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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

40 PERCENT OWN CASSETTE RECORDER

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40 PERCENT OWN CASSETTE RECORDER

A recent Gallup survey shows that more than 40% of the urban population in Pakistan owns a cassette recorder and on an average they have access to more than dozen cassettes. Their favorites have a broad range comprising of popular entertainment music of Pakistan/India and English songs as well as children's poems and stories. Important component of the cassettes in Pakistan comprises of religious material including recitation of the Holy Quran and recorded speeches of religious leaders.

The survey was conducted by Gallup Pakistan in 100 statistically selected cities like Karachi, Lahore, Rawalpindi and small towns where population is only a few thousand persons.

In the large cities almost every second household owns cassette recorder.

The survey data show that nearly 35% urban household has access to cassettes of Pakistani songs closely followed by Indian songs which are available with 34% households. The figure for English songs is 13% and 7% for children's poems and stories. 23% of households have cassettes of recitations from the Holy Quran and 15% to speeches of religious leaders.

The survey data shows a clear relationship between the age income and education of the respondents with their fondness for cassettes. The younger population appears to be ahead of the older people in their fondness for music as well as religious material. 45% of those fewer than 30 years of age have access to music cassettes and 20% have access to speeches of religious leaders whereas these figures of over 60 are only 17% and 10% respectively. Music also seems to be a favorite pastime of the unemployed 39% of whom said they owned Pakistani music cassettes and 42% had Indian music.

According to the same Gallup survey Mahdi Hasan is the most popular singer claiming the highest rating by 15% of the respondents followed by Mohammad Rafi 7%, Ghulam Ali 2% and Madesh 2%.