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GALLUP PAKISTAN POLL FINDINGS ON

BALL POINT PENS ARE THE MAJOR WRITING INSTRUMENT IN PAKISTAN. FOR WOMEN THE PRINCIPAL USE IS LETTERS AND GROCERY ORDERS; FOR MEN IT IS OFFICE WORK AND RECORD OF EXPENSES.

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Ball Point Pens are the major writing instrument in Pakistan. For women the principal use is letters and grocery orders; for men it is office work and record of expenses - March 31, 2000

According to a recent survey by Gallup Pakistan the ball point pens are now the major source of writing among the Pakistani adult population. Among the children "*lead pencil*" is the most popular medium. But apparently "*ink pen*" has, over a period of time, lost its wide usage. When asked: "**which one do you use most often for writing?**" nearly two third of adults (65%) said "*ball point*", nearly one quarter (25%) said "*ink pen*", while 5% said "*pencil*" and the remaining 5% said no one in their households used any writing instrument. The survey was conducted among more than 2000 urban households in all the four provinces to a cross-section of income and social backgrounds.

The survey findings further showed that the writing instruments served different purposes for different members of the household. For women there were principally two purposes: "Writing letters and writing lists of grocery items to be purchased, or keeping their accounts." For men the main function is their "office or business work" and keeping record of expenses. For the children, a majority of whom uses "*lead pencil*", the principal function is of course their "*school work*".

The survey was conducted among more than two thousand representative sample of urban men and women covering a cross section of various age, income and educational groups. The error margin in a survey of this kind is around 3 percent at 95 percent confidence level. The complete text of Gallup weekly poll may be seen on the internet at www.Gallup.com.pk.