

IPSOS NEW ZEALAND GLOBAL ADVISOR 2021 PREDICTIONS



About

After a 2020 that is rated as the worst year for some time, people around the world are looking forward to 2021 for their country, families and themselves, according to a new Ipsos Global Advisor poll in 31 countries. However, worries about the long-term impact of COVID-19 are prevalent, as well as concerns about global warming and the economy.

This report covers people's perceptions of what 2021 may bring, with the following topics covered:

- General Outlook
- COVID-19
- Economics
- Society & Culture
- Technology
- Global Threats

Who was surveyed?

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 US, 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.

Global Fieldwork Dates: October 23–November 6, 2020

New Zealand Fieldwork Dates: October 16–19, 2020



KEY FINDINGS – New Zealand vs Global average

COVID-19



30% of NZers (cf. 61% global average) believe most people will wear masks in public places

48% of NZers (cf. 60% global average) believe a successful COVID-19 vaccine will be widely available

TECHNOLOGY



14% of NZers (cf. 21% global average) believe human cloning is likely to be legalised in some countries

29% of NZers (cf. 34% global average) feel their online accounts are likely to be hacked into

ECONOMICS



50% of NZers (cf. 66% global average) believe income inequality will increase

32% of NZers (cf. 40% global average) believe women will be paid the same as men for the same work

GLOBAL THREATS



71% of NZers (cf. 75% global average) believe average global temperatures will increase

10% NZers (cf. 16% global average) believe humans will become extinct

SOCIETY & CULTURE



44% of NZers (cf. 29% global average) believe people will be more tolerant of each other

23% of NZers (cf. 34% global average) believe people living in big cities will shrink

2021 OUTLOOK



86% of NZers (cf. 90% global average) agree 2020 was a bad year

82% of NZers (cf. 77% global average) are optimistic 2021 will be a better year than 2020



2021 PREDICTIONS: OUTLOOK FOR 2021

The majority agree that 2020 was a bad year for their country & themselves; however, most are optimistic that 2021 will be better

At a personal level, 61% of New Zealanders agree 2020 was a bad year for them & their families compared to the global average of 70%.



Agree

Disagree

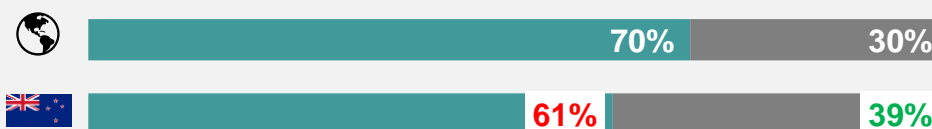
Demographic Differences

2020 was a bad year for <Country>



Retired New Zealanders are more likely to agree that 2020 was a bad year for NZ (93% vs 86% total).

2020 was a bad year for me and my family



Those unemployed but seeking work are more likely to agree that 2020 was a bad year for them and their family (82% vs 61% total).

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



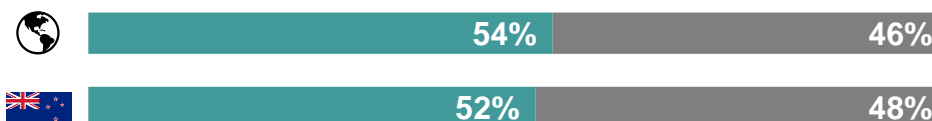
No demographic differences.

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



78% of women will make personal resolutions vs 68% of men. Those aged under 35 are more likely to make personal resolutions (81% vs 73% total).

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



New Zealanders aged under 35 are more likely to agree that the global economy will be stronger in 2021 (60% vs. 52% total). Optimism decreases with age.

Q: Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements in 2021.

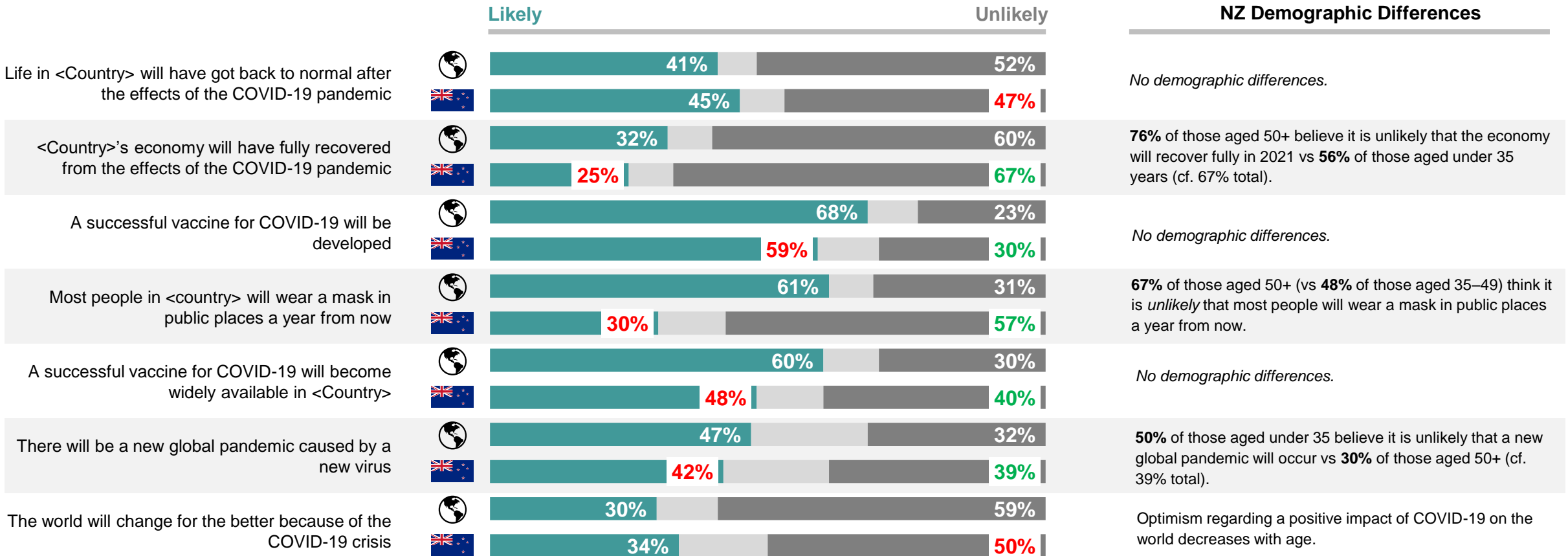




2021 PREDICTIONS: COVID-19

Just 25% of NZers believe our economy will fully recover from the effects of the pandemic in 2021, compared to 32% globally

New Zealanders are less likely to believe a vaccine for COVID-19 will become widely available in 2021 (48% vs 60% global)



Red / green indicates significantly lower / higher than global total

Q: For each of the following, please tell me how likely or unlikely you think they are to happen in 2021.

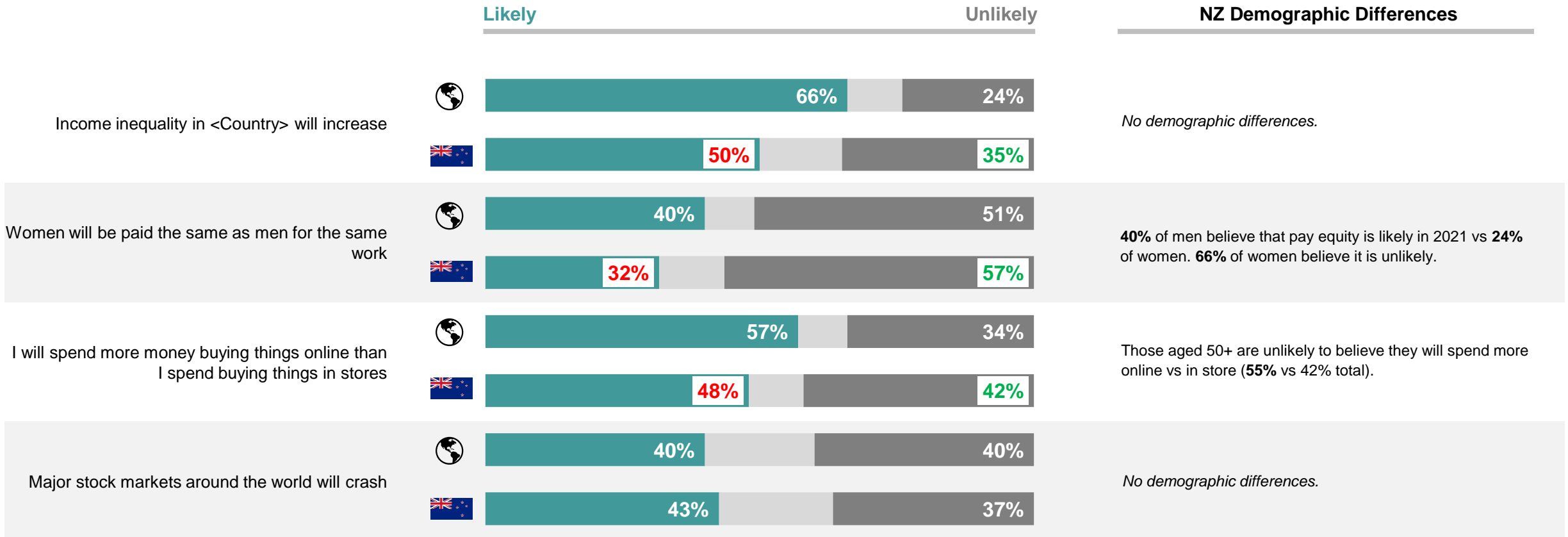


2021 PREDICTIONS: ECONOMICS



1 in 2 New Zealanders believe income inequality will increase in 2021, whereas globally 2 in 3 believe this

However, only 32% of NZers believe the gender pay gap will decrease, compared to 40% globally.



Red / green indicates significantly lower / higher than global total

Q: For each of the following, please tell me how likely or unlikely you think they are to happen in 2021.

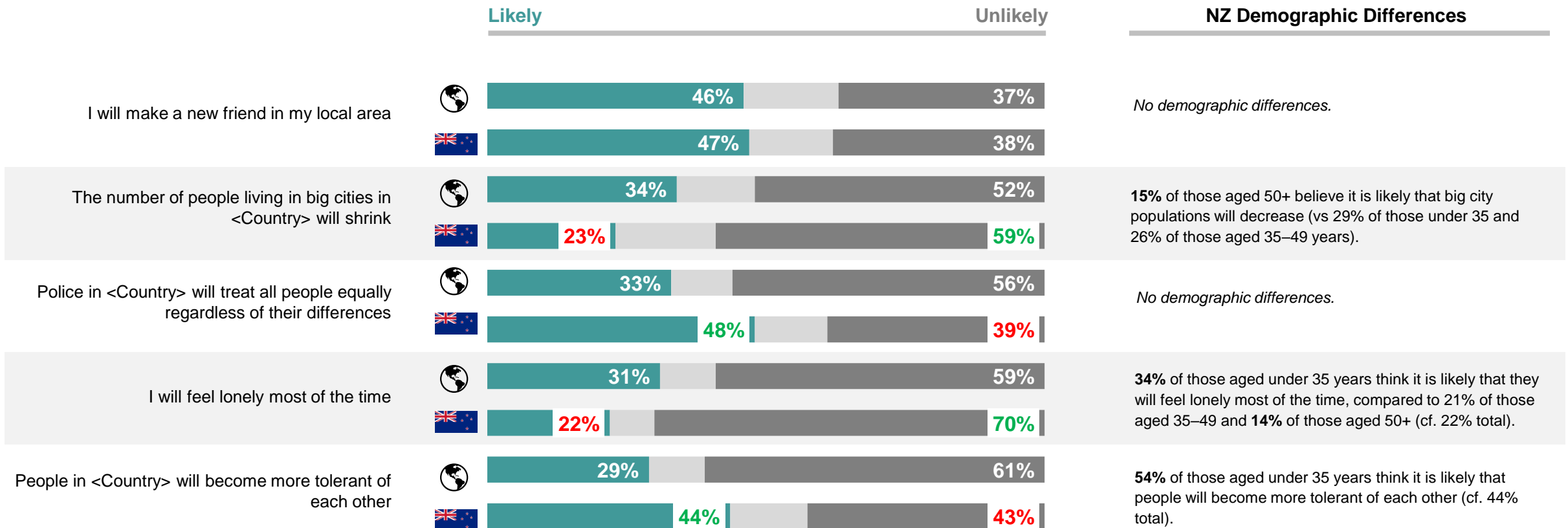




2021 PREDICTIONS: SOCIETY & CULTURE

New Zealanders are more likely to believe 2021 will bring more tolerance as well as fair treatment of all people by the police

Compared to the global average (34%), fewer New Zealanders (23%) are likely to believe the number of people living in big cities will shrink.



Q: For each of the following, please tell me how likely or unlikely you think they are to happen in 2021.

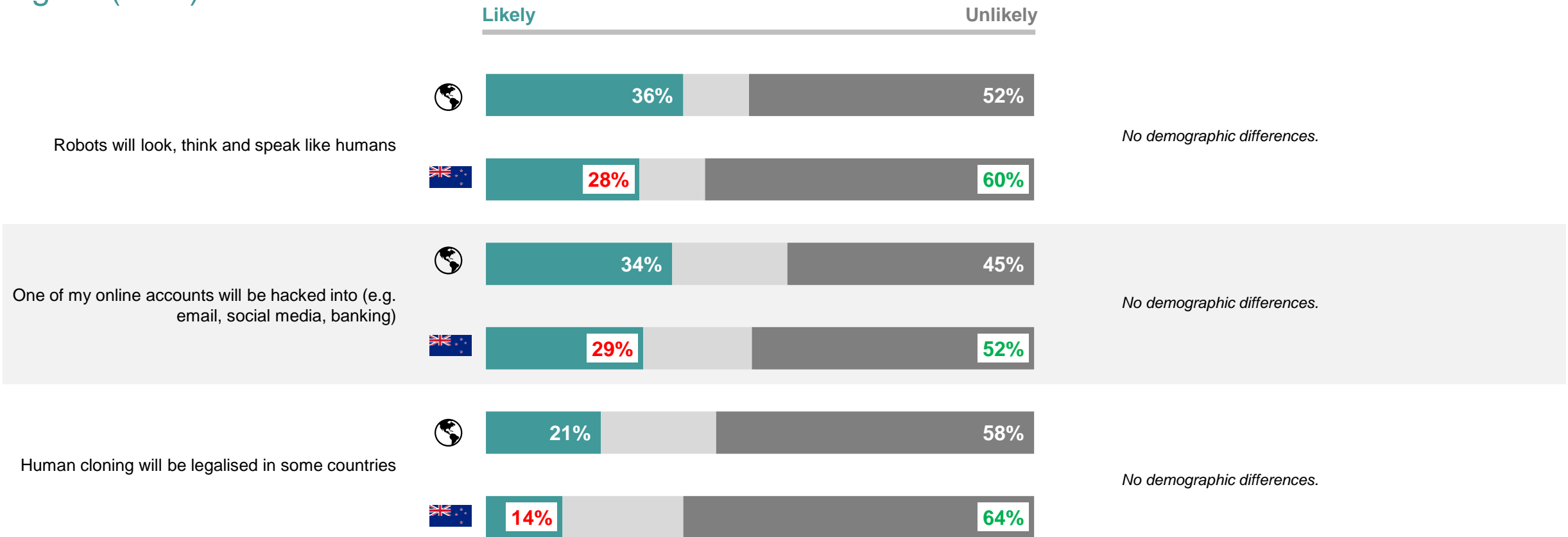




2021 PREDICTIONS: TECHNOLOGY

34% globally are concerned about their online accounts being hacked in 2021, compared to 29% in New Zealand

Globally, 21% believe human cloning will be legalised in some countries; fewer New Zealanders agree (14%).



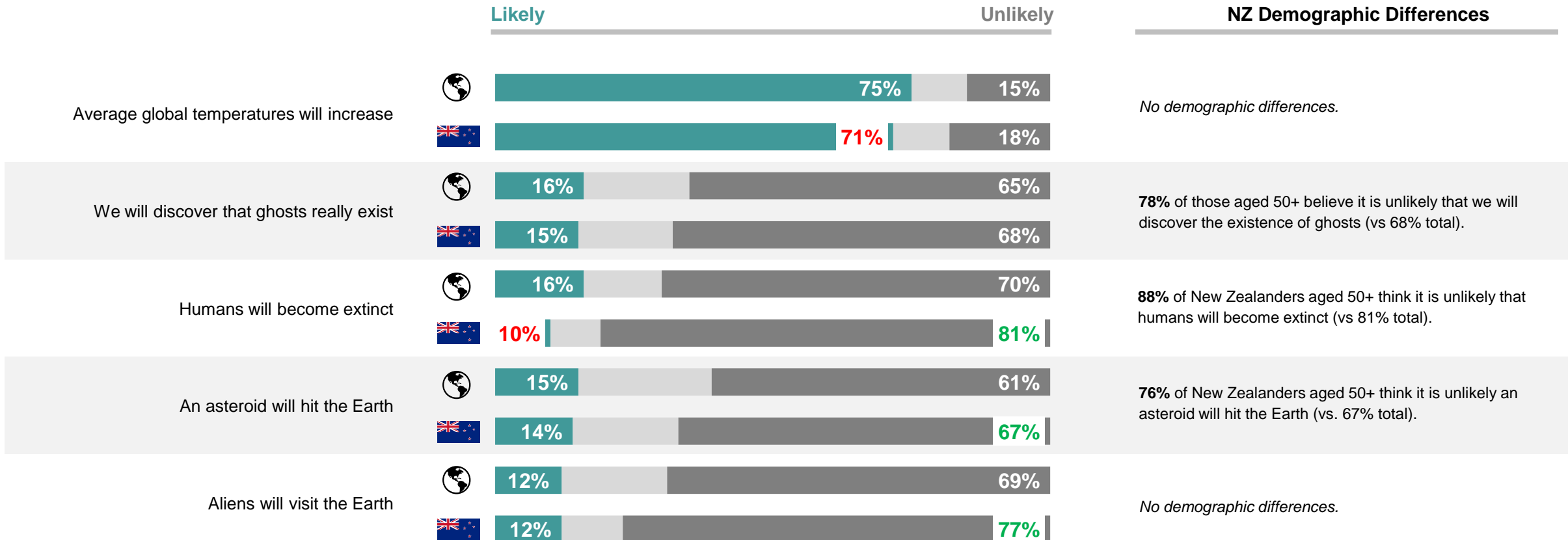
Q: For each of the following, please tell me how likely or unlikely you think they are to happen in 2021.



2021 PREDICTIONS: GLOBAL THREATS

71% of New Zealanders believe that average global temperatures are likely to increase in 2021, compared to 75% globally

Compared to the global average of 70%, 81% of New Zealanders feel it is unlikely that humans will become extinct in 2021.



Red / green indicates significantly lower / higher than global total

Q: For each of the following, please tell me how likely or unlikely you think they are to happen in 2021?



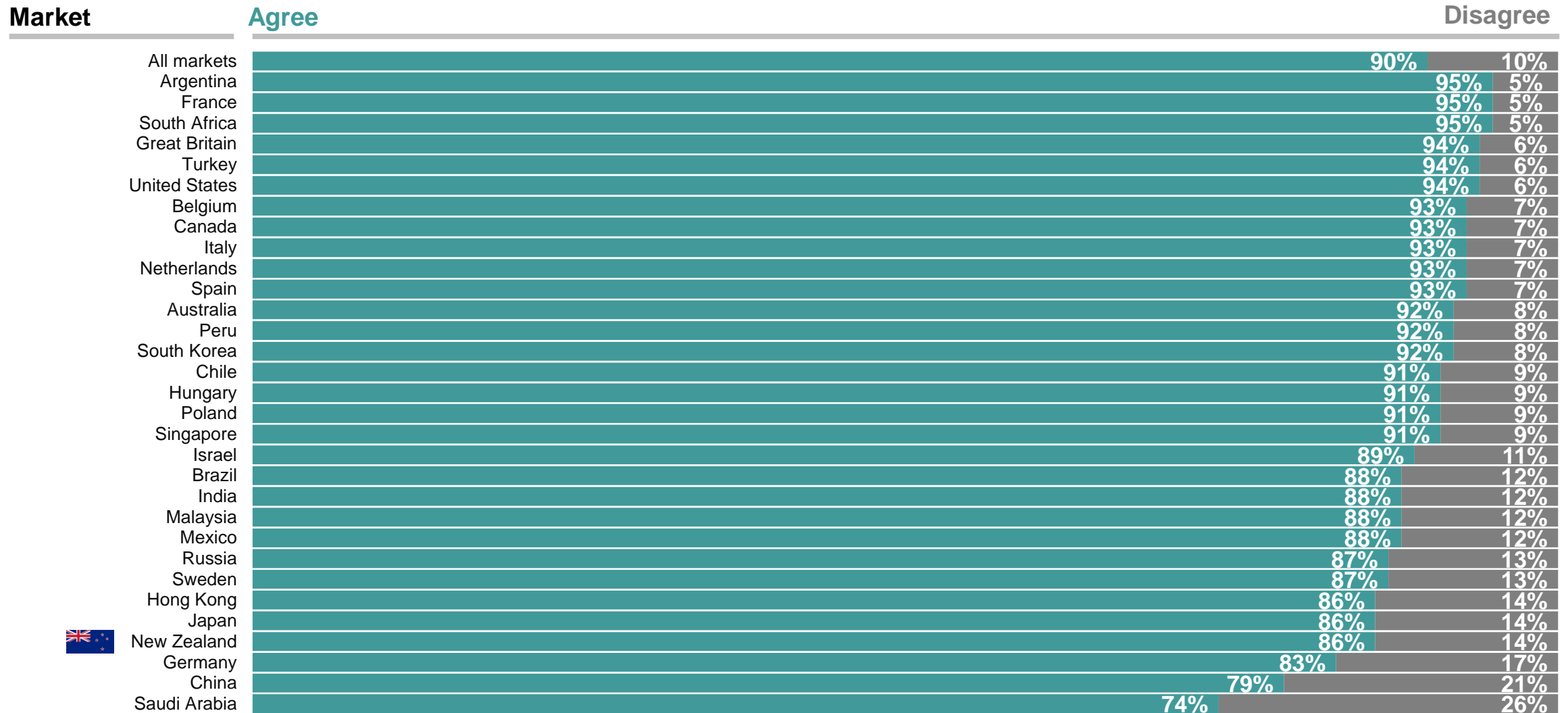
Global average across 31 countries (n=15,172)



New Zealand scores (n=500)

APPENDIX

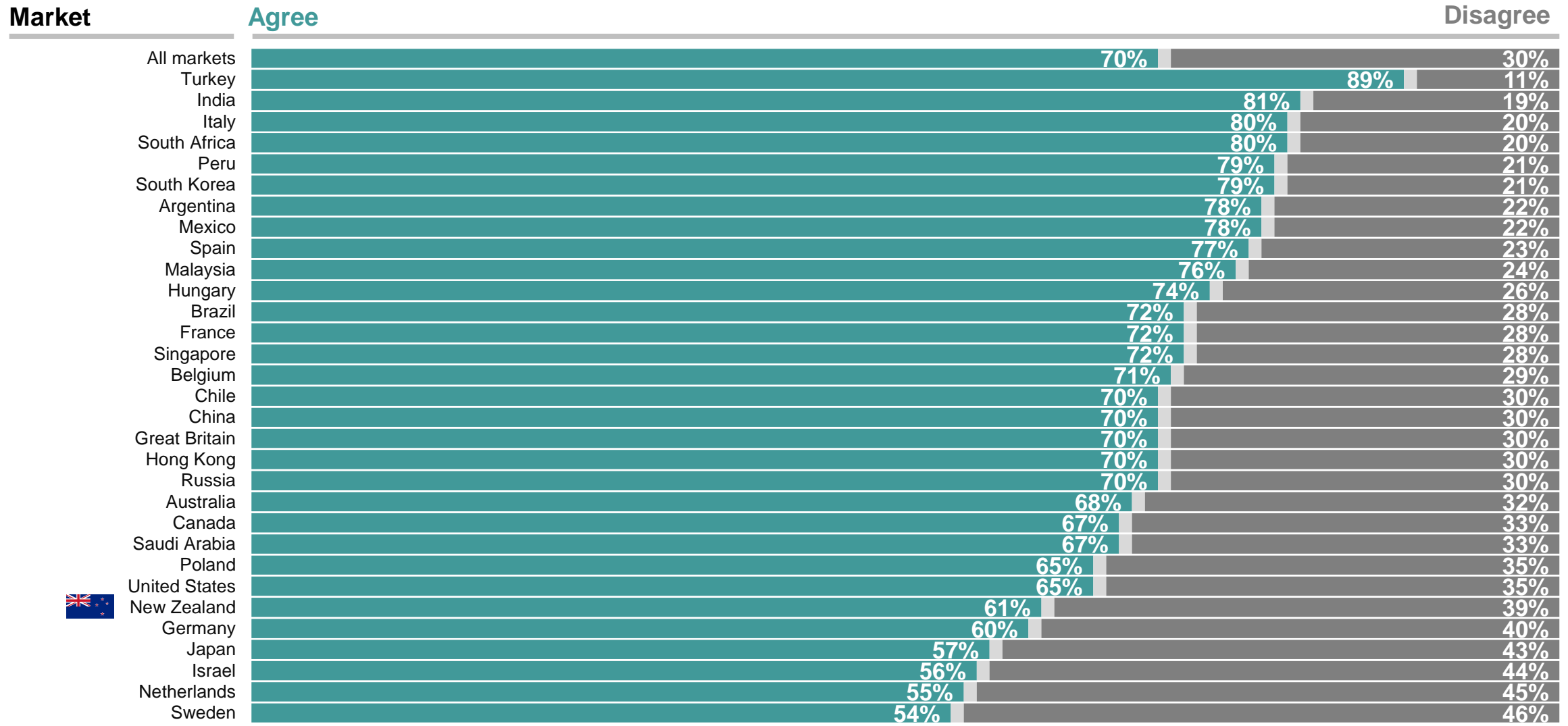
2020 was a bad year for [Country]



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

Base: ~23,007 online interviews across 31 markets, 23 October–6 November 2020; NZ sample n=1,000

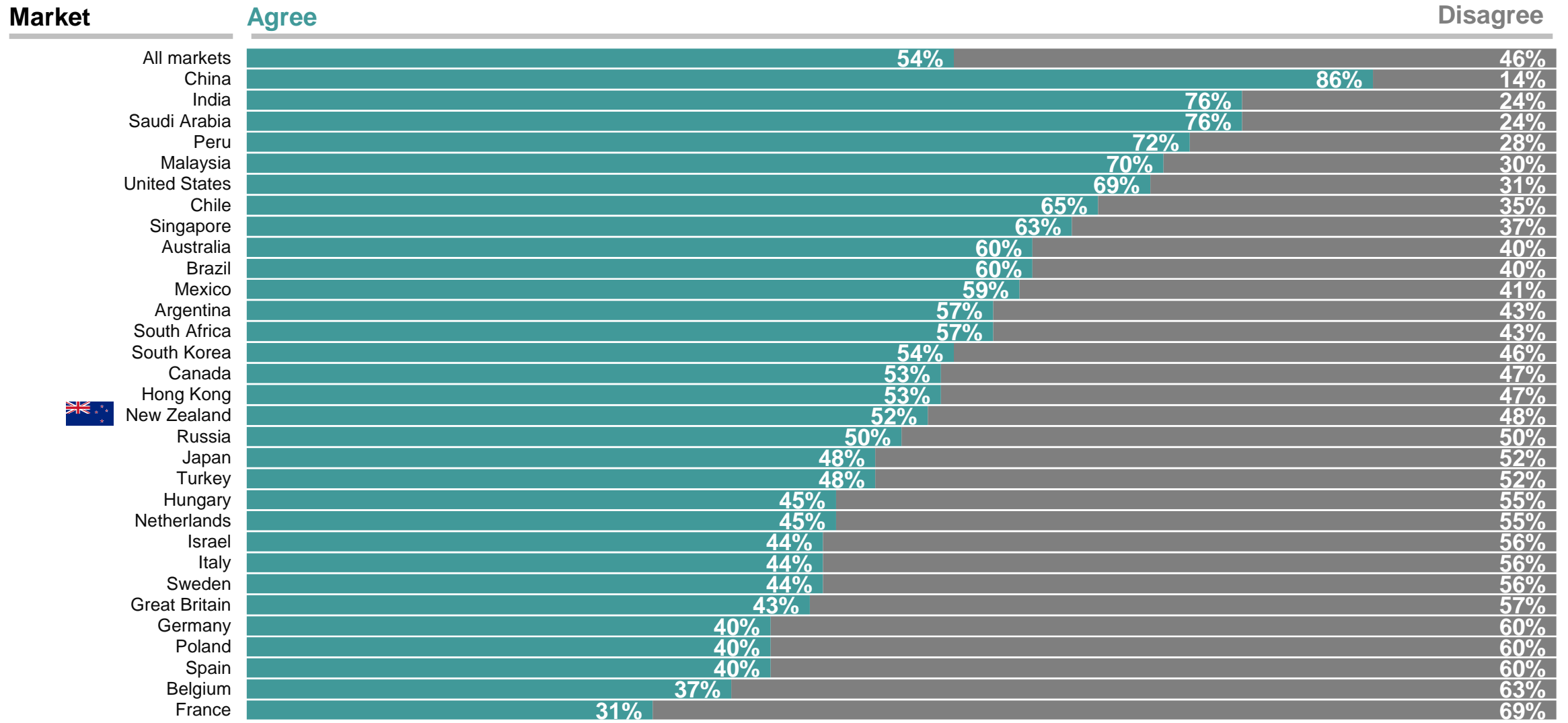
2020 was a bad year for me & my family



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

Base: ~23,007 online interviews across 31 markets, 23 October–6 November 2020; NZ sample n=1,000

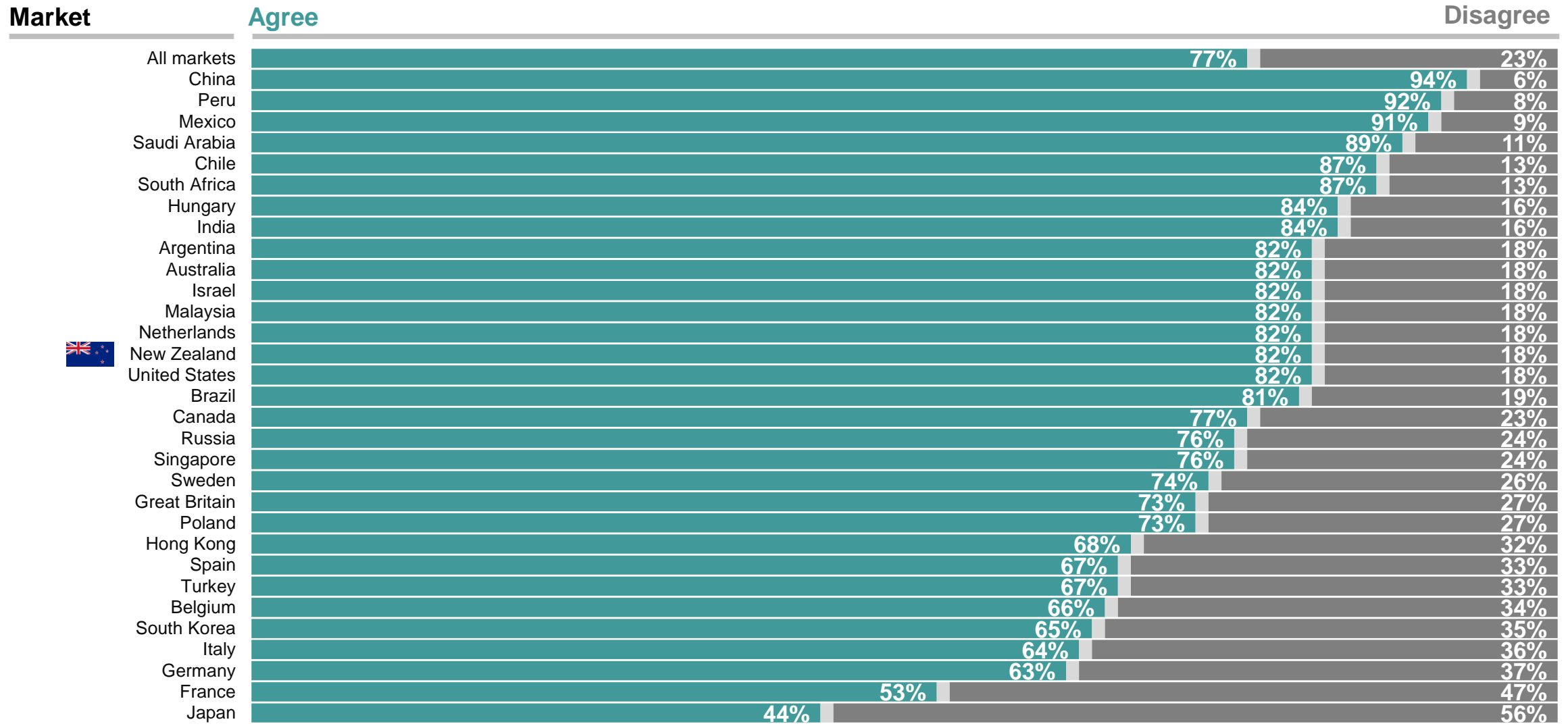
The global economy will be stronger in 2021 than it was in 2020



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

Base: ~23,007 online interviews across 31 markets, 23 October–6 November 2020; NZ sample n=1,000

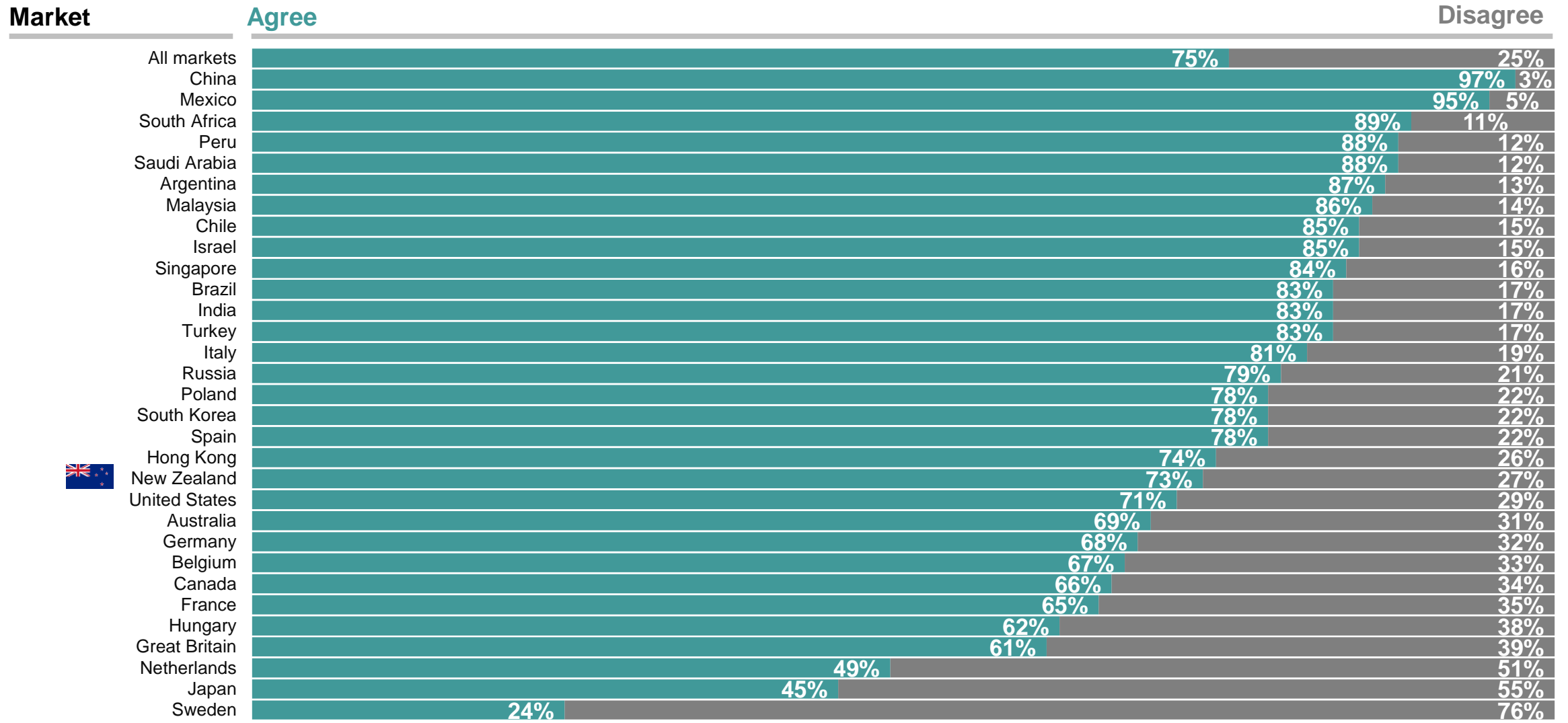
I am optimistic that 2021 will be a better year for me than 2020



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

Base: ~23,007 online interviews across 31 markets, 23 October–6 November 2020; NZ sample n=1,000

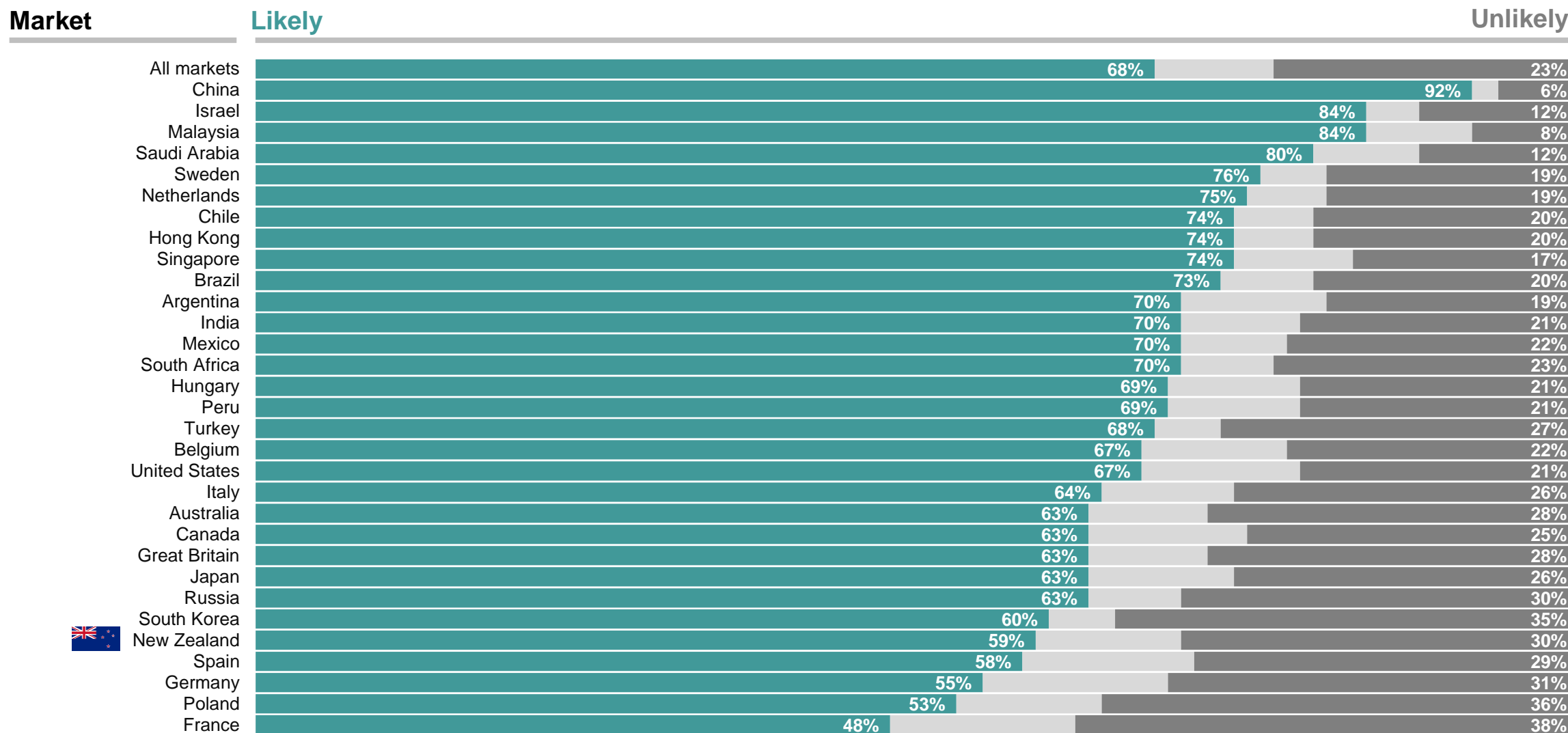
I will make some personal resolutions to do some specific things for myself or others in 2021



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

Base: ~23,007 online interviews across 31 markets, 23 October–6 November 2020; NZ sample n=1,000

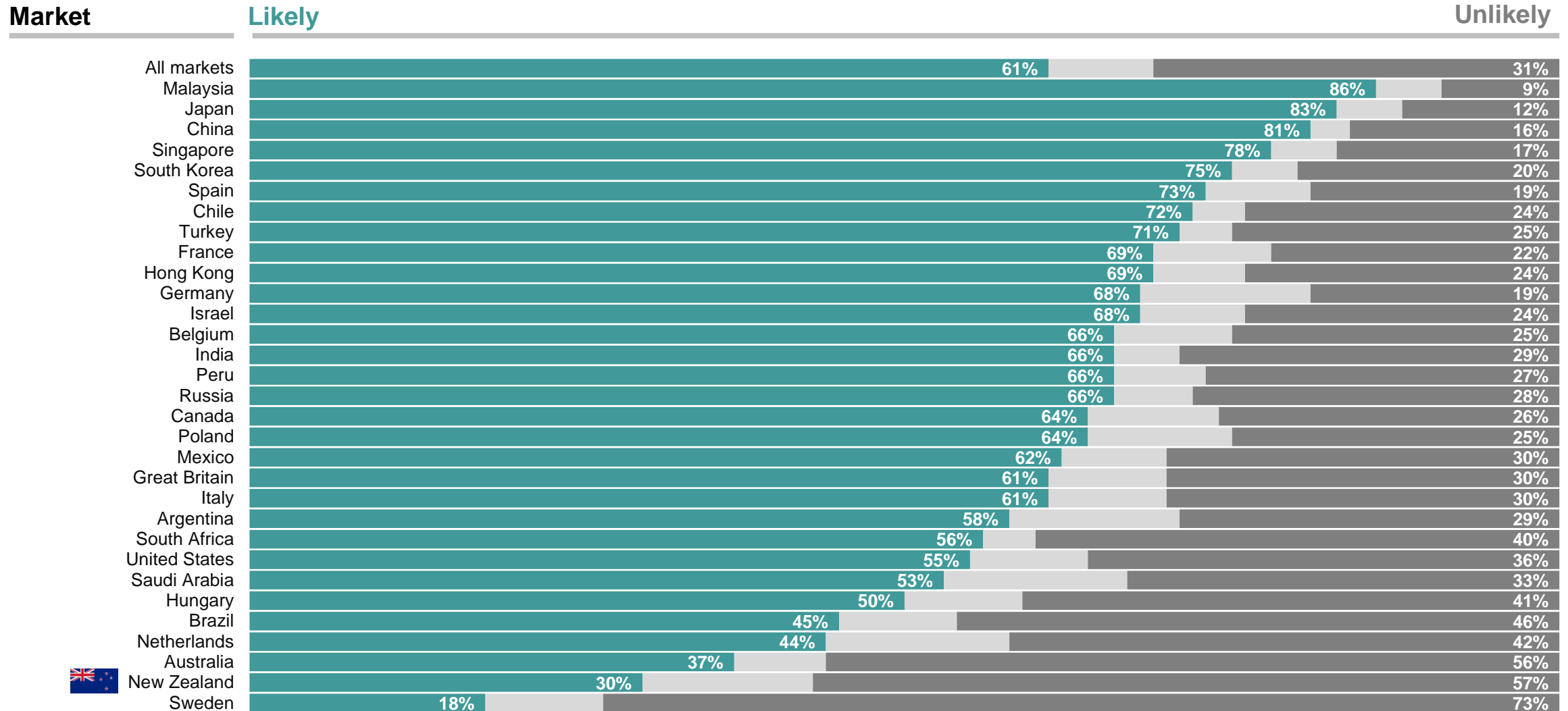
A successful vaccine for COVID-19 will be developed



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

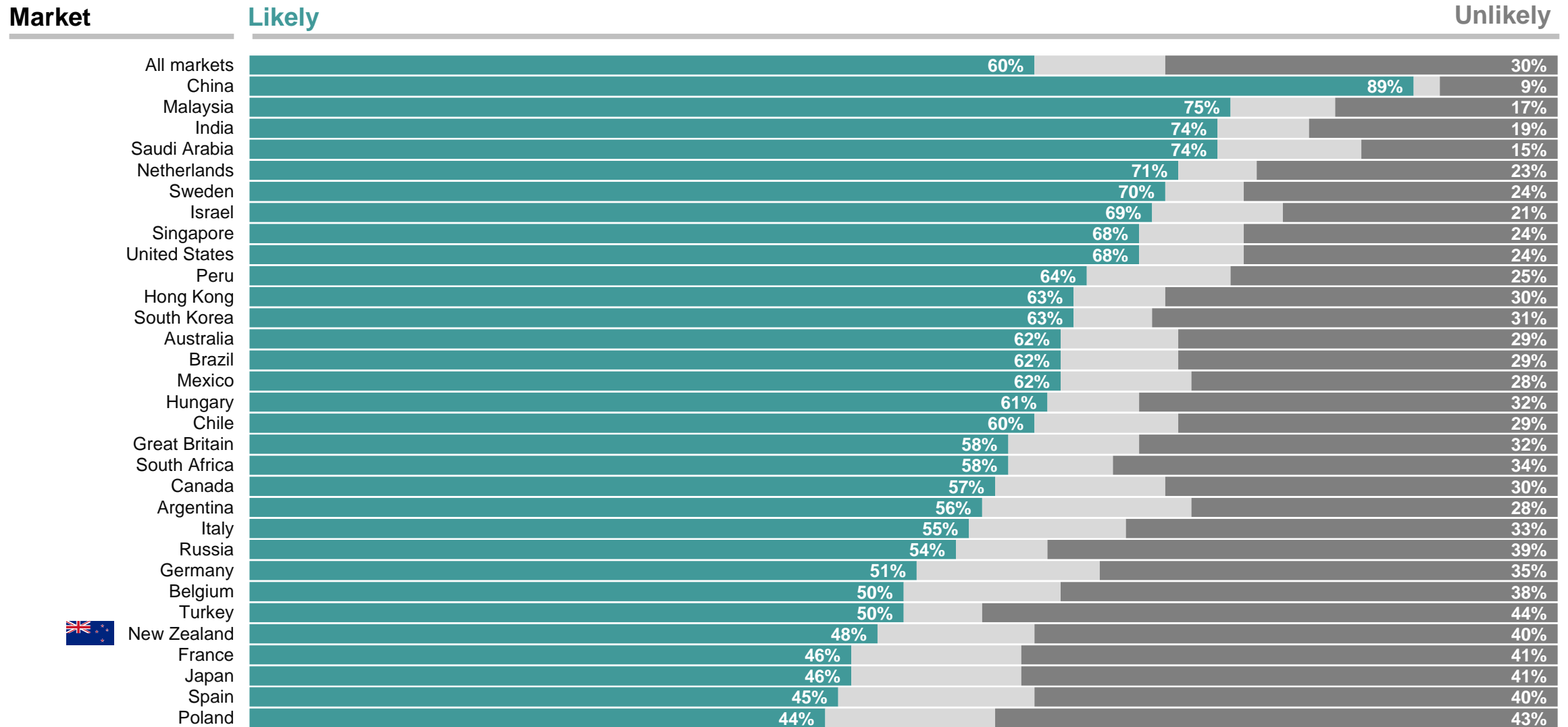
Most people in [Country] will wear a mask in public places a year from now



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

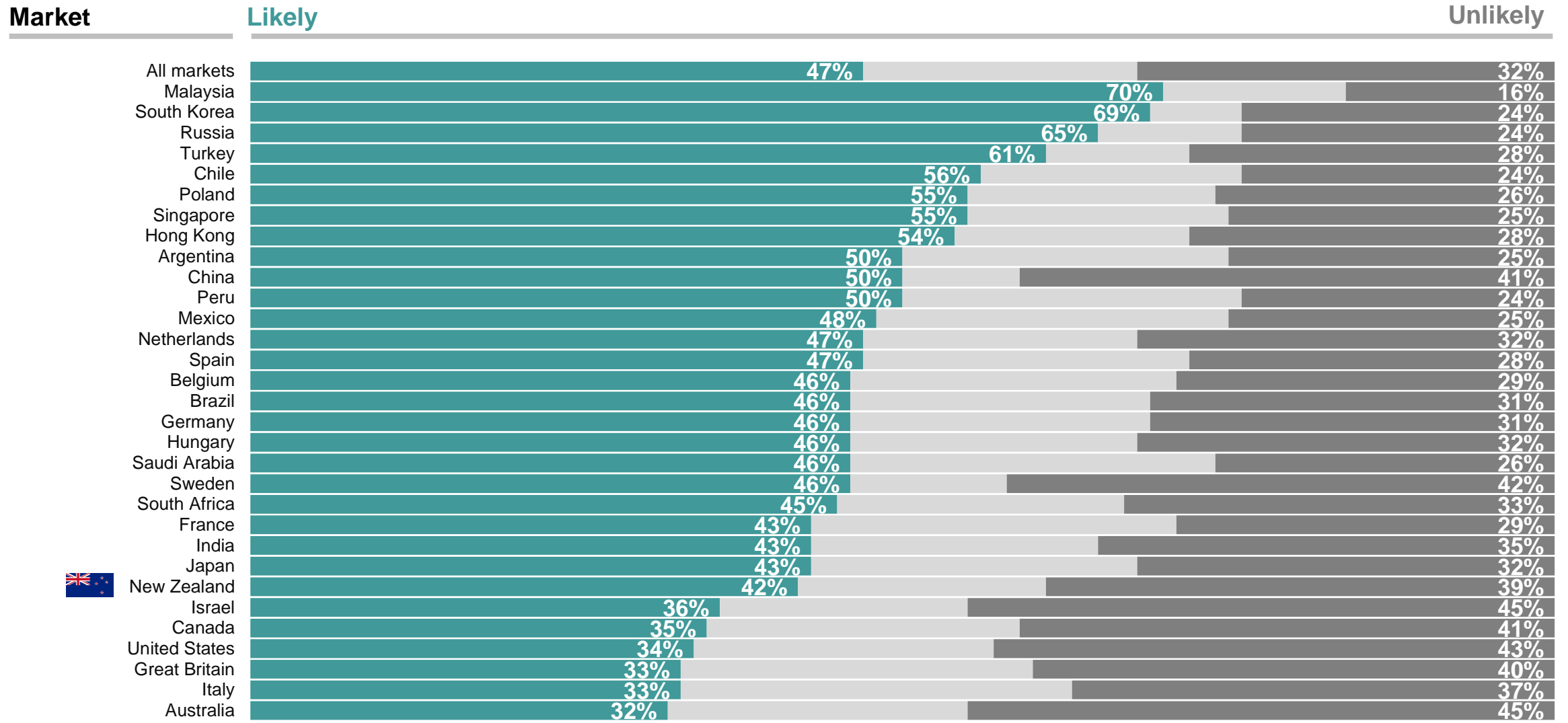
A successful vaccine for COVID-19 will become widely available in [Country]



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

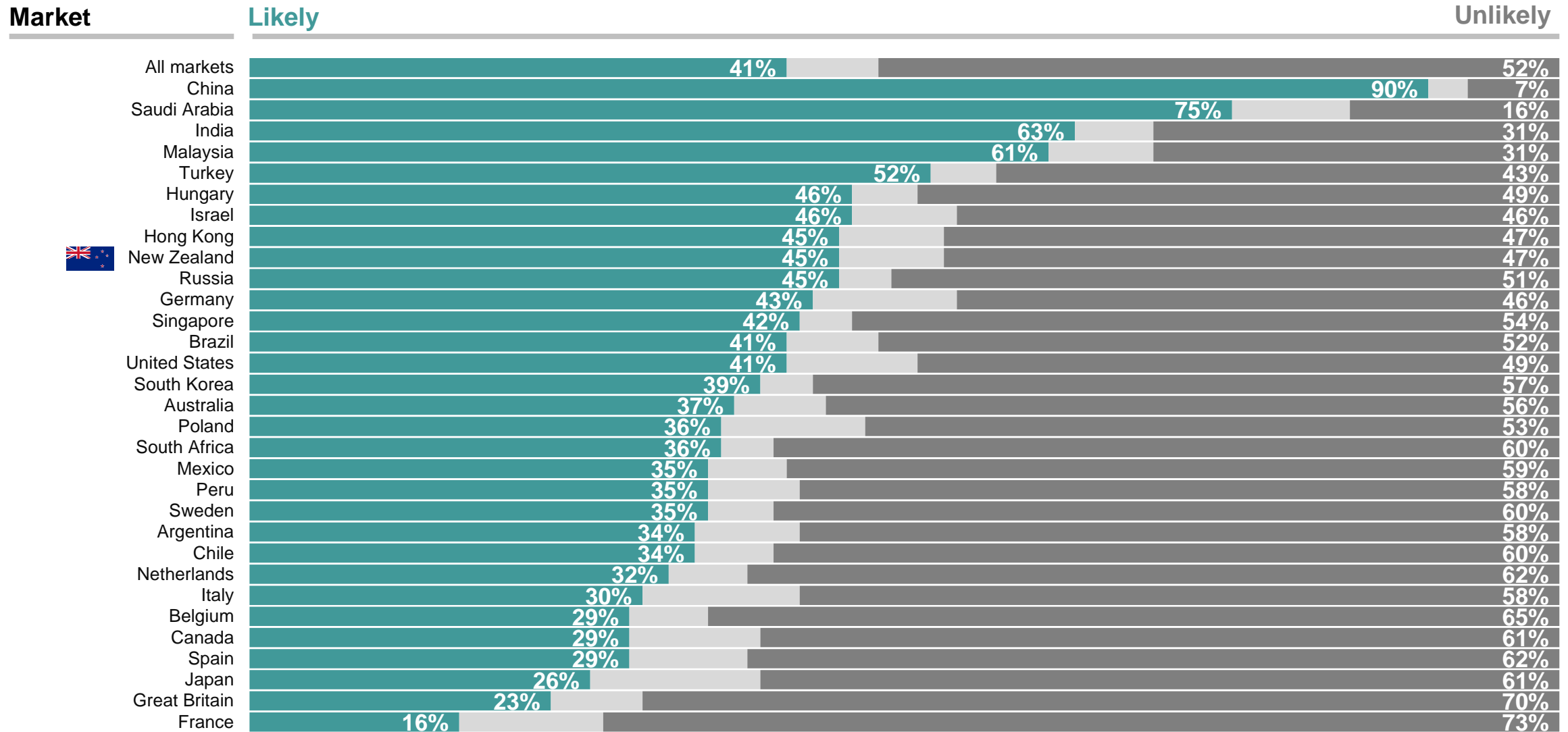
There will be a new global pandemic caused by a new virus



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

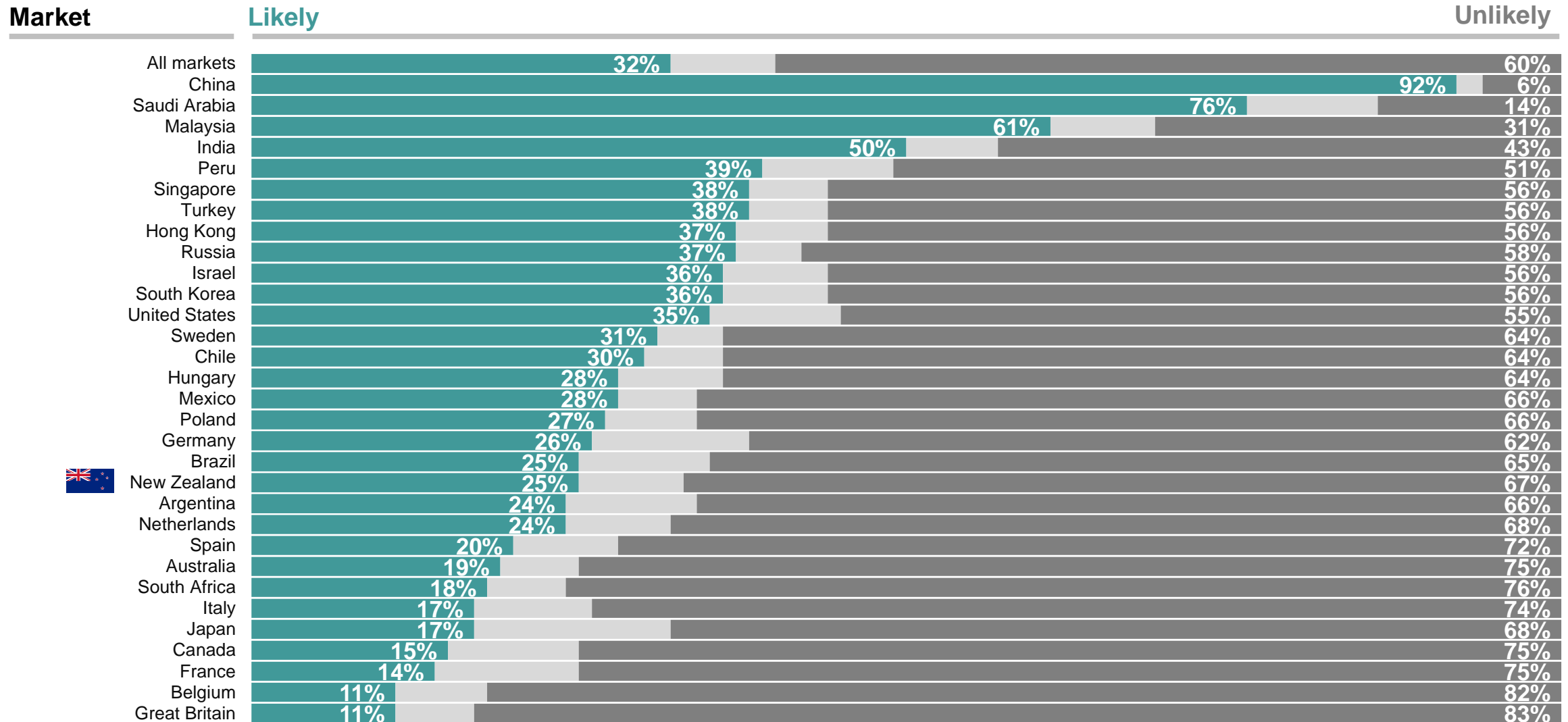
Life in [Country] will have got back to normal after the effects of the COVID-19 pandemic



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

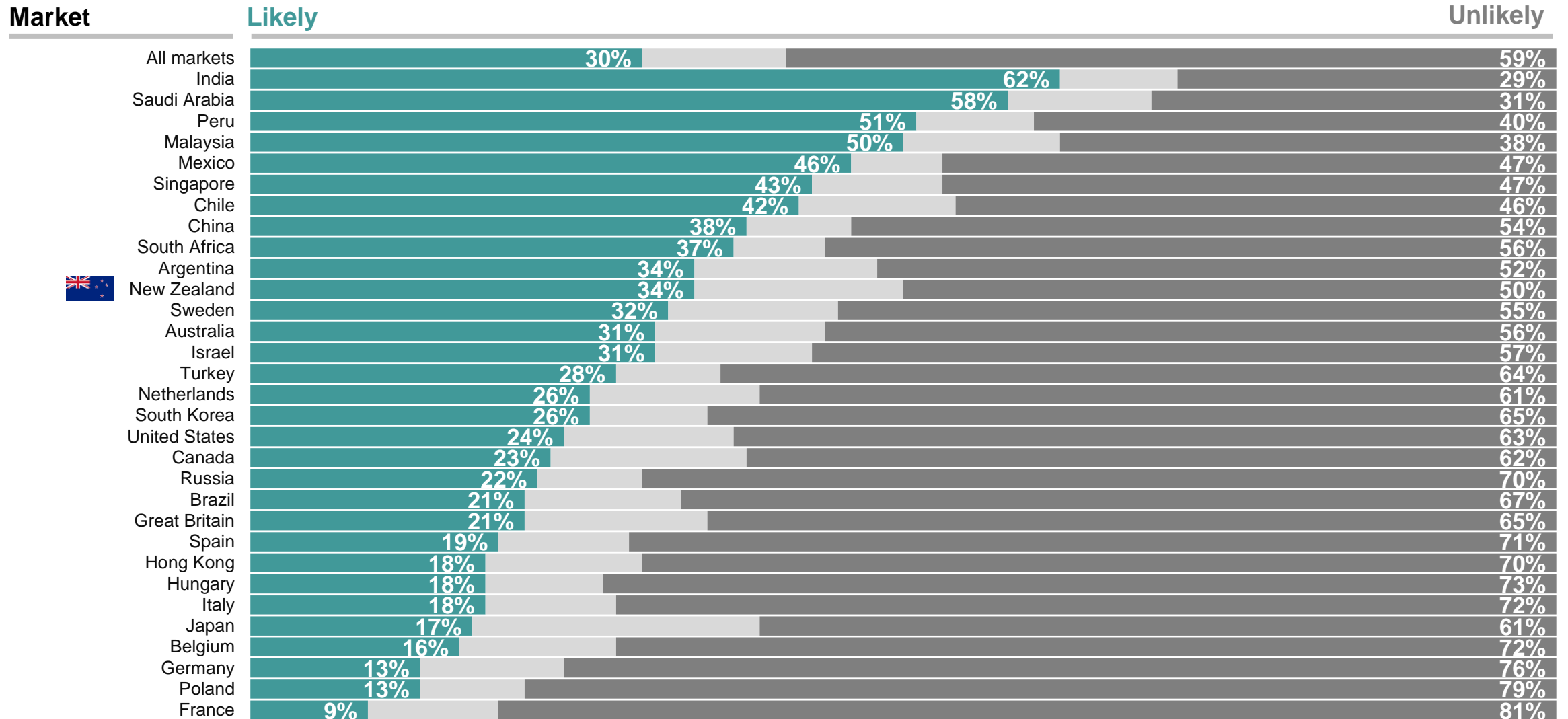
[Country]'s economy will have fully recovered from the effects of the COVID-19 pandemic



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

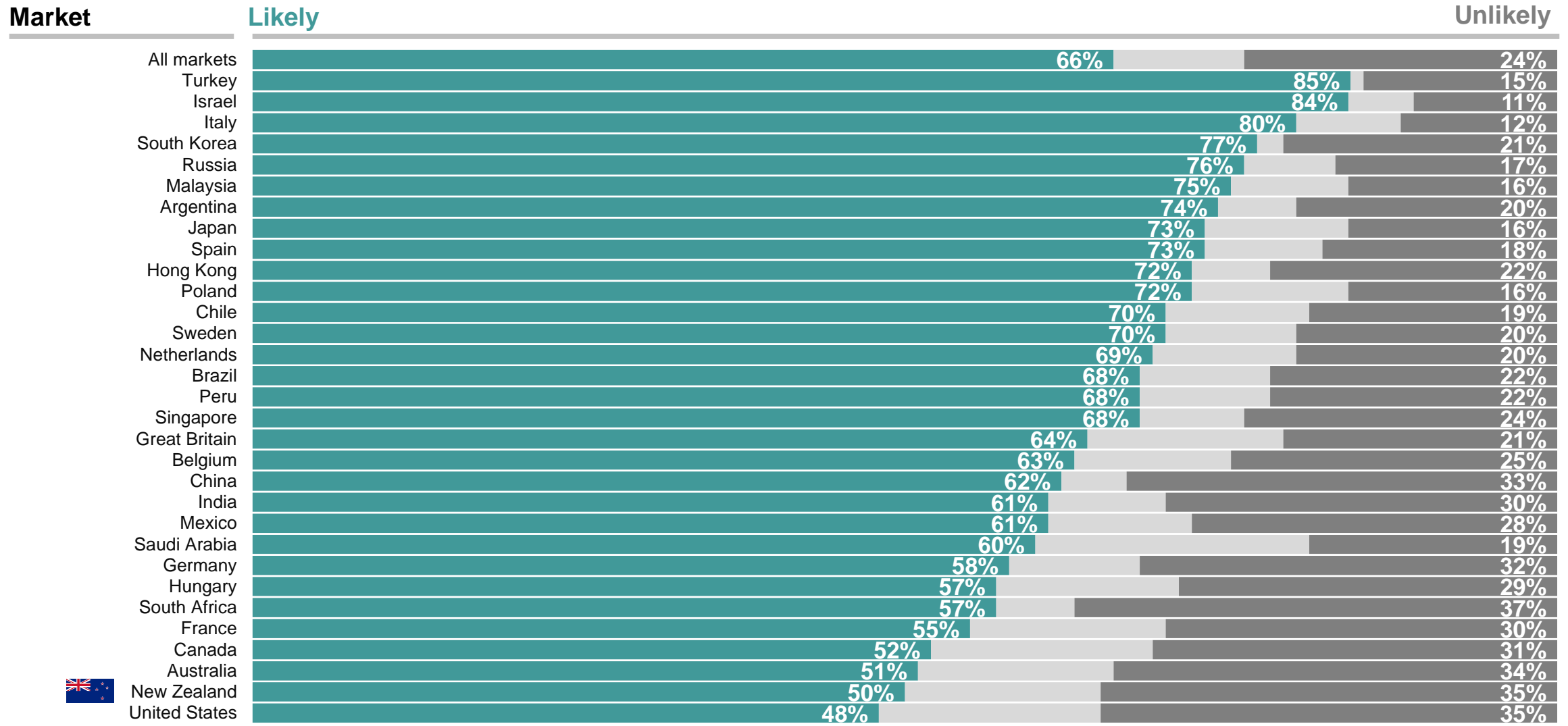
The world will change for the better because of the COVID-19 crisis



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

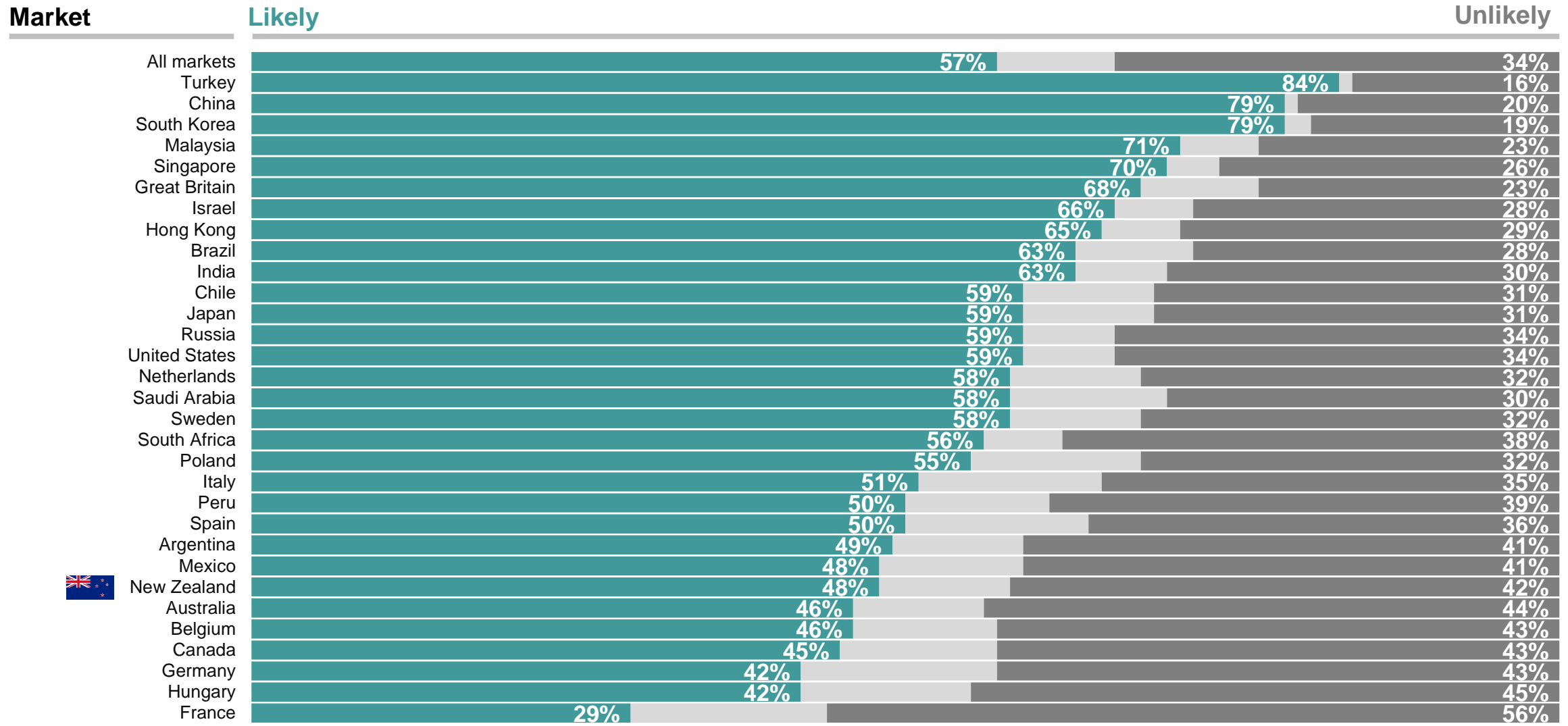
Income inequality in [Country] will increase



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

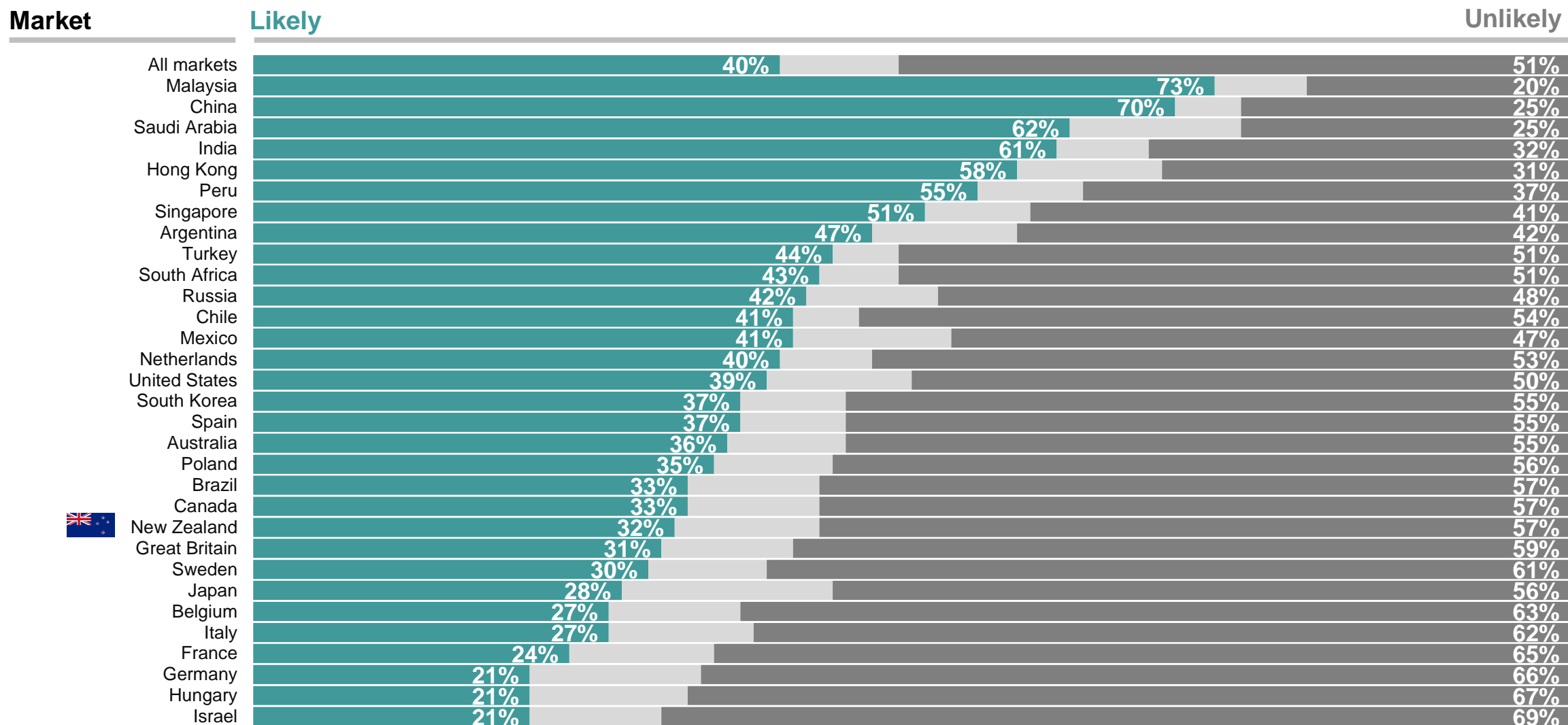
I will spend more money buying things online than in stores



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

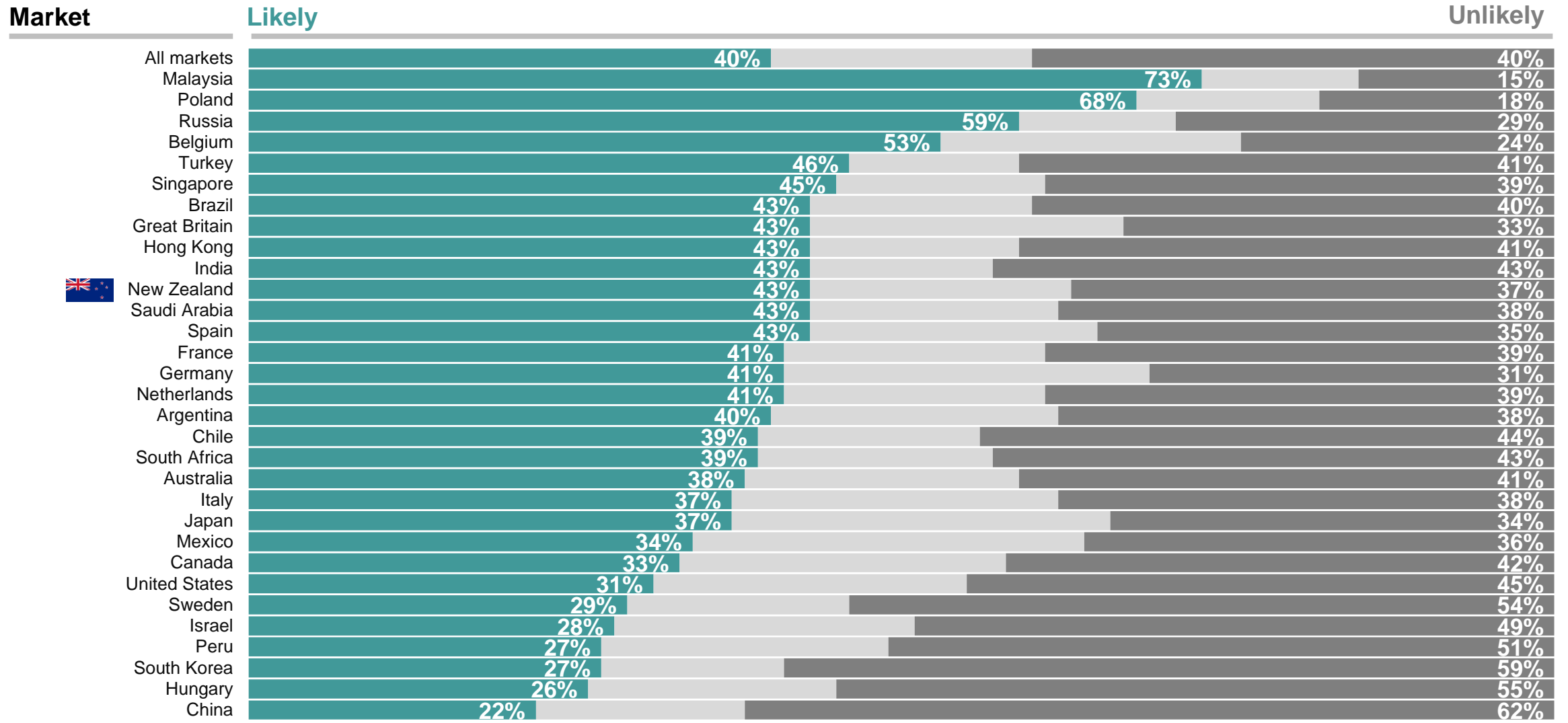
Women will be paid the same as men for the same work



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

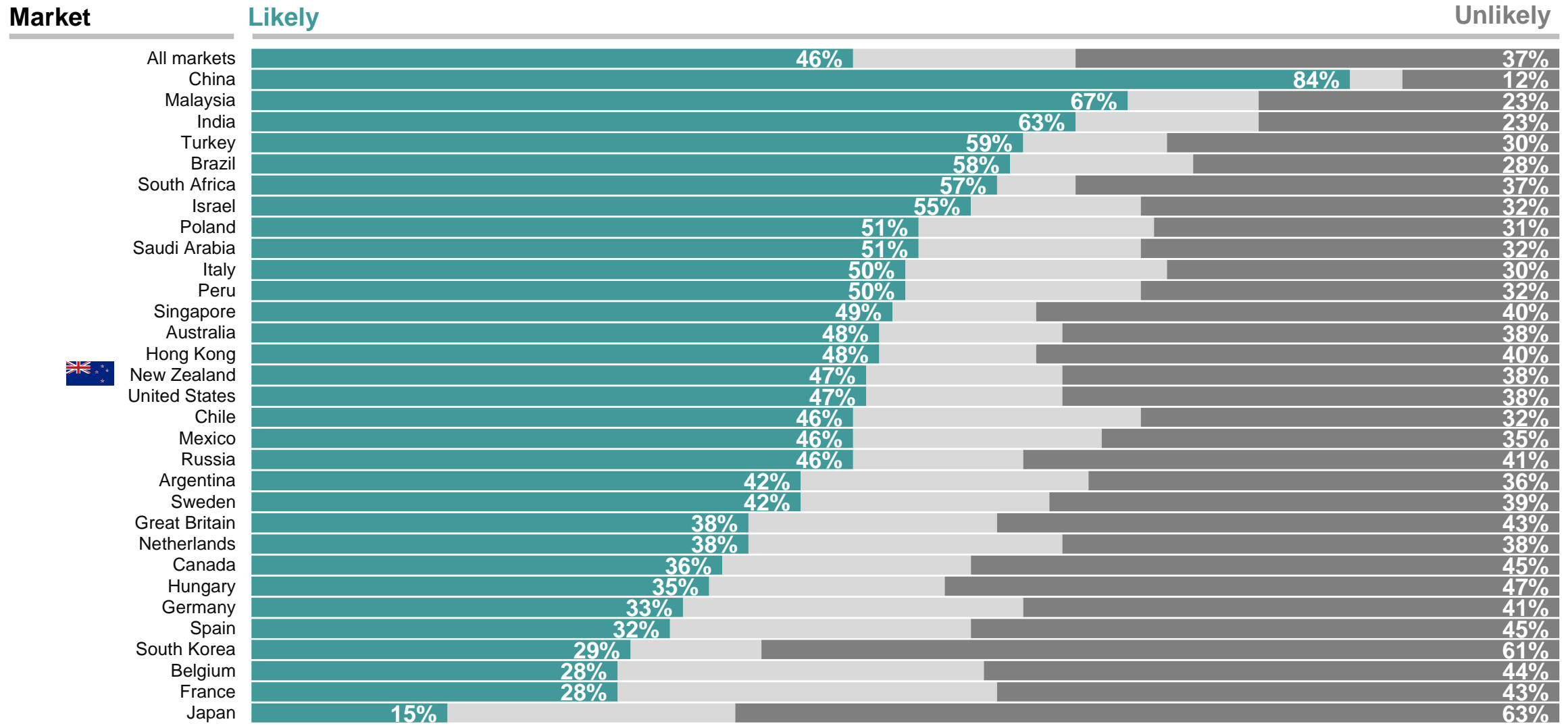
Major stock markets around the world will crash



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

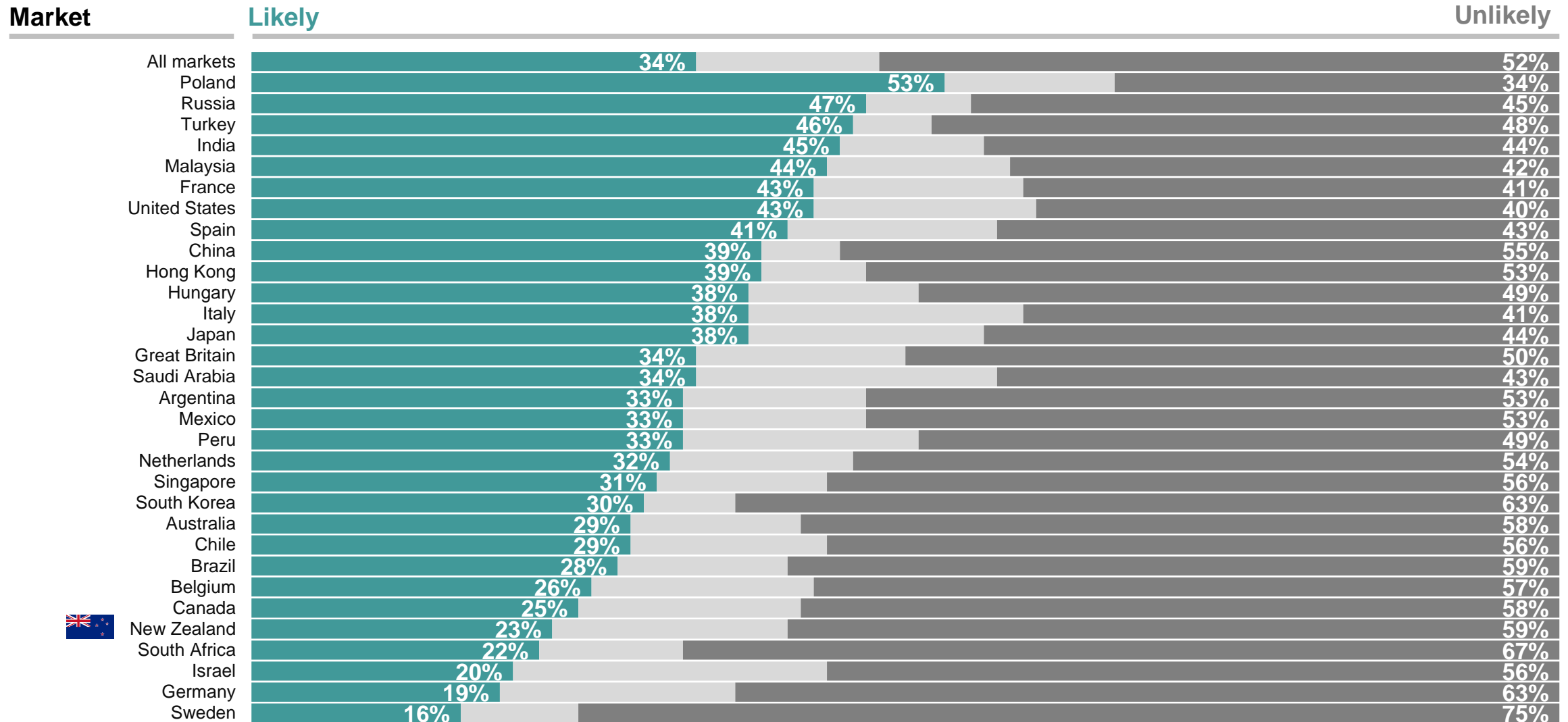
I will make a new friend in my local area



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

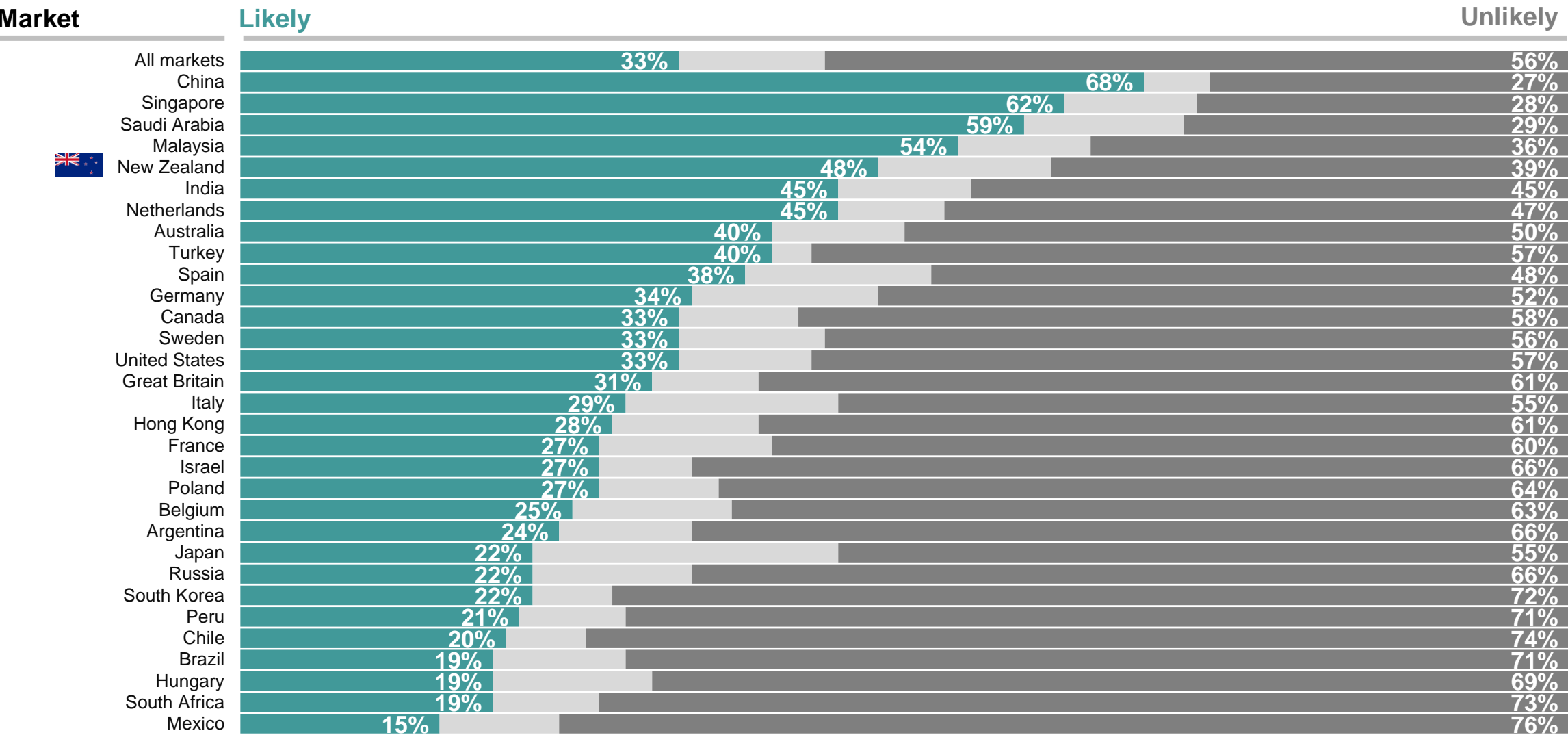
The number of people living in big cities in [Country] will shrink



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

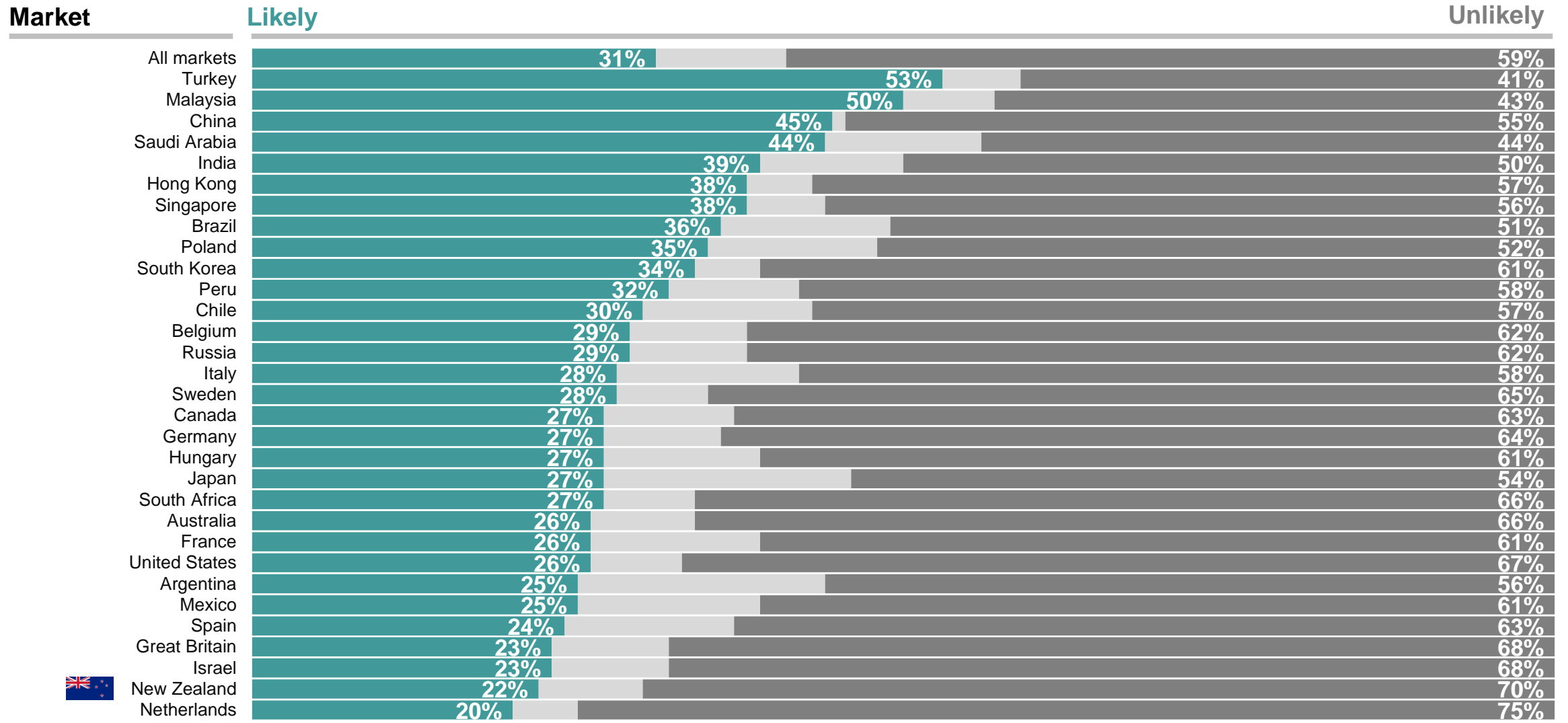
Police in [Country] will treat all people equally regardless of their differences



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

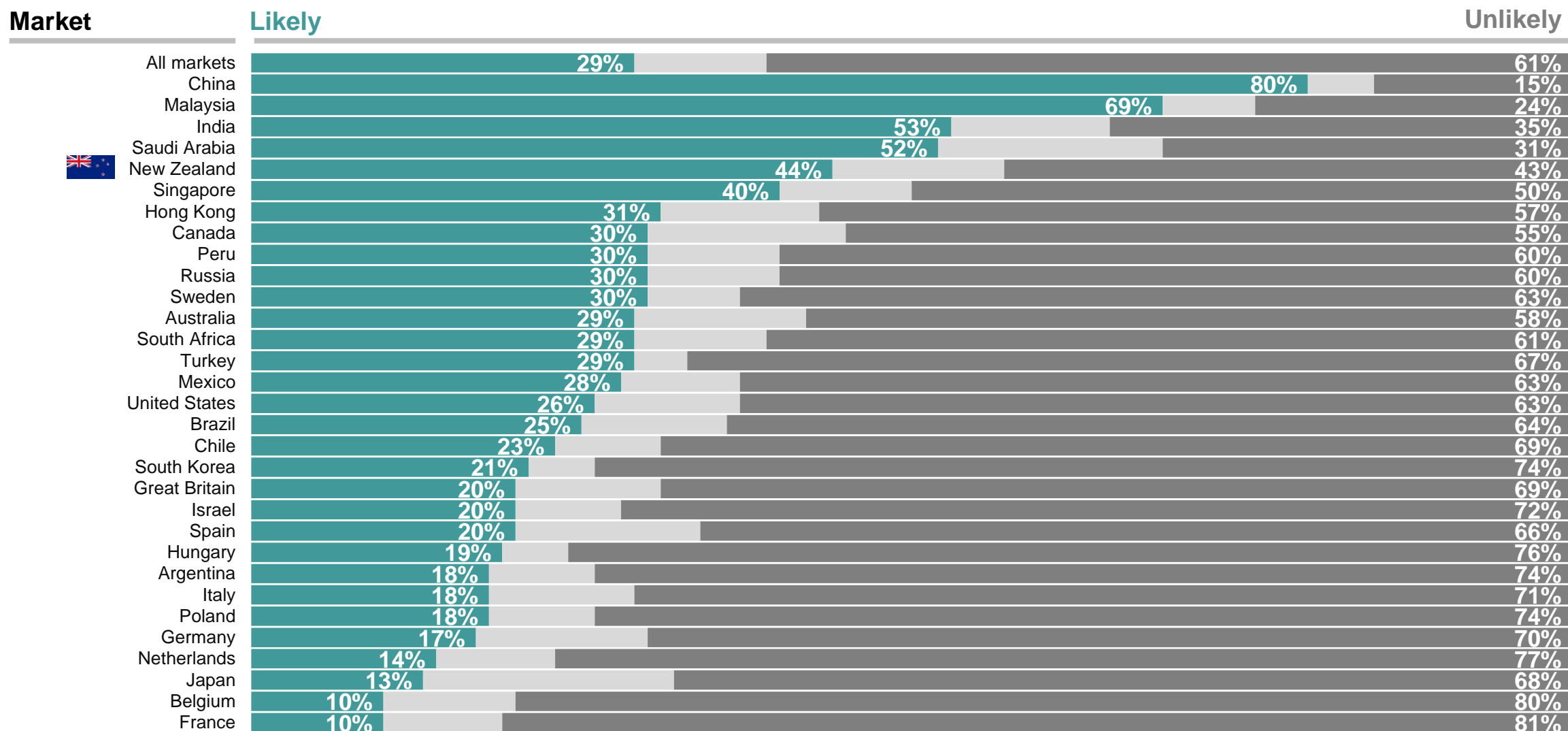
I will feel lonely most of the time



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

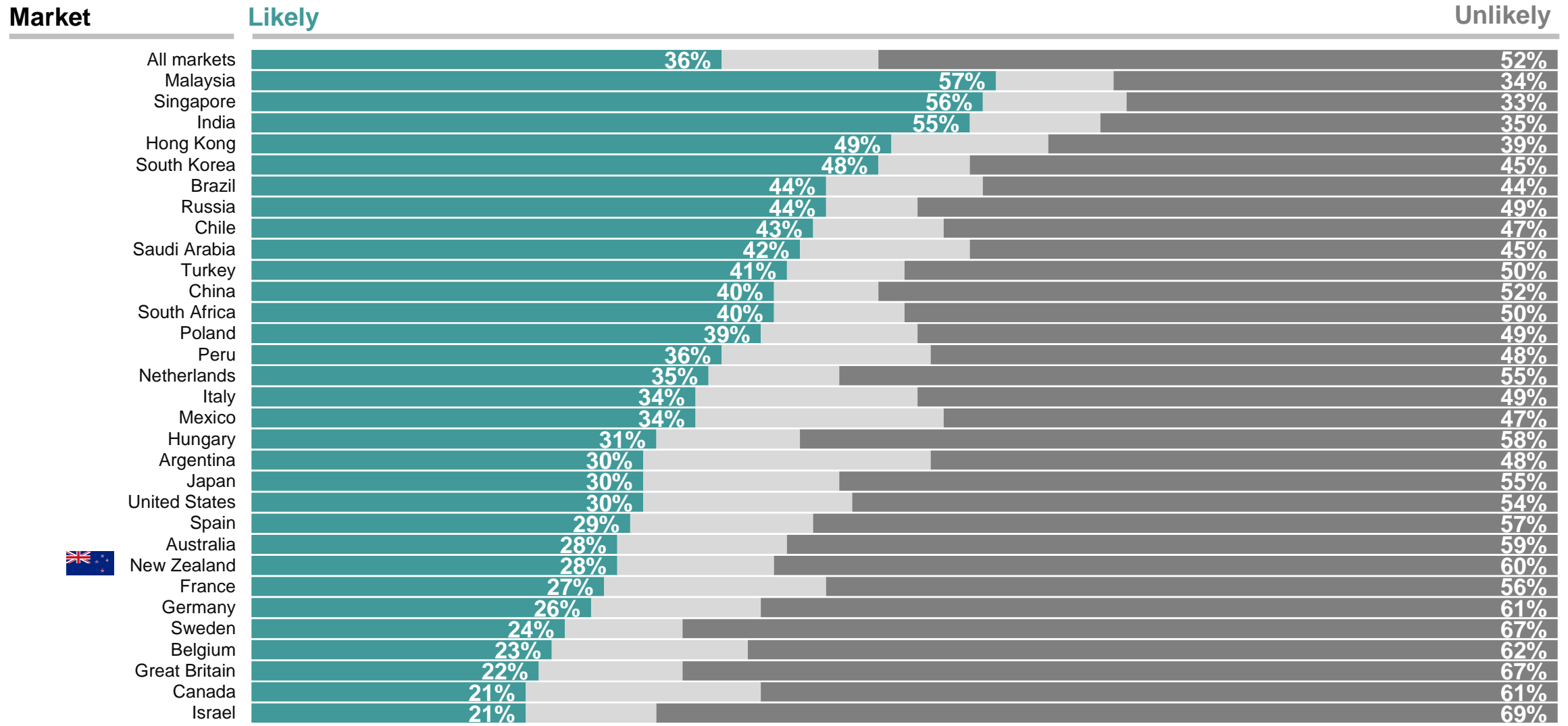
People in [Country] will become more tolerant of each other



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

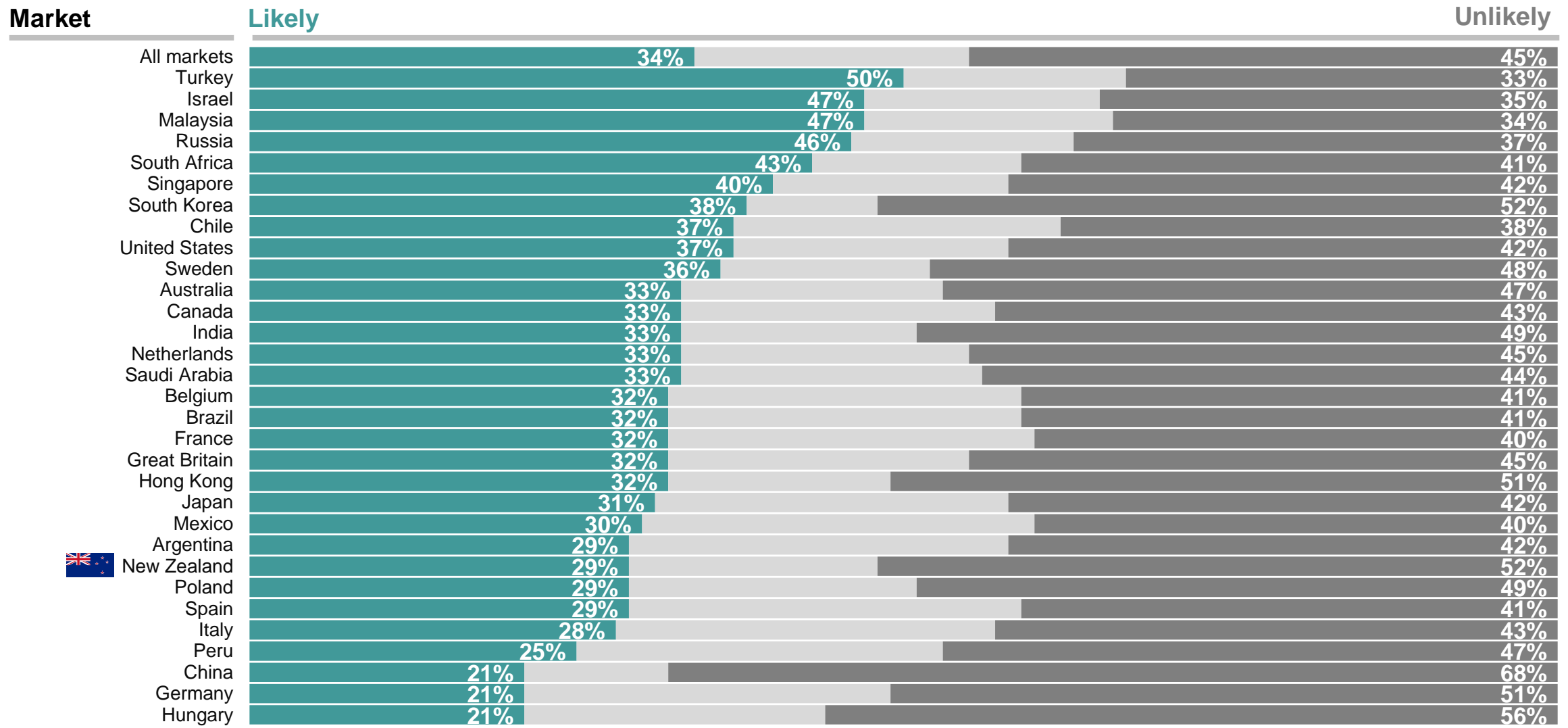
Robots will look, think & speak like humans



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

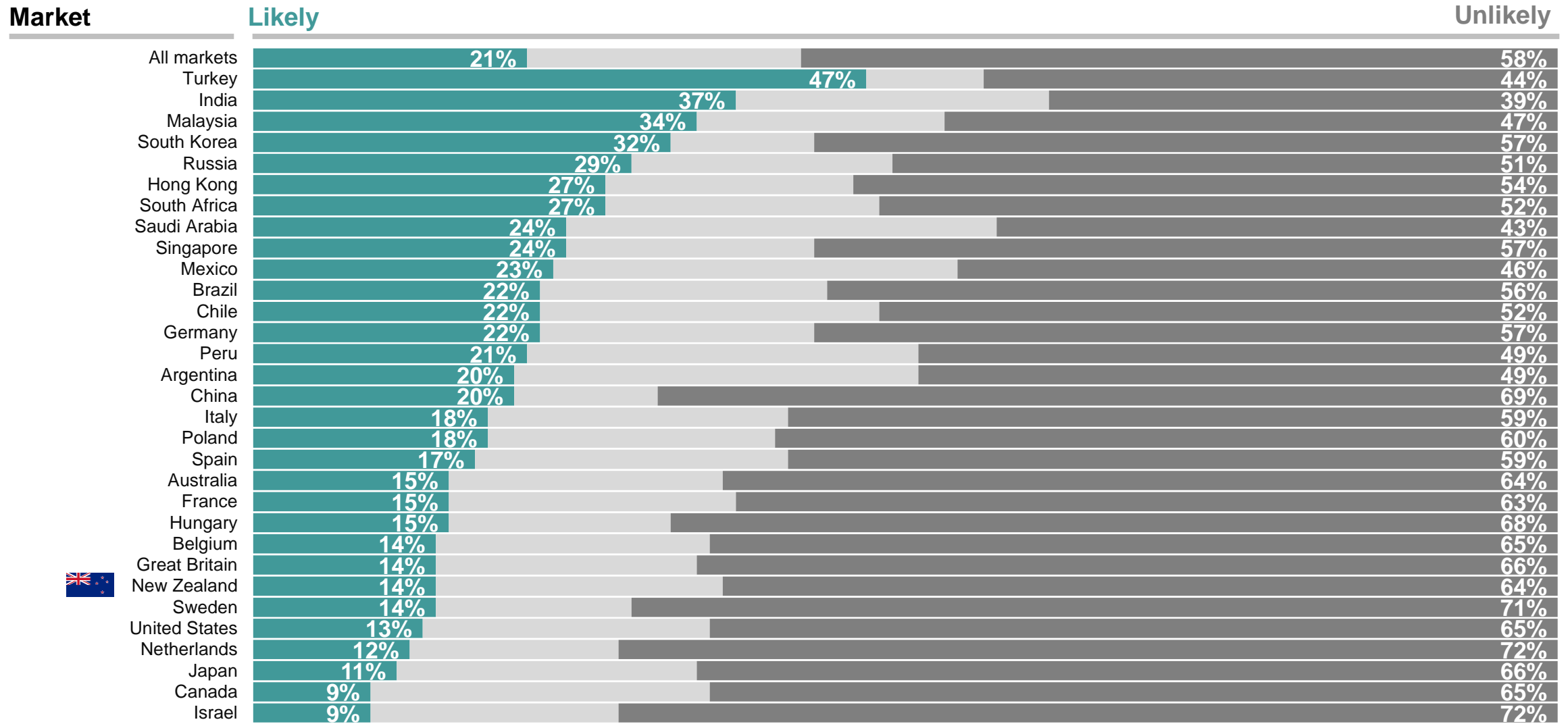
One of my online accounts will be hacked into (e.g. email, social media, banking)



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

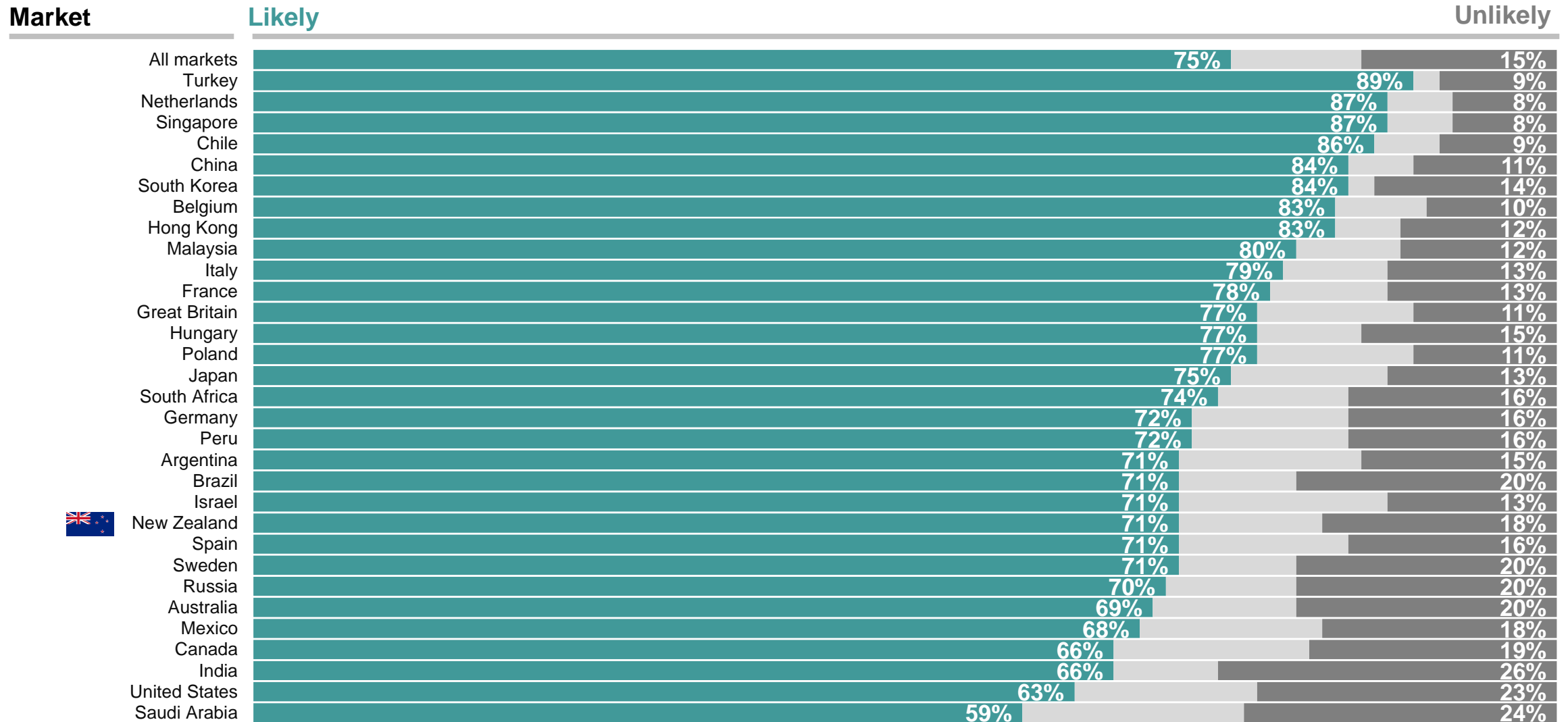
Human cloning will be legalised in some countries



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

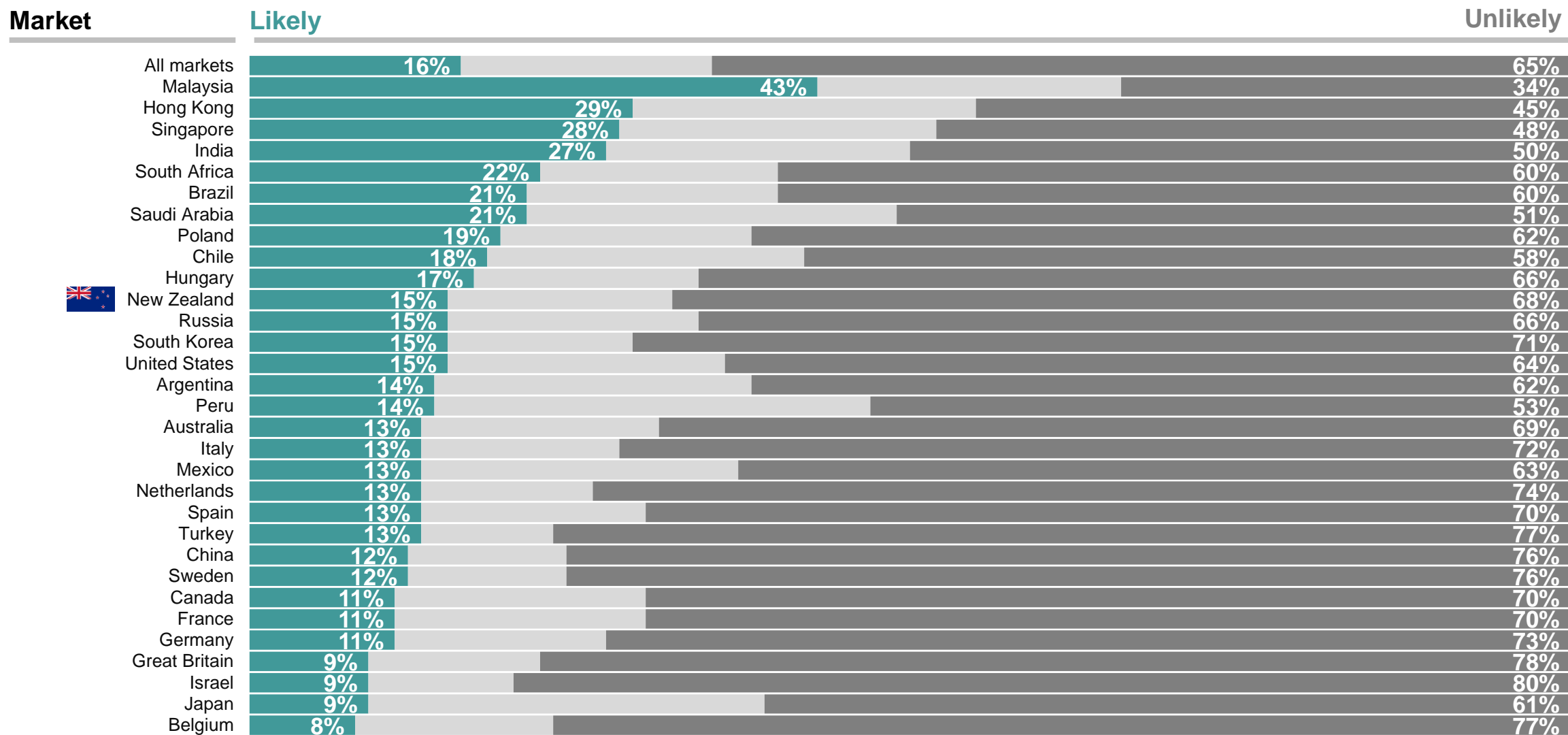
Average global temperatures will increase



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

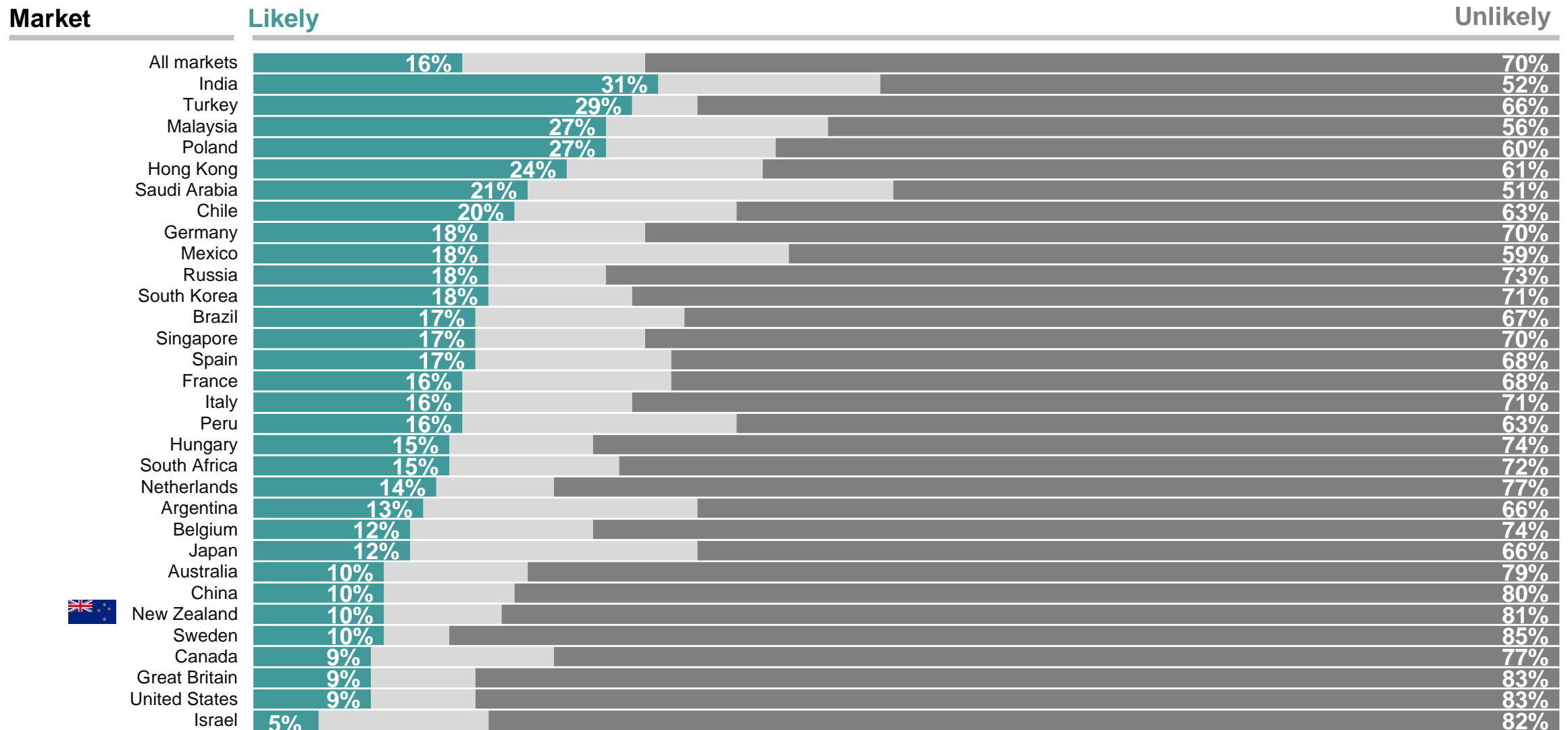
We will discover that ghosts really exist



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

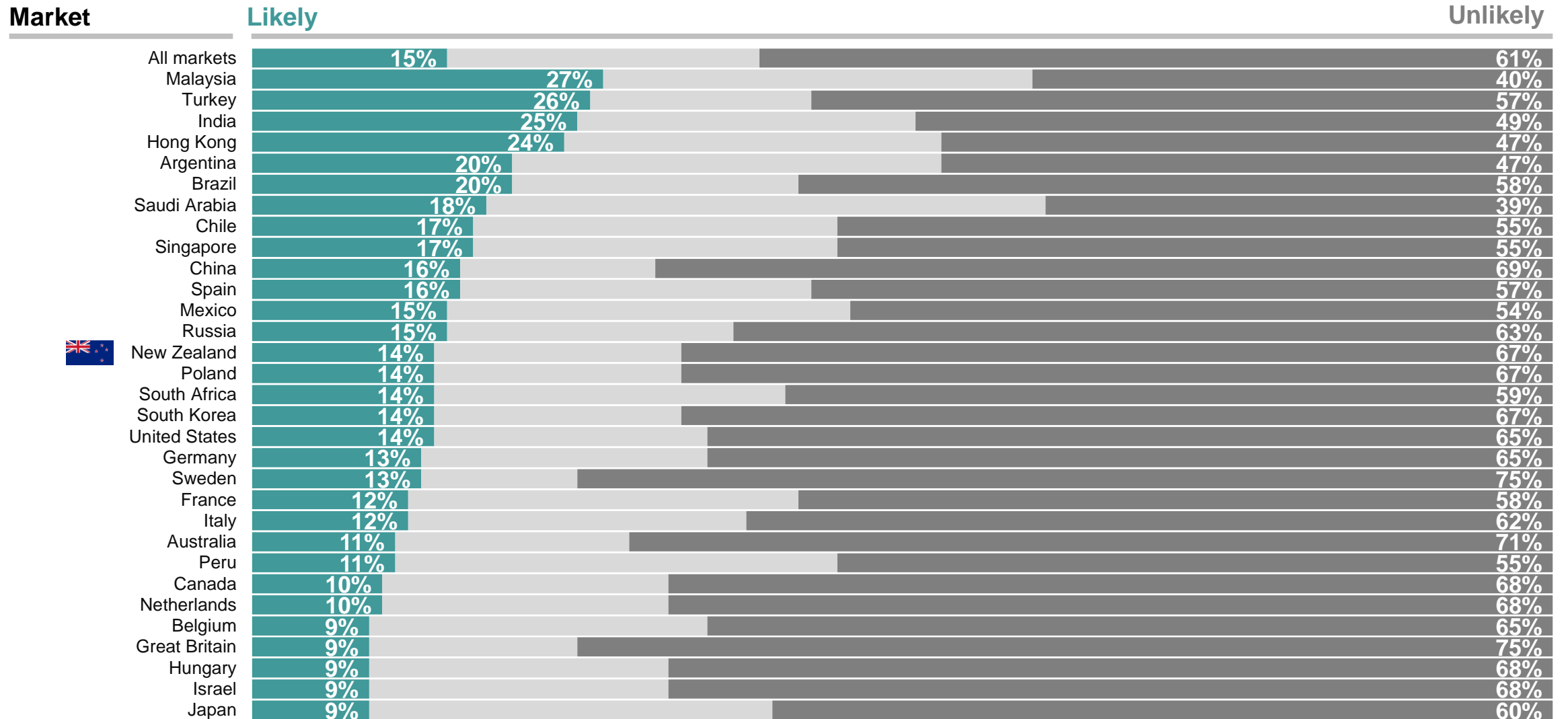
Humans will become extinct



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

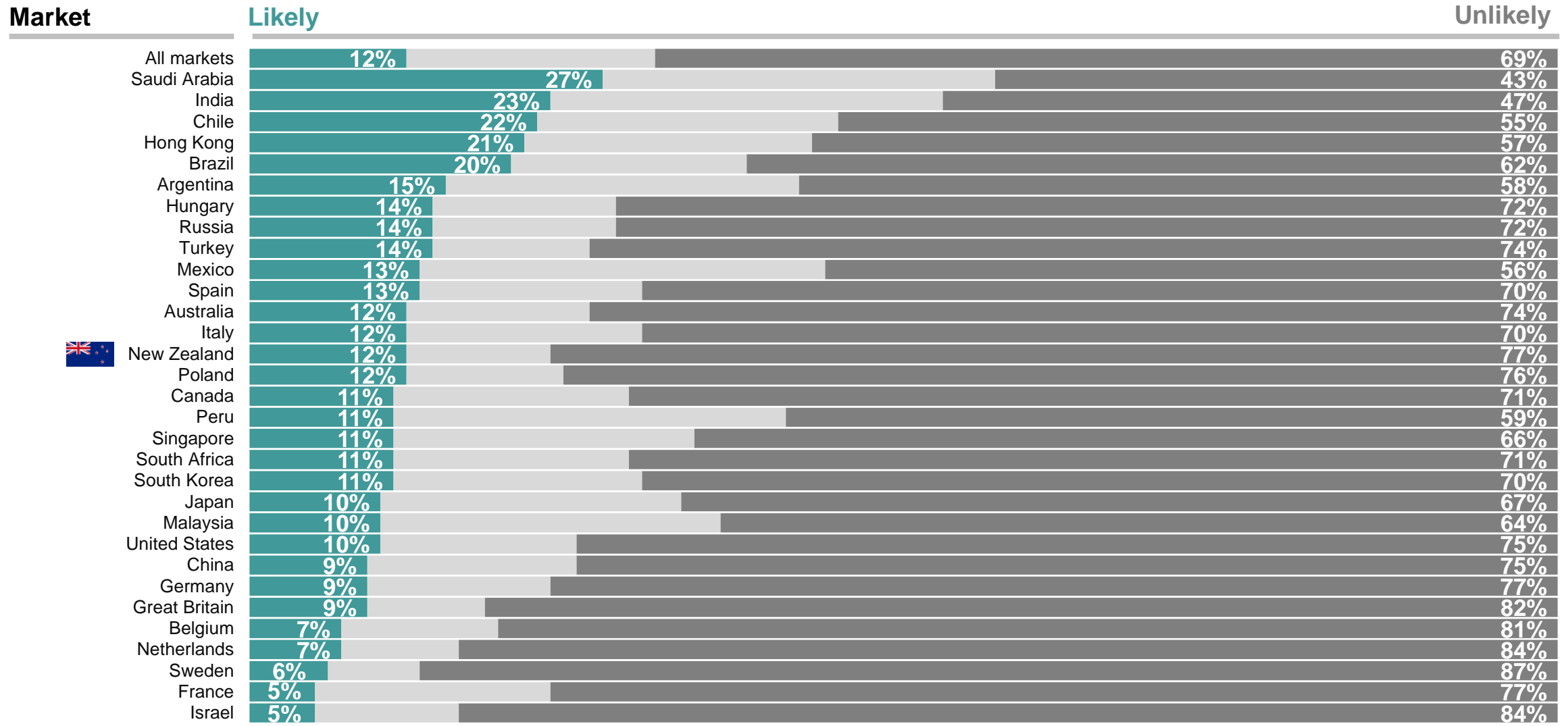
An asteroid will hit the Earth



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

Aliens will visit the Earth



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

Base: ~15,172 online interviews across 31 markets, 23 October–6 November 2020; NZ sample approx. n=500

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, Malaysia, South Africa and Turkey; and 16–74 in 22 other markets between October 23 and November 6, 2020. New Zealand fieldwork dates: October 16–19, 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 US, 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 US 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.

For the question regarding *likelihood of things to happen*, statements were asked on a rotation basis, so base numbers for each statement in case of New Zealand range between 499 and 501 and global sample circa 15,172.

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.

Demographic differences for New Zealand have been highlighted based on age and gender.

ABOUT IPSOS

Ipsos is the third-largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.

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**THANK
YOU**

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