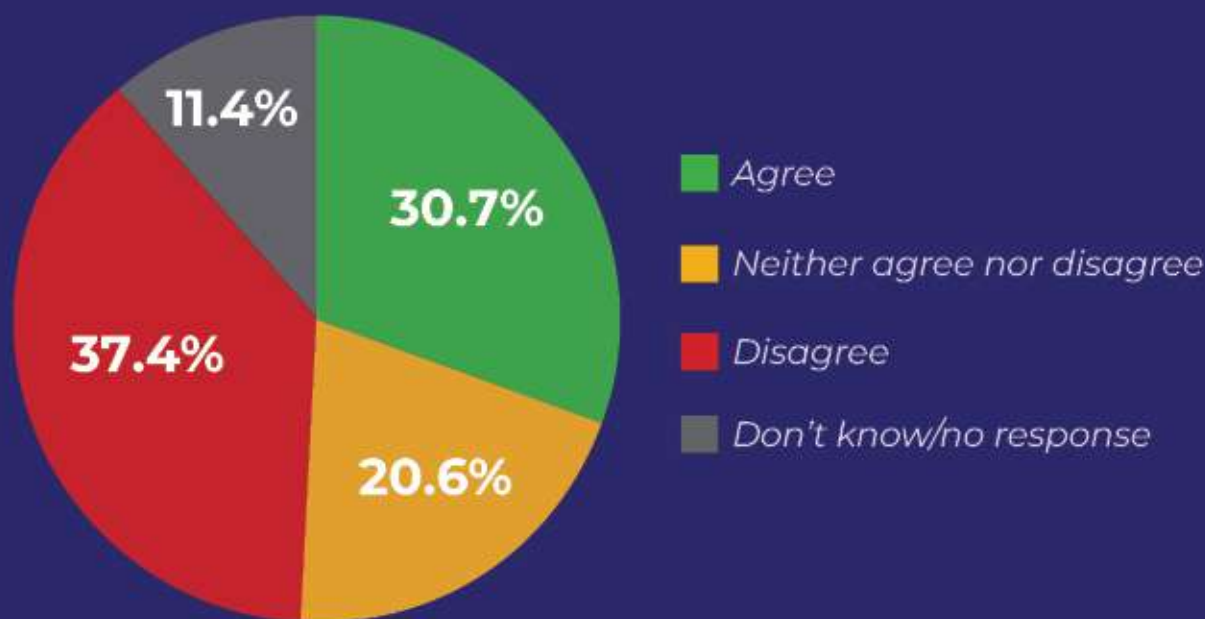


Almost 1 in 3 Pakistanis (30.7%) reported concern regarding sharing their personal information digitally, lower than the global average (44.9%)



Question: Please indicate how much you agree or disagree with the following statement: "I am concerned about sharing my personal information digitally".





PRESS RELEASE

Opinion Poll

Information Technology

Internet

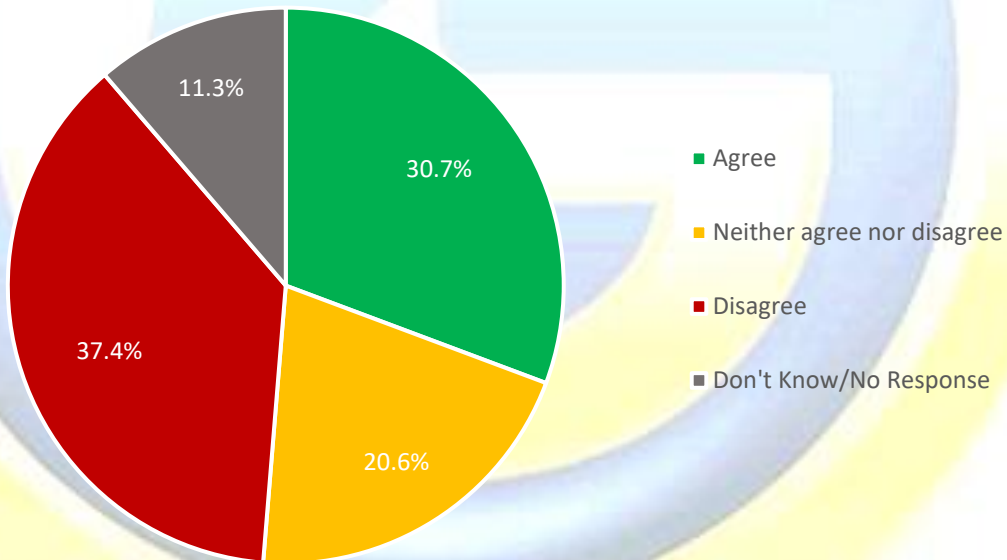
**Almost 1 in 3 Pakistanis (30.7%) reported concern regarding sharing their personal information digitally, lower than the global average (44.9%):
Gallup Pakistan & WIN World Survey 2024**

(Islamabad) 27th September, 2024

According to a survey conducted by Gallup & Gilani Pakistan, almost 1 in 3 Pakistanis (30.7%) reported concern regarding sharing their personal information digitally, lower than the global average (44.9%).

A nationally representative sample of adult men and women from across the country was asked the question, “Please indicate how much you agree or disagree with the following statement: “I am concerned about sharing my personal information digitally””. In response, 30.7% agreed, 20.6% neither agreed nor disagreed, 37.4% disagreed, and 11.3% either said that they did not know or did not respond.

**Question: Please indicate how much you agree or disagree with the following statement:
“I am concerned about sharing my personal information digitally”. ***

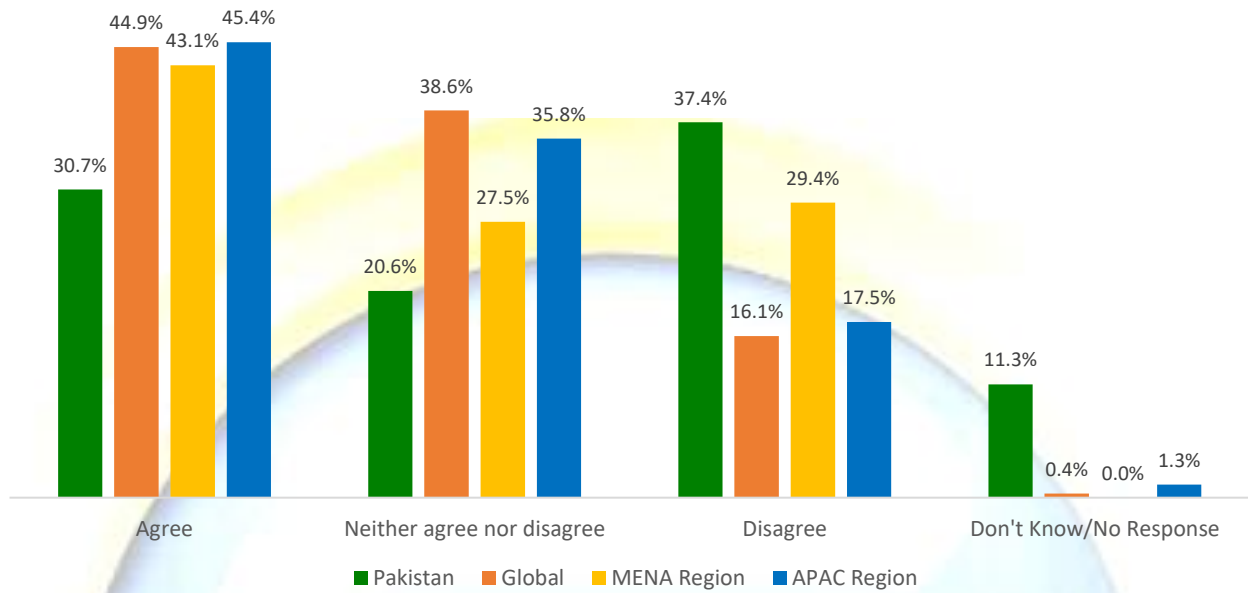


Source: Gallup Pakistan & WIN World Survey 2024
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

*The responses for this question were recorded on a 10-point scale, with 1 meaning ‘Do not agree at all’ and 10 meaning ‘Completely agree’. For this press release, the option ‘Agree’ clubs the 8-10 point scale, ‘Neither agree nor disagree’ includes responses from 4-7 on the scale, and ‘Disagree’ contains responses from 1-3.

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,000 men and women in urban and rural areas of all four provinces of the country, conducted from 3rd – 17th January 2024. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Global comparison: Pakistanis reported the least concern for sharing their personal information digitally, with only 30.7% being concerned. The APAC region's rate of concern was the highest (45.4%), followed by the global average (44.9%), and then the MENA region (43.1%).



Source: Gallup Pakistan & WIN World Survey 2024
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
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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
2024



of Gallup Pakistan
(1980-2024)