



Dec 2017 Ipsos Global Advisor

# Global Expectations for 2018

IPSOS PUBLIC AFFAIRS

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GAME CHANGERS



# About This Study

In order to understand how global citizens feel about the coming year, Ipsos utilized our monthly 28-country study “Global Advisor” to ask for predictions!

Specifically, we asked this question: *I'd now like to ask you some questions about what you think might happen in 2018. For each of the following, please tell me how likely or unlikely you think they are to happen:*

- *N. Korea and the USA will start a war against each other*
- *China will become the world's biggest economy*
- *A driverless car will make its gov approved debut*
- *A major terrorist attack will be carried out in country*
- *Average global temperatures will increase*
- *Global economic growth will increase*
- *Major stock markets around the world will crash*
- *President trump will be impeached*
- *Angela Merkel will remain Germany's chancellor*
- *Russia's influence on world affairs will increase*
- *Aliens will visit the earth*

In these countries:

Argentina, Australia, Belgium, Brazil, Canada, China, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Serbia, Spain, Sweden, Turkey and the United States of America.

# About This Study

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Chile, Colombia, Malaysia, and the United States of America.

An international sample of 20,996 adults aged 18-64 in Canada and the U.S., and aged 16-64 in all other countries, were interviewed between November 27- December 8, 2017.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Chile, Malaysia and Turkey, where each have a sample of approximately 500+.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 16 of the 28 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa, Malaysia, Colombia, Chile, Peru and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.



# DATA FINDINGS

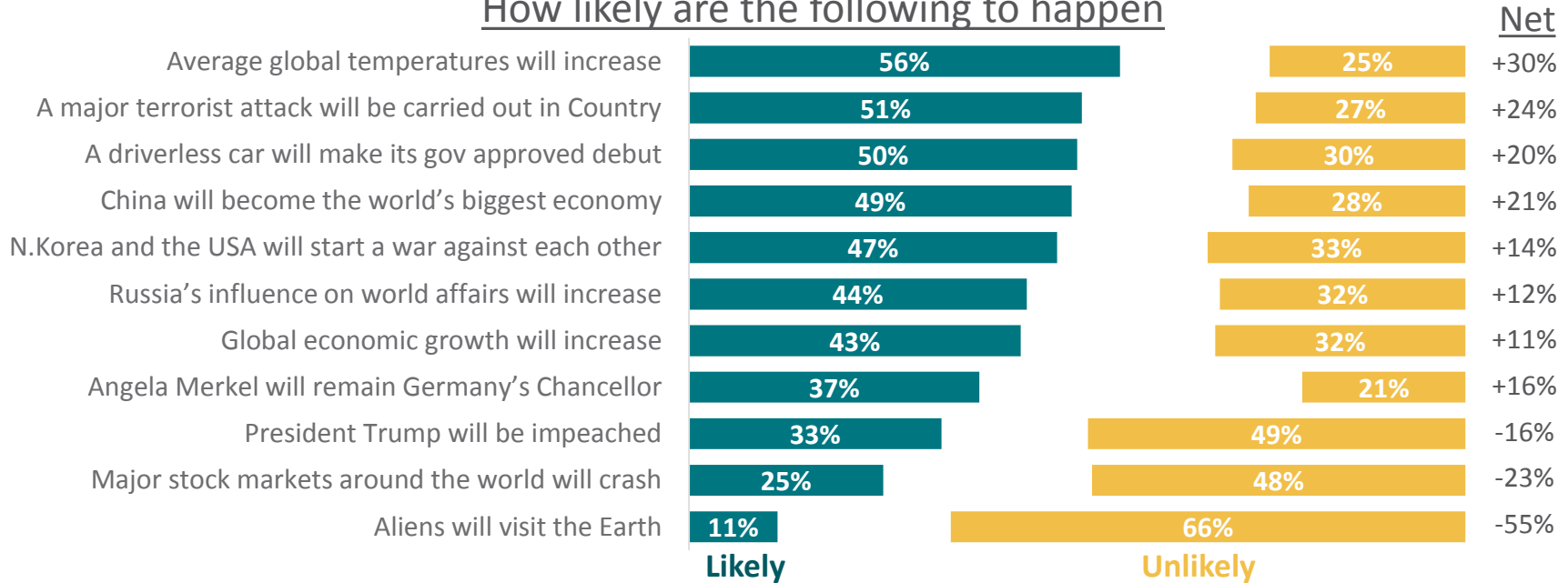
GAME CHANGERS



# PREDICTIONS IN 2018

## Americans Predict a Rough 2018

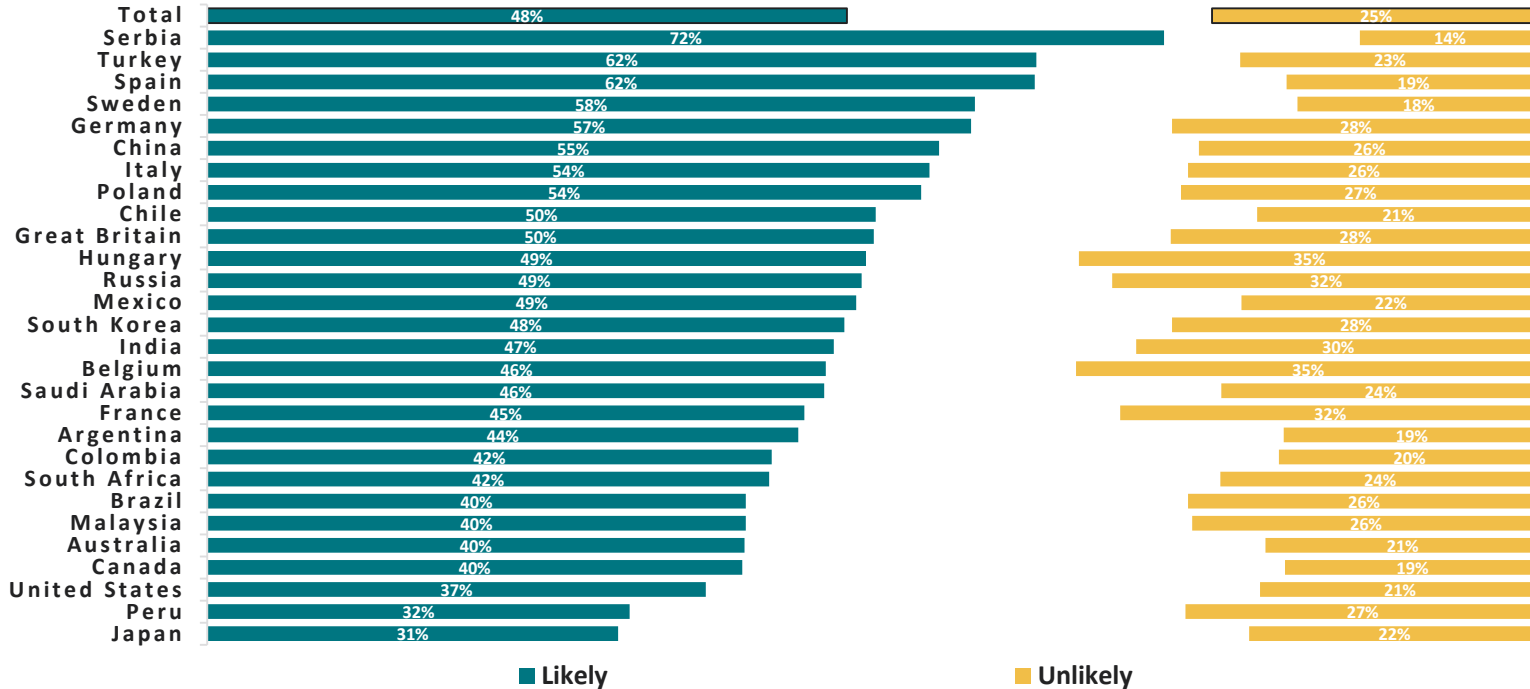
### How likely are the following to happen



Source: Dec 2017 Ipsos Global Advisor -- Q. I'd now like to ask you some questions about what you think might happen in 2018. For each of the following, please tell me how likely or unlikely you think they are to happen.

# PREDICTIONS IN 2018

## European countries most likely to think Angela Merkel will remain Germany's Chancellor, though many elsewhere don't know

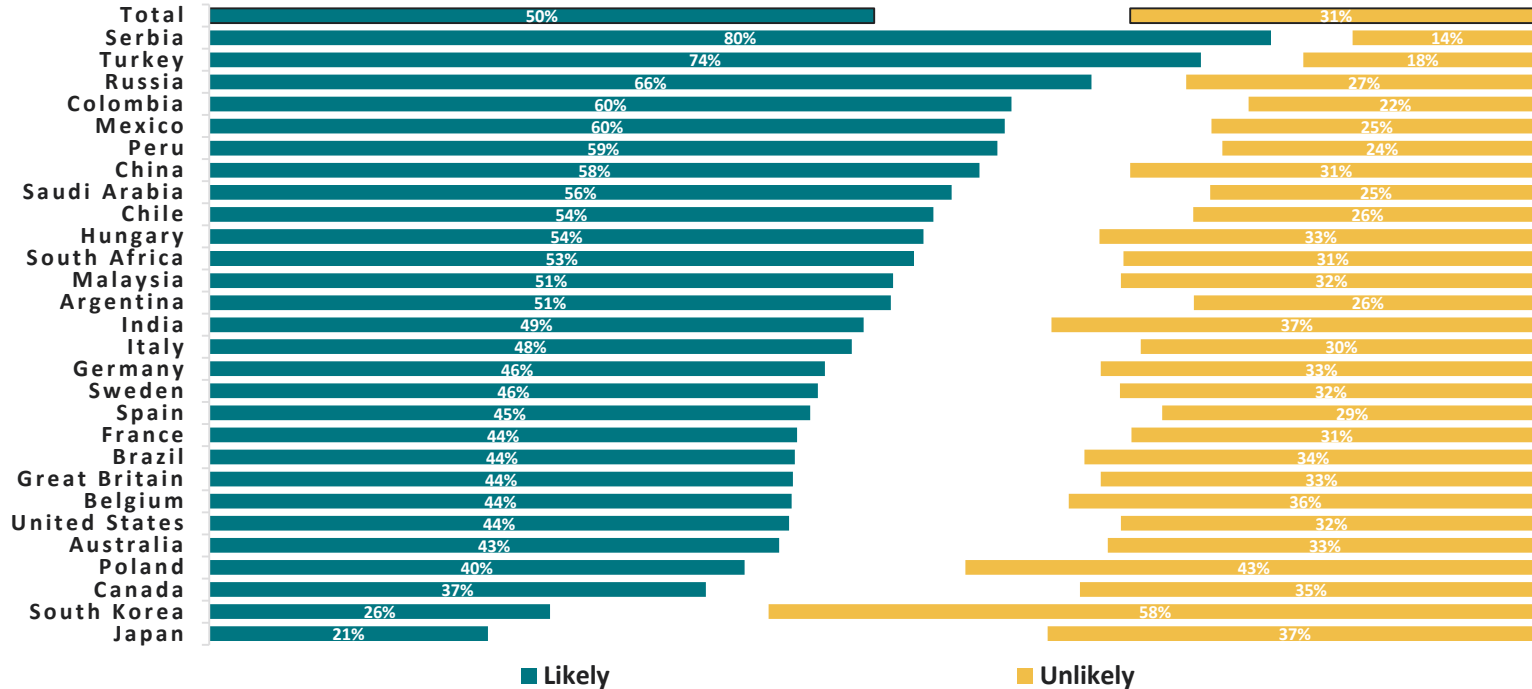


Q Angela Merkel will remain Germany's Chancellor

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

## PREDICTIONS IN 2018

# Serbs, Turks and Russians themselves most likely to think Russia's influence on world affairs will increase

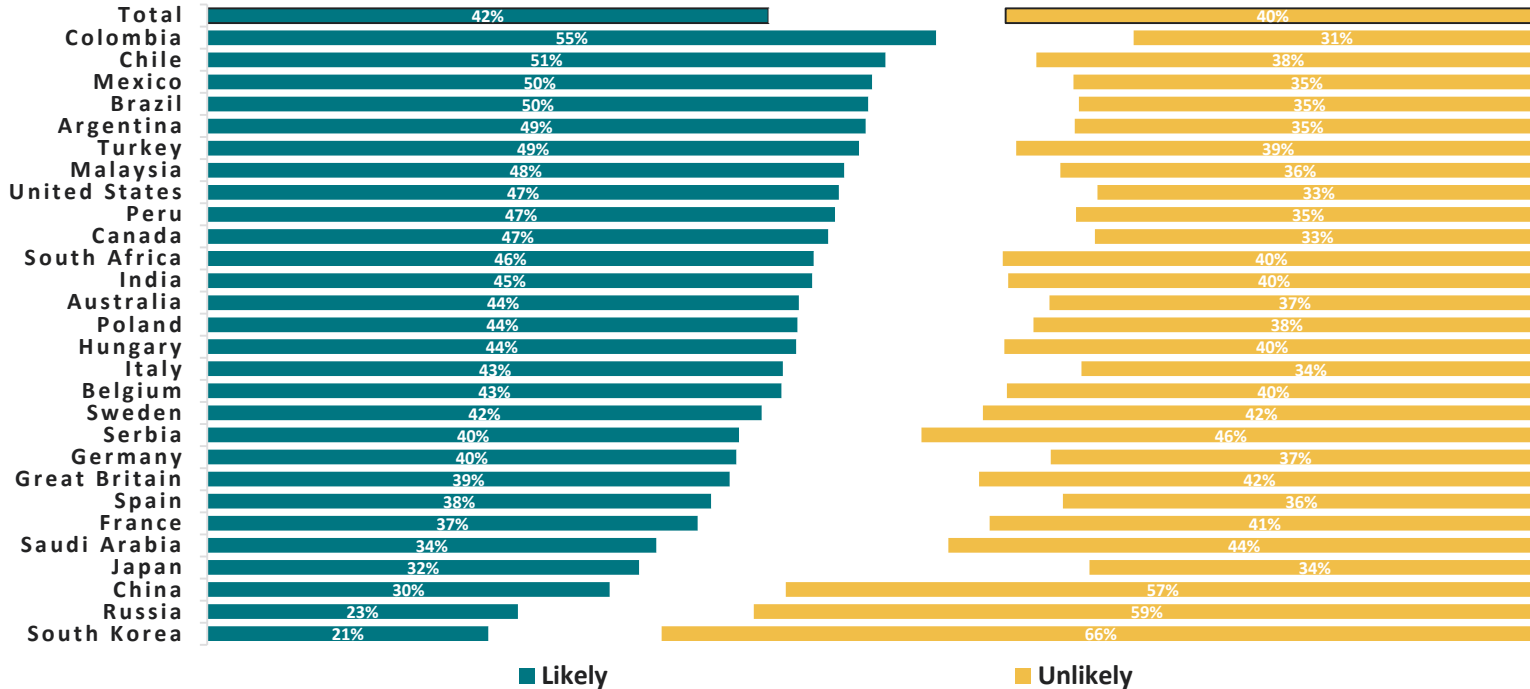


Q Russia's influence on world affairs will increase

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

## PREDICTIONS IN 2018

Four in ten on average – and nearly half in the US – think a North Korean/US war is likely – but two in three in South Korea think it unlikely



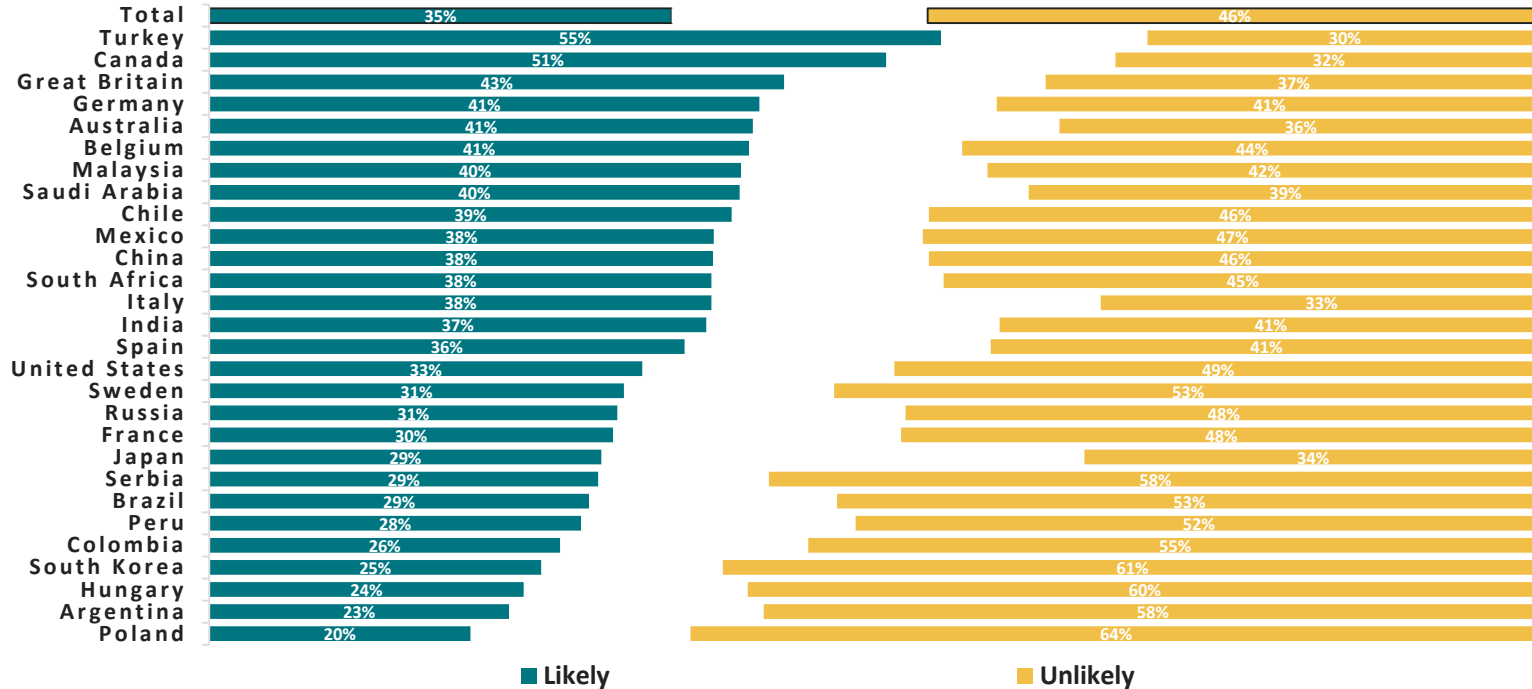
Q North Korea and the United States of America will start a war against each other

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017



## PREDICTIONS IN 2018

# Attitudes still divided on Trump globally, but half of Americans think it is unlikely their President will be impeached

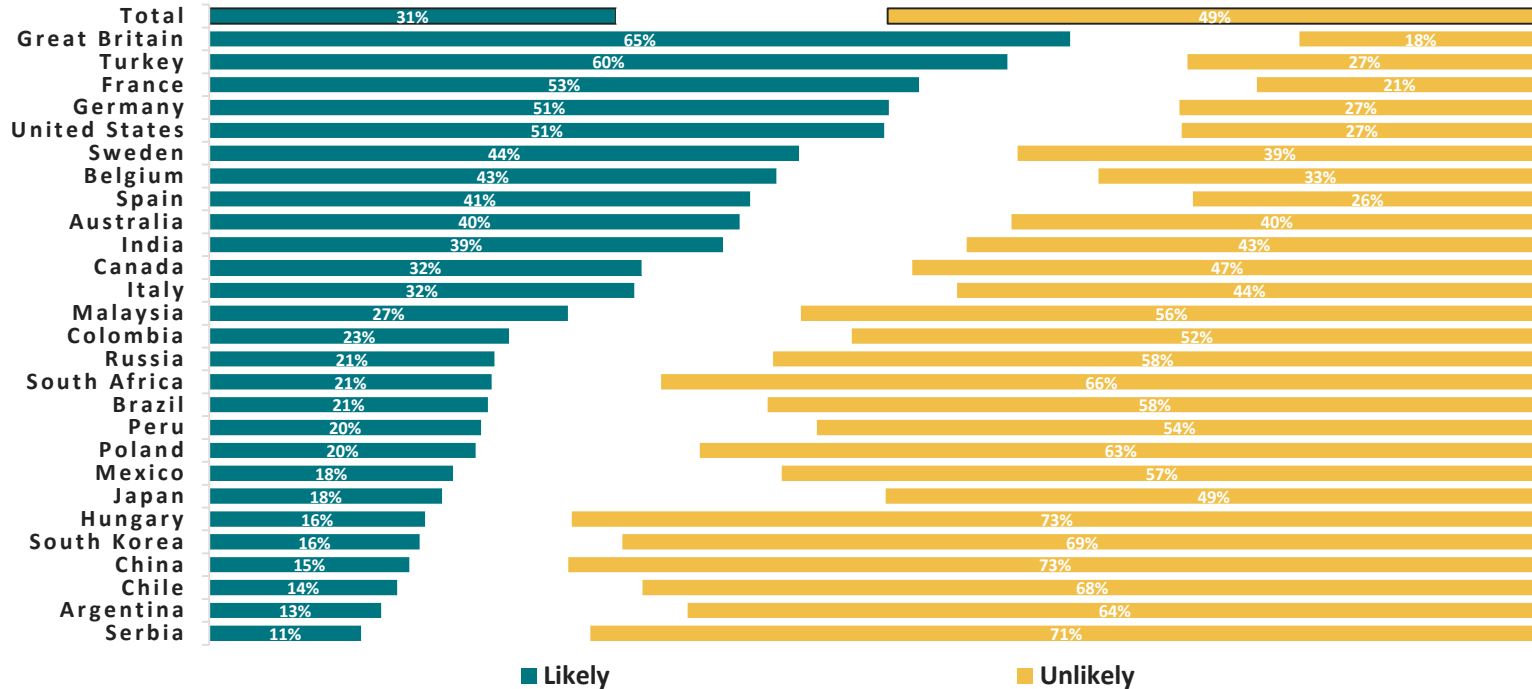


Q President Trump will be impeached

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

# PREDICTIONS IN 2018

## Western Europe, Turkey and US most concerned about a terrorist attack on home soil

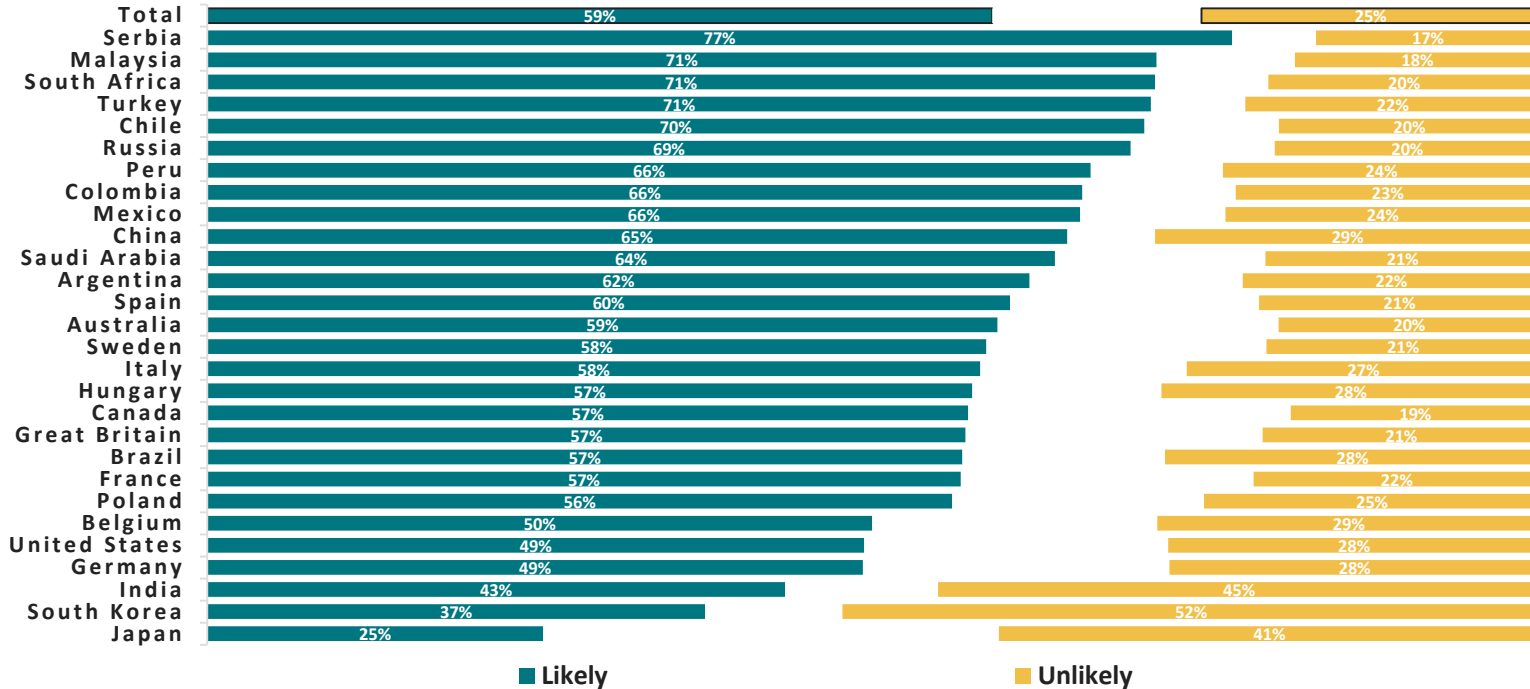


Q A major terrorist attack will be carried out in [country]

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

## PREDICTIONS IN 2018

# Most believe China will become the world's biggest economy, Japan and South Korea are most skeptical of this

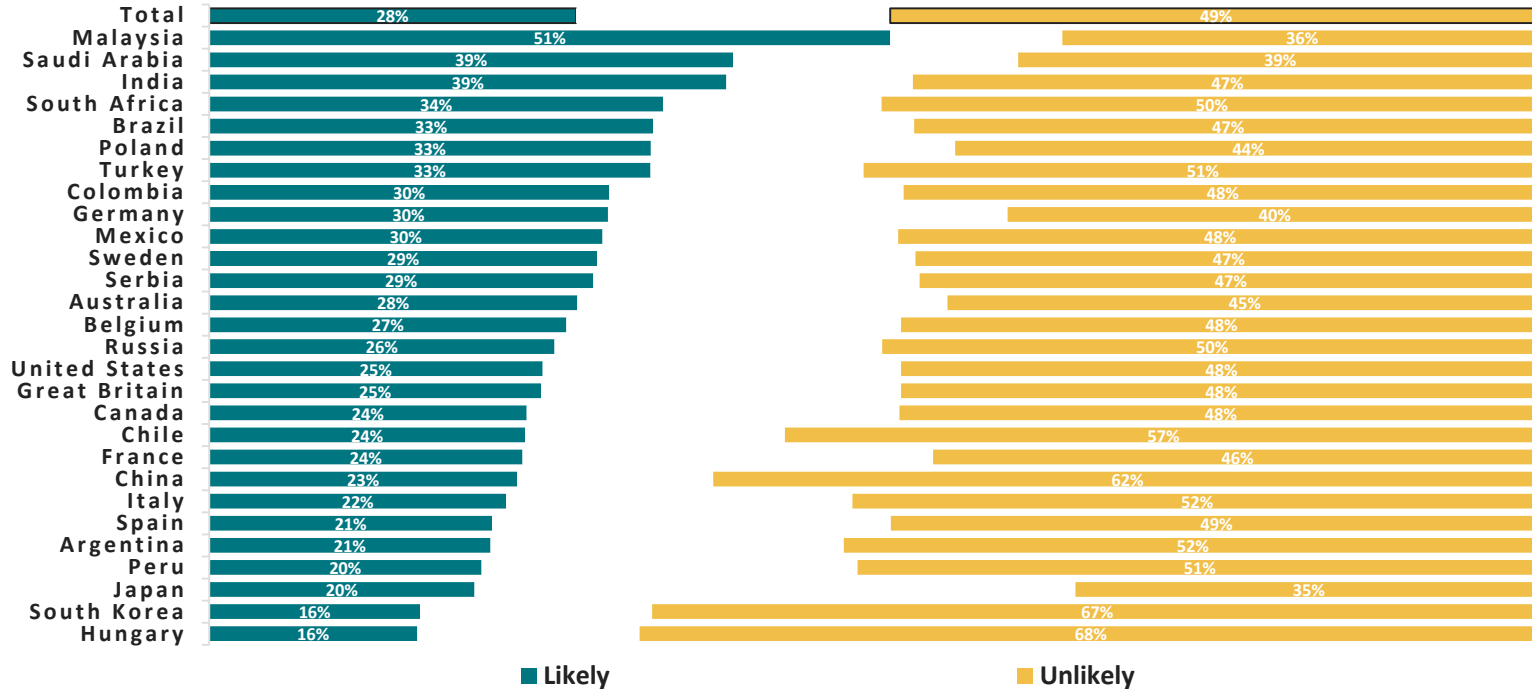


q China will become the world's biggest economy

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

# PREDICTIONS IN 2018

## Around three in ten think a major stock market crash is likely

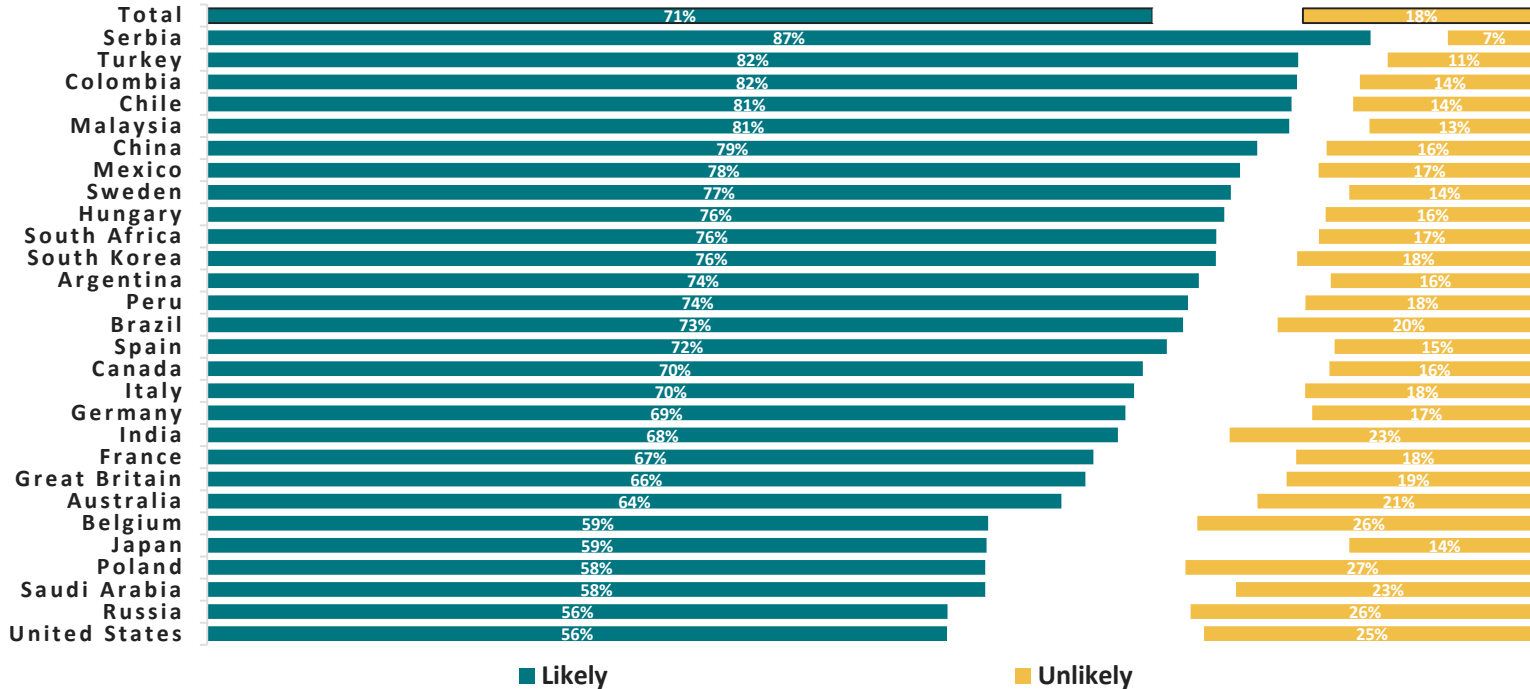


Q Major stock markets around the world will crash

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

## PREDICTIONS IN 2018

# Most around the world think average global temperatures will increase – Russia and the US most skeptical

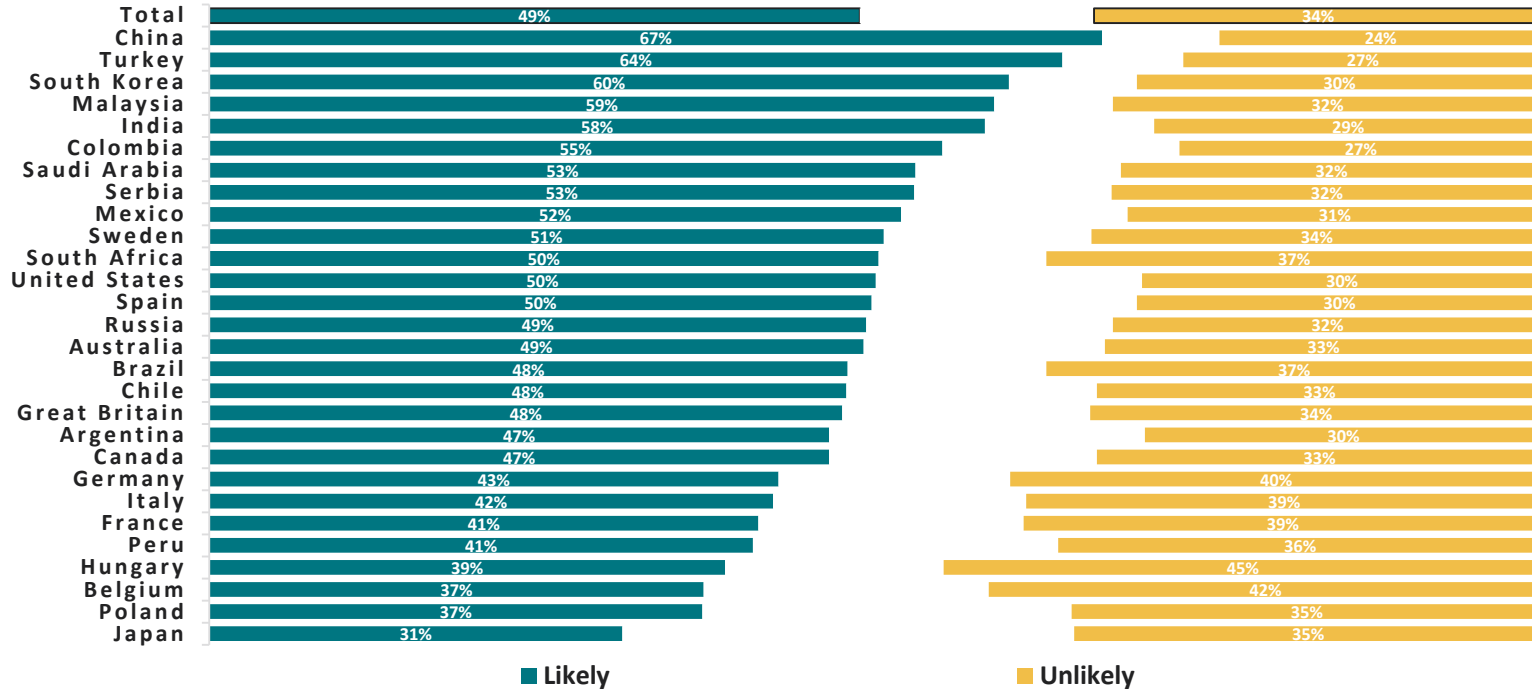


Q Average global temperatures will increase

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

## PREDICTIONS IN 2018

# China and Turkey most likely to expect to see a driverless car make a government-approved debut in a developed nation

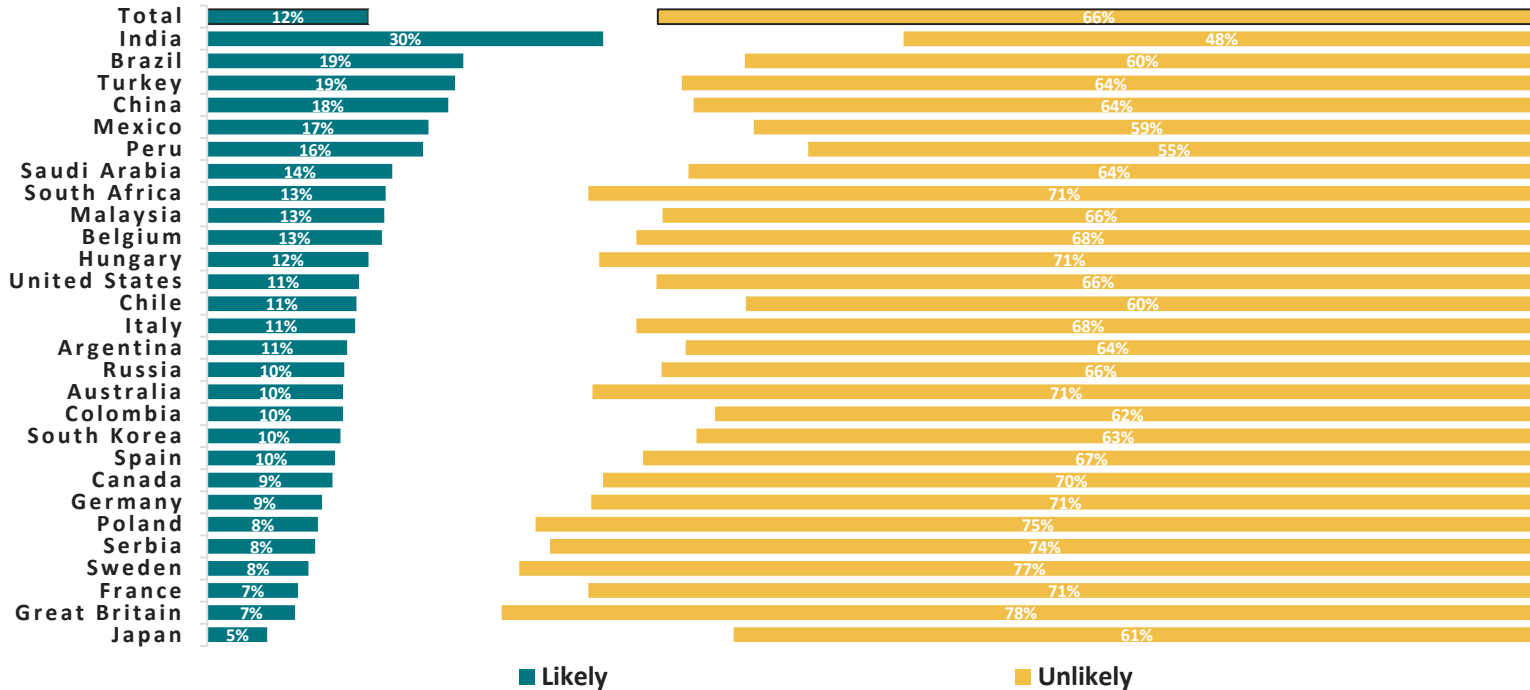


Q A driverless car will make its government approved debut in a developed nation

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

# PREDICTIONS IN 2018

## Close to 1 in 10 across most countries think it likely aliens will visit the earth this year



Q Aliens will visit the earth

Base: 20,996 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

## Related Concerns

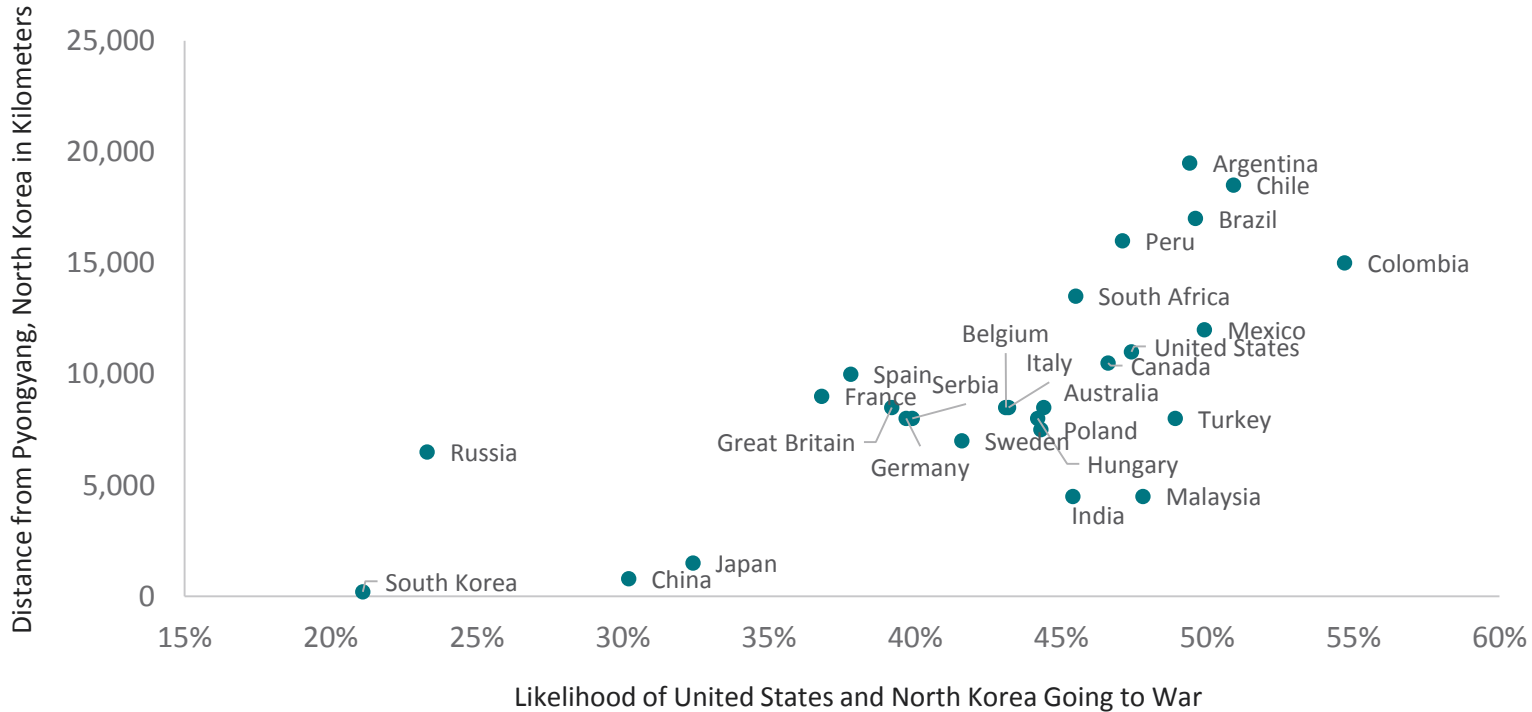
In order to dive more deeply into the data, we have also looked at interactions on some of the specific concerns, to better understand if some countries have generally higher concern levels; or the interaction of geography in concerns; etc.

The following slides show scatter plots of two separate – but possibly related – dimensions, to explore the extent to which there is a relationship between them (determined by a sloping distribution of data) or otherwise interesting country clusters.



PREDICTIONS IN 2018

# Location Impacts Perceptions about War

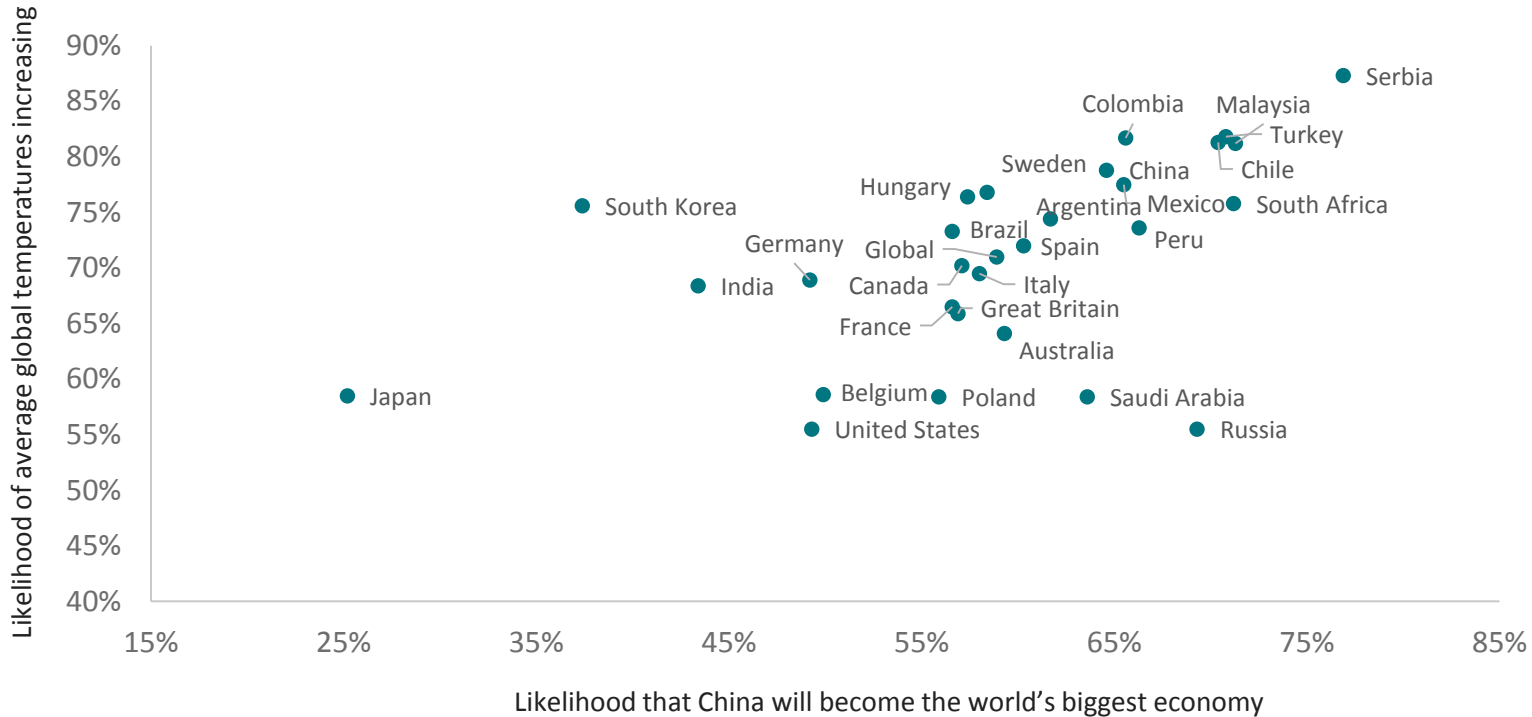


Source: Dec 2017 Ipsos Global Advisor -- Q. I'd now like to ask you some questions about what you think might happen in 2018. For each of the following, please tell me how likely or unlikely you think they are to happen.

Distance from capital cities of respective countries to Pyonyang, North Korea in 'air distance' kilometers, rounded to the nearest 500 km.

PREDICTIONS IN 2018

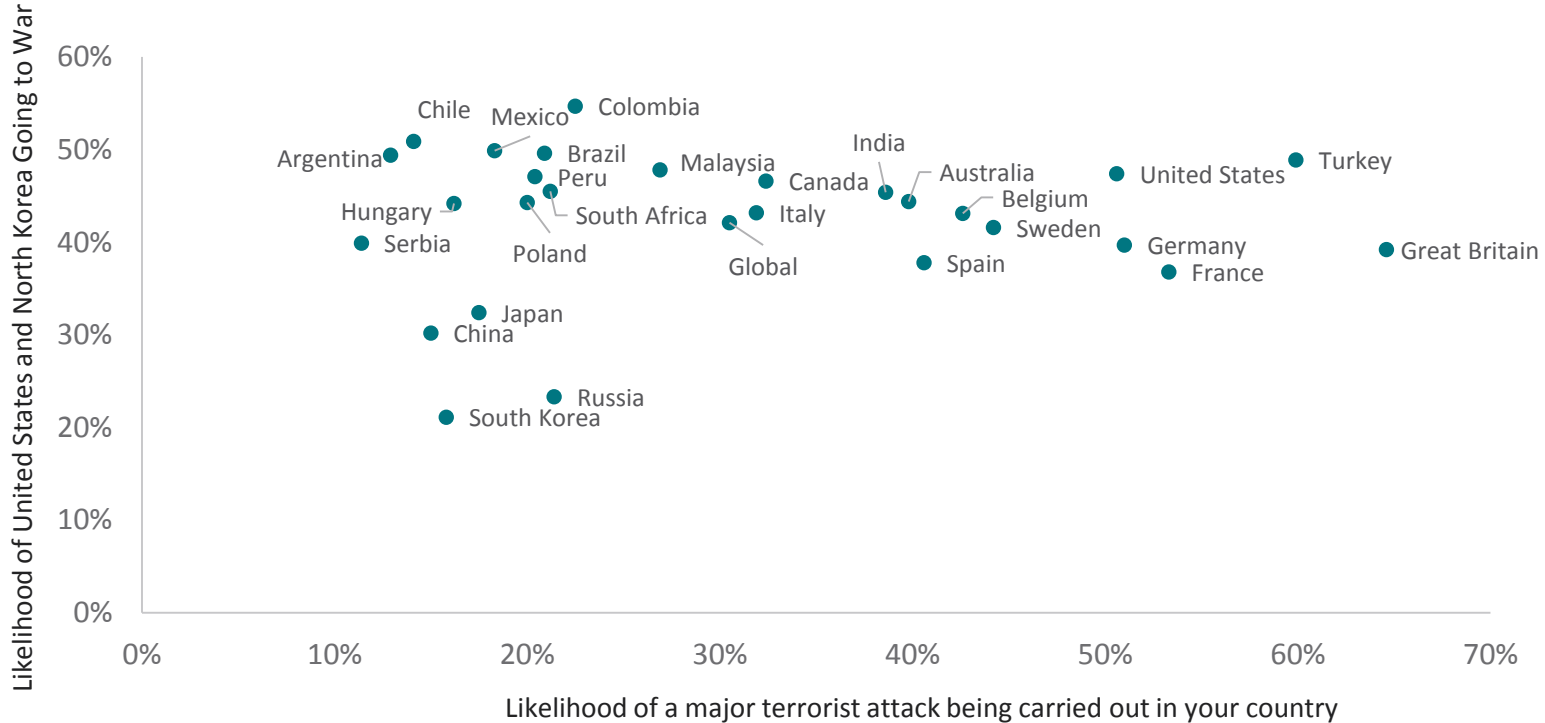
# Growing global temperatures & China's economy



Source: Dec 2017 Ipsos Global Advisor -- Q. I'd now like to ask you some questions about what you think might happen in 2018. For each of the following, please tell me how likely or unlikely you think they are to happen.

PREDICTIONS IN 2018

# Major Terrorist Attack & U.S./N. Korean War



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PREDICTIONS IN 2018

# Winning World Cup & Optimism about 2018

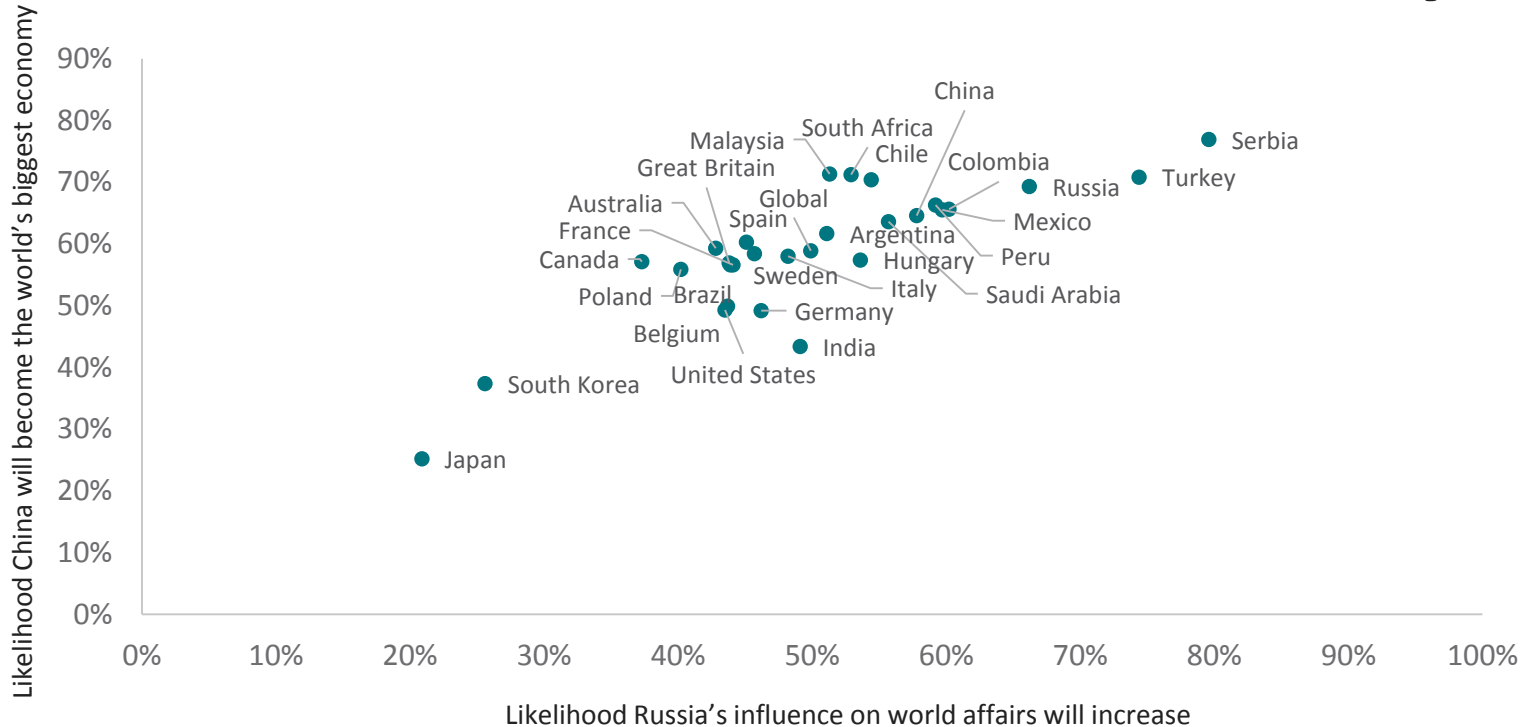


Source: Dec 2017 Ipsos Global Advisor -- Q. I'd now like to ask you some questions about what you think might happen in 2018. For each of the following, please tell me how likely or unlikely you think they are to happen.

Q. Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

PREDICTIONS IN 2018

# Russian Influence & the Chinese Economy



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# Contacts



**Cliff Young**  
President  
Ipsos Public Affairs  
✉ [Clifford.Young@ipsos.com](mailto:Clifford.Young@ipsos.com)



**Chris Jackson**  
Vice President  
Ipsos Public Affairs  
✉ [Chris.Jackson@ipsos.com](mailto:Chris.Jackson@ipsos.com)  
📞 +202-420-2025

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## GAME CHANGERS

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

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