



Celebrating 34 years of The World's Leading Global Barometer (1977-2011)

Economic prospects in 2012:

Global gloom is on the rise

Findings from the World's leading Global Barometer

Leusden, januari 2012 — A new global poll conducted on the eve of new year confirms the downward trend in popular hopes about economic well-being in 2012. The survey also confirms that the gloom is thicker in Europe and North America compared to the rest of the world. The global survey was carried out by the world's largest independent network of opinion pollsters, WIN-Gallup International in over 50 countries (with more than 45,000 interviews), covering the vast majority of world population. The network has conducted this annual poll since 1977 and finds the latest year as one of the most pessimistic.

According to the WIN-Gallup International global barometer of hope and despair, 31% of the world are today hopeful about the economic prospects in 2012, while 34% expect it to be worse than the year which is just ending. As for the remaining 27% expect no change from previous year, and 8% were unable to give a response.

The global survey reveals that despair about economic prospects is led by Europe and followed by North America. Many in the rest of the world notably China remain hopeful. Of the 50 countries polled, 34 are on the whole pessimist showing that the pessimists in those countries outnumber optimists, while 15 are optimists showing that pessimists are outnumbered by optimists. Only in one country (India) the pessimists and optimists are exactly equal.

The global trend in pessimism is led by France where Net Hope is -80% while the optimists are led by Nigeria where Net Hope is +80%. Other nations are in between for example the Net Hope in USA is -21% and in China it is +21%.

The Net Hope in **Netherlands** is -48% with 6% hopefuls, and 54% pessimists; the remaining expecting no change or being unable to respond.

The Global Youth refuse to lose hope

The global data shows a common trait among world-wide youth. Compared to their elders, those under 30 are more hopeful about economic prospects in 2012. Thus net hope among the world-wide under 30 is +9%; it declines to -5% among those between the ages of 30-50; declines further to -19% among people of age 51-65 and is the lowest at -32% among the age 65+.

Top 10 gainers and losers in net hope

The top 10 gainers during the last year (even if from a low base) include 4 Asian nations (Azerbaijan, Turkey, Pakistan and Iraq); 2 African nations (Cameroon and Nigeria); one from Latin America (Colombia) and 3 European nations (Iceland, Romania and Macedonia)

The top 10 losers in net hope include 9 European national (Austria, Belgium, Sweden, Germany, Bosnia, Denmark, Switzerland, Finland and Russia) and one Latin American (Peru).

Survey methodology:

A total of 45.320 persons were interviewed globally. In each country a national probability sample of around 1.000 men and women was interviewed either face to face (28 countries; n=27.266), via telephone (12 countries; n=10.884) or online (10 countries; n=7.156). 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.

Worldwide Independent Network (WIN) of Market Research

MarketResponse is a member of the GIA/WIN network. This network is composed of the 51 largest independent market research and polling firms in their respective country with a combined revenue of over \$500 Million and covering 89% of the world's market. These firms came together to create a global platform on which International Business can be exchanged, while still delivering the highest quality of expertise, professionalism and client care.

GIA/WIN provides flexibility and speed to conduct research globally or in specific regions depending on the client's demands. Our network offers more than global presence to its Members. It offers a cosmopolitan solution. Beyond enabling international research, WIN allows each Member to conduct the most appropriate research in any given region or on a global scale. <http://www.winmr.com>

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.Gallup-international.com*