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GALLUP PAKISTAN POLL FINDINGS ON

ONE IN TEN ARE REGULAR CINEMA GOERS

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ONE IN TEN ARE REGULAR CINEMA GOERS

According to a recent Gallup poll nearly one in ten Pakistani men go to movies rather frequently and watch on the average one in a month. Another 13% of the populations go to the movies, but less frequently. 77% of the population said they never go to the cinema.

These findings emerged from a survey conducted by Gallup Pakistan on the media habits of the population. The survey asked the question, “How often do you go to the cinema.” 9% said they went to the cinema once a month, while another 13% said they watched movies only once in a while. The survey was conducted in all the four provinces and covered both rural and urban areas of the country. The respondents were selected through scientific sampling and the data were computer processed.