



Opinion Poll TELEVISION Talk Shows

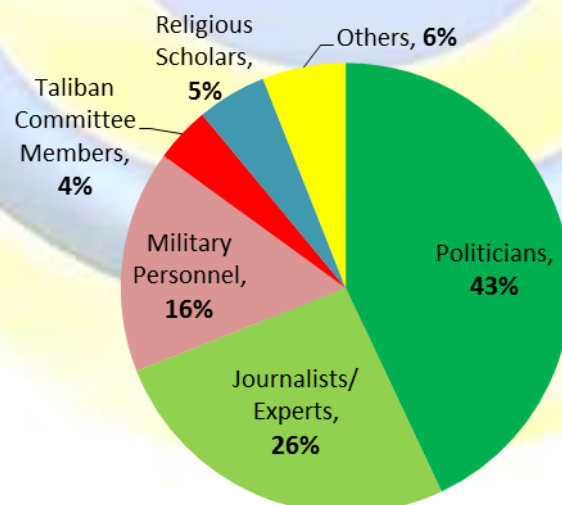
In the 9 Talk Shows analyzed, 'Security' was the main issue under discussion (46%) while majority of the guests were politicians (43%) and PPP was the political party with the most airtime representation. GILANI POLL/GALLUP PAKISTAN

Islamabad, Apr 25, 2014

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, in the 9 Talk Shows analyzed, 'Security' was the main issue under discussion (46%) while majority of the guests were politicians (43%) and PPP was the political party with the most airtime representation.

A content analysis of 9 popular current events talk shows (Off the Record; Aaj Kamran Khan Ke Saath; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Capital Talk and Tonight with Jasmeen) aired on different cable networks was conducted for October/November 2013 and February 2014. The topics discussed on these shows can be broken down into 5 broad categories namely, 'Economy', 'Governance', 'Law', 'Politics' and 'Security'. Less frequently mentioned topics such as sports and social news have been shelved under the "Miscellaneous" category.

On average 3 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were 226 unique guests in the 201 episodes viewed. Furthermore, majority of the guests were Politicians (43%), followed by Journalists and Experts at 26% and Military Personnel at 16%. 4% of the guests invited were Taliban Committee Members and 5% were Religious Scholars. Maximum representation amongst Political Parties was from Pakistan Peoples Party (PPP) at 24%, followed by Pakistan Tehreek-e-Insaaf (PTI) at 20% and Pakistan Muslim League-Nawaz (PML-N) at 17%. Members of Muttahida Quami Movement (MQM) formed 13% of the politicians invited whereas Jamat-e-Islami represented 8%. 6% of the politicians invited belonged to Jamat-e-Ulema-e-Islam-Fazal-ur-Rehman (JUI-F) and 12% represented other parties.



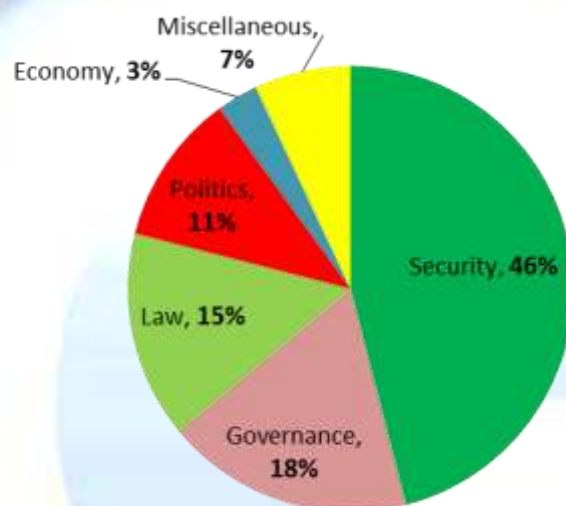
Source: Gallup and Gilani Surveys

the Pakistani affiliate of Gallup International Association
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Keeping in line with the current situation of the country, issues related to ‘Security’ dominated the airtime at 46%. Second most popular topic of discussion was Governance at 18%, followed by Law, Politics and Economy at 15%, 11% and 3%, respectively. Miscellaneous topics comprised 7% of the airtime. Under the ‘Security’ banner, the ‘Dialogue with Taliban’ took precedence over all other related issues, taking up 50% of the total ‘Security’ airtime.

Other frequently discussed topics include ‘Law and Order in Karachi’ at 20%, followed by ‘Terrorist Activities’ (14%), ‘Drone Attacks’ (7%) and ‘Missing Persons’ (2%). The remaining 6% constituted of other security related concerns. Under ‘Law’, ‘Musharraf’s Trial’ was the most popular topic (42%) followed by ‘Supreme Court’ (33%) and matters related to ‘Constitution’ (14%). 7% of the airtime was dedicated to the discussion of ‘Crime and Violation of Rights’ while the remaining 3% focused on other legal issues.



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In ‘Politics’ the most frequently discussed issues include: ‘Political Positions’ at 32%; ‘Rigging in Elections’ at 20% and ‘Politics of MQM’ and ‘Jamshed Dasti Allegations’ at 12% each. The remaining airtime (24%) was devoted to miscellaneous political issues. Under the ‘Governance’ heading, ‘Pakistan’s Foreign Relations’ was the most popular topic, taking up 34% of the airtime. This was followed by ‘Performance of PML-N’ at 28%, ‘Elections’ at 16% and ‘Appointment of National Accountability Bureau (NAB) Chairman’ at 13%. ‘Foreign Direct Investment’, ‘Inflation’ and ‘Improvement of the Economy’, each at 19%, were the major economic themes discussed. ‘Trade’ took up 13% of the airtime devoted to economic concerns, followed by a discussion on ‘Rupee Depreciation’ by 6%.

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 October/November 2013 and February 2014. This data was obtained after reviewing 118 hours of video, spread over 9 talk shows (Off the Record; Aaj Kamran Khan Ke Saath; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Capital Talk and Tonight with Jasmeen) and 201 episodes. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

