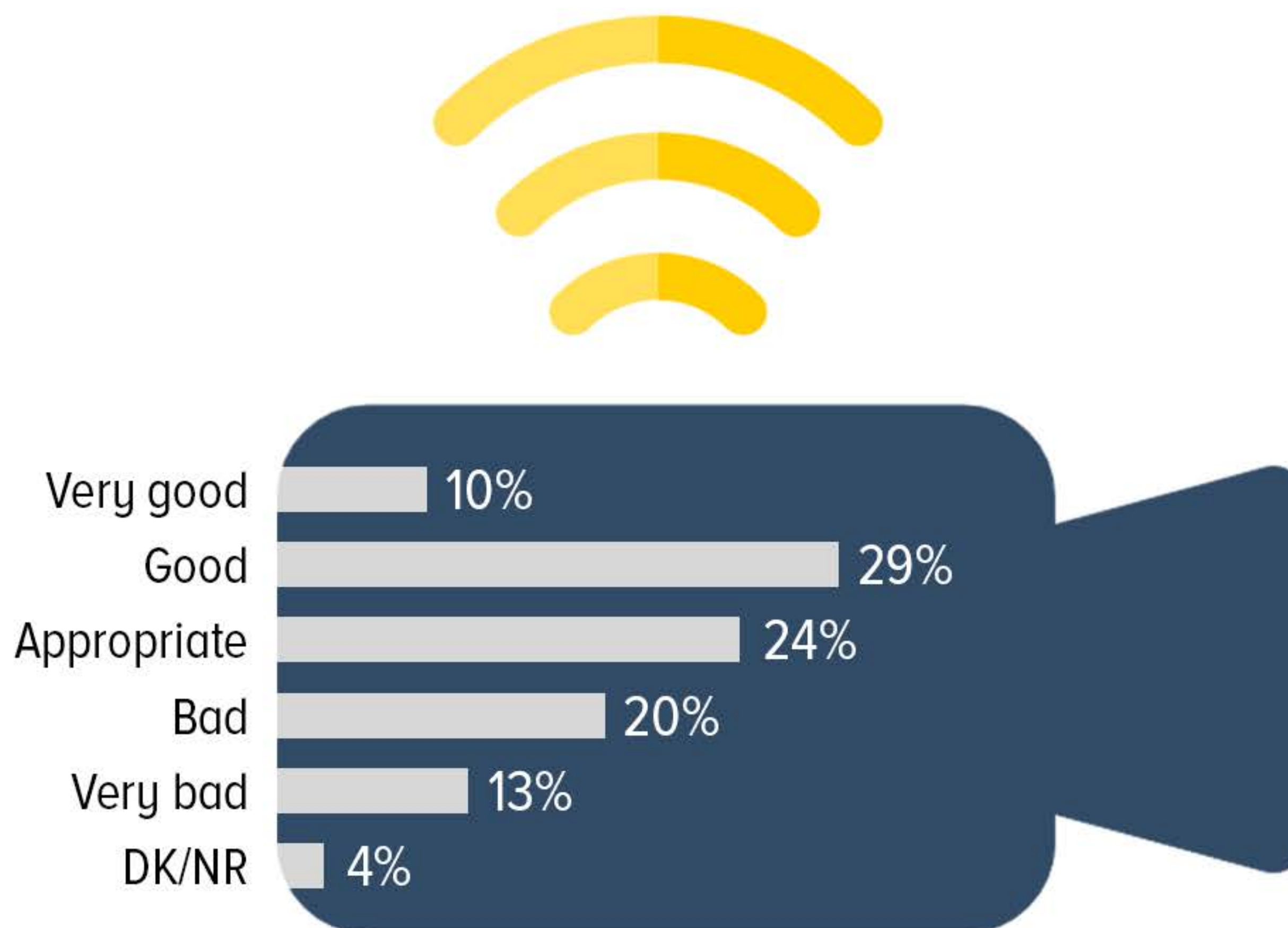


OCTOBER 31, 2018

OPINION ON MEDIA'S PERFORMANCE DURING LAST YEAR: 39% PAKISTANIS THINK THAT MEDIA'S PERFORMANCE HAS BEEN ADMIRABLE (GOOD, VERY GOOD), 33% PAKISTANIS THINK IT WAS NOT UP TO THE MARK.

Kindly tell what do you think about media's performance in the last year. Was it very good, good, appropriate, bad or very bad?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1550

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
MEDIA
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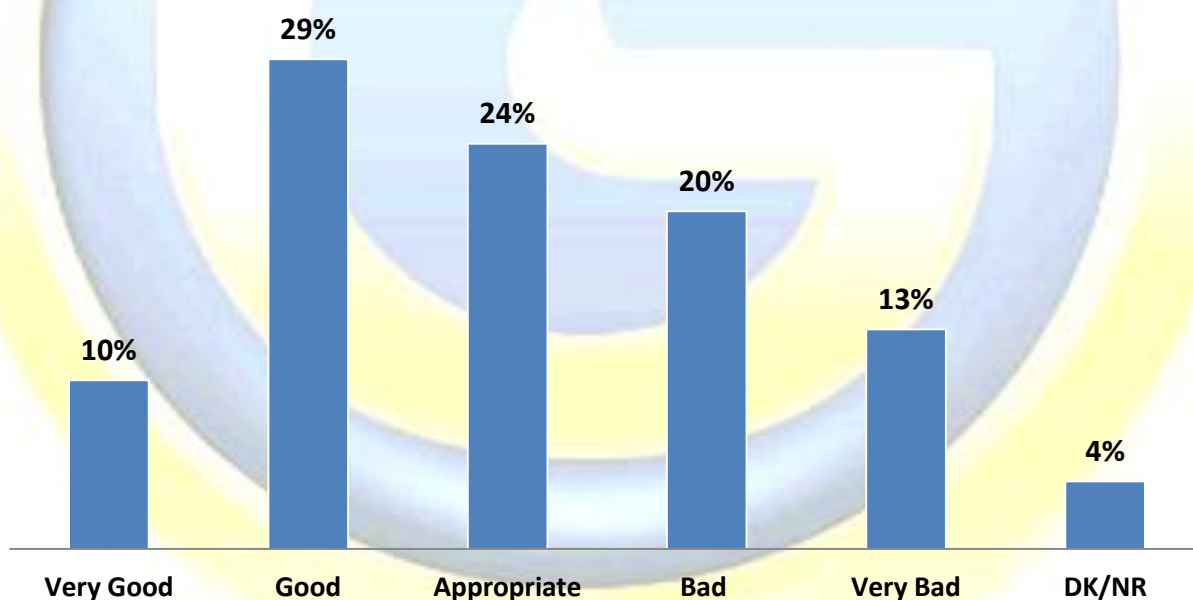
**Opinion on Media's performance during last year: 39% Pakistanis think that media's performance has been admirable (good, very good), 33% Pakistanis think it was not up to the mark.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, October 31, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 39% Pakistanis think that media's performance has been admirable (good, very good), 33% Pakistanis think it was not up to the mark.

A nationally representative sample of men and women from across the four provinces was asked "Kindly tell what do you think about media's performance in the last year. Was it very good, good, appropriate, bad or very bad?" In response to this question, 10% said it was very good, 29% said it was good, 24% said it was appropriate, 20% said it was bad and 13% said it was very bad while 4% did not know or respond to the question.

"Kindly tell what do you think about media's performance in the last year. Was it very good, good, appropriate, bad or very bad?"



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1550 men and women in rural and urban areas of all four provinces of the country, August 27 – September 3, 2018. 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, October 31, 2018

(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
2018



of Gallup Pakistan
(1980-2018)