

## Pakistan Consumer Internet Marketing Report for 2008

This research study provides intelligence for marketers targeting online Pakistani consumers. The Pakistan Consumer Internet Marketing Report for 2008 presents findings after analyzing and correlating survey results of over 5,000 Internet consumers. A summary of employed methodology and respondent demographics is presented. Media preferences including favorite English TV channels, Urdu TV channels, radio channels and most frequently traveled roads are detailed in this report.

Top consumer uses of the Internet, their leisure preferences and mobile carrier preferences are also reported with some remarkable findings.

### Key Findings

Demographics will be of interest to marketers of personal consumption goods and services in general:


**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.

In stark contrast with published PTA figures, Ufone and Warid surface as the top two mobile network operators being used by this important segment of the market. They have virtually the same market share distribution in Lahore, Karachi, Islamabad or Rawalpindi which strengthens the statistical reliability of the finding.

### Revealing media preferences have been captured:

- National Geographic supersedes HBO, Ten Sports, and Star Movies as the most preferred English TV channel.
- An overwhelming 73% indicated that GEO is their first choice, not only for breaking news, but over and above all other surveyed Urdu TV channels.
- Over 5,000 respondents told us their most traveled roads. We share the findings in this report for Lahore, Karachi, Islamabad and Rawalpindi. 

*If you're interested in acquiring the complete report, please contact Rozee Research, 46 B/II Main Gulberg, Lahore Pakistan or sales@rozee.pk*