

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.

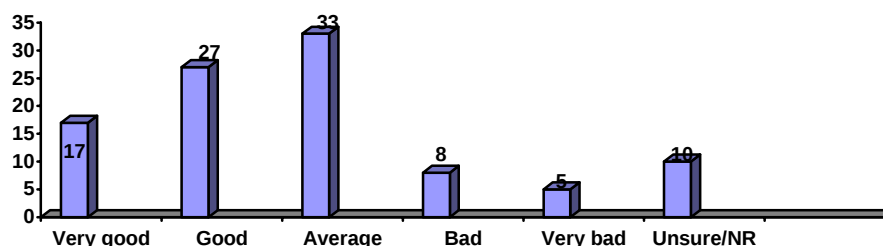
Perceptions about the Performance of Pakistani Media: GILANI POLL / GALLUP PAKISTAN

Islamabad, December 21, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, Pakistani media is performing well according to 44% of the public, average (tolerable) as cited by 33% while 13% believe it is performing poorly and 10% were unsure or gave no response. About media's truthfulness more than half of all Pakistanis (57%) believe that media presents the truth to a great or at least some extent, 30% has little or no belief in the authenticity of the news shown and 13% were unsure or gave no response.

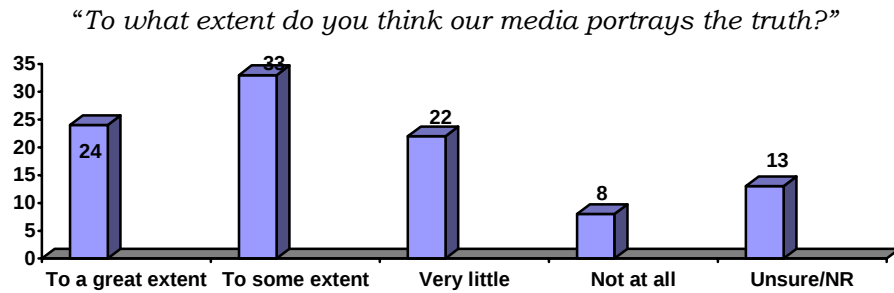
A nationally representative sample of men and women from across the country were asked “*What is your opinion about the overall performance of the Pakistani media?*” Seventeen percent (17%) believe it is very good, 27% claimed Pakistani media is doing good whereas 33% believe it is only average (tolerable). According to 8% Pakistani media has a poor performance, 5% said very poor performance and 10% were either unsure or gave no response. It is seen that a proportionately higher percentage of ruralites, young Pakistanis and men appreciate the overall performance of national media.

“*What is your opinion about the overall performance of the Pakistani media?*”



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

In a follow up question the respondents were asked “*To what extent do you think our media portrays the truth?*” Twenty four percent (24%) said to a great extent, 33% claimed to some extent whereas 22% believe Pakistani media shows very little truth and 8% believe it doesn't show true picture at all. The remaining 13% of the respondents were either unsure or gave no response. The data shows that a proportionately higher percentage of younger Pakistanis and men believe in what the media shows whereas a proportionately higher percentage of people above 50 years of age do not believe in media at all.



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

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 2674 men and women in rural and urban areas of all four provinces of the country, during November 2009. Error margin is estimated to be approximately ± 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 social and other issues see website www.gallup.com.pk

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