



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

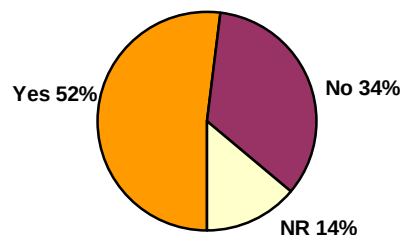
Fifty Two Percent (52 %) Own a Wrist Watch; 50 % Claimed to Wear it All the Time: GILANI POLL /GALLUP PAKISTAN

Islamabad, August 5, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than half of all Pakistanis (52%) claimed to own a wrist watch as compared to 34% who said they do not. A higher percentage of men (63%) than women (37%) own a wrist watch. Amongst those who own a wrist watch, 50% wear it all the time, 23% wear it when they go out, 15% claimed they seldom wear wrist watches, and 5% wear it when they leave for work. Interestingly 6% said they do not ever wear it. Thirty five percent (35%) said they use a wall clock or some other time piece to check the time, 32% use their wrist watches, 14% use their mobile phone, 8% just ask someone else, and 11% seldom need to know the time or gave no response.

A nationally representative sample of men and women from across the country were asked “*Do you own a wrist watch?*” Fifty two percent (52%) said yes while 34% claimed they do not have a wrist watch. Fourteen percent (14%) gave no response. It is revealed that a proportionately higher percentage of men (63%) as compared to the women (37%) claimed to own a wrist watch. It is also seen that slightly higher number of people in urban areas (54%) own a wrist watch than the people residing in rural areas (51%).

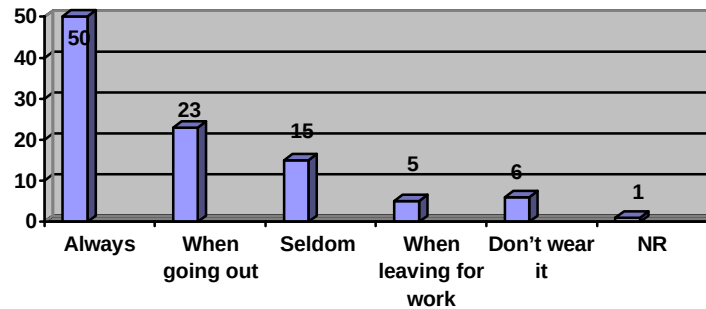
“*Do you own a wrist watch?*”



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

To find out how often people wear their wrist watches, the respondents who claimed to own a wrist watch were asked “*Usually when do you wear your wrist watch?*” Majority (50%) said they always wear it, 23% said they wear their wrist watch when they go out. Fifteen percent (15%) claimed they seldom wear wrist watches, and 5% wear it when they leave for work. Interestingly amongst those who earlier claimed to own a wrist watch, 6% said they do not ever wear it. One percent (1%) gave no response. The data reveals that a significantly higher percentage of ruralites (61%) and men (59%) wear their wrist watches all the time as compared to the urbanites and women who usually wear their wrist watches when stepping out of the house.

“Usually when do you wear your wrist watch?”



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

In a follow up question all respondents were asked, what they usually do/use to check time. Thirty five percent (35%) said they use a wall clock or some other time piece, while 32% said that they use their wrist watches. Fourteen percent (14%) said they use their mobile phone to check time and 8% just ask someone else. The remaining respondents (11%) claimed they seldom need to know the time or gave no response. The results show that a significantly higher percentage of men (44%) use a wrist watch to check time as compared to the women who mostly use a wall clock or some other time piece (55%).

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 2087 men and women in rural and urban areas of all four provinces of the country, during June 2008. 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 related and other issues see website www.gallup.com.pk

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