

NET NAVIGATION

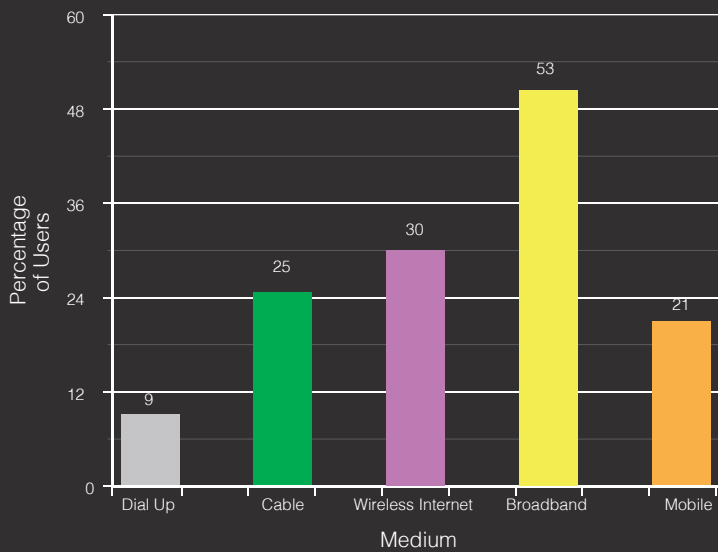


Internet, since its advent, has only spread more and more. This trend is likely to follow in the future as well. Today, our day-to-day activities revolve around it, and most of them cannot function without the Internet.

Insights Research Consultants have conducted this survey for Synergyzer. The following survey was conducted across the nation, covering metropolitan cities like Karachi, Lahore and Islamabad to find out how much time our nation spends on the internet, how much does it spend over it, what websites are we as a nation inclined towards, and majorly, what purpose do we use the internet for.

The following graphs would give you a fair picture of the usage pattern and behavior of the Internet users in Pakistan.

Medium of using Internet



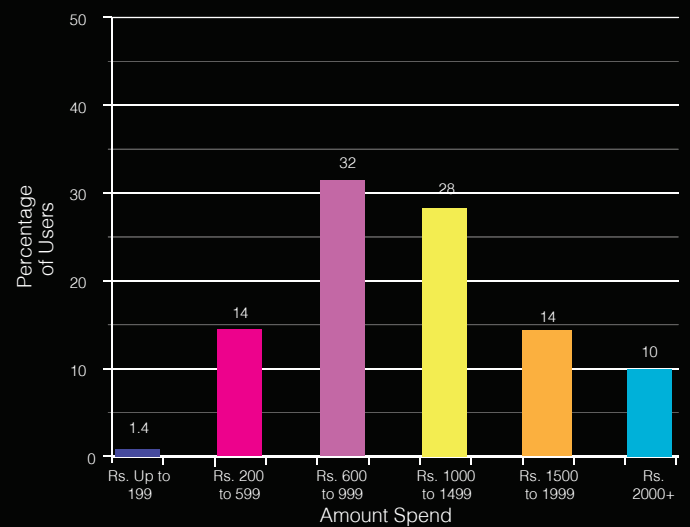
Medium of Using Internet

We see that majority (53%) of the people prefer to use the internet through a broadband service provider in metropolitan cities like Karachi, Lahore, Rawalpindi/Islamabad, whereas 30% of the people put their trust in wireless technology.

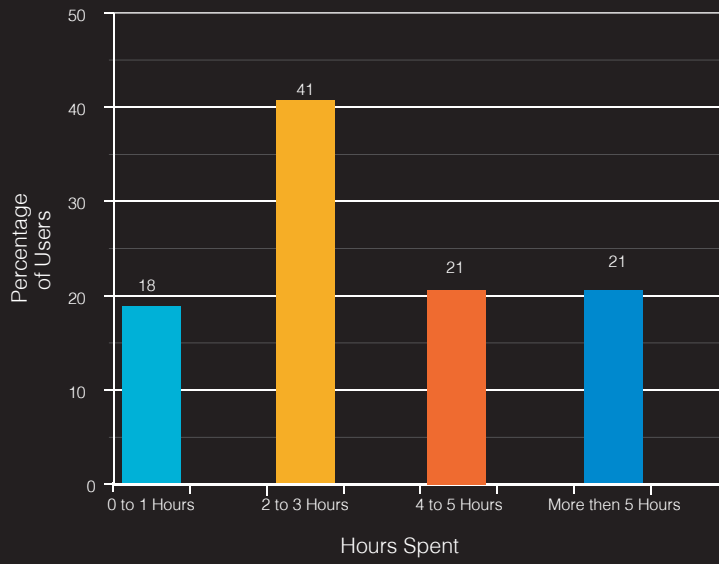
Average Monthly Spending on Internet

In metropolitan cities, majority (60%) spends the cash ranging from 600 to 1400 PKR on an average to utilize the service of Internet.

Average Monthly Spending on Internet



Hours of Internet Usage



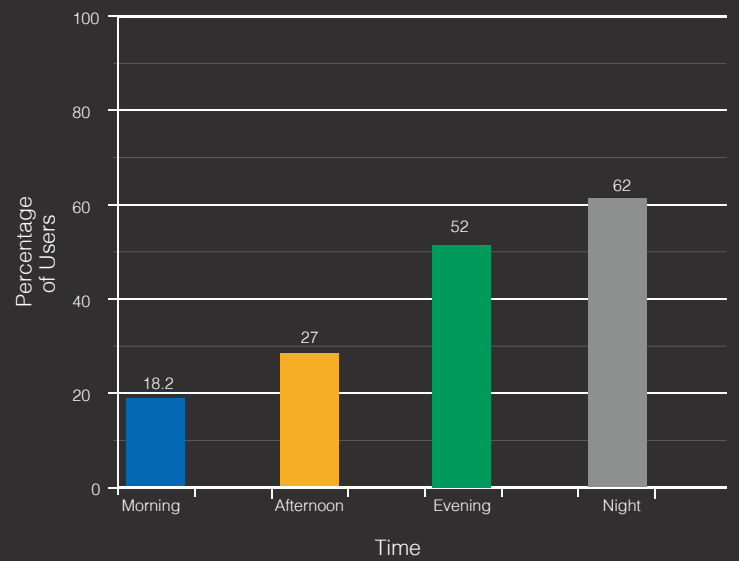
Hours of Internet Usage

The metropolitan cities contain 41% of the people who use Internet for at least two to three hours in a day, which includes work related necessities, leisure activities, and correspondence.

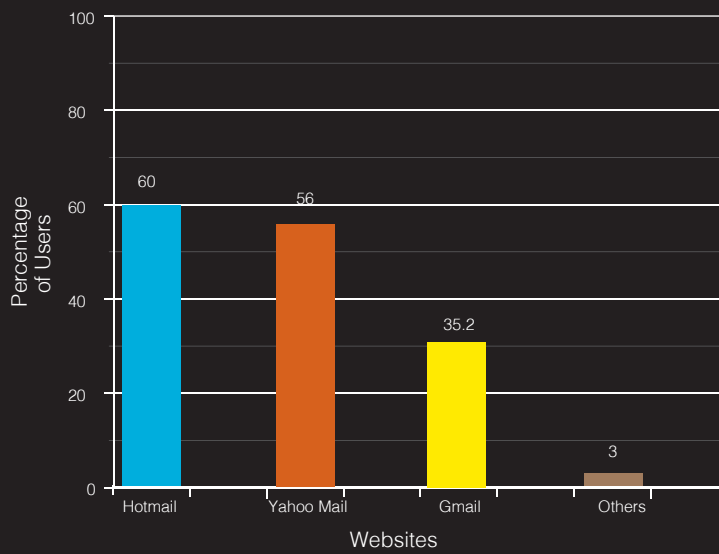
Time of Internet Usage

A huge majority uses the Internet at nights (62%) or in the evenings (52%). Surprisingly, considering the working class, the Internet is least utilized in the mornings, indicating that the usage gradually increases as the day progresses.

Time of Internet Usage



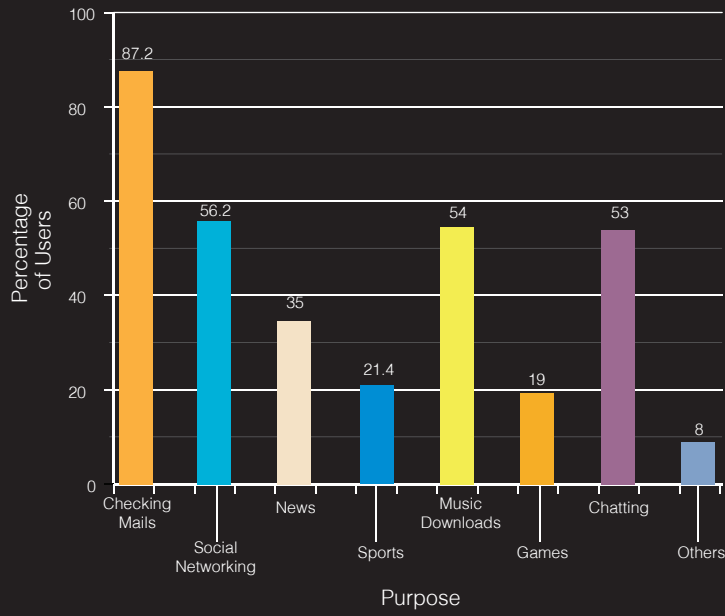
Websites used for Checking Mails



Websites used for Checking Mails

These graphs depict that while Hotmail (60%) and Yahoo (56%) users are neck-to-neck in metropolitan cities. While Gmail takes most of the leftover share, there are still users who maintain email accounts on Outlook Express, Facebook, and Orkut.

Purpose of Using Internet



Purpose of Using Internet

In metropolitan cities, almost 88% people log on to their respective email account holders. Besides that, they are networking (56.20%), downloading music (54%), or chatting on the internet (53%). Note that only 35% use the internet to update themselves with news.

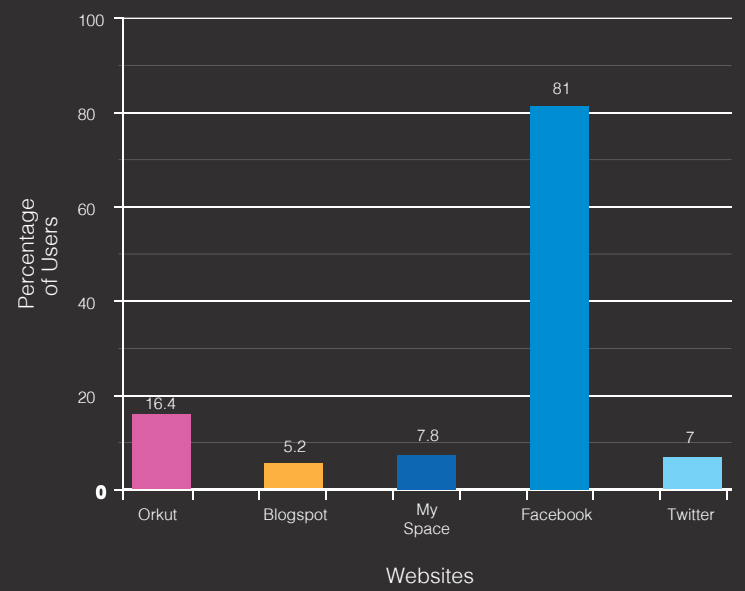
However, looking at the bigger picture, after checking emails, users seem to be inclined towards chatting and downloading music. Followed by social networking and news update.

The other purposes included cooking tips, mehndi designs, study purposes, official work, and making of websites.

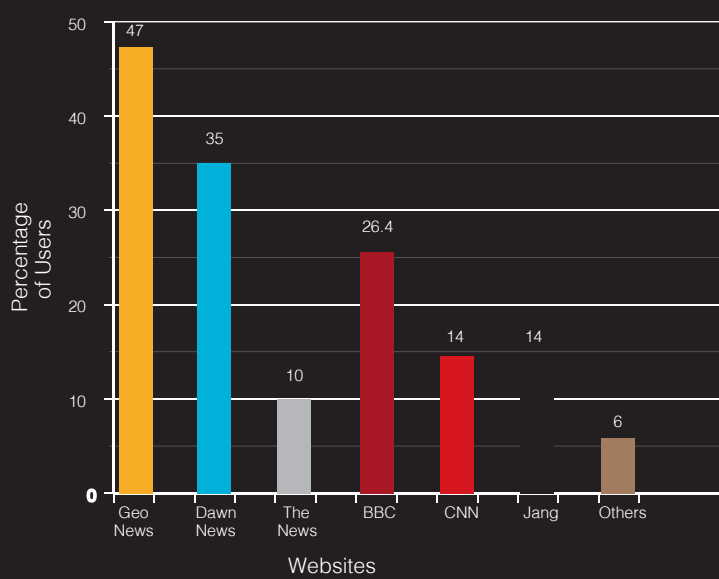
Website Used for Social Networking

Facebook is the most popular medium in metropolitan cities for social networking with 81% of the population relying on it.

Websites used for Social Networking



Websites used for News Updates

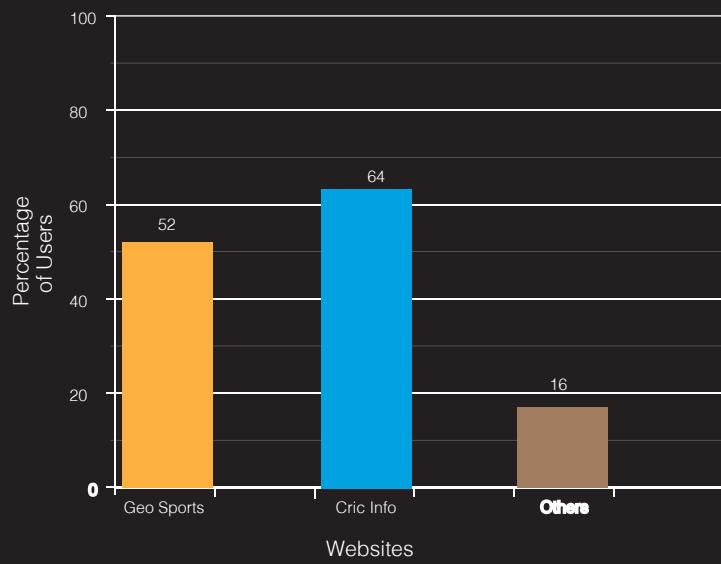


Website Used for News Update

This graph depicts that in metropolitan cities, people rely mostly on news channel websites to get themselves updated with the latest news, with Geo News having 47%, Dawn News 35%, and BBC 26.4%.

Aaj TV, Express News, ARY News, and dailytimes.com for news update as well.

Websites used for Sports Updates

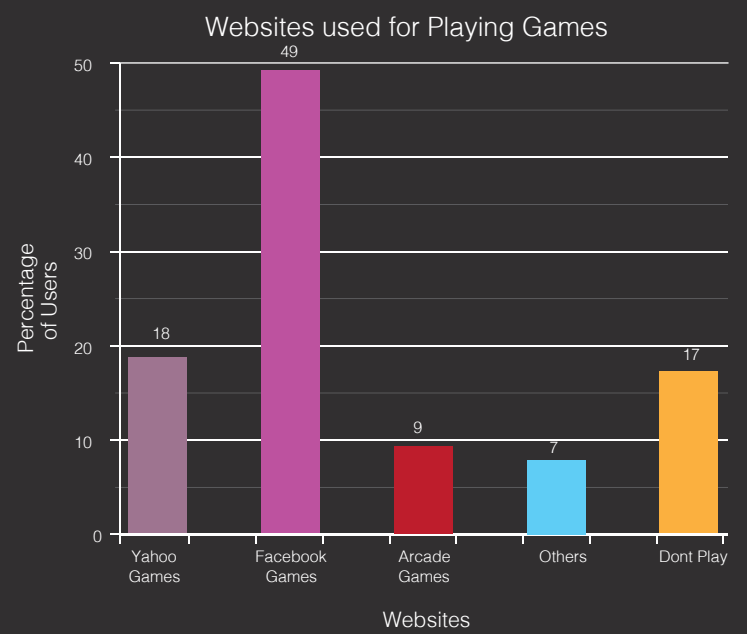


Website Used for Sports Update

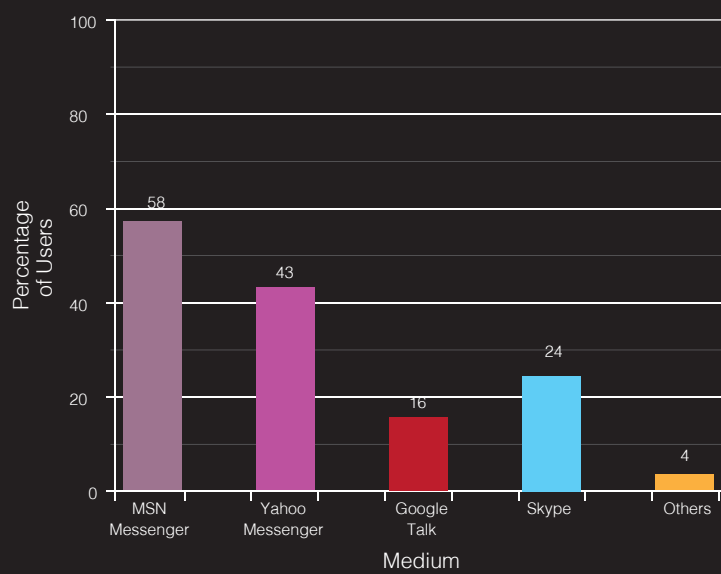
The graph shows that Cricket being the most popular sport, gets the most ratings in metropolitan cities. 64% users click on Cricinfo to check out Cricket updates. Geo Sports is closely behind with 52%.

Website Used for Playing Games

Facebook Games (49%) are the most popular with people in metropolitan cities, with Yahoo Games receiving 18% users.



Medium used for Chatting

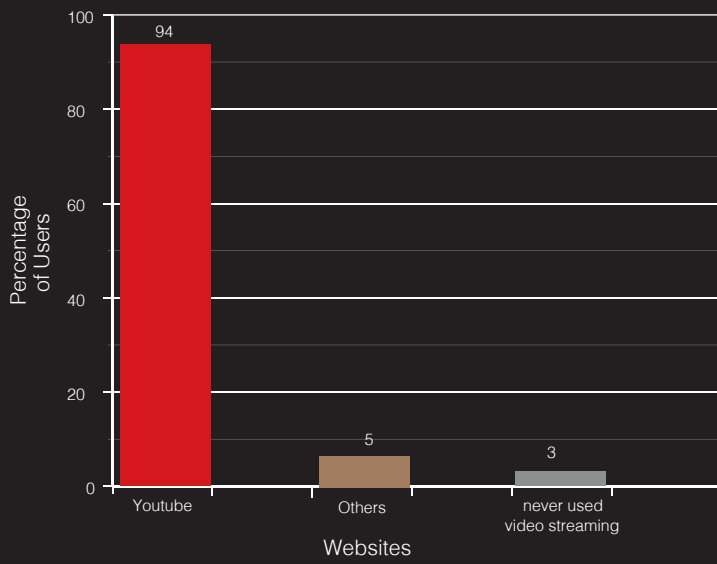


Medium Used for Chatting

In this graph, we notice that majority of the population is inclined towards MSN and Yahoo messenger when it comes to chatting online.

On the whole, both these messengers are almost neck-to-neck when it comes to using a medium for chatting. The other players also include ICQ, Facebook and Orkut etc.

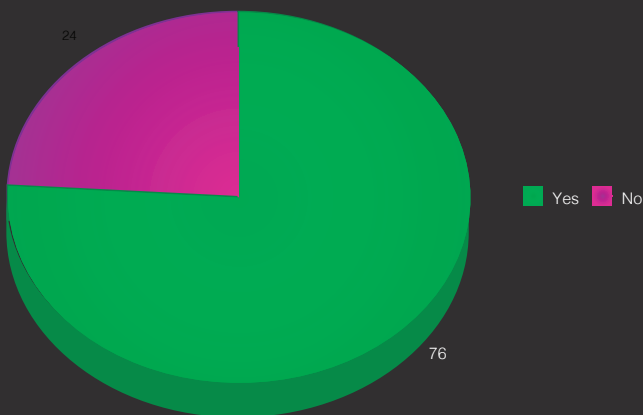
Websites used for Video Streaming



Website Used for Video Streaming

This graph clearly shows that Youtube dominates the video streaming category with 94% clicks in metropolitan cities.

Aware of Online Purchasing



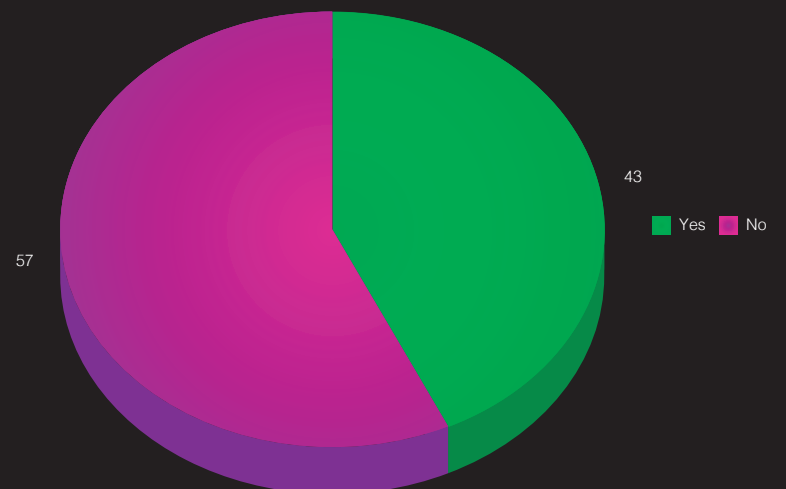
Awareness of Online Purchasing through Websites

76% of the respondents are aware of online purchasing websites in metropolitan cities, whereas there is a drastic drop when it comes to the respondents in big cities where 40% of the respondents were aware of it.

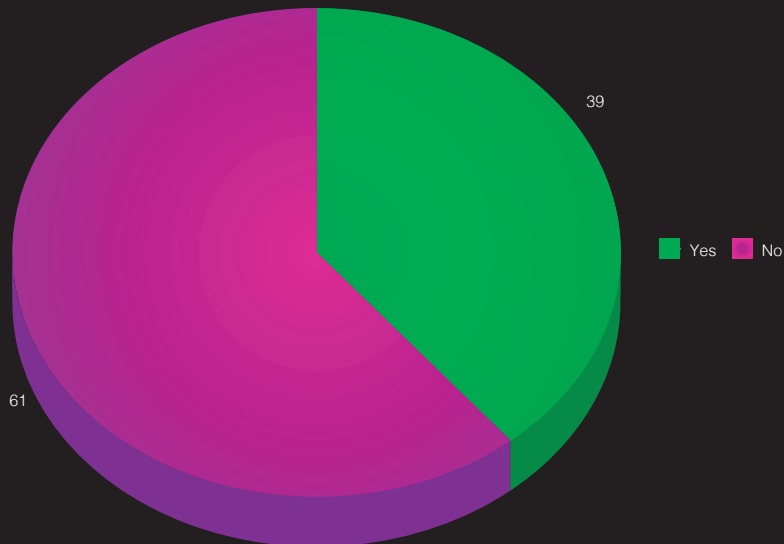
Ever Purchased Anything Online

Interestingly, 57% of the respondents have never purchased anything online in metropolitan cities. However, at the same time, 43% of the people have, which shows a promising trend in online purchasing in the future.

Purchased Anything Online



Aware of Pakistani Purchasing Websites



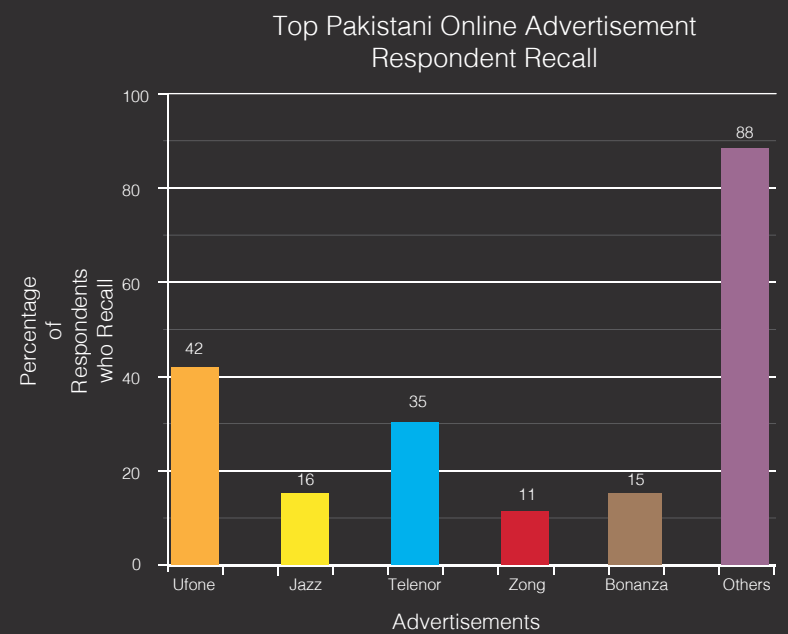
Awareness of Any Pakistani Purchasing Websites

These graphs clearly show that majority of the respondents are not aware of any Pakistani website that provides the opportunity to purchase anything online. However, this could be a growing trend and shows that there is lack of such Pakistani websites which can utilize this opportunity.

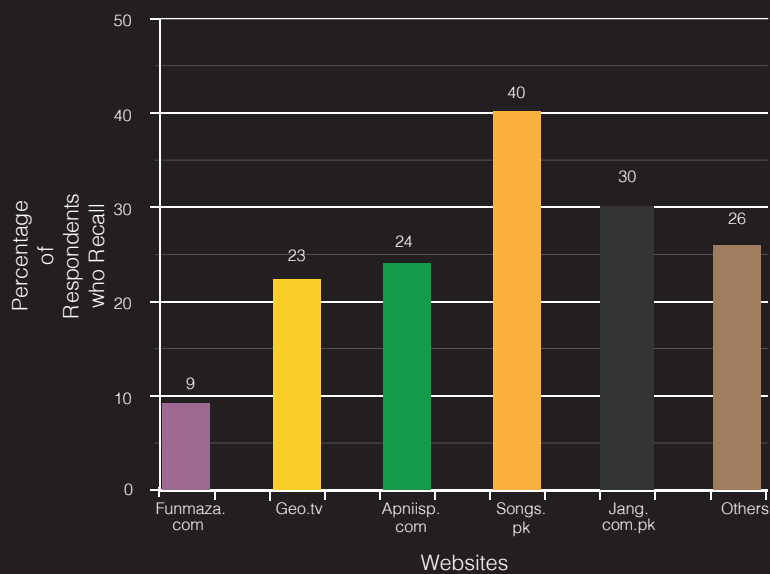
Top Pakistani Online Advertisement Respondents Recall

This graph shows that most of the respondents recall different advertisements such as Sunsilk, Pepsi, Nokia, Shell, Vfone, Tapal, Bonanza etc. The percentage is 88% in metropolitan cities.

However, amongst the listed options, Ufone has the top recall in metropolitan cities (42%) followed by Telenor at 35%.



Top Pakistani Websites Respondents Recall



Top Pakistani Websites Respondents Recall

In metropolitan cities, Songs.pk got the most recall, which was 40%. Followed by Jang.com.pk at 30%. Geo.tv (23%) and Apniisp.com (24%) along with other websites which included dawn.com, apnakarachi.com, ARY Digital, urdupoint.com etc, got almost equal recall.