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GALLUP PAKISTAN POLL FINDINGS ON

RURAL LISTENERS ATTRACTED BY A WIDE VARIETY OF RADIO PROGRAMMES

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RURAL LISTENERS ATTRACTED BY A WIDE VARIETY OF RADIO PROGRAMS

A recent Gallup poll shows that rural listeners of radio are attracted by a wide variety of programs in Pakistan. In a survey of rural listeners all over the country, music, news, regional programs and Islamic teaching programs are rated fairly closely. Ratings for them ranged between 7-10% each. The survey was conducted by Gallup Pakistan and the respondents were asked to name their most liked radio programmes.