

GLOBAL ADVISOR 2024 PREDICTIONS

New Zealand edition

December 2023

GAME CHANGERS



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AT A GLANCE – GLOBAL RESULTS

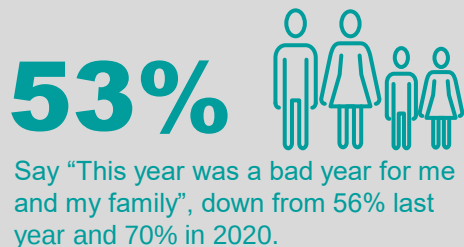
Where we have been and where we are headed



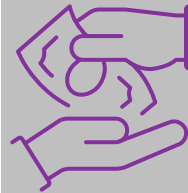
2023 IN RETROSPECT



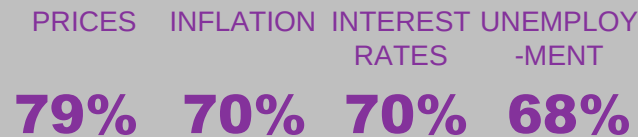
Say “This year was a bad year for my country”, down from 73% last year and 90% in 2020. Pre-Covid, 65% felt this way.



ECONOMY

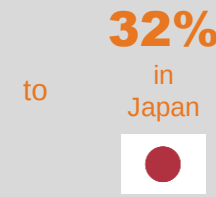


Expectations are for the economy to worsen in 2024. Large numbers expect the following to rise



WORLD SECURITY

48% Think it is likely that there will be a new global pandemic caused by a new virus, ranging from:



ENVIRONMENT



The expectation that there will be more extreme weather events next year than this year is up from last year



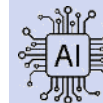
The expectation that a natural disaster will hit a major city in their country is up from last year

SOCIETY

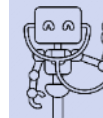
71% Think it is likely that the level of immigration into their country will rise and ranges from.....



TECHNOLOGY



64% Expect AI will lead to many jobs being lost in their country in 2024



56% Expect Doctors in their country to regularly use AI to decide on treatments in 2024



55% Expect their personal data will be leaked on the internet in 2024

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

65% to 70%

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

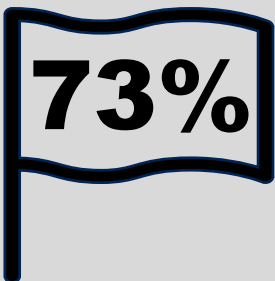
46% to 50%

But both are a long way short of their pre Covid levels

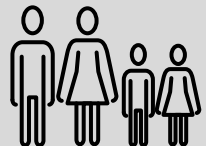
AT A GLANCE – NEW ZEALAND RESULTS



2023 IN RETROSPECT

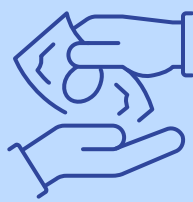


Most New Zealanders say “This year was a bad year for my country”.

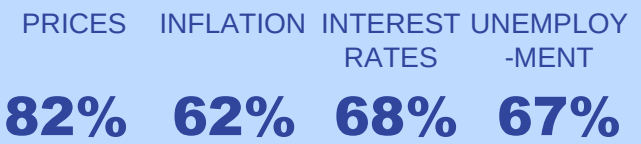


Half of New Zealanders say “This year was a bad year for me and my family”.

ECONOMY



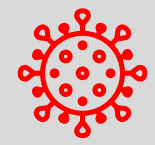
Expectations are for the New Zealand economy to worsen in 2024. Large numbers expect the following to rise



WORLD SECURITY



4 in 10 New Zealanders think it is likely that there will be a new global pandemic caused by a new virus.



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



OUTLOOK FOR 2024

New Zealanders are more optimistic than the global average:



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

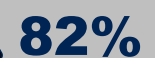


Of New Zealanders expect that the global economy will be stronger next year than it was this year (6% higher than global)

ENVIRONMENT



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

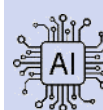


Of New Zealanders expect that average global temperatures will increase in 2024.

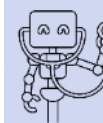


Of New Zealanders expect that a natural disaster will hit a major city in New Zealand in 2024.

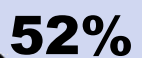
TECHNOLOGY



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



Expect Doctors in New Zealand to regularly use AI to decide on treatments in 2024



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

HOW WAS IT FOR YOU?



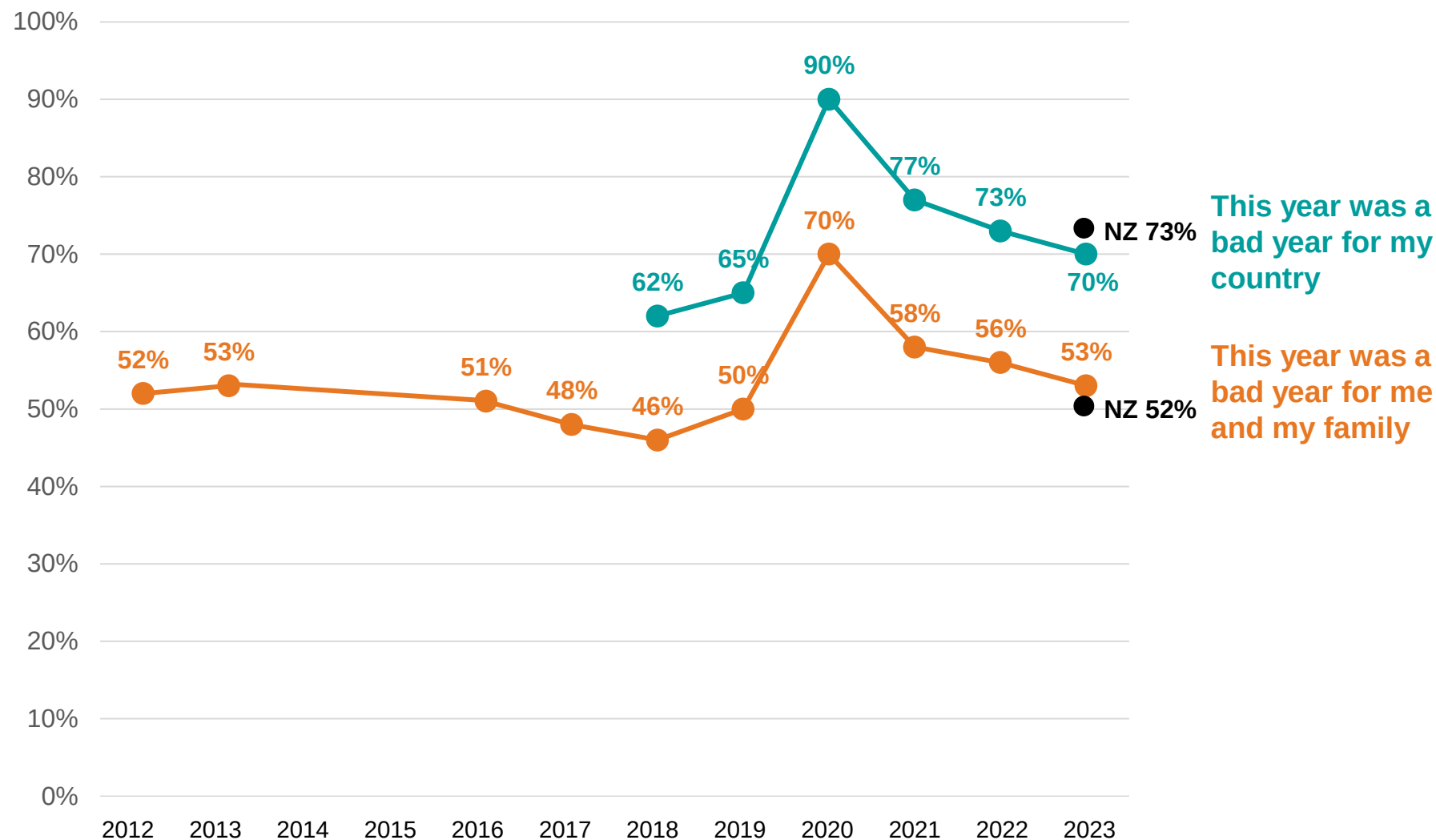
Q.

2023 in an historical context

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

Global averages - % agree



Q.

2023 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

% Agree 2022

2023 was a bad year for my country - Global



▼ -3 pp
73%

2023 was a bad year for my country - NZ



2023 was a bad year for me and my family - Global



▼ -3 pp
56%

2023 was a bad year for me and my family - NZ



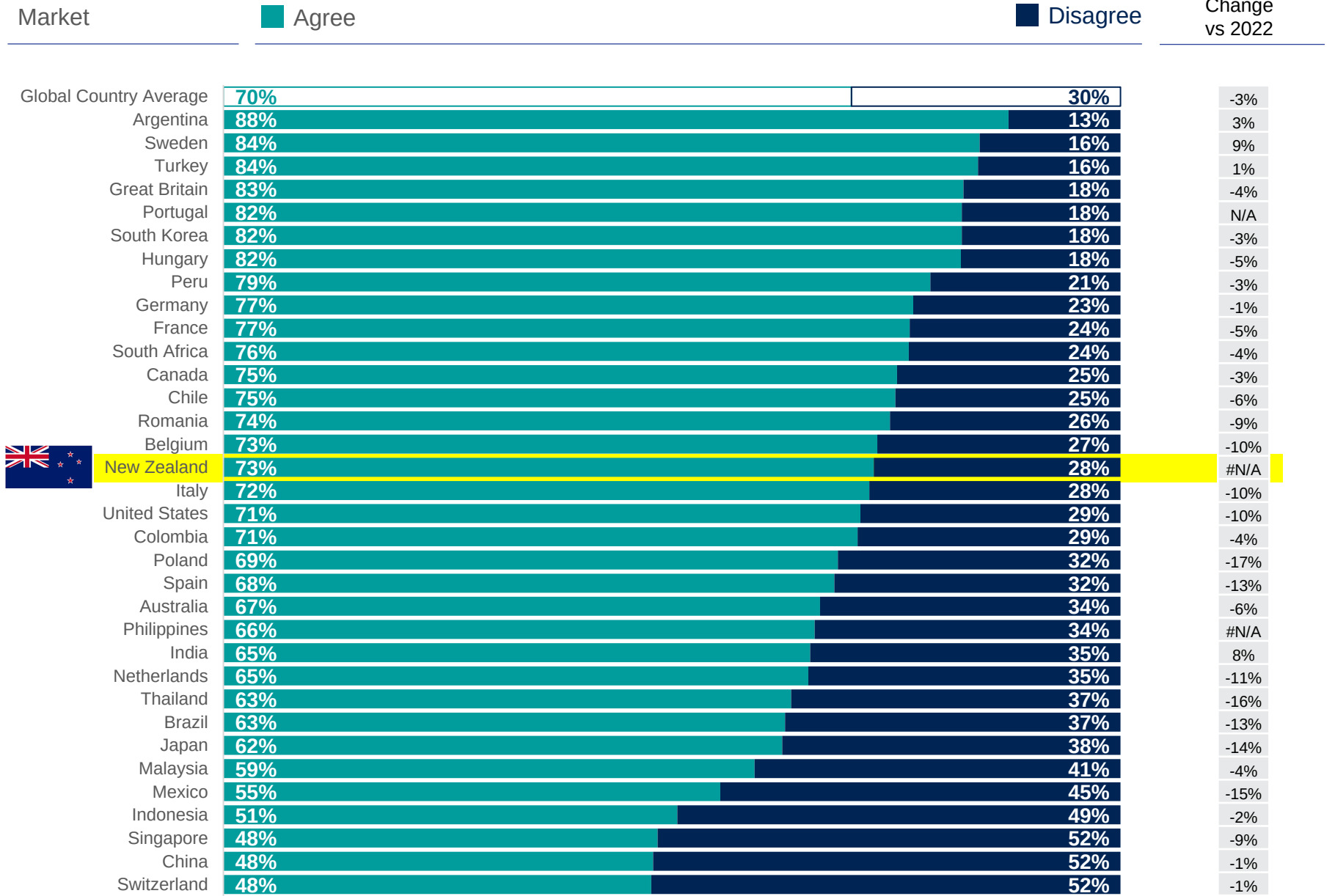
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Q.

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

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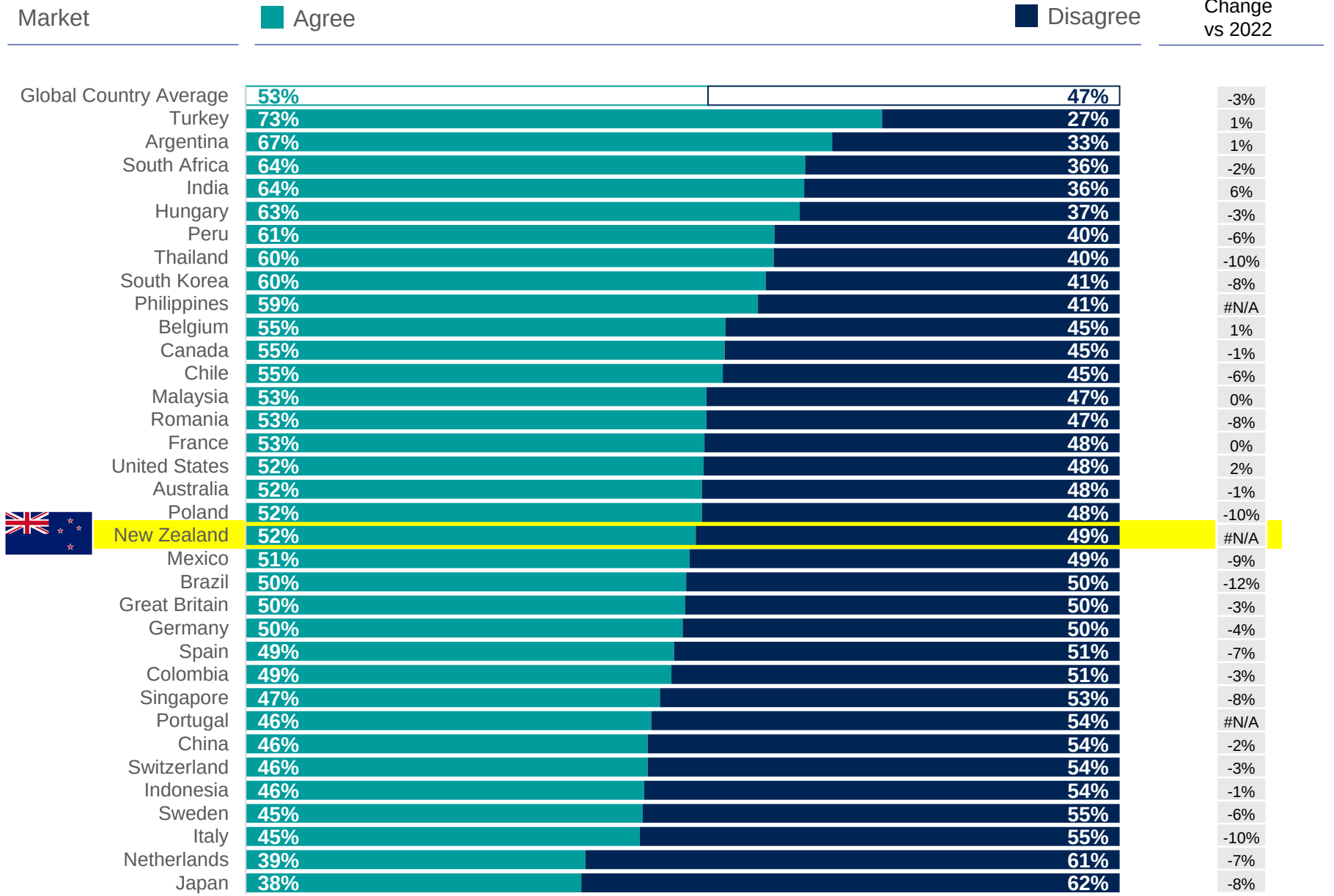


Q.

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

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



OUTLOOK FOR 2024

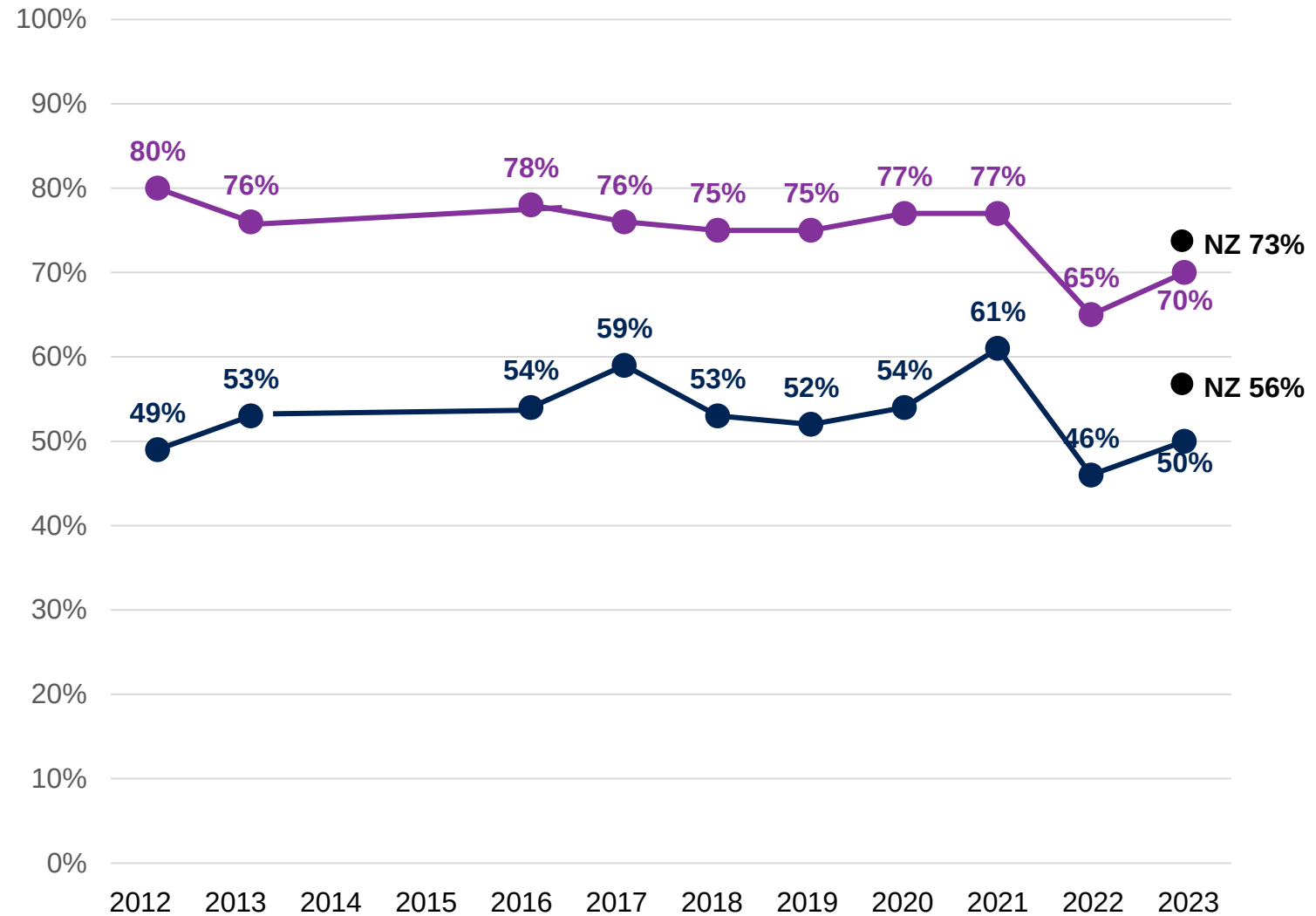


Q.

Outlook for 2024

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

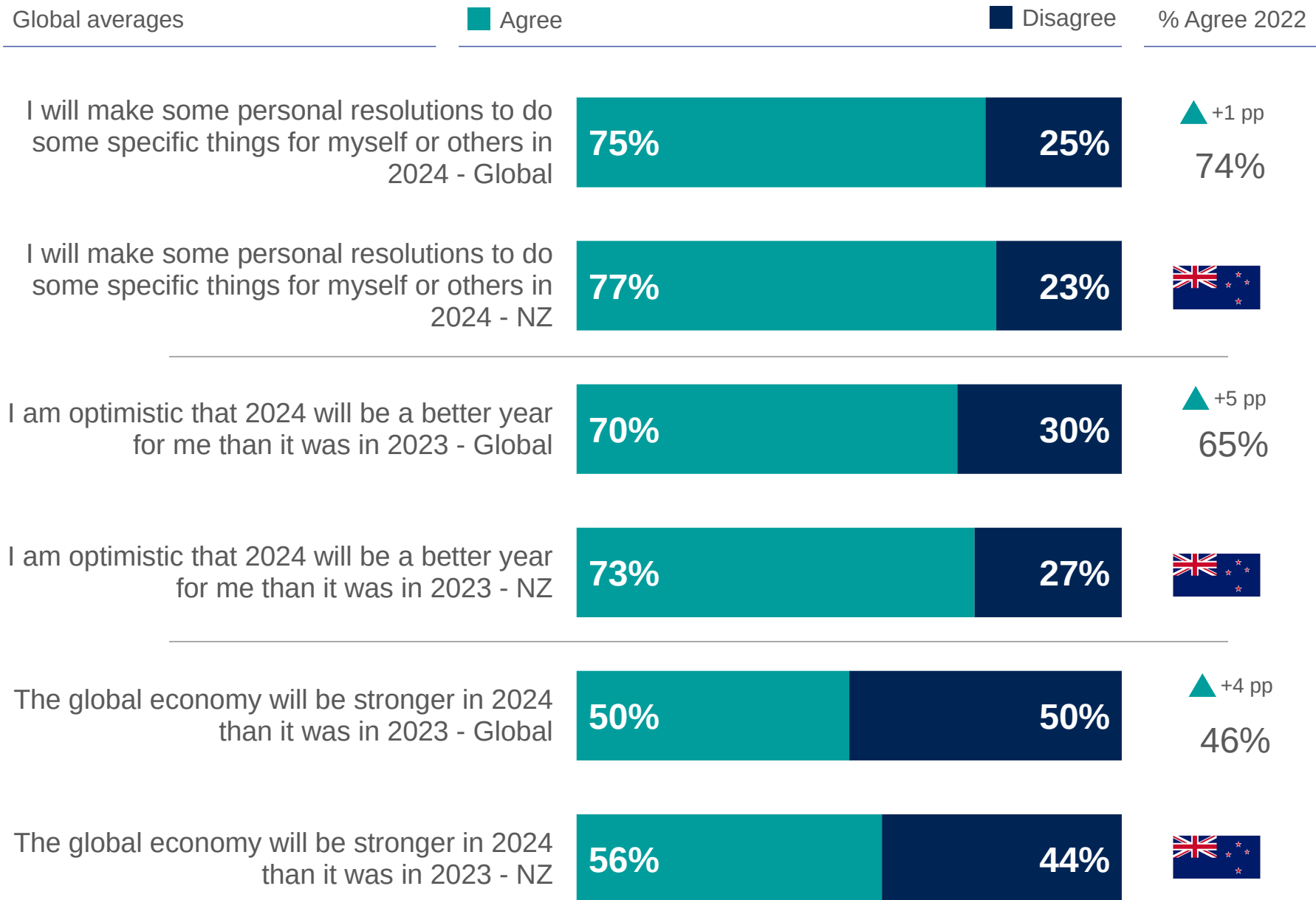
The global economy will be stronger next year than it was this year

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Q.

Outlook for 2024

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



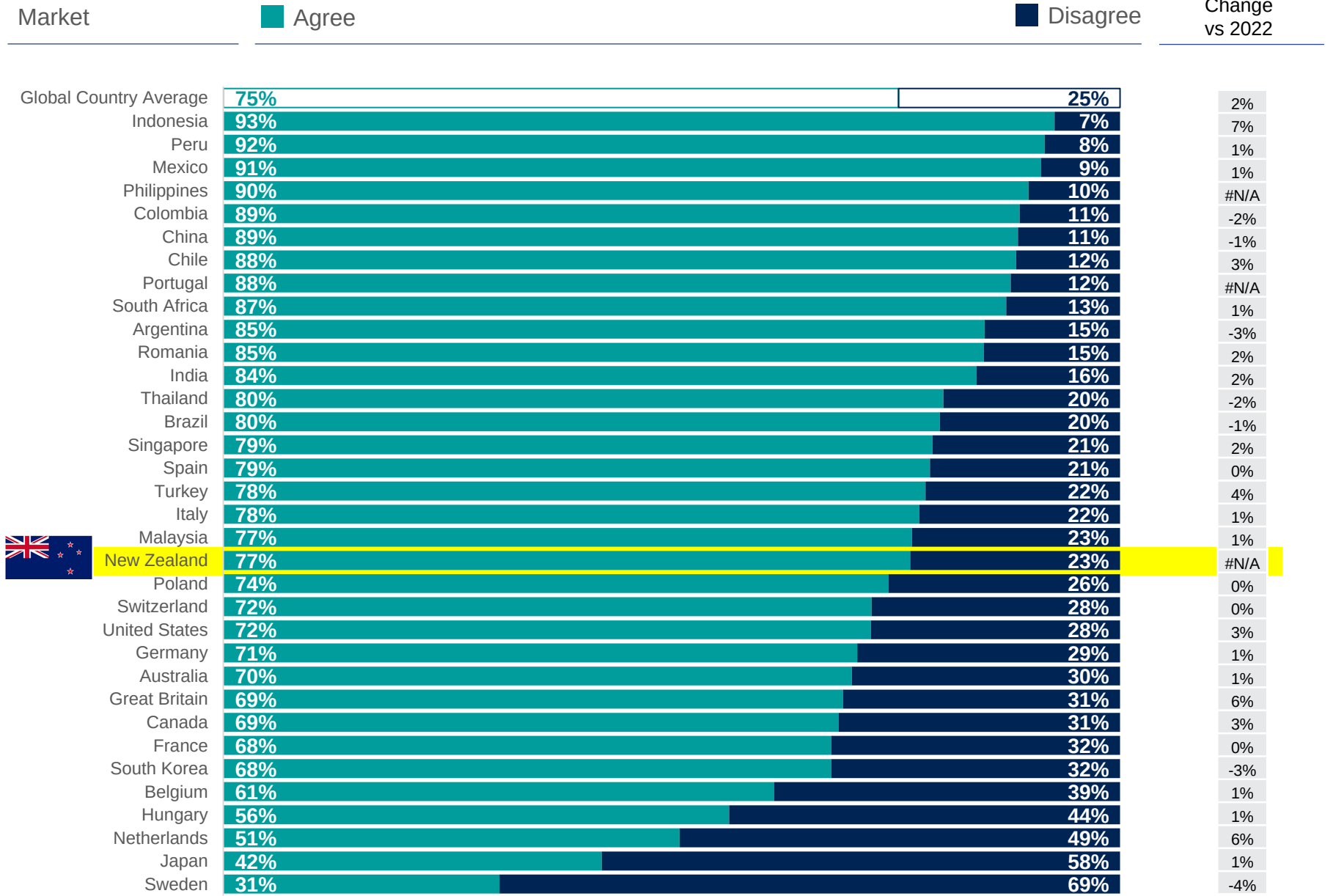
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Q.

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

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

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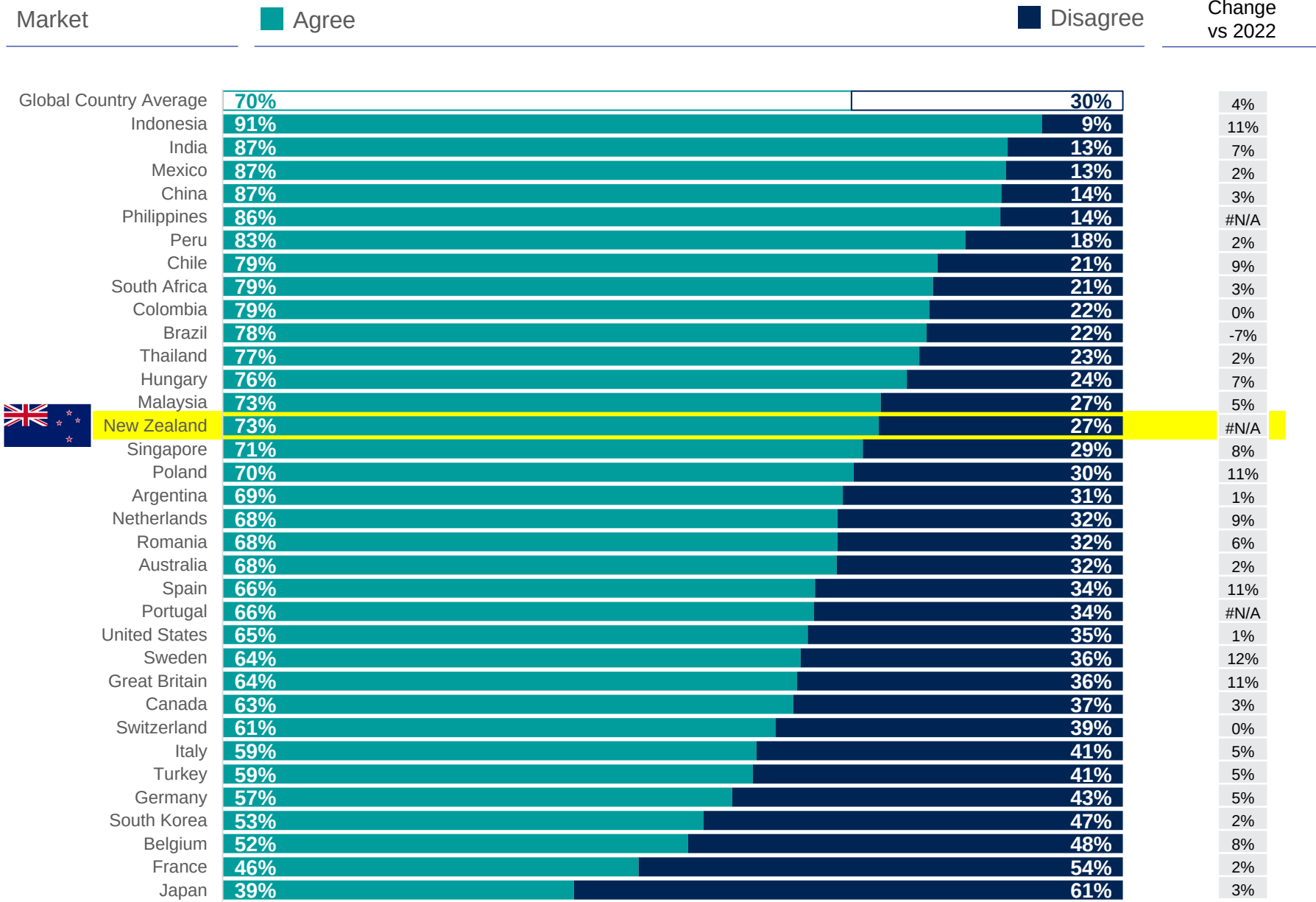


Q.

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

I 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

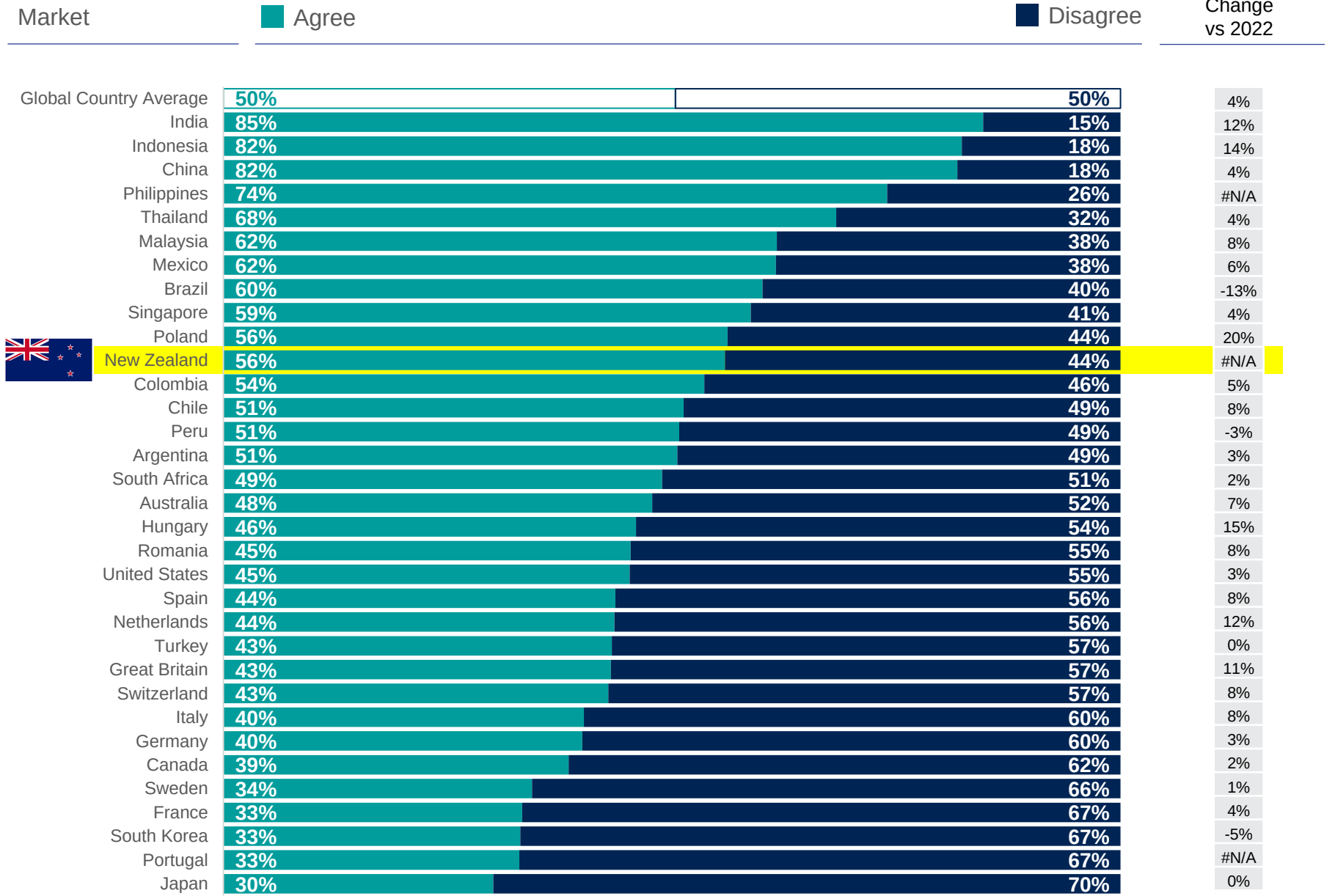


Q.

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 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



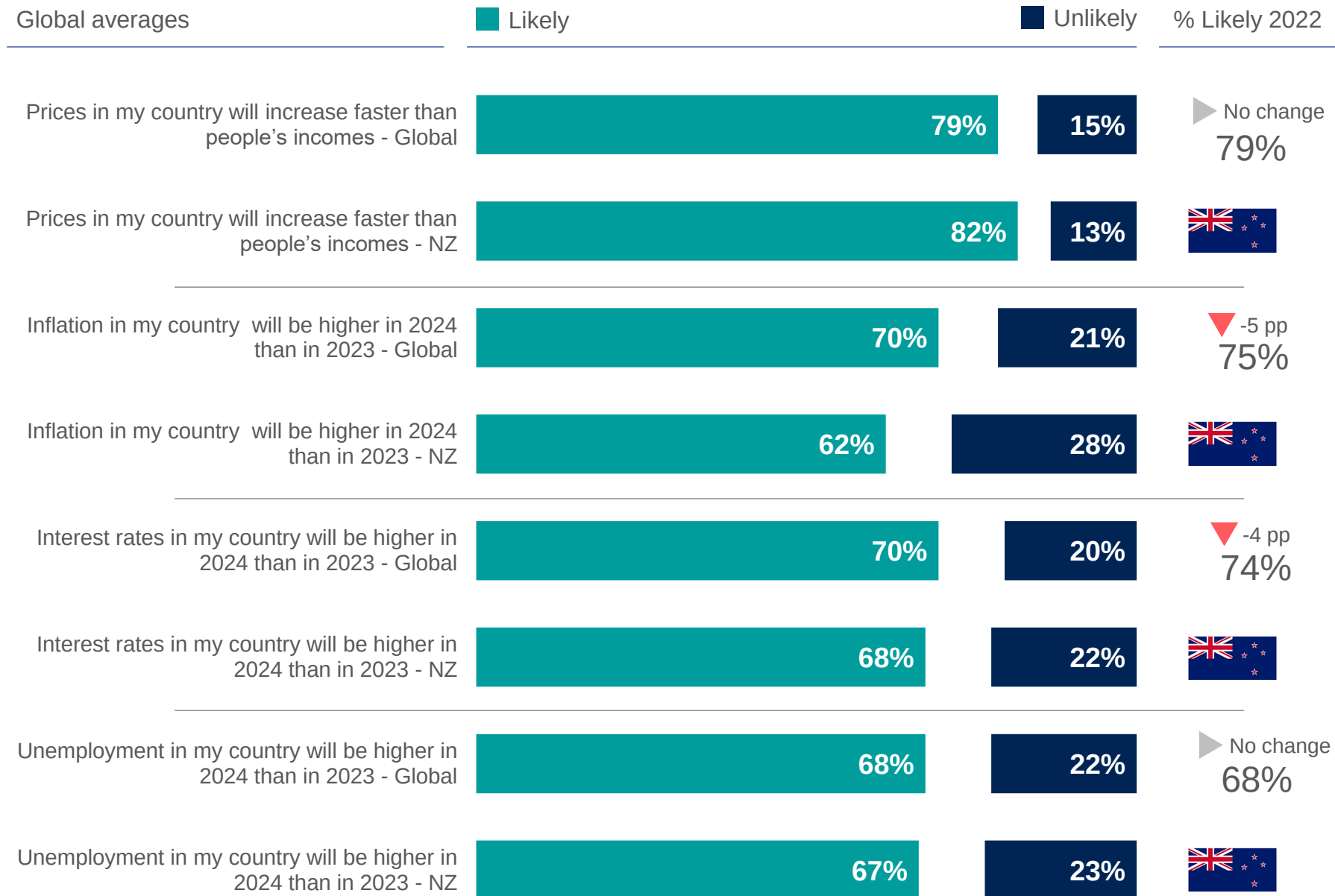
THE ECONOMY IN 2024



Q.

Economy

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



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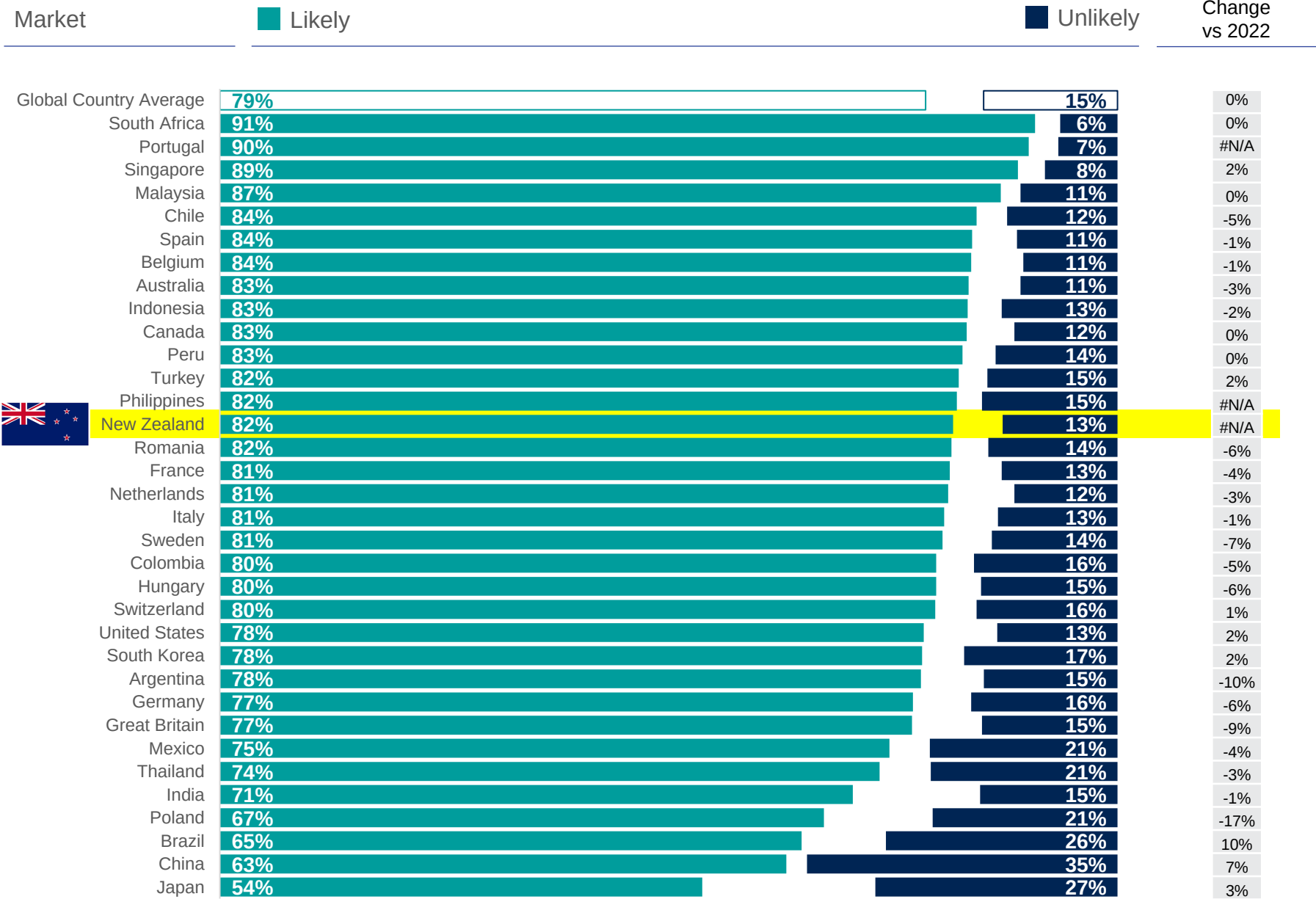
Q.

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

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.

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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 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.

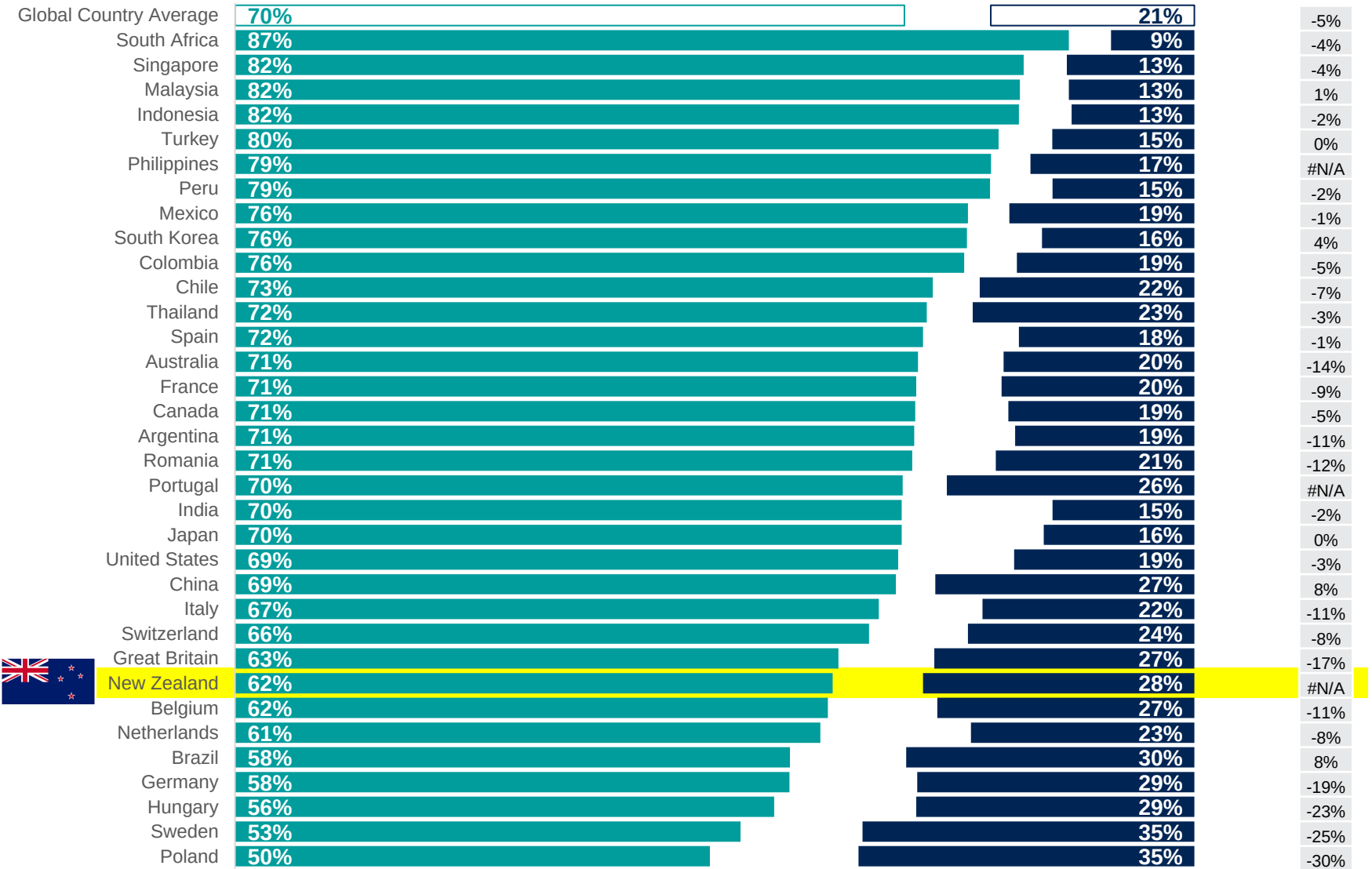
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Market

Likely

Unlikely

Change vs 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 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.

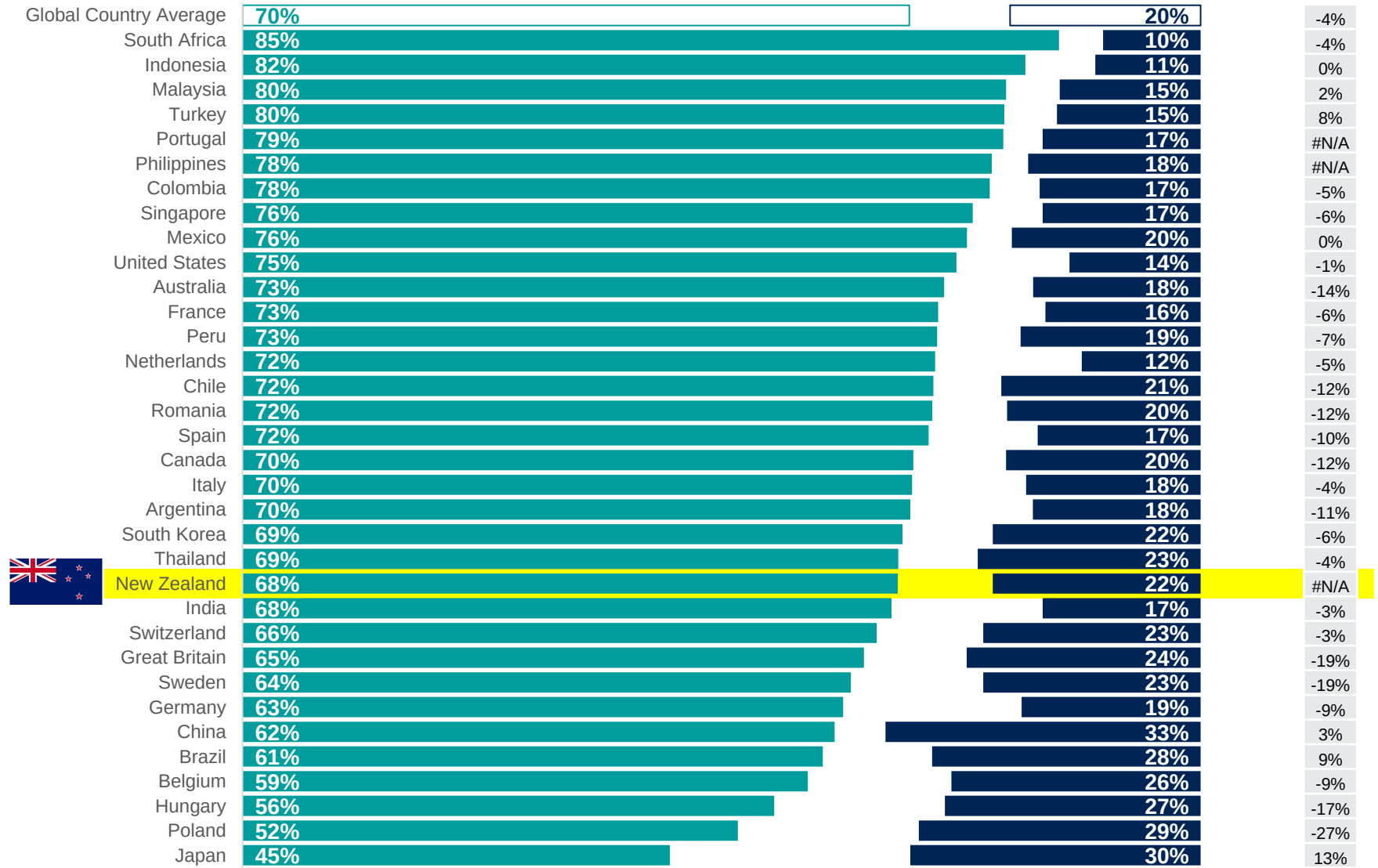
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Market

Likely

Unlikely

Change vs 2022



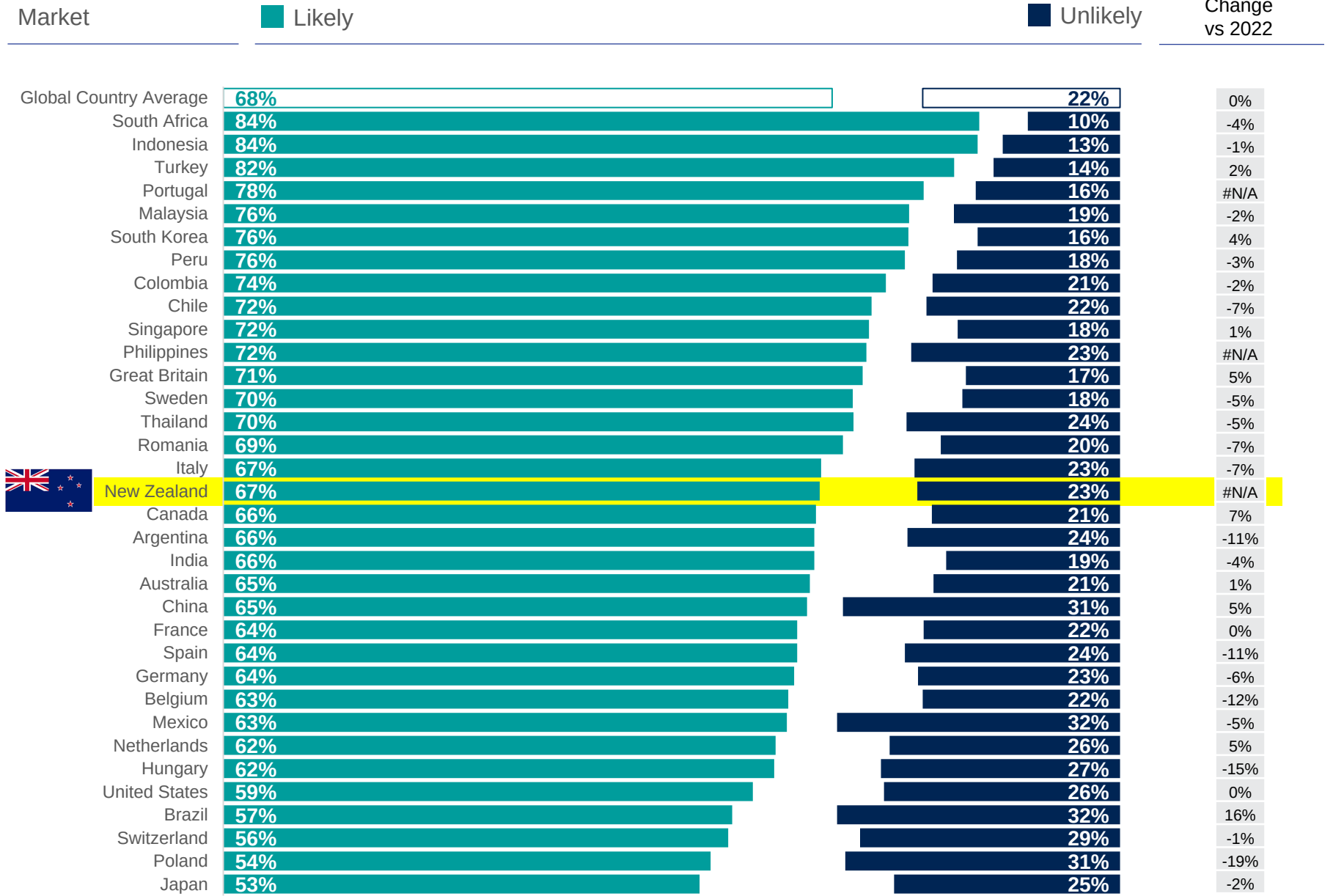
Q.

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 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.

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TECHNOLOGY IN 2024



Q.

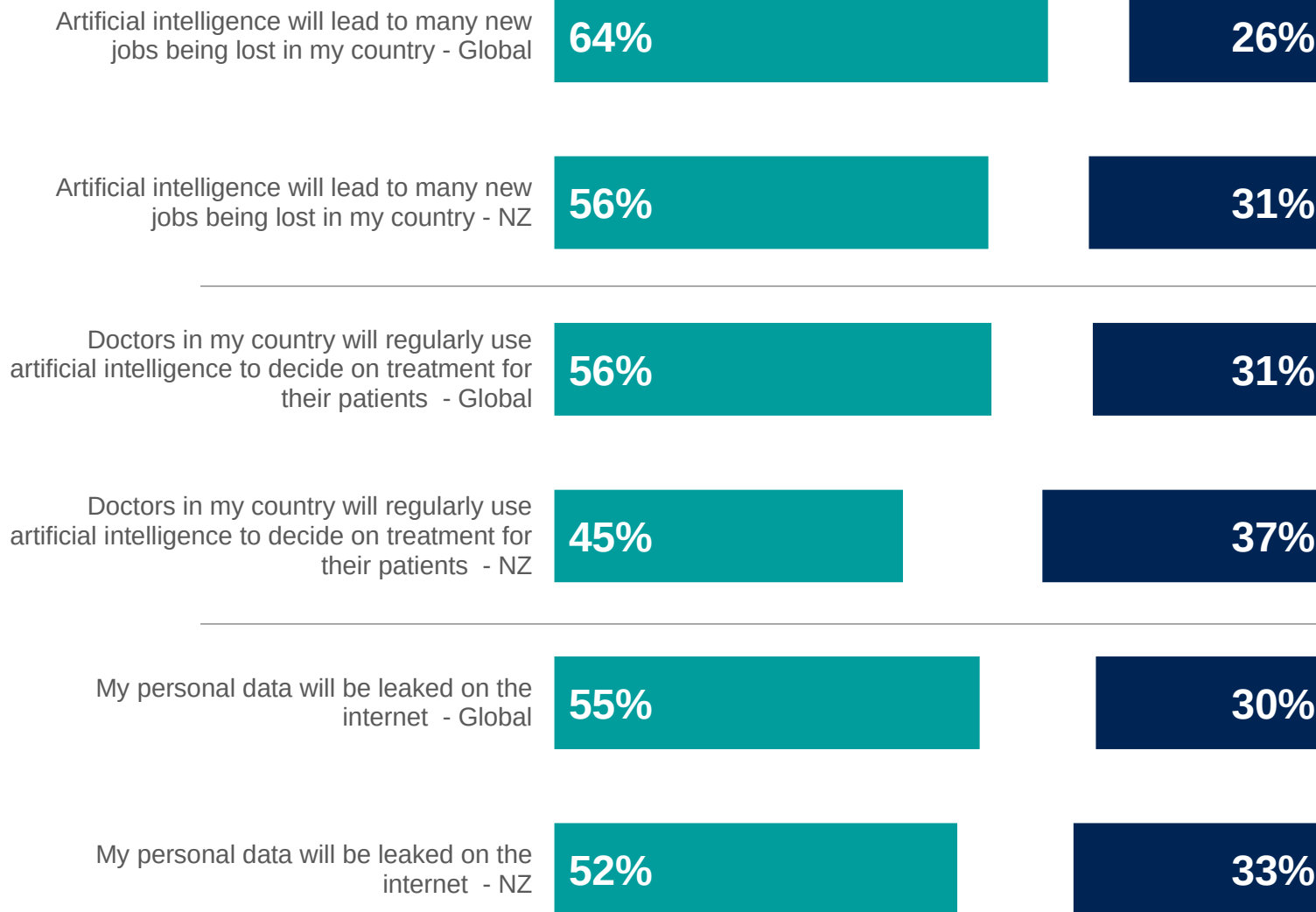
Technology

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

Global averages

 Likely

 Unlikely



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Q.

Technology

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

Global averages

Likely

Unlikely

Robots will look like, think like and speak like humans - Global

50%

39%

Robots will look like, think like and speak like humans - NZ

45%

44%



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

43%

44%

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

42%

42%



I will use social media less - Global

41%

49%

I will use social media less - NZ

45%

49%

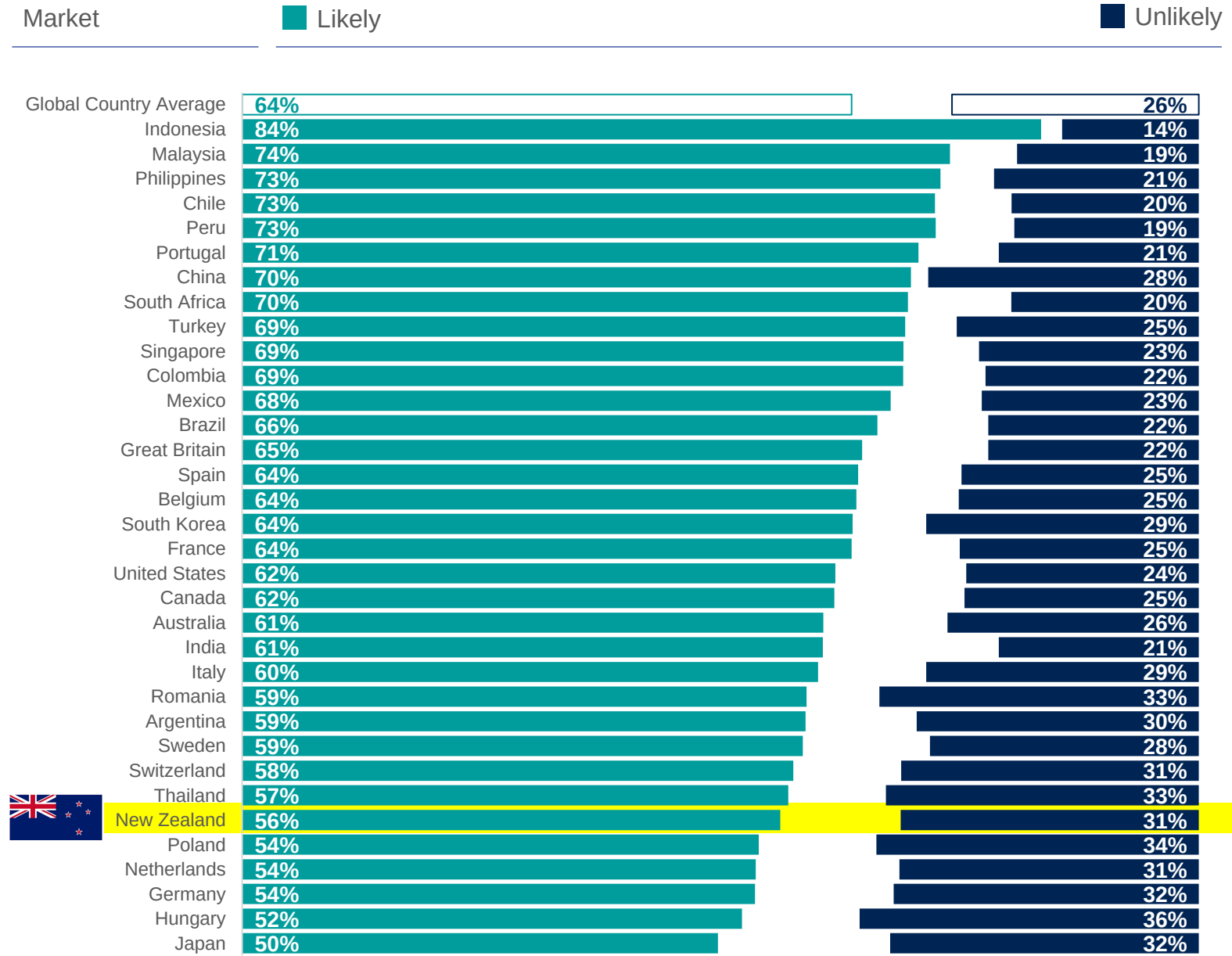


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Q.

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



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

Q.

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

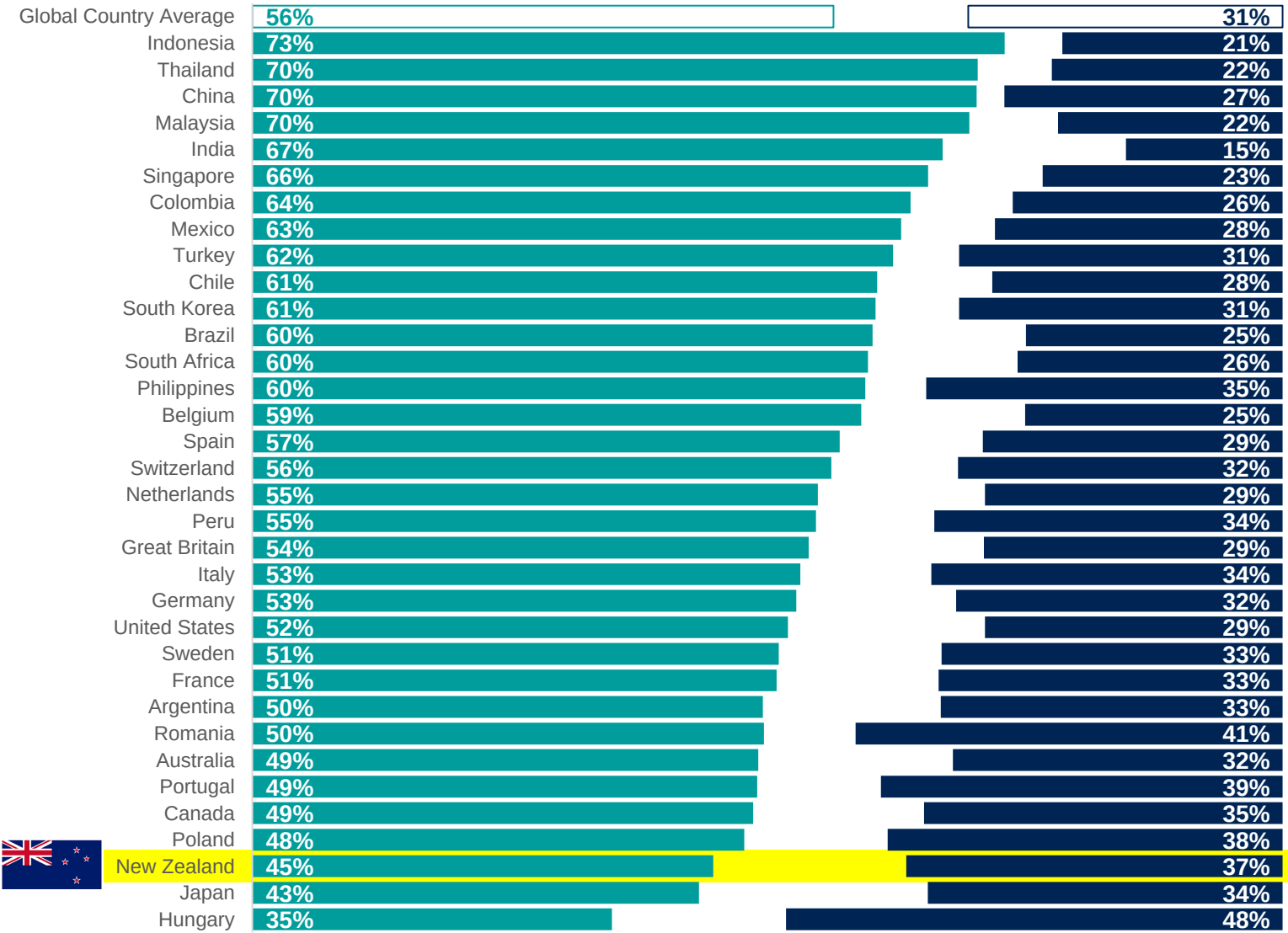
Doctors in my country will regularly use artificial intelligence to decide on treatment for their patients

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

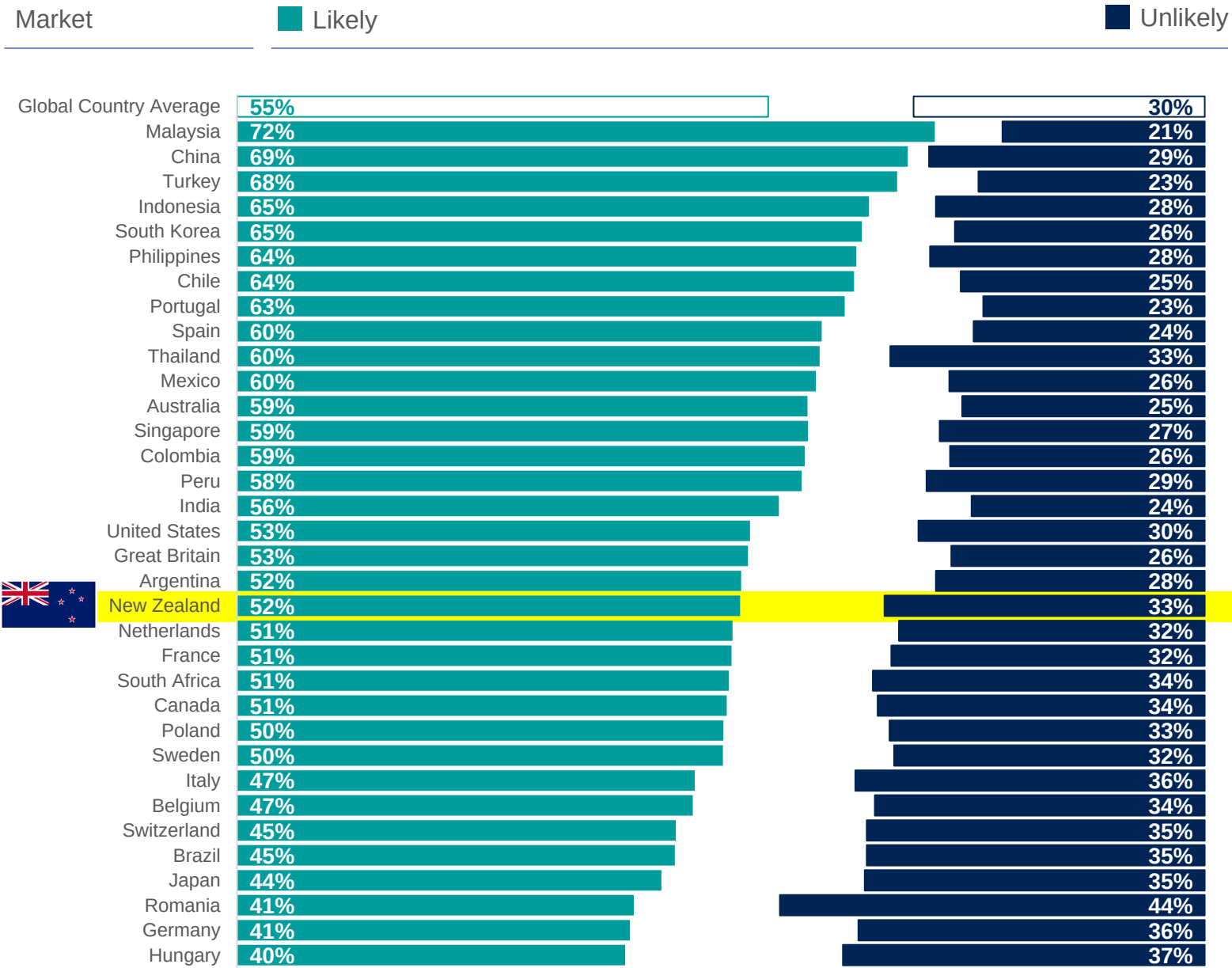
Unlikely



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

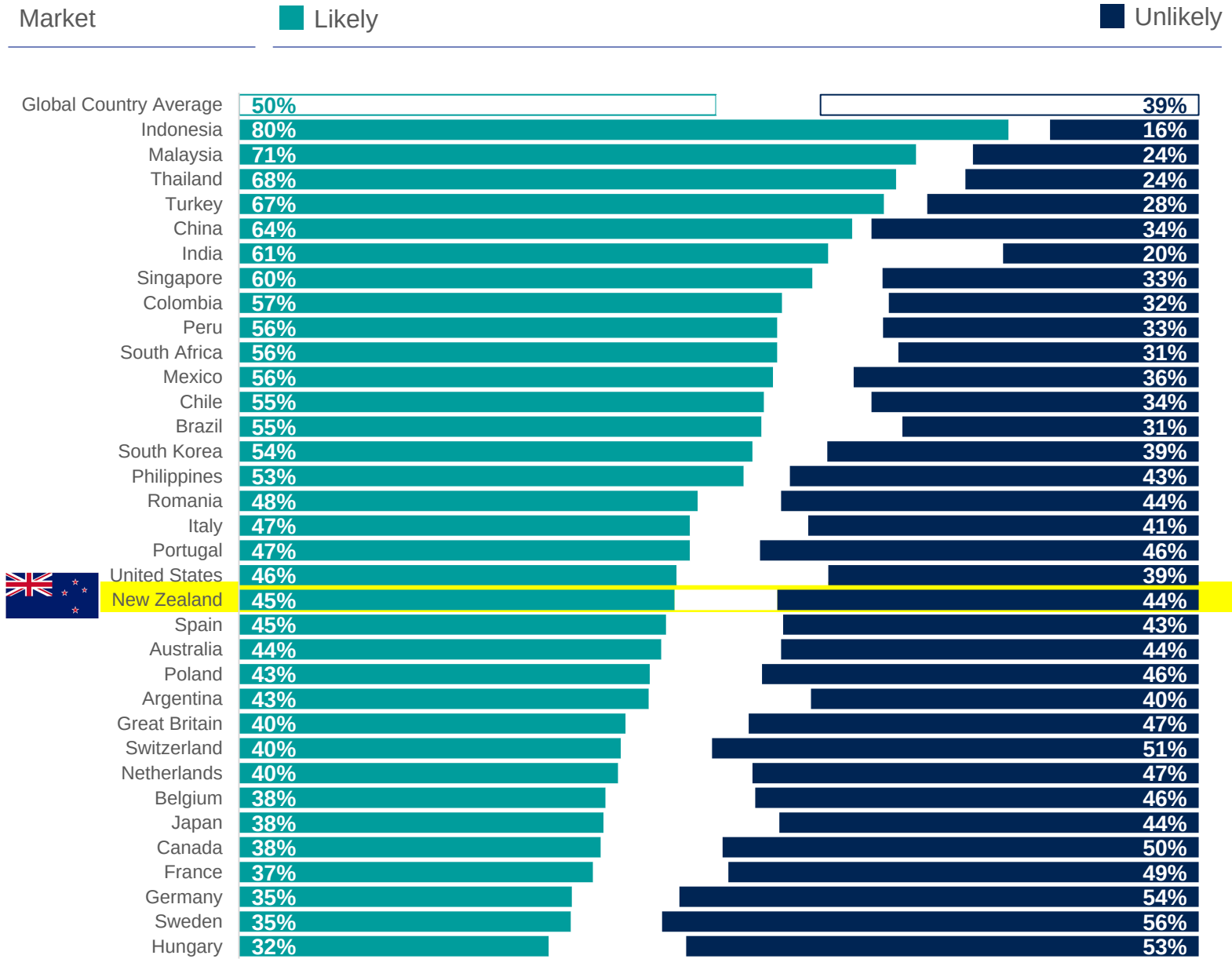


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Q.

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



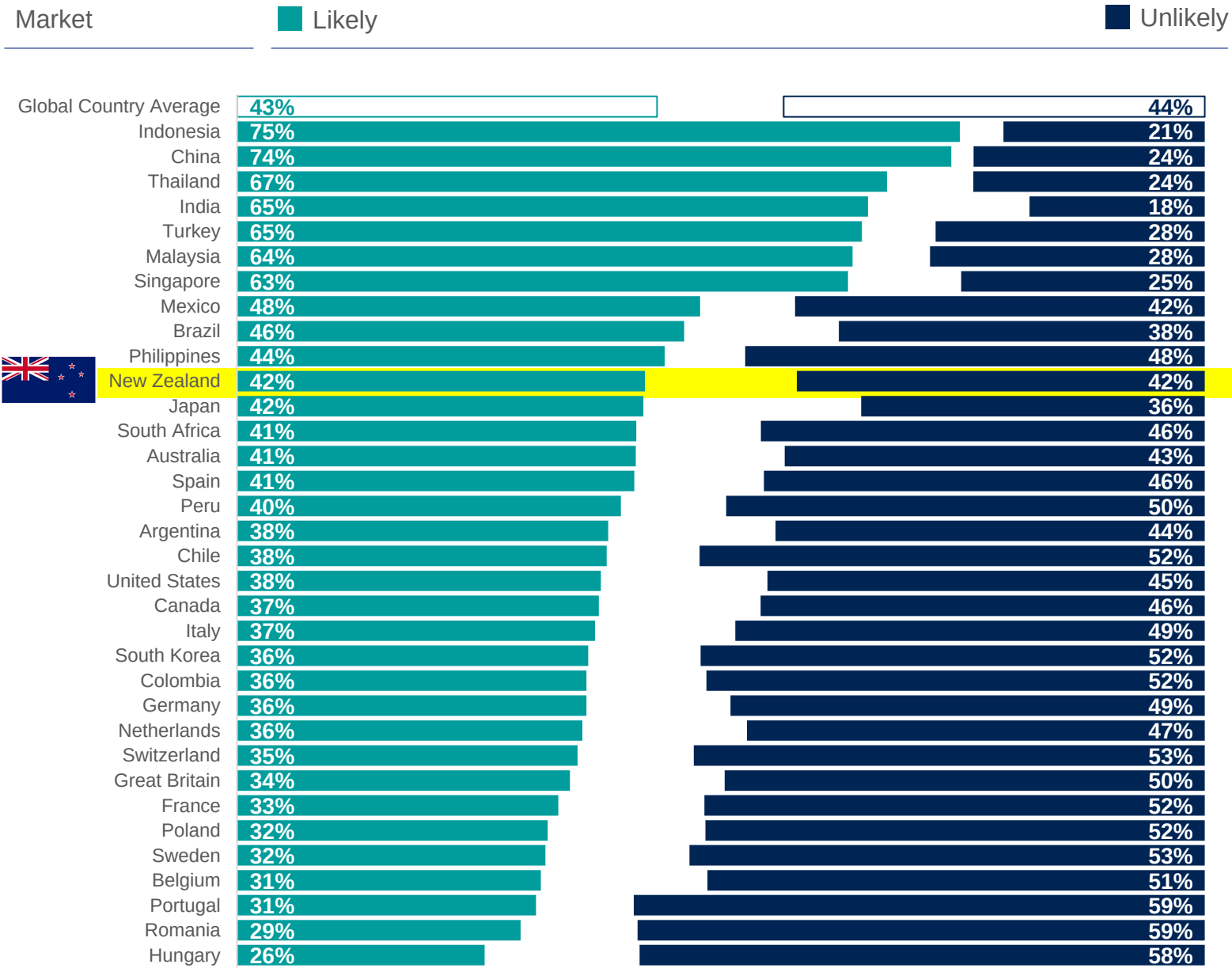
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Q.

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

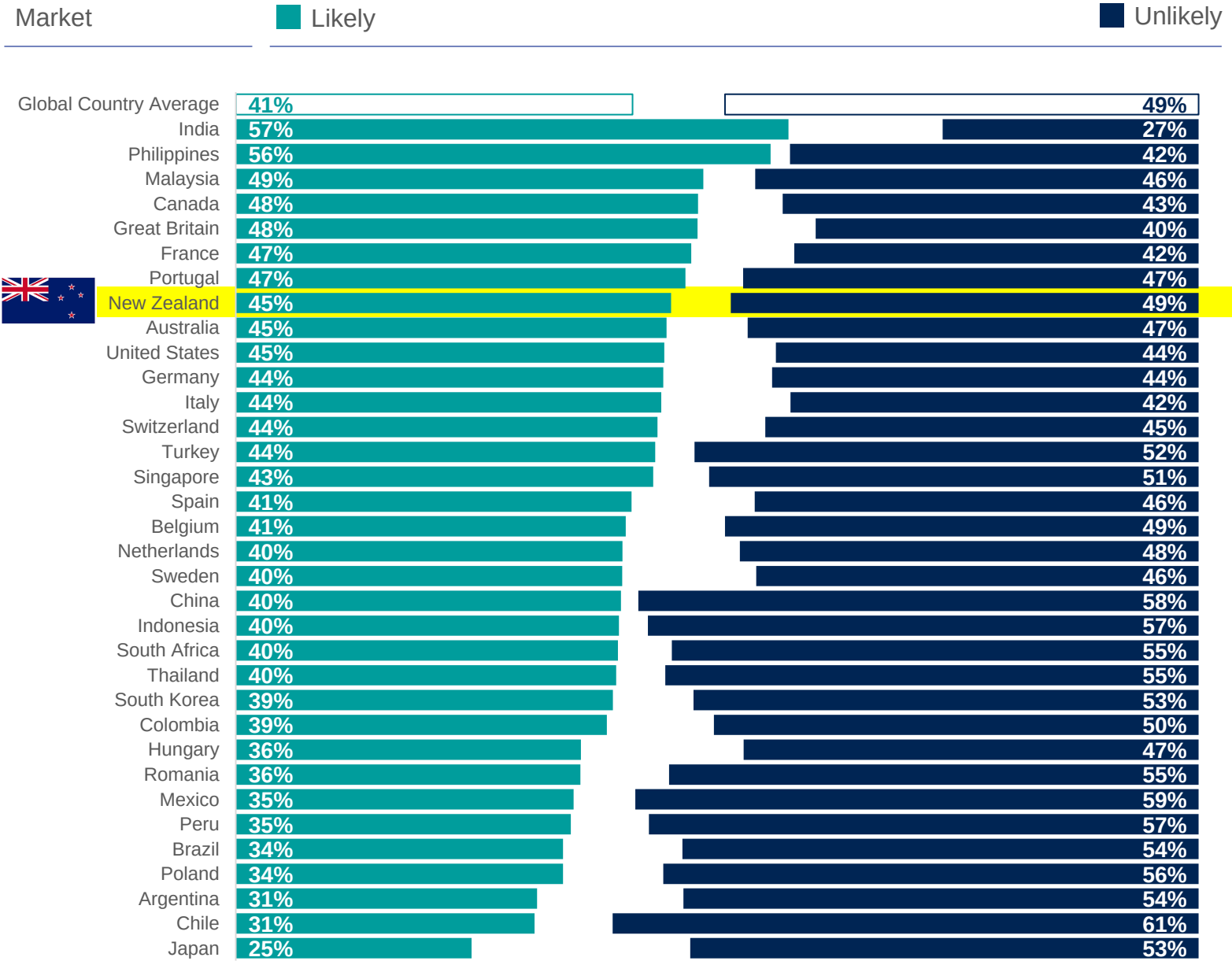
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Q.

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

I will use social media less



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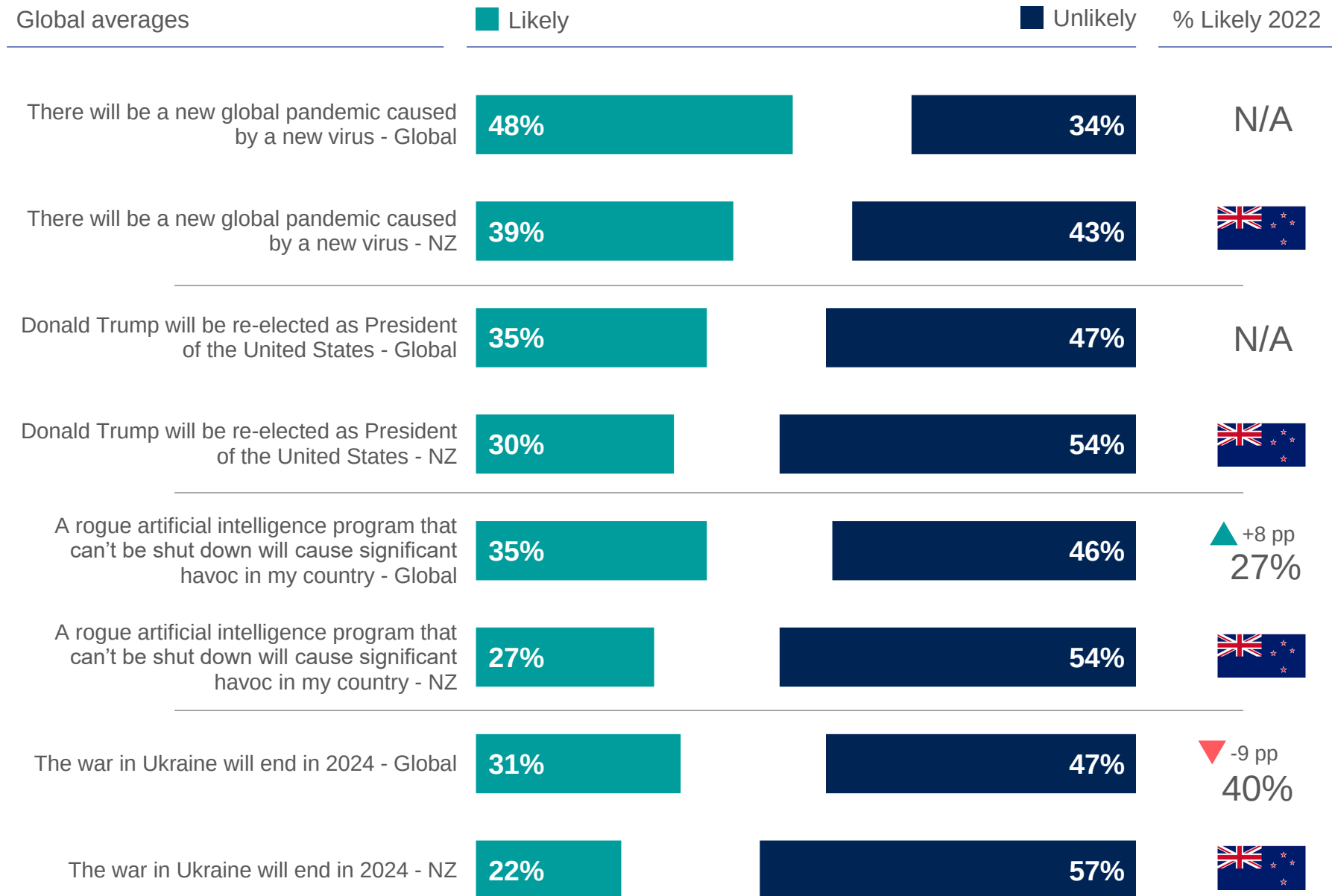
WORLD SECURITY IN 2024



Q.

World Security

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

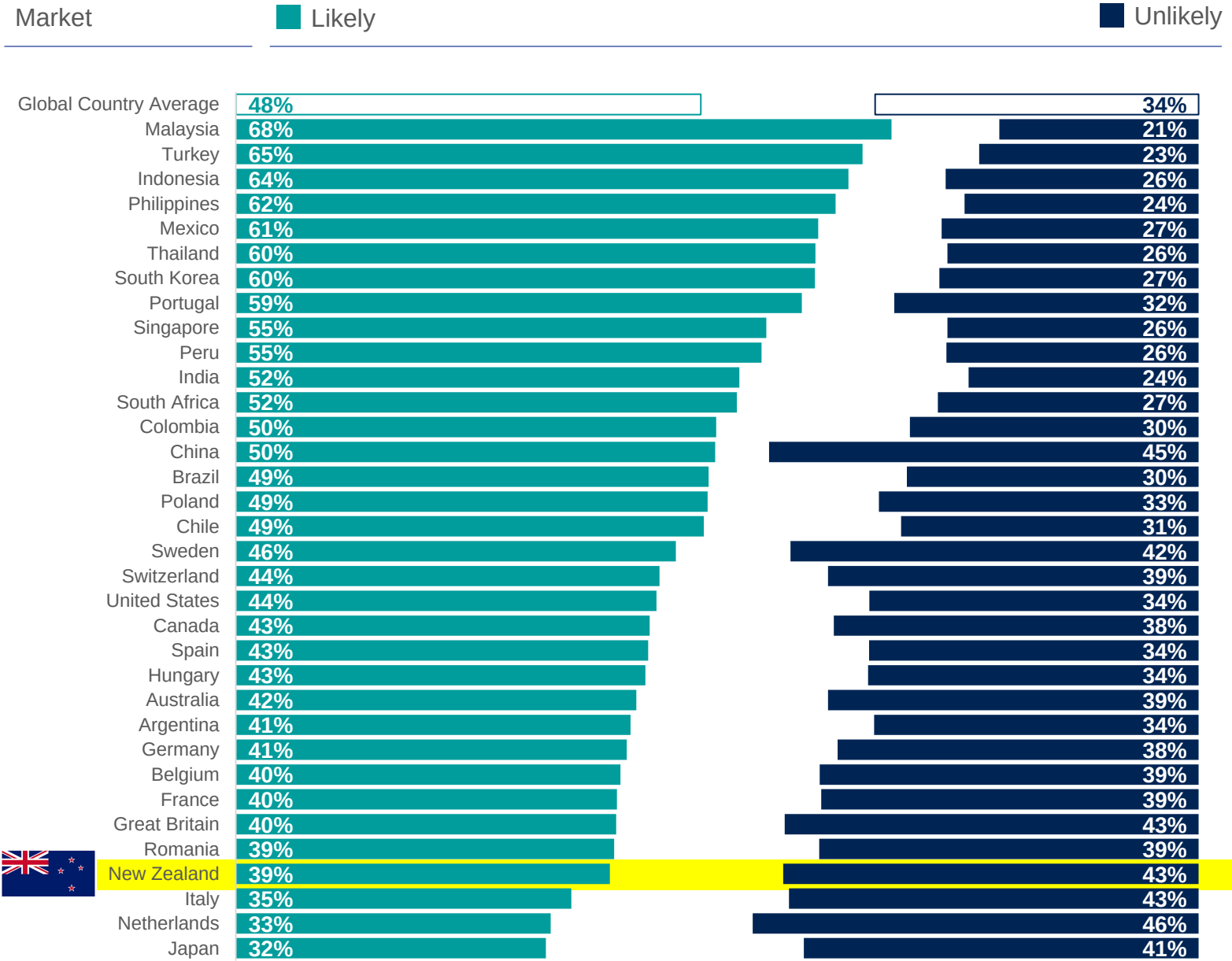


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Q.

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

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

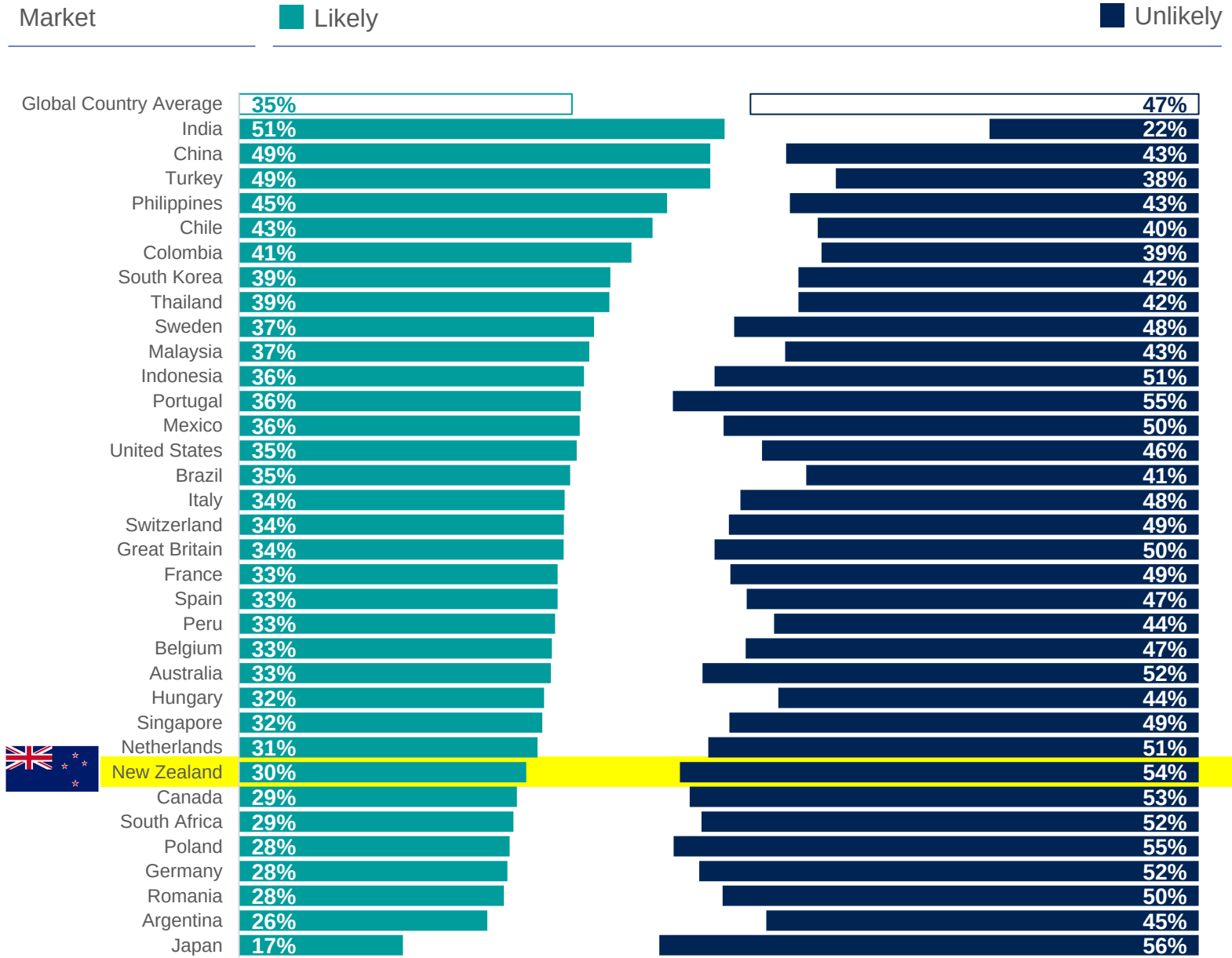


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Q.

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



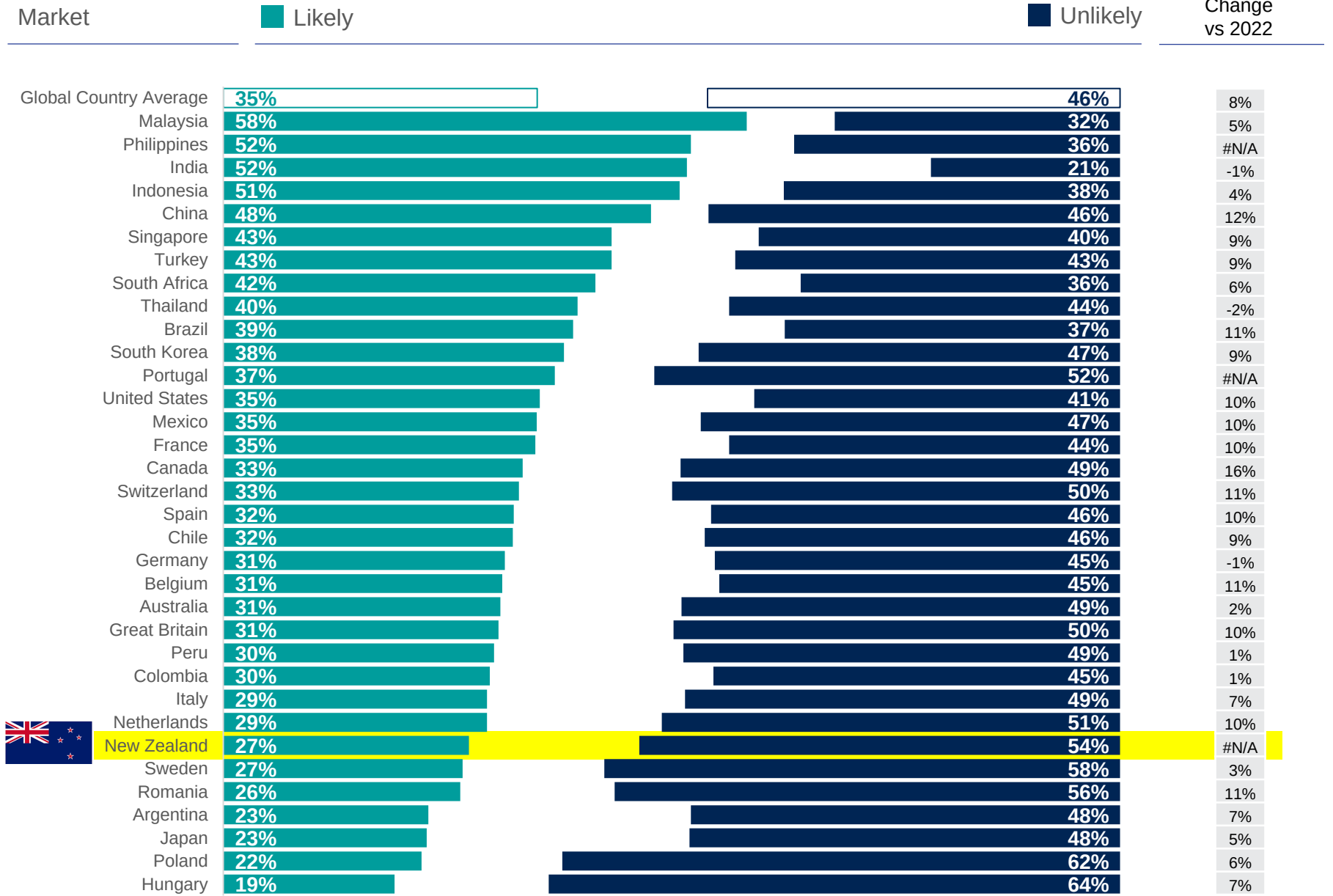
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Q.

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

A rogue artificial intelligence program that can't be shut down will cause significant havoc globally

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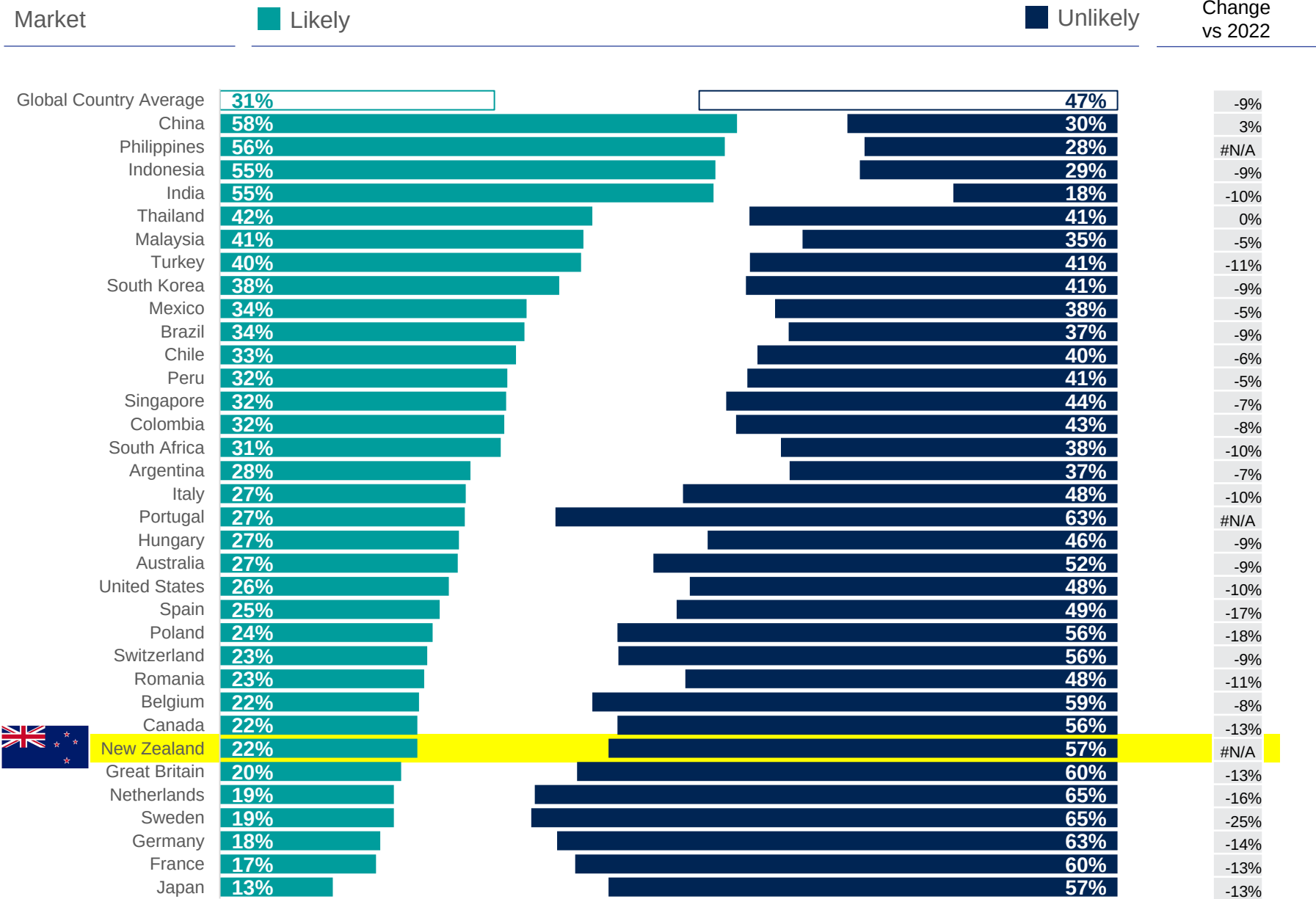


Q.

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

The war in Ukraine will end in 2024

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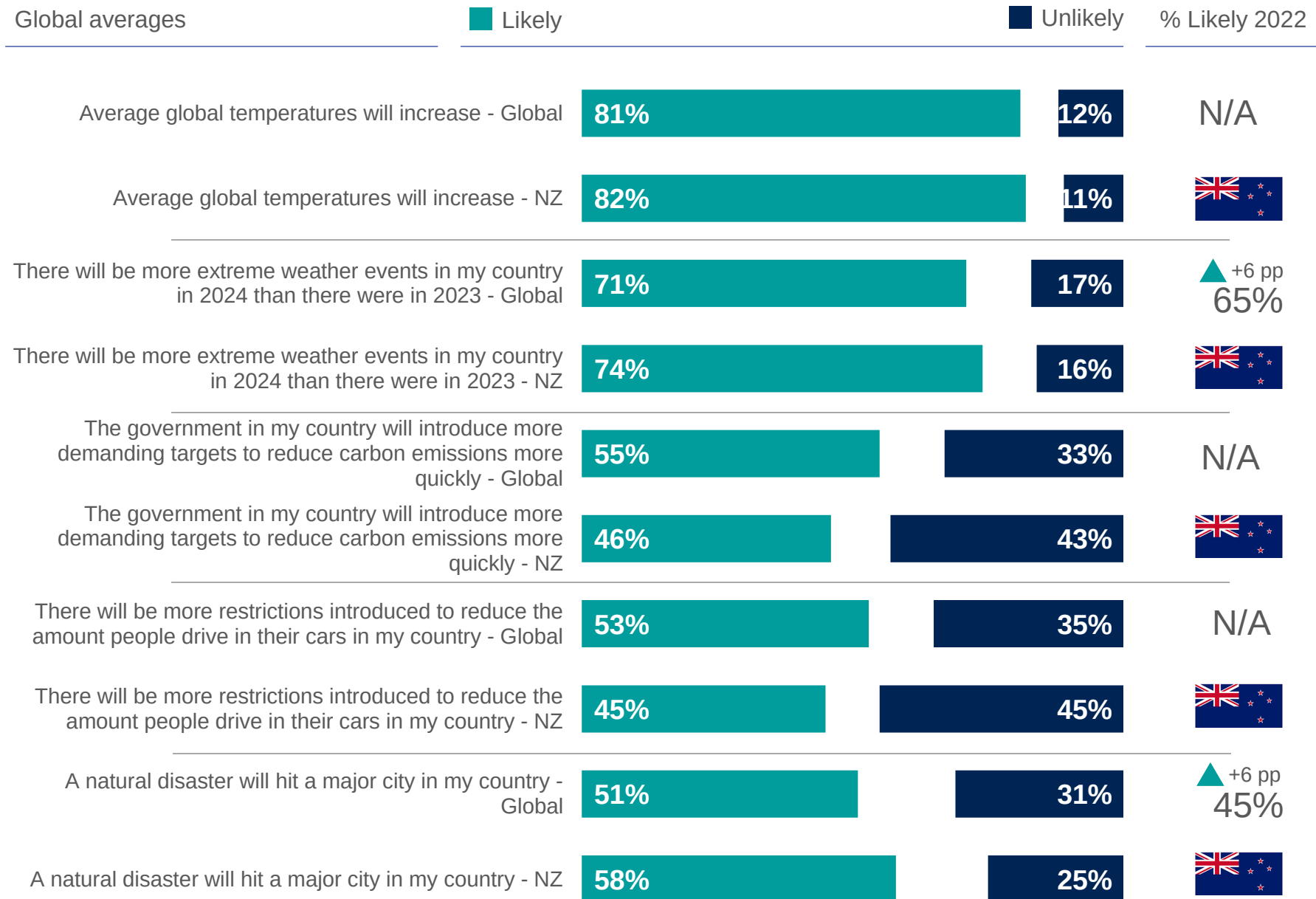
ENVIRONMENT IN 2024



Q.

Environment

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

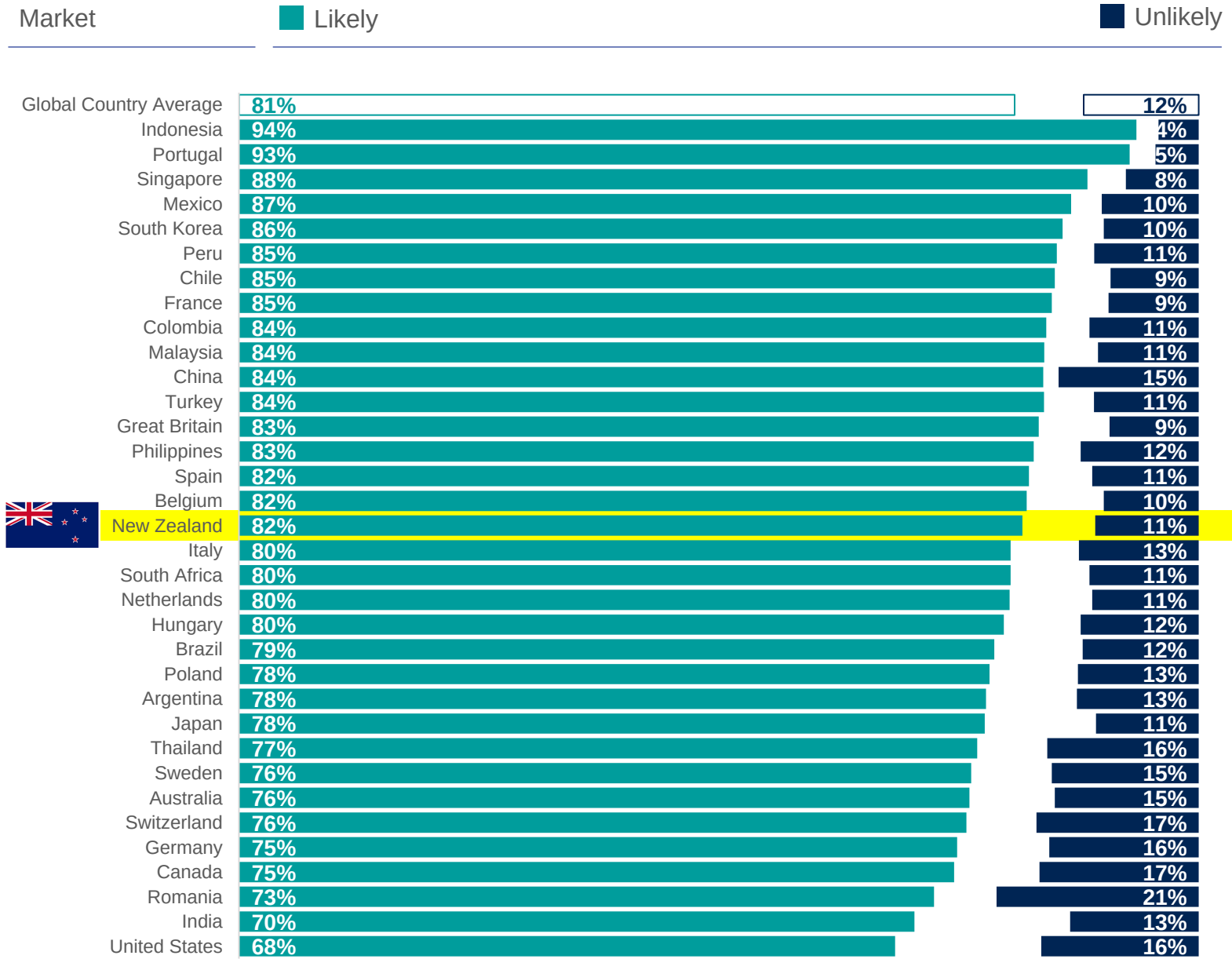


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Q.

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

Average global temperatures will increase



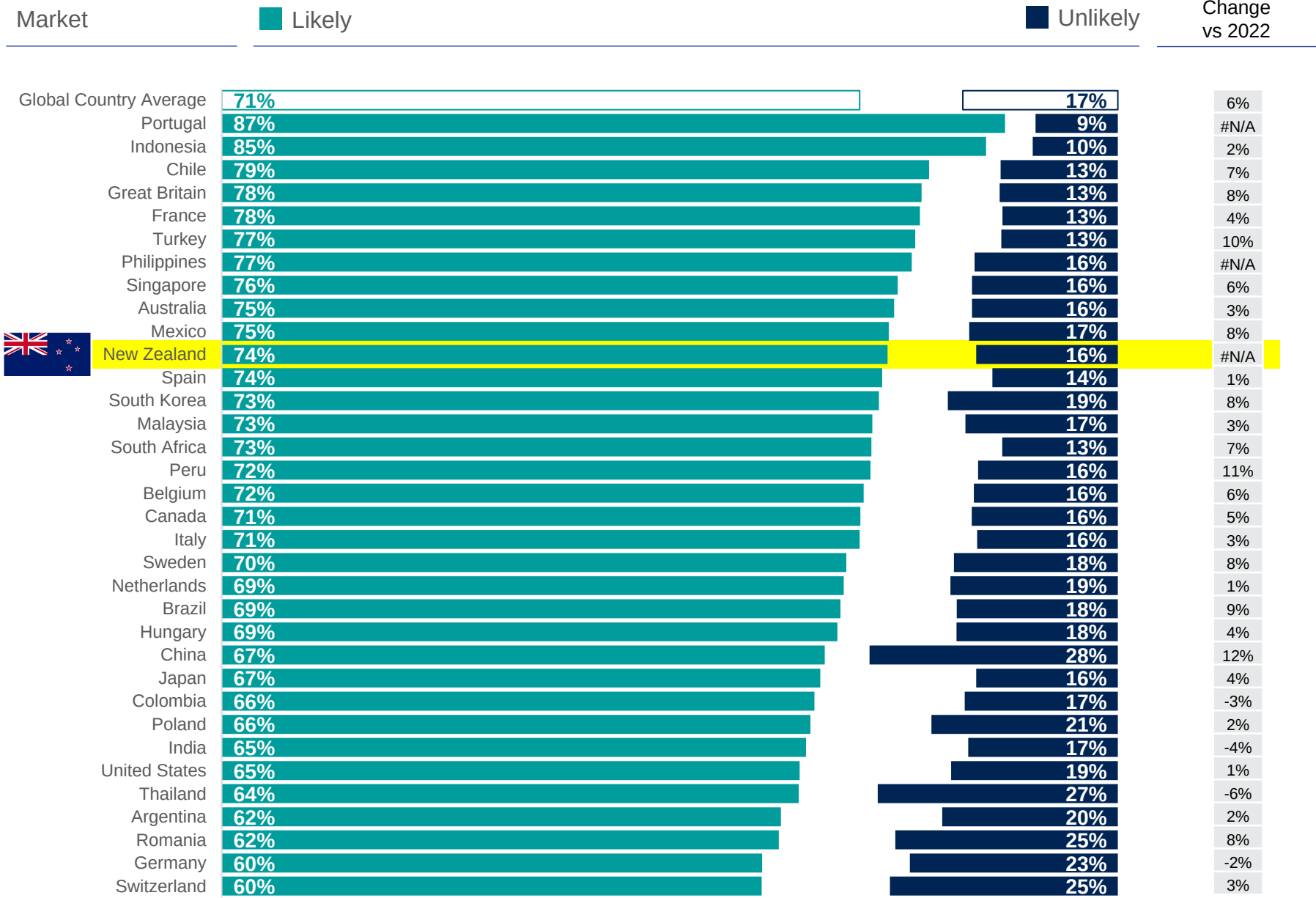
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Q.

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

There will be more extreme weather events in my country in 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



Q.

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

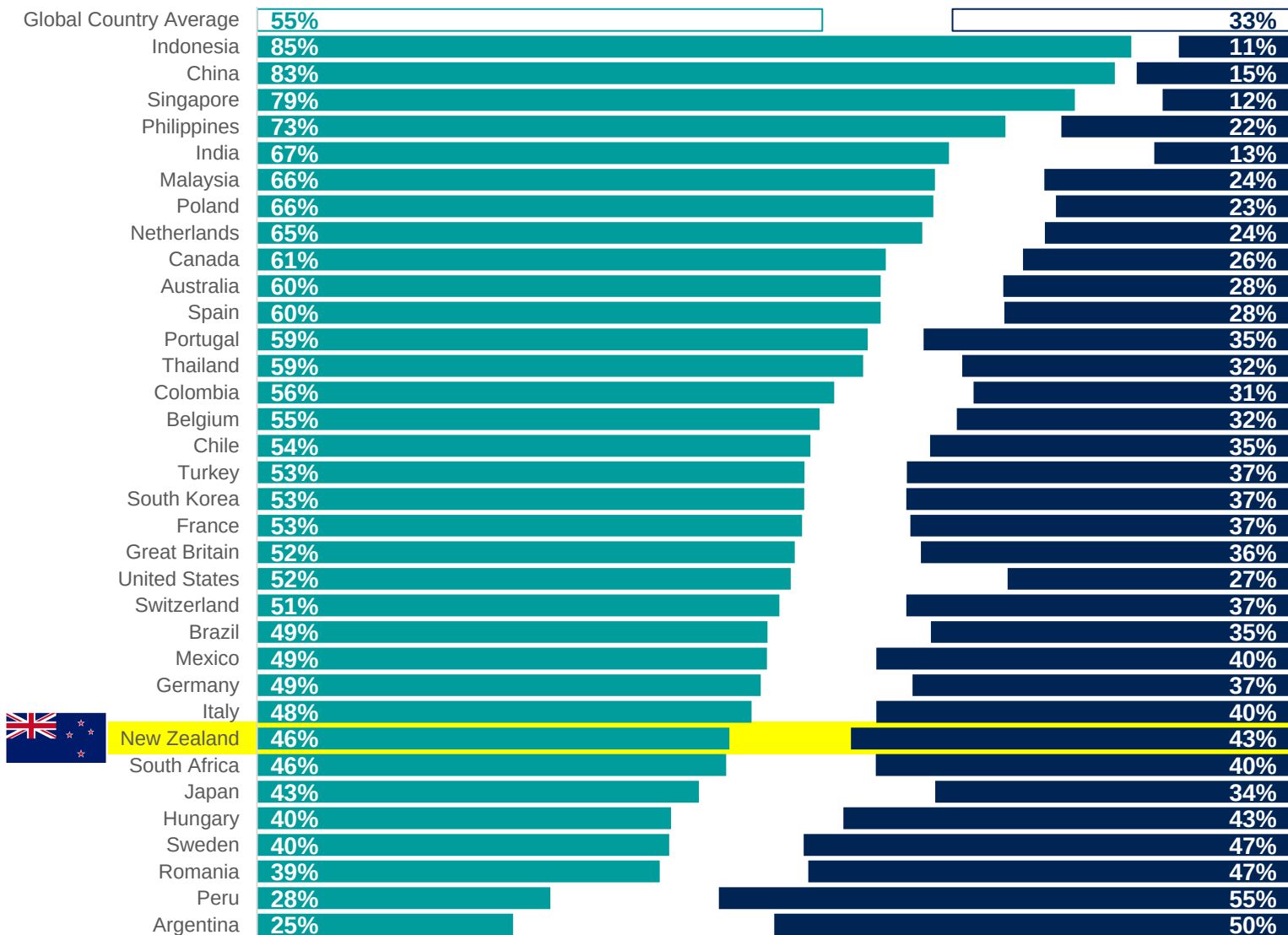
The New Zealand survey was conducted after the 2023 general election, but before the new coalition government released its 100 day plan and Cabinet line-up.

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Market

Likely

Unlikely



Q.

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

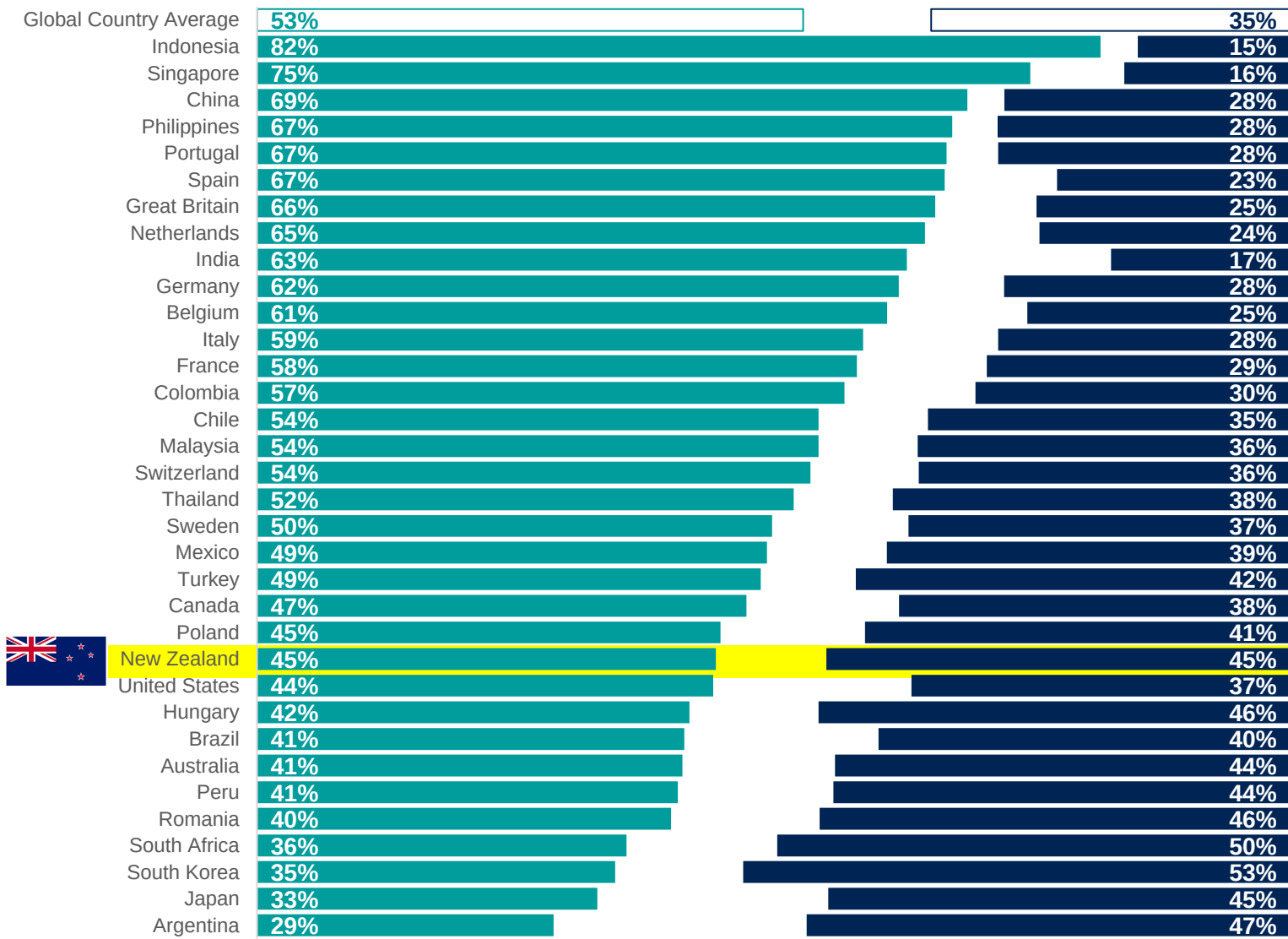
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Market

Likely

Unlikely

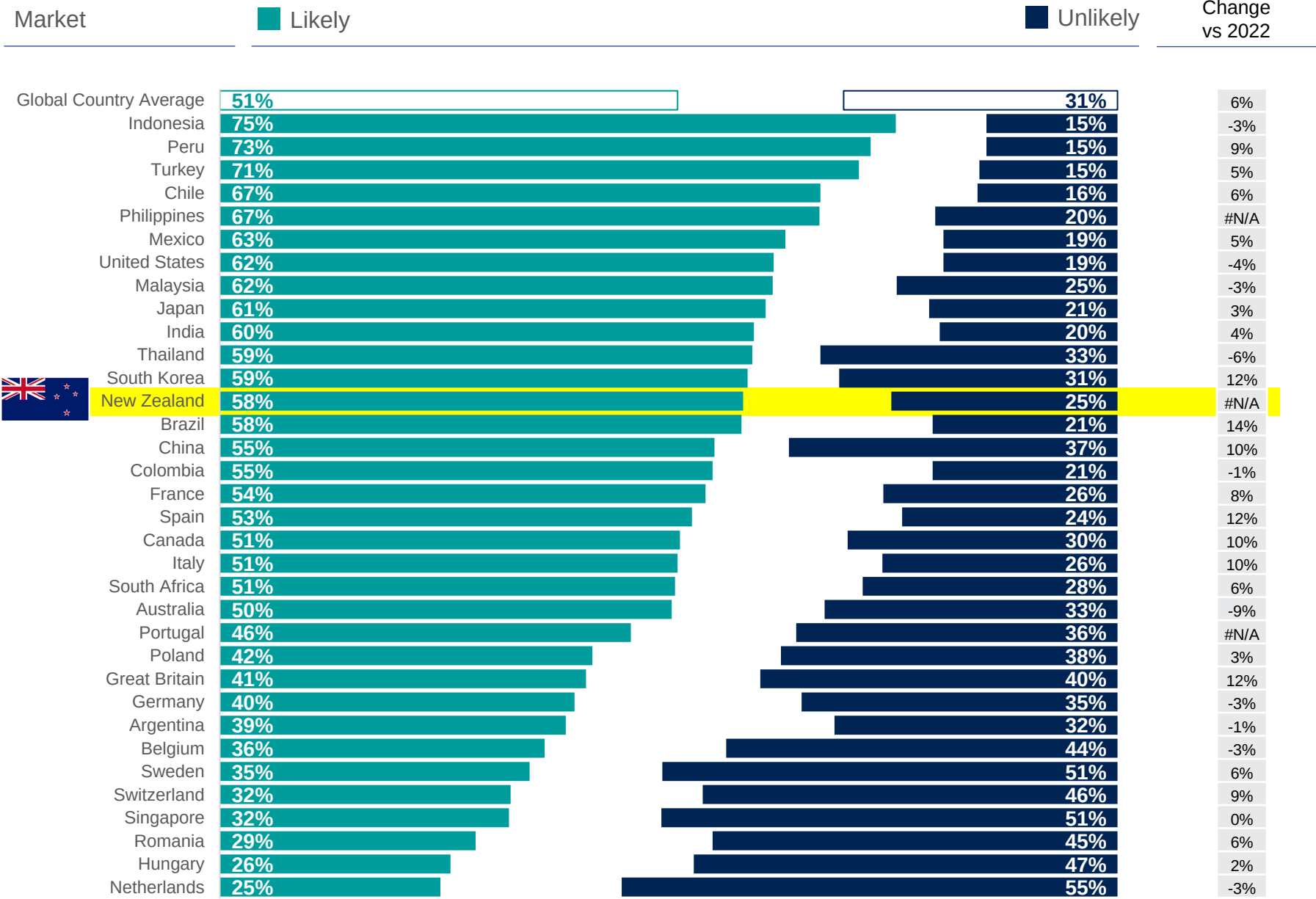


Q.

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: 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



SOCIETY IN 2024



Q.

Society

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

Global averages

 Likely

 Unlikely

The level of immigration into my country will increase - Global

71%

19%

The level of immigration into my country will increase - NZ

75%

14%



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

59%

29%

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

58%

29%



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

48%

43%

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

45%

45%

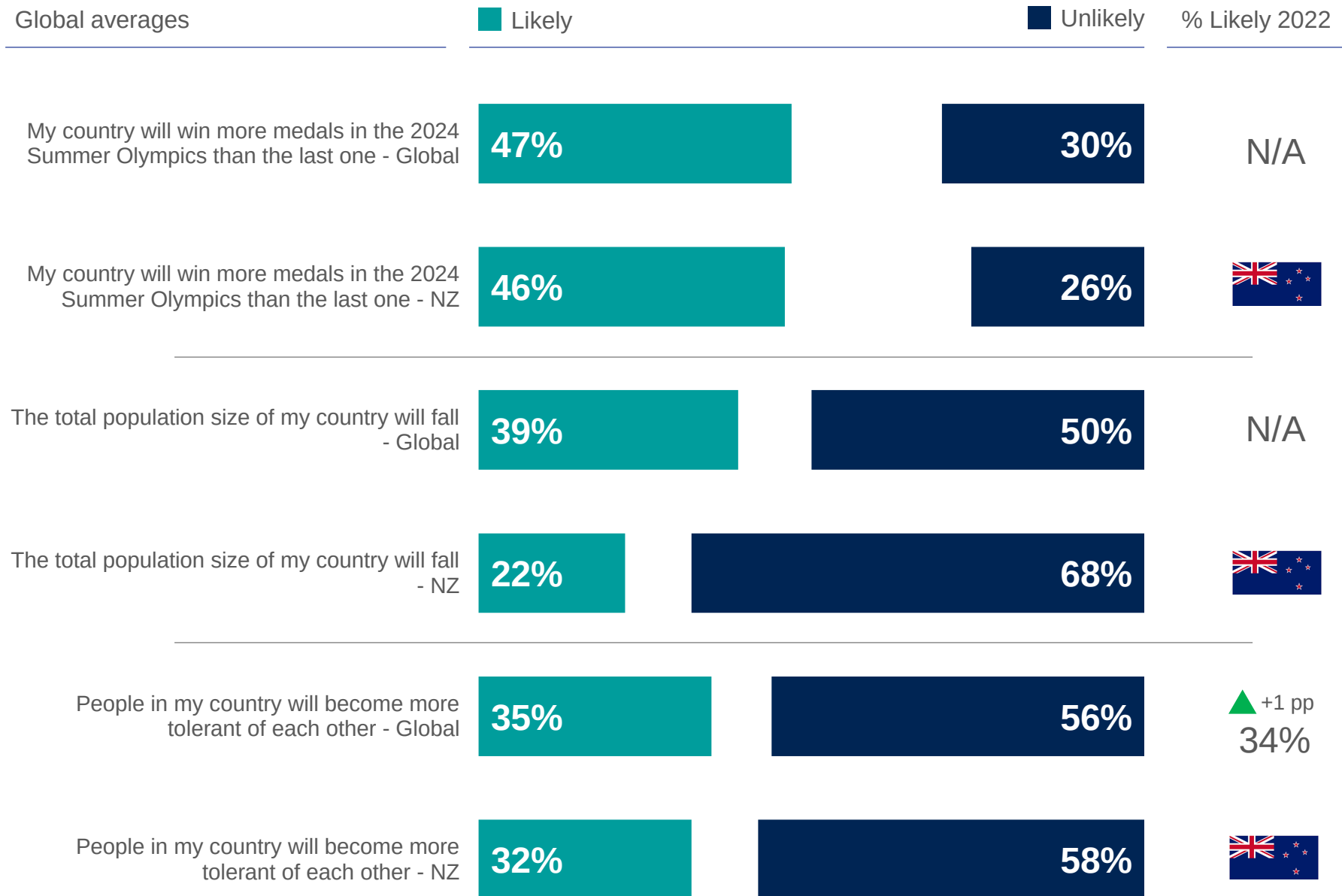


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Q.

Society

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

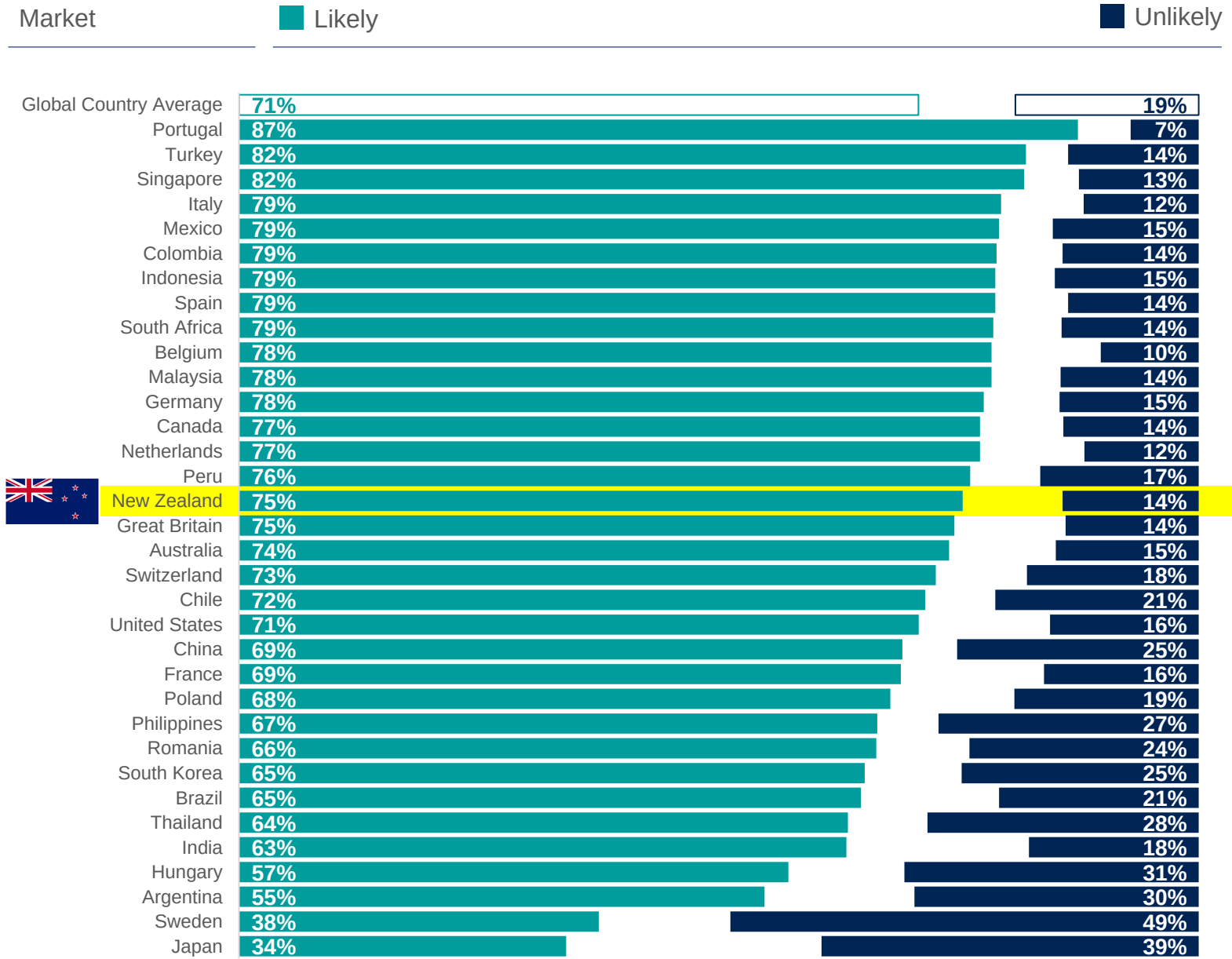


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Q.

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

The level of immigration into my country will increase

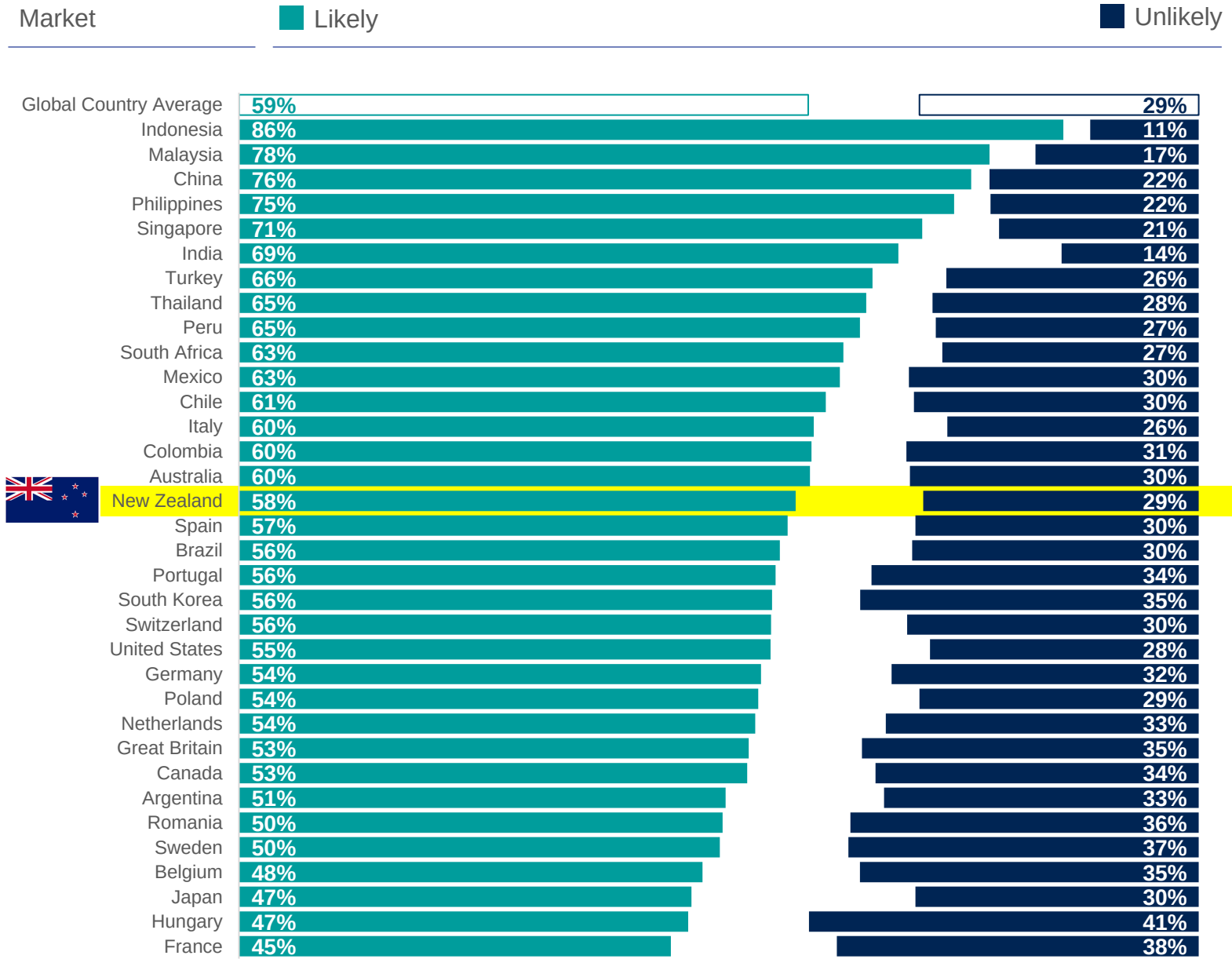


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Q.

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

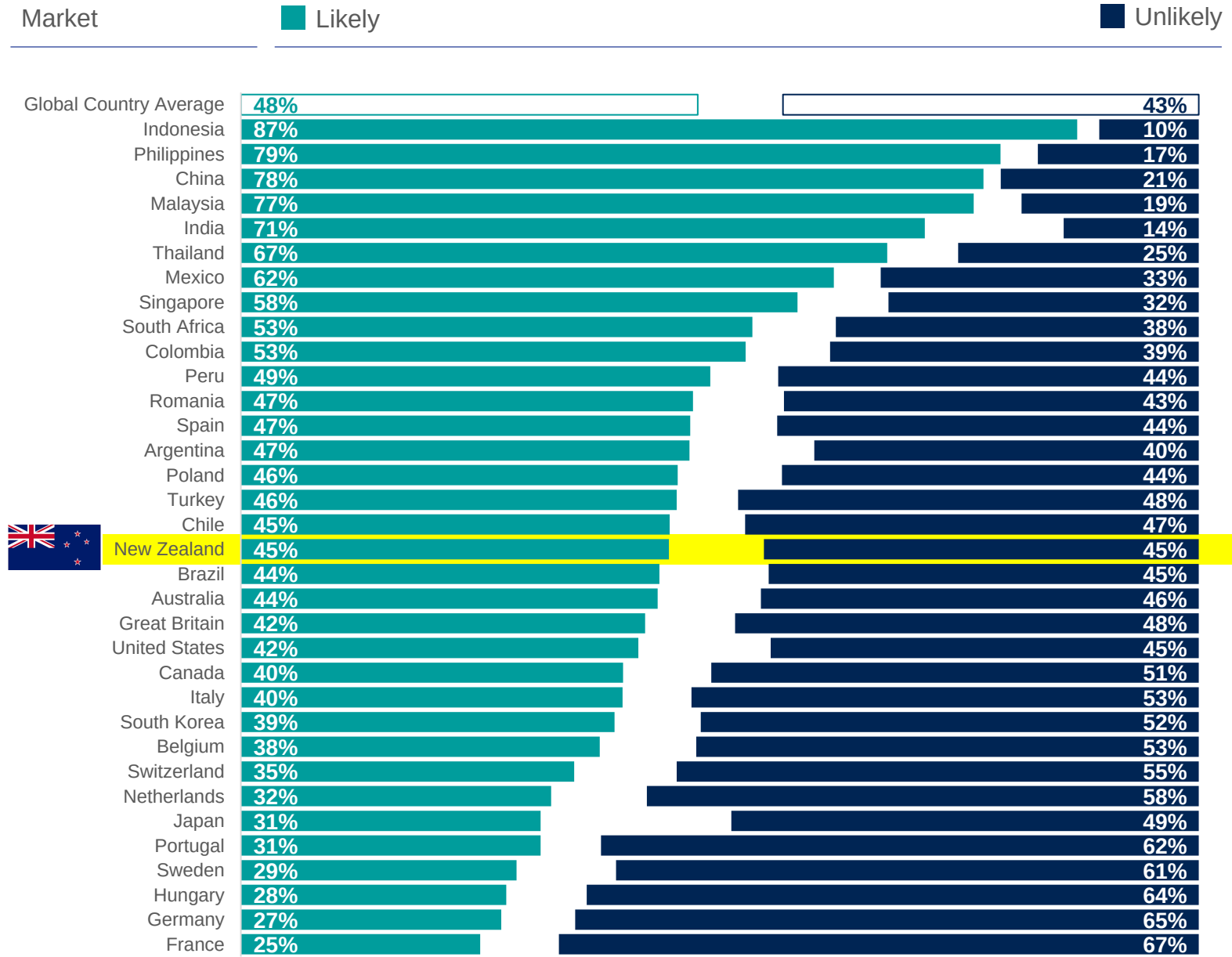


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Q.

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

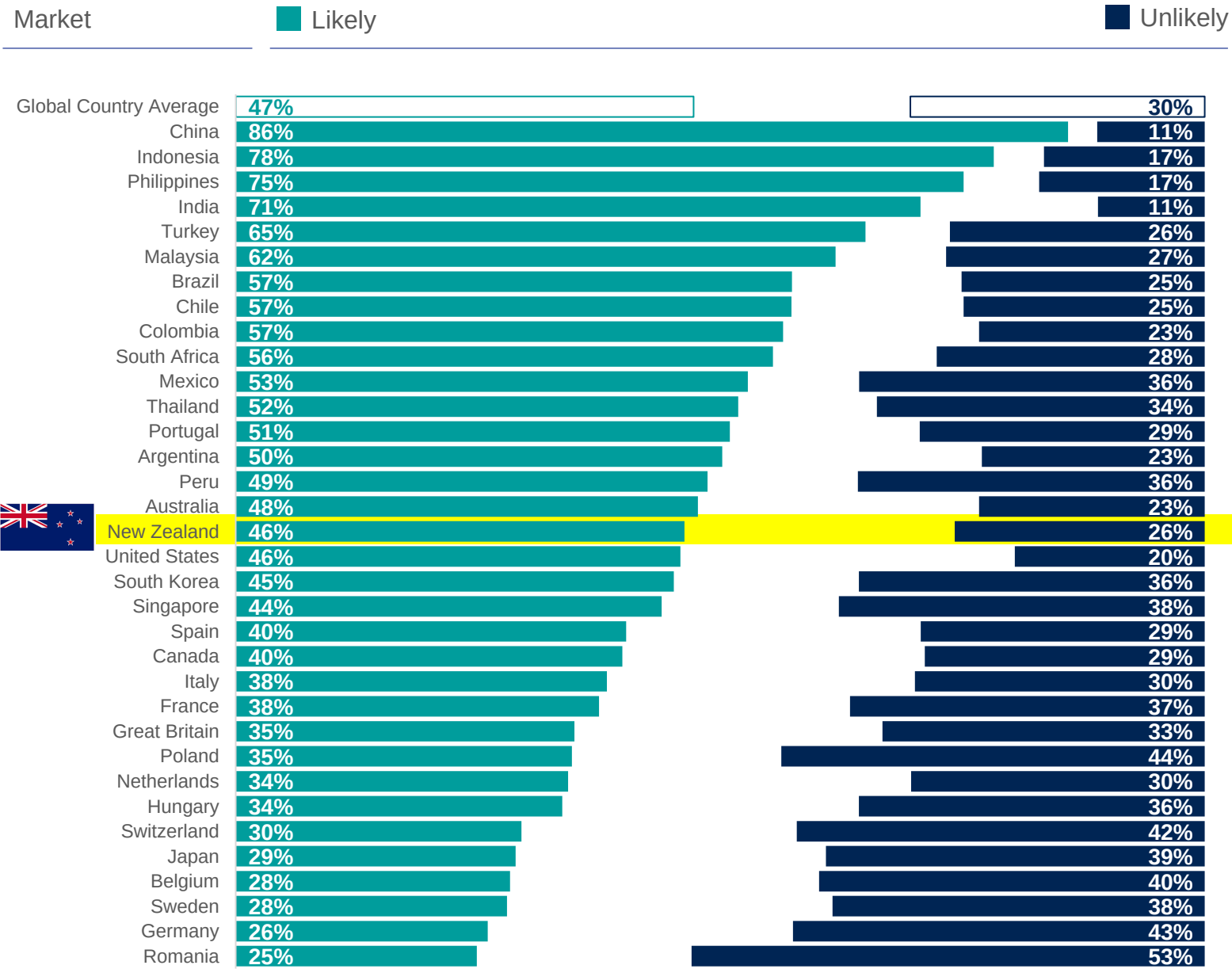


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Q.

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

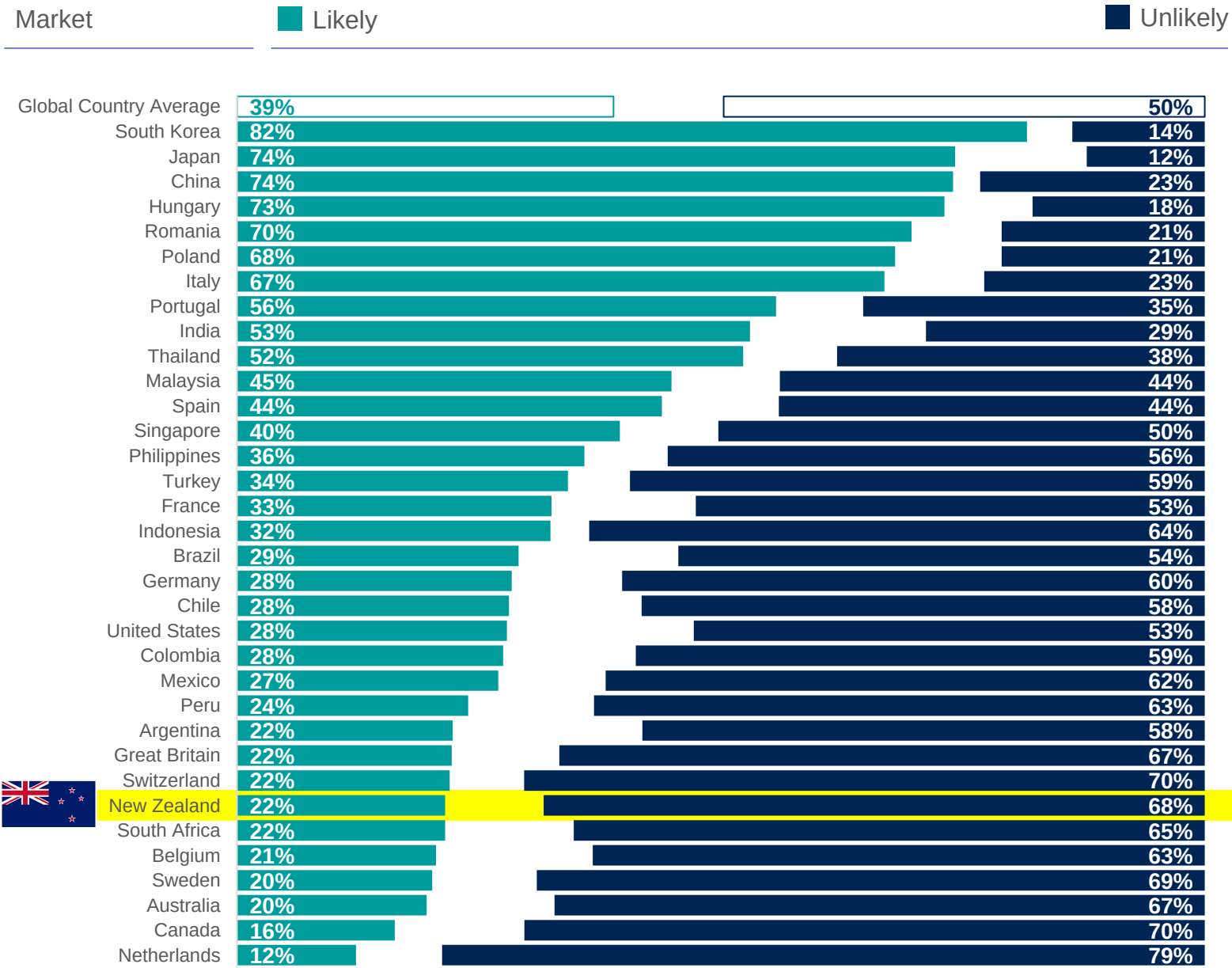


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Q.

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



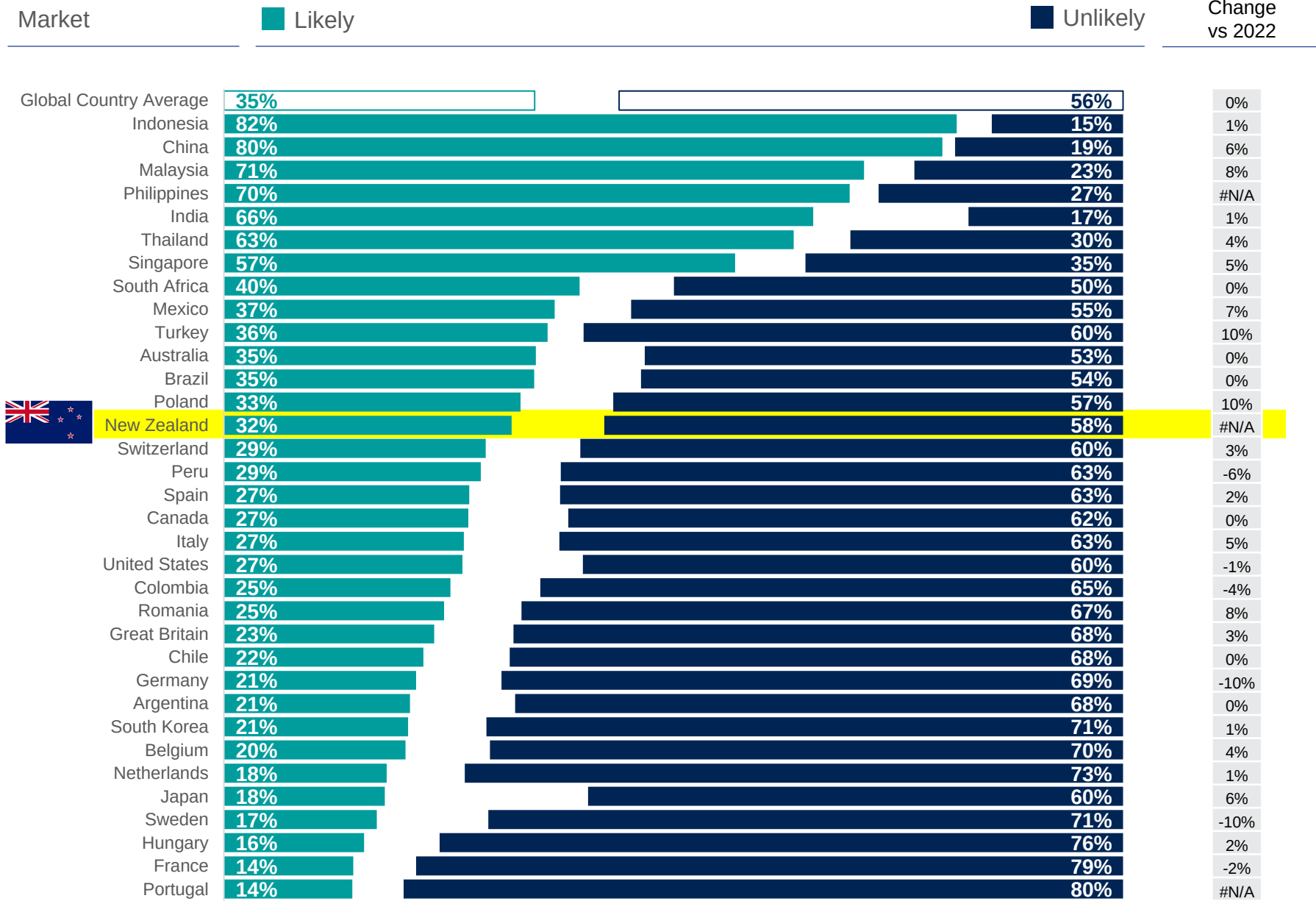
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Q.

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

People in my country will become more tolerant of each other

Base: 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



METHODOLOGY





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
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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.

THANK
YOU

GAME CHANGERS

