

25 May, 2021

24% PAKISTANIS THINK THAT SHARING PERSONAL INFORMATION IS NECESSARY NOWADAYS: WIN INTERNATIONAL AND GALLUP PAKISTAN

Please tell, to what extent do you agree or disagree with the following statement: Sharing personal information is necessary nowadays



SHARING PERSONAL INFORMATION IS NECESSARY NOWADAYS



Special Press Release
Privacy
Privacy of Digital Information

24 % Pakistanis think that sharing personal information is necessary nowadays: WIN International and Gallup Pakistan

(Islamabad), May 25, 2021

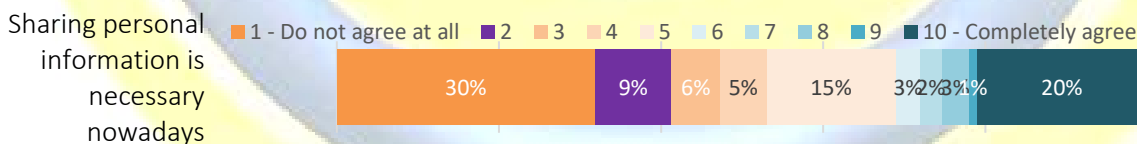
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by WIN International across the world), when asked about the necessity of sharing personal information, 24% Pakistanis think that sharing personal information is necessary nowadays.

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](#).

Question: “Please tell, to what extent do you agree or disagree with the following statement: Sharing personal information is necessary nowadays”

Similar to the 22% global population who think that sharing personal information is necessary nowadays, 24%* Pakistanis hold this belief. 45% Pakistanis do not agree* that sharing personal information is necessary nowadays. This is 15% more than the global figure. India, Vietnam and China are the top three countries where most people think that sharing personal information is necessary nowadays while South Korea, Peru and France are the bottom 3 countries. (*Agree point scale is 8, 9, 10 and disagree is 1, 2, 3)



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

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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*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)