

Technology in Pakistan

WWS 2024



WIN

Worldwide
Independent Network
Of Market Research



WIN

Worldwide
Independent Network
Of Market Research



PRIVACY OF DIGITAL INFORMATION

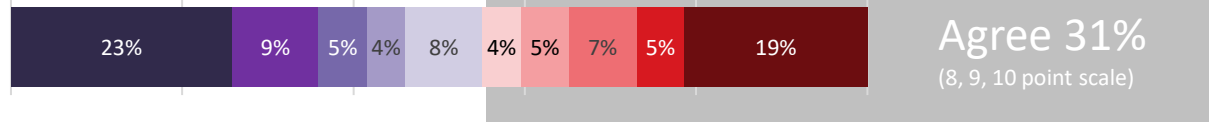
Summary of attitudes

% within total population

PRIVACY OF DIGITAL INFORMATION

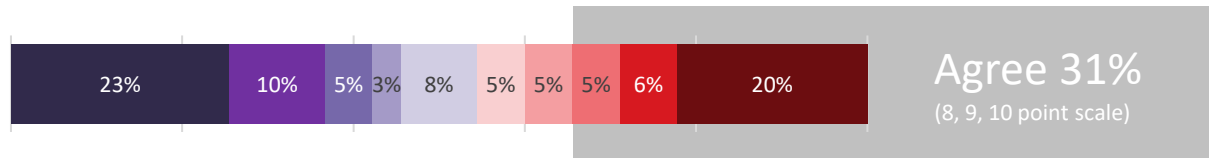
■ Do not agree at all - 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Completely agree

I am concerned about sharing my personal information digitally



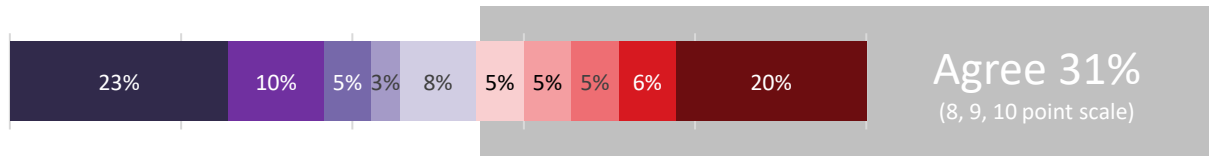
WIN 2022: 28%

I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)

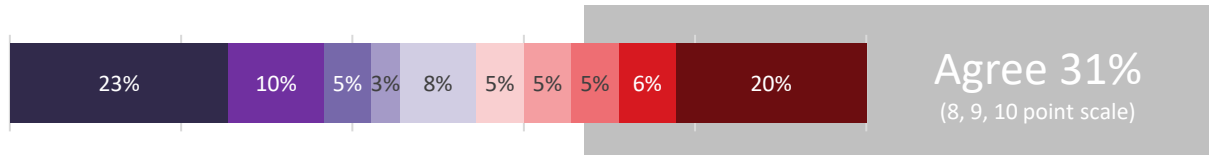


WIN 2022: 23%

I have a good understanding of artificial intelligence



Social networks overwhelm our life



WIN 2022: 46%

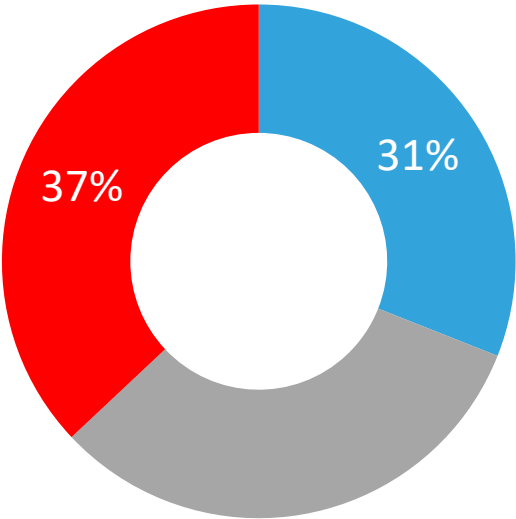
Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements

Privacy of digital information - Concerned about sharing personal information digitally

% within total population

Total - 2024



2022	28%	31%
2021	44%	41%
2020	32%	29%

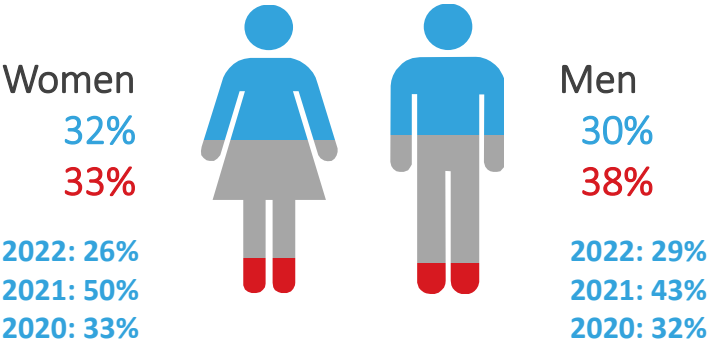
TTB

Completely agree (8,9,10 scale)

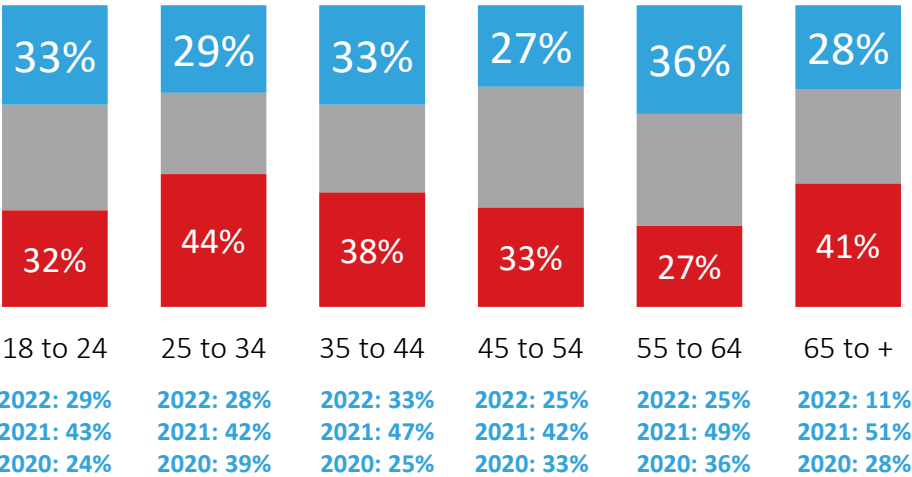
BTB

Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024

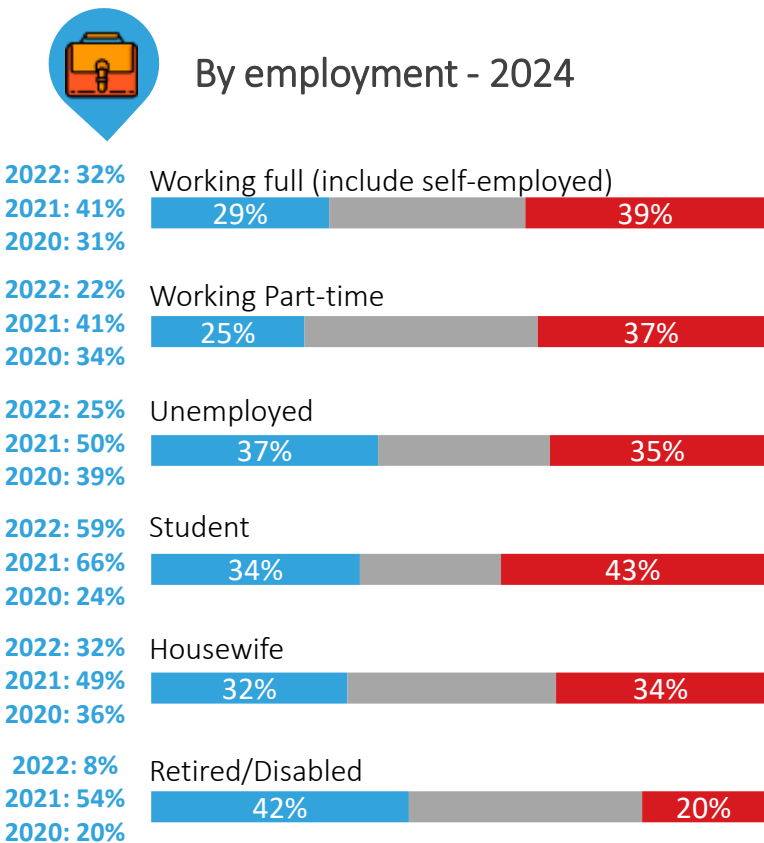
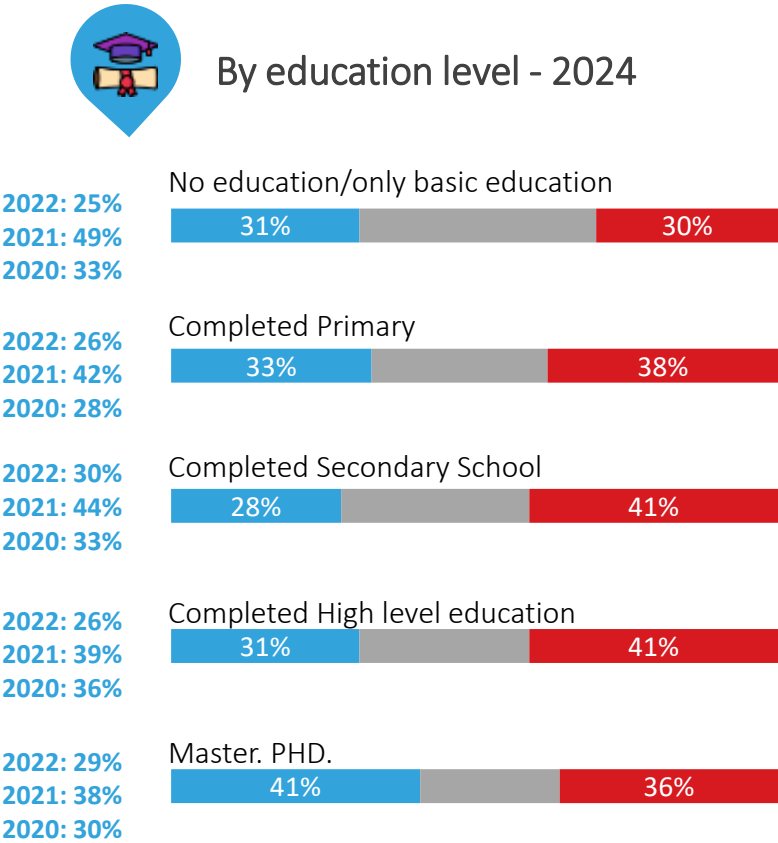


Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population



TTB

Completely agree (8,9,10 scale)

BTB

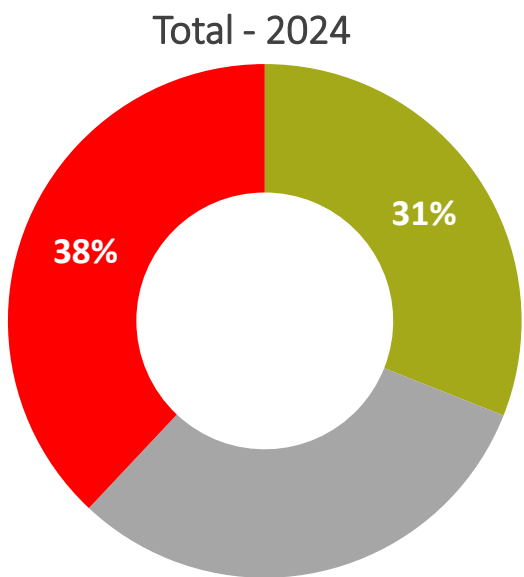
Disagree (1,2,3 scale)

Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

P11. Please indicate how much you agree or disagree with the following statements:
 “I am concerned about sharing my personal information digitally”

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

% within total population

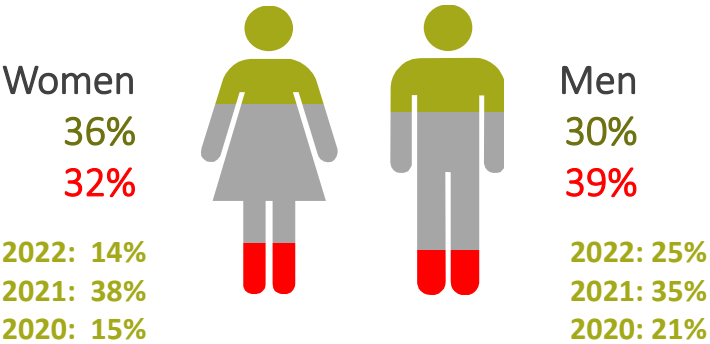


2022	23%	31%
2021	35%	51%
2020	18%	39%

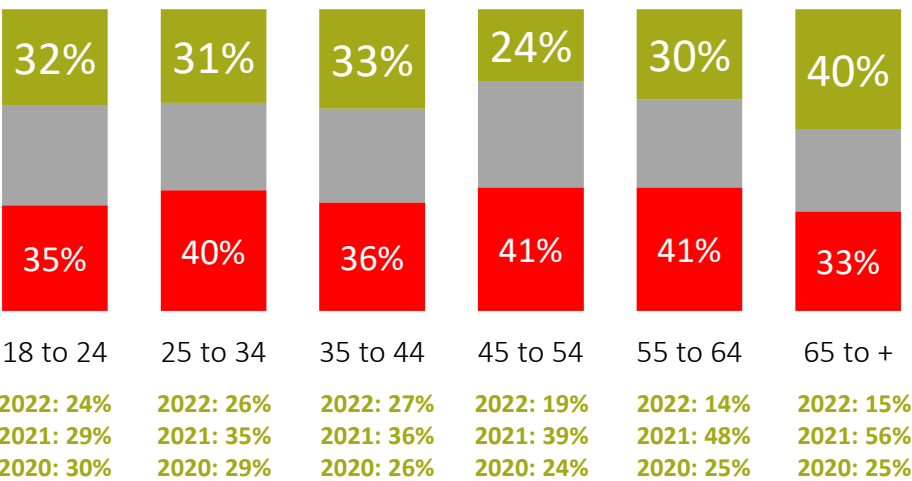
TTB Completely agree (8,9,10 scale)

BTB Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

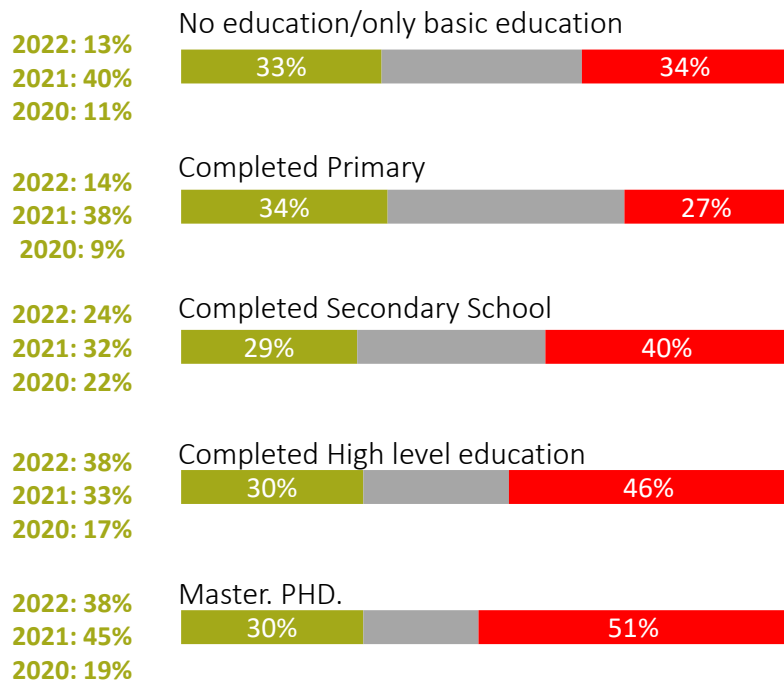
Q11. Please indicate how much you agree or disagree with the following statements: “I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”

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

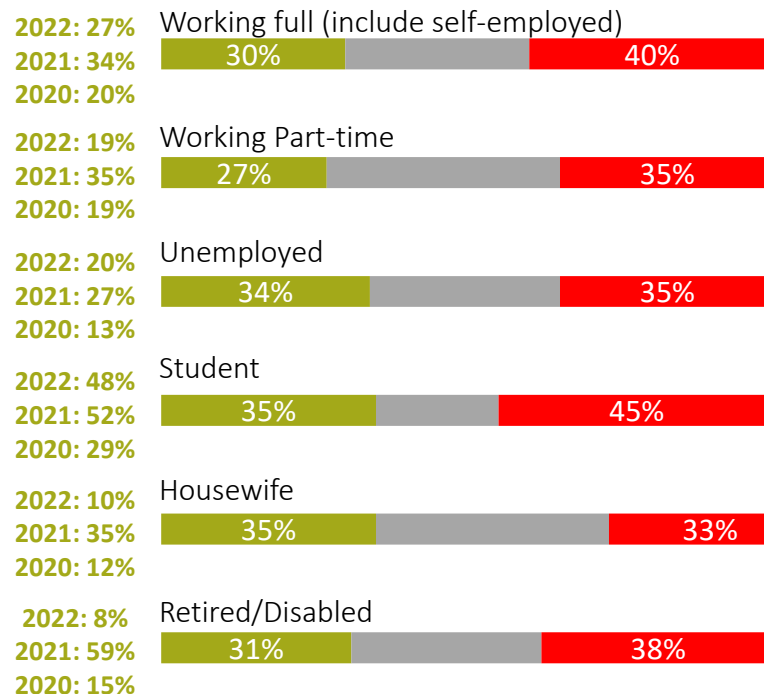
% within total population



By education level - 2024



By employment - 2024



TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

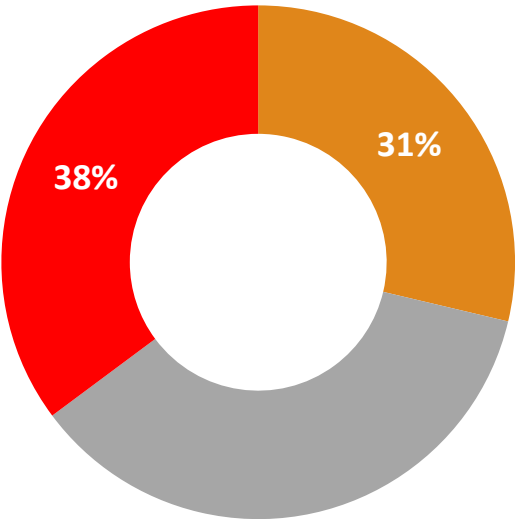
Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements: "I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)"

Privacy of digital information – I have a good understanding of artificial intelligence

% within total population

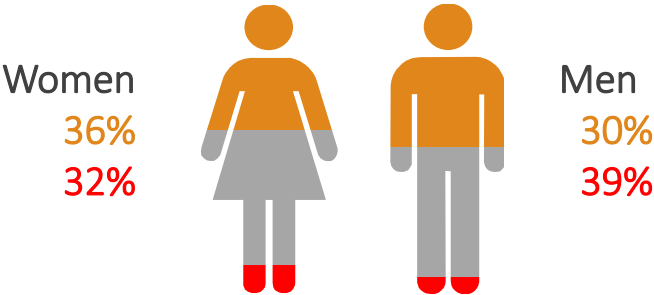
Total - 2024



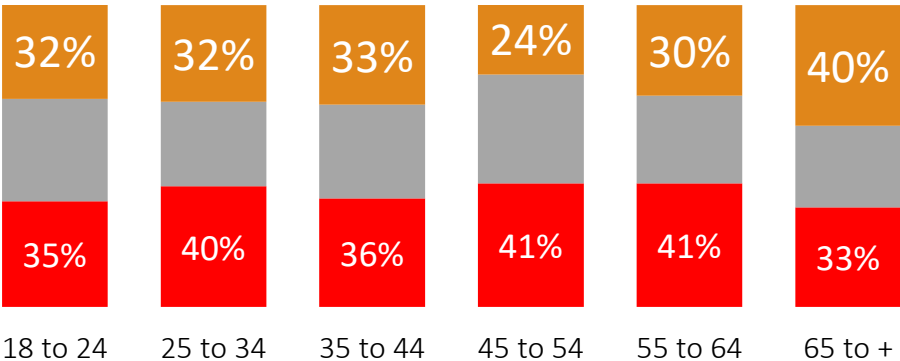
TTB Completely agree (8,9,10 scale)

BTB Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

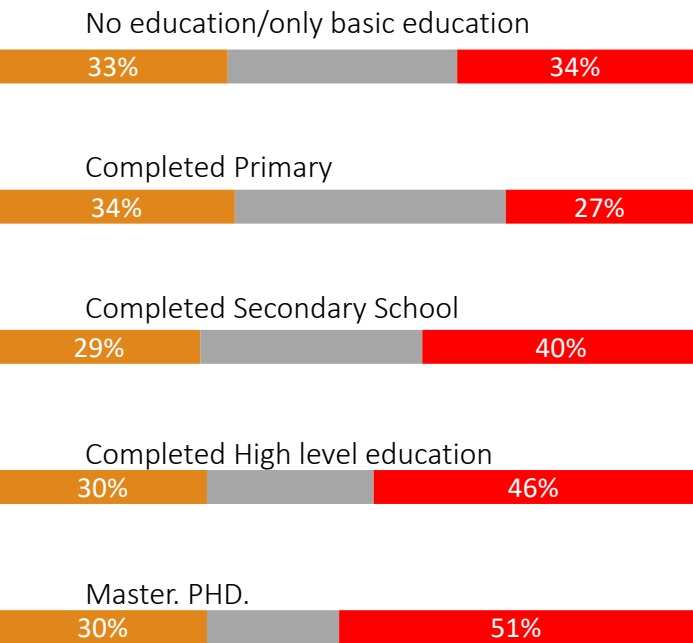
Q11. Please indicate how much you agree or disagree with the following statements: “I have a good understanding of artificial intelligence”

Privacy of digital information – I have a good understanding of artificial intelligence

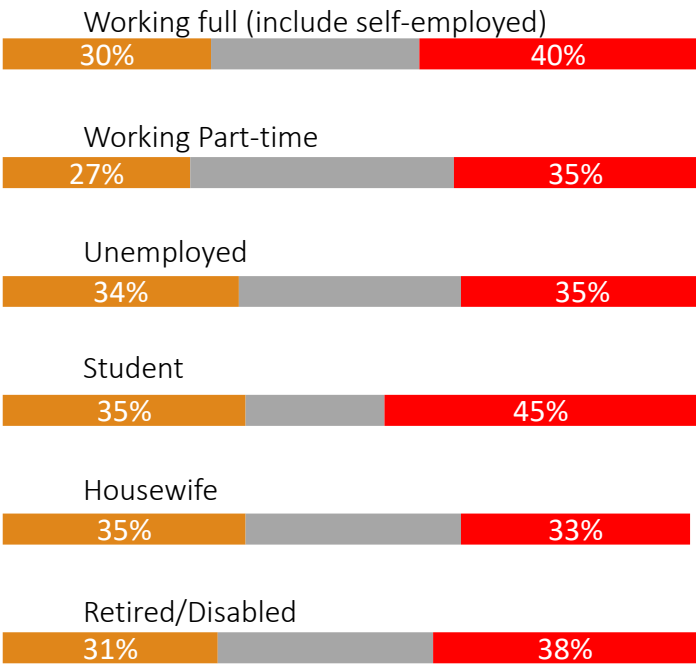
% within total population



By education level - 2024



By employment - 2024



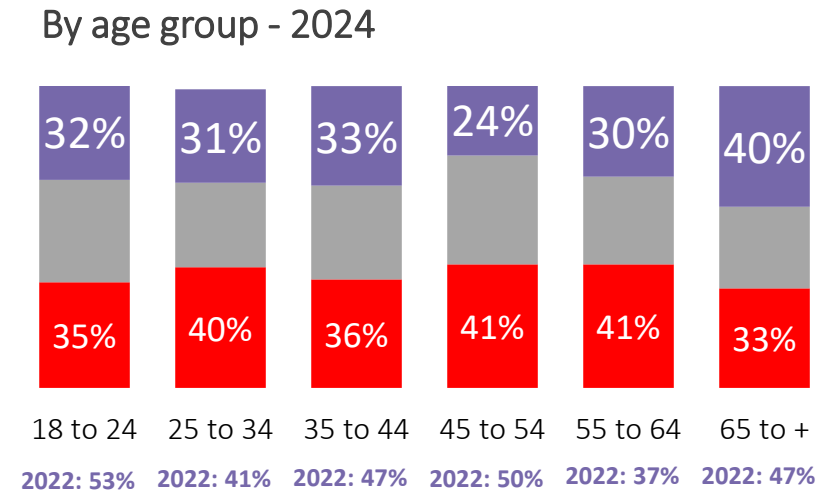
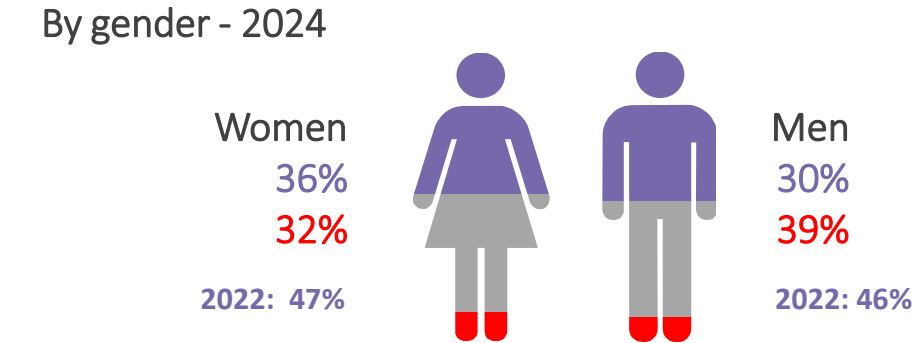
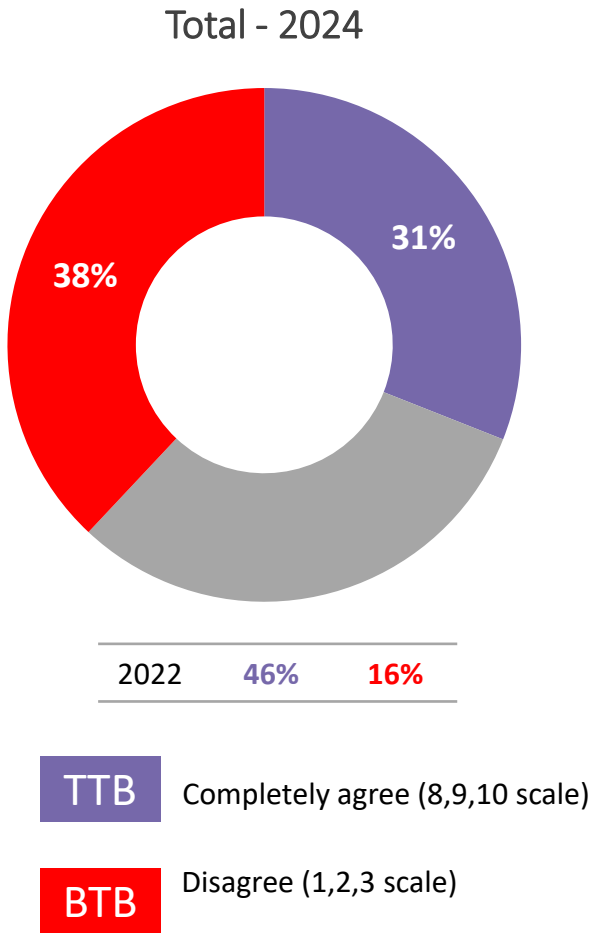
TTB Completely agree (8,9,10 scale) **BTB** Disagree (1,2,3 scale)

Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements: “I have a good understanding of artificial intelligence”

Privacy of digital information – Social networks overwhelm our life

% within total population



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

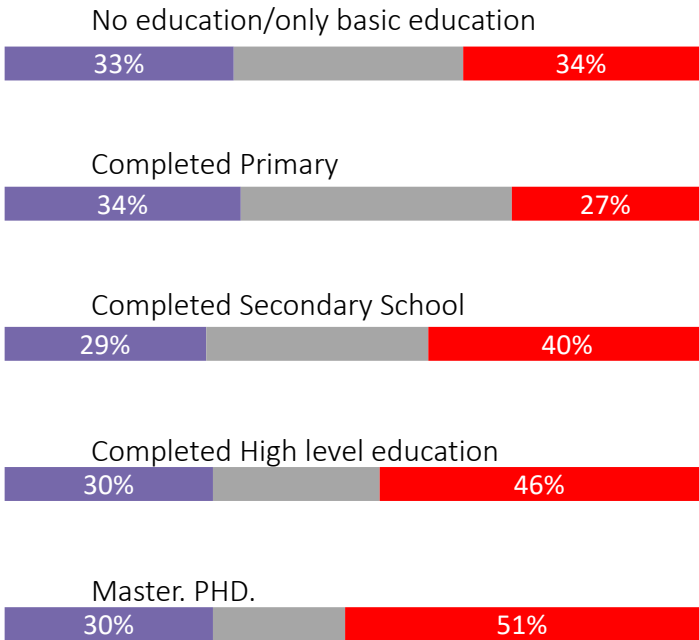
Q11. Please indicate how much you agree or disagree with the following statements:
 “Social networks overwhelm our life”

Privacy of digital information – Social networks overwhelm our life

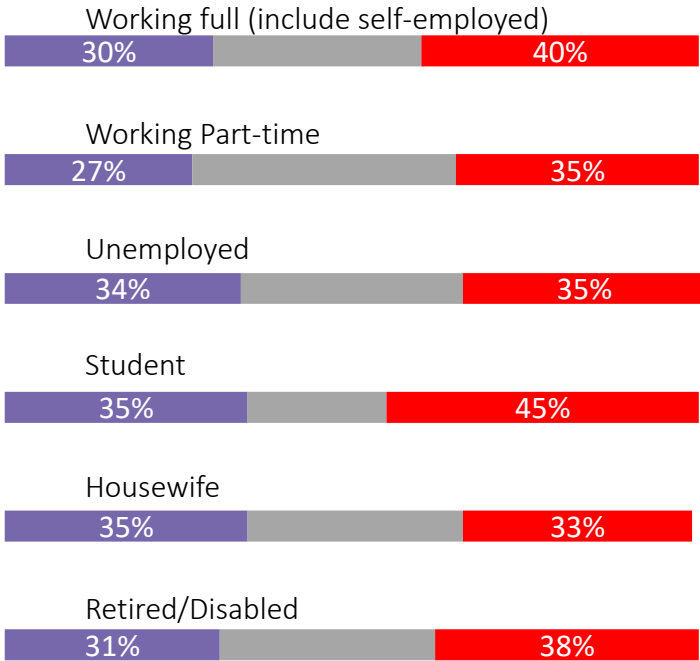
% within total population



By education level - 2024



By employment - 2024



TTB Completely agree (8,9,10 scale) BTB Disagree (1,2,3 scale)

Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
“Social networks overwhelm our life”

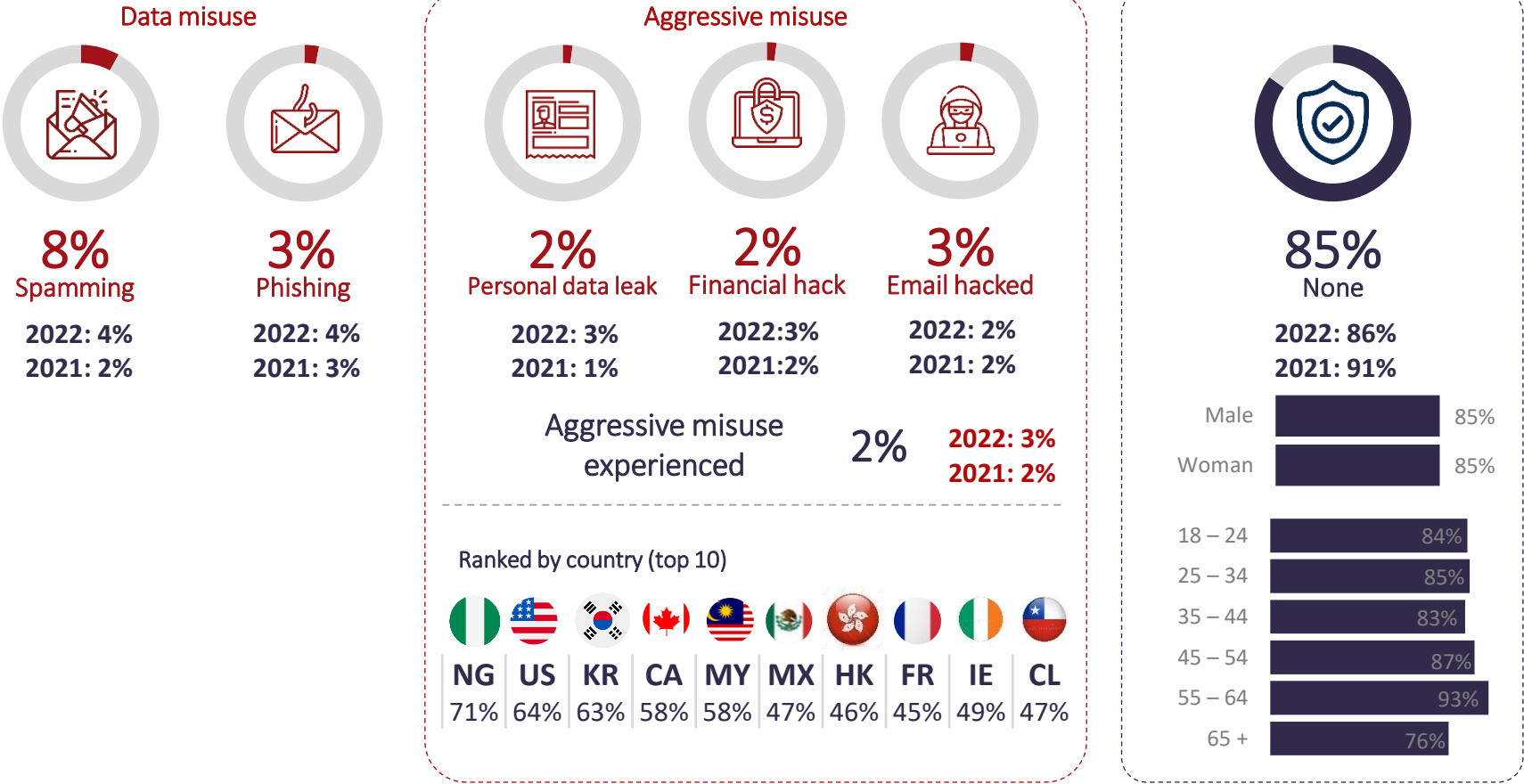


DATA MISUSE

Data misuse - Experiences

% within total population

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING



Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

Q12. Have you experienced any of the following... (read the items)

METHODOLOGY

SAMPLE SIZE	1000
INTERVIEW METHOD	Random Digit Dialing Phone Survey Methodology
ERROR MARGIN	±2 to 3% at 95% confidence level for national level results
FIELDWORK DATES	3-17 January 2024
NOTE	Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed. This methodology uses Random Digit Dialing approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.
EXCLUSION IN SAMPLE	According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.