

XIII. ACCESS TO MASS MEDIA AND USE OF INFORMATION/COMMUNICATION TECHNOLOGY

The MICS Punjab, 2014 collected information on exposure to mass media and the use of computers and the internet. The information was collected on exposure to newspapers, 1magazines, radio and television among women age 15-49 years, while the questions on the use of computers and the internet were asked to the age group of 15-24 years only.

Access to Mass Media

The proportion of women age 15-49 years who read a newspaper or magazine, listen to the radio and watch television at least once a week is shown in table MT.1. According to the data in the table, 11 percent of women in Punjab read a newspaper or magazine, 5 percent listen to the radio, and 64 percent watch television at least once a week. Overall, 34 percent do not have regular exposure to any of the three types of media, while 66 percent are exposed to at least one and 1 percent to all the three on a weekly basis.

Table MT.1: Exposure to mass media							
Percentage of women age 15-49 years who are exposed to specific mass media on a weekly basis, Punjab, 2014.							
	Percentage of women age 15-49 years who:						
	Read a newspaper at least once a week	Listen to the radio at least once a week	Watch television at least once a week	All three media at least once a week ¹	Any media at least once a week	None of the media at least once a week	Number of women age 15-49 years
Punjab	11.1	4.5	63.7	1.3	66.1	33.8	53,668
Area of residence							
Rural	7.4	3.7	54.0	0.8	56.3	43.5	35,043
All Urban	18.0	6.0	82.0	2.3	84.4	15.5	18,625
Major Cities	20.3	8.2	85.7	3.3	88.3	11.6	9,781
Other Urban	15.6	3.5	77.9	1.1	80.1	19.8	8,844
Age							
15-19	14.3	6.9	69.1	2.0	72.5	27.4	11,158
20-24	15.0	7.2	70.3	2.4	73.3	26.6	9,960
25-29	11.6	4.1	65.1	1.1	67.8	32.2	9,114
30-34	8.7	2.8	59.9	0.9	61.5	38.4	7,558
35-39	8.6	2.7	60.0	0.7	61.6	38.2	6,251
40-44	6.9	1.9	56.1	0.3	57.7	42.1	5,078
45-49	5.3	1.8	52.9	0.3	54.2	45.8	4,548
Women's education^a							
None/pre-school	0.2	1.7	42.7	0.0	43.5	56.4	20,887
Primary	6.0	3.0	65.8	0.3	68.2	31.4	9,296
Middle	12.3	5.1	75.1	1.2	78.4	21.5	5,714
Secondary	18.7	6.8	80.6	2.1	84.4	15.6	8,837
Higher	33.5	10.0	86.5	4.6	90.6	9.4	8,916
Wealth index quintile							
Lowest	1.1	1.8	22.2	0.1	24.0	75.8	9,271
Second	4.1	2.9	50.8	0.3	53.0	46.9	10,353
Middle	8.4	4.0	67.6	0.7	70.3	29.6	10,898
Fourth	12.5	5.1	79.2	1.3	81.8	18.1	11,528
Highest	26.3	8.0	89.3	3.7	91.8	8.2	11,617

Table MT.1: Exposure to mass media

Percentage of women age 15-49 years who are exposed to specific mass media on a weekly basis, Punjab, 2014.

	Percentage of women age 15-49 years who:						Number of women age 15-49 years
	Read a newspaper at least once a week	Listen to the radio at least once a week	Watch television at least once a week	All three media at least once a week ¹	Any media at least once a week	None of the media at least once a week	
Division							
Bahawalpur	6.1	2.6	53.6	0.7	55.3	44.6	5,369
D.G. Khan	5.5	3.7	39.2	0.5	41.8	58.1	4,563
Faisalabad	9.4	4.2	64.8	1.0	66.7	33.2	6,796
Gujranwala	14.7	4.4	73.3	1.4	76.3	23.6	8,328
Lahore	14.7	6.9	78.1	2.5	80.1	19.7	9,685
Multan	9.5	5.1	54.3	1.2	57.1	42.7	5,887
Rawalpindi	14.9	6.1	72.5	1.5	75.8	24.2	5,086
Sahiwal	8.3	2.3	54.9	0.4	56.4	43.6	3,685
Sargodha	10.7	2.4	59.7	0.9	61.9	38.0	4,270
Punjab	11.1	4.5	63.7	1.3	66.1	33.8	53,668
¹ MICS indicator 10.1 - Exposure to mass media							
^a Total includes 15 unweighted cases of women's education missing							

Among divisions, exposure to any media was highest in Lahore (80%) followed by Rawalpindi division (76%) and lowest in DG Khan (42%). Women in households in the wealthiest quintile are most likely to be exposed to any type of media (92%). Strong differentials by area of residence and women's education are also observed for exposure to any media at least once a week. Eighty four percent of urban women are exposed to any media compared to 56 percent of rural women.

Women with higher education are more likely to be exposed to all the three types of media than women with primary education. Exposure to all three types of media is also higher among women from wealthier households and from urban areas.

Use of Information/Communication Technology

The questions on computer and internet use were asked only to women age 15-24. As shown in Table MT.2, 26 percent of women in this age group have ever used a computer, 21 percent during the last year and 14 percent at least once a week during the last month. Overall, 14 percent of the women have ever used the internet, while 12 percent of women used internet during the last year. The proportion of young women who used the internet "more frequently", or "at least once a week" during the last month, is smaller, at about 9 percent.

As expected, both the computer and internet use during the last 12 months is more widespread among women age 15-19. At division level, proportion of women using a computer during the last year being lowest (9%) in DG Khan division and highest (32%) in Lahore division. Use of a computer and the internet is also strongly associated with area of residence, women's education and wealth status of the household.

Only 4 percent of women of age group 15-24 with primary education reported using a computer during the last year, while more than half (57%) of the women with higher education during the same period used a computer. Similarly, higher utilization of the internet is observed among the women in urban areas (24%) compared to women in rural areas (6%). The proportion is higher (41%) for women

living in households in the highest quintile compared to less than 1 percent of women living in the households in the lowest quintile.

Table MT.2: Use of computers and internet

Percentage of young women age 15-24 years who have ever used a computer and the internet, percentage who have used during the last 12 months, and percentage who have used at least once weekly during the last one month, Punjab, 2014.

	Percentage of women age 15-24 who have:						Number of women age 15-24 years
	Ever used a computer	Used a computer during the last 12 months ¹	Used a computer at least once a week during the last one month	Ever used the internet	Used the internet during the last 12 months ²	Used the internet at least once a week during the last one month	
Punjab	26.4	21.4	13.6	13.7	12.4	8.9	21,119
Area of residence							
Rural	17.1	13.1	7.5	7.0	6.2	4.1	13,886
All Urban	44.3	37.5	25.4	26.4	24.2	18.2	7,233
Major Cities	49.9	42.4	29.4	31.9	29.6	22.6	3,681
Other Urban	38.6	32.3	21.2	20.7	18.6	13.6	3,552
Age							
15-19	26.4	21.8	13.4	12.0	10.8	7.6	11,158
20-24	26.5	21.0	13.8	15.6	14.0	10.3	9,960
Women's education^a							
None/pre-school	0.9	0.4	0.2	0.1	0.1	0.0	4,801
Primary	5.5	3.7	2.1	0.8	0.6	0.5	3,831
Middle	16.0	11.2	5.0	3.9	3.4	2.1	2,882
Secondary	35.7	28.2	15.8	14.3	12.5	7.7	4,919
Higher	66.5	56.8	39.7	43.5	40.0	30.5	4,677
Wealth index quintile							
Lowest	1.8	0.8	0.1	0.2	0.1	0.0	3,278
Second	6.5	4.1	1.7	0.8	0.6	0.3	4,273
Middle	17.8	12.7	6.3	5.0	4.0	2.1	4,523
Fourth	33.7	25.9	14.0	14.6	12.6	7.8	4,648
Highest	65.4	57.8	42.2	44.2	41.3	32.0	4,398
Division							
Bahawalpur	14.3	12.1	8.6	6.3	6.0	4.6	2,102
D.G. Khan	12.4	9.1	4.6	4.6	3.8	2.3	1,682
Faisalabad	23.1	18.8	12.9	11.4	10.2	7.9	2,732
Gujranwala	30.9	25.5	16.9	17.3	16.1	12.0	3,446
Lahore	39.1	32.4	19.7	21.3	19.0	13.8	3,883
Multan	22.0	17.9	9.5	9.7	8.7	5.4	2,307
Rawalpindi	38.9	31.2	21.4	23.3	21.1	15.4	1,885
Sahiwal	20.1	14.3	9.1	8.5	7.6	5.2	1,441
Sargodha	20.1	15.7	9.6	9.3	8.4	5.7	1,642

¹ MICS indicator 10.2 - Use of computers

² MICS indicator 10.3 - Use of internet

^a Total includes 7 unweighted cases of women's education missing