



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.

68 % Pakistanis Listen to Music on Cassettes; 55 % Listen to Music on CDs: GILANI POLL /GALLUP PAKISTAN

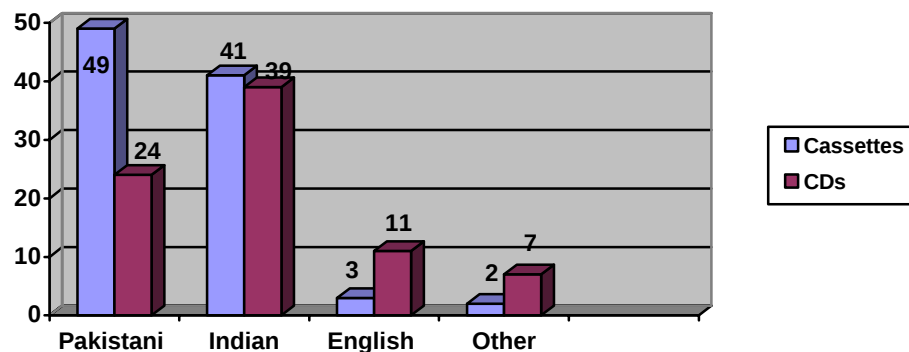
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According to a Gilani Research Foundation survey carried out by Gallup Pakistan, while majority of Pakistanis (68%) claimed to listen to music on cassettes a significant 55% of the respondents also claimed to listen to music on CDs. 49% claimed to buy cassettes of Pakistani songs, 41% buy cassettes of Indian music, 5% said they buy cassettes of English songs or some other kind of music. 39% claimed to buy Indian music CDs, 24% buy CDs of Pakistani music, 11% buys English songs CDs and 7% buy CDs of some other kind of music.

A nationally representative sample of men and women from across the country were asked “Do you buy cassettes of Pakistani songs or Indian songs?” Sixty eight percent (68%) claimed to purchase music cassettes with the majority (49%) preferring Pakistani music, closely followed by Indian music (41%). Five percent (5%) of the respondents said they buy cassettes of English songs or some other kind of music. Twenty three percent (23%) gave no response where as 9% do not buy any cassettes. The findings show that a proportionately higher percentage of ruralites (54%) than urbanites (42%) claimed to buy Pakistani music cassettes.

When the respondents were asked about their CD buying habits, the results show that 55% respondents buy CDs to listen to music. Among these 39% claimed to buy Indian music CDs where as 24% buy CDs of Pakistani music. Eleven percent (11%) buy English songs CDs and 7% buy CDs of some other kind of music. Nine percent (9%) do not buy any CDs. Thirty six percent (36%) gave no response. A proportionately higher percentage of urbanites tend to buy CDs of Indian music.

“Do you buy CDs and/or cassettes of Pakistani songs or Indian songs (Ask separately for both cassettes and CDs)?”



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 survey was carried out among a sample of 2562 men and women in rural and urban areas of all four provinces of the country, during October 2008. 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 related and other issues see website www.gallup.com.pk

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