

WHAT DO PEOPLE LIKE ABOUT PAKISTAN? – AN IPSOS STUDY

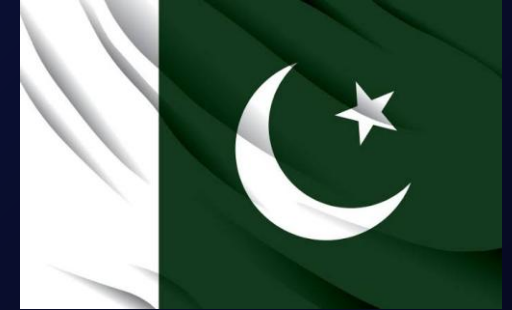
This **Independence Day**, we looked beyond the challenges to understand what Pakistanis value about their country.

August 2026

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.



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When we talk about Pakistan, the conversation is often dominated by its challenges and negative narratives. But when we ask Pakistanis what do they like about their country, a different picture emerges. Our social values stand out as the strongest source of positive association, with hospitality, good character, helpfulness, hard work and courage defining how Pakistanis see their fellow citizens, a view that is especially shaped among Gen Z through digital connectivity, social media expression and a strong sense of identity and aspiration.

Pakistan is valued through the people around us, the traditions we share, the food we enjoy and the places that form part of our experiences. **These everyday connections offer a more nuanced picture of Pakistan – one that extends beyond its challenges and reflects the sources of pride that continue to resonate with its people.**

As Pakistan celebrates its Independence Day, these findings offer a timely reminder of the many things that continue to connect Pakistanis to their country; its people, its culture, its places and its shared identity.

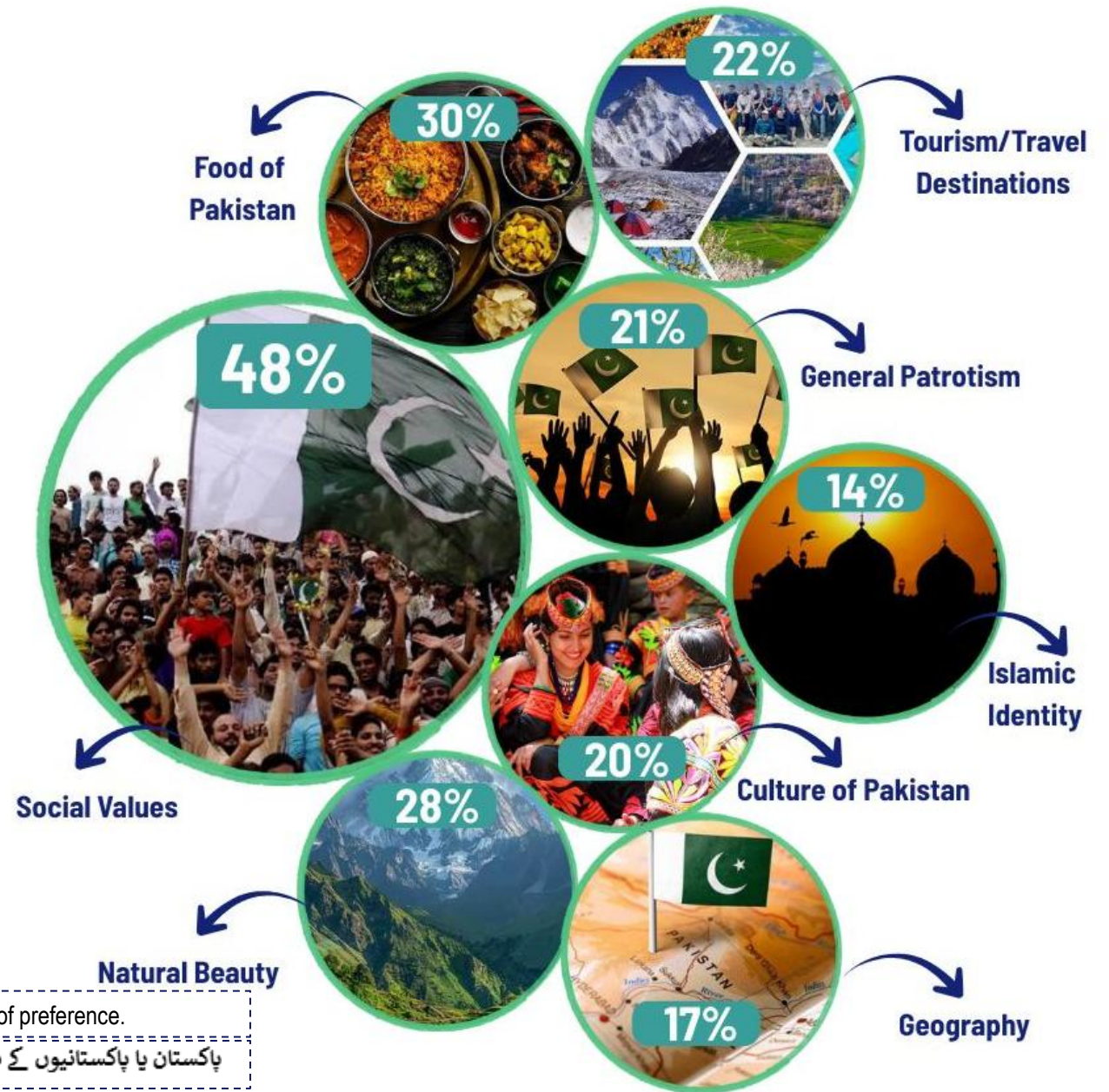
Happy Independence Day! Pakistan Zindabad!

BEYOND THE CHALLENGES, A DIFFERENT PICTURE EMERGES:

What people value paints a different picture.

From **people and hospitality to food, landscapes, traditions and places**, Pakistan's positive identity is shaped by what people experience and connect with in everyday life.

Since the last wave in 2024, **General Patriotism** among Pakistanis has significantly increased by **11%**.



Q: What do you like most about Pakistan or Pakistanis? Please mention up to three things, in order of preference.

پاکستان یا پاکستانیوں کے بارے میں آپ کو سب سے زیادہ کیا پسند ہے؟ براہ کرم اپنی پسند کی زیادہ سے زیادہ تین چیزیں ترتیب وار بتائیں۔

Base: Respondents who mentioned something they like about Pakistan

Social Values (48%) *The people and qualities that define Pakistanis*

Nearly **5 in 10** of Pakistanis who expressed a positive association with the country cited its people highlighting hospitality, good character, helpfulness, hard work and courage.

Top Mentions



- *Mehman Nawaz (Hospitable)
- *Acha Ikhlq Hai (Good Behaviour)
- *Bhai Chara (Brotherhood)
- *Pakistan Ka Talent (Pakistani Talent)

Other Mentions



Food of Pakistan (30%)

3 in 10 respondents cite Pakistani food among the things they like most about Pakistan, placing food among the country's leading positive associations

Top Mentions



*Chai (Tea)

*Kheer (Rice Pudding)

*Makkai ki Roti (Cornmeal Flatbread)

Other Mentions

Methai Fish Lassi
Chicken Karhai
Paye Balochi Sajji
Mutton Karahi
Halwa

Base: Respondents who mentioned something they like about Pakistan

Natural Beauty (28%)

Mountains, valleys, and weather feature prominently among the country's positive associations, with 28% citing natural beauty.

Top Mentions



- ***Mosam** (Weather)
- ***Pahar** (Mountains)
- ***Wadiyan** (Valleys)

Other Mentions

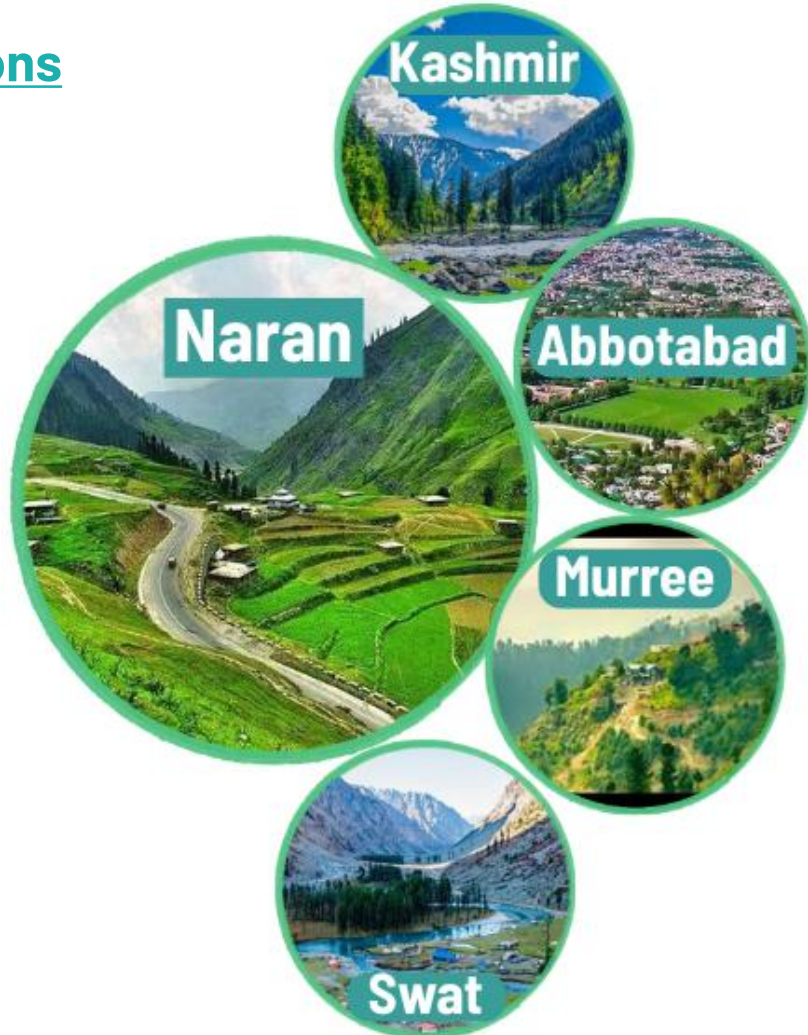
Baarish
Plants ' Bagh
Tazi Aur
Thandi Air
Natural Beauty
Trees Samandar Karakoram
Desert

Base: Respondents who mentioned something they like about Pakistan

Tourism and Travel Destinations (22%)

More than **1 in 5** Pakistanis express a positive association with the country cited its travel destinations, highlighting places such as Naran, Swat, Kashmir & many more.

Top Mentions



Other Mentions

Northern Area
Skardu Shai Qila
Hunza Valley
Manshera **Peshawar** Naltar Valley
Nathiya Gali **Saif-Ul-Malook**
Kalam Valley
Nanga Parbat Ratti Gali Lake
Chitral

Base: Respondents who mentioned something they like about Pakistan

General Patriotism (21%)

2 in 10 Pakistanis express a positive association with the country through patriotism, citing its flag, name, national anthem and a general sense of national pride.

Top Mentions



***Acha Mulk Hai** (Pakistan is a good country)

Base: Respondents who mentioned something they like about Pakistan

Other Mentions

Qoumi Mulk Hai
Apna Mulk Hai
Hamari Pahchan
Pakistan Ki
Taraqqi Pakistan
Zindaabad
Apna Mulk Per
Fakhar Hai **Our Power**

Culture of Pakistan (20%)

1 in 5 Pakistanis express a positive association with the country through its culture, highlighting language, family values, dress and diversity.

Top Mentions



Other Mentions

Lafzon Ki Mithas
Shadion Ki
Ronqay
Songs truck art

Base: Respondents who mentioned something they like about Pakistan

Geography (17%)

Around **1 in 6** Pakistanis cited geographical locations, with **Islamabad, Lahore and Karachi** among the most frequently mentioned.

Top Mentions



Other Mentions

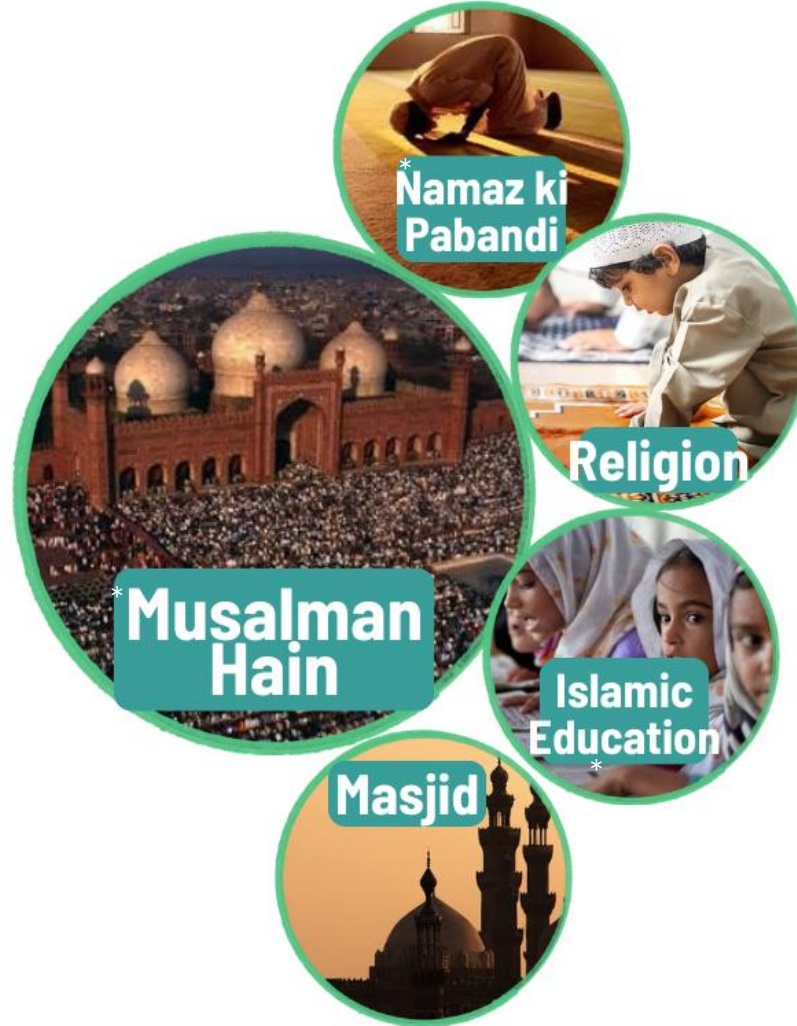


Base: Respondents who mentioned something they like about Pakistan

Islamic Identity (14%)

Around **1 in 7** Pakistanis express a positive association with the country through its Islamic identity, highlighting their faith and religious traditions.

Top Mentions



***Muslman Hain** (We are Muslims)

***Masjid** (Mosque)

***Namaz Ki Pabandi** (Observant)

Other Mentions

Yah Mulk
Kalma Ki Bunyad Per Bana
Milad Manana
Ibadat Kar
Saktay Hain Azadi Se
Azan
Tableeghi
Jamat
Deeni
Madaris

Base: Respondents who mentioned something they like about Pakistan

More details & queries:
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