



Public Opinion in Pakistan in the Year 1996

MEDIA Newspaper

(1996-2016) 16% rise in the proportion of people who trust newspapers and don't think they twist facts. GILANI POLL/GALLUP PAKISTAN

Islamabad, October 4, 2016

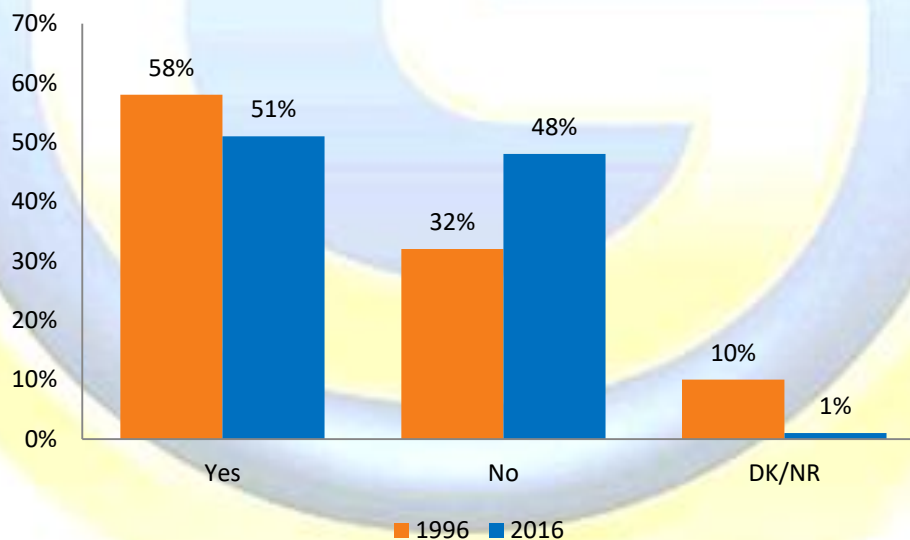
According to a Gallup Pakistan National Survey conducted in the year 1996 (20 years ago) respondents were asked if they thought newspapers were irresponsible and twisted facts. To this, 58% said that yes, newspapers twisted facts and 32% said that no, newspapers did not twist facts. 10% did not know or did not wish to respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 51% said yes, newspapers twisted facts and 48% said no, newspapers did not twist facts. 1% did not know or did not wish to respond.

According to public opinion, there has been a 16% increase in the proportion of people who trust newspapers more and do not think newspapers twist facts. Interestingly, there has only been a 7% fall in the proportion of people who think that yes, newspapers do twist facts. There is also a 9% fall in the proportion of people who did not know or did not wish to respond. This might be because media has a greater outreach in 2016 than it did in 1996. Since the media has been freed, more people come in contact with it so that more people can formulate an opinion on it.

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: "Certain people believe our newspapers and magazines are irresponsible and they publish forged facts, whereas some people are against this claim. Do you agree that newspapers twist facts?"



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)