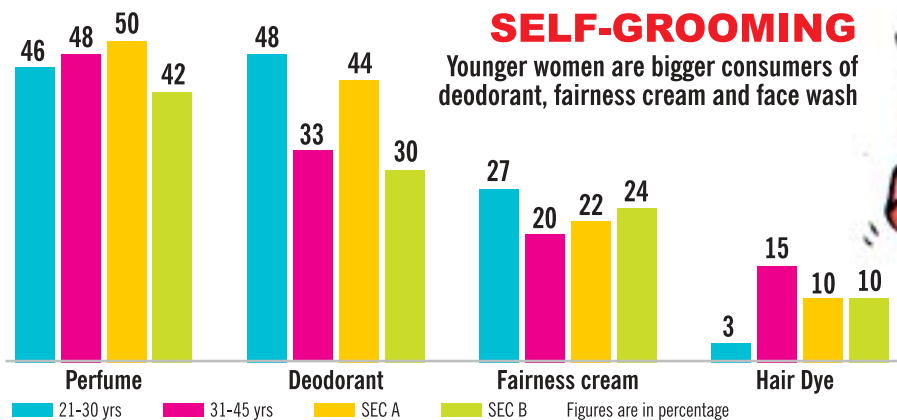
The percentage of women who surf the internet

GRAPHICS BY KAPIL AND KULDEEP. ILLUSTRATIONS BY RAJAT BARAN

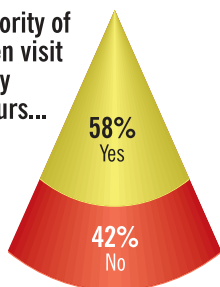
AD

SELF-GROOMING

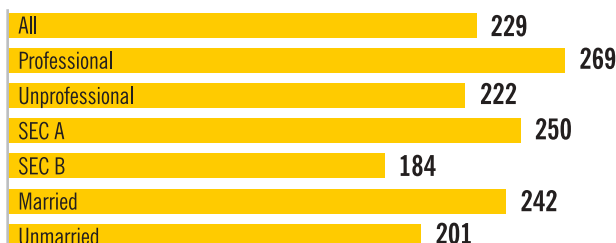
Younger women are bigger consumers of deodorant, fairness cream and face wash



A majority of women visit beauty parlours...

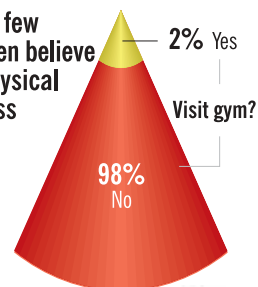


...But married women spend more



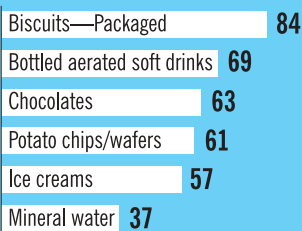
Figures are in Rs

Alas, few women believe in physical fitness



WHAT SHE EATS

Biscuits, chocolates and soft drinks top the list

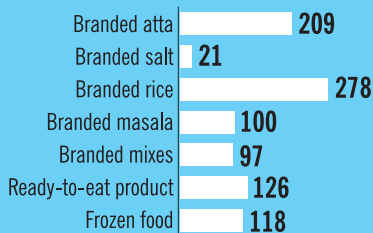


Figures are in percentage

Branded frozen food is still way down women's priority list...



...But branded rice is very popular

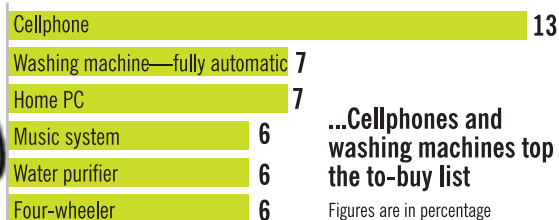
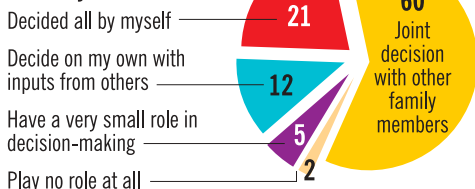


Figures are in Rs



DURABLES OWNERSHIP

Buying a durable is a family affair

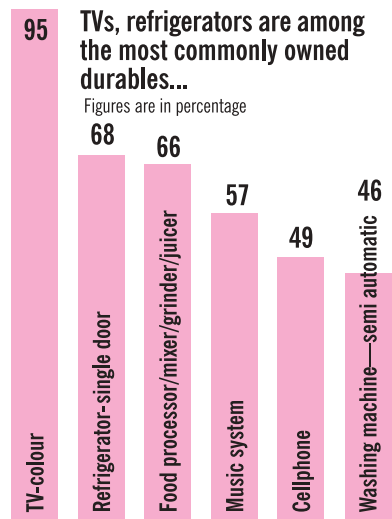


...Cellphones and washing machines top the to-buy list

Figures are in percentage

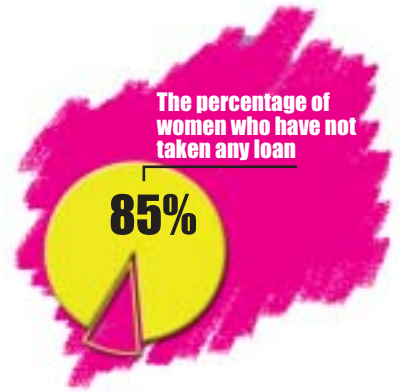
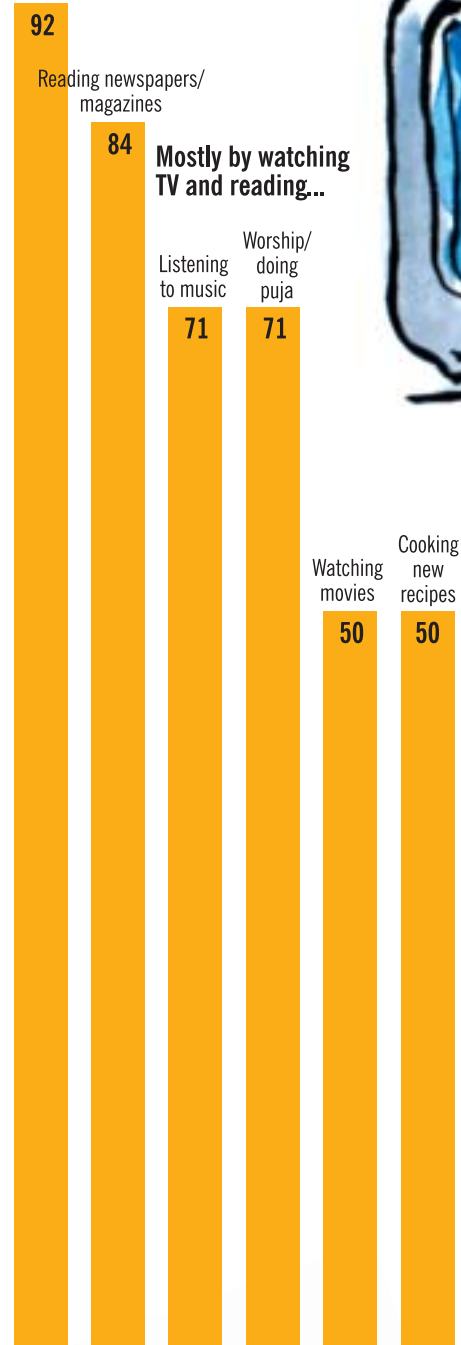
TVs, refrigerators are among the most commonly owned durables...

Figures are in percentage

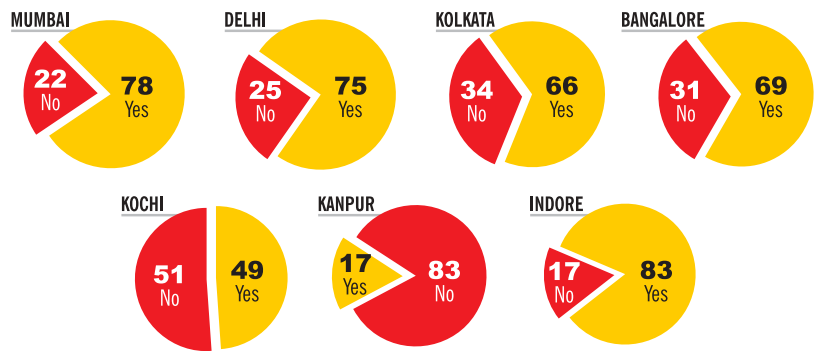


HOW SHE UNWINDS

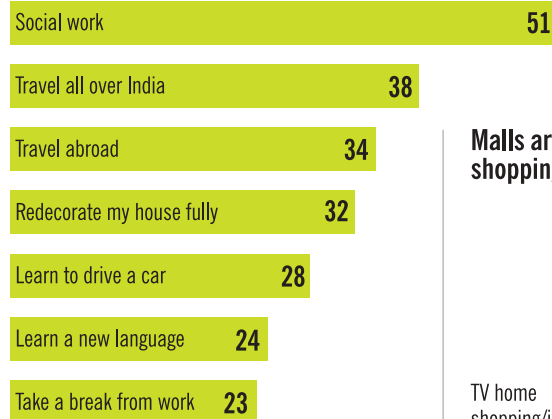
Watch television



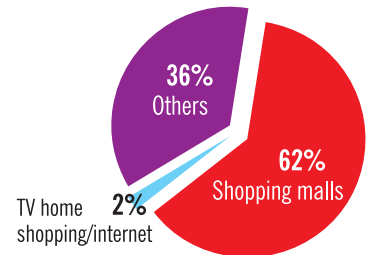
...And Listening to FM...



...But given the time, she'd rather do social work or travel



Malls are clearly the most preferred shopping destinations



Figures are in percentage

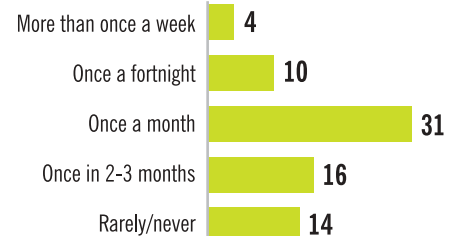
A large number of women have domestic help...



...But cooking is still the wife's domain



Eating out is generally a monthly affair



Figures are in percentage

The percentage of women who eat out once a fortnight

10%

