

2015 Global Emotions



GALLUP®

Gallup's Positive and Negative Experience Indexes measure life's intangibles — the feelings and emotions that traditional economic indicators such as GDP were never intended to capture. Each index provides a real-time snapshot of people's daily experiences, offering leaders insights into the health of their societies that they cannot gather from GDP measures alone.

The *2015 Global Emotions* report presents the results from Gallup's latest measurements of people's positive and negative daily experiences, based on nearly 153,000 interviews with adults in 148 countries in 2014.

POSITIVE EXPERIENCE INDEX

The Positive Experience Index score is the mean of all valid affirmative responses to these items. Country-level index scores range from zero to 100. Higher scores mean that positive emotions are more pervasive in a country. These scores strongly relate to people's perceptions about their living standards, their personal freedoms and the presence of social networks.

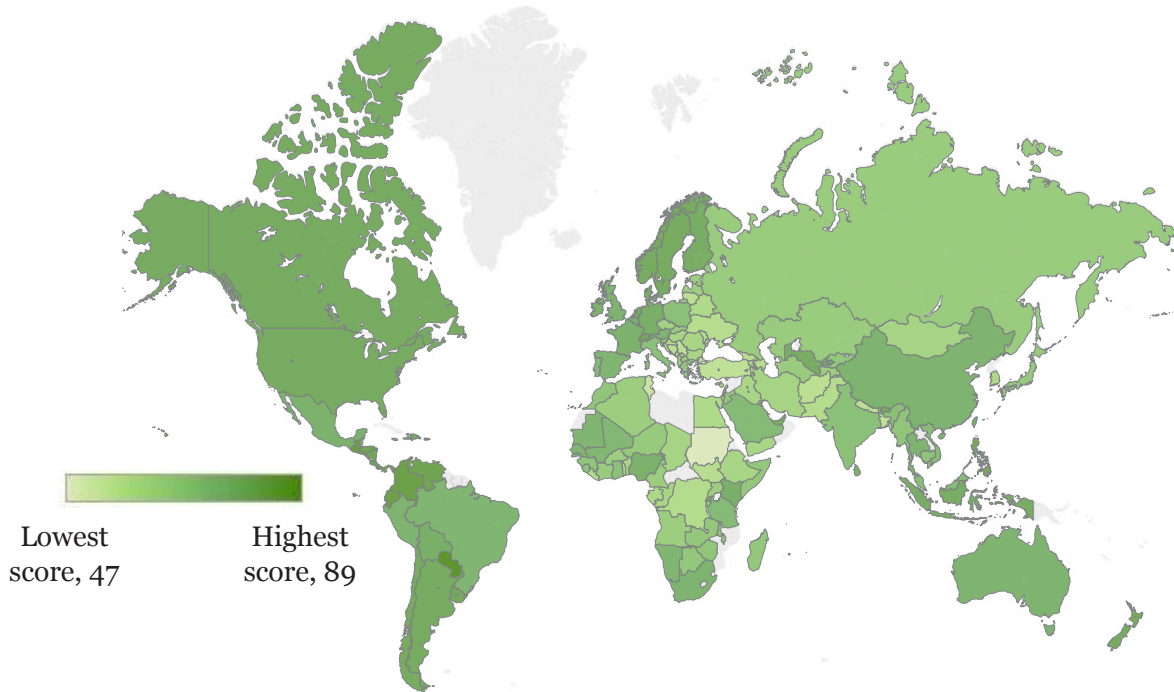
- *Did you feel well-rested yesterday?*
- *Were you treated with respect all day yesterday?*
- *Did you smile or laugh a lot yesterday?*
- *Did you learn or do something interesting yesterday?*
- *Did you experience the following feelings during a lot of the day yesterday? How about enjoyment?*

NEGATIVE EXPERIENCE INDEX

The Negative Experience Index score is the mean of all valid affirmative responses to these items. Country-level index scores range from zero to 100. The higher the score, the more pervasive negative emotions are in a country. People's experiences with health problems and their ability to afford food are predictive of higher negative scores.

- *Did you experience the following feelings during a lot of the day yesterday? How about physical pain?*
- *Did you experience the following feelings during a lot of the day yesterday? How about worry?*
- *Did you experience the following feelings during a lot of the day yesterday? How about sadness?*
- *Did you experience the following feelings during a lot of the day yesterday? How about stress?*
- *Did you experience the following feelings during a lot of the day yesterday? How about anger?*

2014 Positive Experience Index Worldwide

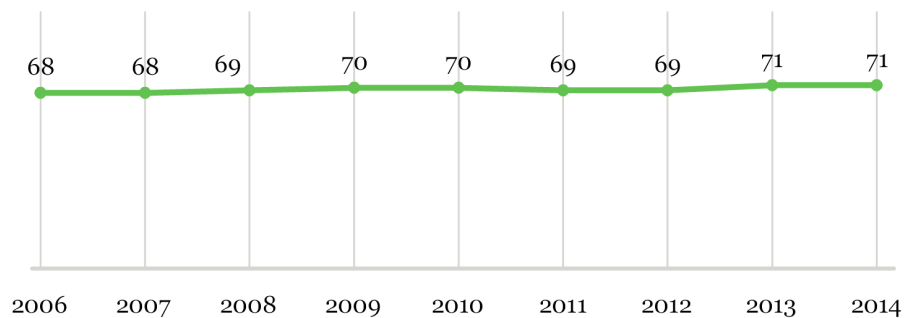


POSITIVE EXPERIENCE INDEX STABLE WORLDWIDE IN 2014

Gallup asked adults in 148 countries in 2014 if they had five specific positive experiences on the day before the survey. More than 70% of people worldwide said they experienced a lot of enjoyment, smiled or laughed a lot, felt well-rested and felt treated with respect. Additionally, 50% of people said they learned or did something interesting the day before the interview.

Gallup compiles the “yes” responses from these five questions into a Positive Experience Index score for each country. The index score for the world in 2014 was 71. This score has remained remarkably consistent through the years.

Positive Experience Index Score
Worldwide



Scores worldwide range from a high of 89 in Paraguay to a low of 47 in Sudan.

LATIN AMERICAN COUNTRIES TOP LIST OF POSITIVE EXPERIENCES

People in Latin America are the most likely in the world to experience a lot of positive emotions on a daily basis.

In fact, for the first time in Gallup's 10-year history of global tracking, all of the top 10 countries with the highest Positive Experience Index scores are in Latin America.

That so many people report experiencing positive emotions in Latin America at least partly reflects the cultural tendency in the region to focus on the positives in life. In fact, the single variable that predicts

results on both the Positive and Negative Experience Indexes is country of origin, suggesting cultural bias exists in how people answer these questions.

Highest Positive Experience Index Scores 2014	
Paraguay	89
Colombia	84
Ecuador	84
Guatemala	84
Honduras	82
Panama	82
Venezuela	82
Costa Rica	81
El Salvador	81
Nicaragua	81

Lowest Positive Experience Index Scores 2014	
Sudan	47
Tunisia	52
Bangladesh	54
Serbia	54
Turkey	54
Afghanistan	55
Bosnia and Herzegovina	55
Georgia	55
Lithuania	55
Nepal	55

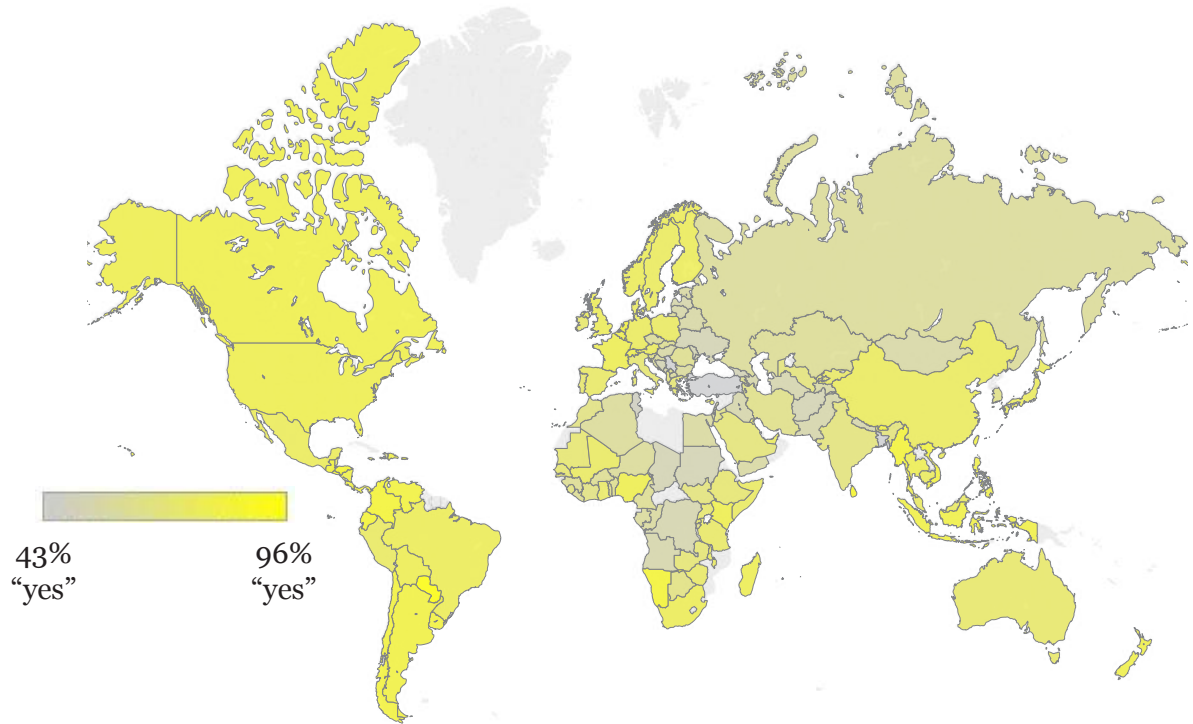
COUNTRIES IN CONFLICT POST SOME OF THE LOWEST POSITIVE EXPERIENCE INDEX SCORES

Personal freedoms and the presence of social networks are also highly predictive of scores on the Positive Experience Index. The latter helps to explain why people from poor countries in Latin America still seem to live such positive lives.

This relationship also helps explain some of the countries at the bottom of the list. Conflict-plagued Sudan had the lowest Positive Experience Index score in the world in 2014, and several other countries at the bottom of the list were in turmoil or transition last year. Conflict-ridden South Sudan and Ukraine and Ebola-stricken Liberia are one to two points from being on this bottom 10 list.

Did you smile or laugh a lot yesterday?

Percentage “yes” among each country’s adult population



MOST OF THE WORLD STILL LAUGHING, SMILING A LOT

One of the most surprising findings from the countries with the fewest people reporting positive emotions is that a place such as war-torn Afghanistan still has a majority of people (52%) saying that they smiled or laughed a lot the day before the interview.

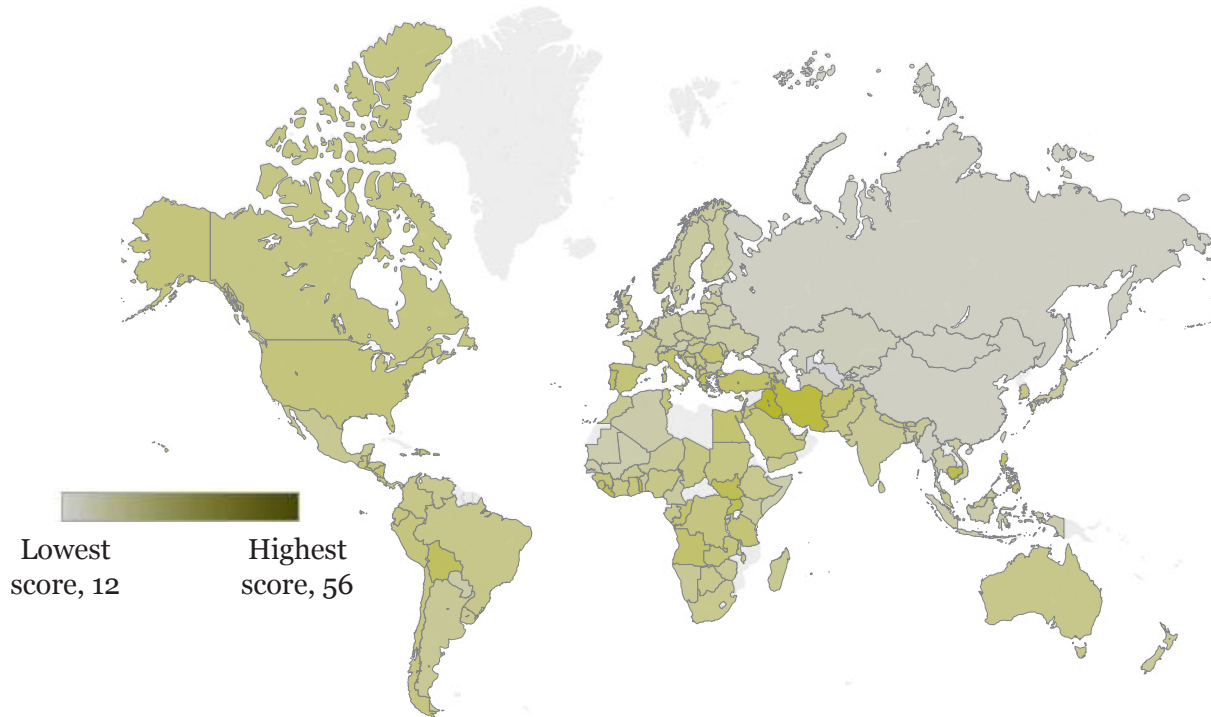
As perhaps a testament to the resiliency of the human spirit, Afghans are not alone. Three in four adults worldwide say they smiled or laughed a lot the previous day, with the percentage dropping below a majority in only three countries: Tunisia (47%), Serbia (43%) and Turkey (43%).

REGIONAL POSITIVE EXPERIENCE INDEX SCORES LOWEST IN MIDDLE EAST AND NORTH AFRICA

The region of the world that reports the lowest positive emotions is the Middle East and North Africa (MENA), with a score of 60. All countries in this region, with the exception of the United Arab Emirates, Bahrain, Kuwait and Saudi Arabia, have scores lower than the global mean. Tunisia’s score of 52 is almost a full 20 points lower than the global mean.

Gallup's Positive
and Negative
Experience Indexes
measure life's
intangibles —
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GDP were never
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2014 Negative Experience Index Worldwide



GLOBALLY, NEGATIVE EXPERIENCE INDEX SLIGHTLY LOWER IN 2014

Gallup asked adults in 148 countries in 2014 if they had five specific negative experiences on the day before the survey. At least three in 10 people worldwide said they experienced a lot of worry (33%) or stress (30%), and one in four experienced a lot of physical pain (25%). Fewer than one in five experienced sadness (19%) or anger (18%).

Gallup compiles the “yes” responses from these five questions into a Negative Experience Index score for each country. The index score for the world in 2014 was 25, down slightly from 2013 and ending what had been an upward trend.

Scores worldwide range from a high of 56 in Iraq to a low of 12 in Uzbekistan.

Negative Experience Index Score

Worldwide



IRAQ, IRAN TOP NEGATIVE EXPERIENCE LIST FOR SECOND CONSECUTIVE YEAR

Iraq and Iran have the highest Negative Experience Index scores in the world for the second year in a row. Iraq has been No. 1 on this index three times — in 2011, 2013 and 2014 — and has been among the top five in all other years since 2008. Iran was No. 1 in 2012 and has made at least the top 15 countries in the years when Gallup has conducted surveys there.

The presence of Iraq and Iran at the top of the list may not be that surprising given the political and economic turmoil that people in these countries have been experiencing lately, and how strongly related negative scores are to people's

perceptions about their living standards and health problems. In fact, people in most of the countries with the highest negative scores in 2014 were contending with some type of disruption — economic or otherwise — including Liberia, which was dealing with the onset of the Ebola outbreak at the time of the survey.

Highest Negative Experience Index Scores 2014	
Iraq	56
Iran	50
Cambodia	46
Liberia	45
South Sudan	44
Uganda	43
Cyprus	42
Greece	42
Togo	42
Bolivia	41
Palestinian Territories	41

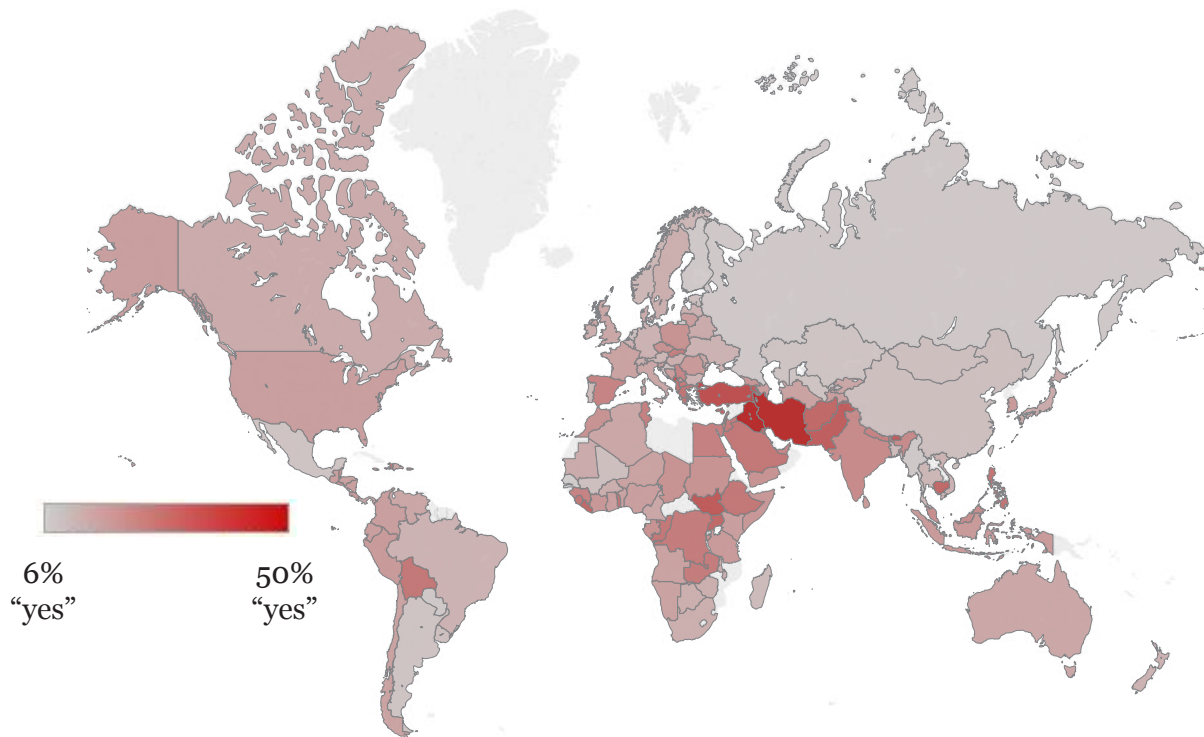
Lowest Negative Experience Index Scores 2014	
Uzbekistan	12
China	15
Mongolia	15
Myanmar	15
Russia	15
Taiwan	15
Rwanda	16
Kazakhstan	17
Kyrgyzstan	17
Turkmenistan	18

POST-SOVIET STATES DOMINATE BOTTOM OF THE NEGATIVE EXPERIENCE LIST

The Negative and Positive Experience Indexes are not inversely related, so countries with the lowest negative scores do not necessarily have the highest positive scores. Many of the countries with the lowest scores on the Negative Experience Index are post-Soviet states, where people have typically reported both some of the lowest negative emotions in the world and some of the lowest positive emotions. In Russia, for example, on average, four in 10 residents respond affirmatively to any of the questions about their experiences.

Did you experience anger during a lot of the day yesterday?

Percentage “yes” among each country’s adult population



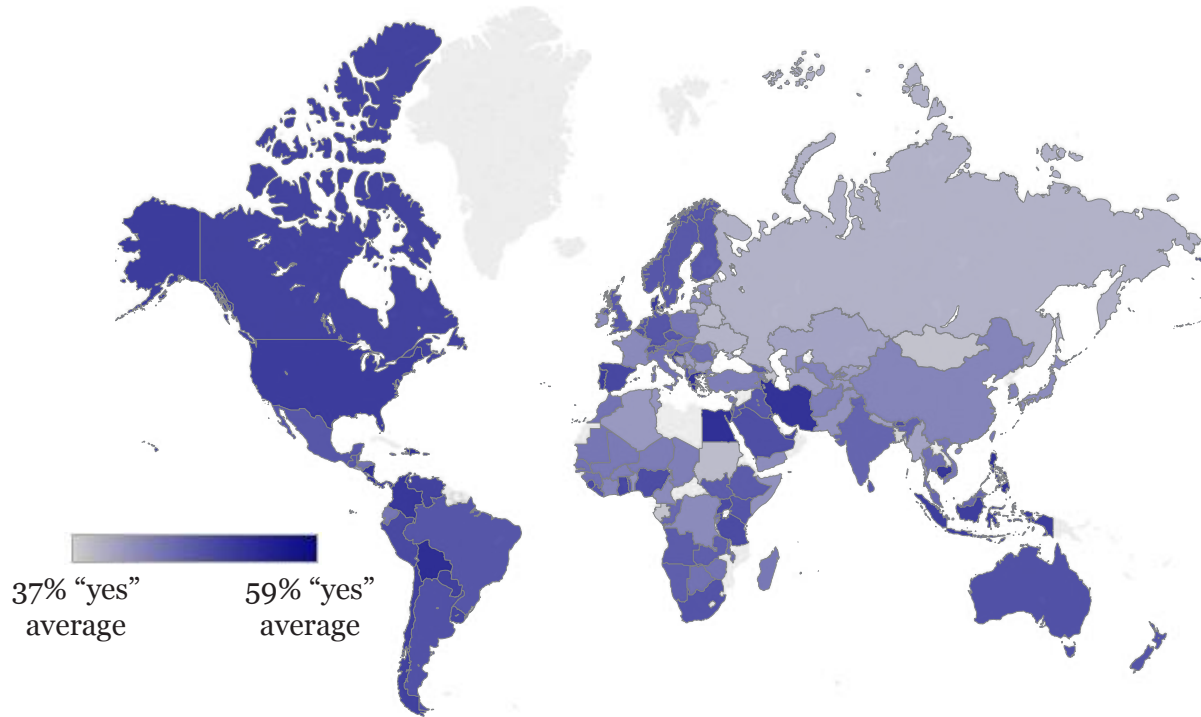
IRAQIS ARE THE SADDEST AND ONE OF THE ANGRICEST POPULATIONS IN THE WORLD

Iraq’s high Negative Experience Index score is largely attributable to the relatively high percentages of Iraqis who report experiencing each of these negative emotions. Majorities of Iraqis experienced worry (62%), physical pain (57%), sadness (57%) and stress (55%) the previous day, and half of Iraqis (50%) said they experienced anger. Iraqis lead the world in experiencing sadness and tie with Iran on anger (49%).

MENA HOME TO HIGHEST NEGATIVE REGIONAL SCORES

People in the MENA region report both the lowest positive emotions in the world and some of the most negative emotions in the world. Adults in this region report the highest negative emotions, with a score of 38. All countries in the region, with the exception of Algeria, have scores higher than the global mean of 25. Iraq’s score of 56 is 31 points higher than the global mean.

2014 Total Emotions Worldwide



LATIN AMERICA LEADS IN EMOTIONS

Averaging the "yes" responses to the 10 questions that make up the Positive and Negative Experience Indexes provides a picture of the most emotional and least emotional societies worldwide.

Led by Bolivia and El Salvador, Latin American countries dominate the top of the list of the most emotional countries in the world. On average, nearly six in 10 residents in each of these countries report experiencing *positive or negative emotions* the previous day. Post-Soviet states largely dominate the list of countries at the other end of the spectrum, where no more than four in 10 residents report experiencing any of these feelings.

Percentages range from a high of 59% in Bolivia and El Salvador to a low of 37% in Bangladesh.

Most Emotional, Least Emotional Countries

	Yes		Yes
Bolivia	59%	Bangladesh	37%
El Salvador	59%	Azerbaijan	38%
Ecuador	58%	Georgia	38%
Philippines	58%	Mongolia	38%
Nicaragua	58%	Belarus	39%
Guatemala	58%	Sudan	39%
Iraq	58%	Lithuania	40%
Cambodia	57%	Russia	40%
Colombia	57%	Ukraine	40%
Costa Rica	57%	Myanmar	41%
Honduras	57%	Kazakhstan	41%
		Bosnia and Herzegovina	41%
		Moldova	41%
		Kosovo	41%

METHODOLOGY

Results for surveys in 2014 are based on telephone and face-to-face interviews with approximately 1,000 adults, aged 15 and older, conducted throughout 2014 in 148 countries. For results based on the total sample of national adults, the margin of sampling error ranges from ± 2.1 percentage points to ± 5.6 percentage points at the 95% confidence level. All reported margins of sampling error include computed design effects for weighting.

For more complete methodology and specific survey dates, please review [Gallup's Country Data Set details](#).

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