

The *Pakistan Consumer Internet Connectivity Report for 2008*, compiled by **Monis Rahman, Shazib Sheikh**, presents Internet connectivity patterns for domestic Internet users. The report details Internet Service Provider (ISP) preferences, Internet usage timings, bandwidth and pricing preferences. Customer ISP loyalty is also discussed along with satisfaction ratings for the top ISP's. The most popular online activities of Pakistani Internet users is discussed and segmented by age group. More than 5,000 Internet consumers were surveyed for this research report. A summary of methodology and respondent demographics is also presented.

## Some Key Findings

■ Pakistani Internet consumption, especially broadband, shows remarkable trends:

■ PTCL is leading as the most popular ISP in the growing broadband market with 28% of respondents

■ 51% have been with their current ISP for less than one year. Although Internet users are highly price sensitive, quality of service impacts ISP selection

■ Smaller broadband ISPs are outdoing the incumbents in quality satisfaction ratings

■ Consumers do not seem to mind the higher price they charge

## Demographics: Who's Online?

**87%** fall in the 18-30 age range thus capturing a fresh wave of consumers entering the market

**94%** have a graduate or post-graduate degree

**34%** are "financial heads" of their household

**SEC analysis** of the respondents who were head of households reveals that 62% fall into the A1 segment, while B and C are the next two largest segments at 16% and 14% respectively

*If you're interested in acquiring the complete report, please contact Rozee Research  
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