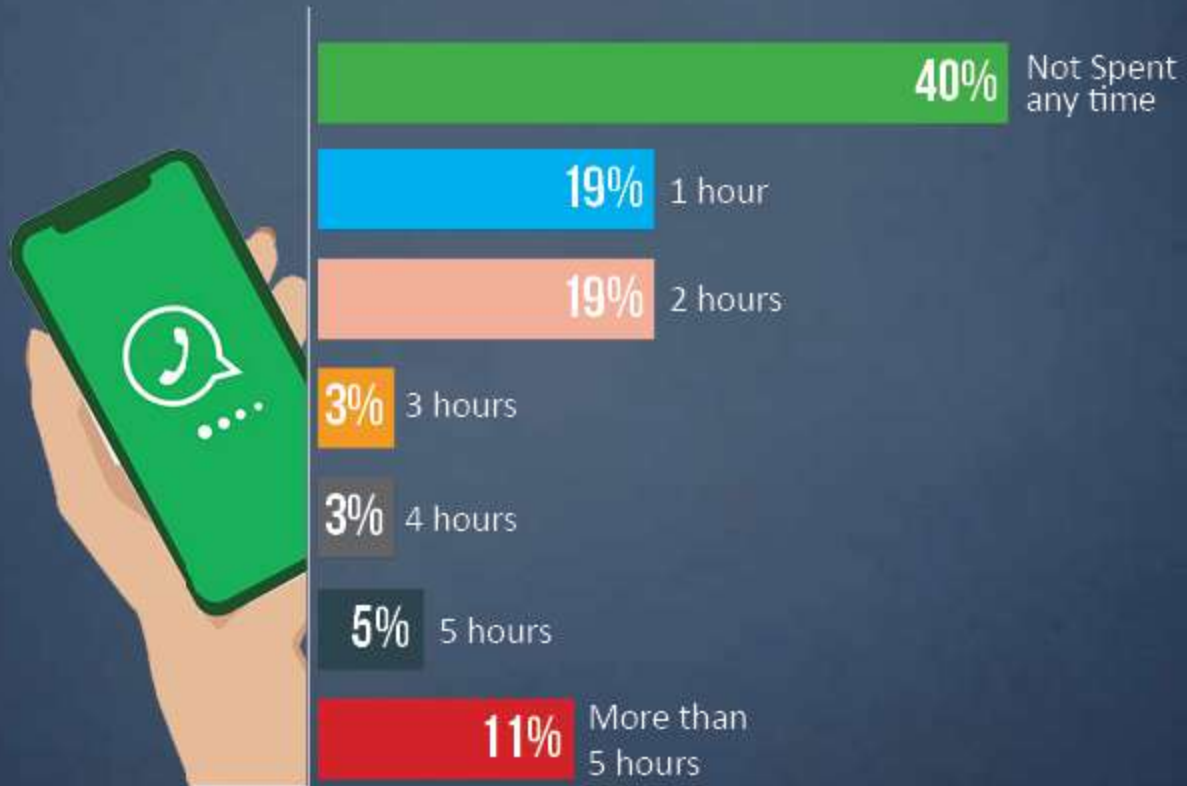


16th November, 2022

60% PEOPLE SPENT AT LEAST ONE HOUR USING WHATSAPP IN THE PAST FEW DAYS:
GALLUP & GILANI PAKISTAN

60% افراد نے گزشتہ چند دنوں میں دن میں کم از کم 1 گھنٹہ ویٹس ایپ استعمال کرنے میں گزارا

Question: "Keeping in mind the past few days, can you please tell me how much time did you spend using WhatsApp??"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Social Behavior

60% people spent at least one hour using WhatsApp in the past few days: Gallup & Gilani Pakistan

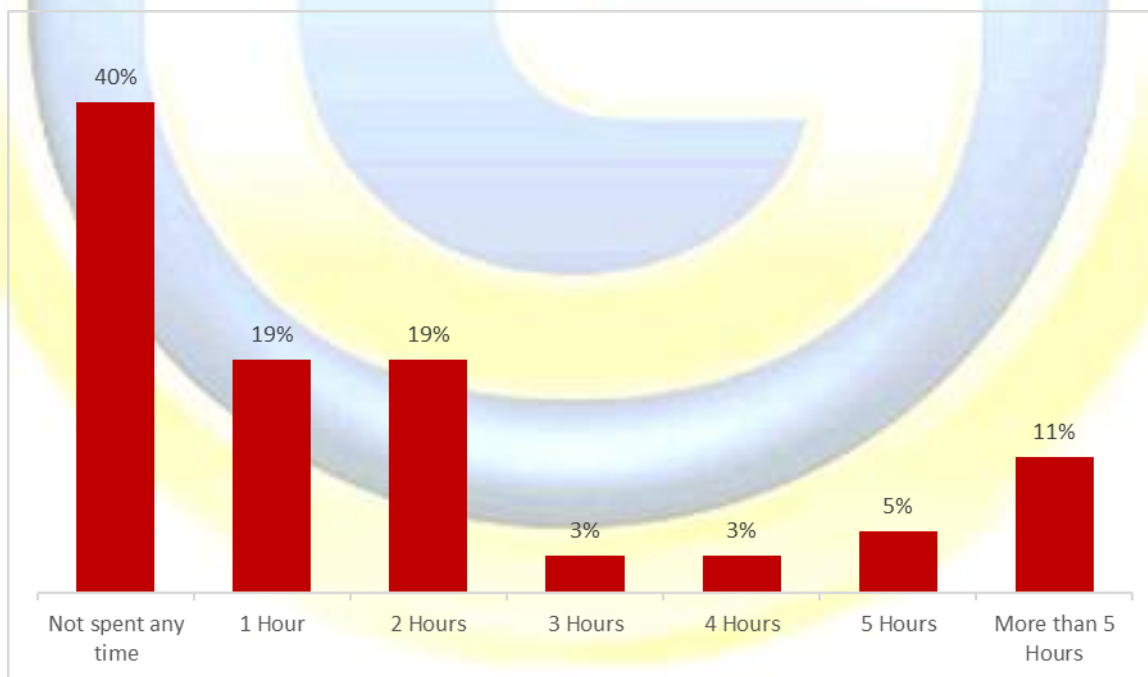
(Islamabad), November 16th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 60% people spent at least one hour using WhatsApp in the past few days.

A nationally representative sample of adult men and women from across the country was asked the following question regarding, *“Keeping in mind the past few days, can you please tell me how much time did you spend using WhatsApp?”* 40% said that they had not spent any time using WhatsApp, 19% spent 1 hour, 19% spent 2 hours, 3% spent 3 hours, 3% spent 4 hours, 5% spent 5 hours and 11% said that they spent more than 5 hours using WhatsApp in the past few days.

On average, females use WhatsApp for 5 hours on average as compared to males who use it for 3 hours on average. The use of WhatsApp seems to decrease with age as 18-23 year old's spend 7 hours on the app on average, 24-30 year old's spend 3 hours on average, 31-50 year old's spend 4 hours on average and 50+ year old's spend 2 hours on average using WhatsApp.

Question: “Keeping in mind the past few days, can you please tell me how much time did you spend using WhatsApp??



Source: Gallup & Gilani Pakistan
(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 1051 men

and women in urban and rural areas of all four provinces of the country. 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) and was collected between 29th October – 2nd November 2022



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Wednesday, 16th November 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

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



Daily Gilani Poll
2022



of Gallup Pakistan
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