



# MILLENNIALS

## Getting Closer To Pakistan's Generation Y

*The country's first syndicated study covering its most disruptive segment*

GAME CHANGERS



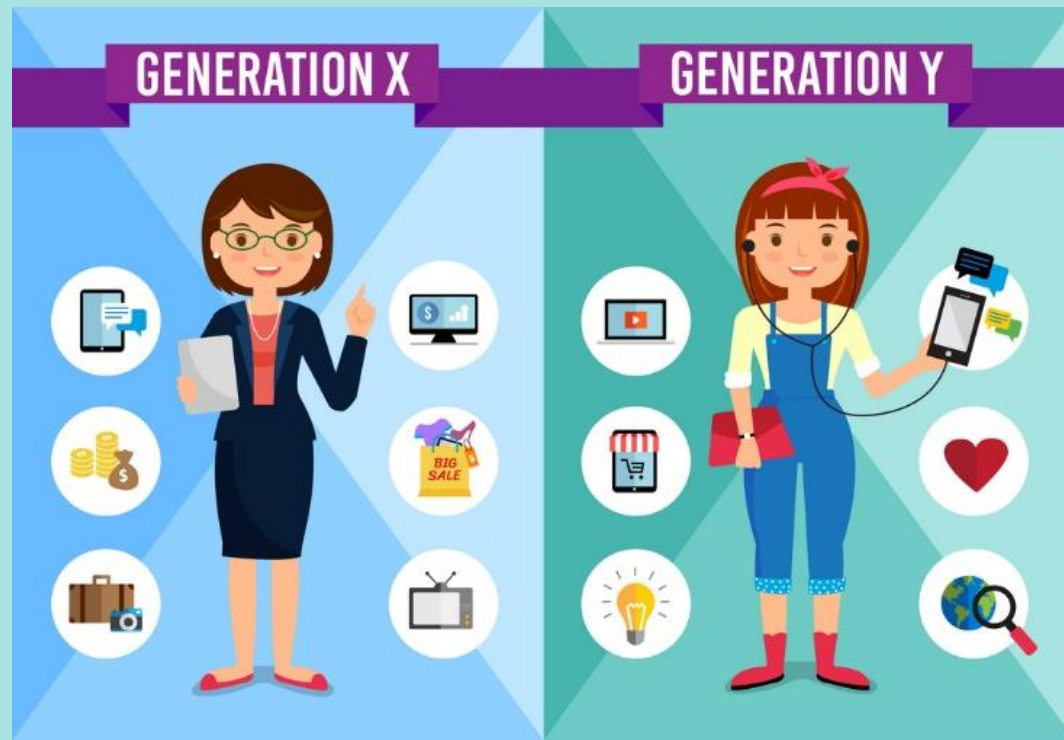
Millennials are the **movers & shakers** of the **future**, and the future is now

By **2018**, millennials will have **more spending** #power than any other generation, reaching **\$200** billion annually.



# What does that mean for your





## Get closer to generation Y

**Our #millennials study** sheds light on this segment's hidden truths and emotions and uncovers trends and unmet needs, ultimately allowing your brand to win millennials' hearts and be relevant to them on both a personal and consumer level.

# #Millennials Pakistan Sample Profile & Methodology



## Methodology:

- **Quantitative Sample: 1000** Face-to-Face - 30 Minutes (LOI)
- **Qualitative Sample: 20** Digital Immersions (AppLife) - One Week Duration



## Sample Profile:

- **Gender:** Males & Females
- **Age:** 18-35 years
- **Area:** Karachi, Lahore, Isb/Rwp

**Field work conducted in January 2018**



# Highlights from the study

# Millennials Defining Qualities

Community-Orientated  
Well-off  
Ambitious  
Ethical Lazy  
Tech-savvy Tolerant  
Idealistic  
**Liberal**  
Arrogant Respectful Entitled  
Narcissistic Work-Centric  
Selfish  
Well-Educated

Being highly educated and more liberal than older generations are characteristics that Pakistani millennials are extremely proud to hold. That being said, they still realise some inherent flaws that prevail amongst millennials in their country namely selfishness and narcissism.

## Millennials & Traditions

Almost one fourth of millennials in Pakistan value their country's traditions that have been passed down by older generations. They are also adamant about the importance of passing down these traditions to younger generations. However, almost half of millennials are not afraid to speak their minds even if their opinions are against certain societal norms or expectations – as most understand how societal pressures can interfere with personal happiness or growth. Moreover, almost one third of millennials are against living a life in fear of public opinion and societal traditions as they aim to find themselves in their own way. Few on the other hand, view traditions as obstacles in the way of their country's progression.



**46%**

Are never Afraid to Speak their minds even if it goes against norms



**37%**

They think it's very important to pass down their traditions



**32%**

Compromise their lifestyle to conform to societal pressures



**32%**

Believe that traditions stand in the way of progression







## Attitudes towards their **future** in the **country**

Given the limited freedom offered to females when compared to their male counterparts, it is not surprising that women are the ones who share a more negative sentiment towards their future in the country.

58%



Of Pakistani millennials are optimistic about their future in this country



# When it comes to maintaining their health, millennials are more likely to focus on their diets as opposed to staying active



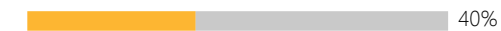
## 40%



Always make sure to read product labels before making a purchase



Younger



Older



Males



Females



## 48%



Always eat healthy and pay attention to their nutrition



Younger



Older



Males



Females



## Millennials & Online Security

Females in Pakistan don't hold a strong stance when it comes to reservations/acceptance of online security measure. Perceptions amongst males on the other hand tend to be more polarized with almost half citing concerns about the proliferation of their personal information while the other half see the benefit that can come about from companies having access to this information.



**31%**

Have no problem in companies using their private information To cater their offerings to their needs



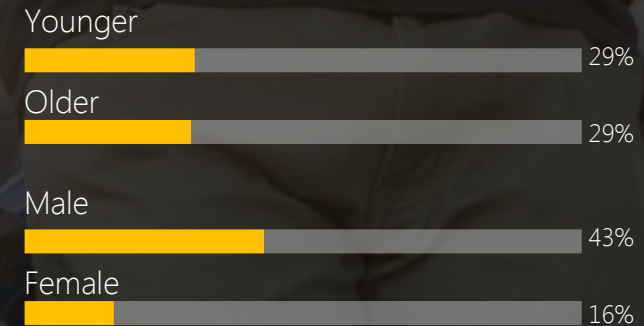
**29%**

Are extremely concerned about having their personal information available online

Have no problem in companies using their information - by demographics:



Are extremely concerned about having their personal information online - by demographics:



# The majority hold a **short term** **view** when it comes to **finances**



**44%**

Believe that investing for the future is important

By demographics:



Younger



Older



Male



Female



Have children



Don't have children



## Millennials' Brand Relationship

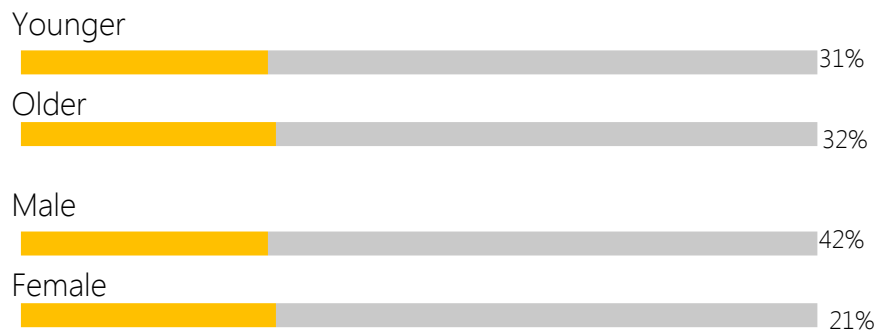
Almost one third of millennials are willing to give brands they have had a bad encounter with another chance- a figure that is significantly higher than other countries in the region.



**32%**

Will give a company they had a bad experience with another chance

Local brand preference - by demographics:



# Interactions with brands are predominantly lead by males



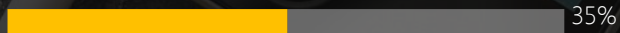
23%



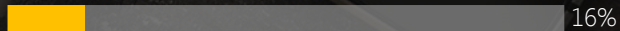
Of Pakistani millennials have interacted with brands

Interaction - by demographics:

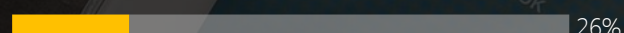
Male



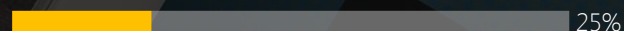
Female



Younger



Older



**FOR MORE INFORMATION, INCLUDING  
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