



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

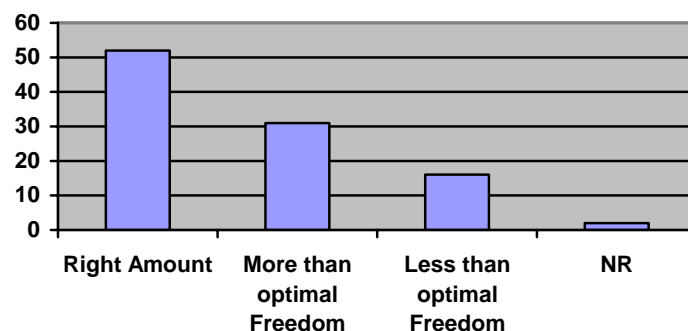
More Than Half of all Pakistanis Believe Media is Un-biased; Almost Two Thirds Want Media to Work Free of Government Control: GILANI POLL/GALLUP PAKISTAN

Islamabad, May 19, 2009

Media in Pakistan has flourished in the past few years; a large number of private television and radio channels and newspapers are available to the public to keep abreast with national and international news. This has given media a lot of freedom which it lacked earlier. According to a Gilani Research Foundation survey carried out by Gallup Pakistan to understand people's perceptions about media, more than half of all Pakistanis (52%) believe that media has the right amount of freedom. In comparison with the western media, more people prefer Pakistani media as 40% of the respondents claim it is better than western media. Interestingly a large number of people (76%) believe that Pakistani media is un-biased to a great or some extent.

When the respondents were asked "*In your view does the media in our country have the right amount of freedom, less, or more freedom than required?*" the results indicate that majority (52%) claim it has the right amount of freedom, while 31% of the respondents believe that media has more than optimal freedom and 16% said it has less freedom than required. Two percent (2%) gave no response.

"Does the media in our country have the right amount of freedom, less, or more freedom than required?"



Source: Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

To understand public's opinion on media and its freedom the respondents were asked "*Some people believe that media should work according to the guidelines set by the government, whereas others believe that there should be no interference and it should be allowed to work freely. What is your opinion?*" Almost two out of three Pakistanis (64%) would like media to be free of any interference, and 20% prefer media to work according to the guidelines set by the government. Sixteen percent (16%) were unsure or gave no response.

In the follow up questions the respondents were asked about the general behavior of the media with regards to broadcasting news. When they were asked whether media should broadcast live scenes of a site right after a suicide bomb blast, interestingly, 55% of the respondents want media to broadcast such news and 44% said that media should not show live footage of a site right after a suicide bomb blast. In the next question the respondents were asked “*In your view, should the news, which give bad name to the country, but create awareness amongst the public, be broadcasted or not?*” The data reveals that majority (56%) do not want media to show such news, while 46% believe that news should be broadcasted irrespective.

“*In your view should our media broadcast live scenes of a site right after a suicide bomb blast?*”

Yes	55%
No	44%
No response	1%

“*In your view, should the news, which give bad name to the country, but create awareness amongst the public, be broadcasted or not?*”

Yes	43%
No	56%
No response	1%

Source: Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

When the respondents were asked “*In your view, to what extent is our media unbiased?*” twenty percent (20%) said it is unbiased to a great extent, 56% of the respondents believe that media is unbiased to some extent while 22% believe Pakistani media is biased. Two percent (2%) gave no response.

In comparison to the western media, Pakistani media is preferred by 40% of the respondents. Twenty seven percent (27%) think western media is better while for 29% of the respondents there is no difference between Pakistani and the western media. Five percent (5%) were unsure or gave no response.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2751 men and women in rural and urban areas of all four provinces of the country, during April 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on media related and other issues see website www.gallup.com.pk

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