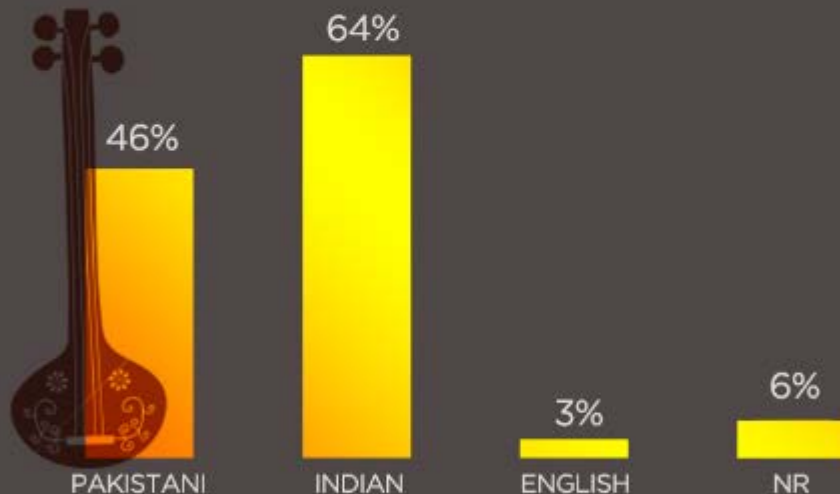


22 Jul 2016

MAJORITY PAKISTANIS (64%), WHO LISTEN TO SONGS, CLAIM TO LISTEN TO INDIAN SONGS.

If you listen to songs, what types of songs do you listen to: Pakistani, Indian, or English?



SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 830
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
Music
General

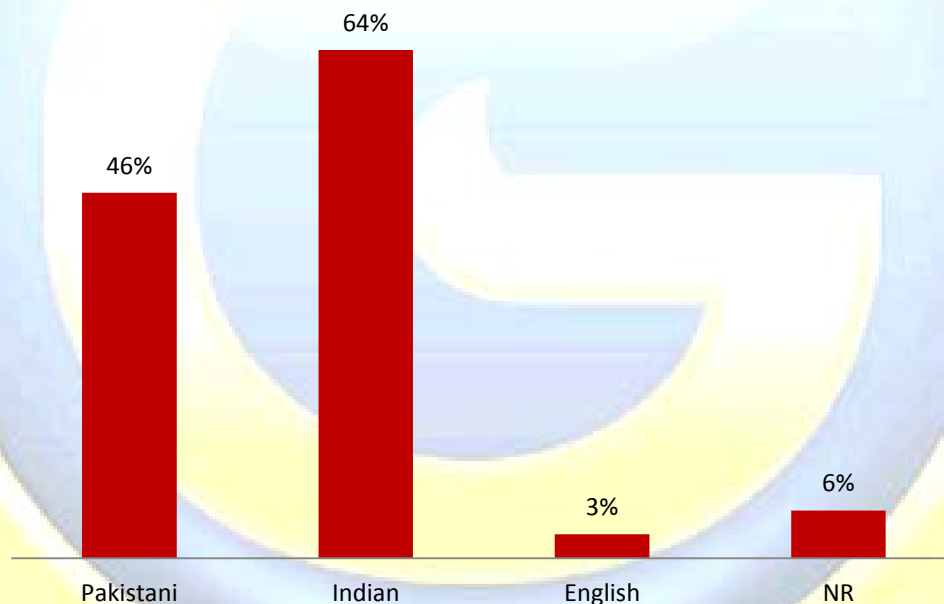
Majority Pakistanis (64 %), who listen to songs, claim to listen to Indian Songs. (GRF POLL)

Islamabad, July 22, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 64% Pakistanis claim to listen to Indian songs.

A nationally representative sample of men and women from across the four provinces, who listen to songs, were asked, “If you listen to songs, what types of songs do you listen to: Pakistani, Indian, or English? (You can choose more than one)” In response to this question, 64% respondents said that they listened to Indian songs, while 46% said that they listened to Pakistani songs. Only 3% said that they listened to English songs. 6% gave no response.

Question: “If you listen to songs, what types of songs do you listen to: Pakistani, Indian, or English? (You can choose more than one)”



(Note: Multiple Responses were allowed. Total responses may not add up to 100%)

Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 830 men and women in rural and urban areas of all four provinces of the country, during May 23 - May 30, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Friday, July 22, 2016

(3 Pages, English version Only)

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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

Disclaimer: *Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com*



Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)