

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.

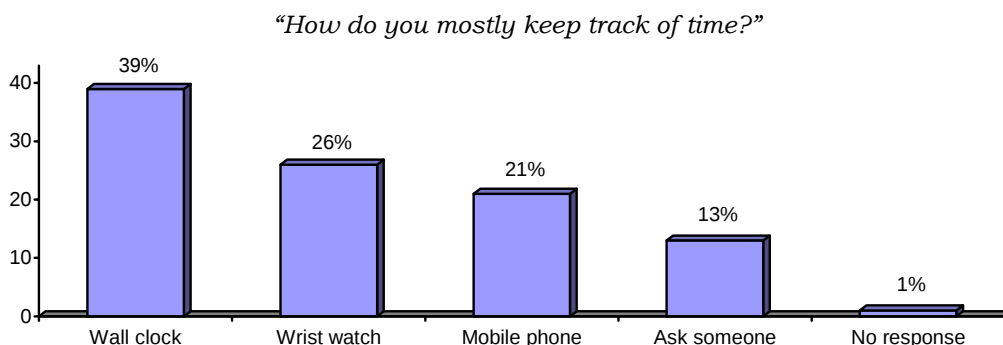
CHANGING LIFE STYLES AND HABITS: Mobile Phone Is Used To Watch Time By 21 %, 26 % Use Wrist Watch And 39 % Use Wall Clock: GILANI POLL /GALLUP PAKISTAN

Islamabad, October 19, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than one third of all Pakistanis (39%) mostly use wall clock to stay informed about time, followed by using wrist watch (26%) and mobile phone (21%). Mobile phone has replaced wrist watch whose prevalence has declined in the last ten years (see Gallup and Gilani Poll [Owning And Wearing A Wrist Watch](#)).

In a survey, a nationally representative sample of men and women from across the country were asked the following question: “How do you mostly keep track of time?” Thirty nine percent (39%) mostly used wall clock for being informed of the time, 26% used wrist watch, 21% mobile phone while 13% said they asked someone to keep informed of time. 1% gave no response.

The data showed that relatively more urbanites used wall clocks and mobile phones to keep track of time. On the other hand proportionately more ruralites used wrist watch. Majority females used wall clock for tracking time while more males made use of wrist watch and mobile phone. The usage of mobile phone for this purpose was higher among the young population (under 30 years).



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 recent survey was carried out among a sample of 2719 men and women in rural and urban areas of all four provinces of the country, during October 2010. 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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