Gallup International Association
Höschgasse 28
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Switzerland

GIA's 41 Annual Global End of Year Survey:
ECONOMICALLY MORE DIFFICULT YEAR TO COME

The World's first (launched in 1977) and leading Global Barometer on prosperity, hope and happiness, covering this year in a representative way about 2/3 of the global population, done in partnership with WIN, shows:

Economic Pessimism Won at Last
Economic optimism has declined over the last months. The study shows that 28% of the world is now optimistic for the economic outlook in 2018, but the economic pessimism is 2 points higher. Net optimism (the shares of those saying the next year will be one of economic prosperity minus the shares of those who say the next year will be one of economic difficulties) has shown a downward trend from +23 at the end of 2015 and +20 at the end of 2016 to -2 at the end of 2017.
For second successive year European citizens are significantly more worried about their prosperity next year (- 16 net score). The challenges for the very future of the EU project and Europe in general continued in 2017 and it created uncertainties despite Europe's emerging signs of recovery. For the first time this indicator shows more pessimists for the economic outlook in EU than in Russia, nevertheless that the majority of Russians / 49%, highest in the studied world/ expect stagnation in their country.
The US public opinion is deeply divided on the economic expectations for the new year.
The most pessimistic countries are Italy (net score of -50), Greece (net score of -42). Turkey is close behind them (net score of -40).
Nigeria (+59), followed by Vietnam (+55 net score) are on the other side.
Clear majorities in India and East Asia are expecting even a more prosperous year from the current one based on an impressive performance during 2017, while West Asia is rather worried.

Hope on the planet Earth… but Lower
A bit less than 40% of the surveyed global population feels that 2018 will be better than 2017, which is 13 points down compared to a year ago. 23% expect a worse one. 32% believe 2018 is going to be the same as 2017 and other 6% do not know.
The net score of +16 is twice down than the net score for the last year. Although hope leads ranking for another year, the number of optimists is decreasing throughout the world - as last New Year's Eve was expected with a majority of 52% of the planet feeling that 2017 will be better than 2016.
A year ago, 15% felt that a worse year was on its way, but nowadays their share is 23% thus giving a net score of +16 (39% - 23%). With last year's +37 the drop is obvious. The decrease reveals concerns and worries as the world is turning into a more hectic and a less predictable place over the last year.

Indonesia (+66 net score) is this year's winner and South Asia (+51) is the most optimistic region in the world. Europe is on the opposite with 0 score in its non-EU part and only +5 in the EU.
For instance, overall optimism in Bangladesh, India, Vietnam, etc. scores at about +50 net values, however Greece is at -30 and Italy is at -41. Apparently, yet another bad-for-the-west-good-for-the-east year is coming.
Compared to the Russians much more US citizens are optimistic but there are more pessimists in the US than in Russia.
Hope is reserved for the fastest growing countries. Low incomes apparently go well with hope since there are prospects of growth.

Happiness: A Less Happy World in 2017
About two-thirds (59%) of the surveyed world claim they are happy. This is almost 10 points lower than twelve months ago. 2017 was a tough year with terrorist attacks over almost each week and it may have influenced personal lives all around the world. Nevertheless, a majority in all polled countries are happy.
The world today shares +49 net happiness – compared to +59 a year ago. Throughout 55 countries surveyed, 8% said that they were unhappy – almost the same with 9% at the end of 2016 and 10% at the end of 2015.
Latin America seem to be the happiest continent pin the world (net score of +66 in this region).
Fiji is the happiest country. Colombia with a net score of +86 is right after Fiji. Iran and Iraq are at the bottom with +5 and +7.
The net score in the US and Russia concerning happiness is exactly equal (+50).

EMERGENCE OF A GLOBAL SOCIETY IN WHICH NATIONAL VARIATIONS ARE OVERTAKEN BY WORLD-WIDE LIFESTYLE GROUPS

Ijaz Gilani, Gallup Pakistan (Global Barometer project leader) :

"The 55 countries show the emergence of a global society in which national borders are being overtaken by world-wide lifestyle segments. Thus, according to the survey, the attitudes of youth across the world are more similar to each other than to the older population within their own national borders. The same is true for survey findings across lifestyles characterized by Incomes and levels of Education.

Net Happiness across the 55 countries polled by survey is 15% point higher among the Young (under 34 years of age) than among the older population (above 55 years of age).

The upscale income groups across these 55 countries are 32% points happier than the bottom twenty percent groups in their societies. The college degree holders are 13% more happy than those whose education is up to primary school or those who are illiterate.

The analysis team of the global survey argues: Happiness depends less on the country in which you live and more on your Age, Income and Education profile or lifestyle."

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Methodology:
GIA End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. It is conducted every year since then. This year it was carried out by the GIA in partnership with WIN in 55 countries around the world.

Regions coverage:
- EU Total - combines EU West and EU East
- EU West – Austria, France, Germany, Greece, Ireland. Italy, Netherland, Spain, Sweden, UK
- EU East – Bulgaria, Czech Republic, Latvia, Poland, Romania, Slovenia, Croatia
- Non-EU Europe – Albania, Armenia, Bosnia & Herzegovina, Kosovo, Macedonia, Moldova, Serbia, Ukraine
- Latin America – Argentina, Brazil, Columbia, Ecuador, Mexico, Peru
- East Asia – Bangladesh, Fiji, Hong Kong, Indonesia, Japan, Papua New Guinea, Philippines, Republic of Korea, Thailand, Vietnam
- West Asia – Afghanistan, Azerbaijan, Iran, Kazakhstan, Pakistan, Turkey
- Middle East - Iraq
- Africa – Ethiopia, Ghana, Nigeria, South Africa
- USA, India and Russia are not included in any other regional category

Sample Size and Mode of Field Work:
A total of 53769 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (23 countries; n=24235), via telephone (13 countries; n=11656) or online (19 countries; n=17878). The field work was conducted during November 2017 - December 2017. The margin of error for the survey is between +3-5% at 95% confidence level."

About GIA
GIA is the leading association in market research and polling and this year celebrates its 70th anniversary.

For 70 years GIA Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully selected by the Association Board. With only one Member agency per country, Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

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For further details see website: www.gallup-international.com

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HOPE INDEX

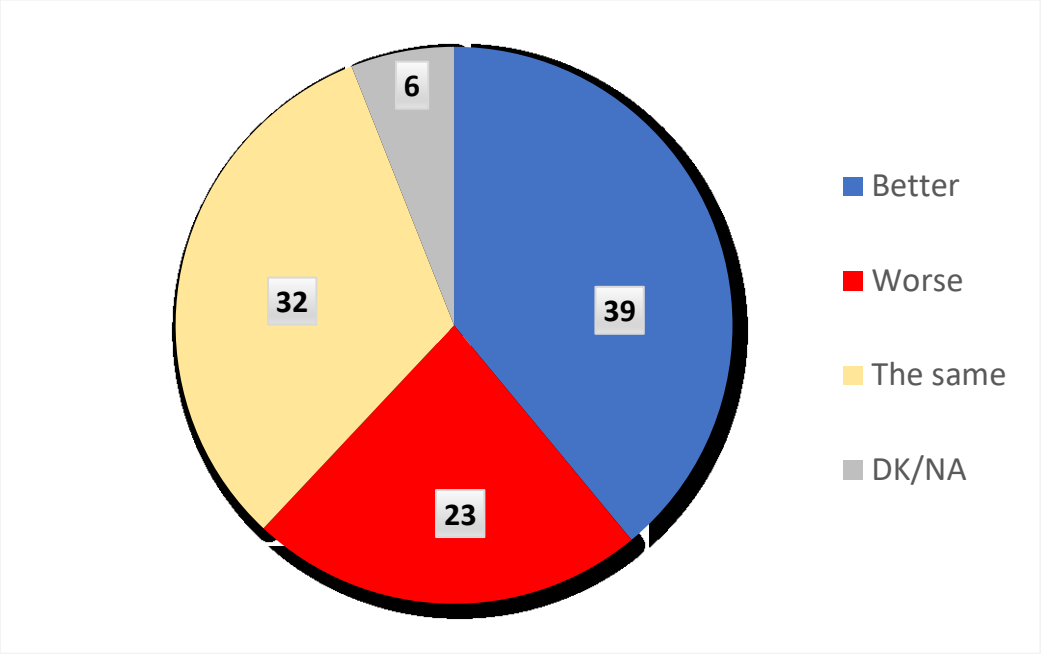
As far as you are concerned, do you think that 2018 will be better, worse or the same as 2017?

OPTIMISTS: 39

PESSIMISTS: 23

NEUTRALS: 32

GLOBAL HOPE INDEX 2017: 16



HOPE INDEX: NET SCORE OF OPTIMISTS OVER PESSIMISTS

TOP 10 OPTIMISTS		TOP 10 PESSIMISTS	
Country	**Net Score**	**Country**	**Net Score**
INDONESIA	+67	ITALY	-41
NIGERIA	+64	GREECE	-30
FIJI	+57	BOSNIA & HERZEGOVINA	-18
BANGLADESH	+51	IRAN	-18
INDIA	+51	MEXICO	-8
VIETNAM	+50	PAPUA NEW GUINEA	-7
ALBANIA	+43	POLAND	-5
KOSOVO	+40	TURKEY	-4
PHILIPPINES	+40	REPUBLIC OF KOREA	-3
SWEDEN	+38	UKRAINE, LATVIA, SOUTH AFRICA	2

Definitions:
Optimists = Better
Pessimists = Worse
Neutrals = The same

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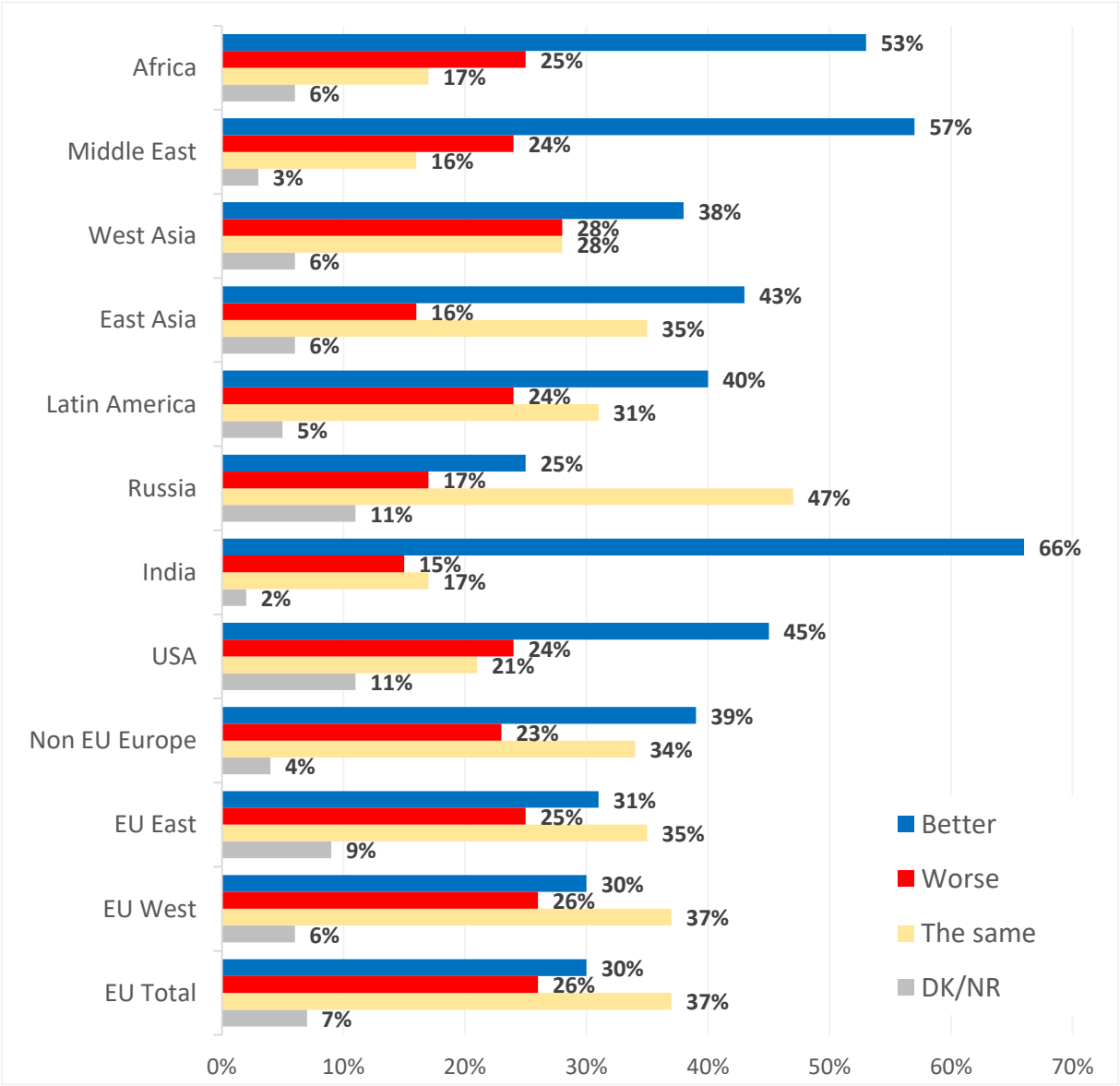
HOPE INDEX - BY REGION

As far as you are concerned, do you think that 2018 will be better, worse or the same as 2017?



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ECONOMIC OPTIMISM INDEX

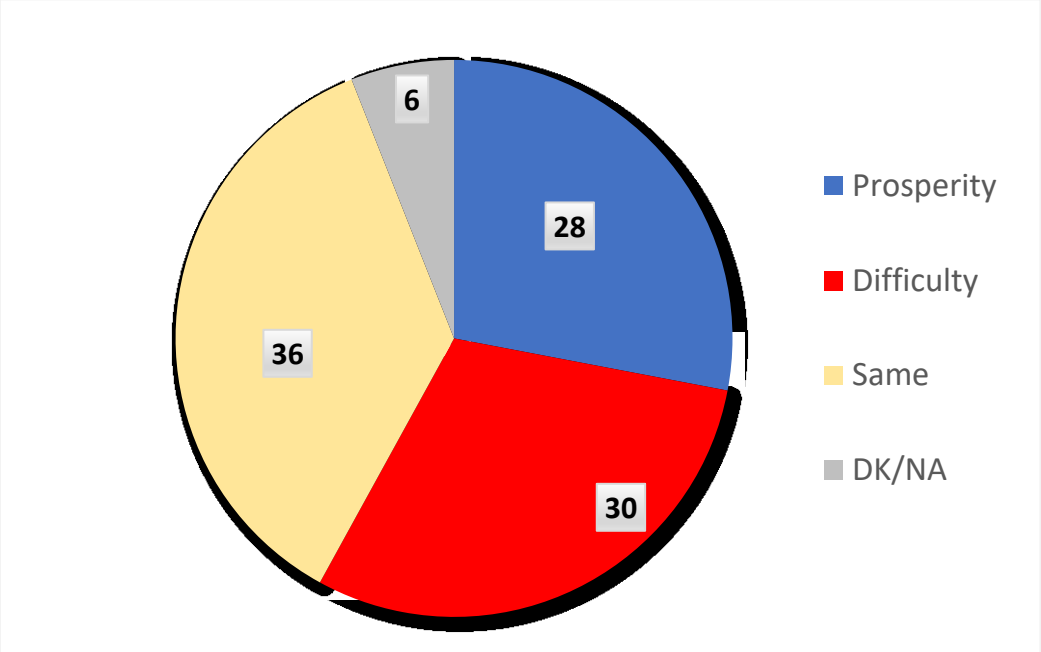
Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?

OPTIMISTS: 28

PESSIMISTS: 30

NEUTRALS: 36

GLOBAL ECONOMIC OPTIMISM INDEX 2017: -2



ECONOMIC OPTIMISM INDEX: NET SCORE OF OPTIMISTS OVER PESSIMISTS

TOP 10 OPTIMISTS		TOP 10 PESSIMISTS	
Country	**Net Score**	**Country**	**Net Score**
NIGERIA	+59	ITALY	-50
VIETNAM	+55	GREECE	-43
INDONESIA	+53	TURKEY	-40
INDIA	+46	IRAN	-38
PHILIPPINES	+32	UKRAINE	-38
ALBANIA	+31	UK	-36
BANGLADESH	+30	SOUTH AFRICA	-35
FIJI	+27	MEXICO	-35
KOSOVO	+25	ROMANIA	-29
PAKISTAN	+20	BOSNIA & HERZEGOVINA	-27

Definitions:
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Pessimists = Economic Difficulty
Neutrals = Remain the same

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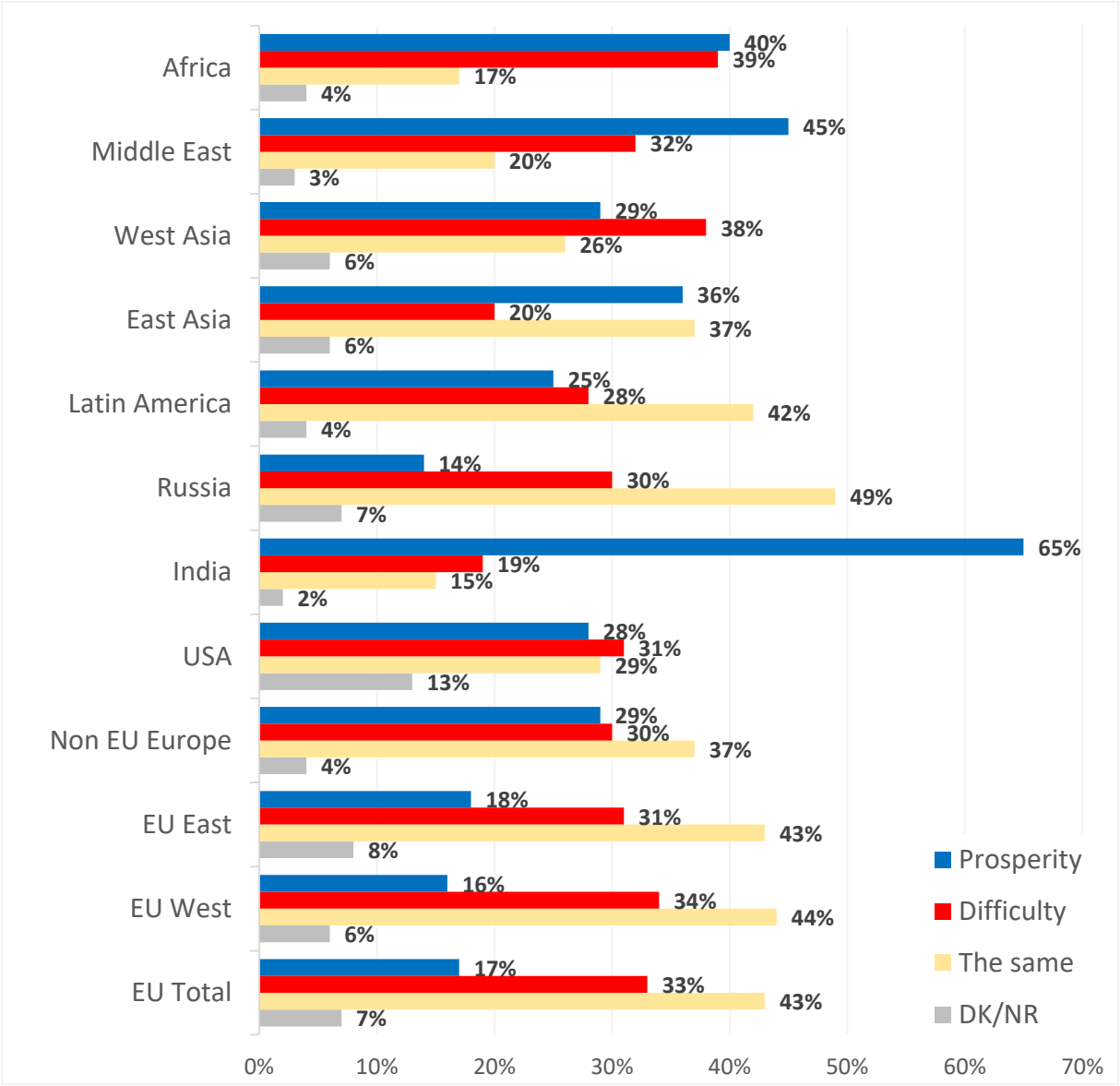
ECONOMIC OPTIMISM INDEX – BY REGION

Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?



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HAPPINESS INDEX

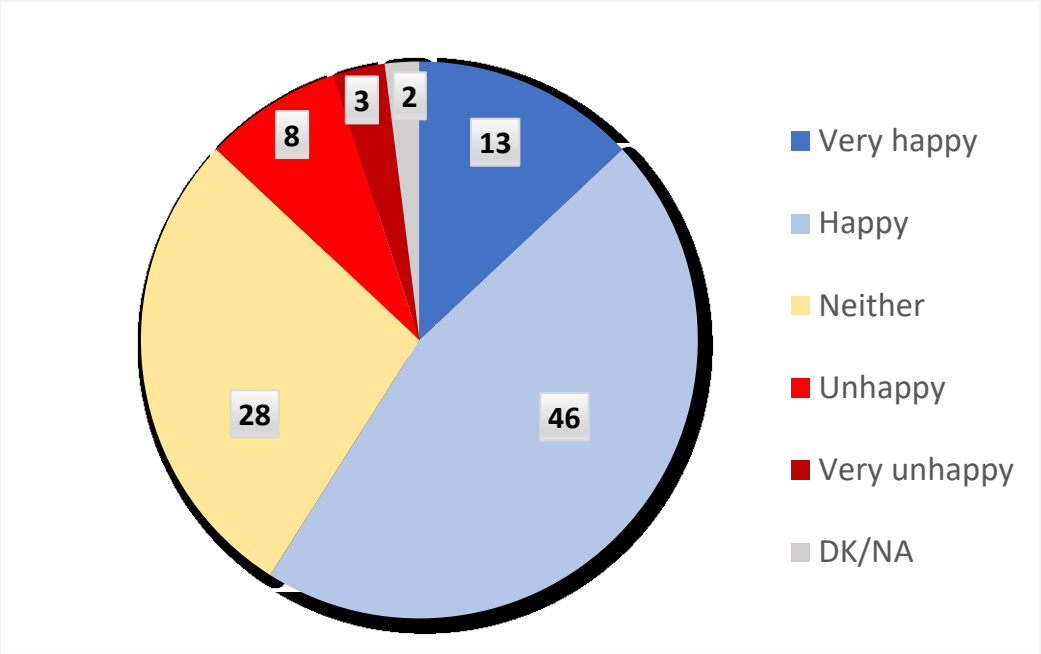
In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

HAPPY: 59

UNHAPPY: 11

NEUTRALS: 28

GLOBAL HAPPINESS INDEX 2017: 48



HAPPINESS INDEX: NET SCORE OF HAPPY OVER UNHAPPY

TOP 10 HAPPY COUNTRIES		TOP 10 UNHAPPY COUNTRIES	
Country	**Net Score**	**Country**	**Net Score**
FIJI	+92	IRAN	+5
COLOMBIA	+87	IRAQ	+7
PHILIPPINES	+84	UKRAINE	+8
MEXICO	+82	GREECE	+21
VIETNAM	+77	MOLDOVA	+24
KAZAKHSTAN	+74	BRAZIL	+28
PAPUA NEW GUINEA	+74	HONG KONG	+29
INDONESIA	+68	SOUTH AFRICA	+29
INDIA	+64	TURKEY	+29
ARGENTINA, NETHERLANDS	+64	GHANA	+30

Definitions:
Happy = Very happy + Happy
Pessimists = Unhappy + Very Unhappy
Neutrals = neither happy nor Unhappy

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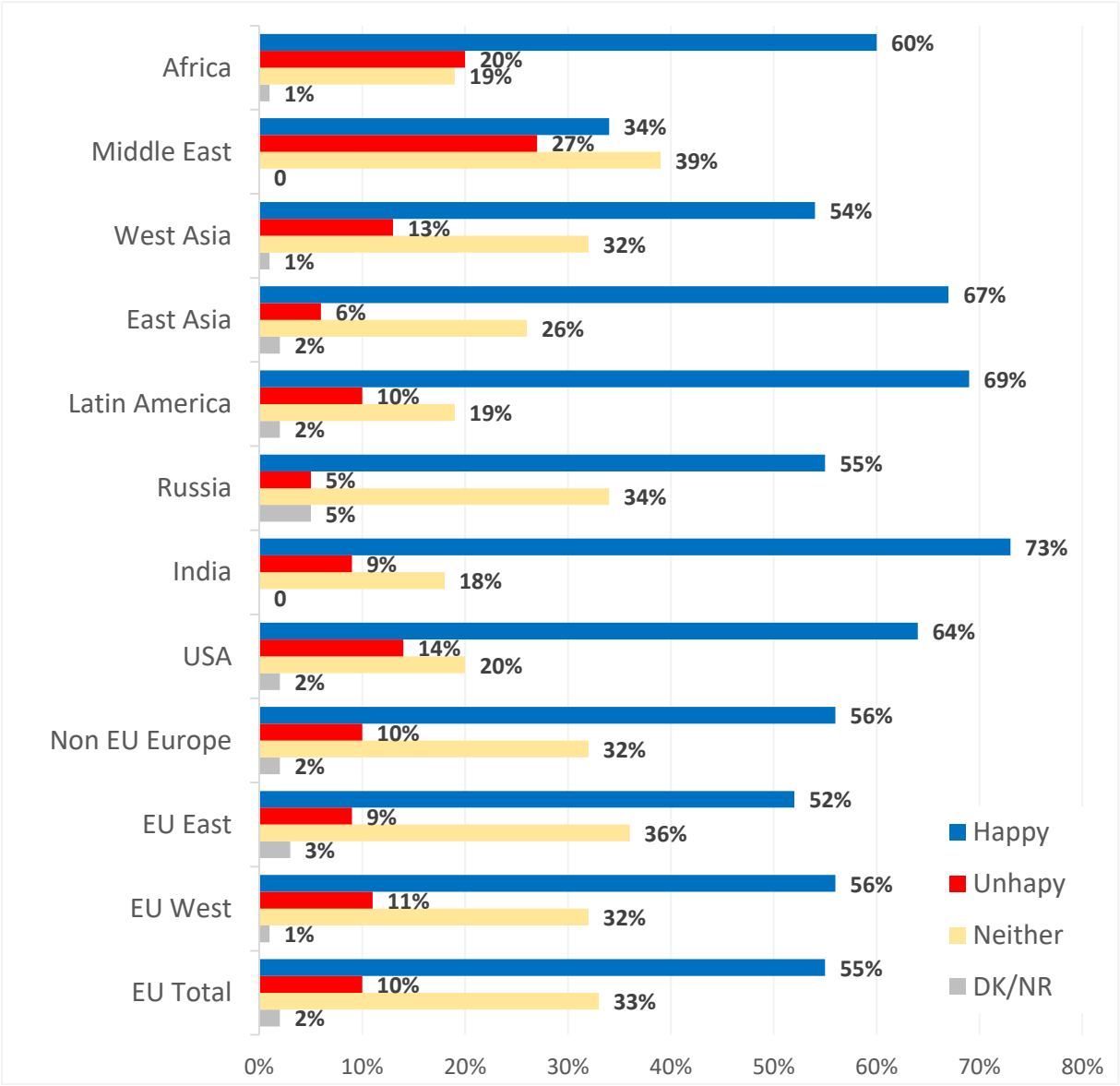
HAPPINESS INDEX – BY REGION

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?



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HOPE INDEX 2017

As far as you are concerned, do you think that 2018 will be better, worse or the same as 2017?

(Countries are presented in alphabetical order)

Country	Optimists	Pessimists	Neutrals	DK/NA	NET Hope
		Row %			
AFGHANISTAN	36	30	31	3	**+6**
ALBANIA	57	14	26	3	**+43**
ARGENTINA	51	21	22	6	**+30**
ARMENIA	27	24	43	6	**+3**
AUSTRALIA	31	39	30	0	**-8**
AUSTRIA	30	21	44	5	**+9**
AZERBAIJAN	36	25	19	21	**+11**
BANGLADESH	68	17	12	3	**+51**
BOSNIA & HERZEGOVINA	20	38	41	2	**-18**
BRAZIL	41	29	27	4	**+12**
BULGARIA	25	22	35	19	**+3**
CROATIA	39	23	29	9	**+16**
COLOMBIA	45	27	25	3	**+18**
CZECH REPUBLIC	30	23	43	4	**+7**
ECUADOR	31	16	44	9	**+15**
ETHIOPIA	57	24	15	5	**+33**
FIJI	65	8	18	9	**+57**
FRANCE	26	22	39	12	**+4**
GERMANY	29	17	50	4	**+12**
GHANA	50	26	18	6	**+24**
GREECE	20	50	29	2	**-30**
HONG KONG	32	22	41	5	**+10**
INDIA	66	15	17	2	**+51**
INDONESIA	73	6	12	9	**+67**
IRAN	25	43	27	6	**-18**
IRAQ	57	24	16	3	**+33**
IRELAND	40	16	37	6	**+24**
ITALY	15	56	26	3	**-41**
JAPAN	22	12	42	25	**+10**
KAZAKHSTAN	46	11	36	7	**+35**
KOSOVO	51	11	34	4	**+40**
LATVIA	28	26	26	20	**+2**
MACEDONIA	46	18	31	5	**+28**
MEXICO	26	34	38	2	**-8**

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HOPE INDEX 2017

As far as you are concerned, do you think that 2018 will be better, worse or the same as 2017?

(Countries are presented in alphabetical order)

Country	Optimists	Pessimists	Neutrals	DK/NA	NET Hope
Row					
MOLDOVA	43	22	31	4	**+21**
NETHERLANDS	26	18	49	6	**+8**
NEW ZEALAND	53	21	26	0	**+32**
NIGERIA	74	10	12	3	**+64**
PAKISTAN	45	21	31	3	**+24**
PAPUA NEW GUINEA	31	38	29	2	**-7**
PERU	41	13	37	10	**+28**
PHILIPPINES	44	4	48	4	**+40**
POLAND	25	30	40	5	**-5**
REPUBLIC OF KOREA	19	22	58	1	**-3**
ROMANIA	38	35	25	2	**+3**
RUSSIA	25	17	47	11	**+8**
SERBIA	34	30	32	4	**+4**
SLOVENIA	42	11	44	3	**+31**
SOUTH AFRICA	37	35	20	8	**+2**
SPAIN	37	21	34	8	**+16**
SWEDEN	49	11	35	4	**+38**
THAILAND	30	21	44	6	**+9**
TURKEY	38	42	16	4	**-4**
UK	34	27	32	7	**+7**
UKRAINE	35	33	27	5	**+2**
USA	45	24	21	11	**+21**
VIETNAM	58	8	32	2	**+50**

Rounding of Decimals: There may be a slight difference of 1 in some instances. Exact figures are available elsewhere. There is also a slight possibility that the figures vary up to maximum of 1 in different versions of press releases.

Definitions:
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ECONOMIC OPTIMISM INDEX 2017

Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?

(Countries are presented in alphabetical order)

Country	Optimists	Pessimists	Neutrals	DK/NA	NET Economic Optimism
Row					
AFGHANISTAN	31	46	21	2	**-15**
ALBANIA	48	17	33	2	**+31**
ARGENTINA	34	24	38	4	**+10**
ARMENIA	21	35	40	5	**-14**
AUSTRIA	23	27	42	7	**-4**
AZERBAIJAN	31	25	23	21	**+6**
BANGLADESH	53	23	20	3	**+30**
BOSNIA & HERZEGOVINA	13	40	45	3	**-27**
BRAZIL	21	28	48	4	**-7**
BULGARIA	18	26	38	18	**-8**
CROATIA	12	38	46	4	**-26**
COLOMBIA	23	31	44	3	**-8**
CZECH REPUBLIC	27	22	46	4	**+5**
ECUADOR	34	27	35	3	**+7**
ETHIOPIA	37	46	14	3	**-9**
FIJI	43	16	33	8	**+27**
FRANCE	14	33	42	10	**-19**
GERMANY	18	23	54	5	**-5**
GHANA	40	34	21	5	**+6**
GREECE	8	51	39	2	**-43**
HONG KONG	22	33	41	4	**-11**
INDIA	65	19	15	2	**+46**
INDONESIA	63	10	16	10	**+53**
IRAN	12	50	33	4	**-38**
IRAQ	45	32	20	3	**+13**
IRELAND	23	25	46	6	**-2**
ITALY	9	59	30	2	**-50**
JAPAN	13	17	46	25	**-4**
KAZAKHSTAN	30	19	42	9	**+11**
KOSOVO	42	17	36	5	**+25**
LATVIA	13	34	40	13	**-21**
MACEDONIA	36	24	34	6	**+12**
MEXICO	11	46	40	3	**-35**

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ECONOMIC OPTIMISM INDEX 2017

Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?

(Countries are presented in alphabetical order)

Country	Optimists	Pessimists	Neutrals	DK/NA	NET Economic Optimism
		Row			
MOLDOVA	24	24	46	6	**0**
NETHERLANDS	18	17	54	10	**+1**
NIGERIA	72	13	13	2	**+59**
PAKISTAN	46	26	22	6	**+20**
PAPUA NEW GUINEA	29	33	36	2	**-4**
PERU	33	17	41	9	**+16**
PHILIPPINES	42	10	46	2	**+32**
POLAND	17	38	37	8	**-21**
REPUBLIC OF KOREA	20	29	49	1	**-9**
ROMANIA	15	44	40	2	**-29**
RUSSIA	14	30	49	7	**-16**
SERBIA	26	41	29	4	**-15**
SLOVENIA	20	15	61	5	**+5**
SOUTH AFRICA	21	56	18	5	**-35**
SPAIN	20	37	38	4	**-17**
SWEDEN	16	18	62	4	**-2**
THAILAND	19	27	48	5	**-8**
TURKEY	18	58	21	2	**-40**
UK	13	49	30	8	**-36**
UKRAINE	16	54	25	5	**-38**
USA	28	31	29	13	**-3**
VIETNAM	61	6	32	2	**+55**

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HAPPINESS INDEX

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

(Countries are presented in alphabetical order)

Country	Happy	Unhappy	Neutrals	DK/NA	NET Happiness
Row					
AFGHANISTAN	54	11	35	*	**+43**
ALBANIA	60	13	27	*	**+47**
ARGENTINA	72	8	20	1	**+64**
ARMENIA	61	4	34	1	**+57**
AUSTRIA	62	8	27	2	**+54**
AZERBAIJAN	42	7	48	3	**+35**
BANGLADESH	62	11	26	1	**+51**
BOSNIA & HERZEGOVINA	59	12	29	1	**+47**
BRAZIL	53	25	21	1	**+28**
BULGARIA	45	10	41	5	**+35**
COLOMBIA	89	2	9	1	**+87**
CROATIA	56	8	35	1	**+48**
CZECH REPUBLIC	45	8	45	2	**+37**
ECUADOR	67	4	27	2	**+63**
ETHIOPIA	71	11	17	1	**+60**
FIJI	94	2	4	*	**+92**
FRANCE	50	7	42	1	**+43**
GERMANY	56	18	26	1	**+38**
GHANA	55	25	18	2	**+30**
GREECE	41	20	37	2	**+21**
HONG KONG	46	17	36	1	**+29**
INDIA	73	9	18	*	**+64**
INDONESIA	73	5	22	1	**+68**
IRAN	33	28	39	*	**+5**
IRAQ	34	27	39	0	**+7**
IRELAND	63	11	25	*	**+52**
ITALY	50	8	41	1	**+42**
JAPAN	58	4	28	10	**+54**
KAZAKHSTAN	76	2	19	3	**+74**
KOSOVO	68	6	26	*	**+62**
LATVIA	44	8	43	6	**+36**
MACEDONIA	61	7	30	2	**+54**
MEXICO	84	2	10	3	**+82**

Gallup International Association
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HAPPINESS INDEX

In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?

(Countries are presented in alphabetical order)

Country	Happy	Unhappy	Neutrals	DK/NA	NET Happiness
Row					
MOLDOVA	44	20	34	1	**+24**
NETHERLANDS	69	5	25	1	**+64**
NIGERIA	63	24	12	0	**+39**
PAKISTAN	65	16	18	1	**+49**
PAPUA NEW GUINEA	77	3	20	1	**+74**
PERU	65	4	28	3	**+61**
PHILIPPINES	86	2	10	1	**+84**
POLAND	60	8	30	2	**+52**
REPUBLIC OF KOREA	49	7	44	*	**+42**
ROMANIA	65	18	17	0	**+47**
RUSSIA	55	5	34	5	**+50**
SERBIA	54	9	35	2	**+45**
SLOVENIA	62	6	32	1	**+56**
SOUTH AFRICA	50	21	28	1	**+29**
SPAIN	59	8	31	1	**+51**
SWEDEN	55	9	34	2	**+46**
THAILAND	56	10	34	1	**+46**
TURKEY	45	16	40	*	**+29**
UK	58	16	26	*	**+42**
UKRAINE	26	18	47	9	**+8**
USA	64	14	20	2	**+50**
VIETNAM	78	1	22	0	**+77**

Rounding of Decimals: There may be a slight difference of 1 in some instances. Exact figures are available elsewhere. There is also a slight possibility that the figures vary up to maximum of 1 in different versions of press releases.

Definitions:
Happy = Very happy + Happy
Pessimists = Unhappy + Very Unhappy
Neutrals = Neither Happy nor Unhappy