

Opinion Poll

SOCIAL
Gender Equality**5 of 8**

In a global survey, 3 in 5 (60 %) respondents opine that gender equality has been achieved in media. Nearly equal proportion of Pakistanis share the view (Gallup Pakistan & WIN World Survey 2019)

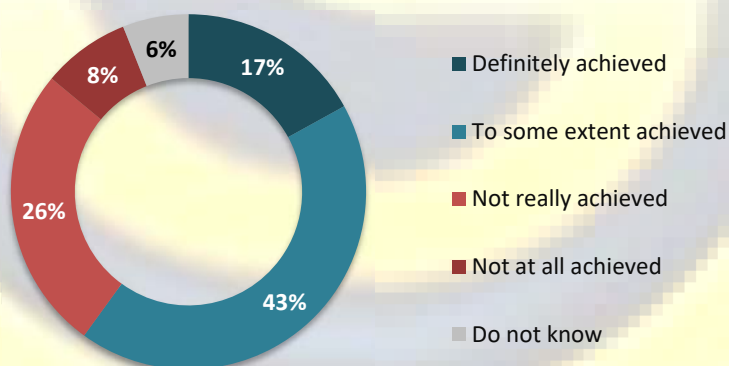
Islamabad, 13th March, 2020

According to WIN World Survey (an association of survey firms), 60% respondents over the world say that gender equality in media has definitely or to some extent been achieved in their country.

This is a series of polls being released in honor of International Women's Day, celebrated on the 8th of March every year.

A sample of 29,368 men and women from 40 countries across the globe was asked, "Would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country in media?" 60% of respondents in participating countries say that gender equality in media has definitely or to some extent been achieved in their country, while 34% say that it has not really, or not at all been achieved. 6% did not know or did not respond. Globally, the net index for gender equality (% Definitely achieved + To some extent achieved) – (% Not really achieved + Not at all achieved) in media is 26%.

Question: "Would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country in media"



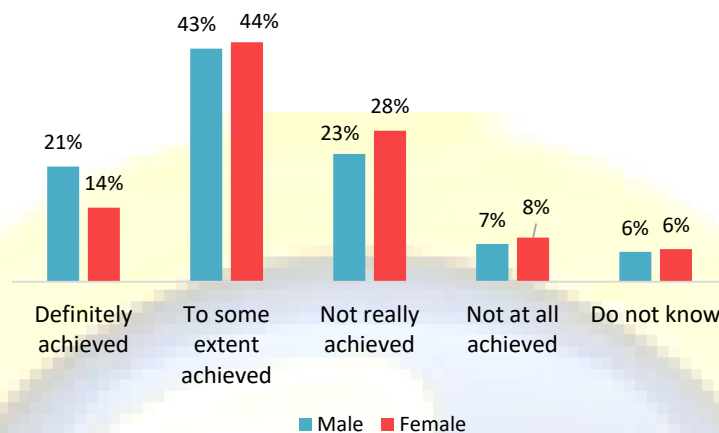
Source: WIN World Survey 2019
Field work in Pakistan conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Results for Pakistan similar to rest of the world:

Respondents from Pakistan had similar views, with 63% saying gender equality is definitely or to some extent achieved, while 34% disagreed. Net index for Pakistan is 29%, slightly higher than the global average.

Global gender breakdown: Males more optimistic about gender equality in the media

Analysis on the basis of gender shows that 64% males, and 58% females were of the opinion that gender equality in media has been achieved.



Source: WIN World Survey 2019

Field work in Pakistan conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Country wise analysis: Japan ranks significantly lower compared to the world

Of the 40 countries surveyed, all except Japan have a positive net index for gender equality in media. Lebanon ranks the highest with a net index of 84%, followed by Greece at 55%. In contrast, Japan has the lowest index at -32%, which is significantly less than France which ranks the second last with 4%.

The study was released as part of The WWS (WIN Worldwide Survey), a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business. A total of 29,368 people were interviewed globally from 40 countries. The fieldwork was conducted during October 2019 – December 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level. The global average has been computed according to the share of the covered adult population of the surveyed countries.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Friday, 13 March, 2020

(4 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
2020

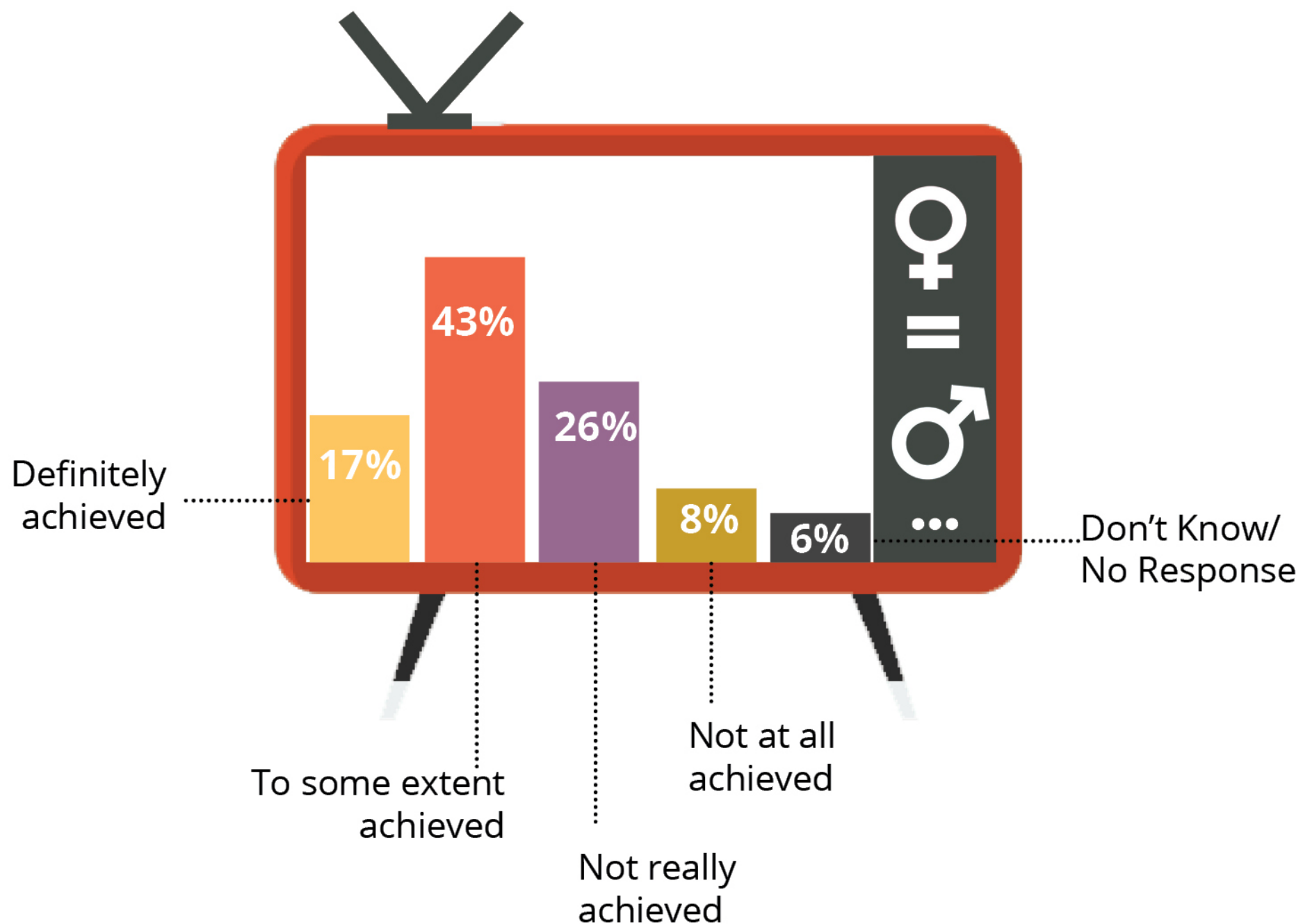


of Gallup Pakistan
(1980-2020)

MARCH 13, 2020

IN A GLOBAL SURVEY, 3 IN 5 (60%) RESPONDENTS OPINE THAT GENDER EQUALITY HAS BEEN ACHIEVED IN MEDIA. NEARLY EQUAL PROPORTION OF PAKISTANIS SHARE THE VIEW

Would you say gender equality has been definitely / to some extent / not really / not at all achieved in your country in media?



SOURCE: GALLUP PAKISTAN & WIN WORLD SURVEY 2019 - SAMPLE SIZE: 29,368