

Global Advisor Predictions

January 2020



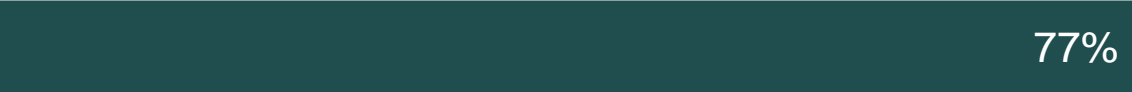
Global Advisor Predictions 2020

World Affairs

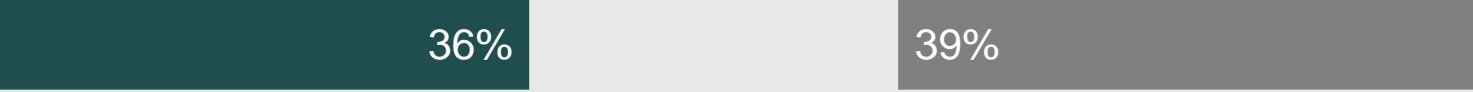
Likely

Unlikely

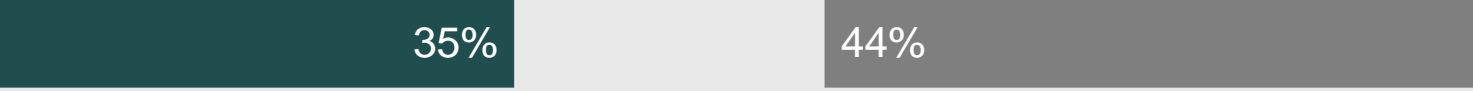
Average global temperatures will increase



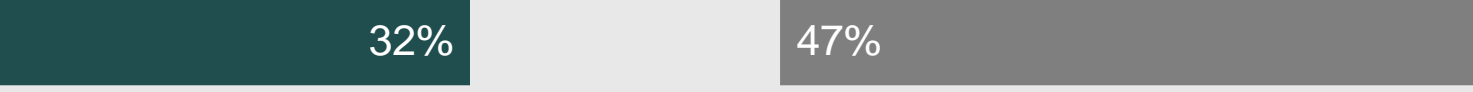
Major stock markets around the world will crash



Donald Trump will be re-elected as President of the United States



A major terrorist attack will be carried out in [X]



A major natural disaster that will impact people in my town/city



Aliens will visit the Earth

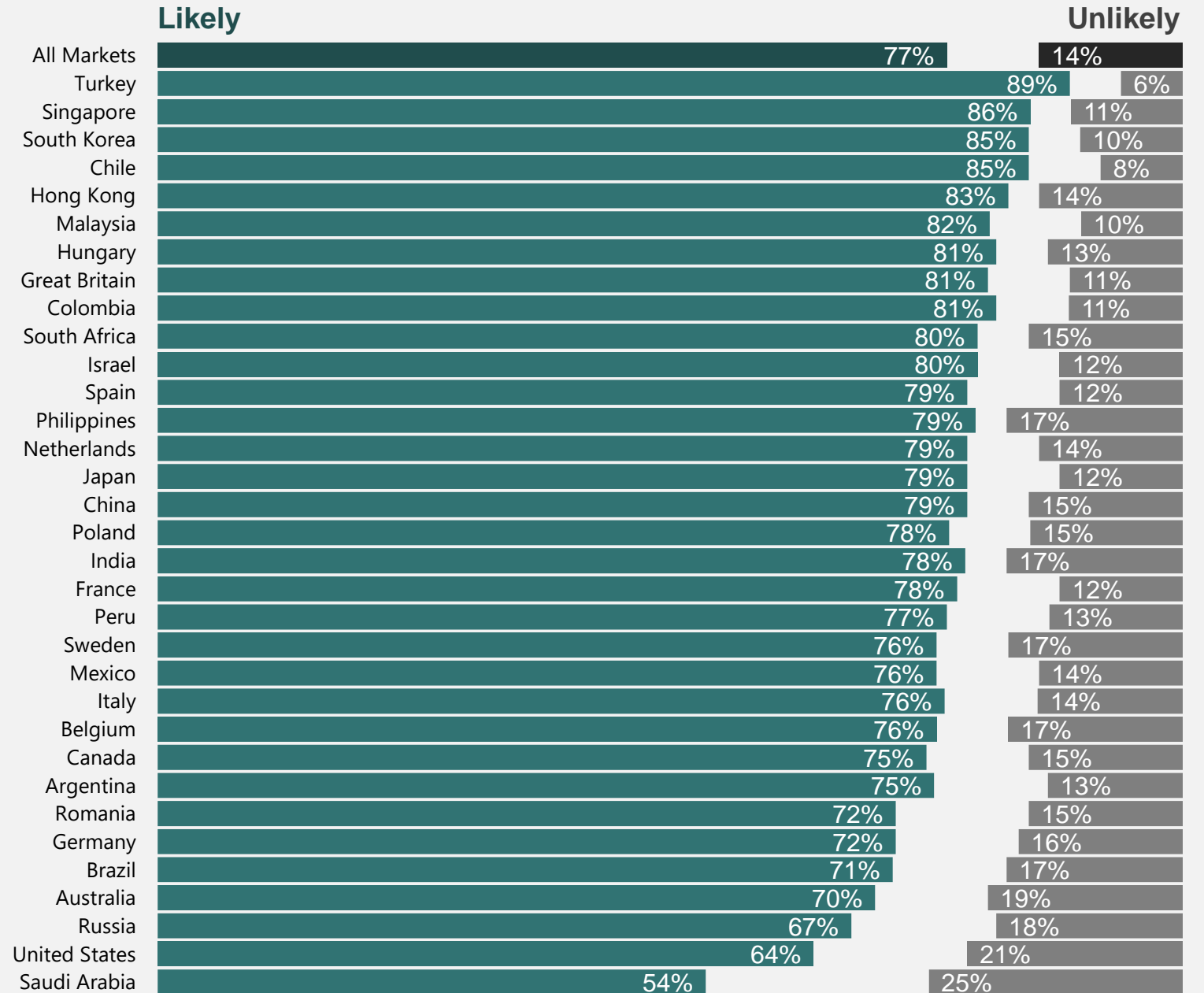


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

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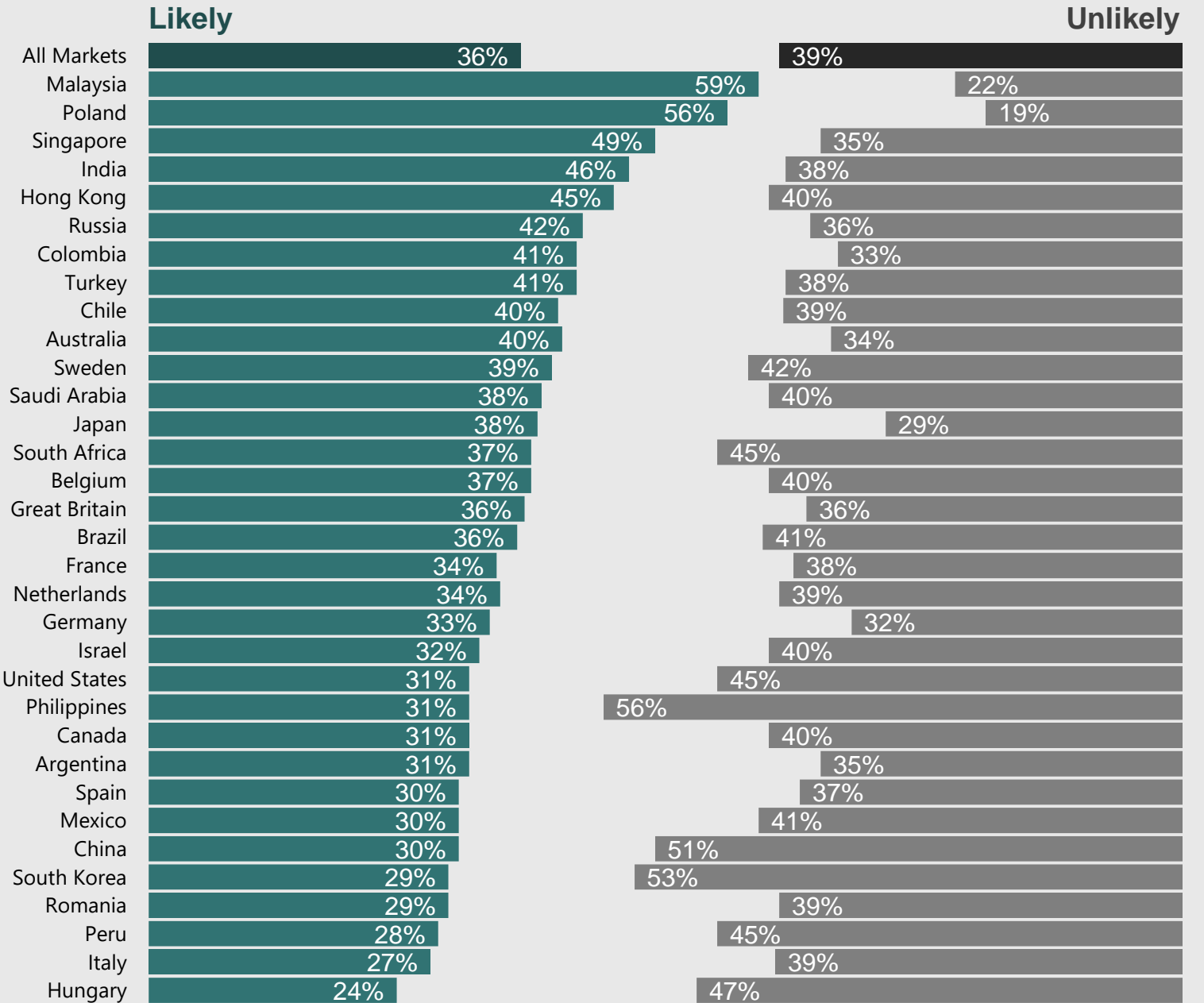


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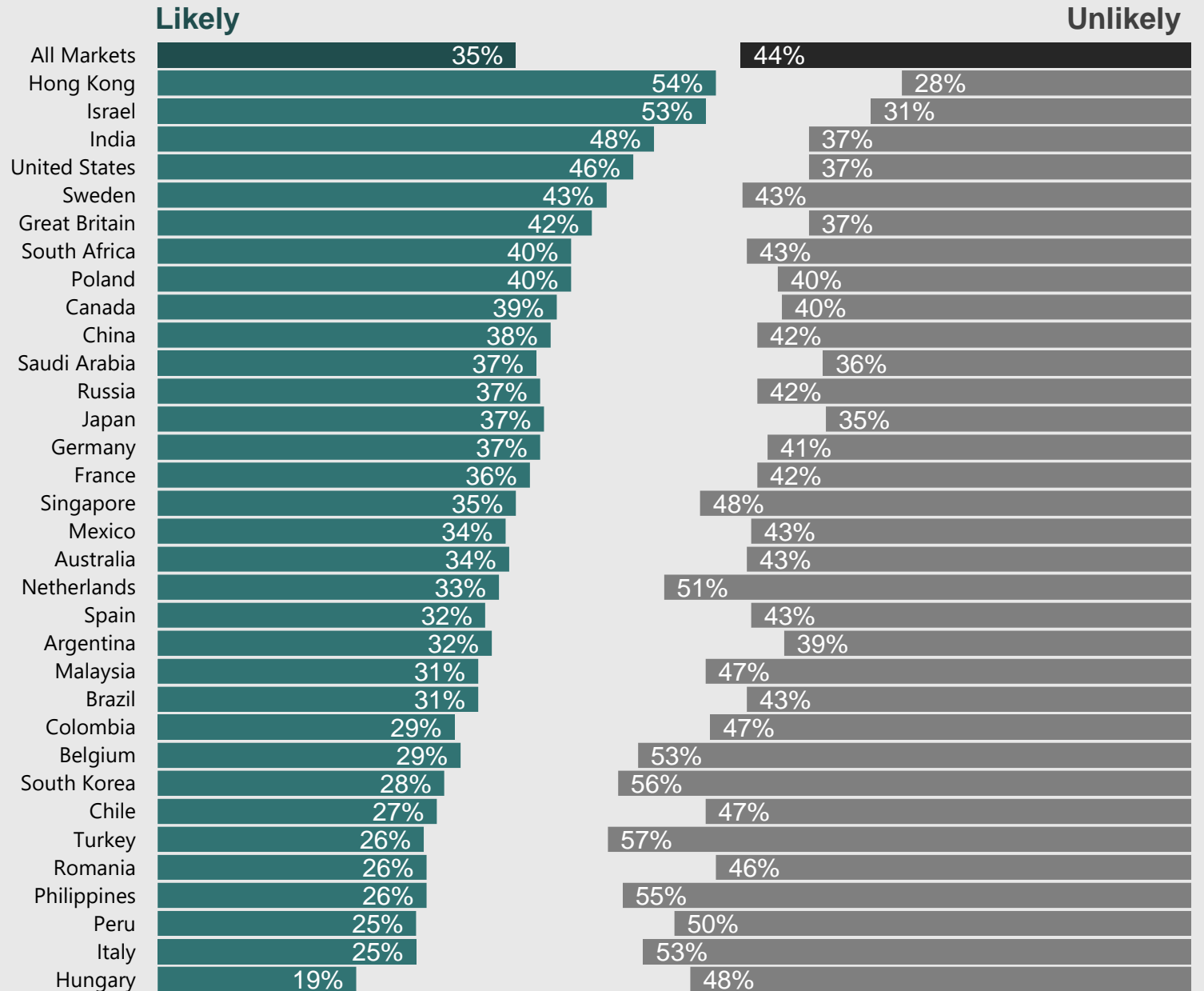


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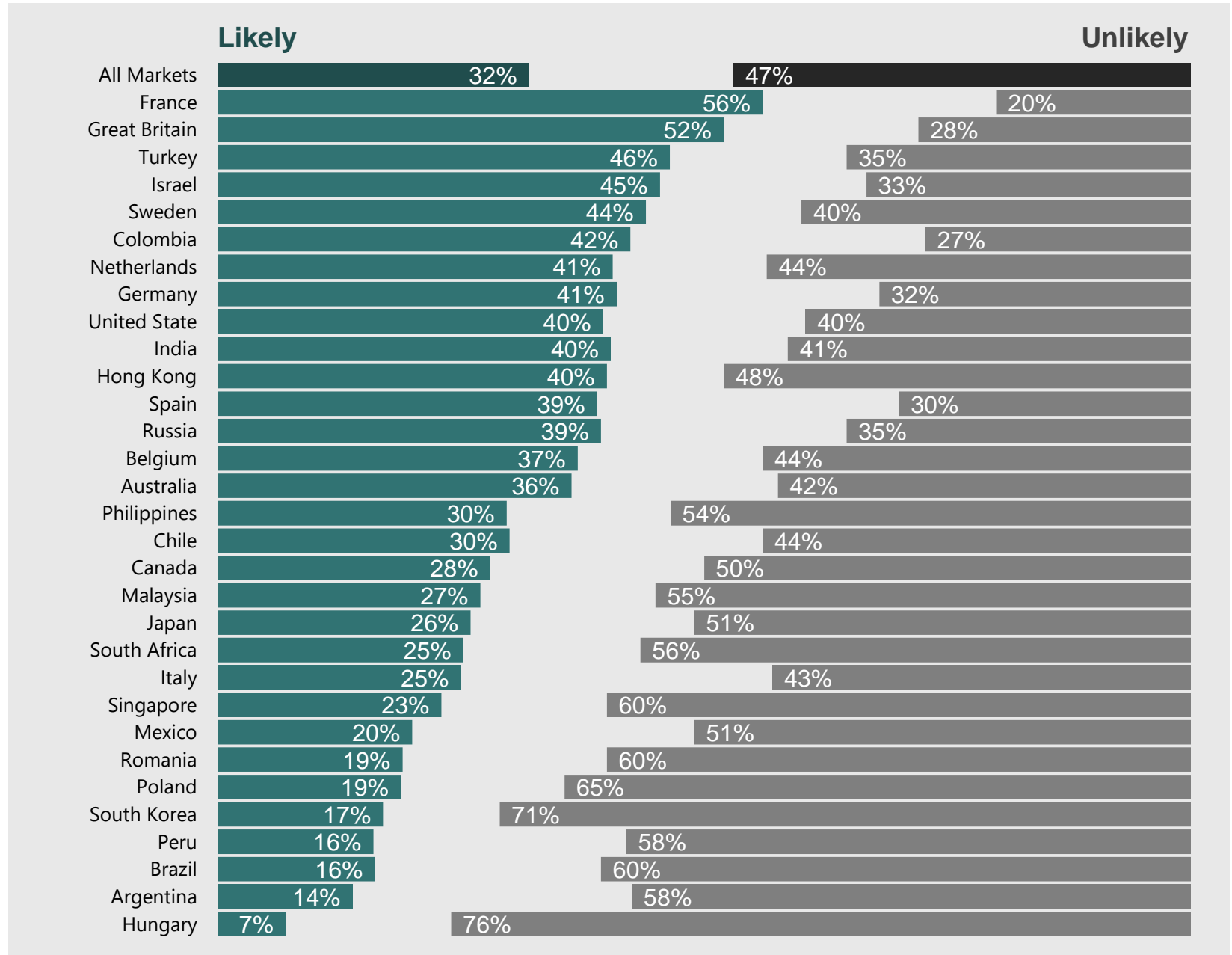


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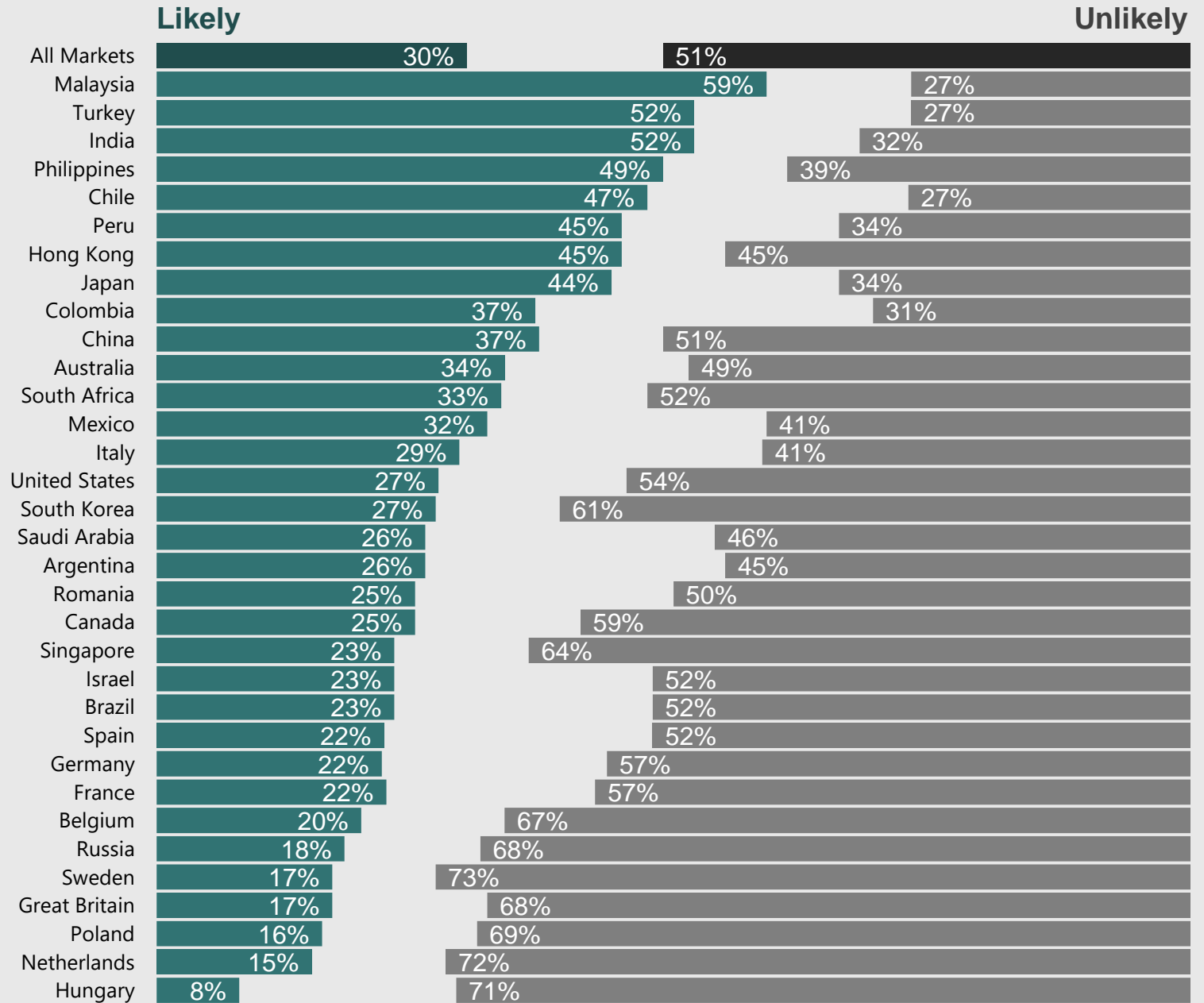


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

There will be a major natural disaster that will have an impact on people in my town/city

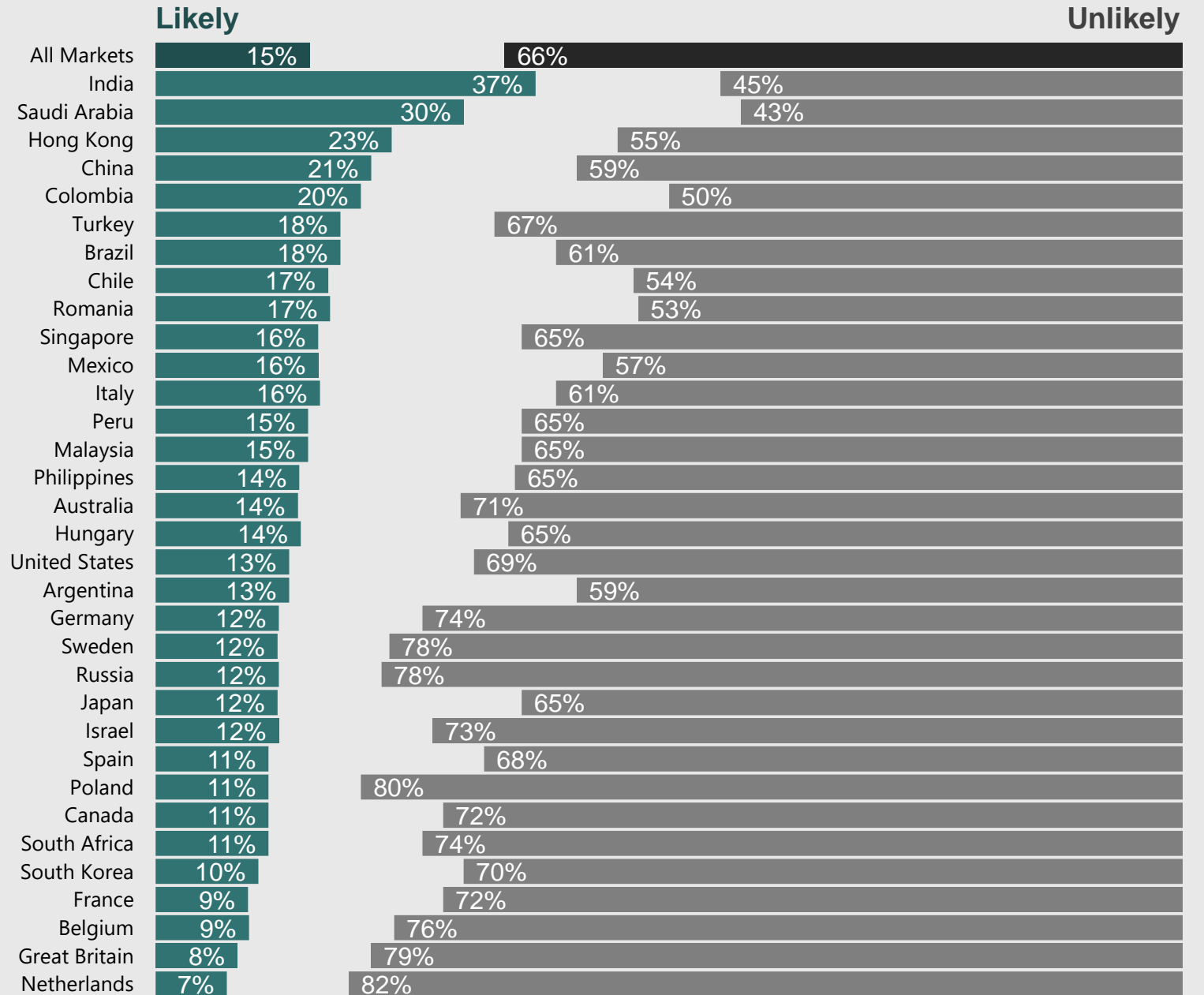


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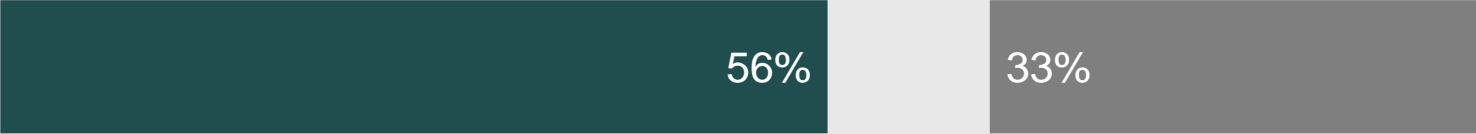
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Society and culture

Likely

Unlikely

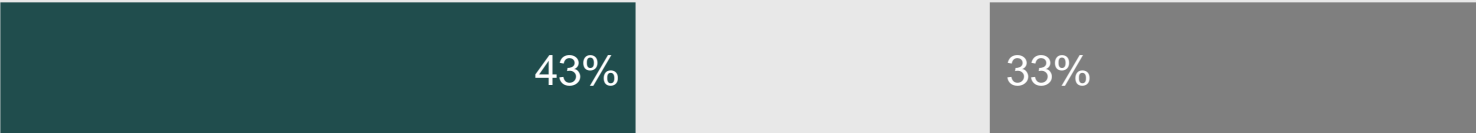
There will be large-scale public unrest (such as protests or riots) in [X] to protest against the way the country is being run



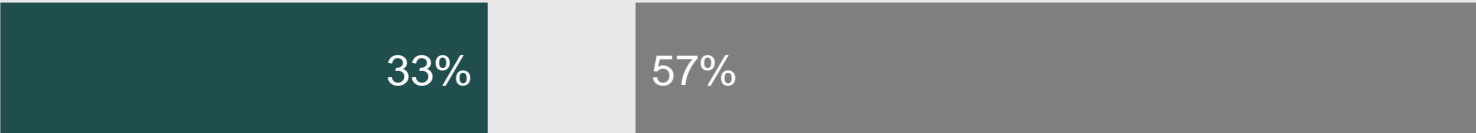
Women will be paid the same as men for the same work



[X] will win more medals in the 2020 Summer Olympics than four years ago



I will feel lonely most of the time

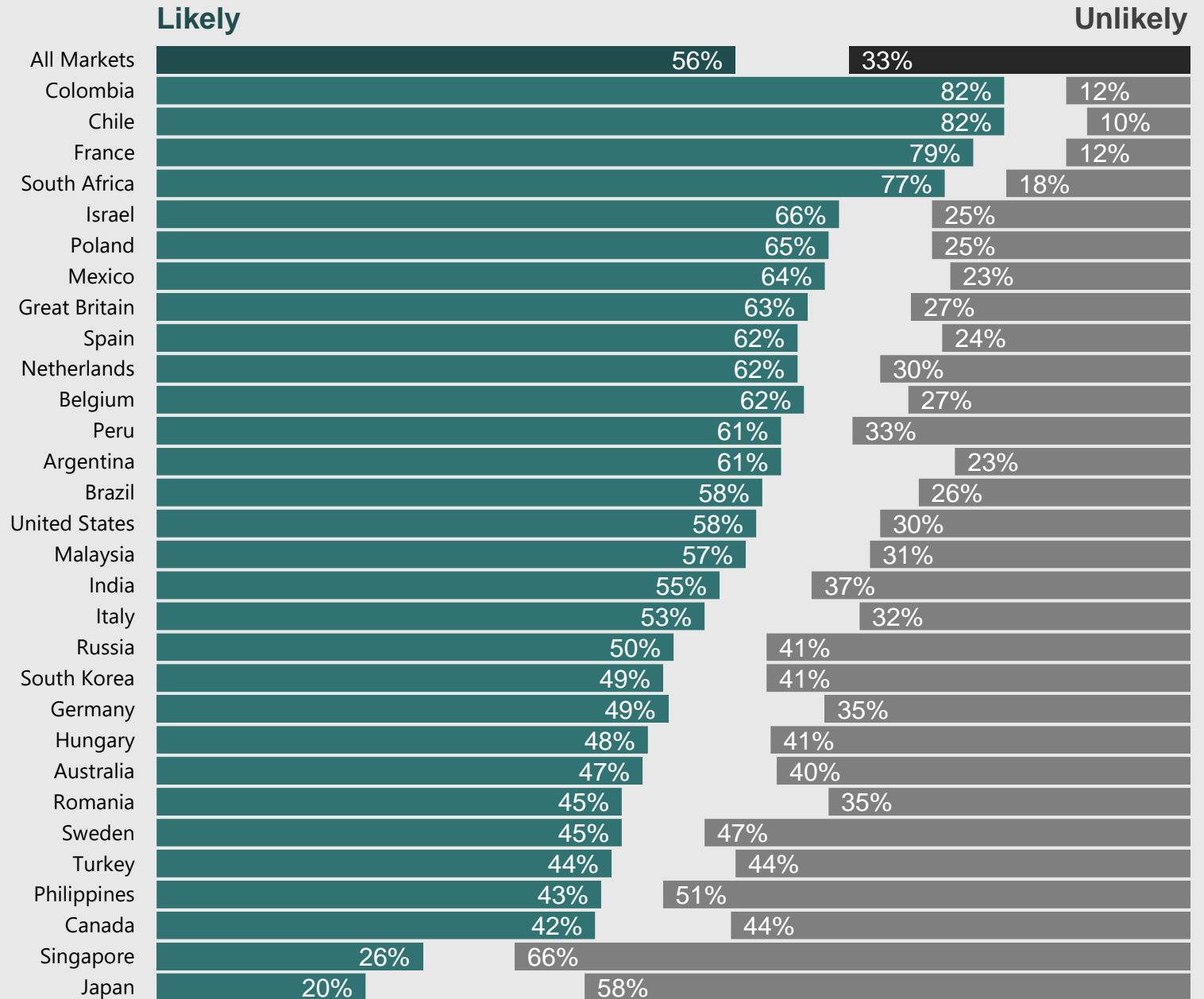


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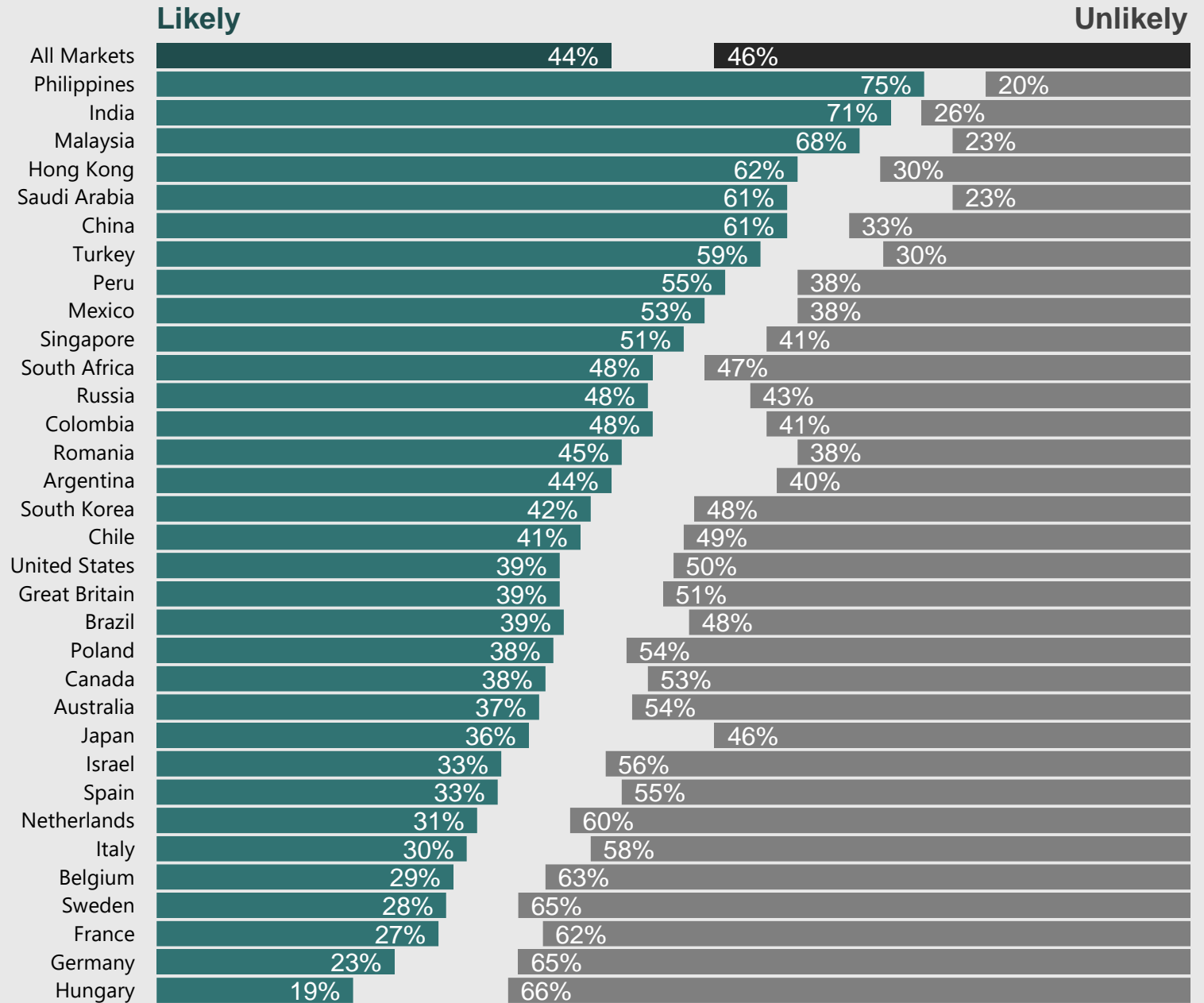


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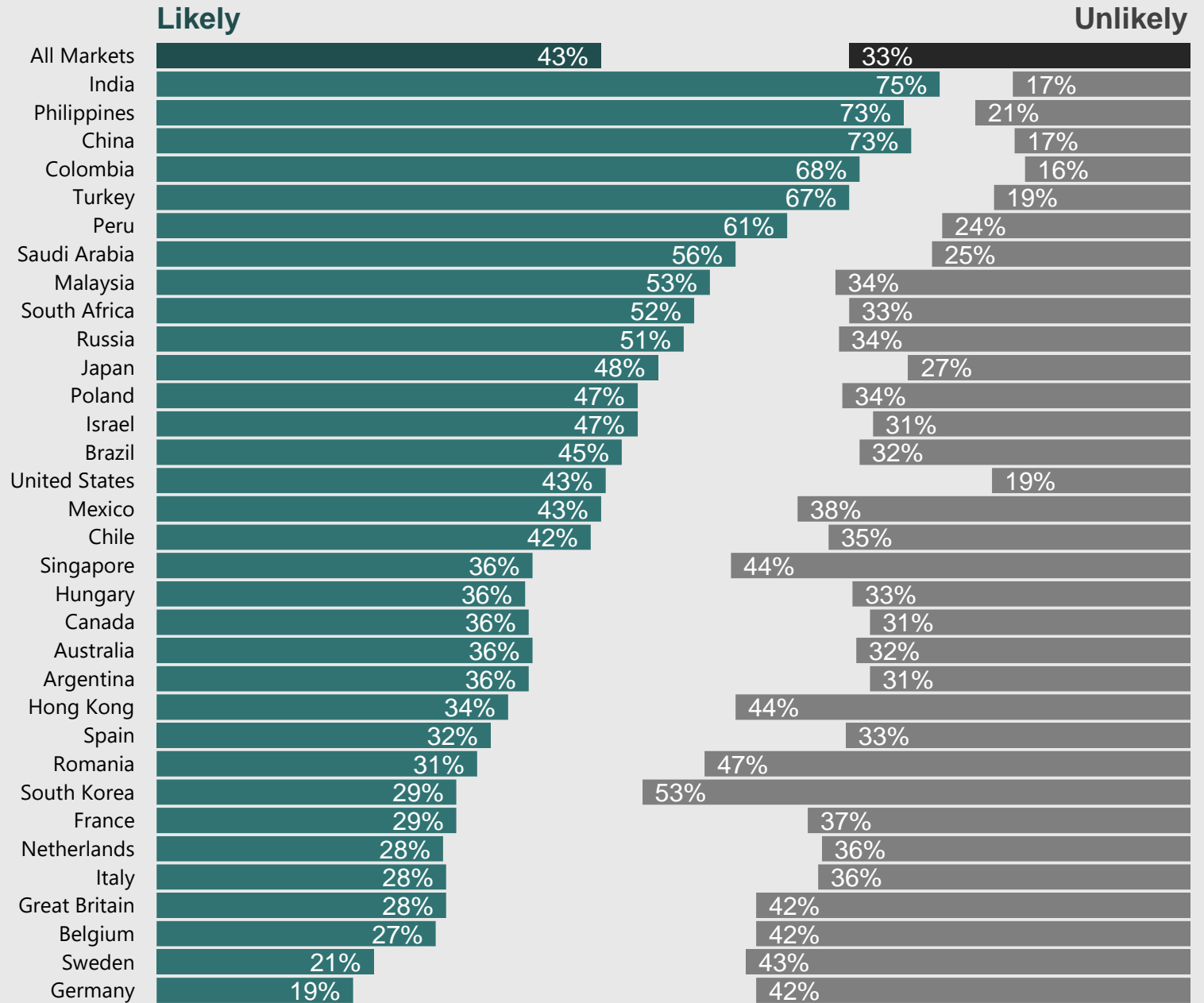


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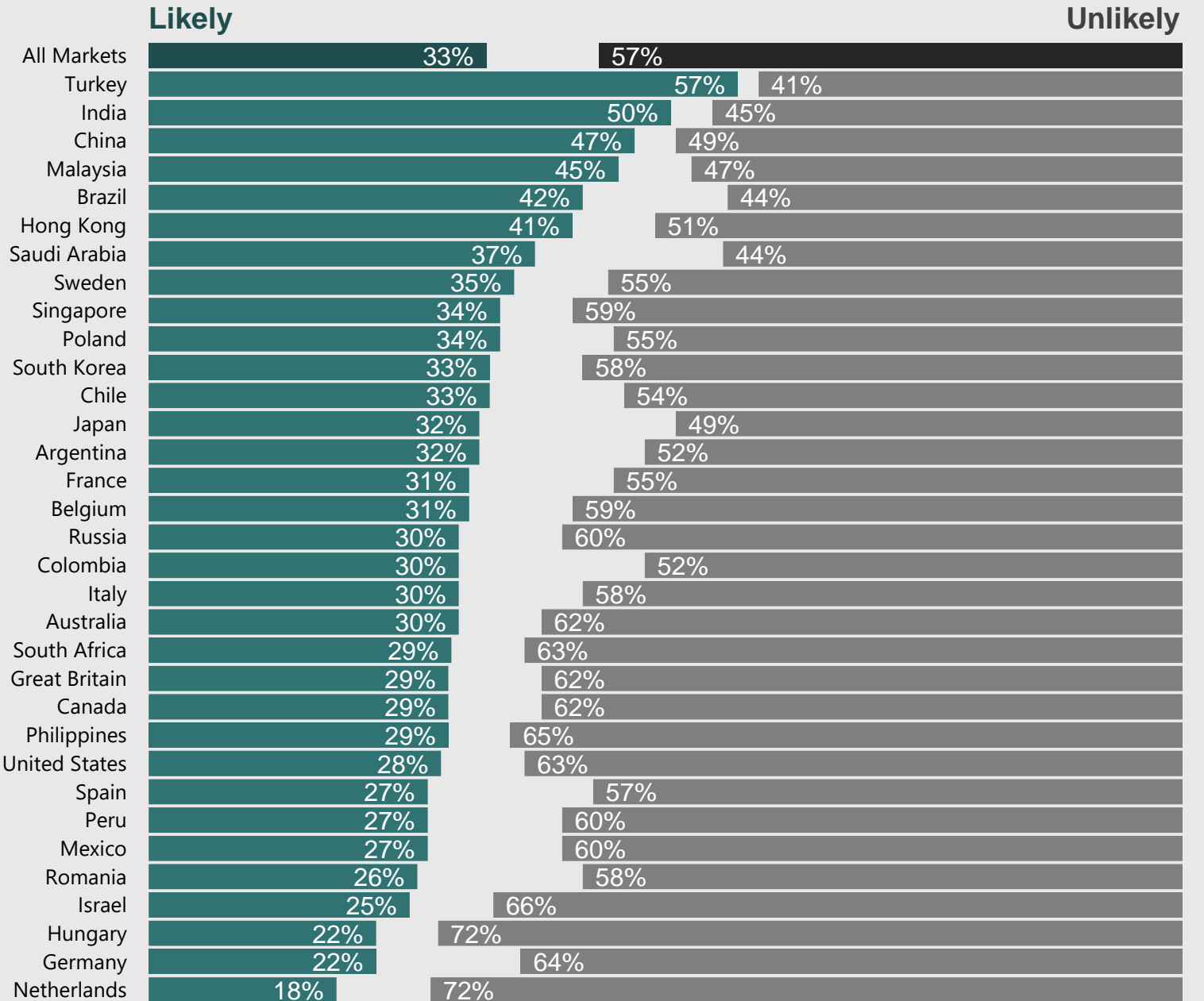


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Global Advisor Predictions 2020

Technology

Likely

Unlikely

People around the world will spend more time online than watching TV



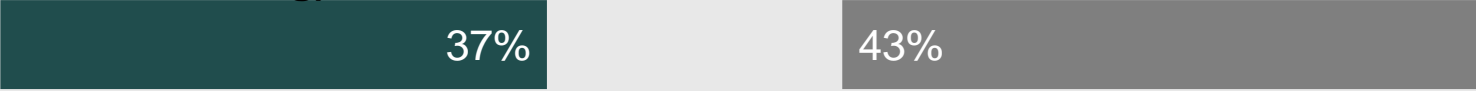
Traffic in the area I live will get worse



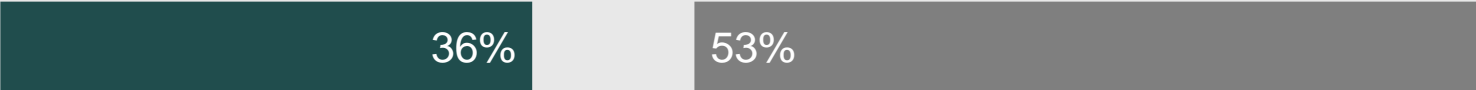
I will watch more TV from streaming services than from over-the-air/cable/satellite TV channels



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



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



I will use social media less

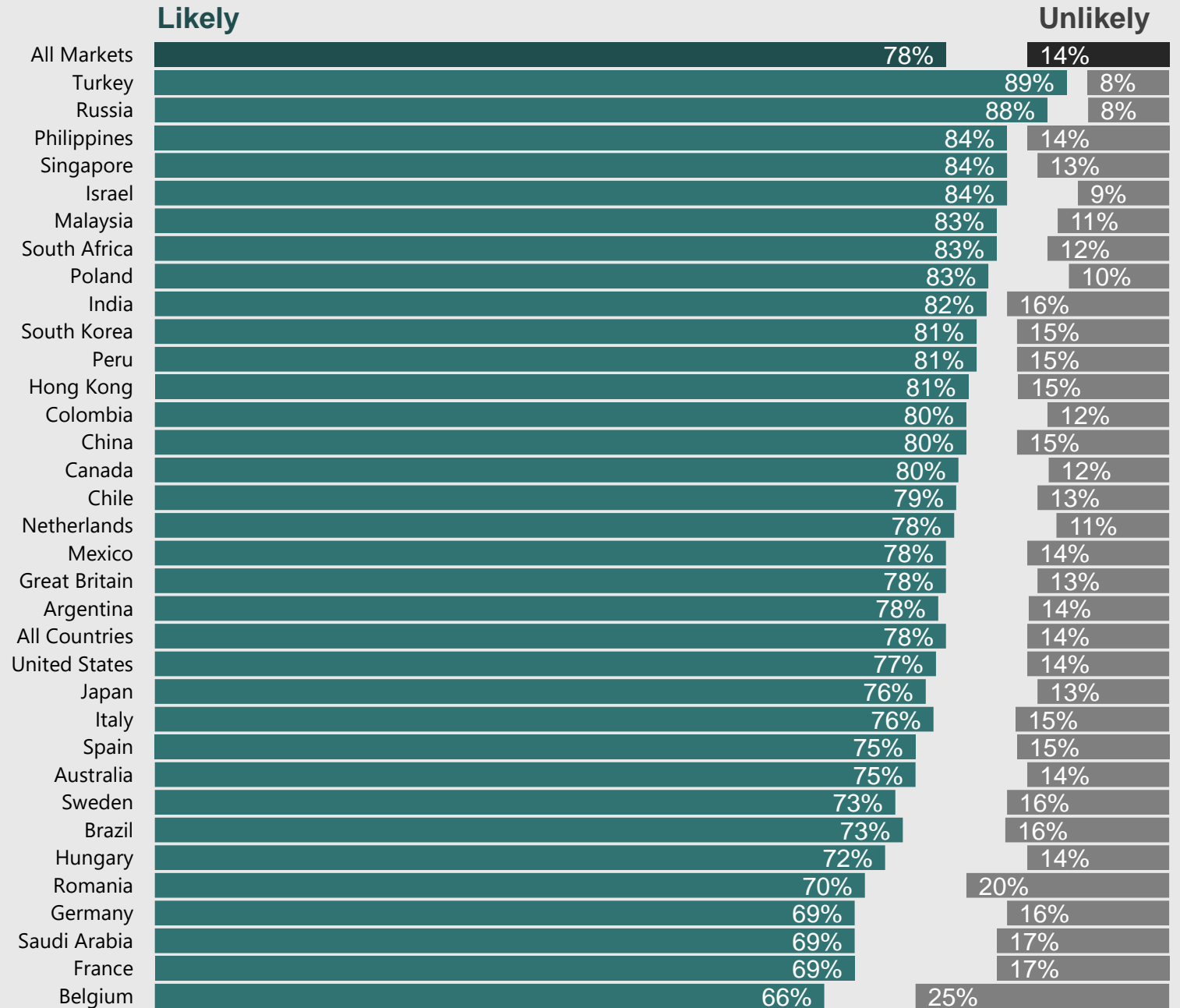


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Global Advisor Predictions 2020

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

People around the world will spend more time online than watching TV

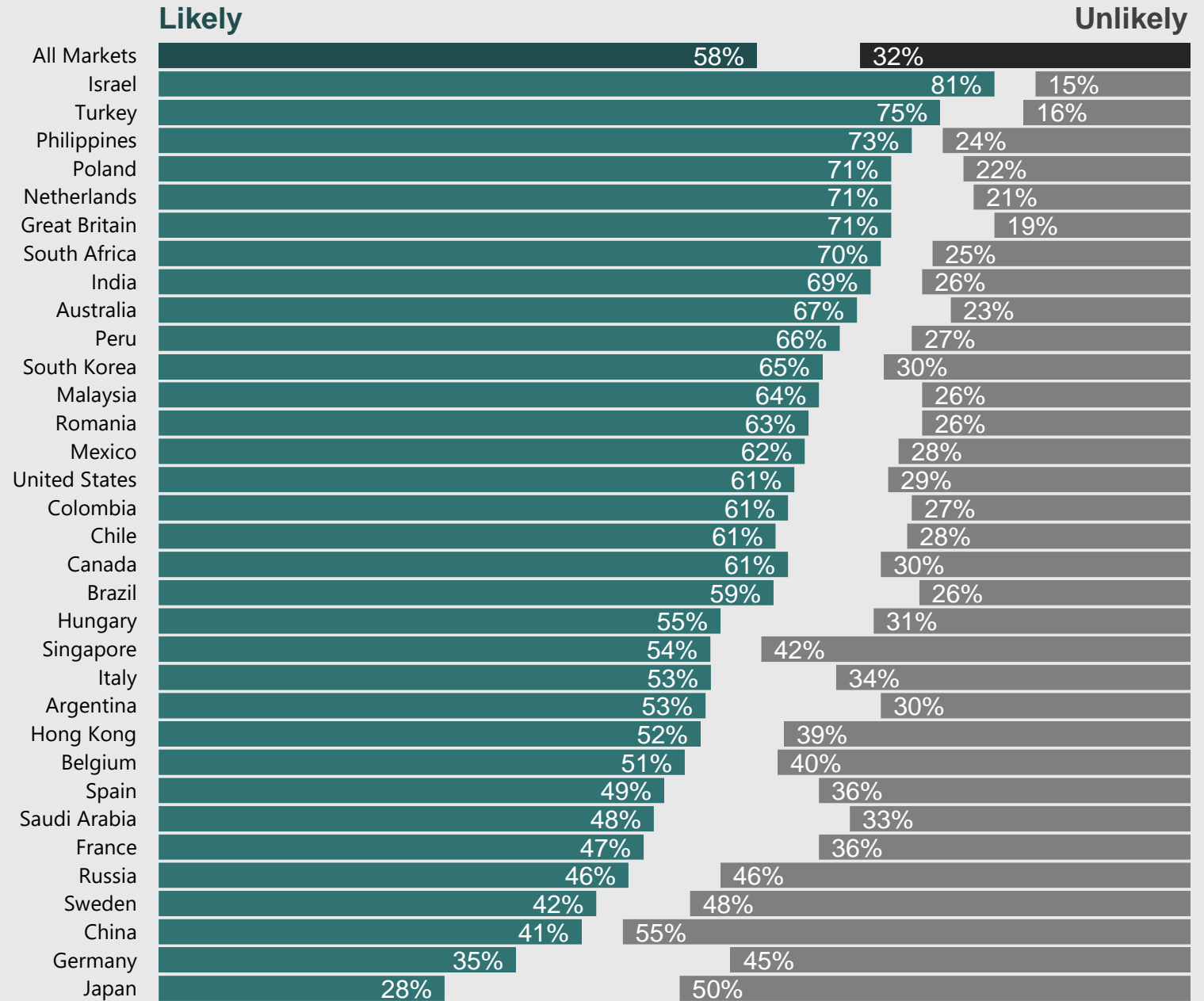


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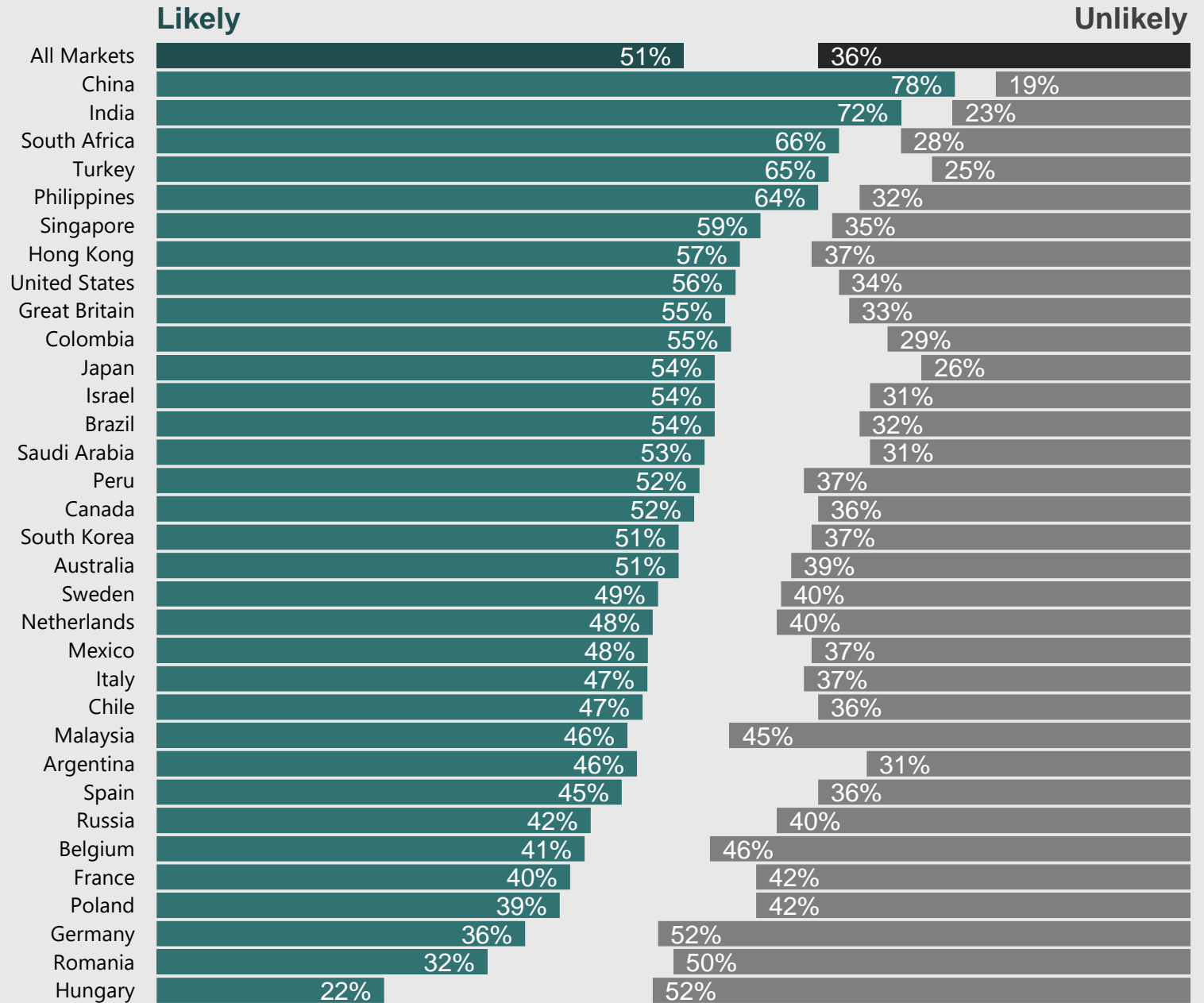


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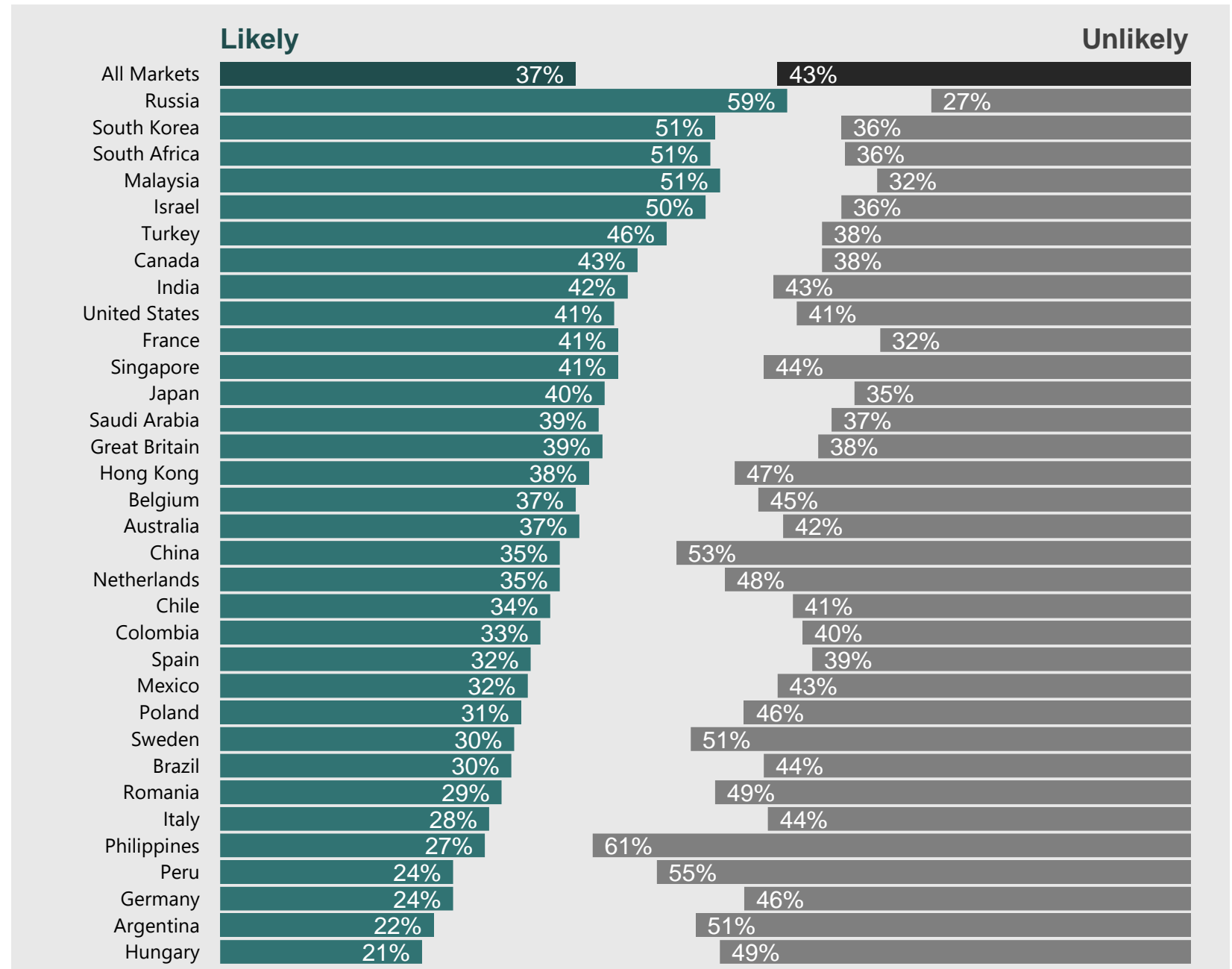
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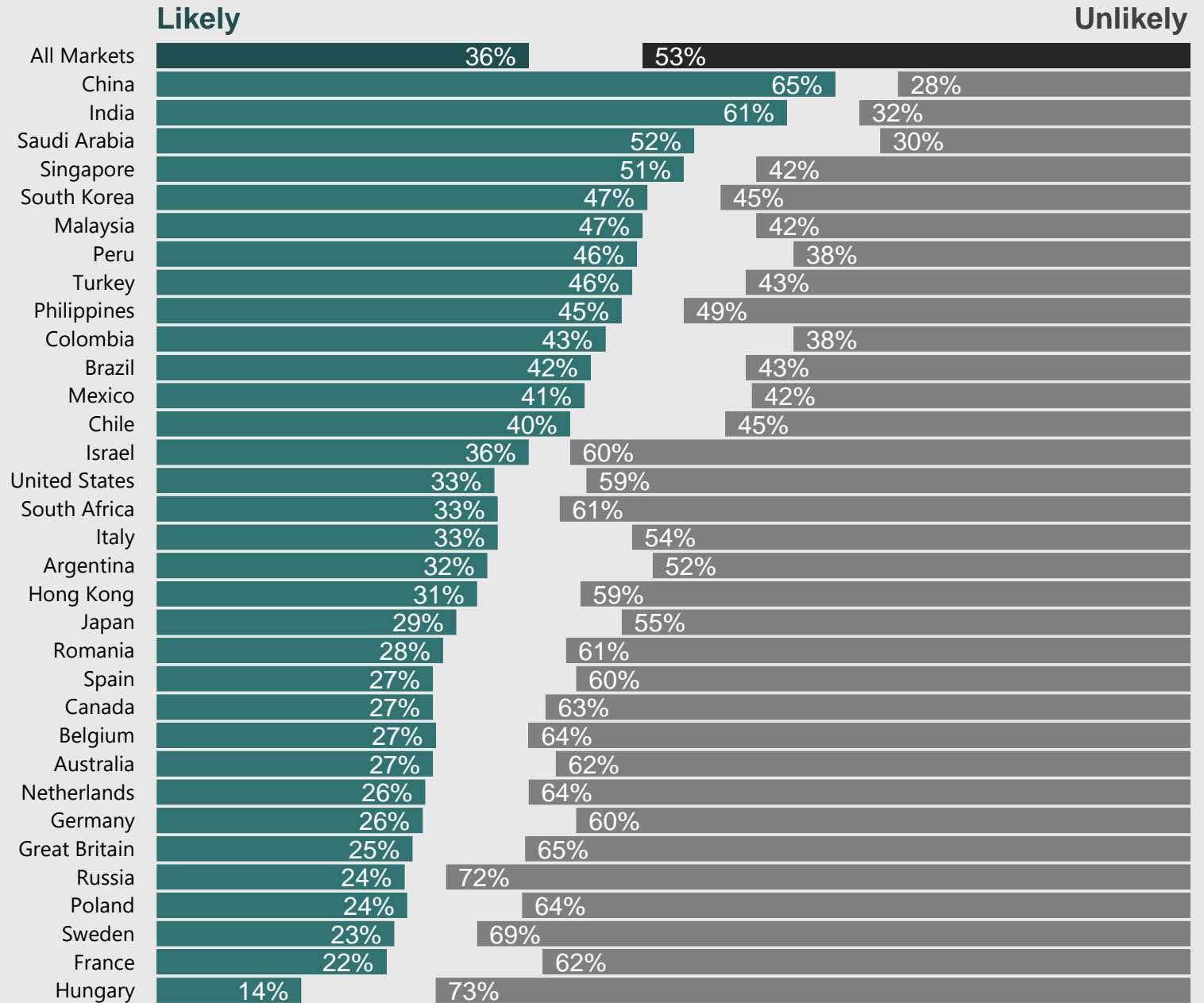
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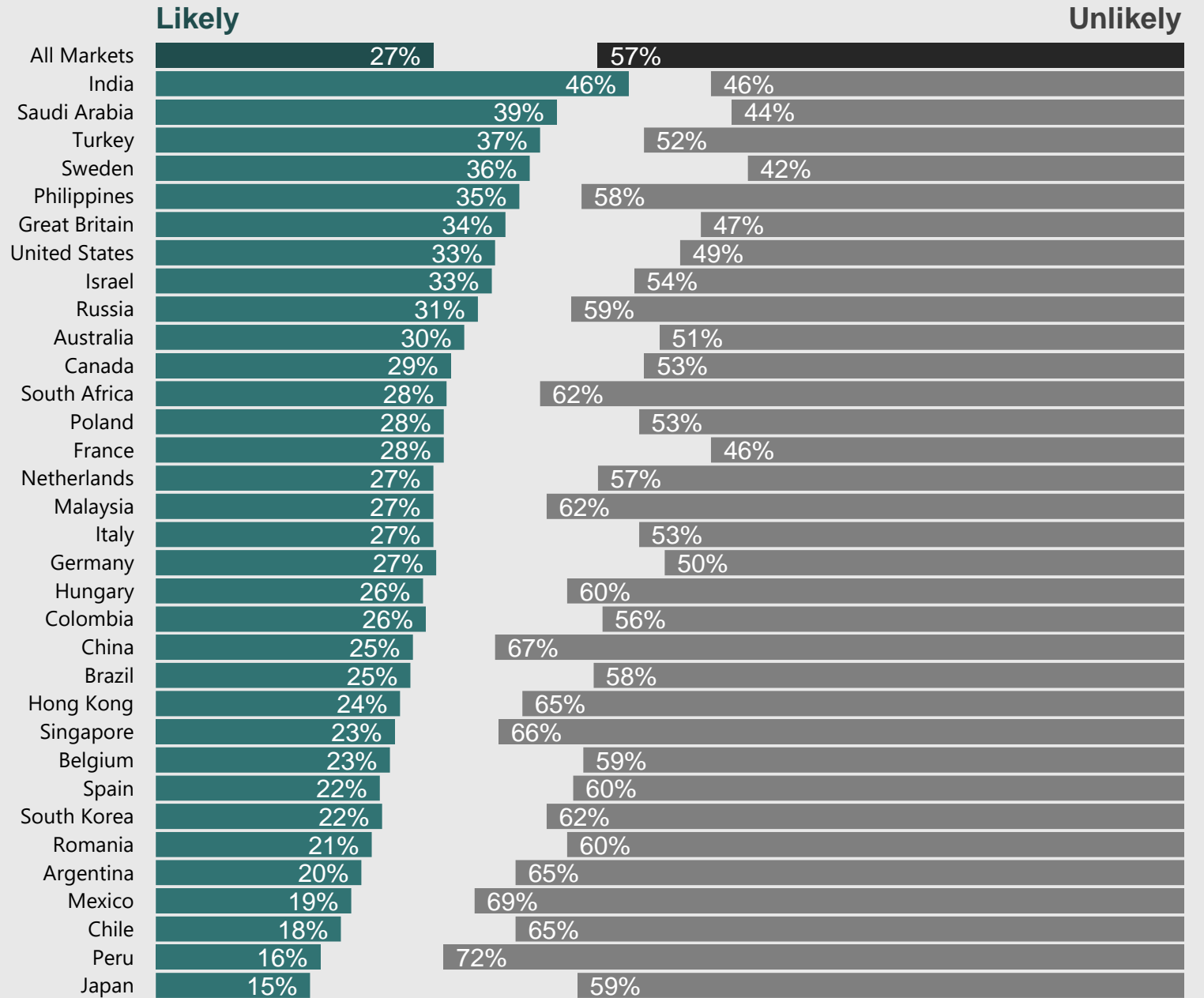


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Global Advisor Predictions 2020

Outlook for 2019

% Agree

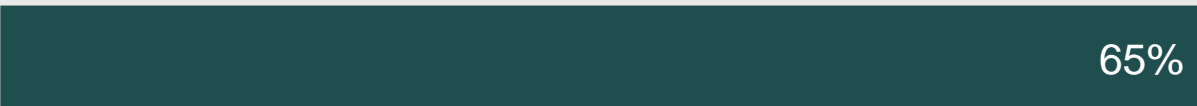
I will make some personal resolutions to do specific things for myself or other in 2020



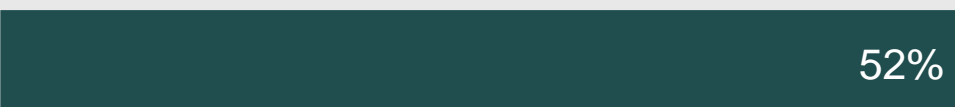
I am optimistic that 2020 will be a better year for me than it was in 2019



2019 was a bad year for [X]



The global economy will be stronger in 2020 than it was in 2019



2019 was a bad year for me and my family

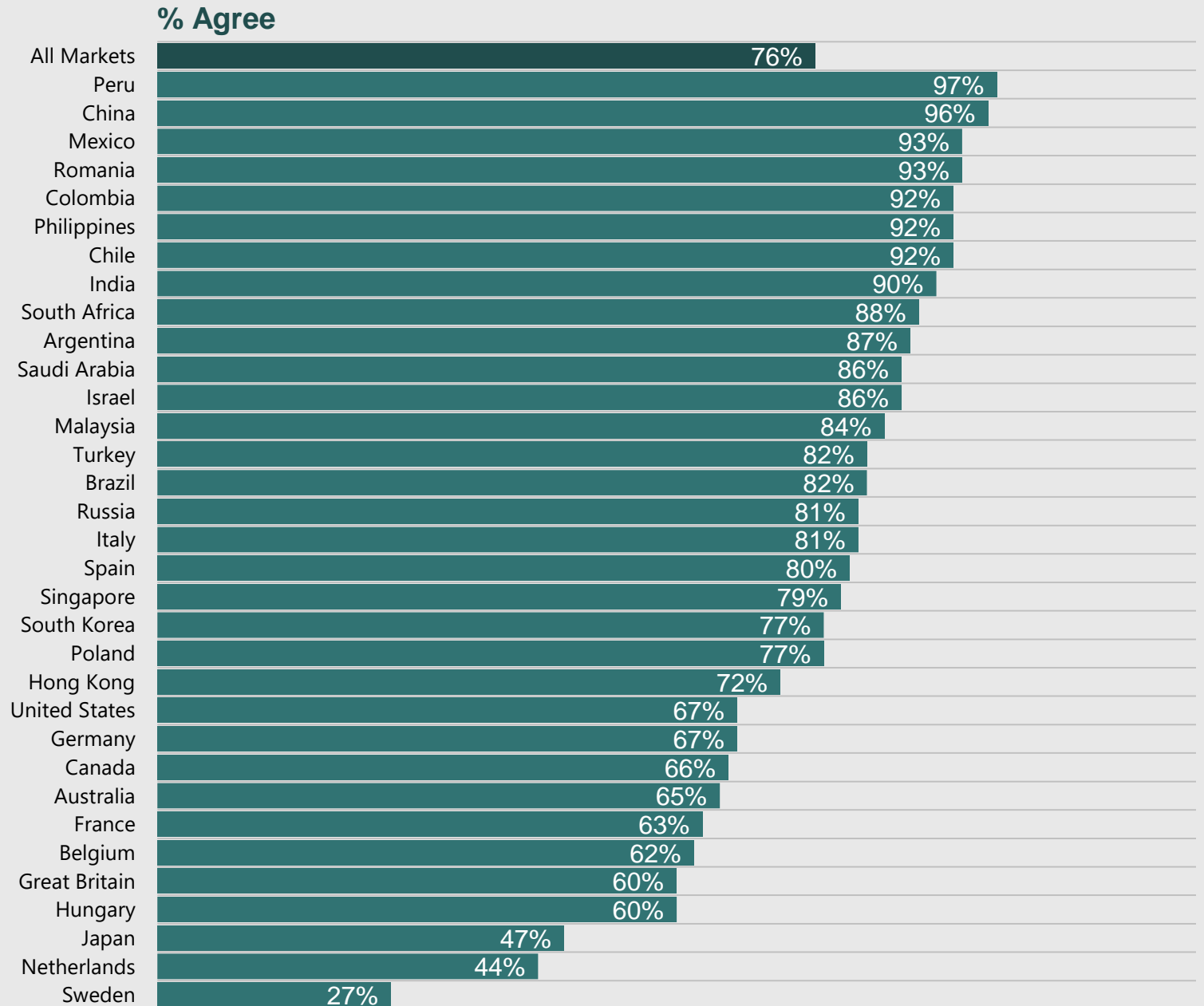


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Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

I will make some personal resolutions to do some specific things for myself and others in 2020

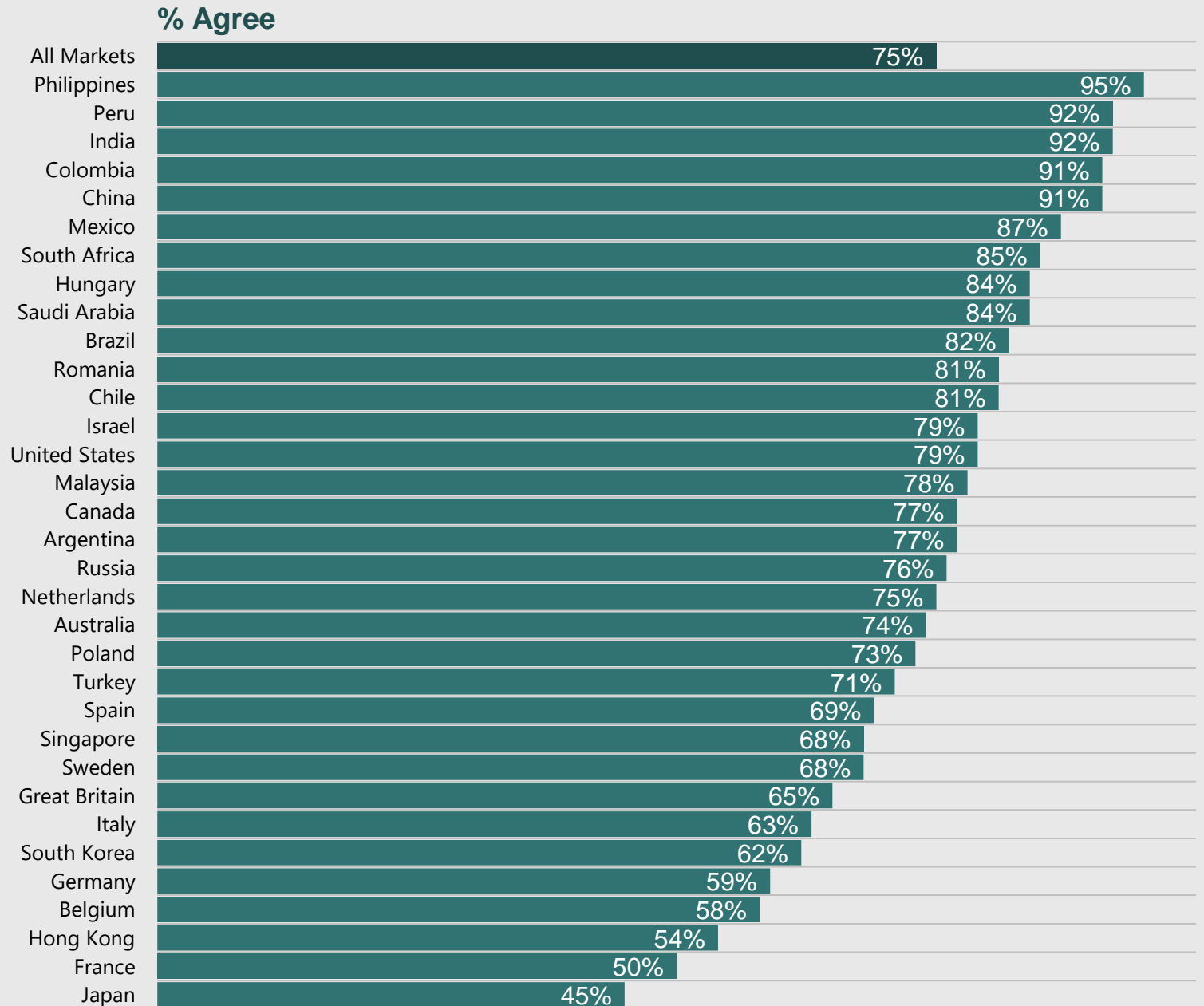


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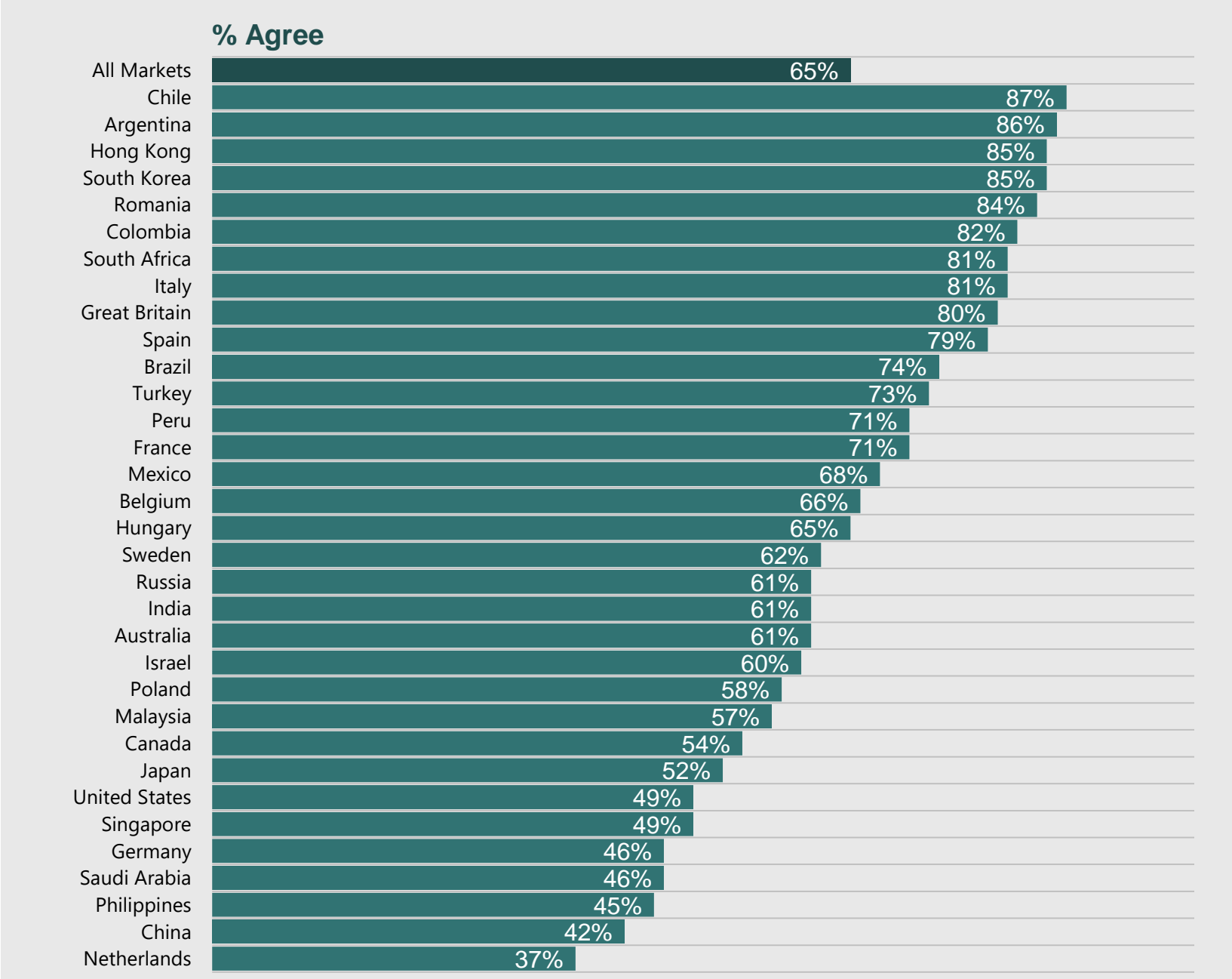


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Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

2019 was a bad year for [X]

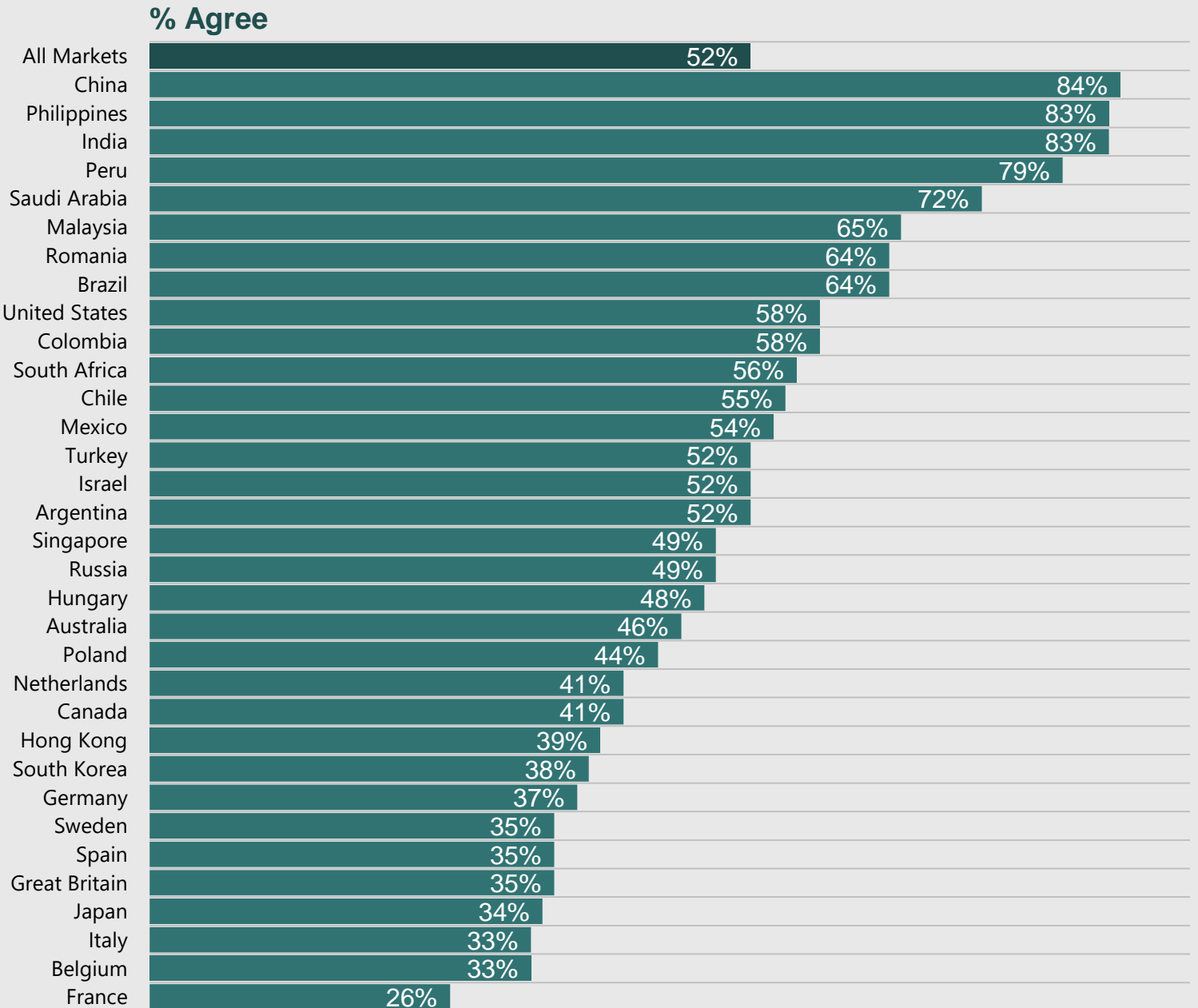


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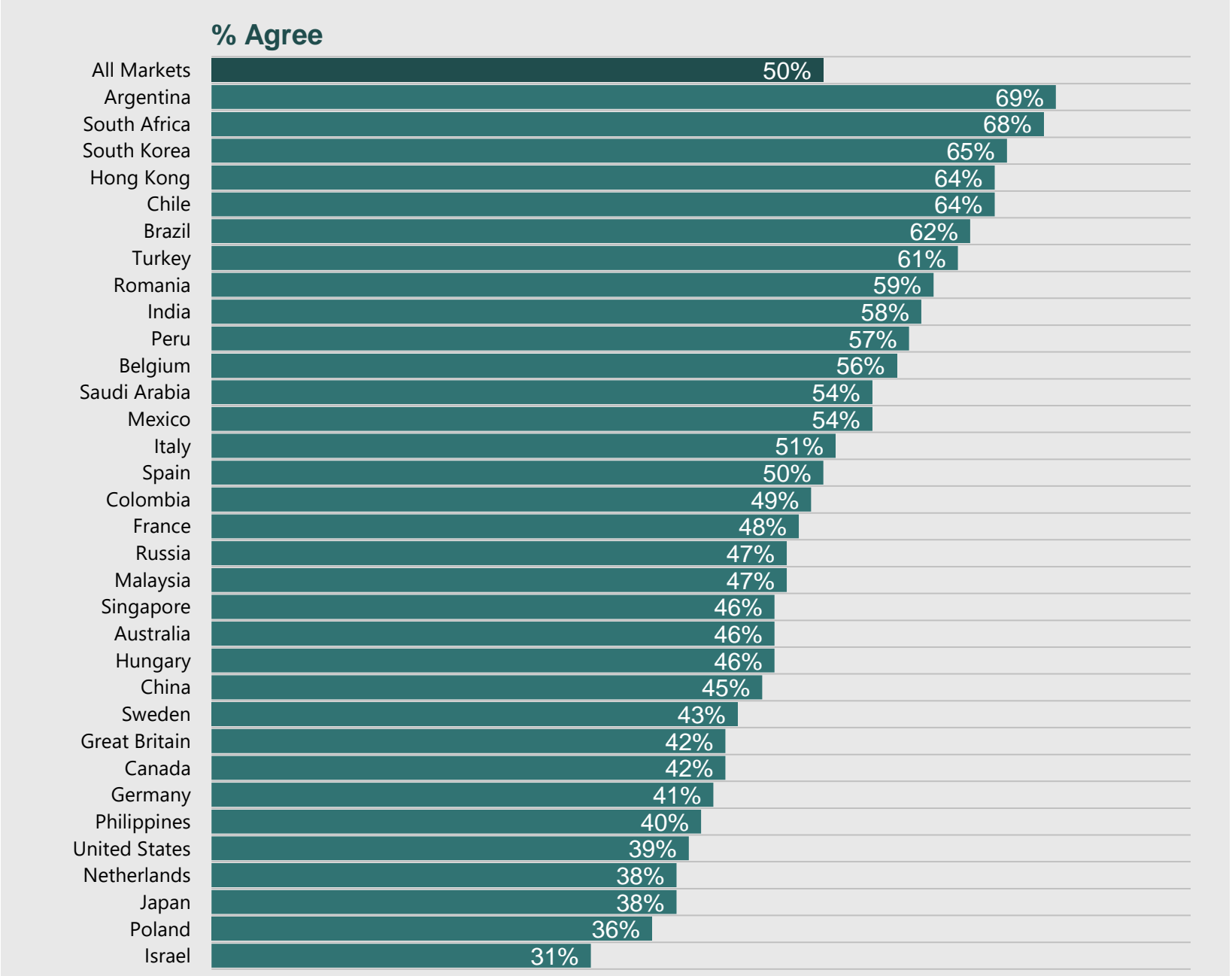
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Technical Note

- These are the findings of the Global Advisor Wave predictions survey for 2020. In total **22,512** interviews were conducted between **26th November – 6th December 2019** among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other markets.
- The survey was conducted in 33 markets around the world via the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, Hong Kong, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States.
- For the results of the survey presented herein, an international sample of 21,011 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other markets, were interviewed. Approximately 1,000 individuals participated on a market by market basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Chile, Colombia, Hong Kong, Hungary, India, Israel, Malaysia, Mexico, Netherlands, Peru, Philippines, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- 17 of the 33 markets surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and United States).
- Brazil, Chile, China, Hong Kong, India, Malaysia, Mexico, Netherlands, Peru, Philippines, Romania, Russia, Saudi Arabia, Singapore, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their markets.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data is weighted to match the profile of the population.