



Special Press Release WIN World Survey 2018 Happiness in Pakistan

Close of year 2018: Nearly 8 in 10 Pakistanis say that they are happy with their lives.

Islamabad, February 20, 2019

According to a Gallup Pakistan survey, conducted as part of the Worldwide Independent Network of Market Research (WIN) International Global Survey involving more than 30,000 adults across nearly every continent, at the start of the year 2019, nearly 8 in 10 Pakistanis say that they are happy with their lives.

This interesting finding has emerged out of a 40 country research. The study comprised internationally of 30,890 respondents covering different ethnicities, regions, religions, age and both genders. The complete report on the international results can be viewed on <http://www.winmr.com/win-launches-its-first-win-world-survey-wws/>.

Happiness in Pakistan: Pakistan is ahead of the global average, ranking higher than China, but lower than India

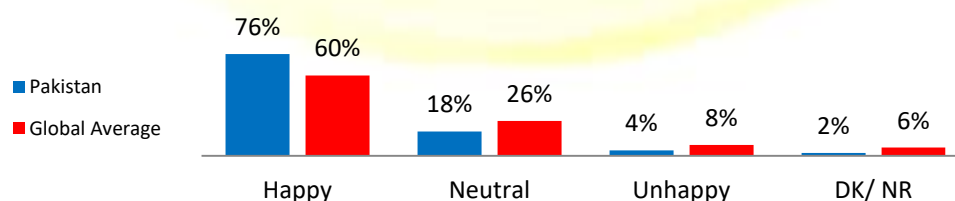
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?” In response to this question, 76% Pakistanis said they are happy, 18% said they are neutral (neither happy nor unhappy), 4% said they are unhappy and 2% did not know or did not wish to respond.

Global result: Globally, 60% said they are happy, 26% said they are neutral and 8% said they are unhappy. 6% did not know or did not wish to respond. The study computed net happiness (Happy % - Unhappy %) for the globe as 52%.

Comparing Pakistan’s figure with the global average figure, Pakistan ranks higher on the happiness index with net happiness of 72% compared to global net happiness of 52%, a significant 20 percentage-points above the global average.

Regional Results: China’s net happiness score is 50%, while India’s net happiness score has been computed by the study as 72%. In this regard, Pakistan ties with India and performs better than China in terms of net happiness in 2018.

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 2018
Field work conducted by Gallup Pakistan for a 40 country survey by WIN International
(<http://www.winmr.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 1000 men and women in rural and urban areas of all four provinces of the country, during October 20 – October 26, 2018. 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 30,890 men and women in 40 countries across the globe, covering all continents of the world.





Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Wednesday, February 20, 2019

(3 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,

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of Gallup Pakistan
(1980-2019)