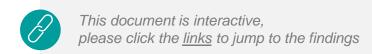


CONTENTS



How was it for you?
Page 5



Outlook for 2024 Page 10



The economy in 2024

Page 16

ny in

Technology in 2024

Page 22



World Security in 2024

Page 31



Environment in 2024

Page 37



Society in 2024

Page 44



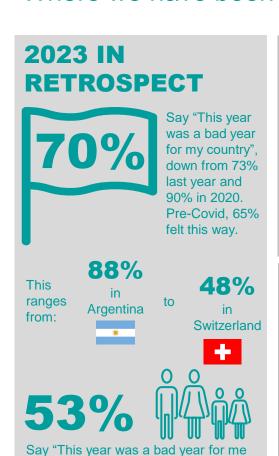
Methodology Page 53





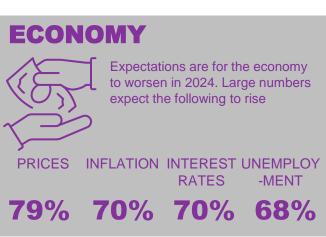
AT A GLANCE – GLOBAL RESULTS

Where we have been and where we are headed



and my family", down from 56% last

year and 70% in 2020.



ENVIRONMENT

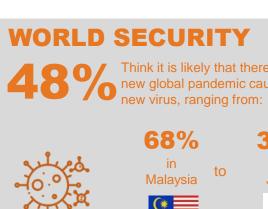
The expectation that there will be more extreme weather events next year than

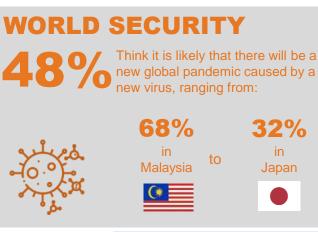
The expectation that a natural disaster

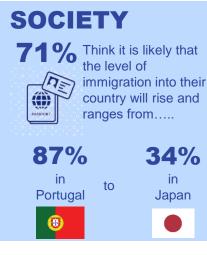
will hit a major city in their country is up

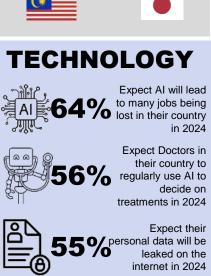
this year is up from last year

from last year









OUTLOOK FOR 2024 Is a little more positive than at this time last year but still has a lot of scope for improvement. Optimism that next year will be a better year than this year has risen from to 70% Optimism that the global economy will be stronger next year than it was this year has risen from **50%** But both are a long way short of their pre Covid levels



AT A GLANCE – NEW ZEALAND RESULTS



2023 IN RETROSPECT



Most New Zealanders sav "This year was a bad year for my country",.

52%



Half of New Zealanders say "This year was a bad year for me and my family".

ECONOMY



Expectations are for the New Zealand economy to worsen in 2024. Large numbers expect the following to rise

INFLATION INTEREST UNEMPLOY -MENT RATES

62% 68% 67%

Zealanders think it is likely that there will be a new global pandemic caused

New Zealanders who believe the war in Ukraine will end in 2024 are the clear minority.

22%

WORLD SECURITY



73%

average:

2024



OUTLOOK FOR

New Zealanders are more

optimistic than the global

Of New Zealanders feel that 2024 will be a better year for them than 2023 (3% higher than global).

56%



Of New Zealanders expect that the global economy will be stronger next year than it was this year (6% higher than global)

ENVIRONMENT



Of New Zealanders expect more extreme weather events to hit New Zealand than in 2023.



Of New Zealanders expect that average global temperatures will increase in 2024.



Of New Zealanders expect that a natural disaster will hit a major city in New Zealand in 2024.

TECHNOLOGY



by a new virus.





Expect their personal data will be leaked on the internet in 2024

Expect AI will lead to many jobs being lost in New Zealand in 2024

Expect Doctors in

New Zealand to

decide on treatments in 2024



HOW WAS IT FOR YOU?



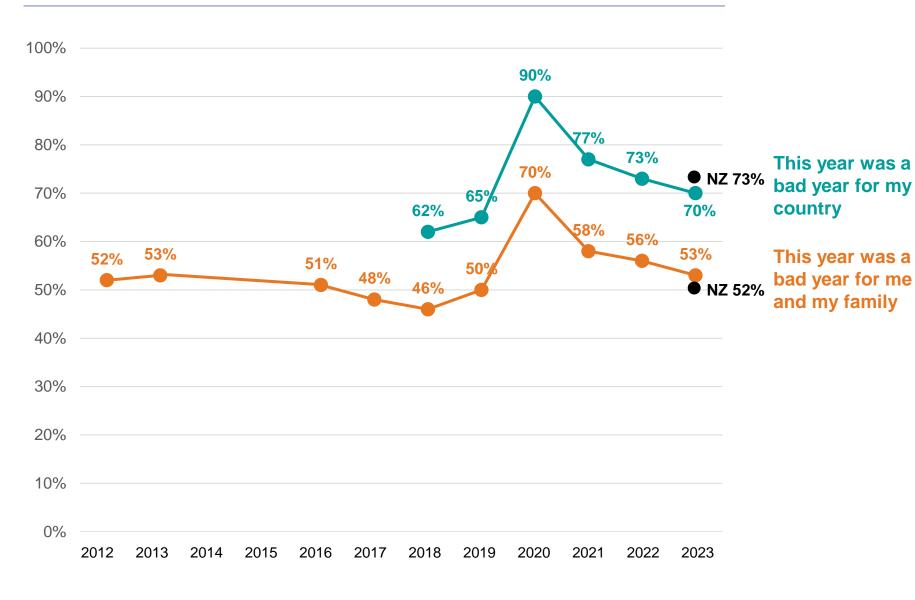


2023 in an historical context

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



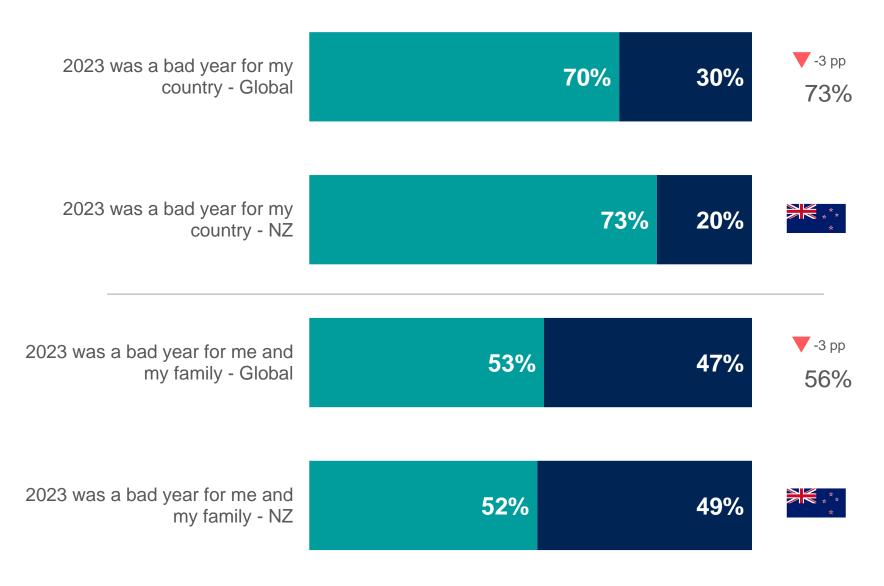






2023 in retrospect

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





Market Agree

Argentina

Great Britain

South Korea

Sweden

Turkev

Portugal

Hungary

70%

88%

84%

84%

83%

82%

82%

82%

51%

48%

48%

48%

Indonesia

Singapore

Switzerland

China

Global Country Average

Disagree

30%

13%

16%

16%

18%

18%

18%

18%

49%

52%

52%

52%

Change vs 2022

-3%

3%

9%

1%

-4%

N/A

-3%

-5%

-3%

-1%

-5%

-4%

-3%

-6%

-9%

-10%

#N/A

-10%

-10%

-4%

-17%

-13%

-6%

#N/A

8%

-11%

-16%

-13%

-14%

-4%

-15%

-2%

-9%

-1%

-1%

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

2023 was a bad year for my country

21% 79% Peru 23% 77% Germany 24% 77% France 76% 24% South Africa 25% 75% Canada 75% 25% Chile 74% 26% Romania 73% 27% Belgium 73% 28% New Zealand 28% 72% Italy **United States** 71% 29% Colombia 71% 29% 69% 32% Poland 68% 32% Spain 34% 67% Australia 34% Philippines 66% 35% India 65% Netherlands 65% 35% 63% 37% Thailand 63% 37% Brazil 62% 38% Japan 59% 41% Malaysia 55% 45% Mexico



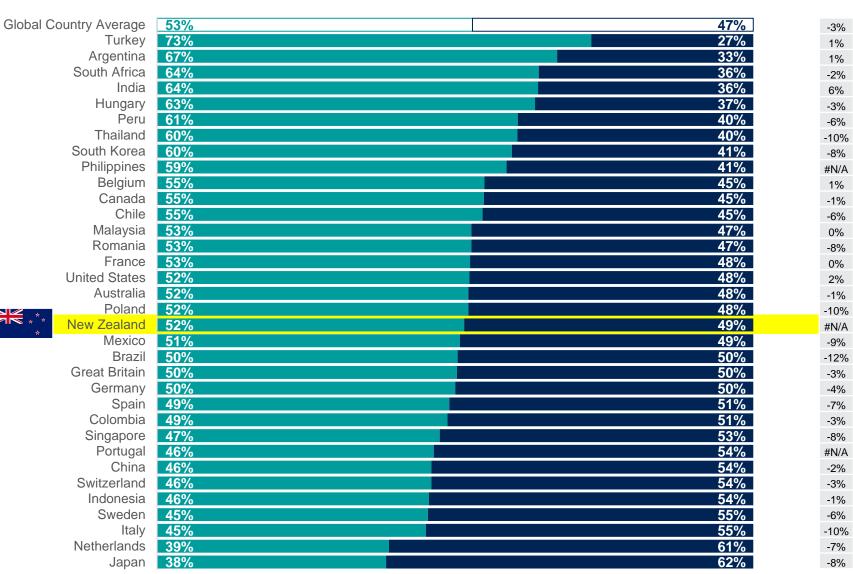
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

2023 was a bad year for me and my family

Market

Agree

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





Change

vs 2022

Disagree



OUTLOOK FOR 2024



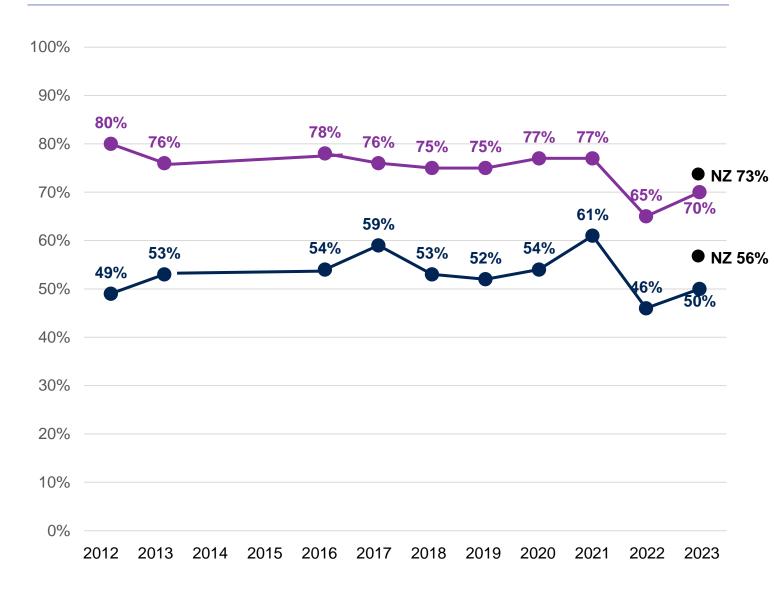


Outlook for 2024

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

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





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



Global averages

Agree

Disagree

% Agree 2022

Outlook for 2024

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 2024 - Global

75%

▲ +1 pp 74%

I will make some personal resolutions to do some specific things for myself or others in 2024 - NZ

77%

23%



I am optimistic that 2024 will be a better year for me than it was in 2023 - Global 70%

30%

▲ +5 pp 65%

I am optimistic that 2024 will be a better year for me than it was in 2023 - NZ 73%

27%



The global economy will be stronger in 2024 than it was in 2023 - Global

50%

🔺 +4 pp 50%

46%

The global economy will be stronger in 2024 than it was in 2023 - NZ

56%





Market Agree Disagree

Change vs 2022

2%

7%

1%

1%

#N/A

-2%

-1%

3%

#N/A

1%

-3%

2%

2%

-2%

-1%

2%

0%

4%

1%

1%

#N/A

0%

0%

3%

1%

1%

6%

3%

0%

-3%

1%

1%

6%

1%

-4%

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 2024

Global Country Average 75% 25% 93% Indonesia 92% 8% Peru 91% 9% Mexico 90% 10% **Philippines** Colombia 89% 11% 89% 11% China Chile 88% 12% 88% 12% Portugal 87% 13% South Africa 85% 15% Argentina 15% 85% Romania 84% 16% India 20% Thailand 80% 20% 80% Brazil 21% 79% Singapore 21% 79% Spain 22% Turkev 78% 78% 22% Italy 77% 23% Malaysia 23% 77% 74% 26% Poland 72% 28% Switzerland 72% 28% United States Germany 71% 29% 70% 30% Australia 69% 31% Great Britain 69% 31% Canada 32% 68% France South Korea 68% 32% 39% Belgium 61% 56% 44% Hungary 51% 49% Netherlands 42% 58% Japan Sweden 31% 69%

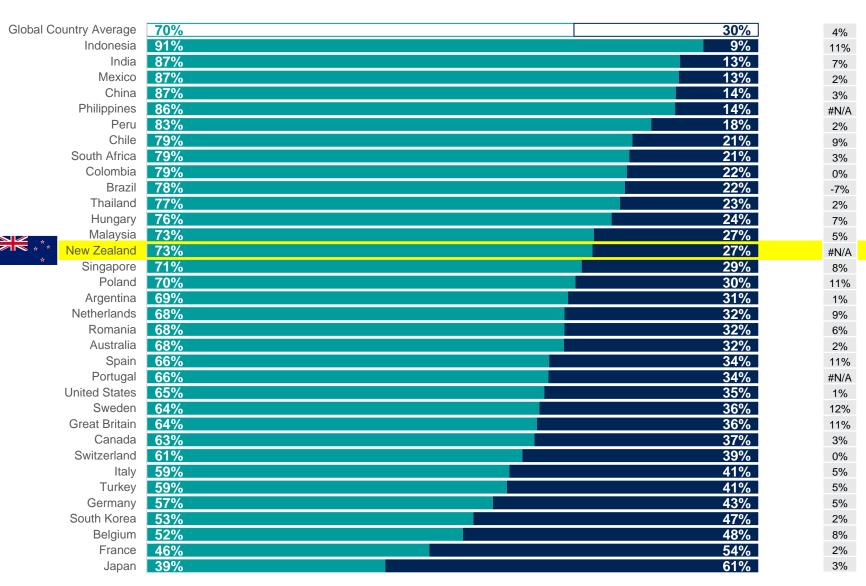


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements: Market

Agree

I am optimistic that 2024 will be a better year for me than it was in 2023

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





Change

vs 2022

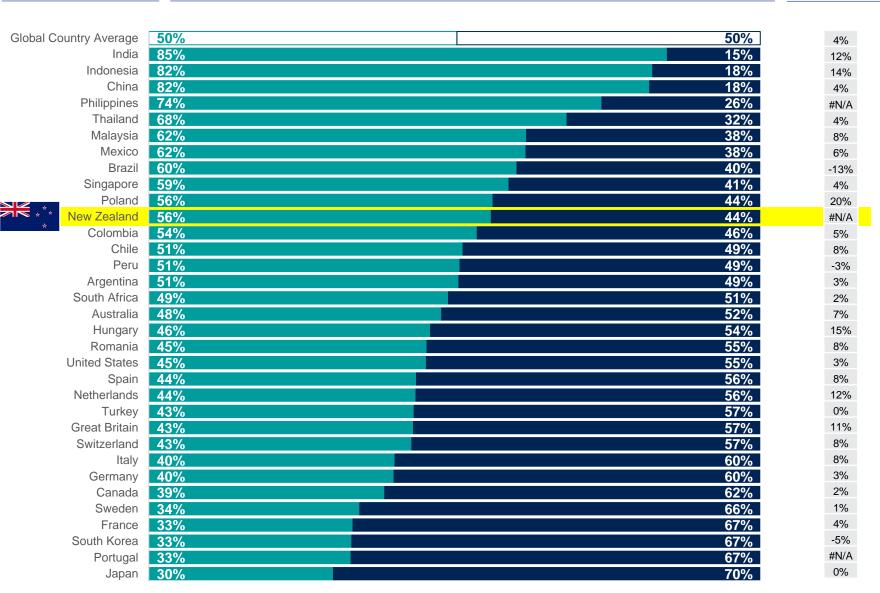
Disagree

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

Agree

The global economy will be stronger in 2024 than it was in 2023

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





Change

vs 2022

Disagree



Economy

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

Global averages

Prices in my country will increase faster than No change 79% 15% people's incomes - Global 79% Prices in my country will increase faster than 13% people's incomes - NZ Inflation in my country will be higher in 2024 -5 pp 70% 21% than in 2023 - Global 75% Inflation in my country will be higher in 2024 62% 28% than in 2023 - NZ -4 pp Interest rates in my country will be higher in 70% 20% 2024 than in 2023 - Global 74% Interest rates in my country will be higher in 68% 22% 2024 than in 2023 - NZ No change Unemployment in my country will be higher in 68% 22% 2024 than in 2023 - Global 68% Unemployment in my country will be higher in 67% 23% 2024 than in 2023 - NZ

Likely

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023



Unlikely

% Likely 2022

Market

Likely

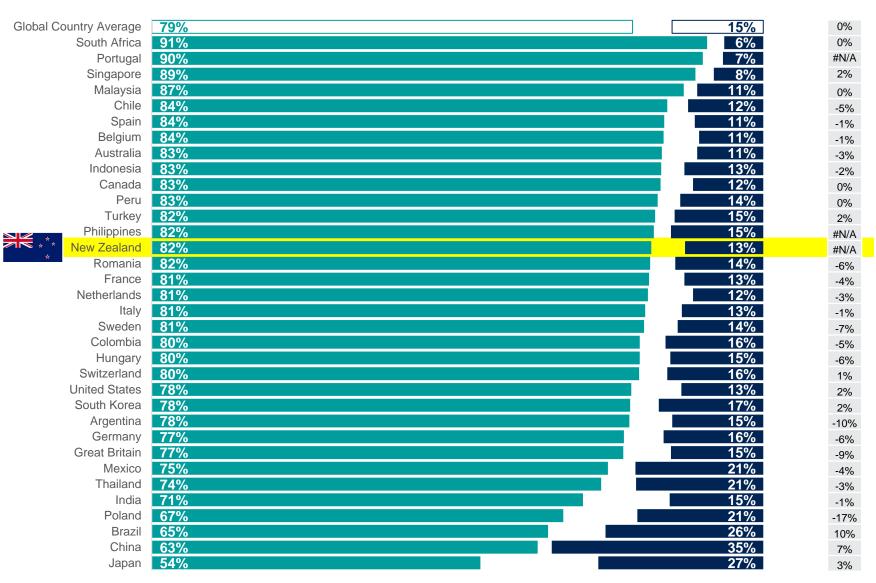
Unlikely

Change vs 2022

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

The New Zealand survey was conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.





Market Likely

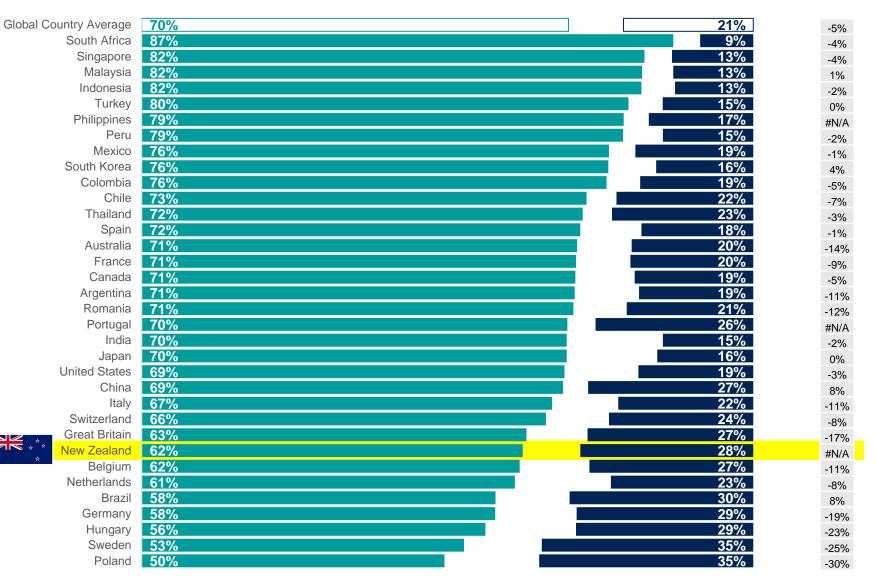
Unlikely

Change vs 2022

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 2024 than in 2023

The New Zealand survey was conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.





Market

Likely

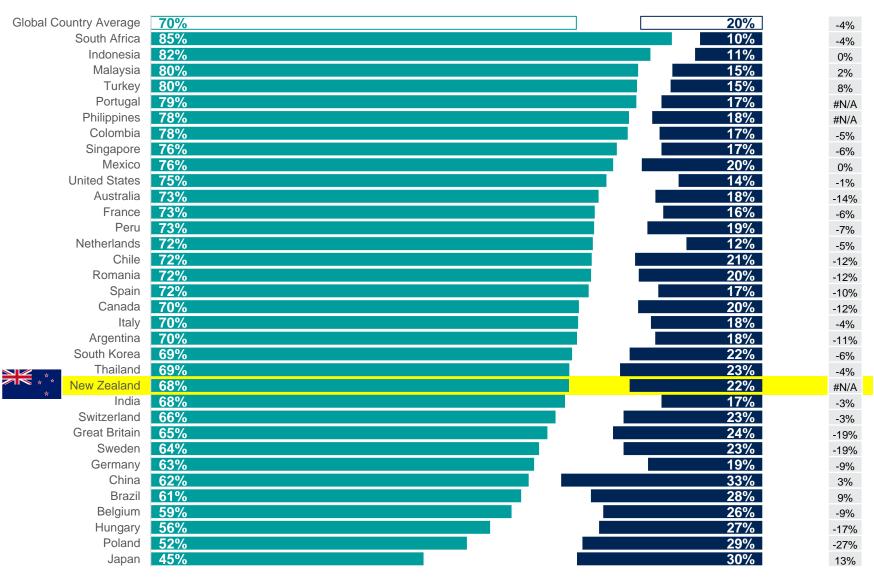
Unlikely

Change vs 2022

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 2024 than in 2023

The New Zealand survey was conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.





Market

Likely

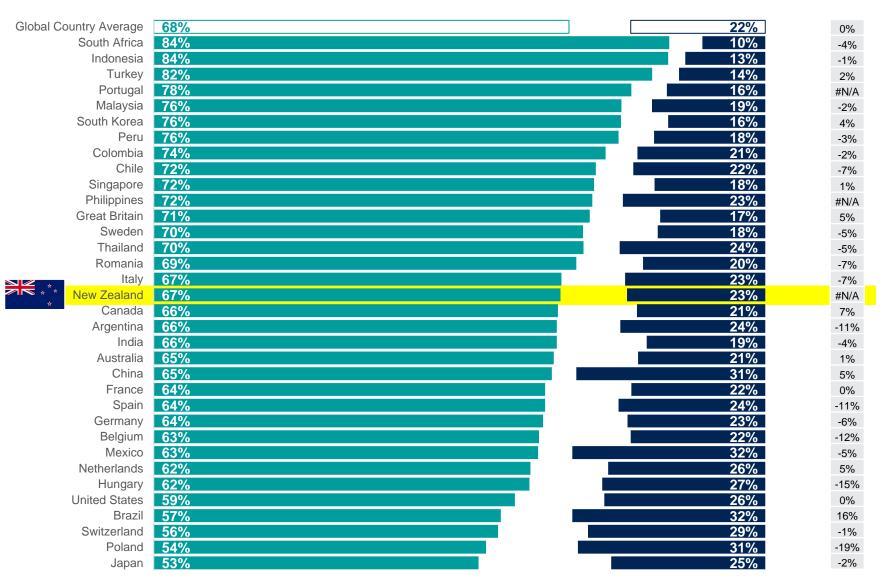
Unlikely

Change vs 2022

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 2024 than in 2023

The New Zealand survey was conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.







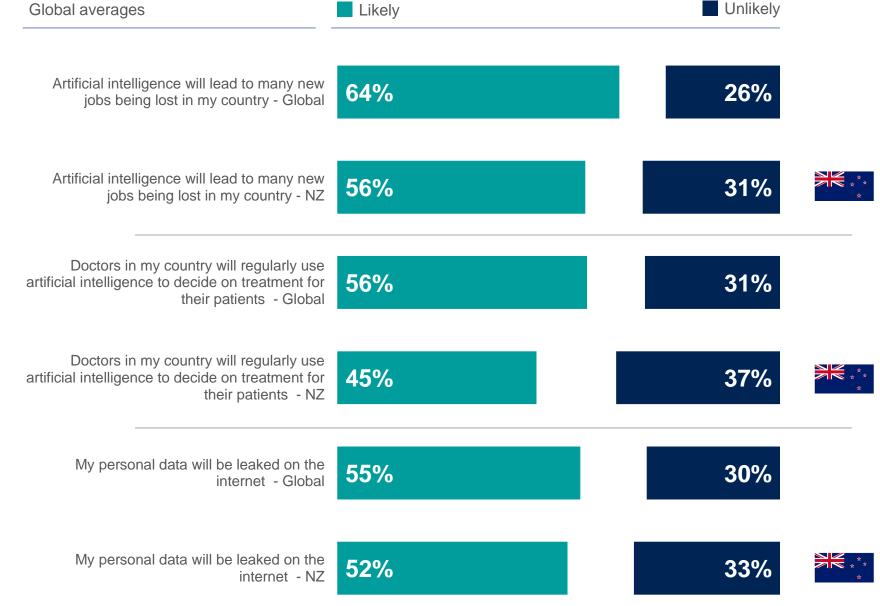
TECHNOLOGY

IN 2024



Technology

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





Technology

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





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

Artificial intelligence will lead to many new jobs being lost in my country

Global Country Average 64% 26% 84% 14% Indonesia Malaysia 74% 19% 21% 73% Philippines 73% 20% Chile Peru 73% 19% 21% 71% Portugal 70% 28% China 70% 20% South Africa 25% 69% Turkey 23% Singapore 69% 22% Colombia 69% 68% 23% Mexico 22% Brazil 66% **Great Britain** 22% 65% 25% 64% Spain 25% 64% Belgium 29% 64% South Korea 64% 25% France 62% 24% United States 62% 25% Canada 61% 26% Australia 21% 61% India 29% 60% Italy 59% Romania 33% Argentina 59% 30% 28% Sweden 59% 31% 58% Switzerland 33% Thailand 57% 31% 56% New Zealand Poland 54% 34% 31% Netherlands 54% 54% 32% Germany 52% 36% Hungary Japan 50% 32%



Q

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

Doctors in my country will regularly use artificial intelligence to decide on treatment for their patients

Global Country Average 56% 31% 21% 73% Indonesia 70% 22% Thailand 27% 70% China 70% 22% Malaysia 15% India 67% 66% 23% Singapore Colombia 64% 26% 63% 28% Mexico Turkey 62% 31% 61% 28% Chile South Korea 31% 61% 60% 25% Brazil 26% South Africa 60% 35% 60% Philippines 25% Belgium 59% 29% 57% Spain 32% Switzerland 56% Netherlands 55% 29% 55% 34% Peru 54% 29% Great Britain 53% 34% Italy 32% 53% Germany **United States** 29% 52% Sweden 51% 33% 51% 33% France 33% Argentina 50% 41% 50% Romania 32% 49% Australia 49% 39% Portugal Canada 49% 35% 38% Poland 48% 45% 37% 43% 34% Japan Hungary 35%



Likely

Unlikely

Q

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

My personal data will be leaked on the internet

Global Country Average 55% 30% 21% Malaysia 72% 29% China 69% 23% 68% Turkey 65% 28% Indonesia 26% South Korea 65% Philippines 64% 28% 25% Chile 64% 23% Portugal 63% Spain 60% 24% Thailand 60% 33% 26% Mexico 60% Australia 59% 25% 59% 27% Singapore 26% Colombia 59% 29% Peru **58%** 56% 24% India 30% **United States** 53% Great Britain 53% 26% Argentina 52% 28% 52% 33% New Zealand Netherlands 51% 32% 32% 51% France South Africa 34% 51% 34% Canada 51% 33% Poland 50% Sweden 50% 32% 36% 47% Italy 47% 34% Belgium 45% 35% Switzerland Brazil 45% 35% 35% Japan 44% Romania 41% 44% 36% 41% Germany Hungary 40% 37%



Likely

Unlikely

Q

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

Robots will look like, think like and speak like humans

Global Country Average 50% 39% 80% 16% Indonesia 71% 24% Malaysia 24% 68% Thailand 67% 28% Turkey China 64% 34% India 61% 20% Singapore 60% 33% 57% 32% Colombia 56% 33% Peru 56% 31% South Africa 36% Mexico 56% Chile 55% 34% 55% 31% Brazil 39% 54% South Korea 43% Philippines 53% 44% 48% Romania 41% 47% Italy Portugal 47% 46% **United States** 46% 39% 45% 44% New Zealand 45% 43% Spain Australia 44% 44% Poland 43% 46% Argentina 43% 40% Great Britain 40% 47% Switzerland 40% 51% 47% Netherlands 40% 46% 38% Belgium 44% 38% Japan 38% 50% Canada 37% 49% France 35% 54% Germany 56% Sweden 35% Hungary 32% 53%



Market Likely

Unlikely

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

Artificial intelligence will lead to many new jobs being created in my country

Global Country Average 43% 44% 21% 75% Indonesia China 74% 24% 24% 67% Thailand 65% 18% India 28% Turkey 65% 64% 28% Malaysia Singapore 63% 25% 48% 42% Mexico 46% 38% Brazil 44% 48% Philippines 42% 42% New Zealand Japan 42% 36% South Africa 41% 46% 43% 41% Australia 46% Spain 41% 40% 50% Peru 44% Argentina 38% Chile 38% 52% **United States** 38% 45% 46% 37% Canada 49% 37% Italy 52% South Korea 36% 52% Colombia 36% Germany 36% 49% 36% 47% Netherlands 35% 53% Switzerland 50% Great Britain 34% 52% 33% France 52% 32% Poland Sweden 32% 53% 51% Belgium 31% 31% 59% Portugal 59% 29% Romania Hungary 26% 58%



Market Likely

Unlikely

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

I will use social media less

Global Country Average 41% 49% India **57%** 27% 42% 56% Philippines 46% Malaysia 49% 48% 43% Canada 40% Great Britain 48% 42% France 47% Portugal 47% 47% New Zealand 45% 49% 45% 47% Australia 45% 44% United States 44% Germany 44% 42% Italy 44% 44% 45% Switzerland 52% 44% Turkey 51% Singapore 43% Spain 41% 46% 49% Belgium 41% Netherlands 40% 48% Sweden 40% 46% China 40% 58% 57% 40% Indonesia 55% South Africa 40% 55% 40% Thailand South Korea 53% 39% Colombia 39% 50% 36% 47% Hungary 55% 36% Romania 35% 59% Mexico Peru 35% 57% 34% 54% Brazil 56% 34% Poland Argentina 31% 54% 61% Chile 31% Japan 25% 53%

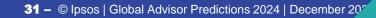




WORLD SECURITY

IN 2024





World Security

Global averages

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

There will be a new global pandemic caused N/A 48% 34% by a new virus - Global There will be a new global pandemic caused 43% 39% by a new virus - NZ Donald Trump will be re-elected as President 35% 47% N/A of the United States - Global Donald Trump will be re-elected as President 30% 54% of the United States - NZ A rogue artificial intelligence program that ▲ +8 pp can't be shut down will cause significant 35% 46% 27% havoc in my country - Global A rogue artificial intelligence program that can't be shut down will cause significant 27% 54% havoc in my country - NZ **▼** -9 pp 31% The war in Ukraine will end in 2024 - Global 47% 40% The war in Ukraine will end in 2024 - NZ 22% 57%

Likely

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023



Unlikely

% Likely 2022

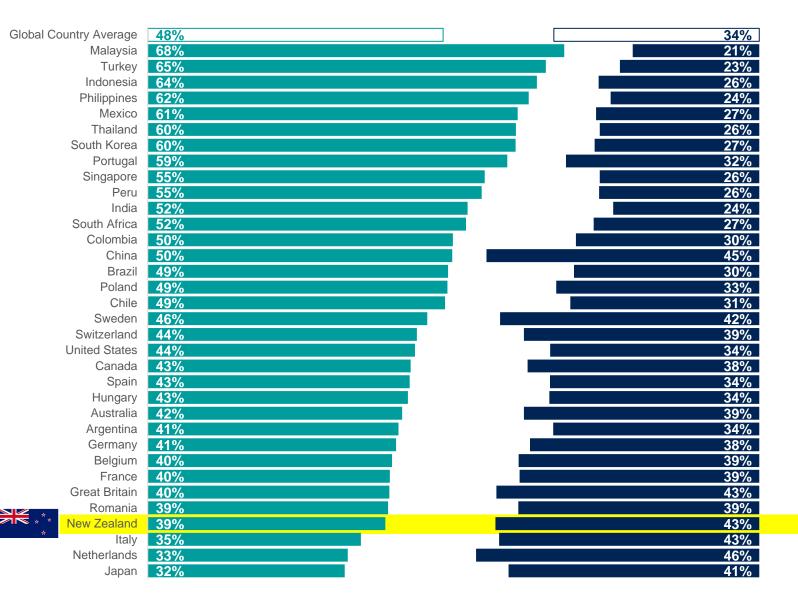
Likely

Unlikely

Q

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

There will be a new global pandemic caused by a new virus





Likely

Unlikely

Q

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

Donald Trump will be re-elected as President of the United States

Global Country Average 35% 47% 51% 22% India 43% 49% China 38% 49% Turkey 45% 43% Philippines 40% Chile 43% Colombia 41% 39% South Korea 39% 42% 42% 39% Thailand Sweden 37% 48% 37% 43% Malaysia 51% Indonesia 36% Portugal 36% 55% 36% 50% Mexico 46% 35% **United States** 41% 35% Brazil 48% 34% Italy 49% 34% Switzerland Great Britain 34% 50% 33% 49% France Spain 33% 47% 44% 33% Peru 33% 47% Belgium 52% Australia 33% 32% Hungary 44% Singapore 32% 49% Netherlands 31% 51% 54% 30% New Zealand 53% 29% Canada 52% South Africa 29% Poland 28% 55% 52% 28% Germany 28% 50% Romania Argentina 26% 45% Japan 17% 56%

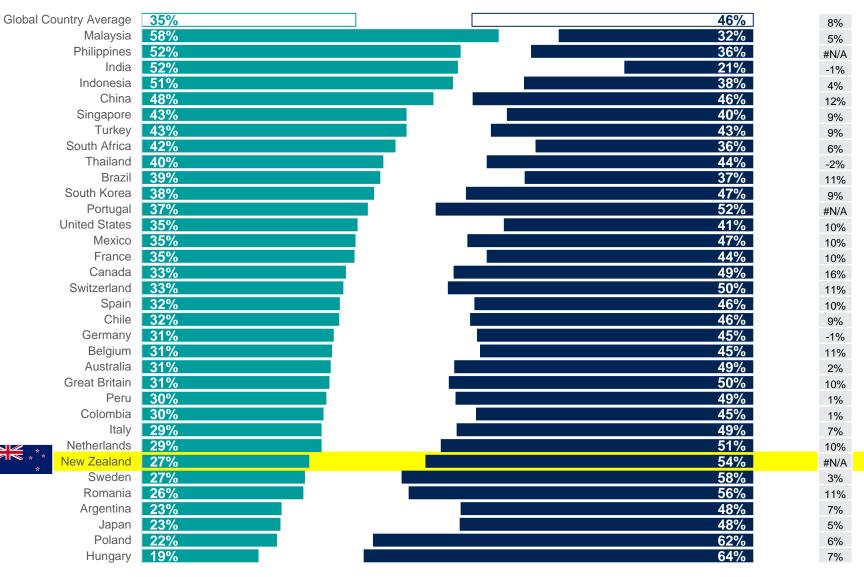


Market Likely Unlikely

Change vs 2022

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





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

Market

Likely

The war in Ukraine will end in 2024

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





Change

vs 2022

Unlikely



ENVIRONMENT IN 2024



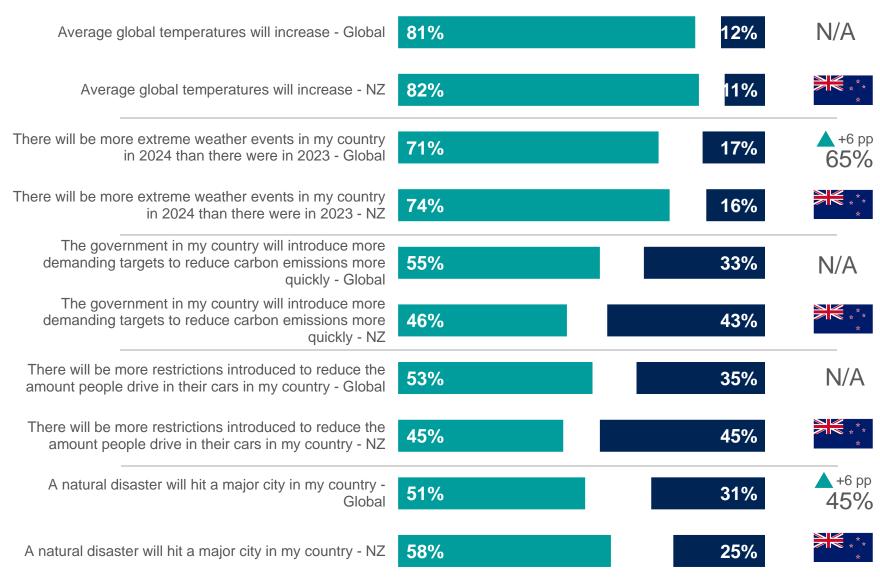


Environment

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

Global averages

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023



Likely



Unlikely

% Likely 2022

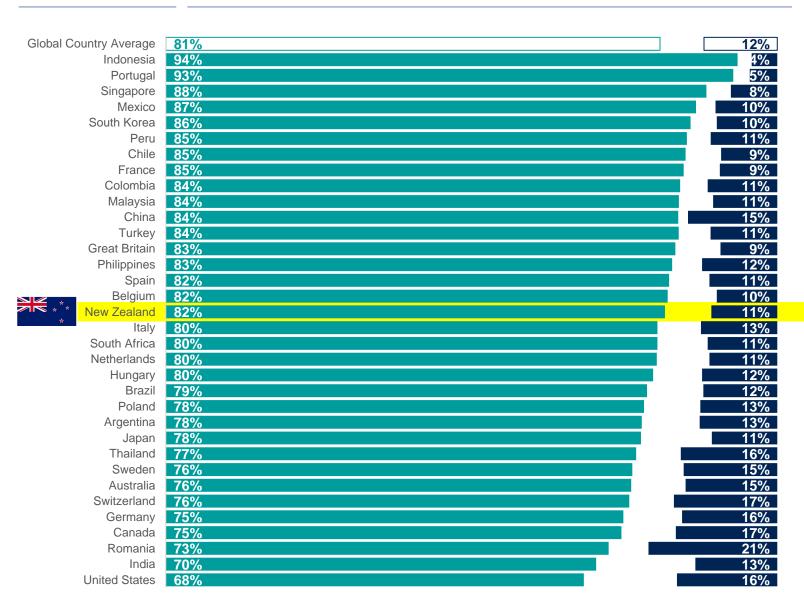
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Market

Likely

Average global temperatures will increase

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





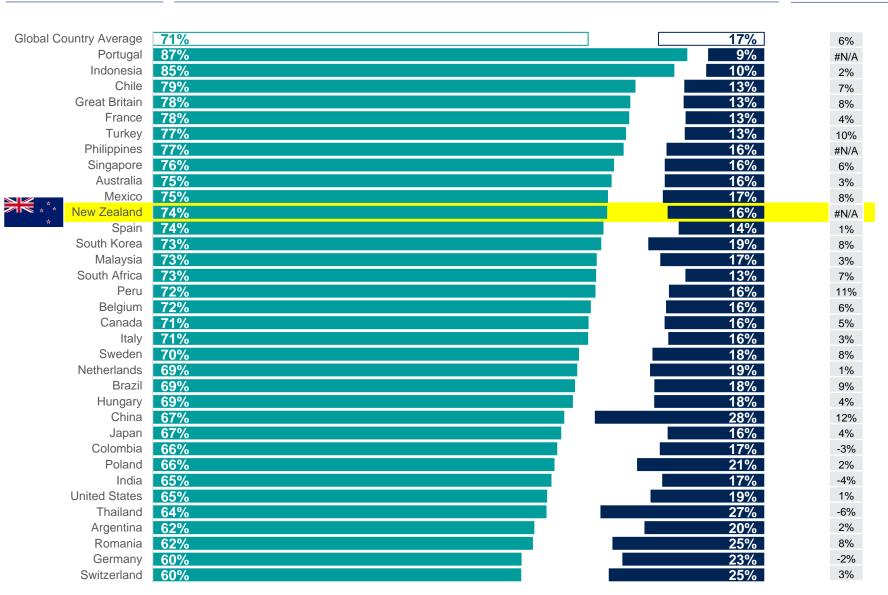
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Market

Likely

There will be more extreme weather events in my country in 2024 than there were in 2023

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





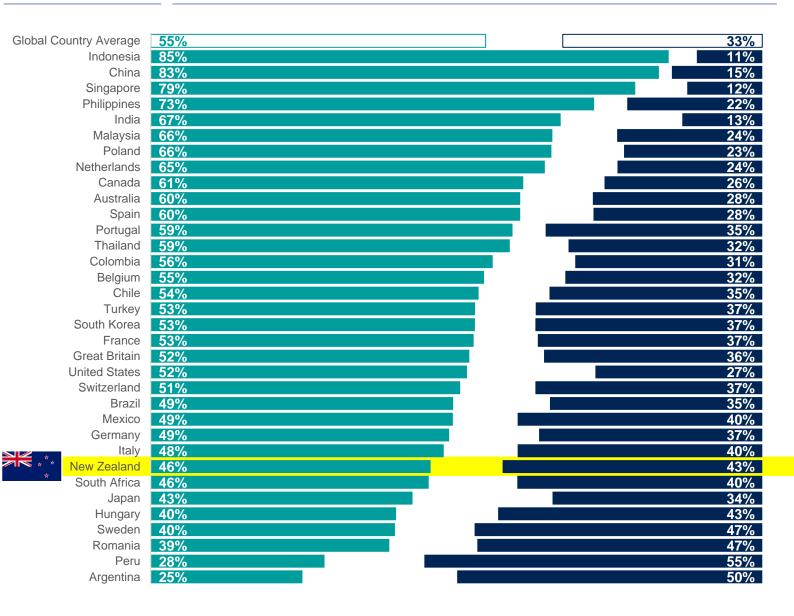
Change

vs 2022

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

The government in my country will introduce more demanding targets to reduce carbon emissions more quickly aland survey was

conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.





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

There will be more restrictions introduced to reduce the amount people drive in their cars in my country

The New Zealand survey was conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.





Market

Global Country Average

Indonesia

Switzerland

Singapore

Romania

Hungary

Netherlands 25%

32%

29%

26%

Peru

Likely

51%

75%

73%

Unlikely

31%

15%

15%

51%

45%

47%

55%

Change vs 2022

6%

-3%

9%

5%

6%

#N/A

5%

-4%

-3%

3%

4%

-6%

12%

#N/A

14%

10%

-1%

8%

12%

10%

10%

6%

-9%

#N/A

3%

12%

-3%

-1%

-3%

6%

9%

0%

6%

2%

-3%

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

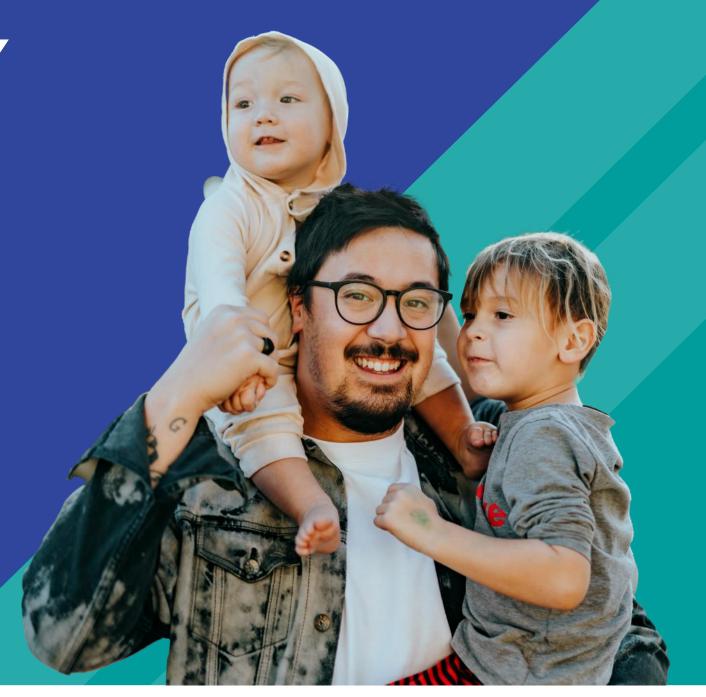
A natural disaster will hit a major city in my country

15% 71% Turkey 67% 16% Chile Philippines 67% 20% 63% 19% Mexico **United States** 62% 19% 62% 25% Malaysia 61% 21% Japan 60% 20% India 59% 33% Thailand South Korea 59% 31% 58% 25% New Zealand 58% 21% Brazil 37% 55% China 55% 21% Colombia 26% 54% France Spain 53% 24% 51% 30% Canada 51% 26% Italy 51% 28% South Africa 50% 33% Australia 36% Portugal 46% Poland 42% 38% Great Britain 41% 40% Germany 40% 35% 32% 39% Argentina 44% 36% Belgium 51% 35% Sweden 32% 46%





SOCIETY IN 2024





Society

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

Unlikely Global averages Likely The level of immigration into my country will 19% increase - Global The level of immigration into my country will 14% **75%** increase - NZ Office workers will spend more time working 59% 29% in the office than at home - Global Office workers will spend more time working 58% 29% in the office than at home - NZ Women will be paid the same as men for the 48% same work - Global Women will be paid the same as men for the 45% 45% same work - NZ





Society

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

Global averages Likely % Likely 2022 My country will win more medals in the 2024 47% 30% N/A Summer Olympics than the last one - Global My country will win more medals in the 2024 46% 26% Summer Olympics than the last one - NZ The total population size of my country will fall 39% 50% N/A - Global The total population size of my country will fall 22% 68% - NZ People in my country will become more ▲ +1 pp 35% 56% tolerant of each other - Global 34% People in my country will become more 32% 58% tolerant of each other - NZ

Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023



Market Likely

Unlikely

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

The level of immigration into my country will increase

Global Country Average 71% 19% Portugal 87% 7% Turkey 82% 14% 13% Singapore 82% 79% 12% Italy Mexico 79% 15% Colombia 79% 14% Indonesia 79% 15% 79% 14% Spain 79% 14% South Africa Belgium 78% 10% Malaysia 78% 14% 78% 15% Germany 14% 77% Canada 77% 12% Netherlands 17% 76% Peru 75% 14% New Zealand 14% Great Britain 75% Australia 74% 15% 73% 18% Switzerland Chile 72% 21% 71% **United States** 16% 69% 25% China 69% 16% France Poland 68% 19% Philippines 67% 27% 24% Romania 66% 25% South Korea 65% 21% 65% Brazil Thailand 64% 28% India 63% 18% 31% Hungary 57% 55% 30% Argentina Sweden 38% 49% Japan 34% 39%



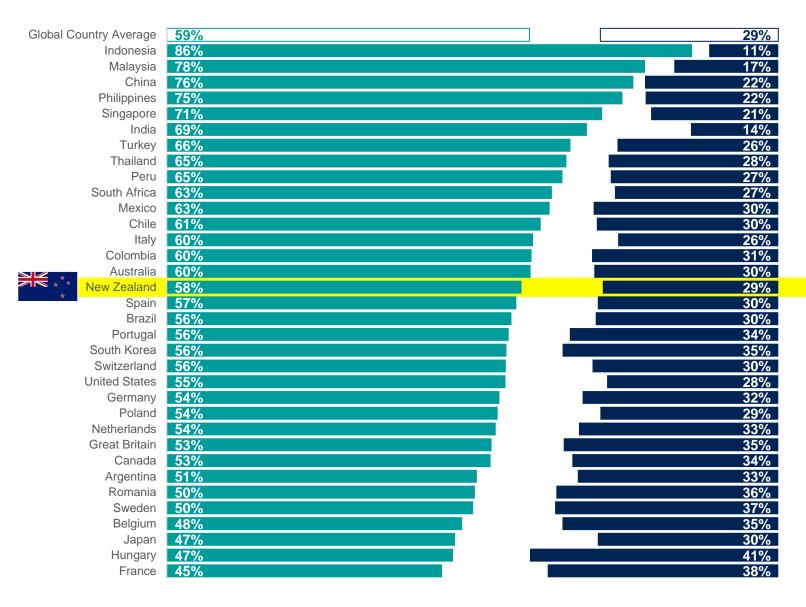
Market

Likely

Unlikely

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

Office workers will spend more time working in the office than at home



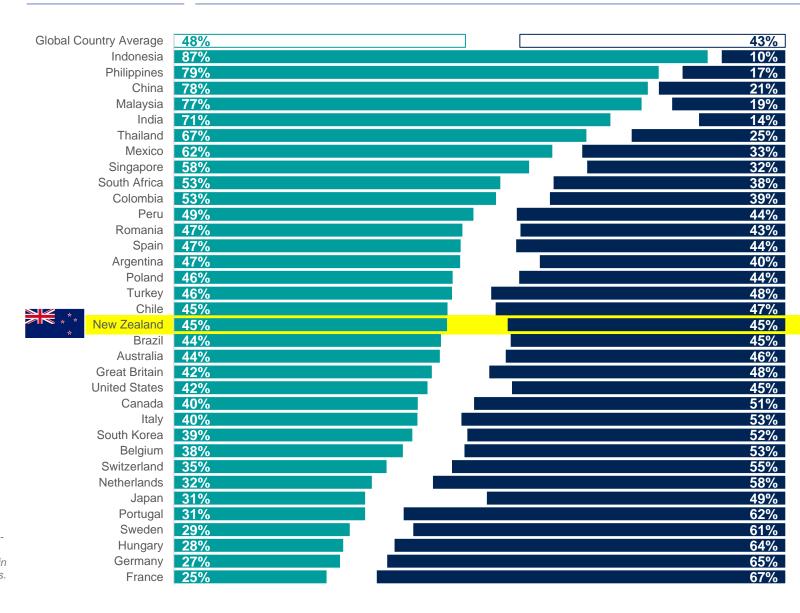


Market Likely

Unlikely

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

Women will be paid the same as men for the same work





Market Likely

Unlikely

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

My country will win more medals in the 2024 Summer Olympics than the last one





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

The total population size of my country will fall

Global Country Average 39% 50% 82% 14% South Korea 12% Japan 74% 23% 74% China 73% 18% Hungary 21% 70% Romania Poland 68% 21% Italy 67% 23% 56% 35% Portugal 53% 29% India 52% 38% Thailand 44% Malaysia 45% Spain 44% 44% 40% 50% Singapore 56% 36% Philippines 59% 34% Turkey 53% 33% France 64% 32% Indonesia Brazil 29% 54% 28% 60% Germany Chile 28% 58% 53% United States 28% 59% 28% Colombia 62% 27% Mexico 24% 63% Peru Argentina 22% 58% Great Britain 22% 67% 70% Switzerland 22% New Zealand 22% 68% South Africa 22% 65% 21% 63% Belgium 69% 20% Sweden 20% 67% Australia 70% 16% Canada Netherlands 12% 79%



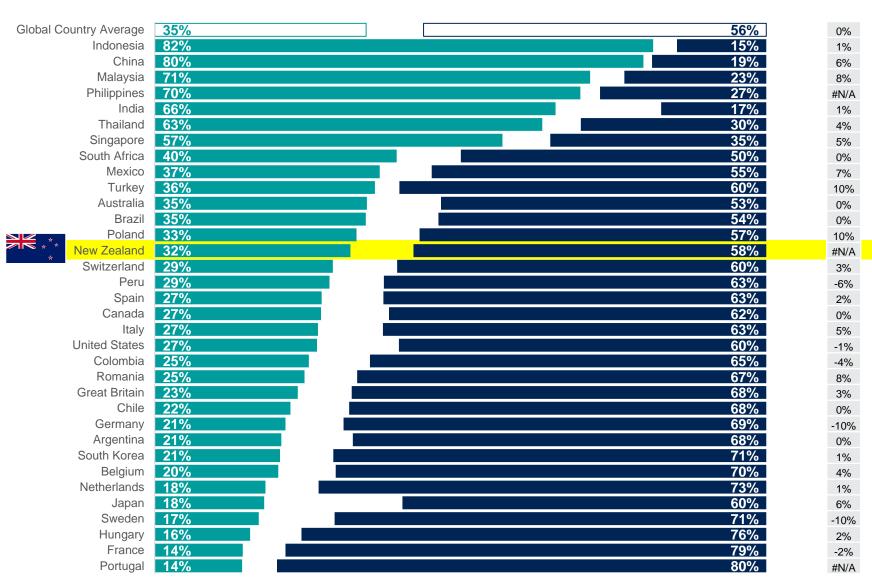
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Market

Likely

People in my country will become more tolerant of each other

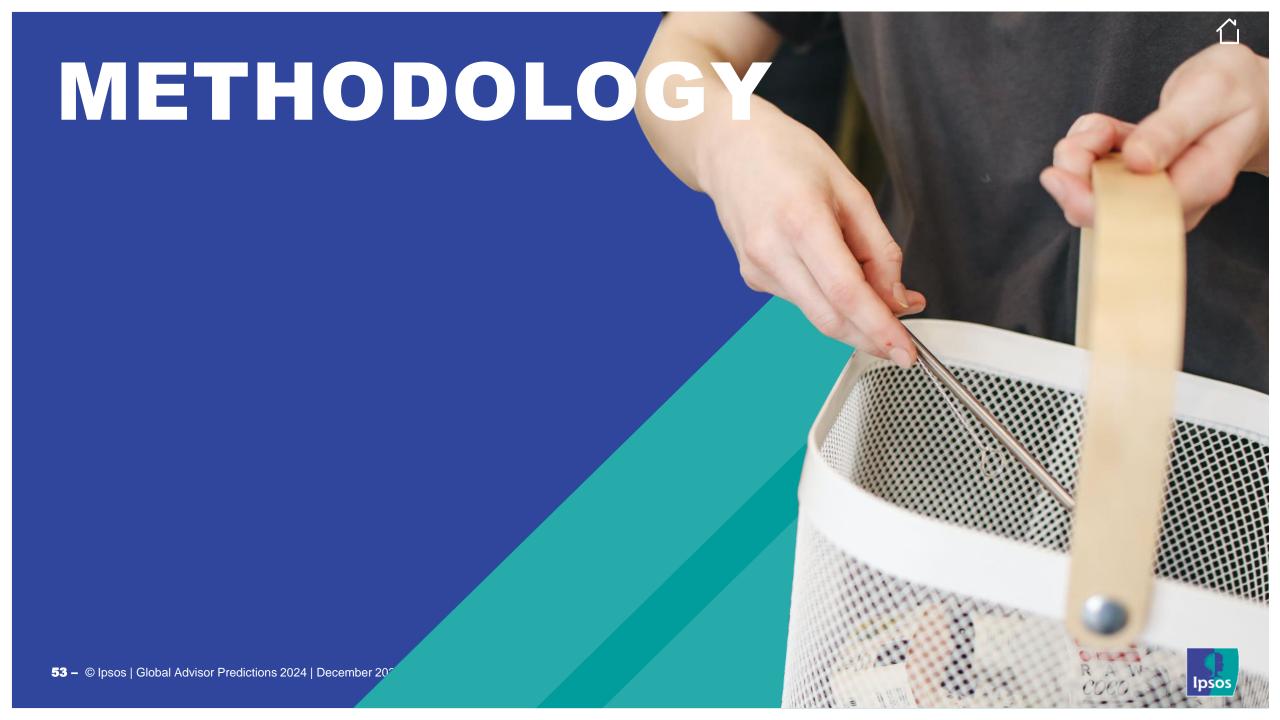
Base: 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 20 – Friday November 3, 2023





Change

vs 2022



Methodology

These are the results of a 34-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, October 20 and Friday, November 3, 2023.

For this survey, Ipsos interviewed a total of 25,292 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, New Zealand, Philippines, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, mainland China, Colombia, Indonesia, Malaysia, Mexico, New Zealand, Peru, Philippines, Portugal, Singapore, South Africa, Thailand, 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.

India's sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones. The data is weighted so that the composition of each country's sample 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 in which 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.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being 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).

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

GAME CHANGERS

