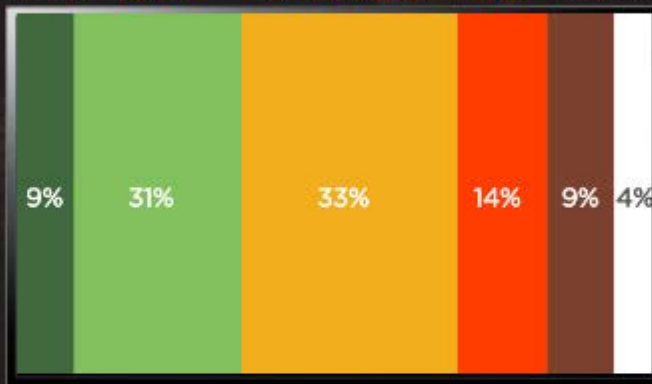


40% PAKISTANIS BELIEVE THAT THE PERFORMANCE OF MEDIA WAS GOOD LAST YEAR.

VERY GOOD GOOD APPROPRIATE BAD VERY BAD DK/NR



Please tell, what do you think about the performance of media in the last year: very good, good, appropriate, bad or very bad?



Opinion Poll

Media General

40 % Pakistanis believe that the performance of media was good last year. GILANI RESEARCH FOUNDATION (GRF POLL)

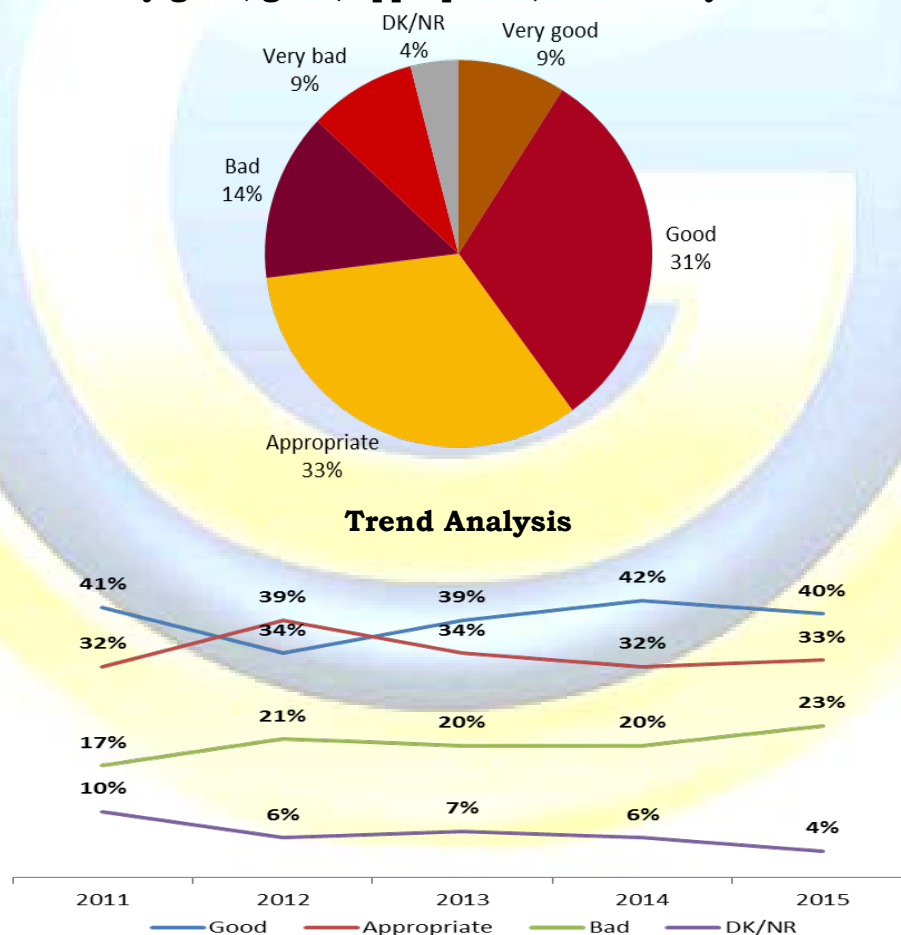
Islamabad, February 18, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 40% Pakistanis opine that the performance of media was good last year.

A nationally representative sample of adult men and women, from across the four provinces was asked, "Please tell, what do you think about the performance of media in the last year: very good, good, appropriate, bad or very bad?" In response to this question, 9% said it was very good, 31% said it was good, 33% said it was just appropriate and 14% said it was bad. 9% respondents said performance of media was very bad and 4% did not respond.

This question was also asked in previous years. In 2011, 41% Pakistanis said that the performance of media was good, 32% said it was appropriate and 17% said it was bad. In 2012, 34% respondents said that the performance of media was good, 39% said that it was satisfactory and 21% said that it was bad. In 2013, a greater percentage of respondents said that performance of media was good (39%) while 34% said that it was appropriate and 20% said that it was bad. Likewise, in 2014, 42% respondents said that performance of media was good while 32% said that it was just appropriate and 20% said that it was bad.

Question: "Please tell, what do you think about the performance of media in the last year: very good, good, appropriate, bad or very bad?"



Source: GRF Poll

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1843 men and women in rural and urban areas of all four provinces of the country, during December 28 – January 04, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Thursday February 18, 2016

(3 Pages, English version Only)

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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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)