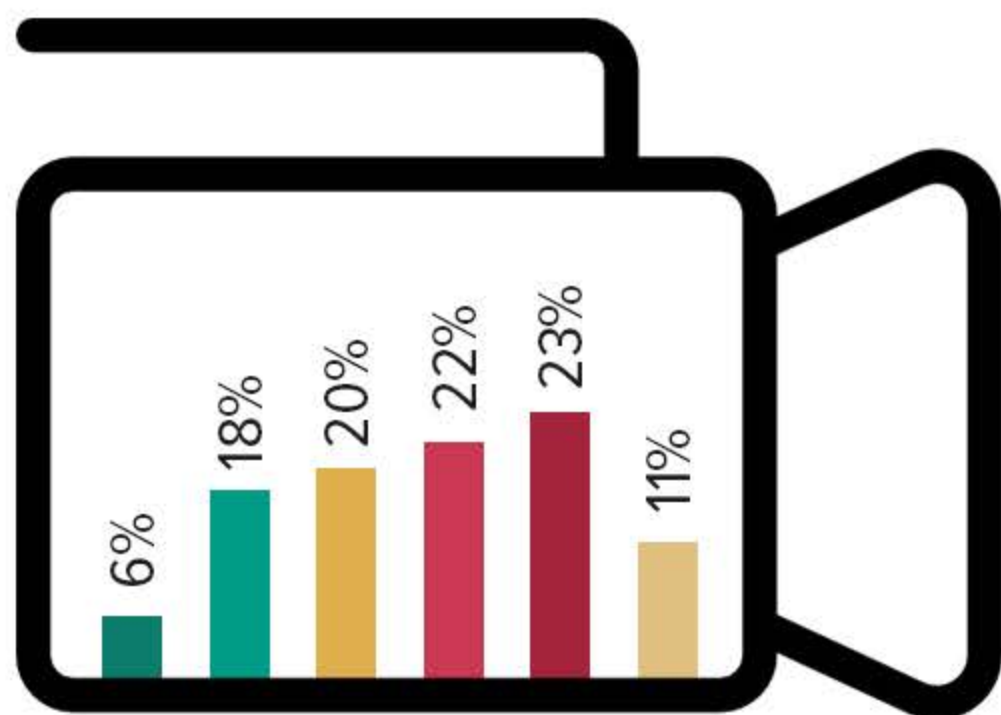


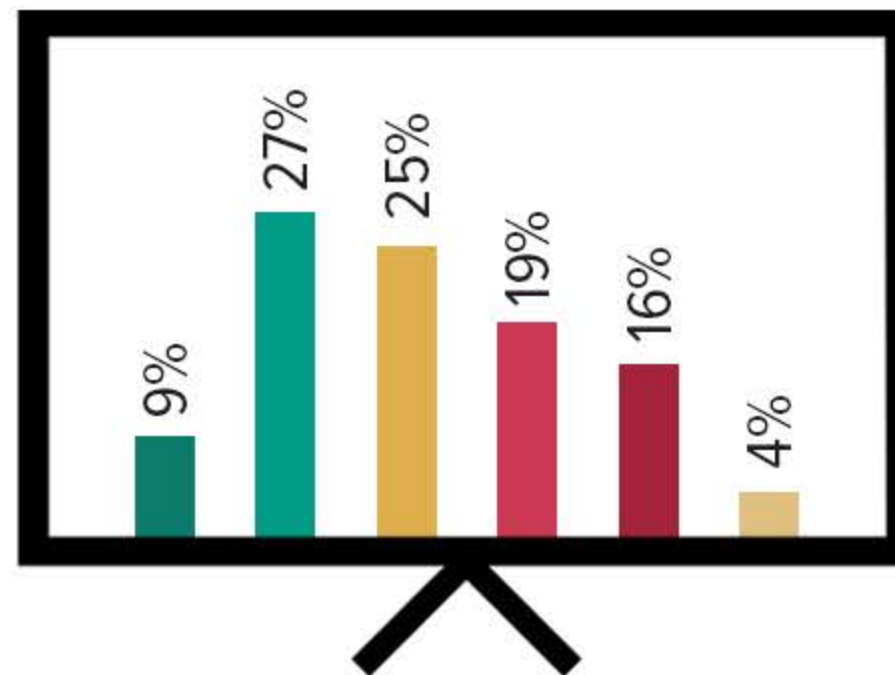
NOVEMBER 07, 2018

**DESPITE THE RECENT BOOM, FILM INDUSTRY FAILS TO LEAVE AN IMPACT; ONLY 24% PAKISTANIS DEEM ITS PERFORMANCE COMMENDABLE WHILE 45% PAKISTANIS THINK ITS PERFORMANCE HAS BEEN UNSATISFACTORY. FOR TELEVISION INDUSTRY THESE FIGURES ARE 36% AND 35% RESPECTIVELY.**

Kindly tell what do you think about entertainment industry’s (film and television) performance in the last year. Was it very good, good, appropriate, bad or very bad?



FILM INDUSTRY



TELEVISION INDUSTRY

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

SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1550

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

Opinion Poll  
**MEDIA**  
Films/ Television

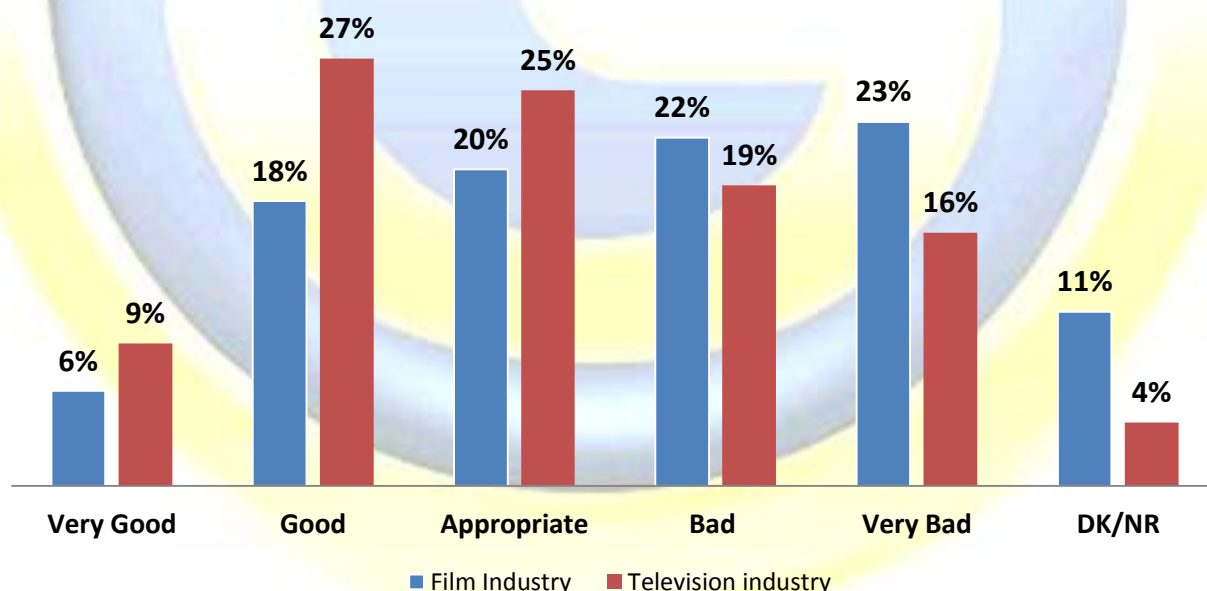
**Despite the recent boom, film industry fails to leave an impact; only 24% Pakistanis deem its performance commendable while 45% Pakistanis think its performance has been unsatisfactory. For television industry these figures are 36% and 35% respectively. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, November 07, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, despite the recent boom, film industry fails to leave an impact; only 24% Pakistanis deem its performance commendable while 45% Pakistanis think its performance has been unsatisfactory. For television industry these figures are 36% and 35% respectively.

A nationally representative sample of men and women from across the four provinces was asked “Kindly tell what do you think about entertainment industry’s (film and television) performance in the last year. Was it very good, good, appropriate, bad or very bad?” In response to this question, for film industry, 6% said it was very good, 18% said it was good, 20% said it was appropriate, 22% said it was bad and 23% said it was very bad while 11% did not know or respond to the question. For television industry, 9% said its performance has been very good, 27% said good, 25% said appropriate, 19% said it was bad, 16% said it was very bad while 4% did not know or respond to the question.

**“Kindly tell what do you think about entertainment industry’s (film and television) 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](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://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 03, 2018. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.

## Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



**Wednesday, November 07, 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,*

*Ms. Fatima Idrees*

*Phone: +92-51-2655630*

*E-mail: [fatima.idrees@gilanifoundation.com](mailto: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](http://www.gallup-international.com)

***Disclaimer:*** Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll  
2018



of Gallup Pakistan  
(1980-2018)