



Pakistan Media Market

Media Penetration Study

Karachi, Lahore, Islamabad
Field work: Nov 19'

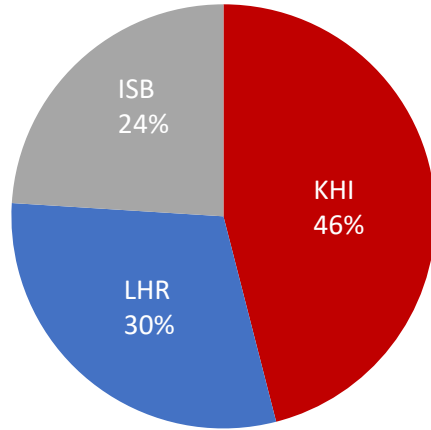


Sample Split

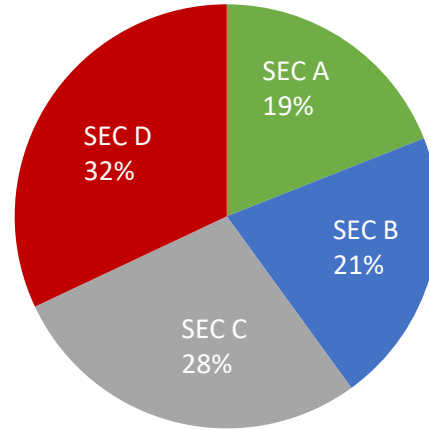


Penetration Sample
Total : 2000

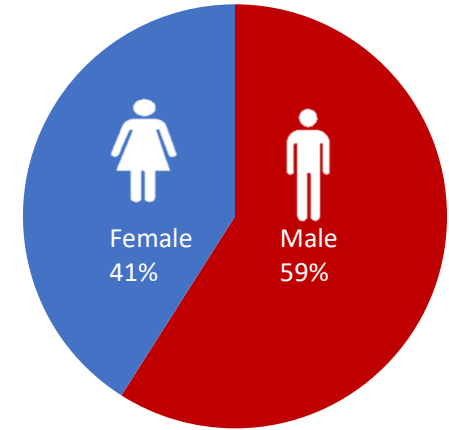
City



SEC

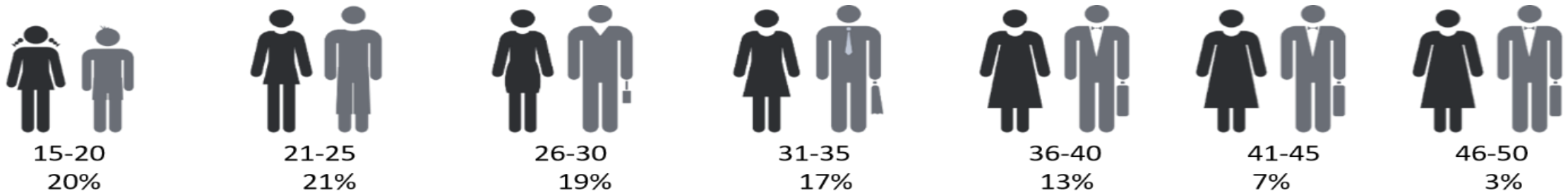


Gender

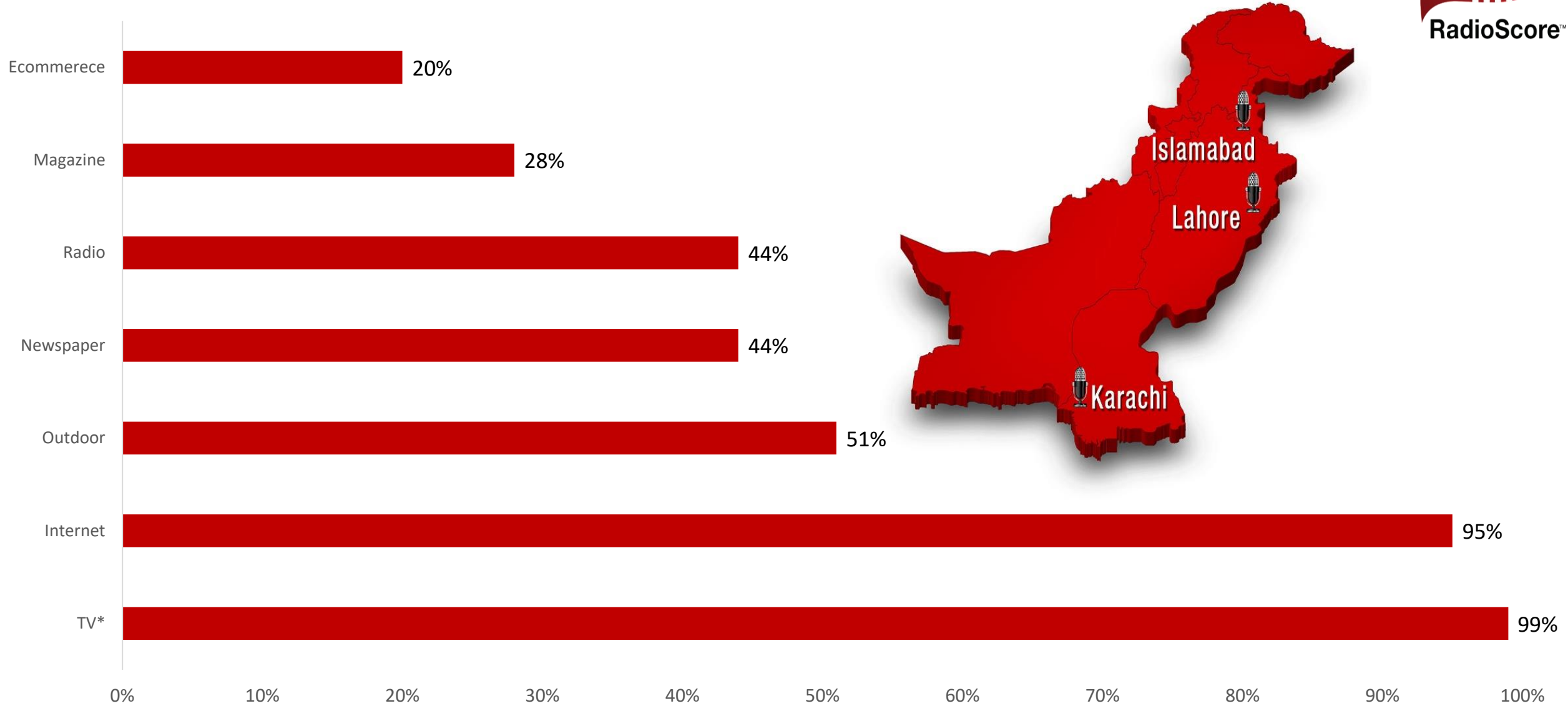


Sampling design based on research standards of representative sampling techniques for statistically sufficient samples for Gender, SEC & Cities

Age Split

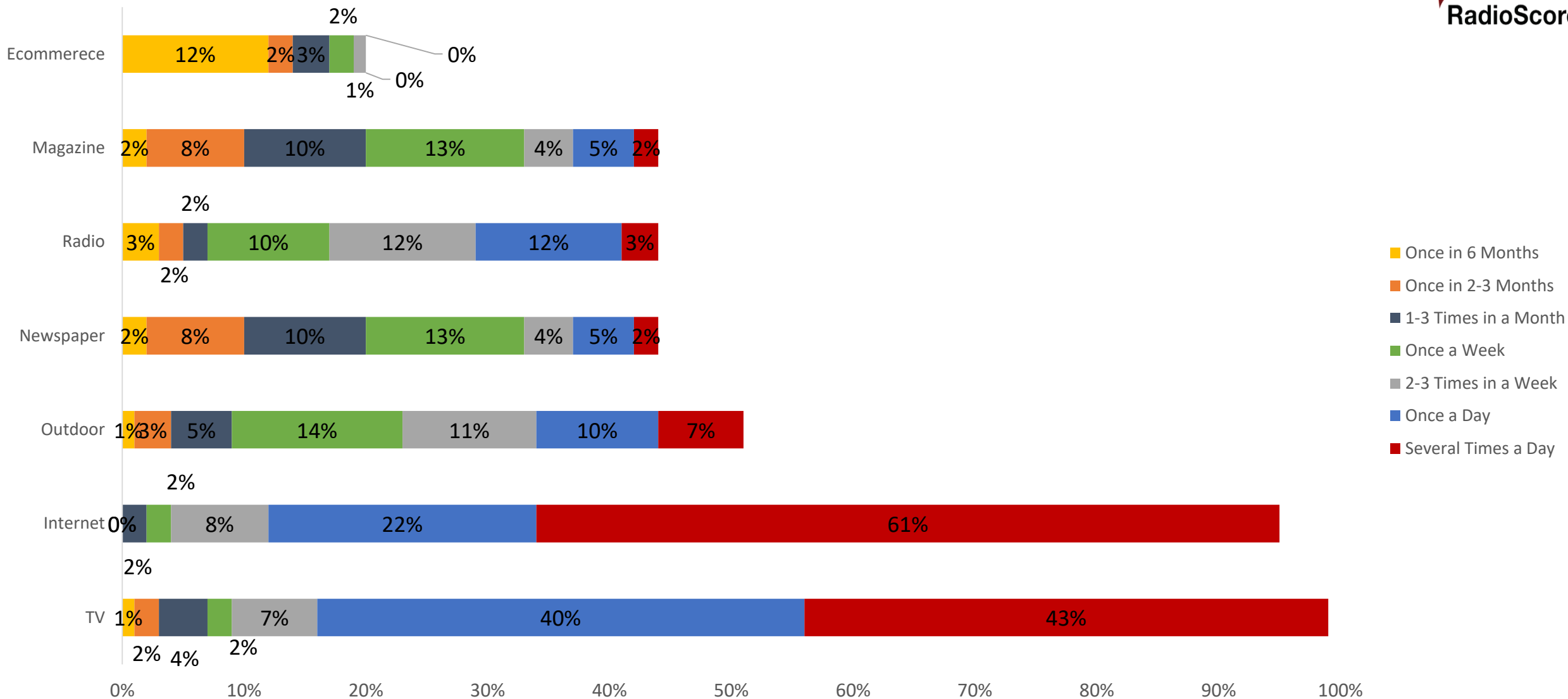


Penetration (Over a Period of Six Months)



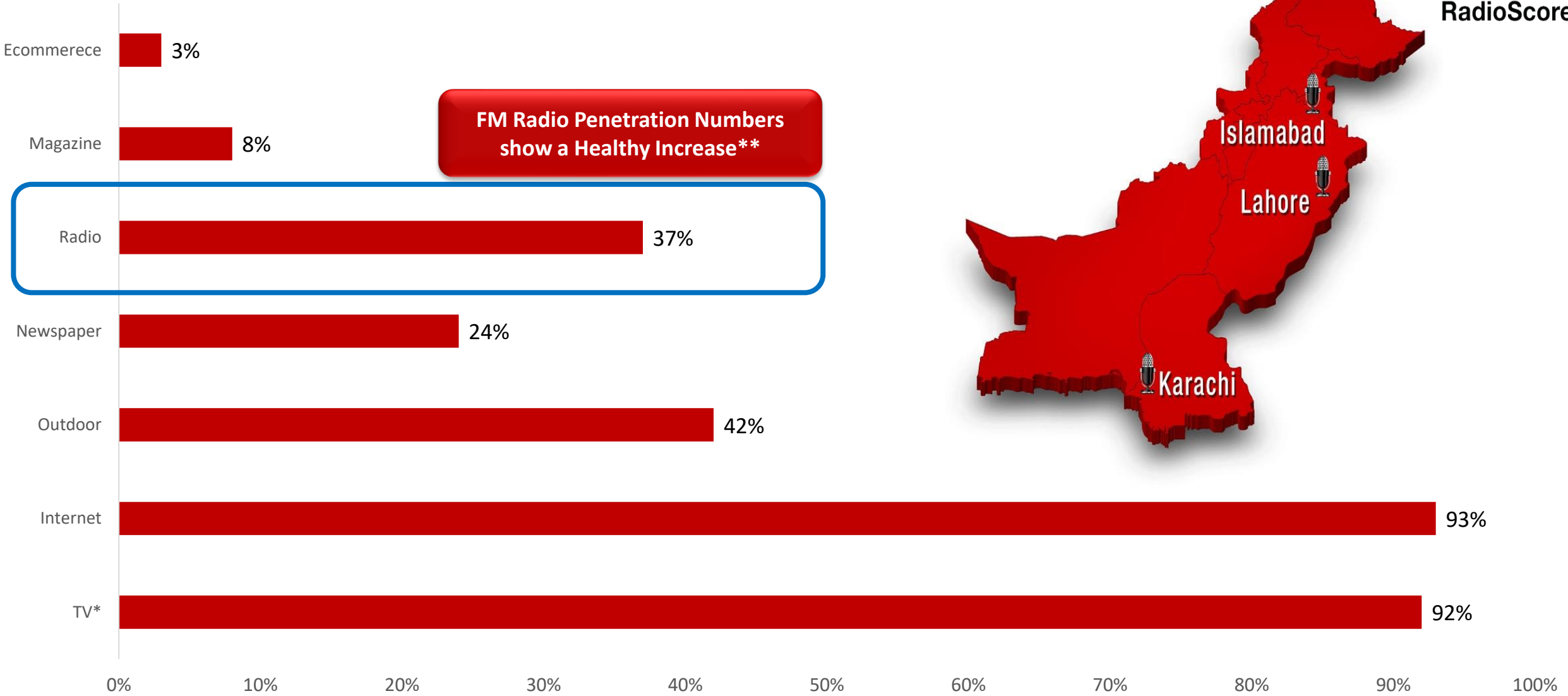


Detailed Penetration Numbers (over a period of 6 months)



n : 2000 individuals
 Answer : multiple option

Penetration (Over a Period of Once a Week)



FM Radio Penetration Numbers show a Healthy Increase**

** Past Penetration Number was ~25% from 3D study by GroupM, done few years ago

*92% means than out of 2000 people, 92% of them view TV on at-least once a week basis

n :2000 individuals
Answer : multiple option