

**Despite challenges, most Pakistanis still express pride in their national identity, jumping from 4% to 12% who express a lack of pride or embarrassment between 1999 and 2024: Gallup & Gilani History Project Findings**

Question: Please tell me how much pride you feel in being a Pakistani

■ A lot    ■ Somewhat    ■ Don't feel any pride    ■ Feel embarrassed





(Also emailed\*/faxed separately)



## PRESS RELEASE

### Opinion Poll

### History Poll

### Social

## **Despite challenges, most Pakistanis still express pride in their national identity, jumping from 4% to 12% who express a lack of pride or embarrassment between 1999 and 2024: Gallup & Gilani History Project Findings**

(Islamabad) 23<sup>rd</sup> October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, sentiments of national pride among Pakistanis have fluctuated over the years. This year, 2024, 3 out of 4 Pakistanis reported feeling "a lot" of pride in their country. For the past two decades, Gallup Pakistan has been asking nationally representative samples of adult men and women the following question: "Please tell me how much pride you feel in being a Pakistani." This tracking of national pride has shown varying sentiments throughout the years.

**Comparative Picture:** In 2024, 73% of respondents stated they felt a lot of pride in being Pakistani, while 15% felt somewhat proud. The survey also revealed that 6% did not feel any pride, and 6% expressed embarrassment regarding their national identity.

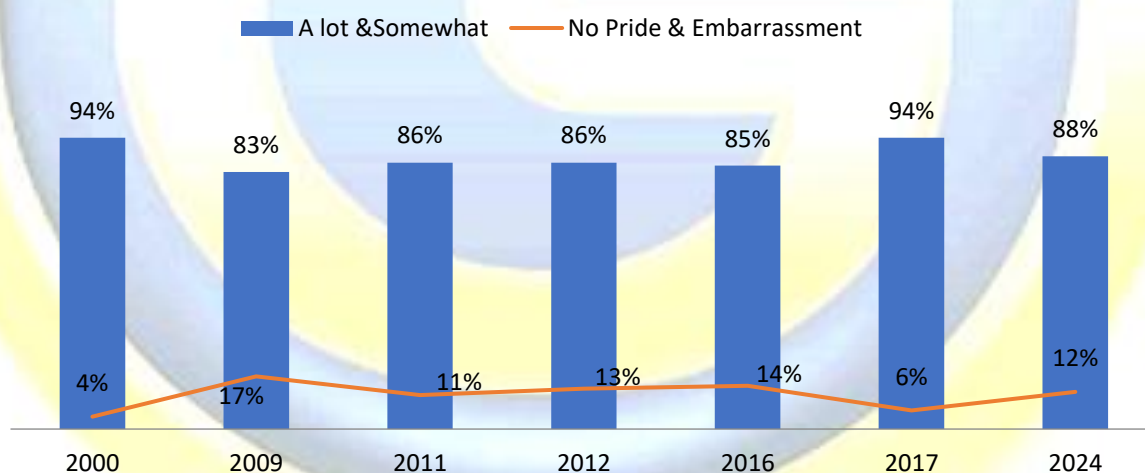
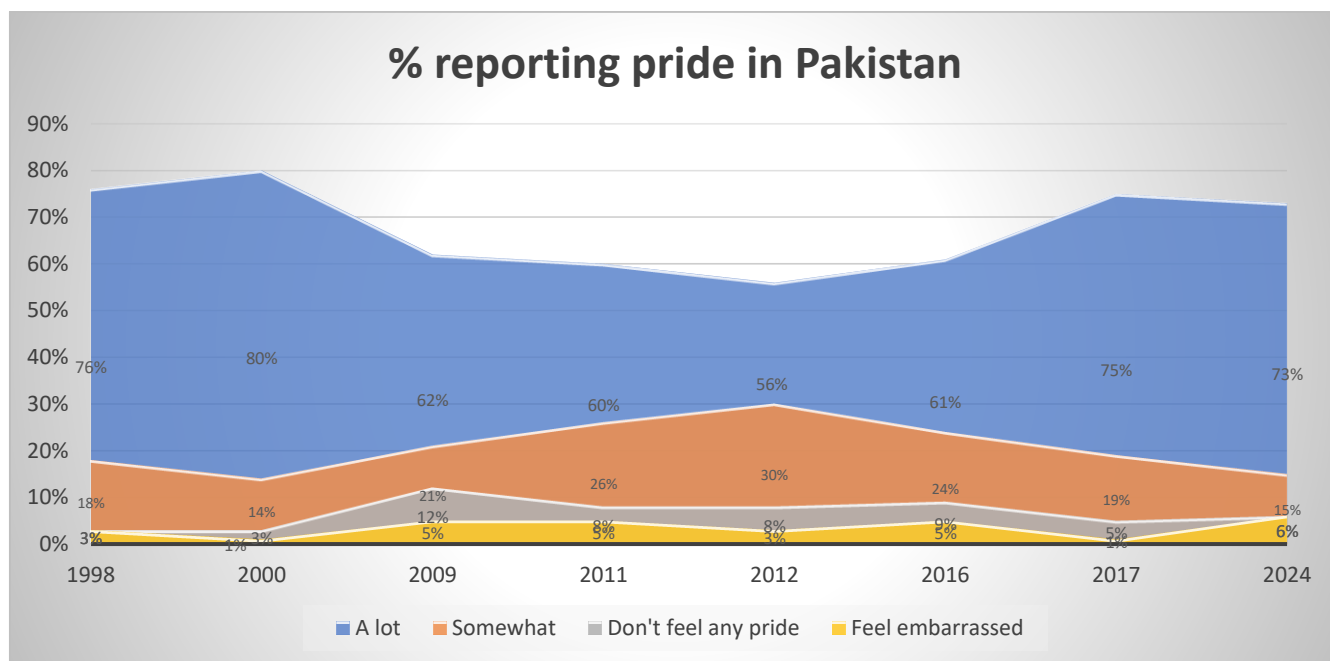
**Trend Analysis:** In 1998, 76% of respondents reported feeling a lot of pride in being Pakistani, with 18% feeling somewhat proud. By 2000, the percentage of those feeling a lot of pride increased to 80%, while 14% felt somewhat proud.

However, the data showed a decline in pride in subsequent years, with 62% expressing a lot of pride in 2009 and 60% in 2011. In 2012, the figures dropped further, with only 56% saying they felt a lot of pride (lowest point in the 2.5 decades), while 30% felt somewhat proud. This decline coincided with periods of government instability, declining economic conditions, and security concerns between 2009 and 2014, which may have impacted national sentiment. Despite these challenges, in 2016, 61% reported feeling a lot of pride, while 24% felt somewhat proud, 9% did not feel any pride, and 5% expressed embarrassment. There was a notable resurgence in 2017 when 75% reported feeling a lot of pride. These findings indicate that, despite ongoing issues, patriotism remains alive among many Pakistanis.

*This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.*



**Question: Please tell me how much pride you feel in being a Pakistani**



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 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28<sup>th</sup> June - 10<sup>th</sup> July 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).



## Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is the Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about the Gallup History Project, please contact [caf@gallup.com.pk](mailto:caf@gallup.com.pk)



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



GILANI RESEARCH  
FOUNDATION

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***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 the Gallup International Association see the website: [www.gallup-international.com](http://www.gallup-international.com)



History Poll  
2024



of Gallup Pakistan  
(1980-2024)