

# 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%



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 RATES	UNEMPLOYMENT
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



57%

Expect more extreme weather events next year than this year



48%

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



23%

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



44%

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



34%

Expect space tourism service moon trips to launch in 2023



19%

Expect a brain 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 year 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

PRICES	INFLATION	INTEREST RATES	UNEMPLOYMENT
<b>79%</b>	<b>75%</b>	<b>74%</b>	<b>68%</b>

## ENVIRONMENT



**65%**

Expect more extreme weather events next year than this year



**57%**

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



**45%**

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

## SOCIETY



**60%**

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

This ranges from **82%** in Indonesia To **43%** in China

## WORLD SECURITY

**48%**



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**

## TECHNOLOGY



**47%** Expect a space rocket to be launched en route to Mars in 2023



**39%**

Expect space tourism service moon trips to launch in 2023



**27%**

Expect a brain implant to restore 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

1

Q.

## 2022 in retrospect

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

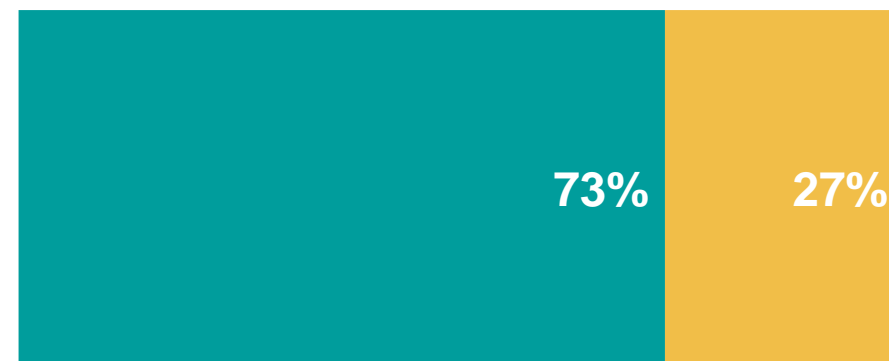
Global averages

■ Agree

■ Disagree

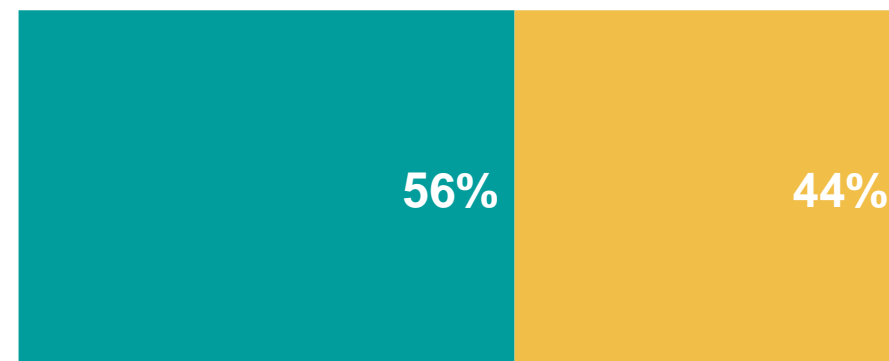
% Likely 2021

2022 was a bad year for my country



▼ -4 pp  
77%

2022 was a bad year for me and my family



▼ -2 pp  
58%

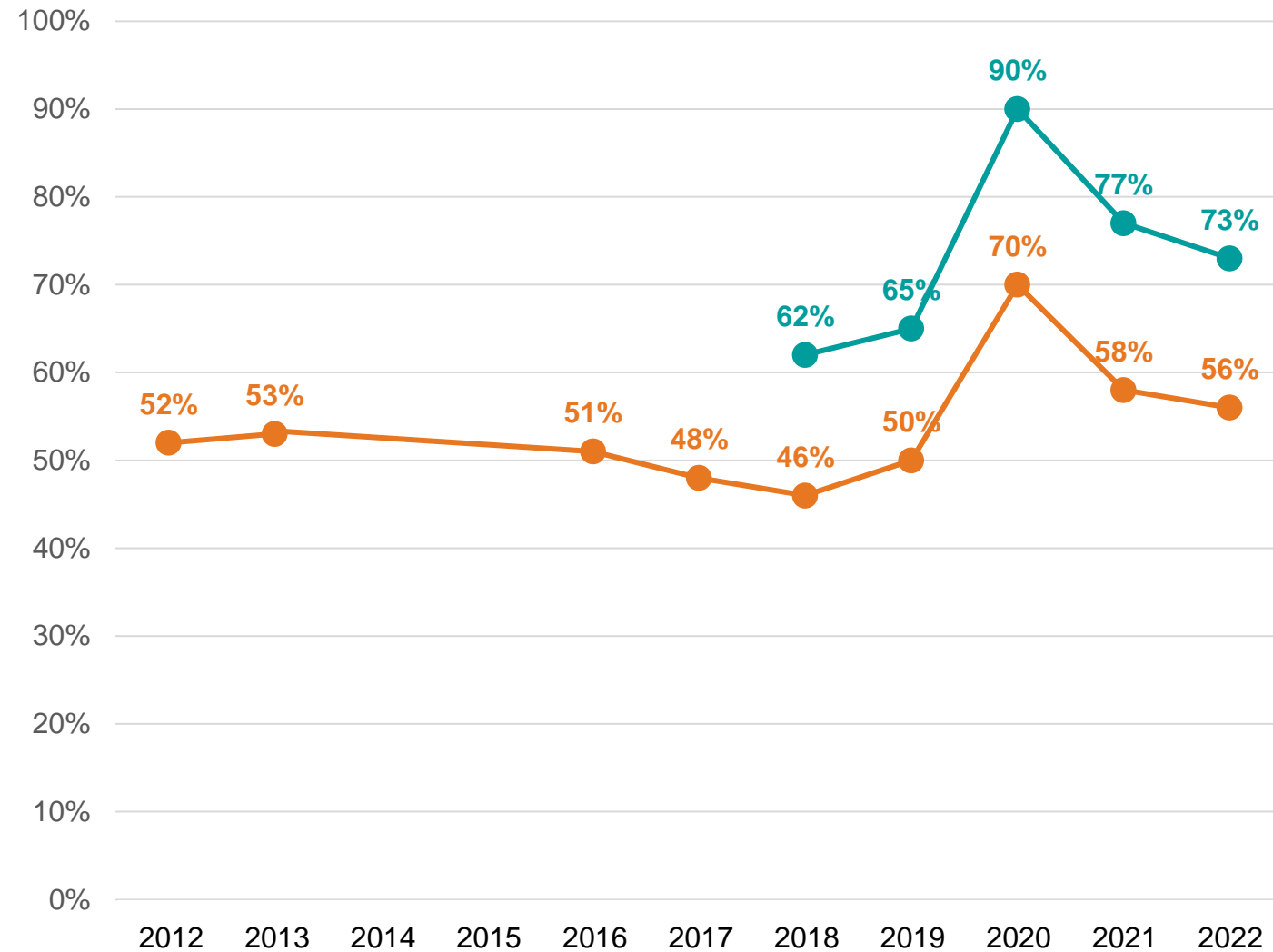
*Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022*

# 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...?

Global averages - % agree



This year was a bad year for my country

This year was a bad year for me and my family

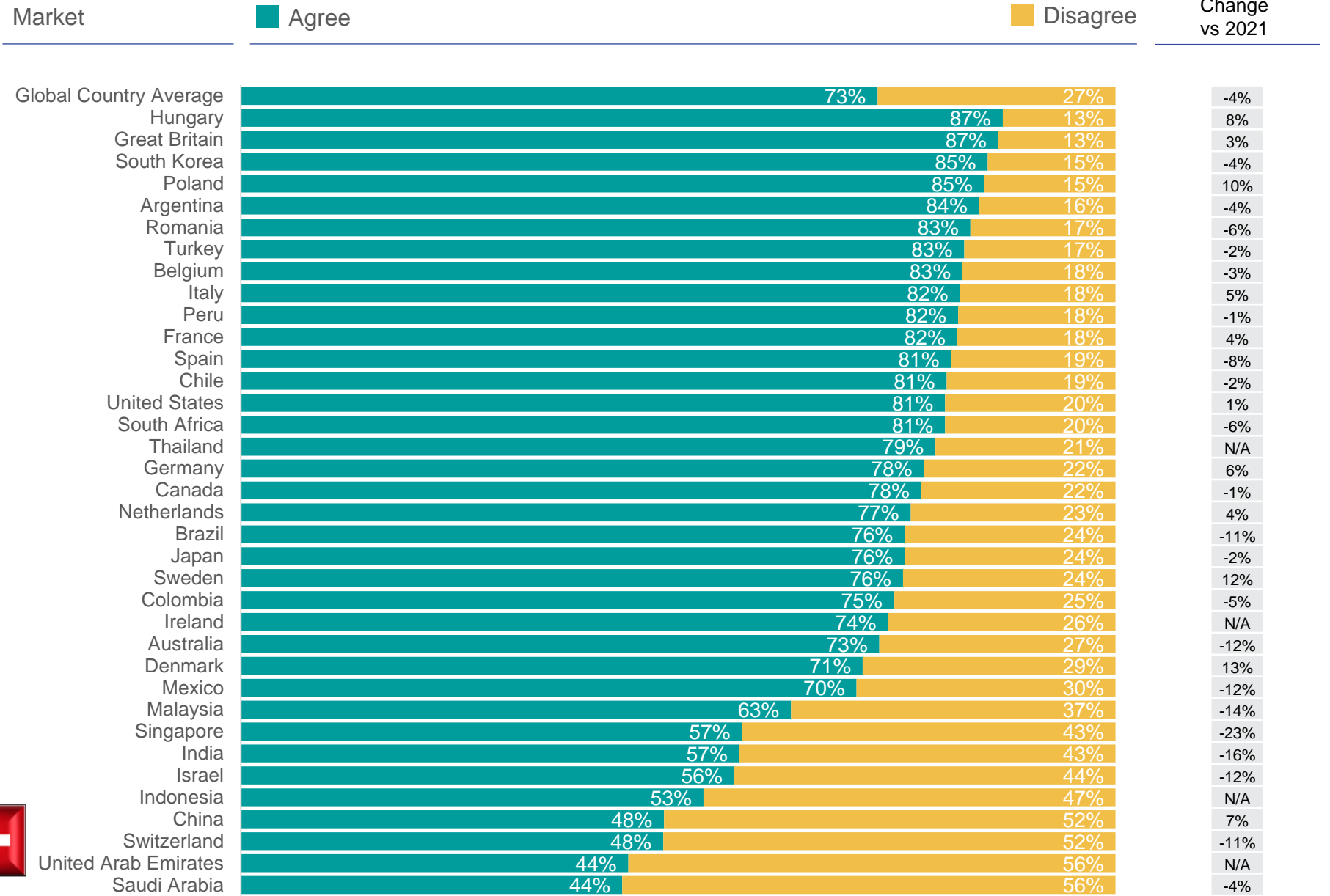
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Q.

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**

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



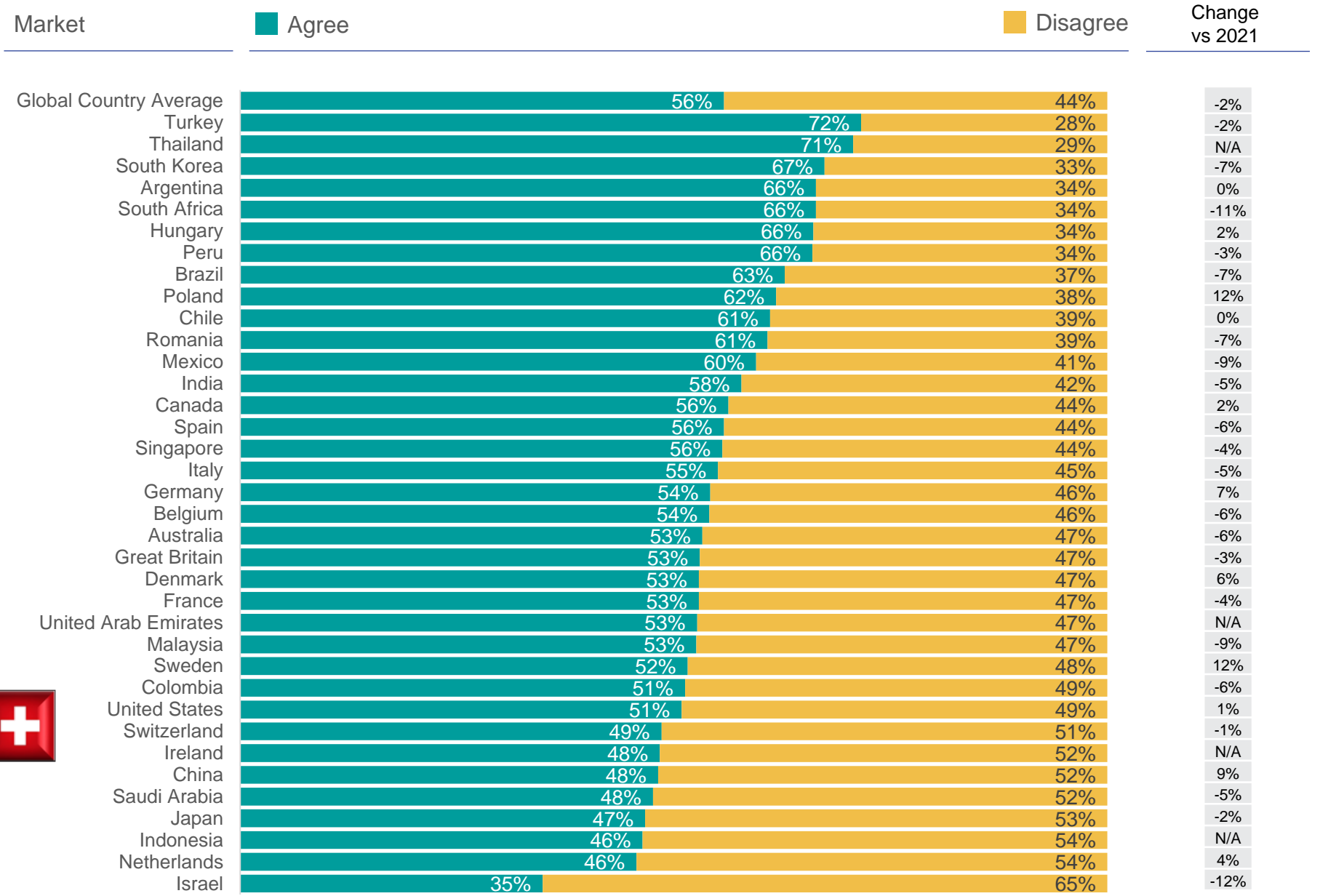
Q.

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**



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





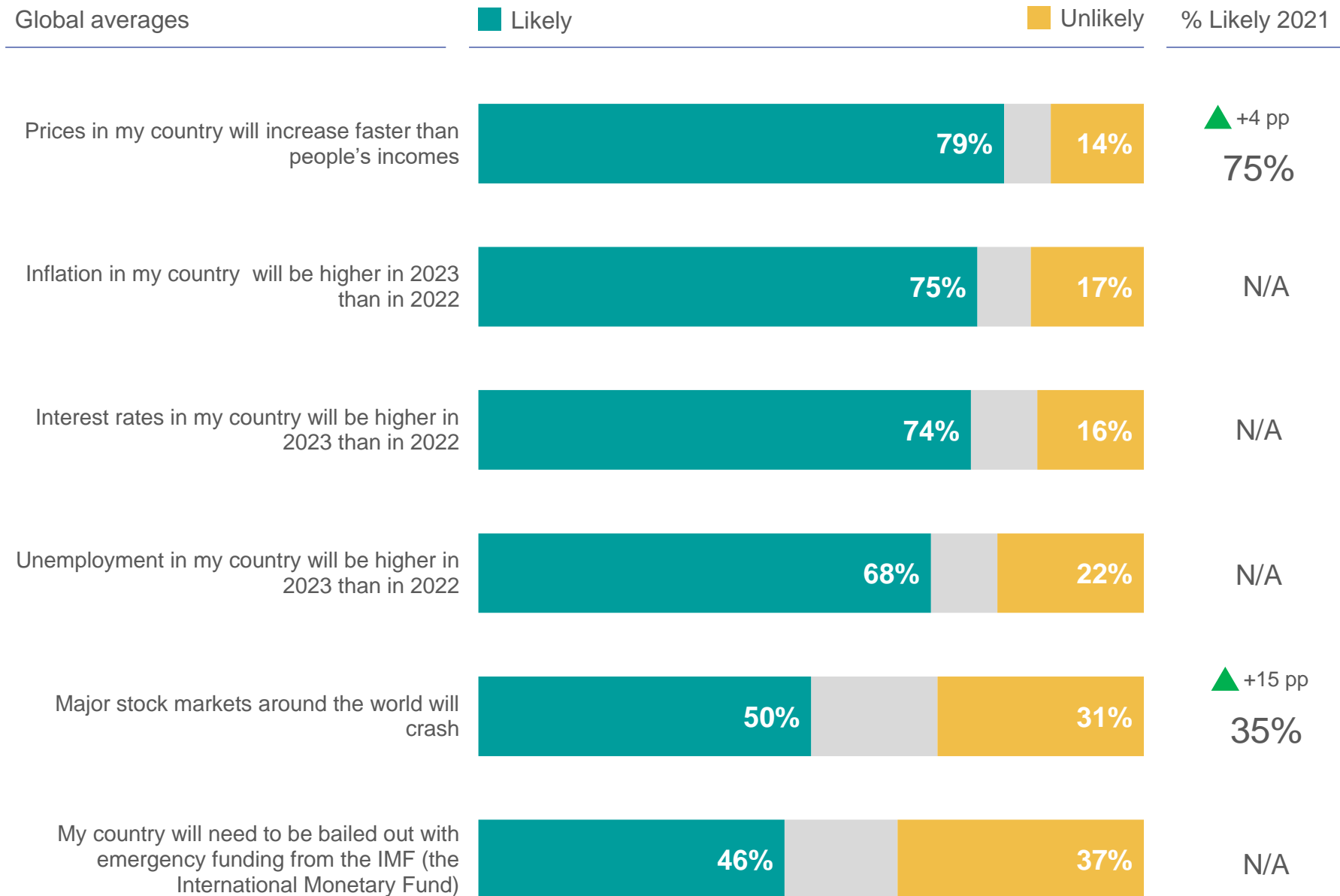
# ECONOMY IN 2023

# 2

# Q.

## Economy

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



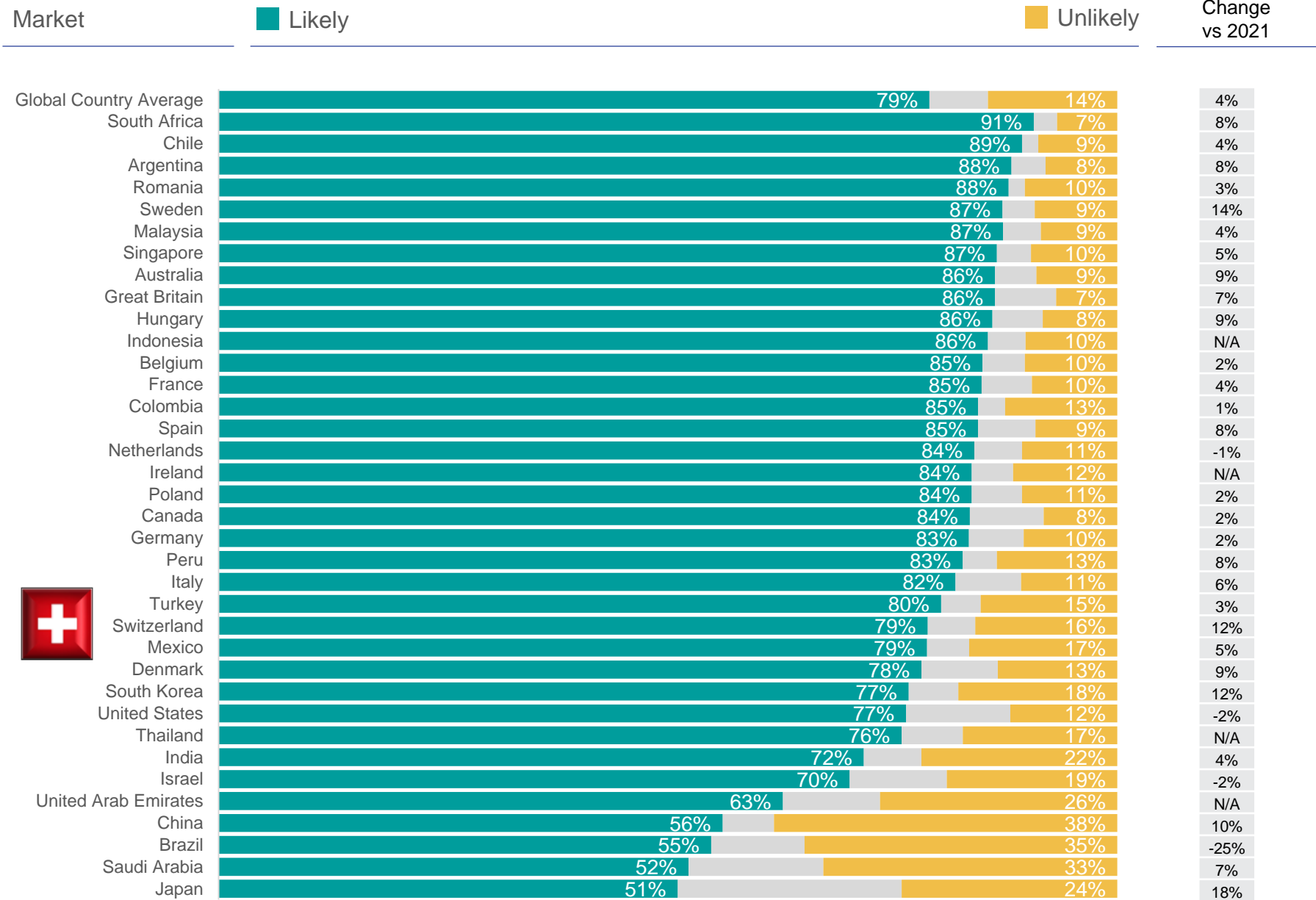
Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

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: 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



Q.

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

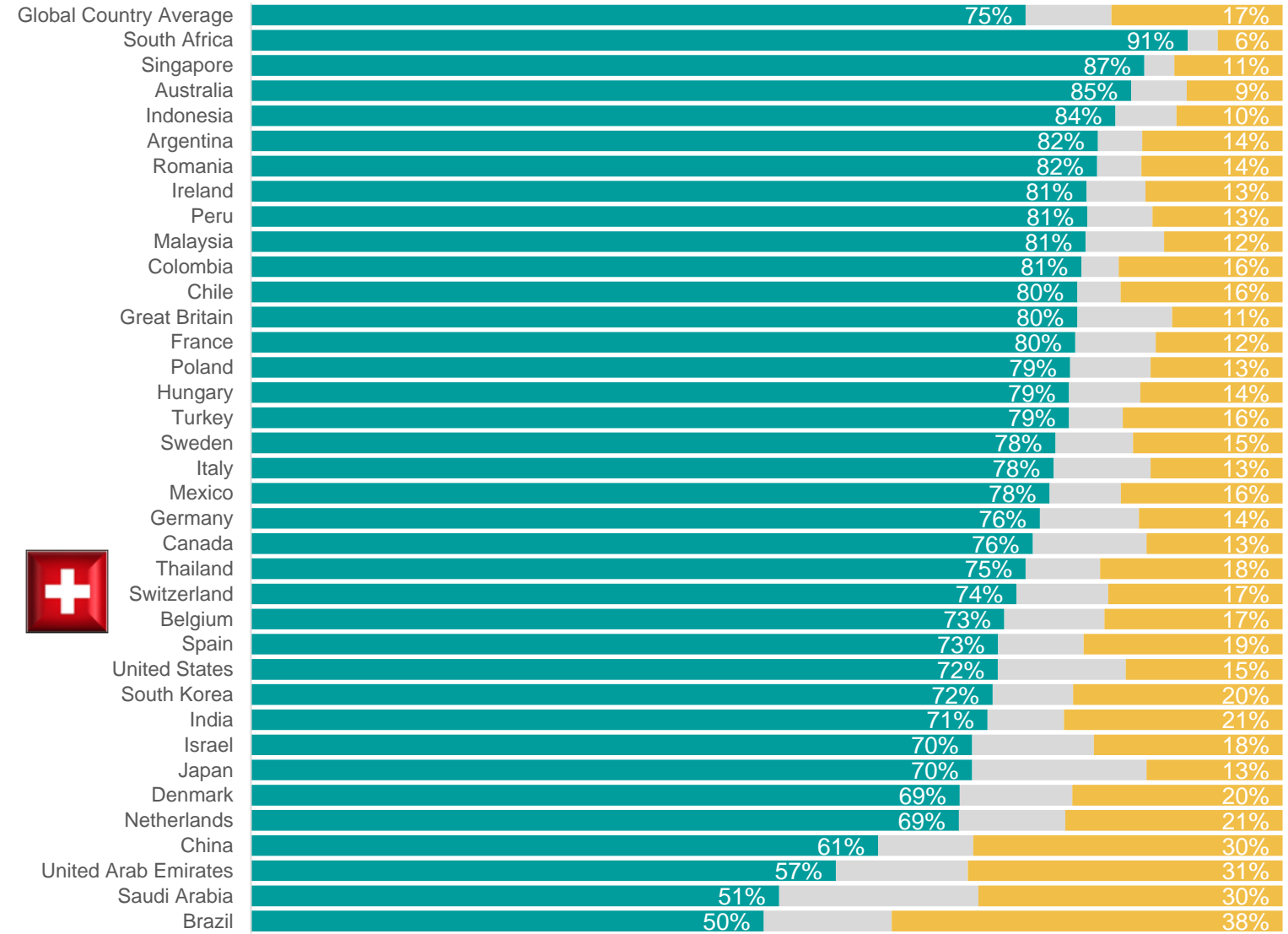
## Inflation in my country will be higher in 2023 than in 2022

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

Market

Likely

Unlikely





Q.

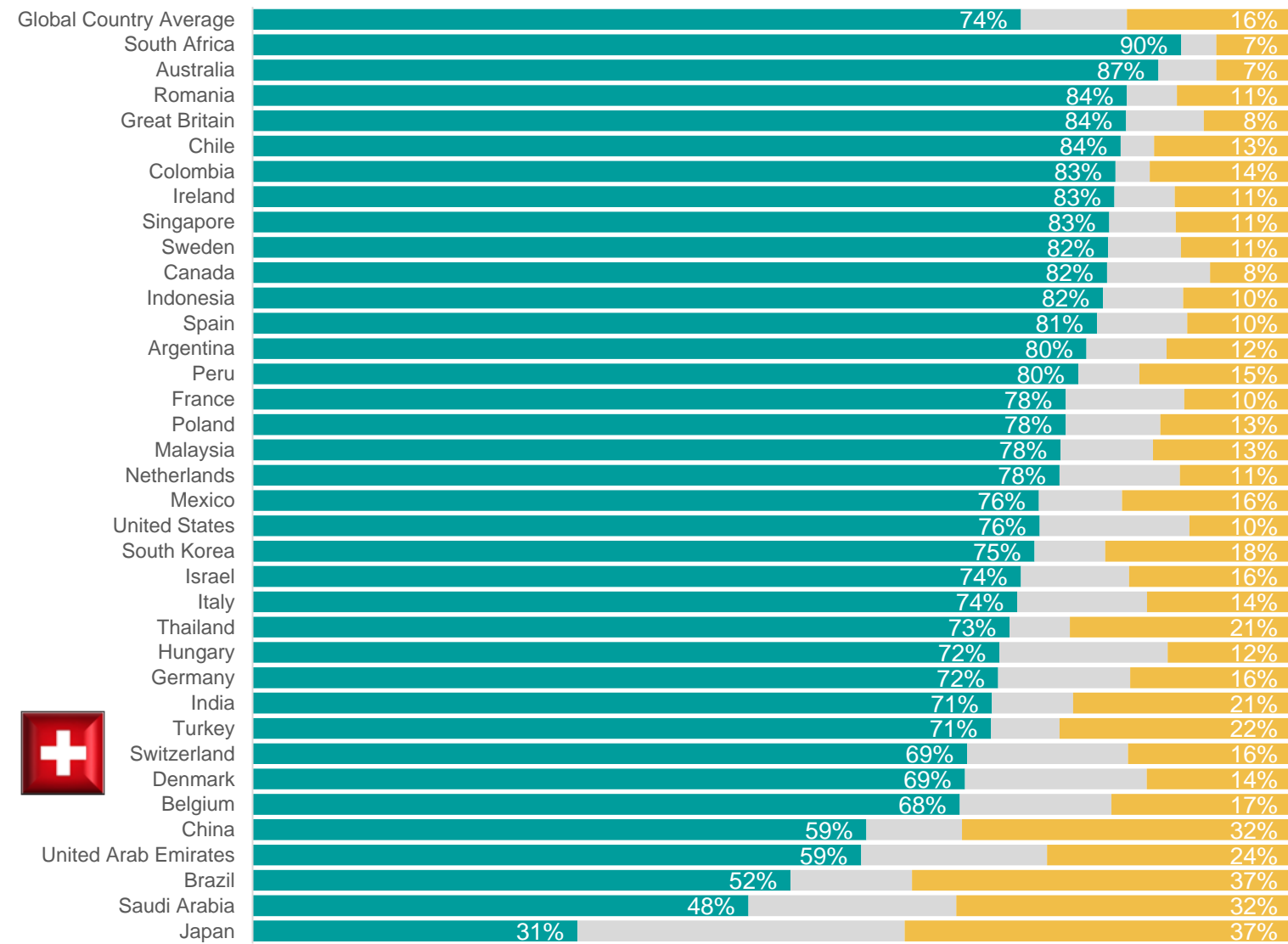
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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

Market

Likely

Unlikely

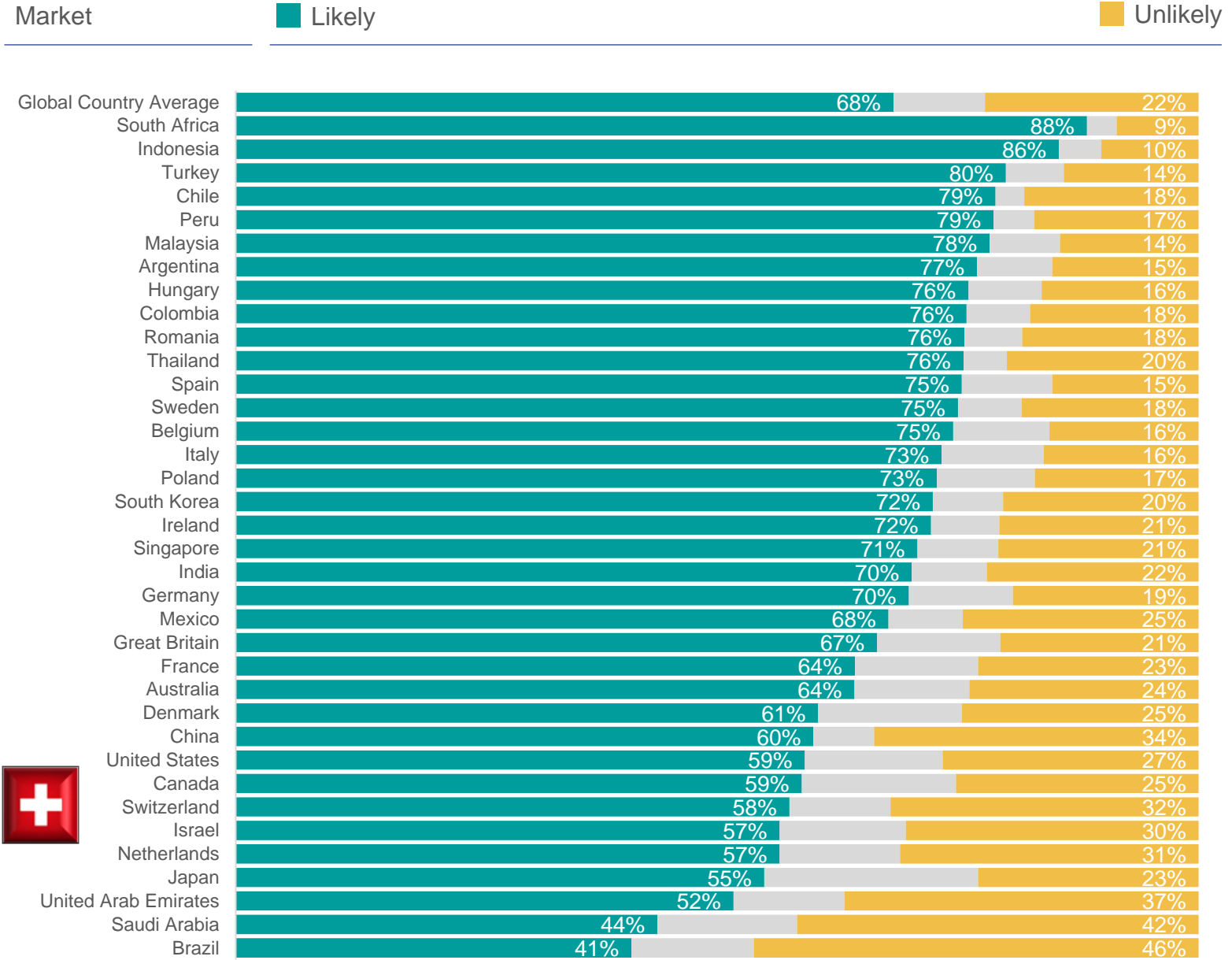


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Q.

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

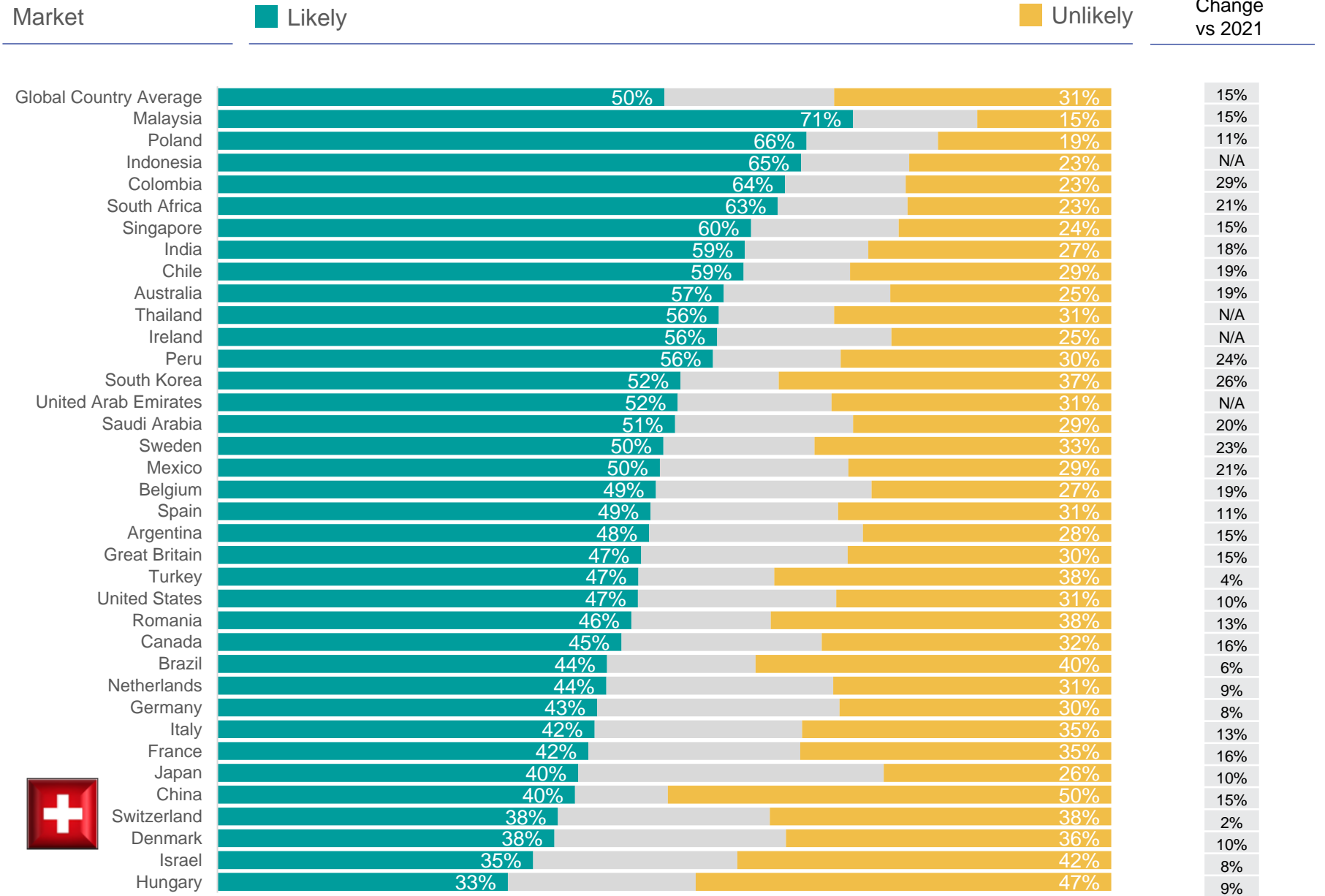


Q.

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

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



Q.

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

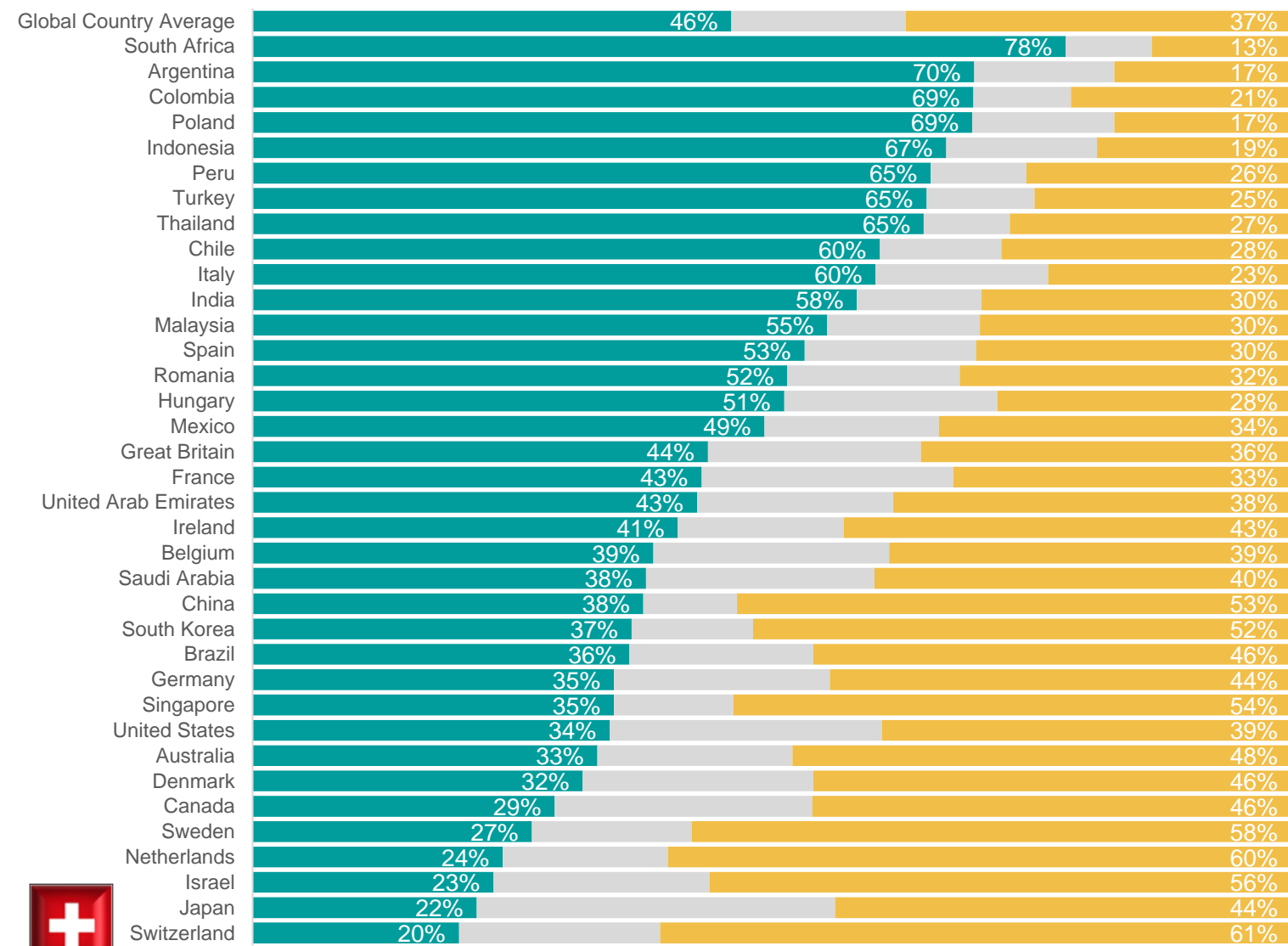
## My country will need to be bailed out with emergency funding from the IMF

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

Market

Likely

Unlikely





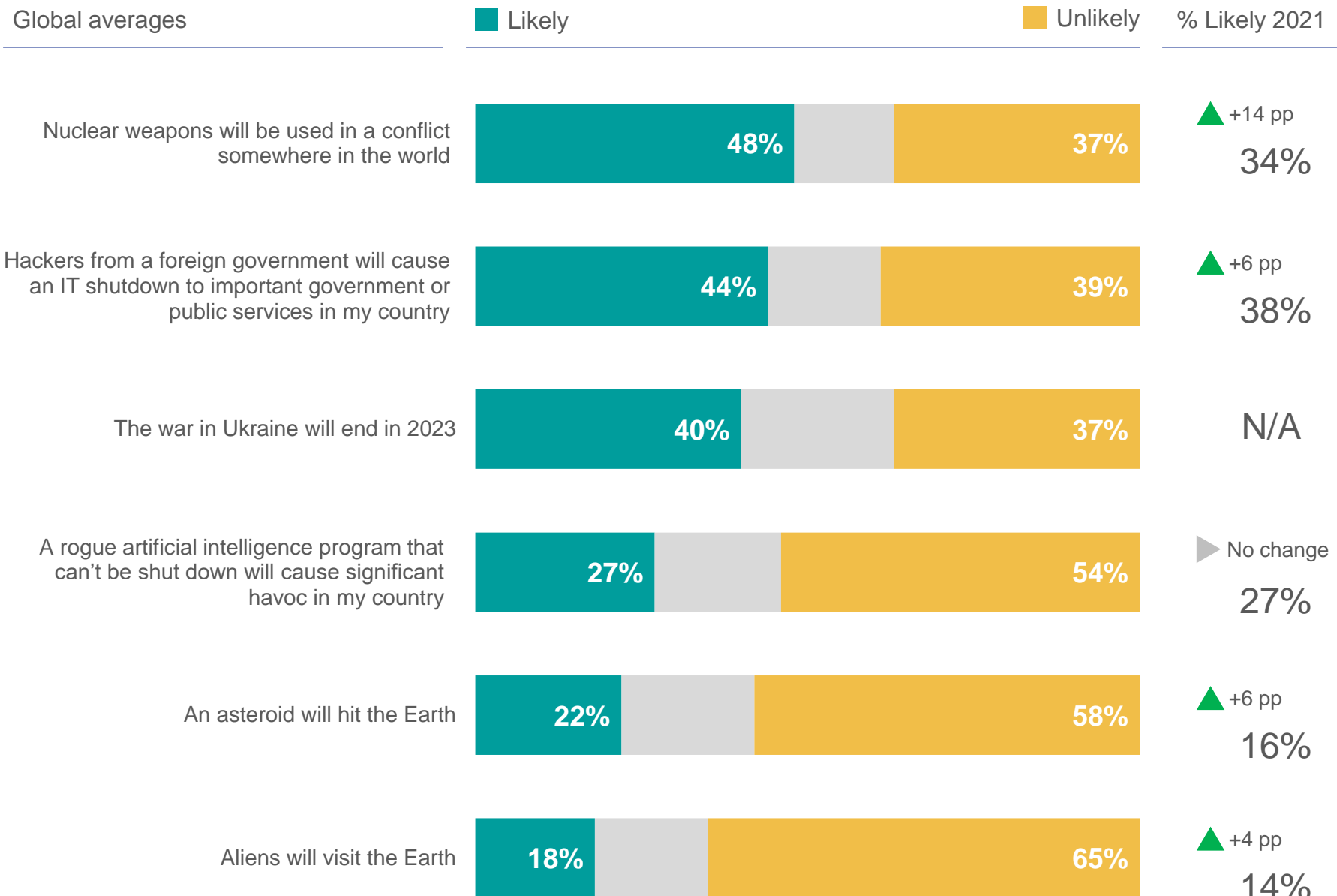
# WORLD SECURITY IN 2023

# 3

# Q.

## World Security

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

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

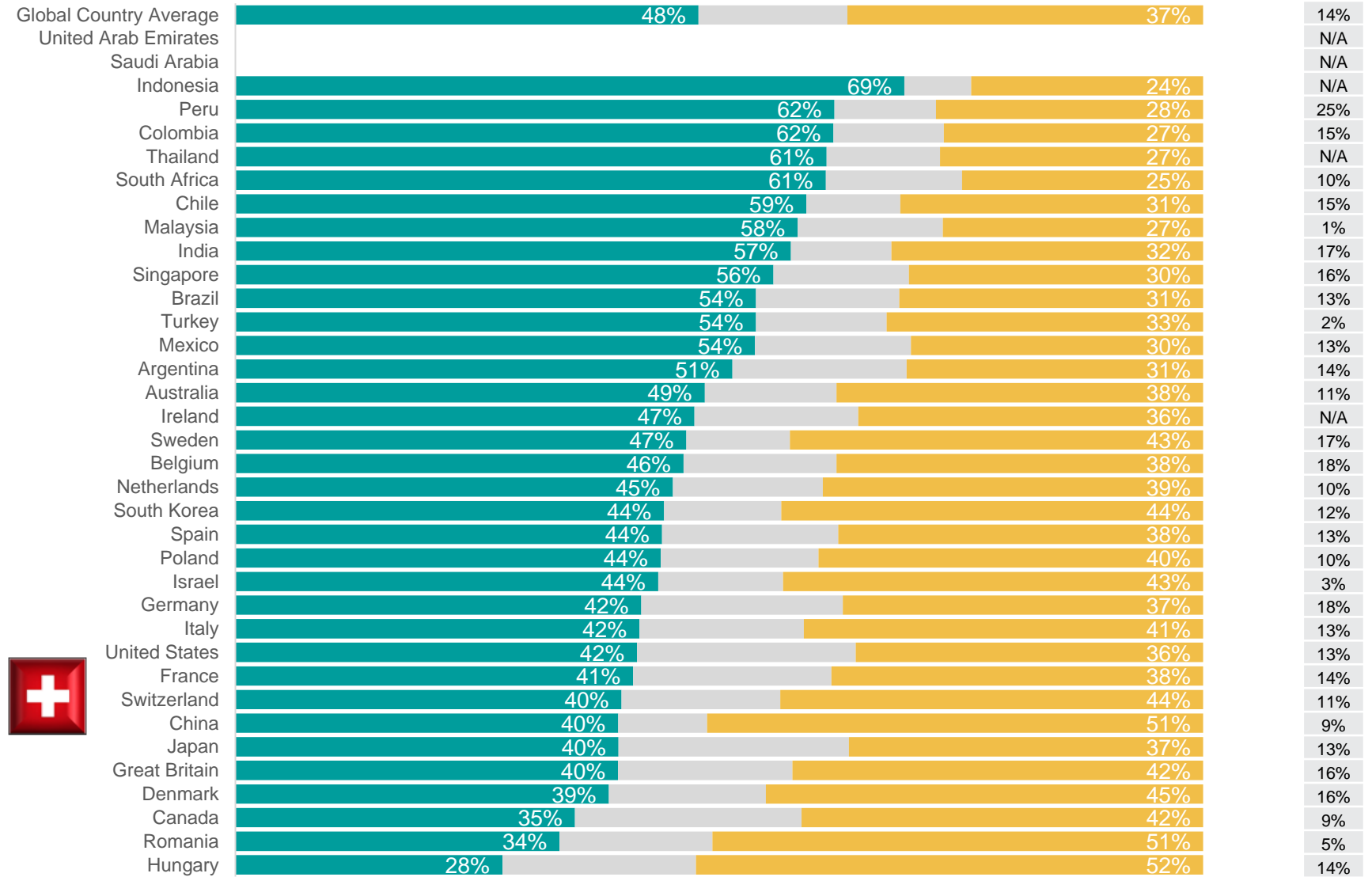
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Market

 Likely

 Unlikely

Change vs 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

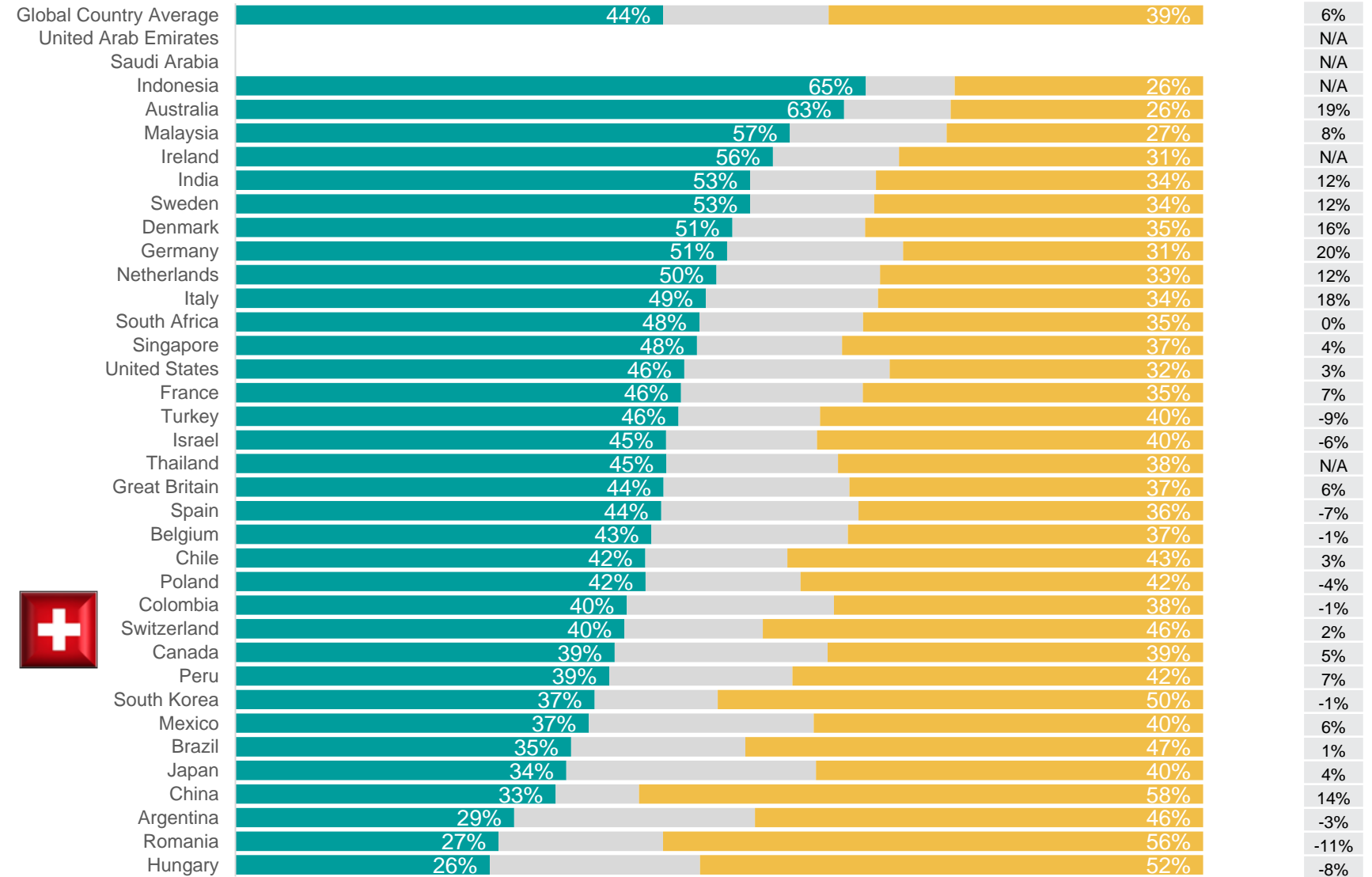
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Market

 Likely

 Unlikely

Change vs 2021



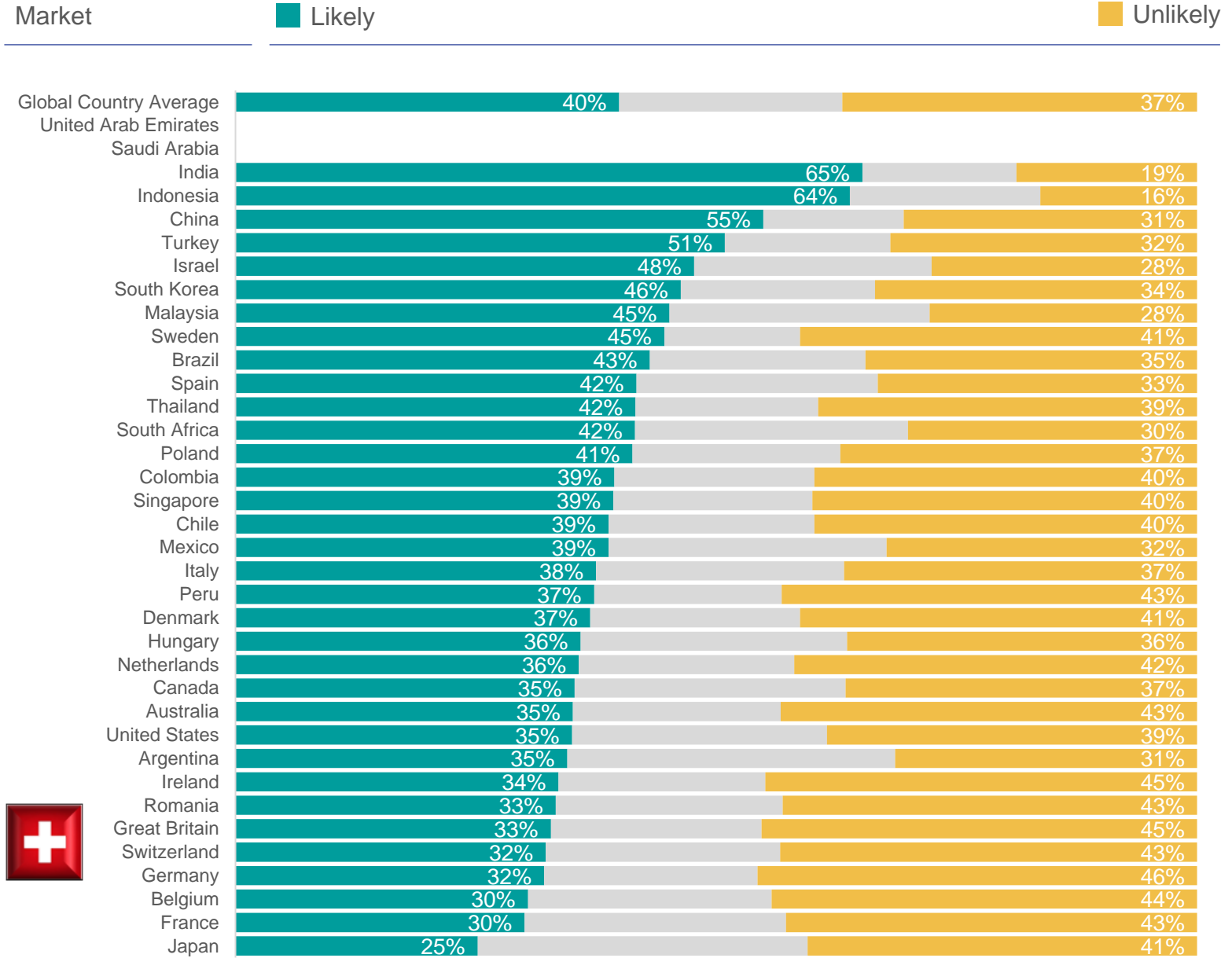


Q.

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

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 question was not asked in Saudi Arabia or the UAE.



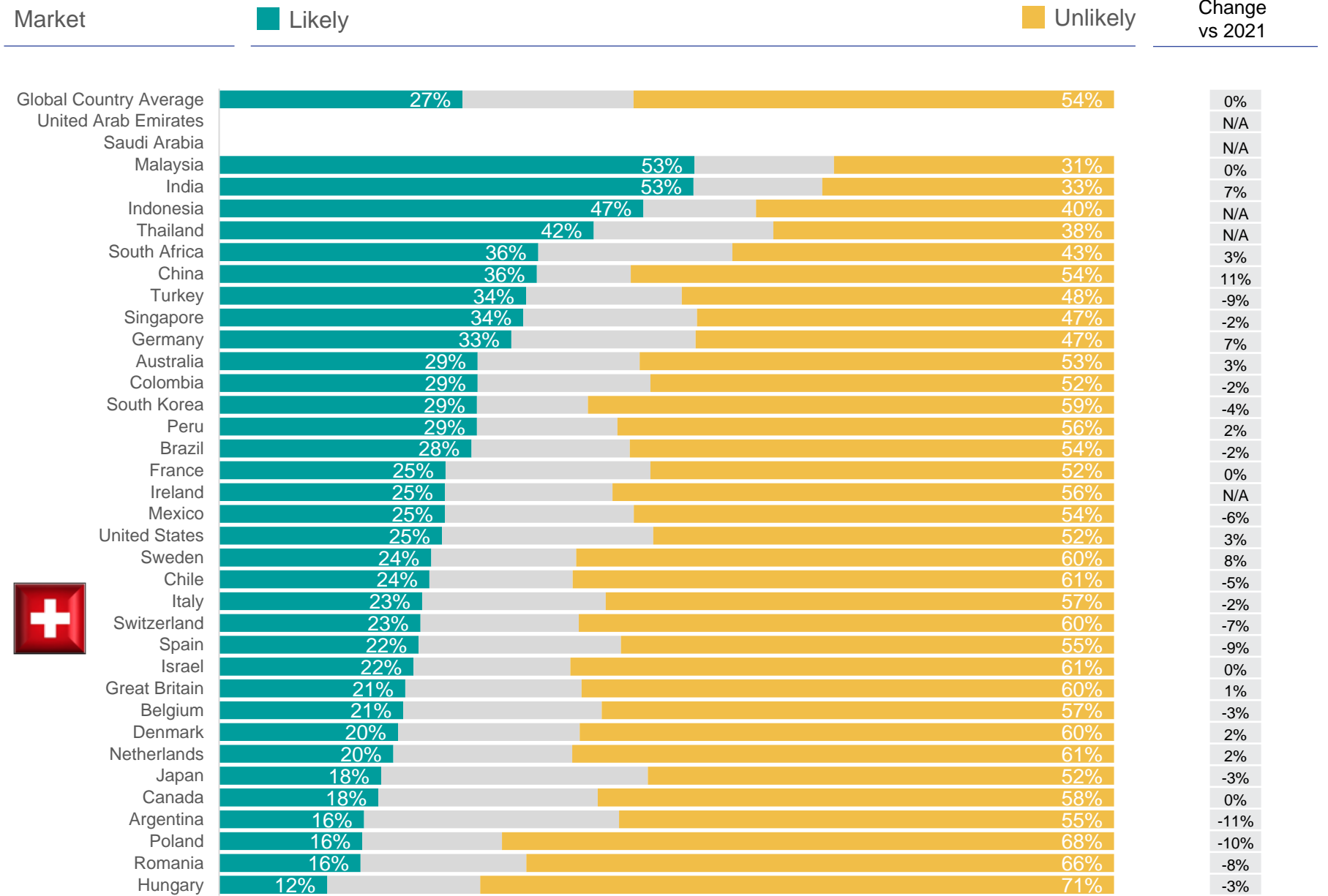
Q.

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



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 question was not asked in Saudi Arabia or the UAE.

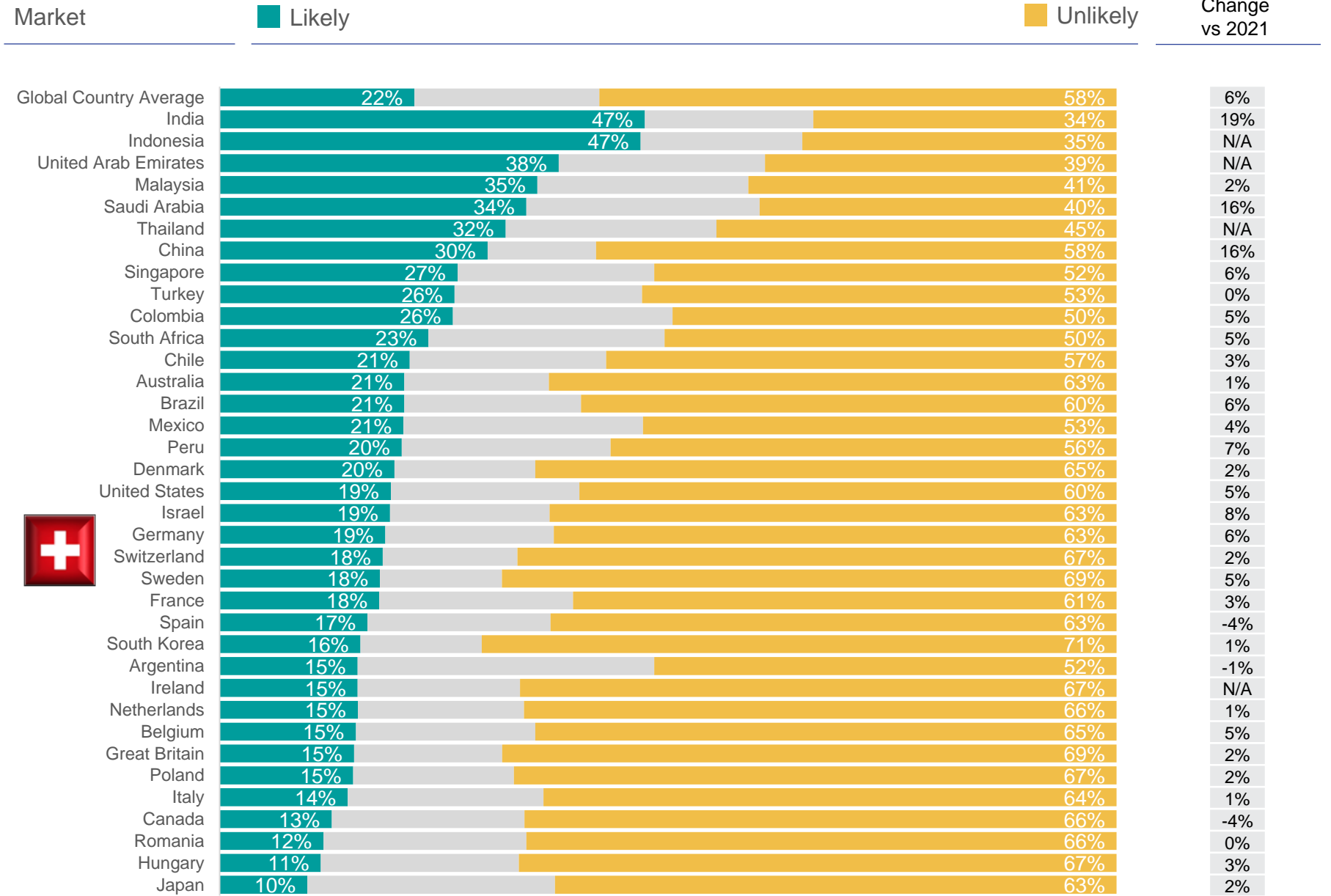


Q.

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

## An asteroid will hit the Earth

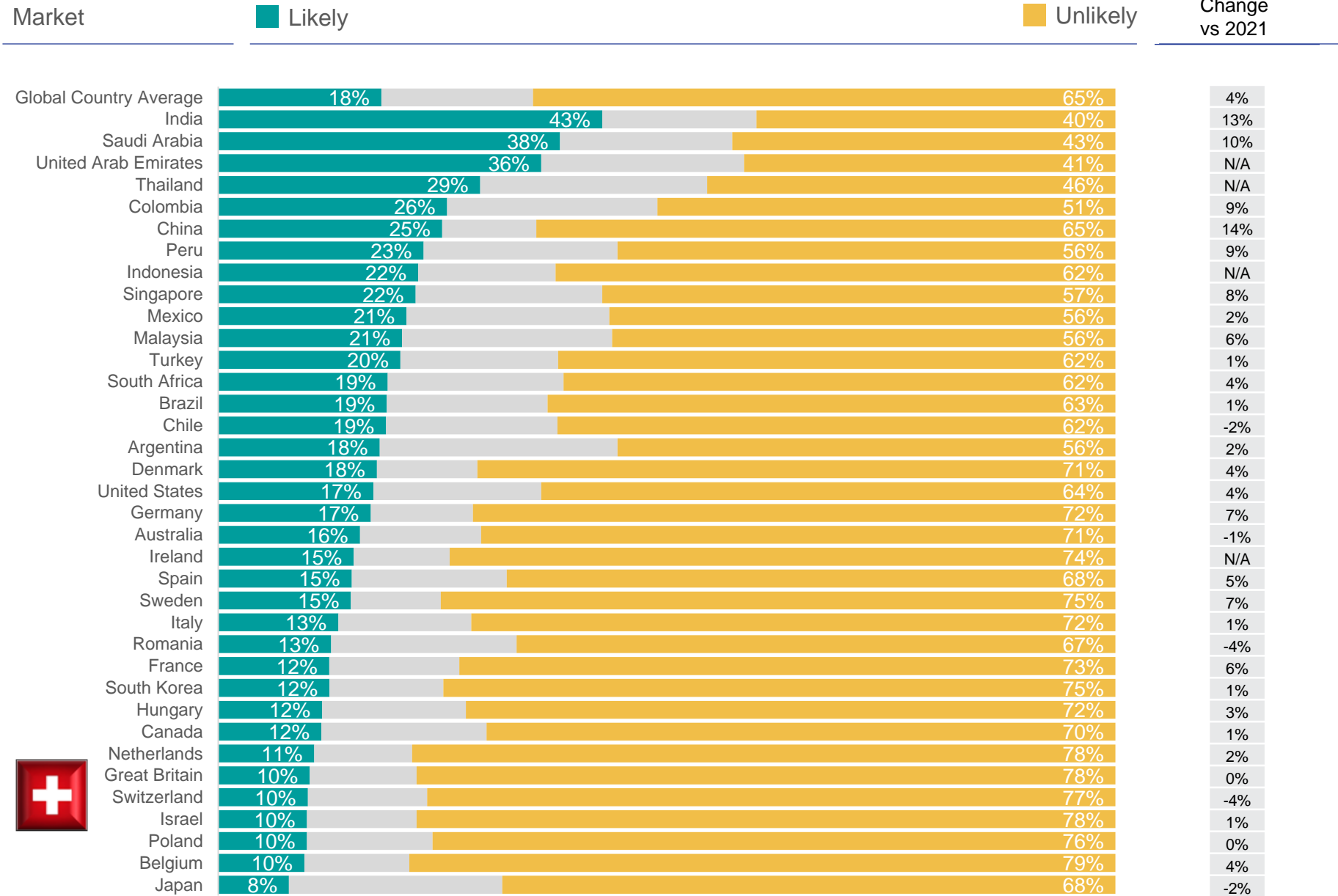
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Q.

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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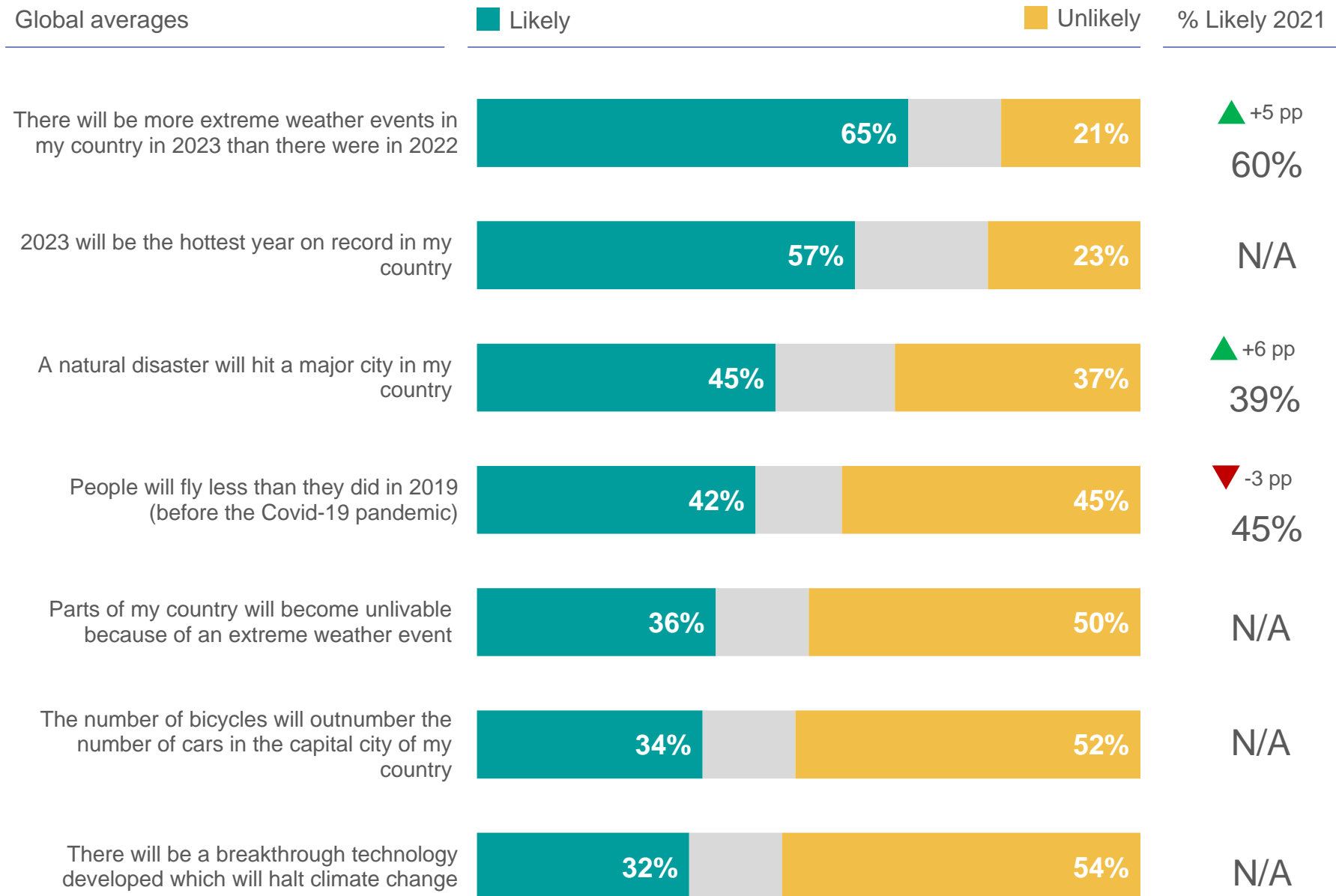
# ENVIRONMENT IN 2023

# 4

# Q.

## Environment

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



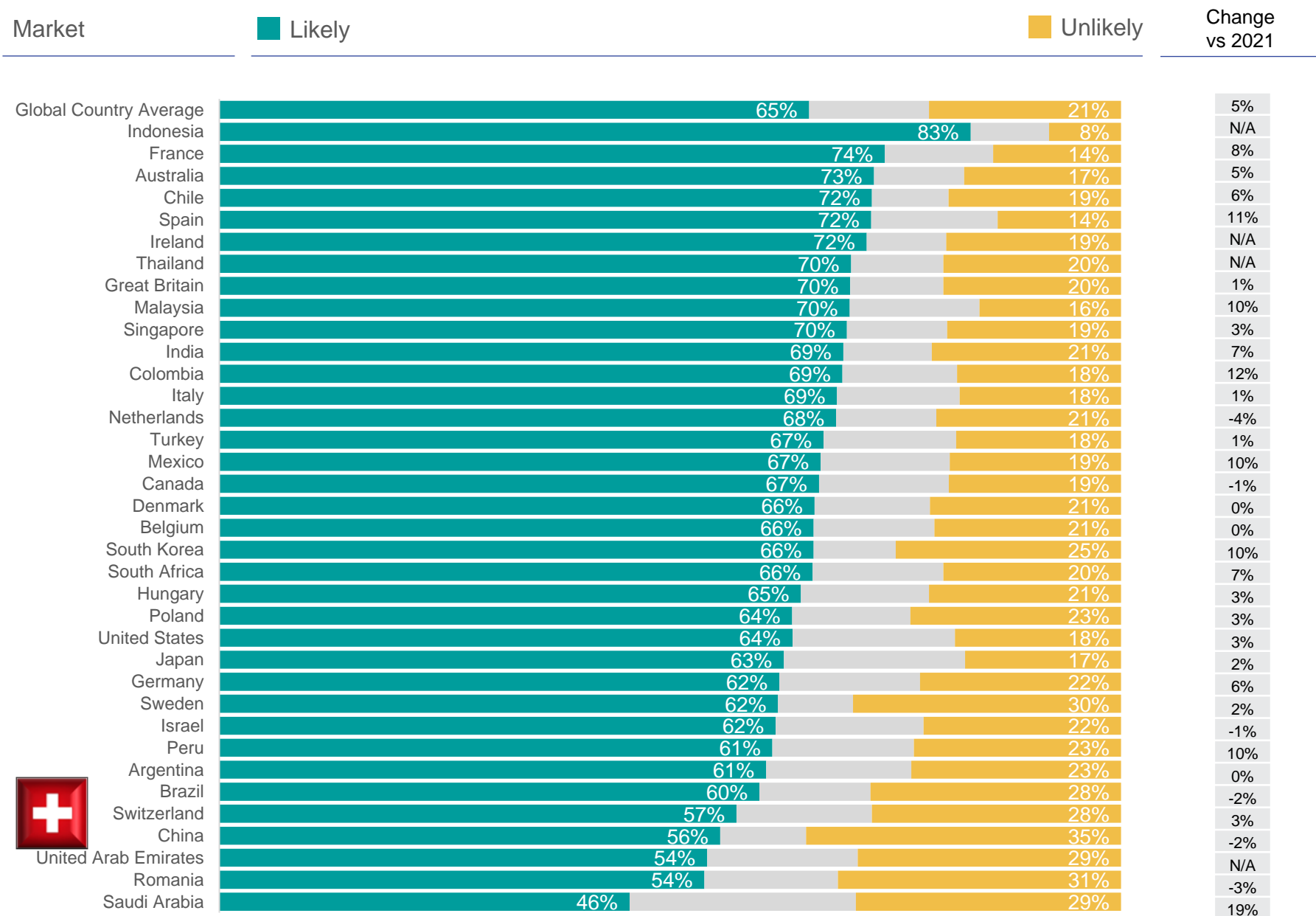
Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

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**

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



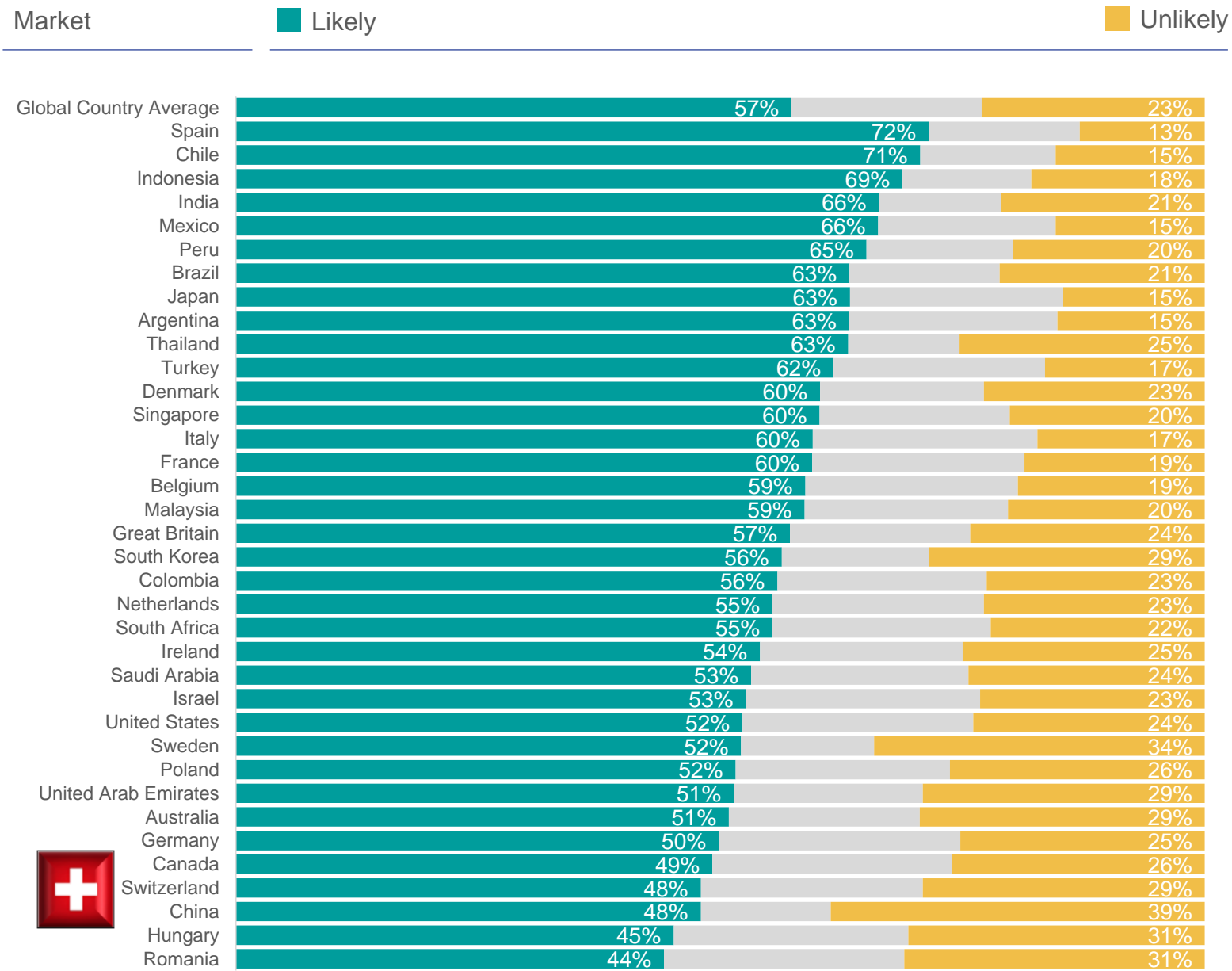


Q.

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

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

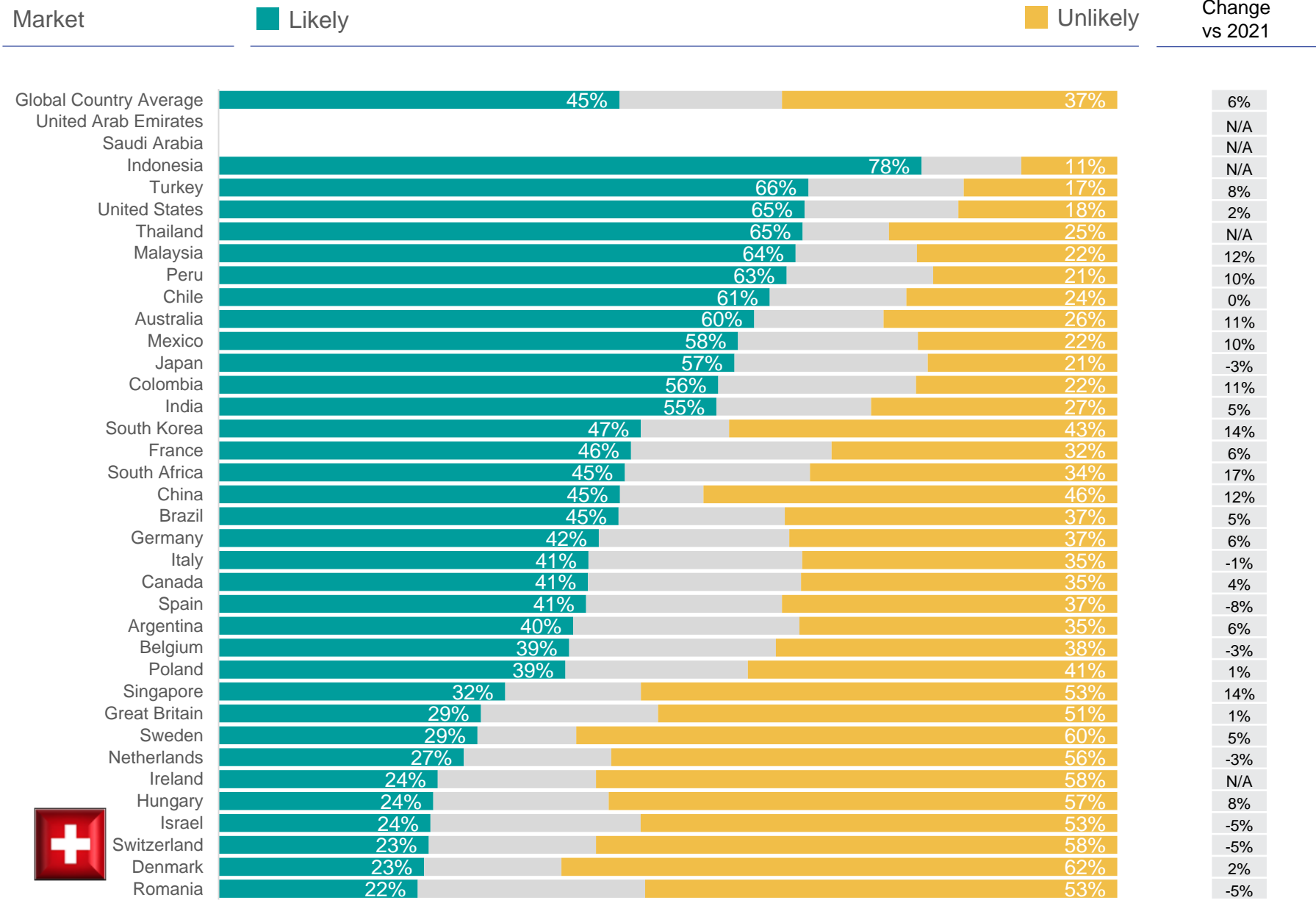


Q.

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: 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 question was not asked in Saudi Arabia or the UAE.

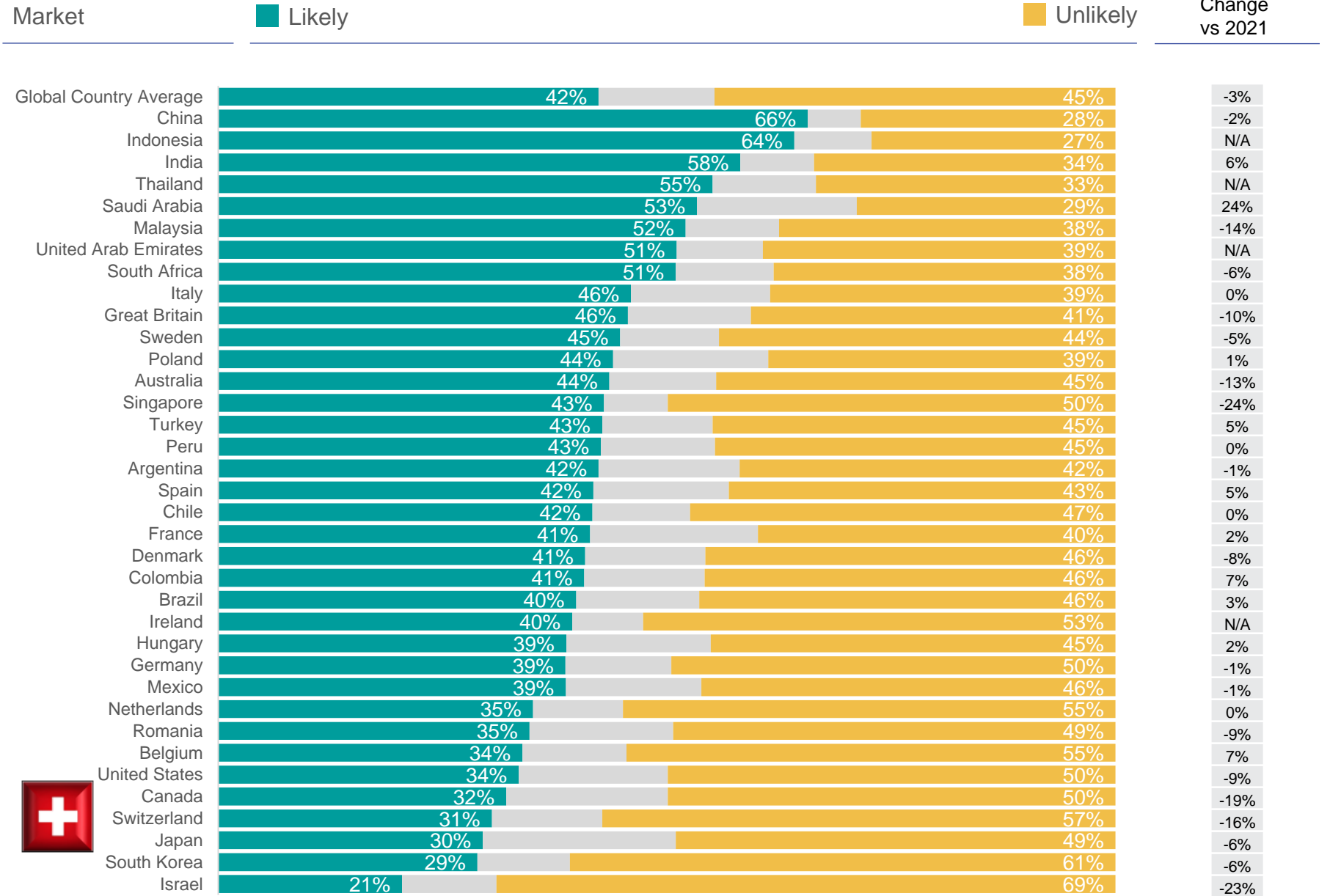


Q.

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: 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



Q.

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

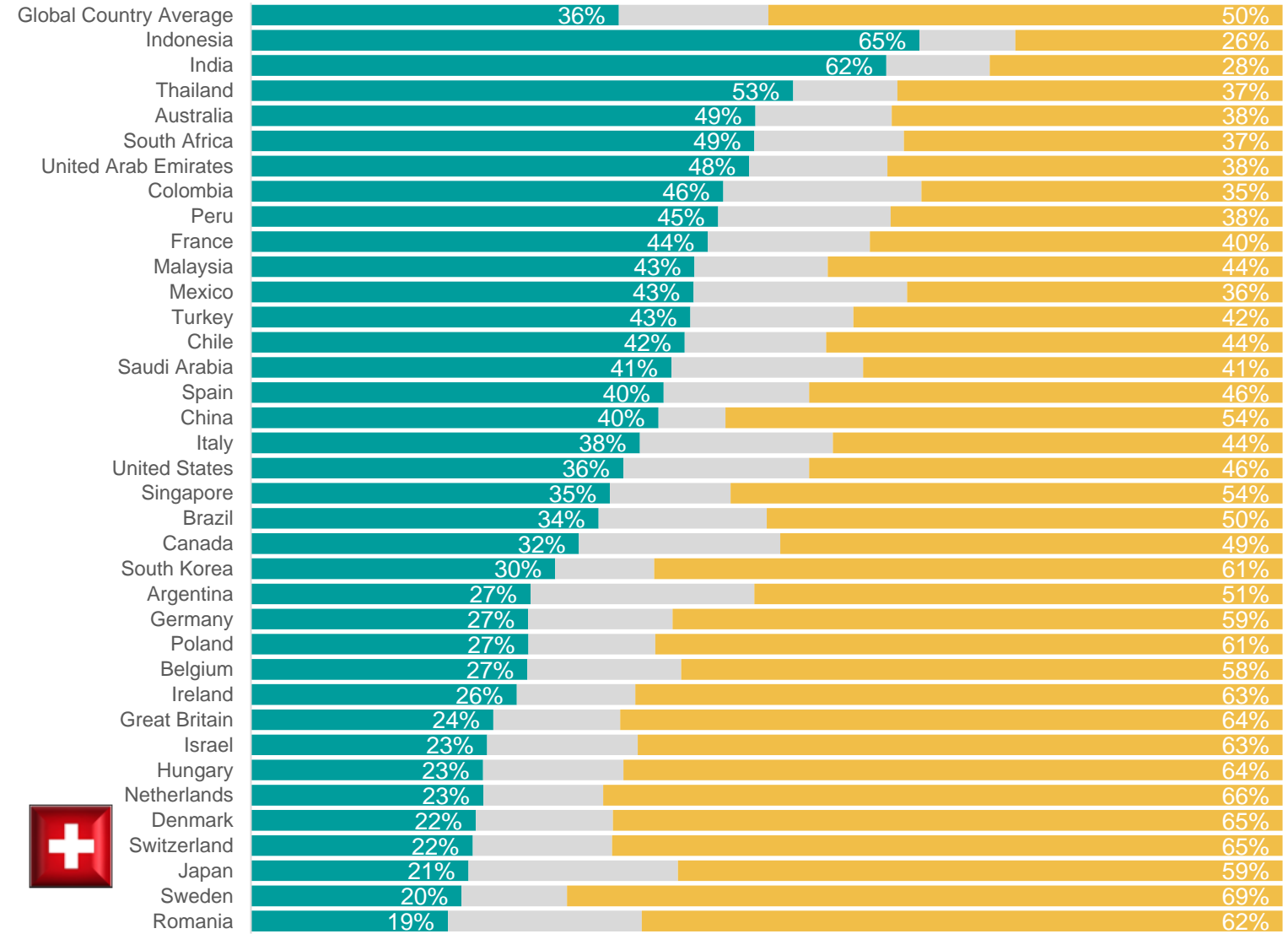
**Parts of my country will become unliveable because of an extreme weather event**

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

Market

 Likely

 Unlikely



Q.

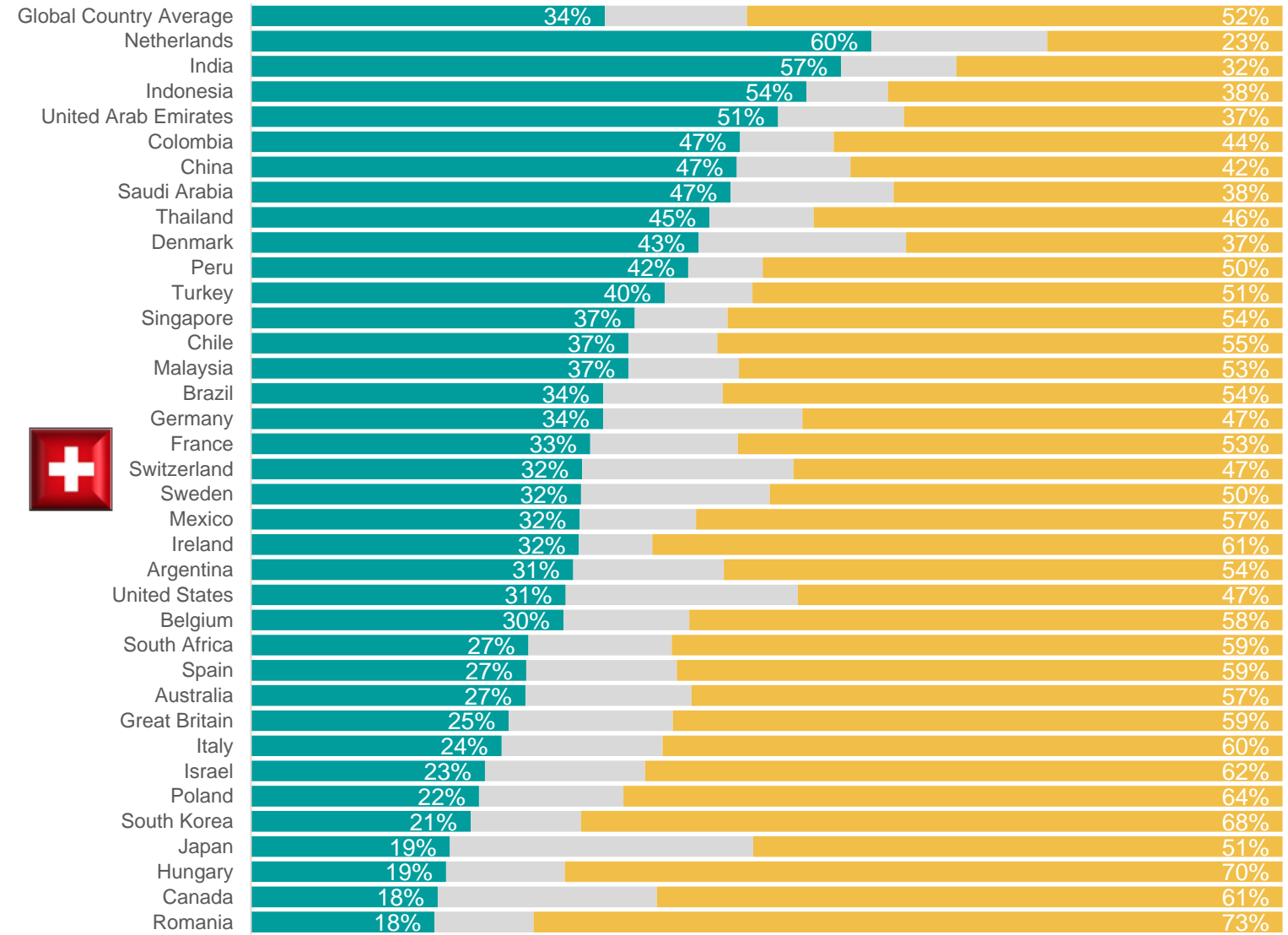
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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

Market

Likely

Unlikely



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

Q.

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

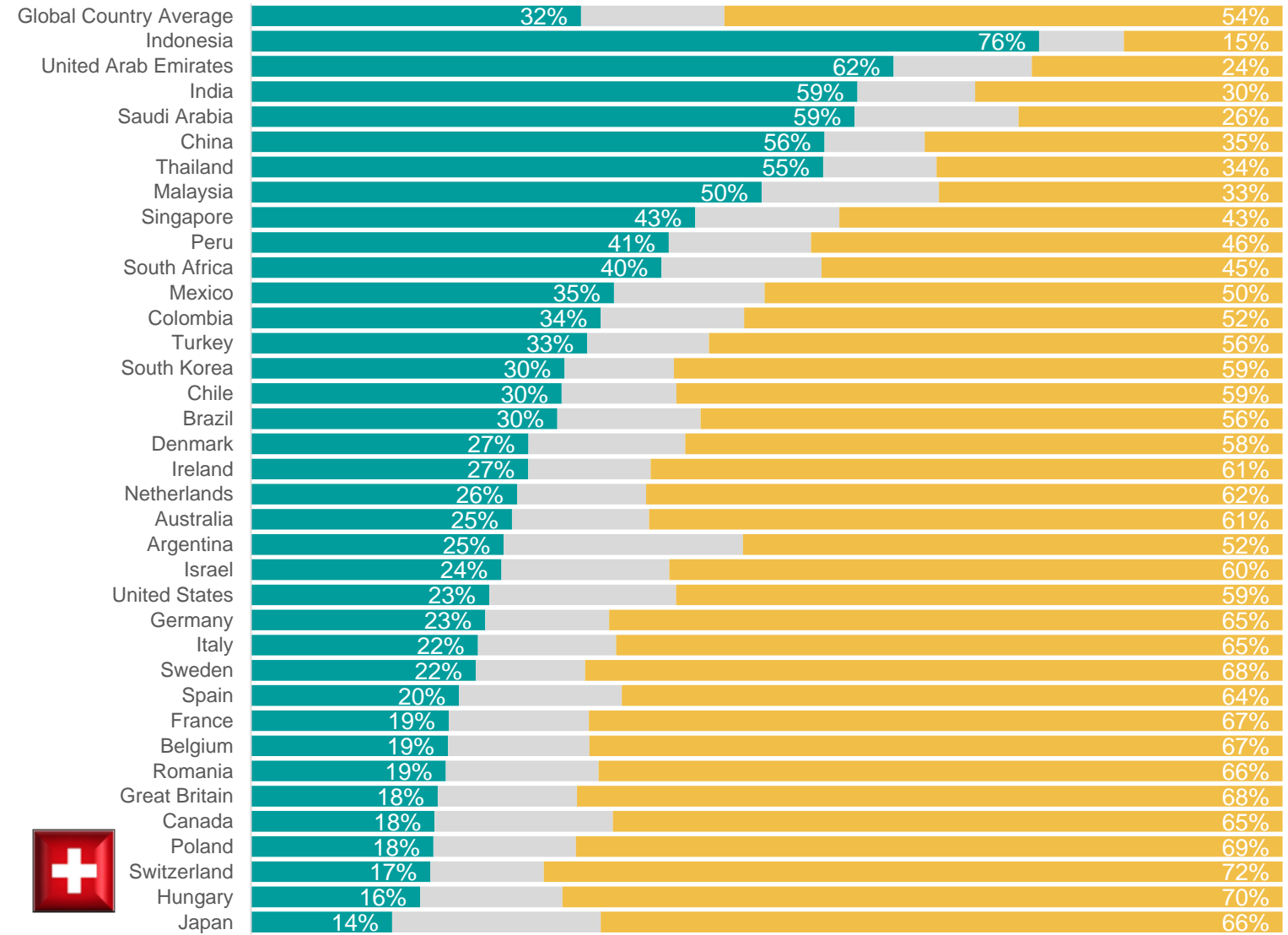
**There will be a breakthrough technology developed which will halt climate change**

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

Market

 Likely

 Unlikely



# SOCIETY IN 2023

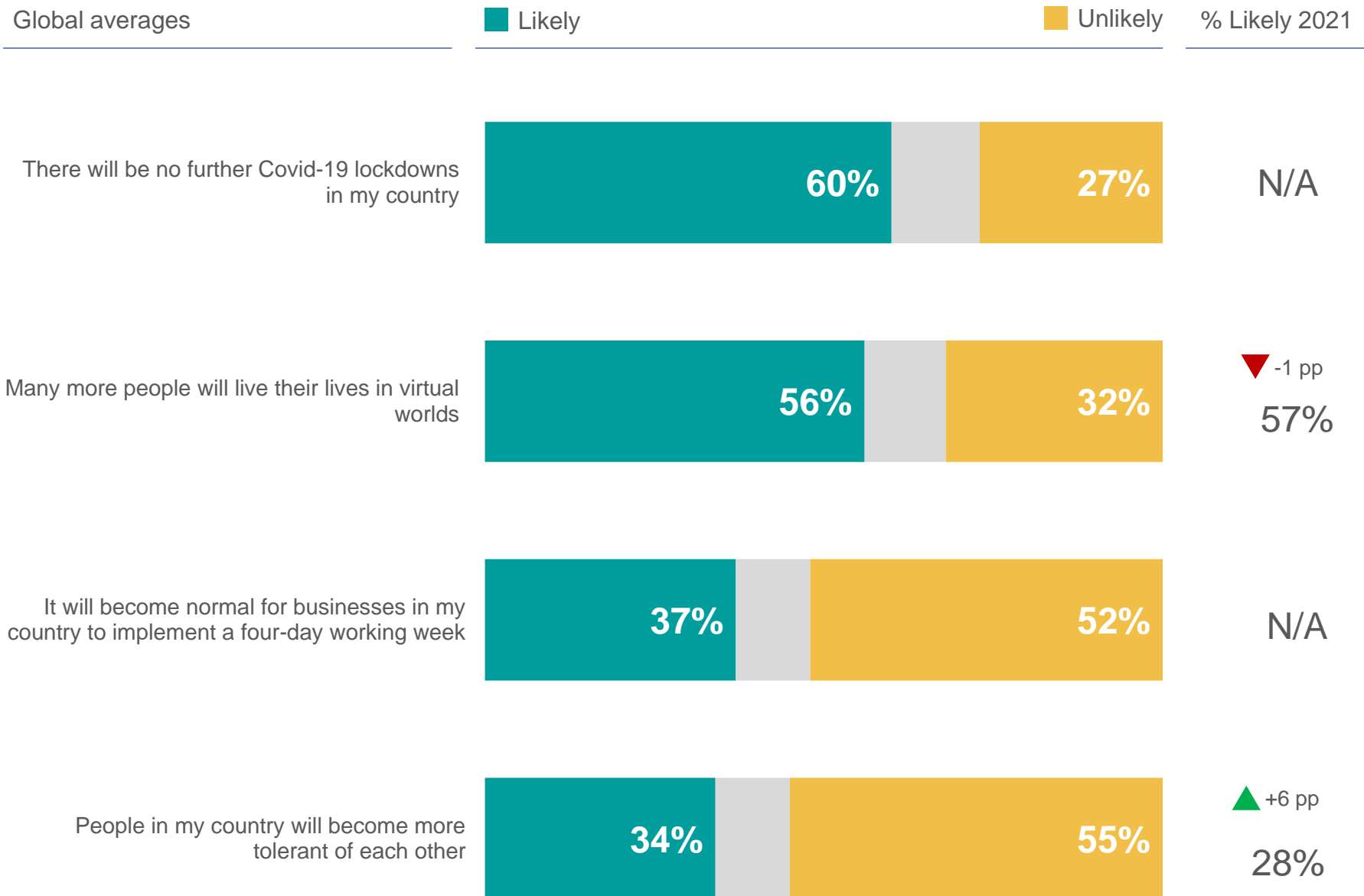
# 5



# Q.

## Society

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

Q.

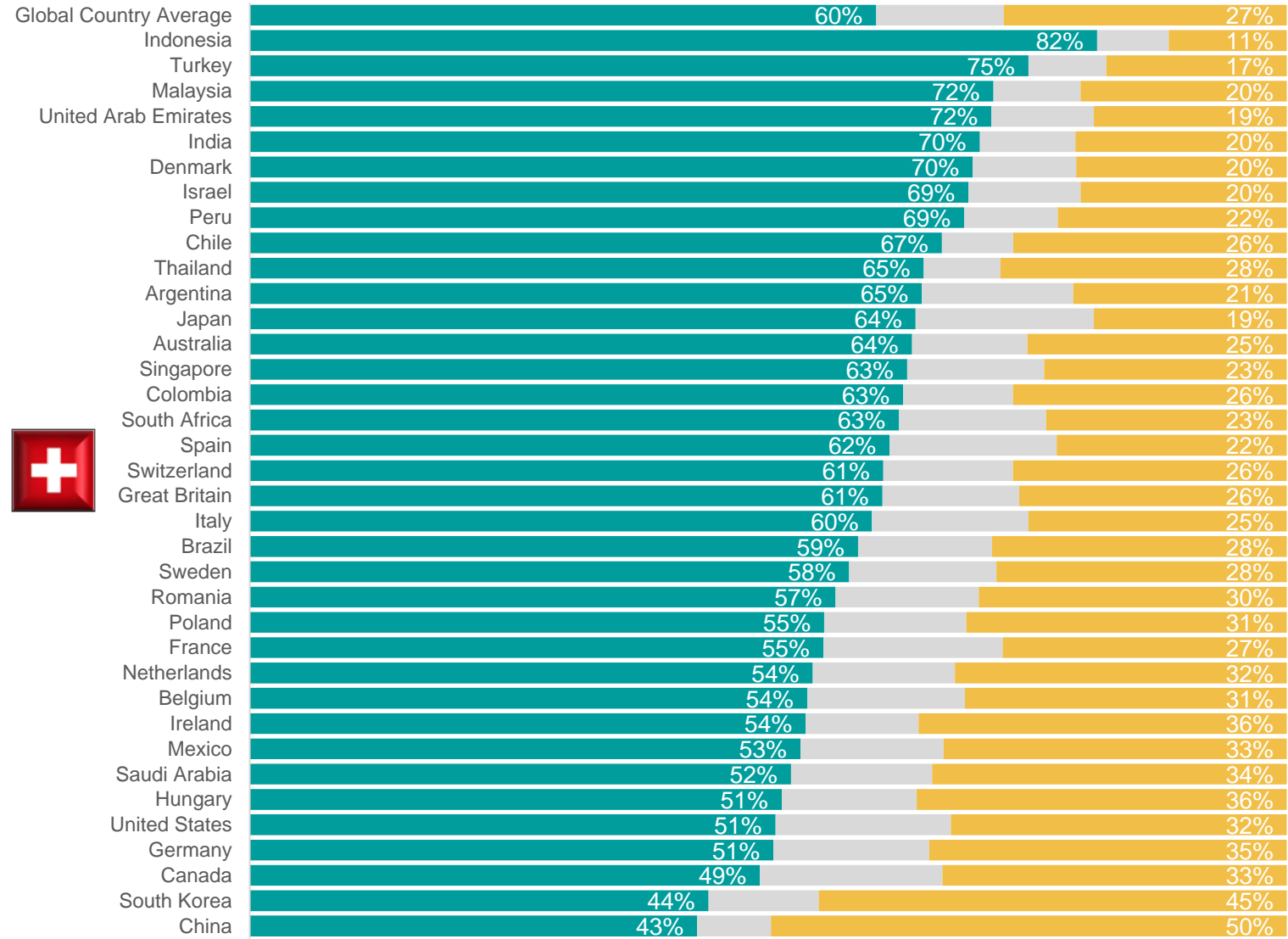
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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

Market

 Likely

 Unlikely

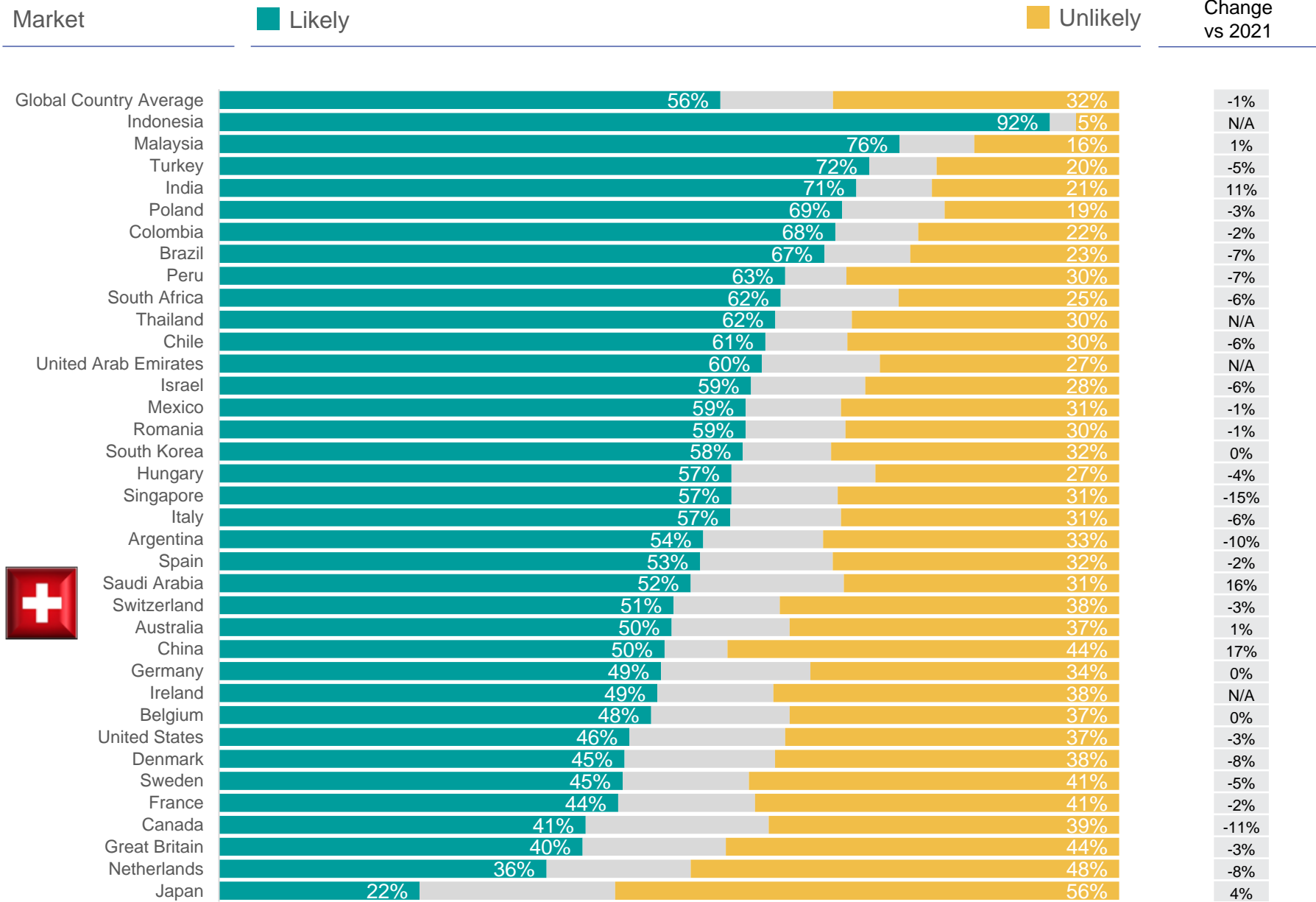


Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

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: 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

Q.

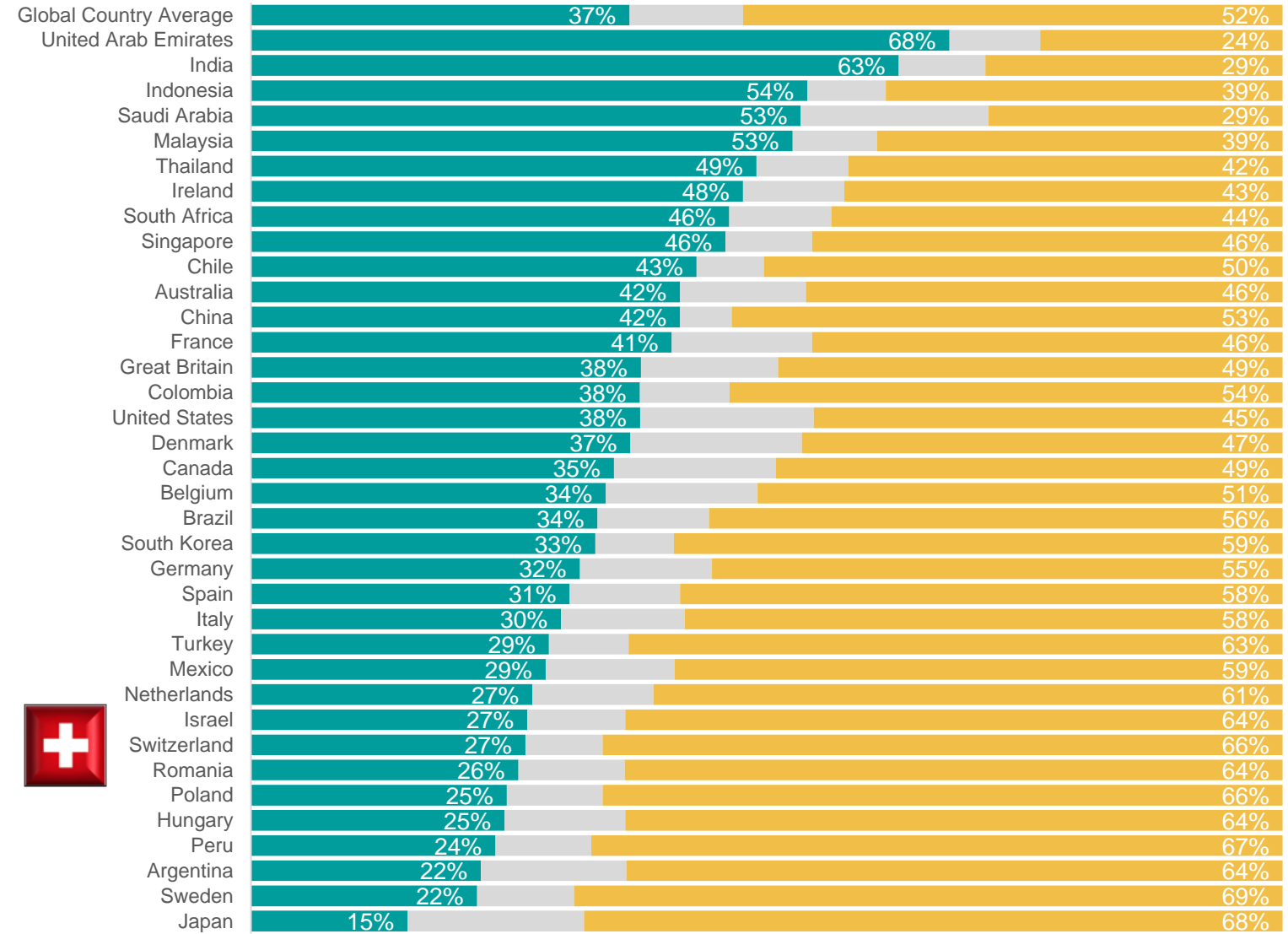
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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

Market

 Likely

 Unlikely



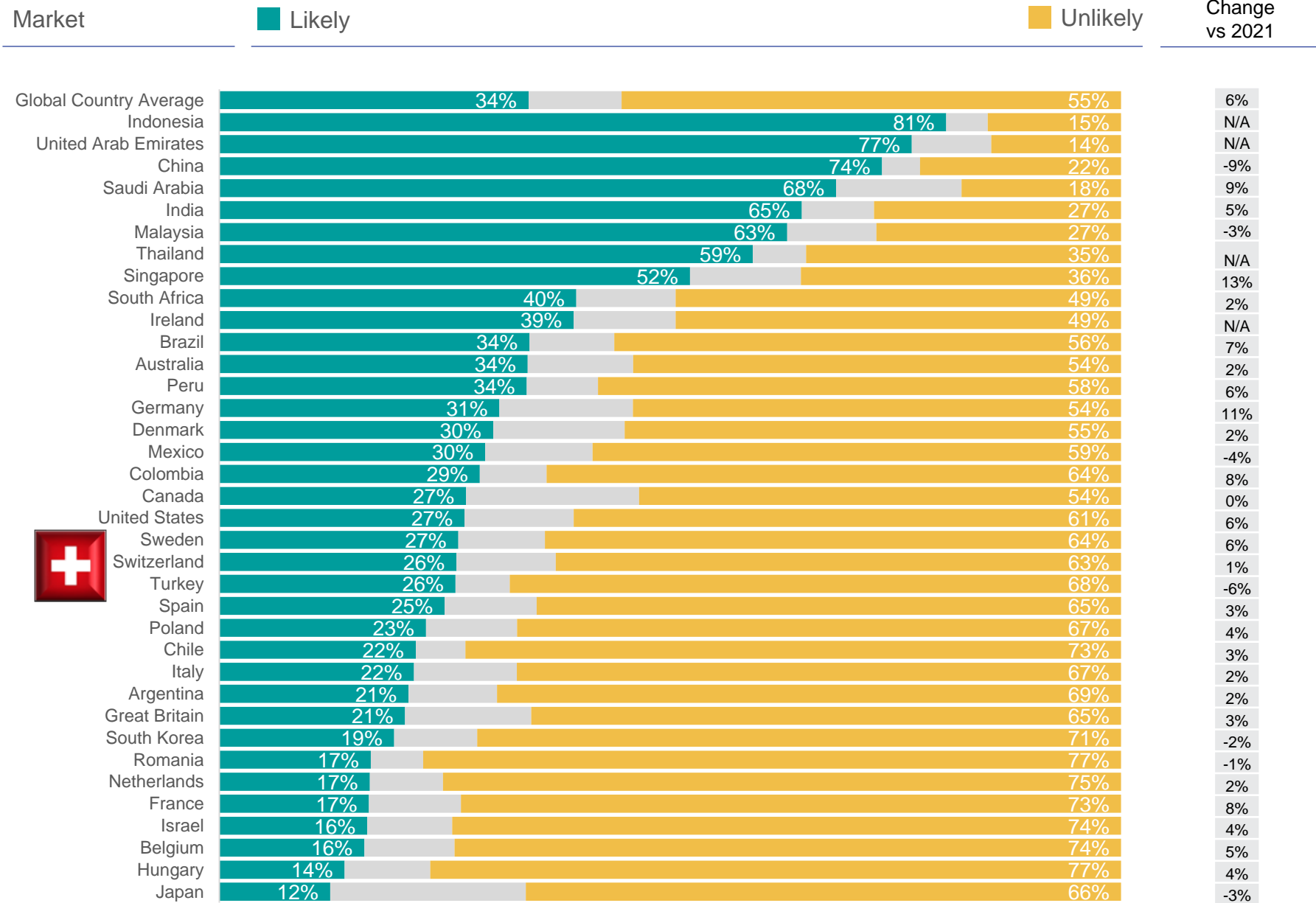
Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

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 IN 2023

# 6

Q.

## Technology

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

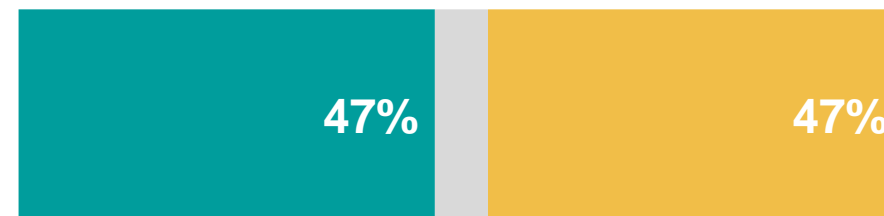
Global averages

■ Likely

■ Unlikely

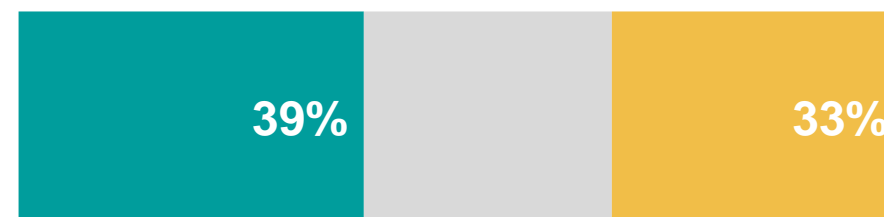
% Likely 2021

A space rocket will be launched en route to Mars



N/A

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



N/A

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



N/A

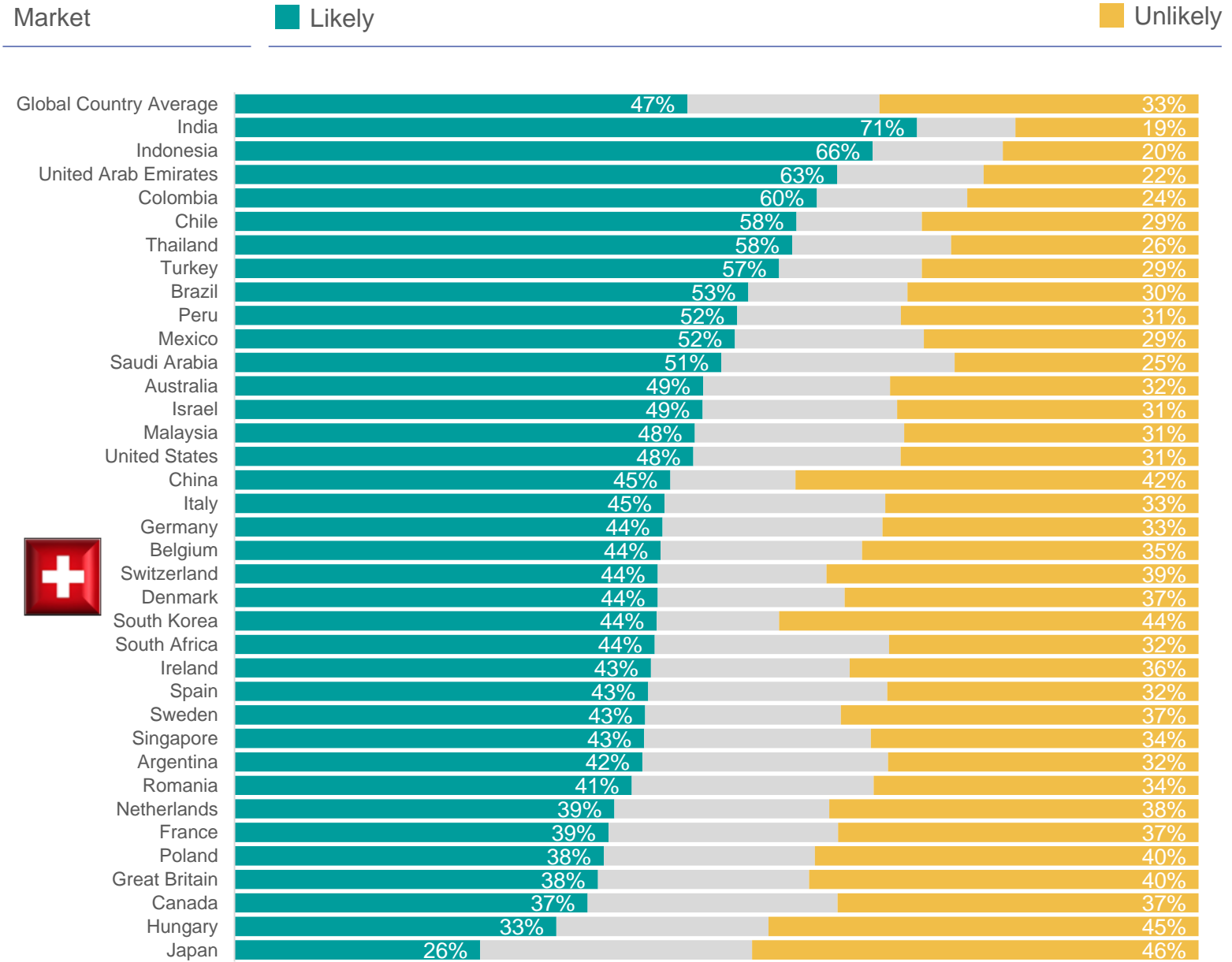
Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



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



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

Q.

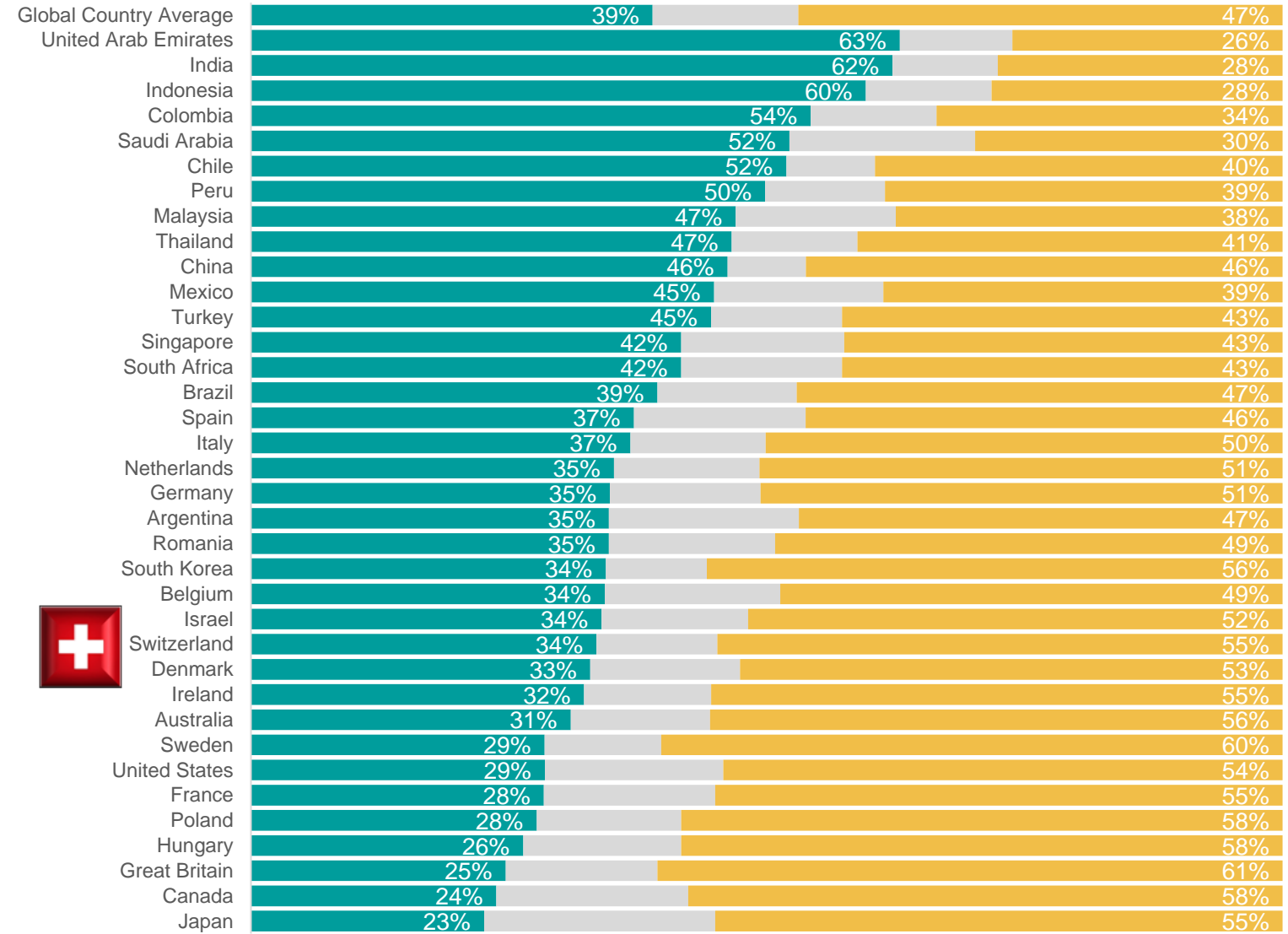
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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

Market

 Likely

 Unlikely

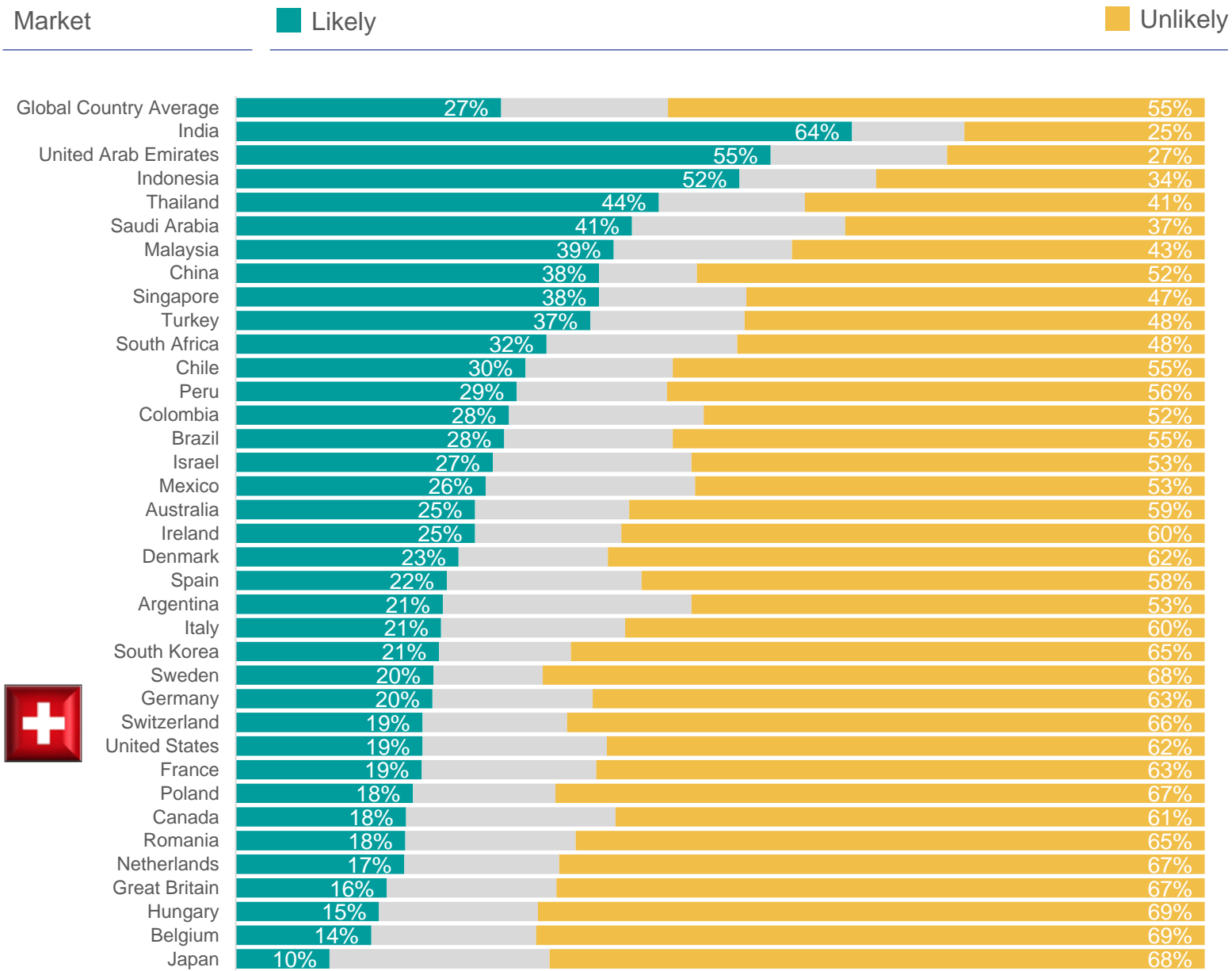


Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

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**



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

# OUTLOOK FOR 2023

# 7

Q.

## Outlook for 2023

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

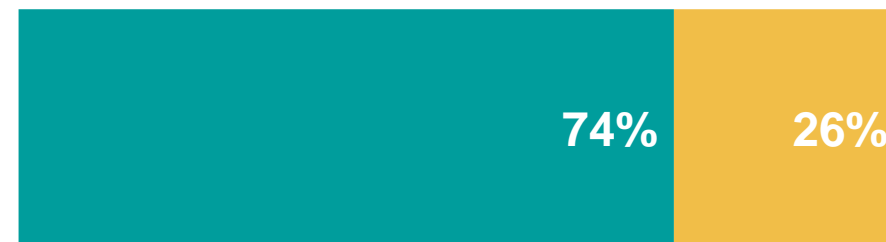
Global averages

Agree

Disagree

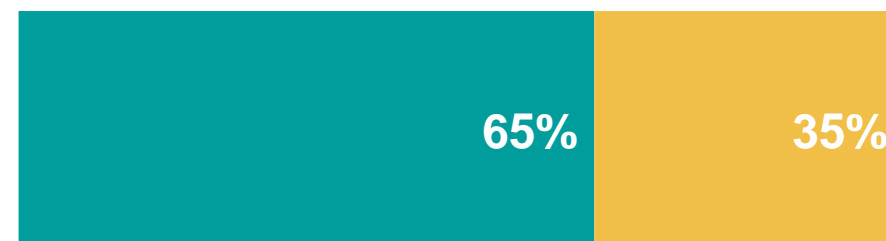
% Likely 2021

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



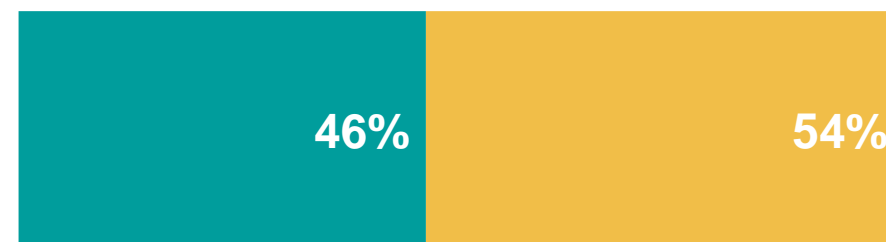
▼ -1 pp  
75%

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



▼ -12 pp  
77%

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



▼ -15 pp  
61%

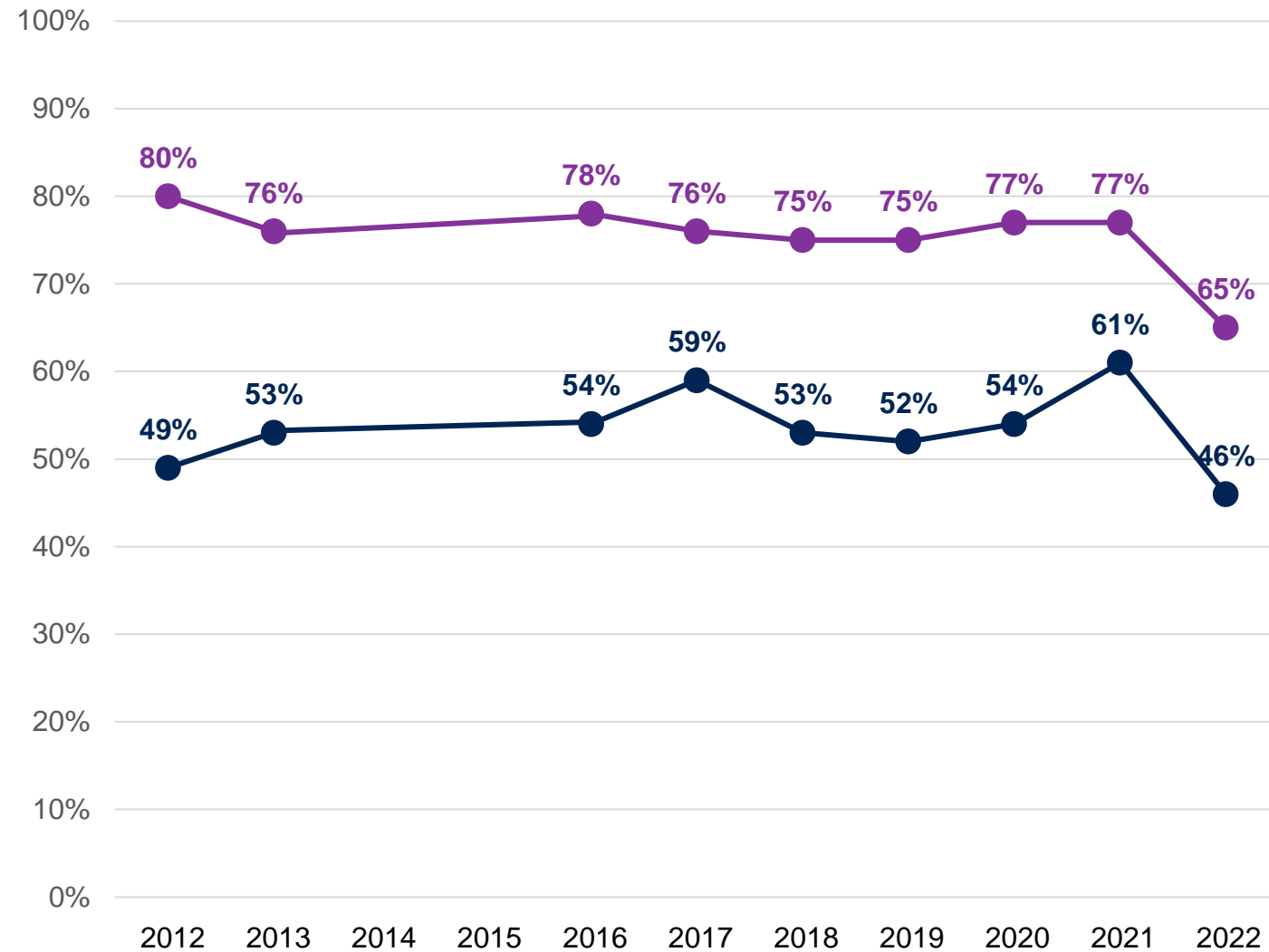
Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

Q.

## Outlook for 2023

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

Global averages - % agree



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

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

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 2023**

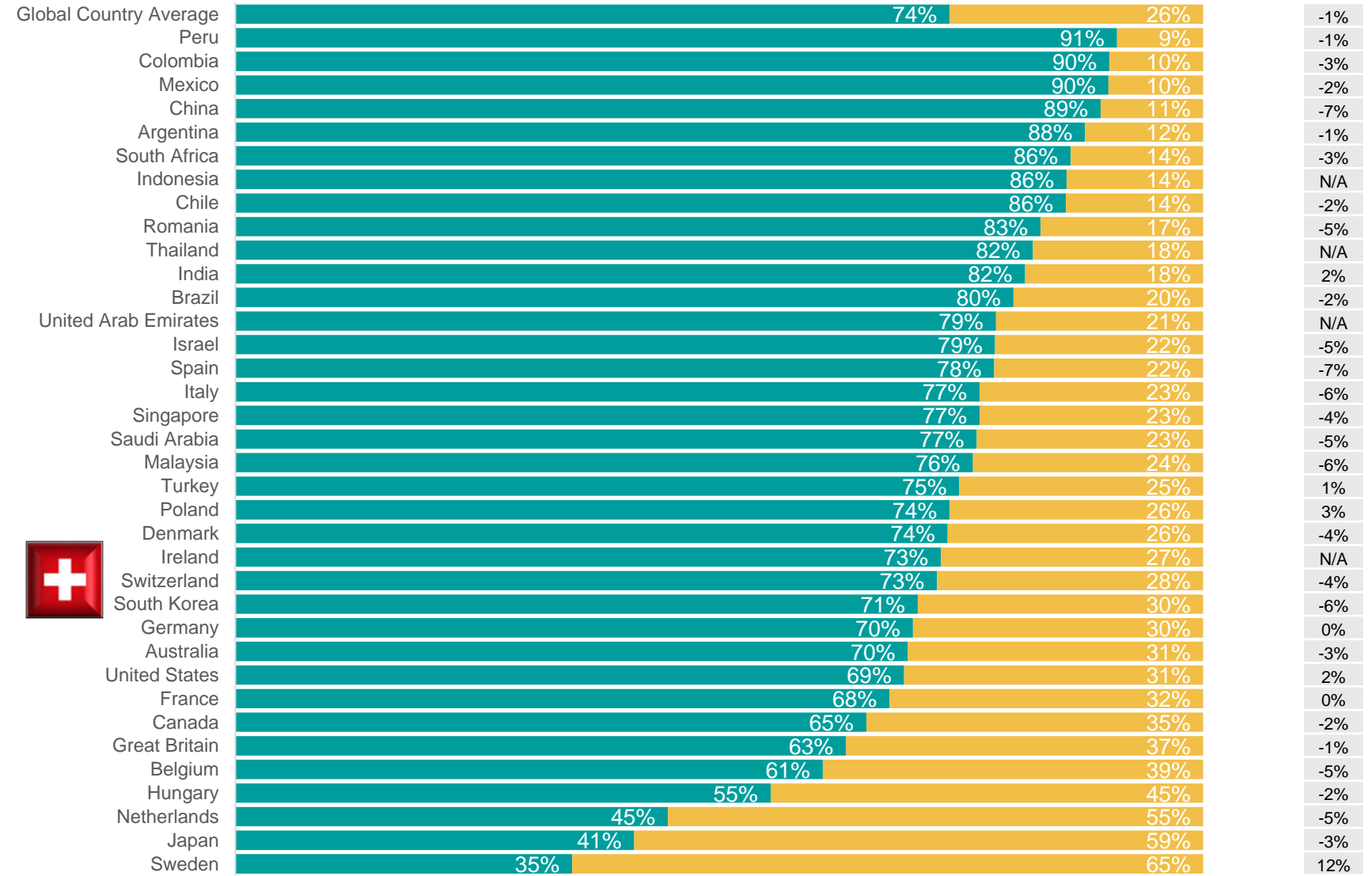
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Market

Agree

Disagree

Change vs 2021





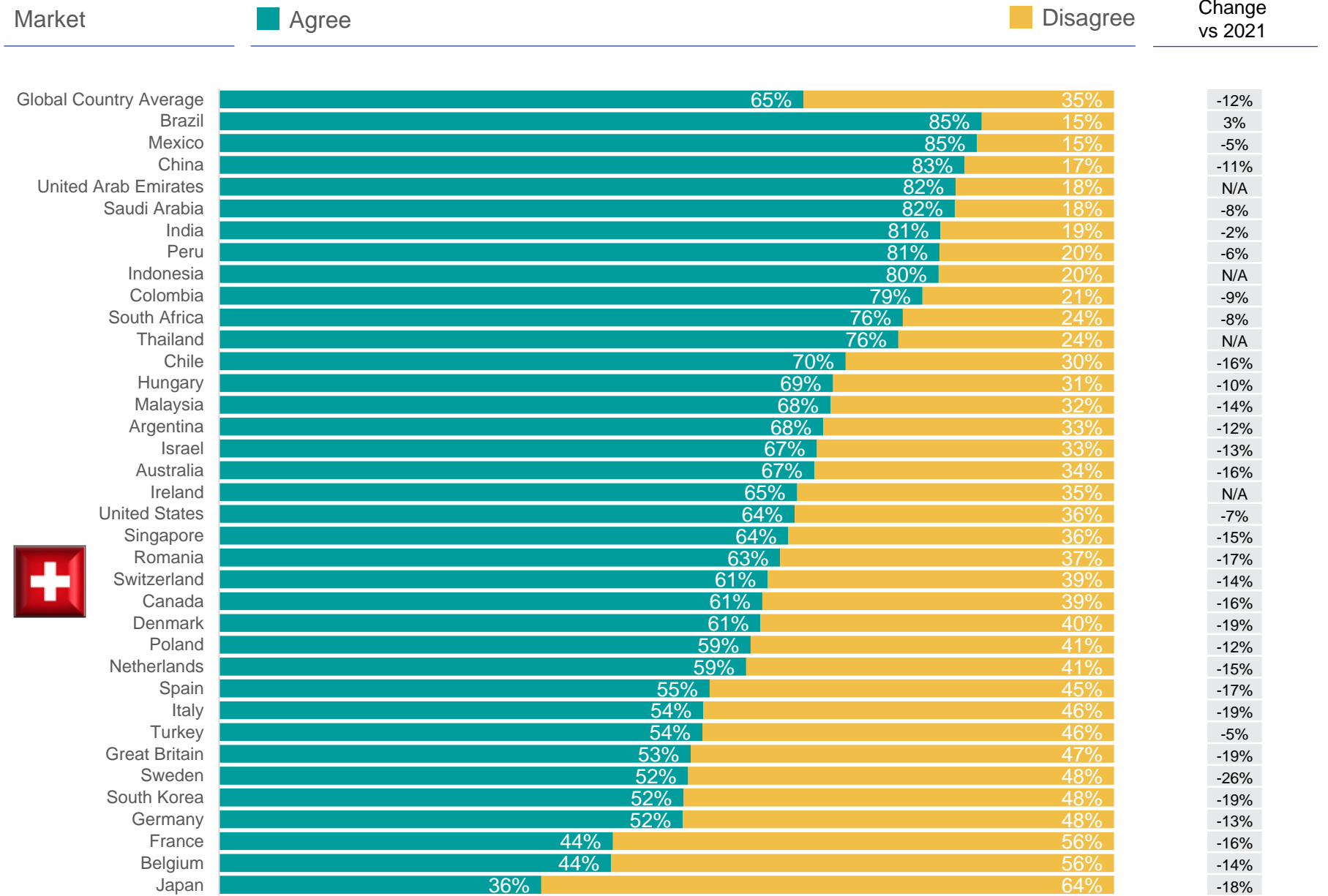
Q.

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

**I am optimistic that 2023 will be a better year for me 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



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 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

Market

Agree

Disagree

Change vs 2021



# 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

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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

**Contact:**

PLEASE ADD LOCAL MARKET CONTACT AND  
SPOKESPERSON HERE

**GAME CHANGERS**

