



# Global Advisor

# Predictions

January 2019



# Global Advisor 2019 Predictions

## World affairs

Four in five think that average global temperatures will increase, while over a third expect a crash in global stock markets. People think both are more likely in 2019 than they were thought to be going into 2018.

Average global temperatures will increase



Major stock markets around the world will crash



President Trump will be impeached



A major terrorist attack will take place in [COUNTRY]



Very likely/fairly likely

Fairly unlikely/very unlikely

Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

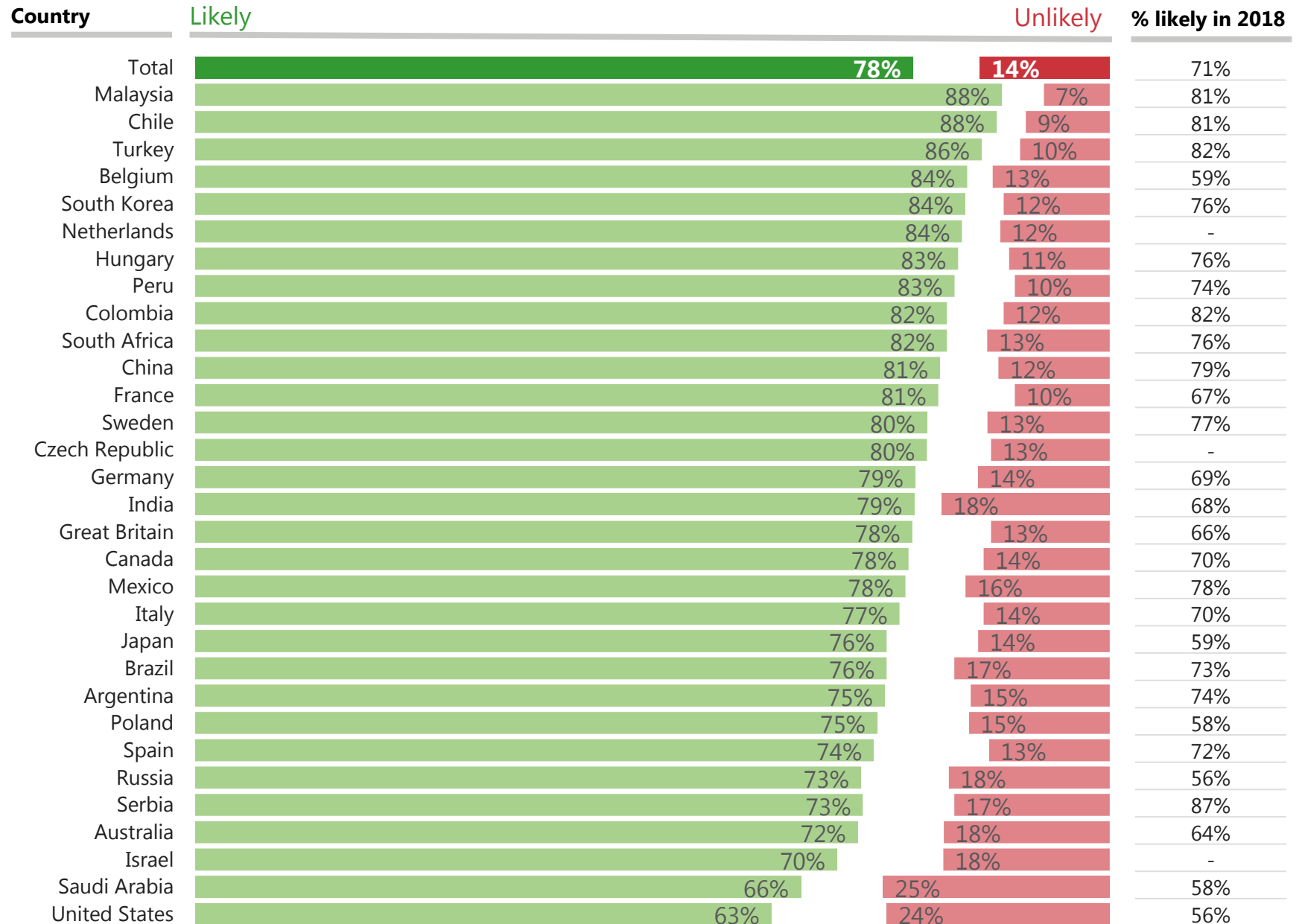
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### Average global temperatures will increase

Most around the world think average global temperatures will increase in 2019, and this is seen as more likely than in 2018 – the United States is the most skeptical for the second year running.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

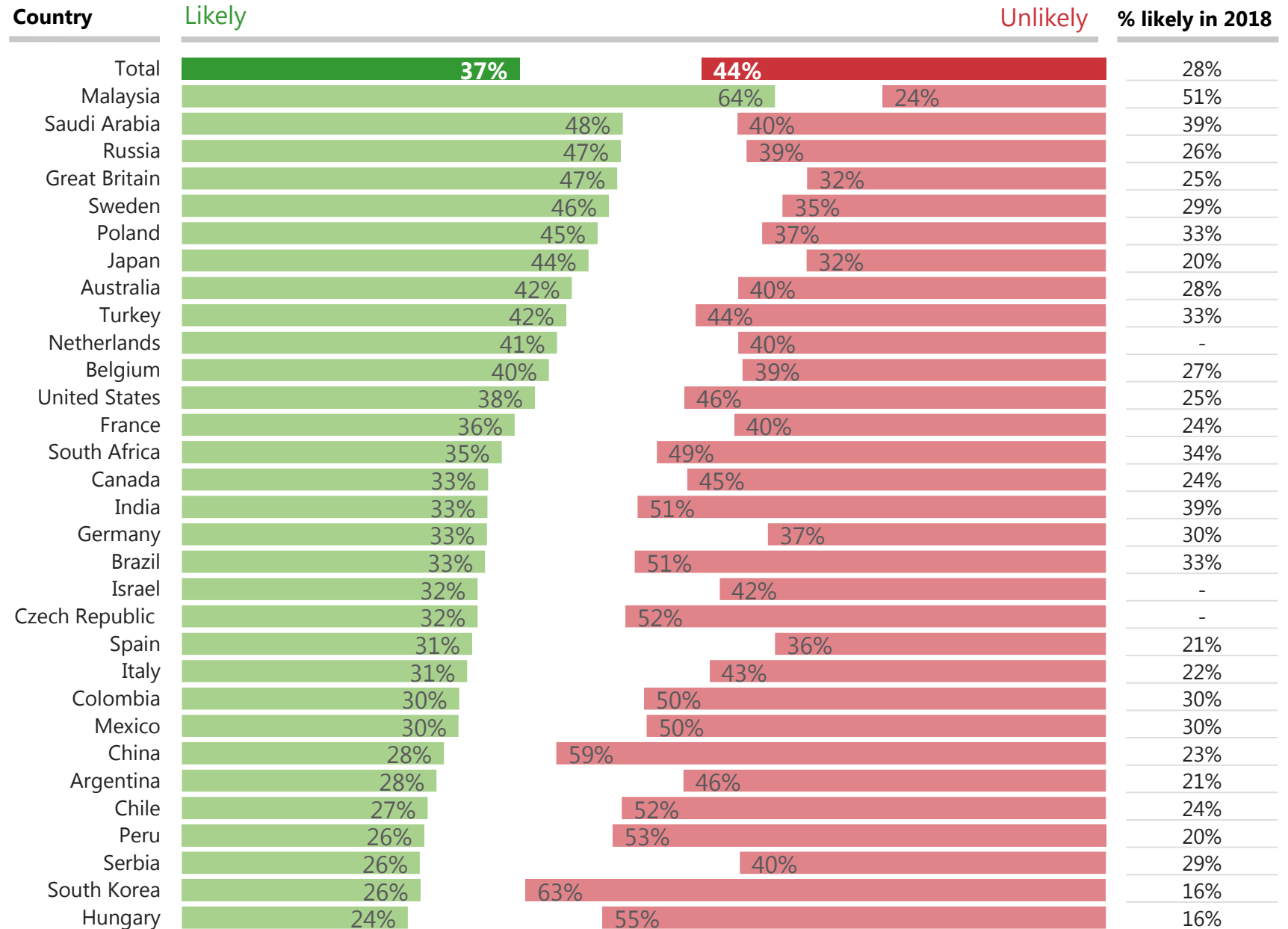
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### Major stock markets around the world will crash

Around two in five think a major stock market crash is likely, which is up nine points since last year. Economic pessimism in Great Britain and Russia has nearly doubled when compared to 2017.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

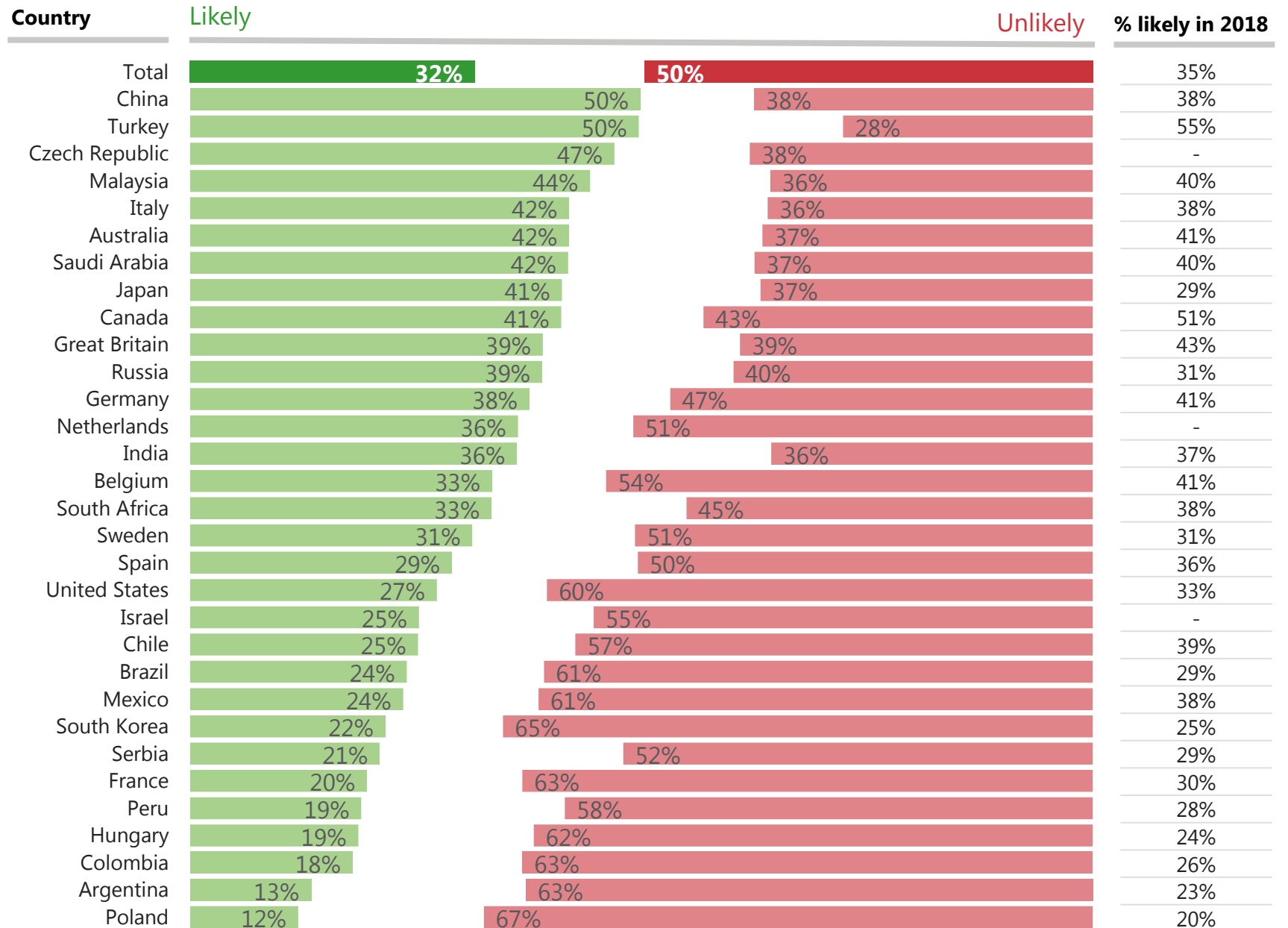
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### President Trump will be impeached

Attitudes remain divided on President Trump, but three in five Americans think it's unlikely their President will be impeached. In the midst of a trade war, a majority in China think his impeachment is likely.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

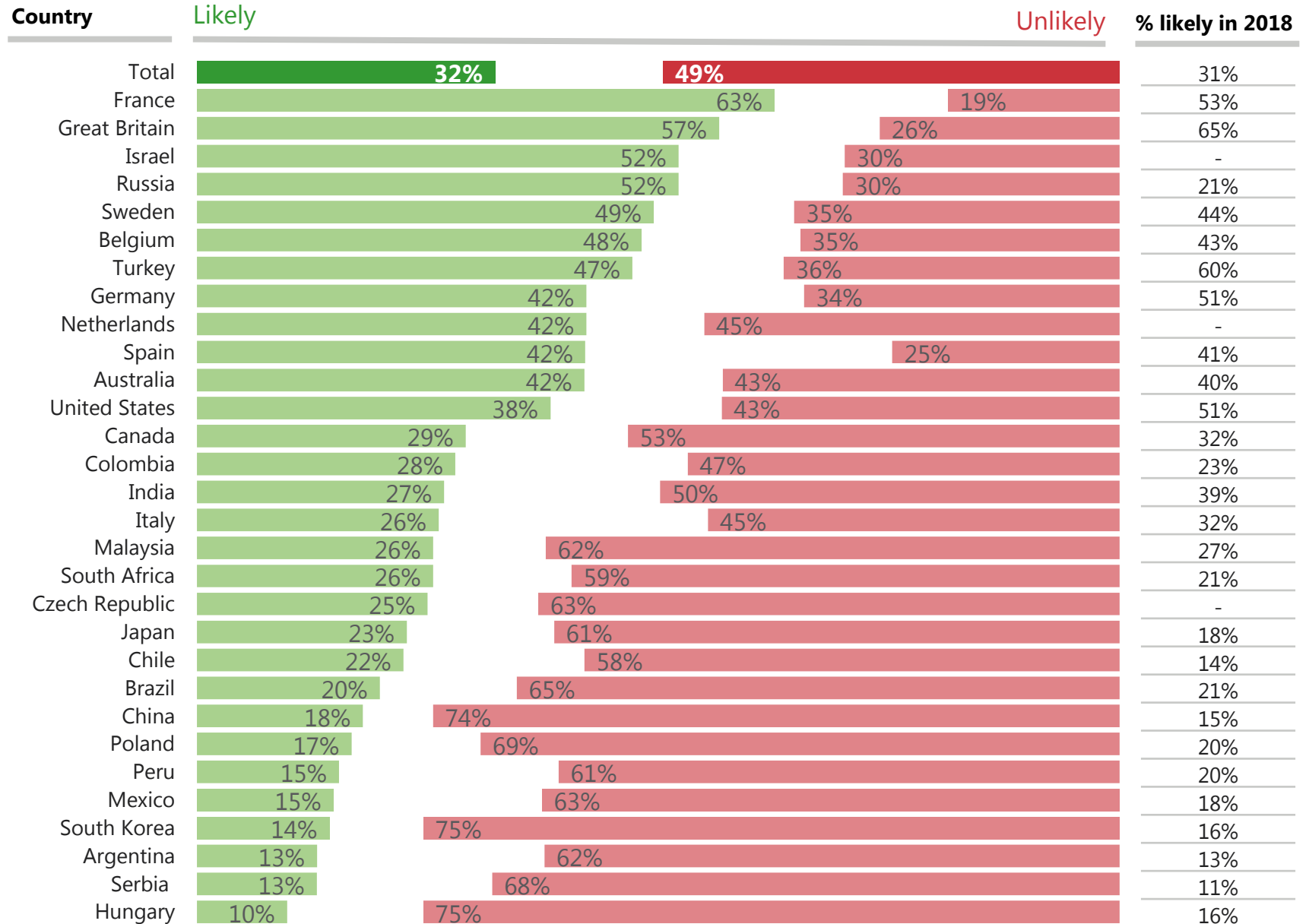
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

**A major terrorist attack will be carried out in [INSERT COUNTRY]**

Western Europe, Israel and Russia are the most concerned about a terrorist attack on home soil. Concern in the US has dropped considerably over the past year.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor

# Global Advisor 2019 Predictions

## Technology

Around the world four in five think that people will spend more time online than watching TV in 2019, while two in five expect doctors to regularly use artificial intelligence to help decide on treatment.

Despite half the global population worried about their personal data being leaked on the internet, only around a quarter say they will reduce their use of social media.

People around the world will spend more time online than watching TV



My personal data will be leaked on the internet



Doctors in [COUNTRY] will regularly use artificial intelligence to decide on treatment for their patients



I will use social media less



Very likely/fairly likely

Fairly unlikely/very unlikely

Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

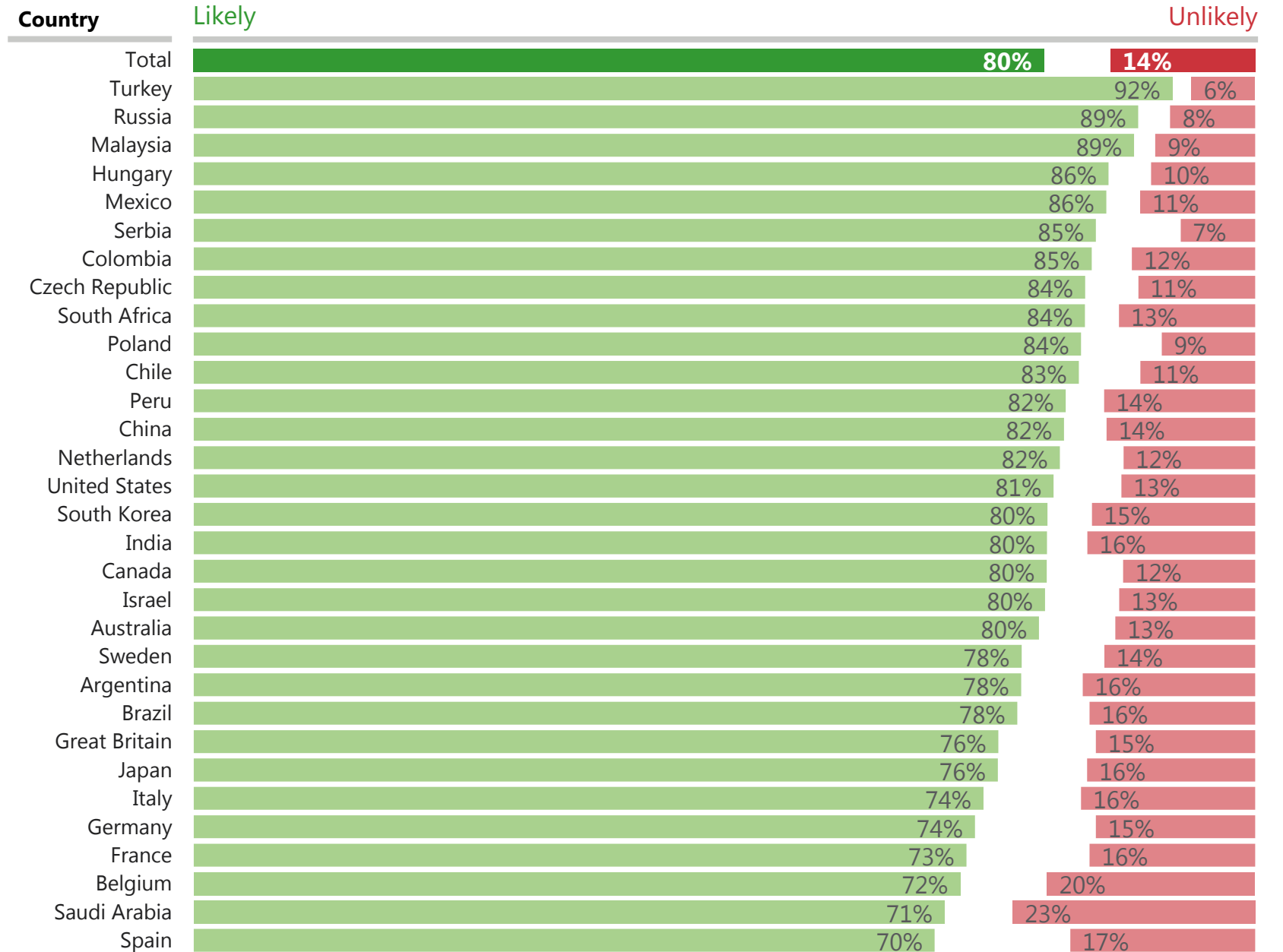
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### People around the world will spend more time online than watching TV

A clear majority in all countries surveyed think it is likely that people will spend more time online than watching TV in 2019.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor

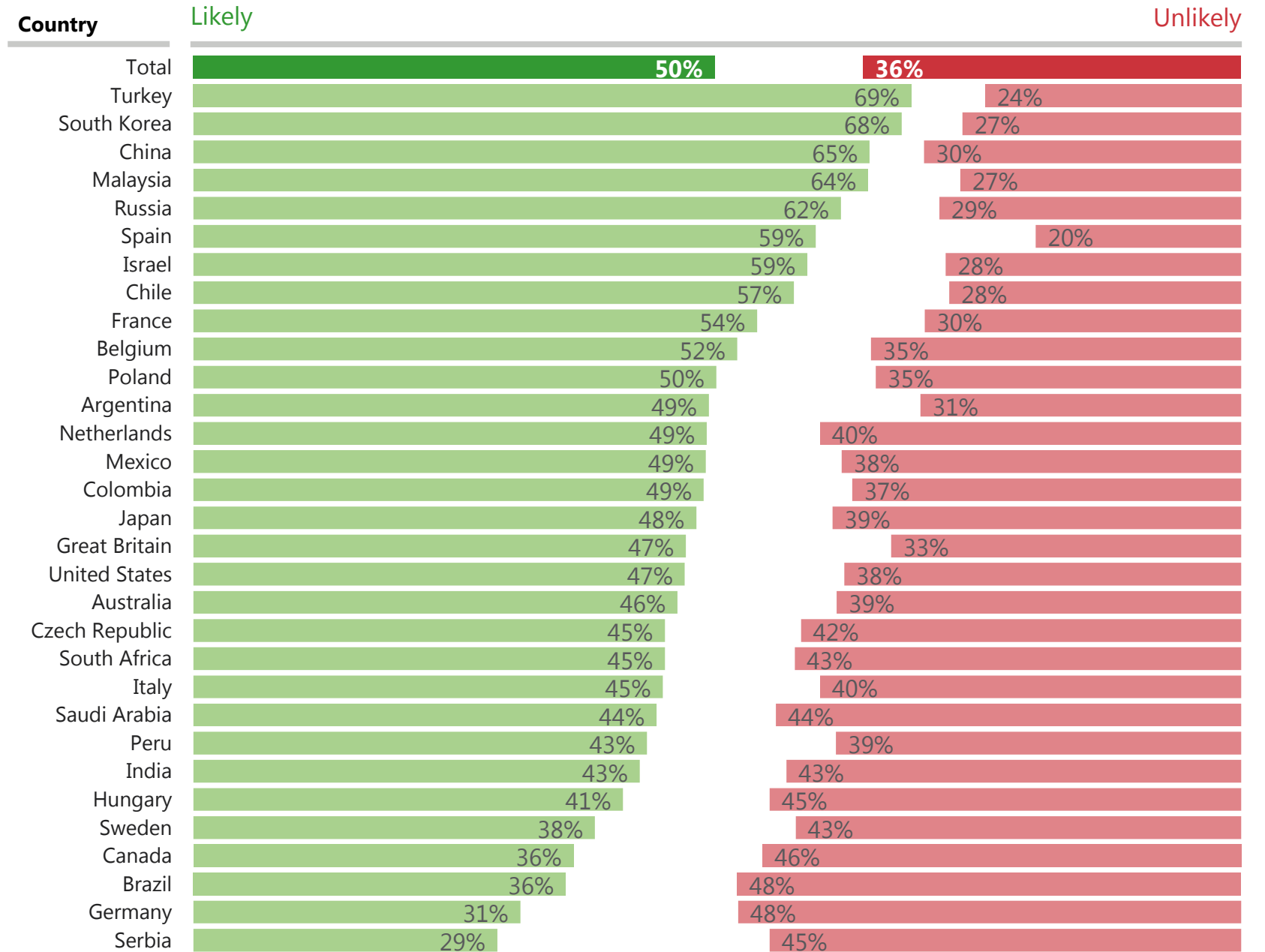


## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### My personal data will be leaked on the internet

Half think their personal data will be leaked on the internet this year, especially in Turkey, South Korea and China, although this drops in Serbia, Germany, Brazil and Canada.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

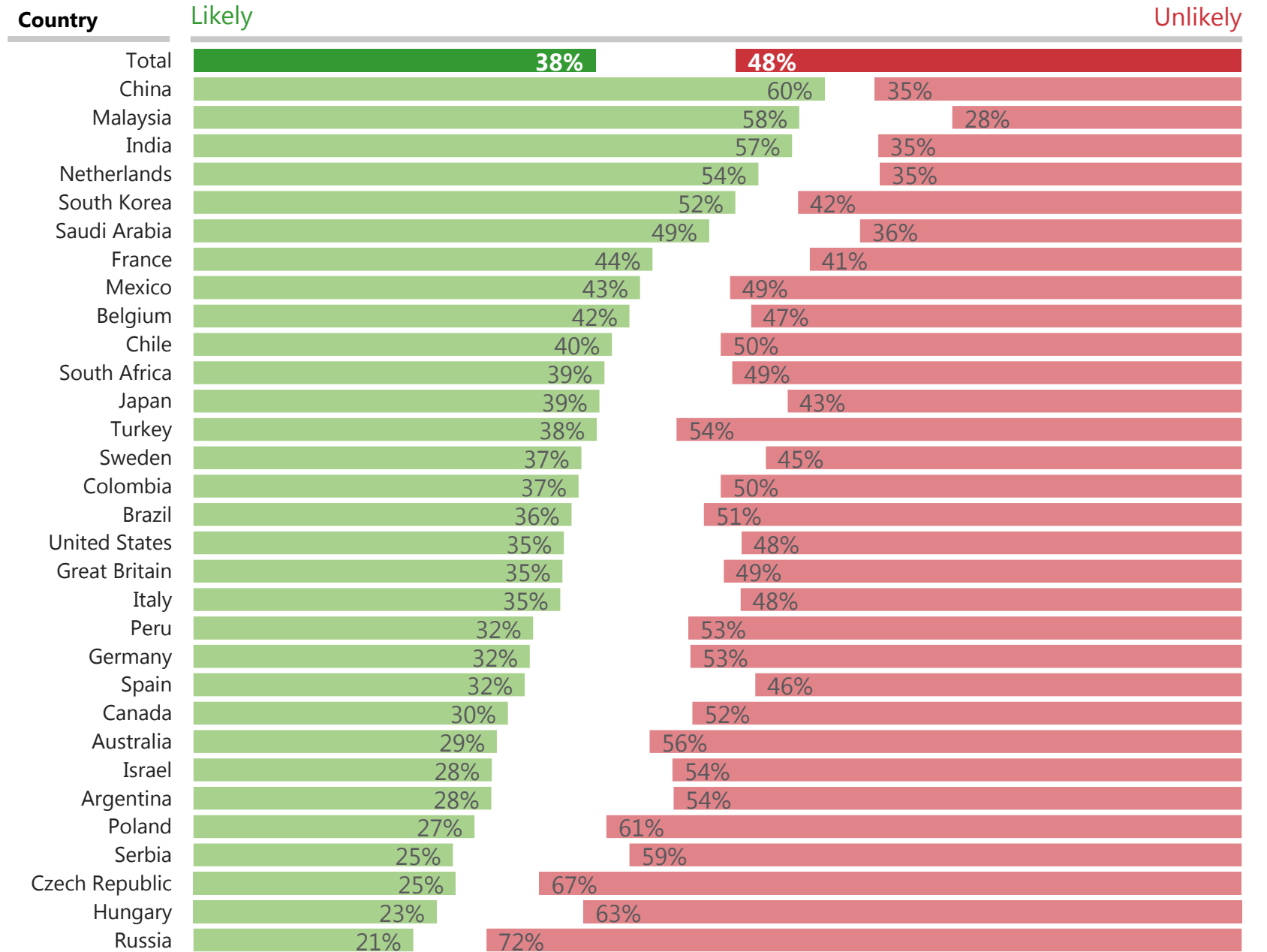
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

**Doctors in [COUNTRY] will regularly use artificial intelligence to decide on treatment for their patients**

Two in five think their doctors will use artificial intelligence to help treat patients this year – although this is seen as less likely across Eastern Europe.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

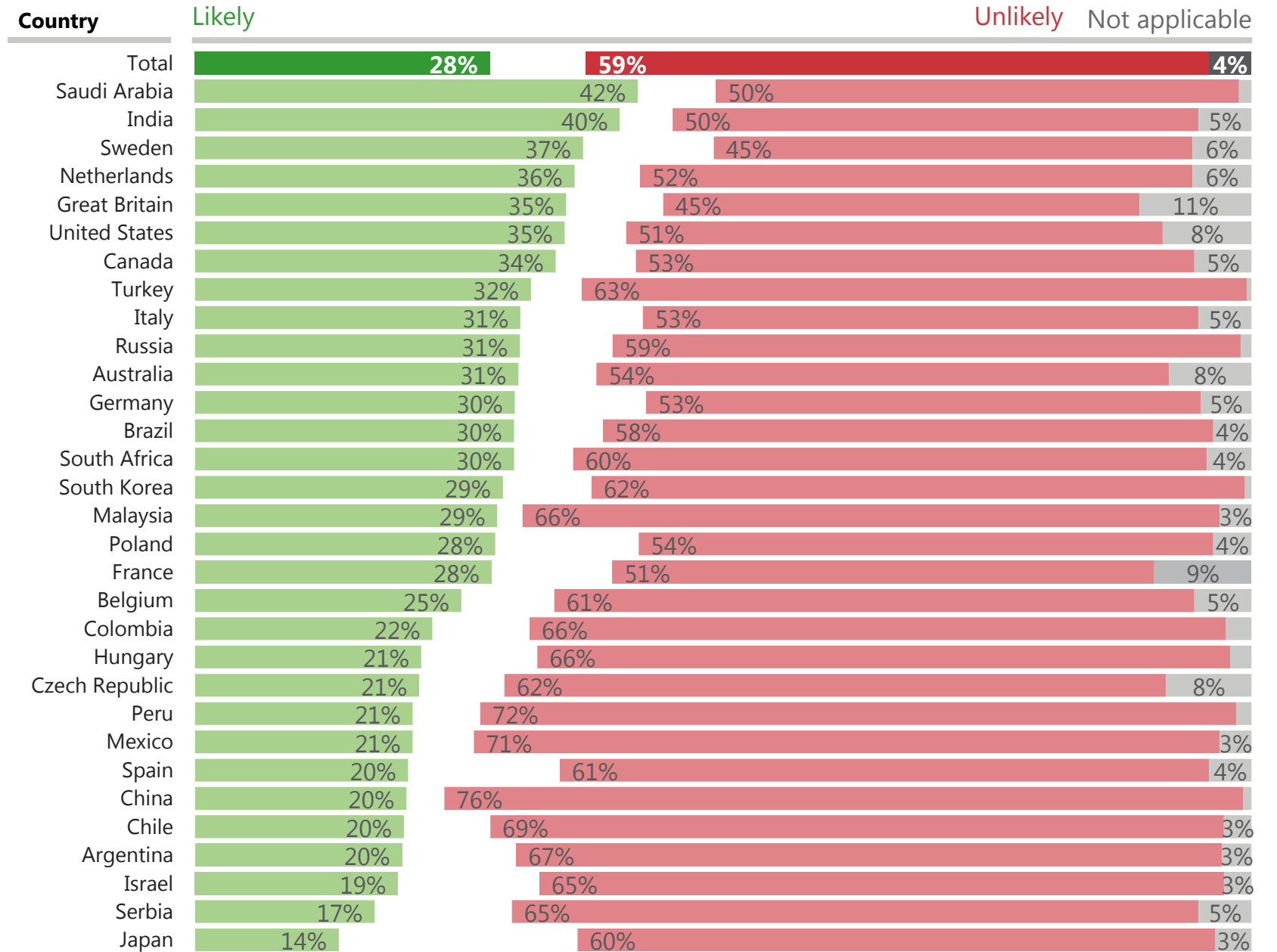
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### I will use social media less

Only three in ten think they will be using social media less in 2019 – especially not in China.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor

# Global Advisor 2019 Predictions

## Society and culture

Over half expect large-scale public unrest in their country this year to protest against the way the country is being run, while just a quarter think people will become more tolerant of each other.

Three in ten think they will feel lonely most of the time, and half do not expect women to get equality in pay with men.

There will be a large-scale public unrest (such as protest or riots) in [COUNTRY] to protest against the way the country is being run



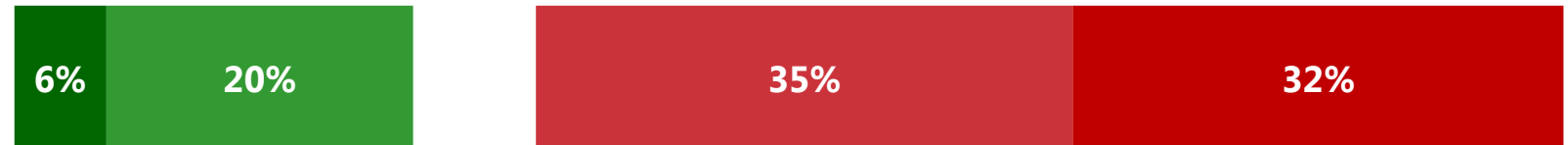
Women will be paid the same as men for the same work



I will feel lonely most of the time



People in [COUNTRY] will become more tolerant of each other



Very likely/fairly likely

Fairly unlikely/very unlikely

Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

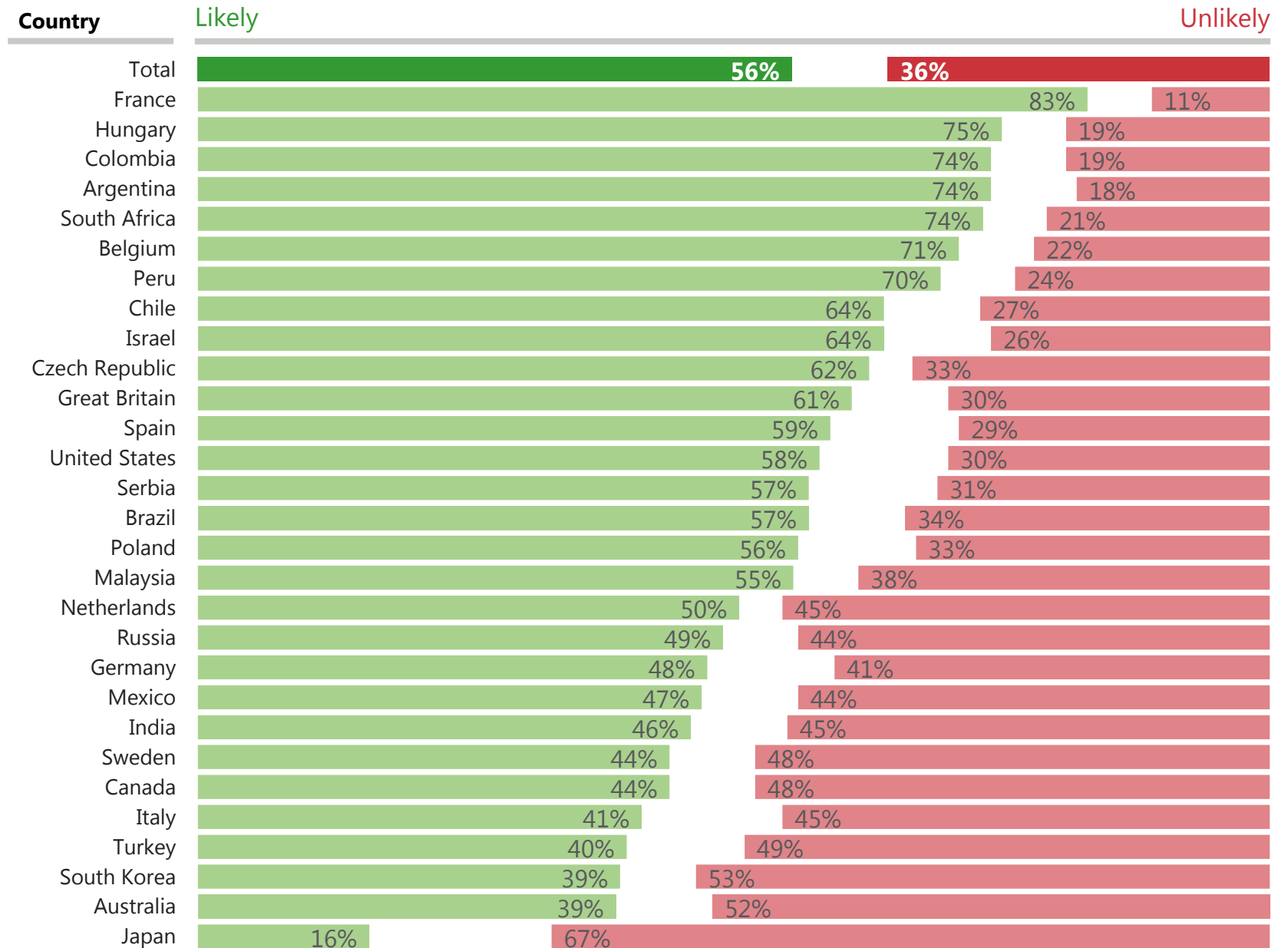
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

**Q.** For each of the following, please tell me how likely or unlikely you think they are to happen...

**There will be large-scale public unrest (such as protests or riots) in [COUNTRY] to protest against the way the country is run**

Following the 'gilet jaunes' protests in France, a large majority do not expect the problems to end in 2019, with four in five expecting large scale riots or protests. Protests are also expected in Hungary, Colombia, Argentina and South Africa.



**Base:** 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

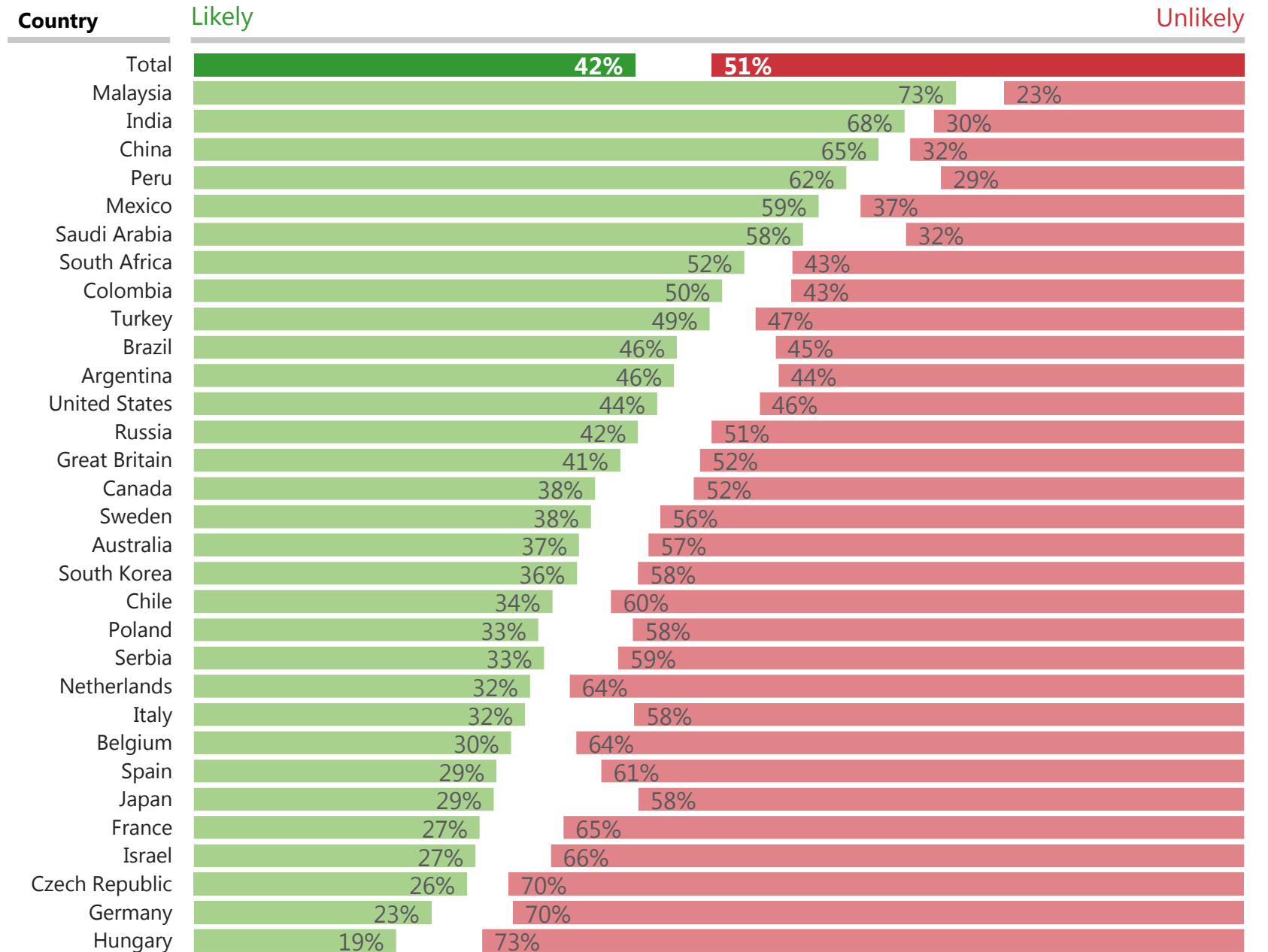
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### Women will be paid the same as men for the same work

Malaysia, India and China are the most confident that equal pay will be achieved this year, while Hungary, Germany and an array of other European countries are less optimistic.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

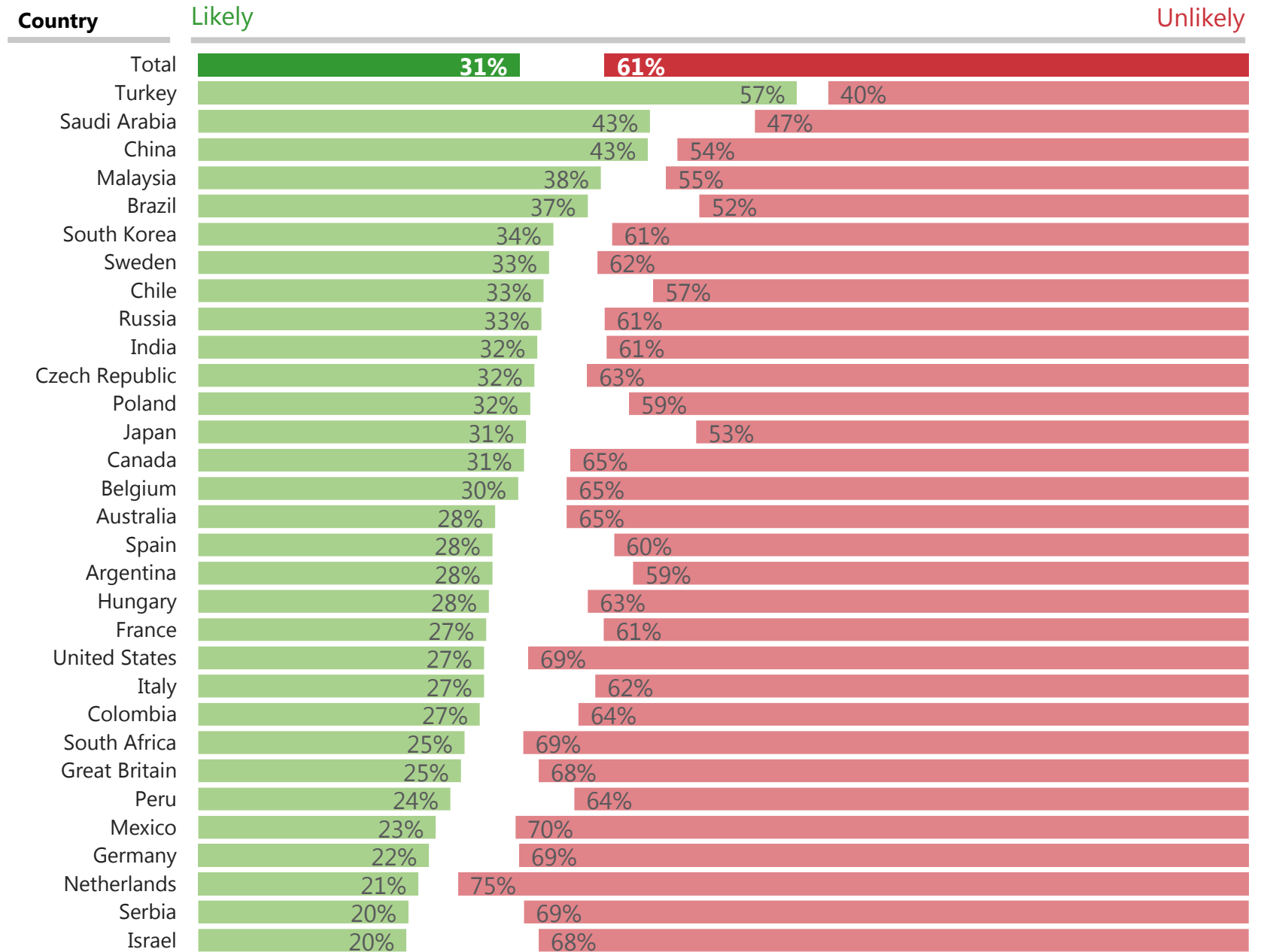
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

**Q.** For each of the following, please tell me how likely or unlikely you think they are to happen...

### I will feel lonely most of the time

Three in ten think they will feel lonely for the majority of the year, with this reaching up to three in five in Turkey. Even at its lowest level in Israel, Serbia and the Netherlands, loneliness is still a concern for one in five.



**Base:** 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

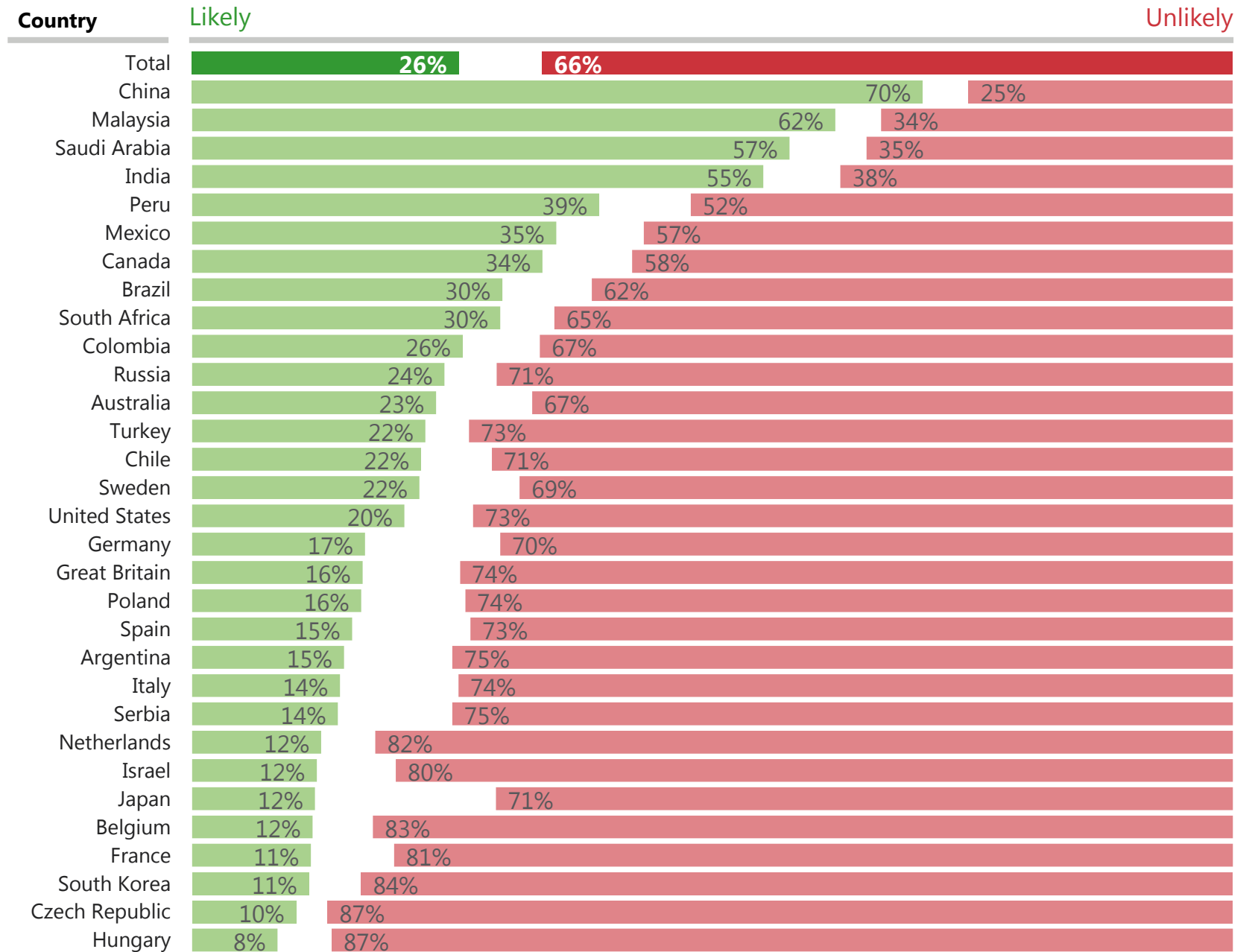
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

**People in [COUNTRY] will become more tolerant of each other**

Only one in four think that people in their country will become more tolerant of each other this year – although China and Malaysia are more optimistic.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor



## Global Advisor 2019 Predictions

### Breakthroughs

Two in five think that 2019 will be the year that the common cold is cured.

However, we remain less convinced that we will discover the existence of ghosts or time travel – nor that aliens will visit the Earth.

We will find a cure for the common cold



We will discover that ghosts really exist



We will discover time travel



Aliens will visit the Earth



Very likely/fairly likely

Fairly unlikely/very unlikely

Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

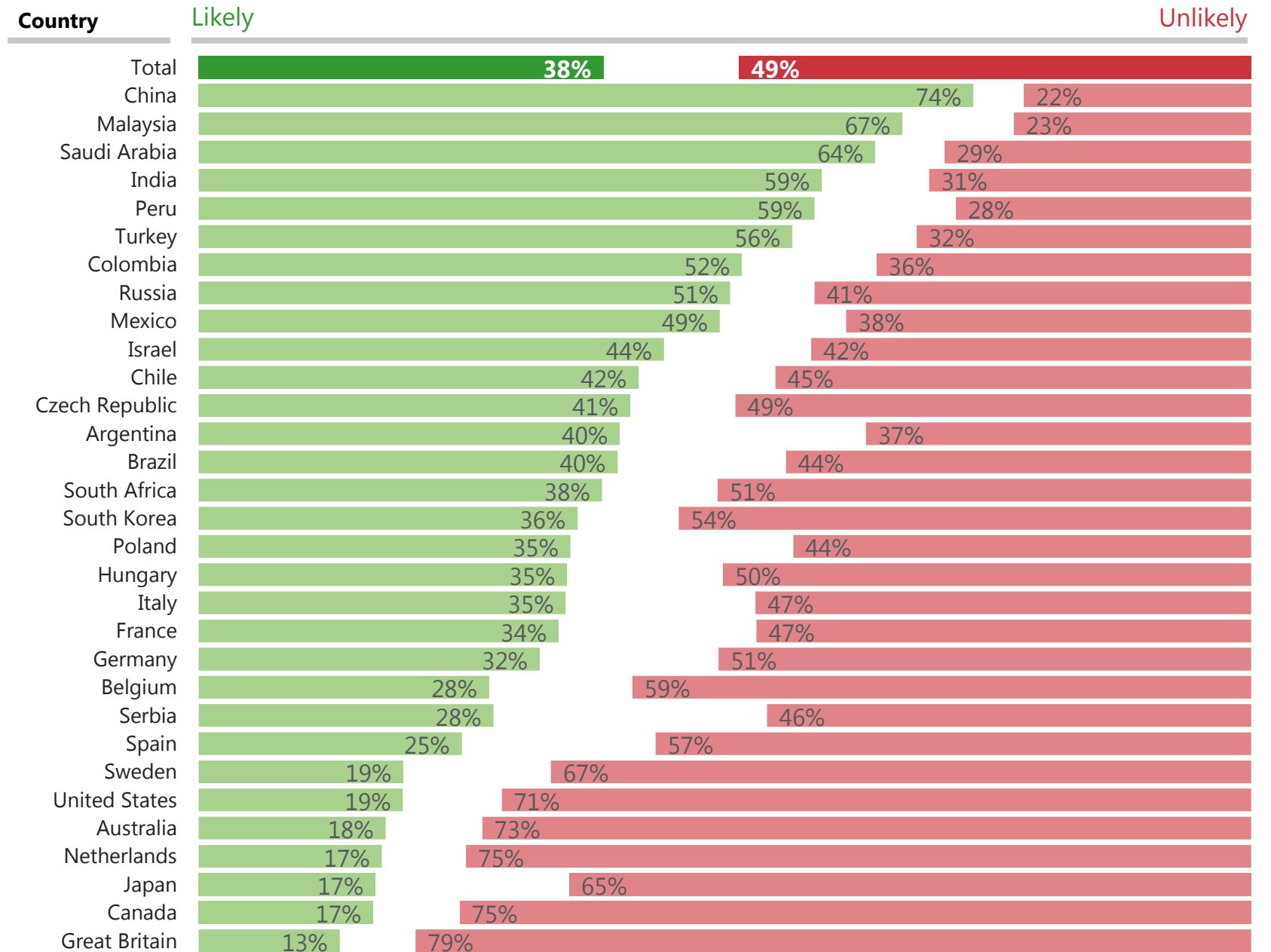
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### We will find a cure for the common cold

China, Malaysia and Saudi Arabia are much more confident that the common cold will be cured in 2019. Meanwhile, in Britain only one in eight think it's likely.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

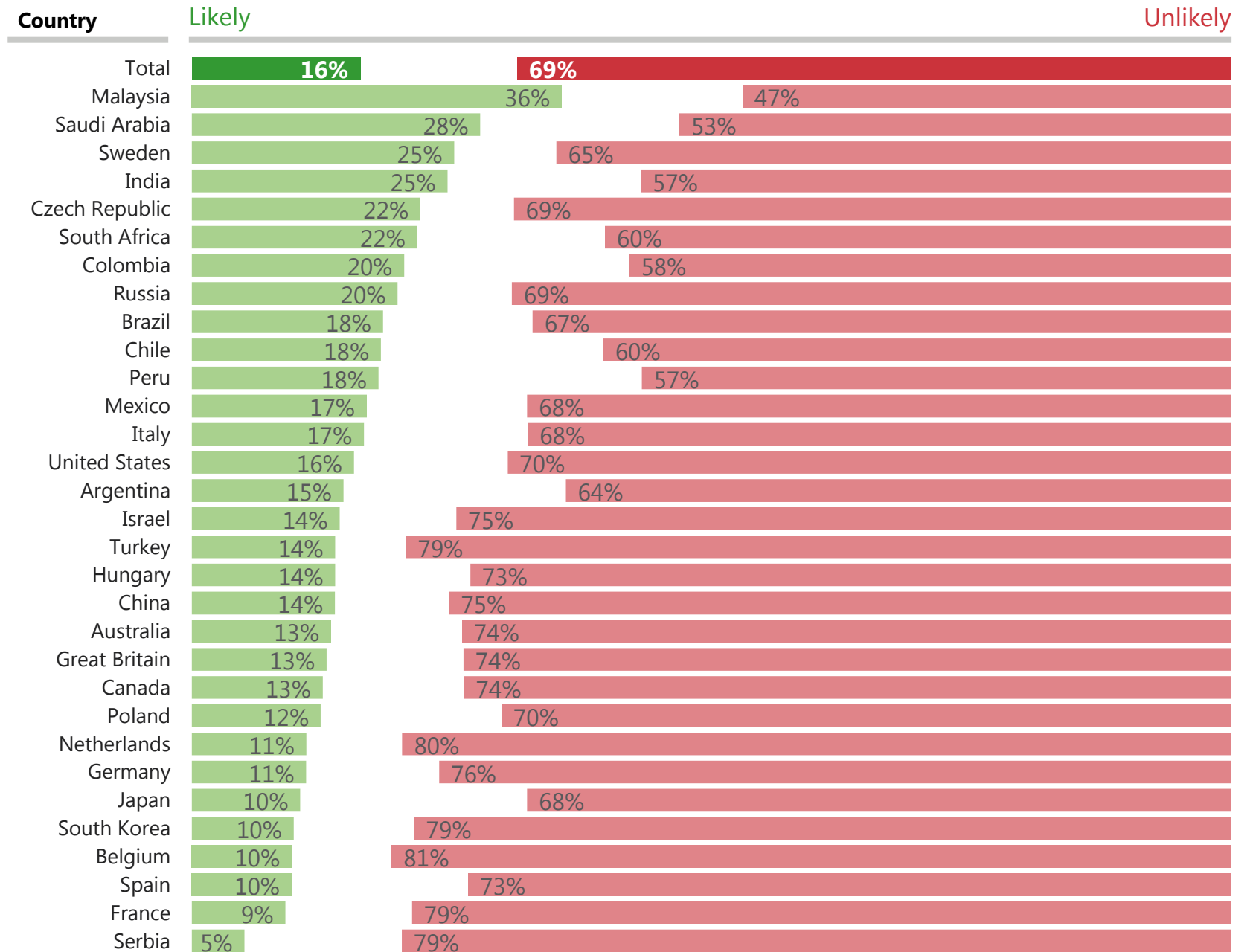
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

**We will discover that ghosts really exist**

People are unconvinced that 2019 will be the year we discover the existence of ghosts, although a third of Malaysians think that it's possible.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

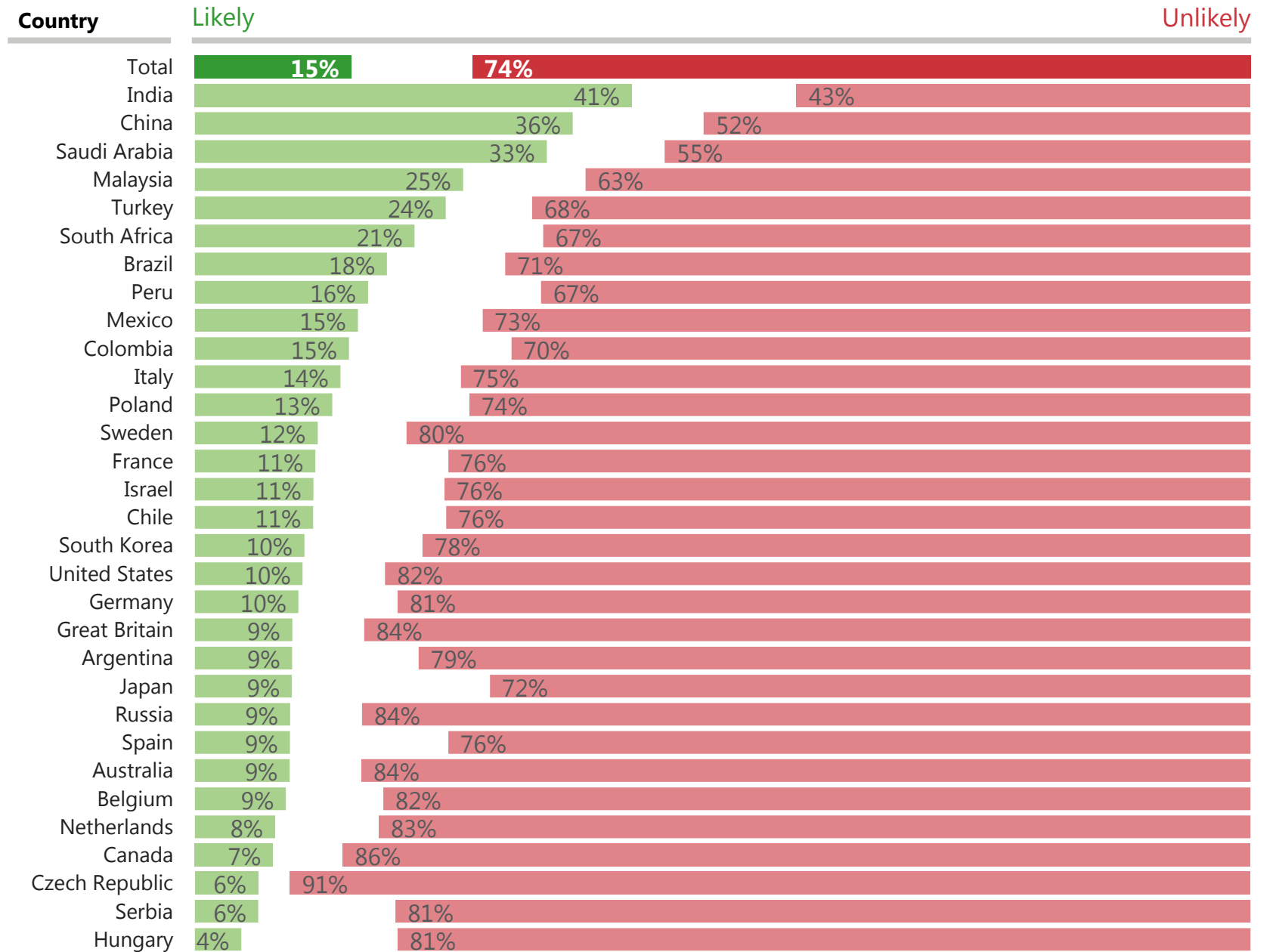
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### We will discover time travel

Nor do many expect humanity to discover time travel in 2019, though India, China and Saudi Arabia are the most hopeful.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

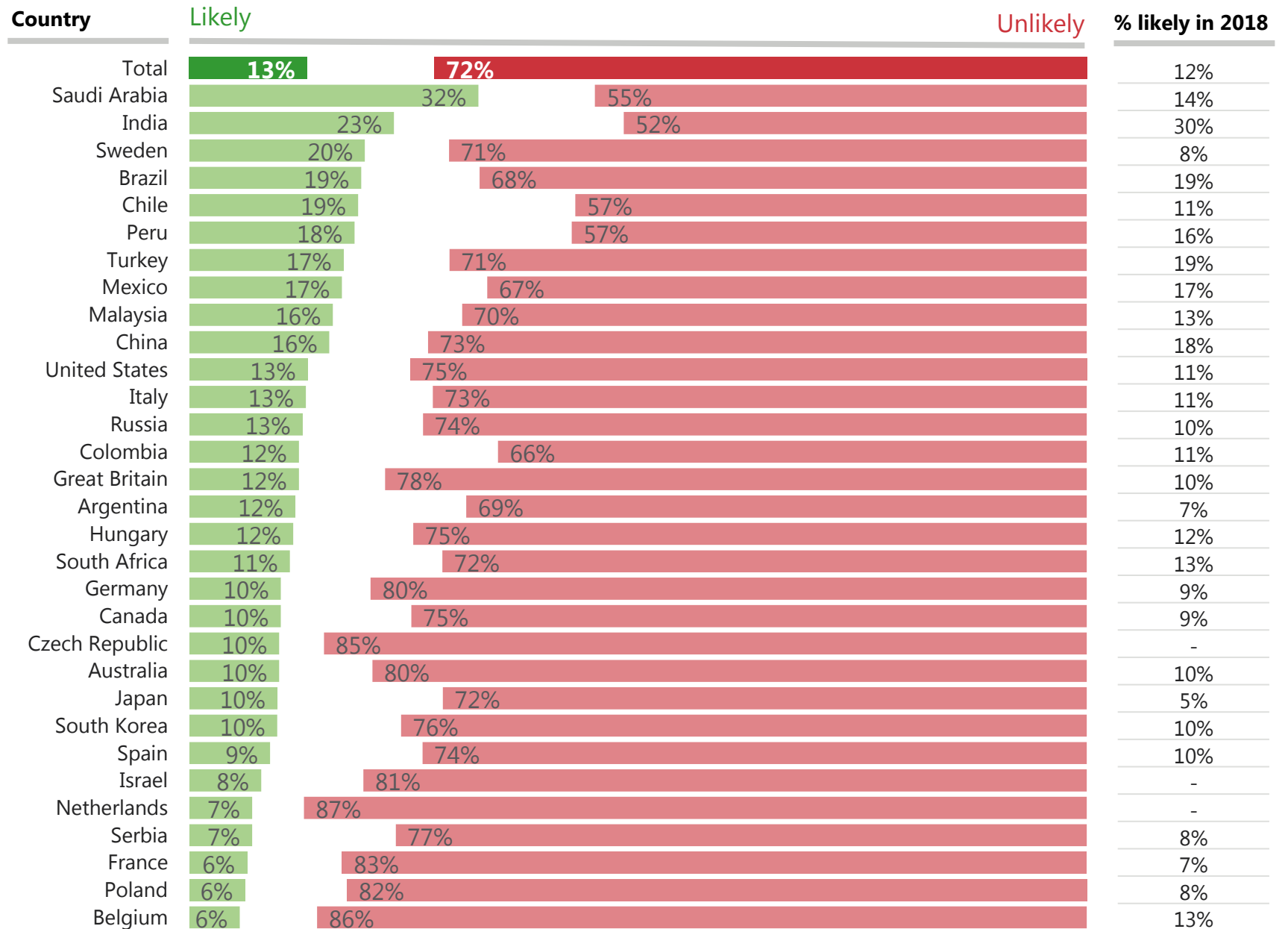
Ipsos MORI Global Advisor

## Global Advisor 2019 Predictions

Q. For each of the following, please tell me how likely or unlikely you think they are to happen...

### Aliens will visit the earth

Despite our continued exploration of space, only one in eight think aliens visiting the earth is likely.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor



# Outlook for 2019

## Outlook for 2019

On average, seven in ten around the world are optimistic that 2019 will be better for them than 2018 was.

Three in five think that 2018 was a bad year for their country, while just under half thought it was a negative year for them personally.

I will make some personal resolutions to do specific things for myself or other in 2019



I am optimistic that 2019 will be a better year for me than it was in 2018



2018 was a bad year for [COUNTRY]



The global economy will be stronger in 2019 than it was in 2018



2018 was a bad year for me and my family



Very much agree/somewhat agree

Somewhat disagree/very much disagree

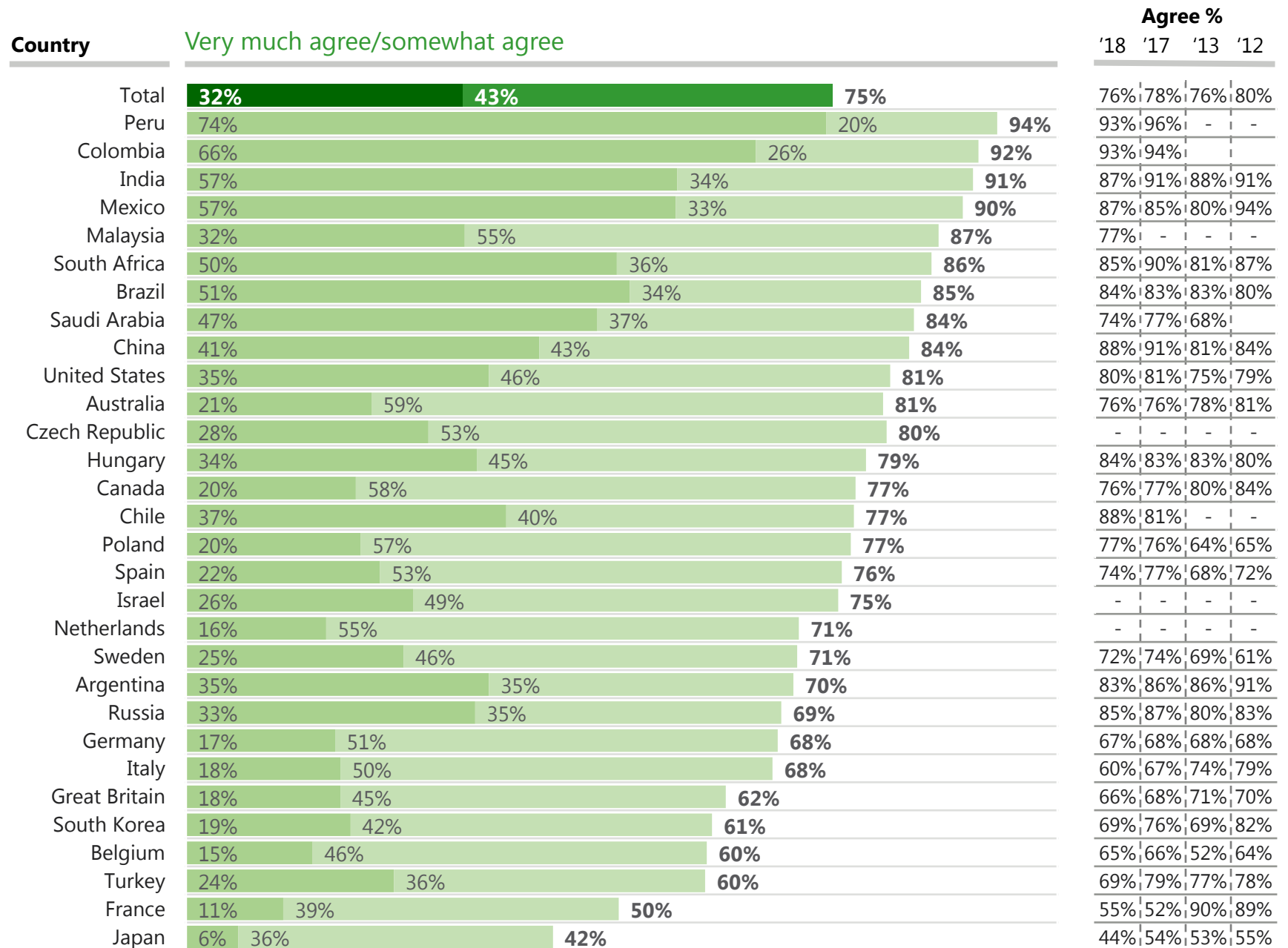
Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

## Global Advisor Outlook for 2019

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

**I am optimistic that 2019 will be a better year for me than it was in 2018**

The majority are optimistic about 2019 (similar to last year) – but less so in France and Japan.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor

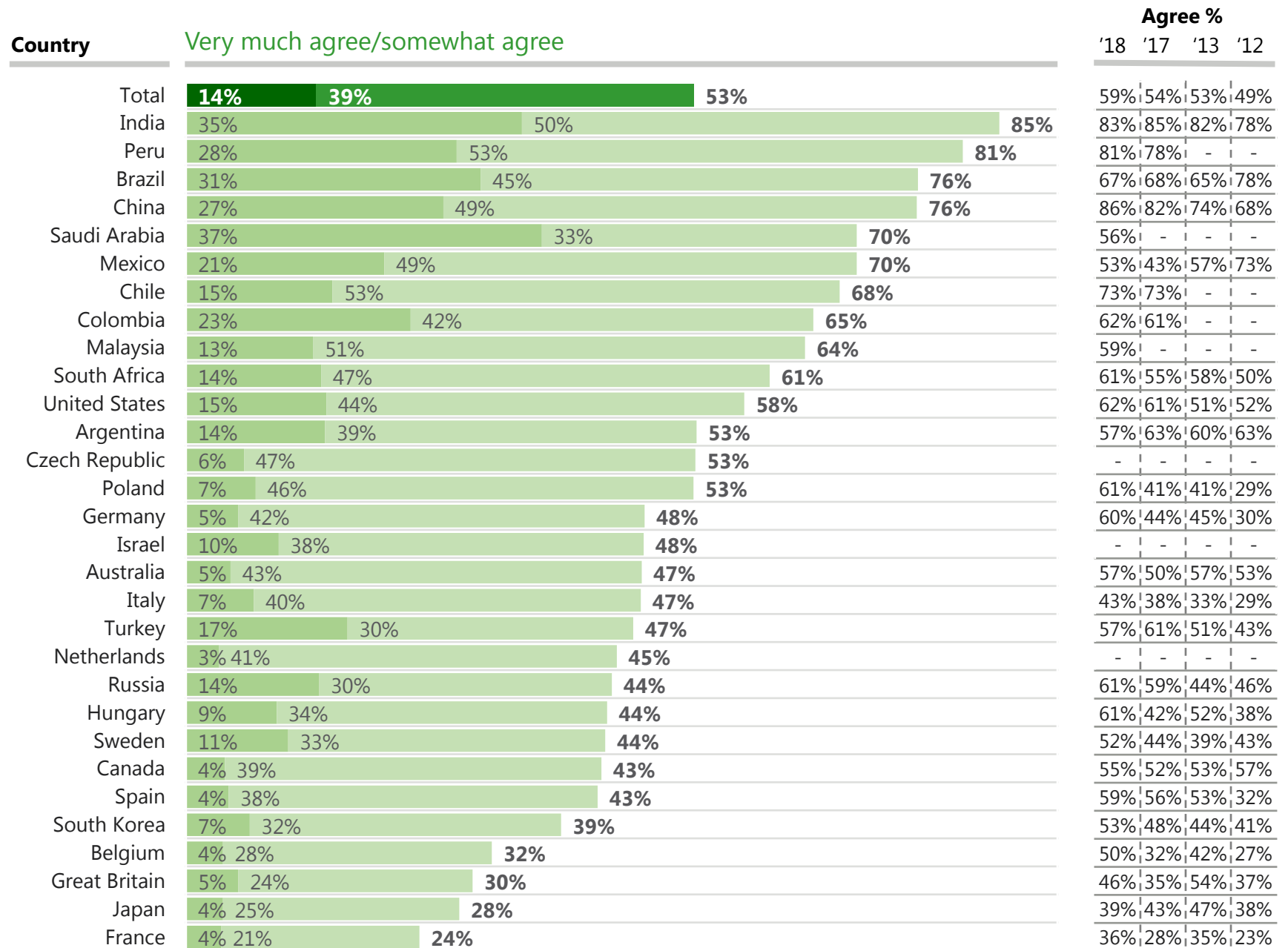


## Global Advisor Outlook for 2019

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

**The global economy will be stronger in 2019 than it was in 2018**

India, Peru, Brazil and China are the most optimistic about the global economy in 2019 – Britain, Japan and France less so. On average, though, people are slightly less confident than in 2018.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

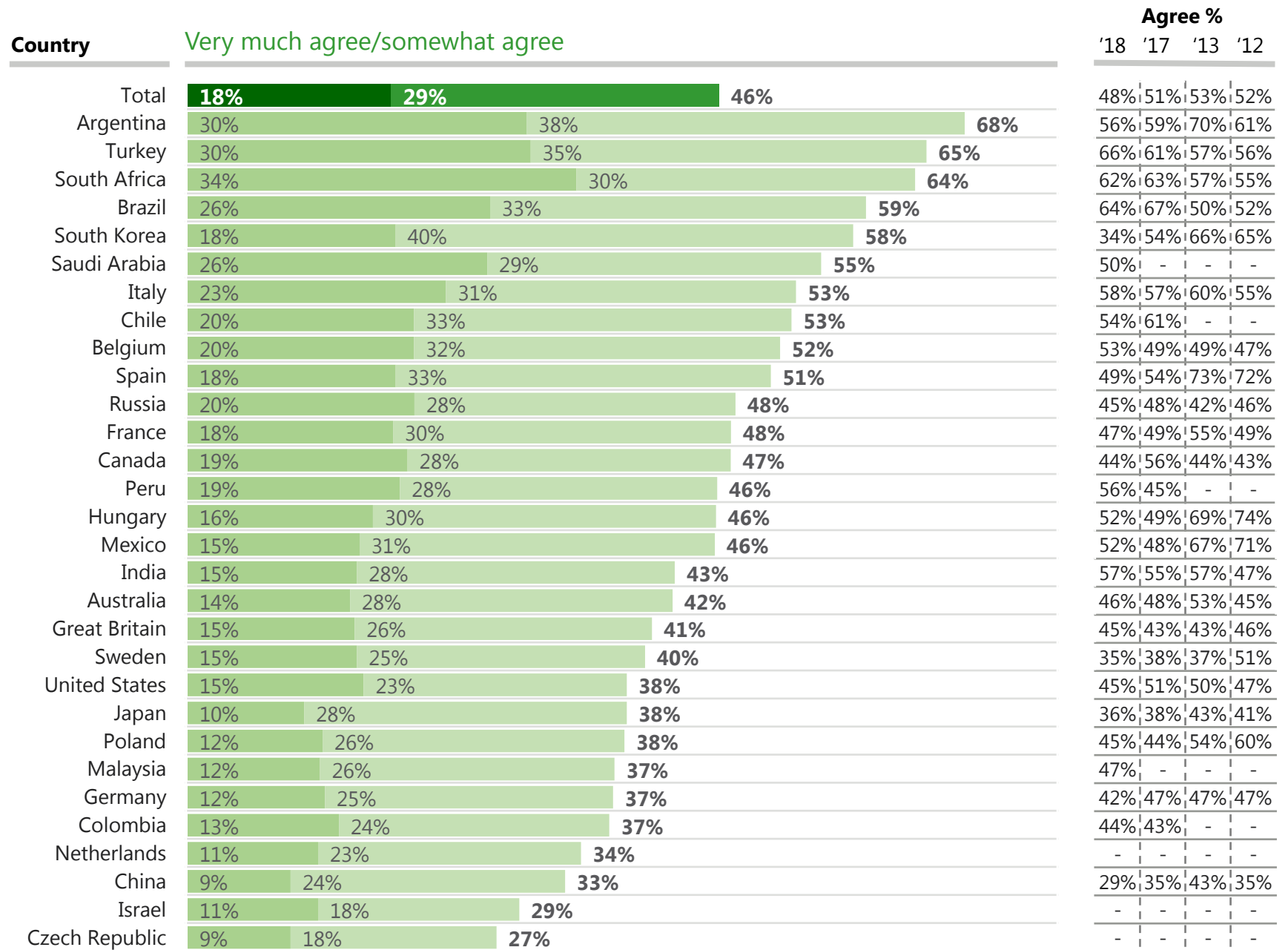
Ipsos MORI Global Advisor

## Global Advisor Outlook for 2019

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

**2018 was a bad year for me and my family**

Just under half say that 2018 was a bad year for them – worst in Argentina, Turkey and South Africa.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

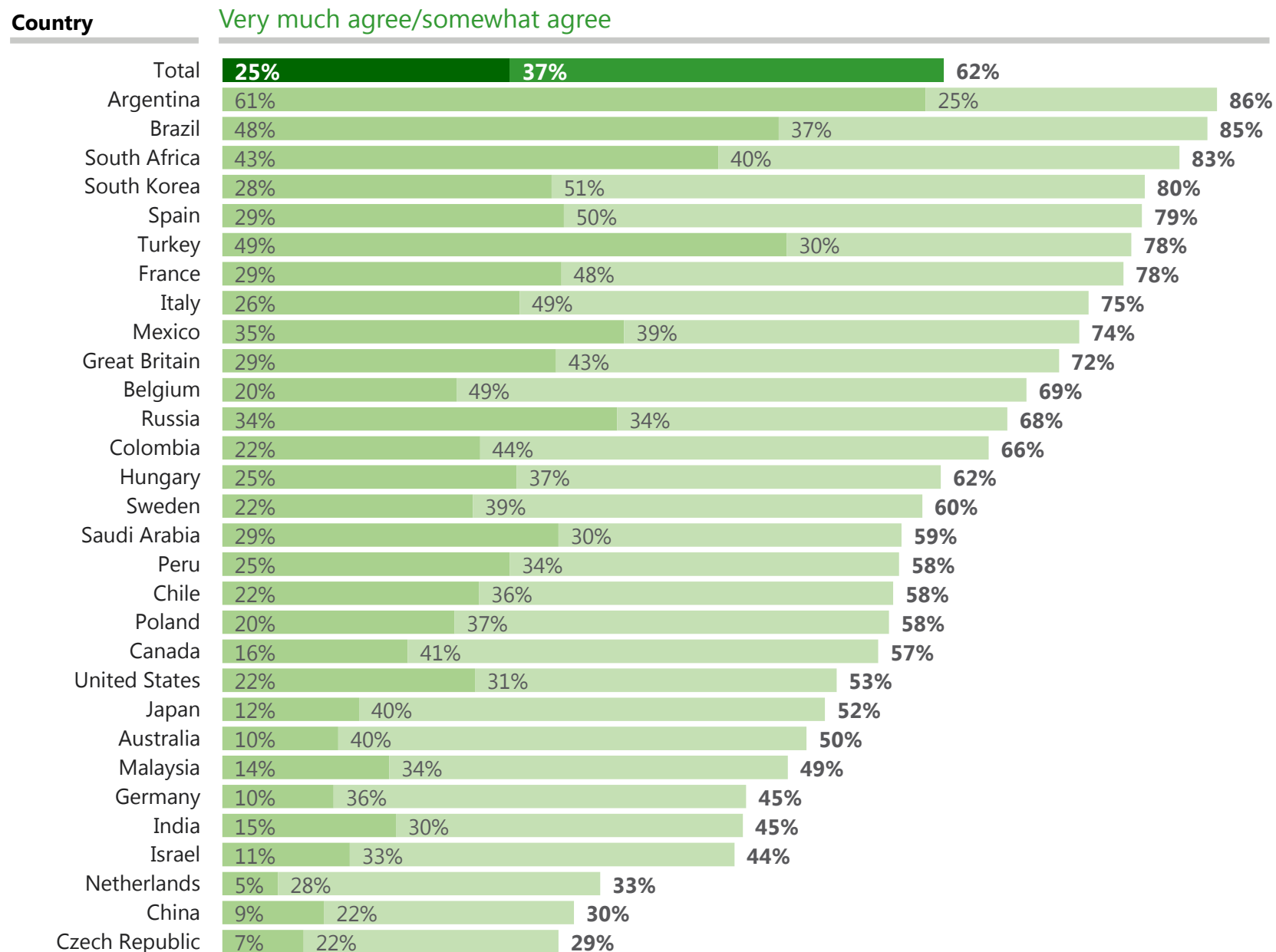
Ipsos MORI Global Advisor

## Global Advisor Outlook for 2019

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

**2018 was a bad year for  
[COUNTRY]**

Three in five think that 2018 was a bad year for their country, more so in Argentina, Brazil and South Africa.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

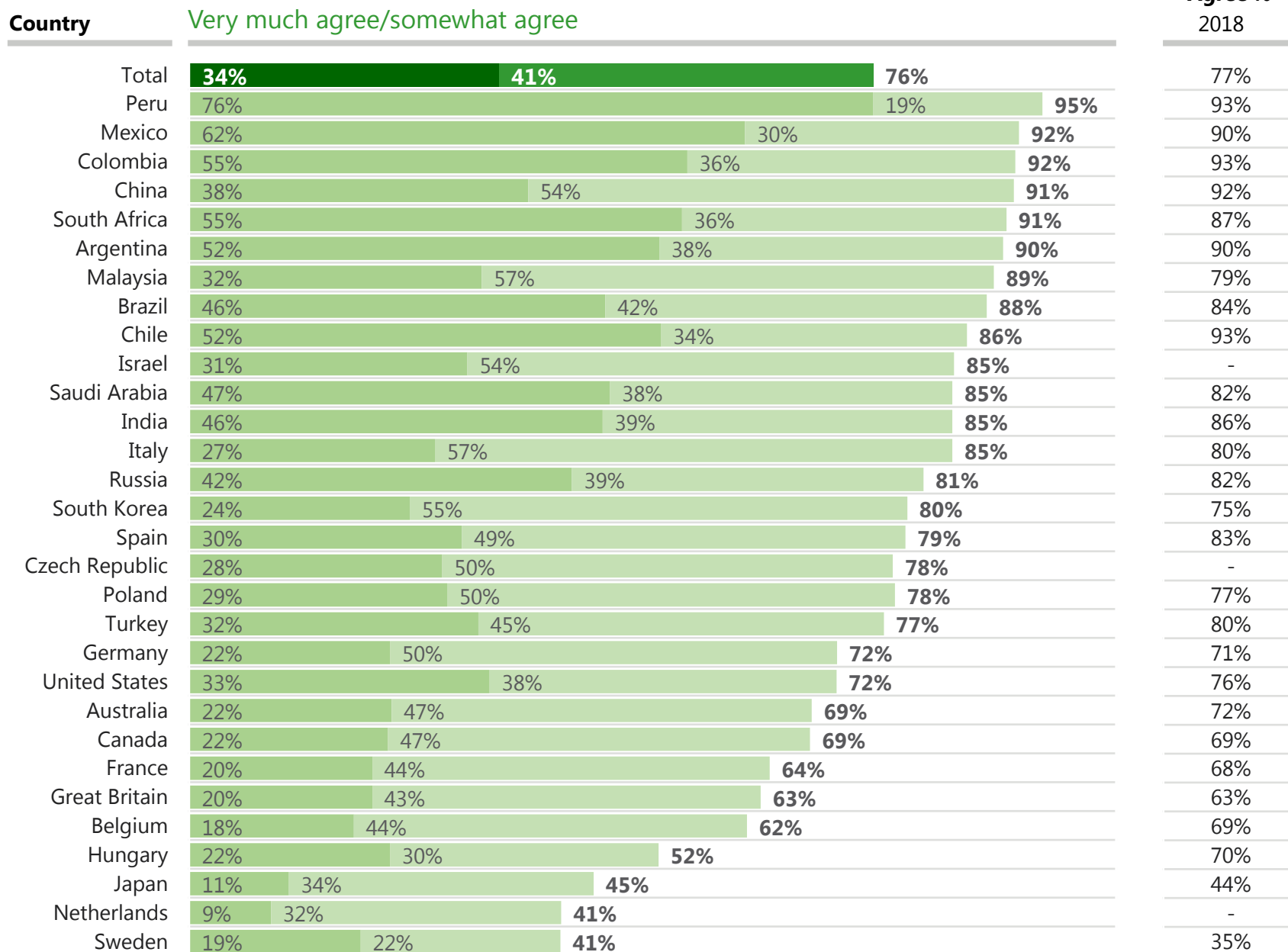
Ipsos MORI Global Advisor

## Global Advisor Outlook for 2019

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

**I will make some personal resolutions to do some specific things for myself and others in 2019**

Three in four say they have made resolutions for 2019 – but fewer in Sweden and the Netherlands.



Base: 21,141 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Ipsos MORI Global Advisor

# Methodology

- These are the findings of the Global Advisor Wave predictions survey for 2019. In total **21,141** interviews were conducted between **21 December – 9 January** among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 30 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States
- For the results of the survey presented herein, an international sample of 21,141 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Chile, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was then 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, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate 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 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- 18 of the 31 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, Czech Republic, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and United States).
- Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa, Turkey, Chile, Colombia and Malaysia produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their country.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data is weighted to match the profile of the population.



# ABOUT IPSOS

---

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA,  
Bloomberg IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

# GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

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.

“GAME CHANGERS” - our tagline - summarises our ambition.