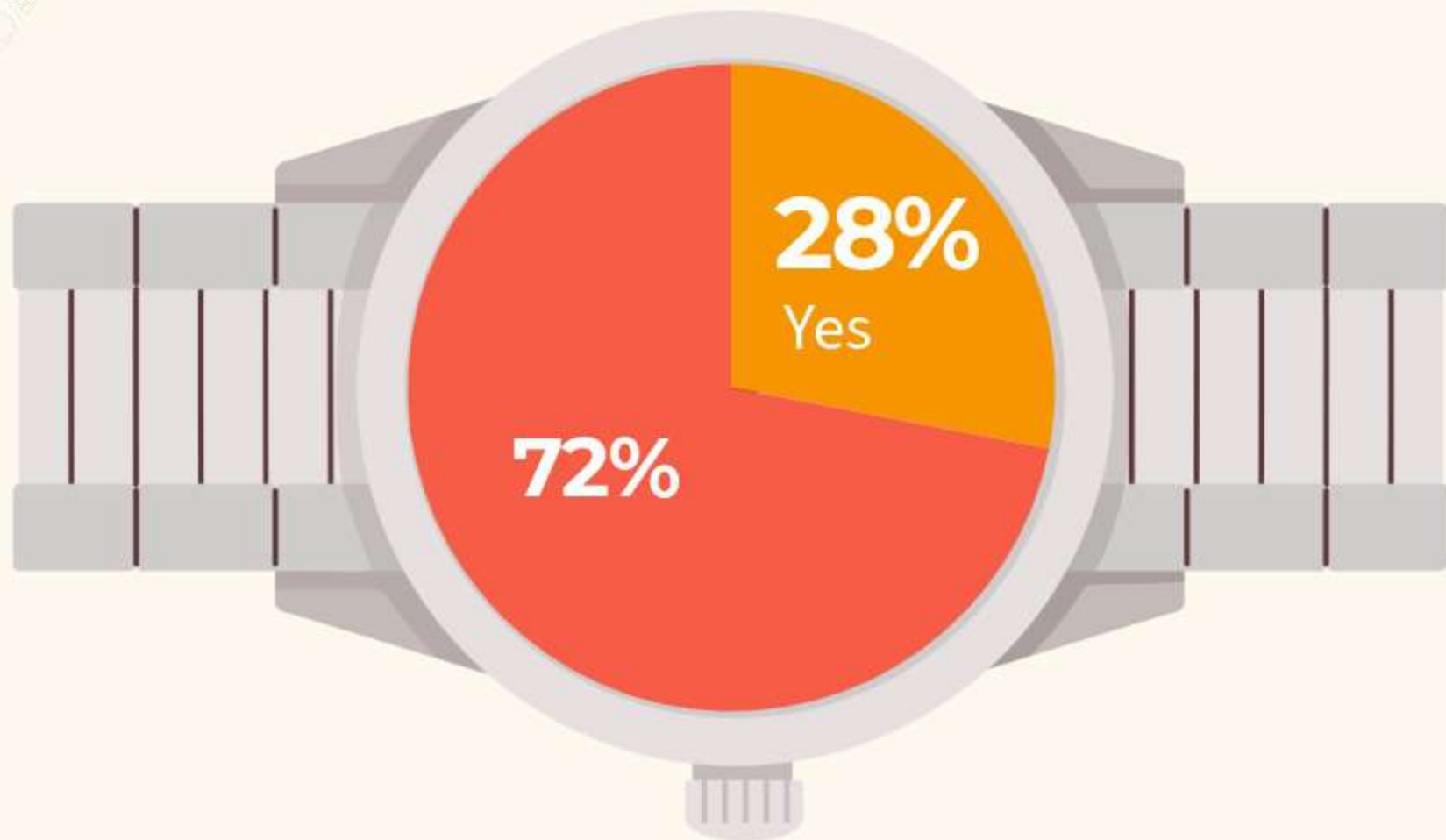


Personal Care | Watch/ Clock

Only 28% of Pakistanis Own a Wristwatch; Ownership More Than Twice as High Among FA+ Educated Pakistanis (51%) Than Those with Less Than FA Education (23%); Among Owners, Analog Watches Remain Dominant (67%)

Question: Please tell me whether you own a wristwatch?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com;
www.gallup.com.pk www.gilanifoundation.com)



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll
Personal Care

Watch/ Clock

Wristwatch Ownership and Type Among Pakistanis

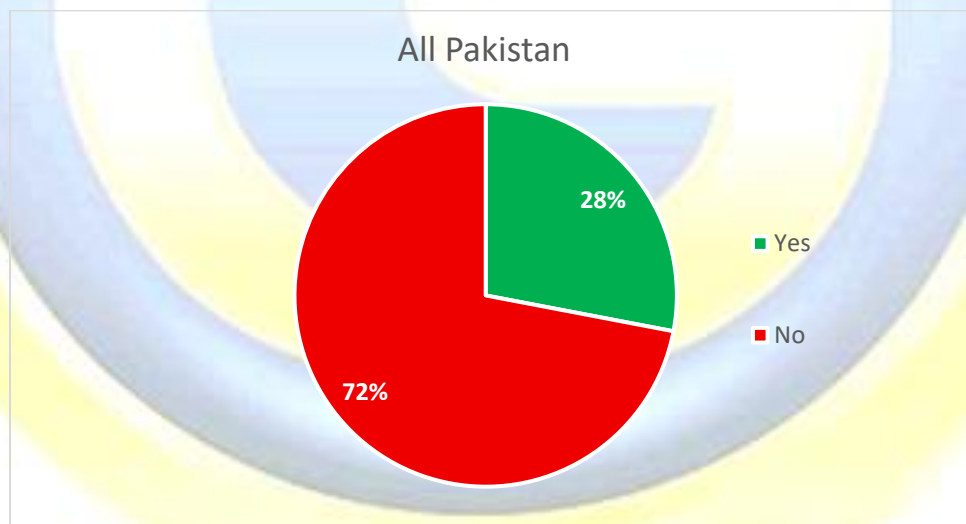
Only 28% of Pakistanis Own a Wristwatch; Ownership More Than Twice as High Among FA+ Educated Pakistanis (51%) Than Those with Less Than FA Education (23%); Among Owners, Analog Watches Remain Dominant (67%) – Gallup & Gilani Survey

(Islamabad), 08 September 2026

According to a Gallup & Gilani Pakistan survey, only 28% of adult Pakistanis report owning a wristwatch, while 72% say they do not own one. Wristwatch ownership varies considerably by education, with ownership more than twice as high among Pakistanis with FA and above education (51%) compared with those with less than FA education (23%).

A nationally representative sample of adult Pakistanis from across the country was asked the following question: “ **Please tell me whether you own a wristwatch?**”. In response, 28% reported owning a wristwatch, while 72% said they do not own one. These findings indicate that wristwatch ownership remains relatively uncommon among adult Pakistanis, with a large majority not owning one.

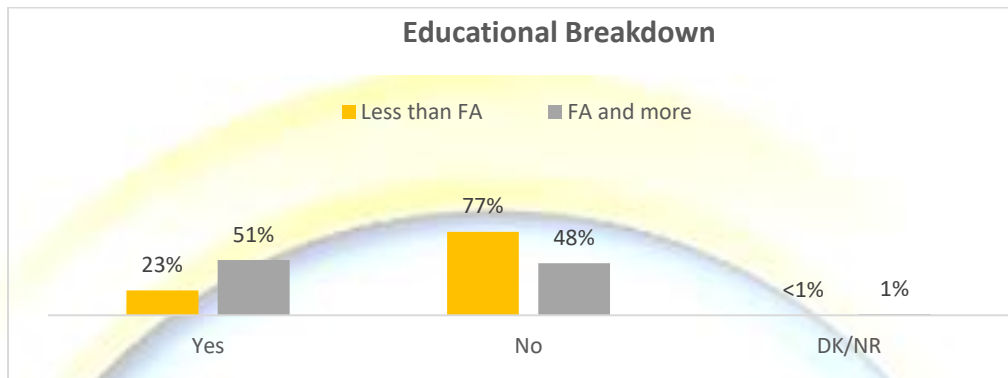
Question: *Please tell me whether you own a wristwatch?*



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 811 married men and women, in urban and rural areas of all four provinces of the country, conducted from March 18, 2026 to March 31, 2026. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

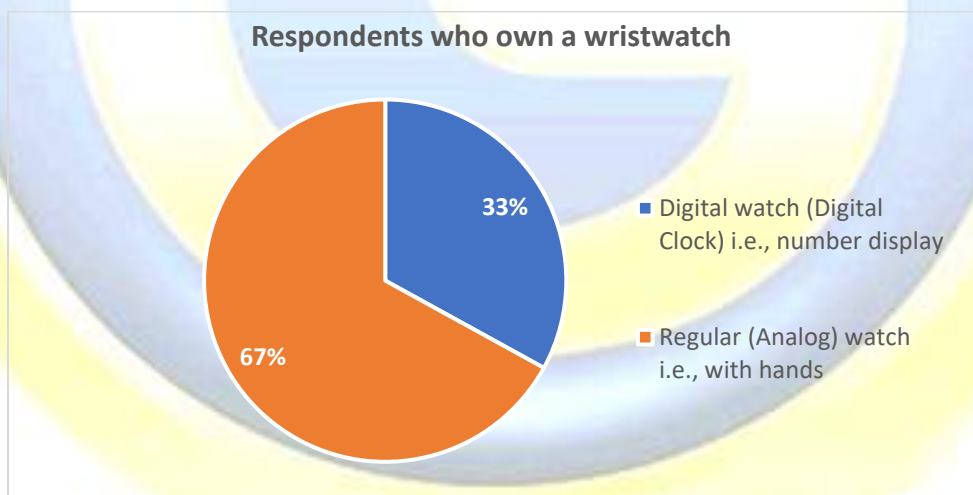
Educational Breakdown: Wristwatch ownership shows a substantial difference by education. 51% of Pakistanis with FA and above education report owning a wristwatch, compared with only 23% among those with less than FA education. This represents a 28-percentage-point difference in reported ownership, suggesting that wristwatch ownership is considerably more common among more highly educated Pakistanis.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Among respondents who own a wristwatch, a follow-up question was asked, “Please tell me whether you have a **digital watch (with digital numbers)** or a **regular analog watch (with hands)**?”. In response, Two-thirds (67%) reported owning an analog watch with hands, while 33% reported having a digital watch with a numerical display.

Question: Please tell me whether you have a digital watch (with digital numbers) or a regular analog watch (with hands)?



Base: Respondents who reported owning a wristwatch.

Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Overall, the findings show that wristwatch ownership remains relatively uncommon among adult Pakistanis, with education emerging as the strongest contrast in ownership. Among those who do own a wristwatch, analog watches continue to be more common than digital watches.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Tuesday, 08 September 2026

(3 Pages, English version Only)

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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.

*Best Regards,
Gallup Pakistan*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as **Gallup Pakistan** (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by **Gallup Pakistan, the Pakistani affiliate of Gallup International Association.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)