

# GLOBAL ADVISOR 2022 PREDICTIONS

## A Global Advisor Survey

December 2021

For more information: <https://www.ipsos.com/en-us/news-polls/ipsos-global-advisor-2022-predictions>

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**GAME CHANGERS**



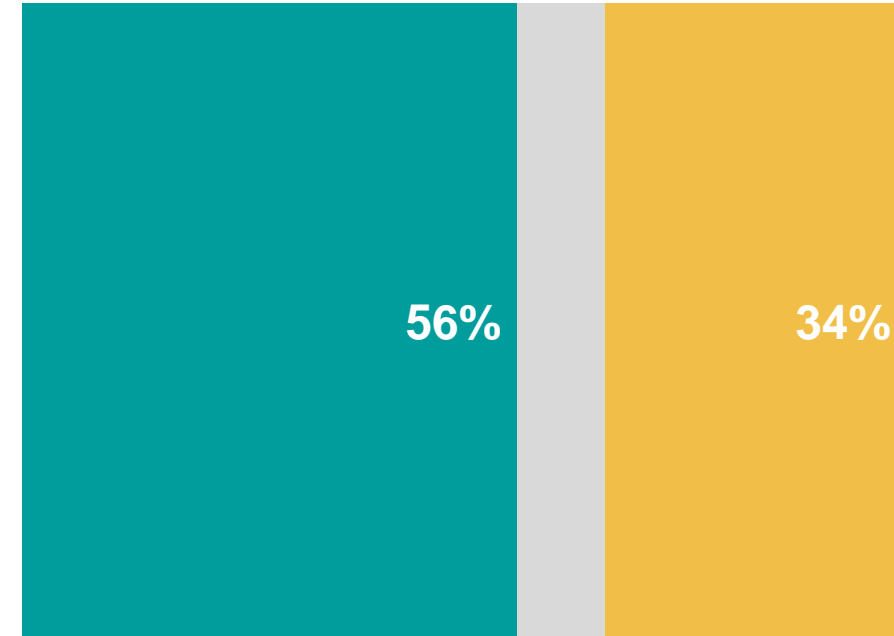
# COVID-19

Q.

## COVID-19

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

More than 80% of the world's population will receive at least one dose of a COVID-19 vaccine



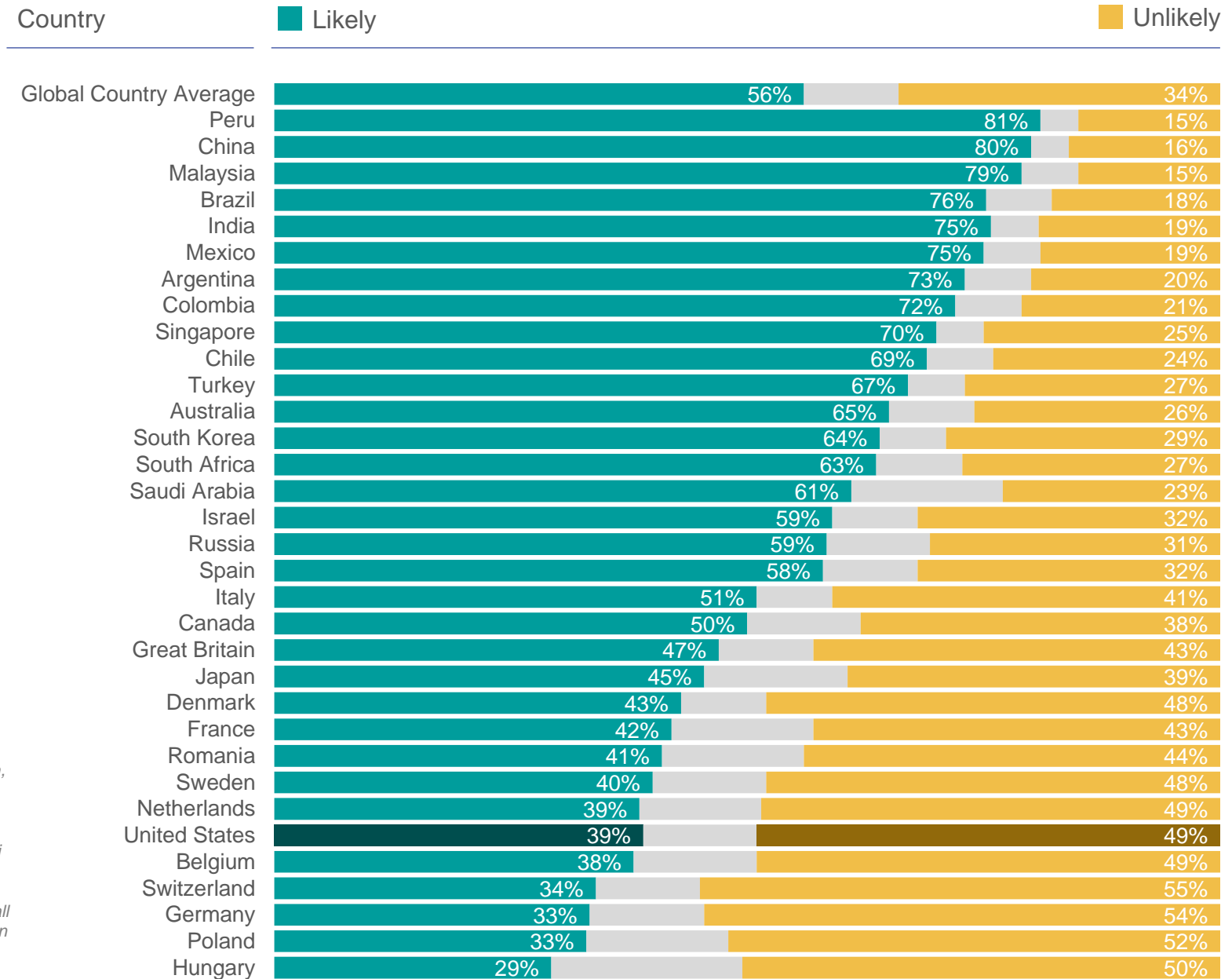
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Q.

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

## More than 80% of the world's population will receive at least one dose of a COVID-19 vaccine

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



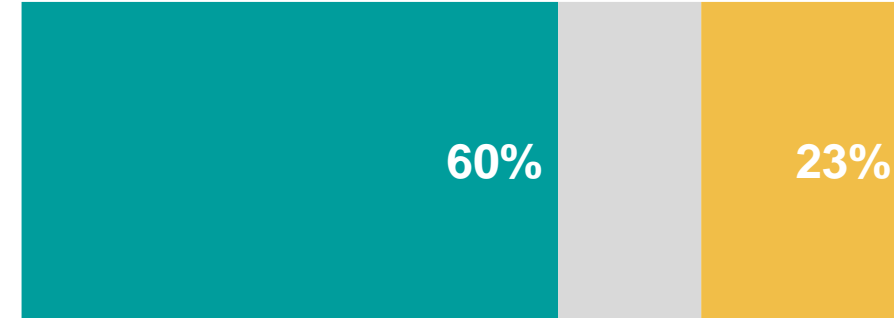
# ENVIRONMENT

Q.

## Environment

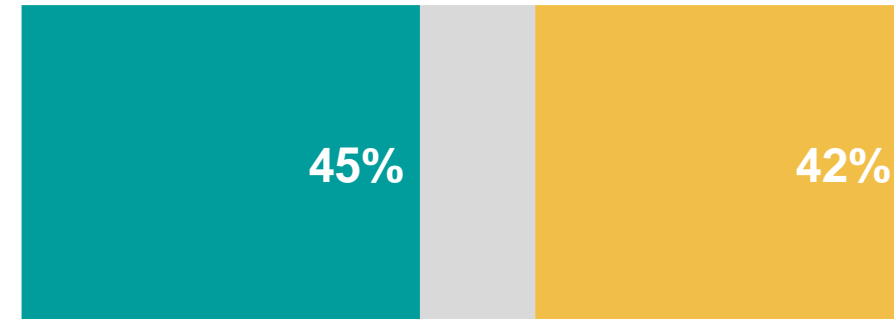
For each of the following, please tell me how likely or unlikely you think they are to happen...?

There will be more extreme weather events in my country in 2022 than there were in 2021



-

People will fly less than they did in 2019



-

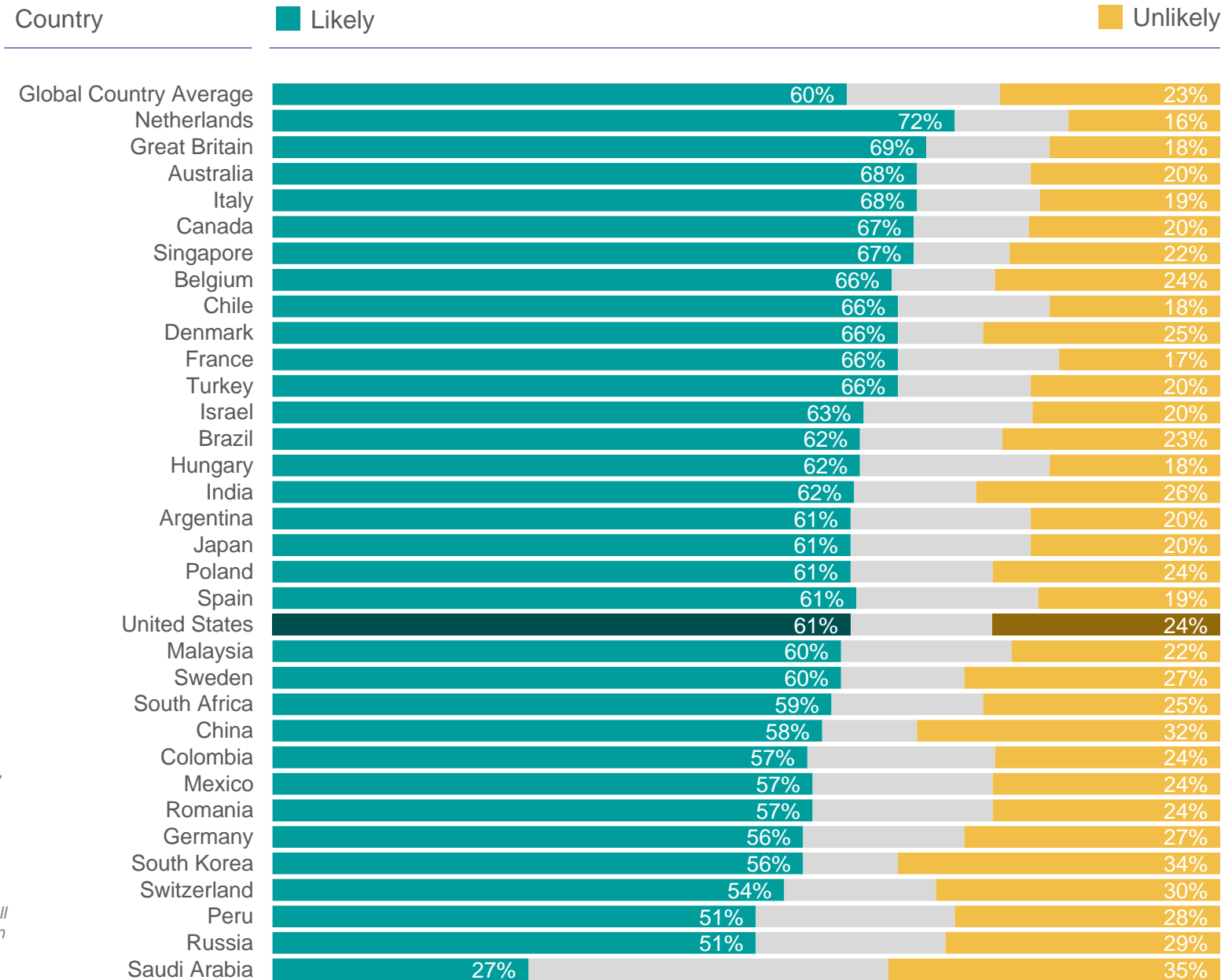
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Q.

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

## There will be more extreme weather events in my country in 2022 than there were in 2021

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

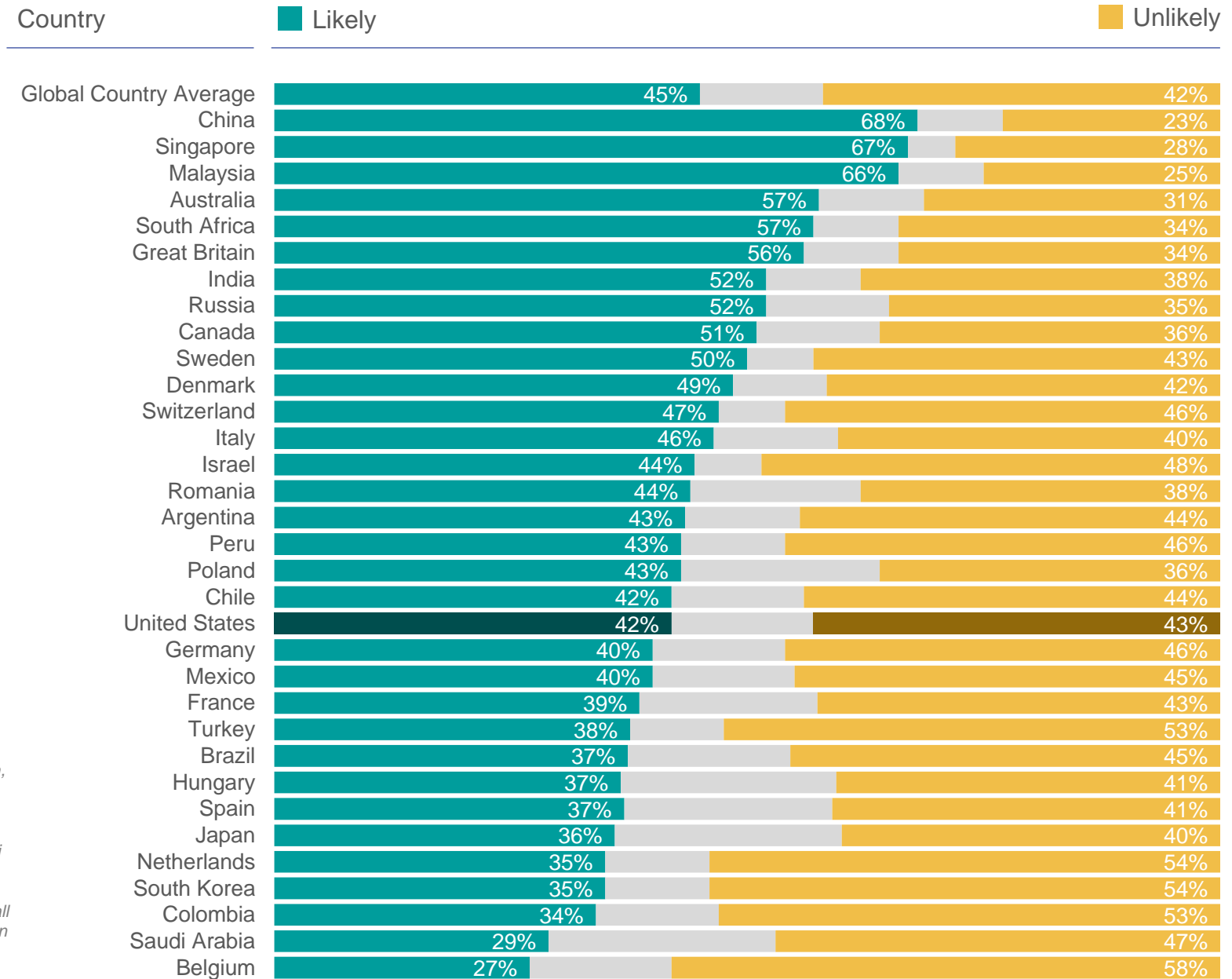


Q.

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

## People will fly less than they did in 2019

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.





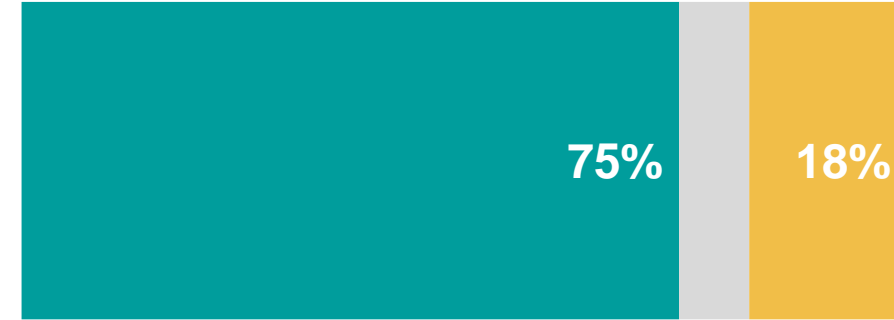
# ECONOMY

Q.

# Economy

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

Prices in my country will increase faster than people's incomes



-

Major stock markets around the world will crash



▼ -5 pp  
40%

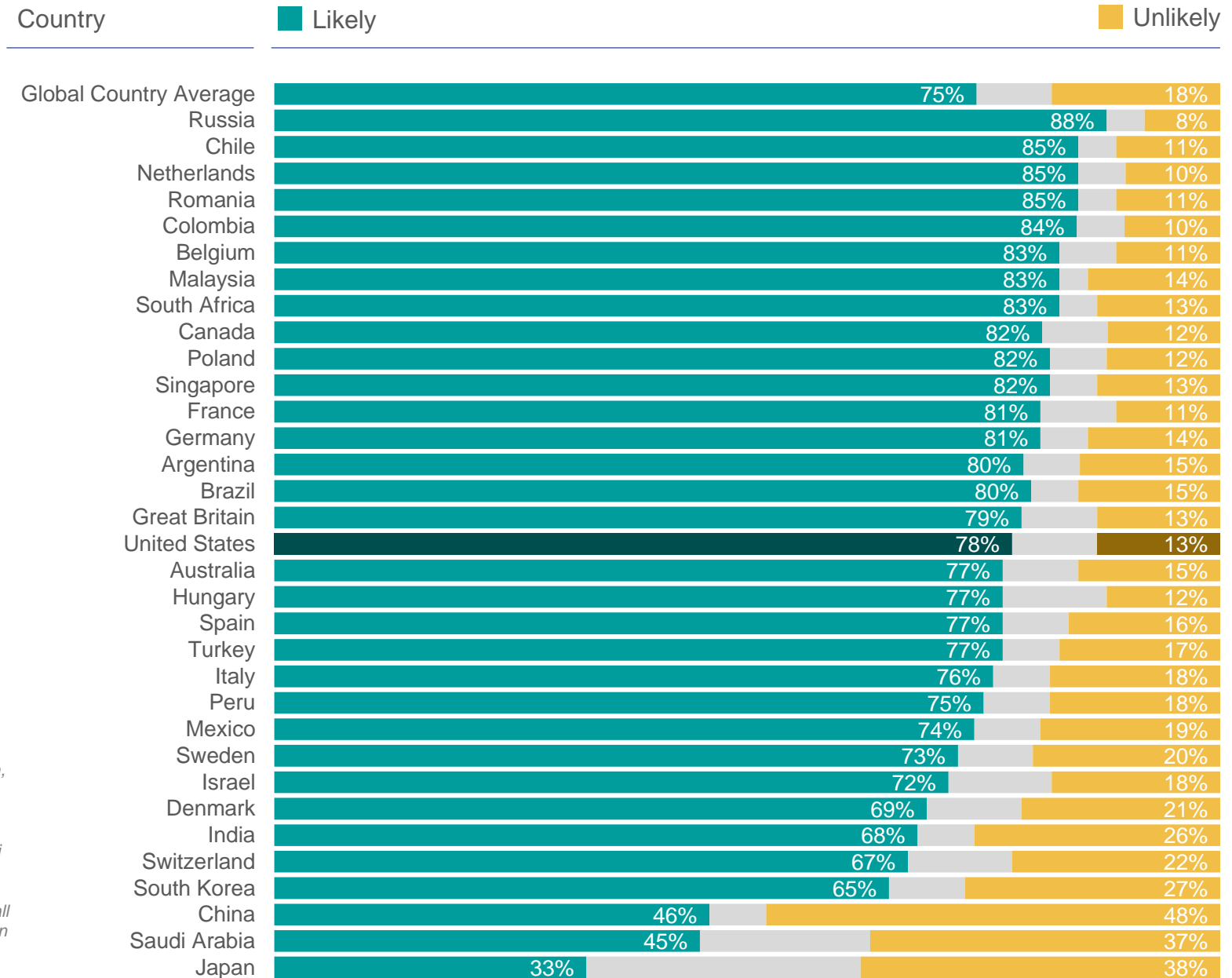
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Q.

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

## Prices in my country will increase faster than people's incomes

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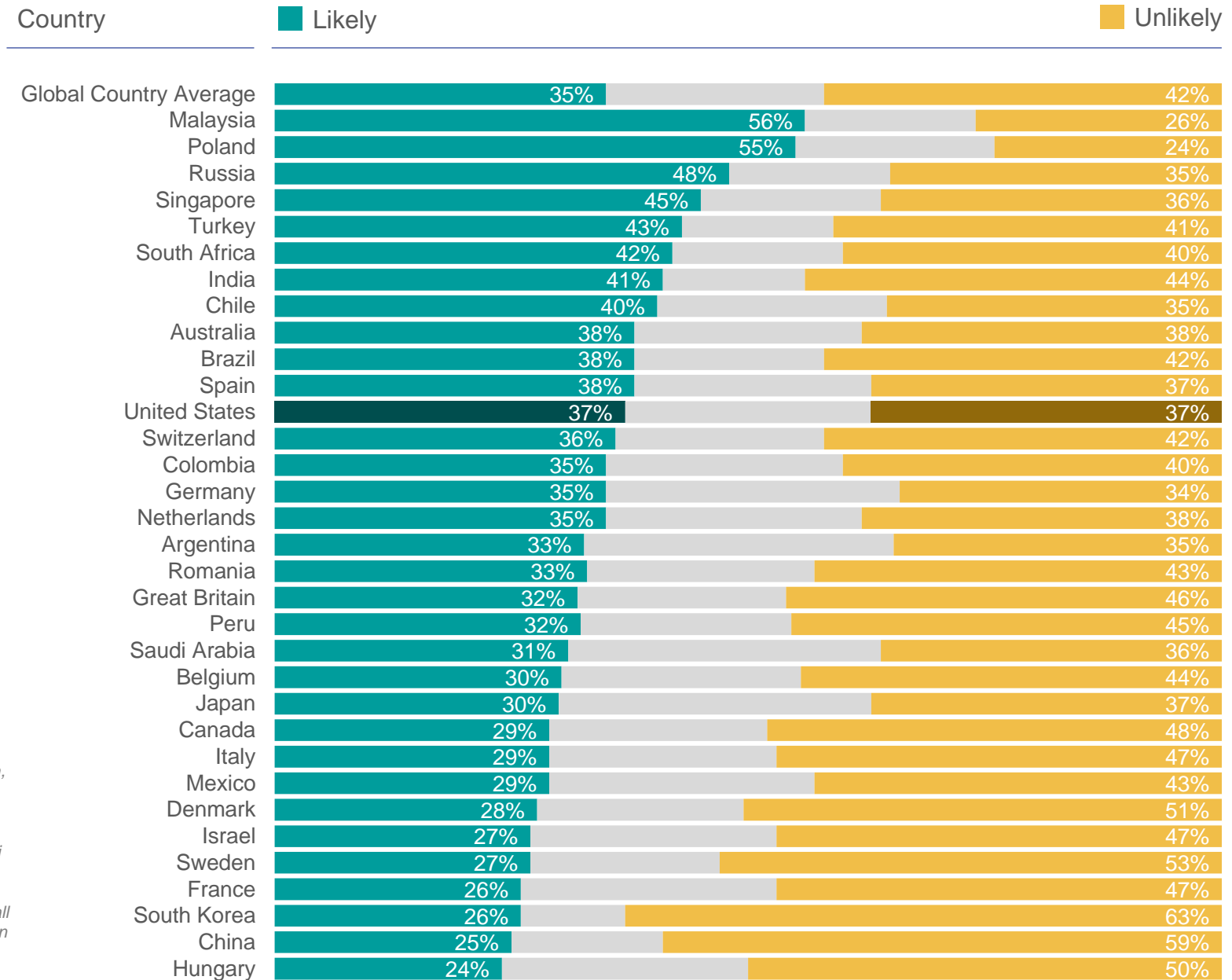
Q.

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

*Global Country Average is 5 points lower than the 40% who said in late 2020 they thought it likely to happen in 2021*

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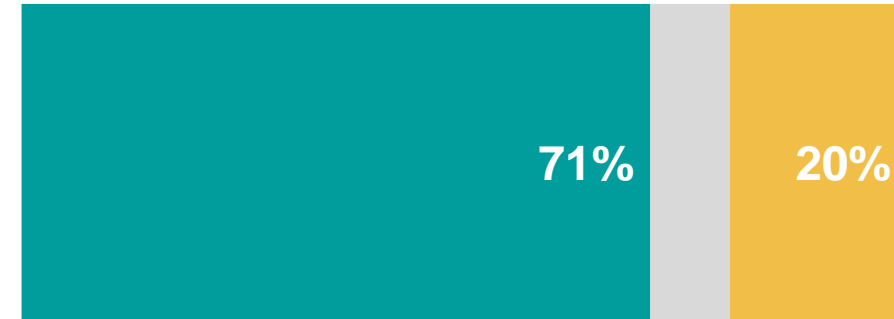
# SOCIETY

# Q.

## Society

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

City centers in my country will become busy again as people get back to working in offices on a regular basis



-

People in my country will become more tolerant of each other



▼ -1 pp

29%

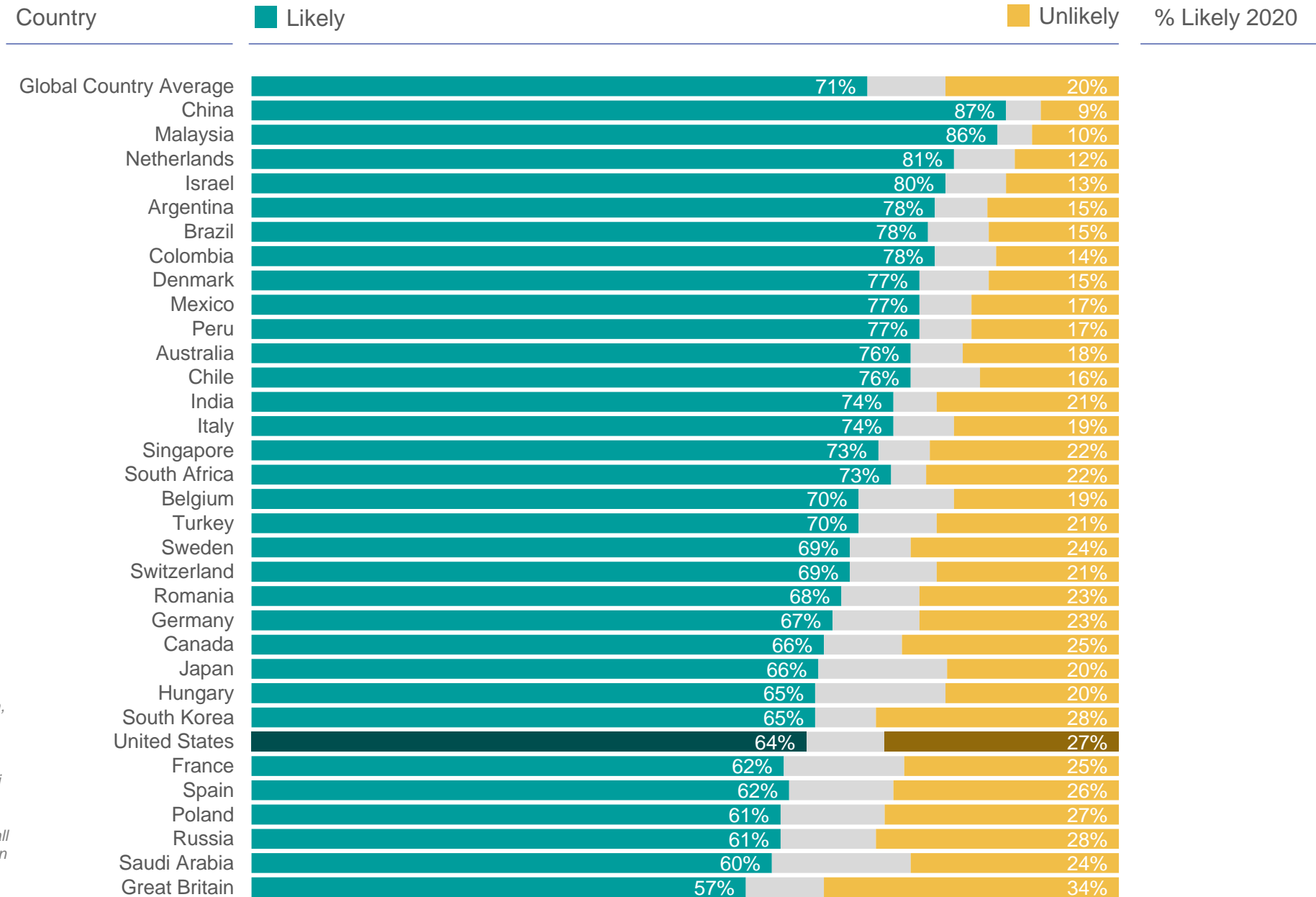
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Q.

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

## City centers in my country will become busy again as people get back to working in offices on a regular basis

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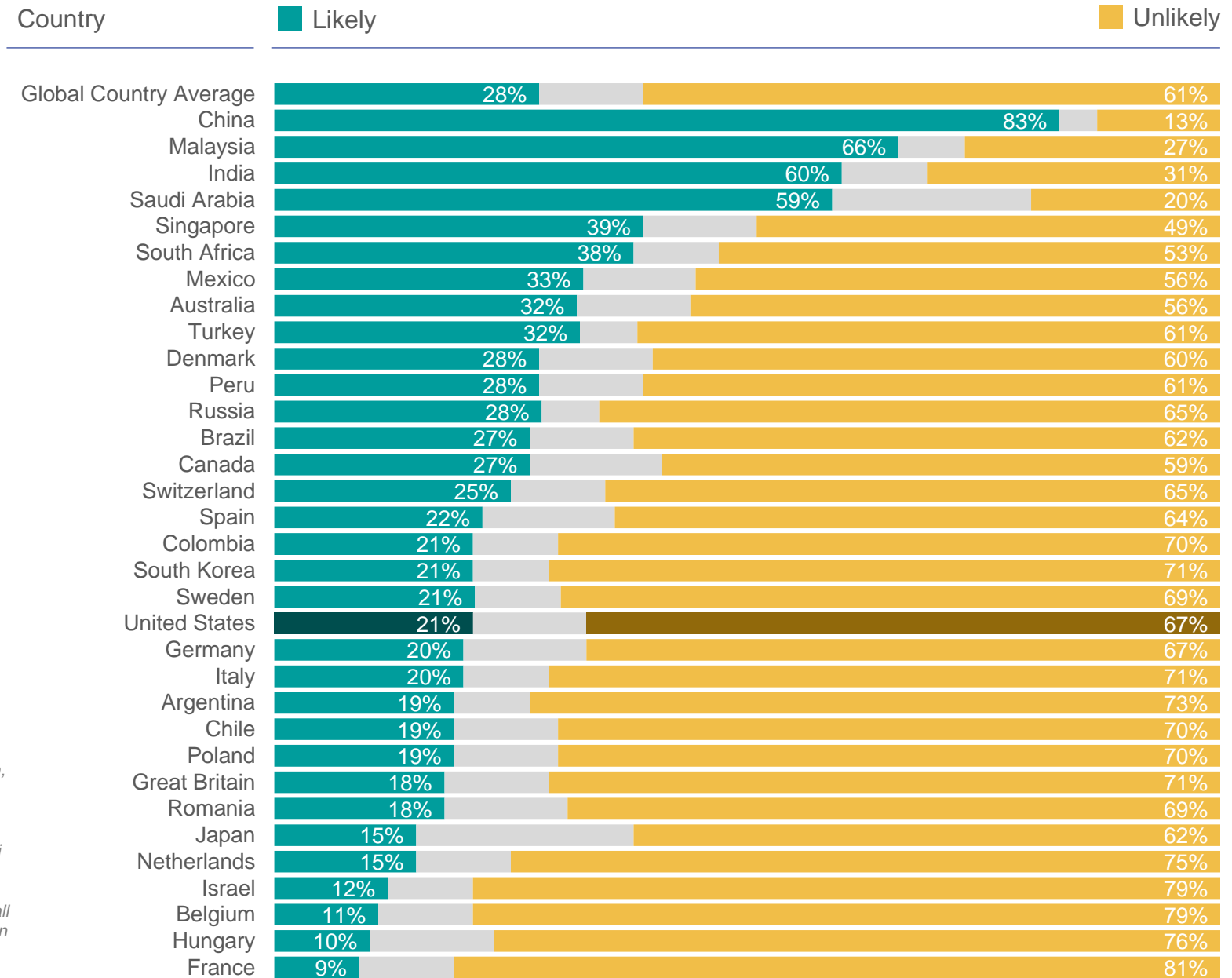


Q.

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

## People in my country will become more tolerant of each other

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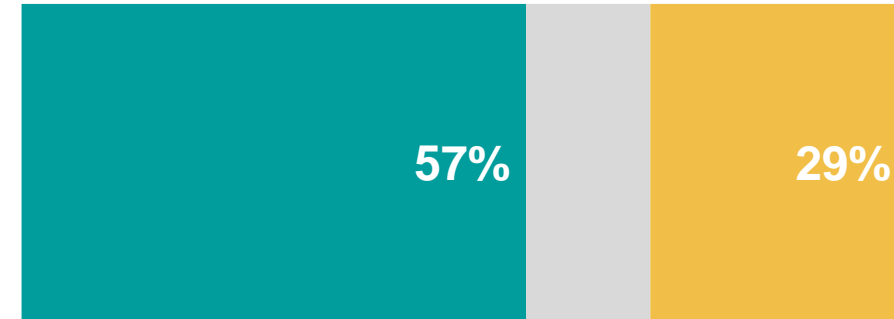
# TECHNOLOGY

Q.

## Technology

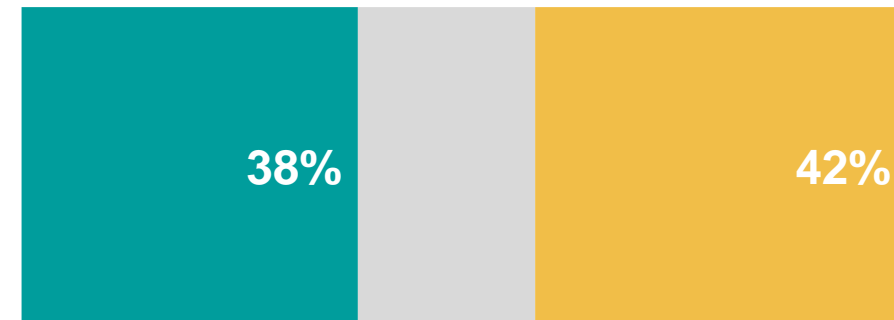
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Many more people will live their lives in virtual worlds



-

Strict rules for large technology companies will be introduced by the Government in my country



-

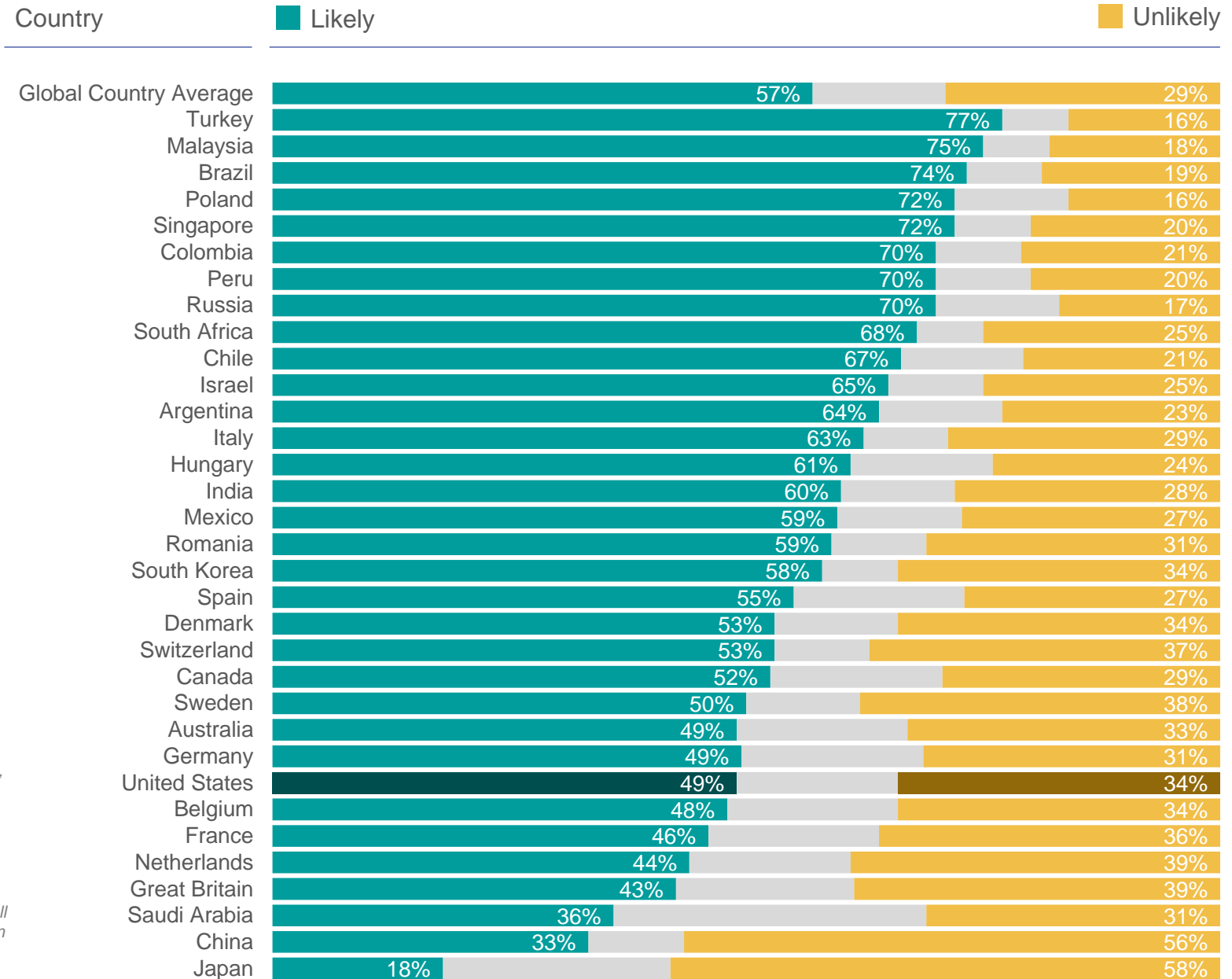
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Q.

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

## Many more people will live their lives in virtual worlds

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

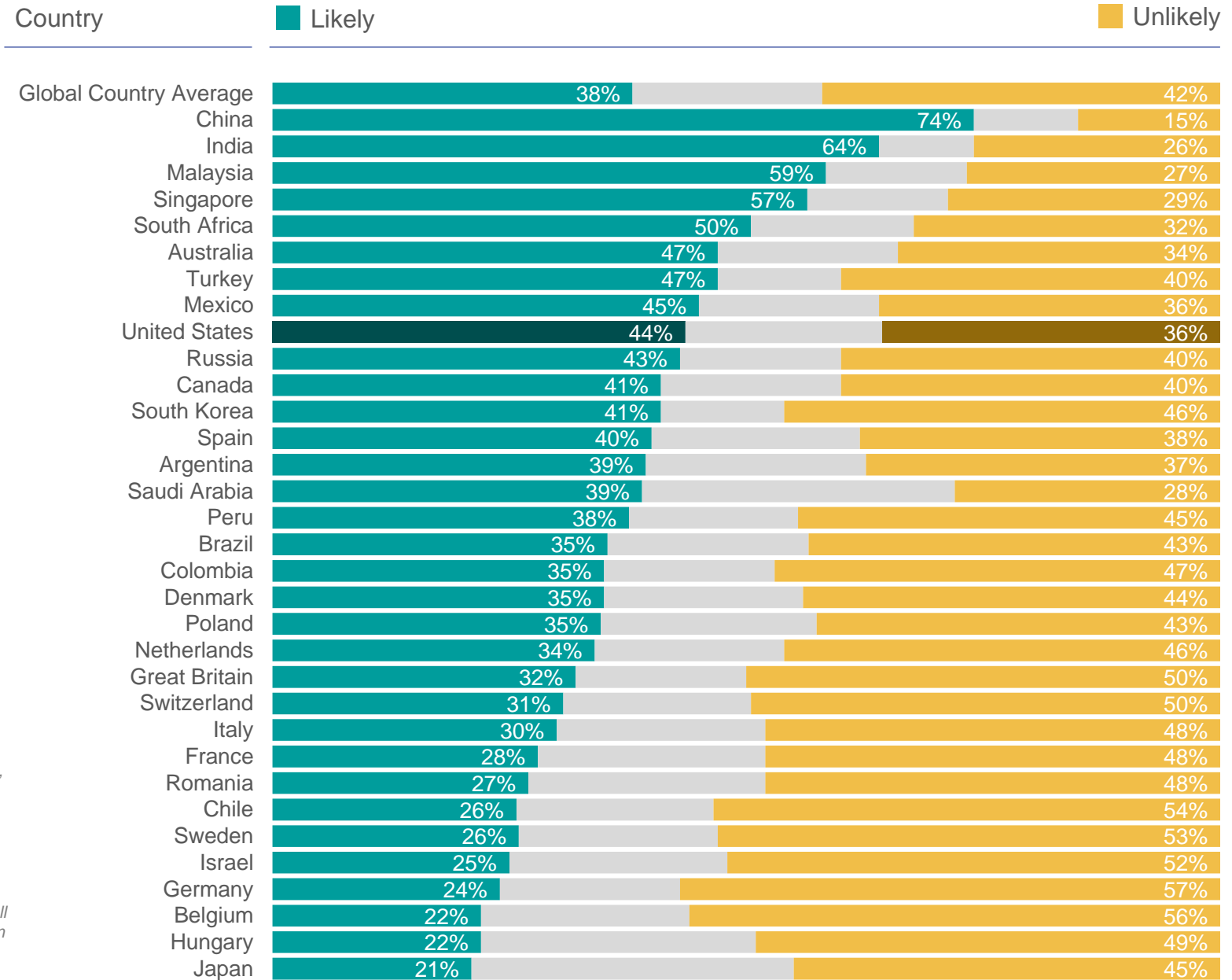


Q.

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

## Strict rules for large technology companies will be introduced by the Government in my country

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



# GLOBAL THREATS

Q.

## Global threats

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

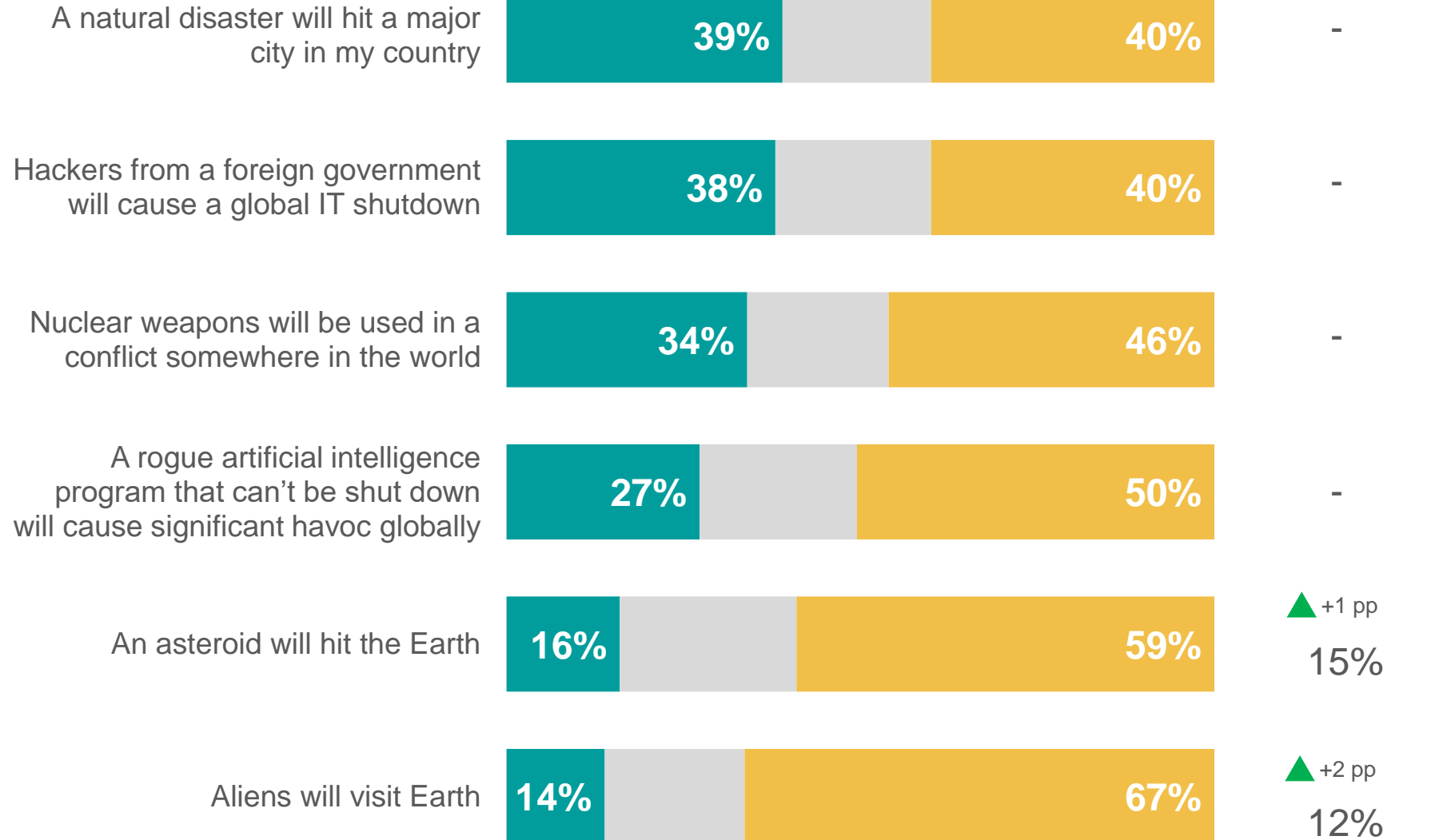
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Global averages

Likely

Unlikely

% Likely 2020

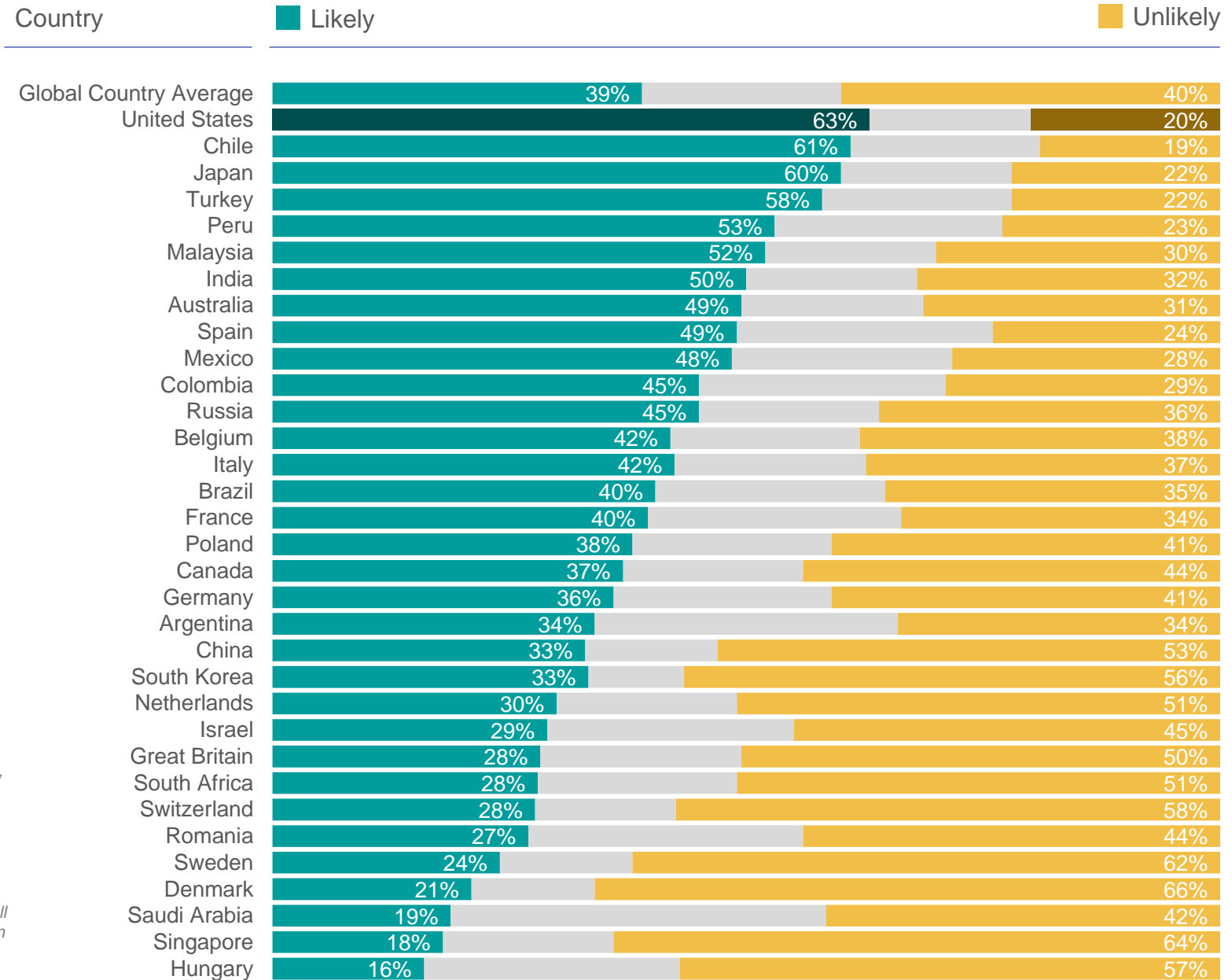


Q.

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

## A natural disaster will hit a major city in my country

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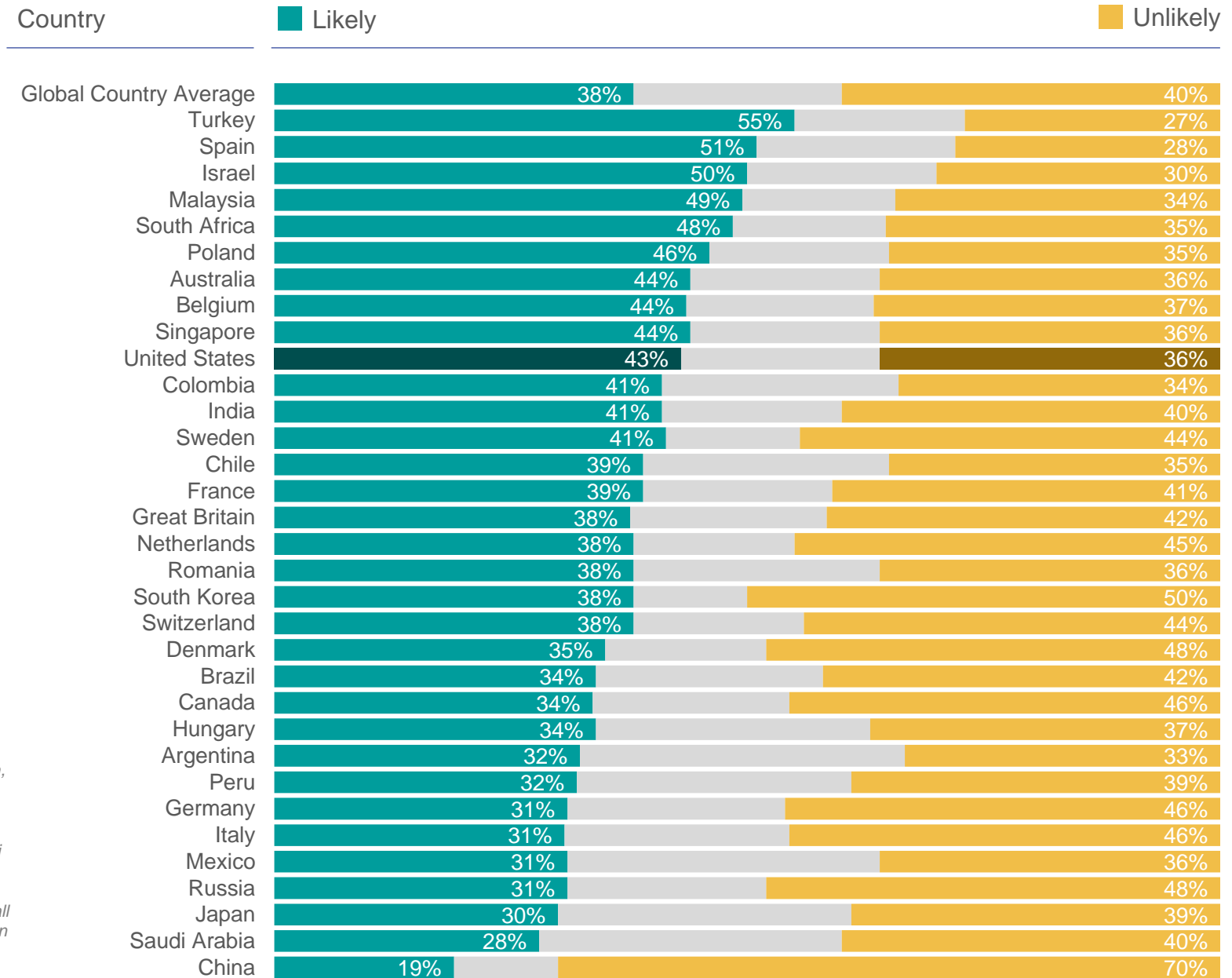


Q.

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

## Hackers from a foreign government will cause a global IT shutdown

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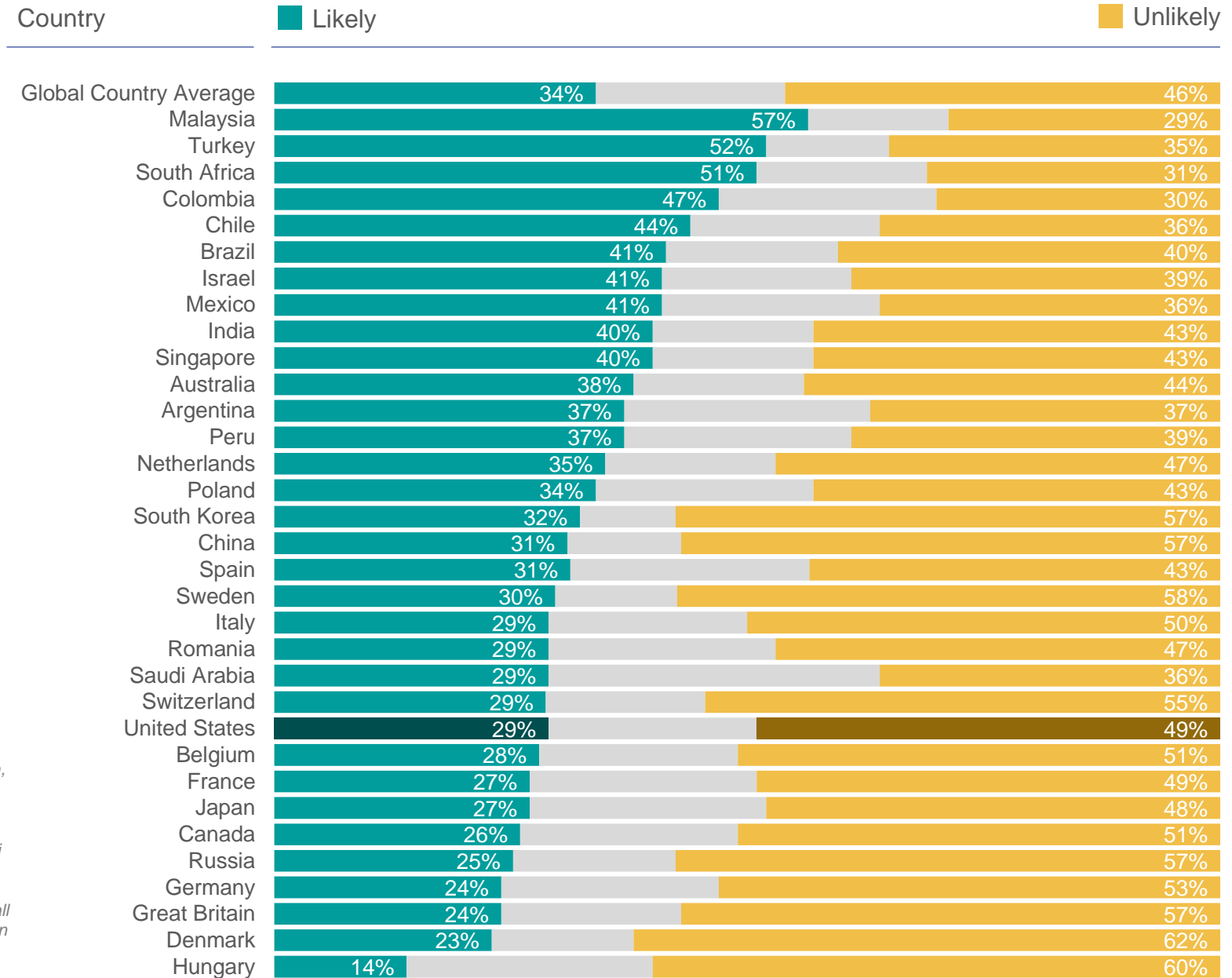


Q.

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

## Nuclear weapons will be used in a conflict somewhere in the world

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

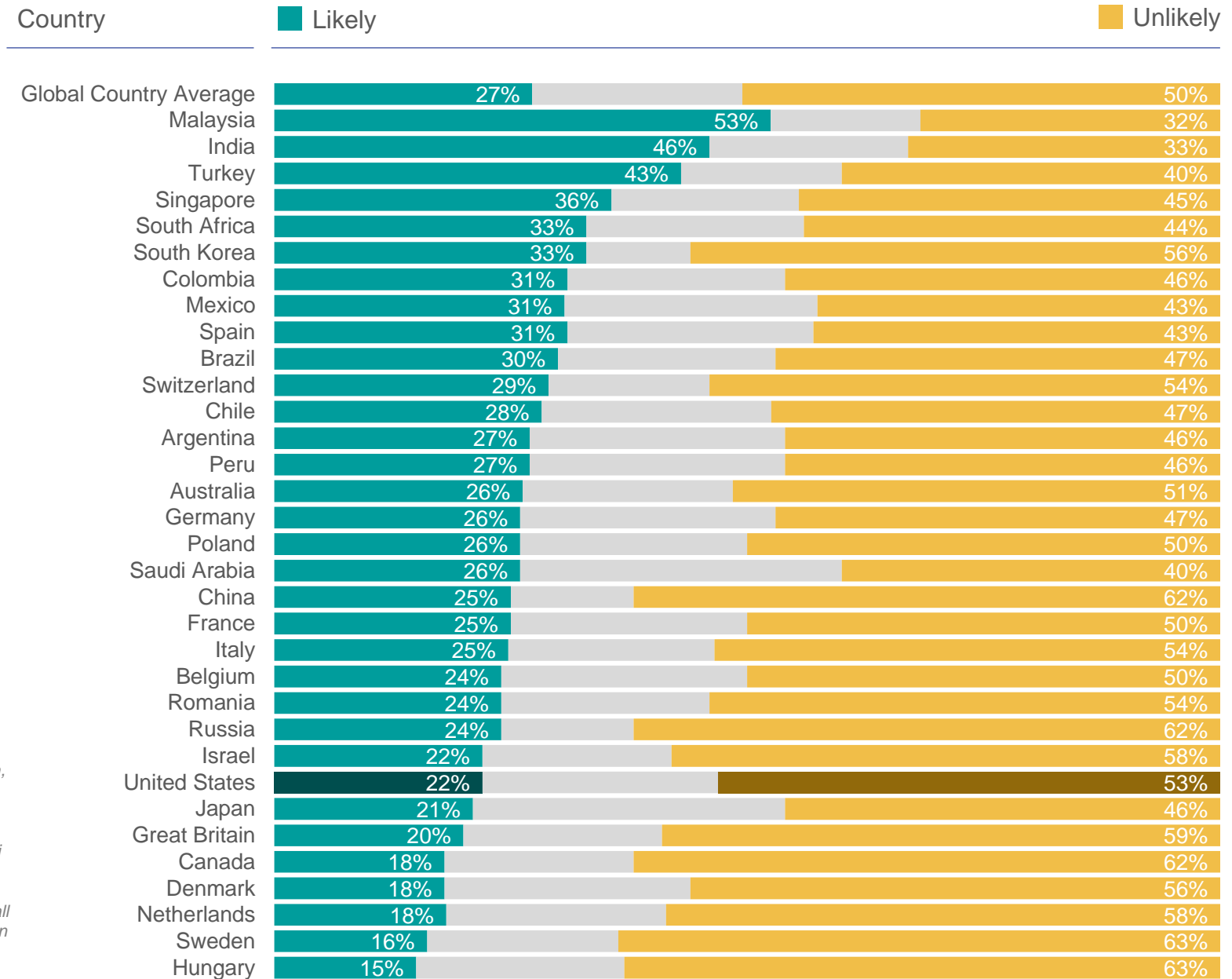


Q.

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

## A rogue artificial intelligence program that can't be shut down will cause significant havoc globally

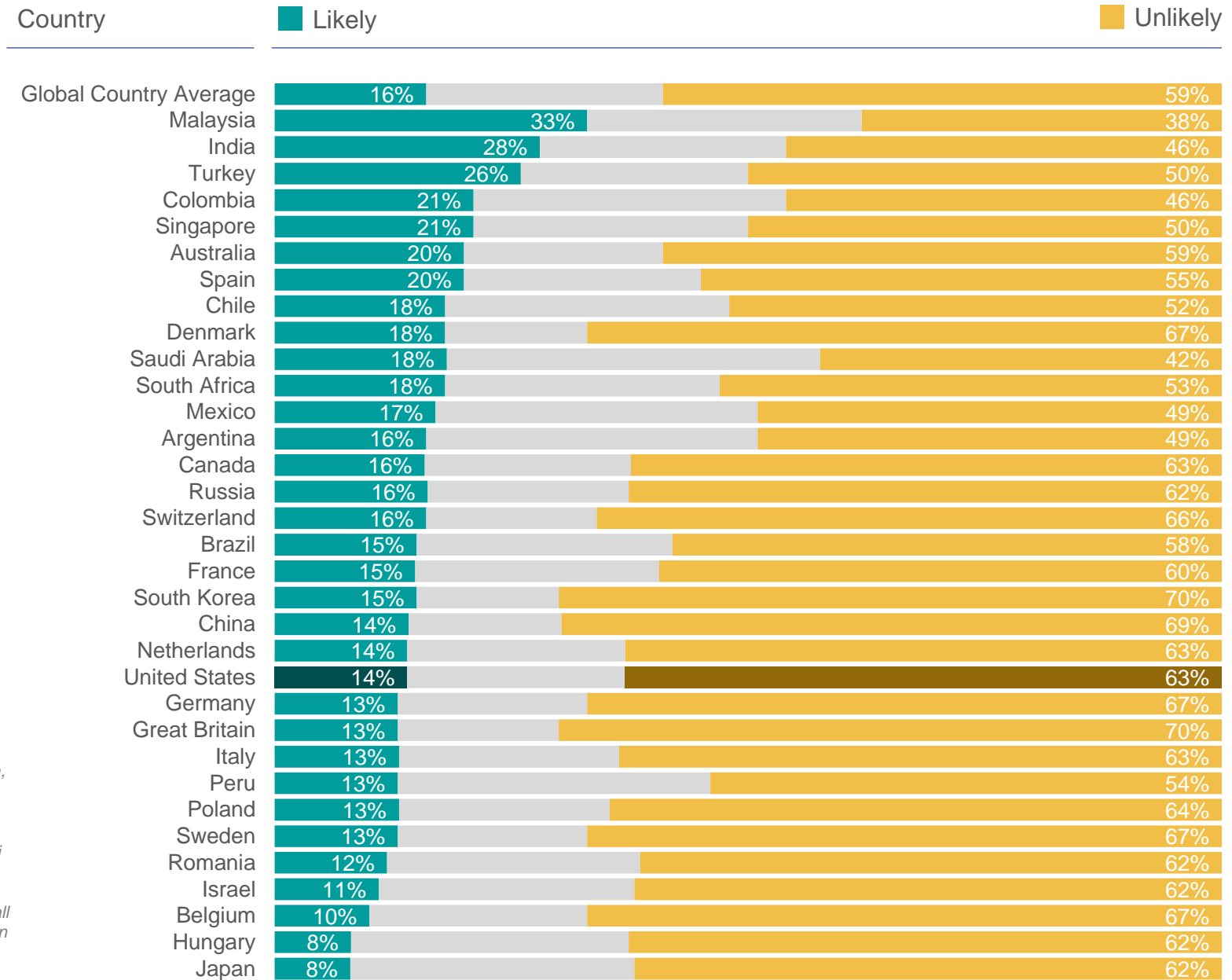
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Q.

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

## An asteroid will hit the Earth

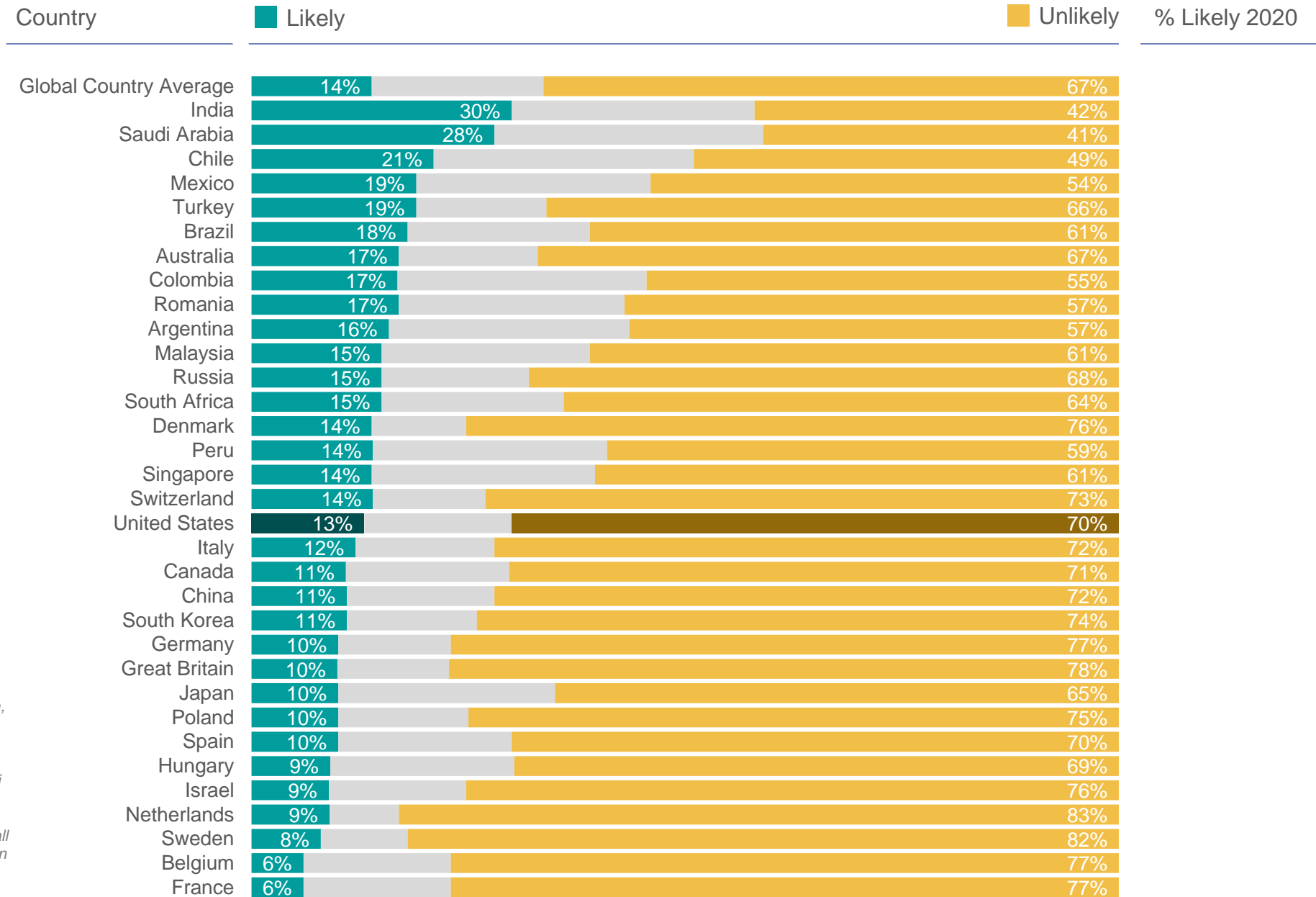


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Q.

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

## Aliens will visit Earth



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# OUTLOOK FOR 2022

Q.

## Outlook for 2022

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

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Global averages

■ Agree

■ Disagree

% Agree 2020

I am optimistic that 2022 will be a better year for me than it was in 2021



77%

2021 was a bad year for my country



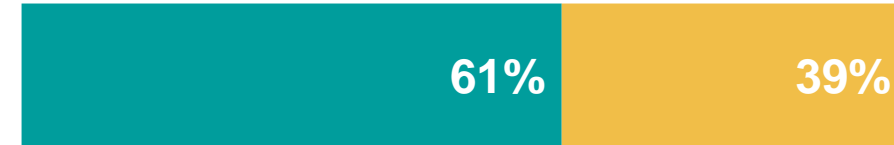
▼ -13 pp  
90%

I will make some personal resolutions to do some specific things for myself or others in 2022



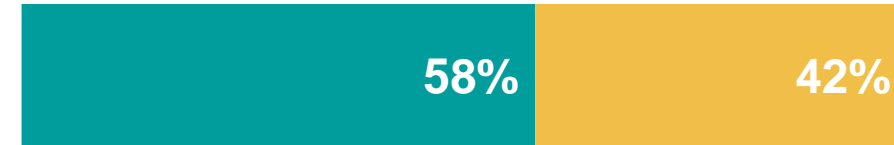
75%

The global economy will be stronger in 2022 than it was in 2021



▲ +7 pp  
54%

2021 was a bad year for me and my family



▼ -12 pp  
70%

Q.

## Outlook for 2022

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

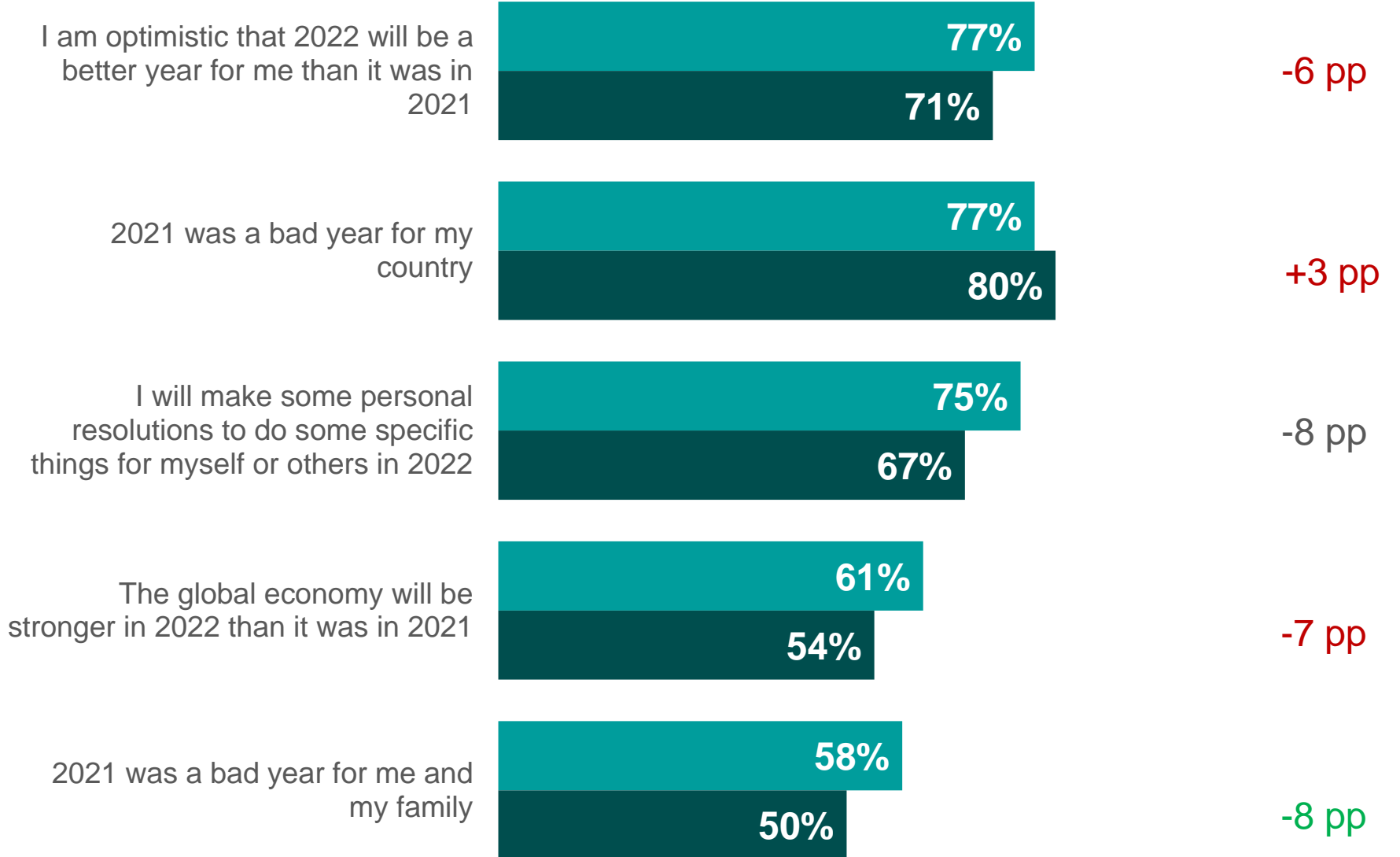
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% Agree

■ Global average

■ United States

Difference: U.S. vs. Global average

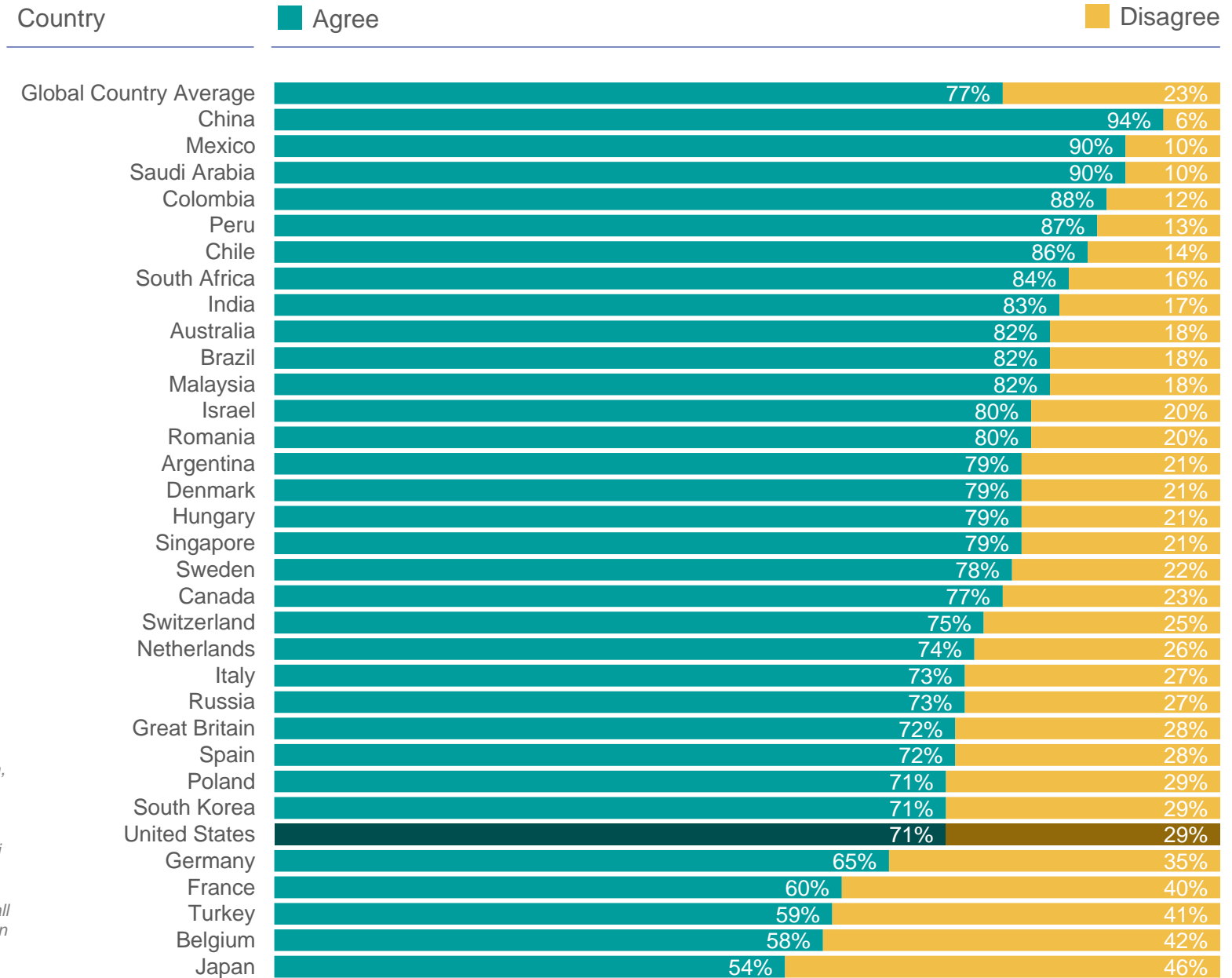


Q.

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

**I am optimistic that 2022 will be a better year for me than it was in 2021**

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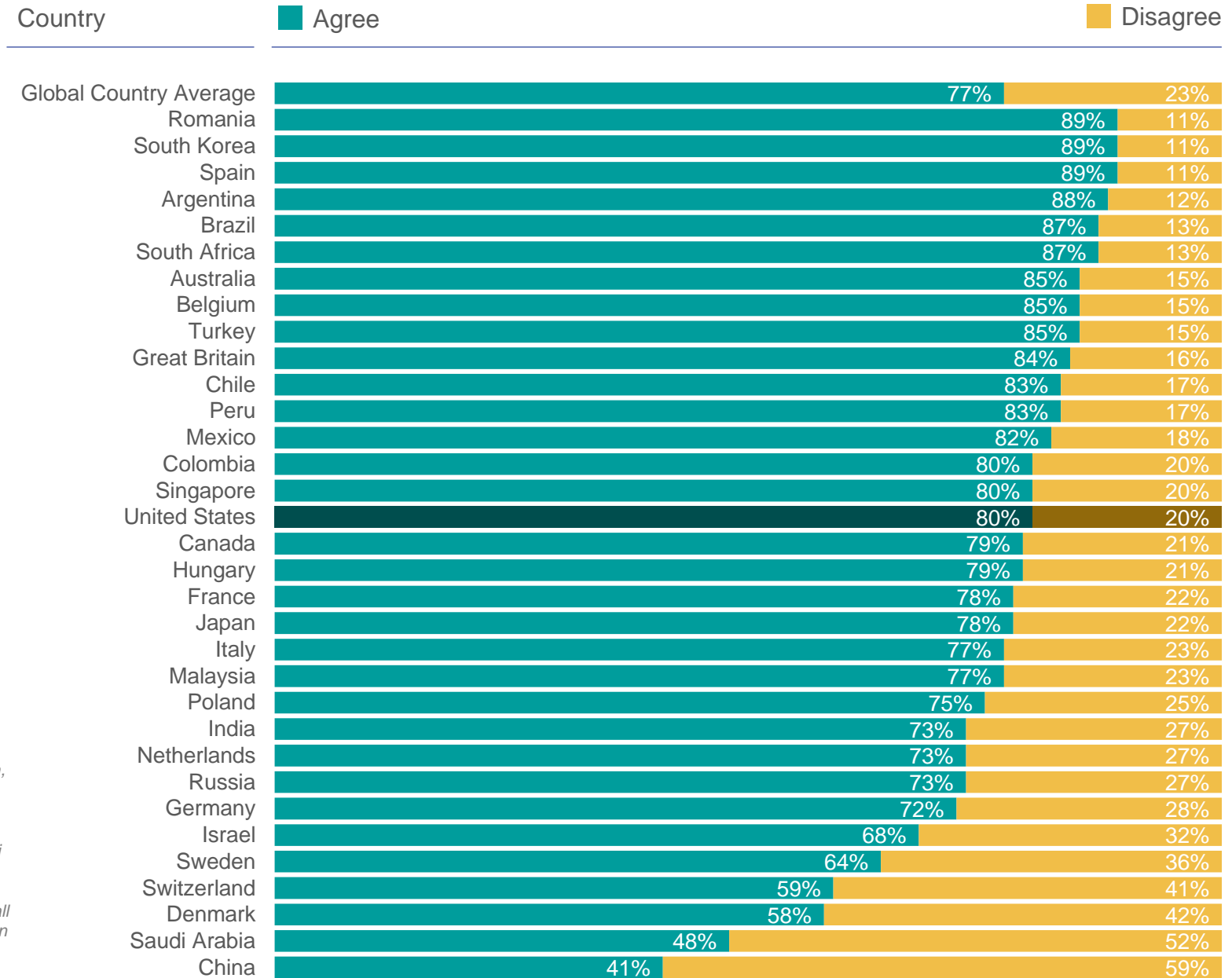
Q.

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

## 2021 was a bad year for my country

13-point decrease in Global Country Average compared to 90% who agreed about 2020 when asked last year

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

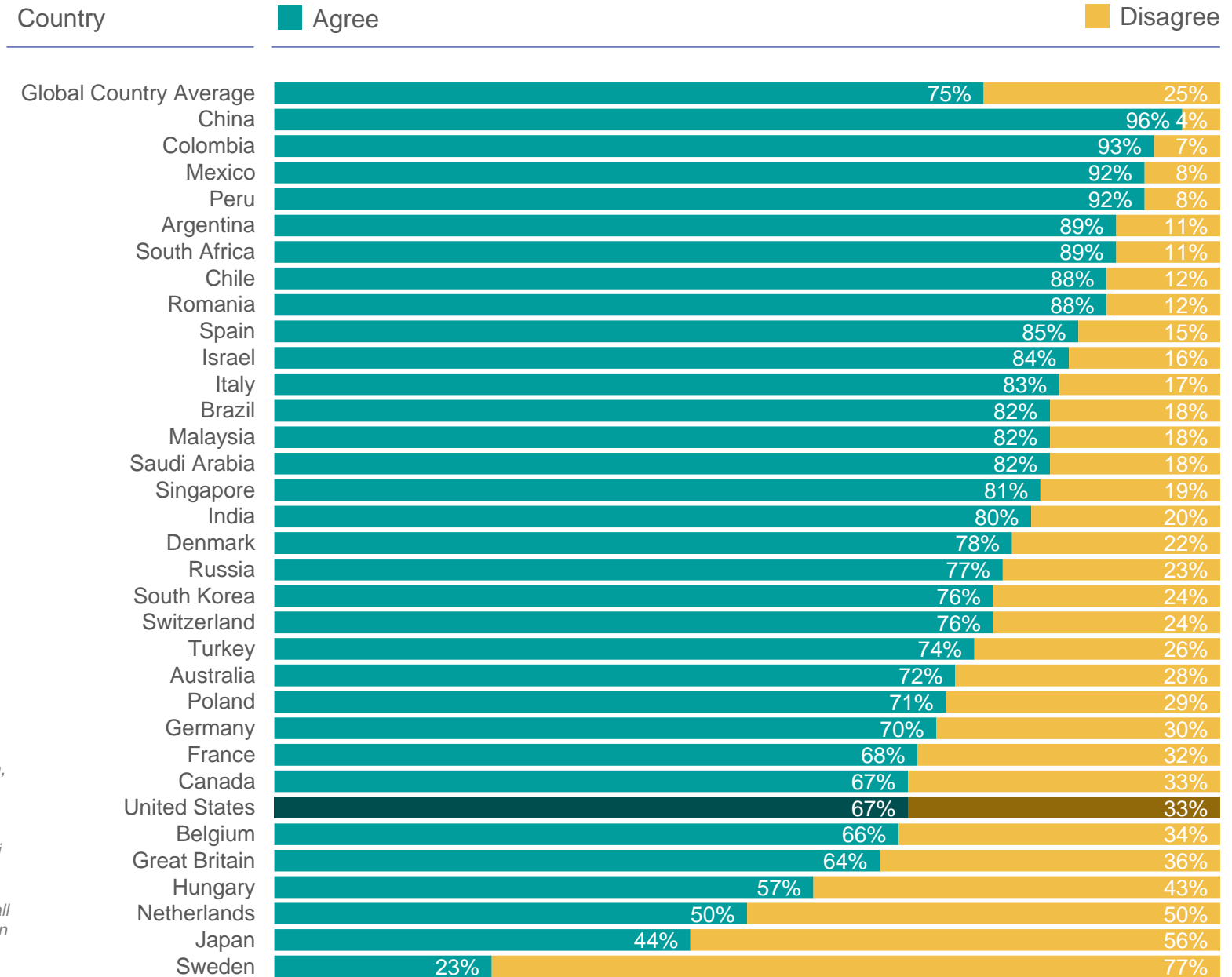


Q.

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 2022

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Q.

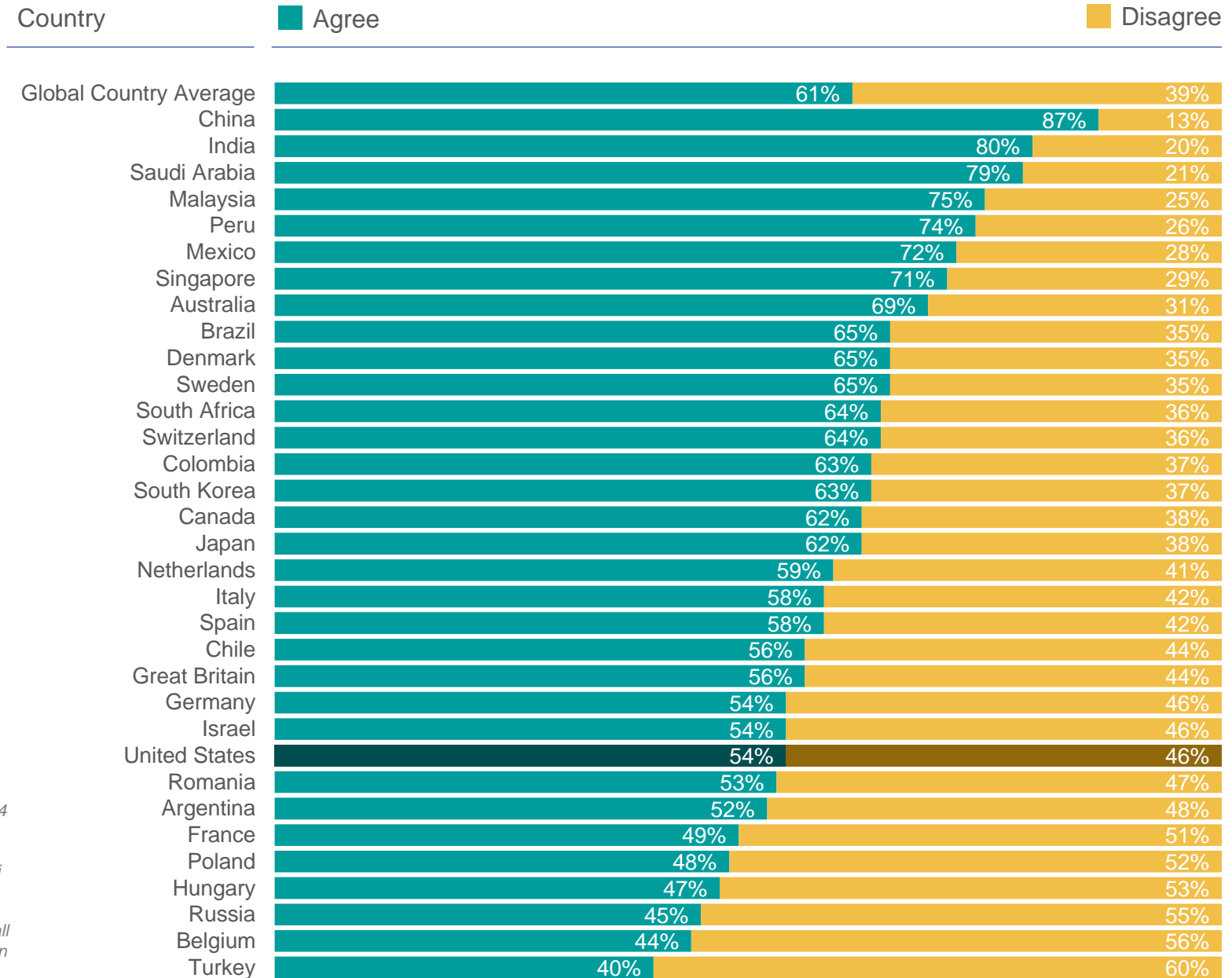
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

## The global economy will be stronger in 2022 than it was in 2021

*7-point decrease in Global Country Average compared to 54% who agreed about 2021 when asked last year*

*Base: 22,1023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021.*

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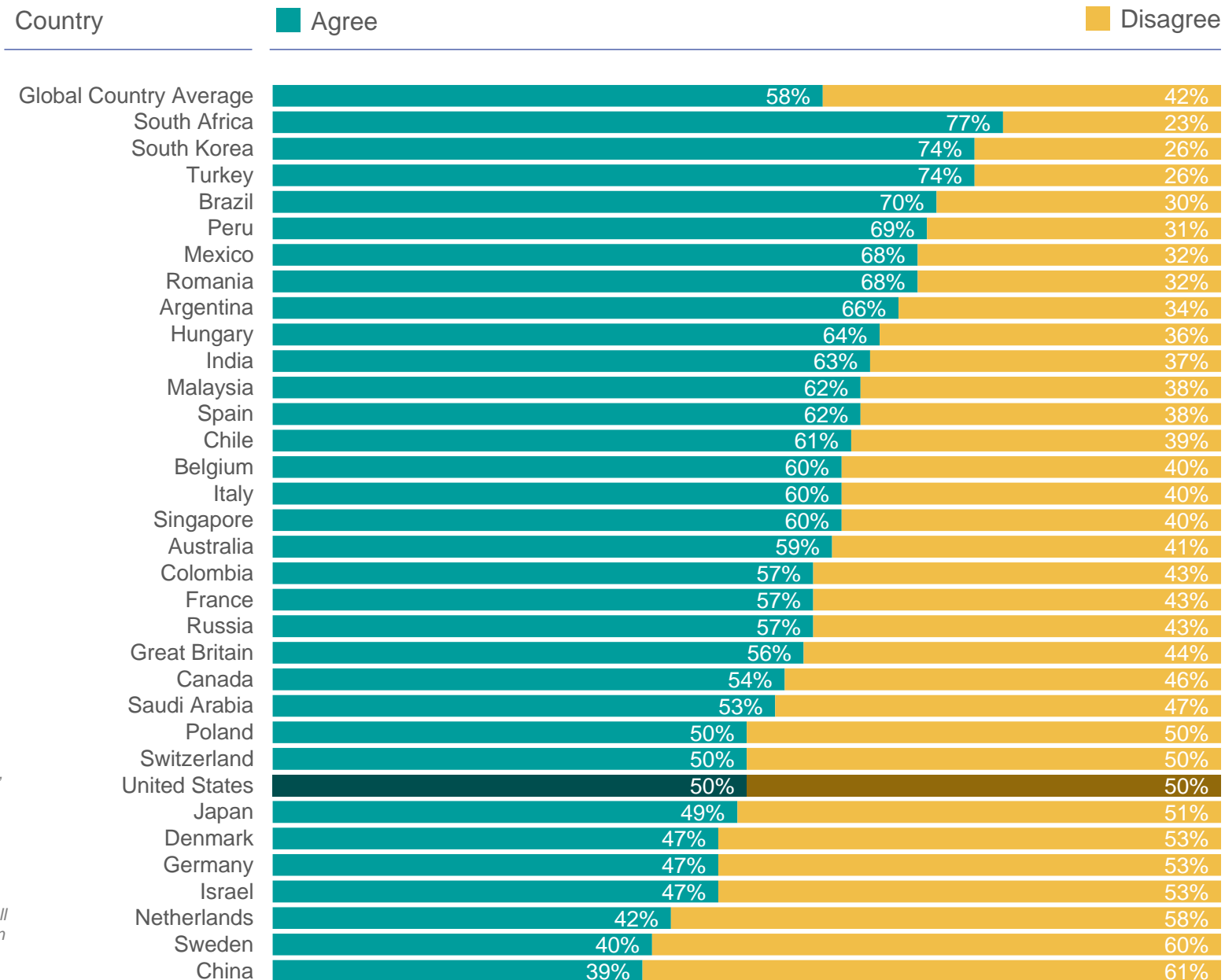
Q.

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

## 2021 was a bad year for me and my family

12-point decrease in Global Country Average compared to 70% who agreed about 2020 when asked last year

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries, October 22 – November 5, 2021. Online samples in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



# TECHNICAL NOTE

These are the results of a 33-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 27 other countries between Friday, October 22 and Friday, November 5, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and United States and 500 individuals in each of Argentina, Chile, Colombia, Denmark, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, and Turkey.

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

The samples in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, 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 countries should be viewed as reflecting the views of the more “connected” segment of their population.

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

“The Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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.

# ABOUT IPSOS

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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

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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.**

**THANK**  
**YOU**

**GAME CHANGERS**

