



New Year Poll

GLOBAL BAROMETER OF HAPPINESS FOR 2012



Islamabad, 31 December 2011—A new global poll conducted on the eve of new year shows that low hopes for the economy fail to dampen a feeling of Happiness at new year. Thus when asked: Are you happy or unhappy, the global net happiness stands at 40% showing that the “happy” outnumber the “unhappy” by 40% points. The global survey was carried out by the world’s largest independent network of opinion pollsters, WIN-Gallup International in over 58 countries (52,913 interviews), covering the vast majority of world population. The network has conducted this annual poll on the eve of New Year since 1977. The global poll which had earlier focused on prospects for the economy added a question this year on “Happiness”. The findings turned out to be quite revealing. The attainment of Happiness is aided by economic hopefulness; but often “happiness” refuses to be subdued by economic gloom. Thus 42% of the global “gloomies” who are gloomy about economic prospects of 2012 say they are on the whole “happy”. Evidently despite economic gloom most European nations are in the Happy Box (see Chart). The survey also finds that nations which are struggling hard to move up on global economic ladder produce a lot of “unhappy” people. Thus net happiness in China is nearly half of global average and stands at 25%. In contrast the economically pressured Spaniards score 55% net happiness. Perhaps the feeling to “be happy” is also a cultural trait!

A key question in the global survey asked: **So far as you are concerned, do you personally feel happy, unhappy or neither happy nor unhappy about your life?** According to the WIN-Gallup International Global Barometer of Happiness 53% of the world say they feel happy while 13% say they feel “unhappy”. Another 31% say they are “neither happy nor unhappy” while 3% did not respond.

VIEWS FROM PAKISTAN

Pakistanis are more hopeful about the economy in 2012 than a year ago; Net Hope about economy is still in negative but has improved from **-21%** to **-12%**. Net Happiness is **+31%**. (See table 1 ahead)

WHAT MAKES PEOPLE HAPPY?

It is hard to pin down what exactly makes people happy. Perhaps there is no definitive answer. Yet a world-wide poll leads to interesting points to ponder.

RELATIVE STATUS AND NOT MONEY BUYS HAPPINESS

The survey carried out in 58 countries covering vast majority of global population shows that it is not the amount of money you have but the relative status which you enjoy in your society makes you feel happy. The surveyed countries included the poorest with an average yearly income of less than 1000 USD and the richest whose average incomes are 50 times higher. Yet when it comes to “happiness” it is determined by the relative status which a person enjoys in his or her own society. According to the poll, those in the top ladder (top 20 percent in terms of earnings) have twice as many happy persons (net happiness is 51%) as those in the bottom ladder (net happiness is 27%).

MIDDLE AGE PUTS A STRESS ON HAPPINESS

The global poll on happiness shows that those in the middle age (51-65 year olds) have lower net happiness at 33% compared to both the under 30 (net happiness is 44%) and over 65 years olds (net happiness is 43%).

UNEMPLOYED AND RETIRED ARE LESS HAPPY

There is a notable decline (from the average) in happiness among the unemployed and retired. Among the unemployed, net happiness is only 20% at less than half of national average; among the retired population net happiness is 34%.

“BELIEF” SEEMS TO EARN HAPPINESS

The global poll further shows that those who claim “no religion” have lower net happiness at 27% compared to those with religious beliefs, among whom net happiness is generally higher, with Catholics at 54%, Protestants at 54%, Jewish at 50%, Muslims at 42% Hindus at 43%. Only one religious group, Orthodox Christians score lower than average, as among them net happiness is 28%.

IS THERE A CULTURE OF HAPPINESS?

Perhaps yes; The data show that despite being behind the North Americans in terms of hope about economic upturn the West Europeans in general and the Spanish in particular score much higher on net happiness. Net Happiness score for North America is 31% compared with 50% for West Europe as a whole and the economically despondent Spaniards who, when it comes to Happiness score 55%. Africa as a group scores 66% net Happiness and Latin America scores 63%.

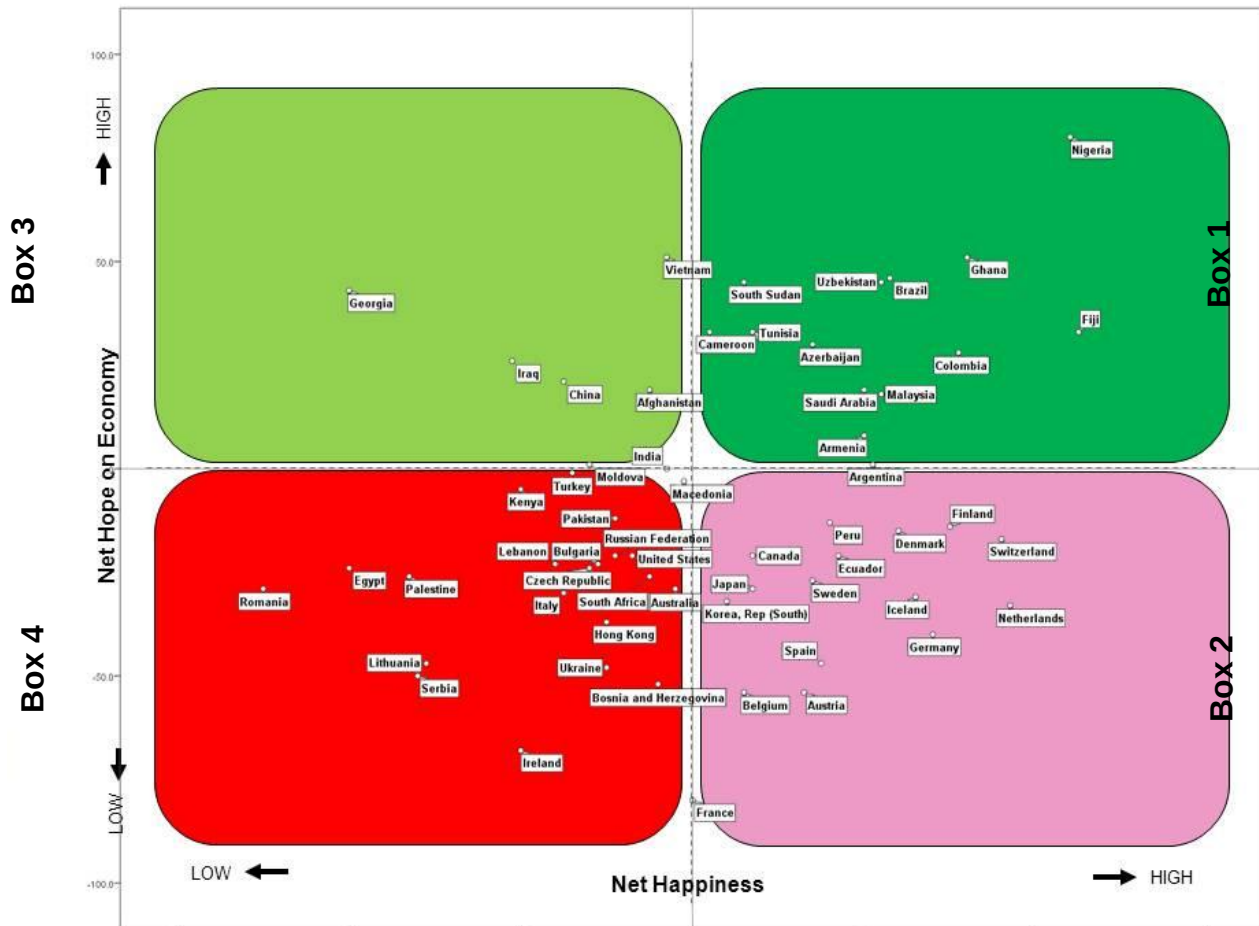
Four clusters of “Happiness” and “Hope on Economy” in 2012

The global poll by WIN-Gallup International groups the nations of the world into four boxes. The top box comprises of nations that enjoy high levels of both “Hope and Happiness”. The bottom box of countries score low on both. Others are in between. The pegging order is provided in the Report.



“HAPPINESS” AND “HOPE” MATRIX

The “Match” and “Mismatch” of the two feelings



Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. For further details see website: www.Gallup-international.com

Methodology:

The global barometer of hope and despair is an annual tradition initiated under the chairmanship of Dr. George Gallup in 1977 and is conducted every year since then. This year it was carried out by associates of WIN-Gallup International in 58 countries around the world.

Sample and Field Work:

A total of 52,913 persons were interviewed globally. In each country a national probability sample of around 1000 men and women was interviewed either face to face (35 countries; n=34,320), via telephone (13 countries; n=11,384) or online (10 countries; n=7,156). Details are attached. The field work was conducted during November-December 2011. In general the error margin for surveys of this kind is +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.



NET HOPE FOR 2012

Hope and Despair for Economy in 2012: Country-wise Data

Question: So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life? (Happiness Index)

Question: Compared with this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same? (Hope on Economy Index)

Percent of Respondents

	1	1	2
	Net Happiness for 2012	Net Hope on Economy in 2012	Net Hope on Economy in 2011
Global Average	40	-2	2
Afghanistan	35	19	24
Argentina	61	1	12
Armenia	60	8	-3
Australia	38	-29	-7
Austria	53	-54	-1
Azerbaijan	54	30	2
Belgium	46	-54	-1
Bosnia and Herzegovina	36	-52	-17
Brazil	63	46	47
Bulgaria	29	-23	-31
Cameroon	42	33	-4
Canada	47	-21	-7
China	25	21	46
Colombia	71	28	-16
Czech Republic	28	-24	-31
Denmark	64	-15	21
Ecuador	57	-21	-5
Egypt	0	-24	-28
Fiji	85	33	
Finland	70	-14	17
France	40	-80	-58
Georgia	0	43	
Germany	68	-40	3
Ghana	72	51	47
Hong Kong	30	-37	
Iceland	66	-31	-51
India	37	0	24
Iraq	19	26	17
Ireland	20	-68	
Italy	25	-30	-35
Japan	47	-29	-21
Kenya	20	-5	
Korea, Rep (South)	44	-32	-6
Lebanon	24	-23	
Lithuania	9	-47	-1
Macedonia	39	-3	-13
Malaysia	62	18	23
Moldova	28	1	
Netherlands	77	-33	-9
Nigeria	84	80	70
Pakistan	31	-12	-21
Palestine	7	-26	
Peru	56	-13	29
Romania	-10	-29	-46
Russian Federation	31	-21	7
Saudi Arabia	60	19	
Serbia	8	-50	-45
South Africa	35	-26	
South Sudan	46	45	
Spain	55	-47	-35
Sweden	54	-27	24
Switzerland	76	-17	15
Tunisia	47	33	
Turkey	26	-1	-11
Ukraine	30	-48	-38
United States	33	-21	-9
Uzbekistan	62	45	
Vietnam	37	51	61

Note: Blanks in 2010 column means the survey was not conducted in that country in 2010.

1: Survey conducted in December 2011; 2: Survey conducted in December 2010

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association.

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