

India Mobile 2010 Universe Handset Dataset

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Abstracts

Telecom has been one of the most rapidly growing categories in the last few years in the Indian urban consumption space. The impact it has created in the consumer lifestyles during this time is unparalleled. One can now see almost every second urban Indian snuggled with his or her mobile phone wherever one goes under the urban skies, and see people from all almost all hues and shades of life doing so, whether they are executives, businessmen, shop owners, students, housewives, drivers, carpenters, masons, helps & maids and maybe even rickshaw pullers. The India Mobile Service study help unravel mobile users in India - who they are, where they are and their psychographics detail & other consumption details. In this dataset, the findings are presented on the base of 'all mobile users', rural area and across 'city type by market size' base

Contents

Size Estimates of Mobile Users in India
Geographics of Mobile Users
Mobile Usage Habits
Personal Demographics of Mobile Users
Personal Psychographics of Mobile Users
Personal Consumption Lifestyle Orientation
Other Personal Consumption Habits & Lifestyle
Household's Socio-Economic Profile
Personal Health Profile
Personal Media Usage

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