



Public Opinion in Pakistan in the Year 1996

MEDIA Television

(1996-2016) 55% increase in the proportion of Pakistanis who favor PTVs progressive programs since 1996. GILANI POLL / GALLUP PAKISTAN

Islamabad, September 29, 2016

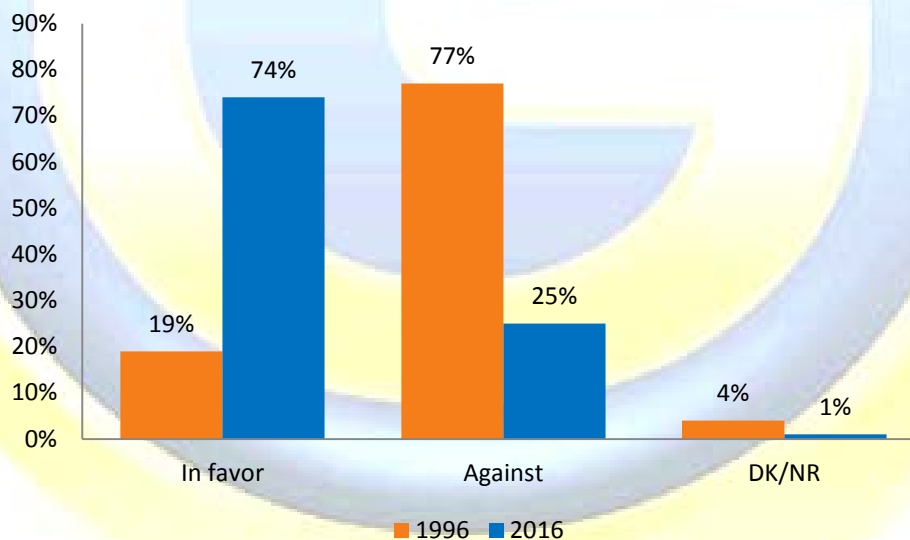
According to a Gallup Pakistan National Survey conducted in the year 1996 (20 years ago) respondents were asked if they were in favor of progressive programs aired by PTV. To this, 19% said that yes, they were in favor of progressive programs, while 77% said that they were against them. 4% did not know or did not wish to respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 74% were in favor of progressive programs aired by PTV, while 25% were not favor of them. 1% did not know or did not wish to respond.

According to public opinion, there has been a 55% increase in the proportion of people who favor progressive programs aired by PTV, and a corresponding 52% fall in the proportion of people who are against it. This huge difference in the twenty years is extremely favorable because it means that people have opened up and delinked a little from traditional outlooks. PTVs attempts to educate the nation have been successful and in 2016 people are more open to progressive dialogues than in 1996.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "Since some time PTV is showing latest and progressive programs such as developmental, informative, religious, educational, cultural and historical programs. Some people like these and encourage these programs, while others do not. Are you in favor or against these programs?"



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.'

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



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(3 Pages including this)

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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of Gallup Pakistan
(1980-2015)

