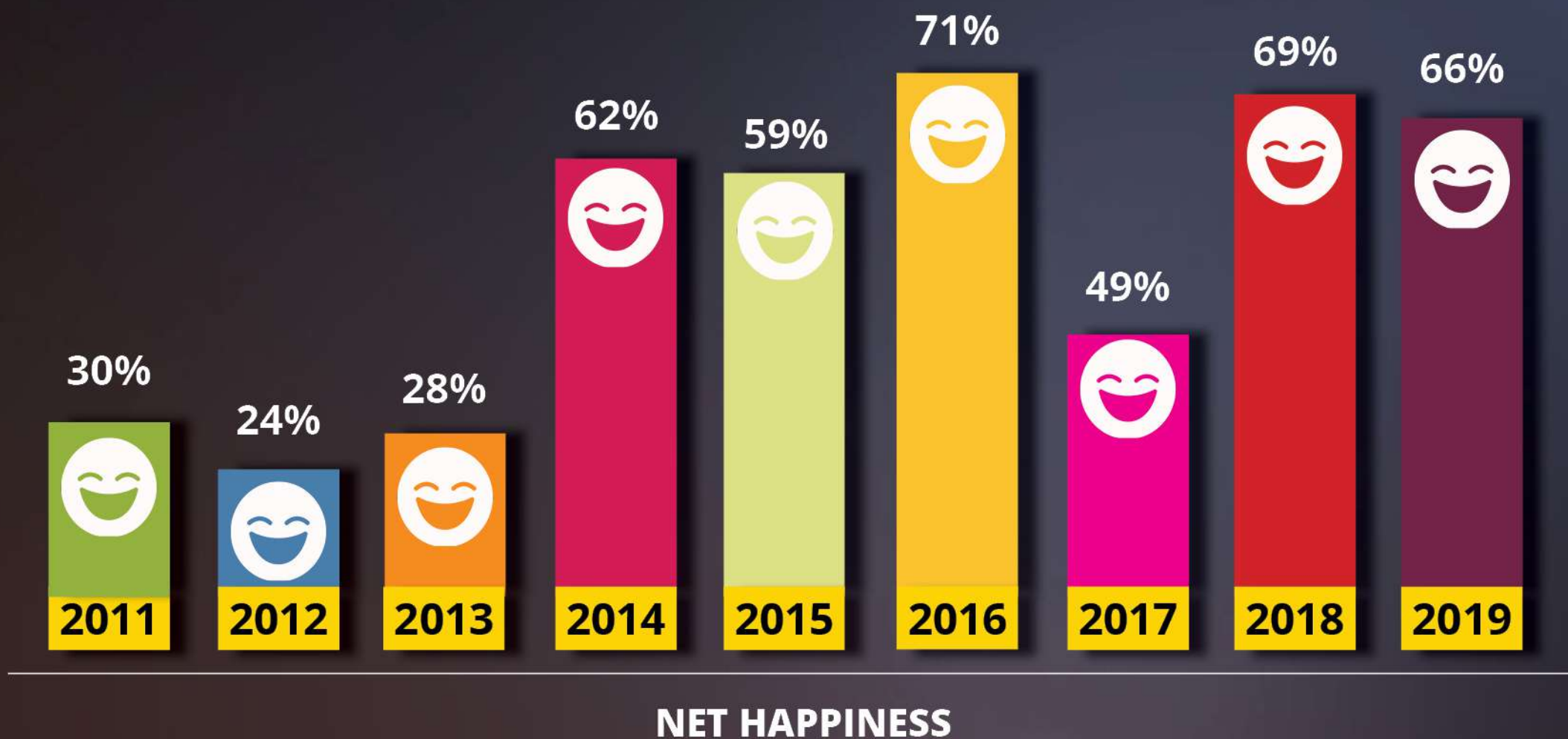


Happiness among Pakistanis has more than doubled over the past 8 years

Do you personally feel happy about your life?





Public Opinion in Pakistan Since Year 2011

SOCIAL Happiness

Happiness among Pakistanis has more than doubled over the past 8 years (Gallup & Gilani Pakistan Poll)

Islamabad, April 23, 2020

In a Gallup & Gilani Pakistan National Survey conducted in the year 2011, respondents were asked “Do you personally feel happy about your life?” In response 40% said they were happy, 10% said they were unhappy while 46% said they were neither happy nor unhappy.

Comparative Picture: This question was asked again in 2019 to enable a comparison to be made across the years. In 2019, 75% said they were happy, 9% said they were unhappy while 15% said they were neither happy nor unhappy.

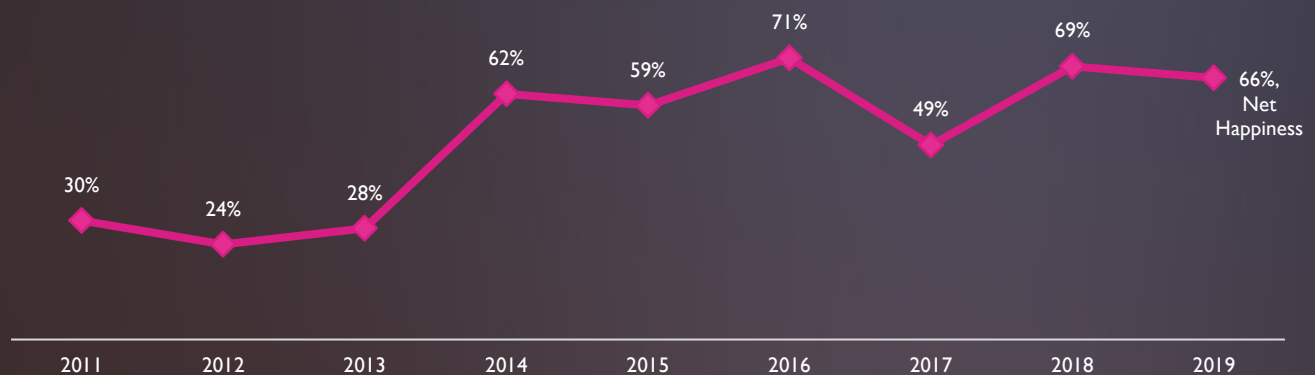
Trend Analysis: Happiness among Pakistanis has gradually risen over the years, the highest percentage was recorded in 2016 when 77% respondents claimed to be happy while the lowest percentage was recorded in 2012 when only 38% respondents reported being happy about their lives.

Implications of this Finding: Pakistan has been experiencing improved economic conditions and happiness in literature has been linked to economic wellbeing which could be a potential reason for the rise in happiness over recent years.

Note: The survey findings report happiness from 2019, and Gallup Pakistan plans to poll the same question in the coming days to identify the impact of Covid-19 on the current happiness of Pakistanis.

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: “Do you personally feel happy about your life?”



	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	46%	42%	37%	25%	29%	16%	20%	18%	15%

Don't Know/ No Response not shown

Source: Gallup & Gilani Pakistan Poll

The Pakistani affiliate of Gallup International Association

(www.gallup-international.com; www.gallup.com.pk; www.gilaniifoundation.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 40 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, April 23, 2020

(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
(1980-2020)