



World Happiness Report 2024

Gallup Pakistan Analysis of the World Happiness Index 2024



PRESS RELEASE

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Richer Yet Unhappier? India Lags Behind Pakistan in Global Happiness Index – **World Happiness Report 2024**

Islamabad, April 25th, 2025

Gallup Pakistan, as part of its Big Data Analysis initiative, is looking at the World Happiness Report, comprehensive and multidimensional analysis of global wellbeing, drawing from data across more than 140 countries. The broader Big Data Analysis Initiative series' main aim is to provide data. Implications of these data points for development sector as well as wider socio-political ramifications is something we would like to trigger in relevant circles.

Main messages emerging from this report:

1. **Economic growth alone does not guarantee happiness**—Pakistan's higher ranking despite weaker macroeconomic indicators highlights the limits of GDP as a measure of wellbeing.
2. **Subjective factors like generosity, cultural resilience, and community orientation** play a crucial role in national happiness and are often overlooked in policy discourse.
3. **Perceived freedom is not synonymous with happiness**—India's high freedom rank does not translate to greater life satisfaction, suggesting complexity in how autonomy is experienced.
4. **Trust and institutional confidence are low in both countries**, yet this has less explanatory power in shaping life evaluations than interpersonal support and emotional wellbeing.
5. **The decline in happiness since 2012 for both nations** reflects deeper structural and societal stresses, though the trajectories differ due to context-specific events.
6. **Happiness is shaped by cultural expectations and social norms**—Pakistanis may derive contentment from non-material sources such as religious faith, collective identity, or family networks.
7. **Consistent Underperformance:** India has ranked lower than Pakistan in every World Happiness Report since 2016, highlighting a persistent gap in wellbeing despite India's stronger economic indicators.

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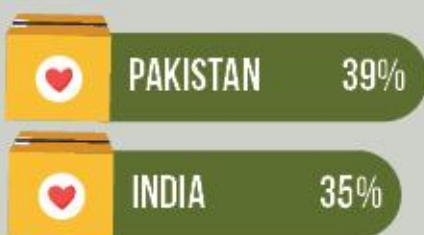
Pakistan ranks **109th** and India **118th** in the global happiness index out of **147** countries.



Freedom to make life choices ranks India 23rd and Pakistan 135th globally.



Generosity scores show 39.2% of Pakistanis and 35.5% of Indians donated to charity in the past month.



Positive emotions: India ranks **89th** and Pakistan **139th** globally based on reported experiences of enjoyment, smiling, and feeling well-rested month.



Negative emotions: Pakistan ranks **21st** and India **61st** globally for frequency of stress, worry, sadness, and anger.



Helping strangers: 56.9% of Pakistanis and 40.7% of Indians reported helping a stranger in the past month.



Volunteering: 13.3% of Pakistanis and 17.2% of Indians engaged in volunteer work recently.



Key Findings

1. **Pakistan ranks 109th** and **India 118th** in the global happiness index out of 147 countries.
2. **Freedom to make life choices** ranks India 23rd and Pakistan 135th globally.
3. **Generosity scores** show 39.2% of Pakistanis and 35.5% of Indians donated to charity in the past month.
4. **Positive emotions:** India ranks 89th and Pakistan 139th globally based on reported experiences of enjoyment, smiling, and feeling well-rested.
5. **Negative emotions:** Pakistan ranks 21st and India 61st globally for frequency of stress, worry, sadness, and anger.
6. **Helping strangers:** 56.9% of Pakistanis and 40.7% of Indians reported helping a stranger in the past month.
7. **Volunteering:** 13.3% of Pakistanis and 17.2% of Indians engaged in volunteer work recently.

The **World Happiness Report 2024**, published by the University of Oxford's Wellbeing Research Centre in collaboration with Gallup and the UN Sustainable Development Solutions Network, offers a comprehensive and multidimensional analysis of global wellbeing. Drawing from data across more than 140 countries, the report presents an in-depth understanding of how individuals perceive their lives, what contributes to their wellbeing, and how happiness levels evolve over time. Central to the report is the life evaluation metric, based on a simple yet powerful question that asks respondents to place themselves on a hypothetical ladder ranging from 0 (worst possible life) to 10 (best possible life). This singular score, complemented by data on factors such as social support, income, freedom, generosity, and perceptions of corruption, provides a holistic view of happiness worldwide.

In the 2024 report, **Pakistan** is ranked **109th** in the world with an average life evaluation score of **4.786**, while **India** ranks **118th**, with a slightly lower average score of **4.389**. This places Pakistan ahead of India in the global happiness rankings, despite its **lower GDP per capita** (\$5,452 compared to India's \$9,703¹), **weaker freedom scores** (135 vs. 23), and **limited social support** (131 vs. 128). The data suggests that while economic indicators like income and macro-level freedom often influence wellbeing, they are not the sole determinants of how happy individuals feel within a country.

Despite its growing economy and global influence, India continues to rank lower than Pakistan in the World Happiness Report 2024. This gap is driven by India's consistently poor performance on indicators like freedom of choice, perceptions of corruption, and social support. Pakistan, although facing economic challenges, ranks higher in emotional well-being and community-connectedness. The findings raise questions about the relationship between material progress and overall happiness.

India's underperformance in the World Happiness Report is not a recent anomaly but a consistent pattern observed over the years. **Since 2016**, India has ranked lower than Pakistan every single year—often by a significant margin. For instance, in 2019, India was placed at **140** compared to Pakistan's **67**. Even in more recent years, the gap has remained stark: in both 2023 and 2024, India ranked **126** while Pakistan held steady at **108**. This sustained trend suggests that structural issues beyond economic metrics are limiting India's ability to convert progress into lived wellbeing for its citizens.

Over time, both nations have seen a **decline** in happiness since 2012, with Pakistan's score decreasing by **0.524 points** and India's by **0.383 points**. Historically, Pakistan has seen a much higher position in the rankings, peaking at **66**, whereas India's highest rank was **94**. Notably, India experienced its **biggest fall** in happiness in **2012**, while Pakistan's sharpest drop occurred in **2020**, likely reflecting different national and regional events impacting public sentiment during those periods.

Table 1: Country Rankings, World Happiness Report

Country	Pakistan	India
Rank	109	118
Life evaluation (3-year average)	4.768	4.389

¹ In terms of Purchasing Power Parity adjusted to constant 2017 international dollars, taken from the World Development Indicators by the World Bank.

Change (since 2012)	-0.524	-0.383
Inequality	101	118
Social support	131	128
GDP per capita	108	93
Healthy life expectancy	-	-
Freedom	135	23
Generosity	37	51
Perceptions of corruption	104	56
Positive emotions	139	89
Negative emotions	114	117
Donated	37	51
Volunteered	93	16
Helped a stranger	101	80

Source: World Happiness Report, 2024²

A closer examination of the explanatory factors reveals key differences between the two nations. In terms of **social support**, both countries perform poorly, but Pakistan ranks even lower at **131st** compared to India's **128th**. This factor explains about **15.9%** of Pakistan's life evaluation score and **19.6%** of India's. Despite India's stronger showing here, it doesn't significantly improve the overall happiness score. On **GDP per capita**, India again outpaces Pakistan with a rank of **93** against Pakistan's **108**, and this variable accounts for **26.2%** of India's score compared to **20.6%** in Pakistan. Health data was not reported in terms of rank or value for either country, though it continues to be an important explanatory component.

Table 2: Specific Country Statistics, World Happiness Report

Happiness Ranking		
Country	Pakistan	India
Current	109	118
Highest	66	94
Lowest	121	144
Average	90	124
Biggest Climb	2022	2022
Biggest Fall	2020	2012

Source: World Happiness Report, 2024

A striking difference emerges in **freedom to make life choices**, where India ranks an impressive **23rd** globally, compared to Pakistan's **135th**. Freedom accounts for a substantial **20.8%** of India's score, double the **11.1%** it contributes in Pakistan. This points to a significant gap in how individuals perceive autonomy in their lives. However, when it comes to **generosity**, Pakistan surprisingly pulls ahead with a rank of **37** against India's **51**, with the

² <https://data.worldhappiness.report/table>

value of generosity being slightly higher in Pakistan at **39.2%**, compared to **35.5%** in India. This factor, albeit smaller in its explanatory power, may play a role in boosting social cohesion and collective wellbeing in the Pakistani context.

In terms of **perceptions of corruption**, Pakistan again falls behind, ranking **104th**, while India ranks **56th**. Though this variable has limited explanatory power—**1.0%** in Pakistan and **2.7%** in India—it is indicative of trust in institutions and governance, which indirectly influences overall happiness. Interestingly, the emotional dimensions—**positive and negative emotions**—offer further insight. Pakistan scores poorly on **positive emotions** with a rank of **139**, much lower than India's **89**, yet both countries fare similarly in terms of **negative emotions**, ranking **114** and **117** respectively. This suggests that while Indians might report more positive feelings on a daily basis, their broader life evaluations are still weighed down by other systemic factors.

Table 3: Country Profiles – Pakistan and India, World Happiness Report

Pakistan						
Factor	Social support	GDP per capita	Healthy life expectancy	Freedom	Generosity	Perceptions of corruption
Rank	131	108	-	135	37	104
Value	59.60%	\$5,452	-	53.20%	39.20%	84.80%
Explains	15.90%	20.60%	8.70%	11.10%	2.90%	1.00%
India						
Factor	Social support	GDP per capita	Healthy life expectancy	Freedom	Generosity	Perceptions of corruption
Rank	128	93	-	23	51	56
Value	60.70%	\$9,703	-	90.80%	35.50%	73.00%
Explains	19.60%	26.20%	7.20%	20.80%	3.20%	2.70%

Source: World Happiness Report, 2024

An analysis of **altruistic behavior**—measured by actions like donating, volunteering, and helping strangers—further distinguishes the two. Pakistan and India rank equally in **donating** (Pakistan at 37, India at 51), but India scores far better in **volunteering** (16 vs. Pakistan's 93). On the other hand, Pakistan lags slightly in **helping a stranger** (101 vs. India's 80). These figures indicate that while there are pockets of civic engagement in both countries, the forms and prevalence of such engagement differ, potentially shaped by cultural norms, societal expectations, and opportunities for participation.

One of the most compelling insights from this year's report is the paradox of **Pakistan ranking higher in happiness than India**, despite having **lower GDP growth, per capita income, and fewer structural freedoms**. This could point to the **role of subjective wellbeing** that arises from **community bonds, cultural resilience, or spiritual contentment**, factors that are not easily captured by traditional economic metrics. The report implicitly challenges the assumption that economic progress alone guarantees happiness, urging policymakers to also focus on emotional, psychological, and social dimensions of wellbeing.

The **World Happiness Report 2024** reveals a nuanced comparison between Pakistan and India. While India exhibits stronger economic indicators and greater institutional freedom,

Pakistan's higher overall happiness score suggests that **wellbeing is influenced by more than just income and liberty**. The comparative data and trends underline the complexity of human happiness and the need for both countries to adopt a more holistic approach to development—one that values **emotional wellbeing, social cohesion, and trust** alongside economic growth.

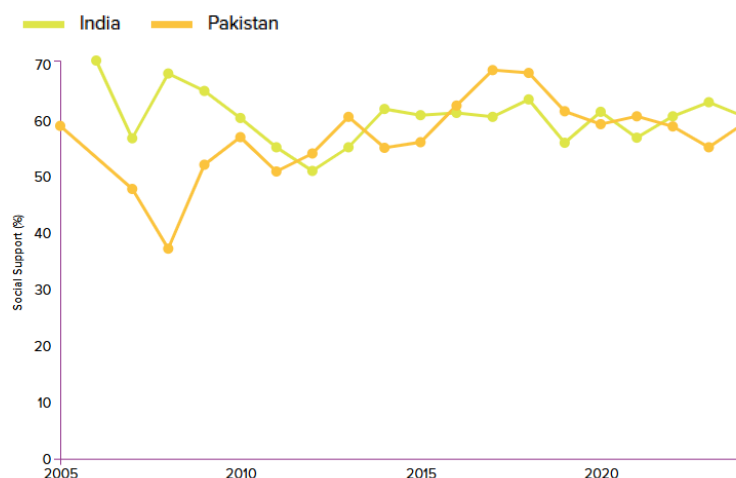
India vs. Pakistan: a detailed comparison

1. Explanatory factors for life evaluation scores

a. Social support (%)

In terms of **social support**, which reflects the percentage of people who report having someone to count on in times of need, India consistently outperforms Pakistan over the majority of the observed period. However, both countries exhibit fluctuating patterns. For Pakistan, the data reveals a sharp decline in social support between 2005 and 2008, dipping below 40%. Although it rebounded somewhat in the subsequent years, it has struggled to achieve sustained improvement. Since 2013, Pakistan's social support levels have hovered around 55%–60%, with periodic declines, indicating persistent fragility in social cohesion. In contrast, India has maintained a relatively stable and higher level of social support, mostly remaining above 60%, despite a few dips around 2012 and 2020. Notably, the social support gap between the two countries narrowed post-2018, suggesting a relative decline in India's performance or marginal improvement in Pakistan's.

Figure 1: Country comparison – Social Support



Source: World Happiness Report, 2024³

This trend is particularly significant because, as per the explanatory model of the Happiness Report, **social support is a crucial determinant of life evaluation scores**, accounting for 15.9% of Pakistan's score and 19.6% of India's. Despite Pakistan's weaker showing in this area, the long-term upward correction after the 2008–2010 slump suggests a slow rebuilding of community networks and interpersonal trust, although it remains vulnerable to shocks. India's steadier trajectory reflects stronger societal institutions and possibly greater perceived personal networks of support.

³ <https://data.worldhappiness.report/chart>

b. GDP per capita (US \$)

GDP per capita shows a much clearer and consistent divergence between the two nations. India has witnessed a robust and steady increase in GDP per capita from around \$4,000 in 2005 to approximately \$9,700 in 2023. Although there is a visible dip around 2020, likely due to the economic shock of the COVID-19 pandemic, the recovery has been sharp, and the upward trend sustained. In contrast, Pakistan's GDP per capita has grown at a far slower rate, climbing from just above \$4,000 in 2005 to only around \$5,400 in 2023, with periods of stagnation particularly visible from 2019 onwards. This substantial and widening gap highlights India's stronger macroeconomic performance over the past two decade.

Figure 2: Country comparison – GDP per capita



Source: World Happiness Report, 2024

In the explanatory model, **GDP per capita accounts for a greater share of the life evaluation score** in both countries—**26.2% in India** and **20.6% in Pakistan**. India's superior economic growth should, in theory, translate into a higher happiness score. However, this is not the case in the 2024 rankings, where Pakistan ranks ahead. This discrepancy points to the central thesis of the Happiness Report: **economic prosperity alone is not sufficient to ensure subjective wellbeing**. The relatively stagnant GDP in Pakistan is offset, at least in part, by other non-economic contributors to happiness—such as generosity (where Pakistan ranks 37 compared to India's 51), or cultural resilience and different expectations of life satisfaction.

c. Healthy life expectancy (years)

Healthy Life Expectancy (HLE) provides critical insight into how long people in a country can expect to live in good health and is derived from data compiled by the World Health Organization's Global Health Observatory.

From the graph, India consistently maintains a **higher healthy life expectancy** than Pakistan across the observed years. In 2005, both countries begin at comparable levels, with India just slightly ahead. Over time, however, India's HLE steadily improves, peaking around 2020 at close to 60 years. This steady rise reflects gains in healthcare infrastructure, access to medical services, public health interventions, and broader socioeconomic improvements that affect determinants of health, such as sanitation, maternal and child health, and immunization coverage. Pakistan's trajectory, though also upward, is less steep. The country starts just below India in 2005, and its HLE improves marginally year on year, leveling off around 56–57 years from 2015 onwards. Notably, both countries experience a slight drop around 2021–

2022—likely a consequence of the COVID-19 pandemic and its long-term impacts on public health systems. By 2023, the gap between the two countries appears to have narrowed, suggesting a convergence driven more by India's dip than Pakistan's progress.

Figure 3: Country comparison – Healthy Life Expectancy



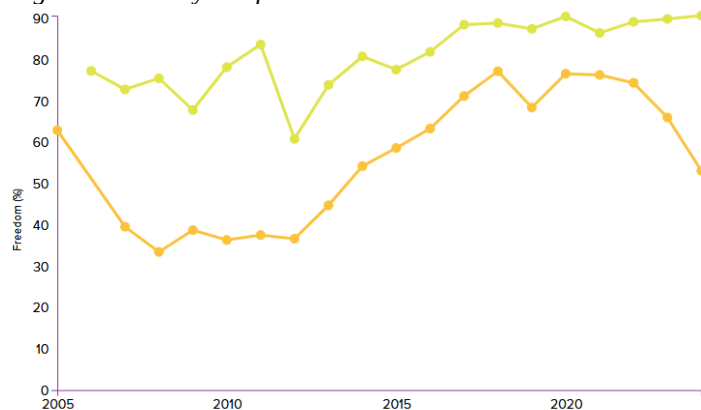
Source: World Happiness Report, 2024

Despite India's clear edge in this domain, **the contribution of healthy life expectancy to the overall happiness score** is moderate. According to the World Happiness Report 2024, HLE explains **8.7% of Pakistan's life evaluation score** and **7.2% of India's**. This suggests that although health is undeniably foundational to wellbeing, it does not account for as much variance in life satisfaction as factors like income, freedom, or social support. Moreover, the relatively small gap in HLE—just a few years difference—means it is unlikely to be a decisive factor in explaining why **Pakistan ranks higher in happiness** despite generally trailing in most other measurable indicators. What this trend reflects, however, is the broader resilience of health outcomes in both countries in the face of socioeconomic adversity. Pakistan's modest but steady gains indicate improvements in health coverage and outcomes, while India's higher but recently declining trendline may signal the need for renewed focus on equitable health service delivery and post-pandemic recovery efforts.

d. Freedom (%)

In terms of **freedom**, measured by the question “Are you satisfied or dissatisfied with your freedom to choose what you do with your life?”, India consistently reports higher levels of perceived autonomy.

Figure 4: Country comparison – Freedom



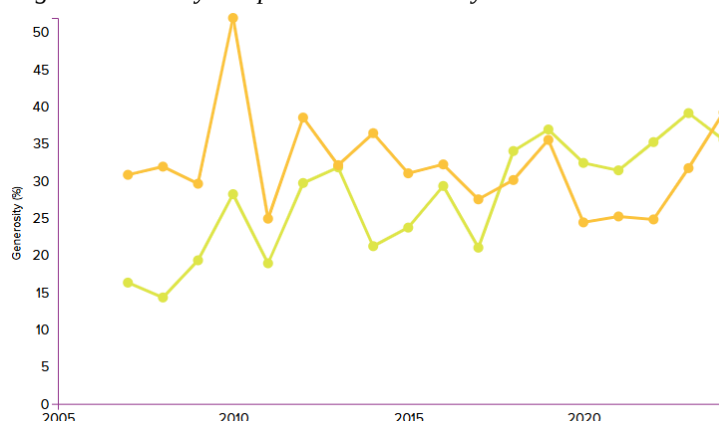
Source: World Happiness Report, 2024

From 2012 onward, India's freedom values largely remain above 75%, peaking around 2019 and continuing **above 85% through to 2023**. This upward trend is consistent with India's freedom rank of 23 and the factor's significant contribution of 20.8% to its overall happiness score. On the other hand, Pakistan exhibits a more erratic trend. Beginning above **60% in 2005**, Pakistan sees a steep decline below **40% by 2008**, followed by a partial recovery in the years that follow. Despite some gains between 2012 and 2018, levels never surpass 70% for long and begin to decline again after 2021. With a low freedom rank of **135** and a relatively small explanatory power of **11.1%**, the data reflects Pakistan's ongoing struggles with political instability and constraints on personal autonomy. Interestingly, despite these deficits, Pakistan's overall happiness score remains relatively high, suggesting other compensatory factors at play.

e. Generosity (%)

When looking at **generosity**, as measured by responses to the question "Have you donated money to a charity in the past month?", the trends are more variable. Pakistan shows sporadic spikes, particularly in 2010 when generosity levels **rise sharply above 50%**, possibly in response to humanitarian crises such as floods. Though these peaks are not sustained, the country maintains moderate generosity levels around 30–40% after 2015. Pakistan ranks **37th** globally in generosity with a value of 39.2%, and this factor **contributes 2.9%** to its life evaluation score.

Figure 5: Country comparison – Generosity



Source: World Happiness Report, 2024

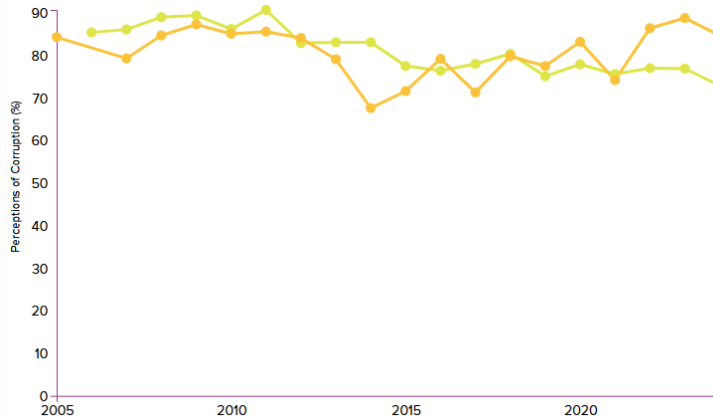
In contrast, India begins with lower generosity levels **under 25% in 2005** but shows a gradual and steady increase over the years. This upward trend becomes more prominent after 2015, bringing India close to Pakistan's levels by 2023. Despite a lower rank of **51st**, India's generosity contributes slightly more—**3.2%**—to its happiness score. These trends indicate that while Pakistan benefits from strong cultural norms of giving during times of crisis, India's growth in generosity appears to be driven by structural initiatives promoting civic engagement and organized philanthropy.

f. Perceptions of corruption (%)

Perceptions of corruption aims to capture the extent to which people believe corruption is widespread in government or business. Here, both countries begin with high perceived

corruption in 2005, with values **above 80%**. Over time, India shows a gradual improvement, maintaining scores mostly between **75–85%**, suggesting public awareness and possibly the effect of digital transparency initiatives. India ranks **56th** in this dimension, and the factor contributes **2.7% to its happiness score**.

Figure 6: Country comparison – Perceptions of Corruption



Source: World Happiness Report, 2024

Pakistan, meanwhile, follows a more unstable path. While initially tracking India's trend, it experiences a notable dip around 2013–2014 before recovering to hover in the 75–85% range through 2023. With a rank of **104** and a meagre **1.0%** contribution to happiness, perceptions of corruption in Pakistan remain a concern. However, the relatively low explanatory power of this variable in both countries highlights that while institutional trust matters, other factors—such as social support or personal experiences—may weigh more heavily on happiness outcomes.

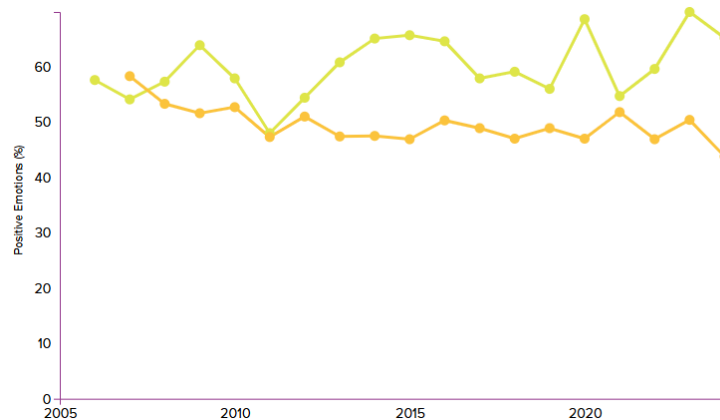
2. Emotions

The World Happiness Report 2024 also provides an in-depth perspective on subjective wellbeing by exploring both positive and negative emotional experiences across populations. The indicators for positive emotions are derived from responses on **laughter, enjoyment, and interest**, while negative emotions are based on experiences of **worry, sadness, and anger** on the previous day.

a. Positive Emotions (%)

In terms of positive emotions, India consistently scores **higher** than Pakistan over the two-decade span from 2005 to 2023. India's national average hovers in the **55–70%** range, with noticeable peaks around 2010, 2014–2016, and 2021–2023. This indicates that a larger proportion of the Indian population reports experiencing enjoyment, laughter, and interest daily, which are essential contributors to life satisfaction. Pakistan, on the other hand, exhibits a much lower range in this domain—generally fluctuating between **45% and 55%**—and shows a slight declining trend in recent years. The positive emotion scores for Pakistan are notably erratic, with little sustained upward movement. This reflects a population whose daily experiences are less characterized by joy and curiosity, likely linked to ongoing political instability and economic uncertainty.

Figure 7: Country comparison – Positive Emotions

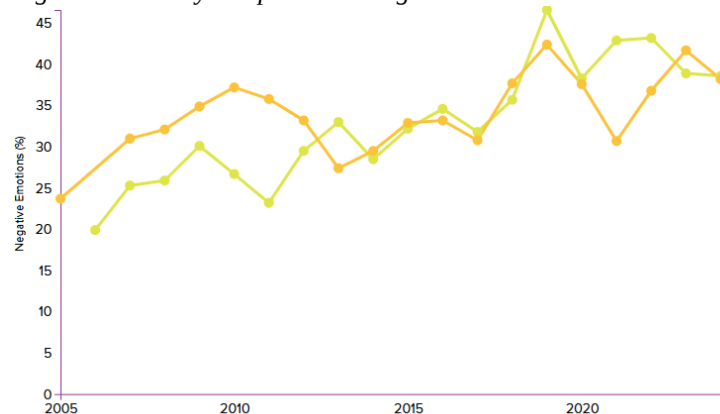


Source: World Happiness Report, 2024

b. Negative Emotions (%)

Yet, despite India's consistently higher score in positive emotions, its overall happiness ranking remains below that of Pakistan in 2024 (India ranks 118 compared to Pakistan's rank of 109). This paradox begins to resolve when examining the patterns in negative emotions. In this category, both countries show rising trends, especially after 2010, but India experiences sharper peaks. By **2019–2021**, India witnesses a significant spike in negative emotions—reaching **above 45%**—suggesting a growing number of people reporting daily worry, sadness, or anger. These spikes coincide with periods of sociopolitical unrest, the COVID-19 pandemic, and rising polarization. Though Pakistan too shows a rise in negative emotional experiences during the same period, the increase is slightly less pronounced and **more stable after 2021**, where levels decline and then stabilize around **35–40%**. The relatively moderate levels of negative emotional experiences in Pakistan may explain why it scores higher in overall happiness, despite having lower scores in positive emotions.

Figure 8: Country comparison – Negative Emotions



Source: World Happiness Report, 2024

This emotional duality reveals a key insight: it is not just the presence of positive feelings, but the absence or moderation of negative ones that significantly shape a nation's subjective wellbeing. India, despite its greater GDP per capita, higher freedom score, and stronger life expectancy, may be seeing these benefits undermined by intense social pressures and emotional

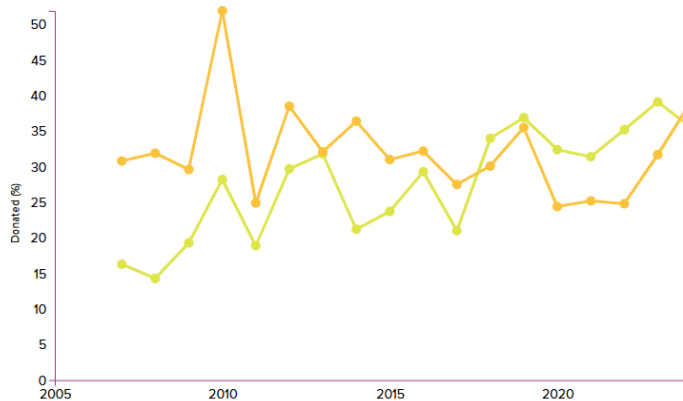
distress. Conversely, Pakistan's higher scores on generosity and relatively contained negative emotion trends may foster resilience and communal support, which buffer against economic and structural shortcomings.

3. Benevolence

The data for benevolence indicators measured over the past one month—specifically donating, volunteering, and helping a stranger—shows distinct trends for Pakistan and India.

a. Donated (%)

Figure 9: Country comparison – Donated

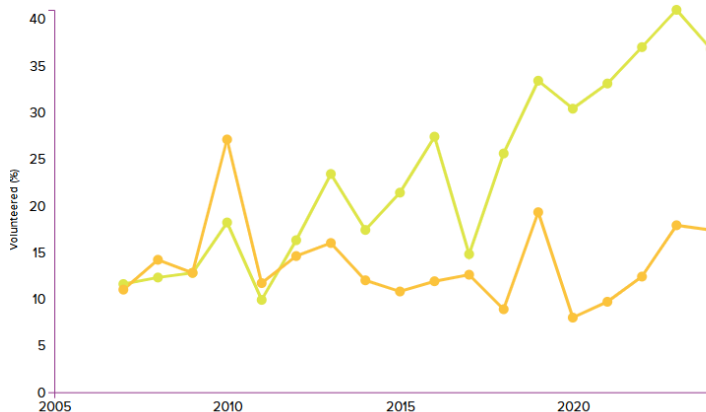


Source: World Happiness Report, 2024

In terms of **donating**, both Pakistan and India exhibit fluctuating but generally upward trends over time. Pakistan saw a dramatic spike around 2009, where the percentage of people who donated peaked sharply **above 50%**, followed by a steep decline and then a gradual rise. Since 2015, Pakistan's donation levels have remained relatively stable with some increases in recent years, approaching **40% by 2023**. India, meanwhile, began with lower donation levels but showed a steady increase over time, particularly from 2010 onward. By 2023, India's donation rate also rose significantly, reaching a similar level to Pakistan's. This suggests a **convergence in donation behaviors** in both countries in recent years.

b. Volunteered (%)

Figure 10: Country comparison - Volunteered

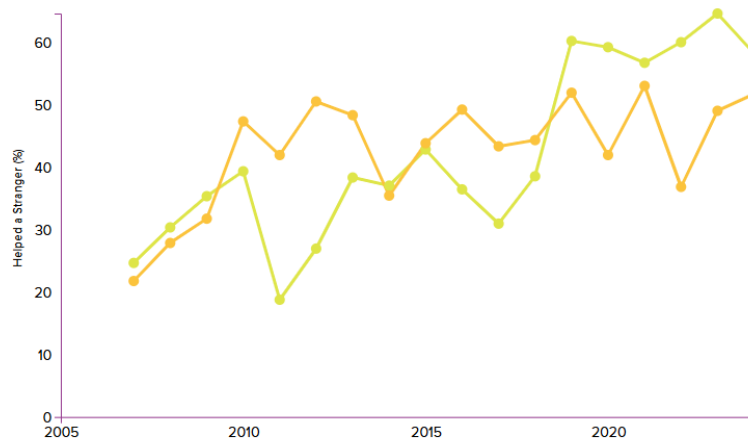


Source: World Happiness Report, 2024

Looking at **volunteering**, the differences between Pakistan and India are more pronounced. Pakistan's volunteer rates have remained relatively low and stable, with only slight increases since 2005. There are a few noticeable spikes, such as one around 2010 and another after 2019, but overall, the percentage hovers around or **below 15%** for much of the period. In contrast, India shows a steady and strong upward trend. From a modest start, India's volunteer rate rose consistently, with particularly sharp growth from 2015 onward. By 2023, India's rate of volunteering reached **close to 40%**, significantly outpacing Pakistan's. This indicates a growing culture of volunteerism in India in recent years.

c. Helping a stranger

Figure 11: Country comparison – Helping a stranger



Source: World Happiness Report, 2024

When it comes to **helping a stranger**, both countries show substantial growth, though India consistently reports higher rates than Pakistan.

In the earlier years, both countries started around the **20–30%** range. Pakistan experienced strong growth up to around 2010, after which the rates fluctuated but remained relatively high. India, however, continued to increase steadily, with sharp rises **after 2015**. By the 2020s, India's rates for helping a stranger **surpassed 60%**, while Pakistan's remained in the **40–50%** range. This trend reflects a strong upward trajectory in informal acts of kindness in both countries, with India showing particularly high engagement in recent years.

The World Happiness Report 2024 offers a profound reminder that national happiness is not merely a function of economic metrics or institutional freedoms. Pakistan's higher ranking over India—despite lower GDP per capita, limited freedoms, and weaker institutional performance—points to the powerful influence of subjective wellbeing factors such as generosity, cultural resilience, and communal bonds. While both nations have experienced a decline in happiness over the past decade, the divergence in how people perceive their lives underscores the multifaceted nature of happiness. For policymakers and development practitioners alike, these findings emphasize the need for a holistic approach to development—one that goes beyond economic growth to nurture emotional, social, and psychological wellbeing. In recognizing the value of trust, purpose, and connectedness, the report invites a reimagining of what it means to thrive in the 21st century.

What is the Big Data Analysis Series by Gallup?

Gallup Pakistan's Big Data series was started by Bilal I Gilani, Executive Director of Gallup Pakistan. Bilal explains the rationale of the series: *"The usual complaint from academics and policy makers is that Pakistan does not have data availability. Our experience negates that. Pakistan has lots of data, but it is not available in a usable form and not widely accessible. At Gallup we plan to bridge this gap in terms of accessibility and use of data. The Gallup Big Data series has earlier worked with data sets such as [PSLM](#), [Labour Force Survey](#), and [Economic Survey reports](#) as well as [National Census Reports](#) and [Election Commission Data sets](#). The current series is using the [7th Population Census of Pakistan 2023 dashboard](#), which provides a variety of demographic statistics. We hope that these series are useful, and we welcome both feedback as well as possible collaborations as we create a public good in the form of useful data sets in Pakistan."*

Wish to Contribute to Gallup Big Data Analysis?

Gallup Pakistan is looking for collaboration with researchers to expand the Big Data Analysis project. If you have any ideas, please write to Bilal I Gilani, Project Director, Big Data Analysis at Gallup Pakistan.

Wish to know more about the World Happiness Report 2024?

The World Happiness Report 2024, published by the University of Oxford's Wellbeing Research Centre in collaboration with Gallup and the UN Sustainable Development Solutions Network, offers a comprehensive and multidimensional analysis of global wellbeing. Drawing from data across 147 countries, the report presents an in-depth understanding of how individuals perceive their lives, what contributes to their wellbeing, and how happiness levels evolve over time.

You can find more information on the World Happiness Report at:

<https://data.worldhappiness.report/table>

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Contact Details:

Islamabad: +92 51 2655630

Email: isb@gallup.com.pk

www.gallup.com.pk