

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.

Preferred Medium for Communicating with Others Via SMS: GILANI POLL / GALLUP PAKISTAN

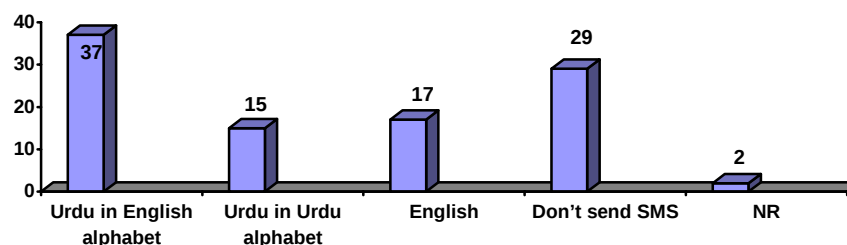
Islamabad, December 7, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, among those using a cell phone, Urdu in both Urdu and Roman script is the most used language for sending SMS. Some use more than one language. Also some copy and paste a message from any of the languages and use that in their SMS which they forward to other people. 37% claim to use Urdu but in English alphabet, while others (15%) type SMS in Urdu using Urdu alphabet. 7% send SMS in English whereas 29% claim to not send SMS to anyone. The remaining 2% gave no response.

A nationally representative sample of men and women from across the country were asked “*Usually in which language do you use for sending SMS from your mobile phone?*” Thirty seven percent (37%) said they send SMS in Urdu typed in English alphabet, 15% use Urdu typed in Urdu alphabet to send text messages whereas 17% said they type SMS in English. Twenty nine percent (29%) do not send any SMS whereas 2% gave no response.

The findings of the survey reveal that a proportionately higher percentage of urbanites, respondents under 30 years of age, and men send text messages in Urdu by using English alphabet from their cell phones, where as a significantly higher percentage of ruralites use Urdu alphabet to type Urdu SMS.

“*Usually in which language do you use for sending SMS from your mobile phone?*”



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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