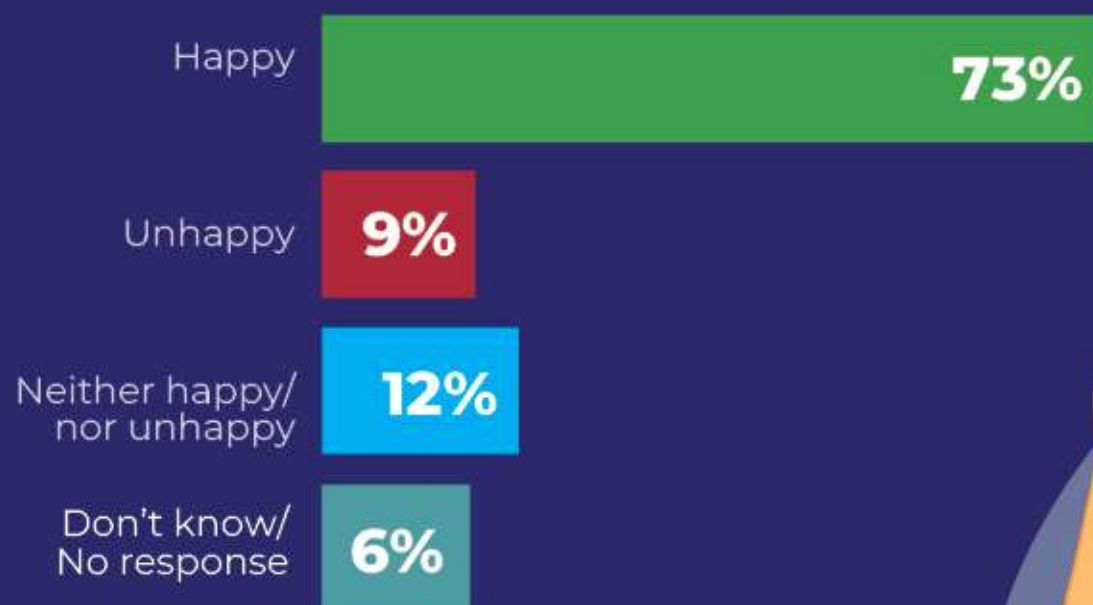


Nearly 3 in 4 (73%) Pakistanis feel happy about their life, placing Pakistan second only to China (86%) in regional life satisfaction (India ranks lowest).

Pakistan ranks 6th in 37 countries survey with respect to happiness



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





PRESS RELEASE

Opinion Poll

International Country-wise

Pakistan

Nearly 3 in 4 (73%) Pakistanis feel happy about their life, placing Pakistan second only to China (86%) in regional life satisfaction (India ranks lowest). Pakistan ranks 6th in 37 countries survey with respect to happiness: Gallup & Gilani Pakistan

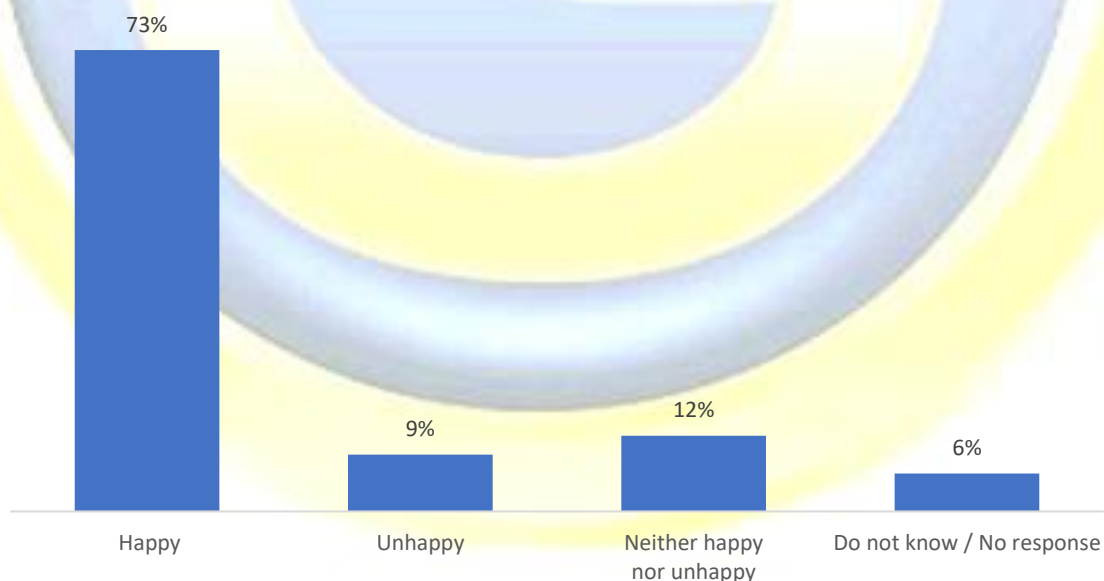
(Islamabad) 13th January, 2025

According to a survey conducted by Gallup & Gilani Pakistan, nearly 3 in 4 (73%) Pakistanis feel happy about their life, placing Pakistan second only to China (86%) in regional life satisfaction (India ranks lowest). Pakistan ranks 6th in 37 countries survey with respect to happiness.

The survey in Pakistan was part of a global survey conducted by Gallup International in more than 37 countries with close to 37,338 respondents. The survey is part of a tradition of Gallup International since 1979 in which all members of Gallup International Association participate to study the globe on important subjects. More details can be found [here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “In general, do you personally feel happy, neither happy nor unhappy, unhappy about your life?” In response, 73 % said ‘Happy’, 9% said ‘Unhappy’, 12% responded ‘Neither happy nor unhappy’, and 6% said they don’t know or gave no response.

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



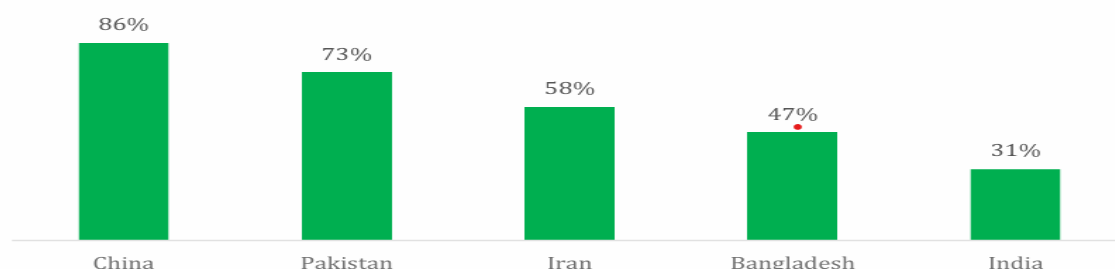
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

A total of 37,338 persons were interviewed globally from 37 countries. In almost each country a representative sample of around 1000 men and women was interviewed during October-December 2024 either face to face, via telephone or online. The margin of error for the survey is between $\pm 3\text{-}5\%$ at 95% confidence level.

Comparison of Pakistan's with regional countries: China tops at 86% followed by Pakistan at 73%

China ranks highest with 86% respondents expressing happiness, closely followed by Pakistan at 73%, while Iran, Bangladesh, and India rank lower with 58%, 47%, and 31% respectively.

Happiness - Regional Comparison



Source: Gallup International End of Year Survey 2024

Net happiness score: China leads the region (+84%); followed by Pakistan (+58%)

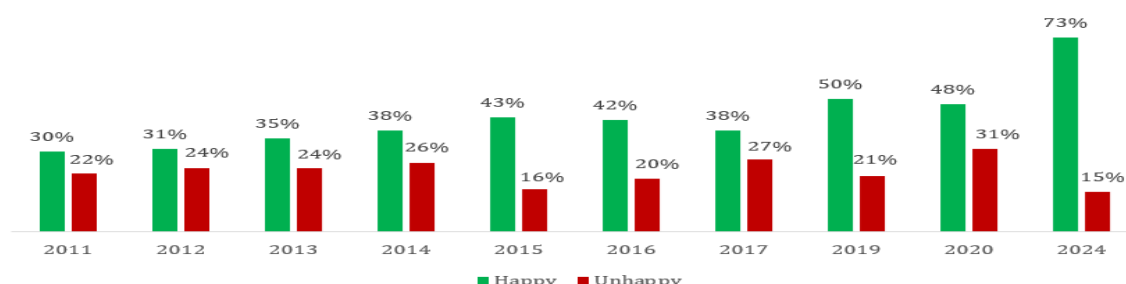
China ranks highest in regional happiness, with 86% expressing life satisfaction and a net score of +84. Pakistan follows with 73% and a net score of +58, significantly surpassing the global average of +46. Iran, with a net score of +32, and Bangladesh, with +12, come next, while India lags behind with a negative net score of -3.

Country	Optimists	Pessimists	Neutrals	DK/NR	NET score
Global Average	58%	12%	28%	1%	46%
China	86%	1%	12%	0%	84%
Pakistan	73%	15%	12%	0%	58%
Iran	58%	26%	15%	12%	32%
Bangladesh	47%	35%	16%	2%	12%
India	31%	34%	30%	6%	-3%

Source: Gallup International End of Year Survey 2024

Pakistan's happiness across previous years: Life satisfaction in Pakistan, as seen in Gallup Pakistan's Digital Analytics Dashboard, has steadily increased over the years, with significant jumps in 2015 (43%), 2019 (50%), and 2024 (73%), reflecting growing satisfaction among Pakistanis. The Gallup International End of Year Survey BI Dashboard complements this by providing a global perspective on well-being, tracking trends in happiness, hope, and economic outlook across countries and regions.

Comparison with last years - Pakistan (2011-2024)



Source: Gallup International End of Year Survey 2024



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Monday, 13th January, 2025

(3 Pages, English version Only)

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)