

Sindh 2018-19



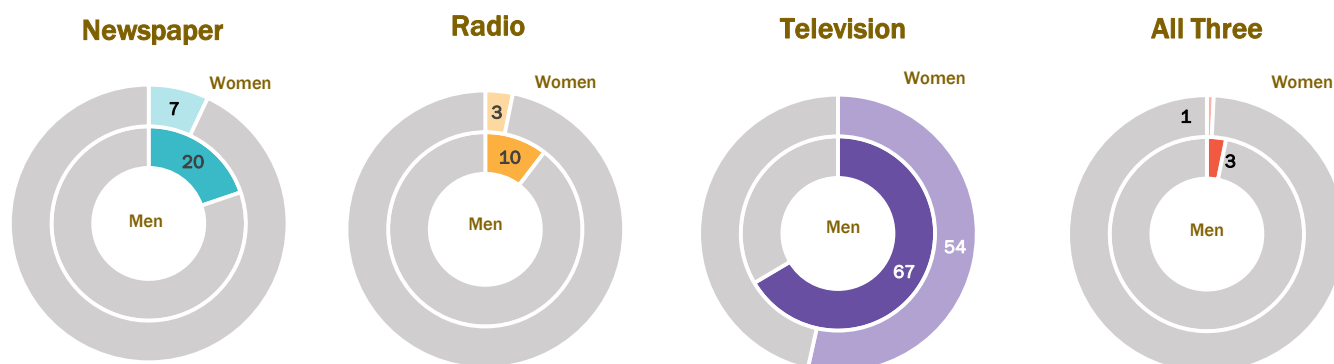
Mass Media, Communications & Internet

Multiple Indicator
Cluster Surveys

Exposure to Mass Media



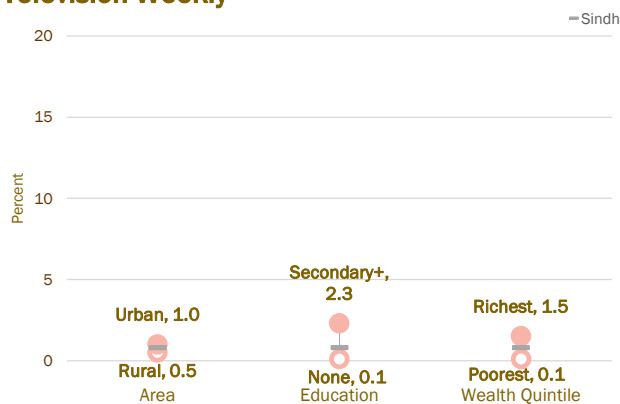
Bureau of Statistics
Planning & Development Department
Government of Sindh



Percentage of women & men age 15-49 years who are exposed to specific mass media (newspaper, radio, television) on a weekly basis and percentage of women & men age 15-49 who are exposed to all three on a weekly basis

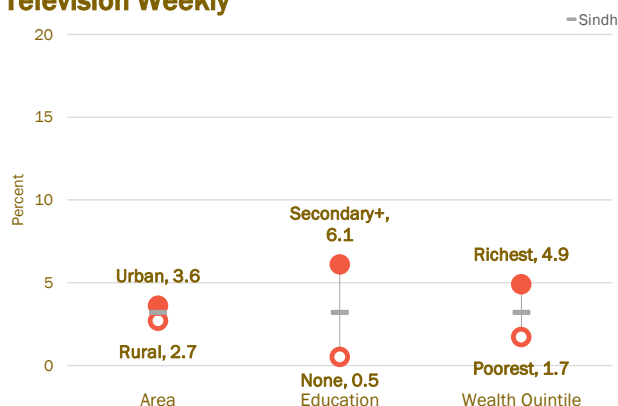
Inequalities in Access to Mass Media

Women with Access to Newspaper, Radio & Television Weekly



Percentage of women age 15-49 years who are exposed to newspaper, radio, and television on a weekly basis

Men with Access to Radio, Newspapers & Television Weekly



Percentage of men age 15-49 years who are exposed to newspaper, radio, and television on a weekly basis

Key Messages

- Watching television is the most common and accessible exposure to media amongst women and men in Sindh province. 67% of men and 54% of women in Sindh province watch television at least once a week.
- Amongst people 15-49 years in Sindh province, only 7% of women and 20% of men read a newspaper at least once a week. Only 3% of women and 10% of men listen to the radio at least once a week.
- People who live in rural or poor households are far less likely to own a computer/laptop or tablet or have internet in their households.
- While ownership of a mobile telephone is common in Sindh province, urban households are more likely to own a mobile telephone than are rural household (95% and 83% respectively). Similarly, nearly all households in the wealthiest quintile (99%) reported owning a cell phone compared to households in the poorest quintiles (75%).
- Men are more than twice as likely to use a computer/laptop or tablet (14%) than are women (5%) and almost three times as likely to use internet (28% for men compared to 10% for women).
- Women who live in rural areas, have no education and are poor are far less likely to use a mobile phone than other women or men, including men who also live in rural areas, have low levels of education or are poor.
- Overall households in Karachi division reported more ownership of ICT equipment and internet at home than other divisions in Sindh province.

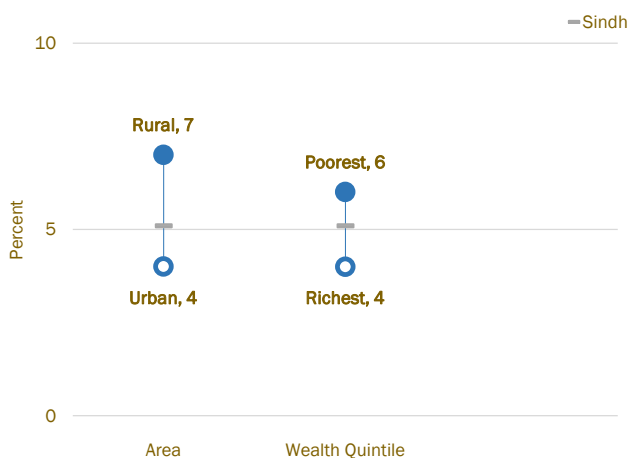
Household Ownership of Information & Communication Technology (ICT) Equipment & Internet at Home

Division	Radio	Television	Telephone-Fixed line	Telephone-Mobile	Computer/Laptop/Tablet	Internet at Home
Sindh	5.1	59.7	2.7	89.6	10.6	17.7
Hyderabad	7.4	47.2	2.0	82.4	5.6	7.3
Karachi	2.1	82.7	4.6	95.7	19.3	33.7
Larkana	6.4	44.5	1.0	85.1	4.7	6.8
Mirpur Khas	6.3	28.1	2.0	88.4	4.2	8.5
Shaheed Benazir Abad	8.9	49.8	1.2	86.1	3.9	7.7
Sukkur	5.4	53.4	1.2	91.7	6.7	9.7

Percentage of households which own a radio, television, telephone-fixed line, telephone-mobile, computer/laptop/tablet and that have access to the internet at home

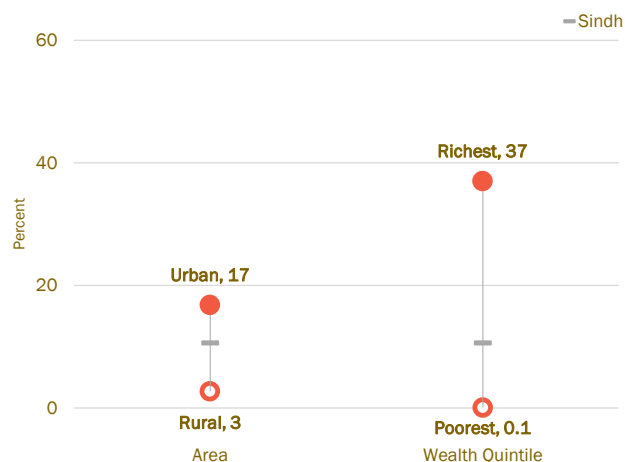
Inequalities in Household Ownership of ICT Equipment & Internet at Home

Household Ownership of a Radio



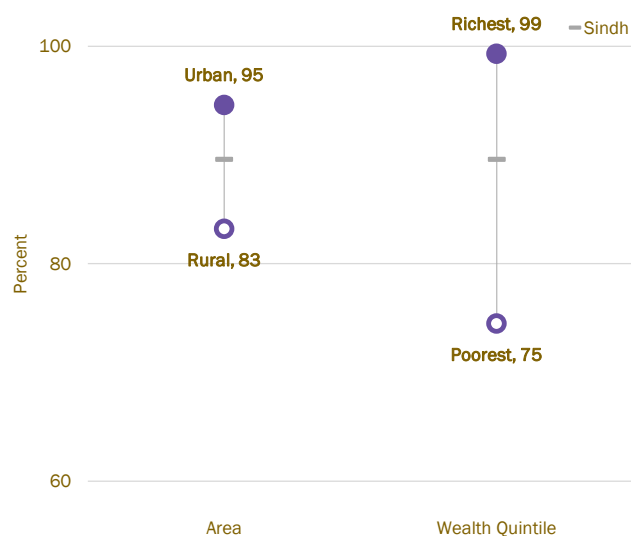
Percentage of households with a radio at home

Household Ownership of a Computer/ Laptop /Tablet



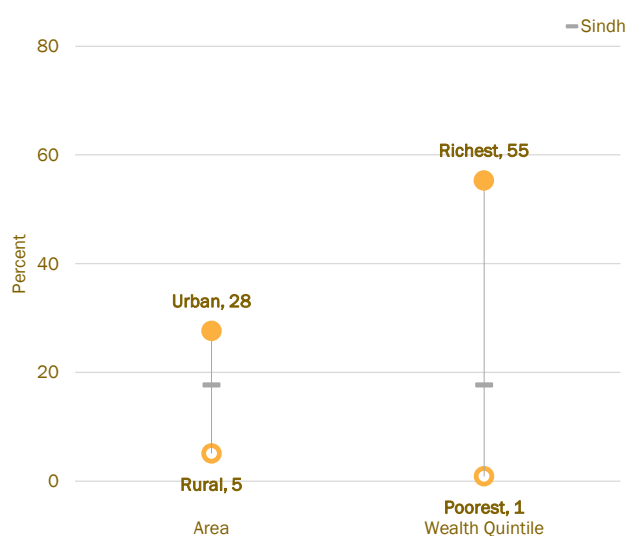
Percentage of households with a computer/ Laptop/ Tablet at home

Household Ownership of a Mobile Telephone



Percentage of households with mobile telephone

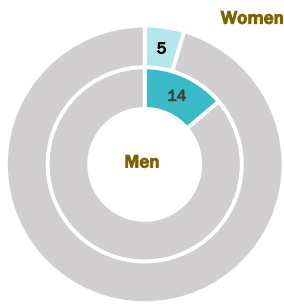
Households with Internet



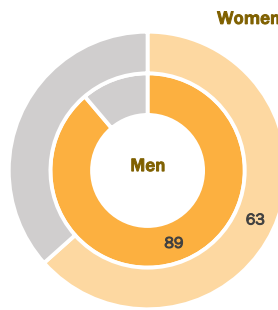
Percentage of households with access to the internet at home

Use of Information & Communication Technology

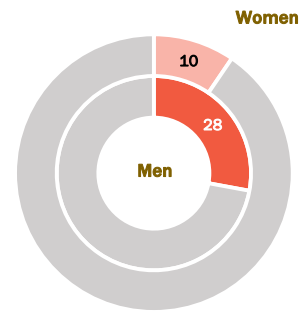
Computer/ Laptop/ Tablet Use



Mobile Phone Use



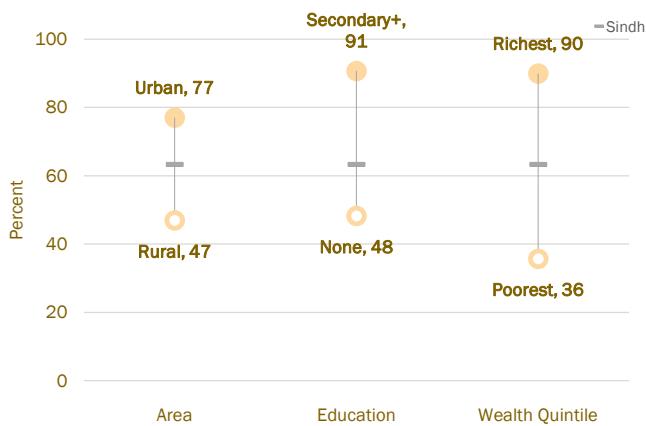
Internet Use: SDG17.8.1



Percentage of women and men age 15-49 years who during the last 3 months used a computer/ Laptop/ Tablet, used a mobile phone and used the internet

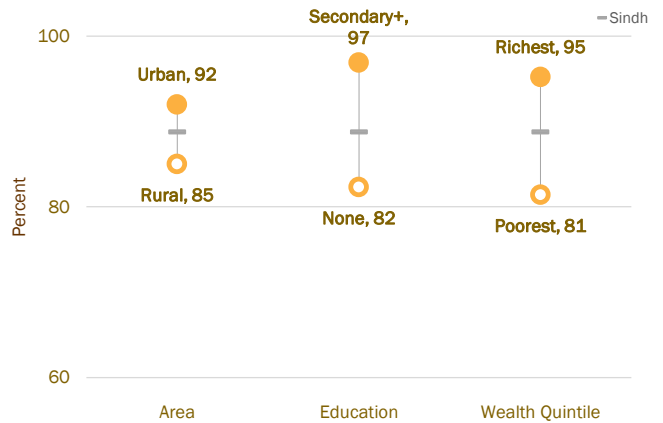
Disparities in Use of Information & Communication Technology

Disparities in Mobile Phone Use among Women



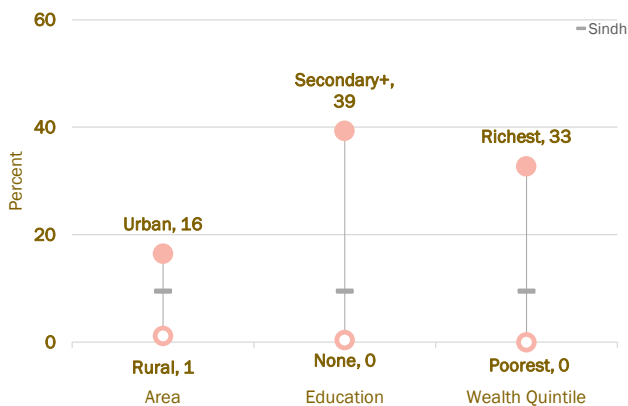
Percentage of women age 15-49 years who during the last 3 months used a mobile phone

Disparities in Mobile Phone Use among Men



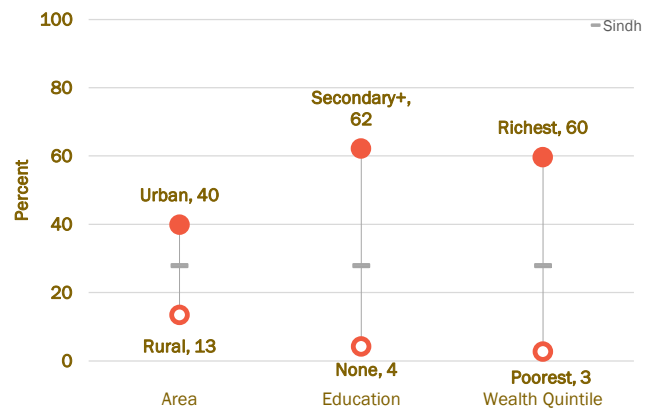
Percentage of men age 15-49 years who during the last 3 months used a mobile phone

Disparities in Internet Use among Women: SDG17.8.1



Percentage of women age 15-49 years who used the internet in the last 3 months

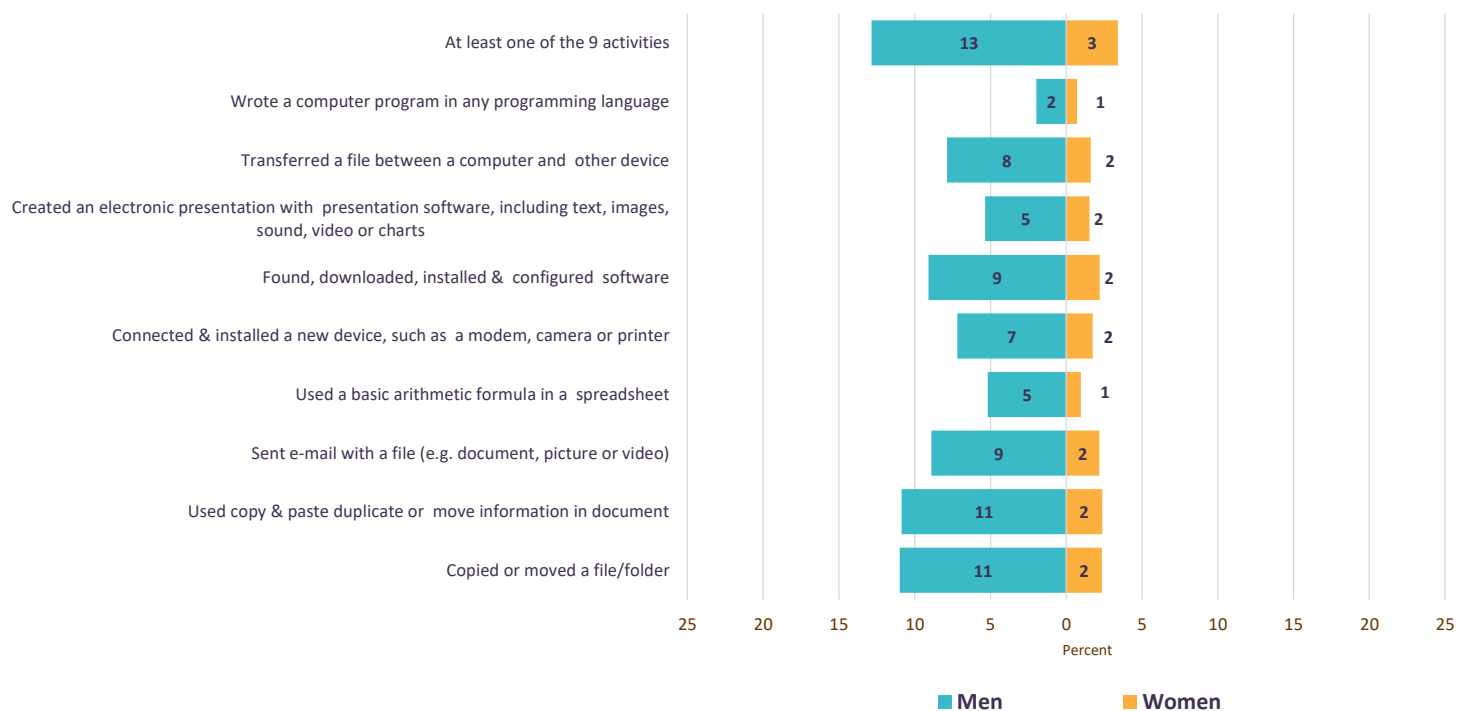
Disparities in Internet Use among Men: SDG17.8.1



Percentage of men age 15-49 years who used the internet in the last 3 months

Information & Communication Technology (ICT) Skills

Specific Computer Skills



Percentage of women and men age 15-49 years who in the last 3 months have carried out specific computer related activities and the percentage who have carried out at least one of these activities

Divisional Data on ICT Use & Skills among Women

Division	Computer/ Laptop/ Tablet Use	Mobile Phone Use	Internet Use	Performed at Least 1 computer-related activity
Sindh	4.6	63.4	9.5	3.4
Hyderabad	2.2	42.8	4.4	1.8
Karachi	9.9	81.2	21.5	7.4
Larkana	2.1	52.5	3.0	1.5
Mirpur Khas	1.2	58.0	2.2	0.5
Shaheed Benazir Abad	1.1	64.5	1.6	0.8
Sukkur	1.7	63.4	2.4	1.2

Percentage of women age 15-49 years who during the last 3 months used a computer/ Laptop/ Tablet, used a mobile phone and used the internet and percentage who performed at least 1 computer-related activity

The Sindh Multiple Indicator Cluster Survey (MICS) was carried out in 2018-19 by the Sindh Bureau of Statistics, Planning and Development Department as part of the global MICS programme. Technical support was provided by the United Nations Children's Fund (UNICEF). UNICEF and Government of Sindh provided financial support.

The objective of this snapshot is to disseminate selected findings from the Sindh MICS 2018-19 related to Mass Media, Communications & Internet. Data from this snapshot can be found in table SR9.1W, SR9.1M, SR 9.2, SR9.3W, SR9.3M, SR9.4W and SR9.4M in the Survey Findings Report.

Further statistical snapshots and the Survey Findings Report for this and other surveys are available on www.sindhbos.gov.pk and www.mics.unicef.org/surveys.