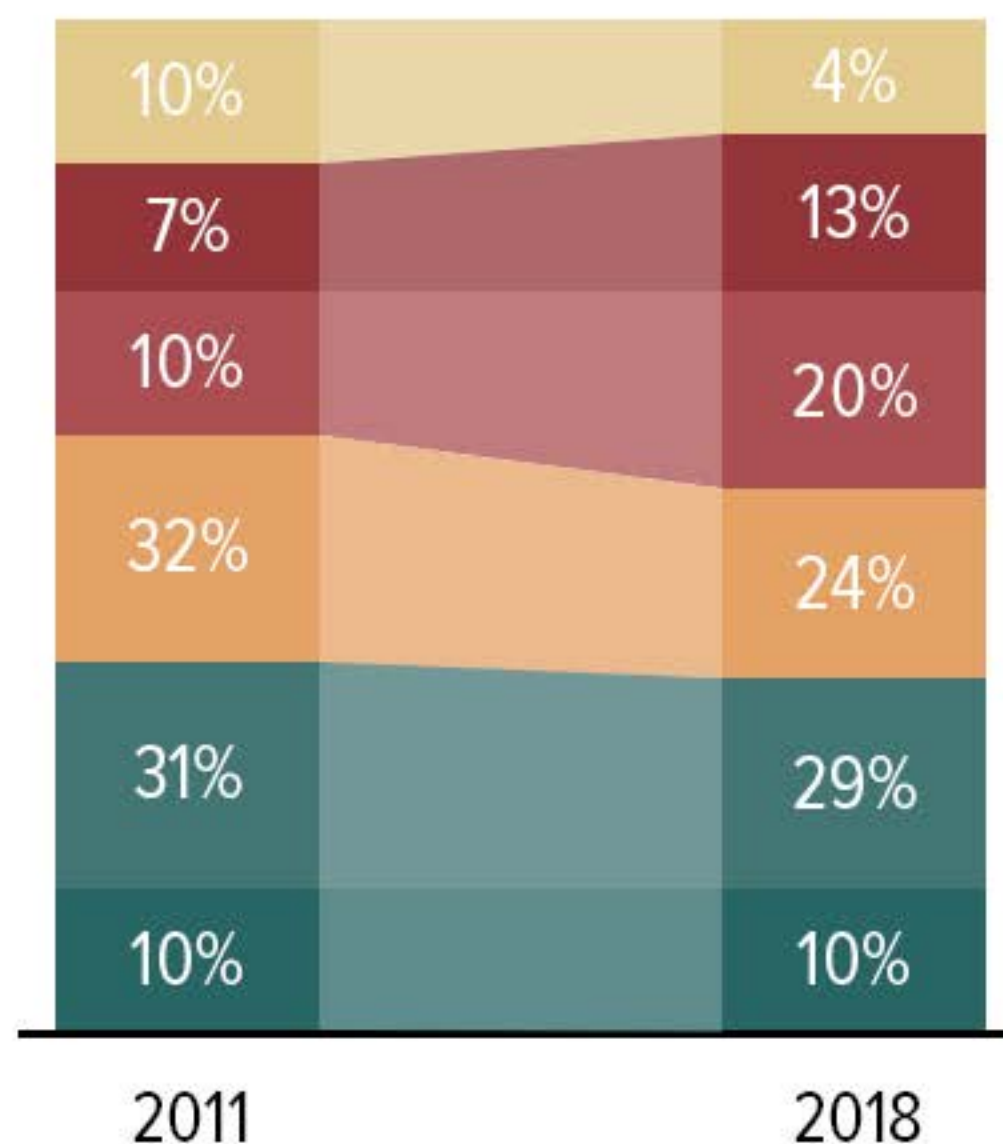


MEDIA PERFORMANCE: 16% INCREASE IN THE PROPORTION OF PAKISTANIS WHO THINK THAT THE PERFORMANCE OF MEDIA IS INADEQUATE (BAD, VERY BAD) OVER THE PERIOD OF 07 YEARS.

“I will name some organizations: Kindly tell what you think about the performance of these organizations in the last year. Tell separately for each media’s performance whether it was very good, good, satisfactory, bad or very bad?”

— Very good — Good — Satisfactory — Bad — Very bad — DK/NR





Public Opinion in Pakistan in the Year 2011

Media General Media

Media Performance: 16% increase in the proportion of Pakistanis who think that the performance of media is inadequate (very bad or bad) over the period of 07 years.

Islamabad, October 23, 2018

According to a Gallup & Gilani Pakistan National Survey conducted in the year 2011 (07 years ago) respondents were asked, "I will name some organizations: Kindly tell what you think about the performance of media whether it was very good, good, satisfactory, bad or very bad?" In response to this question, 10% said it was very good, 31% said it was good leading to a positive approval rating of 41%, 32% said it was satisfactory, 10% said was bad, 7% said was very bad leading to negative rating of 17% while 10% did not know or respond to the question.

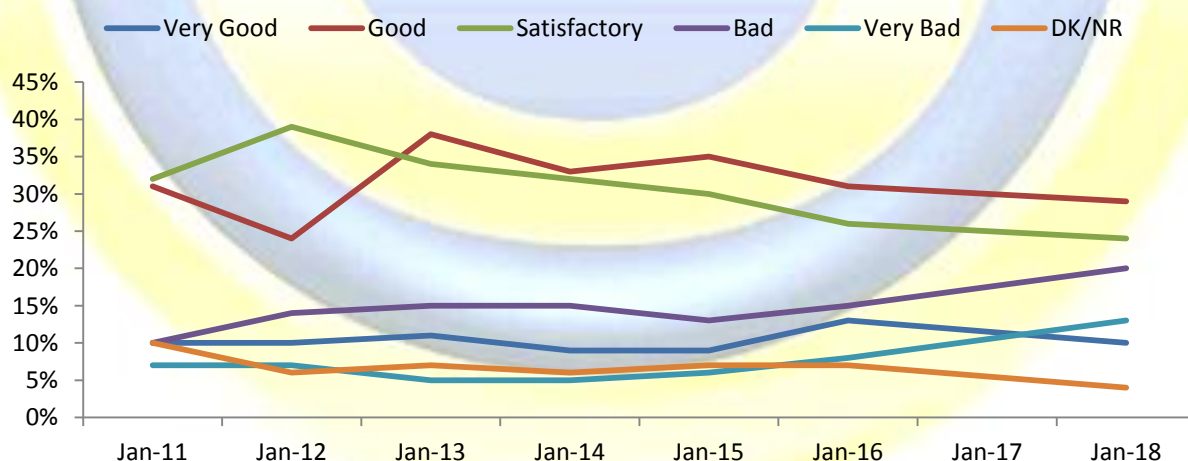
Comparative Picture: The question was asked again in 2018 to enable a concrete comparison. In 2018, 10% said media's performance was very good, 29% said it was good leading to positive approval rating of 39%, 24% said it was satisfactory, 20% said it was bad, 13% said it was very bad leading to negative rating of 33% and 4% did not know or respond to the question.

The findings are available since 2011 periodically and the graph below shows how the figures have fluctuated over the years.

There has been 16% increase in the proportion of Pakistanis who think that media's performance has not been up to the mark (bad or very bad) while 8% decline in the proportion of Pakistanis who think that its performance was satisfactory since 2011.

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: "I will name some organizations: Kindly tell what you think about the performance of these organizations in the last year. Tell separately for each media's performance whether it was very good, good, satisfactory, bad or very bad?"



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 those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk

The Pakistani Affiliate of Gallup International



Tuesday, October 23, 2018

(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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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of Gallup Pakistan
(1980-2018)