**Gallup International’s 41 Annual Global End of Year Survey:**

**ECONOMICALLY MORE DIFFICULT YEAR TO COME GLOBALLY**

**STRICTLY EMBARGOED UNTIL 00:01 (GMT) 29th December 2017**

**GLOBAL ECONOMIC OPTIMISM INDEX**

**Global Economic Pessimism on the rise**

Globally, economic optimism has declined over the last 12 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).  N**igeria (+59), followed by Vietnam (+55 net score) are on the most optimistic side.**

**Vietnam ranks 2nd in overall economic prosperity with an increase of 8.3pts compared to last year, up the confidence level of the end of 2015.**

**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**

**Definitions:**

Optimists = Economic Prosperity

Pessimists = Economic Difficulty

Neutrals = Remain the same

**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 |

**HAPPINESS INDEX**

**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, followed by Colombia with a net score of +86**. Iran and Iraq are at the bottom with +5 and +7. The net score in the US and Russia concerning happiness is exactly equal at +50.

**Vietnam is in the top 5 happiest country with a net score of +77, showing a slight decrease from the past 3 years.**

**HAPPINESS INDEX**

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

**Definitions:**

Happy = Very happy + Happy

Pessimists = Unhappy + Very Unhappy

Neutrals = neither happy nor Unhappy

**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 |

**HOPE INDEX**

**Hope on planet Earth, but at a lower level…**

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.**

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%). Compared to last year’s +37, the drop of the index 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**.

Globally, hope is reserved for the fastest growing countries. **Low incomes apparently go well with hope since there are prospects of growth.**

In Vietnam, 58% of the surveyed population consider that 2018 will be a better year for them while 8% consider it will be a worse year, making a net Hope index of 50pts.

**HOPE INDEX**

***As far as you are concerned, do you think that 2018 will be***

***better, worse or the same as 2017?***

**Optimists: 39**

**Definitions:**

Optimists = Better

Pessimists = Worse

Neutrals = The same

**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 |

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 by the Gallup International Association 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 55 countries. In each country a representative sample of around 1,000 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.”

**In Vietnam, the survey was implemented by Indochina Research (Vietnam) Ltd among a representative sample of 1,000 in urban districts of Hanoi and HCM city by face to face interviews assisted by a digitally scripted questionnaire on tablets.**

**About Gallup International**

Gallup International Association (GIA) is the leading association in market research and polling and this year celebrates its 70th anniversary.

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