

**WIN/Gallup International's
Annual global End of Year survey
reveals a world of conflicting hopes, happiness
and despair**





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WIN/Gallup International's annual global End of Year survey reveals a world of conflicting hopes, happiness and despair

WIN/Gallup International, the world's leading association in market research and polling, has published today its 39th End of Year Survey exploring the outlook, expectations, views and beliefs of 66040 people from 68 countries across the globe.

Headlines

- 66% say that they feel happy about their lives, down from 70% in 2014; 23% are neither happy nor unhappy, and 10% feel unhappy about their lives.
- Net happiness (happy minus unhappy) globally is 56%.
- Colombia is the happiest country in the world (85% net happiness), followed by Fiji, Saudi Arabia, Azerbaijan and Vietnam while Iraq is the least happy for the second year in a row (-12% net happiness).
- 45% of the world is optimistic about the economic outlook for 2016; 22% are pessimistic and 28% believe the economy will remain the same.
- The most optimistic country about economic prosperity in 2016 is Nigeria (61% net optimistic), followed by Bangladesh, China and Vietnam. In contrast, Greece is the most pessimistic (-65% net optimistic) country.
- A little over 1 person out of 2 (54%) believes 2016 will be better than 2015, 16% think it will be worse and 24% believe 2016 will be the same as 2015.
- Bangladesh, China, Nigeria, Fiji and Morocco are the most hopeful nations, while Italy is the least hopeful.

A happy world in 2015

As 2015 comes to an end, 66% of respondents to the WIN/Gallup International survey say that they are happy, down slightly from 70% in 2014. Of the 66040 people surveyed, 10% said that they were unhappy, up 4% from 2014. Overall that means that the world is 56% net happy (happiness minus



unhappiness). In 2015 the net happiest country in the world is Colombia (85%), in stark contrast the world's unhappiest country is Iraq at -12% net happiness.

Economic Optimism high across the world

The study shows that 45% of the world is optimistic for the economic outlook in 2016 over double (22%) of those who are pessimistic. It's perhaps unsurprising that Greece is the most pessimistic (-65% net optimistic) country given their current perilous financial position. The most optimistic nation when it comes to the economy is Nigeria (61% net optimism). When it comes to a demographic breakdown young people prove to be considerably more optimistic than older generations with 31% net optimistic for the under 34s compared to just 13% for the over 55s.

Hope high amongst aspiring nations

As part of their analysis WIN/Gallup International has grouped the world into three tiers: Prosperous (the G7); Emerging (G20 excluding the original G7) and Aspiring (all others) nations. Whilst there is huge disparity in income levels across these three tiers, the level of net happiness across all three (Prosperous 42%, Emerging 59% and Aspiring 54%) is notably high. However the findings on hope and economic optimism vary markedly across the tiers. According to the global poll, Prosperous nations display the least hope and economic optimism with 6% and -16% respectively; to the contrary Emerging nations are very hopeful about the future and far more optimistic about the economic outlook at 50% and 36% meanwhile the Aspiring nations sit between the two on hope (29%) and economic optimism (16%).

Jean-Marc Leger, President of WIN/Gallup International Association, said: "2015 has been a tumultuous year for many across the globe, despite that the world remains largely a happy place. 45% of the world is optimistic regarding the economic outlook for 2016, up by 3 per cent compared to last year."

-ENDS-



Methodology:

The WIN/Gallup International survey 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 WIN/Gallup International Association in 68 countries around the world.

Sample Size and Mode of Field Work:

A total of 66040 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (30 countries; n=32172), via telephone (15 countries; n=11800) or online (23 countries; n=22068). The field work was conducted during September 2015 - December 2015. The margin of error for the survey is between +/- 3-5% at 95% confidence level.

About WIN/Gallup International

WIN/Gallup International is the leading association in market research and polling and is made up of the **76** 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.



Disclaimer: Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as Gallup International (not Gallup or Gallup Poll). For further details see website: www.wingia.com

For more information:

Media enquiries:

Zack King
Madano Partnership
zack.king@madano.com
+44 20 7593 40014

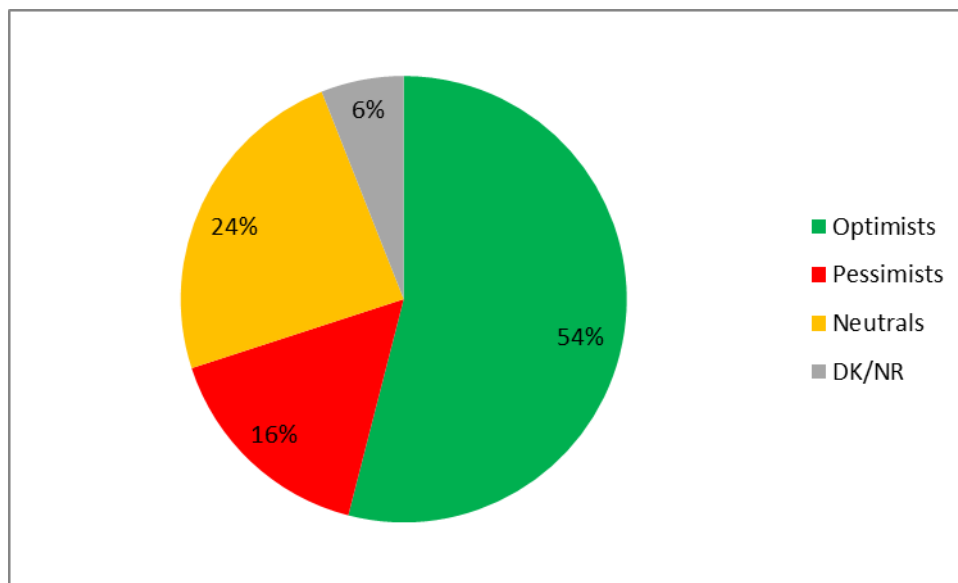
	HOPE INDEX	ECONOMIC OPTIMISM INDEX	HAPPINESS INDEX
TOP 10 OPTIMIST/HAPPY COUNTRIES (Starting from most optimistic/ happiest) (Net score)	Bangladesh (74%) China (70%) Nigeria (68%) Fiji (61%) Morocco (57%) Saudi Arabia (56%) Vietnam (55%) Argentina (53%) India (47%) Pakistan (42%)	Nigeria (61%) Bangladesh (60%) China (54%) Vietnam (53%) Pakistan (50%) India (44%) Morocco (44%) Fiji (39%) Saudi Arabia (32%) Argentina (28%)	Colombia (85%) Fiji (82%) Saudi Arabia (82%) Azerbaijan (81%) Vietnam (80%) Argentina (79%) Panama (79%) Mexico (76%) Ecuador (75%) China/Iceland (74%)
TOP 10 PESSIMIST/UNHAPPY COUNTRIES (Starting from most pessimistic/ unhappiest) (Net score)	Italy (-37%) Iraq (-35%) Greece (-28%) Palestinian Territories (-27%) Bosnia and Herzegovina (-23%) Lebanon (-20%) Tunisia (-12%) Afghanistan (-11%) Belgium (-11%) Mexico (-11%)	Greece (-65%) Austria (-49%) Italy (-47%) Sweden (-47%) Hong Kong (-45%) Iraq (-45%) South Africa (-45%) Tunisia (-39%) Germany (-37%) Finland (-35%)	Iraq (-12%) Tunisia (7%) Greece (9%) Afghanistan (14%) Palestinian Territories (15%) Ghana (24%) Hong Kong (24%) Bulgaria (30%) DR.Congo (30%) France/Italy (33%)

The 3 Key Index Figures for 2016 are the following:

HOPE:

Optimists: 54%
Pessimists: 16%
Neutrals: 24 %

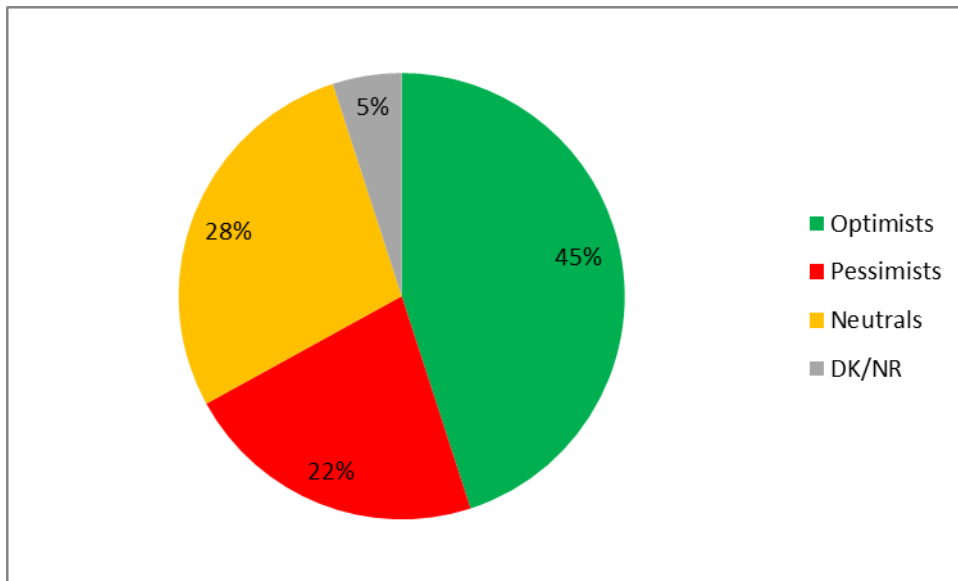
Optimists lead Pessimists by 38 %



ECONOMIC OPTIMISM:

Optimists: 45%
Pessimists: 22%
Neutrals: 28%

Optimists lead Pessimists by 23%



HAPPINESS:

Happy: 66%
Unhappy: 10%

Neutrals: 23%

Happy People Lead Unhappy People by 56 %

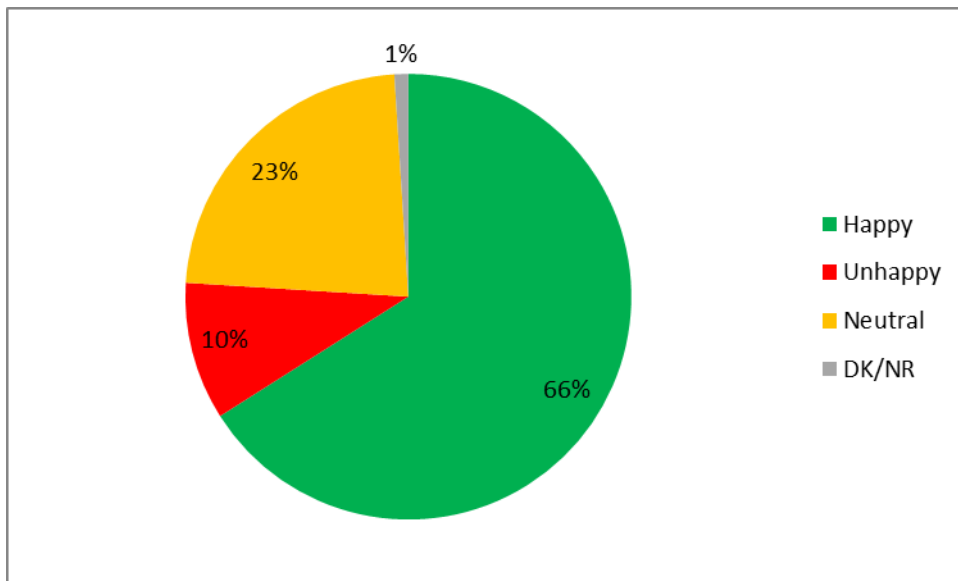


Table # 1.1: HOPE INDEX FOR 2016(Country Wise)

	Q1. As far as you are concerned, do you think that 2016 will be better, worse or the same than 2015?				Net Hope
	Optimists	Pessimists	Neutrals*	Do not know / no response	Net Score of Optimists over Pessimists
	Row%	Row%	Row%	Row%	
GLOBAL AVERAGE	54%	16%	24%	6%	38%
Afghanistan	30%	41%	25%	4%	-11%
Algeria	53%	20%	12%	15%	33%
Argentina	60%	7%	30%	3%	53%
Armenia	21%	29%	38%	11%	-8%
Australia	32%	22%	38%	8%	10%
Austria	26%	28%	44%	2%	-2%
Azerbaijan	33%	19%	23%	25%	14%
Bangladesh	81%	7%	11%	2%	74%
Belgium	20%	31%	39%	9%	-11%
Bosnia and Herzegovina	19%	42%	37%	2%	-23%
Brazil	50%	32%	13%	5%	18%
Bulgaria	19%	20%	43%	18%	-1%
Canada	42%	18%	35%	5%	24%
China	76%	6%	16%	2%	70%
Colombia	48%	22%	28%	2%	26%
Congo, Democratic Republic (DR. Congo)	46%	15%	22%	17%	31%
Czech Republic	27%	29%	41%	3%	-2%
Denmark	48%	9%	38%	5%	39%
Ecuador	26%	32%	31%	11%	-6%
Ethiopia	50%	32%	15%	2%	18%
Fiji	70%	9%	16%	5%	61%
Finland	28%	34%	23%	15%	-6%
France	23%	26%	42%	9%	-3%
Germany	28%	26%	40%	6%	2%
Ghana	40%	33%	19%	7%	7%
Greece	23%	51%	23%	4%	-28%
Hong Kong	31%	38%	29%	2%	-7%
Iceland	29%	10%	58%	4%	19%
India	60%	13%	17%	10%	47%
Indonesia	41%	16%	42%	1%	25%
Iran	34%	31%	21%	14%	3%
Iraq	21%	56%	20%	3%	-35%
Ireland	47%	14%	36%	3%	33%
Israel	31%	27%	34%	9%	4%

Italy	15%	52%	27%	6%	-37%
Japan	22%	10%	44%	23%	12%
Korea, Rep (South)	21%	25%	54%	1%	-4%
Kosovo	42%	18%	35%	5%	24%
Latvia	25%	26%	32%	17%	-1%
Lebanon	29%	49%	20%	2%	-20%
Macedonia	34%	25%	36%	5%	9%
Mexico	26%	37%	36%	1%	-11%
Mongolia	37%	25%	37%	2%	12%
Morocco	63%	6%	16%	15%	57%
Netherlands	33%	13%	34%	20%	20%
Nigeria	78%	10%	9%	3%	68%
Pakistan	54%	12%	28%	6%	42%
Palestinian territories (West Bank and Gaza)	22%	49%	24%	5%	-27%
Panama	51%	14%	29%	6%	37%
Papua New Guinea	58%	20%	15%	6%	38%
Peru	35%	20%	37%	7%	15%
Philippines	30%	6%	57%	7%	24%
Poland	29%	24%	44%	3%	5%
Portugal	34%	22%	41%	3%	12%
Russian Federation	54%	22%	15%	9%	32%
Saudi Arabia	70%	14%	15%	1%	56%
Serbia	29%	32%	36%	3%	-3%
Slovenia	27%	33%	35%	5%	-6%
South Africa	36%	41%	17%	6%	-5%
Spain	42%	14%	38%	5%	28%
Sweden	46%	16%	36%	2%	30%
Thailand	36%	24%	36%	4%	12%
Tunisia	33%	45%	17%	5%	-12%
Turkey	44%	28%	22%	6%	16%
Ukraine	48%	26%	14%	12%	22%
United Kingdom	27%	26%	39%	9%	1%
United States	36%	21%	34%	9%	15%
Vietnam	64%	9%	25%	2%	55%

Optimists: 2016 will be Better

Pessimists: 2016 will be Worse

***Neutrals:** 2016 will remain the same

Weighted according to Adult Population 18+

SOURCE :WIN/Gallup International Annual Global Poll/ EOY, December 2015

Table # 1.2: HOPE INDEX FOR 2016 (Region Wise)

		Q1. As far as you are concerned, do you think that 2016 will be better, worse or the same than 2015?				Net Hope
		Optimists	Pessimists	Neutrals*	Do not know / no response	Net Score of Optimists over Pessimists
		Row%	Row%	Row%	Row%	
All Regions		54%	16%	24%	6%	38%
.	East Asia & Oceania	63%	9%	24%	4%	54%
	Eastern Europe	49%	24%	17%	10%	25%
	EU Europe	27%	28%	38%	7%	-1%
	Latin America	47%	27%	21%	4%	20%
	MENA	43%	28%	19%	10%	15%
	North America	37%	21%	34%	9%	16%
	Sub-Saharan African	54%	25%	15%	6%	29%
	West & South Asia	61%	13%	18%	8%	48%
G-7		29%	23%	37%	11%	6%
.	United States of America	36%	21%	34%	9%	15%
	Canada	42%	18%	35%	5%	24%
	Germany	28%	26%	40%	6%	2%
	France	23%	26%	42%	9%	-3%
	United Kingdom	27%	26%	39%	9%	1%
	Italy	15%	52%	27%	6%	-37%
	Japan	22%	10%	44%	23%	12%
BRIC		68%	11%	16%	5%	57%
.	Brazil	50%	32%	13%	5%	18%
	Russian Federation	54%	22%	15%	9%	32%
	India	60%	13%	17%	10%	47%
	China	76%	6%	16%	2%	70%
G-20		56%	15%	23%	6%	41%
.	United States	36%	21%	34%	9%	15%
	Canada	42%	18%	35%	5%	24%
	Germany	28%	26%	40%	6%	2%
	France	23%	26%	42%	9%	-3%
	United Kingdom	27%	26%	39%	9%	1%
	Italy	15%	52%	27%	6%	-37%
	Japan	22%	10%	44%	23%	12%
	Argentina	60%	7%	30%	3%	53%
	Korea	21%	25%	54%	1%	-4%
	Turkey	44%	28%	22%	6%	16%
	Australia	32%	22%	38%	8%	10%
	China	76%	6%	16%	2%	70%

India	60%	13%	17%	10%	47%
Russian Federation	54%	22%	15%	9%	32%
Brazil	50%	32%	13%	5%	18%
Saudi Arabia	70%	14%	15%	1%	56%
South Africa	36%	41%	17%	6%	-5%
Indonesia	41%	16%	42%	1%	25%
Mexico	26%	37%	36%	1%	-11%
T3 Classification					
Prosperous (G7)	29%	23%	37%	11%	6%
Emerging (G20 excluding G7)	63%	13%	19%	5%	50%
Aspiring Tier (All other countries)	48%	19%	27%	6%	29%
<p>East Asia & Oceania: Australia, China, Fiji, Hong Kong, Indonesia, Japan, Korea, Rep (South), Mongolia, Papua New Guinea, Philippines, Thailand and Vietnam</p> <p>Eastern Europe: Armenia, Azerbaijan, Bosnia and Herzegovina, Kosovo, Macedonia, Russian Federation, Serbia and Ukraine.</p> <p>EU Europe: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Netherlands, Poland, Portugal, Slovenia, Spain, Sweden and United Kingdom</p> <p>Latin America: Argentina, Brazil, Colombia, Ecuador, Mexico, Panama and Peru.</p> <p>MENA: Algeria, Iraq, Iran, Lebanon, Morocco, Palestinian territories (West Bank and Gaza), Saudi Arabia, Tunisia and Turkey</p> <p>North America: Canada and United States.</p> <p>Sub-Saharan Africa: DR.Congo, Ethiopia, Ghana, Nigeria, South Africa.</p> <p>West & South Asia: Afghanistan, Bangladesh, India, Israel and Pakistan.</p> <p>Optimists: 2016 will be better Pessimists: 2016 will be worse *Neutrals:2016 will remain the same Weighted according to Adult Population 18+ SOURCE: WIN/Gallup International Annual Global Poll/ EOY, December 2015</p>					

Table # 1.3: HOPE INDEX FOR 2016 (Demographics Wise)

		Q1. As far as you are concerned, do you think that 2016 will be better, worse or the same than 2015?				Net Hope
		Optimists	Pessimists	Neutrals*	Do not know / no response	Net Score of Optimists over Pessimists
		Row%	Row%	Row%	Row%	
Gender		54%	16%	24%	6%	38%
D1. Gender	Male	56%	16%	23%	5%	40%
	Female	53%	16%	25%	7%	37%
Age		54%	16%	24%	6%	38%
D2A. Age.	Under 34	60%	14%	20%	6%	46%
	35 - 54	52%	16%	26%	6%	36%
	55+	45%	20%	29%	7%	25%
Monthly Household Income		54%	16%	24%	6%	38%
D3. Income	Low (Bottom quintile/20%)	46%	22%	23%	9%	24%
	Medium low (Second quintile/20%)	45%	20%	27%	9%	25%
	Medium (Third quintile/20%)	49%	18%	28%	6%	31%
	Medium high (Fourth quintile/20%)	65%	12%	21%	2%	53%
	High (Top quintile/20%)	65%	11%	21%	3%	54%
	I don't know / I prefer not to answer	51%	15%	22%	12%	36%
Education		54%	16%	24%	6%	38%
D4. Education: Highest attained	No education/only basic education	49%	21%	20%	11%	28%
	Completed primary	51%	19%	22%	9%	32%
	Completed secondary school	48%	19%	27%	7%	29%
	Completed High level education (University)	61%	13%	22%	4%	48%
	Completed Higher level of education (Masters, PHD, etc.)	56%	14%	27%	4%	42%
	I don't know / I prefer not to answer	46%	18%	12%	24%	28%
Religion		54%	16%	24%	6%	38%
D6. Do you consider yourself:	Roman Catholic	38%	24%	32%	5%	14%
	Russian or Eastern Orthodox	49%	26%	18%	7%	23%
	Protestant	37%	30%	28%	5%	7%

Other Christian	45%	23%	25%	8%	22%
Hindu	67%	10%	22%	1%	57%
Muslim	51%	18%	26%	5%	33%
Jewish	35%	15%	45%	5%	20%
Buddhist	46%	18%	32%	3%	28%
Other	39%	24%	29%	8%	15%
Atheist/agnostic	70%	9%	19%	2%	61%
I don't know / I prefer not to answer	51%	15%	23%	12%	36%

Optimists: 2016 will be Better

Pessimists: 2016 will be Worse

***Neutrals:**2016 will remain the same

Weighted according to Adult Population 18+

SOURCE :WIN/Gallup International Annual Global Poll/ EOY, December 2015

Table # 2.1: ECONOMIC OPTIMISM INDEX 2016 (Country Wise)

		Q2. 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?				Net Economic Optimism
		Optimists	Pessimists	Neutrals*	Do not know / no response	Net Score of Optimists over Pessimists
		Row%	Row%	Row%	Row%	
Global average		45%	22%	28%	5%	23%
Countries in Alphabetical order	Afghanistan	23%	47%	25%	4%	-24%
	Algeria	28%	42%	20%	10%	-14%
	Argentina	43%	15%	25%	17%	28%
	Armenia	16%	44%	31%	9%	-28%
	Australia	12%	37%	43%	8%	-25%
	Austria	5%	54%	39%	3%	-49%
	Azerbaijan	36%	21%	11%	32%	15%
	Bangladesh	72%	12%	14%	2%	60%
	Belgium	8%	36%	51%	6%	-28%
	Bosnia and Herzegovina	14%	48%	36%	2%	-34%
	Brazil	32%	35%	29%	4%	-3%
	Bulgaria	13%	24%	44%	18%	-11%
	Canada	23%	31%	40%	6%	-8%
	China	65%	11%	22%	2%	54%
	Colombia	26%	29%	42%	2%	-3%
	Congo, Democratic Republic (DR.Congo)	41%	16%	23%	20%	25%
	Czech Republic	21%	32%	44%	4%	-11%
	Denmark	40%	15%	37%	8%	25%
	Ecuador	22%	38%	29%	11%	-16%
	Ethiopia	40%	42%	16%	3%	-2%
	Fiji	52%	13%	31%	4%	39%
	Finland	19%	54%	19%	8%	-35%
	France	10%	43%	42%	5%	-33%
	Germany	12%	49%	35%	5%	-37%
	Ghana	33%	41%	21%	6%	-8%
	Greece	6%	71%	21%	2%	-65%
	Hong Kong	12%	57%	29%	2%	-45%
Iceland	27%	16%	42%	15%	11%	
India	60%	16%	19%	5%	44%	
Indonesia	27%	20%	50%	3%	7%	
Iran	33%	27%	32%	8%	6%	

Iraq	13%	58%	26%	3%	-45%
Ireland	33%	19%	44%	3%	14%
Israel	18%	40%	35%	7%	-22%
Italy	8%	55%	30%	6%	-47%
Japan	12%	20%	43%	25%	-8%
Korea, Rep (South)	16%	34%	49%	1%	-18%
Kosovo	33%	21%	41%	5%	12%
Latvia	13%	30%	48%	10%	-17%
Lebanon	20%	52%	26%	2%	-32%
Macedonia	25%	30%	38%	7%	-5%
Mexico	20%	42%	38%	0%	-22%
Mongolia	19%	51%	29%	1%	-32%
Morocco	53%	9%	25%	13%	44%
Netherlands	23%	21%	45%	12%	2%
Nigeria	74%	13%	10%	3%	61%
Pakistan	58%	8%	28%	6%	50%
Palestinian territories (West Bank and Gaza)	14%	48%	32%	5%	-34%
Panama	32%	14%	51%	4%	18%
Papua New Guinea	42%	32%	19%	6%	10%
Peru	30%	27%	36%	7%	3%
Philippines	27%	10%	57%	6%	17%
Poland	17%	34%	43%	6%	-17%
Portugal	19%	37%	43%	1%	-18%
Russian Federation	33%	27%	30%	10%	6%
Saudi Arabia	54%	22%	23%	2%	32%
Serbia	24%	41%	31%	3%	-17%
Slovenia	24%	35%	37%	4%	-11%
South Africa	18%	63%	17%	3%	-45%
Spain	28%	29%	40%	4%	-1%
Sweden	3%	50%	45%	2%	-47%
Thailand	23%	31%	41%	5%	-8%
Tunisia	22%	61%	14%	3%	-39%
Turkey	32%	35%	28%	5%	-3%
Ukraine	22%	35%	31%	13%	-13%
United Kingdom	13%	34%	43%	9%	-21%
United States	27%	30%	35%	7%	-3%
Vietnam	62%	9%	28%	1%	53%

Optimists: 2016 will be a year of Economic Prosperity

Pessimists: 2016 will be a year of Economic Difficulty

***Neutrals:**2016 will remain the same

Weighted according to Adult Population 18+

SOURCE :WIN/Gallup International Annual Global Poll/ EOY, December 2015

Table # 2.2: ECONOMIC OPTIMISM INDEX 2016 (Region Wise)

		Q2. 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?				Net Economic Optimism
		Optimists	Pessimists	Neutrals*	Do not know / no response	Net Score of Optimists over Pessimists
		Row%	Row%	Row%	Row%	
All Regions		45%	22%	28%	5%	23%
.	East Asia & Oceania	53%	14%	30%	4%	39%
	Eastern Europe	29%	30%	30%	11%	-1%
	EU Europe	14%	41%	39%	6%	-27%
	Latin America	31%	32%	32%	6%	-1%
	MENA	34%	32%	27%	7%	2%
	North America	27%	30%	36%	7%	-3%
	Sub-Saharan African	45%	34%	16%	6%	11%
	West & South Asia	60%	15%	20%	5%	45%
G-7		18%	34%	38%	10%	-16%
.	United States of America	27%	30%	35%	7%	-3%
	Canada	23%	31%	40%	6%	-8%
	Germany	12%	49%	35%	5%	-37%
	France	10%	43%	42%	5%	-33%
	United Kingdom	13%	34%	43%	9%	-21%
	Italy	8%	55%	30%	6%	-47%
	Japan	12%	20%	43%	25%	-8%
BRIC		60%	15%	22%	3%	45%
.	Brazil	32%	35%	29%	4%	-3%
	Russian Federation	33%	27%	30%	10%	6%
	India	60%	16%	19%	5%	44%
	China	65%	11%	22%	2%	54%
G-20		47%	21%	27%	5%	26%
.	United States	27%	30%	35%	7%	-3%
	Canada	23%	31%	40%	6%	-8%
	Germany	12%	49%	35%	5%	-37%
	France	10%	43%	42%	5%	-33%
	United Kingdom	13%	34%	43%	9%	-21%
	Italy	8%	55%	30%	6%	-47%
	Japan	12%	20%	43%	25%	-8%
	Argentina	43%	15%	25%	17%	28%
	Korea	16%	34%	49%	1%	-18%
	Turkey	32%	35%	28%	5%	-3%
	Australia	12%	37%	43%	8%	-25%
	China	65%	11%	22%	2%	54%

India	60%	16%	19%	5%	44%
Russian Federation	33%	27%	30%	10%	6%
Brazil	32%	35%	29%	4%	-3%
Saudi Arabia	54%	22%	23%	2%	32%
South Africa	18%	63%	17%	3%	-45%
Indonesia	27%	20%	50%	3%	7%
Mexico	20%	42%	38%	0%	-22%
T3 Classification					
Prosperous (G7)	18%	34%	38%	10%	-16%
Emerging (G20 excluding G7)	54%	18%	25%	3%	36%
Aspiring Tier (All other countries)	40%	24%	30%	6%	16%
<p>East Asia & Oceania: Australia, China, Fiji, Hong Kong, Indonesia, Japan, Korea, Rep (South), Mongolia, Papua New Guinea, Philippines, Thailand and Vietnam</p> <p>Eastern Europe: Armenia, Azerbaijan, Bosnia and Herzegovina, Kosovo, Macedonia, Russian Federation, Serbia and Ukraine.</p> <p>EU Europe: Austria, Belgium, Bulgaria, Czech Republic ,Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Netherlands ,Poland ,Portugal, Slovenia, Spain, Sweden and United Kingdom</p> <p>Latin America: Argentina, Brazil, Colombia, Ecuador, Mexico, Panama and Peru.</p> <p>MENA: Algeria, Iraq, Iran, Lebanon, Morocco, Palestinian territories (West Bank and Gaza), Saudi Arabia, Tunisia and Turkey</p> <p>North America: Canada and United States.</p> <p>Sub-Saharan Africa: DR.Congo, Ethiopia, Ghana, Nigeria, South Africa.</p> <p>West & South Asia: Afghanistan, Bangladesh, India, Israel and Pakistan.</p> <p>Optimists: 2016 will be a year of Economic Prosperity</p> <p>Pessimists: 2016 will be a year of Economic Difficulty</p> <p>*Neutrals: 2016 will remain the same</p> <p>Weighted according to Adult Population 18+</p> <p>SOURCE: WIN/Gallup International Annual Global Poll/ EOY, December 2015</p>					

Table # 2.3: ECONOMIC OPTIMISM INDEX (Demographics Wise)

		Q2. 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?				Net Economic Optimism
		Economic prosperity	Economic difficulty	Remain the same	I don't know / I prefer not to answer	Net Score of Optimists over Pessimists
		Row%	Row%	Row%	Row%	
Gender		45%	22%	28%	5%	23%
D1. Gender	Male	47%	21%	28%	4%	26%
	Female	44%	22%	28%	6%	22%
Age		45%	22%	28%	5%	23%
D2A. Age.	Under 34	50%	19%	26%	4%	31%
	35 - 54	43%	22%	29%	6%	21%
	55+	39%	26%	29%	6%	13%
Monthly Household Income		45%	22%	28%	5%	23%
D3. Income	Low (Bottom quintile/20%)	33%	28%	30%	8%	5%
	Medium low (Second quintile/20%)	40%	25%	29%	6%	15%
	Medium (Third quintile/20%)	40%	24%	32%	4%	16%
	Medium high (Fourth quintile/20%)	57%	16%	24%	3%	41%
	High (Top quintile/20%)	51%	18%	29%	2%	33%
	I don't know / I prefer not to answer	42%	24%	24%	10%	18%
Education		45%	22%	28%	5%	23%
D4. Education: Highest attained	No education/only basic education	41%	24%	23%	11%	17%
	Completed primary	48%	22%	24%	6%	26%
	Completed secondary school	39%	25%	30%	6%	14%
	Completed High level education (University)	49%	20%	28%	4%	29%
	Completed Higher level of education (Masters,	48%	20%	30%	2%	28%

	PHD, etc.)					
	I don't know / I prefer not to answer	46%	15%	18%	21%	31%
Religion		45%	22%	28%	5%	23%
D6. Do you consider yourself:	Roman Catholic	26%	31%	37%	5%	-5%
	Russian or Eastern Orthodox	31%	34%	28%	7%	-3%
	Protestant	24%	40%	31%	5%	-16%
	Other Christian	32%	32%	28%	7%	0%
	Hindu	61%	18%	20%	1%	43%
	Muslim	43%	21%	30%	5%	22%
	Jewish	19%	25%	52%	4%	-6%
	Buddhist	39%	25%	33%	3%	14%
	Other	26%	33%	32%	8%	-7%
	Atheist/agnostic	59%	14%	25%	2%	45%
	I don't know / I prefer not to answer	47%	20%	25%	8%	27%
<p>Optimists: 2016 will be a year of Economic Prosperity Pessimists: 2016 will be a year of Economic Difficulty *Neutrals:2016 will remain the same</p> <p>Weighted according to Adult Population 18+ SOURCE :WIN/Gallup International Annual Global Poll/ EOY, December 2015</p>						

Table # 3.1: HAPPINESS INDEX 2016 (Country Wise)

		Q3a. In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?				Net Happiness
		Happy	Neutral*	Unhappy	Do not know / no response	Net Score of Happy Over Unhappy
		Row%	Row%	Row%	Row%	
Global average		66%	23%	10%	1%	56%
Countries in Alphabetical order	Afghanistan	42%	30%	28%	0%	14%
	Algeria	59%	28%	11%	2%	48%
	Argentina	81%	16%	2%	0%	79%
	Armenia	53%	41%	6%	1%	47%
	Australia	61%	23%	14%	1%	47%
	Austria	69%	24%	6%	1%	63%
	Azerbaijan	81%	18%	0%	1%	81%
	Bangladesh	66%	28%	4%	2%	62%
	Belgium	55%	35%	10%	0%	45%
	Bosnia and Herzegovina	55%	31%	14%	0%	41%
	Brazil	67%	19%	13%	1%	54%
	Bulgaria	39%	47%	9%	6%	30%
	Canada	69%	21%	9%	1%	60%
	China	78%	18%	4%	0%	74%
	Colombia	87%	10%	2%	1%	85%
	Congo, Democratic Republic (DR.Congo)	49%	29%	19%	2%	30%
	Czech Republic	46%	41%	11%	2%	35%
	Denmark	75%	16%	9%	1%	66%
	Ecuador	79%	18%	4%	0%	75%
	Ethiopia	72%	12%	16%	0%	56%
	Fiji	86%	9%	4%	0%	82%
	Finland	73%	18%	7%	1%	66%
	France	42%	49%	9%	1%	33%
	Germany	57%	26%	17%	1%	40%
	Ghana	51%	22%	27%	1%	24%
	Greece	29%	50%	20%	1%	9%
Hong Kong	40%	43%	16%	0%	24%	
Iceland	78%	17%	4%	1%	74%	
India	58%	23%	19%	0%	39%	
Indonesia	78%	17%	6%	0%	72%	
Iran	50%	38%	11%	1%	39%	
Iraq	26%	36%	38%	0%	-12%	

Ireland	57%	26%	17%	0%	40%
Israel	n/a	n/a	n/a	n/a	n/a
Italy	44%	43%	11%	2%	33%
Japan	55%	33%	3%	9%	52%
Korea, Rep (South)	55%	35%	9%	1%	46%
Kosovo	61%	27%	12%	1%	49%
Latvia	49%	39%	7%	5%	42%
Lebanon	57%	20%	23%	0%	34%
Macedonia	51%	35%	11%	2%	40%
Mexico	78%	19%	2%	0%	76%
Mongolia	74%	23%	3%	0%	71%
Morocco	74%	18%	7%	1%	67%
Netherlands	65%	30%	5%	1%	60%
Nigeria	79%	8%	13%	0%	66%
Pakistan	64%	29%	4%	2%	60%
Palestinian territories (West Bank and Gaza)	41%	32%	26%	1%	15%
Panama	83%	13%	4%	0%	79%
Papua New Guinea	77%	13%	10%	0%	67%
Peru	67%	25%	6%	1%	61%
Philippines	77%	16%	7%	0%	70%
Poland	58%	30%	11%	1%	47%
Portugal	50%	39%	10%	1%	40%
Russian Federation	55%	37%	5%	2%	50%
Saudi Arabia	86%	9%	4%	0%	82%
Serbia	52%	38%	9%	2%	43%
Slovenia	54%	39%	6%	0%	48%
South Africa	55%	27%	17%	1%	38%
Spain	55%	35%	10%	1%	45%
Sweden	59%	33%	7%	1%	52%
Thailand	57%	32%	9%	2%	48%
Tunisia	35%	36%	28%	2%	7%
Turkey	55%	29%	14%	1%	41%
Ukraine	54%	38%	5%	3%	49%
United Kingdom	53%	30%	16%	1%	37%
United States	59%	23%	16%	1%	43%
Vietnam	81%	18%	1%	0%	80%

Happy: Happy + Very Happy
Unhappy: Unhappy + Very Unhappy
***Neutrals:** Neither happy nor unhappy

Weighted according to Adult Population 18+

SOURCE :WIN/Gallup International Annual Global Poll/ EOY, December 2015

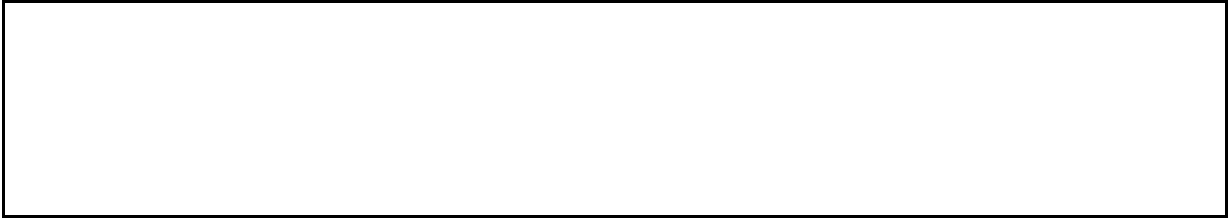


Table # 3.2: HAPPINESS INDEX 2016 (Regions Wise)

		Q3a. In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?				Net Happiness
		Happy	Neutral*	Unhappy	Do not know / no response	Net Score of Happy Over Unhappy
		Row%	Row%	Row%	Row%	
All Regions		66%	23%	10%	1%	56%
.	East Asia & Oceania	75%	20%	5%	1%	70%
	Eastern Europe	55%	37%	6%	2%	49%
	EU Europe	52%	35%	12%	1%	40%
	Latin America	72%	18%	9%	1%	63%
	MENA	55%	30%	14%	1%	41%
	North America	60%	23%	16%	1%	44%
	Sub-Saharan African	64%	18%	17%	1%	47%
West & South Asia		59%	24%	17%	0%	42%
G-7		55%	30%	13%	3%	42%
.	United States of America	59%	23%	16%	1%	43%
	Canada	69%	21%	9%	1%	60%
	Germany	57%	26%	17%	1%	40%
	France	42%	49%	9%	1%	33%
	United Kingdom	53%	30%	16%	1%	37%
	Italy	44%	43%	11%	2%	33%
	Japan	55%	33%	3%	9%	52%
BRIC		69%	20%	10%	0%	59%
.	Brazil	67%	19%	13%	1%	54%
	Russian Federation	55%	37%	5%	2%	50%
	India	58%	23%	19%	0%	39%
	China	78%	18%	4%	0%	74%
G-20		66%	23%	10%	1%	56%
.	United States	59%	23%	16%	1%	43%
	Canada	69%	21%	9%	1%	60%
	Germany	57%	26%	17%	1%	40%
	France	42%	49%	9%	1%	33%
	United Kingdom	53%	30%	16%	1%	37%
	Italy	44%	43%	11%	2%	33%
	Japan	55%	33%	3%	9%	52%
	Argentina	81%	16%	2%	0%	79%
	Korea	55%	35%	9%	1%	46%
	Turkey	55%	29%	14%	1%	41%
	Australia	61%	23%	14%	1%	47%
	China	78%	18%	4%	0%	74%
India	58%	23%	19%	0%	39%	

Russian Federation	55%	37%	5%	2%	50%
Brazil	67%	19%	13%	1%	54%
Saudi Arabia	86%	9%	4%	0%	82%
South Africa	55%	27%	17%	1%	38%
Indonesia	78%	17%	6%	0%	72%
Mexico	78%	19%	2%	0%	76%
T3 Classification					
Prosperous (G7)	55%	30%	13%	3%	42%
Emerging (G20 excluding G7)	69%	21%	10%	0%	59%
Aspiring Tier (All other countries)	63%	26%	9%	1%	54%
<p>East Asia & Oceania: Australia, China, Fiji, Hong Kong, Indonesia, Japan, Korea, Rep (South), Mongolia, Papua New Guinea, Philippines, Thailand and Vietnam</p> <p>Eastern Europe: Armenia, Azerbaijan, Bosnia and Herzegovina, Kosovo, Macedonia, Russian Federation, Serbia and Ukraine.</p> <p>EU Europe: Austria, Belgium, Bulgaria, Czech Republic ,Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Netherlands ,Poland ,Portugal, Slovenia, Spain, Sweden and United Kingdom</p> <p>Latin America: Argentina, Brazil, Colombia, Ecuador, Mexico, Panama and Peru.</p> <p>MENA: Algeria, Iraq, Iran, Lebanon, Morocco, Palestinian territories (West Bank and Gaza), Saudi Arabia, Tunisia and Turkey</p> <p>North America: Canada and United States.</p> <p>Sub-Saharan Africa: DR.Congo, Ethiopia, Ghana, Nigeria, South Africa.</p> <p>West & South Asia: Afghanistan, Bangladesh, India, Israel and Pakistan.</p> <p>Happy: Happy + Very Happy Unhappy: Unhappy + Very Unhappy *Neutrals: Neither happy nor unhappy</p> <p>Weighted according to Adult Population 18+ SOURCE: WIN/Gallup International Annual Global Poll/ EOY, December 2015</p>					

Table # 3.3: HAPPINESS INDEX 2016 (Demographics Wise)

		Q3a. In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?				Net Happiness
		Happy	Neutral*	Unhappy	Do not know / no response	Net Score of Happy Over Unhappy
		Row%	Row%	Row%	Row%	
Gender		66%	23%	10%	1%	56%
D1. Gender	Male	66%	23%	11%	1%	55%
	Female	66%	24%	10%	1%	56%
Age		66%	23%	10%	1%	56%
D2A. Age.	Under 34	67%	22%	10%	1%	57%
	35 - 54	64%	24%	11%	1%	53%
	55+	66%	24%	9%	1%	57%
Monthly Household Income		66%	23%	10%	1%	56%
D3. Income	Low (Bottom quintile/20%)	50%	30%	18%	2%	32%
	Medium low (Second quintile/20%)	57%	25%	17%	1%	40%
	Medium (Third quintile/20%)	66%	24%	9%	1%	57%
	Medium high (Fourth quintile/20%)	74%	20%	6%	0%	68%
	High (Top quintile/20%)	75%	20%	5%	0%	70%
	I don't know / I prefer not to answer	65%	24%	9%	2%	56%
Education		66%	23%	10%	1%	56%
D4. Education: Highest attained	No education/only basic education	54%	30%	16%	1%	38%
	Completed primary	57%	24%	18%	1%	39%
	Completed secondary school	64%	25%	10%	1%	54%
	Completed High level education (University)	71%	22%	6%	1%	65%
	Completed Higher level of education (Masters, PHD, etc.)	70%	21%	10%	0%	60%
	I don't know / I prefer not to	53%	26%	12%	9%	41%

	answer					
Religion		66%	23%	10%	1%	56%
D6. Do you consider yourself:	Roman Catholic	66%	24%	10%	1%	56%
	Russian or Eastern Orthodox	57%	33%	9%	1%	48%
	Protestant	64%	22%	12%	1%	52%
	Other Christian	62%	22%	15%	1%	47%
	Hindu	70%	24%	5%	1%	65%
	Muslim	66%	25%	9%	1%	57%
	Jewish	61%	27%	12%	0%	49%
	Buddhist	65%	26%	8%	1%	57%
	Other	57%	26%	15%	1%	42%
	Atheist/agnostic	75%	20%	5%	0%	70%
	I don't know / I prefer not to answer	56%	26%	17%	2%	39%
<p>Happy: Happy + Very Happy Unhappy: Unhappy + Very Unhappy *Neutrals: Neither happy nor unhappy</p> <p>Weighted according to Adult Population 18+ SOURCE :WIN/Gallup International Annual Global Poll/ EOY, December 2015</p>						



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