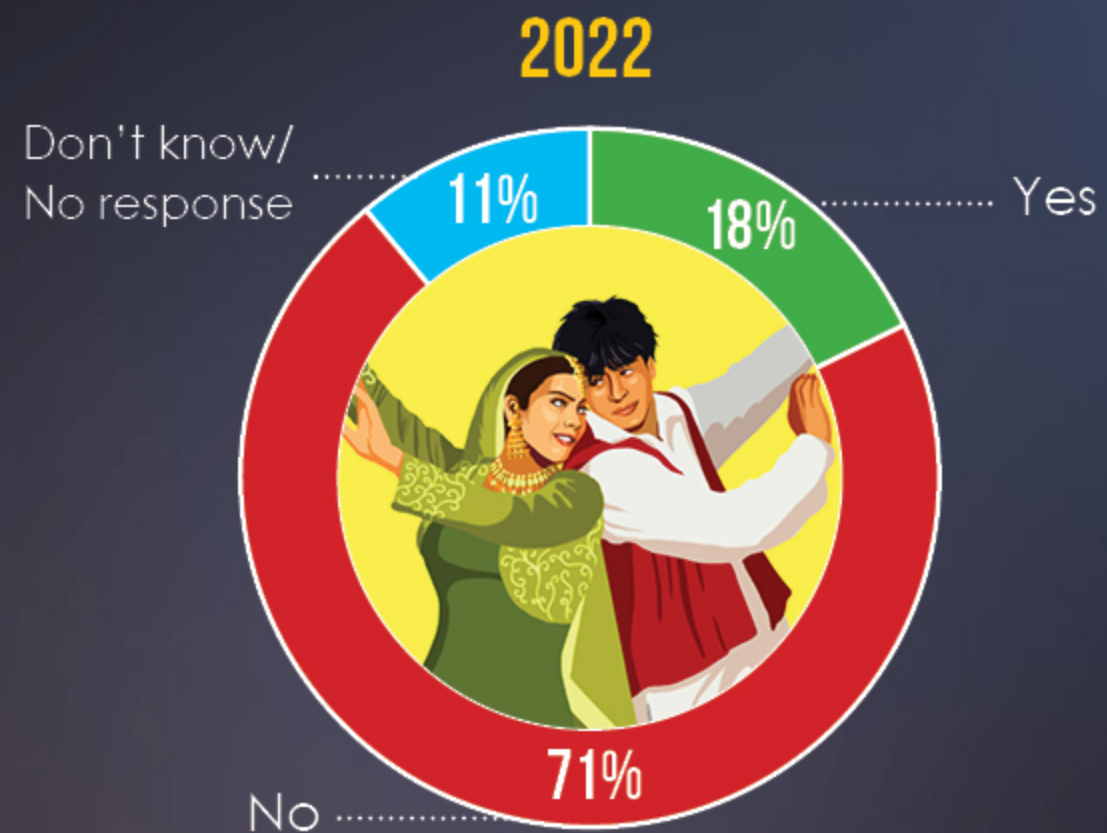
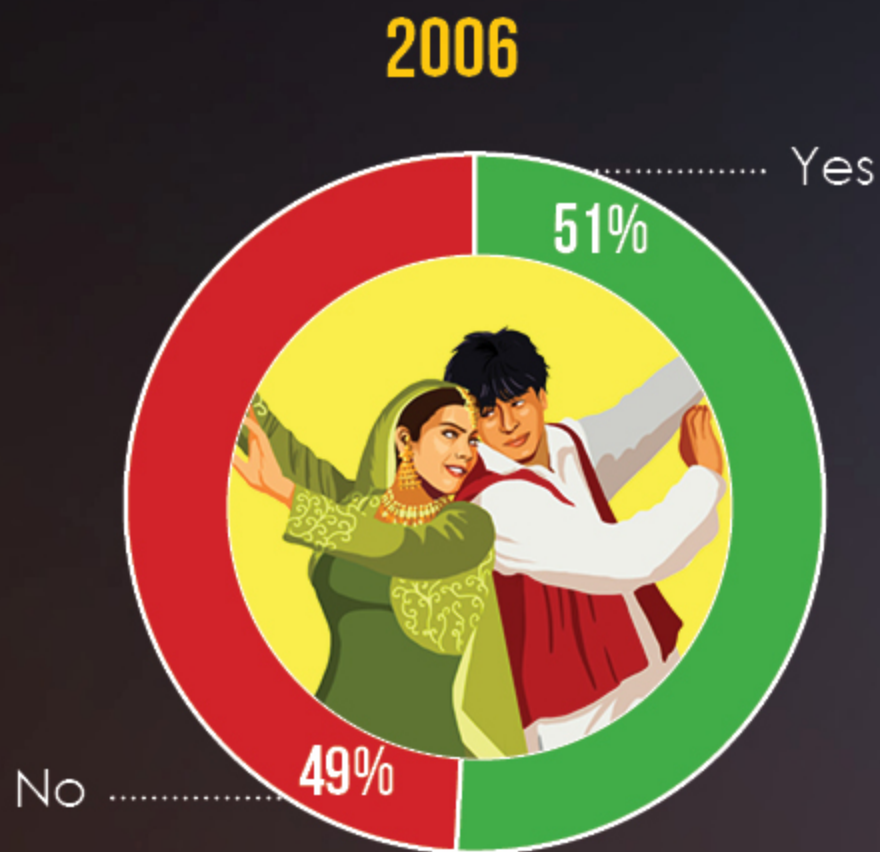


71% of respondents in 2022 as compared to 49% in 2006 report that they do not watch Indian movies or dramas: Gallup & Gilani Pakistan History Project

Question: "In your household, do you or do you not watch Indian movies and dramas?"





Opinion Poll History Polls

71% of respondents in 2022 as compared to 49% in 2006 report that they do not watch Indian movies or dramas: Gallup & Gilani Pakistan History Project

(Islamabad), June 14, 2022

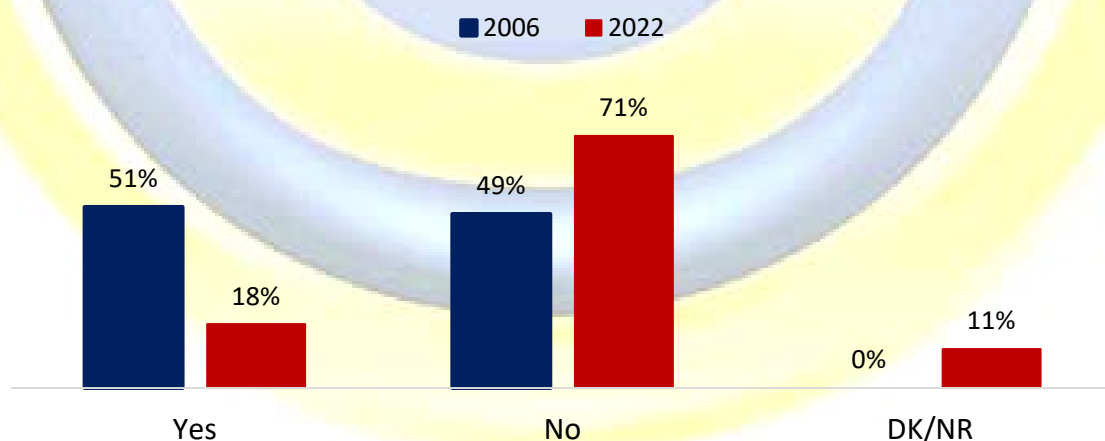
In a Gallup & Gilani Pakistan National Survey conducted in the year 2006, a representative sample of adult men and women from across Pakistan was asked the following question “*In your household, do you or do you not watch Indian movies and dramas?*” In response to this question, 51% said yes and 49% said no.

Comparative Picture: This question was asked again in 2022 to allow a comparison to be made across the years. In response to this question in 2022, 18% said yes, 71% said no and 11% said don’t know or gave no response.

Trend Analysis: 71% of respondents in 2022 as compared to 49% in 2006 report that they do not watch Indian movies or dramas, indicating an increase of 22%.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.

Question: “In your household, do you or do you not watch Indian movies and dramas?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact caf@gallup.com.pk



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Tuesday, June 14, 2022

(3 Pages, English version Only)



Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)