



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Public is Unanimous on Islamabad Being the Cleanest City: GILANI POLL / GALLUP PAKISTAN

Islamabad, June 4, 2009

According to a recent Gilani Research Foundation survey carried out by Gallup Pakistan, almost equal percentage of respondents claimed to like Lahore (33%) and Islamabad (33%), while Karachi is liked by 18% of the respondents. Islamabad is the cleanest city according to the majority (65%).

A nationally representative sample of men and women from across the country were asked “Which city of Pakistan do you like the most?” The results show that Lahore and Islamabad were liked by almost equal percentage of the respondents (33% & 32% respectively). Eighteen percent (18%) claimed to like Karachi and 9% said they like Peshawar the most. The remaining 8% selected various other cities. While a higher percentage of respondents from urban areas claimed to like Islamabad (38%) and Karachi (24%), amongst ruralites, especially in Punjab, a higher percentage (37%) likes Lahore.

When the respondents were asked about the city they dislike the most, majority (52%) claimed there is no city they disliked. Twelve percent (12%) said they dislike Lahore, and 11% of the respondents claimed to dislike Faisalabad. Karachi is disliked by 7% of the respondents. Eight percent (8%) selected other cities, while 10% were unsure.

“Which city of Pakistan do you like the most?”

Lahore	33%
Islamabad	32%
Karachi	18%
Peshawar	9%
Others	8%

“Which city of Pakistan do you dislike the most?”

None	52%
Lahore	12%
Faisalabad	11%
Karachi	7%
Other	8%
Don't know	10%

Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

In the follow up questions, respondents were asked about the cleanest and the dirtiest city of Pakistan. According to 65% Islamabad is the cleanest city while Lahore and Karachi are perceived to be the cleanest by 16% and 8% respectively. The remaining 11% of the respondents selected various other cities of Pakistan or were unsure. Regarding the dirtiest city of Pakistan, majority (39%) of the respondents claimed there is none. The remaining 61% were either unsure or selected other cities.

To find out about people's preference for the city they would like to reside in, the respondents were asked “In which city would you personally prefer to live?” Thirty percent (30%) said they would like to live in Islamabad, and 25% of the respondents preferred Lahore. Seventeen percent (17%) claimed they would want to reside in Karachi while the remaining 18% selected other cities.

“According to your information which is the cleanest city of Pakistan?”

Islamabad	65%
Lahore	16%
Karachi	8%
Others	3%
Don't know	8%

“According to your information which is the dirtiest city of Pakistan?”

None	39%
Karachi	11%
Arifwala	11%
Faisalabad	7%
Others	11%
Don't know	21%

Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

Although Islamabad turned out to be the most preferred city in almost every aspect, it is interesting to notice that its ratings have fallen with respect to **‘Most Liked City’** from 37% in 2000 to 32% in 2008 and **‘Most Clean City’** from 80% in the year 2000 to 65% in 2008. Growing population, pollution, traffic congestion and the recent number of terrorist attacks are perhaps some of the major reasons for the decrease in its popularity. With respect to cleanliness Lahore’s rating has increased from 6% in the year 2000 to 16% in 2008, and the percentage of respondents who perceive Karachi to be clean has increased from 3% in 2000 to 11% in 2008. A possible explanation for this positive increase could be the urban development in Lahore and Karachi, with regards to water & sanitation, public parks, transportation, and most importantly the recent implementation of traffic management police. All of these policies have contributed in improving the image of the two cities.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2631 men and women in rural and urban areas of all four provinces of the country, during December 2008. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social related and other issues see website www.gallup.com.pk

For any queries please contact:
Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630
E-mail: rabea.haque@gallup.com.pk