

## ABSTRACT

Subjective Well-Being (SWB) of women in Punjab, Pakistan is remained an unattended topic of research since the independence. SWB is a multidimensional phenomenon and based upon numerous socioeconomic factors. These factors differ grounded on geographical split-ups, culture and societal traditions. In countries like Pakistan, evaluation of SWB of women involves many complexities. In this study, the first ever data collected on this subject via Multiple Indicator Cluster Survey (MICS) -2014 is utilized for statistical modeling of SWB of women for age bracket 15-24 years. The Multiple Regression Modeling technique is used in which SWB of women is taken as response variable along with relevant socioeconomic factors such as age, marital status, economic status, employment, and access to mass media etc. as predictors. The finalized model suggests a positive relationship of SWB of women with age, use of internet, watching T.V. and negative with a number of household members and employment status. While, women belonging to poor economic status are more satisfied than that of middle and rich class. In region wise comparison, women living in southern Punjab have better SWB as compare to northern and central region of the Punjab.