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81 % rate in Islamabad cleanest city of the country. In 1987 only 50 % held that view.

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**81% RATE ISLAMABAD CLEANEST CITY OF THE COUNTRY.
In 1987 only 50% held that view - October 13, 2000**

According to a recent survey conducted by Gallup Pakistan there is a near consensus in the country that Islamabad is the cleanest city in Pakistan. Responding to a question on the subject, 81% of a national urban sample of men and women rated Islamabad as the cleanest city. Only 6% regarded Karachi as the cleanest city, 5% regarded Lahore as the cleanest city and the remaining 8% were divided among a large number of miscellaneous cities. It is interesting to note that the consensus about Islamabad's physical attributes has emerged during the last decade. Views were less unanimous in a survey conducted by Gallup in 1987. At that time 50% had regarded Islamabad as the cleanest city; 13% regarded Karachi as the cleanest city, Lahore had scored 11% and the remaining 26% were divided among a large number of miscellaneous local cities. Analysts have given several views on the change in public opinion. One possible reason is that more Pakistanis know about Islamabad through the mass media and personal exposure than they did a decade earlier. Another reason could be that cities like Karachi and Lahore have actually become dirtier than they were in 1987.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of more than 1000 men and women in the Urban areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk