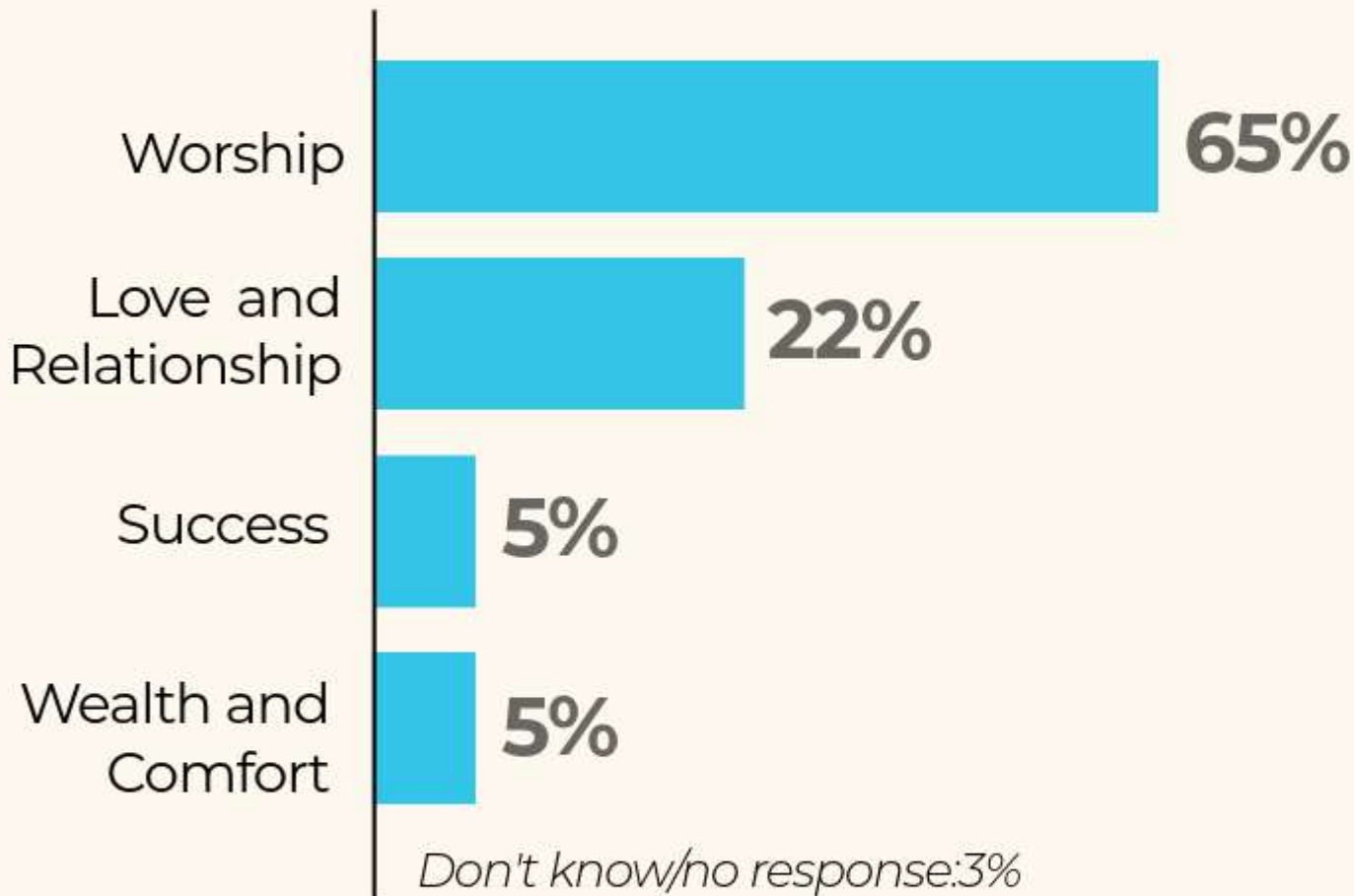


Nearly Two-Thirds of Pakistanis (65%) Say Worship Provides Long-Lasting Happiness – Far More Than Love, Wealth, or Success.



Question: In your view, what is the one thing in life that gives long-lasting happiness rather than temporary happiness?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social** **Personal Preferences**

Nearly Two-Thirds of Pakistanis (65%) Say Worship Provides Long-Lasting Happiness – Far More Than Love, Wealth, or Success. (Gallup & Gilani Survey)

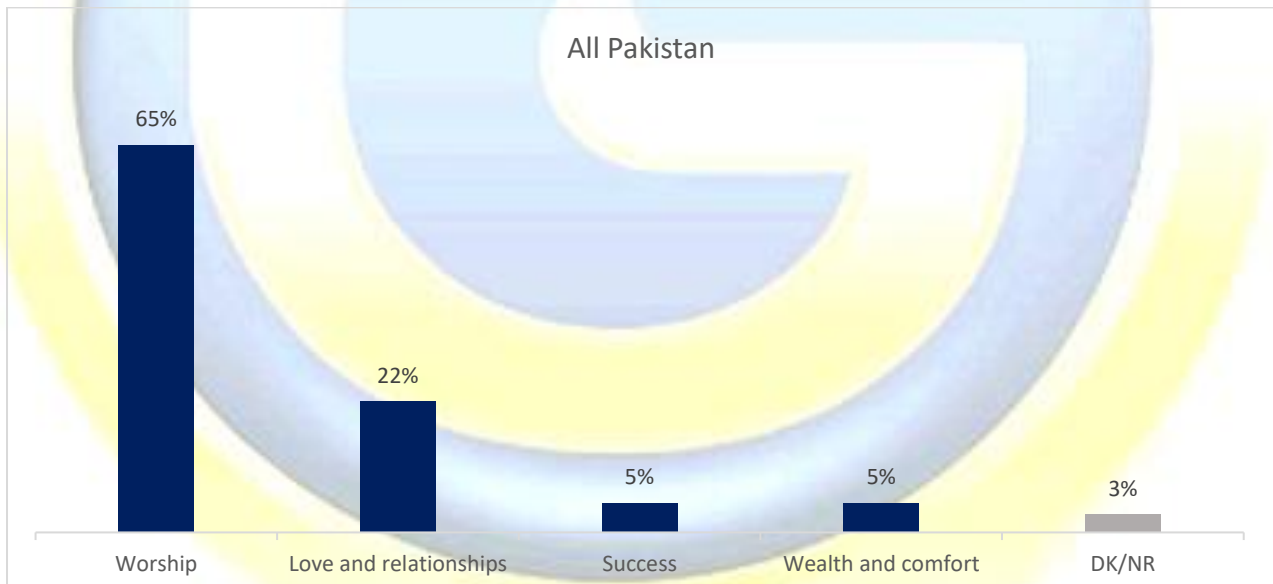
(Islamabad), 9th December 2025

According to a survey conducted by Gallup & Gilani Pakistan, 65% of Pakistanis believe worship is the one thing in life that gives long-lasting happiness, significantly outweighing other sources of fulfillment.

A nationally representative sample of Pakistanis was asked the following question: **“In your view, what is the one thing in life that gives long-lasting happiness rather than temporary happiness?”** In response, 65% said ‘worship,’ 22% said ‘love and relationships,’ 5% said ‘success,’ 5% said ‘wealth and comfort,’ and 3% said ‘DK/NR.’

The results show a strong moral–spiritual orientation in how Pakistanis define deeper happiness, with emotional and material factors playing much smaller roles.

Question: In your view, what is the one thing in life that gives long-lasting happiness rather than temporary happiness?



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 961 respondents, across urban and rural areas of all four provinces of the country, conducted from 17 November 2025 to 2 December 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Tuesday, 9th December 2025

(2 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)