



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

Dr. Nabil Kukali:”Palestinians feel happy, despite the economic pessimism”

WIN/Gallup International, the world’s leading association in market research and polling, has published today its 39th End of Year Survey 2015 exploring the outlook, expectations, views and beliefs of 66040 people from 68 countries across the globe.

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. 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 services. The State of Palestine is represented in **WIN/Gallup International** by the *Palestinian Centre for Public Opinion (PCPO)* presided and run by Dr. Nabil Kukali, who is also the founder of this globally renowned institution. **Hereunder are the survey results:**



- 66% of the world 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. When it comes to a demographic breakdown (age category), young people prove to be considerably more optimistic than older people with (31 %) net optimistic for young people under (34) years compared to just (13 %) for older people (over 55 years).

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.”

Regarding the Palestinian Territories (West Bank and Gaza Strip), the results were as follows:

Regarding the question:” Q1. As far as you are concerned, do you think that 2016 will be better, worse or the same than 2015?”, (22 %) said “it will be better”, (49 %) said:”it will be worse”, (24 %) “there will be no change”, and (5 %) said:”I don’t know / or refused”. The conclusion is that the **Net Hope (net score of optimists over pessimists) is – 27 %**.

And with respect to the question: “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?”, (14 %) answered:”it will be a year of prosperous economy in Palestine” against (48 %), who answered:”it will be a year of difficult economy”, whilst (32 %) said “there will be no change” and (5 %) said:”I don’t know”/ or refused. This means that the **Net Economic Optimism is -34 %**.

And in regard to the final question: "In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about your life?", (41 %) to various degrees said: "I feel happy", (32 %) answered: "neither happy nor unhappy", and (26 %) said, to various degrees, that they feel unhappy about their life, whilst only a marginal (1 %) said: "I don't know" or refused to answer the question. In conclusion, the **Net Happiness** among the Palestinians is **(15 %)**, which is a fair rate compared with other countries, such as Tunisia, Greece or even Iraq.

Comment of Dr. Nabil Kukali

Dr. Nabil Kukali, the renowned economic expert and president of the Palestinian Centre for Public Opinion (**PCPO**) commented the outcome of this poll saying that the Palestinian public are happy despite their pessimistic outlook on the economic situation for the next year 2016. **Dr. Kukali** referred this pessimistic outlook to the economic crisis the Palestinian territories are passing through due to the halt of the American financial aid, the scarcity of the donors' financial contributions, the prevailing difficult security conditions, that fundamentally affect all the economic sectors, particularly the tourism sector; not to mention the hindrances and restrictions imposed by the occupation on all aspects of the daily life. "In spite of all this", **Dr. Kukali** added, "you find the Palestinian citizen happy about his life, optimistic and content, as having only money is part of the happiness, not all the happiness. And having a wealth could sometimes turn into misfortune". **Dr. Kukali** further stressed the point that the Palestinian people have achieved with their wise leadership accomplishments that call for optimism and happiness, such as the increasing recognition of the world of their independent Palestinian State with East Jerusalem as its capital. **Dr. Kukali** further stressed that "Palestinians feel happy and are optimistic for the young people they raise; young men and women, who are eager to learn and get the know-how up-to-date and are ambitious to get rid of this obnoxious occupation, which will one day leave, sooner or later."

Methodology:

The WIN/Gallup International survey is an annual tradition, a global barometer for hope, happiness and despair, that is 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.

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