

2nd June, 2022

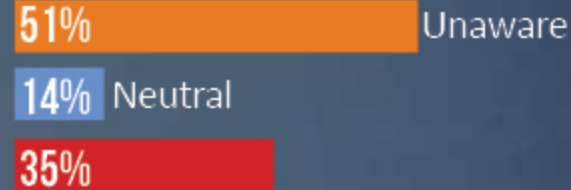
MORE THAN HALF (51%) PAKISTANIS COMPARED TO 24% OF RESPONDENTS GLOBALLY ARE UNAWARE OF WHAT HAPPENS WITH THEIR PERSONAL INFORMATION AFTER THEY HAVE SHARED IT WITH A DATA COLLECTOR: GALLUP PAKISTAN AND WIN WORLD SURVEY

دنیا بھر میں 24% جوابدہندگان کے مقابلے میں نصف سے زائد (51%) پاکستانیوں کے مطابق جب وہ اپنی ذاتی معلومات ڈیٹا اکھٹا کرنے والی اپلیکیشن کے ساتھ شیئر کرتے ہیں تو وہ اس سے لاعلم ہوتے ہیں کہ ان کی ذاتی معلومات کے ساتھ کیا ہوتا ہے

Question: "I am aware of what happens with my personal information after I shared with a data collector?"



PAKISTAN



GLOBAL



Opinion Poll Technology

More than half (51%) Pakistanis compared to 24% of respondents globally are unaware of what happens with their personal information after they have shared it with a data collector: Gallup Pakistan and WIN World Survey report released

(Islamabad), June 2, 2022

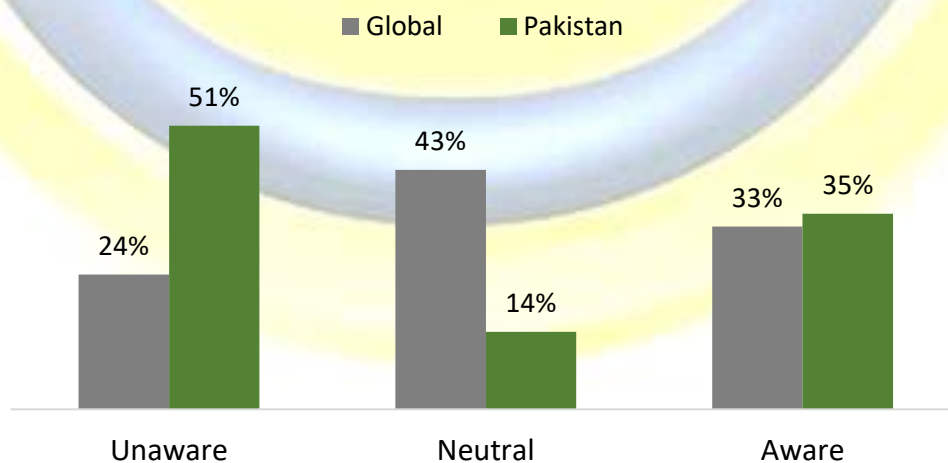
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world), more than half (51%) Pakistanis compared to 24% of respondents globally are unaware of what happens with their personal information after they have shared it with a data collector.

These findings emerge from an international survey conducted across the globe by The Worldwide Independent Network of Market Research (WIN) - a global network conducting market research and opinion polls in every continent. WIN International has published the Annual WIN World Survey (WWS – 2021), exploring the views and beliefs of 33,236 individuals, among citizens from 39 countries across the globe. On International Technology Day, WIN releases the latest results of the survey, to understand the concerns of sharing personal Information via digital platforms. The fieldwork for Pakistan was conducted between 15th October and 18th December 2021 and the sample size was 1000 individuals.

The international press release with the report can be accessed [here](#).

A nationally representative sample of adult men and women from across the world were asked the following question. *“I am aware of what happens with my personal information after I shared it with a data collector?”* In response to this question in Pakistan, 51% said unaware, 14% said neutral and 35% said aware.

Question: “I am aware of what happens with my personal information after I shared with a data collector?”

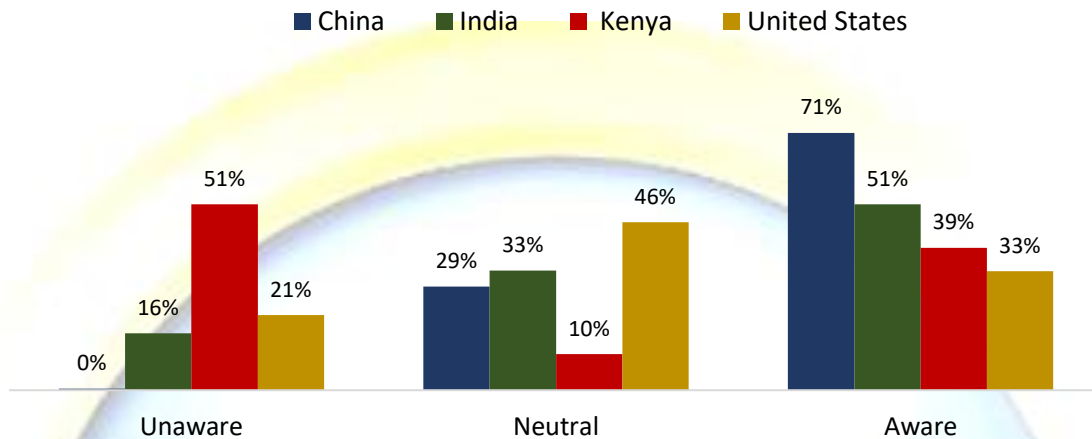


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Country Breakdown

China (71%) and India (51%) have the highest percentages of awareness of the usage of shared personal data, while Kenya (39%) and the United States (33%) show the lowest results.

Country Breakdown



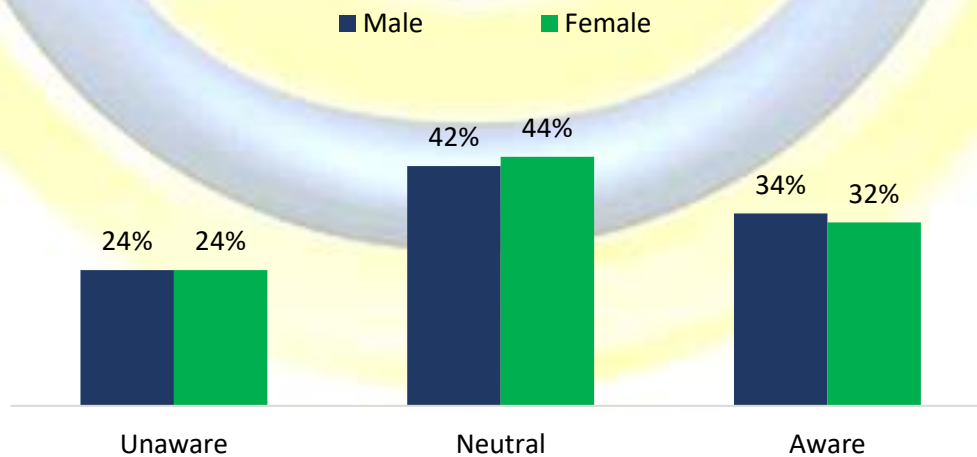
* The complete list of countries and the results are listed in the appendix

Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Gender Breakdown

Almost 42% of males and 44% of females globally are indifferent and not aware of what happens with their personal information after they share it with a data collector. Moreover, 34% of males and 32% of females say that they are aware of what happens with their personal information after they share it with a data collector.

Gender Breakdown

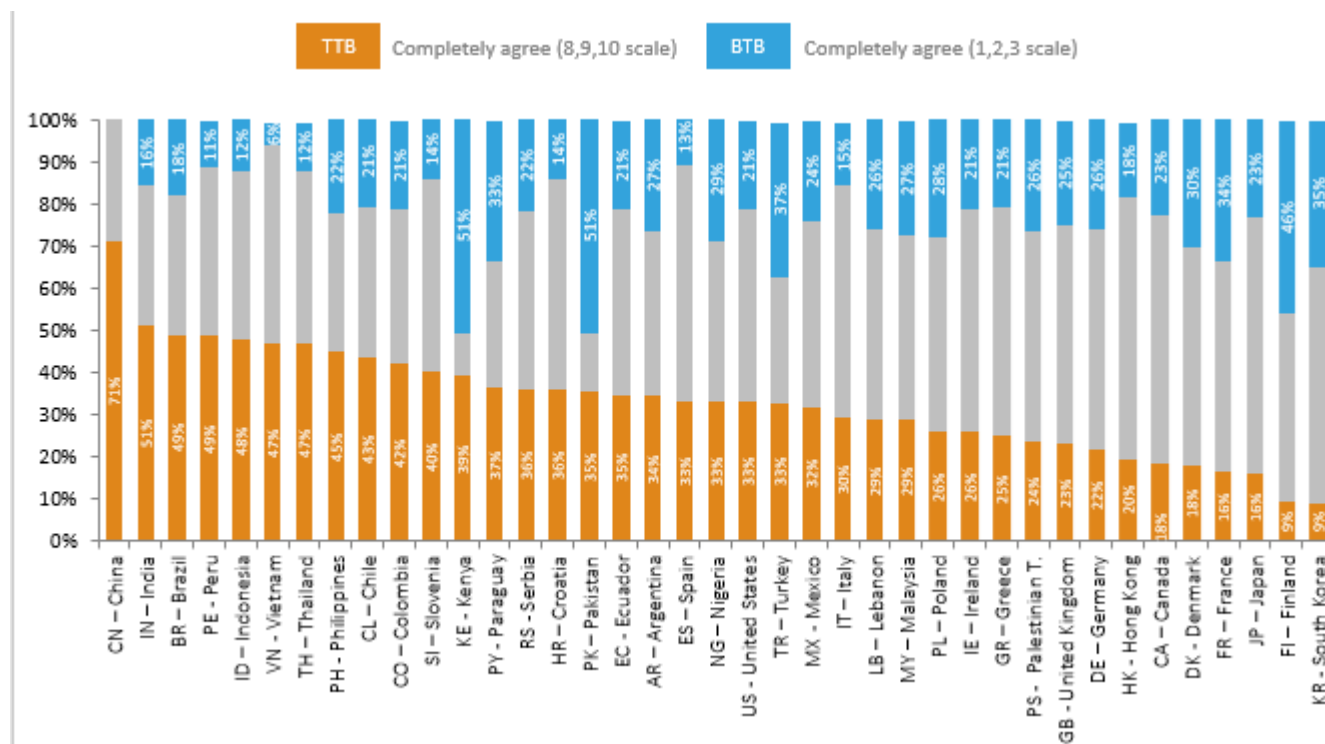


Source: Gallup & Gilani Pakistan
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Appendix

Question: "Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector"

% within total population



*Percentage of DK/NR have not been plotted

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 1000 men and women in urban and rural areas of all four provinces of the country, October 15 – December 18, 2021. 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.



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, 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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)