



End of Year Survey Happiness and Optimism

December 2017



Methodology and Weighting



Sample Size and Mode of Field Work:

A total of 53,769 people were interviewed globally in 56 countries worldwide. In each country a representative sample of between 500 and 1,000 adults was interviewed either face to face, via telephone, online or through mixed methods. The fieldwork was conducted during November-December 2017.

In Ireland, RED C interviewed a representative sample of 1000 adults online throughout Ireland between 4th – 15th December 2017. The margin of error for the survey is between +/-3-5% at 95% confidence level.

COUNTRIES COVERED

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

Irish Public Are Happier Than At Any Time Since 2011

As we move into 2018 the Irish public are happier than at any time since 2011, with just 1 in 10 asked claiming they are unhappy. The results from a study completed by RED C as part of a worldwide survey conducted by WIN Network and Gallup International, show that the Irish “Net Happiness” (those happy minus those unhappy) stands at over 50%, with the biggest increases in happiness seen among more upmarket groups and those in what has been described as the squeezed middle ages of 35-44.

Optimism for the year ahead is also relatively strong with 2 in 5 believing 2018 will be better than 2017, and a similar proportion believing it will at least be the same as 2017. Just 16% think that 2018 will be worse than this year. Those in younger age groups are the most optimistic, with almost two thirds of all 25-34 year olds stating they believe 2018 will be a better year.

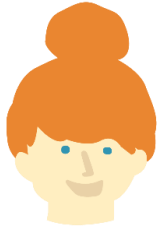
However, the public are far more cautious when measuring likely prosperity in 2018. despite being happy, and many thinking next year will be better as much smaller proportion feel that 2018 will be more prosperous than this year. In fact, 1 in 4 adults think that 2018 will be a year of economic difficulty when compared to 2017, perhaps cautious of what impact Brexit may have on the economy.

The Net Prosperity Index has improved somewhat since last year, but remains a long way behind that seen in 2015 when expectation were perhaps more unrealistic of the possible benefits of moving out of recession. As such this year the publics view on possible prosperity is perhaps more circumspect, having been somewhat let vs expectations in the past.

A View From Around the World

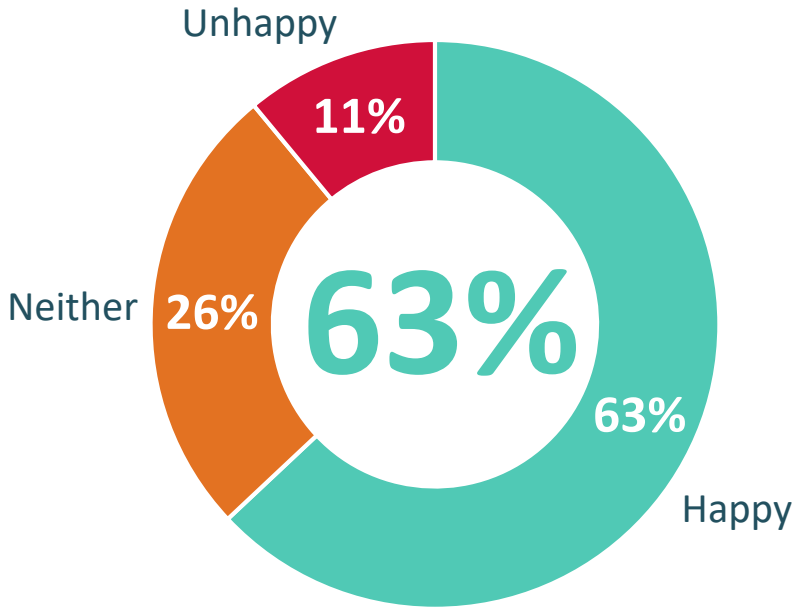
Ireland ranks 19th in terms of happiness among the countries covered in the survey, with Fiji, Columbia, Philippines and Mexico all seeing very high levels of happiness across their populations. European citizens are generally less happy than many other countries. Optimism is highest in Indonesia, Nigeria and Fiji, but Ireland is in the second quartile of countries worldwide in terms of optimism. Several other European counties citizens are pessimistic for the year ahead, with the EU countries of Greece and Italy a particular concern as citizens of both countries appear to be pessimistic about 2018 and believe that they will be less prosperous next year.

The UK population also has quite low expectations in terms of their economic prosperity in 2018, with the third lowest net prosperity index in the world among those countries covered by the survey. However this hasn't declined substantially since last year, suggesting any impact of Brexit has been at least in line with concerns.



Happiness

How happy do you personally feel?



Net Happiness

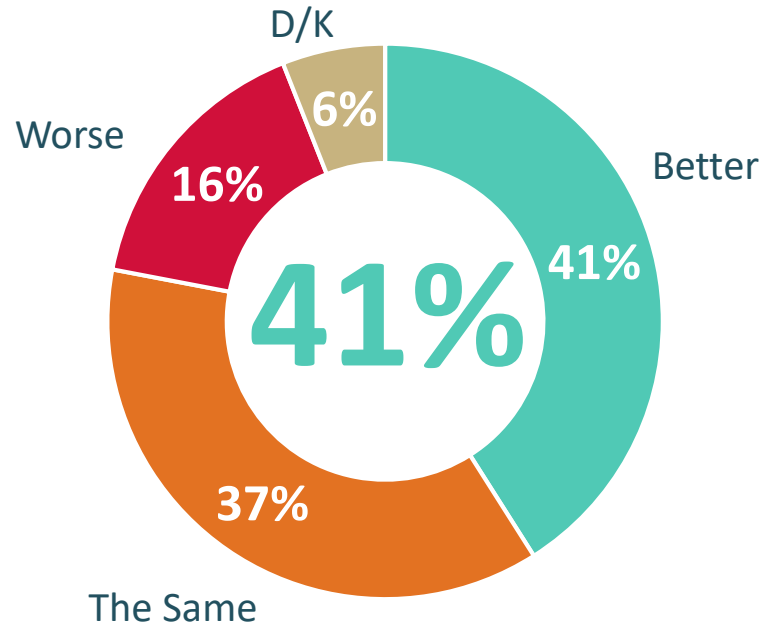
+52%

NET INDEX



Optimism

Will 2018 be better, worse or the same as 2017?



Net Optimism

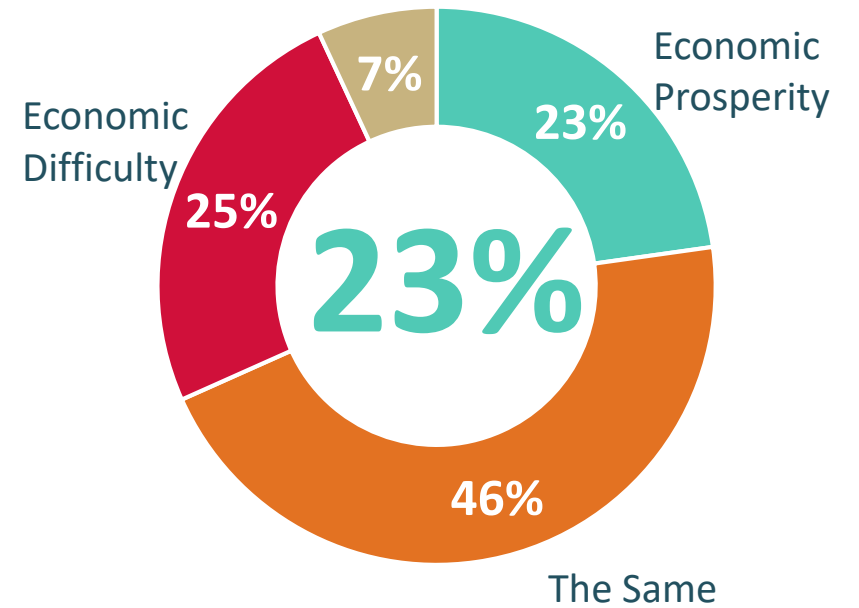
+25%



Prosperity



Compared to 2017, will 2018 be a year of economic prosperity, economic difficulty or remain the same for Ireland?



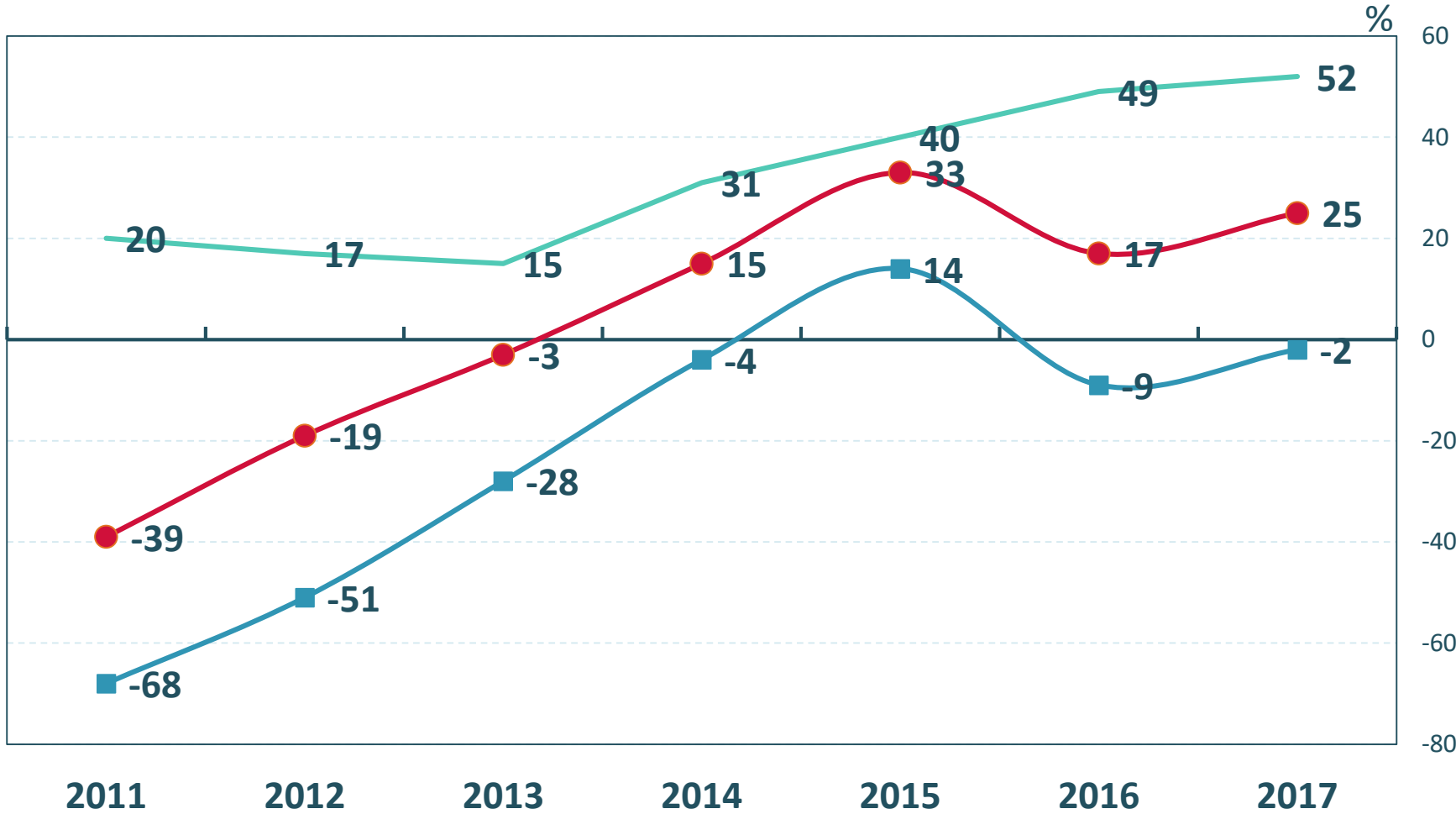
Net prosperity

-2%

Irish Happiness, Optimism and Prosperity Index over Time



— Happiness Index ● Optimism Index ■ Prosperity Index



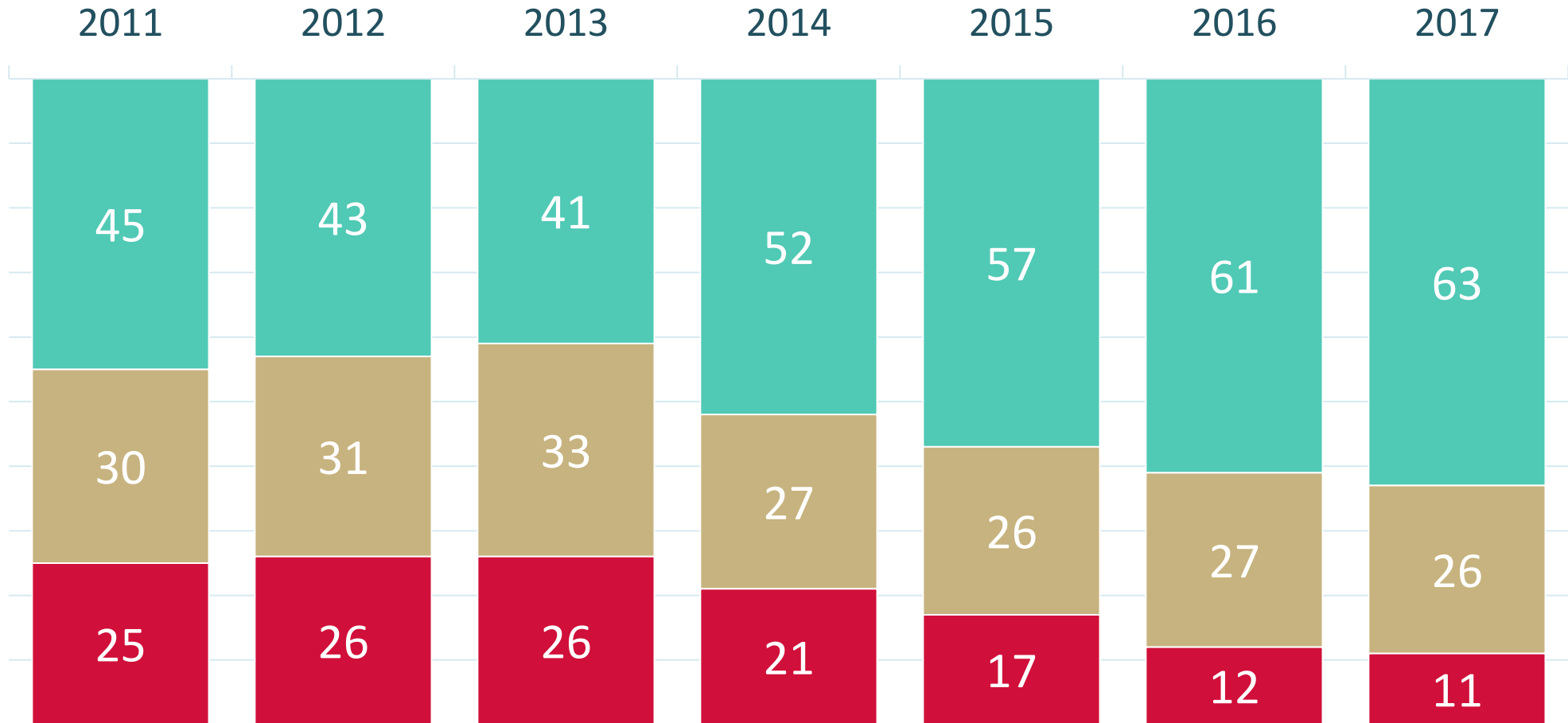
Net Irish Happiness now stands at its highest level, with more than half of all Irish citizens happy

Irish adults are more optimistic about 2018, than they were at the same time last year with 2 in 5 believing 2018 will be better than 2017

However 1 in 4 still believe that 2018 will be a year of economic difficulty (perhaps with Brexit still looming large)



Ireland's Happiness Over Time

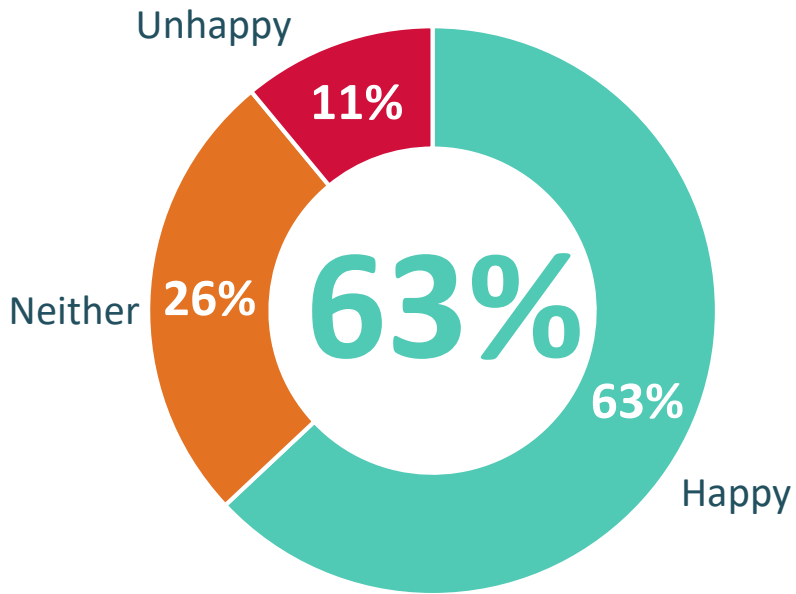


The Irish public are happier than at any time since 2011, with just 1 in 10 asked claiming they are unhappy.



Current Level of Happiness

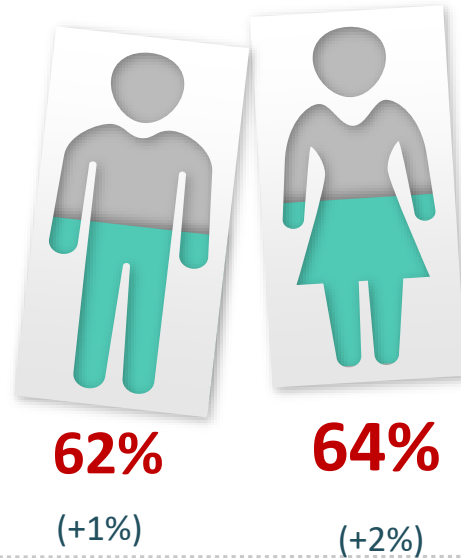
How happy do you personally feel?



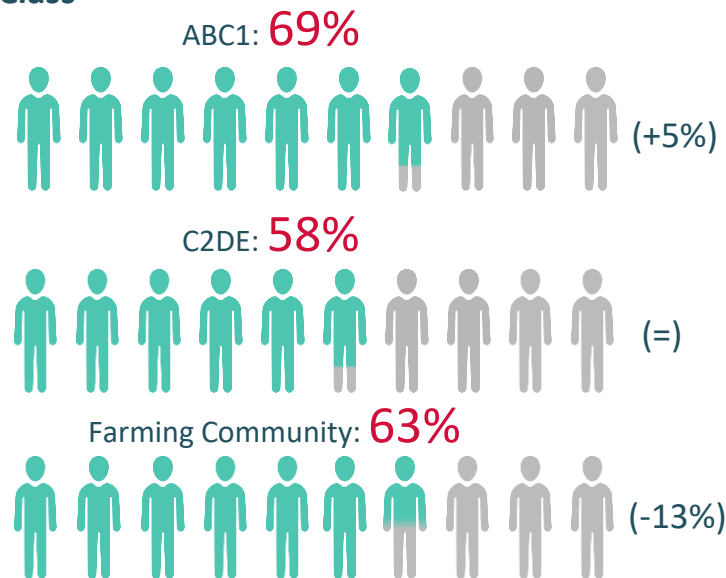
Almost two thirds of all Irish adults claim to be happy at the end of 2017, with the biggest increase among those in more upmarket social groups and those in Dublin

() shows change vs. 2016

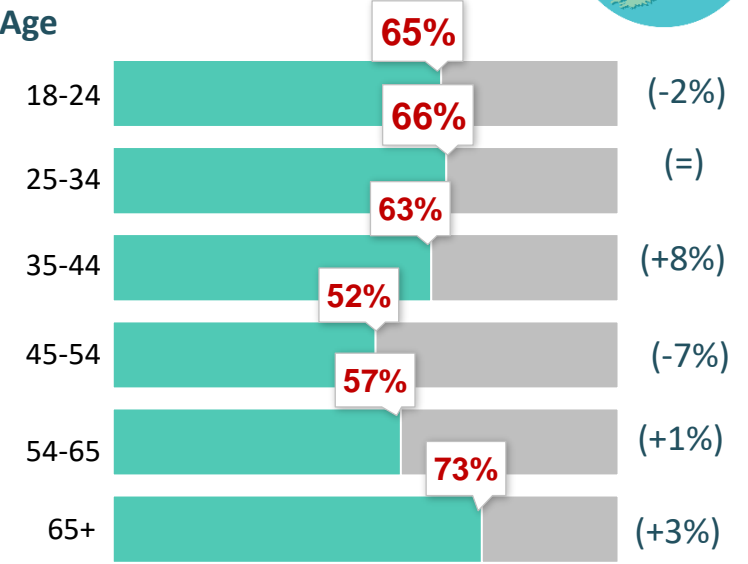
Gender



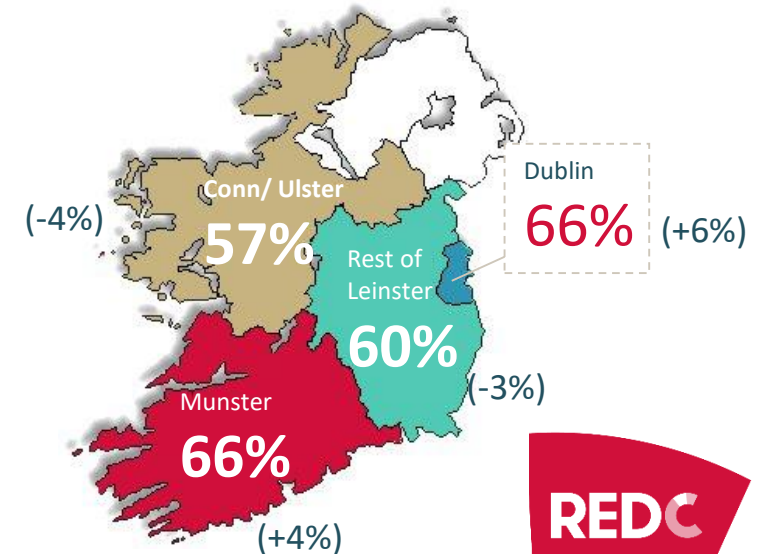
Social Class



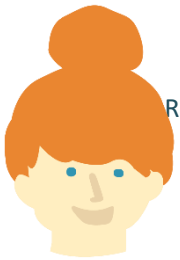
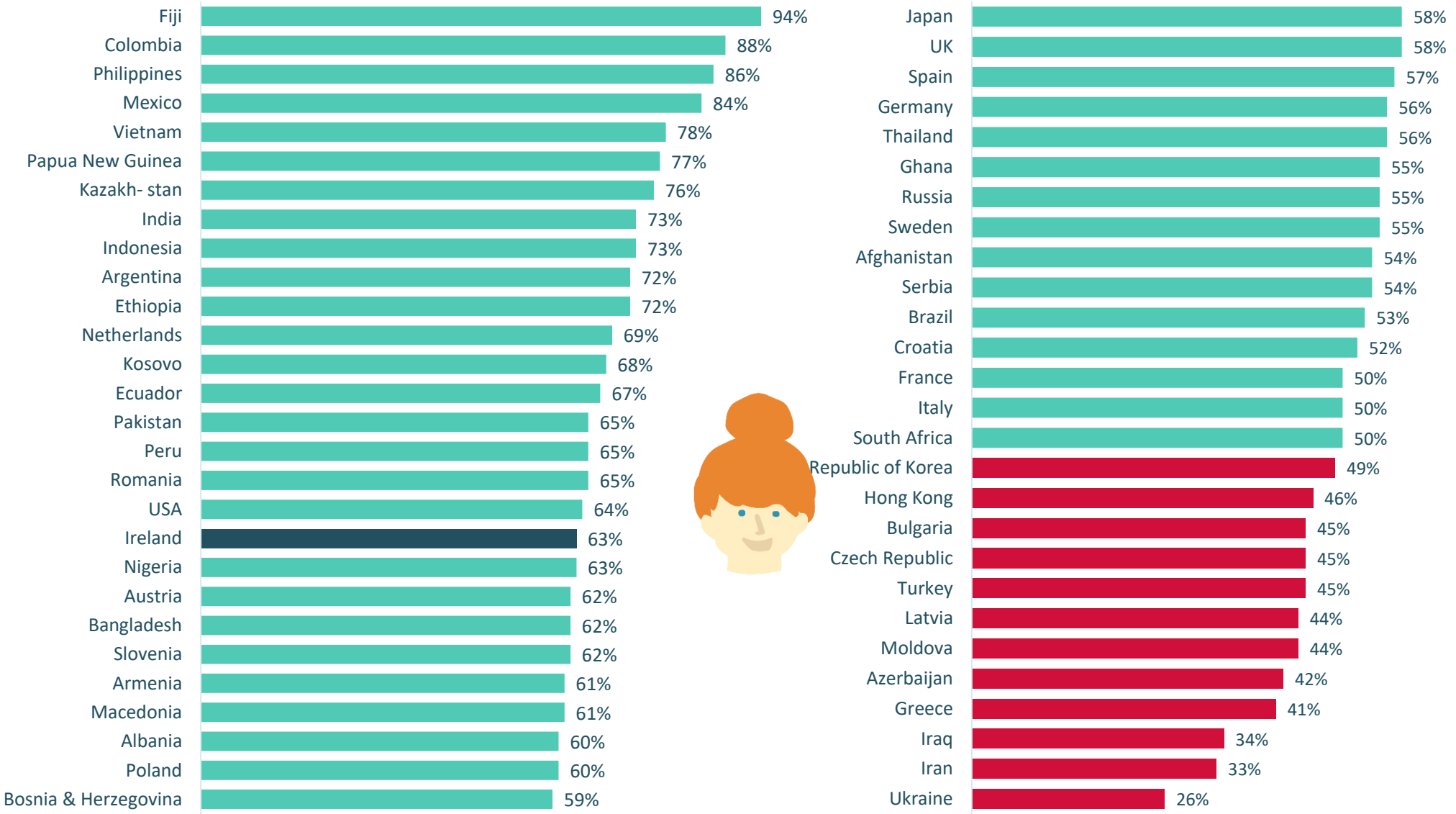
Age



Region



How Happy is Ireland vs. the Rest of The World?

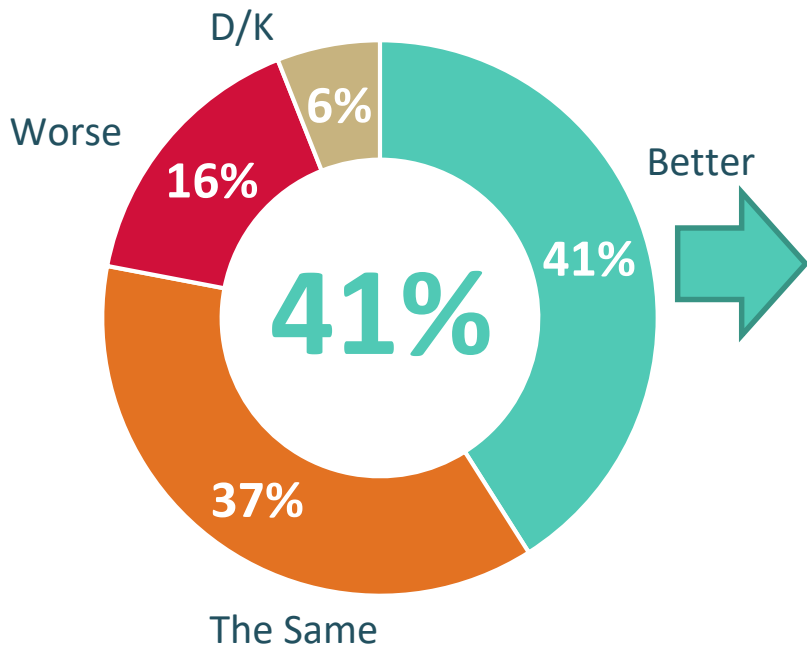




Optimism Towards 2018 vs. 2017 - Ireland

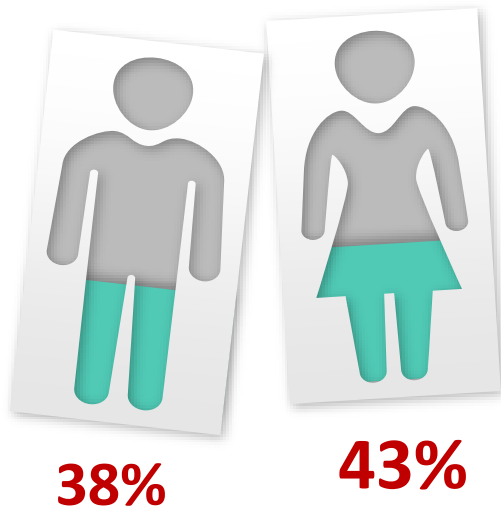


Will 2018 be better, worse or the same as 2017?

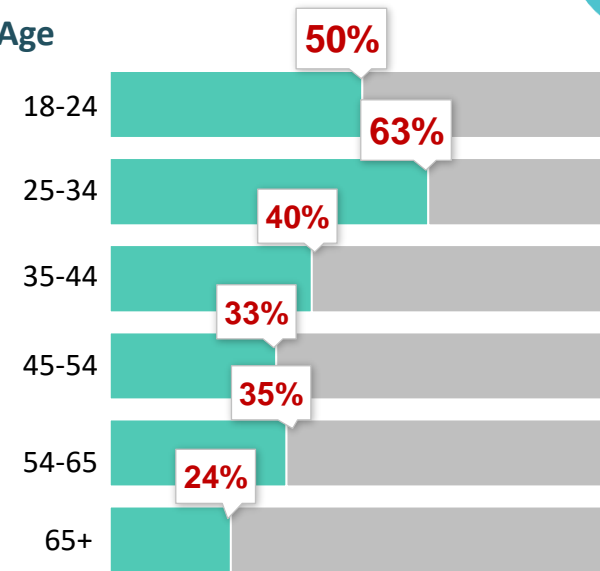


Most people in Ireland believe that 2018 will be the same or better compared to 2017, with only a relatively small proportion fearing it will be worse

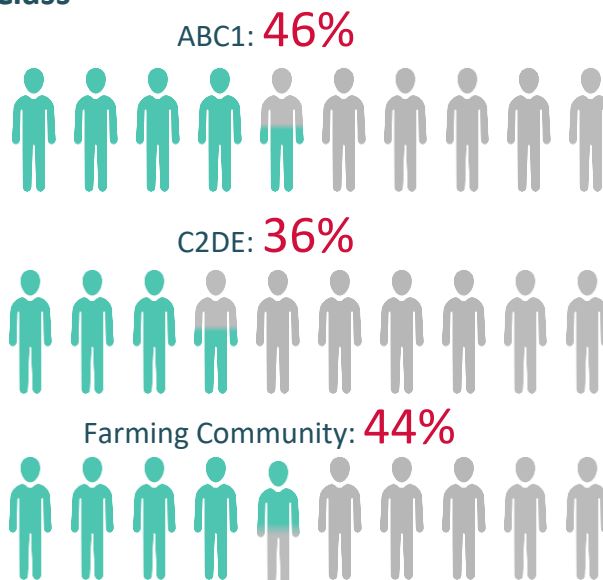
Gender



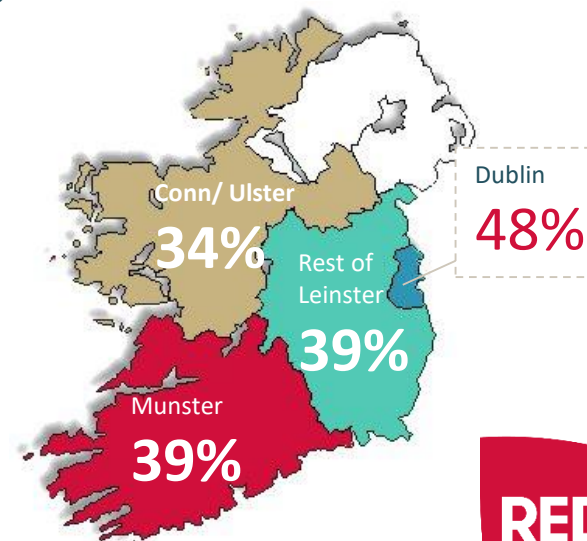
Age



Social Class



Region

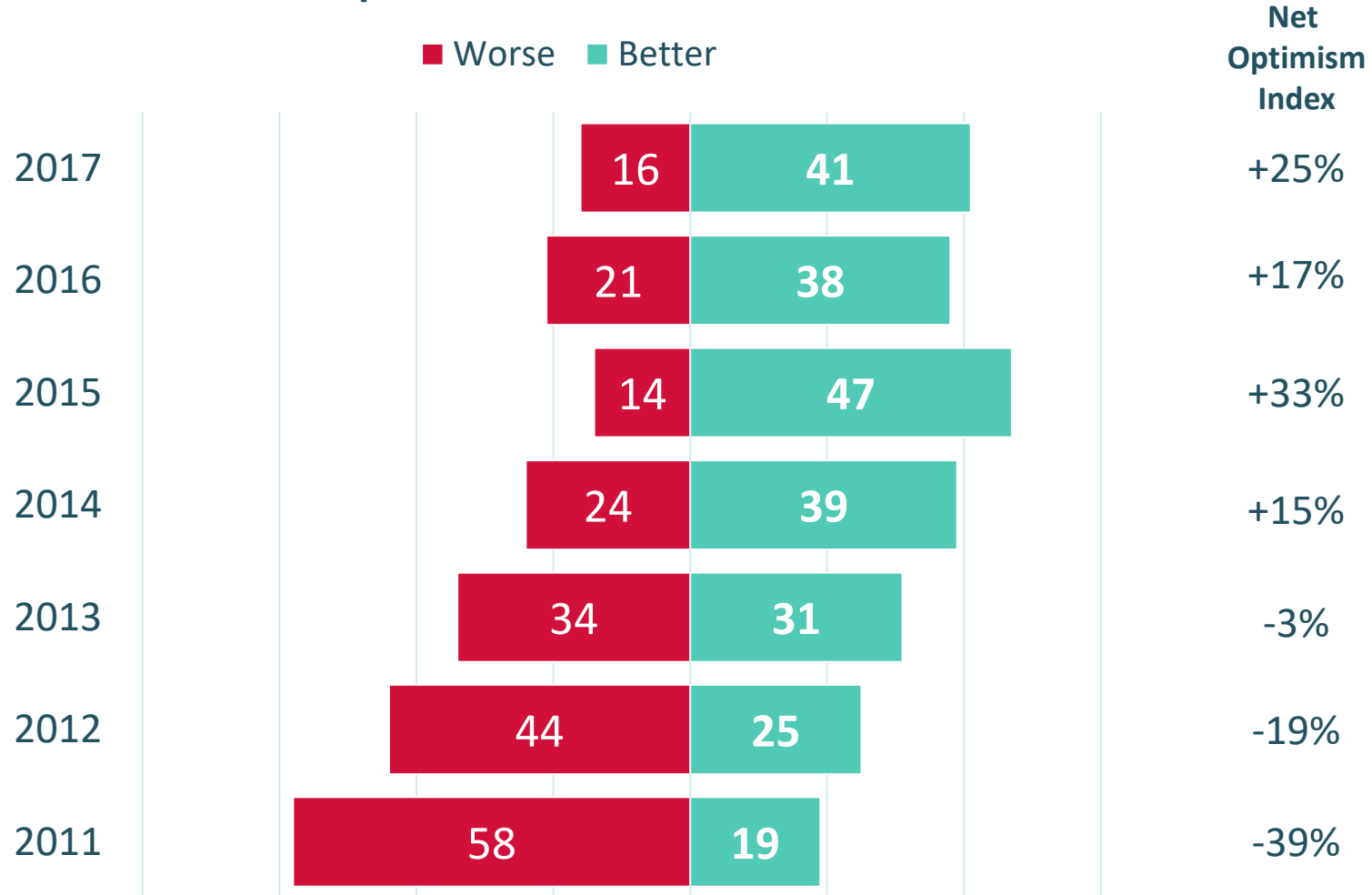




Optimism for the Year Ahead vs. Previous Year - Ireland



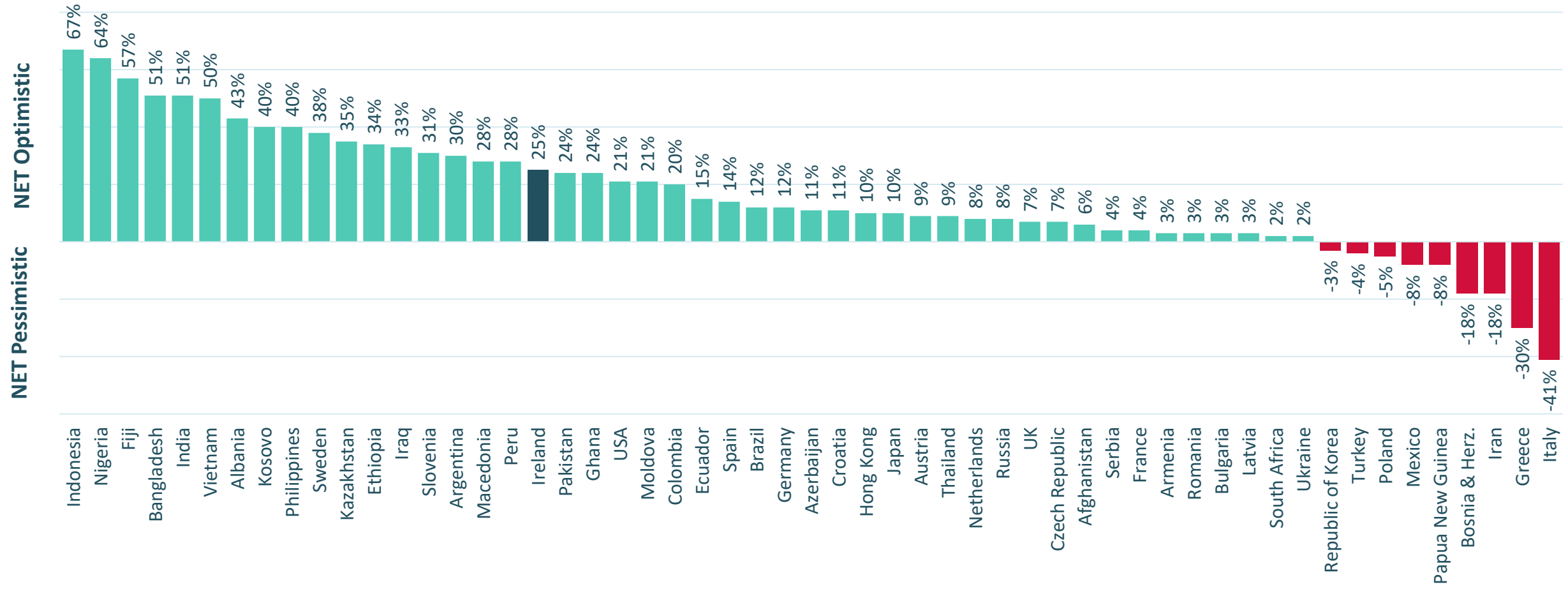
Optimism for Year Ahead



Optimism for the year ahead has increased vs 2016 when the fear of Brexit was more apparent.



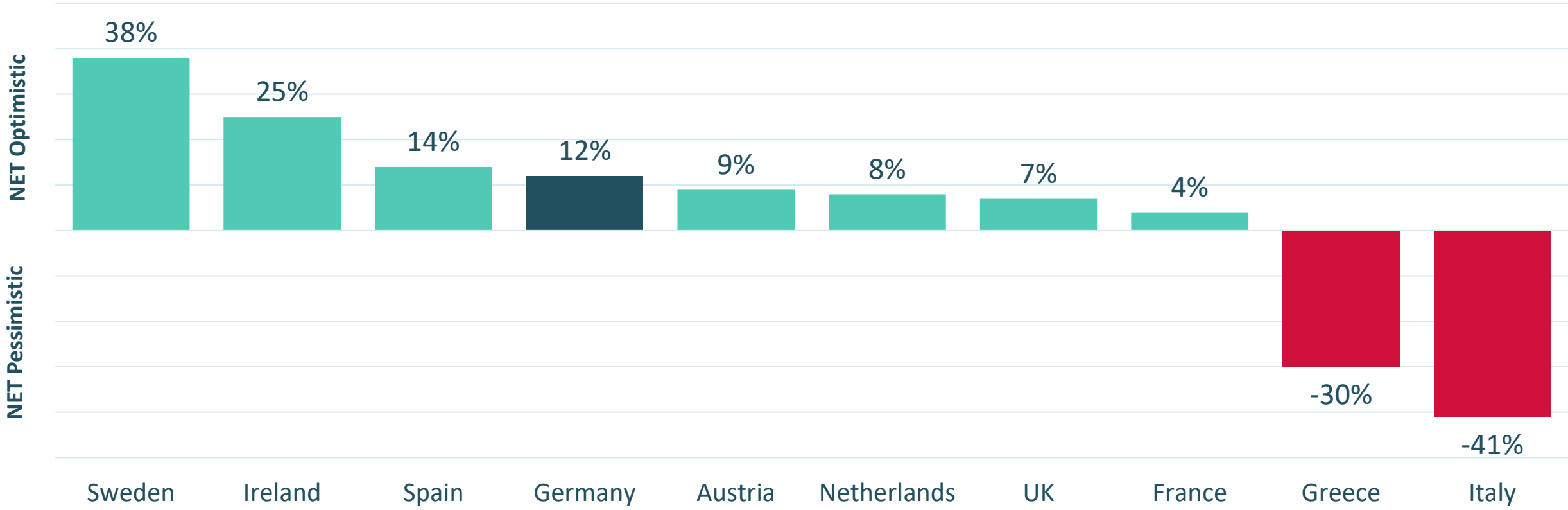
NET Optimism for the Year Ahead by Country



Optimism is highest in Indonesia, Nigeria and Fiji, but Ireland is in the second quartile of countries worldwide in terms of optimism. Several European countries are pessimistic for the year ahead.



NET Optimism for the Year Ahead – Western Europe



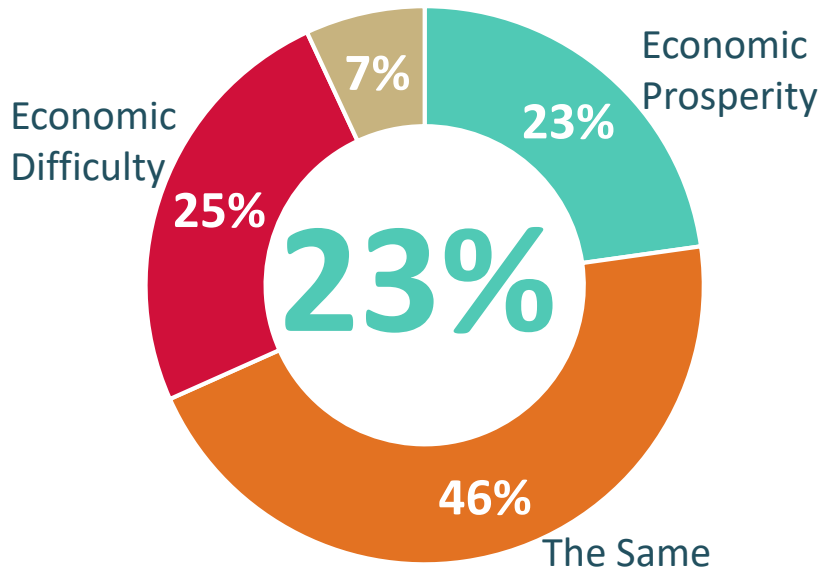
In Western Europe only the Swedes are more optimistic than the Irish, with some sever warning signs for the EU in terms of the pessimistic outlook for the Greeks and Italians.



Economic Outlook for 2018

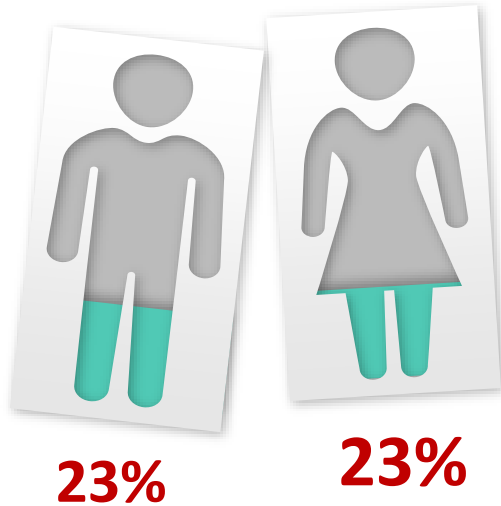


Compared to 2017, will 2018 be a year of economic prosperity, economic difficulty or remain the same for Ireland?

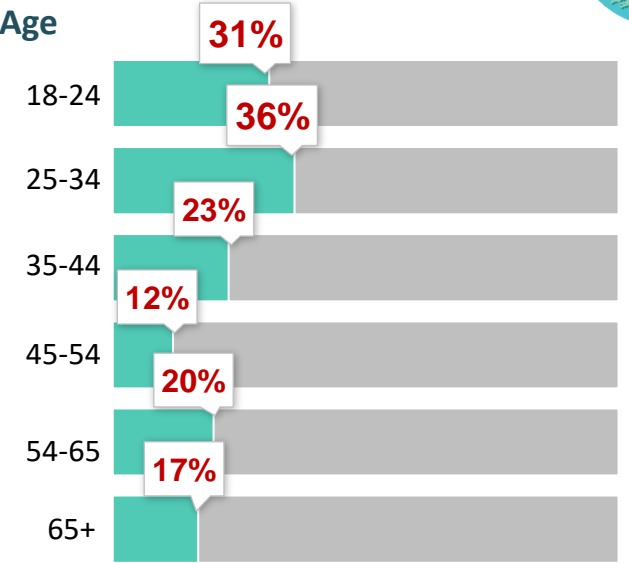


From an economic point of view the Irish are more cautious, with at least 1 in 4 suggesting that next year will be one of economic difficulty vs. 2017 – but the majority still believe it will be the same or better

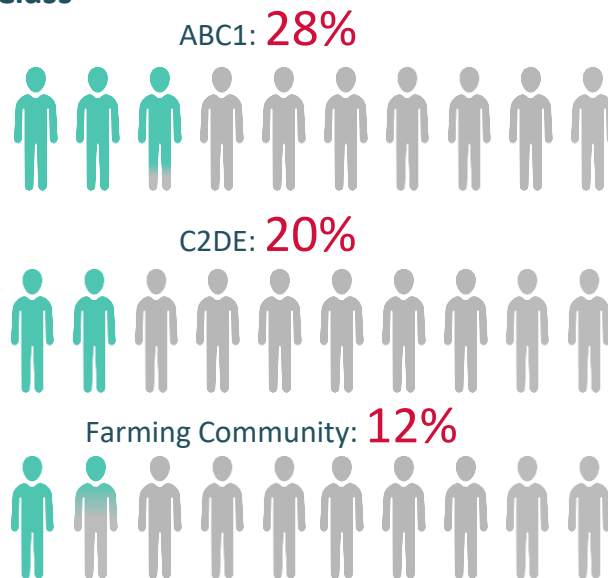
Gender



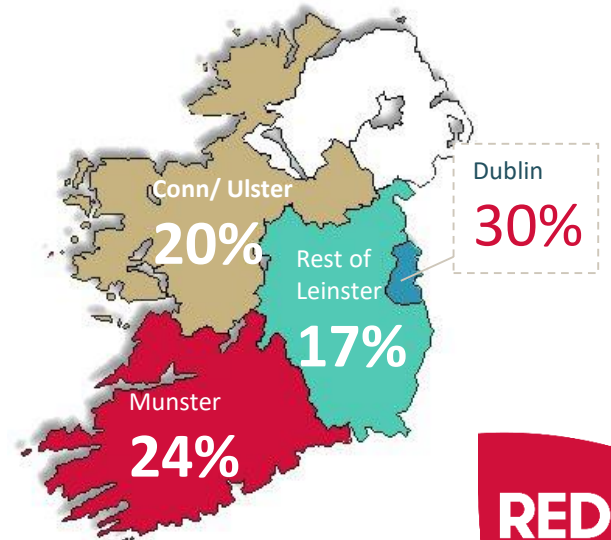
Age



Social Class



Region

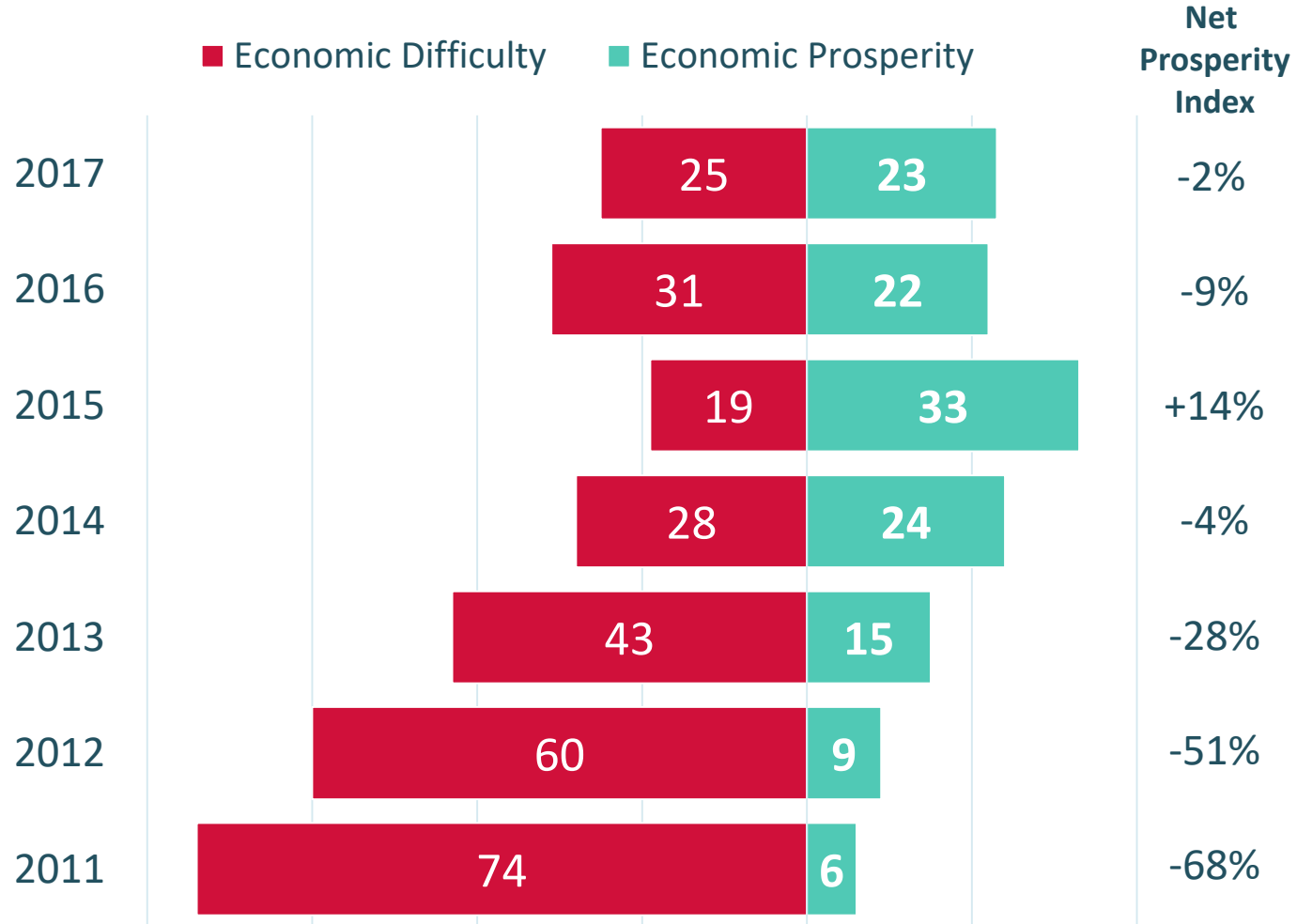




Economic Outlook for 2018 - Ireland



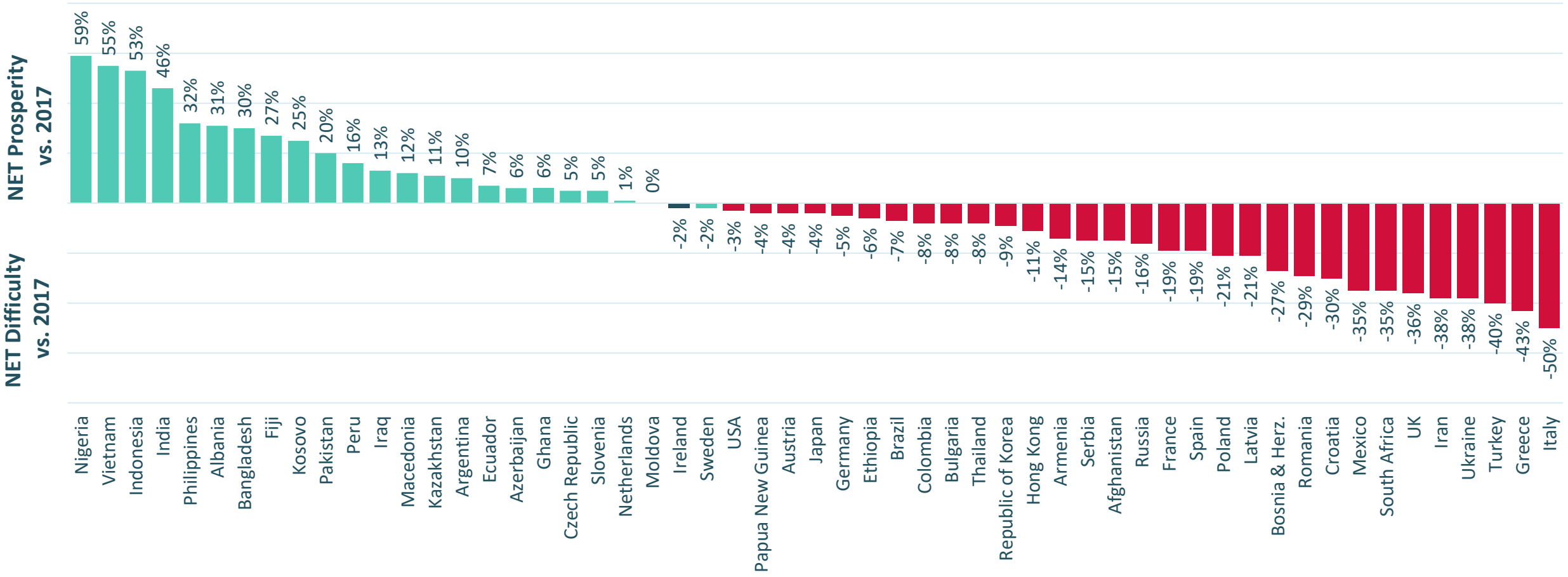
Economic Outlook for Year Ahead



While the net prosperity expectation index has improved in Ireland vs. last year, it is still some way behind the expectations among the population at the end of 2015.



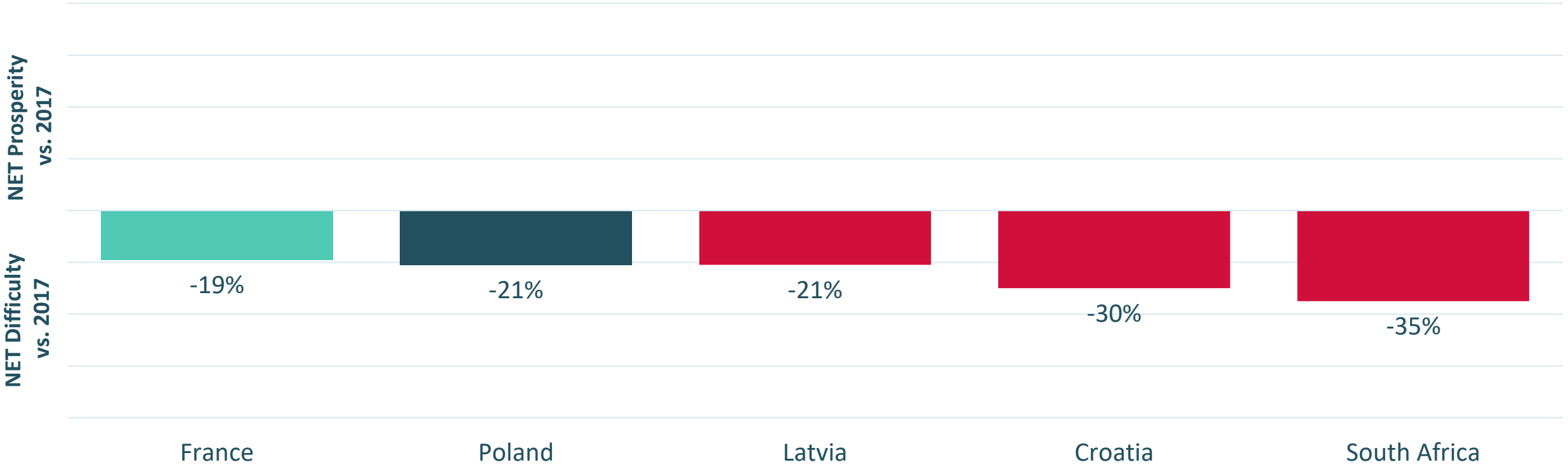
NET Economic Prosperity vs. 2017 - Worldwide



People of all countries are more cautious with regard to economic prosperity, with Nigeria, Vietnam and Indonesia most optimistic – but well over half the countries surveyed have a more pessimistic outlook for economic prosperity vs. 2017



NET Economic Prosperity vs. 2017 – Western Europe



People in Western Europe are generally more pessimistic, with UK joining Greece and Italy is being very pessemstistic about their economic fortunes for next year vs. 2017

RED C Research and the WIN network

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 network.

About the WIN Network

- **WIN (Worldwide Independent Network) AND Gallup International** work together as the leading international associations in market research and polling and is made up of the **80** of the largest independent market research and polling firms in their respective countries with combined revenue of over **€350** million and covering **95%** of the world's market.
- For more than 60 years WIN and 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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