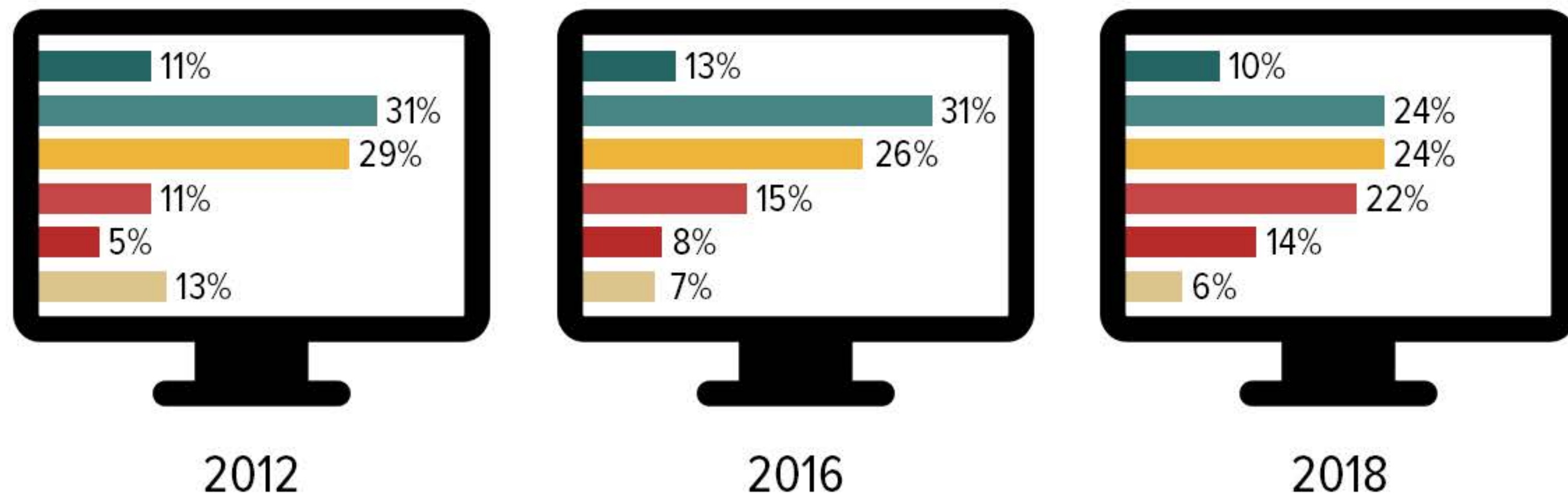


JANUARY 24, 2019

ON THE PERFORMANCE OF THE MEDIA: 34% OF PAKISTANIS APPROVE OF THE PERFORMANCE OF THE MEDIA OVER THE PAST YEAR, AN 8 PERCENTAGE-POINT DECLINE FROM 2012 (GOOD/VERY GOOD).

Please let us know what your opinion on the performance of the media over the past year is?

— VERY GOOD — GOOD — NEITHER — BAD — VERY BAD — DK/NR



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1141

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

Opinion Poll
MEDIA
General Media

On the Performance of the Media: 34% of Pakistanis approve of the performance of the media over the past year, an 8 percentage-point decline from 2012 (good/very good).

(GALLUP & GILANI PAKISTAN POLL)

Islamabad, January 24, 2019

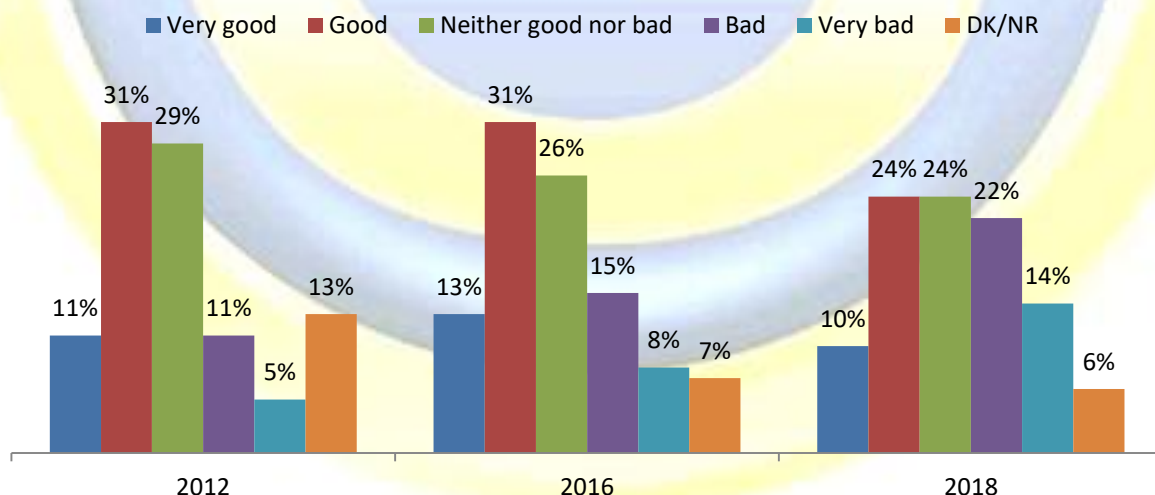
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 34% of Pakistanis approve of the performance of the media over the past year, an 8 percentage-point decline from 2012 (good/very good).

A nationally representative sample of men and women from across the four provinces was asked, “Please let us know what your opinion on the performance of the media over the past year is?” In response to this question, 10% said very good, 24% said good, 24% said neither good nor bad, 22% said bad, 14% said very bad, while 6% did not know or did not wish to respond.

Trend Analysis: In the year 2012, in comparison, 11% responded with very good, 31% with good, 29% with satisfactory, 11% with bad, and 5% with very bad, while 13% did not know or did not wish to respond.

Findings on this question are available across the years 2012 to 2018, and the graph below shows how the figures have changed in this time period.

Question: “Please let us know what your opinion on the performance of the media over the past year is?”



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 1,141 men and women in urban areas of all four provinces of the country, during 22 December – 29 December, 2018. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Thursday, January 24, 2019

(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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)