

CONSUMERS & BRANDS

Target audience: Twitter users in Pakistan

Consumer Insights

Consumer Insights
by **statista** 

August 2023



Statista Consumer Insights Target Audience Report

Introduction



Report overview

This report analyses consumers that answered "Twitter" to the multi-pick question "What social media platforms do you use regularly?".

The report offers the reader a comprehensive overview of Twitter users in Pakistan: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints. Additionally, the report allows the reader to benchmark Twitter users in Pakistan ("target audience") against the average Pakistani online user, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Consumer Insights Global survey.

Consumer Insights Global methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the basic survey are updated every year

2 **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Statista Consumer Insights Global](#) as of August 2023

Twitter users in Pakistan

Management summary: key insights

Demographic profile

Millennials make up a relatively large segment of Twitter users.

Twitter users are predominantly male.

Many Twitter users have a high annual household income.

Twitter users are more likely to live in cities and urban areas than the average consumer.

Consumer lifestyle

Social justice has more importance to Twitter users than to the average consumer.

Sports is a relatively prevalent interest of Twitter users.

Twitter users are more likely to have tech and computers as a hobby than the average consumer

Consumer attitudes

49% of Twitter users state that digital services allow them to discover new and exciting content.

A relatively high share of Twitter users think that the economic situation is an issue that needs to be addressed.

Many Twitter users have centrist political views.

Marketing touchpoints

Twitter users relatively frequently consume all types of media.

On social media, Twitter users interact with companies more often than the average online.

Twitter users remember seeing ads directly in the store more often than the average consumer.

Twitter users remember seeing ads on social media more often than the average consumer.

CHAPTER 01

Demographic profile

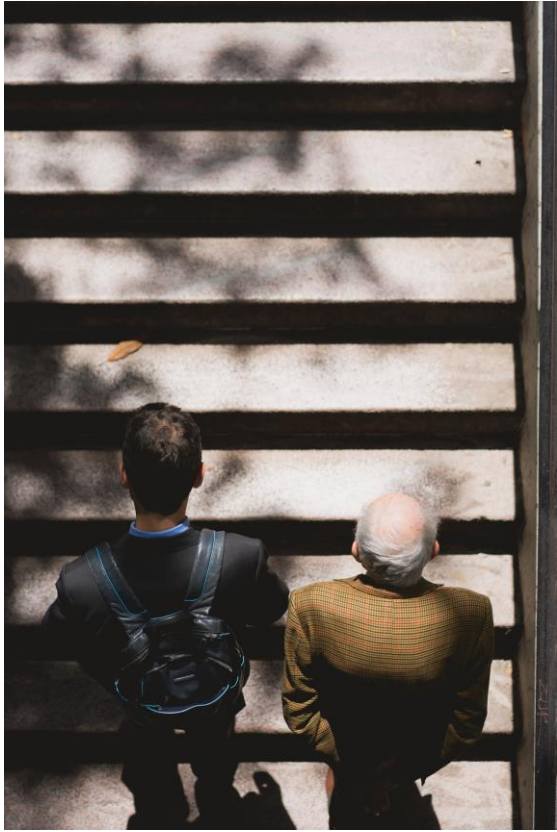
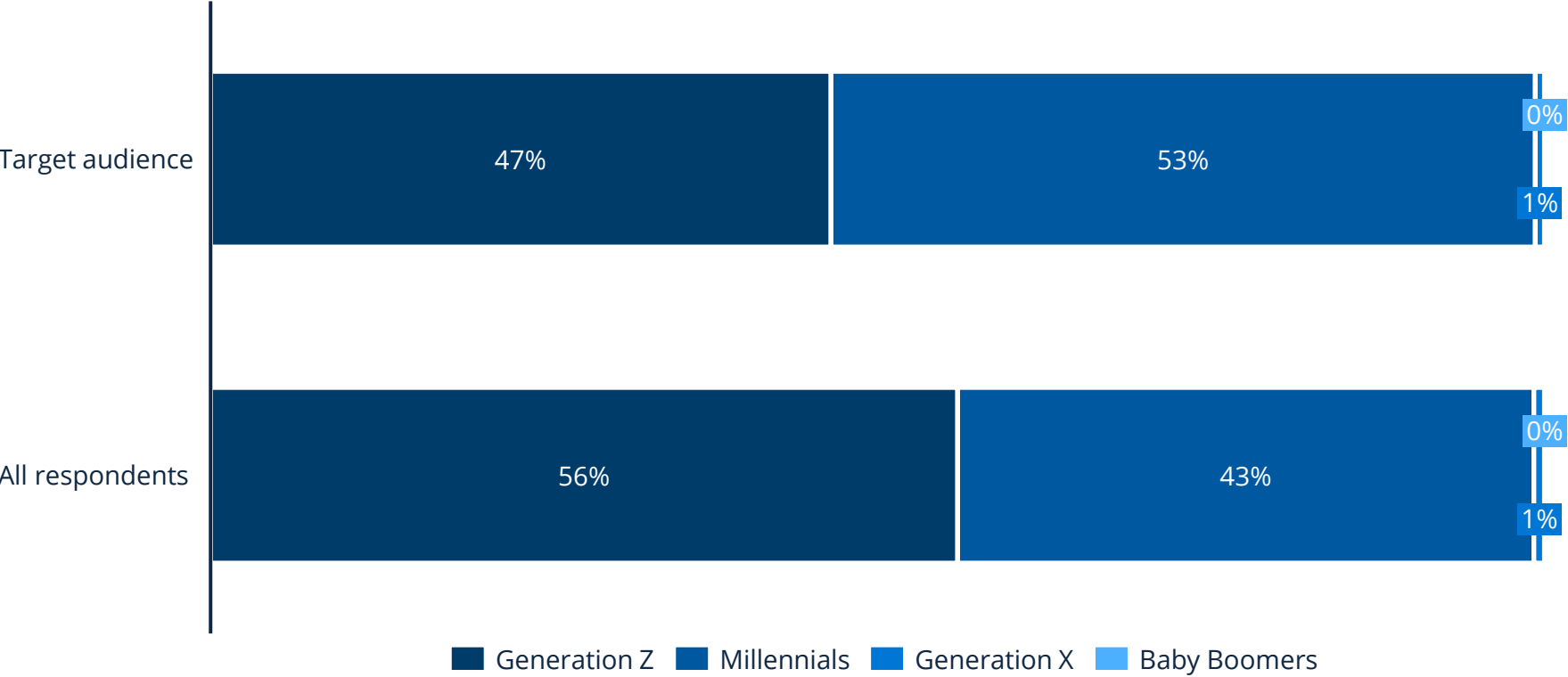
- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community



Millennials make up a relatively large segment of Twitter users

Demographic profile: life stages

Age of consumers in Pakistan



5 | Notes: "How old are you?"; Single Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

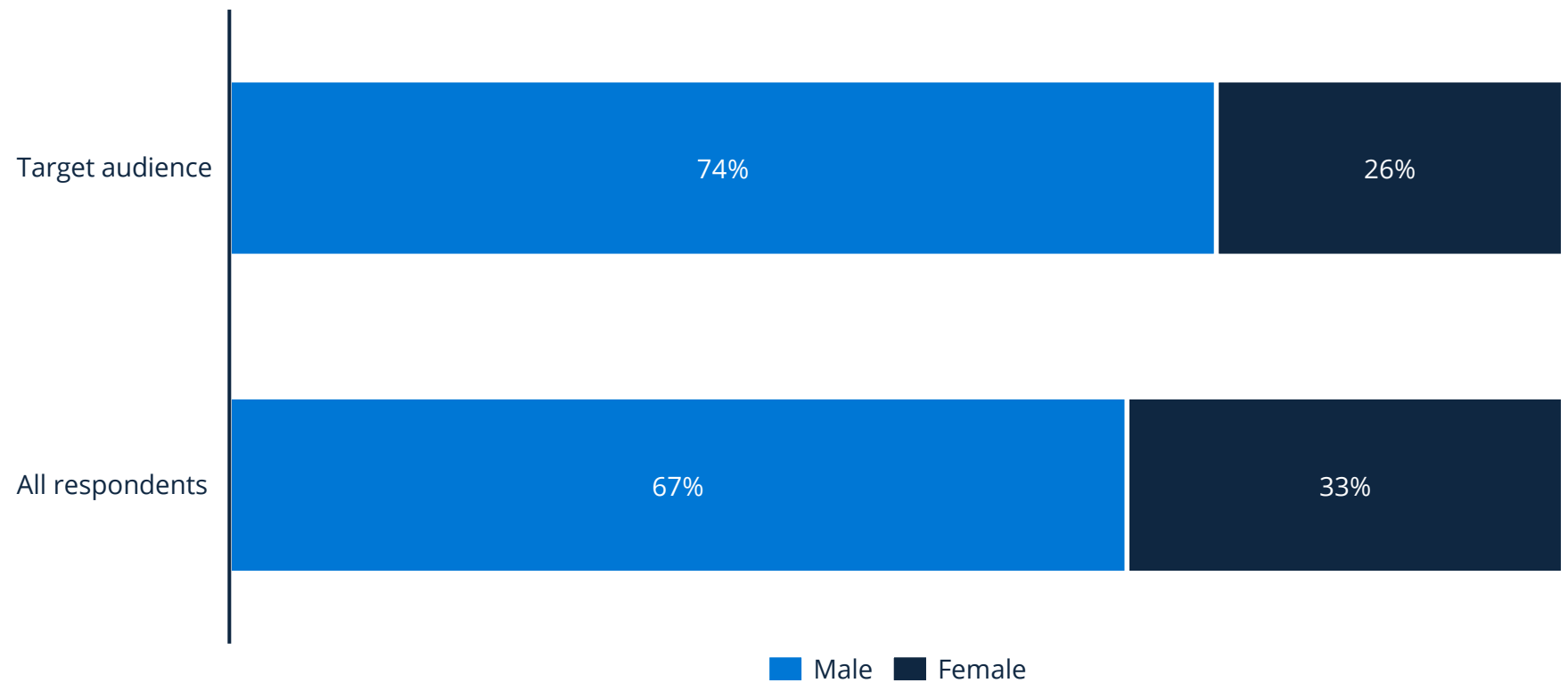
Sources: [Statista Consumer Insights Global](#) as of August 2023

Twitter users are predominantly male

Demographic profile: gender



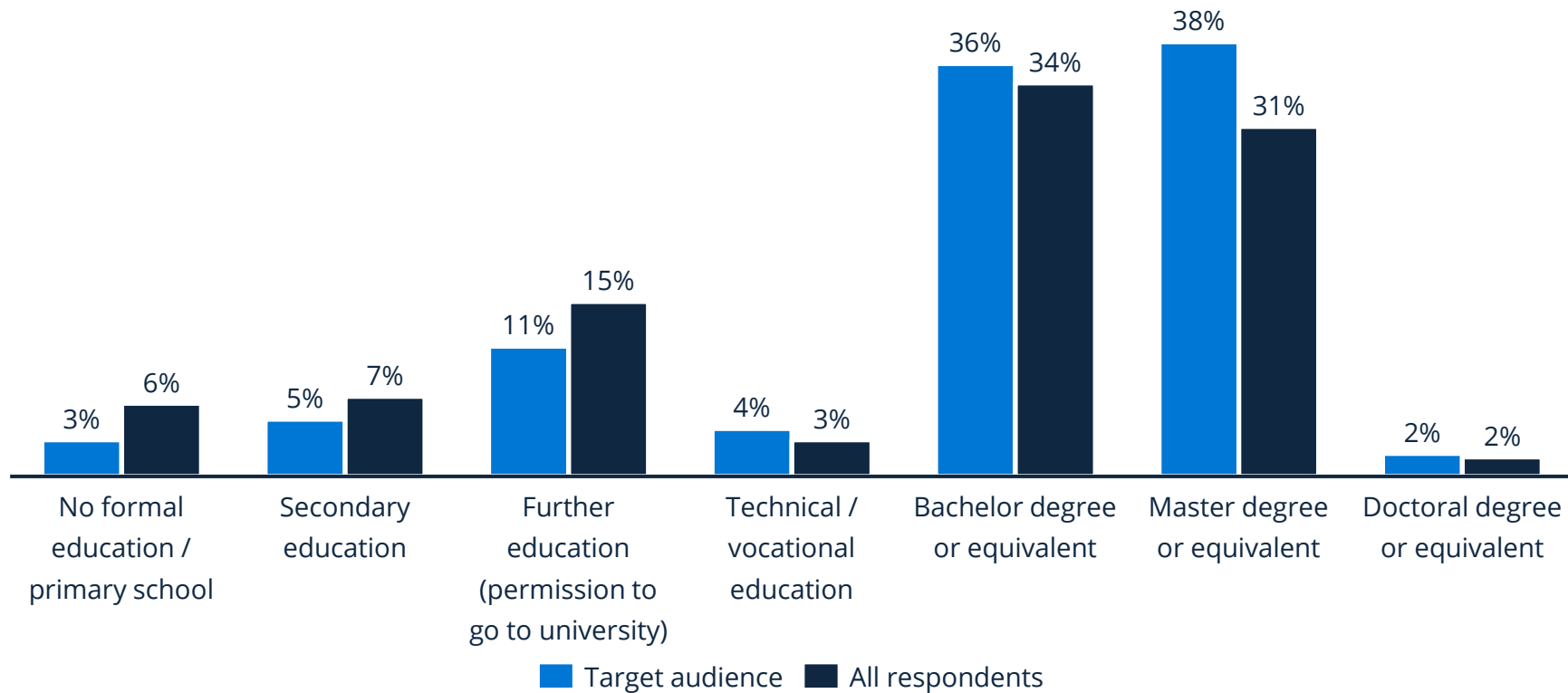
Gender of consumers in Pakistan



A relatively high share of Twitter users have a college degree

Demographic profile: education

Consumer's level of education in Pakistan



7 | Notes: "What is the highest level of education you have completed?"; Single Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

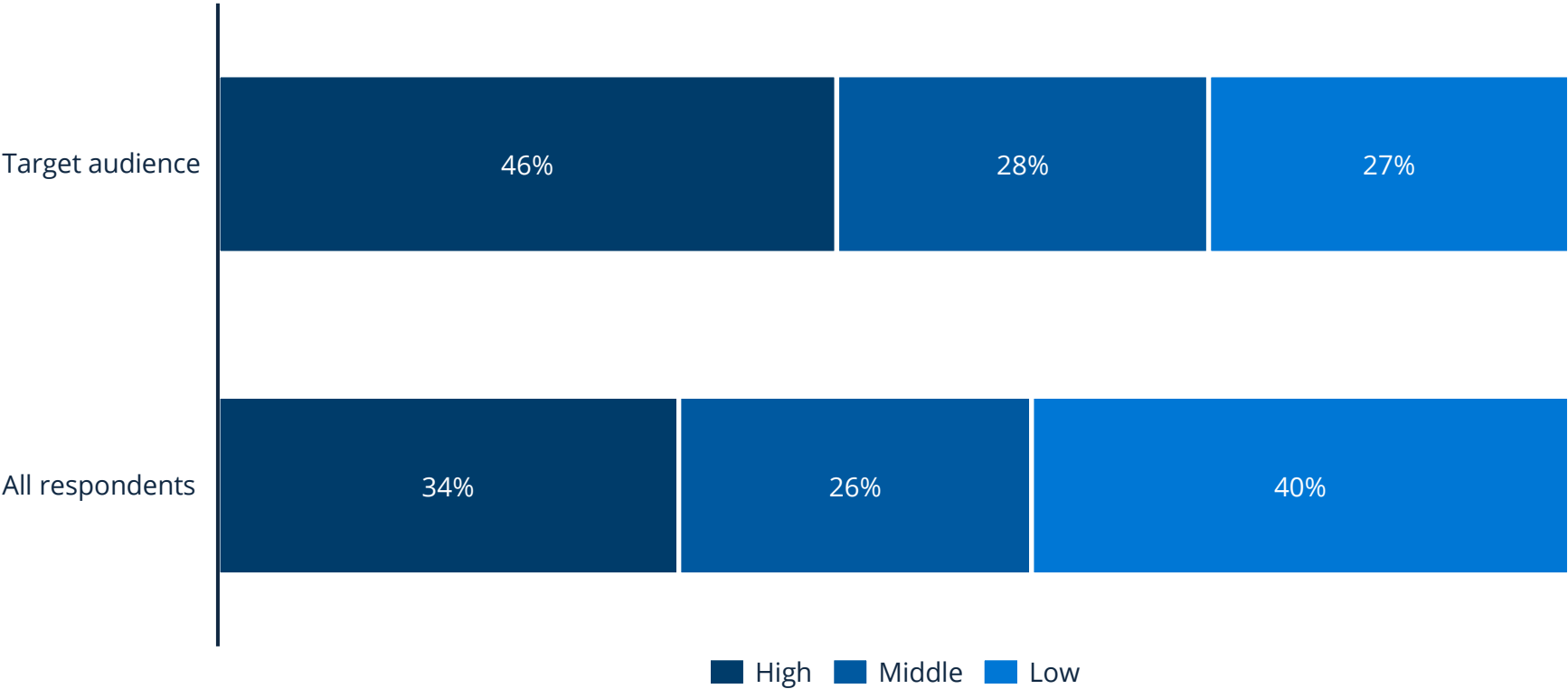
Sources: [Statista Consumer Insights Global](#) as of August 2023

Many Twitter users have a high annual household income

Demographic profile: income



Share of consumers in Pakistan in the high, middle, and low thirds of monthly household gross income



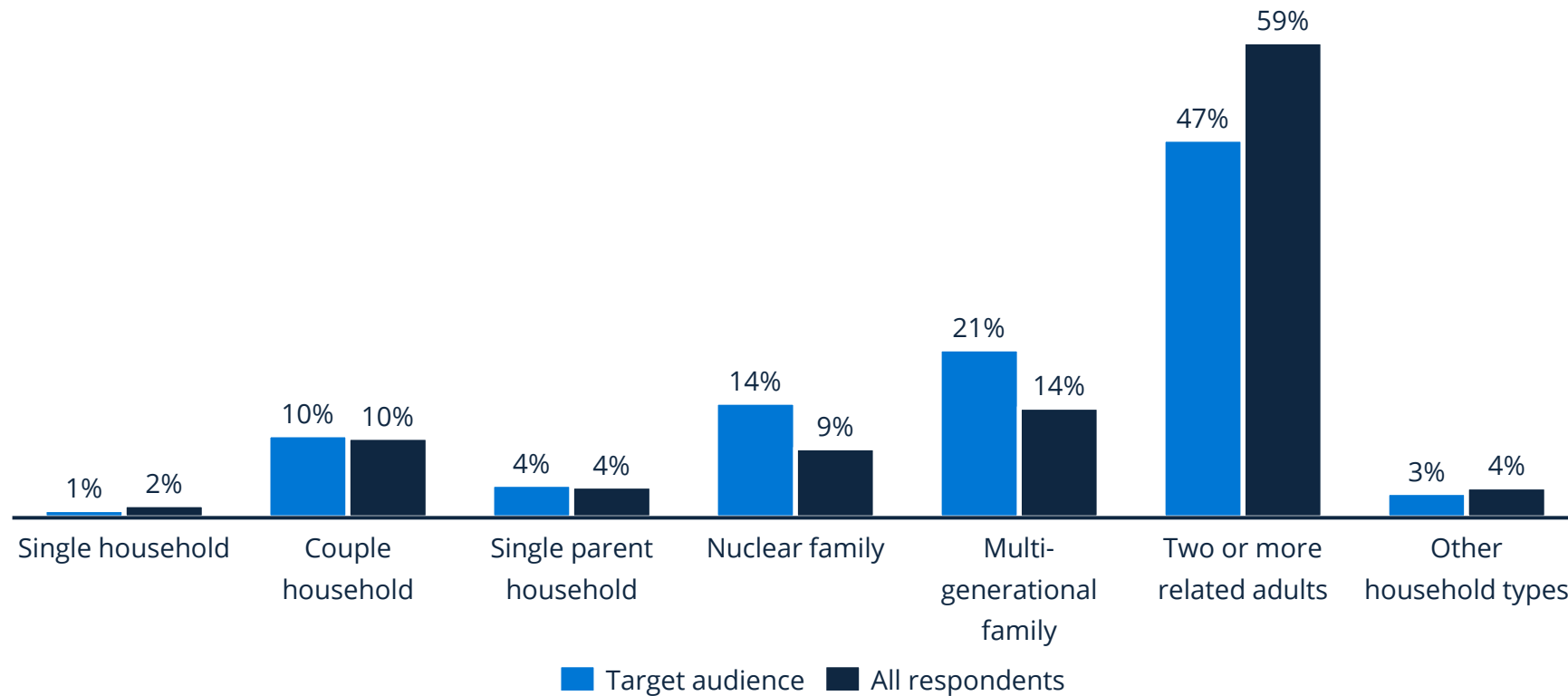
8 Notes: Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=513 Twitter users, n=1394 all respondents

Sources: Statista Consumer Insights Global as of August 2023

A relatively high share of Twitter users live in a multi-generational family

Demographic profile: household classification

Type of households in which consumers in Pakistan live

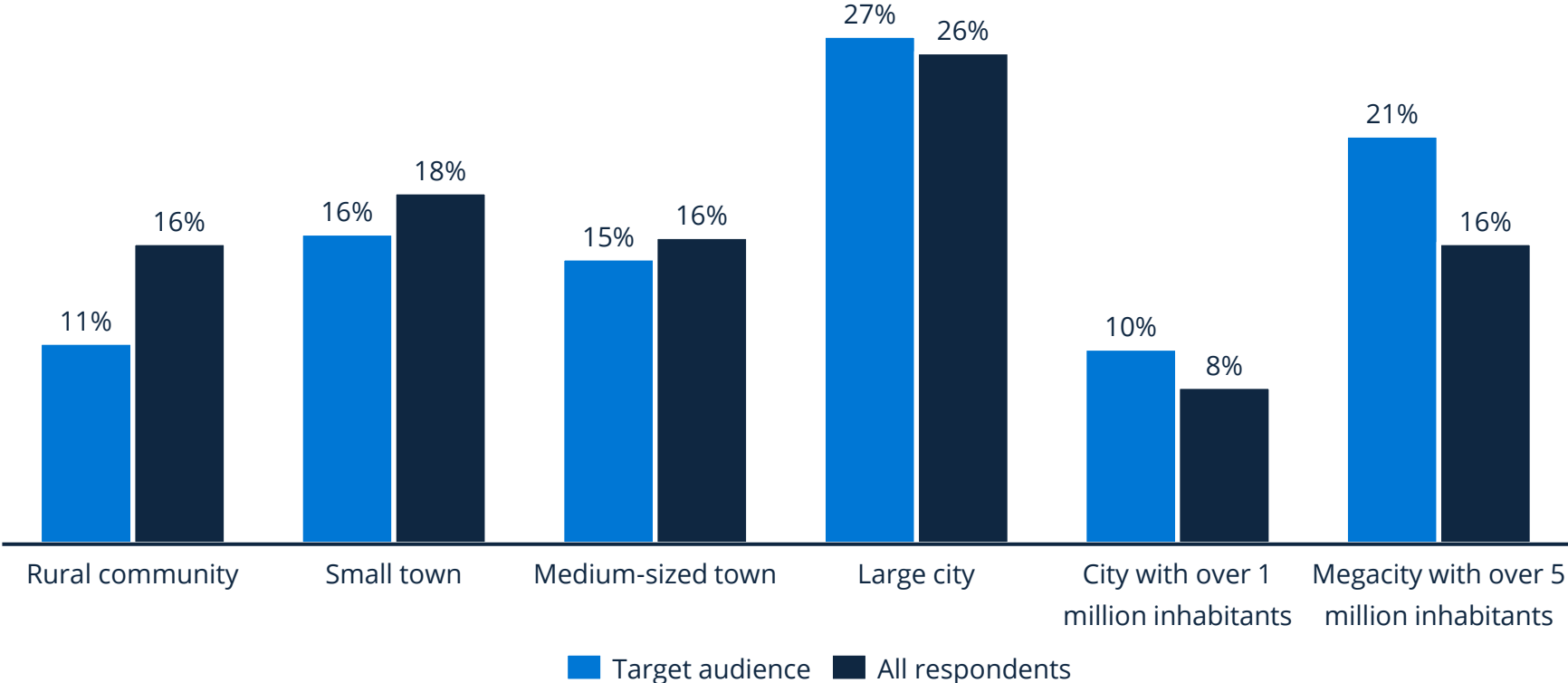


Twitter users are more likely to live in cities and urban areas than the average consumer

Demographic profile: type of community



Communities where consumers live in Pakistan



10 Notes: "In what type of community do you live?"; Single Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

Sources: Statista Consumer Insights Global as of August 2023

CHAPTER 02

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities

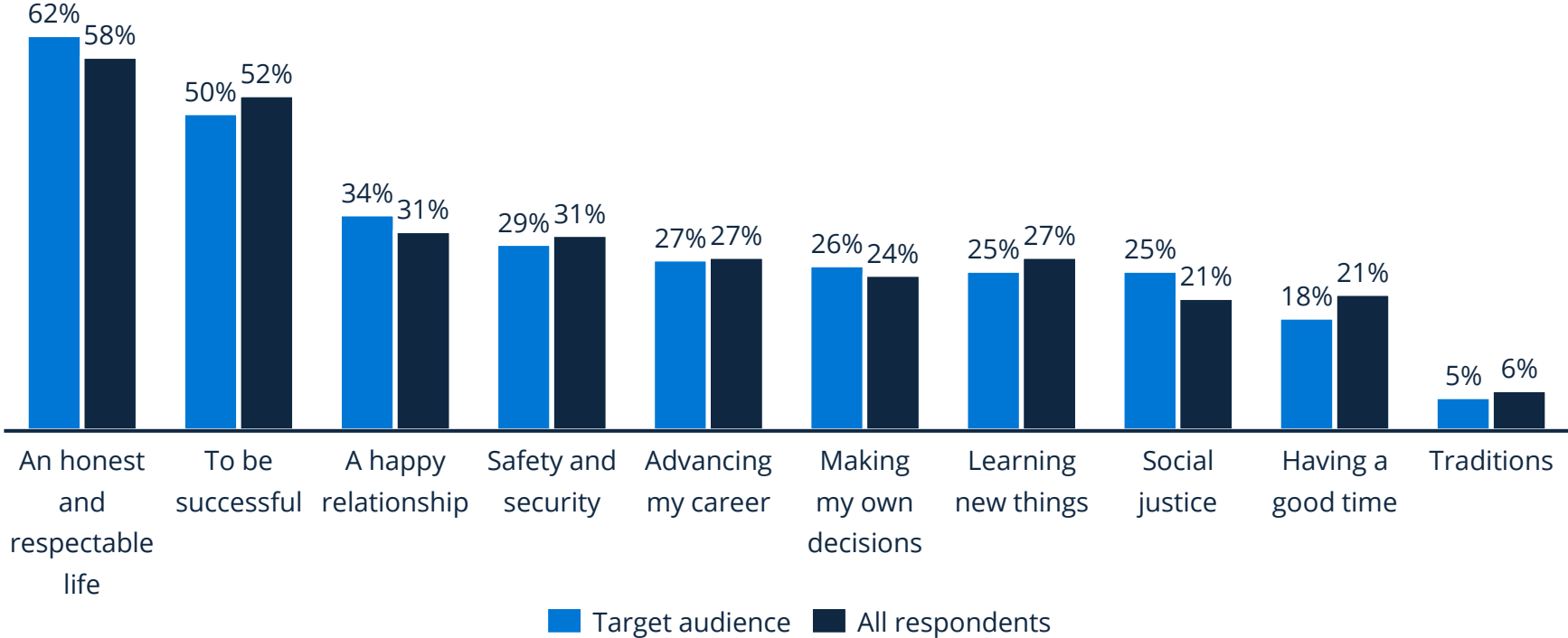


Social justice has more importance to Twitter users than to the average consumer

Consumer lifestyle: life values



Most important aspects of life for consumers in Pakistan

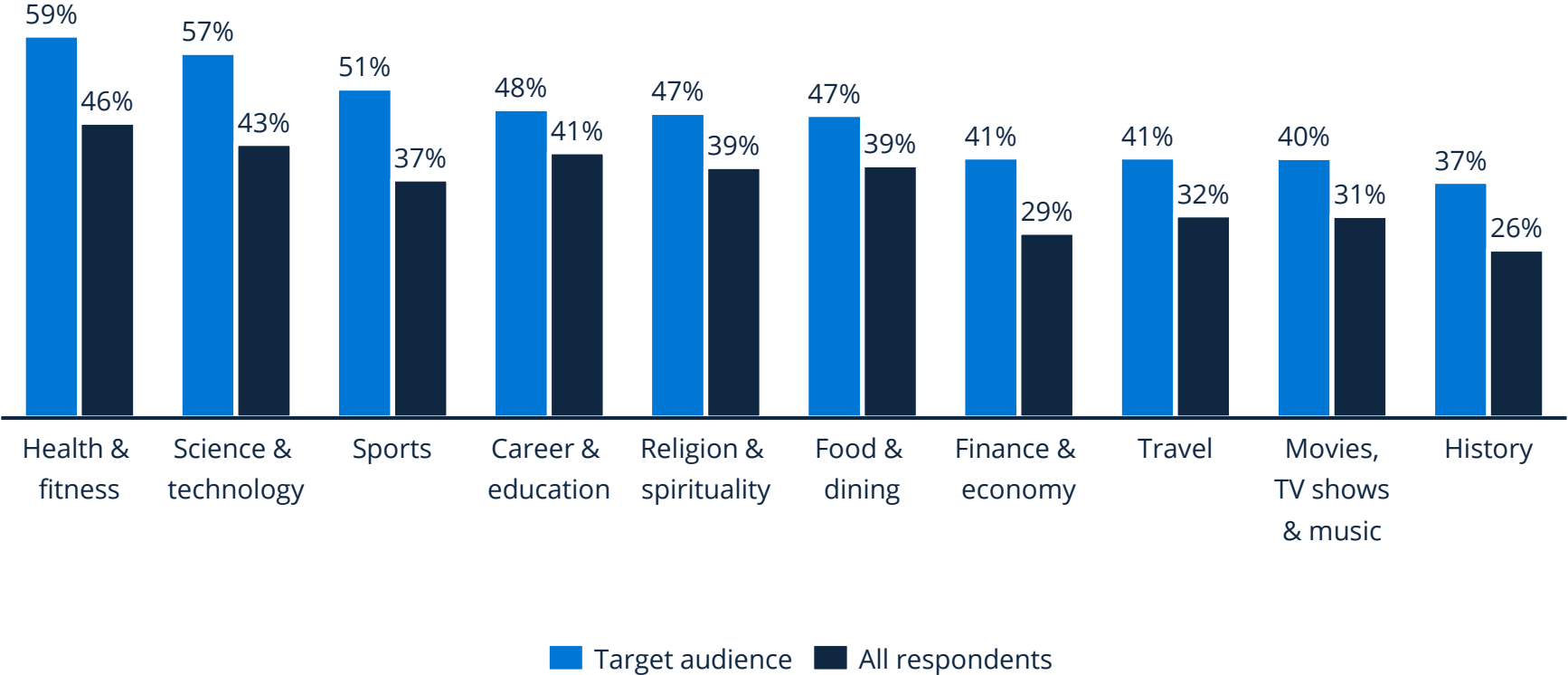


12 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents
Sources: [Statista Consumer Insights Global](#) as of August 2023

Sports is a relatively prevalent interest of Twitter users

Consumer lifestyle: main interests

Top 10 interests of Twitter users in Pakistan

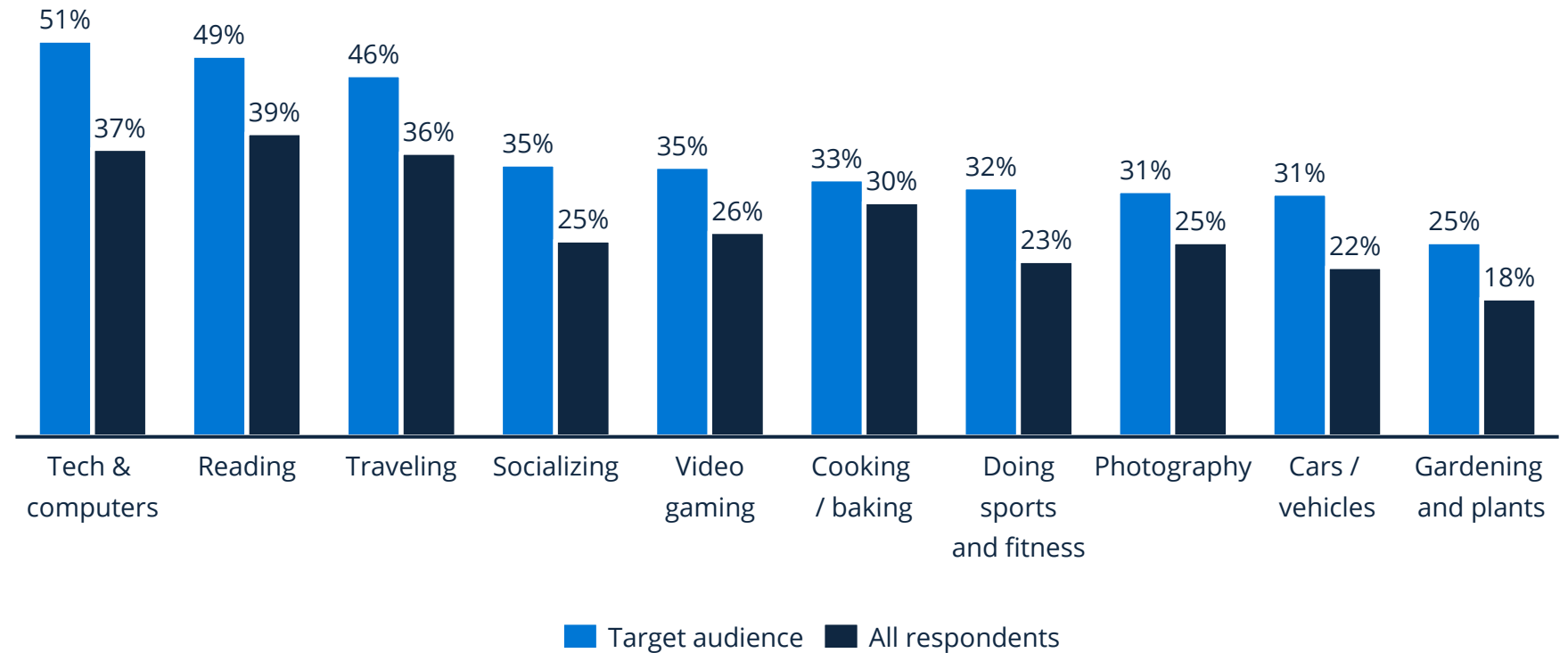


Twitter users are more likely to have tech and computers as a hobby than the average consumer

Consumer lifestyle: hobbies & leisure activities



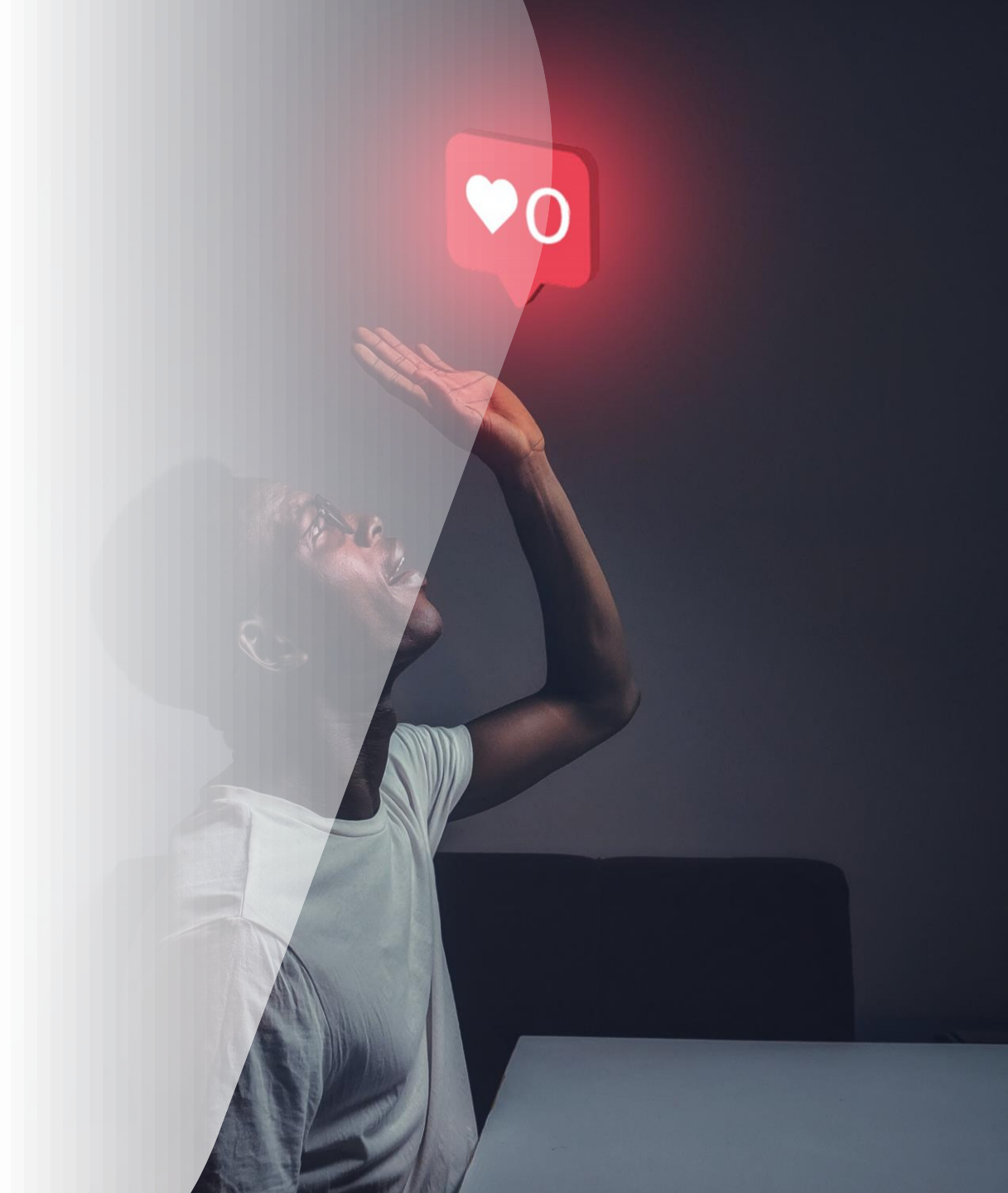
Top 10 hobbies and leisure activities of Twitter users in Pakistan



CHAPTER 03

Consumer attitudes

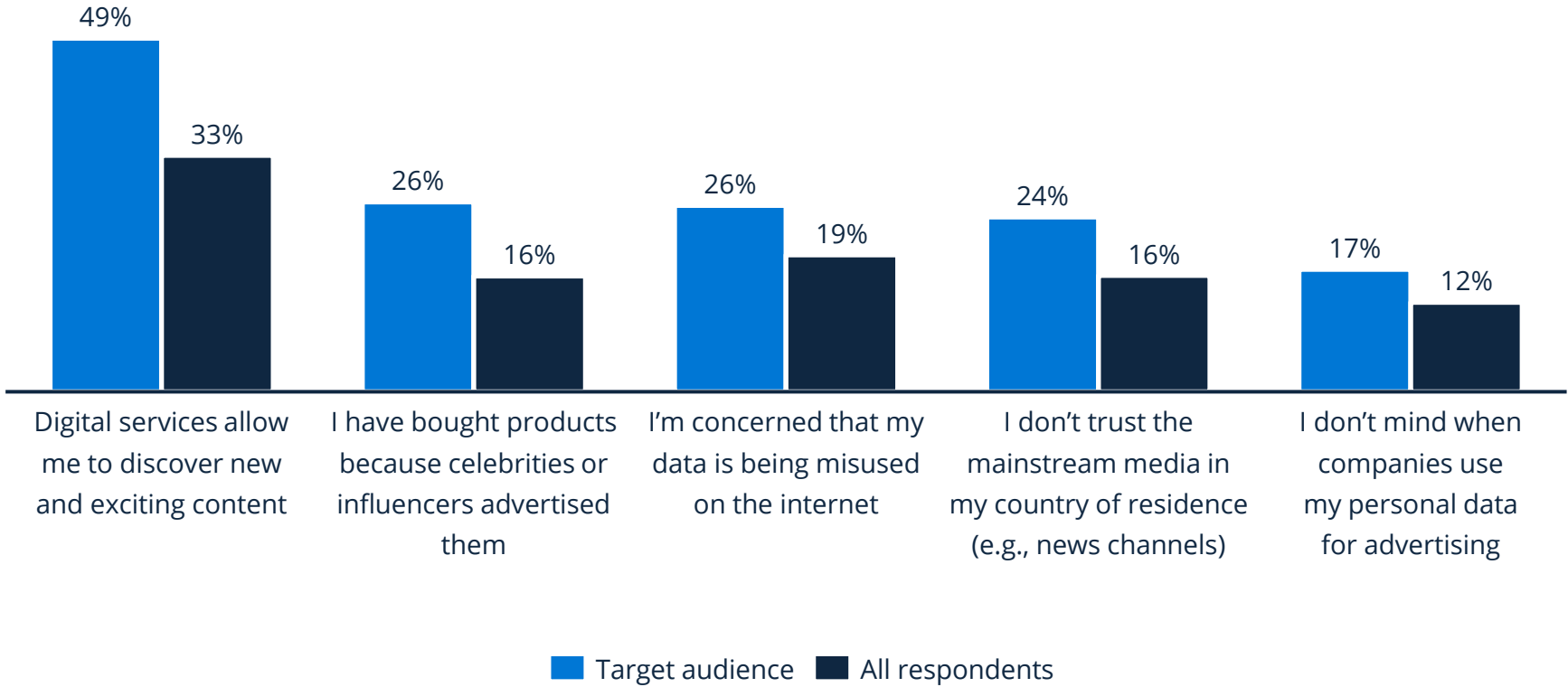
- Consumer attitudes
- Challenges facing the country
- Politics



49% of Twitter users state that digital services allow them to discover new and exciting content

Consumer attitudes

Agreement with statements in Pakistan



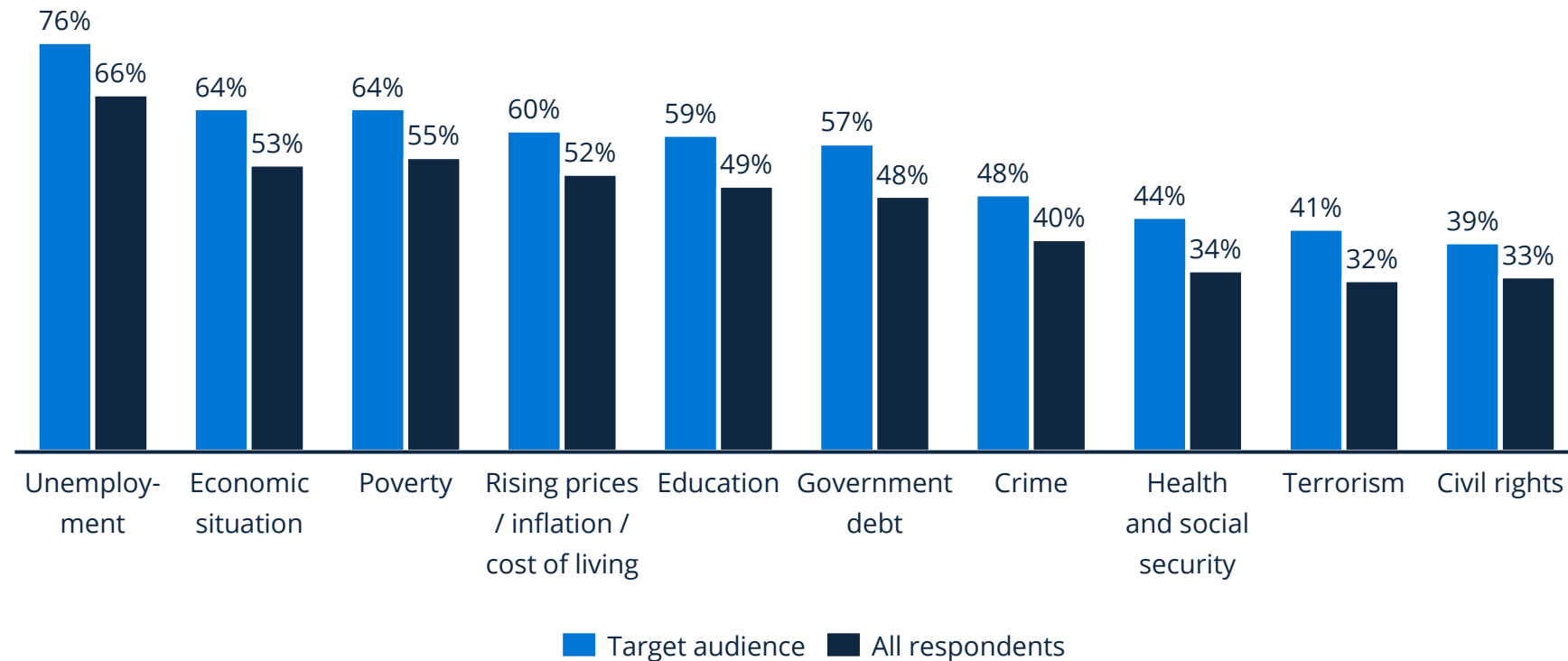
16 Notes: "Which of these statements apply to you?"; Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=333 Twitter users, n=1045 all respondents

Sources: Statista Consumer Insights Global as of August 2023

A relatively high share of Twitter users think that the economic situation is an issue that needs to be addressed

Consumer attitudes: challenges facing the country

The 10 most important issues facing Pakistan according to Twitter users

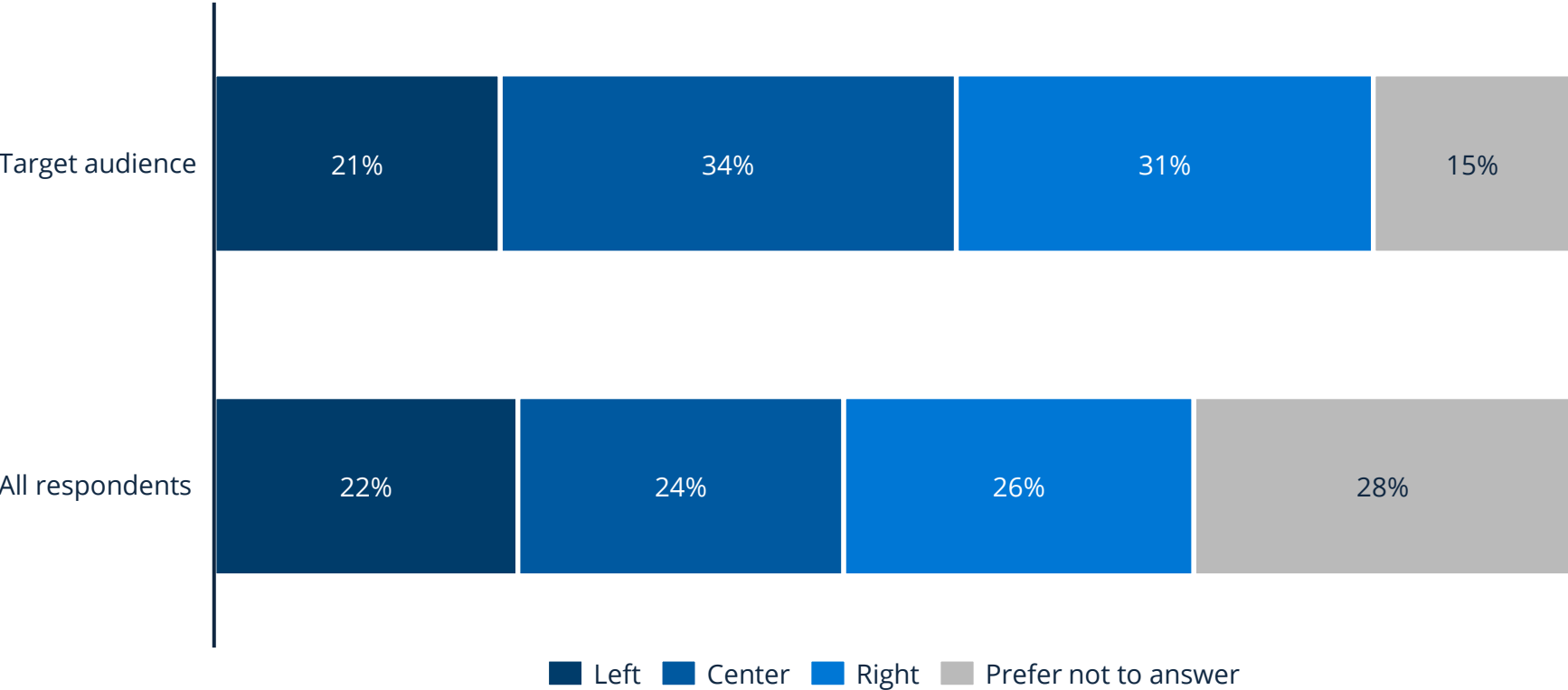


Many Twitter users have centrist political views

Consumer attitudes: politics



Political attitudes of consumers in Pakistan



18 **Notes:** Recode based on "Many people use the terms 'left' and 'right' when they want to describe political views. Where would you place yourself on a scale from left to right?"; Single Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents
Sources: [Statista Consumer Insights Global](#) as of August 2023

CHAPTER 04

Marketing touchpoints

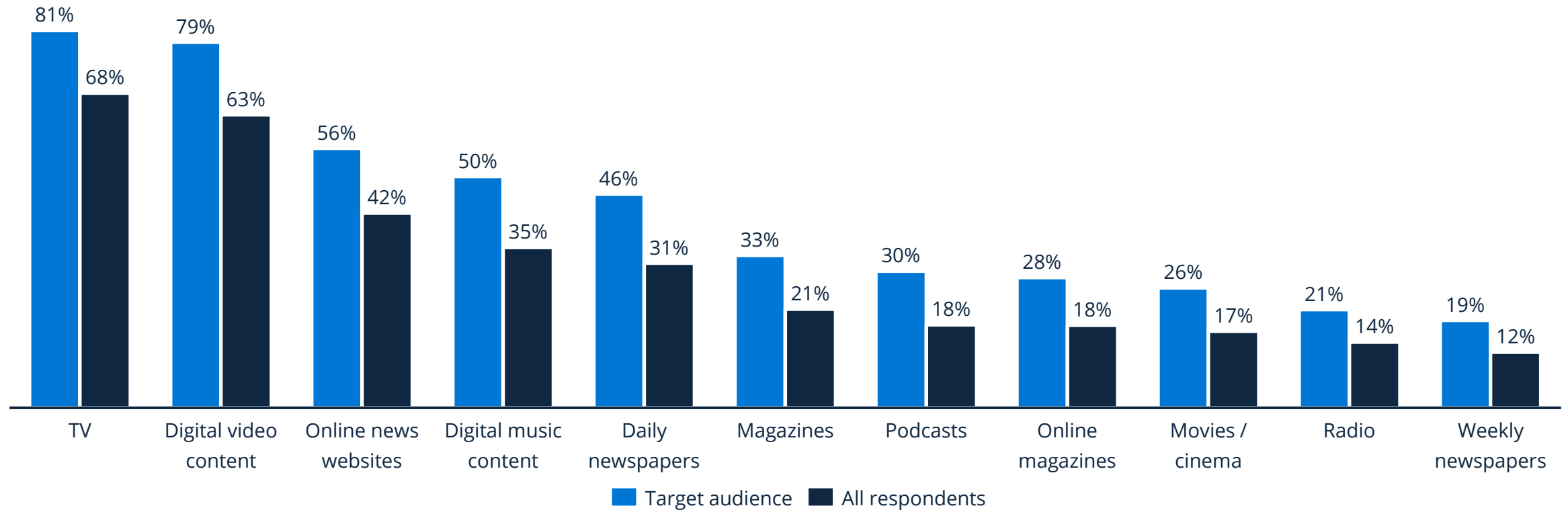
- Media usage
- Digital advertising touchpoints
- Internet usage by device
- Social media usage
- Non-digital advertising touchpoints



Twitter users relatively frequently consume all types of media

Marketing touchpoints: media usage

Type of media consumers in Pakistan have been using in the past 4 weeks



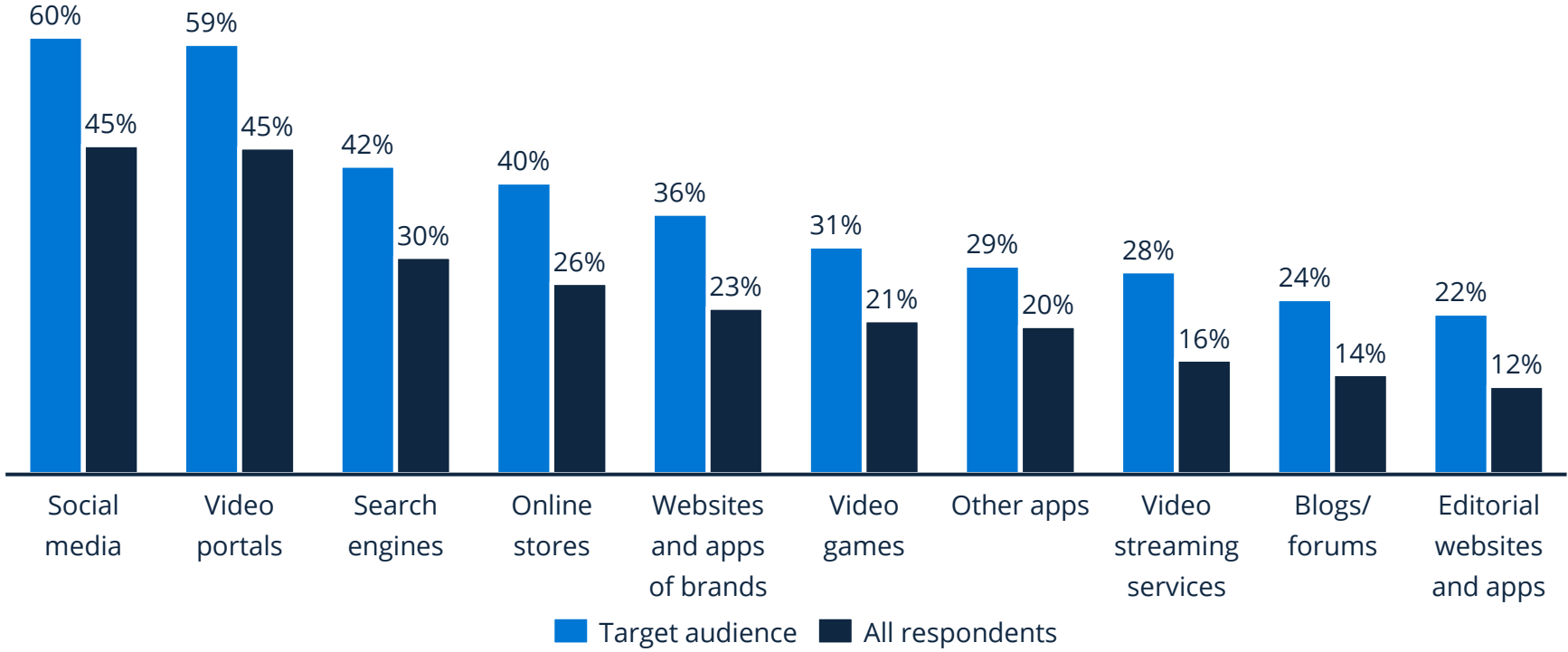
20 Notes: "What kind of media have you used in the past 4 weeks?"; Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

Sources: [Statista Global Consumer Survey](#) as of August 2023

Twitter users remember seeing ads on social media more often than the average consumer

Marketing touchpoints: digital advertising touchpoints

Top 10 places where Twitter users in Pakistan have come across digital advertising in the past 4 weeks



21 | Notes: "Where have you come across digital advertisements in the past 4 weeks?"; Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n= 2094 all respondents

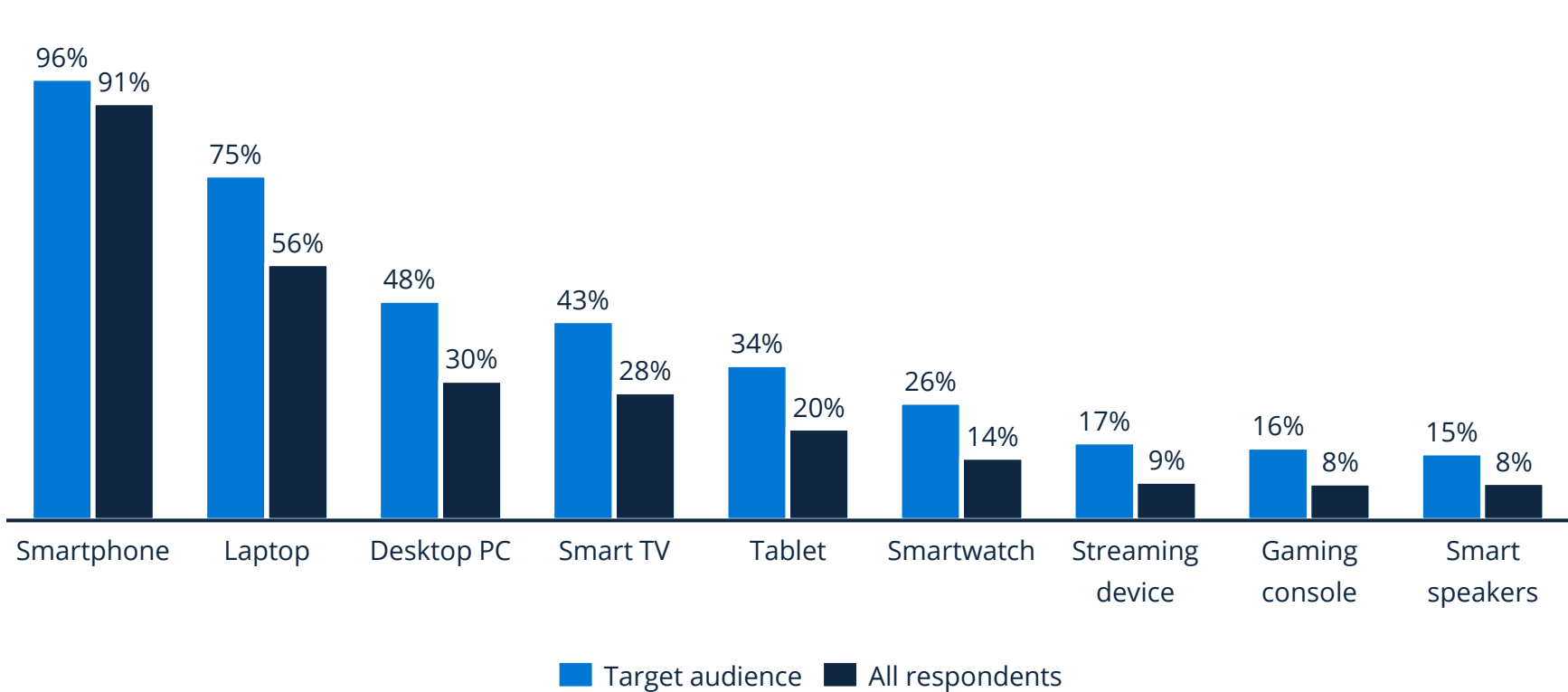
Sources: Statista Consumer Insights Global as of August 2023

Twitter users access the internet via a laptop more often than the average online

Marketing touchpoints: internet usage by device



Devices consumers in Pakistan use regularly to access the internet



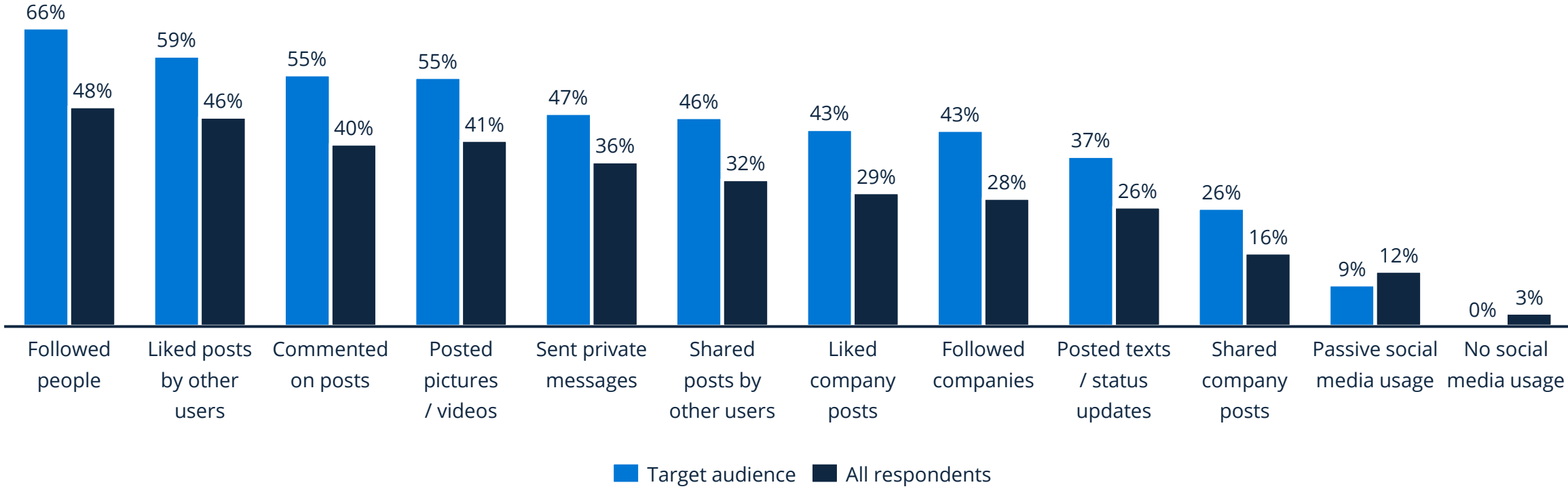
22 Notes: "Which of these devices do you regularly use with an internet connection?"; Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

Sources: Statista Consumer Insights Global as of August 2023

On social media, Twitter users interact with companies more often than the average online

Marketing touchpoints: social media usage

Social media activities in Pakistan by type



23 Notes: "Which of these things have you done on social networks in the past 4 weeks?"; Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

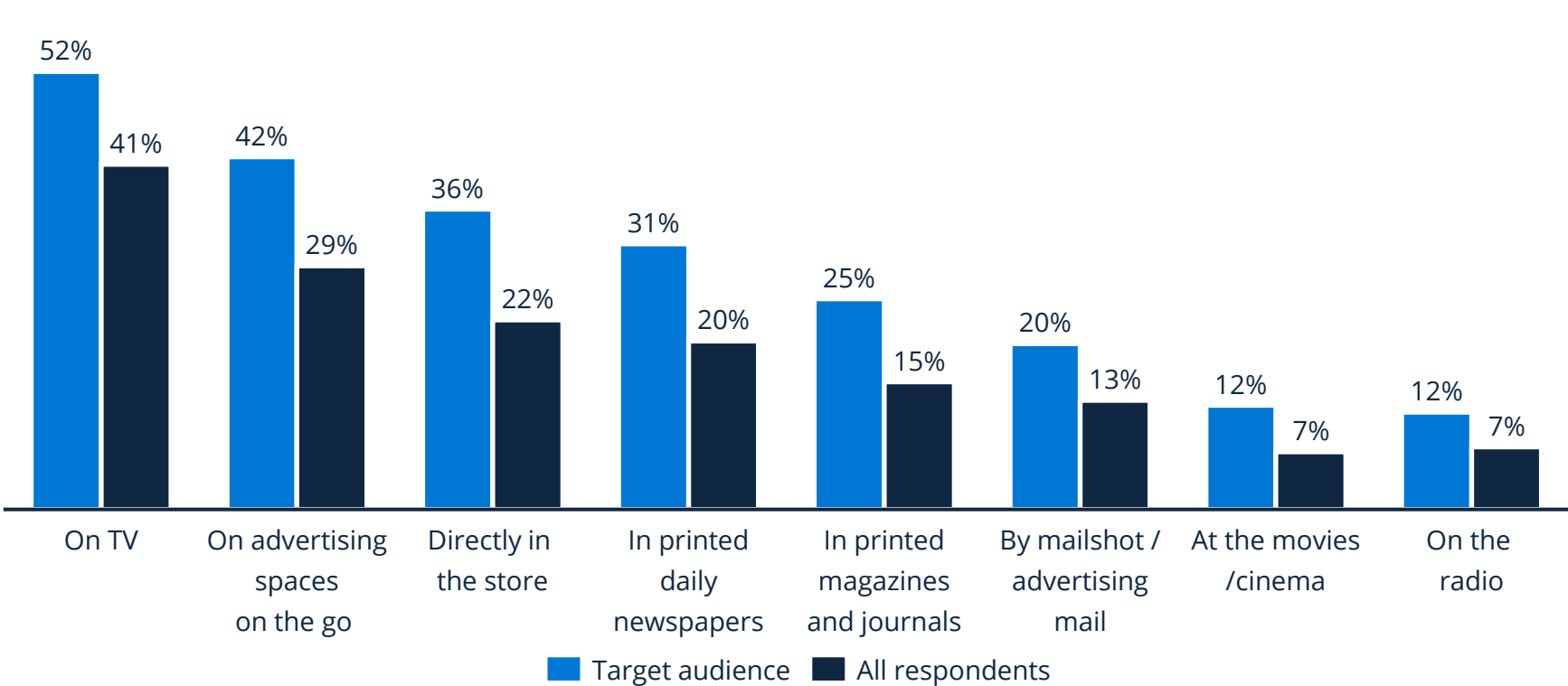
Sources: Statista Consumer Insights Global as of August 2023

Twitter users remember seeing ads directly in the store more often than the average consumer

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in Pakistan have come across non-digital advertising in the past 4 weeks



24 Notes: "Where have you come across non-digital advertisements in the past 4 weeks?"; Multi Pick; What social media platforms do you use regularly?; Multi Pick; Base: n=684 Twitter users, n=2094 all respondents

Sources: Statista Consumer Insights Global as of August 2023

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Attitudes towards shopping

SURVEY ITEMS

- 1 Survey details
- 2 Characteristics & demographics
- 3 Marketing & social media
- 4 Commercial & retail
- 5 Food & nutrition

TARGET GROUP: Female Millennials

United States of America

Item	Percentage
Look out for special offers	TOTAL 100%
near have to be above all, comfortable and practical	77%
or same stores	54%
high stores, I tend to buy items spontaneously	45%
very important for me	28%
None of the above	2%

2,000,000+ interviews

56 countries & territories

3.5bn.+ consumers represented

15,000+ international brands

500+ topics & industries

Authors



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For the Statista Consumer Insights team, he is responsible for concepting reports, automation design, and is a trusted advisor to clients and stakeholders for the product.



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Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

Stefan's current role in the Consumer Insights team at Statista focuses on process design and report automation, specifically QA processes. Stefan's expertise also includes Python and developing the teams AI offer.