

Opinion Poll| Awareness of Airlines in Pakistan

Pakistan International Airlines (PIA) Remains the Most Recognized Airline, with 47% of Pakistanis Reporting That They Have Heard of the Airline; Recognition Is Highest Among Older Pakistanis (56%), While Younger Respondents Show Greater Awareness of Airblue (21%) and Fly Jinnah (14%)

Question: Please tell me which of the following airlines you have heard of?



PIA
47%

airblue

Airblue
18%



Fly Jinnah
13%



Airsial
8%



SereneAir
6%

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





(Also emailed*/faxed separately)



PRESS RELEASE

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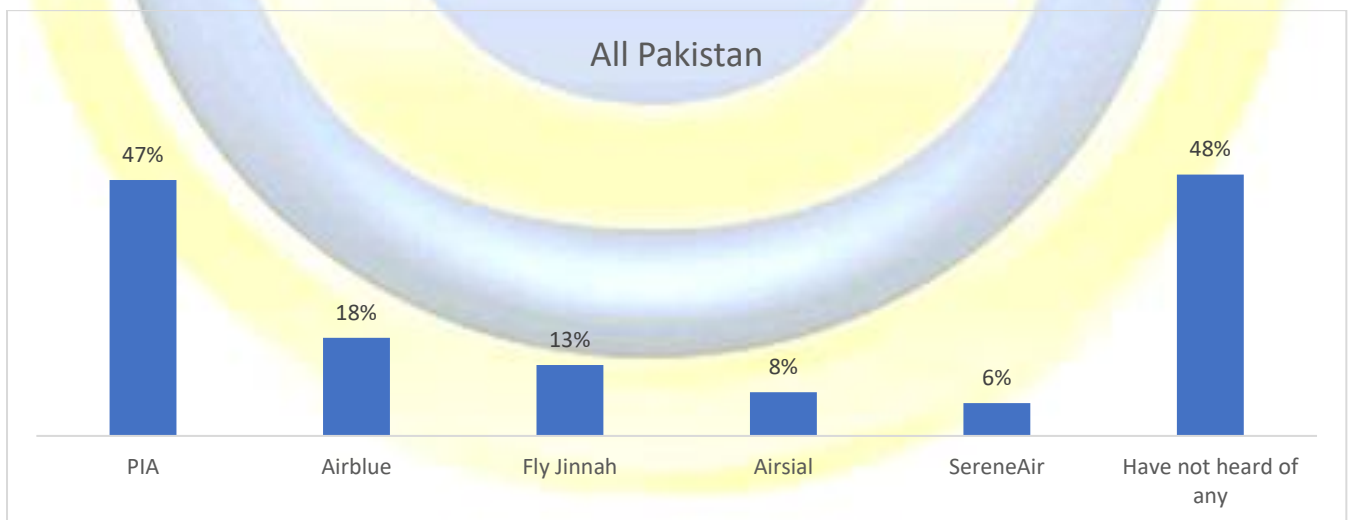
(Islamabad), 07 September 2026

According to a Gallup & Gilani Pakistan survey, PIA remains the most recognized airline among adult Pakistanis, with 47% reporting that they have heard of the airline. Airblue follows at 18%, Fly Jinnah at 13%, AirSial at 8%, and SereneAir at 6%, while 48% have never heard of any of the listed airlines.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: **“Please tell me which of the following airlines you have heard of?”** In response, 47% reported having heard of PIA, making it the most recognized airline, followed by Airblue (18%), Fly Jinnah (13%), AirSial (8%), and SereneAir (6%). Meanwhile, 48% have never heard of any of the listed airlines.

Overall, the findings show that PIA has the broadest recognition among the airlines assessed, although nearly half of Pakistanis have not heard of any of the listed airlines. PIA recognition is particularly strong among older Pakistanis, while younger respondents show comparatively greater awareness of newer private airlines such as Airblue and Fly Jinna.

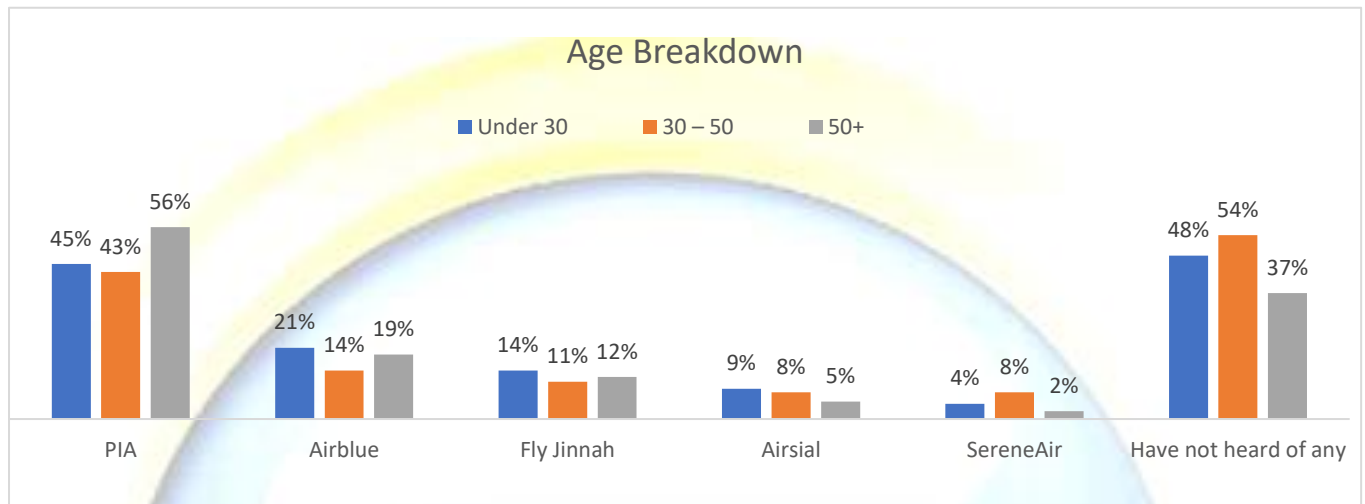
Question: Please tell me which of the following airlines you have heard of? (multiple responses are allowed)



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 811 married men and women, in urban and rural areas of all four provinces of the country, conducted from March 18, 2026 to March 31, 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).

Age Breakdown: Recognition of airlines varies notably across age groups. PIA is recognized by 56% of respondents aged 50 and above, compared with 45% among those under 30 and 43% among those aged 30–50. In contrast, younger respondents show relatively greater awareness of Airblue and Fly Jinnah, with 21% of those under 30 having heard of Airblue and 14% having heard of Fly Jinnah. Meanwhile, 48% of respondents under 30 and 54% of those aged 30–50 have never heard of any of the listed airlines, compared with 37% among those aged 50 and above.



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



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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*

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of Gallup Pakistan
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