

IF 2020 WILL BE REMEMBERED AS THE YEAR OF THE PANDEMIC AND LOCKDOWN, THE WORLD'S POPULATION ARE DECIDEDLY MORE OPTIMISTIC FOR 2021.

More than two in five (43%) believe that the next twelve months will be better than the last, 24% that it will be worst and 26% the same. Pessimism is highest in Hong Kong (57% it will get worse) while optimism is strongest in Azerbaijan (73% that it will get better).

These are the results from the world's longest running global survey started in 1979 by Gallup International. Covering more than 40 countries and speaking with over 38,000 adults the results also show that while being more optimistic about 2021 the feeling does not stretch when asked to consider the global economy. In a blow to many businesses, it seems that consumer spending is likely to be slow next year. Just under one in two (46%) believe 2021 will be a year of economic difficulty with only 25% believing it will be a year of economic prosperity.

Globally it is citizens of the EU that drive this pessimism; as the pandemic in many EU countries shows no signs of being under control 63% believe next year will be one of economic difficulty.

However, despite the economic pessimism happiness appears to shine through; 54% of the world's population describe themselves as happy with only 14% saying they are unhappy.

Kantcho Stoychev, President of GIA: *"In such a rare case when we have a real global public opinion the World as a hole keeps its optimism for the next year but pessimistic attitudes are dominant in more countries than usual. While people expect the coming 2021 to bring the end of the pandemic there are no illusions that the economic difficulties are going to be overcome in short terms. For sure the discussion on the balance between health protection and prosperity will be in the focus of global attention for years to come."*

Methodology:

The Gallup International End of Year Survey (EoY) 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 in 41 countries around the world.

Regions coverage:

- EU Total - combines EU West and EU East
- EU West – Austria, Finland, Germany, Italy, Spain, UK
- EU East – Bulgaria, Czech Republic, Poland
- Non-EU Europe –Armenia, Bosnia&Herzegovina, Georgia, Kosovo, North Macedonia, Serbia, Switzerland
- Latin America – Argentina, Columbia, Ecuador, Mexico, Peru
- East Asia – Hong Kong, Indonesia, Japan, Philippines, Malaysia, Republic of Korea, Thailand, Vietnam,
- West Asia – Afghanistan, Azerbaijan, Kazakhstan, Kyrgyzstan, Pakistan, Turkey
- Africa – Nigeria, Ghana
- USA, India and Russia are not included in any other regional category

Sample Size and Mode of Field Work:

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).



A total of 38,709 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed during October-December 2020 either face to face, via telephone or online.

The margin of error for the survey is between +3-5% at 95% confidence level.

About Gallup International

Gallup International Association (GIA) is the leading global independent association in market research and polling.

For over 70 years Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 Members and partners 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.

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End of Year Survey 2020 Participants
(GIA Members and Partners presented in alphabetical order)

Country	Vendor Company	Sample size	Method	Fieldwork	Universe
AFGHANISTAN	ACSOR-Surveys	1724	F2F	14-28.11.2020	National,18+
ARGENTINA	Voices! Research & Consultancy	1010	CAWI	05-16.11.2020	National,18+
ARMENIA	MPG LLC	1002	CATI	25.11-02.12.2020	National,18+
AUSTRIA	Österreichisches Gallup Institut	1000	CAWI	25-30.11.2020	National,14+
AZERBAIJAN	SIAR Research and Consulting Group	500	Telephone	21.11-07.12.2020	National,18-64
BOSNIA & HERZEGOVINA	Mareco Index Bosnia	1000	Online/CATI	30.11-11.12.2020	National,18+
BULGARIA	Gallup International	808	F2F	29.10-06.11.2020	National,18+
COLOMBIA	Centro Nacional de Consultoría	500	CATI	16-20.11.2020	Urban,18+
CZECH REPUBLIC	MARECO Ltd. Praha	1000	F2F	27.11-11.12.2020	National,18+
ECUADOR	CEDATOS	700	CATI	15-29.11.2020	Big Cities ,16+
FINLAND	Taloustutkimus Oy	1193	Online panel	04-07.12.2020	National,18+
GEORGIA	GORBI	1008	*	November 2020	*
GERMANY	GIA	1000	Online	03-09.12.2020	National,16+
GHANA	Positive Insights	1000	CATI	02-16.12.2020	National,18+
HONG KONG	CSG	509	Online	18-23.11.2020	National,18+
INDIA	GIA	1007	CATI	25.11-07.12.2020	National,18+
INDONESIA	Deka	1000	Online	14-25.11.2020	Big cities,15-70



IRAQ	IIACSS	1014	F2F	07.10-27.11.2020	Urban,18-92
ITALY	DOXA	1018	F2F	16-30.10.2020	National,15+
JAPAN	NRC	1151	F2F	30.10-11.11.2020	National,18-79
KAZAKHSTAN	BISAM - CENTRAL ASIA	500	Telephone	27.11-07.12.2020	National,16+
KOSOVO	Be Research LLC	1189	Telephone	December 2020	National,18+
KYRGYZSTAN	M-VECTOR	441	CATI	06-13.11.2020	National,18+
NORTH MACEDONIA	BRIMA	504	CATI	01-09.12.2020	National,18+
MALAYSIA	Central Force	1003	CATI	29.10-16.11.2020	Nationa ,18+
MEXICO	BRAIN	500	Online	13-23.11.2020	Big Cities,18-64
NIGERIA	Market Trends International	1000	F2F	16-30.11.2020	National,18+
PAKISTAN	Gallup Pakistan	1030	CATI	09.10-02.11.2020	National,18+
PERU	DATUM Internacional	1210	Online/F2F	02-05.11.2020	National,18-70
PHILIPPINES	PSRC	1000	CATI/CAWI	17.11-01.12.2020	National,18-65
POLAND	MARECO POLSKA	1006	F2F	01-18.10.2020	National,18+
RUSSIA	Romir	1500	F2F	12-18.11.2020	National,18+
SERBIA	TNS Medium Gallup	1008	F2F	09.10.-04.11.2020	National,18+
REPUBLIC OF KOREA	Gallup Korea	1500	F2F	07-29.11.2020	National,19+
SPAIN	SIGMA DOS	920	CATI	31.10-11.11.2020	National,18+
SWITZERLAND	Gallup AG	1000	Online	09-15.12.2020	National,16+
THAILAND	Infosearch co.ltd	600	F2F	26.10-20.11.2020	National,18+
TURKEY	Barem	681	CATI	17-30.11.2020	National,18+
UK	ORB International	1000	Online	11-15.12.2020	National,18+



USA	Survey Monkey	1373	Online panel	04.12.2020	National,18+
VIETNAM	Indochina Research	600	F2F	November 2020	Big Cities, 18-64