

# PREDICTIONS 2025 REPORT

A 31-Country Ipsos  
Global Advisor Survey

December 2024



# Some key numbers on how the global public is feeling

## 2024 in retrospect



**65%**

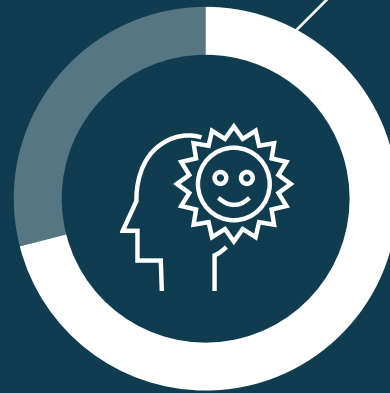
on average across 31 countries say **"2024 was a bad year for my country"**, down from 70% last year and 73% the year before.



**51%**

on average across 31 countries say **"2024 was a bad year for me and my family"**, down from 53% last year and 56% the year before.

## Outlook for 2025



**71%**

on average across 31 countries say they are **"optimistic that next year will be a better year than this year"**, up from 70% last year and 65% the year before.



**51%**

on average across 31 countries say **"The global economy will be stronger next year than it was this year"**, up from 50% last year and 46% the year before.

# Some key numbers on the outlook for 2025

The outlook for  
2025: **Environment**



**80%**

on average across 31 countries say "**Average global temperatures will increase**", down from 81% last year.

The outlook for  
2025: **Economy**



**79%**

on average across 31 countries say "**Prices in ... [COUNTRY] will increase faster than people's incomes**", unchanged from last year.

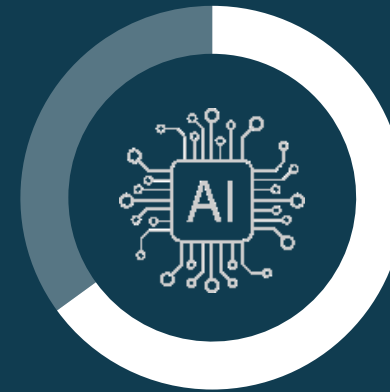
The outlook for  
2025: **Society**



**67%**

on average across 31 countries say "**The level of immigration into my country will increase**", down from 71% last year.

The outlook for  
2025: **Technology**



**65%**

on average across 31 countries say "**Artificial Intelligence will lead to many new jobs being lost in my country**", up from 64% last year.

The outlook for  
2025: **Security**



**47%**

on average across 31 countries say "**There will be a new global pandemic caused by a new virus**", down from 48% last year.

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# Key findings



## 2024 in retrospect

Despite the cost-of-living crisis and conflicts around the world, **fewer people say this year was bad**. Two-thirds (65%) say 2024 was a bad year for my country, down 5pp since last year and this is the lowest figure since 2019. One in two (51%) say this year was a bad year for my family, down 2pp since 2023.



## Outlook for 2025

However, **positivity for the new year is yet to return to pre-COVID levels**. Seven in ten (71%) say they are optimistic 2025 will be better than this year. Higher than in 2022 (65%), but below the level of positivity seen before the pandemic when three in four were thought the next year would be better.



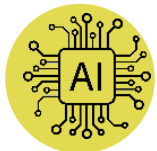
## The public outlook for the economy for 2025

Globally, people's economic outlook remains relatively unchanged on most measures for 2025 compared to what we saw last year.

Concerns persist with a majority anticipating **higher prices, taxes, and unemployment** in their country. A significant 79% of respondents across 33 countries believe that prices will increase faster than incomes in 2025, a figure unchanged since 2022. Similarly, expectations for higher taxes remain substantial at 74%, which is consistent with the findings of the previous year.

The **one major exception to these relatively static perceptions of the economy is regarding interest rates**. Expectations for higher interest rates in 2025 have decreased globally, with 61% of respondents anticipating a rise compared to 70% in 2023. This nine-percentage point drop suggests a growing belief that interest rate hikes may be nearing their peak.

# Unease about the role of technology and world security isn't going away



## The public outlook for technology for 2025

### Navigating a world of technological dualities.

The global public continues to hold a complex and often contradictory view of technology's future, marked by both anticipation and apprehension. Globally, the **fear of AI-driven job losses** (65%) continues to outweigh the expectation of AI-driven job creation (43%). This trend echoes previous years, but the gap appears to be slightly narrowing.

Optimism shines in China, where 77% foresee AI creating jobs, while concerns dominate in Japan, with 65% predicting job losses.



## The public outlook for world security for 2025

### A sense of unease permeates as people grapple with a complex and uncertain future.

A **prevailing sense of unease** characterises global expectations for world security in 2025. While pandemic fears have slightly subsided (47% globally, down 1 percentage point from 2023), the threat of nuclear conflict (49% likely) looms large, with Indonesians (79%) and Malaysians (67%) feeling particularly worried.

Anxiety around **rogue AI** remains unchanged from last year with 35% globally fearing significant disruption – a surprising response given this year's CrowdStike global outage event. This suggests a potential link between technological advancement and perceived security risks.



# Environmental concerns and social anxieties persist



## The public outlook for the environment for 2025

**Environmental concerns persist while faith in government action and technological solutions wane.**

Global anxieties surrounding climate change persist, with 80% expecting rising global temperatures, (-1 percentage point from 2023), this is significantly more than the 71% who agreed with this statement in 2017 when we first asked this question. 72% globally also anticipate more extreme weather events (+1 percentage point from 2023).

This unease is reflected in the 42% who believe parts of their country will become uninhabitable due to extreme weather. Regional disparities are stark.

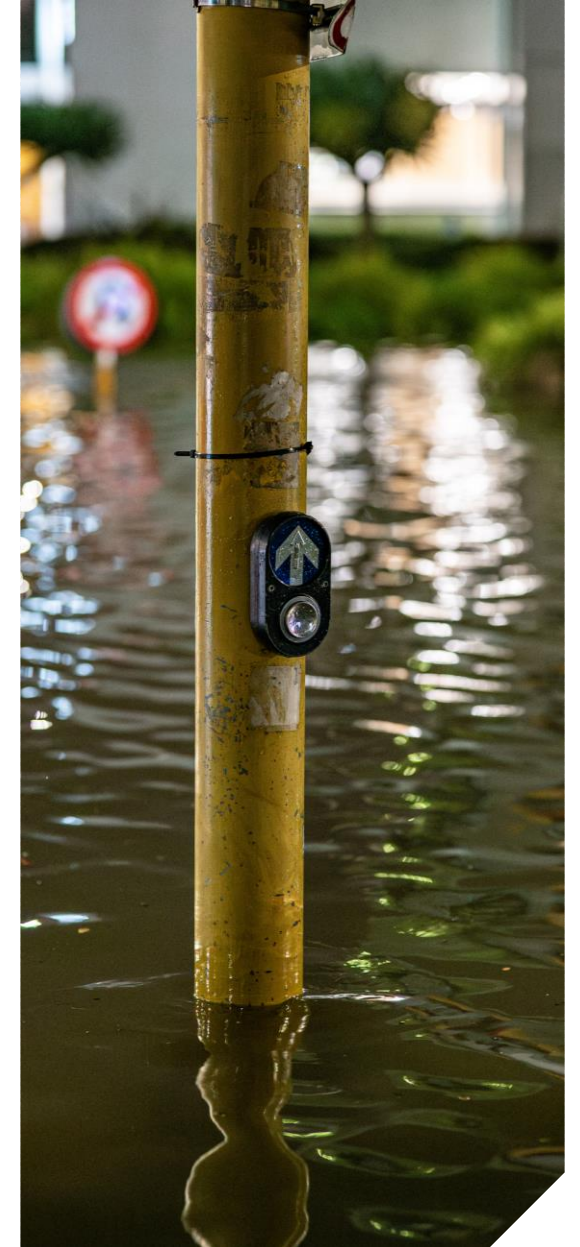


## The public outlook for society for 2025

**Societal anxieties persist, with low hopes for progress.**

Global anxieties around immigration, persistent gender inequality, and evolving work patterns dominate public expectations for 2025, while optimism for increased societal tolerance remains muted.

Globally, 67% of people anticipate increased immigration, down 4 percentage points from last year, despite this perception often diverging from actual migration trends. Countries like Türkiye (84%) and Spain (80%) express higher expectations than nations with historically higher immigration levels like the US (56%) and Canada (55%). This suggests anxieties, rather than empirical data, may be driving these perceptions.



# How was 2024 for you?

## 2024 in retrospect

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

Base: 23,721 online adults under the age of 75 across 33 countries, interviewed 25 October – 8 November 2024.

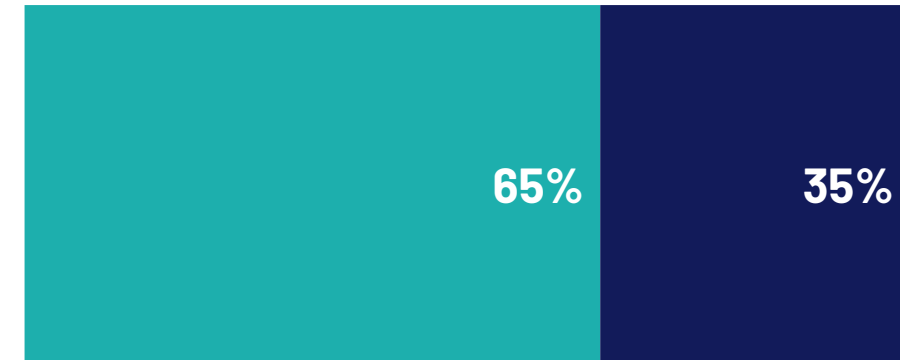
Global averages

Agree

Disagree

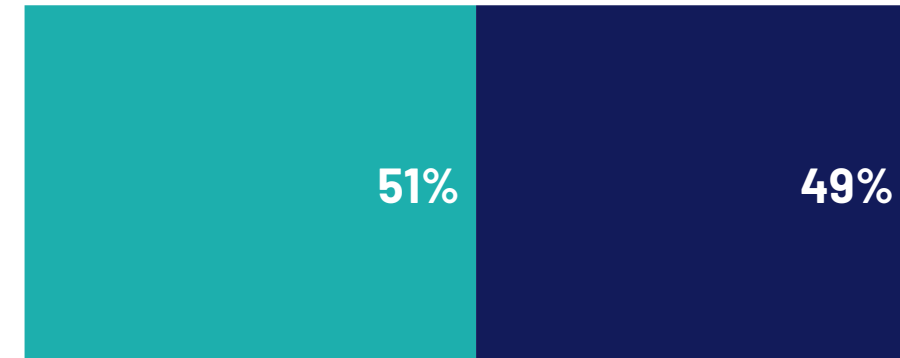
% Agree 2023

2024 was a bad year for my country



▼ -5 pp  
70%

2024 was a bad year for me and my family



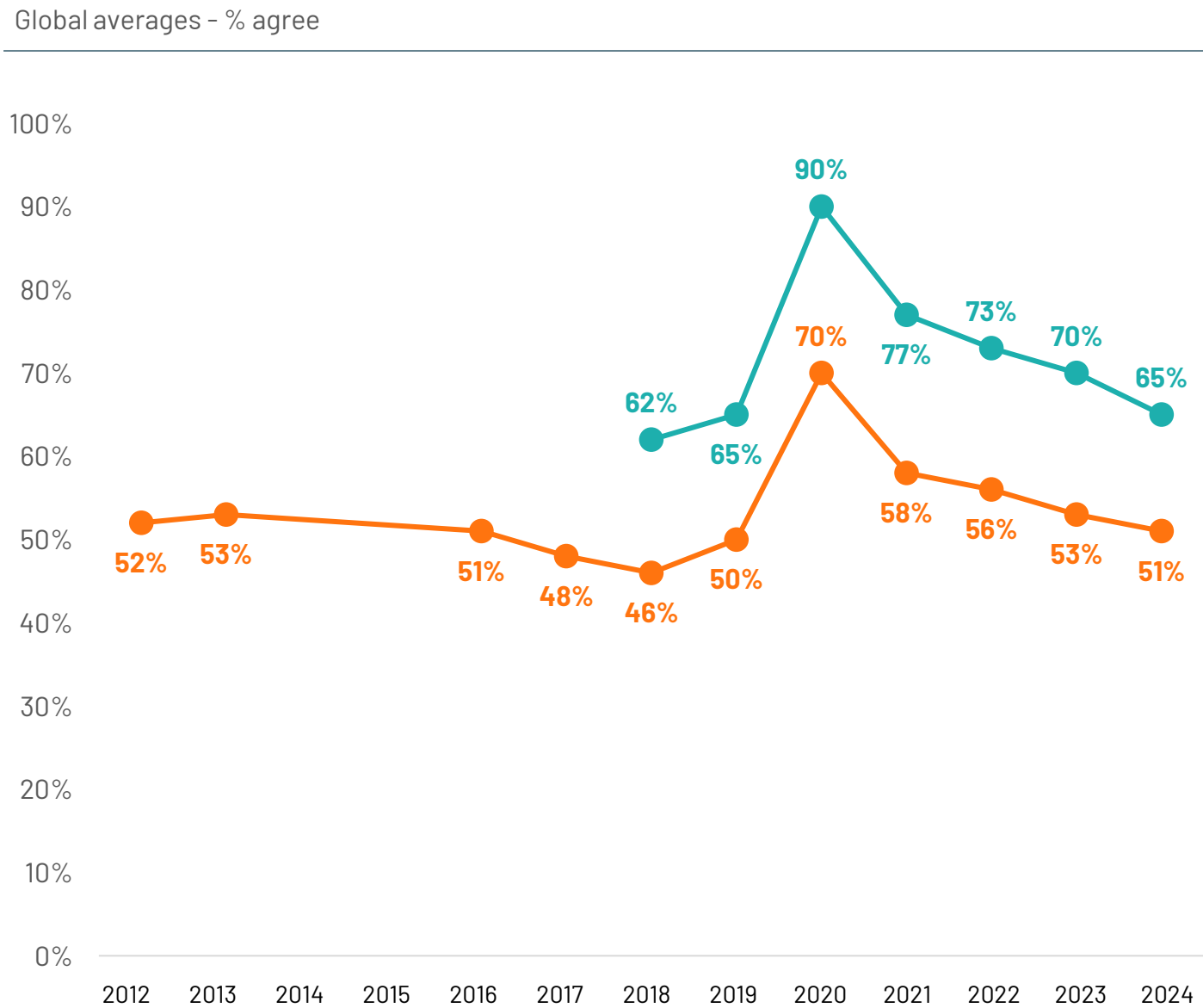
▼ -2 pp  
53%

# Q.

## 2024 in an historical context

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



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:

## 2024 was a bad year for my country

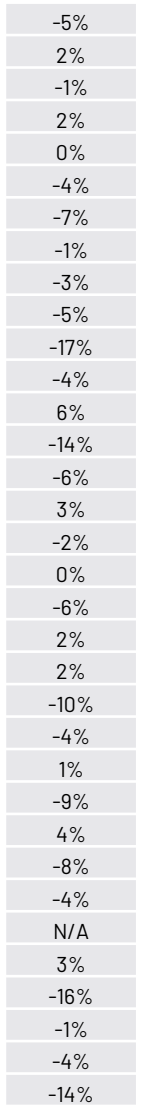
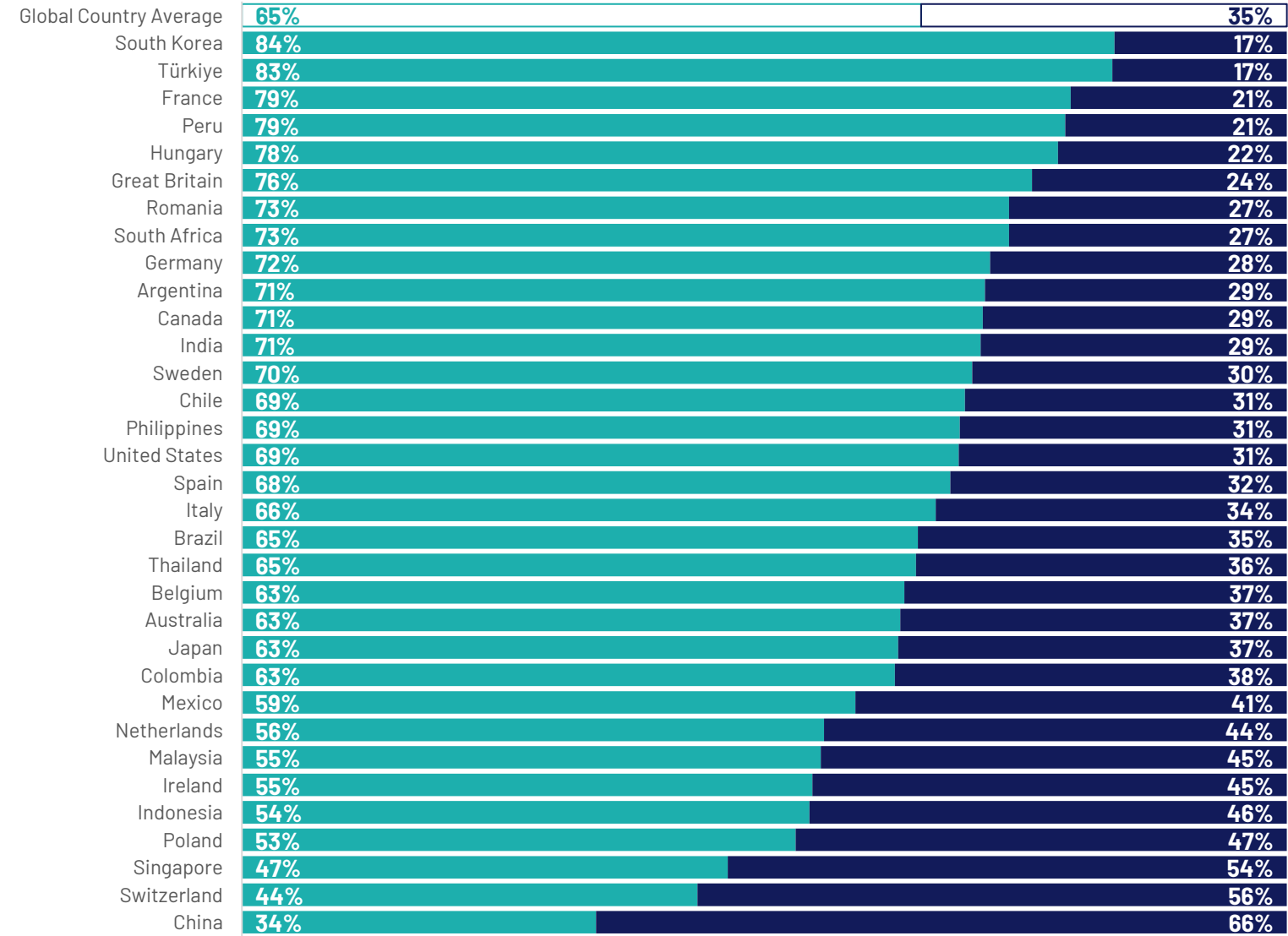
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Market

 Agree

 Disagree

Change agree vs 2023



Q.

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

## 2024 was a bad year for me and my family

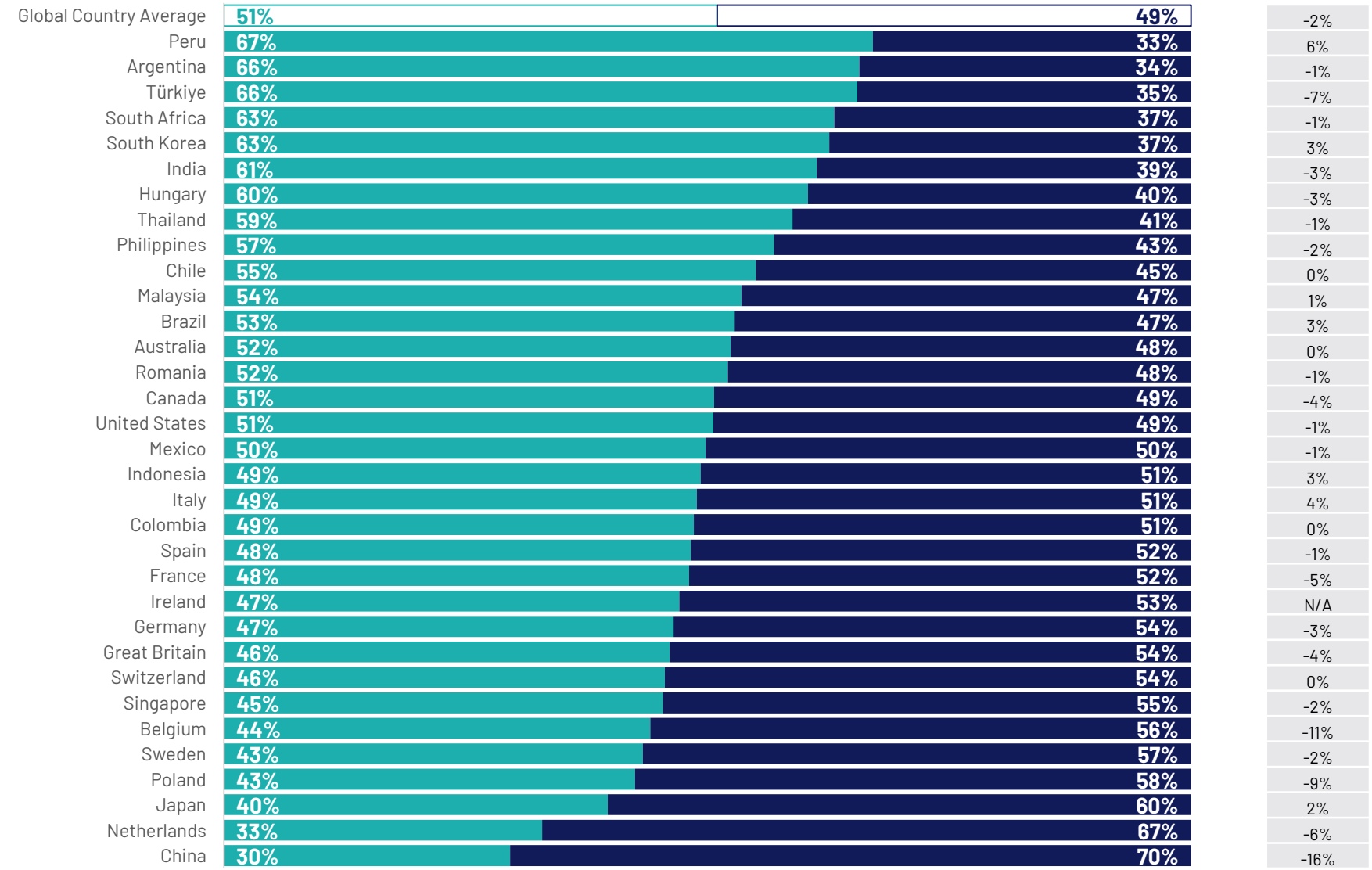
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Market

 Agree

 Disagree

Change agree vs 2023



# Expectations for 2025

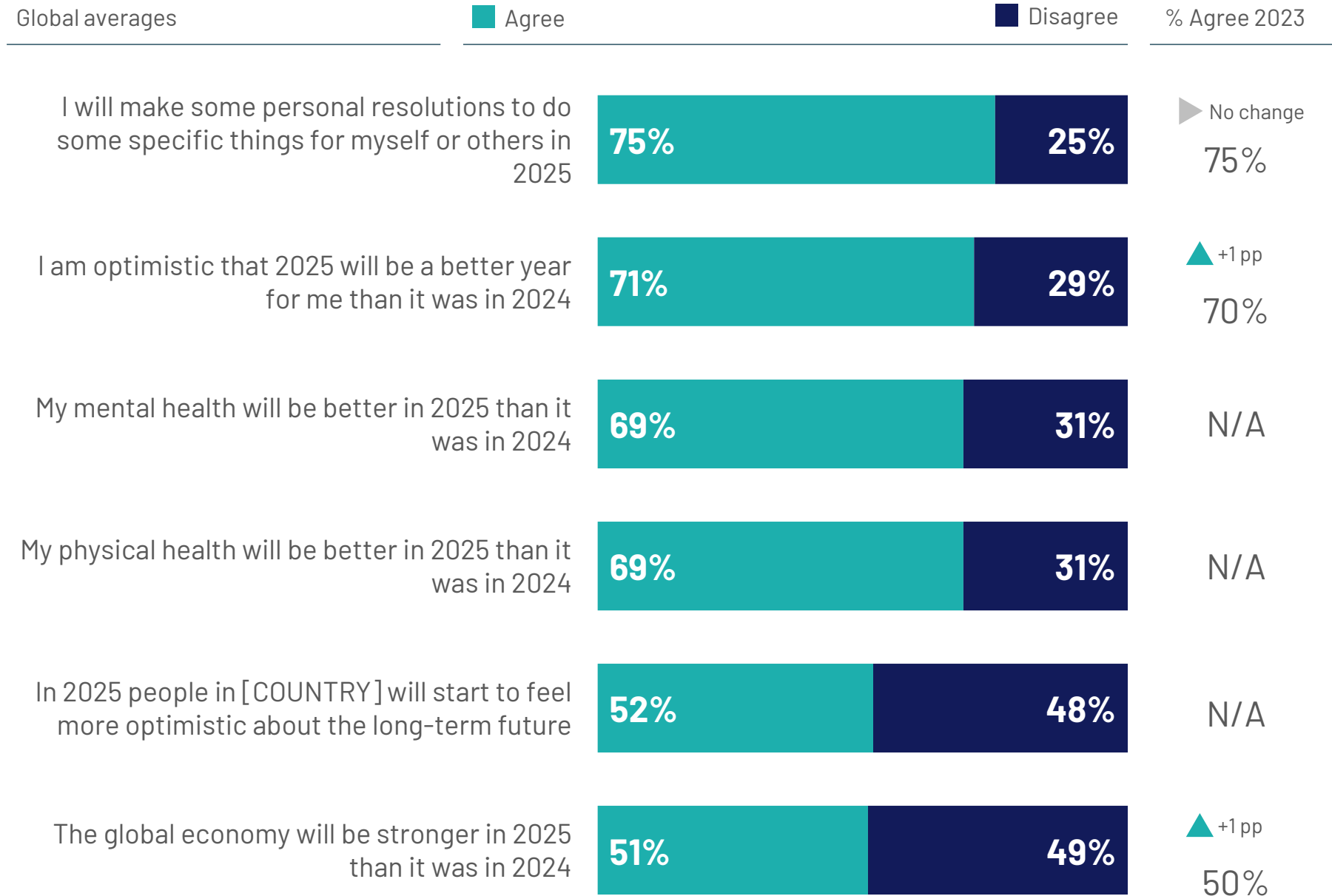


# Q.

## Outlook for 2024

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



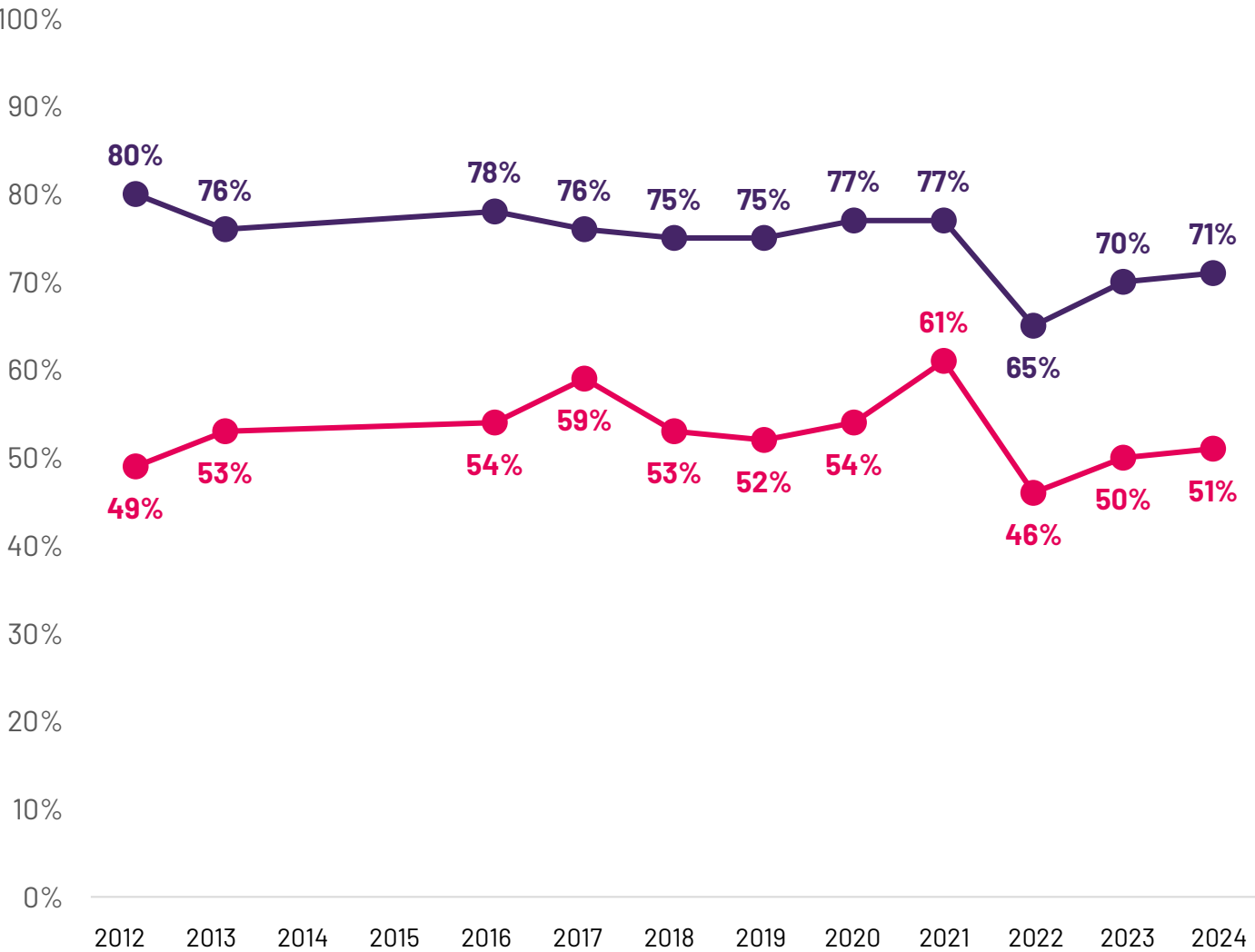
# Q.

## Outlook for 2025 in a historical context

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

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



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 2025**

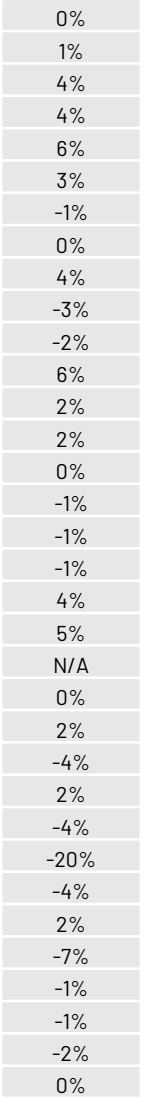
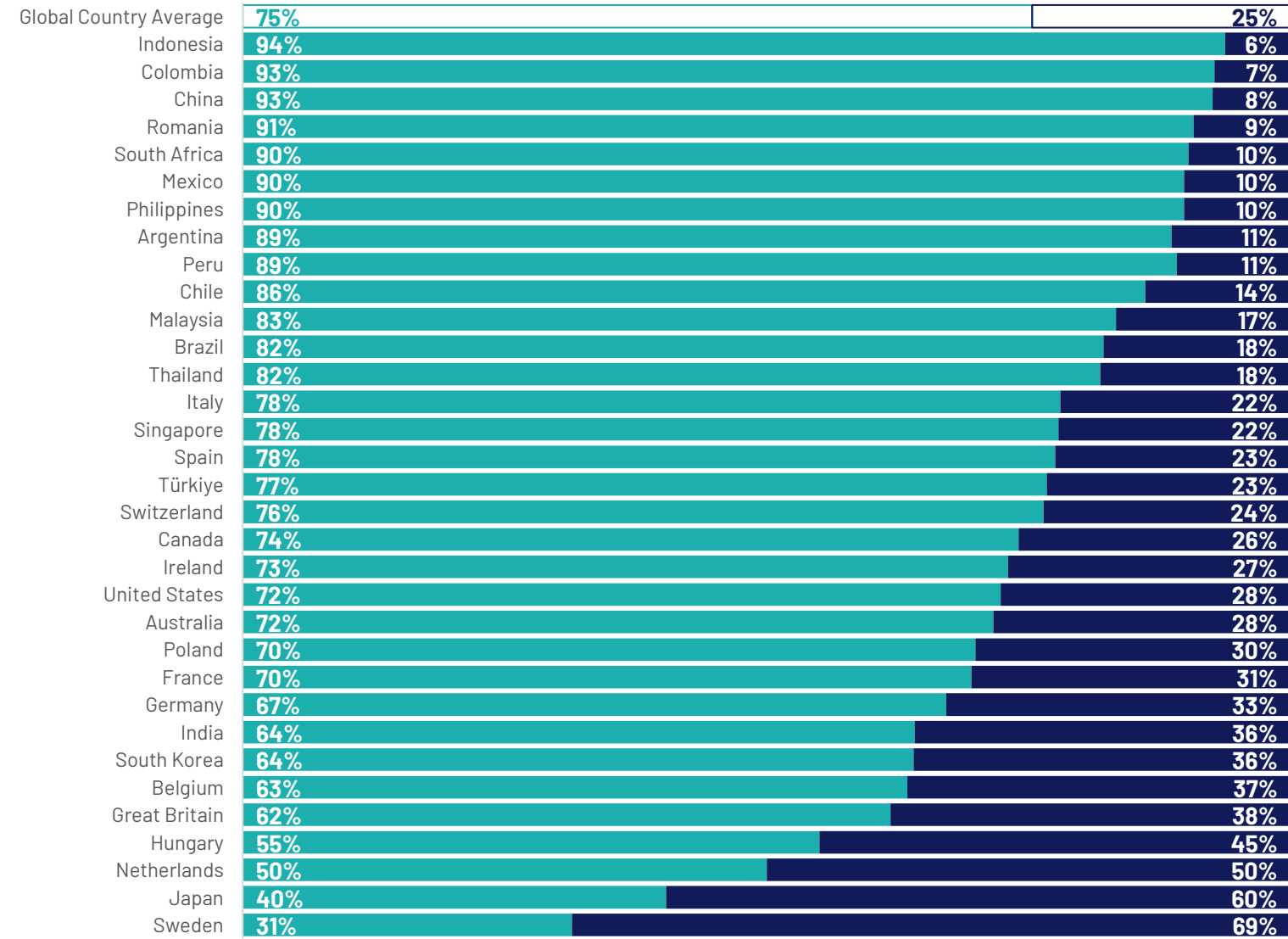
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Market

 Agree

 Disagree

Change agree vs 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 2025 will be a better year for me than it was in 2024**

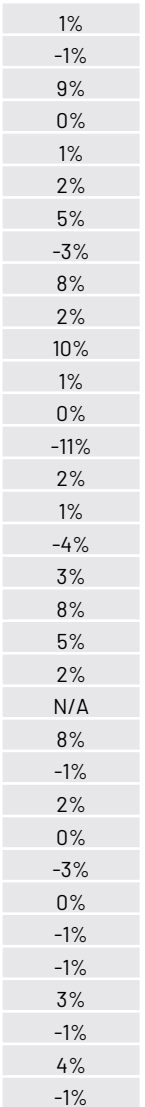
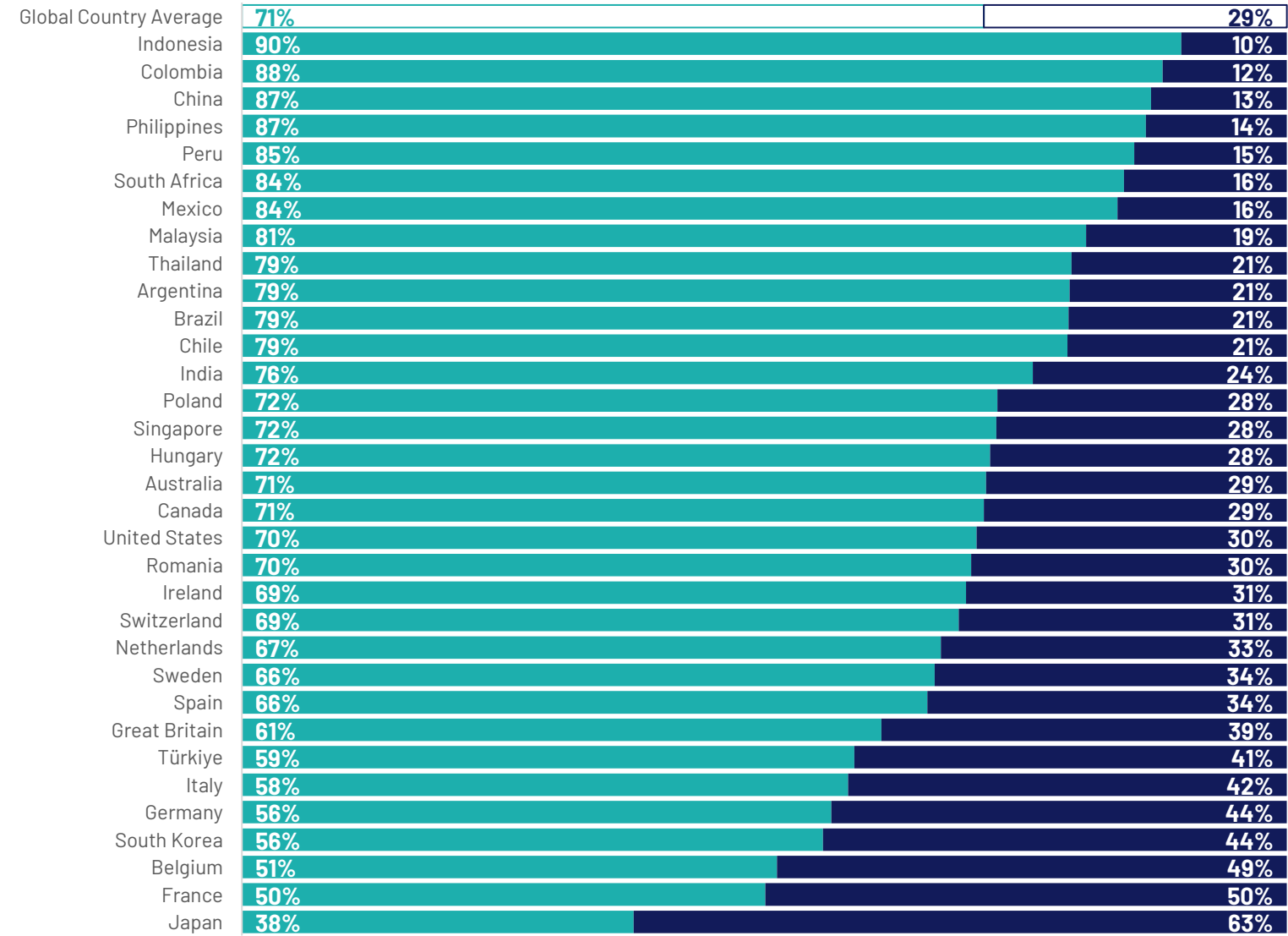
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Market

 Agree

 Disagree

Change agree vs 2023



Q.

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

**My physical health will be better in 2025 than it was in 2024**

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



Q.

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

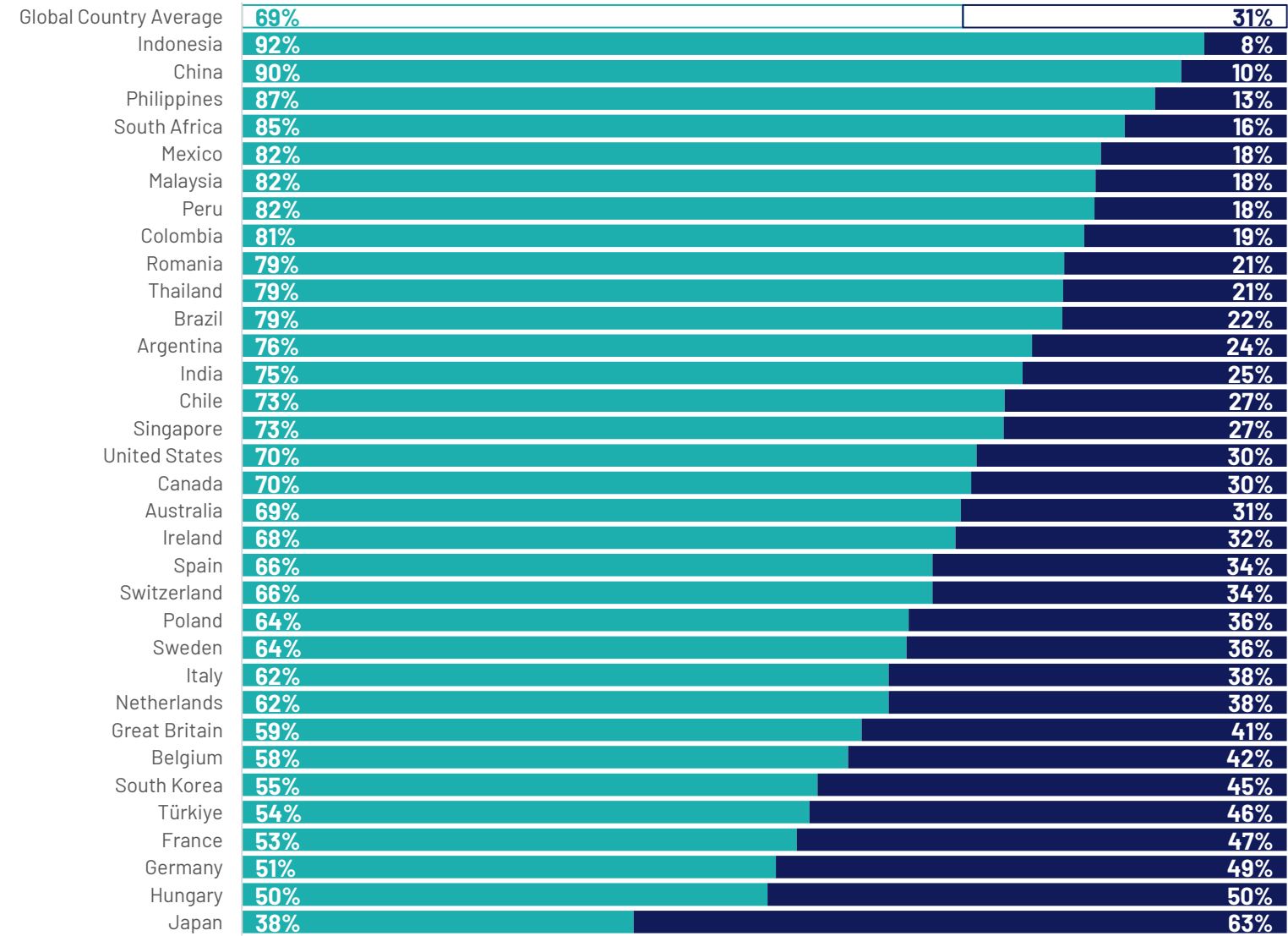
## My mental health will be better in 2025 than it was in 2024

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Market

Agree

Disagree

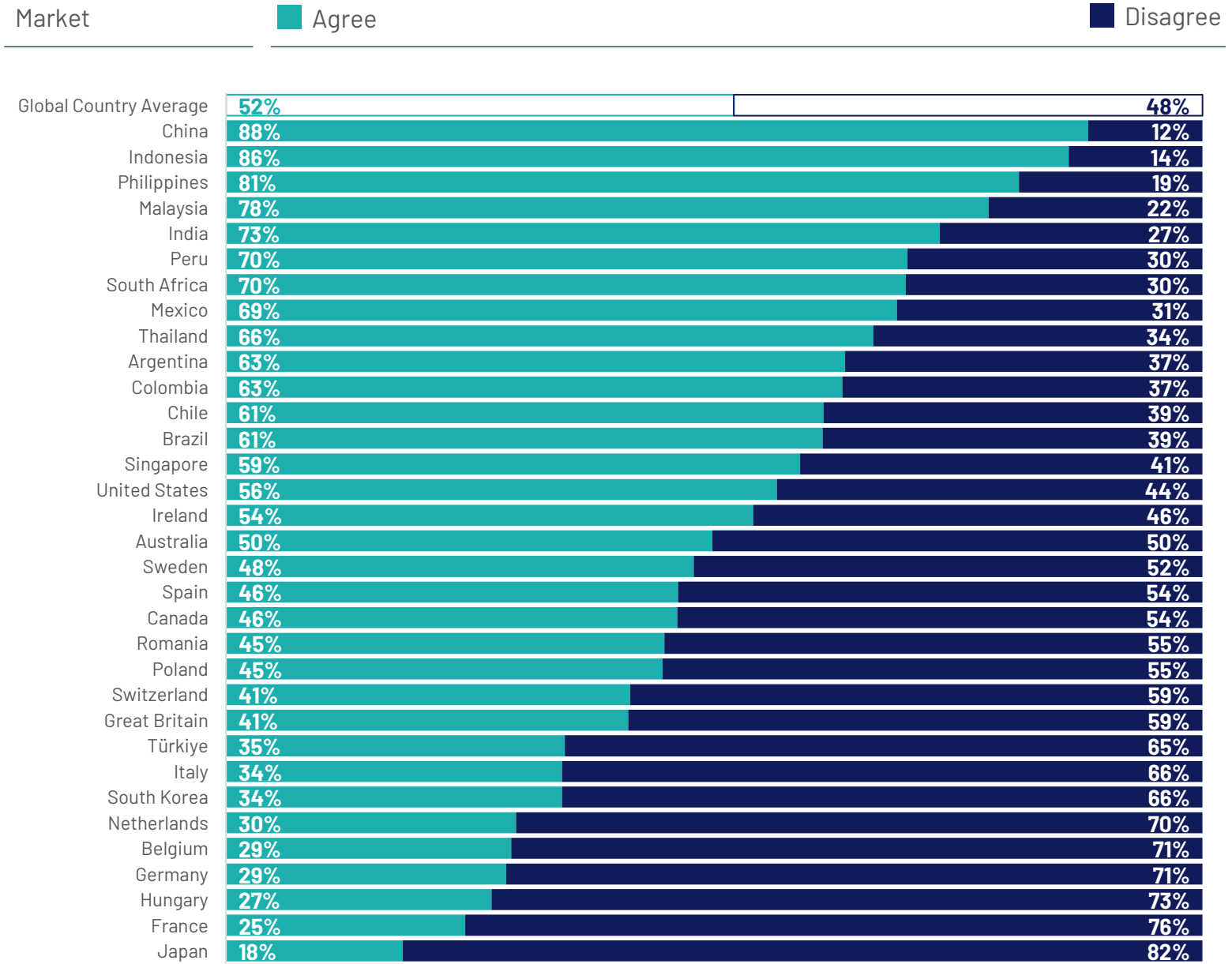


Q.

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

**In 2025 people in [COUNTRY] will start to feel more optimistic about the long-term future**

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



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 2025 than it was in 2024

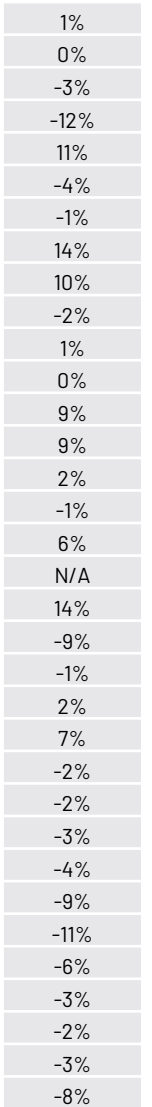
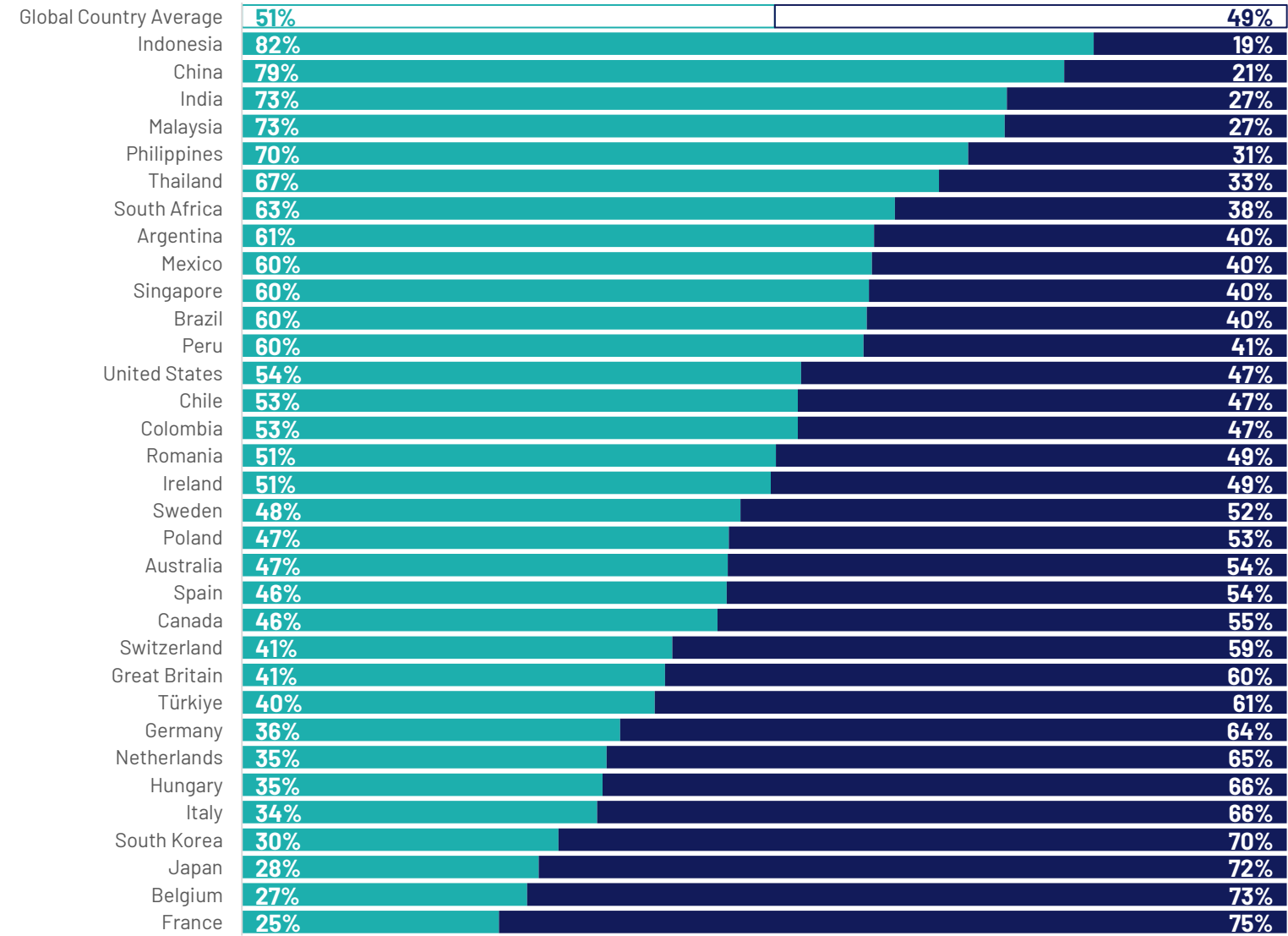
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Market

 Agree

 Disagree

Change agree vs 2023



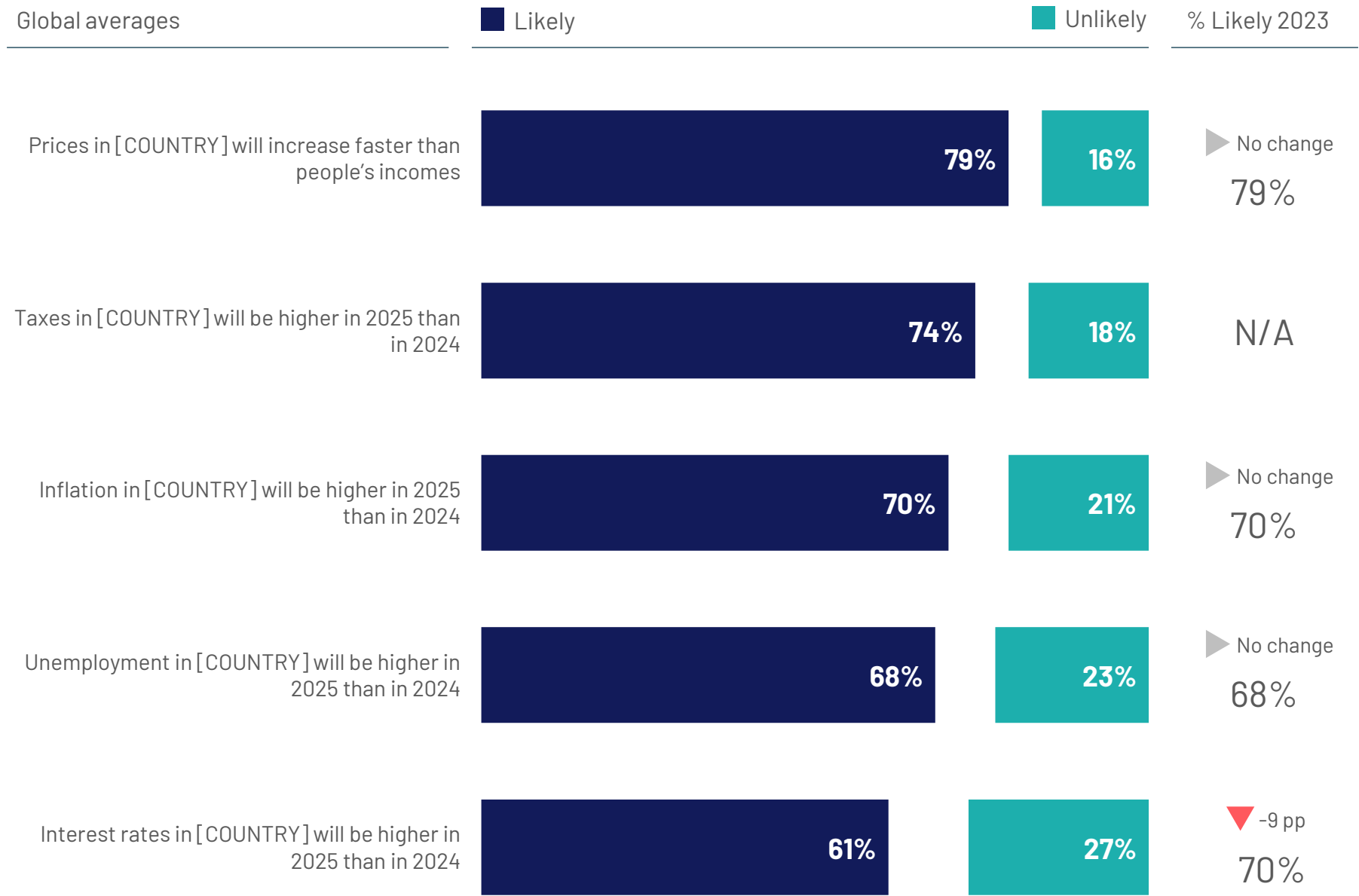
# Expectations for the Economy in 2025

Q.

# Economy

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

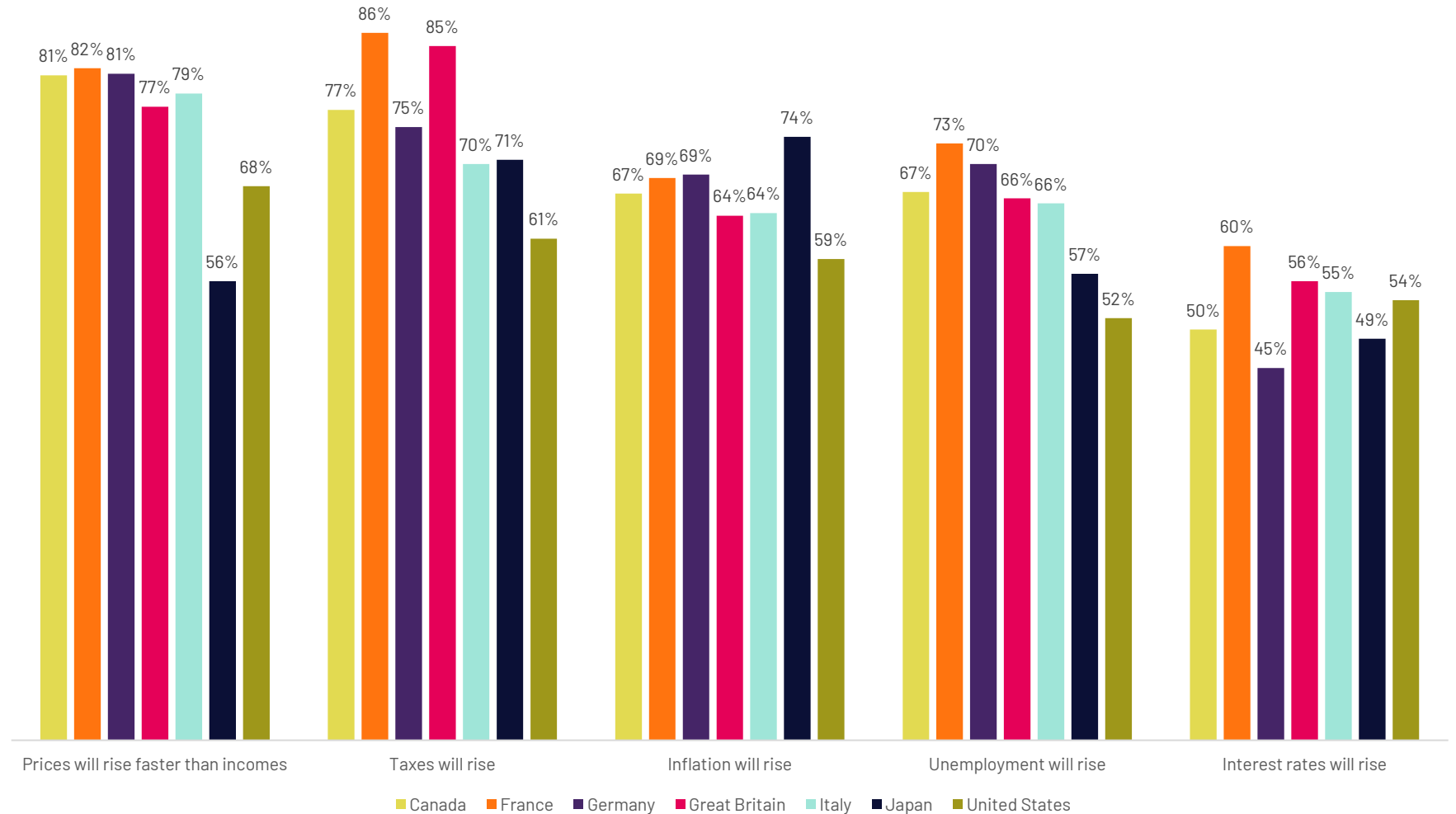


Q.

## Economy

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

% Likely: G7 markets



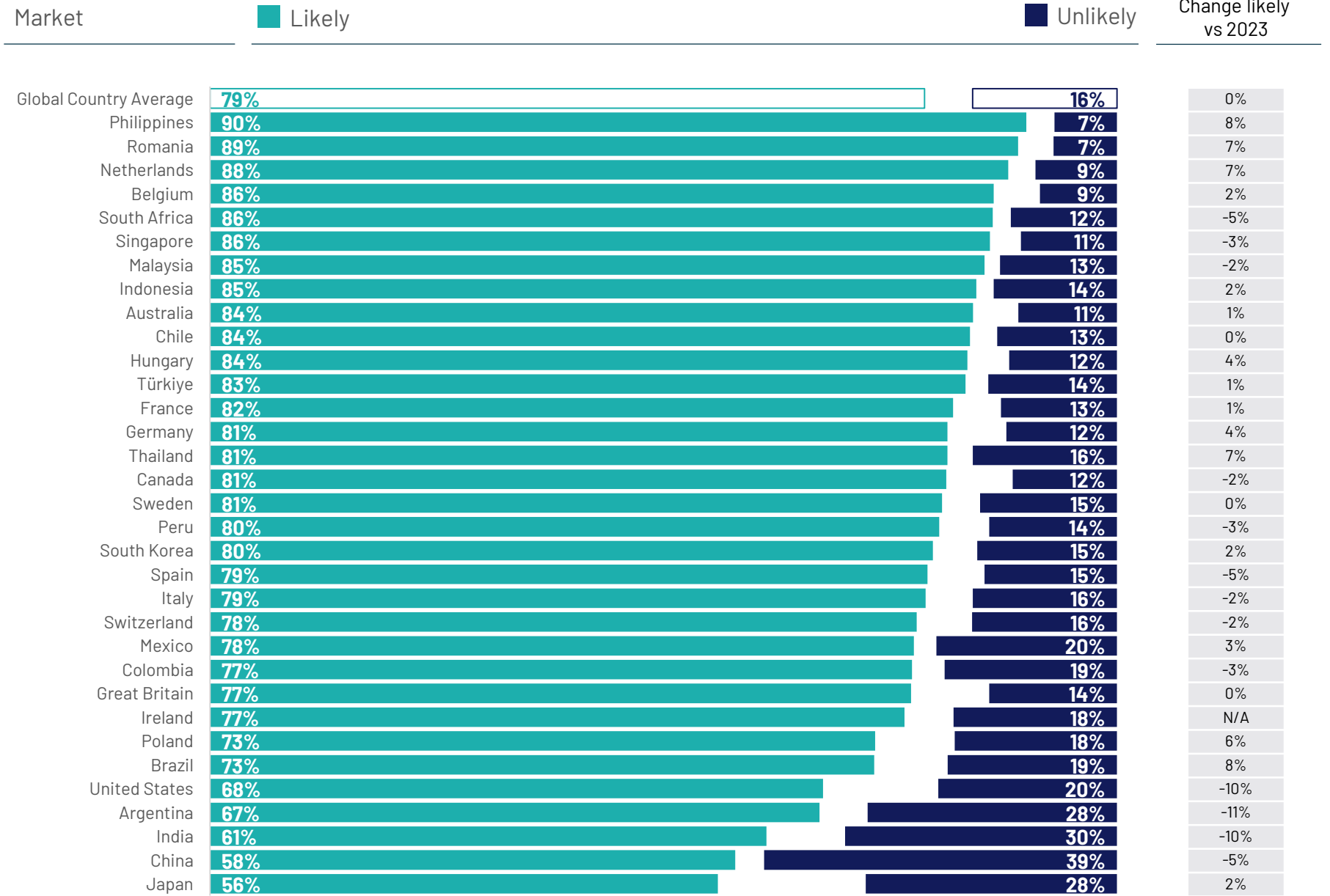
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Q.

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: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

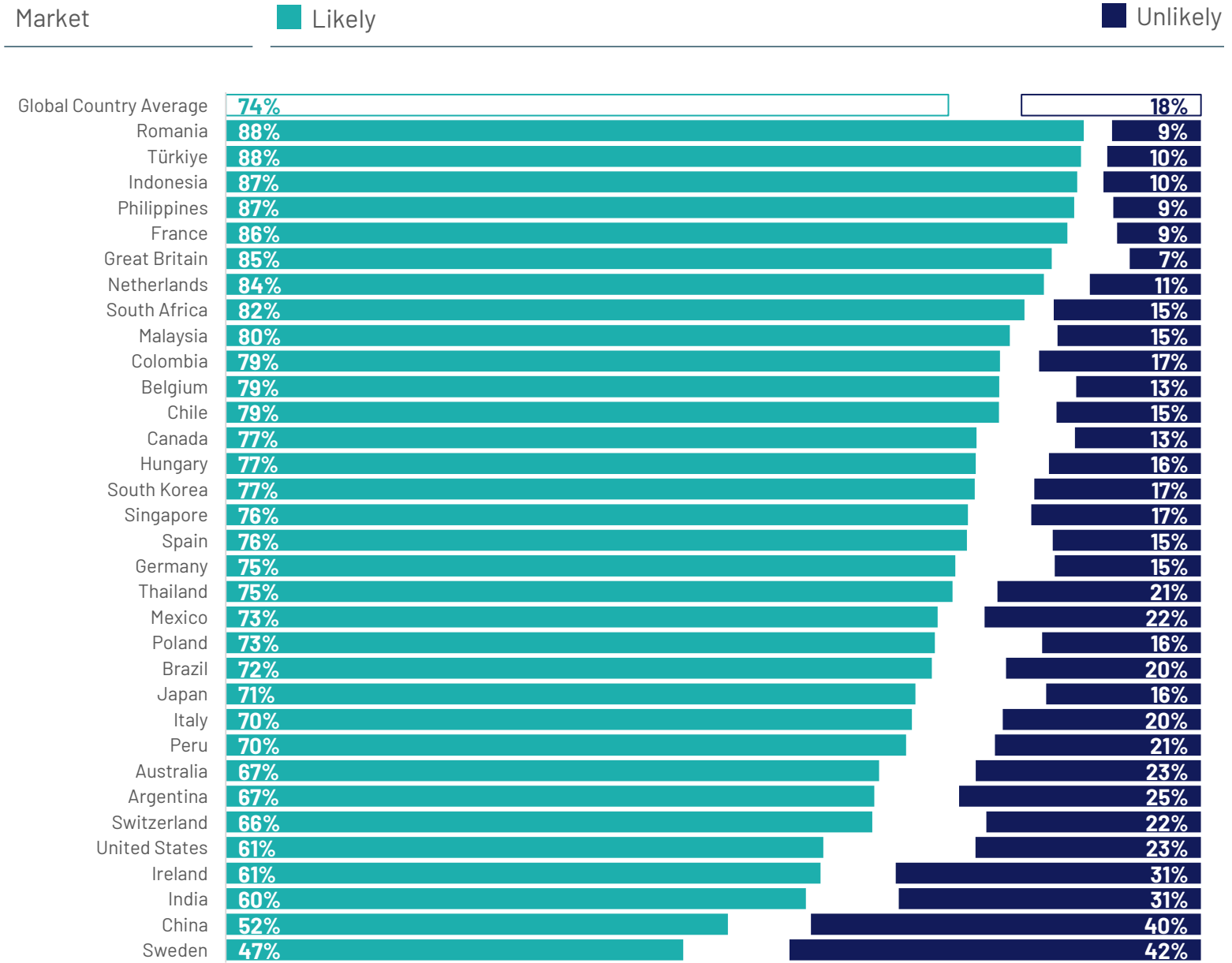


Q.

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

## Taxes in my country will be higher in 2025 than in 2024

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

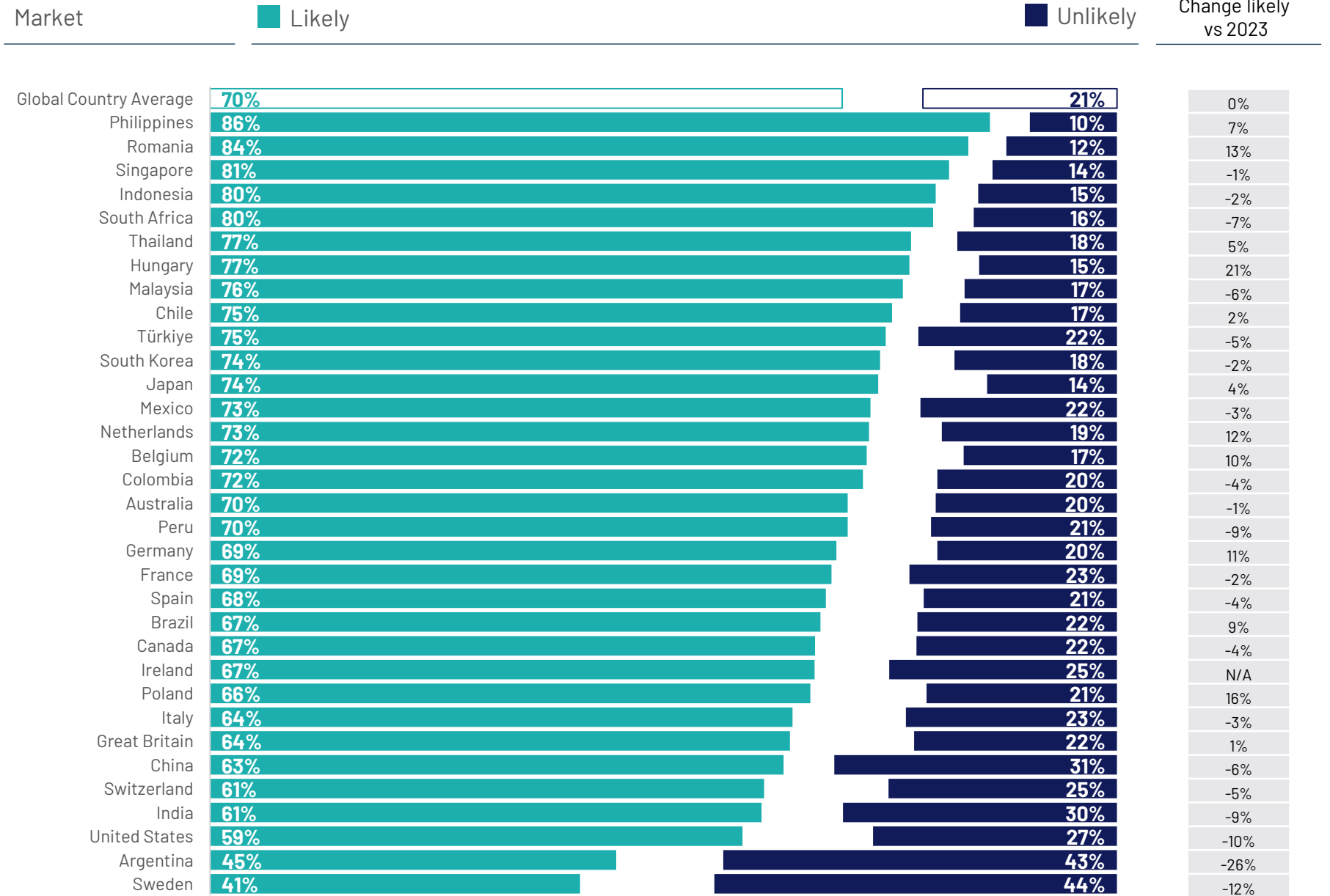


Q.

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 2025 than in 2024

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



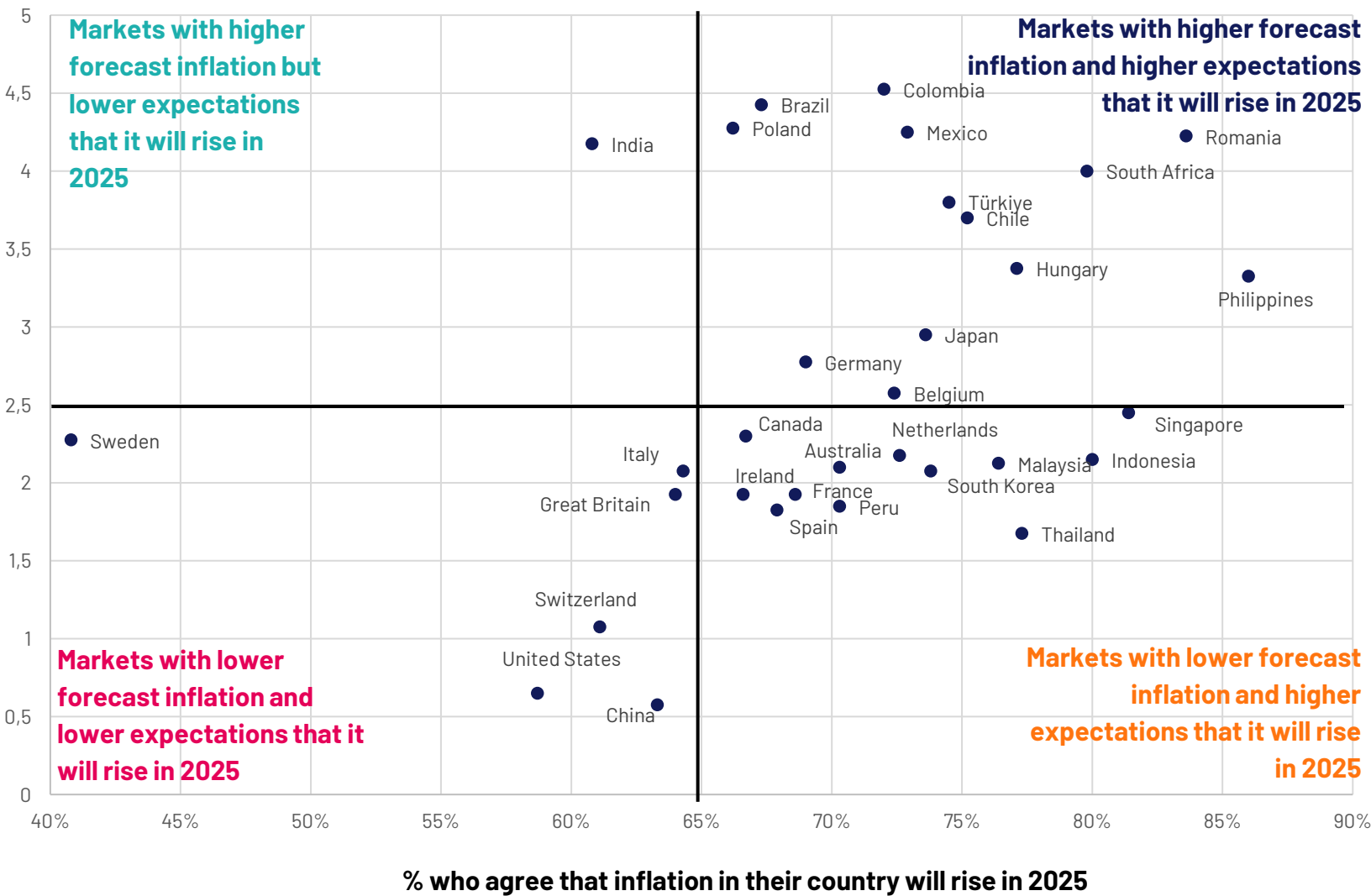
The public in most markets expect inflation to rise in their country in 2025, irrespective of what actual economic forecasts look like.

Source: [Trading Economics](#)

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**Forecast 2025 inflation rates**

[Average of Q4 2024, Q1, Q2, Q3 2025 – without Argentina where 2025 inflation is forecast to be 98%]



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 2025 than in 2024

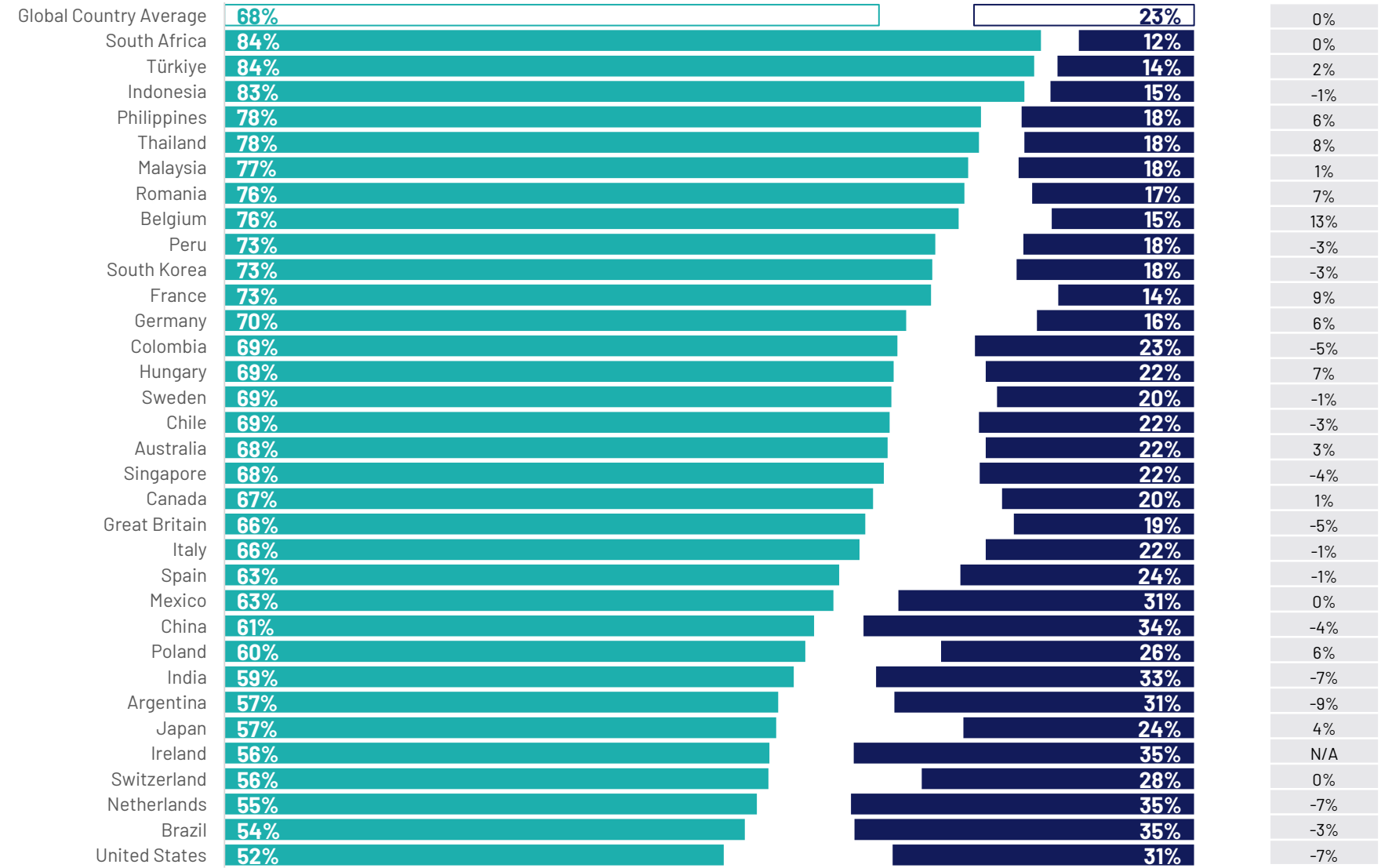
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Market

Likely

Unlikely

Change likely vs 2023

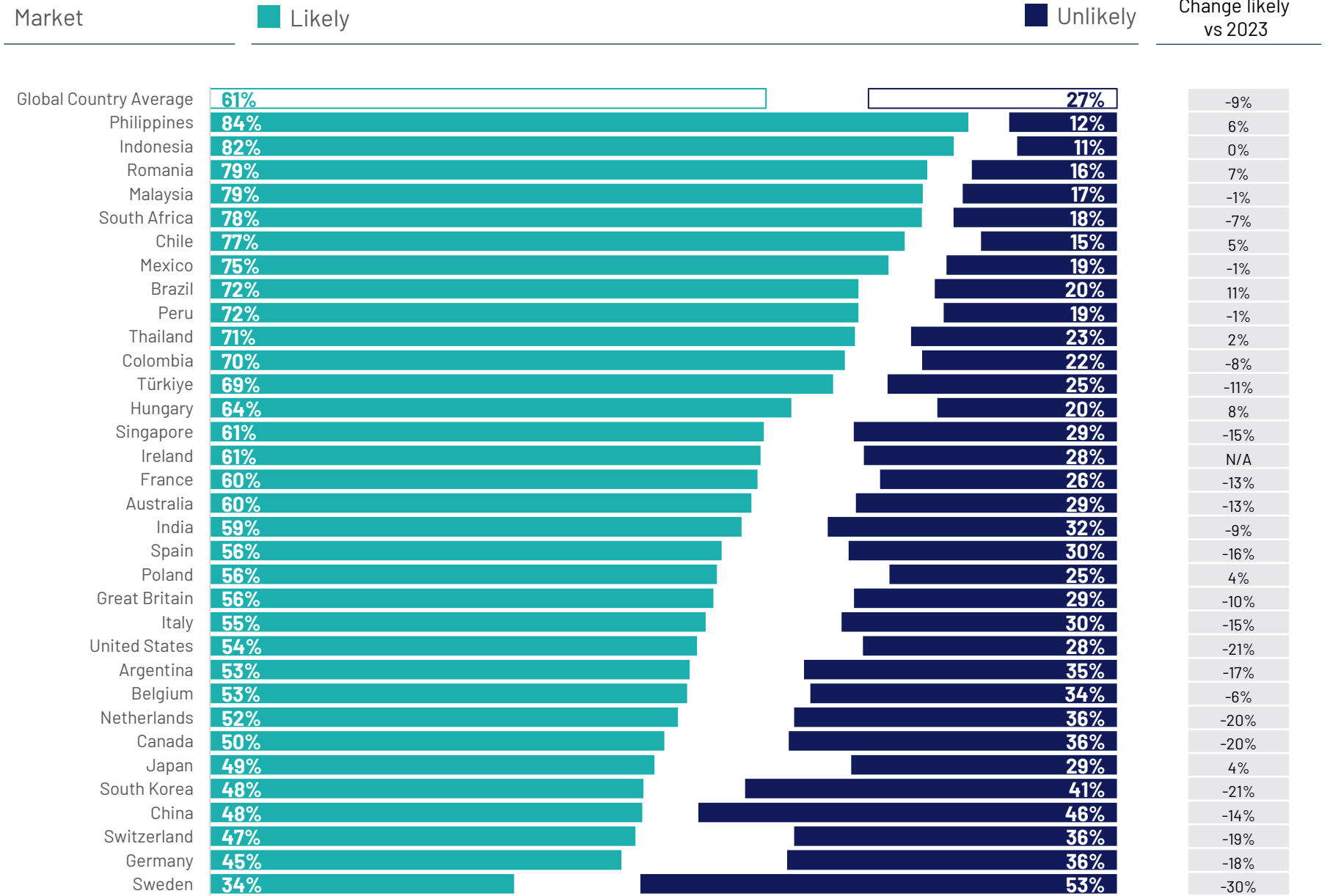


Q.

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 2025 than in 2024

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



# Expectations for Technology in 2025

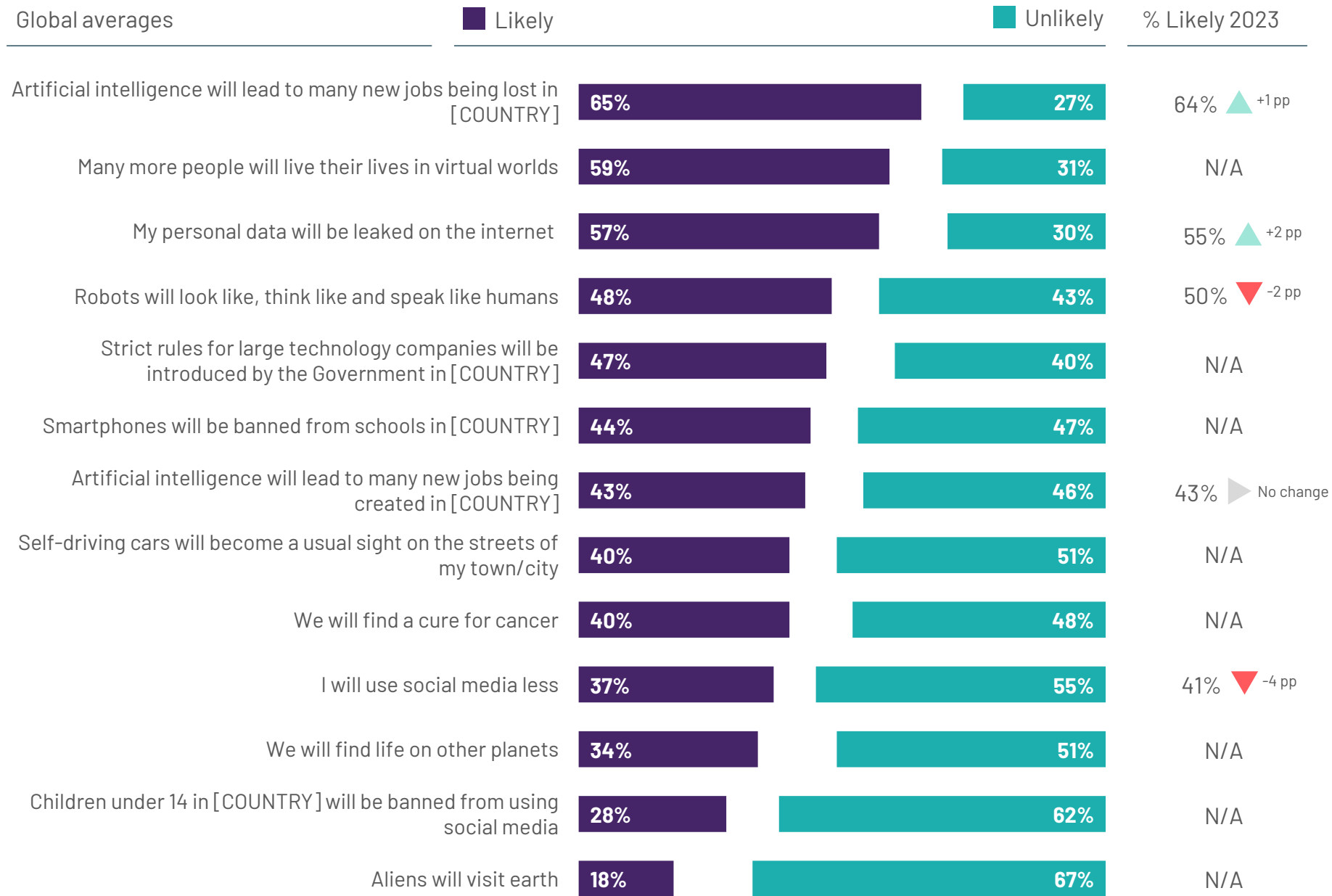


Q.

# Technology

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



Q.

## Expectations for technology in 2024 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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Friday, October 25 - Friday November 8, 2024

|                                                                                                      | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|
| <b>Many more people will live their lives in virtual worlds</b>                                      |      |      | 57%  | 56%  |      | 59%  |
| <b>Robots will look like, think like and speak like humans</b>                                       |      | 36%  |      | 50%  | 50%  | 48%  |
| <b>Strict rules for large technology companies will be introduced by the Government in [COUNTRY]</b> |      |      | 38%  |      |      | 47%  |
| <b>Self-driving cars will become a usual sight on the streets of my town/city</b>                    | 36%  |      |      |      |      | 40%  |

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

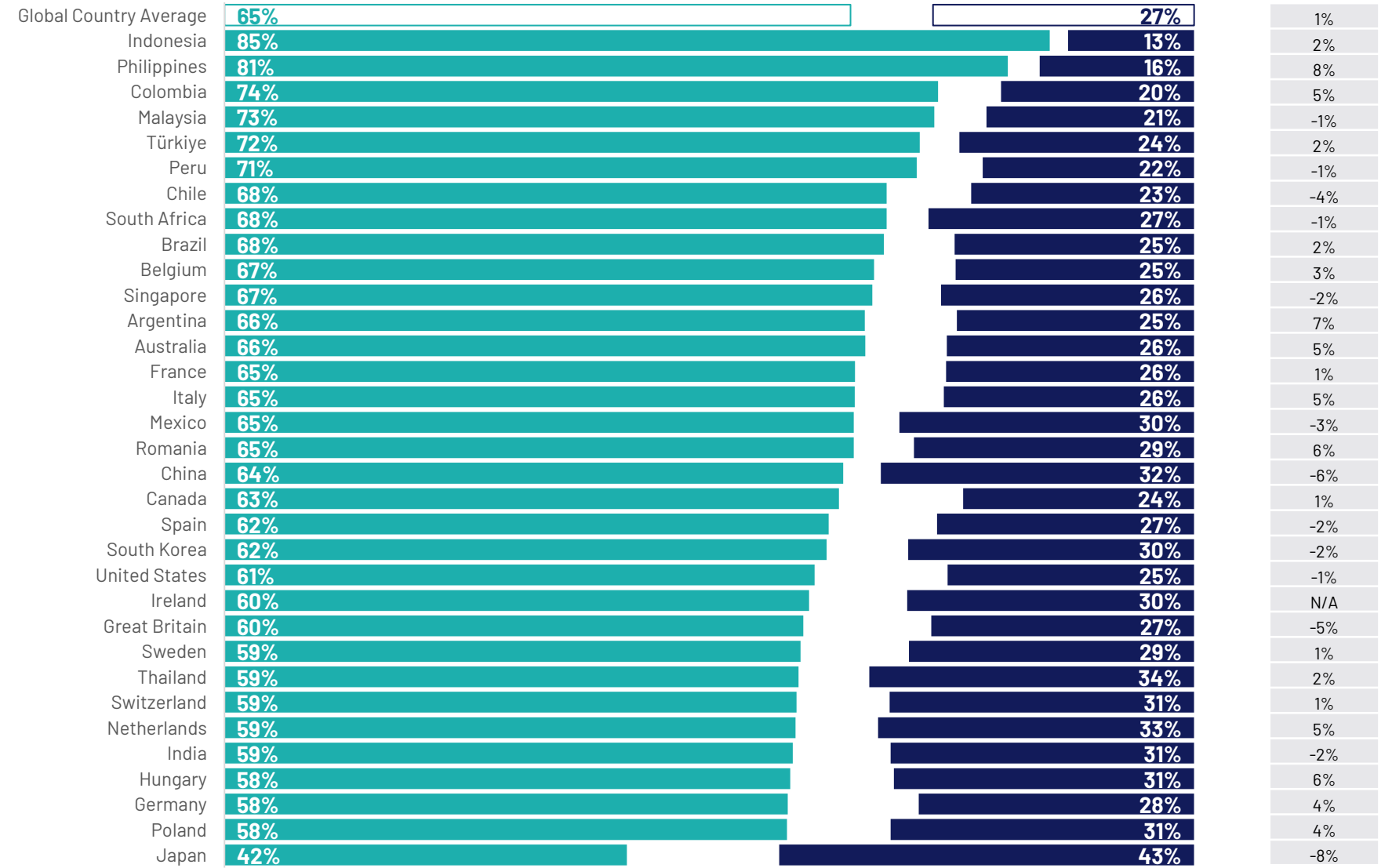
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Market

Likely

Unlikely

Change likely vs 2023

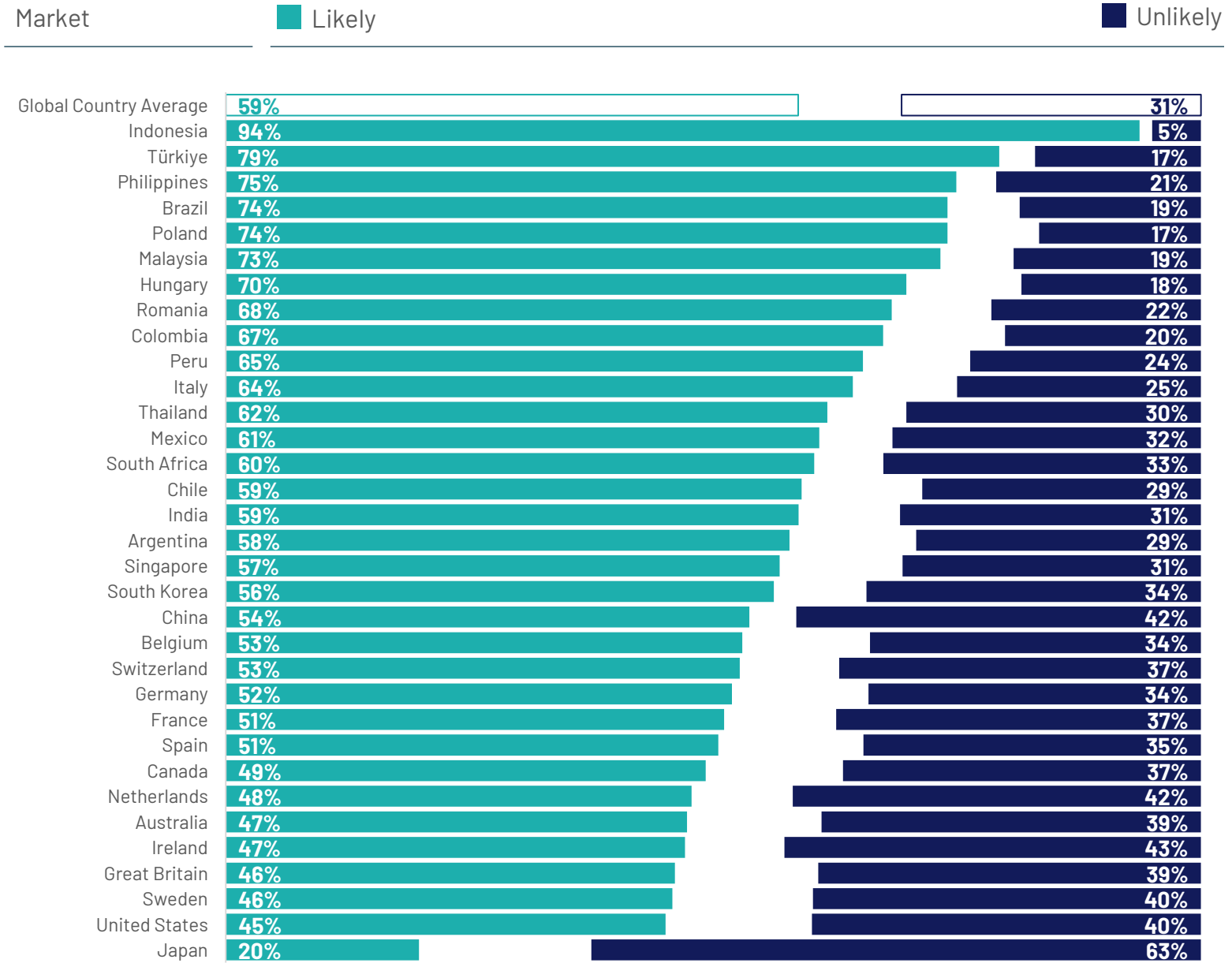


Q.

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

## Many more people will live their lives in virtual worlds

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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

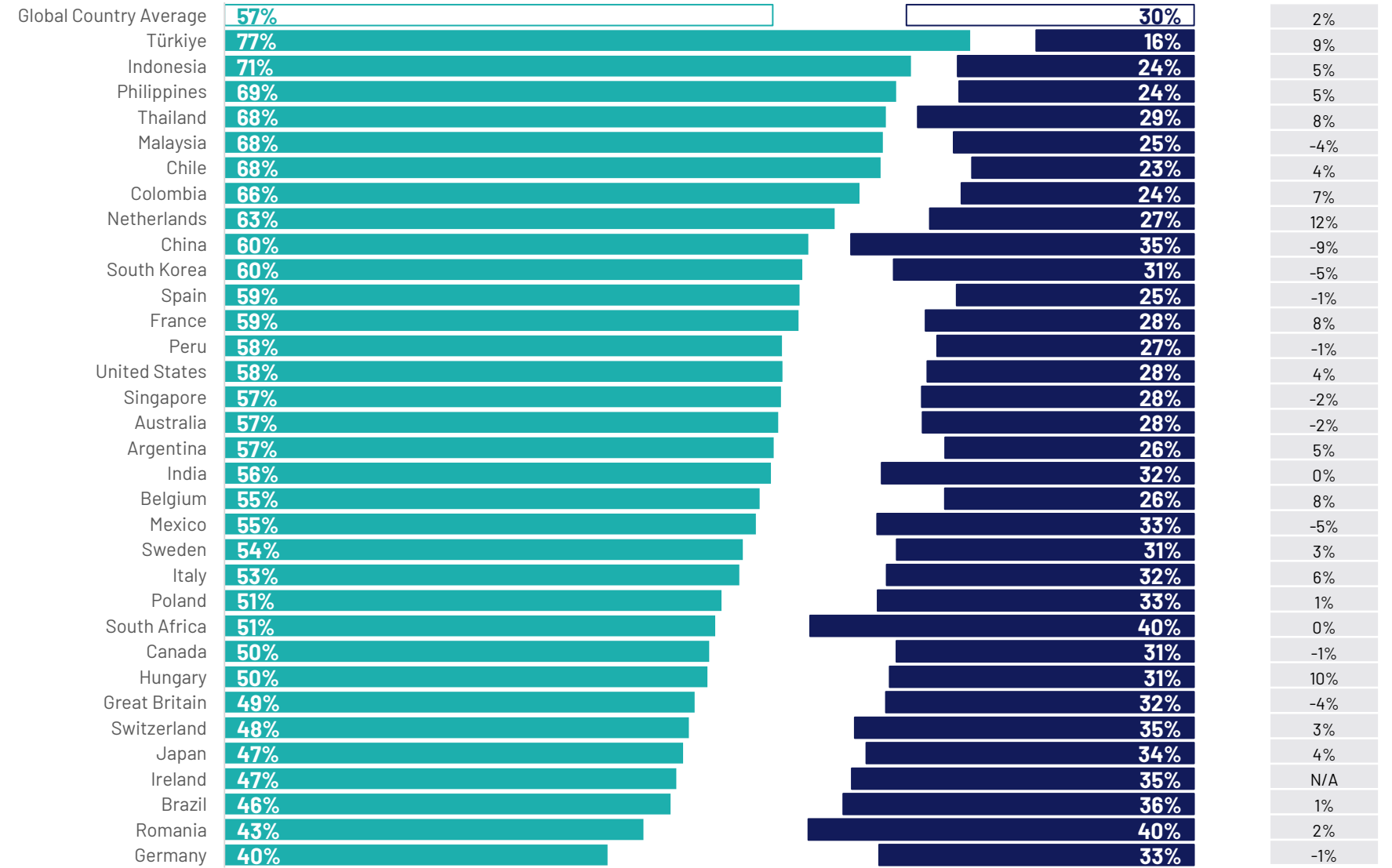
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Market

Likely

Unlikely

Change likely vs 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

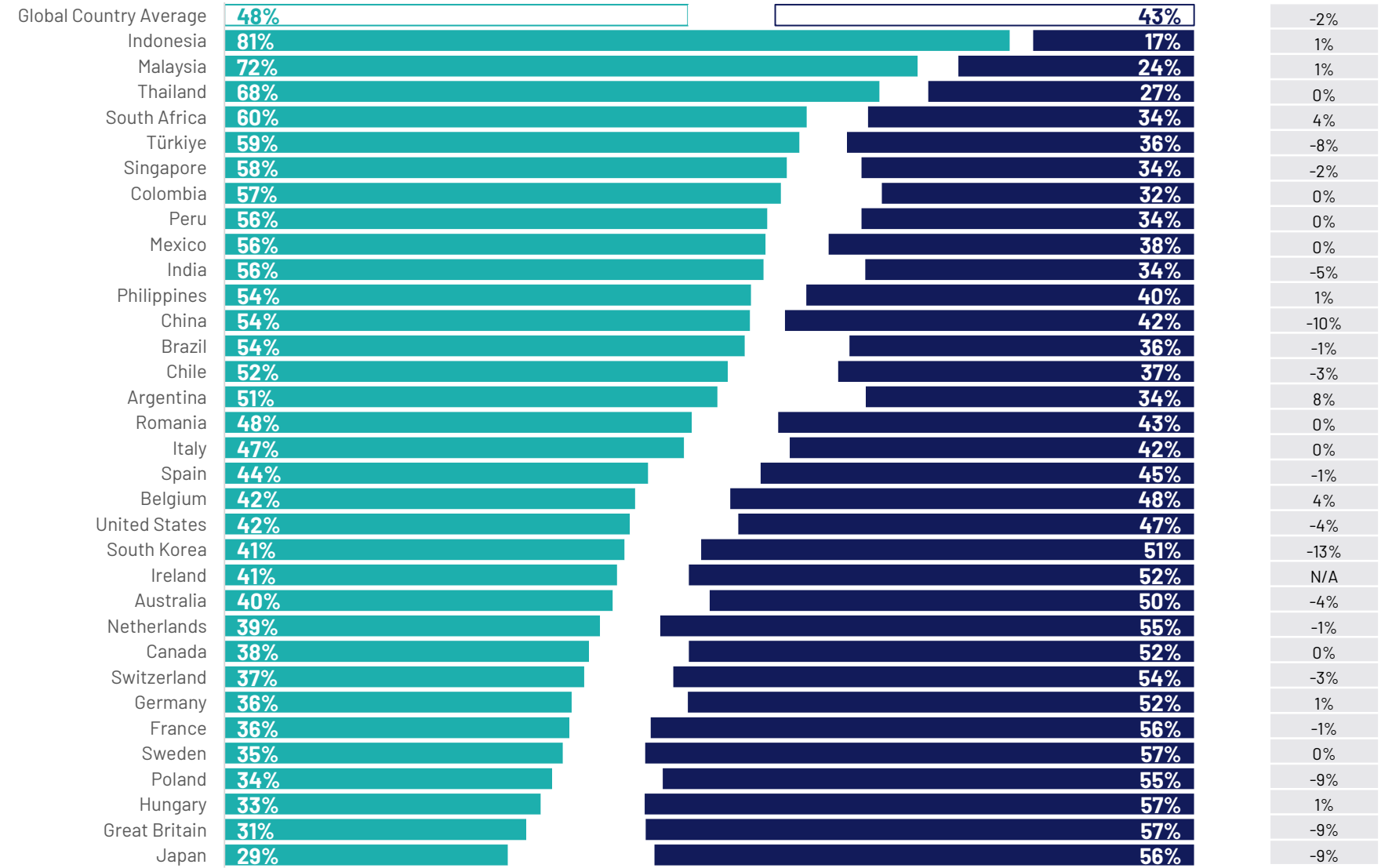
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Market

Likely

Unlikely

Change likely vs 2023

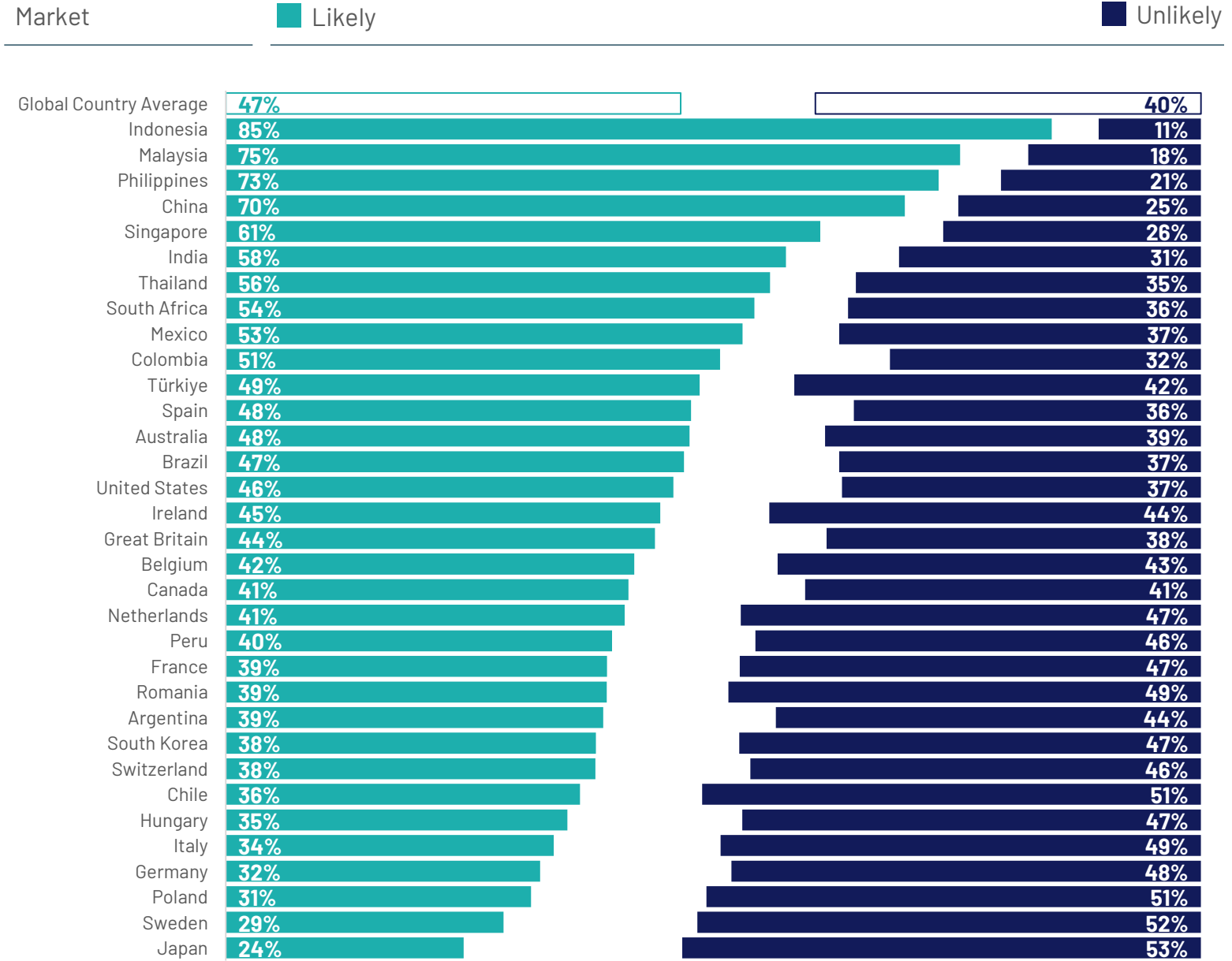


Q.

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

## Strict rules for large technology companies will be introduced by the Government in [COUNTRY]

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

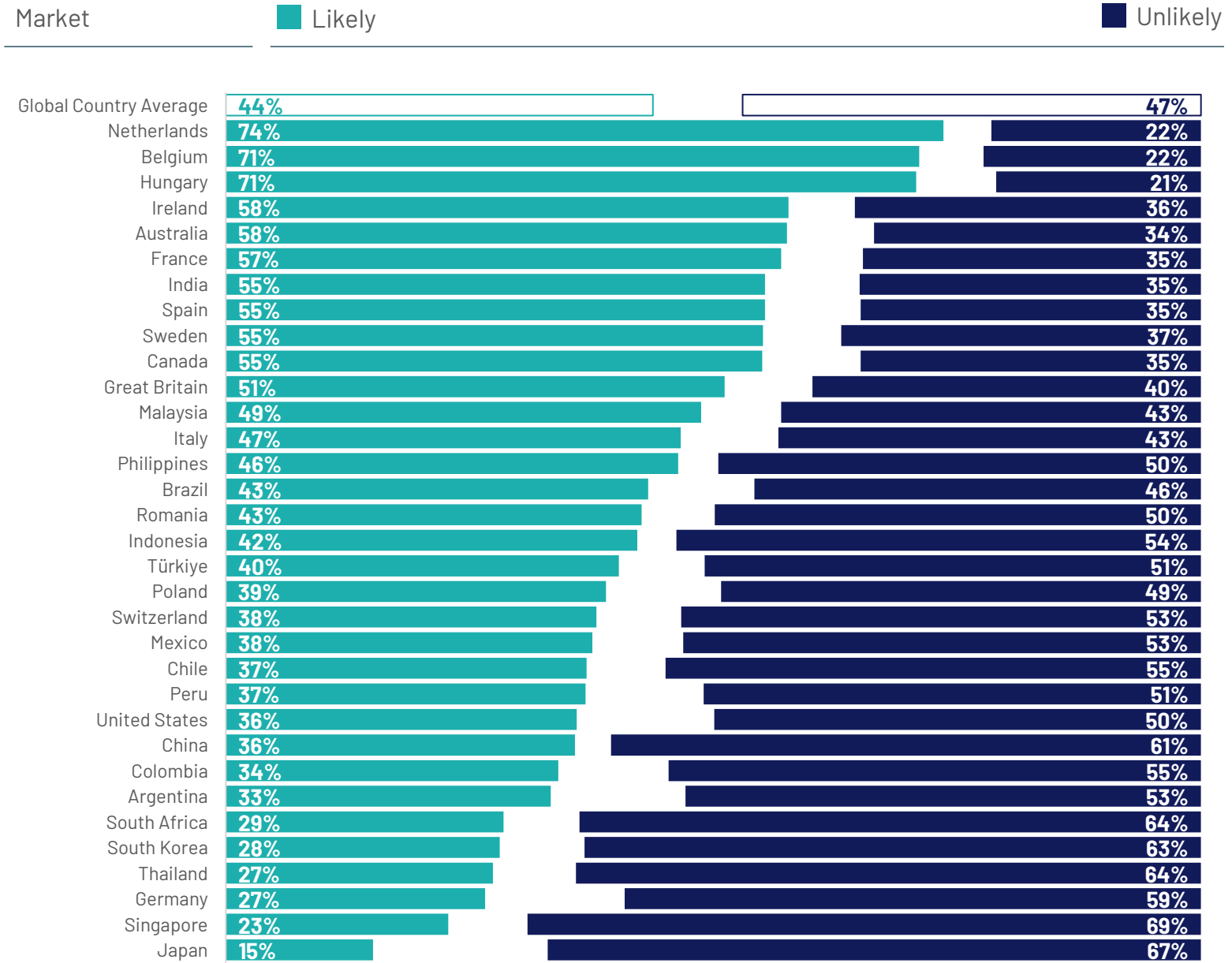


Q.

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

## Smartphones will be banned from schools in [COUNTRY]

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



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

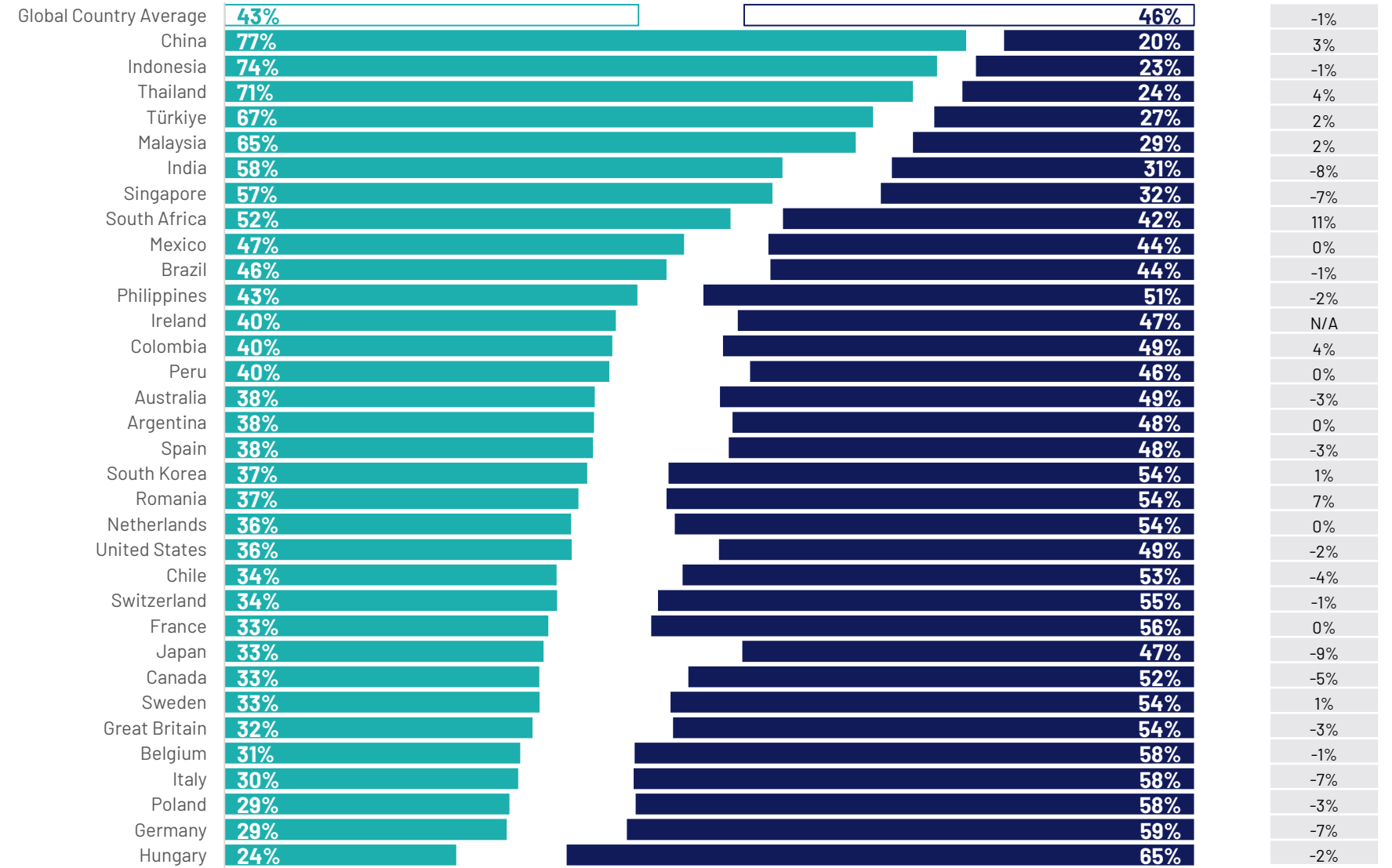
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely vs 2023

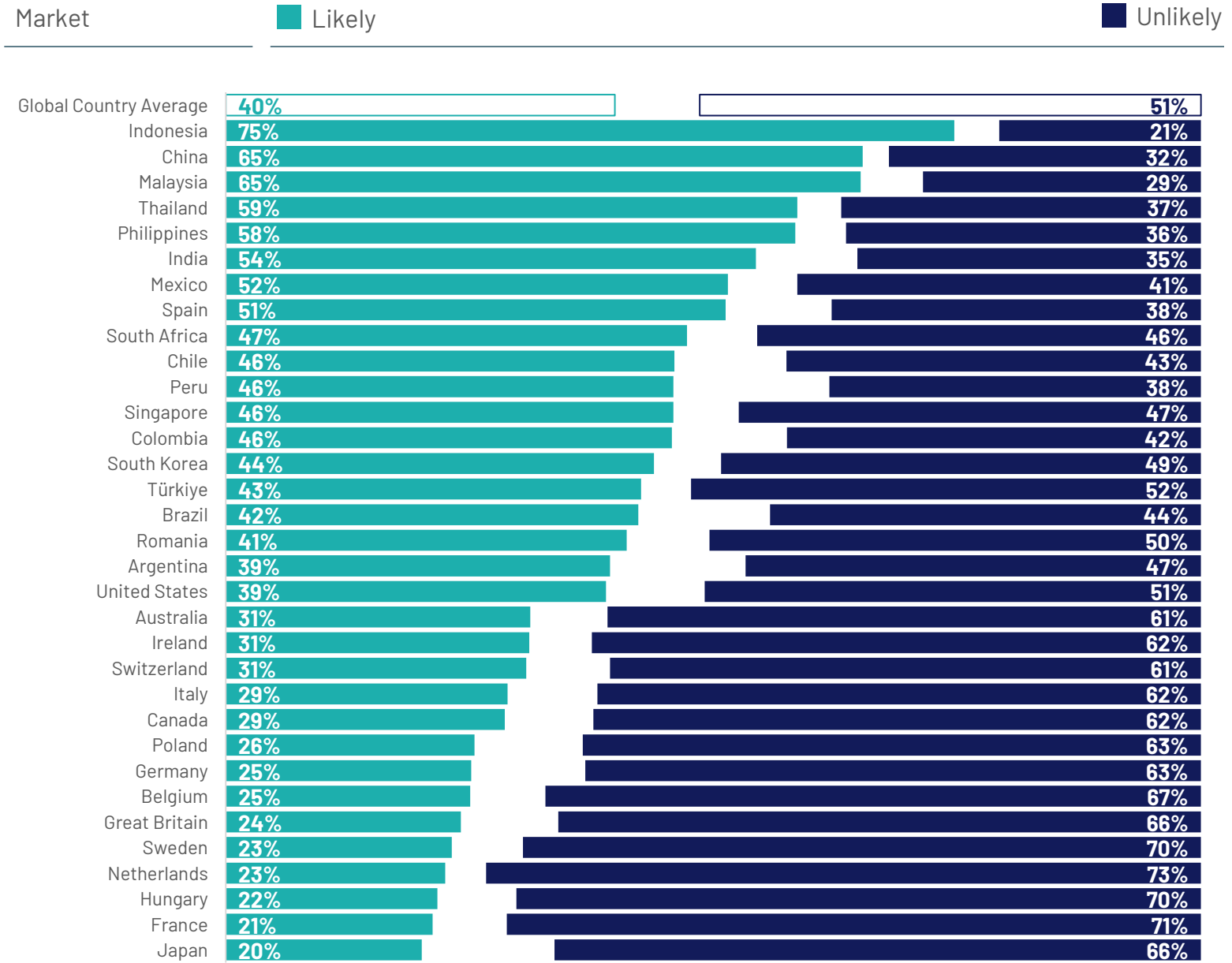


Q.

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

## Self-driving cars will become a usual sight on the streets of my town/city

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

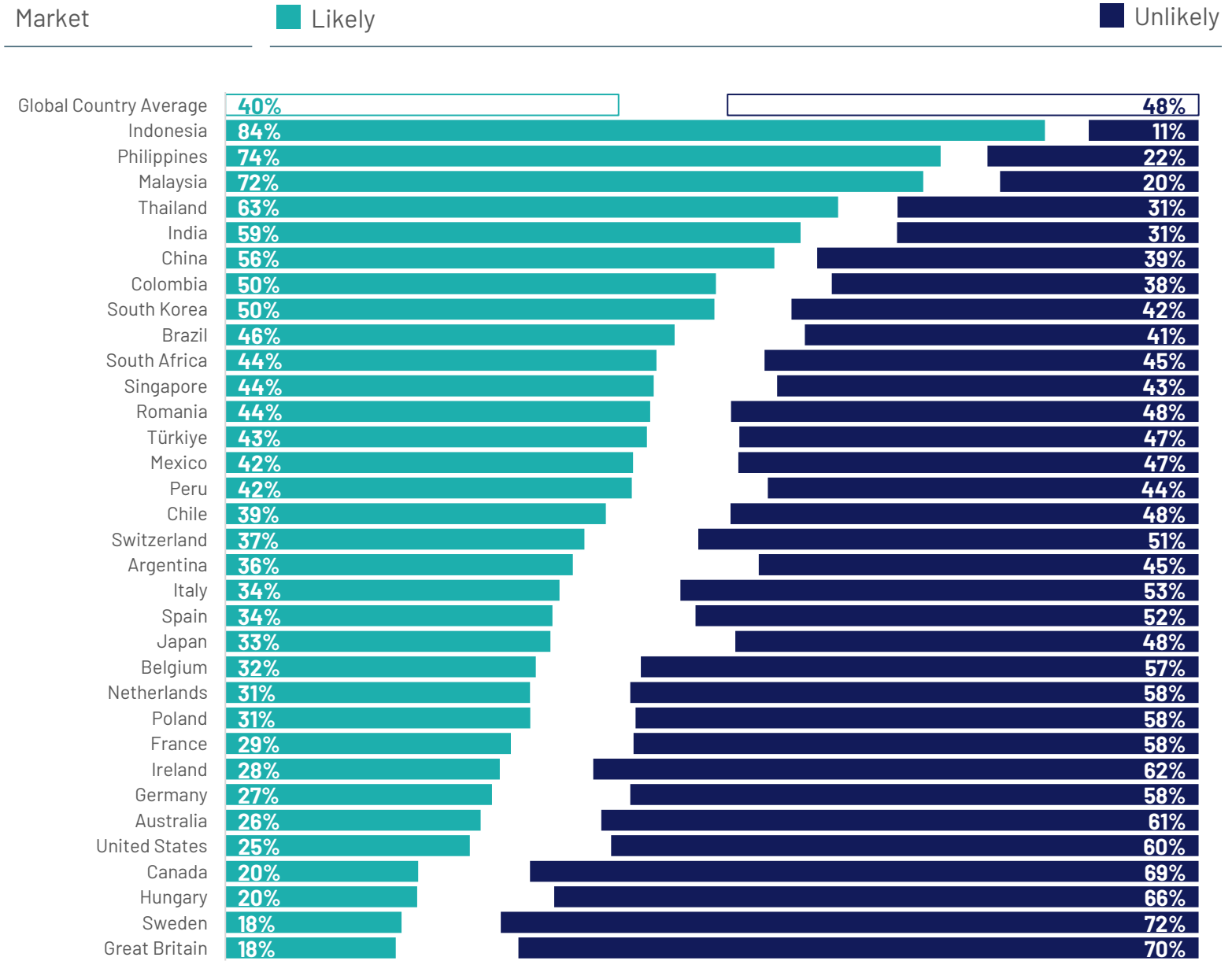


Q.

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

## We will find a cure for cancer

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



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

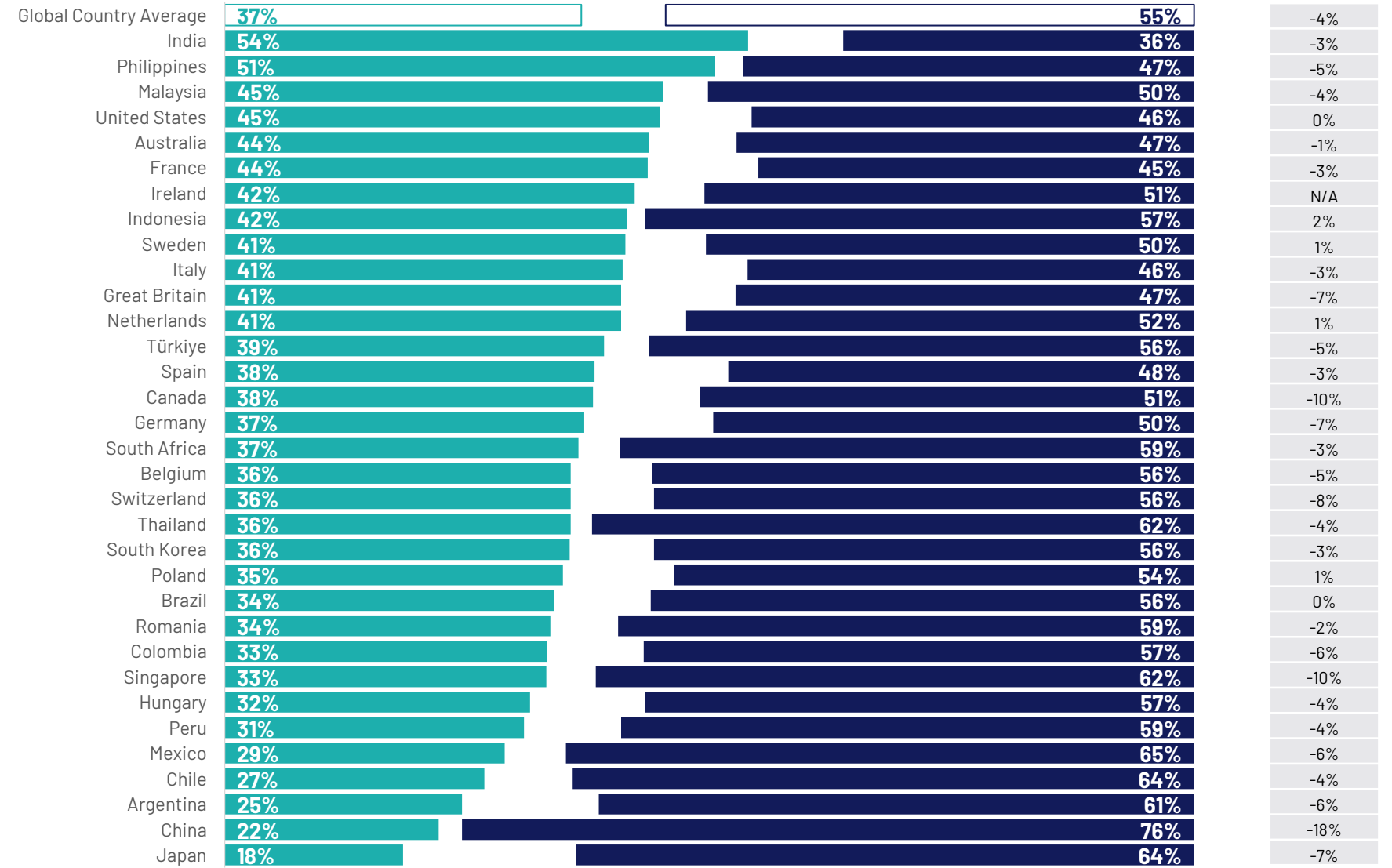
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely vs 2023

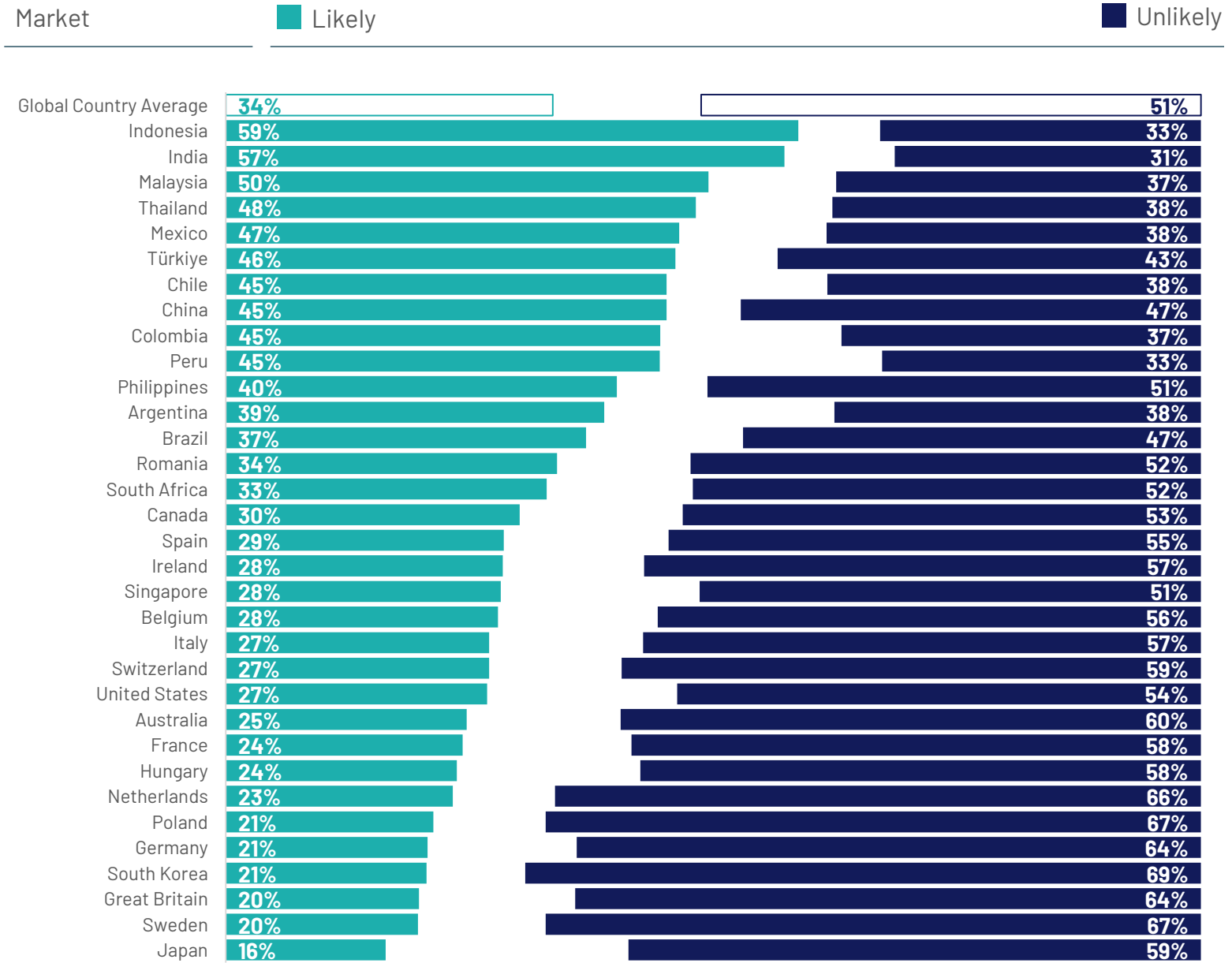


Q.

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

## We will find life on other planets

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

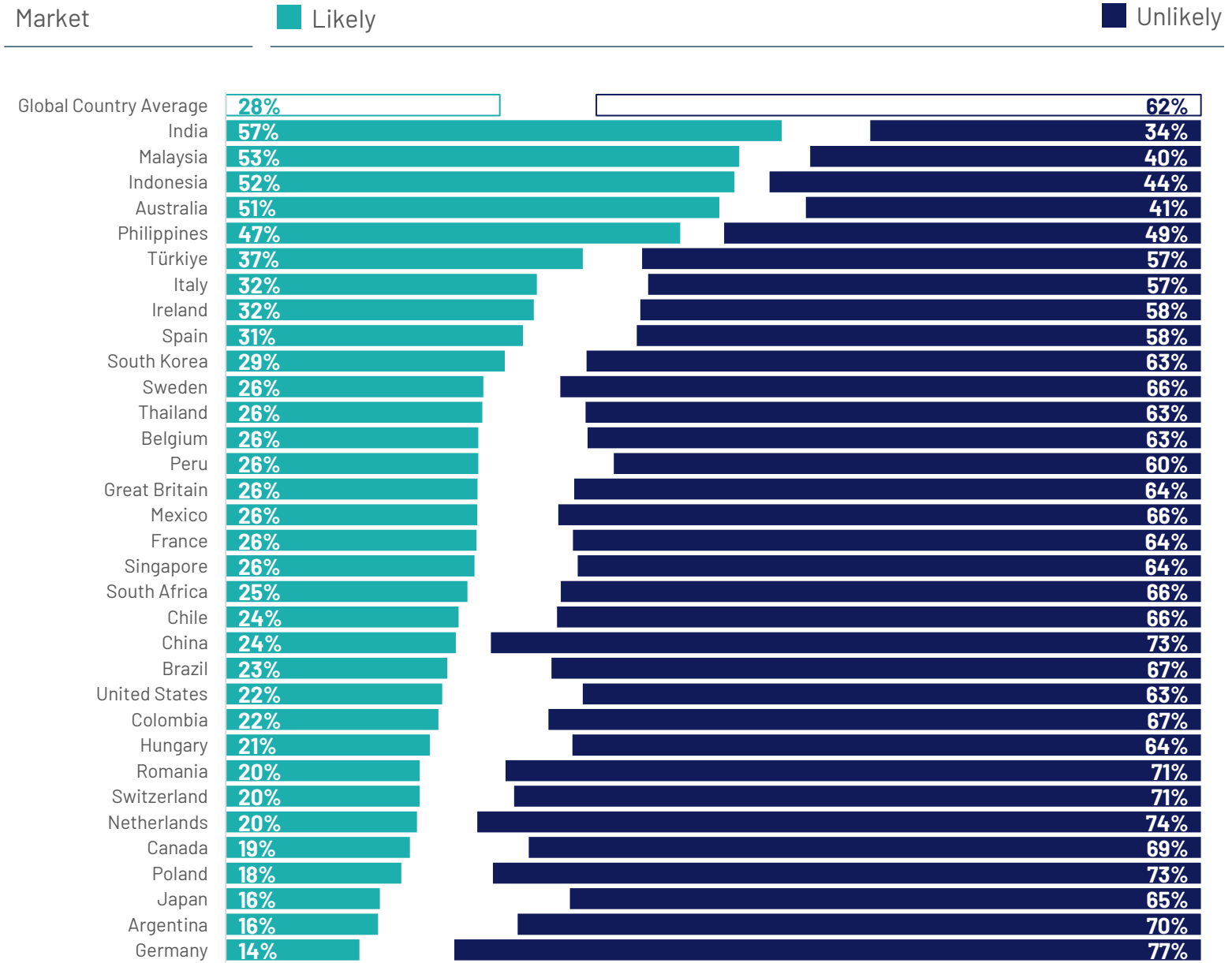


Q.

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

## Children under 14 in [COUNTRY] will be banned from using social media

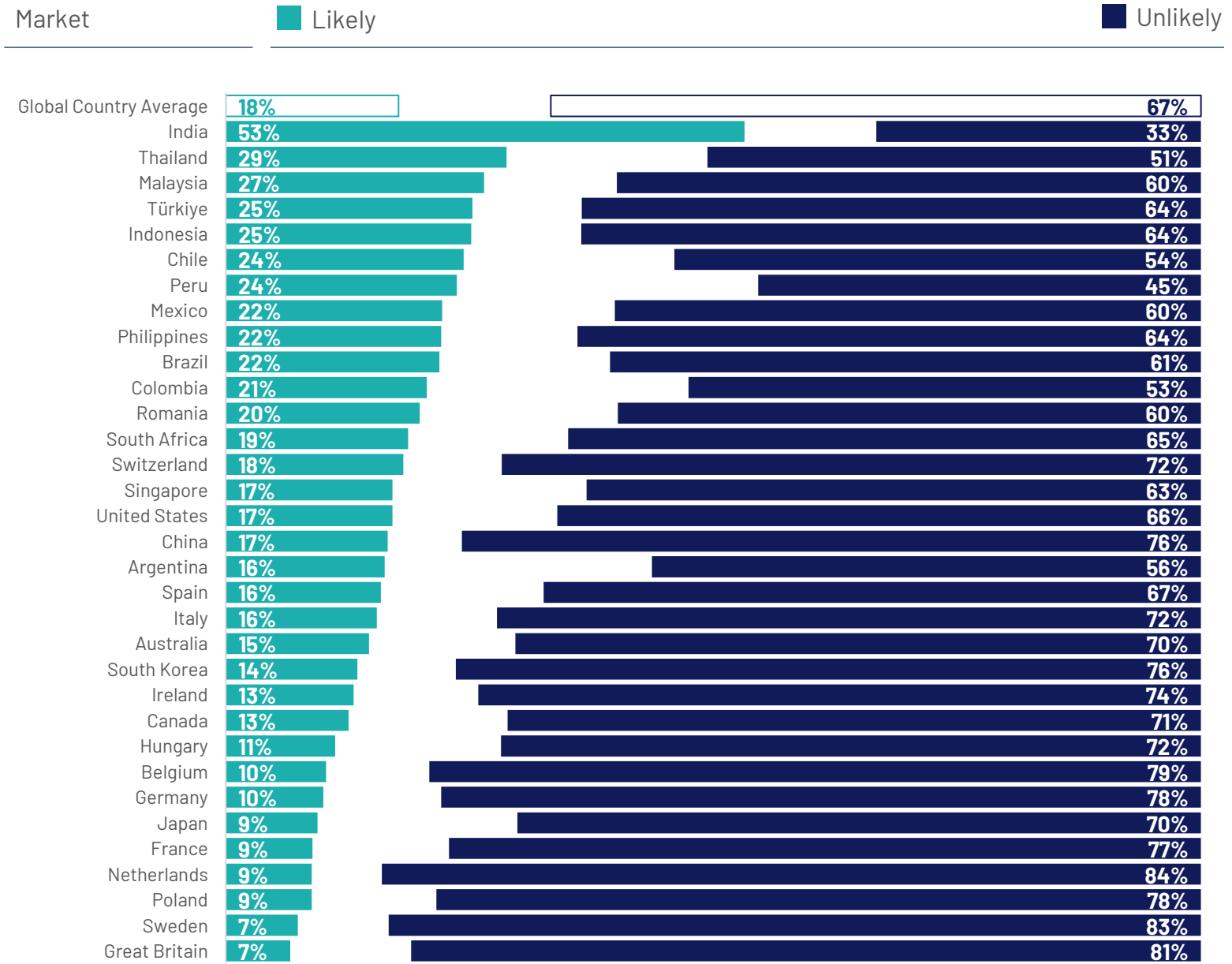
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024



Q.

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

## Aliens will visit earth



Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

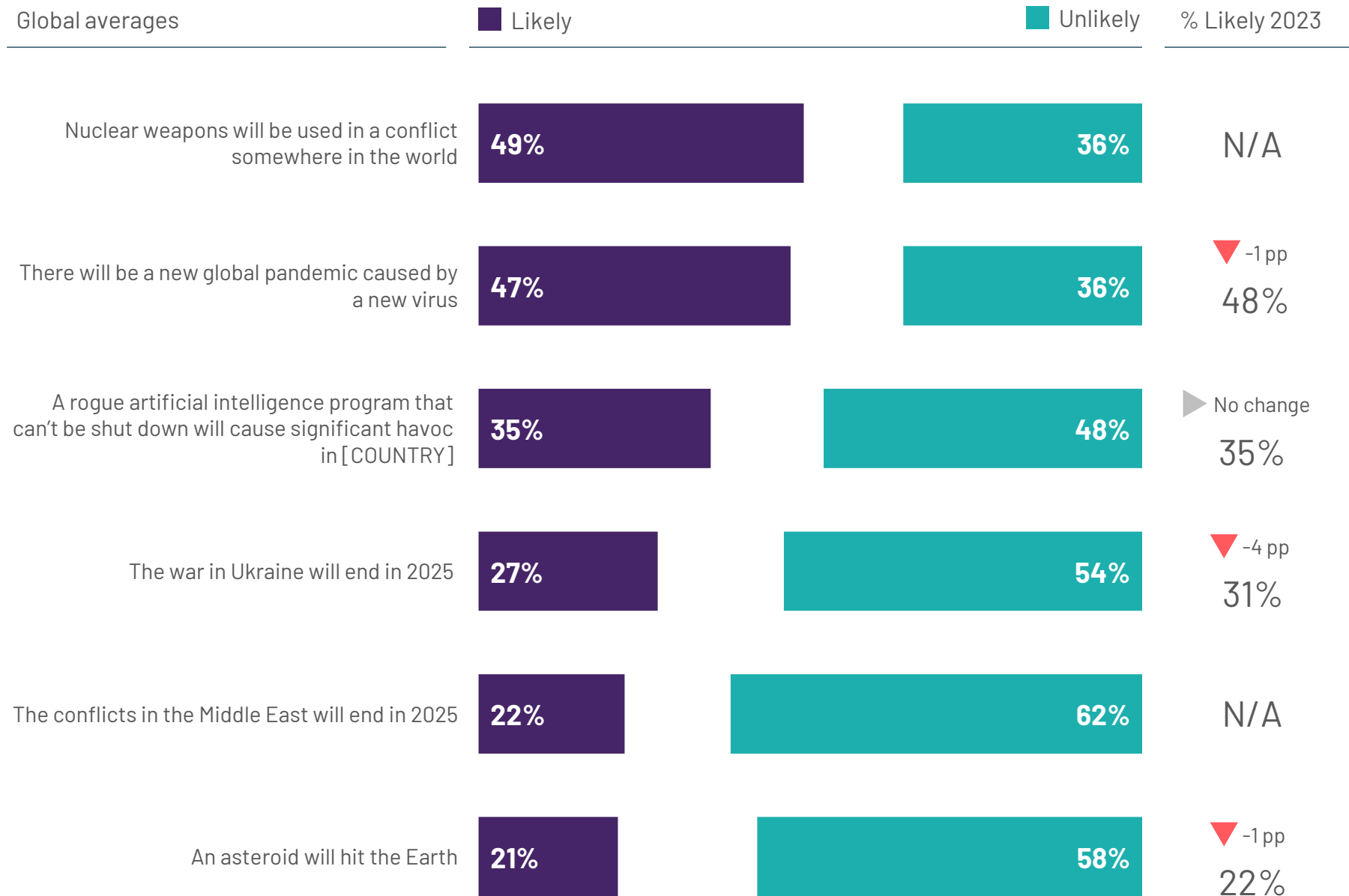
# Expectations for World Security in 2025



Q.

# World Security

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



Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



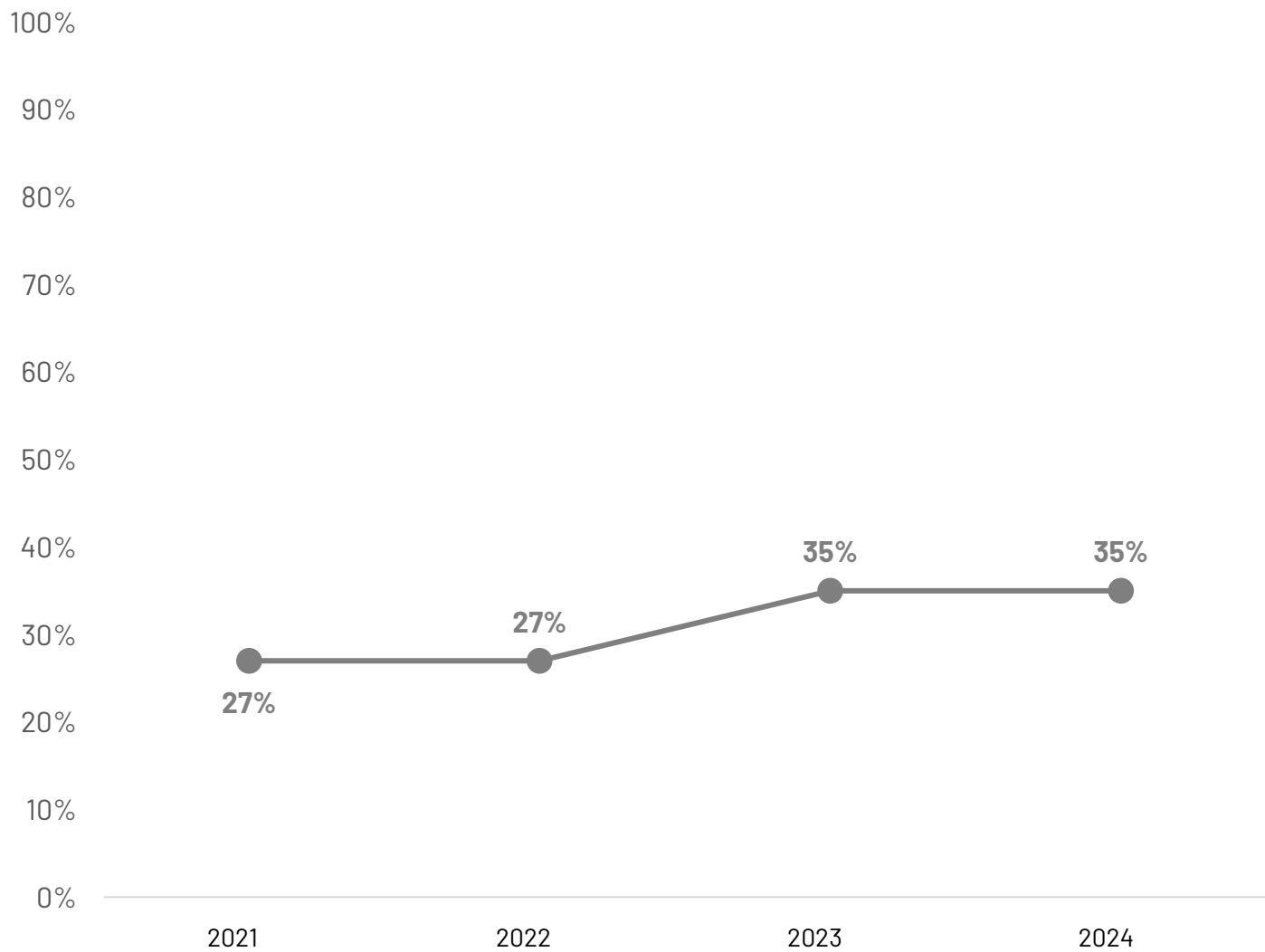
# Q.

## Expectations for world security in 2024 in an historical context

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Global averages - % agree



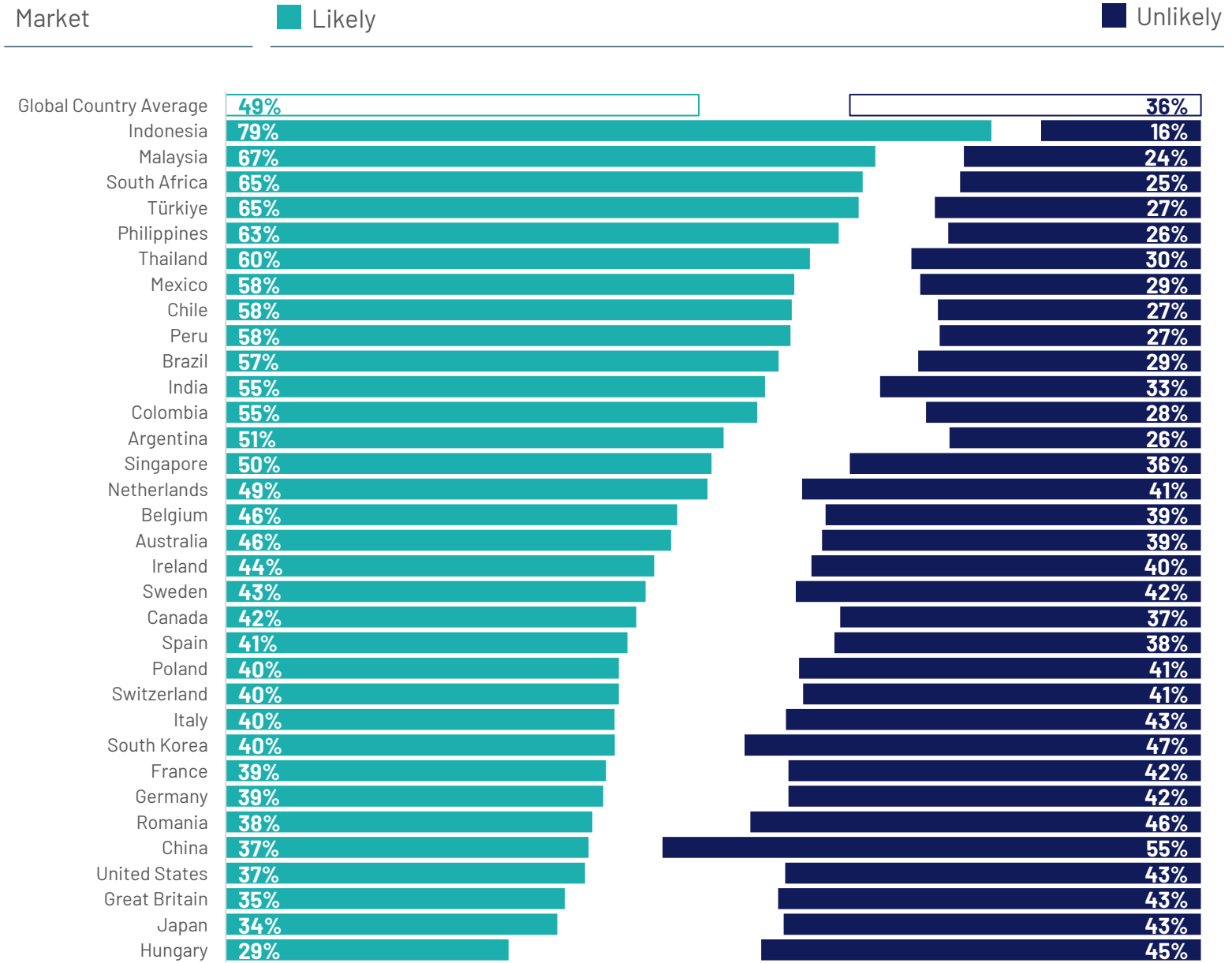
A rogue artificial intelligence program that can't be shut down will cause significant havoc globally

Q.

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

## Nuclear weapons will be used in a conflict somewhere in the world in 2025

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

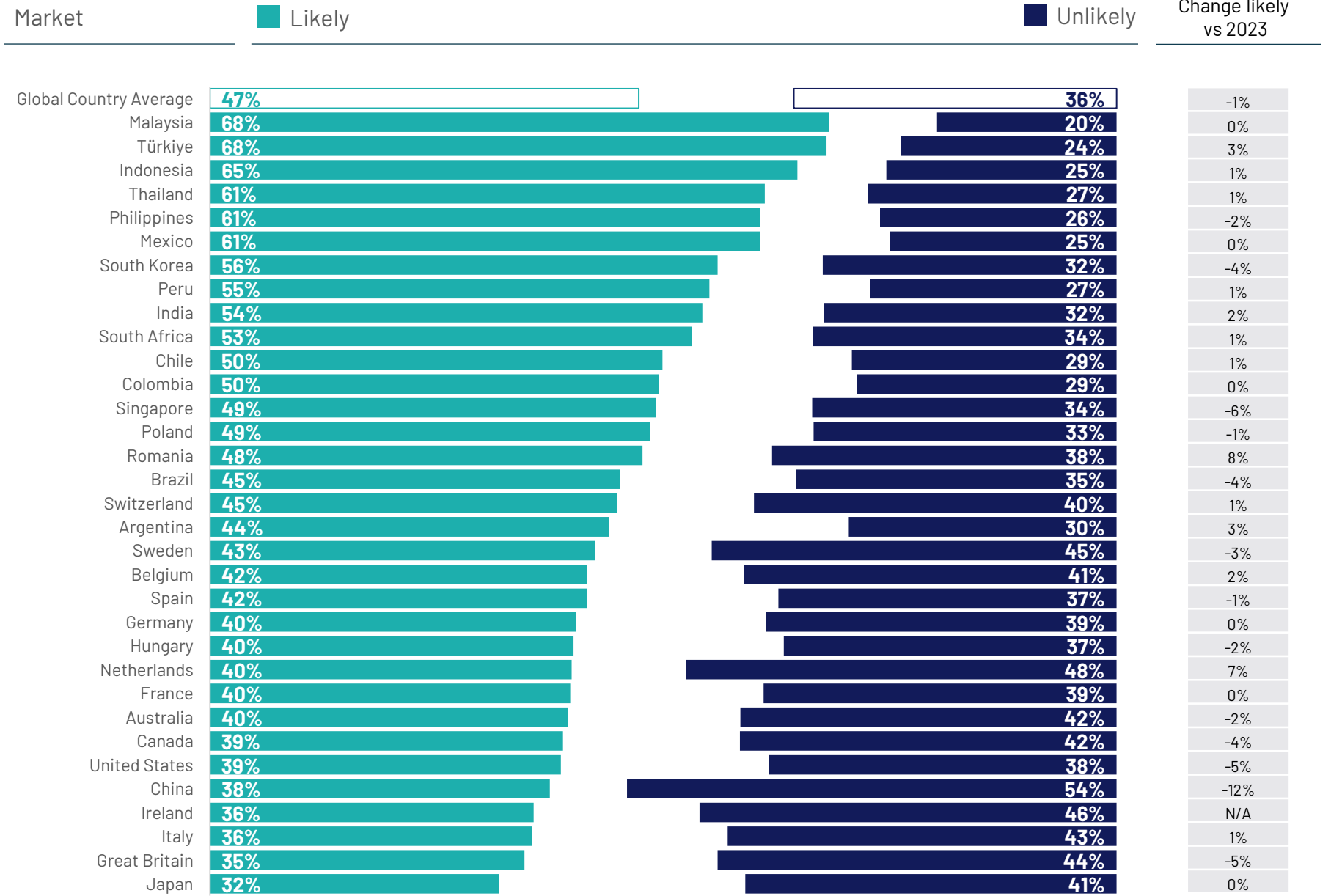


Q.

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



Q.

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

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

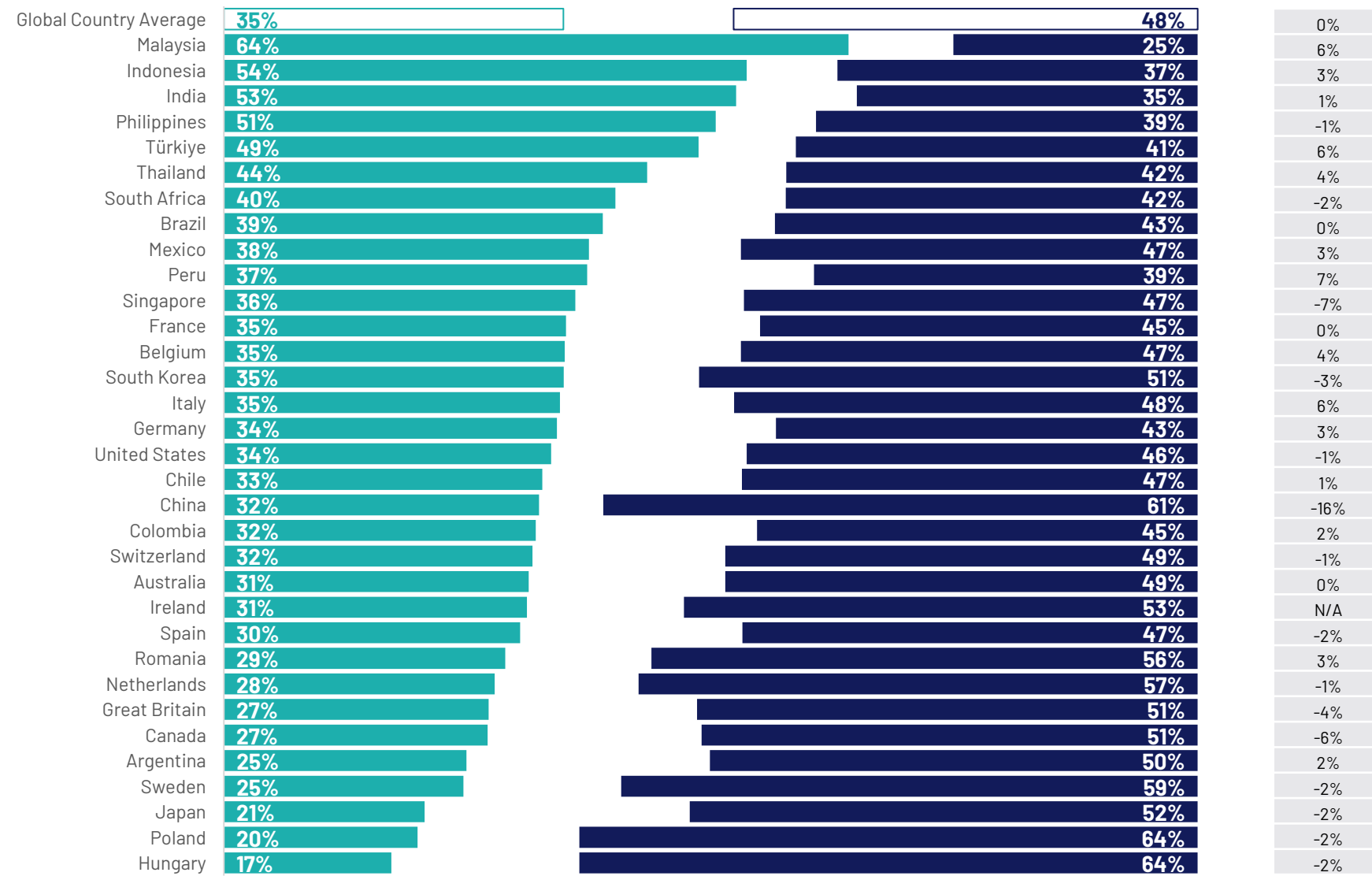
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely vs 2023

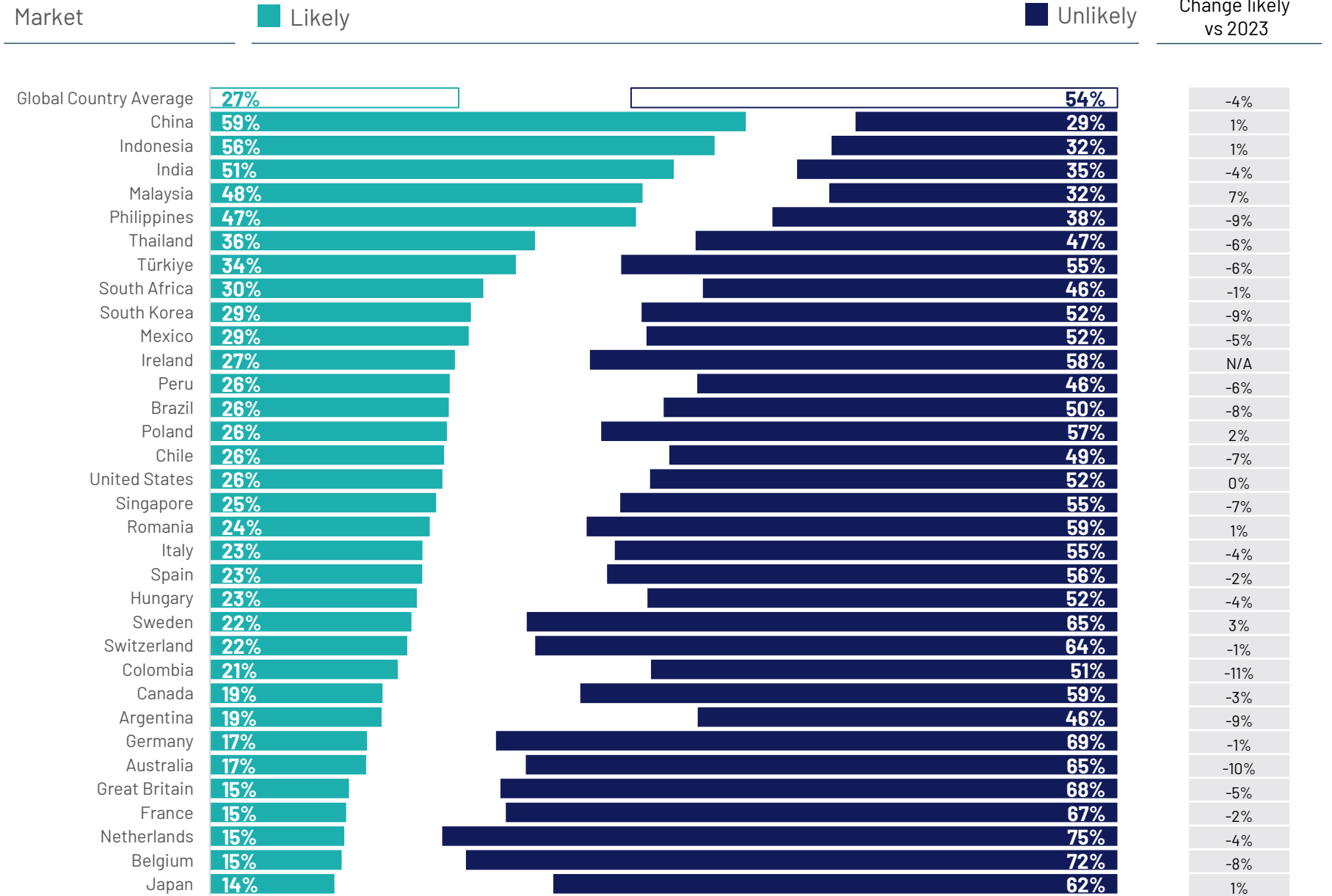


Q.

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 2025

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

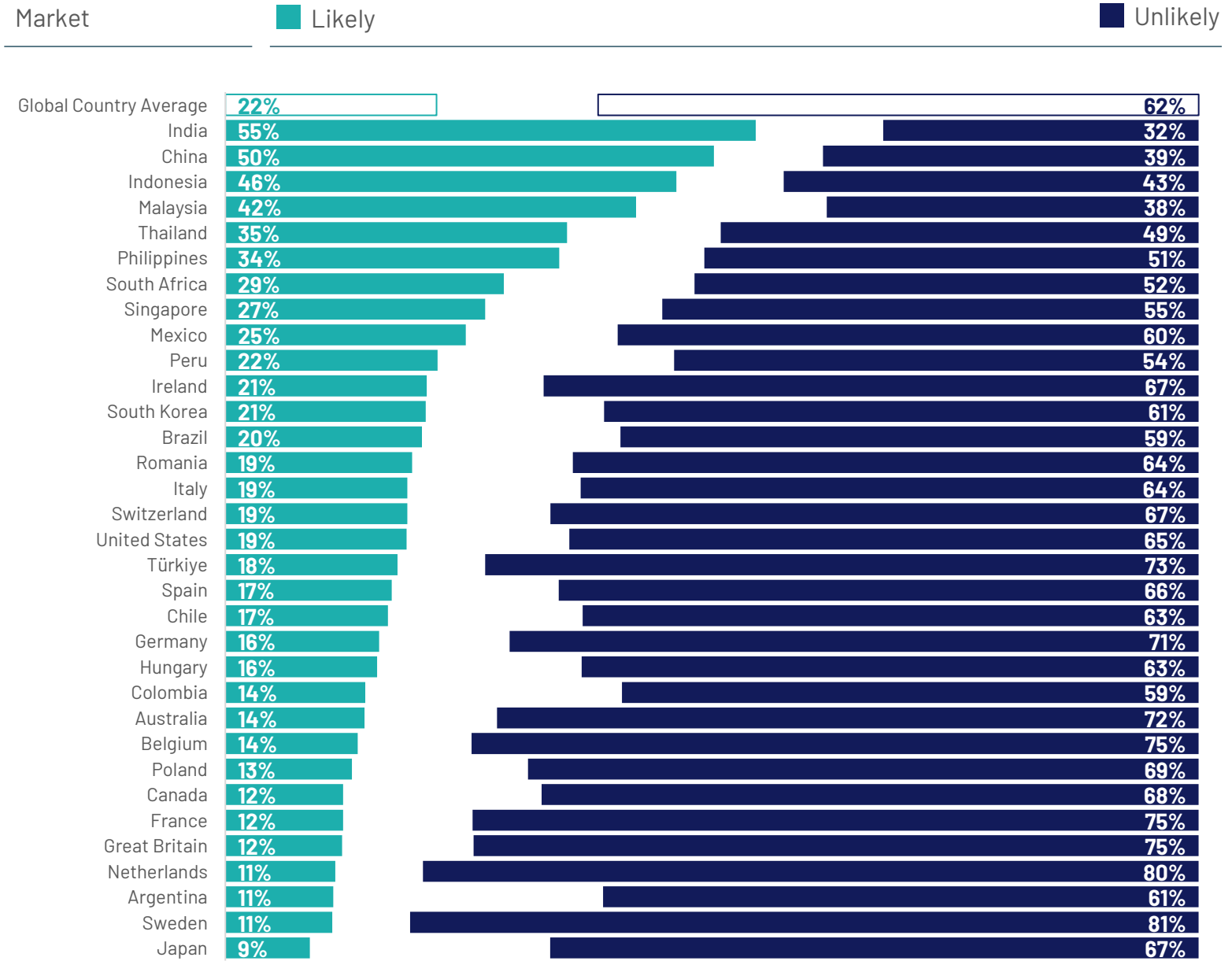


Q.

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

## The conflicts in the Middle East will end in 2025

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

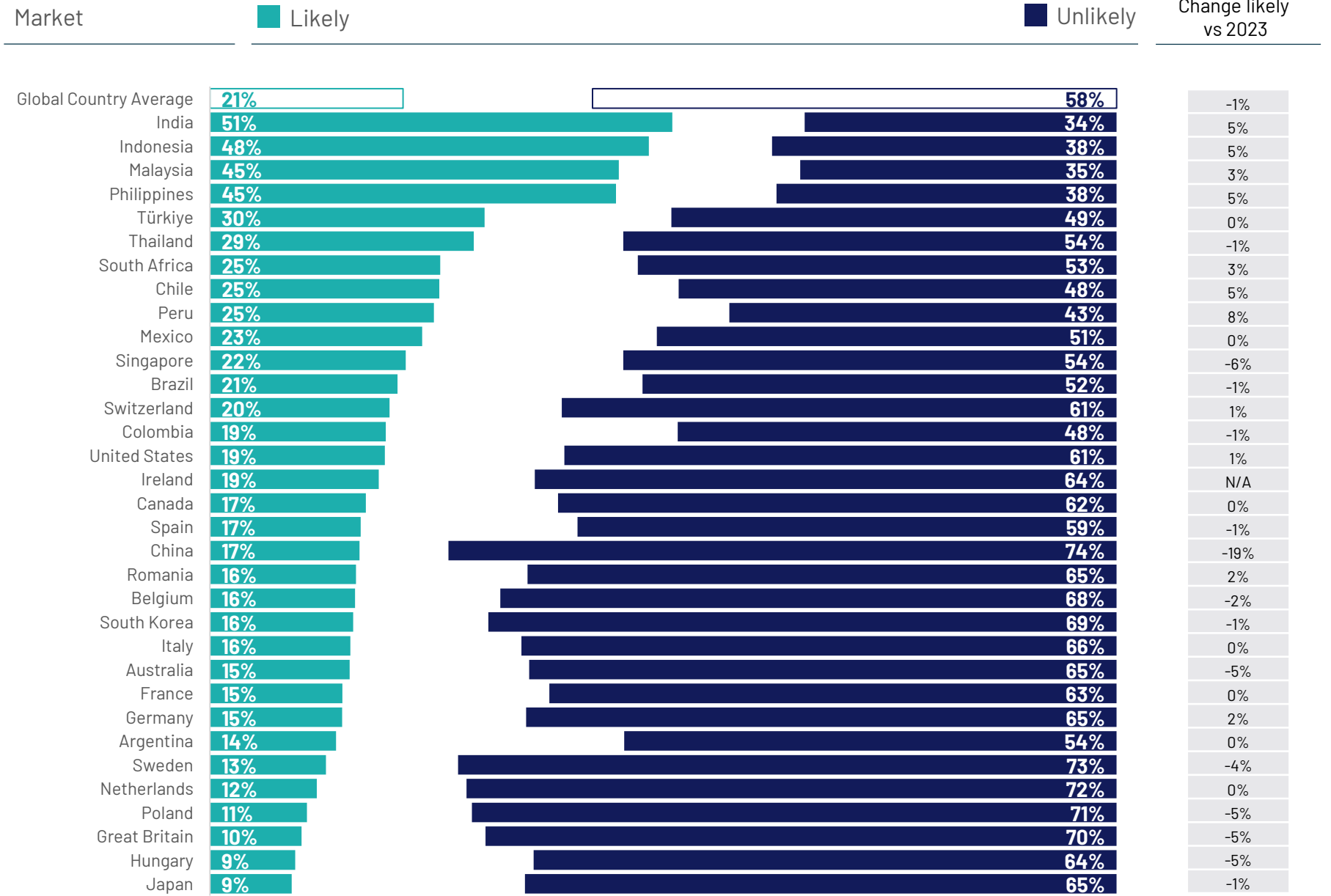


Q.

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

## An asteroid will hit the Earth

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



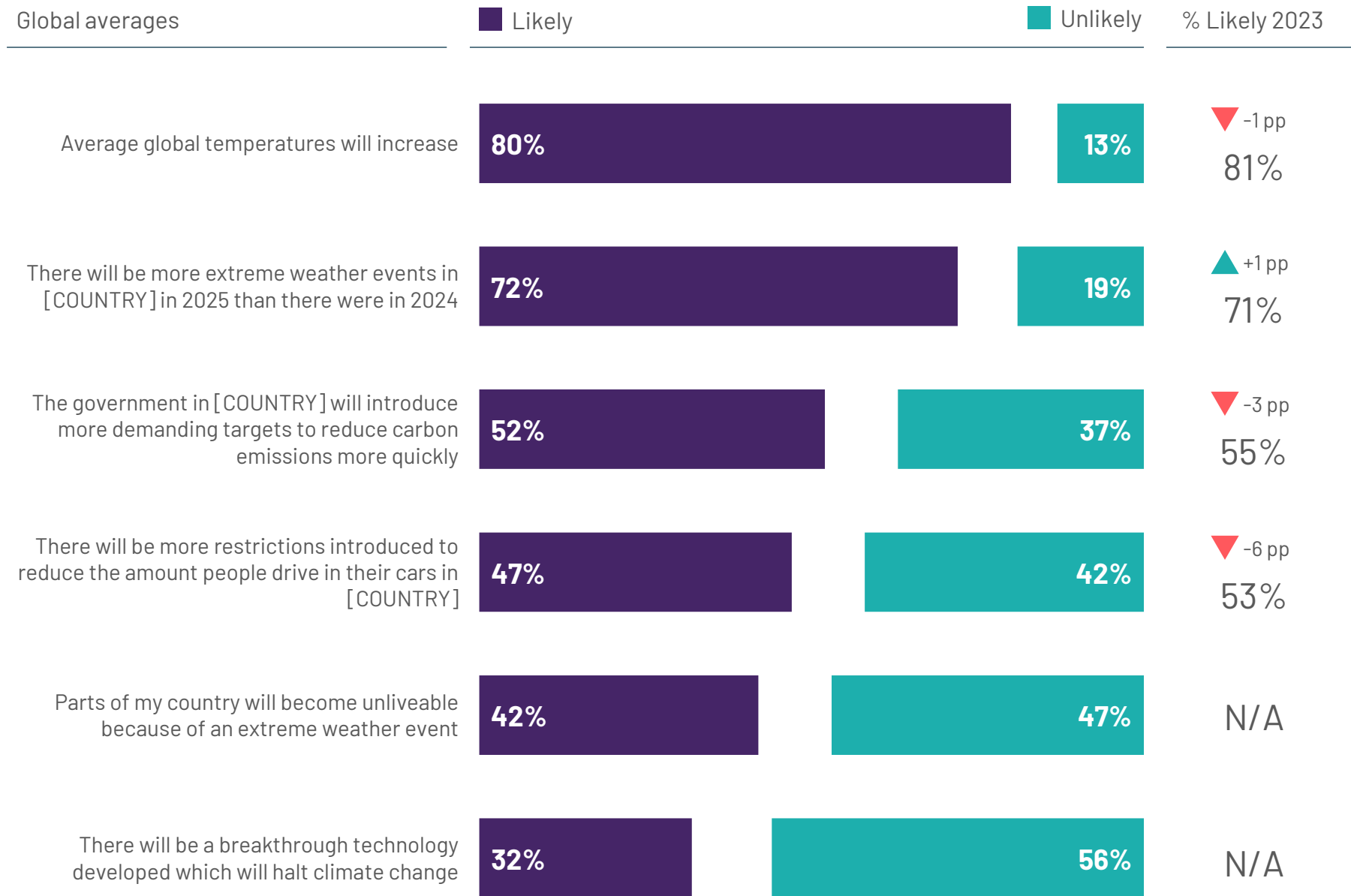
# Expectations for the Environment in 2025



Q.

# Environment

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



Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

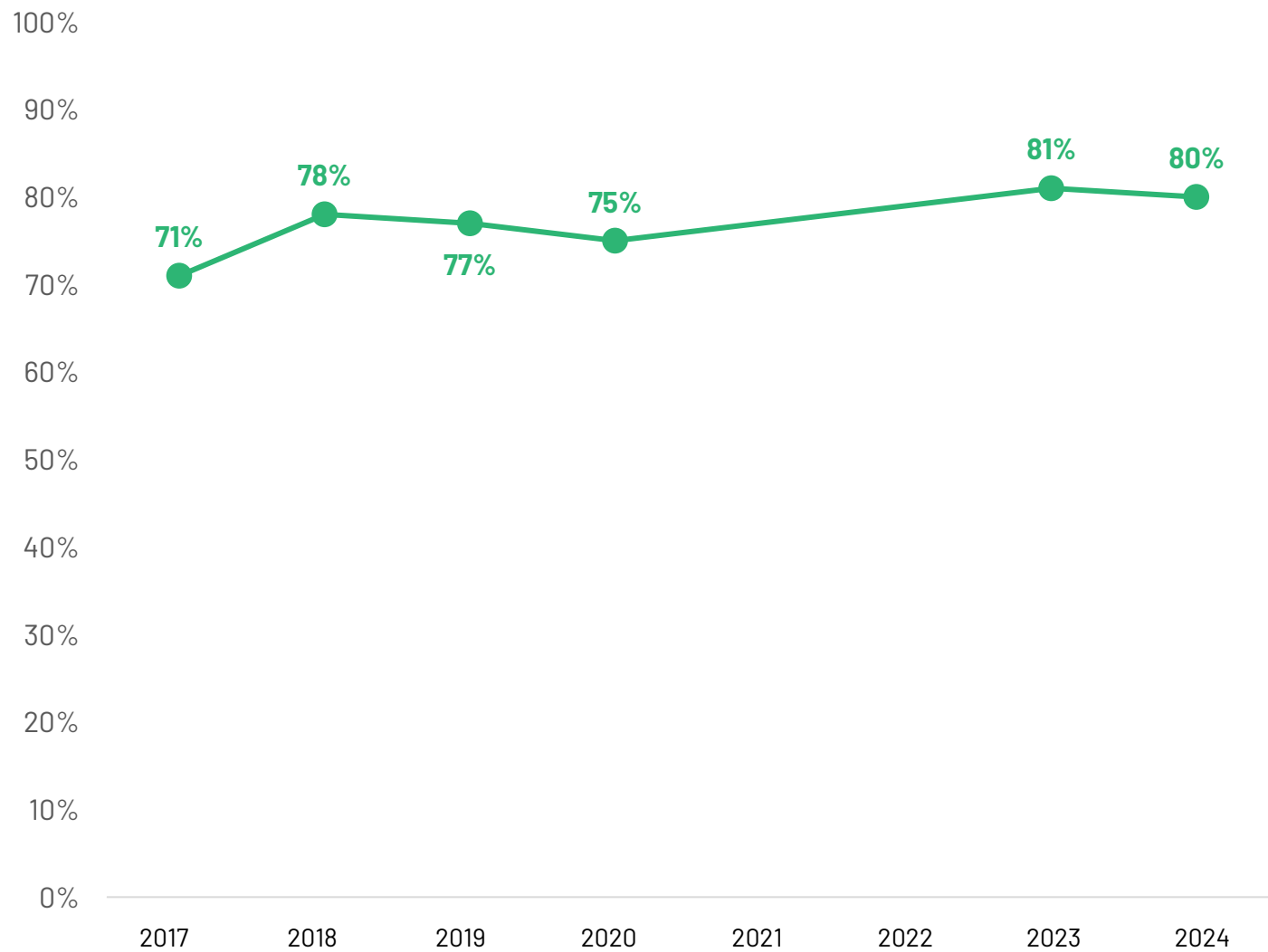
# Q.

## Expectations for the environment in 2024 in an historical context

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Global averages - % agree



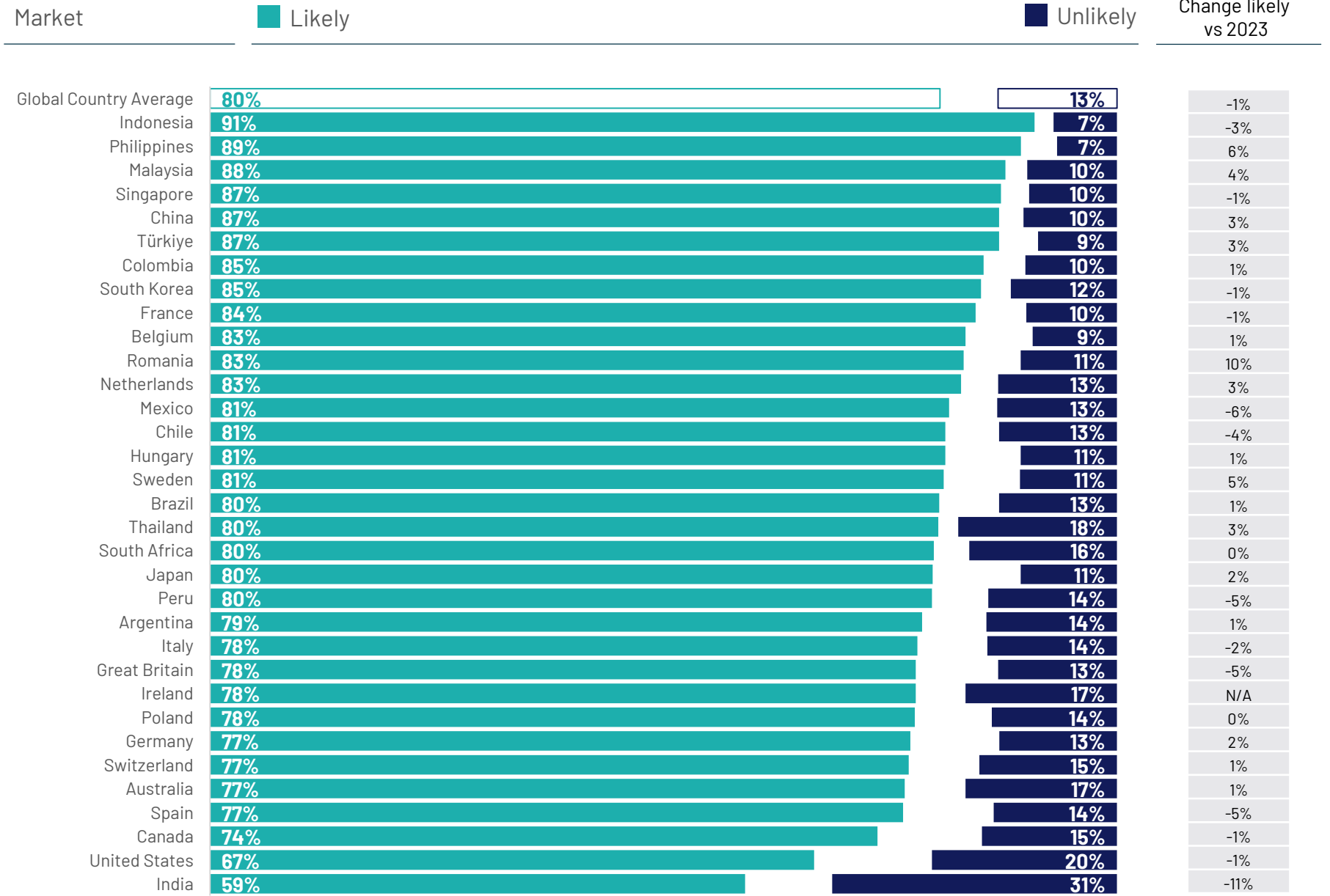
The average global temperature will increase

Q.

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

## Average global temperatures will increase

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

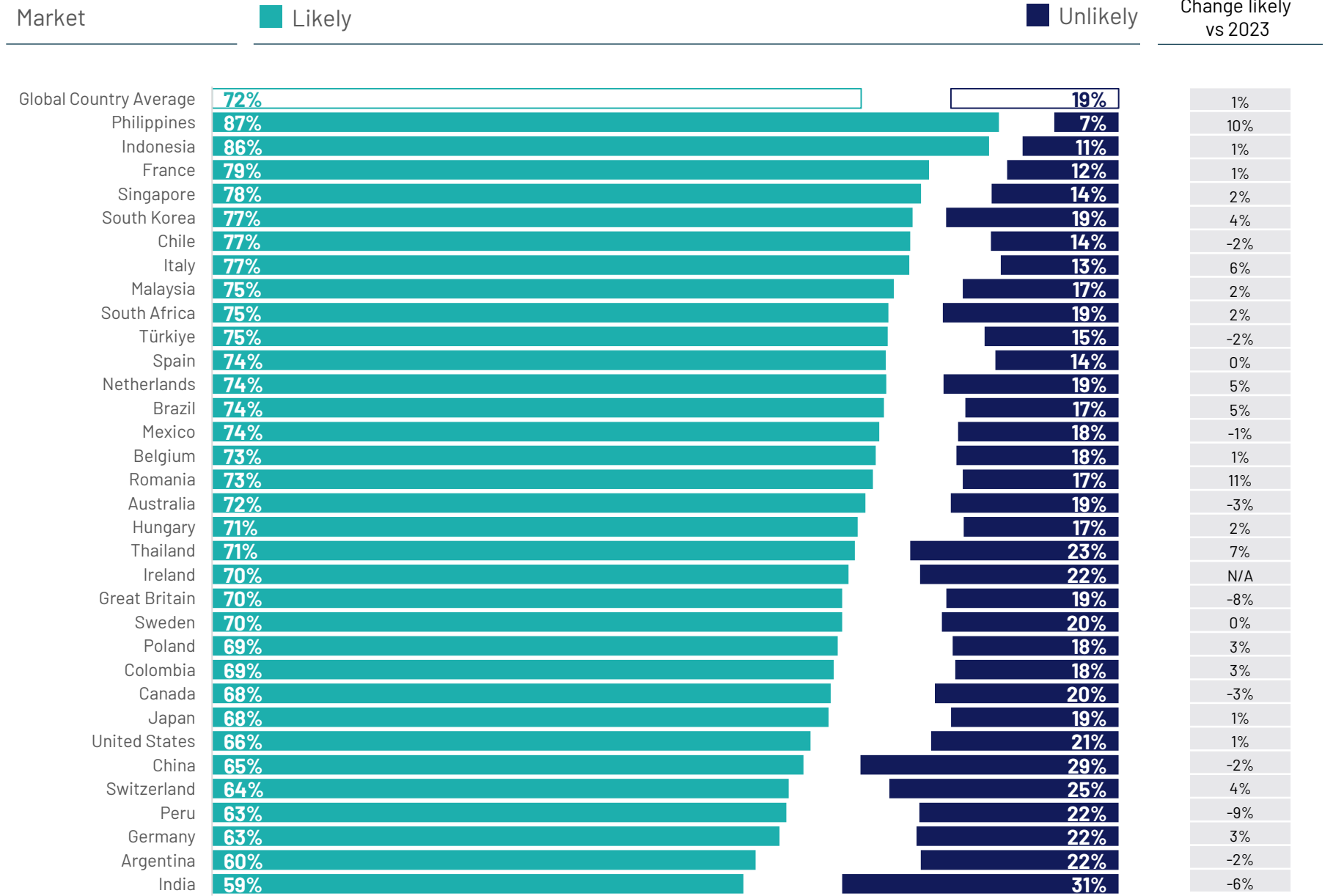


Q.

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 2025 than there were in 2024**

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



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

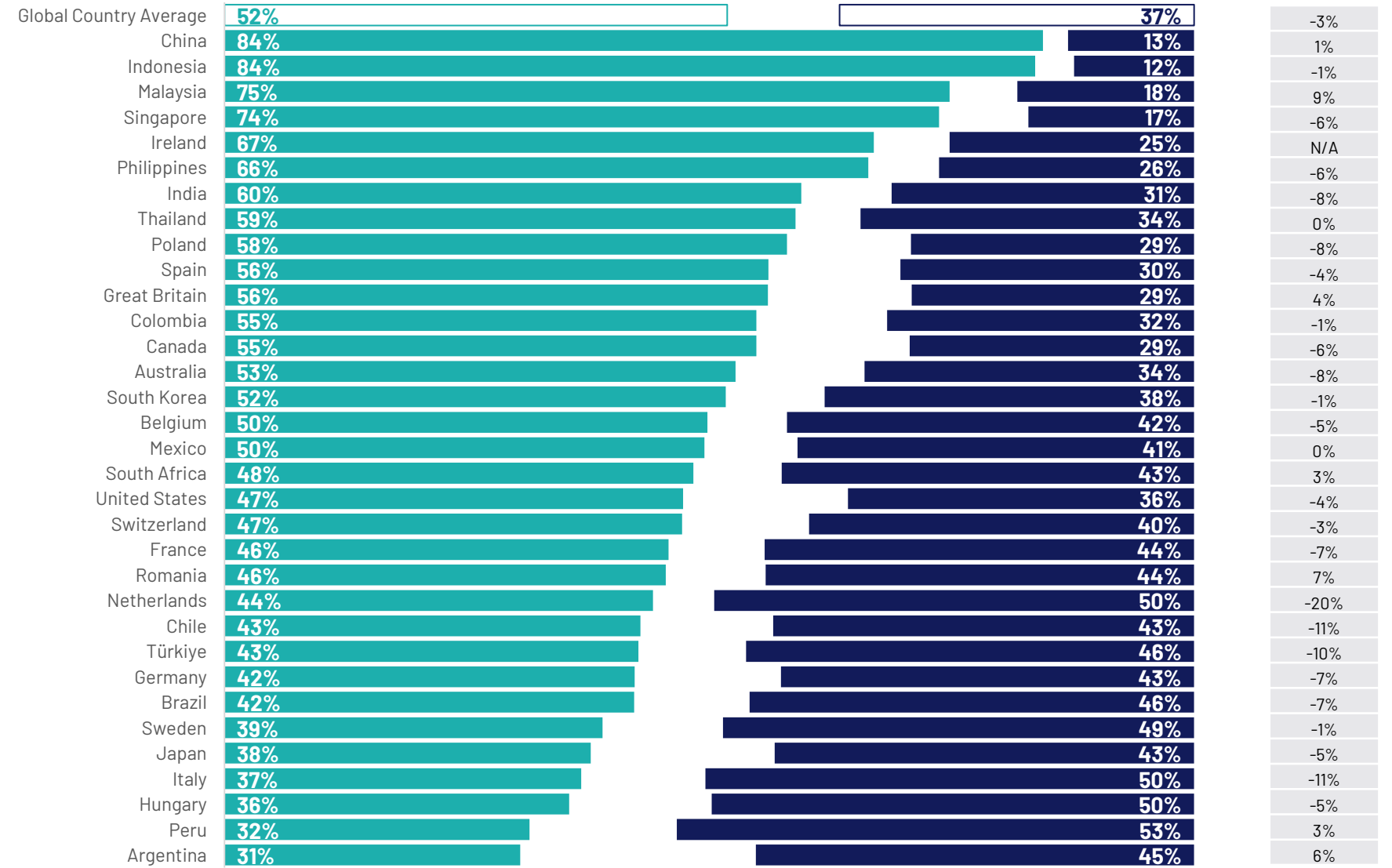
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely vs 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**

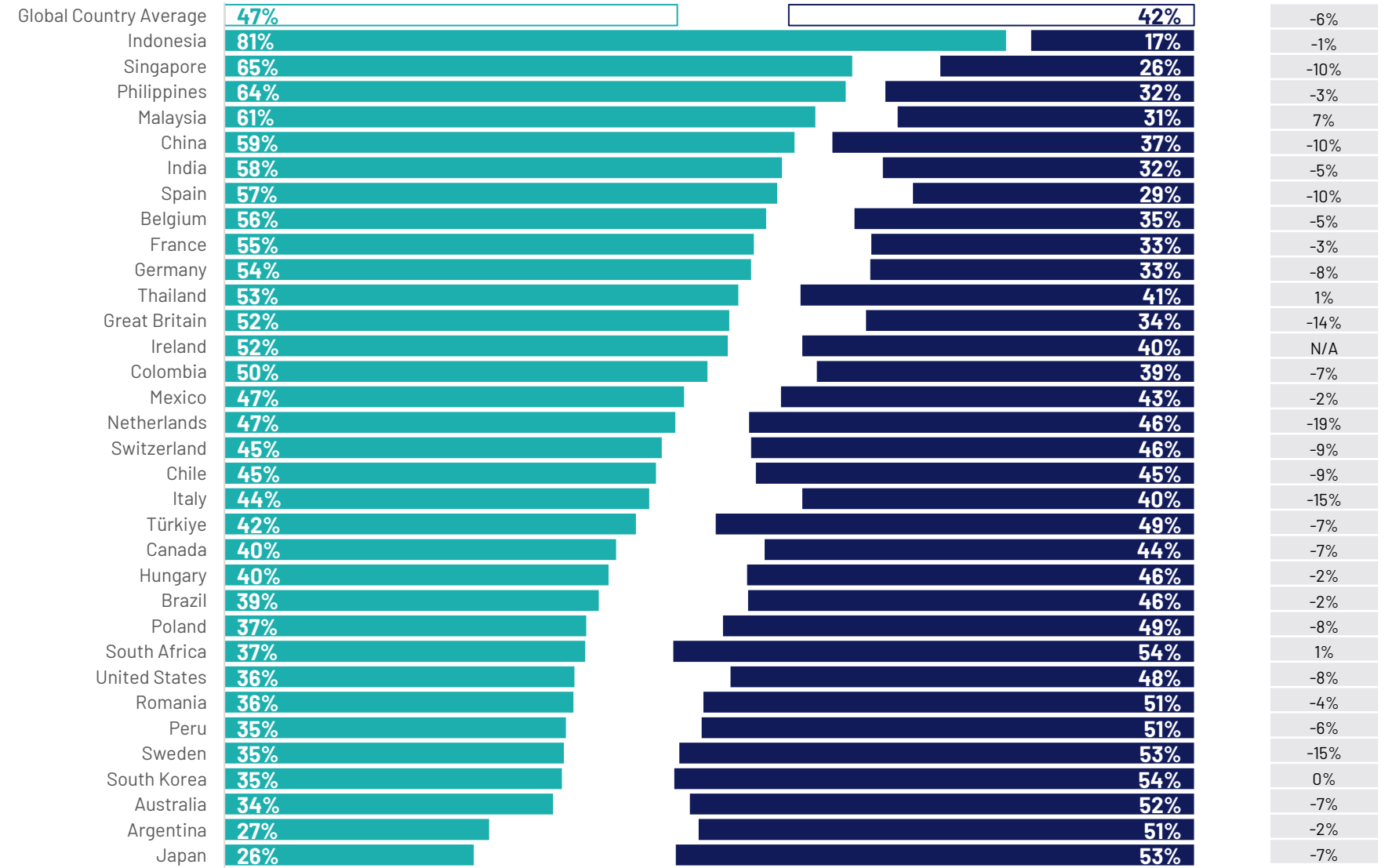
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely vs 2023



Q.

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

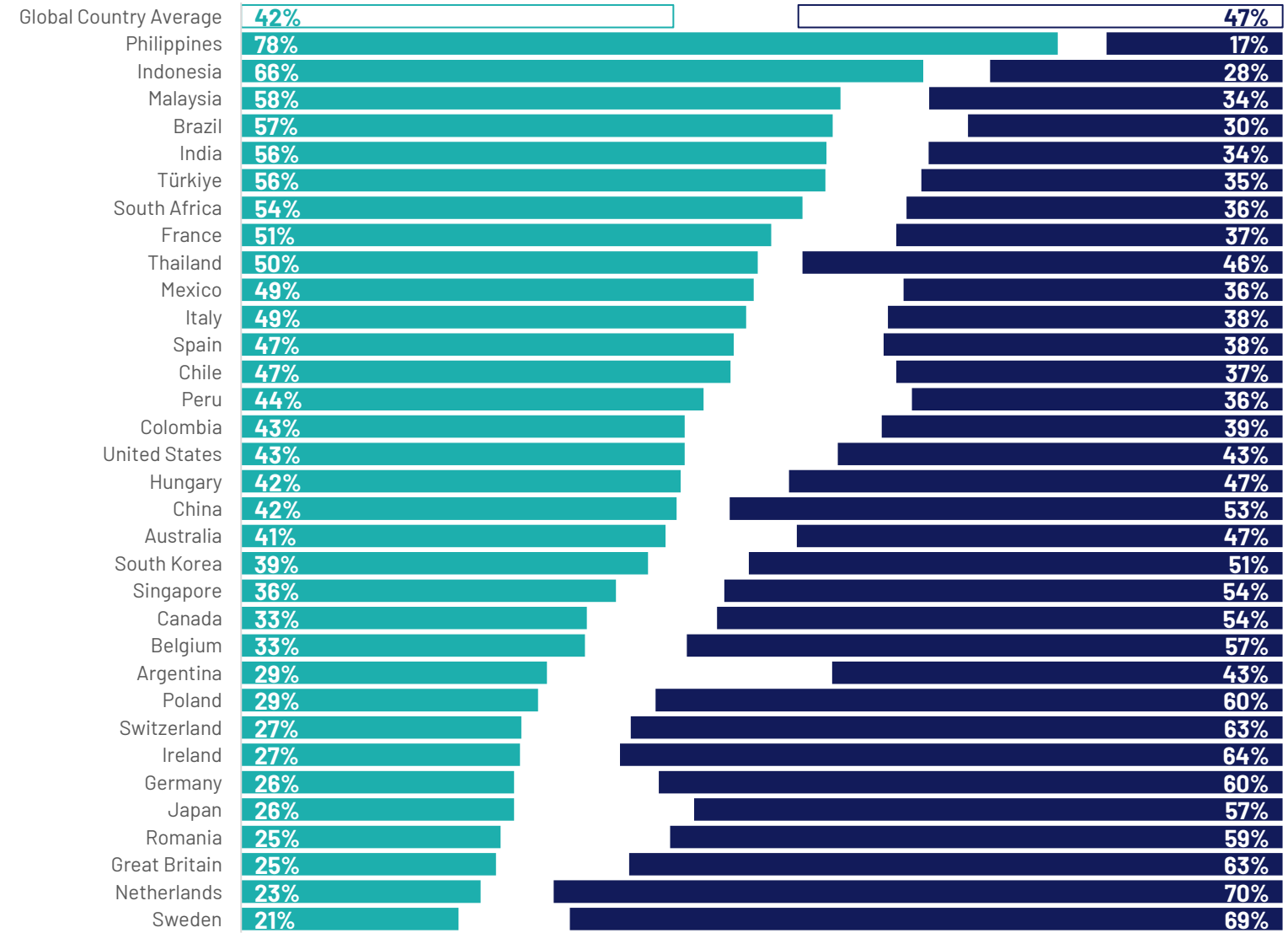
## Parts of my country will become unliveable because of an extreme weather event

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Market

Likely

Unlikely

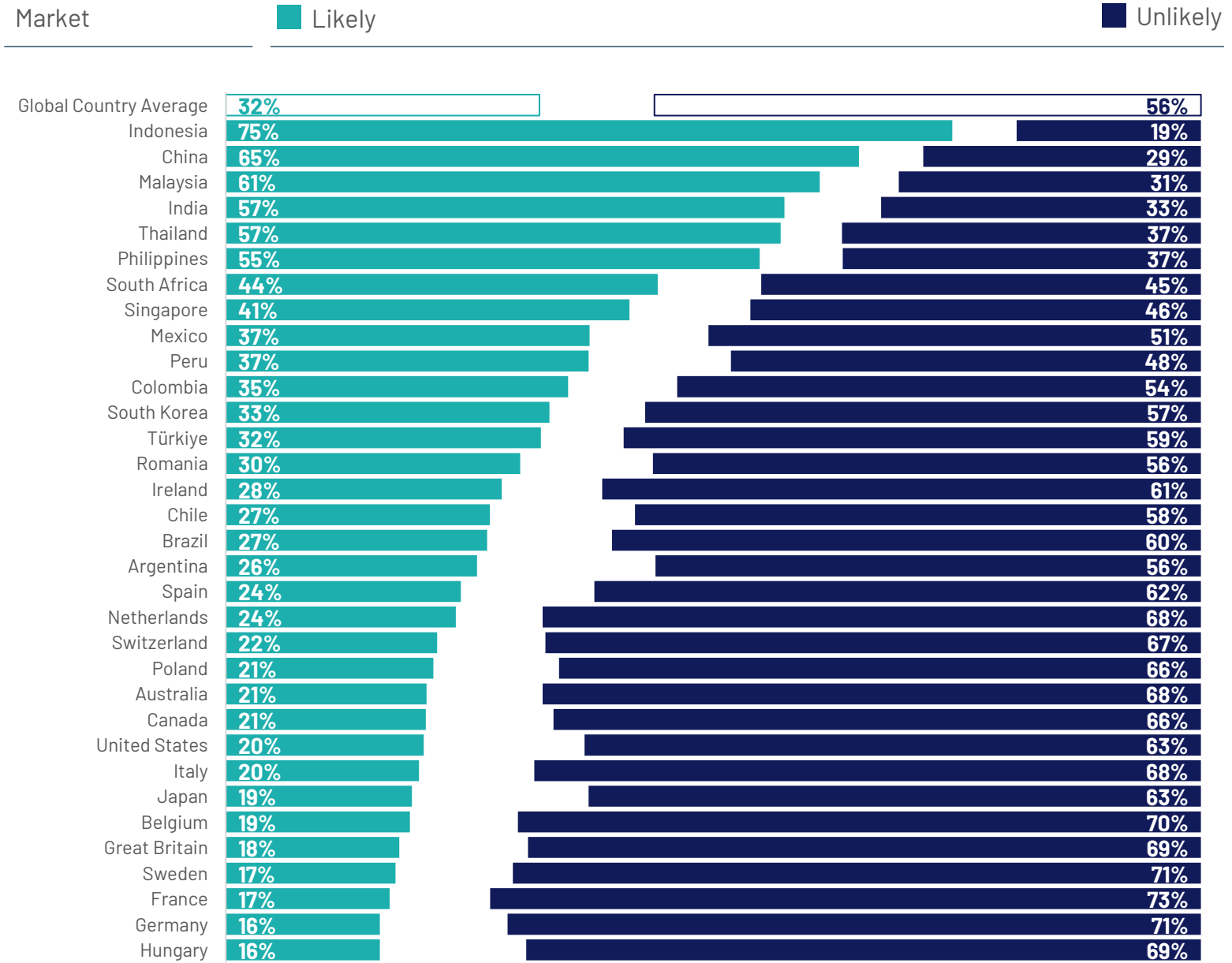


Q.

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

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



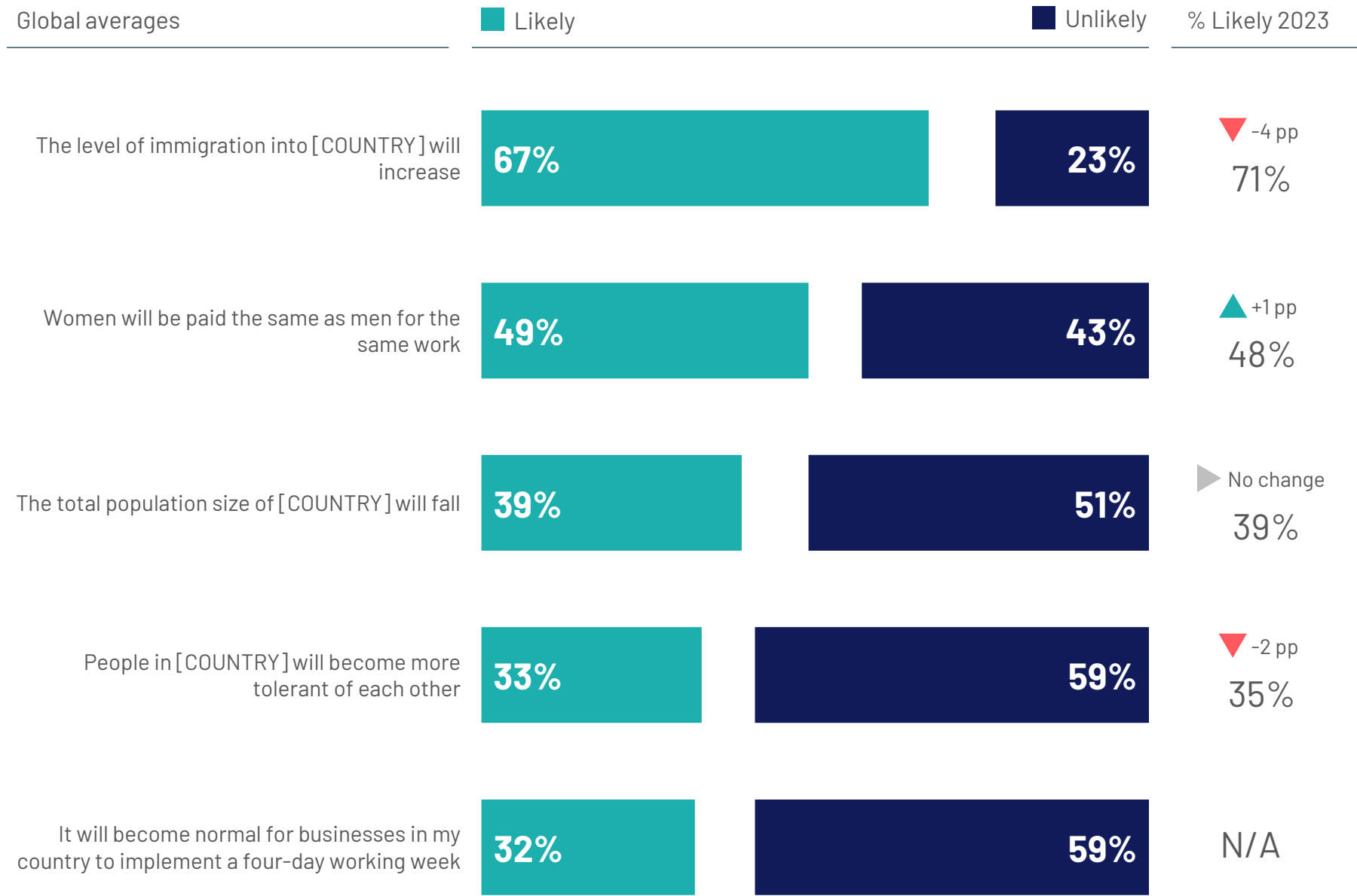
# Expectations for Society in 2025



Q.

# Society

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



Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



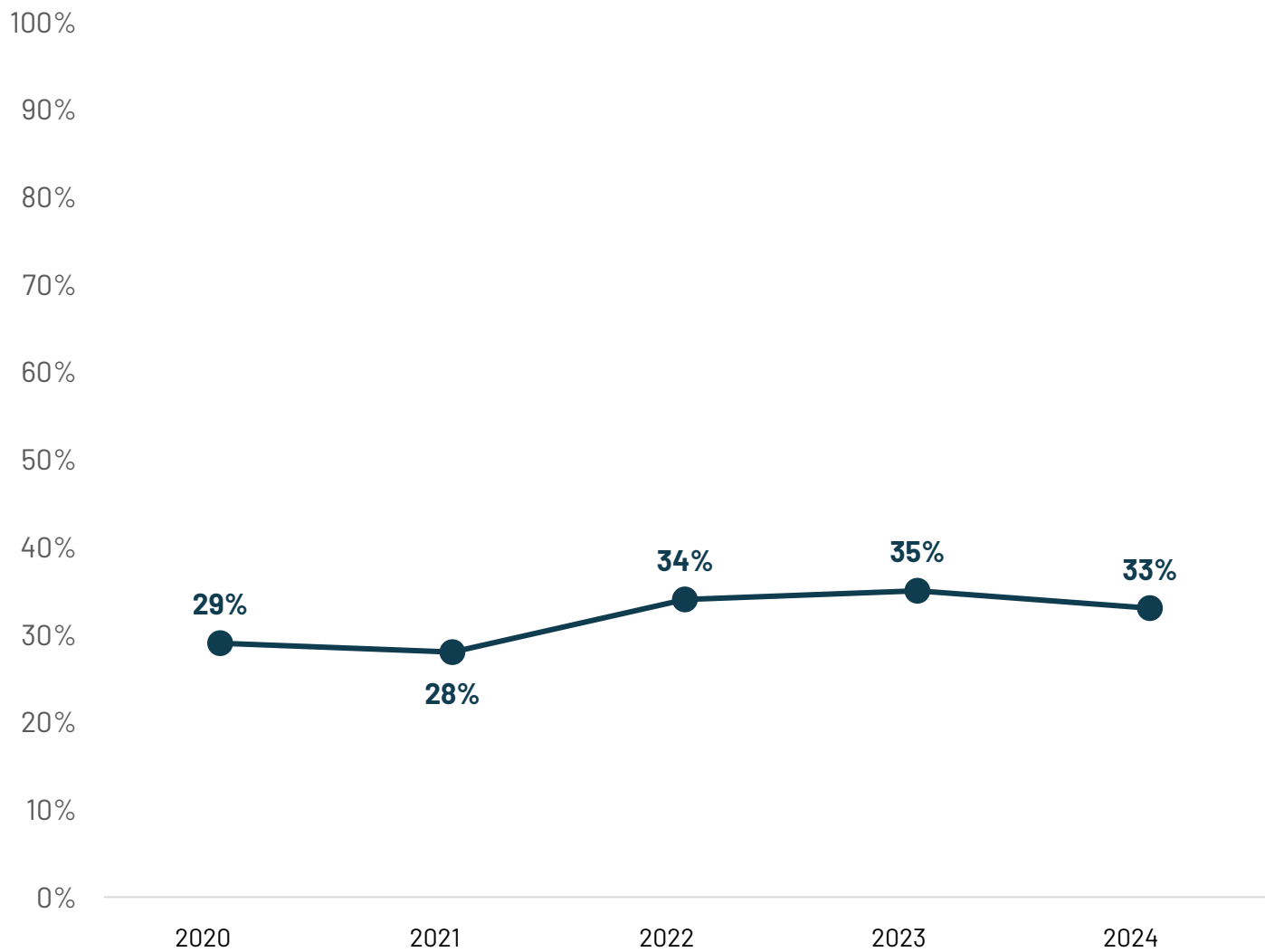
# Q.

## Expectations for society in 2024 in an historical context

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Global averages - % agree



People in my country will become more tolerant of each other

Q.

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

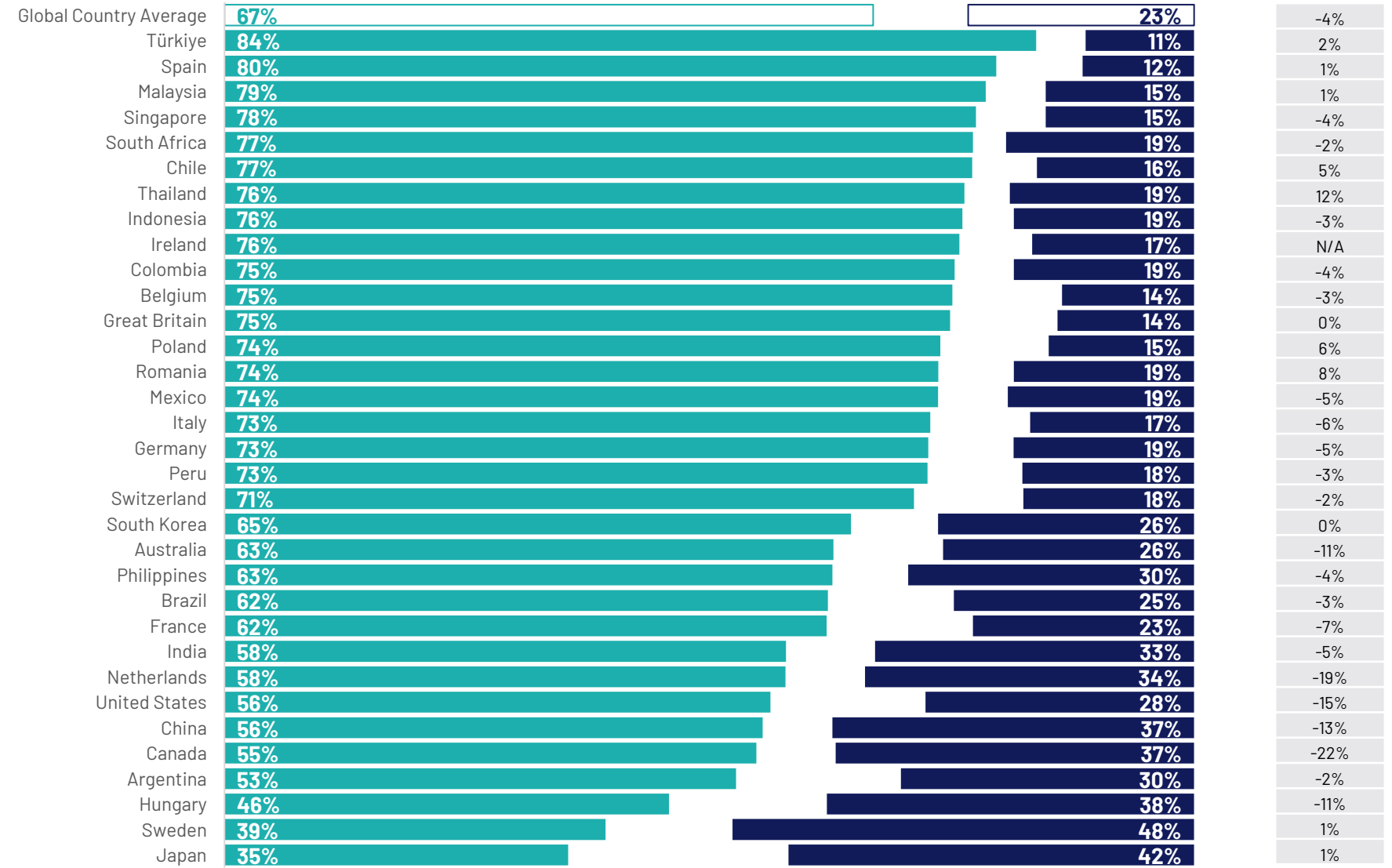
## The level of immigration into my country will increase

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Market

Likely

Unlikely

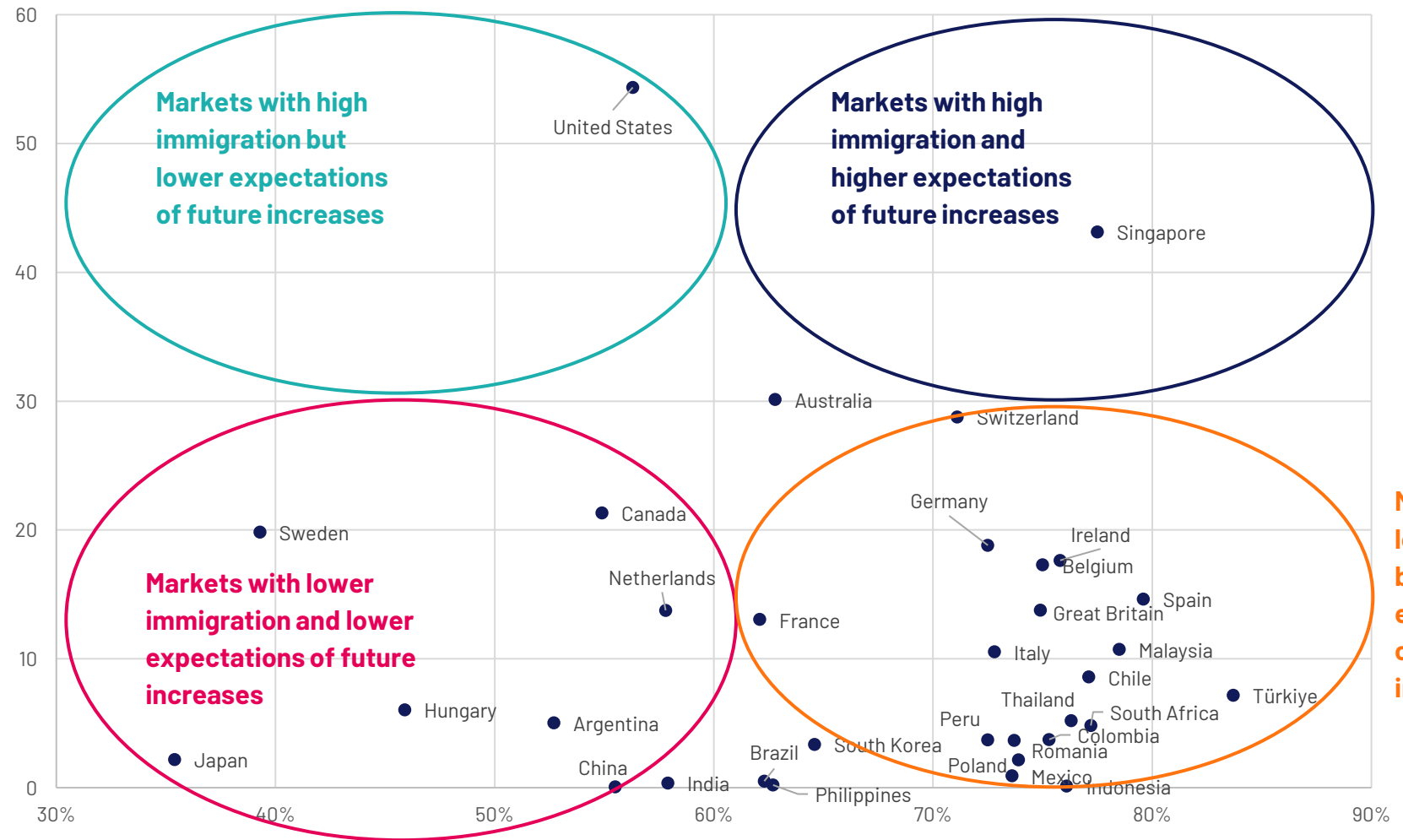
Change likely  
vs 2023

**In most markets the fear that immigration into their market will increase is NOT based on an empirical reality of high historical immigration levels.**

Source: [UN Department of Economic and Social Affairs via Our World in Data](#)

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

**% of population who are immigrants (2020)**



**% who feel that the level of immigration into their country will increase**

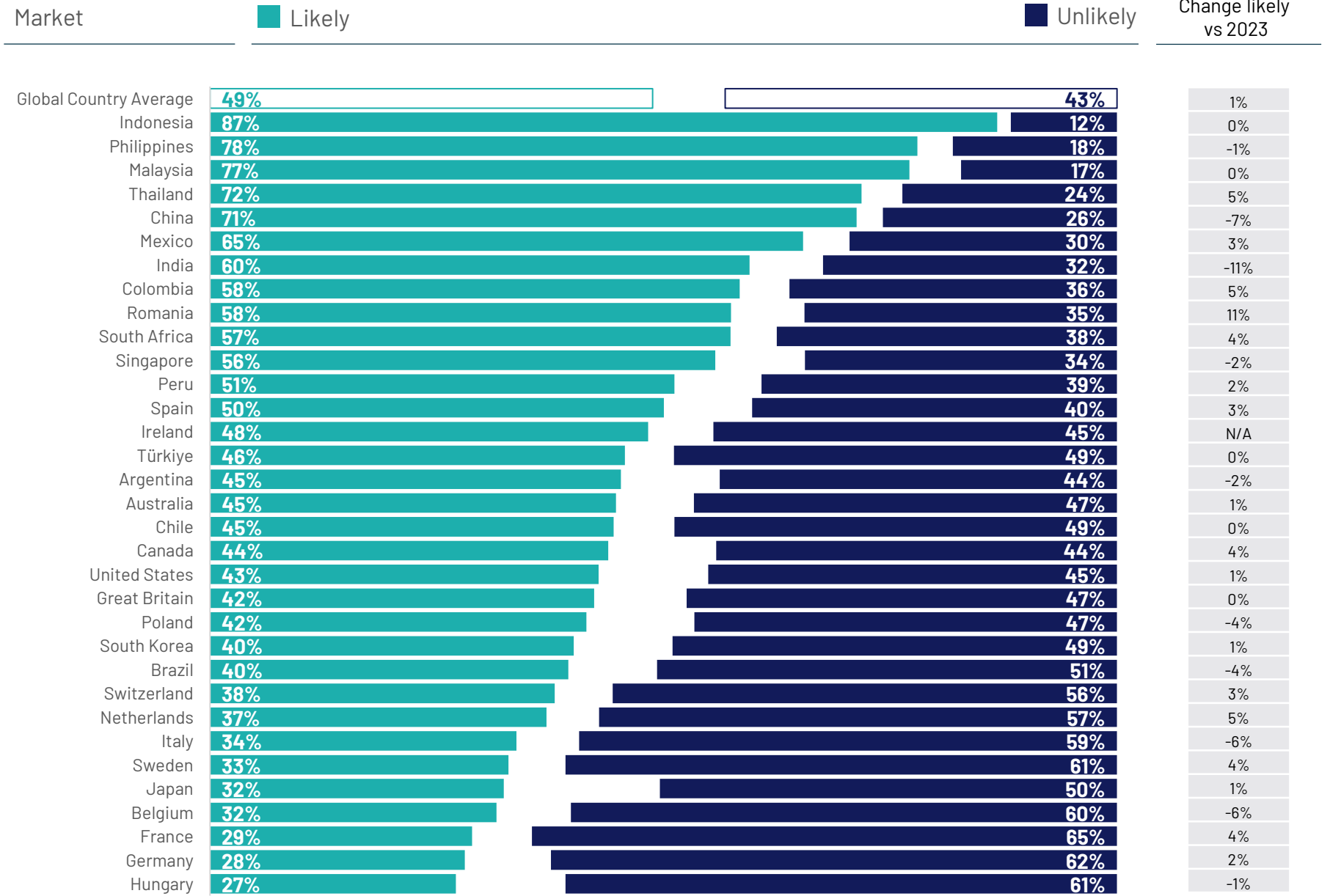


Q.

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: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



Perceptions of whether the gender gap it will close in 2025 or not don't seem to bear a particularly close relationship with the actual gender gap in each country .

Source: [WEF](#)

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

**WEF's Gender Gap Index**  
(% gender gap is closed) i.e., min = 0%; max = 0%)



Q.

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

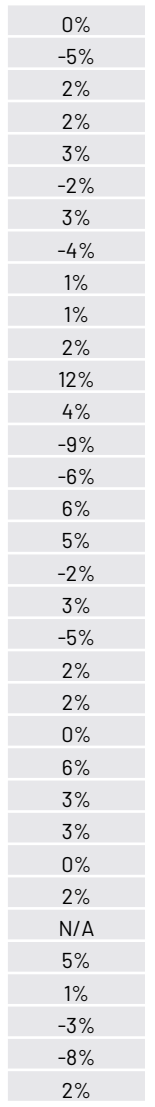
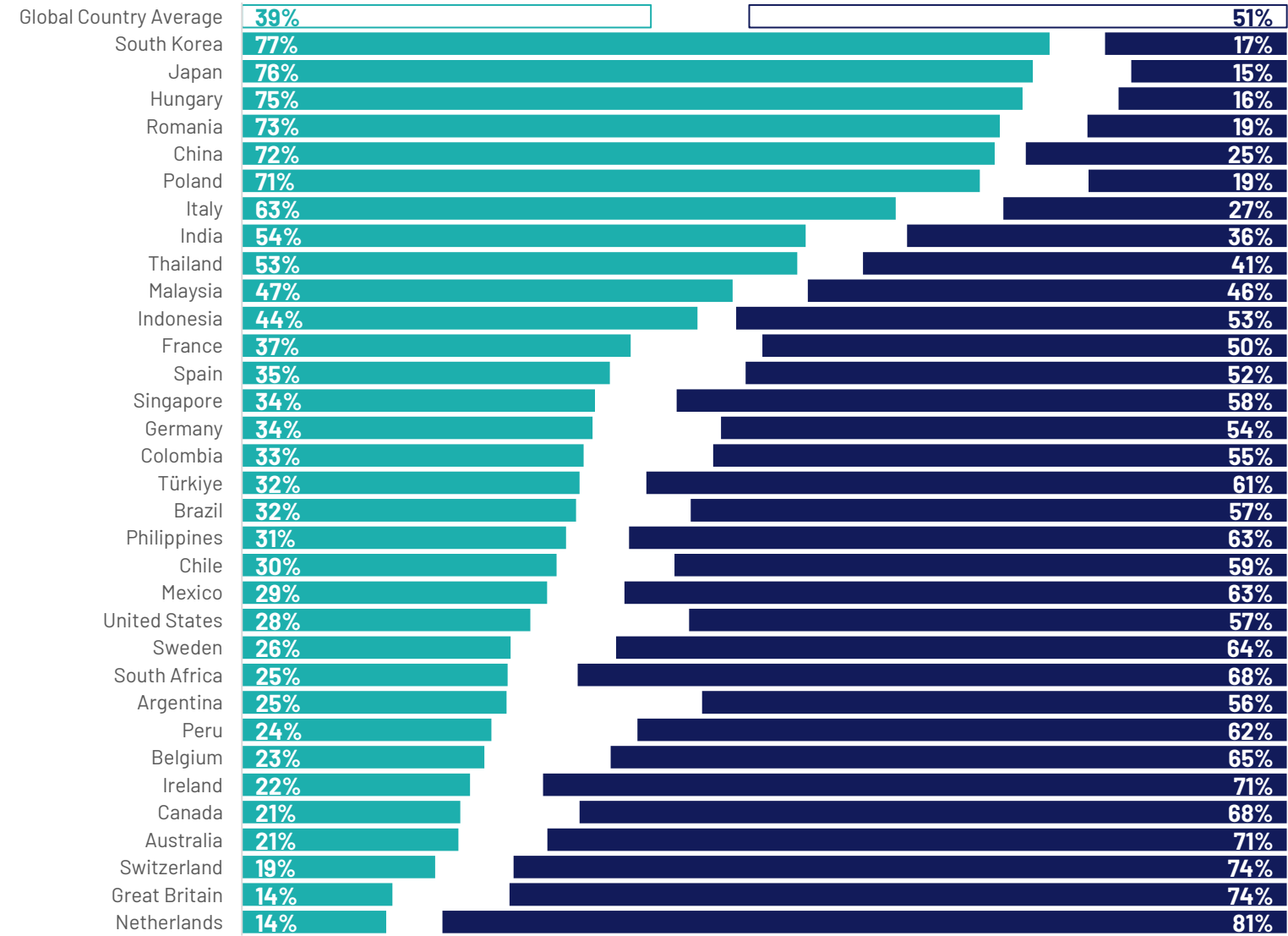
## The total population size of my country will fall

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely  
vs 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

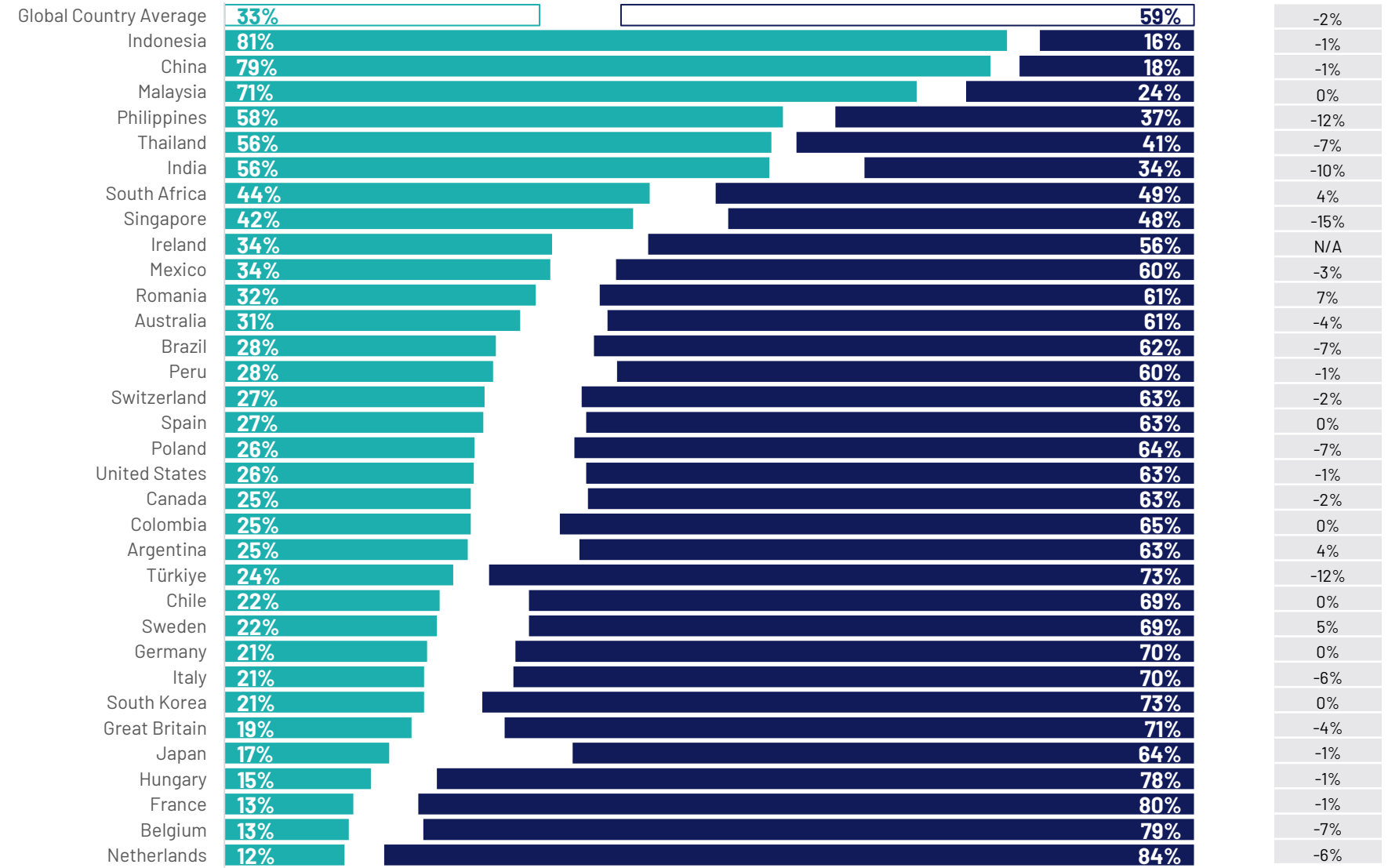
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market

Likely

Unlikely

Change likely vs 2023

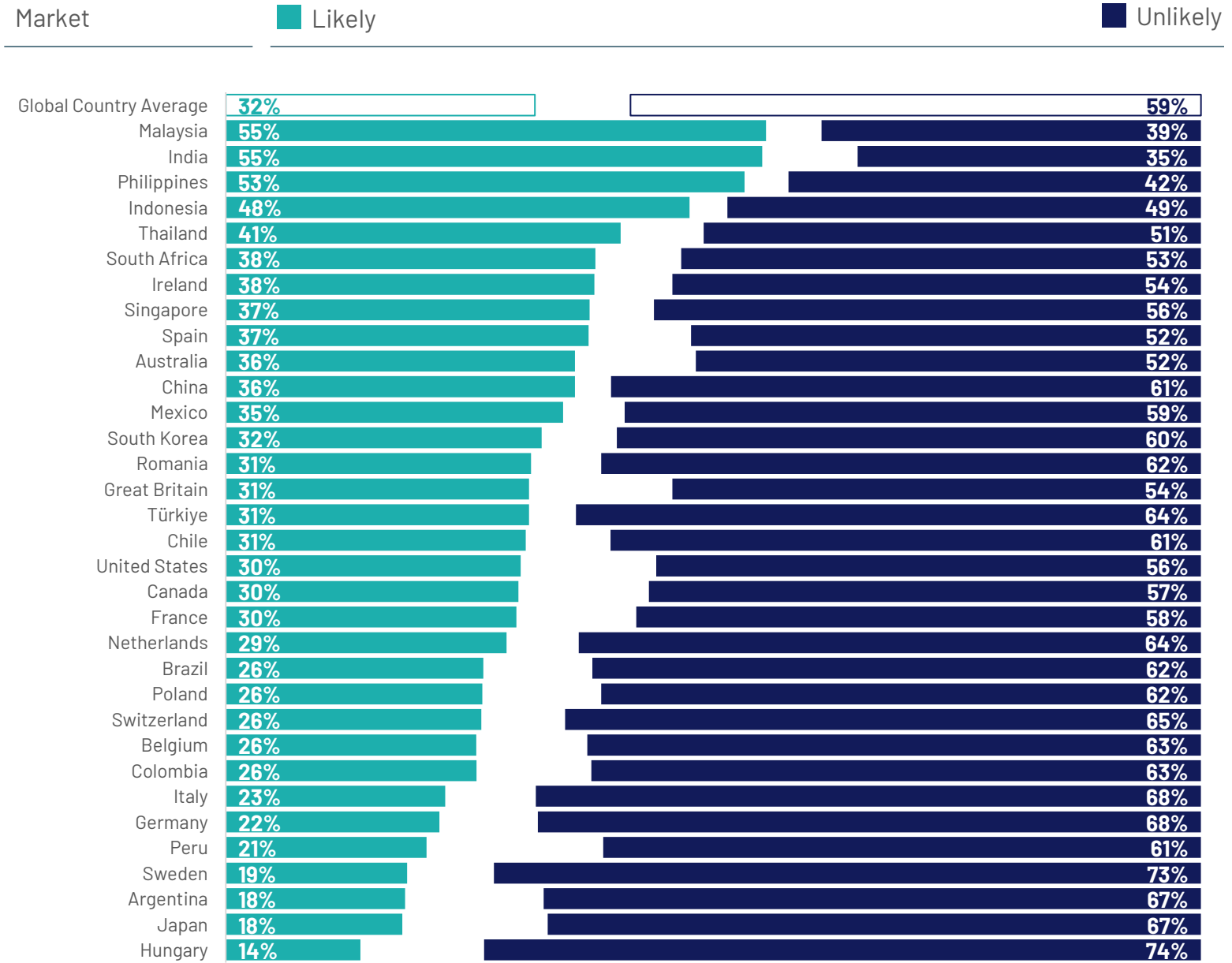


Q.

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

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

Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, 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 25 – Friday November 8, 2024



# Methodology



# METHODOLOGY

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, October 25 and Friday, November 8, 2024. For this survey, Ipsos interviewed a total of 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Türkiye, 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, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, the Philippines, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. 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, 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, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Philippines, Romania, Singapore, South Africa, Thailand, and Türkiye 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.



# For more information

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