



Prepared on
December 31, 2011

Global Barometer on Hope and Despair

Korea

Trend data: 1977-2011

(for all years for which data are available)

Volume 2: Country Report Series



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) and Gilani Research Foundation (www.gilanifoundation.com) as a public service for members of Gallup International Association. For any further details please contact: 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.

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and

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Trend of Hope and Despair in Korea
1977-2011
(for all years for which data are available)



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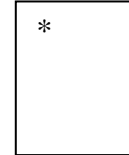
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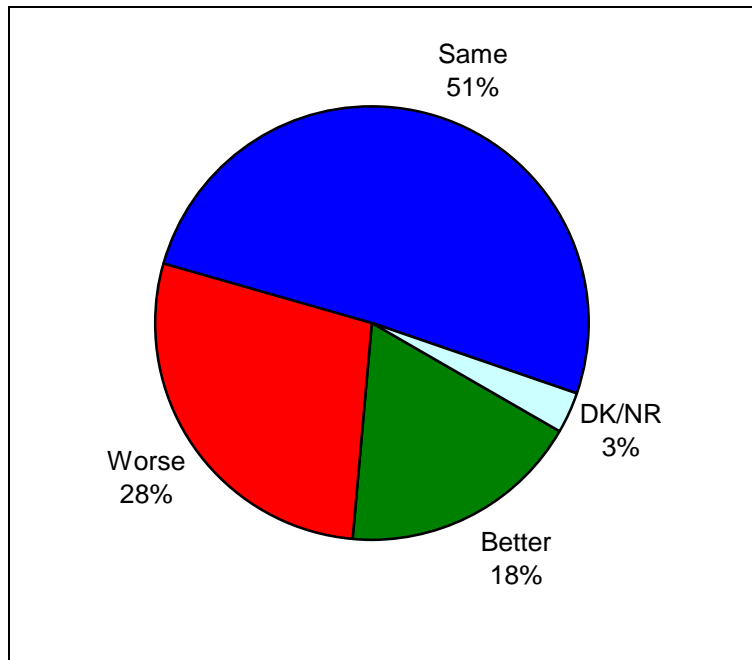


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Graph for Hope and Despair in Korea for Year 2011

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



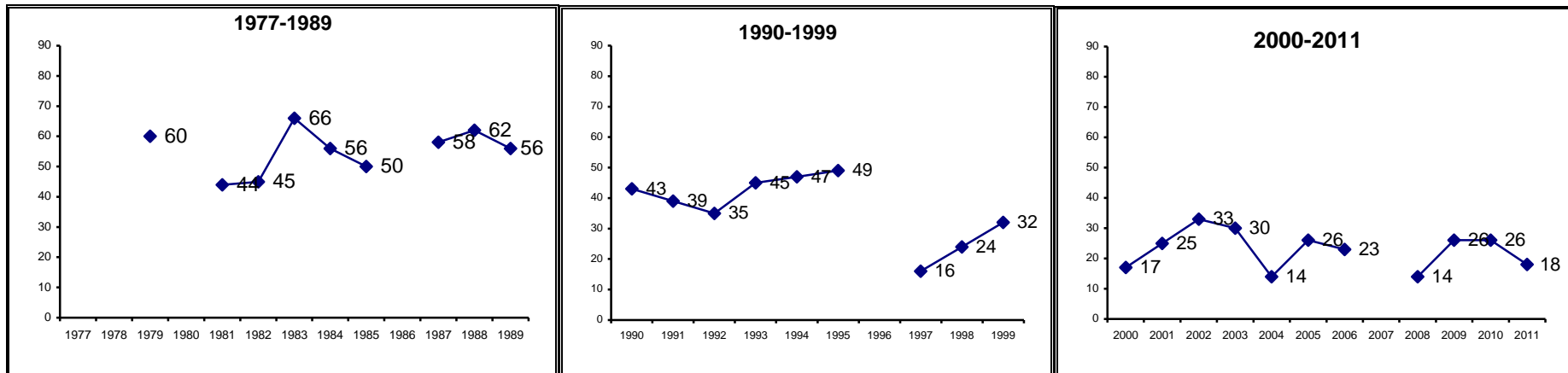
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: www.gallup.com.pk, www.gallup-international.com/

(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 Korea
 (1977-2011)

HOPE

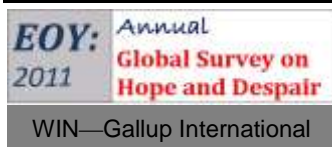


Note: Reported for all the years for which survey was carried out and data are available.

	Percent of Respondents																	
Year	1979	1981	1982	1983	1984	1985	1987	1988	1989	1990	1991	1992	1993	1994	1995	1997	1998	1999
Hope	60	44	45	66	56	50	58	62	56	43	39	35	45	47	49	16	24	32

Year	2000	2001	2002	2003	2004	2005	2006	2008	2009	2010	2011
Hope	17	25	33	30	14	26	23	14	26	26	18

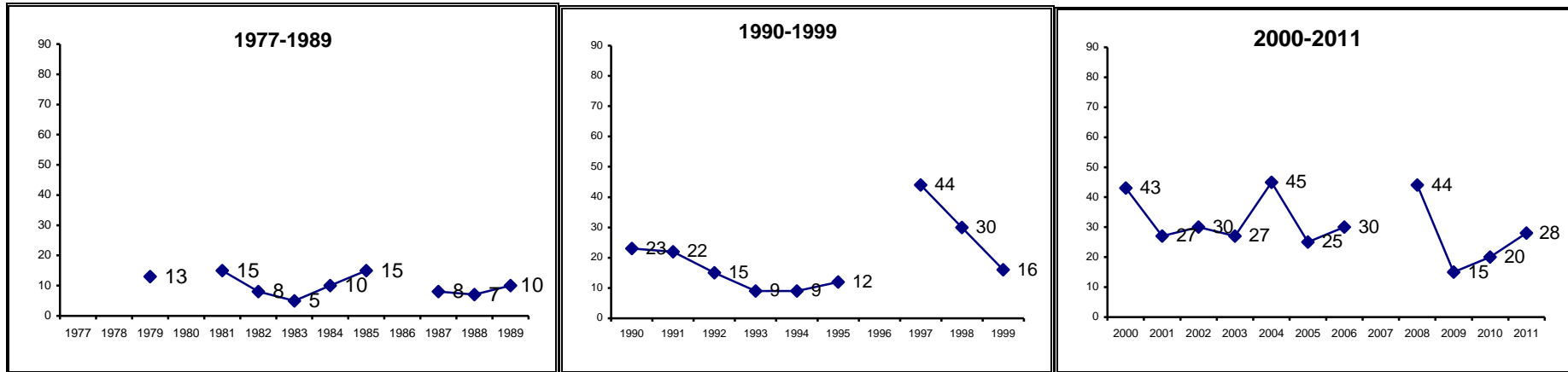
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: www.gallup.com.pk, www.gallup-international.com/





Trend of Hope and Despair in Korea
 1977-2011
 (for all years for which data are available)

DESPAIR

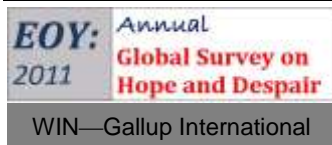


Note: Reported for all the years for which survey was carried out and data are available.

Year	1979	1981	1982	1983	1984	1985	1987	1988	1989	1990	1991	1992	1993	1994	1995	1997	1998	1999
Despair	13	15	8	5	10	15	8	7	10	23	22	15	9	9	12	44	30	16

Year	2000	2001	2002	2003	2004	2005	2006	2008	2009	2010	2011
Despair	43	27	30	27	45	25	30	44	15	20	28

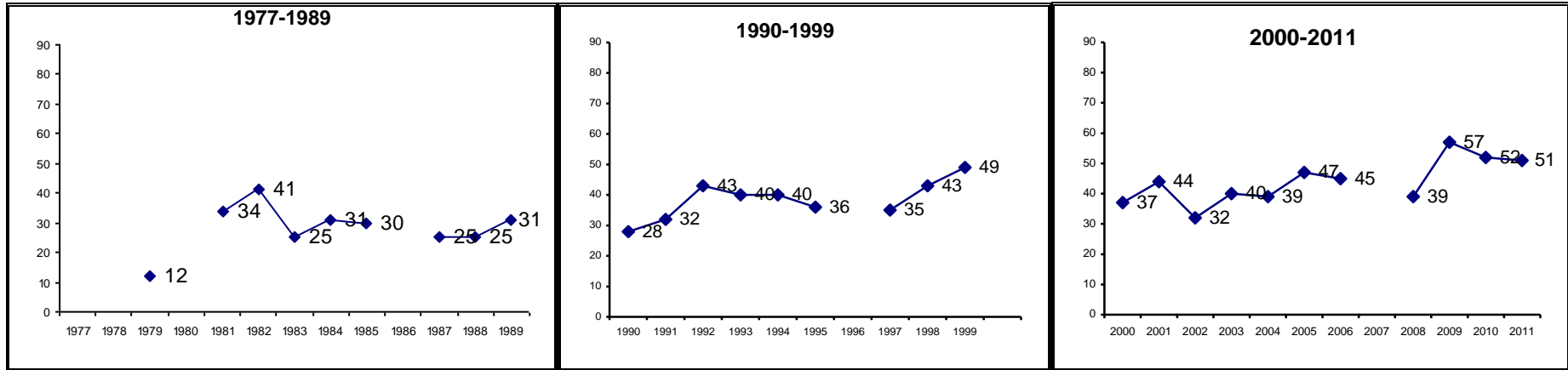
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: www.gallup.com.pk, www.gallup-international.com/





Trend of Hope and Despair in Korea
1977-2011
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NO CHANGE

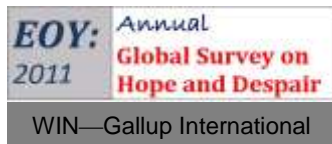


Note: Reported for all the years for which survey was carried out and data are available.

Year	1979	1981	1982	1983	1984	1985	1987	1988	1989	1990	1991	1992	1993	1994	1995	1997	1998	1999
No change	12	34	41	25	31	30	25	25	31	28	32	43	40	40	36	35	43	49

Year	2000	2001	2002	2003	2004	2005	2006	2008	2009	2010	2011
No change	37	44	32	40	39	47	45	39	57	52	51

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





Trend of Hope and Despair in Korea
1977-2011
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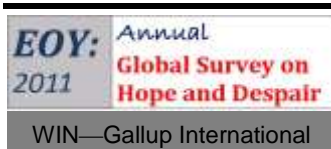
Hope and Despair in Korea

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	1979	60	12	13	15
2	1981	44	34	15	7
3	1982	45	41	8	7
4	1983	66	25	5	5
5	1984	56	31	10	3
6	1985	50	30	15	5
7	1987	58	25	8	9
8	1988	62	25	7	7
9	1989	56	31	10	3
10	1990	43	28	23	6
11	1991	39	32	22	7
12	1992	35	43	15	7
13	1993	45	40	9	6
14	1994	47	40	9	4
15	1995	49	36	12	3
16	1997	16	35	44	5
17	1998	24	43	30	3
18	1999	32	49	16	3
19	2000	17	37	43	3
20	2001	25	44	27	5
21	2002	33	32	30	5
22	2003	30	40	27	3
23	2004	14	39	45	2
24	2005	26	47	25	2
25	2006	23	45	30	2
26	2008	14	39	44	3
27	2009	26	57	15	3
28	2010	26	52	20	1
29	2011	18	51	28	3

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





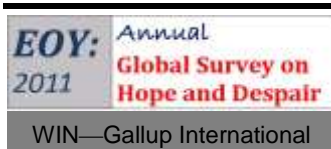
Economic prosperity in Korea

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	1981	30	28	30	5
2	1987	43	14	19	23
3	1988	60	15	12	13
4	1997	16	19	60	5
5	1998	28	31	38	3
6	1999	42	38	16	4
7	2000	7	17	73	3
8	2001	21	32	41	6
9	2002	22	16	57	5
10	2003	22	29	47	3
11	2004	9	27	62	3
12	2005	20	41	36	4
13	2006	10	35	51	3
14	2008	8	24	64	4
15	2009	26	52	19	3
16	2010	21	50	27	2
17	2011	11	42	43	3

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





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Unemployment in Korea

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	65	23	5	3	1	3
2	1998	25	45	16	12	0	2
3	1999	5	20	32	39	2	2
4	2000	55	34	5	5	0	1
5	2001	18	46	19	12	1	4
6	2002	19	47	14	14	1	6
7	2003	20	45	22	11	1	2
8	2004	24	46	20	7	1	2
9	2005	13	40	32	12	1	2
10	2006	17	49	24	8	1	2
11	2008	31	42	18	4	1	5
12	2009	8	34	40	14	0	3
13	2010	9	35	38	14	1	3

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





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Employment in Korea

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	29	5	66
2	1998	24	4	72
3	1999	28	6	66
4	2000	34	5	61
5	2001	28	6	66
6	2002	27	5	68
7	2003	31	6	63
8	2004	27	6	66
9	2005	29	6	65
10	2006	31	4	64
11	2008	36	7	57
12	2009	35	7	58
13	2010	33	7	60

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





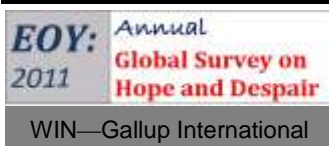
Job security in Korea

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	57	30	13
2	1998	54	35	11
3	1999	62	30	8
4	2000	63	26	11
5	2001	58	34	8
6	2002	55	40	6
7	2003	63	26	11
8	2004	58	33	9
9	2005	69	26	5
10	2006	55	34	11
11	2008	53	29	19
12	2009	57	33	11
13	2010	61	27	12

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





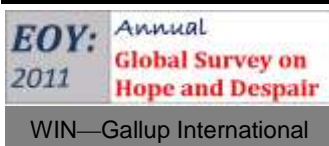
Ease of Job in Korea

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	27	49	14	10
2	1998	21	52	18	9
3	1999	37	47	9	7
4	2000	30	44	15	11
5	2001	31	52	12	5
6	2002	29	56	10	5
7	2003	39	44	11	6
8	2004	26	52	17	6
9	2005	34	49	14	4
10	2006	25	54	12	9
11	2008	29	49	8	14
12	2009	25	47	16	12
13	2010	34	44	12	10

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





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

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