

GLOBAL ADVISOR 2024 PREDICTIONS

December 2023

GAME CHANGERS



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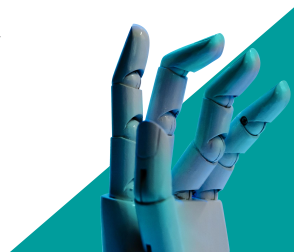
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AT A GLANCE

Where we have been and where we are headed

2023 IN RETROSPECT

70%



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.

This ranges from:



88%

in Argentina

to



48%

in Switzerland

53%

Say “**This year was a bad year for me and my family**”, down from 56% last year and 70% in 2020.

ECONOMY

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

Prices	Inflation
79%	70%
Interest Rates	Unemployment
70%	68%



WORLD SECURITY

48%



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

68%	to	32%
in Malaysia		in Japan



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

ENVIRONMENT



65% to 71%

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



45% to 51%

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

SOCIETY

71%

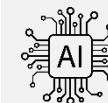


Think it is likely that the level of immigration into their country will rise and ranges from...

87%	to	34%
in Portugal		in Japan



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

HOW WAS IT FOR YOU?

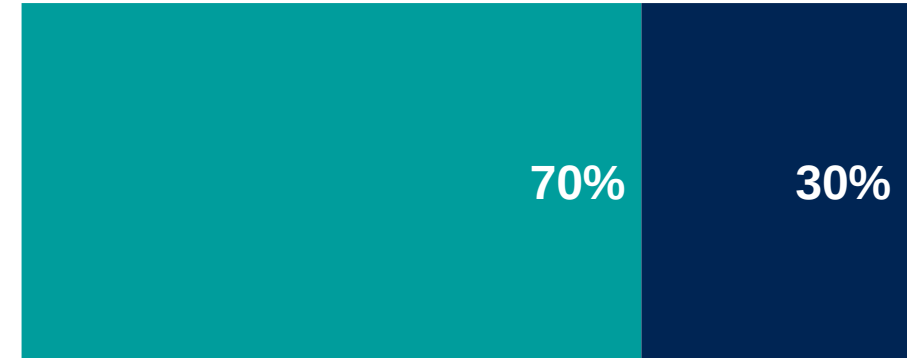


Q.

2023 in retrospect

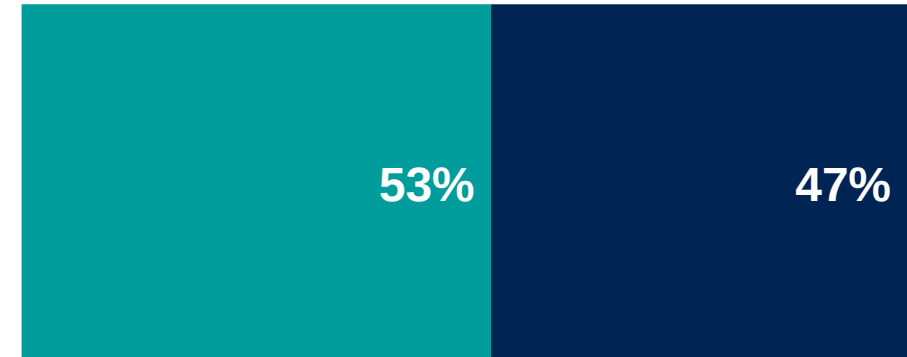
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

2023 was a bad year for my country



▼ -3 pp
73%

2023 was a bad year for me and my family



▼ -3 pp
56%

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

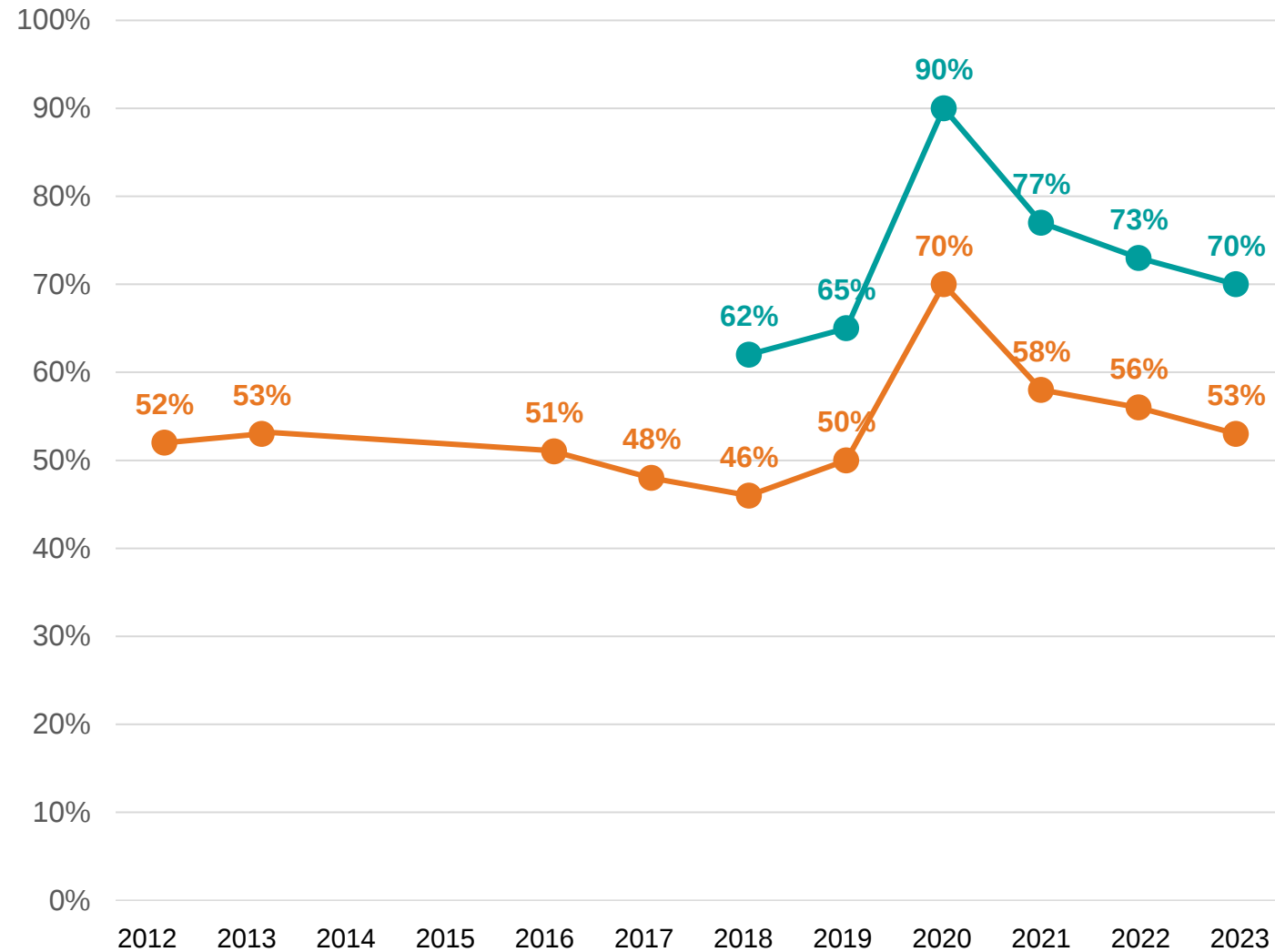
Q.

2023 in an historical context

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

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Global averages - % agree



This year was a bad year for my country

This year was a bad year for me and my family

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

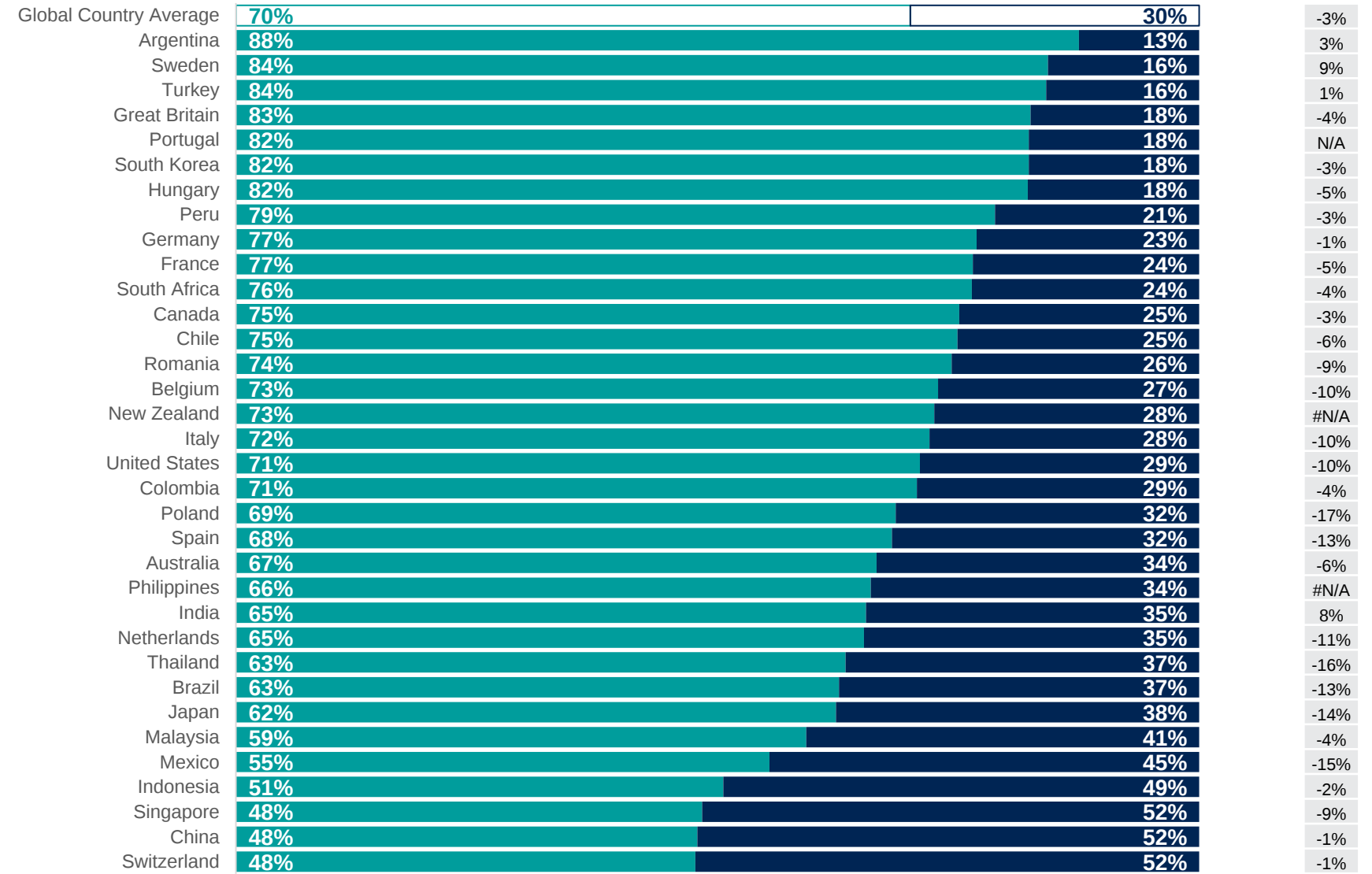
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Market

Agree

Disagree

Change vs 2022

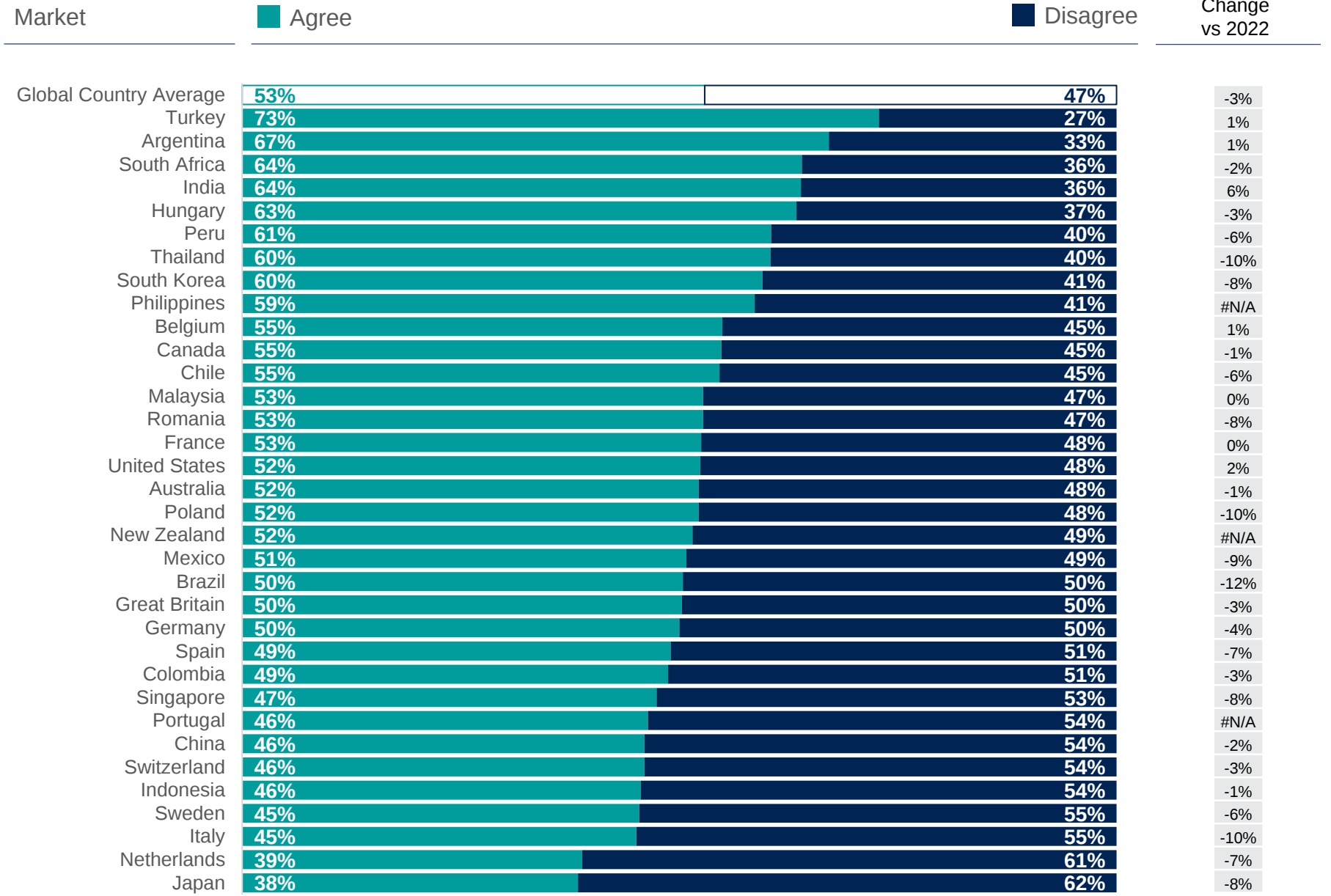


Q.

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



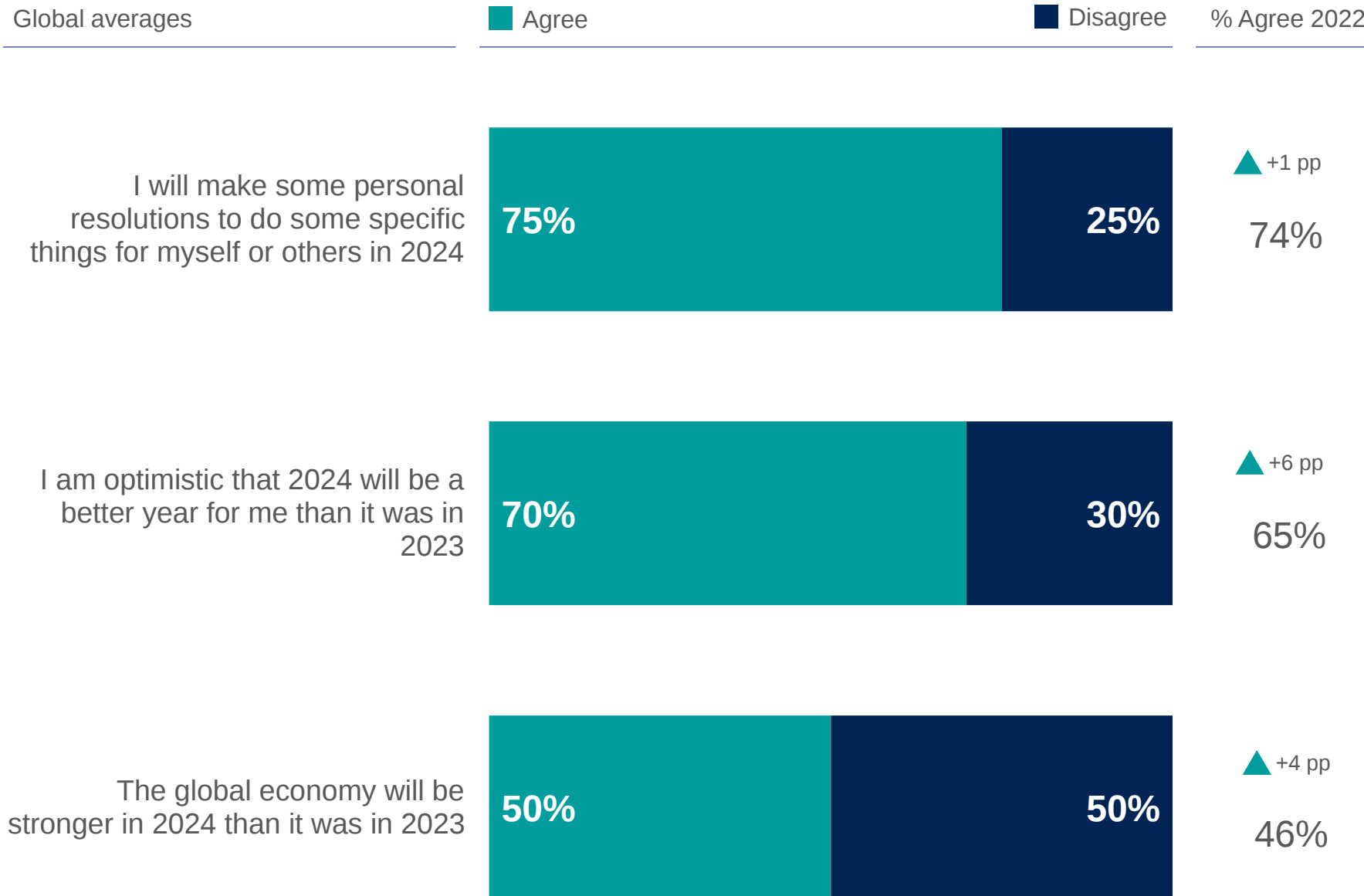
OUTLOOK FOR 2024



Q.

Outlook for 2024

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



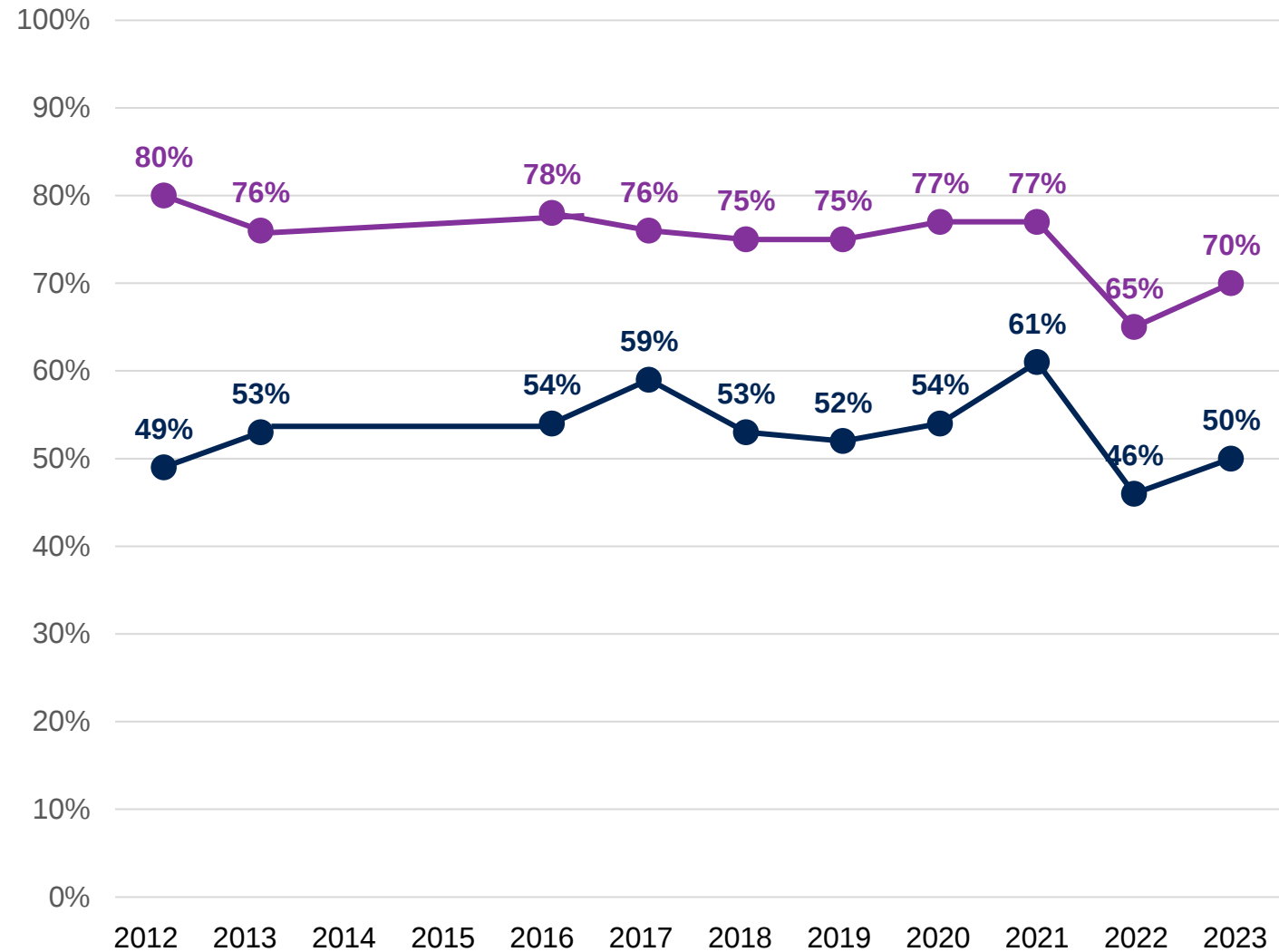
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Q.

Outlook for 2024

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

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

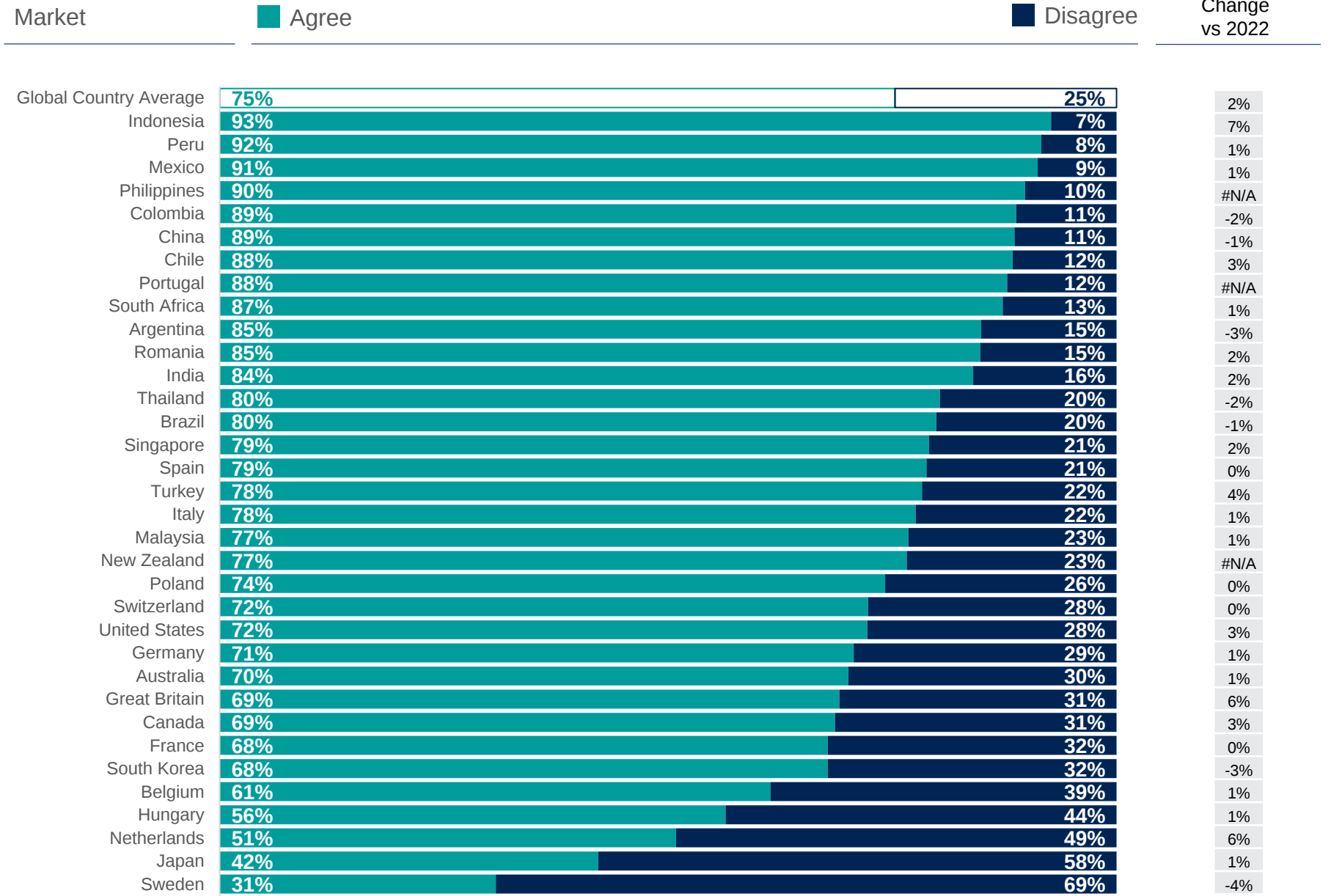
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Q.

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

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

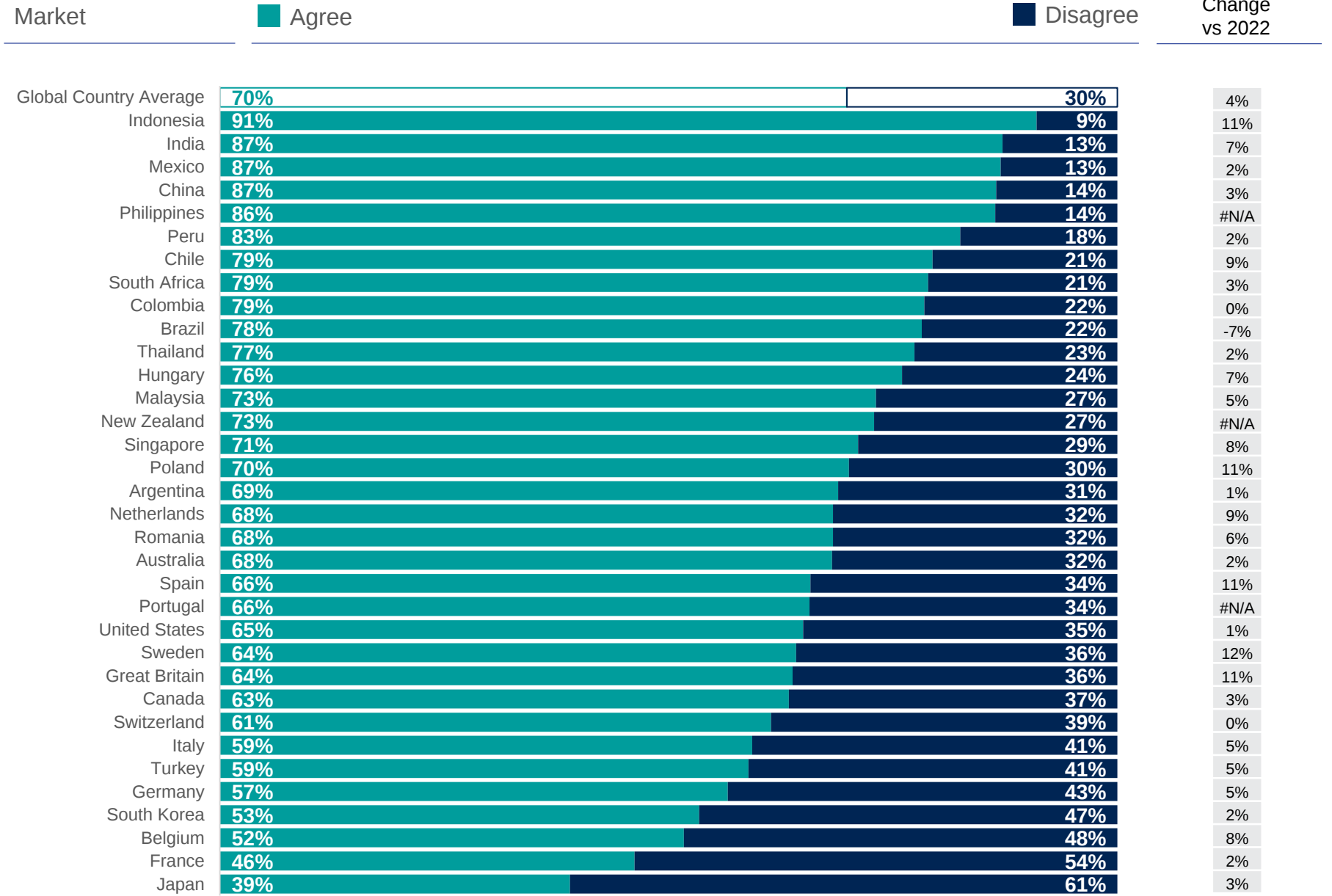


Q.

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

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

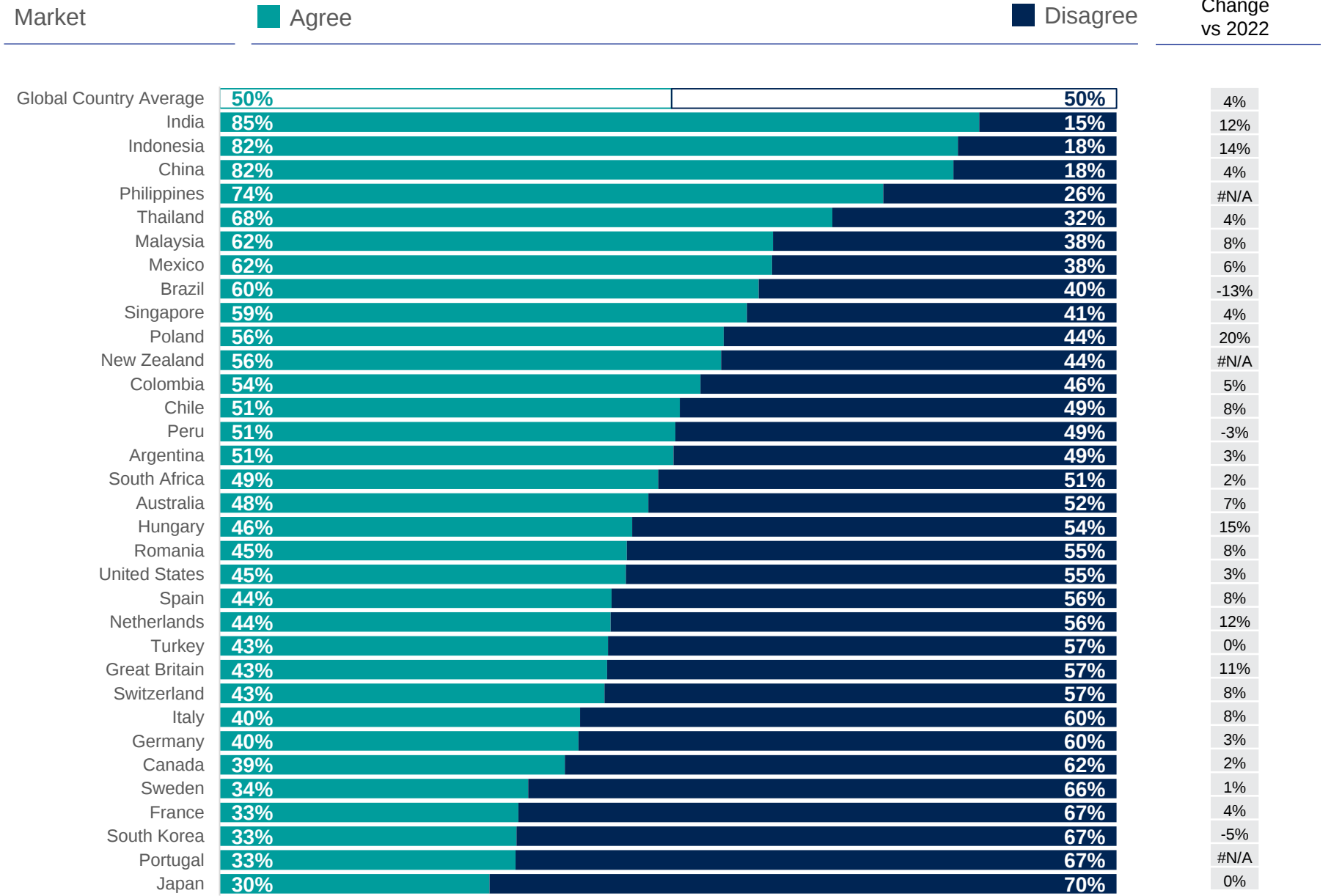


Q.

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...?

Global averages

 Likely

 Unlikely

% Likely 2022

Prices in my country will increase faster than people's incomes

79%

15%

 No change
79%

Inflation in my country will be higher in 2024 than in 2023

70%

21%

 -5 pp
75%

Interest rates in my country will be higher in 2024 than in 2023

70%

20%

 -4 pp
74%

Unemployment in my country will be higher in 2024 than in 2023

68%

22%

 No change
68%

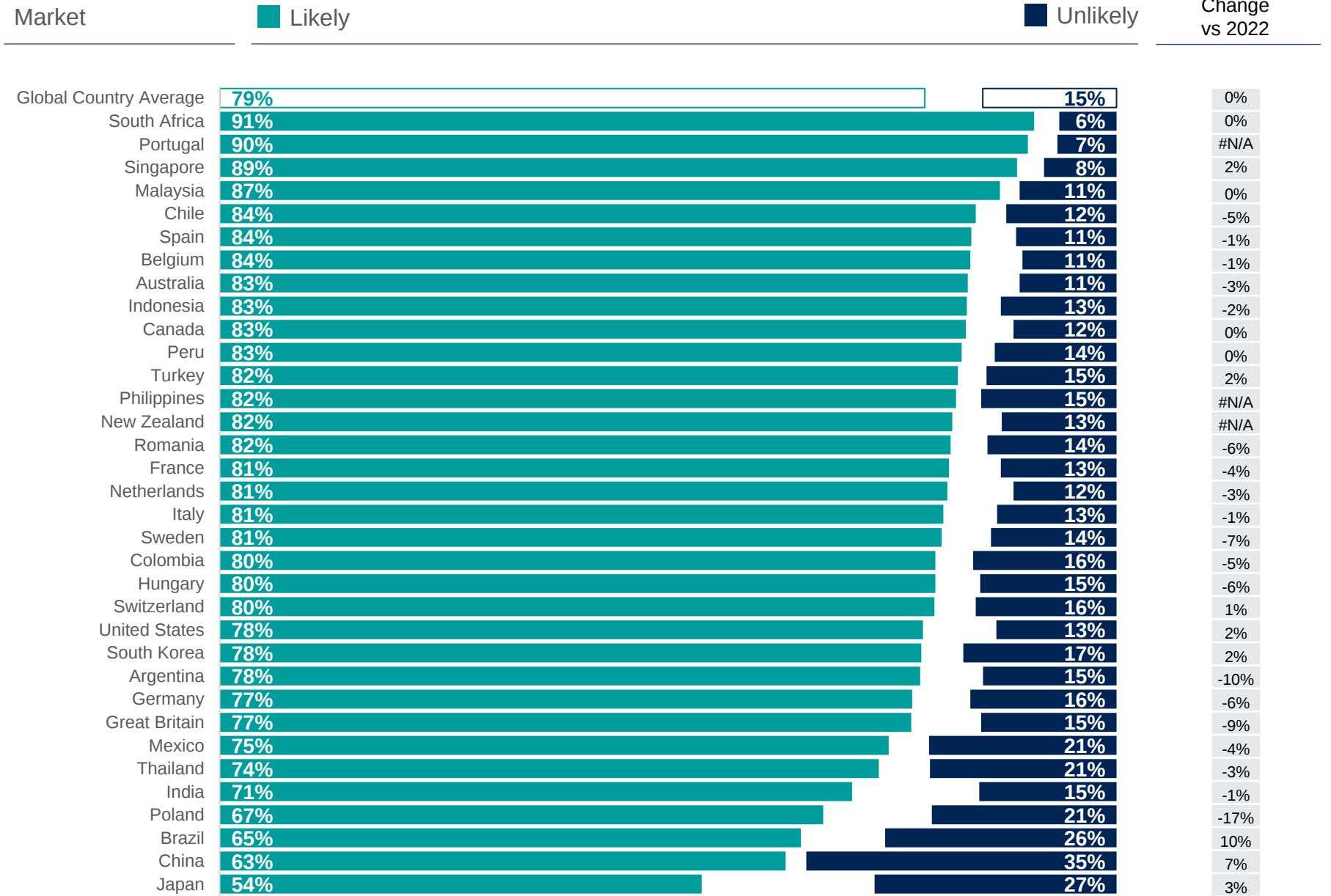
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Q.

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

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

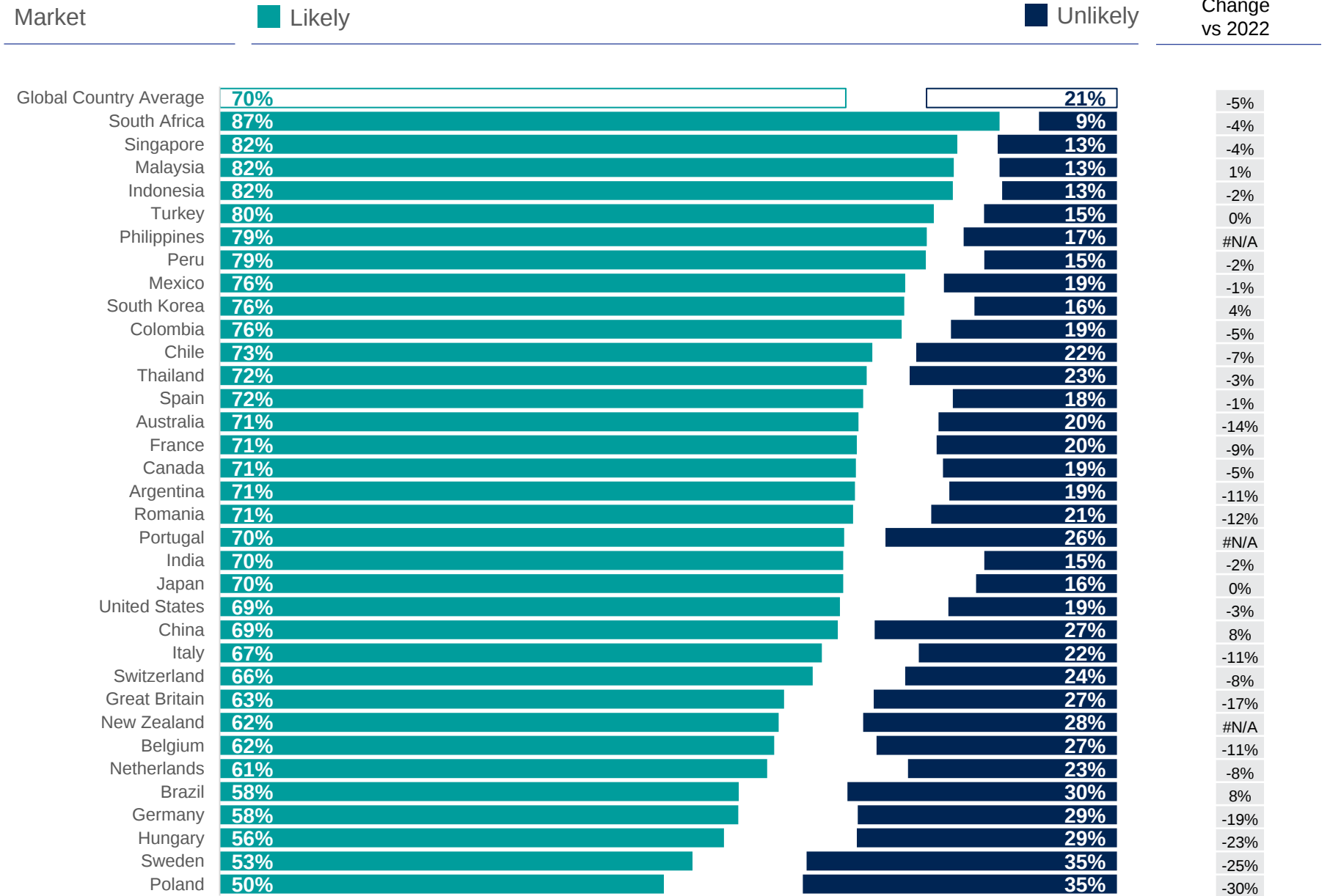


Q.

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

Inflation in my country will be higher in 2024 than 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

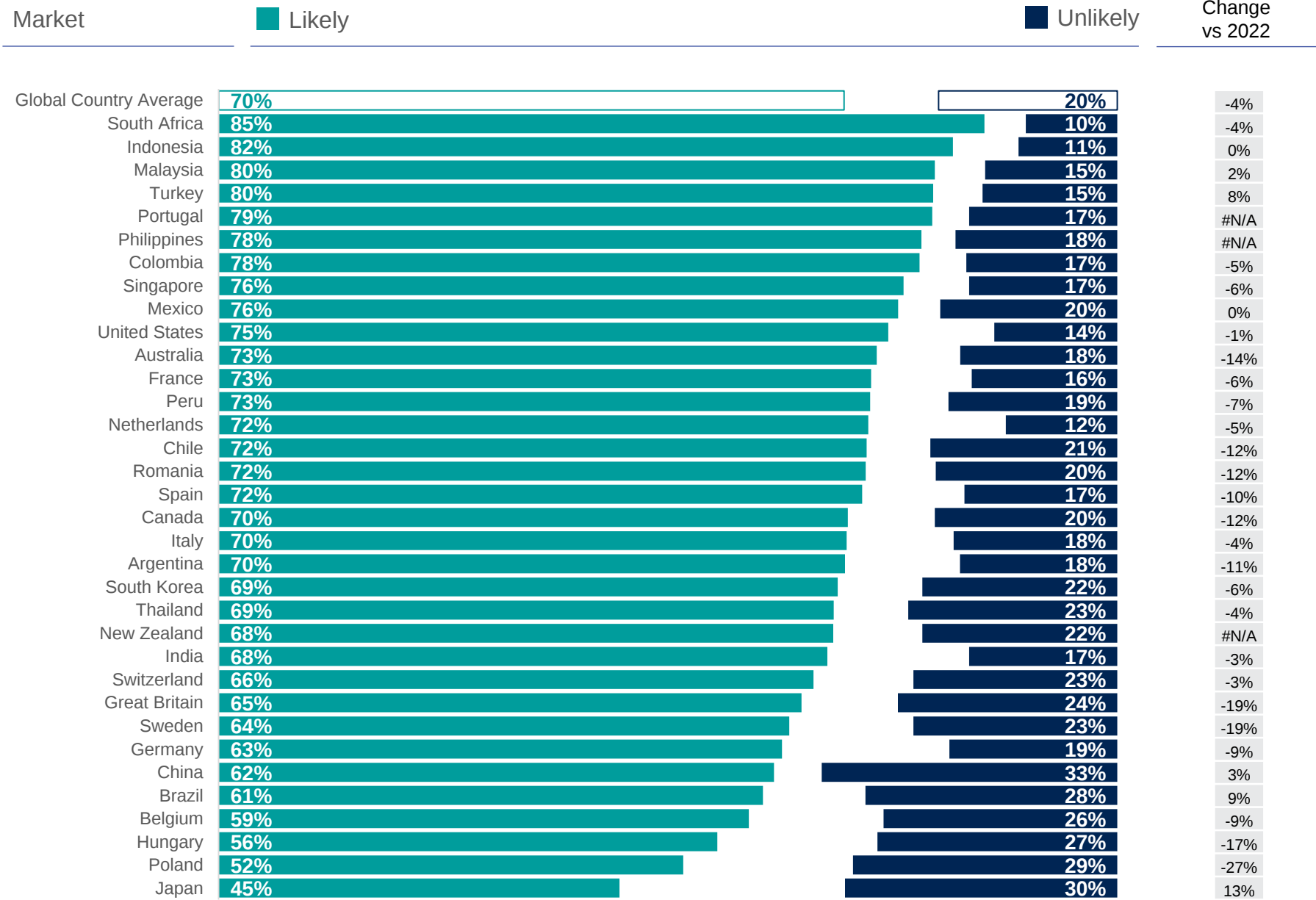


Q.

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

Interest rates in my country will be higher in 2024 than 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...?

Unemployment in my country will be higher in 2024 than in 2023

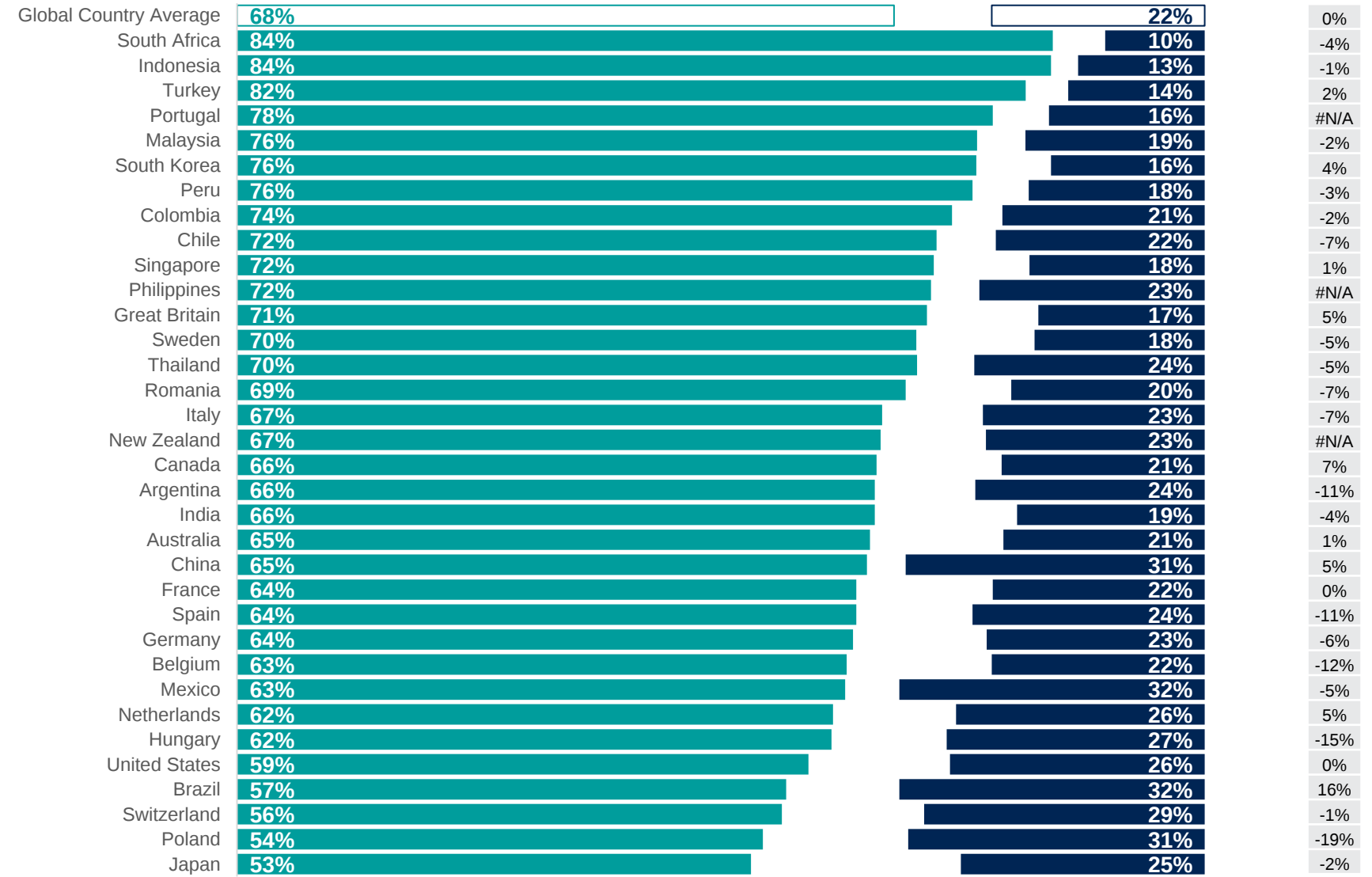
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Market

Likely

Unlikely

Change vs 2022



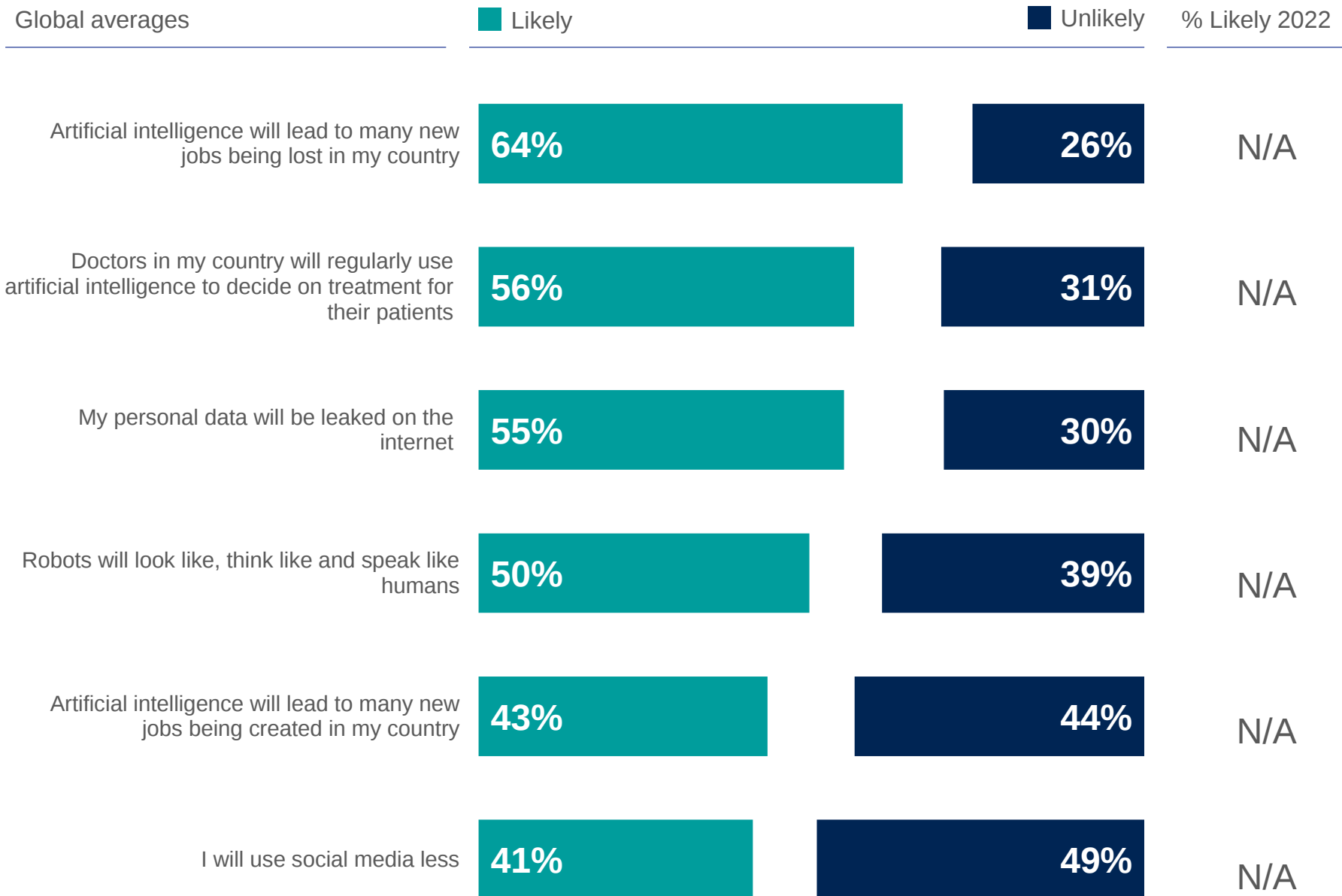
TECHNOLOGY IN 2024



Q.

Technology

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



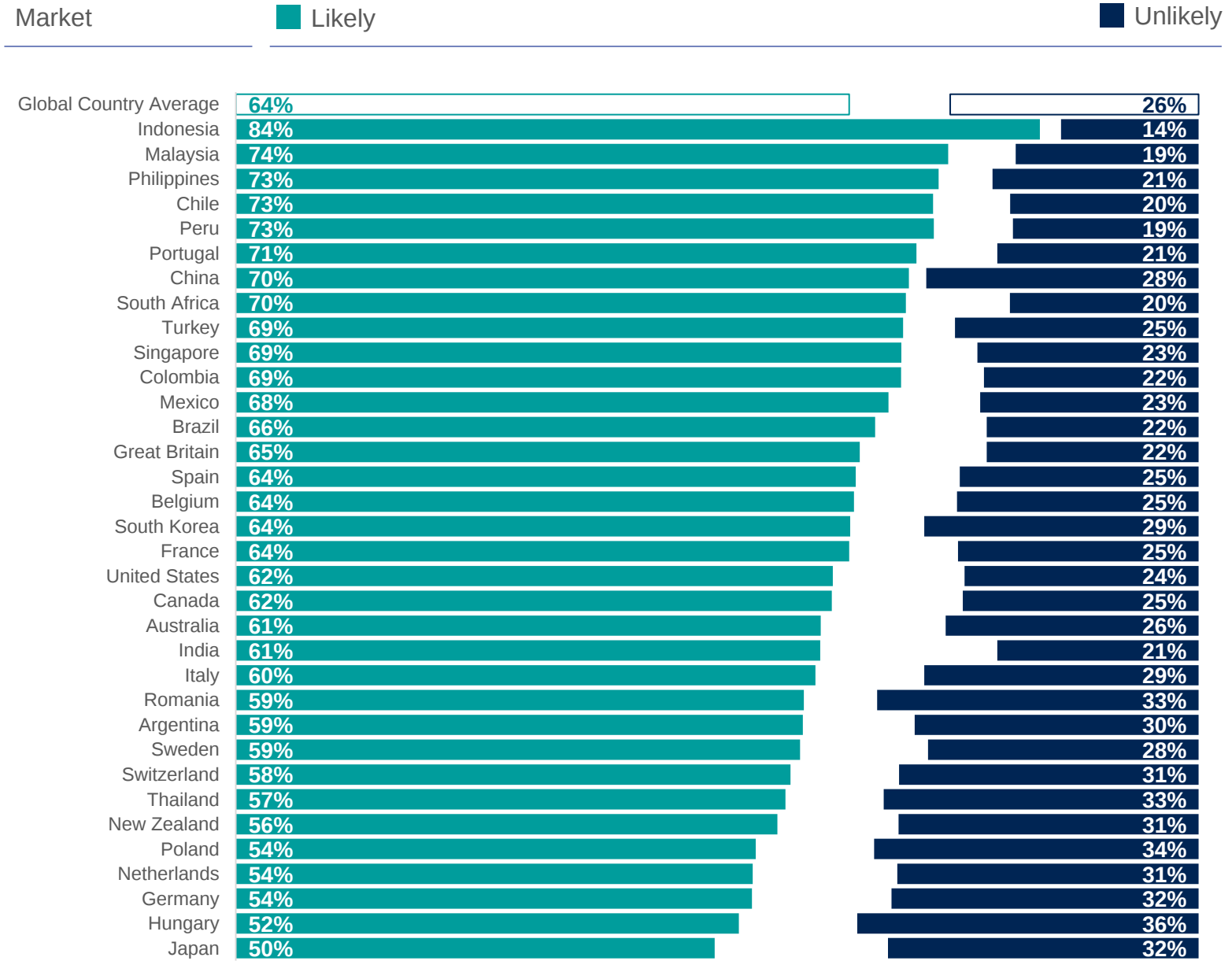
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Q.

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

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

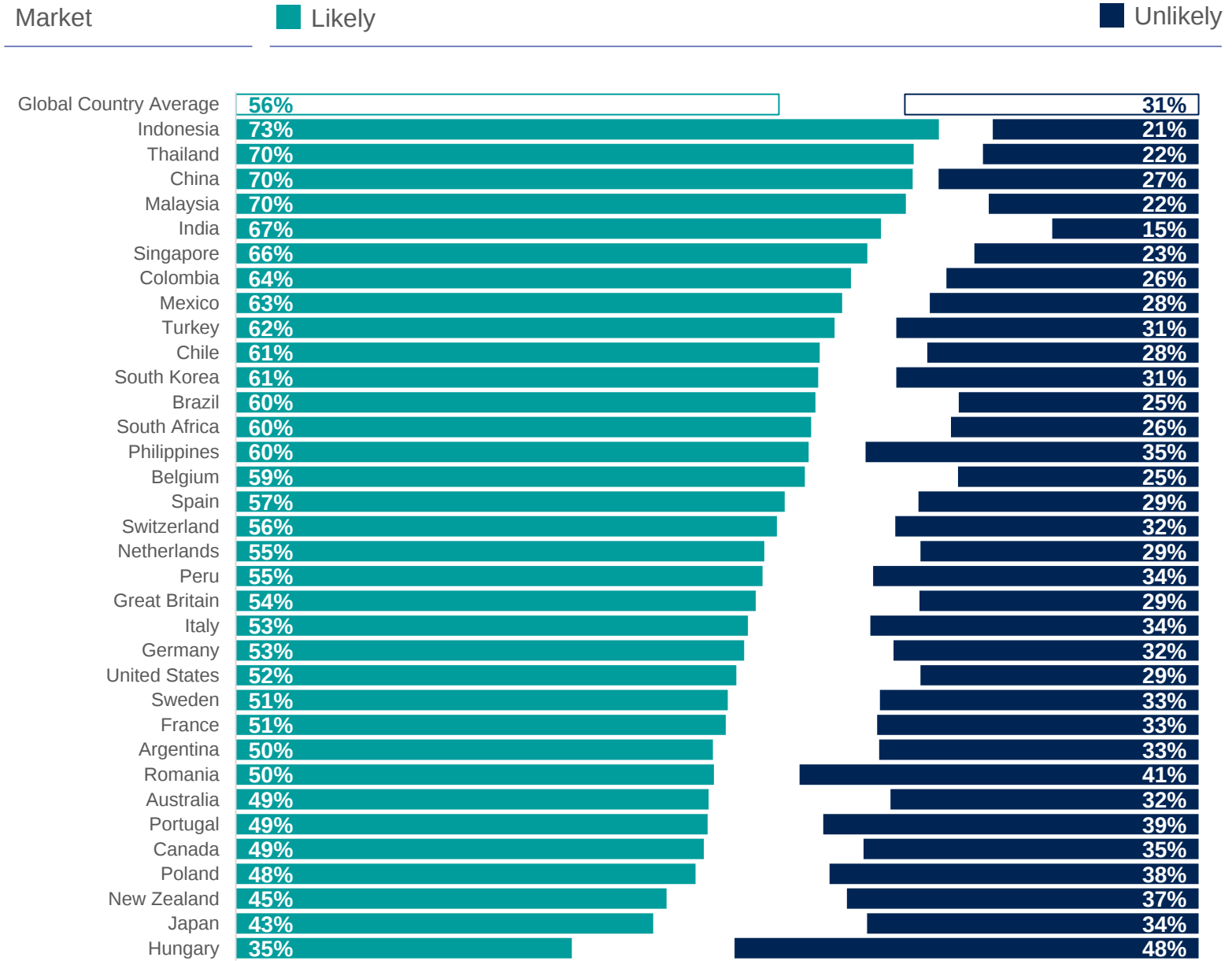


Q.

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

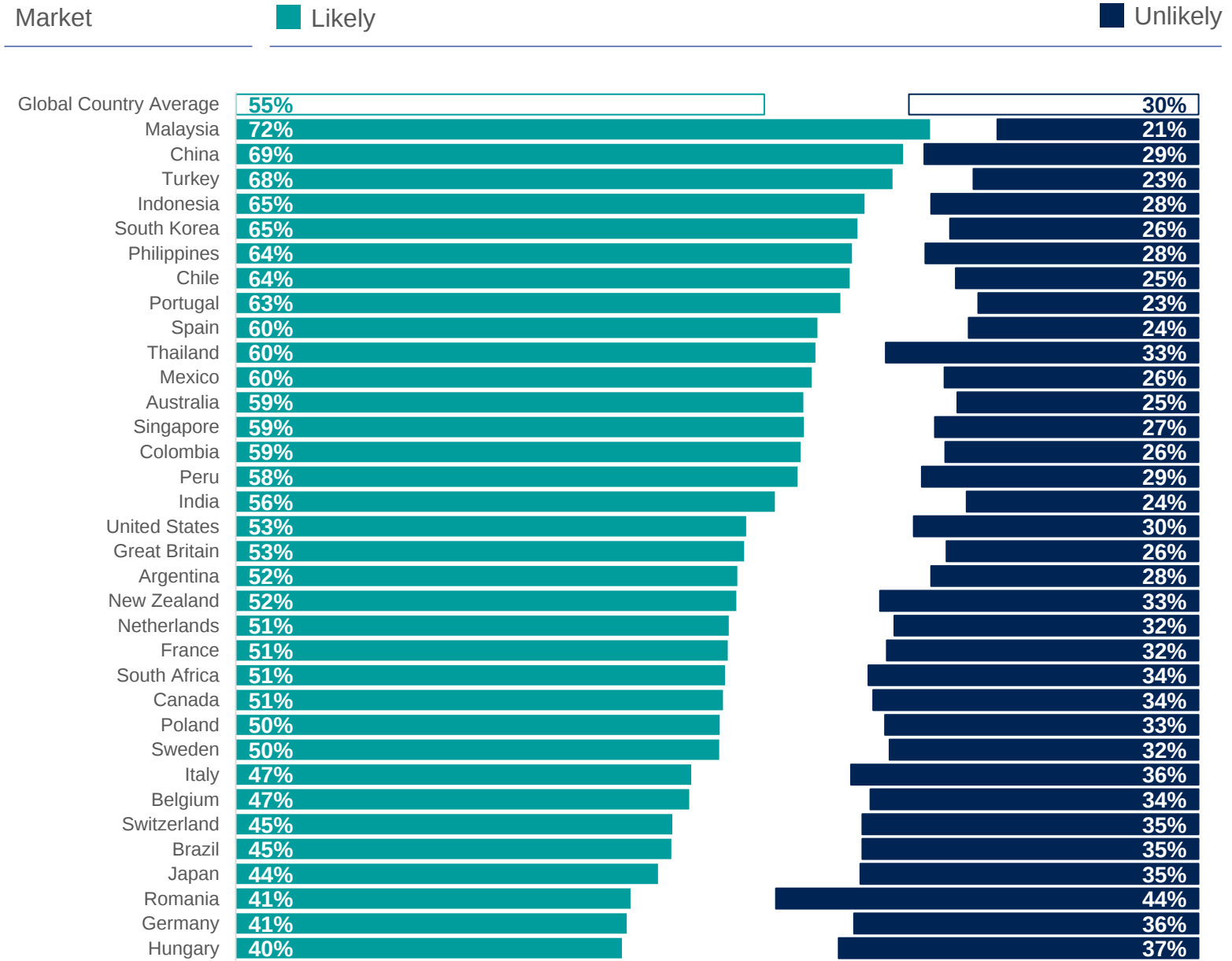


Q.

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

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

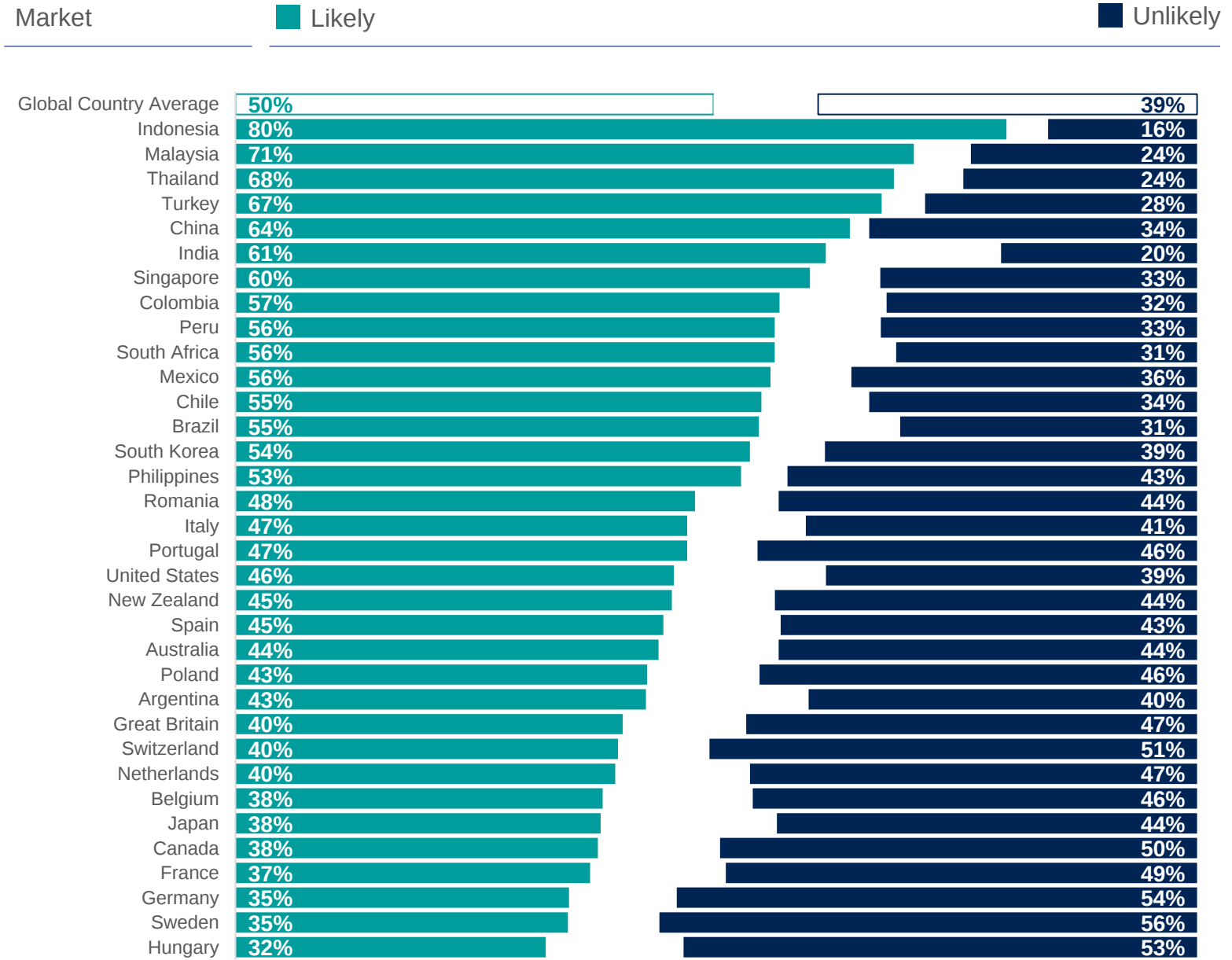


Q.

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

Robots will look like, think like and speak like humans

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

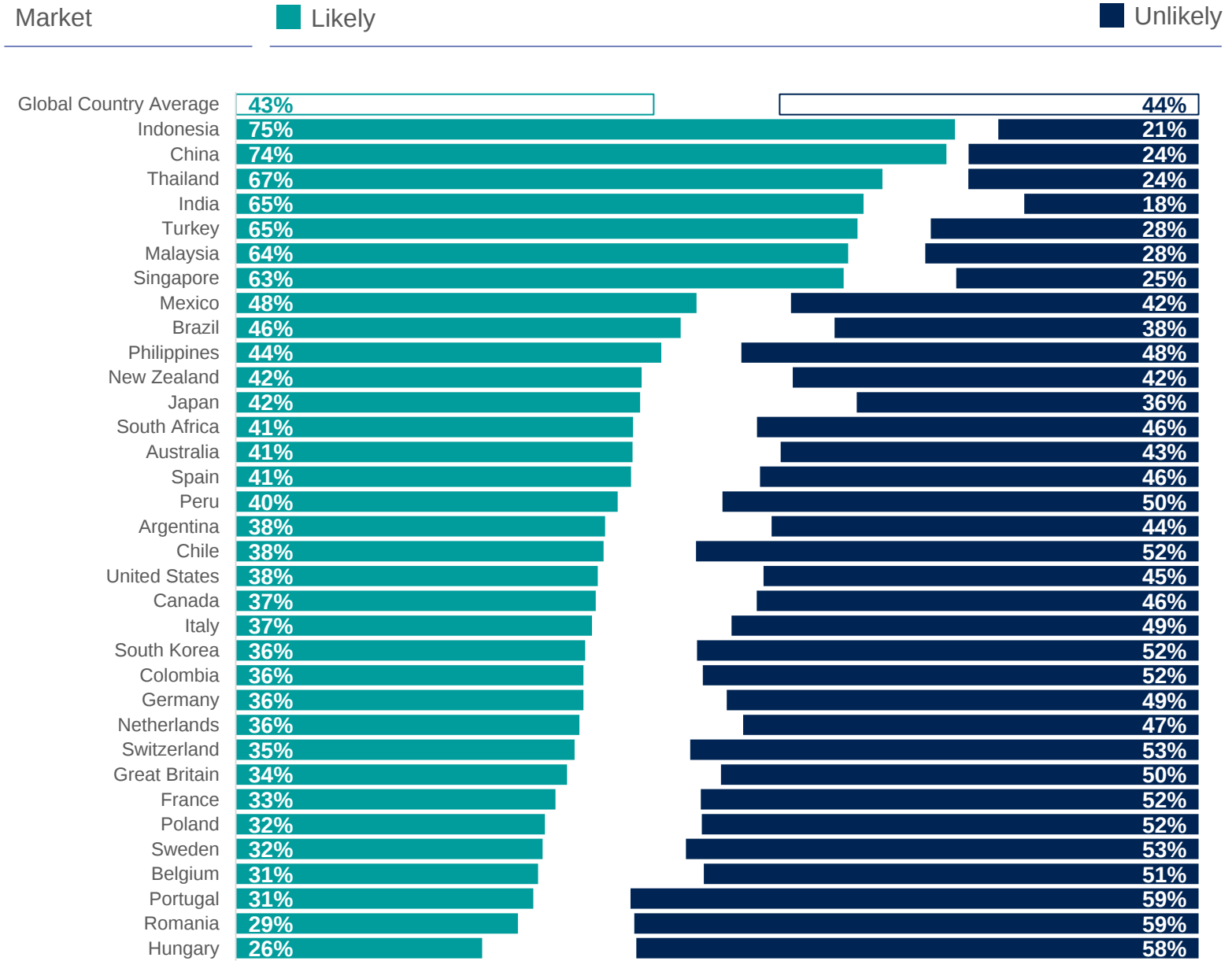


Q.

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

Artificial intelligence will lead to many new jobs being created 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

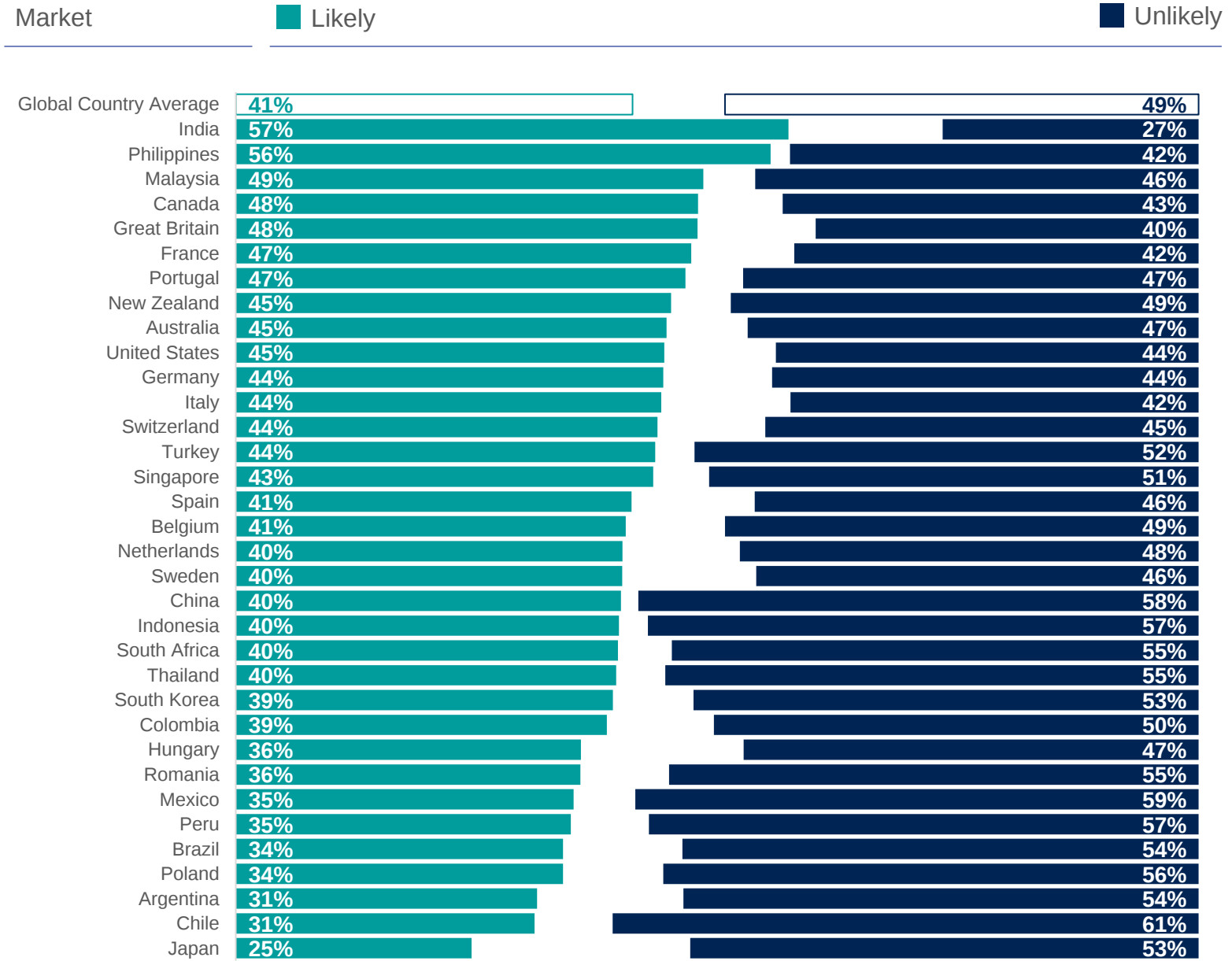


Q.

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

I will use social media less

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



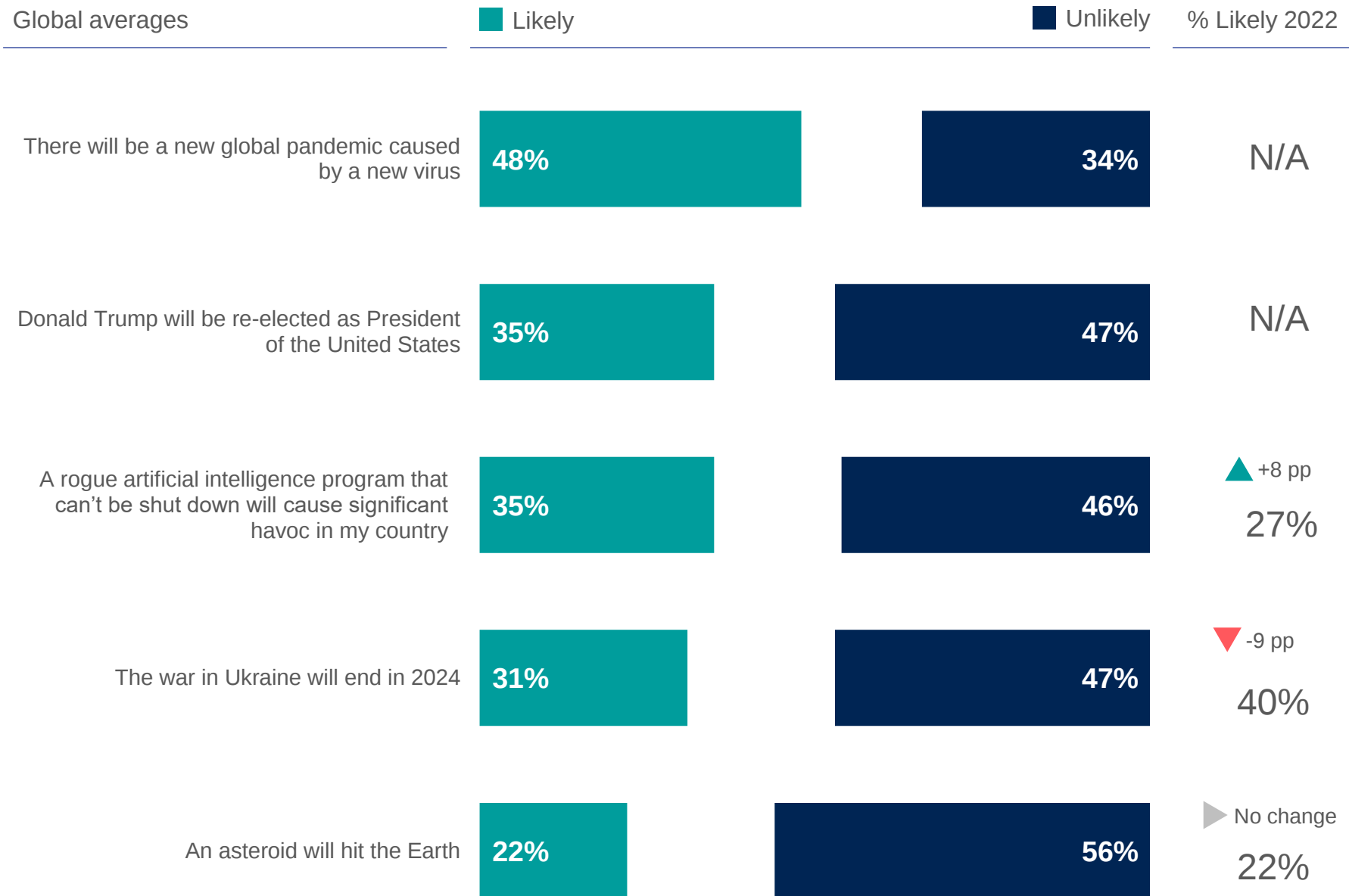
WORLD SECURITY IN 2024



Q.

World Security

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



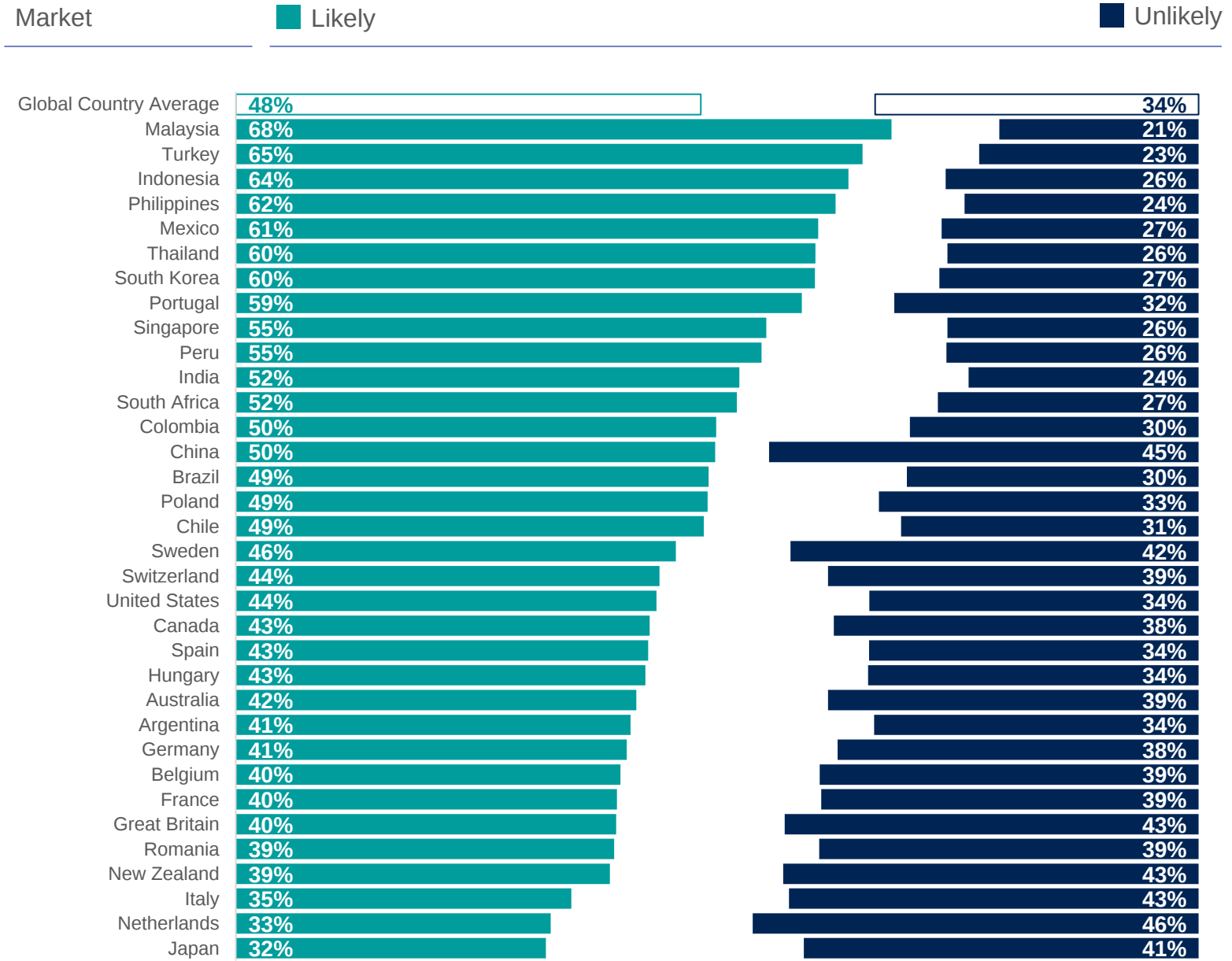
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Q.

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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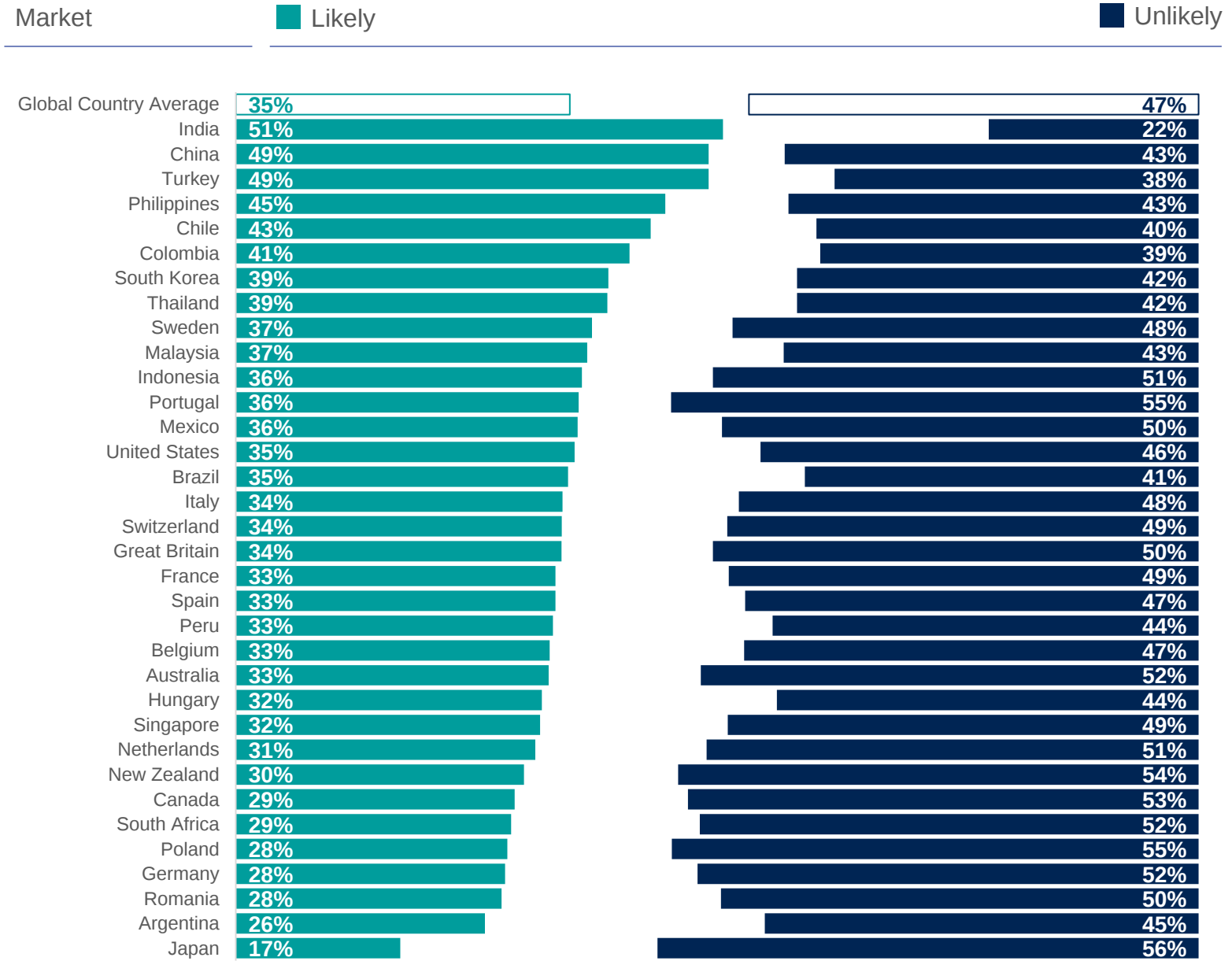


Q.

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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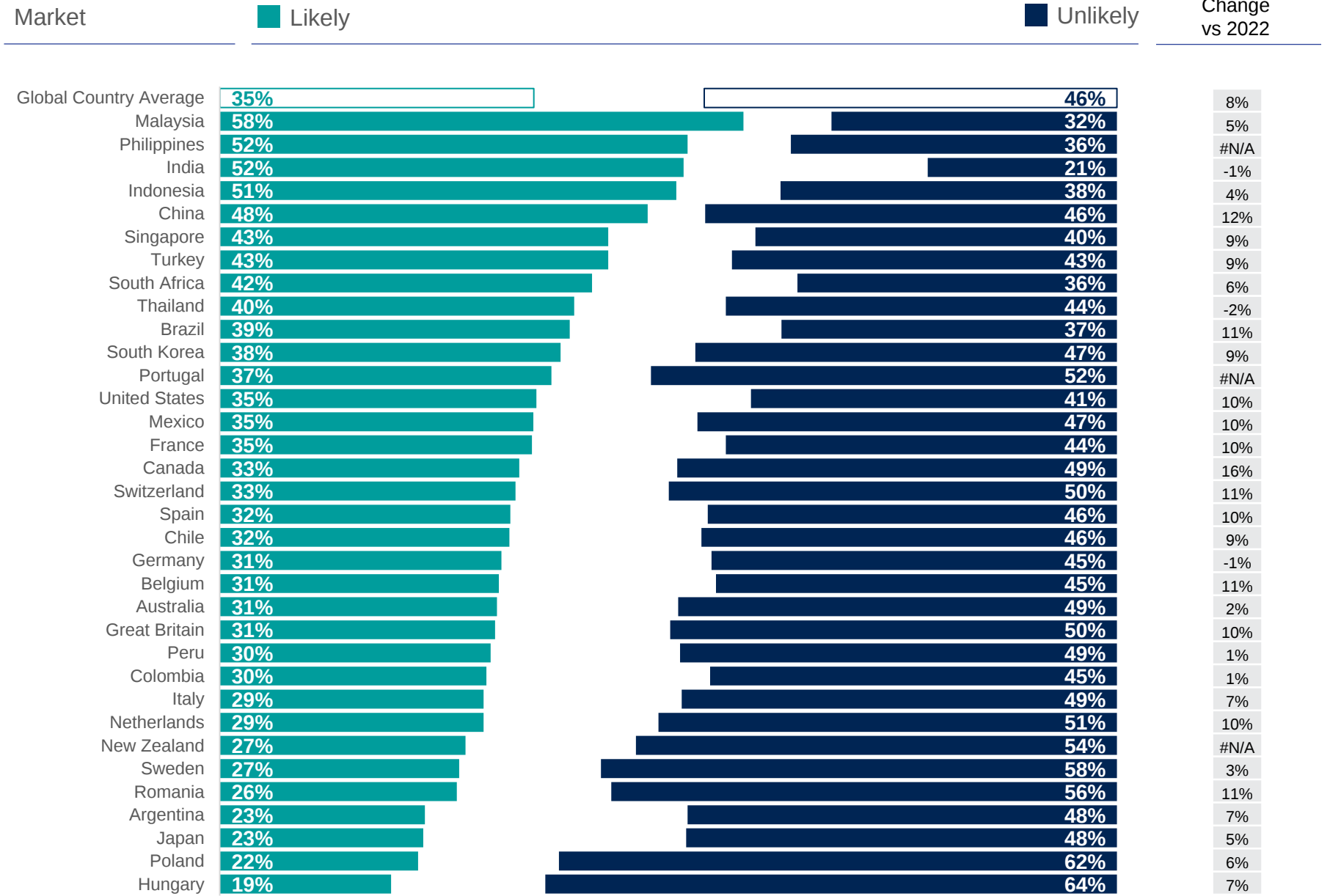


Q.

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

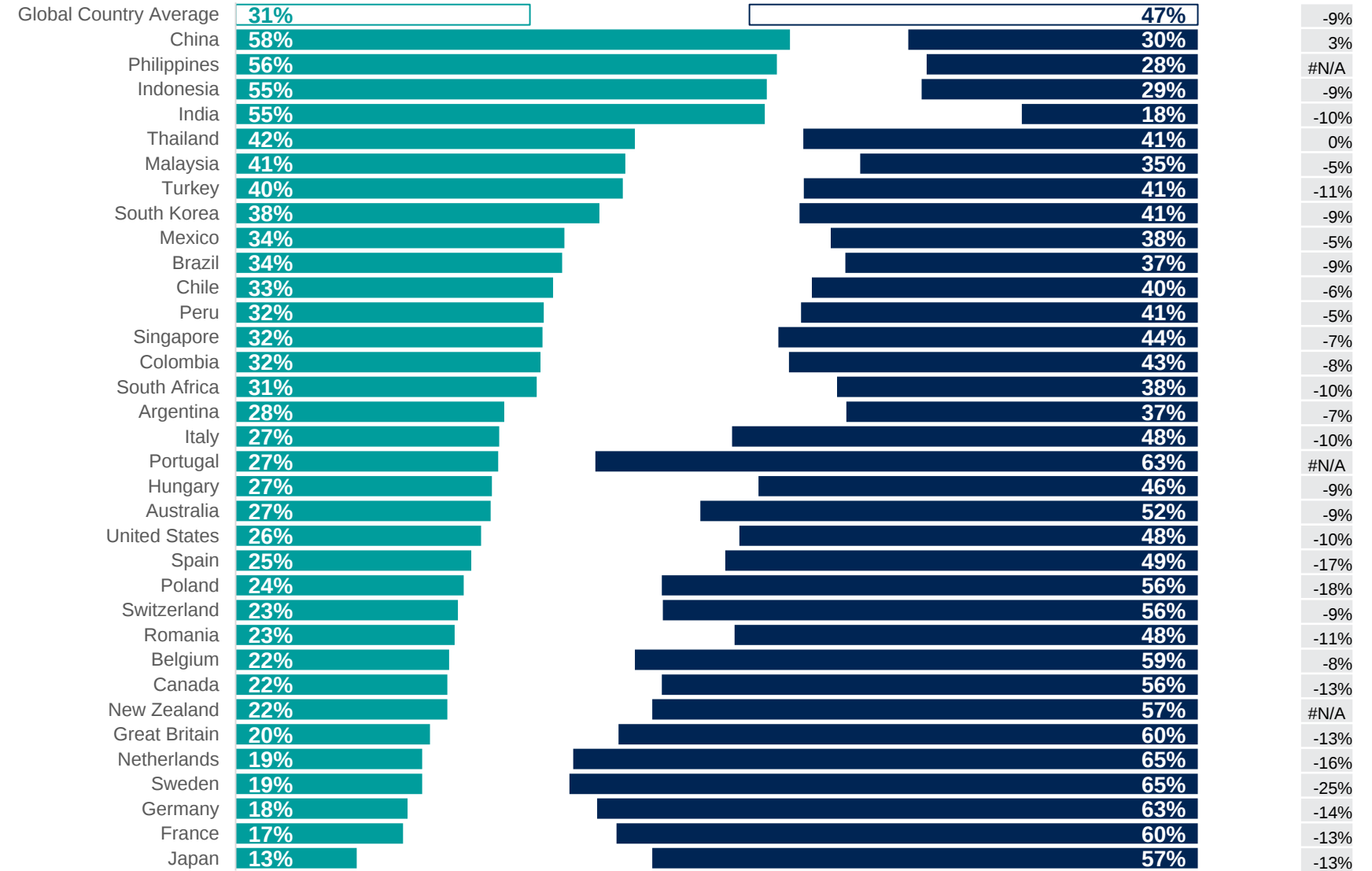
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Market

Likely

Unlikely

Change vs 2022



Q.

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

An asteroid will hit the Earth

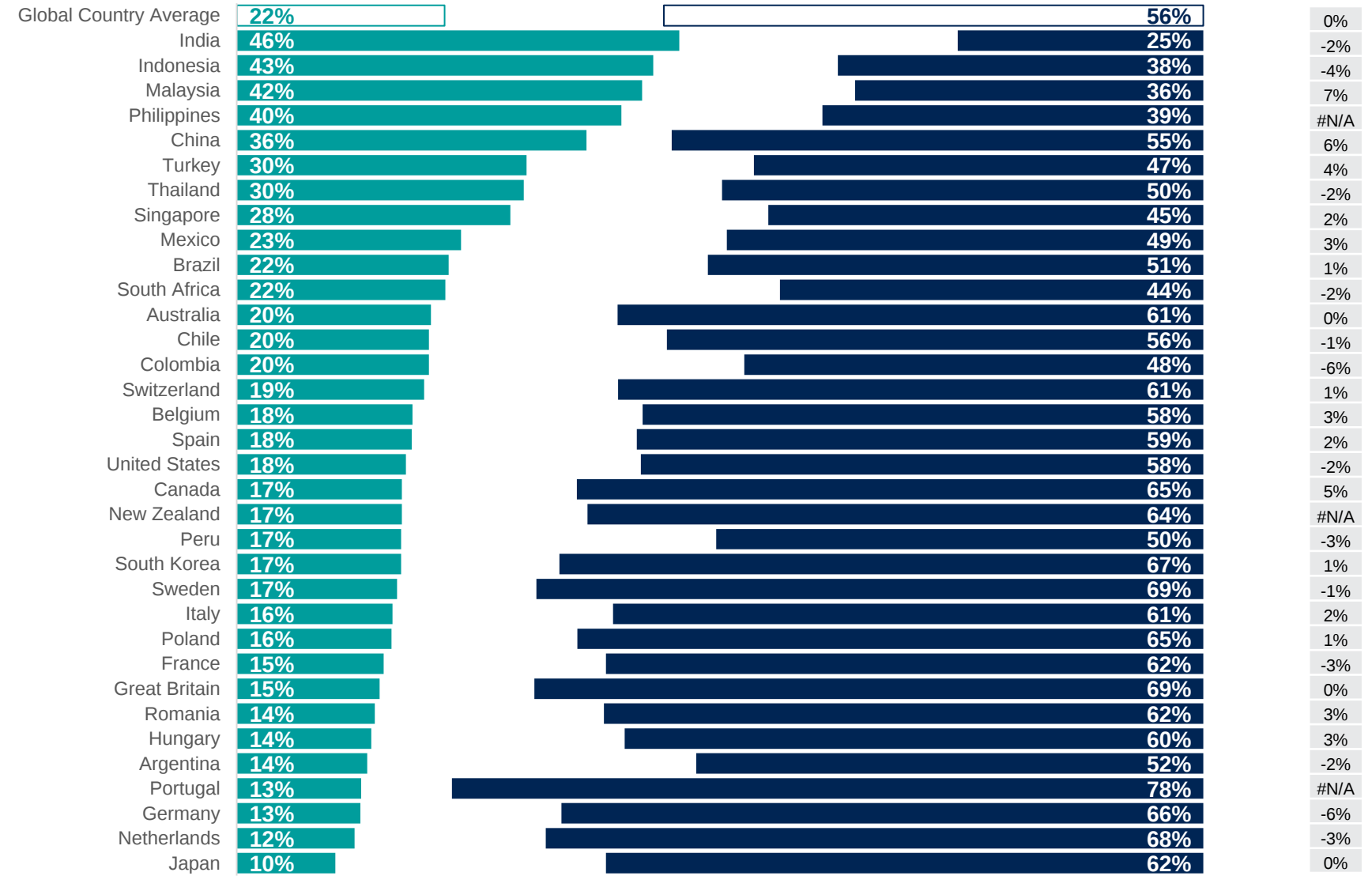
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Market

Likely

Unlikely

Change vs 2022



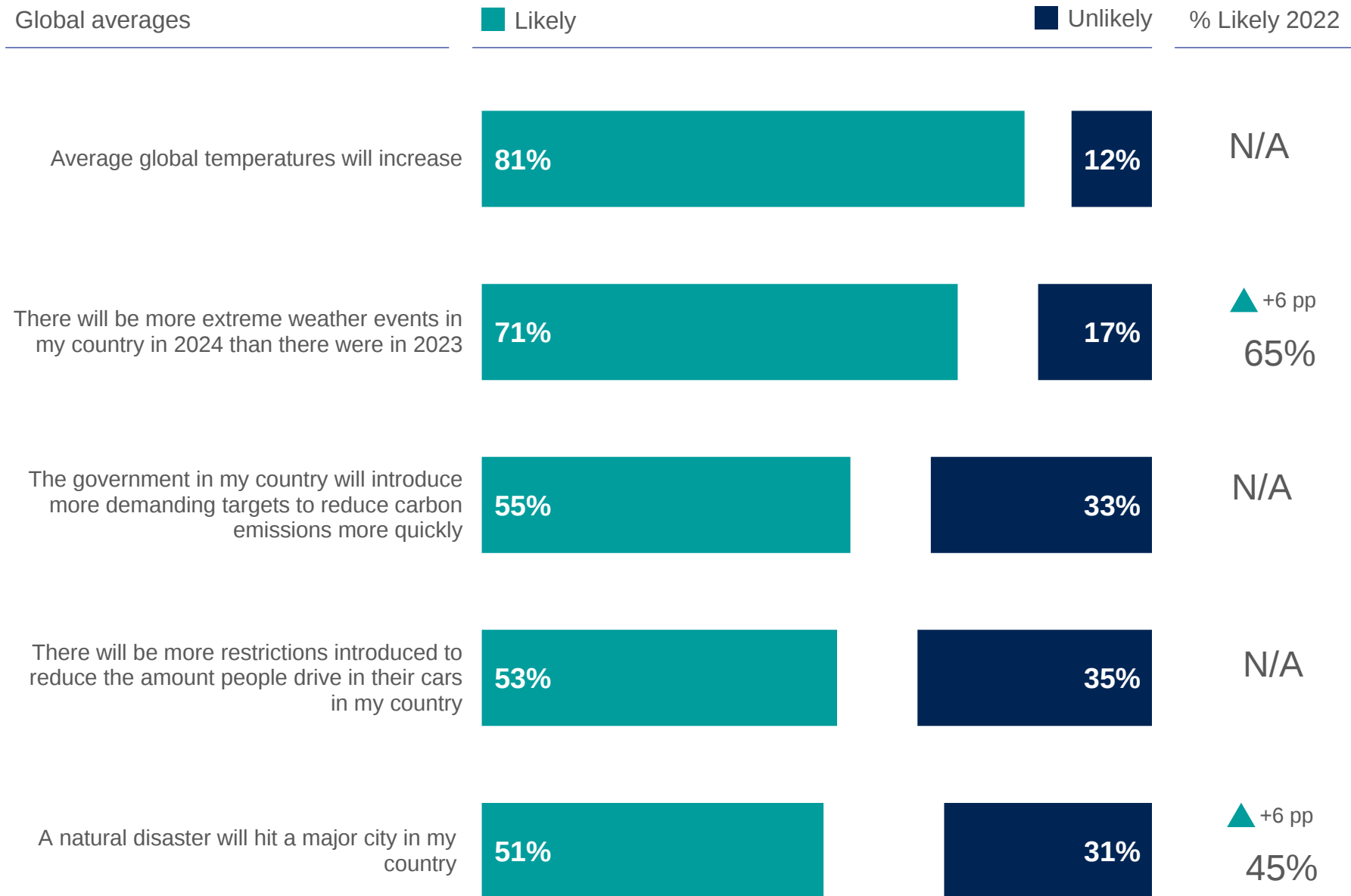
ENVIRONMENT IN 2024



Q.

Environment

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



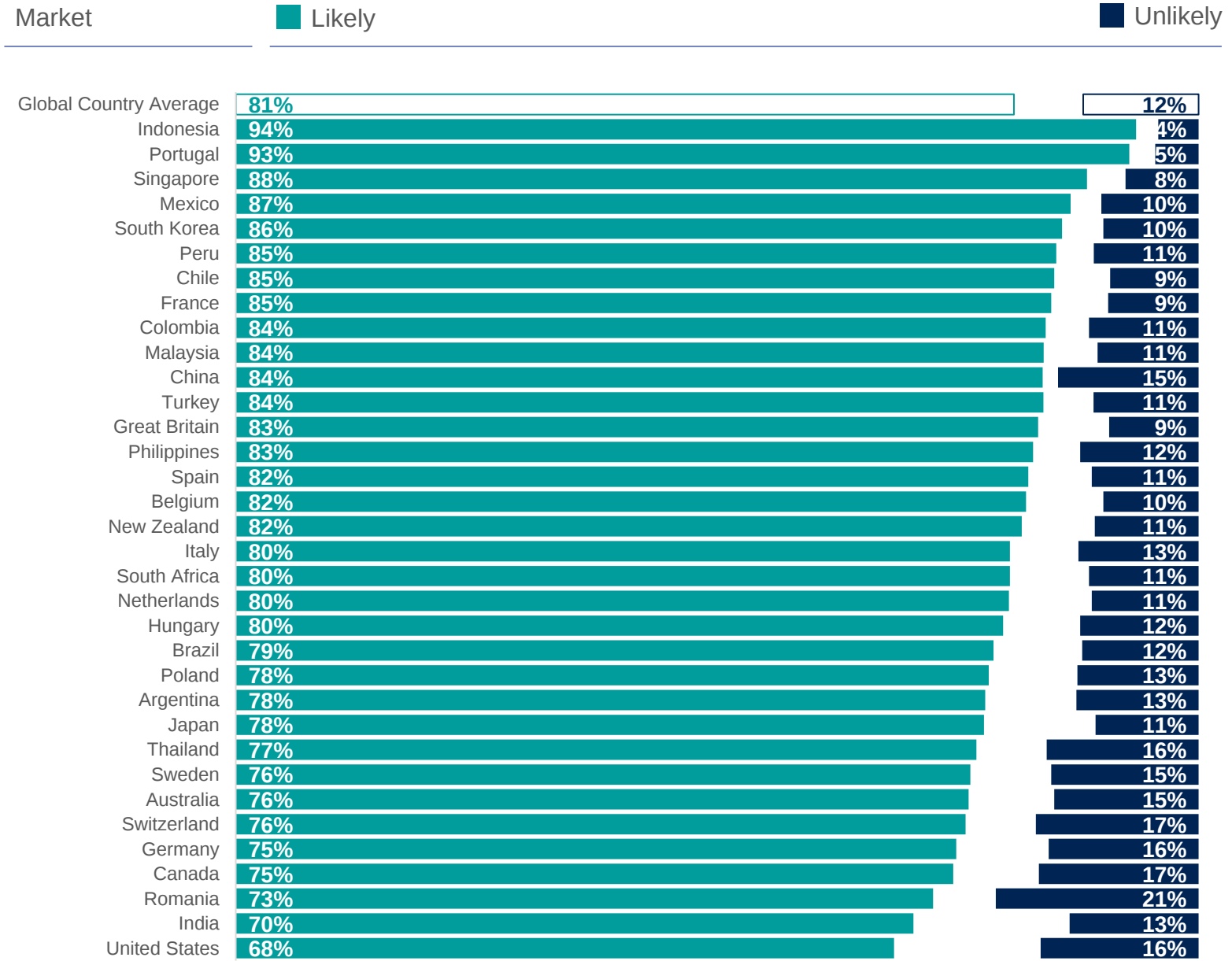
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Q.

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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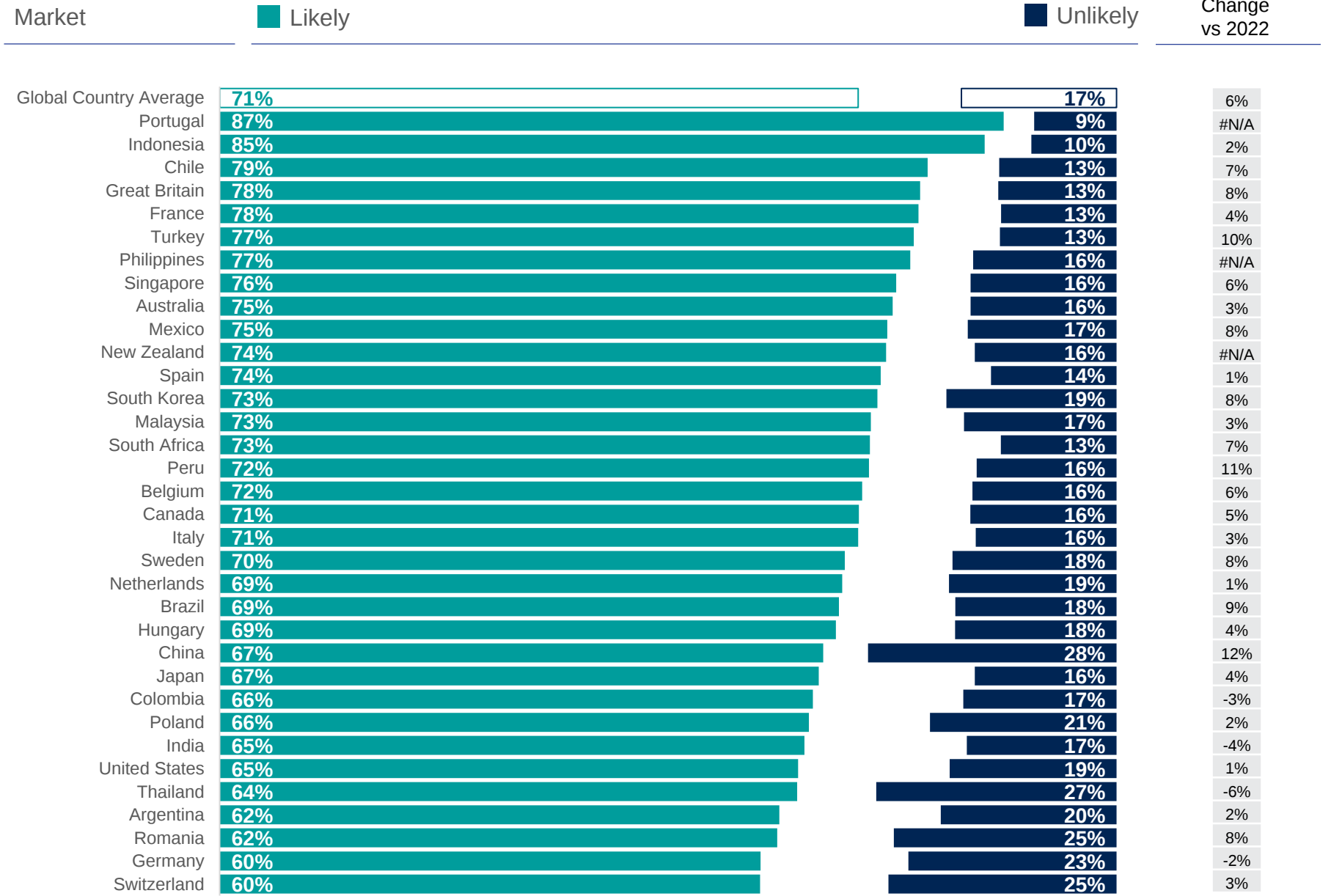


Q.

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

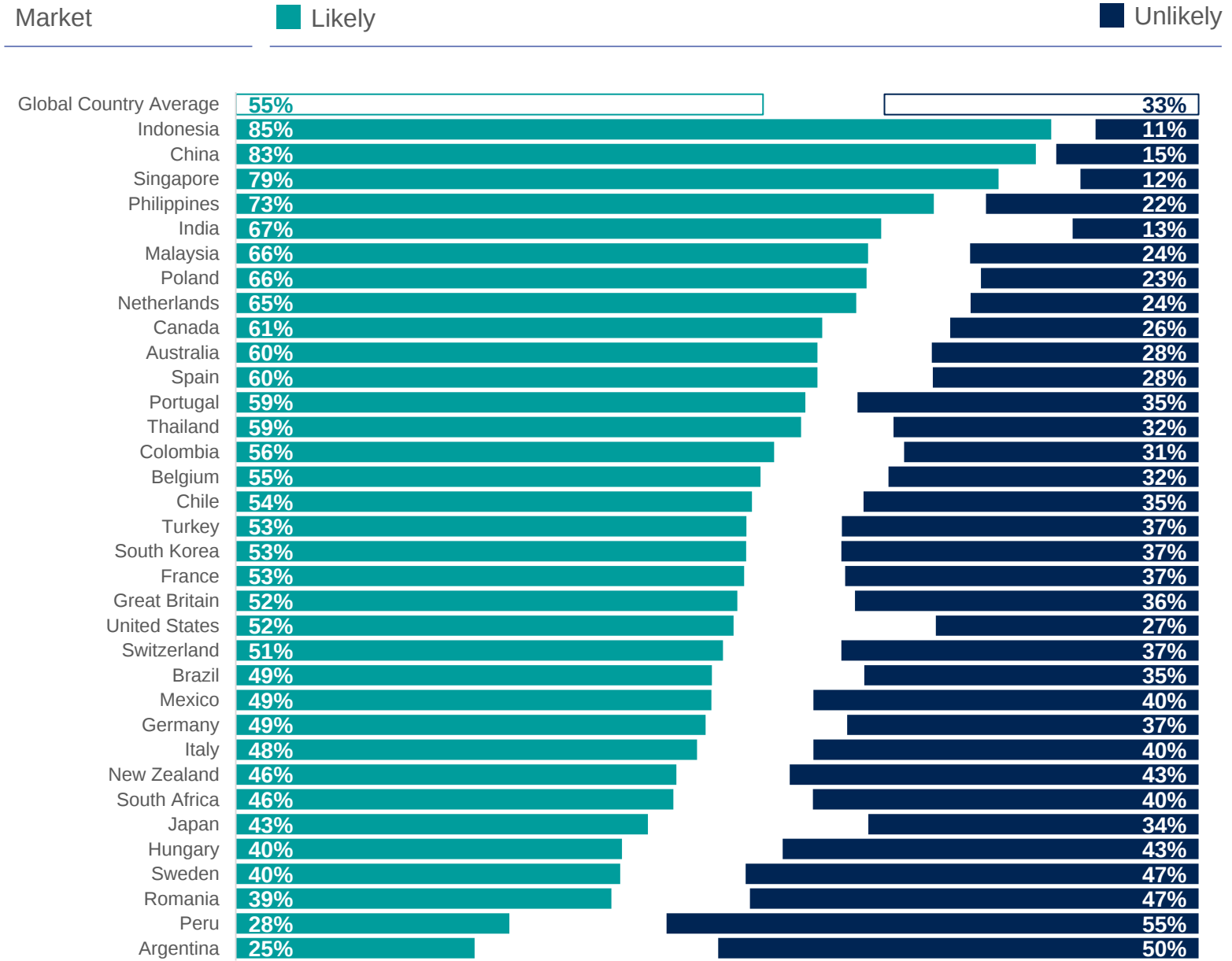


Q.

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

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

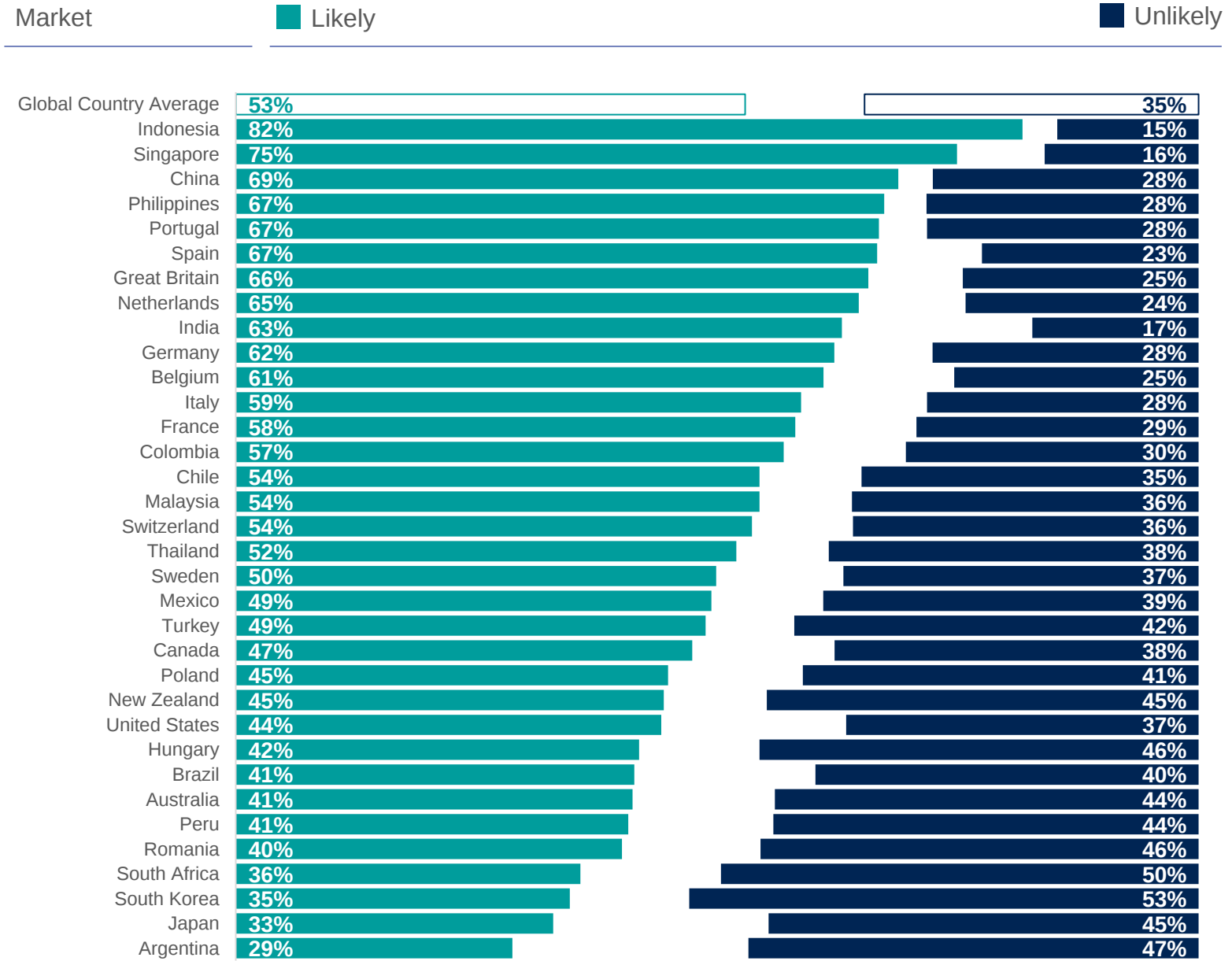


Q.

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

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

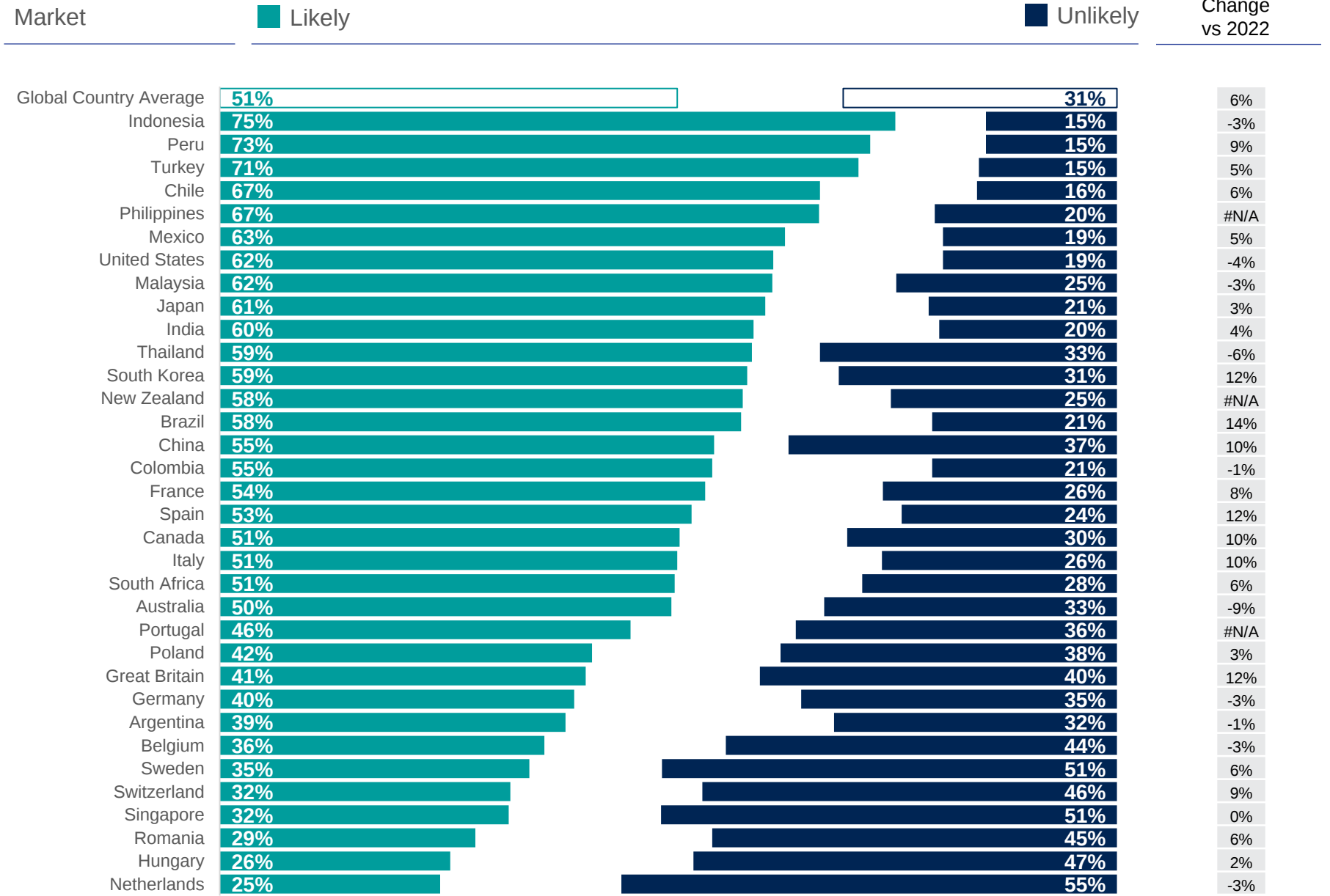


Q.

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

A natural disaster will hit a major city in my country

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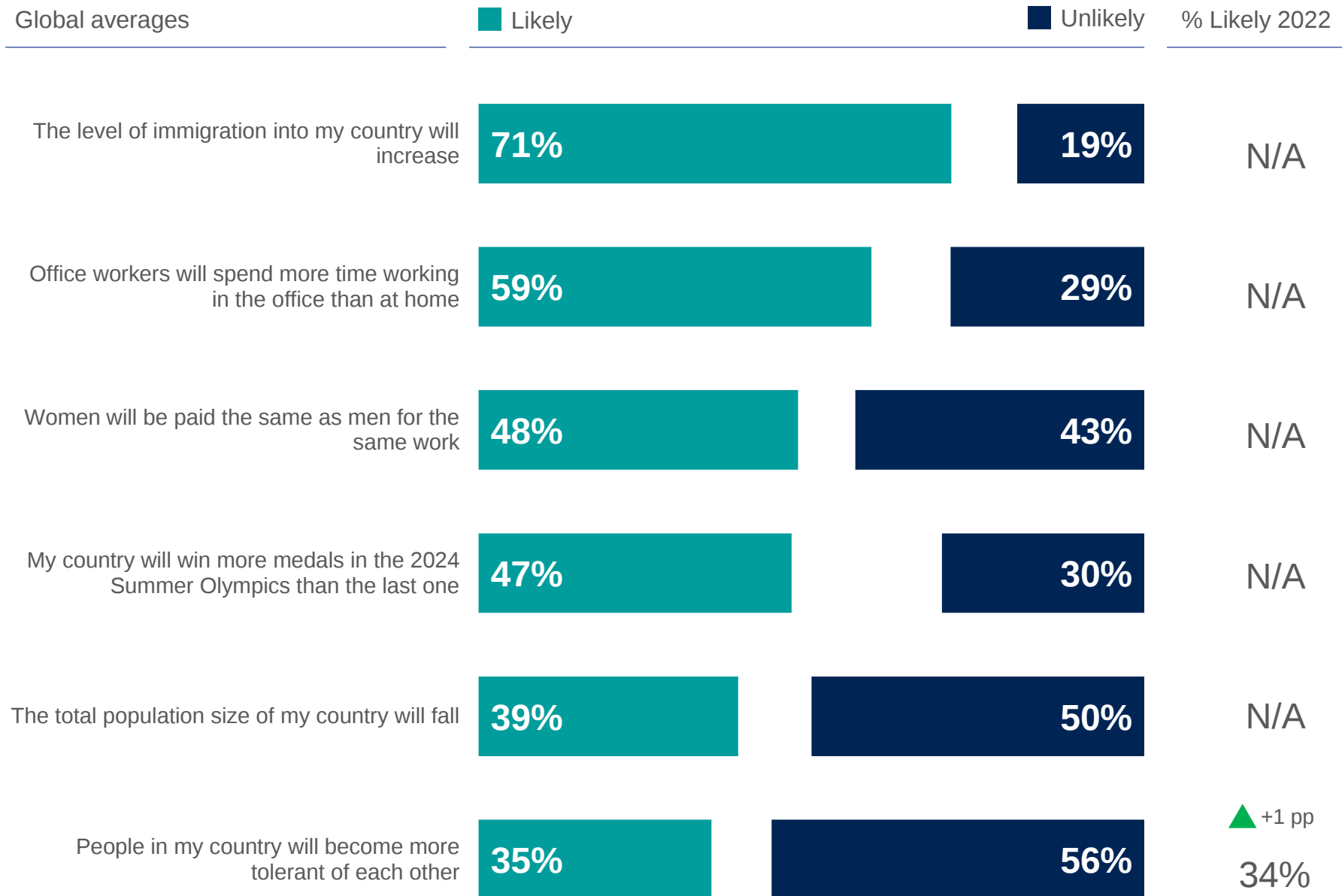
SOCIETY IN 2024



Q.

Society

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



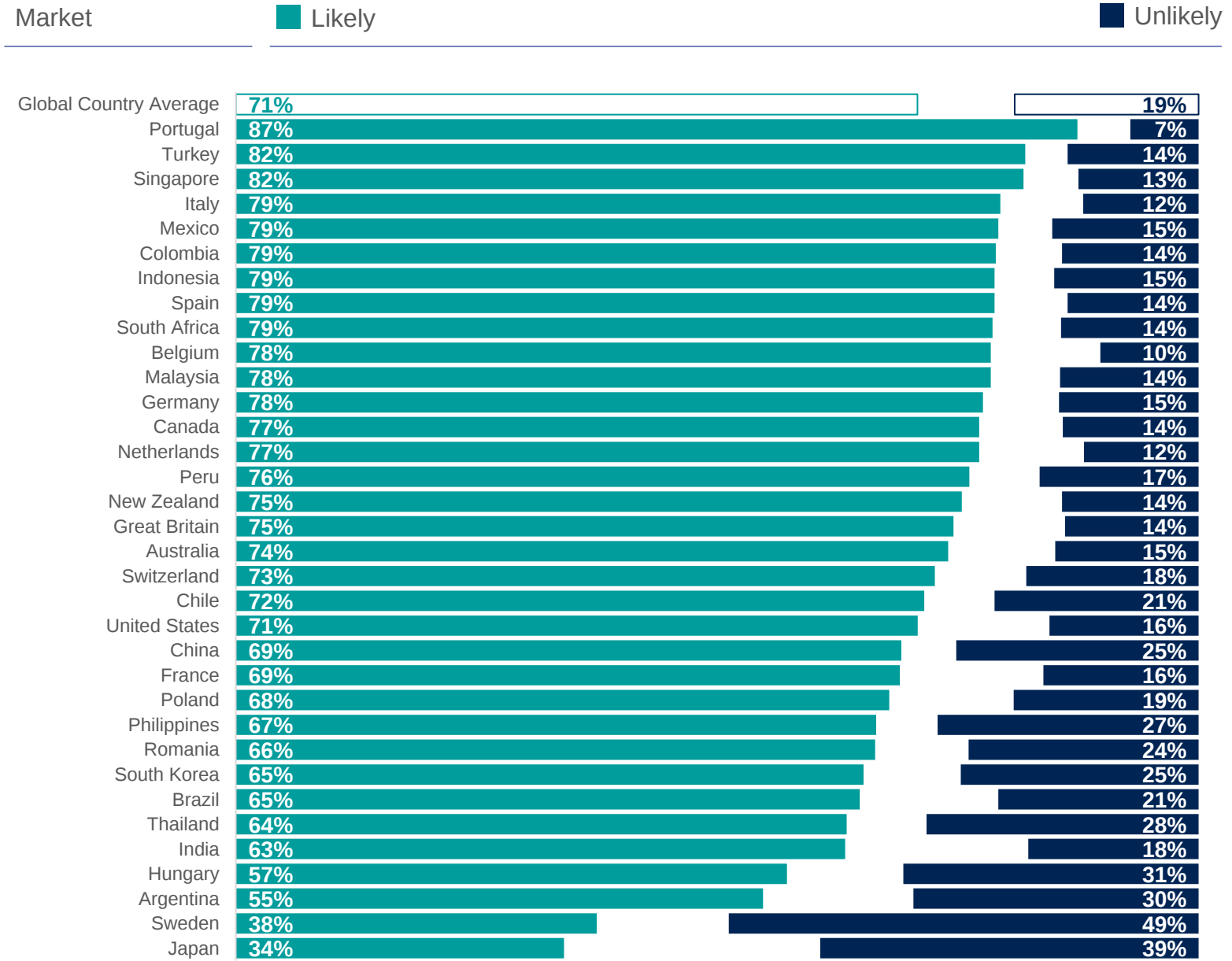
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Q.

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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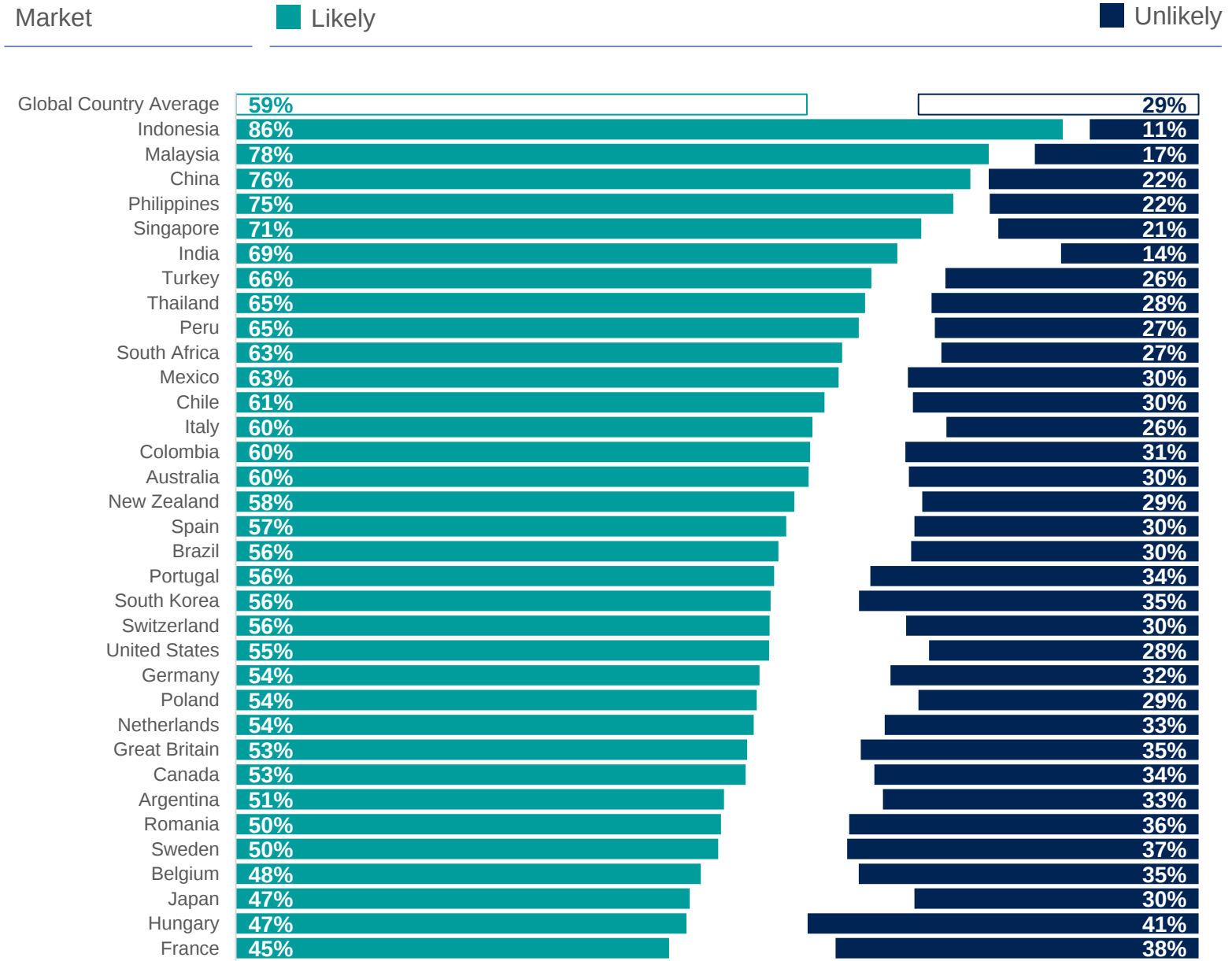


Q.

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

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

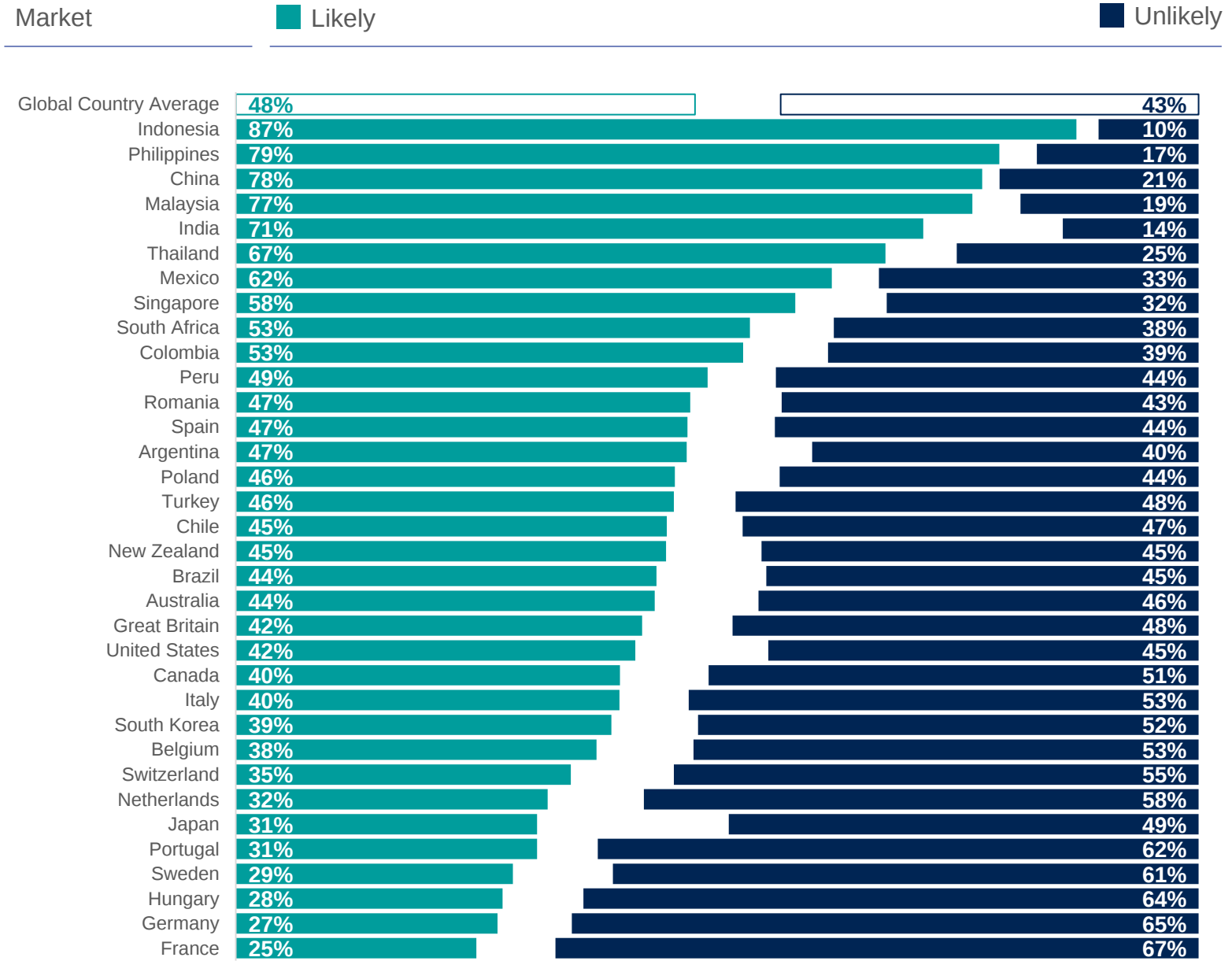


Q.

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

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

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

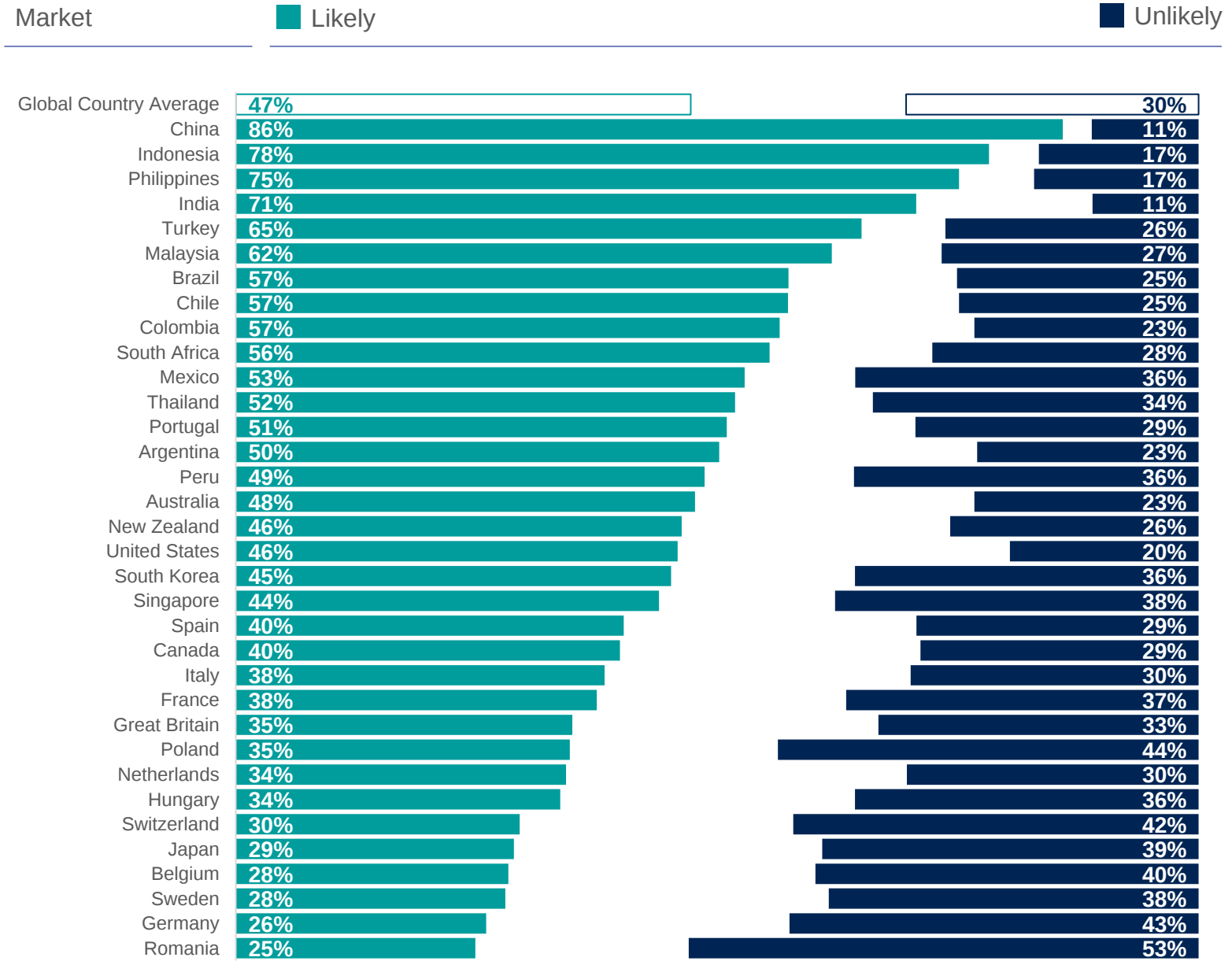


Q.

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

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

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

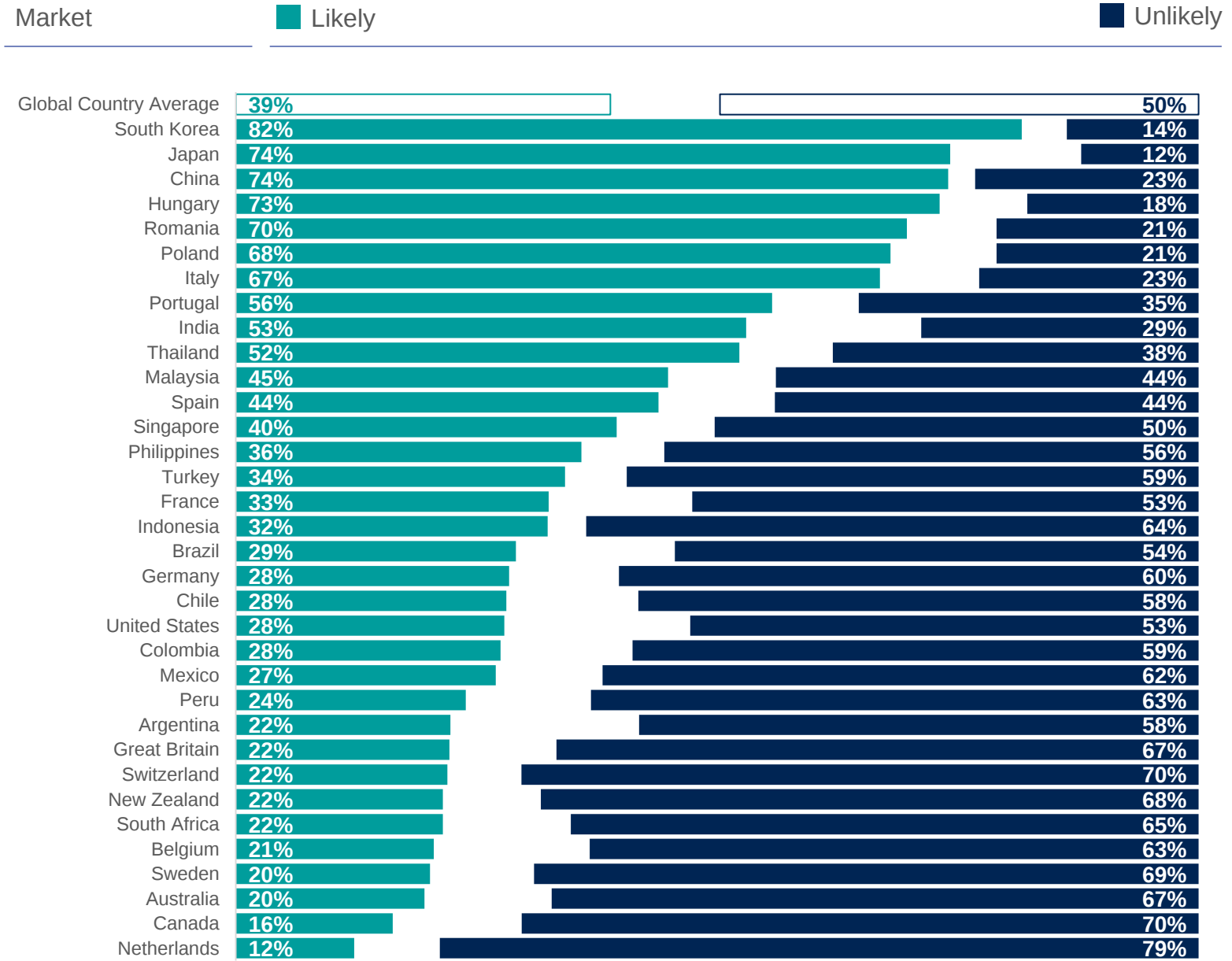


Q.

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

The total population size of my country will fall

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

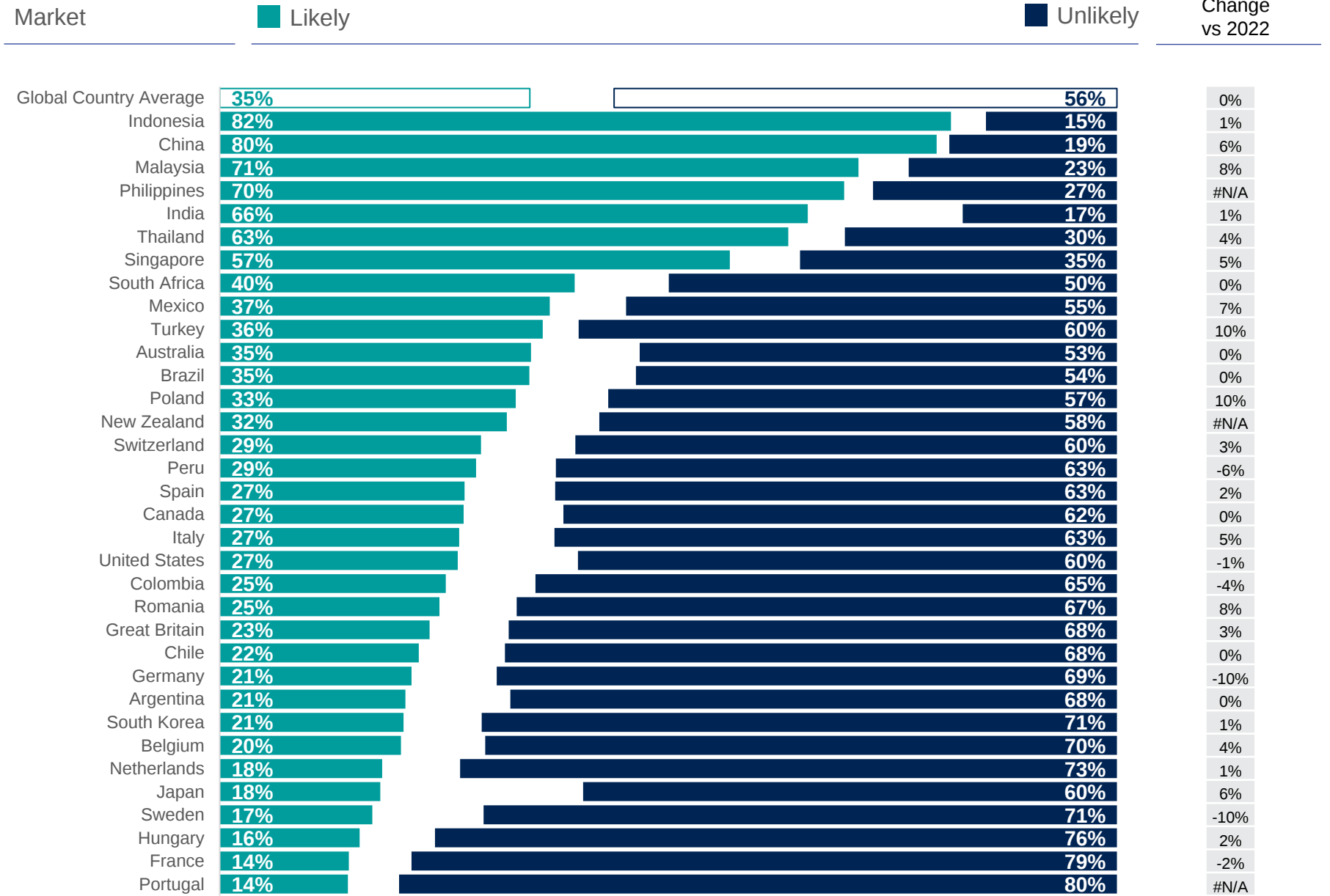


Q.

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

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



APPENDIX





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).

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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

