



End of Year Survey Happiness and Optimism

December 2016



Methodology and Weighting

Sample Size and Mode of Field Work:

A total of 66541 people were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (25 countries; n=29211), via telephone (13 countries; n=10754), online (25 countries; n=23947) or through mixed methods (3 countries; n=2629). The field work was conducted during October-December 2016. The margin of error for the survey is between +/-3-5% at 95% confidence level.

In Ireland, RED C interviewed a representative sample of 1000 adults online throughout Ireland between 27th – 30th November 2016.



Irish Eyes Are Smiling Now, but Concerned About the Future - I

The Irish population is approaching 2017 happier than for some years, but with some significant concerns for the year ahead

In a recent study completed by RED C as part of a worldwide survey conducted by WIN/Gallup International, over 3 in 5 of all adults state that they are happy, a further increase on the upward trends in happiness seen last year, while just 12% suggest they are unhappy – the lowest levels recorded since we began tracking happiness among the population in 2011.

However optimism for the year ahead has fallen, with just over a third (38%) suggesting 2017 will be better than this year, while 21% suggest they think 2017 will be worse. The two stand out features of the year ahead, that being Trumps inauguration and the UK's Brexit plans, certainly appear to be providing some concern for people in the year ahead.

There is also for the first time in five years, a significant rise in those who believe that 2017 will be a year of economic difficulty. Almost a third (31%) of all adults suggest they believe 2017 will be a year of economic difficulty, compared to just 19% who felt the same way approaching 2016. This is a reversal of a trend since 2011 that has up to this year, which had previously seen year on year people believe the year ahead would be more prosperous than the year before.

A View From Around the World

When it comes to economic outlook across the rest of the world, the study shows that 42% of the world is optimistic for the economic outlook in 2017, almost double (22%) of those who are pessimistic. Net optimism (the percentage of those saying next year will be one of economic prosperity minus the percentage who say next year will be one of economic difficulty) has fallen from +23% to +20%.

European citizens are significantly less optimistic than anywhere else in the world: EU Europe net score of -26%, an average that is significantly worse than seen in Ireland at -9%. The challenges posed to the very future of the EU project in 2016 may well have created economic doubt within the world's largest economic bloc. Within Europe, economic pessimism is most acutely felt in Italy (net score of -48%), the UK (net score of -38%) and France (net score of -35%).

Irish Eyes Are Smiling Now, but Concerned About the Future - II

The Irish population is approaching 2017 happier than for some years, but with some significant concerns for the year ahead

A happier world albeit with some stark regional differences

Two in three (68%) citizens of the world report being happy, a figure which has risen 2% from twelve months ago, despite a year in which the world has seen considerable change and a year of frequent and bloody terrorist attacks. Of the 66541 people surveyed, 9% said that they were unhappy, down from 10% at the end of 2015. Overall this means that the world is +59% net happy (happiness minus unhappiness).

But regionally the story is very different with those in East Asia and Oceania significantly happier than those in the Middle East. For example, happiness in Fiji and China, the net happiest countries of the world (net scores of +89% and +80% respectively) is in stark contrast to happiness in Iraq, which rates as the unhappiest of all 66 countries surveyed (net score of less than +1%).

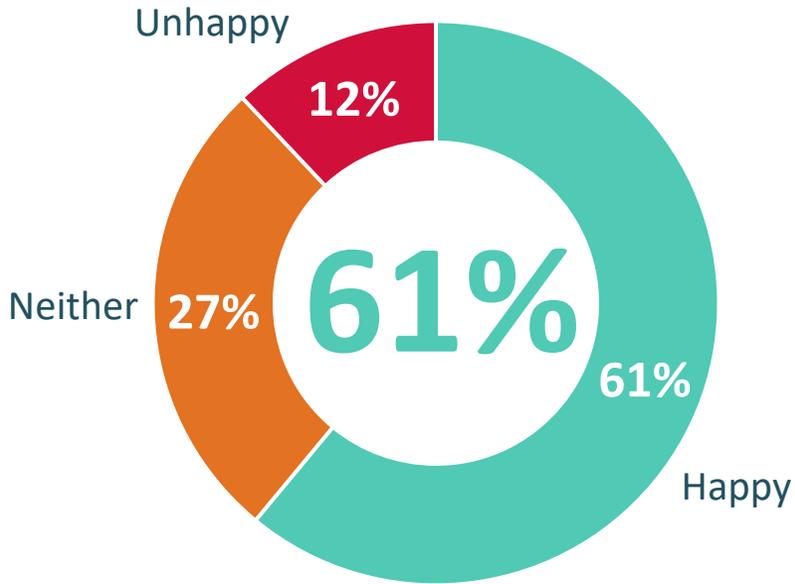
Hope: High amongst Middle and Low Income Nations

As most of the world welcomes a New Year, we see a majority (52%) of the planet feeling that overall 2017 will be better than 2016, although one in seven (15%) feel it will be worse (giving a net score of +37%, which represents a small drop of 2% points from a year ago). Those living in some of the fastest growing countries in the world (Bangladesh net +77%, Ghana net +76%, Ivory Coast +72%, Fiji +62%, China net +56%, India net +55% and Brazil net +51%) are the most hopeful for the year ahead. However, it is the economic superblocks of the EU (net score of 1%) and North America (net score of +11%) which show the least optimism for improvement. With Prime Minister Renzi losing a referendum this month and with an economic recovery that does not take off, it is perhaps of no surprise that it is the Italians (net score of -42%) who are most concerned about the year ahead.



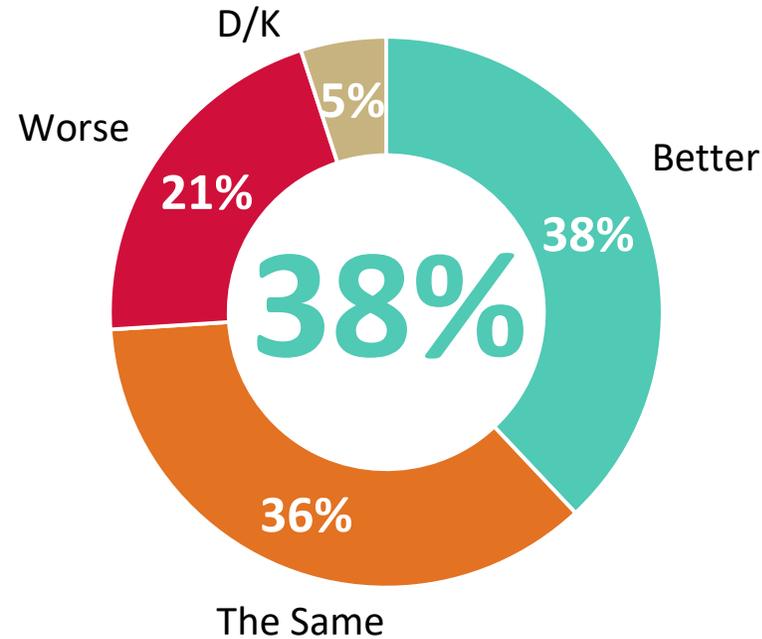
Happiness

How happy do you personally feel?



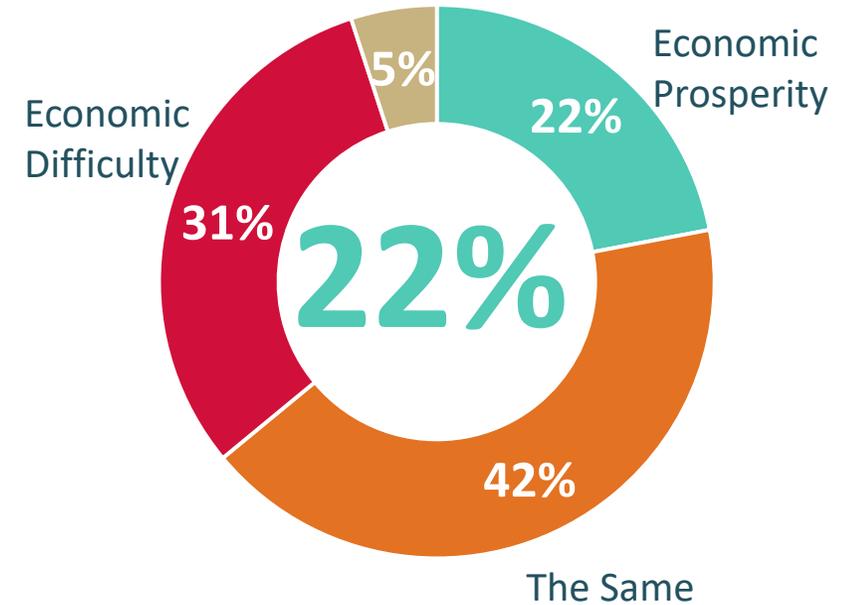
Optimism

Will 2017 be better, worse or the same as 2016?

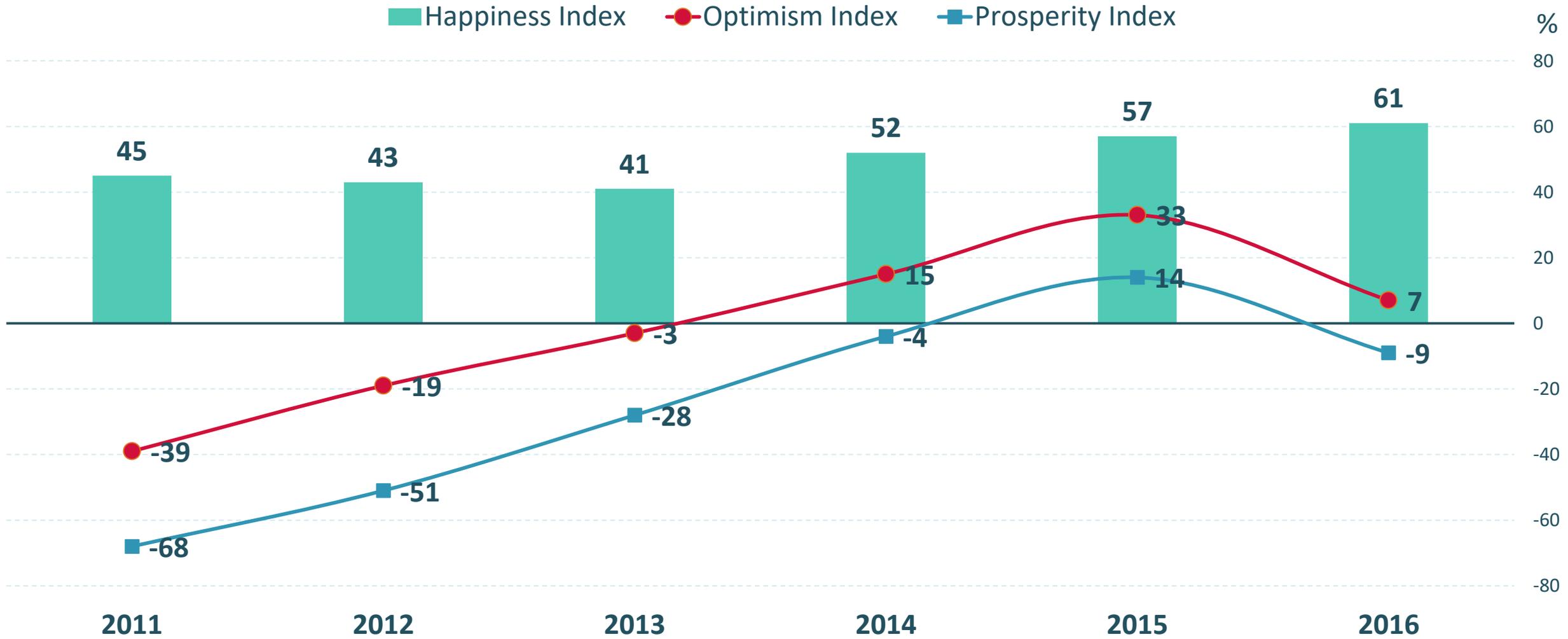


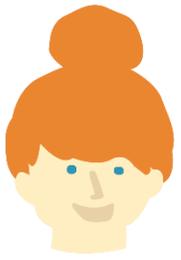
Prosperity

Compared to 2016, will 2017 be a year of economic prosperity, economic difficulty or remain the same for Ireland?



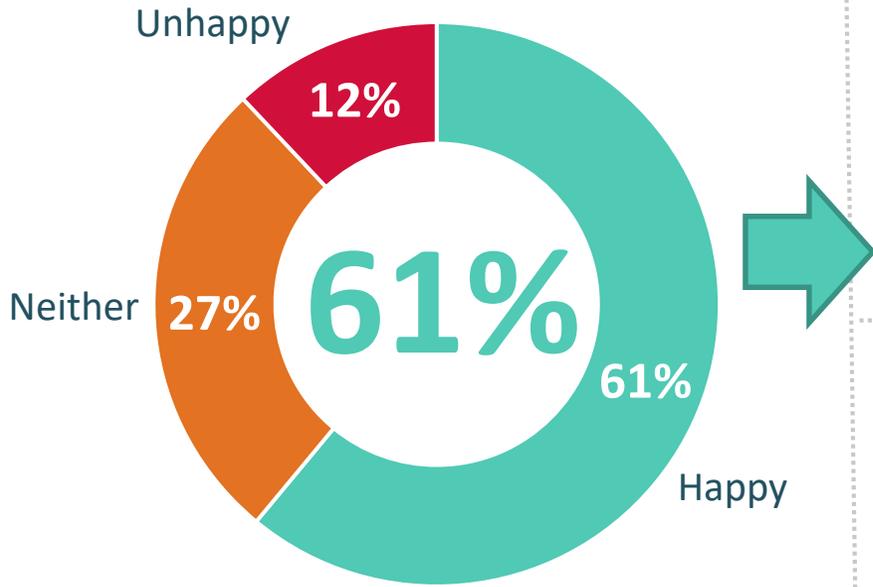
Happiness and Optimism



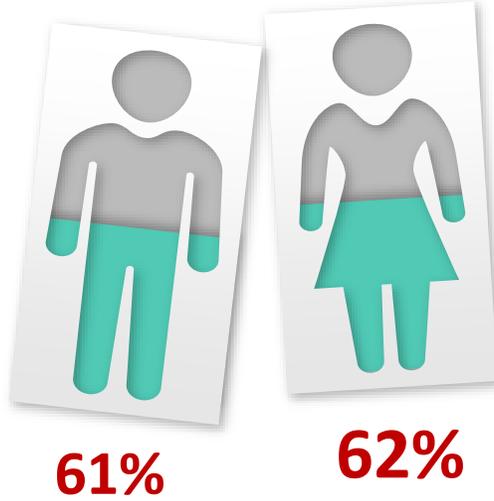


Current Level of Happiness

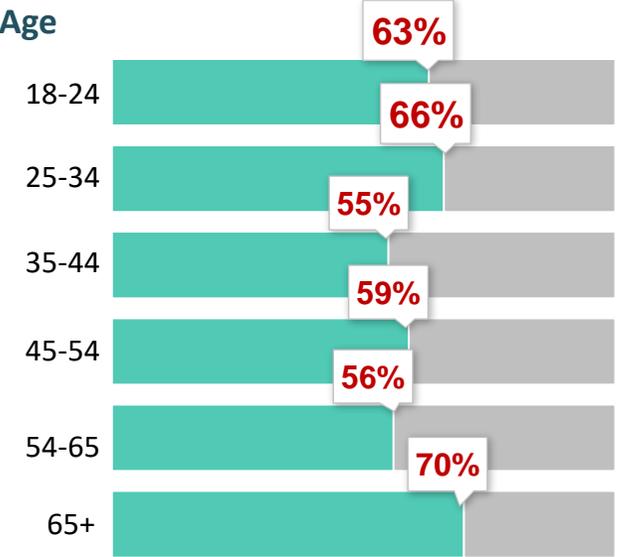
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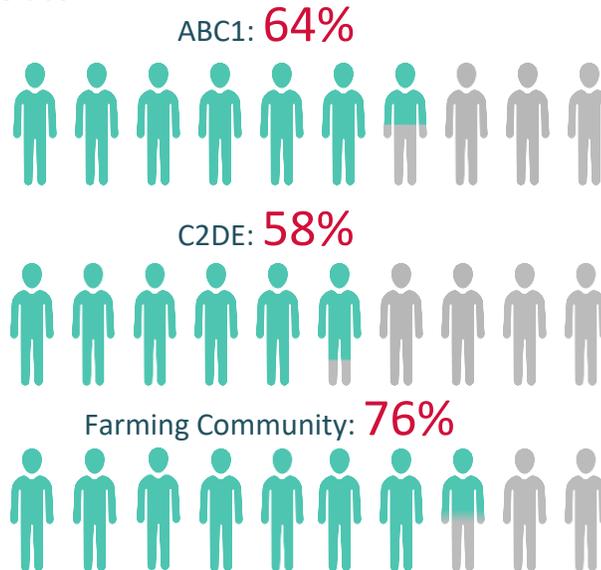
Gender



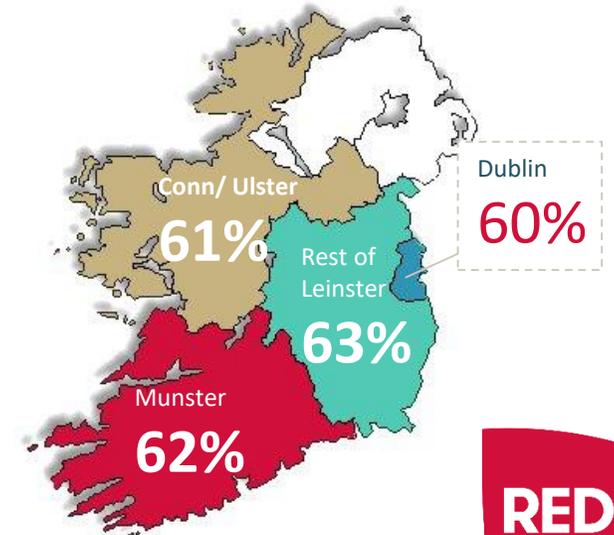
Age

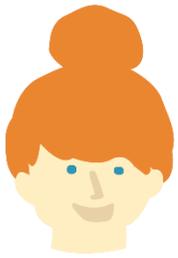


Social Class



Region

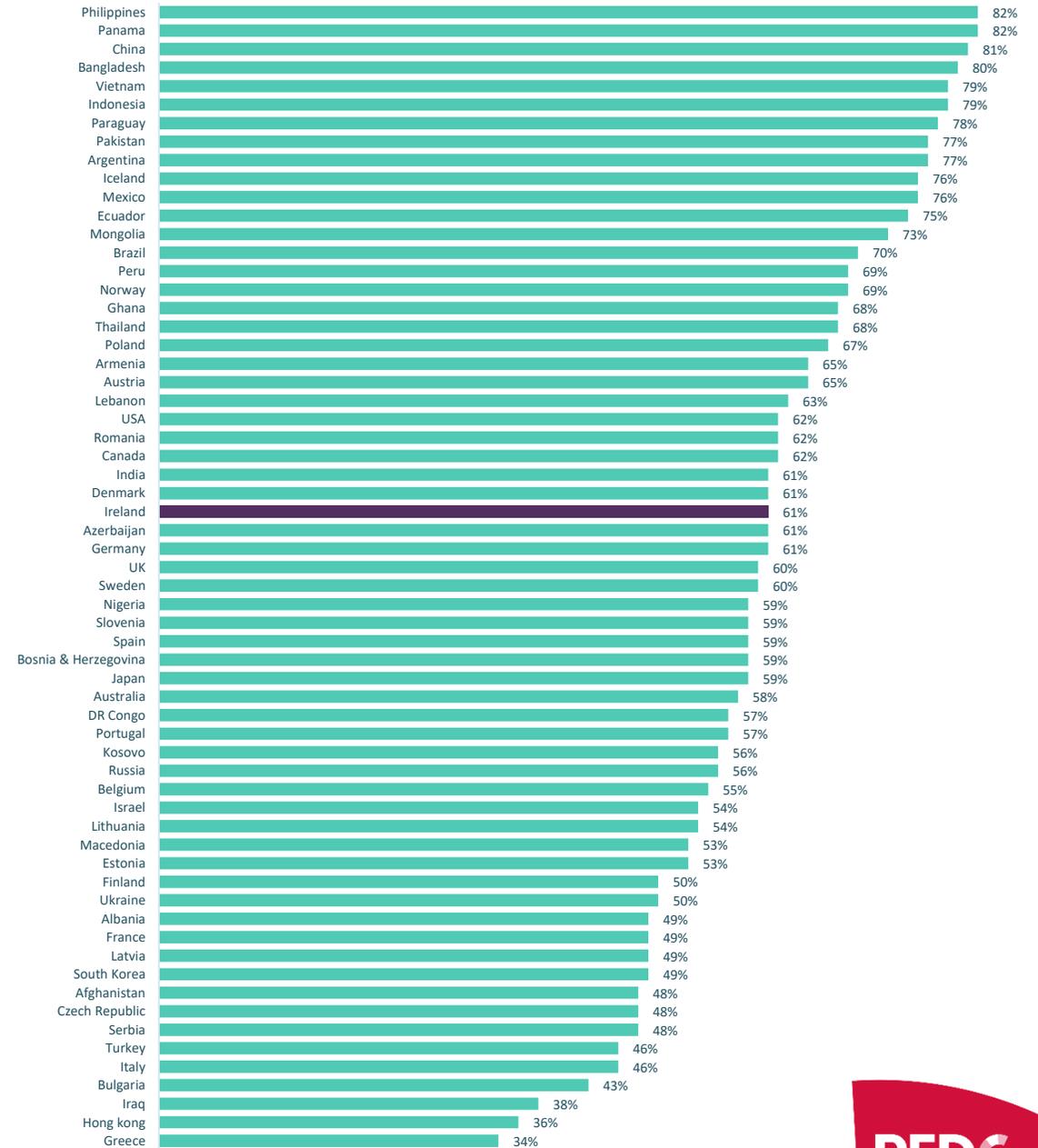
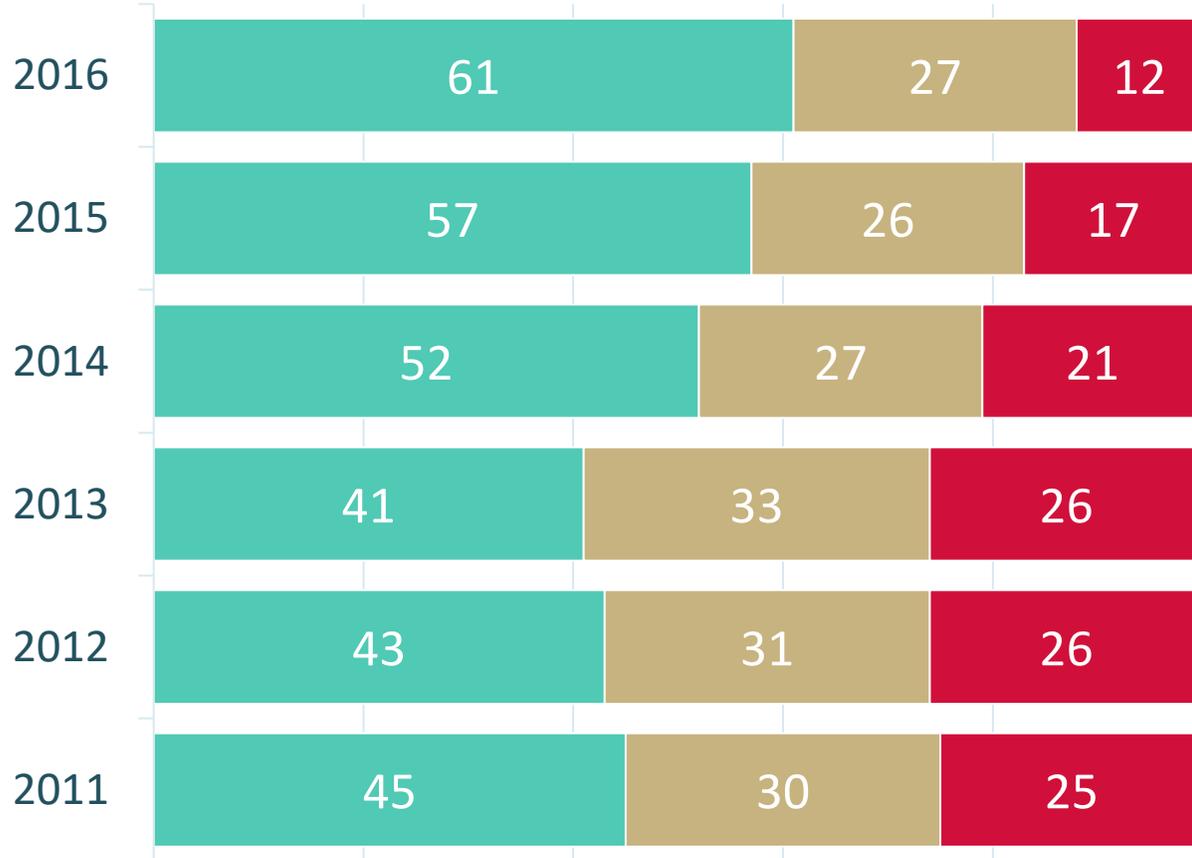




Happiness Index

Happiness Index

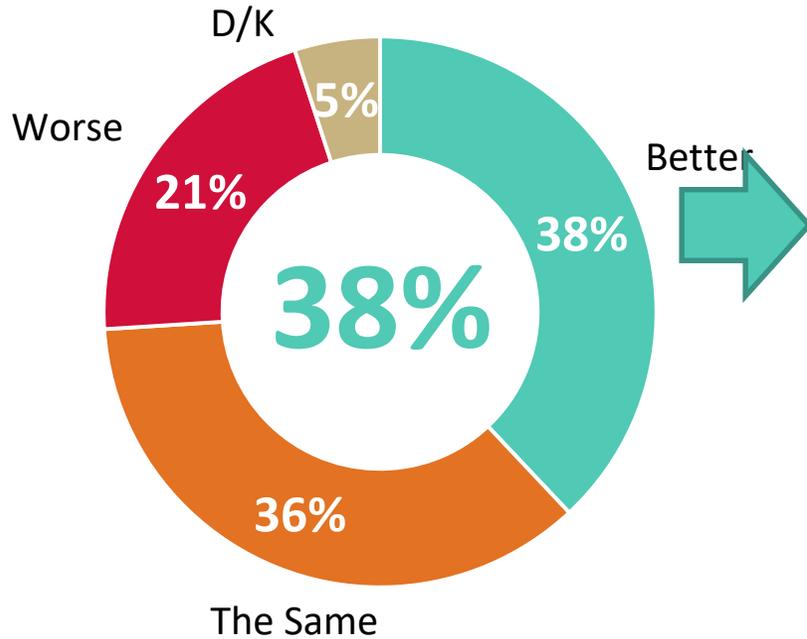
■ Happy ■ neither ■ Unhappy



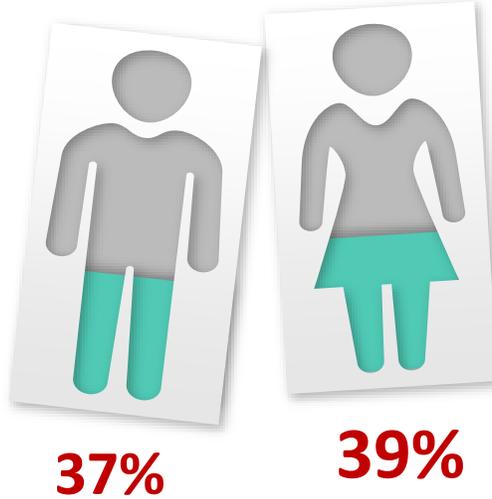


Optimism Towards 2017

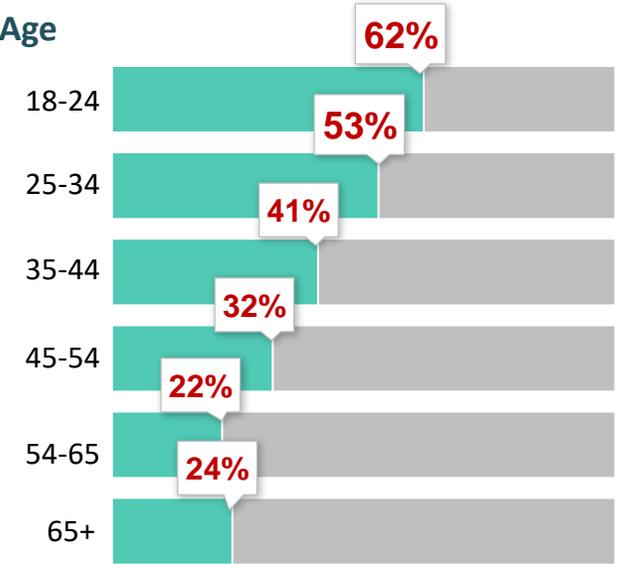
Will 2017 be better, worse or the same as 2016?



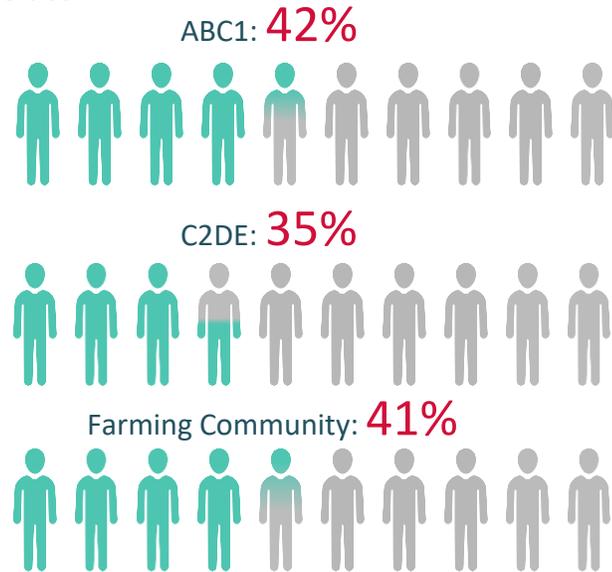
Gender



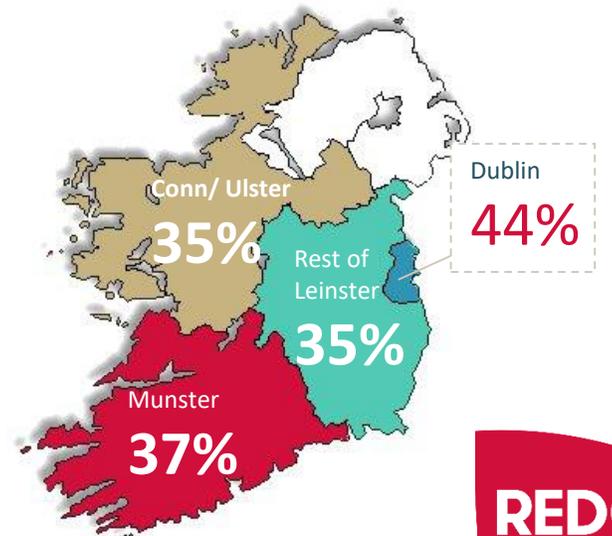
Age



Social Class



Region

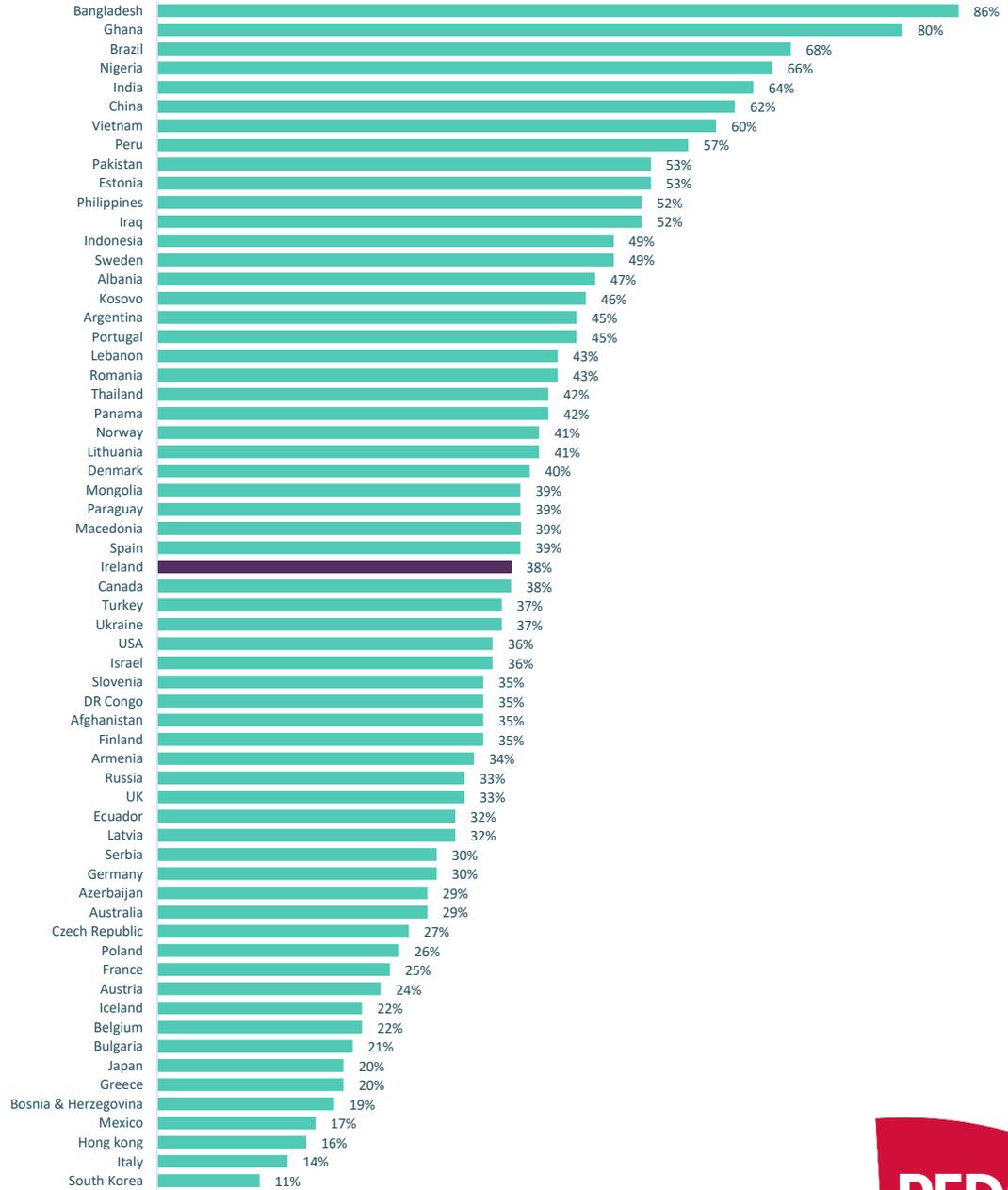
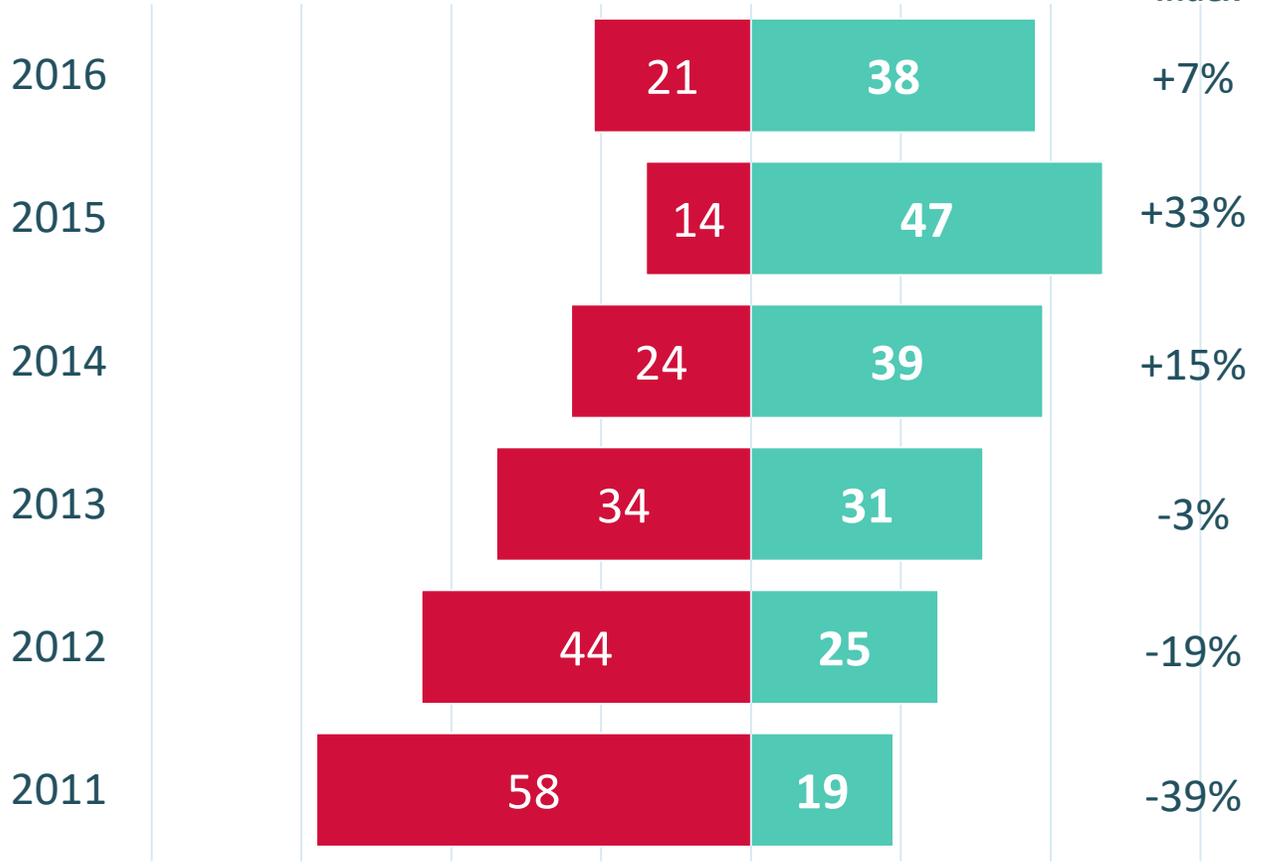




Optimism for the year ahead

Optimism for Year Ahead

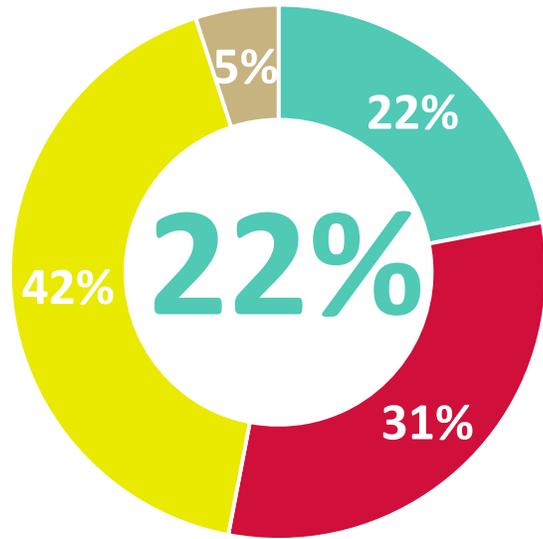
■ Worse ■ Better



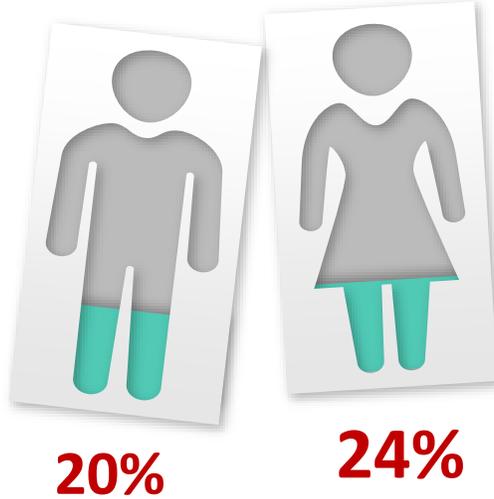


Economic Outlook for 2017

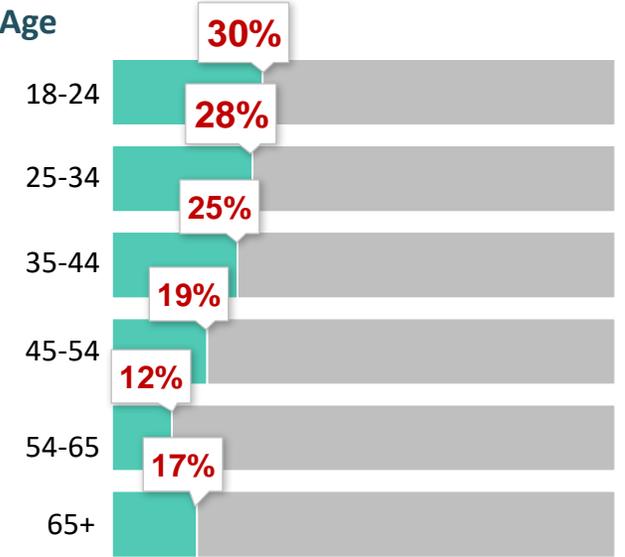
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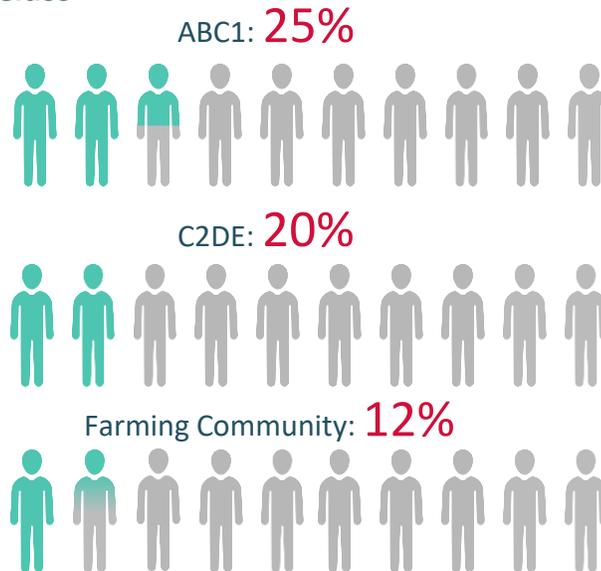
Gender



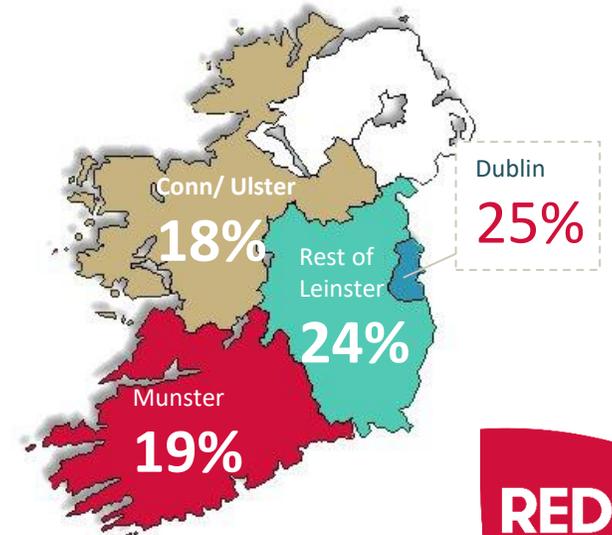
Age



Social Class



Region



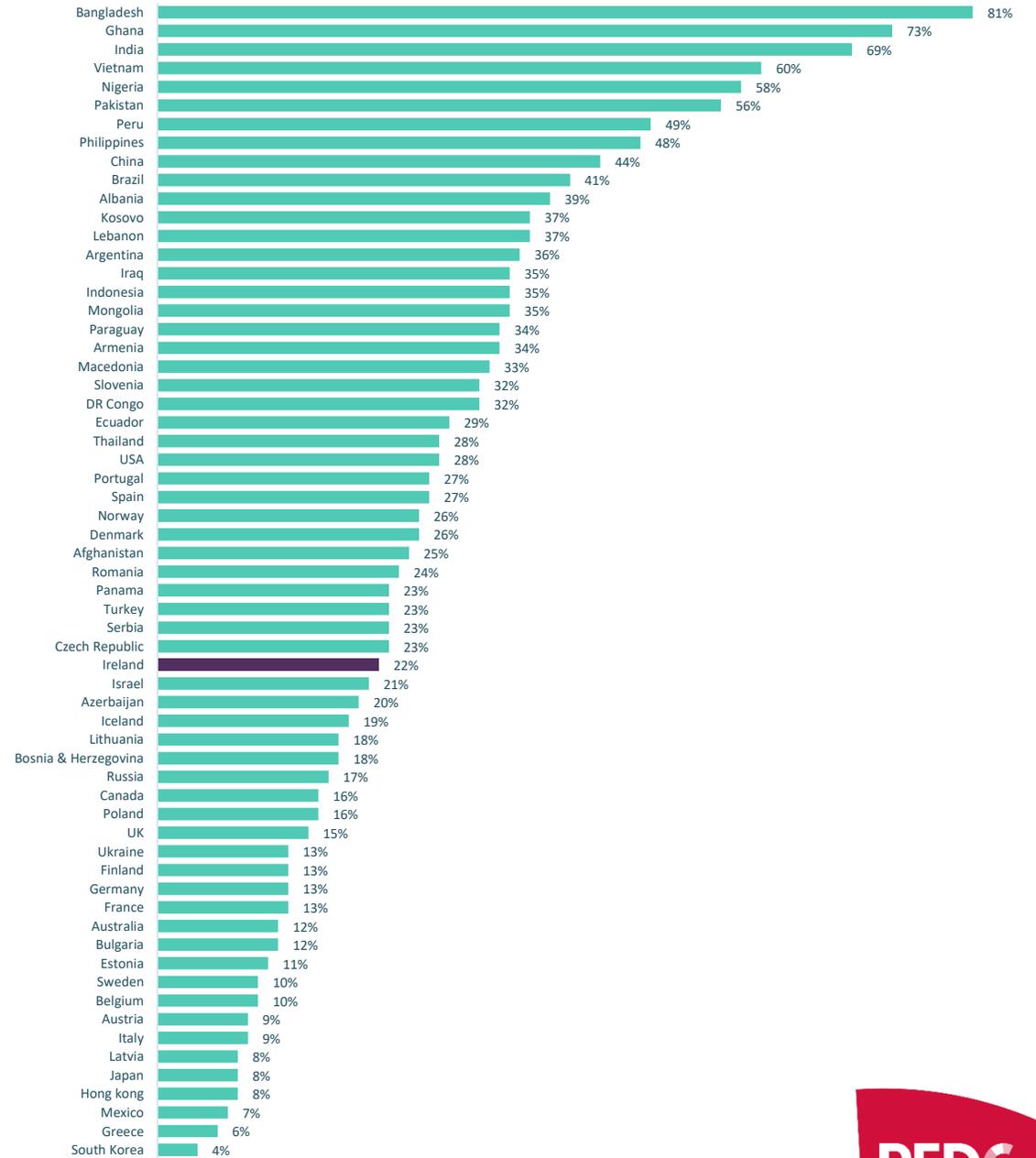
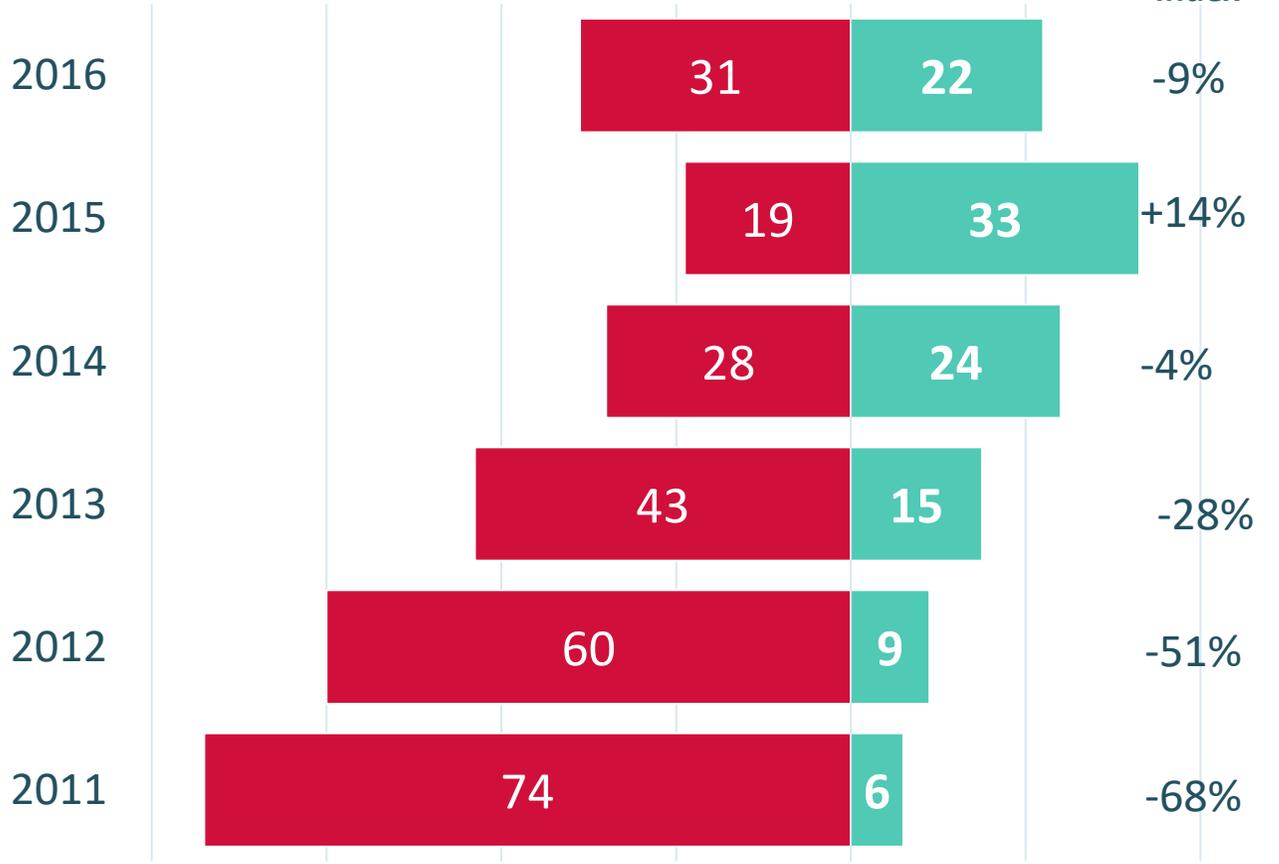


Economic Outlook for 2017

Optimism for Year Ahead

■ Economic Difficulty

■ Economic Prosperity



RED C Research and WIN Gallup International

About RED C

- RED C is Ireland's largest Independent market research and polling agency. Their polling has featured regularly in national newspapers both in Ireland and abroad. RED C is the Irish member of the global WIN/Gallup International Association.

About WIN/Gallup International

- **WIN/Gallup International** is the leading association in market research and polling (registered and headquartered in Zürich/Switzerland and not related to Gallup Inc., headquartered in Washington D.C.) * and is made up of the **80** largest independent market research and polling firms in their respective countries with combined revenue of over **€550** 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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