

FEBURARY 1, 2017

PUBLIC OPINION DIVIDED EVENLY ON THE ROLE OF MEDIA IN PAKISTAN; 50% SAY MEDIA HAS A NEGATIVE IMPACT, WHILE 50% SAY MEDIA PROVIDES TRUE FACTS AND CREATES AWARENESS AMONG THE PUBLIC.

Some people think that media is not playing its proper role and is putting a negative impact on peoples thinking, while others think that media provides true facts to the people and creates awareness. What is your opinion?

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Opinion Poll
MEDIA
General Media

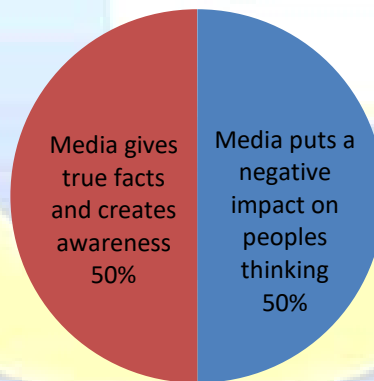
Public opinion divided evenly on the role of media in Pakistan; 50 % say media has a negative impact, while 50 % say media provides true facts and creates awareness among the public. (GRF POLL)

Islamabad, February 1, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, public opinion divided evenly on the role of media in Pakistan; 50% say media has a negative impact, while 50% say media provides true facts and creates awareness among the public.

A nationally representative sample of men and women from across the four provinces was asked, “Some people think that media is not playing its proper role and is putting a negative impact on peoples thinking, while some think that media provides true facts to the people and creates awareness. What is your opinion?” In response to this question, 50% said media puts a negative impact on peoples thinking, while 50% said media provides true facts and creates awareness.

Question: “Some people think that media is not playing its proper role and is putting a negative impact on peoples thinking, while others think that media provides true facts to the people and creates awareness. What is your opinion?”



Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1872 men and women in rural and urban areas of all four provinces of the country, during October 17– October 24, 2016. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Wednesday, February 1, 2017
(3 Pages, English version Only)

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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Daily Gilani Poll
2017

