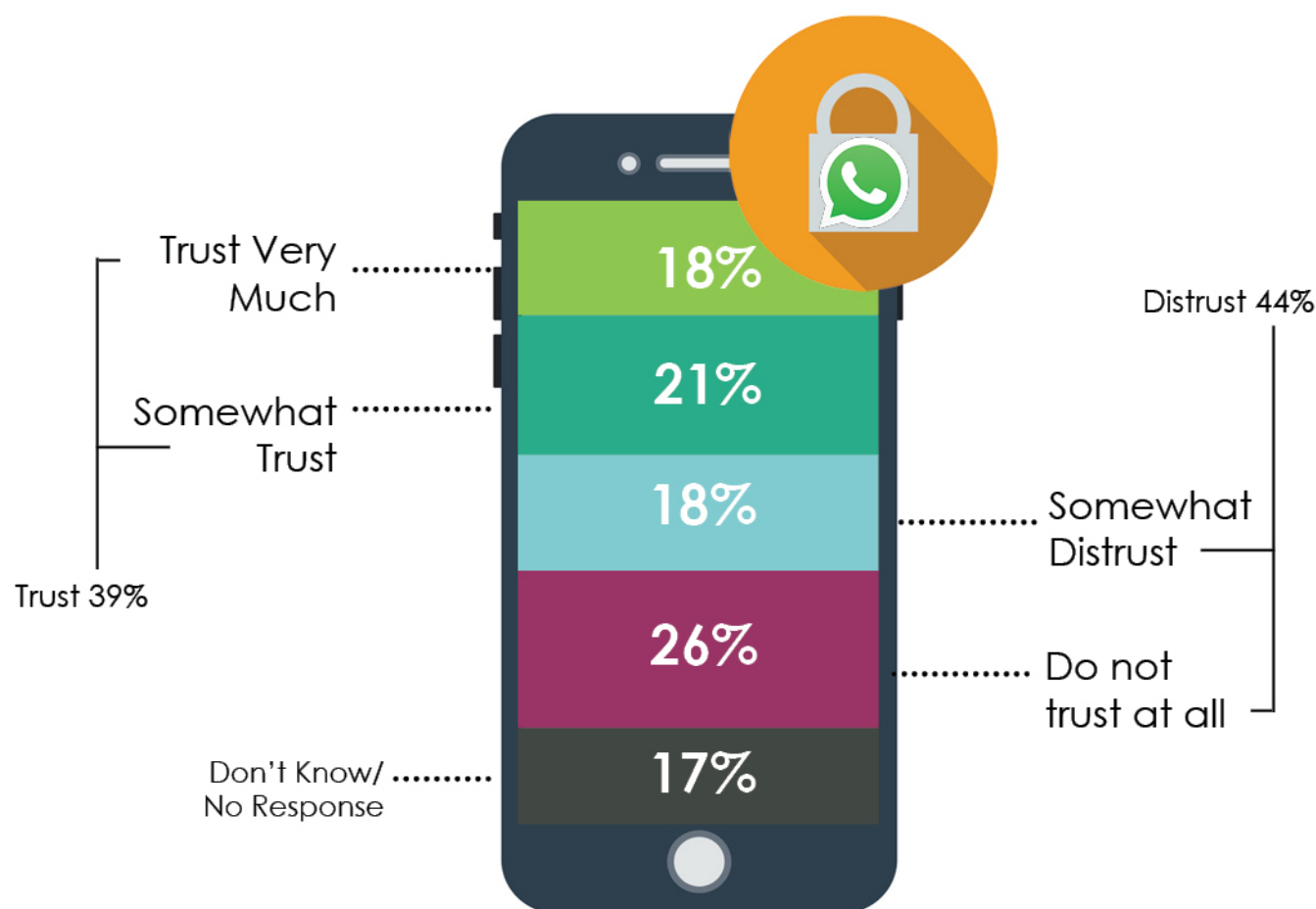


FEBRUARY 6, 2020

MORE THAN 1 IN 4 (26%) PAKISTANIS SAY THEY DO NOT TRUST WHATSAPP AT ALL TO KEEP THEIR PERSONAL DATA PRIVATE

How much do you trust WhatsApp to keep your personal data private?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1219

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll

MEDIA
General Media**More than 1 in 4 (26%) Pakistanis say they do not trust WhatsApp at all to keep their personal data private (Gallup & Gilani Pakistan Poll)**

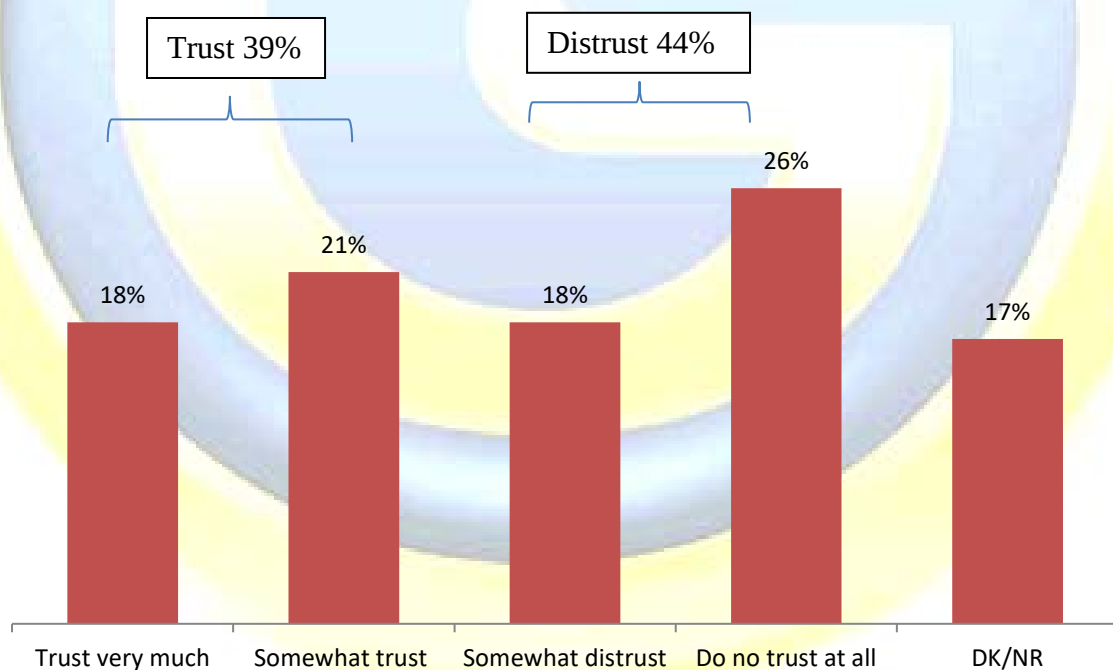
Islamabad, 06 February, 2020

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 26% Pakistanis say they do not trust WhatsApp at all to keep their personal data private.

A representative sample of men and women from across the four provinces was asked, “How much do you trust WhatsApp to keep your personal data private?” In response, 18% said they trust WhatsApp very much, 21% said they somewhat trust, 18% said they somewhat distrust, 26% said they do not trust WhatsApp at all and 17% did not know/did not wish to respond.

Urban/Rural Breakdown: Significantly higher proportion of urban residents claim to trust WhatsApp to keep their personal data private as compared to those in rural Pakistan

Among urban respondents, 51% said they trust WhatsApp to keep their data private as opposed to a lower 33% rural residents that trusted WhatsApp. Therefore, a significantly higher proportion of urban residents claim to trust WhatsApp as compared to those in rural Pakistan.

Question: “How much do you trust WhatsApp to keep your personal data private?”

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 1,219 men and women in urban and rural areas of all four provinces of the country, during December 24 – December 31, 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

Thursday, 06 February, 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.

Best Regards,

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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. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)