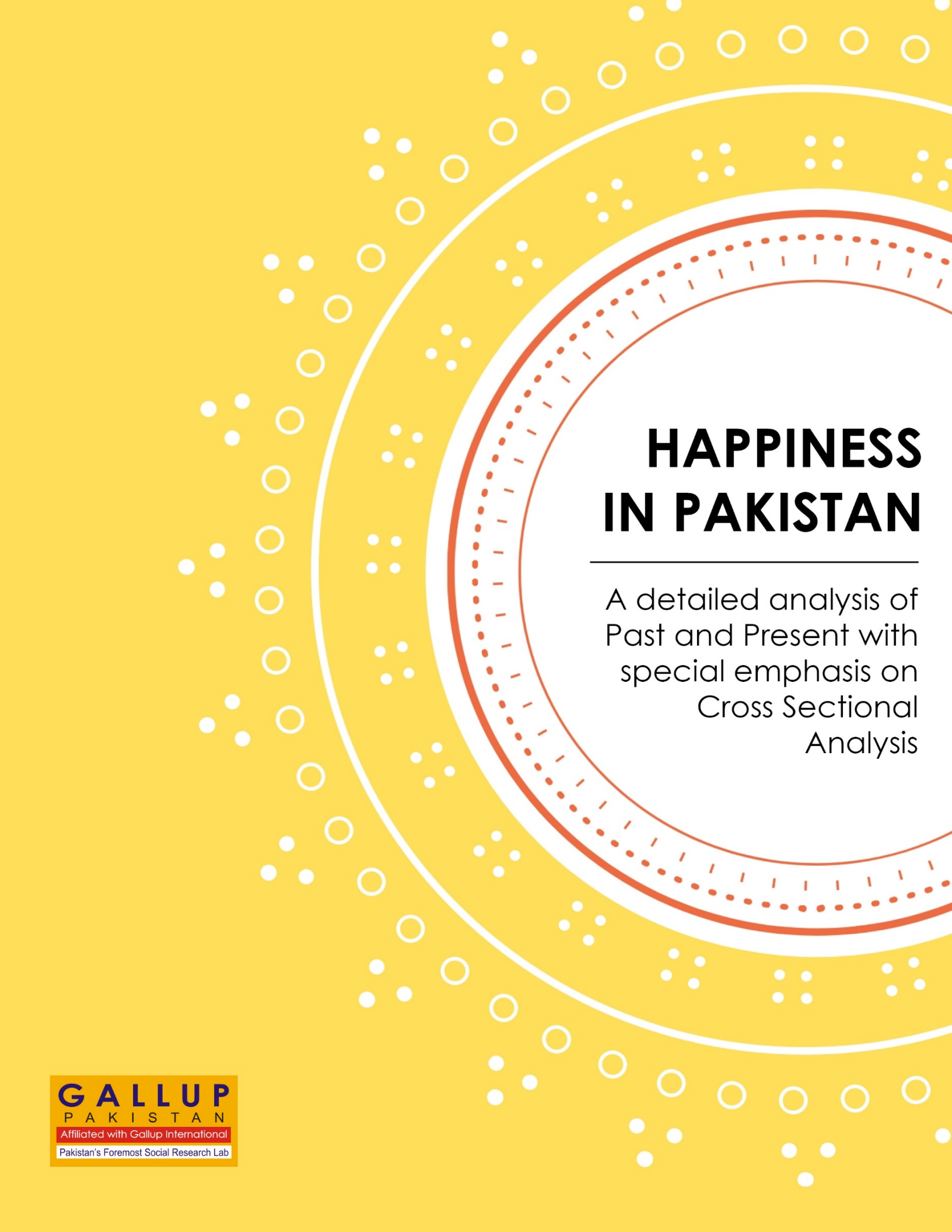


The background is a vibrant yellow. It features a large, stylized sun or smiley face graphic on the right side, composed of concentric white and red circles. Scattered across the entire yellow background are numerous small white circles and dots of varying sizes, creating a starry or confetti-like effect.

HAPPINESS IN PAKISTAN

A detailed analysis of
Past and Present with
special emphasis on
Cross Sectional
Analysis

GALLUP
P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

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Introduction

Across the globe in today's age, it is widely acknowledged that the notion of subjective well-being is multifaceted and covers all aspects of human life such as social, demographic, economic, cultural and environmental factors. Happiness is a concept that cannot be measured in isolation by income or material wellbeing and requires an understanding of more complex nuances¹.

Finland is currently reported to be the happiest country in the world. This high level of happiness is attributed to the Finns' harmony with nature, trust in their government, payment of high taxes to ensure an effective social security net, the general freedom within their society and care for all citizens. Finland also scores the highest in the list of countries in generosity.

Denmark is the second happiest country in the world. A majority of people belonging to Denmark claim that this happiness is owed to their ideal work-life balance and their short working hours and week.

Countries that follow right after in terms of happiness include Norway, Iceland, Netherlands, Switzerland, Sweden and the factors that are found common amongst all these countries are effective social support systems, freedom to make life choices and good healthcare.

The happiness in these countries is attributed to factors such as the wealth of the nation, minimal gender gaps, satisfaction amongst the youth of the country, best health indicators, ability to take breaks from work.

Based on the variables of GDP per capita, social support, life expectancy, freedom to make life choices, generosity and corruption levels, Pakistan ranks at the 67th position out of the 156 countries surveyed².

Females within Pakistan are found to be relatively happier than males while good health is associated with higher level of happiness. The increase in happiness levels in Pakistan can, for these reasons, be attributed to better healthcare facilities and to high levels of religiosity prevalent amongst Pakistanis. Satisfaction with financial situation, saving and trust are also positively related with happiness³.

¹ McGillivray, M. (2007). Human Well-being: Issues, Concepts and Measures. Basingstoke, UK: Palgrave MacMillan.

² Helliwell, John F., Richard Layard, and Jeffrey D. Sachs. "World Happiness Report 2019. New York: Sustainable Development Solutions Network." (2019).

³ Jabeen, Farkhanda, and Faiza Azhar Khan. "An Empirical Analysis of Individual's Happiness in Pakistan." *Putaj Humanities & Social Sciences* 23.2 (2016).

This report further explores the determinants of happiness in Pakistan according to public opinion.

In this report, we gauge happiness with respect to measures of:

- happiness in general
- happiness with life
- happiness with work
- happiness with interpersonal relations
- happiness with health
- happiness with the law and order situation in Pakistan

**Section 1:
Pakistan Results 2019**

- Cross-sectional Analysis

**Section 2:
Pakistan and the
Historic Trend**

- Trend Analysis in terms of time

**Section 3:
Pakistan and the
World**

- Cross Country Comparison

Although this report attempts to present a holistic picture of happiness amongst the people of Pakistan, we acknowledge the limitations that restrict the depth and breadth of this report and the aspects it explores.

Executive Summary

Happiness in General:

Over 3 In 4 Pakistanis (75%) say they are mostly happy; women and richer people generally more happy

Happiness with life:

Nearly 4 in 5 (75%) Pakistanis claim that they are happy with their lives, only 1 in 10 (9%) claim to be unhappy with their life

Happiness with work:

Over 7 in 10 (74%) Pakistanis say they are happy with their job; only 1 in 10 (11%) claim to be unhappy with their job

2 in 3 (66%) Pakistanis say they are happy with their income, nearly 1 in 5 (17%) report unhappiness with their remuneration

Happiness with relationships:

In 2012, over 3 in 5 (61%) Pakistanis claimed that they were happy about their relationship with others in their life

Happiness with health:

In 2012, nearly 6 in 10 (59%) Pakistanis stated associating happiness with their health

Happiness with law and order in Pakistan:

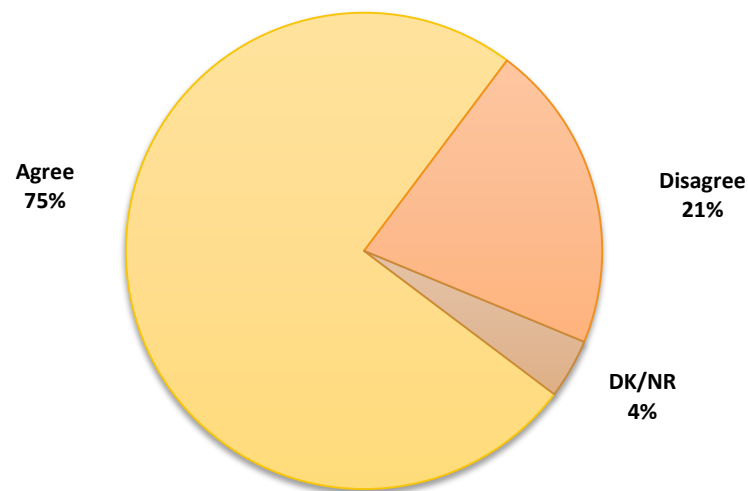
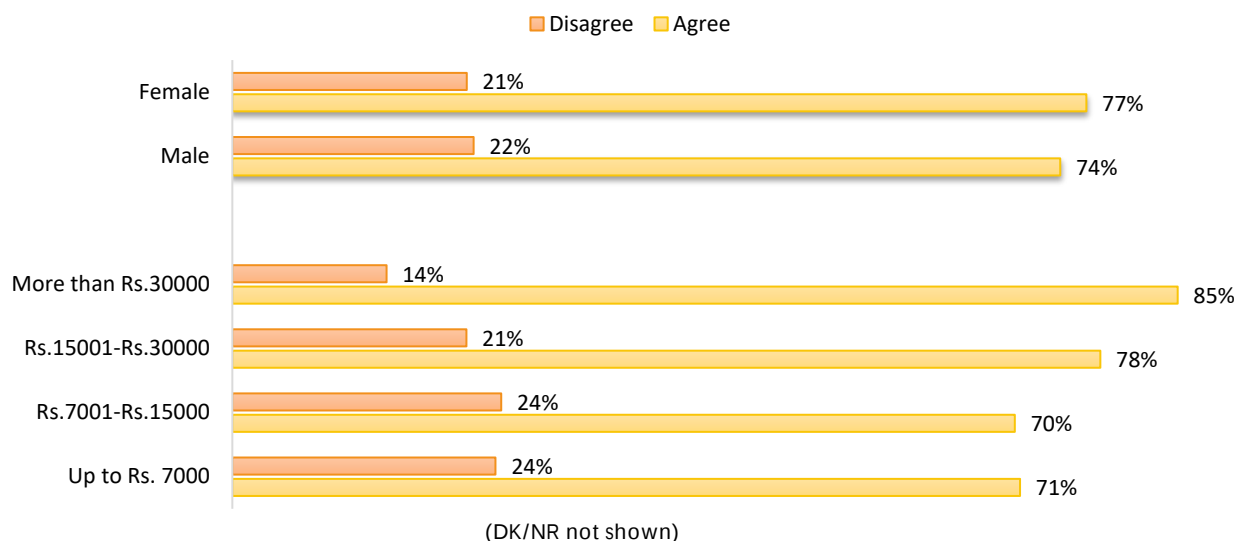
In 2012, 1 in 2 Pakistanis expressed unhappiness over the law and order situation prevailing in the country

Section 1: Pakistan Results 2019

A decorative graphic on the right side of the page. It features a large, stylized sun or moon shape in the upper right, composed of concentric white and orange circles. The background is a solid yellow color, and the entire page is decorated with numerous small white dots and circles of varying sizes, some arranged in clusters and others scattered.

Item 1.1 Happiness amongst people

Question: “Do you agree with the following statement: ‘I am mostly a happy person?’”

**Breakdown by Gender and Income**

Over 3 In 4 Pakistanis (75%) say they are mostly happy; women and richer people generally more happy

Urban/Rural Divide: Minimal differences between happiness in urban and rural residents

Amongst rural respondents, 74% said they are mostly happy people while a much lower 22% disagreed. Only 4% said they did not know or did not wish to respond. When the same question was asked from respondents living in the urban area, 78% said they are usually happy while 20% disagreed. Only 2% said they did not know or did not wish to respond.

Income Breakdown: People earning over Rs. 30,000 claim to be happier than those earning less

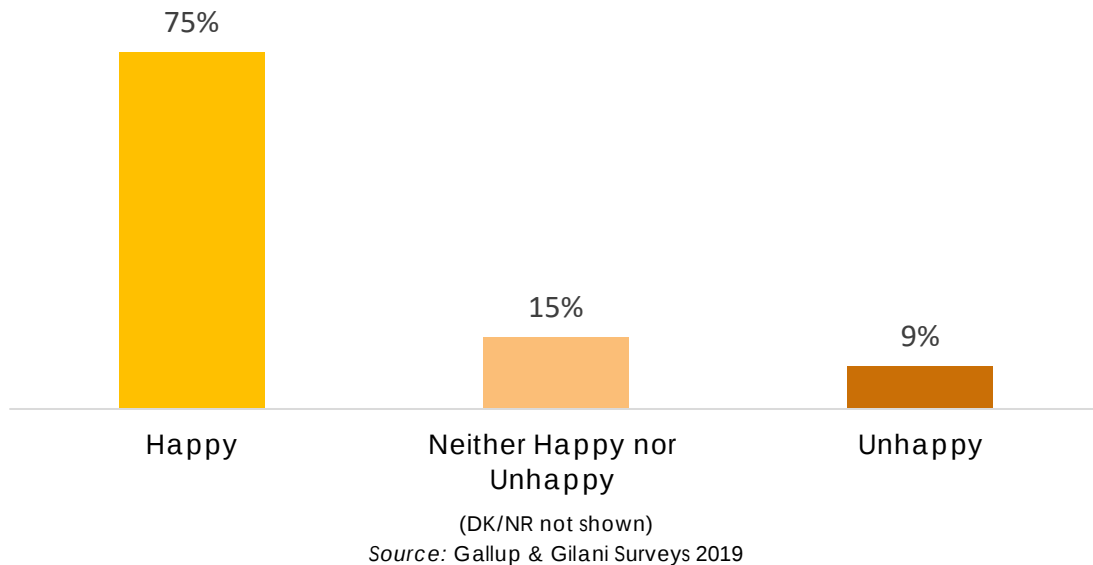
Out of the total respondents that earn over Rs. 30,000, 85% claimed that they were mostly happy people whereas 78% of respondents earning between Rs. 15,000 and Rs. 30,000 agreed. 70% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy people while 71% of the people earning up to Rs. 7000 claim to be happy.

Gender Breakdown: Females report a slightly higher level of happiness than males

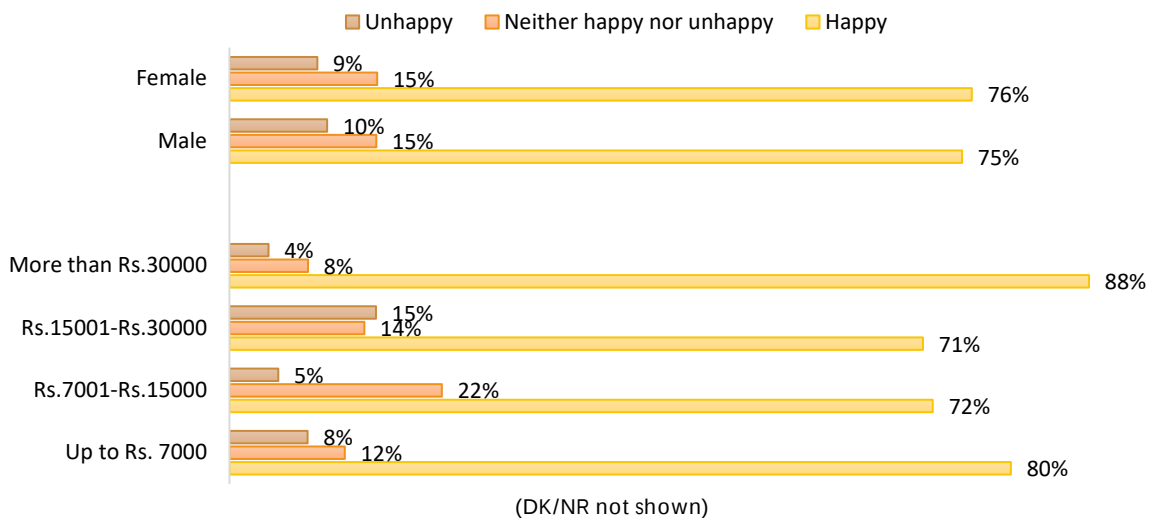
Out of the total respondents, 74% of the males asked claimed that they are mostly happy people while out of the total female respondents, a relatively higher 77% claim that they are happy people.

Item 1.2 Happiness about life

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



Breakdown by Gender and Income



Nearly 4 in 5 (75%) Pakistanis claim that they are happy with their lives, only 1 in 10 (9%) claim to be unhappy with their life

Urban/Rural Divide: Urban residents express relatively higher levels of happiness with life as compared to rural residents

Amongst rural respondents, 67% said they are happy with their life. When the same question was asked from respondents living in the urban area, 78% said they are happy with their lives.

Income Breakdown: People earning over Rs. 30,000 claims to be happier with their lives than those earning less but those with incomes under Rs. 7000 follow close after

Out of the total respondents that earn over Rs. 30,000, 88% claimed that they were happy with their life whereas 71% of respondents earning between Rs. 15,000 and Rs. 30,000 said they were happy. 72% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy people while a higher 80% earning up to Rs. 7000 claim to be happy with their life.

Gender Breakdown: Females report a slightly higher level of happiness than males

Out of the total respondents, 75% of the males asked claimed that they are happy with their lives while out of the total female respondents, 76% claim happiness with life.

Age Breakdown: Happiness with life is higher amongst people under the age of 30

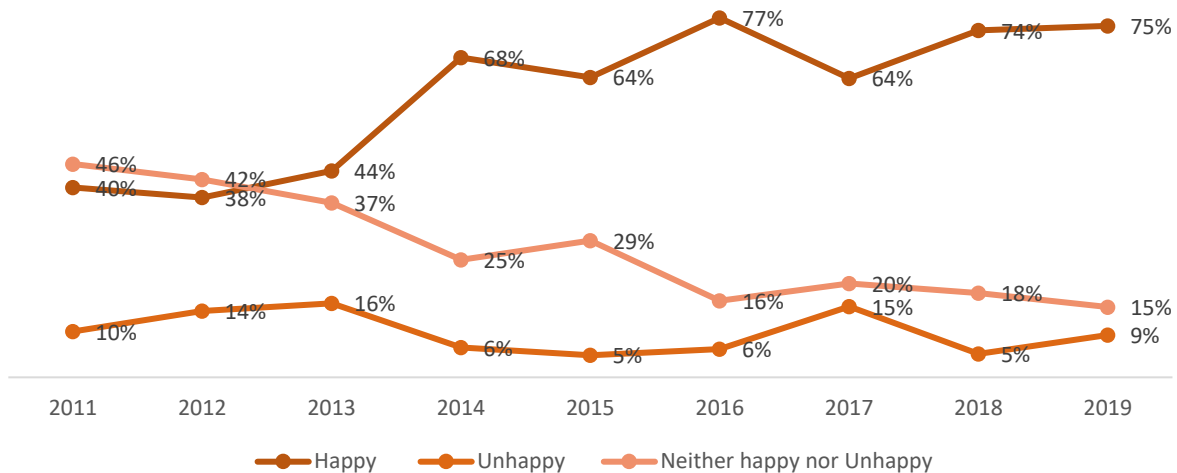
Out of the total respondents, 81% of the people aged under 30 claimed to be happy with their life, 71% from the ones aged between 30 to 50 years said they were happy with life and 72% of respondents aged over 50 claimed to be happy with their lives.

Section 2: Pakistan and the Historic Trend



Item 2.1 Happiness about life over the years

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



(DK/NR not shown)

Source: Gallup & Gilani Surveys 2011-2019

Comparative Data

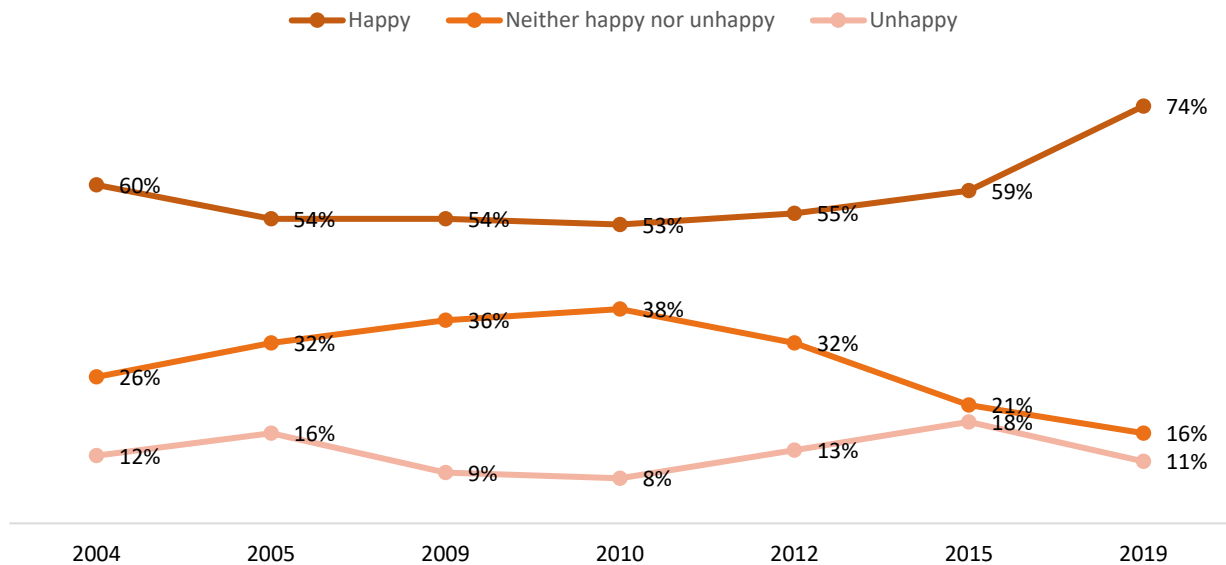
	2011	2012	2013	2014	2015	2016	2017	2018	2019
Happy	40%	38%	44%	68%	64%	77%	64%	74%	75%
Unhappy	10%	14%	16%	6%	5%	6%	15%	5%	9%
Neither Happy nor Unhappy	46%	42%	37%	25%	29%	16%	20%	18%	15%
DK/NR	4%	5%	3%	0%	2%	1%	1%	0%	3%

Source: Gallup & Gilani Surveys 2011-2019

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology.

Item 2.2 Happiness with job

Question: “Are you happy or unhappy with your job?”



(DK/NR not shown)

Source: Gallup & Gilani Survey 2004-2019

Comparative Data

	2004	2005	2009	2010	2012	2015	2019
Happy	60%	54%	54%	53%	55%	59%	74%
Neither happy nor unhappy	26%	32%	36%	38%	32%	21%	16%
Unhappy	12%	16%	9%	8%	13%	18%	11%

(DK/NR not shown)

Source: Gallup & Gilani Surveys 2004-2019

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology.

Over 7 in 10 (74%) Pakistanis say they are happy with their job; only 1 in 10 (11%) claim to be unhappy with their job

In 2019, when employed (full-time and part time) respondents were asked “*Are you happy or unhappy about your job?*”, 74% said they were happy while 11% claimed they were unhappy with their job. 16% claimed to be neutral – neither happy nor unhappy.

Urban/Rural Divide: Urban residents claim to be relatively happier with their jobs than those living in rural areas

Amongst rural respondents, 71% said they are mostly happy with their jobs while a much lower 12% claimed they were unhappy. 17% from rural areas said they were neither happy nor unhappy. Amongst urban respondents, a higher 79% said they happy with their jobs while only 8% said they were unhappy with their job. 13% said they were neither happy nor unhappy.

Income Breakdown: People with higher incomes report being happier with their jobs

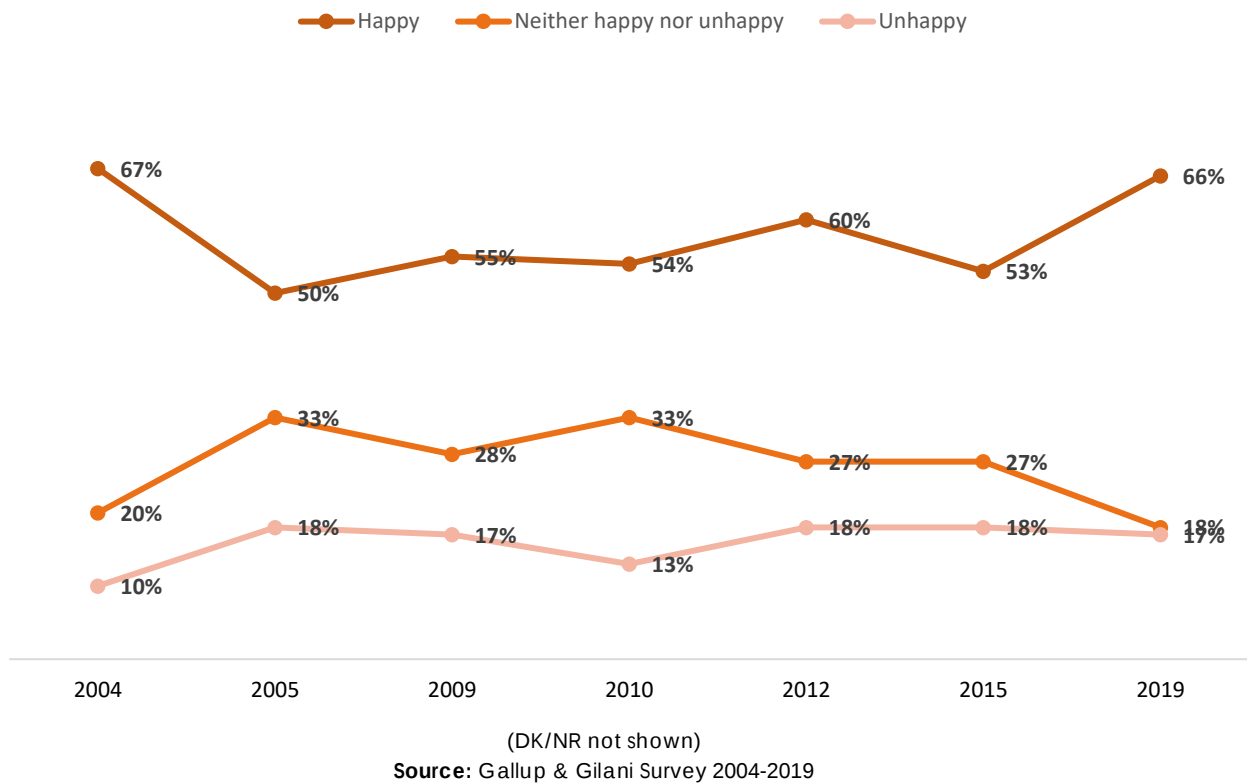
Out of the total respondents that earn over Rs. 30,000, 85% claimed that they were mostly happy with their jobs whereas 77% of respondents earning between Rs. 15,000 and Rs. 30,000 claimed to be happy with their jobs. 69% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy with their job while the lowest 67% of the people earning up to Rs. 7000 claim to be happy with their job.

Gender Breakdown: Males report a higher level of happiness with their jobs

Out of the total respondents, 74% of the males asked claimed that they are happy with their jobs while out of the total female respondents, a relatively lower 66% claim that they are happy with their jobs.

Item 2.3 Happiness with income

Question: “Are you happy or unhappy with your income?”



Comparative Data

	2004	2005	2009	2010	2012	2015	2019
Happy	67%	50%	55%	54%	60%	53%	66%
Neither happy nor unhappy	20%	33%	28%	33%	27%	27%	18%
Unhappy	10%	18%	17%	13%	12%	18%	17%
DK/NR	3%	-	1%	1%	-	1%	-

Source: Gallup & Gilani Surveys 2004-2019

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology.

2019: 2 in 3 (66%) Pakistanis say they are happy with their income, nearly 1 in 5 (17%) report unhappiness with their remuneration

In 2019, when employed (full-time and part time) respondents were asked “*Are you happy or unhappy with your income/remuneration?*”, 66% said they were happy with their income while 17% claimed they were unhappy with their income. 18% claimed to be neutral – neither happy nor unhappy.

Urban/Rural Divide: Urban residents claim to be relatively happier with their income than those living in rural areas

Amongst rural respondents, 64% said they are mostly happy with their income while a higher 72% urban residents claimed they were unhappy with their remuneration.

Income Breakdown: People with higher incomes report being happier with their remuneration

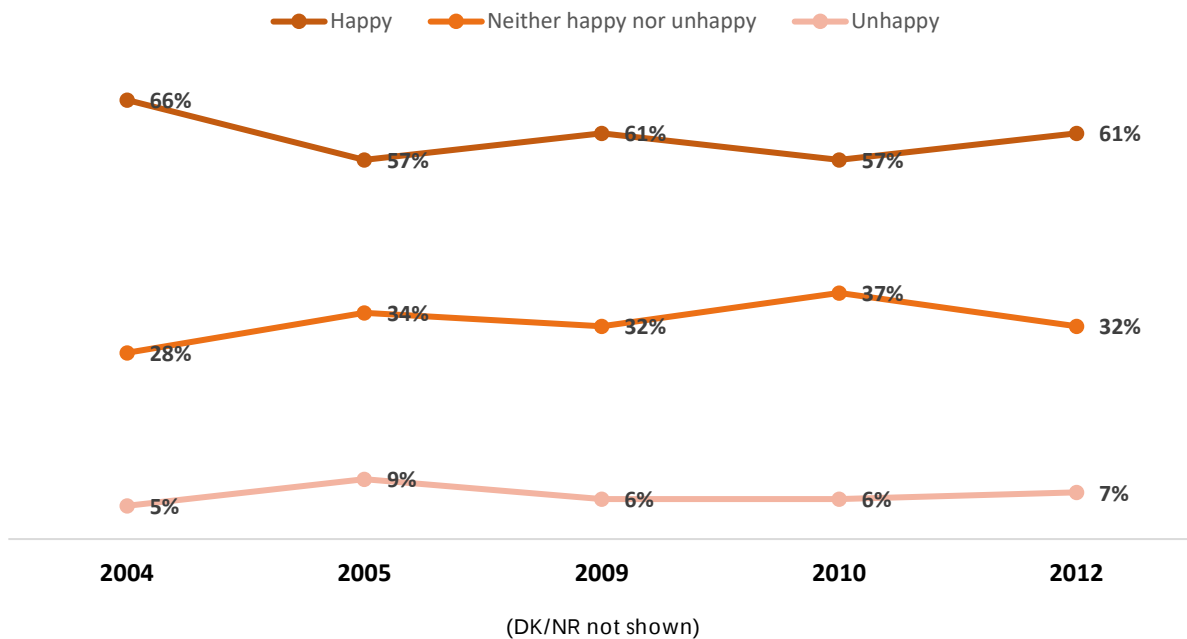
Out of the total respondents that earn over Rs. 30,000, 85% claimed that they were happy with their remuneration whereas 69% of respondents earning between Rs. 15,000 and Rs. 30,000 claimed to be happy with their income. 62% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy with their remuneration while the lowest 55% of the people earning up to Rs. 7000 claim to be happy with their remuneration.

Gender Breakdown: Males report a higher level of happiness with their jobs

Out of the total respondents, 67% of the males asked claimed that they are happy with their incomes while out of the total female respondents, a relatively lower 55% claim to be satisfied with their remuneration.

Item 2.4 Happiness with relationships

Question: “Are you happy or unhappy about your relationship with others?”



Source: Gallup & Gilani Surveys 2004-2012

Comparative Data

	2004	2005	2009	2010	2012
Happy	66%	57%	61%	57%	61%
Neither happy nor unhappy	28%	34%	32%	37%	32%
Unhappy	5%	9%	6%	6%	7%
DK/NR	1%	-	1%	1%	-

Source: Gallup & Gilani Surveys 2004-2012

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology.

2012: Over 3 in 5 (61%) Pakistanis say they are happy with their relationship with others

In 2012, when respondents were asked “*Are you happy or unhappy about your relationship with others?*” 61% said they were happy with their relationships while 32% claimed they were unhappy. Only 7% claimed to be neutral – neither happy nor unhappy.

Urban/Rural Divide: Rural residents claim to be relatively happier with their relationships with others than those living in urban areas

Amongst rural respondents, 66% said they were happy about their relationships with others while a lower 52% urban residents claimed they were unhappy with their relationships.

Income Breakdown: People earning up to Rs. 7000 claim to be the happiest with their relationships to others

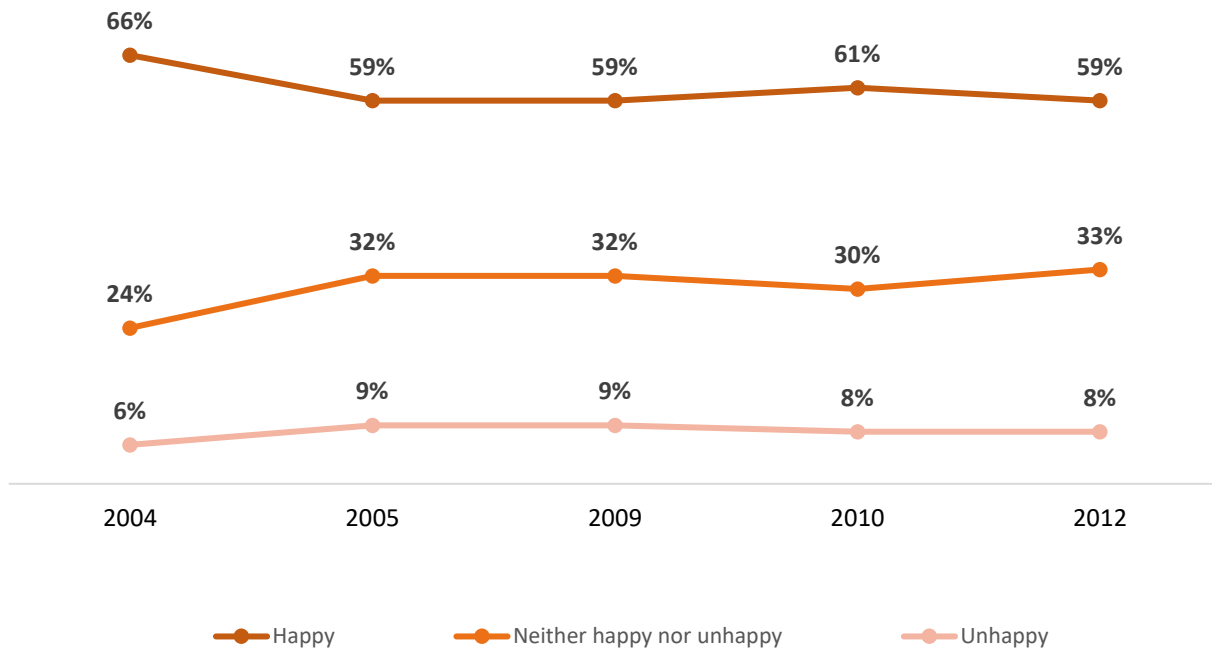
Out of the total respondents that earn over Rs. 30,000, 62% claimed that they were happy with their relationships whereas another 62% of respondents earning between Rs. 15,000 and Rs. 30,000 claimed to be satisfied with their relationships with others. A low 53% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy with their relationships while 67% of the people earning up to Rs. 7000 claim to be happy with their relationships.

Gender Breakdown: Males report a higher level of happiness about their relationships to others

Out of the total respondents, 63% of the males asked claimed that they are happy with their relationships to others while out of the total female respondents, a relatively lower 58% claim to be satisfied with their relationships.

Item 2.5 Happiness with health

Question: “Are you happy or unhappy with your health?”



(DK/NR not shown)

Source: Gallup & Gilani Surveys 2004-2012

Comparative Data

	2004	2005	2009	2010	2012
Happy	66%	59%	59%	61%	59%
Neither happy nor unhappy	24%	32%	32%	30%	32%
Unhappy	6%	9%	9%	8%	8%
DK/NR	2%	-	1%	1%	-

Source: Gallup & Gilani Surveys 2004-2012

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology.

2012: 3 in 5 (59%) Pakistanis say they are happy with their health while nearly 1 in 10 (8%) say they are dissatisfied with their health

In 2012, when respondents were asked “*Are you happy or unhappy you’re your health?*” 59% said they were happy with their health while 8% claimed they were unhappy. 32% claimed to be neutral – neither happy nor unhappy.

Urban/Rural Divide: Rural residents claim to be happier with their health than urban residents

Amongst rural respondents, 62% said they were happy about their relationships with others while a lower 51% urban residents claimed they were unhappy with their health.

Income Breakdown: People earning up to Rs. 7000 claim to be the happiest with their health compared to those earning higher incomes

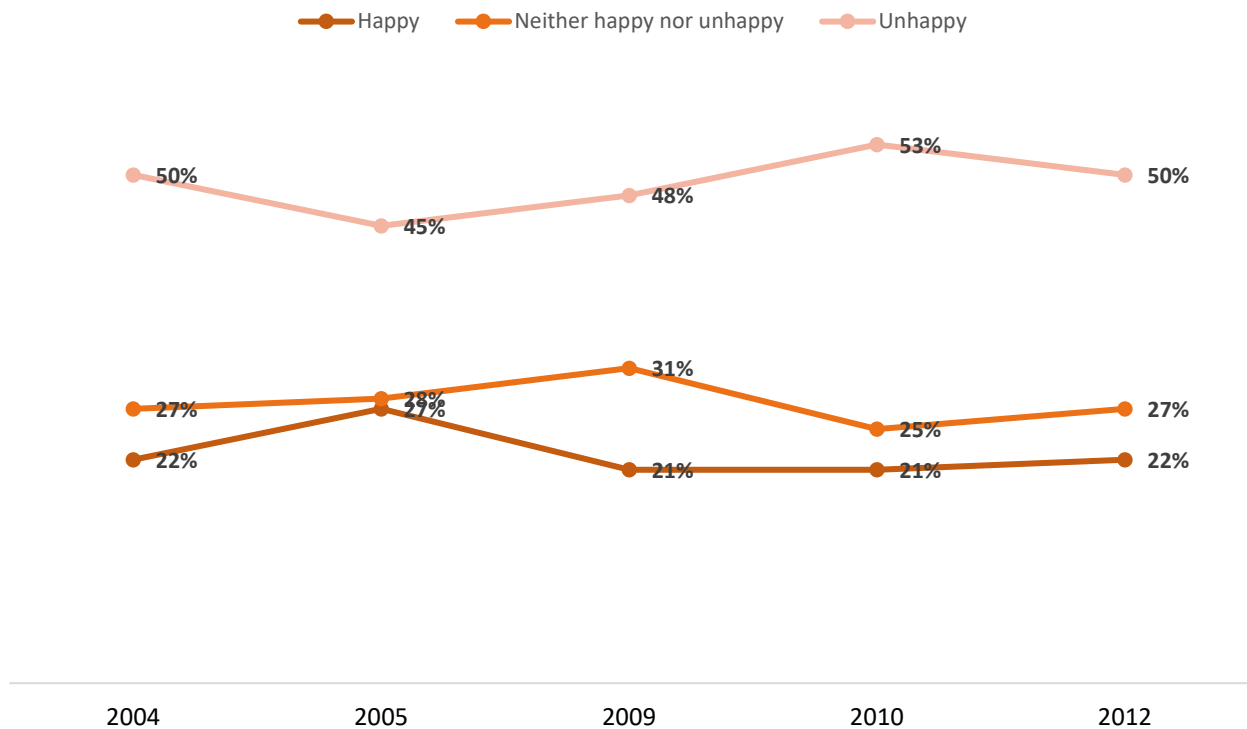
Out of the total respondents that earn over Rs. 30,000, 53% claimed that they were happy with their health whereas another 57% of respondents earning between Rs. 15,000 and Rs. 30,000 claimed to be satisfied with their health. 52% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy with their health while a higher 66% of the people earning up to Rs. 7000 claim to be happy with their health.

Gender Breakdown: Nearly equal proportion of males and females report being happy with their health

Out of the total respondents, 59% of the males asked claimed that they are happy with their health to others while out of the total female respondents, 58% claim to be satisfied with their health.

Item 2.6 Happiness with law and order

Question: “Are you happy or unhappy with the law and order situation?”



Source: Gallup & Gilani Surveys 2004-2012

Comparative Data

	2004	2005	2009	2010	2012
Happy	22%	27%	21%	21%	22%
Neither happy nor unhappy	27%	28%	31%	25%	27%
Unhappy	50%	45%	48%	53%	50%
Don't Know/No Response	0%	-	1%	1%	0%

Source: Gallup & Gilani Surveys 2004-2012

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology.

2012: Only 1 in 5 (22%) respondents say they are happy with Pakistan's law and order situation, half Pakistanis (50%) say they are unhappy with the current situation

In 2012, when respondents were asked *"Are you happy or unhappy with the law and order situation?"* 22% said they were happy with the law and order while a majority 50% claimed they were unhappy. 27% claimed to be neutral – neither happy nor unhappy.

Urban/Rural Divide: Rural residents claim to be happier with the law and order situation than urban residents

Amongst rural respondents, only 23% said they were happy about the law and order situation while a lower 20% urban residents claimed they were unhappy with the situation.

Income Breakdown: People earning more than Rs. 30,000 report the lowest levels of happiness with the law and order situation as compared to those with lower incomes

Out of the total respondents that earn over Rs. 30,000, an incredibly low 15% claimed that they were happy with the law and order situation whereas another 16% of respondents earning between Rs. 15,000 and Rs. 30,000 claimed to be satisfied with the situation. 29% of the people earning Rs. 7000 to Rs. 15,000 claimed to be happy while an even lower 21% of the people earning up to Rs. 7000 claim to be happy with the law and order situation.

Gender Breakdown: Males and females both report low levels of happiness with the law and order situation

Out of the total respondents, 23% of the males asked claimed that they are happy with the law and order situation while out of the total female respondents, 21% claim to be satisfied with the law and order situation.

Section 3: Pakistan and the World

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Analysis of Pakistan's ranking in the World Happiness Index 2019

As the decade draws to a close, it is important to make a note of the key variables that affected the attitudes, satisfaction and outlook of the people that make this country. While a significant proportion of Pakistan's seem to be unhappy about the direction that the country is headed in and remain pessimistic about the government, economy and society at large, happiness levels do not appear to be as low in comparison.

The World Happiness Report terms Pakistan 'a happy nation', ranking at 67th position as Pakistan achieves a Happy Planet Index Score of 31.5 and ranks 36th of all the countries analyzed.

Pakistan ranked higher than all its neighboring countries. India ranks at 140, China at 93, Iran at 117, Iraq at 126 and Afghanistan at 154 while Bangladesh ranked 125th in the World Happiness Report 2019.

Over the years, Pakistan's ranking in terms of the World Happiness Index has improved with its current ranking being the best compared to all past years.

Item 3.1 Pakistan – World Happiness Index

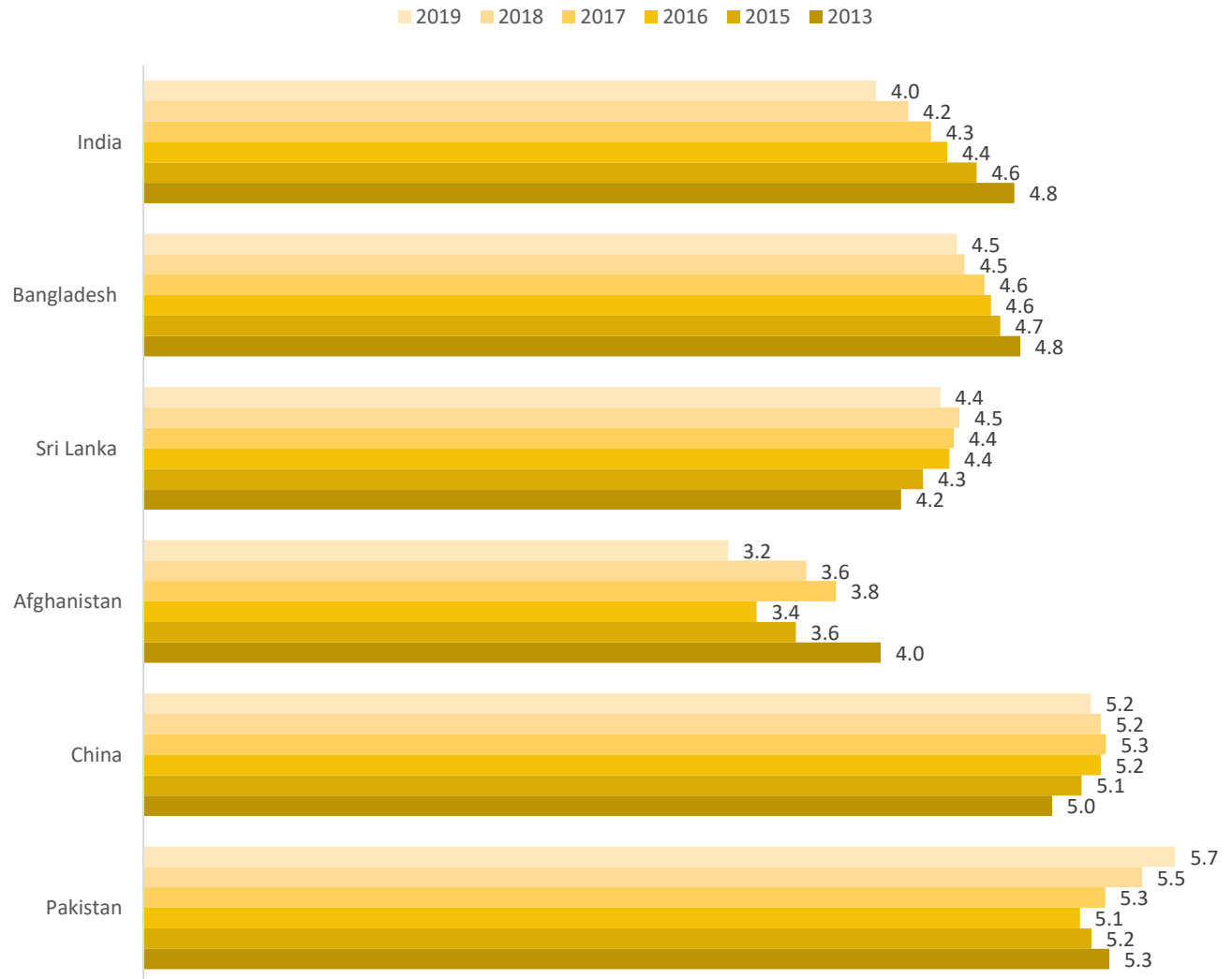
Year	World Happiness Ranking	World Happiness Index
2019	67 ^o	5.653
2018	75 ^o	5.472
2017	80 ^o	5.269
2016	92 ^o	5.132
2015	81 ^o	5.194

Year	World Happiness Ranking	World Happiness Index
2013	81 ^o	5.292

Source: Country Economy

As declared in the World Happiness Index 2019, Finland ranked at 1st position and was declared the world's happiest country. While Denmark ranked at 2nd place, Norway 3rd and Iceland at 4th position.

With neighboring countries like India falling seven spots lower than last year, China falling seven places lower and Iran dropping eleven ranks, Pakistan gaining eight points according to the world happiness index is an indicator of improvement regardless of scale.

Item 3.2 Comparative Happiness Index

Item 3.3 Happiness Index 2017 (Country Wise)

		Q3. In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?				Net Happiness
		Happy	Neutral*	Unhappy	Do not know / no response	Net Score of Happy Over Unhappy
		Row%	Row%	Row%	Row%	
Global average		68%	22%	9%	1%	59%
	Pakistan	77%	16%	6%	1%	71%
Countries	Afghanistan	48%	36%	16%	0%	32%
	Bangladesh	80%	14%	6%	0	74%
	Canada	62%	25%	12%	1%	50%
	China	81%	17%	2%	0	79%
	Finland	50%	36%	12%	2%	38%
	France	49%	45%	6%	0%	43%
	Germany	61%	24%	15%	0%	46%
	India	61%	19%	19%	1%	42%
	Iraq	38%	25%	37%	0%	Less than 1%
	South Africa	56%	23%	19%	2%	37%
	Turkey	46%	37%	16%	1%	30%
	United Kingdom	60%	27%	13%	0%	47%
	United States	62%	24%	14%	0%	48%

METHODOLOGY

The results presented here are from multiple ***nationwide household surveys*** carried out by Gallup and Gilani over the last two decades (2004-2019).

- **SAMPLE PROFILE:**

The respondents in these surveys range from ***1200-2000 men and women of age 18 years and above*** spread across the ***rural and urban*** areas of the ***four provinces*** of the country. They represent different age groups, education status and socio-economic profiles

- **INTERVIEWING MODE:**

Face to Face, in-house interviews

- **SAMPLING METHODOLOGY:**

Multi-stage area probability sampling

- **SAMPLING TOLERANCE:**

The error margin is estimated to be $\pm 2-3\%$ at 95% Confidence level

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.

- **VALUES/ PERCENTAGES:**

All values given in this report are percentages unless otherwise specified.

NOTE ON COMPARATIVE SECTIONS:

Caution should be taken in interpreting results in comparative sections of the report. The purpose of having comparative data is to show a broad trend in the timeline rather than providing a statistical difference in opinions. This caution is based on the following major considerations:

- The exact question wordings may vary across the years where the comparison is drawn
- The methodology and sample size may vary
- The timeline is not uniform, we have provided data at two or more points in time as available.

DISCLAIMER

This report is for Public Debate and not for strict policy measures or decisions. Gallup and Gilani do not take any responsibility for any loss or profit arising out of Public or Private use of this report or its findings.

PROPRIETARY INFORMATION

The Data quoted and used in this report is the property of Gallup & Gilani Pakistan.



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