

Media Consumption Data in Pakistan for  
Freedom Network



Top 10 Newspapers in Pakistan		Audience Share	Estimated %
Ranking	Newspaper Name		
1	Jang	27	%
2	Express	18	%
3	Nawa-i-Waqt	14	%
4	Khabraan	11	%
5	Kawish	5	%
6	Dawn	3	%
7	Mashriq	3	%
8	Awaz	2	%
9	Koshish	2	%
10	Ummat	1	%
11	Jasarat	1	%

\* Now closed and may therefore be dropped and therefore we have added an additional newspaper

**Notes**

1. The % reported here show share of a particular Newspaper among Newspaper Readers on an average day. The numbers presented here are estimates as some individuals read multiple newspapers.
2. Newspaper markets in Pakistan are regional - every region has its own top newspaper , regions have different ethnic composition, there are different editions, newspapers vary in terms of their organizational profile. Therefore we advise caution in using the estimates at National Level.
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 staggered 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. People who read

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