Global Advisor 2021 Predictions
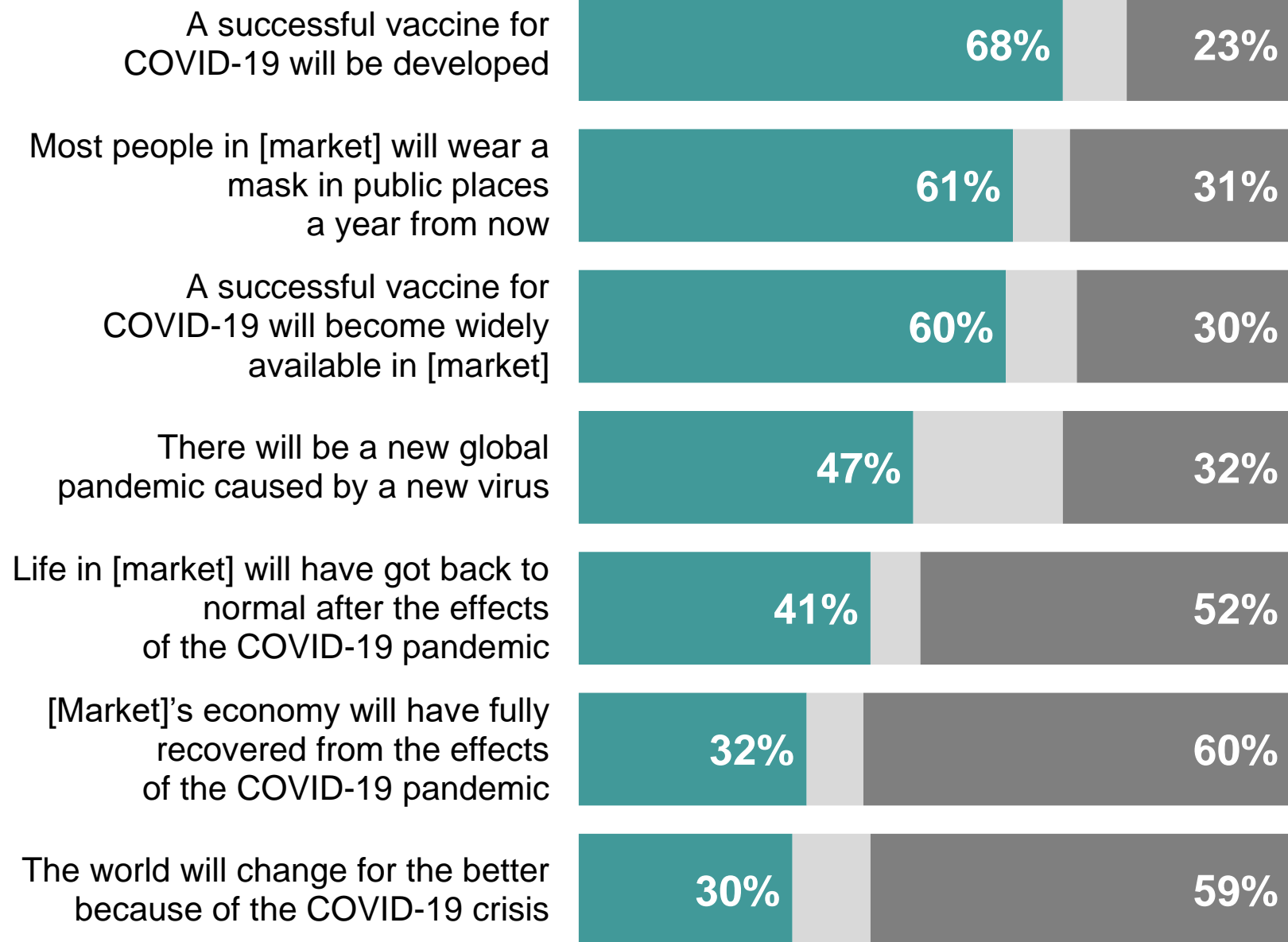
December 2020

Ipsos MORI

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…. ?
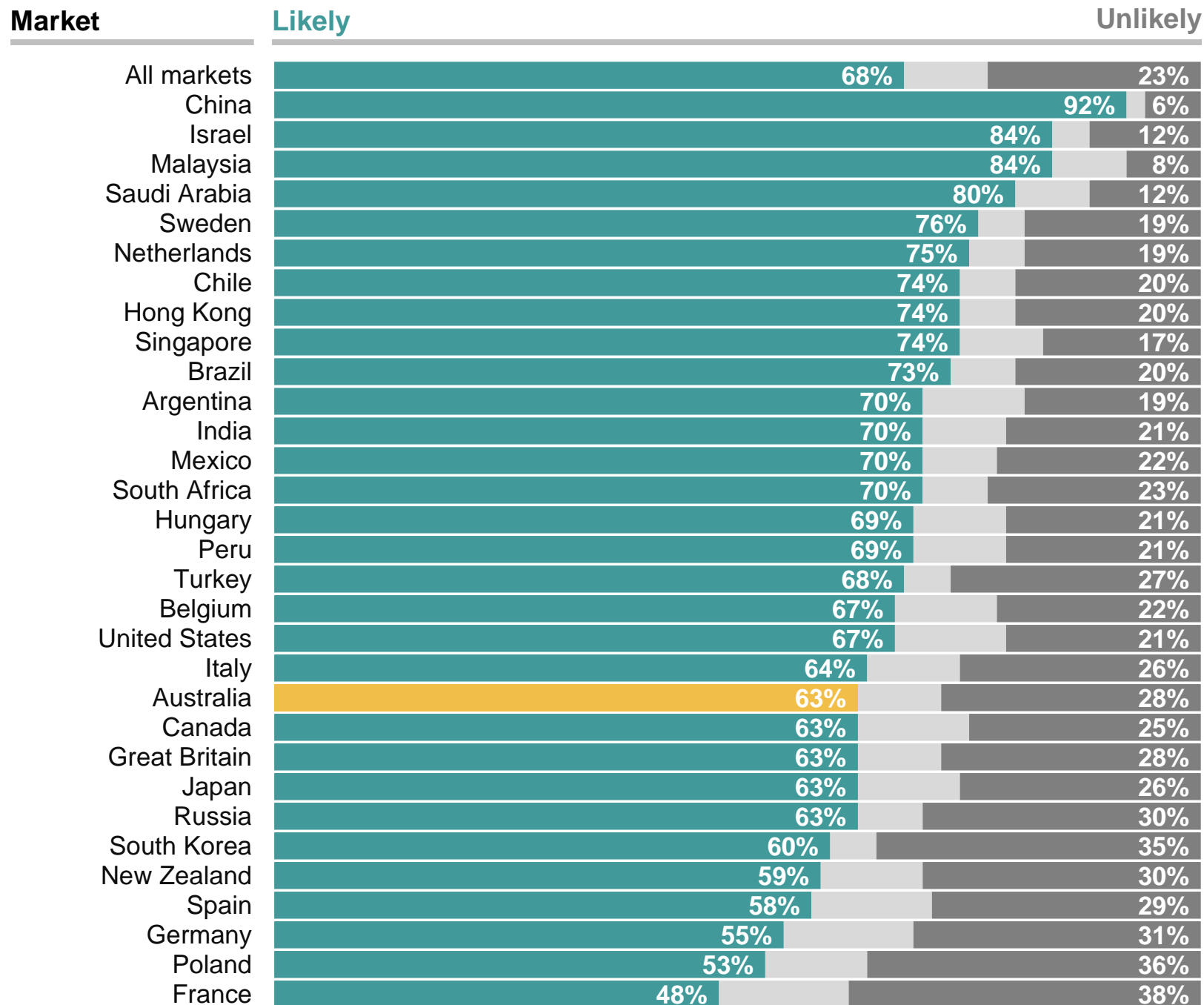
Global averages

Likely   **Unlikely**

Statement	Likely	Unlikely
A successful vaccine for COVID-19 will be developed	68%	23%
Most people in [market] will wear a mask in public places a year from now	61%	31%
A successful vaccine for COVID-19 will become widely available in [market]	60%	30%
There will be a new global pandemic caused by a new virus	47%	32%
Life in [market] will have got back to normal after the effects of the COVID-19 pandemic	41%	52%
[Market]'s economy will have fully recovered from the effects of the COVID-19 pandemic	32%	60%
The world will change for the better because of the COVID-19 crisis	30%	59%

Q.

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	80%	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%

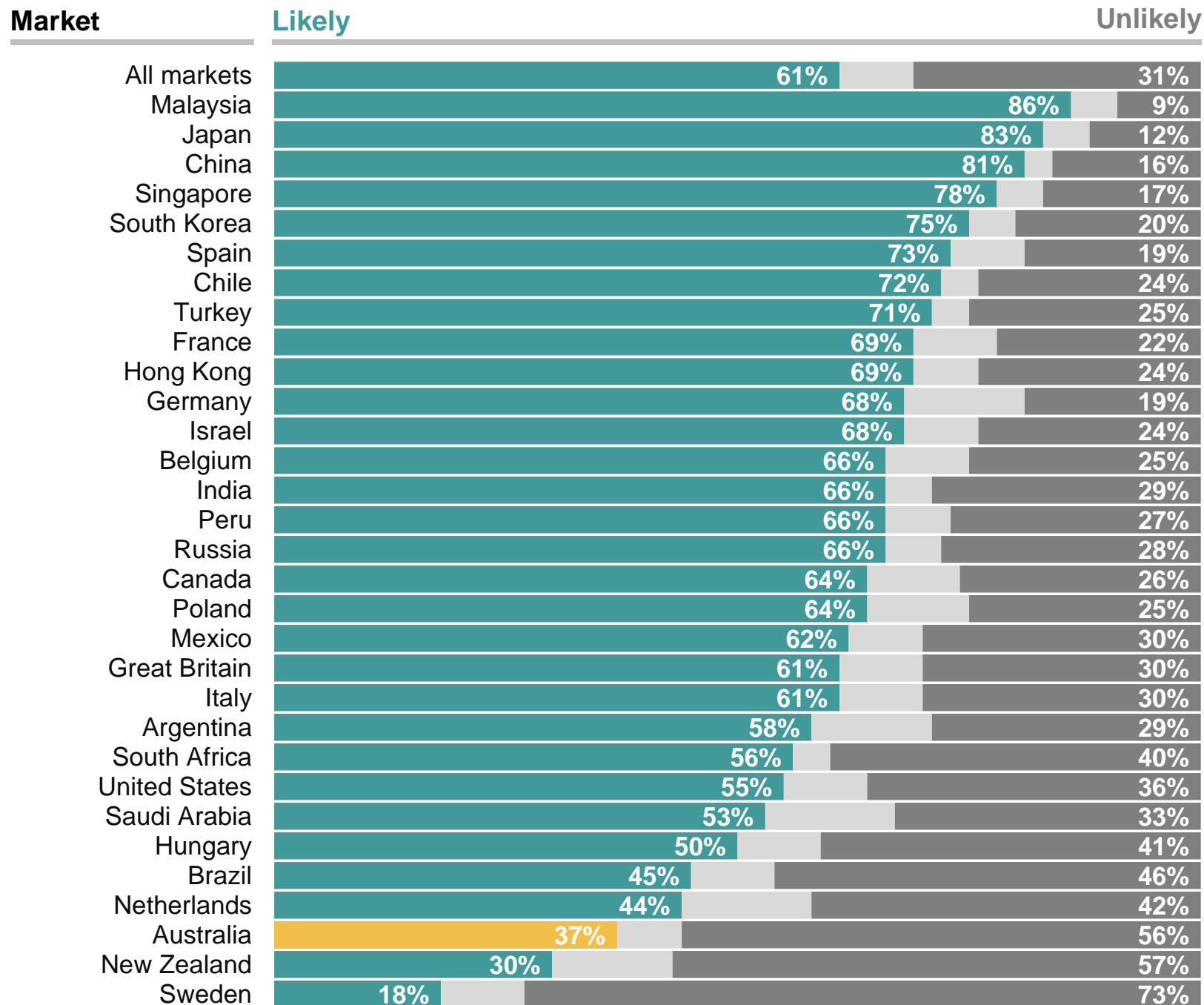Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

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

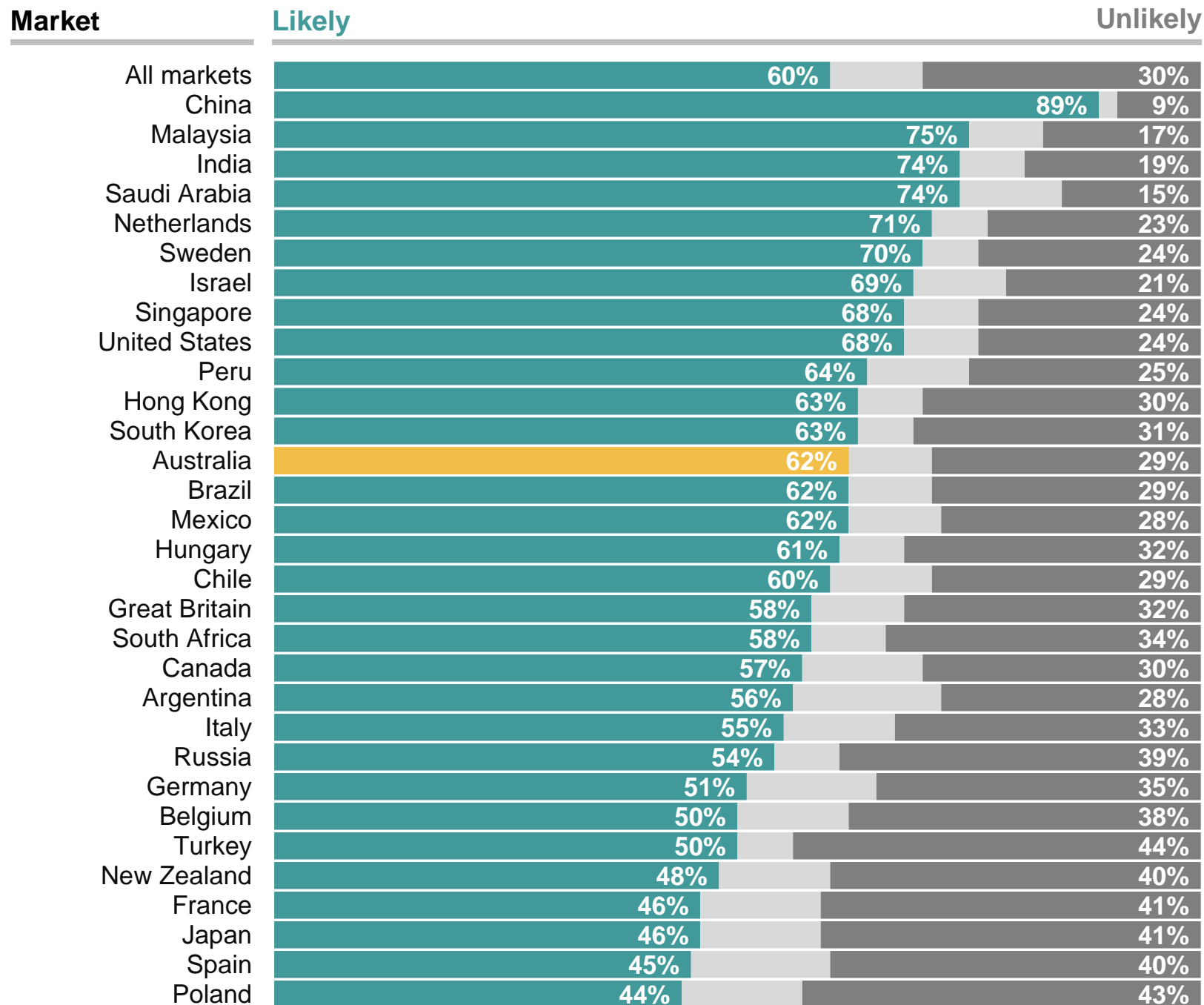**Most people in [market] will wear a mask in public places a year from now**

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

Market	Likely	Unlikely
All markets	61%	31%
Malaysia	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%
Saudi Arabia	53%	33%
Hungary	50%	41%
Brazil	45%	46%
Netherlands	44%	42%
Australia	37%	56%
New Zealand	30%	57%
Sweden	18%	73%

Q.

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

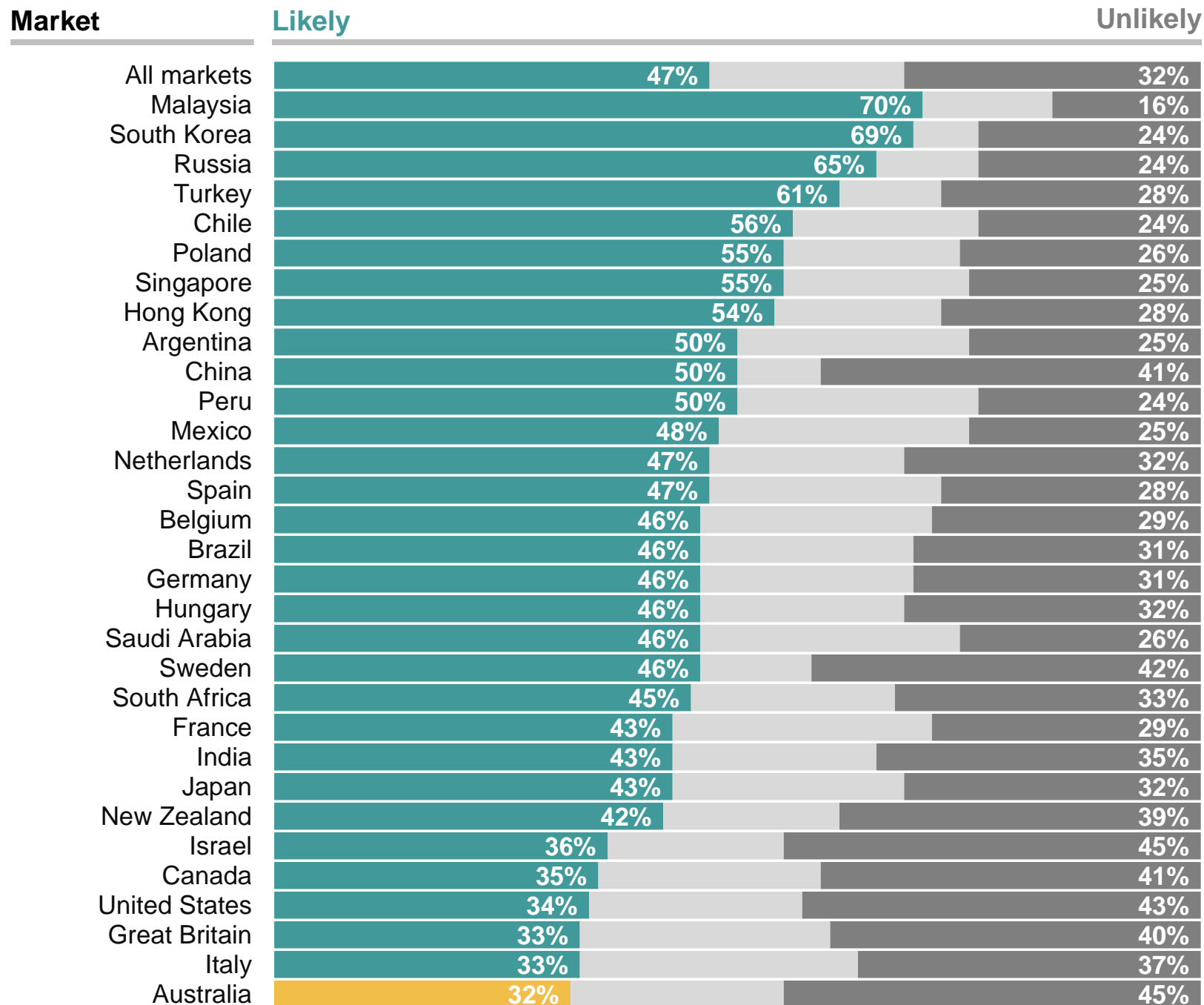A successful vaccine for COVID-19 will become widely available in [market]

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

© Ipsos | Global Advisor Predictions | December 2020

Market	Likely	Unlikely
All markets	60%	30%
China	89%	9%
Malaysia	75%	17%
India	74%	19%
Saudi Arabia	74%	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%
Turkey	50%	44%
New Zealand	48%	40%
France	46%	41%
Japan	46%	41%
Spain	45%	40%
Poland	44%	43%

Q.

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

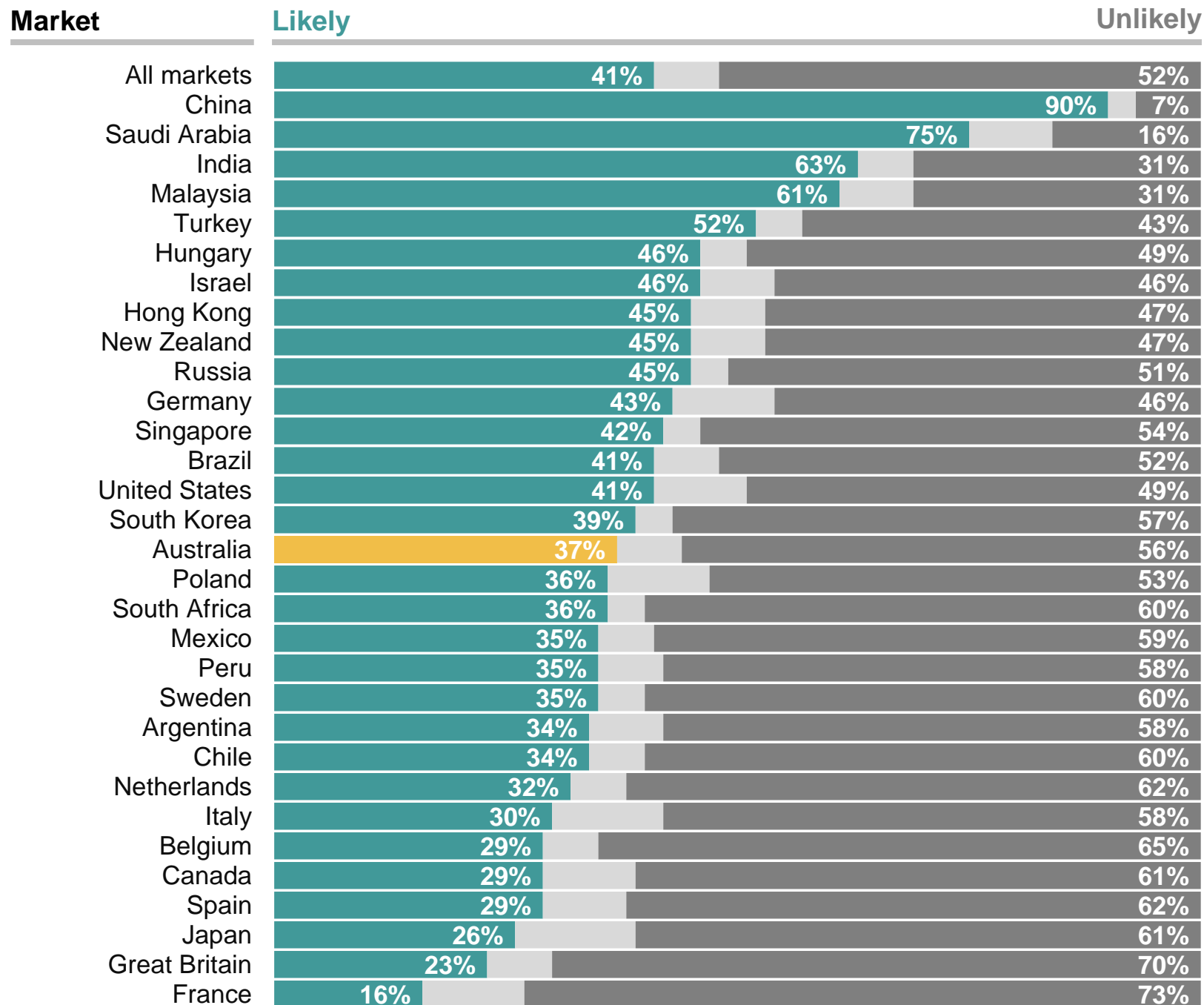**There will be a new global pandemic caused by a new virus**

Market	Likely	Unlikely
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%

Q.

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

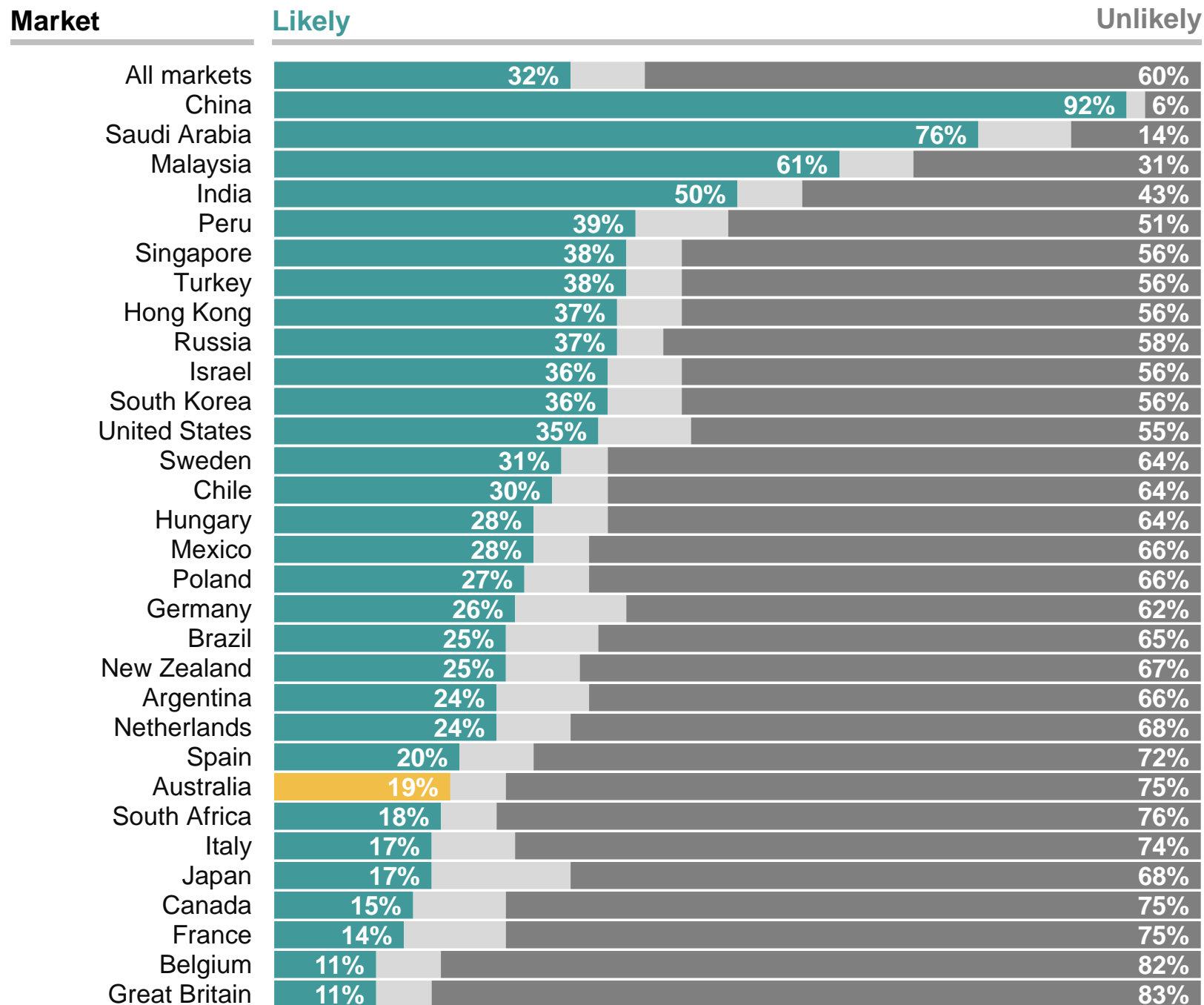**Life in [market] will have got back to normal after the effects of the COVID-19 pandemic**

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

© Ipsos | Global Advisor Predictions | December 2020

Market	Likely	Unlikely
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%

Q.

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

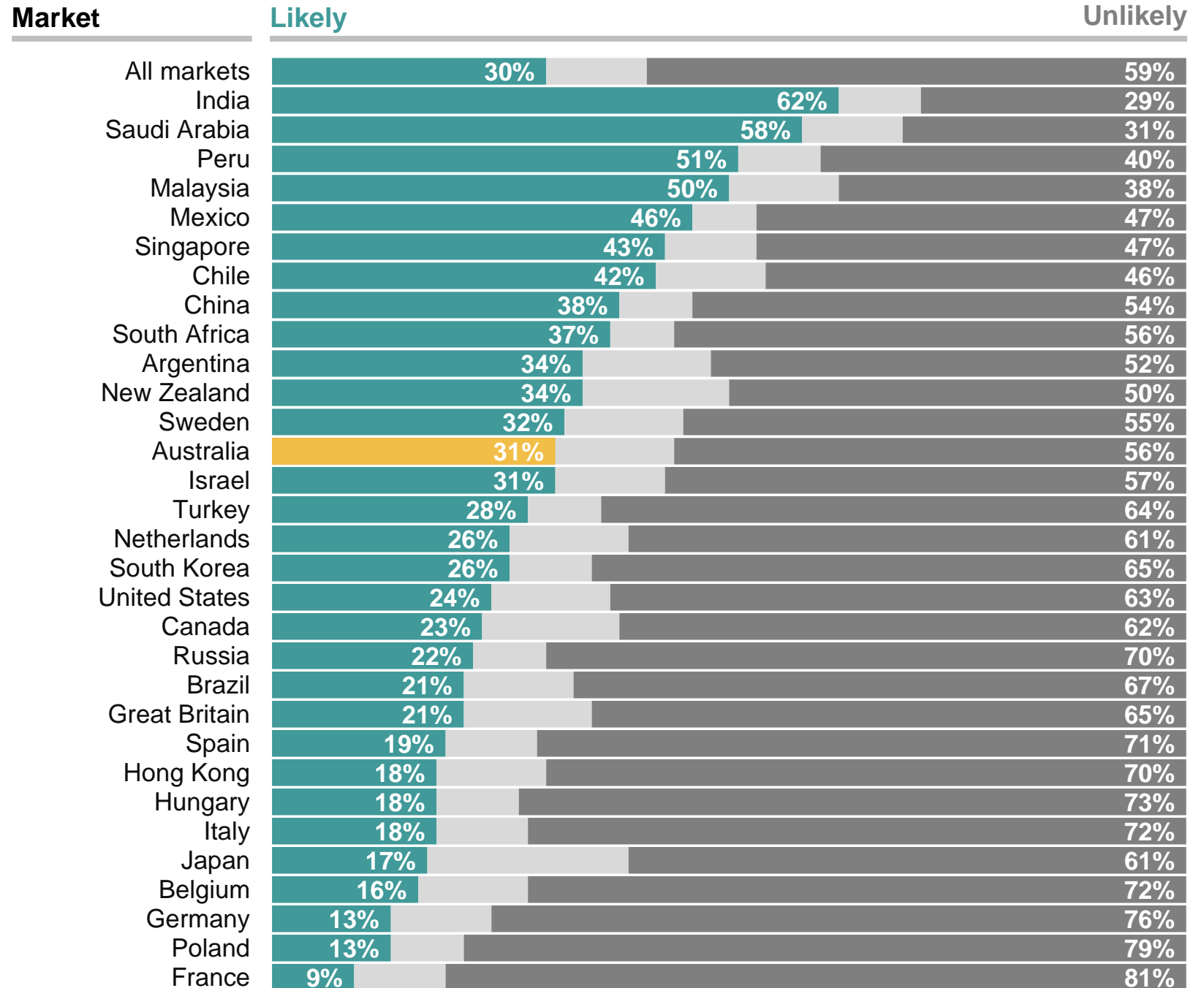Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Market	Likely	Unlikely
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%

Q.

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

Market	Likely	Unlikely
All markets	30%	59%
India	62%	29%
Saudi Arabia	58%	31%
Peru	51%	40%
Malaysia	50%	38%
Mexico	46%	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%

Economics

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

Global averages

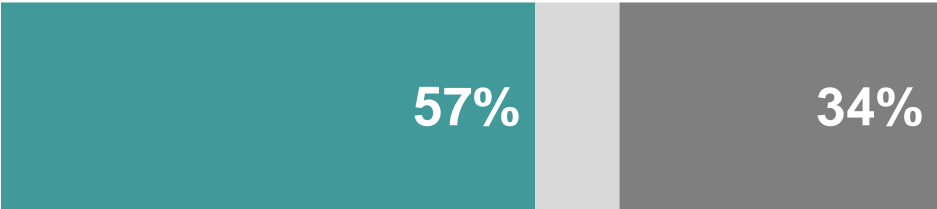**Likely**   **Unlikely**

Income inequality in [market] will increase — **66%** | **24%**
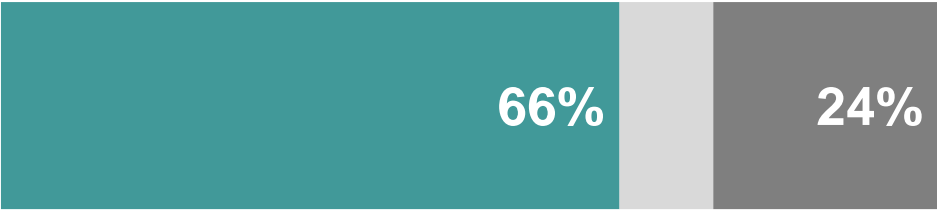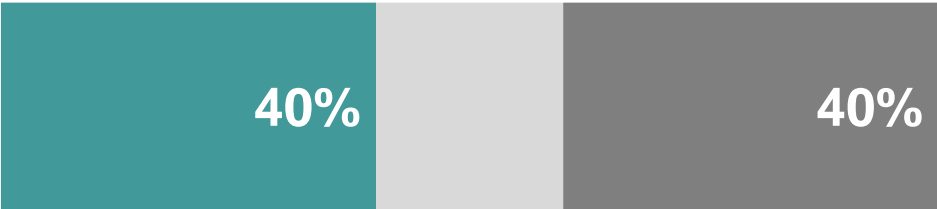
I will spend more money buying things online than I spend buying things in stores — **57%** | **34%**

Women will be paid the same as men for the same work — **40%** | **51%**

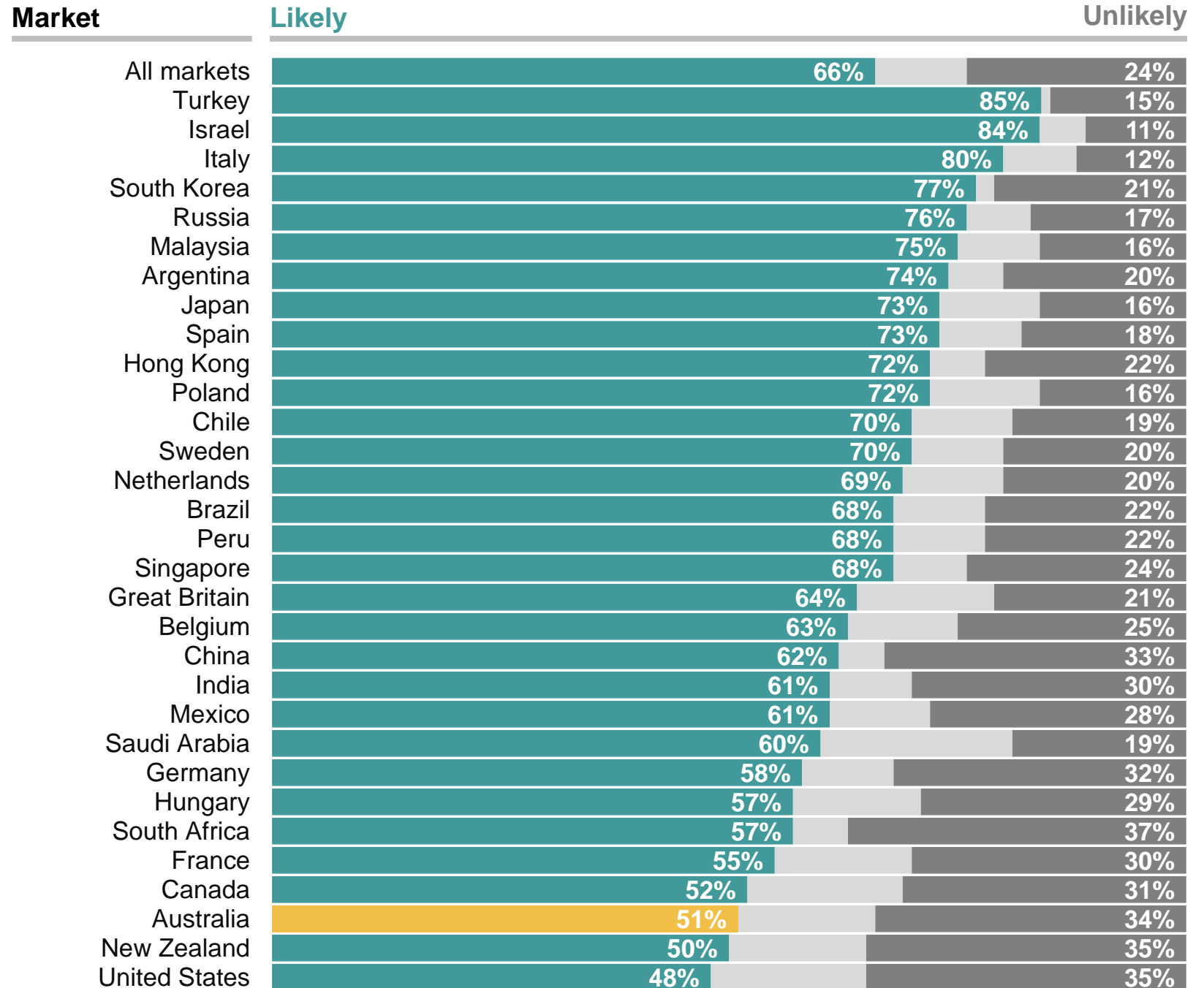Major stock markets around the world will crash — **40%** | **40%**

Q.

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.

© Ipsos | Global Advisor Predictions | December 2020

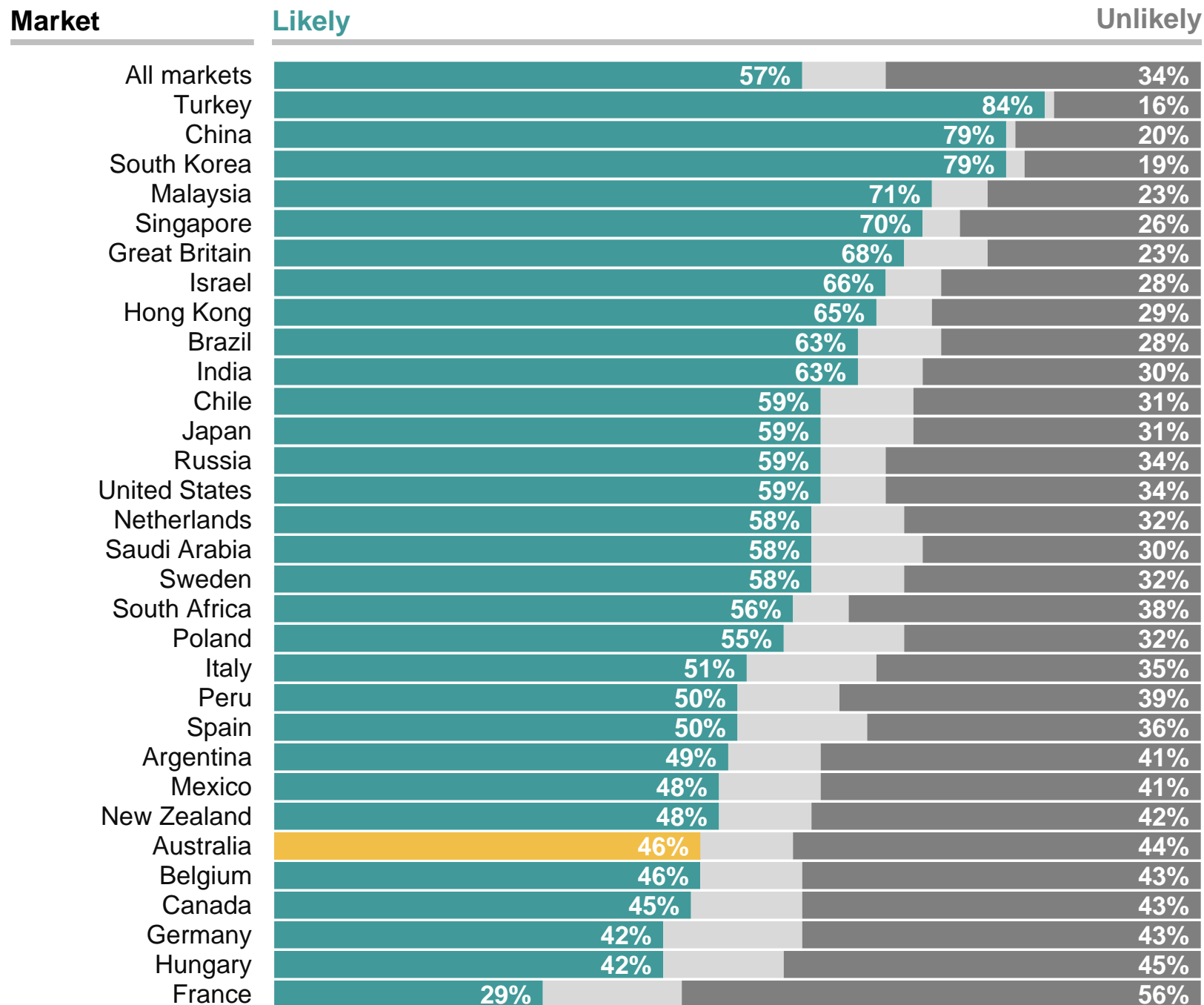| Market	Likely	Unlikely
All markets	66%	24%
Turkey	85%	15%
Israel	84%	11%
Italy	80%	12%
South Korea	77%	21%
Russia	76%	17%
Malaysia	75%	16%
Argentina	74%	20%
Japan	73%	16%
Spain	73%	18%
Hong Kong	72%	22%
Poland	72%	16%
Chile	70%	19%
Sweden	70%	20%
Netherlands	69%	20%
Brazil	68%	22%
Peru	68%	22%
Singapore	68%	24%
Great Britain	64%	21%
Belgium	63%	25%
China	62%	33%
India	61%	30%
Mexico	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%
United States	48%	35%

Q.

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

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

Market	Likely	Unlikely
All markets	57%	34%
Turkey	84%	16%
China	79%	20%
South Korea	79%	19%
Malaysia	71%	23%
Singapore	70%	26%
Great Britain	68%	23%
Israel	66%	28%
Hong Kong	65%	29%
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	49%	41%
Mexico	48%	41%
New Zealand	48%	42%
Australia	46%	44%
Belgium	46%	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…. ?

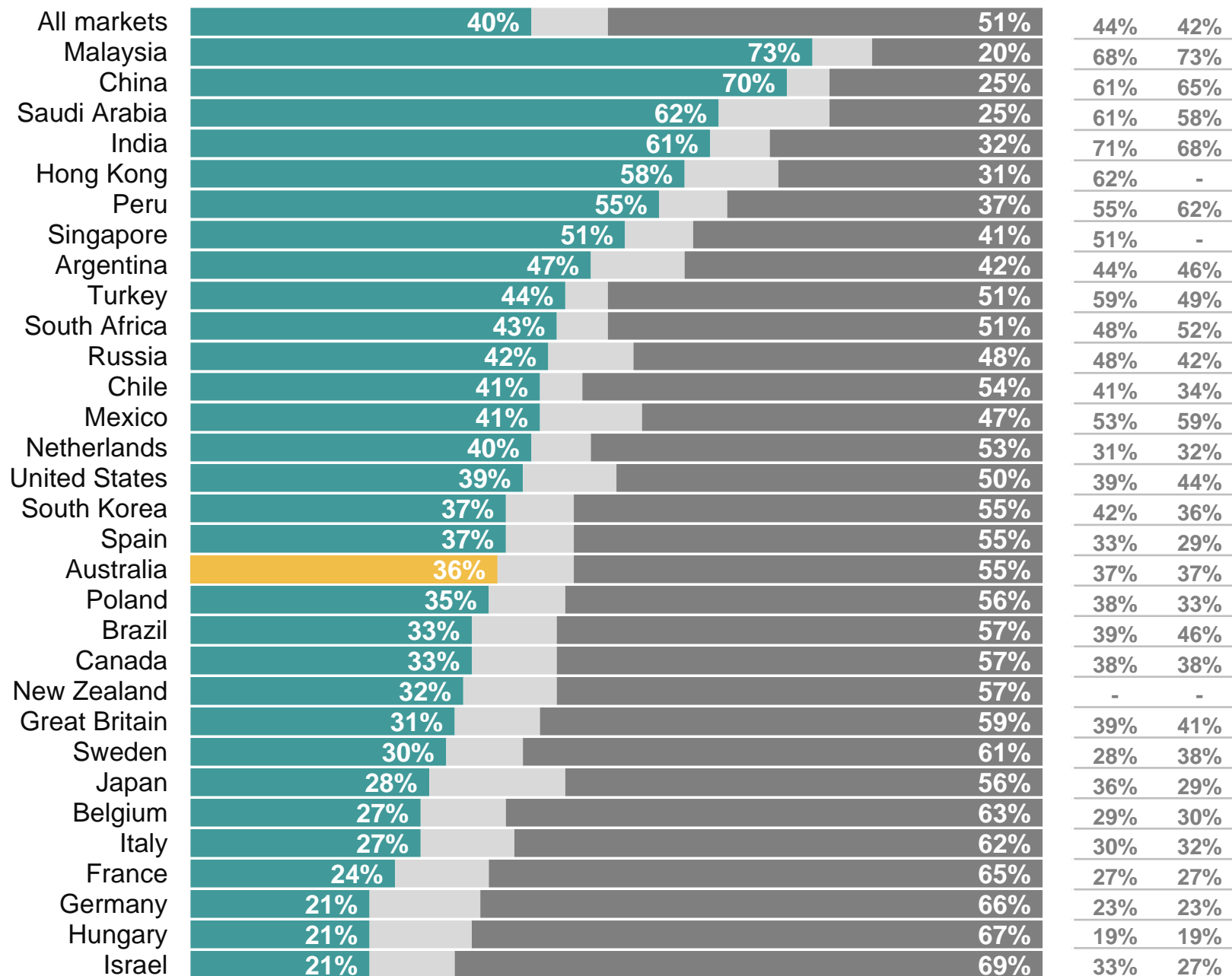**Women will be paid the same as men for the same work**

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

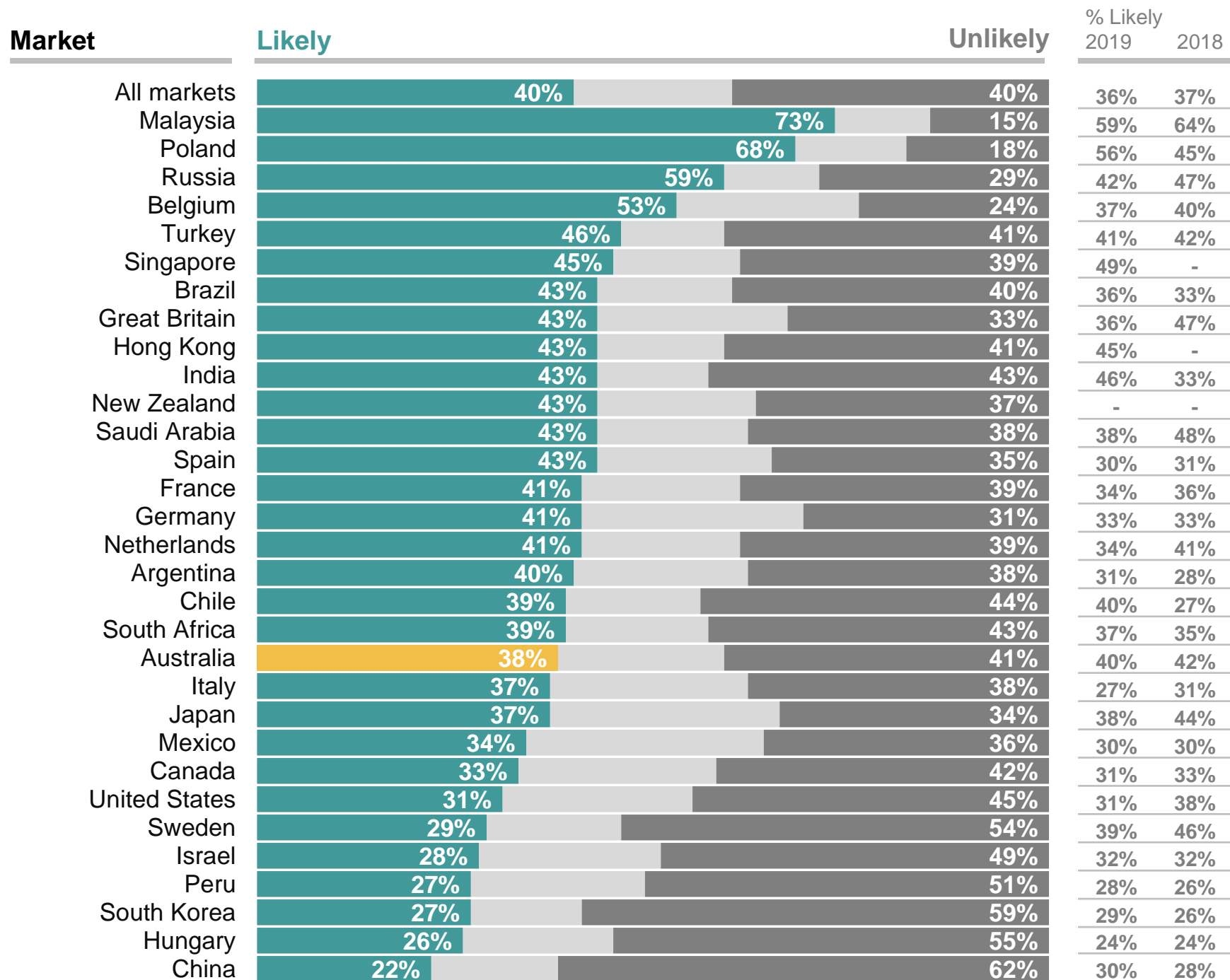| Market	Likely	Unlikely	% Likely 2019	2018
All markets	40%	51%	44%	42%
Malaysia	73%	20%	68%	73%
China	70%	25%	61%	65%
Saudi Arabia	62%	25%	61%	58%
India	61%	32%	71%	68%
Hong Kong	58%	31%	62%	-
Peru	55%	37%	55%	62%
Singapore	51%	41%	51%	-
Argentina	47%	42%	44%	46%
Turkey	44%	51%	59%	49%
South Africa	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	30%	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%

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

Market	Likely	Unlikely	% Likely 2019	2018
All markets	40%	40%	36%	37%
Malaysia	73%	15%	59%	64%
Poland	68%	18%	56%	45%
Russia	59%	29%	42%	47%
Belgium	53%	24%	37%	40%
Turkey	46%	41%	41%	42%
Singapore	45%	39%	49%	-
Brazil	43%	40%	36%	33%
Great Britain	43%	33%	36%	47%
Hong Kong	43%	41%	45%	-
India	43%	43%	46%	33%
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%

Society and culture

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

Global averages

Likely   **Unlikely**

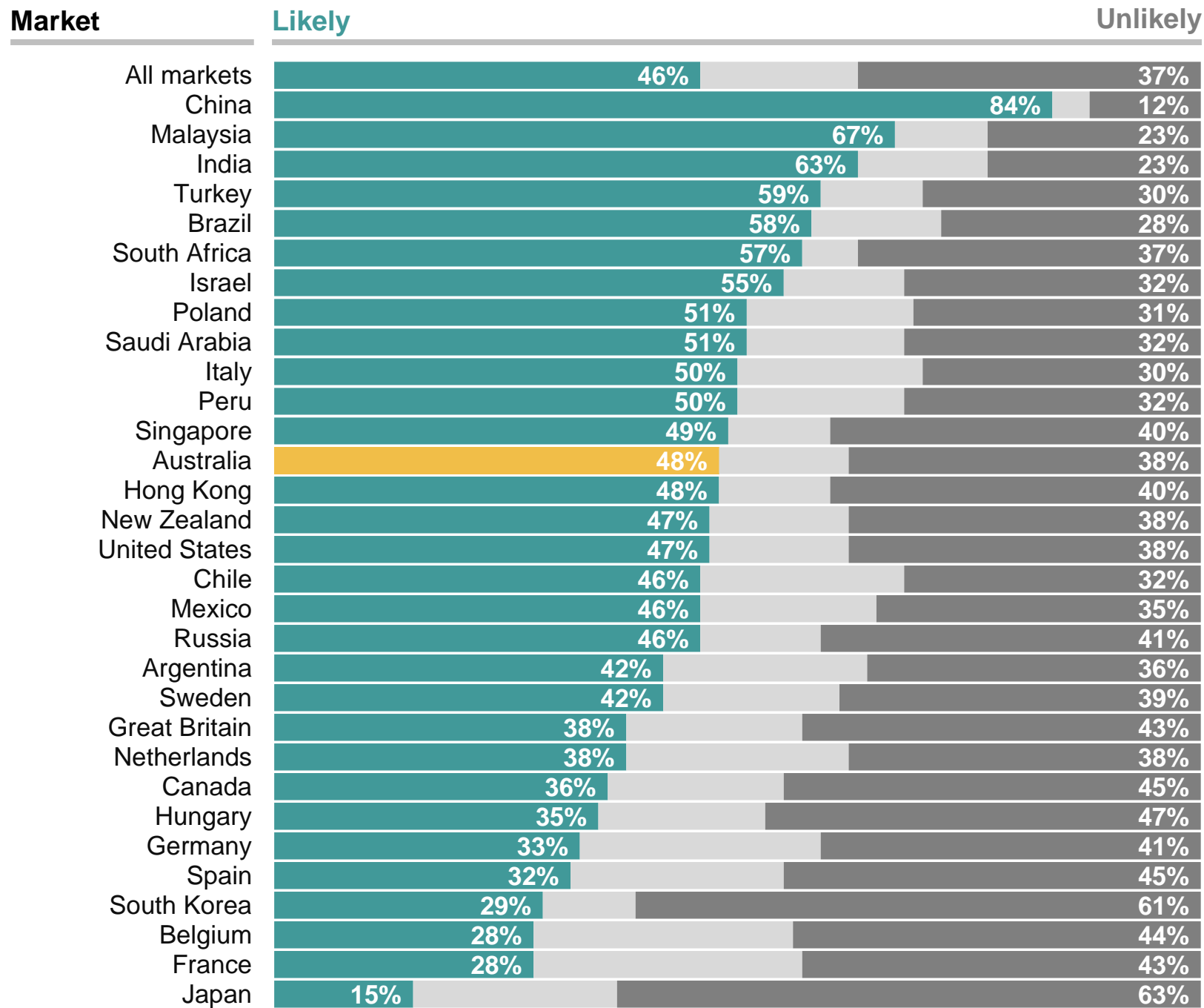| Statement	Likely	Unlikely
I will make a new friend in my local area	46%	37%
The number of people living in big cities in [market] will shrink	34%	52%
Police in [market] will treat all people equally regardless of their differences	33%	56%
I will feel lonely most of the time	31%	59%
People in [market] will become more tolerant of each other	29%	61%

Q.

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	46%	37%
China	84%	12%
Malaysia	67%	23%
India	63%	23%
Turkey	59%	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	42%	36%
Sweden	42%	39%
Great Britain	38%	43%
Netherlands	38%	38%
Canada	36%	45%
Hungary	35%	47%
Germany	33%	41%
Spain	32%	45%
South Korea	29%	61%
Belgium	28%	44%
France	28%	43%
Japan	15%	63%

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?
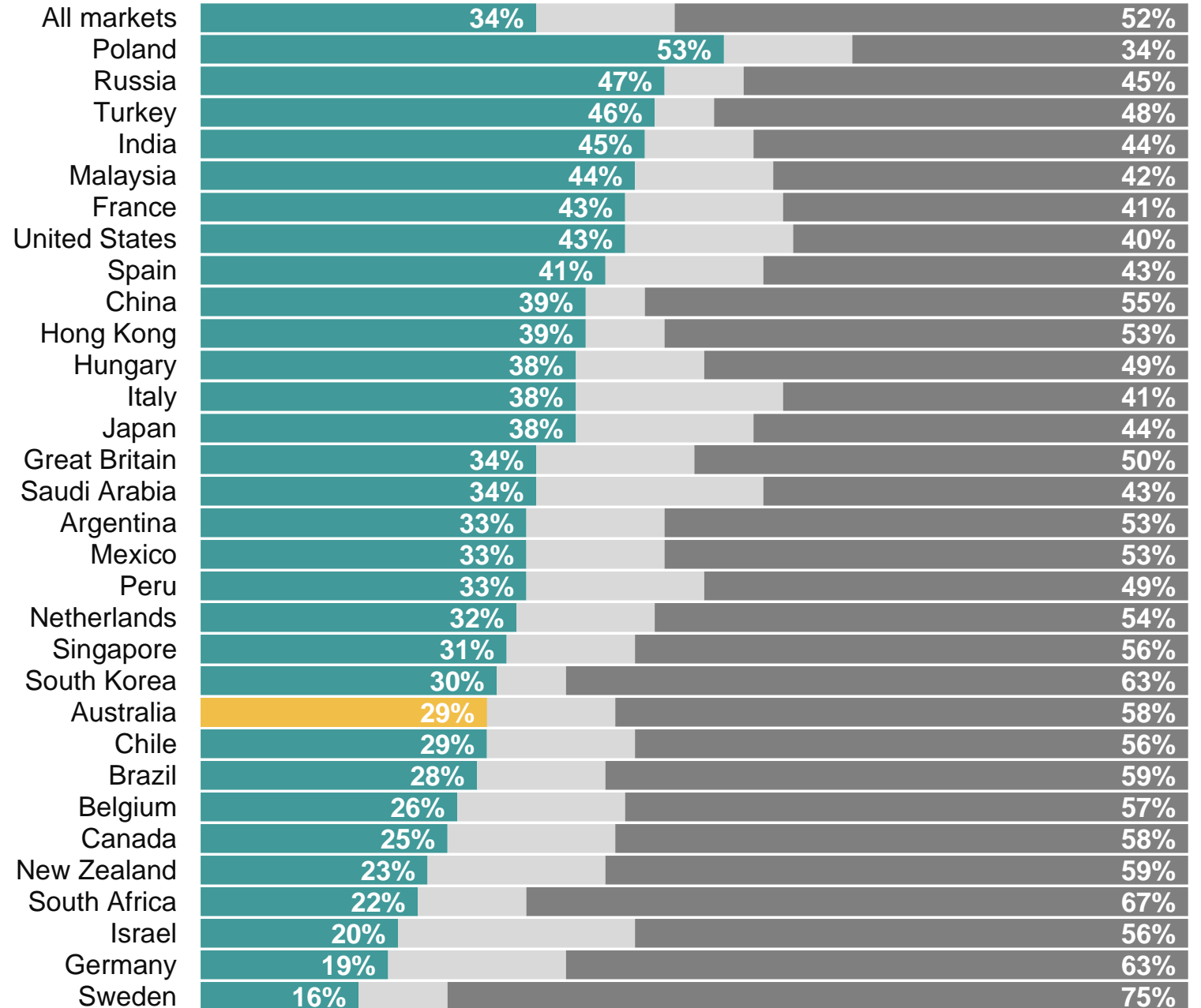
The number of people living in big cities in [market] will shrink

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

© Ipsos | Global Advisor Predictions | December 2020

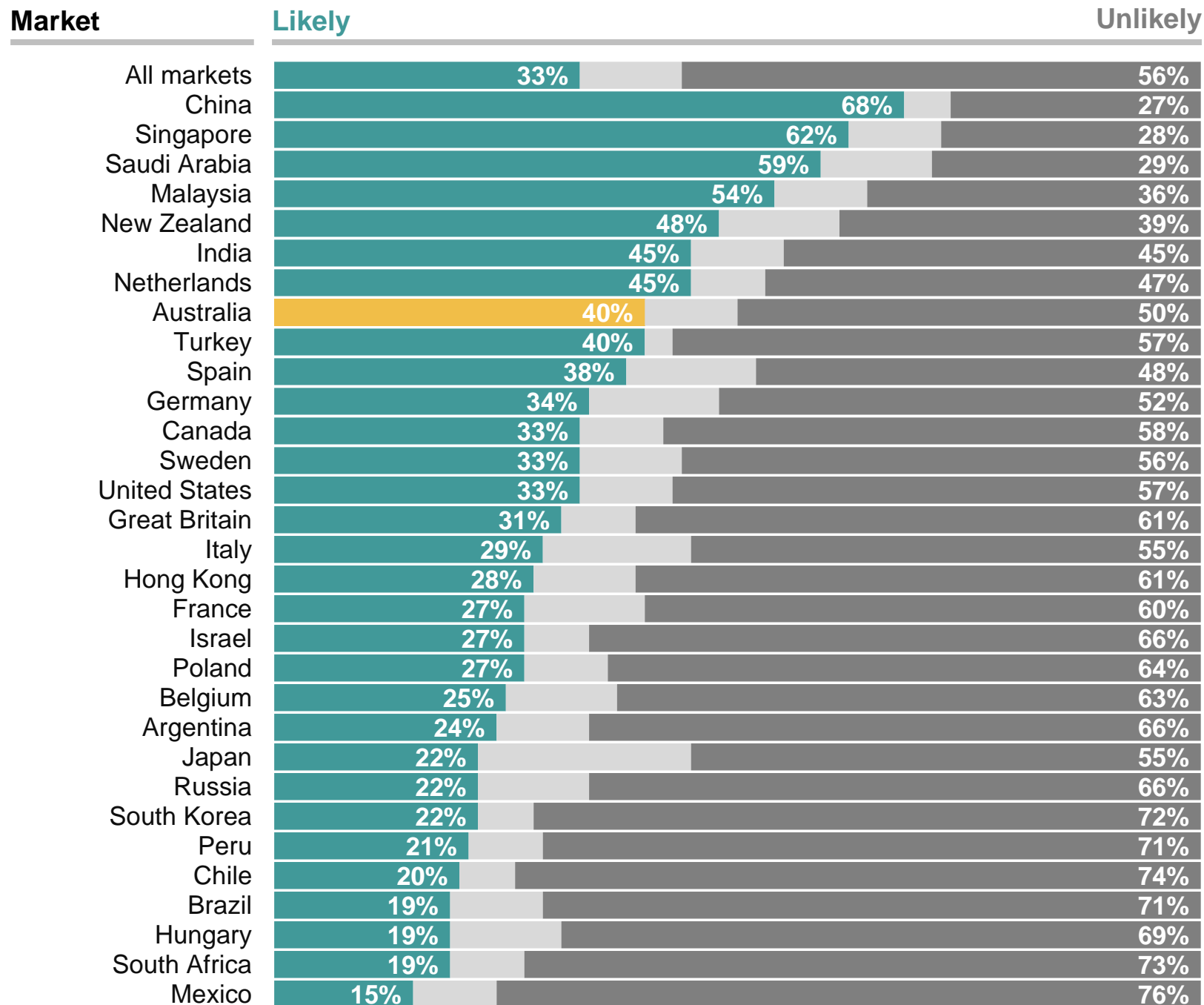| Market	Likely	Unlikely
All markets	34%	52%
Poland	53%	34%
Russia	47%	45%
Turkey	46%	48%
India	45%	44%
Malaysia	44%	42%
France	43%	41%
United States	43%	40%
Spain	41%	43%
China	39%	55%
Hong Kong	39%	53%
Hungary	38%	49%
Italy	38%	41%
Japan	38%	44%
Great Britain	34%	50%
Saudi Arabia	34%	43%
Argentina	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%
Belgium	26%	57%
Canada	25%	58%
New Zealand	23%	59%
South Africa	22%	67%
Israel	20%	56%
Germany	19%	63%
Sweden	16%	75%

Q.

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.

Market	Likely	Unlikely
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%

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?
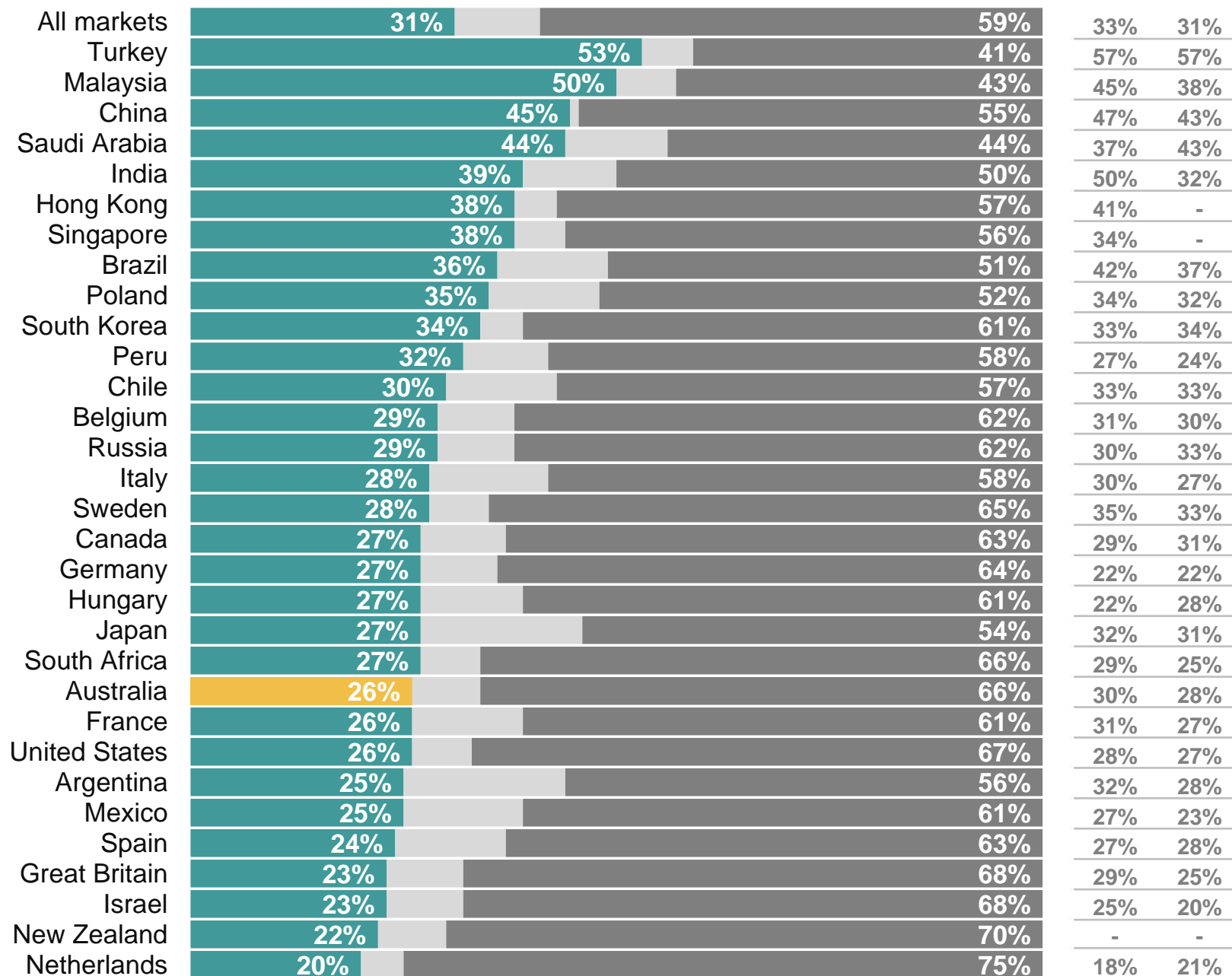
I will feel lonely most of the time

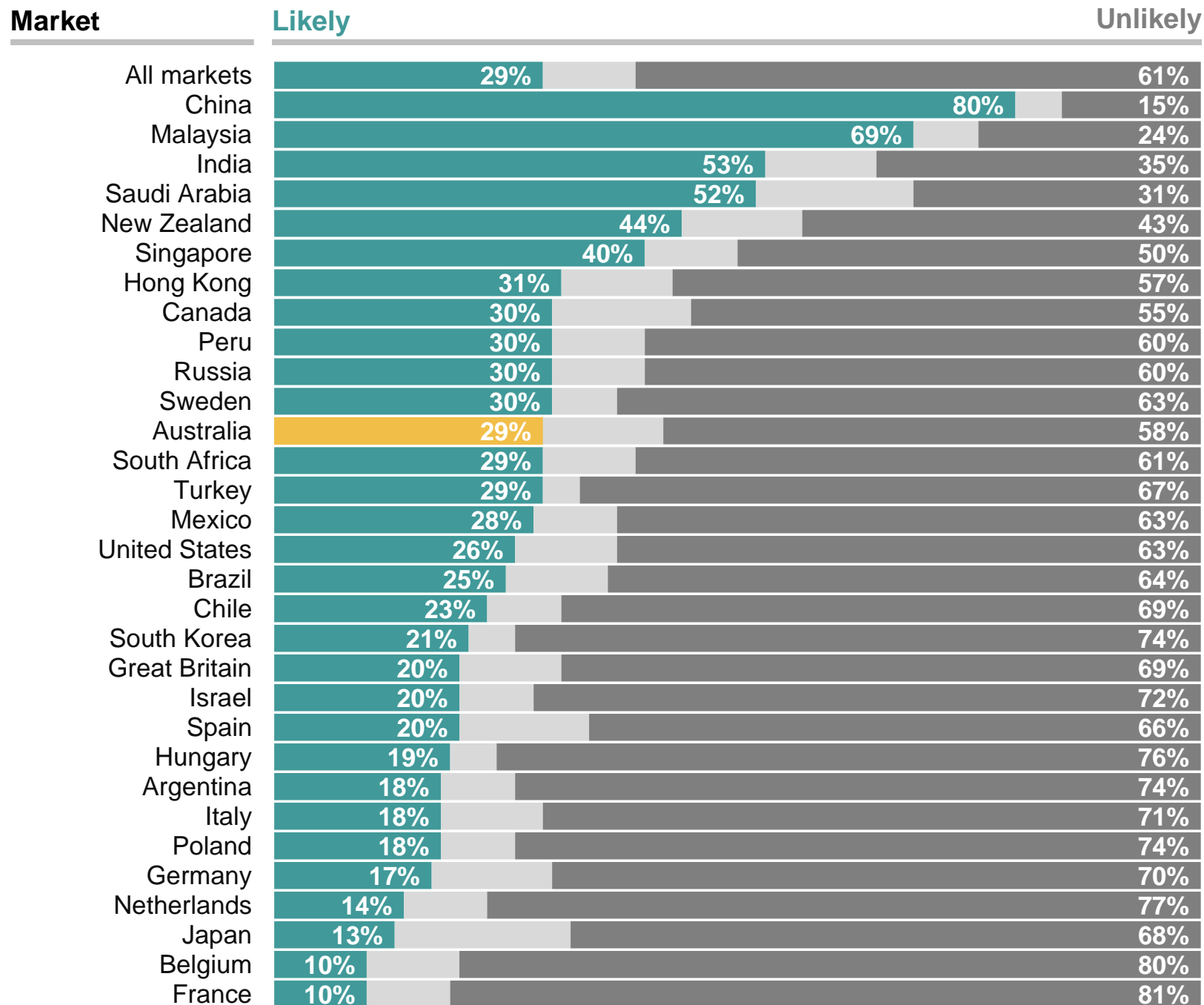| Market	Likely	Unlikely	% Likely 2019	2018
All markets	31%	59%	33%	31%
Turkey	53%	41%	57%	57%
Malaysia	50%	43%	45%	38%
China	45%	55%	47%	43%
Saudi Arabia	44%	44%	37%	43%
India	39%	50%	50%	32%
Hong Kong	38%	57%	41%	-
Singapore	38%	56%	34%	-
Brazil	36%	51%	42%	37%
Poland	35%	52%	34%	32%
South Korea	34%	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%

Q.

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

Market	Likely	Unlikely
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%

Technology

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

Global averages

Likely   **Unlikely**

Robots will look like, think like and speak like humans — **36%** — **52%**

One of my online accounts will be hacked into (e.g. email, social media, banking) — **34%** — **45%**

Human cloning will be legalized in some countries — **21%** — **58%**

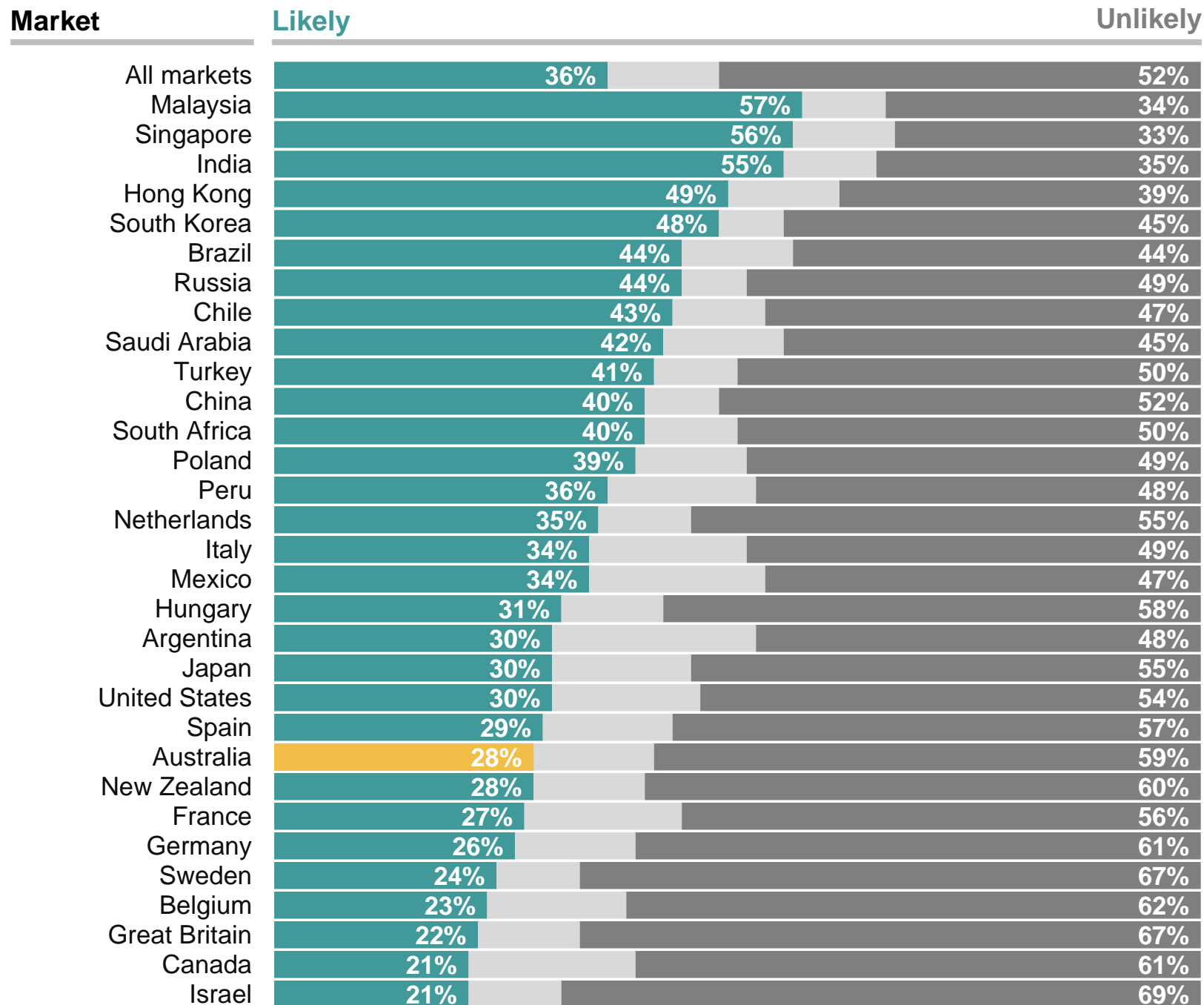Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

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

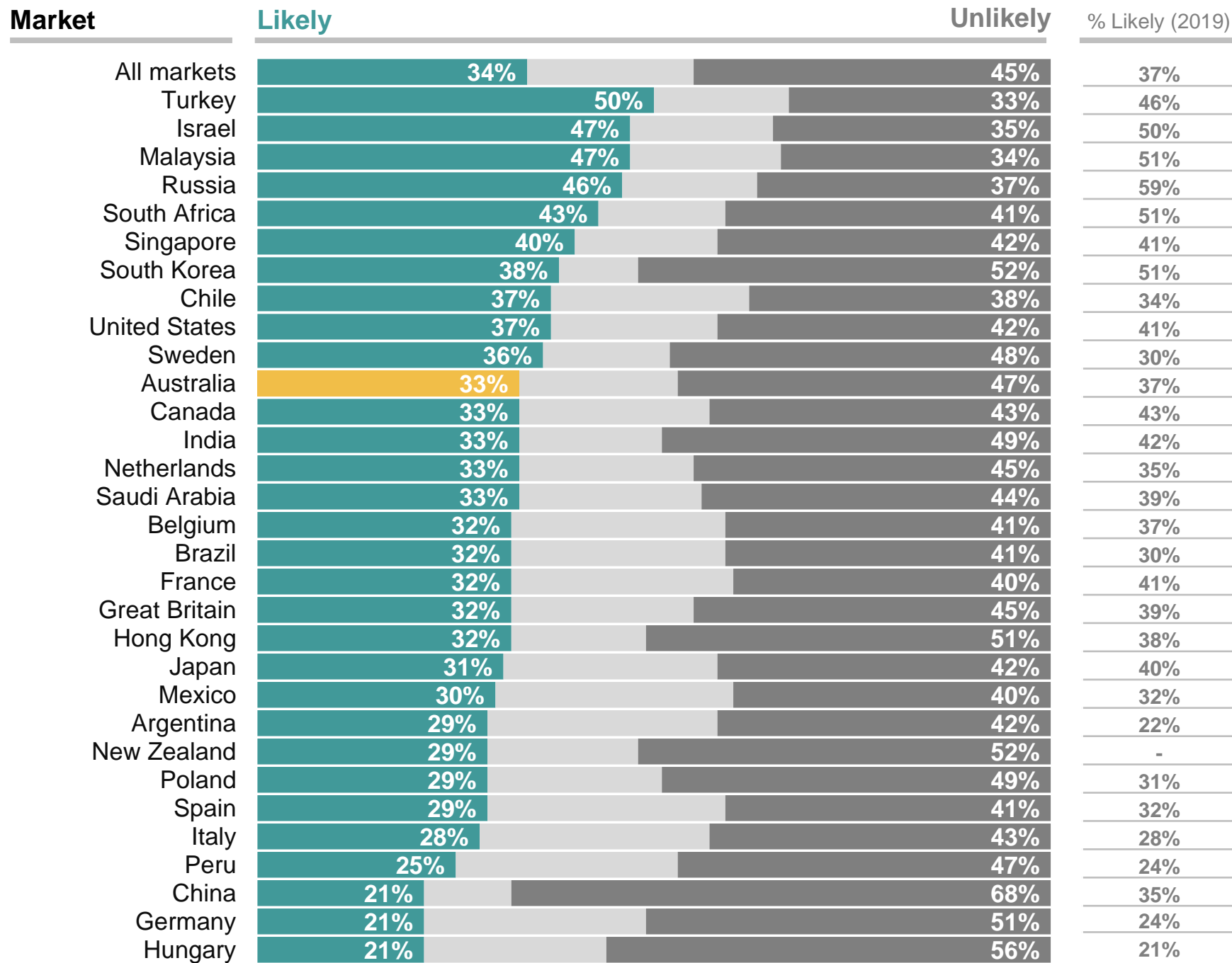| Market	Likely	Unlikely
All markets	36%	52%
Malaysia	57%	34%
Singapore	56%	33%
India	55%	35%
Hong Kong	49%	39%
South Korea	48%	45%
Brazil	44%	44%
Russia	44%	49%
Chile	43%	47%
Saudi Arabia	42%	45%
Turkey	41%	50%
China	40%	52%
South Africa	40%	50%
Poland	39%	49%
Peru	36%	48%
Netherlands	35%	55%
Italy	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%

Q.

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

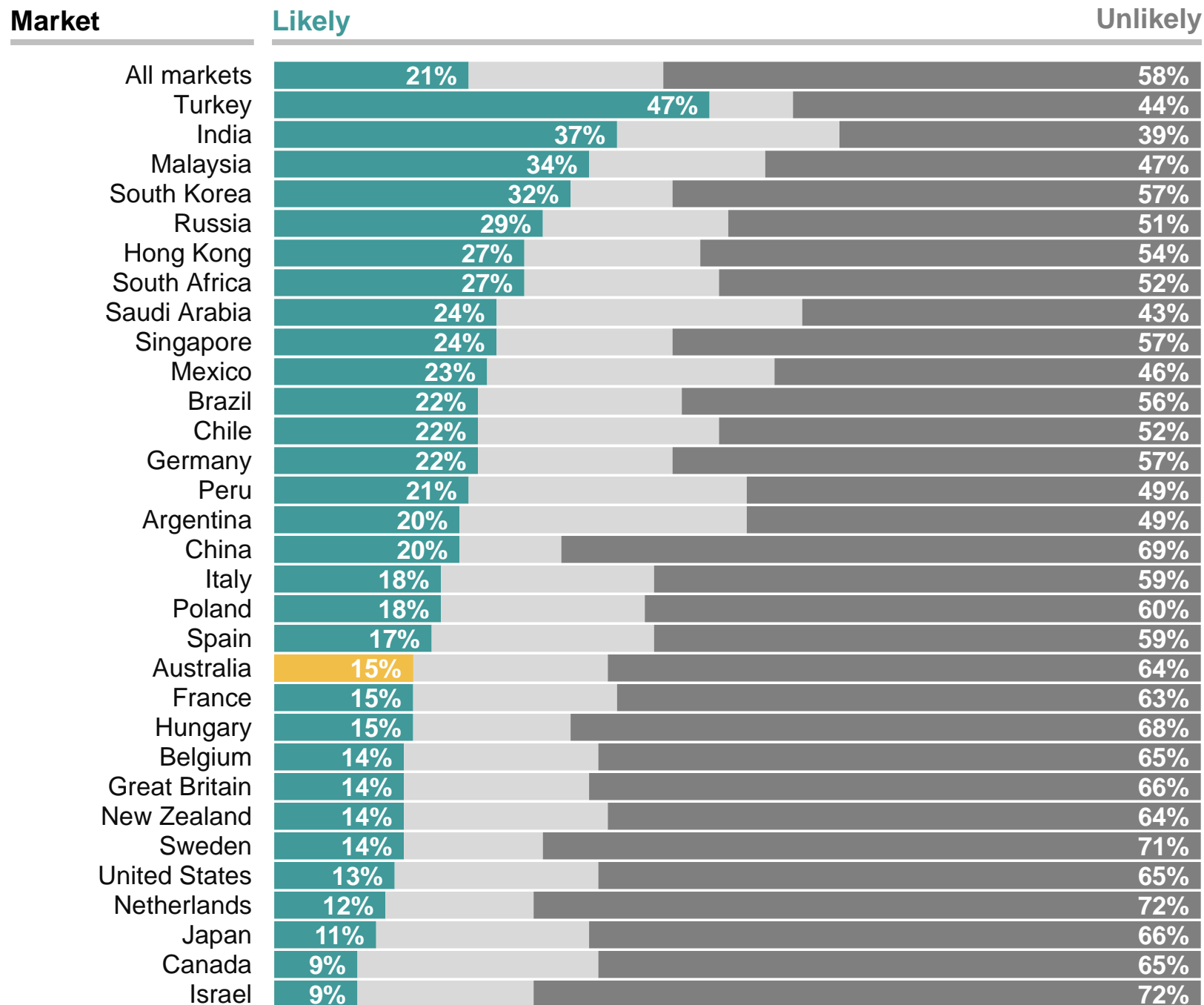**One of my online accounts will be hacked into (e.g. email, social media, banking)**

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

© Ipsos | Global Advisor Predictions | December 2020

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%

Q.

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

Market	Likely	Unlikely
All markets	21%	58%
Turkey	47%	44%
India	37%	39%
Malaysia	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%

Global threats

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

Global averages

Likely   **Unlikely**

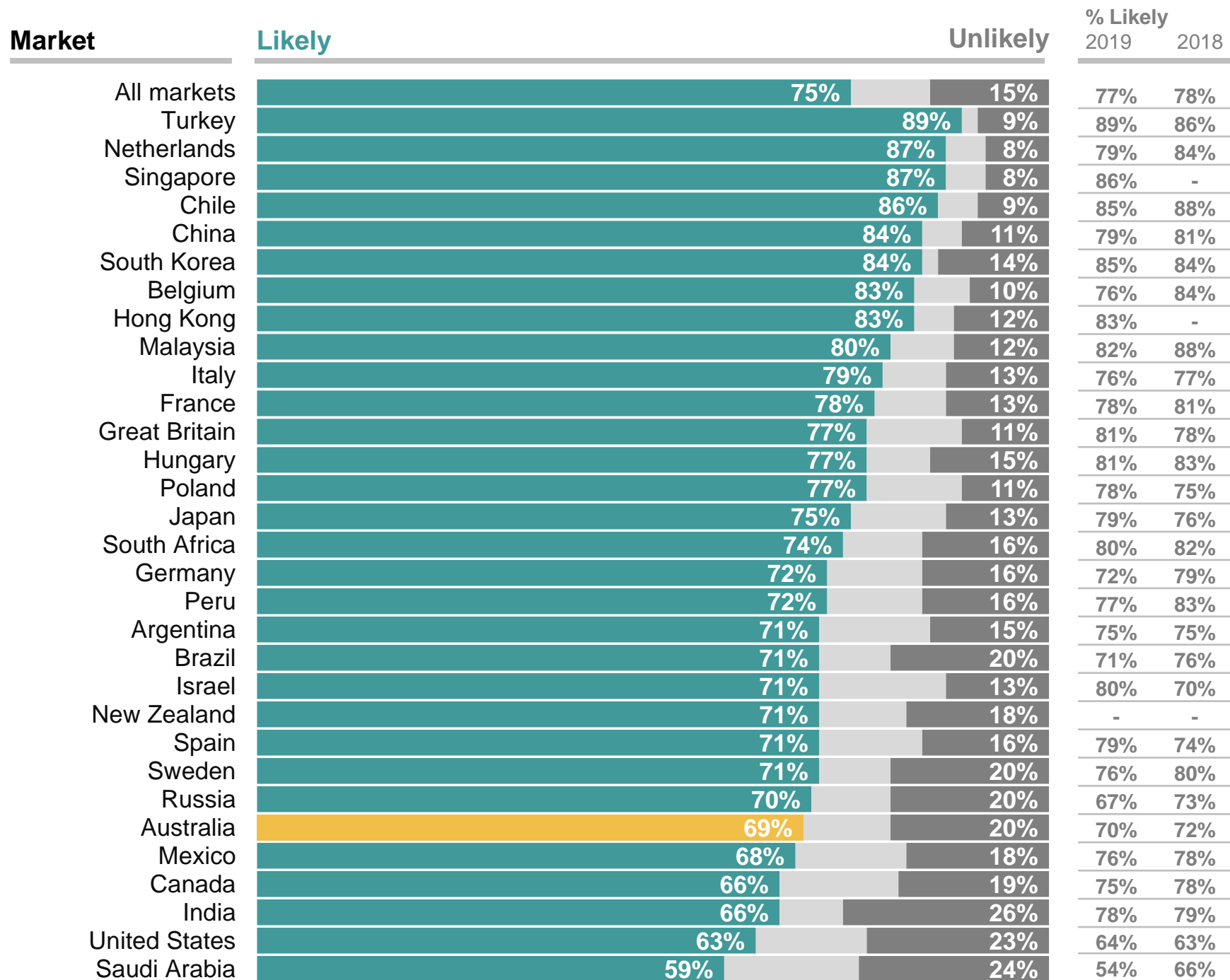|	Likely	Unlikely
Average global temperatures will increase	75%	15%
We will discover that ghosts really exist	16%	65%
Humans will become extinct	16%	70%
An asteroid will hit the Earth	15%	61%
Aliens will visit the Earth	12%	69%

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

Average global temperatures will increase

Market	Likely	Unlikely	% Likely 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%

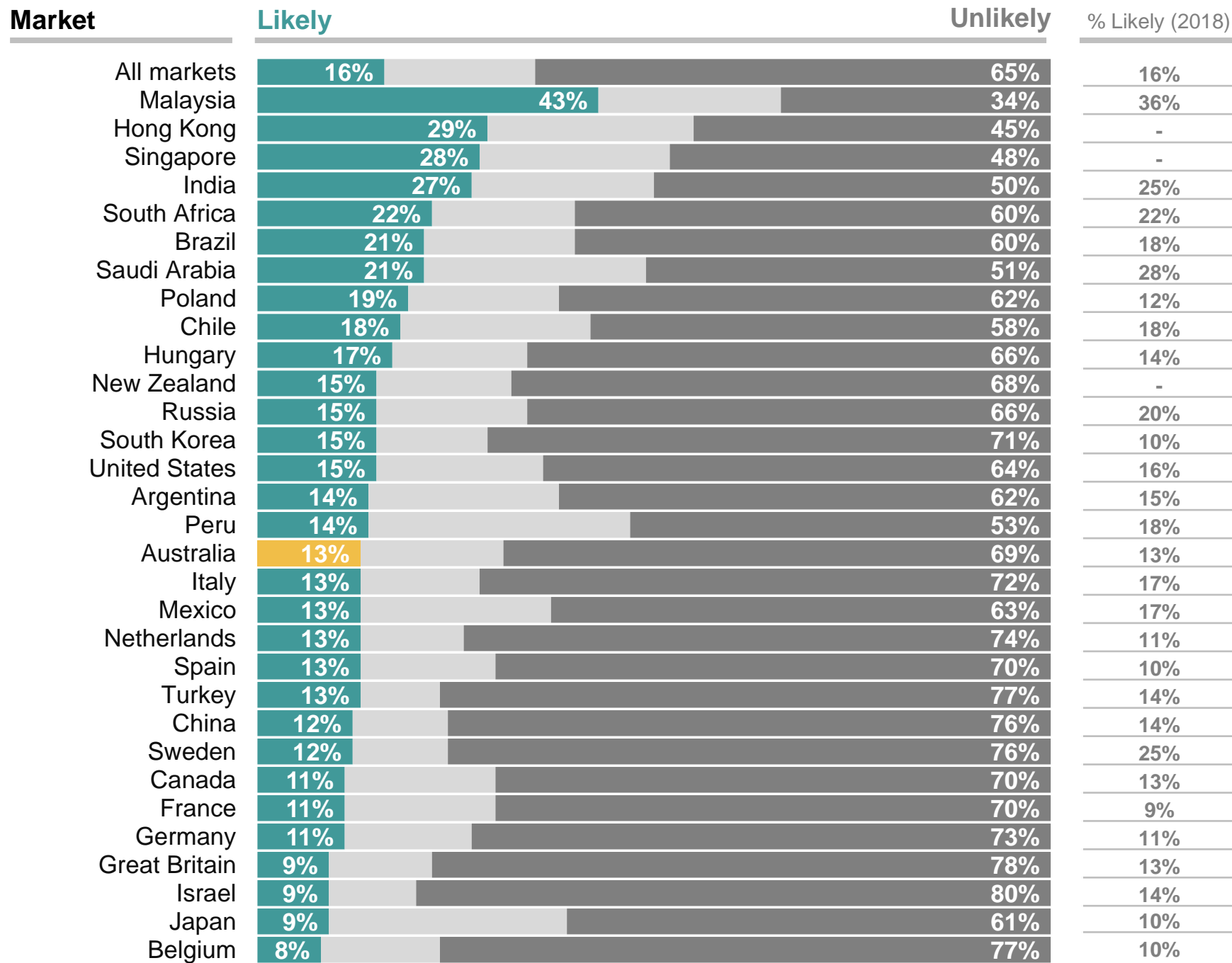© Ipsos | Global Advisor Predictions | December 2020

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?
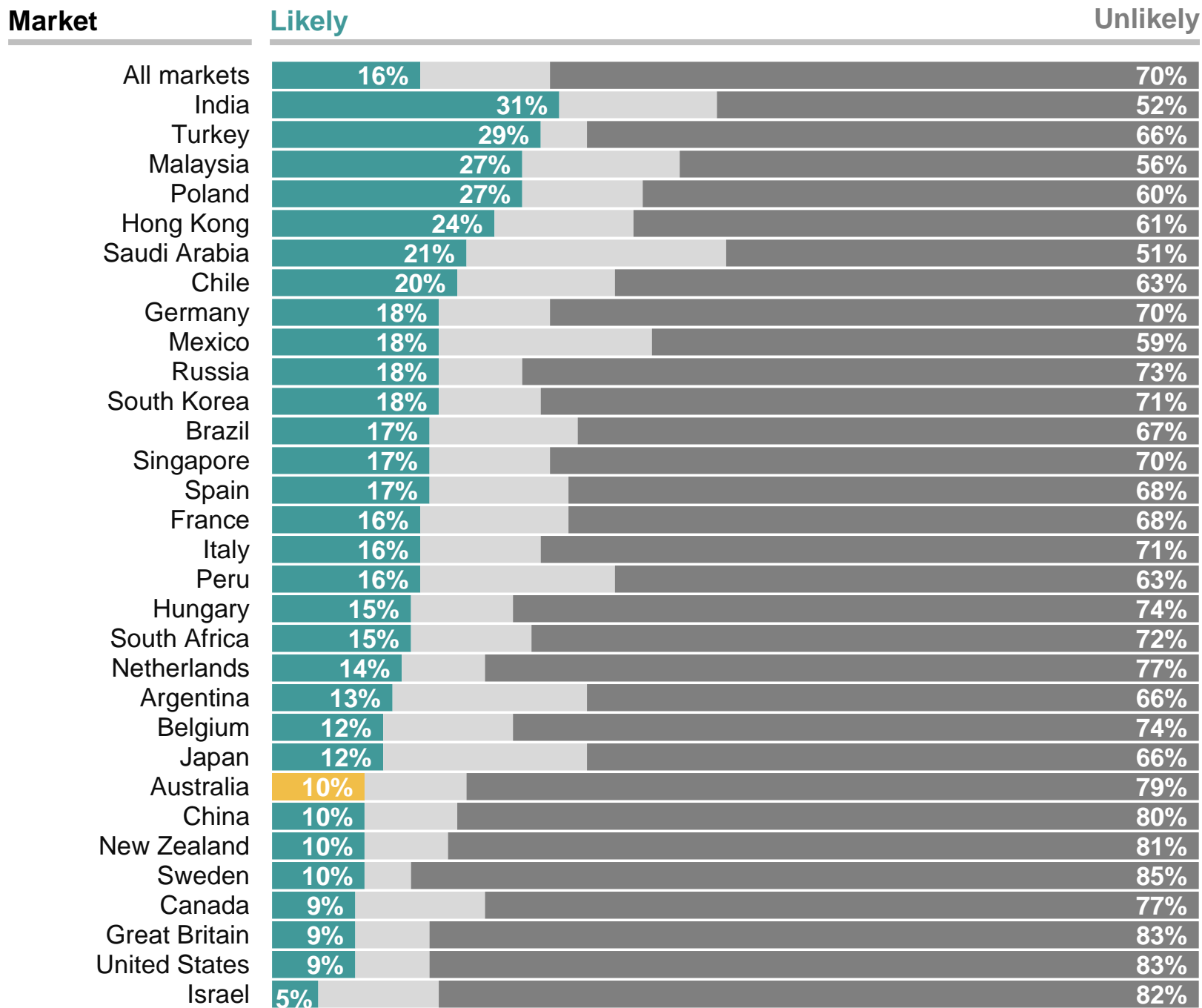
We will discover that ghosts really exist

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%

Q.

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

Humans will become extinct

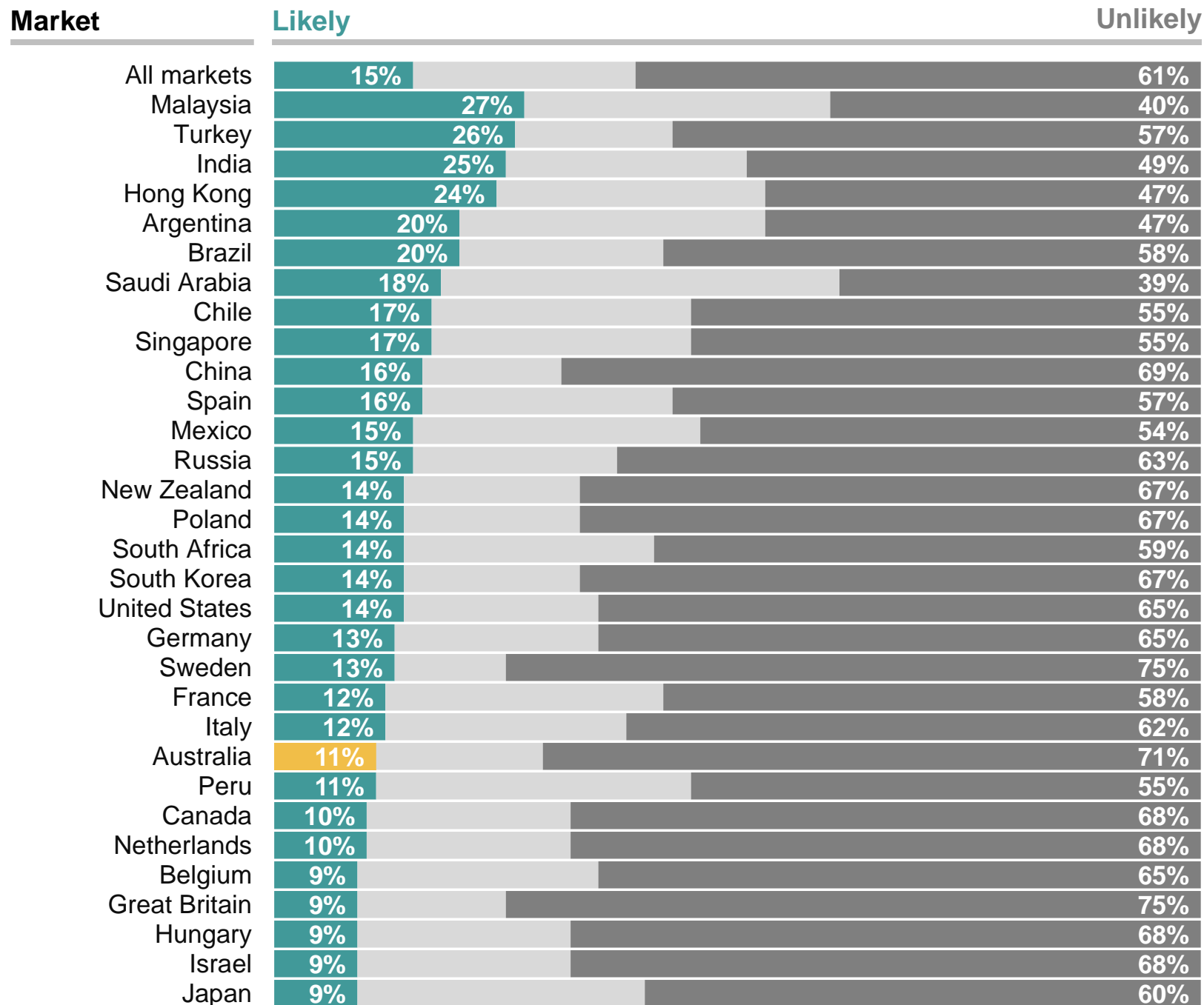| Market	Likely	Unlikely
All markets	16%	70%
India	31%	52%
Turkey	29%	66%
Malaysia	27%	56%
Poland	27%	60%
Hong Kong	24%	61%
Saudi Arabia	21%	51%
Chile	20%	63%
Germany	18%	70%
Mexico	18%	59%
Russia	18%	73%
South Korea	18%	71%
Brazil	17%	67%
Singapore	17%	70%
Spain	17%	68%
France	16%	68%
Italy	16%	71%
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	10%	81%
Sweden	10%	85%
Canada	9%	77%
Great Britain	9%	83%
United States	9%	83%
Israel	5%	82%

Q.

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%
Malaysia	27%	40%
Turkey	26%	57%
India	25%	49%
Hong Kong	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	11%	55%
Canada	10%	68%
Netherlands	10%	68%
Belgium	9%	65%
Great Britain	9%	75%
Hungary	9%	68%
Israel	9%	68%
Japan	9%	60%

Q.

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

Aliens will visit the Earth

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

© Ipsos | Global Advisor Predictions | December 2020

Market	Likely	Unlikely	% Likely 2019	2018
All markets	12%	69%	15%	13%
Saudi Arabia	27%	43%	30%	32%
India	23%	47%	37%	23%
Chile	22%	55%	17%	19%
Hong Kong	21%	57%	23%	-
Brazil	20%	62%	18%	19%
Argentina	15%	58%	13%	12%
Hungary	14%	72%	14%	12%
Russia	14%	72%	12%	13%
Turkey	14%	74%	18%	17%
Mexico	13%	56%	16%	17%
Spain	13%	70%	11%	9%
Australia	12%	74%	14%	10%
Italy	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	6%	87%	12%	20%
France	5%	77%	9%	6%
Israel	5%	84%	12%	8%

Ipsos Global Advisor 2021 Predictions

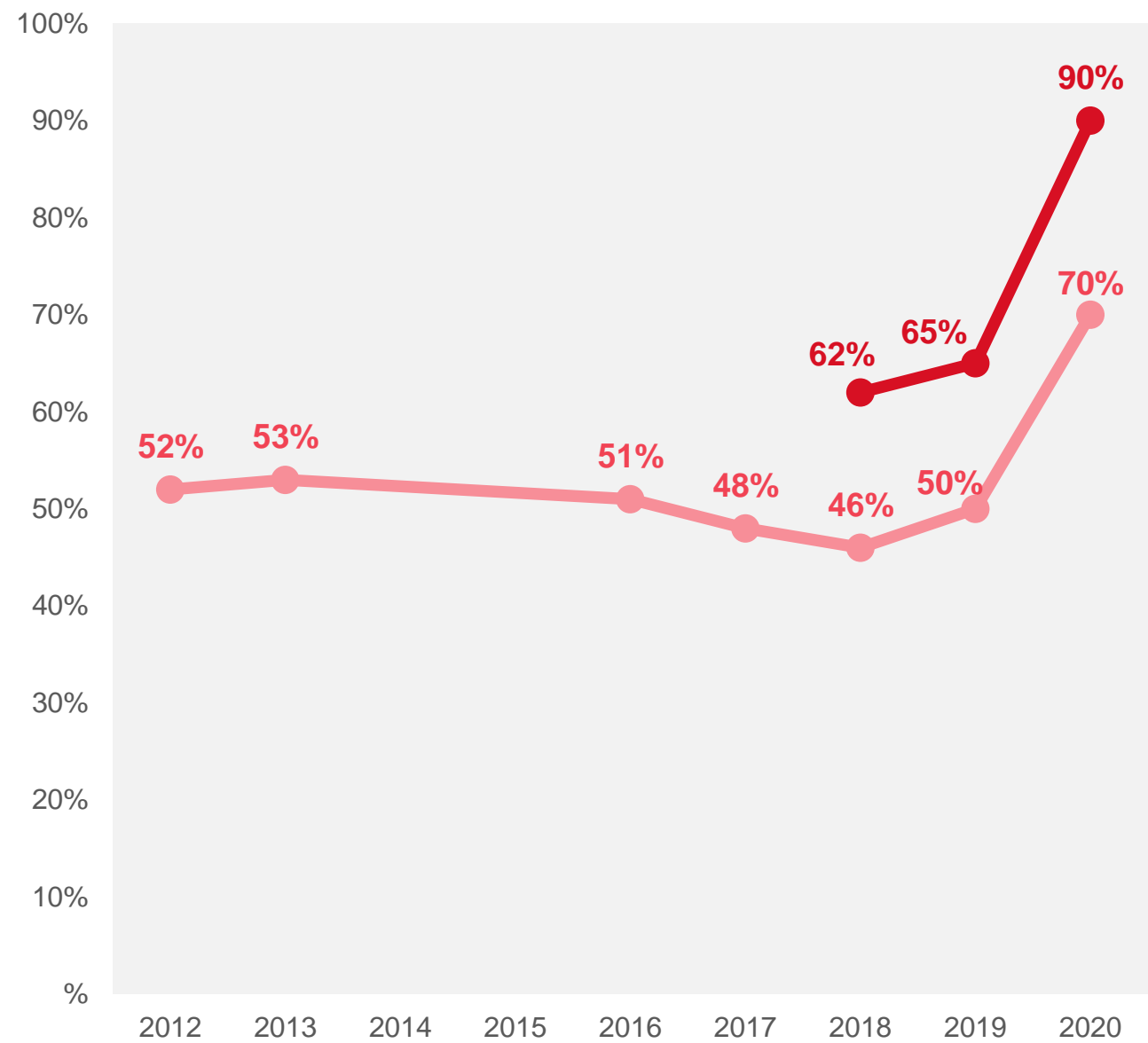# Outlook for 2021

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

Agree   **Disagree**

2020 was a bad year for [market]
90% **10%**

I am optimistic that 2021 will be a better year for me than it was in 2020
77% **23%**

I will make some personal resolutions to do some specific things for myself or others in 2021
75% **25%**

2020 was a bad year for me and my family
70% **30%**

The global economy will be stronger in 2021 than it was in 2020
54% **46%**

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

2020 was a bad year for [market]

2020 was a bad year for me and my family

52% 53% 51% 48% 46% 50% 70%

62% 65% 90%

2012 2013 2014 2015 2016 2017 2018 2019 2020

Q.

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements…?
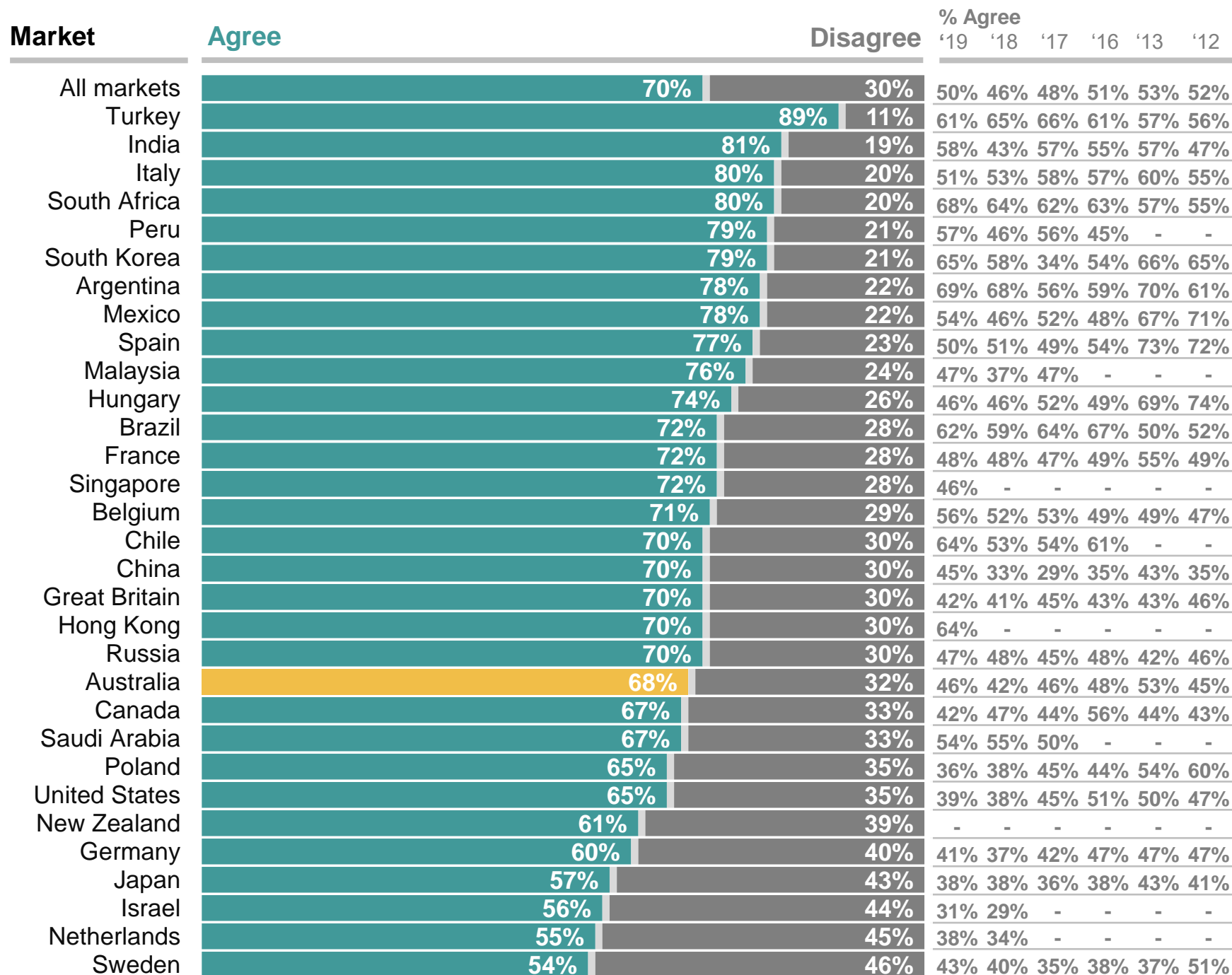
2020 was a bad year for [market]

Market	Agree	Disagree	% Agree 2019	2018
All markets	90%	10%	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%	11%	60%	44%
Brazil	88%	12%	74%	85%
India	88%	12%	61%	45%
Malaysia	88%	12%	57%	49%
Mexico	88%	12%	68%	74%
Russia	87%	13%	61%	68%
Sweden	87%	13%	62%	60%
Hong Kong	86%	14%	85%	-
Japan	86%	14%	52%	52%
New Zealand	86%	14%	-	-
Germany	83%	17%	46%	45%
China	79%	21%	42%	30%
Saudi Arabia	74%	26%	46%	59%

Q.

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**

Market	Agree	Disagree	% Agree '19	'18	'17	'16	'13	'12
All markets	70%	30%	50%	46%	48%	51%	53%	52%
Turkey	89%	11%	61%	65%	66%	61%	57%	56%
India	81%	19%	58%	43%	57%	55%	57%	47%
Italy	80%	20%	51%	53%	58%	57%	60%	55%
South Africa	80%	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	61%	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
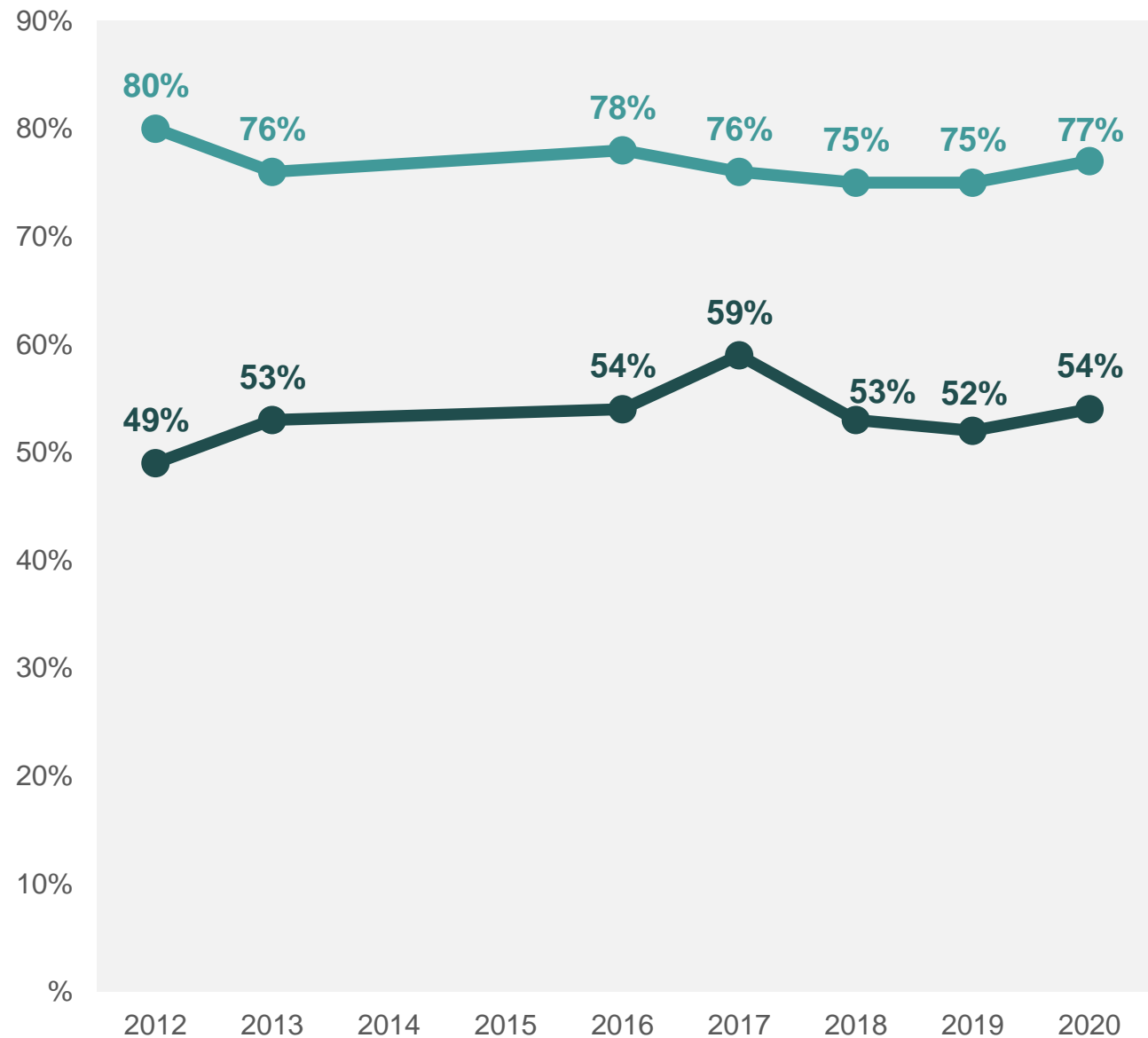
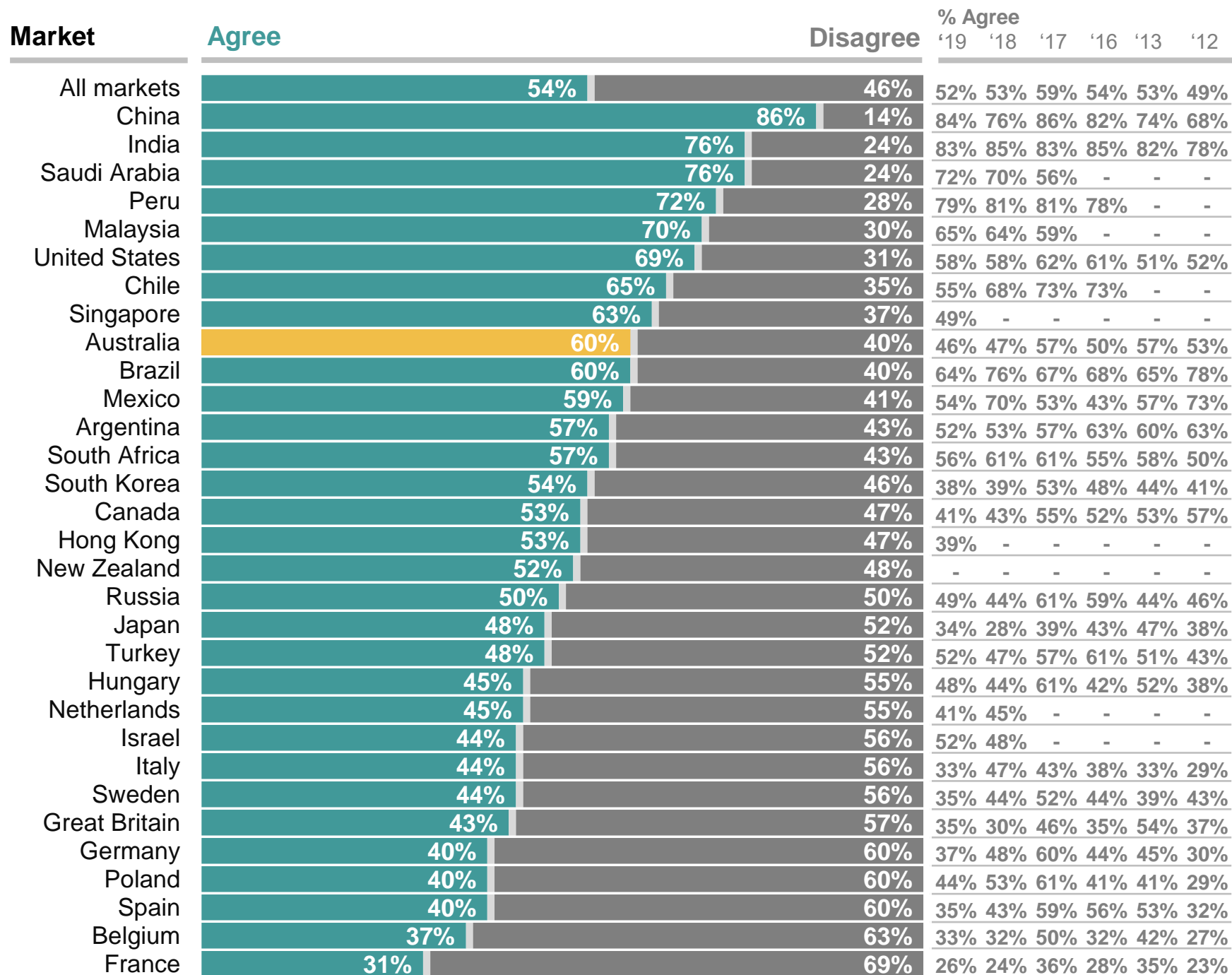**I am optimistic that 2021 will be a better year for me than it was in 2020**

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

Optimistic line:
80% (2012), 76% (2013), 78% (2016), 76% (2017), 75% (2018), 75% (2019), 77% (2020)

Global economy line:
49% (2012), 53% (2013), 54% (2016), 59% (2017), 53% (2018), 52% (2019), 54% (2020)

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 2021 than it was in 2020

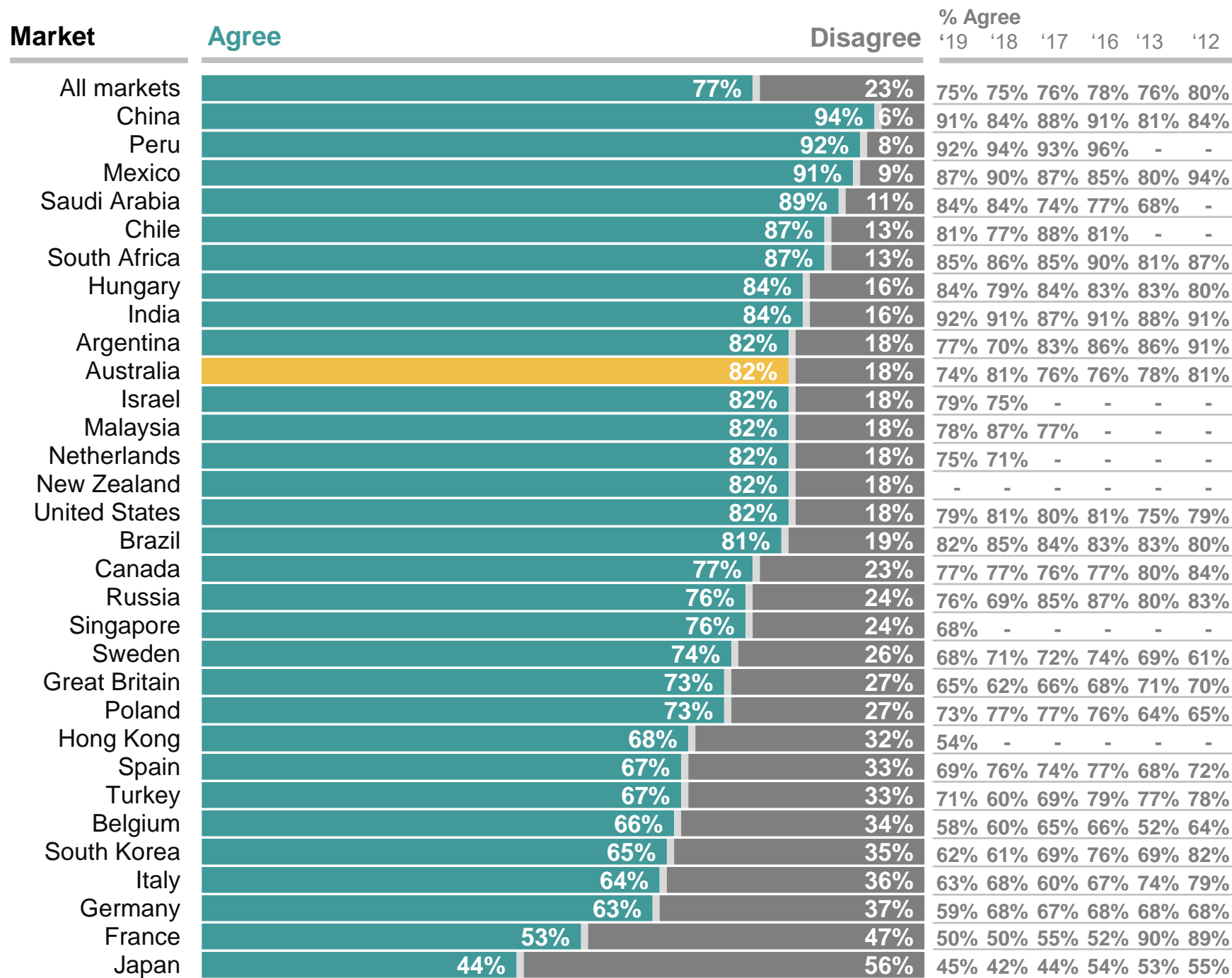| Market	Agree	Disagree	'19	'18	'17	'16	'13	'12
			% Agree					
All markets	54%	46%	52%	53%	59%	54%	53%	49%
China	86%	14%	84%	76%	86%	82%	74%	68%
India	76%	24%	83%	85%	83%	85%	82%	78%
Saudi Arabia	76%	24%	72%	70%	56%	-	-	-
Peru	72%	28%	79%	81%	81%	78%	-	-
Malaysia	70%	30%	65%	64%	59%	-	-	-
United States	69%	31%	58%	58%	62%	61%	51%	52%
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%	55%	48%	44%	61%	42%	52%	38%
Netherlands	45%	55%	41%	45%	-	-	-	-
Israel	44%	56%	52%	48%	-	-	-	-
Italy	44%	56%	33%	47%	43%	38%	33%	29%
Sweden	44%	56%	35%	44%	52%	44%	39%	43%
Great Britain	43%	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%	69%	26%	24%	36%	28%	35%	23%

Q.

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.
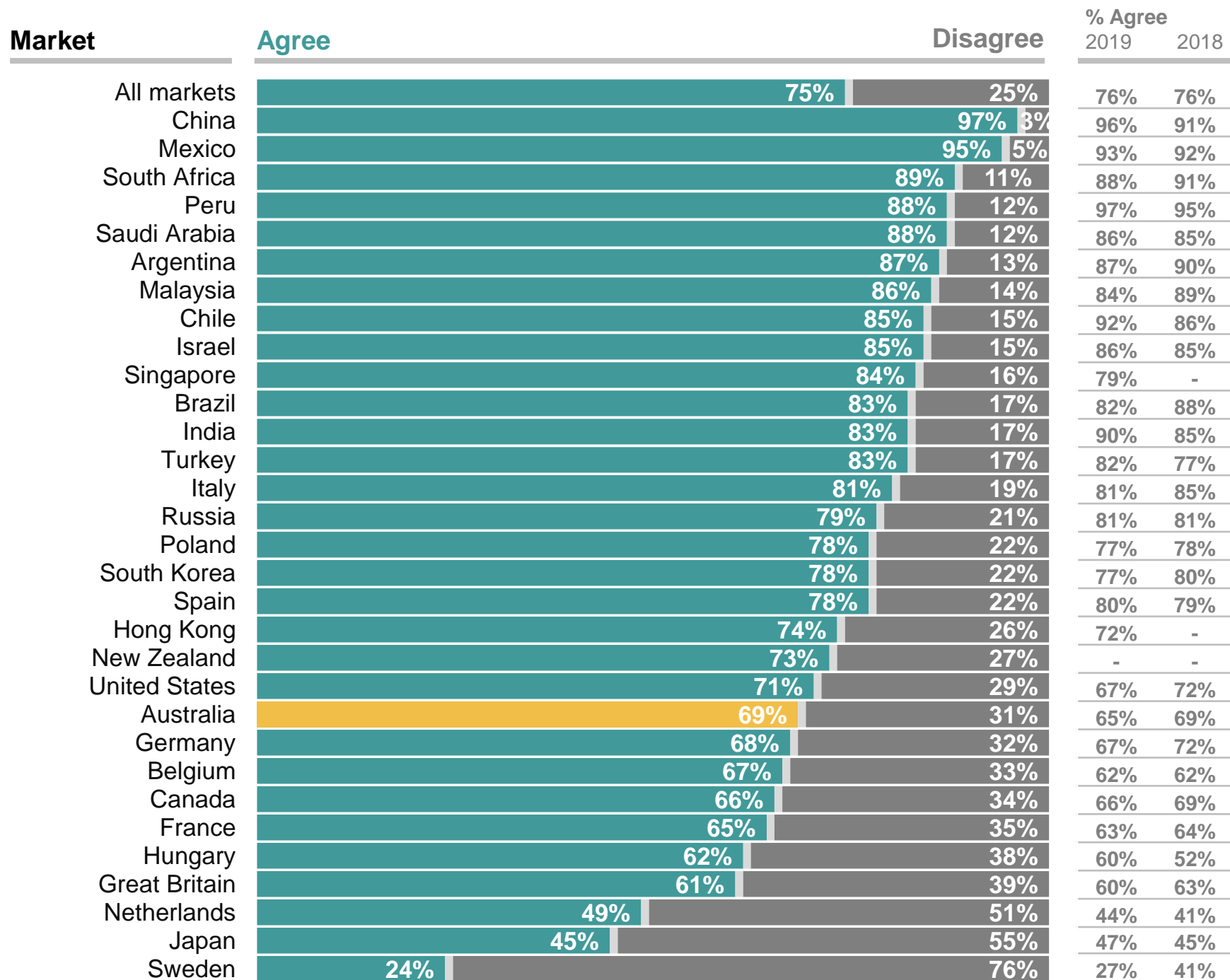
© Ipsos | Global Advisor Predictions | December 2020

Market	Agree	Disagree	% Agree '19	'18	'17	'16	'13	'12
All markets	77%	23%	75%	75%	76%	78%	76%	80%
China	94%	6%	91%	84%	88%	91%	81%	84%
Peru	92%	8%	92%	94%	93%	96%	-	-
Mexico	91%	9%	87%	90%	87%	85%	80%	94%
Saudi Arabia	89%	11%	84%	84%	74%	77%	68%	-
Chile	87%	13%	81%	77%	88%	81%	-	-
South Africa	87%	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%	75%	79%
Brazil	81%	19%	82%	85%	84%	83%	83%	80%
Canada	77%	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%

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 or others in 2021

Market	Agree	Disagree	% Agree 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%	12%	97%	95%
Saudi Arabia	88%	12%	86%	85%
Argentina	87%	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%	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%

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.

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com

Ipsos MORI