

Special Report

NEWS MEDIA RATINGS

How satisfied are Pakistanis with their news media as compared to publics around the world?



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INTRODUCTION TO THE REPORT

The rationale behind this report is to draw a comparison between data from Pakistan and the findings of the 38-nation Pew Research Center survey on News Media Ratings (conducted among 41,953 respondents in 38 countries in the Spring of 2017) [Click here to access the report](#). The report highlights that ‘Publics around the world overwhelmingly agree that the news media should be unbiased in their coverage of political issues. Yet, when asked how their news media are doing on reporting different political issues fairly, people are far more mixed in their sentiments, with many saying their media do not deliver.’

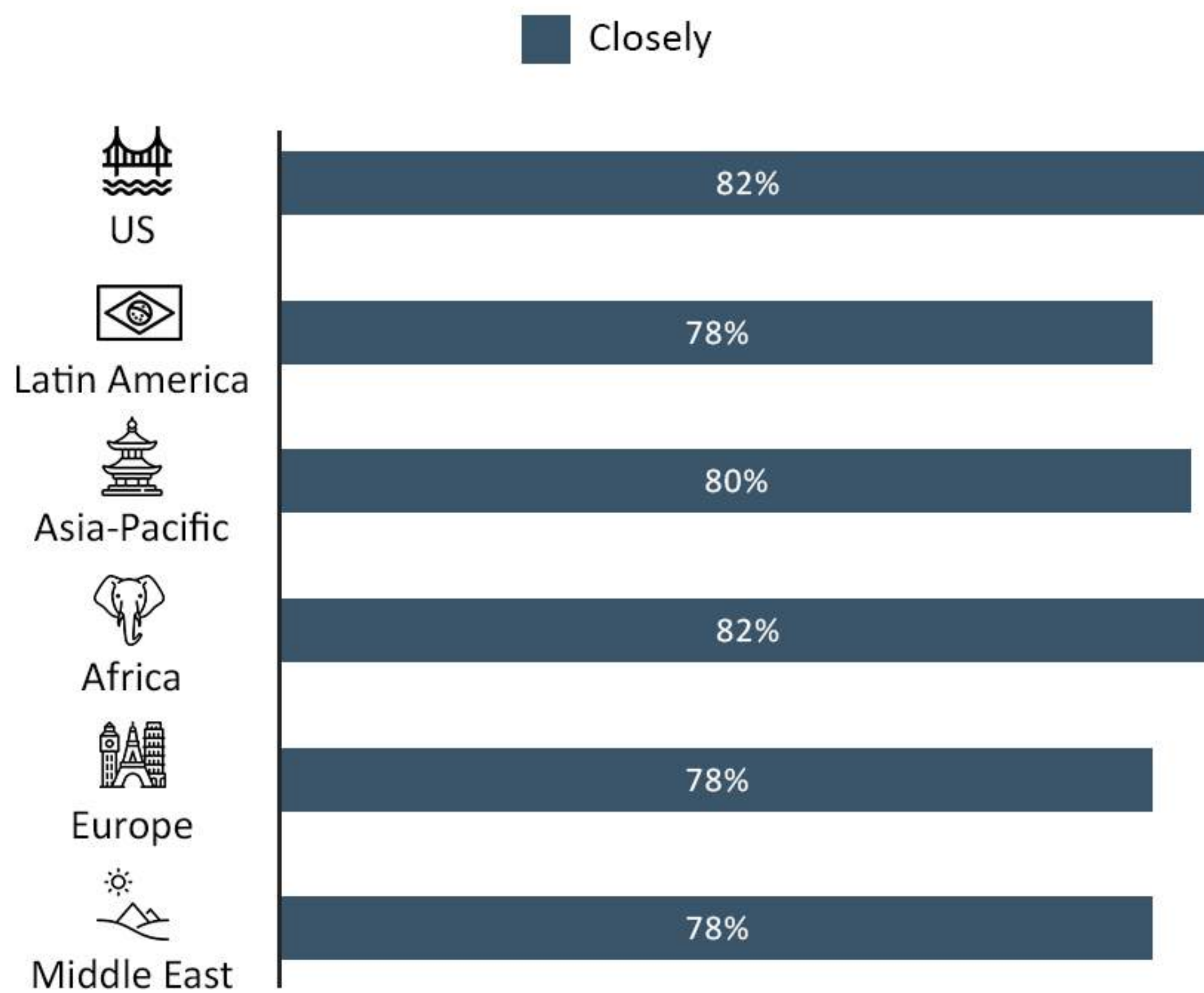
Survey methodology:

A nationally representative sample of 1719 people was interviewed across the country. The field work was conducted during January 08- January 15, 2018.

ITEM 1.1A: KEY FINDING

Question: Please tell me how closely you follow each type of news. Do you follow _____ very closely, somewhat closely, not very closely or not at all closely?

News about your city or town



Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

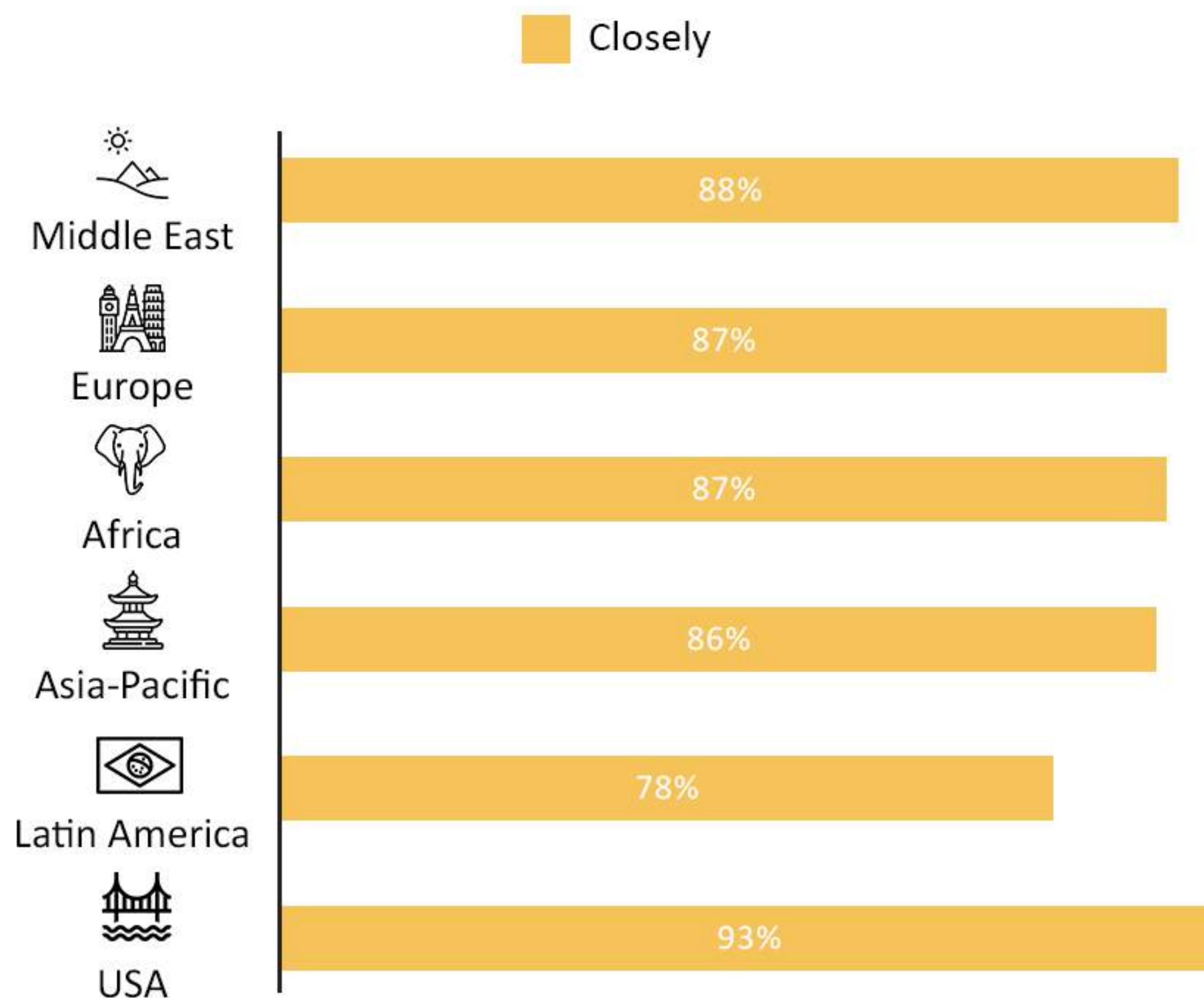
USA, India and Russia are not included in any other regional category

An overwhelming majority of Pakistanis (68%) follow local news closely. Global comparison shows that people in US and Africa have the highest number of viewers (82% each) who follow news about their own city or town closely. This is followed by Latin America, Europe and Middle East with 78% of people following news about their city or town closely.

ITEM 1.1B: KEY FINDING

Question: Please tell me how closely you follow each type of news. Do you follow _____ very closely, somewhat closely, not very closely or not at all closely?

News about your own country



Regions coverage for comparison:

Europe – France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

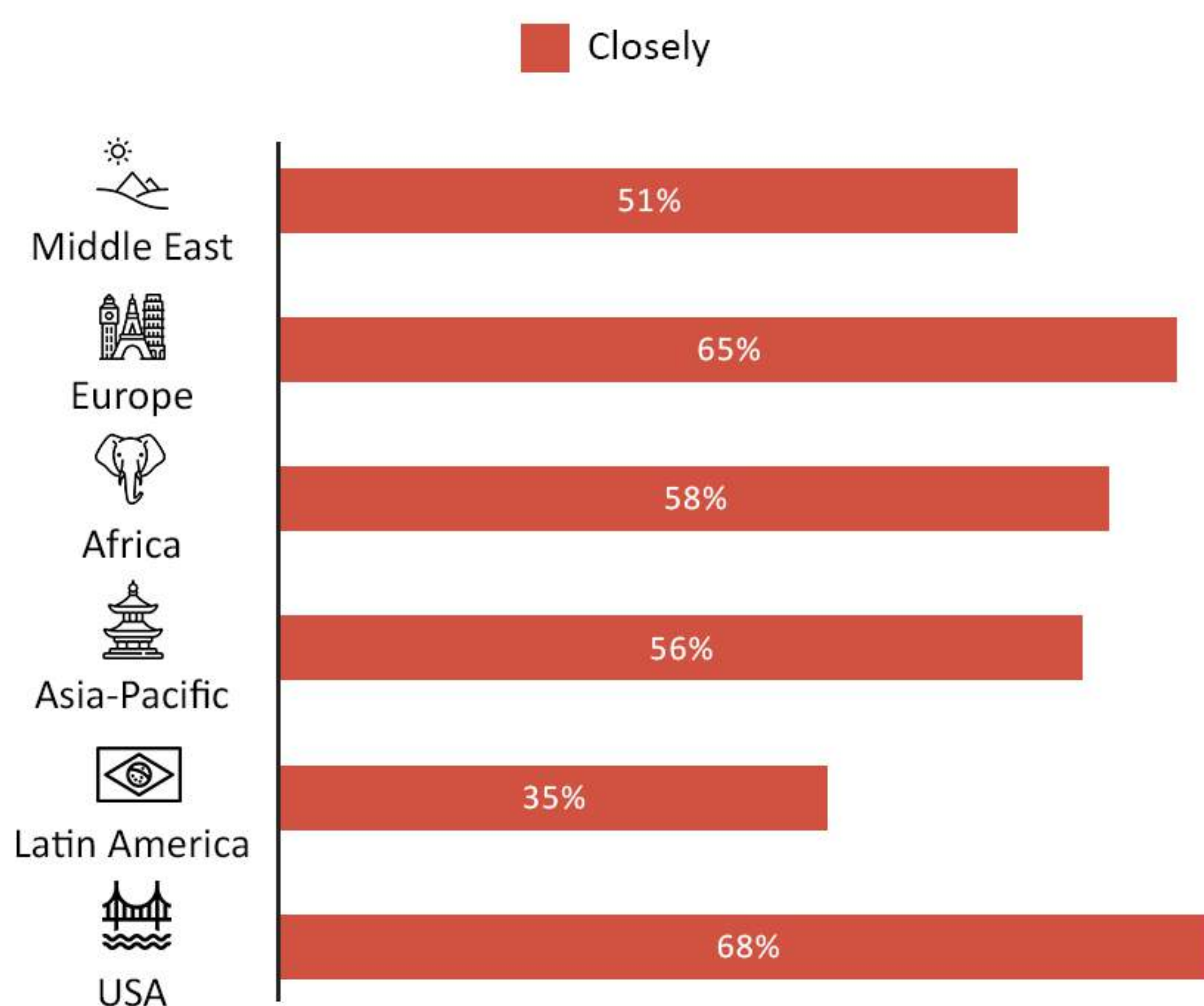
USA, India and Russia are not included in any other regional category

62% Pakistanis claim that they follow news about their own country closely. Meanwhile, 9 in 10 Americans (93%) claim to follow news about their own country closely. Equal proportion of Europeans and Africans (87%) has said they follow this type of news. Globally, an overwhelming majority follows domestic news closely (global median of 87%). On the contrary, statistics determine that Pakistanis follow news about their own country the least.

ITEM 1.1C: KEY FINDING

Question: Please tell me how closely you follow each type of news. Do you follow _____ very closely, somewhat closely, not very closely or not at all closely?

News about other countries



Pakistan 46%

Regions coverage for comparison:

Europe – France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

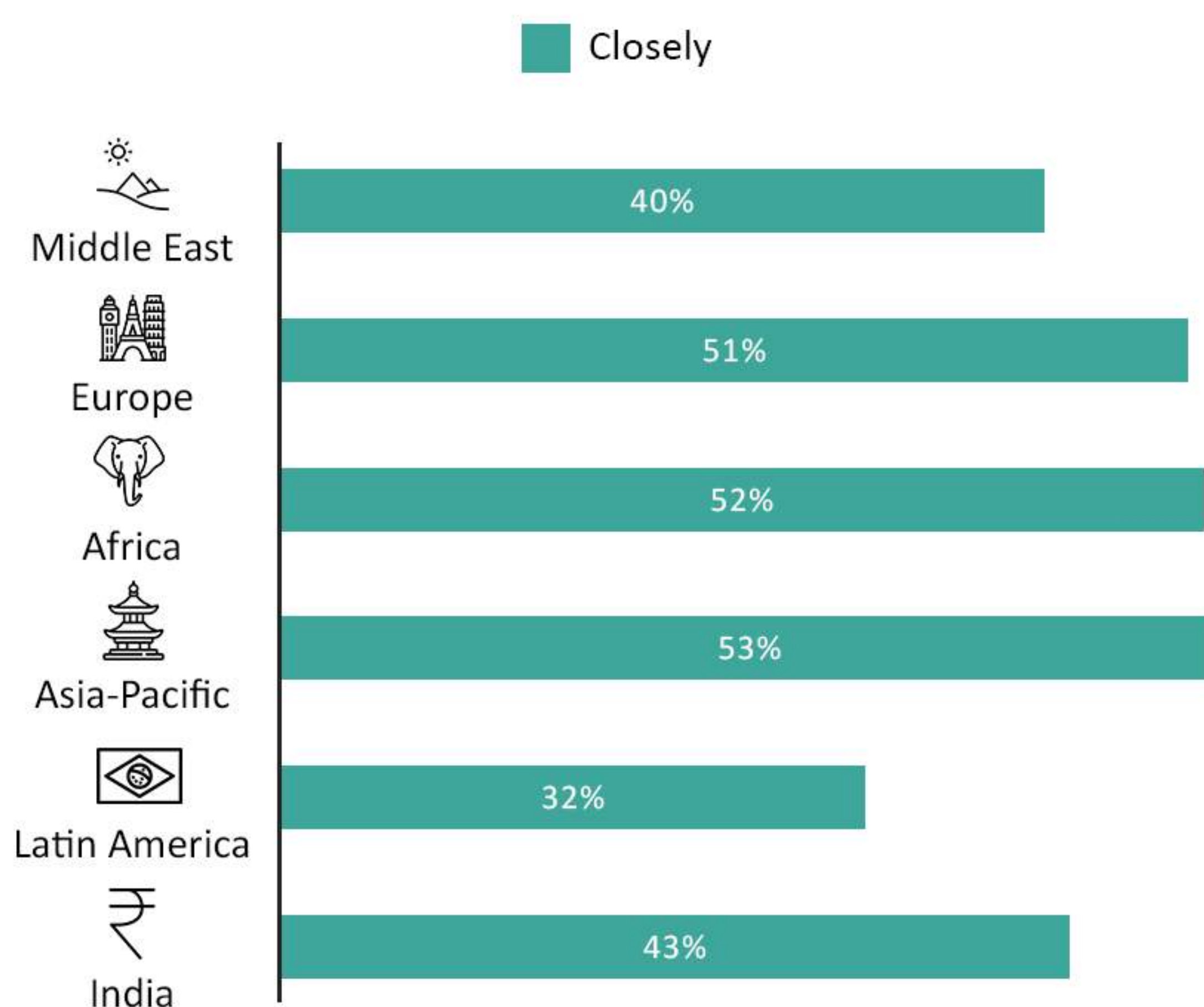
USA, India and Russia are not included in any other regional category

Nearly half Pakistanis (46%) claim to follow international news. Fewer than 7 in 10 Americans (68%) claim to be avid viewers of news about other countries. Europeans are also likely to say they follow international news (65%), while Latin American nations have the lowest statistics in this regard, where only 35% people say they follow news about other countries.

ITEM 1.1D: KEY FINDING

Question: Please tell me how closely you follow each type of news. Do you follow _____ very closely, somewhat closely, not very closely or not at all closely?

News specifically about the United States



Pakistan 42%

Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

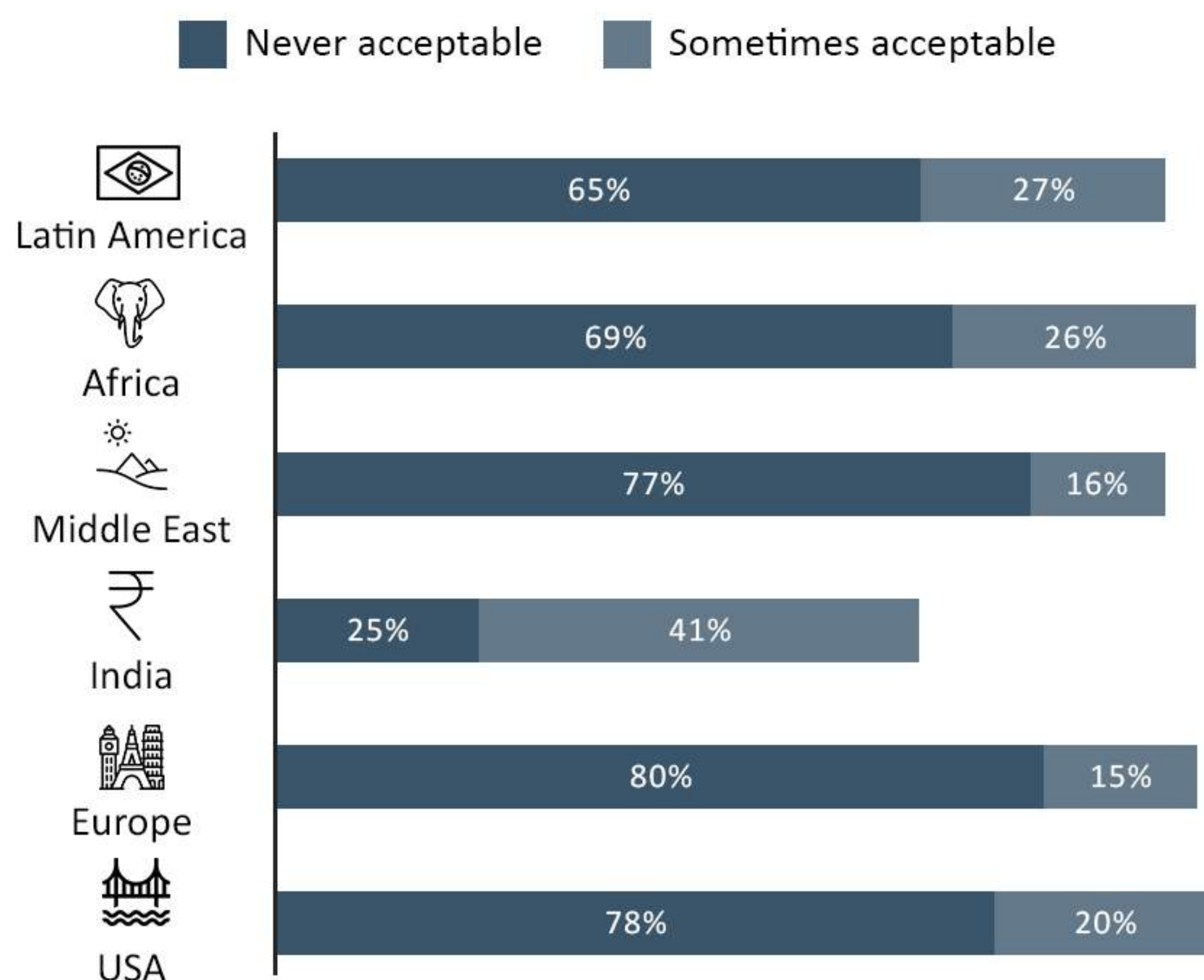
Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

India and Russia are not included in any other regional category

Indians (43%) and Pakistanis (42%) are almost at par when it comes to following news about the US. People residing in Asian-pacific nations, Africans and Europeans have similar statistics in this regard, with 53%, 52% and 51% of people in each country respectively claiming to follow news about USA closely. In five of these countries, more than 7 in 10 follow news about the U.S. closely: Canada (78%), the Netherlands (75%), Japan (74%), Germany (73%) and Australia (71%).

ITEM 1.2: KEY FINDING

Question: Which of the following statements comes closest to your view? It is sometimes acceptable for a news organization to favor one political party over others when reporting the news OR It is never acceptable for a news organization to favor one political party over others when reporting the news



Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

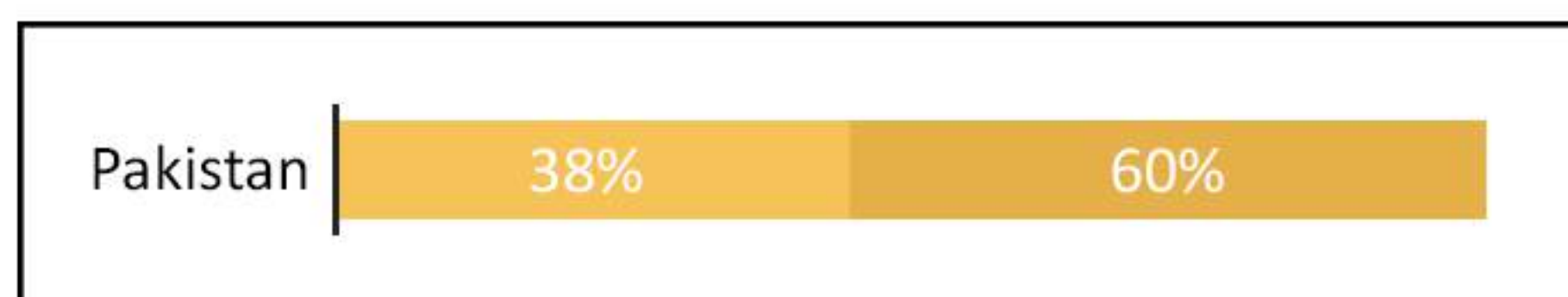
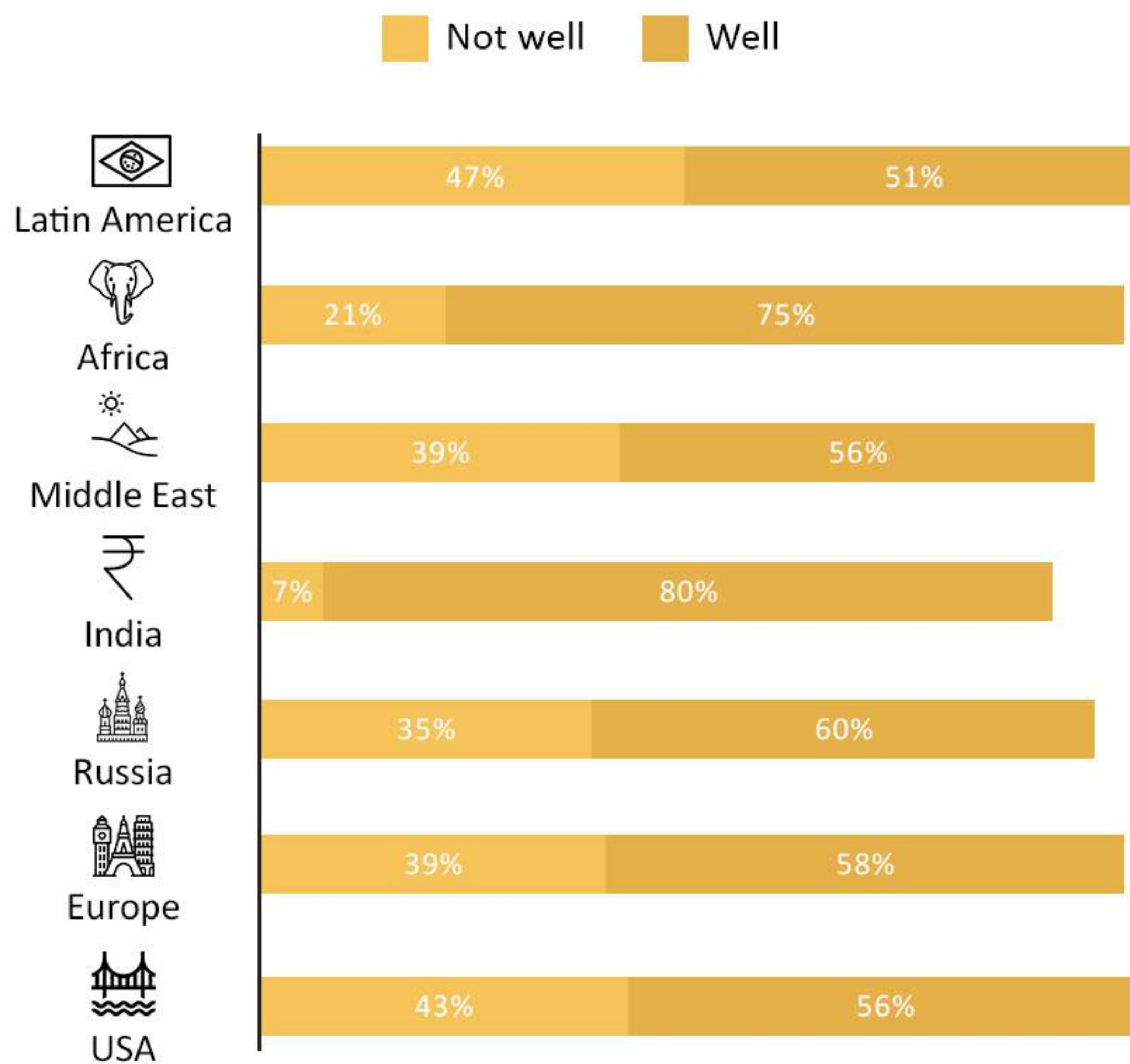
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Two third Pakistanis (66%) opine it is never acceptable for a news organization to favor one political party over others when reporting the news. Regions of Europe (80%) and Middle East (78%) have the lowest tolerance for impartial news media. 25% Indians think it is acceptable to receive partial news, which is an outlier when determining the global mean of 26%. Pakistan remains just 1% above the global mean.

ITEM 1.3A: KEY FINDING

Question: Would you say news organizations in our country are doing very well, not too well at: *Reporting news accurately*



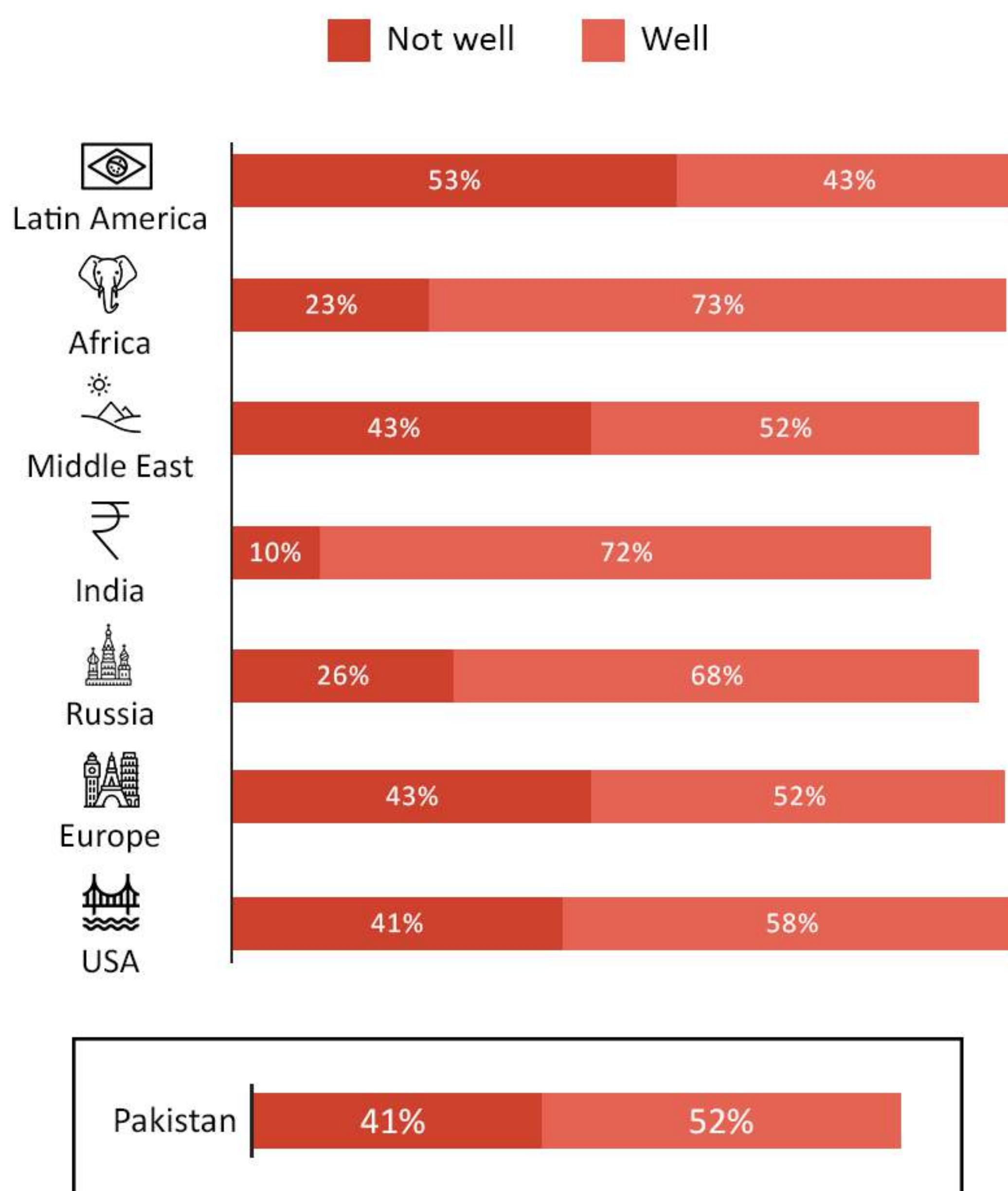
Regions coverage for comparison:

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey
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3 in 5 Pakistanis (60%) believe news organizations in the country are doing well in reporting news accurately. Globally, almost all regions believe their media is representing the news accurately. An overwhelming number of Indians have faith in the accuracy of their news (80%). Alternatively, 57% people in Latin American countries are skeptical of the media news reporting accuracy.

ITEM 1.3B: KEY FINDING

Question: Would you say news organizations in our country are doing very well, not too well at: *Reporting news about government leaders and officials*



Regions coverage for comparison:

Europe – France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

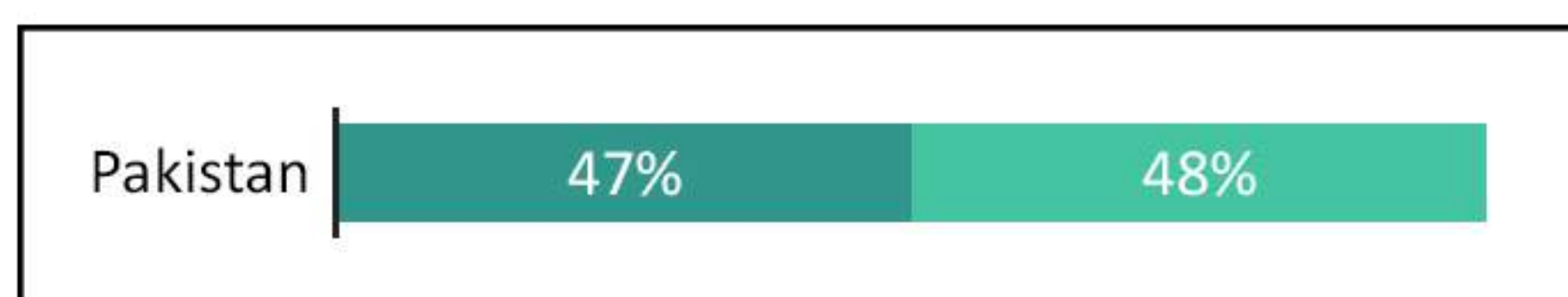
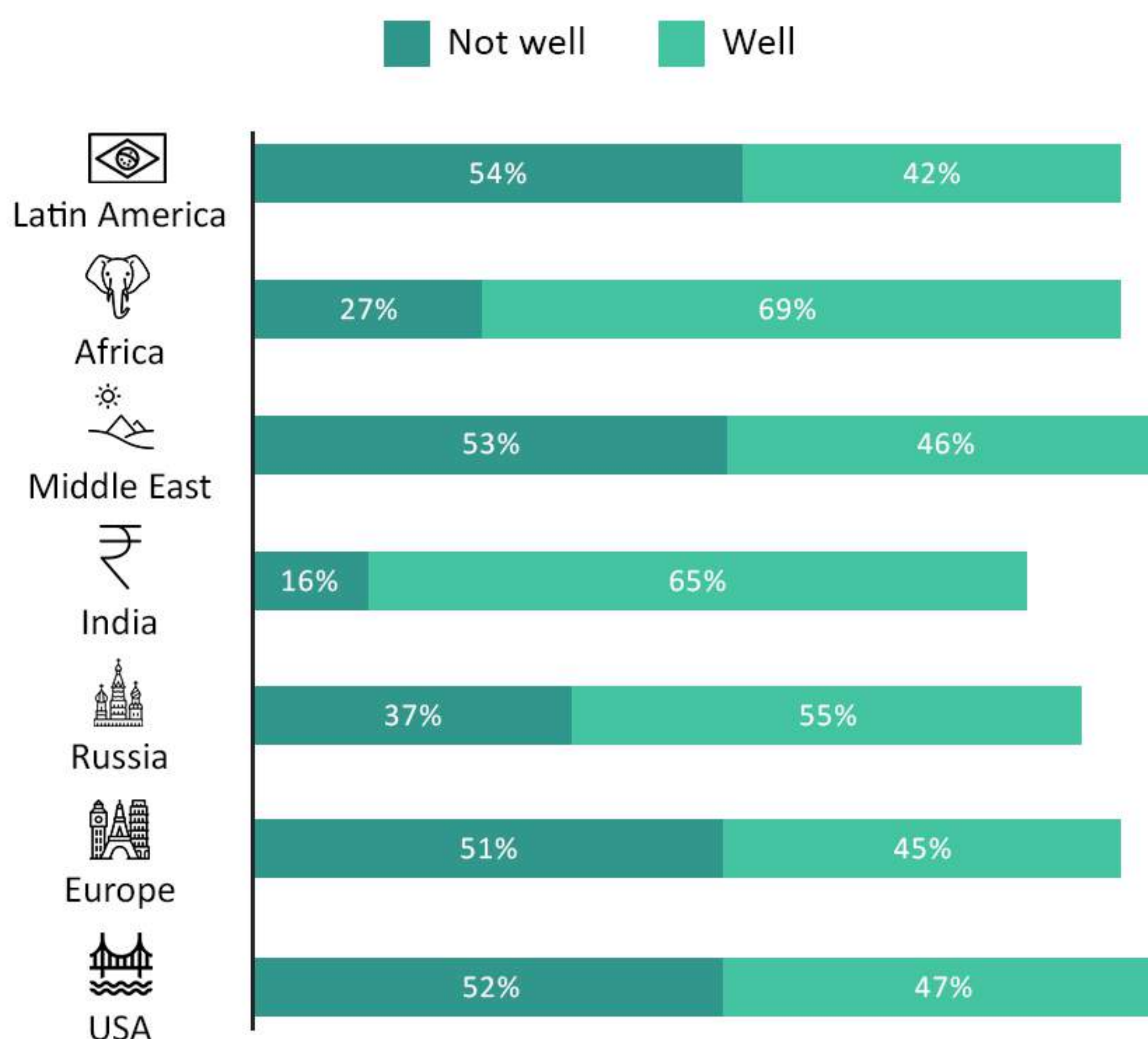
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58% of Pakistanis are of this view that their media organizations are doing well at reporting news about government leaders and officials. Global mean of 55% reflects an overall belief that media is doing a decent job at reporting on government officials and leaders. Pakistan remains only slight below (3%) the global mean. Furthermore, only a minority of 10% in India believe that their media is not fairly representing the government whereas the figures remain considerably higher for the regions of Latin America (53%), Middle East (43%), Europe (43%), U.S (41%) and Pakistan (41%).

ITEM 1.3C: KEY FINDING

Question: Would you say news organizations in our country are doing very well, not too well at: *Reporting the different positions on political issues fairly*



Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

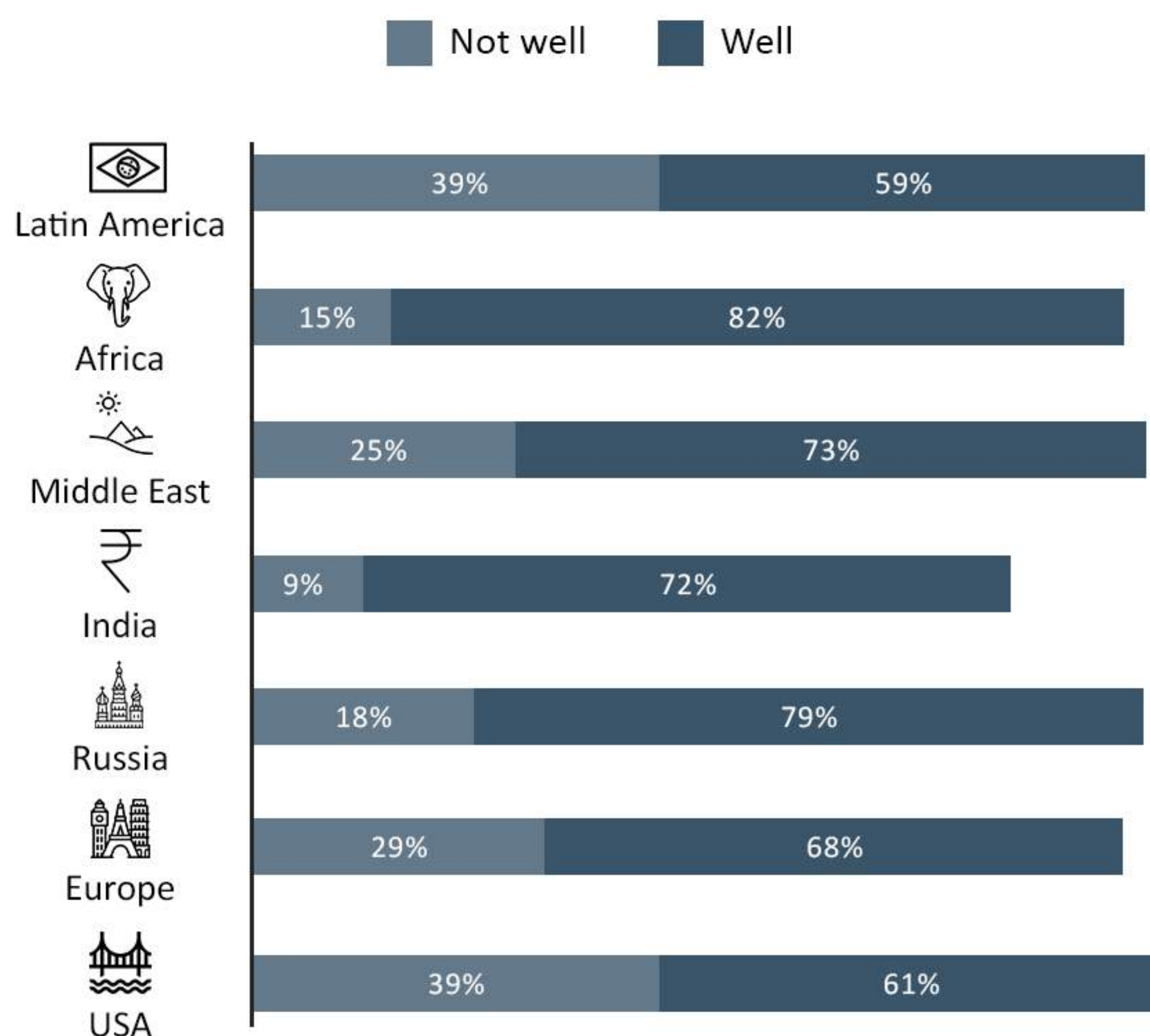
Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

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In Pakistan, there is almost an even split between those who think the news media's reporting on political issues is fair (48%) and not fair (47%). Regions that disapprove their media's performance are Latin America (54%), Middle East (53%), U.S (52%) and Europe (51%). Citizens of Africa, India and Russia believe otherwise; in Africa 7 in 10 people believe the media is fairly reporting political issues; whereas in India and Russia 65% and 55% believe in the fairness of their news media respectively.

ITEM 1.3D: KEY FINDING

Question: Would you say news organizations in our country are doing very well, not too well at: *Reporting on the most important news events*



Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

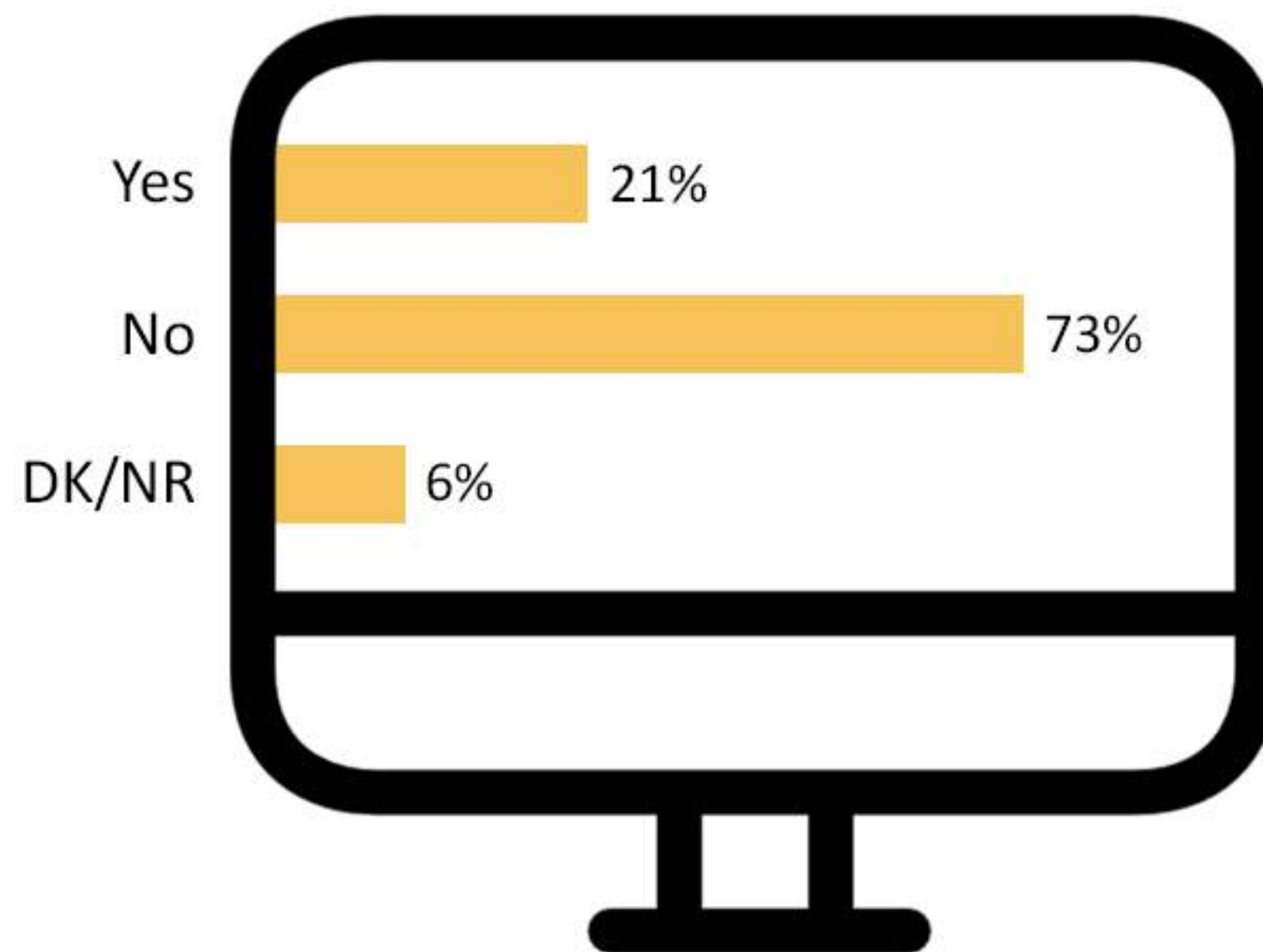
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Approximately half of Pakistan (51%) believes the media is doing well when reporting the most important news. This figure is 19% below the global mean of 70% implying that more people in other regions are of the opinion that their news media does a good job of delivering the important news than in Pakistan. The country with the least number of people who opine their media isn't doing well is in Africa (15%).

ITEM 1.4: KEY FINDING

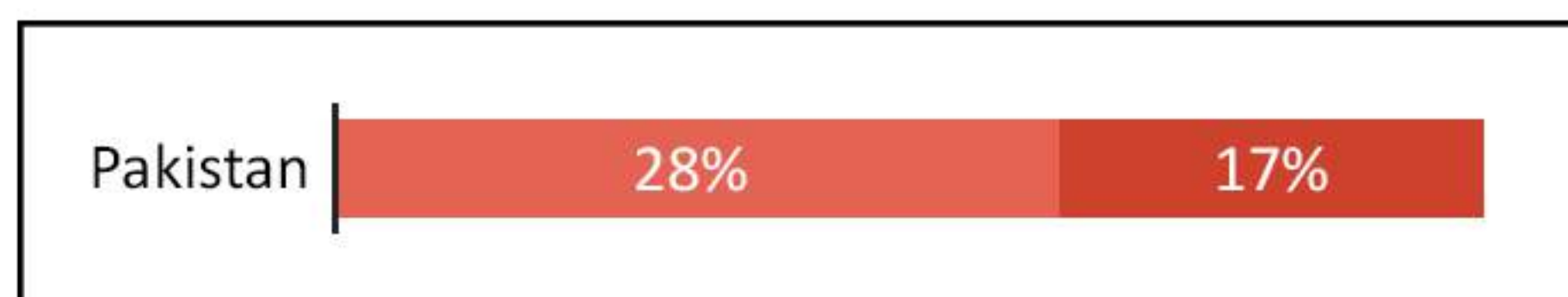
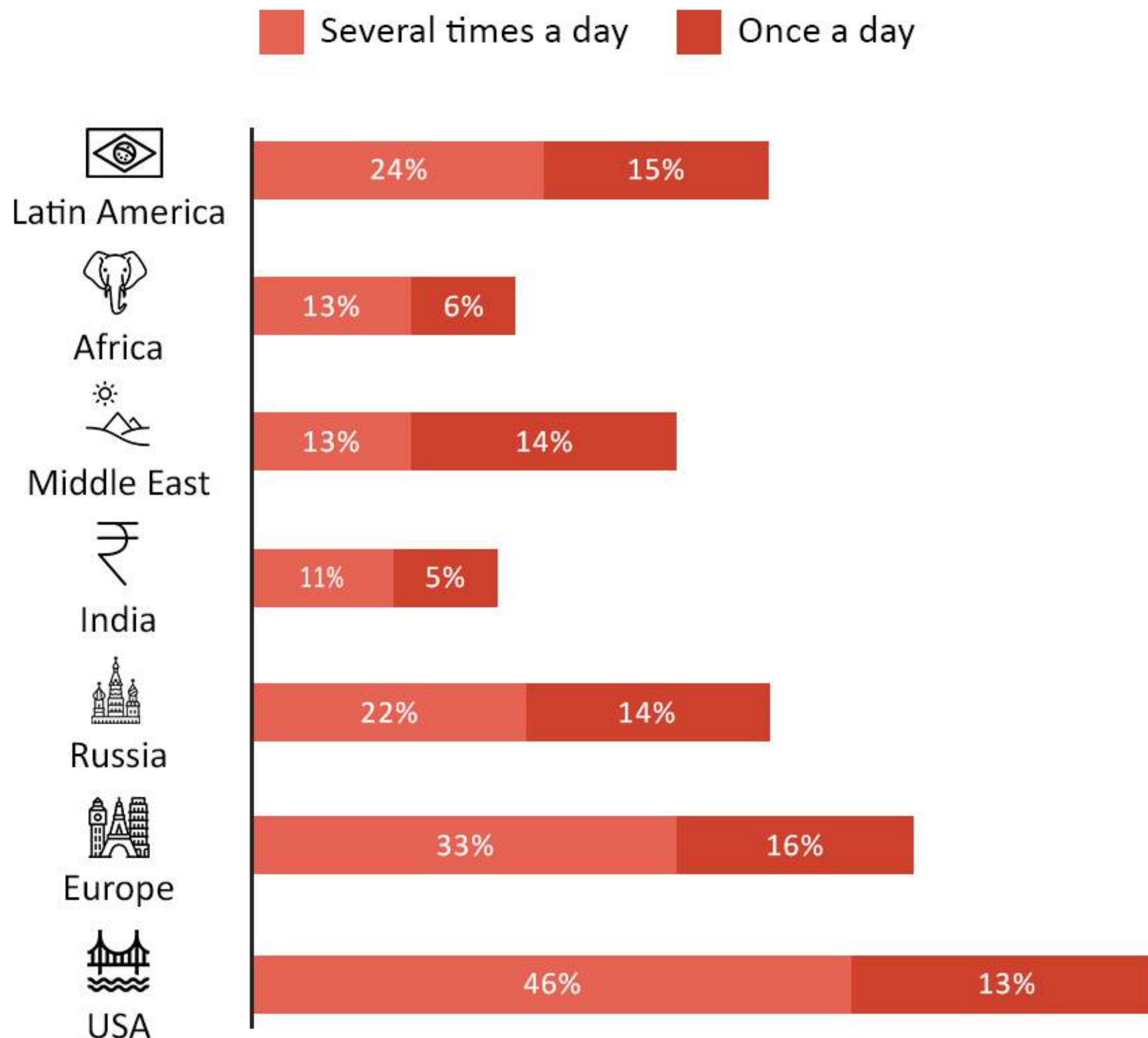
Question: Do you use the internet, at least occasionally?



Barely 1 in 5 Pakistanis claim to use the internet. There is a lack of use of internet by a massive majority of 73% Pakistanis. The use of internet in Pakistan is among the lowest in the world and fares low even in South Asia. However, with the recent introduction of 3G/4G internet technology which makes internet available on mobile phones, Gallup Pakistan Media Research team has seen almost an 8% rise since 2016.

ITEM 1.5: KEY FINDING

Question: How often do you use the internet to get news?



Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

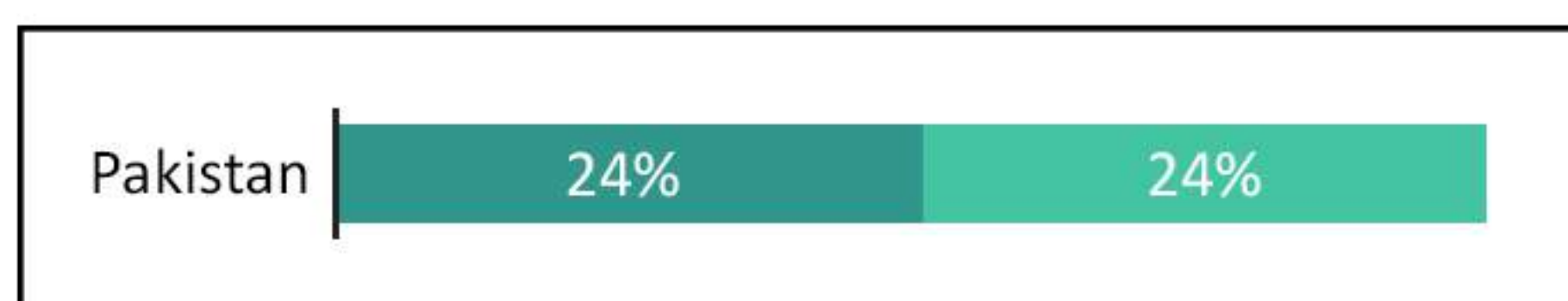
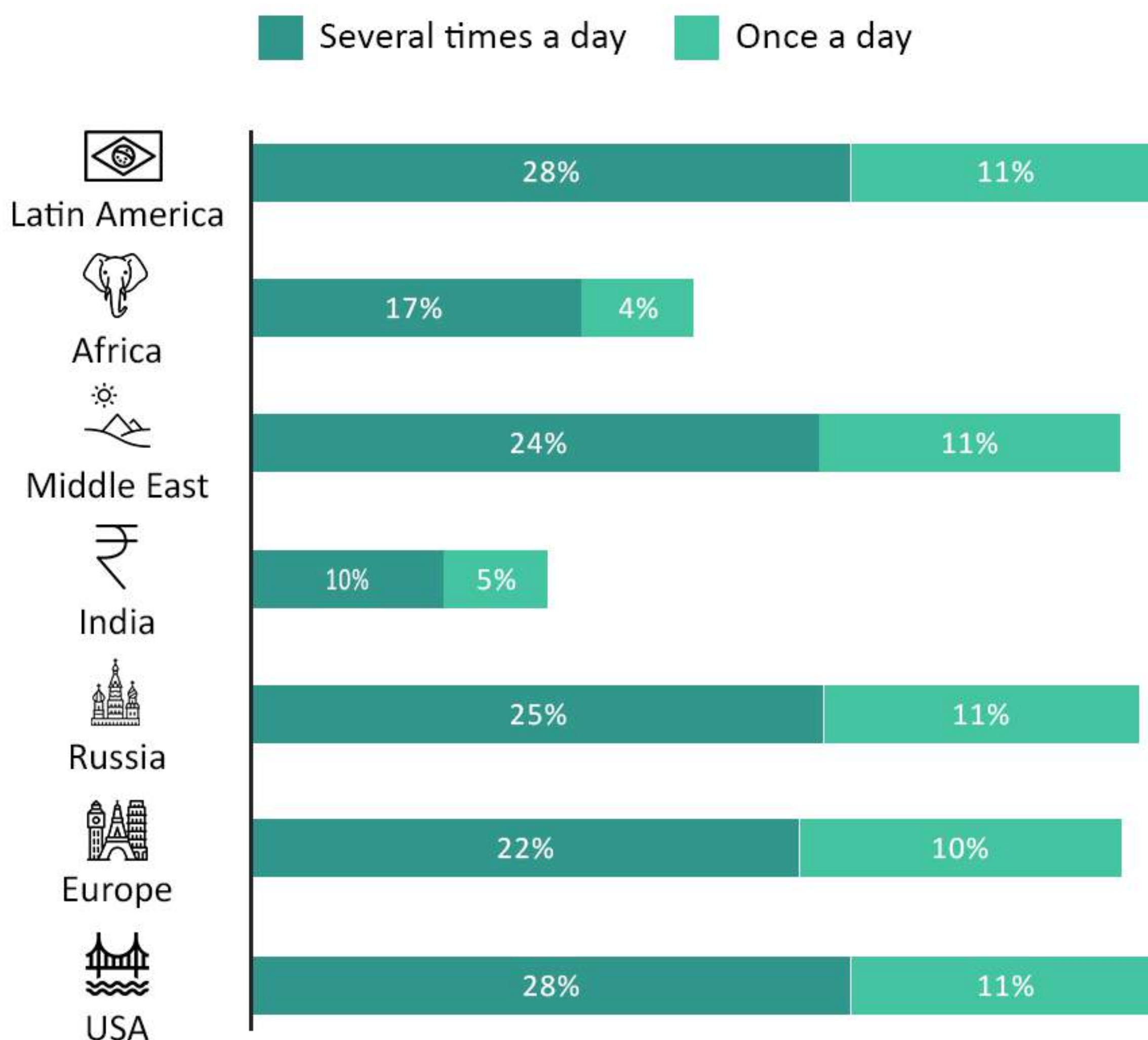
Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

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45% Pakistanis claim to get news on the internet at least once a day. It is reported by the PEW Research Centre that the use of online news is correlated with the GDP of the country. Higher GDP implies more wealth and thus more use of online news. This factor could be used to perhaps explain that low usage of online news in Pakistan is because of the low GDP of the country. More developed regions such as that of U.S and Europe have a higher online news usage at least once per day of 59% and 48% respectively.

ITEM 1.6: KEY FINDING

Question: How often do you use social networking sites like Facebook, Twitter etc to get news?



Regions coverage for comparison:

Europe –France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Spain, Sweden, UK

Middle East – Israel, Jordan, Lebanon, Tunisia, Turkey

Latin America – Argentina, Brazil, Colombia, Chile, Mexico, Peru, Venezuela

Africa – Tanzania, Senegal, Kenya, Ghana, Nigeria, South Africa

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48% internet users in Pakistan claim to use Twitter and Facebook as sources of news at least once a day. This figure is higher than that of any other region or country surveyed in this study. Meanwhile, only 15% Indians claim to use Twitter and Facebook as sources of news.

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