

18th October 2025



Media Habits of Pakistanis 2025:

Patterns of Access, Ownership, and Viewing Behavior

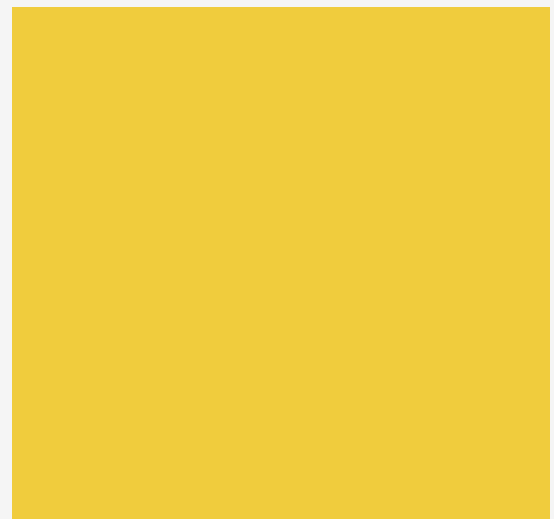


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Ownership of Media Devices and Access Points

Smartphones (54%) and televisions (46%) top the list of media devices owned by Pakistanis, reflecting widespread access to digital and broadcast media.

Urban residents, males, and younger Pakistanis (18–30 years) are significantly more likely to own smartphones, whereas television ownership is higher in rural areas, among females and older citizens.

Computer and home internet access remain limited— highlighting a persistent digital divide.

Key Findings: Media Device Ownership



Smartphones
54%

Televisions
46%



Computer
11%

Patterns of TV Program Access and Viewing Platforms

A shift toward digital viewing is evident: 29% watch TV through their phones, and 28% via the internet, overtaking traditional sources like cable (22%) and satellite (11%).

Urban residents and younger respondents are leading this digital transformation, relying increasingly on smartphones and online streaming for entertainment.

Men (34%) are more likely than women (21%) to watch online, underscoring a gendered digital access gap that mirrors broader technology usage patterns.

Key Findings: Viewing Platforms



Via
Smartphones
29%

Via Cable
22%



Via Satellite
11%

Frequency of Television Viewership Across Pakistan

Nearly 6 in 10 Pakistanis (59%) watch TV regularly—30% daily and 29% several times a week—confirming that television remains a central medium of information and leisure.

22% report never watching TV, reflecting an emerging minority shifting entirely to non-traditional or digital alternatives.

Urban and younger Pakistanis report higher frequency of viewing, whereas rural and older respondents are more likely to abstain from TV watching



Source: Gallup Pakistan
Survey 2025

Key Findings: Viewership



Watching Regularly
59%



Watching Daily
30%



Several Times a Week
29%

Timing Preferences in TV Consumption

Nighttime (10:00 p.m.–5:30 a.m.) is the most popular viewing window, with 35% tuning in during these hours, followed by prime time (8:00–10:00 p.m., 28%) and evening (6:00–8:00 p.m., 27%).

Morning (11%) and afternoon (12%) viewership remains low, showing that TV consumption in Pakistan is primarily an evening and late-night activity.

These trends highlight shifting household routines and an increasing preference for post-dinner entertainment, especially among working-age urban populations.



Source: Gallup Pakistan
Survey 2025

Key Findings: Timing of Watching



10 to 5:30 a.m.
35%



8 to 10 p.m.
28%



6 to 7 p.m.
27%

Understanding Gen Z's Media Habits (Ages 18–23)

Smartphones Dominate Gen Z Ownership

Nearly 2 in 3 Gen Z respondents (62%) own a smartphone, making it their most common media device.

In contrast, TV ownership stands at 48%, underscoring a generational move away from traditional television.

Ownership of computers (15%), satellite dishes (10%), and radios (7%) remains marginal, highlighting the group's strong mobile-first orientation.

Key Findings



Own a
Smartphone
62%

TV Ownership
48%



Ownership of Computer
15%

Understanding Gen Z's Media Habits (Ages 18–23)

Internet and Mobile are the Primary Viewing Gateways

Online and mobile access now drive Gen Z's viewing behavior — 34% watch programs through the internet, while 28% do so through their phones.

Only 25% rely on cable TV, and 12% use satellite connections, revealing that traditional broadcasting is losing ground among younger audiences.

Key Findings



Viewing on
Smartphone
28%

Viewing on TV
25%



Satellite
12%

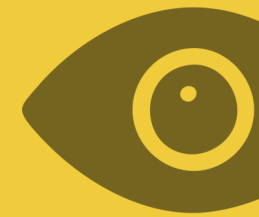
Understanding Gen Z's Media Habits (Ages 18–23)

High Frequency and Regular Engagement

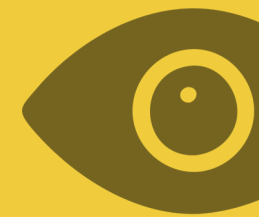
Gen Z watches content frequently, with 38% watching daily and 28% several times a week — significantly above the national average.

Only a small share (6% monthly, 3% yearly) report infrequent viewing, suggesting that regular consumption is the norm among this cohort.

Key Findings



Viewing
Daily
38%



Viewing Several
Times a Week
28%

Understanding Gen Z's Media Habits (Ages 18–23)

Late-Night Viewership Defines Gen Z's Routine

Viewing peaks after 10 p.m., with 40% watching during night hours — the highest across all age groups.

Evening and prime-time slots (6 p.m.–10 p.m.) attract another 43% combined, while morning and afternoon hours see limited engagement.

These patterns point to flexible, on-demand consumption habits, consistent with digital and mobile use trends.



Source: Gallup Pakistan
Survey 2025

Key Findings (Viewing Time)



During Night Hours
40%



Evening and Prime-time
43%

Gen Z vs Older Generations: How Viewing Habits Differ

Device Ownership – Mobile-Centric vs. TV-Centric

Gen Z (18–23) are clearly mobile-first: nearly 62% own a smartphone compared with roughly 56% among those aged 26–49 and only about one-third among 50+.

TV ownership shows the reverse pattern — highest among the 50+ group (65%).

This marks a generational technology divide, with younger users prioritizing personal and portable screens over shared household devices.



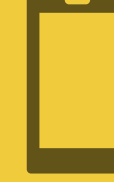
Source: Gallup Pakistan
Survey 2025

Key Findings: Device Ownership



Gen Z (18 to 23)

62%



26-49

56%



50+

36%

50+ age group

65%



Gen Z vs Older Generations: How Viewing Habits Differ

Viewing Platforms – Internet & Mobile Surpass Cable for Gen Z

Gen Z are twice as likely to view content via the internet or mobile (34% and 28%) compared with older groups, who continue to rely on cable (35%).

The 50+ segment remains anchored in traditional broadcasting, while Gen Z's digital dependence points toward a shift in Pakistan's future content distribution model.

This digital preference also reflects cheaper data packages and social-media integration as primary access points to video content.



Source: Gallup Pakistan
Survey 2025

Key Findings: Viewing Platforms



Gen Z

28% *Mobile*

34% *Internet*

Older Group

35%



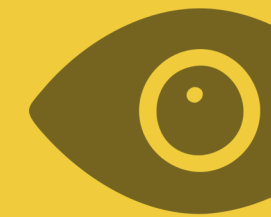
Gen Z vs Older Generations: How Viewing Habits Differ

Viewing Frequency – Younger Audiences Engage More Regularly

Daily or weekly viewership is highest among Gen Z (66%), falling for older cohorts

This indicates that younger Pakistanis maintain a more consistent connection to televised or streamed content, even if their access medium differs.

Key Findings



Viewing
Daily by Gen Z
66%

Gen Z vs Older Generations: How Viewing Habits Differ

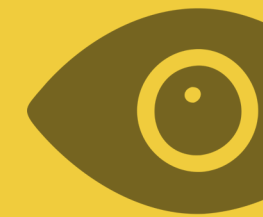
Viewing Time – Younger Viewers Stay Up Late

Night-time (10 p.m.–5:30 a.m.) viewing peaks among Gen Z (40%), far higher than mid-aged (33%) and older (25%) cohorts.

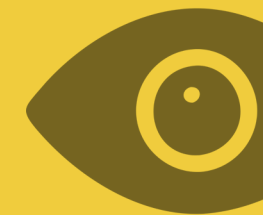
Older viewers cluster around evening or prime-time (6–10 p.m.) slots, while Gen Z's activity extends into late hours, suggesting on-demand, flexible habits shaped by mobile access and individual schedules.

This temporal shift highlights changing social rhythms media for younger Pakistanis is no longer appointment-based but on-demand and post-prime-time

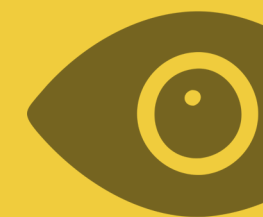
Key Findings



10 p.m to 5:30 a.m
by Gen Z
40%



10 p.m to 5:30 a.m
Mid-aged
33%



10 p.m to 5:30 a.m
Older group
25%

Historical Trends in Media Consumption

TV Viewership Peaks Then Declines

Over four decades, TV viewership in Pakistan rose sharply from 24% in 1979 to 81% in 2013, but has since fallen to 70% in 2025, indicating that audiences are increasingly diversifying across digital and mobile platforms.

Regular Viewing at Historic Lows

The share of regular TV viewers has dropped dramatically from 83% in 1998 to just 30% in 2025, while occasional and casual viewership have nearly doubled, signaling the erosion of traditional, appointment-based viewing.

Shift Away from Satellite and Cable

Ownership of TV sets has fallen sharply from 85% in 2023 to 46% in 2025, while satellite dish ownership declined from 28% to 8% over the same period, highlighting the accelerating move toward internet-enabled, mobile, and on-demand viewing.

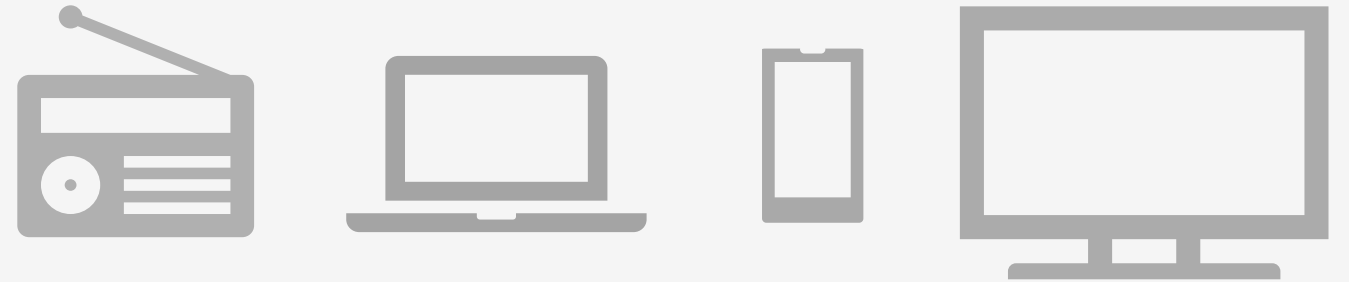
Historical Trends in Media Consumption

Rise of Multi-Platform Consumption

These patterns underscore a clear generational shift; younger audiences increasingly consume entertainment online, whereas older groups continue to rely on television. The convergence of internet, smartphone, and streaming access is redefining what “TV” means in Pakistan today.

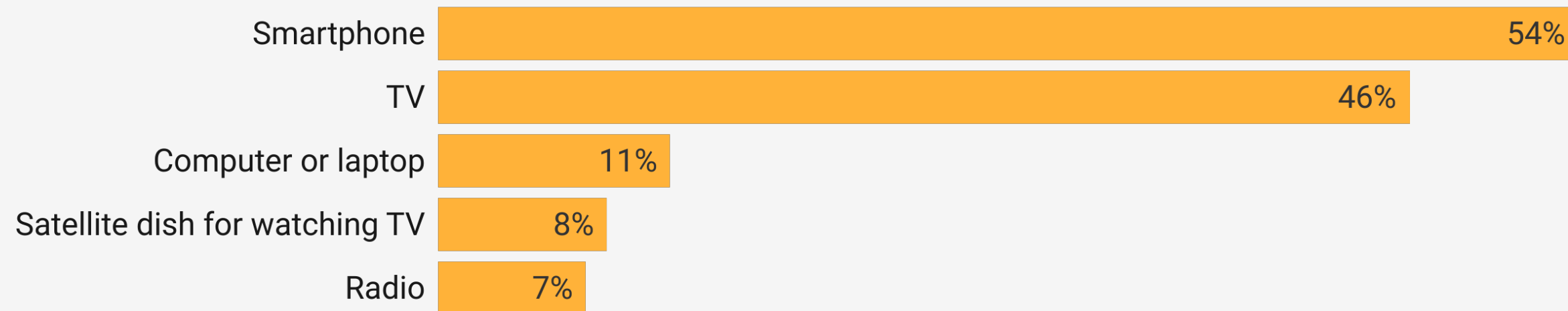
SECTION I:

Ownership of Media Devices and Access Points



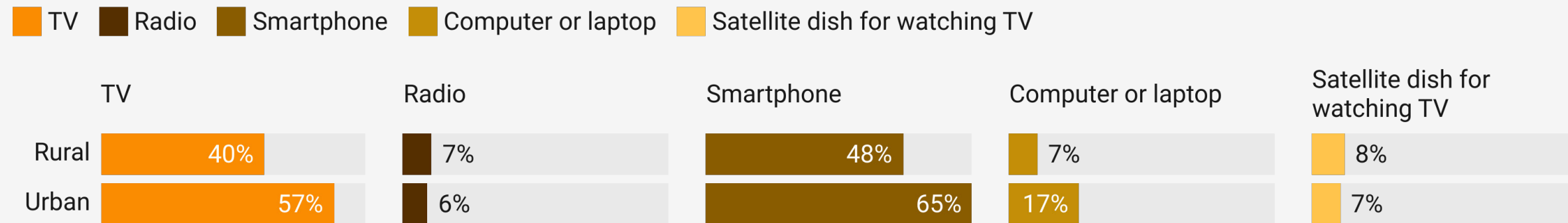
Smart Phones and Television Top the List of Household Items

Question: Which of the following do you have in your home?



Urban residents, males, and younger Pakistanis (18–30 years) are notably more likely to own smartphones, whereas television ownership remains higher in rural areas, among females and older respondents.

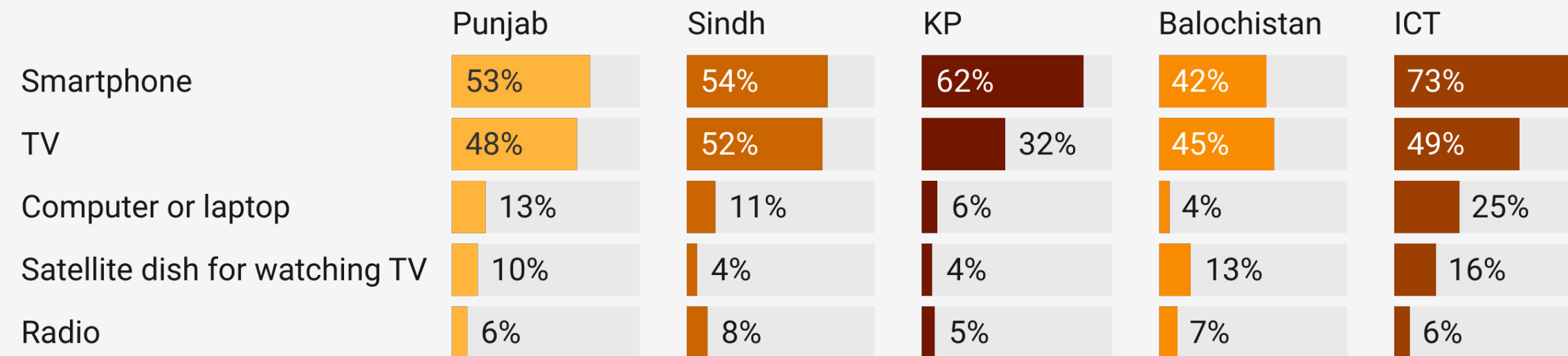
Question: Which of the following do you have in your home?



Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.

Provincial Breakdown

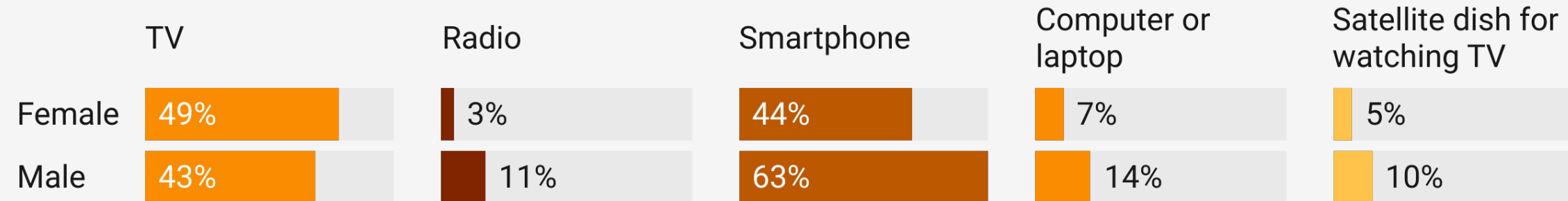
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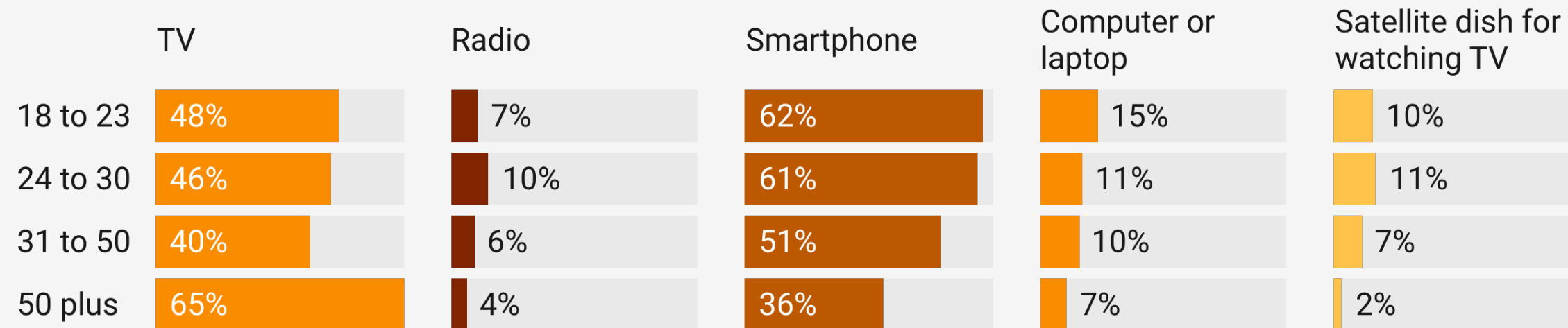
Gender Breakdown

Question: Which of the following do you have in your home?



Age Breakdown

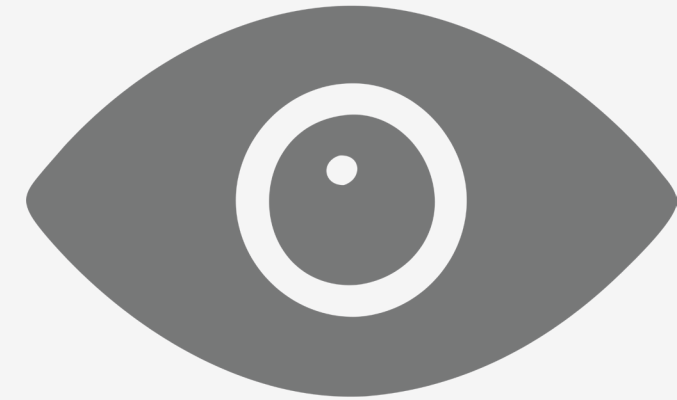
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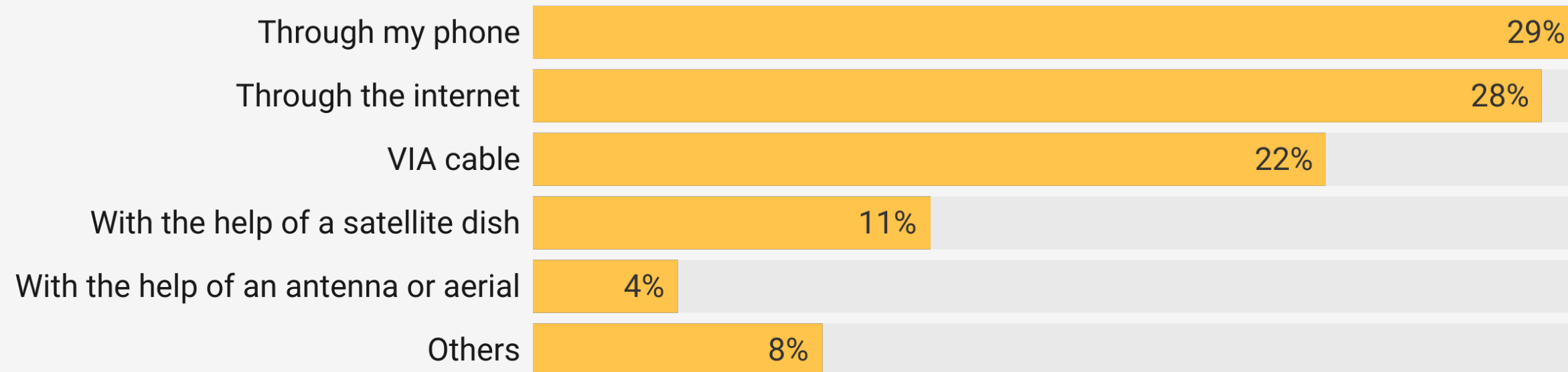
SECTION II:

Patterns of TV Program Access and Viewing Platforms



Smartphones and Internet Are Now the Primary Gateways for TV Access in Pakistan

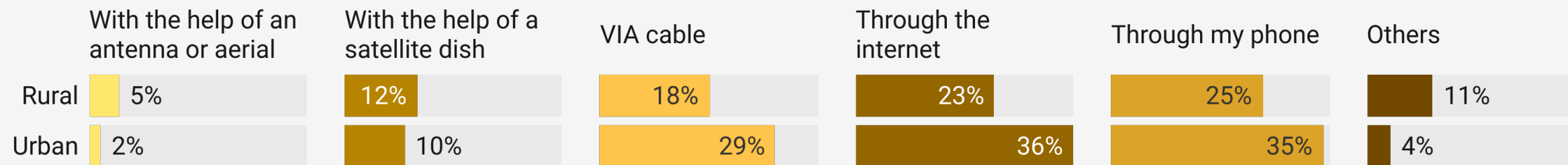
Question: Speaking about TV programs, how do you (personally) access TV programs?



Urban Residents, Males, and Younger Pakistanis Lead the Shift Toward Online and Mobile TV Consumption

Question: Speaking about TV programs, how do you (personally) access TV programs?

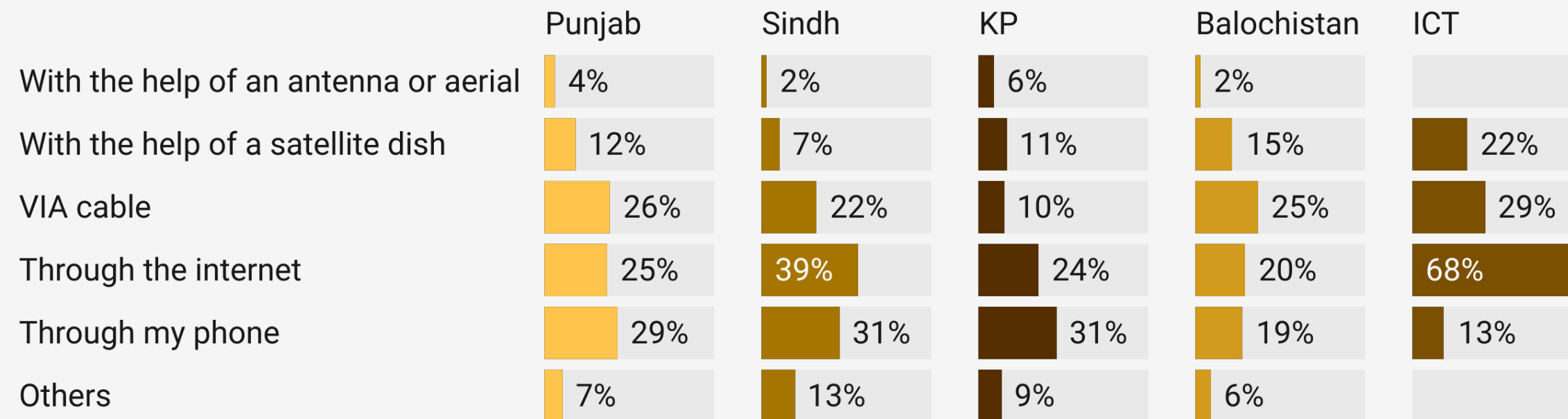
■ With the help of an antenna or aerial
 ■ With the help of a satellite dish
 ■ VIA cable
 ■ Through the internet
 ■ Through my phone
 ■ Others



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Provincial Breakdown

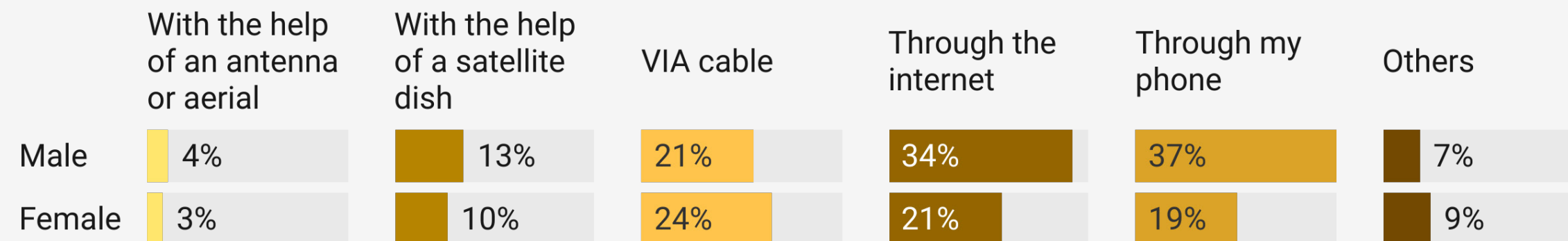
Question: Speaking about TV programs, how do you (personally) access TV programs?



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Gender Breakdown

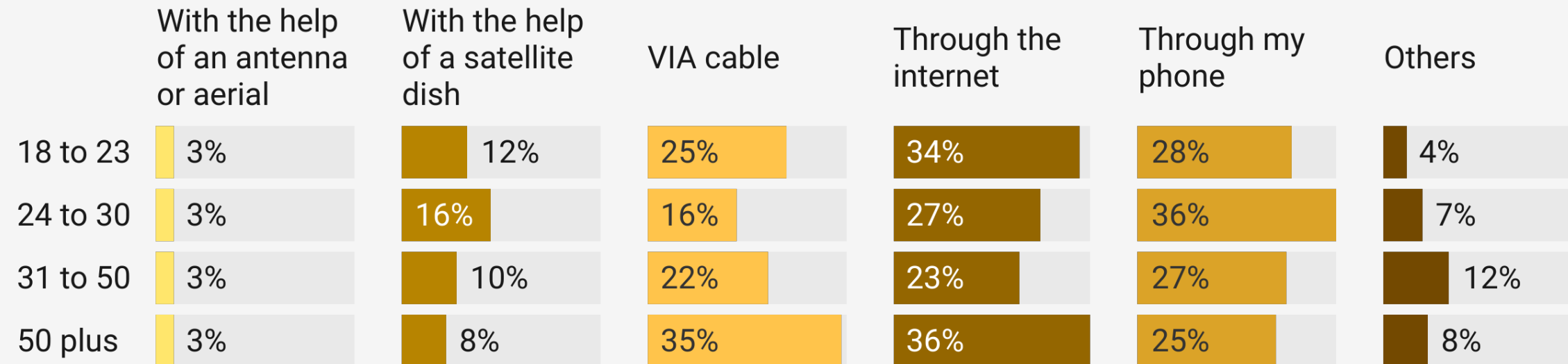
Question: Speaking about TV programs, how do you (personally) access TV programs?



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Age Breakdown

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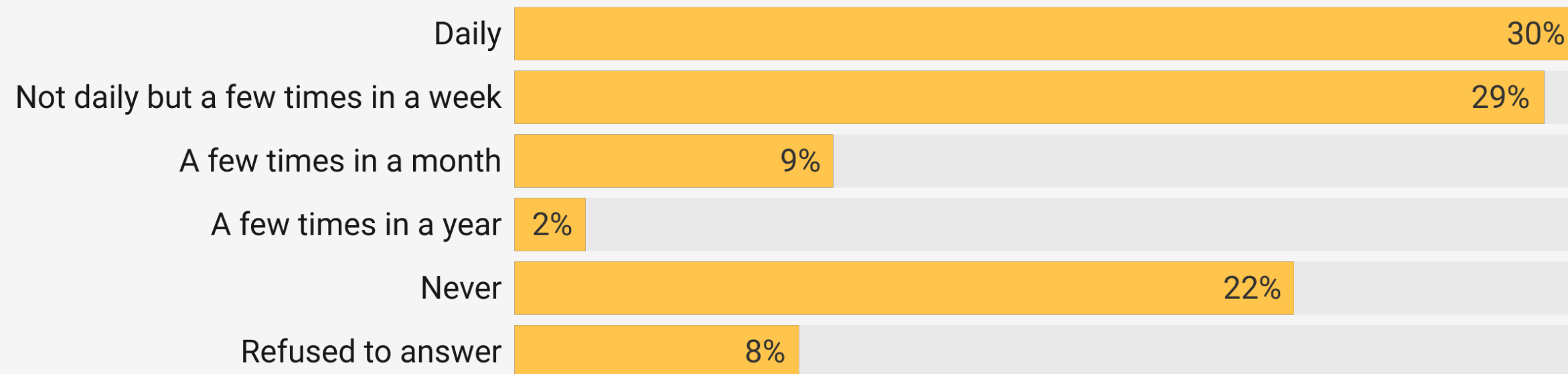
SECTION III:

Frequency of Television Viewership Across Pakistan



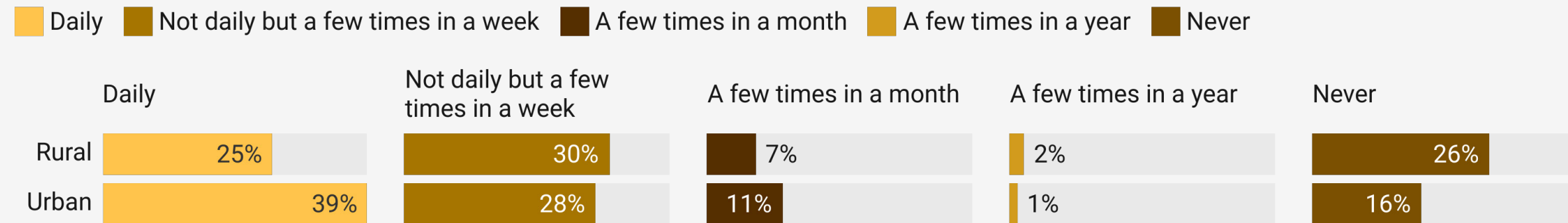
Nearly 6 in 10 Pakistanis Watch TV Regularly — 30% Daily and 29% Several Times a Week

Question: Speaking about TV programs, how often do you watch TV programs?



Urban Residents and Younger Pakistanis Watch TV More Frequently Than Rural and Older Respondents

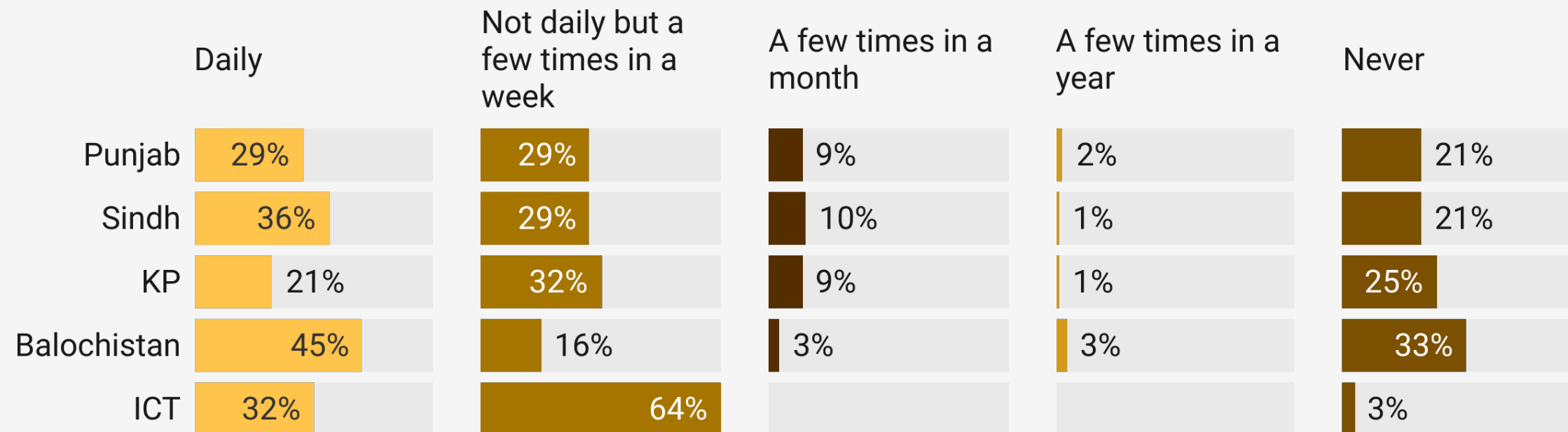
Question: Speaking about TV programs, how often do you watch TV programs?



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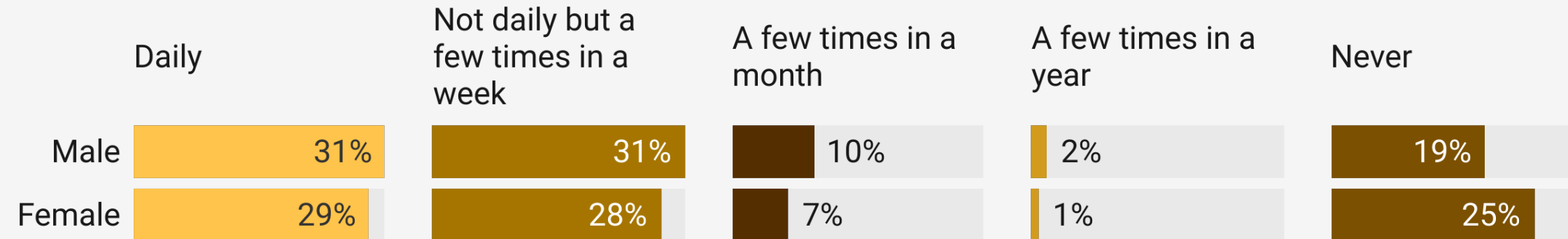
Question: Speaking about TV programs, how often do you watch TV programs?



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Gender Breakdown

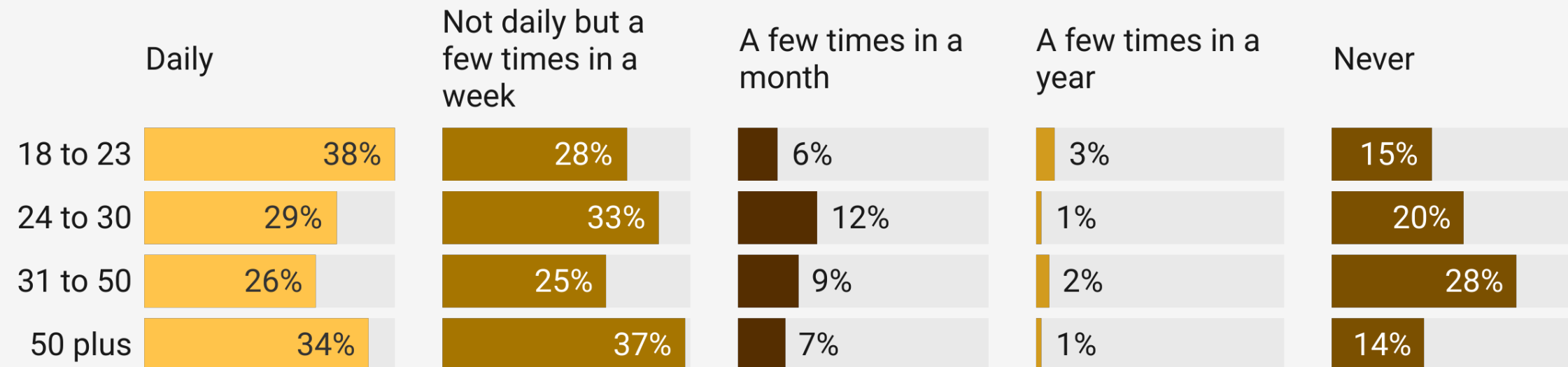
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Age Breakdown

Question: Speaking about TV programs, how often do you watch TV programs?



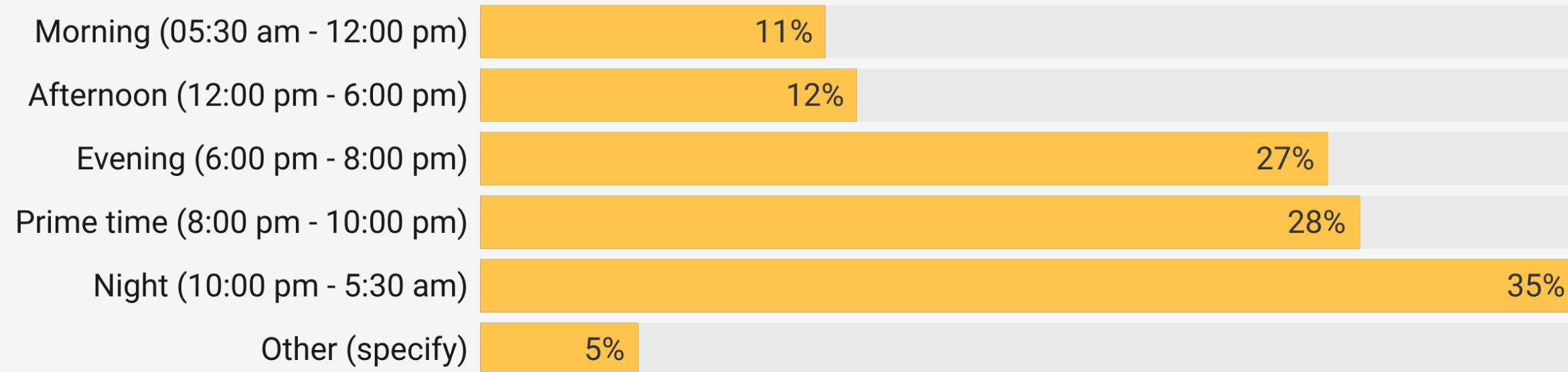
SECTION IV:

Timing Preferences in TV Consumption



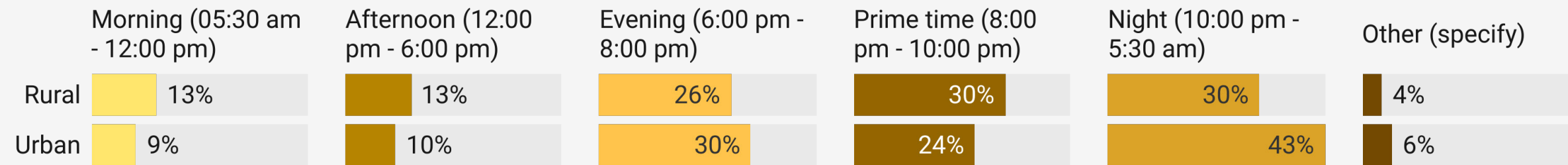
Nighttime Emerges as the Peak TV Viewing Period in Pakistan — 35% Tune In After 10 p.m.

Question: Speaking about TV programs, during what times of the day or night do you (personally) watch TV programs?



Urban and Younger Pakistanis Prefer Late-Night TV Viewing, While Rural and Older Audiences Tune In Earlier

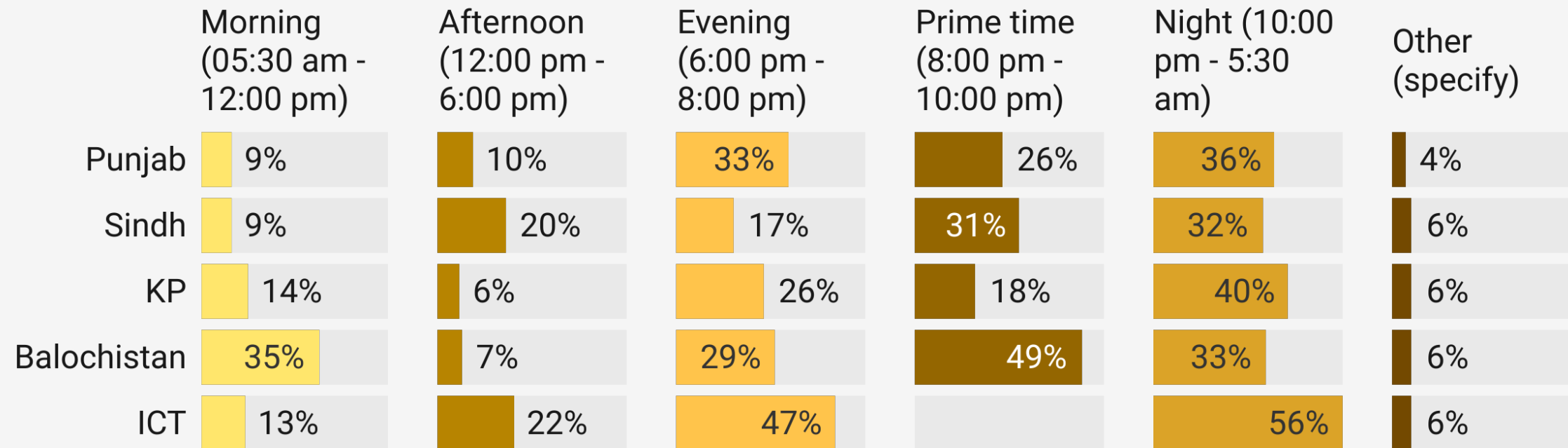
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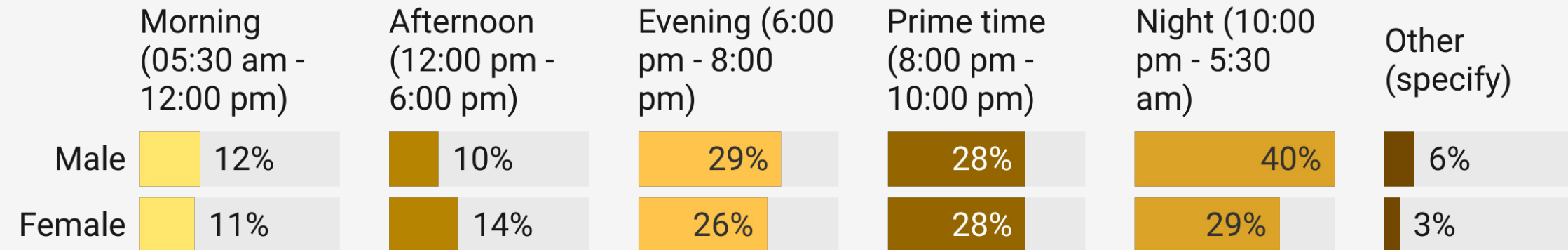
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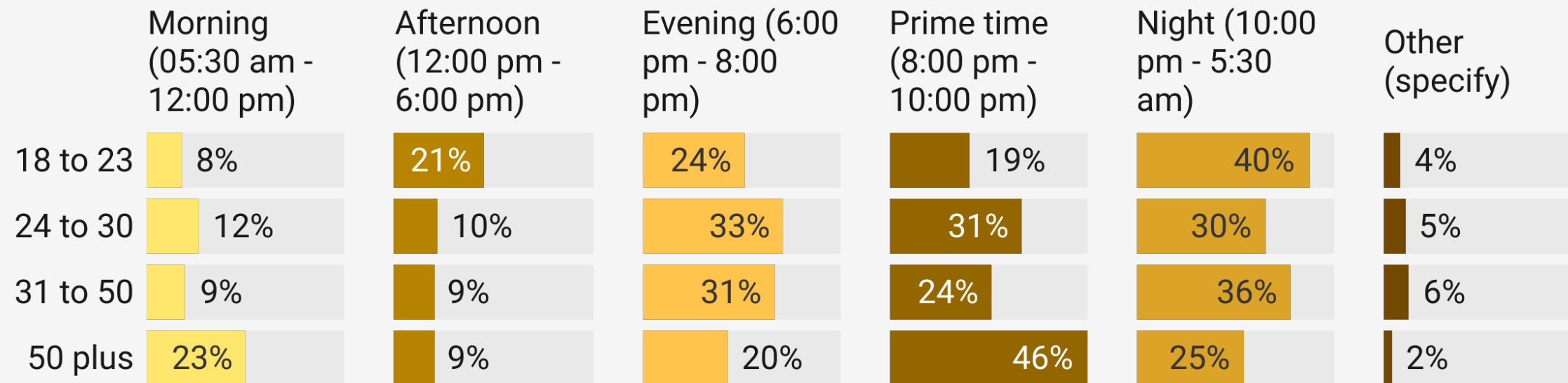
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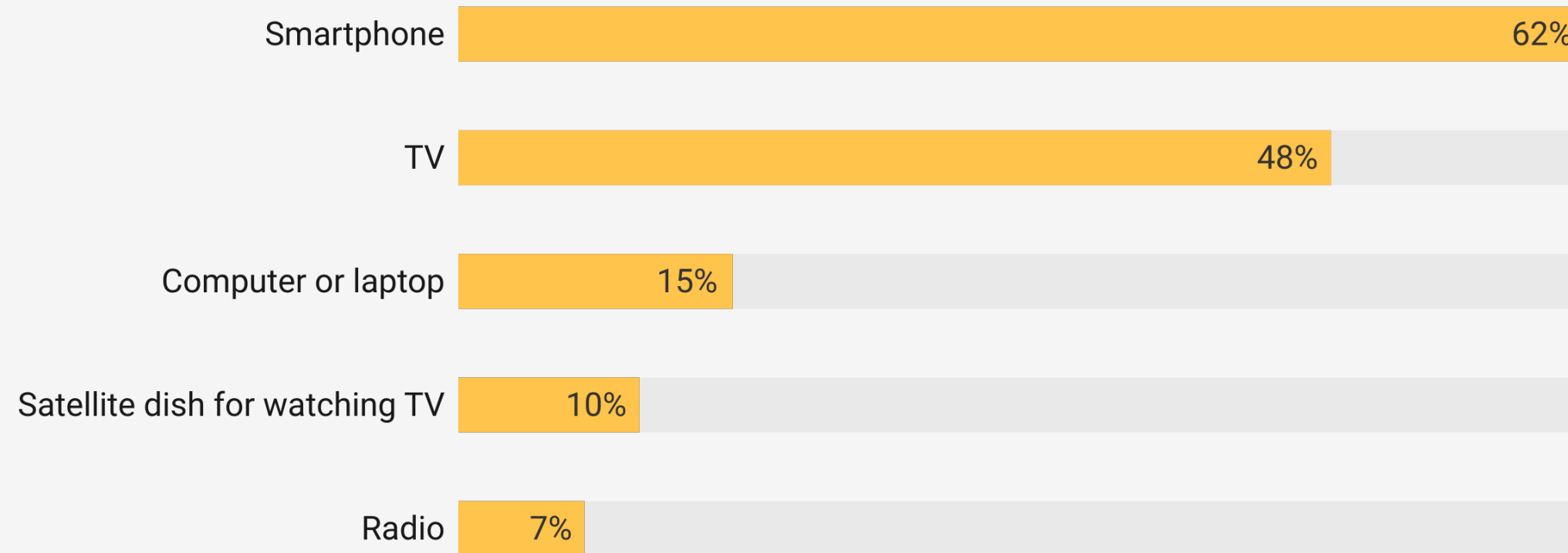
SECTION V:

Understanding Gen-Z's Media Behaviour (Ages 18-23)

Z

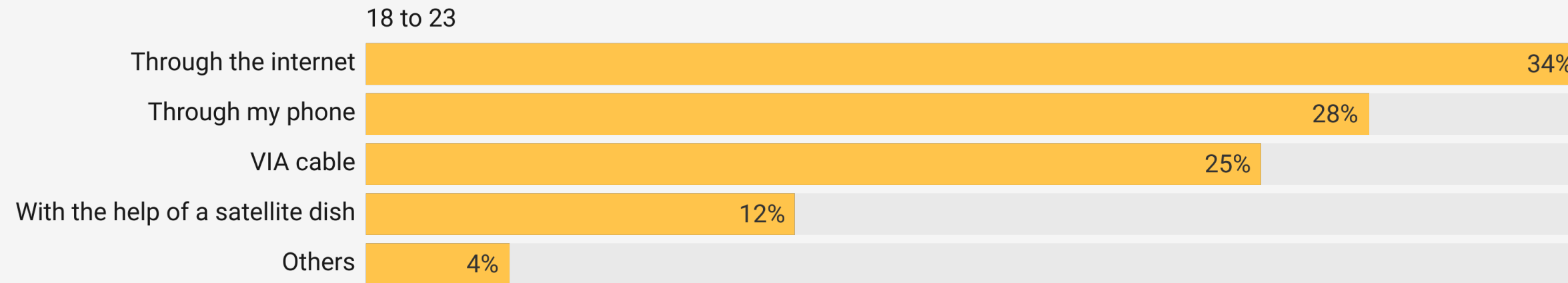
Gen Z Owns More Smartphones, Fewer TVs

GEN Z'S DEVICE OWNERSHIP



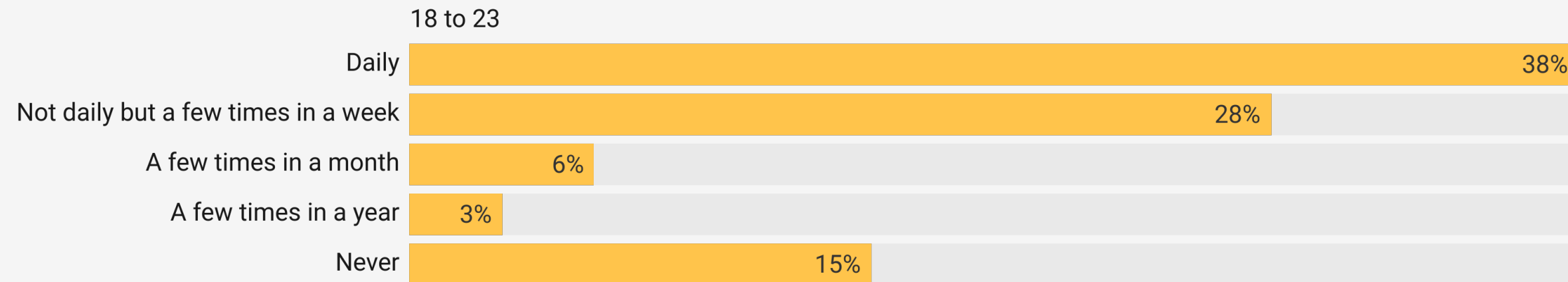
Gen Z heavy reliance on internet/mobile vs. cable/satellite

GEN Z'S VIEWING PLATFORMS



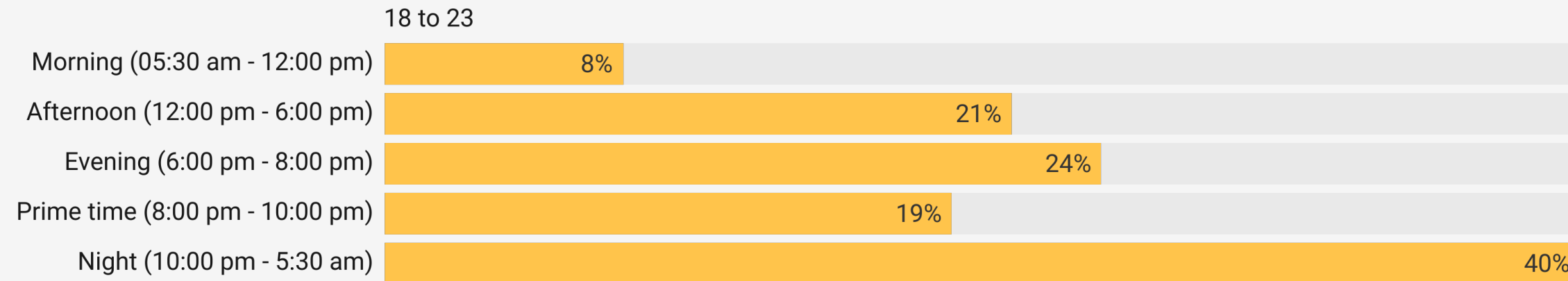
Gen Z Watches More Often

GEN Z'S VIEWERSHIP FREQUENCY



Late-Night Viewership Defines Gen Z's Media Habits

GEN Z'S VIEWING TIME

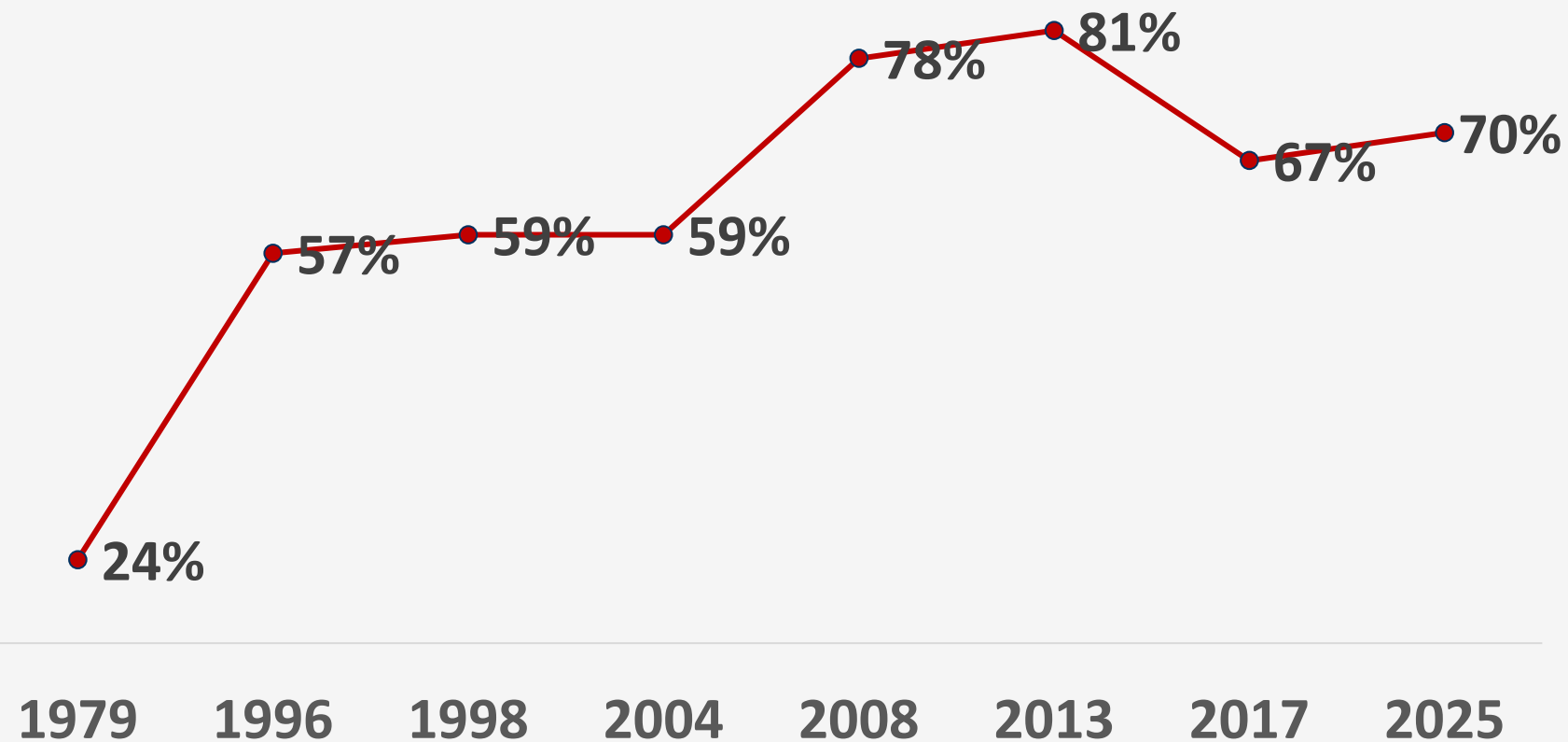


SECTION VI:

Historical Trends in Media Consumption

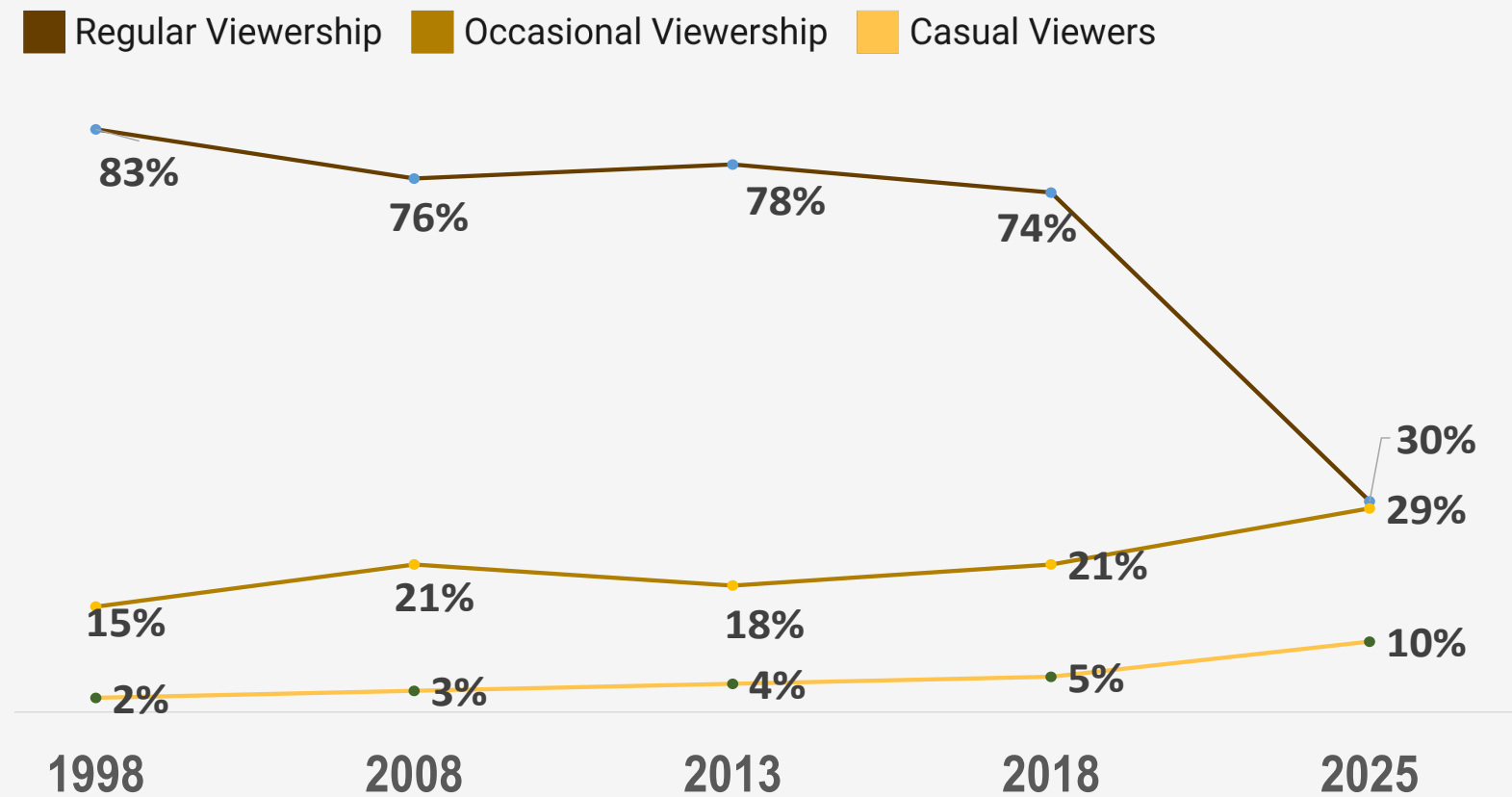
TV viewership surged from 24% in 1979 to a peak of 81% in 2013, but has since dropped to 70% as audiences diversify their media habits.

TV VIEWERSHIP OVER TIME



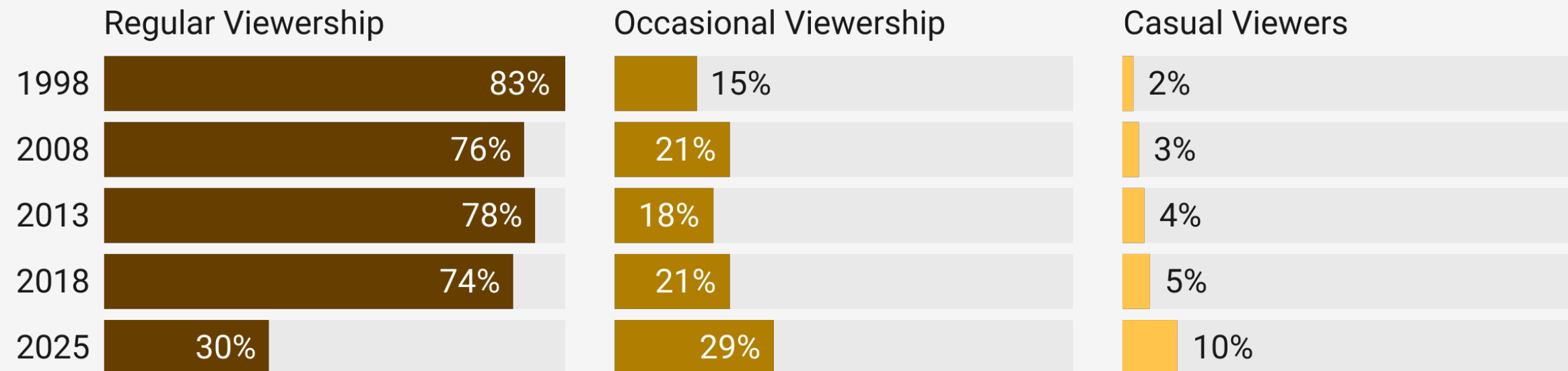
Regular TV Viewership Falls to Historic Lows as Occasional and Casual Viewing Rise

TV VIEWERSHIP OVER TIME



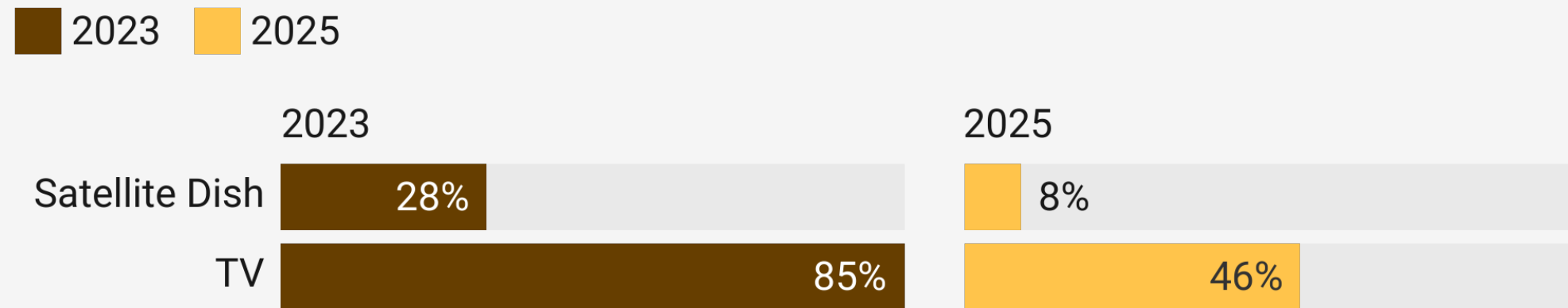
Regular TV Viewership Falls to Historic Lows as Occasional and Casual Viewing Rise

TV VIEWERSHIP OVER TIME



Sharp Decline in Traditional TV and Satellite Ownership Since 2023

Satellite Dish vs TV Ownership Trend



SECTION VII:

Methodology



Sample Size
1002



CATI
INTERVIEWS



ERROR MARGIN

±2 to 3% at 95% confidence level
for national level results



DATA COLLECTION

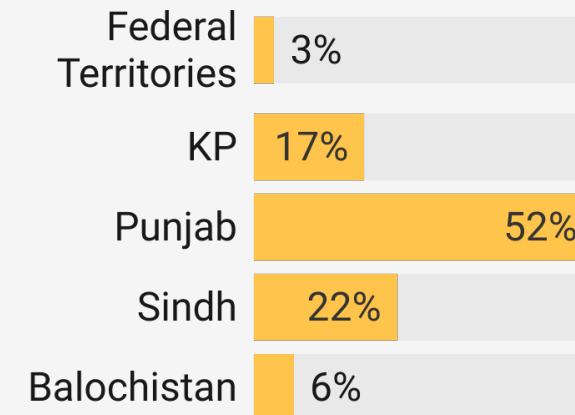
31ST January – 5th February 2025

Detailed Note on Methodology

This methodology uses Random Digit Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

Region

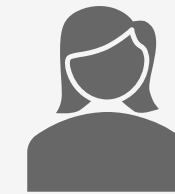
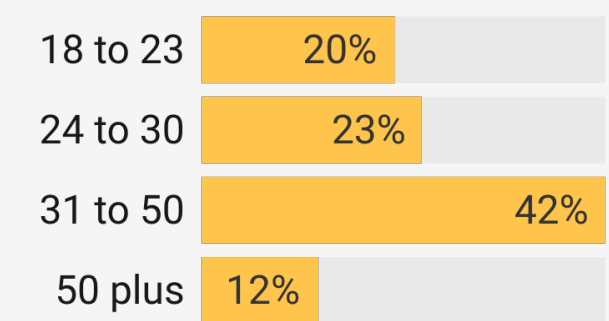


Rural
64%

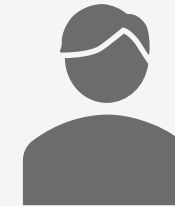


Urban
36%

Age



Female
49%



Male
51%



Disclaimer: Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C. which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as Gallup International (not Gallup or Gallup Poll).

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