

9th June, 2022

MORE PEOPLE GLOBALLY (60%) COMPARED TO PAKISTAN (9%) ARE REPORTED TO BE VICTIMS OF DATA MISUSE: GALLUP PAKISTAN AND WIN WORLD SURVEY REPORT RELEASED

پاکستان (9%) کے مقابلے میں عالمی سطح پر زیادہ تر افراد (60%) ڈیٹا کے غلط استعمال کا شکار ہونے کی اطلاع دیتے ہیں

Question: "Have you experienced any of the following...?"



Opinion Poll Technology

More people globally (60%) compared to Pakistan (9%) are reported to be victims of data misuse: Gallup Pakistan and WIN World Survey report released

(Islamabad), June 9, 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 people globally (60%) compared to Pakistan (9%) are reported to be victims of data misuse.

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. *“Have you experienced any of the following...?”* In response to this question in Pakistan, 2% said they have been spammed by companies with no previous contact, 3% said they were a victim of phishing, 1% said their personal details were leaked, 2% said their email was hacked, 2% said their bank details were used fraudulently and 91% said they have not experienced any of these.

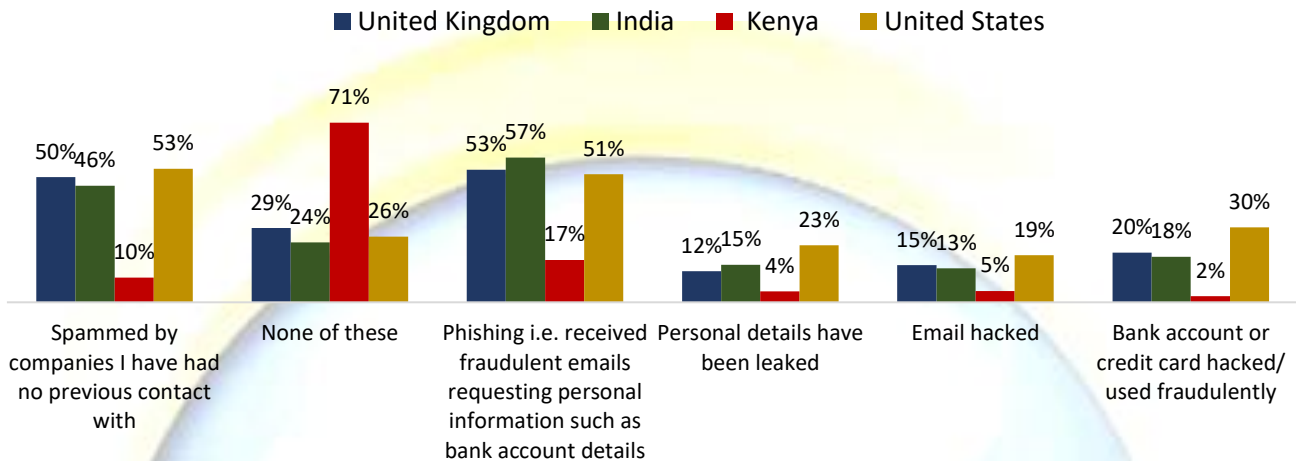


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Country Breakdown

People from United States and India seem to have had privacy issues more than people in other countries.

Country Breakdown



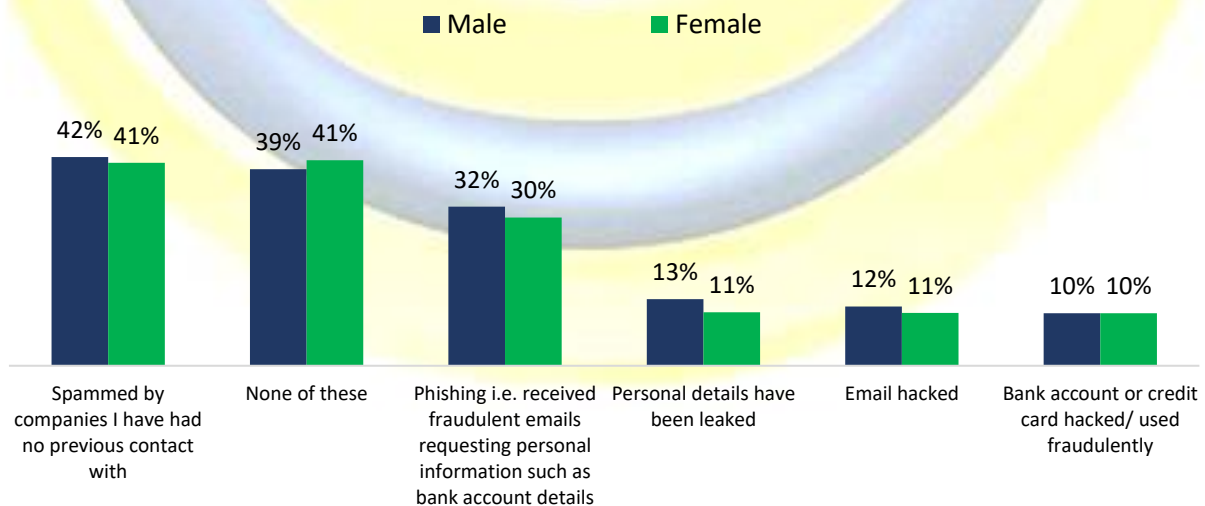
* The complete list of countries and the results are listed in the appendix

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

Gender Breakdown

Generally, more men compared to women are careful about data use and thus have fallen less pray to data misuse in comparison to women.

Gender Breakdown



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

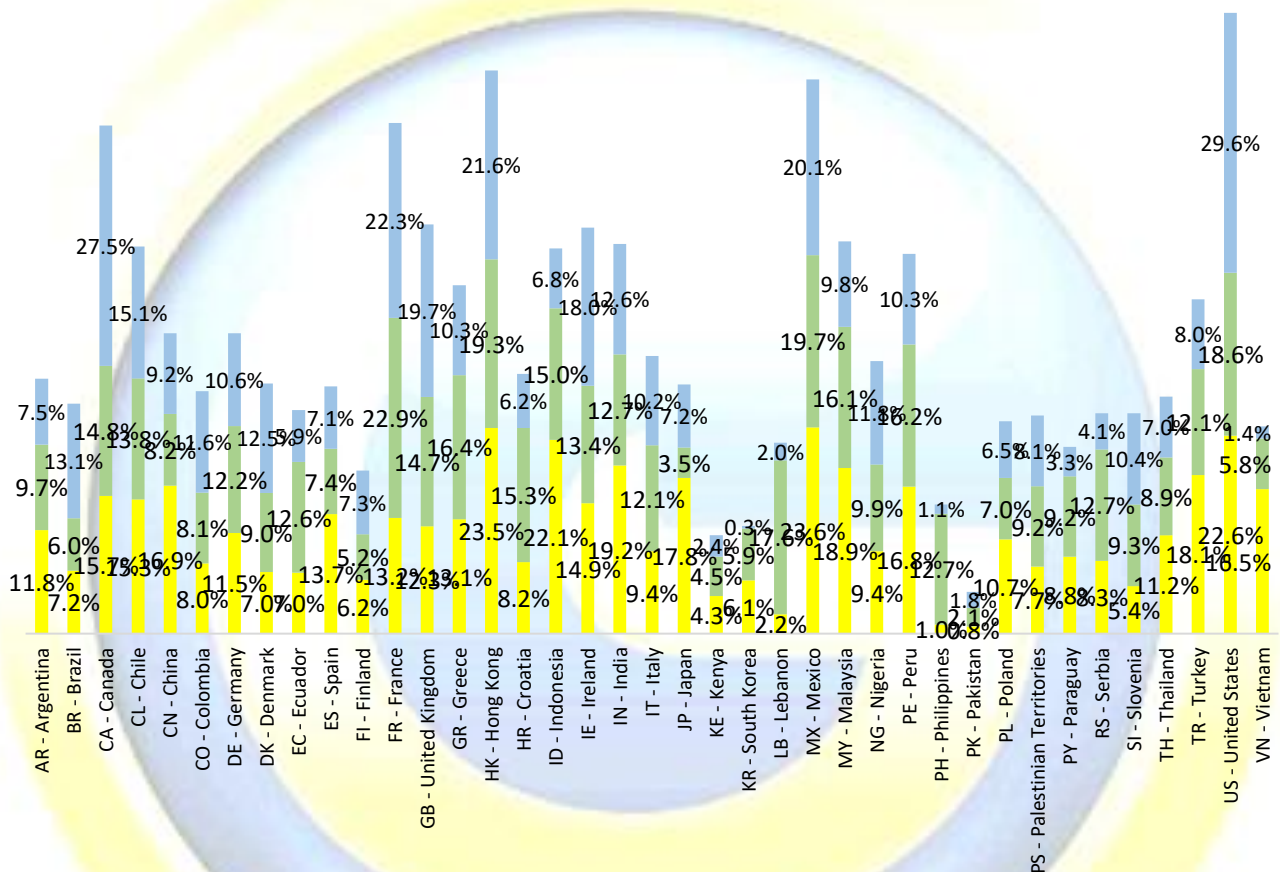
Appendix

Question: “Have you experienced any of the following...?”

Part 1

Country Breakdown

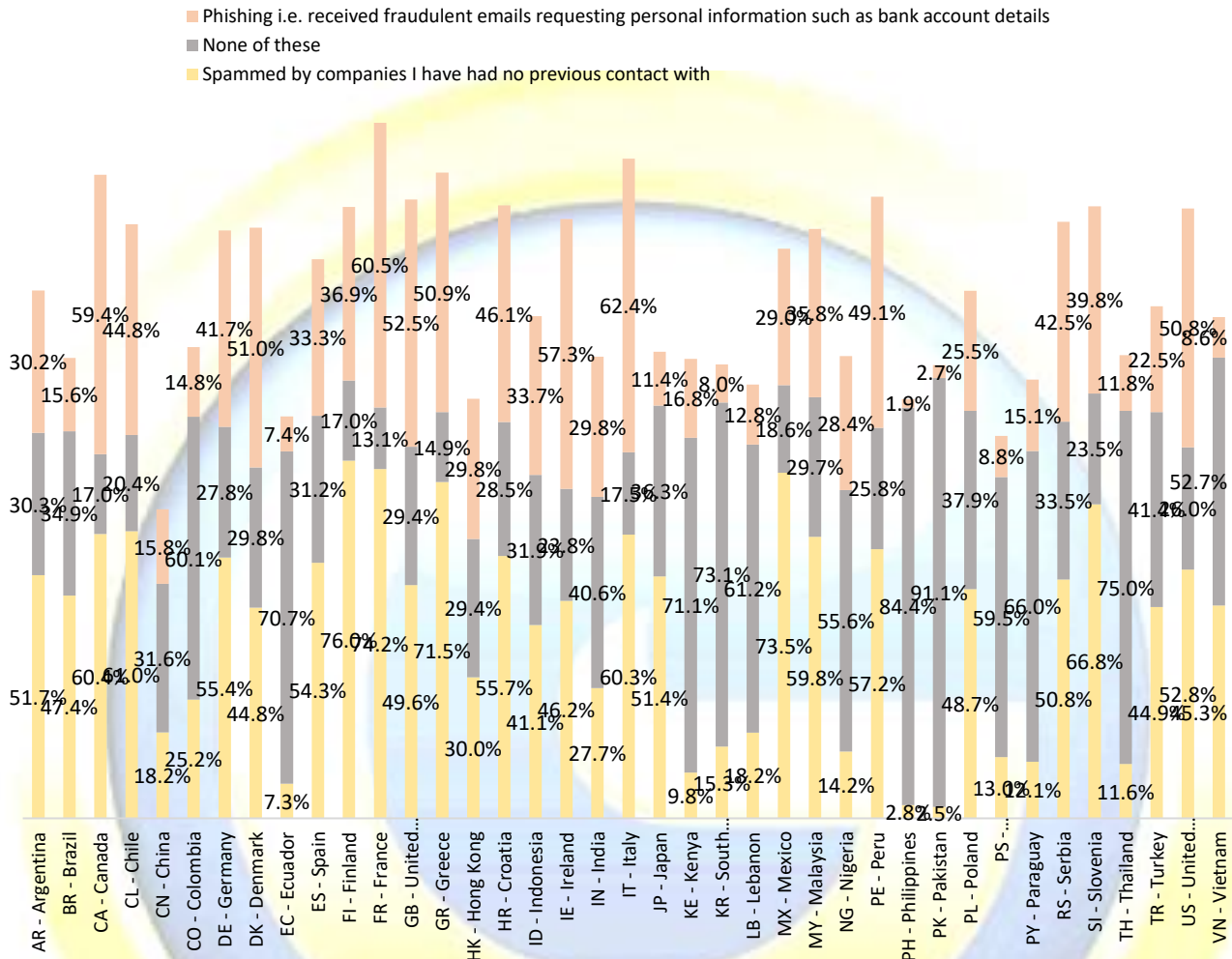
■ Personal details have been leaked ■ Email hacked ■ Bank account or credit card hacked/ used fraudulently



*Percentage of DK/NR have not been plotted

Part 2

Country Breakdown



*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

Thursday, June 9, 2022

(4 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
(1980-2022)