



Prepared on  
December 31, 2011

## Global Barometer on Hope and Despair

# Hong Kong

Trend data: 1987-2011

(for all years for which data are available)

### Volume 2: Country Report Series



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

**Courtesy:**

The preparation of this Report and compilation of the trend data (1977-2011) has been done with the courtesy of Gallup Pakistan ([www.gallup.com.pk](http://www.gallup.com.pk)) and Gilani Research Foundation ([www.gilanifoundation.com](http://www.gilanifoundation.com)) as a public service for members of Gallup International Association. For any further details please contact: [Rushna.Shahid@gallup.com.pk](mailto:Rushna.Shahid@gallup.com.pk)

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**FOREWORD**

# **The World's First and the Leading Global Barometer**

The Global Barometer of Hope and Despair, conducted on the eve of every new year since 1977, happens to be the world's first Global Barometer. It was initiated and led by the renowned pollster Dr. George Gallup in that year and has since been conducted annually by research institutes affiliated with Gallup International and other associated research institutions. In 2011 we will be celebrating 34 years of its success.

In 1977 the world was still a stranger to modern computing machines on everyone's desk. It was a world in which the old Main Frame computers were available to the fortunate. Others performed their tasks in more primitive ways. The mode of communication was the Post Office supplemented by what was known as the "Telegraph and Telex Machine". Despite these limitations, the first Global Barometer was conducted by 22 Gallup International Association members across the globe. They included all the G7 countries as well as key countries from all continents. The number of countries has since risen considerably and the survey now covers a highly representative sample of global population. In 2011 the survey covers 58 countries from all parts of Asia, Africa, Latin America and Australasia.

Considering that the Global Barometer was initiated in 1977 under conditions which would now seem primitive by way of international communications as well as information technology, the archives of the Global Barometer were not in a position to present trend data in usable form. It has taken some effort to construct time series data.

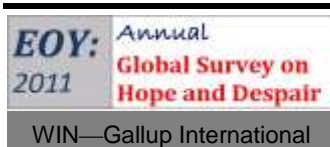
It was a proud privilege for Gallup Pakistan to have accomplished that task in 2010. Despite being relatively limited in its scope, the trend data information is now usable and amendable to updation. It has been updated for the latest year (EOY: 2011)

In the covers of these pages you will find a simple computation of the top lines of country data for all years when the survey was conducted in that country. We hope that we will further refine these Reports, in due course of time.

We would particularly like to thank the team at Gallup Pakistan as well as Ms. Armida Wagman at the Gallup International Secretariat who in 2010 helped compile the trend data for the first 33 years of the series. We very much hope that with the active support of the Expert Group on Opinion Research (details on the Blog of the Group) at WIN-Gallup International we will be able to further pursue this task.

Jean-Marc Leger  
President WIN-Gallup International  
and

Dr. Ijaz Shafi Gilani  
Chair, Expert Group on Opinion Research  
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December 20, 2011





**WIN-Gallup International Team of  
END OF YEAR SURVEY: 2011**

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**Trend of Hope and Despair in Hong Kong**  
1987-2011  
(for all years for which data are available)

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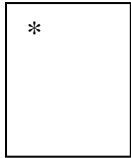
(In alphabetical order of Country Name)

Name/Company/Country	Picture	Name/Company/Country	Picture
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**Trend of Hope and Despair in Hong Kong**  
1987-2011  
(for all years for which data are available)



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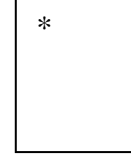
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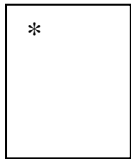
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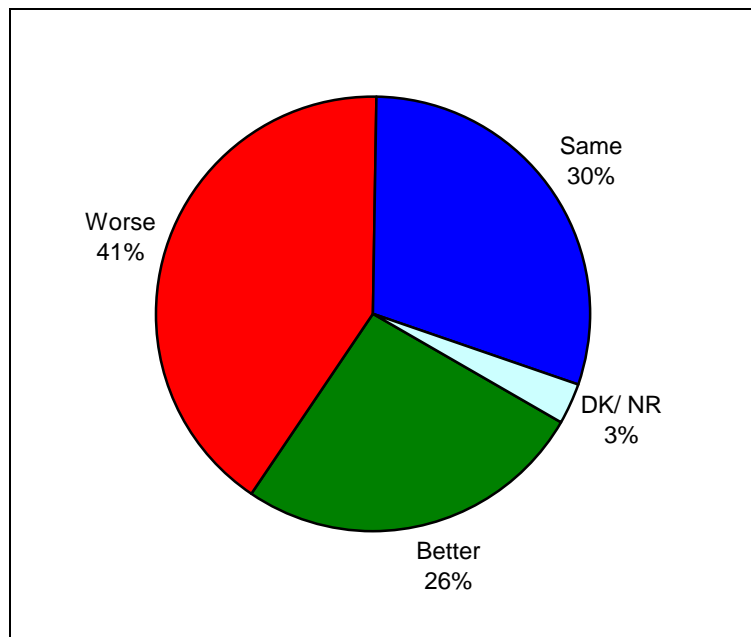


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## Graph for Hope and Despair in for Year 2011

Question: **So far as you are concerned do you think that 2012 will be better or worse than 2011?**



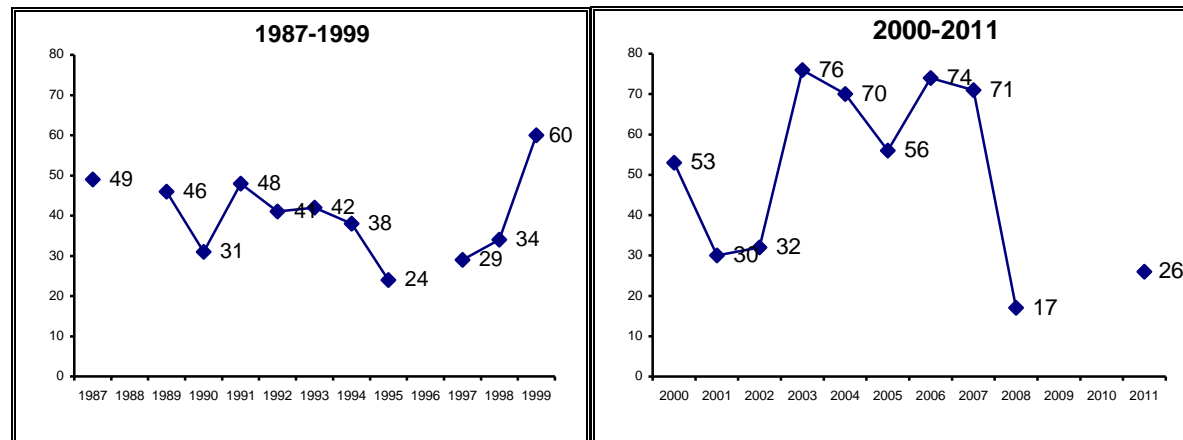
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)

(Note applicable for all tables ahead): Rounding off to 100:  
When the total does not add up to 100, it is because of rounding off issues.



The trend of  
**Hope and Despair in Hong Kong**  
(1987-2011)

**HOPE**

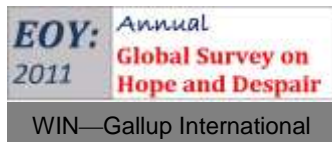


Note: Reported for all the years for which survey was carried out and data are available.

Year	1987	1989	1990	1991	1992	1993	1994	1995	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2011
Hope	49	46	31	48	41	42	38	24	29	34	60	53	30	32	76	70	56	74	71	17	26

Percent of Respondents

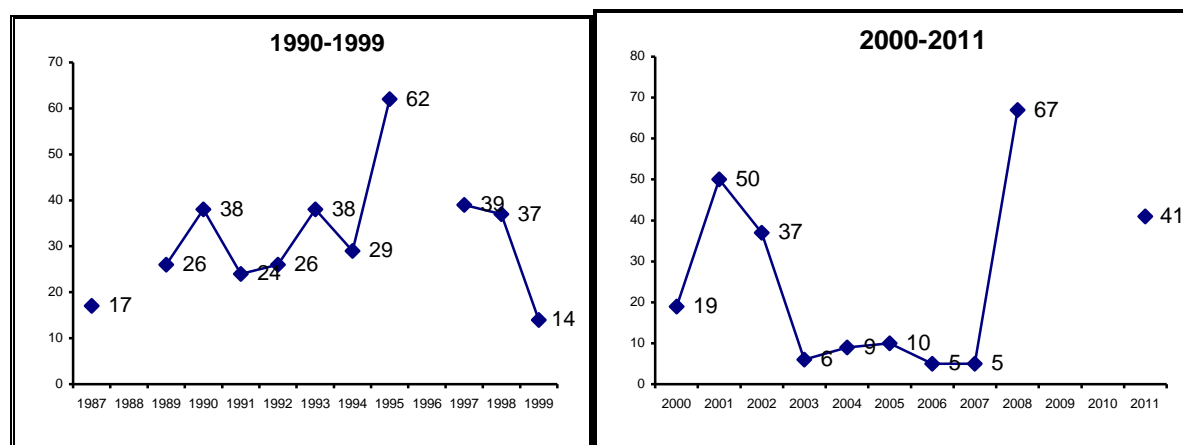
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)





**Trend of Hope and Despair in Hong Kong**  
1987-2011  
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# DESPAIR



Note: Reported for all the years for which survey was carried out and data are available.

	Percent of Respondents																				
Year	1987	1989	1990	1991	1992	1993	1994	1995	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2011
Hope	17	26	38	24	26	28	29	62	39	37	14	19	50	37	6	9	10	5	5	67	41

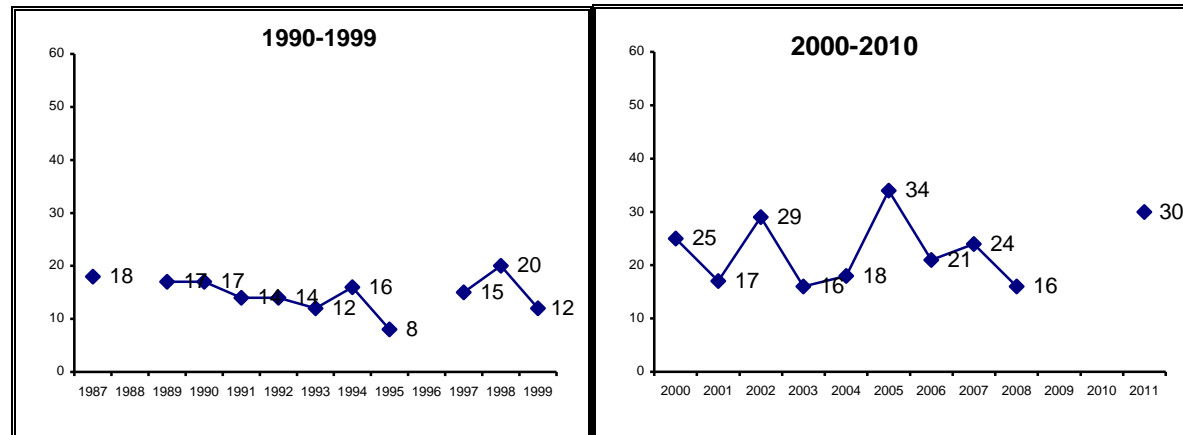
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)





**Trend of Hope and Despair in Hong Kong**  
 1987-2011  
 (for all years for which data are available)

**NO CHANGE**



Note: Reported for all the years for which survey was carried out and data are available.

Year	1987	1989	1990	1991	1992	1993	1994	1995	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2011
Hope	18	16	17	14	14	12	16	8	15	20	12	25	17	29	16	18	34	21	24	16	30

Percent of Respondents

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)





## Hope and Despair in Hong Kong

Question: **So far as you are concerned do you think that 2012 will be better or worse than 2011?**

*Percent of Respondents*

Serial #	Year	Better	Same	Worse	DK/NR
1	1987	49	18	17	16
2	1989	46	16	20	12
3	1990	31	17	38	14
4	1991	48	14	24	14
5	1992	41	14	26	19
6	1993	42	12	28	18
7	1994	38	16	29	17
8	1995	24	8	62	6
9	1997	29	15	39	17
10	1998	34	20	37	9
11	1999	60	12	14	14
12	2000	53	25	19	3
13	2001	30	17	50	3
14	2002	32	29	37	2
15	2003	76	16	6	2
16	2004	70	18	9	3
17	2005	56	34	10	-
18	2006	74	21	5	-
19	2007	71	24	5	-
20	2008	17	16	67	-
21	2011	26	30	41	3

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)





## Economic prosperity in Hong Kong

Question: **Compared with this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same?**

*Percent of Respondents*

Serial #	Years	Economic prosperity	Remain the same	Economic Difficulty	DK/NR
1	1997	15	33	40	12
2	1998	31	28	33	8
3	1999	52	31	10	7
4	2000	21	63	14	2
5	2001	9	43	47	1
6	2002	9	54	36	1
7	2003	35	59	5	1
8	2004	27	64	7	2
9	2005	31	60	9	
10	2006	54	41	5	
11	2007	58	34	8	
12	2008	5	16	79	
13	2011	11	40	48	1

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)



## Unemployment in Hong Kong

Question: **In the next 12 months do you expect the number of unemployed in ... (YOUR COUNTRY) to increase a lot, to increase slightly, remain the same, fall slightly or fall a lot?**

*Percent of Respondents*

Serial #	Years	Increase a lot	Increase slight	Remain the same	Fall Slight	Fall a lot	DK/NR
1	1997	21	43	14	9	1	12
2	1998	23	14	45	11	2	5
3	1999	7	25	27	33	2	6
4	2000	5	28	28	35	2	2
5	2001	16	50	12	18	3	1
6	2002	6	38	25	28	2	1
7	2003	2	21	23	52	2	
8	2004	2	23	27	45	2	2
9	2005	1	22	25	51	1	0
10	2006	1	19	21	58	2	0
11	2007	1	18	25	54	3	
12	2008	52	32	3	7	6	

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)



## Employment in Hong Kong

Question: **Are you now in paid employment - either full time or part time?**

*Percent of Respondents*

Serial #	Years	Full time	Part time	No
1	1997	57	3	40
2	1998	51	5	44
3	1999	52	5	43
4	2000	53	9	38
5	2001	52	7	41
6	2002	52	10	38
7	2003	50	13	37
8	2004	49	9	42
9	2005	71	11	18
10	2006	75	11	14
11	2007	72	12	16
12	2008	67	12	21

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)



## Job security in Hong Kong

Question: **Do you think your present job is safe, or do you think there's a chance you may become unemployed?**

*Percent of Respondents*

Serial #	Years	Present job safe	Chance of unemployment	DK/NR
1	1997	67	30	3
2	1998	61	3	9
3	1999	59	37	4
4	2000	63	35	2
5	2001	57	40	3
6	2002	56	42	2
7	2003	58	38	4
8	2004	63	34	3
9	2005	73	27	
10	2006	77	23	
11	2007	81	19	
12	2008	65	35	

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)



## Ease of Job in Hong Kong

Question: **If you became unemployed, do you think you'd be able to find a new job fairly quickly, or do you think it might take longer?**

*Percent of Respondents*

Serial #	Years	New job quickly	May take longer	Wouldn't look	DK/NR
1	1997	44	39	2	15
2	1998	26	44	9	21
3	1999	33	47	5	15
4	2000	34	57	6	3
5	2001	22	68	4	6
6	2002	25	66	5	4
7	2003	30	57	5	9
8	2004	36	55	3	5
9	2005	44	51	5	
10	2006	52	43	5	
11	2007	56	33	9	2
12	2008	20	72	8	

Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup.com.pk](http://www.gallup.com.pk), [www.gallup-international.com/](http://www.gallup-international.com/)



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

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