

### **KEY FINDINGS**

### Where we have been and where we are headed, at a glance

### 2022 IN RETROSPECT



Say "This year was a bad vear for my country", down from 77% last year and 90% in 2020

This ranges from **87%** in Hungary To **44%** in Saudi Arabia



Say "This year was a bad year for me and my family", down from 58% last year and 70% in 2020

#### **ECONOMY**



Expectations are for the economy to worsen in 2023. Large numbers expect the following to rise

INFLATION INTEREST UNEMPLOY **RATES** -MENT

79% 75% 74%

#### **WORLD SECURITY**



Think it is likely that nuclear weapons will be used in a conflict somewhere in the world in 2023 (up from 34% last year)

> This feeling has increased by more than 10pp in

25 of 31 countries

#### **ENVIRONMENT**



Expect more extreme weather than this year



Think 2023 will be the hottest year



#### SOCIETY



Think it is likely that there will be no further COVID-19 lockdowns in **60%** their country

This ranges from **82%** in Indonesia

To 43% in China

#### **TECHNOLOGY**



Expect a space rocket to be launched en route to Mars in 2023



Expect space tourism service moon trips to launch in 2023



Expect a brain **TO**/ implant to restore lost memories in 2023

#### **OUTLOOK FOR** 2023

Not surprisingly given all of this.....



Optimism that next year will be a better year than this year has fallen from

77% to 65%

And is at a 10 year low

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

61% to 46%

And is at a 10 year low



# HOW WAS IT FOR YOU?

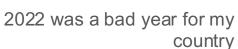
**2022 IN RETROSPECT** 

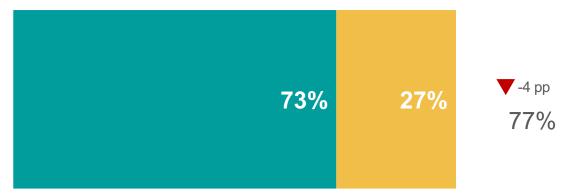


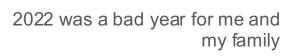
 $\mathbf{Q}$ 

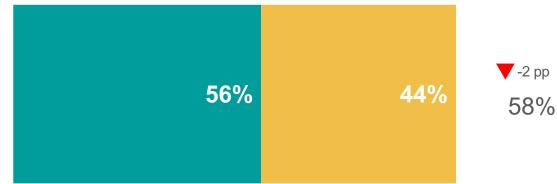
### 2022 in retrospect

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











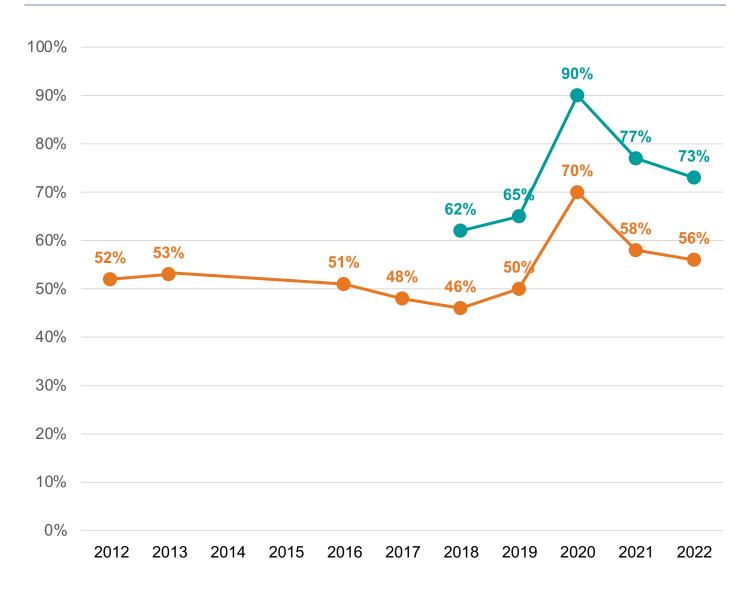
### Q.

### 2022 in an historical context

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

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022

#### Global averages - % agree



This year was a bad year for my country

This year was a bad year for me and my family



Agree

-4%

8%

3%

-4%

10%

-4%

-6%

-2%

-3%

5%

-1%

4%

-8%

-2%

1%

-6%

N/A

6%

-1%

4%

-11%

-2%

12%

-5%

N/A

-12%

13%

-12%

-14%

-23%

-16%

-12%

N/A

7%

-11%

N/A

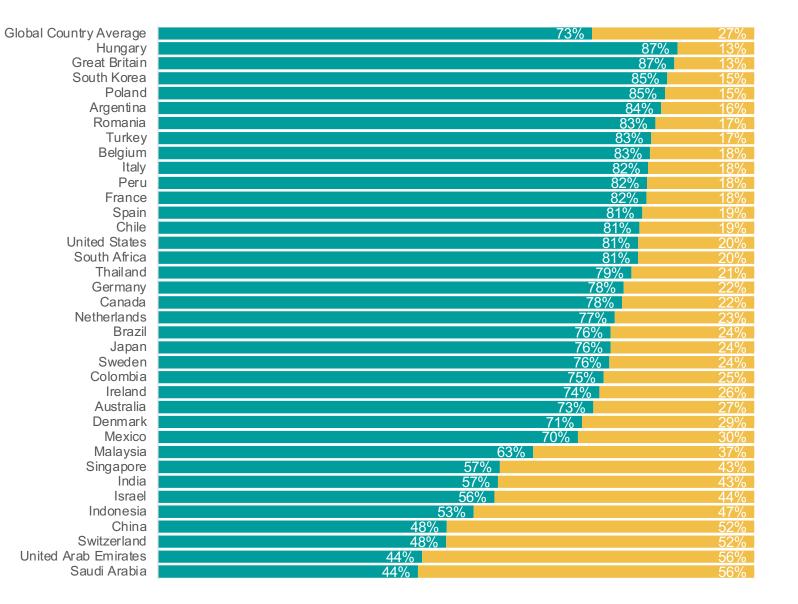
-4%

Q.

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

### 2022 was a bad year for my country







Market Agree Disagree

Change vs 2021

-2%

-2%

N/A

-7%

0%

-11%

2%

-3%

-7%

12%

0%

-7%

-9%

-5%

2%

-6%

-4%

-5%

7%

-6%

-6%

-3%

6%

-4%

N/A

-9%

12%

-6%

1%

-1%

N/A

9%

-5%

-2%

N/A

4%

-12%

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

### 2022 was a bad year for me and my family

56% 44% Global Country Average Turkey 72% 28% Thailand 71% 29% South Korea 33% 67% Argentina 66% 34% 66% 34% South Africa Hungary 66% 34% Peru 66% 34% Brazil 37% 63% Poland 62% 38% 39% Chile 61% Romania 61% 39% Mexico 60% 41% India 58% 42% 56% Canada 44% Spain 56% 44% 56% 44% Singapore Italy 55% 45% 54% Germany 46% Belgium 54% 46% 53% 47% Australia Great Britain 53% 47% 53% 47% Denmark 53% 47% France 53% 47% United Arab Emirates 47% Malaysia 53% 52% 48% Sweden Colombia 51% 49% United States 51% 49% 49% 51% Switzerland 48% 52% Ireland China 48% 52% Saudi Arabia 48% 52% 47% 53% Japan 46% 54% Indonesia Netherlands 46% 54% 35% 65% Israel



### ECONOMY IN 2023







### **Economy**

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

Global averages

▲ +4 pp Prices in my country will increase faster than 79% 14% people's incomes 75% Inflation in my country will be higher in 2023 75% 17% N/A than in 2022 Interest rates in my country will be higher in 74% 16% N/A 2023 than in 2022 Unemployment in my country will be higher in 68% 22% N/A 2023 than in 2022 ▲ +15 pp Major stock markets around the world will 50% 31% 35% crash My country will need to be bailed out with 46% emergency funding from the IMF (the 37% N/A International Monetary Fund)

Likely

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Unlikely

% Likely 2021

Market

4%

8%

4%

8%

3%

14%

4%

5%

9%

7%

9%

N/A

2%

4%

1%

8%

-1%

N/A

2%

2%

2%

8%

6%

3%

12%

5%

9%

12%

-2%

N/A

4%

-2%

N/A

10%

-25%

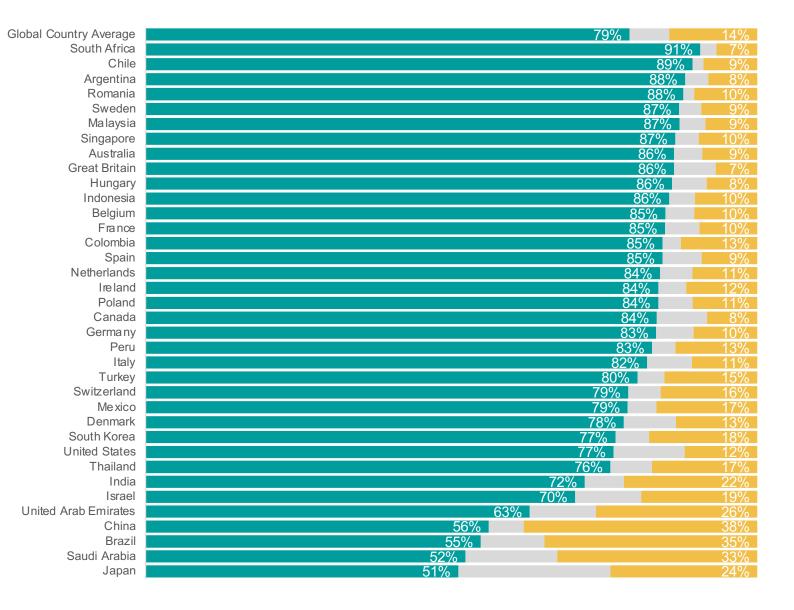
7%

18%

Q.

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

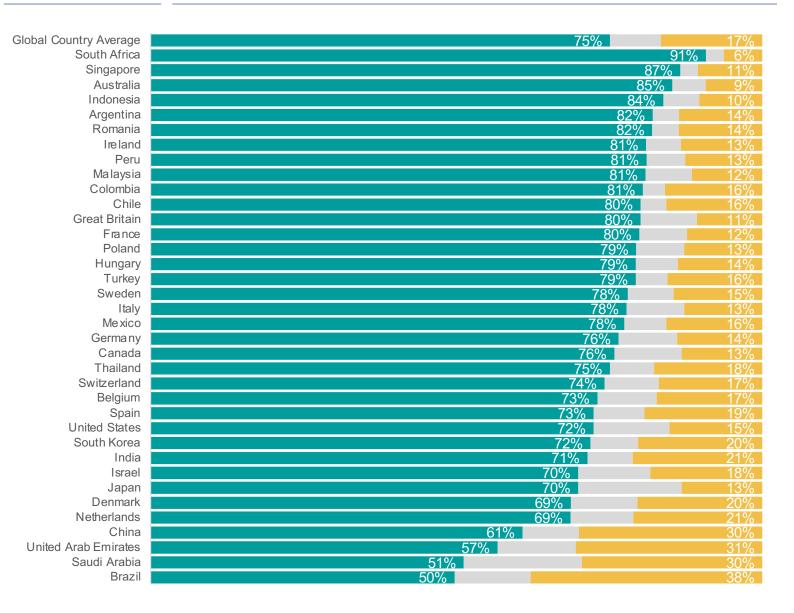
Prices in my country will increase faster than people's incomes





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 2023 than in 2022





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

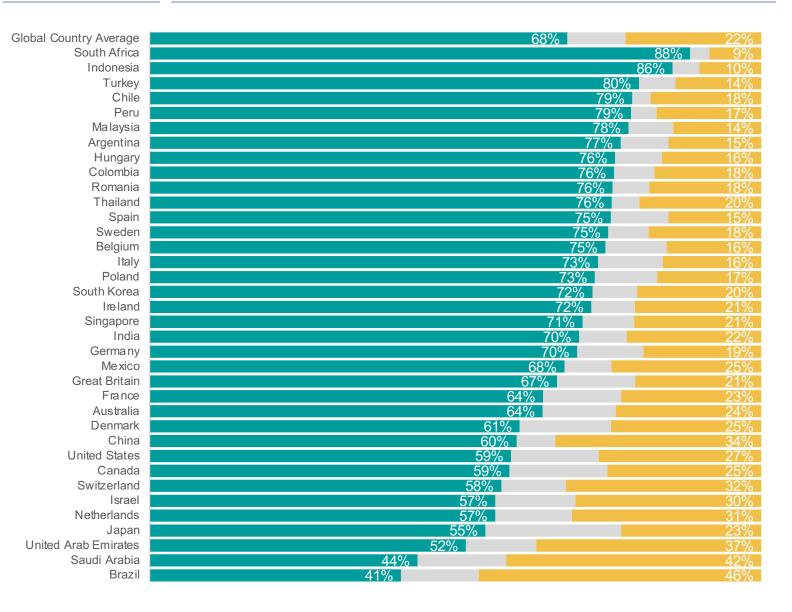
Interest rates in my country will be higher in 2023 than in 2022

Global Country Average 74% 16% South Africa 90% Australia 87% Romania 84% 11% **Great Britain** 84% Chile 84% Colombia 83% 14% Ireland 83% 11% Singapore 83% Sweden 82% 11% Canada 82% Indonesia 82% 10% Spain 81% 10% Argentina 80% 12% Peru 80% 15% 78% France 10% 78% Poland 13% 78% Malaysia 78% 11% Netherlands Mexico 76% United States 76% 10% South Korea 75% 18% 74% 16% Israel Italy 74% 14% 73% 21% Thailand 72% 12% Hungary Germany 72% 16% 71% India Turkey 69% 16% Switzerland 69% Denmark Belgium 68% 17% 59% China 59% 24% United Arab Emirates 52% 37% Brazil Saudi Arabia 48% 31% Japan



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 2023 than in 2022





Q.

For each of the following, please

tell me how likely or unlikely you

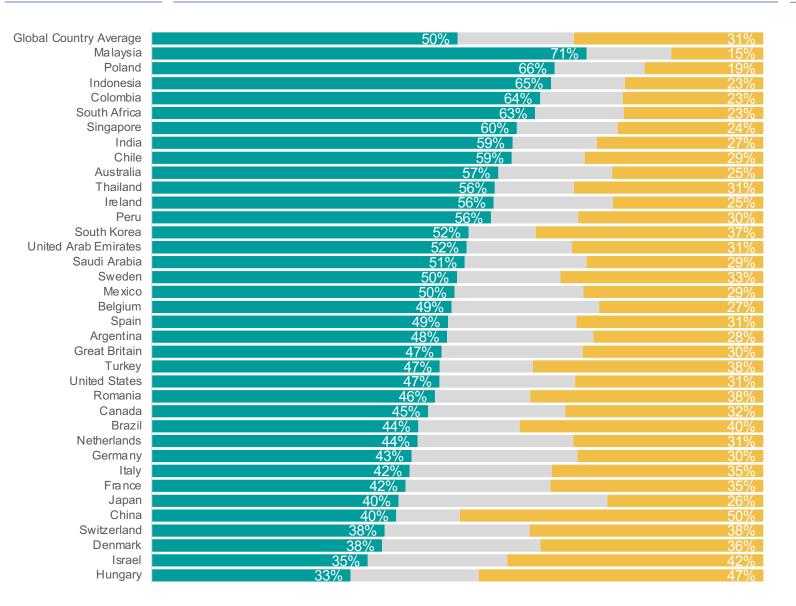
think they are to happen...?

Market

Likely

# Major stock markets around the world will crash







Change

vs 2021

15%

15%

11%

N/A

29%

21%

15%

18%

19%

19%

N/A

N/A

24%

26%

N/A

20%

23%

21%

19%

11%

15%

15%

4%

10%

13%

16%

6%

9%

8%

13%

16%

10%

15%

2%

10%

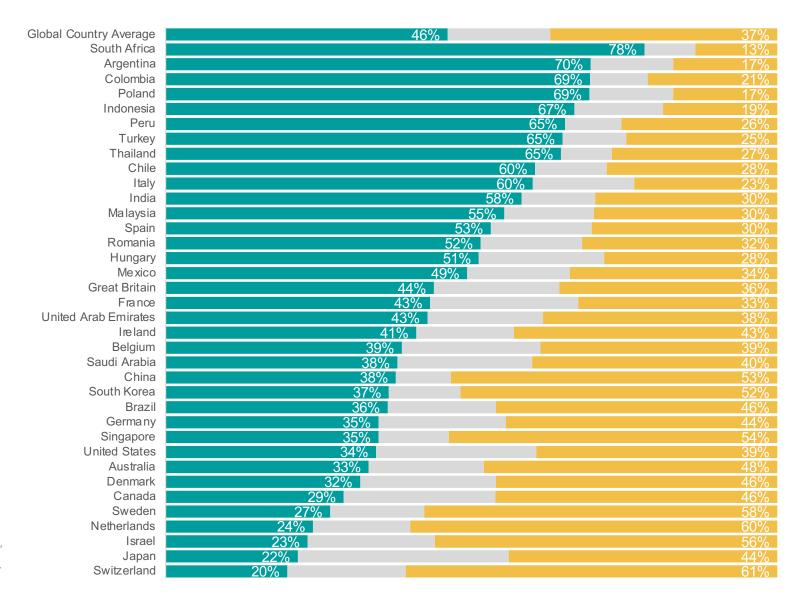
8%

9%

Unlikely

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

My country will need to be bailed out with emergency funding from the IMF





### WORLD SECURITY IN 2023



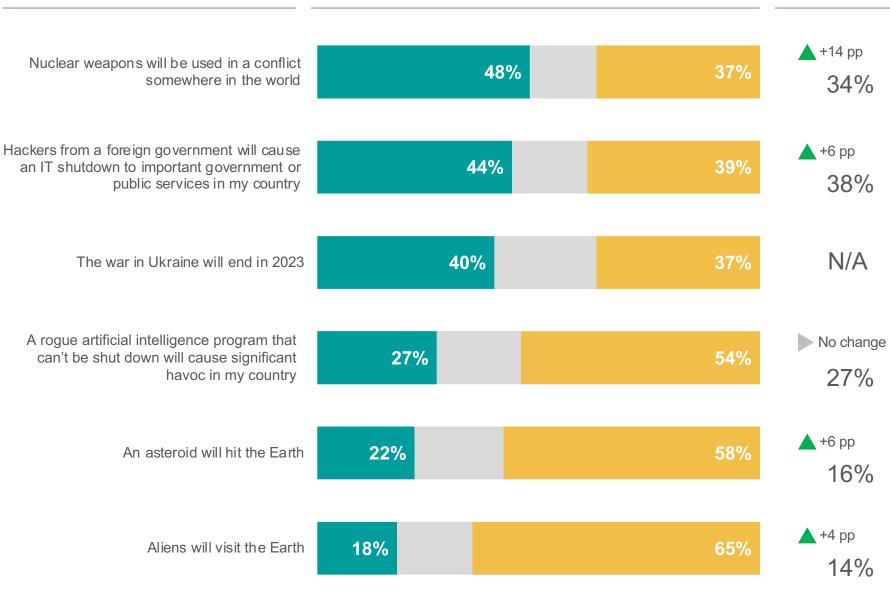


Q.

### **World Security**

Global averages

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



Likely

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Unlikely

% Likely 2021

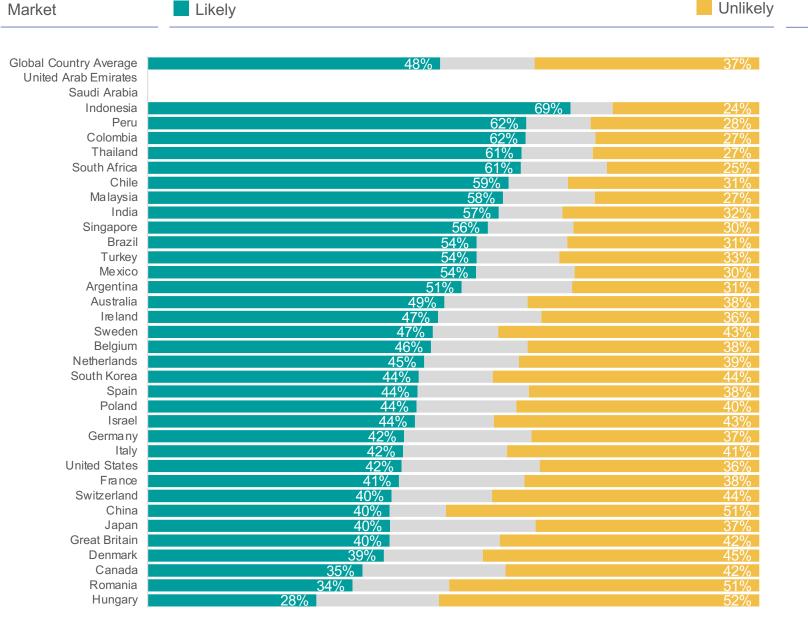
For each of the following, please tell me how likely or unlikely you

think they are to happen...?

Market

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

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022. This question was not asked in Saudi Arabia or the UAE.





Change

vs 2021

14%

N/A

N/A

N/A

25%

15%

N/A

10%

15%

1%

17%

16%

13%

2%

13%

14%

11%

N/A

17%

18%

10%

12%

13%

10%

3%

18%

13%

13%

14%

11%

9%

13%

16%

16%

9%

5%

14%

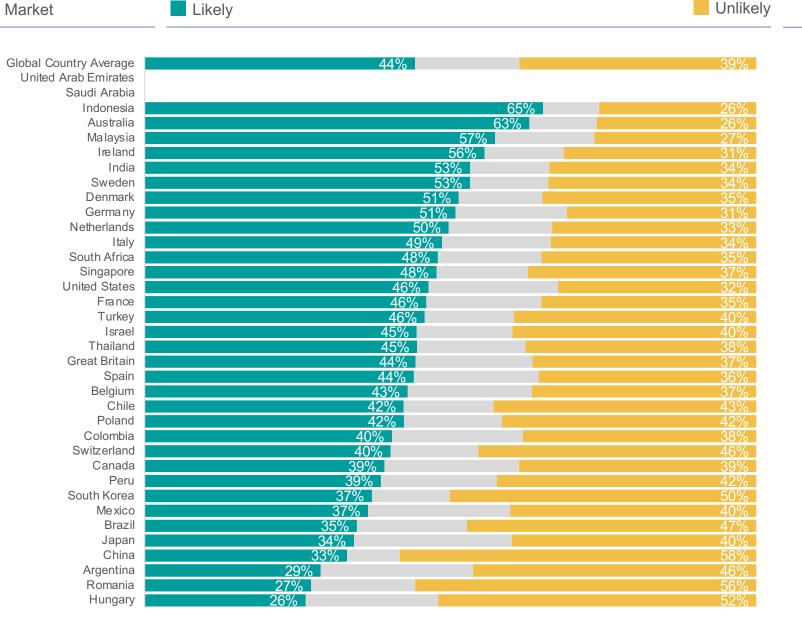
Unlikely

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

Market

Hackers from a foreign government will cause a global IT shutdown

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022. This question was not asked in Saudi Arabia or the UAE.





Change

vs 2021

6%

N/A

N/A

N/A

19%

8%

N/A

12%

12%

16%

20%

12%

18%

0%

4%

3%

7%

-9%

-6%

N/A

6%

-7%

-1%

3%

-4%

-1%

2%

5%

7%

-1%

6%

1%

4%

14%

-3%

-11%

-8%

Unlikely

Market Likely

Global Country Average

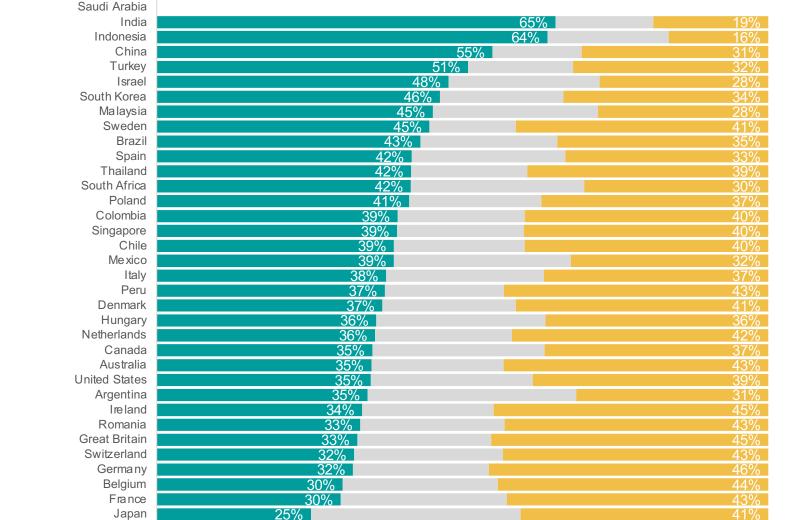
United Arab Emirates

Unlikely

37%

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 2023



40%

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022. This question was not asked in Saudi Arabia or the UAE.



Likely

0%

N/A

N/A

0%

7%

N/A

N/A

3%

11%

-9%

-2%

7%

3%

-2%

-4%

2%

-2%

0%

N/A

-6%

3%

8%

-5%

-2%

-7%

-9%

0%

1%

-3%

2%

2%

-3%

0%

-11%

-10%

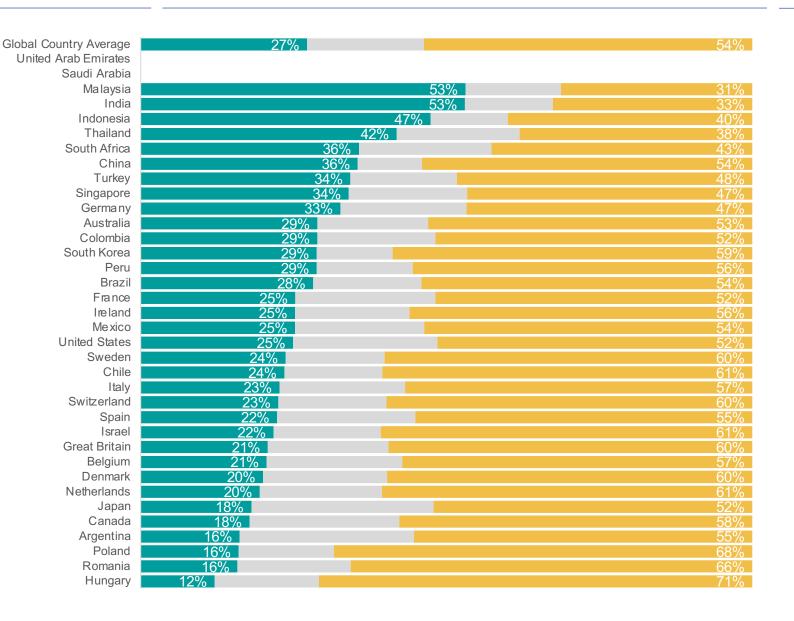
-8%

-3%

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

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

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022. This question was not asked in Saudi Arabia or the UAE.





Q.

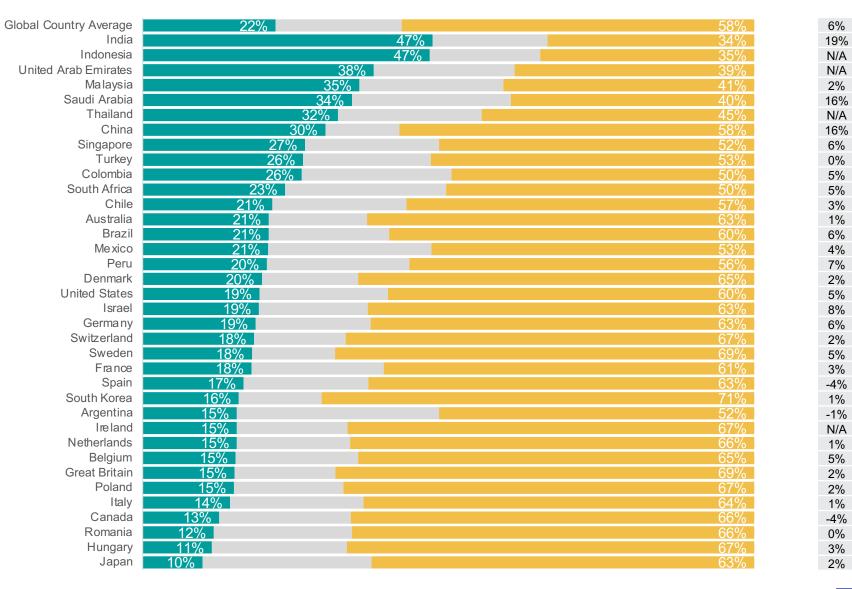
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Market

Likely

### An asteroid will hit the Earth

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022





Change

vs 2021

Unlikely

Q.

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

Market

Global Country Average

Likely

18%

#### Aliens will visit Earth

India 43% 40% Saudi Arabia 38% 43% United Arab Emirates 36% 41% Thailand 29% 46% Colombia 26% 51% China 25% 65% Peru 23% 56% Indonesia 22% 62% 22% Singapore 57% Mexico 21% 56% Malaysia 21% Turkey 20% 62% South Africa 19% Brazil 19% 63% 62% Chile 19% Argentina 56% 18% Denmark 18% 64% United States 17% 17% Germany 71% 16% Australia Ireland 74% 15% 68% Spain 15% Sweden 75% 15% Italy 13% 13% 67% Romania 12% France 75% South Korea 12% 12% Hungary 70% 12% Canada 11% 78% Netherlands **Great Britain** 10% 78% Switzerland 10% 77% 78% 10% Israel 10% 76% Poland Belgium 10% 79% 8% 68% Japan

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Change

vs 2021

4%

13%

10%

N/A

N/A

9%

14%

9%

N/A

8%

2%

6%

1%

4%

1%

-2%

2%

4%

4%

7%

-1%

N/A

5%

7%

1%

-4%

6%

1%

3%

1%

2%

0%

-4%

1%

0%

4%

-2%

Unlikely

65%

## ENVIRONMENT IN 2023



### **Environment**

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

Global averages

▲ +5 pp There will be more extreme weather events in 65% 21% my country in 2023 than there were in 2022 60% 2023 will be the hottest year on record in my 57% 23% N/A country **▲** +6 pp A natural disaster will hit a major city in my 45% 37% country 39% **-**3 pp People will fly less than they did in 2019 42% 45% (before the Covid-19 pandemic) 45% Parts of my country will become unlivable 36% 50% N/A because of an extreme weather event The number of bicycles will outnumber the N/A 34% number of cars in the capital city of my 52% country There will be a breakthrough technology 32% 54% N/A developed which will halt climate change

Likely

Base: 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022



Unlikely

% Likely 2021

Market Likely

Unlikely

Change vs 2021

5%

N/A

8%

5%

6%

11%

N/A

N/A

1%

10%

3%

7%

12%

1%

-4%

1%

10%

-1%

0%

0%

10%

7%

3%

3%

3%

2%

6%

2%

-1%

10%

0%

-2%

3%

-2%

N/A

-3%

19%

Q.

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

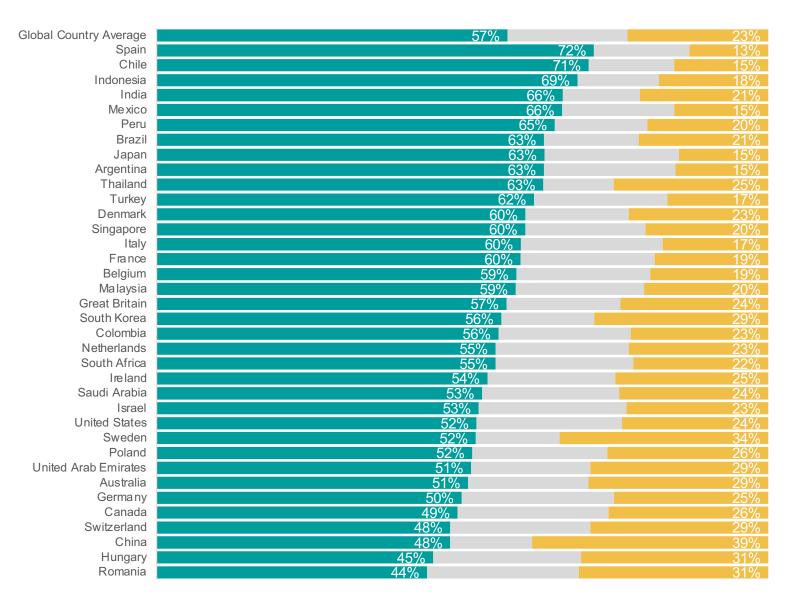
There will be more extreme weather events in my country in 2023 than there were in 2022

65% 21% Global Country Average Indonesia 83% France 74% 14% 73% Australia Chile 72% Spain 72% 14% Ireland 72% 19% Thailand 70% 20% **Great Britain** 70% Malaysia 70% 16% Singapore 70% 21% India 69% Colombia 69% 18% Italy 69% 18% Netherlands 68% 21% Turkey 67% 18% 67% Mexico 19% Canada 67% 21% 66% Denmark Belgium 66% 25% South Korea 66% South Africa 66% 65% Hungary 64% Poland 18% **United States** 64% 63% 17% Japan 62% Germany 30% 62% Sweden 62% Israel 61% Peru Argentina 61% Brazil 60% 28% Switzerland 57% 56% China United Arab Emirates 54% 29% 54% Romania 46% 29% Saudi Arabia



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

# 2023 will be the hottest year on record





Market Likely Unlikely

Change vs 2021

6%

N/A

N/A

N/A

8%

2%

N/A

12%

10%

0%

11%

10%

-3%

11%

5%

14%

6%

17%

12%

5%

6%

-1%

4%

-8%

6%

-3%

1%

14%

1%

5%

-3%

N/A

8%

-5%

-5%

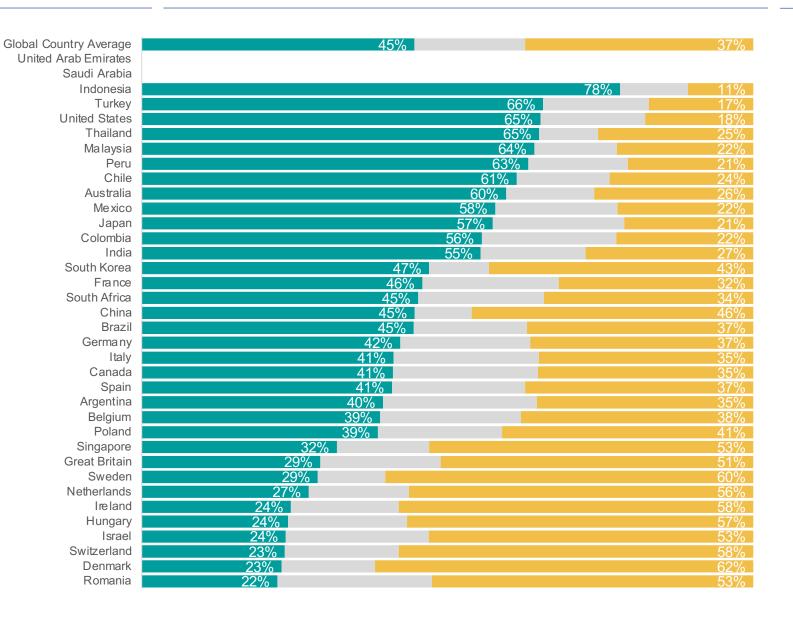
2%

-5%

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

### A natural disaster will hit a major city in my country







Q.

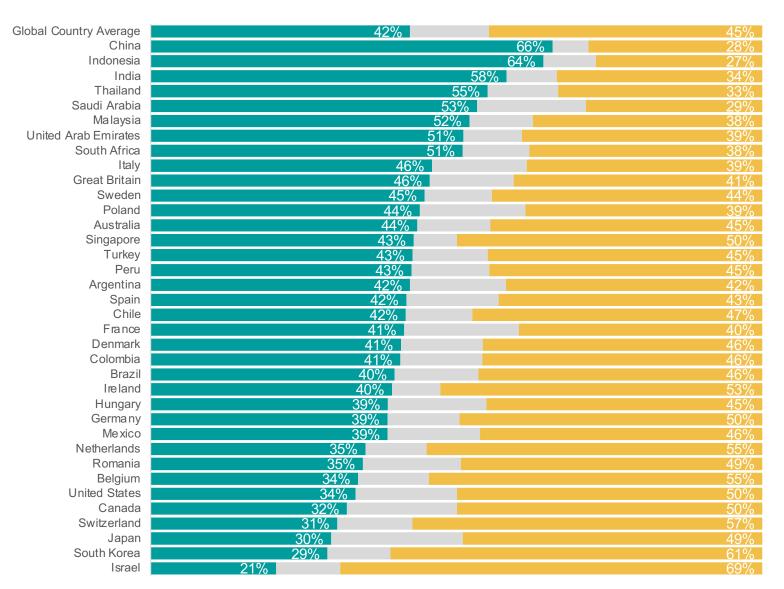
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Market

Likely

### People will fly less than they did in 2019







Change

vs 2021

-3%

-2%

N/A

6%

N/A

24%

-14%

N/A

-6%

0%

-10%

-5%

1%

-13%

-24%

5%

0%

-1%

5%

0%

2%

-8%

7%

3%

N/A

2%

-1%

-1%

0%

-9%

7%

-9%

-19%

-16%

-6%

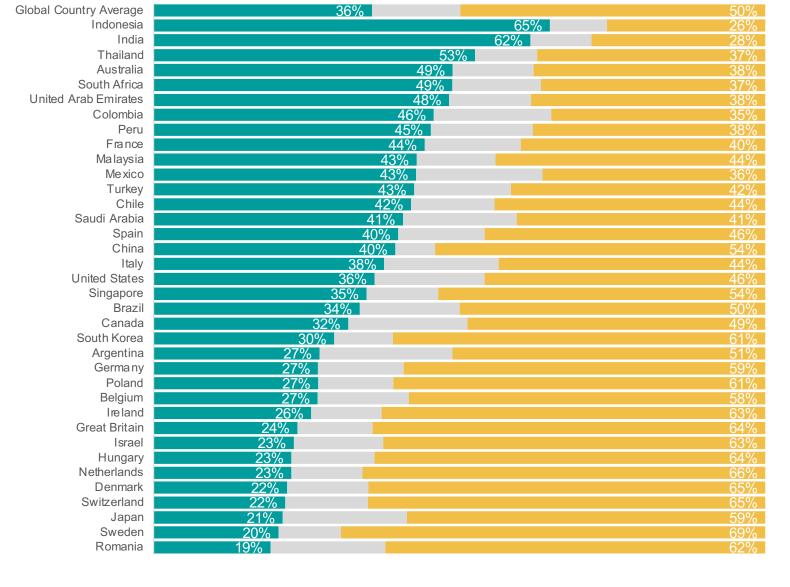
-6%

-23%

Unlikely

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

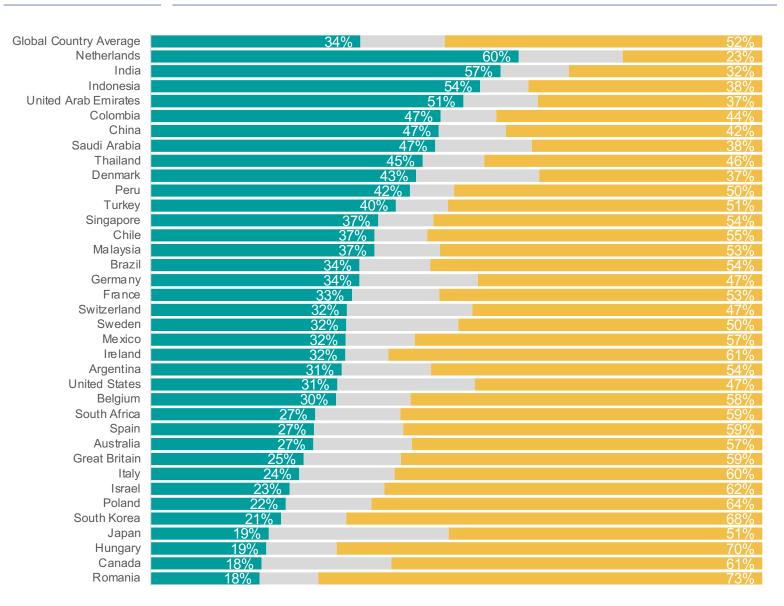




For each of the following, please tell me how likely or unlikely you think they are to happen...?

The number of bicycles will outnumber the number of cars in the capital city of my country



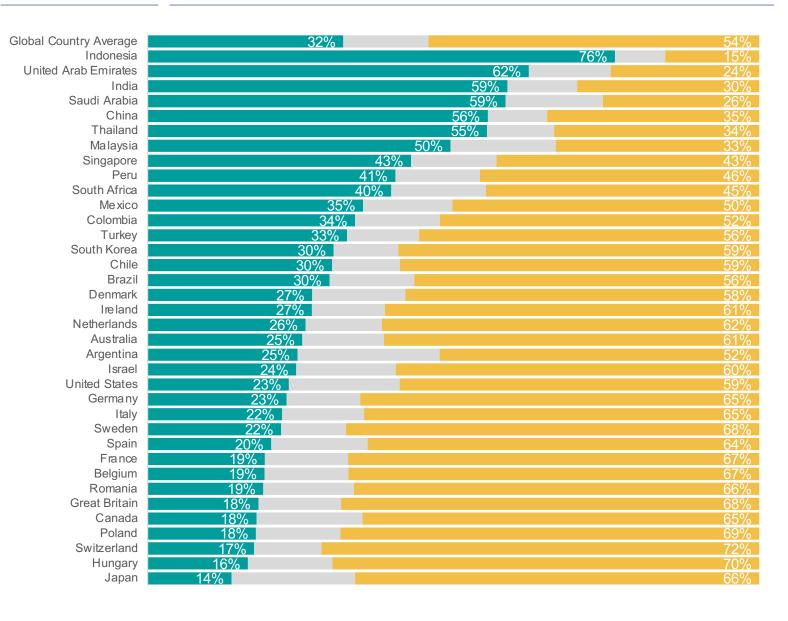




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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







### SOCIETY IN 2023





### **Society**

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

There will be no further Covid-19 lockdowns in my country

Global averages

60%

27%

N/A

Many more people will live their lives in virtual worlds 56%

32%

**1** pp

57%

It will become normal for businesses in my country to implement a four-day working week 37%

N/A

People in my country will become more tolerant of each other 34%

55%

28%

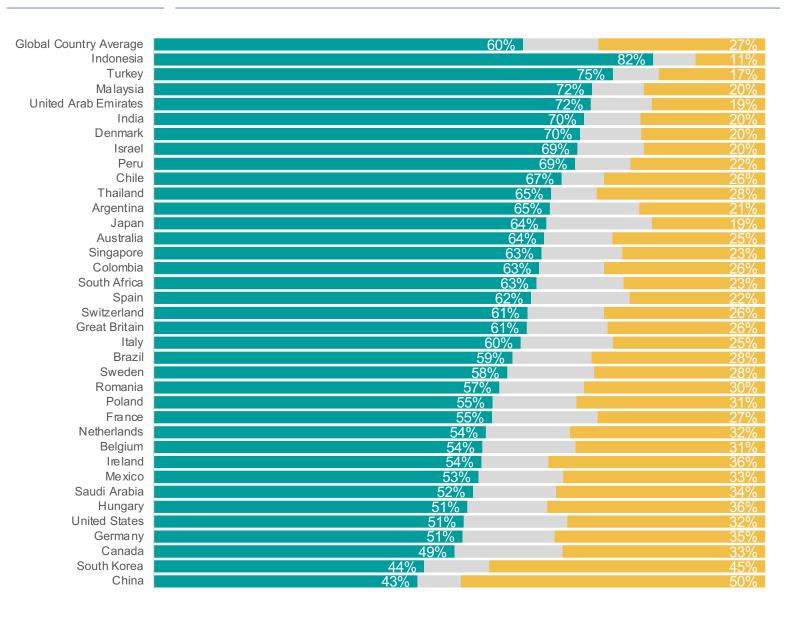
▲ +6 pp



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

There will be no further Covid-19 lockdowns in my country







-1%

N/A

1%

-5%

11%

-3%

-2%

-7%

-7%

-6%

N/A

-6%

N/A

-6%

-1%

-1%

0%

-4%

-15%

-6%

-10%

-2%

16%

-3%

1%

17%

0%

N/A

0%

-3%

-8%

-5%

-2%

-11%

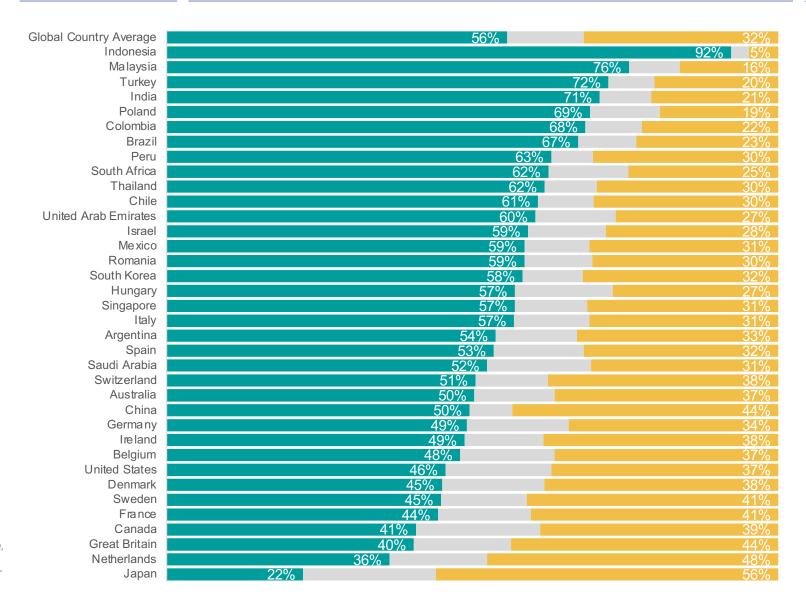
-3%

-8%

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

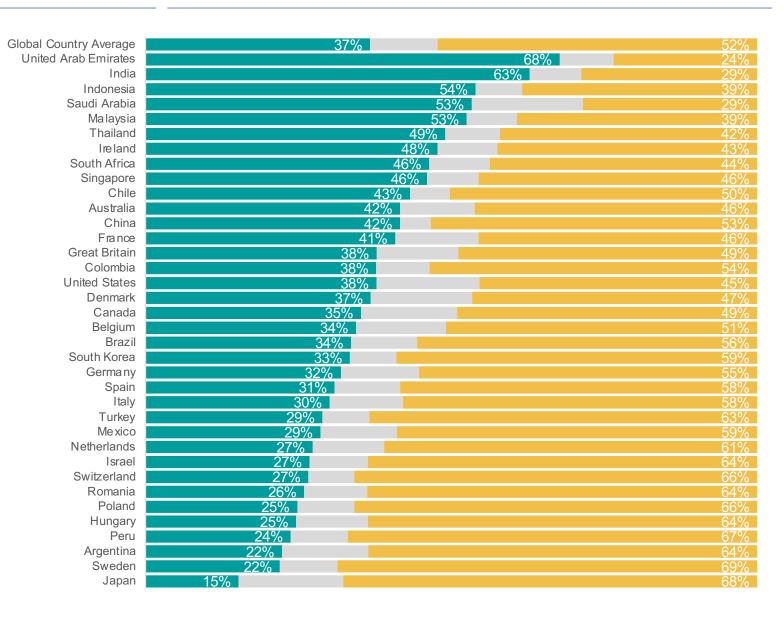




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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







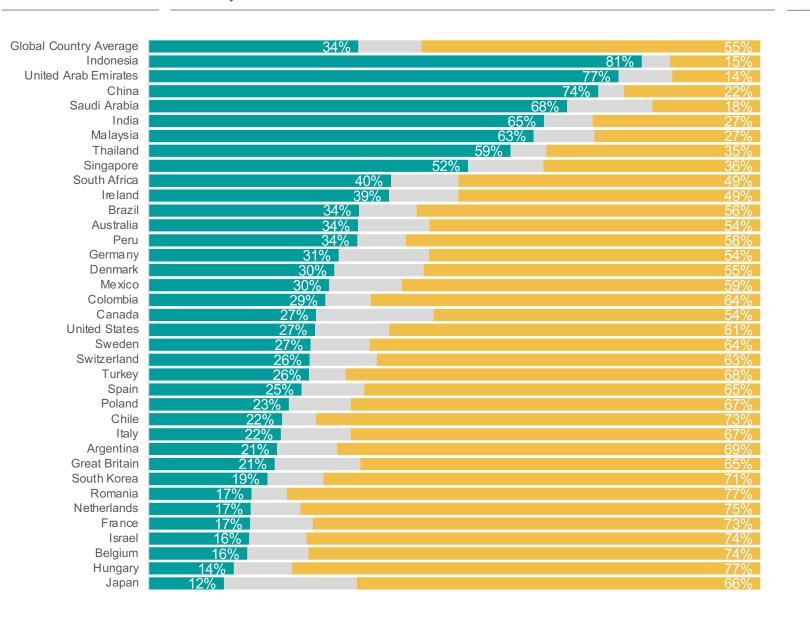
For each of the following, please tell me how likely or unlikely you think they are to happen...?

Market

Likely

People in my country will become more tolerant of each other

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Change

vs 2021

6%

N/A

N/A

-9%

9%

5%

-3%

N/A

13%

2%

N/A

7%

2%

6%

11%

2%

-4%

8%

0%

6%

6%

1%

-6%

3%

4%

3%

2%

2%

3%

-2%

-1%

2%

8%

4%

5%

4%

-3%

Unlikely

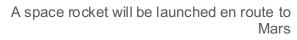
# TECHNOLOGY IN 2023



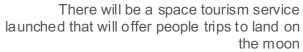


#### **Technology**

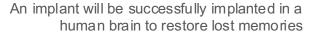
For each of the following, please tell me how likely or unlikely you think they are to happen...?













N/A

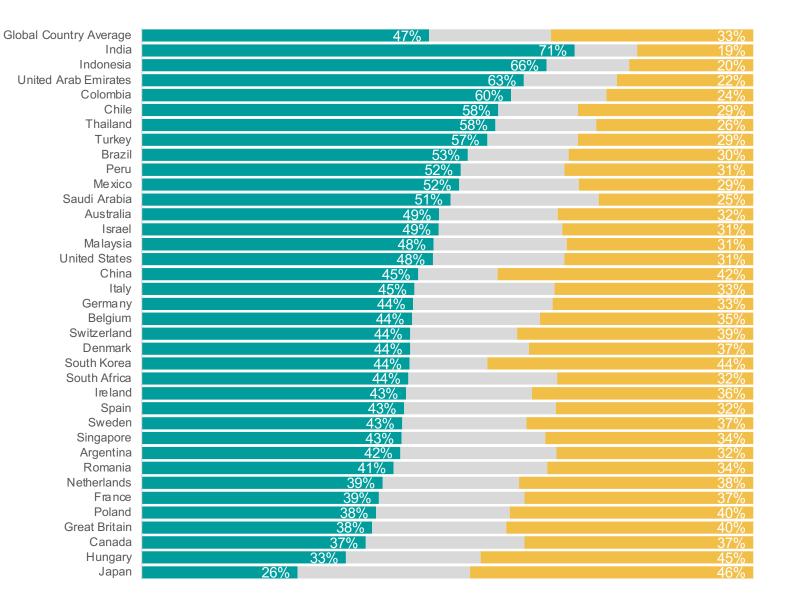
N/A

N/A



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

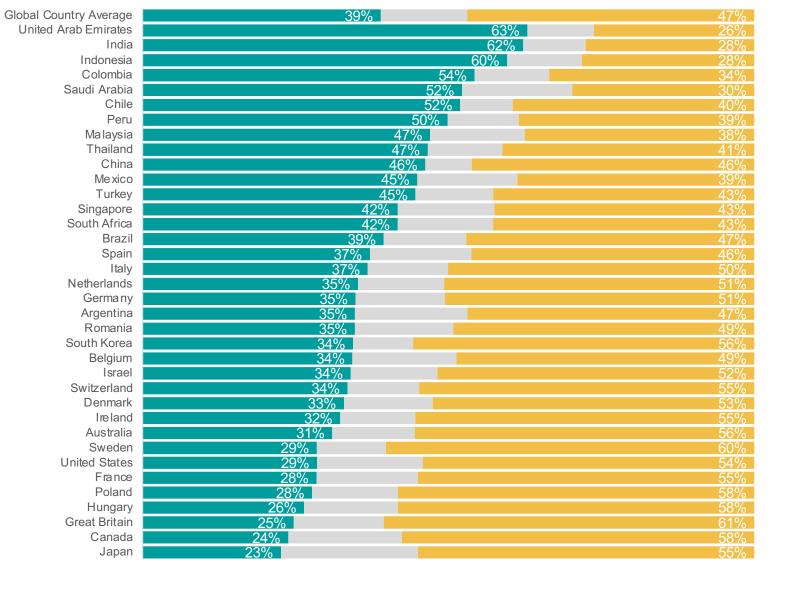
#### A space rocket will be launched en route to Mars





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

There will be a space tourism service launched that will offer people trips to land on the moon



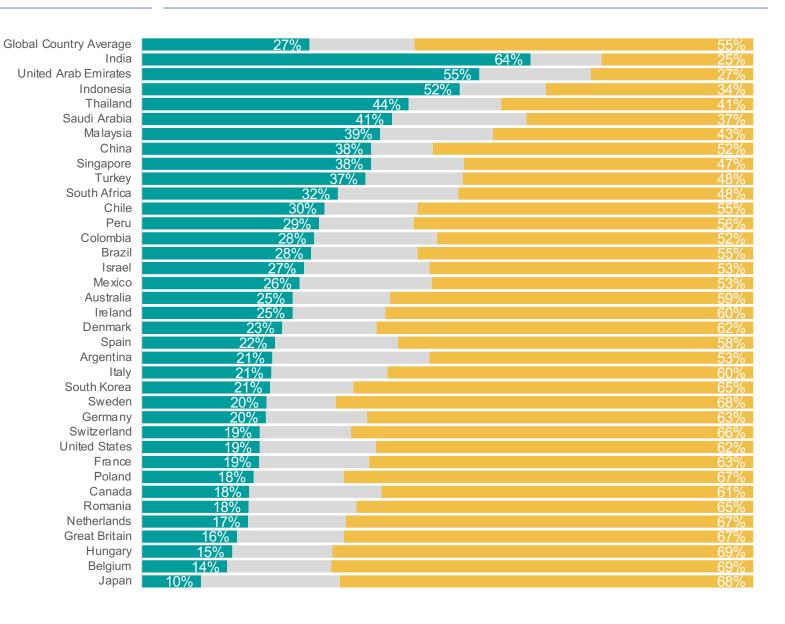


Market Likely

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

An implant will be successfully implanted in a human brain to restore lost memories







### OUTLOOK FOR 2023



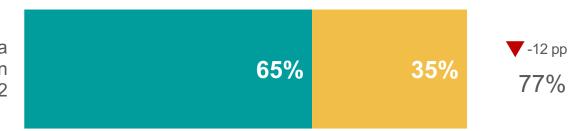
#### **Outlook for 2023**

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 2023



I am optimistic that 2023 will be a better year for me than it was in 2022



The global economy will be stronger in 2023 than it was in 2022



**-**15 pp

-1 pp

75%

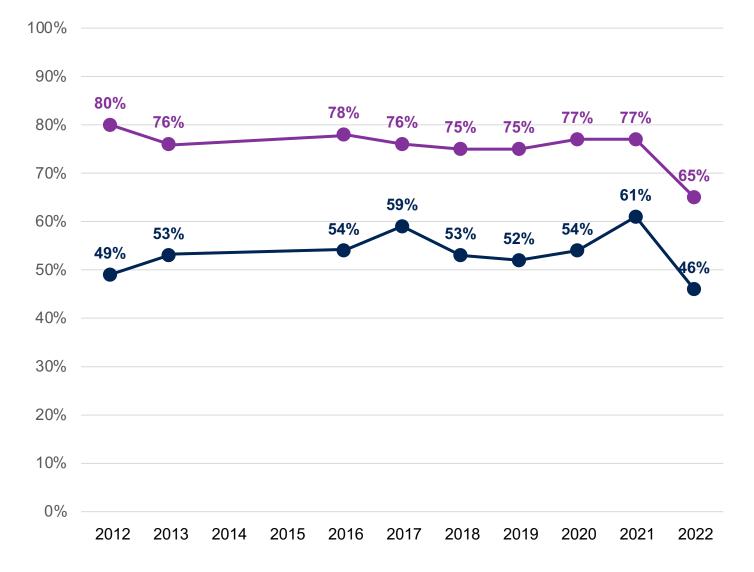
61%



#### **Outlook for 2023**

Global averages - % agree

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



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

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



Market

Agree

Disagree

Change vs 2021

-1%

-1%

-3%

-2%

-7%

-1%

-3%

N/A

-2%

-5%

N/A

2%

-2%

N/A

-5%

-7%

-6%

-4%

-5%

-6%

1%

3%

-4%

N/A

-4%

-6%

0%

-3%

2%

0%

-2%

-1%

-5%

-2%

-5%

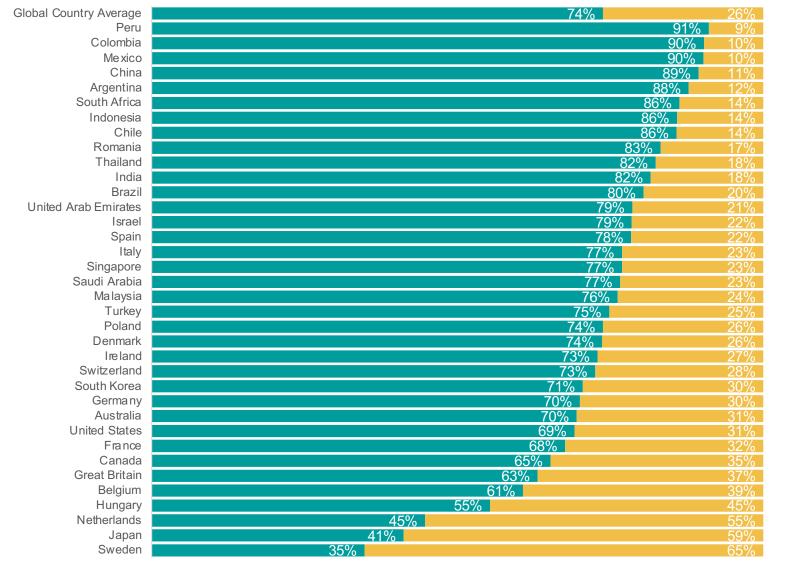
-3%

12%

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 2023







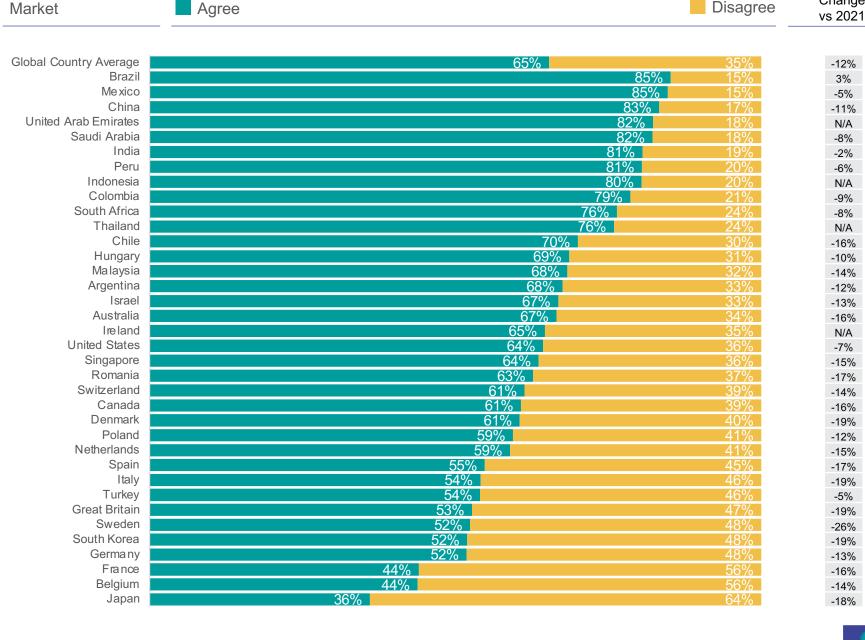
statements:

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

Market

I am optimistic that 2023 will be a better year for me than it was in 2022

Base: 24,471 adults aged 18-74 in the United States. Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022





Change

-12%

3%

-5%

-11%

N/A

-8%

-2%

-6%

N/A

-9%

-8%

N/A

-16%

-10%

-14%

-12%

-13%

-16%

N/A

-7%

-15%

-17%

-14%

-16%

-19%

-12%

-15%

-17%

-19%

-5%

-19%

-26%

-19%

-13%

-16%

-14%

-18%

Disagree

statements:

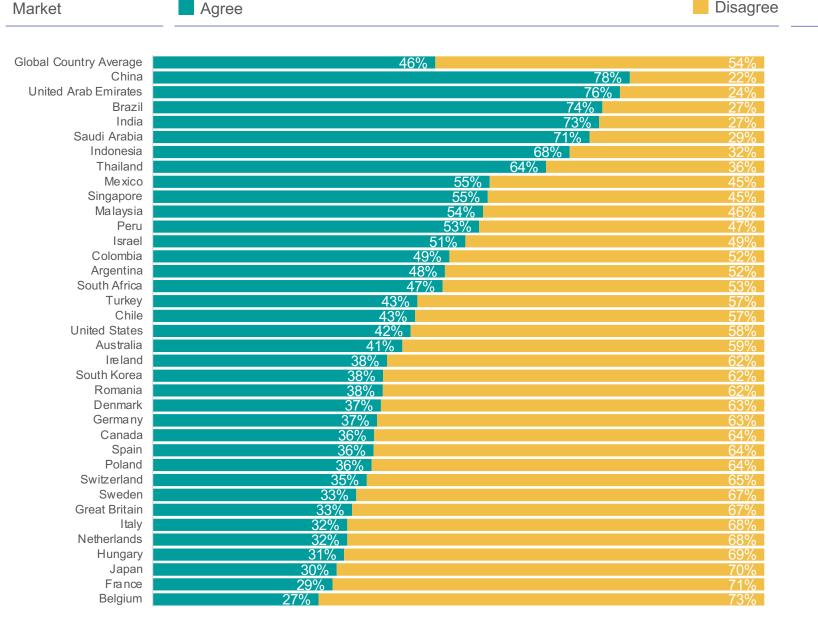
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree

very much with the following

Market

The global economy will be stronger in 2023 than it was in 2022

Base: 24,471 adults aged 18-74 in the United States. Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets. Friday, October 21 - Friday, November 4, 2022





Change

vs 2021

-15%

-9%

N/A

9%

-7%

-8%

N/A

N/A

-17%

-16%

-21%

-21%

-3%

-15%

-4%

-17%

3%

-13%

-12%

-28%

N/A

-25%

-15%

-28%

-17%

-26%

-22%

-12%

-29%

-32%

-23%

-26%

-27%

-16%

-32%

-20%

-17%

Disagree

#### TECHNICAL NOTE

These are the results of a 36-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 24,471 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 26 other markets between Friday, October 21 and Friday, November 4, 2022.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Mexico, Spain, South Africa, South Korea, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Denmark, Hungary, India, Indonesia, Ireland, Israel, Malaysia, the Netherlands, Peru, Poland, Romania, Saudi Arabia, Singapore, Sweden, Switzerland, Turkey, and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, Denmark, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, South Korea, Spain, Sweden, Switzerland, 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, Colombia, India, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and United Arab Emirates 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.

The data is weighted so that each country's sample composition 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 where 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.

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.



#### **ABOUT IPSOS**

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

#### **GAME CHANGERS**

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

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth: You act better when you are sure.



## THANK YOU

**GAME CHANGERS** 

