



Prepared on  
December 20, 2010

## Global Barometer on Hope and Despair

# Switzerland

Trend data: 1977-2010

(for all years for which data are available)

## Volume 2: Country Report Series



**GALLUP**  
**INTERNATIONAL**

Celebrating 33 years of The World's Leading Global Barometer (1977-2010)

**Courtesy:**

The preparation of this Report and compilation of the trend data (1977-2010) 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 2010 we will be celebrating 33 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 2010 the survey covers 53 countries including all the G7 countries, all of the four BRIC nations as well as another 45 countries from all parts of Asia, Africa, Latin America and Australasia.

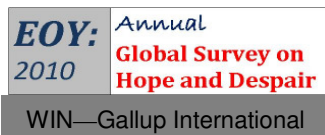
Considering that the Global Barometer was initiated in 1977 under conditions which would now seem primitive by way of international communications as well as information technology, the archives of the Global Barometer were not in a position to present trend data in usable form. It has taken some effort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

It is our proud privilege at Gallup Pakistan to have accomplished that task this year, albeit in a limited fashion.

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, which in their present form may be treated as Preliminary.

I would particularly like to thank the team at Gallup Pakistan as well as Ms. Armida Wegman at the Gallup International Secretariat who helped compile the trend data. I 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.

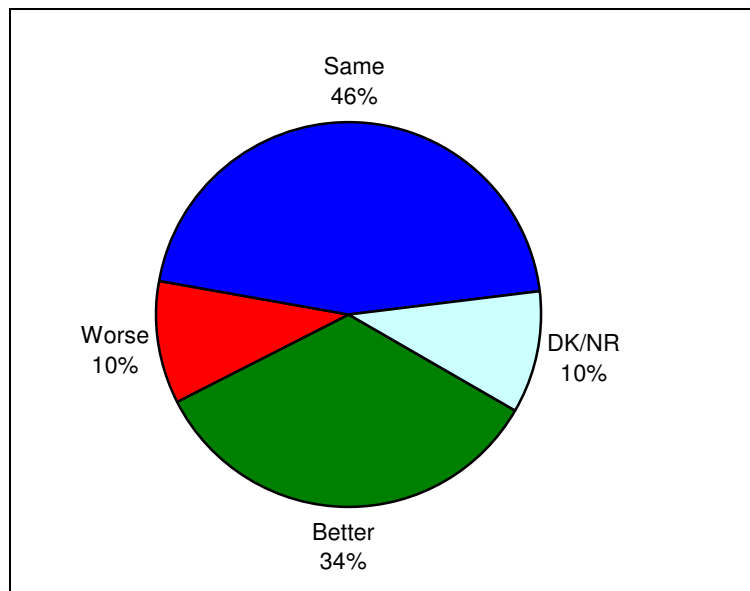
Dr. Ijaz Shafi Gilani  
Chairman Gallup Pakistan  
Board Member and Chair Expert Group on Opinion Research  
WIN-Gallup International  
December 20, 2010





## Graph for Hope and Despair in Switzerland for Year 2010

**Question:** So far as you are concerned do you think that 2011 will be better or worse than 2010?



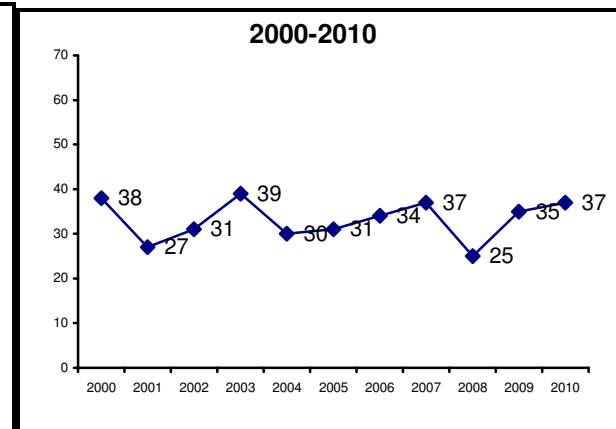
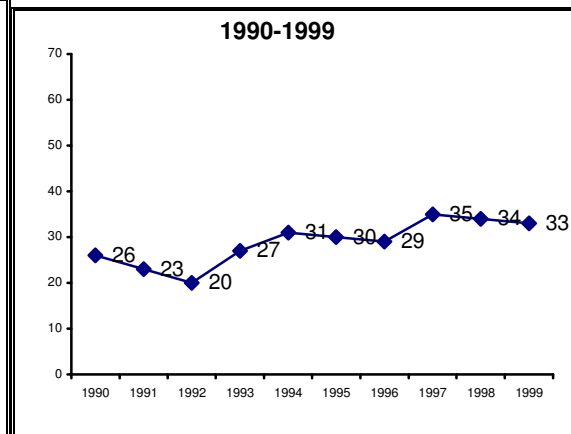
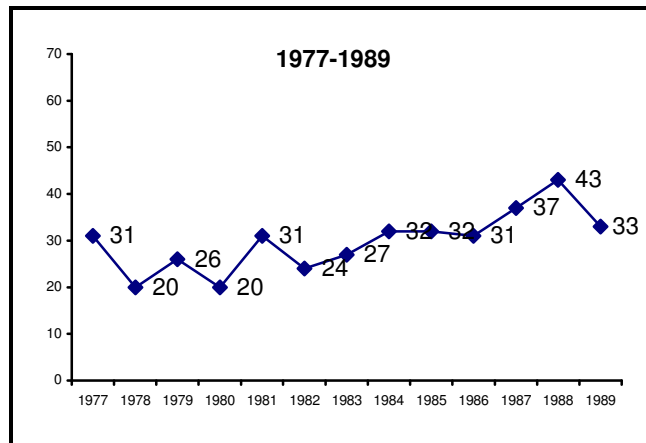
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on:

[www.gallup-international.com](http://www.gallup-international.com), [gallupakistan.blogspot.com](http://gallupakistan.blogspot.com)



The trend of  
**Hope and Despair in Switzerland**  
(1977-2010)

**HOPE**



Year	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Hope	31	20	26	20	31	24	27	32	32	31	37	43	33	26	23	20	27	31	30	29	35	34	33

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Hope	38	27	31	39	30	31	34	37	25	35	37

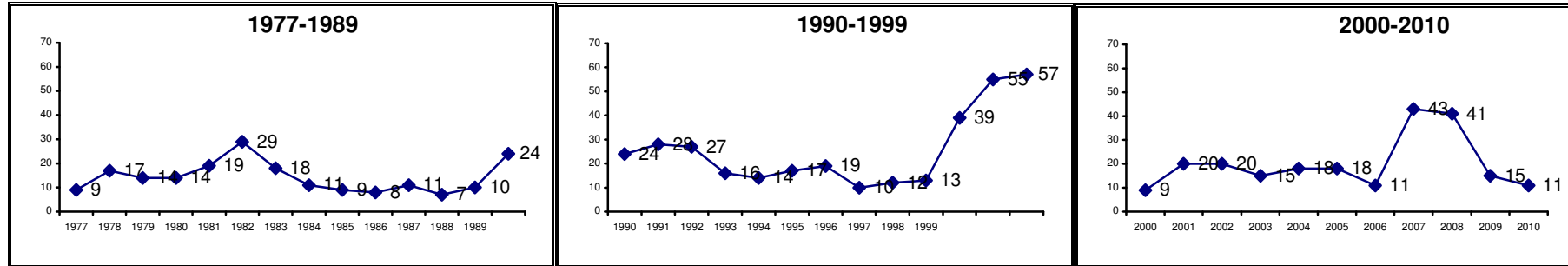
Source: Annual Global Barometer on Hope and Despair conducted by affiliates of WIN-Gallup International Association. See details on: [www.gallup-international.com](http://www.gallup-international.com), [galluppakistan.blogspot.com](http://galluppakistan.blogspot.com)





**Trend of Hope and Despair in Switzerland**  
1977-2010  
(for all years for which data are available)

# DESPAIR



Year	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Despair	9	17	14	14	19	29	18	11	9	8	11	7	10	24	28	27	16	14	17	19	10	12	13

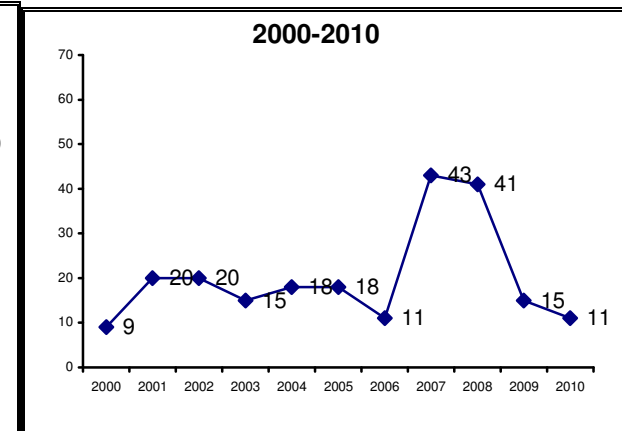
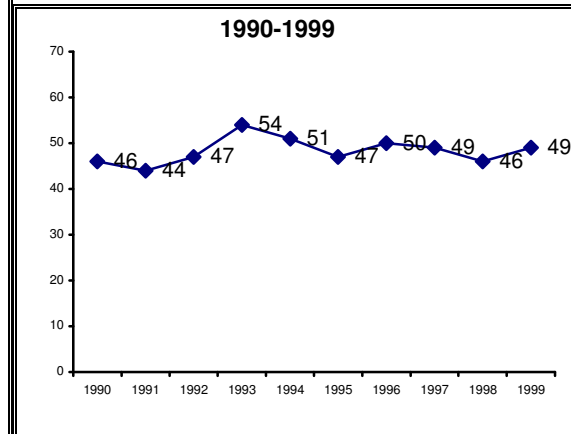
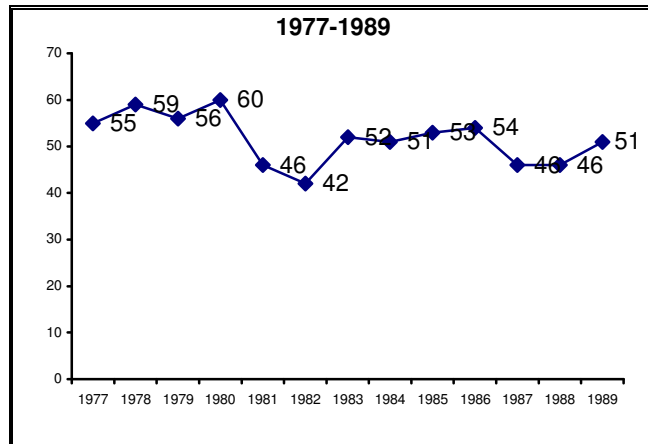
Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Despair	9	20	20	15	18	18	11	43	41	15	11

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



**Trend of Hope and Despair in Switzerland**  
1977-2010  
(for all years for which data are available)

**NO CHANGE**



Year	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Hope	55	59	56	60	46	42	52	51	53	54	46	46	51	46	44	47	54	51	47	50	49	46	49

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Hope	9	20	20	15	18	18	11	43	41	15	11

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



## Hope and Despair in Switzerland

**Question:** So far as you are concerned do you think that 2011 will be better or worse than 2010?

Serial #	Year	Better (%)	Same (%)	Worse (%)	DK/NR (%)
1	1977	31	55	9	5
2	1978	20	59	17	4
3	1979	26	56	14	4
4	1980	20	60	14	6
5	1981	31	46	19	4
6	1982	24	42	29	5
7	1983	27	52	18	3
8	1984	32	51	11	6
9	1985	32	53	9	6
10	1986	31	54	8	7
11	1987	37	46	11	6
12	1988	43	46	7	4
13	1989	33	51	10	6
14	1990	26	46	24	4
15	1991	23	44	28	5
16	1992	20	47	27	6
17	1993	27	54	16	3
18	1994	31	51	14	4
19	1995	30	47	17	6
20	1996	29	50	19	2
21	1997	35	49	10	6
22	1998	34	46	12	8
23	1999	33	49	13	5
24	2000	38	48	9	5
25	2001	27	45	20	8
26	2002	31	44	20	5
27	2003	39	41	15	5
28	2004	30	45	18	7
29	2005	31	47	18	4
30	2006	34	51	11	4
31	2007	37	16	43	4
32	2008	25	29	41	5
33	2009	35	46	15	3
34	2010	37	49	11	3

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



## Economic prosperity in Switzerland

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

Serial #	Years	Economic prosperity (%)	Remain the same (%)	Economic Difficulty (%)	DK/NR (%)
1	1997	27	42	27	4
2	1998	26	43	26	5
3	1999	34	40	21	5
4	2000	41	41	13	5
5	2001	13	35	45	7
6	2002	16	30	51	3
7	2003	32	32	32	4
8	2004	24	37	33	6
9	2005	28	37	31	5
10	2006	34	43	18	6
11	2007	33	42	20	5
12	2008	9	29	60	2
13	2009	34	34	28	4
14	2010	33	47	17	3

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



## Unemployment in Switzerland

**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?

Serial #	Years	Increase a lot (%)	Increase slight (%)	Remain the same (%)	Fall Slight (%)	Fall a lot (%)	DK/NR (%)
1	1997	7	35	34	20	1	3
2	1998	7	23	37	28	1	4
3	1999	6	23	36	30	2	3
4	2000	2	18	42	32	3	3
5	2001	21	47	20	6	0	6
6	2002	19	50	16	12	1	2
7	2003	15	41	22	19	1	2
8	2004	9	45	27	15	1	3
9	2005	7	46	31	13	1	2
10	2006	6	26	35	28	2	3
11	2007	2	24	38	31	1	4
12	2008	19	56	19	4	0	1
13	2009	17	43	25	14	.	2
14	2010	5	27	43	21	1	2

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



## Employment in Switzerland

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

Serial #	Years	Full time (%)	Part time (%)	No (%)
1	1997	46	20	34
2	1998	45	23	32
3	1999	49	21	30
4	2000	50	18	32
5	2001	55	17	28
6	2002	42	21	37
7	2003	43	25	32
8	2004	40	22	38
9	2005	40	21	39
10	2006	43	17	41
11	2007	42	21	36
12	2008	44	22	33
13	2009	38	19	44
14	2010	49	19	32

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



## Job security in Switzerland

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

Serial #	Years	Present job safe (%)	Chance of unemployment (%)	DK/NR (%)
1	1997	66	24	10
2	1998	66	22	12
3	1999	66	25	9
4	2000	76	16	8
5	2001	65	21	14
6	2002	56	42	2
7	2003	67	27	6
8	2004	69	25	5
9	2005	71	24	6
10	2006	68	20	12
11	2007	78	14	8
12	2008	68	23	9
13	2009	67	23	10

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



## Ease of Job in Switzerland

**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?

Serial #	Years	New job quickly (%)	May take longer (%)	Wouldn't look (%)	DK/NR (%)
1	1997	9	68	16	7
2	1998	14	58	17	11
3	1999	16	57	17	10
4	2000	29	46	15	10
5	2001	20	47	20	13
6	2002	20	58	13	9
7	2003	13	64	17	6
8	2004	11	67	15	7
9	2005	13	71	14	2
10	2006	29	55	7	10
11	2007	39	45	7	8
12	2008	37	49	6	8
13	2009	40	48	5	7
14	2010	44	43	7	5

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