

WHAT DO PEOPLE LIKE ABOUT PAKISTAN? – AN IPSOS STUDY

Ipsos in Pakistan

August 2024

METHODOLOGY

APPROACH

CATI Interviews

SAMPLE

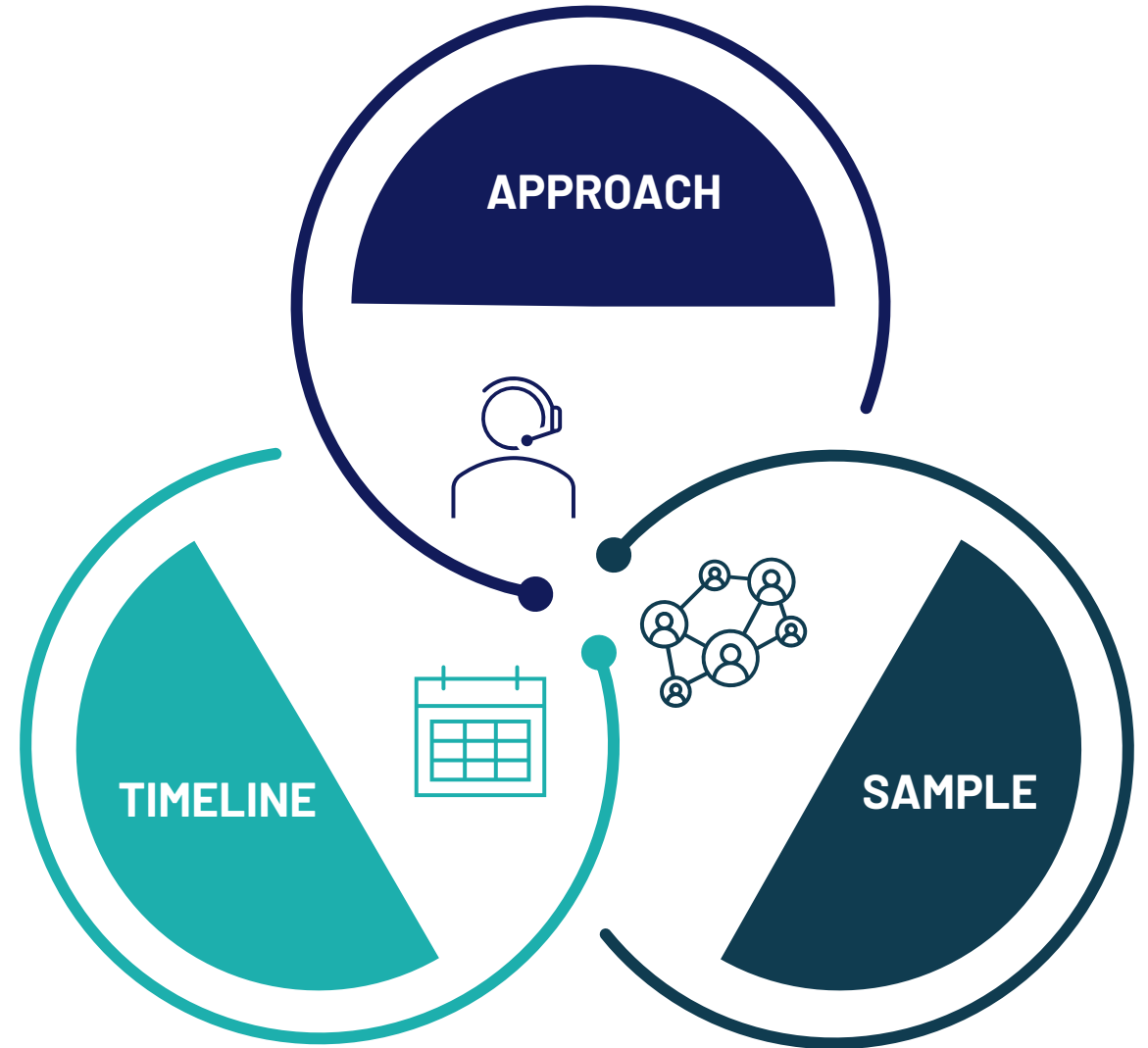
N=1000+

From all 4 provinces of Pakistan, ICT, GB & AJK
Post-stratification survey weights for
provinces, gender and SECs applied to align
survey data with population distributions

TIMELINE

Data collection done from
6th to 11th Aug 2024

This study had no external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.



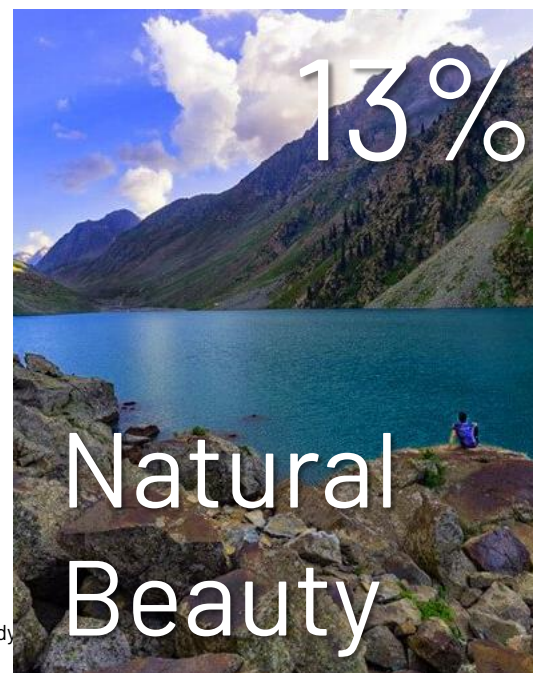
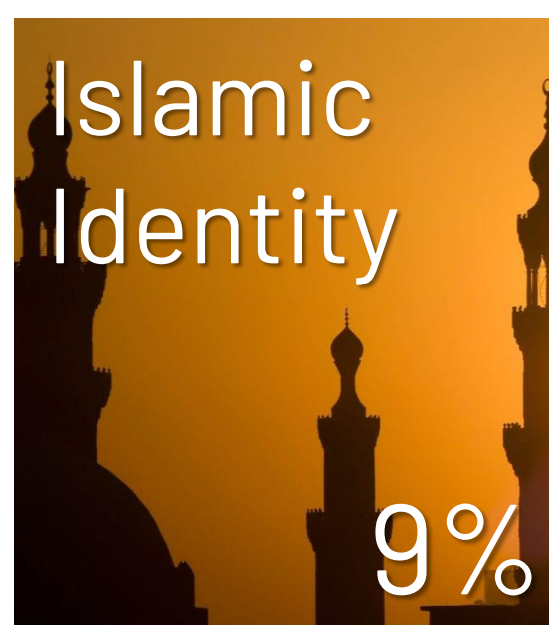


Abdul Sattar Babar
CEO & MD
Ipsos in Pakistan

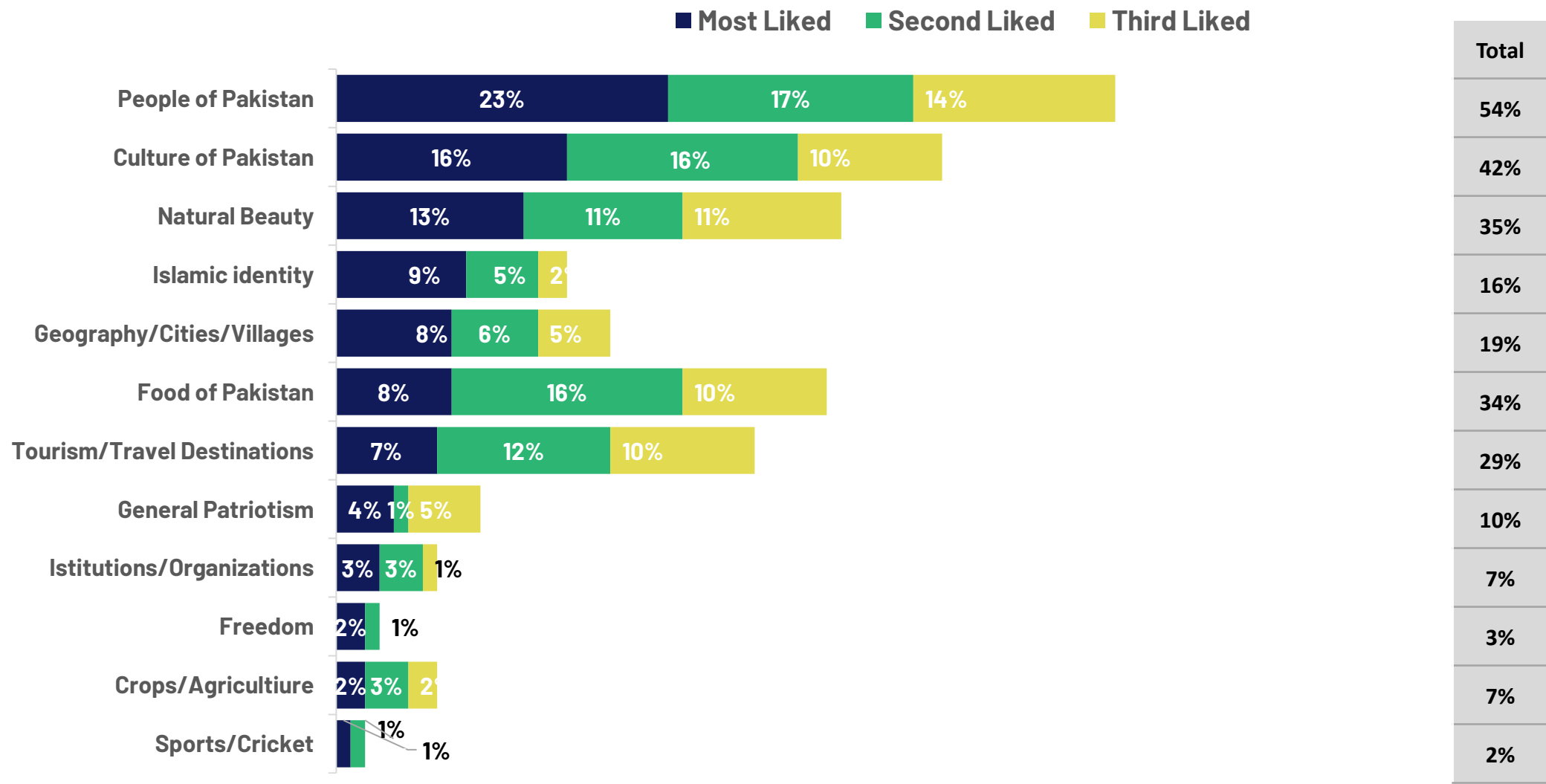


We've all noticed that, at times, Pakistanis tend to focus on the negatives about our country. For a change, Ipsos asked Pakistanis to take a moment to think about and share their views what they like about Pakistan. It could be anything!

What Pakistanis Love About Pakistan



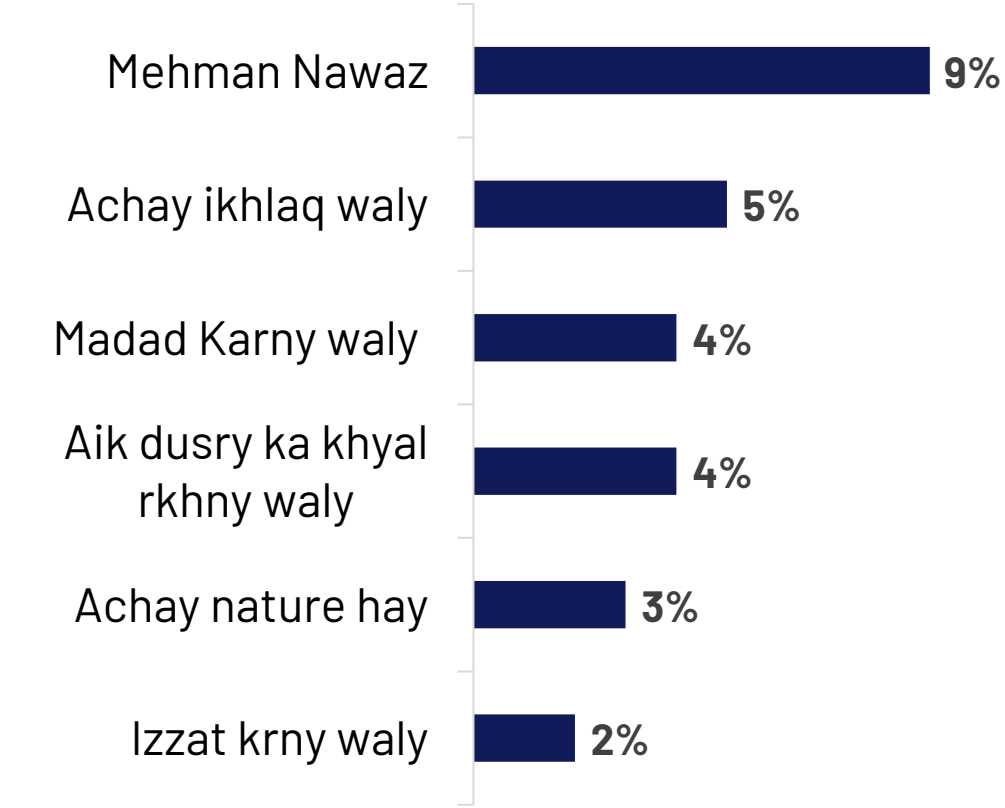
What Pakistanis like about Pakistan:



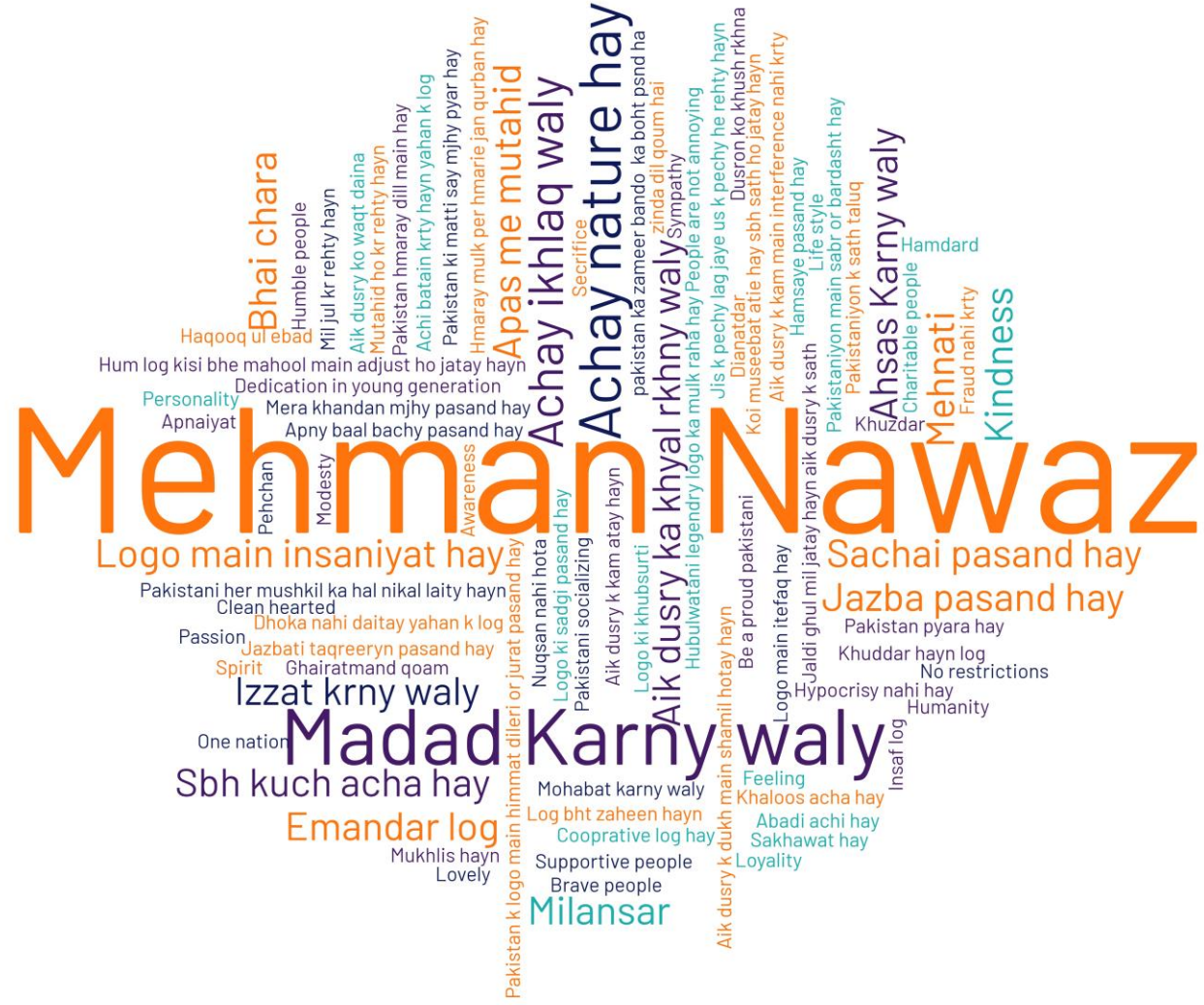
Base: 1000 + Respondents



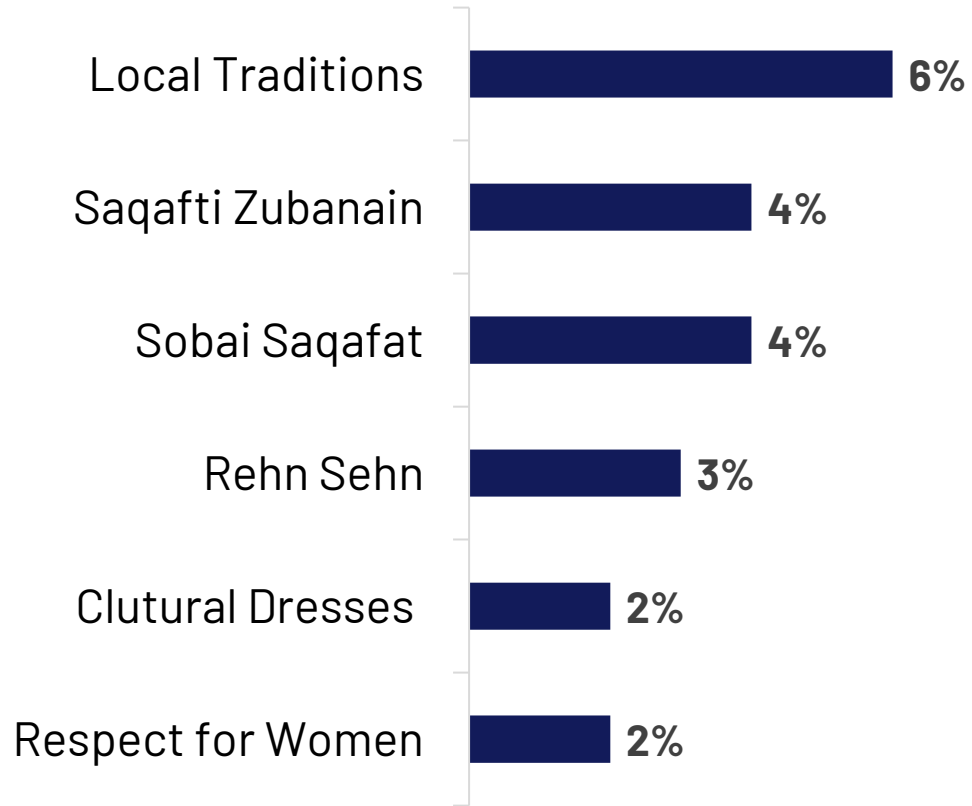
People of Pakistan (54%)



***Mehman nawaz** (Hospitable)
Achay Ikhlaq waly (Morally Good)
Madad Karnay waly (Helpful)
Aik dusray ka khayal (Caring)
Achay Nature waly (Good Natured)
Izzat karnay waly (Respectful)



Culture of Pakistan (42%)



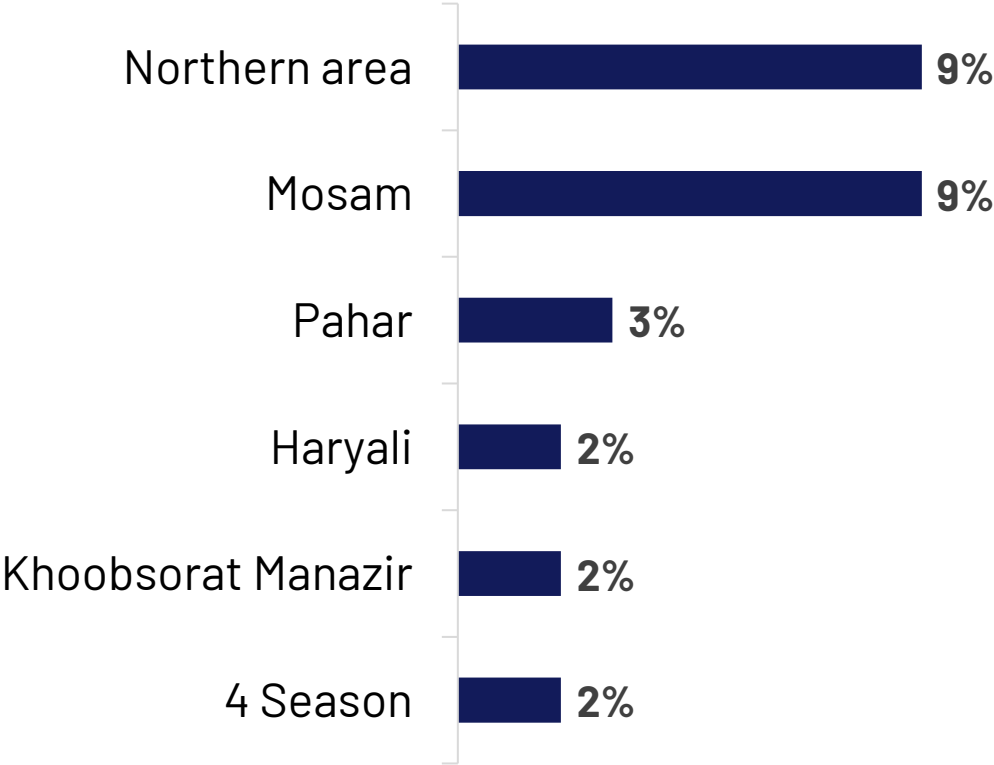
***Saqafati Zubanain** (Native Languages)

Sobai Saqafat (Provincial Cultures)

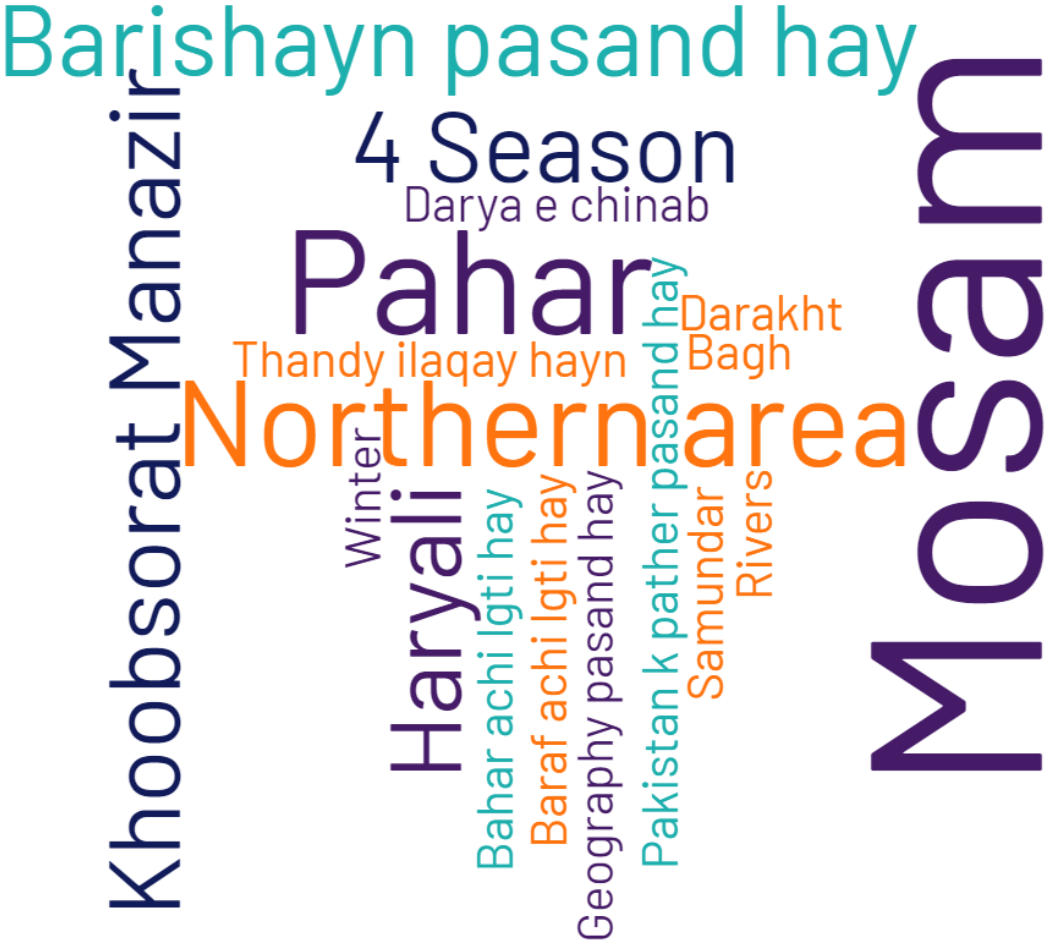
Rehn Sehn (Way of Living)



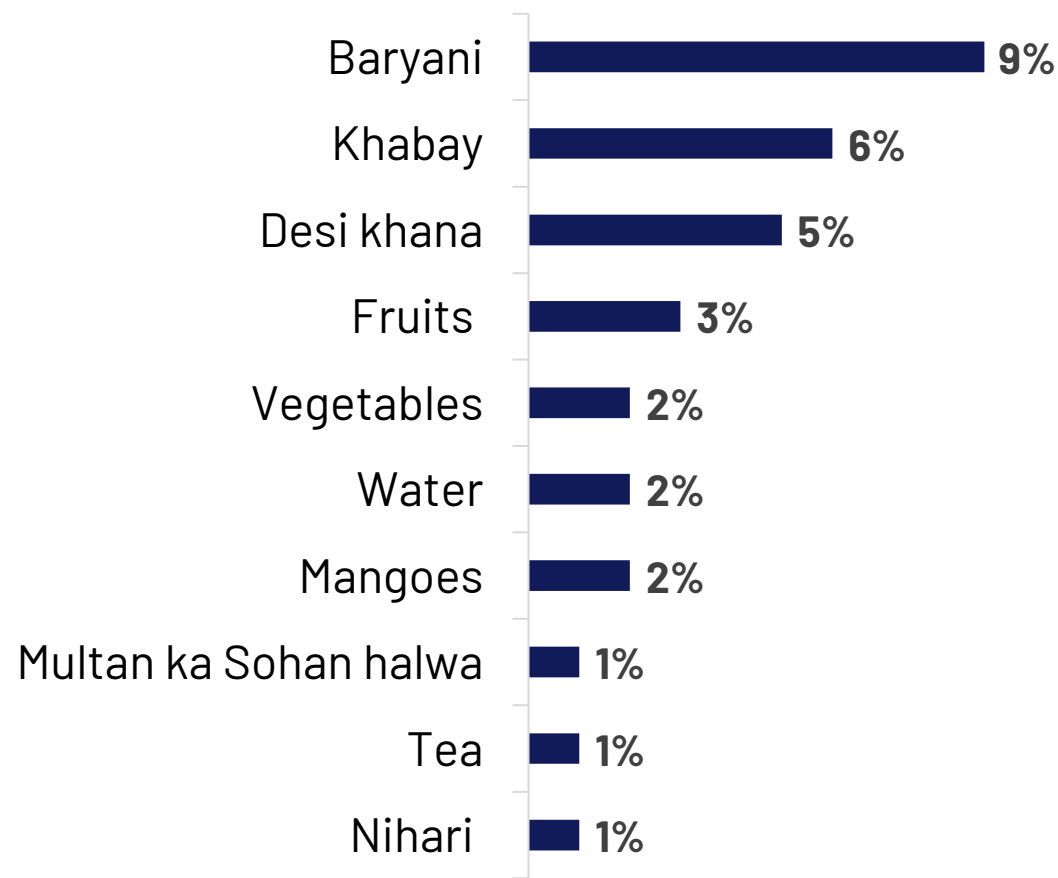
Natural Beauty (35%)



***Mosam** (Weather)
Pahar (Mountains)
Haryali (Greenery)
Khoobsorat Manazir (Beautiful Landscape)



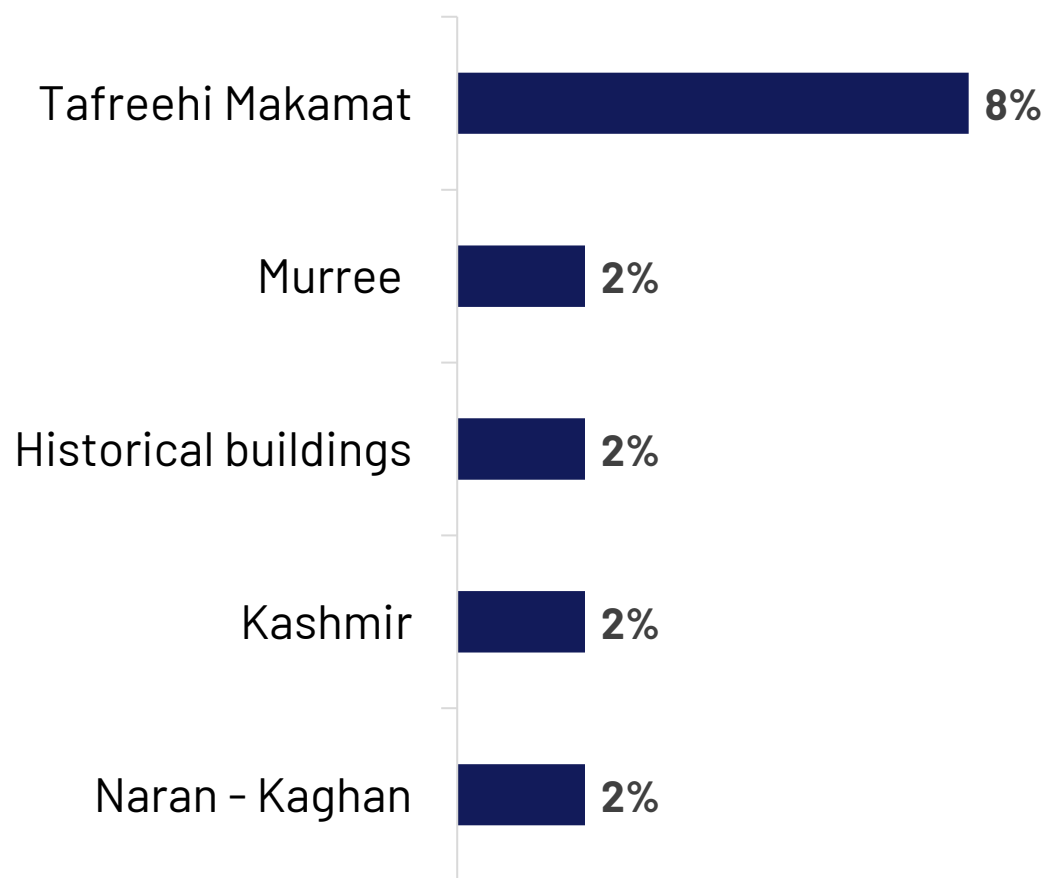
Food of Pakistan (34%)



***Khabay** (Eateries)
Desi khana (Indigenous /Local Food)



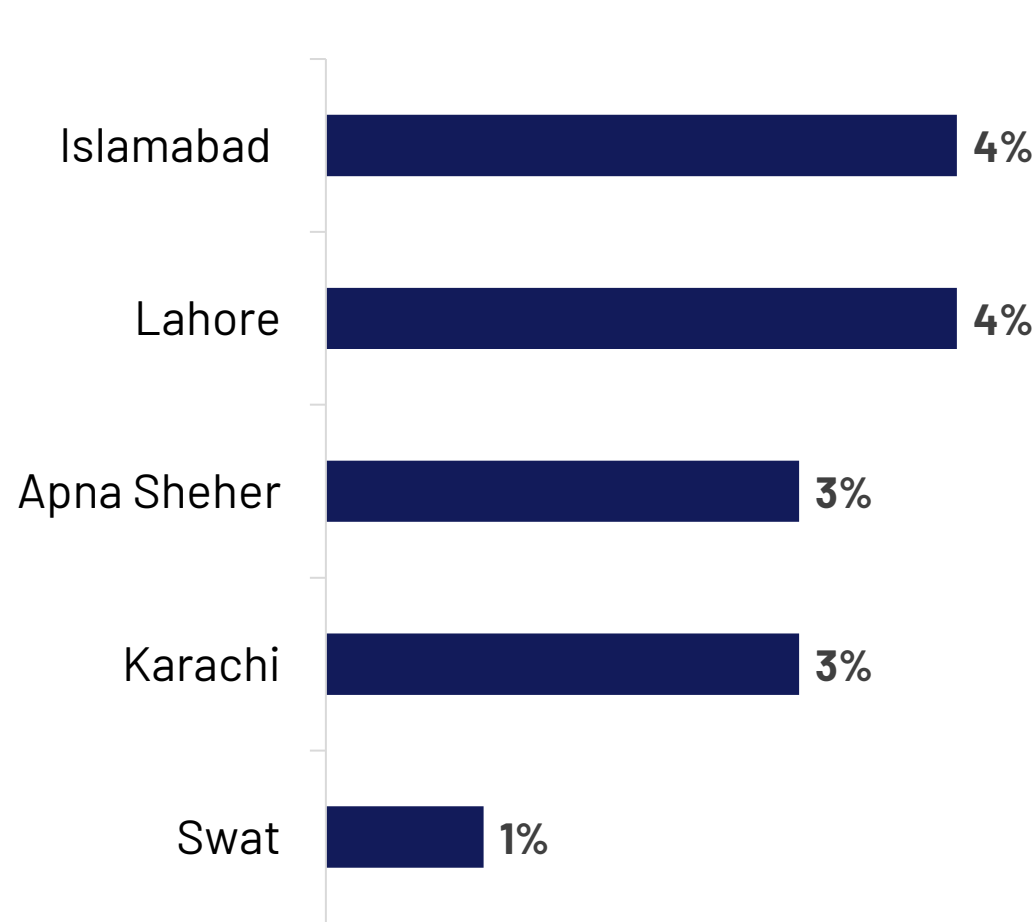
Tourism and Travel Destinations (29%)



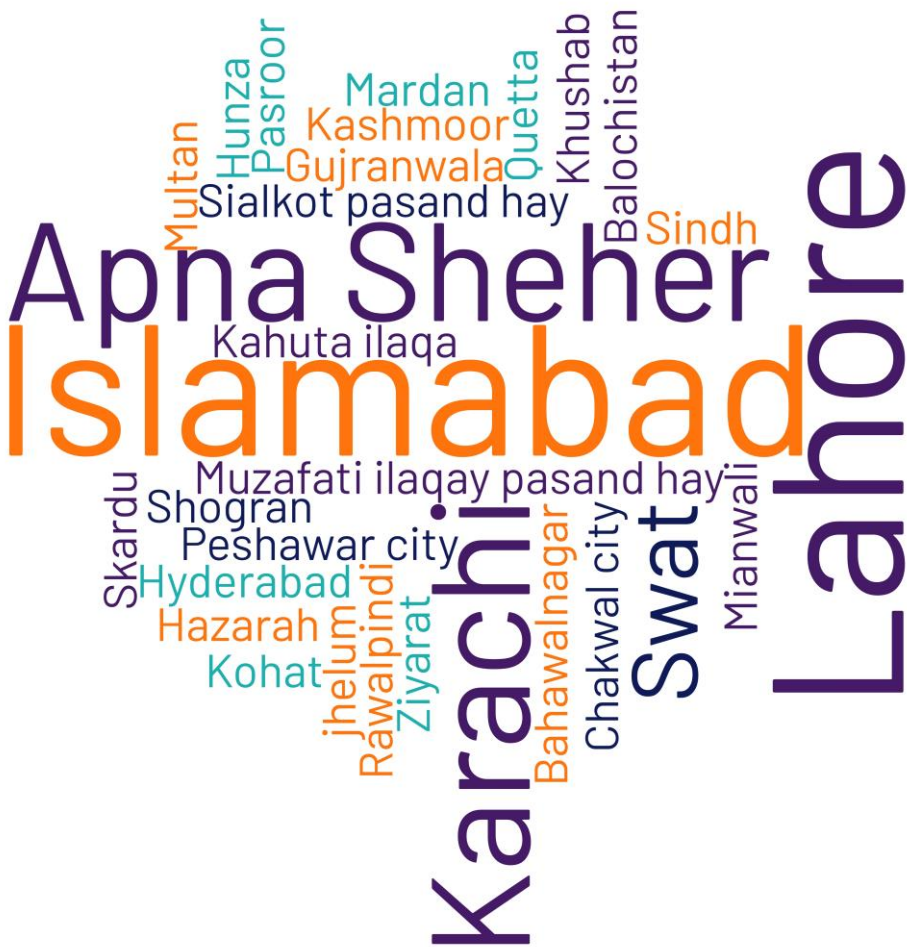
*** Tafreehi Makamat** (Recreational Places)



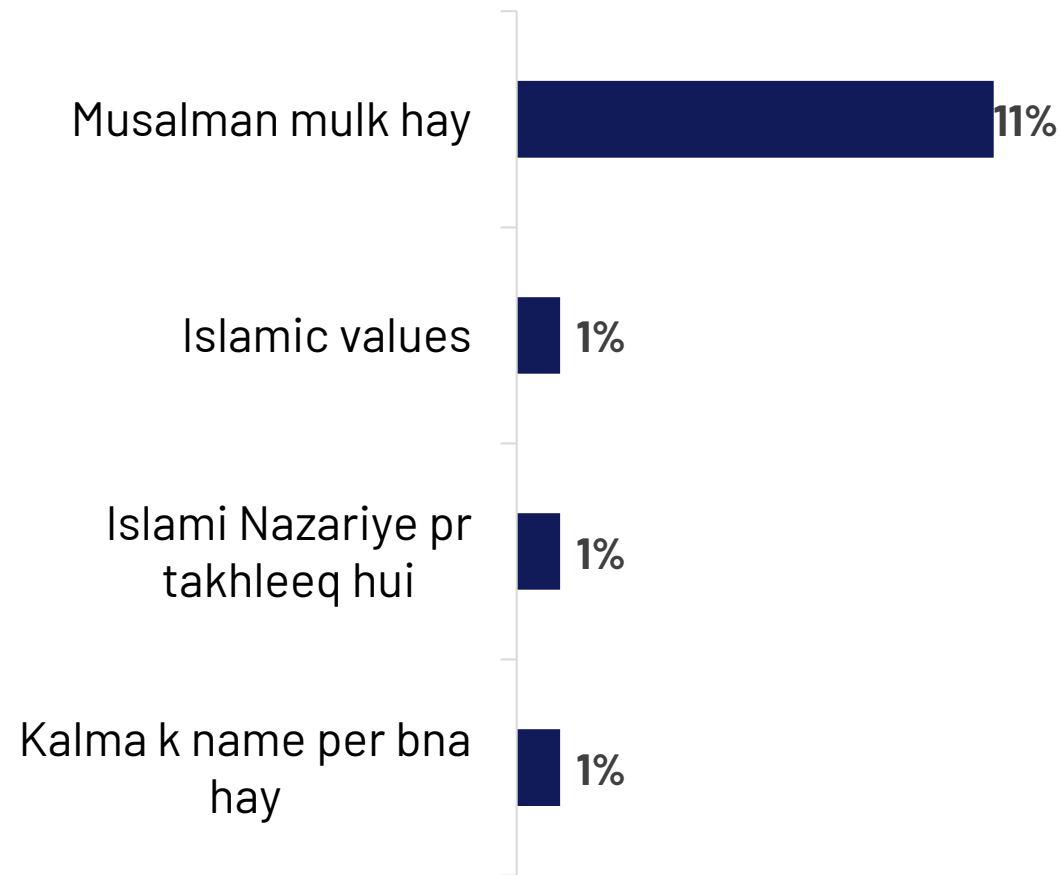
Geography (19%)



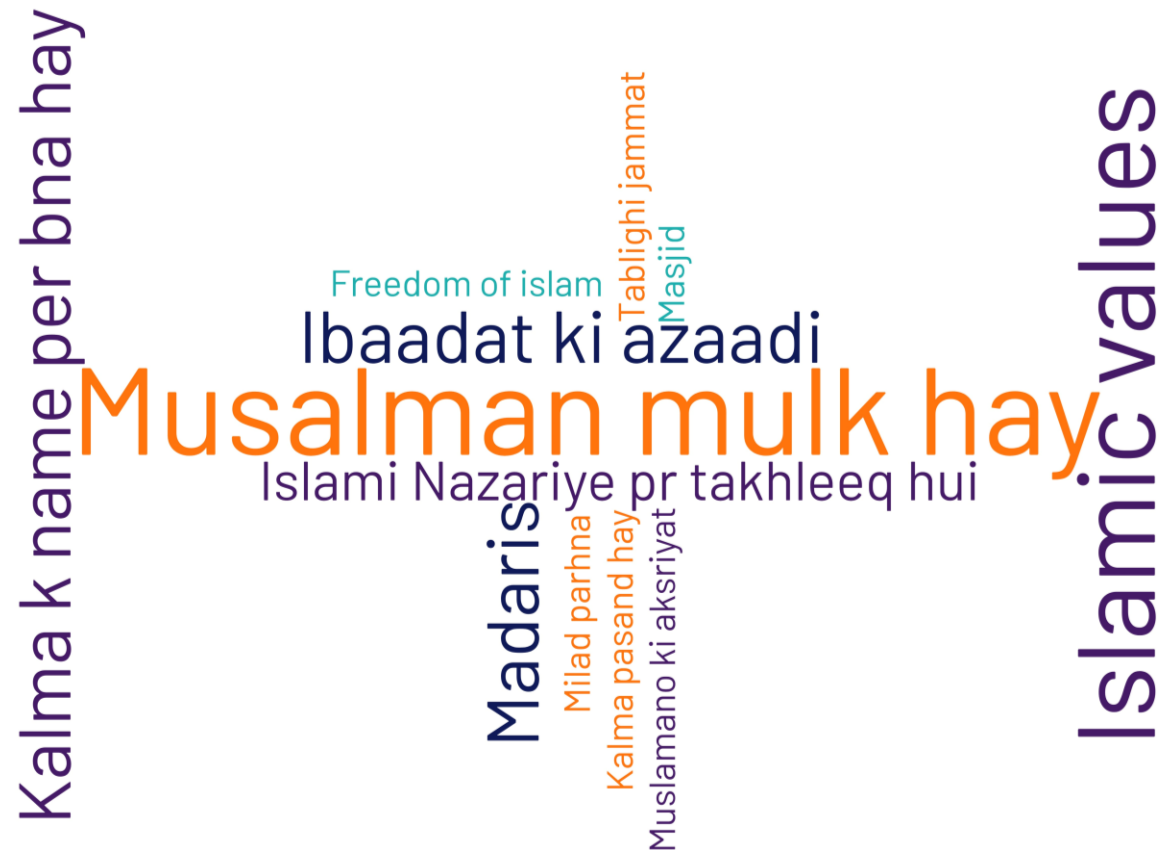
* **Apna Sheher** (Own City)



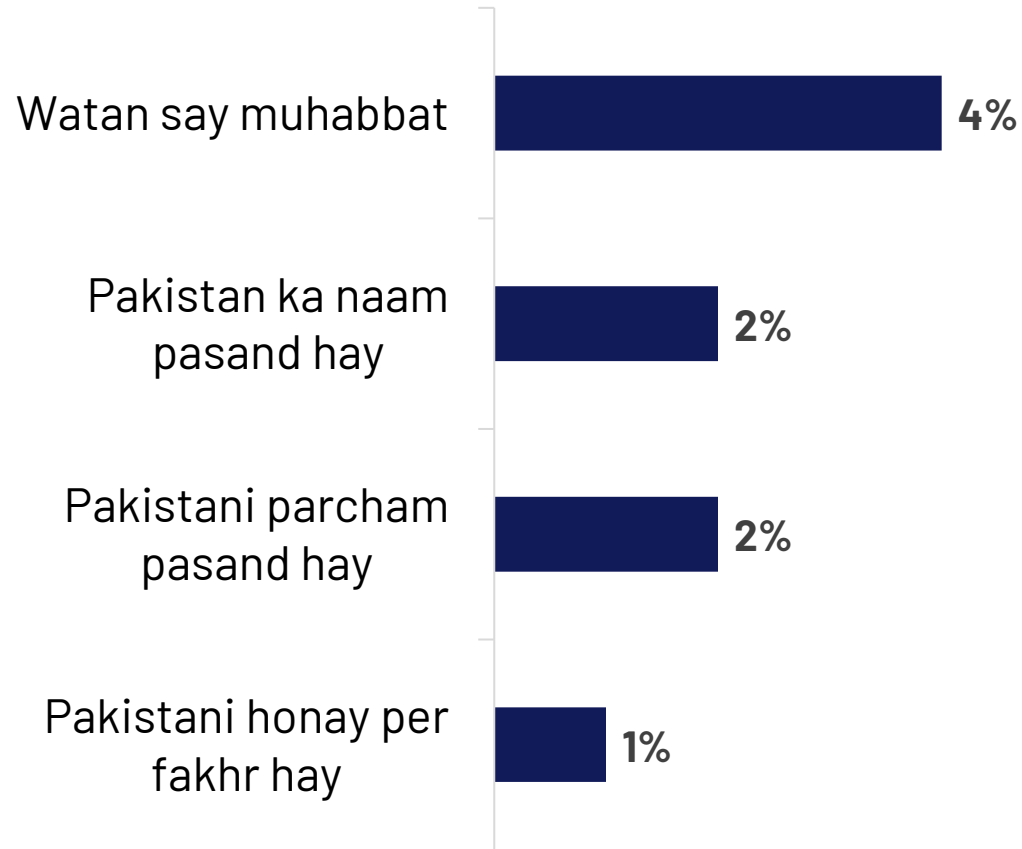
Islamic Identity (16%)



* **Musalman mulk hay** (Muslim Country)
Islami Nazariye pr Takhleeq hui (Founded on Islamic Ideology)
Kalma k name per bna hay (Made in the name of Kalima)



General Patriotism (10%)

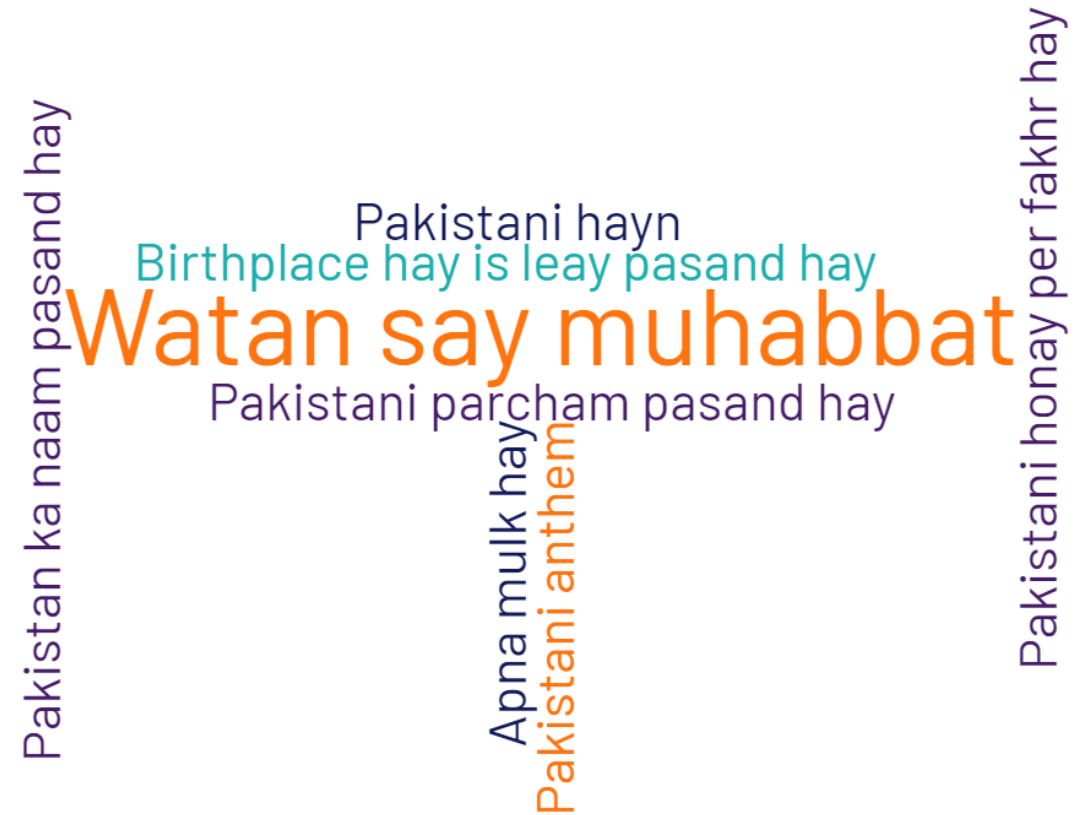


***Watan say muhabat** (Love for Country)

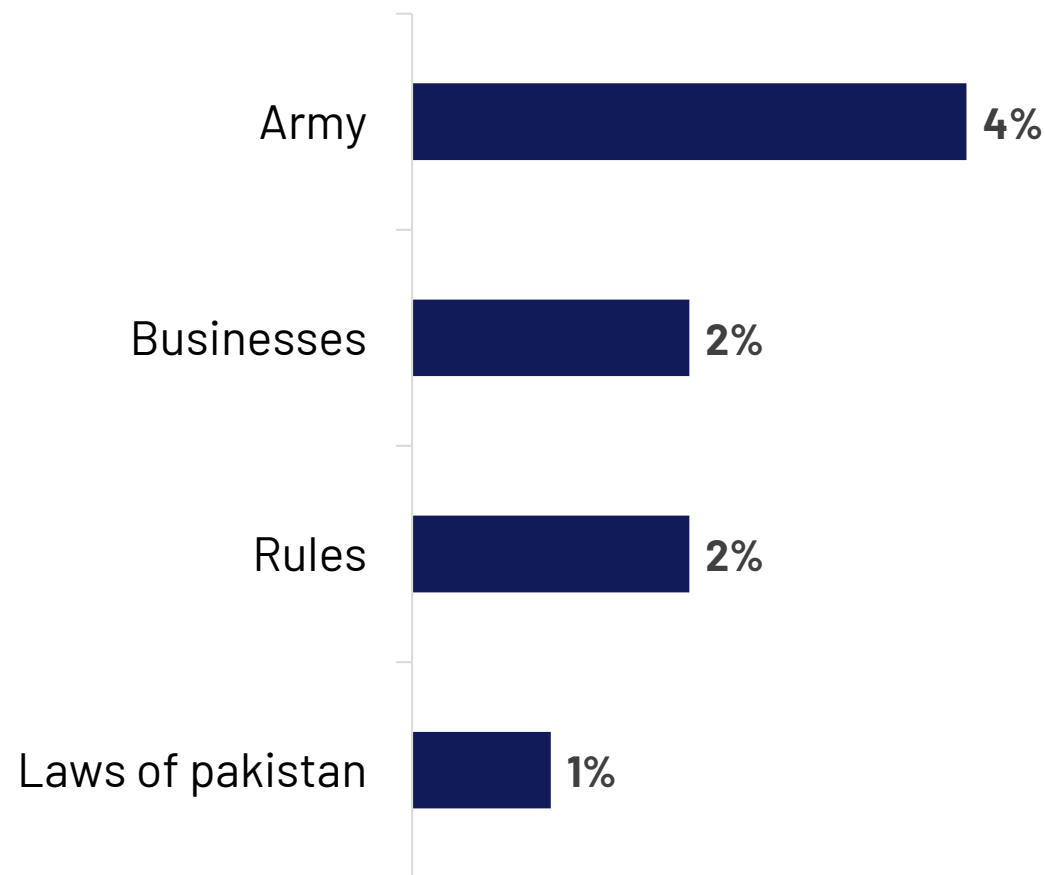
Pakistan ka naam pasand hay (Like the name of Pakistan)

Pakistani parcham pasand hay (Like Pakistani Flag)

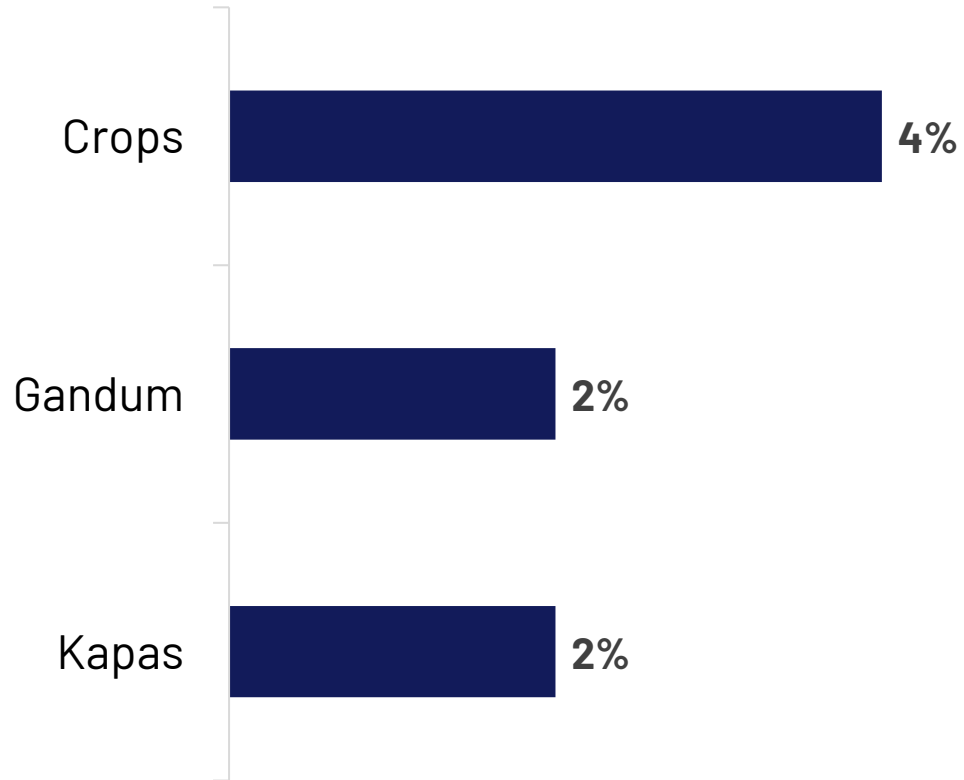
Pakistani honay pr Fakhar hai (Proud to be a Pakistani)



Institutions and Organizations (7%)



Crops and Agriculture (7%)



***Gandum** (Wheat)

Kapas (Cotton)

Kapas
Gandum
Crops
Pakistan ki mitti boht zarkhaiz hay

Freedom (3%)

Azad shanakht
Azadi her lehaz say
Azad qoum honay ka ehsaas

Sports (2%)

Snooker
Cricket
Arshad Nadeem ka gold medal jeetna
Valley ball pasand hay
Football
Boxing
Games

THANK YOU

**For more details and queries please
reach out at :**

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