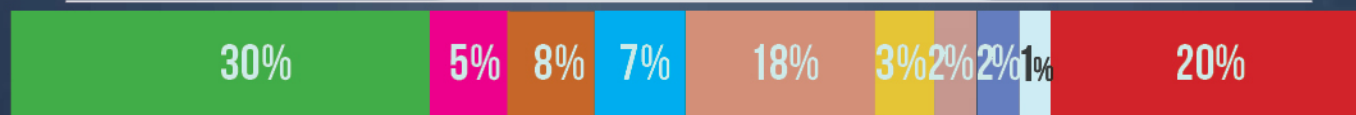


26 May, 2021

43% PAKISTANIS (27% GLOBALLY) ARE NOT FINE WITH THE PRIVACY PRACTICES OF MOST DATA COLLECTORS ASKING FOR THEIR PERSONAL INFORMATION: WIN INTERNATIONAL AND GALLUP PAKISTAN

Please tell, to what extent do you agree or disagree with the following statement: I am fine with the privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities etc.) asking for my personal information

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



I'm fine with the privacy practices of most data collectors



Special Press Release
Privacy
Privacy of Digital Information

43 % Pakistanis (27 % globally) are not fine with the privacy practices of most data collectors asking for their personal information: WIN International and Gallup Pakistan

(Islamabad), May 26, 2021

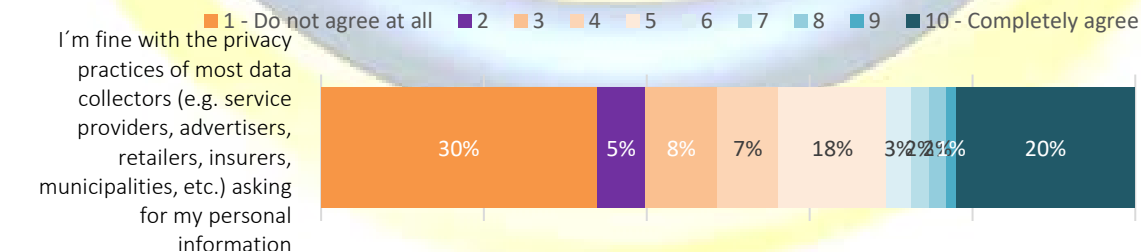
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by WIN International across the world), 43% Pakistanis (27% globally) are not fine with the privacy practices of most data collectors asking for their personal information.

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](#).

Question: “Please tell, to what extent do you agree or disagree with the following statement: I am fine with the privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities etc.) asking for my personal information”

Like the 1 in 4 of the global population that does not have an issue with data collectors asking for their personal information, 23% Pakistanis think the same way. Alternatively, 43% Pakistanis are not fine with this practice. This figure is much higher than the global average of 27%. India, Indonesia and Spain are the top three countries where many people are okay with the privacy practices of most data collectors.



*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

Wednesday, May 26, 2021

(2 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,
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)