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GALLUP PAKISTAN POLL FINDINGS ON

**37 % OF PAKISTANIS COMPLAIN OF FORGETFULNESS.
BUT ONLY 17 % KEEP WRITTEN NOTES**

Results released on: 23-01-2004



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37% OF PAKISTANIS COMPLAIN OF FORGETFULNESS. BUT ONLY 17% KEEP WRITTEN NOTES

Islamabad 23-01-2004

Sixty three percent (63%) of the respondents in a national survey say they have no problem with memory and can often recall what they need to while 37% said they experienced forgetfulness. This claim is however affected by age. Thus while only 32 % of the youth (under 30) admit to forgetfulness, the figure is considerably higher among those over the age of 50, among whom 47% admit to forgetfulness. When asked from those who experienced forgetfulness (37%) whether they resort to note taking only 17% of them said they had a habit to keep a written note to remind them of their daily engagements or chores.

The survey was carried out among a national sample of men and women from all the four provinces of the country comprising a cross section of people belonging to various age, income and education groups. More details on the survey are available at www.gallup.com.pk