

**While only 15% of Pakistanis report experiences of data misuse, 31% express concerns over sharing their personal information digitally**

**Gallup Pakistan releases comprehensive report understanding digital concerns in Pakistan in collaboration with WIN Network**

Islamabad, 1<sup>st</sup> October, 2024

Gallup Pakistan has conducted a comprehensive study on gender equality, safety and violence, in collaboration with the **Worldwide Independent Network of MR (WIN) for the Annual WIN World Survey**. Gallup Pakistan is a long-time member of WIN which represents over 50 countries and their polling organizations. The survey, conducted with a diverse and representative sample of the Pakistani population, reveals the opinions and beliefs surrounding digital data collection, data misuse, and artificial intelligence.

Access the Pakistan specific report [here](#).

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, reveals the Annual WIN World Survey, exploring the views and beliefs of 33,866 people in 39 countries across the globe. WIN releases the latest results on **understanding digital concerns**, to track and understand if there are any improvements around data security, and trust in digital spaces and tools.

Access the full report [here](#).

Rojah Sheikh, Assistant Manager Research at Gallup Pakistan who compiled the Pakistani report says 'Digital data security is critical in protecting sensitive information from cyber threats like identity theft and financial loss. As reliance on digital platforms grows, safeguarding data ensures trust and privacy. Recording public experiences and sentiments about data security can help identify gaps in knowledge and risky behaviors. This insight allows for more effective education and awareness campaigns. Tailoring security measures based on real feedback enables organizations to reduce the risk of data breaches while fostering a proactive culture of digital safety. Engaging the public in these efforts ensures a more secure digital environment for all.'

## Key Findings:

### 1. Privacy of Digital Information:

- i) **Personal Information:** 31% Pakistanis express concern over sharing their personal information digitally. 33% of females did not share this concern, while this was even more common amongst men (38%). Across age, those aged 25 to 34 years seemed least worried, with 44% reporting as such. Meanwhile those holding advanced educational degrees (41%) and being retired or disabled (42%) expressed most concern.
- ii) **Awareness of use of personal information:** 31% Pakistanis report being aware of what happens to their personal information after shared with data collectors, this proportion was higher amongst women at 36%, compared to their male counterparts at only 30%. Across age, those aged 65 and above seemed most confident on the matter, with 40% reporting as such. Meanwhile those holding advanced educational degrees (51%), and current students (45%) were reportedly least aware.
- iii) **Understanding of Artificial Intelligence (AI):** 31% of Pakistanis believe that they have a good understanding of artificial intelligence (AI), this proportion was higher amongst women at 36%, compared to their male counterparts at only 30%. Across age, those aged 65 and above seemed most confident on the matter, with 40% reporting as such. Meanwhile those holding advanced educational degrees (51%) and current students (45%) reported having the least amount of understanding.
- iv) **Feeling overwhelmed by social media:** 38% of Pakistanis do not feel that social networks overwhelm their lives. This was only true for 32% women, but 39% men. Across age, those aged 45 to 64 years felt most comfortable, with 41% as such. While those holding advanced educational degrees (51%) and current students (45%) shared the same sentiment.

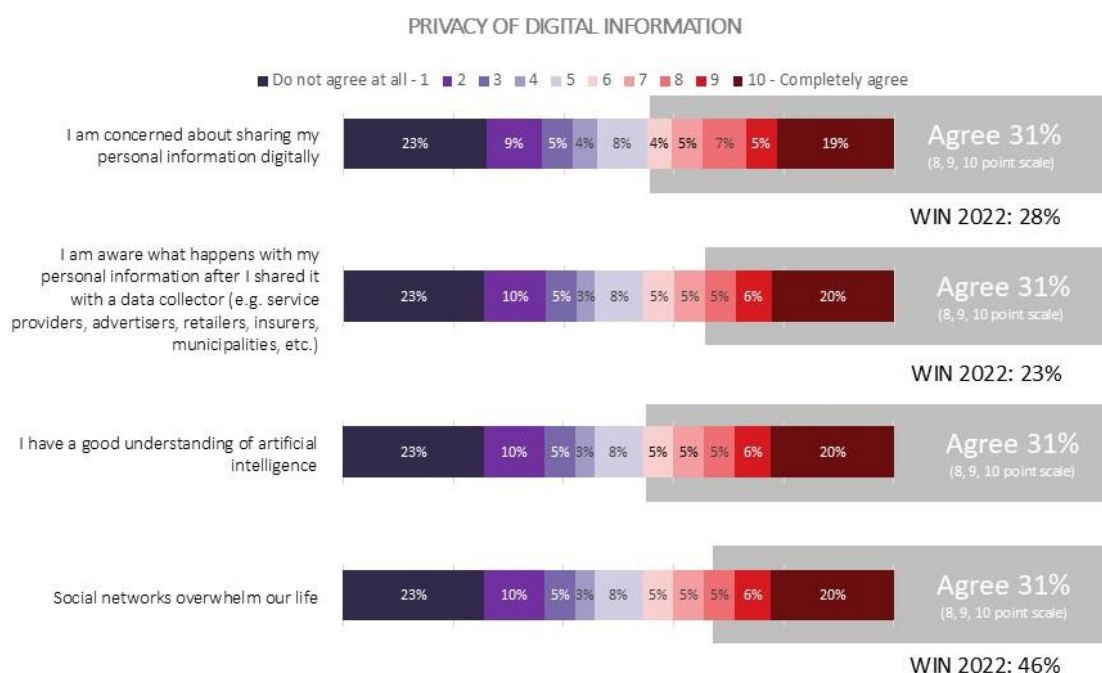
2. **Data Misuse:** While an astounding 85% of Pakistanis reported not having had experienced any of the described forms of data misuse, 8% reported having been spammed, 3% reported email hacks and phishing, and 2% reported having their personal data leaked, and financial information hacked.

## 1. Privacy of Digital Information

As of 2024, 31% Pakistanis express concerns over sharing their personal information digitally. This was slightly higher amongst women at 32%, compared to men (30%). Across age brackets, those aged 55 to 64 years expressed the most amount of concern, with 36% reporting as such. Meanwhile those having completed their secondary school or high level education were least concerned, both 41%, and students (43%) in general also held similar sentiments.

31% Pakistanis also reported being aware of how their personal information is used after sharing, having a good understanding of artificial intelligence, and being overwhelmed by social networks. This was higher for women across all three cases at 36%, while only 30% men felt similarly. Meanwhile those holding advanced degrees (Masters, PhD etc), and students reported the least amount of confidence their understanding on the matters at 51% and 45% respectively; this ironically may be because these demographic groups better understand the far-reaching implications of breach of digital data, AI, and social media.

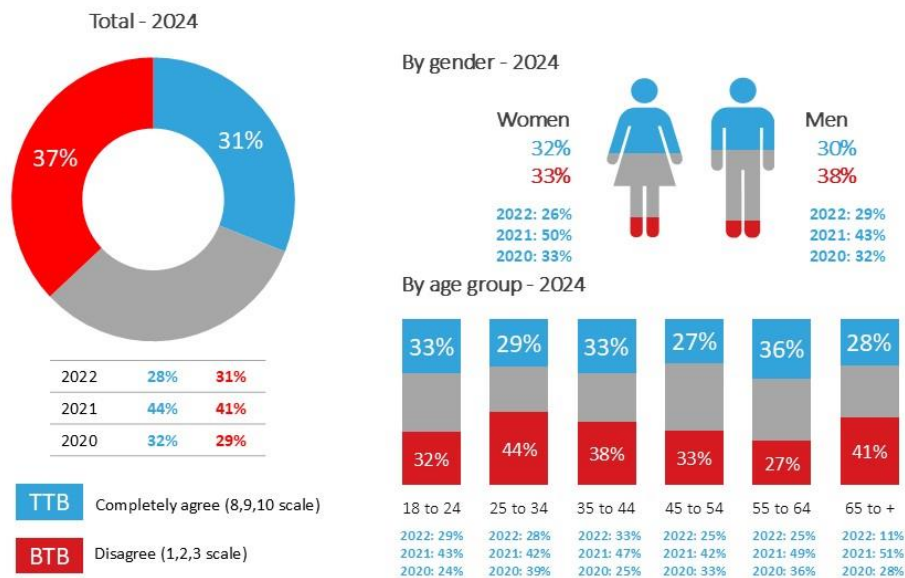
### Summary of attitudes % within total population



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

## i) Personal Information:

Privacy of digital information - Concerned about sharing personal information digitally  
% within total population



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



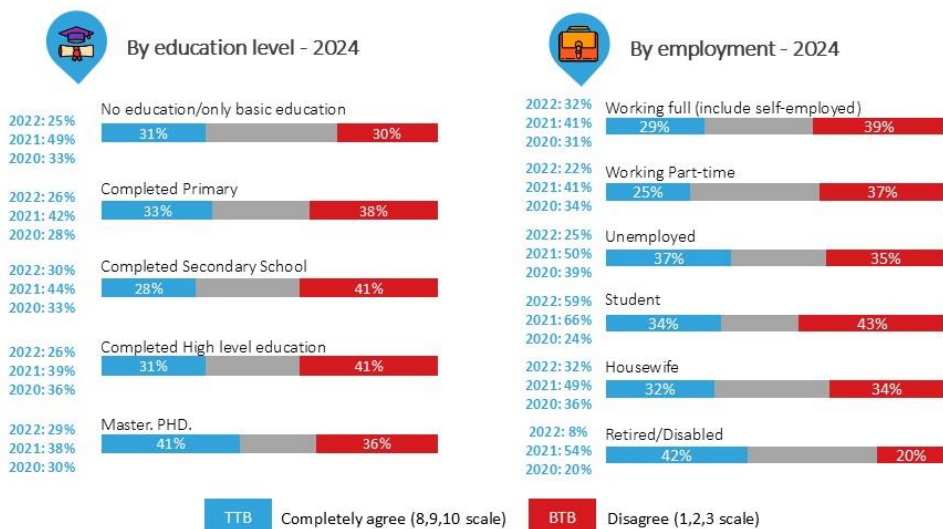
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Of Market Research

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



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Privacy of digital information - Concerned about sharing personal information digitally  
% within total population



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



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

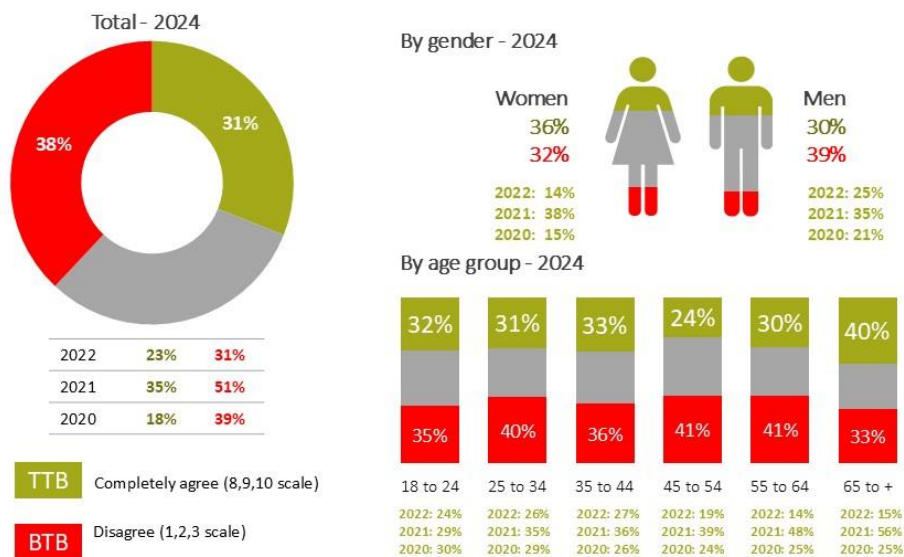


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## ii) Awareness of use of personal information

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

% within total population



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



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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.)"



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

% within total population



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



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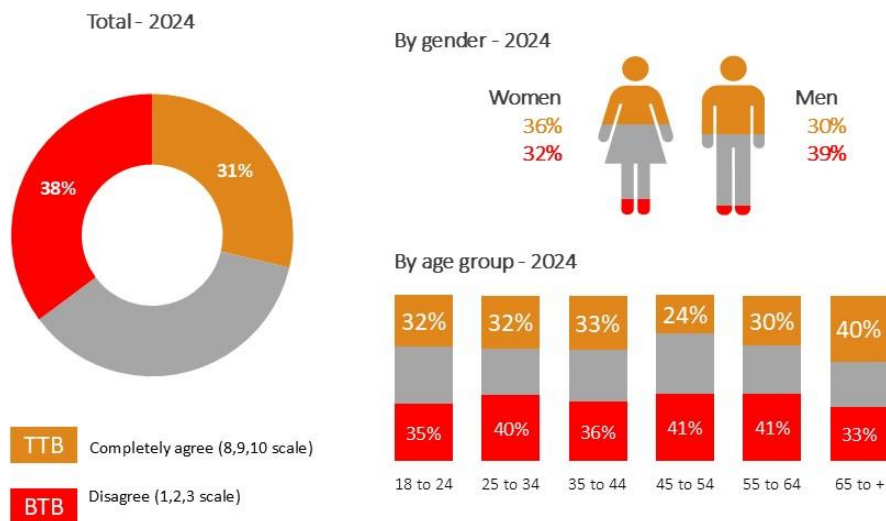
Q11. Please indicate how much you agree or disagree with the following statements: "I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)"



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### iii) Understanding of Artificial Intelligence

Privacy of digital information – I have a good understanding of artificial intelligence  
% within total population



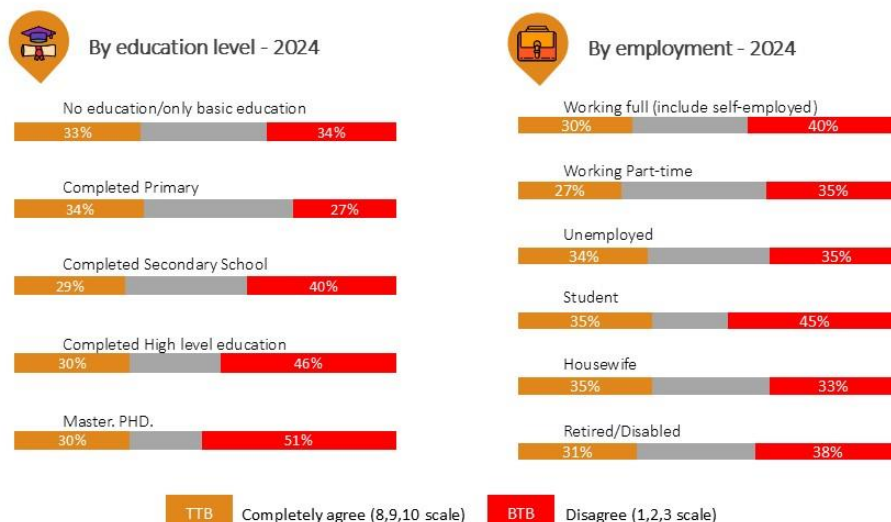
Source: WIN 2024. Data collection by Gallup Pakistan. Base: 1000. The percentages of Dk / Nr have not been plotted.

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



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Privacy of digital information – I have a good understanding of artificial intelligence  
% within total population



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

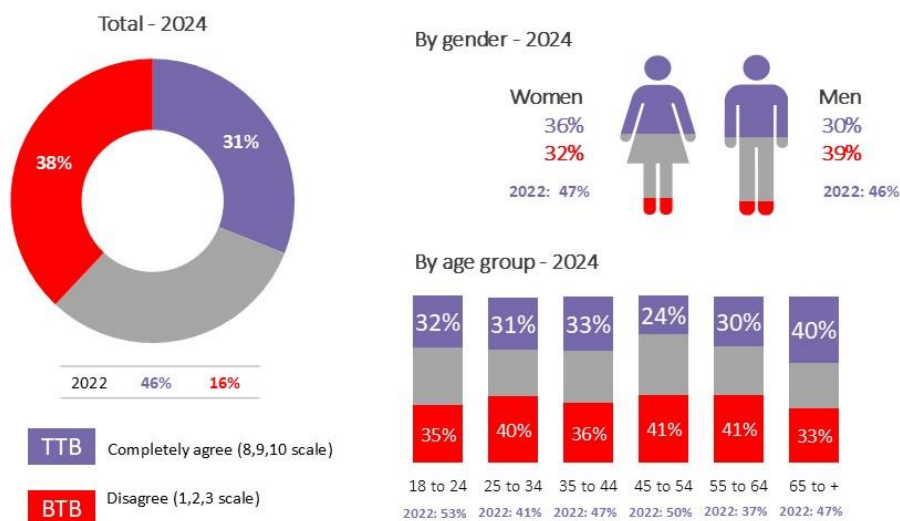
Q11. Please indicate how much you agree or disagree with the following statements: "I have a good understanding of artificial intelligence"



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#### iv) Feeling overwhelmed by social (media) networks

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"



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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"



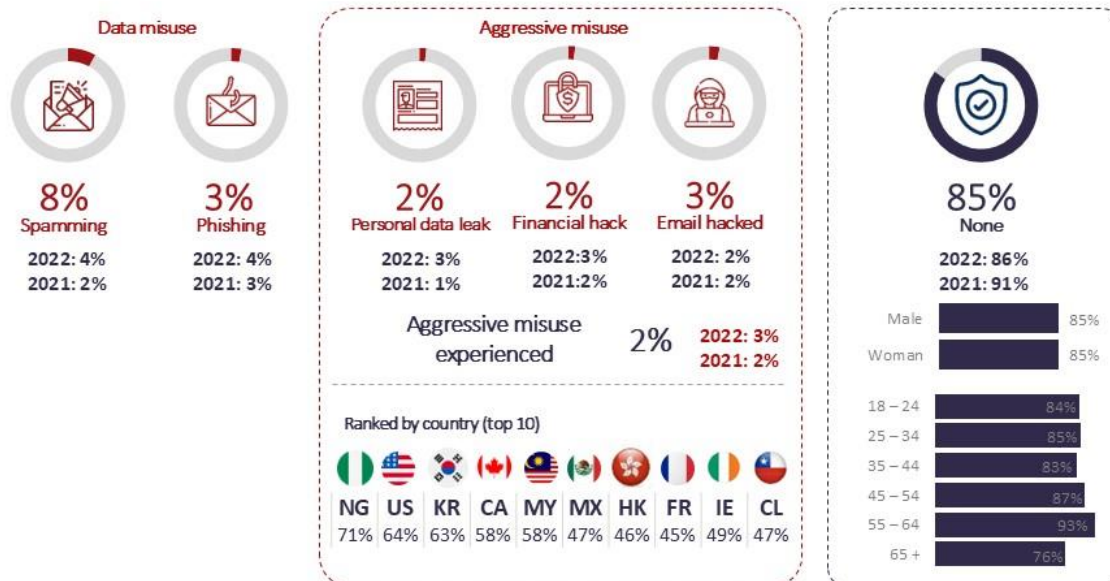
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## 2. Data Misuse:

While an astounding 85% of Pakistanis reported not having had experienced any of the described forms of data misuse, 8% reported having been spammed, 3% reported email hacks and phishing, and 2% reported having their personal data leaked, and financial information hacked.

Data misuse - Experiences  
% within total population

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING .....?



## METHODOLOGY

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SAMPLE SIZE</b>         | 1000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>INTERVIEW METHOD</b>    | Random Digit Dialing Phone Survey Methodology                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>ERROR MARGIN</b>        | ±2 to 3% at 95% confidence level for national level results                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>FIELDWORK DATES</b>     | 3-17 January 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>NOTE</b>                | <p>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.</p> <p>This methodology uses Random Digit Dialing approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.</p> |
| <b>EXCLUSION IN SAMPLE</b> | 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.                                                                                                                                                                                                                                                                                                                 |

*The responses for these questions 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.*

## DEMOGRAPHICS

|                                        |                                                          | Weighted Column % |
|----------------------------------------|----------------------------------------------------------|-------------------|
| <b>Base - All</b>                      |                                                          | 100%              |
| <b>D1. Gender</b>                      | Male                                                     | 84%               |
|                                        | Female                                                   | 16%               |
| <b>D2. Age Group</b>                   | 18-24                                                    | 15%               |
|                                        | 25-34                                                    | 30%               |
|                                        | 35-44                                                    | 27%               |
|                                        | 45-54                                                    | 16%               |
|                                        | 55-64                                                    | 8%                |
|                                        | 65+                                                      | 5%                |
| <b>D3. Education: Highest Attained</b> | No education/only basic education                        | 23%               |
|                                        | Completed primary                                        | 13%               |
|                                        | Completed secondary school                               | 46%               |
|                                        | Completed High level education                           | 10%               |
|                                        | Completed Higher level of education (Masters, PHD, etc.) | 8%                |
|                                        | Refused/DNK/DNA                                          | 1%                |
| <b>D4. Employment</b>                  | Working full (include self-employed)                     | 46%               |
|                                        | Working Part-time                                        | 16%               |
|                                        | Unemployed                                               | 17%               |
|                                        | Student                                                  | 5%                |
|                                        | Housewife                                                | 11%               |
|                                        | Retired/Disabled                                         | 3%                |
|                                        | Refused/DNK/DNA                                          | 1%                |

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