# GLOBAL ADVISOR PREDICTIONS 2022

**GAME CHANGERS** 



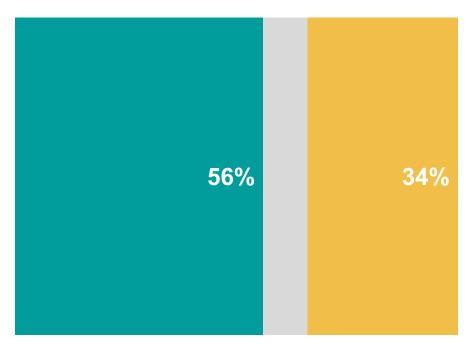
### COVID-19



#### 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





Market

Likely

Unlikely

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

Global Country Average 56% 81% 15% Peru China 80% Malaysia 79% Brazil 76% India 75% Mexico 75% Argentina 73% Colombia 72% Singapore 70% 25% Chile 69% Turkey 67% Australia 65% 64% South Korea 63% South Africa 27% 61% 23% Saudi Arabia 59% 32% Israel Russia 59% 58% 32% Spain 41% Italy 51% Canada 50% **Great Britain** 47% 45% 39% Japan 43% 48% Denmark 42% 43% France Romania 41% 44% Sweden 40% 39% 49% Netherlands **United States** 39% Belgium 38% Switzerland 34% 33% 54% Germany Poland 52% 33% 50% Hungary 29%



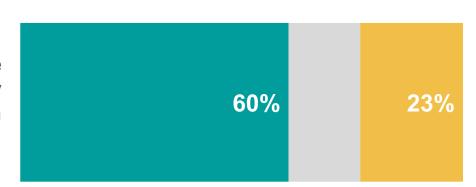
### ENVIRONMENT



#### **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





Market

Likely

Unlikely

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

Global Country Average 60% Netherlands 72% 16% **Great Britain** 69% Australia 68% Italy 68% Canada 67% 67% Singapore Belgium 66% Chile 66% Denmark 66% 25% 66% France 17% 66% Turkey Israel 63% 23% Brazil 62% 62% 18% Hungary 62% India 61% Argentina Japan 61% 20% Poland 61% Spain 61% 19% **United States** 61% Malaysia 60% Sweden 60% South Africa 59% China 58% 32% Colombia 57% Mexico 57% 57% 24% Romania Germany 56% South Korea 56% Switzerland 54% 30% Peru 51% 28% Russia 51% 27% 35% Saudi Arabia



Market Likely

Unlikely

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

Global Country Average 45% 42% China 68% 23% 67% Singapore 66% Malaysia Australia 57% South Africa 57% **Great Britain** 56% 52% India 52% 35% Russia Canada 51% 36% 50% Sweden 43% Denmark 49% 42% Switzerland 47% 46% Italy 44% 48% Israel 44% 38% Romania Argentina 43% 44% Peru 43% 46% 43% Poland 36% Chile 42% 44% **United States** 42% 40% Germany Mexico 40% 45% France 39% 43% Turkey 53% 38% Brazil 37% 37% Hungary 37% 41% Spain Japan 36% Netherlands 35% 54% 35% South Korea 54% Colombia 34% 53% Saudi Arabia 47% 29% 58% Belgium 27%



### ECONOMY



#### **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









**Q.** 

Market

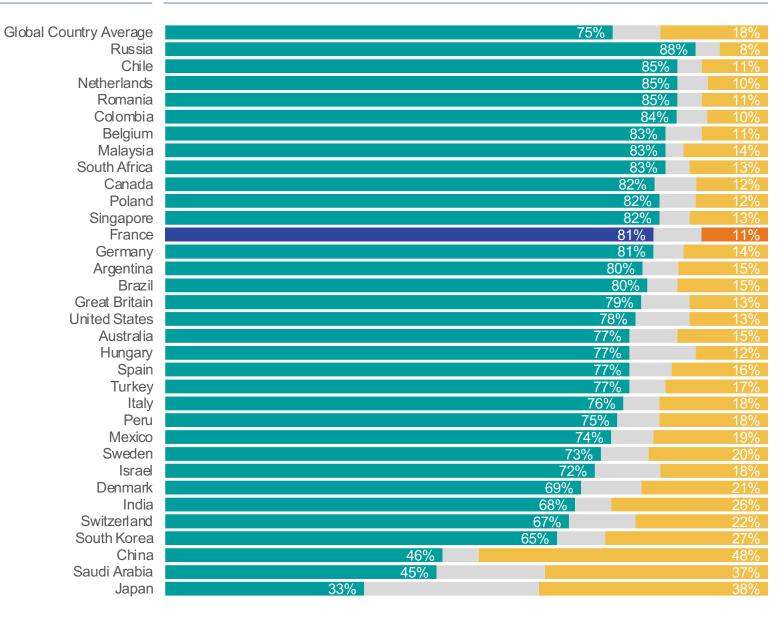
Likely

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

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa and Turkey, and 16-

74 in 27 other markets, 22 October - 5 November 2021.





Unlikely

Market

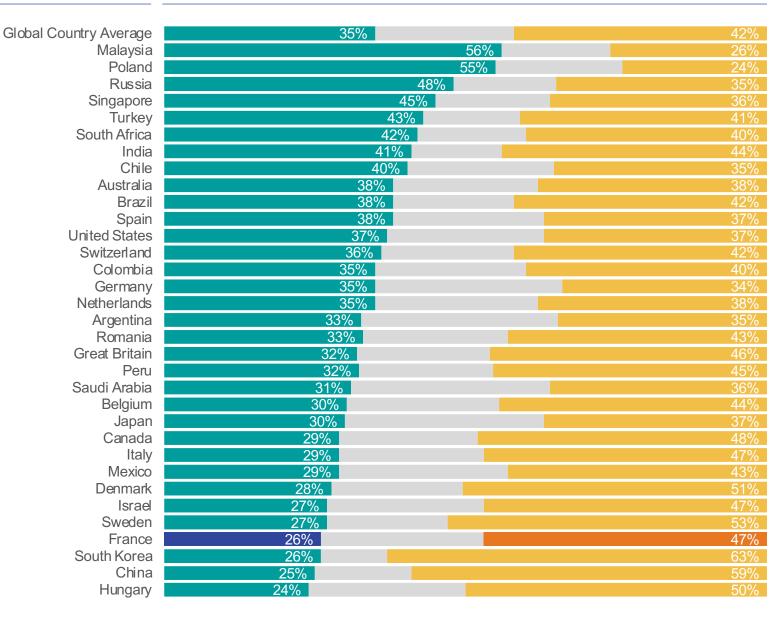
Likely

Unlikely

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

5% Global Country Average decrease compared to those who thought likely in 2020 (40%)





### SOCIETY

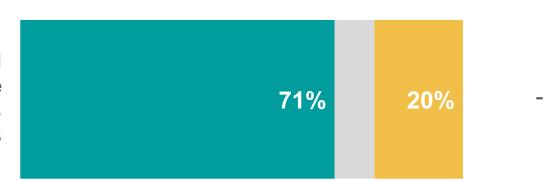


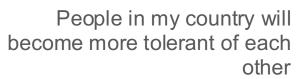
Likely

#### **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



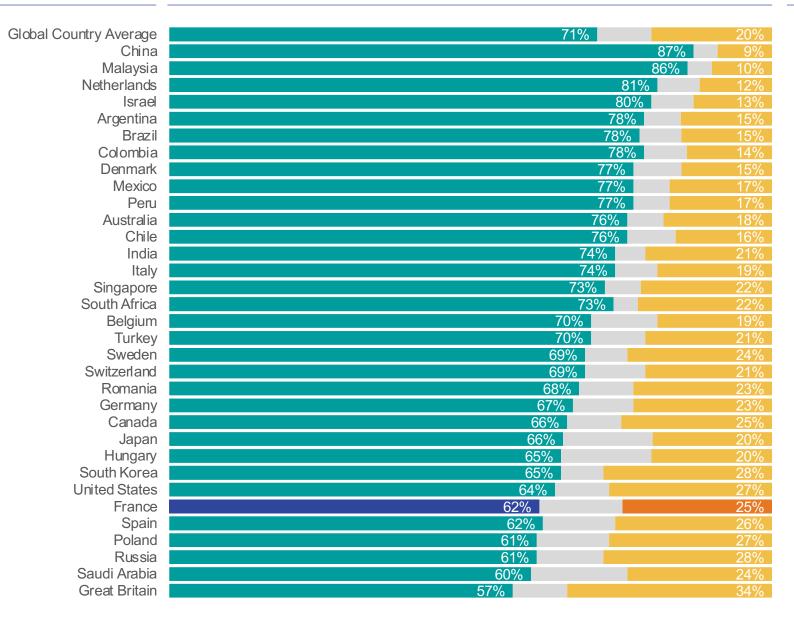






For each of the following, please tell me how likely or unlikely you think they are to happen...?

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





Market Likely

Unlikely

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

Global Country Average 28% China 83% 13% Malaysia 66% India 60% Saudi Arabia 59% Singapore 39% South Africa 38% 33% Mexico Australia 32% 56% Turkey 32% 61% Denmark 28% 60% Peru 28% Russia 28% Brazil 27% 62% 27% 59% Canada Switzerland 25% 65% Spain 22% Colombia 21% South Korea 21% Sweden 21% **United States** 21% Germany 20% Italy 20% 71% 19% 73% Argentina Chile 19% Poland 19% 18% **Great Britain** 18% 69% Romania Japan 15% 62% Netherlands 15% Israel 12% 79% 11% 79% Belgium Hungary 10% 81% 9% France



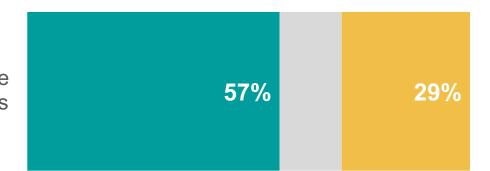
### TECHNOLOGY



#### **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



Unlikely

% Likely 2020

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





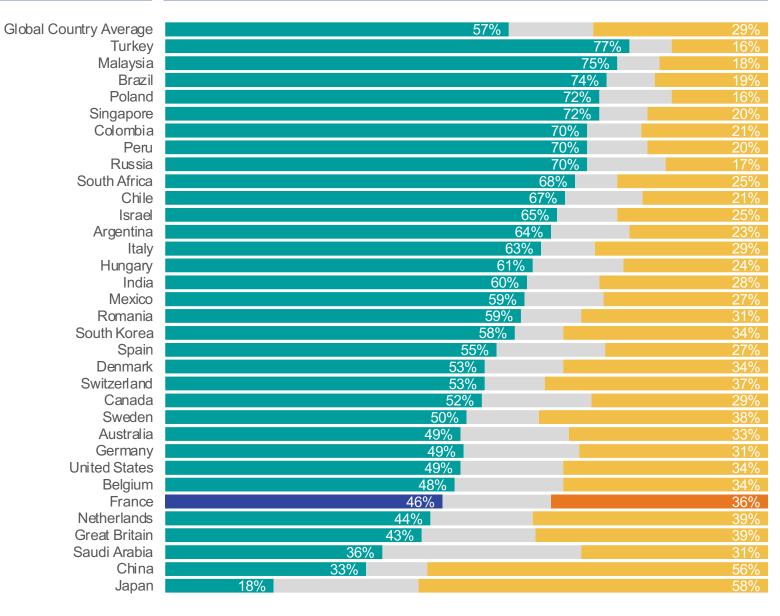
Market

Likely

Unlikely

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





Market Likely

China

Global Country Average

Unlikely

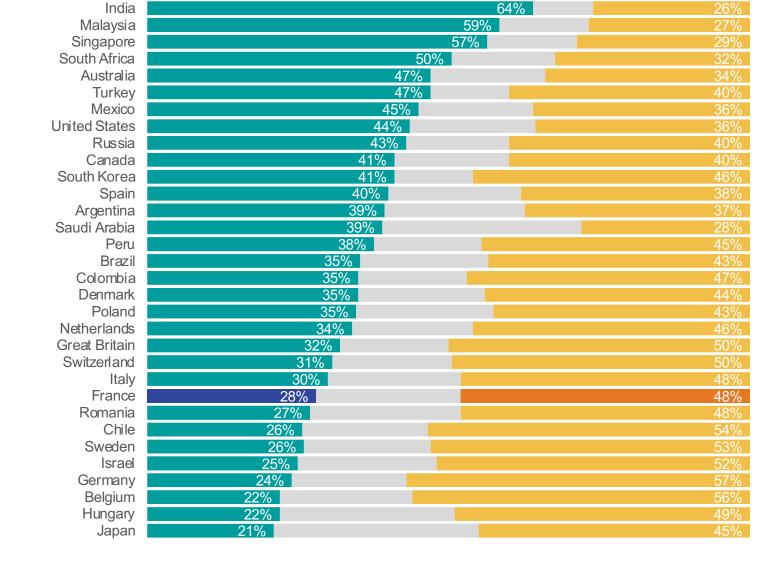
74%

42%

15%

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



38%

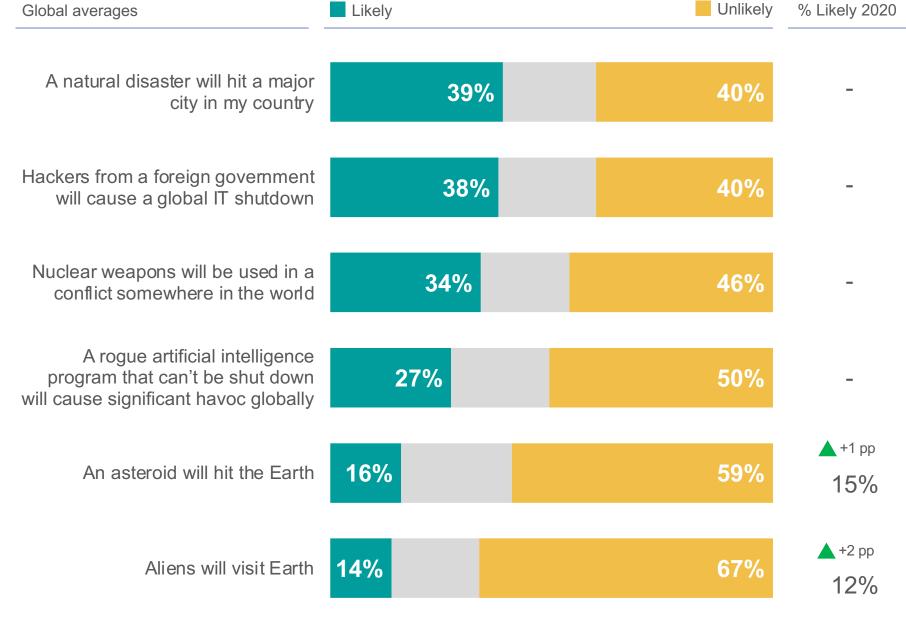


### GLOBAL THREATS



#### **Global threats**

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





Market Likely

Unlikely

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

Global Country Average 39% **United States** 63% 20% Chile 61% Japan 60% Turkey 58% 22% Peru 53% 52% Malaysia 50% 32% India Australia 49% Spain 49% 24% Mexico 48% Colombia 45% Russia 45% 38% Belgium 42% 42% 37% Italy 40% 35% Brazil 40% France Poland 38% Canada 37% 36% Germany 41% Argentina 34% 34% China 33% South Korea 33% 56% Netherlands 30% 51% 29% 45% Israel **Great Britain** 28% South Africa 28% Switzerland 28% 58% Romania 27% Sweden 24% Denmark 21% 66% Saudi Arabia 19% 42% Singapore 18% Hungary 16%



Market

Likely

Unlikely

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

Global Country Average 38% Turkey 55% 27% 51% Spain 50% Israel Malaysia 49% South Africa 48% 46% Poland Australia 44% Belgium 44% Singapore 44% 36% **United States** 43% Colombia 41% India 41% 41% Sweden Chile 39% 35% 39% 41% France **Great Britain** 38% 42% 38% Netherlands 45% Romania 38% 36% South Korea 50% 38% Switzerland 38% Denmark 35% Brazil 34% 42% Canada 34% 34% 37% Hungary Argentina 32% Peru 32% 31% 46% Germany Italy 31% Mexico 31% Russia 31% 48% 30% 39% Japan Saudi Arabia 28% China 19%



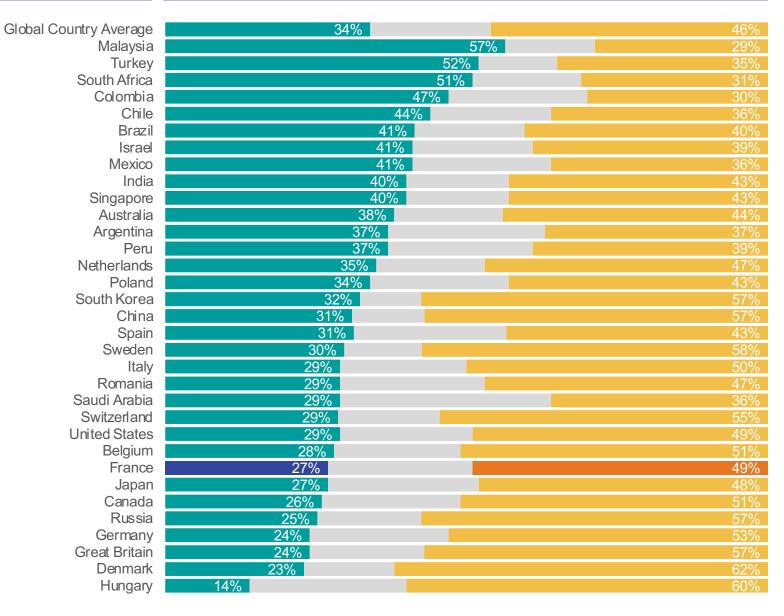
Market

Likely

Unlikely

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





Market Likely

Unlikely

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

Global Country Average 27% Malaysia 53% 32% India 46% Turkey 43% Singapore 36% South Africa 33% South Korea 33% Colombia 31% Mexico 31% Spain 31% 43% 30% 47% Brazil Switzerland 29% Chile 28% Argentina 27% 27% 46% Peru 51% Australia 26% Germany 26% Poland 26% 50% Saudi Arabia 26% 40% 62% China 25% France 25% 50% 25% Italy Belgium 24% 50% Romania 24% 54% 24% 62% Russia Israel 22% **United States** 22% 21% 46% Japan **Great Britain** 20% 18% Canada 18% 56% Denmark Netherlands 18% 58% Sweden 16% Hungary 15%



Market Likely

Unlikely

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

### An asteroid will hit the Earth

Global Country Average 16% Malaysia 33% 38% India 28% Turkey 26% Colombia 21% Singapore 21% Australia 20% 20% Spain Chile 18% 52% Denmark 18% 67% Saudi Arabia 18% 42% South Africa 18% Mexico 17% Argentina 16% 16% 63% Canada Russia 62% 16% Switzerland 16% 58% Brazil 15% France 15% 60% South Korea 15% China 14% Netherlands 14% United States 14% 63% 13% 67% Germany **Great Britain** 13% Italy 13% 13% 54% Peru 13% 64% Poland Sweden 13% 12% Romania Israel 11% 62% 10% 67% Belgium Hungary 8% 62% 62% Japan 8%



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

#### Aliens will visit Earth

Global Country Average 14% India 30% 42% Saudi Arabia 28% 41% Chile 21% Mexico 19% Turkey 19% 18% Brazil Australia 17% Colombia 55% 17% Romania 17% 57% Argentina 16% Malaysia 15% Russia 15% 64% South Africa 15% Denmark 14% 76% 59% Peru 14% 14% Singapore Switzerland 14% United States 13% 12% 72% Italy Canada 11% China 11% South Korea 11% 74% 10% 77% Germany Great Britain 10% 78% Japan 10% 10% Poland 10% 70% Spain Hungary 9% 9% Israel 9% Netherlands 83% Sweden 8% 82% Belgium 6% 6% France 77%



### OUTLOOK FOR 2022

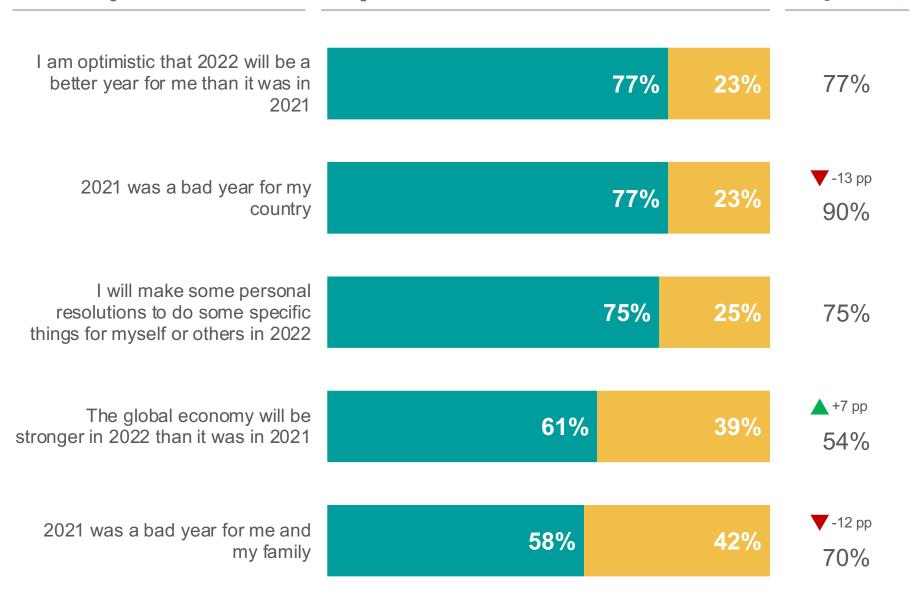


Q

#### **Outlook for 2022**

Global averages

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



Agree

Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa and Turkey, and 16-74 in 27 other markets, 22 October – 5 November 2021.



Disagree

% Agree 2020

Market Agree

Disagree

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 Global Country Average 77% China 94% Mexico 90% Saudi Arabia 90% Colombia 88% Peru 87% Chile 86% South Africa 84% India 83% Australia 82% 18% Brazil 82% 18% 82% Malaysia Israel 80% 20% Romania 80% 79% 21% Argentina 21% Denmark 79% 79% Hungary Singapore 79% 78% 22% Sweden Canada 23% 77% Switzerland 75% 25% 74% Netherlands Italy 73% 27% Russia 73% 27% **Great Britain** 72% 28% Spain 72% 71% Poland South Korea 71% 29% **United States** 71% 65% 35% Germany 60% France 40% Turkev 59% 41% Belgium 58% 42% 54% Japan



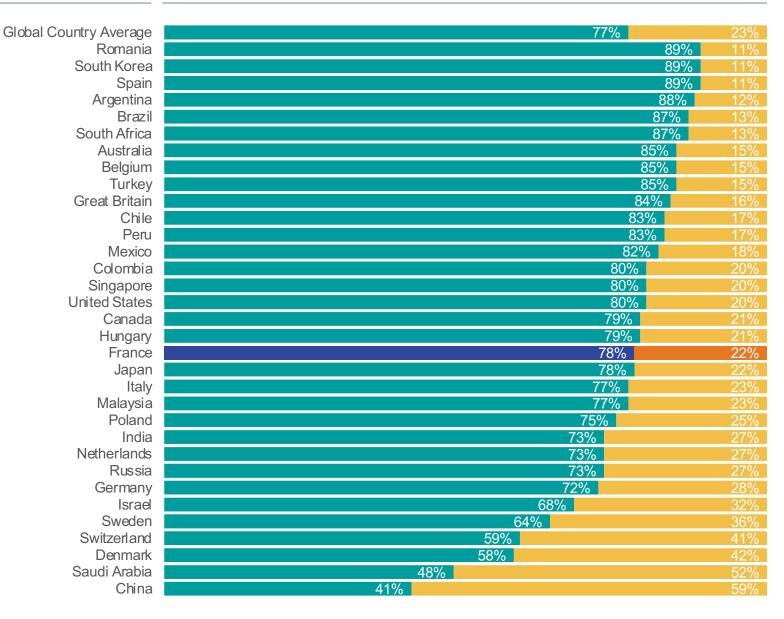
Market Agree

Disagree

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% Global Country Average decrease compared to those who agreed in 2020 (90%)





Market

Global Country Average

China

Colombia

Agree

Disagree

96% 4

93%

75%

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

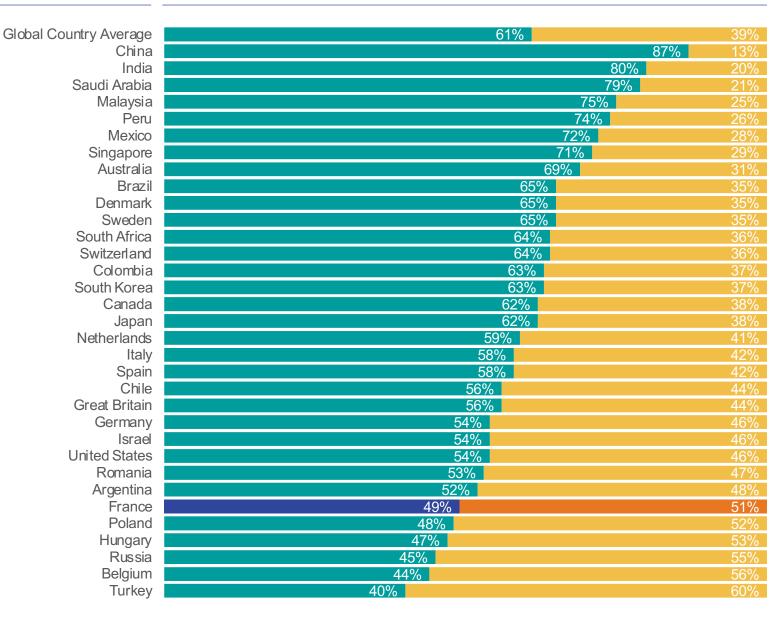
Mexico 92% Peru 92% Argentina 89% South Africa 89% Chile 88% 88% Romania Spain 85% 15% 84% Israel 83% Italy Brazil 82% Malaysia 82% Saudi Arabia 82% 18% 81% 19% Singapore India 80% 22% Denmark 78% 77% Russia 23% South Korea 76% 24% Switzerland 76% Turkey 74% Australia 72% 28% Poland 71% 70% Germany France 68% 32% Canada 67% **United States** 67% 33% Belgium 66% **Great Britain** 64% 57% 43% Hungary Netherlands 50% 50% 56% Japan 44% Sweden 23%



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% Global Country Average increase compared to those who agreed in 2020 (54%)





statements:

Market

Agree

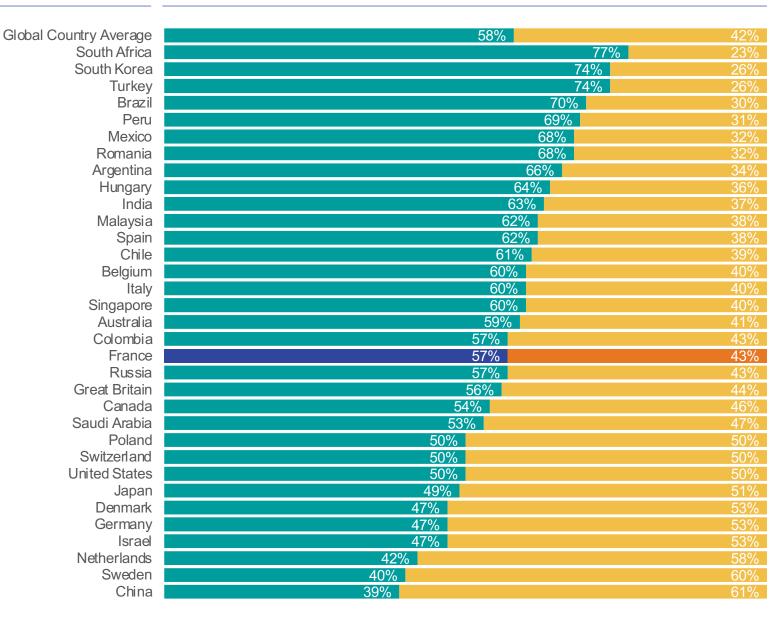
Disagree

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree

very much with the following

2021 was a bad year for me and my family

12% Global Country Average decrease compared to those who agreed in 2020 (90%)





#### 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 markets 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**

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.



#### A PROPOS D'IPSOS

Ipsos est l'une des plus grandes entreprises du marché des études dans le monde, présente dans 90 marchés et comptant 18 000 collaborateurs.

Nos chercheurs, analystes et scientifiques sont passionnément curieux et ont développé des capacités multi-spécialistes qui permettent de fournir des informations et des analyses poussées sur les actions, les opinions et les motivations des citoyens, des consommateurs, des patients, des clients et des employés. Nos 75 solutions s'appuient sur des données primaires provenant de nos enquêtes, de notre suivi des réseaux sociaux et de techniques qualitatives ou observationnelles.

Notre signature « Game Changers » résume bien notre ambition d'aider nos 5 000 clients à évoluer avec confiance dans un monde en rapide évolution.

Créé en France en 1975, Ipsos est coté sur Euronext Paris depuis le 1er juillet 1999. L'entreprise fait partie des indices SBF 120 et Mid-60 et est éligible au service de règlement différé (SRD).

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#### **GAME CHANGERS**

Dans un monde qui évolue rapidement, s'appuyer sur des données fiables pour prendre les bonnes décisions n'a jamais été aussi important.

Chez Ipsos, nous sommes convaincus que nos clients cherchent plus qu'un simple fournisseur de données. Ils ont besoin d'un véritable partenaire qui leur procure des informations précises et pertinentes, et les transforme en connaissances pour leur permettre de passer à l'action.

Voilà pourquoi nos experts, curieux et passionnés, délivrent les mesures les plus exactes pour en extraire l'information qui permettra d'avoir une vraie compréhension de la Société, des Marchés et des Individus.

Nous mêlons notre savoir-faire au meilleur des sciences et de la technologie, et appliquons nos quatre principes de sécurité, simplicité, rapidité et de substance à tout ce que nous produisons.

Pour permettre à nos clients d'agir avec plus de rapidité, d'ingéniosité et d'audace.

La clef du succès se résume par une vérité simple :

« YOU ACT BETTER WHEN YOU ARE SURE\* »

\*Pour prendre les bonnes décisions, il faut être sûr.



# THANK YOU

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**GAME CHANGERS** 

