

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.

Two Third Oppose Showing Indian Films in Local Cinemas: GILANI POLL /GALLUP PAKISTAN

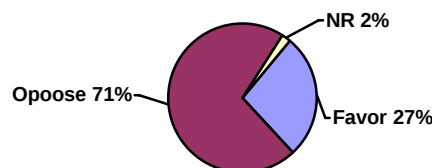
Islamabad, December 10, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, when asked in its surveys as to which movies they watch or what TV channels they watch for entertainment, Indian movies scored very high. But when it comes to the idea of being able to watch them on big screen in Pakistan, the survey suggests a different picture. More than two thirds of all Pakistanis (71%) are against local cinemas playing Indian movies where as one fourth (27%) claim to favor this initiative of the Pakistani cinemas and 2% gave no response.

A nationally representative sample of men and women from across the country were asked “*Recently Pakistani cinemas have started showing Indian movies. Do you favour or oppose this act?*” Twenty seven percent (27%) favour where as the majority (71%) oppose playing Indian movies in Pakistani cinemas. The remaining 2% gave no response.

The findings of the survey reveal no significant difference in opinion of people from across various demographics except that slightly higher percentage of respondents from NWFP and elderly people are against Indian movies being played in Pakistani cinema.

“Recently Pakistani cinemas have started showing Indian movies. Do you favour or oppose this act?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2789 men and women in rural and urban areas of all four provinces of the country, during November 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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