



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.

63 % of all Pakistanis Oppose Celebrating Basant Kite-Flying; Only 15 % Favour, 22 % are Indifferent: GILANI POLL /GALLUP PAKISTAN

Islamabad, March 9, 2010

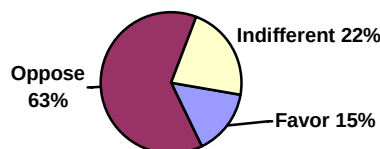
According to a Gilani Research Foundation survey carried out by Gallup Pakistan, opposition to Basant kite flying has risen since the question was first posed by Gallup Pakistan in 1999, from 41% to 63% in 2010. Opposition to basant kite flying remained largely stable from 1999 to 2004, but rose sharply in 2006 when it climbed to 52% and even higher in 2010 to 63%. It is seen 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, among other causes, by use of steel wires in flying kites. In 2007, the tragic death of a number of children in accidents during Basant intensified public opinion against the kite-flying celebrations.

In a previous survey conducted in 2009, the 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.

In the recent 2010 survey a nationally representative sample of men and women from across the country were asked “*Some people favour celebrating basant, some oppose it, while others are indifferent towards it. What is your opinion regarding basant kite flying celebrations?*” Fifteen percent (15%) said they are in the favour of basant kite flying, 63% said they are against it, whereas 22% believe that it does not matter so whoever wants to celebrate it they can.

The findings of the survey reveal no significant difference in opinion of people from across various demographics.

“Some people favour celebrating basant, some oppose it, while others are indifferent towards it. What is your opinion regarding basant kite flying celebrations?”



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

COMPARATIVE DATA

*“Some people favour celebrating basant, some oppose it, while others are indifferent towards it.
What is your opinion regarding basant kite flying celebrations?”*

	Favour	Neutral/Indifferent	Oppose
Year 1999	29%	30%	41%
Year 2002	28%	33%	38%
Year 2004	28%	29%	43%
Year 2006	18%	30%	52%
Year 2010	15%	22%	63%

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 2581 men and women in rural and urban areas of all four provinces of the country, during February 2010. Error margin is estimated to be approximately ± 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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