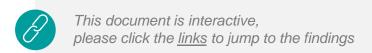


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AT A GLANCE

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%

48%

in Argentina

in Switzerland

53%

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

to

ECONOMY

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

Prices

Inflation

Unemployment

Interest Rates

70% **68%**



WORLD SECURITY

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

68%

32%

in Malaysia to in Japan





ENVIRONMENT



65%

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



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

34% in Japan

in Portugal to





TECHNOLOGY



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

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

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 vear 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%

65%

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

to 50%

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





HOW WAS IT FOR YOU?



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



2023 was a bad year for me and my family





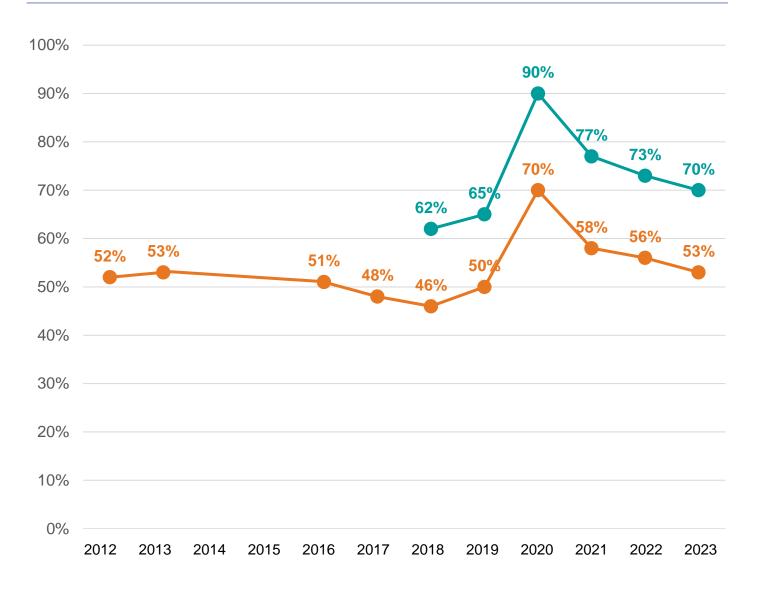
Q.

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



This year was a bad year for my country

This year was a bad year for me and my family



Market Agree Disagree

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%

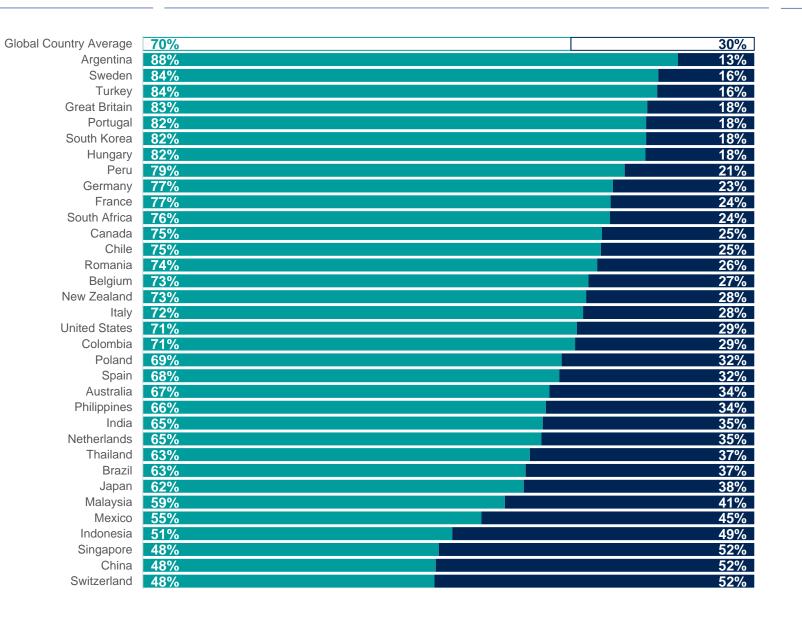
-9%

-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





Q.

Market

Agree

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

Global Country Average 47% 53% 27% Turkey 73% Argentina 67% 33% 36% 64% South Africa 64% 36% India 63% 37% Hungary Peru 61% 40% 40% Thailand 60% South Korea 60% 41% Philippines 59% 41% 55% 45% Belgium 55% 45% Canada 55% 45% Chile Malaysia 53% 47% 53% 47% Romania 48% France 53% 48% **United States** 52% 48% 52% Australia 52% 48% Poland New Zealand 52% 49% Mexico 51% 49% 50% 50% Brazil **Great Britain** 50% 50% 50% 50% Germany 51% Spain 49% 51% 49% Colombia Singapore 47% 53% Portugal 46% 54% China 54% 46% 46% 54% Switzerland 54% Indonesia 46% Sweden 45% 55% 45% 55% Italy Netherlands 39% 61% 62% Japan 38%



Change

vs 2022

-3%

1%

1%

-2%

6%

-3%

-6%

-10%

-8%

#N/A

1%

-1%

-6%

0%

-8%

0%

2%

-1%

-10%

#N/A

-9%

-12%

-3%

-4%

-7%

-3%

-8%

#N/A

-2%

-3%

-1%

-6%

-10%

-7%

-8%

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:

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



74%

▲ +1 pp

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



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



+4 pp

46%



Outlook for 2024

Global averages - % agree

100%

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

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



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%

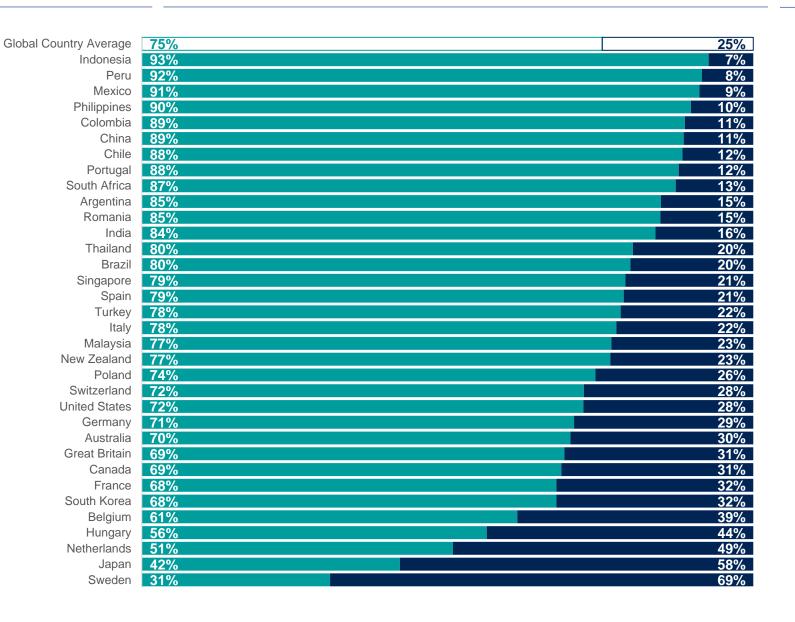
6%

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





Market Agree Disagree

Change vs 2022

4%

11%

7%

2%

3%

#N/A

2%

9%

3%

0%

-7%

2%

7%

5%

#N/A

8%

11%

1%

9%

6%

2%

11%

#N/A

1%

12%

11%

3%

0%

5%

5%

5%

2%

8%

2%

3%

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

Global Country Average 30% 70% 91% 9% Indonesia 87% 13% India 13% 87% Mexico 87% 14% China Philippines 86% 14% 83% 18% Peru Chile 79% 21% 79% 21% South Africa 79% 22% Colombia 78% 22% Brazil 23% Thailand 77% Hungary 76% 24% 73% 27% Malaysia 27% 73% New Zealand 29% Singapore 71% Poland 70% 30% 31% Argentina 69% Netherlands 68% 32% 68% 32% Romania 32% 68% Australia 34% 66% Spain Portugal 66% 34% **United States** 65% 35% Sweden 64% 36% **Great Britain** 64% 36% 37% Canada 63% 61% 39% Switzerland 41% 59% Italy 59% 41% Turkey 43% Germany 57% 53% 47% South Korea 52% 48% Belgium 46% 54% France Japan 39% 61%



Market Agree Disagree

Change vs 2022

4%

12%

14%

4%

#N/A

4%

8%

6%

-13%

4%

20%

#N/A

5%

8%

-3%

3%

2%

7%

15%

8%

3%

8%

12%

0%

11%

8%

8%

3%

2%

1%

4%

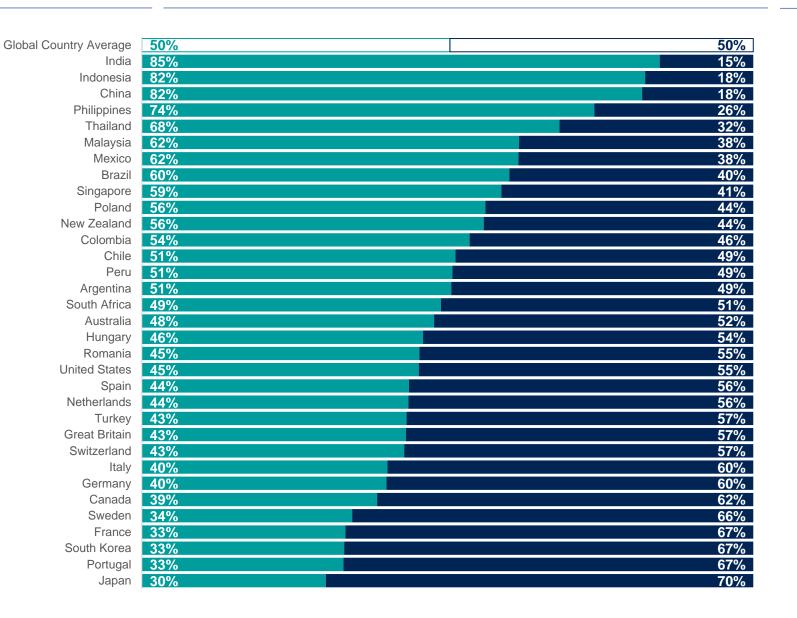
-5%

#N/A

0%

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



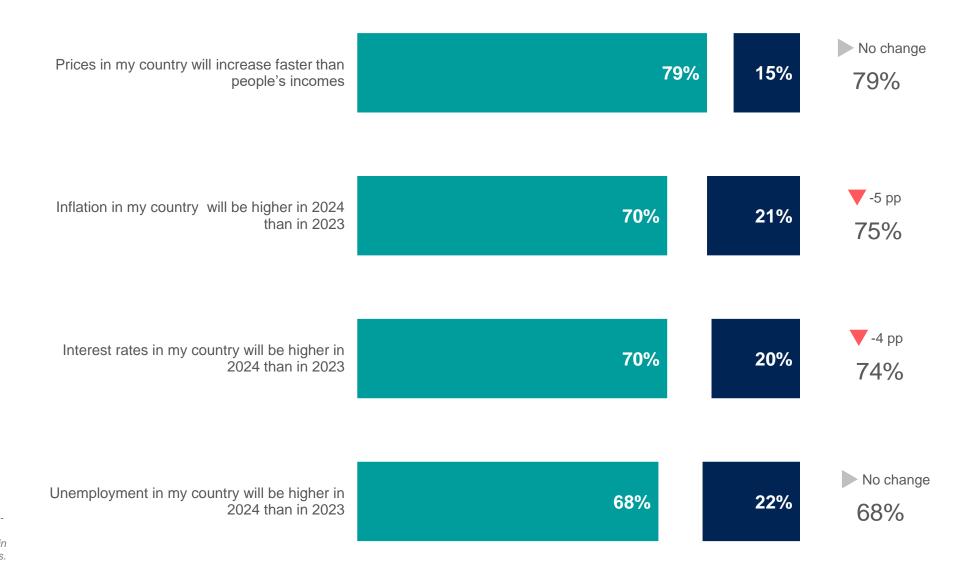




Q.

Economy

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





Market

Likely

Unlikely

Change vs 2022

0%

0%

#N/A

2%

0%

-5%

-1%

-1%

-3%

-2%

0%

0%

2%

#N/A

#N/A

-6%

-4%

-3%

-1%

-7%

-5%

-6%

1%

2%

2%

-10%

-6%

-9%

-4%

-3%

-1%

-17%

10%

7%

3%

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

Global Country Average 79% 15% South Africa 6% 91% Portugal 90% 7% Singapore 89% 87% Malaysia Chile 84% 12% Spain 84% 11% Belgium 84% 83% 11% Australia 83% 13% Indonesia 83% 12% Canada Peru 83% 14% 82% 15% Turkey 82% 15% Philippines 82% 13% New Zealand 82% 14% Romania 13% 81% France 12% Netherlands 81% Italy 81% 13% 81% 14% Sweden 16% 80% Colombia Hungary 80% 15% 80% 16% Switzerland **United States** 78% 13% South Korea 78% 17% 78% 15% Argentina Germany 77% 16% 15% Great Britain 77% 21% 75% Mexico 74% 21% Thailand 71% 15% India 21% 67% Poland 65% 26% Brazil 63% 35% China Japan 54%



Market Likely Unlikely

Change vs 2022

-5%

-4%

-4%

1%

-2%

0%

#N/A

-2%

-1%

4%

-5%

-7%

-3%

-1%

-14%

-9%

-5%

-11%

-12%

#N/A

-2%

0%

-3%

8%

-11%

-8%

-17%

#N/A

-11%

-8%

8%

-19%

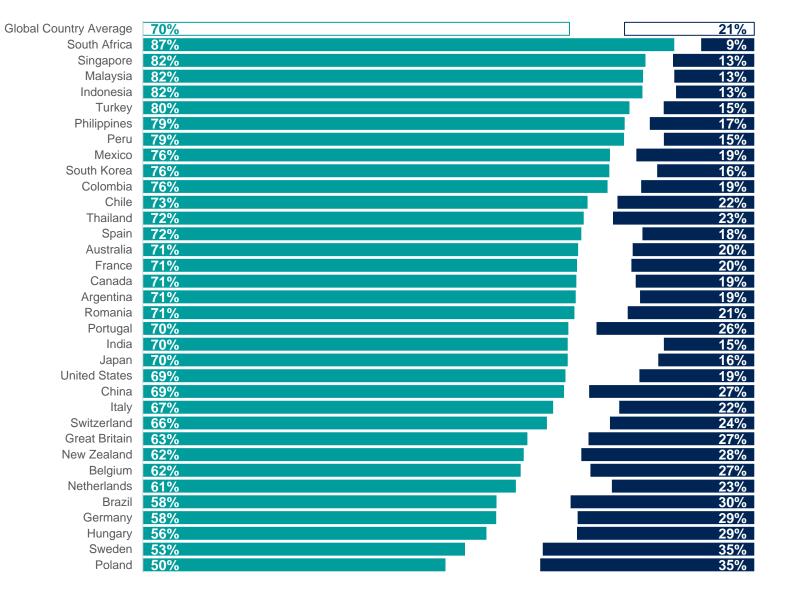
-23%

-25%

-30%

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





Market

Likely

Unlikely

Change vs 2022

-4%

-4%

0%

2%

8%

#N/A

#N/A

-5%

-6%

0%

-1%

-14%

-6%

-7%

-5%

-12%

-12%

-10%

-12%

-4%

-11%

-6%

-4%

#N/A

-3%

-3%

-19%

-19%

-9%

3%

9%

-9%

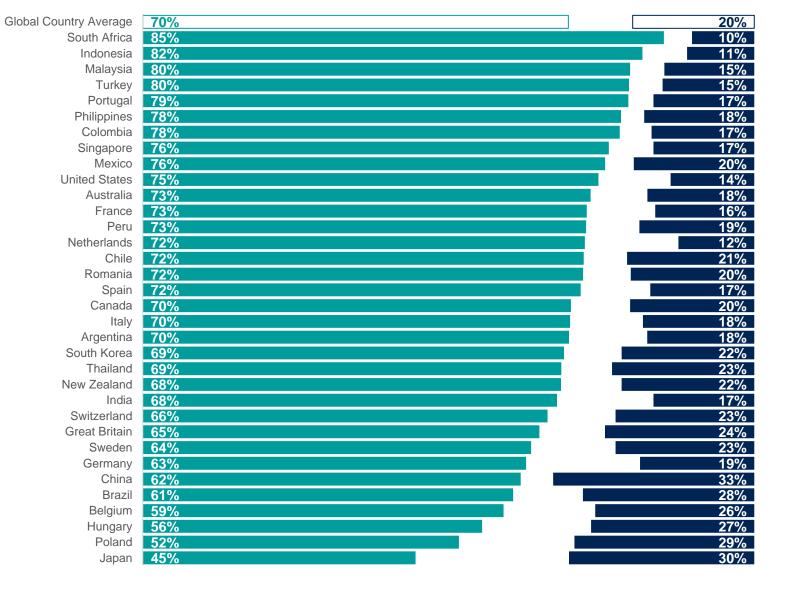
-17%

-27%

13%

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





 \bigcirc

Market Likely

South Africa

Indonesia

Turkey

68%

84%

84%

82%

Japan 53%

Global Country Average

Unlikely

22%

10%

13%

14%

25%

Change vs 2022

0%

-4%

-1%

2%

#N/A

-2%

4%

-3%

-2%

-7%

1%

#N/A

5%

-5%

-5%

-7%

-7%

#N/A

7%

-11%

-4%

1%

5%

0%

-11%

-6%

-12%

-5%

5%

-15%

0%

16%

-1%

-19%

-2%

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

78% 16% Portugal 76% 19% Malaysia 76% 16% South Korea 76% 18% Peru 74% 21% Colombia 72% 22% Chile Singapore 72% 18% 23% Philippines 72% 71% 17% Great Britain 70% 18% Sweden 24% 70% Thailand 20% 69% Romania 67% 23% Italy 23% 67% New Zealand 66% 21% Canada 66% 24% Argentina 19% 66% India 65% 21% Australia 65% 31% China 22% 64% France Spain 64% 24% 64% 23% Germany 63% 22% Belgium 32% 63% Mexico 26% 62% Netherlands Hungary 62% 27% 59% 26% **United States** 32% 57% Brazil 56% 29% Switzerland 54% 31% Poland





TECHNOLOGY

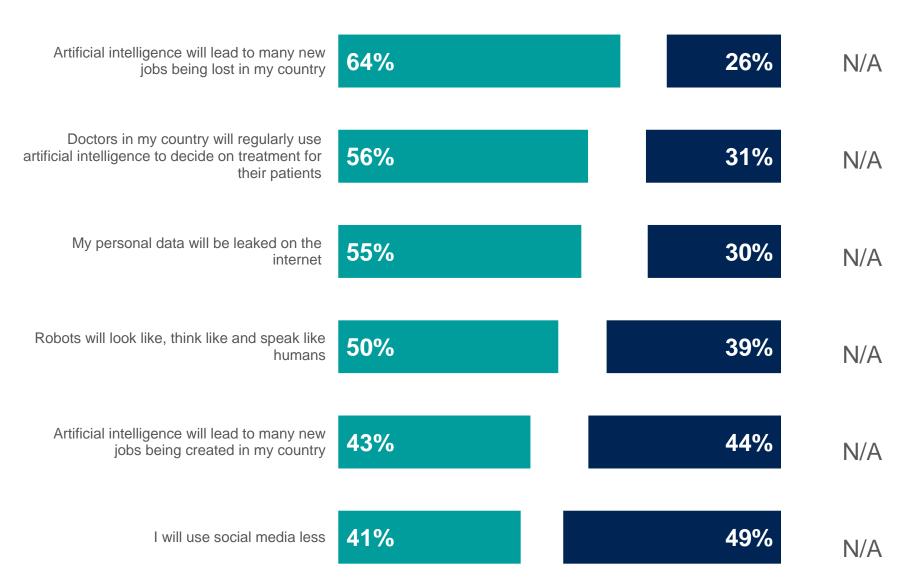
IN 2024



Q.

Technology

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

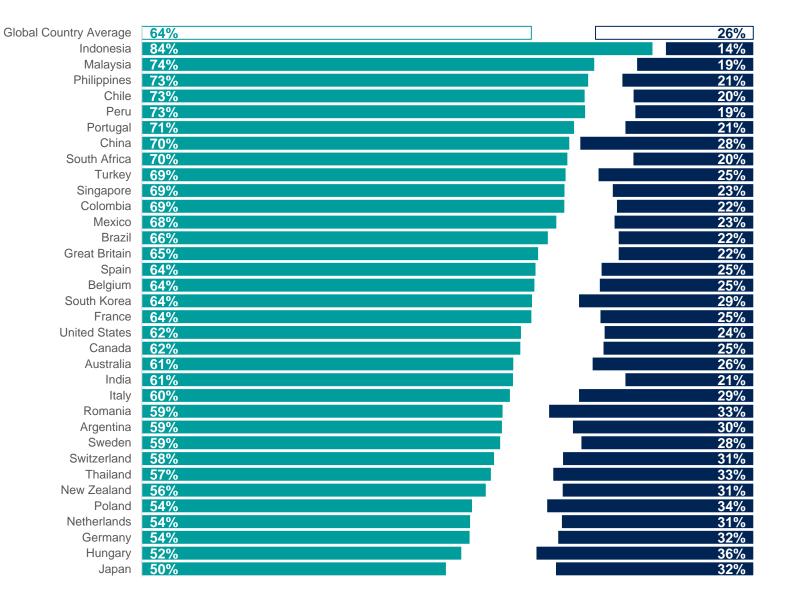




Q

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

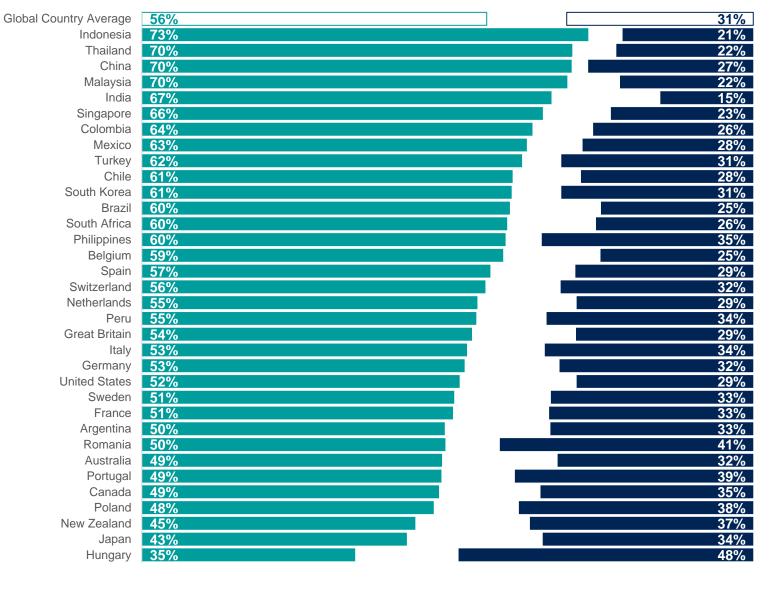




Q

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





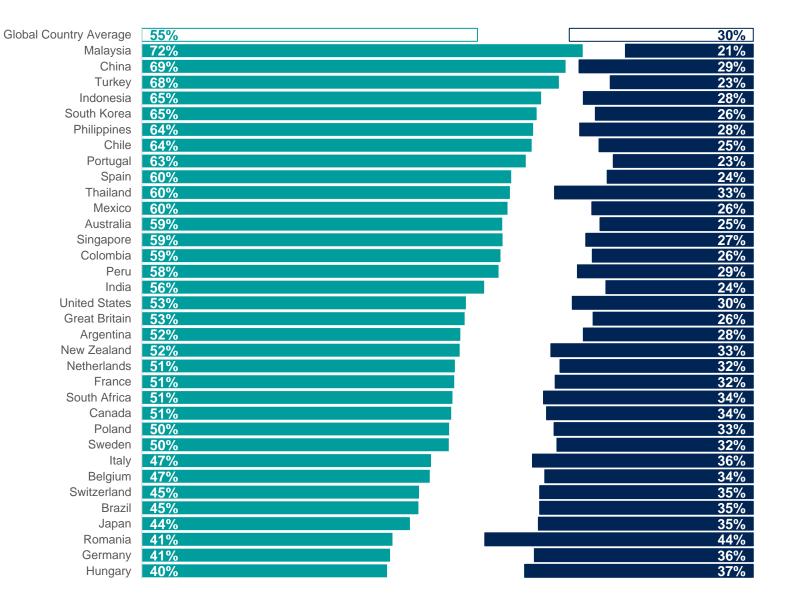
Likely

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



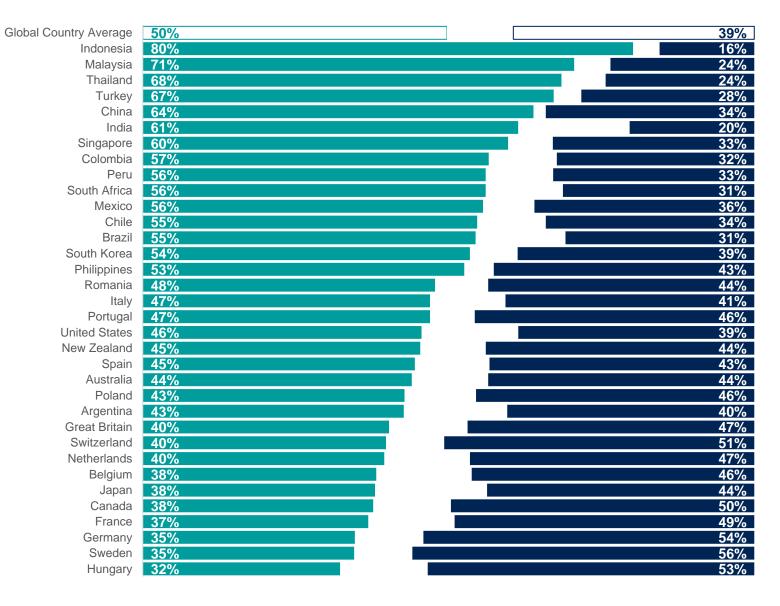


Likely

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





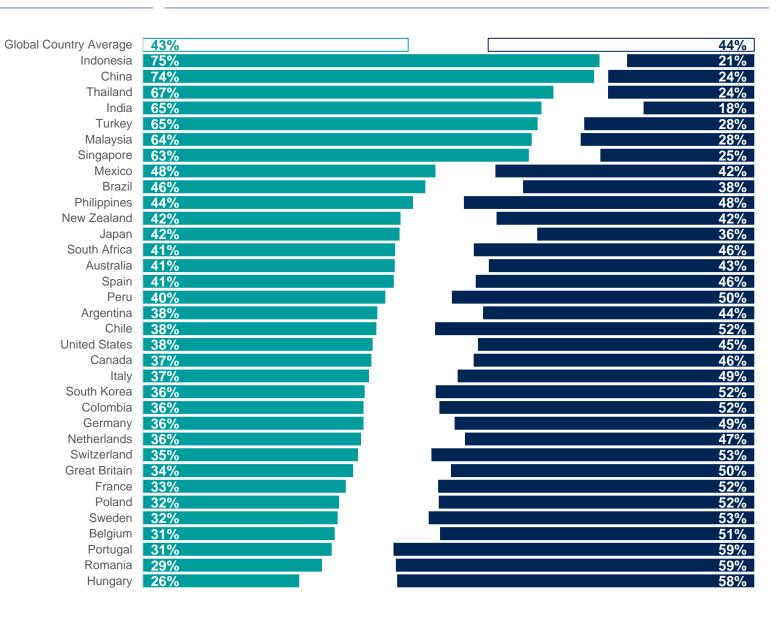
Likely

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







Global Country Average

41%

56%

India **57%**

Philippines

49%

27% 42%

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

I will use social media less

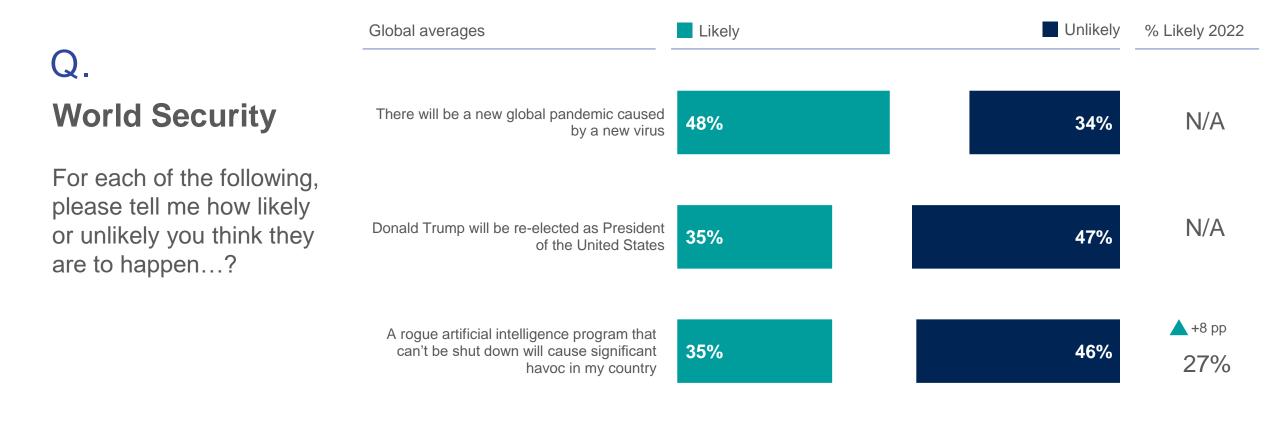






WORLD SECURITY IN 2024





Base: 25,292 adults aged 18 years and older in India, 1874 in Canada, Malaysia, New Zealand, South Africa,
Turkey, and the United States, 20-74 in Thailand, 21-74 in

31%

The war in Ukraine will end in 2024



-9 pp

40%

47%

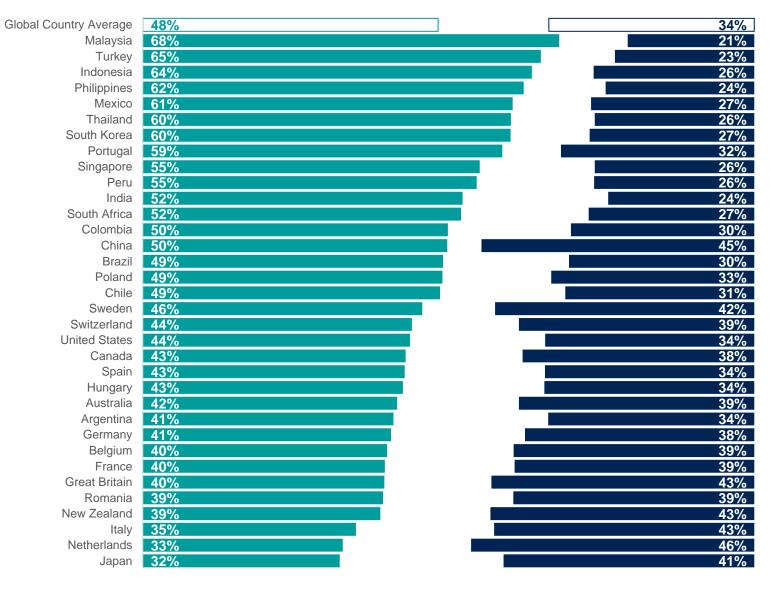
Indonesia and Singapore, and 16-74 in all other countries.

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 a new global pandemic caused by a new virus

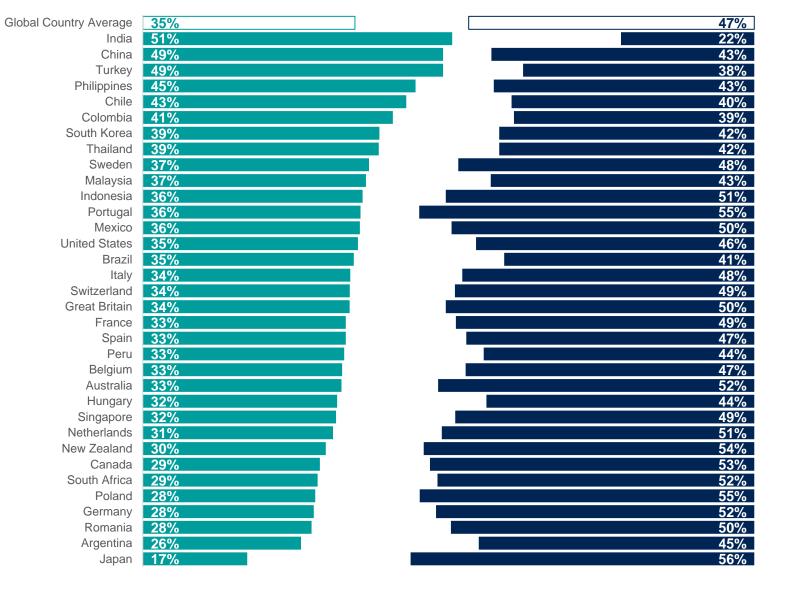




Q

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





Market

Likely

Unlikely

Change vs 2022

8%

5%

#N/A

-1%

4%

12%

9%

9%

6%

-2%

11%

9%

#N/A

10%

10%

10%

16%

11%

10%

9%

-1%

11%

2%

10%

1%

1%

7%

10%

#N/A

3%

11%

7%

5%

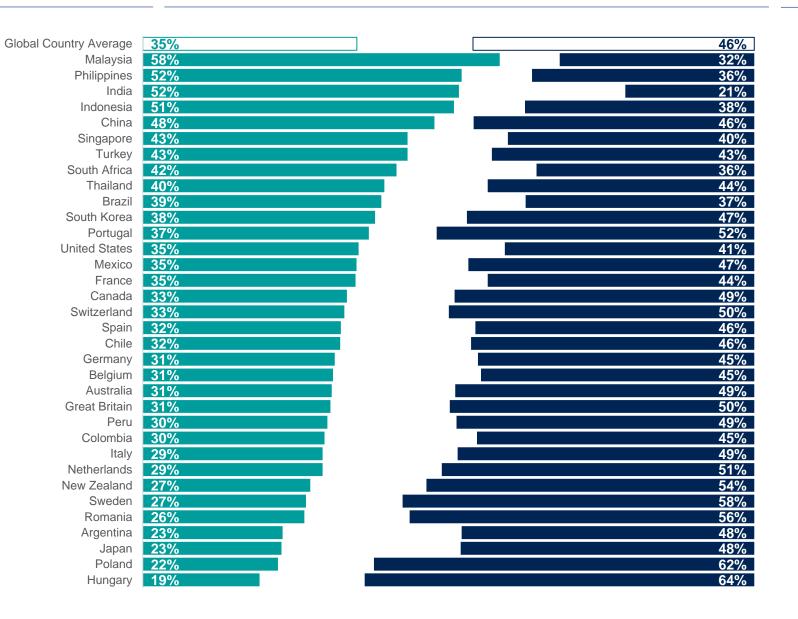
6%

7%

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







Market

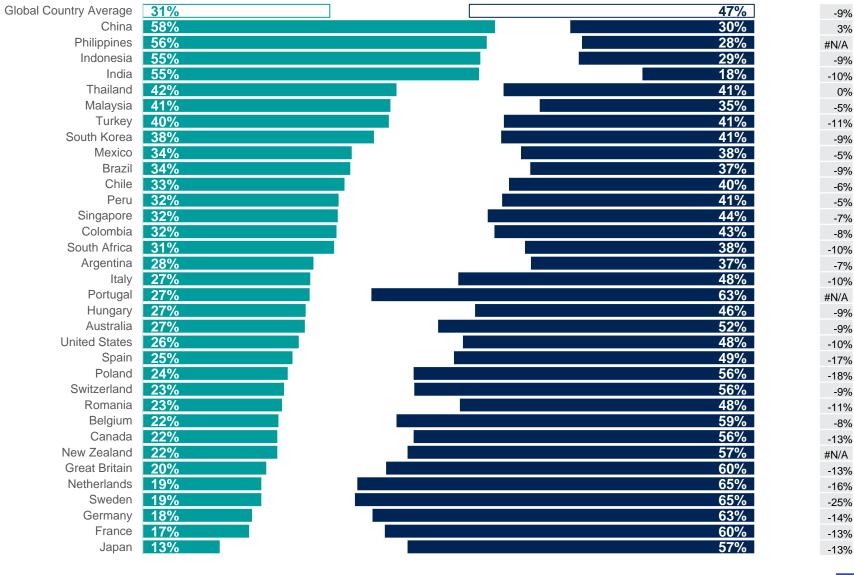
Likely

Unlikely

Change vs 2022

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





Market Likely Unlikely

Change vs 2022

0%

-2%

-4%

7%

#N/A

6%

4%

-2%

2%

3%

1%

-2%

0%

-1%

-6%

1%

3%

2%

-2%

5%

#N/A

-3%

1%

-1%

2%

1%

-3%

0%

3%

3%

-2%

#N/A

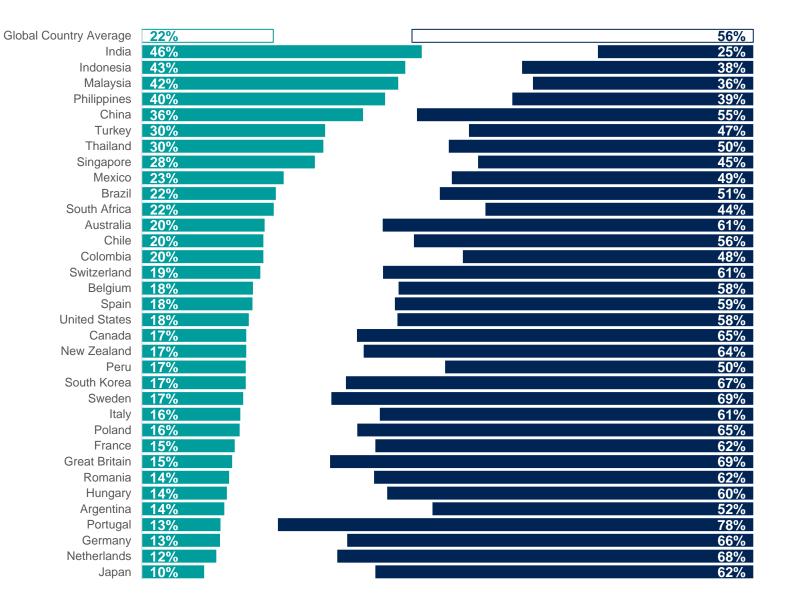
-6%

-3%

0%

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

An asteroid will hit the Earth



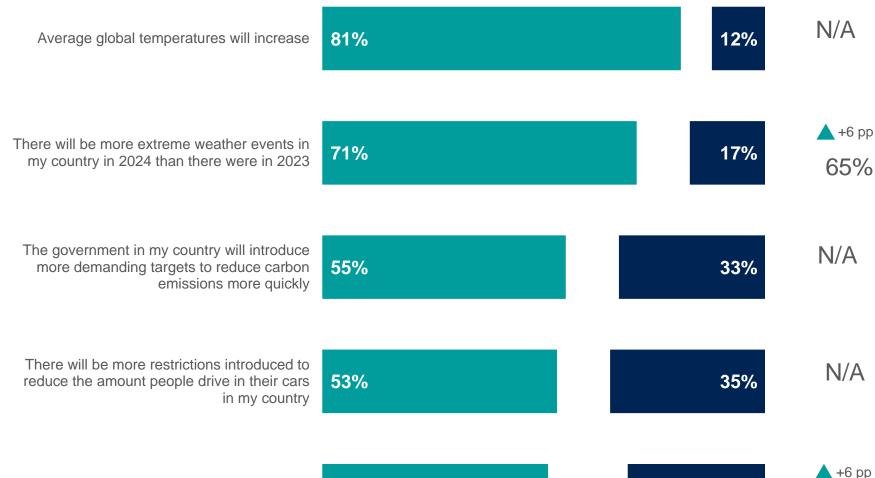




Q.

Environment

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



51%

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





A natural disaster will hit a major city in my

Global Country Average

81%

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

Average global temperatures will increase

12% 4% 94% Indonesia 5% 93% Portugal 88% 8% Singapore 87% 10% Mexico South Korea 86% 10% Peru 85% 11% Chile 85% 9% 85% 9% France Colombia 84% 11% Malaysia 84% 11% 15% China 84% 84% 11% Turkey Great Britain 83% 9% 12% 83% Philippines 11% 82% Spain 82% Belgium 10% 11% 82% New Zealand Italy 80% 13% 80% 11% South Africa 11% 80% Netherlands Hungary 80% 12% 12% 79% Brazil 13% Poland 78% Argentina 78% 13% Japan 78% 11% 77% 16% Thailand 15% Sweden 76% 15% Australia 76% Switzerland 76% 17% 75% 16% Germany 75% 17% Canada 73% 21% Romania 70% 13% India United States 68% 16%



Market

Likely

Unlikely

Change vs 2022

6%

#N/A

2%

7%

8%

4%

10%

#N/A

6%

3%

8%

#N/A

1%

8%

3%

7%

11%

6%

5%

3%

8%

1%

9%

4%

12%

4%

-3%

2%

-4%

1%

-6%

2%

8%

-2%

3%

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

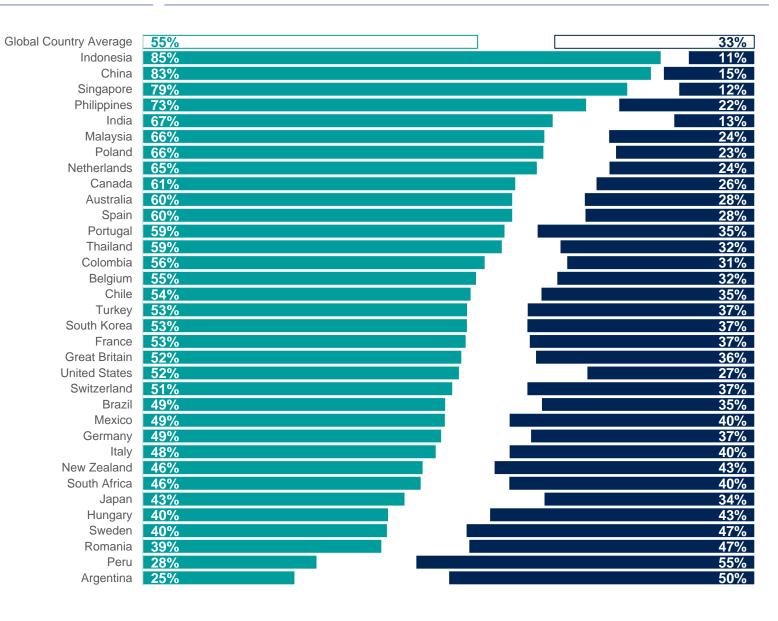
There will be more extreme weather events in my country in 2024 than there were in 2023

Global Country Average 71% 17% 87% Portugal 85% 10% Indonesia 79% 13% Chile 78% 13% Great Britain 78% 13% France 77% 13% Turkey 77% 16% Philippines 76% 16% Singapore 75% 16% Australia 75% 17% Mexico 16% New Zealand 74% 74% 14% Spain 73% 19% South Korea 73% 17% Malaysia 13% 73% South Africa 72% Peru 16% 16% 72% Belgium Canada 71% 16% 71% 16% Italy 18% 70% Sweden 69% 19% Netherlands 69% 18% Brazil 69% 18% Hungary China 67% 28% 67% 16% Japan 17% Colombia 66% 66% 21% Poland 17% 65% India United States 65% 19% 64% 27% Thailand 20% 62% Argentina 62% 25% Romania 60% 23% Germany 25% Switzerland 60%



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

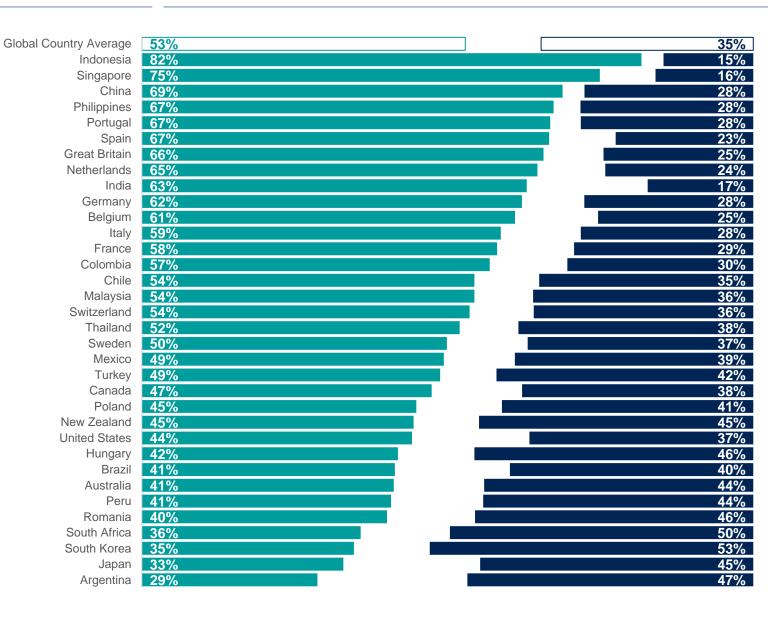




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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







 Ω

Market Likely

Unlikely

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%

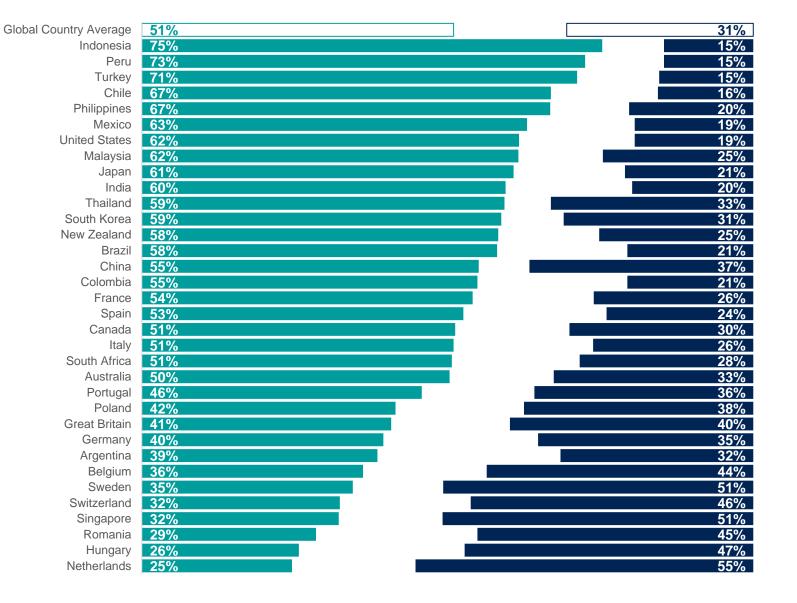
2%

-3%

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







SOCIETY IN 2024

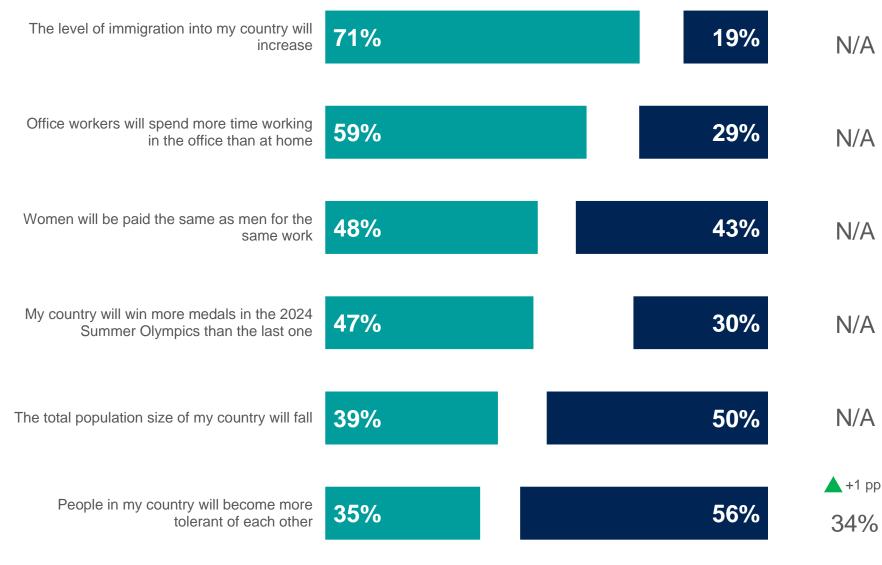






Society

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





Likely

Q

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

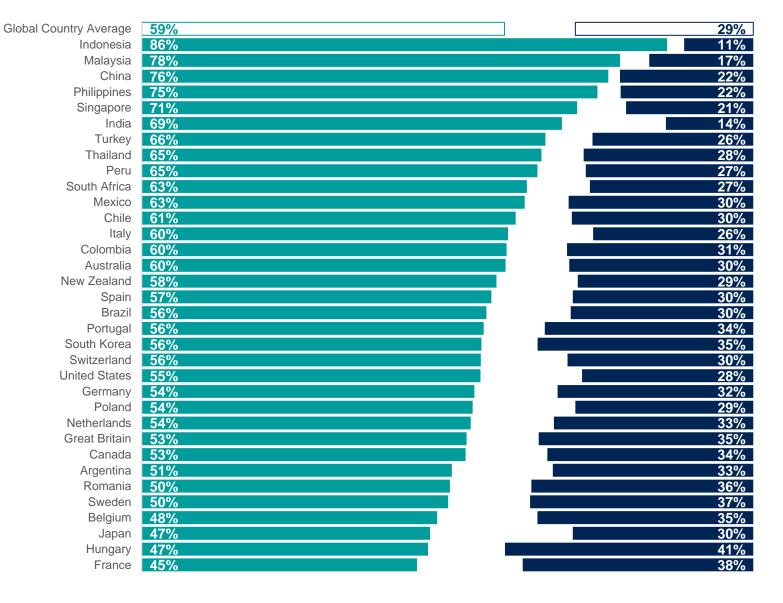
The level of immigration into my country will increase

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%



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

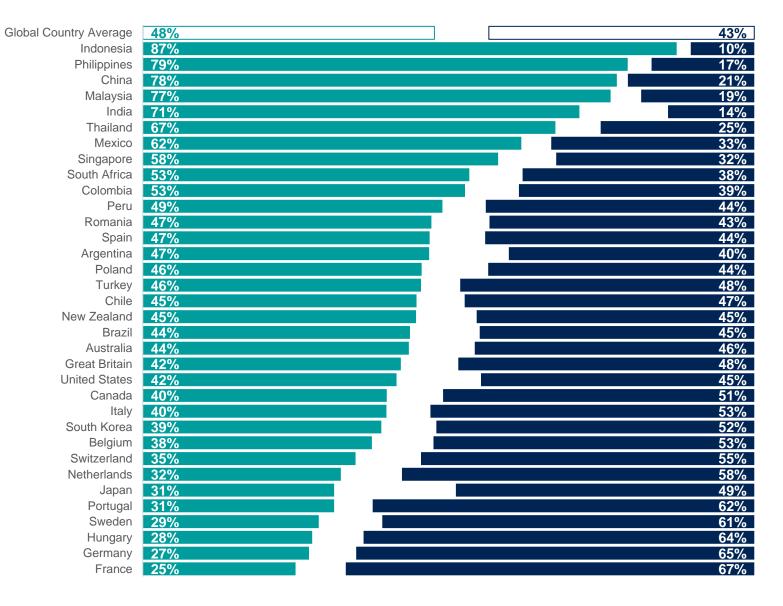
Office workers will spend more time working in the office than at home





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

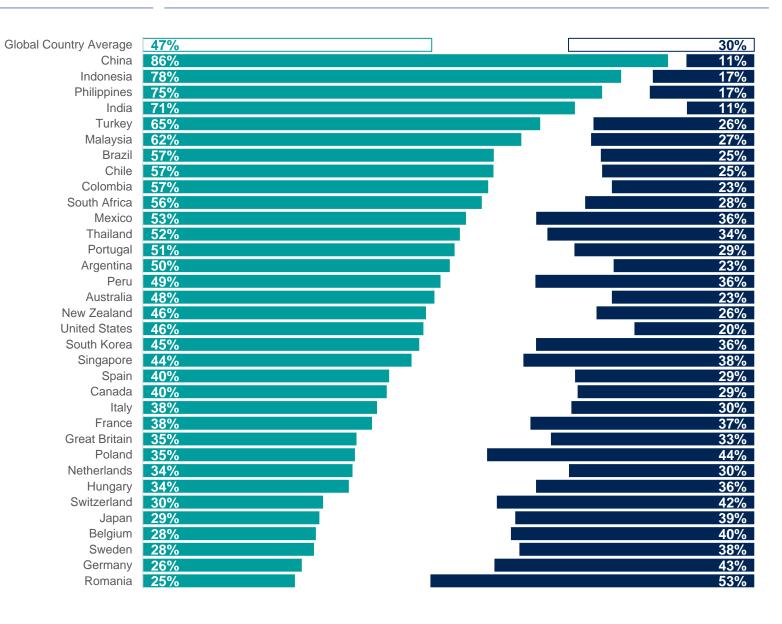




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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



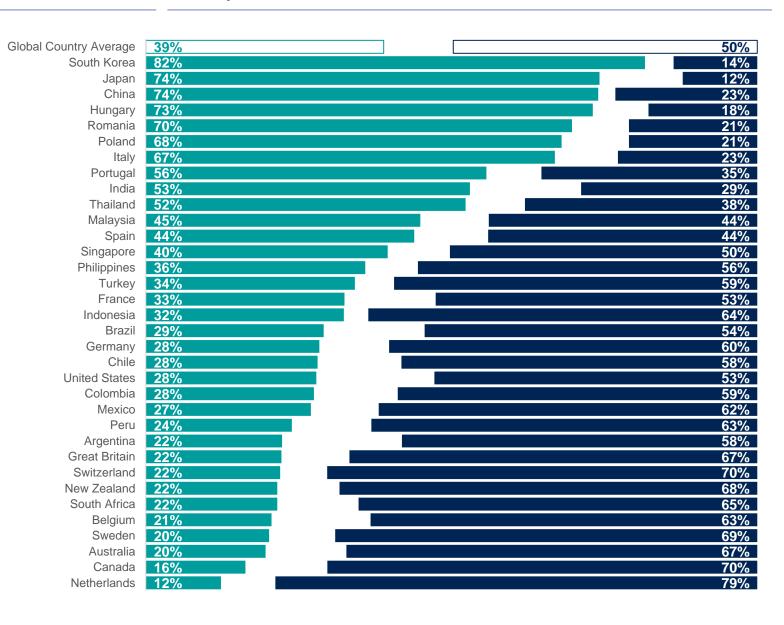




For each of the following, please tell me how likely or unlikely you think they are to happen...?

The total population size of my country will fall







Market Likely Unlikely

Change vs 2022

0%

1%

6%

8%

#N/A

1%

4%

5%

0%

7%

10%

0%

0%

10%

#N/A

3%

-6%

2%

0%

5%

-1%

-4%

8%

3%

0%

-10%

0%

1%

4%

1%

6%

-10%

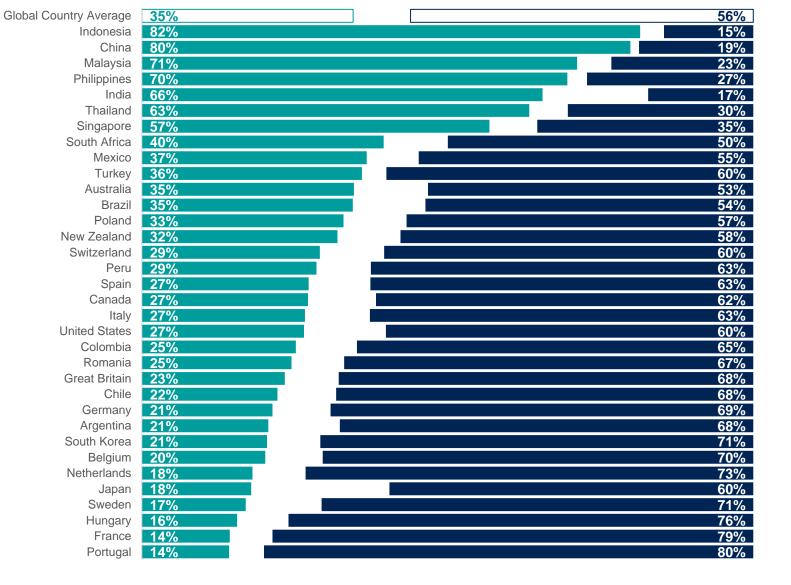
2%

-2%

#N/A

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







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

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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

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