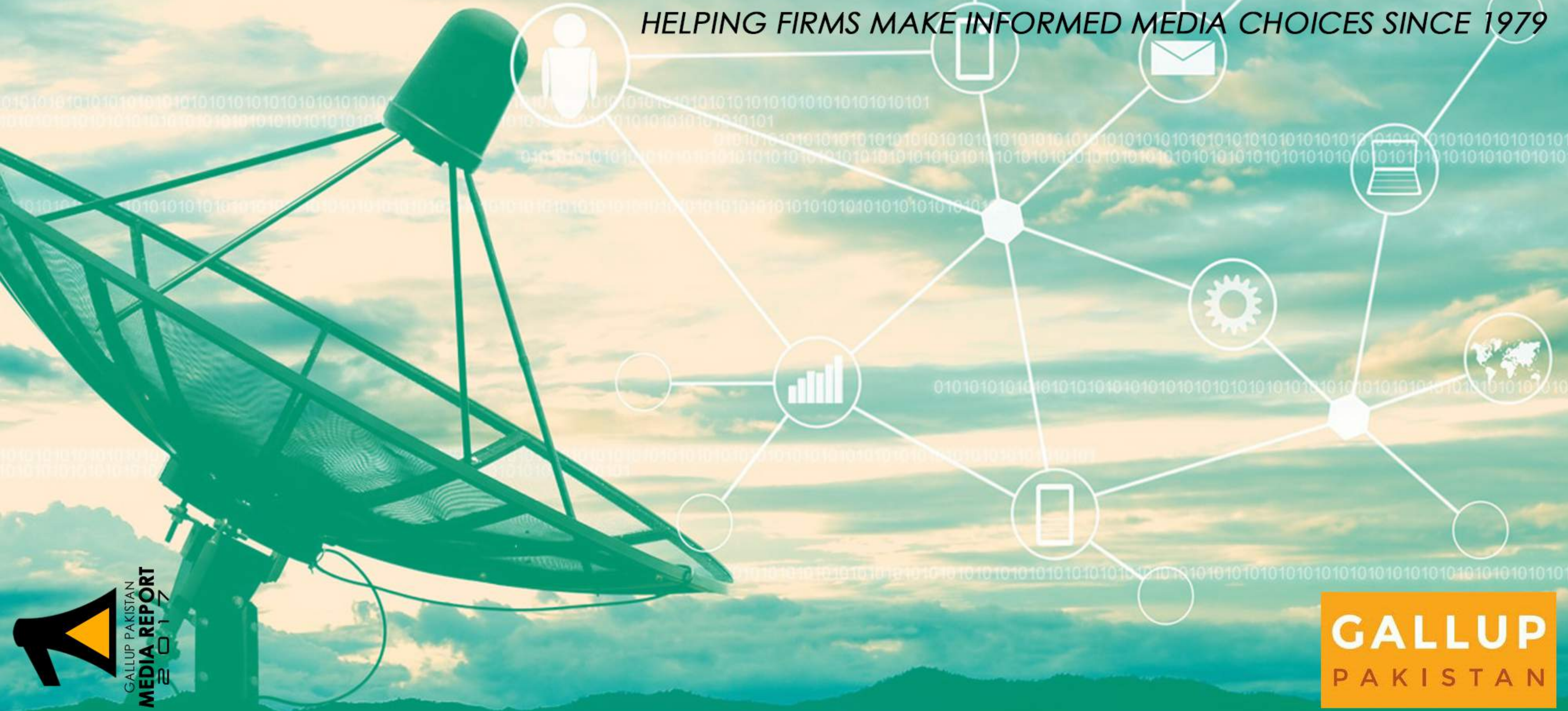




GALLUP PAKISTAN

MEDIA REPORT 2017

HELPING FIRMS MAKE INFORMED MEDIA CHOICES SINCE 1979



NATIONAL MEDIA HABITS

All Pakistan Data and a Comparative Picture Across

12 REGIONAL
MARKETS



TELEVISION



NEWSPAPER



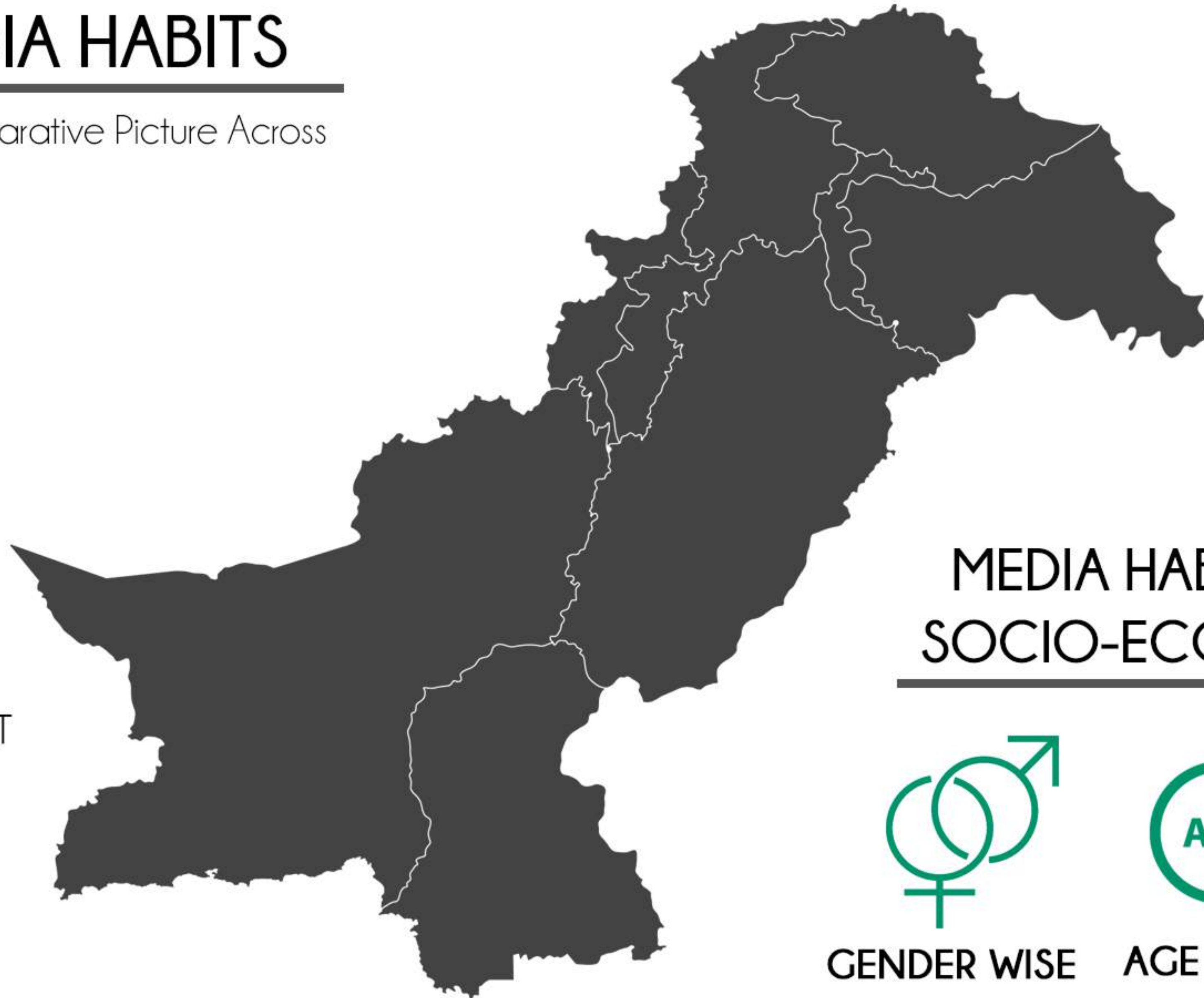
RADIO



COMPUTER, INTERNET
& MOBILE



SOCIAL MEDIA



MEDIA HABITS OF DIFFERENT SOCIO-ECONOMIC GROUPS



GENDER WISE

Male
Female



AGE WISE

18-34 Years
35-59 Years
50 + Years



LOCATION WISE

Rural
Urban



TV Viewership
by Frequency of Use



Popular TV Channels:
Viewership % (past week)



Popular TV Networks:
Viewership % (past week)



Favorite channels for particular genres
(news, entertainment, sports, religion etc.)



Channels by Viewership
(News, Entertainment, Sports, Religion etc.)



Access
Conventional, Satellite, Cable



Cinema Viewership



Viewership
by gender, educational level etc.



Urban vs. Rural
or Regional Market Breakdowns

TELEVISION





Radio Listenership

by Household



Radio Broadcast Stations (FM)/Popular Stations

Listenership %



Top 5 radio stations

(past month)



Listenership

(past week)



International Radio

Listenership %



Top International

Radio Stations



Listenership

by gender, educational level etc.



Urban vs. Rural

or Regional Market Breakdowns

RADIO

PRINT MEDIA



Newspapers

Readership Frequency (weekly basis)



Top Newspapers

as per Readership % (past month)



Magazines & Digests

Readership % / Top Magazines as per Readership



Readership

by gender, educational level etc.



Urban vs. Rural

or Regional Market Breakdowns



Total number
of Computer Owners



Internet Penetration



Purpose of
Internet Usage



Time dedicated
to Internet Usage



Sources/Means
of Internet Usage



Devices Used
for Internet Access



Internet Connection
by Company



Total number
of Mobile phone owners/Ownership
of Mobile Phones



Usage of Mobile Phone
by Type of Mobile



Use of
Different Mobile Networks



Satisfaction levels
with Different Mobile Networks



Monthly Expenditure
on Mobile Usage



Mobile Money
Usage



Usage
by gender, educational level etc.



Urban vs. Rural
or Regional Market Breakdowns

NEW MEDIA



Penetration of different types of
Social Media platforms

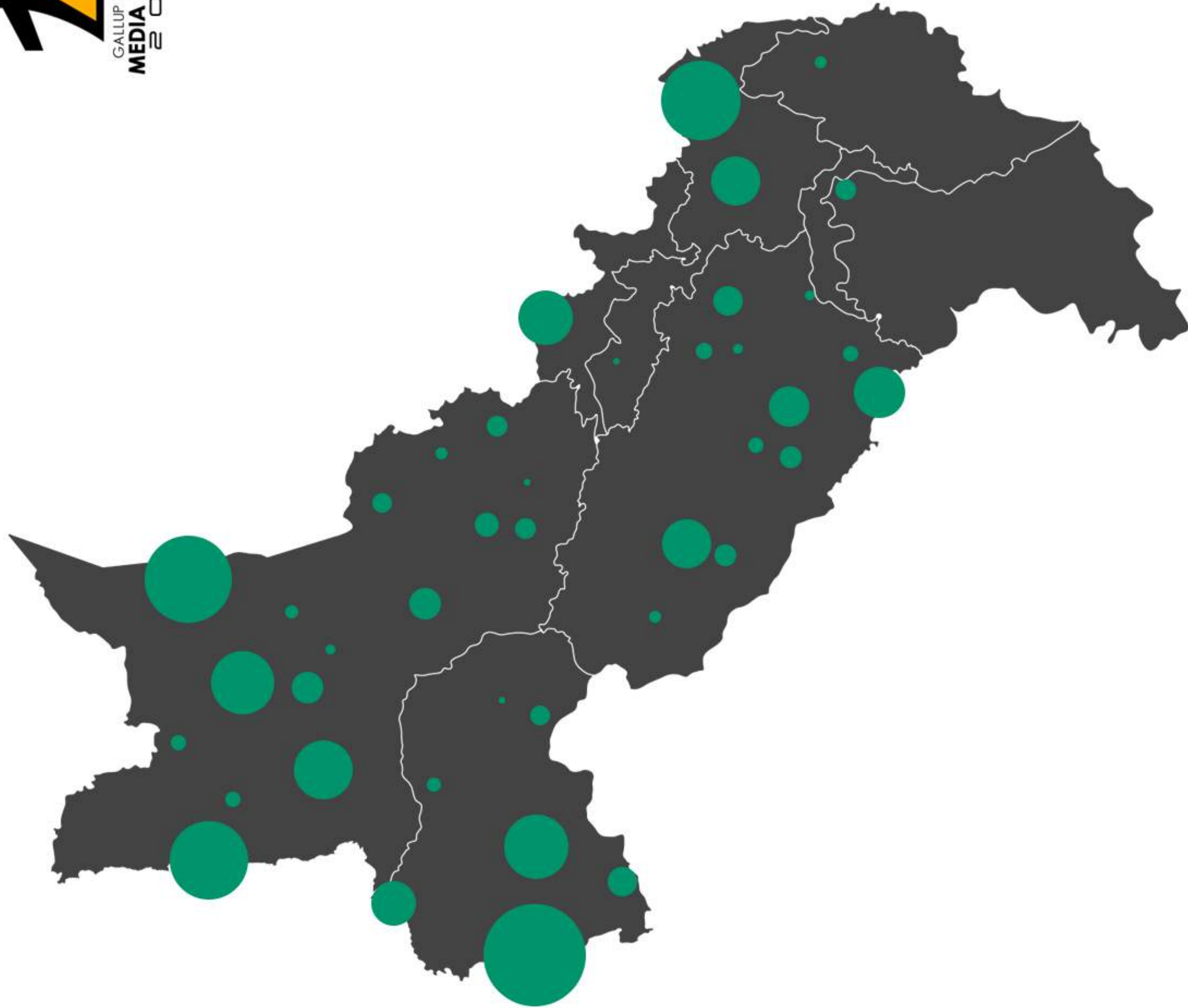


Usage
by gender, educational level etc.



Urban vs. Rural
or Regional Market Breakdowns

SOCIAL MEDIA



NATIONAL MEDIA HABITS

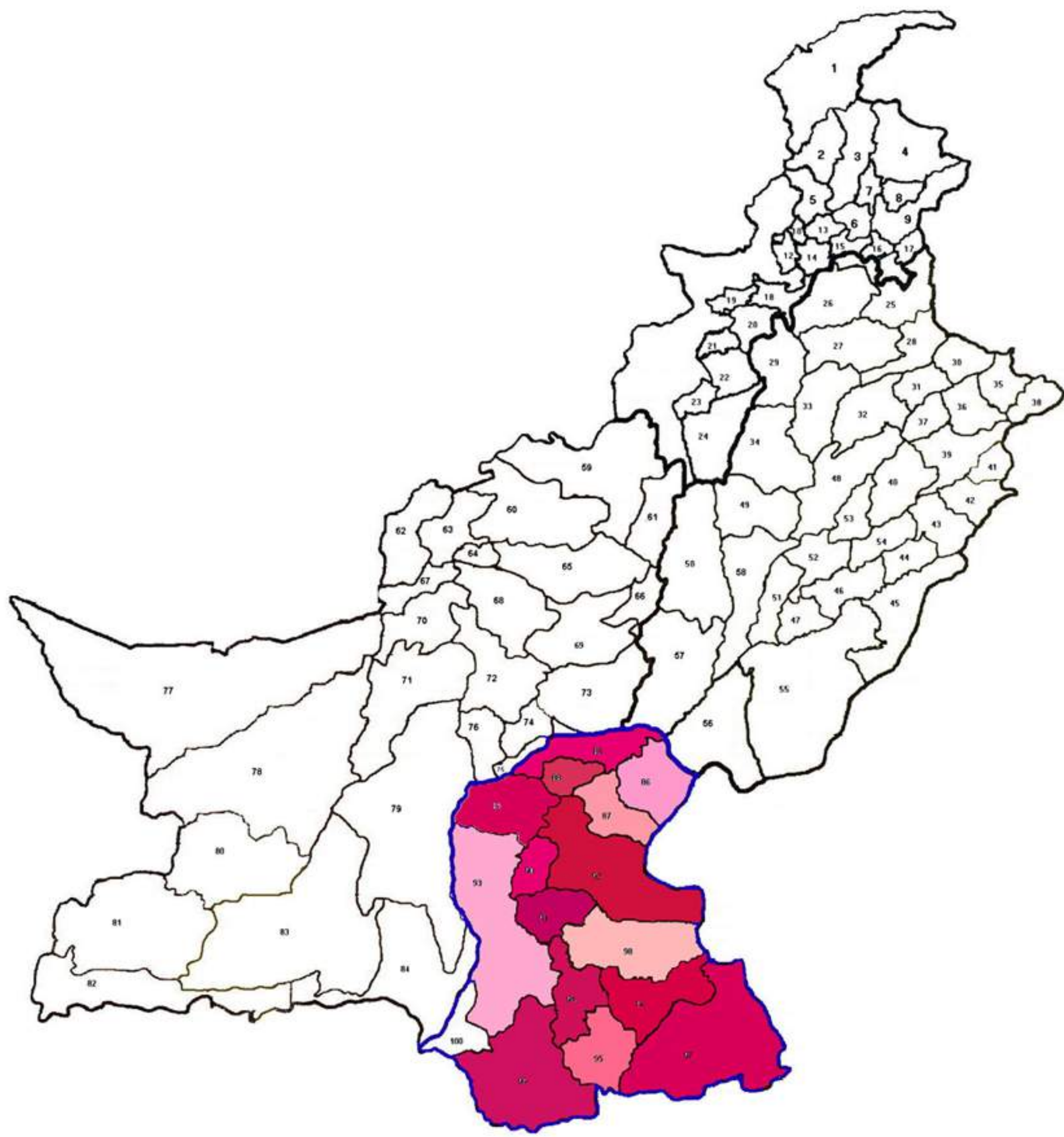
All Pakistan Data and a Comparative Picture Across

12 REGIONAL
MARKETS

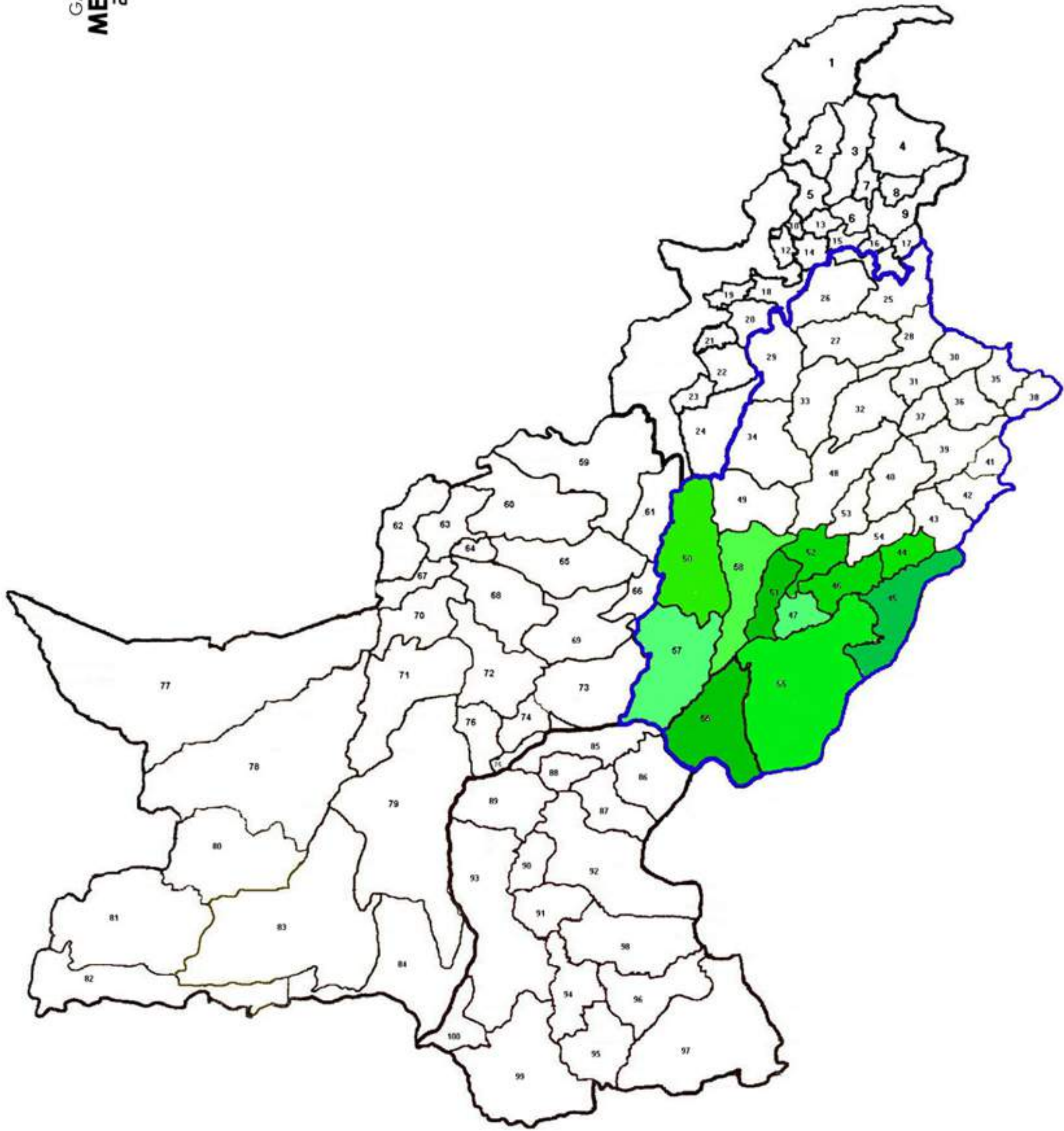
Karachi Market
Interior Sindh Market
Southern Punjab Market
Central Punjab Market
Western Punjab Market
Northern Punjab Market
Peshawar Market
Southern KP Market
Malakand Market
Hazara Market
Quetta Market
Kalat-Makran Market



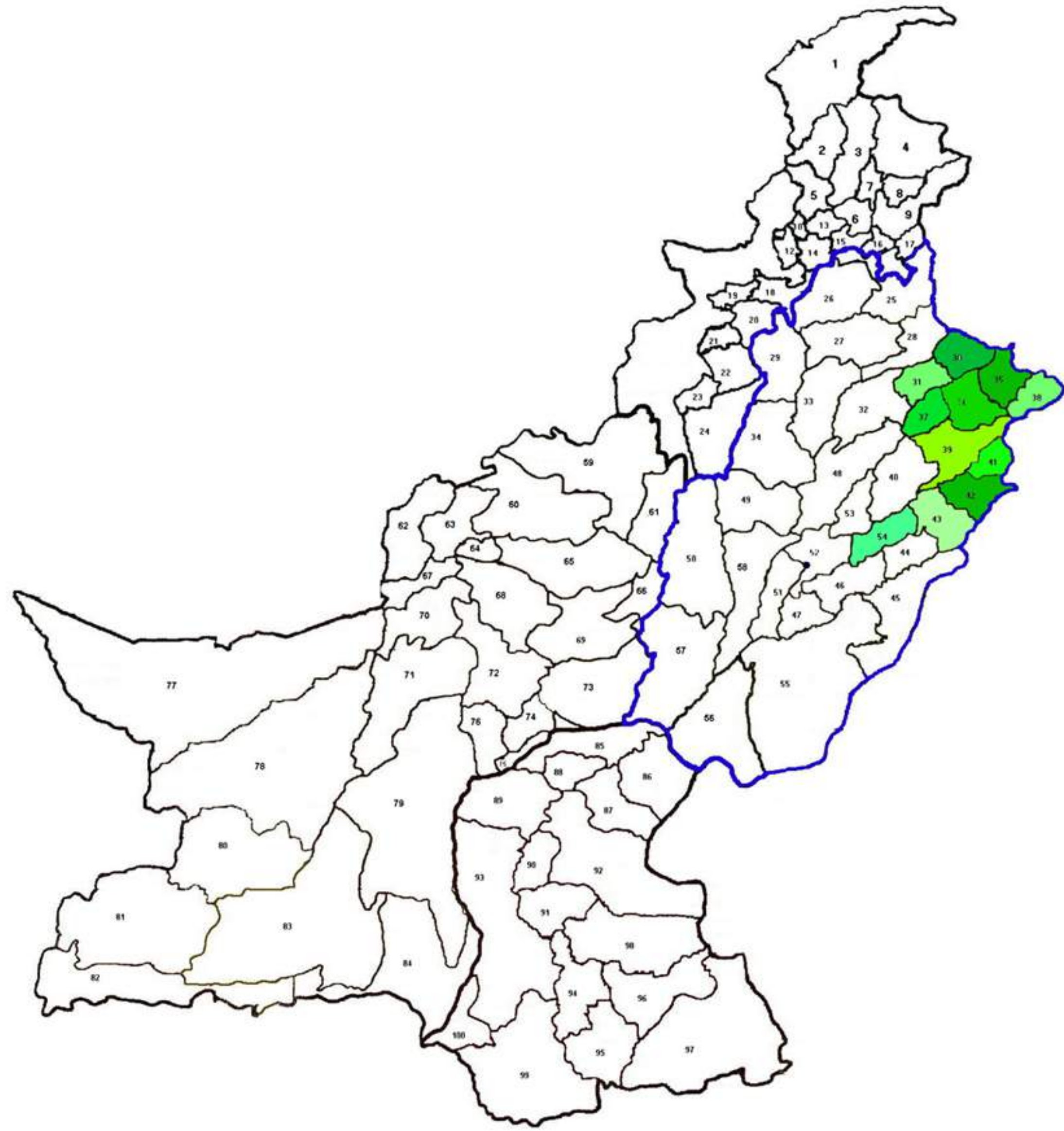
KARACHI MARKET



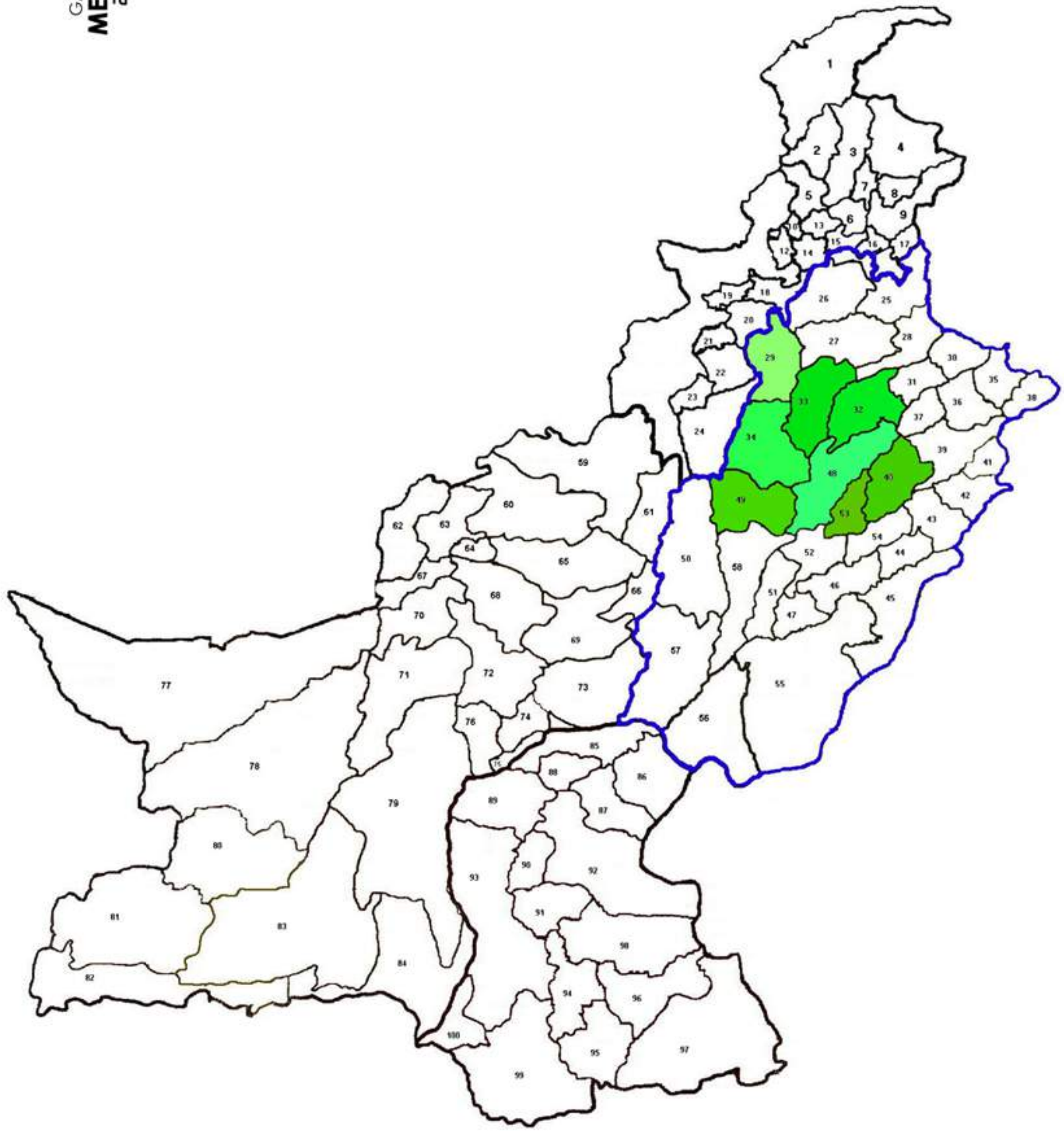
INTERIOR SINDH MARKET



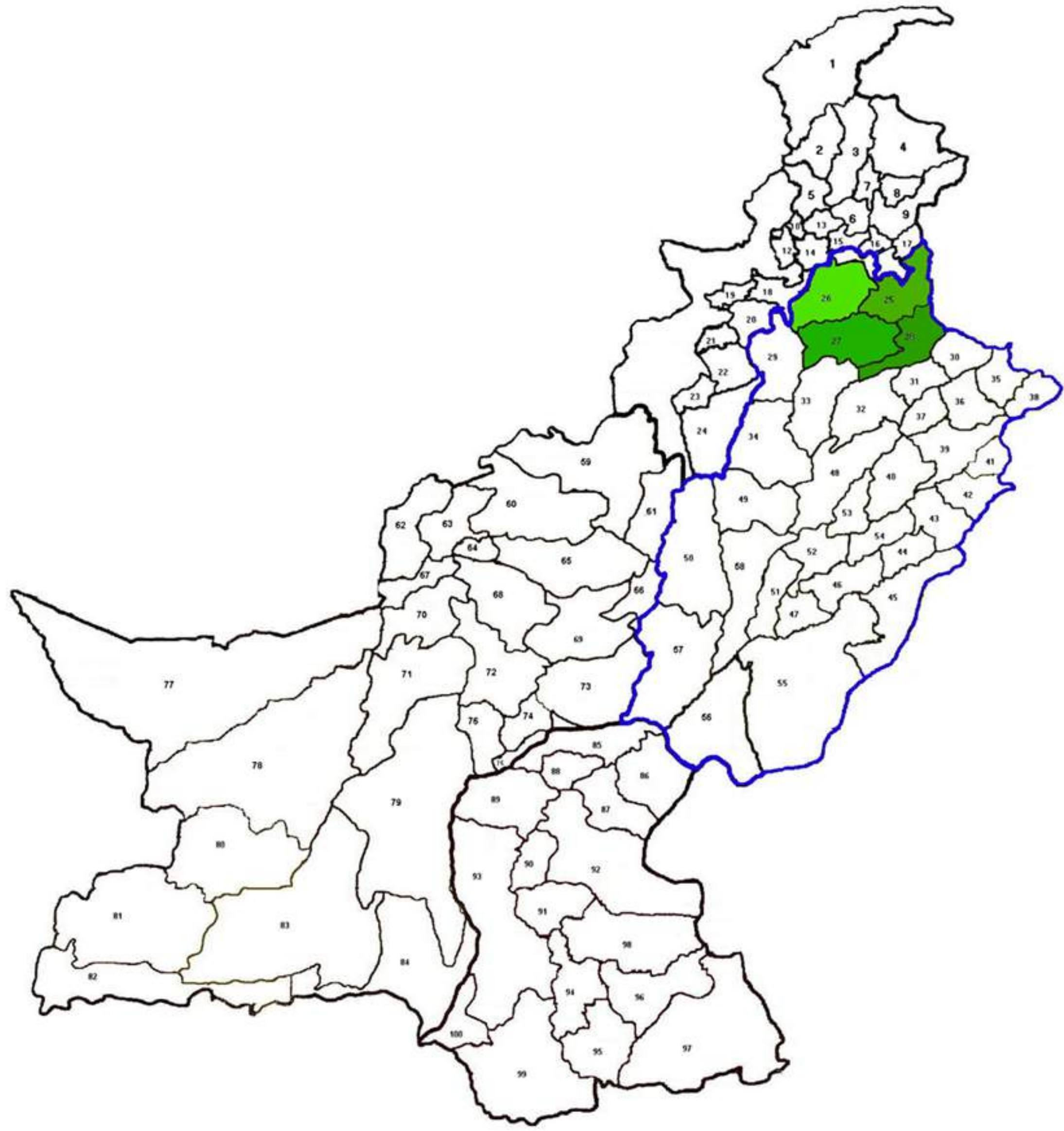
SOUTHERN PUNJAB MARKET



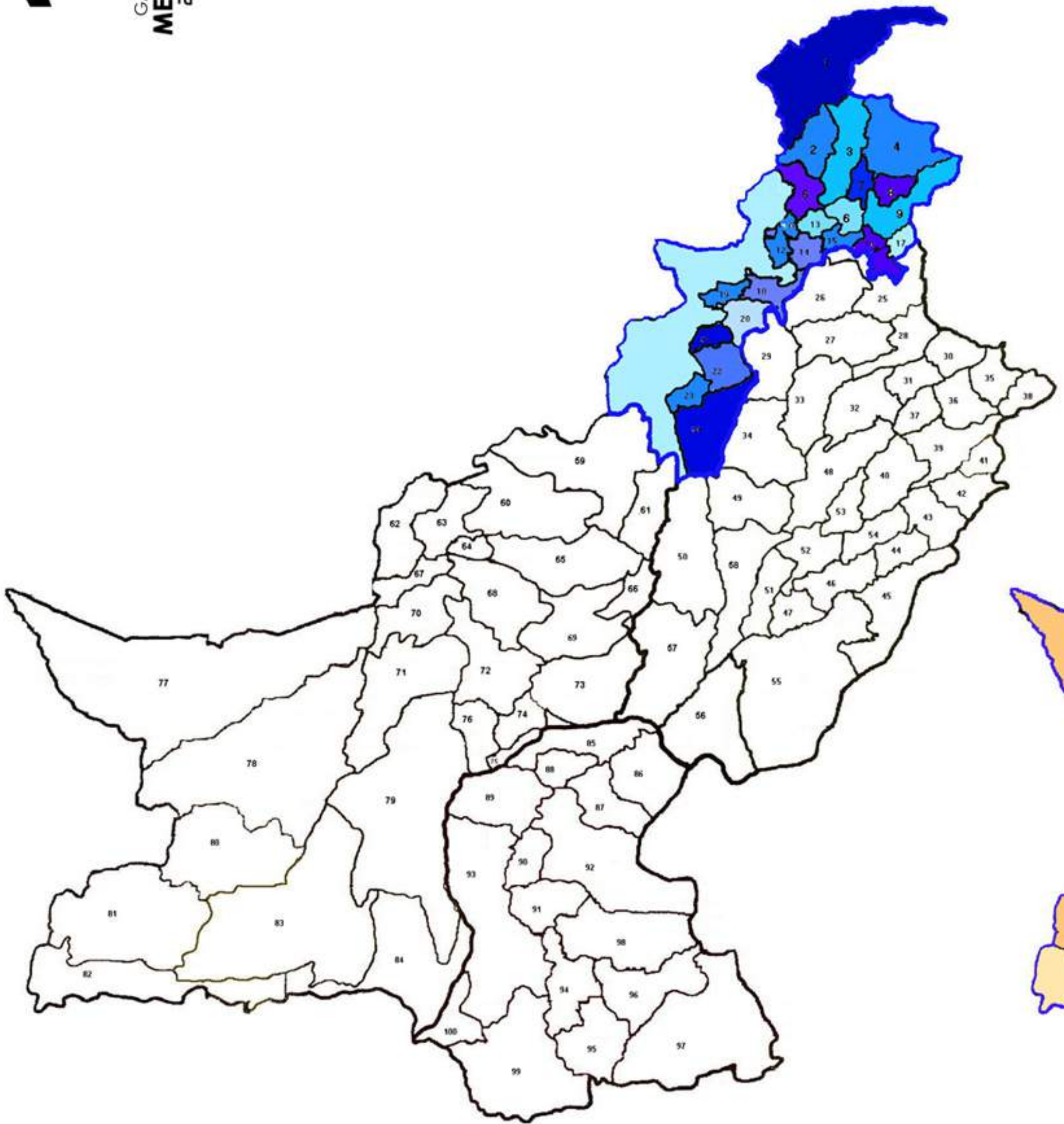
CENTRAL PUNJAB MARKET



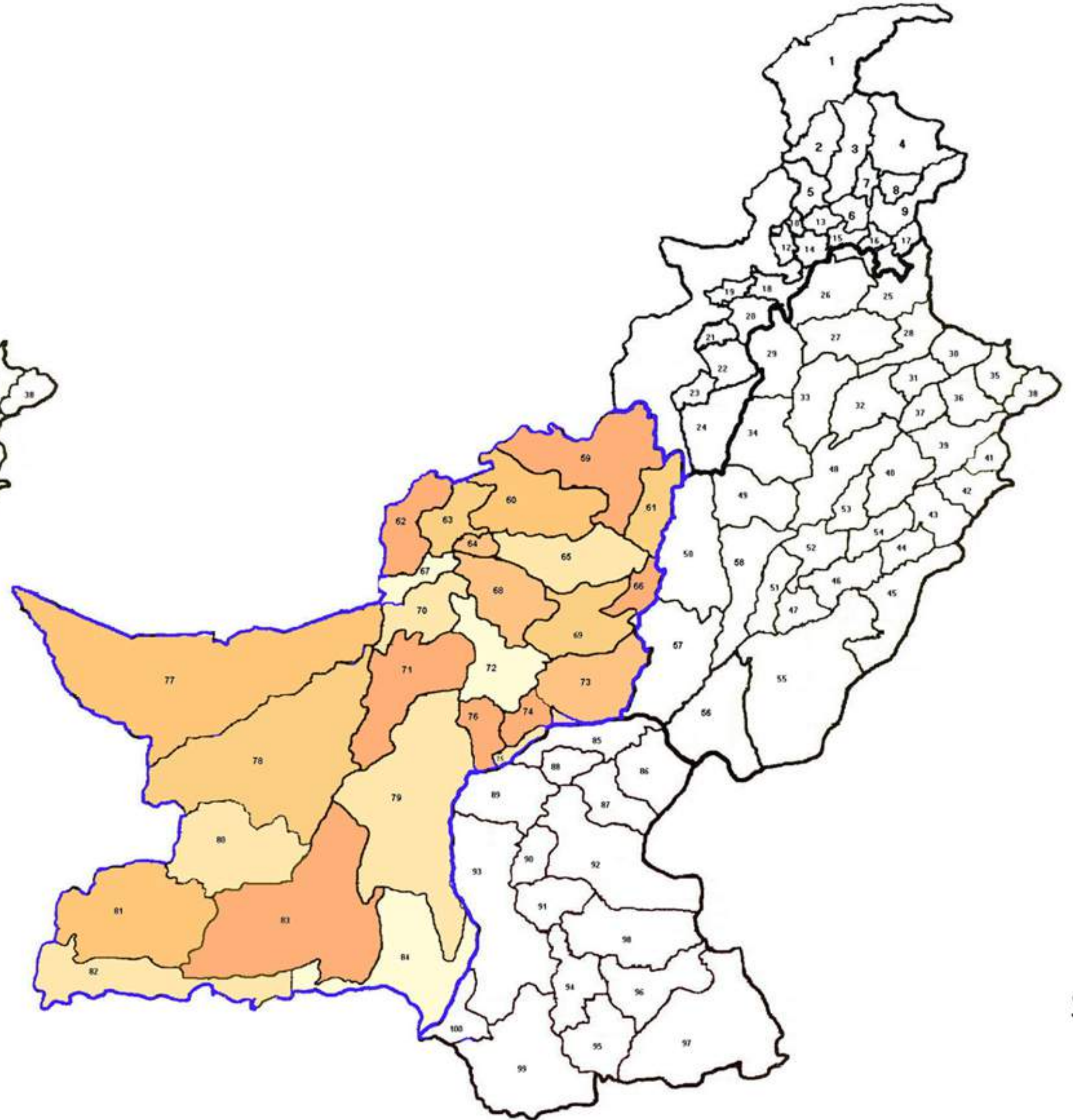
WESTERN PUNJAB MARKET



NORTHERN PUNJAB MARKET



PESHAWAR MARKET



QUETTA MARKET

Southern KP Market
Malakand Market
Hazara Market
Kalat – Makran Market

OTHER MARKETS



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