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GALLUP PAKISTAN POLL FINDINGS ON

KITE FLYING

Enthusiasm for Basant Kite-Flying Declining

Decline Explained by Rising Accidents

Results released on: *April 03, 2009*

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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.

Enthusiasm for Basant Kite-Flying Declining: GALLUP PAKISTAN

Decline Explained by Rising Fear of Accidents

Islamabad: April 03, 2009

Over the years Gallup Pakistan has been carrying out public opinion surveys on the phenomena of kite-flying, to explore the level of interest among different sections of the population, the level of participation in this activity and views on the controversy – should the kite-flying Basant festival be celebrated or not.

According to the latest poll conducted during the month of March (*among a cross section of more than 2911 men and women statistically selected from the rural and urban areas of all the four provinces of Pakistan*) 31% of the population said they have strong or some interest in kite-flying. It is interesting to note that over the past one year there has been a significant decrease in interest (*In 2008 41% claimed to have strong or some interest in kite-flying*). Consequently the percentage of people who showed no personal interest in kite-flying has increased from 58% in 2008 to 65% in 2009.

This season 25% of the Respondents claimed that they or some member of their family has had a chance to fly kites.

In recent years there has been a growing controversy about celebrating Basant. When respondents were asked: *“Some people believe that there*

should be restriction on celebrating Basant, while others oppose this restriction. Do you favor or oppose this restriction on celebrating Basant?" 62 % favored restriction on celebrating Basant while 38% opposed any such measure.

Survey data indicates that the reason behind declining support for celebrating basant is not so much a cultural factor as it is the result of increasing number of accidents related to kite-flying. Accidents are caused by use of steel wires in flying kites. The steel wires cause electric shocks and short-circuit when they touch electricity poles. In 2007, the tragic death of a number of children in accidents during Basant intensified public opinion against the kite-flying celebrations.

To better understand the reasons behind growing disapproval of Basant, respondents were asked *"Some people believe that instead of kite-flying, Spring Festival should be organized, where as some believe that basant can not be celebrated without kite-flying. What is your view point?"* The majority of respondents, 51%, were in support of celebrating Basant as a spring festival. Only 14% insisted on including kite-flying in the celebrations. The remaining 35% did not have any views on this.

When respondents were asked their views on the recent decision by the Punjab Government to lift the ban on Kite-Flying for one day, the majority, 59% were against this decision, only 13% support it. The remaining 28% did not give any views.

When asked, *"In your view, who is responsible for the loss of lives during Basant?"* 44% of the respondents hold the Punjab government responsible for loss of lives during Basant season, 23% said it is the High Court which is responsible for such losses, while 16% blamed the general public and 17% believe the manufacturer of faculty kite-flying equipment are responsible.

Question: *Do you support or oppose the view that Basant celebrations on a public scale should be banned?*

	2009	2008	2007	2006
Support	62%	61%	65%	64%
Oppose	38%	39%	35%	36%

Source: Gallup Pakistan, Surveys 2006-09

These findings are based on surveys conducted by Gallup Pakistan, affiliate of Gallup International, and released by Gilani Foundation. The sample size

for the latest survey was 2911 men and women statistically selected from the urban and rural areas of all four provinces of the country. The survey was conducted on March 22-23, 2009. Error margin is estimated to be approx. $\pm$ 2-3 per cent at 95% confidence level.

For more surveys data on other issues see website www.gallup.com.pk

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