



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Support for Pak-India Combined Media Productions Declines: GILANI POLL / GALLUP PAKISTAN

Islamabad, June 2, 2009

In the past few years Pakistan and India have produced numerous dramas and films together but according to a recent Gilani Research Foundation survey carried out by Gallup Pakistan, the support for such combined media production has fallen since 2007. Twenty six percent (26%) support the idea of Pakistani artists working in India down from 51% support in 2007. Similarly, 27% favor the idea of Indian artists working in Pakistan down from 55% in 2007. The main reason for this change in attitude is increasing security tension between the two neighboring countries.

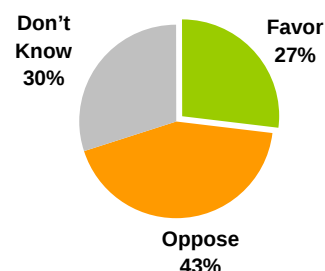
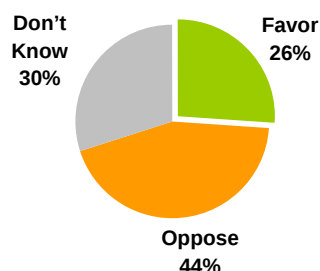
A nationally representative sample of men and women from across the country were asked “Recently, India and Pakistan have started to produce dramas and films together. Some people favor Pakistani artists working in India while others oppose it. What is your view point?” Majority of the respondents (44%) claimed that they do not favor it, 26% are in the favor of Pakistani artists working in India, whereas 30% are unsure. It is seen that a significantly higher percentage of urbanites (40%) favor such combined productions as compared to their rural counterparts (19%).

To understand whether people are open to Indian artists working in Pakistan, the respondents were asked “Some people favor Indian artists working in Pakistan, while others oppose it. What is your view point?” Once again the majority (43%) do not support Indian artists working in Pakistan. Twenty seven percent (27%) favored where as 30% were unsure. Half of all respondents from rural areas (50%) oppose Indian artists working in Pakistan.

The data reveals that support for combined productions is slightly higher among the young under the age of 30, as 29% of them support it. This compared with 23% of support among those over the of 30.

“Recently, India and Pakistan have started to produce dramas and films together
Some people favor Pakistani artists working in India while others oppose it. What is your view point?”

Some people favor Indian artists working in Pakistan, while others oppose it. What is your view point?”



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

In 2007, when relations between the two countries were better, opposition to Pakistanis working in India was just as high, 46%. However, support was in majority at 51%. Similarly, for Indian artists working in Pakistan opposition was the same at 44%, but support was high at 55%. Since then political tension between the two countries have escalated mainly after the Mumbai attacks in November 2008, titling much of the support for joint cultural production not into direct opposition but towards more uncertainty, evident from the recent 30% unsure response in both questions.

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 2687 men and women in rural and urban areas of all four provinces of the country, during January 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 media related and other issues see website www.gallup.com.pk

For any queries please contact:
Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630
E-mail: rabea.haque@gallup.com.pk