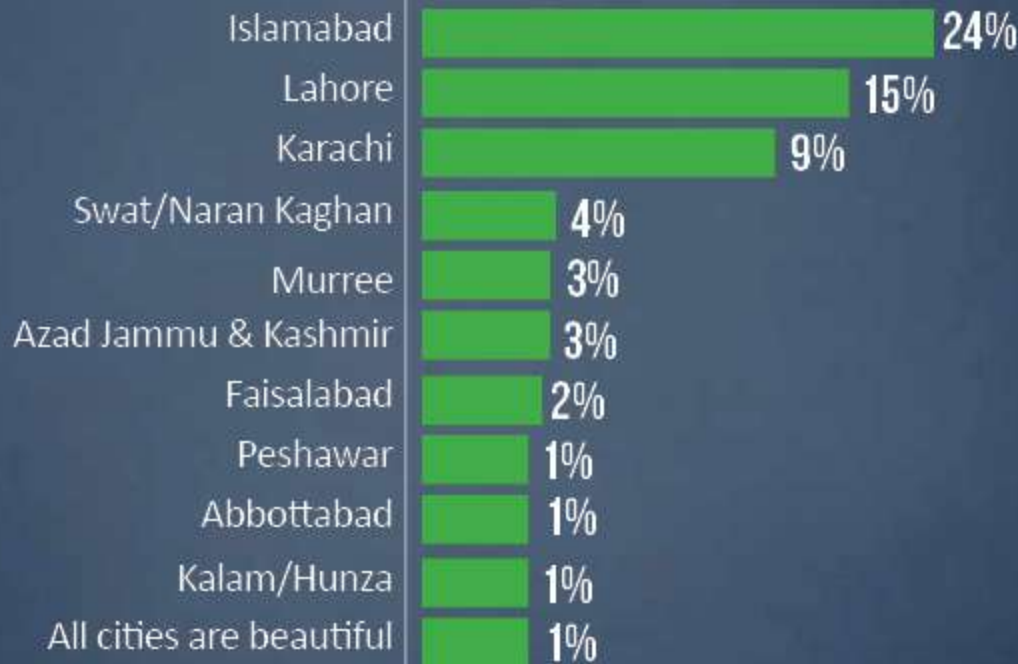


14th February, 2024

**NEARLY A QUARTER OF PAKISTANIS (24%) CONSIDER ISLAMABAD TO BE THE MOST BEAUTIFUL CITY IN PAKISTAN, LAHORE COMES SECOND, AND KARACHI COMES THIRD: GALLUP & GILANI PAKISTAN**

تقریباً ایک چوتھائی پاکستانی (24%) اسلام آباد کو پاکستان کا سب سے خوبصورت شہر سمجھتے ہیں۔ خوبصورتی کے حوالے سے لاہور دوسرے نمبر پر اور کراچی تیسرے نمبر پر ہے۔

Question: Please tell which is the most beautiful city of Pakistan?



Others: 21%

Don't know/No response: 15%



## PRESS RELEASE

### Opinion Poll

### Miscellaneous

### Cities/Urban Areas

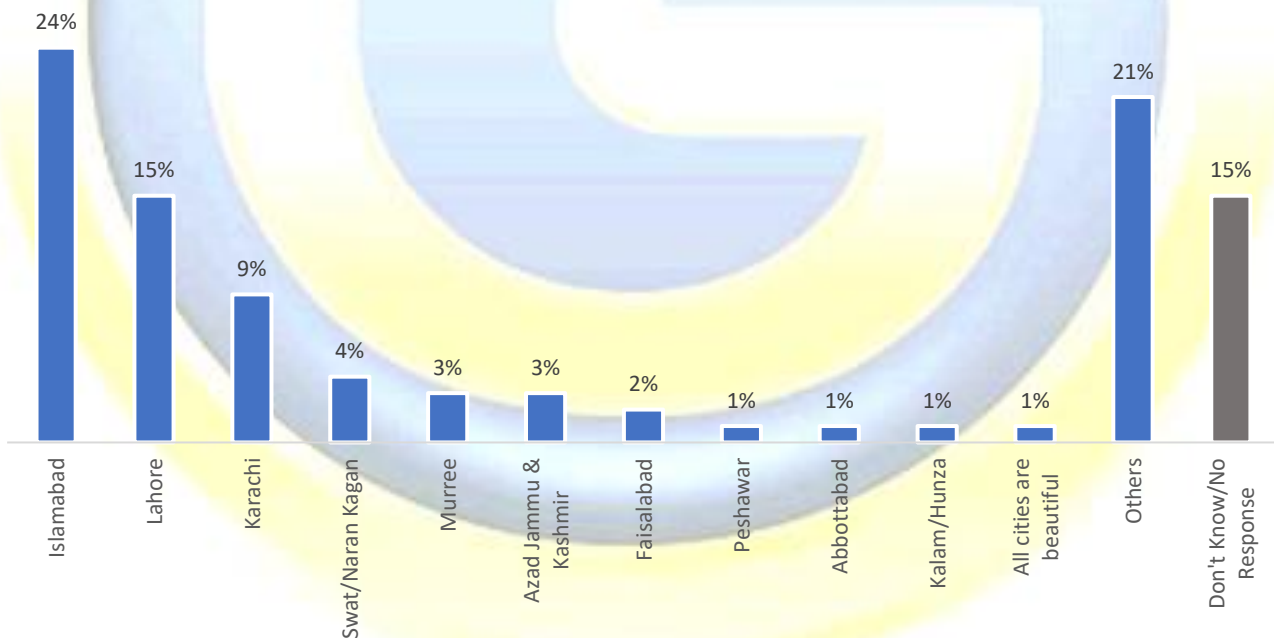
## Nearly a quarter of Pakistanis (24%) consider Islamabad to be the most beautiful city in Pakistan, Lahore comes second, and Karachi comes third: Gallup & Gilani Pakistan

(Islamabad) 14<sup>th</sup> February, 2024

According to a survey conducted by Gallup & Gilani Pakistan, nearly a quarter of Pakistanis (24%) consider Islamabad to be the most beautiful city in Pakistan.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell which is the most beautiful city of Pakistan?” In response 24% said ‘Islamabad’, 9% said ‘Karachi’, 15% said ‘Lahore’, 1% said ‘Peshawar’, 3% said ‘Murree’, 1% said ‘Abbottabad’, 3% ‘Azad Jammu & Kashmir’, 1% said ‘Kalam/Hunza’, 4% said ‘Swat/Naran Kagan’, 2% said ‘Faisalabad’, 1% said ‘All cities are beautiful’, 21% said ‘Others’, and 15% said that they did not know or gave no response.

**Question: Please tell which is the most beautiful city of Pakistan?**



Source: Gallup & Gilani Pakistan  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,023 men and women in urban and rural areas of all four provinces of the country, conducted from 03<sup>rd</sup> – 18<sup>th</sup> January, 2024. The error margin is estimated to be approximately  $\pm 2-3$  percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

## STAT OF THE DAY

**Pakistan has 220 plus universities. Over 2.4 million students. Just 6,000 foreign students. Education could earn us foreign exchange!**

Source: [Bilal Gilani - Tweet](#)



**Opinion Poll from Gallup Pakistan**  
The Pakistani Affiliate of Gallup  
International

**Wednesday, 14<sup>th</sup> February, 2024**

*(3 Pages, English version Only)*



GILANI RESEARCH  
FOUNDATION

***Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

*If you have any further questions regarding this poll, please feel free to contact us.*

*Best Regards,  
Gallup Pakistan*

**Disclaimer:** Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: [www.gallup-international.com](http://www.gallup-international.com)



Daily Gilani Poll  
2024



of Gallup Pakistan  
(1980-2024)