

MAY 19, 2020

46% OF MOBILE PHONE OWNERS IN PAKISTAN REPORT USING THEIR PHONE AS AN ALARM CLOCK (GALLUP & GILANI PAKISTAN POLL)

Have you used your mobile phone as an alarm clock?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1225
Nationally Representative Sample covering both rural and urban respondents across the country.

Opinion Poll

**CONSUMER/COMMERCIAL
Mobiles/Telecom**

46% of mobile phone owners in Pakistan report using their phone as an alarm clock (Gallup & Gilani Pakistan Poll)

Islamabad, 19th May, 2020

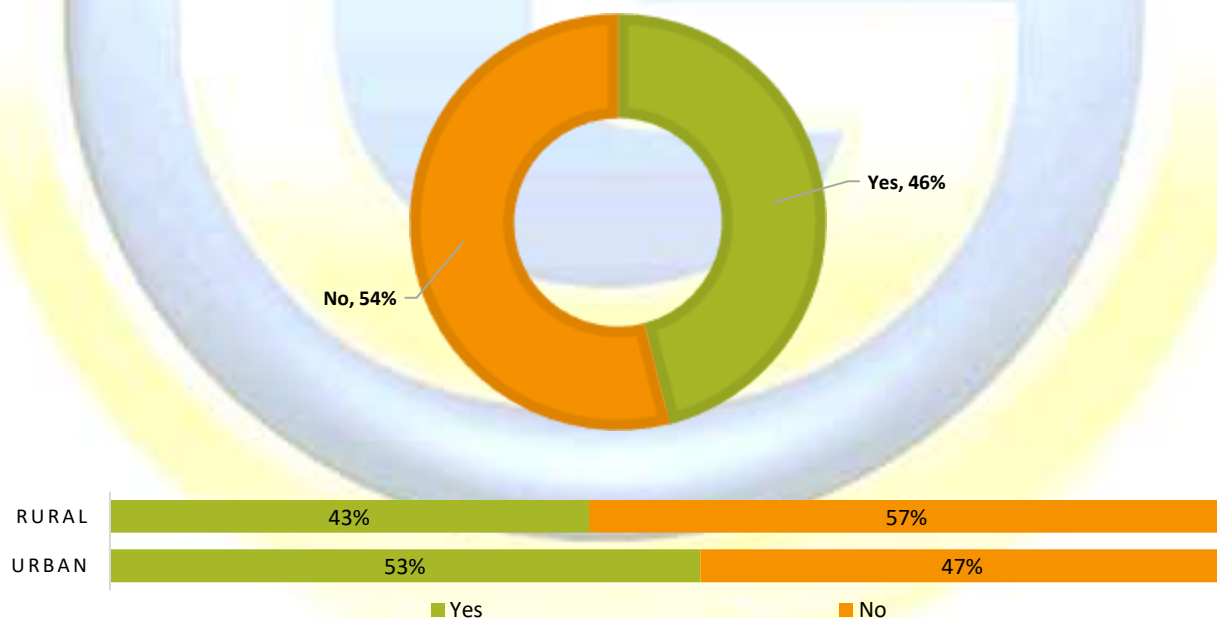
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 46% of mobile phone owners in Pakistan report using their phone as an alarm clock.

A representative sample of men and women from across the four provinces was asked, “*Have you used your mobile phone as an alarm clock?*” In response, 46% said yes while 54% said no.

Urban-Rural Breakdown: 1 in 2 urban respondents (53%) reported using their mobile phones as an alarm clock compared to only 43% rural respondents who reported doing the same.

Age Breakdown: 47% of the respondents that were under 30 years of age claim to have used their mobile phone as an alarm clock, 46% of respondents aged between 30 and 50 years claimed the same while a relatively lower 44% of respondents aged over 50 claimed to have used their phone as an alarm clock.

Question: “Have you used your mobile phone as an alarm clock?”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,225 men and women in urban and rural areas of all four provinces of the country, during March 11 – March 18, 2020. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Tuesday, 19 May, 2020

(3 Pages, English version only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

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Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)