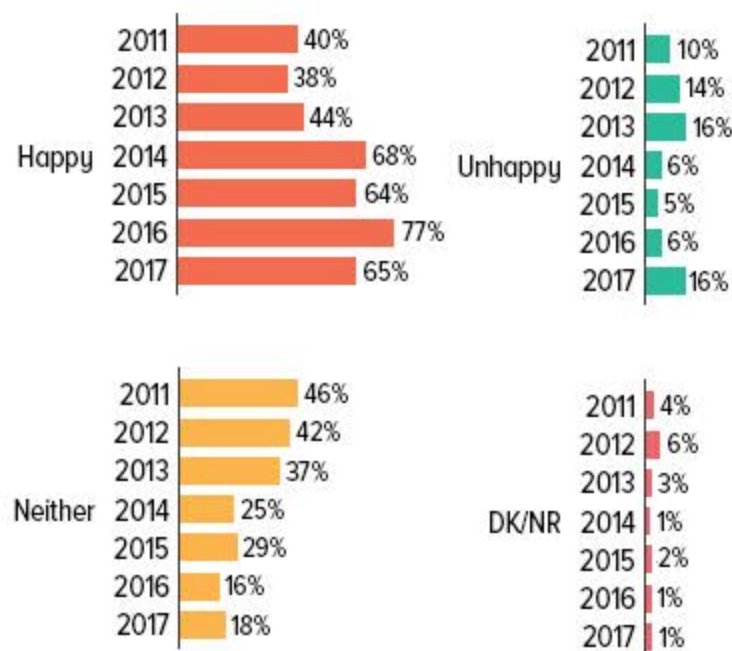


**AS COMPARED TO 6 YEARS AGO, 19% RISE IN NET HAPPINESS OF PAKISTANIS; HOWEVER
12% DECLINE SINCE 2016 IN THE PROPORTION OF PAKISTANIS WHO SAY
THEY ARE HAPPY.**

So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life?





Public Opinion in Pakistan in the Year 2011

SOCIAL Happiness

As compared to 6 years ago, 19 % rise in net happiness of Pakistanis; however 12 % decline since 2016 in the proportion of Pakistanis who say they are happy.
GALLUP & GILANI PAKISTAN

Islamabad, March 01, 2018

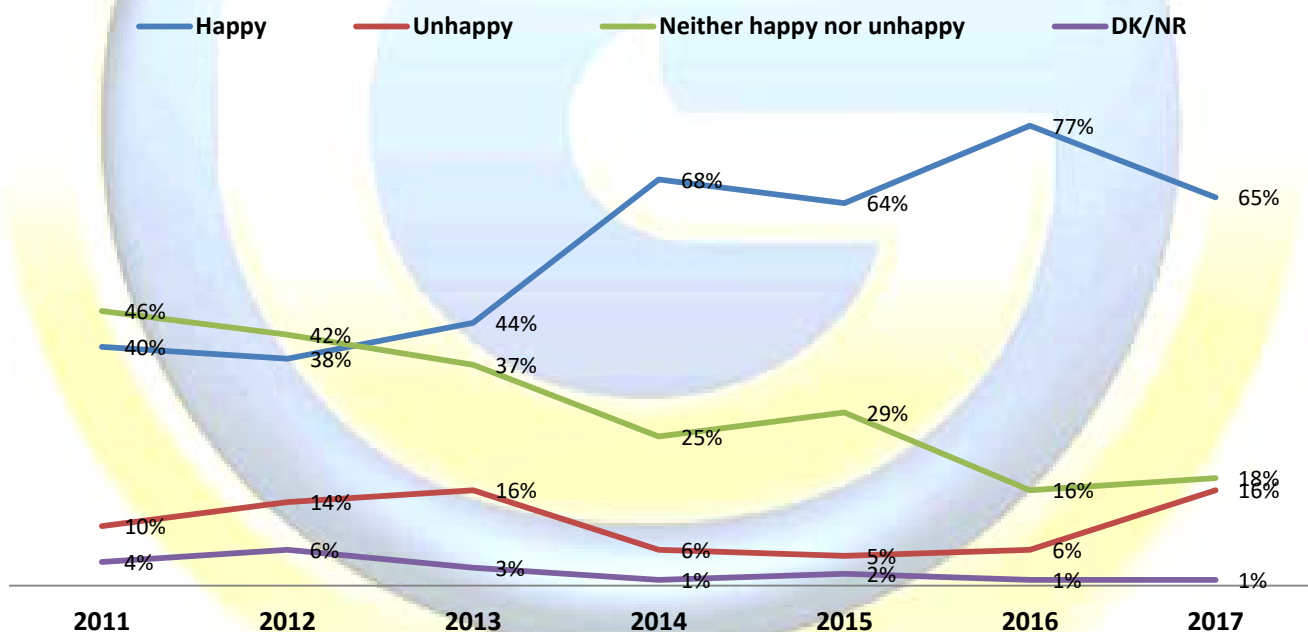
According to a Gallup & Gilani Pakistan National Survey conducted in the year 2011 (6 years ago) respondents in Pakistan were asked, "So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life?" In response, 40% said they were happy, 10% said unhappy, 46% said neither happy nor unhappy and 4% did not know or wish to respond.

Comparative Picture: The question was asked again in 2017 to enable a concrete comparison. In 2017, 65% said they were happy, 16% said unhappy, 18% said neither happy nor unhappy and 1% did not know or wish to respond.

The findings are available since 2011 periodically and the graph below shows how the public opinion has fluctuated over the years.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life?"



Net Happiness (Happy - Unhappy)	2011	2012	2013	2014	2015	2016	2017
	30	24	28	62	59	71	49

Source: Gallup & Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.'

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Thursday, March 01, 2018

(3 Pages including this)

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,

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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

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



of Gallup Pakistan
(1980-2018)