

# GLOBAL ADVISOR PREDICTIONS 2022

GAME CHANGERS



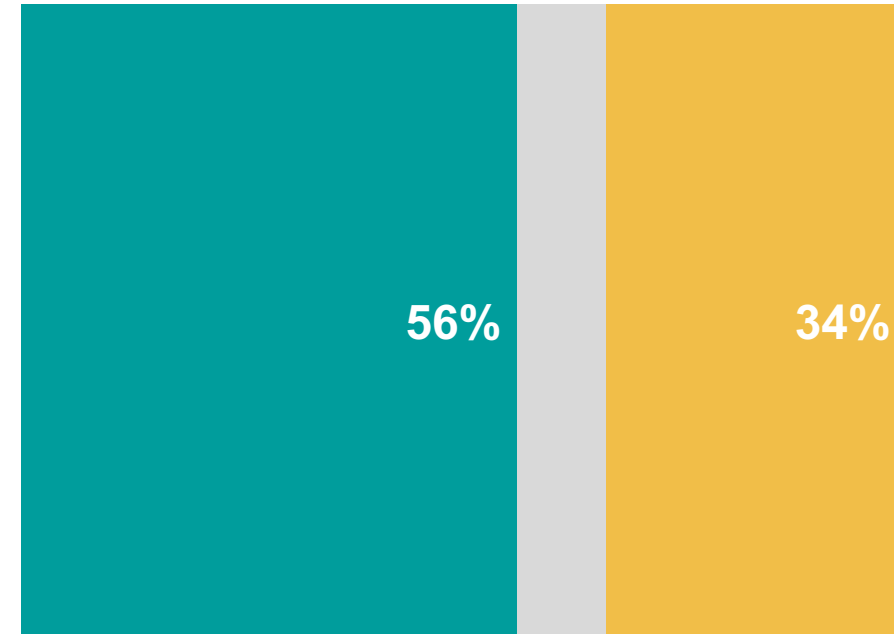
# COVID-19

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

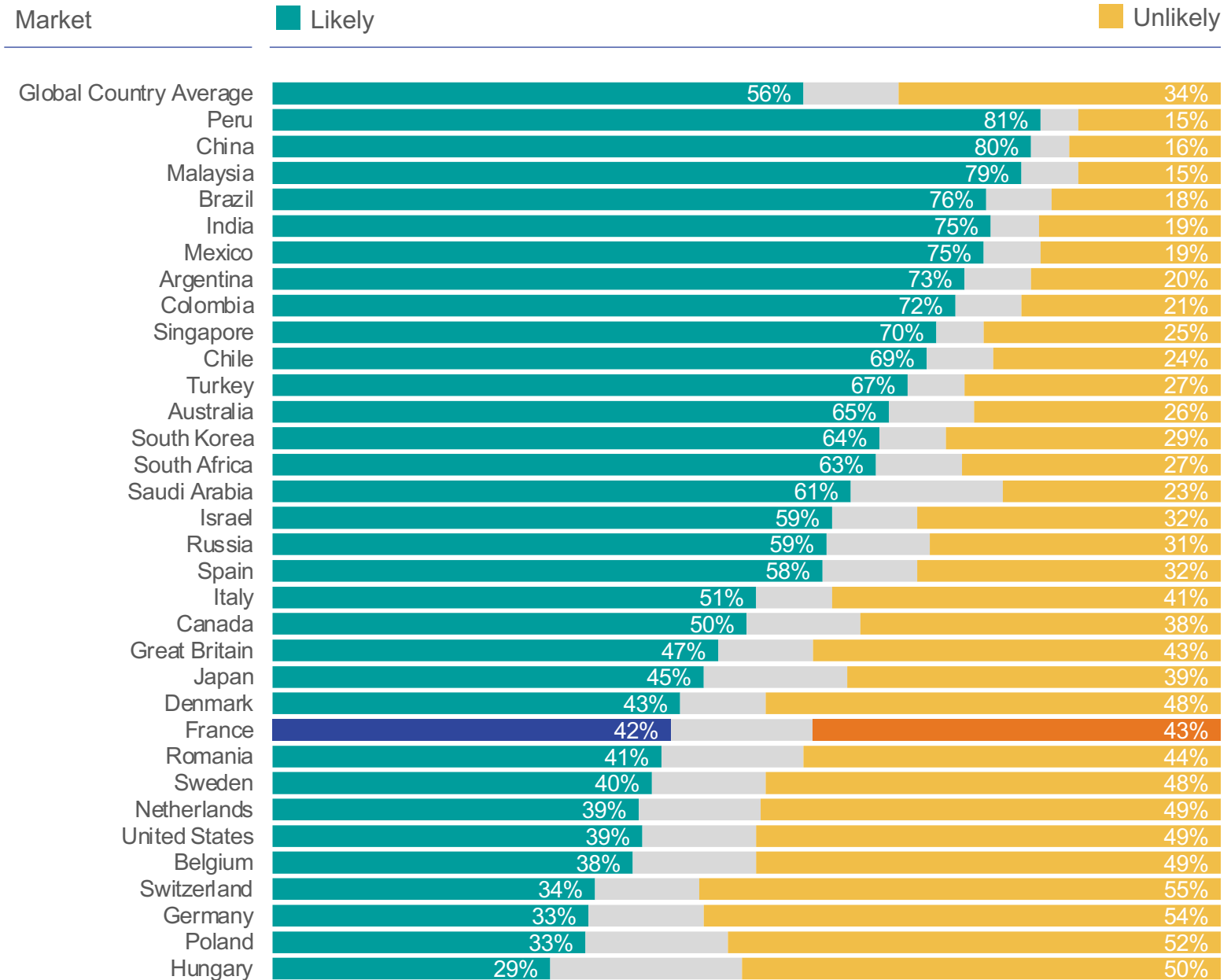


Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa and Turkey, and 16-74 in 27 other markets, 22 October – 5 November 2021.

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 markets, 22 October – 5 November 2021.

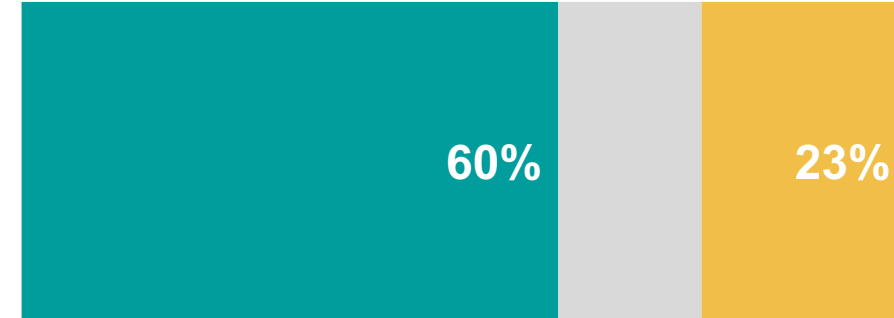
# ENVIRONMENT

Q.

## Environment

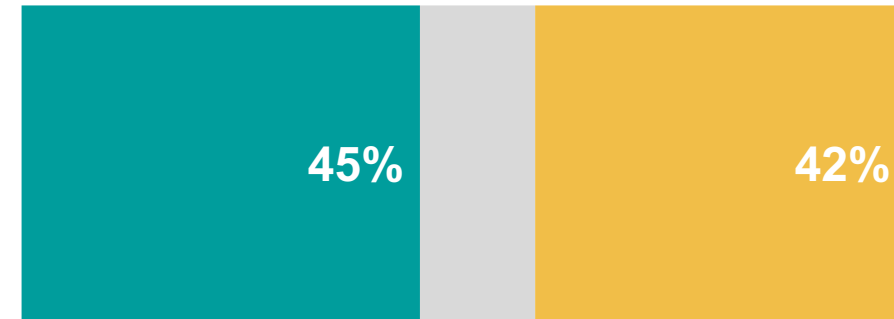
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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



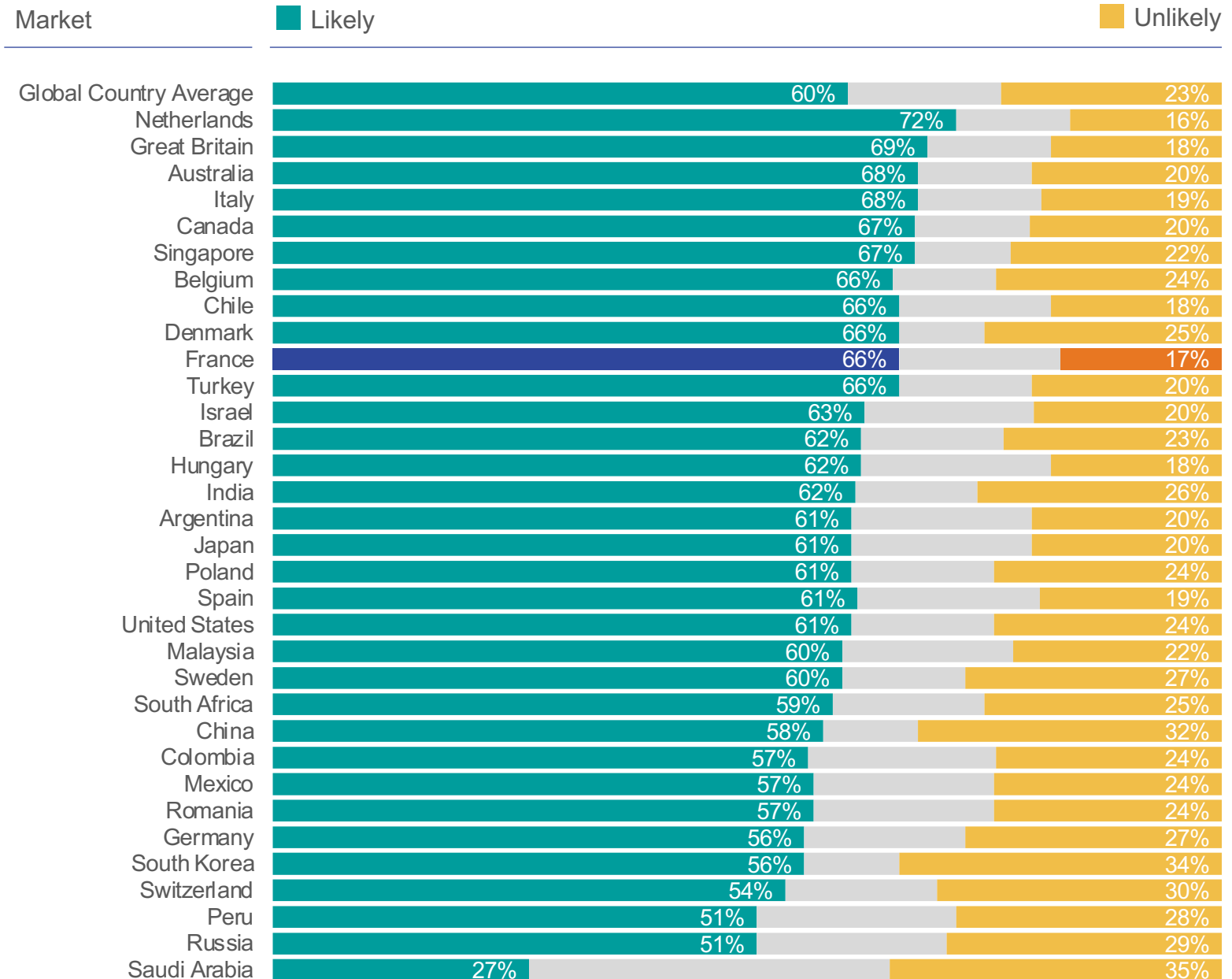
-

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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

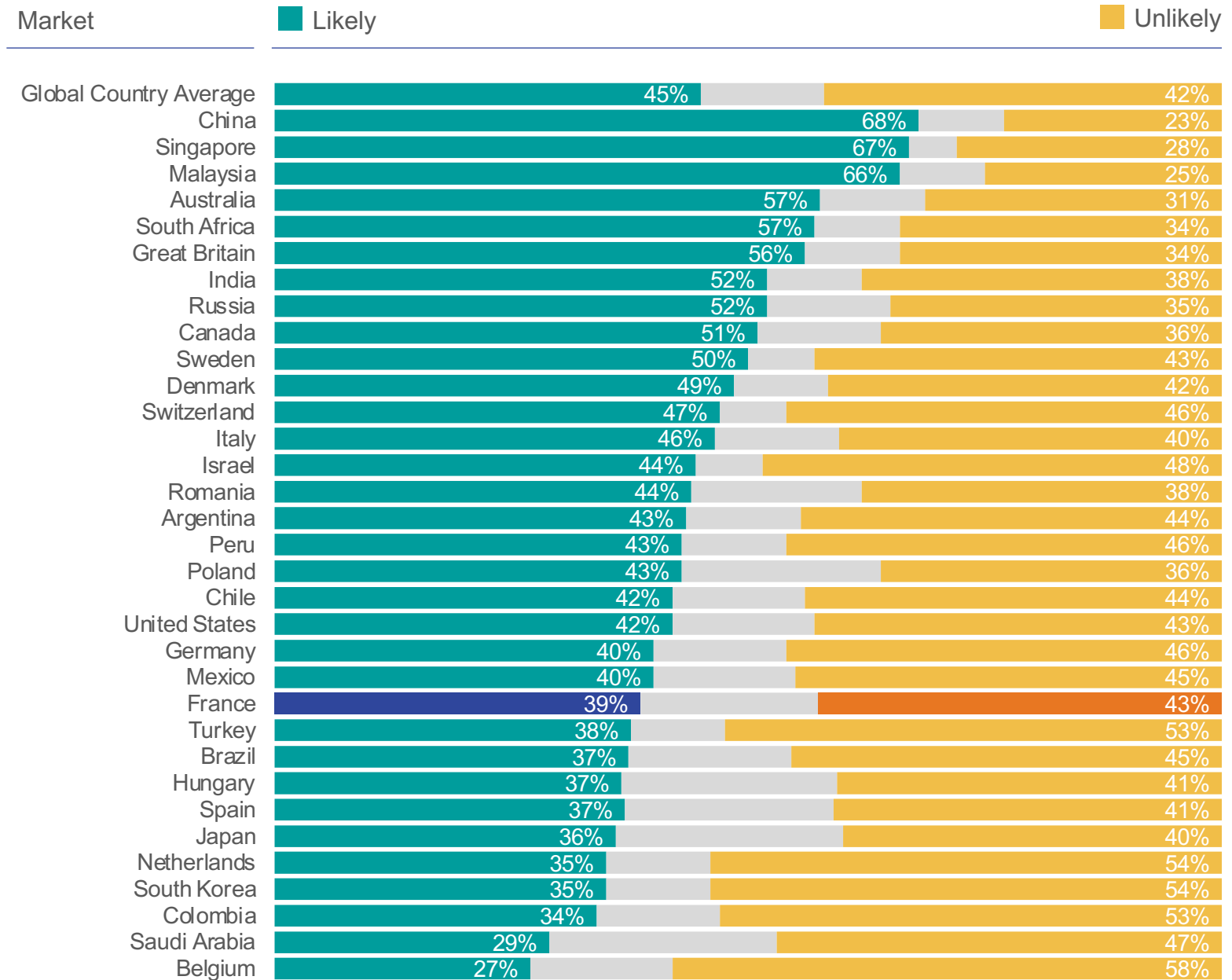


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Q.

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 markets, 22 October – 5 November 2021.



# 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



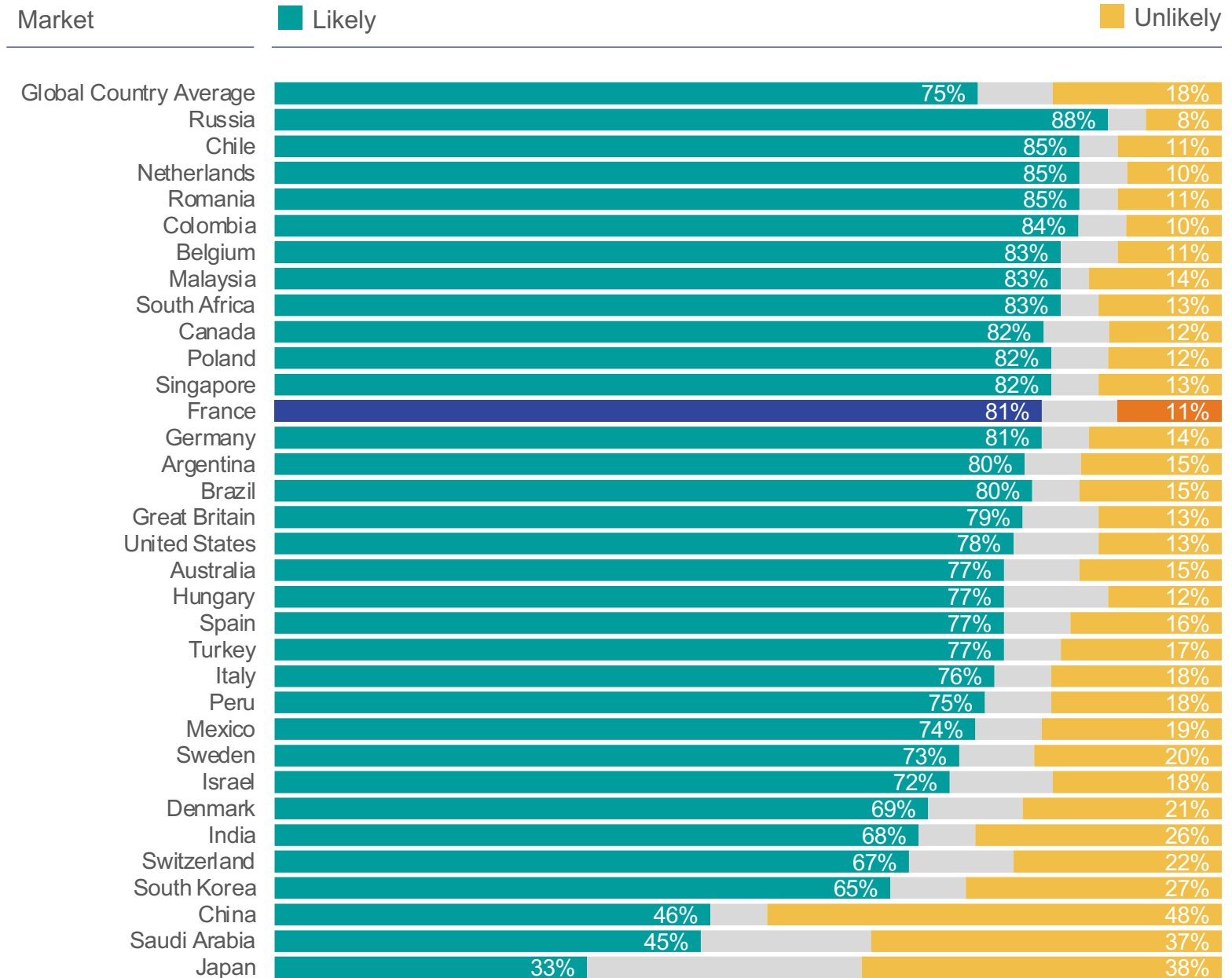
▼ -5 pp  
40%

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.

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



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.

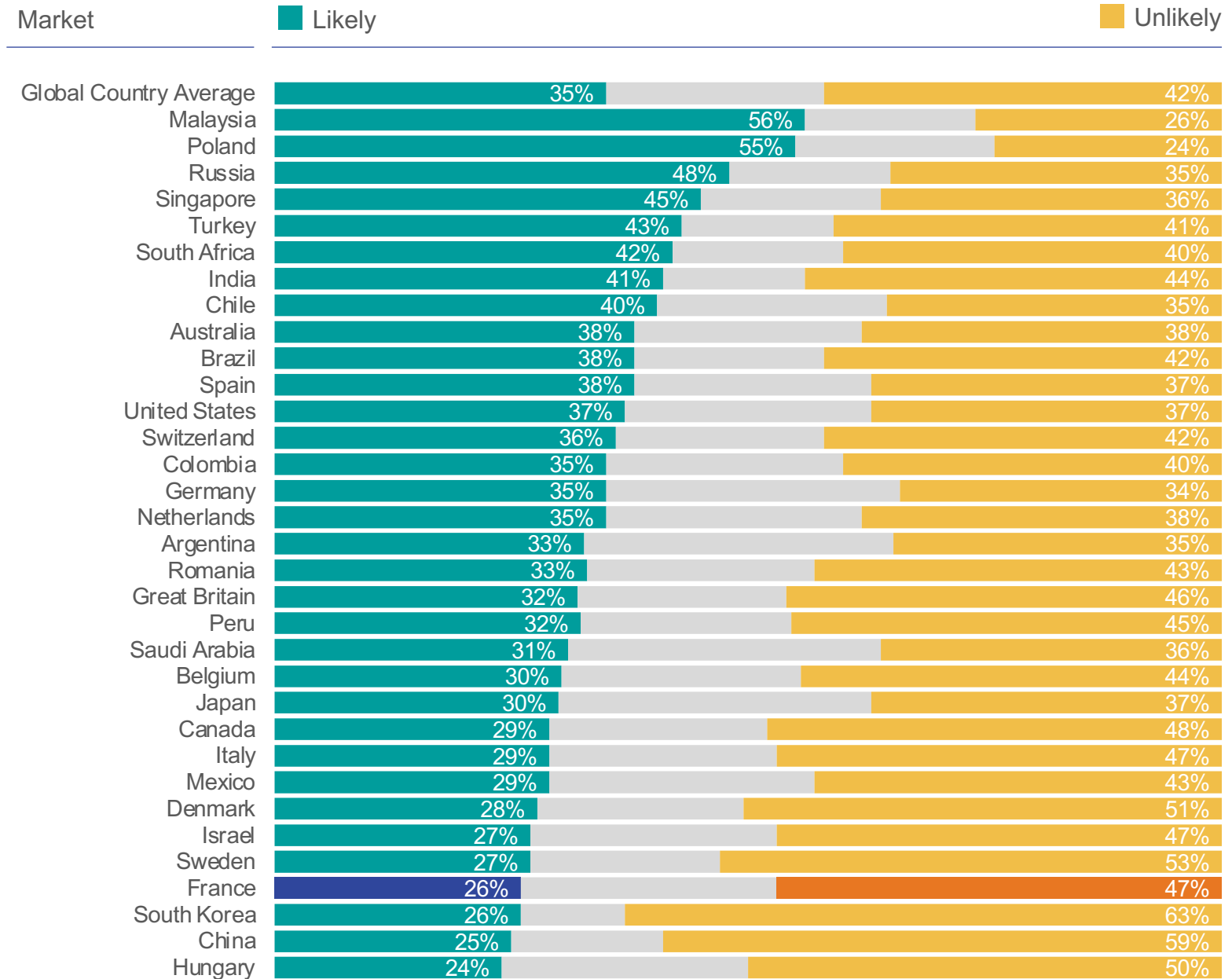
Q.

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

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

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.



# SOCIETY

# Q.

## Society

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

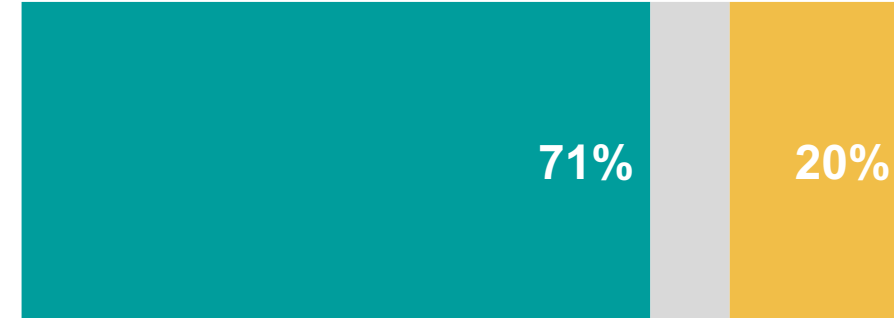
Global averages

Likely

Unlikely

% Likely 2020

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%

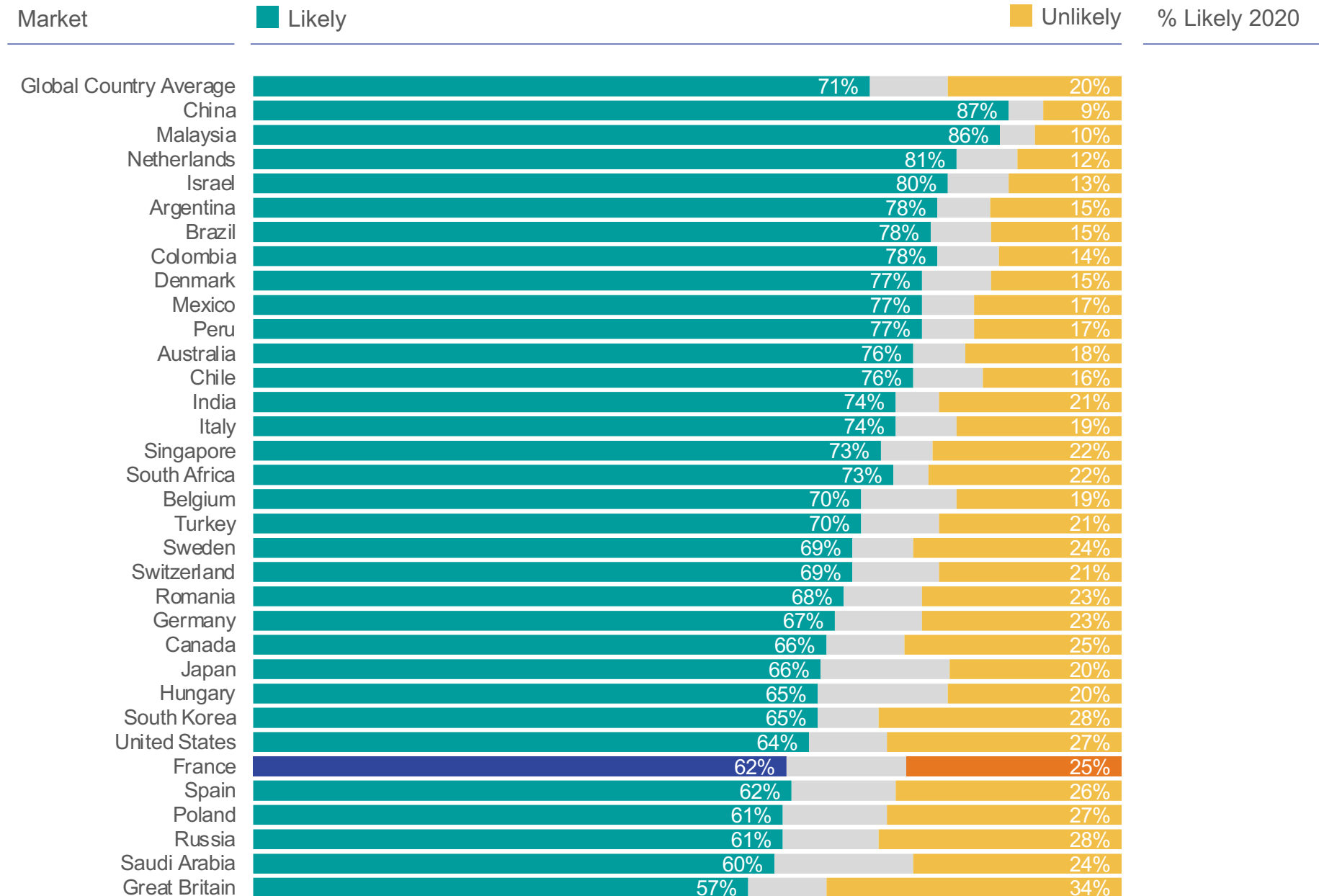
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Q.

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

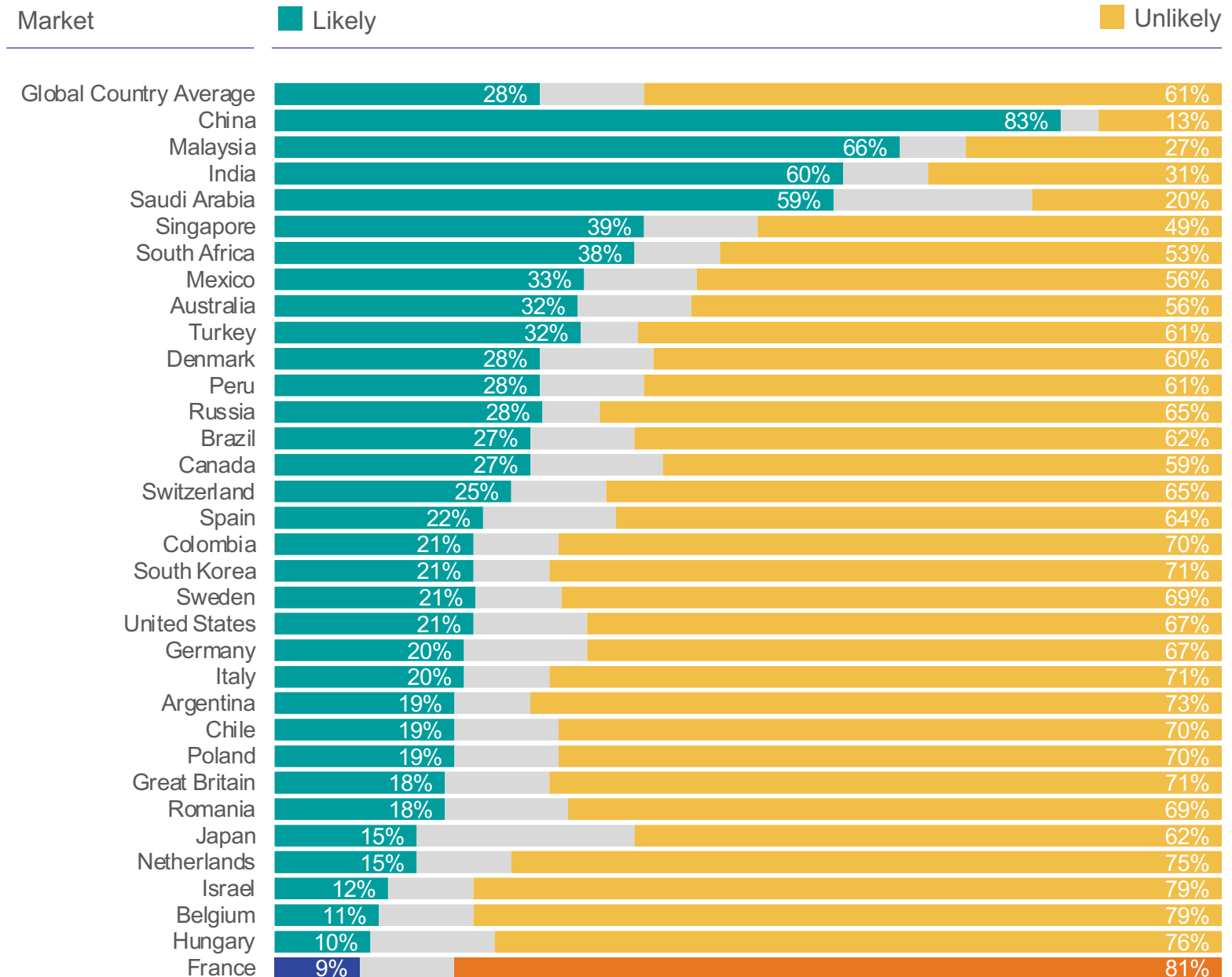
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Q.

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



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.



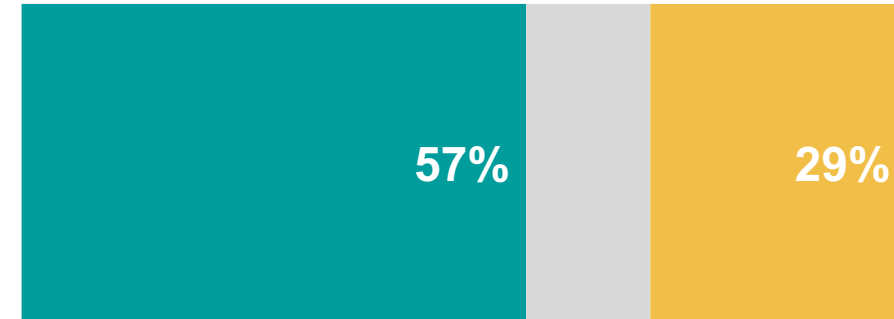
# TECHNOLOGY

Q.

## Technology

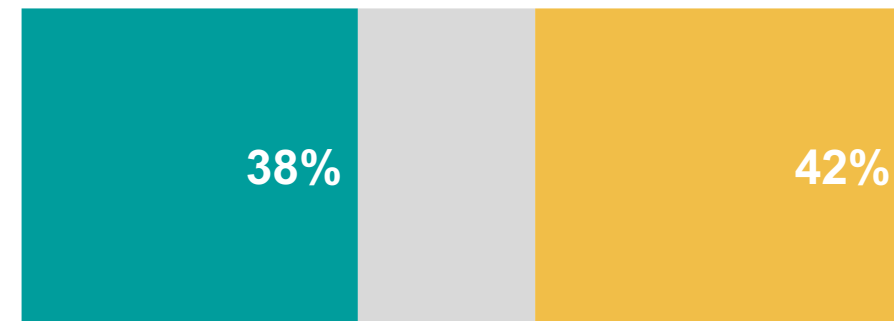
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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



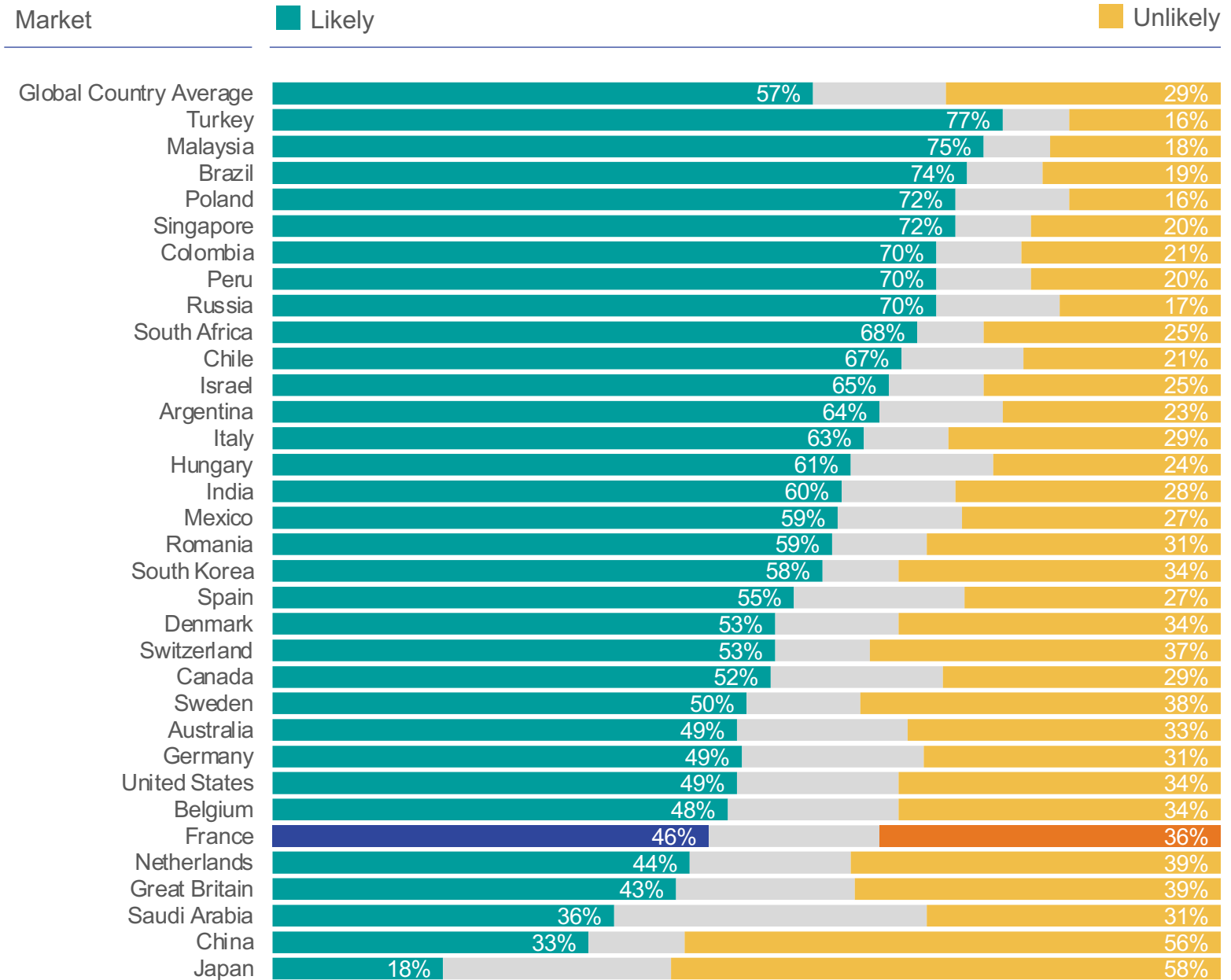
-

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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

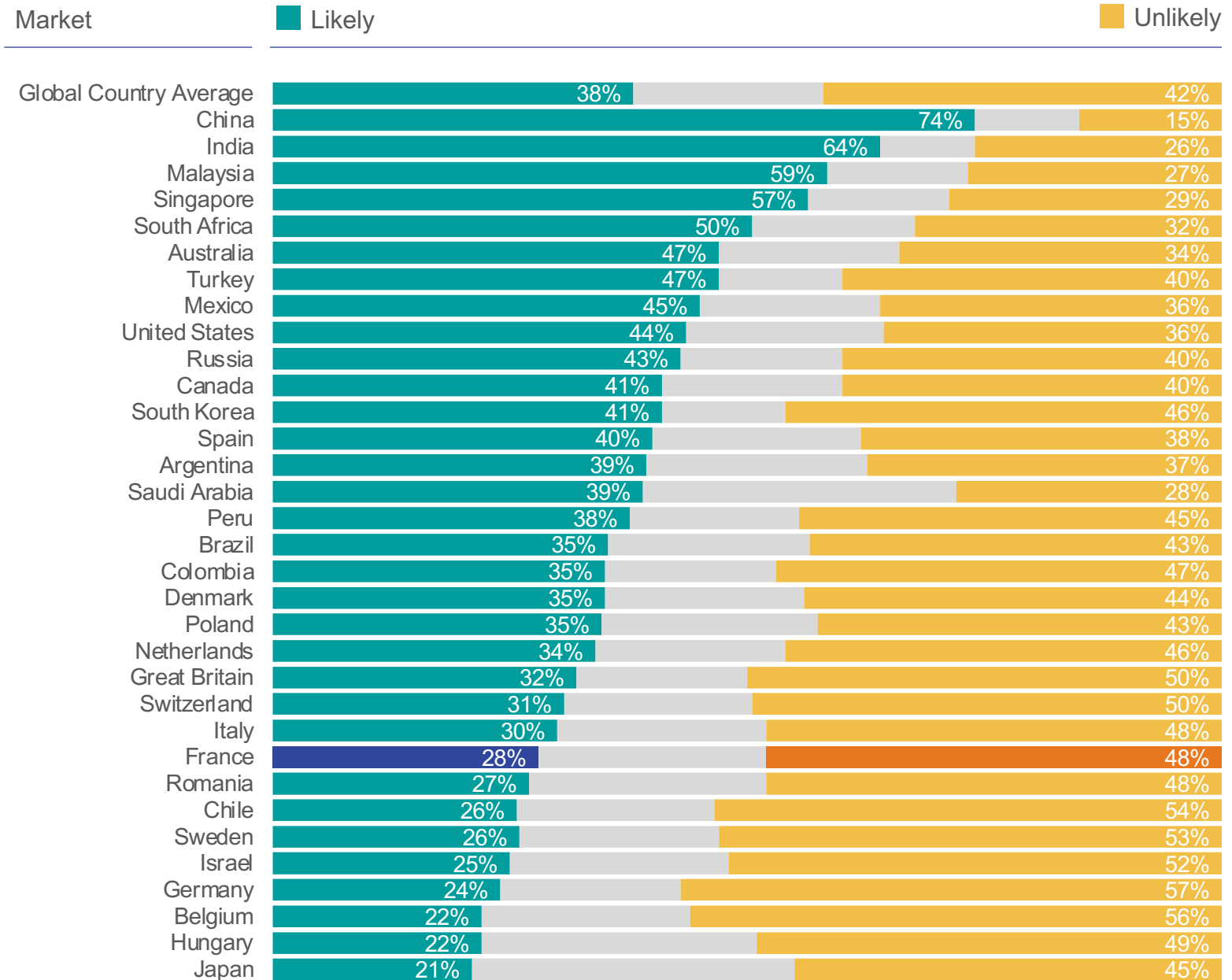


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For each of the following, please tell me how likely or unlikely you think they are to happen...?

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



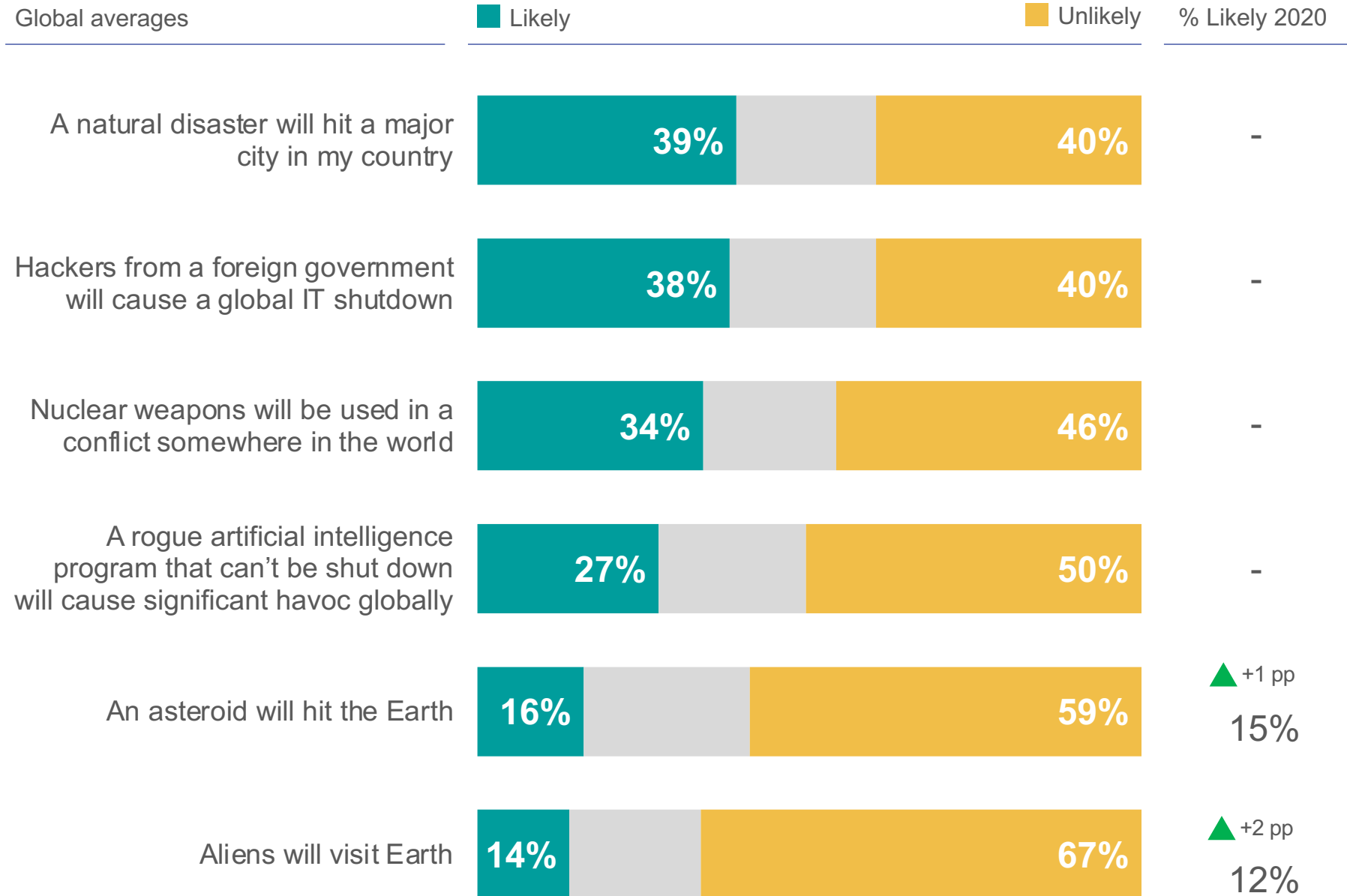
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# GLOBAL THREATS

Q.

## Global threats

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

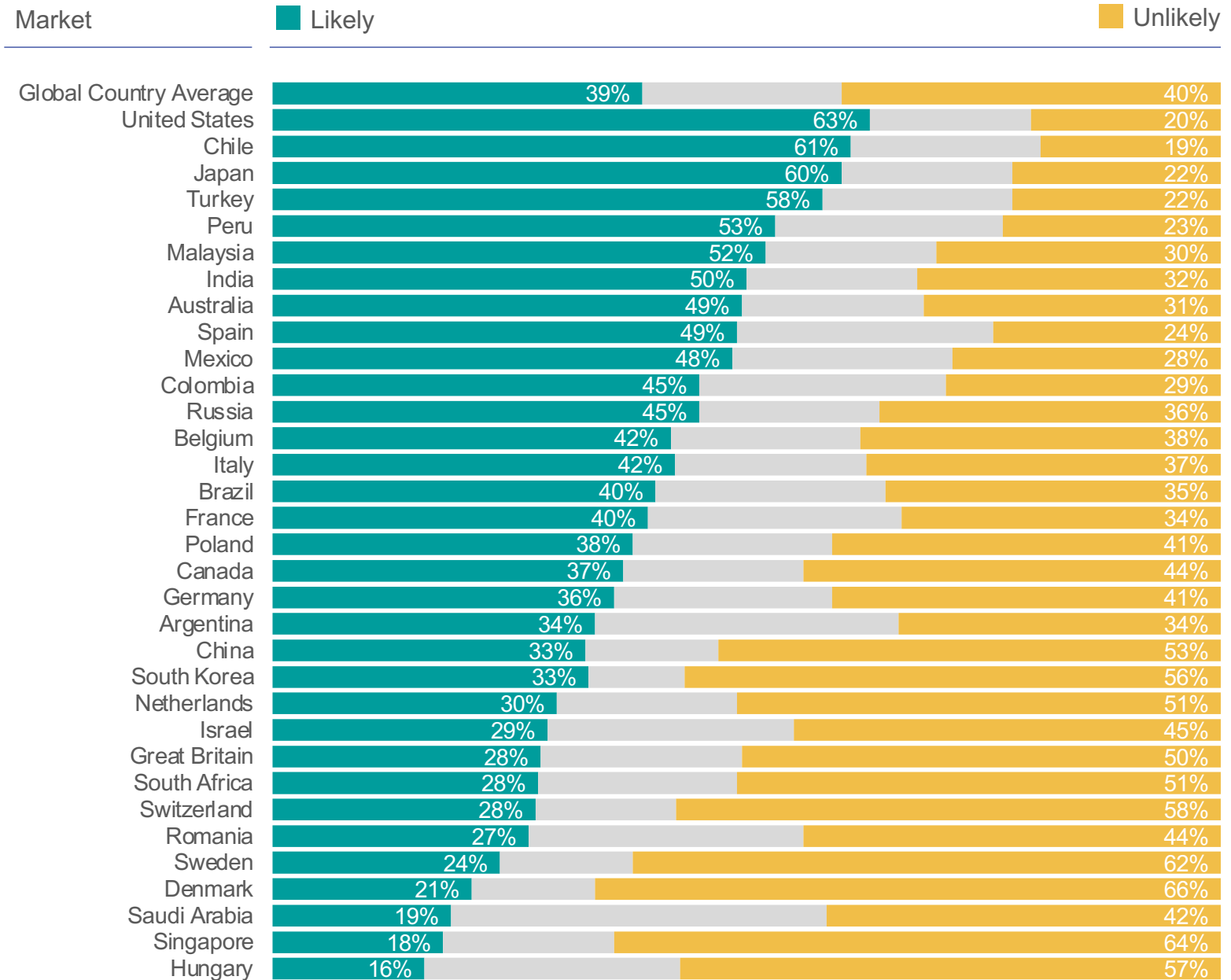


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Q.

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



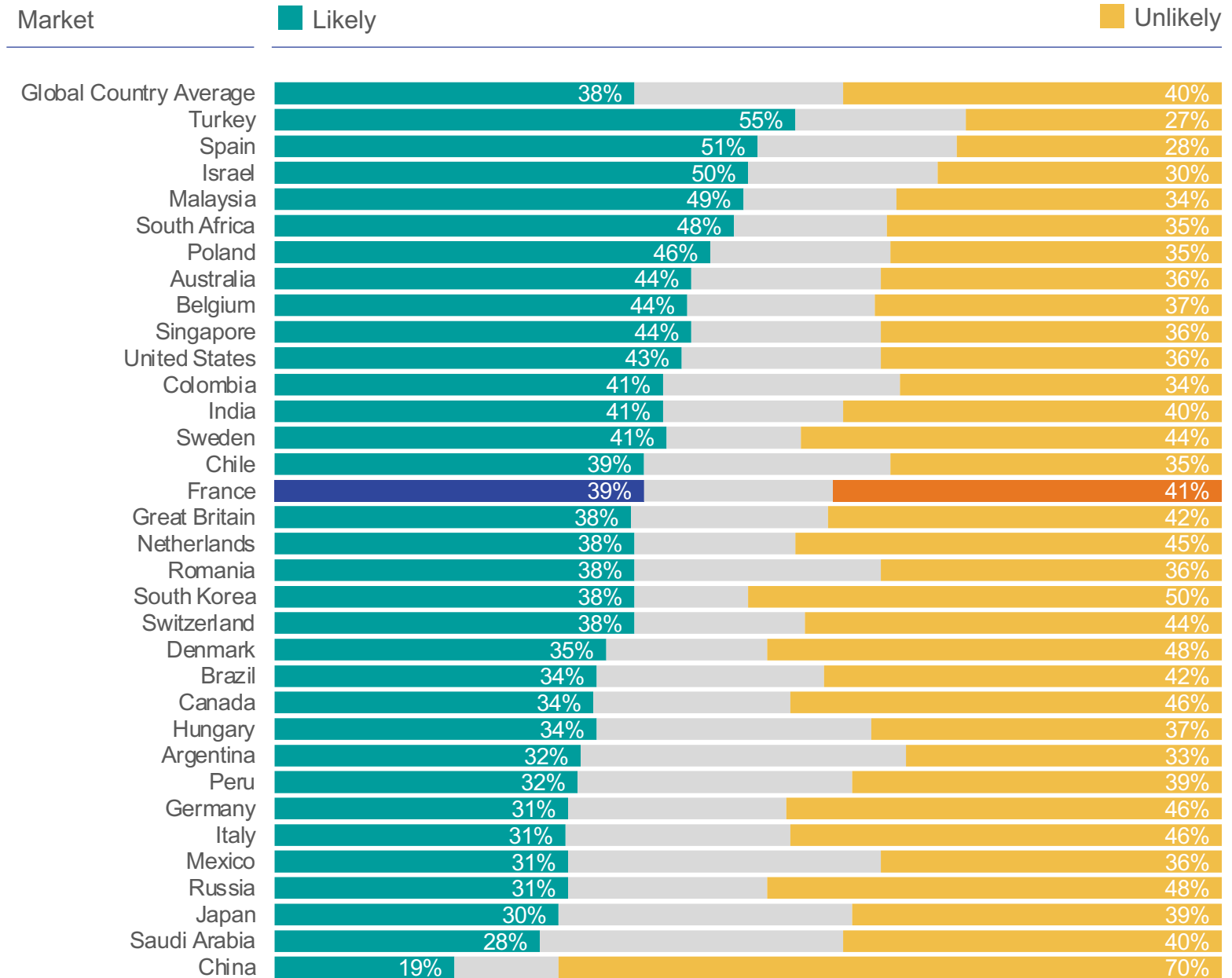
Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa and Turkey, and 16-74 in 27 other markets, 22 October – 5 November 2021.

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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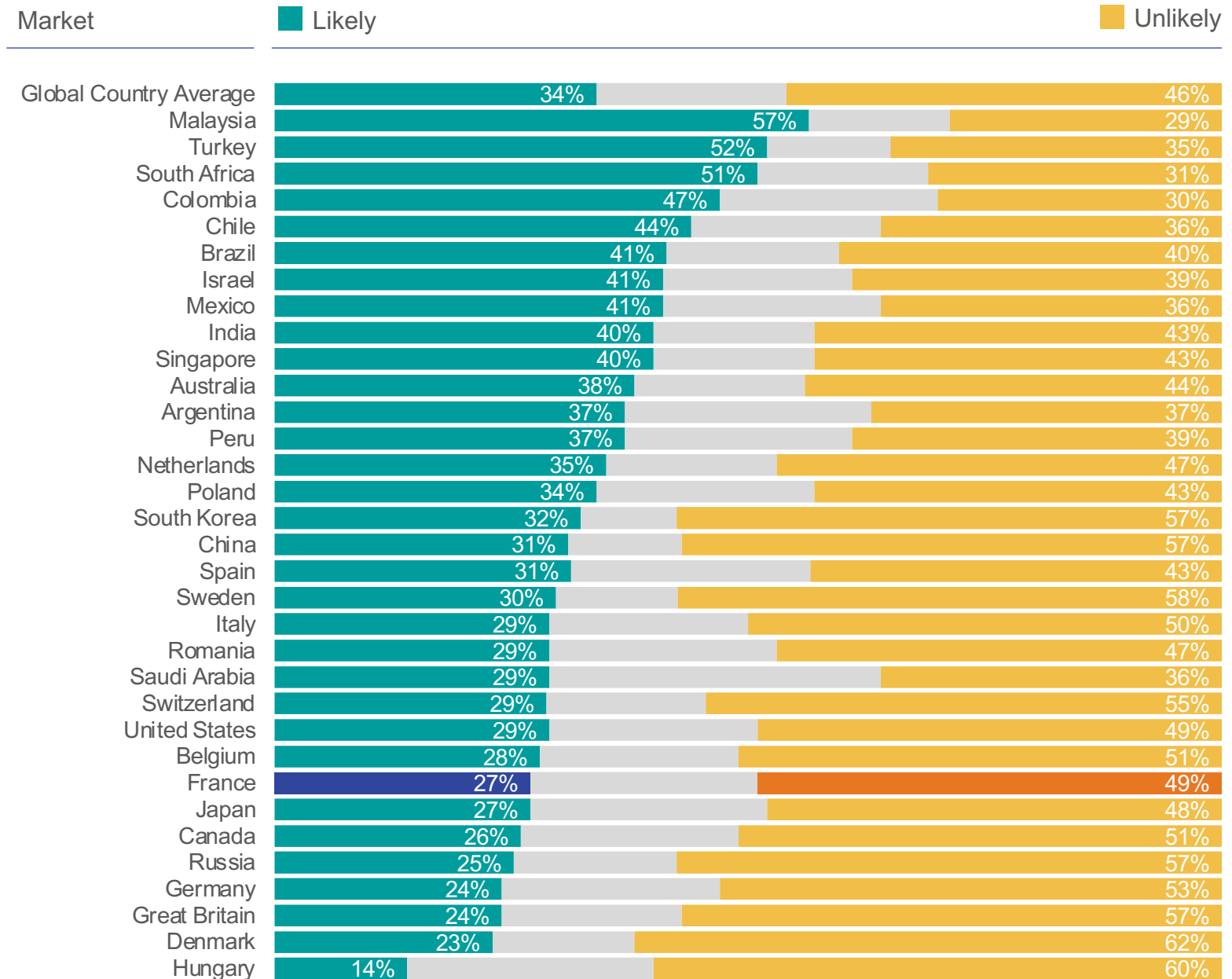


Q.

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 markets, 22 October – 5 November 2021.

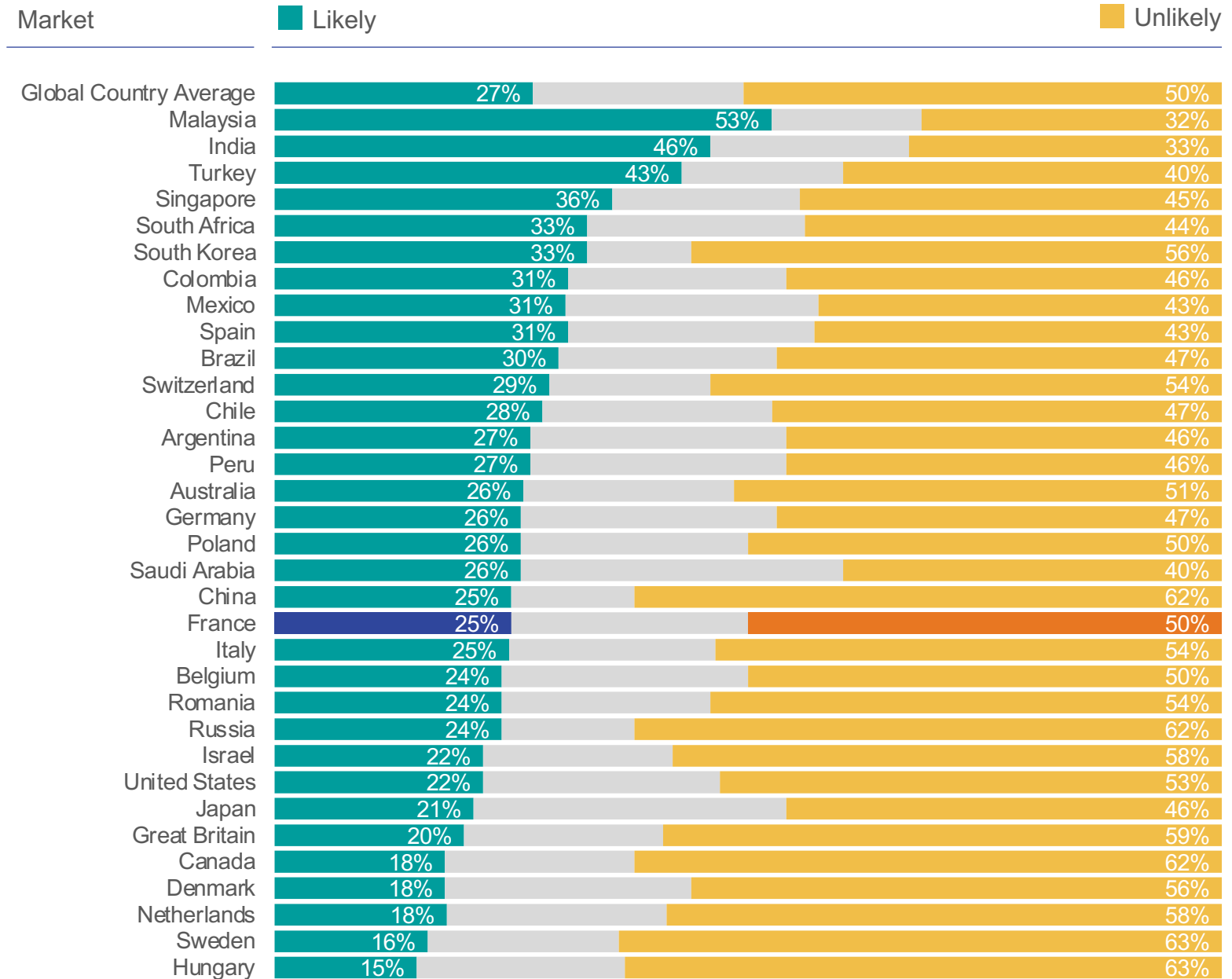


Q.

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

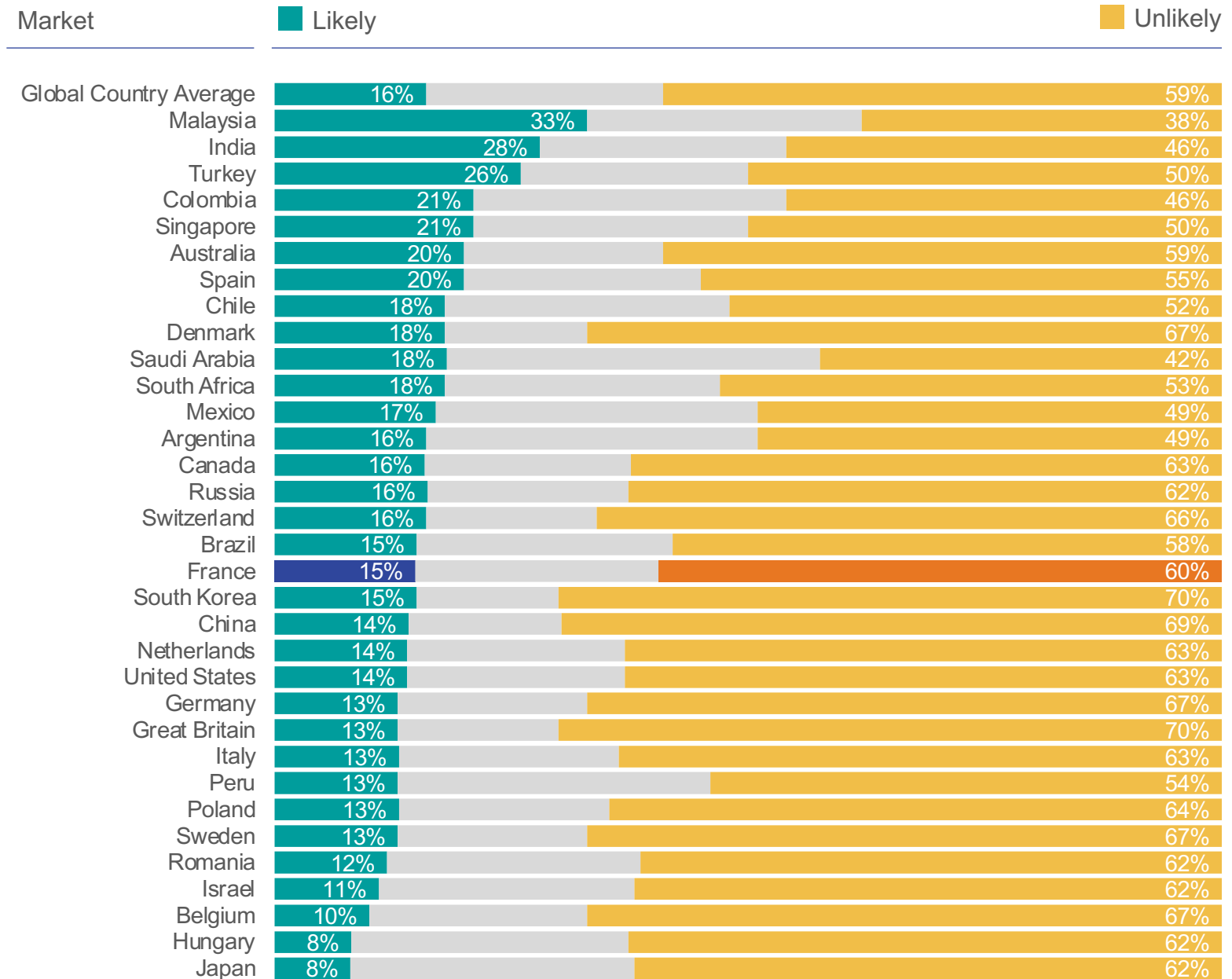
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Q.

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

## An asteroid will hit the Earth

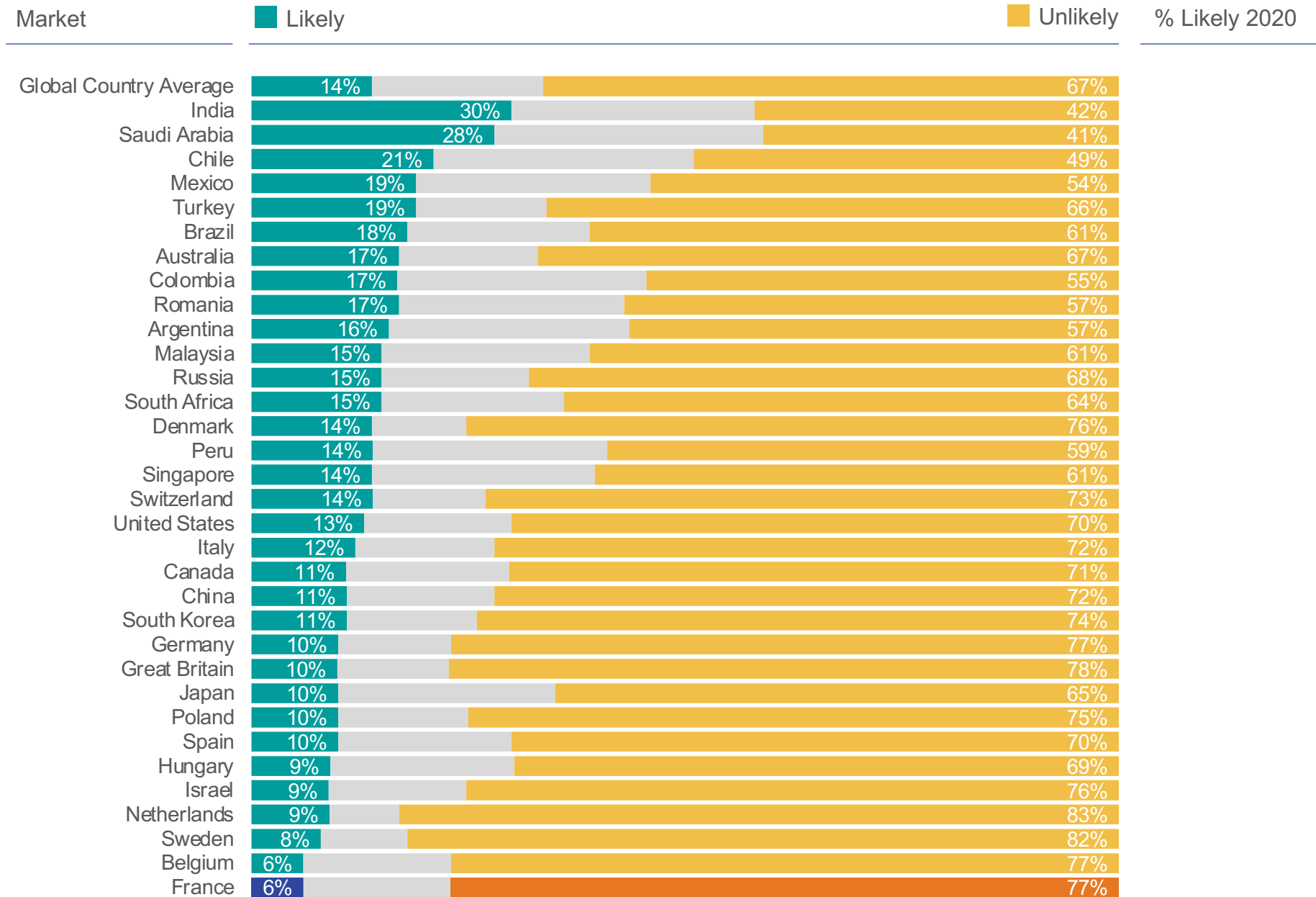


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Q.

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

## Aliens will visit Earth



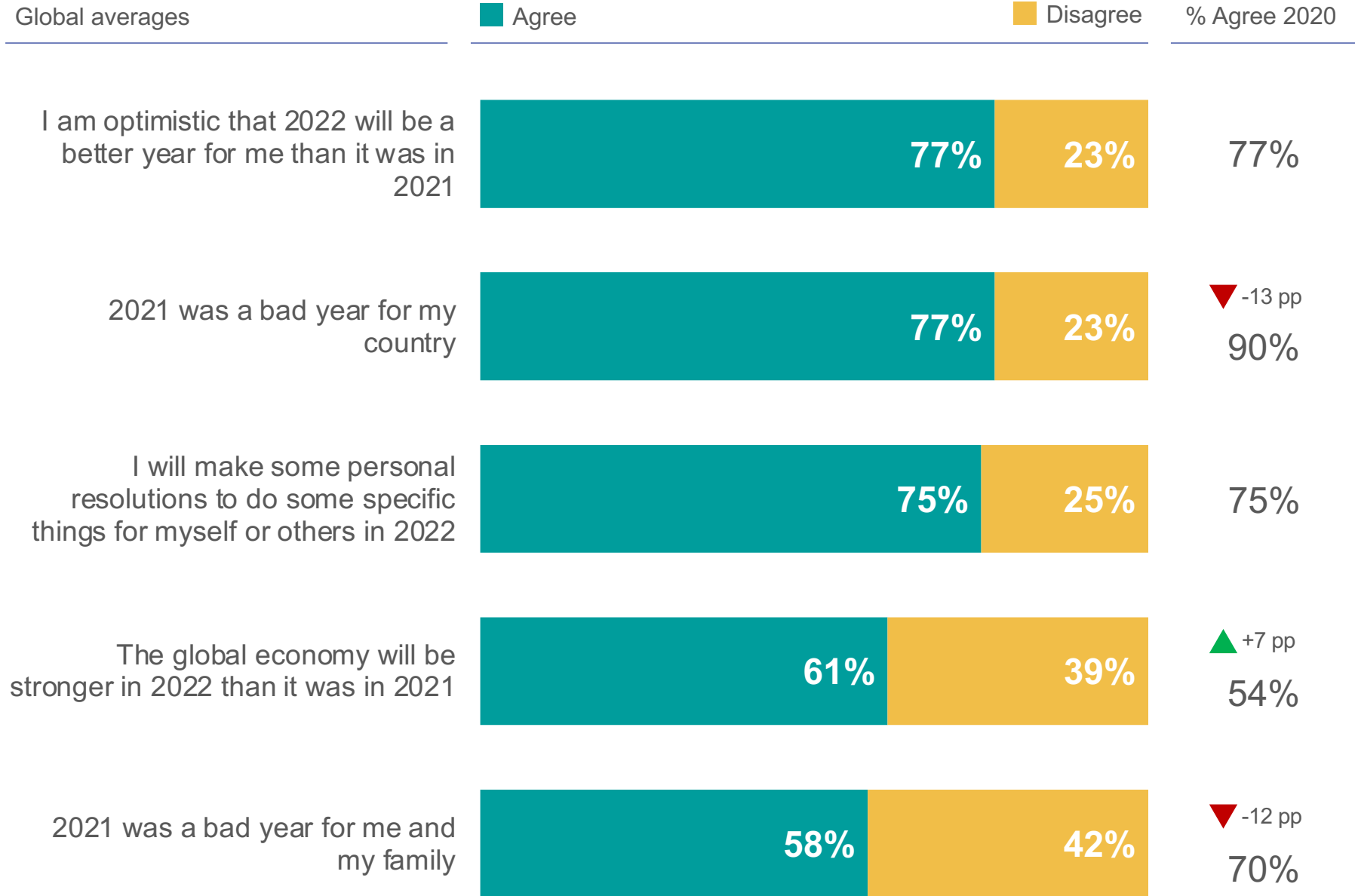
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# OUTLOOK FOR 2022

Q.

## Outlook for 2022

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



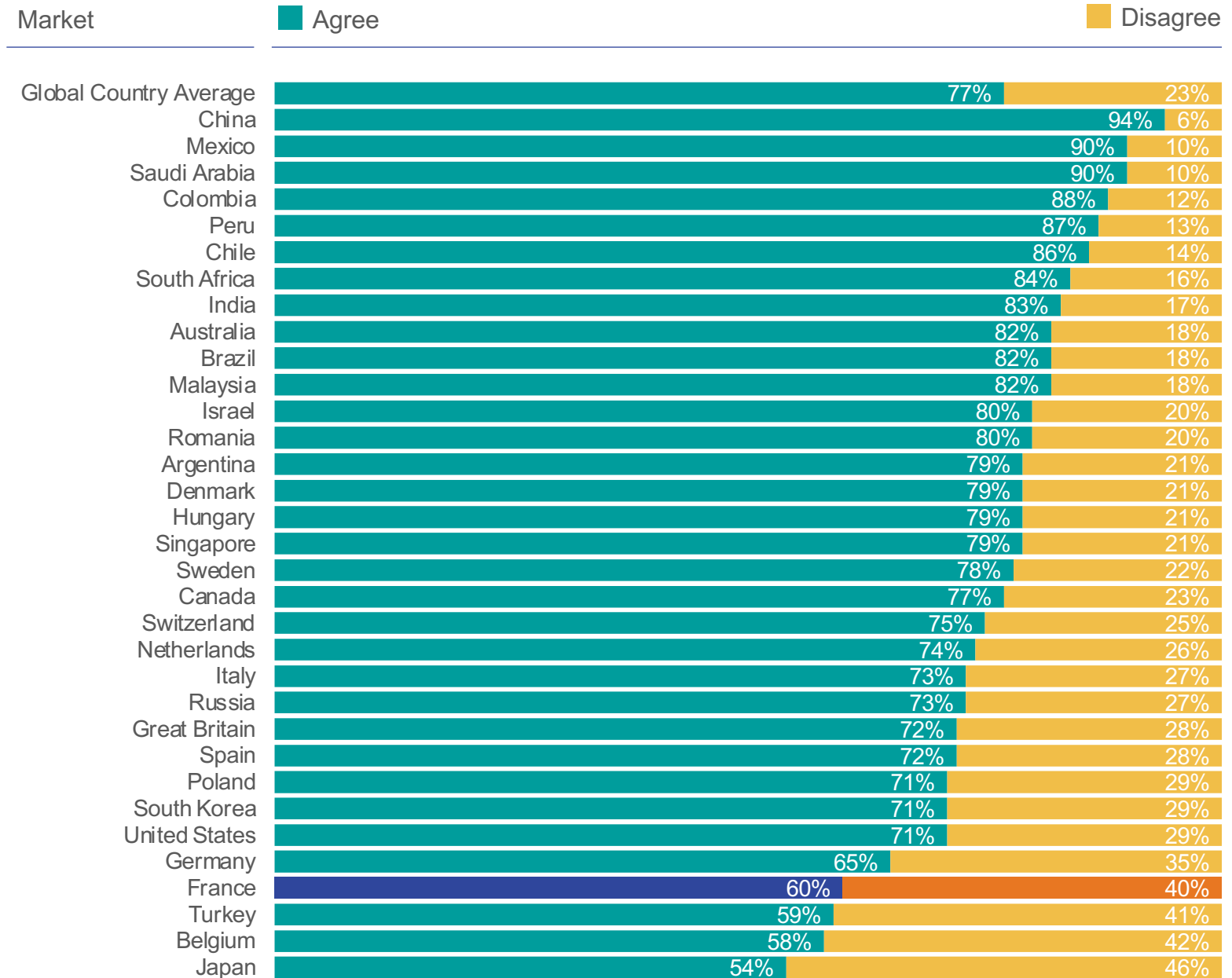
Base: 22,023 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa and Turkey, and 16-74 in 27 other markets, 22 October – 5 November 2021.

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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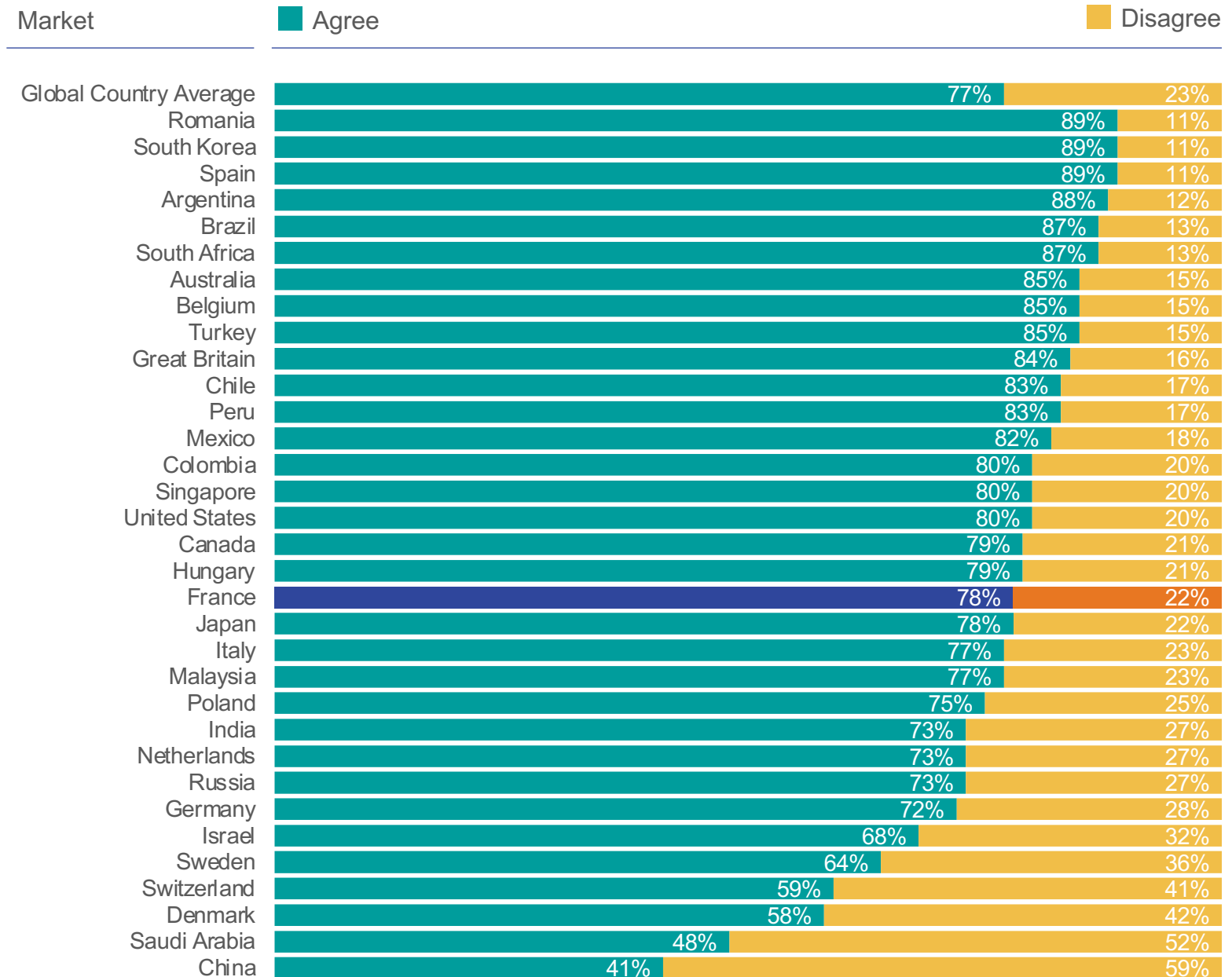
Q.

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

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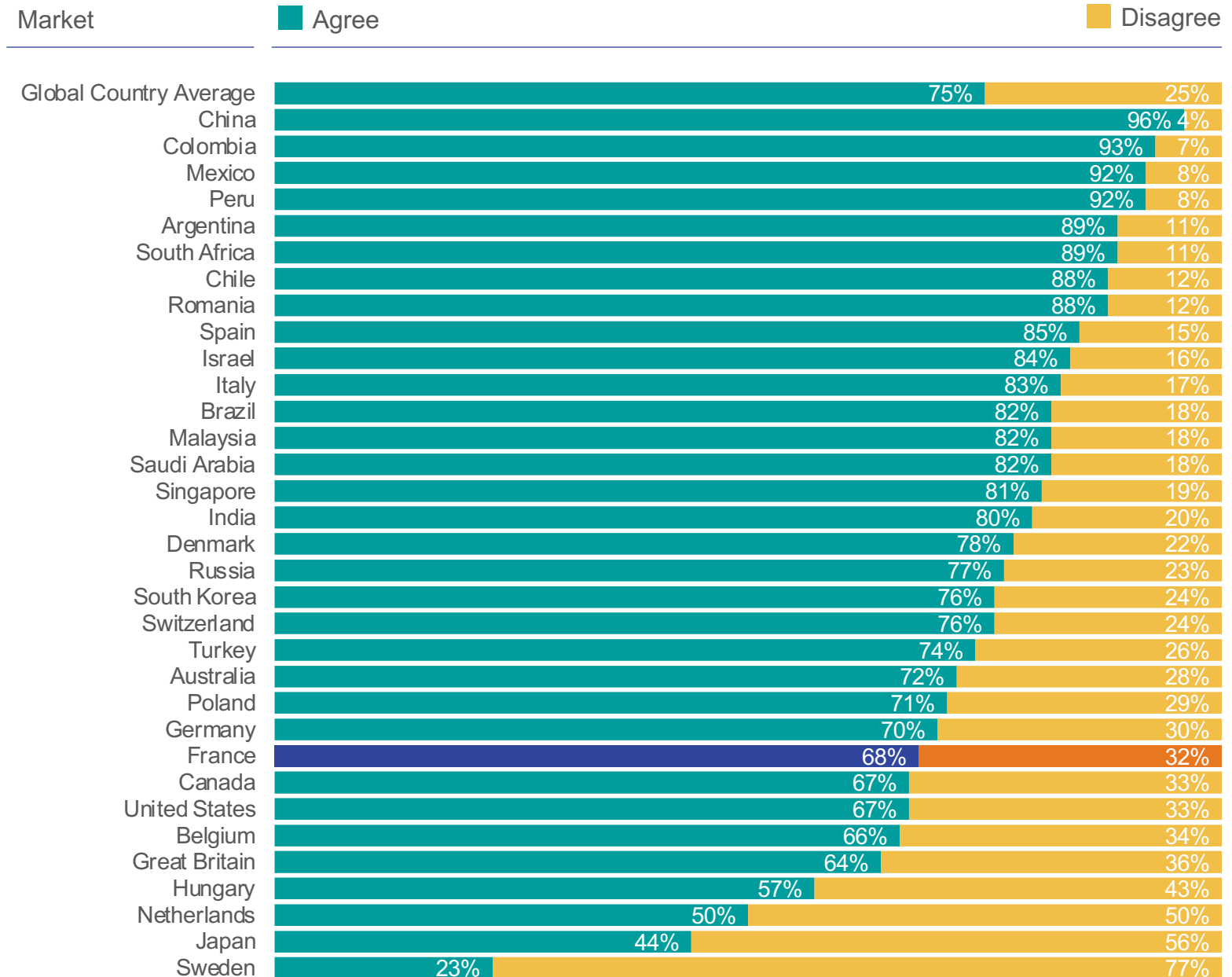


Q.

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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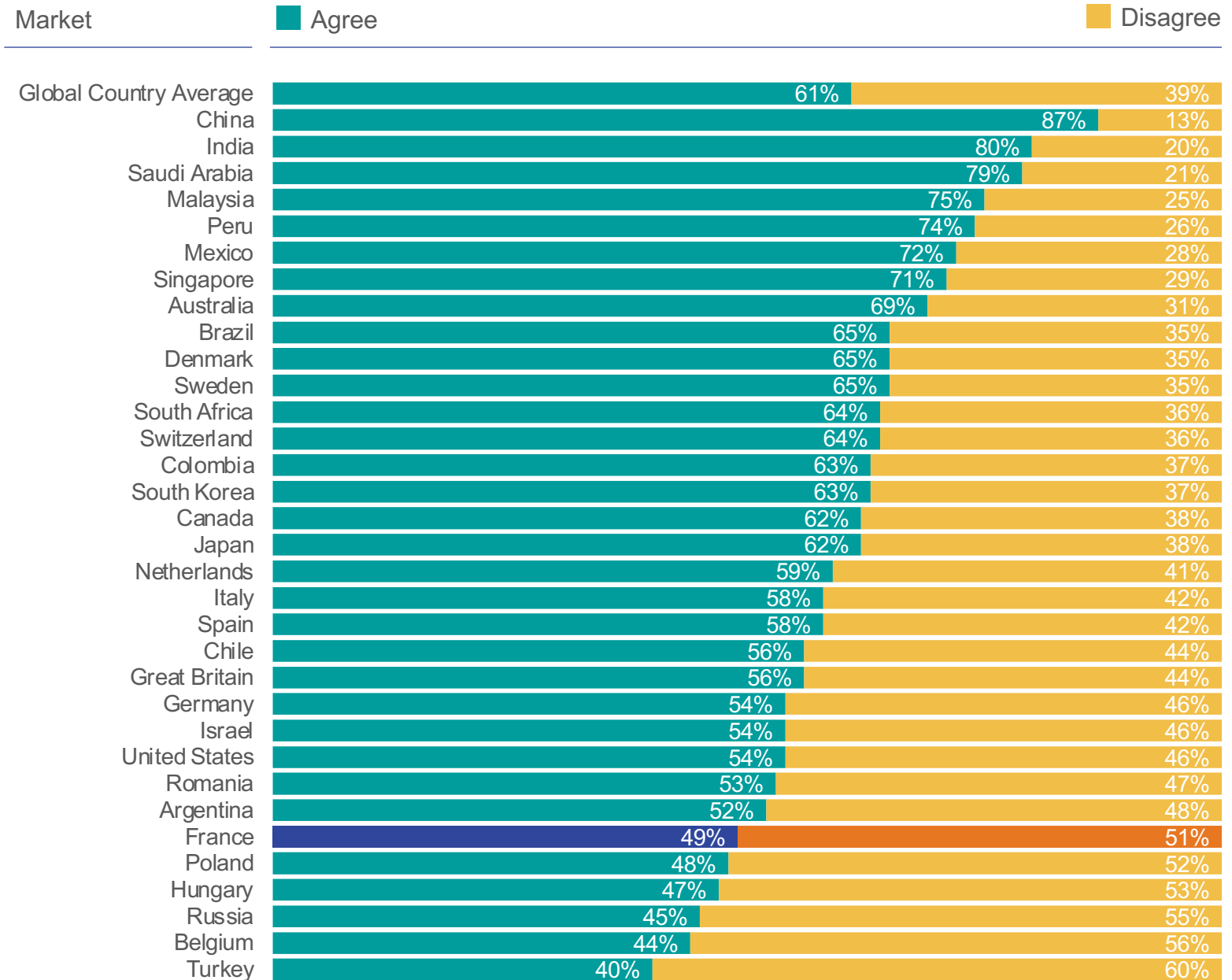
Q.

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

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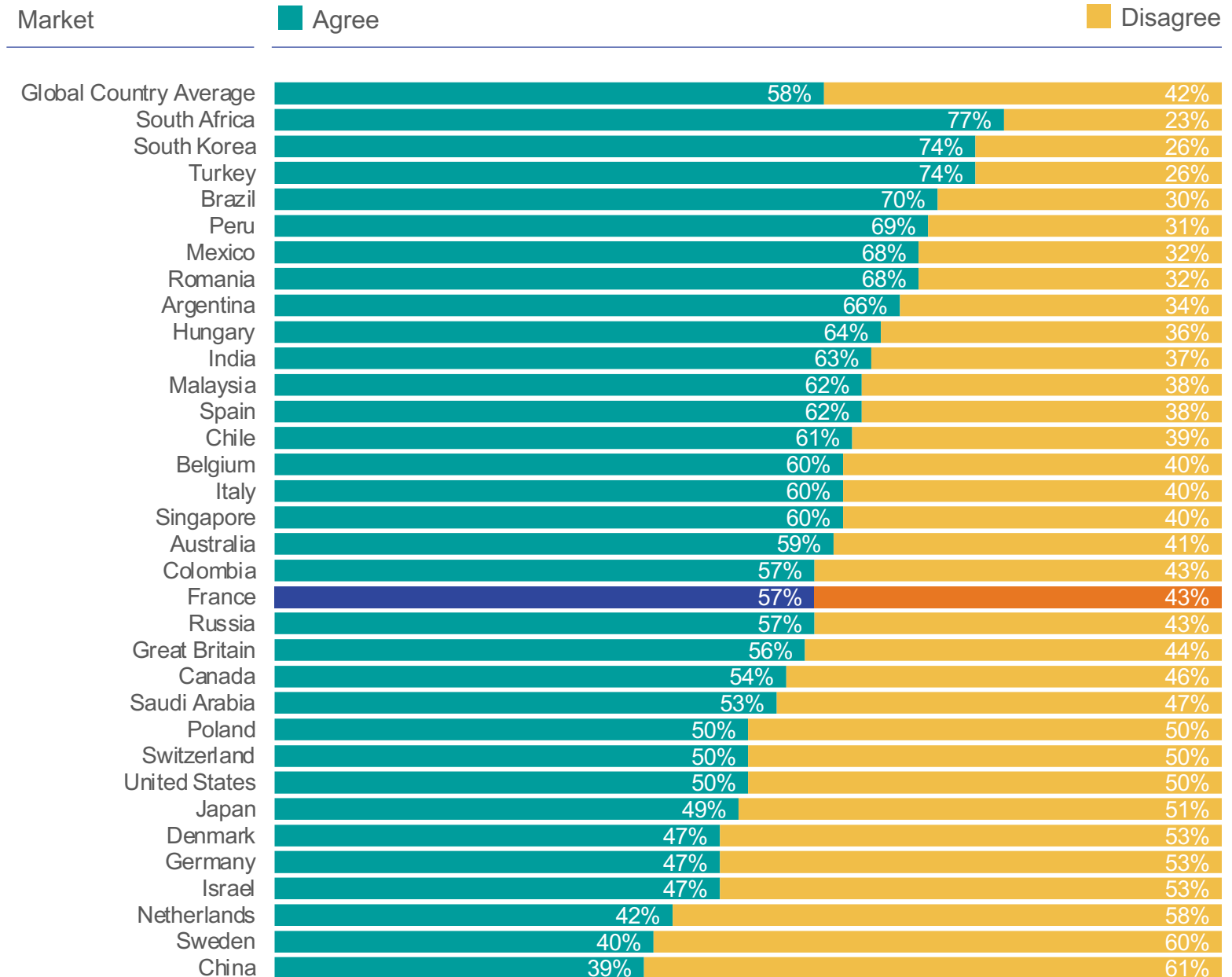
Q.

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

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.



# 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

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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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg  
IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

# 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.**



# 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

**Contact:**

Yves Bardon

Directeur du programme Flair

Ipsos Knowledge Centre

[yves.bardon@ipsos.com](mailto:yves.bardon@ipsos.com)

**GAME CHANGERS**

