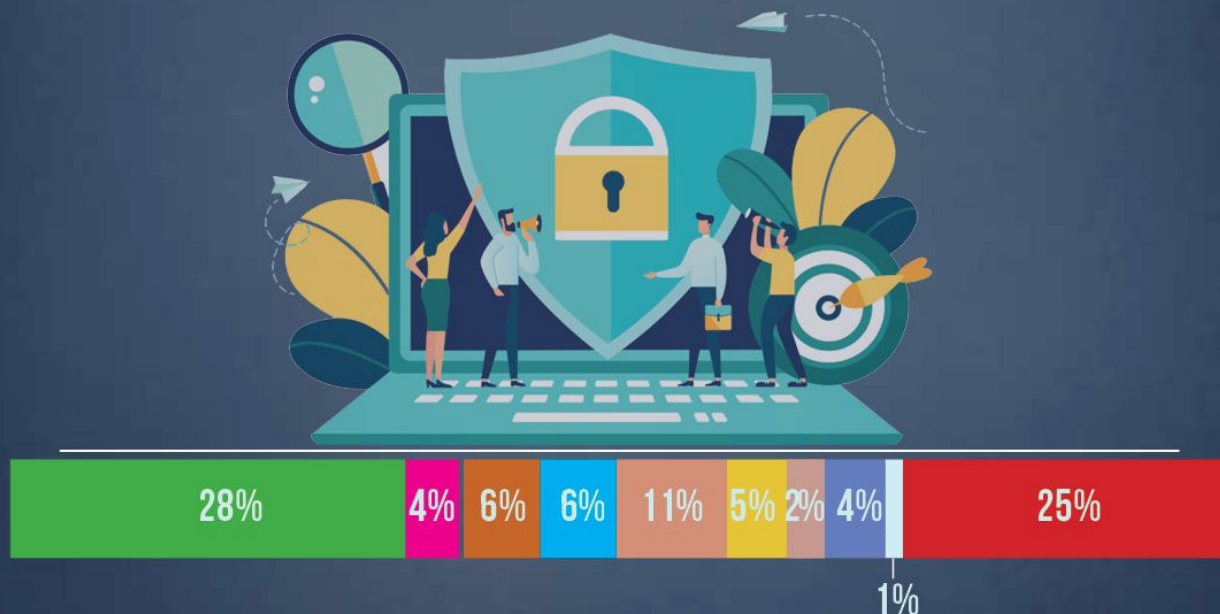


24 May, 2021

3 IN 10 PAKISTANIS (15% BELOW THE GLOBAL FIGURE) ARE CONCERNED ABOUT SHARING THEIR PERSONAL INFORMATION DIGITALLY: WIN INTERNATIONAL AND GALLUP PAKISTAN

Please tell, to what extent do you agree or disagree with the following statement: I am concerned about sharing my personal information digitally

DO NOT AGREE AT ALL 1 2 3 4 5 6 7 8 9 10 COMPLETELY AGREE



I AM CONCERNED ABOUT SHARING MY PERSONAL INFORMATION DIGITALLY



Special Press Release

Privacy

Privacy of Digital Information

3 in 10 Pakistanis (15% below the global figure) are concerned about sharing their personal information digitally: WIN International and Gallup Pakistan

(Islamabad), May 24, 2021

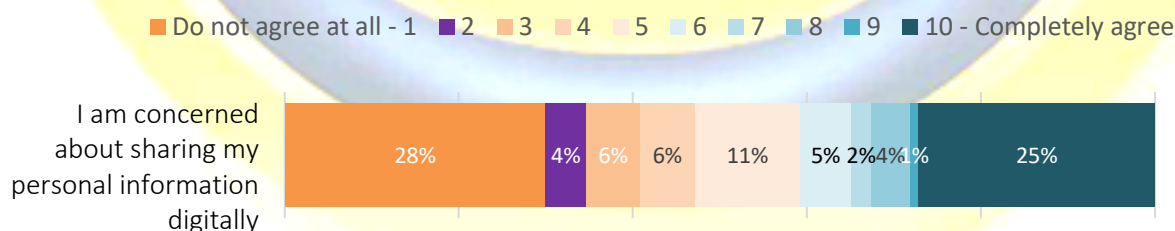
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by WIN International across the world), 30% Pakistanis agreed that they are concerned about sharing their personal information.

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,433 individuals among citizens from 34 countries across the globe about the privacy of digital information. **The survey for Pakistan was conducted by Gallup Pakistan during 5th to 15th November 2020. The sample size was 1103 respondents and CATI methodology was used.**

To find out more about this global survey on sharing personal information digitally, access the complete global press release [here](#).

30% Pakistanis agreed (8, 9, 10-point scale) that they are concerned about sharing their personal information. This is less than the global figure of 45%. 38% Pakistanis do not seem to be concerned about sharing their personal information digitally. This is in stark contrast with global figure where only 15% are not concerned about sharing their information digitally. In fact, Pakistan is in the bottom 3 countries along with Nigeria and Palestine. Brazil, India and Chile are the top three countries where most people are concerned about sharing their personal information digitally.

Question: “Please tell, to what extent do you agree or disagree with the following statement: I am concerned about sharing my personal information digitally”



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 1,103 men and women in urban and rural areas of all four provinces of the country, during 5th November 2020 – 15th November 2020. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI. Respondents hailed from over 100 districts of Pakistan.



*Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International*

Monday, May 24, 2021

(2 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, 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,
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
2021



of Gallup Pakistan
(1980-2021)