



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.

Perceptions on the Dramas Shown Nowadays VS the Old Classics: GILANI POLL /GALLUP PAKISTAN

Islamabad, January 26, 2010

According to a recent Gilani Research Foundation survey carried out by Gallup Pakistan, there is a split in views of people regarding new dramas shown on various Pakistani television channels nowadays as compared to the old dramas; while 31% claim dramas nowadays have become better, 42% feel they are worse, and 24% believe these is no difference. The remaining 3% gave no response. It is seen that older generation believes in 'Old is Gold' and hence prefer the classics as compared to the innumerable television dramas shown these days.

A nationally representative sample of men and women from across the country were asked *"In your opinion, as compared to before, are the dramas shown on various Pakistani TV channels these-days are better, worse, or the same?"* Thirty one percent (31%) feel that the quality of new dramas is better, 42% believe new dramas are worse, where as 24% said that dramas shown these days are no different than before. The remaining 3% of the respondents gave no response, only 15% of them prefer the new to the dramas of yester' years.

The findings of the survey reveal that a proportionately higher percentage of rural dwellers (47%) as compared to the urbanites (32%) believe old dramas were a lot better than the ones shown on television these days. It is also seen that while younger people prefer the new dramas, older Pakistanis believe nothing can beat the classics shown in their times.

"In your opinion, as compared to before, are the dramas shown on various Pakistani TV channels these-days are better, worse, or the same?"



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 recent survey was carried out among a sample of 2805 men and women in rural and urban areas of all four provinces of the country, during January 2010. 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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