

Special Press Release

# END OF YEAR SURVEY 2020 HOPE, ECONOMIC OPTIMISM AND HAPPINESS IN **PAKISTAN**

**GALLUP**  
P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab





## ABOUT THE END OF THE YEAR SURVEY

The survey in Pakistan was done by Gallup Pakistan, Pakistan's oldest and trusted survey firm, working since 1979. These interesting findings have emerged out of an annual, 41 country research conducted by Gallup International (founded by the world-renowned scholar and pollster Dr. George Gallup in 1947).

The study comprised internationally of 38,709 respondents covering different ethnicities, regions, religions, age, and gender. The international press release with report can be accessed [here](#). This study has been conducted every year in Pakistan and globally for the past 43 years and is unique in terms of sample size, coverage, and longitudinal analysis.

## ABOUT GALLUP PAKISTAN

Gallup Pakistan, the Pakistani affiliate of Gallup International, is a leading survey research and consultancy firm in Pakistan. Gallup Pakistan is a specialist in independent third-party evaluation and ratings. The company is widely attributed to be the founder of science of polling in Pakistan and brings over 40 years of experience in conducting and analyzing opinion polling in Pakistan.

As the oldest national research and public opinion organization, Gallup Pakistan has worked extensively with public and private sector partners within and outside Pakistan. Each year, Gallup Pakistan conducts several high-profile studies for the Government of Pakistan and international agencies. It has worked for a number of UN agencies in Pakistan and has occasionally provided research support for projects conducted by leading academic institutions such as Harvard, MIT, Oxford, Yale, Warwick, Brown University, University of Washington and others.



*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](http://www.gallup-international.com)*





## KEY FINDINGS AND SYNOPSIS

**Rankings: Out of 41 countries, Pakistan ranks 4th on the Happiness Index, 17th on the Hope Index and 6th on the Economic Optimism Index.**

### HOPE

#### PAKISTAN RESULTS

47% Pakistanis said they are optimistic about 2021, 30% believed that 2021 will be worse than 2020 and 13% said that it will be the same. 10% did not know or did not wish to respond.

#### GLOBAL RESULTS

Globally, 43% said that 2021 will be better than 2020, 24% said that it will be worse, while 26% think it will be the same. 7% did not know or did not wish to respond.

#### REGIONAL RESULTS

In India, 68% said they are hopeful about 2021, 11% said they not hopeful about the upcoming year and 15% said they think 2021 will be the same as 2020. The study computed net hope for India as 57%.

### ECONOMIC OPTIMISM

#### PAKISTAN RESULTS

48% Pakistanis said 2021 will be a year of economic prosperity, 30% believed that it will be a year of economic difficulty, 12% said that it will be the same. 10% did not know or did not wish to respond.

#### GLOBAL RESULTS

Globally, 25% said that 2021 will be a year of economic prosperity, 46% said that it will be a year of economic difficulty, while 24% think it will be the same. 6% did not know or did not wish to respond.

### HAPPINESS

#### PAKISTAN RESULTS

42% Pakistanis said that they feel very happy about their life, 23% chose 'happy', 8% chose 'neither happy nor unhappy', 7% chose 'unhappy,' 18% chose 'very unhappy.' 1% did not know or did not wish to respond. Net happiness for Pakistan in 2020 was 40%.

#### GLOBAL RESULTS

Globally, 13% said that they feel very happy about their life, 41% chose 'happy', 31% chose 'neither happy nor unhappy', 10% chose 'unhappy,' 4% chose 'very unhappy.' 2% did not know or did not wish to respond. Global figure for net happiness is computed as (happy – unhappy) i.e. 40%.



# HOPE INDEX

**NEARLY 1 IN 2 RESILIENT PAKISTANIS EXPRESS HOPE ABOUT THE COMING YEAR 2021. 65% PAKISTANIS CLAIM TO BE HAPPY IN GENERAL. 30% PAKISTANIS BELIEVE THAT 2021 WILL BE A YEAR OF ECONOMIC DIFFICULTY: GALLUP INTERNATIONAL'S GLOBAL HOPE, HAPPINESS AND ECONOMIC PROSPERITY INDEX. PAKISTAN RANKS 17TH OUT OF 41 COUNTRIES ON THE HOPE INDEX**

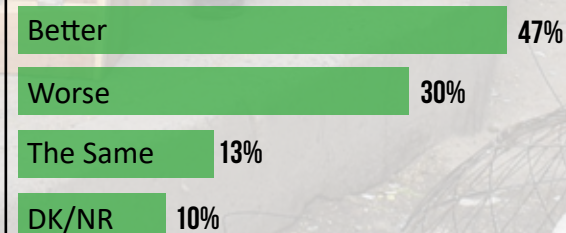
A nationally representative sample of adult men and women from across the four provinces was asked the following question, "As far as you are concerned, do you think that 2021 will be better, worse or the same as 2020?" 47% Pakistanis said they are optimistic about 2021, 30% believed that 2021 will be worse than 2020 and 13% said that it will be the same. 10% did not know or did not wish to respond.

**Global result:** Globally, 43% said that 2021 will be better than 2020, 24% said that it will be worse, while 26% think it will be the same. 7% did not know or did not wish to respond. Comparing Pakistan's figure with the global average figure, Pakistan's net hope of 17% is less compared to global net hope of 19%.

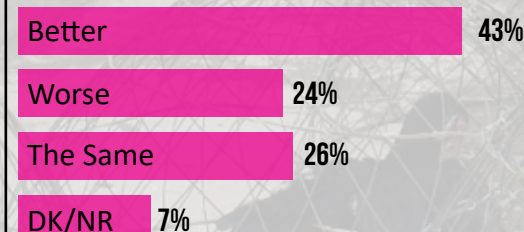
**Regional Results:** In India, 68% said they are hopeful about 2021, 11% said they not hopeful about the upcoming year and 15% said they think 2021 will be the same as 2020. The study computed net hope for India as 57%. In Afghanistan, 31% said they are optimistic about 2021, 38% think that it will be worse and 28% think that it will be same as 2020. The study computed net hope for Afghanistan as -7%.

**AS FAR AS YOU ARE CONCERNED, DO YOU THINK THAT 2021 WILL BE BETTER, WORSE OR THE SAME AS 2020?**

## PAKISTAN

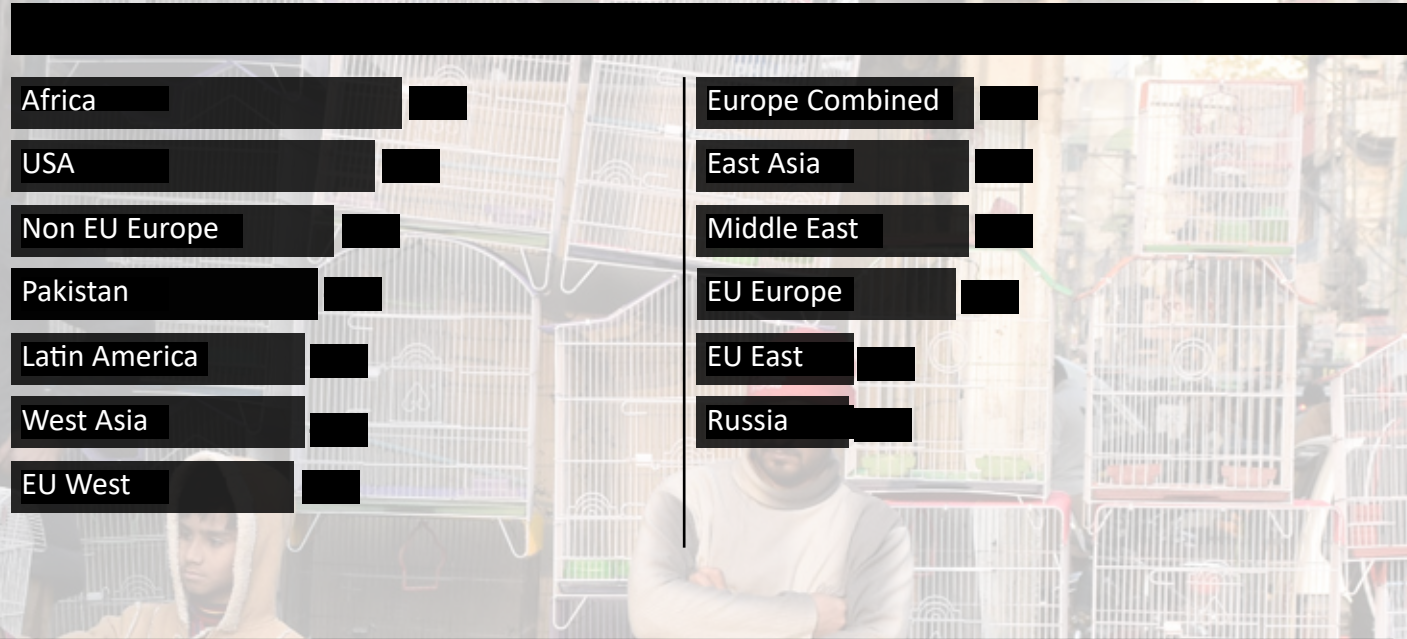


## GLOBAL



Source: End of Year Survey 2020. Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))





**HOPE ABOUT UPCOMING YEAR IN PAKISTAN OVER THE PAST THIRTY YEARS:  
NET HOPE SEEMS TO BE DECLINING SINCE 2014 HOWEVER, DESPITE BRAVING THROUGH  
A GLOBAL PANDEMIC, PAKISTANIS APPEAR RESILIENT AS NET HOPE ROSE FROM 14%  
IN 2019 TO 17% IN 2020**

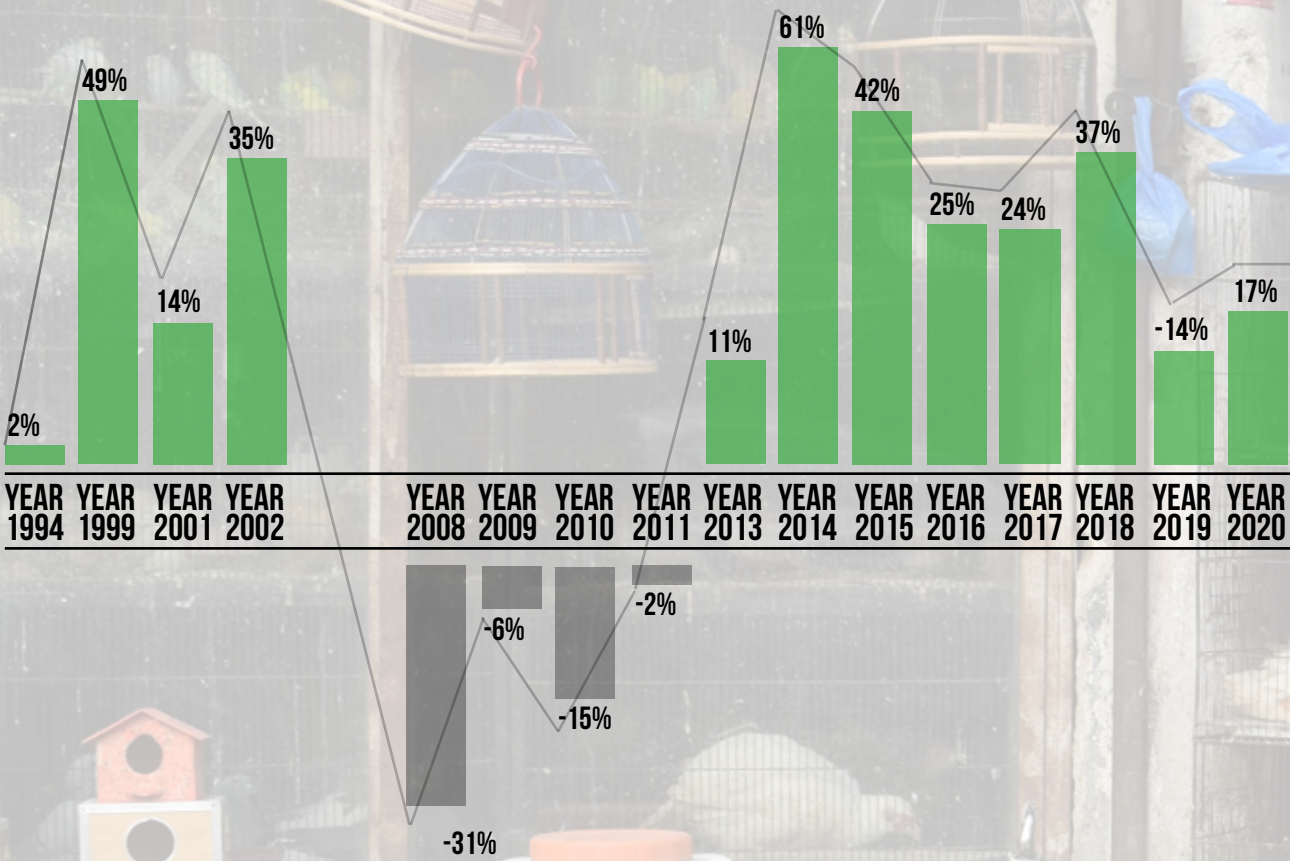
Gallup Pakistan has been asking about hope for the upcoming year for nearly three decades and the chart below shows net hope (optimism – pessimism) since 1990’s. The results show that hope about future has been fluctuating heavily with hope peaking in Pakistan in year 2014 and lowest in 2008. Average net hope over the past decade (2010-2020) was 21%.

Furthermore, over the past decade, hope has fallen on several instances (between 2009 and 2010, 2014 and 2017, and between 2018 and 2019). Hope for the upcoming year has fallen considerably since 2018 and is currently below the average of the decade.

In 2008, when the PPP came to power, net hope fell to an all-time low of -31% but rose to -6% in the following year. With the initial six months of PML-N in power in 2013, net hope for the coming year rose to 11%, and to an all-time high of 61% in 2014. With PTI in power in 2018, net hope rose to 37%. However, the initial euphoria was dulled, and net hope had fallen to 14% in 2019. Despite a global pandemic disrupting the world, net hope has risen, albeit slightly, to 17%. It seems that after witnessing the unprecedented events brought about by the Covid-19 pandemic, Pakistanis remain hopeful that the coming year might be better. However, this year’s net hope lies below

Source: End of Year Survey 2020. Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

**NET HOPE (OPTIMISM - PESSIMISM) BETWEEN 1994 & 2020**



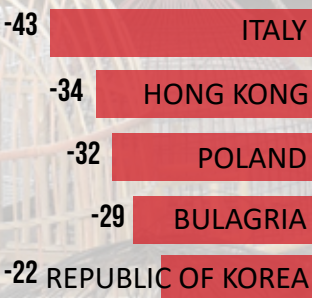
**TOP OPTIMISTIC AND PESSIMISTIC COUNTRIES**

The top five optimistic countries according to the Hope Index are Nigeria (+69), Indonesia (+66), Azerbaijan (+65), Vietnam (+59), Kyrgyzstan (+58). The top five pessimistic countries are Italy (-43), Hong Kong (-34), Poland (-32), Bulgaria (-29), and the Republic of Korea (-22).

**TOP FIVE OPTIMISTS  
(INDEX BETTER VS. WORSE)**



**TOP FIVE PESSIMISTS  
(INDEX BETTER VS. WORSE)**



Source: End of Year Survey 2020. 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 INDEX

**ECONOMIC OPTIMISM INDEX OF PAKISTAN: DESPITE ECONOMIC WOES BROUGHT ABOUT BY THE COVID-19 PANDEMIC, NEARLY HALF (48%) PAKISTANIS, WELL ABOVE THE GLOBAL AVERAGE OF 25%, THINK THAT 2021 WILL BE A YEAR OF ECONOMIC PROSPERITY. PAKISTAN RANKS 6TH OUT OF 41 COUNTRIES ON THE ECONOMIC OPTIMISM INDEX**

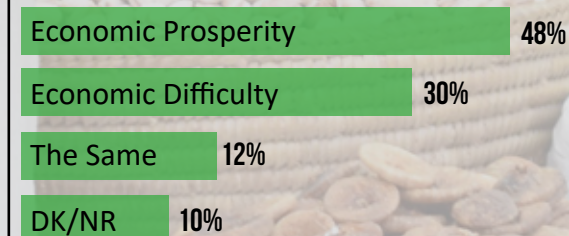
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?” In response to this question, 48% Pakistanis said 2021 will be a year of economic prosperity, 30% believed that it will be a year of economic difficulty, 12% said that it will be the same. 10% did not know or did not wish to respond.

**Global result:** Globally, 25% said that 2021 will be a year of economic prosperity, 46% said that it will be a year of economic difficulty, while 24% think it will be the same. 6% did not know or did not wish to respond. Pakistan ranks much higher on the net economic optimism index with net economic optimism of 18% compared to global figure of -21%. Nearly half (48%) Pakistanis think that 2021 will be a year of economic prosperity; this lies in contrast with the global figure of 25%.

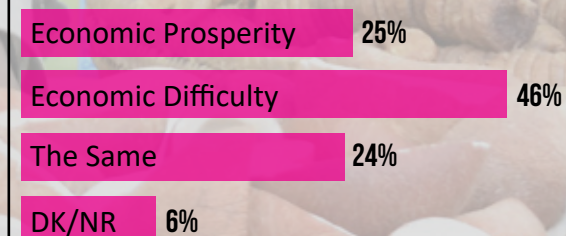
**Regional Results:** In India, 56% said they are hopeful about the economic situation in 2021, 24% said that the new year will be one of economic difficulty and 15% said they think 2021 will be the same as 2020 in terms of economic prosperity. The study computed net economic optimism for India as 32%.

**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?**

## PAKISTAN



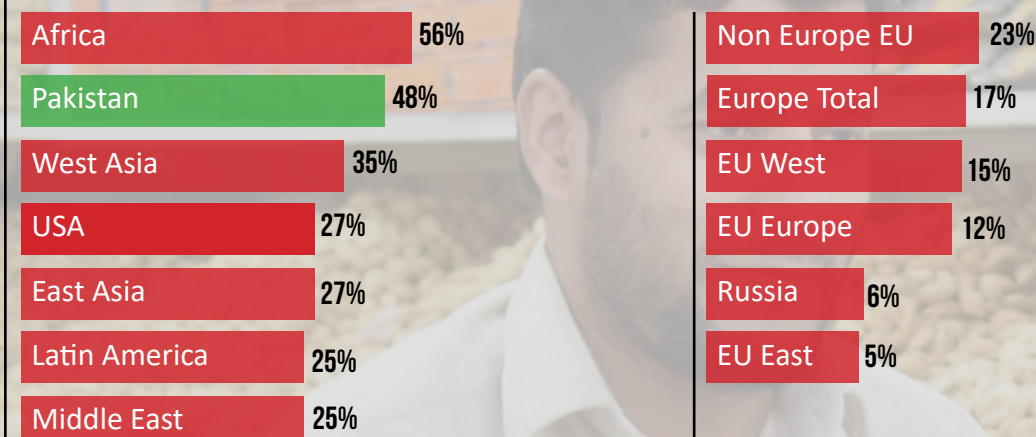
## GLOBAL



Source: End of Year Survey 2020. Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))



## PAKISTAN'S COMPARISON WITH DIFFERENT REGIONS WHO THINK THAT 2021 WILL BE BETTER:



## HOPE ABOUT “ECONOMIC SITUATION IN THE UPCOMING YEAR” IN PAKISTAN OVER THE PAST YEARS:

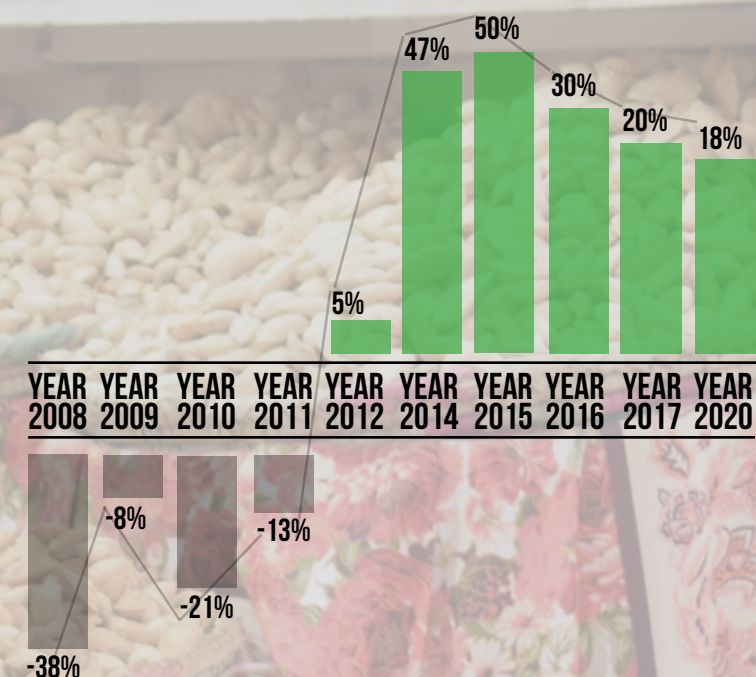
Gallup Pakistan has been asking about economic optimism for the upcoming year for nearly three decades and the chart below shows net economic optimism (optimism – pessimism) since 2008. The results show that since 2015, Pakistanis have become less hopeful about economic prosperity. Net optimism about the economic scenario of Pakistan has fallen to 18% in 2020 from 20% in 2017, 30% in 2016 and 50% in 2015. Average net economic optimism over the past decade (2010-2020) was 17%.

Net optimism about Pakistan’s economic situation had not been this low since 2012 when it was 5%. Overall the trend had improved in 2014 with net optimism of 47% then rising to 50% in 2015 however it has seen a decline after that.

In 2008, when the PPP came to power, net economic optimism was at an all-time low of -38%. It then rose to -8% in the following year, followed by a decline to -21% in 2010 and then a rise to -13% in 2011. For most of PPP’s regime, net economic optimism remained negative. With the shift of power to PML-N, net economic optimism in 2014 rose to 47%, and to an all-time high of 50% in 2015. However, the figures have seen a decline since then.

2020 was a year of extraordinary circumstances. Pakistan’s economy, much like many others in the world suffered disruptions because of the Covid-19 pandemic. Net optimism about Pakistan’s economic situation in the coming year 2021 is 18%.

## NET ECONOMIC (OPTIMISM PESSIMISM) BETWEEN 2008 & 2020



## TOP OPTIMISTIC AND PESSIMISTIC COUNTRIES

The top five optimistic countries according to the Economic Optimism Index are Nigeria (72%), Azerbaijan (63%), Vietnam (59%), Kyrgyzstan (58%) and India (56%). The top five countries that answered with ‘economic difficulty’ are UK (71%), Austria (70%), Italy (67%), Bosnia and Herzegovina (66%) and Bulgaria (64%).

### TOP FIVE OPTIMISTS (ANSWERING ECONOMIC PROSPERITY)



### TOP FIVE PESSIMISTS (ANSWERING ECONOMIC DIFFICULTY)





# HAPPINESS INDEX

## HAPPINESS INDEX OF PAKISTAN: PAKISTAN RANKS 4TH OUT OF 41 COUNTRIES ON THE HAPPINESS INDEX

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, 42% Pakistanis said that they feel very happy about their life, 23% chose ‘happy’, 8% chose ‘neither happy nor unhappy’, 7% chose ‘unhappy’, 18% chose ‘very unhappy.’ 1% did not know or did not wish to respond. Net happiness for Pakistan in 2020 was 40%

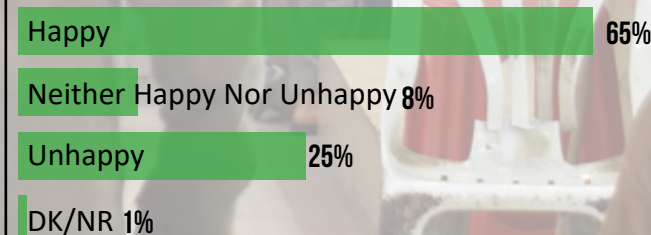
**Global result:** Globally, 13% said that they feel very happy about their life, 41% chose ‘happy’, 31% chose ‘neither happy nor unhappy’, 10% chose ‘unhappy,’ 4% chose ‘very unhappy.’ 2% did not know or did not wish to respond. Global figure for net happiness is computed as (happy – unhappy) i.e. 40%.Pakistan’s net happiness is the same as the global figure for net happiness. It might be worth noting that 18% Pakistanis claimed to be very unhappy while globally, 4% chose ‘very unhappy.’

**Regional Results:** 23% Indians said that they feel very happy about their life, 41% chose ‘happy’, 24% chose ‘neither happy nor unhappy’, 10% chose ‘unhappy,’ and 2% chose ‘very unhappy.’

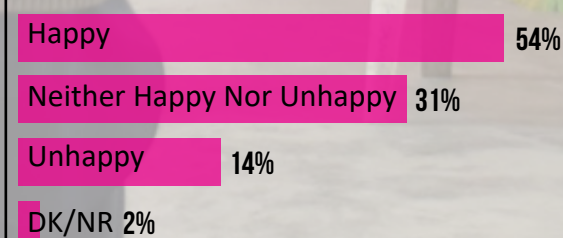
In Afghanistan, 14% said that they feel very happy about their life, 34% chose ‘happy’, 36% chose ‘neither happy nor unhappy’, 12% chose ‘unhappy,’ and 4% chose ‘very unhappy.’

**IN GENERAL, DO YOU PERSONALLY FEEL VERY HAPPY, HAPPY, NEITHER HAPPY NOR UNHAPPY, UNHAPPY OR VERY UNHAPPY ABOUT YOUR LIFE?**

### PAKISTAN



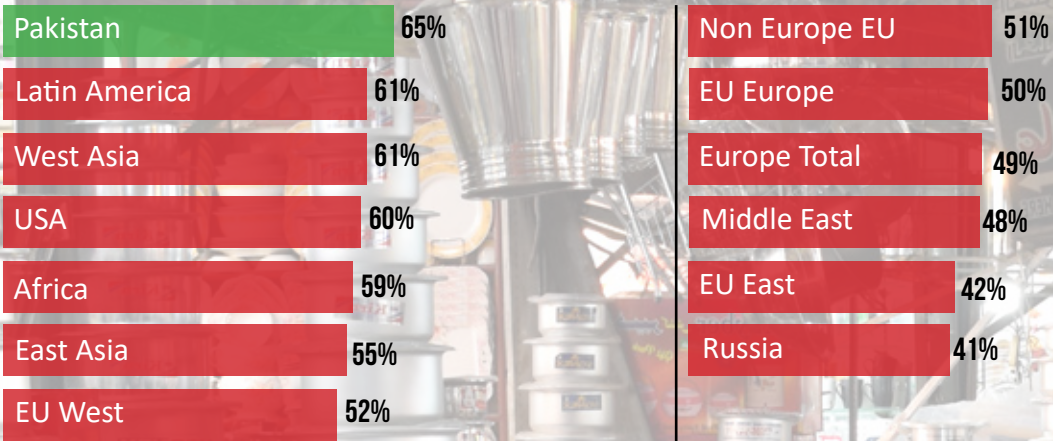
### GLOBAL



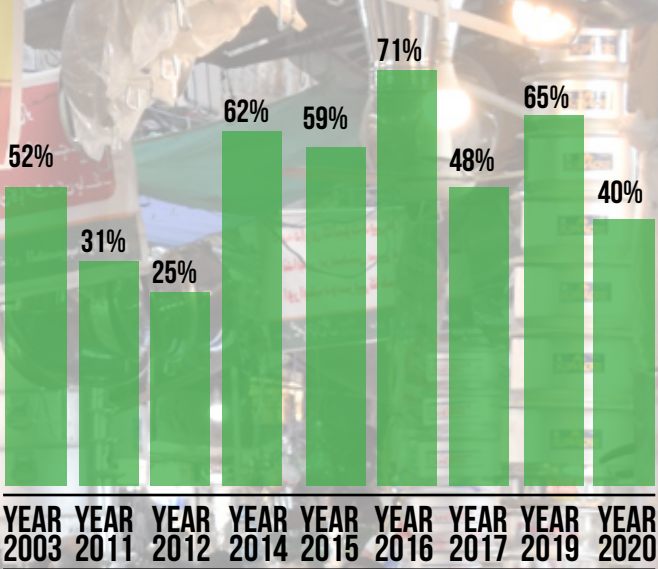
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PAKISTAN'S COMPARISON WITH DIFFERENT REGIONS WHO FEEL HAPPY :



NET HAPPINESS BETWEEN 2003 & 2020



**HAPPINESS IN PAKISTAN OVER THE PAST YEARS: THIS YEAR SAW A MASSIVE FALL IN NET HAPPINESS FROM 65% IN 2019 TO 40% IN 2020, BRINGING THIS YEAR'S FIGURE BELOW THE DECADE AVERAGE OF 50%.**

Gallup Pakistan has been asking about general happiness for nearly three decades and the chart below shows net economic optimism (happy – unhappy) since 2003. The results show that net happiness has been fluctuating in Pakistan. Average net happiness over the past decade (2011-2020) was 50%. Net happiness was highest in 2016 after which it fell to 48% in 2017, then rose to 65% in 2019. 2020 however, saw a sharp decline as net happiness fell to 40%.

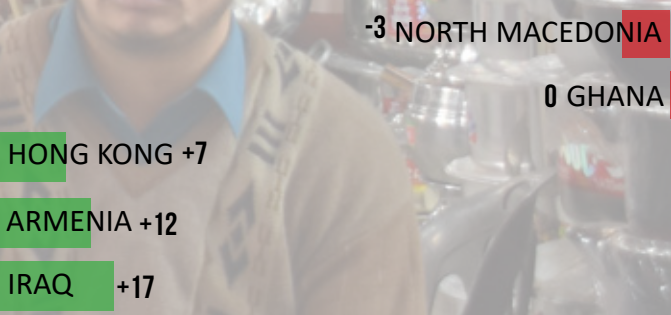
TOP 5 HAPPY AND UNHAPPY COUNTRIES

The top five happy countries according to the Happiness Index are Kyrgyzstan (+85), Kazakhstan (+78), Colombia and Ecuador (+77), Azerbaijan (+76) and Nigeria (+70). The top five unhappy countries are North Macedonia (-3), Ghana (0), Hong Kong (+7), Armenia (+12) and Iraq (+17)

TOP FIVE HAPPY  
(INDEX HAPPY VS. UNHAPPY)



TOP FIVE UNHAPPY  
(INDEX HAPPY VS. UNHAPPY)





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