

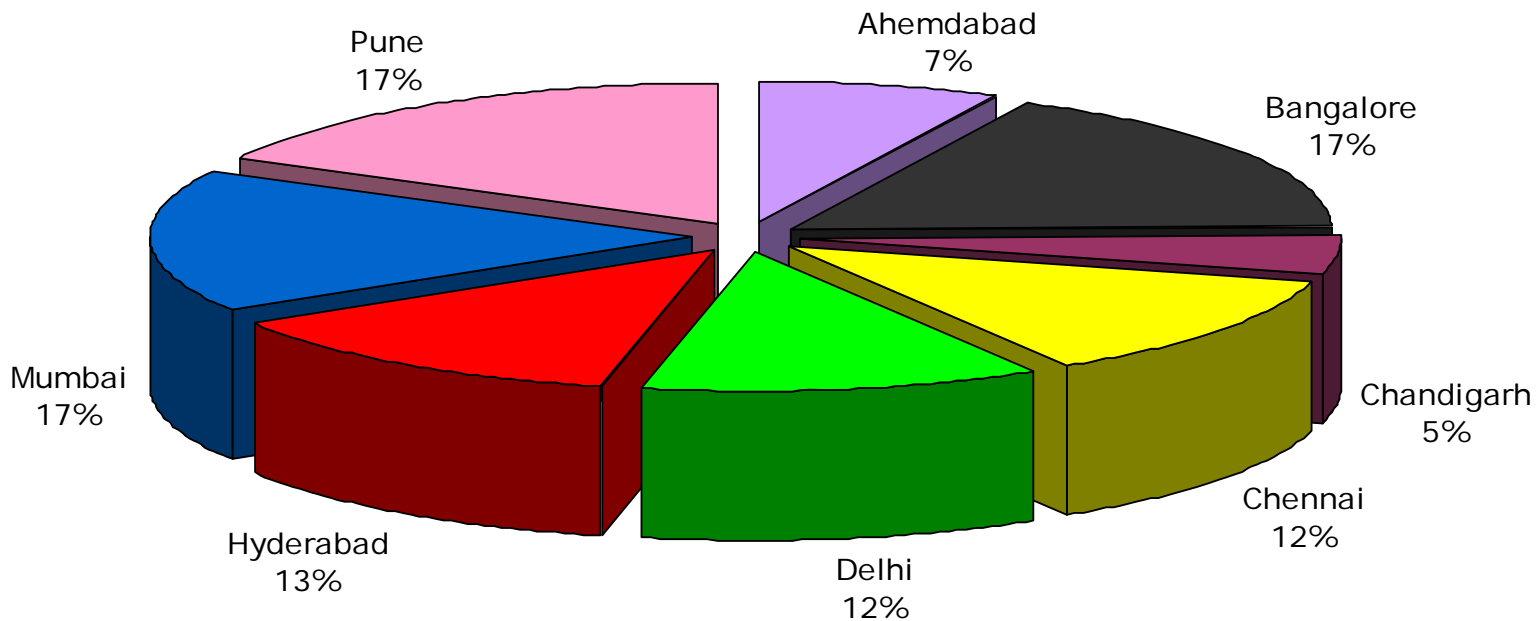
Cyber Café Audience Profile in India



Research Methodology & Sample Size

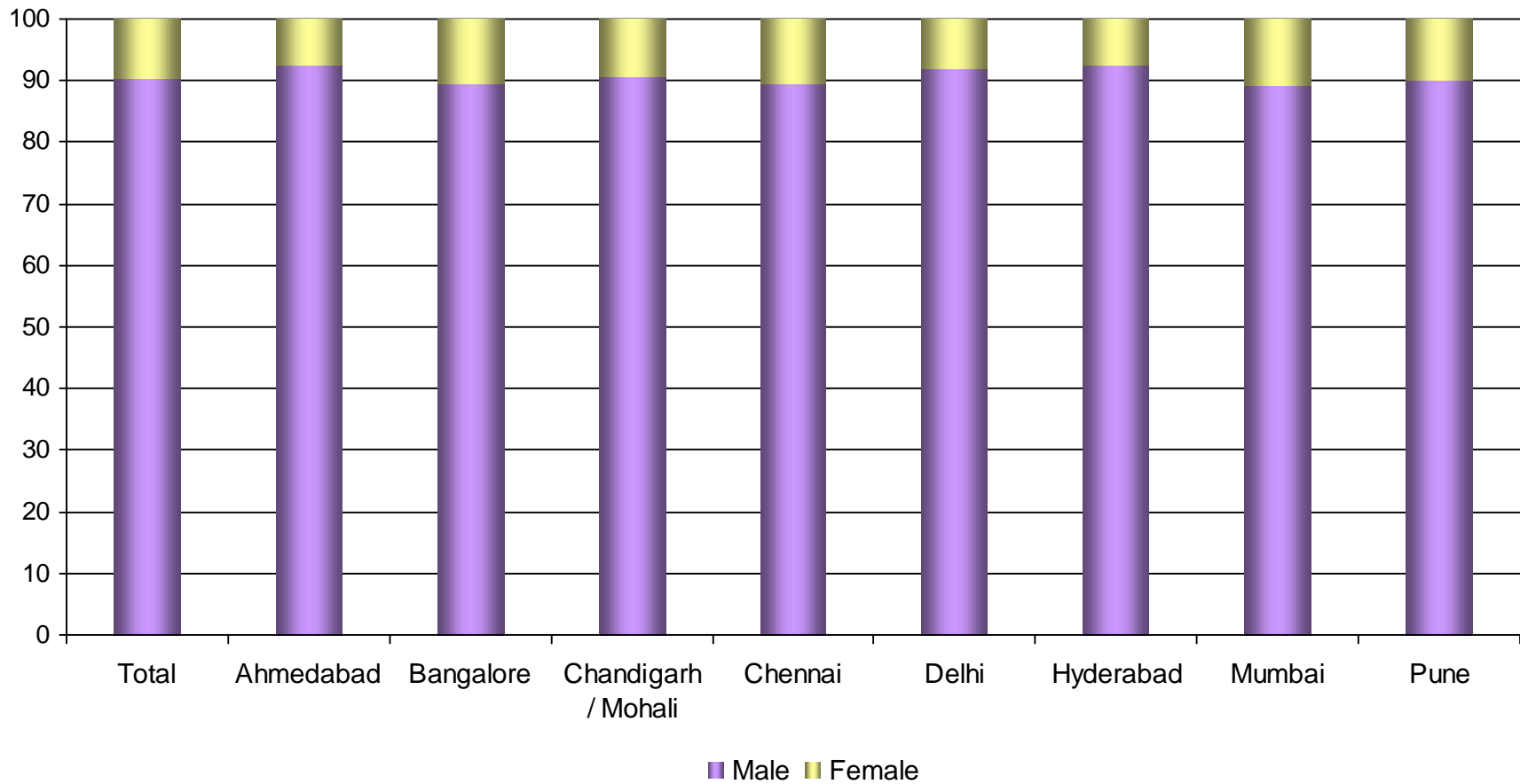
1. Online Interviews at Cyber Cafes.
2. There is no quota sampling in this method
3. The profile captured is true representation of universe of that location – without any bias.
4. Duration: September, 08 - January, 09
5. Cafes: 3,500
6. Café source: [ideacts innovations pvt. ltd.](#)

Centers	Users
Ahmedabad	876
Bangalore	2,096
Chandigarh	540
Chennai	1,466
Delhi	1,427
Hyderabad	1,510
Mumbai	1,997
Pune	2,076
Total	11,989



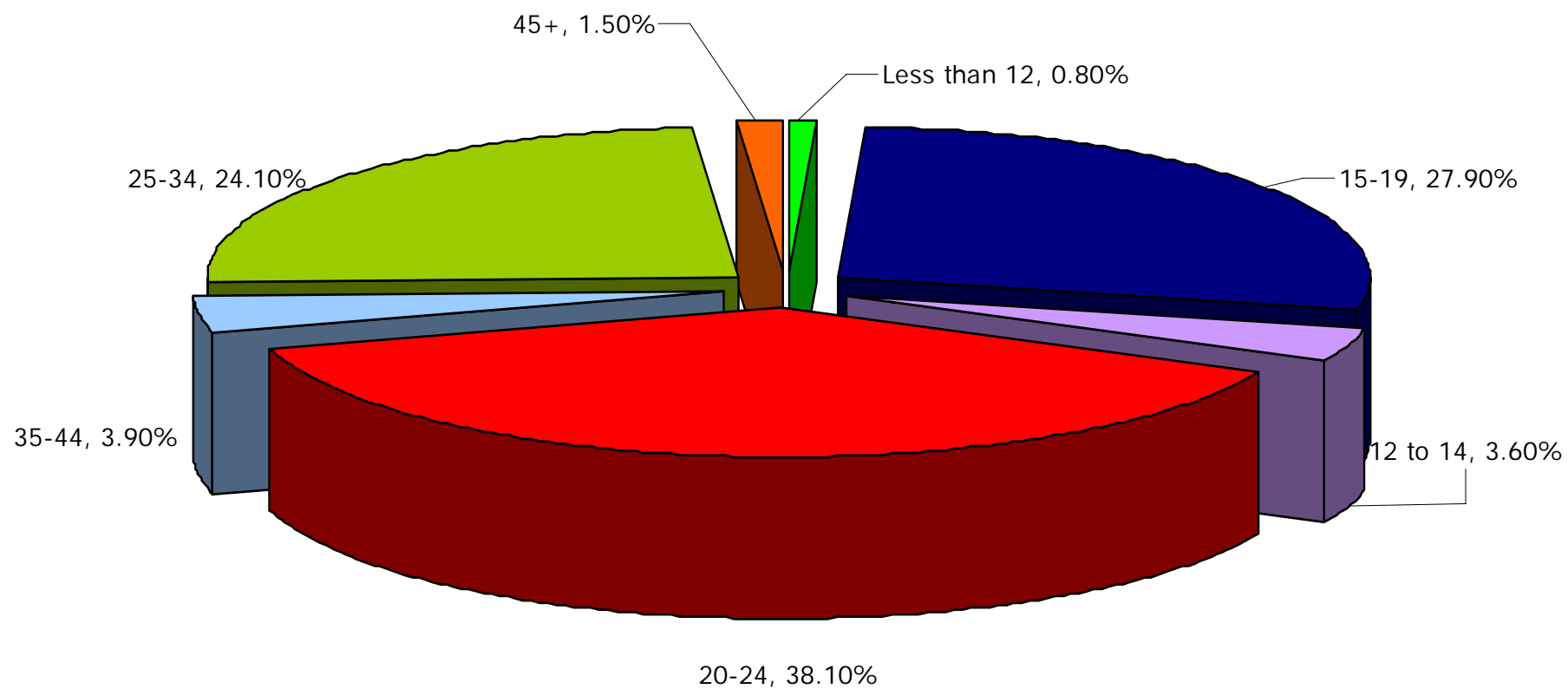
Gender

90% of the audience in Cyber Cafes is Male



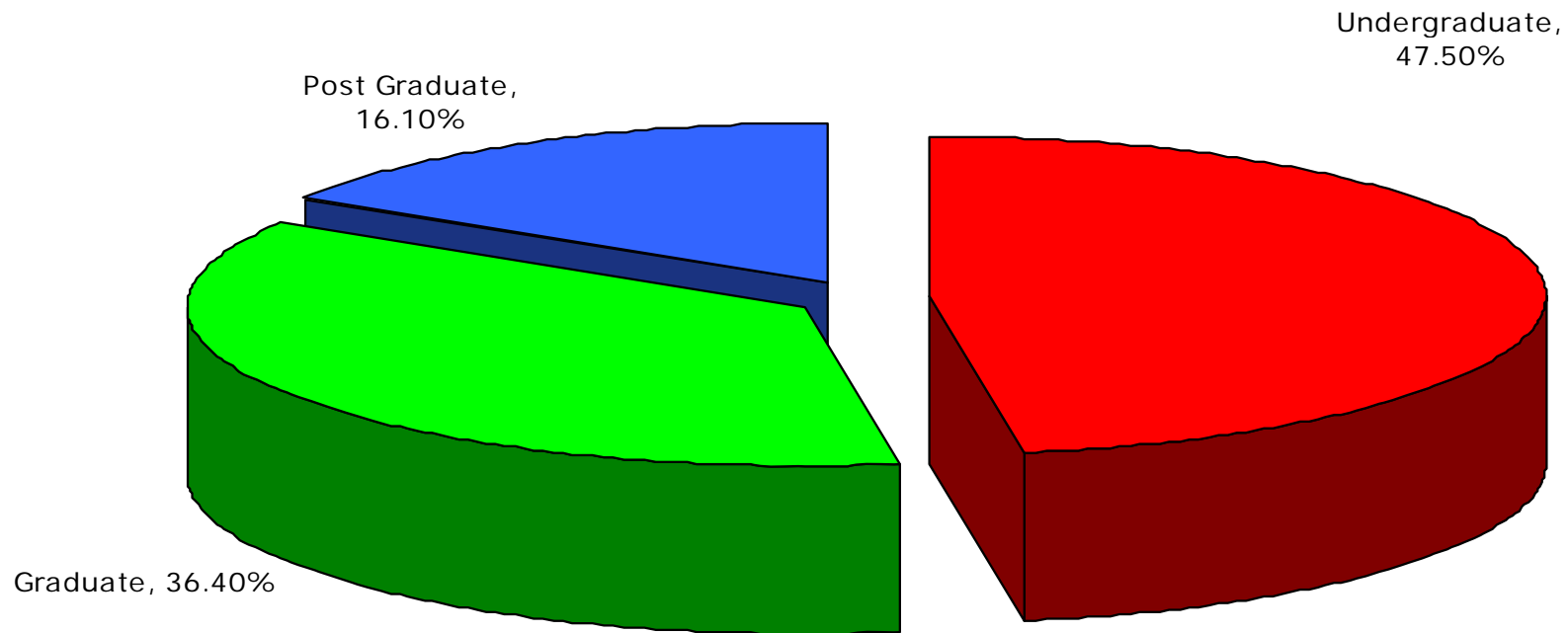
Age

90% of the audience is in the age bracket of 15 - 35



Education

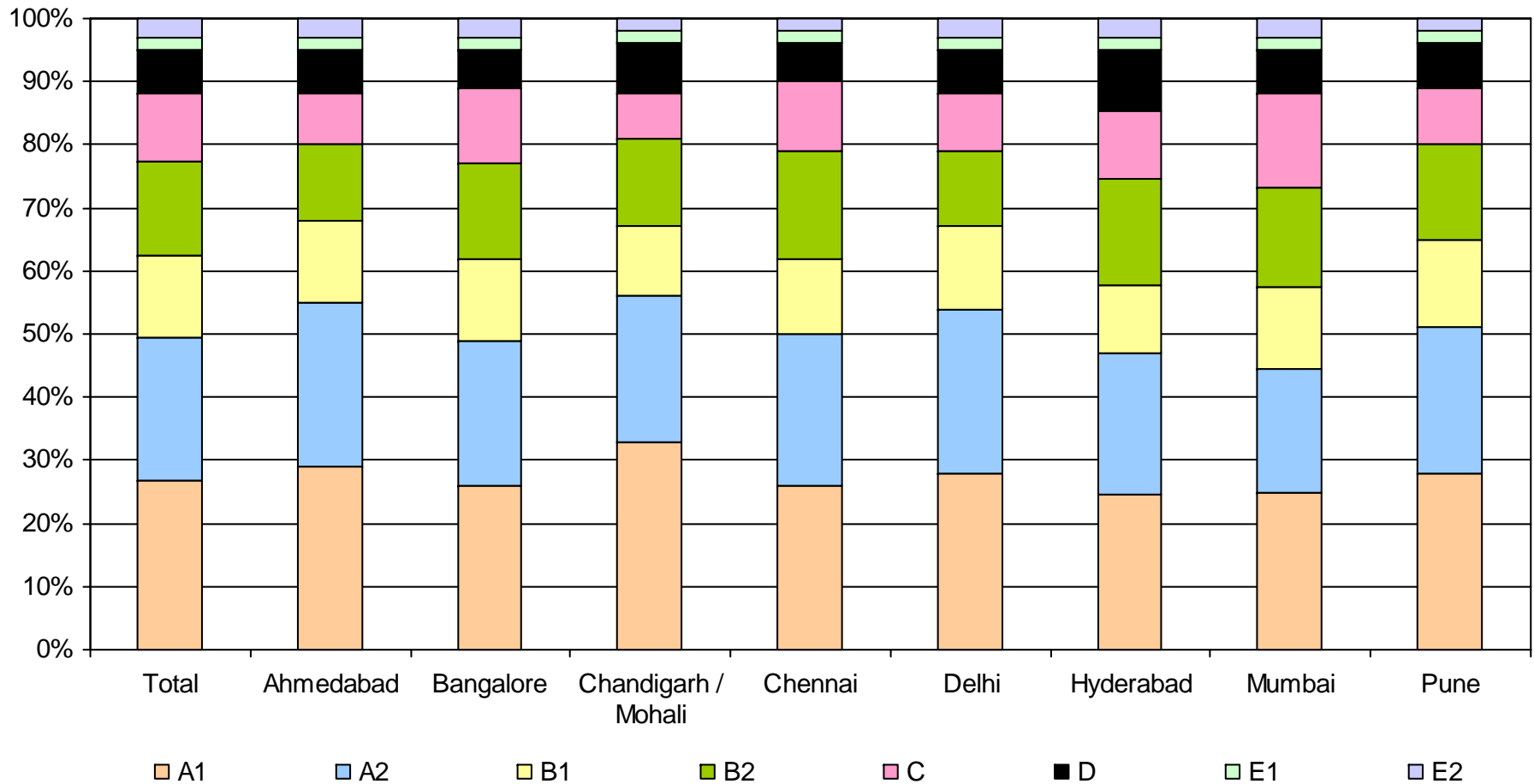
52% of the audience is Graduate or Post Graduate



SEC

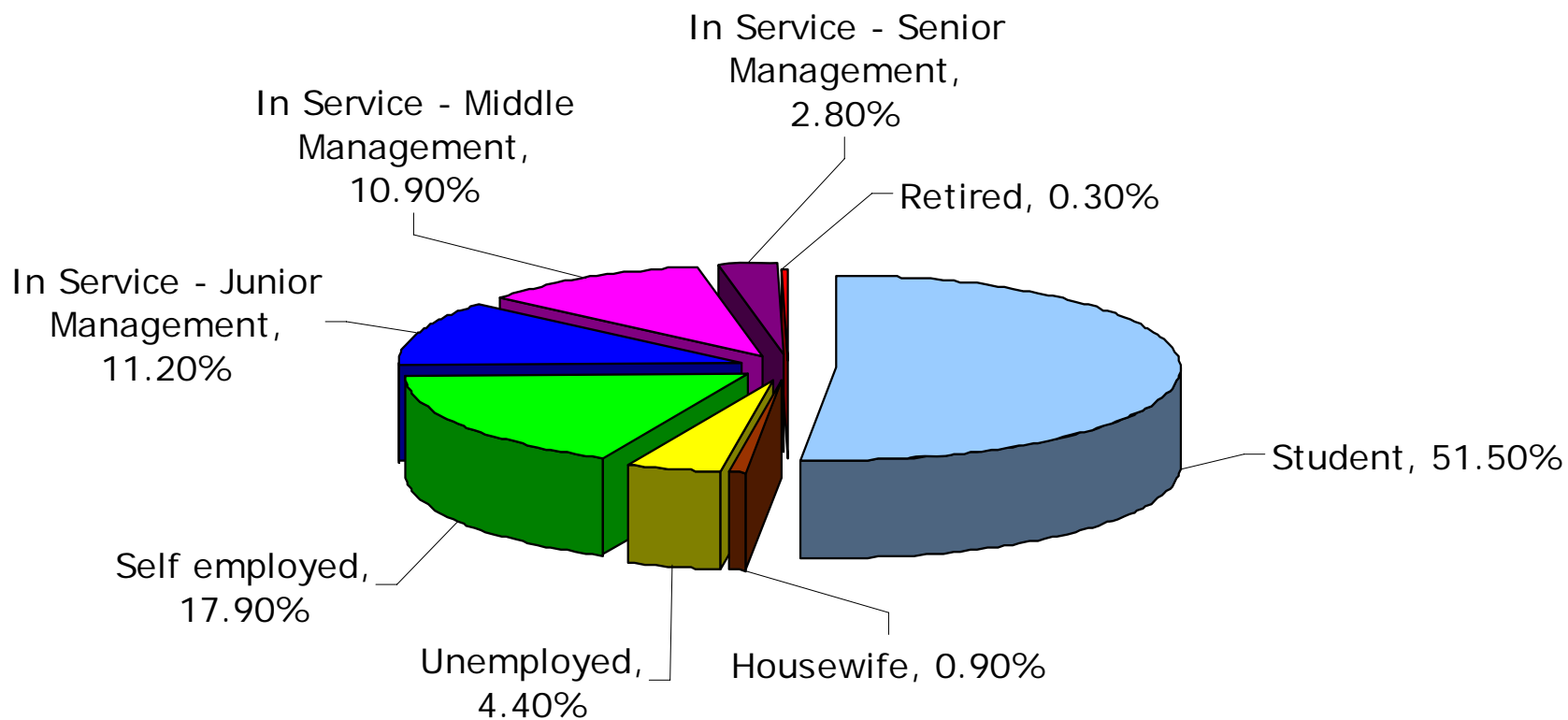
50% of the audience accessing Cyber Cafes is SEC A

More than 75% of the audience is SEC AB



Occupation

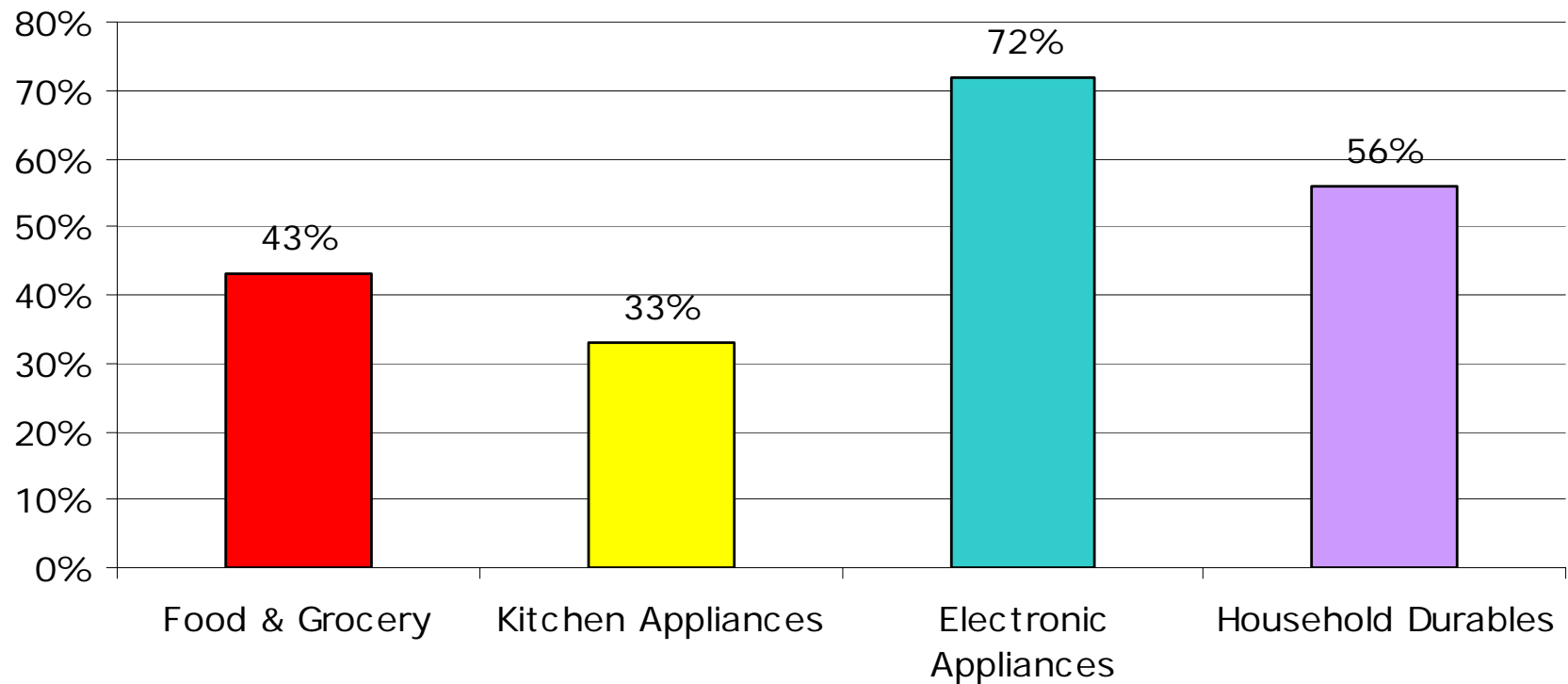
More than 40% of the audience in Cyber Cafes is Employed



Decision Maker

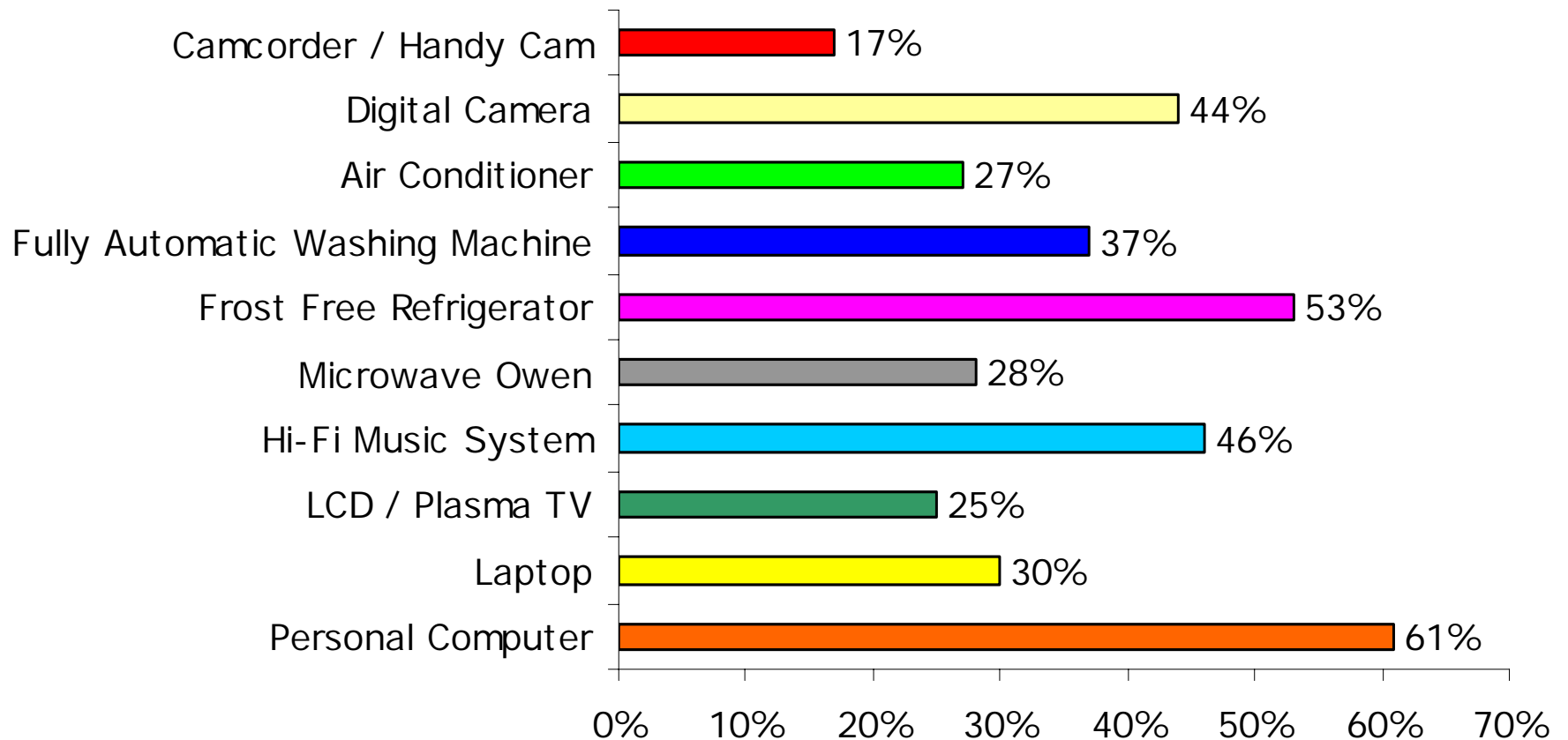
More than 70% of audience takes decision for buying electronic appliance

Nearly 60 % takes decision for buying Household durables.



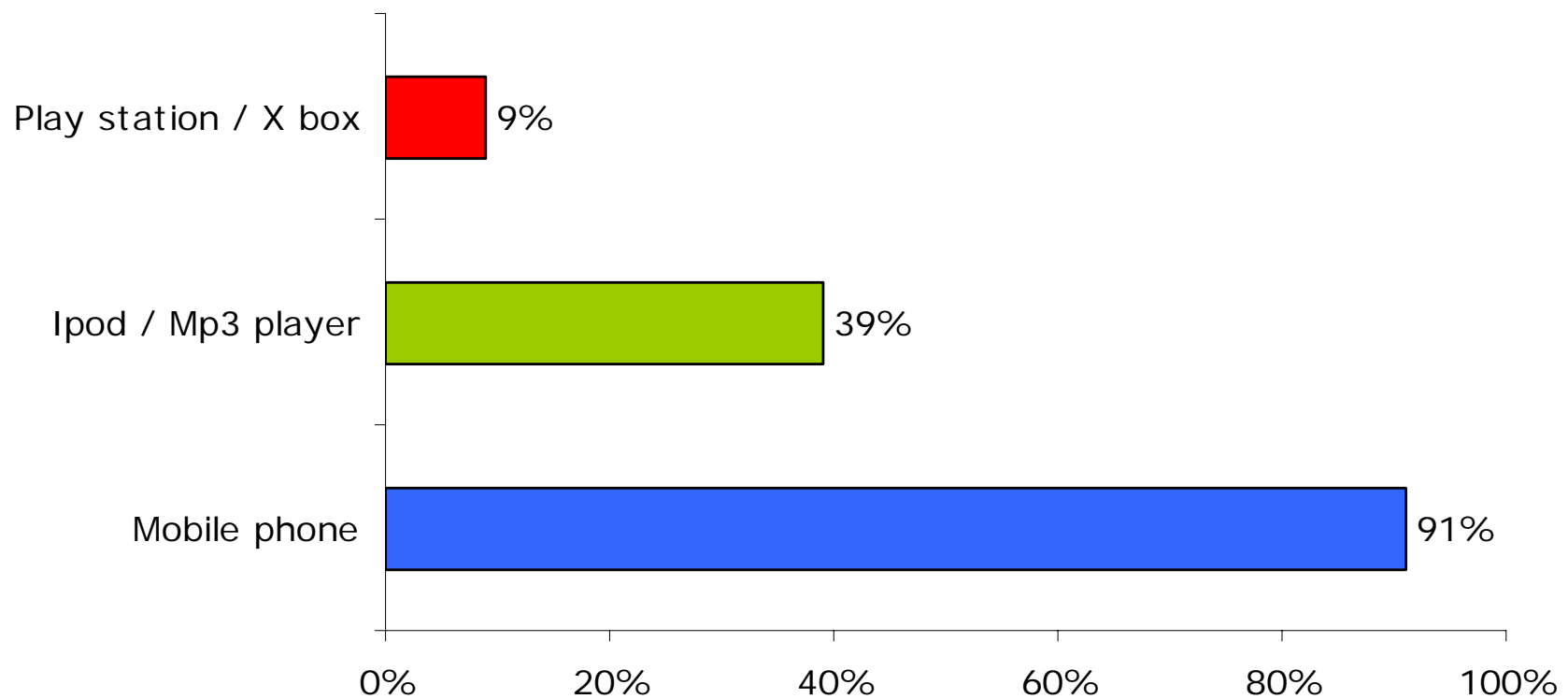
Household Durable Ownership

Personal Computer Ownership is highest amongst Café Audience.



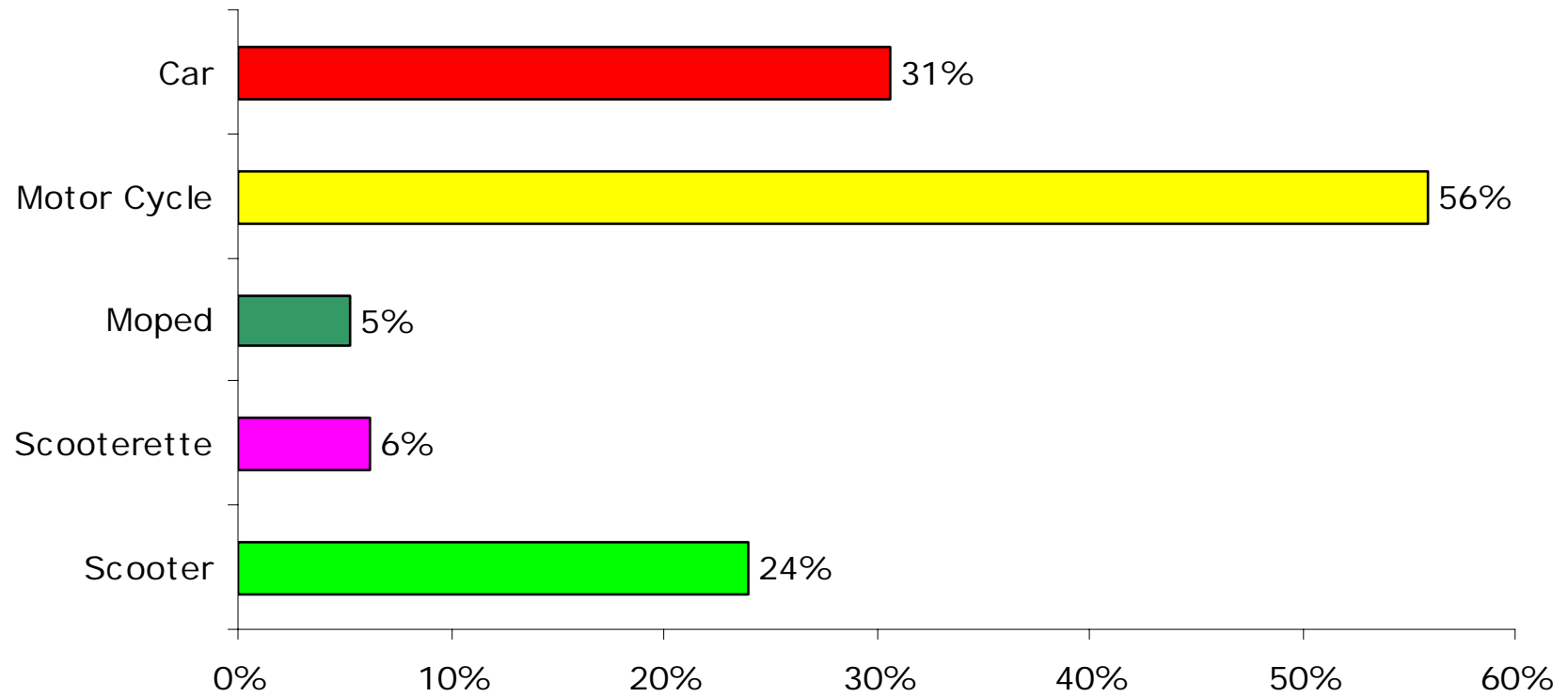
Personal Durable Ownership

91% of Café audience owns a Mobile Phone & 39% owns a iPod



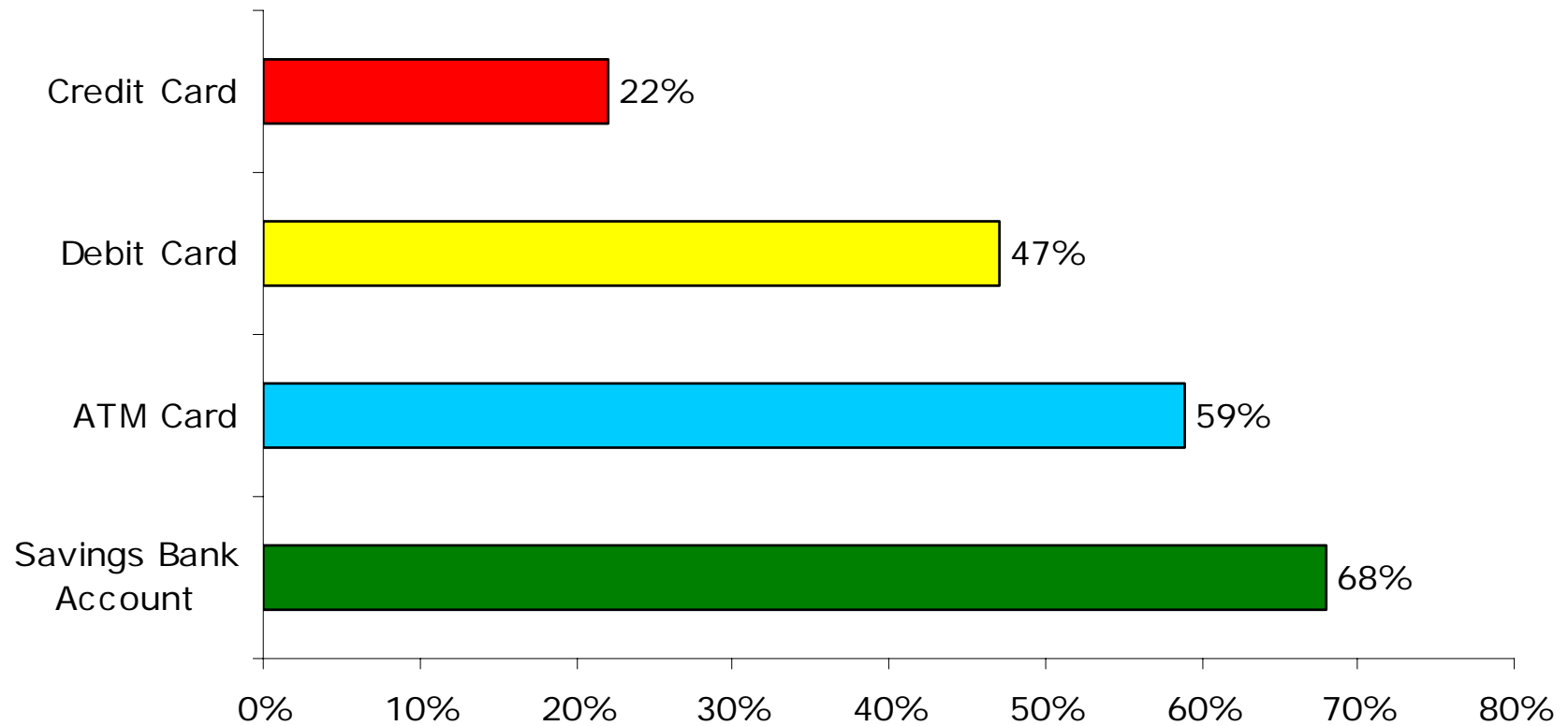
Vehicle Ownership

80% of Café audience owns a 2 Wheeler



Financial Service

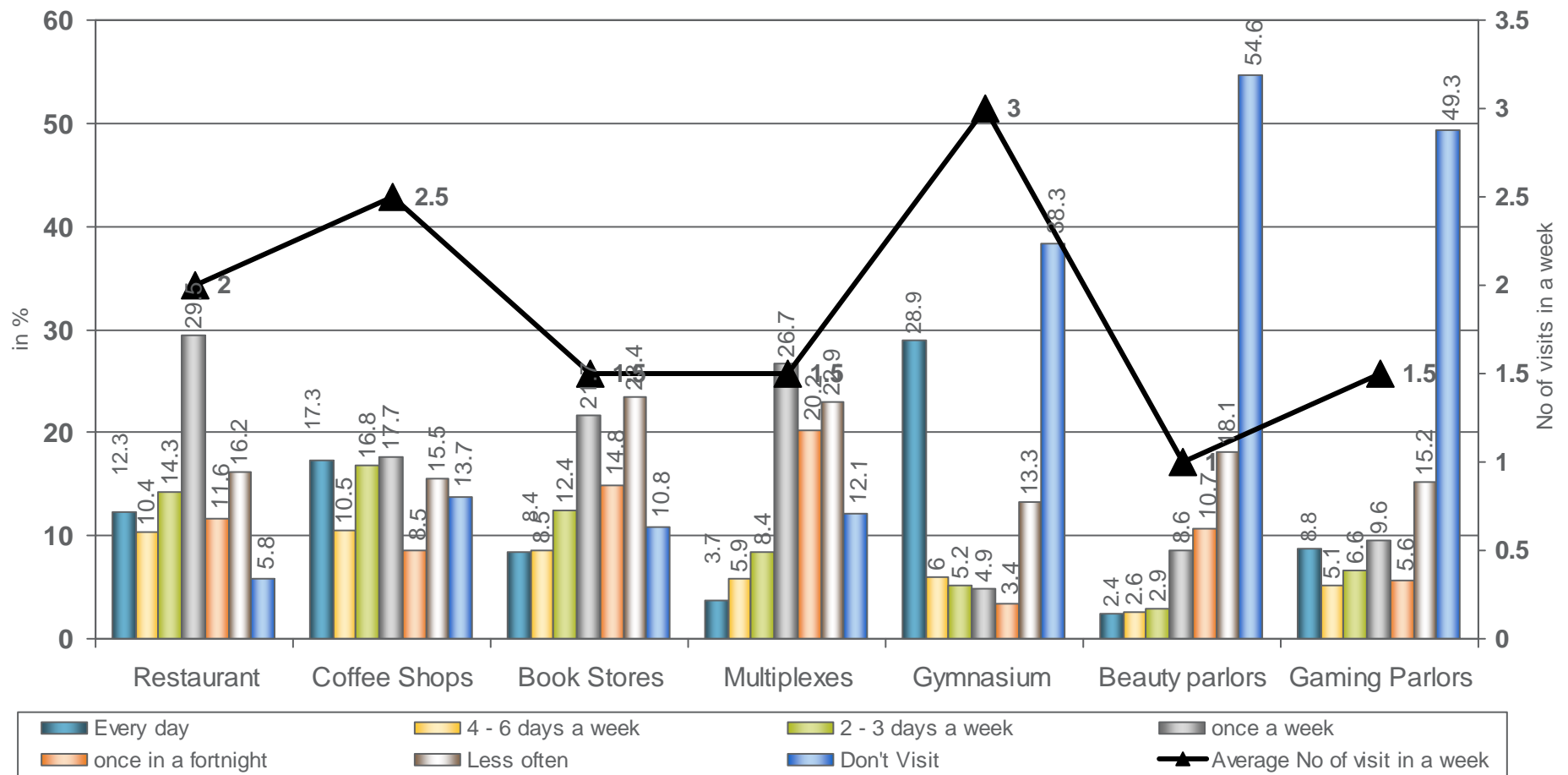
47% of Café audience owns a Debit Card



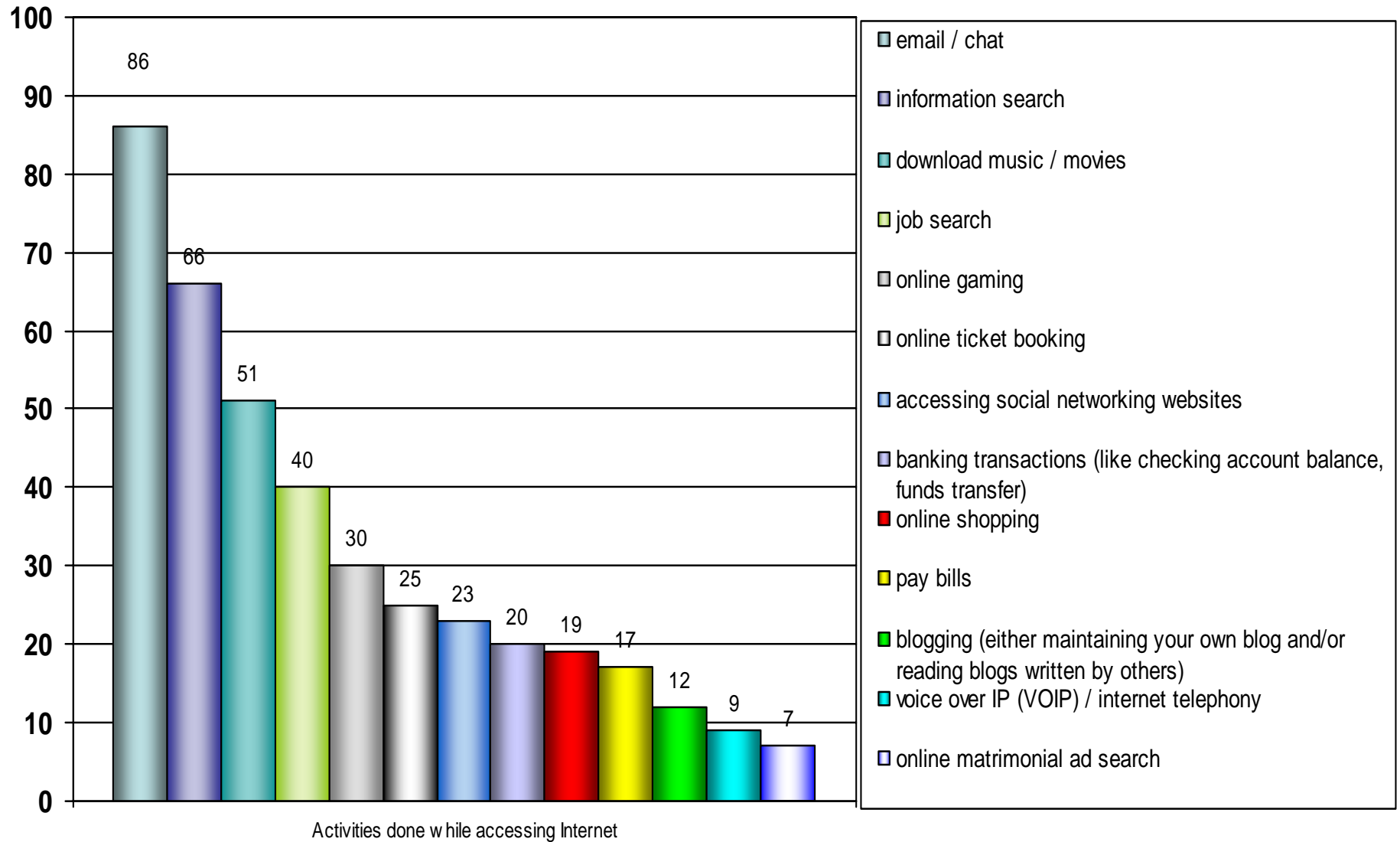
Visit to different locations

At an average individual visiting cybercafé visits:

- Gymnasium 3 times a week.
- Coffee shop 2.5 times a week (5 times in two weeks).
- Restaurant twice a week and Multiplex 3 times in two weeks.

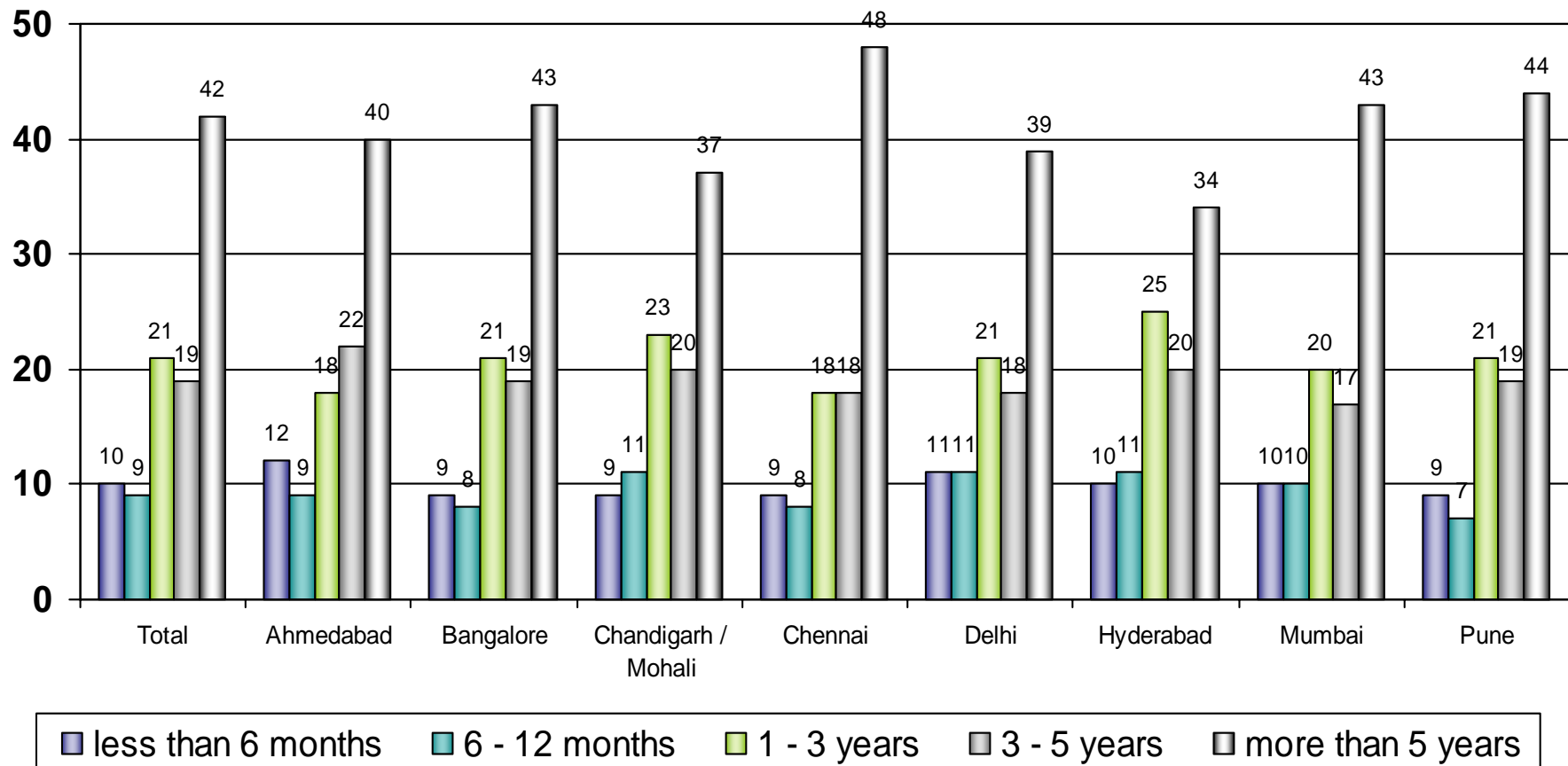


Activities on Internet



Usage of Internet

More than 80% of Audience is using internet for more than 1 year and more than 40% of audience is using internet for more than 5 yrs.



Summary

1. Predominantly Male audience
2. From highly affluent Households
3. Young & with High Education levels
4. They are decision makers for electronic appliances & household durables
5. High Average MHI along with ownership for entertainment & lifestyle durables
6. Seasoned internet users in Cyber Cafes
7. This audience has high information needs - Audience owning PC / Laptop visits Cyber Cafés frequently
8. Significantly active in out of home activities like gyms, coffee shops & restaurants

thank you

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