

End of Year 2019

Global Report on Hope

January 02, 2020

**A BETTER 2020 YEAR IS ANTICIPATED BY 37% OF THE GLOBAL POPULATION,
WHILE ONE IN FOUR TAKE A PESSIMISTIC VIEW ON THE COMING YEAR**

**according to the End of the Year Poll of Gallup International Association,
the oldest global tracking study in the world launched in 1977 by dr. George Gallup**

People living in the Middle East are predominantly pessimistic (52%), while those living in India and West Asia are predominantly optimistic.

On a country by country level, the most optimistic citizens concerning the new year are in Nigeria (73%), Peru and Albania (70%), Kazakhstan (67%) and Armenia (62%). On the pessimistic scale, the ranking is headed by Lebanon (76%), Hong Kong (68%), Jordan (60%) and Italy (59%).

The global hope and despair index are strongly influenced by the age and education - younger people (up to 34 years of age) and people with a higher education level are significantly more optimistic. Religion, in that respect, is not a deciding factor, with a bold exception - Hindu people are strongly optimistic "by nature".

Western Europe is the most pessimistic region after the Middle East, while non-EU European countries are almost two times more optimistic than the westerners. Americans are significantly more confident than the Russians in their expectations for a better new year. Nigeria – with the greatest population in Africa - lead this ranking every year.

For decades Gallup International Association has been measuring the perception of personal happiness around the globe. In the last couple of years, usually about one out of two inhabitants of the planet declare they are either *very* or *somewhat* happy. This year's results are no exception.

The top five countries according to the global happiness index are Columbia (88 points), Indonesia (86 points), Ecuador (85 points) and Kazakhstan (83 points), followed by Nigeria and the Philippines with 78 points each. The least happy countries are Jordan (-38 points), Lebanon (-15 points), Syria (-7 points), followed by Hong Kong and Iraq with 5 points each. Note that many of these countries have witnessed significant protests over the course of 2019.

Comparison to previous years shows that significantly less people in Russia, Hong Kong, Lebanon and Mexico are reporting happiness, while the latter is increasing strongly in Azerbaijan, Ecuador, Ukraine and Romania.

Kantcho Stoychev, President of GIA: *"Our global hope and despair index, reflects first of all, the political and economic situation and the direction of development in every respective country through the eyes of the ordinary people, while the happiness index reveals personal perceptions, closely related to a given national character. It seems that people around the world are about four times happier in their personal lives*

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compared to their lives as citizens of their countries. Kazakhs, Armenians, Indians, Vietnamese, just to name a few, are both happy personally and socially optimistic, while Bosnians, Polish, Koreans and Spaniards are among those who report high levels of personal happiness, combined with high levels of social pessimism. Unhappy personally and socially pessimistic are, for example, the Lebanese and Jordanians, but Syrians and Iraqis are exactly on the opposite end of the scale - they show signs of social optimism, while unhappiness dominates their personal lives.

In general, social optimism and personal happiness are not related to the wealth of the respective country. The current political situation and its perspectives are the dominating factor."

Methodology:

The Gallup International 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 in 46 countries around the world.

Regions coverage:

- EU Total - combines EU West and EU East
- EU West – Austria, France, Germany, Ireland, Italy, Spain, Finland, UK
- EU East – Bulgaria, Czech Republic, Poland, Romania
- Non-EU Europe – Albania, Armenia, Bosnia&Herzegovina, Kosovo, North Macedonia, Moldova, Serbia, Ukraine, Georgia
- Latin America – Argentina, Columbia, Ecuador, Mexico, Peru
- East Asia – Hong Kong, Indonesia, Japan, Philippines, Republic of Korea, Thailand, Vietnam, Malaysia
- West Asia – Afghanistan, Azerbaijan, Kazakhstan, Pakistan, Turkey
- Middle East - Iraq, Syria, Lebanon, Jordan
- Africa – Nigeria
- USA, India and Russia are not included in any other regional category

Sample Size and Mode of Field Work:

A total of 45676 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed during November-December either face to face, via telephone or online.

The margin of error for the survey is between +3-5% at 95% confidence level."

About Gallup International

Gallup International Association (GIA) is the leading global independent association in market research and polling.

For over 70 years Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 Members and partners 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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End of Year Survey 2019 Participants
(GIA Members and Partners presented in alphabetical order)

Country	Vendor Company	Sample size
AFGHANISTAN	ACSOR-Surveys	1 724
ALBANIA	Be Research LLC	993
ARGENTINA	Voices!	547
ARMENIA	MPG LLC (Marketing Professional Group)	1 517
AUSTRIA	Österreichisches Gallup Institut	1 000
AZERBAIJAN	SIAR Research and Consulting Group	500
BOSNIA & HERZEGOVINA	Mareco Index Bosnia	1 000
BULGARIA	Gallup International	829
COLOMBIA	Centro Nacional de Consultoría	1 202
CZECH REPUBLIC	MARECO Ltd. Praha	1 000
ECUADOR	CEDATOS	600
FINLAND	Taloustutkimus Oy	1 286
FRANCE	BVA	1 000
GEORGIA	GORBI	1 086
GERMANY	Österreichisches Gallup Institut	1 000
HONG KONG	CSG (Consumer Search Group)	537
INDIA	Impetus Research Pvt. Ltd	1 003
INDONESIA	Deka	1 033
IRAQ	IIACSS	1 000
IRELAND	Red C Research and Marketing	1 011



End of Year Survey 2018 Participants – *Contd.*
 (GIA Members and Partners presented in alphabetical order)

Country	Vendor Company	Sample size
ITALY	DOXA	1 217
JAPAN	NRC (Nippon Research Center)	1 153
JORDAN	MRO	1 000
KAZAKHSTAN	BISAM - CENTRAL ASIA	808
KOSOVO	Be Research LLC	1 013
LEBANON	MRO	1 000
MACEDONIA	BRIMA	1 210
MALAYSIA	C Force	810
MEXICO	BRAIN	500
NIGERIA	Market Trends International	1 000
PAKISTAN	Gallup Pakistan	1 000
PERU	DATUM Internacional	1 000
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1 000
POLAND	MARECO POLSKA	1 016
REPUBLIC OF KOREA	Gallup Korea	1 500
ROMANIA	TNS CSOP	501
RUSSIA	Romir	1 500
SERBIA	TNS Medium Gallup	1 010
SPAIN	SIGMA DOS	1 089
SYRIA	Syrian & Levant Market Compass	686



End of Year Survey 2018 Participants – *Contd.*
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Country	Vendor Company	Sample size
THAILAND	Infosearch co.ltd	600
TURKEY	Barem	601
UK	ORB International (Opinion Research Business)	1 000
UKRAINE	Romir	2 043
USA	Survey Monkey	1 049
VIETNAM	Indochina Research	501