



Opinion Poll TELEVISION Talk Shows

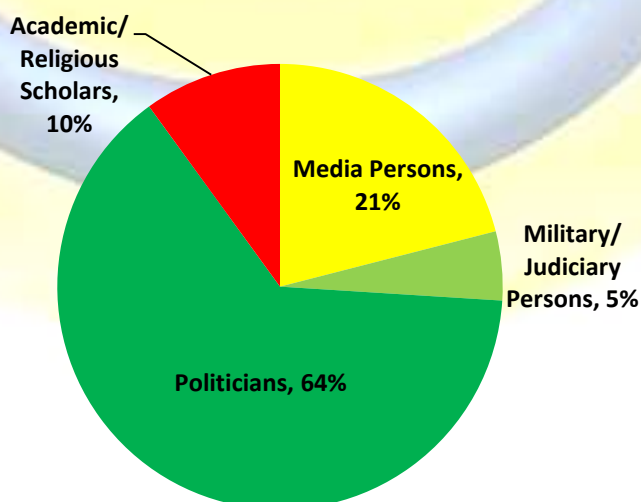
In the 8 Talk Shows analyzed during June 2014, 'Security' was the main issue under discussion (40%), while majority of the guests were politicians (64%) and PML-N was the political party with the most airtime representation. GALLUP Pakistan

Islamabad, August 4, 2014

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Security' was the main issue under discussion (40%), while majority of the guests were politicians (64%) and PML-N was the political party with the most airtime representation. The duration of the analysis is June 2014.

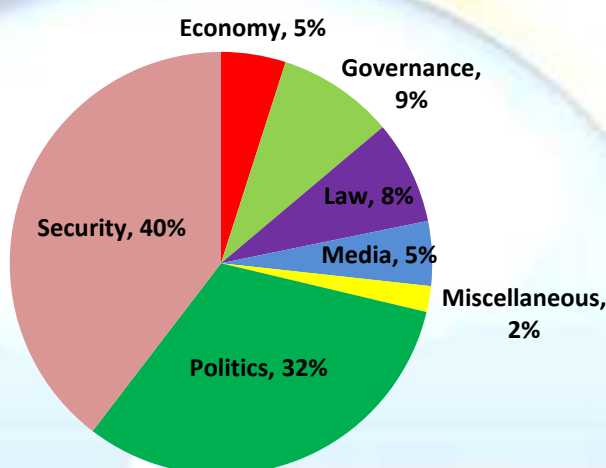
Content analysis of 8 popular current events talks shows (Off the Record; Aaj Kamran Khan Ke Saath; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) consisting of a total of 98 episodes aired on different cable television networks was conducted for June 2014. 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 3 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were 93 unique guests in the 98 episodes analyzed. Furthermore, majority of the guests were Politicians (64%), followed by Journalists and Experts at 21% and Religious/Academic Scholars at 10%. 5% of the guests invited were Military Persons/Judiciary Members. Maximum representation amongst Political Parties was from Pakistan Muslim League (PML-N) at 30%, followed by Pakistan Tehreek-e-Insaaf (PTI) at 25% and Pakistan People's Party (PPP) at 16%. Members of Pakistan Awami Tehreek (PAT) formed 11% of the politicians invited while Muttahida Qaumi Movement (MQM) represented 10%. 4% of the politicians invited belonged to Pakistan Muslim League (PML-Q) and 4% represented other parties.



Keeping in line with the current situation of the country, issues related to ‘Security’ dominated the airtime at 40%. Second most popular topic of discussion was Politics at 32%, followed by Governance and Law at 9% and 8% respectively. Media and Economy both took 5% of the total distribution of topics under discussion. Miscellaneous topics comprised 2% of the airtime. Under the ‘Security’ banner, the ‘Arrival of Dr. Tahir ul Qadri’ took precedence over all other related issues, taking up 35% of the total ‘Security’ airtime.

Other frequently discussed topics include ‘Attack on Karachi Airport’ at 19%, followed by ‘Operation Zarb- e- Azab’ (18%), ‘Model Town Incident’ (11%) and ‘US interference/ Drone Attacks (4%)’. The remaining 13% constituted of other security related concerns. Under ‘Law’, ‘Musharraf’s Trial’ was the most popular topic (47%) followed by ‘Rana Sanaullah and Lahore Police Inquiry Case’ (27%) and matters related to ‘Rule of Law’ (12%). 7% of the airtime was dedicated to the discussion of ‘Rape Cases’ and ‘New Laws in Saudi Arabia’.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

In ‘Politics’ the most frequently discussed issues include: ‘Arrest of Altaf Hussain in Money Laundering Case’ at 35%; ‘Imran Khan and Dr. Qadri’s stance on democracy’ at 15% and ‘Electoral Reform’ and ‘Imran Khan’s Demand for Re- Election’ at 13% each. The remaining airtime (24%) was devoted to miscellaneous political issues. Under the ‘Governance’ heading, ‘Government’s Steps to Help IDPs’ was the most popular topic, taking up 35% of the airtime devoted to Governance. This was followed by ‘Sharif’s Visit to India’ and ‘National Security Policy’ at 18% each, ‘Metro Bus’ at 12% and various Parliament related issues at 17%. ‘Budget 2014’, and ‘Economic Growth in PML-N’s First Year’, each at 18%, were the major economic themes discussed. ‘Ramzan Rising Prices’, ‘Pensions’ and ‘International Loans’ each took up 11% of the airtime devoted to economic concerns.

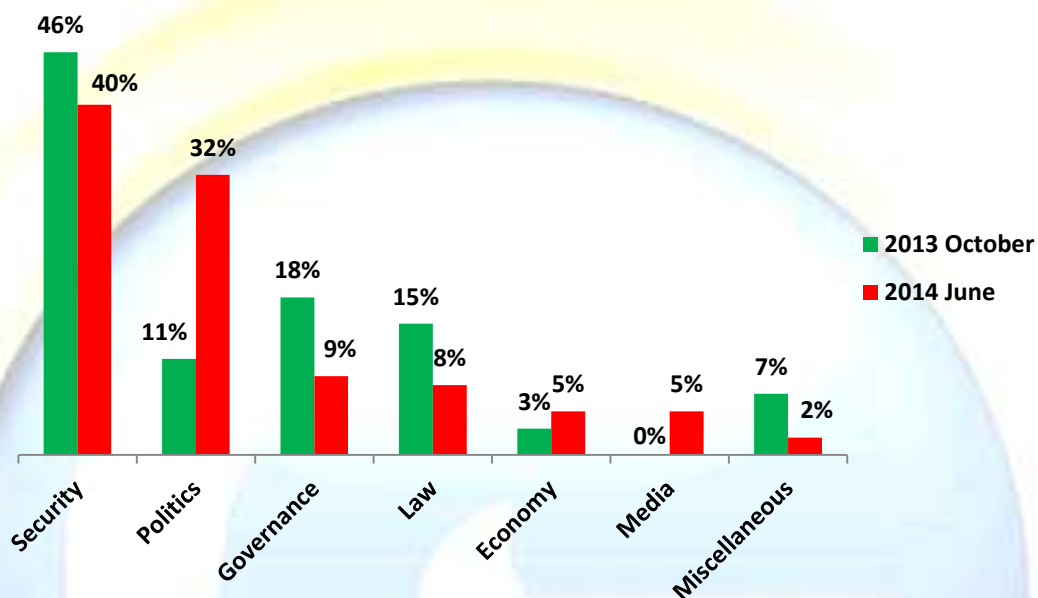
Commentary by Gallup Pakistan Media Research Consultancy Team:

Pakistan’s media discourse over the last six months has been dominated by the country’s continuing struggle with stabilizing the national security situation. Under this theme the arrival of Dr. Tahir ul Qadri to Pakistan and Operation Zarb- e- Azab were discussed most frequently during the month of June.

A crucial trend observed in June was that the country’s premier cable television talk shows are an important conduit for channeling the opposition’s views. While representatives of the Federal incumbent party PML-N received 30% of the total discussion time, the rest of the 70% was given to parties such as PTI and PPP that are in opposition at the Federal Level. The opposition parties are being given ample air-time alongside the Governing Party (PML-N) and hence there is a variety of opinions.

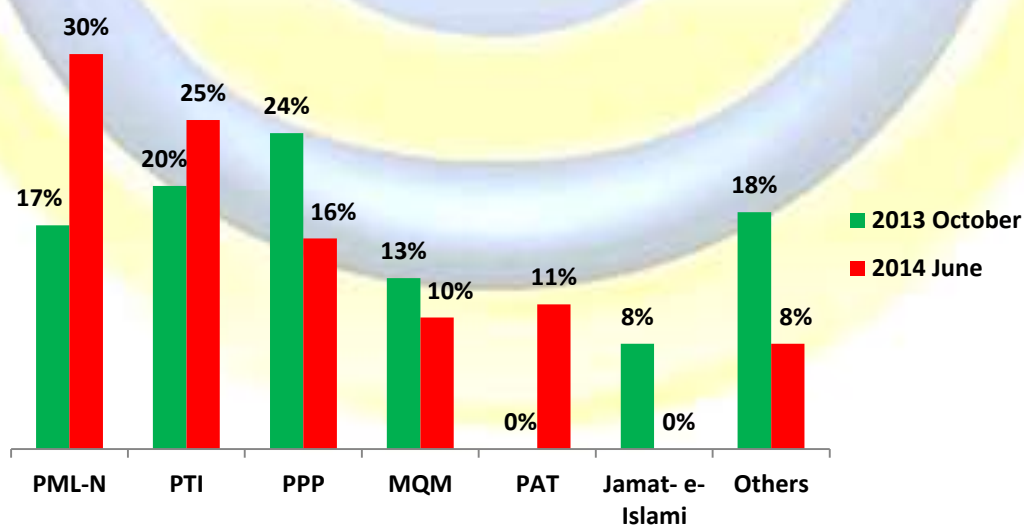
A key issue missing from the electronic media's gaze is Energy Problem in Pakistan. Pakistan's energy crisis has been a serious and debilitating drag on the country's economy. However, the country's critical energy situation was conspicuous by its absence on the national media. This absence could explain the "seasonal" nature of the issues that feature on the media's agenda. Another subject missing in the discussion was the local bodies' elections.

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 October 2013 Analysis with the June 2014 Analysis reveals that Politics and Media have risen in discussions while Security, Law and Governance have gone down.



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 but so has the presence of opposition parties. PAT came into the spotlight due to Dr. Qadri's arrival and the Model Town Incident.



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 June 2014. This data was obtained after reviewing 62 hours of video, spread over 8 talk shows (Off the Record; Aaj Kamran Khan Ke Saath; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) and 98 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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