



*'creating a level playing field'*



# 2023 Data Protection Awareness, Confidence & Trust Baseline Survey

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This report presents a summary of the findings of the Cyber and Data Protection Awareness, Confidence & Trust Baseline Survey that was carried out by POTRAZ Research and Development Department. The survey sought to establish data subjects' awareness levels on various cyber and data protection issues as well as to measure the level of trust and confidence the data subjects have with data controllers who collect, store and use their personal information. Through the survey, data subjects also shared their experiences, perceptions and concerns around the handling of personal information.

The study was conducted through a combination of qualitative and quantitative techniques to gather the information synthesized in this report. A total number of 1,193 interviews were conducted across all the 10 provinces in Zimbabwe. Data subjects aged eighteen (18) years and above from both urban and rural areas were interviewed. The sample was nationally representative as Probability Proportion to Sampling (PPS) approach, based on the 2022 National Census Results was used. Data was collected electronically using Computer-Aided Personal Interviews (CAPI).

**Outlined below are the key research findings from the Baseline awareness survey:**

- Awareness of the Cyber and Data Protection Act [Chapter 12:07] of 2021 was low at 27%; 73% of data subjects had never heard of the Act.
- Awareness of the rights of data subjects was low, with an average of 85.3% of respondents unaware and unable to cite any of the rights. Even for the 27% who were aware of the Act, 54.1% of them were unaware of any of the rights afforded to them by the Act.
- There were also very low levels of awareness on POTRAZ's designation as the Data Protection Authority in Zimbabwe, more so the existence of any Data Protection Authority in Zimbabwe.
- Awareness varied by demographics such as location, gender, age, attained educational level, occupation etc. In general awareness was significantly lower for women, people living in rural areas, people with lower education levels and in particular regions such as Matabeleland South.
- 
- Social media and messaging platforms were the main sources of information on cyber and data protection matters by the respondents.

- The Confidence Score was 2.8, which can be interpreted as low to average. This implies that data subjects do not have much trust and confidence in entities that collect, store and use their personal information i.e., data controllers.
- The Confidence Score dropped to 1.7, when it came to the protection of children's data from their online activities. This implies very little to no confidence by the data subjects.
- 22% of respondents reported that they had experienced misuse of their personal data at least once.
- There was high appreciation of the importance of cyber and data protection as 99% of respondents agreed that they valued the protection of personal information, nevertheless actual knowledge of cyber-risks was low.
- There was low awareness of redress mechanisms or channels as 77% reported that they did not know who to seek help from in case of data violations.
- Respondents reported a rise in unsolicited messages over the past year, but 73% cited that they did not know how to opt out of receiving unsolicited communications.
- The positive impact of the Covid-19 pandemic on digital services adoption and use was confirmed from a consumer perspective, as 64% cited that Covid-19 made them more digitally active, signifying a need for more enhanced cyber and data protection.

This report provides a more detailed analysis of these and other findings. It also proffers recommendations for closing the identified gaps and challenges.

Table Of Contents

1. Research Background.....5

1.1 Introduction.....5

1.2 Statement OfThe Problem.....5

1.3 Research Objectives.....6

1.4 Research Questions.....6

1.5 Significance OfThe Study.....6

1.6 Scope Or Delimitations Of The Research.....6

2. Research Methodology.....7

2.1 Overview.....7

2.2 Research Design.....7

2.3 Inclusion Criteria.....7

2.4 Sampling Frame.....7

2.5 Sampling Design And Implementation.....8

2.6 Survey Instrument.....8

2.7 Data Collection, Processing & Analysis.....9

2.8 Summary Of Survey Implementation Process.....9

2.9 Achieved Response Rate.....10

3. Research Findings.....10

3.1 Overview.....10

3.2 Survey Demographic Composition.....10

3.2.1 Age Composition.....10

3.2.2 Gender.....11

3.2.3 Education Leve.....11

3.2.4 Employment Status.....12

3.3 Results.....12

3.3.1 Awareness OfThe Cyber And Data Protection Act.....12

3.3.2 Sources Of Awareness.....14

3.3.3 Hypothesis Testing For Awareness OfThe Act.....15

3.3.4 Awareness OfThe Rights Of Data Subjects.....15

3.3.5 Importance OfThe Rights Of Data Subjects.....16

3.3.6 Awareness OfThe Data Protection Authority.....17

3.3.6.1 Hypothesis Testing.....18

3.3.7 Roles OfThe Data Protection Authority.....18

3.3.8 Confidence And Trust.....19

3.3.9 Trust And Confidence In Specific Entities.....21

3.3.10 Annual Variation In Trust & Confidence.....21

3.3.11 Other Key Findings.....22

4. Benchmarking.....23

5. Conclusion And Recommendations.....25

Annex: Survey Questionnaire.....27

List Of Tables

Table 1: Sample Breakdown By Province.....8

Table 2: Questionnaire Modules.....8

Table 3: Survey Implementation Stages.....9

Table 4: Regional Distribution Of Respondents (N=1,196).....10

Table 5: Age Composition.....10

Table 6: Education Demographics.....11

Table 7: Employment Status By Province.....12

Table 8: Provincial Comparison Of Awareness OfThe Rights Of Data Subjects.....16

|                                                  |    |
|--------------------------------------------------|----|
| Table 9: Awareness Of Dpa Roles By Province..... | 18 |
| Table 10: Benchmark/Comparison.....              | 23 |

## List Of Figures

|                                                                                |    |
|--------------------------------------------------------------------------------|----|
| Figure 1: Sample Split By Gender.....                                          | 11 |
| Figure 2: Awareness Of The Cyber And Data Protection Act (Provincial).....     | 12 |
| Figure 3: Awareness Of Cyber And Data Protection Act By Gender.....            | 13 |
| Figure 4: Awareness Of Cyber And Data Protection Act By Area.....              | 13 |
| Figure 5: Cyber And Data Protection Act Awareness By Education Level.....      | 14 |
| Figure 6: Overall Source Of Information For Cyber And Data Protection Act..... | 14 |
| Figure 7: Source Of Information Of Cdpa By Age.....                            | 14 |
| Figure 8: Awareness Of The Cdpa Rights.....                                    | 14 |
| Figure 9: Perceived Importance Of The Rights Of Data Subjects.....             | 16 |
| Figure 10: Awareness Of The Dpa And Its Roles.....                             | 17 |
| Figure 11: Awareness Of Dpa Roles By Demographics.....                         | 19 |
| Figure 12: Trust And Confidence In Various Entities.....                       | 21 |
| Figure 13: Annual Variance In Trust And Confidence.....                        | 21 |
| Figure 14: Experiences, Attitudes & Perceptions.....                           | 22 |

# 1. Research Background

## 1.1 INTRODUCTION

The Postal & Telecommunications Regulatory Authority of Zimbabwe (POTRAZ) is the designated Data Protection Authority in Zimbabwe according to the Cyber and Data Protection Act [Chapter 12:07] of 2021. Amongst other functions, the Authority exists to:

- ✓ regulate the manner in which personal information may be processed through the establishment of conditions for the lawful processing of data.
- ✓ promote and enforce fair processing of data.
- ✓ issue its opinion either of its own accord, or at the request of any person with a legitimate interest, on any matter relating to the application of fundamental principles of the protection of privacy, in the context of the Act.
- ✓ advise the Minister on matters relating to right to privacy and access to information.
- ✓ conduct inquiries or investigations either of its own accord or at the request of the data subject or any interested person.
- ✓ receive, by post or electronic means or any other equivalent means, the complaints lodged against data processing and give feed-back to the claimants or complainants.
- ✓ investigate any complaint received in terms of this Act howsoever received.
- ✓ conduct research on policy and legal matters relating to the development of international best practices on the protection of personal information in Zimbabwe and advise the Minister accordingly.
- ✓ facilitate cross border cooperation in the enforcement of privacy laws and participating, in consultation with the Minister, at national, regional and international forums mandated to deal with the protection of personal information initiatives.

Data protection is becoming increasingly important in today's digital age. A baseline survey is critical, as the Data Protection Unit commences implementation of the Cyber and Data Protection Act [Chapter 12:07] of 2021, as it will present a formal evidence base on which the DPU will build their interventions.

## 1.2 STATEMENT OF THE PROBLEM

There is currently no data on awareness, confidence and trust levels by the general populace in respect to cyber and data protection matters in Zimbabwe. This presents a significant knowledge gap, that negatively impacts the implementation of purposeful, relevant and tailor-made interventions for the various demographic segments of the population. This lack of data also means a lack of evidence base on which to measure future progress or provide basis for corrective action. As the adage goes:

"If you cannot measure it, you cannot control it. If you cannot control it, you cannot manage it. If you cannot manage it, you cannot improve it."

Zimbabwe has witnessed a rapid growth in internet usage and digital technologies. The internet penetration rate has grown in leaps, from 5.1% in 2009 to 65.3% at the close of 2022 according to the POTRAZ 2022 Annual Sector Performance Report. This calls for increased education and awareness on cybersecurity and data protection. However, education and awareness programs, that are not informed by data, are bound to leave millions behind.

### 1.3 RESEARCH OBJECTIVES

The purpose of the research was to provide an evidence base on the current status of data protection awareness, as well as gauge overall trust and confidence by data subjects. Specific objectives of the study were to:

1. Establish data subjects' awareness level of:
  - 1.1 the Cyber and Data Protection Act
  - 1.2 the rights of data subjects
  - 1.3 POTRAZ's designation as the Data Protection Authority in Zimbabwe
  - 1.4 the roles and responsibilities of the Data Protection Authority
- 2 Measure the level of trust and confidence the data subjects have with data controllers who use their personal information.
- 3 Understand individuals' perceptions around the handling of personal information.
- 4 To identify specific concerns by data subjects regarding cybersecurity and data protection matters.
- 5 To identify specific gaps and proffer strategies and recommend measures to improve them.

### 1.4 RESEARCH QUESTIONS

The specific research questions were as follows:

- I. What is the level of awareness by data subjects on the following:
  - Cyber and Data Protection Act?
  - Rights of data subjects?
  - Data protection harms and safe online practices?

- POTRAZ's DPA designation and roles?
- II. How much trust and confidence does data subjects have in organisations storing and using personal information?
  - III. What is the incidence rate of data protection violations?
  - IV. What are data subjects' top concerns when it comes to protection of personal information?
  - V. What measures will increase data subjects' confidence in how their personal information is used and made available by companies?
  - VI. What are the major sources and channels of information and knowledge on cyber and data protection matters by data subjects?

### 1.5 SIGNIFICANCE OF THE STUDY

The baseline study plays a significant role in providing an evidence base, provide metrics and establish Key Performance Indicators for measuring various cyber and data protection issues, as they relate to data subjects. It helps identify gaps for remedy as well as benchmarks on which future progress will be checked. It also serves as a foundation for implementing effective data protection practices and mitigating risks associated with the handling of personal data.

### 1.6 SCOPE OR DELIMITATIONS OF THE RESEARCH

The baseline survey was conducted at national level, covering all the ten provinces of Zimbabwe. It covered both the rural and urban areas. Data subjects aged 18 years and above were interviewed. Consent was requested before all interviews and interviewees participated voluntarily.

## 2. Research Methodology

### 2.1 OVERVIEW



This section highlights the research approach and techniques used in the survey. These includes research design, inclusion criteria, sampling frame, sample design, survey instrument design, fieldwork, data processing, analysis and reporting as well as other survey implementation processes.

### 2.2 RESEARCH DESIGN

The baseline survey adopted a mixed methods approach, which combined qualitative and quantitative methods in order to facilitate triangulation of the findings and help enrich the outcomes of the study.



### 2.3 INCLUSION CRITERIA



The survey targeted individuals aged eighteen (18) years and above, domiciled in urban as well as rural areas, across all the ten provinces of Zimbabwe. The survey was gender inclusive, targeting both male and female. There were no restrictions or bias on demographics such as education level, employment status, spoken languages etc. Participation was not compulsory but voluntary, with consent requested and anonymisation guaranteed in all instances.

### 2.4 SAMPLING FRAME

The sampling frame used for the Cyber and Data Protection Act Baseline Survey was based on the 2022 Population and Housing Census Results. The total population consisted of all individ-



uals aged 18 years and above, totalling 8,058,451, which is considered very large. The following formula for large populations was therefore used to come up with the nationally representative sample size for the survey for each province.

#### Where:

**n** is the sample size for the survey

**z** is the z score

**e** is the margin of error

Using the Population Proportion Size (PPS) approach, the target sample size for each province is shown in Table 1 below:

**Table 1: Sample Breakdown by Province**

| Province     | Population Size  | Population Proportion | Interviews Target |
|--------------|------------------|-----------------------|-------------------|
| Bulawayo     | 403,405          | 5%                    | 55                |
| Mat South    | 399,088          | 5%                    | 54                |
| Mat North    | 420,556          | 5.2%                  | 57                |
| Mash Central | 720,510          | 9%                    | 99                |
| Masvingo     | 790,597          | 9.8%                  | 108               |
| Mash East    | 913,849          | 11.3%                 | 125               |
| Midlands     | 937,946          | 11.6%                 | 128               |
| Mash West    | 1,016,350        | 12.6%                 | 139               |
| Manicaland   | 1,006,699        | 12.5%                 | 137               |
| Harare       | 1,449,451        | 18%                   | 198               |
| <b>Total</b> | <b>8,053,451</b> | <b>100%</b>           | <b>1,100</b>      |

Source of Population Data: ZIMSTAT 2022 National Census Report

## 2.5 SAMPLING DESIGN AND IMPLEMENTATION

A two-stage stratified sampling design was used:

1. At the first stage, the target sample was drawn using Probability Proportional to Size (PPS) in order to group the population by geographical location, gender and age, guided by the results of the 2022 National Census.
2. At the second stage, non-probability sampling in the form of convenience sampling was used to select and interview participants within each stratum.

The Kobo Digital Application was used to collect the data, from all the 10 provinces of Zimbabwe. Interviews were conducted in English, Shona as well as Ndebele to ensure comprehension by the data subjects.

## 2.6 SURVEY INSTRUMENT

The survey instrument was a questionnaire that was developed by the Research and Development team and approved by the Data Protection Unit (DPU). Error! Reference source not found. outlines the thematic areas of the questionnaire.

**Table 2: Questionnaire Modules**

| Module           | Themes                                                                                                                                                                                                                                                       |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Section A</b> | ❖ Demographic and Administrative Data.                                                                                                                                                                                                                       |
| <b>Section B</b> | <b>AWARENESS:</b> <ul style="list-style-type: none"> <li>• Cyber &amp; Data Protection Act</li> <li>• Functions of the Data Protection Authority</li> <li>• Rights of data subjects</li> <li>• Data subjects' perceived importance of the Rights.</li> </ul> |
| <b>Section C</b> | <b>CONFIDENCE &amp; TRUST</b> <ul style="list-style-type: none"> <li>• Concerns of data subjects</li> <li>• Confidence &amp; Trust levels</li> <li>• Ratings for data controller categories</li> <li>• Gaps &amp; Recommendations</li> </ul>                 |
| <b>Section D</b> | <ul style="list-style-type: none"> <li>• Satisfaction level of Data Subjects with Postal and Telecommunications Service Providers*</li> </ul>                                                                                                                |

**\*NB:** The data gathered from Section D of the questionnaire did not inform the intent of this report for the Data Protection Unit. It is presented in a separate report on postal and telecommunications consumer satisfaction.

2.7 DATA COLLECTION, PROCESSING & ANALYSIS

Fieldwork for the survey was carried out from 26 June to 12 August 2023. A total of 1,193 interviews were achieved, exceeding the target of 1,100, by 8.5%. Data was captured electronically using Computer-Aided Personal Interviews (CAPI). Extensive quality control measures were put in place to ensure the accuracy and reliability of the data collected; these include:

- Use of Computer Aided Personal Interviews (CAPI)
- Questionnaire flow was enforced and skip routines were effectively applied as they were integrated to the programmed version of the questionnaire.
- Consistency checks were also applied to facilitate automatic flagging of any inconsistent responses. This ensured that researchers rectify inconsistencies before proceeding to the next modules of the questionnaire.
- Pre-testing of the Kobo application was done by the research team before the actual fieldwork.
- A pilot survey was conducted with POTRAZ employees to enable researchers to test the flow of questions on the electronic gadgets. Identified discrepancies were rectified before field work for the wider data subjects.
- Data completeness checks were also performed on each questionnaire.

After data collection, all the questionnaires were coded and edited before data processing. Data entry and verification were performed using the KOBO Collect software. During data entry, further editing of computer-identified errors was done and data cleaning was performed. Batch editing was the method used for data cleaning in KOBO Collect. Further cleaning was done in Excel using logical syntax.

2.8 SUMMARY OF SURVEY IMPLEMENTATION PROCESS

The survey was implemented in six phases as tabulated below:

Table 3: Survey Implementation Stages

| Phases                                  | Key activities                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Questionnaire design                    | <ul style="list-style-type: none"><li>• Preparation of draft Survey questionnaire. Questionnaire was developed by Research and Development Unit and approved by Data Protection Unit</li></ul>                                                                                                                                                |
| Sample design and fieldwork preparation | <ul style="list-style-type: none"><li>• Sample design</li><li>• Pre-test of questionnaire with POTRAZ employees as Data Subjects</li><li>• Debriefing</li><li>• Finalisation of questionnaire</li></ul>                                                                                                                                       |
| Fieldwork                               | <ul style="list-style-type: none"><li>• Face-to-face Interviews (CAPI)</li><li>• Primary data Collection (4 phases).</li><li>• Quality control</li></ul>                                                                                                                                                                                      |
| Data processing                         | <ul style="list-style-type: none"><li>• Data cleaning</li><li>• Data validation</li></ul>                                                                                                                                                                                                                                                     |
| Analysis, reporting and dissemination   | <ul style="list-style-type: none"><li>• Data analysis using Excel, Power Bi, SPSS, and STATA depending on the task to be accomplished.</li><li>• Data will be analysed by Province, Age, Gender, and educational level for each research metric.</li><li>• Report Writing and submission of report to DPU.</li><li>• Dissemination.</li></ul> |

2.9 ACHIEVED RESPONSE RATE

Of the total 1,193 interviews were achieved. The regional distribution of respondents is shown in Table 4 below:

Table 4: Regional distribution of respondents (n=1,196)

| Province     | Population Proportion | Interviews Target | Interviews Achieved | Achieved as % of sample |
|--------------|-----------------------|-------------------|---------------------|-------------------------|
| Bulawayo     | 5%                    | 55                | 75                  | 6%                      |
| Mat South    | 5%                    | 54                | 60                  | 5%                      |
| Mat North    | 5.2%                  | 57                | 69                  | 6%                      |
| Mash Central | 9%                    | 99                | 103                 | 9%                      |
| Masvingo     | 9.8%                  | 108               | 84                  | 7%                      |
| Mash East    | 11.3%                 | 125               | 124                 | 10%                     |
| Midlands     | 11.6%                 | 128               | 129                 | 11%                     |
| Mash West    | 12.6%                 | 139               | 135                 | 11%                     |
| Manicaland   | 12.5%                 | 137               | 164                 | 14%                     |
| Harare       | 18%                   | 198               | 250                 | 21%                     |
| Total        | 100%                  | 1100              | 1,193               | 100%                    |

As shown above, 1,100 interviews were targeted for the survey; 1,193 were achieved, giving a response rate of 108.5 percent.

3. Research Findings

3.1 OVERVIEW

In this section, we explore the demographic characteristics of the data subjects that participated in the survey. The understanding of demographics is vital for gaining insights on the findings and serves as the foundation for any strategy or policy formulation. This chapter also provides a detailed analysis of the results from the survey, covering various identified key performance indicators.

3.2 SURVEY DEMOGRAPHIC COMPOSITION

3.2.1 AGE COMPOSITION

The survey demographic composition by age for each of the ten provinces of Zimbabwe is shown in Table 5 below:

Table 5: Age Composition

| Province     | 18-25 years | 26-30 years | 31-35 years | 36-40 years | 41-45 years | 46-50 years | 51-55 years | 56-60 years | Above 60 years |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|
| Bulawayo     | 32%         | 17%         | 15%         | 17%         | 8%          | 5%          | 5%          | 0%          | 0%             |
| Harare       | 26%         | 22%         | 13%         | 12%         | 13%         | 9%          | 4%          | 1%          | 1%             |
| Manicaland   | 26%         | 18%         | 14%         | 12%         | 12%         | 8%          | 3%          | 4%          | 2%             |
| Mash Central | 32%         | 18%         | 15%         | 12%         | 14%         | 5%          | 4%          | 0%          | 1%             |
| Mash East    | 27%         | 12%         | 17%         | 14%         | 10%         | 10%         | 2%          | 5%          | 5%             |
| Mash West    | 29%         | 13%         | 12%         | 13%         | 15%         | 8%          | 8%          | 0%          | 1%             |
| Masvingo     | 23%         | 19%         | 17%         | 17%         | 17%         | 6%          | 1%          | 1%          | 0%             |
| Mat North    | 35%         | 16%         | 22%         | 13%         | 3%          | 9%          | 0%          | 1%          | 1%             |

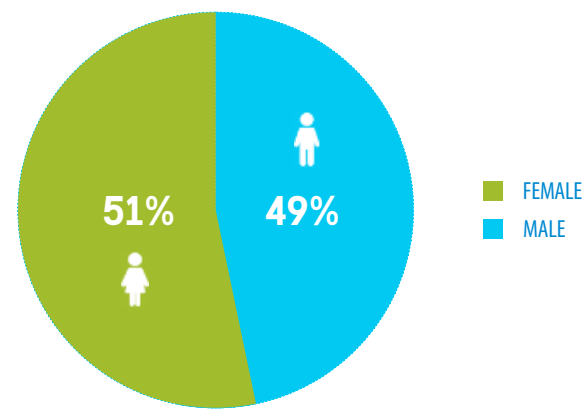
|           |     |     |     |     |     |    |    |    |    |
|-----------|-----|-----|-----|-----|-----|----|----|----|----|
| Mat South | 30% | 18% | 15% | 17% | 13% | 3% | 2% | 2% | 0% |
| Midlands  | 25% | 20% | 18% | 21% | 7%  | 4% | 5% | 0% | 1% |
| Total     | 28% | 18% | 15% | 14% | 11% | 7% | 4% | 2% | 1% |

As shown above, the majority of respondents were young people. Sixty-one per cent (61%) of the respondents were between the ages 18 to 35. This augurs well with the national demographics where the national population is largely youthful.

3.2.2 GENDER

The sample size was distributed proportionate to size as per the 2022 census frame in terms of gender with the proportion of males and females being 49% and 51% respectively.

Figure 1: Sample Split by Gender



Research Findings

Incorporation of gender perspectives in research is critical in providing inclusive insights as well as more precise and valid research results; a lack of which produces biased results.

3.2.3 EDUCATION LEVEL

The education demographics of the respondents, in terms of highest educational level completed is shown in Table 6 below:

Table 6: Education Demographics

| Province     | None | Some Primary | Primary Completed | Some Secondary | Secondary Completed | Some University | University Completed | Post Grad |
|--------------|------|--------------|-------------------|----------------|---------------------|-----------------|----------------------|-----------|
| Bulawayo     | 0%   | 0%           | 0%                | 8%             | 45%                 | 15%             | 28%                  | 4%        |
| Harare       | 1%   | 1%           | 4%                | 6%             | 50%                 | 13%             | 17%                  | 8%        |
| Manicaland   | 1%   | 2%           | 4%                | 13%            | 54%                 | 8%              | 15%                  | 2%        |
| Mash Central | 0%   | 1%           | 7%                | 9%             | 62%                 | 9%              | 13%                  | 0%        |
| Mash East    | 2%   | 2%           | 7%                | 6%             | 65%                 | 5%              | 11%                  | 1%        |
| Mash West    | 0%   | 0%           | 6%                | 13%            | 55%                 | 10%             | 13%                  | 4%        |
| Masvingo     | 0%   | 0%           | 6%                | 12%            | 62%                 | 8%              | 11%                  | 1%        |
| Mat North    | 0%   | 1%           | 4%                | 12%            | 61%                 | 13%             | 9%                   | 0%        |
| Mat South    | 0%   | 3%           | 5%                | 17%            | 52%                 | 7%              | 10%                  | 7%        |
| Midlands     | 0%   | 0%           | 2%                | 16%            | 57%                 | 9%              | 15%                  | 2%        |
| Total        | 1%   | 1%           | 5%                | 11%            | 56%                 | 10%             | 14%                  | 3%        |

The majority (56%) of respondents cited completion of secondary level education as their highest educational qualification. This level of education implies good basic literacy levels and implies that the majority are potentially actively engaged in digital technologies. This provides a good base on which to design education and awareness programs.

### 3.3 3.2.4 EMPLOYMENT STATUS

The employment demographics of the respondents per province is shown in Table 7 below:

**Table 7: Employment Status by Province**

| Province     | Full-time employed (> 35 hours per week) | Part-time (<35 hours per week) | Self-employed/ Business Owners/ Freelancers | House wife | Student   | Retired   | Unem-<br>ployed | Other     |
|--------------|------------------------------------------|--------------------------------|---------------------------------------------|------------|-----------|-----------|-----------------|-----------|
| Bulawayo     | 43%                                      | 11%                            | 24%                                         | 0%         | 13%       | 0%        | 3%              | 5%        |
| Harare       | 40%                                      | 12%                            | 31%                                         | 4%         | 6%        | 0%        | 6%              | 1%        |
| Manicaland   | 32%                                      | 8%                             | 44%                                         | 2%         | 4%        | 2%        | 8%              | 0%        |
| Mash Central | 31%                                      | 17%                            | 38%                                         | 3%         | 6%        | 0%        | 5%              | 0%        |
| Mash East    | 27%                                      | 10%                            | 45%                                         | 5%         | 7%        | 1%        | 4%              | 0%        |
| Mash West    | 30%                                      | 16%                            | 46%                                         | 1%         | 4%        | 0%        | 3%              | 0%        |
| Masvingo     | 20%                                      | 8%                             | 56%                                         | 5%         | 10%       | 0%        | 1%              | 0%        |
| Mat North    | 43%                                      | 9%                             | 28%                                         | 1%         | 3%        | 1%        | 9%              | 6%        |
| Mat South    | 47%                                      | 7%                             | 25%                                         | 0%         | 5%        | 2%        | 8%              | 7%        |
| Midlands     | 35%                                      | 9%                             | 36%                                         | 6%         | 5%        | 0%        | 9%              | 1%        |
| <b>Total</b> | <b>34%</b>                               | <b>11%</b>                     | <b>38%</b>                                  | <b>3%</b>  | <b>6%</b> | <b>1%</b> | <b>6%</b>       | <b>1%</b> |

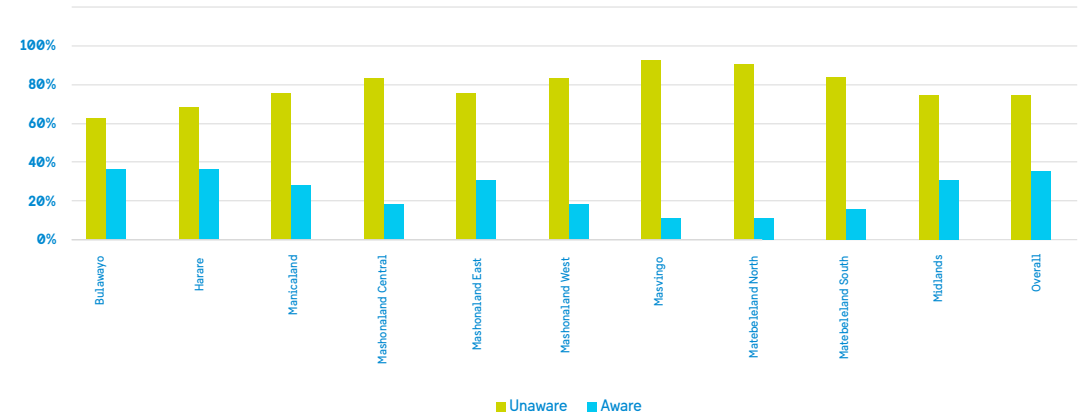
As shown above, a huge proportion of respondents (38) cited that there were self-employed, operating in the informal sector. This augurs well with national labour demographics; hence the sample is nationally representative.

### 3.3 RESULTS

#### 3.3.1 AWARENESS OF THE CYBER AND DATA PROTECTION ACT

Data on the awareness of the Cyber and Data Protection Act [Chapter 12:07] was collected without briefing the interviewer on the Act to avoid introducing bias to the survey. An average of 27% of the respondents across the 10 provinces of Zimbabwe had heard about the Cyber and Data Protection Act [Chapter 12:07] through various platforms. Awareness is broken down by province in Figure 2 below:

**Figure 2: Awareness of the Cyber and Data Protection Act (Provincial)**

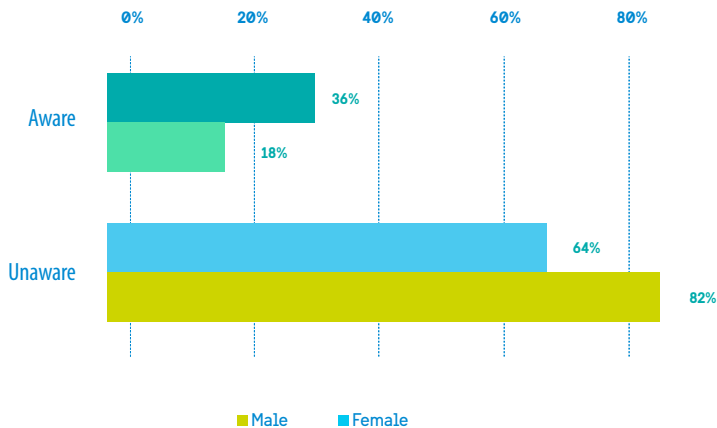


As shown above, the provinces with the highest levels of awareness were Harare (38%) and Bulawayo (36%). On the other hand, Matabeleland North had the lowest awareness level (10%). The national average is quite low, showing that the majority of the population have never heard of the Cyber and Data Protection Act [Chapter 12:07]. Interventions should be targeted towards provinces with lower awareness levels.

Gender Disparity in Awareness

The study also revealed that males were twice as likely to be aware of the Cyber and Data Protection Act than females as shown in Figure 3:

Figure 3: Awareness of Cyber and Data Protection Act by Gender

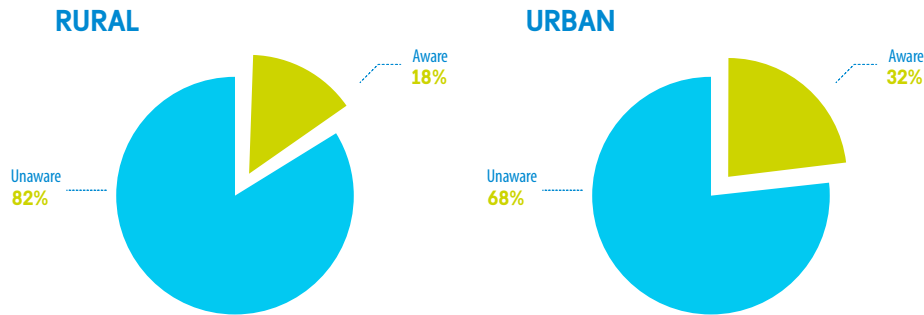


As shown above, only 18% of women vis-à-vis 36.1% of men were aware of the existence of the Cyber and Data Protection Act [Chapter 12:07]. This implies that for any campaign to be inclusive, deliberate efforts shown be made to increase participation by women.

Rural-Urban Disparity in Awareness

An analysis of rural-urban awareness was similar to the gender analysis, with awareness levels in rural areas much lower than awareness levels in urban areas as shown in Figure 4 below:

Figure 4: Awareness of Cyber and Data Protection Act by Area

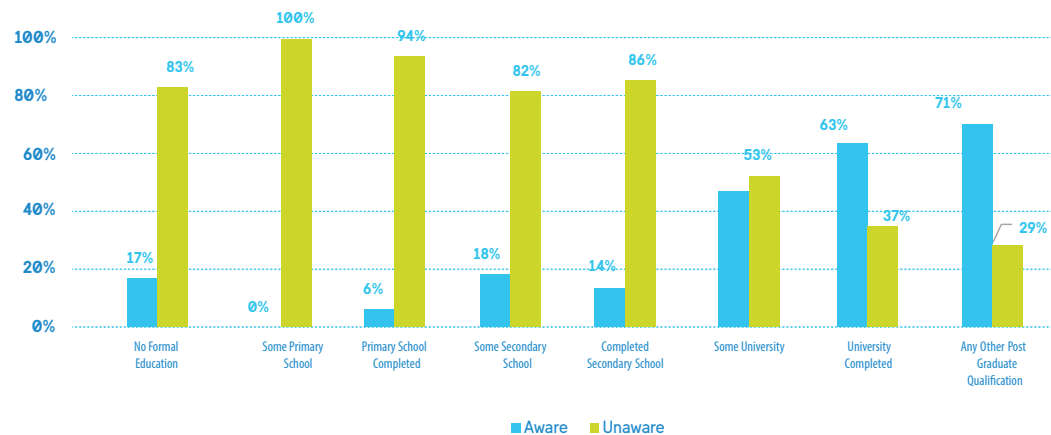


The above scenarion emphasizes the need to target the populace in rural areas in any awareness intervention.

Awareness of the Act tends to increase with level of education.

The study also showed that the level of awareness tends to increase with an increase in level of education. 63% of respondents with university qualifications and 71% of those with post graduate qualifications were aware of the Cyber and Data protection Act. Figure 2 below shows awareness of the Cyber and Data Protection Act by level of education.

Figure 5: Cyber and Data Protection Act Awareness by Education Level



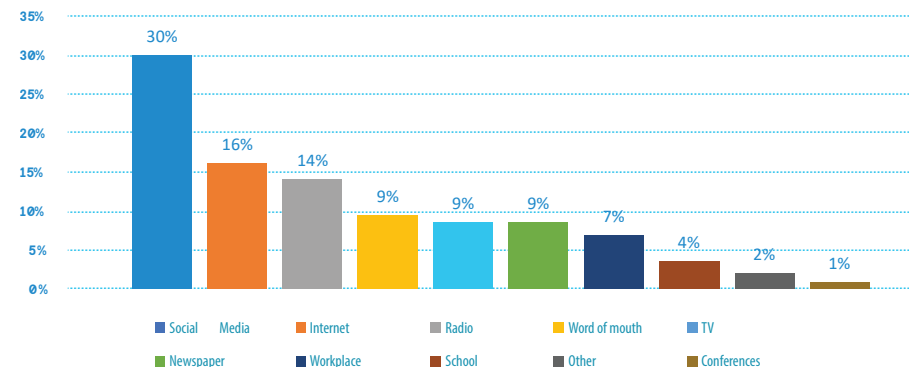
### Positive Relationship between Age and Awareness

Age-related increases in awareness of the Act were observed. The younger generation may be more techno-savvy, but their level of awareness is low. Only 25% of people aged 18 and 25 were aware, compared to 34%, 37% and 40% respectively for the 41-45, 46-50 and 51-55 age groups. This shows that inclusion of the youth is prerequisite for any successful education and awareness campaign.

### 3.3.2 SOURCES OF AWARENESS

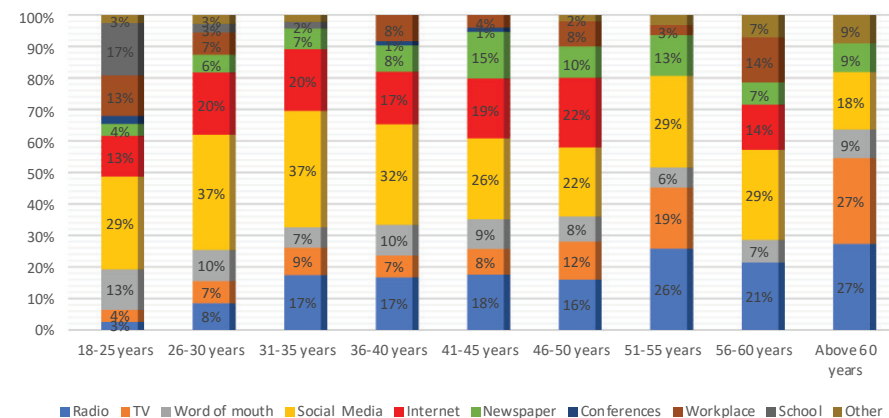
All the data subjects who were aware of Cyber and Data Protection Act [Chapter 12:07] were further requested to provide the various sources through which they got to hear about the Act. Social media was the most popular information source as shown in Figure 6 below:

Figure 6: Overall Source of Information for Cyber and Data Protection Act



Social media and other Internet platforms were the predominant sources of information across all age groups, however, traditional sources of information such as the radio, television and newspapers tended to increase with age as shown in Figure 7 below:

Figure 7: Source of Information of CDPA by Age



The above information shows that social media should be effectively used as a delivery channel for cyber and data protection education and awareness material, given its popularity. Other channels such as roadshows, community outreach workshops etc. should also be used to reach the rural and other marginalised communities.

3.3.3 HYPOTHESIS TESTING FOR AWARENESS OF THE ACT

The following hypotheses were tested:

There are no statistical differences between data subjects of different gender, age, educational level, province, and residential area regarding their levels of Cyber and data Protection Act awareness.

There are statistical differences between data subjects of different gender, age, educational level, province, and residential area regarding their levels of Cyber and data Protection Act awareness.

| ANOVA    |                |                |      |             |        |      |
|----------|----------------|----------------|------|-------------|--------|------|
|          |                | Sum of Squares | df   | Mean Square | F      | Sig. |
| VAR00004 | Between Groups | 133.086        | 1    | 133.086     | 17.073 | .000 |
|          | Within Groups  | 8067.896       | 1035 | 7.795       |        |      |
|          | Total          | 8200.982       | 1036 |             |        |      |
| Age      | Between Groups | 61.207         | 1    | 61.207      | 15.330 | .000 |
|          | Within Groups  | 4132.265       | 1035 | 3.993       |        |      |
|          | Total          | 4193.472       | 1036 |             |        |      |
| Gender   | Between Groups | 10.858         | 1    | 10.858      | 45.257 | .000 |
|          | Within Groups  | 248.305        | 1035 | .240        |        |      |
|          | Total          | 259.163        | 1036 |             |        |      |

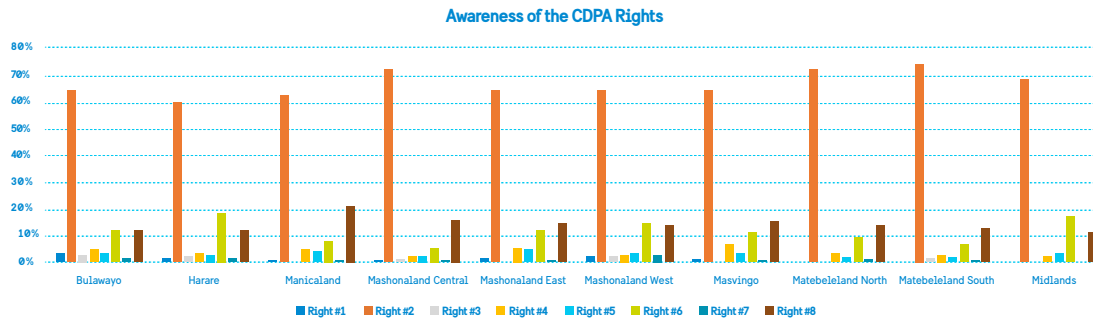
|            |                | Sum of Squares | df   | Mean Square | F       | Sig. |
|------------|----------------|----------------|------|-------------|---------|------|
| Education  | Between Groups | 244.463        | 1    | 244.463     | 204.006 | .000 |
|            | Within Groups  | 1236.660       | 1032 | 1.198       |         |      |
|            | Total          | 1481.123       | 1033 |             |         |      |
| Employment | Between Groups | 65.196         | 1    | 65.196      | 21.293  | .000 |
|            | Within Groups  | 3166.011       | 1034 | 3.062       |         |      |
|            | Total          | 3231.208       | 1035 |             |         |      |
| Location   | Between Groups | 5.219          | 1    | 5.219       | 23.092  | .000 |
|            | Within Groups  | 233.896        | 1035 | .226        |         |      |
|            | Total          | 239.115        | 1036 |             |         |      |

Since Sig (0.000)< 0.05 across all factors, we reject the null hypothesis and draw the conclusion that there are statistical differences in the degrees of Cyber and Data Protection Act awareness across data subjects of different gender, age, educational level, province, and residential region. This supports the notion that any effective intervention strategy should address all demographic differences.

3.3.4 3.3.4 AWARENESS OF THE RIGHTS OF DATA SUBJECTS

Generally, awareness of actual rights among respondents was low, with an average of 85.3% of respondents unaware and unable to cite any of the rights of data subjects. Even for the 27% who were aware of the Act, 54.1% of them were unaware of any of the rights afforded to them by the Act. The graph below shows awareness of the individual rights by the 14.7% who had some knowledge on the rights of data subjects:

Figure 8: Awareness of the CDPA Rights



| KEY      |                                                                                             |
|----------|---------------------------------------------------------------------------------------------|
| Right #1 | Right to correction of false or misleading personal information.                            |
| Right #2 | Right to consent to the collection of their personal information.                           |
| Right #3 | Right to deletion of false or misleading data about them.                                   |
| Right #4 | Right to access their personal information in custody of data controller or data processor. |
| Right #5 | Right to object to the processing of all or part of their personal information.             |
| Right #6 | Right to be informed of the use to which their personal information is to be put.           |
| Right #7 | Right to fair, lawful and transparent processing of personal information.                   |
| Right #8 | Right to withdraw consent.                                                                  |

According to the data in Figure 8 above, the right to 'consent to the collection of personal information' was the most popular right among those who stated that they were aware of the CDPA's rights. This was followed by the right to 'fair, lawful and transparent processing of the information' and the right to 'be informed of the use to which their personal information is to be put'. Table 8 shows a provincial comparison analysis of awareness of the rights of data subjects:

Table 8: Provincial Comparison of Awareness of the Rights of Data Subjects

| Provinces           | Right #2        |             |      | Right #3        |             |      | Right #4        |             |      | Right #5        |             |      | TOTAL<br>WS     |
|---------------------|-----------------|-------------|------|-----------------|-------------|------|-----------------|-------------|------|-----------------|-------------|------|-----------------|
|                     | Weight<br>Value | 12.50<br>WS | Rank | Weight<br>Value | 12.50<br>WS | Rank | Weight<br>Value | 12.50<br>WS | Rank | Weight<br>Value | 12.50<br>WS | Rank |                 |
| Bulawayo            | 11.65%          | 7.09        | 9    | 0.97%           | 4.56        | 5    | 4.85%           | 9.33        | 3    | 64.08%          | 10.83       | 5    | 83.72           |
| Harare              | 11.82%          | 7.20        | 8    | 1.28%           | 6.01        | 3    | 3.51%           | 6.75        | 5    | 59.42%          | 10.04       | 10   | 77.64           |
| Manicaland          | 20.54%          | 12.50       | 1    | 0.45%           | 2.10        | 9    | 4.46%           | 8.58        | 4    | 62.50%          | 10.56       | 8    | 63.76           |
| Mashonaland Central | 15.83%          | 9.64        | 2    | 0.83%           | 3.92        | 6    | 1.67%           | 3.20        | 9    | 72.50%          | 12.25       | 2    | 62.88           |
| Mashonaland East    | 14.53%          | 8.84        | 4    | 0.56%           | 2.63        | 8    | 5.03%           | 9.66        | 2    | 63.13%          | 10.67       | 6    | 69.44           |
| Mashonaland West    | 13.30%          | 8.09        | 6    | 2.66%           | 12.50       | 1    | 2.66%           | 5.11        | 8    | 60.11%          | 10.16       | 9    | 88.68           |
| Masvingo            | 14.63%          | 8.91        | 3    | 0.81%           | 3.82        | 7    | 6.50%           | 12.50       | 1    | 62.60%          | 10.58       | 7    | 69.24           |
| Matebeleland North  | 13.79%          | 8.40        | 5    | 1.15%           | 5.40        | 4    | 3.45%           | 6.63        | 6    | 71.26%          | 12.04       | 3    | 54.39           |
| Matebeleland South  | 12.33%          | 7.50        | 7    | 1.37%           | 6.44        | 2    | 2.74%           | 5.27        | 7    | 73.97%          | 12.50       | 1    | 62.03           |
| Midlands            | 11.18%          | 6.81        | 10   | 0.00%           | 0.00        | 10   | 1.24%           | 2.39        | 10   | 67.70%          | 11.44       | 4    | 53.31           |
| Provinces           | Right #6        |             |      | Right #7        |             |      | Right #8        |             |      | Right #9        |             |      | OVERALL<br>RANK |
|                     | Weight<br>Value | 12.50<br>WS | Rank | Weight<br>Value | 12.50<br>WS | Rank | Weight<br>Value | 12.50<br>WS | Rank | Weight<br>Value | 12.50<br>WS | Rank |                 |
| Bulawayo            | 1.94%           | 12.50       | 1    | 1.94%           | 11.41       | 2    | 2.91%           | 9.31        | 6    | 11.65%          | 7.86        | 5    | 2               |
| Harare              | 1.60%           | 10.28       | 2    | 0.96%           | 5.63        | 4    | 2.88%           | 9.19        | 7    | 18.53%          | 12.50       | 1    | 3               |
| Manicaland          | 0.00%           | 0.00        | 6    | 0.45%           | 2.62        | 7    | 3.57%           | 11.42       | 2    | 8.04%           | 5.42        | 8    | 6               |
| Mashonaland Central | 0.83%           | 5.36        | 5    | 0.83%           | 4.90        | 5    | 2.50%           | 7.99        | 8    | 5.00%           | 3.37        | 10   | 7               |
| Mashonaland East    | 0.00%           | 0.00        | 6    | 1.12%           | 6.56        | 3    | 3.91%           | 12.50       | 1    | 11.73%          | 7.91        | 4    | 4               |
| Mashonaland West    | 1.60%           | 10.27       | 3    | 2.13%           | 12.50       | 1    | 3.19%           | 10.20       | 4    | 14.36%          | 9.69        | 3    | 1               |
| Masvingo            | 0.00%           | 0.00        | 6    | 0.81%           | 4.78        | 6    | 3.25%           | 10.39       | 3    | 11.38%          | 7.68        | 6    | 5               |
| Matebeleland North  | 0.00%           | 0.00        | 6    | 0.00%           | 0.00        | 8    | 1.15%           | 3.67        | 10   | 9.20%           | 6.20        | 7    | 9               |
| Matebeleland South  | 1.37%           | 8.82        | 4    | 0.00%           | 0.00        | 8    | 1.37%           | 4.38        | 9    | 6.85%           | 4.62        | 9    | 8               |
| Midlands            | 0.00%           | 0.00        | 6    | 0.00%           | 0.00        | 8    | 3.11%           | 9.93        | 5    | 16.77%          | 11.31       | 2    | 10              |

From the table above, Mashonaland West province which scored (88.68 weighted scores) was number one in terms of overall knowledge of the rights in the CDPA followed by Bulawayo province (83.72) and Harare province (77.64). Observations from the interviews were that it is important for the Authority to unpack the 'Rights of Data Subjects' in such a way that they can be easily recalled and understood by a layman.

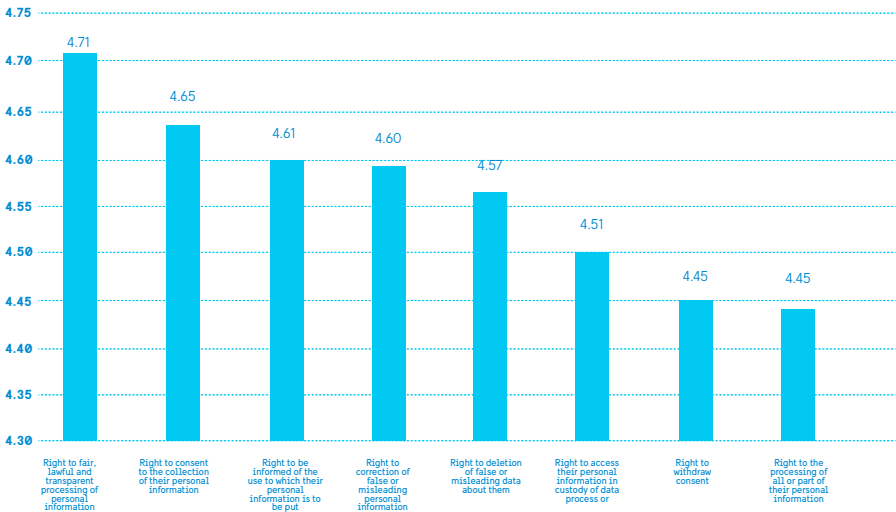
### 3.3.5 IMPORTANCE OF THE RIGHTS OF DATA SUBJECTS

Apart from identifying the rights as they are in the Act, respondents were asked, how important each of the rights were to them using a scale of 1 to 5 where:

- 1. Not at all Important
- 2. Slightly Important
- 3. Of average Important
- 4. Very Important
- 5. Extremely Important.

An average score was calculated to determine the overall perceived importance attached to each right by respondents as shown in Figure 9 below:

Figure 9: Perceived Importance of the Rights of Data Subjects



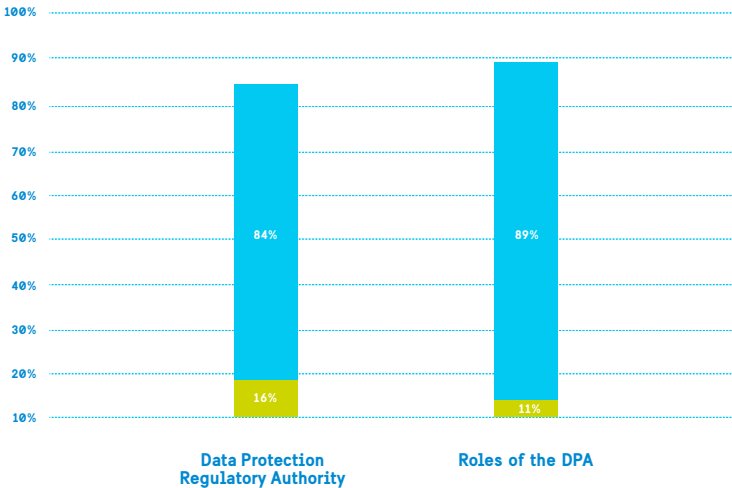
Data subjects attached high importance to the right to ‘fair, lawful, and transparent processing of personal information’, followed by the right to ‘consent to the collection of personal information. The right to withdraw consent,

access to personal information in custody of the data controller/processor as well as the right to object to the processing of all or part of personal information were of lesser importance to the respondents in comparison to the rest. This order of prioritization informs future enforcement efforts.

3.3.6 AWARENESS OF THE DATA PROTECTION AUTHORITY

Respondents were asked if they were aware of the POTRAZ’s designation as the Data Protection Authority for Zimbabwe. Their level of awareness on the Data Protection Authority was also gauged. The results are summarised in Figure 10:

Figure 10: Awareness of the DPA and its Roles



It is evident from the findings that there is a low level of awareness on POTRAZ’s designation as the Data Protection Authority in Zimbabwe, more so the existence of any Data Protection Authority in Zimbabwe. Of those who were

aware of the Data Protection Authority, only 11% were aware of its roles. This indicates a gap in knowledge and understanding thus highlighting the need for more efforts to disseminate information about the Data Protection Authority and its mandate. By bridging this knowledge gap and increasing awareness of the Data Protection Authority and its mandate, individuals can make more informed decisions regarding the protection of their personal data, and organizations can better comply with data protection regulations.

### HYPOTHESIS TESTING

A Chi square test was performed to test the following hypotheses using the data from the survey:

Though POTRAZ is designated as the Data Protection Authority in Zimbabwe, majority of data subjects are not aware of this.

Data subjects are aware of POTRAZ's designation as the Data Protection Authority in Zimbabwe

#### Chi-Square Tests

|                    | Value                | Df | Asymp. Sig. (2-sided) |
|--------------------|----------------------|----|-----------------------|
| Pearson Chi-Square | 349.361 <sup>a</sup> | 2  | .000                  |
| Likelihood Ratio   | 346.092              | 2  | .000                  |
| N of Valid Cases   | 1040                 |    |                       |

**a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.18.**

The sig value (.000) is less than the p value (0.05) therefore we fail to reject the null hypothesis and conclude that most respondents are not aware of the POTRAZ's designation as the Data Protection Authority of Zimbabwe.

### 3.3.7 ROLES OF THE DATA PROTECTION AUTHORITY

Given that awareness of POTRAZ as the Data Protection Authority was low, awareness of the roles was also very low. The 11 % who claimed to know the roles of the Data Protection Authority were requested to state the roles and the majority were not knowledgeable as shown in the following table:

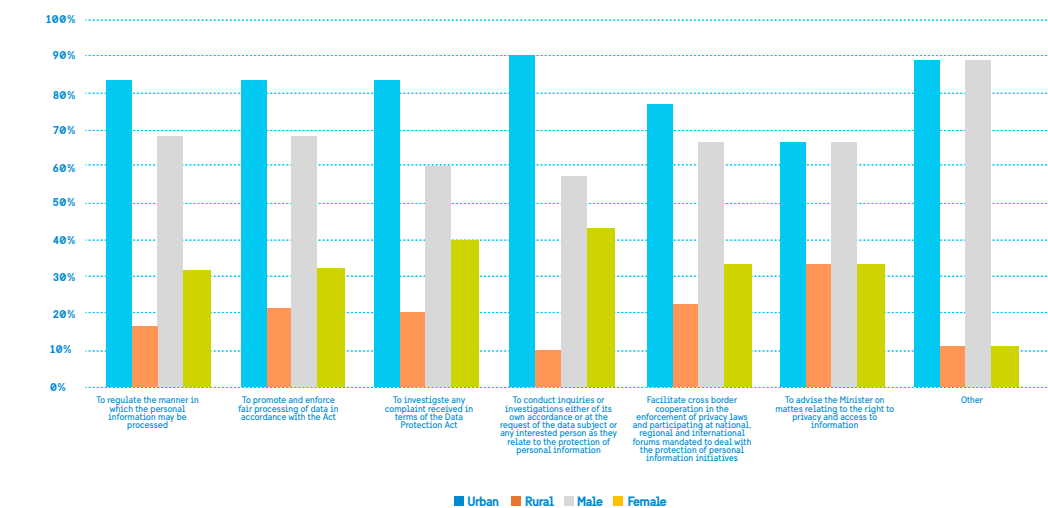
**Table 9: Awareness of DPA Roles by Province**

| Roles                                                                                                                                                                                                              | Bulawayo | Harare | Manicaland | Mashonaland Central | Mashonaland East | Mashonaland West | Masvingo | Matabeleland North | Matabeleland South | Midlands | Overall |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|------------|---------------------|------------------|------------------|----------|--------------------|--------------------|----------|---------|
| To regulate the manner in which personal information may be processed                                                                                                                                              | 10%      | 40%    | 9%         | 3%                  | 7%               | 14%              | 6%       | 2%                 | 3%                 | 7%       | 39%     |
| To promote and enforce fair processing of data in accordance with the Act                                                                                                                                          | 5%       | 38%    | 8%         | 4%                  | 13%              | 15%              | 5%       | 1%                 | 2%                 | 8%       | 32%     |
| To investigate any complaint received in terms of the Data Protection Act                                                                                                                                          | 7%       | 53%    | 3%         | 0%                  | 7%               | 20%              | 7%       | 0%                 | 0%                 | 3%       | 11%     |
| To conduct inquiries or investigations either of its own accord or at the request of the data subject or any interested person as they relate to the protection of personal information                            | 19%      | 62%    | 0%         | 0%                  | 0%               | 14%              | 0%       | 0%                 | 5%                 | 0%       | 8%      |
| Facilitate cross border co-operation in the enforcement of privacy laws and participating at national, regional, and international forums mandated to deal with the protection of personal information initiatives | 22%      | 44%    | 0%         | 0%                  | 0%               | 11%              | 11%      | 0%                 | 0%                 | 11%      | 3%      |

|                                                                                          |     |     |     |    |     |     |    |    |    |     |    |
|------------------------------------------------------------------------------------------|-----|-----|-----|----|-----|-----|----|----|----|-----|----|
| To advise the Minister on matters relating to right to privacy and access to information | 17% | 17% | 50% | 0% | 0%  | 17% | 0% | 0% | 0% | 0%  | 2% |
| Other                                                                                    | 22% | 11% | 11% | 0% | 33% | 0%  | 0% | 0% | 0% | 22% | 3% |

Generally, even those who were aware of POTRAZ’s designation as a Data Protection Authority could not state any of the roles of the Data Protection Authority. Knowledge of the actual roles of the Data Protection Authority varied between men and women, as well as between locations. Of the few who were knowledgeable, men were more informed than women. Urban respondents also had better knowledge of the roles of DPA as opposed to rural counterparts as shown in Figure 11 below:

Figure 11: Awareness of DPA Roles by Demographics



This shows that there is need for awareness in that regard to enhance implementation of the Act.

3.3.8 3.3.8 CONFIDENCE AND TRUST

Data protection is an enabler for trust and confidence in the use of digital platforms and services. A Likert scale was used to gauge the level of confidence that data subjects have with data controllers. The range of the 5-point Likert scale was:

- 1: not at all confident
- 2: slightly confident
- 3: somewhat confident
- 4: quite confident
- 5: extremely confident

3.3.8.1 ADULTS (SELF USE)

The respondents were asked to rate their level of confidence with companies that collect, store and process information using the above 5-point Likert scale. Based on the responses from data subjects the Confidence Score was 2.8 as shown in the following table:

Descriptive Statistics: level of trust and confidence

|                    | N    | Mini-mum | Maximum | Mean   | Std. Deviation |
|--------------------|------|----------|---------|--------|----------------|
| VAR00002           | 1162 | 1.00     | 5.00    | 2.8279 | 1.25671        |
| Valid N (listwise) | 1162 |          |         |        |                |

The Confidence Score was 2.8, which can be interpreted as low to average. This implies that data subjects do not have much trust and confidence in entities that collect, store and use their personal information i.e., data controllers.

### • Reasons for the Low to Average Confidence Rating

It is essential to acknowledge that confidence is a complex and multifaceted concept influenced by various factors. Respondents were asked to provide reasons for their confidence ratings. The qualitative responses were analysed using R and R Shiny app to come up with a word cloud of the most cited concerns as follows:



As shown above, the 'leaking of private data' had the highest frequency of citations by data subjects. They attributed this to hacking, corruption, selling of information. Respondents also made it clear that their trust and confidence with Data Controllers was also adversely affected due to unsolicited messages which they received from organisations which they have not shared their data with. The common reference was made to political campaign messages which most respondents received from politicians/political parties during the campaigning period but without giving concerned for sharing their personal information with those political organisations.

### 3.3.8.2 TRUST AND CONFIDENCE FOR KIDS ONLINE

The confidence level declined when it came to the protection of children's data from their online activities. The Confidence Score was 1.7, implying that data subjects had very little to no confidence.

#### Descriptive Statistics: level of trust and confidence in the protection of children's data online.

|                                                                  | N    | Minimum | Maximum | Mean   | Std. Deviation |
|------------------------------------------------------------------|------|---------|---------|--------|----------------|
| Q10 Thinking about children how much trust and confidence do you | 1165 | 1.00    | 5.00    | 1.7399 | .95617         |
| Valid N (listwise)                                               | 1165 |         |         |        |                |

The sentiments from the respondents were that interventions and programs on child online protection need to be implemented.

### • Reasons for the Low Confidence Rating



Most respondents indicated that their trust and confidence with companies which collects information from children when they are online was at a plateau. The summary of the reasons for a lower score on the subject are highlighted in the word cloud insert:

Respondents were sceptical about the behaviour of children when they are online as children can share personal data which can expose them to harm. Respondents were also concerned about the exposure of children to various cyber-crimes, cyber bullying and exposure to online scams. Some respondents believed that children are exposed to satanism due to the information they give out as well as access from the web and social media.

3.3.9 TRUST AND CONFIDENCE IN SPECIFIC ENTITIES

Respondents were asked to rate their level of confidence in various categories of entities as shown in Figure 12:



Figure 12: Trust and Confidence in Various Entities

Data subjects rated financial services providers higher than the other categories of data controllers with an average score of 3.88. Cited reason include the rarity of data breaches and financial losses from such. Data subjects had the least confidence in social media and messaging platforms, with an average score of 2.22. Cited reasons include the frequency in violations, lack of knowledge on what the data is used for as well as lack of control and security assurance.

3.3.10 ANNUAL VARIATION IN TRUST & CONFIDENCE

Across provinces, 9% of respondents cited that their trust and confidence in entities that collect, store and utilise personal information had improved, 24% cited that it had declined, whereas 56% alleged that it had remained the same.

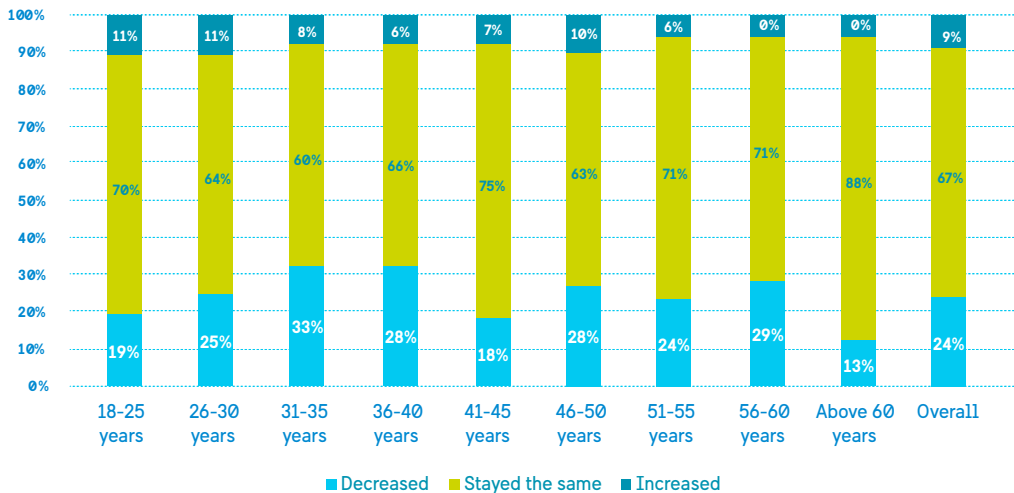


Figure 13: Annual Variance in Trust and Confidence



Respondents who cited a decline in their confidence levels submitted information on the determinants. These include an increase in cases of information leaking through social media, increased frequency of cyber-crimes such as hacking, fraud, scamming through impersonation, misuse of personal information by companies, unsolicited political messages amongst others. The 9% who experienced an increase in trust and confidence also cited a number of reasons summarised in the word cloud:

Respondents believed that technology advancements have strengthened the protection of their personal data in cyberspace e.g., encryption on various platforms. Furthermore, several of them stated promulgation of the Cyber and Data Protection Action and its implementation by POTRAZ as a confidence booster.

### 3.3.11 OTHER KEY FINDINGS

The survey questionnaire also gauged the experiences, attitudes and perceptions of data subjects on various issues as summarised in Figure 14 below:

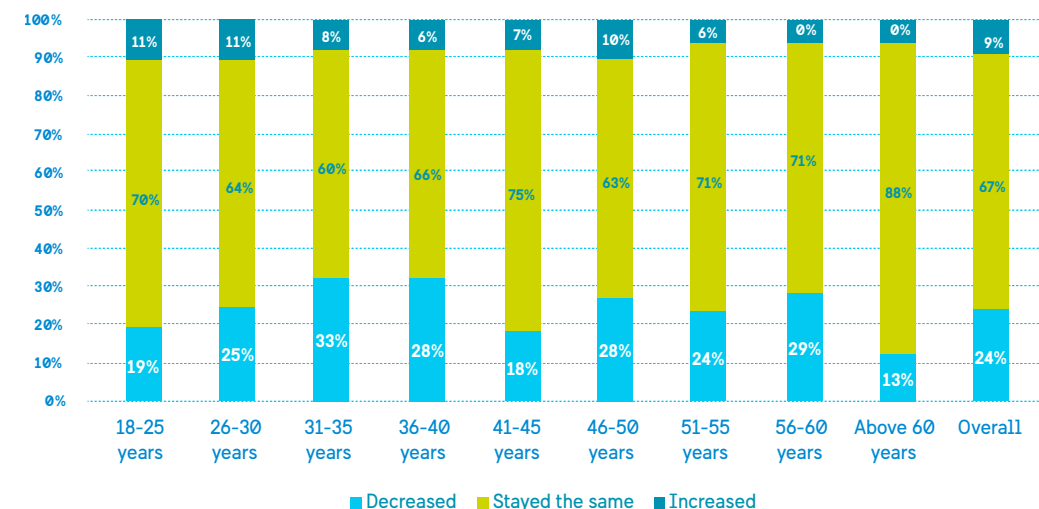


Figure 14: Experiences, Attitudes & Perceptions

- 22% of respondents had experienced misuse of their personal data at least once.
- 99% of respondents valued the protection of personal information.
- 77% reported that they did not know who to seek help from in case of data violations.
- 64% of respondents agreed that Covid-19 made them more digitally active.
- 73% of respondents cited that they did not know how to opt out of receiving unsolicited communications.
- 47% were willing to share personal information if they felt they could benefit from it.
- Only 12% understood the current laws around the use of their personal information.

This highlights the need for continuous information dissemination to data subjects, ensuring they are aware of their rights and how their personal data is being used. This lack of awareness can leave individuals vulnerable to privacy breaches and potential misuse of their personal information.

## 4. Benchmarking

It is important to note that cyber and data protection regulation is an emerging phenomenon, with many countries yet to promulgate legislations in that regard. Research, particularly surveys, on cyber and data protection matters, is still nascent. Our scoping has shown that many regulators are yet to conduct surveys similar to this one. One of the few studies with which we could compare our results was the United Kingdom Information Commissioner’s Office (ICO), Confidence and Trust Report of June 2021. ICO’s survey was based on a sample of 2,102 adults across all regions of the United Kingdom. A comparison with statistics in ICO’s report show that:

✔ **Overall, Zimbabwe had lower Confidence Levels**

It is worth noting that the level of trust and confidence that data subjects in Zimbabwe had in data controllers was lower than that deduced from the study of UK data subjects. lower than that of a similar study conducted in the UK in 2021. The majority of respondents had a Confidence Score around 3, whereas Zimbabwe had a lower Confidence Score of 2.8.

✔ **Low Confidence on the Protection of Children’s Data**

In Zimbabwe, only 6% of respondents felt extremely confident in companies that keep and use personal information obtained from children’s online activities, indicating a lack of confidence and trust in these companies. This is slightly below the results of the same study that was done in the UK in 2021, which showed that 10% of the respondents were confident with companies that collect data from children when they are online.

✔ **Universal Challenges & Similar Concerns**

Cyber and Data Protections challenges are universal. The main reasons given by the respondents for having a low level of trust and confidence in companies and organisations storing and using their personal information were similar across the two studies. The concerns were centred around hacking, the sale of personal information to third parties, cybercrime including cyberbullying amongst others. The concern around child protection was cross-cutting. Children are major players in the cyber world; there is need for concerted efforts in ensuring a safer cyber space for them as well as protection of their equally important personal data.

✔ **Awareness of the Data Protection Authority (ICO) was higher in the UK.**

Awareness of the Data Protection Authority was higher in the UK at 66%, versus 16% in Zimbabwe. This is explained by the fact that POTRAZ was recently designated as the DPA in 2021 and only started implementing the Act in 2023. Awareness levels are expected to increase with the roll out of education and awareness programs in the coming years. Further comparisons are shown in Table 10 below:

Table 10: Benchmark/Comparison

|                                          | Variable | UK Case Study (2021) | Zimbabwe Baseline Study (2023) |
|------------------------------------------|----------|----------------------|--------------------------------|
| Number of interviews achieved by gender. | Male     | 46%                  | 49%                            |
|                                          | Female   | 54%                  | 51%                            |

|                                                                                                                                                                      |                                      |     |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-----|-----|
| How much trust and confidence do you have in companies and organisations storing and using your personal information?                                                | None at All                          | 10% | 16% |
|                                                                                                                                                                      | Some Confident                       | 43% | 25% |
|                                                                                                                                                                      | Extremely Confident                  | 6%  | 11% |
| Thinking about children, how much trust and confidence do you have in companies and organisations storing and using their personal information when they are online? | None at All                          | 11% | 50% |
|                                                                                                                                                                      | Some Confident                       | 34% | 12% |
|                                                                                                                                                                      | Extremely Confident                  | 10% | 2%  |
| Generally, how much trust and confidence do you have in the following companies and organisations?                                                                   | Government departments               | 55% | 53% |
|                                                                                                                                                                      | Financial services                   | 55% | 69% |
|                                                                                                                                                                      | Telecommunications service providers | 34% | 55% |
|                                                                                                                                                                      | Social media and messaging platforms | 15% | 17% |

|                                                                                                                                                                      |                                                                                                                                   |     |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----|-----|
| Has your trust and confidence in companies and organisations storing and using your personal information increased, decreased, or stayed the same in the past year?  | Increase                                                                                                                          | 9%  | 10% |
|                                                                                                                                                                      | Decrease                                                                                                                          | 23% | 25% |
|                                                                                                                                                                      | Stay the same                                                                                                                     | 68% | 65% |
| Which of the following, if any, would increase your trust and confidence in how your personal information is used and made available by companies and organisations? | Ban companies/organisations from sharing personal information with third parties without permission                               | 62% | 81% |
|                                                                                                                                                                      | Make it a legal requirement for companies/organisations to tell customers that they have been affected by a data breach           | 61% | 92% |
|                                                                                                                                                                      | Give custodial sentences (i.e., prison) for those responsible for the most severe breaches in the use of personal information     | 42% | 93% |
|                                                                                                                                                                      | Fine companies and organisations if they are found to use personal information without permission                                 | 56% | 91% |
|                                                                                                                                                                      | Make it easier to see and change any consent I have given to companies/organisations regarding the use of my personal information | 43% | 93% |
|                                                                                                                                                                      | Register companies/organisations with the holds the public's information rights                                                   | 36% | 93% |

|                                                            |            |     |     |
|------------------------------------------------------------|------------|-----|-----|
| Were you aware the Data Protection authority before today? | YES        | 66% | 16% |
|                                                            | NO         | 23% | 84% |
|                                                            | Don't Know | 11% | 0%  |

There is need for more research and follow-up surveys to measure progress as the Data Protection Unit implements the Act.

## 5. Conclusion And Recommendations

In contrast to the early days of the data economy, the last few years have witnessed a rising concern for cyber and data protection. The amount of personal data at risk has increased, the potential consequences of a data breach are greater, and technology has made it easier. This baseline survey revealed the following key findings:

- ✓ Awareness of the Cyber and Data Protection Act [Chapter 12:07] of 2021 was low at 27%; 73% of data subjects had never heard of the Act.
- ✓ Awareness of the rights of data subjects was low, with an average of 85.3% of respondents unaware and unable to cite any of the rights. Even for the 27% who were aware of the Act, 54.1% of them were unaware of any of the rights afforded to them by the Act.
- ✓ There were also very low levels of awareness on POTRAZ’s designation as the Data Protection Authority in Zimbabwe, more so the existence of any Data Protection Authority in Zimbabwe.
- ✓ Awareness varied by demographics such as location, gender, age, attained educational level, occupation etc. In general awareness was significantly lower for women, people living in rural areas, people with lower education levels and in particular regions such as Matabeleland South.
- ✓ Social media and messaging platforms were the main sources of information on cyber and data protection matters by the respondents. Although radio, TV, and newspapers played a lesser role, they were

particularly popular amongst the older age groups.

- ✓ The Confidence Score was 2.8, which can be interpreted as low to average. This implies that data subjects do not have much trust and confidence in entities that collect, store and use their personal information i.e., data controllers.
- ✓ The Confidence Score dropped to 1.7, when it came to the protection of children’s data from their online activities. This implies very little to no confidence by the data subjects.
- ✓ 22% of respondents reported that they had experienced misuse of their personal data at least once.
- ✓ There was high appreciation of the importance of cyber and data protection as 99% of respondents agreed that they valued the protection of personal information, nevertheless actual knowledge of cyber-risks was low.
- ✓ There was low awareness of redress mechanisms or channels as 77% reported that they did not know who to seek help from in case of data violations.
- ✓ Respondents reported a rise in unsolicited messages over the past year, but 73% cited that they did not know how to opt out of receiving unsolicited communications.
- ✓ The positive impact of the Covid-19 pandemic on digital services adoption and use was confirmed from a consumer perspective, as 64% cited that Covid-19 made them more digitally active, signifying a need for more enhanced cyber and data protection.

Considering these observations, the following recommendations should be considered:

### 1. Implement multi-faceted Education and Awareness Programs

Utilize the survey findings to develop targeted awareness campaigns, training programs, and educational materials. As shown in this report awareness levels varied by demographics such as location, gender, age, attained educational level, occupation etc. A one-size fits all strategy will not work. To ensure inclusivity campaigns should pay particular attention to the peculiarities of all population segments. Channels of education and awareness should also suit the target data subjects.

## 1. Collaboration

Collaboration with external stakeholders such as educational institutions, consumer groups, industry associations, peer-regulators, civil society and various government departments is essential to ensure a concerted effort to increase education and awareness. 'Collaboration is indeed Multiplication'.

## 2. Public education and awareness communications should use understandable, non-legal language.

Given the limited understanding of data protection matters as shown in the survey, it is pertinent that the Act and its provisions, particularly the 'rights of data subjects', be repackaged in clear, simple words that can be understood and remembered by the average person. Vernacular should also be used to ensure inclusivity.

## 3. Review Regulatory Circular Number 2 of 2013 on Unsolicited Messages and Develop More Comprehensive Guidelines on Use of Personal Data for Marketing & Advertising.

One of the reasons that gave rise to the data economy was the realisation that data trails from users' interaction with technology could be used to develop personalised advertising. This led to the rise in unsolicited marketing communications, informed by people's personal data. Survey participants reported a rise in unsolicited messages over the past year. Regulatory Circular Number 2 of 2013 is sector specific (telecommunications) and presents many shortcomings as opt-in and opt-out functionalities are still not universally provided. There is need for more comprehensive, all-encompassing Guidelines on the Use of Personal Data for Marketing & Advertising.

## 4. Data Protection Complaints Handling Framework

77% of survey participants reported that they did not know who to seek help from in case of data violations. There is need for a clear and accessible complaints redress procedure and channels. Data subjects should be able to easily contact a Data Protection Officer (or equivalent) with any concern or data request they might have regarding their personal information.

## 5. Develop the following guidelines/regulations amongst others:

### • Guidelines on Consent

Consent is essential to data protection. There is need for clear guidance, clarification and specification on the requirements and conditions for obtaining and demonstrating valid consent.

### • Data Protection by Design and by Default

There is need for guidelines/regulations on data protection by design and by default. Data Protection by design means embedding data privacy features and data privacy enhancing technologies directly into the design of all services, particularly digital services. Data Protection by default means that service settings (e.g. no automatic opt-ins) must be automatically data protection friendly, and that only data which is necessary for each specific purpose of the processing should be gathered at all. In essence, this means you have to integrate or 'bake in' data protection into your processing activities and business practices, from the design stage right through the lifecycle.

### • Guidelines on the processing of children's data.

The digital world is central to children's lives and the collection and use of children's data begins at an early age continuing throughout their lifetime. Children cannot be expected to manage this process themselves, nor ensure their rights are upheld, hence, there is need for child-specific data protection guidelines and recommended measures that will enhance the level of protection afforded to children, against the data processing risks posed to them by their use of/ access to services in both an online and offline world.

## 6. Monitor progress and conduct follow-up surveys:

There is need to regularly assess changes in awareness levels through follow-up surveys to evaluate the effectiveness of awareness initiatives and policy improvements. Identify any persistent knowledge gaps or emerging issues that require attention.

Implementing of these recommendations will go a long way in improving the awareness less in the Zimbabwe and understanding of the Cyber and Data Protection Act among the data subjects. It will also enable them to make

informed decisions about their personal data and reducing the risks associated with cybercrime and unauthorized data usage.

Annex: Survey Questionnaire

|                                                                                   |                                                                                                         |  |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--|
|  | <p><b>POTRAZ Data Protection<br/>Awareness Survey</b></p> <p>Questionnaire</p> <p><b>JOB NO....</b></p> |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |
|                                                                                   |                                                                                                         |  |

INTRODUCTION

**READ OUT:** Good Day. My name is \_\_\_\_\_ from the Postal & Telecommunications Regulatory Authority of Zimbabwe (POTRAZ). Today we are conducting a survey to ascertain data protection awareness, confidence & trust as well as satisfaction levels of the citizens of Zimbabwe. I would be most grateful if you could share with me your honest opinions. The interview should take not more than thirty minutes of your time and all your answers will remain strictly confidential. Please note that this information will be used for research purposes only and it will be treated private and confidential. Can I proceed?

RESPONDENT DETAILS

RESPONDENT NAME.....

CONTACT NUMBER.....

ADDRESS.....

VILLAGE/SUBURB.....

CITY/TOWN.....

EMAIL ADDRESS.....

DATE.....

|                     | District Number | Ward No. | EA Number |
|---------------------|-----------------|----------|-----------|
| Harare              |                 |          |           |
| Bulawayo            |                 |          |           |
| Manicaland          |                 |          |           |
| Mashonaland Central |                 |          |           |
| Mashonaland East    |                 |          |           |
| Mashonaland West    |                 |          |           |
| Matabeleland North  |                 |          |           |
| Matabeleland South  |                 |          |           |
| Masvingo            |                 |          |           |
| Midlands            |                 |          |           |

# Conclusion & Recommendations

## A1. Age

| AGE            | CODE      |
|----------------|-----------|
| Below 18 years | TERMINATE |
| 18 – 25 years  | 1         |
| 26 – 30 years  | 2         |
| 31 – 35 years  | 3         |
| 36 – 40 years  | 4         |
| 41 – 45 years  | 5         |
| 46 – 50 years  | 6         |
| 51 – 55 years  | 7         |
| 56 – 60 years  | 8         |
| Above 60 years | 9         |

## A2. Gender (Observe)

| AGE    | CODE |
|--------|------|
| Female | 1    |
| Male   | 2    |

## A3. EDUCATIONAL LEVEL: Which statement best describes your educational level?

| EDUCATIONAL LEVEL          | CODE |
|----------------------------|------|
| No formal education        | 1    |
| Some primary school        | 2    |
| Primary school completed   | 3    |
| Some secondary school      | 4    |
| Completed secondary school | 5    |

|                                       |   |
|---------------------------------------|---|
| Some university                       | 6 |
| University completed                  | 7 |
| Any other post graduate qualification | 8 |

## A4. Which of these statements best describes your employment status?

|                                                  |    |
|--------------------------------------------------|----|
| Full-time employed (greater than 35hrs per week) | 1  |
| Part-time employed (less than 35 hours per week) | 2  |
| Self-employed/business owner/freelancer          | 3  |
| Housewife                                        | 4  |
| Student                                          | 5  |
| Retired                                          | 6  |
| Unemployed                                       | 7  |
| OTHER SPECIFY.....                               | 88 |
| Refuse to answer                                 | 99 |

## A5. Residential Area

| AREA           | CODE |
|----------------|------|
| High Density   | 1    |
| Medium Density | 2    |
| Low Density    | 3    |
| RURAL          | 4    |

A6. Spoken languages

|                | CODE |
|----------------|------|
| English        | 1    |
| Shona          | 2    |
| Ndebele        | 3    |
| Tonga          | 4    |
| Venda          | 5    |
| Kalanga        | 6    |
| Others Specify | 7    |

SECTION A: AWARENESS

Q1: Have you ever heard of the Cyber and Data Protection Act (Chapter 12:07)? SMO (Single Mention Only)

|     |   |
|-----|---|
| YES | 1 |
| NO  | 2 |

IF ANSWER IS YES, CONTINUE TO Q2, IF ANSWER IS NO SKIP TO Q3

Q2: How did you get to know about the Cyber and Data Protection Act? MMP (Multiple Mention Possible)

|               |   |
|---------------|---|
| Radio         | 1 |
| TV            | 2 |
| Word of Mouth | 3 |
| Social media  | 4 |

Conclusion & Recommendations

|                    |    |
|--------------------|----|
| Internet           | 5  |
| Newspaper          | 6  |
| Conferences        | 7  |
| Other Specify..... | 88 |

Q3: The Cyber and Data Protection Act came into effect in 2021 and provides specific rights to data subjects [interviewer to explain in layman language]. To the best of your knowledge, what rights do you think the Act entitles you to? [interviewer to tick where applicable] MMP (Multiple Mention Possible)

|                                                                                                       |    |
|-------------------------------------------------------------------------------------------------------|----|
| (a) Right to <b>be informed</b> of the use to which their <b>personal information is to be put;</b>   | 1  |
| (b) Right to <b>access their personal information in custody</b> of data controller or data processor | 2  |
| (c) Right to <b>object to the processing</b> of all or part of their personal information             | 3  |
| (d) Right to <b>correction of false or misleading personal information</b>                            | 4  |
| (e) Right to <b>deletion of false or misleading data</b> about them.                                  | 5  |
| (f) Right to <b>consent</b> to the collection of their personal Information                           | 6  |
| (f) Don't Know/Unsure                                                                                 | 99 |

Q4: For the personal information held about you by companies and organisations in Zimbabwe, Using a scale of 1 to 5 where [1. Not at all Important 2. Slightly Important 3 Of average Important 4. Very Important 5. Extremely Important, how important are the following rights to you?

# Conclusion & Recommendations

## Interviewer Note SMO for each right

|                                                                                                 | 1 | 2 | 3 | 4 | 5 | 99 |
|-------------------------------------------------------------------------------------------------|---|---|---|---|---|----|
| (a) Right to be informed of the use to which their personal information is to be put            |   |   |   |   |   |    |
| (b) Right to access their personal information in custody of data controller or data processor; |   |   |   |   |   |    |
| (c) Right to object to the processing of all or part of their personal information              |   |   |   |   |   |    |
| (d) Right to correction of false or misleading personal information;                            |   |   |   |   |   |    |
| (e) Right to deletion of false or misleading data about them.                                   |   |   |   |   |   |    |
| (f) Right to consent to the collection of their personal Information                            |   |   |   |   |   |    |

**Q5a.** Were you aware of The Postal & Telecommunications Regulatory Authority of Zimbabwe (POTRAZ) before today?

|     |   |
|-----|---|
| YES | 1 |
| NO  | 2 |

**Q5b.** The Postal & Telecommunications Regulatory Authority of Zimbabwe is the designated Data Protection Authority in Zimbabwe. Were you aware of this before today? (SMO)

|     |   |                         |
|-----|---|-------------------------|
| YES | 1 | IF YES, CONTINUE TO Q6, |
| NO  | 2 | IF NO, SKIP TO Q9       |

**Q6:** How did you get to know about the Data Protection Authority? MMP

|                    |    |
|--------------------|----|
| Radio              | 1  |
| TV                 | 2  |
| Word of Mouth      | 3  |
| Social media       | 4  |
| Internet           | 5  |
| Newspaper          | 6  |
| Conferences        | 7  |
| Other Specify..... | 99 |

**Q7:** Are you aware of the roles of the Data Protection Authority? SMO

|     |   |                         |
|-----|---|-------------------------|
| YES | 1 | IF YES, CONTINUE TO Q6, |
| NO  | 2 | IF NO, SKIP TO Q9       |

**Q8:** Which roles of the Data Protection Authority do you know? [interviewer to tick where applicable] MMP UN-PROMPTED

|                                                                                                                                                                                                                          |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| To regulate the <b>manner in which personal information may be processed</b>                                                                                                                                             | 1  |
| To <b>promote and enforce fair processing</b> of data in accordance with the Act                                                                                                                                         | 2  |
| To investigate any complaint received in terms of the Data Protection Act                                                                                                                                                | 3  |
| To <b>conduct inquiries or investigations</b> either of its own accord or at the request of the data subject or any interested person as they relate to the protection of personal information                           | 4  |
| Facilitate <b>cross border cooperation</b> in the enforcement of privacy laws and participating at national, regional, and international forums mandated to deal with the protection of personal information initiatives | 5  |
| <b>To advise the Minister</b> on matters relating to right to privacy and access to information                                                                                                                          | 6  |
| OTHER SPECIFY....                                                                                                                                                                                                        | 99 |

SECTION B: TRUST & CONFIDENCE

**Q 9** Using a scale of 1 to 5 where:1- None at all; 2- Quite confident; 3- Somewhat Confident; 4- Quite confident; 5- Extremely confident. How much trust and confidence do you have in companies and organisations storing and using your personal information?

|             |                    |                    |                 |                     |            |
|-------------|--------------------|--------------------|-----------------|---------------------|------------|
| 1           | 2                  | 3                  | 4               | 5                   | 99         |
| None at all | Slightly confident | Somewhat confident | Quite confident | Extremely confident | Don't know |

**Q10.** Thinking about your child/children, how much trust and confidence do you have in companies and organisations storing and using their personal information when they are online? Using a scale of 1 to 5 where: 1- None at all; 2- Quite confident; 3- Somewhat Confident; 4- Quite confident; 5- Extremely confident.

|             |                    |                    |                 |                     |            |                |
|-------------|--------------------|--------------------|-----------------|---------------------|------------|----------------|
| 1           | 2                  | 3                  | 4               | 5                   | 99         | 100            |
| None at all | Slightly confident | Somewhat confident | Quite confident | Extremely confident | Don't know | Not Applicable |

**Q11.** What is the main reason for the level of trust and confidence you have in companies and organisations storing and using your personal information?

**Q12.** Generally, how much trust and confidence do you have in the following companies and organisations Using a scale of 1 to 5 where: 1- None at all; 2- Quite confident; 3- Somewhat Confident; 4- Quite confident; 5- Extremely confident.

|                                                     |   |   |   |   |   |               |
|-----------------------------------------------------|---|---|---|---|---|---------------|
|                                                     | 1 | 2 | 3 | 4 | 5 | 99/Don't Know |
| (a) Social Media & Messaging platforms              |   |   |   |   |   |               |
| (b) Retailers                                       |   |   |   |   |   |               |
| (c) Telecommunication service providers             |   |   |   |   |   |               |
| (d) Postal and courier service providers            |   |   |   |   |   |               |
| (e) Financial service providers                     |   |   |   |   |   |               |
| (f) Hospitals and clinics                           |   |   |   |   |   |               |
| (g) Government departments, Ministries and Agencies |   |   |   |   |   |               |

## Conclusion & Recommendations

|     |                                       |  |  |  |  |  |
|-----|---------------------------------------|--|--|--|--|--|
| (h) | Non-Governmental Organisations (NGOs) |  |  |  |  |  |
| (i) | Academic Institutions                 |  |  |  |  |  |
| (j) | Private Companies                     |  |  |  |  |  |

**Q13.** Thinking about the protection of your personal information, what would you say are your top concerns? (unprompted)

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**Q14:** Has your trust and confidence in companies and organisations storing and using your personal information increased, decreased, or stayed the same in the past year?

| Increased | Decreased | Stayed the same |
|-----------|-----------|-----------------|
|           |           |                 |

**Q15.** Why do you say that your trust and confidence in companies and organisations storing and using your child/children's personal information has increased/decreased in the past year?

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**Q16.** Thinking generally about the overall trust and confidence that you have in companies and organisations storing and using your personal information, please tell us how much you agree or disagree with the following.

|                                                                                            | Agree | Neither Agree nor Disagree | Disagree |
|--------------------------------------------------------------------------------------------|-------|----------------------------|----------|
| Protecting my personal information is essential to me                                      |       |                            |          |
| I know how to opt-out of receiving unsolicited communications from companies/organisations |       |                            |          |
| I receive more unsolicited marketing communication than I did 12 months ago                |       |                            |          |
| Covid-19 has made me more digitally active                                                 |       |                            |          |

|                                                                                                                     |  |  |  |
|---------------------------------------------------------------------------------------------------------------------|--|--|--|
| I am aware that my personal details are shared between companies/ organisations                                     |  |  |  |
| I understand current laws around the use of my personal information                                                 |  |  |  |
| I understand how companies/ organisations use my personal information                                               |  |  |  |
| I know who to seek help from about my rights and companies/ organisations storing and using my personal information |  |  |  |
| I've had experiences of companies/ organisations misusing my personal information                                   |  |  |  |

|                                                                                                          |  |  |  |
|----------------------------------------------------------------------------------------------------------|--|--|--|
| If an online service is free, I know that I may be 'paying' for it by providing my personal information  |  |  |  |
| When prompted, I will agree to accept cookies from a website without looking at the details they give me |  |  |  |

SECTION C: Customer Satisfaction

Q17. Have you ever used any of the following services in the past three months? MMP.

|                                      | Code |    |
|--------------------------------------|------|----|
| Mobile Network Services (Voice, SMS) | Yes  | No |
| Fixed Voice Telephone Service        | Yes  | No |
| Fixed VoIP                           | Yes  | No |
| Internet Services                    | Yes  | No |
| Postal Services                      | Yes  | No |
| Courier Services                     | Yes  | No |

## Conclusion & Recommendations

**Q18.** If Yes to any of above; which service providers do you use? MMP for each service type

|                                      |       |
|--------------------------------------|-------|
| Mobile Network Services (Voice, SMS) | ----- |
| Fixed Voice Telephone Service        | ----- |
| Fixed VoIP                           | ----- |
| Internet Services                    | ----- |
| Postal Services                      | ----- |
| Courier Services                     | ----- |

**Q19.** Have you had any opportunity to engage with POTRAZ or file a report recently?

| Code |   |
|------|---|
| Yes  | 1 |
| No   | 2 |

**Q20.** Taking everything into consideration, On a scale of 1-5 where 1 = Extremely Dissatisfied; 2 = Dissatisfied to some extent; 3 Neither Satisfied nor Dissatisfied; 4=Satisfied to some extent; 5=Very Satisfied or 99=Don't Know. How satisfied are you with the following? SMO for each service type

|                                            | 1 | 2 | 3 | 4 | 5 | 99 |
|--------------------------------------------|---|---|---|---|---|----|
| Mobile Network Services (Voice, SMS)       |   |   |   |   |   |    |
| Fixed Voice Telephone Service              |   |   |   |   |   |    |
| Fixed VoIP                                 |   |   |   |   |   |    |
| Internet Services                          |   |   |   |   |   |    |
| Postal Services                            |   |   |   |   |   |    |
| Courier Services                           |   |   |   |   |   |    |
| POTRAZ (for those who answered YES to Q5a) |   |   |   |   |   |    |

**Q21.** If rated 1-3 Ask, what is your reason for your dissatisfaction with?

|                                      | State Reason |
|--------------------------------------|--------------|
| Mobile Network Services (Voice, SMS) | -----        |
| Fixed Voice Telephone Service        | -----        |
| Fixed VoIP                           | -----        |
| Internet Services                    | -----        |
| Postal Services                      | -----        |
| Courier Services                     | -----        |
| POTRAZ                               | -----        |

THANK RESPONDENT & CLOSE THE DISCUSSION

