

India: Keeping It Real



Population, By Age: 800 M, 12 years+

A very young country, unlike China.
70% below the age of 30.

	All India	North	South	East	West
Individuals (12 years+ in 000's)	777969	224295	181080	191592	181002
Gender					
Male	51.7	52.7	50.1	51.8	51.9
Female	48.3	47.3	49.9	48.2	48.1
Age Group					
12-14 years	9.8	10.3	9.1	10.0	9.5
15-19 years	13.7	14.2	13.6	13.4	13.4
20-29 years	25.0	24.5	25.0	25.0	25.4
30-39 years	19.3	18.8	19.1	19.8	19.5
40-49 years	13.6	13.4	13.9	13.7	13.6
50+ years	18.7	18.8	19.3	18.1	18.7

Population, By Socio-Economic Class:

Less than 50M at the top-end of India's 1.1B has the creature comforts of Australia's 21M.

	All India	North	South	East	West
Individuals (12 years+ in 000's)	777969	224295	181080	191592	181002
Gender					
Male	51.7	52.7	50.1	51.8	51.9
Female	48.3	47.3	49.9	48.2	48.1
Socioeconomic Classification (SEC)					
A	3	3.7	2.5	2.2	3.4
B	5.1	5.4	5.2	3.4	6.3
C	6.2	5.8	7.5	3.6	8.3
D	7.2	6.1	8.9	4.7	9.2
E	9	8.3	10.8	6.3	10.7
R1	2.7	2.9	2.7	3	2
R2	7.7	9.3	7.9	7.2	6
R3	27.3	24.9	26.3	30	28
R4	31.9	33.5	28.1	39.2	26.1

Source: MRUC. All figures in %

© Roy Morgan Research

Discover your edge

Population, By Education:

A large, growing educated workforce. Mirrored by an equally large illiterate workforce, largely agricultural.

	All India	North	South	East	West
Individuals (12 years+ in 000's)	777969	224295	181080	191592	181002
Gender					
Male	51.7	52.7	50.1	51.8	51.9
Female	48.3	47.3	49.9	48.2	48.1
Education					
School up to 9th Standard	42.7	38.6	44.6	45.4	43
SSC/HSC	15.3	14.9	19.5	10.8	16.5
Under Graduate	2.1	1.8	2.7	1.7	2.4
Graduate	4.3	4.3	4.4	3.7	4.8
Post Graduate	0.9	1.3	0.7	0.6	0.9

Source: MRUC. All figures in %

© Roy Morgan Research

Discover your edge

Population, by Consumption

Everybody needs cooking oil. Not even 5M drink wine.
Everybody wants a motorbike, only 5% want a car.

Class	30-50%	51-70%	>70%
1	Flat TV, AC, Fabric Bleachers	PC, Deodorant	Four Wheeler, Ketchup, Camera
2	Four Wheeler, PC	Camera, Milk Food Drinks, Ketchup, Instant noodles	Washing Machine, Floor Cleaner, Ghee
3	Deodorant, Honey, CD Player, Jam, Ketchup, Camera	Washing Machine, Floor Cleaner	Mosquito Repellant, Telephone, Toilet Cleaner, Music System, Rubs & Balms, Motorised Transport
4	Instant Noodles, Motorcycles, Milk Food Drinks, Floor Cleaner	Vanaspati, Toilet Cleaner, Telephone, Motorised Transport	Refrigerator, Bank Account, Fabric Whitener
5	Toilet Cleaner, Telephone, Motorised Transport, Refrigerator	Mosquito Repellant, Ghee, Music System	Bank Account, Utensil Cleaners, Talcum Powder, Pressure Cooker
6	Mosquito Repellant, Ghee	Bank Account, Utensil Cleaners, Rubs & Balms, Pressure Cooker	Shampoo, Toothpaste, TV
7	Music System, Pressure Cooker, rub & Balms, Bank Account	Shampoo, Talcum Powder, Toothpaste, Fabric Whitener, TV	Biscuits, Fresh Milk
8	Vanaspati, Shampoo, Tooth Powder	Fresh Milk, Biscuits	Detergent Cake/Bar, Washing Powder, Tea, Edible Oil, Toilet Soap, Hair Oil

Source: MRUC

© Roy Morgan Research

Discover your edge

Population, By Consumer Durables

1.5% of the population owns a car.
13.6% have a 2-wheeler, 1% a PC at home.

Class	All India	1	2	3	4	5	6	7	8
Percentile	100	0-05	0.51-1	1.1-3.0	3.1-6.0	6.1-15.0	15.1-25.0	25.1-60.0	60.1-100.0
Households (mn)	207	0.5	0.5	4	6	19	21	71	83
Average HPI	66	1997	988	484	235	119	65	32	15
Durables									
Avg Value of Durables (Rs.)	27433	588969	315456	197126	116453	67710	36255	13254	2375
TV	42.2	99.6	99.0	97.7	94.4	92.1	78.7	51.1	5.8
Pressure Cooker	34.5	96.1	96.1	93.6	91.1	85.0	66.3	36.1	4.6
Refrigerator	11.8	97.2	95.5	87.0	74.6	46.1	17.3	2.4	0.0
Washing Machine	3.5	80.8	76.0	53.2	29.9	8.0	0.5		
Flat TV	2.4	31.9	26.4	21.3	13.5	11.6	1.9		
Air Conditioners	0.5	48.2	26.0	5.3					
Motorised Transportation	14.1	90.1	82.2	74.8	64.4	50.6	29.4	6.0	0.0
Two Wheeler	13.6	64.6	71.8	69.5	61.7	49.5	29.4	6.0	0.0
Motorcycle	7.4	35.5	37.3	37.4	35.1	28.5	16.1	2.7	
Scooter	4.3	33.7	37.0	31.5	23.8	14.7	7.4	1.3	
Moped	2.8	12.7	12.8	12.1	9.5	8.7	6.5	2.0	0.0
Four Wheeler	1.5	70.3	43.8	23.8	9.6	2.3			
Telephone	11.7	94.8	90.0	79.7	63.8	43.5	21.4	3.1	0.0
PC at Home	1.0	58.6	42.2	17.7	3.4	0.1			
Internet at Home	0.4	42.1	24.0	3.9					

Source: MRUC

© Roy Morgan Research

Discover your edge

Urban Population, By Occupation

A growing pool of managerial talent, bigger than Australia's entire population. Mirrored by the jobless.

	All India	North	South	East	West
Individuals (12 years + in 000's)	236715	65890	63355	38880	68590
Occupation					
Unskilled Worker	13	10.3	15.8	12.8	13.3
Skilled Worker	10.3	9.2	12.3	8.4	10.5
Petty Trade	5.7	5.3	4.9	7	6.2
Shop Owner	5.9	7.2	4.2	8	4.9
Businessman/Industrialist	1.4	1.9	1	1	1.5
Self Employed Professional	0.4	0.5	0.3	0.6	0.5
Clerk/Salesman	3.8	3.6	3.9	3.3	4.2
Supervisory Level	1.9	1.9	2	1.9	1.9
Officer/Executive - Junior	1.1	1.1	1.1	0.7	1.1
Officer/Executive - Middle/Senior	0.6	0.6	0.5	0.5	0.6
Not Working	35.8	37.2	35.1	35.1	35.5
Student	17.8	19.4	16.7	17.5	17.4
Retired	2.3	1.8	2.1	3.2	2.4

Source: MRUC

© Roy Morgan Research

Discover your edge

Rural Population, By Occupation

India is primarily a rural, agricultural society. 2% growth rate in output inadequate, now getting more attention.

	All Rural	North	South	East	West
Individuals (12 years + in 000's)	541254	158406	117725	152711	112412
Occupation					
Owner Farmer	18.8	21.2	12.8	15.7	25.8
Leased Farmer	1.6	1.2	0.6	3.2	1
Agricultural Worker	12.6	3.2	20.9	10.2	20.4
Owner of Livestock	0.3	0.4	0.2	0.2	0.2
Unskilled Labour (other than agriculture)	9.4	8.8	11.6	10.5	6.7
Artisan/Skilled Labour	3.7	3.1	6.5	2.8	3
Shop/Trade	4.5	4	4.2	6.2	3
Teacher	0.6	0.7	0.5	0.5	0.6
Service in rural areas	0.7	0.5	0.8	0.7	0.7
Service in urban areas	0.7	0.8	0.8	0.4	0.7
Not working	32.6	39.9	27.5	35.2	24
Student	13.6	15.4	13.1	12.8	12.8
Retired	0.8	0.6	0.6	1.3	0.7

Source: MRUC. All figures in %

© Roy Morgan Research

Discover your edge

What Are ***Australians*** Good At,
That ***Indians*** Need?

Thank You.