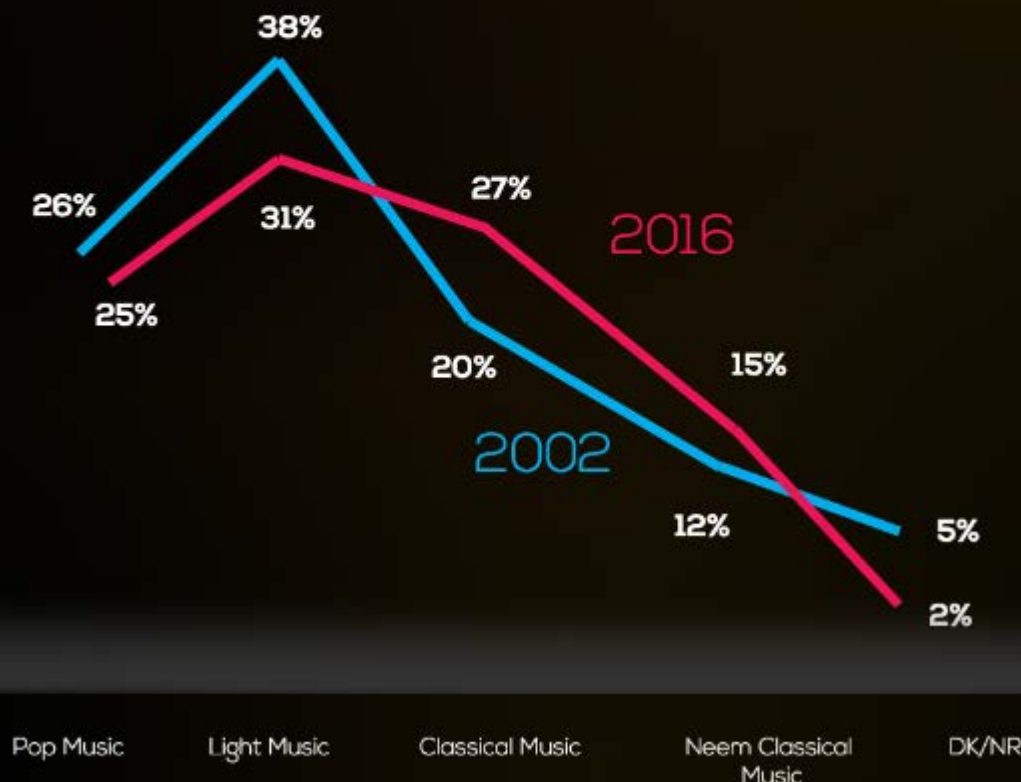


10% INCREASE IN PUBLIC PREFERENCE FOR CLASSICAL AND NEEM CLASSICAL MUSIC AS THE FAVOURITE GENRE OF MUSIC BETWEEN 2002 AND 2016.

Question: What type of music do you like?





Public Opinion in Pakistan in the Year 2002

Music General

(2002-2016) 10% increase in public preference for Classical and Neem Classical music as the favourite genre of music between 2002 and 2016. GILANI POLL/GALLUP PAKISTAN

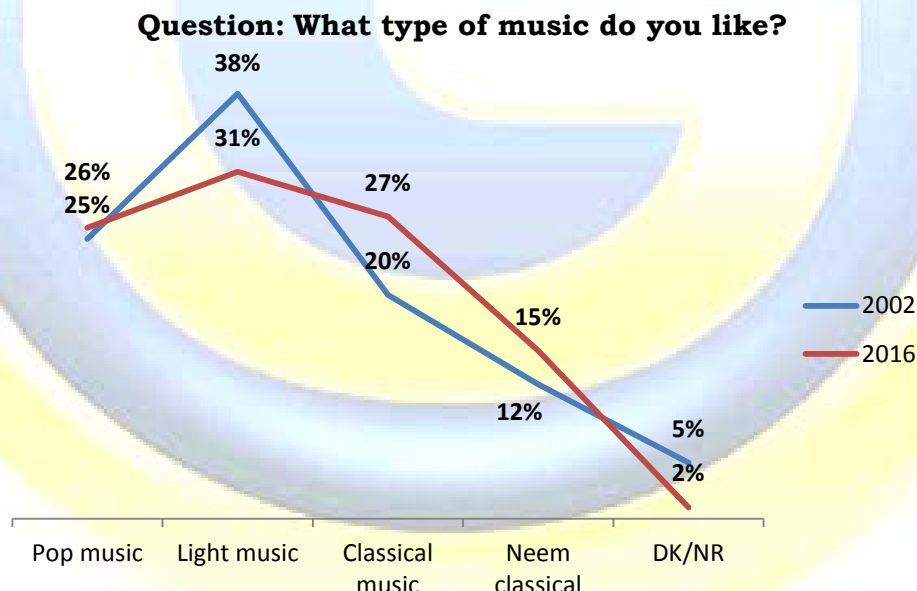
Islamabad, July 19, 2016

According to a Gallup Pakistan National Survey conducted in the year 2002 (14 years ago) respondents were asked for their preference in music genre. 25% respondents said Pop music, 38% said any kind of Light/slow music, 20% said Classical music and 12% mentioned Neem classical. 5% did not respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 26% respondents said that they like Pop music, 31% mentioned some kind of Light/slow music, 27% mentioned Classical and 15% mentioned Neem classical. 2% did not respond.

According to public response, preference for different kinds of music genres has remained consistent over the course of these 16 years. The exception to this is an increased interest in Classical and Neem between 2002 and 2016. In 2016, there has been a 10% increase in respondents who prefer Classical and Neem classical music and a 7% drop in the number of respondents who prefer some kind of light/slow music. There has also been a minor 1% increase in respondents who prefer Pop music.

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.



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(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 is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan 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, July 19 2015

(3 Pages including this)

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.

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

Best Regards,

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of Gallup Pakistan
(1980-2015)