

# Global Advisor 2021 Predictions

December 2020



# COVID-19

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

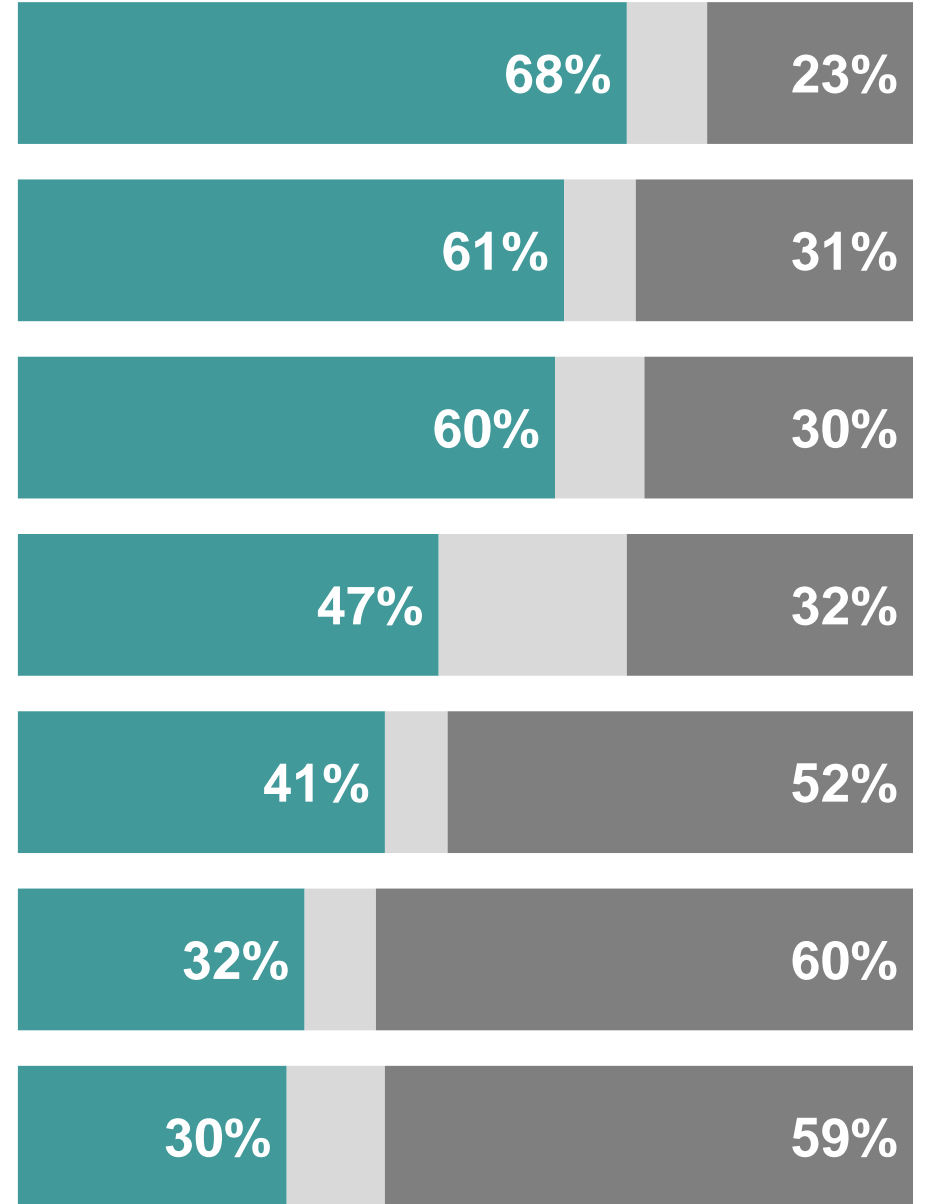
Base: c. 15,700 online interviews across 31  
markets, 23 October – 6 November 2020.

## Global averages

- A successful vaccine for COVID-19 will be developed
- Most people in [market] will wear a mask in public places a year from now
- A successful vaccine for COVID-19 will become widely available in [market]
- There will be a new global pandemic caused by a new virus
- Life in [market] will have got back to normal after the effects of the COVID-19 pandemic
- [Market]'s economy will have fully recovered from the effects of the COVID-19 pandemic
- The world will change for the better because of the COVID-19 crisis

## Likely

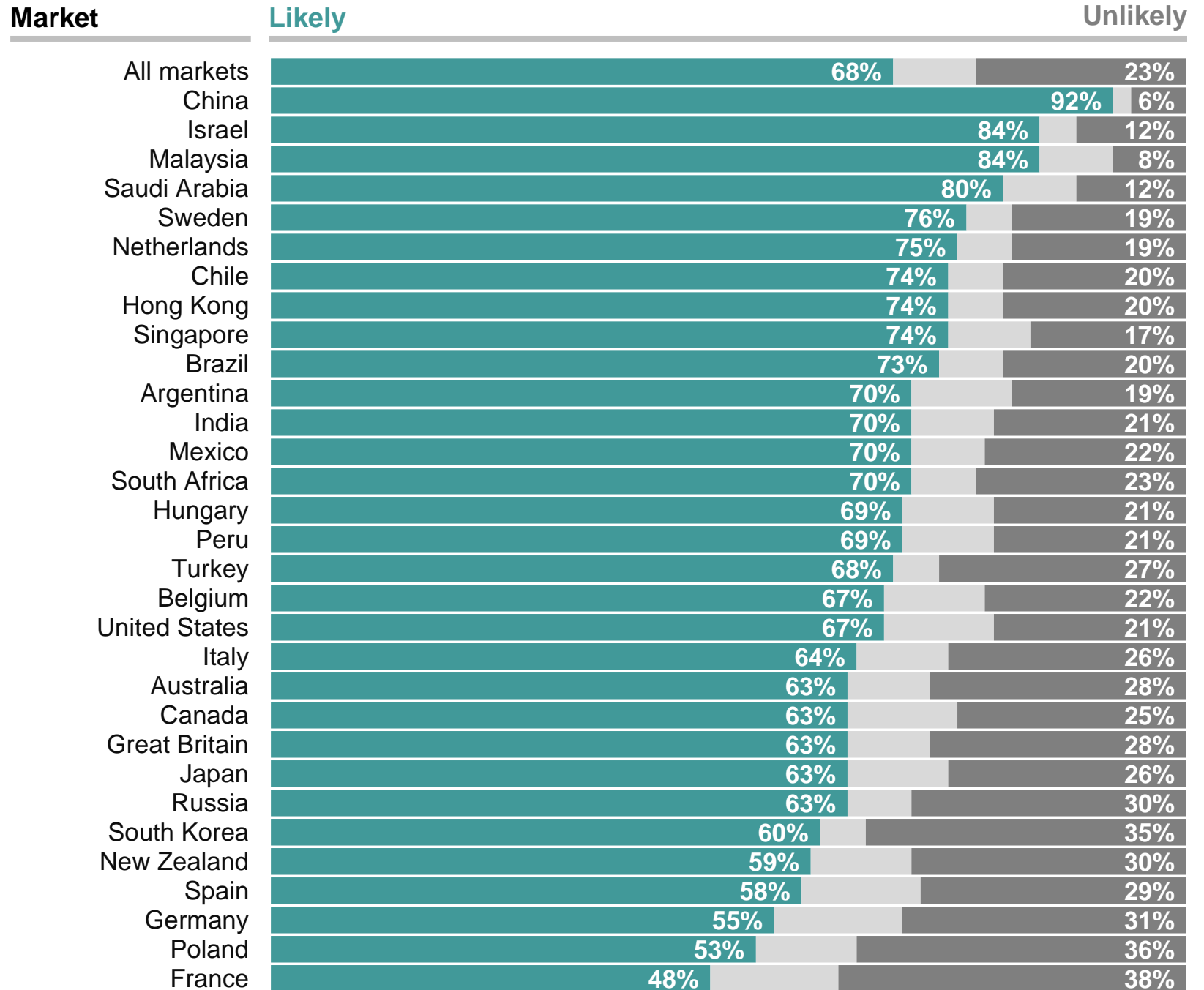
## Unlikely





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

### A successful vaccine for COVID-19 will be developed

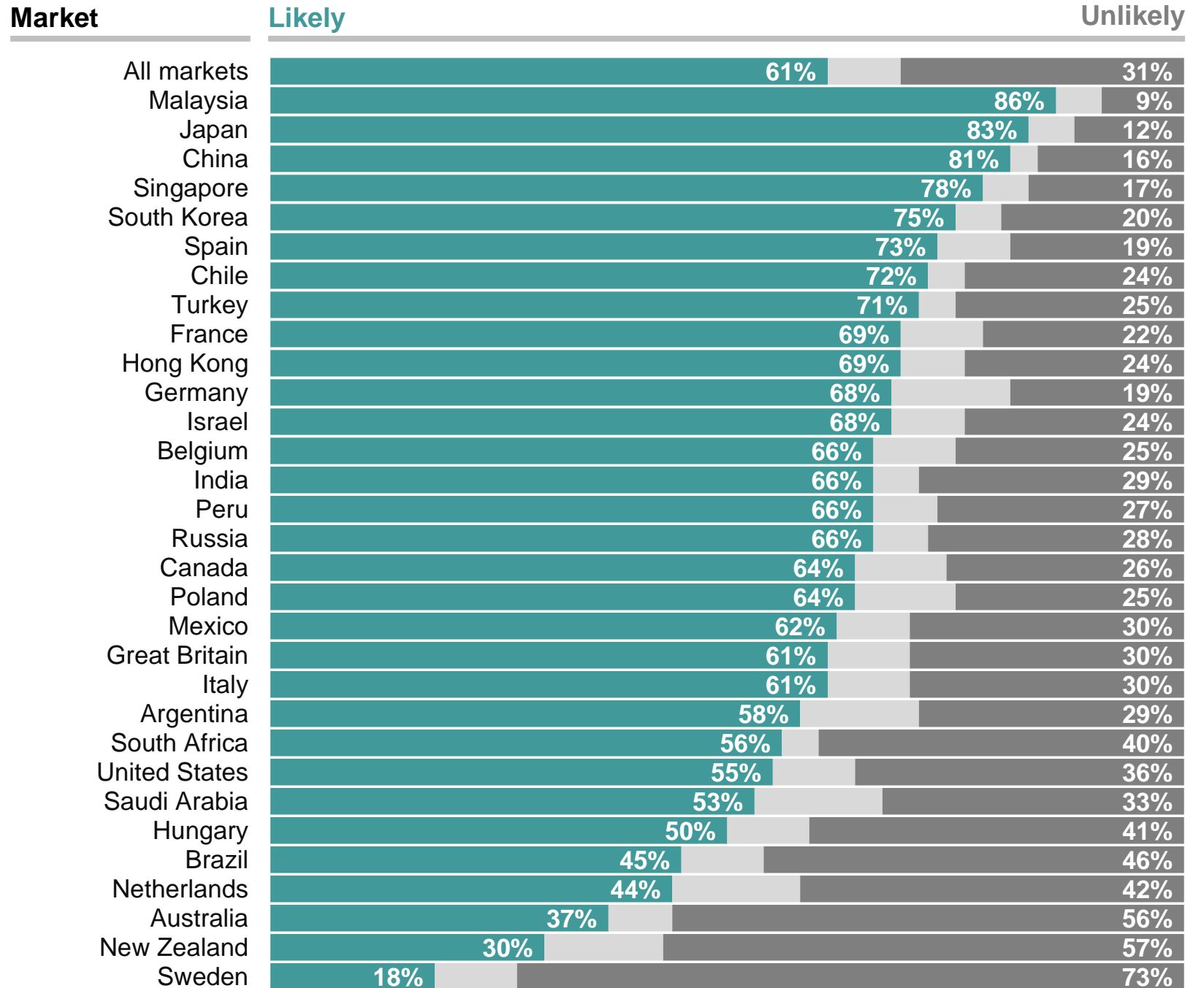


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

Most people in [market] will wear a mask in public places a year from now

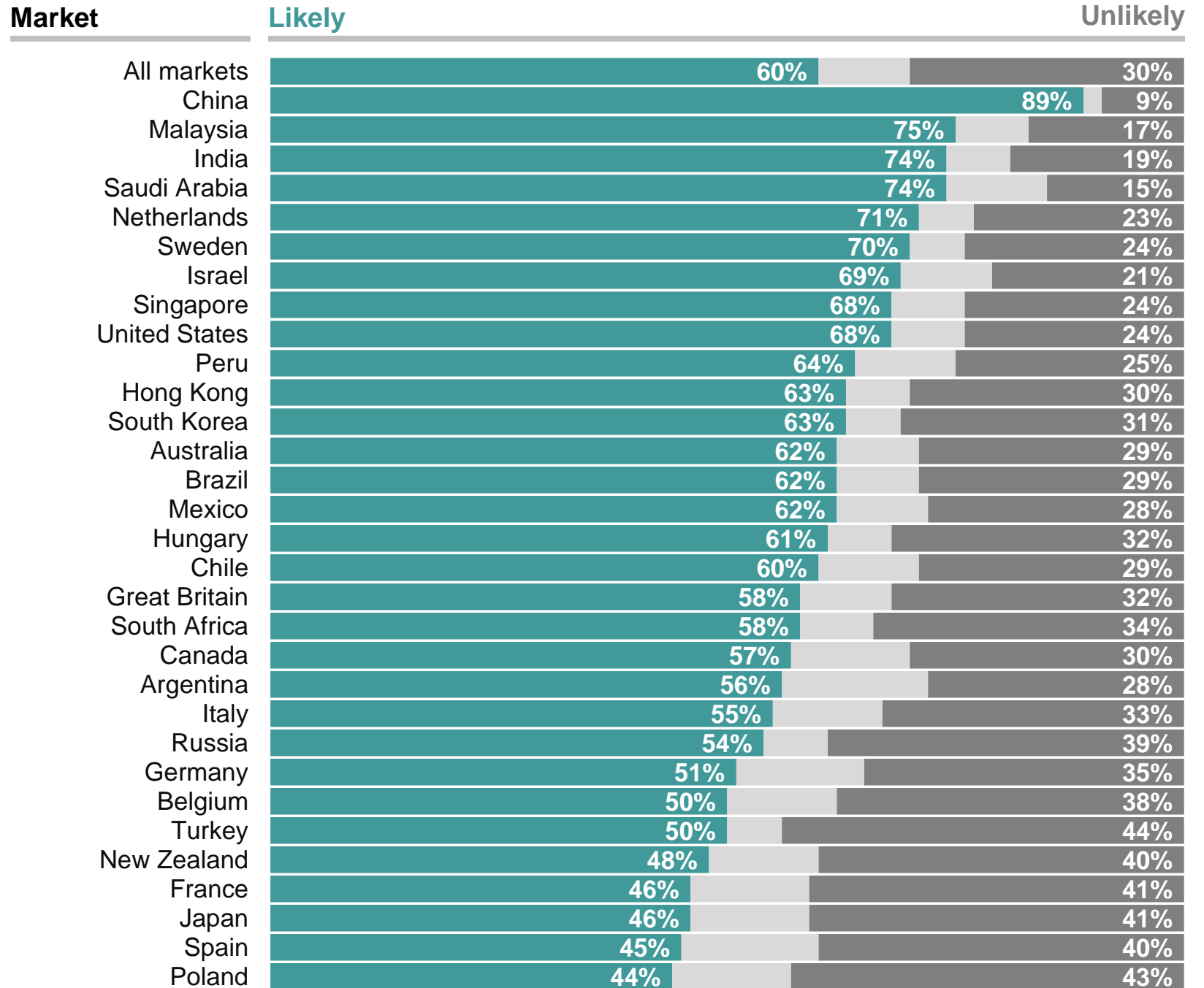


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

A successful vaccine for COVID-19 will become widely available in [market]

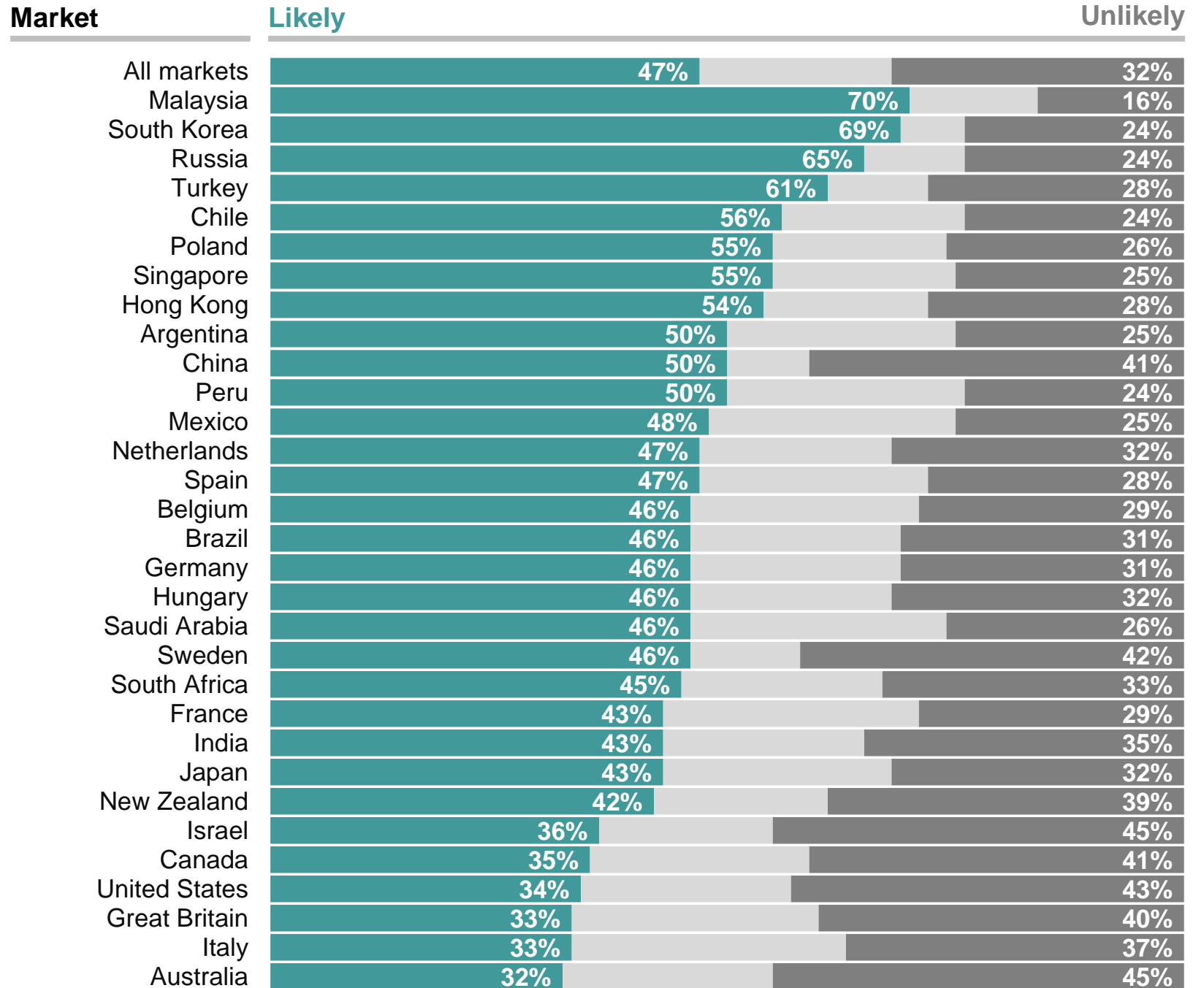


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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**



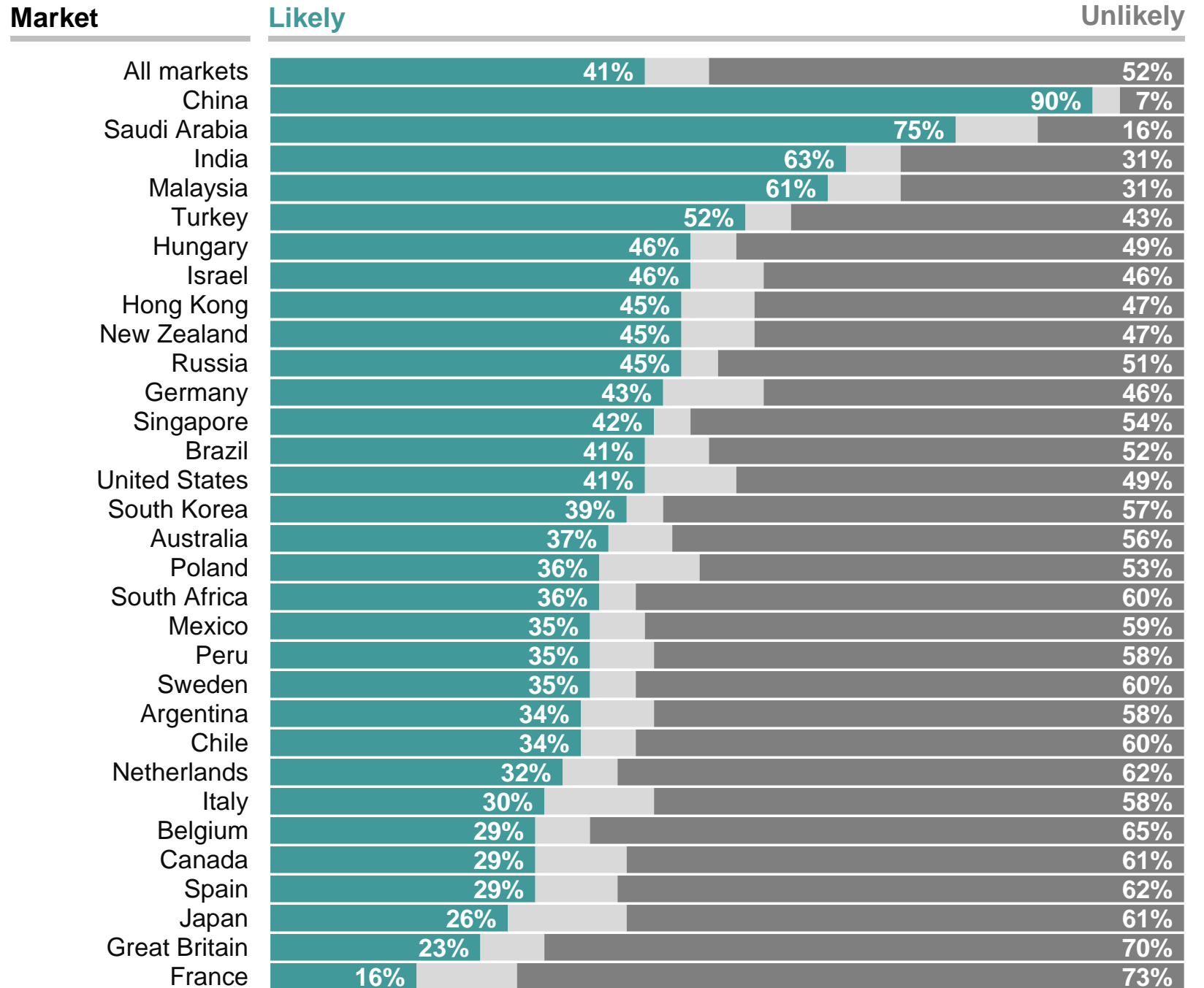
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.





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

Life in [market] will have got back to normal after the effects of the COVID-19 pandemic

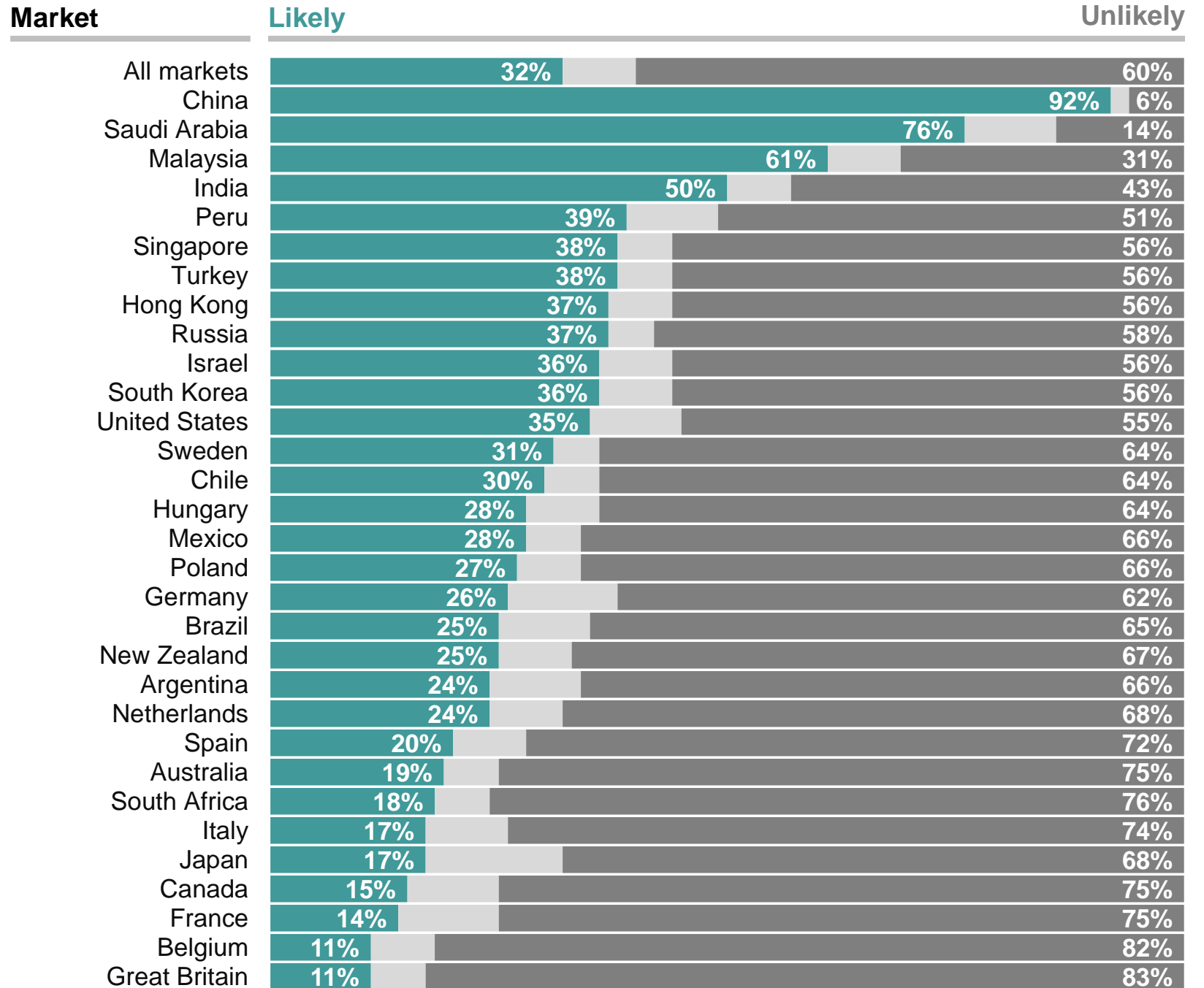


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

**[Market]’s economy will have fully recovered from the effects of the COVID-19 pandemic**



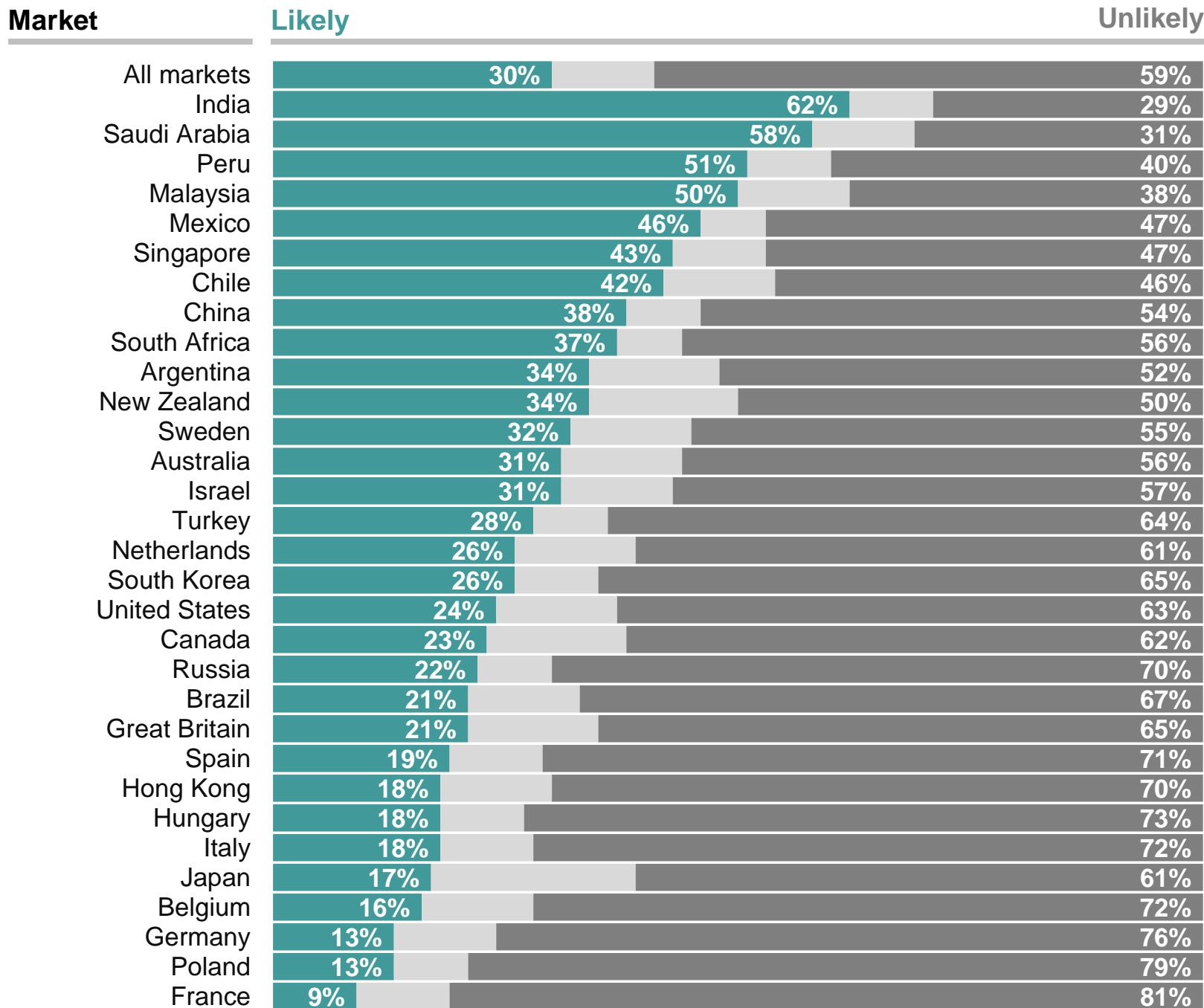
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



Q.

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

The world will change for the better because of the COVID-19 crisis



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

## Economics

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

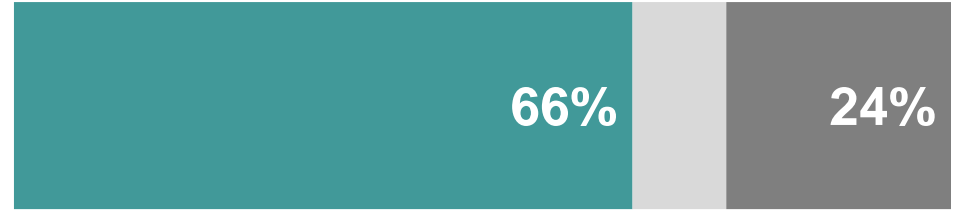
Base: c. 15,700 online interviews across 31  
markets, 23 October – 6 November 2020.

### Global averages

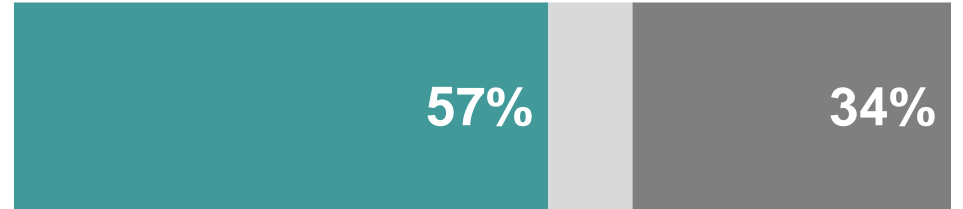
### Likely

### Unlikely

Income inequality in  
[market] will increase



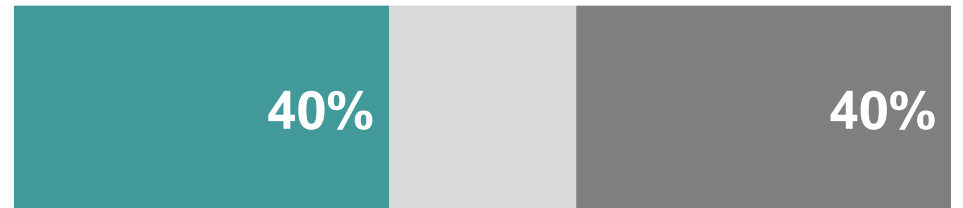
I will spend more money  
buying things online than  
I spend buying things in stores



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



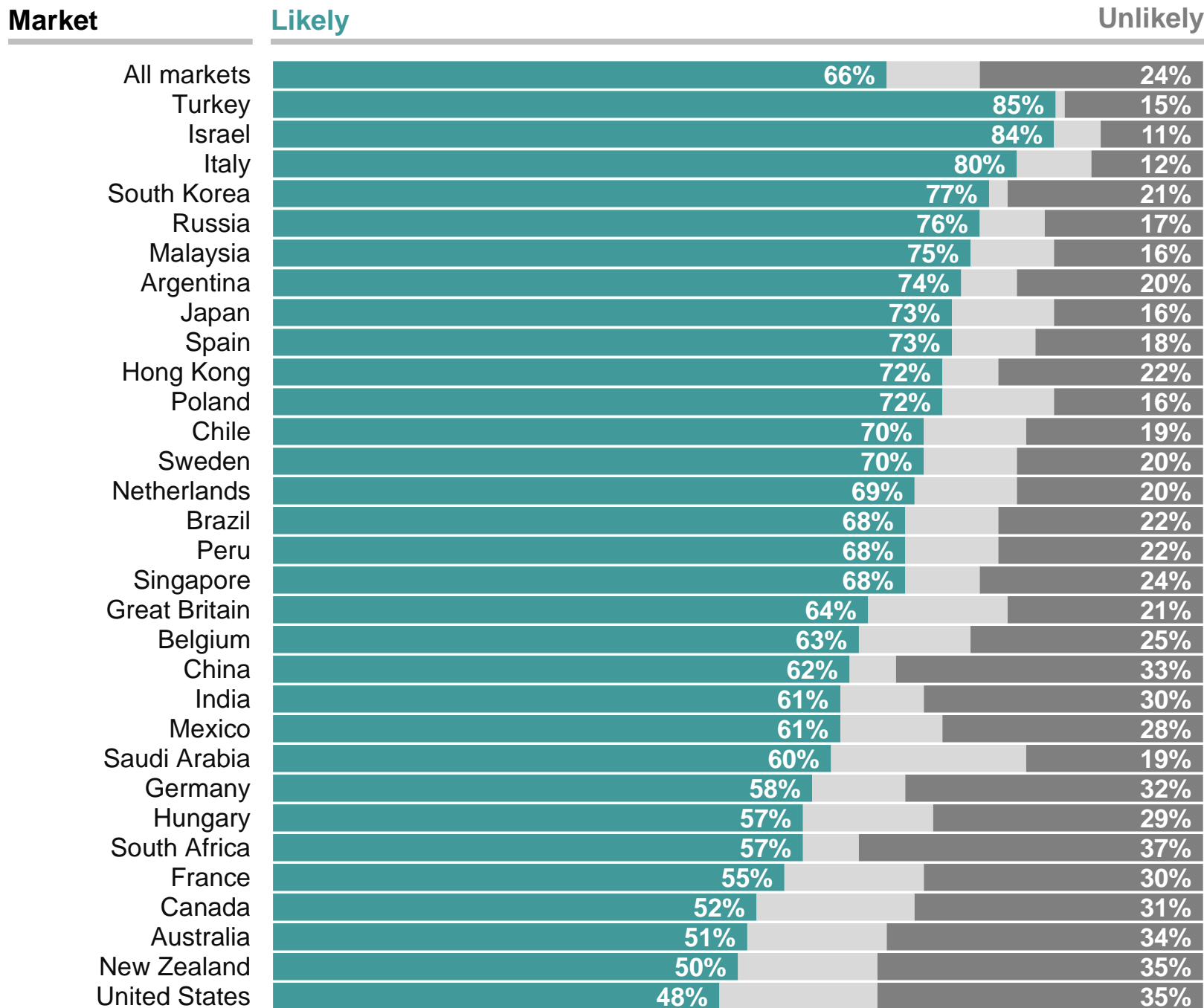
Major stock markets  
around the world will crash



Q.

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

## Income inequality in [market] will increase

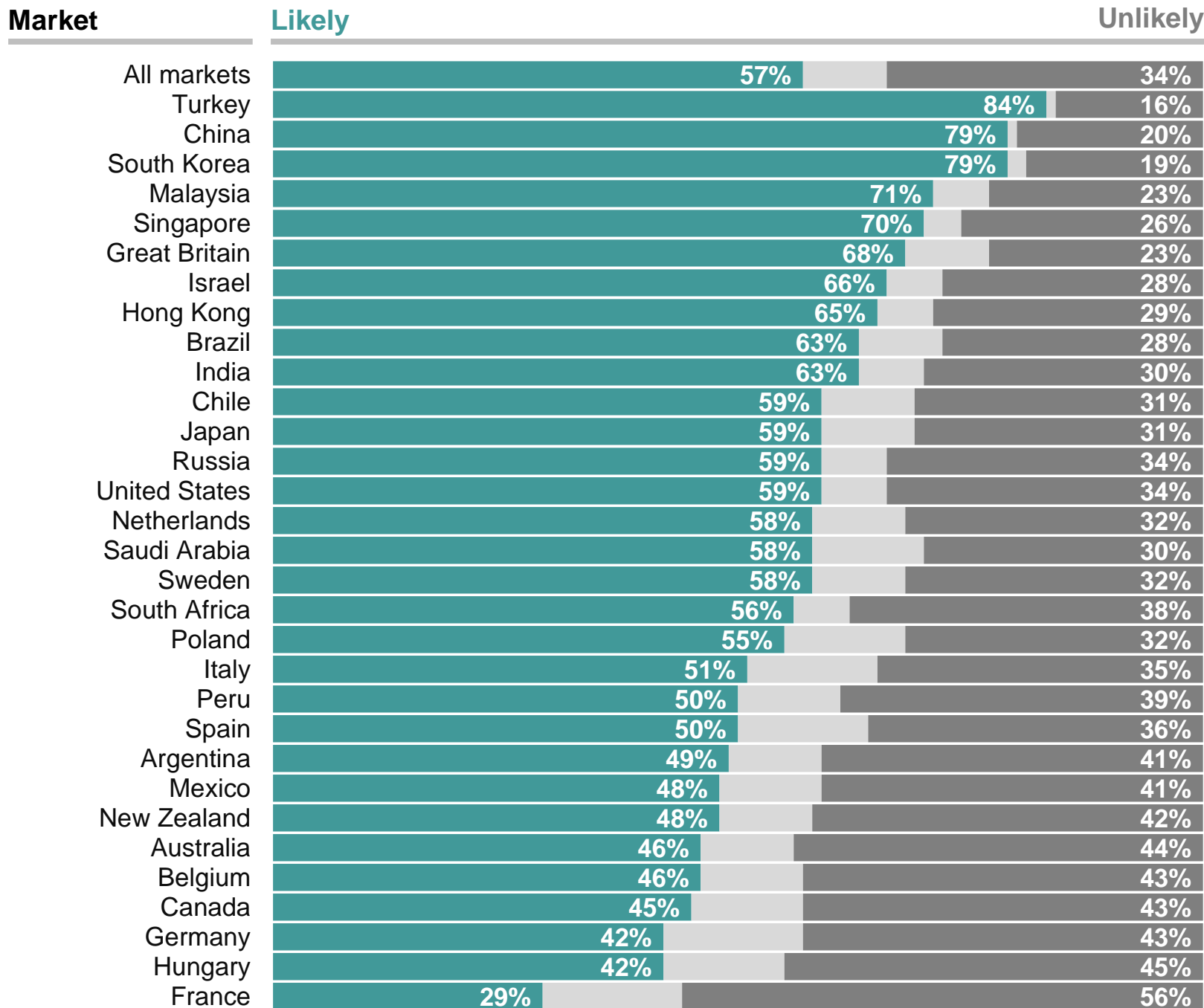


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

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

I will spend more money buying things online than I spend buying things in stores

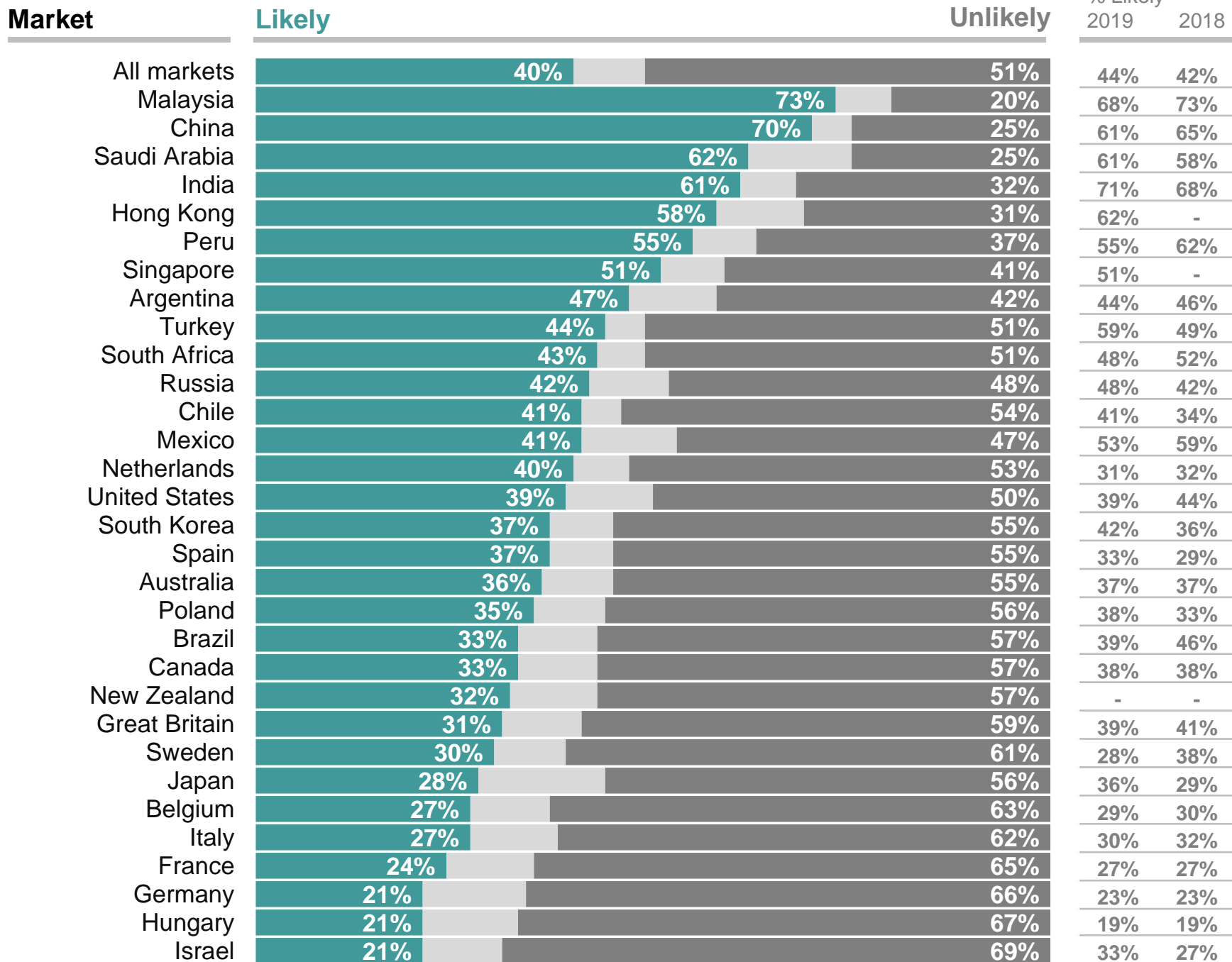


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

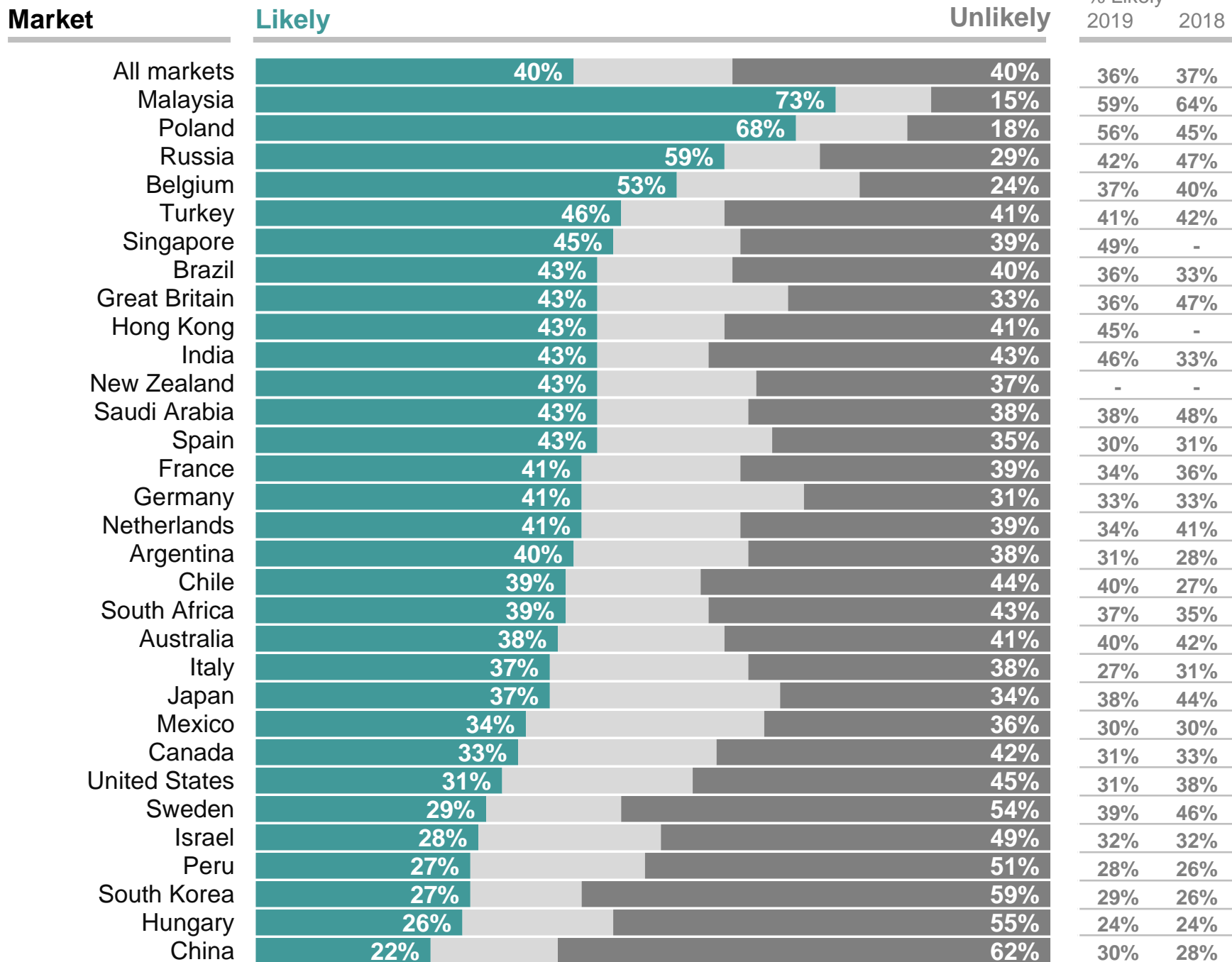


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

## Major stock markets around the world will crash



## Society and culture

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

### Global averages

### Likely

### Unlikely

I will make a new friend in my local area



The number of people living in big cities in [market] will shrink



Police in [market] will treat all people equally regardless of their differences



I will feel lonely most of the time



People in [market] will become more tolerant of each other

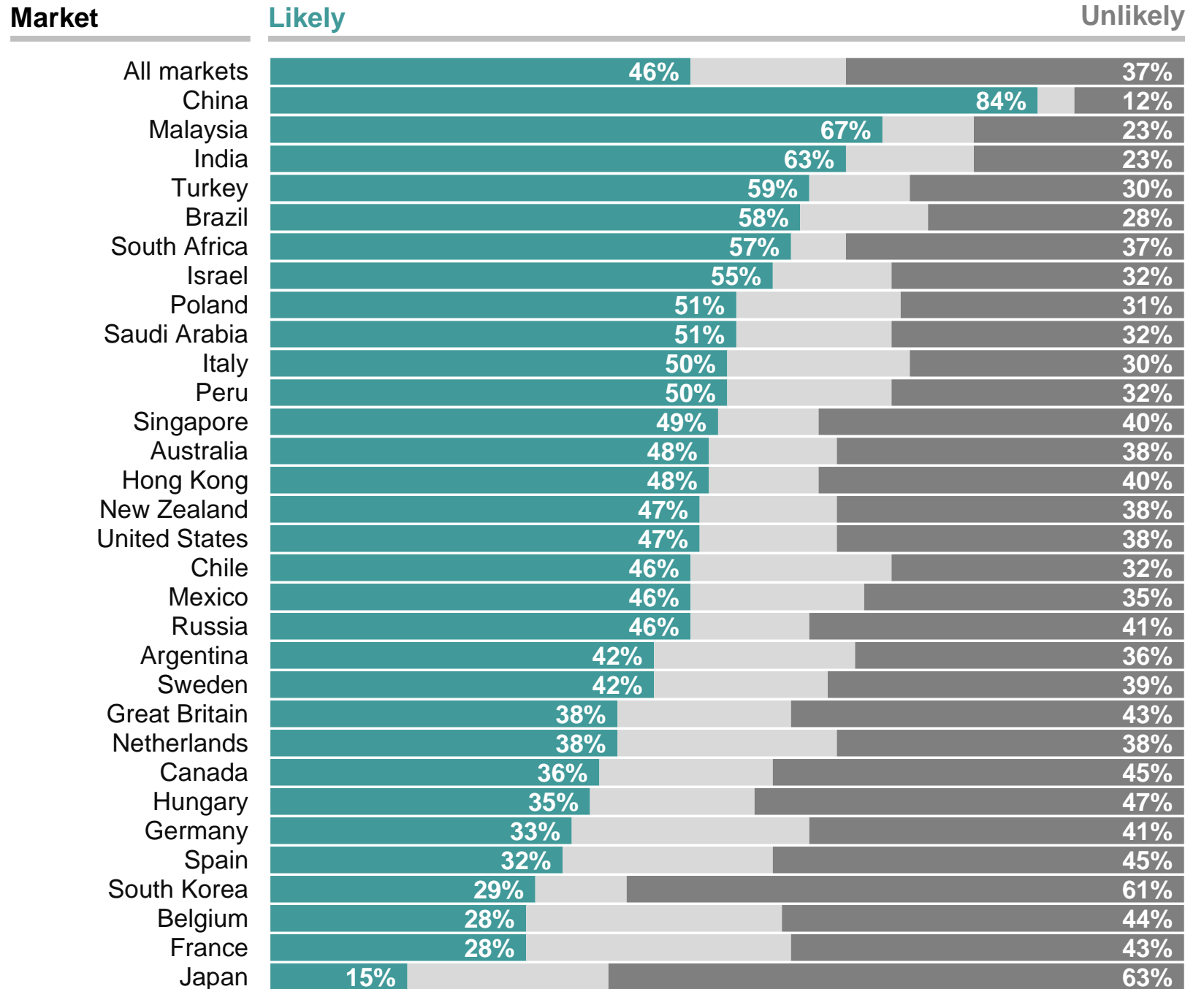






For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**I will make a new friend in my local area**

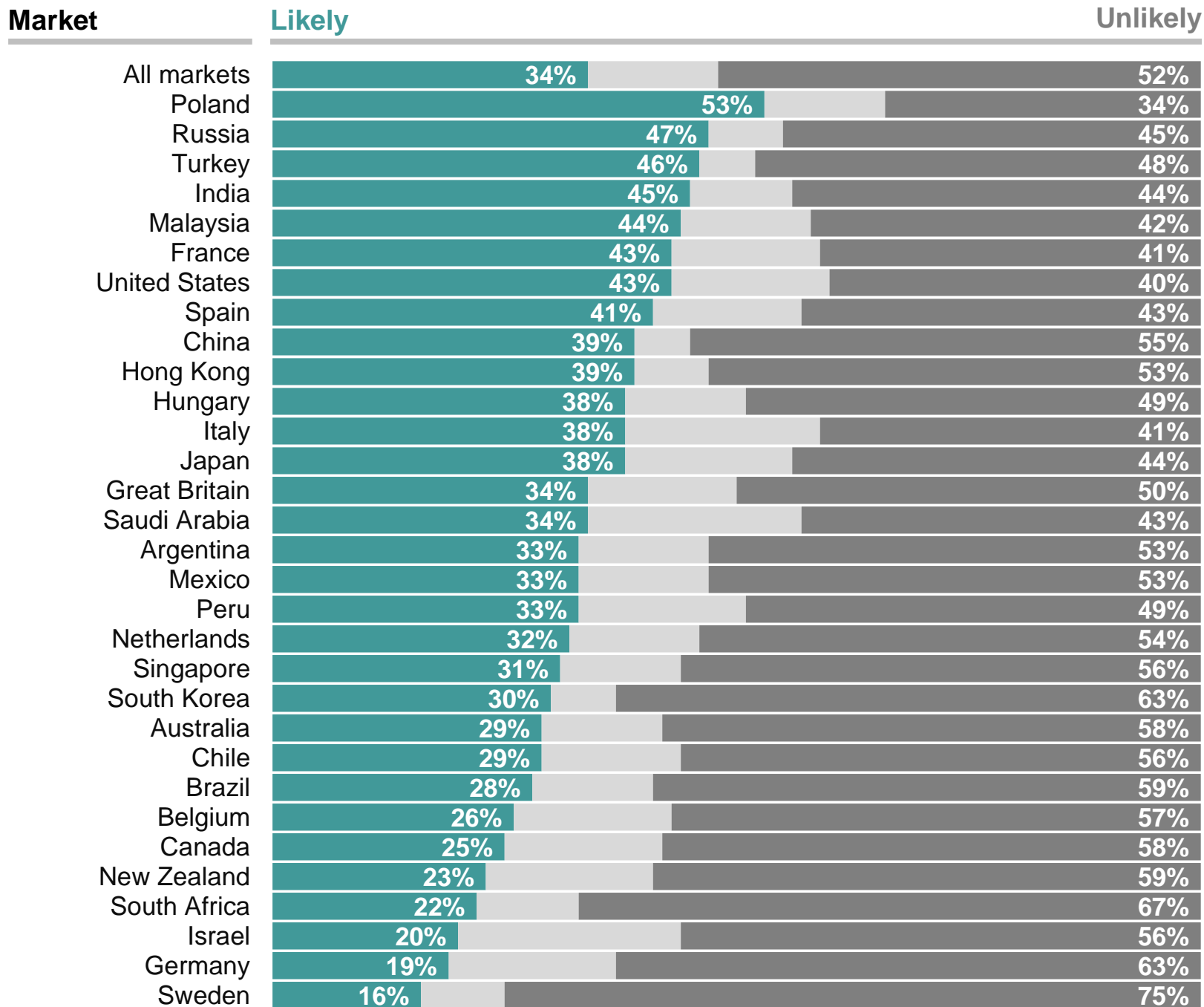


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

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

The number of people living in big cities in [market] will shrink

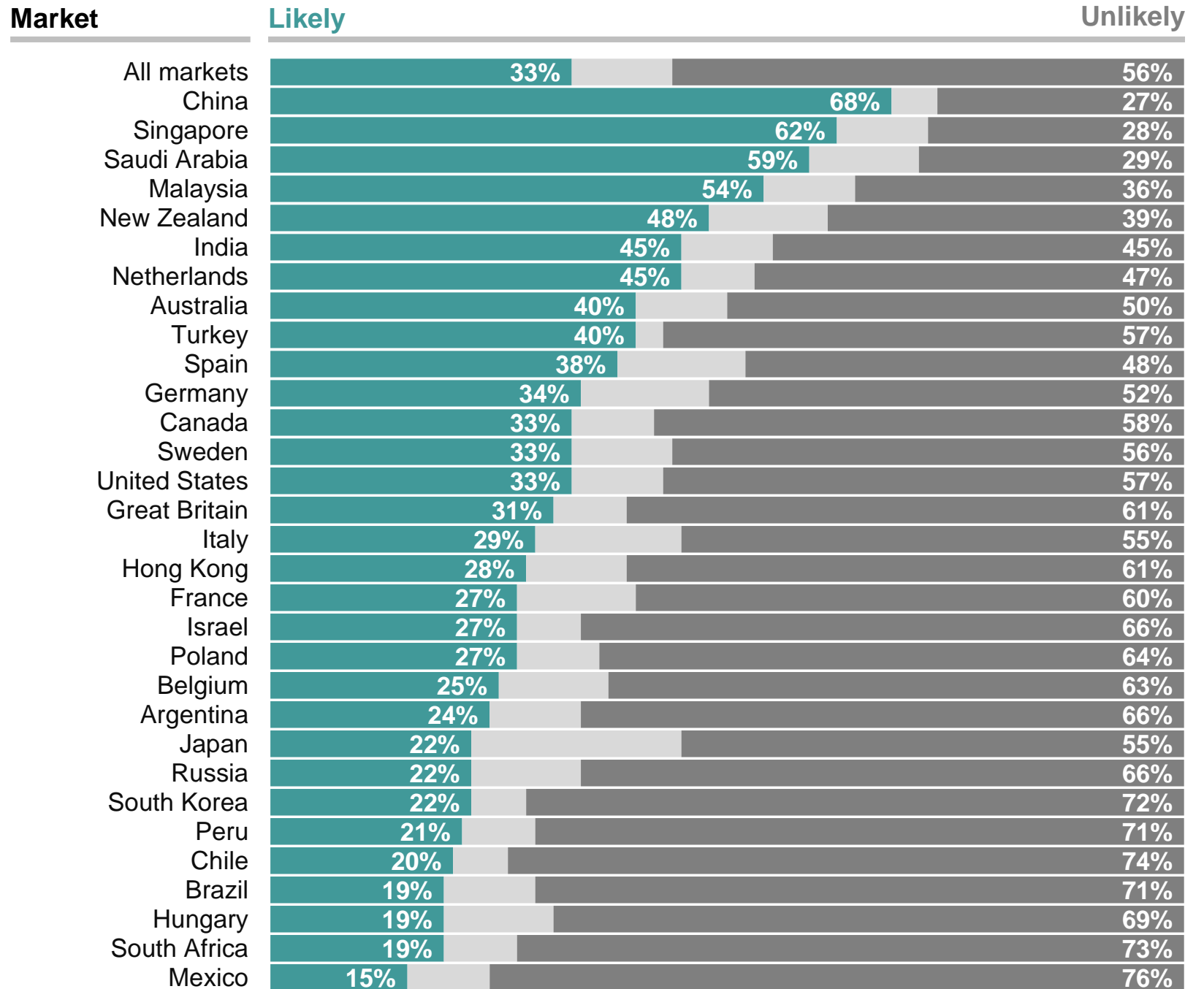


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

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

Police in [market] will treat all people equally regardless of their differences

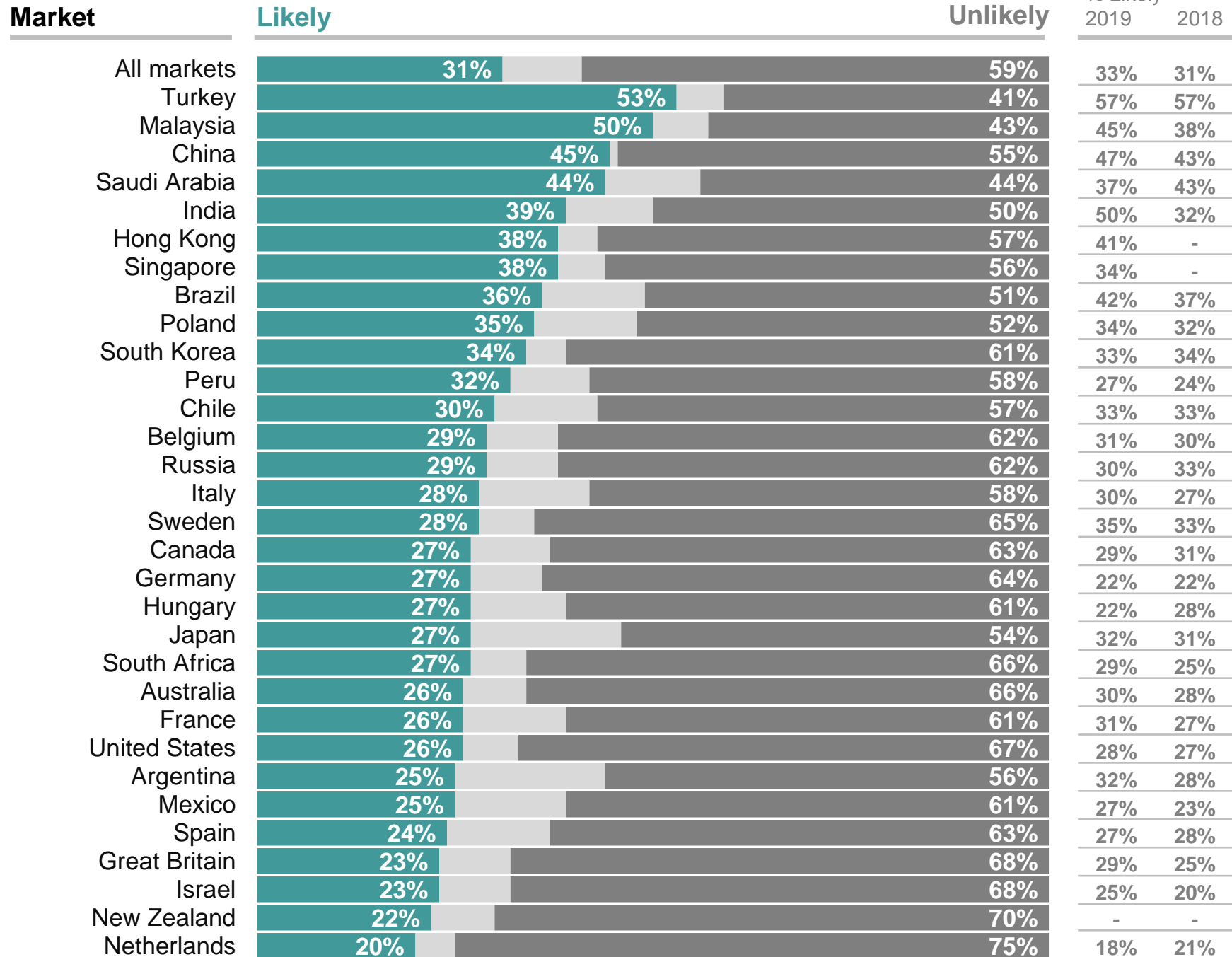


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

I will feel lonely most of the time

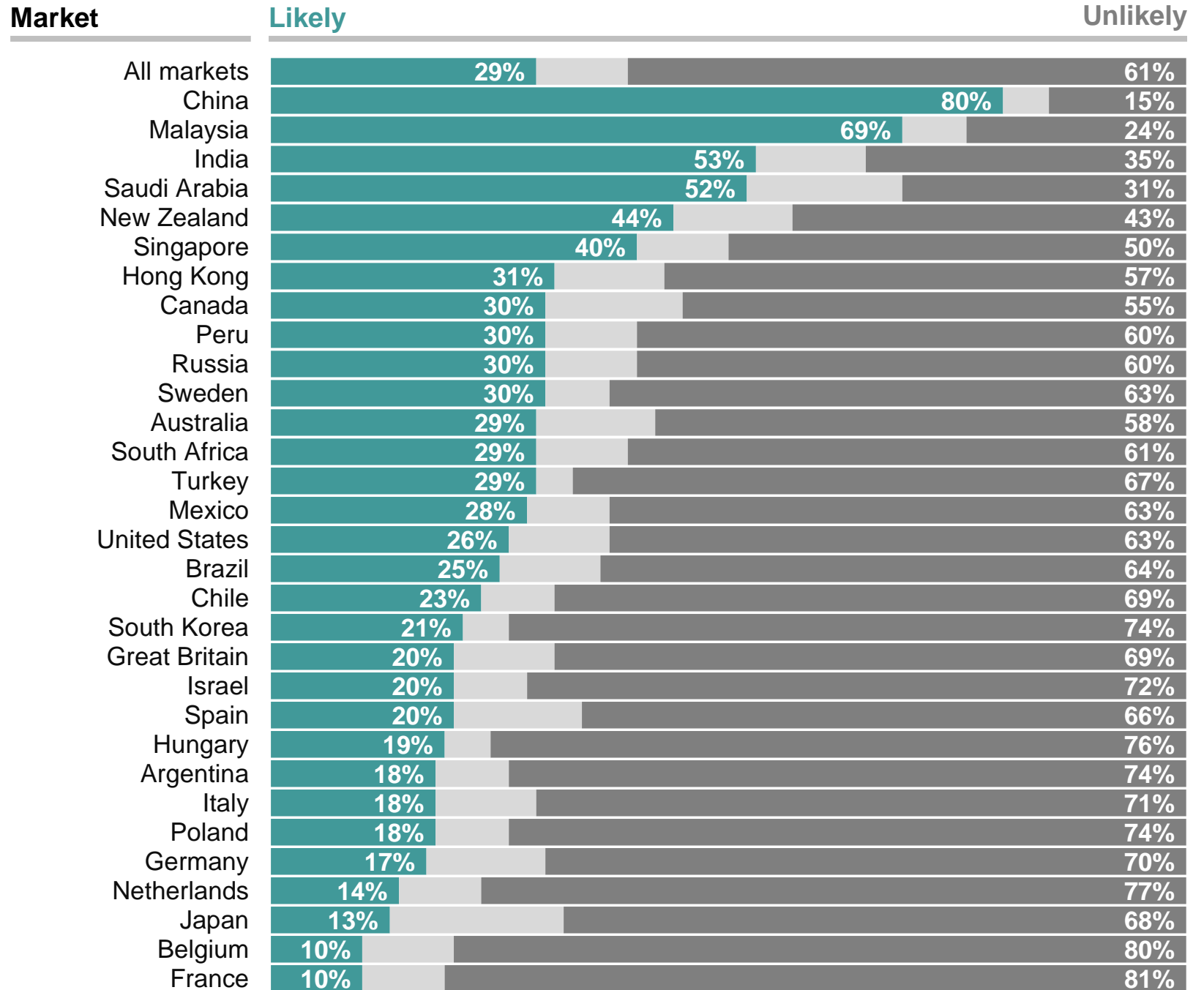


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

People in [market] will become more tolerant of each other



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

## Technology

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

Base: c. 15,700 online interviews across 31  
markets, 23 October – 6 November 2020.

### Global averages

Likely

Unlikely

Robots will look like, think like  
and speak like humans



One of my online accounts will  
be hacked into (e.g. email,  
social media, banking)



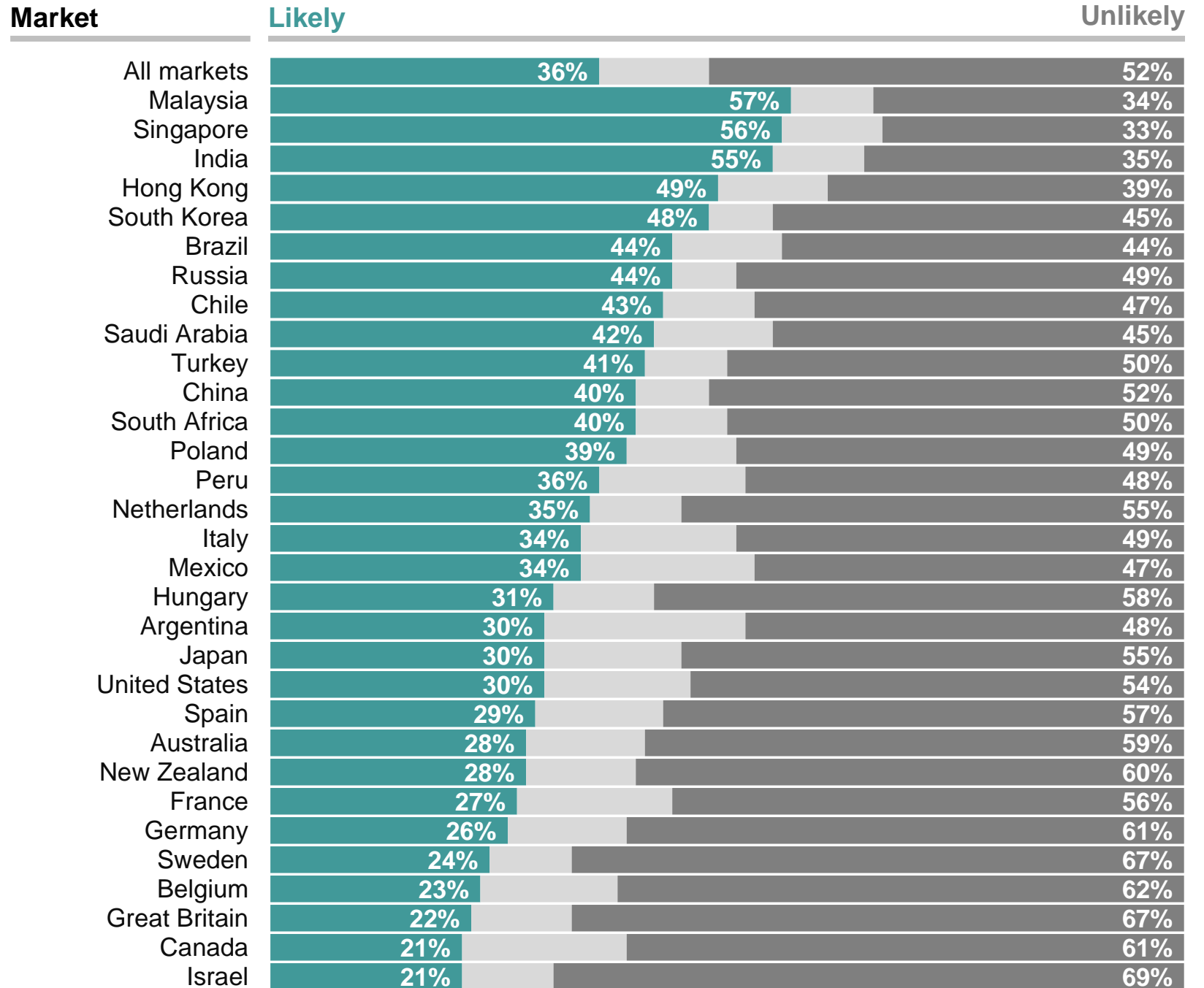
Human cloning will be  
legalized in some countries





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



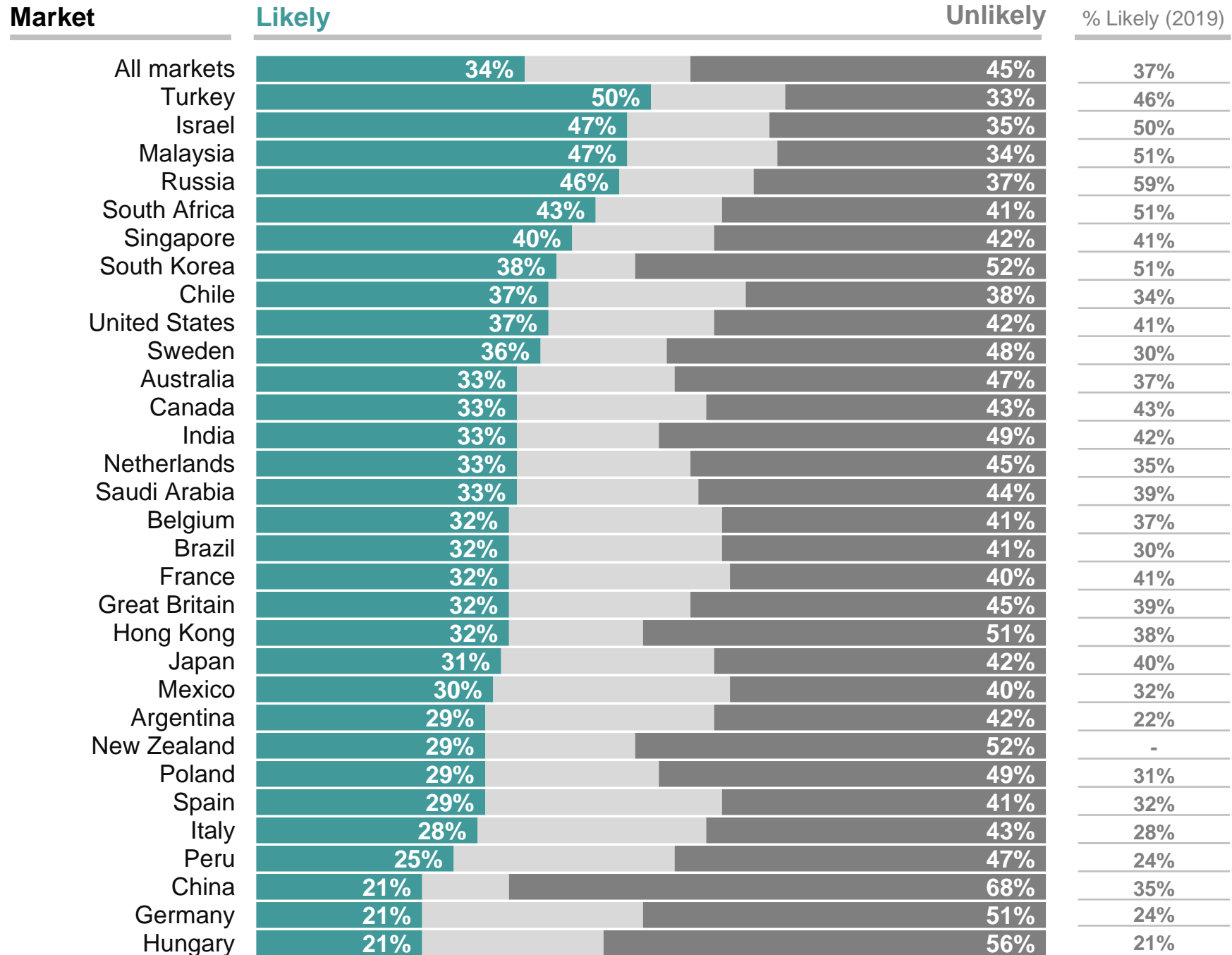
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.





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

One of my online accounts will be hacked into (e.g. email, social media, banking)

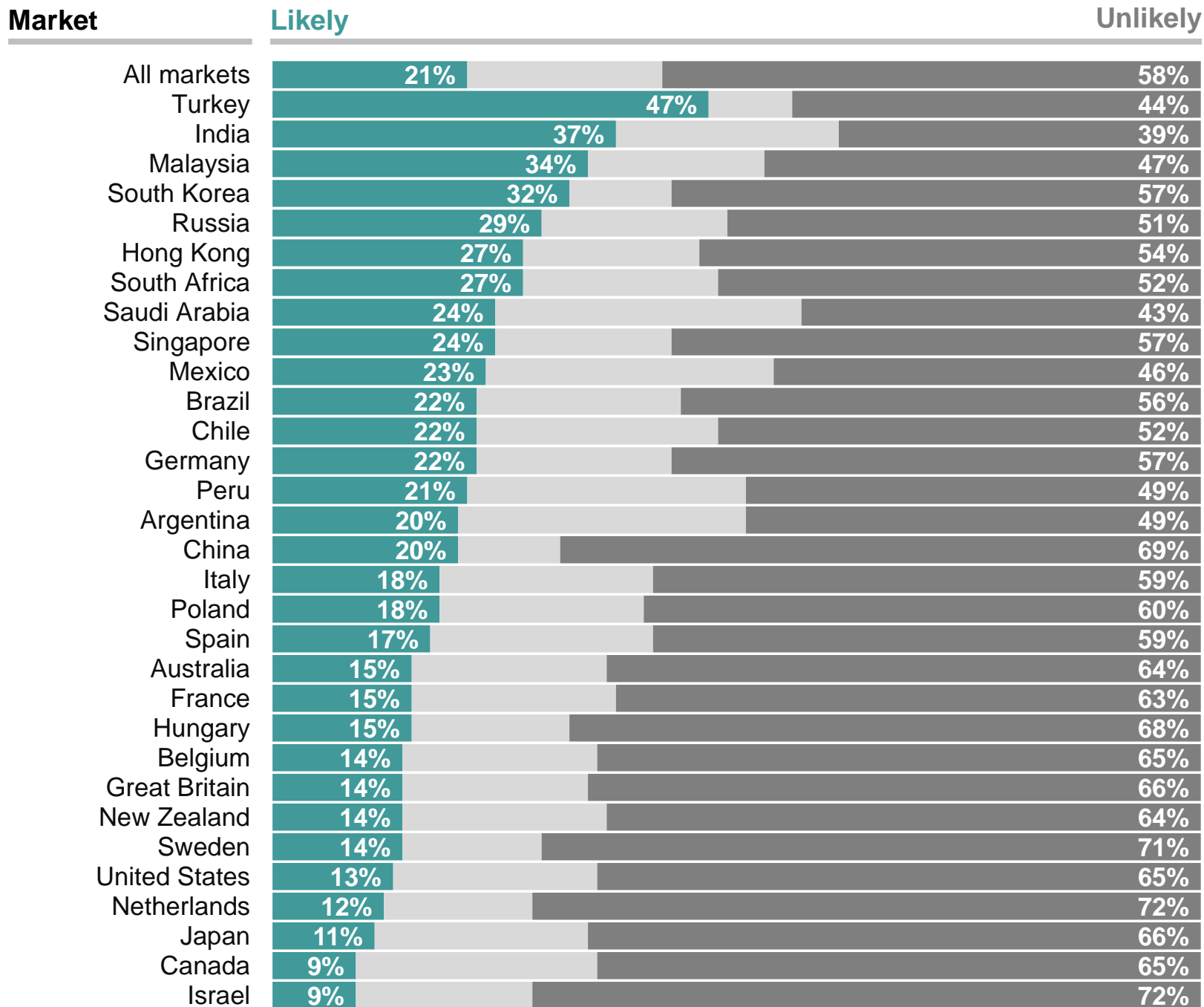


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

## Human cloning will be legalized in some markets



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

## Global threats

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

Base: c. 15,700 online interviews across 31  
markets, 23 October – 6 November 2020.

### Global averages

### Likely

### Unlikely

Average global  
temperatures will increase

75%

15%

We will discover  
that ghosts really exist

16%

65%

Humans will become extinct

16%

70%

An asteroid will hit the Earth

15%

61%

Aliens will visit the Earth

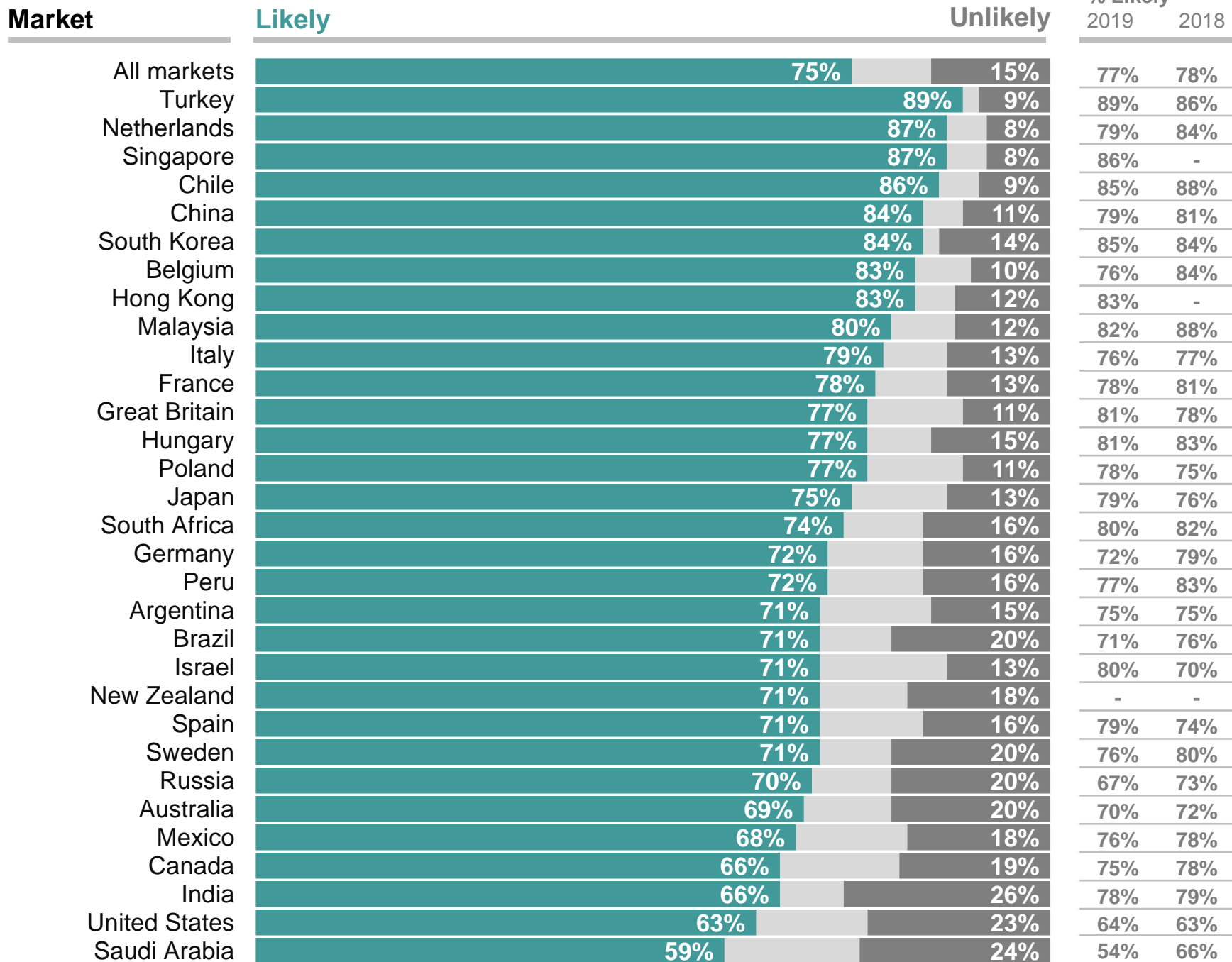
12%

69%



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

## Average global temperatures will increase

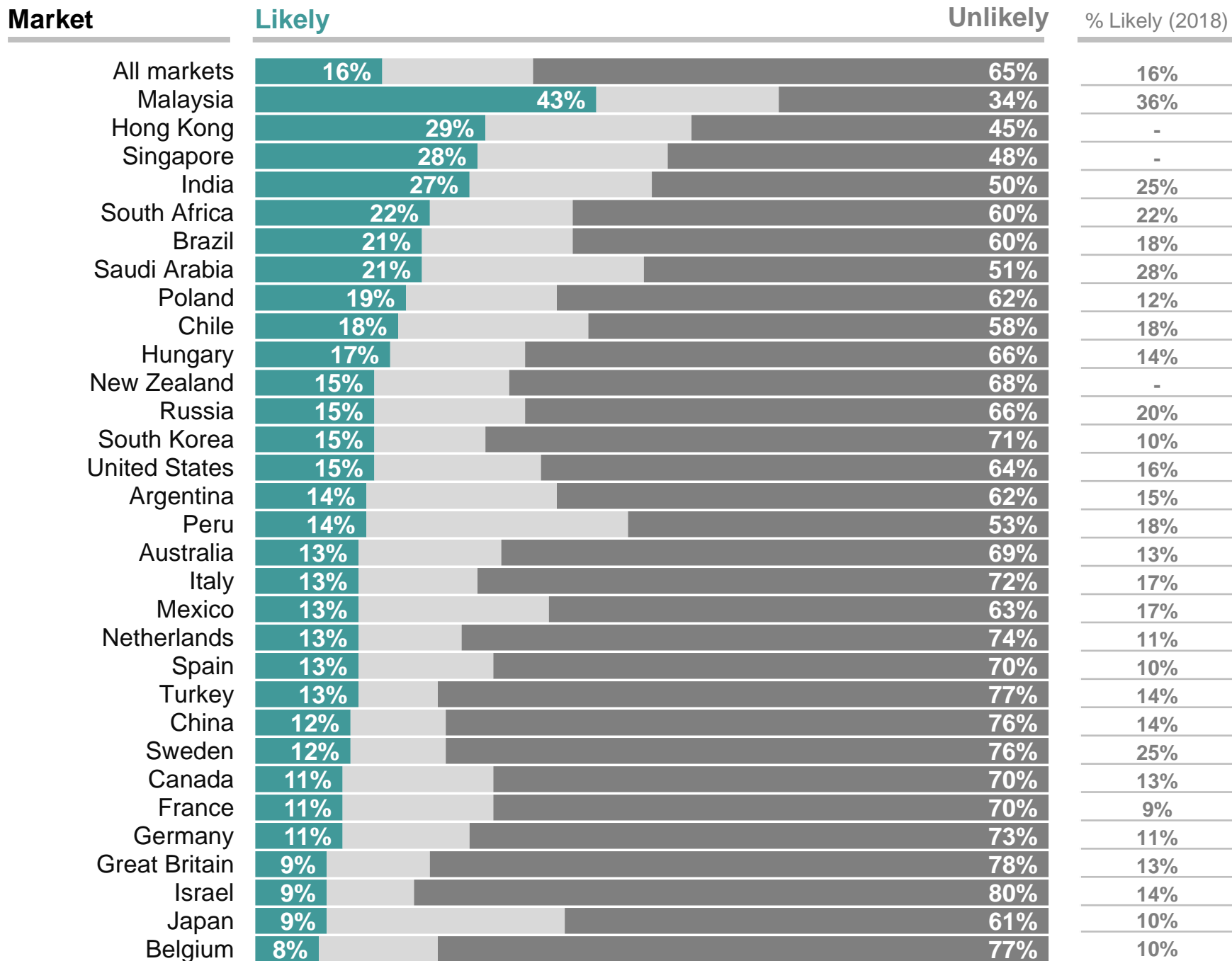


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

We will discover that ghosts really exist

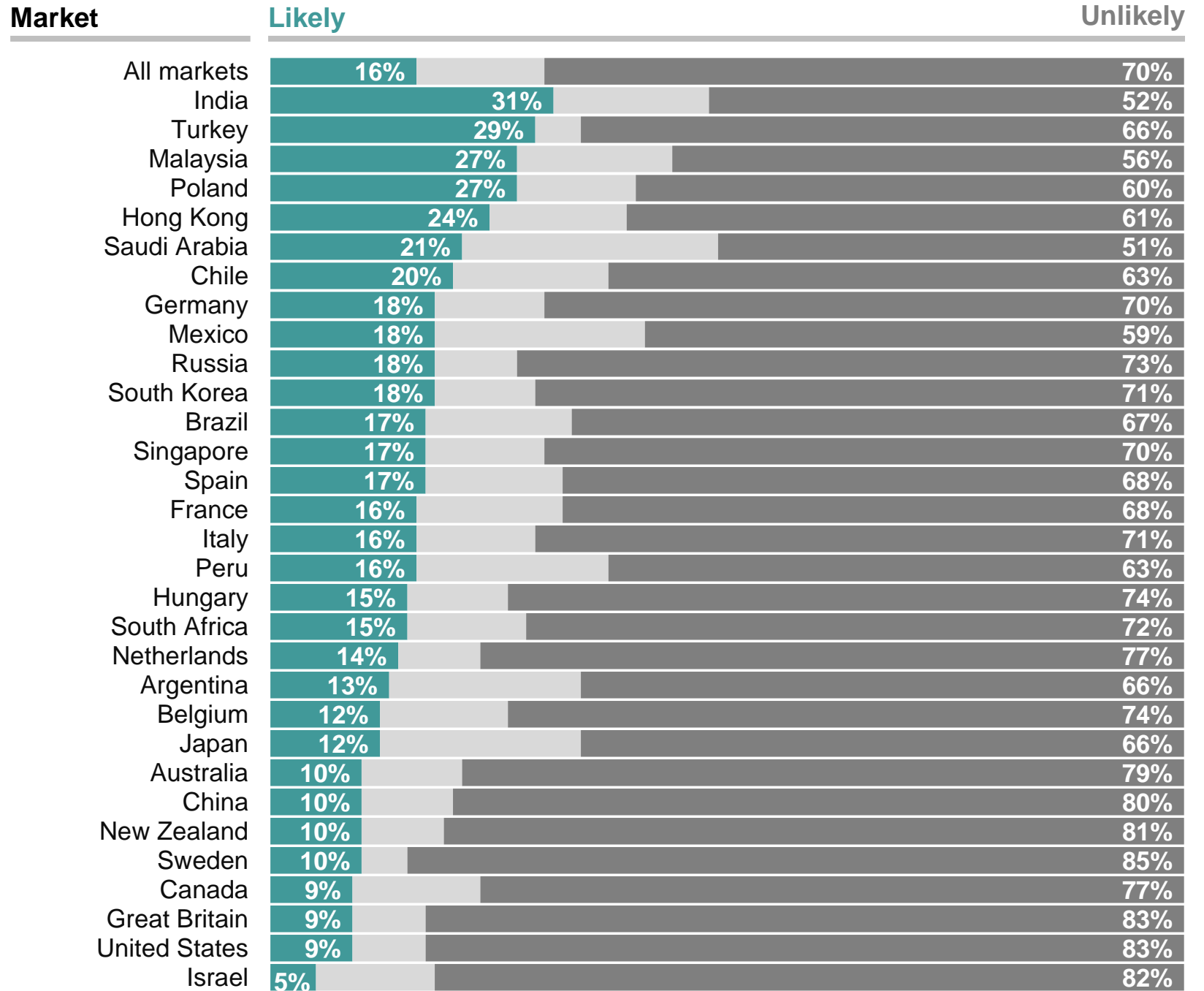


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

**Humans will become extinct**

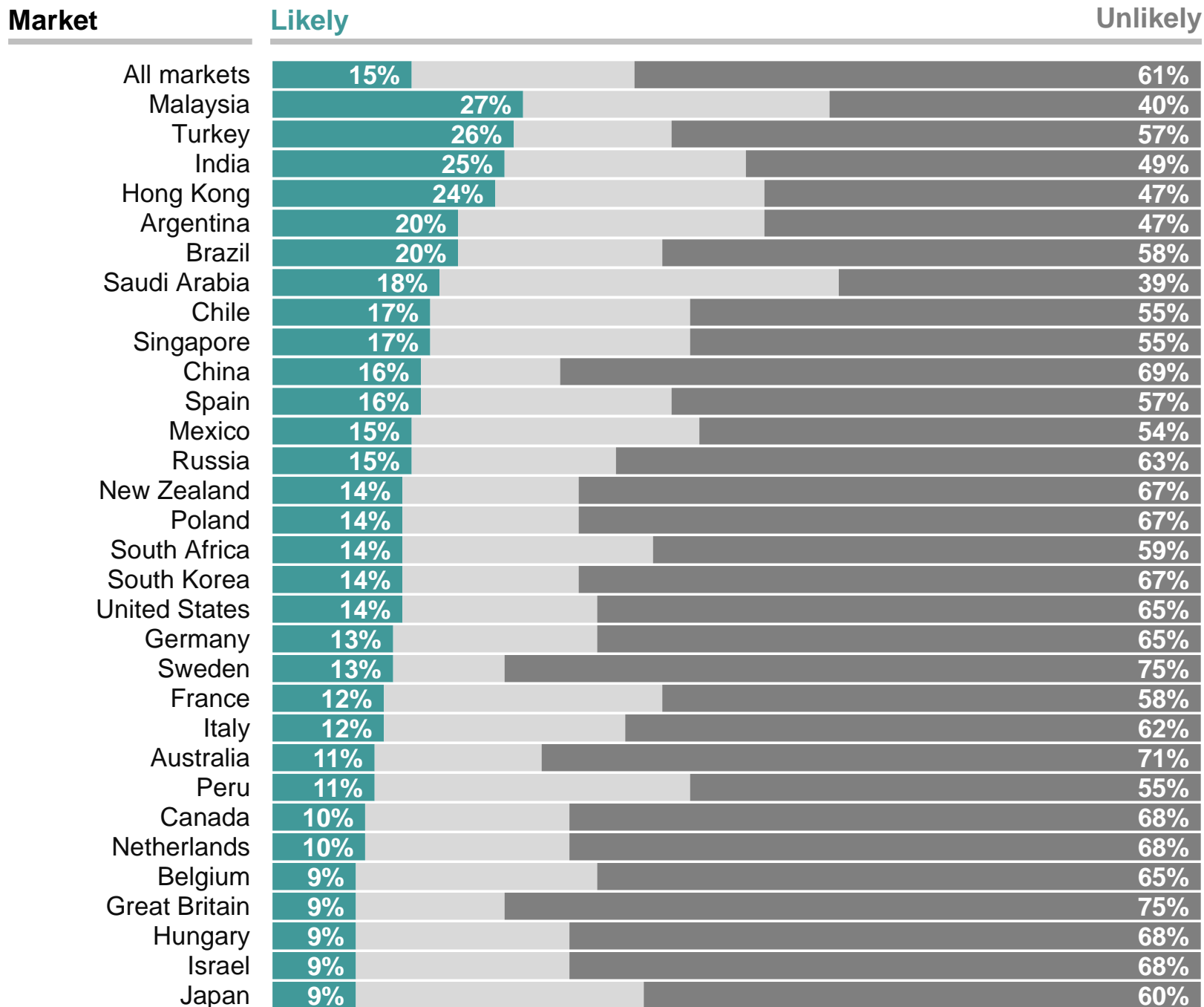


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

## An asteroid will hit the Earth



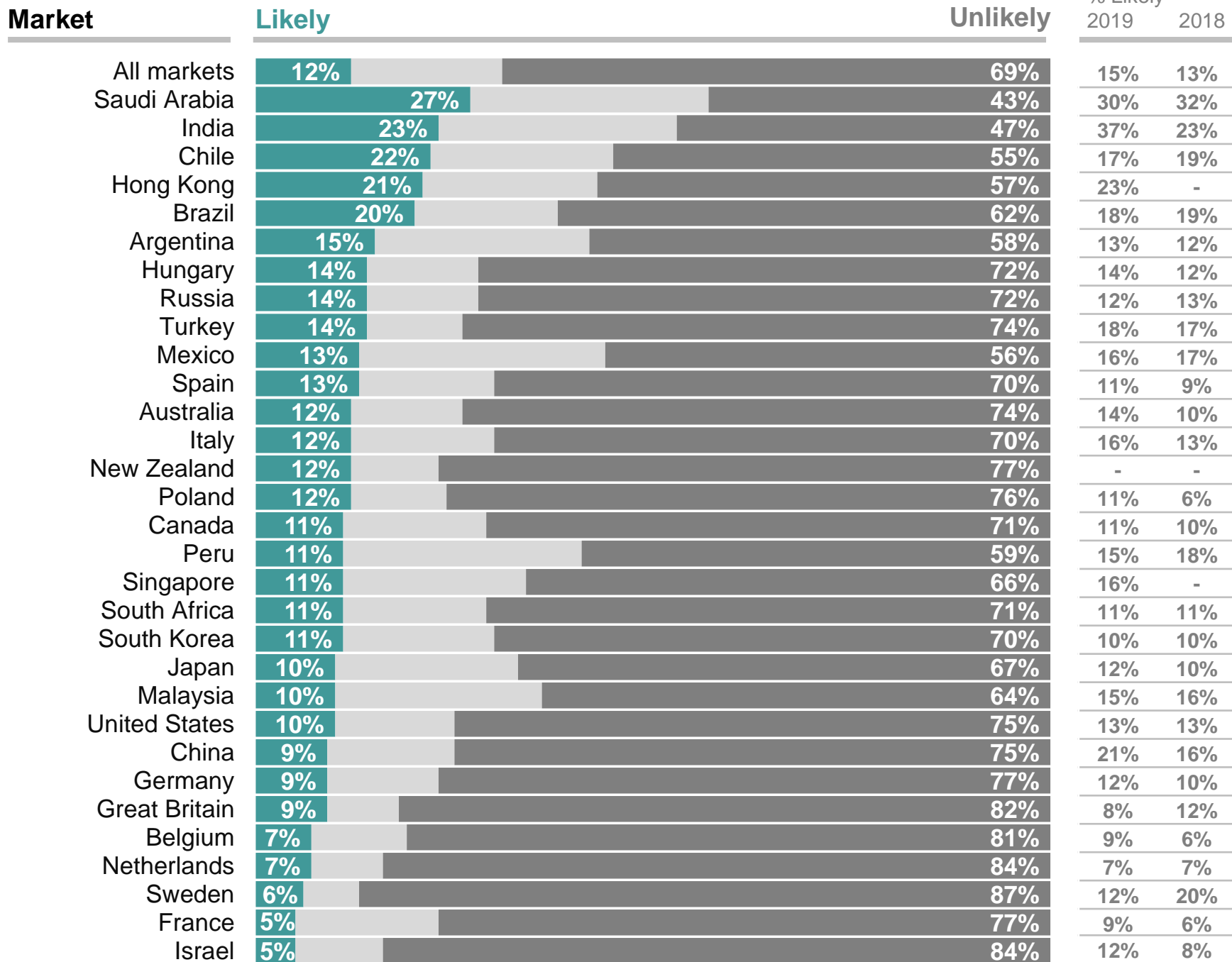
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.





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

## Aliens will visit the Earth



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

## Outlook for 2021

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

### Global averages

### Agree

### Disagree

2020 was a bad year for [market]

90% 10%

I am optimistic that 2021 will be a better year for me than it was in 2020

77% 23%

I will make some personal resolutions to do some specific things for myself or others in 2021

75% 25%

2020 was a bad year for me and my family

70% 30%

The global economy will be stronger in 2021 than it was in 2020

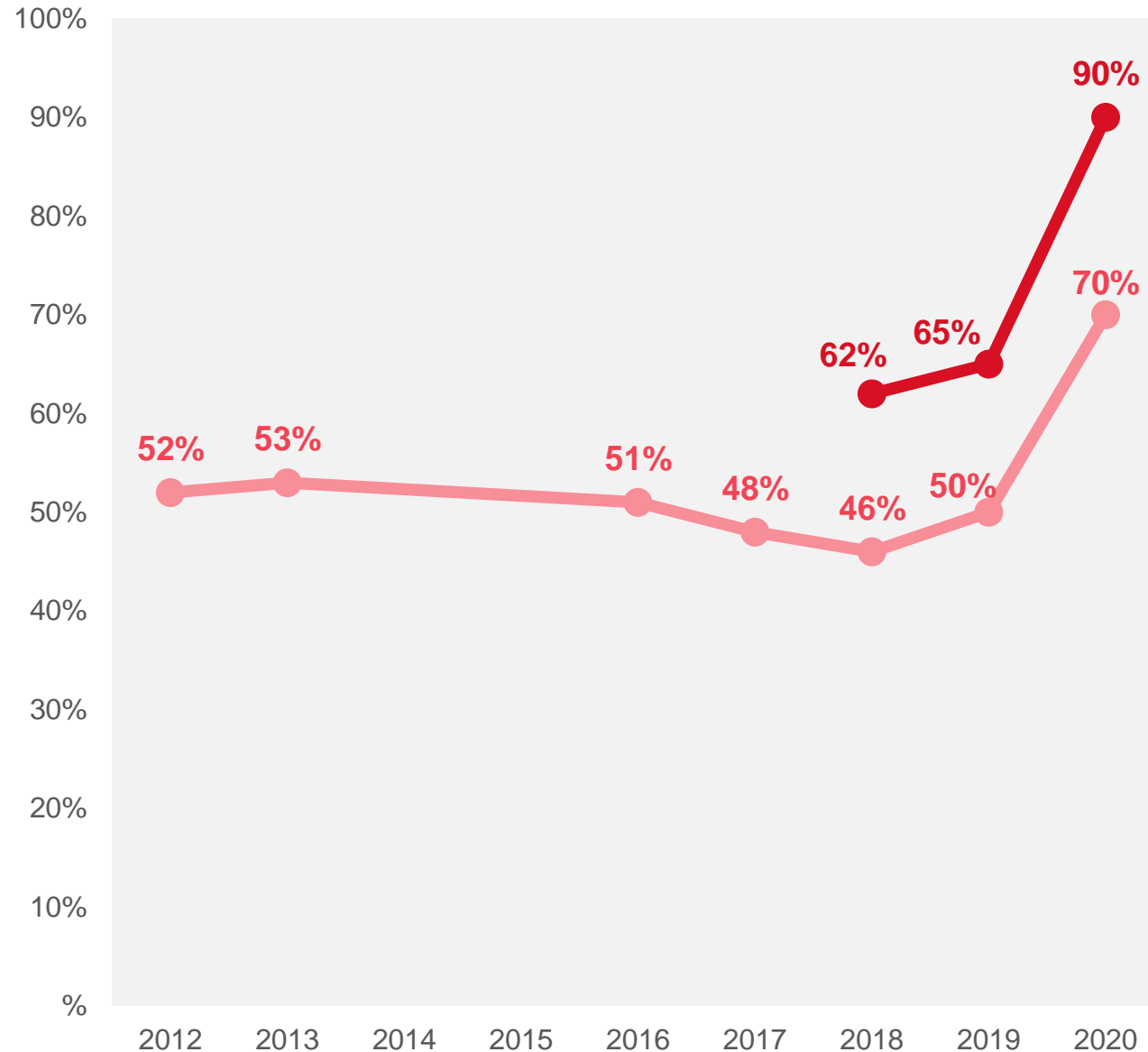
54% 46%

## Reflecting on 2020

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

### Global averages - % Agree



2020 was a bad year for [market]

2020 was a bad year for me and my family



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

2020 was a bad year for [market]

Market	Agree		Disagree		% Agree	
					2019	2018
All markets	90%	10%	65%	62%		
Argentina	95%	5%	86%	86%		
France	95%	5%	71%	78%		
South Africa	95%	5%	81%	83%		
Great Britain	94%	6%	80%	72%		
Turkey	94%	6%	73%	78%		
United States	94%	6%	49%	53%		
Belgium	93%	7%	66%	69%		
Canada	93%	7%	54%	57%		
Italy	93%	7%	81%	75%		
Netherlands	93%	7%	37%	33%		
Spain	93%	7%	79%	79%		
Australia	92%	8%	61%	50%		
Peru	92%	8%	71%	58%		
South Korea	92%	8%	85%	80%		
Chile	91%	9%	87%	58%		
Hungary	91%	9%	65%	62%		
Poland	91%	9%	58%	58%		
Singapore	91%	9%	49%	-		
Israel	89%	11%	60%	44%		
Brazil	88%	12%	74%	85%		
India	88%	12%	61%	45%		
Malaysia	88%	12%	57%	49%		
Mexico	88%	12%	68%	74%		
Russia	87%	13%	61%	68%		
Sweden	87%	13%	62%	60%		
Hong Kong	86%	14%	85%	-		
Japan	86%	14%	52%	52%		
New Zealand	86%	14%	-	-		
Germany	83%	17%	46%	45%		
China	79%	21%	42%	30%		
Saudi Arabia	74%	26%	46%	59%		

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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

**2020 was a bad year for me and my family**

Market	Agree	Disagree	% Agree					
			'19	'18	'17	'16	'13	'12
All markets	70%	30%	50%	46%	48%	51%	53%	52%
Turkey	89%	11%	61%	65%	66%	61%	57%	56%
India	81%	19%	58%	43%	57%	55%	57%	47%
Italy	80%	20%	51%	53%	58%	57%	60%	55%
South Africa	80%	20%	68%	64%	62%	63%	57%	55%
Peru	79%	21%	57%	46%	56%	45%	-	-
South Korea	79%	21%	65%	58%	34%	54%	66%	65%
Argentina	78%	22%	69%	68%	56%	59%	70%	61%
Mexico	78%	22%	54%	46%	52%	48%	67%	71%
Spain	77%	23%	50%	51%	49%	54%	73%	72%
Malaysia	76%	24%	47%	37%	47%	-	-	-
Hungary	74%	26%	46%	46%	52%	49%	69%	74%
Brazil	72%	28%	62%	59%	64%	67%	50%	52%
France	72%	28%	48%	48%	47%	49%	55%	49%
Singapore	72%	28%	46%	-	-	-	-	-
Belgium	71%	29%	56%	52%	53%	49%	49%	47%
Chile	70%	30%	64%	53%	54%	61%	-	-
China	70%	30%	45%	33%	29%	35%	43%	35%
Great Britain	70%	30%	42%	41%	45%	43%	43%	46%
Hong Kong	70%	30%	64%	-	-	-	-	-
Russia	70%	30%	47%	48%	45%	48%	42%	46%
Australia	68%	32%	46%	42%	46%	48%	53%	45%
Canada	67%	33%	42%	47%	44%	56%	44%	43%
Saudi Arabia	67%	33%	54%	55%	50%	-	-	-
Poland	65%	35%	36%	38%	45%	44%	54%	60%
United States	65%	35%	39%	38%	45%	51%	50%	47%
New Zealand	61%	39%	-	-	-	-	-	-
Germany	60%	40%	41%	37%	42%	47%	47%	47%
Japan	57%	43%	38%	38%	36%	38%	43%	41%
Israel	56%	44%	31%	29%	-	-	-	-
Netherlands	55%	45%	38%	34%	-	-	-	-
Sweden	54%	46%	43%	40%	35%	38%	37%	51%

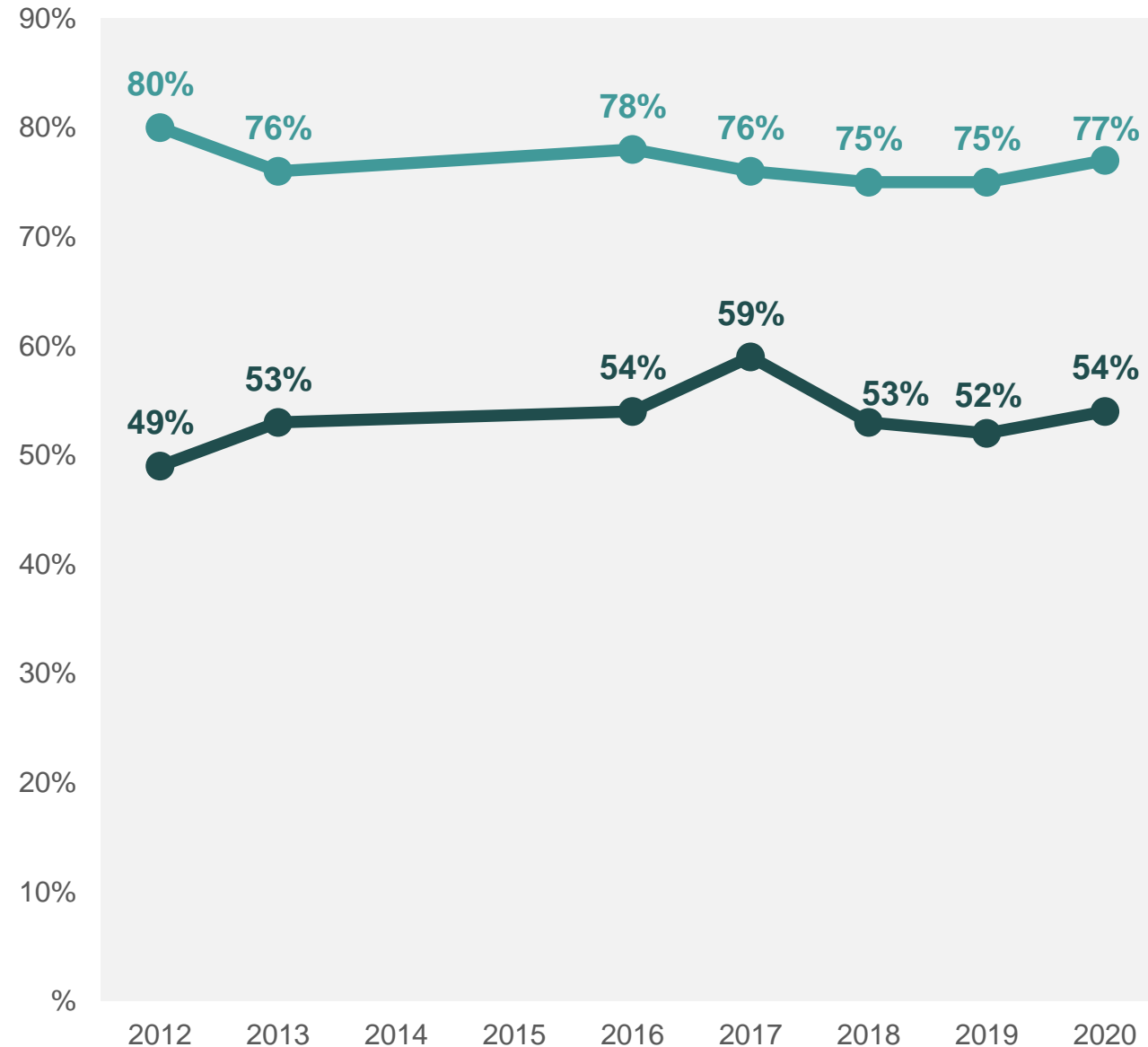
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

## Outlook for 2021

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

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

### Global averages - % Agree



I am optimistic that 2021 will be a better year for me than it was in 2020

The global economy will be stronger in 2021 than it was in 2020



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 2021 than it was in 2020

Market	Agree	Disagree	% Agree					
			'19	'18	'17	'16	'13	'12
All markets	54%	46%	52%	53%	59%	54%	53%	49%
China	86%	14%	84%	76%	86%	82%	74%	68%
India	76%	24%	83%	85%	83%	85%	82%	78%
Saudi Arabia	76%	24%	72%	70%	56%	-	-	-
Peru	72%	28%	79%	81%	81%	78%	-	-
Malaysia	70%	30%	65%	64%	59%	-	-	-
United States	69%	31%	58%	58%	62%	61%	51%	52%
Chile	65%	35%	55%	68%	73%	73%	-	-
Singapore	63%	37%	49%	-	-	-	-	-
Australia	60%	40%	46%	47%	57%	50%	57%	53%
Brazil	60%	40%	64%	76%	67%	68%	65%	78%
Mexico	59%	41%	54%	70%	53%	43%	57%	73%
Argentina	57%	43%	52%	53%	57%	63%	60%	63%
South Africa	57%	43%	56%	61%	61%	55%	58%	50%
South Korea	54%	46%	38%	39%	53%	48%	44%	41%
Canada	53%	47%	41%	43%	55%	52%	53%	57%
Hong Kong	53%	47%	39%	-	-	-	-	-
New Zealand	52%	48%	-	-	-	-	-	-
Russia	50%	50%	49%	44%	61%	59%	44%	46%
Japan	48%	52%	34%	28%	39%	43%	47%	38%
Turkey	48%	52%	52%	47%	57%	61%	51%	43%
Hungary	45%	55%	48%	44%	61%	42%	52%	38%
Netherlands	45%	55%	41%	45%	-	-	-	-
Israel	44%	56%	52%	48%	-	-	-	-
Italy	44%	56%	33%	47%	43%	38%	33%	29%
Sweden	44%	56%	35%	44%	52%	44%	39%	43%
Great Britain	43%	57%	35%	30%	46%	35%	54%	37%
Germany	40%	60%	37%	48%	60%	44%	45%	30%
Poland	40%	60%	44%	53%	61%	41%	41%	29%
Spain	40%	60%	35%	43%	59%	56%	53%	32%
Belgium	37%	63%	33%	32%	50%	32%	42%	27%
France	31%	69%	26%	24%	36%	28%	35%	23%

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.





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

I am optimistic that 2021 will be a better year for me than it was in 2020

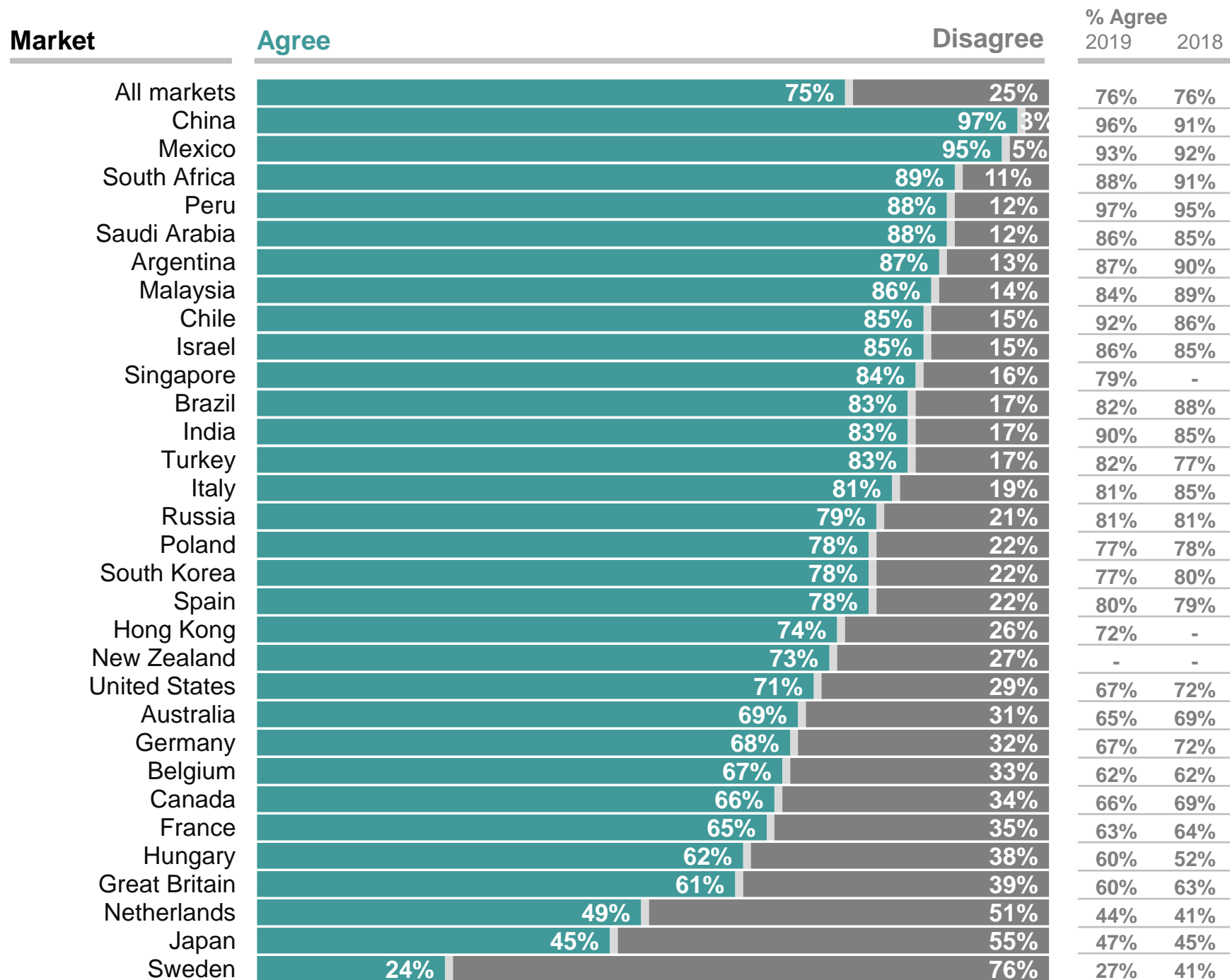
Market	Agree	Disagree	% Agree					
			'19	'18	'17	'16	'13	'12
All markets	77%	23%	75%	75%	76%	78%	76%	80%
China	94%	6%	91%	84%	88%	91%	81%	84%
Peru	92%	8%	92%	94%	93%	96%	-	-
Mexico	91%	9%	87%	90%	87%	85%	80%	94%
Saudi Arabia	89%	11%	84%	84%	74%	77%	68%	-
Chile	87%	13%	81%	77%	88%	81%	-	-
South Africa	87%	13%	85%	86%	85%	90%	81%	87%
Hungary	84%	16%	84%	79%	84%	83%	83%	80%
India	84%	16%	92%	91%	87%	91%	88%	91%
Argentina	82%	18%	77%	70%	83%	86%	86%	91%
Australia	82%	18%	74%	81%	76%	76%	78%	81%
Israel	82%	18%	79%	75%	-	-	-	-
Malaysia	82%	18%	78%	87%	77%	-	-	-
Netherlands	82%	18%	75%	71%	-	-	-	-
New Zealand	82%	18%	-	-	-	-	-	-
United States	82%	18%	79%	81%	80%	81%	75%	79%
Brazil	81%	19%	82%	85%	84%	83%	83%	80%
Canada	77%	23%	77%	77%	76%	77%	80%	84%
Russia	76%	24%	76%	69%	85%	87%	80%	83%
Singapore	76%	24%	68%	-	-	-	-	-
Sweden	74%	26%	68%	71%	72%	74%	69%	61%
Great Britain	73%	27%	65%	62%	66%	68%	71%	70%
Poland	73%	27%	73%	77%	77%	76%	64%	65%
Hong Kong	68%	32%	54%	-	-	-	-	-
Spain	67%	33%	69%	76%	74%	77%	68%	72%
Turkey	67%	33%	71%	60%	69%	79%	77%	78%
Belgium	66%	34%	58%	60%	65%	66%	52%	64%
South Korea	65%	35%	62%	61%	69%	76%	69%	82%
Italy	64%	36%	63%	68%	60%	67%	74%	79%
Germany	63%	37%	59%	68%	67%	68%	68%	68%
France	53%	47%	50%	50%	55%	52%	90%	89%
Japan	44%	56%	45%	42%	44%	54%	53%	55%

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



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 2021



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

# Technical note

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These are the results of a 31-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,007 adults aged 21-74 in Singapore, 18-74 in the United States, Canada, Hong Kong, Israel, New Zealand, Malaysia, South Africa, and Turkey, and 16-74 in 22 other markets between **October 23 and November 6, 2020**.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, New Zealand, and the U.S., and 500 individuals in each of Argentina, Chile, Hong Kong, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, New Zealand, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Hong Kong, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each Market’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, 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 of 1,000 accurate to +/- 3.5 percentage points and of 500 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.

# For more information

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