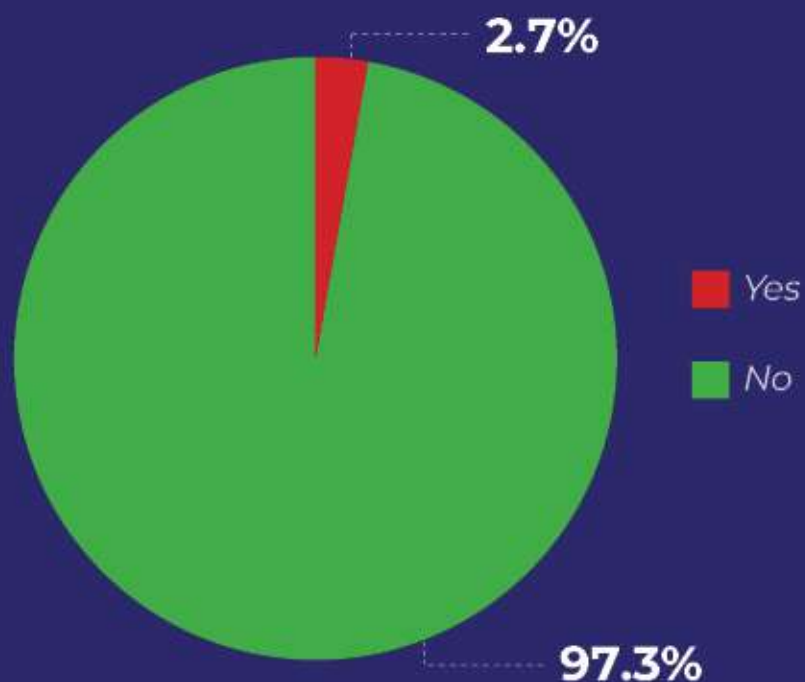


Only 2.7% Pakistanis had experienced phishing, while the global average was a high 33.7%



Question: Have you experienced any of the following?
Phishing i.e. received fraudulent emails requesting personal information such as bank account details.





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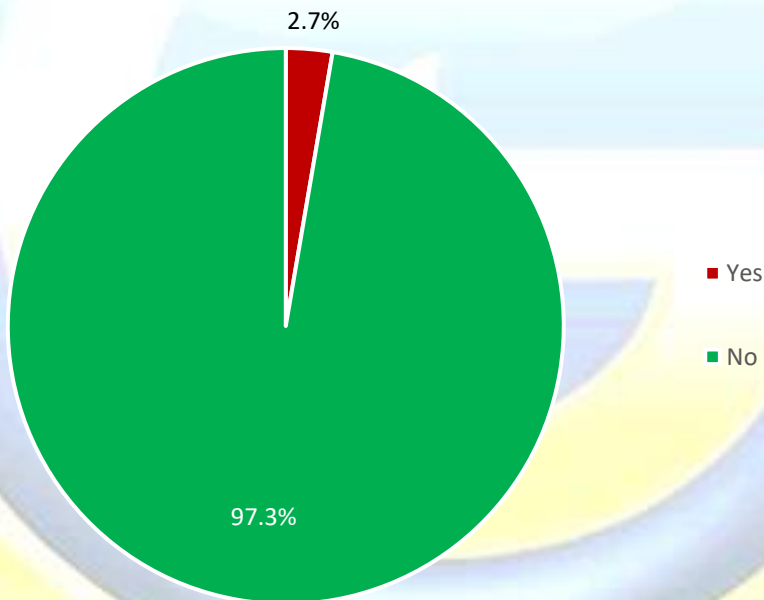
Only 2.7% Pakistanis had experienced phishing, while the global average was a high 33.7%: Gallup Pakistan & WIN World Survey 2024

(Islamabad) 7th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, only 2.7% Pakistanis had experienced phishing, while the global average was a high 33.7%.

A nationally representative sample of adult men and women from across the country was asked the question, “Have you experienced any of the following? – Phishing i.e. received fraudulent emails requesting personal information such as bank account details.” In response, 2.7% said ‘Yes’ while 97.3% said ‘No’.

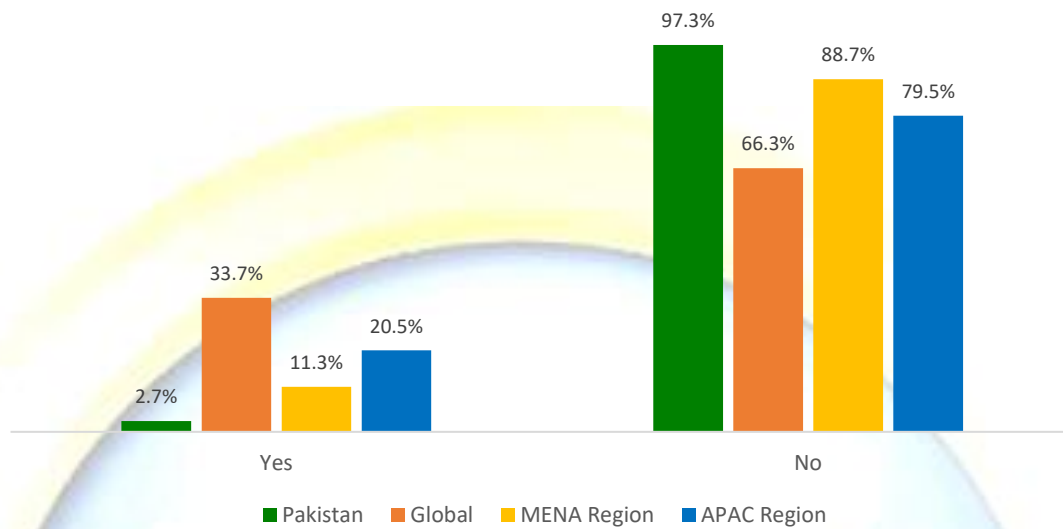
Question: Have you experienced any of the following? – Phishing i.e. received fraudulent emails requesting personal information such as bank account details.



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

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: The global average rate for individuals who had received phishing emails was the highest (33.7%), followed by the APAC region (20.5%), then the MENA region (11.3%), with Pakistanis reporting the lowest level (2.7%).



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
International



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)