



PRESS RELEASE (also emailed*/faxed separately)

Opinion Poll

TELEVISION

Talk Shows During August 2014

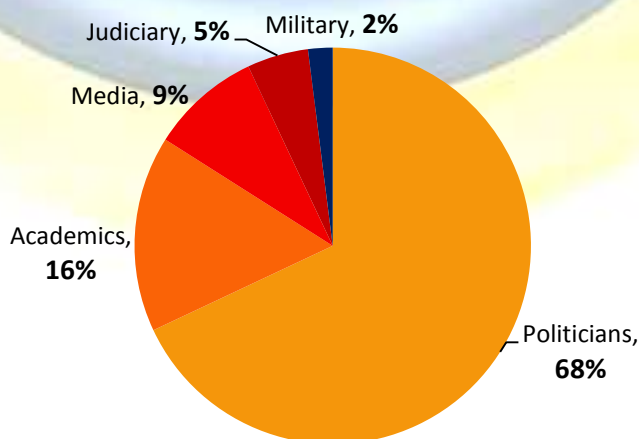
In the 8 Talk Shows analyzed during August 2014, 'Politics' was the main issue under discussion (71%), while majority of the guests were politicians (68%) and PML-N was the political party with the most airtime representation (36%). GALLUP Pakistan

Islamabad, September 17, 2014

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Security' was the main issue under discussion (71%), while majority of the guests were politicians (68%) and PML-N was the political party with the most airtime representation (36%). The duration of the analysis is June 2014.

Content analyses of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) consisting of a total of 83 episodes aired on different cable television networks was conducted for August 2014. The topics discussed on these shows were distilled into 7 broad categories: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security' and 'Miscellaneous'. Issues that were discussed less frequently, for example sports and socio-cultural subjects, have been included in the "Miscellaneous" category.

On average 4 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were 108 unique guests out of a total of 307 guests in the 83 episodes analyzed. Furthermore, majority of the guests were Politicians (68%), followed by Academics including professors, defense analysts and senior analysts at 16%. Media persons such as Journalists and Experts took the next spot at 9%. 5% of the guests invited were Judiciary Members while Military persons took 2% of the air-time. Maximum representation amongst Political Parties was from Pakistan Muslim League (PML-N) at 36%, followed by Pakistan Tehreek-e-Insaaf (PTI) at 19% and Pakistan People's Party (PPP) at 17%. Members of Pakistan Awami Tehreek (PAT) formed 8% of the politicians invited while Muttahida Qaumi Movement (MQM) and Pakistan Muslim League (PML-Q) each shared 4% of the total air-time respectively. Representatives of Awami National Party (ANP) had 3% participation in all talk shows. 9% of the politicians invited belonged to other parties.

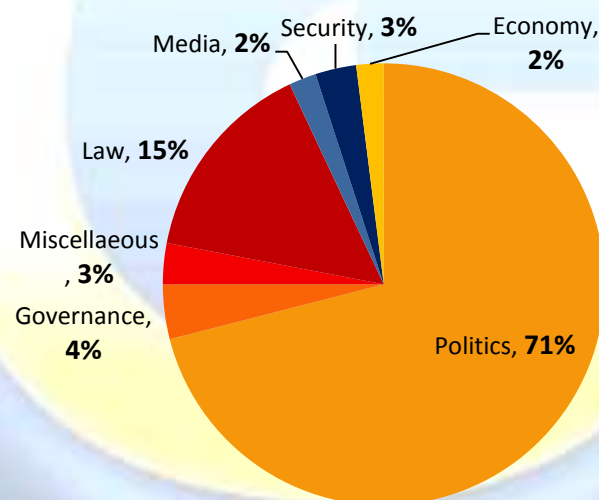


Source: Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Keeping in line with the current unstable political scenario in the country, issues related to ‘Politics’ dominated the airtime at 71%. Second most popular topic of discussion was Law at 15%, followed by Governance at 4%. Security and Miscellaneous issues (including IDPs from Waziristan and recent floods) each took 3% of the total distribution of topics under discussion. Issues pertaining to economy comprised 2% of the airtime while ‘Media’ also took 2% of the total time. Under the ‘Politics’ banner, the ‘Azadi and Inqilaab Marches by Imran Khan’s PTI and Dr. Tahirul- Qadri’s PAT’ took precedence over all other related issues, taking up 37% of the total ‘Politics’ airtime.

Other frequently discussed topics falling under the umbrella of politics include ‘Imran Khan’s agenda/demands during the Azadi March’ at 19%, followed by ‘Miscellaneous Political Issues’ such as Altaf Hussain’s Arrest, Lack of Consideration for Provinces and Ages of Leaders at 13%. This was followed by ‘Imran Khan and Tahirul- Qadri’s Demand for the Resignation of Prime Minister’ taking 10% of the total airtime. 8% of the remaining airtime was taken by ‘Tahirul- Qadri’s demands during the Inqilaab March’. The topic ‘Role of Opposition Leaders, Government and Army to End the Long March’ shared 7% of the total time devoted to discussing Politics. The remaining 6% of time was given to ‘PTI/PAT negotiations with the Government’.

Under ‘Law’ category, ‘Electoral Reforms and the Formation of a Judicial Commission’ was the most popular topic (65%) followed by ‘FIR for the Model Town Incident’ (13%) and matters related to ‘Adherence of Constitution’ (9%). 9% of the airtime was dedicated to the discussion of ‘Supreme Court’s Order to Remove Containers near D-Chowk’. Lastly, ‘Implementation of Article 245’ was discussed 4% of the time.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

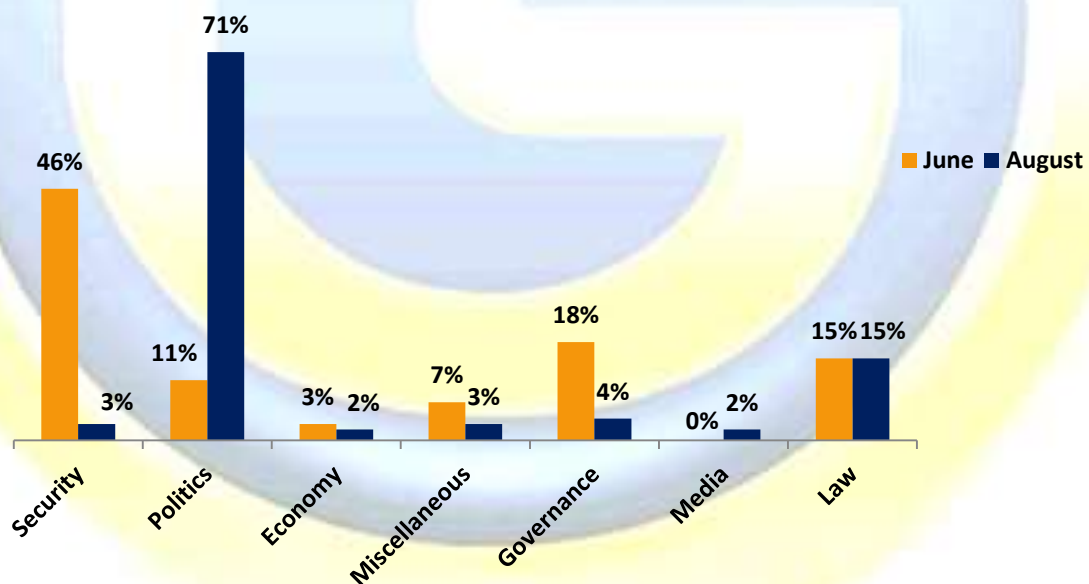
In ‘Governance’ the most frequently discussed issues include: ‘Performance of Government’ with 50% share of airtime, ‘Civil Disorder/ Disobedience’ at 33% and ‘Performance of National Assembly’ at 17%. Under the ‘Security’ heading, ‘Security of Red Zone’ and ‘All Parties National Security Conference addressing Operation Zarb-e-Azab’ were the most popular topics, each individually taking up 40% of the airtime devoted to Security. This was followed by coverage of ‘Core Commander’s Conference on Country’s Current Situation’ at 20%. ‘Nawaz Sharif’s Corruption’ led the discussions in the ‘Miscellaneous’ category with 50% of the total share, followed by ‘IDPs of Waziristan and Floods’, at 25%. The major economic themes discussed were the ‘Damage caused to Economy due to the Long Marches’ and the ‘Growth of Economy during Last One Year’. Topics about ‘Ban on Geo’ and ‘ISPR Press Releases and Press Conferences’ occupied the major portion of discussions on Media.

Commentary by Gallup Pakistan Media Research Consultancy Team:

Pakistan's media discourse over the last month has been dominated by discussions about the ongoing political turmoil, especially after Independence Day and the arrival of the two Long Marches in the Federal Capital Islamabad. Over the course of August, increased attention has been given by all talk shows to speculation about the causes, motives and expected outcome of the Azadi and Inqilaab Marches led by PTI's Imran Khan and PAT's Tahirul-Qadri respectively.

A noteworthy issue deprived of electronic media's attention during the month of August was Operation Zarb-e-Azab. This operation is very crucial for the future stability of Pakistan since elimination or curtailing of terrorism through Operation Zarb-e-Azab would mean better sense of security, lesser government spending on casualties of terrorism and more spending on development projects along with a more conducive environment for foreign and local investments. The coverage of this key topic was overshadowed by the hype and curiosity aroused by the Long Marches.

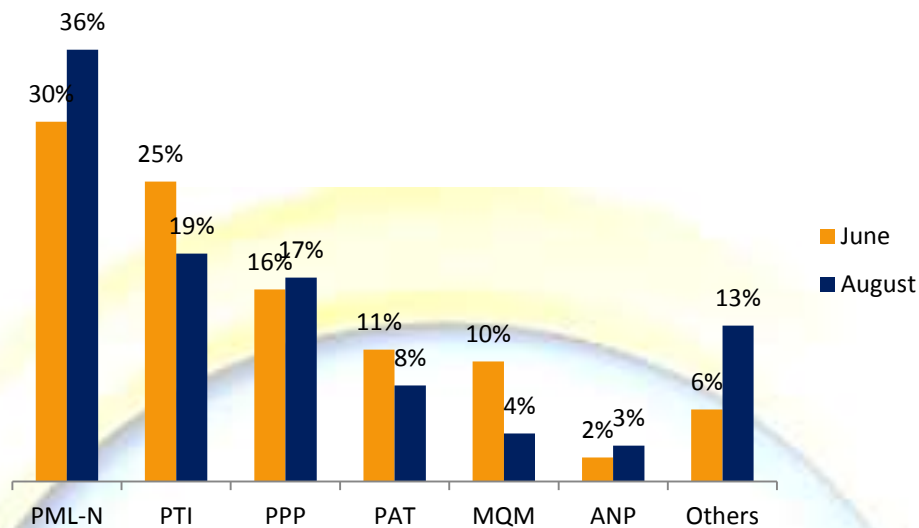
This study is part of a continuum and hence a comparison of current trends with past ones is helpful in establishing changing trends. A topic-wise comparison between the June 2014 Analysis with the August 2014 Analysis reveals that Politics as a category has risen in discussions drastically due to the political upheaval, going from 11% in June to 71% in August. Law related issues have maintained a stable position by staying at 15% in both months. Most important perhaps is the fact that discourse on Security situation has gone down from 46% in June to 3% in August, pointing to the fact that the two Long Marches have diverted attention from Operation Zarb-e-Azab and terrorism to politics in the Federal Capital.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Similarly, a comparison of representation of Political Parties shows that the presence of PML-N has increased somewhat while the presence of other major parties like PTI, PAT and MQM has declined. This may be due to the fact that the participants of the incumbent party PML-N were given more air-time to give their perspective on the issue of Azadi and Inqilaab March while the parties in limelight like PTI

and PAT had the opportunity to express their agenda via speeches during the 'jalsa'. PML-N speakers were also keen to defend their position and win the support of masses and so they captured more air-time.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

The study was released by Gilani Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is August 2014. This data was obtained after reviewing over 61 hours of video, spread over 8 talk shows (Off the Record; Capital Talk; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) and 83 episodes.

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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.

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