PREDICTIONS 2025 REPORT

A 31-Country Ipsos
Global Advisor Survey

December 2024

Some key numbers on how the global public is feeling
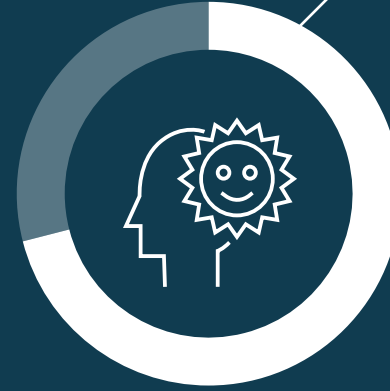
2024 in retrospect

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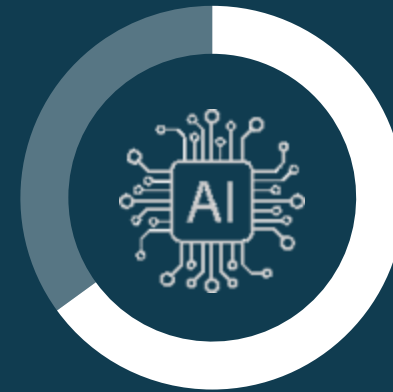
on average across 31 countries say "**Artificial Intelligence will lead to many new jobs being lost in my country**", up from 64% last year.

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.

Some key numbers on how the Australian public is feeling

2024 in retrospect

63% say "**2024 was a bad year for my country**", down from 67% last year.

52% say "**2024 was a bad year for me and my family**", which is the same as 2023.

Outlook for 2025
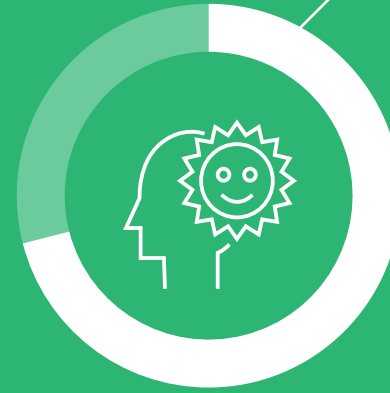
71% say they are "**optimistic that next year will be a better year than this year**", up from 68% last year.

47% say "**The global economy will be stronger next year than it was this year**", down from 48% last year.

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Some key numbers on the outlook for 2025

The outlook for 2025: **Environment**

The outlook for 2025: **Economy**

The outlook for 2025: **Society**

The outlook for 2025: **Technology**

The outlook for 2025: **Security**

77%
say "**Average global temperatures will increase**", up from 76% last year.

84%
say "**Prices in ... Australia will increase faster than people's incomes**", up from 83% last year.

63%
say "**The level of immigration into my country will increase**", down from 74% last year.
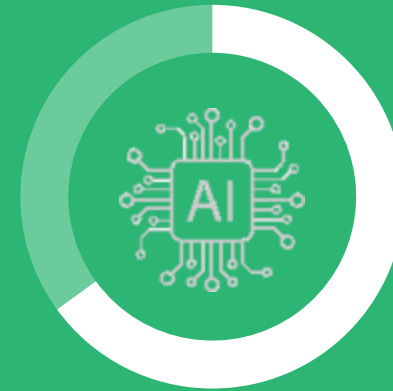
66%
say "**Artificial Intelligence will lead to many new jobs being lost in my country**", up from 61% last year.
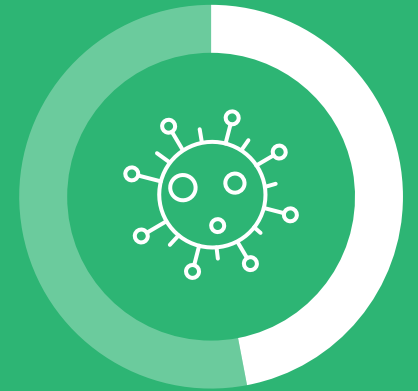
40%
say "**There will be a new global pandemic caused by a new virus**", down from 42% last year.

CONTENTS

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
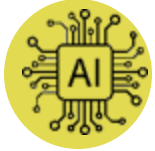
The public outlook for technology for 2025

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.

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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.
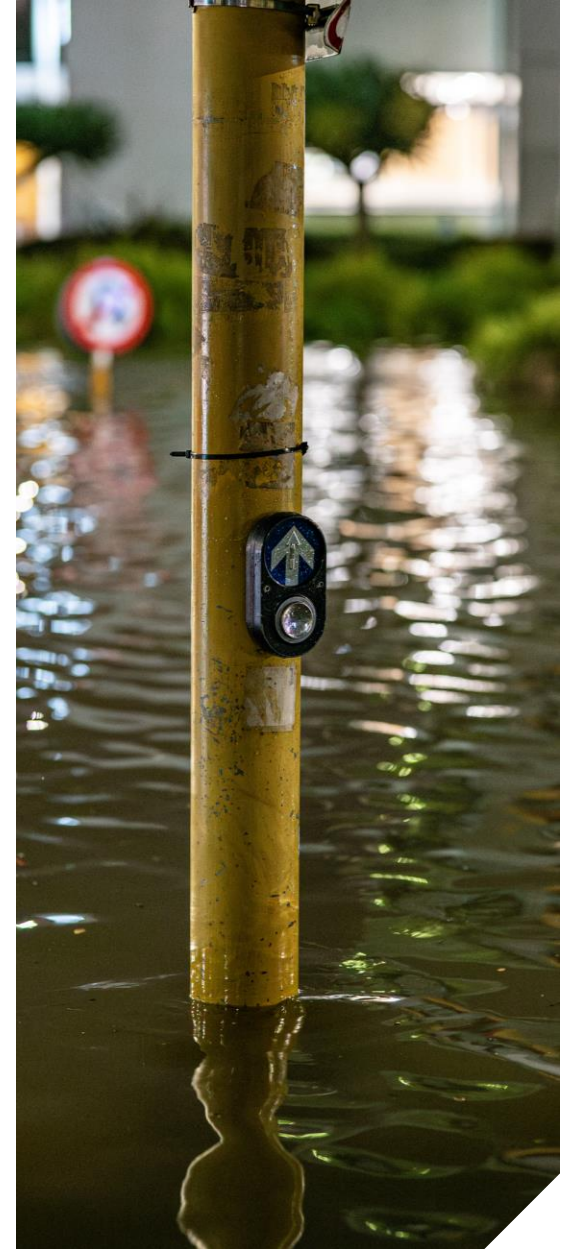
How was 2024 for you?

2024 in retrospect

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

Global averages ▇ Agree ▇ Disagree % Agree 2023

2024 was a bad year for my country

65% **35%**
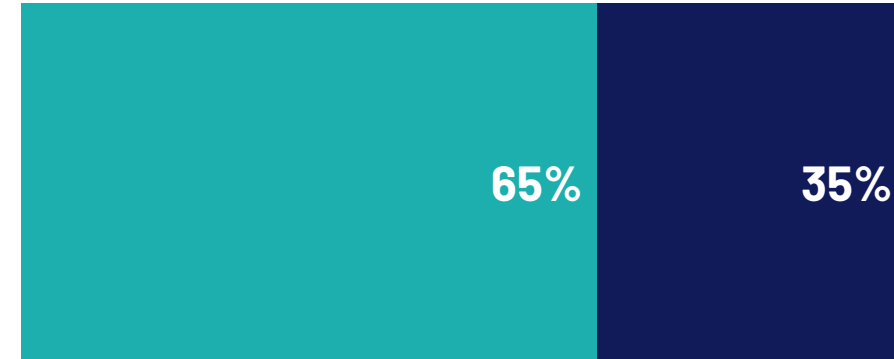
▼ –5 pp

70%

2024 was a bad year for me and my family
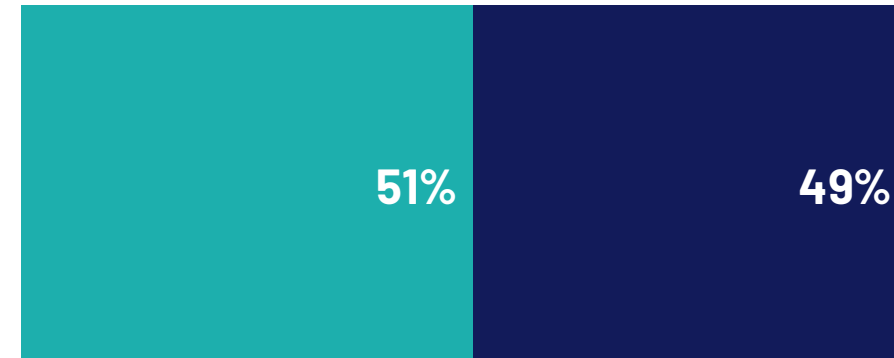
51% **49%**

▼ –2 pp

53%

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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

Global averages - % agree
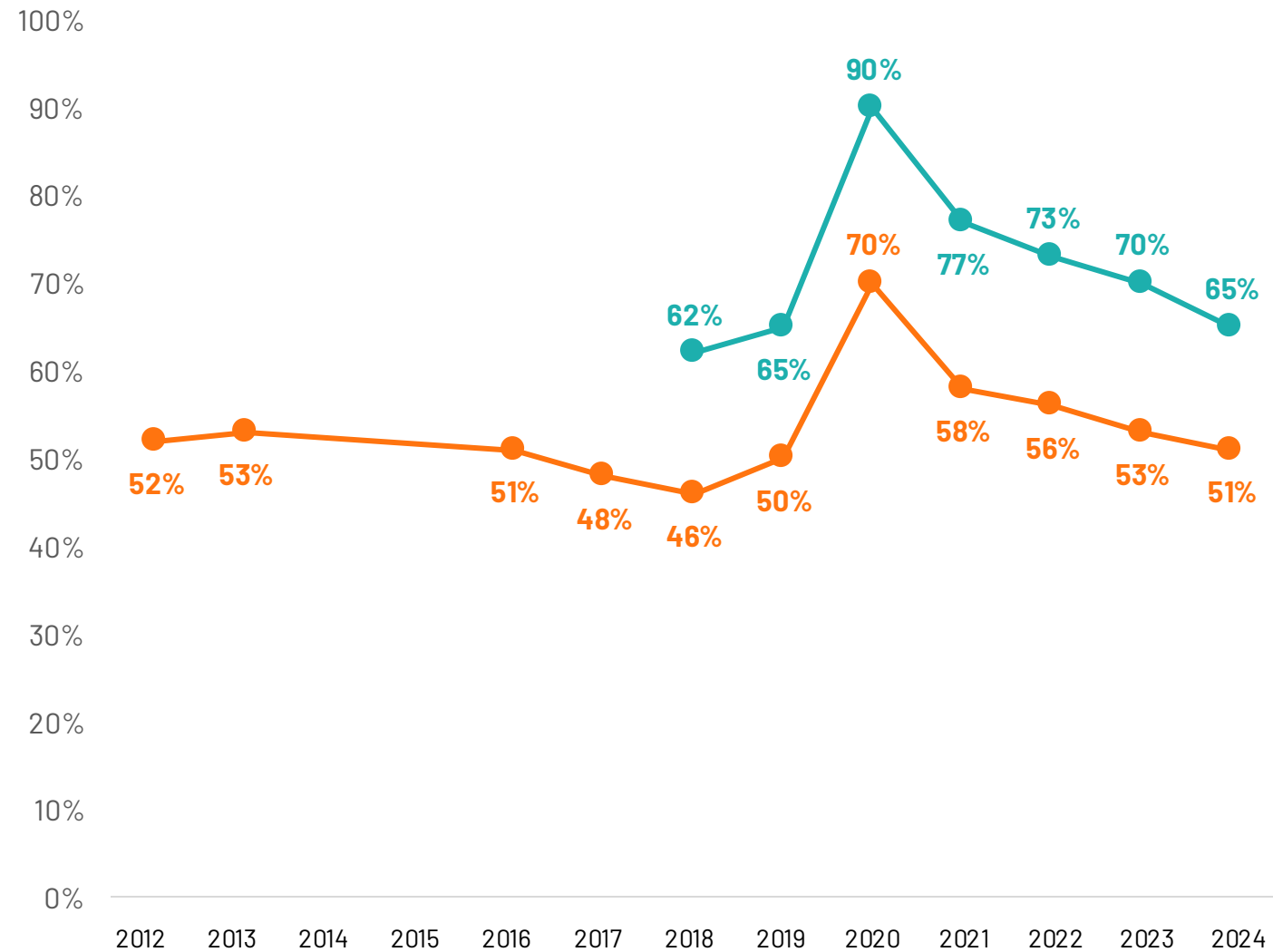
This year was a bad year for my country

This year was a bad year for me and my family

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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

Market	Agree	Disagree	Change agree vs 2023
Global Country Average	65%	35%	-5%
South Korea	84%	17%	2%
Türkiye	83%	17%	-1%
France	79%	21%	2%
Peru	79%	21%	0%
Hungary	78%	22%	-4%
Great Britain	76%	24%	-7%
Romania	73%	27%	-1%
South Africa	73%	27%	-3%
Germany	72%	28%	-5%
Argentina	71%	29%	-17%
Canada	71%	29%	-4%
India	71%	29%	6%
Sweden	70%	30%	-14%
Chile	69%	31%	-6%
Philippines	69%	31%	3%
United States	69%	31%	-2%
Spain	68%	32%	0%
Italy	66%	34%	-6%
Brazil	65%	35%	2%
Thailand	65%	36%	2%
Belgium	63%	37%	-10%
Australia	63%	37%	-4%
Japan	63%	37%	1%
Colombia	63%	38%	-9%
Mexico	59%	41%	4%
Netherlands	56%	44%	-8%
Malaysia	55%	45%	-4%
Ireland	55%	45%	N/A
Indonesia	54%	46%	3%
Poland	53%	47%	-16%
Singapore	47%	54%	-1%
Switzerland	44%	56%	-4%
China	34%	66%	-14%

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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

Market	Agree	Disagree	Change agree vs 2023
Global Country Average	51%	49%	-2%
Peru	67%	33%	6%
Argentina	66%	34%	-1%
Türkiye	66%	35%	-7%
South Africa	63%	37%	-1%
South Korea	63%	37%	3%
India	61%	39%	-3%
Hungary	60%	40%	-3%
Thailand	59%	41%	-1%
Philippines	57%	43%	-2%
Chile	55%	45%	0%
Malaysia	54%	47%	1%
Brazil	53%	47%	3%
Australia	52%	48%	0%
Romania	52%	48%	-1%
Canada	51%	49%	-4%
United States	51%	49%	-1%
Mexico	50%	50%	-1%
Indonesia	49%	51%	3%
Italy	49%	51%	4%
Colombia	49%	51%	0%
Spain	48%	52%	-1%
France	48%	52%	-5%
Ireland	47%	53%	N/A
Germany	47%	54%	-3%
Great Britain	46%	54%	-4%
Switzerland	46%	54%	0%
Singapore	45%	55%	-2%
Belgium	44%	56%	-11%
Sweden	43%	57%	-2%
Poland	43%	58%	-9%
Japan	40%	60%	2%
Netherlands	33%	67%	-6%
China	30%	70%	-16%

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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:

Global averages	Agree	Disagree	% Agree 2023
I will make some personal resolutions to do some specific things for myself or others in 2025	75%	25%	▶ No change 75%
I am optimistic that 2025 will be a better year for me than it was in 2024	71%	29%	▲ +1 pp 70%
My mental health will be better in 2025 than it was in 2024	69%	31%	N/A
My physical health will be better in 2025 than it was in 2024	69%	31%	N/A
In 2025 people in [COUNTRY] will start to feel more optimistic about the long-term future	52%	48%	N/A
The global economy will be stronger in 2025 than it was in 2024	51%	49%	▲ +1 pp 50%

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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...?

Global averages - % agree

I am optimistic that next year will be a better year than this year

The global economy will be stronger next year than it was this year

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Q.

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

I will make some personal resolutions to do some specific things for myself or others in 2025

Market	Agree	Disagree	Change agree vs 2023
Global Country Average	75%	25%	0%
Indonesia	94%	6%	1%
Colombia	93%	7%	4%
China	93%	8%	4%
Romania	91%	9%	6%
South Africa	90%	10%	3%
Mexico	90%	10%	-1%
Philippines	90%	10%	0%
Argentina	89%	11%	4%
Peru	89%	11%	-3%
Chile	86%	14%	-2%
Malaysia	83%	17%	6%
Brazil	82%	18%	2%
Thailand	82%	18%	2%
Italy	78%	22%	0%
Singapore	78%	22%	-1%
Spain	78%	23%	-1%
Türkiye	77%	23%	-1%
Switzerland	76%	24%	4%
Canada	74%	26%	5%
Ireland	73%	27%	N/A
United States	72%	28%	0%
Australia	72%	28%	2%
Poland	70%	30%	-4%
France	70%	31%	2%
Germany	67%	33%	-4%
India	64%	36%	-20%
South Korea	64%	36%	-4%
Belgium	63%	37%	2%
Great Britain	62%	38%	-7%
Hungary	55%	45%	-1%
Netherlands	50%	50%	-1%
Japan	40%	60%	-2%
Sweden	31%	69%	0%

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Q.

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

I am optimistic that 2025 will be a better year for me than it was in 2024

Market	Agree	Disagree	Change agree vs 2023
Global Country Average	71%	29%	1%
Indonesia	90%	10%	-1%
Colombia	88%	12%	9%
China	87%	13%	0%
Philippines	87%	14%	1%
Peru	85%	15%	2%
South Africa	84%	16%	5%
Mexico	84%	16%	-3%
Malaysia	81%	19%	8%
Thailand	79%	21%	2%
Argentina	79%	21%	10%
Brazil	79%	21%	1%
Chile	79%	21%	0%
India	76%	24%	-11%
Poland	72%	28%	2%
Singapore	72%	28%	1%
Hungary	72%	28%	-4%
Australia	71%	29%	3%
Canada	71%	29%	8%
United States	70%	30%	5%
Romania	70%	30%	2%
Ireland	69%	31%	N/A
Switzerland	69%	31%	8%
Netherlands	67%	33%	-1%
Sweden	66%	34%	2%
Spain	66%	34%	0%
Great Britain	61%	39%	-3%
Türkiye	59%	41%	0%
Italy	58%	42%	-1%
Germany	56%	44%	-1%
South Korea	56%	44%	3%
Belgium	51%	49%	-1%
France	50%	50%	4%
Japan	38%	63%	-1%

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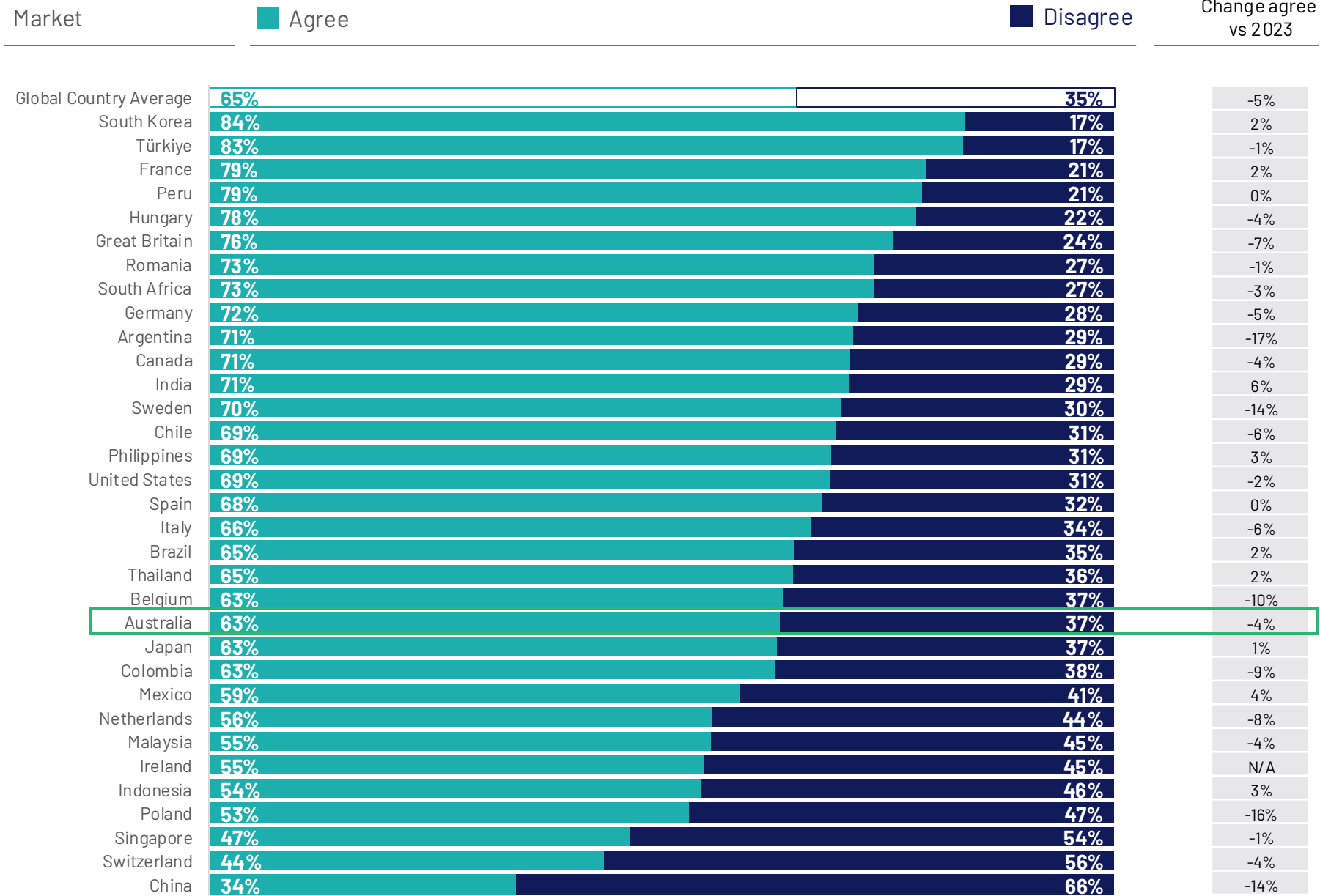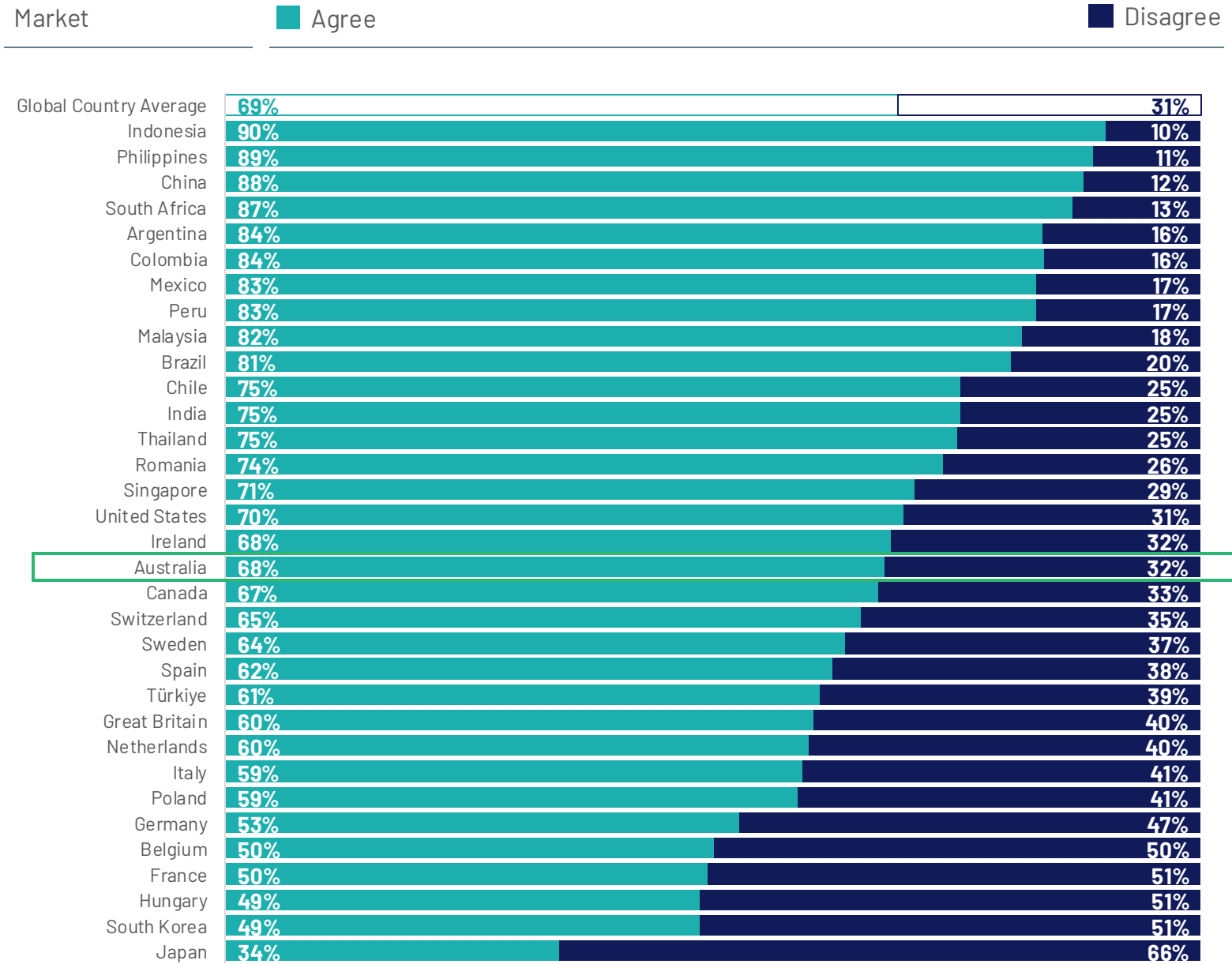
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024

Market	Agree	Disagree
Global Country Average	69%	31%
Indonesia	90%	10%
Philippines	89%	11%
China	88%	12%
South Africa	87%	13%
Argentina	84%	16%
Colombia	84%	16%
Mexico	83%	17%
Peru	83%	17%
Malaysia	82%	18%
Brazil	81%	20%
Chile	75%	25%
India	75%	25%
Thailand	75%	25%
Romania	74%	26%
Singapore	71%	29%
United States	70%	31%
Ireland	68%	32%
Australia	68%	32%
Canada	67%	33%
Switzerland	65%	35%
Sweden	64%	37%
Spain	62%	38%
Türkiye	61%	39%
Great Britain	60%	40%
Netherlands	60%	40%
Italy	59%	41%
Poland	59%	41%
Germany	53%	47%
Belgium	50%	50%
France	50%	51%
Hungary	49%	51%
South Korea	49%	51%
Japan	34%	66%

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
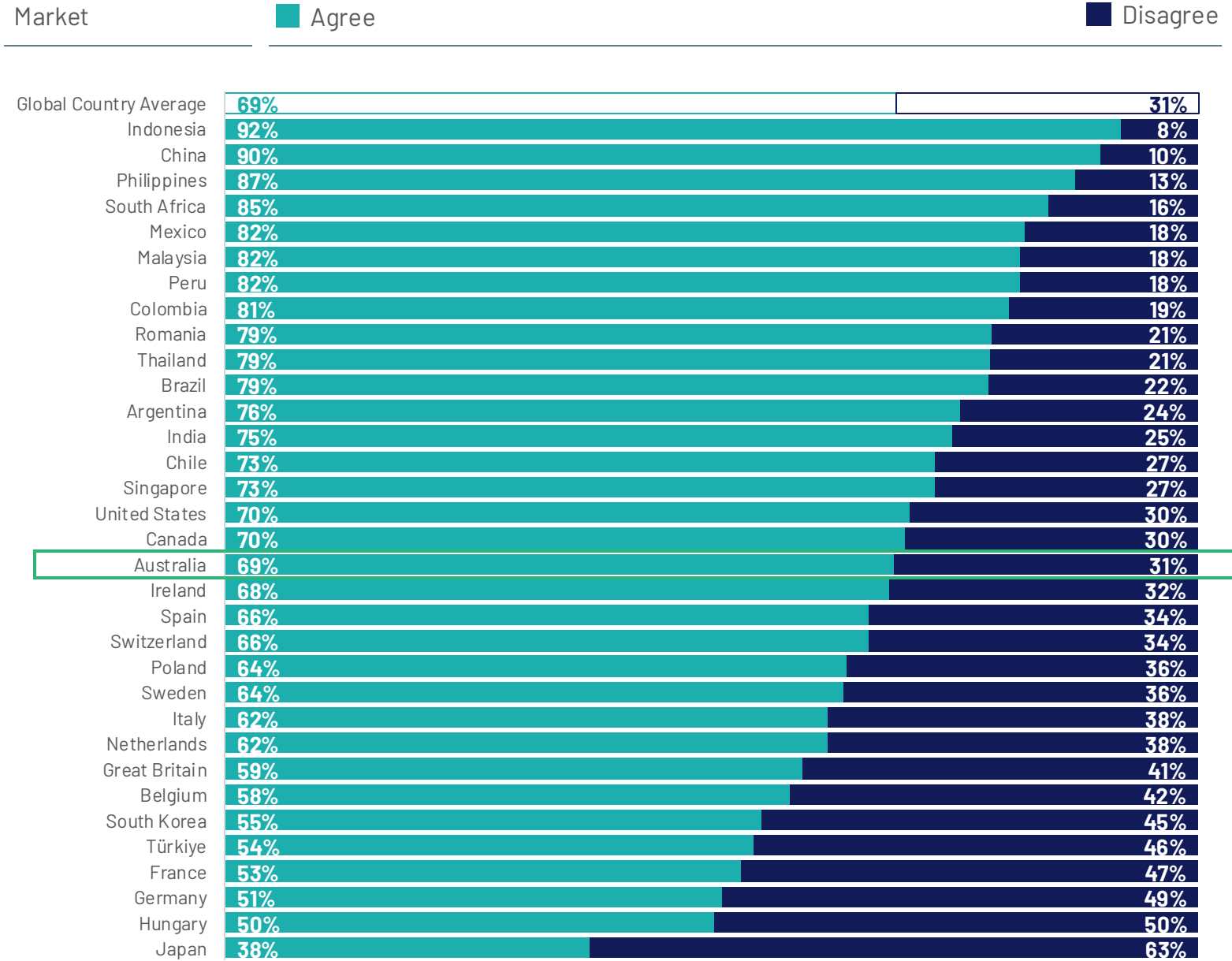
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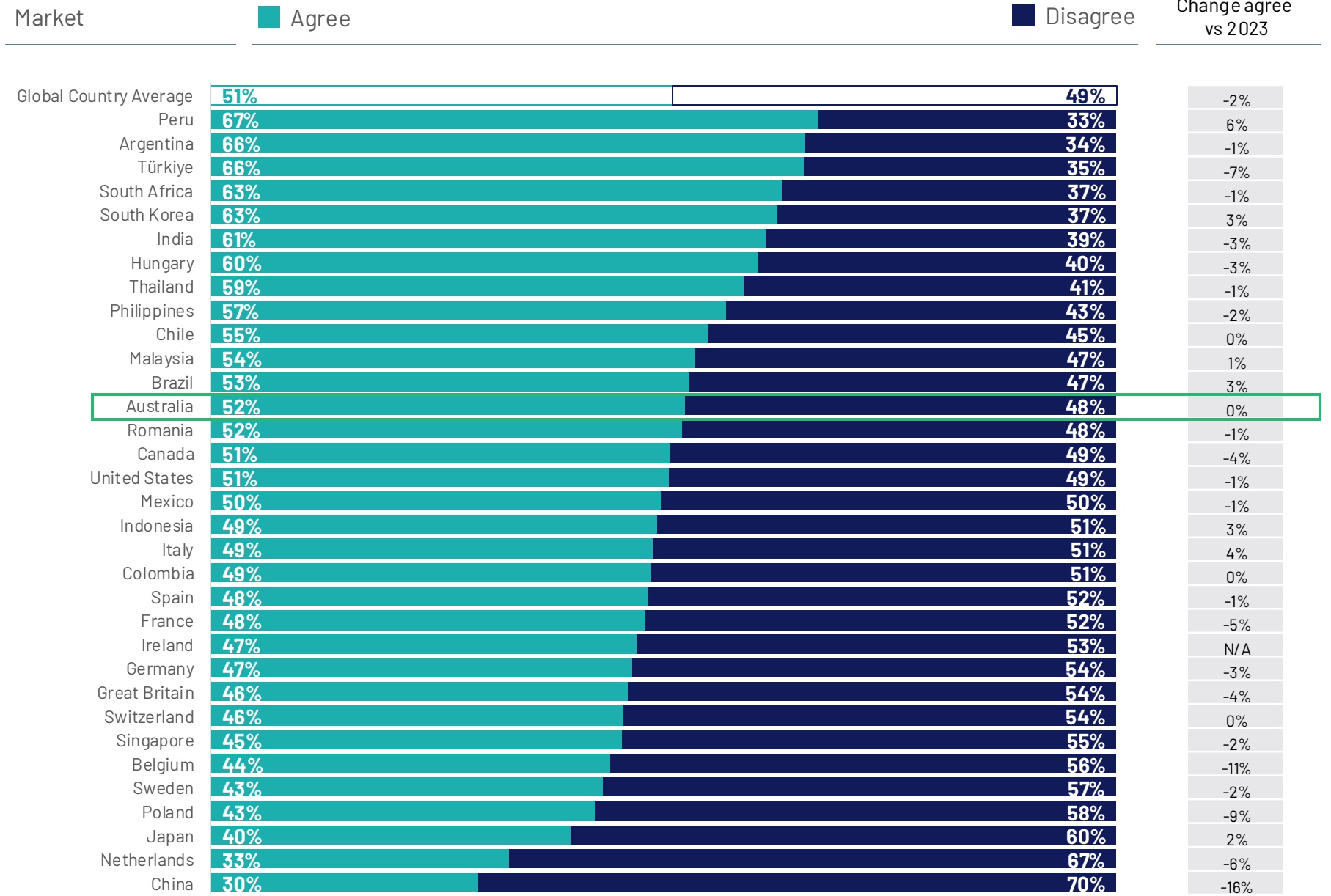
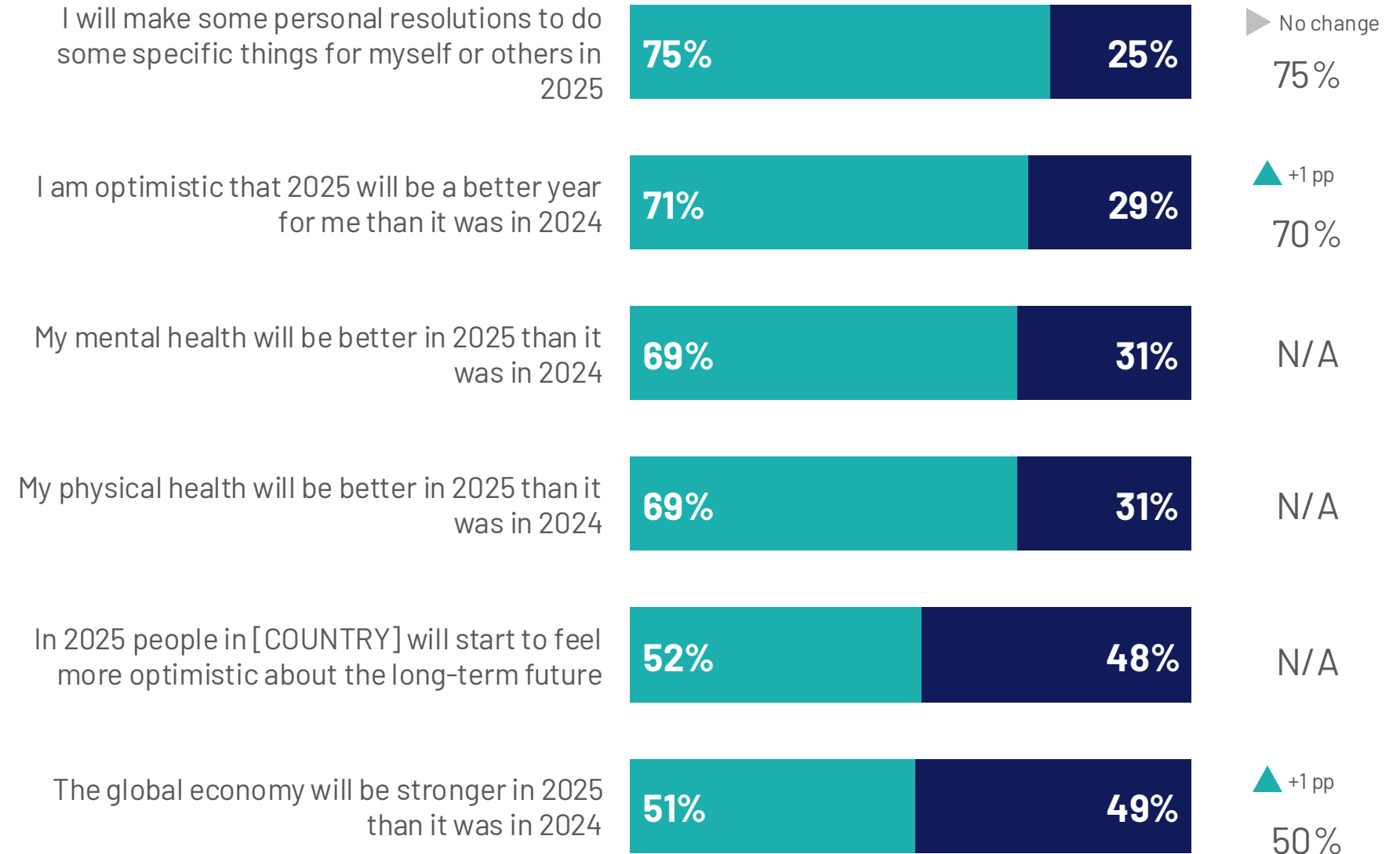| Market	Agree	Disagree
Global Country Average	69%	31%
Indonesia	92%	8%
China	90%	10%
Philippines	87%	13%
South Africa	85%	16%
Mexico	82%	18%
Malaysia	82%	18%
Peru	82%	18%
Colombia	81%	19%
Romania	79%	21%
Thailand	79%	21%
Brazil	79%	22%
Argentina	76%	24%
India	75%	25%
Chile	73%	27%
Singapore	73%	27%
United States	70%	30%
Canada	70%	30%
Australia	69%	31%
Ireland	68%	32%
Spain	66%	34%
Switzerland	66%	34%
Poland	64%	36%
Sweden	64%	36%
Italy	62%	38%
Netherlands	62%	38%
Great Britain	59%	41%
Belgium	58%	42%
South Korea	55%	45%
Türkiye	54%	46%
France	53%	47%
Germany	51%	49%
Hungary	50%	50%
Japan	38%	63%

Q.

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

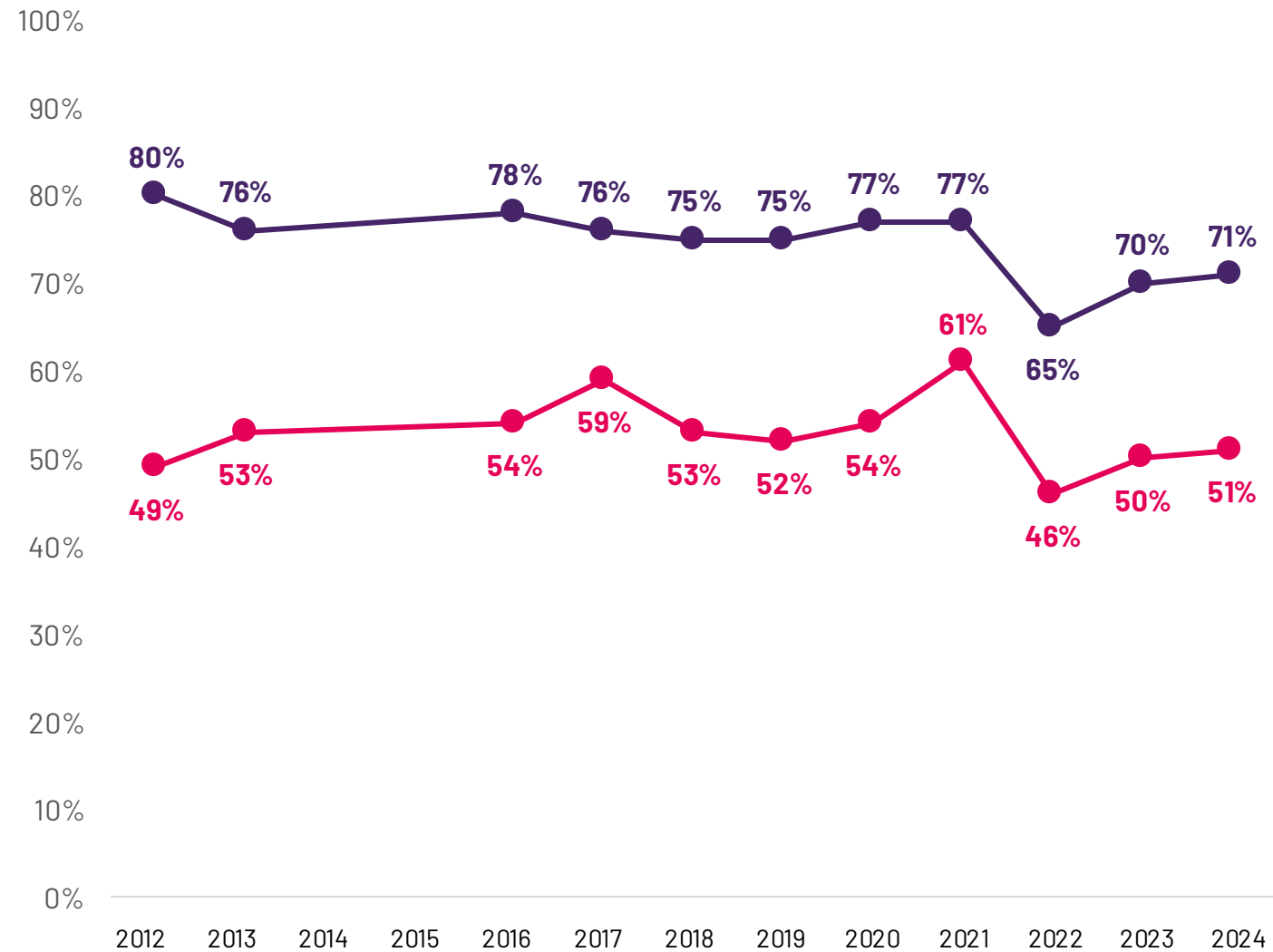## In 2025 people in [COUNTRY] will start to feel more optimistic about the long-term future

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

Market	Agree	Disagree
Global Country Average	52%	48%
China	88%	12%
Indonesia	86%	14%
Philippines	81%	19%
Malaysia	78%	22%
India	73%	27%
Peru	70%	30%
South Africa	70%	30%
Mexico	69%	31%
Thailand	66%	34%
Argentina	63%	37%
Colombia	63%	37%
Chile	61%	39%
Brazil	61%	39%
Singapore	59%	41%
United States	56%	44%
Ireland	54%	46%
Australia	50%	50%
Sweden	48%	52%
Spain	46%	54%
Canada	46%	54%
Romania	45%	55%
Poland	45%	55%
Switzerland	41%	59%
Great Britain	41%	59%
Türkiye	35%	65%
Italy	34%	66%
South Korea	34%	66%
Netherlands	30%	70%
Belgium	29%	71%
Germany	29%	71%
Hungary	27%	73%
France	25%	76%
Japan	18%	82%

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

Market	Agree	Disagree	Change agree vs 2023
Global Country Average	51%	49%	1%
Indonesia	82%	19%	0%
China	79%	21%	-3%
India	73%	27%	-12%
Malaysia	73%	27%	11%
Philippines	70%	31%	-4%
Thailand	67%	33%	-1%
South Africa	63%	38%	14%
Argentina	61%	40%	10%
Mexico	60%	40%	-2%
Singapore	60%	40%	1%
Brazil	60%	40%	0%
Peru	60%	41%	9%
United States	54%	47%	9%
Chile	53%	47%	2%
Colombia	53%	47%	-1%
Romania	51%	49%	6%
Ireland	51%	49%	N/A
Sweden	48%	52%	14%
Poland	47%	53%	-9%
Australia	47%	54%	-1%
Spain	46%	54%	2%
Canada	46%	55%	7%
Switzerland	41%	59%	-2%
Great Britain	41%	60%	-2%
Türkiye	40%	61%	-3%
Germany	36%	64%	-4%
Netherlands	35%	65%	-9%
Hungary	35%	66%	-11%
Italy	34%	66%	-6%
South Korea	30%	70%	-3%
Japan	28%	72%	-2%
Belgium	27%	73%	-3%
France	25%	75%	-8%

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Expectations for the Economy in 2025

Q.

Economy

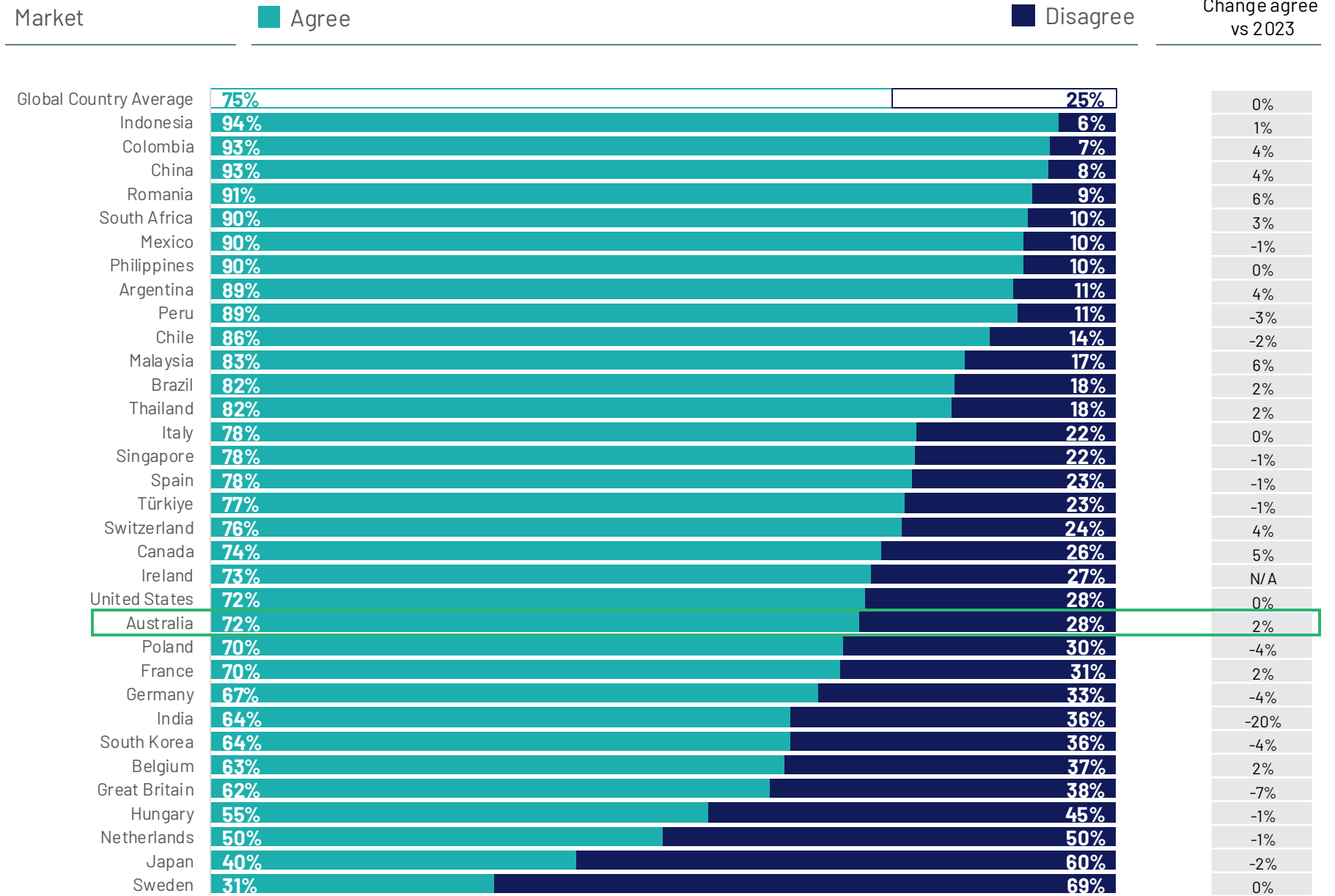For each of the following, please tell me how likely or unlikely you think they are to happen…?

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
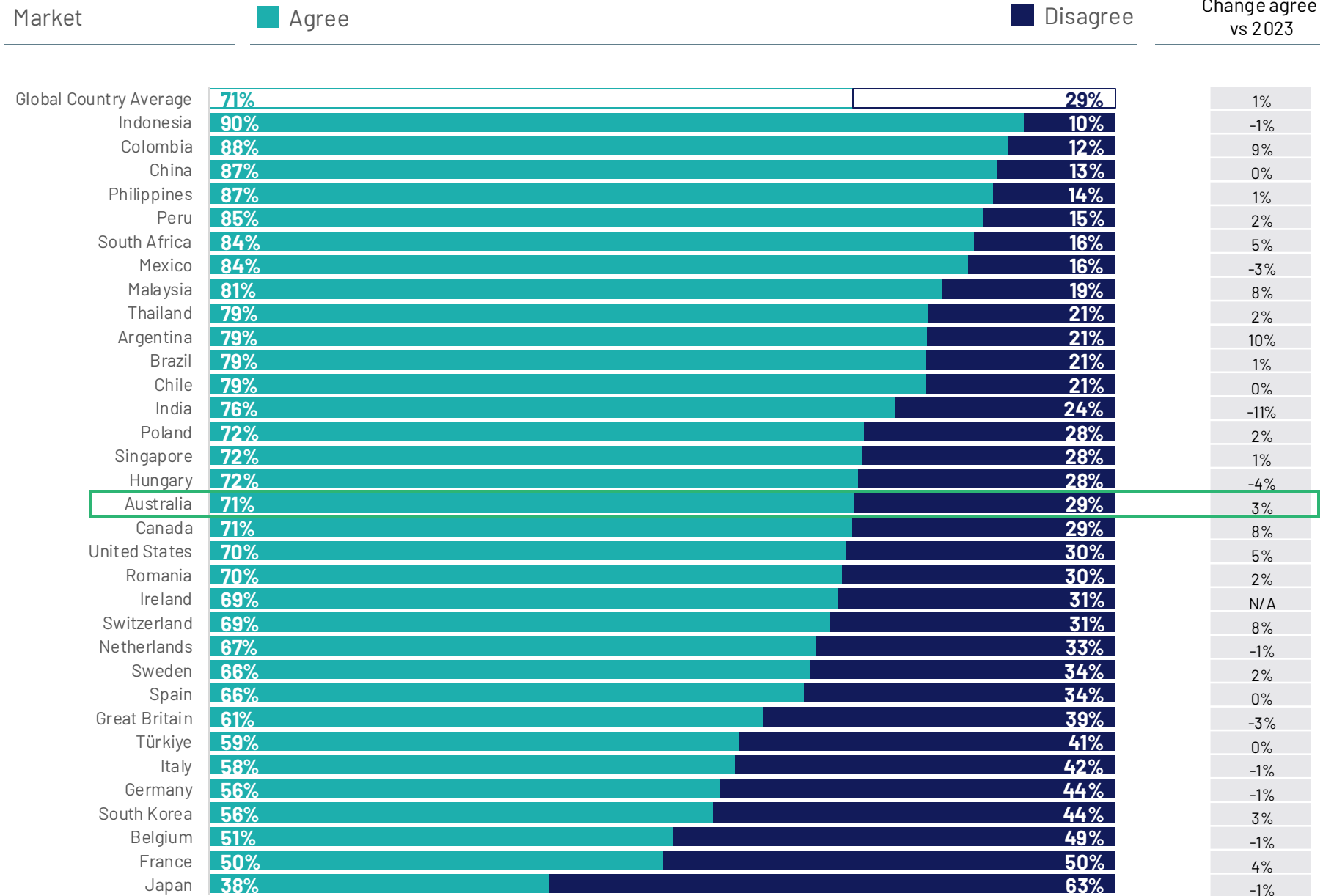
Global averages	Likely	Unlikely	% Likely 2023
Prices in [COUNTRY] will increase faster than people's incomes	79%	16%	▶ No change **79%**
Taxes in [COUNTRY] will be higher in 2025 than in 2024	74%	18%	**N/A**
Inflation in [COUNTRY] will be higher in 2025 than in 2024	70%	21%	▶ No change **70%**
Unemployment in [COUNTRY] will be higher in 2025 than in 2024	68%	23%	▶ No change **68%**
Interest rates in [COUNTRY] will be higher in 2025 than in 2024	61%	27%	▼ -9 pp **70%**

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Q.

Economy

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

% Likely: G7 markets

Prices will rise faster than incomes: Canada 81%, France 82%, Germany 81%, Great Britain 77%, Italy 79%, Japan 56%, United States 68%

Taxes will rise: Canada 77%, France 86%, Germany 75%, Great Britain 85%, Italy 70%, Japan 71%, United States 61%

Inflation will rise: Canada 67%, France 69%, Germany 69%, Great Britain 64%, Italy 64%, Japan 74%, United States 59%

Unemployment will rise: Canada 67%, France 73%, Germany 70%, Great Britain 66%, Italy 66%, Japan 57%, United States 52%

Interest rates will rise: Canada 50%, France 60%, Germany 45%, Great Britain 56%, Italy 55%, Japan 49%, United States 54%

Legend: Canada, France, Germany, Great Britain, Italy, Japan, United States

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	79%	16%	0%
Philippines	90%	7%	8%
Romania	89%	7%	7%
Netherlands	88%	9%	7%
Belgium	86%	9%	2%
South Africa	86%	12%	-5%
Singapore	86%	11%	-3%
Malaysia	85%	13%	-2%
Indonesia	85%	14%	2%
Australia	84%	11%	1%
Chile	84%	13%	0%
Hungary	84%	12%	4%
Türkiye	83%	14%	1%
France	82%	13%	1%
Germany	81%	12%	4%
Thailand	81%	16%	7%
Canada	81%	12%	-2%
Sweden	81%	15%	0%
Peru	80%	14%	-3%
South Korea	80%	15%	2%
Spain	79%	15%	-5%
Italy	79%	16%	-2%
Switzerland	78%	16%	-2%
Mexico	78%	20%	3%
Colombia	77%	19%	-3%
Great Britain	77%	14%	0%
Ireland	77%	18%	N/A
Poland	73%	18%	6%
Brazil	73%	19%	8%
United States	68%	20%	-10%
Argentina	67%	28%	-11%
India	61%	30%	-10%
China	58%	39%	-5%
Japan	56%	28%	2%

Ipsos

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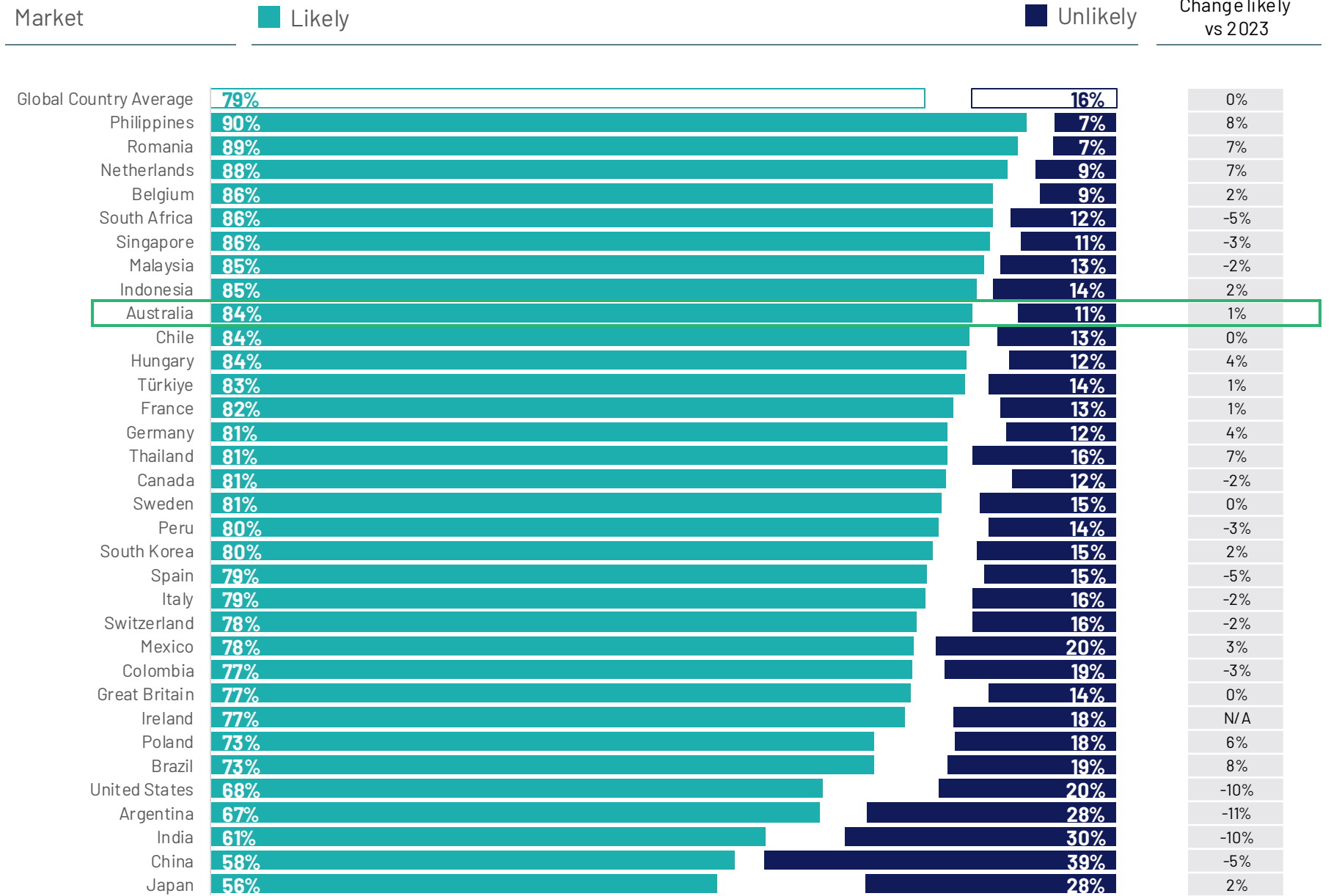
For each of the following, please tell me how likely or unlikely you think they are to happen...?

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

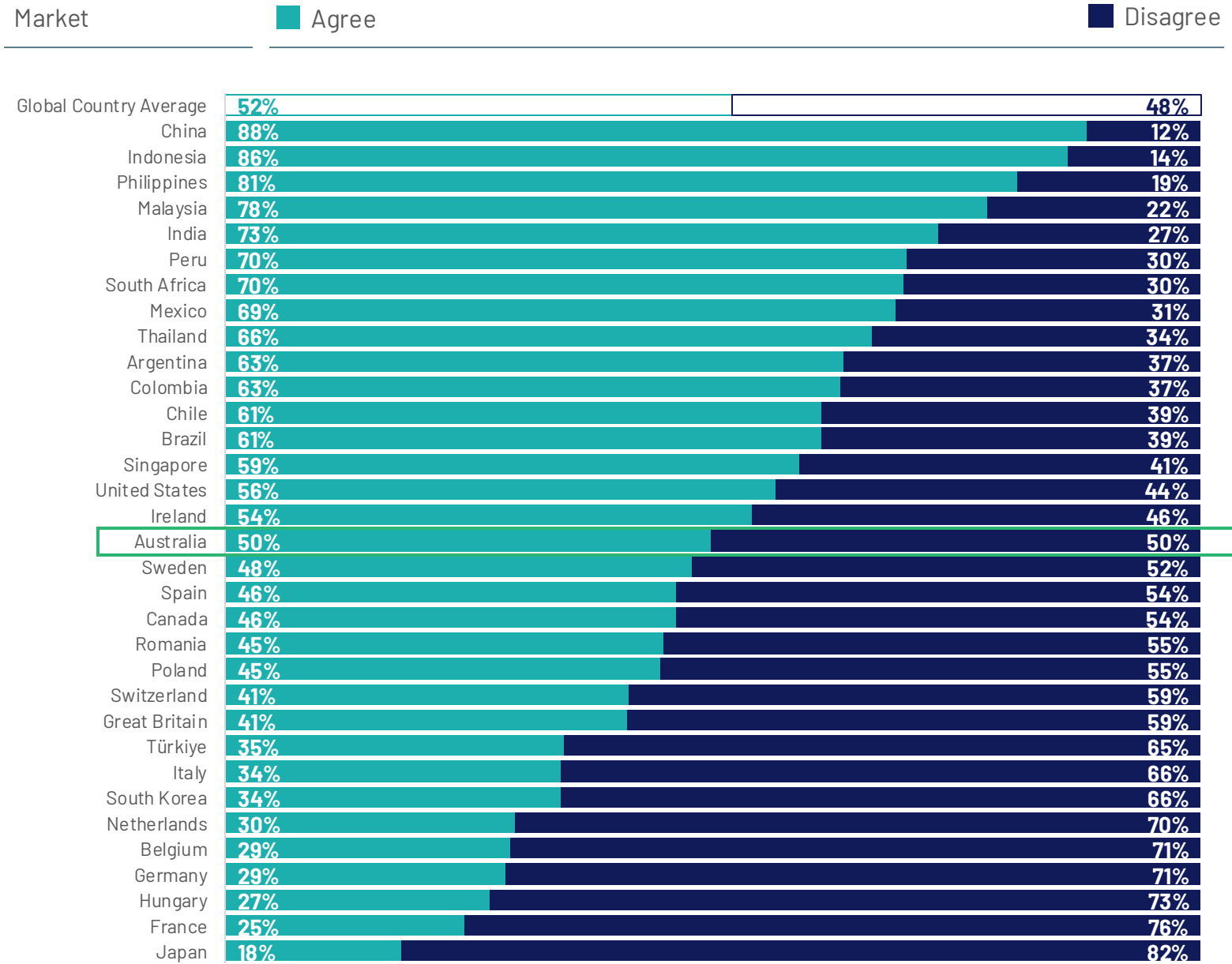| Market	Likely	Unlikely
Global Country Average	74%	18%
Romania	88%	9%
Türkiye	88%	10%
Indonesia	87%	10%
Philippines	87%	9%
France	86%	9%
Great Britain	85%	7%
Netherlands	84%	11%
South Africa	82%	15%
Malaysia	80%	15%
Colombia	79%	17%
Belgium	79%	13%
Chile	79%	15%
Canada	77%	13%
Hungary	77%	16%
South Korea	77%	17%
Singapore	76%	17%
Spain	76%	15%
Germany	75%	15%
Thailand	75%	21%
Mexico	73%	22%
Poland	73%	16%
Brazil	72%	20%
Japan	71%	16%
Italy	70%	20%
Peru	70%	21%
Australia	67%	23%
Argentina	67%	25%
Switzerland	66%	22%
United States	61%	23%
Ireland	61%	31%
India	60%	31%
China	52%	40%
Sweden	47%	42%

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
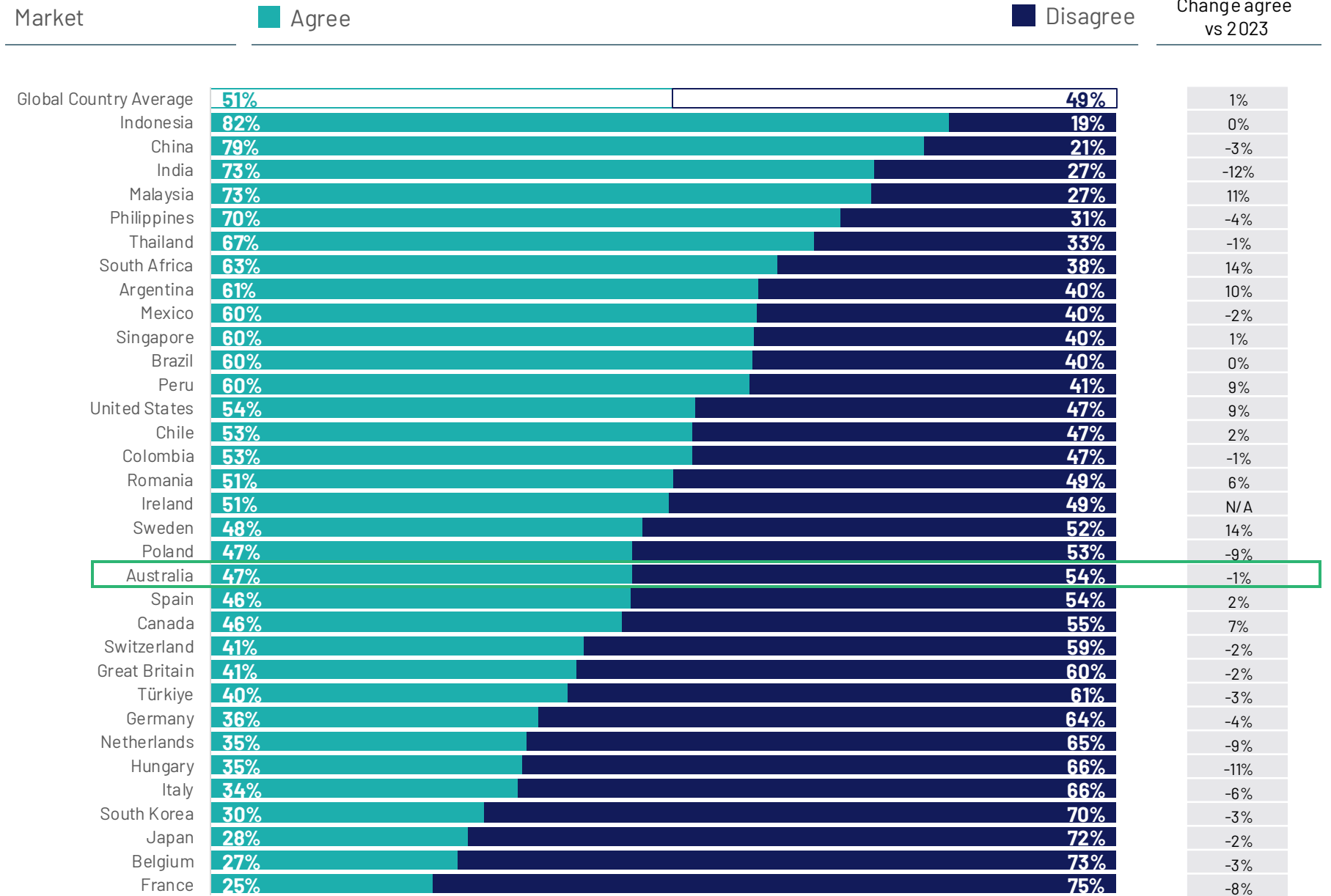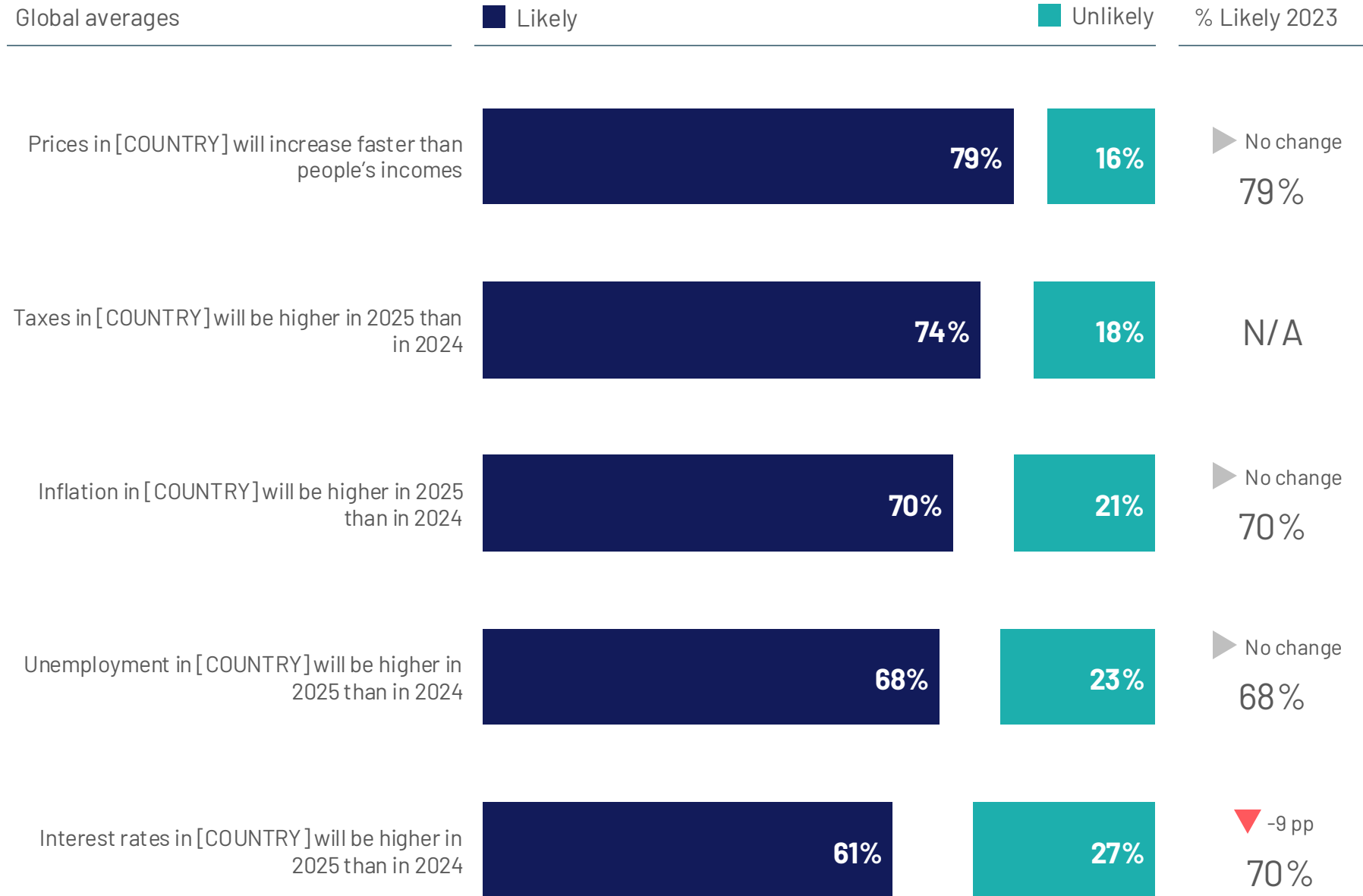
Q.

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	70%	21%	0%
Philippines	86%	10%	7%
Romania	84%	12%	13%
Singapore	81%	14%	-1%
Indonesia	80%	15%	-2%
South Africa	80%	16%	-7%
Thailand	77%	18%	5%
Hungary	77%	15%	21%
Malaysia	76%	17%	-6%
Chile	75%	17%	2%
Türkiye	75%	22%	-5%
South Korea	74%	18%	-2%
Japan	74%	14%	4%
Mexico	73%	22%	-3%
Netherlands	73%	19%	12%
Belgium	72%	17%	10%
Colombia	72%	20%	-4%
Australia	70%	20%	-1%
Peru	70%	21%	-9%
Germany	69%	20%	11%
France	69%	23%	-2%
Spain	68%	21%	-4%
Brazil	67%	22%	9%
Canada	67%	22%	-4%
Ireland	67%	25%	N/A
Poland	66%	21%	16%
Italy	64%	23%	-3%
Great Britain	64%	22%	1%
China	63%	31%	-6%
Switzerland	61%	25%	-5%
India	61%	30%	-9%
United States	59%	27%	-10%
Argentina	45%	43%	-26%
Sweden	41%	44%	-12%

29

Ipsos

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

Forecast 2025 inflation rates
[Average of Q4 2024, Q1, Q2, Q3 2025 – without Argentina where 2025 inflation is forecast to be 98%]
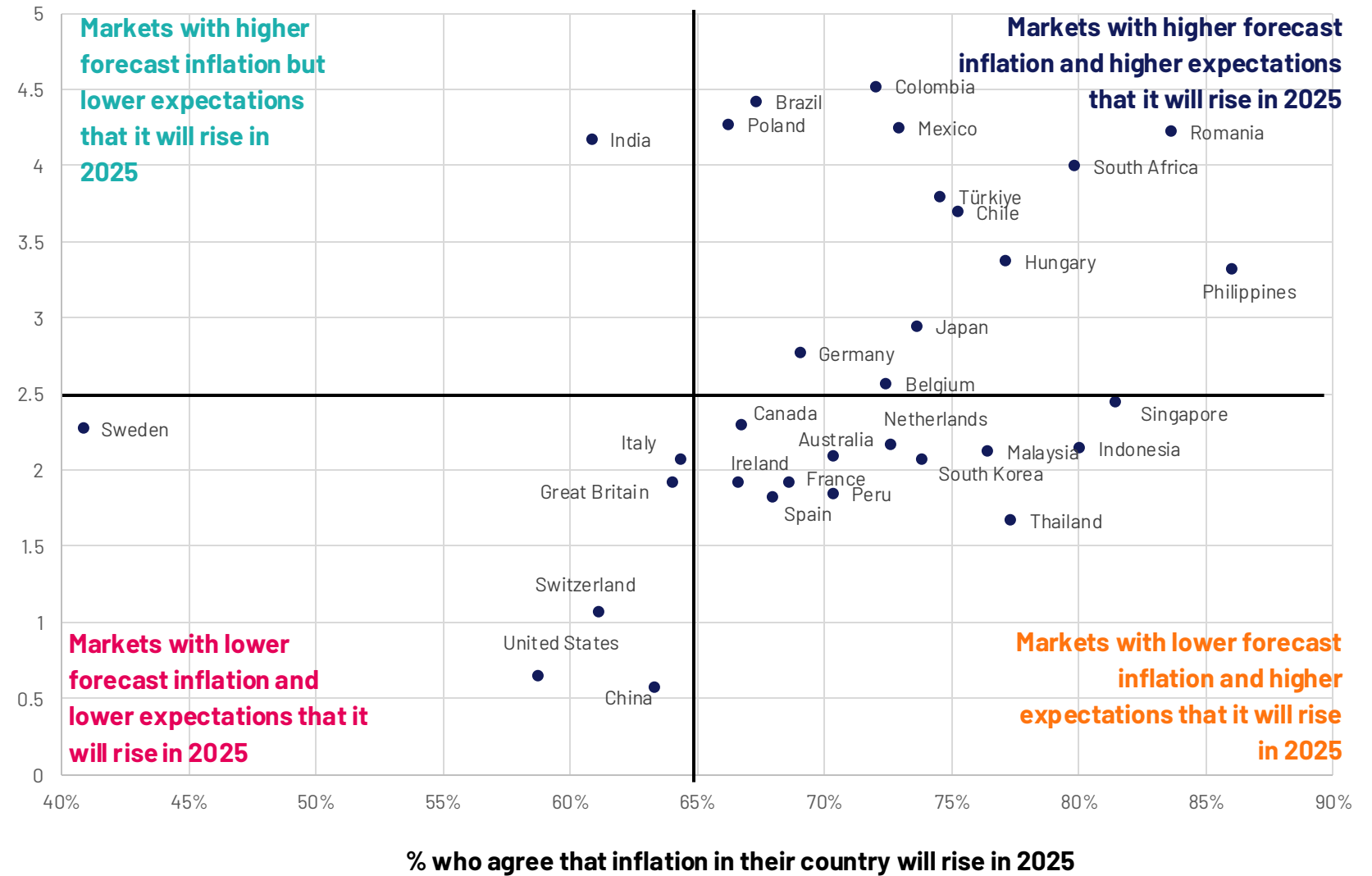
Markets with higher forecast inflation but lower expectations that it will rise in 2025

Markets with higher forecast inflation and higher expectations that it will rise in 2025

Markets with lower forecast inflation and lower expectations that it will rise in 2025

Markets with lower forecast inflation and higher expectations that it will rise in 2025

% who agree that inflation in their country will rise in 2025

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	68%	23%	0%
South Africa	84%	12%	0%
Türkiye	84%	14%	2%
Indonesia	83%	15%	-1%
Philippines	78%	18%	6%
Thailand	78%	18%	8%
Malaysia	77%	18%	1%
Romania	76%	17%	7%
Belgium	76%	15%	13%
Peru	73%	18%	-3%
South Korea	73%	18%	-3%
France	73%	14%	9%
Germany	70%	16%	6%
Colombia	69%	23%	-5%
Hungary	69%	22%	7%
Sweden	69%	20%	-1%
Chile	69%	22%	-3%
Australia	68%	22%	3%
Singapore	68%	22%	-4%
Canada	67%	20%	1%
Great Britain	66%	19%	-5%
Italy	66%	22%	-1%
Spain	63%	24%	-1%
Mexico	63%	31%	0%
China	61%	34%	-4%
Poland	60%	26%	6%
India	59%	33%	-7%
Argentina	57%	31%	-9%
Japan	57%	24%	4%
Ireland	56%	35%	N/A
Switzerland	56%	28%	0%
Netherlands	55%	35%	-7%
Brazil	54%	35%	-3%
United States	52%	31%	-7%

Ipsos

Q.

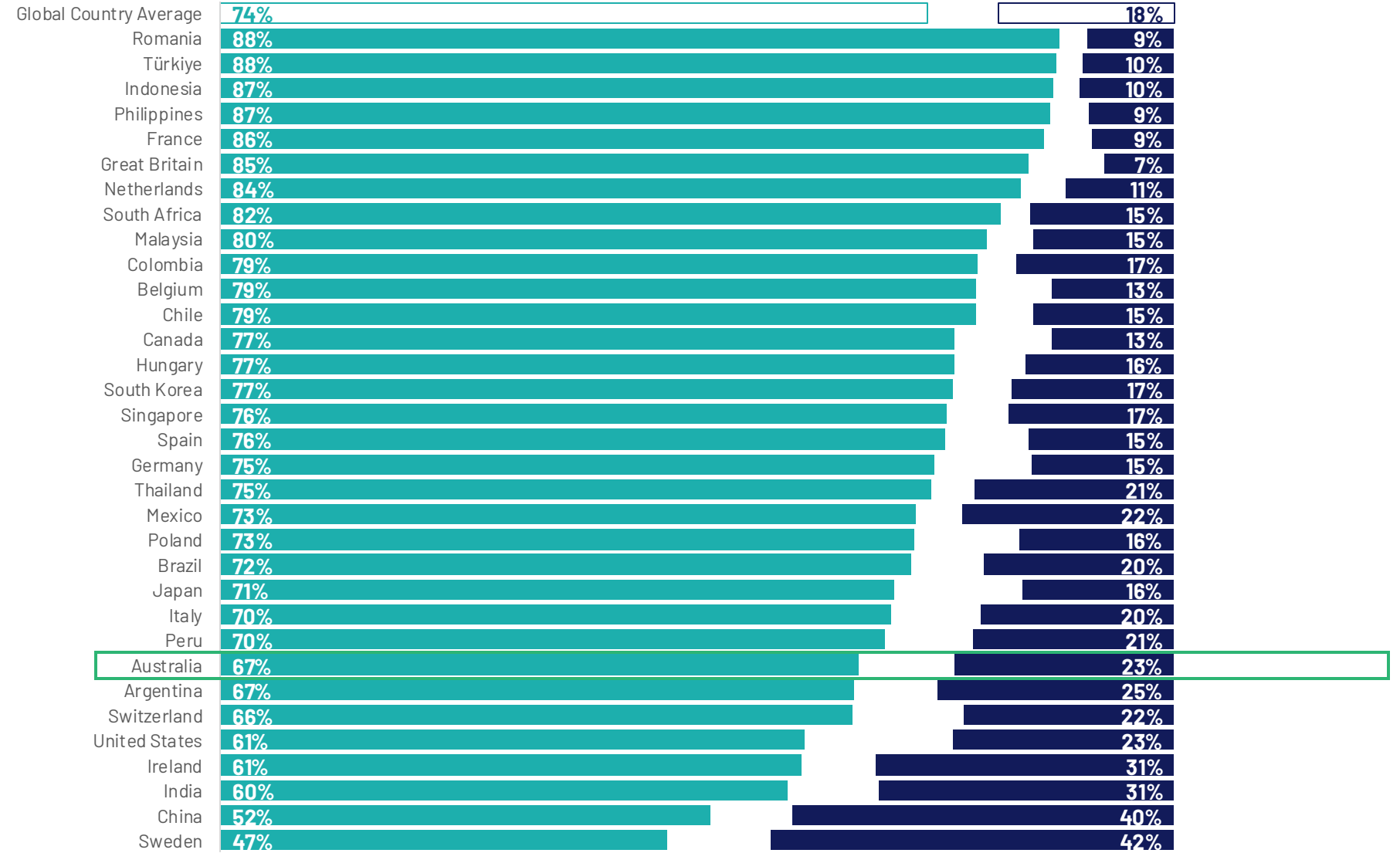For each of the following, please tell me how likely or unlikely you think they are to happen...?

Interest rates in my country will be higher in 2025 than in 2024
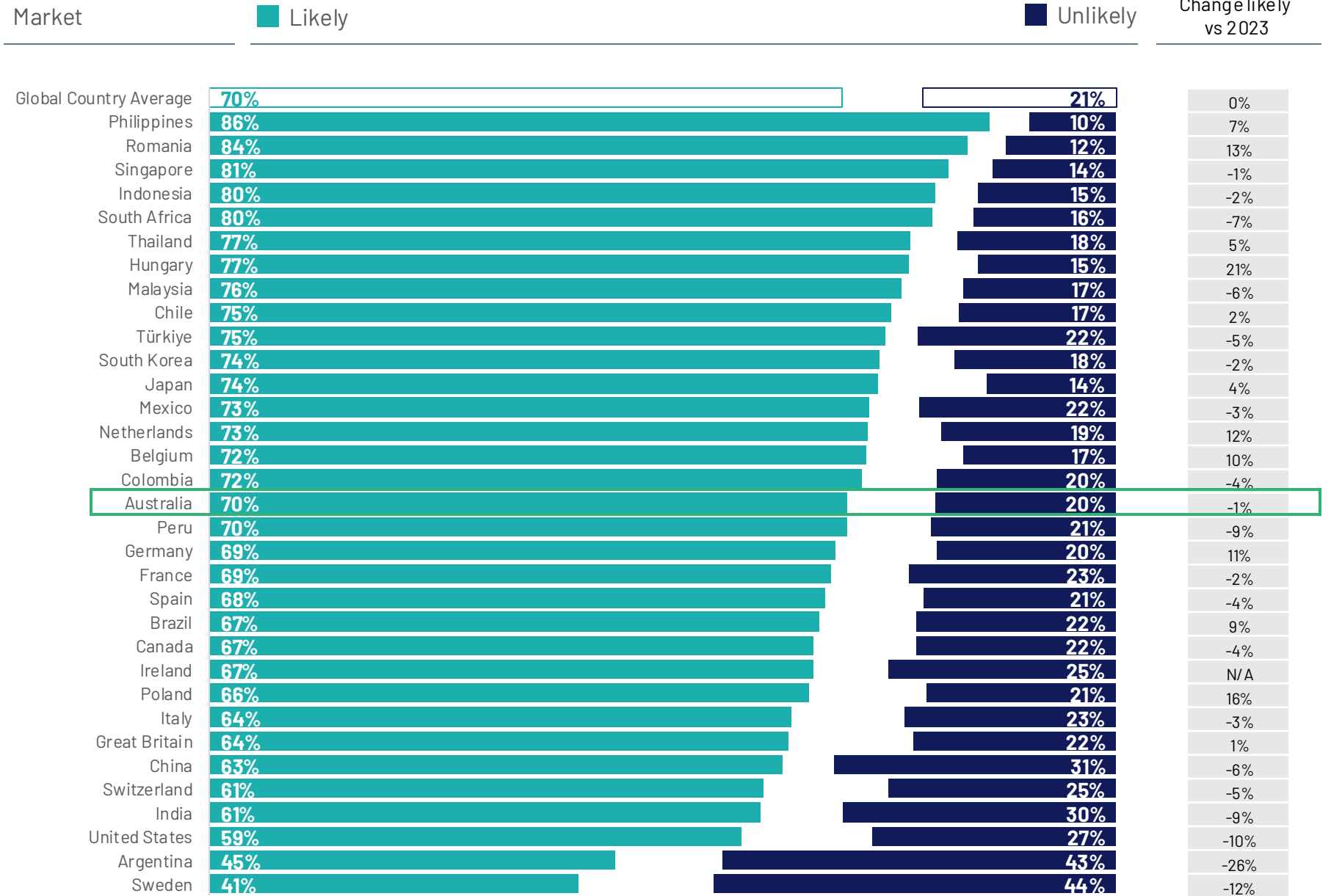
Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	61%	27%	-9%
Philippines	84%	12%	6%
Indonesia	82%	11%	0%
Romania	79%	16%	7%
Malaysia	79%	17%	-1%
South Africa	78%	18%	-7%
Chile	77%	15%	5%
Mexico	75%	19%	-1%
Brazil	72%	20%	11%
Peru	72%	19%	-1%
Thailand	71%	23%	2%
Colombia	70%	22%	-8%
Türkiye	69%	25%	-11%
Hungary	64%	20%	8%
Singapore	61%	29%	-15%
Ireland	61%	28%	N/A
France	60%	26%	-13%
Australia	60%	29%	-13%
India	59%	32%	-9%
Spain	56%	30%	-16%
Poland	56%	25%	4%
Great Britain	56%	29%	-10%
Italy	55%	30%	-15%
United States	54%	28%	-21%
Argentina	53%	35%	-17%
Belgium	53%	34%	-6%
Netherlands	52%	36%	-20%
Canada	50%	36%	-20%
Japan	49%	29%	4%
South Korea	48%	41%	-21%
China	48%	46%	-14%
Switzerland	47%	36%	-19%
Germany	45%	36%	-18%
Sweden	34%	53%	-30%

Ipsos

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...?

Global averages   ■ Likely   ■ Unlikely   % Likely 2023

Statement	Likely	Unlikely	% Likely 2023	
Artificial intelligence will lead to many new jobs being lost in [COUNTRY]	65%	27%	64%	▲ +1 pp
Many more people will live their lives in virtual worlds	59%	31%	N/A	
My personal data will be leaked on the internet	57%	30%	55%	▲ +2 pp
Robots will look like, think like and speak like humans	48%	43%	50%	▼ -2 pp
Strict rules for large technology companies will be introduced by the Government in [COUNTRY]	47%	40%	N/A	
Smartphones will be banned from schools in [COUNTRY]	44%	47%	N/A	
Artificial intelligence will lead to many new jobs being created in [COUNTRY]	43%	46%	43%	▶ No change
Self-driving cars will become a usual sight on the streets of my town/city	40%	51%	N/A	
We will find a cure for cancer	40%	48%	N/A	
I will use social media less	37%	55%	41%	▼ -4 pp
We will find life on other planets	34%	51%	N/A	
Children under 14 in [COUNTRY] will be banned from using social media	28%	62%	N/A	
Aliens will visit earth	18%	67%	N/A	

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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…?

Global averages - % agree

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

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	65%	27%	1%
Indonesia	85%	13%	2%
Philippines	81%	16%	8%
Colombia	74%	20%	5%
Malaysia	73%	21%	-1%
Türkiye	72%	24%	2%
Peru	71%	22%	-1%
Chile	68%	23%	-4%
South Africa	68%	27%	-1%
Brazil	68%	25%	2%
Belgium	67%	25%	3%
Singapore	67%	26%	-2%
Argentina	66%	25%	7%
Australia	66%	26%	5%
France	65%	26%	1%
Italy	65%	26%	5%
Mexico	65%	30%	-3%
Romania	65%	29%	6%
China	64%	32%	-6%
Canada	63%	24%	1%
Spain	62%	27%	-2%
South Korea	62%	30%	-2%
United States	61%	25%	-1%
Ireland	60%	30%	N/A
Great Britain	60%	27%	-5%
Sweden	59%	29%	1%
Thailand	59%	34%	2%
Switzerland	59%	31%	1%
Netherlands	59%	33%	5%
India	59%	31%	-2%
Hungary	58%	31%	6%
Germany	58%	28%	4%
Poland	58%	31%	4%
Japan	42%	43%	-8%

Ipsos

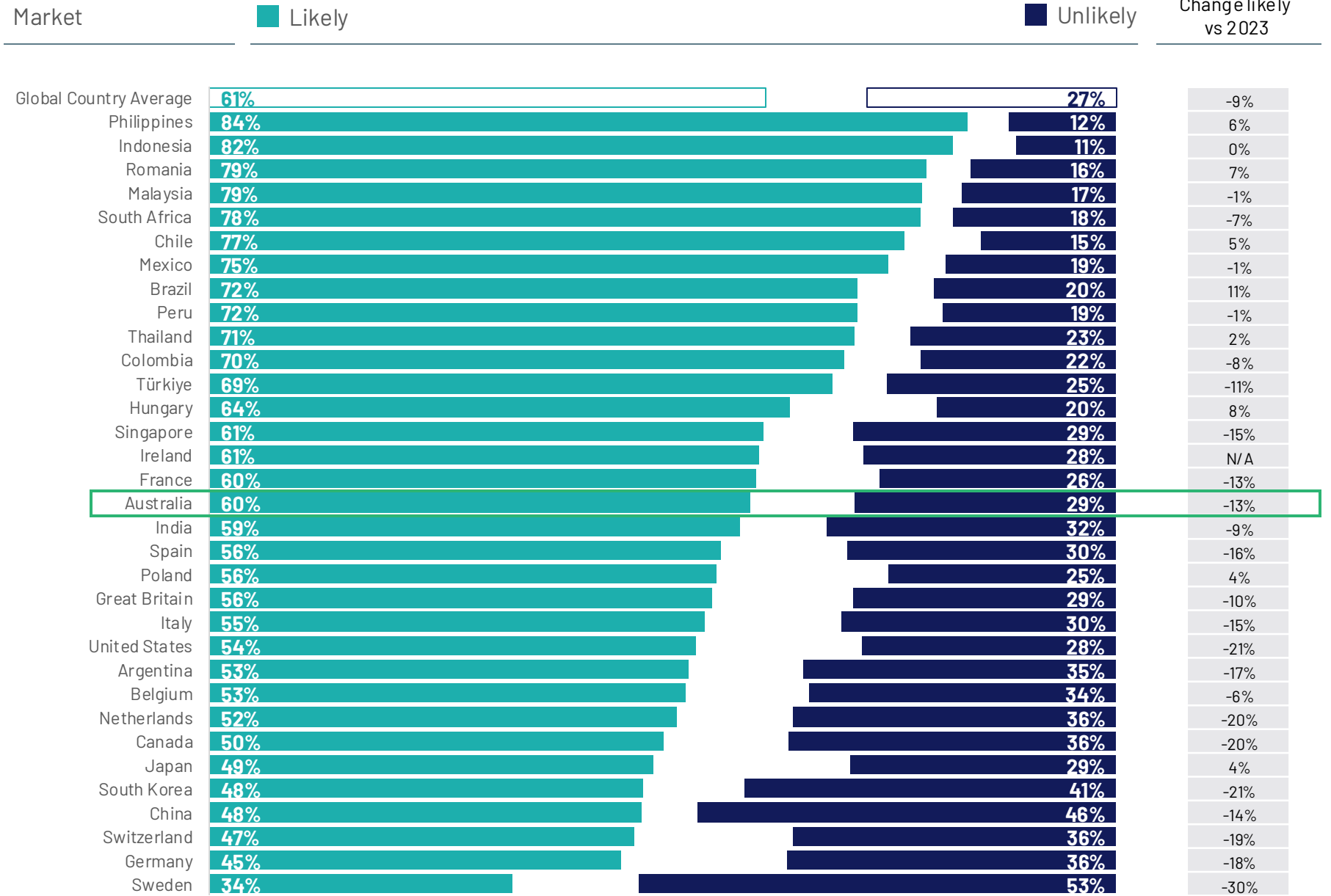# Q.

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

Market	Likely	Unlikely
Global Country Average	59%	31%
Indonesia	94%	5%
Türkiye	79%	17%
Philippines	75%	21%
Brazil	74%	19%
Poland	74%	17%
Malaysia	73%	19%
Hungary	70%	18%
Romania	68%	22%
Colombia	67%	20%
Peru	65%	24%
Italy	64%	25%
Thailand	62%	30%
Mexico	61%	32%
South Africa	60%	33%
Chile	59%	29%
India	59%	31%
Argentina	58%	29%
Singapore	57%	31%
South Korea	56%	34%
China	54%	42%
Belgium	53%	34%
Switzerland	53%	37%
Germany	52%	34%
France	51%	37%
Spain	51%	35%
Canada	49%	37%
Netherlands	48%	42%
Australia	47%	39%
Ireland	47%	43%
Great Britain	46%	39%
Sweden	46%	40%
United States	45%	40%
Japan	20%	63%

Ipsos

Q.

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

My personal data will be leaked on the internet

Base: 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
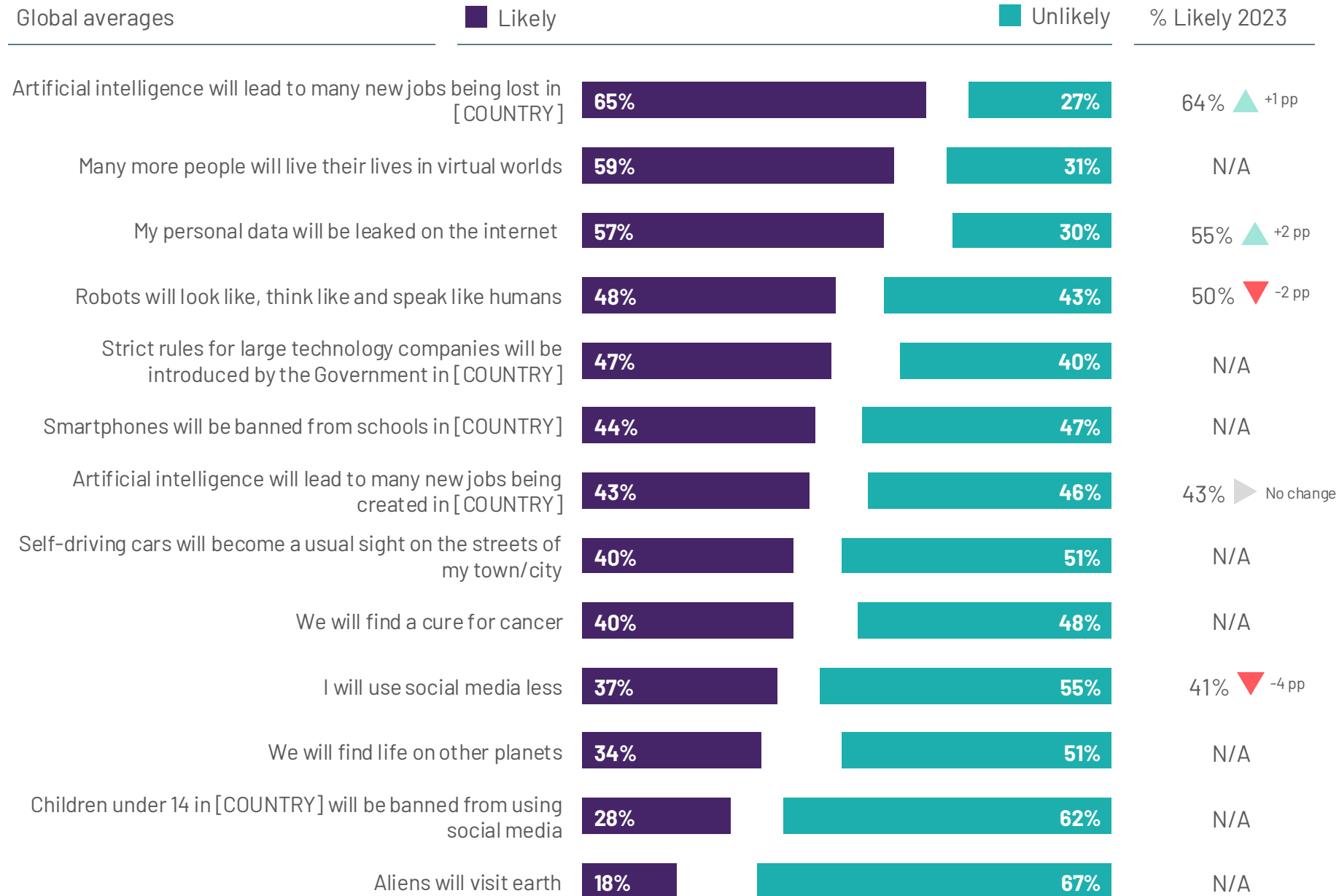
Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	57%	30%	2%
Türkiye	77%	16%	9%
Indonesia	71%	24%	5%
Philippines	69%	24%	5%
Thailand	68%	29%	8%
Malaysia	68%	25%	-4%
Chile	68%	23%	4%
Colombia	66%	24%	7%
Netherlands	63%	27%	12%
China	60%	35%	-9%
South Korea	60%	31%	-5%
Spain	59%	25%	-1%
France	59%	28%	8%
Peru	58%	27%	-1%
United States	58%	28%	4%
Singapore	57%	28%	-2%
Australia	57%	28%	-2%
Argentina	57%	26%	5%
India	56%	32%	0%
Belgium	55%	26%	8%
Mexico	55%	33%	-5%
Sweden	54%	31%	3%
Italy	53%	32%	6%
Poland	51%	33%	1%
South Africa	51%	40%	0%
Canada	50%	31%	-1%
Hungary	50%	31%	10%
Great Britain	49%	32%	-4%
Switzerland	48%	35%	3%
Japan	47%	34%	4%
Ireland	47%	35%	N/A
Brazil	46%	36%	1%
Romania	43%	40%	2%
Germany	40%	33%	-1%

Ipsos

Q.

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

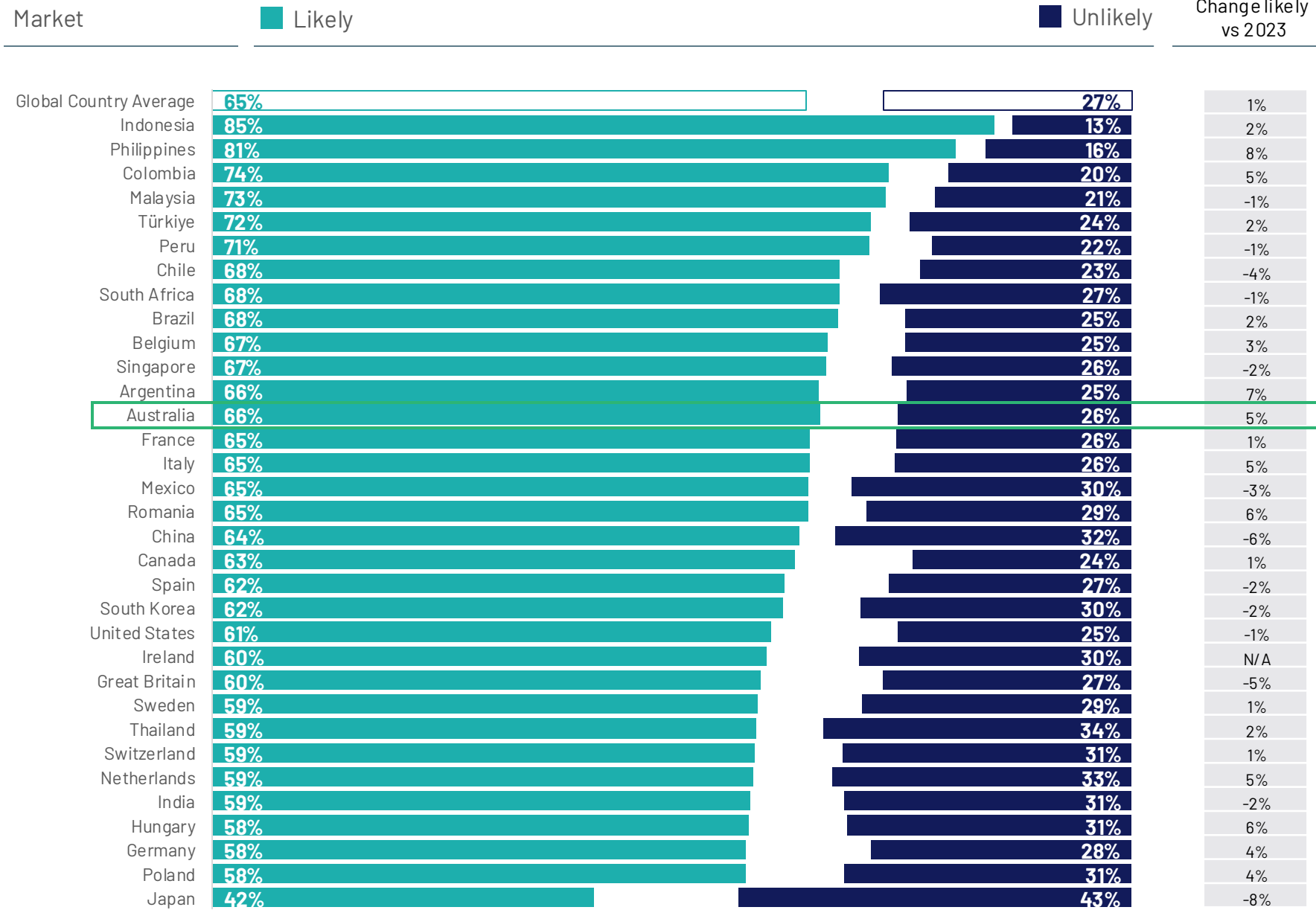## Robots will look like, think like and speak like humans

Base: 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
Global Country Average	48%	43%	-2%
Indonesia	81%	17%	1%
Malaysia	72%	24%	1%
Thailand	68%	27%	0%
South Africa	60%	34%	4%
Türkiye	59%	36%	-8%
Singapore	58%	34%	-2%
Colombia	57%	32%	0%
Peru	56%	34%	0%
Mexico	56%	38%	0%
India	56%	34%	-5%
Philippines	54%	40%	1%
China	54%	42%	-10%
Brazil	54%	36%	-1%
Chile	52%	37%	-3%
Argentina	51%	34%	8%
Romania	48%	43%	0%
Italy	47%	42%	0%
Spain	44%	45%	-1%
Belgium	42%	48%	4%
United States	42%	47%	-4%
South Korea	41%	51%	-13%
Ireland	41%	52%	N/A
Australia	40%	50%	-4%
Netherlands	39%	55%	-1%
Canada	38%	52%	0%
Switzerland	37%	54%	-3%
Germany	36%	52%	1%
France	36%	56%	-1%
Sweden	35%	57%	0%
Poland	34%	55%	-9%
Hungary	33%	57%	1%
Great Britain	31%	57%	-9%
Japan	29%	56%	-9%

Ipsos

Market   ▇ Likely   ▇ Unlikely
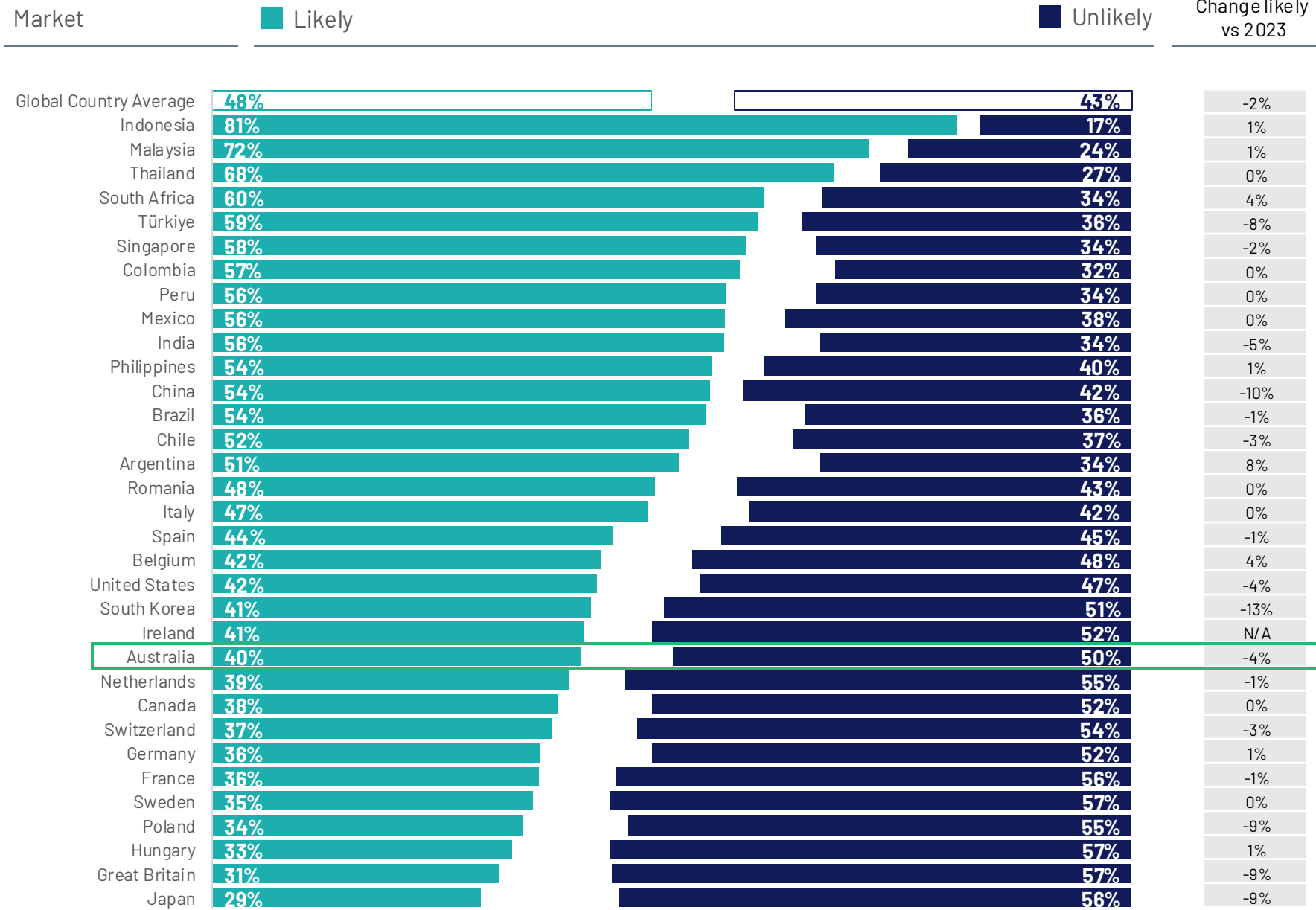
For each of the following, please tell me how likely or unlikely you think they are to happen…?

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

Market	Likely	Unlikely
Global Country Average	47%	40%
Indonesia	85%	11%
Malaysia	75%	18%
Philippines	73%	21%
China	70%	25%
Singapore	61%	26%
India	58%	31%
Thailand	56%	35%
South Africa	54%	36%
Mexico	53%	37%
Colombia	51%	32%
Türkiye	49%	42%
Spain	48%	36%
Australia	48%	39%
Brazil	47%	37%
United States	46%	37%
Ireland	45%	44%
Great Britain	44%	38%
Belgium	42%	43%
Canada	41%	41%
Netherlands	41%	47%
Peru	40%	46%
France	39%	47%
Romania	39%	49%
Argentina	39%	44%
South Korea	38%	47%
Switzerland	38%	46%
Chile	36%	51%
Hungary	35%	47%
Italy	34%	49%
Germany	32%	48%
Poland	31%	51%
Sweden	29%	52%
Japan	24%	53%

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
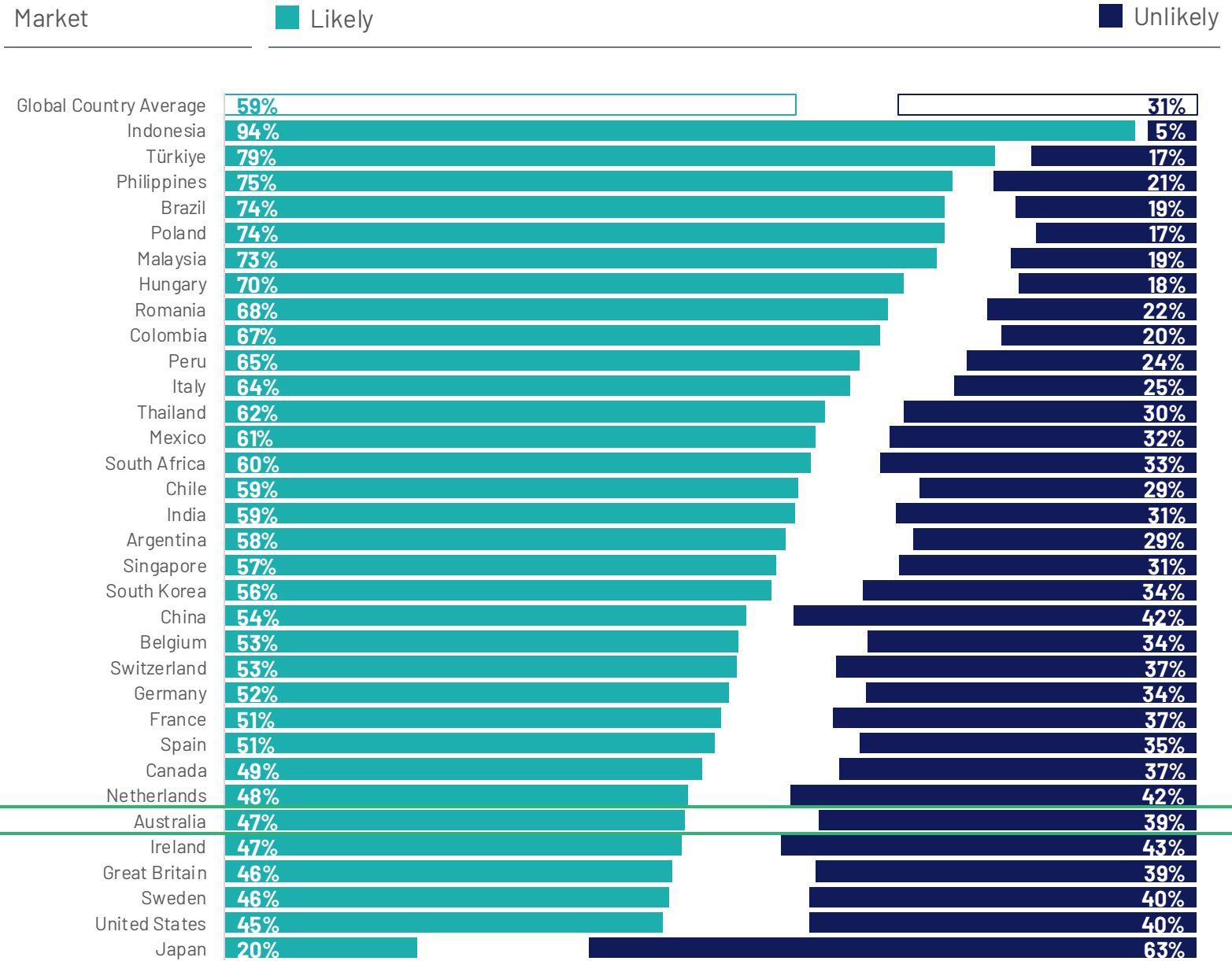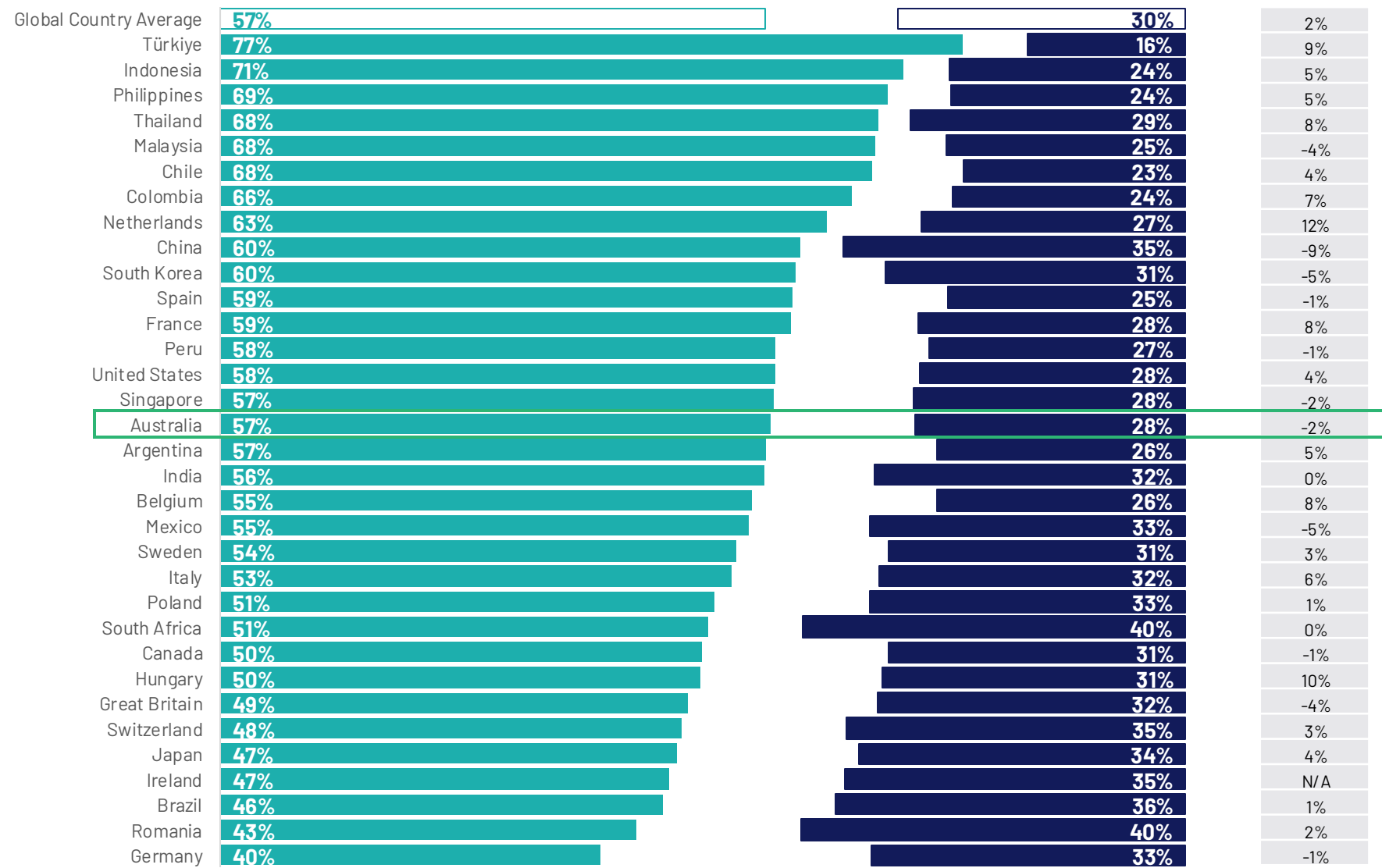
Ipsos

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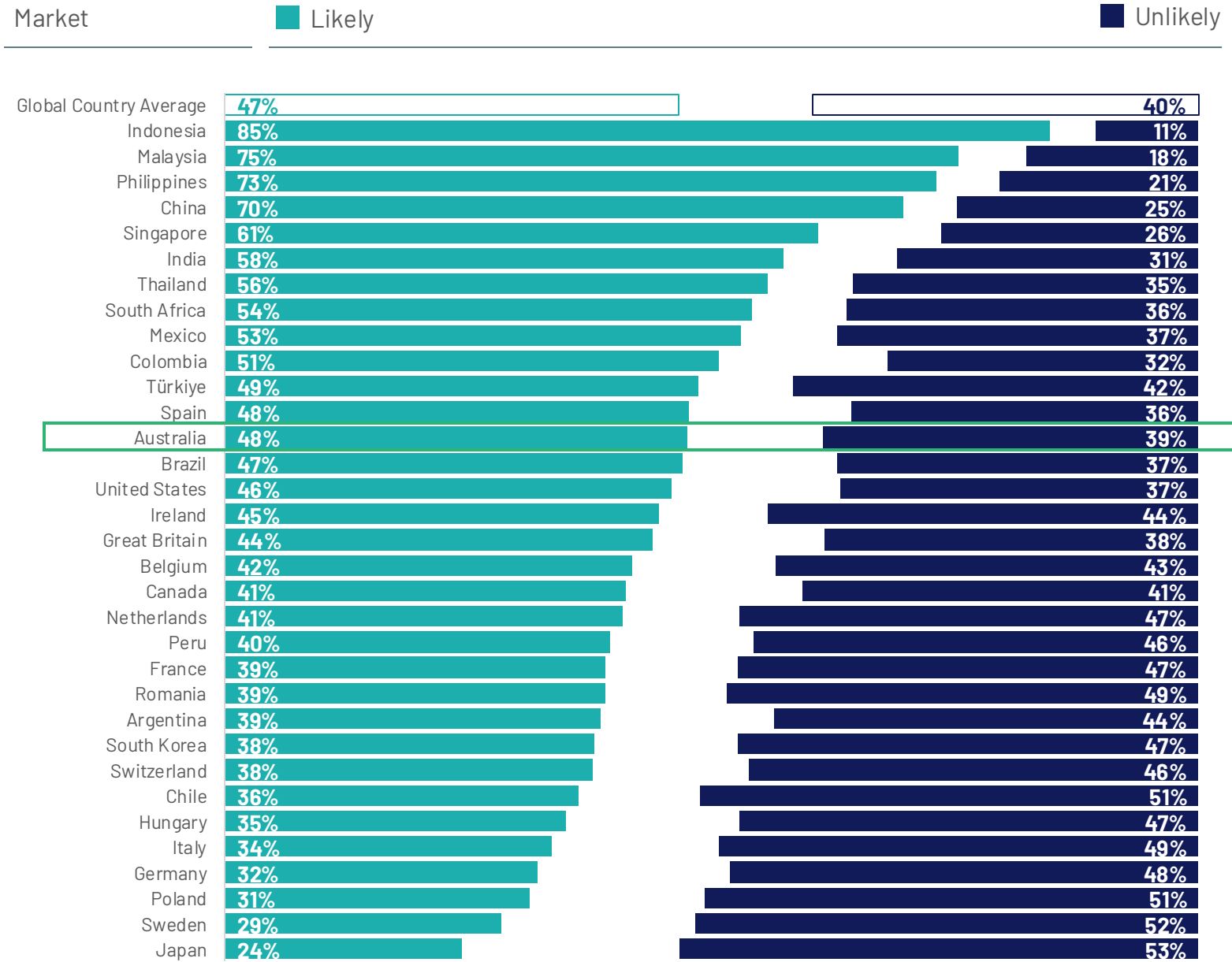
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Smartphones will be banned from schools in [COUNTRY]

Market	Likely	Unlikely
Global Country Average	44%	47%
Netherlands	74%	22%
Belgium	71%	22%
Hungary	71%	21%
Ireland	58%	36%
Australia	58%	34%
France	57%	35%
India	55%	35%
Spain	55%	35%
Sweden	55%	37%
Canada	55%	35%
Great Britain	51%	40%
Malaysia	49%	43%
Italy	47%	43%
Philippines	46%	50%
Brazil	43%	46%
Romania	43%	50%
Indonesia	42%	54%
Türkiye	40%	51%
Poland	39%	49%
Switzerland	38%	53%
Mexico	38%	53%
Chile	37%	55%
Peru	37%	51%
United States	36%	50%
China	36%	61%
Colombia	34%	55%
Argentina	33%	53%
South Africa	29%	64%
South Korea	28%	63%
Thailand	27%	64%
Germany	27%	59%
Singapore	23%	69%
Japan	15%	67%

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	43%	46%	-1%
China	77%	20%	3%
Indonesia	74%	23%	-1%
Thailand	71%	24%	4%
Türkiye	67%	27%	2%
Malaysia	65%	29%	2%
India	58%	31%	-8%
Singapore	57%	32%	-7%
South Africa	52%	42%	11%
Mexico	47%	44%	0%
Brazil	46%	44%	-1%
Philippines	43%	51%	-2%
Ireland	40%	47%	N/A
Colombia	40%	49%	4%
Peru	40%	46%	0%
Australia	38%	49%	-3%
Argentina	38%	48%	0%
Spain	38%	48%	-3%
South Korea	37%	54%	1%
Romania	37%	54%	7%
Netherlands	36%	54%	0%
United States	36%	49%	-2%
Chile	34%	53%	-4%
Switzerland	34%	55%	-1%
France	33%	56%	0%
Japan	33%	47%	-9%
Canada	33%	52%	-5%
Sweden	33%	54%	1%
Great Britain	32%	54%	-3%
Belgium	31%	58%	-1%
Italy	30%	58%	-7%
Poland	29%	58%	-3%
Germany	29%	59%	-7%
Hungary	24%	65%	-2%

Ipsos

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

Market	Likely	Unlikely
Global Country Average	40%	51%
Indonesia	75%	21%
China	65%	32%
Malaysia	65%	29%
Thailand	59%	37%
Philippines	58%	36%
India	54%	35%
Mexico	52%	41%
Spain	51%	38%
South Africa	47%	46%
Chile	46%	43%
Peru	46%	38%
Singapore	46%	47%
Colombia	46%	42%
South Korea	44%	49%
Türkiye	43%	52%
Brazil	42%	44%
Romania	41%	50%
Argentina	39%	47%
United States	39%	51%
Australia	31%	61%
Ireland	31%	62%
Switzerland	31%	61%
Italy	29%	62%
Canada	29%	62%
Poland	26%	63%
Germany	25%	63%
Belgium	25%	67%
Great Britain	24%	66%
Sweden	23%	70%
Netherlands	23%	73%
Hungary	22%	70%
France	21%	71%
Japan	20%	66%

Ipsos

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

Market	Likely	Unlikely
Global Country Average	40%	48%
Indonesia	84%	11%
Philippines	74%	22%
Malaysia	72%	20%
Thailand	63%	31%
India	59%	31%
China	56%	39%
Colombia	50%	38%
South Korea	50%	42%
Brazil	46%	41%
South Africa	44%	45%
Singapore	44%	43%
Romania	44%	48%
Türkiye	43%	47%
Mexico	42%	47%
Peru	42%	44%
Chile	39%	48%
Switzerland	37%	51%
Argentina	36%	45%
Italy	34%	53%
Spain	34%	52%
Japan	33%	48%
Belgium	32%	57%
Netherlands	31%	58%
Poland	31%	58%
France	29%	58%
Ireland	28%	62%
Germany	27%	58%
Australia	26%	61%
United States	25%	60%
Canada	20%	69%
Hungary	20%	66%
Sweden	18%	72%
Great Britain	18%	70%

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	37%	55%	-4%
India	54%	36%	-3%
Philippines	51%	47%	-5%
Malaysia	45%	50%	-4%
United States	45%	46%	0%
Australia	44%	47%	-1%
France	44%	45%	-3%
Ireland	42%	51%	N/A
Indonesia	42%	57%	2%
Sweden	41%	50%	1%
Italy	41%	46%	-3%
Great Britain	41%	47%	-7%
Netherlands	41%	52%	1%
Türkiye	39%	56%	-5%
Spain	38%	48%	-3%
Canada	38%	51%	-10%
Germany	37%	50%	-7%
South Africa	37%	59%	-3%
Belgium	36%	56%	-5%
Switzerland	36%	56%	-8%
Thailand	36%	62%	-4%
South Korea	36%	56%	-3%
Poland	35%	54%	1%
Brazil	34%	56%	0%
Romania	34%	59%	-2%
Colombia	33%	57%	-6%
Singapore	33%	62%	-10%
Hungary	32%	57%	-4%
Peru	31%	59%	-4%
Mexico	29%	65%	-6%
Chile	27%	64%	-4%
Argentina	25%	61%	-6%
China	22%	76%	-18%
Japan	18%	64%	-7%

Ipsos

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

Market	Likely	Unlikely
Global Country Average	34%	51%
Indonesia	59%	33%
India	57%	31%
Malaysia	50%	37%
Thailand	48%	38%
Mexico	47%	38%
Türkiye	46%	43%
Chile	45%	38%
China	45%	47%
Colombia	45%	37%
Peru	45%	33%
Philippines	40%	51%
Argentina	39%	38%
Brazil	37%	47%
Romania	34%	52%
South Africa	33%	52%
Canada	30%	53%
Spain	29%	55%
Ireland	28%	57%
Singapore	28%	51%
Belgium	28%	56%
Italy	27%	57%
Switzerland	27%	59%
United States	27%	54%
Australia	25%	60%
France	24%	58%
Hungary	24%	58%
Netherlands	23%	66%
Poland	21%	67%
Germany	21%	64%
South Korea	21%	69%
Great Britain	20%	64%
Sweden	20%	67%
Japan	16%	59%

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

Market	Likely	Unlikely
Global Country Average	28%	62%
India	57%	34%
Malaysia	53%	40%
Indonesia	52%	44%
Australia	51%	41%
Philippines	47%	49%
Türkiye	37%	57%
Italy	32%	57%
Ireland	32%	58%
Spain	31%	58%
South Korea	29%	63%
Sweden	26%	66%
Thailand	26%	63%
Belgium	26%	63%
Peru	26%	60%
Great Britain	26%	64%
Mexico	26%	66%
France	26%	64%
Singapore	26%	64%
South Africa	25%	66%
Chile	24%	66%
China	24%	73%
Brazil	23%	67%
United States	22%	63%
Colombia	22%	67%
Hungary	21%	64%
Romania	20%	71%
Switzerland	20%	71%
Netherlands	20%	74%
Canada	19%	69%
Poland	18%	73%
Japan	16%	65%
Argentina	16%	70%
Germany	14%	77%

Ipsos

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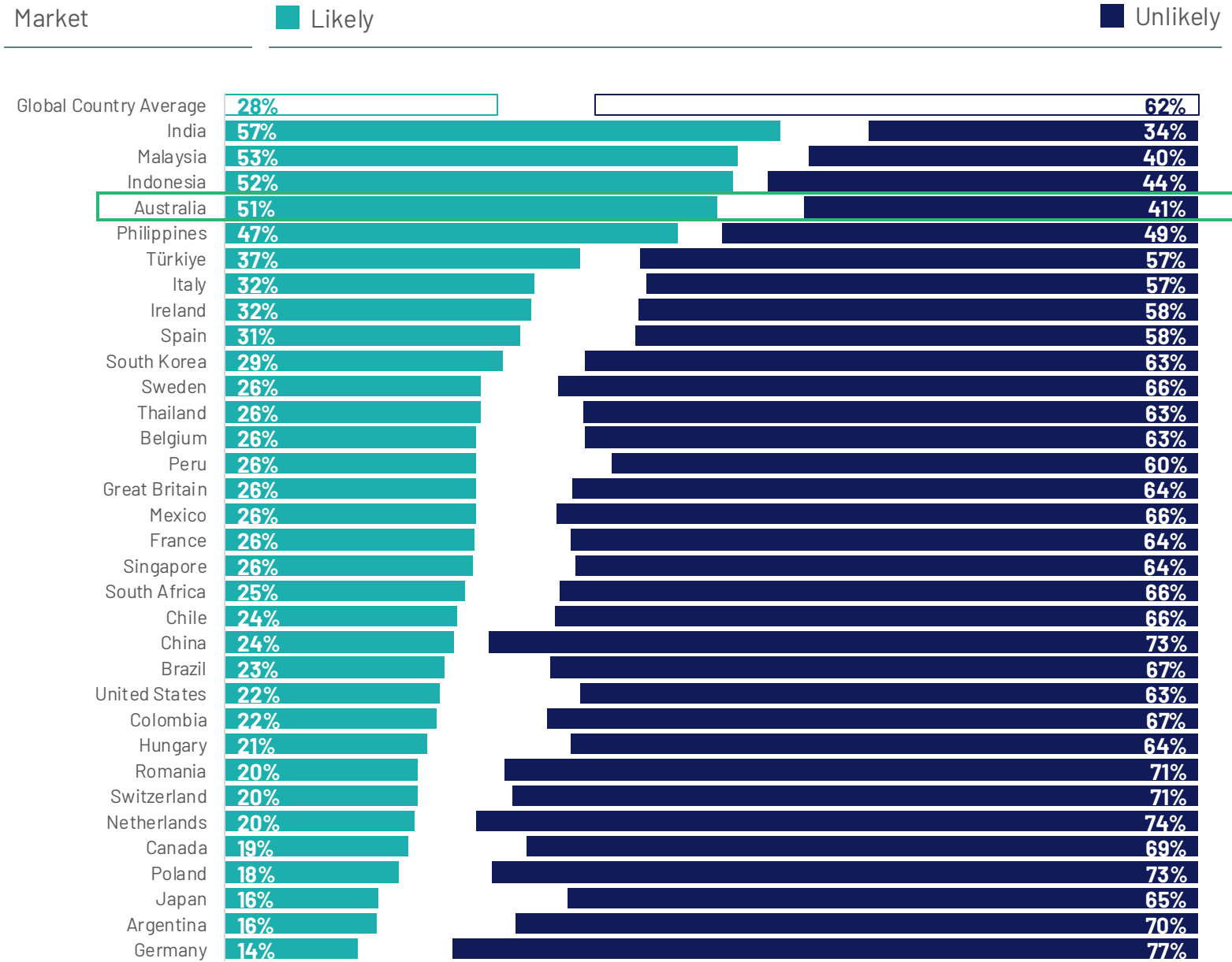
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Aliens will visit earth
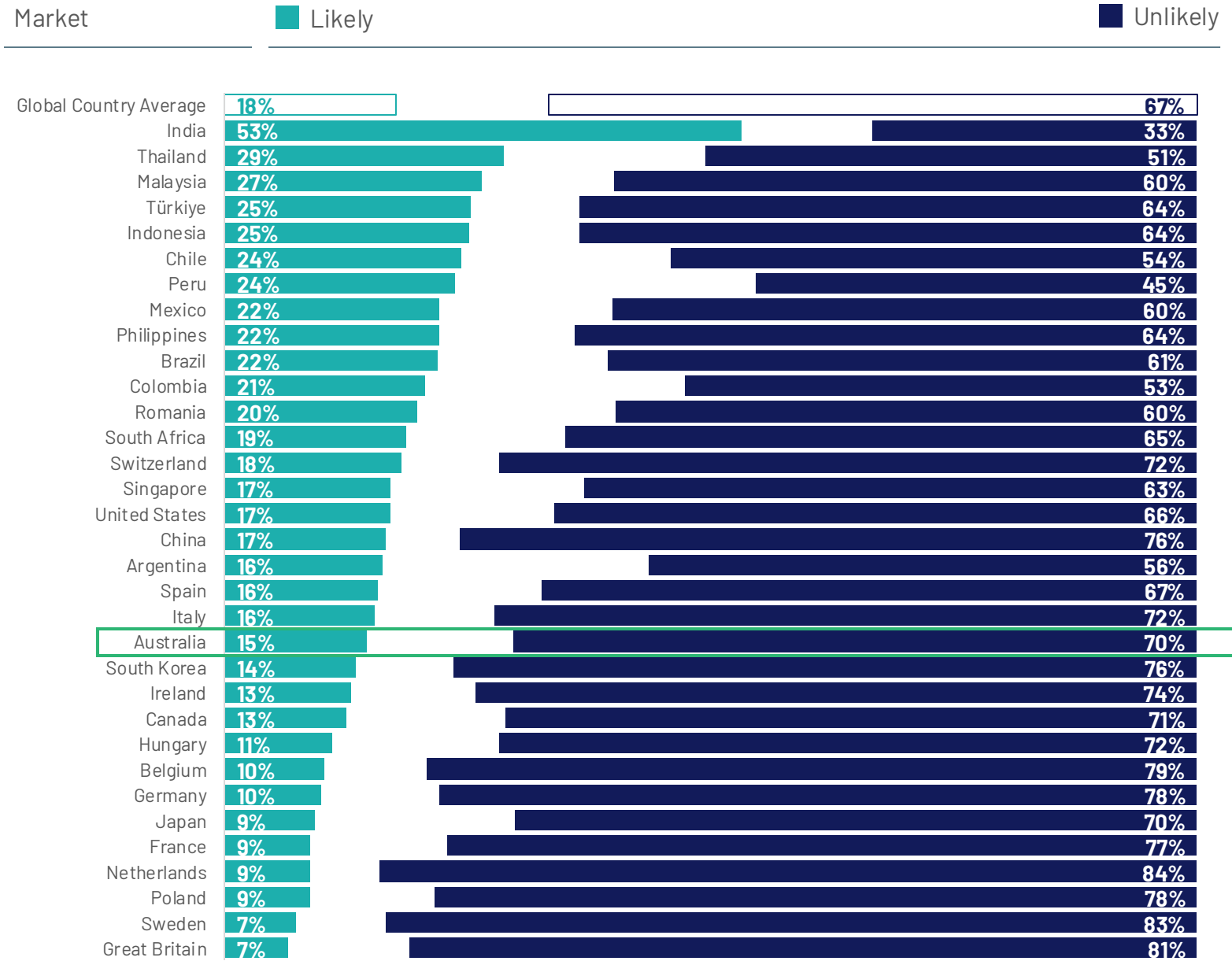
Market	Likely	Unlikely
Global Country Average	18%	67%
India	53%	33%
Thailand	29%	51%
Malaysia	27%	60%
Türkiye	25%	64%
Indonesia	25%	64%
Chile	24%	54%
Peru	24%	45%
Mexico	22%	60%
Philippines	22%	64%
Brazil	22%	61%
Colombia	21%	53%
Romania	20%	60%
South Africa	19%	65%
Switzerland	18%	72%
Singapore	17%	63%
United States	17%	66%
China	17%	76%
Argentina	16%	56%
Spain	16%	67%
Italy	16%	72%
Australia	15%	70%
South Korea	14%	76%
Ireland	13%	74%
Canada	13%	71%
Hungary	11%	72%
Belgium	10%	79%
Germany	10%	78%
Japan	9%	70%
France	9%	77%
Netherlands	9%	84%
Poland	9%	78%
Sweden	7%	83%
Great Britain	7%	81%

Ipsos

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...?

Global averages — ■ Likely   ■ Unlikely   % Likely 2023

Statement	Likely	Unlikely	% Likely 2023
Nuclear weapons will be used in a conflict somewhere in the world	49%	36%	N/A
There will be a new global pandemic caused by a new virus	47%	36%	▼ -1 pp 48%
A rogue artificial intelligence program that can't be shut down will cause significant havoc in [COUNTRY]	35%	48%	► No change 35%
The war in Ukraine will end in 2025	27%	54%	▼ -4 pp 31%
The conflicts in the Middle East will end in 2025	22%	62%	N/A
An asteroid will hit the Earth	21%	58%	▼ -1 pp 22%

Ipsos

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
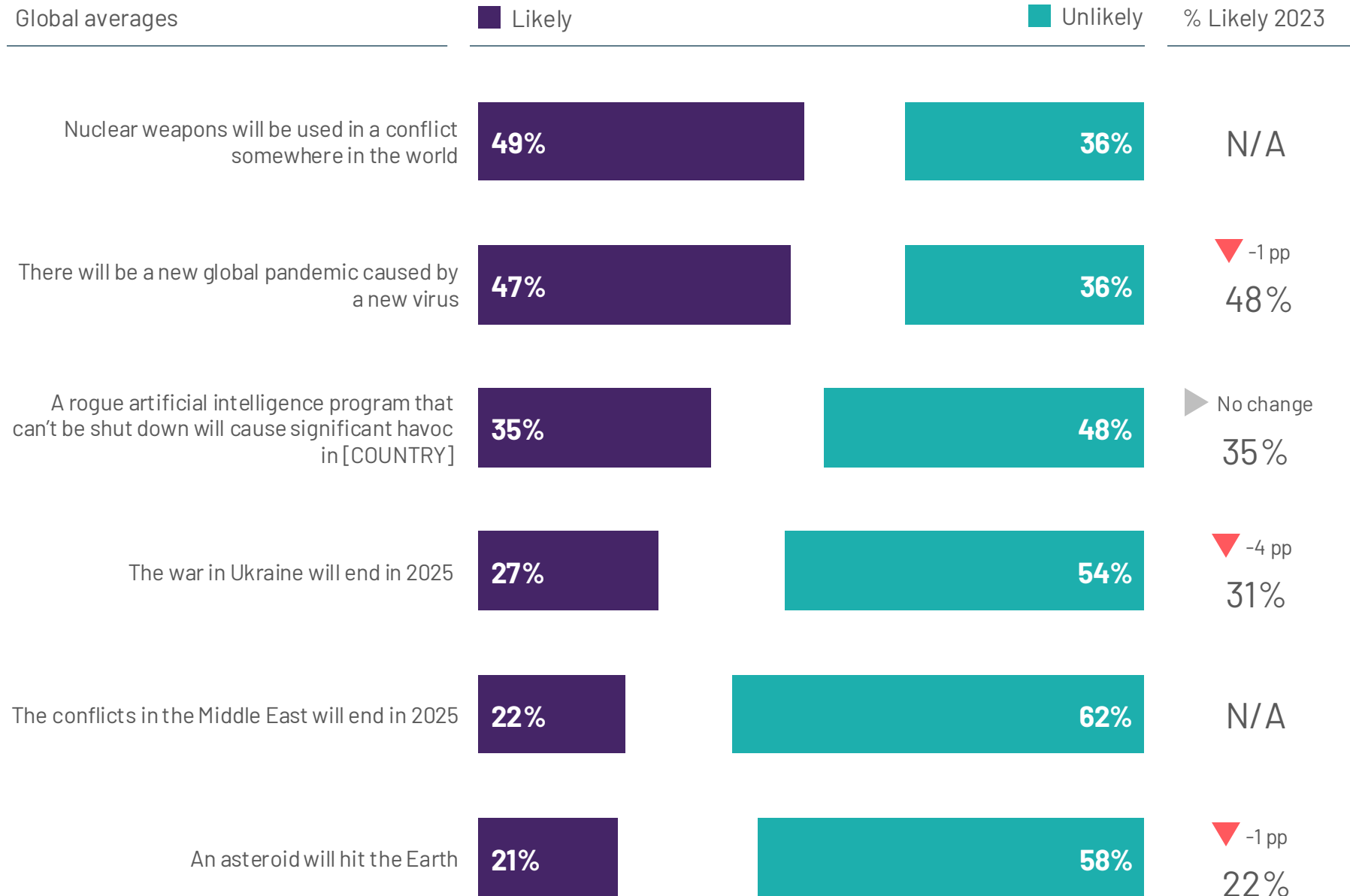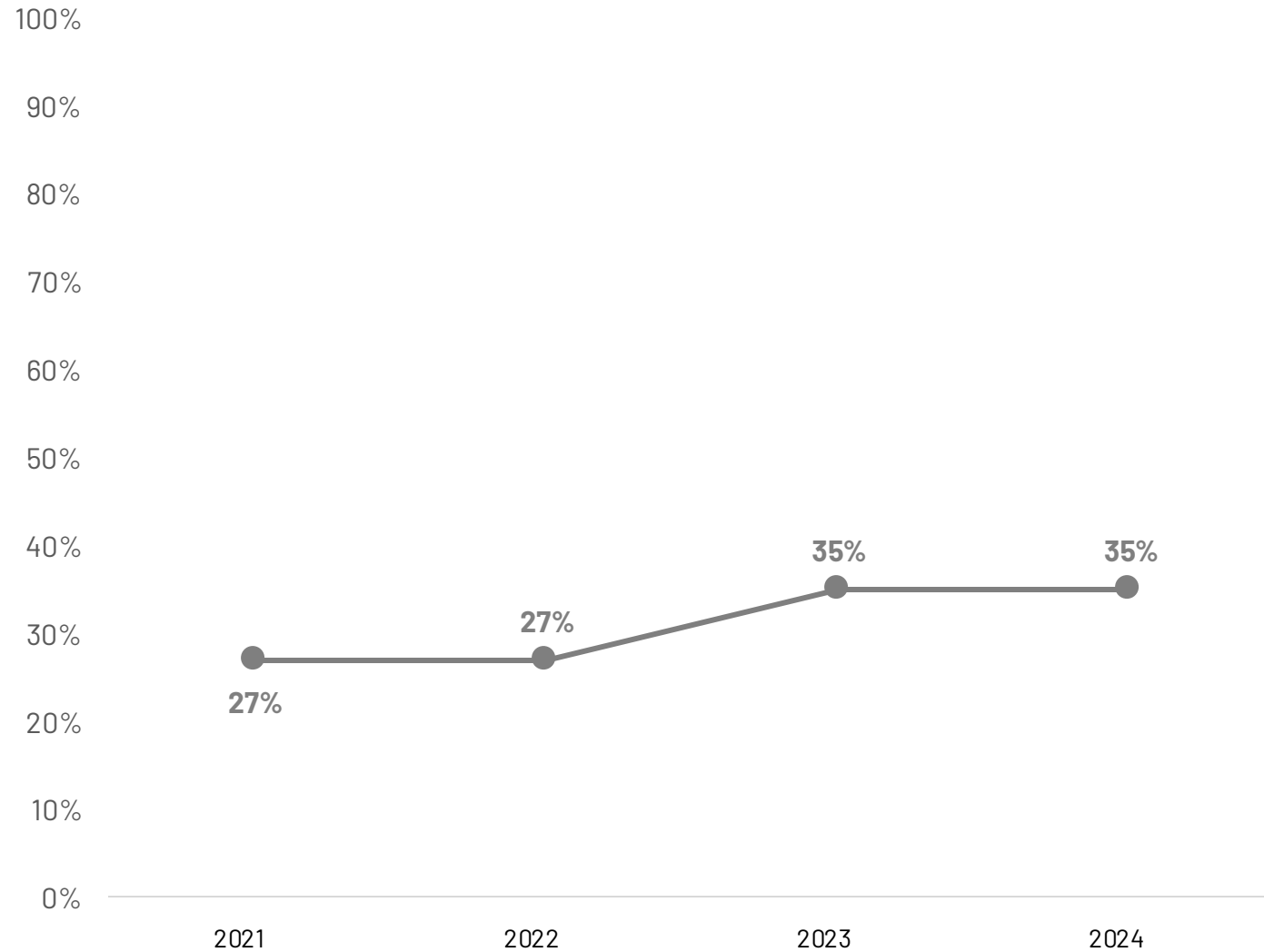
Global averages - % agree

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

Market	Likely	Unlikely
Global Country Average	49%	36%
Indonesia	79%	16%
Malaysia	67%	24%
South Africa	65%	25%
Türkiye	65%	27%
Philippines	63%	26%
Thailand	60%	30%
Mexico	58%	29%
Chile	58%	27%
Peru	58%	27%
Brazil	57%	29%
India	55%	33%
Colombia	55%	28%
Argentina	51%	26%
Singapore	50%	36%
Netherlands	49%	41%
Belgium	46%	39%
Australia	46%	39%
Ireland	44%	40%
Sweden	43%	42%
Canada	42%	37%
Spain	41%	38%
Poland	40%	41%
Switzerland	40%	41%
Italy	40%	43%
South Korea	40%	47%
France	39%	42%
Germany	39%	42%
Romania	38%	46%
China	37%	55%
United States	37%	43%
Great Britain	35%	43%
Japan	34%	43%
Hungary	29%	45%

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	47%	36%	-1%
Malaysia	68%	20%	0%
Türkiye	68%	24%	3%
Indonesia	65%	25%	1%
Thailand	61%	27%	1%
Philippines	61%	26%	-2%
Mexico	61%	25%	0%
South Korea	56%	32%	-4%
Peru	55%	27%	1%
India	54%	32%	2%
South Africa	53%	34%	1%
Chile	50%	29%	1%
Colombia	50%	29%	0%
Singapore	49%	34%	-6%
Poland	49%	33%	-1%
Romania	48%	38%	8%
Brazil	45%	35%	-4%
Switzerland	45%	40%	1%
Argentina	44%	30%	3%
Sweden	43%	45%	-3%
Belgium	42%	41%	2%
Spain	42%	37%	-1%
Germany	40%	39%	0%
Hungary	40%	37%	-2%
Netherlands	40%	48%	7%
France	40%	39%	0%
Australia	40%	42%	-2%
Canada	39%	42%	-4%
United States	39%	38%	-5%
China	38%	54%	-12%
Ireland	36%	46%	N/A
Italy	36%	43%	1%
Great Britain	35%	44%	-5%
Japan	32%	41%	0%

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	35%	48%	0%
Malaysia	64%	25%	6%
Indonesia	54%	37%	3%
India	53%	35%	1%
Philippines	51%	39%	-1%
Türkiye	49%	41%	6%
Thailand	44%	42%	4%
South Africa	40%	42%	-2%
Brazil	39%	43%	0%
Mexico	38%	47%	3%
Peru	37%	39%	7%
Singapore	36%	47%	-7%
France	35%	45%	0%
Belgium	35%	47%	4%
South Korea	35%	51%	-3%
Italy	35%	48%	6%
Germany	34%	43%	3%
United States	34%	46%	-1%
Chile	33%	47%	1%
China	32%	61%	-16%
Colombia	32%	45%	2%
Switzerland	32%	49%	-1%
Australia	31%	49%	0%
Ireland	31%	53%	N/A
Spain	30%	47%	-2%
Romania	29%	56%	3%
Netherlands	28%	57%	-1%
Great Britain	27%	51%	-4%
Canada	27%	51%	-6%
Argentina	25%	50%	2%
Sweden	25%	59%	-2%
Japan	21%	52%	-2%
Poland	20%	64%	-2%
Hungary	17%	64%	-2%

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	27%	54%	-4%
China	59%	29%	1%
Indonesia	56%	32%	1%
India	51%	35%	-4%
Malaysia	48%	32%	7%
Philippines	47%	38%	-9%
Thailand	36%	47%	-6%
Türkiye	34%	55%	-6%
South Africa	30%	46%	-1%
South Korea	29%	52%	-9%
Mexico	29%	52%	-5%
Ireland	27%	58%	N/A
Peru	26%	46%	-6%
Brazil	26%	50%	-8%
Poland	26%	57%	2%
Chile	26%	49%	-7%
United States	26%	52%	0%
Singapore	25%	55%	-7%
Romania	24%	59%	1%
Italy	23%	55%	-4%
Spain	23%	56%	-2%
Hungary	23%	52%	-4%
Sweden	22%	65%	3%
Switzerland	22%	64%	-1%
Colombia	21%	51%	-11%
Canada	19%	59%	-3%
Argentina	19%	46%	-9%
Germany	17%	69%	-1%
Australia	17%	65%	-10%
Great Britain	15%	68%	-5%
France	15%	67%	-2%
Netherlands	15%	75%	-4%
Belgium	15%	72%	-8%
Japan	14%	62%	1%
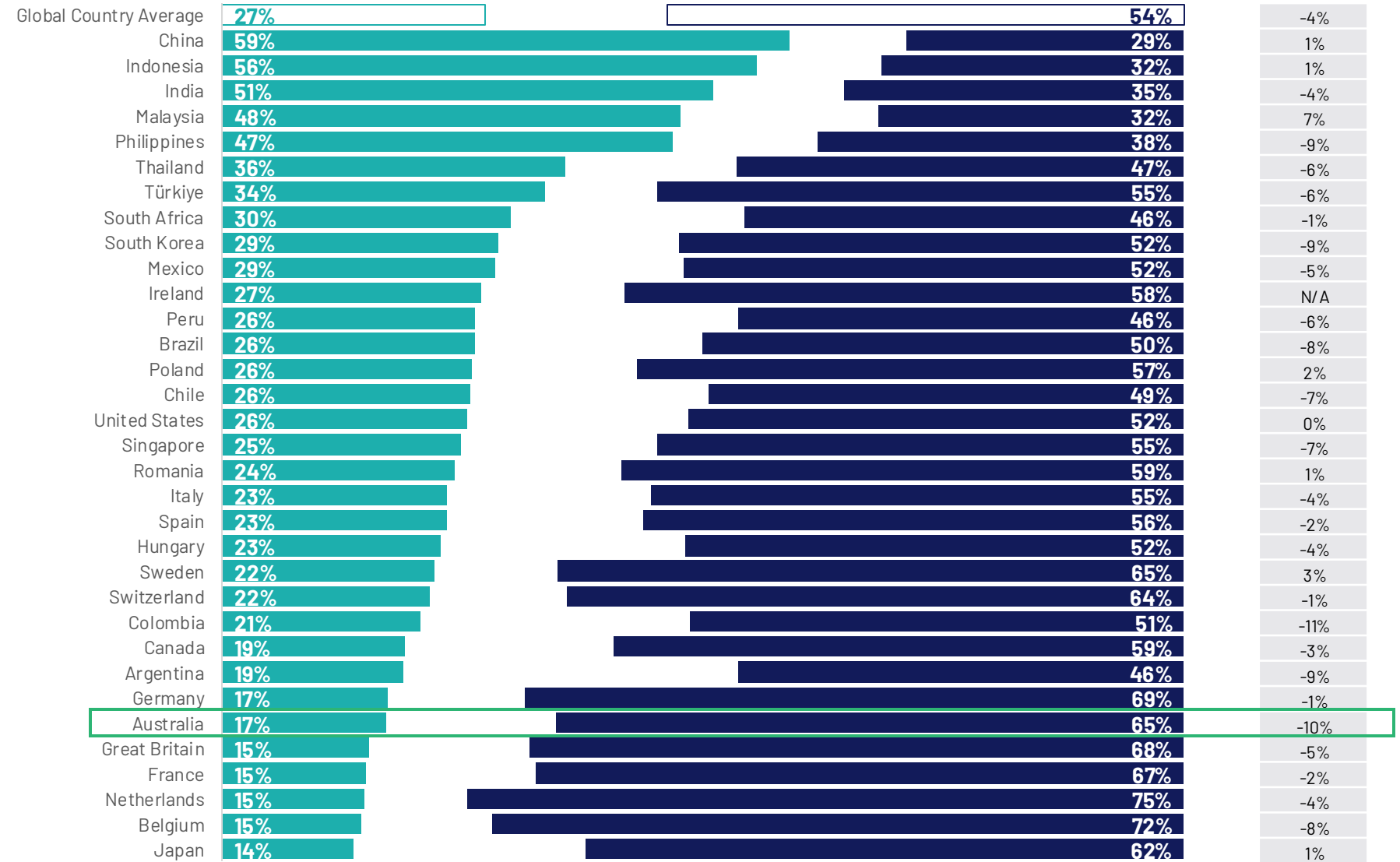
Ipsos

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
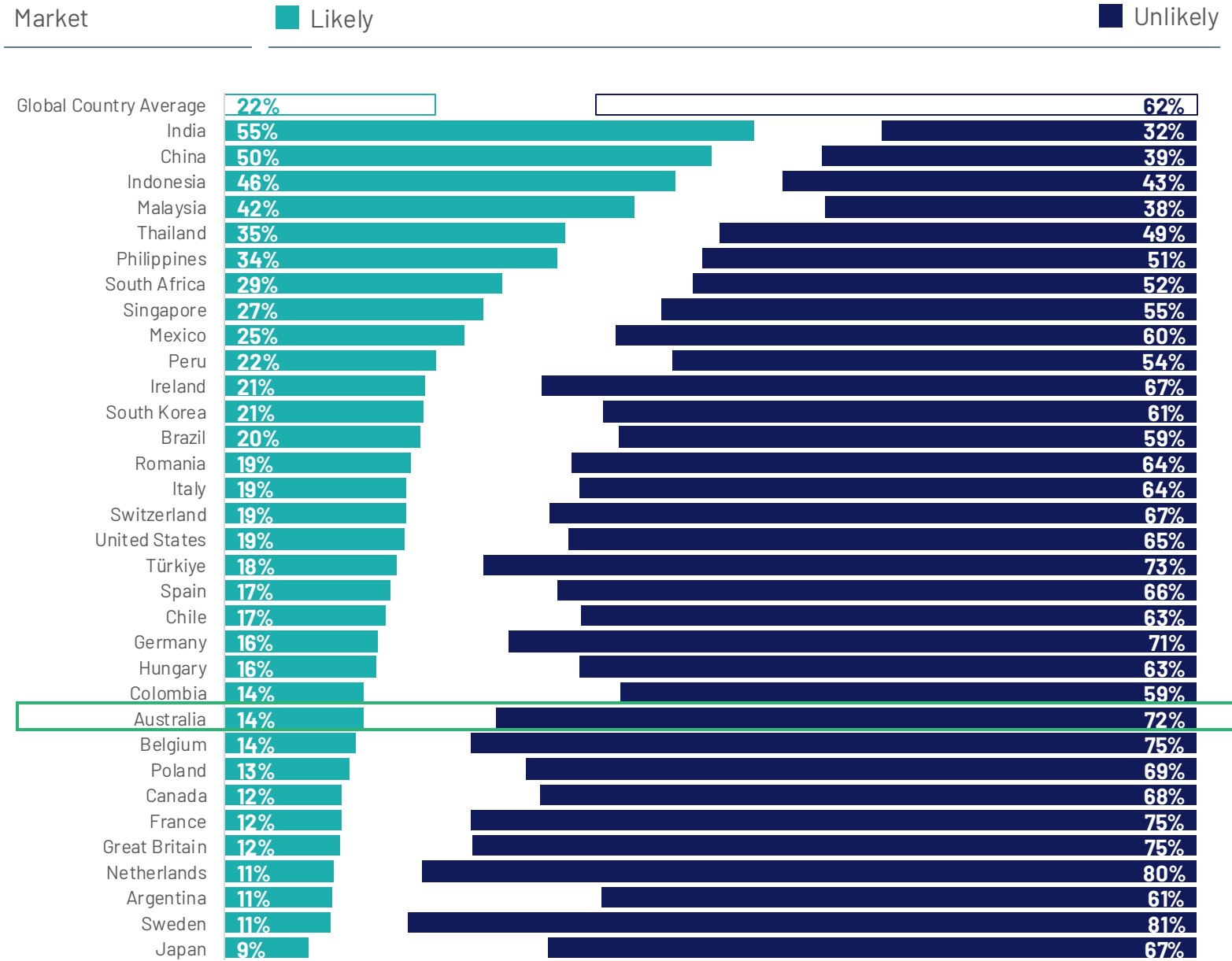
Market	Likely	Unlikely
Global Country Average	22%	62%
India	55%	32%
China	50%	39%
Indonesia	46%	43%
Malaysia	42%	38%
Thailand	35%	49%
Philippines	34%	51%
South Africa	29%	52%
Singapore	27%	55%
Mexico	25%	60%
Peru	22%	54%
Ireland	21%	67%
South Korea	21%	61%
Brazil	20%	59%
Romania	19%	64%
Italy	19%	64%
Switzerland	19%	67%
United States	19%	65%
Türkiye	18%	73%
Spain	17%	66%
Chile	17%	63%
Germany	16%	71%
Hungary	16%	63%
Colombia	14%	59%
Australia	14%	72%
Belgium	14%	75%
Poland	13%	69%
Canada	12%	68%
France	12%	75%
Great Britain	12%	75%
Netherlands	11%	80%
Argentina	11%	61%
Sweden	11%	81%
Japan	9%	67%

Ipsos

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

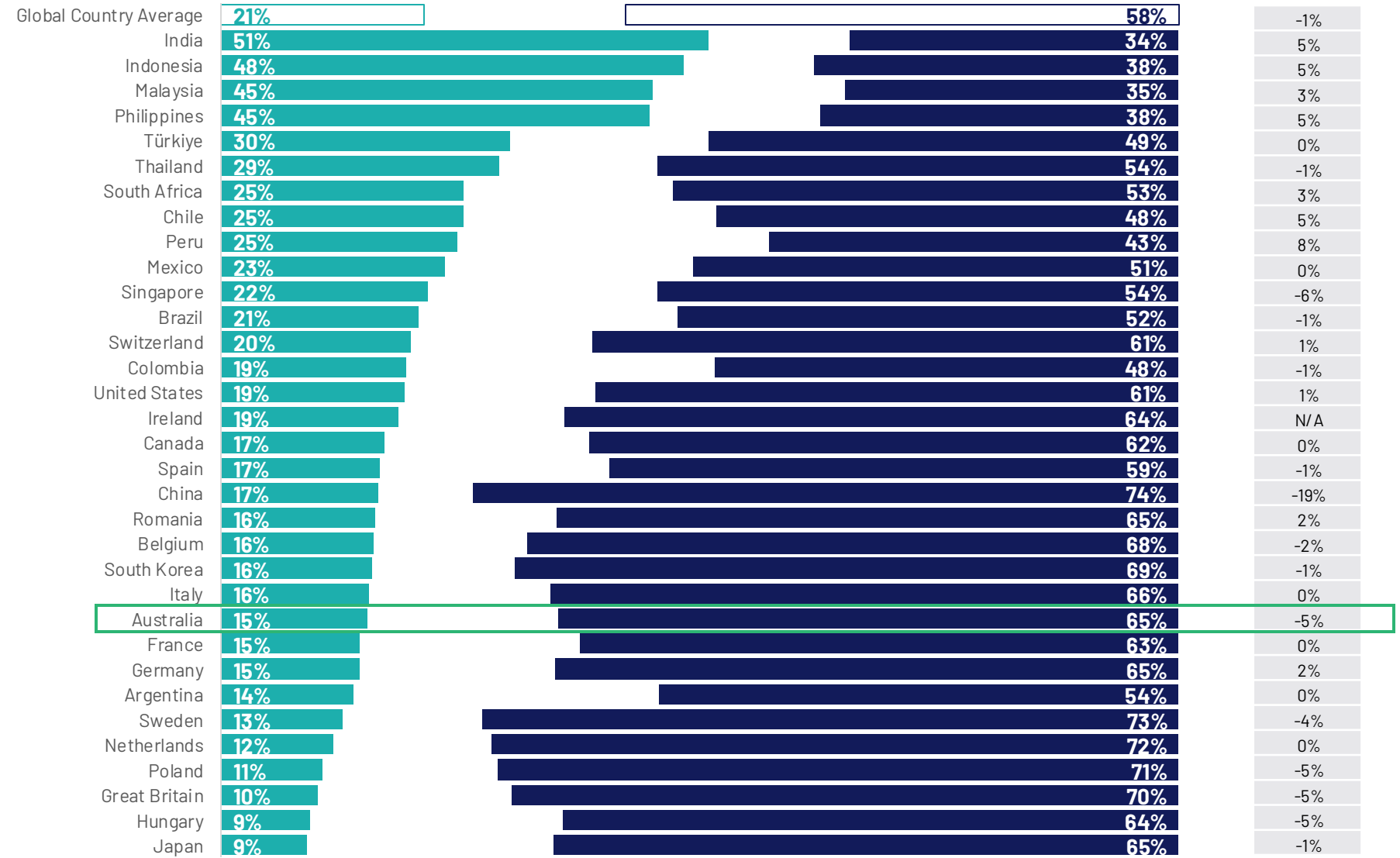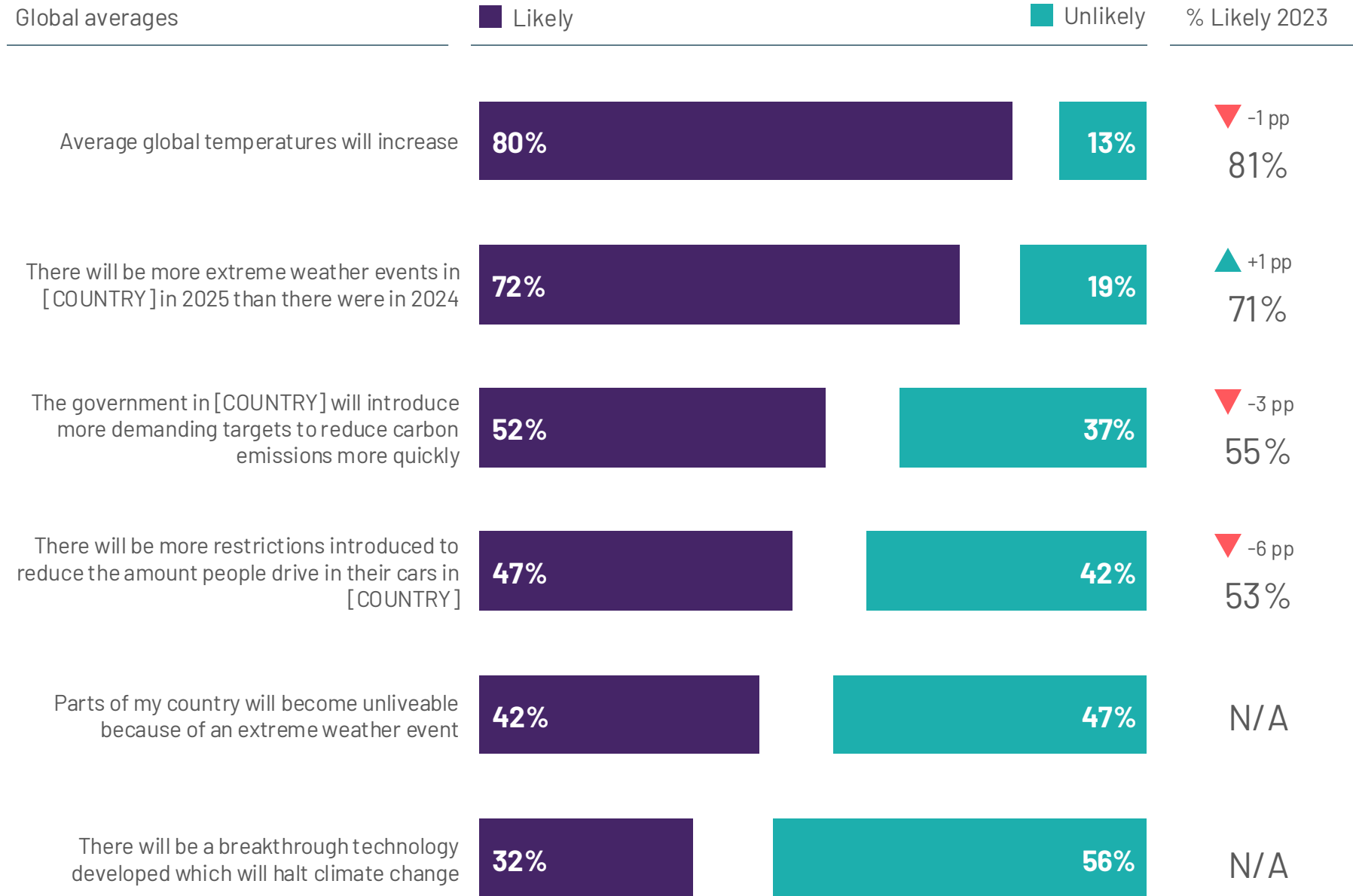| Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	21%	58%	-1%
India	51%	34%	5%
Indonesia	48%	38%	5%
Malaysia	45%	35%	3%
Philippines	45%	38%	5%
Türkiye	30%	49%	0%
Thailand	29%	54%	-1%
South Africa	25%	53%	3%
Chile	25%	48%	5%
Peru	25%	43%	8%
Mexico	23%	51%	0%
Singapore	22%	54%	-6%
Brazil	21%	52%	-1%
Switzerland	20%	61%	1%
Colombia	19%	48%	-1%
United States	19%	61%	1%
Ireland	19%	64%	N/A
Canada	17%	62%	0%
Spain	17%	59%	-1%
China	17%	74%	-19%
Romania	16%	65%	2%
Belgium	16%	68%	-2%
South Korea	16%	69%	-1%
Italy	16%	66%	0%
Australia	15%	65%	-5%
France	15%	63%	0%
Germany	15%	65%	2%
Argentina	14%	54%	0%
Sweden	13%	73%	-4%
Netherlands	12%	72%	0%
Poland	11%	71%	-5%
Great Britain	10%	70%	-5%
Hungary	9%	64%	-5%
Japan	9%	65%	-1%

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...?

Global averages	Likely ■		Unlikely ■	% Likely 2023

Average global temperatures will increase — Likely **80%**, Unlikely **13%** — ▼ -1 pp / 81%

There will be more extreme weather events in [COUNTRY] in 2025 than there were in 2024 — Likely **72%**, Unlikely **19%** — ▲ +1 pp / 71%

The government in [COUNTRY] will introduce more demanding targets to reduce carbon emissions more quickly — Likely **52%**, Unlikely **37%** — ▼ -3 pp / 55%

There will be more restrictions introduced to reduce the amount people drive in their cars in [COUNTRY] — Likely **47%**, Unlikely **42%** — ▼ -6 pp / 53%

Parts of my country will become unliveable because of an extreme weather event — Likely **42%**, Unlikely **47%** — N/A

There will be a breakthrough technology developed which will halt climate change — Likely **32%**, Unlikely **56%** — N/A

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
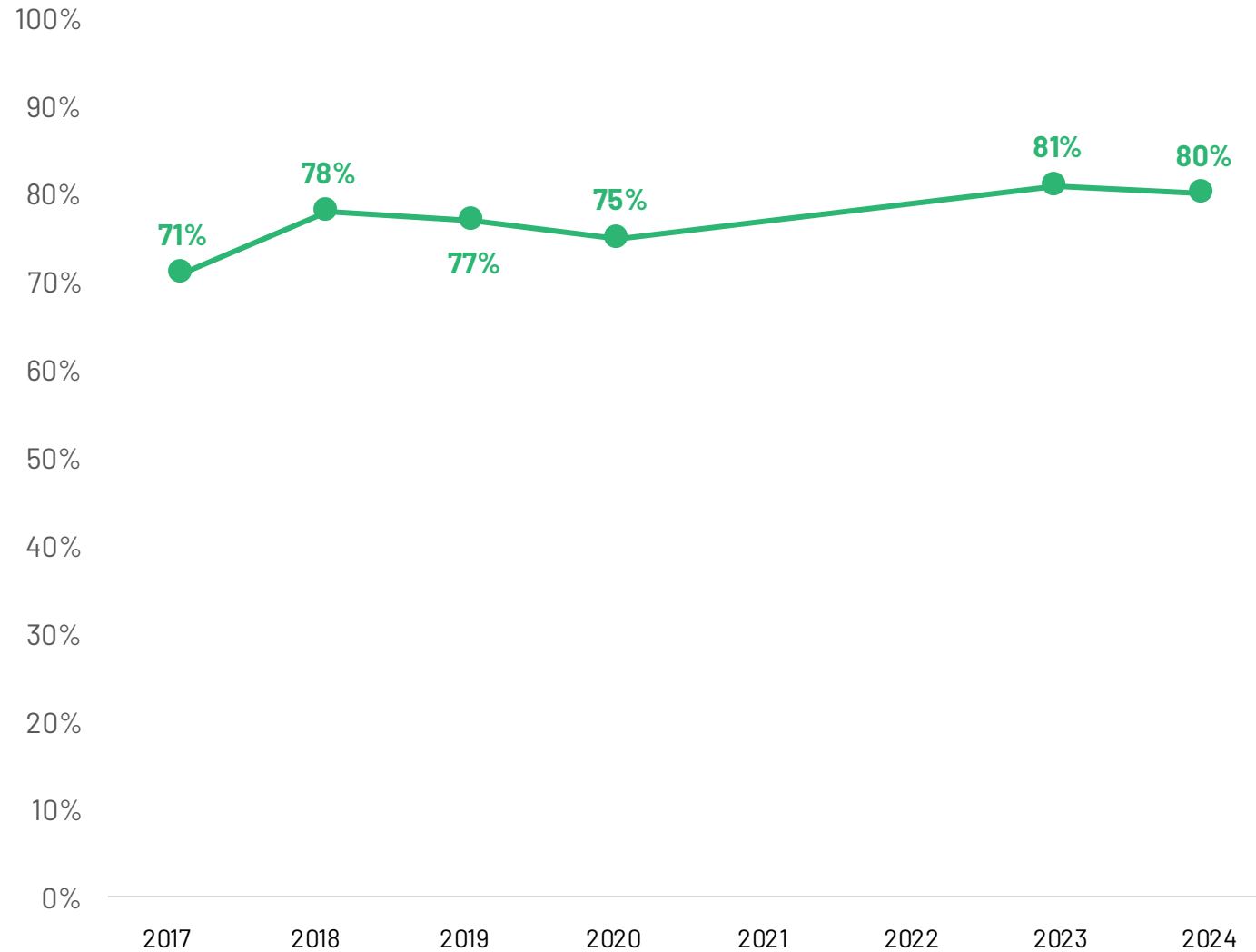
The average global temperature will increase

71% (2017) 78% (2018) 77% (2019) 75% (2020) 81% (2023) 80% (2024)

Q.

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

Average global temperatures will increase

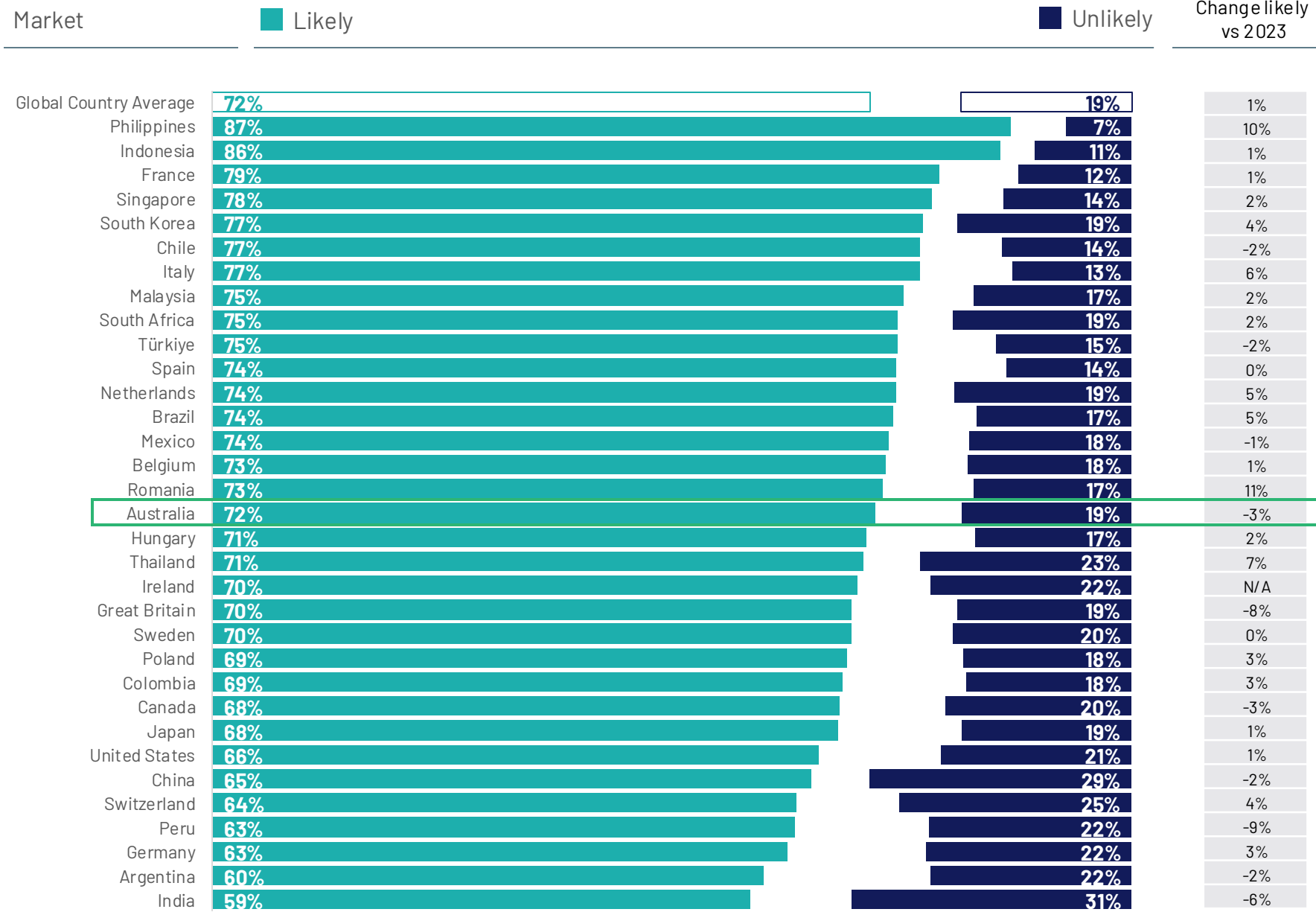| Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	80%	13%	-1%
Indonesia	91%	7%	-3%
Philippines	89%	7%	6%
Malaysia	88%	10%	4%
Singapore	87%	10%	-1%
China	87%	10%	3%
Türkiye	87%	9%	3%
Colombia	85%	10%	1%
South Korea	85%	12%	-1%
France	84%	10%	-1%
Belgium	83%	9%	1%
Romania	83%	11%	10%
Netherlands	83%	13%	3%
Mexico	81%	13%	-6%
Chile	81%	13%	-4%
Hungary	81%	11%	1%
Sweden	81%	11%	5%
Brazil	80%	13%	1%
Thailand	80%	18%	3%
South Africa	80%	16%	0%
Japan	80%	11%	2%
Peru	80%	14%	-5%
Argentina	79%	14%	1%
Italy	78%	14%	-2%
Great Britain	78%	13%	-5%
Ireland	78%	17%	N/A
Poland	78%	14%	0%
Germany	77%	13%	2%
Switzerland	77%	15%	1%
Australia	77%	17%	1%
Spain	77%	14%	-5%
Canada	74%	15%	-1%
United States	67%	20%	-1%
India	59%	31%	-11%

Ipsos

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

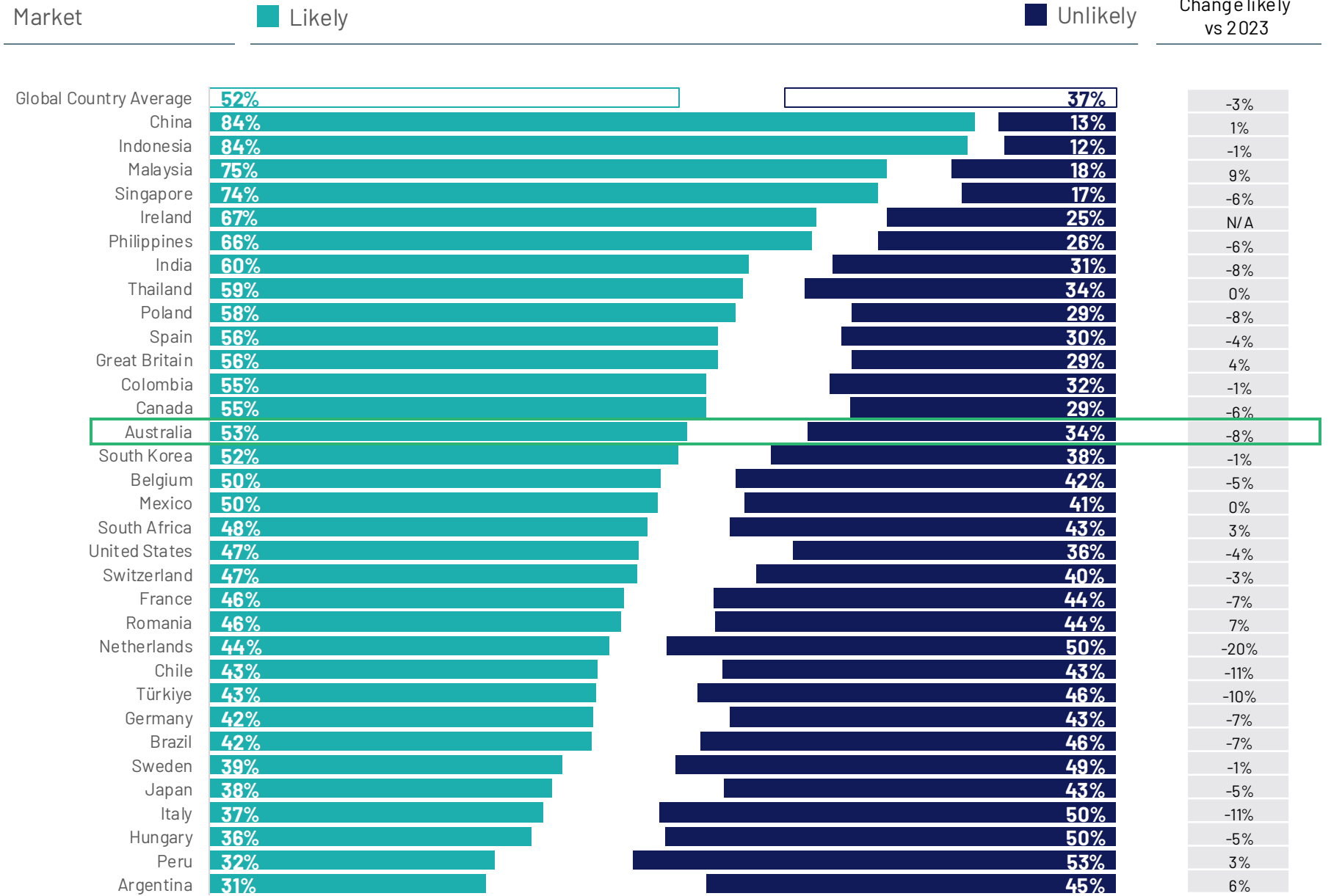| Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	72%	19%	1%
Philippines	87%	7%	10%
Indonesia	86%	11%	1%
France	79%	12%	1%
Singapore	78%	14%	2%
South Korea	77%	19%	4%
Chile	77%	14%	-2%
Italy	77%	13%	6%
Malaysia	75%	17%	2%
South Africa	75%	19%	2%
Türkiye	75%	15%	-2%
Spain	74%	14%	0%
Netherlands	74%	19%	5%
Brazil	74%	17%	5%
Mexico	74%	18%	-1%
Belgium	73%	18%	1%
Romania	73%	17%	11%
Australia	72%	19%	-3%
Hungary	71%	17%	2%
Thailand	71%	23%	7%
Ireland	70%	22%	N/A
Great Britain	70%	19%	-8%
Sweden	70%	20%	0%
Poland	69%	18%	3%
Colombia	69%	18%	3%
Canada	68%	20%	-3%
Japan	68%	19%	1%
United States	66%	21%	1%
China	65%	29%	-2%
Switzerland	64%	25%	4%
Peru	63%	22%	-9%
Germany	63%	22%	3%
Argentina	60%	22%	-2%
India	59%	31%	-6%

Ipsos

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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	52%	37%	-3%
China	84%	13%	1%
Indonesia	84%	12%	-1%
Malaysia	75%	18%	9%
Singapore	74%	17%	-6%
Ireland	67%	25%	N/A
Philippines	66%	26%	-6%
India	60%	31%	-8%
Thailand	59%	34%	0%
Poland	58%	29%	-8%
Spain	56%	30%	-4%
Great Britain	56%	29%	4%
Colombia	55%	32%	-1%
Canada	55%	29%	-6%
Australia	53%	34%	-8%
South Korea	52%	38%	-1%
Belgium	50%	42%	-5%
Mexico	50%	41%	0%
South Africa	48%	43%	3%
United States	47%	36%	-4%
Switzerland	47%	40%	-3%
France	46%	44%	-7%
Romania	46%	44%	7%
Netherlands	44%	50%	-20%
Chile	43%	43%	-11%
Türkiye	43%	46%	-10%
Germany	42%	43%	-7%
Brazil	42%	46%	-7%
Sweden	39%	49%	-1%
Japan	38%	43%	-5%
Italy	37%	50%	-11%
Hungary	36%	50%	-5%
Peru	32%	53%	3%
Argentina	31%	45%	6%

Ipsos

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
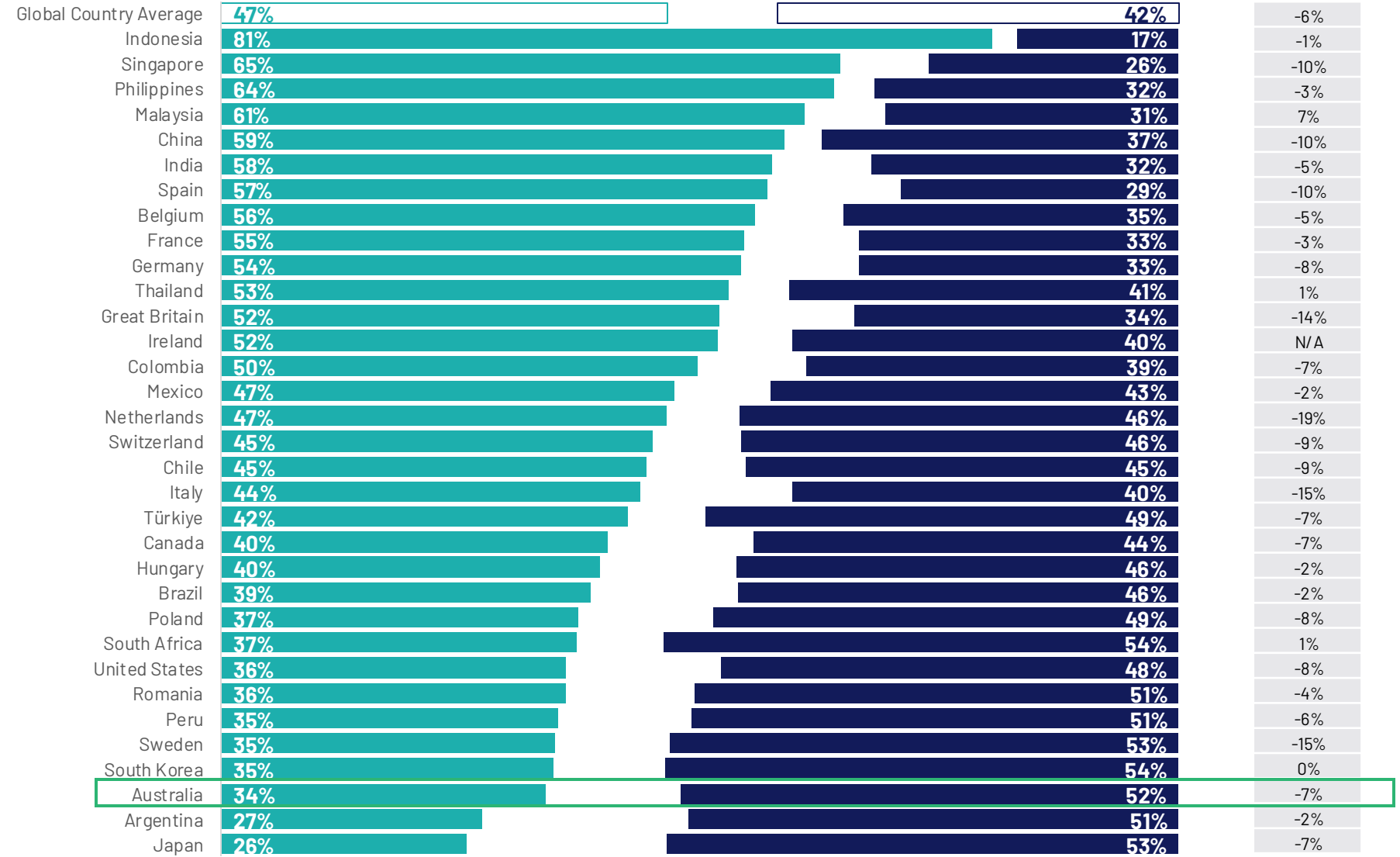
Base: 23,721 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. Friday, October 25 – Friday November 8, 2024
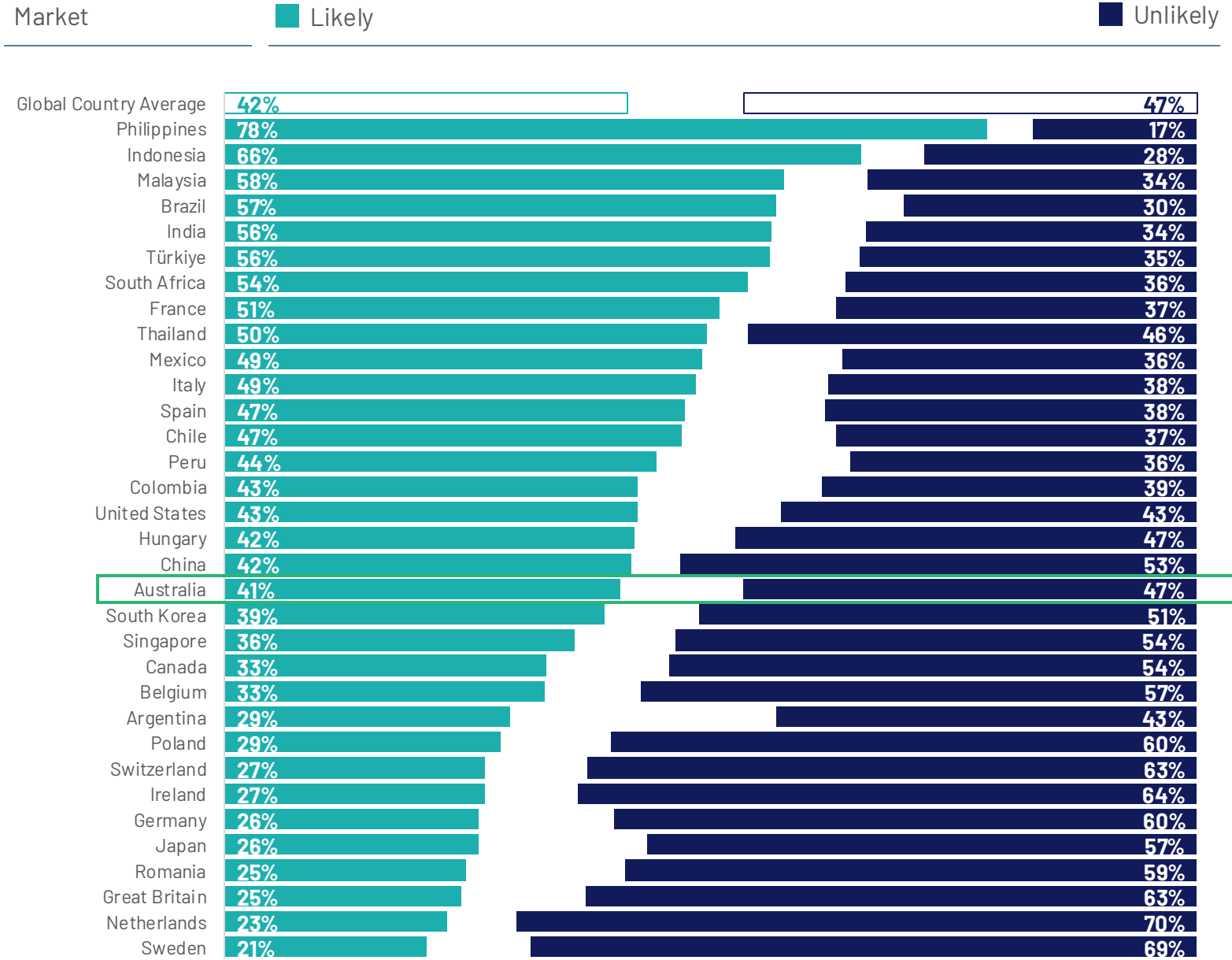
Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	47%	42%	-6%
Indonesia	81%	17%	-1%
Singapore	65%	26%	-10%
Philippines	64%	32%	-3%
Malaysia	61%	31%	7%
China	59%	37%	-10%
India	58%	32%	-5%
Spain	57%	29%	-10%
Belgium	56%	35%	-5%
France	55%	33%	-3%
Germany	54%	33%	-8%
Thailand	53%	41%	1%
Great Britain	52%	34%	-14%
Ireland	52%	40%	N/A
Colombia	50%	39%	-7%
Mexico	47%	43%	-2%
Netherlands	47%	46%	-19%
Switzerland	45%	46%	-9%
Chile	45%	45%	-9%
Italy	44%	40%	-15%
Türkiye	42%	49%	-7%
Canada	40%	44%	-7%
Hungary	40%	46%	-2%
Brazil	39%	46%	-2%
Poland	37%	49%	-8%
South Africa	37%	54%	1%
United States	36%	48%	-8%
Romania	36%	51%	-4%
Peru	35%	51%	-6%
Sweden	35%	53%	-15%
South Korea	35%	54%	0%
Australia	34%	52%	-7%
Argentina	27%	51%	-2%
Japan	26%	53%	-7%

Ipsos

Q.

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

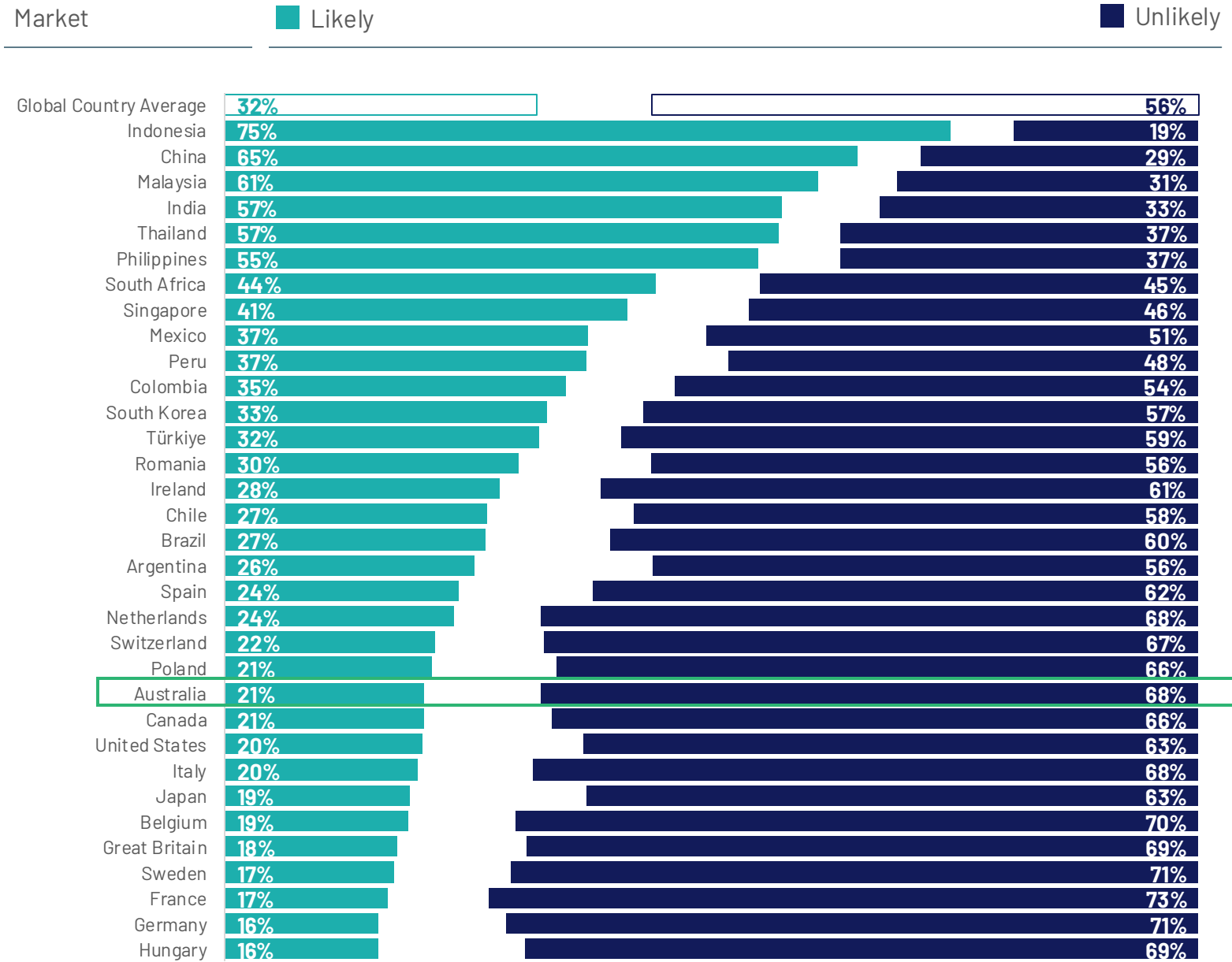## Parts of my country will become unliveable because of an extreme weather event

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
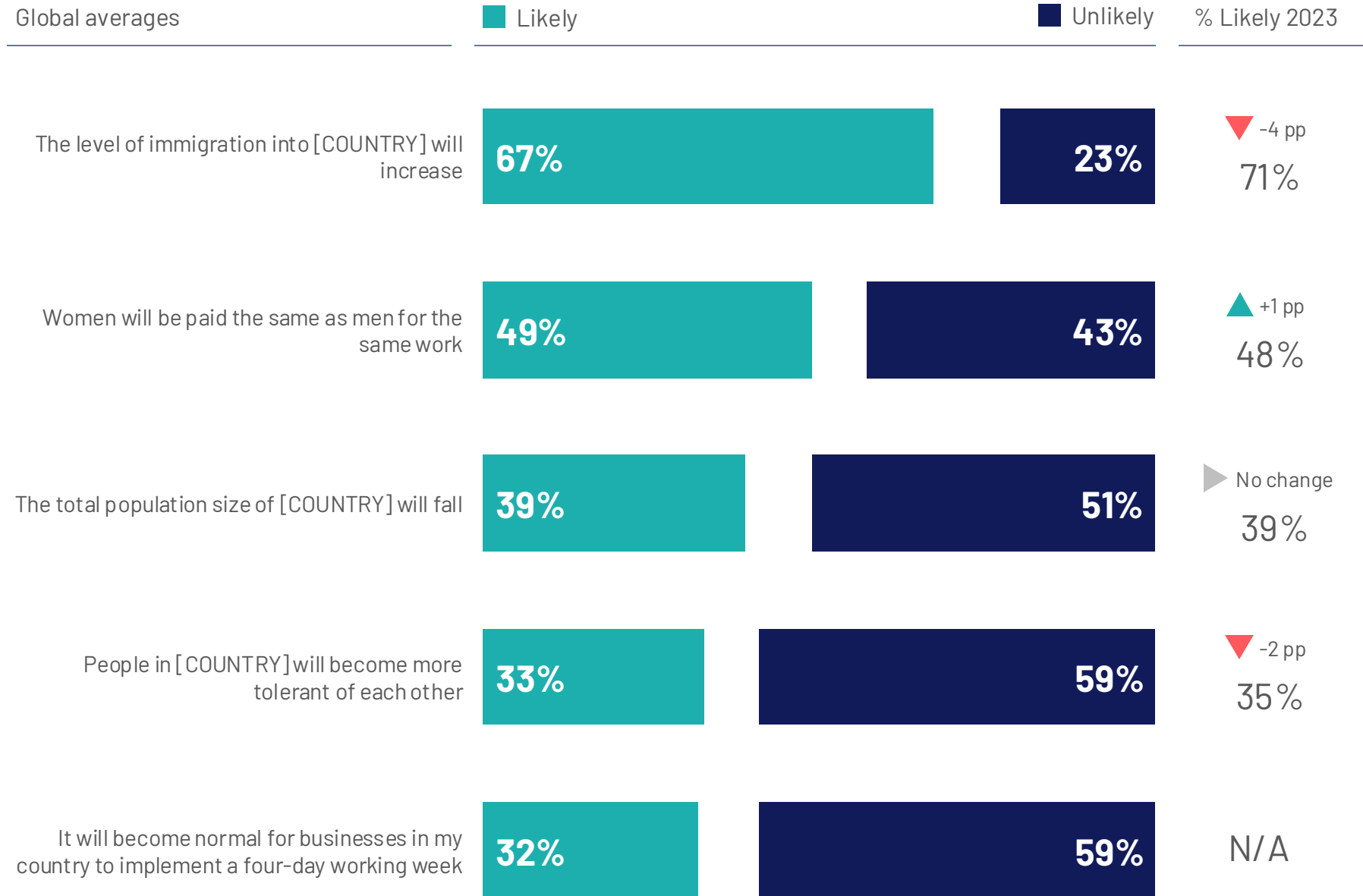
Market	Likely	Unlikely
Global Country Average	42%	47%
Philippines	78%	17%
Indonesia	66%	28%
Malaysia	58%	34%
Brazil	57%	30%
India	56%	34%
Türkiye	56%	35%
South Africa	54%	36%
France	51%	37%
Thailand	50%	46%
Mexico	49%	36%
Italy	49%	38%
Spain	47%	38%
Chile	47%	37%
Peru	44%	36%
Colombia	43%	39%
United States	43%	43%
Hungary	42%	47%
China	42%	53%
Australia	41%	47%
South Korea	39%	51%
Singapore	36%	54%
Canada	33%	54%
Belgium	33%	57%
Argentina	29%	43%
Poland	29%	60%
Switzerland	27%	63%
Ireland	27%	64%
Germany	26%	60%
Japan	26%	57%
Romania	25%	59%
Great Britain	25%	63%
Netherlands	23%	70%
Sweden	21%	69%

Ipsos

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

Market	Likely	Unlikely
Global Country Average	32%	56%
Indonesia	75%	19%
China	65%	29%
Malaysia	61%	31%
India	57%	33%
Thailand	57%	37%
Philippines	55%	37%
South Africa	44%	45%
Singapore	41%	46%
Mexico	37%	51%
Peru	37%	48%
Colombia	35%	54%
South Korea	33%	57%
Türkiye	32%	59%
Romania	30%	56%
Ireland	28%	61%
Chile	27%	58%
Brazil	27%	60%
Argentina	26%	56%
Spain	24%	62%
Netherlands	24%	68%
Switzerland	22%	67%
Poland	21%	66%
Australia	21%	68%
Canada	21%	66%
United States	20%	63%
Italy	20%	68%
Japan	19%	63%
Belgium	19%	70%
Great Britain	18%	69%
Sweden	17%	71%
France	17%	73%
Germany	16%	71%
Hungary	16%	69%

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Expectations for Society in 2025

Q.

Society

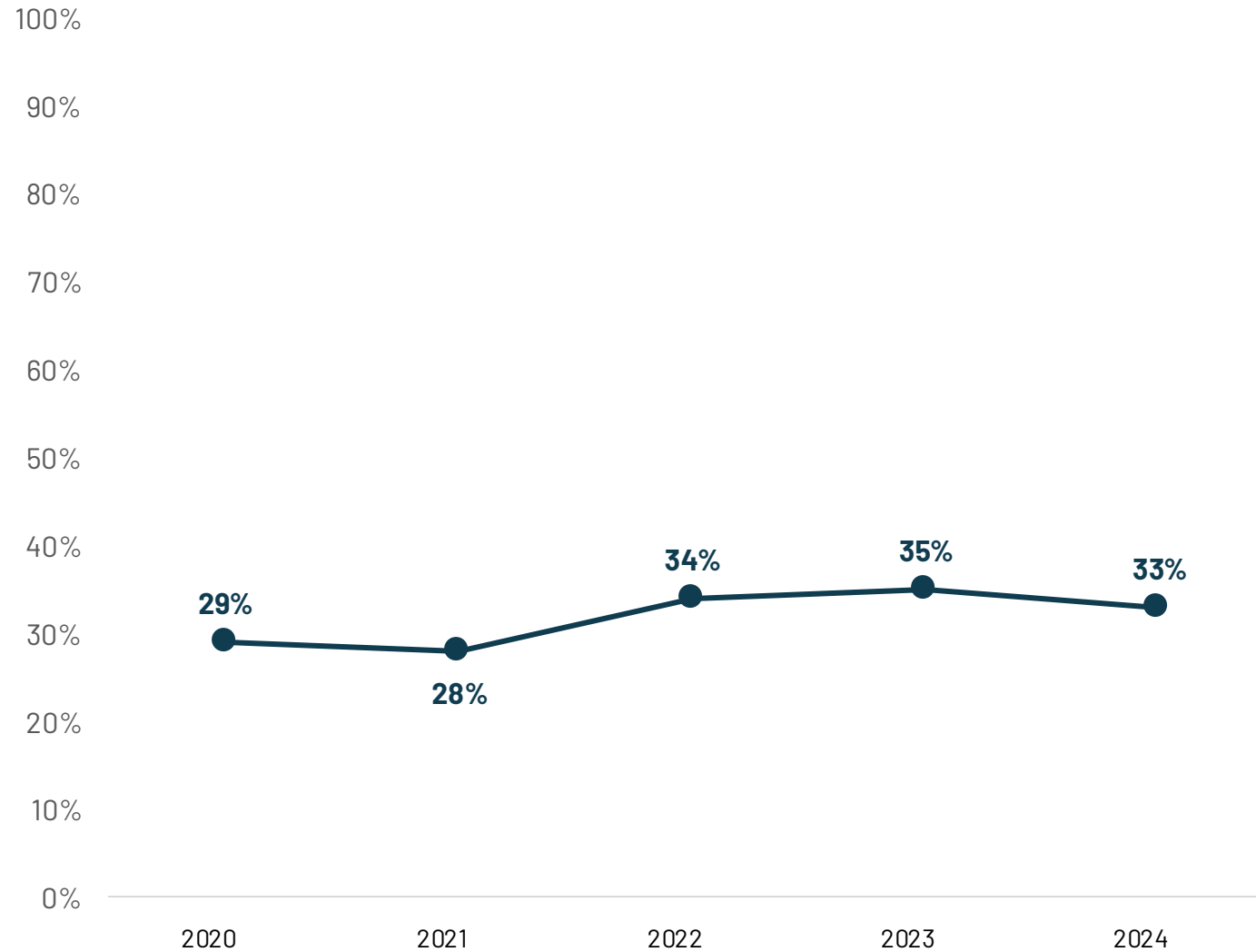For each of the following, please tell me how likely or unlikely you think they are to happen...?

| Global averages | | | ■ Likely | ■ Unlikely | % Likely 2023 |

Global averages	Likely	Unlikely	% Likely 2023
The level of immigration into [COUNTRY] will increase	67%	23%	▼ -4 pp 71%
Women will be paid the same as men for the same work	49%	43%	▲ +1 pp 48%
The total population size of [COUNTRY] will fall	39%	51%	▶ No change 39%
People in [COUNTRY] will become more tolerant of each other	33%	59%	▼ -2 pp 35%
It will become normal for businesses in my country to implement a four-day working week	32%	59%	N/A

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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

Chart data:
- 2020: 29%
- 2021: 28%
- 2022: 34%
- 2023: 35%
- 2024: 33%

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

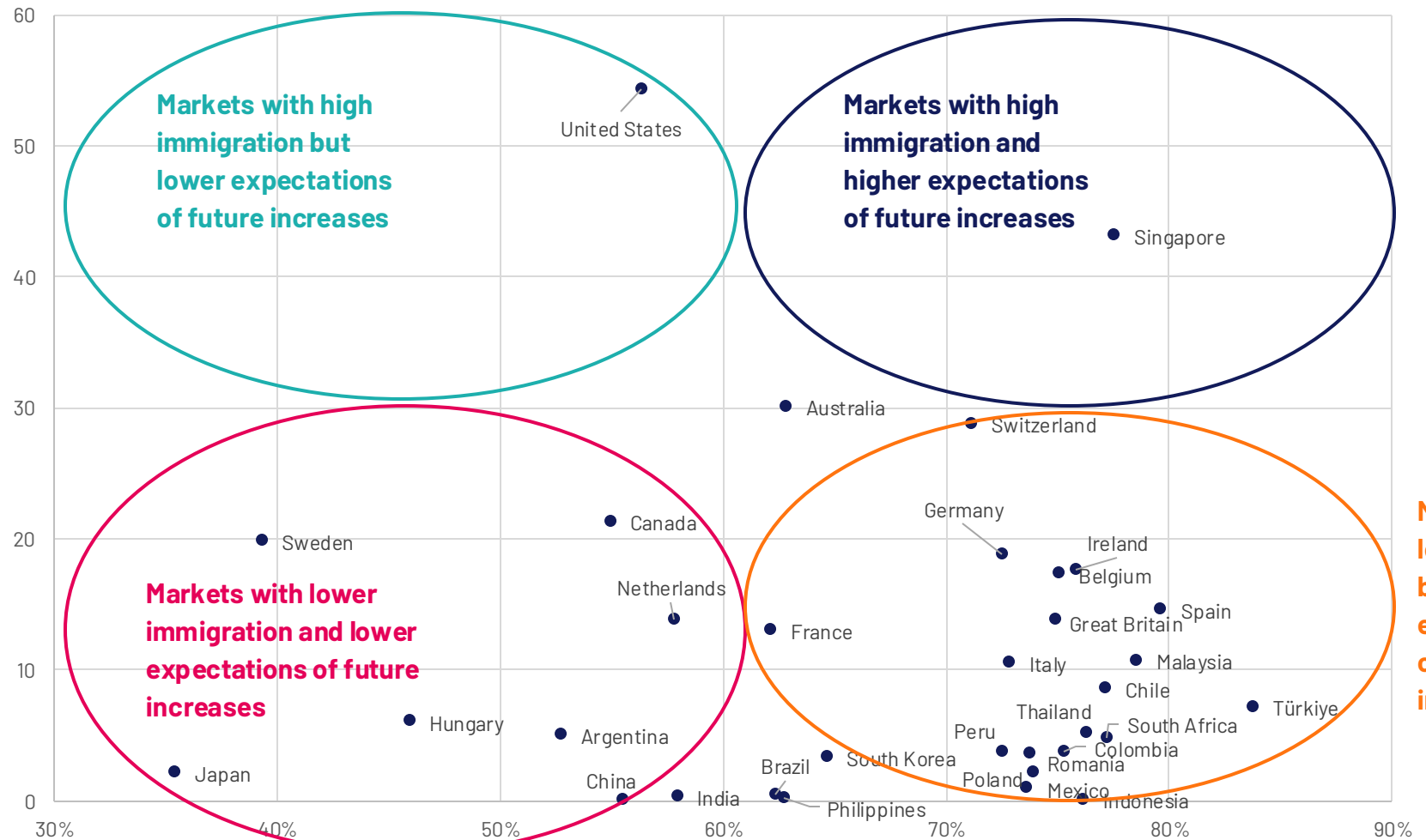| Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	67%	23%	-4%
Türkiye	84%	11%	2%
Spain	80%	12%	1%
Malaysia	79%	15%	1%
Singapore	78%	15%	-4%
South Africa	77%	19%	-2%
Chile	77%	16%	5%
Thailand	76%	19%	12%
Indonesia	76%	19%	-3%
Ireland	76%	17%	N/A
Colombia	75%	19%	-4%
Belgium	75%	14%	-3%
Great Britain	75%	14%	0%
Poland	74%	15%	6%
Romania	74%	19%	8%
Mexico	74%	19%	-5%
Italy	73%	17%	-6%
Germany	73%	19%	-5%
Peru	73%	18%	-3%
Switzerland	71%	18%	-2%
South Korea	65%	26%	0%
Australia	63%	26%	-11%
Philippines	63%	30%	-4%
Brazil	62%	25%	-3%
France	62%	23%	-7%
India	58%	33%	-5%
Netherlands	58%	34%	-19%
United States	56%	28%	-15%
China	56%	37%	-13%
Canada	55%	37%	-22%
Argentina	53%	30%	-2%
Hungary	46%	38%	-11%
Sweden	39%	48%	1%
Japan	35%	42%	1%

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

% of population who are immigrants (2020)

Markets with high immigration but lower expectations of future increases

Markets with high immigration and higher expectations of future increases

Markets with lower immigration and lower expectations of future increases

Markets with lower higher but higher expectations of future increases

United States
Singapore
Australia
Switzerland
Germany
Canada
Sweden
Ireland
Belgium
Netherlands
Spain
Great Britain
France
Malaysia
Italy
Chile
Thailand
Türkiye
Hungary
Peru
South Africa
Argentina
Colombia
Romania
China
Brazil
South Korea
Poland
Japan
India
Mexico
Philippines
Indonesia

30%   40%   50%   60%   70%   80%   90%

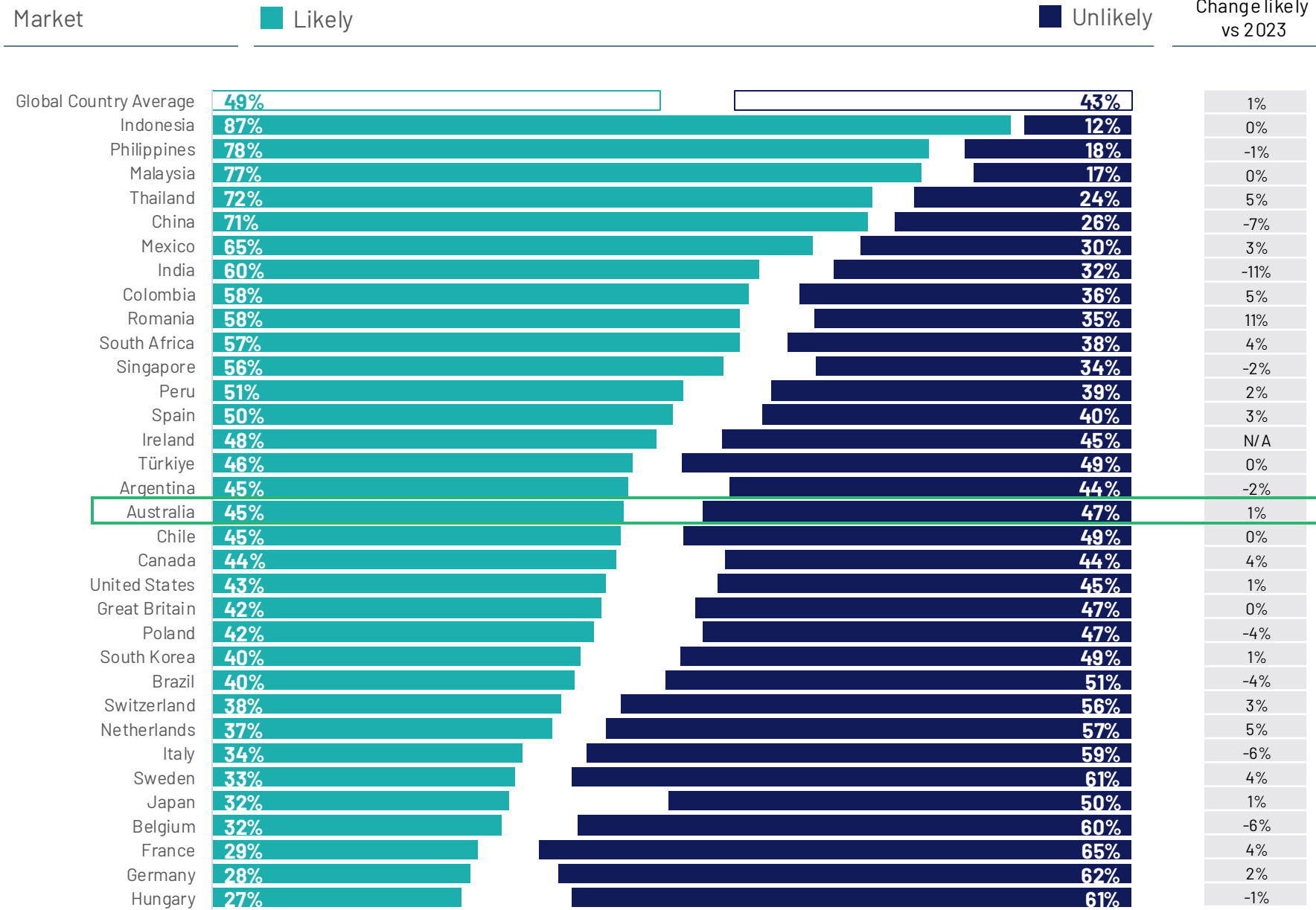**% who feel that the level of immigration into their country will increase**

Ipsos

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

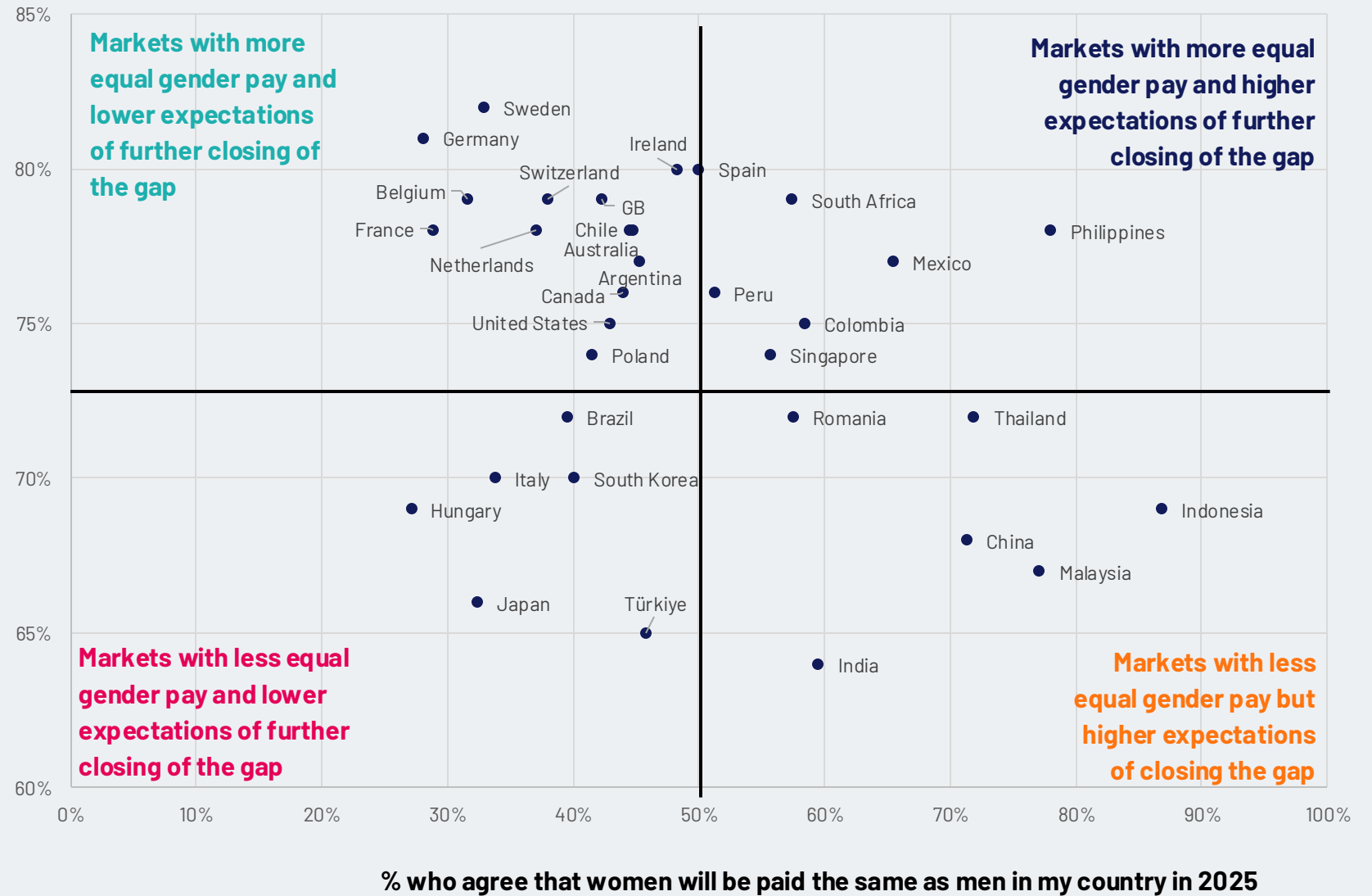| Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	49%	43%	1%
Indonesia	87%	12%	0%
Philippines	78%	18%	-1%
Malaysia	77%	17%	0%
Thailand	72%	24%	5%
China	71%	26%	-7%
Mexico	65%	30%	3%
India	60%	32%	-11%
Colombia	58%	36%	5%
Romania	58%	35%	11%
South Africa	57%	38%	4%
Singapore	56%	34%	-2%
Peru	51%	39%	2%
Spain	50%	40%	3%
Ireland	48%	45%	N/A
Türkiye	46%	49%	0%
Argentina	45%	44%	-2%
Australia	45%	47%	1%
Chile	45%	49%	0%
Canada	44%	44%	4%
United States	43%	45%	1%
Great Britain	42%	47%	0%
Poland	42%	47%	-4%
South Korea	40%	49%	1%
Brazil	40%	51%	-4%
Switzerland	38%	56%	3%
Netherlands	37%	57%	5%
Italy	34%	59%	-6%
Sweden	33%	61%	4%
Japan	32%	50%	1%
Belgium	32%	60%	-6%
France	29%	65%	4%
Germany	28%	62%	2%
Hungary	27%	61%	-1%

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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 .

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

Markets with more equal gender pay and lower expectations of further closing of the gap

Markets with more equal gender pay and higher expectations of further closing of the gap

Markets with less equal gender pay and lower expectations of further closing of the gap

Markets with less equal gender pay but higher expectations of closing the gap

% who agree that women will be paid the same as men in my country in 2025

Q.

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

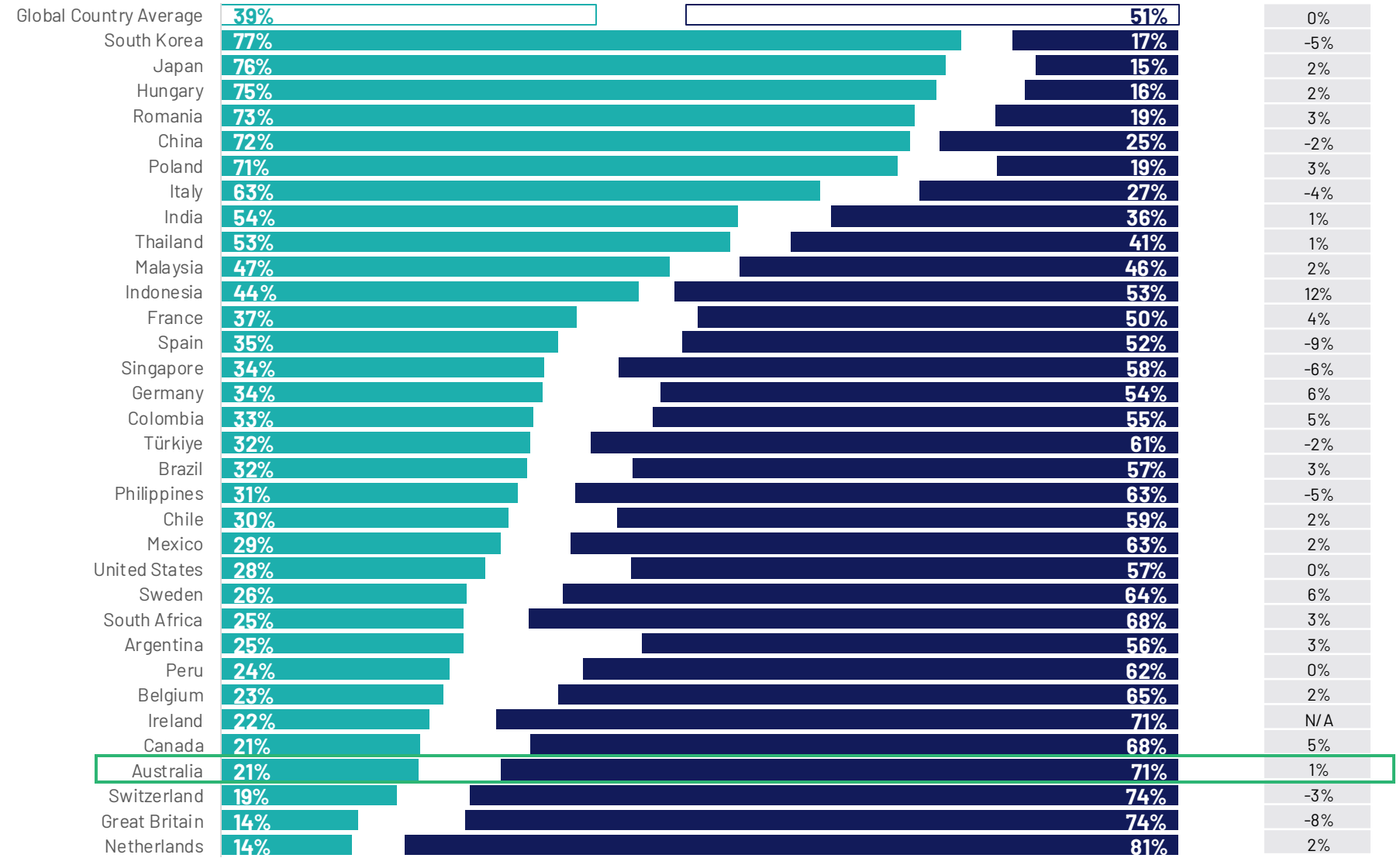## The total population size of my country will fall

| Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	39%	51%	0%
South Korea	77%	17%	-5%
Japan	76%	15%	2%
Hungary	75%	16%	2%
Romania	73%	19%	3%
China	72%	25%	-2%
Poland	71%	19%	3%
Italy	63%	27%	-4%
India	54%	36%	1%
Thailand	53%	41%	1%
Malaysia	47%	46%	2%
Indonesia	44%	53%	12%
France	37%	50%	4%
Spain	35%	52%	-9%
Singapore	34%	58%	-6%
Germany	34%	54%	6%
Colombia	33%	55%	5%
Türkiye	32%	61%	-2%
Brazil	32%	57%	3%
Philippines	31%	63%	-5%
Chile	30%	59%	2%
Mexico	29%	63%	2%
United States	28%	57%	0%
Sweden	26%	64%	6%
South Africa	25%	68%	3%
Argentina	25%	56%	3%
Peru	24%	62%	0%
Belgium	23%	65%	2%
Ireland	22%	71%	N/A
Canada	21%	68%	5%
Australia	21%	71%	1%
Switzerland	19%	74%	-3%
Great Britain	14%	74%	-8%
Netherlands	14%	81%	2%

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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

Market	Likely	Unlikely	Change likely vs 2023
Global Country Average	33%	59%	-2%
Indonesia	81%	16%	-1%
China	79%	18%	-1%
Malaysia	71%	24%	0%
Philippines	58%	37%	-12%
Thailand	56%	41%	-7%
India	56%	34%	-10%
South Africa	44%	49%	4%
Singapore	42%	48%	-15%
Ireland	34%	56%	N/A
Mexico	34%	60%	-3%
Romania	32%	61%	7%
Australia	31%	61%	-4%
Brazil	28%	62%	-7%
Peru	28%	60%	-1%
Switzerland	27%	63%	-2%
Spain	27%	63%	0%
Poland	26%	64%	-7%
United States	26%	63%	-1%
Canada	25%	63%	-2%
Colombia	25%	65%	0%
Argentina	25%	63%	4%
Türkiye	24%	73%	-12%
Chile	22%	69%	0%
Sweden	22%	69%	5%
Germany	21%	70%	0%
Italy	21%	70%	-6%
South Korea	21%	73%	0%
Great Britain	19%	71%	-4%
Japan	17%	64%	-1%
Hungary	15%	78%	-1%
France	13%	80%	-1%
Belgium	13%	79%	-7%
Netherlands	12%	84%	-6%

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
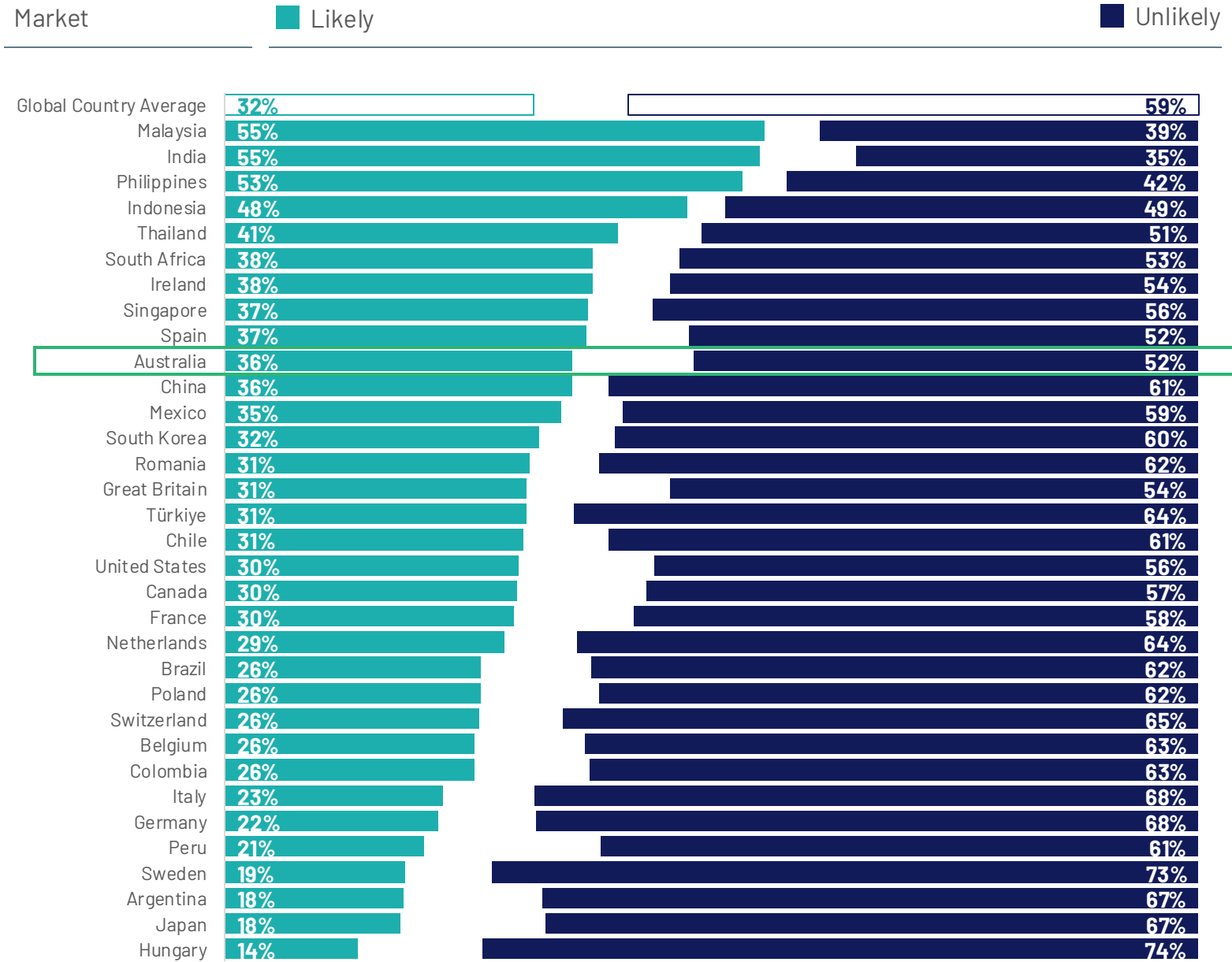
Ipsos

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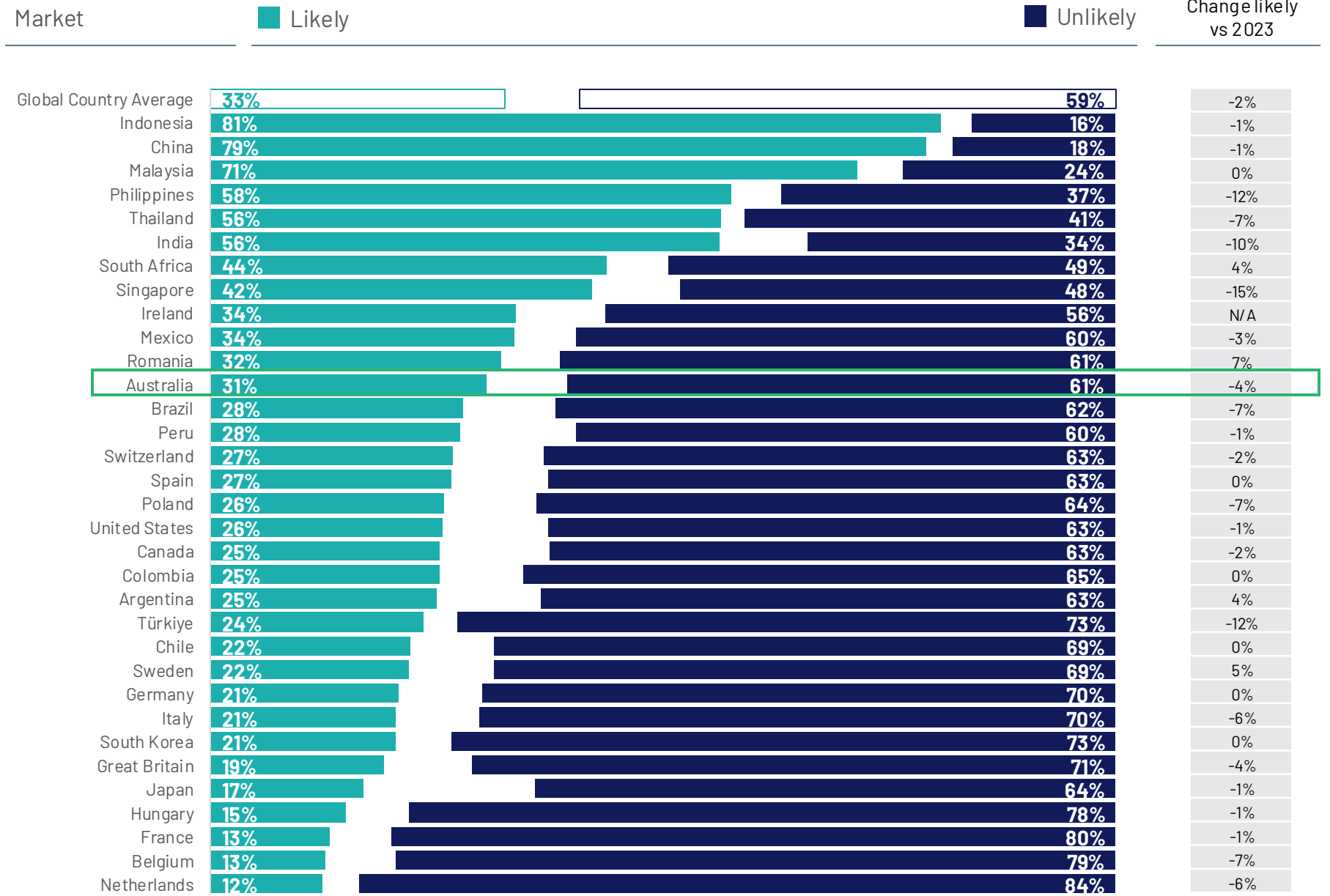
For each of the following, please tell me how likely or unlikely you think they are to happen…?

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

Market	Likely	Unlikely
Global Country Average	32%	59%
Malaysia	55%	39%
India	55%	35%
Philippines	53%	42%
Indonesia	48%	49%
Thailand	41%	51%
South Africa	38%	53%
Ireland	38%	54%
Singapore	37%	56%
Spain	37%	52%
Australia	36%	52%
China	36%	61%
Mexico	35%	59%
South Korea	32%	60%
Romania	31%	62%
Great Britain	31%	54%
Türkiye	31%	64%
Chile	31%	61%
United States	30%	56%
Canada	30%	57%
France	30%	58%
Netherlands	29%	64%
Brazil	26%	62%
Poland	26%	62%
Switzerland	26%	65%
Belgium	26%	63%
Colombia	26%	63%
Italy	23%	68%
Germany	22%	68%
Peru	21%	61%
Sweden	19%	73%
Argentina	18%	67%
Japan	18%	67%
Hungary	14%	74%

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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.

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