NEW YEAR POLL
"ON HAPPINESS"

PRESS RELEASE

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WiN Worldwide Independent Network Of Market Research

Leger MARKETING

EOY: 2011 Annual **Global Barometer on Hope and Despair**
The World's Leading Global Barometer

Even though we are gloomy about the economy and expect our economic well-being to worsen, we are still "happy" going into 2012. 53% of the world is happy compared with 13% who say they are unhappy

Leger MARKETING

Zurich, 30 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 Canadian pollsters Leger Marketing and its partners, the world's largest independent network of opinion pollsters, the WIN Association 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 the 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!

According to the WIN Association 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.

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 a vast majority of the 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 CDN$ 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 who have the most *(top 20 percent in terms of earnings)* report being happy more so than those in the lower economic conditions *(net happiness is 51% compared with 27%). But it is important to note that in both conditions, the number of happy people outweighs the unhappy.*

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 groups the nations of the world into four boxes. The top box comprises 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.

Commentary by Jean-Marc Leger, Leger Marketing President and President of the WIN Association

Pollsters and policy makers learn from each other. We took a cue from the British Prime Minister Cameroon who had commissioned a study on Happiness among Britons, to extend the same on a global level, albeit with one simple core question: do you feel happy, unhappy or neither. The findings across the world are remarkably instructive on what makes the human species happy: money or relative economic status; does happiness rise or fall with age; does 'culture' play a role? The core finding at the onset of 2012 is reassuring: Economic gloom fails to subdue human desire to feel happy. Net Happiness at a global level is overwhelmingly positive. Happy New Year!

Table 1.1

PERCEPTIONS ON HAPPINESS IN 2012

Question: **So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life?** (Reference Q# 3 of the EOY: 2011 Questionnaire, see Methods Section)

Percent of Respondents

Global Average*	52287	100.0	53	13	31	2	40

S #	Countries in alphabetical order	Sample Size		Happy	Unhappy	Neither Happy nor Unhappy	Don't know/ no response	Net Happiness
		Unweighted Count	Col%					
1	Afghanistan	1031	0.4	52	17	29	1	35
2	Argentina	1002	0.5	67	6	27	0	61
3	Armenia	500	0.1	70	10	18	2	60
4	Australia	1040	0.6	55	17	27	1	38
5	Austria	1003	0.3	59	7	32	2	53
6	Azerbaijan	510	0.1	58	4	36	2	54
7	Belgium	528	0.3	53	7	37	2	46
8	Bosnia and Herzegovina	1000	0.1	53	17	29	1	36
9	Brazil	2002	4.7	76	13	10	0	63
10	Bulgaria	997	0.2	36	7	51	6	29
11	Cameroon	504	0.1	51	9	38	1	42
12	Canada	1003	0.9	60	13	26	2	47
13	China	500	17.0	41	17	41	1	25
14	Colombia	606	0.5	74	3	22	1	71
15	Czech Republic	1000	0.3	41	12	46	1	28
16	Denmark	506	0.2	73	8	18	1	64
17	Ecuador	400	0.1	63	6	30	1	57
18	Egypt	1000	1.4	36	36	20	7	0
19	Fiji	1020	0.0	89	4	7	0	85
20	Finland	984	0.2	72	1	27	0	70
21	France	1671	1.9	48	8	43	0	40
22	Georgia	1000	0.1	52	6	38	4	46
23	Germany	502	2.6	72	4	23	1	68
24	Ghana	1505	0.5	82	10	5	3	72
25	Hong Kong	500	0.2	41	11	48	0	30
26	Iceland	852	0.0	73	7	19	1	66
27	India	1091	28.6	51	14	34	1	37
28	Iraq	1000	0.4	47	28	23	1	19
29	Ireland	1001	0.1	45	25	30	0	20
30	Italy	987	1.9	35	10	53	2	25
31	Japan	1200	3.8	49	2	40	9	47
32	Kenya	1000	0.8	46	26	26	1	20
33	Korea, Rep (South)	1524	1.4	52	8	38	1	44
34	Lebanon	500	0.1	54	31	15	0	24
35	Lithuania	1025	0.1	35	26	37	1	9
36	Macedonia	1209	0.1	48	9	41	1	39
37	Malaysia	520	0.6	65	3	30	3	62
38	Moldova	1086	0.1	43	14	36	7	28
39	Netherlands	505	0.5	81	4	15	0	77
40	Nigeria	1049	2.7	89	6	4	1	84
41	Pakistan	2705	3.0	40	10	46	4	31
42	Palestine	626	0.1	31	25	43	1	7
43	Peru	1207	0.7	63	7	30	1	56
44	Romania	1050	0.8	28	39	30	3	-10
45	Russian Federation	1000	2.6	39	8	42	11	31

46	Saudi Arabia	502	0.5	70	10	20	1	60
47	Serbia	1037	0.2	28	20	47	4	8
48	South Africa	200	0.4	57	23	19	2	35
49	South Sudan	1020	0.2	62	15	21	2	46
50	Spain	1146	1.2	68	13	18	1	55
51	Sweden	501	0.3	58	4	36	2	54
52	Switzerland	507	0.2	81	5	14	1	76
53	Tunisia	503	0.3	58	12	29	1	47
54	Turkey	1031	1.8	44	18	37	1	26
55	Ukraine	1013	1.4	43	14	37	6	30
56	United States	1002	8.7	53	20	26	2	33
57	Uzbekistan	500	0.8	65	3	25	7	62
58	Vietnam	500	2.2	56	19	25	0	37

Note: Global Average is weighted according to Weighting Scheme explained in the Methods Chapter

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

Table 1.2

PERCEPTIONS ON HAPPINESS IN 2012

Question: **So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life?** (Reference Q# 3 of the EOY: 2011 Questionnaire, see Methods Section)

Percent of Respondents

Global Average*	52287	100	53	13	31	2	40

Geographic Regions	Sample Size		Happy	Unhappy	Neither Happy nor Unhappy	Don't know / No response	Net Happiness
	Unweighted Count	Col%					
North America	2005	10	51	20	27	2	31
Latin America	5217	6	74	11	14	0	63
Western Europe	11733	10	59	8	32	1	50
Eastern Europe	11917	6	40	15	38	7	25
Africa	4258	4	77	11	10	1	66
Arab World	5151	3	47	27	22	4	20
West Asia	5777	6	43	12	40	4	31
South Asia	1091	29	57	12	30	1	45
East Asia	1020	3	53	16	30	1	37
North Asia	4744	22	43	14	41	2	30

Geographic Regions	Sample Size		Happy	Unhappy	Neither Happy nor Unhappy	Don't know / No response	Net Happiness
	Unweighted Count	Col%					
G-7	**6365**	**100**	**52**	**12**	**32**	**3**	**40**
United States of America	1002	44	53	20	26	2	33
Canada	1003	5	60	13	26	2	47
Germany	502	13	72	4	23	1	68
France	1671	10	48	8	43	0	40
Italy	987	10	35	10	53	2	25
Japan	1200	19	49	2	40	9	47
BRIC	**4593**	**100**	**53**	**13**	**32**	**2**	**40**
Brazil	2002	9	76	13	10	0	63
Russian Federation	1000	5	39	8	42	11	31
India	1091	54	51	14	34	1	37
China	500	32	41	17	41	1	25
Other G-20	**5299**	**100**	**52**	**13**	**34**	**1**	**39**
Argentina	1002	8	67	6	27	0	61
Korea	1524	35	52	8	38	1	44
Turkey	1031	31	44	18	37	1	26
Australia	1040	11	55	17	27	1	38
South Africa	200	7	57	23	19	2	35

Saudi Arabia	502	8	70	10	20	1	60
Global Flash-points	**5362**	**100**	**38**	**13**	**43**	**5**	**25**
Iraq	1000	10	47	28	23	1	19
Afghanistan	1031	11	52	17	29	1	35
Pakistan	2705	76	40	10	46	4	31
Palestine	626	3	31	25	43	1	7
Emerging and other Nations in Asia and Latin America	**4753**	**100**	**57**	**12**	**30**	**1**	**45**
Malaysia	520	14	65	3	30	3	62
Hong Kong	500	5	41	11	48	0	30
Vietnam	500	48	56	19	25	0	37
Peru	1207	14	63	7	30	1	56
Ecuador	400	8	63	6	30	1	57
Colombia	606	11	74	3	22	1	71
Fiji	1020	0	89	4	7	0	85
Emerging and other Nations in Western Europe	**8033**	**100**	**66**	**10**	**23**	**1**	**56**
Spain	1146	37	68	13	18	1	55
Sweden	501	8	58	4	36	2	54
Finland	984	5	72	1	27	0	70
Denmark	506	5	73	8	18	1	64
Iceland	852	0	73	7	19	1	66
Austria	1003	8	59	7	32	2	53
Switzerland	507	7	81	5	14	1	76
Belgium	528	9	53	7	37	2	46
Netherlands	505	14	81	4	15	0	77
Ireland	1001	4	45	25	30	0	20
Lebanon	500	3	54	31	15	0	24
Emerging and other Nations in Eastern Europe	**7379**	**100**	**35**	**24**	**38**	**3**	**11**
Romania	1050	43	28	39	30	3	-10
Czech Republic	1000	17	41	12	46	1	28
Bulgaria	997	13	36	7	51	6	29
Bosnia and Herzegovina	1000	6	53	17	29	1	36
Macedonia	1209	3	48	9	41	1	39
Serbia	1037	12	28	20	47	4	8
Moldova	1086	6	43	14	36	7	28
CIS/ Former Soviet Union	**4548**	**100**	**50**	**11**	**33**	**6**	**40**
Ukraine	1013	53	43	14	37	6	30
Lithuania	1025	4	35	26	37	1	9
Armenia	500	3	70	10	18	2	60
Azerbaijan	510	6	58	4	36	2	54
Uzbekistan	500	29	65	3	25	7	62
Georgia	1000	5	0	0	0	0	0
Africa	**6581**	**100**	**68**	**17**	**13**	**3**	**51**
Egypt	1000	24	36	36	20	7	0
Nigeria	1049	46	89	6	4	1	84
Kenya	1000	13	46	26	26	1	20
Tunisia	503	5	58	12	29	1	47
Ghana	1505	8	82	10	5	3	72
Cameroon	504	1	51	9	38	1	42
South Sudan	1020	3	62	15	21	2	46

Note: Global Average is weighted according to Weighting Scheme explained in the Methods Chapter

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

Table 1.3

PERCEPTIONS ON HAPPINESS IN 2012

Question: **So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life?** (Reference Q# 3 of the EOY: 2011 Questionnaire, see Methods Section)

Percent of Respondents

DEMOGRAPHIC CLASSIFICATION							
	Sample Size		Happy	Unhappy	Neither Happy nor Unhappy	Don't know/ no response	Net Happiness
	Unweighted N	Col %					
Gender	**52913**	**100**	**53**	**13**	**31**	**2**	**40**
Male	26649	59	53	14	31	2	40
Female	26264	41	53	13	32	2	40
Age	51893	100	53	13	31	2	40
Under 30	15303	36	57	12	29	2	44
30-50	20910	42	53	14	31	2	38
51-65	10379	16	47	14	36	3	33
+65	5235	6	53	10	35	2	43
DK/NR	66	0	55	11	32	1	44
Monthly Household Income	**49893**	**100**	**54**	**13**	**31**	**2**	**41**
Low (Bottom quintile/20%)	9359	14	45	18	33	4	27
Medium low (Second quintile/20%)	10055	25	50	15	34	2	35
Medium (Third quintile/20%)	10268	22	52	13	33	2	40
Medium high (Fourth quintile/20%)	7076	19	59	11	29	1	48
High (Top quintile/20%)	5993	13	61	10	29	1	51
Refused/Don't know/no answer	7142	8	60	9	26	4	51
Education	**51893**	**100**	**53**	**13**	**31**	**2**	**40**
No education/ only basic education	11716	19	50	17	31	2	33
Secondary school	24533	42	52	12	33	3	40
High level education (e.g. university)	15484	39	56	12	30	1	44
NR	160	0	37	9	33	21	28
Religions	**47516**	**100**	**54**	**14**	**31**	**2**	**40**
Roman Catholic	11062	13	65	11	23	1	54
Russian or Eastern Orthodox	7659	5	44	15	36	4	28
Protestant	5334	7	66	12	21	1	54
Other Christian	3236	5	59	17	22	2	42
Hindu	974	25	56	13	30	1	43
Muslim	10511	13	53	11	33	3	42
Jewish	106	0	65	15	16	4	50
Buddhist	725	3	50	15	34	2	35
Other	1194	3	63	11	24	2	52
Nothing	5893	23	43	17	39	1	27
Refuse/ NA	822	2	43	13	29	14	30

Ability to read and uendrstand English	47686	100	53	14	31	2	40
Very high	6778	17	62	14	24	1	48
High	6318	15	60	12	27	1	47
Moderate	10859	29	55	11	32	1	44
Poor	5304	11	44	17	38	1	27
Very poor	4178	10	46	16	35	2	30
Not at all	13276	15	49	16	33	2	33
Don't know/ No response	973	3	35	13	36	15	22
Ability to write English	47686	100	53	14	31	2	40
Very high	6321	16	64	13	22	1	52
High	6003	15	59	13	27	1	46
Moderate	9679	26	55	12	32	1	44
Poor	5604	12	45	16	38	1	30
Very poor	4543	12	45	17	36	2	28
Not at all	12955	13	42	16	40	3	25
Don't know/ No response	2581	7	60	14	21	6	46

Note: Global Average is weighted according to Weighting Scheme explained in the Methods Chapter

Table 2.1 (table)

HAPPINESS AND PER CAPITA INCOME OF NATIONS

Question 3: So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life? *(Happiness Index)*

	Un-weighted Count	Col%	Net Happiness (2011)	Per Capita Income of Nations (GNI at PPP)*
Global Average	**52287**	100.0	40	
Afghanistan	1031	0.4	35	1060
Argentina	1002	0.5	61	15570
Armenia	500	0.1	60	5660
Australia	1040	0.6	38	38380
Austria	1003	0.3	53	39790
Azerbaijan	510	0.1	54	9280
Belgium	528	0.3	46	38260
Bosnia and Herzegovina	1000	0.1	36	8810
Brazil	2002	4.7	63	11000
Bulgaria	997	0.2	29	13290
Cameroon	504	0.1	42	2270
Canada	1003	0.9	47	38310
China	500	17.0	25	7640
Colombia	606	0.5	71	9060
Czech Republic	1000	0.3	28	23620
Denmark	506	0.2	64	40230
Ecuador	400	0.1	57	7880
Egypt	1000	1.4	0	6060
Fiji	1020	0.0	85	4510
Finland	984	0.2	70	37290
France	1671	1.9	40	34440
Georgia	1000	0.1	0	4990
Germany	502	2.6	68	37950
Ghana	1505	0.5	72	1660
Hong Kong	500	0.2	30	47480
Iceland	852	0.0	66	27680
India	1091	28.6	37	3550
Iraq	1000	0.4	19	3370
Ireland	1001	0.1	20	33370
Italy	987	1.9	25	31130
Japan	1200	3.8	47	34640
Kenya	1000	0.8	20	1680
Korea, Rep (South)	1524	1.4	44	29010
Lebanon	500	0.1	24	14080
Lithuania	1025	0.1	9	17870
Macedonia	1209	0.1	39	10920
Malaysia	520	0.6	62	14220
Moldova	1086	0.1	28	3360
Netherlands	505	0.5	77	41900
Nigeria	1049	2.7	84	2170
Pakistan	2705	3.0	31	2790
Palestine	626	0.1	7	1483
Peru	1207	0.7	56	8930
Romania	1050	0.8	-10	14060
Russian Federation	1000	2.6	31	19190
Saudi Arabia	502	0.5	60	22750
Serbia	1037	0.2	8	11020
South Africa	200	0.4	35	10360

South Sudan	1020	0.2	46	1546
Spain	1146	1.2	55	31640
Sweden	501	0.3	54	39730
Switzerland	507	0.2	76	50170
Tunisia	503	0.3	47	9060
Turkey	1031	1.8	26	15170
Ukraine	1013	1.4	30	6620
United States	1002	8.7	33	47360
Uzbekistan	500	0.8	62	3120
Vietnam	500	2.2	37	3070

Note: Global Average is weighted according to Weighting Scheme explained in the Methods Chapter

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

Table 2.2 (chart)

"HAPPINESS" AND "PER CAPITA INCOME" MATRIX
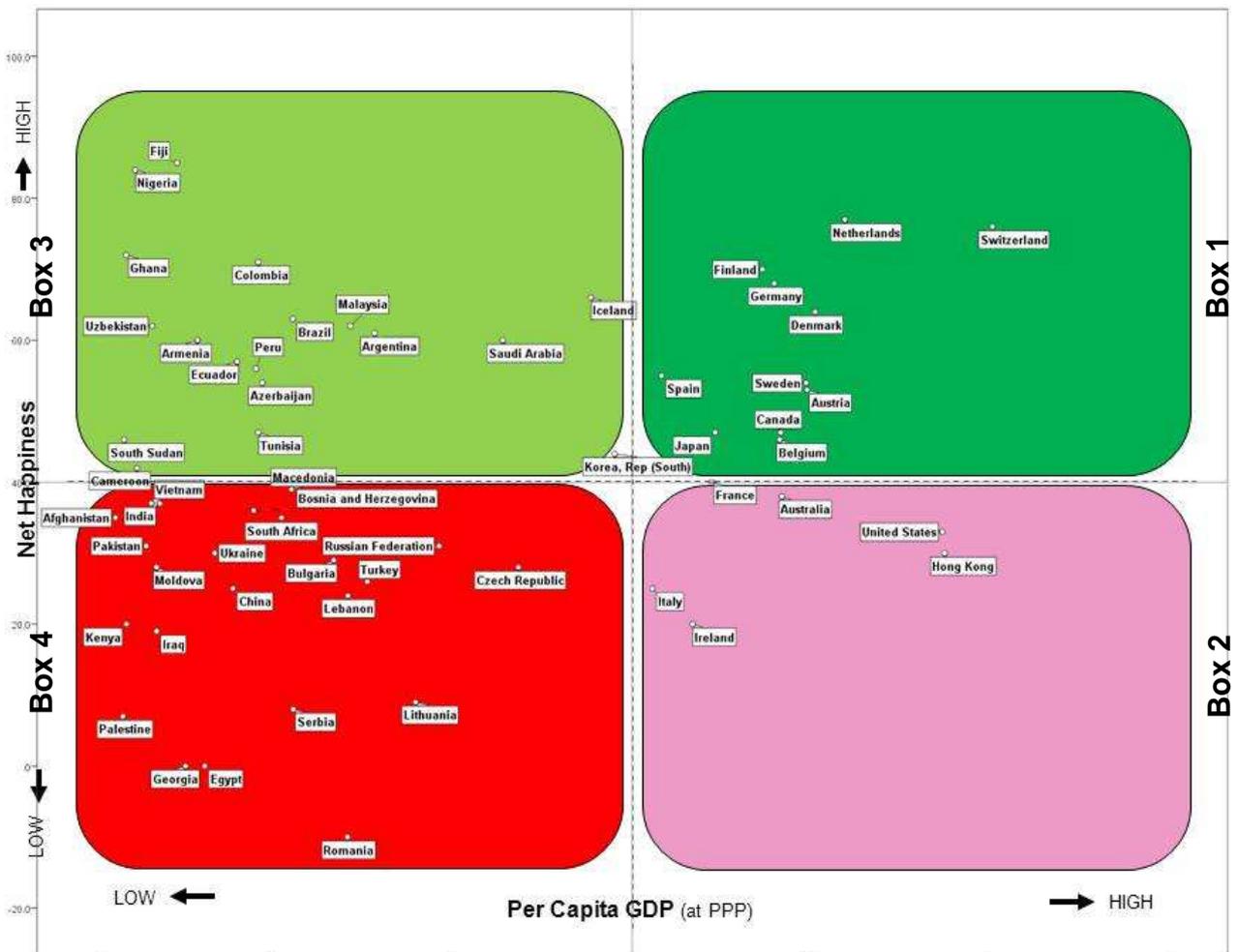
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN Association.

According to the findings of the 2011 Survey, the following is the composition of each Box.

Box 1		Box 2		Box 3		Bo 4	
High Income and High Happiness	Per Capita $	High Income and Low Happiness	Per Capita $	Low/Middle Income and High Happiness	Per Capita $	Low/Mddle Income and Low Happiness	Per Capita $
Switzerland	50170	Hong Kong	47480	Korea (South)	29010	Chech Republic	23620
Netherlands	41900	USA	47360	Iceland	27680	Russia	19190
Denmark	40230	Australia	38380	Saudi Arabia	22750	Lithuania	17870
Austria	39790	France	34440	Argentina	15570	Turkey	15170
Sweden	39730	Ireland	33370	Malaysia	14220	Lebanon	14080
Canada	38310	Italy	31130	Brazil	11000	Romania	14060
Belgium	38260			Azerbaijan	9280	Bulgaria	13290
Germany	37950			Tunisia	9060	Serbia	11020
Finland	37290			Colombia	9060	Macedonia	10920
Japan	34640			Peru	8930	South Africa	10360
Spain	31640			Ecuador	7880	Bosnia	8810
				Armenia	5660	China	7640
				Fiji	4510	Ukrine	6620
				Uzbekistan	3120	Egypt	6060
				Cameron	2270	Gorgia	4990
				Nigeria	2170	India	3550
				Ghana	1660	Iraq	3370
				South Sudan	1546	Moldova	3360
						Vietnam	3070
						Pakistan	2790
						Kenya	1680
						Palestine	1483
						Afghanistan	1060

Note: Countries have been ranked according to income within each Box. Thus the top in the list of Low to Middle Income countries may in fact be quite High Income.

Table 3.1 (table)

HAPPINESS AND HOPE ON ECONOMY

Question 3: So far as you are concerned, do you personally feel happy, unhappy or neither happy nor un-happy about your life? *(Happiness Index)*

Question 2: 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

	All		Q3	Q2
	Un-weighted Count	Col%	Net Happiness (2011)	Net Hope on Economy (2011)
Global Average	**52287**	100.0	40	-2
Afghanistan	1031	0.4	35	19
Argentina	1002	0.5	61	1
Armenia	500	0.1	60	8
Australia	1040	0.6	38	-29
Austria	1003	0.3	53	-54
Azerbaijan	510	0.1	54	30
Belgium	528	0.3	46	-54
Bosnia and Herzegovina	1000	0.1	36	-52
Brazil	2002	4.7	63	46
Bulgaria	997	0.2	29	-23
Cameroon	504	0.1	42	33
Canada	1003	0.9	47	-21
China	500	17.0	25	21
Colombia	606	0.5	71	28
Czech Republic	1000	0.3	28	-24
Denmark	506	0.2	64	-15
Ecuador	400	0.1	57	-21
Egypt	1000	1.4	0	-24
Fiji	1020	0.0	85	33
Finland	984	0.2	70	-14
France	1671	1.9	40	-80
Georgia	1000	0.1	0	43
Germany	502	2.6	68	-40
Ghana	1505	0.5	72	51
Hong Kong	500	0.2	30	-37
Iceland	852	0.0	66	-31
India	1091	28.6	37	0
Iraq	1000	0.4	19	26
Ireland	1001	0.1	20	-68
Italy	987	1.9	25	-30
Japan	1200	3.8	47	-29
Kenya	1000	0.8	20	-5
Korea, Rep (South)	1524	1.4	44	-32
Lebanon	500	0.1	24	-23
Lithuania	1025	0.1	9	-47
Macedonia	1209	0.1	39	-3
Malaysia	520	0.6	62	18
Moldova	1086	0.1	28	1
Netherlands	505	0.5	77	-33
Nigeria	1049	2.7	84	80
Pakistan	2705	3.0	31	-12

Palestine	626	0.1	7	-26
Peru	1207	0.7	56	-13
Romania	1050	0.8	-10	-29
Russian Federation	1000	2.6	31	-21
Saudi Arabia	502	0.5	60	19
Serbia	1037	0.2	8	-50
South Africa	200	0.4	35	-26
South Sudan	1020	0.2	46	45
Spain	1146	1.2	55	-47
Sweden	501	0.3	54	-27
Switzerland	507	0.2	76	-17
Tunisia	503	0.3	47	33
Turkey	1031	1.8	26	-1
Ukraine	1013	1.4	30	-48
United States	1002	8.7	33	-21
Uzbekistan	500	0.8	62	45
Vietnam	500	2.2	37	51

Note: Global Average is weighted according to Weighting Scheme explained in the Methods Chapter

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

Table 3.2 (chart)

"HAPPINESS" AND "HOPE" MATRIX

The "Match" and "Mismatch" of the two feelings
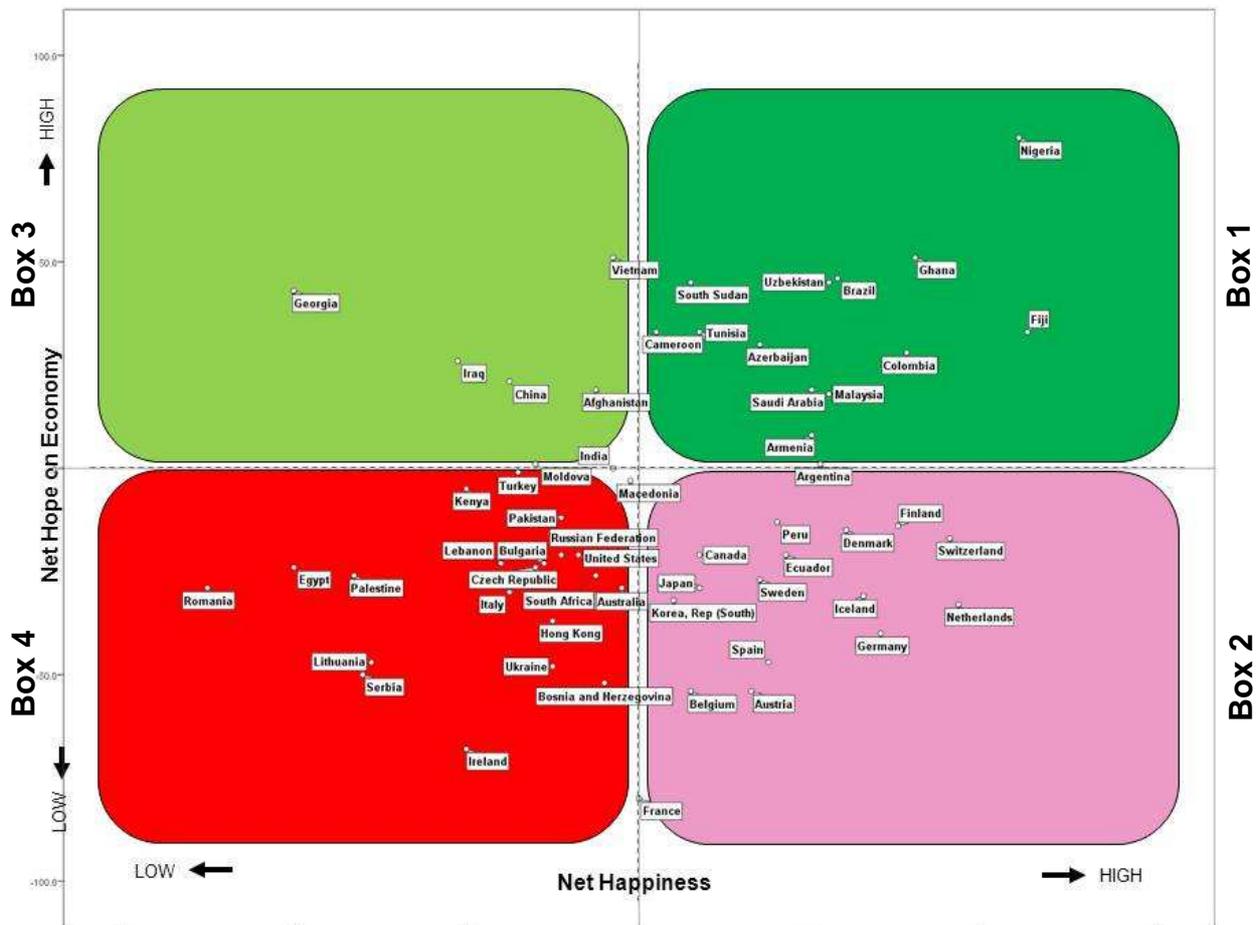
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN Association.

According to the findings of the 2011 Survey, the following is the composition of each Box.

Box 1 Happiness and Hopeful	Box 2 Happy but Low Hope	Box 3 Hopeful but Low on Happiness	Box 4 Low on Happiness Low on Hope
Nigeria	Finland	Vietnam	Macedonia
Ghana	Switzerland	Afghanistan	Pakistan
Fiji	Denmark	China	Turkey
Brazil	Iceland	Iran	Kenya
Uzbekistan	Germany	Moldova	Russia
South Sudan	Netherlands	Georgia	USA
Azerbaijan	Ecuador	India	South Africa
Tunisia	Peru		Austerlia
Colombia	Canada		Hong Kong
Malaysia	Sweden		Bosnia
Saudi Arabia	Korea (South)		Ukrine
Armenia	Japan		Italy
Cameroon	Spain		Bulgaria
Argentina	Austria		Lebnon
	Belgium		Czech Republic
	France		Egypt
			Rominia
			Lithuania
			Serbia
			Ireland
			Palestine

Methodology:

The global barometer of hope and despair is an annual tradition by Leger Marketing and the associates of WIN 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.

Summary Chart on Methods

Country	Contact	E-mail	Company	Mode	Sample Type	Data weighted?	Size	Fieldwork Dates
histan	Matthew Warshaw	Matthew.Warshaw@acsor-surveys.com	ACSOR-Surveys	Face to face	National	Yes	1,031	Nov 25 - De
ina	Gerardo TuñónCorti	g.tunon@ibopeinteligencia.com.ar	IBOPE Inteligencia S.A.	Telephone	Urban	No	1002	Nov 7-Nov
ia	Aram Navasardyan	ama@netsys.am	MPG	Telephone	National	No	500	Dec 22-De
a	Ingrid Lusk	i.lusk@gallup.at	Osterreichisches Gallup Institut	Face to face	National	Yes	1000	Nov16-De
lia	Peter Kenny	Peter.Kenny@cbr.com.au	Colmar Brunton Research	Online	National	Yes	1040	Dec 12 - De
aijan	Ashraf Hajiyev	Ashraf.Hajiyev@siar.az	SIAR Research and Consulting Group	Face to face	Urban	No	510	Dec 2 - De
m	DetournayArther	Adetournay@dedicated.be	Dedicated Reserch	Telephone	National	Yes	528	Nov 29-De
a	Aida Hadziavdic-Begovic	AIDA.HADZIAVDIC@MIB.BA	MARECO INDEX BOSNIA	Telephone	National	No	1000	Nov 10 - No
	Eduardo Azevedo	Eduardo.azevedo@ibope.com.br	IBOPE Inteligência	Face to face	National	No	2002	Dec 08 -De
ia	Mila Grigorova	m.grigorova@gallup-bbss.com	BBSS Gallup International	Face to face	National	Yes	997	Nov 4 - Nov
oon	Yaptie Placide	Pyaptie@-africa.com	TNSRMS Cameroun	Face to face		Yes	504	Oct29 - No
a	Sarah Weill	sweill@legermarketing.com	Leger Marketing	Online	National	Yes	1003	Nov 22-Nov
	Zhou Xin	zhouxin@comrc.com.cn	CRC-Research Center, Ltd	Online	National	Yes	500	Nov 28 - De
bia	Jaime Arteaga	jarteaga@cnccol.com	CNC	Online	Urban	No	606	Dec 1-De
Republic	Jan Trojacek	trojacek@mareco.cz	Mareco s.r.o.	Face to face	National	Yes	1000	Nov 16-Nov
ark	Roger Elsted	roger.elsted@dma-research.com	DMA/Research	Online	National	Yes	506	Dec 2 - De
	Tim Wilson	tim@tebbuttresearch.com	Tebbutt Research	Face to face	Urban	Yes	1000	Dec 16-De
or	Nancy Cordova	Nancy.cordova@cedatos.com	CEDATOS	Face to face	National	Yes	400	Nov, 201
	Laila Guindy	laila.guindy@rada.com.eg	RADA Research & Public Relations Co.	Face to face	Urban	Yes	1000	Nov 4-Nov
d	Mr Jari Pajunen	jari.pajunen@taloustutkimus.fi	Taloustutkimus Oy	Face to face	National	Yes	984	Nov 6 - Nov
e	Céline Bracq	celine.bracq@bva.fr	BVA	Online	National	Yes	1671	Dec 2-Dec 3-
a	Merab Pachulia	mpachulia@gorbi.com	Georgian Opinion Research Business International (GORBI)	Face to face	National	No	1000	Dec 10-De
any	Johannes Huxoll	johannes.huxoll@tns-emnid.com	TNS Emnid	Telephone	National	Yes	502	9-Dec
	Femi Laoye	olaoye@rms-africa.com	TNS RMS Ghana	Face to face	National	No	1500	Nov 7-Nov
Kong	Christy Szeto	christy.szeto@csg-worldwide.com	Consumer Search Group	Telephone	Urban	Yes	500	Nov 24 - De
d	Sigrún Drífa Jónsdóttir	sigrun.drifa.jonsdottir@capacent.is	Capacent Gallup	Online	National	Yes	1350	Nov 24 - De
	YashwantDeshmukh	yashwant@teamcvoter.com	CVoter News Services Pvt. Ltd.	Telephone	National	Yes	1091	Dec 3 - De
	Munqith Dagher	munqith_daghir@iiacss.org	IIACSS	Face to face	Urban	Yes	1000	Nov 20 - De
d	Sinead Mooney / Roisin O'Coineen	sinead.mooney@redcresearch.ie / roisin.ocoineen@redcresearch.ie	RED C Research & Marketing Ltd	Online	National	Yes	1001	Dec 2-Dec
	Paolo Colombo	paolo.colombo@doxa.it	Doxa	Face to face	National	Yes	987	Nov 21-De
	Hisako Kumada	kumada@nrc.co.jp	Nippon Research Center, Ltd.	Self Administered	National	Yes	1200	Nov 2 - Nov
	Margit Cleveland	margit@infiniteinsight.net	Infinite Insight	Face to face	National	Yes	1,000	Oct 26 - No
on	SelimSaad	s.saad@reachmass.com	REACH S.A.L	Telephone	National	No	500	Nov, 201
nia	Renata Ševcovienė	renata.sevcoviene@rait.lt	RAIT Ltd.	Face to face	National	Yes	1026	Dec 05-De
onia	Kalina Medarovska	kalina@brima.com.mk	BRIMA	Face to face	National	Yes	1209	Nov 18 - No
sia	Kho Chai Kiat	Chaikiat.kho@tnsglobal.com	TNS RESEARCH INTERNATIONAL	Face to face	National	No	520	Nov 2 - Nov
lands	Imre van Rooijen	i.van.rooijen@marketresponse.nl	MarketResponse	Telephone	National	Yes	500	Nov 14-Nov
a	Josiah Kimanzi	jkimanzi@rms-africa.com	TNS RMS Nigeria	Face to face	Urban	No	1,049	Nov 4-Nov
an	Fatima, Idrees (Ms.)	fatima.idrees@gallup.com.pk	Gallup Pakistan	Face to face	National	Yes	2705	Dec 27 - De
ine	Nabil Kukali	dr.kukali@pcpo.org	Palestinian Center for Public Opinion (PCPO)	Face to face	National	No	626	Nov 29 - De

	Contact	Email	Organization	Mode	Coverage		N	Dates
lic of va	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	Face to face	National	No	1086	Nov 30 - De
	Gustavo Yrala	gyrala@datum.com.pe	Datum Internacional S.A.	Face to face	National	No	1207	Dec 8 - De
nia	Lucian Rotariu	lucian.rotariu@csop.ro	T.N.S. C.S.O.P	Face to face	National	Yes	1050	Nov 26-De
a	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	online	Urban	Yes	1000	Dec 25 - De
Arabia	Mohammad M. Aayed	m.aayed@parc-ksa.com	PARC	Telephone	Urban	No	502	Nov. 201
	Petar Krstic	petar.krstic@tnsmediumgallup.co.rs	TNS Medium Gallup	Face to face	National	Yes	1037	Nov 3-Nov
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 - De
Korea	Hyunjeong Jung	hjujung@gallup.co.kr	Gallup Korea	Face to face	National	Yes	1,524	Nov 18-De
Sudan	Margit Cleveland	margit@infiniteinsight.net	Infinite Insight	Face to face	National	Yes	1,020	Nov 5 - De
	Carlos Clavero / Luciano Miguel	carlos.clavero@institutodym.es / luciano.miguel@institutodym.es	Instituto DYM	Face to face	National	Yes	1146	Nov 17-De
en	Johan Lilliecreutz	johan.lilliecreutz@cmaresearch.se	CMA Research AB	Online	National	No	501	Nov 9-Nov
rland	Barbara Schumacher	Barbara.schumacher@isopublic.ch	ISOPUBLIC AG	Face to face	National	Yes	507	Nov 23 - D
a	Nabil Belaam	emrhod@gnet.tn	EMRHOD INTERNATIONAL	Face to face	National	No	500	Nov 24-De
y	Derya Değerli / Esra Dalgıç	d.degerli@barem.com.tr /e.dalgic@barem.com.tr	Barem Research	Telephone	National	Yes	1031	Dec 6 - De
e	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	Face to face	National	Yes	1,013	Nov 22 - D
	Cindy Kaminski	ckaminski@trig-us.com	TRiG	online	National	Yes	1002	Nov 22-Nov
istan	Ivanisheva Natalya	Ivanisheva.N@romir.ru	Romir	Face to face	Urban	No	500	Nov 16-De
m	Tran Nguyen My Dung	dung_tnm@irl-hcm.com.vn	Indochina Research Limited	Face to face	National	Yes	500	Nov 1 - Nov

Summary:

1- Total Countries: 58   (n=52,913)

2- Mode of Interview:
- a. Fact to Face: Countries 35 *(n=34,320)*
- b. Telephone: Countries 13 *(n=11,384)*
- c. Online: Countries 10 *(n=7,156)*

3- Coverage:
- National: Countries 46 *(n=43,690)*
- Urban only: Countries 12 *(n=9,173)*

4- Field Work Dates: November –December, 2011