

Start of Year 2025: Pakistanis generally optimistic for 2025 (51%); 46% hopeful 2025 will be a year of economic prosperity; 73% happy about their life.

The End of Year Survey by Gallup International Association was conducted in 37 countries, including Pakistan, with a sample of 37,338. This survey is a tradition that the association has been upholding since 1978. It is the largest survey of this nature done by independent pollsters including pollsters from Pakistan i.e. Gallup Pakistan.

The global press release for the End of Year 2024 Survey can be accessed [here](#).

A dashboard on the results and trend data can be accessed [here](#).

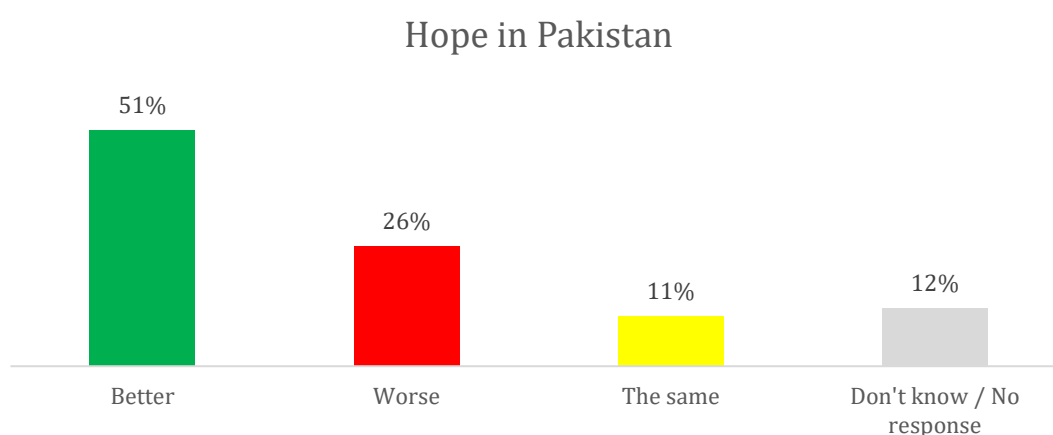
These are some of the key findings of End of Year Gallup International Association (GIA) traditional survey:

1. More people optimistic (51%) than pessimistic (26%) about Pakistan's future.
2. 46% Pakistanis hopeful 2025 will be a year of economic prosperity.
3. Nearly 3 in 4 (73%) Pakistanis feel happy about their life.

1. Hope for 2025

a. Hopes for 2025 for Pakistan: 51% hopeful 2025 will be a good year.

When Pakistani respondents were asked “As far as you are concerned, do you think that 2025 will be better, worse or the same as 2024?”, 51% of them were hopeful that 2025 would be a better year than 2024, while only 26% thought it would be worse. According to 11% of them, 2025 would be the same as 2024.



Source: Gallup International End of Year Survey 2024

Compared to last year, when 41% Pakistanis thought 2024 would be a better year than 2023, **51%** respondents have the same opinion about 2025. Historically, the optimism levels in Pakistan have fluctuated. In 1994, 34% Pakistanis were optimistic, followed by 42% in 1995, 41% in 1997, 47% in 1998, and peaking at 59% in 1999. The early 2000s saw a relatively stable level of optimism, with 43% in 2001, 47% in 2002, 41% in 2003, 45% in 2004, 40% in 2005, 32% in 2006, 29% in 2007, 9% in 2008, and 18% in 2009.

The trend reveals a decline in optimism during the 2010s, with 16% in 2010, 27% in 2011, 34% in 2012, 32% in 2013, before increasing to 55% in 2014, 53% in 2015, 52% in 2016, 47% in 2017, 54% in 2018, 45% in 2019. In the 2020s, optimism levels continued to fluctuate, with 49% in 2020, 43% in 2021, 41% in 2023, and 51% respondents having the same opinion about 2025, compared to 41% who thought 2024 would be a better year than 2023.

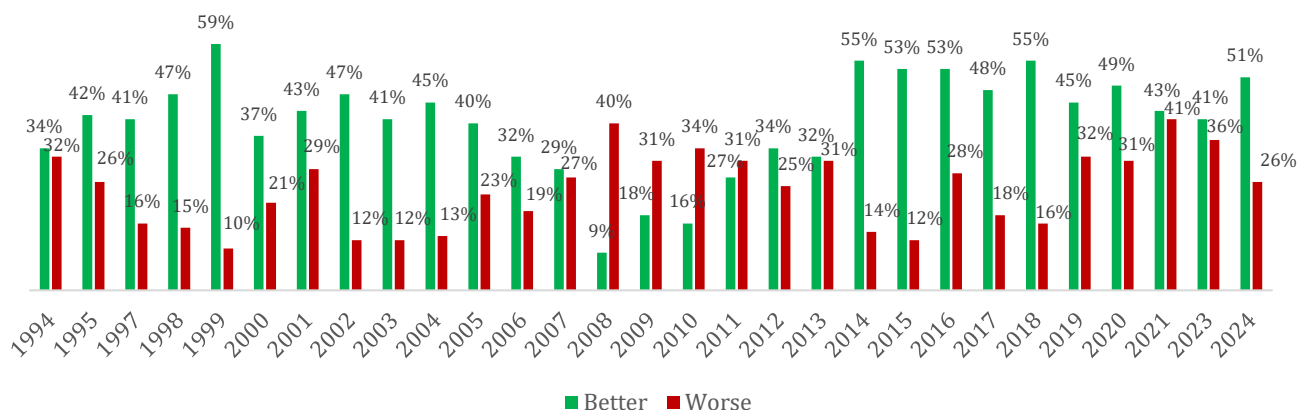
This year, **26%** Pakistanis think 2025 will be worse than 2024, a decrease from 36% in 2023. Historically, pessimism levels have varied over the years. In 1994, 32% Pakistanis were pessimistic, followed by 26% in 1995, 16% in 1997, 15% in 1998, and reaching a low of 10% in 1999. The early 2000s saw an increase in pessimism, with 21% in 2000 and 29% in 2001, before declining to 12% in 2002 and 2003. The mid-2000s witnessed a gradual increase in pessimism, with 13% in 2004, 23% in 2005, and 19% in 2006. Pessimism peaked in the late 2000s, with 27% in 2007 and 40% in 2008, before declining to 31% in 2009 and 34% in 2010.

From 2010 to 2015, pessimism showed a complex trend, starting from 34% in 2010, decreasing to 31% in 2011, then declining further to 24% in 2012. Pessimism then increased to 31% in 2013, followed by a decrease to 14% in 2014, and finally reaching 12% in 2015. In the late 2010s, pessimism levels continued to fluctuate, with 18% in 2017, 27% in 2016, 16% in 2018, 31% in 2019, 30% in 2020, 41% in 2021, 36% in 2023, and 26% in 2024.

Key trends:

- A significant spike in optimism in the late 1990s, peaking at 59% in 1999
- A decline in optimism in the 2010s, followed by an increase in the mid-2010s
- Fluctuations in optimism in the 2020s, with a recent increase to 51% in 2024
- Historical highs in optimism in 1999 (59%) and 2014 (55%)
- A decline in pessimism in the late 1990s, with a low of 10% in 1999
- Historical highs in pessimism in 2008 (40%)
- Variations in pessimism in the late 2010s and 2020s

Comparison with last years - Pakistan(1994-2024)

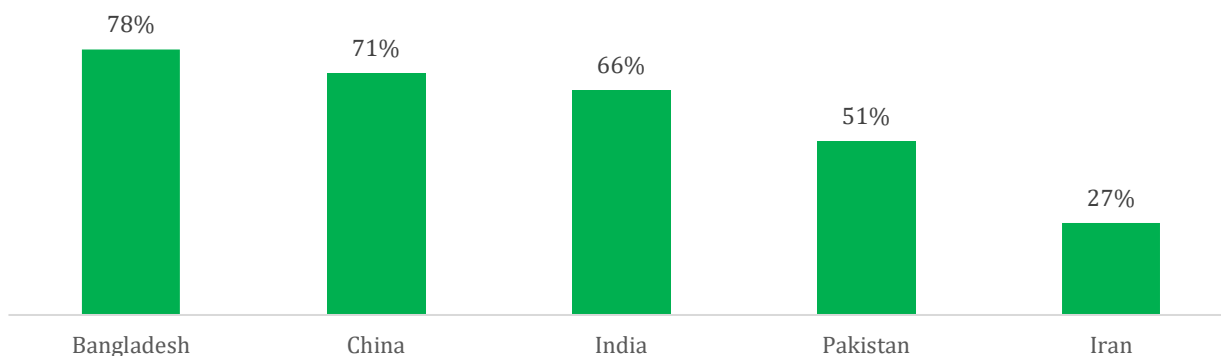


Source: Gallup International End of Year Survey 2024

b. Comparison of Pakistan's hope with regional countries: Bangladesh tops in the region

A snapshot of results from South Asia shows that Pakistani respondents were the second least most hopeful, with 51% believing 2025 would be better than 2024. Leading the optimism were respondents from Bangladesh (78%), China (71%) and India (66%). Following Pakistan were respondents from Iran, where only 27% thought the next year would be better than the current one.

Better Hope for 2025 - Regional Comparison



Source: Gallup International End of Year Survey 2024

c. Net hope score: Pakistan lags behind regional countries but exceeds Global Average

The net hope score, calculated by subtracting the percentage of pessimists from the percentage of optimists, shows that **51% of Pakistanis** believe 2025 will be better than 2024, while **26%** think it will be worse. This results in Pakistan having a net score of +25%, which exceeds the

global average of +17%. However, it is higher than Iran's -7% but falls short of Bangladesh's (+71%), China's (+66%) and India's (+54%).

<i>Country</i>	<i>Optimists</i>	<i>Pessimists</i>	<i>Neutrals</i>	<i>DK/NR</i>	<i>NET score</i>
<i>Global Average</i>	41%	24%	29%	6%	+17%
<i>Bangladesh</i>	78%	7%	3%	12%	+71%
<i>China</i>	71%	5%	23%	1%	+66%
<i>India</i>	66%	12%	16%	5%	+54%
<i>Pakistan</i>	51%	26%	11%	12%	+25%
<i>Iran</i>	27%	34%	36%	3%	-7%

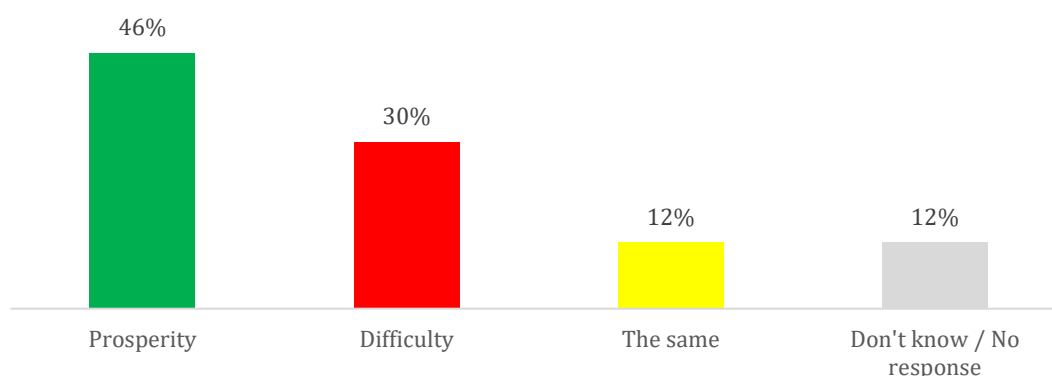
Source: Gallup International End of Year Survey 2024

2. Economic Prosperity

a. Economic Prosperity for 2025 for Pakistan: 46% hopeful 2025 will be a prosperous year.

When Pakistani respondents were asked “Compared to this year, in your opinion, will the next year be a year of economic prosperity, economic difficulty or remain the same for your country?”, 46% believed 2025 would be a year of economic prosperity, while only 30% thought 2025 would bring economic difficulty, another 12% said it will be the same as 2024.

Economic Prosperity in Pakistan



Source: Gallup International End of Year Survey 2024

The perception of economic prosperity among Pakistanis has shown a changing trend over the years. Compared to last year, when 41% Pakistanis thought 2024 would be a better year than 2023, **46%** respondents have the same opinion about 2025. Historically, optimism peaked at 58% in 1999, followed by 43% in 1998, and 35% in 1997. The 2000s saw fluctuations, with 31% in 2000, 39% in 2001, 37% in 2002, 39% in 2003, 40% in 2004, 29% in 2005, 31% in 2006, 27% in 2007, 10% in 2008, 15% in 2009. Notably, the 2000s experienced a decline in optimism, with a significant drop to 10% in 2008.

The 2010s witnessed an increase in optimism, reaching 13% in 2010, 25% in 2011, 30% in 2012, 28% in 2013, 45% in 2014, 55% in 2015, 56% in 2016, 48% in 2017, 51% in 2018. This upward trend suggests a growing confidence in the economy during the 2010s. However, this optimism was short-lived, as the percentage dipped to 50% in 2020, 40% in 2021, 41% in 2023, and then increased to 46% in 2024.

30% Pakistanis think 2025 will be a worse year compared to 2024, compared to 33% who thought 2024 would be worse than 2023. Historically, the percentage of Pakistanis who think the next year will be difficult economically has shifted, starting from 18% in 1997, decreasing to 13% in 1998 and 7% in 1999, before increasing to 29% in 2000, 30% in 2001, 13% in 2002, 19% in 2003, 17% in 2004, 26% in 2005, 20% in 2006, 30% in 2007, and peaking at 46% in 2008. The 2009 percentage stood at 32%.

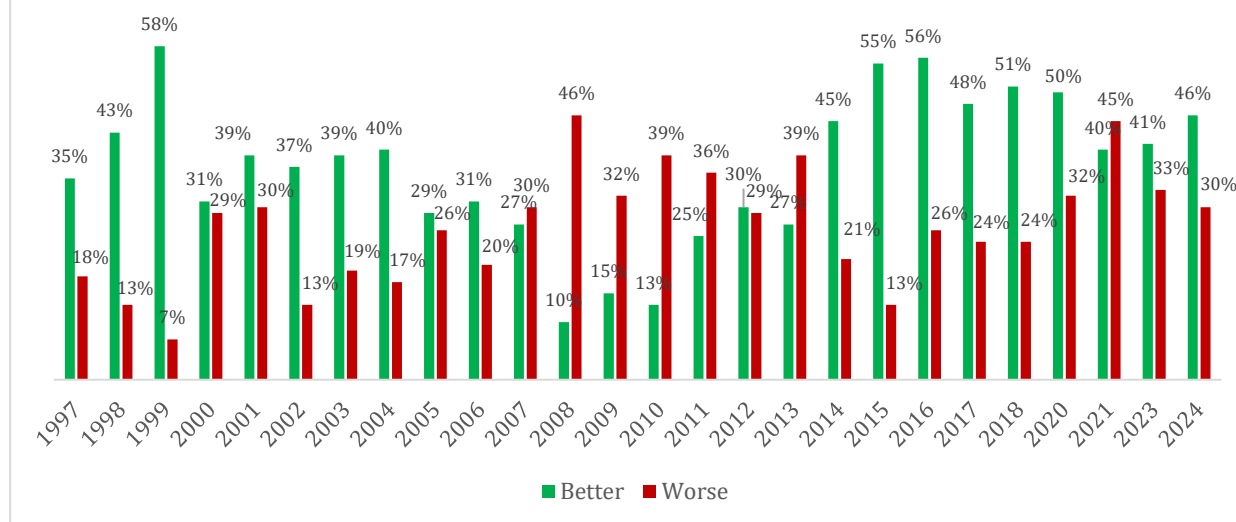
The 2010s witnessed variations in economic pessimism, with percentages ranging from 39% in 2010, 36% in 2011, 29% in 2012, 39% in 2013, 21% in 2014, 13% in 2015, 26% in 2016, 24% in 2017, 24% in 2018, and 32% in 2020. In the 2020s, economic pessimism increased to 45% in 2021, but then decreased to 33% in 2023 and 30% in 2024, indicating a recent decline in economic pessimism.

The trend suggests that Pakistanis have become less pessimistic about the economy in recent years. The decline in economic pessimism from 45% in 2021 to 30% in 2024 may indicate improving economic conditions or increased optimism about the future.

Key trends:

- A peak in economic optimism in 1999, with 58% of Pakistanis thinking the next year would be better
- A decline in economic optimism in the 2000s, with a significant drop to 10% in 2008
- An increase in economic optimism in the 2010s, with percentages ranging from 13% in 2010 to 56% in 2016
- Recent variations in economic optimism, with percentages ranging from 40% in 2021 to 46% in 2024
- A decline in economic pessimism in the late 1990s, from 18% in 1997 to 7% in 1999
- A significant increase in economic pessimism in the 2000s, peaking at 46% in 2008
- Volatility in economic pessimism in the 2010 to 2015, with fluctuations between 39% and 13%
- A recent decline in economic pessimism in the 2020s, from 45% in 2021 to 30% in 2024

Comparison with last years - Pakistan(1997-2024)

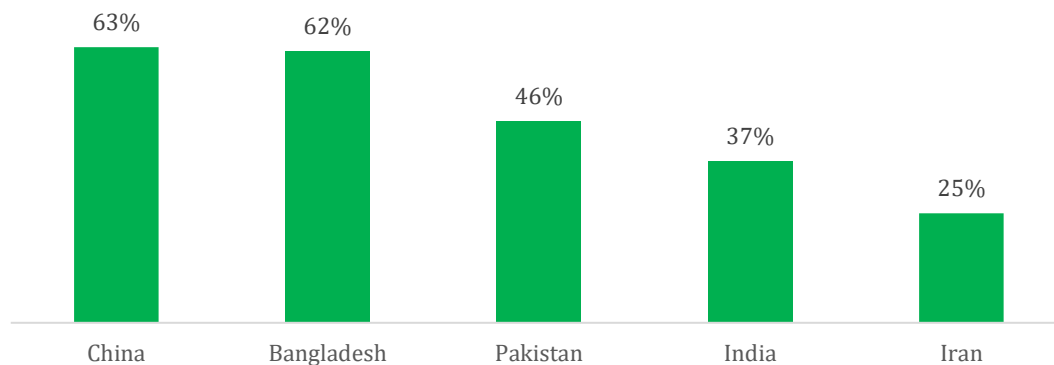


Source: Gallup International End of Year Survey 2024

b. Comparison of Pakistanis views on economic prosperity with regional countries: Pakistan ranked first, ahead of India.

A snapshot of results from the region regarding economic prosperity reveals that respondents from China were the most optimistic, with 63% believing that 2025 would show better economic prosperity than 2024. Following China were respondents from Bangladesh, with 62% expecting improved prosperity. Those from Pakistan came next, with 46% sharing the same view. India came next with 37% sharing similar opinion. The least optimistic were respondents from Iran, with only 25% believing that 2025 would bring better economic prosperity than 2024.

Economic Prosperity - Regional Comparison



Source: Gallup International End of Year Survey 2024

c. Net economic optimism score: Pakistan ranks third in the region but is above the Global Average

The net economic optimism score, calculated by subtracting the pessimists from the optimists, revealed that while 46% of Pakistanis believed 2025 would be more prosperous than 2024, 30% thought it would be difficult, resulting in Pakistan having a net score of +16. This is significantly higher than the global average of -5%. In comparison, China had the highest net optimism score of (+57%), followed by Bangladesh (+44%), India (+8%), and Iran had a negative net score of -5%.

<i>Country</i>	<i>Optimists</i>	<i>Pessimists</i>	<i>Neutrals</i>	<i>DK/NR</i>	<i>NET score</i>
<i>Global Average</i>	29%	35%	31%	6%	-5%
<i>China</i>	63%	7%	30%	0%	+57%
<i>Bangladesh</i>	62%	18%	15%	16%	+44%
<i>Pakistan</i>	46%	30%	12%	12%	+16%
<i>India</i>	37%	30%	26%	7%	+8%
<i>Iran</i>	25%	30%	41%	4%	-5%

Source: Gallup International End of Year Survey 2024

3. Happiness

a. Life Satisfaction in Pakistan: 73% of people feel happy about their life.

When Pakistani respondents were asked, "In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy, or very unhappy about your life?", 73% said they feel happy, 12% felt neither happy nor unhappy, and 9% felt unhappy.



Source: Gallup International End of Year Survey 2024

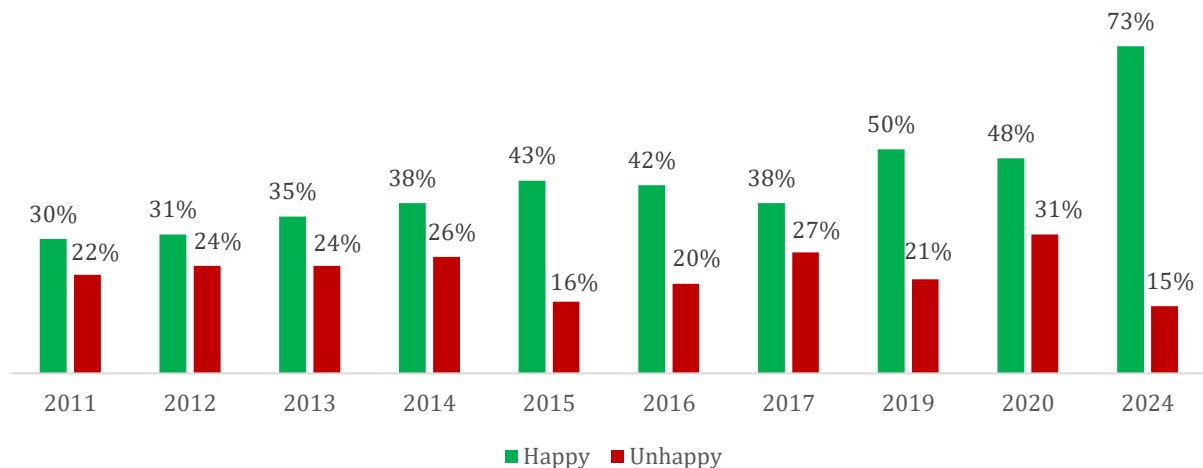
The perception of life satisfaction among Pakistanis has shown a changing trend over the years, with a significant majority, **73%**, believing 2025 will be a better year than 2024. Historically, the perception of people about satisfaction with their life over the years was seen as 30% in 2011, 31% in 2012, 35% in 2013, 38% in 2014, 43% in 2015, 42% in 2016, 38% in 2017, 50% in 2019, 48% in 2020, and 73% in 2024. Notably, life satisfaction has increased steadily over the years, with significant jumps in 2015 (43%), 2019 (50%), and 2024 (73%), indicating a growing optimism among Pakistanis about their future.

15% Pakistanis believe 2025 will be a worse year compared to 2024. Historically, the percentage of Pakistanis expecting unhappiness or dissatisfaction in the upcoming year has followed a varied trend 22% in 2011, 24% in 2012, 24% in 2013, 26% in 2014, 16% in 2015, 20% in 2016, 27% in 2017, 21% in 2019, 31% in 2020, and 15% in 2024. The percentage peaked in 2020 (31%) before dropping significantly to 15% in 2024, indicating a relatively more optimistic outlook among Pakistanis.

Key Trends:

- Steady increase in life satisfaction over the years.
- Significant jumps in 2015 (43%), 2019 (50%), and 2024 (73%).
- Peak dissatisfaction in 2020 (31%).
- Significant drop in dissatisfaction to 15% in 2024.

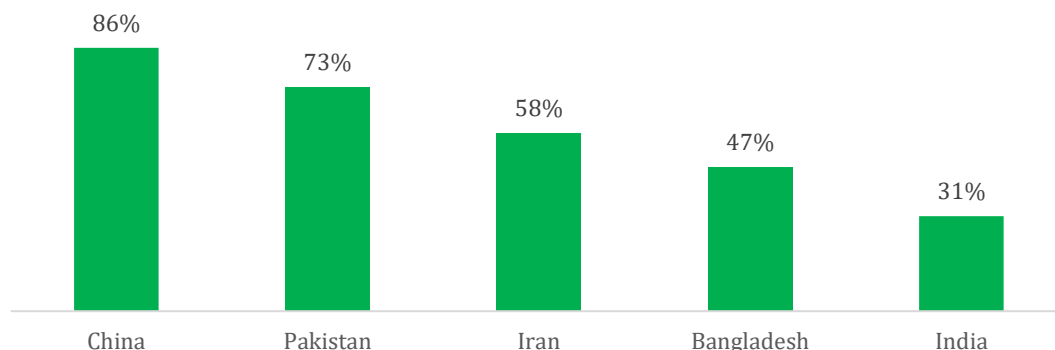
Comparison with last years - Pakistan (2011-2024)



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

A snapshot of results from regional countries regarding personal happiness and life satisfaction reveals that Pakistani respondents are the second most satisfied, with 73% feeling happy about their life; while China tops at 86%. Following Pakistan were respondents from Iran (58%) and Bangladesh (47%). The least satisfied were respondents from India, with only 31% expressing happiness about their life.

Happiness - Regional Comparison



Source: Gallup International End of Year Survey 2024

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

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The data on personal happiness and life satisfaction shows that China ranked the highest in the region, with 86% of respondents expressing happiness about their lives, resulting in a net score of +84. Pakistan ranked the second highest in the region, with 72% of respondents expressing happiness about their lives, resulting in a net score of +58. This is significantly higher than the global average of +46, where 58% were optimistic and 12% pessimistic. Following Pakistan were Iran (net score of +32), Bangladesh (net score of +12%) and India, which had a negative net score of -3%. In contrast, 31% of Indians felt happy, but 34% were pessimistic about their lives.

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

Source: Gallup International End of Year Survey 2024



Methodology:

The Gallup International End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. The survey is conducted every year since then. This year it was carried out in 37 countries around the world.

Sample Size and Mode of Fieldwork:

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 $\pm 3-5\%$ at 95% confidence level.



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