

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.

Majority of Pakistanis Believe Foreign Media and Movies Have a Negative Cultural Affect on Society: GILANI POLL /GALLUP PAKISTAN

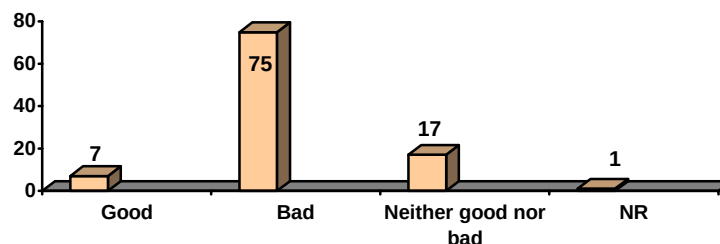
Islamabad, November 2, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, notwithstanding high viewership of foreign TV channels, majority of all Pakistanis (75%) believe that foreign media (movies and programs) is detrimental to their society. Only 7% said the impact of foreign media is positive, 17% said it has no effect and 1% gave no response.

A nationally representative sample of men and women from across the country were asked “*In your opinion what kind of an impact is foreign media (movies and programs) having on our society, meaning is it bad or good?*” A small percentage of all respondents (7%) said foreign media has a positive impact, where as the majority 75% believe otherwise. Seventeen percent (17%) claimed the impact is neither good nor bad and 1% gave no response.

The findings of the survey show that a proportionately higher percentage of ruralites (79%) as compared to their urban counterparts (66%) claim foreign media to have an adverse effect on the society.

“In your opinion what kind of an impact is foreign media (movies and programs) having on our society, meaning is it bad or good?”



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 2753 men and women in rural and urban areas of all four provinces of the country, during October 2009. Error margin is estimated to be approximately ± 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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