GLOBAL ADVISOR 2023 PREDICTIONS

A 36-country Ipsos Global Advisor survey



including Switzerland

December 2022

For more information go to: https://www.ipsos.com/en-ch/ipsos-global-predictions-2023

GAME CHANGERS





KEY FINDINGS FOR SWITZERLAND

Where we have been and where we are headed, at a glance

2022 IN RETROSPECT



Say "This year was a bad year for my country", down from 59% last year

49% ÅÅ

Say "This year was a bad year for me and my family", down from 50% last year

ECONOMY



Expectations are for the economy to worsen in 2023. Large numbers expect the following to rise

PRICES INFLATION INTEREST UNEMPLOY
RATES -MENT

79% 74% 69% 58%

WORLD SECURITY

40%

Think it is likely that nuclear weapons will be used in a conflict somewhere in the world in 2023 (up from 29% last year)



OUTLOOK FOR 2023

Not surprisingly given all of this......



Optimism that next year will be a better year than this year has fallen from

75% to 61%

Optimism that the global economy will be stronger next year than it was this year has fallen from

64% to 35%

ENVIRONMENT



Expect more extreme weather events next year than this year

48%

Think 2023 will be the hottest year on record in their country

Expect a natural disaster to hit a major city in their country

SOCIETY



61%

Think it is likely that there will be no further COVID-19 lockdowns in their country

TECHNOLOGY



Expect a space rocket to be launched en route to Mars in 2023



34%

Expect space tourism service moon trips to launch in 2023



Expect a brain

19% implant to restore lost memories in 2023

GLOBAL KEY FINDINGS

Where we have been and where we are headed, at a glance

2022 IN RETROSPECT



Say "This year was a bad vear for my country", down from 77% last year and 90% in 2020

This ranges from **87%** in Hungary To **44%** in Saudi Arabia



Say "This year was a bad year for me and my family", down from 58% last year and 70% in 2020

ECONOMY



Expectations are for the economy to worsen in 2023. Large numbers expect the following to rise

INFLATION INTEREST UNEMPLOY **RATES** -MENT

79% 75% 74%

WORLD SECURITY



Think it is likely that nuclear weapons will be used in a conflict somewhere in the world in 2023 (up from 34% last year)

This feeling has increased by more than 10pp in

25 of 31 countries

ENVIRONMENT



Expect more extreme weather events next year than this year



Think 2023 will be the hottest year



SOCIETY



Think it is likely that there will be no further COVID-19 lockdowns in 60% their country

This ranges from 82% in Indonesia

To 43% in China

TECHNOLOGY



Expect a space rocket to be launched en route to Mars in 2023



Expect space tourism service moon trips to launch in 2023



Expect a brain **70/** implant to restore **70** lost memories in 2023

OUTLOOK FOR 2023

Not surprisingly given all of this....



Optimism that next year will be a better year than this year has fallen from

77% to 65%

And is at a 10 year low

Optimism that the global economy will be stronger next year than it was this year has fallen from

61% to 46%

And is at a 10 year low



HOW WAS IT FOR YOU?

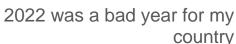
2022 IN RETROSPECT

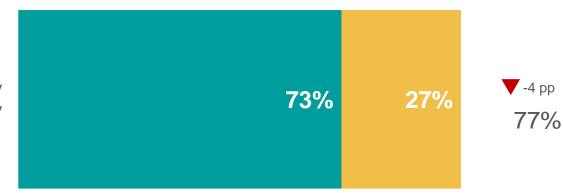


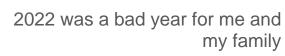
Q.

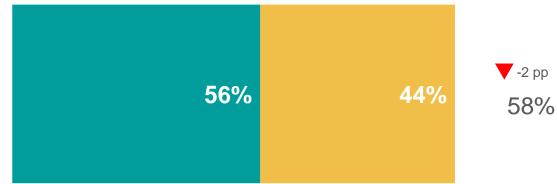
2022 in retrospect

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









Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Disagree % Likely 2021

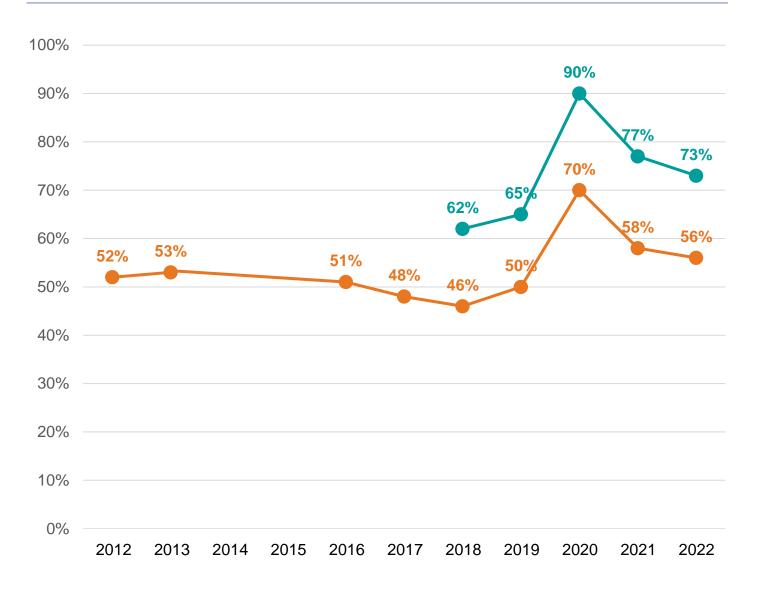
Q.

2022 in an historical context

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

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022





This year was a bad year for my country

This year was a bad year for me and my family



-4%

8%

3%

-4%

10%

-4%

-6%

-2%

-3%

5%

-1%

4%

-8%

-2%

1%

-6%

N/A

6%

-1%

4%

-11%

-2%

12%

-5%

N/A

-12%

13%

-12%

-14%

-23%

-16%

-12%

N/A

7%

-11%

N/A

-4%

Q.

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

2022 was a bad year for my country

H

Global Country Average 73% Hungary 87% 13% Great Britain 87% 13% South Korea 85% 15% Poland 85% Argentina 84% Romania 83% Turkey 83% Belgium 83% Italy 82% Peru 82% 82% 18% France Spain 81% Chile 19% 81% **United States** 81% South Africa 81% 79% 21% Thailand 78% Germany 78% Canada Netherlands 77% Brazil 24% 76% 24% Japan 76% 24% 76% Sweden Colombia 25% 75% Ireland 74% 26% Australia 73% 71% 29% Denmark Mexico 70% 30% Malaysia 63% 37% 43% Singapore 57% India 57% 43% 56% 44% Israel 53% 47% Indonesia China 48% 52% Switzerland 48% 52% United Arab Emirates 44% 56% 44% 56% Saudi Arabia



-2%

-2%

N/A

-7%

0%

-11%

2%

-3%

-7%

12%

0%

-7%

-9%

-5%

2%

-6%

-4%

-5%

7%

-6%

-6%

-3%

6%

-4%

N/A

-9%

12%

-6%

1%

-1%

N/A

9%

-5%

-2%

N/A

4%

-12%

Q,

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

2022 was a bad year for me and my family

Global Country Average 56% 44% 72% 28% Turkey Thailand 71% 29% 33% South Korea 67% 66% 34% Argentina 66% 34% South Africa 66% 34% Hungary Peru 66% 34% Brazil 37% 63% Poland 62% 38% Chile 61% 39% 61% 39% Romania 41% Mexico 60% India 58% 42% 56% 44% Canada 44% Spain 56% 44% Singapore 56% 55% 45% Italy 54% Germany 46% 54% 46% Belgium Australia 53% 47% **Great Britain** 53% 47% 47% Denmark 53% 47% France 53% 47% **United Arab Emirates** 53% 47% Malaysia 53% 48% Sweden 52% Colombia 51% 49% **United States** 51% 49% Switzerland 51% 49% 52% Ireland 48% 48% 52% China Saudi Arabia 48% 52% 53% Japan 47% 46% 54% Indonesia 46% 54% Netherlands 35% 65% Israel

Agree



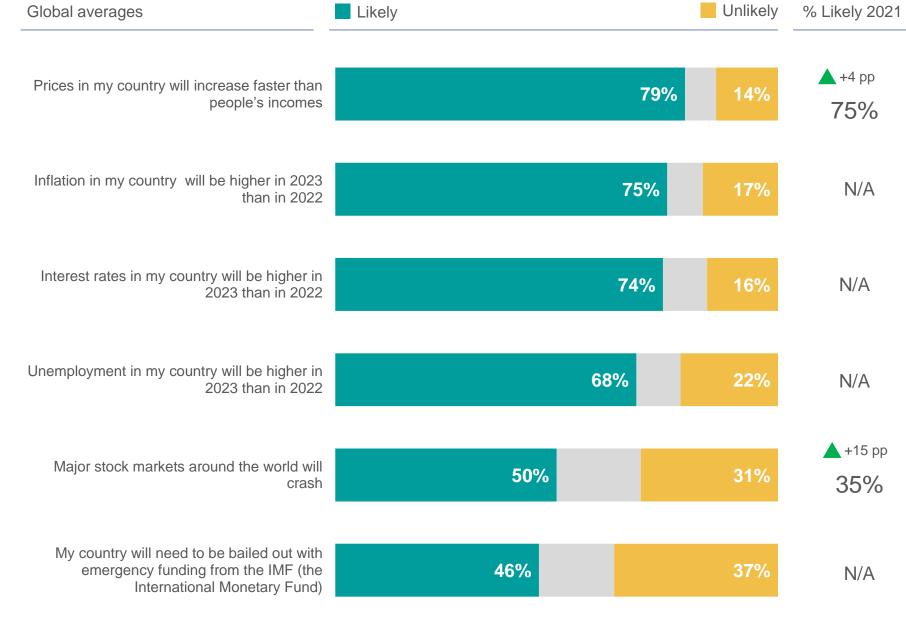
ECONOMY IN 2023





Economy

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





Global Country Average

South Africa

Japan

14%

91%

79%

4%

8%

4%

8%

3%

14%

4%

5%

9%

7%

9%

N/A

2%

4%

1%

8%

-1%

N/A

2%

2%

2%

8%

6%

3%

12%

5%

9%

12%

-2%

N/A

4%

-2%

N/A

10%

-25%

7%

18%

24%

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

Chile 89% Argentina 88% 8% 88% Romania Sweden 87% Malaysia 87% Singapore 87% Australia 86% **Great Britain** 86% 7% Hungary 86% Indonesia 86% 10% Belgium 85% 10% France 85% 10% Colombia 85% 13% Spain 85% 84% Netherlands Ireland 84% Poland 84% Canada 84% 83% 10% Germany Peru 13% 83% Italy 82% 11% 80% Turkey Switzerland 79% 16% 79% 17% Mexico 78% Denmark South Korea 77% 77% **United States** 76% 17% Thailand 72% India 70% 19% Israel 63% 26% United Arab Emirates 56% 38% China 55% 35% Brazil 33% 52% Saudi Arabia

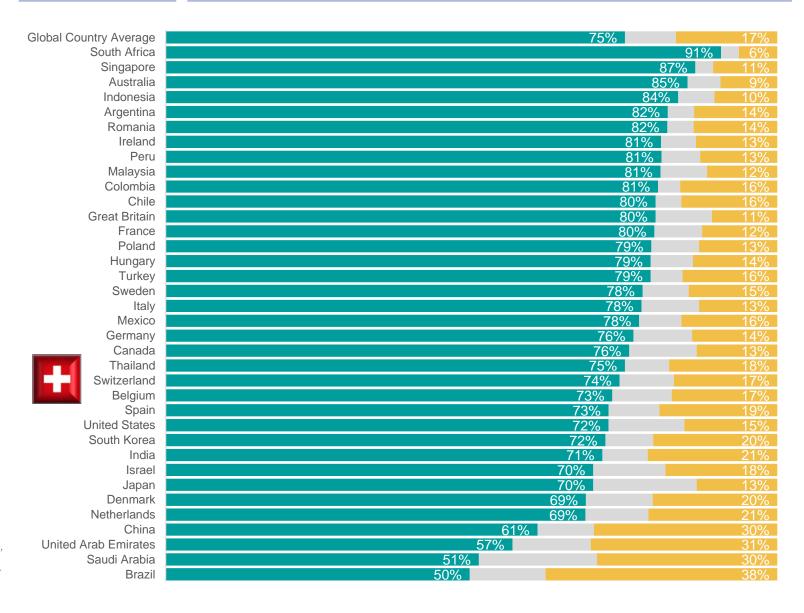
51%



Q

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

Inflation in my country will be higher in 2023 than in 2022





Q

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

Interest rates in my country will be higher in 2023 than in 2022

Global Country Average 74% South Africa 90% Australia 87% Romania 11% 84% **Great Britain** 84% 8% Chile 84% Colombia 83% 14% Ireland 83% 11% Singapore 83% Sweden 82% Canada 82% Indonesia 82% 10% Spain 81% 10% Argentina 80% 12% Peru 80% 15% France 78% 78% Poland Malaysia 78% Netherlands 78% Mexico 76% 10% **United States** 76% South Korea 75% 16% Israel 74% Italy 74% 73% 21% Thailand 72% 12% Hungary 72% Germany India 71% 21% Turkey 69% 16% Switzerland 69% Denmark Belgium 68% 17% China 59% 32% 59% 24% United Arab Emirates 52% 37% Brazil 32% 48% Saudi Arabia 31% Japan



Q

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

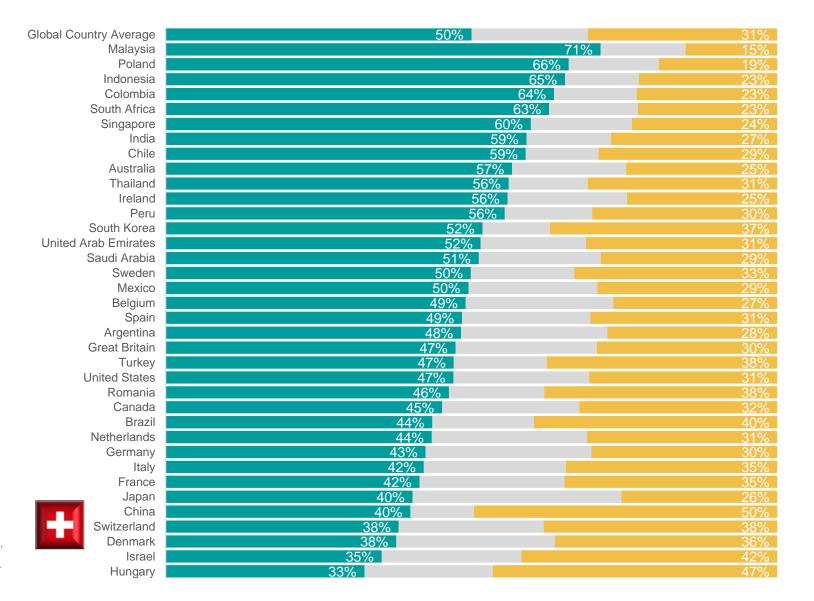
Unemployment in my country will be higher in 2023 than in 2022

Global Country Average 68% South Africa 88% Indonesia 86% 10% Turkey 80% 14% Chile 79% 18% Peru 79% 78% Malaysia Argentina 77% 15% Hungary 76% Colombia 76% Romania 76% 18% Thailand 76% 20% Spain 75% 15% Sweden 75% Belgium 75% Italy 73% Poland 73% South Korea 72% 72% 21% Ireland 71% Singapore 70% India Germany 70% 25% Mexico 68% 67% 21% **Great Britain** 64% 23% France 64% 24% Australia 61% Denmark 34% China 60% **United States** 59% 25% 59% Canada 58% Switzerland 57% 30% Israel 57% 31% Netherlands 55% 23% Japan 52% United Arab Emirates 37% 42% 44% Saudi Arabia 46% 41% Brazil



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



Likely

Market

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Change

vs 2021

15%

15%

11%

N/A

29%

21%

15%

18%

19%

19%

N/A

N/A

24%

26%

N/A

20%

23%

21%

19%

11%

15%

15%

4%

10%

13%

16%

6%

9%

8%

13%

16%

10%

15%

2%

10%

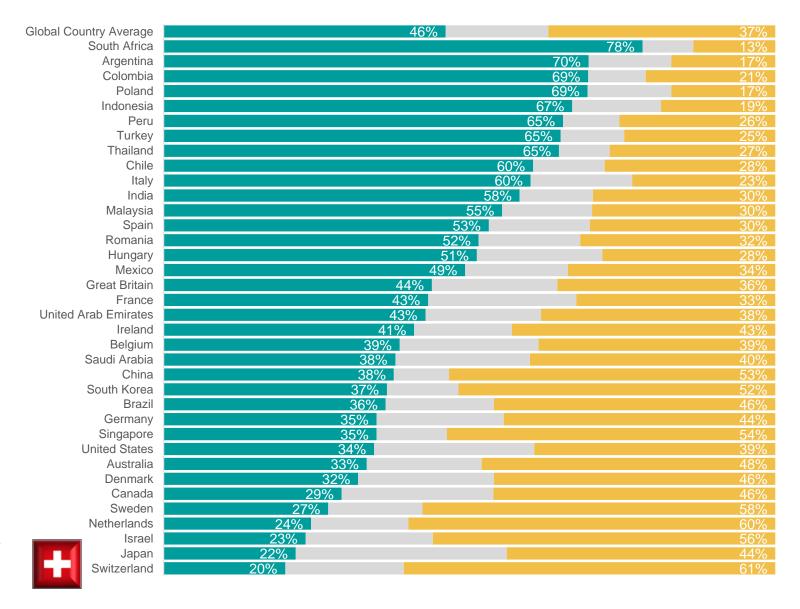
8%

9%

Unlikely

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

My country will need to be bailed out with emergency funding from the IMF





WORLD SECURITY IN 2023



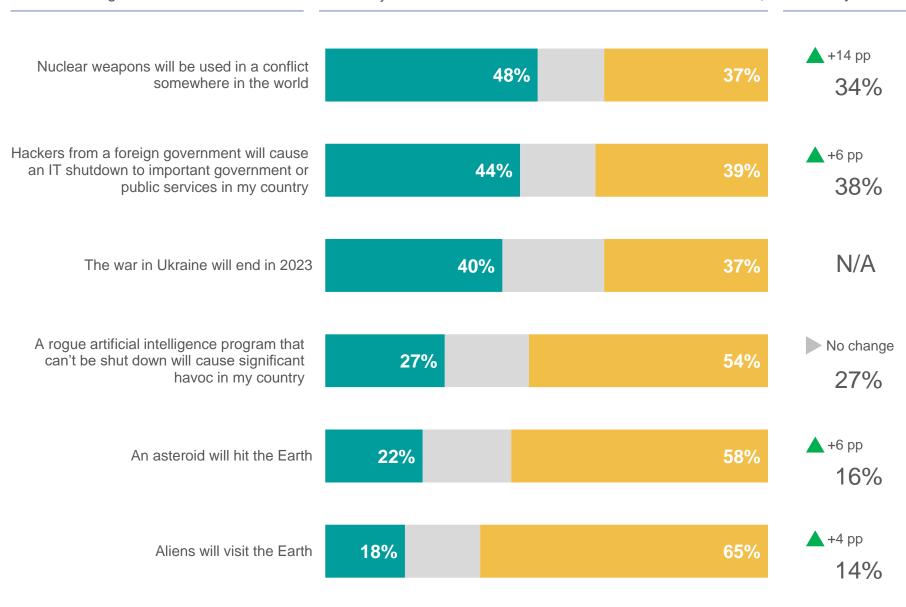


Q.

World Security

Global averages

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



Likely

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Unlikely

% Likely 2021

Likely

Unlikely

Change vs 2021

14%

N/A

N/A

N/A

25%

15%

N/A

10%

15%

1%

17%

16%

13%

2%

13%

14%

11%

N/A

17%

18%

10%

12%

13%

10%

3%

18%

13%

13%

14%

11%

9%

13%

16%

16%

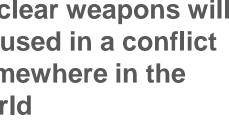
9%

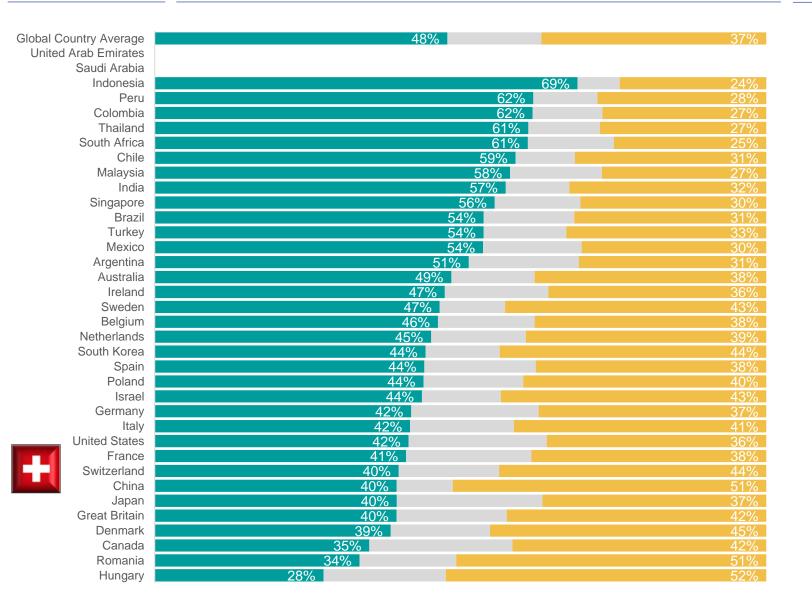
5%

14%

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







Likely

Unlikely

Change vs 2021

6%

N/A

N/A

N/A

19%

8%

N/A

12%

12%

16%

20%

12%

18%

0%

4%

3%

7%

-9%

-6%

N/A

6%

-7%

-1%

3%

-4%

-1%

2%

5%

7%

-1%

6%

1%

4%

14%

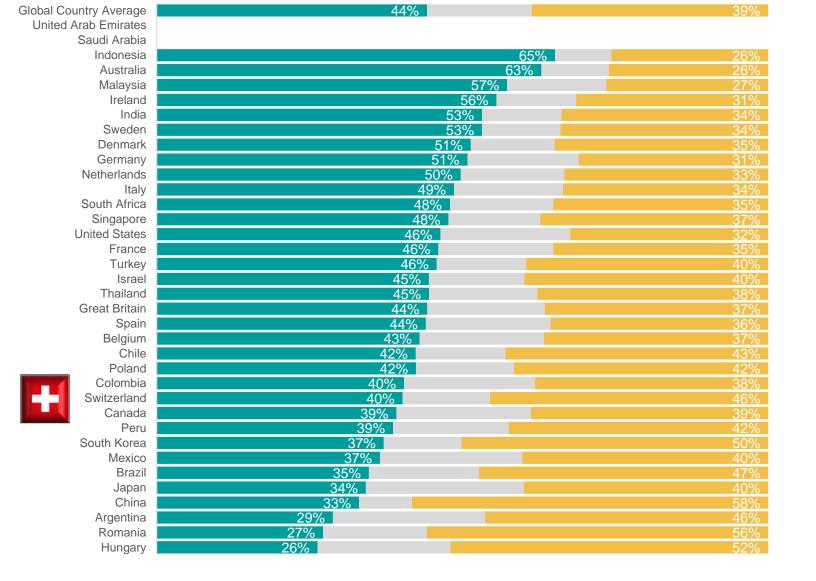
-3%

-11%

-8%

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





Likely

Q

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

The war in Ukraine will end in 2023

Global Country Average 40% United Arab Emirates Saudi Arabia India 65% Indonesia 64% China 55% 31% Turkey 51% 32% Israel 48% 28% South Korea 46% Malaysia 45% 28% Sweden 45% 41% Brazil 43% 35% Spain 42% 33% Thailand 42% 39% South Africa 42% 30% 37% Poland 41% 39% Colombia 39% Singapore Chile 39% Mexico 39% 38% Italy Peru 43% 37% 41% Denmark 37% 36% Hungary 36% 42% Netherlands 36% 35% 37% Canada 35% Australia 39% 35% United States 31% 35% Argentina 45% Ireland 34% 33% 43% Romania **Great Britain** 33% 45% Switzerland 32% 43% Germany 32% 46% Belgium 30% 44% 30% France 25% Japan



Global Country Average

United Arab Emirates

Saudi Arabia

Malaysia

Indonesia

Thailand

China

Turkey

Singapore

Germany

Australia

Colombia

South Korea

South Africa

India

Likely

27%

Unlikely

53%

53%

47%

42%

36%

36%

34%

34%

33%

29%

29%

29%

Change vs 2021

0%

N/A

N/A

0%

7%

N/A

N/A

3%

11%

-9%

-2%

7%

3%

-2%

-4%

2%

-2%

0%

N/A

-6%

3%

8%

-5%

-2%

-7%

-9%

0%

1%

-3%

2%

2%

-3%

0%

-11%

-10%

-8%

-3%

54%

33%

38%

43%

48%

47%

47%

52%

59%

56%

52%

60%

61%

57%

60%

55%

57%

60%

61%

52%

58%

55%

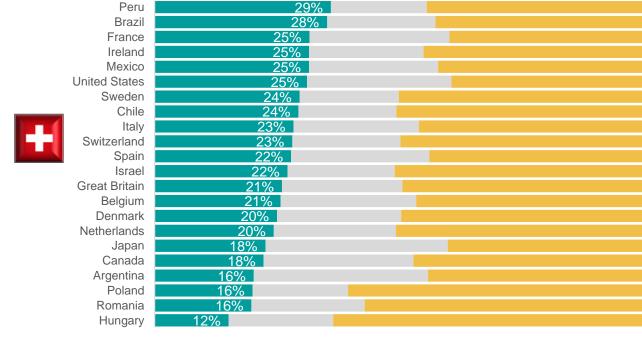
68%

66%

71%

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





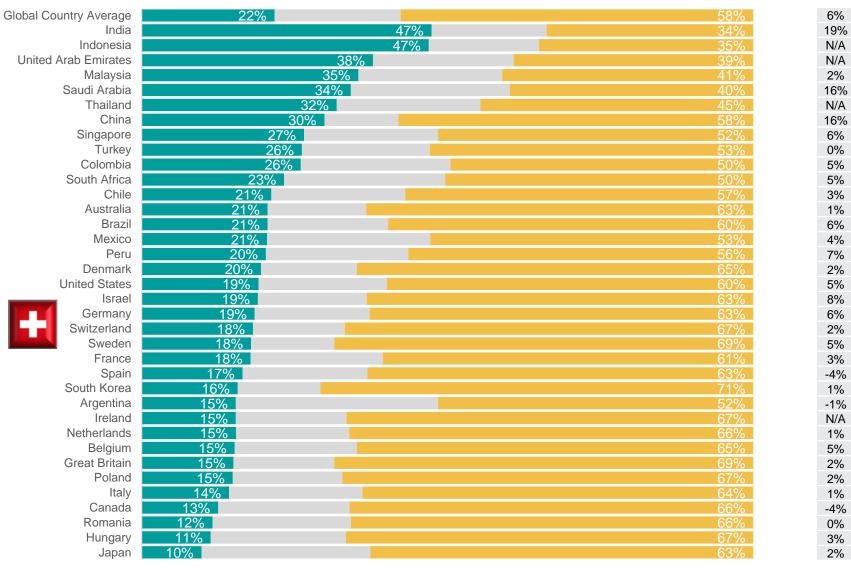
Likely Market

Unlikely

Change vs 2021

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

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...?

Aliens will visit Earth

Global Country Average 18% 65% 43% 40% India Saudi Arabia 38% 43% United Arab Emirates 36% 41% Thailand 29% 46% Colombia 26% 51% China 25% 65% Peru 23% 56% Indonesia 22% Singapore 22% 57% Mexico 21% 56% Malaysia 21% 56% Turkey 20% 62% South Africa 19% 62% Brazil 19% 63% Chile 19% 56% Argentina 18% 71% Denmark 18% **United States** 17% Germany 17% 71% 16% Australia Ireland 74% 15% 68% 15% Spain 75% Sweden 15% 72% 13% Italy Romania 13% 67% France 12% 75% 12% South Korea 12% Hungary 12% 70% Canada Netherlands 11% 78% **Great Britain** 10% 78% Switzerland 10% 10% 78% Israel 10% 76% Poland 10% 79% Belgium 8% 68% Japan

Likely

Market

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Change

vs 2021

4%

13%

10%

N/A

N/A

9%

14%

9%

N/A

8%

2%

6%

1%

4%

1%

-2%

2%

4%

4%

7%

-1%

N/A

5%

7%

1%

-4%

6%

1%

3%

1%

2%

0%

-4%

1%

0%

4%

-2%

Unlikely

ENVIRONMENT IN 2023



Q.

Environment

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

Global averages

▲ +5 pp There will be more extreme weather events in 65% 21% my country in 2023 than there were in 2022 60% 2023 will be the hottest year on record in my 57% N/A 23% country 📤 +6 pp A natural disaster will hit a major city in my 45% 37% country 39% **-**3 pp People will fly less than they did in 2019 42% 45% (before the Covid-19 pandemic) 45% Parts of my country will become unlivable 36% 50% N/A because of an extreme weather event The number of bicycles will outnumber the N/A 34% number of cars in the capital city of my 52% country There will be a breakthrough technology 32% 54% N/A developed which will halt climate change

Likely

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Unlikely

% Likely 2021

5% N/A

8%

5%

6%

11%

N/A

N/A

1%

10%

3%

7%

12%

1%

-4%

1%

10%

-1%

0%

0%

10%

7%

3%

3%

3%

2%

6%

2%

-1%

10%

0%

-2%

3%

-2%

N/A

-3%

19%

Q.

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

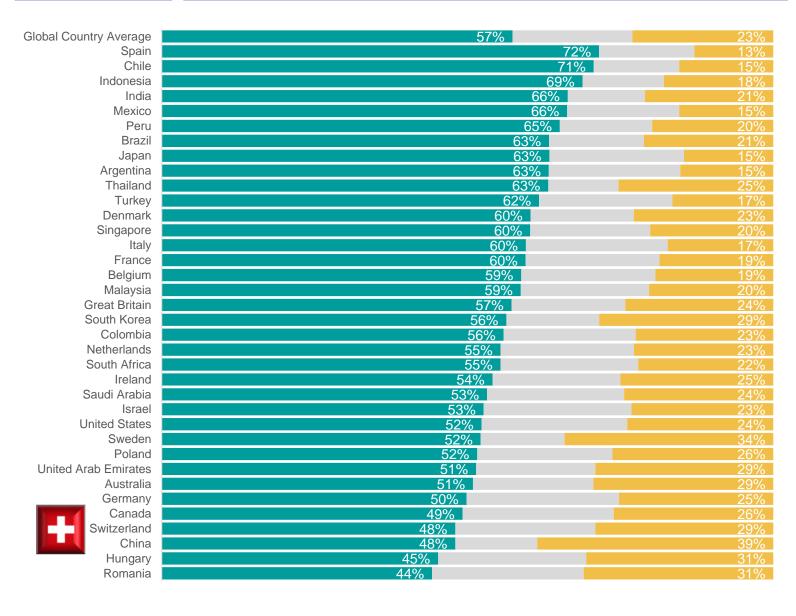
There will be more extreme weather events in my country in 2023 than there were in 2022

Global Country Average 65% 83% Indonesia 74% 14% France Australia 73% Chile 72% 19% 72% Spain 72% 19% Ireland Thailand 70% **Great Britain** 70% Malaysia 70% Singapore 70% India 69% 21% Colombia 69% 18% Italy 69% Netherlands 68% 21% Turkey 67% 67% Mexico Canada 67% Denmark 66% Belgium 66% 66% 25% South Korea South Africa 66% 65% 21% Hungary 64% 23% Poland 64% 18% **United States** 63% 17% Japan 62% Germany Sweden 62% Israel 61% Peru 61% Argentina 28% Brazil 60% 28% Switzerland 57% 56% 35% China United Arab Emirates 54% 29% 54% 31% Romania 46% Saudi Arabia



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

2023 will be the hottest year on record





6%

N/A

N/A

N/A

8%

2%

N/A

12%

10%

0%

11%

10%

-3%

11%

5%

14%

6%

17%

12%

5%

6%

-1%

4%

-8%

6%

-3%

1%

14%

1%

5%

-3%

N/A

8%

-5%

-5%

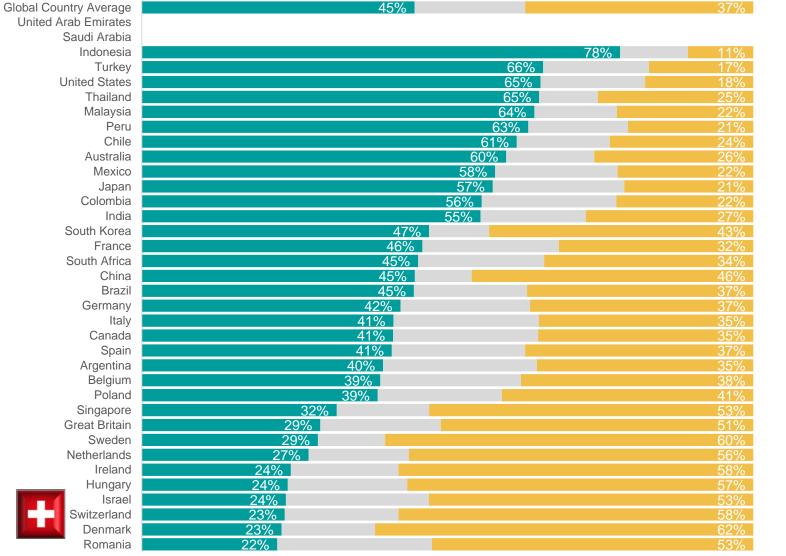
2%

-5%

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





Likely Market

Unlikely

Change vs 2021

-3%

-2%

N/A

6%

N/A

24%

-14%

N/A

-6%

0%

-10%

-5%

1%

-13%

-24%

5%

0%

-1%

5%

0%

2%

-8%

7%

3%

N/A

2%

-1%

-1%

0%

-9%

7%

-9%

-19%

-16%

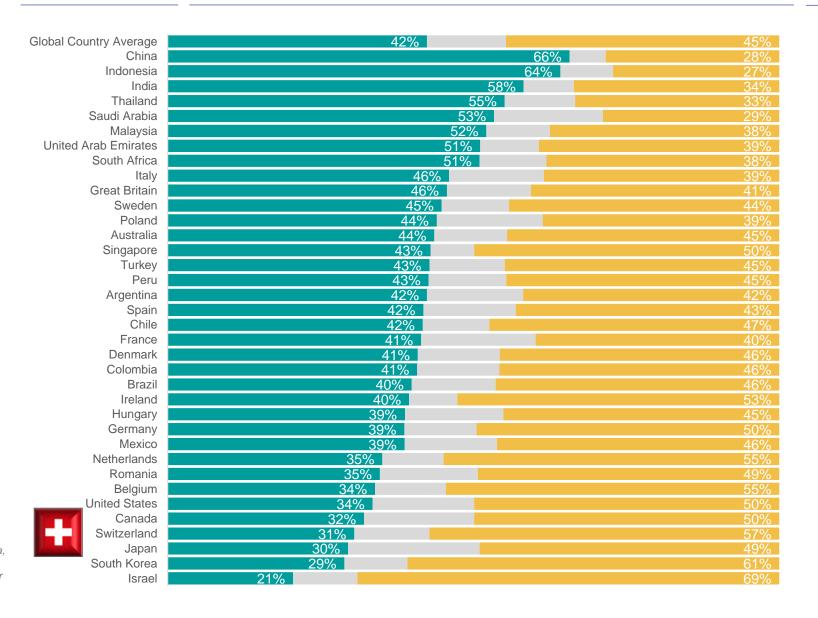
-6%

-6%

-23%

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





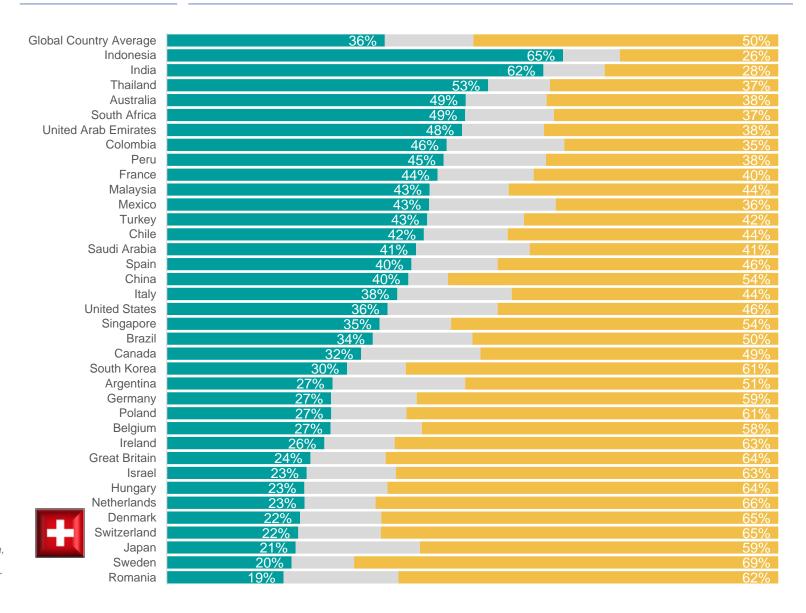
Likely

Unlikely

Q

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

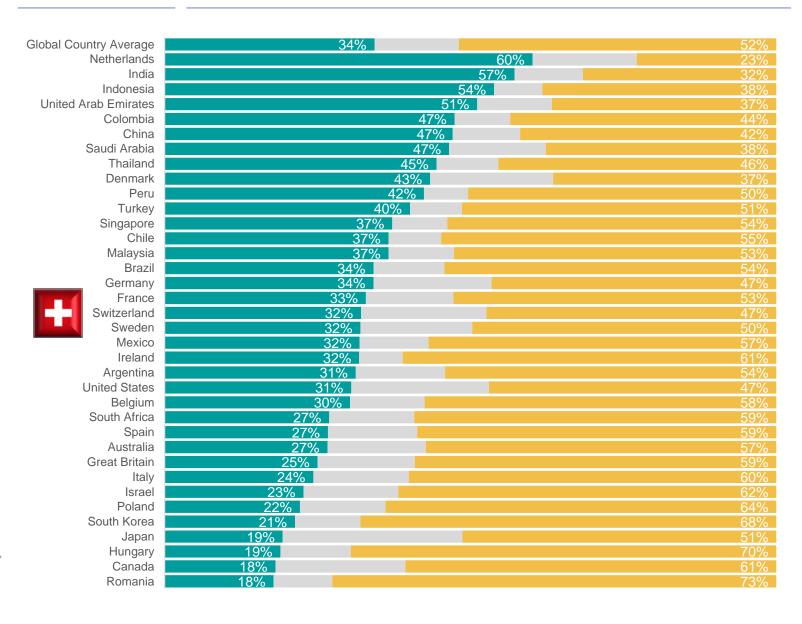
Parts of my country will become unliveable because of an extreme weather event





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

The number of bicycles will outnumber the number of cars in the capital city of my country





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

There will be a breakthrough technology developed which will halt climate change

Global Country Average 32% 54% 76% 15% Indonesia United Arab Emirates 62% 24% India 59% 30% Saudi Arabia 59% 26% China 56% 35% Thailand 55% 34% Malaysia 50% 33% Singapore 43% 43% Peru 41% 46% South Africa 40% 45% Mexico 35% 50% Colombia 34% 52% Turkey 33% 56% South Korea 30% 59% 59% Chile 30% 56% Brazil 30% 58% Denmark 27% Ireland 27% Netherlands 26% 61% Australia 25% Argentina 25% 60% Israel 24% 59% **United States** 23% 65% Germany 23% 22% 65% Italy 22% Sweden Spain 20% 19% France 19% 67% Belgium 19% 66% Romania 68% **Great Britain** 18% 65% Canada 18% 18% 69% Poland 17% 72% Switzerland 16% 70% Hungary Japan 14%



SOCIETY IN 2023





Global averages



N/A

-1 pp

57%

N/A

Q.

Society

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

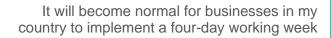
There will be no further Covid-19 lockdowns in my country

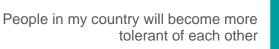


Many more people will live their lives in virtual worlds



37% 52%









28%



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

There will be no **further Covid-19** lockdowns in my country

Global Country Average 60% 82% 11% Indonesia Turkey 75% 17% 72% 20% Malaysia United Arab Emirates 72% 19% India 70% Denmark 70% Israel 69% 20% Peru 69% Chile 67% 26% Thailand 65% Argentina 65% 21% Japan 64% 19% Australia 64% 25% Singapore 63% 23% Colombia 63% 63% South Africa 62% Spain 61% Switzerland **Great Britain** 61% 60% 25% Italy Brazil 59% 28% 28% Sweden 58% 30% Romania 57% 55% 31% Poland 55% France 54% Netherlands 31% Belgium 54% 36% 54% Ireland 53% Mexico Saudi Arabia 52% 51% 36% Hungary 51% 32% **United States** 51% 35% Germany 49% 33% Canada 45% 44% South Korea 43% 50% China





-1%

N/A

1%

-5%

11%

-3%

-2%

-7%

-7%

-6%

N/A

-6%

N/A

-6%

-1%

-1%

0%

-4%

-15%

-6%

-10%

-2%

16%

-3%

1%

17%

0%

N/A

0%

-3%

-8%

-5%

-2%

-11%

-3%

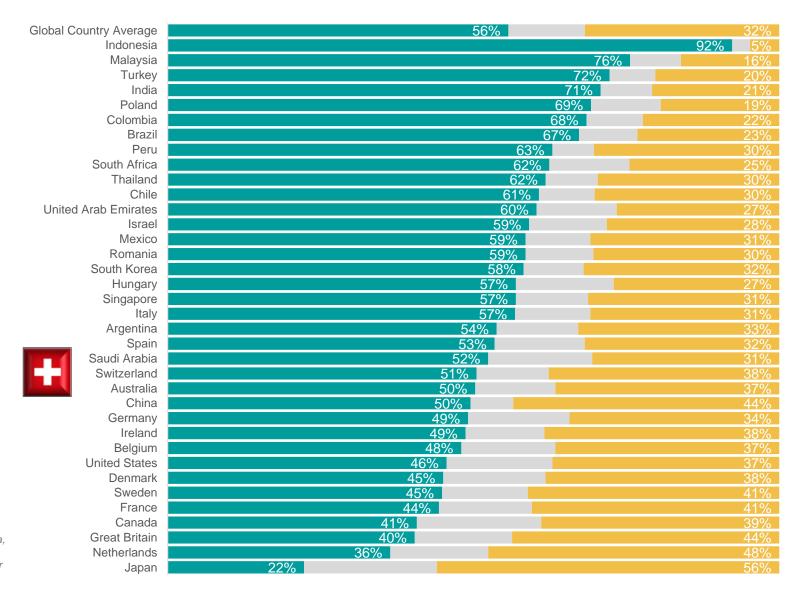
-8%

4%

Q,

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

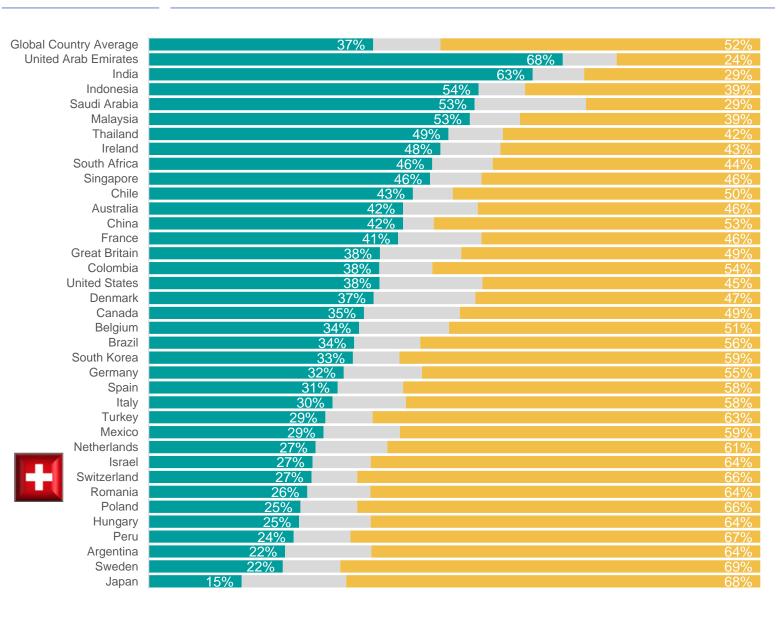
Many more people will live their lives in virtual worlds





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

It will become normal for businesses in my country to implement a four-day working week





Likely

6%

N/A

N/A

-9%

9%

5%

-3%

N/A

13%

2%

N/A

7%

2%

6%

11%

2%

-4%

8%

0%

6%

6%

1%

-6%

3%

4%

3%

2%

2%

3%

-2%

-1%

2%

8%

4%

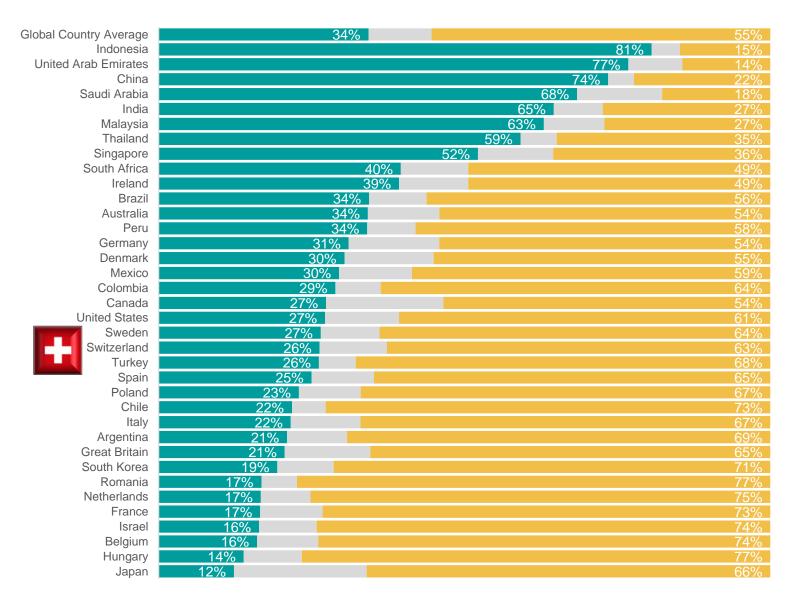
5%

4%

-3%

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





TECHNOLOGY IN 2023



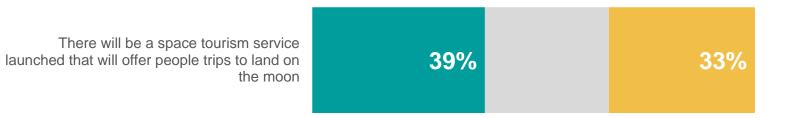


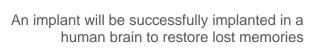
Q.

Technology

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









Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



N/A

N/A

N/A

Likely

Unlikely

Q

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

A space rocket will be launched en route to Mars

Global Country Average 47% 33% 71% 19% India Indonesia 66% 20% United Arab Emirates 63% Colombia 60% 24% Chile 58% 29% Thailand 58% 26% Turkey 57% 29% Brazil 53% Peru 52% 31% Mexico 52% Saudi Arabia 51% 25% Australia 49% Israel 49% 31% Malaysia 48% 31% **United States** 48% 45% 42% China Italy 45% 33% 44% Germany 35% Belgium 44% 39% 44% Switzerland 44% 37% Denmark 44% South Korea 44% 44% 32% South Africa 43% 36% Ireland 32% Spain 43% Sweden 43% 34% Singapore 43% Argentina 34% 41% Romania 39% Netherlands 39% 37% France 38% 40% Poland 38% 40% **Great Britain** 37% 37% Canada 45% 33% Hungary 26% 46% Japan



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

There will be a space tourism service launched that will offer people trips to land on the moon

Global Country Average 39% 47% United Arab Emirates 63% 26% 62% 28% India Indonesia 60% 28% Colombia 54% 34% Saudi Arabia 52% 30% Chile 52% 40% Peru 50% 39% Malaysia 47% Thailand 47% 41% China 46% 46% Mexico 45% 39% Turkey 45% 43% Singapore 42% 43% South Africa 42% 43% Brazil 39% 46% Spain 37% Italy 37% 51% Netherlands 35% 51% Germany 35% 47% 35% Argentina 49% Romania 35% 56% South Korea 34% 49% 34% Belgium 34% 52% Israel 34% 55% Switzerland 33% Denmark 55% 32% Ireland 56% 31% Australia 29% 60% Sweden **United States** 29% 28% 55% France 28% 58% Poland 58% 26% Hungary 25% 61% **Great Britain** 24% 58% Canada 23% Japan



Market

Q.

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

An implant will be successfully implanted in a human brain to restore lost memories

Global Country Average 27% 55% 64% 25% India United Arab Emirates 55% 52% 34% Indonesia Thailand 44% 41% Saudi Arabia 41% 37% Malaysia 39% 43% China 38% 52% Singapore 38% 47% Turkey 37% 48% South Africa 32% 48% 55% Chile 30% Peru 29% 56% Colombia 28% 52% 55% Brazil 28% Israel 27% 53% Mexico 26% 59% Australia 25% Ireland 25% Denmark 23% 58% 22% Spain 21% 53% Argentina 21% 60% Italy 65% 21% South Korea 68% Sweden 20% 63% 20% Germany Switzerland 19% **United States** 62% 19% 63% France 19% 18% 67% Poland 18% 61% Canada 65% Romania 18% 67% Netherlands 17% 16% 67% **Great Britain** 15% 69% Hungary Belgium 14% 69% Japan 10%



OUTLOOK FOR 2023



Q.

Outlook for 2023

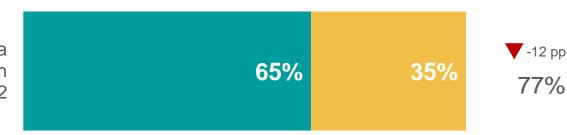
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

I will make some personal resolutions to do some specific things for myself or others in 2023





I am optimistic that 2023 will be a better year for me than it was in 2022



The global economy will be stronger in 2023 than it was in 2022



▼ -15 pp

61%



Outlook for 2023

Global averages - % agree

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

100% 90% 80% **78%** 77% 77% **76%** 80% 76% **75%** 75% 70% 65% 61% 59% 60% 54% 54% 53% 53% 52% 49% 46% 50% 40% 30% 20% 10% 0% 2013 2016 2018 2021 2022 2012 2014 2015 2017 2019 2020

I am optimistic that next year will be a better year than this year

The global economy will be stronger next year than it was this year



Market

Global Country Average

Peru

Colombia

Sweden

Agree

Disagree

10%

65%

91%

90%

74%

Change vs 2021

-1%

-1%

-3%

-2%

-7%

-1%

-3%

N/A

-2%

-5%

N/A

2%

-2%

N/A

-5%

-7%

-6%

-4%

-5%

-6%

1%

3%

-4%

N/A

-4%

-6%

0%

-3%

2%

0%

-2%

-1%

-5%

-2%

-5%

-3%

12%

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 2023

Mexico 90% China 89% 11% Argentina 88% South Africa 86% Indonesia 86% 14% Chile 86% Romania 83% 17% Thailand 82% 18% India 82% 18% Brazil 80% 20% United Arab Emirates 79% 21% Israel 79% Spain 78% Italy 77% Singapore 77% 23% Saudi Arabia 77% Malaysia 76% 75% 25% Turkey Poland 74% 74% 26% Denmark 73% Ireland 27% 73% 28% Switzerland 71% 30% South Korea 70% Germany Australia 70% 69% **United States** 68% France 65% Canada 63% 37% **Great Britain** 61% 39% Belgium 55% 45% Hungary 45% 55% Netherlands 41% 59% Japan

35%



Agree

Disagree

Q.

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

I am optimistic that 2023 will be a better year for me than it was in 2022 Global Country Average 65% 35% 85% 15% Brazil Mexico 85% 15% China 83% 17% United Arab Emirates 82% 18% Saudi Arabia 82% 81% India Peru 81% 20% Indonesia 80% Colombia 79% 21% South Africa 76% Thailand 76% 24% Chile 70% 30% Hungary 69% 31% Malaysia 68% 32% Argentina 68% 67% 33% Israel Australia 67% 35% Ireland 65% **United States** 64% 64% 36% Singapore Romania 63% 39% 61% Switzerland 39% 61% Canada 61% 40% Denmark 41% 59% Poland 59% Netherlands Spain 55% 54% 46% Italy 54% 46% Turkey 53% **Great Britain** 52% 48% Sweden 52% 48% South Korea 52% 48% Germany 44% 56% France 44% 56% Belgium 36% 64% Japan

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Change

vs 2021

-12%

3%

-5%

-11%

N/A

-8%

-2%

-6%

N/A

-9%

-8%

N/A

-16%

-10%

-14%

-12%

-13%

-16%

N/A

-7%

-15%

-17%

-14%

-16%

-19%

-12%

-15%

-17%

-19%

-5%

-19%

-26%

-19%

-13%

-16%

-14%

-18%

Market

Agree

Disagree

Change vs 2021

-15%

-9%

N/A

9%

-7%

-8%

N/A

N/A

-17%

-16%

-21%

-21%

-3%

-15%

-4%

-17%

3%

-13%

-12%

-28%

N/A

-25%

-15%

-28%

-17%

-26%

-22%

-12%

-29%

-32%

-23%

-26%

-27%

-16%

-32%

-20%

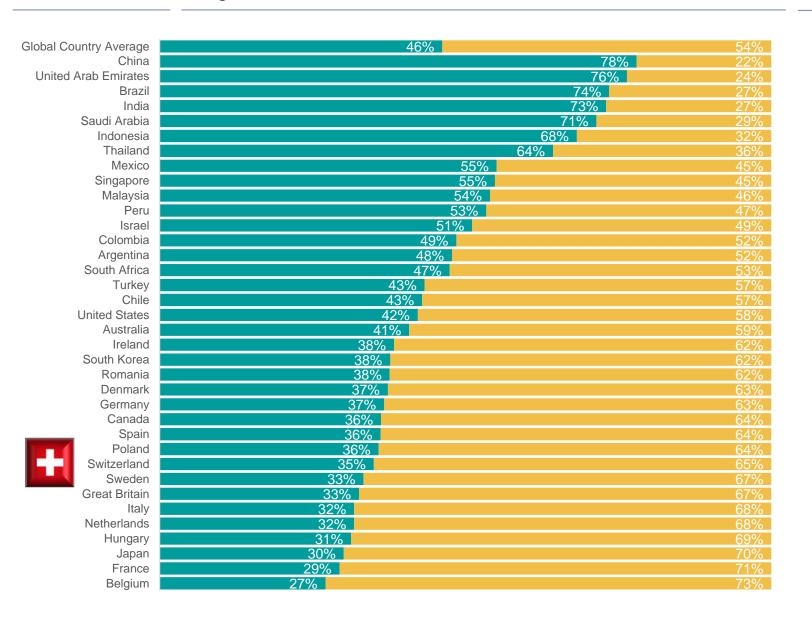
-17%

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 2023 than it was in 2022

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October

21 - Friday, November 4, 2022





TECHNICAL NOTE

These are the results of a 36-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets between Friday, October 21 and Friday, November 4, 2022.

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

The samples in Argentina, Australia, Belgium, Canada, Denmark, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, South Korea, Spain, Sweden, Switzerland, 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, Colombia, India, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and United Arab Emirates 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.



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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

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.



THANK YOU

Contact:

PLEASE ADD LOCAL MARKET CONTACT AND SPOKESPERSON HERE

