Global Advisor 2021 Predictions

December 2020



Ipsos Global Advisor 2021 Predictions COVID-19

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

Global averages / U.S. res	ults	Likely		Unlikely
A successful vaccine for	Global		68%	23%
COVID-19 will be developed	United States		67%	21%
Most people in [market] will	Global		61%	31%
a year from now	United States		55%	36%
A successful vaccine for	Global		60%	30%
available in [market]	United States		68%	24%
There will be a new global	Global	4	17%	32%
virus	United States	34%		43%
Life in [market] will have got	Global	419	%	52%
of the COVID-19 pandemic	United States	419	%	49%
[Market]'s economy will have	Global	32%		60%
of the COVID-19 pandemic	United States	35%		55%
The world will change for the	Global	30%		59%
crisis	United States	24%		63%

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

A successful vaccine for COVID-19 will be developed

Market	Likely		Unlikely
All markets		68%	23%
China			92% 6%
Israel			84% 12%
Malaysia			84% 8%
Saudi Arabia		8	12%
Sweden		76%	19%
Netherlands		75%	19%
Chile		74%	20%
Hong Kong		74%	20%
Singapore		74%	17%
Brazil		73%	20%
Argentina		70%	19%
India		70%	21%
Mexico		70%	22%
South Africa		70%	23%
Hungary		69%	21%
Peru		69%	21%
Turkey		68%	27%
Belgium		67%	22%
United States		67%	21%
Italy		64%	26%
Australia		63%	28%
Canada		63%	25%
Great Britain		63%	28%
Japan		63%	26%
Russia		63%	30%
South Korea		60%	35%
New Zealand		59%	30%
Spain		58%	29%
Germany		55%	31%
Poland		53%	36%
France		48%	38%

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

Likely

Most people in [market] will wear a mask in public places a year from now

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

	•	_
All markets	61%	31%
Malavsia	86%	9%
Japan	83%	12%
China	81%	16%
Singapore	78%	17%
South Korea	75%	20%
Spain	73%	19%
Chile	72%	24%
Turkey	71%	25%
France	69%	22%
Hong Kong	69%	24%
Germany	68%	19%
Israel	68%	24%
Belgium	66%	25%
India	66%	29%
Peru	66%	27%
Russia	66%	28%
Canada	64%	26%
Poland	64%	25%
Mexico	62%	30%
Great Britain	61%	30%
Italy	61%	30%
Argentina	58%	29%
South Africa	56%	40%
United States	55%	36%
	53%	33%
Prozil		41%
Diazii Natharlanda		40%
		42%
New Zealand		57%
Sweden		73%
Chodon		

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

A successful vaccine for **COVID-19 will become widely** available in [market]

Market	Likely		Unlikely
All markets		60%	30%
China			89% 9%
Malaysia		759	% 17%
India		74%	19%
Saudi Arabia		74%	6 15%
Netherlands		71%	23%
Sweden		70%	24%
Israel		69%	21%
Singapore		68%	24%
United States		68%	24%
Peru		64%	25%
Hong Kong		63%	30%
South Korea		63%	31%
Australia		62%	29%
Brazil		62%	29%
Mexico		62%	28%
Hungary		61%	32%
Chile		60%	29%_
Great Britain		58%	32%
South Africa		58%	34%
Canada		57%	30%_
Argentina		56%	28%_
Italy		55%	33%
Russia		54%	39%
Germany		51%	35%
Belgium		50%	38%
Iurkey		50%	44%
New ∠ealand		48%	40%
France		46%	41%
Japan		46%	41%
Spain		45%	40%
Poland		44%	43%

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

There will be a new global pandemic caused by a new virus

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Market Likely

All markets	47%	32%
Malaysia	70%	16%
South Korea	69%	24%
Russia	65%	24%
Turkey	61%	28%
Chile	56%	24%
Poland	55%	26%
Singapore	55%	25%
Hong Kong	54%	28%
Argentina	50%	25%
China	50%	41%
Peru	50%	24%
Mexico	48%	25%
Netherlands	47%	32%
Spain	47%	28%
Belgium	46%	29%
Brazil	46%	31%
Germany	46%	31%
Hungary	46%	32%
Saudi Arabia	46%	26%
Sweden	46%	42%
South Africa	45%	33%
France	43%	29%
India	43%	35%
Japan	43%	32%
New Zealand	42%	39%
Israel	36%	45%
Canada	35%	41%
United States	34%	43%
Great Britain	33%	40%
Italy	33%	37%
Australia	32%	45%

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

Life in [market] will have got back to normal after the effects of the COVID-19 pandemic

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Likely

Market

All markets	41%	52%
China		90% 7%
Saudi Arabia	75%	16%
India	63%	31%
Malaysia	61%	31%
Turkey	52%	43%
Hungary	46%	49%
Israel	46%	46%
Hong Kong	45%	47%
New Zealand	45%	47%
Russia	45%	51%
Germany	43%	46%
Singapore	42%	54%
Brazil	41%	52%
United States	41%	49%
South Korea	39%	57%
Australia	37%	56%
Poland	36%	53%
South Africa	36%	60%
Mexico	35%	59%
Peru	35%	58%
Sweden	35%	60%
Argentina	34%	58%
Chile	34%	60%
Netherlands	32%	62%
Italy	30%	58%
Belgium	29%	65%
Canada	29%	61%
Spain	29%	62%
Japan	26%	61%
Great Britain	23%	70%
France	16%	73%

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

[Market]'s economy will have fully recovered from the effects of the COVID-19 pandemic

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Likely

Market

All markets	32%		60%
China		92%	6%
Saudi Arabia	76%		14%
Malaysia	61%		31%
India	50%		43%
Peru	39%		51%
Singapore	38%		56%
Turkey	38%		56%
Hong Kong	37%		56%
Russia	37%		58%
Israel	36%		56%
South Korea	36%		56%
United States	35%		55%
Sweden	31%		64%
Chile	30%		64%
Hungary	28%		64%
Mexico	28%		66%
Poland	27%		66%
Germany	26%		62%
Brazil	25%		65%
New Zealand	25%		67%
Argentina	24%		66%
Netherlands	24%		68%
Spain	20%		72%
Australia	19%		75%
South Africa	18%		76%
Italy	17%		74%
Japan	17%		68%
Canada	15%		75%
France	14%		75%
Belgium	11%		82%
Great Britain	11%		83%

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

The world will change for the better because of the COVID-19 crisis

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Likely

Market

L

U	n	li	ke	ly
				_

All markets	30%		59%
India		62%	29%
Saudi Arabia		58%	31%
Peru		<u>51%</u>	40%
Malaysia		50%	38%
Mexico	46	<mark>%</mark>	47%
Singapore	43%		47%
Chile	42%		46%
China	38%		54%
South Africa	37%		56%
Argentina	34%		52%
New Zealand	34%		50%
Sweden	32%		55%
Australia	31%		56%
Israel	31%		57%
Turkey	28%		64%
Netherlands	26%		61%
South Korea	26%		65%
United States	24%		63%
Canada	23%		62%
Russia	22%		70%
Brazil	21%		67%
Great Britain	21%		65%
Spain	19%		71%
Hong Kong	18%		70%
Hungary	18%		73%
Italy	18%		72%
Japan	17%		61%
Belgium	16%		72%
Germany	13%		76%
Poland	13%		79%
France	9%		81%

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Economics

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

Global averages / U.S. results		Likely		Unlikely
Income inequality in	Global		66%	24%
[market] will increase	United States	48%		35%
I will spend more money buying things online than I spend buying things in stores	Global	5	7%	34%
	United States	Ļ	59%	34%
Women will be paid the same as men for the same work	Global	40%		51%
	United States	39%		50%
Major stock markets around the world will crash	Global	40%		40%
	United States	31%		45%

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

Income inequality in [market] will increase

Base: c. 15,700 online interviews across 31 markets, 23 October - 6 November 2020.

Market	t	Likely			Unlikely
			CC0/		0.40/
			00%	050/	24%
	TURKEY			85%	15%
	Israel			84%	11%
	Italy			80%	
	South Korea				21%
	Russia				17%
	Ivialaysia			/5%	16%
	Argentina		_	/4%	20%
	Japan		/	3%	16%
	Spain		(3%	18%
	Hong Kong		12	2%	22%
	Poland			2%	16%
	Chile		70%	0	19%
	Sweden		/0%	0	20%
	Netherlands		<u> </u>		20%
	Brazii		<u> </u>		22%
	Peru		<u> </u>		22%
	Singapore		68%		24%
	Great Britain		64%		21%
	Beigium		63%		25%
	China		62%		33%
	India		61%		30%
			61%		28%
	Saudi Arabia		60%		19%
	Germany		58%		32%
	Hungary		57%		29%
	South Africa		57%		37%
	France		55%		30%
	Canada		52%		31%
	Australia		51%		34%
-	New Zealand		50%		35%
L	United States		48%		35%

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

I will spend more money buying things online than I spend buying things in stores

Market	Likely					Unlikely
All markata			570/			210/
			5770		040/	<u> </u>
Chipa					700/	200/
South Korea					79/0	20 /0
Malaysia				710/	79/0	19/0
Singanore				70%		23 /0
Great Britain				68%	_	20%
Israel				66%	_	23%
Hong Kong			F	5%	_	20%
Brazil			63	%		28%
India			63	%		30%
Chile			59%			31%
Japan			59%			31%
Russia			59%			34%
United States			59%			34%
Netherlands			58%			32%
Saudi Arabia			58%			30%
Sweden			58%			32%
South Africa			56%			38%
Poland			55%			32%
Italy			51%			35%
Peru			50%			39%
Spain			50%			36%
Argentina		4	9%			41%
Mexico		48	%			41%
New Zealand		48	%			42%
Australia		46%				44%
Belgium		46%	0			43%
Canada		45%				43%
Germany		42%				43%
Hungary		42%				45%
France	29%					56%

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

			% Likely	У
Market	Likely	Unlikely	2019	2018
All markets	40%	51%	44%	42%
Malavsia		73% 20%	68%	73%
China		70% 25%	61%	65%
Saudi Arabia	62%	25%	61%	58%
India	61%	32%	71%	68%
Hong Kong	58%	31%	62%	-
Peru	55%	37%	55%	62%
Singapore	51%	41%	51%	-
Argentina	47%	42%	44%	46%
Turkey	44%	51%	59%	49%
South Africa	43%	51%	48%	52%
Russia	42%	48%	48%	42%
Chile	41%	54%	41%	34%
Mexico	41%	47%	53%	59%
Netherlands	40%	53%	31%	32%
United States	39%	50%	39%	44%
South Korea	37%	55%	42%	36%
Spain	37%	55%	33%	29%
Australia	36%	55%	37%	37%
Poland	35%	56%	38%	33%
Brazil	33%	57%	39%	46%
Canada	33%	57%	38%	38%
New Zealand	32%	57%	-	-
Great Britain	31%	59%	39%	41%
Sweden		61%	28%	38%
Japan	28%	56%	36%	29%
Belgium	27%	63%	29%	30%
_ Italy	27%	62%	30%	32%
France	24%	65%	27%	27%
Germany	21%	66%	23%	23%
Hungary	21%	67%	19%	19%
Israel	21%	69%	33%	27%

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

			% Likely	
Market	Likely Unl	ikely	2019	2018
All markata	400/	400/	/	
All Malayeis	40%	40%	36%	37%
Ivialaysia		10%	59%	64%
Pulariu	50%	10%	56%	45%
Russia		2370	42%	47%
Deigiuiii		Z470	37%	40%
Singanore	40 /0	4 I /0 200/	41%	42%
Brazil		<u>3970</u> 10%	49%	-
Great Britain		4 0 /0	36%	33%
Hong Kong	<u> </u>	<u></u>	<u> </u>	41 %
India	43%	43%	45 /0	330/
New Zealand	43%	37%	-	-
Saudi Arabia	43%	38%	38%	48%
Spain	43%	35%	30%	31%
France	41%	39%	34%	36%
Germany	41%	31%	33%	33%
Netherlands	41%	39%	34%	41%
Argentina	40%	38%	31%	28%
Chile	39%	44%	40%	27%
South Africa	39%	43%	37%	35%
Australia	38%	41%	40%	42%
Italy	37%	38%	27%	31%
Japan	37%	34%	38%	44%
Mexico	34%	36%	30%	30%
Canada	33%	42%	31%	33%
United States	31%	45%	31%	38%
Sweden	29%	54%	39%	46%
Israel	28%	49%	32%	32%
Peru	27%	51%	28%	26%
South Korea	27%	59%	29%	26%
Hungary	26%	55%	24%	24%
China	22%	62%	30%	28%

Ipsos Global Advisor 2021 Predictions

Society and culture

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

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Global averages / U.S. results		Likely	Unlikely
I will make a new	Global	46%	37%
local area	United States	47%	38%
The number of people	Global	34%	52%
living in big cities in [market] will shrink	United States	43%	40%
Police in [market] will treat all people equally	Global	33%	56%
regardless of their differences	United States	33%	57%
I will feel lonely most	Global	31%	59%
of the time	United States	26%	67%
People in [market] will become more tolerant of each other	Global	29%	61%
	United States	26%	63%

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

I will make a new friend in my local area

Market	Likely					Unlikely
All markets			16%			37%
China			+0 /0		81%	12%
Malavsia				67%		23%
India			6	3%		23%
Turkey			<u> </u>			30%
Brazil			58%			28%
South Africa			57%			37%
Israel			55%			32%
Poland			51%			31%
Saudi Arabia			51%			32%
Italy			50%			30%
Peru			50%			32%
Singapore			49%			40%
Australia			48%			38%
Hong Kong			48%			40%
New Zealand			47%			38%
United States			47%	_		38%
Chile			46%			32%
Mexico			46%	_		35%
Russia			46%			41%
Argentina		4	2%			36%
Sweden		4	2%			39%
Great Britain		38%				43%
Netherlands		38%				38%
		36%				45%
Gormany		30%				41%
Spain		<u>3370</u> 220/				4170
South Korea		20%	_			61%
Relaium		28%				01%
France		28%				43%
Japan	15%					63%

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

The number of people living in big cities in [market] will shrink

Market	Likely	Unlikely
All markets	34%	52%
Poland	53%	34%
Russia	47%	45%
Turkey	46%	48%
India	45%	44%
Malavsia	44%	42%
France	43%	41%
United States	43%	40%
Spain	41%	43%
China	39%	55%
Hong Kong	39%	53%
Hungary	38%	49%
Italy	38%	41%
Japan	38%	44%
Great Britain	34%	50%
Saudi Arabia	34%	43%
Argentina	33%	53%
Mexico	33%	53%
Peru	33%	49%
Netherlands	32%	54%_
Singapore	31%	56%
South Korea	30%	63%
Australia	29%	58%
Chile	29%	56%
Brazil	28%	59%
Beigium	26%	57%
		58%
New Zealand		59%
		6/% 569/-
Cermony		
Swadan		
Sweden		13%

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

Police in [market] will treat all people equally regardless of their differences

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

		1
		V
 _	 -	

Market

All markets	33%	56%
China	68%	27%
Singapore	62%	28%
Saudi Arabia	59%	29%
Malaysia	54%	36%
New Zealand	48%	39%
India	45%	45%
Netherlands	45%	47%
Australia	40%	50%
Turkey	40%	57%
Spain	38%	48%
Germany	34%	52%
Canada	33%	58%
Sweden	33%	56%
United States	33%	57%
Great Britain	31%	61%
Italy	29%	55%
Hong Kong	28%	61%
France	27%	60%
Israel	27%	66%
Poland	27%	64%
Belgium	25%	63%
Argentina	24%	66%
Japan	22%	55%
Russia	22%	66%
South Korea	22%	72%
Peru	21%	71%
Chile	20%	74%
Brazil	19%	71%
Hungary	19%	69%
South Africa	19%	73%
Mexico	15%	76%

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

			% Likely	/
Market	Likely	Unlikely	2019	2018
	240/	E00/		
	31%	<u> </u>	33%	31%
Turkey	53%	41%	57%	57%
Malaysia			45%	38%
	45%	55%	47%	43%
Saudi Arabia	44%	44%	37%	43%
India	39%	50%	50%	32%
Hong Kong	38%	57%	41%	-
Singapore	38%	56%	34%	-
Brazil	36%	51%	42%	37%
Poland	35%	52%	34%	32%
South Korea	34%	61%	33%	34%
Peru	32%	58%	27%	24%
Chile	30%	57%	33%	33%
Belgium	29%	62%	31%	30%
Russia	29%	62%	30%	33%
Italy	28%	58%	30%	27%
Sweden	28%	65%	35%	33%
Canada	27%	63%	29%	31%
Germany	27%	64%	22%	22%
Hungary	27%	61%	22%	28%
Japan	27%	54%	32%	31%
South Africa	27%	66%	29%	25%
Australia	26%	66%	30%	28%
France	26%	61%	31%	27%
United States	26%	67%	28%	27%
Argentina	25%	56%	32%	28%
Mexico	25%	61%	27%	23%
Spain	24%	63%	27%	28%
Great Britain	23%	68%	29%	25%
Israel	23%	68%	25%	20%
New Zealand	22%	70%	-	-
Netherlands	20%	75%	18%	21%

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

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

1.11	ko	b 7
	V E	I Y

Market

All markets	29%				61%
China				80%	15%
Malaysia			69%		24%
India		53%			35%
Saudi Arabia		52%			31%
New Zealand		44%			43%
Singapore		40%			50%
Hong Kong	31%				57%
Canada	30%				55%
Peru	30%				60%
Russia	30%				60%
Sweden	30%				63%
Australia	29%				58%
South Africa	29%				61%
Turkey	29%				67%
Mexico	28%				63%
United States	26%				63%
Brazil	25%				64%
Chile	23%				69%
South Korea	21%				74%
Great Britain	20%				69%
Israel	20%				72%
Spain	20%				66%
Hungary	19%				76%
Argentina	18%				74%
Italy	18%				71%
Poland	18%				74%
Germany	17%				70%
Netherlands	14%				77%
Japan	13%				68%
Belgium	10%				80%
France	10%				81%

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Technology

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

Global averages / U.S.	results	Likely	Unlikely
Robots will look like,	Global	36%	52%
speak like humans	United States	30%	54%
One of my online accounts will be hacked into (e.g. email, social media, banking)	Global	34%	45%
	United States	37%	42%
Human cloning	Global	21%	58%
in some countries	United States	13%	65%

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

Robots will look like, think like and speak like humans

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Li	ke	lv
		• 7

Market

	000/	E 00/
All markets	36%	52%
Malaysia	57%	34%
Singapore	56%	33%
India	55%	35%
Hong Kong	49%	39%
South Korea	48%	45%
Brazil	44%	44%
Russia	44%	49%
Chile	43%	47%
Saudi Arabia	42%	45%
Turkey	41%	50%
China	40%	52%
South Africa	40%	50%
Poland	39%	49%
Peru	36%	48%
Netherlands	35%	55%
Italy	34%	49%
Mexico	34%	47%
Hungary	31%	58%
Argentina	30%	48%
Japan	30%	55%
United States	30%	54%
Spain	29%	57%
Australia	28%	59%
New Zealand	28%	60%
France	27%	56%
Germany	26%	61%
Sweden	24%	67%
Belgium	23%	62%
Great Britain	22%	67%
Canada	21%	61%
Israel	21%	69%

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

One of my online accounts will be hacked into (e.g. email, social media, banking)

Market	Likely	Unlikely	% Likely (2019)
All markets	34%	45%	37%
Turkey	50%	33%	46%
Israel	47%	35%	50%
Malaysia	47%	34%	51%
Russia	46%	37%	59%
South Africa	43%	41%	51%
Singapore	40%	42%	41%
South Korea	38%	52%	51%
Chile	37%	38%	34%
United States	37%	42%	41%
Sweden	36%	48%	30%
Australia	33%	47%	37%
Canada	33%	43%	43%
India	33%	49%	42%
Netherlands	33%	45%	35%
Saudi Arabia	33%	44%	39%
Belgium	32%	41%	37%
Brazil	32%	41%	30%
France	32%	40%	41%
Great Britain	32%	45%	39%
Hong Kong	32%	51%	38%
Japan	31%	42%	40%
Mexico	30%	40%	32%
Argentina	29%	42%	22%
New Zealand	29%	52%	-
Poland	29%	49%	31%
Spain	29%	41%	32%
Italy	28%	43%	28%
Peru	25%	47%	24%
China	21%	68%	35%
Germany	21%	51%	24%
Hungary	21%	56%	21%

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

Human cloning will be legalized in some markets

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

l ikelv
LINCIA

Market

All markets	21%		58%_
Turkey		47%	44%
India		37%	39%
Malaysia	3	34%	47%
South Korea	32		57%
Russia	29%		51%
Hong Kong	27%		54%
South Africa	27%		52%
Saudi Arabia	24%		43%
Singapore	24%		57%
Mexico	23%		46%
Brazil	22%		56%
Chile	22%		52%
Germany	22%		57%
Peru	21%		49%
Argentina	20%		49%
China	20%		69%
Italy	18%		59%
Poland	18%		60%
Spain	17%		59%
Australia	15%		64%
France	15%		63%
Hungary	15%		68%
Belgium	14%		65%
Great Britain	14%		66%
New Zealand	14%		64%
Sweden	14%		71%
United States	13%		65%
Netherlands	12%		72%
Japan	11%		66%
Canada	9%		65%
Israel	9%		72%

Ipsos Global Advisor Predictions 2020

Global threats

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

Global averages / U.S. results		Likely		Unlikely
Average global	Global		75%	15%
will increase	United States		63%	23%
We will discover	Global	16%		65%
really exist	United States	15%		64%
Humans will	Global	16%		70%
become extinct	United States	9%		83%
An asteroid will	Global	15%		61%
hit the Earth	United States	14%		65%
Aliens will visit the Earth	Global	12%		69%
	United States	10%		75%

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

Average global temperatures will increase

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Market	Likely		Unlikely	2019	2018
All markets		75%	15%	77%	78%
Turkey		89%	9%	89%	86%
Netherlands		87%	8%	79%	84%
Singapore		87%	8%	86%	-
Chile		86%	9%	85%	88%
China		84%	11%	79%	81%
South Korea		84%	14%	85%	84%
Belgium		83%	10%	76%	84%
Hong Kong		83%	12%	83%	-
Malaysia		80%	12%	82%	88%
Italy		79%	13%	76%	77%
France		78%	13%	78%	81%
Great Britain		77%	11%	81%	78%
Hungary		77%	15%	81%	83%
Poland		77%	11%	78%	75%
Japan		75%	13%	79%	76%
South Africa		74%	16%	80%	82%
Germany		72%	16%	72%	79%
Peru		72%	16%	77%	83%
Argentina		71%	15%	75%	75%
Brazil		71%	20%	71%	76%
Israel		71%	13%	80%	70%
New Zealand		71%	18%	-	-
Spain		71%	16%	79%	74%
Sweden		71%	20%	76%	80%
Russia		70%	20%	67%	73%
Australia		69%	20%	70%	72%
Mexico		68%	18%	76%	78%
Canada		66%	19%	75%	78%
India		66%	26%	78%	79%
United States		63%	23%	64%	63%
Saudi Arabia		59%	24%	54%	66%

% Likely

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

Market	Likely	Unlikely	% Likely (2018)
All markets	16%	65%	16%
Malaysia	43%	34%	36%
Hong Kong	29%	45%	-
Singapore	28%	48%	_
India	27%	50%	25%
South Africa	22%	60%	22%
Brazil	21%	60%	18%
Saudi Arabia	21%	51%	28%
Poland	19%	62%	12%
Chile	18%	58%	18%
Hungary	17%	66%	14%
New Zealand	15%	68%	-
Russia	15%	66%	20%
South Korea	15%	71%	10%
United States	15%	64%	16%
Argentina	14%	62%	15%
Peru	14%	53%	18%
Australia	13%	69%	13%
Italy	13%	72%	17%
Mexico	13%	63%	17%
Netherlands	13%	74%	11%
Spain	13%	70%	10%
Turkey	13%	77%	14%
China	12%	76%	14%
Sweden	12%	76%	25%
Canada	11%	70%	13%
France	11%	70%	9%
Germany	11%	73%	11%
Great Britain	9%	78%	13%
Israel	9%	80%	14%
Japan	9%	61%	10%
Belgium	8%	77%	10%

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

Humans will become extinct

Market	Likely	Unlikely
All markets	16%	70%
India	31%	52%
Turkey	29%	66%
Malaysia	27%	56%
Poland	27%	60%
Hong Kong	24%	61%
Saudi Arabia	21%	51%
Chile	20%	63%
Germany	18%	70%
Mexico	18%	59%
Russia	18%	73%
South Korea	18%	71%
Brazil	17%	67%
Singapore	17%	70%
Spain	17%	68%
France	16%	68%
Italy	16%	71%
Peru	16%	63%
Hungary	15%	74%_
South Africa	15%	72%
Netherlands	14%	77%
Argentina	13%	66%
Belgium	12%	74%
Japan	12%	66%
Australia	10%	79%
China	10%	80%
New Zealand		81%
Sweden		85%
	9%	
	9%	83%
		83%
151861		δΖ%

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

An asteroid will hit the Earth

Market	Likely	Unlikely
All markets	15%	61%
Malavsia	27%	40%
Turkev	26%	57%
India	25%	49%
Hona Kona	24%	47%
Argentina	20%	47%
Brazil	20%	58%
Saudi Arabia	18%	39%
Chile	17%	55%
Singapore	17%	55%
China	16%	69%
Spain	16%	57%
Mexico	15%	54%
Russia	15%	63%
New Zealand	14%	67%
Poland	14%	67%
South Africa	14%	59%
South Korea	14%	67%
United States	14%	65%
Germany	13%	65%
Sweden	13%	75%
France	12%	58%
Italy	12%	62%
Australia	11%	71%_
Peru	<u> 11% </u>	55%
Canada	10%	68%
Netherlands	10%	68%
Belgium	9%	65%
Great Britain	9%	75%
Hungary	9%	68%
Israel	9%	68%
Japan	9%	60%

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

Aliens will visit the Earth

			% Likely	Ý
Market	Likely	Unlikely	2019	2018
All markets	1.2%	60%	150/	120/
Saudi Arabia	27%	/3%	200/	200/
India		43 /6	30%	3Z70
Chile	2370	55%	J7 /0	23 /0
Hong Kong	22/0	57%	17/0	1970
Rrazil	20%	<u> </u>	23 /0 1 00/	-
Argentina	15%	<u> </u>	130/	1.3 /0
Hundary	14%	72%	1.10/	12/0
Russia		72%	14/0	12/0
Turkey		72/0	12/0	17%
Mexico	13%	56%	16%	17%
Spain	13%	<u> </u>	11%	0%
Australia	12%	74%	14%	10%
Italv	12%	70%	16%	13%
New Zealand	12%	77%	-	-
Poland	12%	76%	11%	6%
Canada	11%	71%	11%	10%
Peru	11%	59%	15%	18%
Singapore	11%	66%	16%	-
South Africa	11%	71%	11%	11%
South Korea	11%	70%	10%	10%
Japan	10%	67%	12%	10%
Malaysia	10%	64%	15%	16%
United States	10%	75%	13%	13%
China	9%	75%	21%	16%
Germany	9%	77%	12%	10%
Great Britain	9%	82%	8%	12%
Belgium	7%	81%	9%	6%
Netherlands	7%	84%	7%	7%
Sweden	<u>6%</u>	87%	12%	20%
France	<u>5%</u>	77%	9%	6%
Israel	5%	84%	12%	8%

Ipsos Global Advisor 2021 Predictions

Outlook for 2021

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Global averages / U.S. results		Agree			Disagree
2020 was a bad year for [market]	Global			Q	0%10%
	United States				94%6 <mark>%</mark>
I am optimistic that 2021 will be a better	Global			77%	23%
year for me than it was in 2020	United States			82%	18%
I will make some personal resolutions to do some	Global			75%	25%
specific things for myself or others in 2021	United States			71%	29%
2020 was a bad	Global			70%	30%
my family	United States		6	5%	35%
The global economy will be stronger in 2021 than it was in 2020	Global	549	%		46%
	United States		(69%	31%

Ipsos Global Advisor Predictions 2020

Reflecting on 2020

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Global averages - % Agree



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

2020 was a bad year for [market]

				% Agree	9
Market	Agree	Disag	ree	2019	2018
All markets		90%	0%	65%	62%
Argentina		95%	5%	86%	86%
France		95%	5%	71%	78%
South Africa		95%	5%	81%	83%
Great Britain		94%	6%	80%	72%
Turkey		94%	6%	73%	78%
United States		94%	6%	49%	53%
Belgium		93%	7%	66%	69%
Canada		93%	7%	54%	57%
Italy		93%	7%	81%	75%
Netherlands		93%	7%	37%	33%
Spain		93%	7%	79%	79%
Australia		92%	8%	61%	50%
Peru		92%	8%	71%	58%
South Korea		92%	8%	85%	80%
Chile		91%	9%	87%	58%
Hungary		91%	9%	65%	62%
Poland		91%	9%	58%	58%
Singapore		91%	9%	49%	-
Israel		89% 1	1%	60%	44%
Brazil		88% 1	2%	74%	85%
India		88% 1	2%	61%	45%
Malaysia		88% 1	2%	57%	49%
Mexico		88% 1	2%	68%	74%
Russia			3%	61%	68%
Sweden			3%	62%	60%
Hong Kong		86% 1	4%	85%	-
Japan		86% 1	4%	52%	52%
New Zealand		86% 1	4%	-	-
Germany		83% 1	7%	46%	45%
China		79% 2	1%	42%	30%
Saudi Arabia		74%	6%	46%	59%

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

2020 was a bad year for me and my family

Markot	Aaroo			Die	saroo	% A	gree	(47	14.0	(4.0	(4.0
market	Agree				sagree	-19	10	17	10	13	12
All markets			70%		30%	50%	46%	48%	51%	53%	52%
Turkey				89%	11%	61%	65%	66%	61%	57%	56%
India			819	6	19%	58%	43%	57%	55%	57%	47%
Italy			80%	o	20%	51%	53%	58%	57%	60%	55%
South Africa			80%	o	20%	68%	64%	62%	63%	57%	55%
Peru			79%		21%	57%	46%	56%	45%	-	-
South Korea			79%		21%	65%	58%	34%	54%	66%	65%
Argentina			78%		22%	69%	68%	56%	59%	70%	61%
Mexico			78%		22%	54%	46%	52%	48%	67%	71%
Spain			77%		23%	50%	51%	49%	54%	73%	72%
Malaysia			76%		24%	47%	37%	47%	-	-	-
Hungary			74%		26%	46%	46%	52%	49%	69%	74%
Brazil			72%		28%	62%	59%	64%	67%	50%	52%
France			72%		28%	48%	48%	47%	49%	55%	49%
Singapore			72%		28%	46%	-	-	-	-	-
Belgium			71%		29%	56%	52%	53%	49%	49%	47%
Chile			70%		30%	64%	53%	54%	61%	-	-
China			70%		30%	45%	33%	29%	35%	43%	35%
Great Britain			70%		30%	42%	41%	45%	43%	43%	46%
Hong Kong			70%		30%	64%	-	-	-	-	-
Russia			70%		30%	47%	48%	45%	48%	42%	46%
Australia			68%		32%	46%	42%	46%	48%	53%	45%
Canada			67%		33%	42%	47%	44%	56%	44%	43%
Saudi Arabia			67%		33%	54%	55%	50%	-	-	-
Poland			65%		35%	36%	38%	45%	44%	54%	60%
United States			65%		35%	39%	38%	45%	51%	50%	47%
New Zealand		6	1%		39%	-	-	-	-	-	-
Germany		60	%		40%	41%	37%	42%	47%	47%	47%
Japan		57%			43%	38%	38%	36%	38%	43%	41%
Israel		56%			44%	31%	29%	-	-	-	-
Netherlands		55%			45%	38%	34%	-	-	-	-
Sweden		54%			46%	43%	40%	35%	38%	37%	51%

Ipsos Global Advisor Predictions 2020

Outlook for 2021

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Global averages - % Agree



I am optimistic that 2021 will be a better year for me than it was in 2020

The global economy will be stronger in 2021 than it was in 2020

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 2021 than it was in 2020

	A		D.	% A	gree				
Market	Agree		Disagree	'19	'18	'17	'16	'13	'12
All markets		54%	46%	52%	53%	59%	54%	53%	49%
China			86% 14%	84%	76%	86%	82%	74%	68%
India		76%	24%	83%	85%	83%	85%	82%	78%
Saudi Arabia		76%	24%	72%	70%	56%	-	-	-
Peru		72%	28%	79%	81%	81%	78%	-	-
Malaysia		70%	30%	<u>65%</u>	64%	59%	_	-	-
United States		69%	31%	<u>58%</u>	58%	62%	<u>61%</u>	<u>51%</u>	<u>52%</u>
Chile		65%	35%	55%	68%	73%	73%	-	-
Singapore		63%	37%	49%	-	-	-	-	-
Australia		60%	40%	46%	47%	57%	50%	57%	53%
Brazil		60%	40%	64%	76%	67%	68%	65%	78%
Mexico		59%	41%	54%	70%	53%	43%	57%	73%
Argentina		57%	43%	52%	53%	57%	63%	60%	63%
South Africa		57%	43%	56%	61%	61%	55%	58%	50%
South Korea		54%	46%	38%	39%	53%	48%	44%	41%
Canada		53%	47%	41%	43%	55%	52%	53%	57%
Hong Kong		53%	47%	39%	-	-	-	-	-
New Zealand		52%	48%	-	-	-	-	-	-
Russia		50%	50%	49%	44%	61%	59%	44%	46%
Japan		48%	52%	34%	28%	39%	43%	47%	38%
Turkey		48%	52%	52%	47%	57%	61%	51%	43%
Hungary	45	<mark>%</mark>	55%	48%	44%	61%	42%	52%	38%
Netherlands	45	<mark>%</mark>	55%	41%	45%	-	-	-	-
Israel	449	%	56%	52%	48%	-	-	-	-
Italy	449	%	56%	33%	47%	43%	38%	33%	29%
Sweden	449	%	56%	35%	44%	52%	44%	39%	43%
Great Britain	43%	0	57%	35%	30%	46%	35%	54%	37%
Germany	40%		60%	37%	48%	60%	44%	45%	30%
Poland	40%		60%	44%	53%	61%	41%	41%	29%
Spain	40%		60%	35%	43%	59%	56%	53%	32%
Belgium	37%		63%	33%	32%	50%	32%	42%	27%
France	31%		<u> </u>	26%	24%	36%	28%	35%	23%

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

I am optimistic that 2021 will be a better year for me than it was in 2020

•• • ·					% Ag	gree				
Market	Agree			Disagree	'19	'18	'17	'16	'13	'12
All markets		77%	6	23%	75%	75%	76%	78%	76%	80%
China				94% 6%	91%	84%	88%	91%	81%	84%
Peru				92% 8%	92%	94%	93%	96%	-	-
Mexico			9	91% 9%	87%	90%	87%	85%	80%	94%
Saudi Arabia			89	9% 11%	84%	84%	74%	77%	68%	-
Chile			87%	<mark>//</mark> 13%	81%	77%	88%	81%	-	-
South Africa			87%	<mark>//</mark> 13%	85%	86%	85%	90%	81%	87%
Hungary			84%	16%	84%	79%	84%	83%	83%	80%
India			84%	16%	92%	91%	87%	91%	88%	91%
Argentina			82%	18%	77%	70%	83%	86%	86%	91%
Australia			82%	18%	74%	81%	76%	76%	78%	81%
Israel			82%	18%	79%	75%	-	-	-	-
Malaysia			82%	18%	78%	87%	77%	-	-	-
Netherlands			82%	18%	75%	71%	-	-	-	-
New Zealand			82%	18%	-	-	-	-	-	-
United States			82%	18%	79%	81%	80%	81%	<u>75%</u>	<u>79%</u>
Brazil		8	1%	19%	82%	85%	84%	83%	83%	80%
Canada		77%	6	23%	77%	77%	76%	77%	80%	84%
Russia		76%		24%	76%	69%	85%	87%	80%	83%
Singapore		76%		24%	68%	-	-	-	-	-
Sweden		74%		26%	68%	71%	72%	74%	69%	61%
Great Britain		73%		27%	65%	62%	66%	68%	71%	70%
Poland		73%		27%	73%	77%	77%	76%	64%	65%
Hong Kong		68%		32%	54%	-	-	-	-	-
Spain		67%		33%	69%	76%	74%	77%	68%	72%
Turkey		67%		33%	71%	60%	69%	79%	77%	78%
Belgium		66%		34%	58%	60%	65%	66%	52%	64%
South Korea		65%		35%	62%	61%	69%	76%	69%	82%
Italy		64%		36%	63%	68%	60%	67%	74%	79%
Germany		63%		37%	59%	68%	67%	68%	68%	68%
France		53%		47%	50%	50%	55%	52%	90%	89%
Japan	44%			56%	45%	42%	44%	54%	53%	55%

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 or others in 2021

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Market	Agree			Disagree	2019	2018
All markets			75%	25%	76%	76%
China				97% 3%	96%	91%
Mexico				95% 5%	93%	92%
South Africa			89	% 11%	88%	91%
Peru			88	<mark>% 12%</mark>	97%	95%
Saudi Arabia			88	<mark>% 12%</mark>	86%	85%
Argentina			87%	6 13%	87%	90%
Malaysia			86%	14%	84%	89%
Chile			85%	15%	92%	86%
Israel			85%	15%	86%	85%
Singapore			84%	16%	79%	-
Brazil			83%	17%	82%	88%
India			83%	17%	90%	85%
Turkey			83%	17%	82%	77%
Italy			81%	19%	81%	85%
Russia			79%	21%	81%	81%
Poland			78%	22%	77%	78%
South Korea			78%	22%	77%	80%
Spain			78%	22%	80%	79%
Hong Kong			74%	26%	72%	-
New Zealand			73%	27%	-	-
United States			71%	29%	67%	72%
Australia		69	%	31%	65%	69%
Germany		68	%	32%	67%	72%
Belgium		67%	6	33%	62%	62%
Canada		66%		34%	66%	69%
France		65%		35%	63%	64%
Hungary		62%		38%	60%	52%
Great Britain		61%		39%	60%	63%
Netherlands		49%		51%	44%	41%
Japan		45%		55%	47%	45%
Sweden	24%			76%	27%	41%

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Technical note

These are the results of a 31-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,007 adults aged 21-74 in Singapore, 18-74 in the United States, Canada, Hong Kong, Israel, New Zealand, Malaysia, South Africa, and Turkey, and 16-74 in 22 other markets between **October 23 and November 6, 2020**.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, New Zealand, and the U.S., and 500 individuals in each of Argentina, Chile, Hong Kong, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, New Zealand, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Hong Kong, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each Market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

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