

Data Points

Who's Doing What Online?

You've asked yourself that question several times. We've certainly been asked it by everyone we know, and so we thought we'd put out a survey asking just a few questions which could help us to better understand what's keeping all our users online. We obviously aren't getting to the 18 million internet connections but we manage to put the questions out to a 100 respondents. And all through the CIOPakistan website, Facebook and Twitter, too!

So what did we find? Well, here are the results:

Approximately 54% of our respondents are always online though 41% access the web frequently. We're assuming the 54% is made up of the 81% who use Broadband, DSL or Cablenet or the 11% WiMAX users - just any connection that stays on all the time. The ultimate always-on connection, or the GPRS through a mobile platform, is only used by about 3% of the respondents. But more than the connectivity, we were really interested in finding out what people do once they connect. 57% of the respondents claimed to access Social Networking sites or engage in microblogging via their mobile phone frequently.

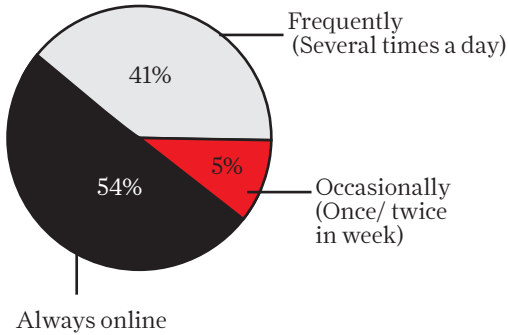
Thanks to millions of social bookmarking tools and content aggregators, a surprising 46% actually still visit the website itself. A dwindling 5% pull RSS feeds into their browsers though 38% do aggregate the feeds into another portal, reader or location for one-click access. At least 35% of this online generation first logs onto a news website when they have to verify breaking news. Only 8% visits blogs while 30% log onto discuss the situation from other people through social networking communities. Nobody follows the radio and 27% switch on their television sets to find out.

Quite surprising were the following results. 59% of this online population has never participated in an online competition, 78% primarily engage in the online media for business and social networking, only 3% don't receive any SPAM (how they do that, I want to know!!) and a whopping 70% have responded to a random ad that comes to their mailbox! No wonder the spam bots are going insane! 92% of the respondents use Webmail, 59% have actually clicked on an ad in their Mailbox, 86% have shared a video or audio file with a friend or colleague and a fabulous 97% maintain interaction with bloggers by leaving their comments or responding to posts.

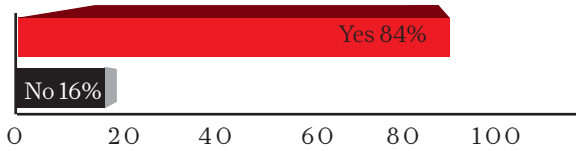
You'll find the actual results laid out over the next two pages however, the survey will remain open so that we can continue to gain input about the people, by the people. A special thanks to everyone on Twitter and Facebook who helped to get the word out and re-tweet this request!

ONLINE USER PROFILE

You surf the internet



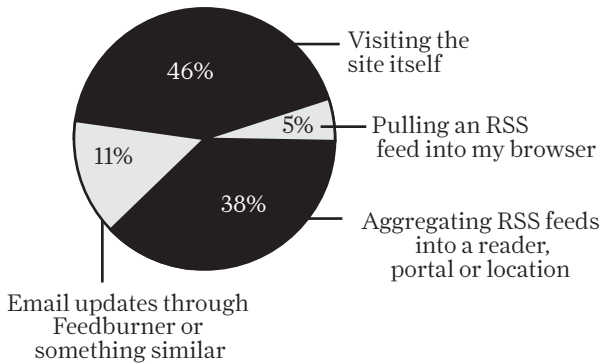
Do you Twitter?



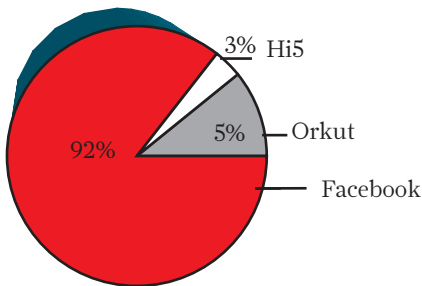
Which groups or forums do you usually participate in?

Politics	27%
Entertainment	49%
Social causes	57%
Business	65%
Gadget or technology related	73%
School or College network	22%

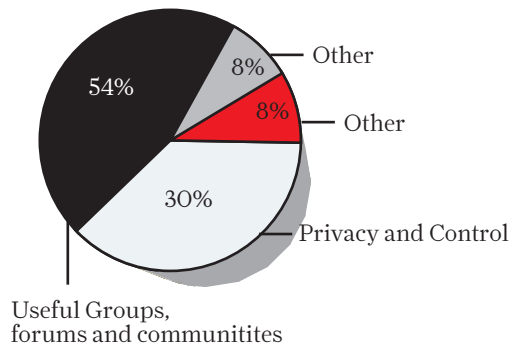
How do you prefer receiving updates from websites?



What's your favorite Social Networking community?



What is your PRIMARY concern when selecting an online community?



Your primary connectivity method is

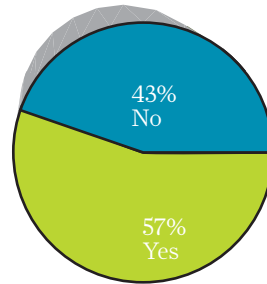
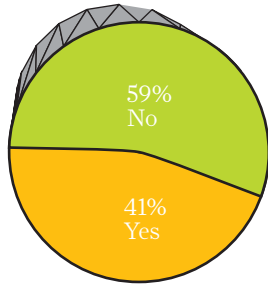
Broadband, DSL or Cablenet	81%
WiMAX	11%
GPRS or mobile	3%
USB dongle	5%
Dialup	0%

What is the first place you check to verify breaking news?

News websites	35%
Blogs	8%
Social Networking sites and people's status	30%
Television	27%
Radio	0%

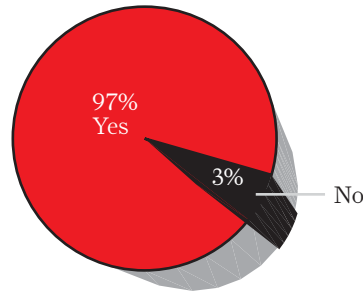
ONLINE USER PROFILE

Have you ever participated in an online competition?

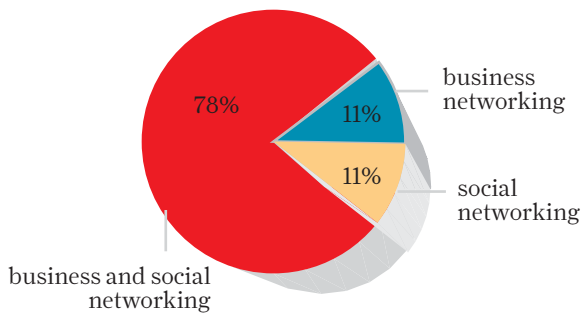


Do you access Social Networking or engage in micro blogging via your mobile phone frequently?

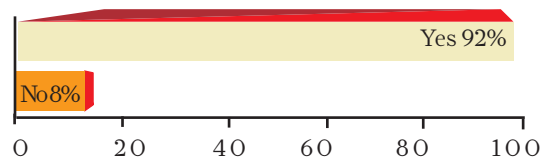
Have you ever received SPAM email?



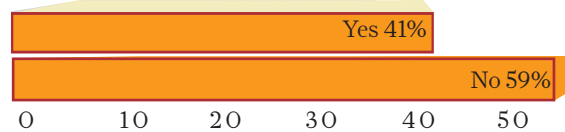
Would you say you engage in online PRIMARILY for



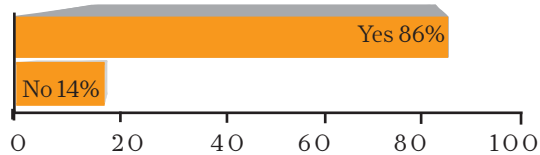
Do you use Webmail?



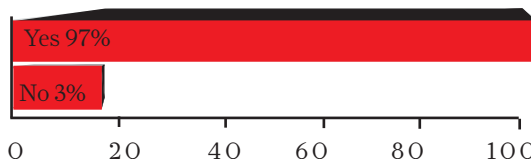
Do you ever click on ads that you see in your mailbox or on websites?



Have you ever uploaded a video or audio file to share with others?



Have you ever commented on a post on a website or blog?



Have you ever responded to an ad received randomly through email?

