



WIN/Gallup International's annual global End of Year survey shows that happiness is on the rise

WIN/Gallup International, the world's leading association in market research and polling, has today published its 38th End of Year Survey exploring the outlook, expectations, views and beliefs of 64002 people from 65 countries across the globe.

Headlines

- 70% of people worldwide say they are happy with their life up from 60% last year, although just 42% believe that next year will be one of economic prosperity for their country;
- Fiji is the happiest country in the world (93%) while Iraq is the least happy (31%);
- Africa (75%) and Asia (63%) are the most confident that 2015 will be better than 2014;
- Just 12% of Western Europeans believe that 2015 will be a year of economic prosperity;
- Three out of five people globally would go to war for their country, with MENA (77%) in stark contrast to Western Europe (25%).

A happier world in 2014

As 2014 comes to a close, 70% of respondents to the WIN/Gallup survey say that they are happy, up 10% from 2013. Of the 64,002 people polled just 6% declared themselves to be unhappy, compared to last year's 12%, while those that are neither happy nor unhappy has remained stable, 23% against 26% last year.

Africa appears to be the happiest region in 2014 with 83% of those surveyed across the continent being content, followed by Asia (77%). Meanwhile, those from Oceania, MENA and Western Europe are the least happy with 14%, 13% and 11% respectively responding that they are either unhappy or very unhappy.

Combined Eastern and Western Europe's happiest country proved to be Finland where 80% said that they were content still somewhat shy of Fiji, this year's happiest nation, where 93% said that they were either happy or very happy. On the reverse Eastern and Western Europe's unhappiest nation this year was Greece where 24% of respondents said they were either unhappy or very unhappy, perhaps unsurprising given the recent economic turmoil in the country. Again, this is somewhat short of the world's unhappiest country which was Iraq where approximately one in three people (31%) said that they were either unhappy or very unhappy.

Optimism spreads

From a global perspective, the survey shows that approximately half (53%) of those asked about 2015 think it will be better than 2014, up by 5% from last year. The number of those who think it will be worse has dropped by 5% to 15%. Africa (75%) and Asia (63%) are the most optimistic about next year. Conversely, Eastern Europe, MENA and

Western Europe proved to be the most pessimistic regions with 28%, 27% and 26% respectively thinking that 2015 will be worse than 2014.

Nigeria proved to be the most positive country about 2015 with 85% of respondents thinking it will be better whereas Lebanon was most pessimistic with just 26% saying that they believe it will be better and 52% believing it will be worse.

Western economies on the slide?

When asked if next year would be one of economic prosperity, 42% of respondents believed it will be better whilst 23% believe it will be one of economic difficulty. However Western European countries respondents continue to believe that economies will struggle during 2015 with 44% believing next year will be the same as 2014 and 40% believing it will be a difficult year in contrast to just 12% who believe it will be one of economic prosperity. This is a sentiment carried over from last year when 42% believed this year would be one of economic difficulty and 11% thought it would be one of prosperity. As well as being optimistic about 2015 as a whole, Nigeria also proved to be the most optimistic about the economy with 80% believing it will be a prosperous year. The most pessimistic countries surveyed were France, Serbia, Greece and Belgium where 57%, 56%, 54% and 54% respectively said that next year would be one of economic difficulty and only 6%, 15%, 12% and 4% respectively believing it would be a year of economic prosperity.

Would you fight for your country?

In the year that has marked the centenary of the start of the 'Great War' it is noteworthy to see how people responded to the question of whether they would be willing to fight for their country. Globally, 60% said that they would be willing to take up arms for their country while 27% would not be willing. Western Europe proved the region most reticent to fighting for their country with just 25% saying that they would fight while about half (53%) stated that they would not fight for their flag. This contrasts sharply with people from the Arab countries of Middle East and North Africa who are the most likely to be willing to fight for their countries (77%) followed by those living in Asia (71%).

44% of respondents in the USA said they would fight for their country whereas the figure was just 27% in the UK, 29% in France and 18% in Germany. Despite being widely recognised for their neutrality, 39% of people from Switzerland said that they would be prepared to go to war for their country. It was the Italians who proved to be least willing to bear arms for their country with 68% revealing they would refuse to do so.

PAKISTAN

A majority of Pakistani respondents to the WIN/Gallup global End of Year annual survey are optimistic about the future. When asked if they believed 2015 will be better, worse or the same as 2014, 70% respondents said 2015 will be better, 9% said it will be worse and 20% said it will be the same. Opinions seem more divided over the question of economic prosperity in the coming year. 61% Pakistani respondents believe that 2015 will bring more economic

prosperity compared to 2014, while 14% believe 2015 will be economically worse-off than 2014, and 22% believe there will be no difference in economic prosperity next year. A key question asked in the global survey was about respondents' perception of their own happiness. When asked how they personally feel in general, 32% Pakistani respondents said they feel very happy, 36% said they feel happy, 25% feel neither happy nor unhappy, while 6% feel unhappy and only 1% feel very unhappy. Pakistan respondents diverge from their counterparts in Western Europe and Americas over the question of willingness to fight for one's country. An overwhelming majority of Pakistani respondents (89%) expressed their readiness to fight for their country, compared to Western Europe (25%) and the Americas (48%). Only 7% respondents from Pakistan are not willing to take up arms for their country.



قومی اُمیدویاس پر گیلپ انٹرنیشنل کے سالانہ گلوبل سروے کا خلاصہ

گیلپ انٹرنیشنل کا یہ سروے ہر سال باقاعدگی سے 1977 سے کیا جاتا ہے۔ اس طرح یہ ادارے کا 38 واں سالانہ سروے ہے۔ پاکستان میں ڈاکٹر اعجاز شفیع گیلانی کی سربراہی میں گذشتہ 20 سال سے زیادہ عرصے سے اس سروے میں شرکت کی جاتی ہے۔ تازہ ترین سروے کے نتائج کا خلاصہ درج ذیل 3 نکات پر مشتمل ہے۔ گلوبل نتائج پر مبنی 3 ٹیبل ان تینوں نکات کی تشریح کے لیے منسلک ہیں۔ نیز ایک پوٹھائیل پاکستان میں اُمیدویاس کے 20 سالہ اُتار چڑھاؤ پر مشتمل ہے۔ اور اُس اُتار چڑھاؤ کی نشاندہی کرتا ہے۔

قومی اُمیدویاس کے گلوبل نتائج کا 3 نکاتی خلاصہ

1. اس سال پاکستان 65 ملکوں میں کیے جانے والے سروے میں چھٹا سب سے زیادہ پُر اُمید ملک ہے۔ مجموعی اُمید کے لحاظ سے۔ گذشتہ سال یہ 65 ممالک میں 27 ویں نمبر پر تھا۔
2. اس سال پاکستان اقتصادی ترقی میں اُمید کے لحاظ سے 5 واں سب سے پُر اُمید ملک ہے۔ گذشتہ سال اس کا نمبر 22 واں تھا۔
3. خوشی اور مسرت (Happiness) کے لحاظ سے پاکستان خاصا پیچھے ہے۔ مجموعی اُمید اور اقتصادی اُمید کے باوجود خوشی اور مسرت کے گلوبل انڈکس میں پاکستان کا نمبر اس سال 22 واں نمبر پر ہے۔ البتہ یہ گذشتہ سال سے بہتر ہے جب اس کا نمبر 49 واں تھا۔

Table # 1
Global Ranking
OVERALL HOPE AND DESPAIR

Ranking	Q1. As far as you are concerned, do you think that 2014 will be better, worse or the same as 2013?	
		Net Score (%) = Hope minus Despair
	Global average	28
1	Georgia	70
2	Saudi Arabia	60
3	India	53
4	Fiji	51
5	China	51
6	Algeria	48
7	Brazil	44
8	Indonesia	42
9	Colombia	42
10	Morocco	37
11	Denmark	36
12	South Sudan	36
13	Canada	33
14	Sweden	33
15	Switzerland	33
16	Vietnam	30
17	South Africa	28
18	Afghanistan	25
19	Peru	24
20	Azerbaijan	23
21	Kosovo	21
22	Bangladesh	20
23	Australia	19
24	Argentina	18
25	Philippines	18
26	Finland	17
27	Pakistan	17
28	Netherlands	14
29	United Kingdom	13
30	Armenia	12
31	Malaysia	12
32	Turkey	12
33	Macedonia	11
34	Papua New Guinea	11
35	Germany	9
36	Kenya	8
37	Japan	8
38	Iraq	7
39	Poland	6
40	Ukraine	6
41	Mexico	5

Ranking	Q1. As far as you are concerned, do you think that 2015 will be better, worse or the same than 2014?	
		Net Score (%) = Hope minus Despair
	Global Average	39
1	Fiji	78
2	Nigeria	77
3	India	73
4	Morocco	68
5	Saudi Arabia	68
6	Pakistan	61
7	Afghanistan	60
8	China	60
9	Vietnam	53
10	Panama	50
11	Indonesia	44
12	Azerbaijan	43
13	Denmark	43
14	Papua New Guinea	41
15	Georgia	37
16	Bangladesh	37
17	Thailand	35
18	Colombia	34
19	Palestinian territories (West Bank and Gaza)	31
20	Sweden	31
21	Kenya	29
22	Switzerland	26
23	Peru	26
24	United States	24
25	Canada	24
26	Brazil	24
27	Ukraine	20
28	United Kingdom	16
29	Ecuador	16
30	Kosovo	15
31	Ireland	14
32	Philippines	13
33	Spain	13
34	Latvia	12
35	Iceland	11
36	Romania	11
37	Australia	11
38	Finland	10
39	Netherlands	10
40	Germany	9
41	Argentina	7

42	United States	5
43	Lithuania	4
44	Belgium	4
45	Korea, Rep (South)	4
46	Iceland	3
47	Latvia	0
48	Tunisia	-2
49	Ireland	-3
50	Bulgaria	-4
51	Spain	-4
52	Austria	-7
53	Romania	-8
54	Russian Federation	-9
55	Lebanon	-14
56	Hong Kong	-15
57	Thailand	-15
58	Czech Republic	-18
59	Serbia	-20
60	France	-21
61	Palestinian territories (West Bank and Gaza)	-21
62	Italy	-32
63	Bosnia and Herzegovina	-37
64	Greece	-40
65	Portugal	-43

42	Czech Republic	6
43	Macedonia	5
44	Russian Federation	4
45	Japan	3
46	Iraq	3
47	Poland	1
48	Portugal	-2
49	Austria	-3
50	Kazakhstan	-5
51	Armenia	-6
52	Korea, Rep (South)	-6
53	Israel	-6
54	Turkey	-6
55	Malaysia	-7
56	Greece	-11
57	Hong Kong	-12
58	Bulgaria	-15
59	Mexico	-16
60	France	-18
61	Belgium	-21
62	Serbia	-23
63	Lebanon	-25
64	Italy	-28
65	Bosnia and Herzegovina	-28

Table # 2
Global Ranking
ECONOMIC HOPE AND DESPAIR

Ranking	Q2. 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?	
		Net Score (%) = Hope minus Despair
	Global average	1
1	Fiji	48
2	Georgia	47
3	China	36
4	Papua New Guinea	34
5	Saudi Arabia	34
6	South Sudan	29
7	Brazil	29
8	Denmark	27
9	Kosovo	27
10	Algeria	26
11	Morocco	26
12	Colombia	17
13	Azerbaijan	16
14	India	13
15	Peru	9
16	Philippines	8
17	Indonesia	8
18	Armenia	7
19	Malaysia	6
20	Vietnam	4
21	Iraq	4
22	Pakistan	3
23	Switzerland	-1
24	Argentina	-1
25	Lithuania	-2
26	Canada	-2
27	Japan	-3
28	Korea, Rep (South)	-3
29	South Africa	-4
30	Afghanistan	-4
31	Kenya	-5
32	Netherlands	-5
33	Mexico	-7
34	Poland	-7
35	Macedonia	-7
36	Bangladesh	-7
37	Sweden	-9
38	Australia	-15
39	Finland	-16
40	Lebanon	-17
41	United Kingdom	-17

Ranking	Q2. 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?	
		Net Score (%) = Hope minus Despair
	Global Average	19
1	Nigeria	69
2	Morocco	61
3	Fiji	60
4	India	53
5	Pakistan	47
6	Saudi Arabia	46
7	China	45
8	Azerbaijan	44
9	Papua New Guinea	42
10	Vietnam	40
11	Denmark	31
12	Afghanistan	31
13	Indonesia	28
14	Panama	27
15	Georgia	27
16	Thailand	23
17	Bangladesh	23
18	Colombia	18
19	Peru	14
20	Palestinian territories (West Bank and Gaza)	13
21	Kenya	11
22	Philippines	9
23	Kosovo	5
24	Brazil	-3
25	United States	-3
26	Ireland	-4
27	Russian Federation	-6
28	Romania	-7
29	Ecuador	-7
30	Iraq	-8
31	Canada	-10
32	Czech Republic	-10
33	Netherlands	-11
34	Macedonia	-12
35	Sweden	-13
36	United Kingdom	-14
37	Poland	-15
38	Switzerland	-17
39	Ukraine	-17
40	Spain	-17
41	Argentina	-18

42	Tunisia	-18
43	Turkey	-19
44	Latvia	-20
45	Germany	-23
46	Thailand	-24
47	United States	-26
48	Ireland	-27
49	Czech Republic	-28
50	Romania	-28
51	Ukraine	-29
52	Bulgaria	-30
53	Hong Kong	-32
54	Belgium	-33
55	Iceland	-33
56	Italy	-34
57	Palestinian territories (West Bank and Gaza)	-39
58	Bosnia and Herzegovina	-40
59	Spain	-40
60	Serbia	-41
61	Russian Federation	-43
62	Austria	-43
63	France	-53
64	Portugal	-62
65	Greece	-65

42	Japan	-18
43	Iceland	-18
44	Latvia	-20
45	Korea, Rep (South)	-21
46	Mexico	-21
47	Australia	-23
48	Kazakhstan	-27
49	Portugal	-28
50	Germany	-28
51	Italy	-31
52	Finland	-31
53	Armenia	-31
54	Bosnia and Herzegovina	-32
55	Bulgaria	-33
56	Lebanon	-35
57	Turkey	-35
58	Israel	-38
59	Malaysia	-38
60	Hong Kong	-40
61	Serbia	-41
62	Greece	-43
63	Austria	-45
64	Belgium	-50
65	France	-51

Table # 3
Global Ranking
HAPPINESS INDEX

Ranking	Q3. In general, do you personally feel happy, unhappy or neither happy nor unhappy about your life?	
		Net Score (%) = Happy minus Unhappy
	Global average	48
1	Fiji	84
2	Colombia	84
3	Finland	76
4	Argentina	75
5	Saudi Arabia	74
6	Mexico	70
7	Indonesia	69
8	Denmark	66
9	Philippines	64
10	Switzerland	64
11	Iceland	63
12	India	63
13	Brazil	60
14	Papua New Guinea	58
15	Peru	57
16	Morocco	56
17	Sweden	53
18	Netherlands	52
19	Armenia	51
20	Canada	49
21	Kosovo	49
22	Japan	48
23	Austria	47
24	Georgia	46
25	Malaysia	46
26	Bosnia and Herzegovina	45
27	Korea, Rep (South)	44
28	China	43
29	Algeria	43
30	Azerbaijan	41
31	Bangladesh	41
32	South Africa	41
33	United States	40
34	Lithuania	40
35	Poland	40
36	Australia	39
37	Macedonia	39
38	Spain	38
39	Afghanistan	38
40	Belgium	37

Ranking	Q3. In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?	
		Net Score (%) = Happy minus Unhappy
	Global Average	64
1	Fiji	91
2	Colombia	87
3	Saudi Arabia	86
4	Nigeria	85
5	Azerbaijan	84
6	India	81
7	Argentina	80
8	Finland	79
9	Panama	78
10	Indonesia	77
11	Philippines	77
12	Vietnam	77
13	Morocco	74
14	Mexico	70
15	China	69
16	Switzerland	69
17	Denmark	68
18	Peru	67
19	Iceland	67
20	Bangladesh	66
21	Ecuador	64
22	Pakistan	62
23	Brazil	60
24	Papua New Guinea	60
25	Afghanistan	60
26	Kazakhstan	60
27	Russian Federation	59
28	Austria	58
29	Netherlands	58
30	Ukraine	58
31	Poland	56
32	Sweden	54
33	Japan	54
34	Thailand	52
35	Canada	52
36	Kenya	52
37	Bosnia and Herzegovina	51
38	Armenia	49
39	Belgium	48
40	Spain	47

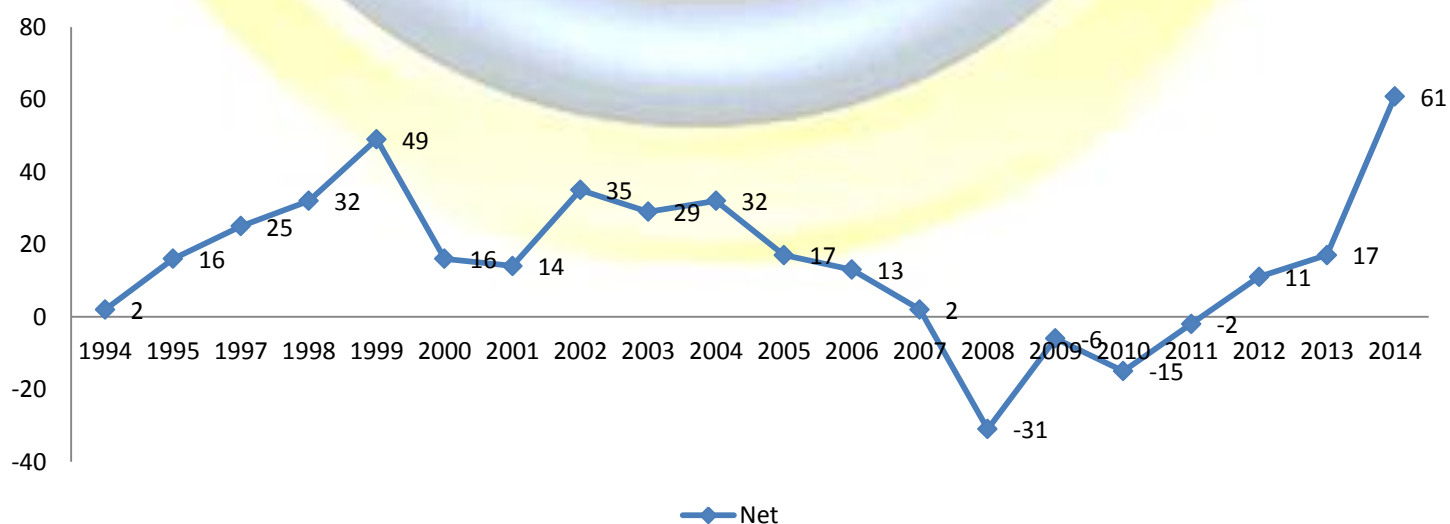
41	Turkey	37
42	United Kingdom	37
43	Germany	34
44	Latvia	34
45	Thailand	34
46	Serbia	32
47	Hong Kong	30
48	Kenya	29
49	Pakistan	28
50	Czech Republic	28
51	Bulgaria	26
52	South Sudan	24
53	Russian Federation	24
54	Ukraine	24
55	Italy	19
56	Ireland	15
57	Portugal	11
58	Vietnam	8
59	Greece	6
60	Lebanon	5
61	Iraq	4
62	Romania	-1
63	France	-8
64	Palestinian territories (West Bank and Gaza)	-22
65	Tunisia	-23

41	Korea, Rep (South)	46
42	United States	46
43	Kosovo	45
44	Germany	44
45	Macedonia	43
46	Georgia	43
47	Australia	41
48	Malaysia	40
49	Lebanon	39
50	Czech Republic	38
51	Latvia	37
52	United Kingdom	37
53	Portugal	37
54	Palestinian territories (West Bank and Gaza)	36
55	France	32
56	Ireland	32
57	Turkey	31
58	Israel	30
59	Italy	29
60	Serbia	29
61	Hong Kong	23
62	Romania	20
63	Bulgaria	17
64	Greece	1
65	Iraq	0

Table # 4
Pakistan
PAKISTAN 20 YEARS TREND DATA (1994-2014)
Overall Hope and despair
Net Score (Hope minus despair)

As far as you are concerned, do you think that 2015 will be better, worse or the same than 2014?						
		1	2	3	4	5
Serial #	Year	Better	Same	Worse	DK/NR	Net
1	1994	34	10	32	24	2
2	1995	42	19	26	13	16
3	1997	41	25	16	18	25
4	1998	47	26	15	12	32
5	1999	59	20	10	11	49
6	2000	37	22	21	20	16
7	2001	43	15	29	13	14
8	2002	47	25	12	16	35
9	2003	41	28	12	19	29
10	2004	45	23	13	19	32
11	2005	40	19	23	17	17
12	2006	32	33	19	16	13
13	2007	29	31	27	13	2
14	2008	9	30	40	21	-31
15	2009	23	35	29	13	-6
16	2010	14	42	29	15	-15
17	2011	28	30	30	12	-2
18	2012	34	31	23	12	11
19	2013	41	31	24	5	17
20	2014	70	9	20	1	61

Table # 4
PAKISTAN 20 YEARS TREND DATA (1994-2014)
Overall Hope and despair
Net Score (Hope minus despair)



Jean-Marc Leger, President of WIN/Gallup International Association, said: “Whilst the outlook for the world’s economy remains unpredictable our happiness refuses to wane and remains high across the globe. This year’s survey also highlights that people across the world are increasingly optimistic and believe that 2015 is set to be a good year.”

Methodology:

The End of Year Survey 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 WIN/Gallup International Association in 65 countries around the world.

Sample Size and Mode of Field Work:

A total of 64002 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (31 countries; n=33862), via telephone (12 countries; n=9784) or online (22 countries; n=20356). Details are attached. The field work was conducted during September 2014 - December 2014. The margin of error for the survey is between 2.14 and 4.45 +3-5% at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN/Gallup International survey:

WIN/Gallup International is the leading association in market research and polling and is made up of the 75 largest independent market research and polling firms in their respective countries with combined revenue of over €500 million and covering 95% of the world’s market.

For more than 60 years WIN/Gallup International 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.

The accumulated expertise of the Association is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading

edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

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