



WIN/Gallup International's annual global End of Year survey shows a brighter outlook for 2014 worldwide, but caution exists among the Irish population

WIN/Gallup International, the leading global association in market research and polling, has published the results of its annual End of Year Survey which explores the outlook, expectations, hopes and fears of people from 65 countries around the world. RED C Research & Marketing is the WIN/ Gallup International member in Ireland.

World Headlines

- Despite a year of economic difficulty, almost 50% of people surveyed around the world are more positive about 2014 than they were for 2013;
- US, Canada and Australia are the countries where most people would like to live if they could;
- The US is considered to be the greatest threat to peace in the world, followed by Pakistan and China;
- Over a third of those surveyed believe the world would be a better place if there were more female politicians;
- Now in its 37th year WIN/Gallup International End of Year Survey finds that since 1989 people in general have a more positive outlook on economic prosperity for the coming year.

Irish Headlines

- In Ireland the economic difficulties are a not-so-distant memory; leading to a more cautious outlook. While 31% feel 2014 will be better than 2013, 34% say it will be worse;
- Over two in five people in Ireland (41%) state that they are happy, compared to 26% who state they are unhappy – below the Western Europe average
- US, Australia and Canada are the countries where most Irish people would like to live if they could;
- The US is considered to be the greatest threat to peace in the world among those living in Ireland, followed by Afghanistan, North Korea and Syria;
- Almost two in five (39%) of those surveyed in Ireland believe the world would be a better place if there were more female politicians;

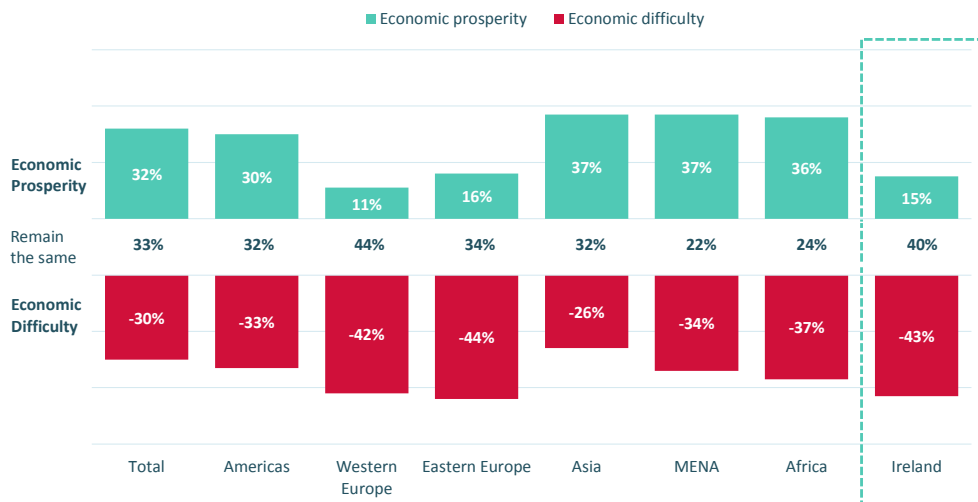


A new wave of optimism?

Globally, a majority of the 66,806 polled, had a positive outlook for 2014. 48% believe that next year would be better than 2013, compared to only 20% who thought it would be worse. A vast majority of those across the globe, answered that they are happy in their lives, with 60% indicating they are content compared to just 12% who are unhappy and 26% who felt they are neither happy nor unhappy. Africa is the unhappiest region in the world with 26% reporting unhappiness, despite being relatively hopeful in their global (48%) and economic (36%) outlook.

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?

Base: All Adults in Each Region



Within Ireland, 41% of those questioned answered that they are happy; in the UK this figure was 51% and in the USA this figure was 55%; while in the Western Europe region overall 45% are happy. In Ireland 33% of respondents forecast that 2014 will be the same as 2013, compared to only 31% who think it will improve.

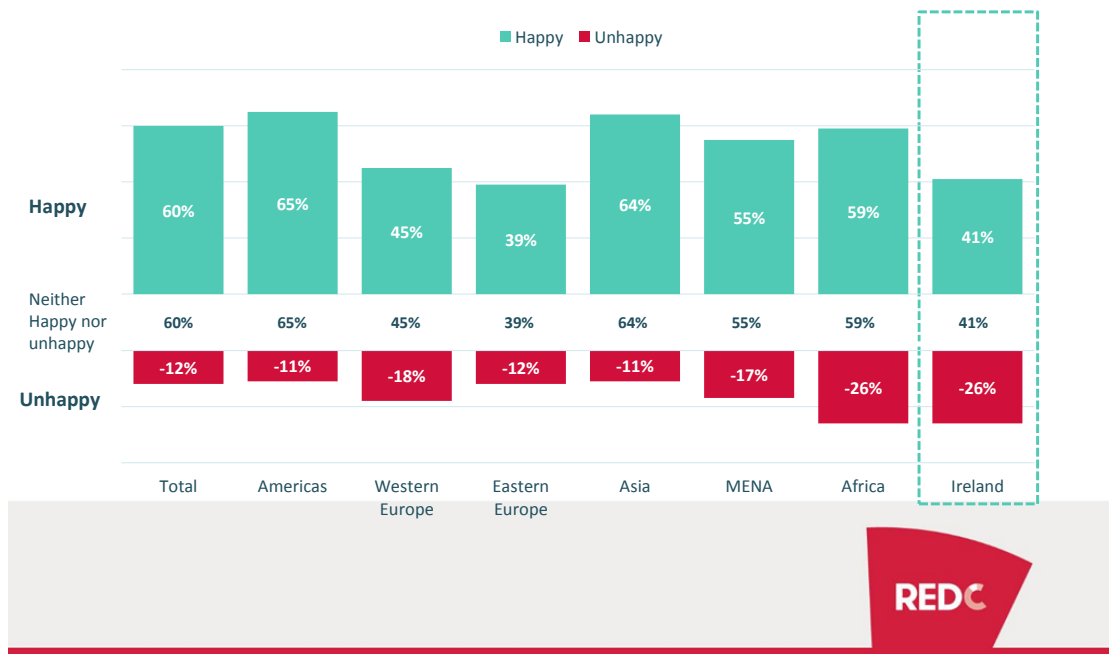
Expectations of economic prosperity recorded split results, with a narrow margin of 32% of the world’s population believing that 2014 will be a prosperous year; 33% think it will remain unchanged and 30% believe 2014 will be a year of economic difficulty. Looking at the results on a global scale,



the Asian and MENA regions are the most optimistic, with 62% of those in Fiji hoping for a more prosperous 2014 and 55% in Saudi Arabia hoping for the same. Western and Eastern Europe are the two most pessimistic regions with 86% and 78% respectively thinking the economy in 2014 will either get worse or stay the same – a result that could be attributable to the tough economic conditions suffered this year.

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

Base: All Adults in Each Region



This is reflected in Ireland specifically, with results showing that only 15% of the country's population have a positive outlook for the economy, with 40% believing it will be the same and the largest proportion (43%) suggesting it will remain a period of economic difficulty.



Home is where the heart is

The results of this year's survey show that the majority of people (38%) are in fact happy to live where they currently reside. This figure is matched by those in the Western Europe region where 38% would choose to live where they currently live, with 34% of the Irish population opting to stay in the country and a substantial 66% of Australian respondents answering that they would not consider relocating. Overall, those in the MENA (47%) and Americas (46%) regions are happy to live in their current location.

For those who would like to move, the survey highlights that the USA (9% of respondents) is the most desirable destination, with Canada and Australia jointly being second choice (7%) and Switzerland third (6%). Irish people also see the USA (13%), Australia (11%) and Canada (9%) as the destinations they would most like to live – with Spain also relatively high at (9%).

US - the biggest threat?

The US was the overwhelming country of choice (24% of respondents) that represents the greatest threat to peace in the world today. This was followed by Pakistan (8%), China (6%), North Korea, Israel and Iran (5%). Respondents in Russia (54%), China (49%) and Bosnia (49%) were the most fearful of the US as a threat. Western European respondents (14%) found the US to be the most threatening country, followed by Iran (13%) and Syria (10%).

Irish respondents found the US (23%) to be the most threatening, followed by Afghanistan (13%), North Korea (12%) and Syria (12%). US respondents are most fearful of Iran (20%), while in Canada the biggest threat is also perceived to be Iran (17%).

A woman's world?

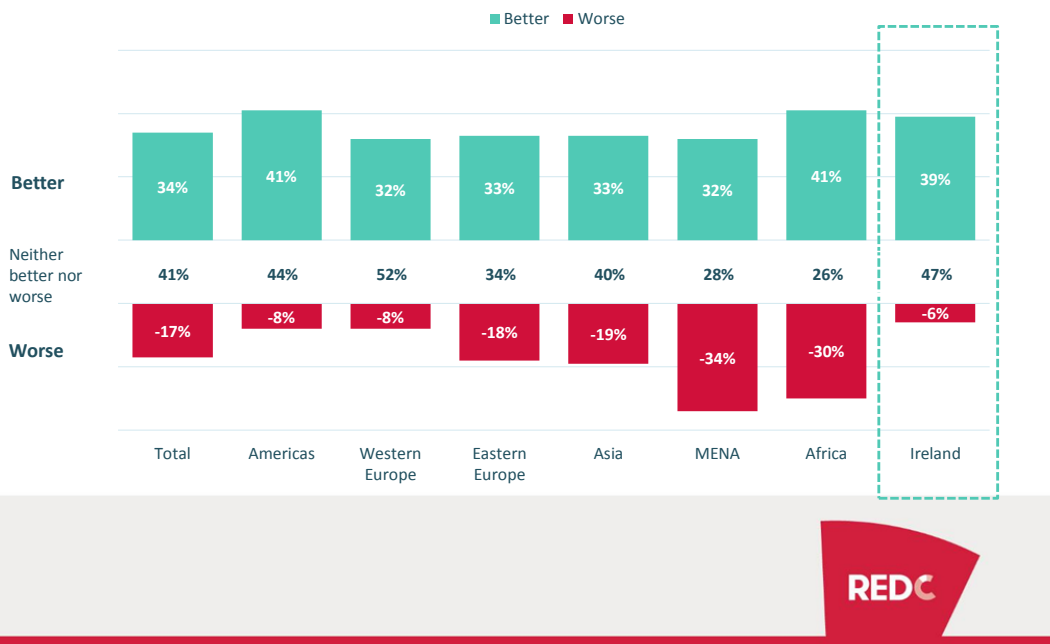
The global poll also addressed the topic of politics, with one specific question asking respondents whether the world would be a better place if politicians were predominantly women. On a global scale, 34% think the world would indeed be a better place while 41% think there would be no difference, and only 17% believe it would be worse. 47% of Irish respondents answered that there would be no difference, with 50% believing the same in France and 45% in Spain. For the whole of Western European 52% also took this stance – the only region to do so. However, the split is much



closer in the USA with 41% thinking the world would be a better place with more women in politics and 42% believing there would be no change.

If politicians were predominantly women, the world would in general be a better place, a worse place or no different?

Base: All Adults in Each Region



The MENA region responded to the idea of more women politicians with more negativity. 34% of participants in these countries thought that the world would be a worse place, in contrast to 32% who felt more women in politics would have a positive impact. However, 41% of those in the African region thought an increase would create a better world, 30% saying it would be worse, and 26% believing it would stay the same. In Kenya the majority of citizens (44%) thought the increase would have a negative impact, a belief supported by Algeria at 49% and Iraq at 41%.

Jean-Marc Leger, President of WIN/Gallup International Association, said: “Despite an unstable economic situation, our happiness index is extremely high all over the world except in Europe. Moreover people think that 2014 will be better than 2013. Optimism is back in the world.”

-ENDS-



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NOTES FOR EDITORS

Methodology:

The global barometer of hope and despair is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. It has been conducted every year since then. This year it was carried out by associates of WIN-Gallup International in 65 countries around the world.

Sample Size and Mode of Field Work:

A total of 67,806 persons were interviewed globally. In each country a national probability sample of around 1000 men and women was interviewed either face to face (32 countries; n=37,069), via telephone (11 countries; n=8,793) or online (22 countries; n=21,764). Details are attached. The field work was conducted during September 2013 - December 2013. In general the error margin for surveys of this kind is +3-5% at 95% confidence level.

In Ireland the sample was 1000 adults aged 18+ conducted online and weighted to be representative of the total population.

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



About the WIN/Gallup International survey:

WIN/Gallup International is the leading association in market research and polling and is made up of the 77 largest independent market research and polling firms in their respective countries with combined revenue of over €500 million and covering 95% of the world's market

For more than 60 years WIN/Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members 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.

The accumulated expertise of the Association is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

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