

## PRESS RELEASE

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Celebrating 34 years of The World's Leading Global Barometer (1977-2011)

### Economic Prospects in 2012: GLOBAL GLOOM IS ON THE RISE:

Globally Net Hope falls from **+2%** at year end in 2010 to **-4%** now

### EUROPE AND AMERICA GLOOMIER THAN LAST YEAR – NOTABLE SHIFTS AMONG THE REST

**Zurich, 22 December 2011** — A new global poll conducted on the run up to the new year confirms the downward trend in popular hopes about economic well-being in 2012. The survey also confirms that the gloom is thicker in Europe and North America compared to the rest of the world. The global survey was carried out by the world's largest independent network of opinion pollsters, WIN-Gallup International in over **50** countries (*with more than*

45,000 interviews), covering the vast majority of world population. The network has conducted this annual poll since 1977 and finds the latest year as one of the most pessimistic.

According to the WIN-Gallup International global barometer of hope and despair, 31% of the world are today hopeful about the economic prospects in 2012, while 34% expect it to be worse than the year which is just ending. As for the remaining 27% expect no change from previous year, and 8% were unable to give a response.

The global survey reveals that despair about economic prospects is led by Europe and followed by North America. Many in the rest of the world notably China remain hopeful. Of the 50 countries polled, 34 are on the whole pessimist showing that the pessimists in those countries outnumber optimists, while 15 are optimists showing that pessimists are outnumbered by optimists. Only in one country (India) the pessimists and optimists are exactly equal.

The global trend in pessimism is led by France where Net Hope is **-80%** while the optimists are led by Nigeria where Net Hope is **+80%**. Other nations are in between for example the Net Hope in USA is -21% and in China it is +21%.

The Net Hope in **Ireland** is -68% with 6% hopefuls, and 74% pessimists; the remaining expecting no change or being unable to respond

Please find Ireland's data, including trends (1977-2011) at the end of this Press Release.

## **The Global Youth refuse to lose hope:**

The global data shows a common trait among world-wide youth. Compared to their elders, those under 30 are more hopeful about economic prospects in 2012. Thus net hope among the world-wide under 30 is **+9%**; it declines to **-5%** among those between the ages of 30-50; declines further to **-19%** among people of age 51-65 and is the lowest at **-32%** among the age 65+.

## **TOP 10 GAINERS AND LOSERS IN NET HOPE**

The top 10 gainers during the last year (even if from a low base) include 4 Asian nations (Azerbaijan, Turkey, Pakistan and Iraq); 2 African nations (Cameroon and Nigeria); one from Latin America (Colombia) and 3 European nations (Iceland, Romania and Macedonia)

The top 10 losers in net hope include 9 European national (**Austria**, Belgium, Sweden, **Germany**, **Bosnia**, **Denmark**, **Switzerland**, **Finland** and **Russia**) and one Latin American (**Peru**).

For further details see Table 2 ahead.

## **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 50 countries around the world.

### **Sample and Field Work:**

A total of 45,320 persons were interviewed globally. In each country a national probability sample of around 1000 men and women was interviewed either face to face (28 countries;  $n=27,266$ ), via telephone (12 countries;  $n=10,884$ ) 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  $\pm 3-5\%$  at 95% confidence level. It has text and 7 Tables (14 Pages). Please consult all to make Press Release for your country.

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

### **Commentary by Jean-Marc Leger, President WIN-Gallup International**

The survey findings show that globally the glass is half full on hopes about economic upturn. Nearly as many express hope about economy in 2012 as those who express despair. But the regional picture is quite different. Europeans are overwhelmingly gloomy, Americans are less so, while both Asia and Africa are hopeful about economic prospects in 2012. In a world which is no longer Euro-American centric global polls serve a useful service by placing such distinctions in their right perspective.

Table 1

**NET HOPE FOR 2012****Hope and Despair for Economy in 2012: Country-wise Data**

**Question:** Compared with this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same?

S #	Countries	Percent of Respondents				Net Hope
		Economic prosperity (%)	Remain the same (%)	Economic Difficulty (%)	DK/NR (%)	
	<b>Global Average</b>	<b>30</b>	<b>27</b>	<b>34</b>	<b>8</b>	<b>-4</b>
1	Afghanistan	41	31	23	5	19
2	Argentina	34	30	33	3	1
3	Australia	15	36	44	5	-29
4	Austria	3	37	57	2	-54
5	Azerbaijan	48	21	17	14	30
6	Belgium	7	26	61	5	-54
7	Bosnia and Herzegovina	13	20	64	3	-52
8	Bulgaria	16	33	39	13	-23
9	Cameroon	49	25	17	9	33
10	Canada	16	43	36	5	-21
11	China	47	21	26	5	21
12	Colombia	42	43	14	2	28
13	Czech Republic	6	60	30	3	-24
14	Denmark	17	47	32	4	-15
15	Egypt	20	25	44	11	-24
16	Finland	18	50	32	1	-14
17	France	2	17	81	0	-80
18	Germany	8	45	46	1	-39
19	Ghana	64	6	13	17	51
20	Hong Kong	11	40	48	2	-37
21	Iceland	11	46	42	1	-31
22	India	32	24	32	13	0
23	Iraq	46	27	21	6	26
24	Ireland	6	20	74	0	-68
25	Italy	4	60	34	2	-30
26	Japan	8	38	37	17	-29
27	Kenya	36	13	41	10	-5
28	Korea, Rep (South)	11	42	43	3	-32
29	Lebanon	27	17	50	5	-23
30	Macedonia	25	42	29	4	-3
31	Malaysia	39	36	21	4	18
32	Moldova	28	28	27	16	1
33	Netherlands	6	54	38	2	-33
34	Nigeria	86	5	6	4	80
35	Pakistan	24	27	37	12	-12
36	Peru	32	15	45	9	-13
37	Romania	10	44	38	8	-29
38	Russian Federation	17	32	39	12	-21
39	Saudi Arabia	47	22	28	3	19
40	Serbia	9	23	59	8	-50
41	South Africa	22	31	48	1	-26
42	Spain	11	28	58	3	-47

43	South Sudan*	54	9	15	22	45
44	Sweden	7	57	34	1	-27
45	Switzerland	19	43	35	4	-17
46	Tunisia	57	14	24	4	33
47	Turkey	24	46	25	6	-1
48	Ukraine	6	25	54	15	-48
49	United States	21	33	41	5	-21
50	Uzbekistan	54	35	8	4	45
51	Vietnam	65	20	14	1	51

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](http://www.Gallup-international.com)

\* The data for South Sudan arrived at the last minute. It has been added in the Summary Table. The remaining Report will be updated accordingly in the next Draft.

Table 2

**Change in Net Hope 2010-2011**

	Net Hope in EOY: 2011	Net Hope in EOY: 2010	Net Change
	-4	2	-6
Afghanistan	19	24	-5
Argentina	1	12	-11
Australia	-29	-7	-22
Austria	-54	-1	-53
Azerbaijan	31	2	+29
Belgium	-54	-1	-53
Bosnia and Herzegovina	-52	-16	-36
Bulgaria	-23	-31	+8
Cameroon	33	-4	+37
Canada	-21	-7	-14
China	21	46	-25
Colombia	28	-16	+44
Czech Republic	-24	-30	+6
Denmark	-15	21	-36
Egypt	-24	-27	+3
Finland	-14	16	-30
France	-80	-58	-22
Germany	-39	3	-42
Ghana	51	47	+4
<i>Hong Kong</i>	-37	*	*
Iceland	-31	-51	+20
India	0	24	-24
Iraq	26	17	+9
<i>Ireland</i>	-68	*	*
Italy	-30	-35	+5
Japan	-29	-20	-9
<i>Kenya</i>	-5	*	*
Korea, Rep (South)	-32	-6	-26
<i>Lebanon</i>	-23	*	*
Macedonia	-3	-13	+10
Malaysia	18	23	-5
<i>Moldova</i>	1	*	*
Netherlands	-33	-9	-24
Nigeria	80	70	+10
Pakistan	-12	-21	+9
Peru	-13	29	-42
Romania	-29	-46	+17
Russian Federation	-21	6	-27
Saudi Arabia	19	*	*
Serbia	-50	-45	-5
<i>South Africa</i>	-26	*	*
Spain	-47	-35	-12
Sweden	-27	24	-51
Switzerland	-17	16	-33
<i>Tunisia</i>	33	*	*
Turkey	0	-11	+11
Ukraine	-48	-38	-10
United States	-21	-9	-12
<i>Uzbekistan</i>	45	*	*
Vietnam	51	61	-10

## Region-wise

	Net Hope in EOY:2011	Net Hope in EOY:2010
North America	-25	-9
Latin America	4	31
Western Europe	-45	-23
Eastern Europe	-29	-14
Africa	51	67
Asia	4	5

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

Note: \* connotes "Not surveyed in 2010"

## Top 10 GAINERS

### Rank ordered by Highest to Lowest gain

	Net Hope in EOY: 2011	Net Hope in EOY: 2010	Net Change
Colombia	28	-16	+44
Cameroon	33	-4	+37
Azerbaijan	31	2	+29
Iceland	-31	-51	+20
Romania	-29	-46	+17
Turkey	0	-11	+11
Nigeria	80	70	+10
Macedonia	-3	-13	+10
Pakistan	-12	-21	+9
Iraq	26	17	+9

## Top 10 LOSERS

### Rank ordered by Highest to Lowest Loss

	Net Hope in EOY: 2011	Net Hope in EOY: 2010	Net Change
Belgium	-54	-1	-53
Austria	-54	-1	-53
Sweden	-27	24	-51
Germany	-39	3	-42
Peru	-13	29	-42
Denmark	-15	21	-36
Bosnia and Herzegovina	-52	-16	-36
Switzerland	-17	16	-33
Finland	-14	16	-30
Russian Federation	-21	6	-27



Chart 3.

Q. Compared with this year, in your opinion, will next year be an year of economic prosperity, economic difficulty or remain the same?

(Base: All adults aged 18+)

C



RESEARCH EVALUATION DIRECTION CLARITY



(3)

### Trend of Hope and Despair in Ireland

1977-2011

(for all years for which data are available)

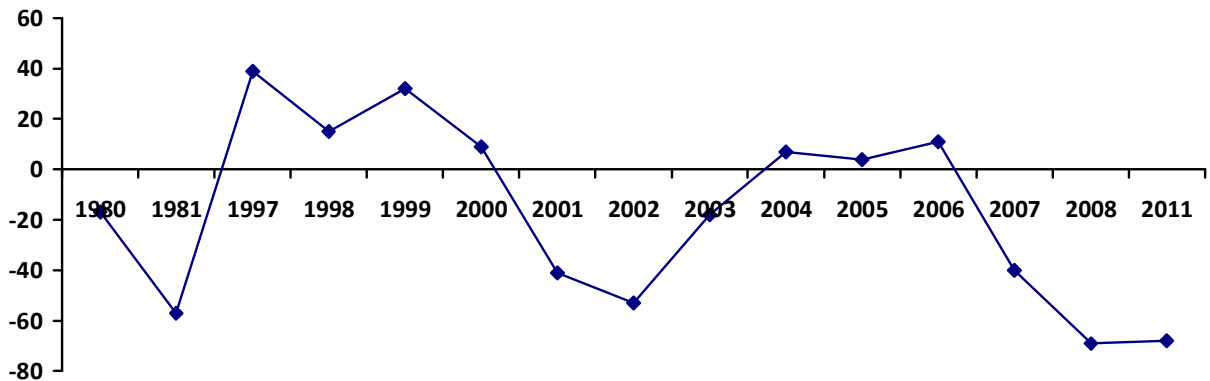
Question: Compared with this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same?

S #	Years	Percent of Respondents				
		Economic prosperity (%)	Remain the same (%)	Economic Difficulty (%)	DK/NR (%)	Net Hope
1	1980	8	62	25	5	-17
2	1981	7	24	64	5	-57
3	1997	44	45	5	6	39
4	1998	29	50	14	7	15
5	1999	39	47	7	7	32
6	2000	26	48	17	9	9
7	2001	7	36	48	9	-41
8	2002	4	30	57	9	-53
9	2003	14	41	32	13	-18
10	2004	22	48	15	15	7
11	2005	24	47	20	9	4
12	2006	23	64	12	1	11
13	2007	7	46	47	0	-40
14	2008	5	20	74	1	-69
15	2011	6	20	74	0	-68

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup-international.com](http://www.gallup-international.com).

### TREND DATA ON NET HOPE: Ireland

1977-2011



Note: The computation of Net Hope may show a variation of up to  $\pm 1\%$  due to rounding off issues.

Table 7  
**Methodological Report**

Country	Contact	E-mail	Company	Mode	Sample Type	Data weighted?	Size	Fieldwork Dates
Afghanistan	Matthew Warshaw	<a href="mailto:Matthew.Warshaw@acsor-surveys.com">Matthew.Warshaw@acsor-surveys.com</a>	ACSOR-Surveys	Face to face	National	Yes	1,031	Nov 25 - Dec 2
Argentina	Gerardo TuñónCorti	<a href="mailto:g.tunon@ibopeinteligencia.com.ar">g.tunon@ibopeinteligencia.com.ar</a>	IBOPE Inteligencia S.A.	Telephone	Urban	No	1002	Nov 7-Nov 17
Austria	Ingrid Lusk	<a href="mailto:i.lusk@gallup.at">i.lusk@gallup.at</a>	Osterreichisches Gallup Institut	Face to face	National	Yes	1000	Nov16-Dec 7
Australia	Peter Kenny	<a href="mailto:Peter.Kenny@cbr.com.au">Peter.Kenny@cbr.com.au</a>	Colmar Brunton Research	Online	National	Yes	1040	Dec 12 - Dec 13
Azerbaijan	Ashraf Hajiyev	<a href="mailto:Ashraf.Hajiyev@siar.az">Ashraf.Hajiyev@siar.az</a>	SIAR Research and Consulting Group	Face to face	Urban	No	510	Dec 2 - Dec 12
Belgium	DetournayArther	<a href="mailto:Adetournay@dedicated.be">Adetournay@dedicated.be</a>	Dedicated Reserch	Telephone	National	Yes	528	Nov 29-Dec 10
Bosnia	AIDA HADZIAVDIC-BEGOVIC	<a href="mailto:AIDA.HADZIAVDIC@MIB.BA">AIDA.HADZIAVDIC@MIB.BA</a>	MARECO INDEX BOSNIA	Telephone	National	No	1000	Nov 10 - Nov 18
Bulgaria	Mila Grigorova	<a href="mailto:m.grigorova@gallup-bbss.com">m.grigorova@gallup-bbss.com</a>	BBSS Gallup International	Face to face	National	Yes	997	Nov 4 - Nov 10
Cameroon	Yaptie Placide	<a href="mailto:Pyaptie@-africa.com">Pyaptie@-africa.com</a>	TNSRMS Cameroun	Face to face		Yes	504	Oct29 - Nov 5
Canada	Sarah Weill	<a href="mailto:swell@legermarketing.com">swell@legermarketing.com</a>	Leger Marketing	Online	National	Yes	1003	Nov 22-Nov 29
China	Zhou Xin	<a href="mailto:zhouxin@comrc.com.cn">zhouxin@comrc.com.cn</a>	CRC-Research Center, Ltd	Online	National	Yes	500	Nov 28 - Dec 8
Colombia	Jaime Arteaga	<a href="mailto:jarteaga@cncol.com">jarteaga@cncol.com</a>	CNC	Online	Urban	No	606	Dec 1-Dec 6
Czech Republic	Jan Trojacek	<a href="mailto:trojacek@mareco.cz">trojacek@mareco.cz</a>	Mareco s.r.o.	Face to face	National	Yes	1000	Nov 16-Nov 28
Denmark	Roger Elsted	<a href="mailto:roger.elsted@dma-research.com">roger.elsted@dma-research.com</a>	DMA/Research	Online	National	Yes	506	Dec 2 - Dec 8
EGYPT	LailaGuindy	<a href="mailto:laila.guindy@rada.com.eg">laila.guindy@rada.com.eg</a>	RADA Research & Public Relations Co.	Face to face	Urban	Yes	1000	Nov 4-Nov 13
Finland	Mr Jari Pajunen	<a href="mailto:jari.pajunen@taloustutkimus.fi">jari.pajunen@taloustutkimus.fi</a>	Taloustutkimus Oy	Face to face	National	Yes	984	Nov 6 - Nov 21
FRANCE	Céline BRACQ	<a href="mailto:celine.bracc@bva.fr">celine.bracc@bva.fr</a>	BVA	Online	National	Yes	1671	Dec 2-Dec 3-Dec 4
Germany	Johannes Huxoll	<a href="mailto:johannes.huxoll@tns-ernid.com">johannes.huxoll@tns-ernid.com</a>	TNS Emnid	Telephone	National	Yes	502	9-Dec
Ghana	Femi Laoye	<a href="mailto:olaoye@rms-africa.com">olaoye@rms-africa.com</a>	TNS RMS Ghana	Face to face	National	No	1500	Nov 7-Nov 22
Hong Kong	Christy Szeto	<a href="mailto:christy.szeto@csg-worldwide.com">christy.szeto@csg-worldwide.com</a>	Consumer Search Group	Telephone	Urban	Yes	500	Nov 24 - Dec 11
Iceland	Sigrún Drifa Jónsdóttir	<a href="mailto:sigrun.drifa.jonsdottir@capacent.is">sigrun.drifa.jonsdottir@capacent.is</a>	Capacent Gallup	Online	National	Yes	1350	Nov 24 - Dec 2
India	YashwantDeshmukh	<a href="mailto:yashwant@teamcvoter.com">yashwant@teamcvoter.com</a>	CVoter News Services Pvt. Ltd.	Telephone	National	Yes	1091	Dec 3 - Dec 10
Iraq	Dr. Mungith Dagher	<a href="mailto:mungith_daghir@iiacss.org">mungith_daghir@iiacss.org</a>	IIACSS	Face to face	Urban	Yes	1000	Nov 20 - Dec 2
IRELAND	Sinead Mooney / Roisin O'Coineen	<a href="mailto:sinead.mooney@redcresearch.ie">sinead.mooney@redcresearch.ie</a> / <a href="mailto:roisin.ocoineen@redcresearch.ie">roisin.ocoineen@redcresearch.ie</a>	RED C Research & Marketing Ltd	Online	National	Yes	1001	Dec 2-Dec 11
Italy	Paolo Colombo	<a href="mailto:paolo.colombo@doxa.it">paolo.colombo@doxa.it</a>	Doxa	Face to face	National	Yes	987	Nov 21-Dec 4
Japan	Hisako Kumada	<a href="mailto:kumada@nrc.co.jp">kumada@nrc.co.jp</a>	Nippon Research Center, Ltd.	Online	National	Yes	1200	Nov 2 - Nov 14
Kenya	Margit Cleveland	<a href="mailto:margit@infiniteinsight.net">margit@infiniteinsight.net</a>	Infinite Insight	Face to face	National	Yes	1,000	Oct 26 - Nov 05
Lebanon	SelimSaad	<a href="mailto:s.saad@reachmass.com">s.saad@reachmass.com</a>	REACH S.A.L	Telephone	National	No	500	Nov, 2011
Macedonia	KalinaMedarovska	<a href="mailto:kalina@brima.com.mk">kalina@brima.com.mk</a>	BRIMA	Face to face	National	Yes	1209	Dec 18 - Dec 27

MALAYSIA	KHO CHAI KIAT	Chaikiat.kho@tnsglobal.com	TNS RESEARCH INTERNATIONAL	Face to face	National	No	520	Nov 2 - Nov 30
Netherlands	Imre van Rooijen	i.van.rooijen@marketresponse.nl	MarketResponse	Telephone	National	Yes	500	Nov 14-Nov 21
Nigeria	Josiah Kimanzi	jkimanzi@rms-africa.com	TNS RMS Nigeria	Face to face	Urban	No	1,049	Nov 4-Nov 31
Pakistan	Fatima, Idrees (Ms.)	fatima.idrees@gallup.com.pk	Gallup Pakistan	Face to face	National	Yes	2705	Dec 27 - Dec 3
Republic of Moldova	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	Face to face	National	No	1086	Nov 30 - Dec 12
Perú	Gustavo Yrala	gyrala@datum.com.pe	Datum Internacional S.A.	Face to face	National	No	1207	Dec 8 - Dec 10
Romania	Lucian Rotariu	lucian.rotariu@csop.ro	T.N.S. C.S.O.P	Face to face	National	Yes	1050	Nov 26-Dec 5
Russia	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	online	Urban	Yes	1000	Dec 25 - Dec 28
Saudi Arabia	Mohammad M. Aayed	m.aayed@parc-ksa.com	PARC	Telephone	Urban	No	502	Nov. 2011
Serbia	PetarKrstic	petar.krstic@tnsmediumgallup.co.rs	TNS Medium Gallup	Face to face	National	Yes	1037	Nov 3-Nov 8
South Africa	Patson Gasura, Diana Nyarirangwe & Florence Ndanga	patson@topliners.co.za, diana@topliners.co.za & Florence@topliners.co.za	Topline Research Solutions (TRS)	Face to face	National	Yes	200	Dec 2 - Dec 6
South Korea	Hyunjeong Jung	hjujung@gallup.co.kr	Gallup Korea	Face to face	National	Yes	1,524	Nov 18-Dec 6
Spain	Carlos Clavero / Luciano Miguel	carlos.clavero@institutodym.es / luciano.miguel@institutodym.es	Instituto DYM	Face to face	National	Yes	1146	Nov 17-Dec 6
Sweden	Johan Lilliecreutz	johan.lilliecreutz@cmaresearch.se	CMA Research AB	Online	National	No	501	Nov 9-Nov 11
Switzerland	Barbara Schumacher	Barbara.schumacher@isopublic.ch	ISOPUBLIC AG	Face to face	National	Yes	507	Nov 23 - Dec 5
Tunisia	Nabil BELAAM	emrhod@gnet.tn	EMRHOD INTERNATIONAL	Face to face	National	No	500	Nov 24-Dec 2
Turkey	Derya Değerli / Esra Dalgıç	d.degerli@barem.com.tr / e.dalgic@barem.com.tr	Barem Research	Telephone	National	Yes	1031	Dec 6 - Dec 12
Ukraine	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	Face to face	National	Yes	1,013	Nov 22 - Dec 4
USA	Cindy Kaminski	ckaminski@trig-us.com	TRiG	online	National	Yes	1002	Nov 22-Nov 29
Uzbekistan	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	Face to face	Urban	No	500	Nov 16-Dec 6
Vietnam	Tran Nguyen My Dung	dung_tnm@irl-hcm.com.vn	Indochina Research Limited	Face to face	National	Yes	500	Nov 1 - Nov 09
South Sudan	Margit Cleveland	margit@infiniteinsight.net	Infinite Insight	Face to face	National	Yes	1,020	Oct 26 - Nov 05

**Summary:**

- 1- Total Countries: 50 (n=45,320)
- 2- Mode of Interview:
  - a. Fact to Face: Countries 28 (n=27,266)
  - b. Telephone: Countries 12 (n=10,884)
  - c. Online: Countries 10 (n=7,156)
- 3- Coverage:
  - National: Countries 39 (n=37,136)
  - Urban only: Countries 11 (n=8,173)
- 4- Field Work Dates: November –December, 2011

\* The data for South Sudan arrived at the last minute. It has been added in the Summary Table. The remaining Report will be updated accordingly in the next Draft.

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