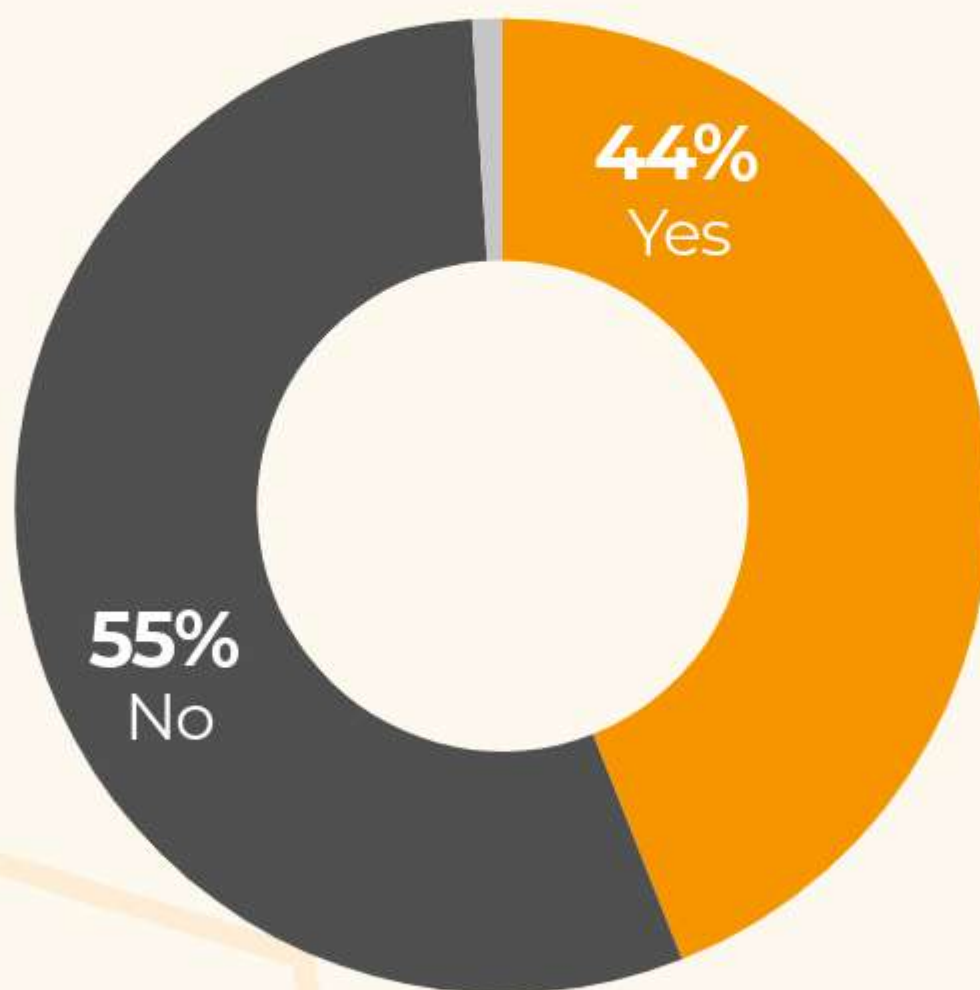


Public Exposure to Islamabad

More Than Half of Pakistanis (55%) Have Never Visited Islamabad; Higher Educated Respondents Are Far More Likely to Have Been to the Capital (71% vs 39%)

Please tell us, have you ever been to Islamabad?



Don't know/No response: 1%

Source: Gallup & Gilani Pakistan
(www.gallup-international.com;
www.gallup.com.pk www.gilanifoundation.com)



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Travel / Mobility** Public Exposure to Islamabad

More Than Half of Pakistanis (55%) Have Never Visited Islamabad; Higher Educated Respondents Are Far More Likely to Have Been to the Capital (71% vs 39%) – (Gallup & Gilani Survey)

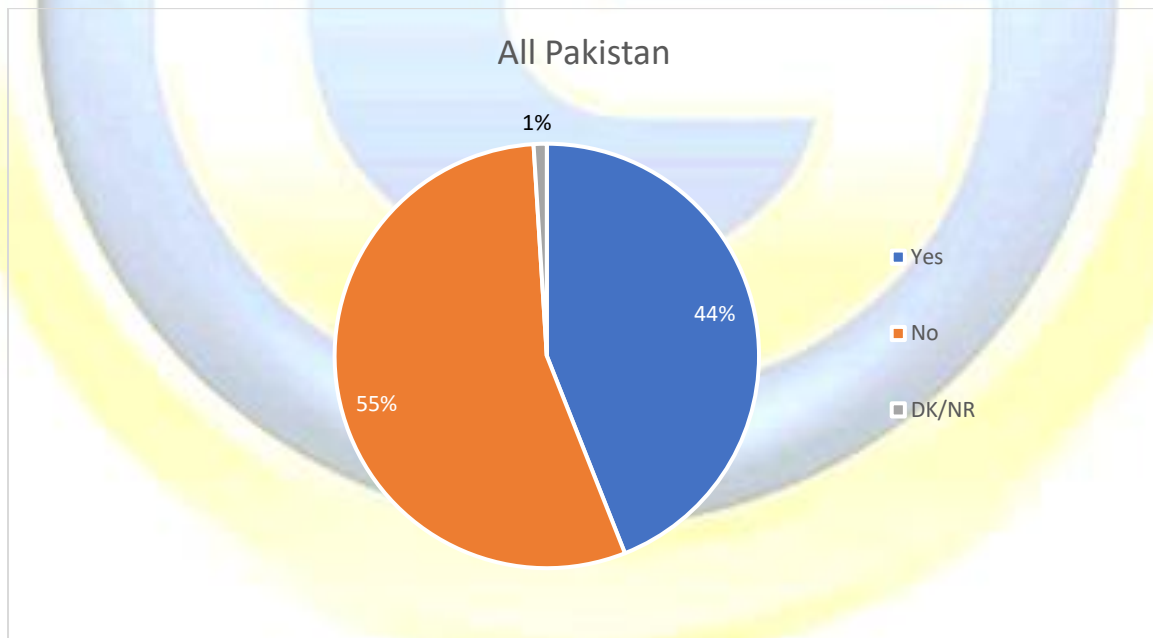
(Islamabad), 16th April 2026

According to a survey conducted by Gallup & Gilani Pakistan, more than half of Pakistanis (55%) say they have never been to Islamabad, while 44% report that they have visited the capital city.

A nationally representative sample of adult Pakistanis from across the country who are not based in Islamabad was asked the following question: ***“Please tell us, have you ever been to Islamabad?”***. In response, 44% said “Yes,” indicating that they have visited Islamabad at least once, while 55% said “No.” 1% of respondents fell into the Don’t Know or No Response categories.

These findings suggest that visiting the capital remains outside the experience of a majority of Pakistanis, with more than half reporting that they have never been to Islamabad, indicating that direct exposure to the country’s administrative center is not widespread across the population.

“ Please tell us, have you ever been to Islamabad? ”

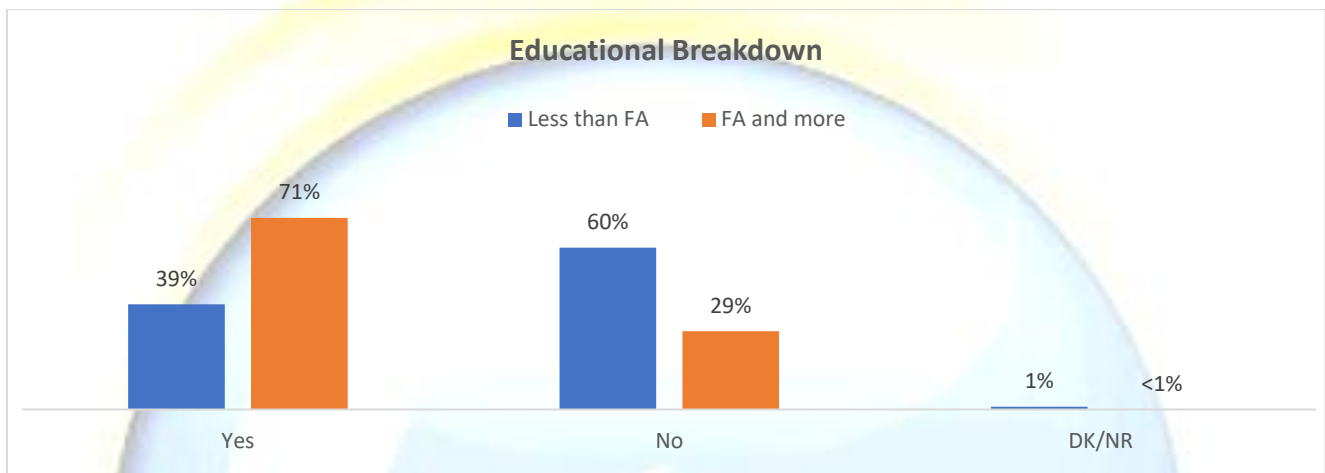


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

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 787 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. 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).

Educational Breakdown: Educational breakdown reveals a pronounced difference in exposure to Islamabad. Among respondents with less than FA education, only 39% report having visited Islamabad, while 60% say they have not. In contrast, among respondents with FA and more education, a strong majority (71%) say they have visited the capital, while only 29% report that they have never been.

This pattern suggests that exposure to Islamabad increases significantly with educational attainment, which may reflect the concentration of higher educational institutions, government offices, and employment opportunities in the capital, making it more accessible to more educated segments of the population.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 16th April 2026

(3 Pages, English version only)

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.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)