



Special Press Release
End of Year Survey 2016
Happiness, Hope and Economic Optimism in Pakistan

Close of year 2016: 3 out of 4 Pakistanis say they are happy with their life, 1 in 2 are pessimistic about the upcoming year, yet economic optimism is high, Pakistan among top ten economically optimist nations of the world. (GRF Poll)

Islamabad, Zurich, December 30, 2016

According to a Gallup International Survey conducted by its Pakistani affiliate, Gallup Pakistan, at the start of the year 2017, 3 out of 4 Pakistanis are happy with their personal lives currently, but 1 in 2 are pessimistic about the future. Furthermore in terms of global comparison, Pakistan ranks 12th in terms of happiness in this 66 countries research, 24th in terms of general hope for next year and 10th in terms of economic optimism.

These interesting findings have emerged out of a 66 country research covering more than 85% of world population conducted by Gallup International (founded by the world renowned scholar and pollster Dr. George Gallup in 1947). The study comprised internationally of 66,541 respondents covering different ethnicities, regions, religions, age and gender. The complete report on Pakistan can be viewed on <http://gallup.com.pk/happiness-hope-and-economic-optimism-annual-report-in-pakistan/> and the international results on http://www.wingia.com/en/services/end_of_year_survey_2016/10/. This study has been conducted every year in Pakistan and globally for the past 40 years and is unique in terms of sample size, coverage and longitudinal analysis.

Happiness in Pakistan: Pakistan although ahead of the global average ranks 12th globally, Bangladesh and China ahead of Pakistan

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?” In response to this question, 77% Pakistanis said they are happy, 16% said they are neutral (neither happy nor unhappy), 6% said they are unhappy and 1% did not know or did not wish to respond.

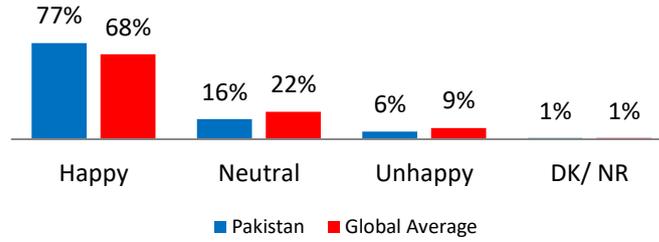
Global result: Globally, 68% said they are happy, 22% said they are neutral and 9% said they are unhappy. 1% did not know or did not wish to respond. The study computed net happiness (Happy % - Unhappy %) for the globe as 59%.

Comparing Pakistan’s figure with the global average figure, Pakistan ranks higher on the happiness index with net happiness of 71% compared to global net happiness of 59%, a significant 12% above the global average.

Regional Results: In China, 81% said they are happy, 17% said they are neutral and 2% said they are unhappy. The study computed net happiness for China as 79%. In Bangladesh, 80% said they are happy, 14% said they are neutral and 6% said they are unhappy. The study computed net happiness for Bangladesh as 74%.



Question: “In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?”



Source: End of Year Survey 2016
 Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
 (www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Economic Optimism in Pakistan: Pakistan ranks 10th globally, Bangladesh and India ahead of Pakistan

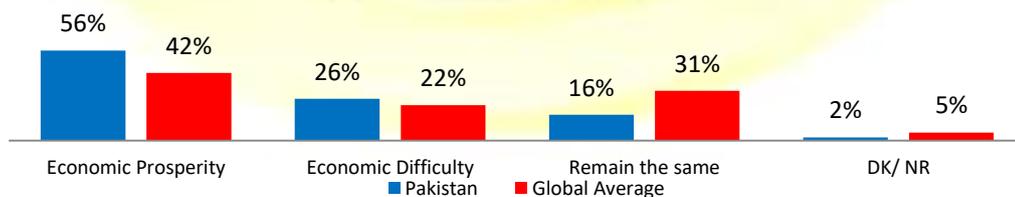
Respondents were further asked the following question, “Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?” In response to this question, 56% said 2017 will be a year of economic prosperity for Pakistan, 26% said economic difficulty while 16% said remain the same. 2% did not know or did not wish to respond.

Global result: Globally, 42% said 2017 will be a year of economic prosperity, 22% said economic difficulty while 31% said remain the same. 5% did not know or did not wish to respond. The study computed net economic optimism (Economic Prosperity % - Economic Difficulty %) for the globe as 20%.

Comparing Pakistan’s figure with the global average figure, Pakistan ranks higher on the economic optimism index with net economic optimism of 30% compared to global net economic optimism of 20%, a significant 10% above the global average.

Regional Results: In Bangladesh, 81% said 2017 will be a year of economic prosperity, 14% said economic difficulty while 5% said remain the same. The study computed net economic optimism for Bangladesh as 67%. In India, 69% said 2017 will be a year of economic prosperity, 15% said economic difficulty while 10% said remain the same. 6% did not know or did not wish to respond. The study computed net economic optimism for India as 54%.

Question: “Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?”



Source: End of Year Survey 2016
 For Pakistan field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
 (www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



General Hope in Pakistan: Pakistan ranks 24th globally, Bangladesh and India ahead of Pakistan

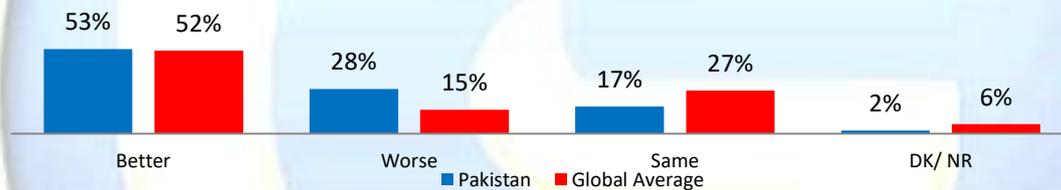
Respondents were then asked the following question, “As far as you are concerned, do you think that 2017 will be better, worse or the same as 2016?” In response to this question, 53% said that 2017 will be better than 2016, 28% said worse, 17% said same and 2% did not know or did not wish to respond.

Global result: Globally, 52% said that 2017 will be better than 2016, 15% said worse, 27% said same and 6% did not know or did not wish to respond. The study computed net hope (Better % - Worse %) for the globe as 37%.

Comparing Pakistan’s figure with the global average figure, Pakistan ranks lower on the hope index with net hope of 25% compared to global net hope of 37%, a significant 12% below the global average.

Regional Results: In Bangladesh, 86% said that 2017 will be better than 2016, 10% said worse, 3% said same and 1% did not know or did not wish to respond. The study computed net hope for Bangladesh as 76%. In India, 64% said that 2017 will be better than 2016, 9% said worse, 18% said same and 9% did not know or did not wish to respond. The study computed net hope for India as 55%.

Question: “As far as you are concerned, do you think that 2017 will be better, worse or the same as 2016?”



Source: End of Year Survey 2016
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2000 men and women in rural and urban areas of all four provinces of the country, during October 24 – November 20, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

The global study of which Pakistan was a part comprised a sample of 66541 men and women in 66 countries across the globe, covering more than 85 % of world population.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Friday, December 30, 2016
(4 Pages, English version Only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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,

Ms. Fatima Idrees
Phone: +92-51-2655630
E-mail: fatima.idrees@gilanifoundation.com

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 Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)