

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.

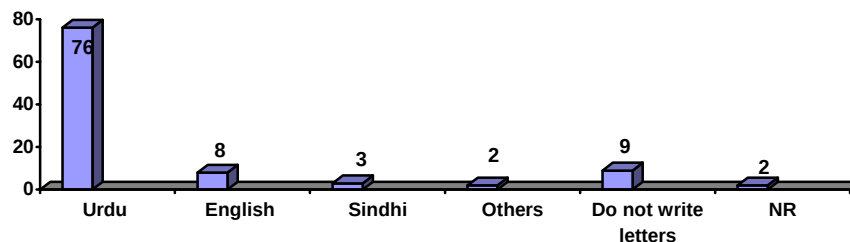
76 % Use Urdu for Writing Letters: GILANI POLL / GALLUP PAKISTAN

Islamabad, November 24, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two thirds of all Pakistanis (76%) prefer writing letters to their loved ones in Urdu, 8% prefer writing in English and 3% write letters in Sindhi. The remaining 13% use some other language, or do not write letters or gave no response. The letter writers include those who get them written by others.

A nationally representative sample of men and women from across the country were asked “If you write a letter to your friends do you write it in English or Urdu?” Majority (76%) said they write it in Urdu, 8% claimed to write letters in English, 3% cited Sindhi, and 2% said some other language. The remaining 11% either do not write letters or gave no response. The findings of the survey reveal no significant difference in opinion across various demographics, except linguistic groups. Among those with Sindhi as their mother tongue 24% write letters in Sindhi.

“If you write a letter to your friends do you write it in English or Urdu?”



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

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 2789 men and women in rural and urban areas of all four provinces of the country, during November 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) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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