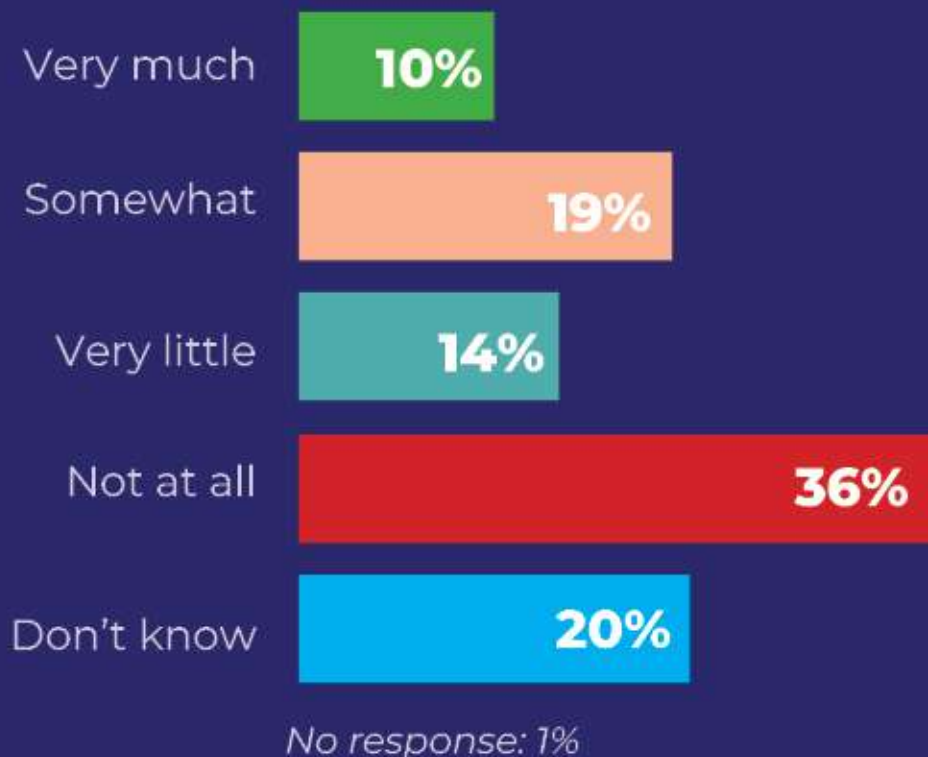


Majority of Pakistanis Lack Trust in Newspapers – Only 29% Express Confidence



Question: We want to ask about some institutions and how much trust or confidence you have in them - Newspapers?



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

National Institutions

Other Institutions

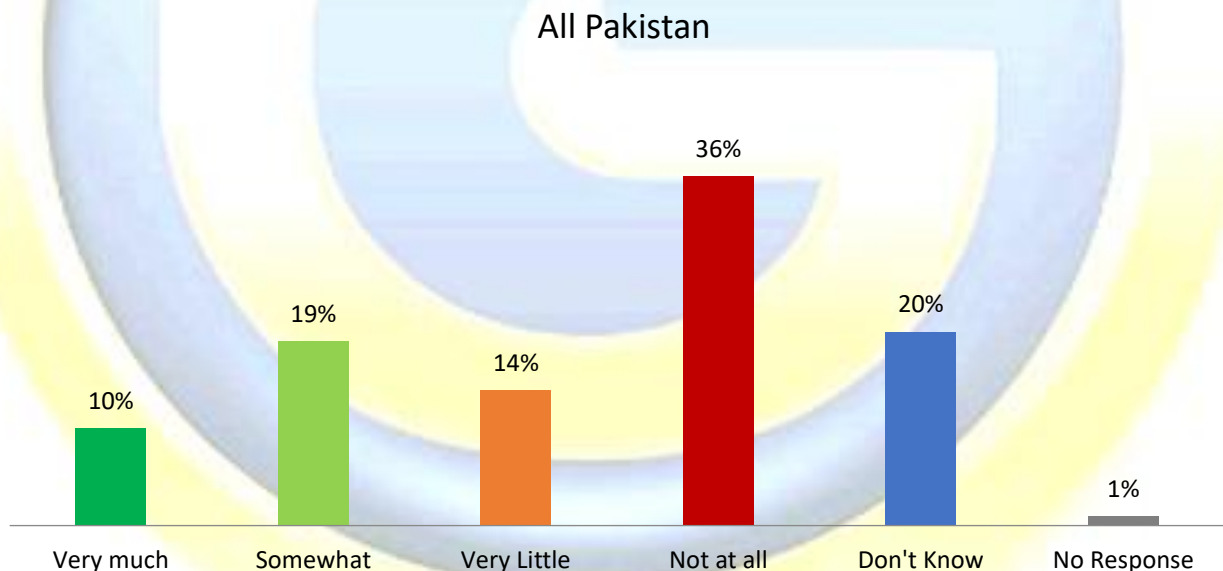
Majority of Pakistanis Lack Trust in Newspapers – Only 29% Express Confidence (Gallup & Gilani Survey)

(Islamabad), 18th March 2025

According to a survey conducted by Gallup & Gilani Pakistan, majority of Pakistanis lack trust in newspapers – Only 29% express confidence.

A nationally representative sample of adult men and women from across the country was asked the question, ***“We want to ask about some institutions and how much trust or confidence you have in them - Newspapers?”***. In response, 10% said ‘very much trust’, 19% said ‘somewhat trust’, 14% said ‘very little trust’, 36% said ‘not trust at all’, 20% said that they didn’t know, while 1% didn’t respond.

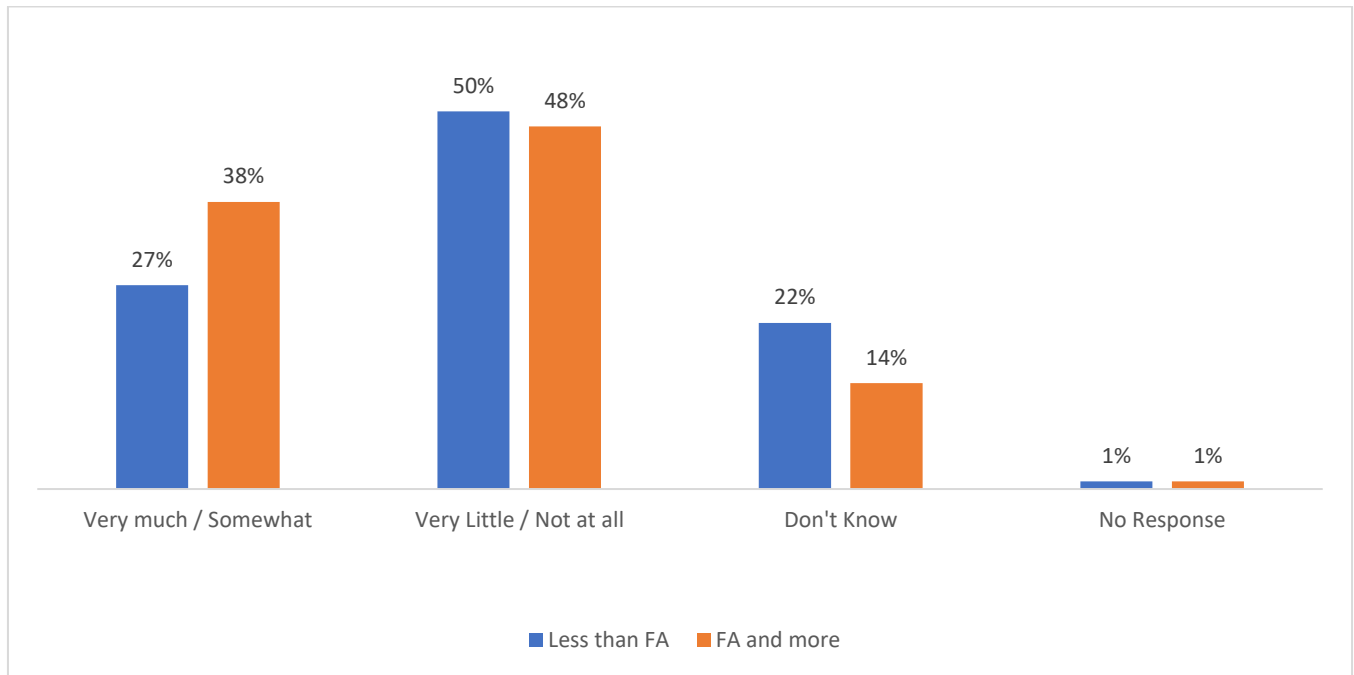
Question: We want to ask about some institutions and how much trust or confidence you have in them - Newspapers?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 788 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI)

Across Education: Educated respondents who had completed FA or higher education are 11% more likely to report having somewhat or strong trust in newspapers (38%) compared to those who had not completed FA (27%).



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



GILANI RESEARCH
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Tuesday, March 18th, 2025

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Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)