

December 06, 2019

## 39% PAKISTANIS CLAIM TO USE WHATSAPP; WIDE DIFFERENCES AMONG GENDER, AGE AND URBAN-RURAL GROUPS

Do you agree with the following statement: 'I use WhatsApp'?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1214

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

## Opinion Poll

## SOCIAL MEDIA

**39 % Pakistanis claim to use WhatsApp; wide differences among gender, age and urban-rural groups (Gallup & Gilani Pakistan Poll)**

Islamabad, 06 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 39% Pakistanis claim to use WhatsApp.

A nationally representative sample of men and women from across the four provinces was asked, “Do you agree with the following statement: ‘I use WhatsApp’?” In response, 39% agreed while 56% claimed they do not use WhatsApp. 5% did not know/did not wish to respond.

**Urban/Rural Divide: WhatsApp use in urban areas is 14% higher than in rural areas**

Out of the respondents that belonged to rural Pakistan, 34% said they use WhatsApp while a much higher 56% disagreed. Only 6% said they did not know or did not wish to respond. Amongst respondents from urban areas, 48% said they use WhatsApp while a similar 49% disagreed. Only 3% said they did not know or did not wish to respond.

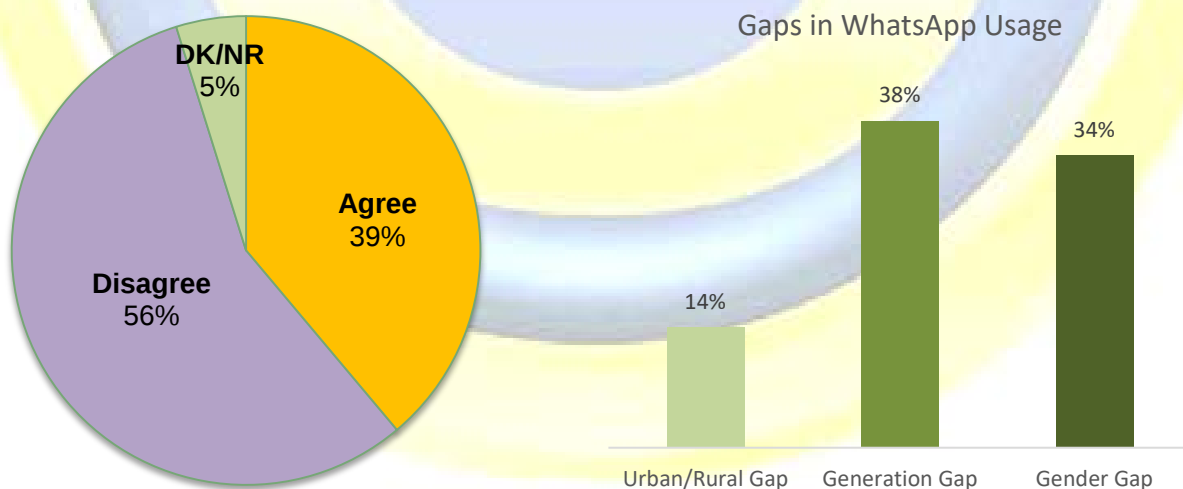
**Age Breakdown: Millennials more likely to use WhatsApp than Generation X and Boomers**

Out of the total respondents that were under 30 years of age, 46% agreed to using Whatsapp, 36% Pakistanis aged between 30 and 50 claimed to use WhatsApp and only 8% of the respondents aged over 50 said that they use WhatsApp.

**Gender Breakdown: Asymmetrical usage of WhatsApp amongst males versus females**

Out of the total respondents, 59% of the males asked seemed to agree with using WhatsApp while out of the total female respondents, only 25% claim that they use WhatsApp.

**Question: “Do you agree with the following statement: ‘I use WhatsApp’?”**



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association  
[www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://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 1,214 men and women in urban and rural areas of all four provinces of the country, during November 06 - November 09, 2019. 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*

**Friday, 06 December, 2019**

*(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.*

*Best Regards,*

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of Gallup Pakistan  
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