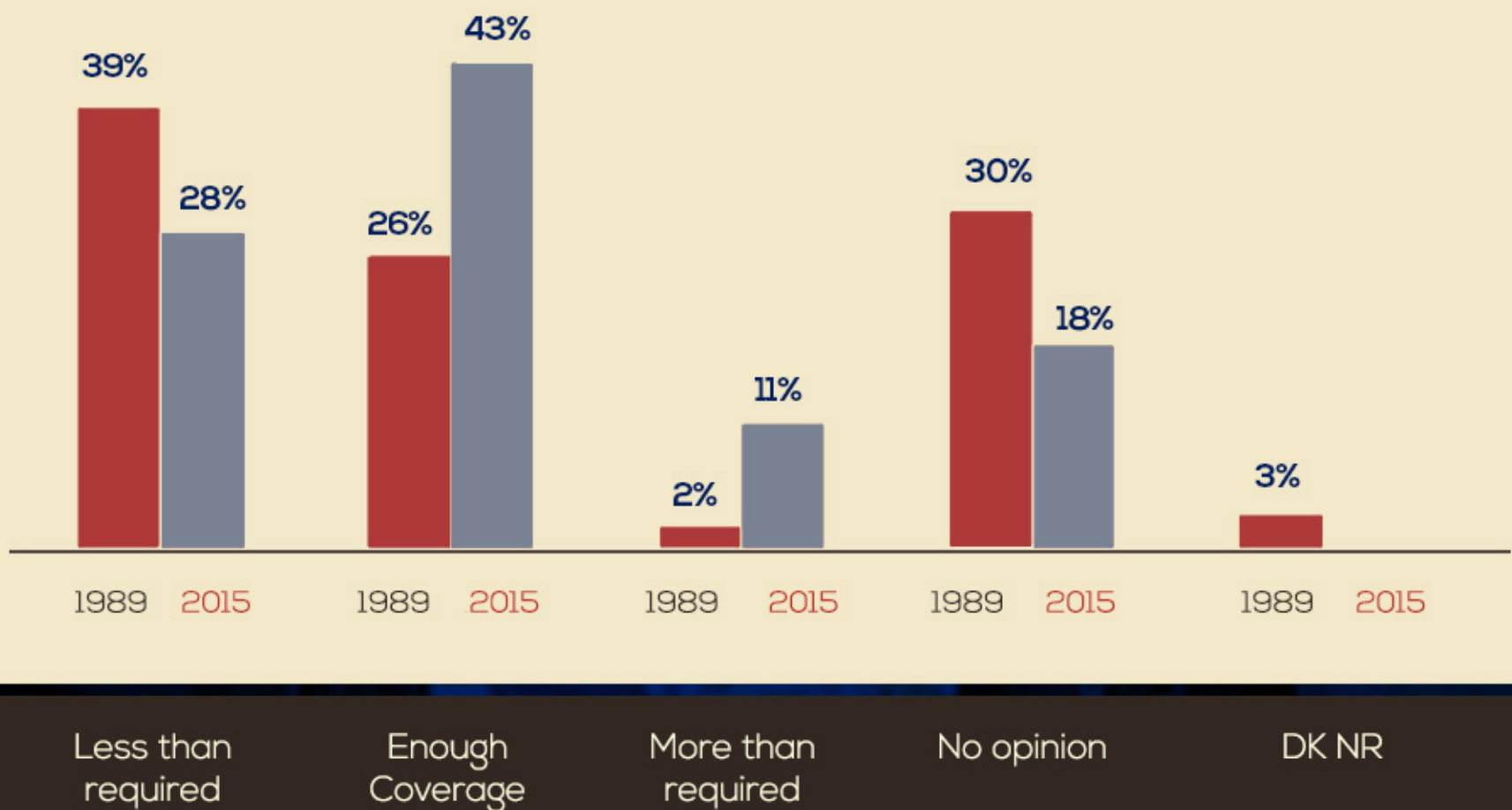


TELEVISION CHANNELS SEEN TO BE INCREASINGLY FAIR IN PROVIDING OPPOSITION LEADERS ENOUGH COVERAGE.

Some people complain that opposition leaders are not given coverage on TV. In your opinion those opposing the government are given ample coverage, more coverage than required or less coverage than required?





Public Opinion in Pakistan in the Year 1989

MEDIA Television

(1989-2015): Television channels seen to be increasingly fair in providing opposition leaders enough coverage. GILANI POLL/GALLUP PAKISTAN

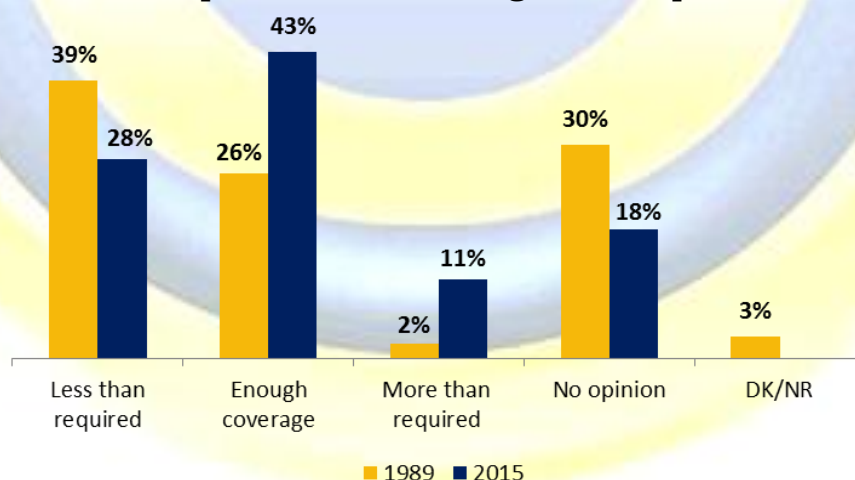
Islamabad, April 24, 2015

According to a Gallup Pakistan National Survey conducted in the year 1989 (26 years ago), 39% Pakistanis believed that the coverage for opposition leaders on television was less than required; 26% thought it was enough. *This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.*

Twenty-six years ago, a nationally representative sample of men and women, from across the four provinces was asked “Some people complain that opposition leaders are not given coverage on TV. In your opinion those opposing the government are given ample coverage, more coverage than required or less coverage than required?” In response, 39% respondents said that the television coverage for opposition leaders was less than required, 26% said that the television coverage for opposition leaders was enough, 2% felt that the coverage was more than required, while 30% respondents did not have an opinion on the issue and 3% did not respond.

Comparative Picture: This question was asked again in 2015 to enable a concrete comparison. Public opinion in Pakistan about television coverage of opposition leaders seems to have changed significantly in the intervening years. In 2015, 28% respondents said that the television coverage for opposition leaders is less than enough, 43% believe that opposition leaders receive enough coverage, while 11% believe that opposition leaders receive more than required coverage, and 18% respondents have no opinion. The percentage of respondents who believe that opposition leaders receive enough coverage has increased by 17%, while those who think that coverage is more than required have also increased to 11% from just 2% in 1989. Meanwhile, there has been an 11% decrease in those respondents who said that the coverage was less than required.

Question: “Some people complain that opposition leaders are not given coverage on TV. In your opinion those opposing the government are given ample coverage, more coverage than required or less coverage than required?”



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.’



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Friday, April 24 2015

(3 Pages including this)

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 Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2015)