

**Media Consumption Data in Pakistan for
Freedom Network**



Top 10 Radio Frequencies in Pakistan		Audience Share
Ranking		
1	FM 106	9.3%
2	FM 100 Lahore	6.2%
3	FM 103	6.0%
4	FM 107 Karachi	5.6%
5	FM 99 Islamabad	5.2%
6	FM 101	5.1%
7	FM 100 Islamabad	4.5%
8	Radio Pakistan AM	3.3%
9	FM 104 Peshawar/ Sialkot	1.50%
10	FM 100 Karachi	1.30%

Notes

1. The % reported here share of Radio channel among all 18+ Individuals who report they have listened the radio on a particular day. The number is an estimate as some respondents report having heard multiple Radio Stations.
2. The number can include people who have listened to the radio every day , every other day , every week , month or even once a year. We counted them a listner if they claimed to have heard the radio in past one year
3. The Sample Size for the survey was ~18,000 Respondents spread across 4 Provinces of Pakistan covering both Urban and Rural areas. The Error Margin for the survey is +-2 to 3% @95% Confidence Interval.
4. The Survey methodology was Face to Face Interviewing at the Home of the Respondent by a trained interviewer of Gallup Pakistan.
5. Field work was conducted using staggerred field work approach i.e field work was spread across various months of the year 2017-18 . The purpose was to gather a snapshot not just in one single moment of the month but across the year. The last collection was done in July 2018.
6. For Projection puprose the National Census 2017 population numbers have been used .
7. Respondents who hear multiple Radio channels have been c
- 8 The respondents were asked to name FM Chan

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M/S Tradeserve International, 1st Floor, LDA Plaza, Egerton Road, Lahore, 042-6308576
1. M/S Syndicate Entertainment (pvt) Ltd, 11th Floor, Technology Park, Shahrah e Faisal, Karachi, 021-7782
1. M/S The Communicators (Pvt) Ltd, 30-West, First Floor, ATS Centre, Fazal e Haq Road, Blue Area Islamabad
Radio Pakistan
3. M/S Capital FM Pvt Ltd
Radio Pakistan
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M/S FMS Pvt Ltd
Plot# 43-5,E/3, Block 6 PECHS, Karachi, 021-34549055-9

Counted only once based on the most heard Radio Station they state. They were not asked where they had listened to the Radio (whether in their own to

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2258 (KARACHI)

ad, 0345-5299999 (ISLAMABAD, VEHARI)

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wn or on the road or while being based in another city) because of this audience ascribed to an FM Chan

nel License is an estimation with significant assumptions done. We would therefore advise caution in inte

interpretation especially.