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GALLUP PAKISTAN POLL FINDINGS ON

**BBC NEWS ENJOYS A WIDE LISTENERSHIP BUT THE QUESTION ABOUT CREDIBILITY PERSISTS.**

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THE GALLUP POLL

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BBC NEWS ENJOYS WIDE LISTENING BUT QUESTION ABOUT CREDIBILITY PERSISTS.

ISLAMABAD: September 17- A recent Gallup's study shows that BBC Urdu news service enjoys an astonishingly high listenership among all sections of Pakistanis population. The credibility of its news content is however disputed as population of its listeners who view them with cautious skepticism. Some even consider BBC as an anti Pakistan –institution.

The study which is based on survey conducted by Gallup Pakistan over a period of five year which shows that normally one third of male adults claim to be BBC listeners. This is almost half of listenership of radio Pakistan which is 70%. The study says that BBC listenership climbs sharply during heightened political crisis with more than 50% of the male adults listening to it.

What do people look for in BBC news? The Gallup study, which is based on surveys about radio listening conducted over a period of several years identified credibility and international news content as two leading reasons. Even though people turn to it for credibility, not everyone completely trusts the news service. Listeners are almost equally divided in considering very reliable and very unreliable (31%) each. Among the non-listeners the image of BBC is not particularly available: 25% say they don't listen to BBC because it gives false news and 7% refuse to listen to it because they think that it is anti Pakistan.

It is remarkable that interests in BBC news, despite its fairly sophisticated level, cuts across all social classes and geographical sections of Pakistan. It is tuned in the slums, cities, villages of Pakistan and among urban intellectual and rural illiterates with almost equal curiosity, interests and caution.

In other comparison with foreign radio listening, approximately one in five male adults (22%) claim to listen to all Indian radio, while 3% listen to radio Kabul.