



**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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

## **Almost Two Thirds (64%) Prefer Popular Music Over Other Genres of Music: GILANI POLL/GALLUP PAKISTAN**

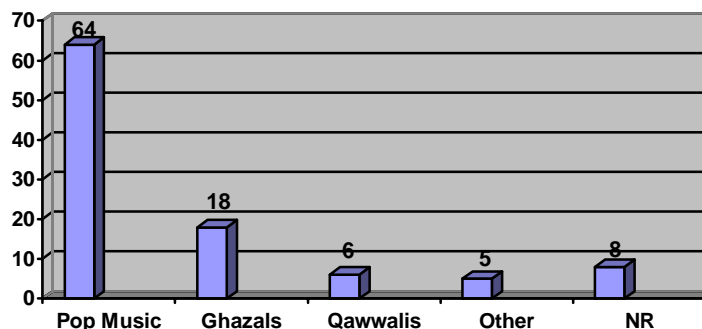
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According to a Gilani Research Foundation survey carried out by Gallup Pakistan, although more than half of all Pakistanis (59%) are fond of listening to music, a significant 39% do not listen to music. Amongst various genres of music, popular music has more listener ship (64%) followed by Ghazals (18%), Qawwalis (6%) and others (5%). Ghazals and Qawwalis are mostly heard by older people as compared to people under 30 years of age who are fond of popular music. Recent findings show that English music (considered mostly as western music) has less appeal in Pakistan as compared to other genres. Popular music is music belonging to any of a number of musical styles that are accessible to the general public and are disseminated by one or more of the mass media.

A nationally representative sample of men and women from across the country were asked “*Usually how do you listen to music*” Thirty Two percent (32%) listen to music on television, and 25% of the respondents said they listen to it on cassettes, radio, or CD’s. Two percent claimed they use some other source to hear music, where as a significant 39% do not listen to music. One percent (1%) gave no response.

To understand what genre of music are Pakistani people fond of, the respondents who listen to music were asked “*What type of music do you like the most, e.g songs (general popular music), qawwalis, or ghazals?*” The results show that majority (64%) likes to listen to popular music. Eighteen percent (18%) of the respondents claimed to have a preference for ghazals while qawwali is preferred by 6%. The remaining 13% either listen to some other type of music or gave no response. It is noticed that while a proportionately higher percentage of women (69%) than men (60%) like popular music, more men (21%) as compared to women (14%) prefer ghazals over other genres. Amongst various age groups, the data reveals that ghazals and qawwalis are mostly heard by older people as compared to people under 30 years of age who are fond of popular music.

*“What type of music do you like the most, e.g songs (general popular music), qawwalis, or ghazals?”*



Source: Gilani Poll conducted by Gallup Pakistan,  
the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

In a follow up question the respondents were asked to rate a list of music types on a scale of good, bad, or neither good nor bad. The survey findings show that **Popular** music is considered good by 49%, bad by 26% and neither good nor bad by 23% of the respondents.

Seventy nine percent (79%) think that **Film** songs are good, while only 9% consider film songs bad. Ten percent (10%) are neutral about this genre and 1% gave no response.

When asked about **Wedding** songs, 73% of the respondents showed their affinity for this type of music and 11% said they dislike wedding songs. Sixteen percent (16%) think they are neither really likeable nor dislikeable, while 1% gave no response.

**Sufi** music, which is also considered to be religious song, is considered to be good by 64% of the respondents and bad by 11%. Twenty three percent (23%) have neutral feelings and 2% gave no response.

Sixty percent (60%) claimed to like soft music, specifically **Ghazals**, while 17% rated ghazals as bad music. Twenty two percent (22%) think this type of music is neither good nor bad and 2% gave no response.

**Qawalis** are liked by 54% and disliked by 18% of the respondents. Twenty seven percent (27%) have rated it as neither good nor bad while 1% gave no response.

It is notable that, only 61% claimed to like **National** songs, while the remaining considers them bad (15%) or neither bad nor good (22%). Two percent (2%) gave no response.

When the respondents were specifically asked about **Indian** songs, 48% rated them as good, 29% of the respondents claimed they are bad, and 22% think they are neither bad nor good. One percent (1%) gave no response.

**English** songs are only liked by 11% of the respondents, where as more than half of all respondents (56%) think they are bad. Thirty two percent (32%) are unsure and 2% gave no response.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2754 men and women in rural and urban areas of all four provinces of the country, during June 2009. 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](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://www.gallup.com.pk)). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

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