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GALLUP PAKISTAN POLL FINDINGS ON

**IBRAR UL HAQ AND HADIQA KIYANI AS THE HIGHEST RATED
SINGERS OF PAKISTAN**

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IBRAR UL HAQ AND HADIQA KIYANI AS THE HIGHEST RATED SINGERS OF PAKISTAN

- APRIL 2, 2002

For 20 years Noor Jehan and Mehdi Hasan had dominated the ratings scene. The shift to a new generation of singers culminated in the year 2000 according to analysts at Gallup

According to a recent survey conducted by Gallup Pakistan Ibrar Ul Haq and Hadiqa Kiyani are the most popular male and female signers in Pakistan. Each one of them was rated as the top signer by around 15% of a national sample of respondents. Comprising of a statistical cross section representing the rural and urban areas of all the four provinces of Pakistan. The sample inducted men and women of various age groups and socio economic backgrounds.

According to analysts at Gallup the recent survey marked a departure from a long standing pattern of ratings in which Noor Jahan and Mehdi Hassan maintained their position in these ratings. The two doyens of music in Pakistan maintained their position for over 20 years, ever since Gallup Pakistan started rating popular singer in 1980.

According to the time series data of ratings at Gallup, the turn around came by the close of 2000 by when Ibrar-ul-Haq and Hadiqa Kiyani and started to overtake the classical giants in this field.

The Popularity rating of signers shows that which Ibrar ul Haq is popular in both urban and rural areas, his edge in ratings comes from urban fans. In the rural areas his popularity runs neck and neck with Attaullah. Other significant names appearing among male signer include Rahim Shah, Jawad Ahmed, Shazad Roy and Ali Haider. Among female the popular names are Shazia Manzoor, Naseebo Lal, Humaira Arshad and Latta. It appears from survey findings that Shazia Manzoor and Naseebo Lal are particular popular among rural listeners among whom they out perform Hadiqa Kiyani.