



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.

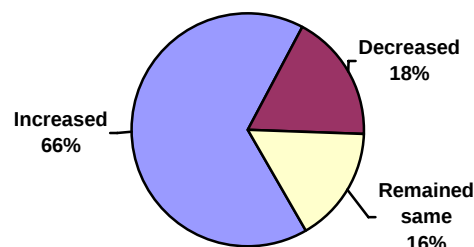
Two Thirds of Pakistanis (66 %) Claim Obscenity on Television Has Increased: GILANI POLL / GALLUP PAKISTAN

Islamabad, August 26, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, two thirds of all Pakistanis (66%) believe obscenity on television has increased, 18% feel it has decreased and 16% think it has remained the same. Forty two percent (42%) said they sometimes feel that there are certain programs which can not be watched with their families because of their content, 41% often feel like that, where as 11% claimed to have never come across a program which is not suitable to watch with the family. Six percent (6%) of the respondents do not watch TV with their families.

A nationally representative sample of men and women from across the country were asked “Some people object that recently obscenity on television has increased. In your view has obscenity increased, decreased or has remained the same?” Majority (66%) said it has increased and 18% believe obscenity on television has decreased. Sixteen percent (16%) of the respondents claimed it has been the same. A proportionately higher percentage of ruralites (21%) as compared to their urban counterparts (12%) claimed television programs are less obscene than before. The data also revealed that younger people of under 30 years of age believe media has become more obscene.

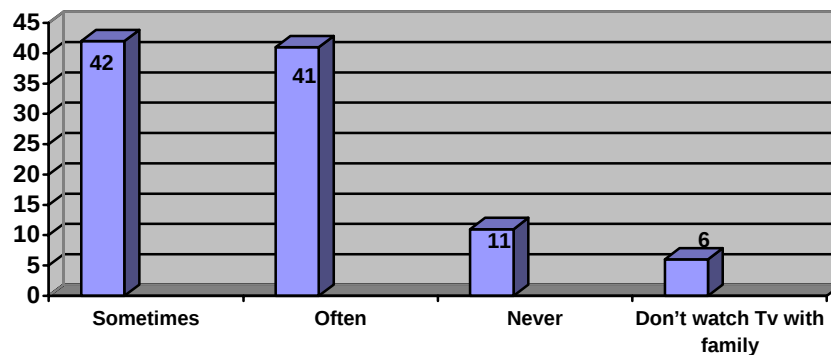
“Some people object that recently obscenity on television has increased. In your view has obscenity increased, decreased or has remained the same?”



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

In a follow up question the respondents were asked “Have you ever noticed that at times there maybe programs which are not suitable to watch with the entire family. (If yes) How often have you felt this?” Forty two percent (42%) said sometimes, 41% said often where as 11% claimed to have never come across a program which was not suitable to watch with the family. Six percent (6%) of the respondents do not watch TV with their families. While a proportionately higher percentage of rural dwellers said they sometimes feel some programs are obscene, a higher percentage of urbanites often feel programs are not suitable to be watched with family.

“Have you ever noticed that at times there maybe programs which are not suitable to watch with the entire family. (If Yes) How often have you felt this?”



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 2650 men and women in rural and urban areas of all four provinces of the country, during August 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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