

### **KEY FINDINGS**

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

### 2022 IN RETROSPECT



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

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

**56%** 



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

PRICES INFLATION INTEREST UNEMPLOY RATES -MENT

79% 75% 74% 68%

#### **WORLD SECURITY**

48%



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 events next year than this year



Think 2023 will be the hottest year on record in their country



#### SOCIETY



Think it is likely that there will be no further COVID-19 lockdowns in 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



39%

Expect space tourism service moon trips to launch in 2023



Expect a brain million 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?

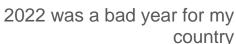
**2022 IN RETROSPECT** 



### Q.

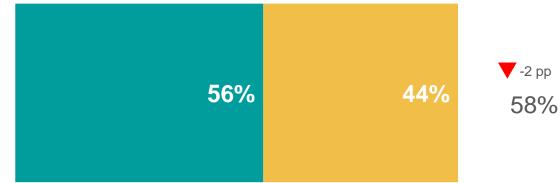
### 2022 in retrospect

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



Disagree % Likely 2021

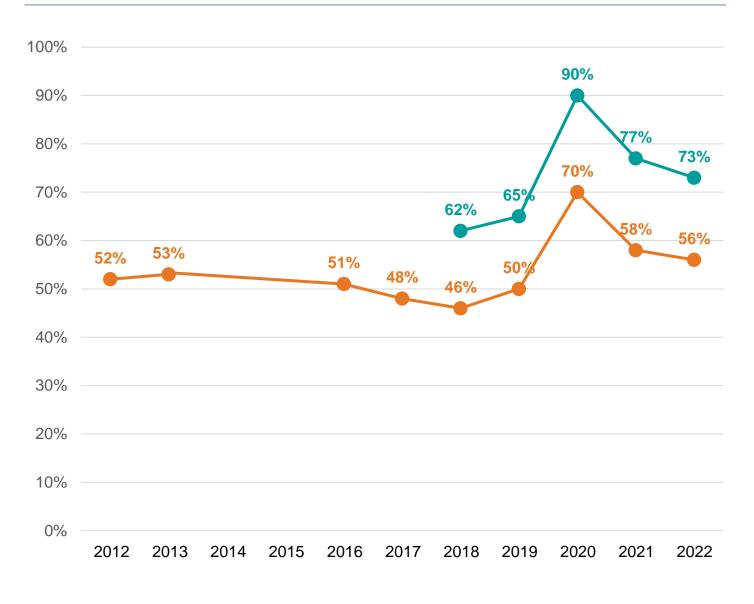
### Q.

### 2022 in an historical context

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

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This year was a bad year for my country

This year was a bad year for me and my family



Global Country Average

73%

-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%

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

Hungary 87% 13% **Great Britain** 87% 13% South Korea 85% 15% Poland 85% Argentina 84% Romania 83% 83% Turkey Belgium 83% Italy 82% 18% Peru 82% 82% 18% France Spain 81% Chile 19% 81% **United States** 81% South Africa 81% Thailand 79% 21% 78% Germany 78% 22% Canada Netherlands 77% Brazil 24% 76% 24% Japan 76% Sweden 24% 76% Colombia 25% 75% Ireland 74% 26% Australia 73% 27% 71% 29% Denmark Mexico 70% 30% Malaysia 63% 37% 43% Singapore 57% India 57% 43% 56% 44% Israel 53% 47% Indonesia 48% 52% China 48% 52% Switzerland **United Arab Emirates** 44% 56% 44% 56% Saudi Arabia



Base: 24,471 adults aged 18-74 in the United States,

and Turkey, 20-74 in Thailand, 21-74 in Indonesia and

21 - Friday, November 4, 2022

Canada, Republic of Ireland, Israel, Malaysia, South Africa,

Singapore, and 16-74 in 26 other markets. Friday, October

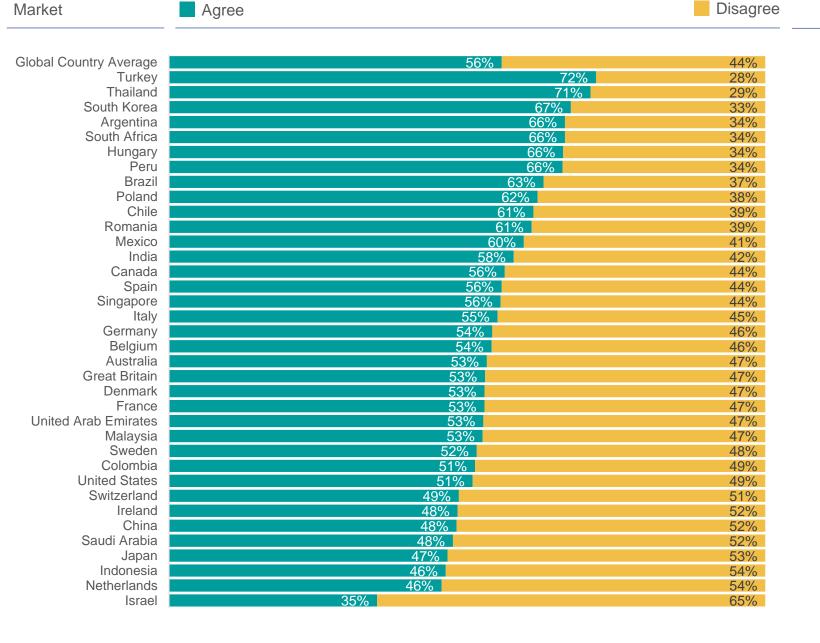


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

Market

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

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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%

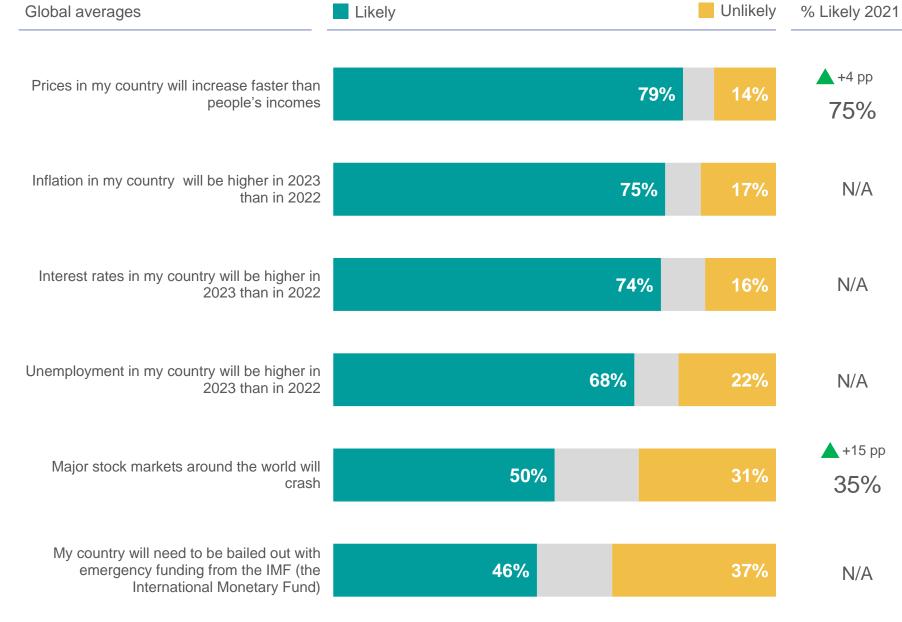
### ECONOMY IN 2023





### **Economy**

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





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

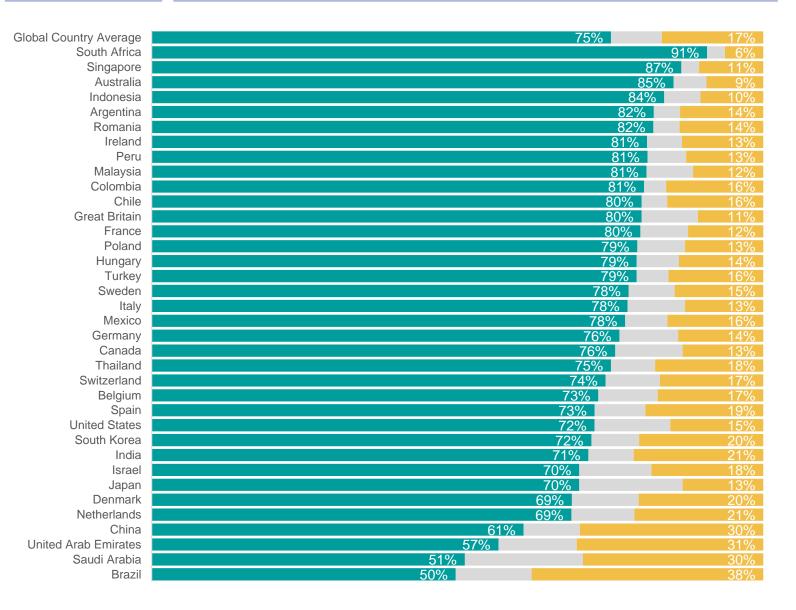
Global Country Average 79% 14% South Africa 91% Chile 89% Argentina 88% 8% 88% Romania Sweden 87% Malaysia 87% Singapore 87% Australia 86% **Great Britain** 86% 7% Hungary 86% Indonesia 86% 10% Belgium 85% 10% France 85% 10% Colombia 85% 13% Spain 85% Netherlands 84% 84% Ireland Poland 84% Canada 84% 83% 10% Germany Peru 13% 83% 82% 11% Italy 80% Turkey Switzerland 79% 16% 79% 17% Mexico 78% Denmark South Korea 77% **United States** 77% 76% 17% Thailand 72% India 70% 19% Israel 63% 26% United Arab Emirates 56% 38% China 55% 35% Brazil 33% 52% Saudi Arabia 24% 51% Japan



Q

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

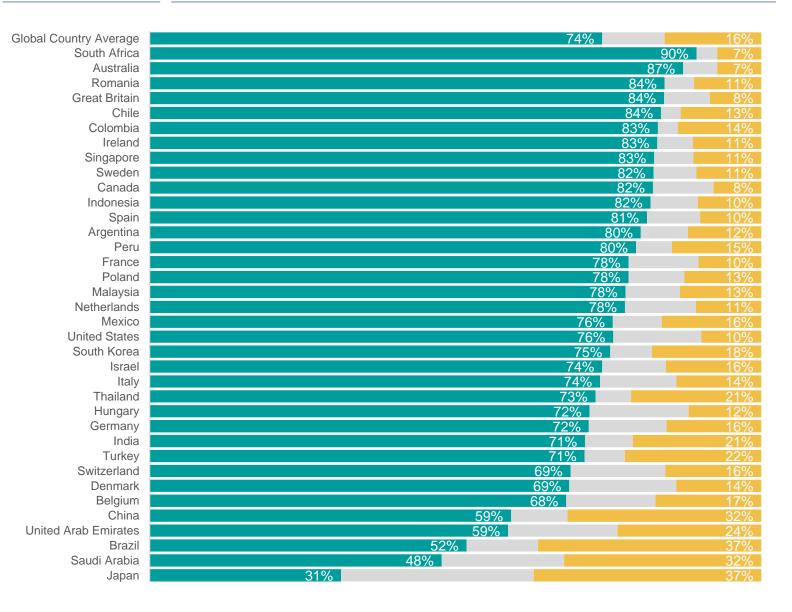
Inflation in my country will be higher in 2023 than in 2022





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





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 2023 than in 2022

Global Country Average 68% South Africa 88% Indonesia 86% 10% Turkey 80% 14% Chile 79% 18% Peru 79% 78% Malaysia Argentina 77% 15% Hungary 76% Colombia 76% Romania 76% 18% Thailand 76% 20% Spain 75% 15% Sweden 75% Belgium 75% Italy 73% Poland 73% South Korea 72% 72% 21% Ireland 71% Singapore India 70% Germany 70% 25% Mexico 68% 67% 21% **Great Britain** 64% 23% France 64% 24% Australia 61% Denmark China 60% 59% **United States** 25% 59% Canada 58% Switzerland 57% 30% Israel 57% 31% Netherlands 55% 23% Japan 52% United Arab Emirates 37% 42% 44% Saudi Arabia 46% 41% Brazil



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%

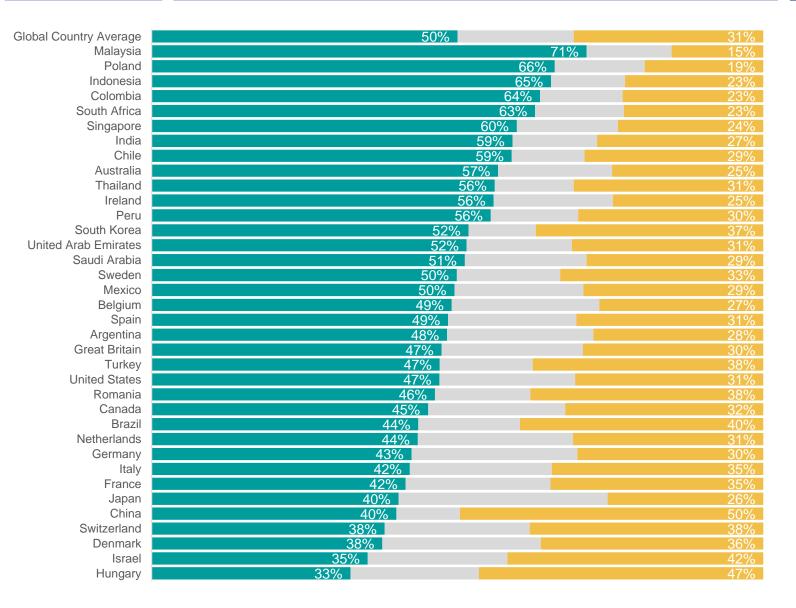
8%

9%

Q.

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

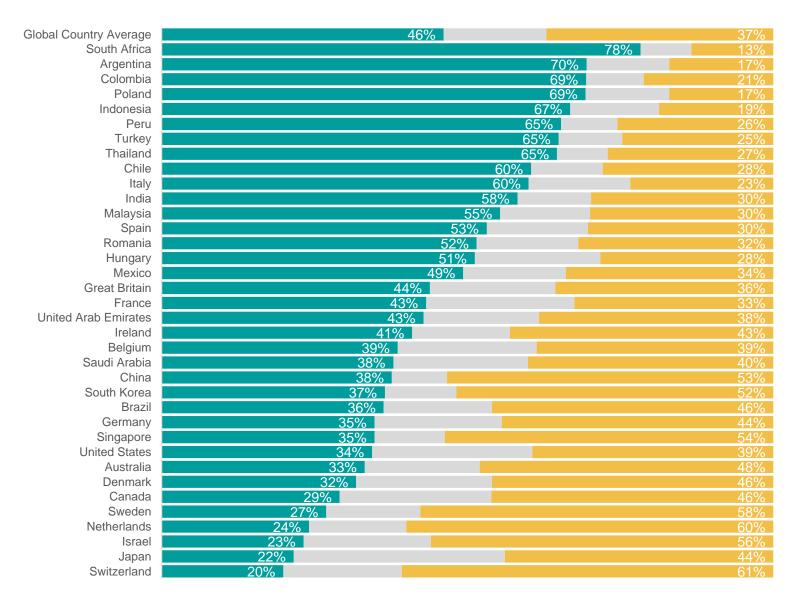
# Major stock markets around the world will crash





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



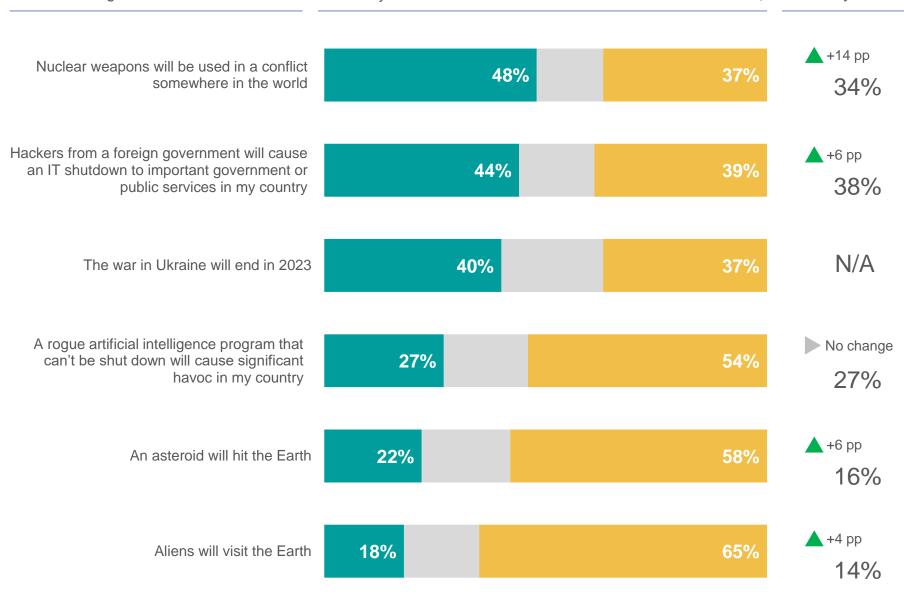


Q.

### **World Security**

Global averages

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



Likely

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Unlikely

% Likely 2021

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

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Likely

Market



Change

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%

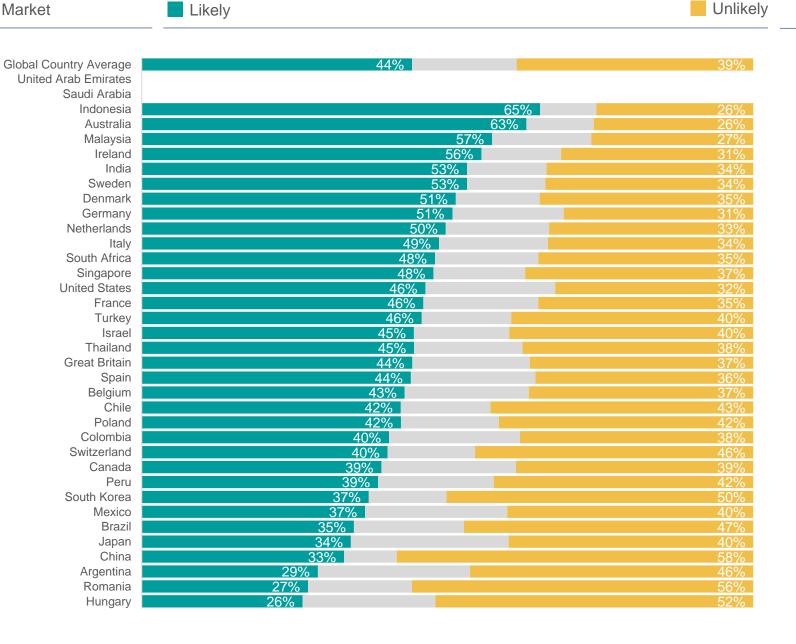
Unlikely

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

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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%

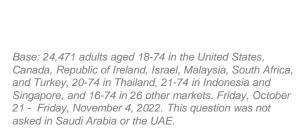
Unlikely

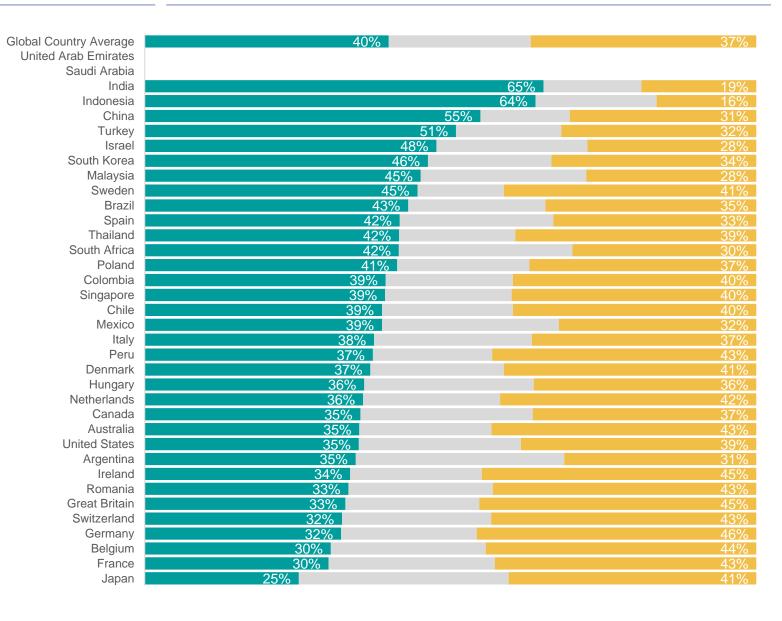
Unlikely

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 2023





Likely

Market



Market Likely Unlikely

Change vs 2021

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%

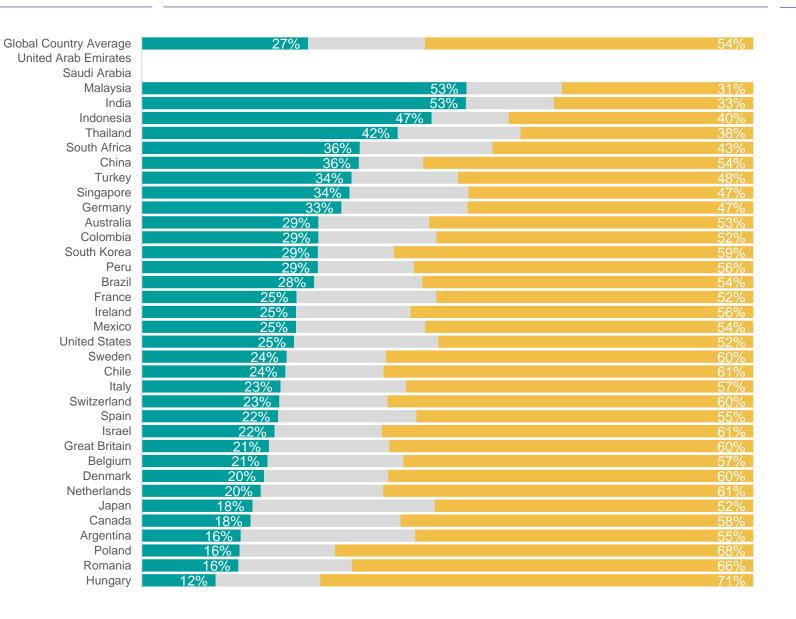
-8%

-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





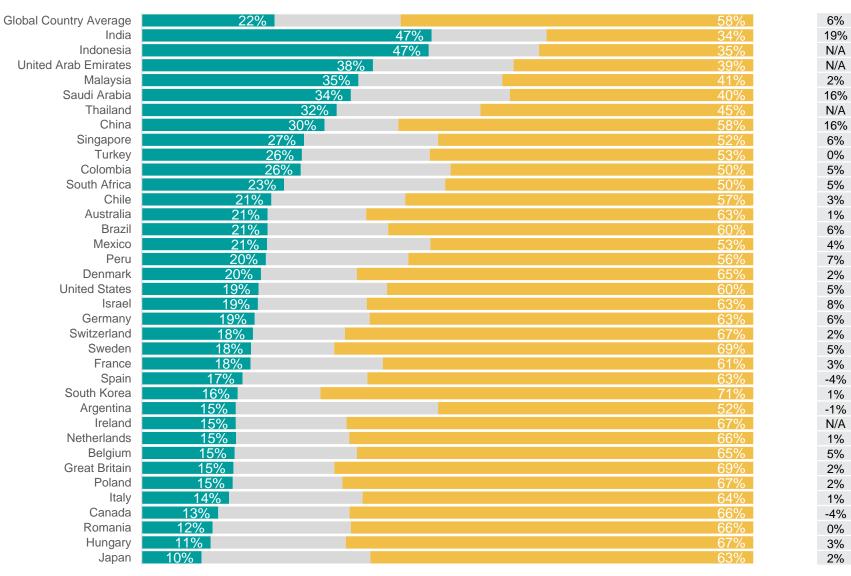


Q.

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

### An asteroid will hit the Earth





Likely

Market



Change

vs 2021

Unlikely

Q.

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

#### Aliens will visit Earth

Global Country Average 18% 65% 43% 40% India Saudi Arabia 38% 43% United Arab Emirates 36% 41% Thailand 29% 46% Colombia 26% 51% China 25% 65% Peru 23% 56% Indonesia 22% Singapore 22% 57% Mexico 21% 56% Malaysia 21% 56% Turkey 20% 62% South Africa 19% 62% Brazil 19% 63% Chile 19% 56% Argentina 18% 71% Denmark 18% **United States** 17% Germany 17% 71% 16% Australia Ireland 74% 15% 68% 15% Spain 75% Sweden 15% 72% 13% Italy Romania 13% 67% 12% France 75% 12% South Korea 12% Hungary 12% 70% Canada Netherlands 11% 78% 10% 78% **Great Britain** Switzerland 10% 10% 78% Israel 10% 76% Poland 10% 79% Belgium 8% 68% Japan

Likely

Market

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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

## ENVIRONMENT IN 2023



Q.

#### **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% N/A 23% 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

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...?

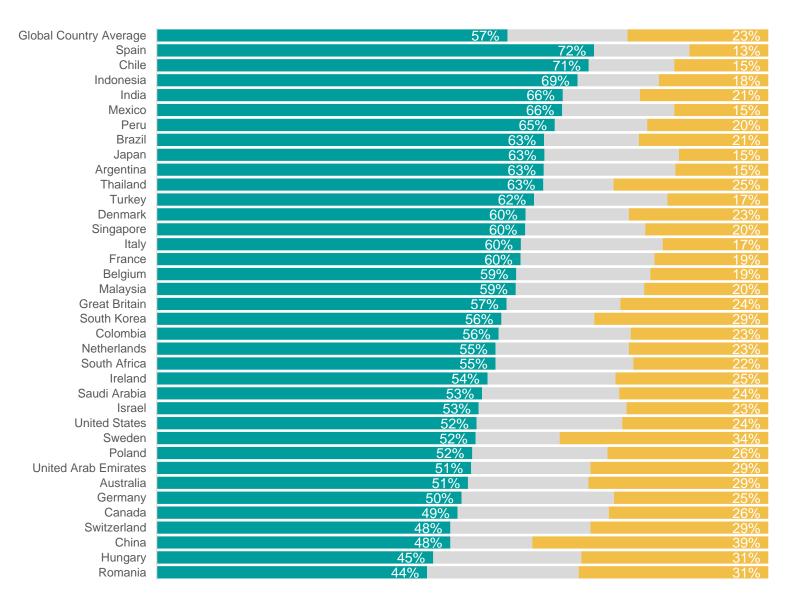
There will be more extreme weather events in my country in 2023 than there were in 2022

Global Country Average 65% 83% Indonesia 74% 14% France Australia 73% Chile 72% 19% 72% Spain 72% 19% Ireland Thailand 70% **Great Britain** 70% Malaysia 70% Singapore 70% India 69% 21% Colombia 69% 18% Italy 69% Netherlands 68% 21% Turkey 67% 67% Mexico Canada 67% Denmark 66% Belgium 66% 66% 25% South Korea South Africa 66% 65% 21% Hungary 64% 23% Poland 64% 18% **United States** 63% 17% Japan 62% Germany Sweden 62% Israel 61% Peru 61% Argentina 28% Brazil 60% 57% 28% Switzerland 56% 35% China 54% 29% United Arab Emirates 54% 31% Romania 46% 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





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%

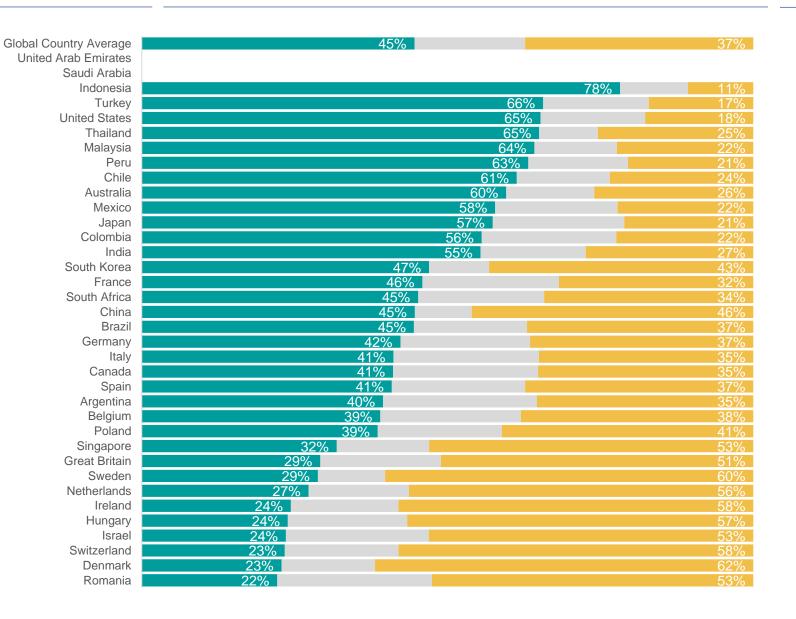
-5%

Q.

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







Market

Likely

Unlikely

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%

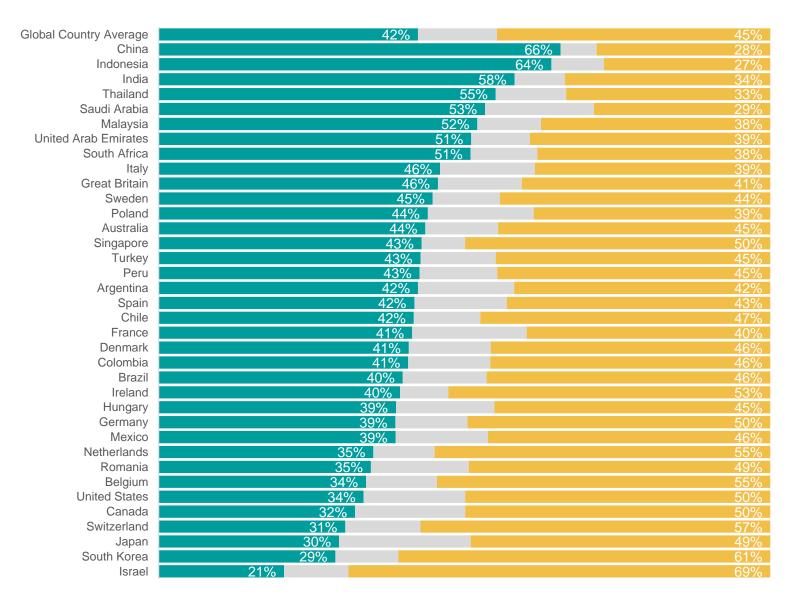
-6%

-6%

-23%

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

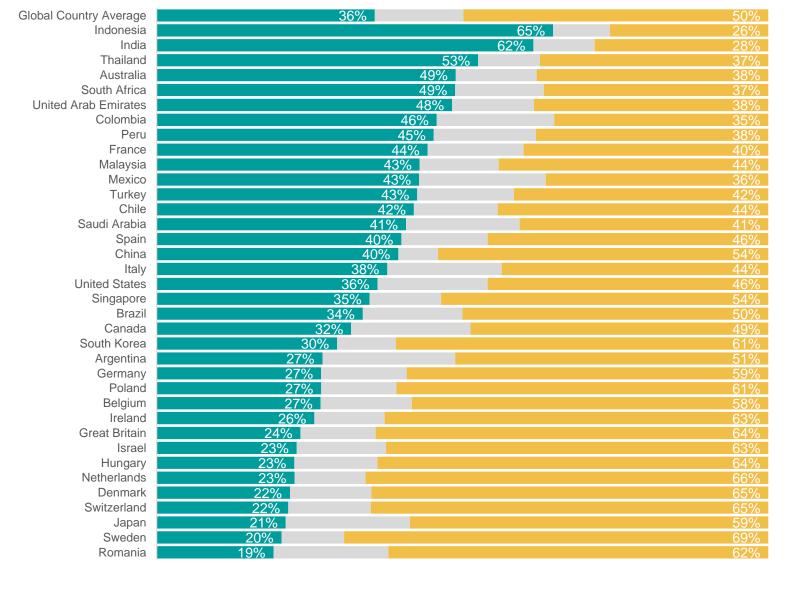
### People will fly less than they did in 2019





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



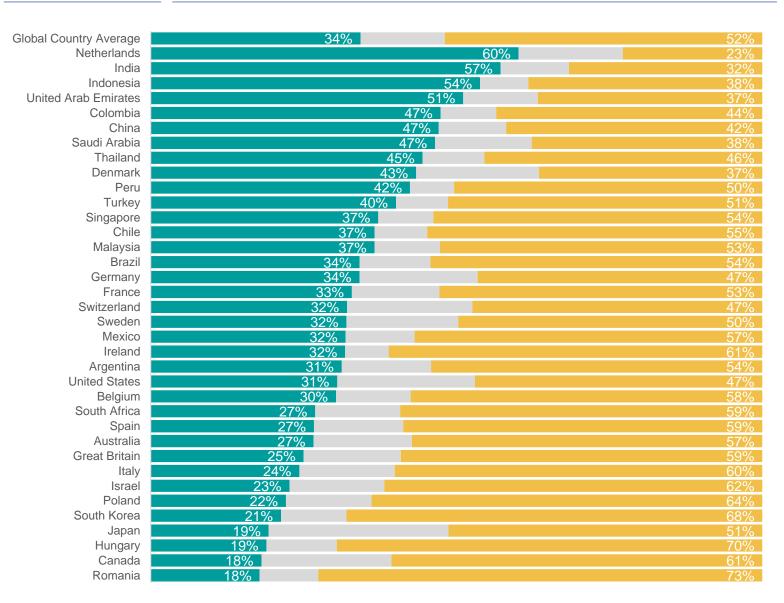


 $\mathbf{Q}$ 

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



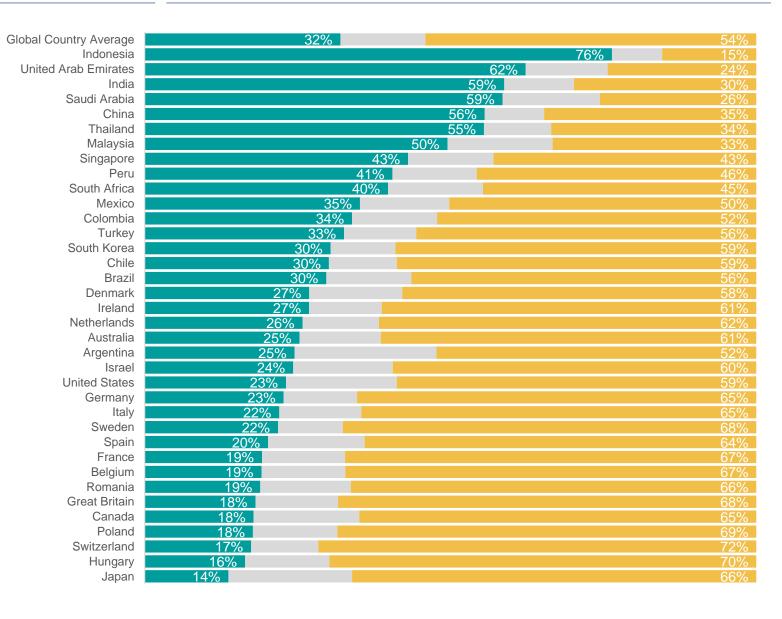




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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%

Likely

Many more people will live their lives in virtual worlds

56% 32%

Unlikely

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

37% 52%

People in my country will become more tolerant of each other

34% 55%

▲ +6 pp

N/A

% Likely 2021

N/A

-1 pp

57%

000/

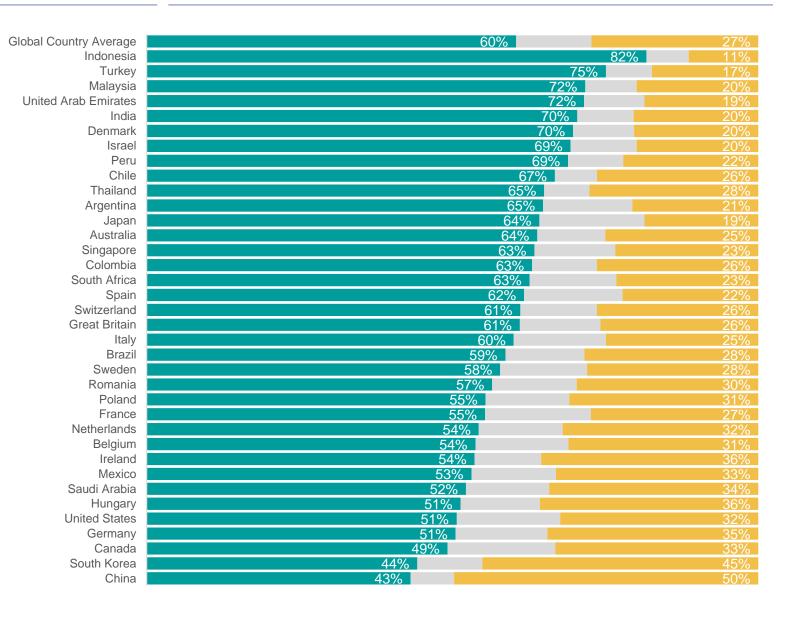
28%



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%

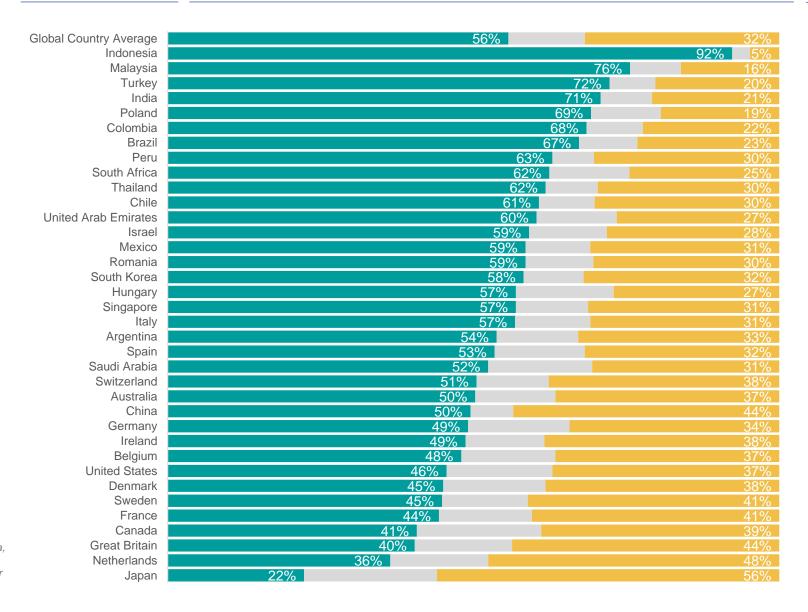
-8%

4%

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

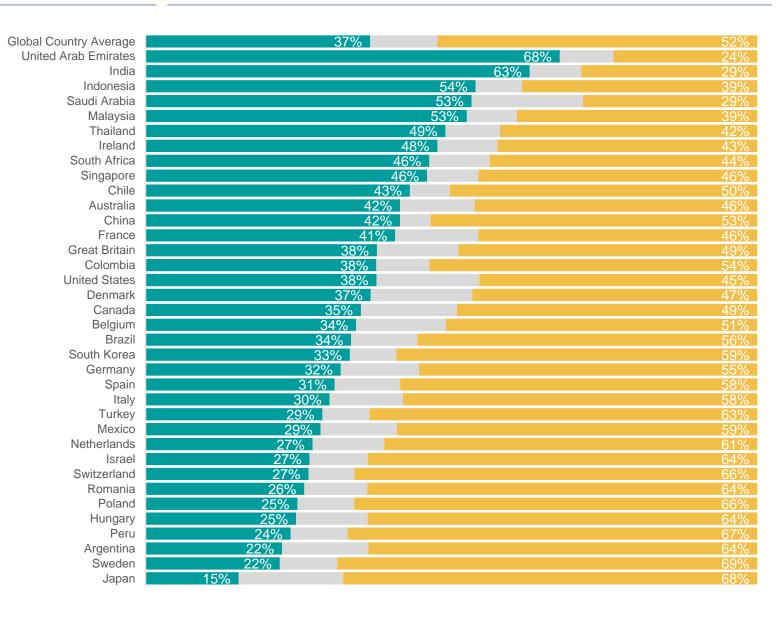




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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







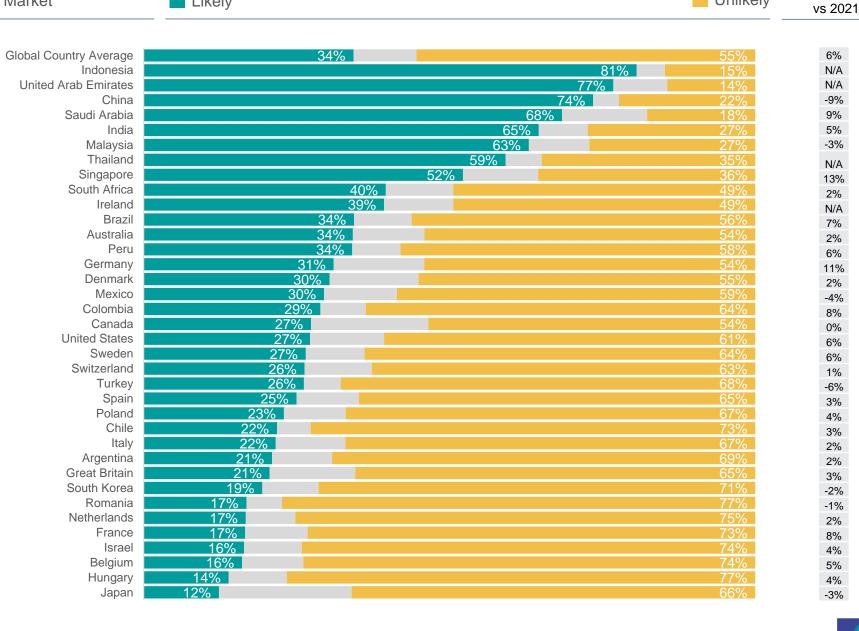
For each of the following, please

tell me how likely or unlikely you

think they are to happen...?

People in my country will become more tolerant of each other

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Likely

Market



Change

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

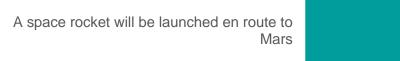




Q.

### **Technology**

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







N/A





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

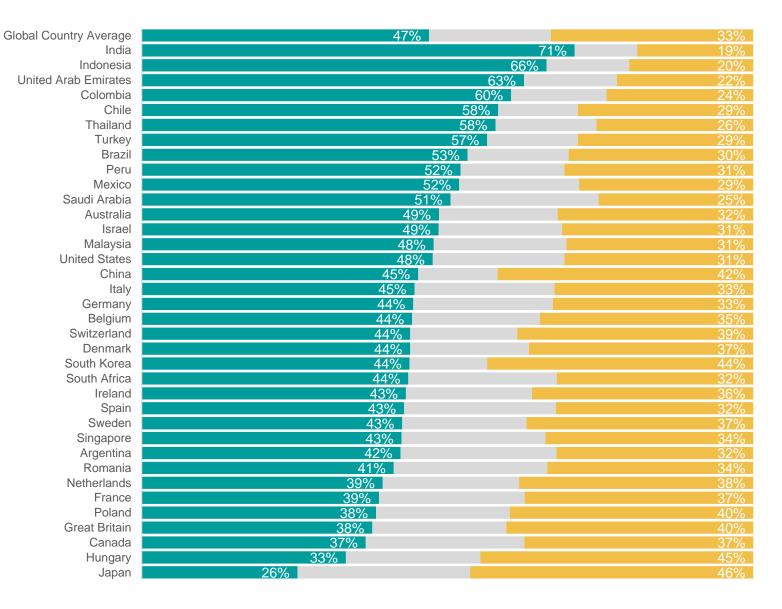


N/A



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

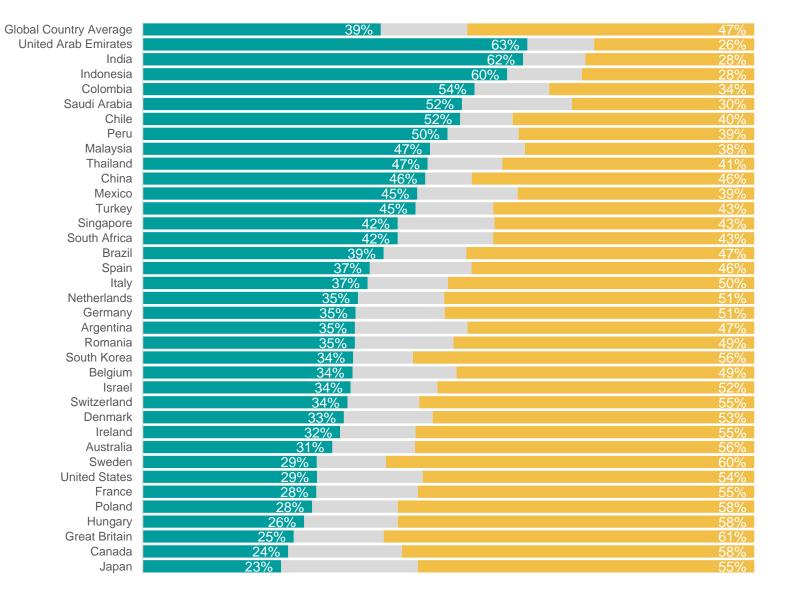




Q

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

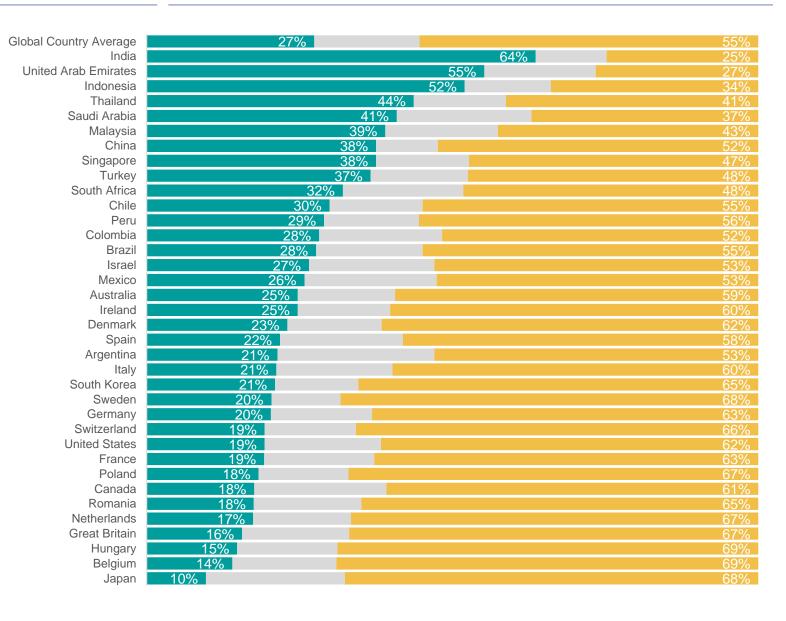




For each of the following, please tell me how likely or unlikely you think they are to happen...?

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







## OUTLOOK FOR 2023

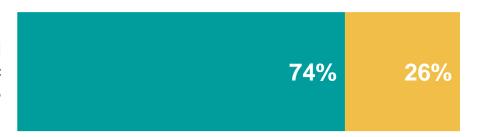


Q.

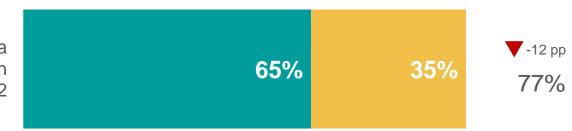
#### **Outlook for 2023**

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



46% 54% ▼-15 pp 61%

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



-1 pp

75%

#### **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...?

100% 90% 80% **78%** 77% 77% **76%** 80% 76% 75% 75% 70% 65% 61% 59% 60% 54% 54% 53% 53% 52% 49% 46% 50% 40% 30% 20% 10% 0% 2013 2016 2018 2021 2022 2012 2014 2015 2017 2019 2020

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%

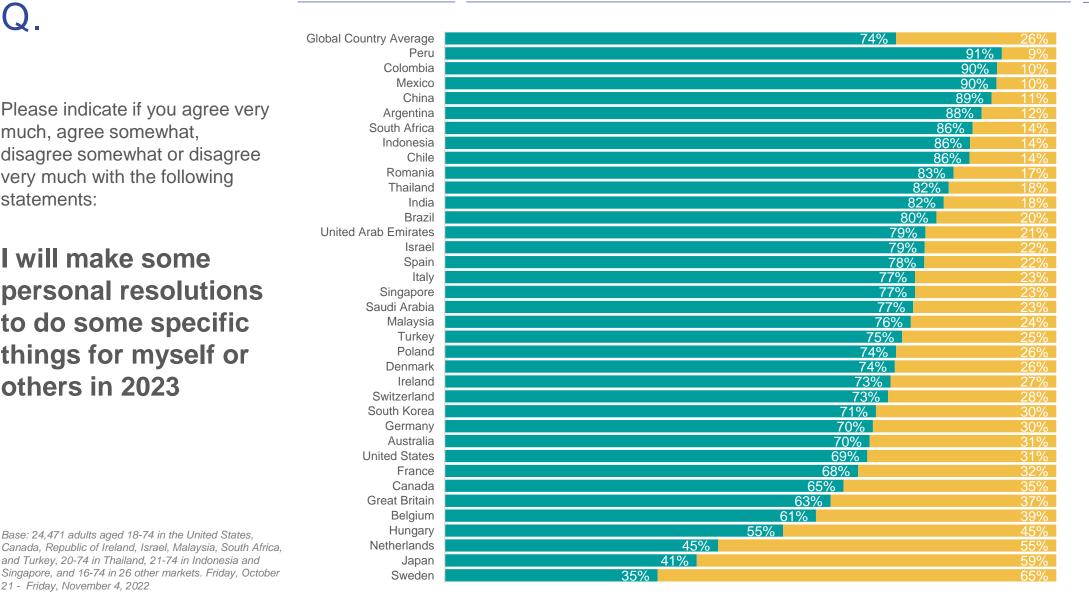
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

I will make some personal resolutions to do some specific things for myself or others in 2023

Base: 24,471 adults aged 18-74 in the United States,

and Turkey, 20-74 in Thailand, 21-74 in Indonesia and

21 - Friday, November 4, 2022





Market

Agree

Disagree

Change vs 2021

3%

-5%

N/A

-8%

-2%

-6%

N/A

-9%

-8%

N/A

N/A

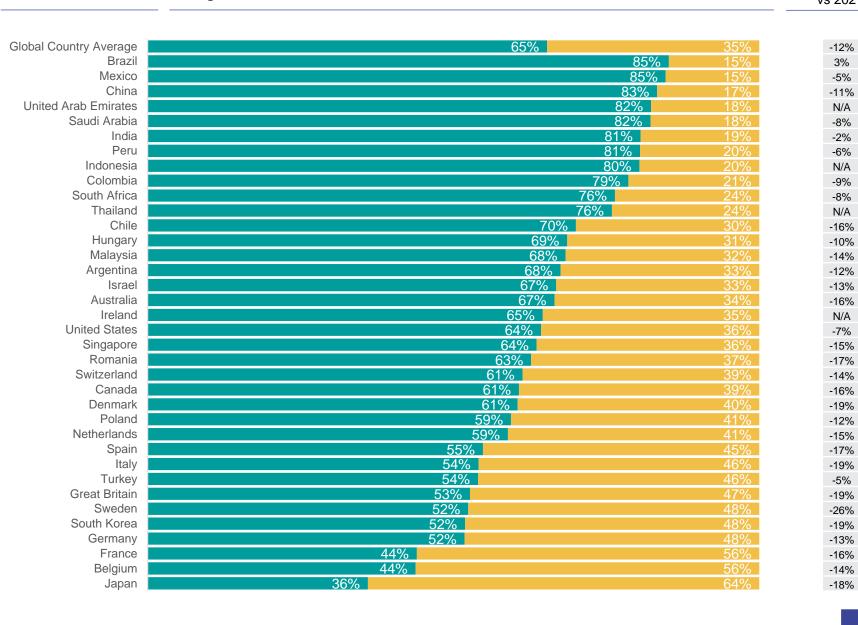
-7%

-5%

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

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





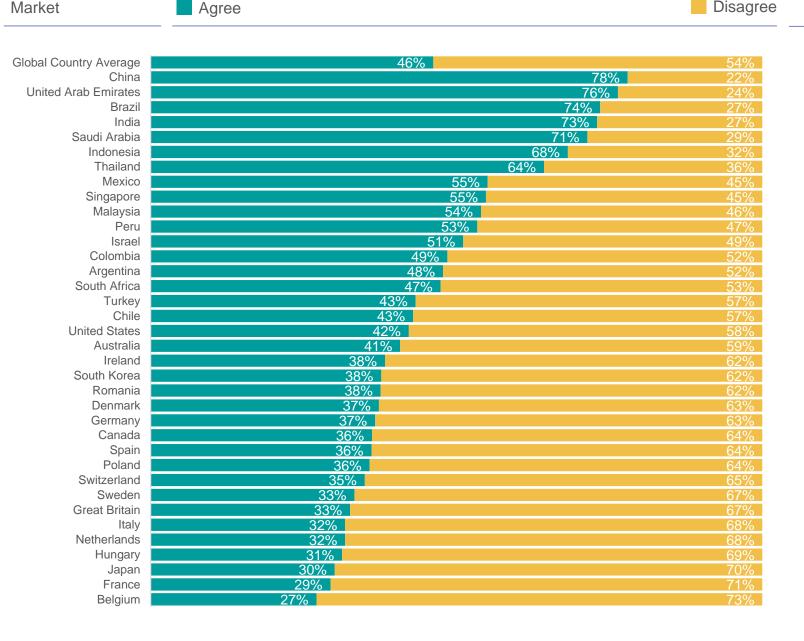


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

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, Thailand, 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

#### **Contact:**

Kovács Balázs, Ipsos Hungary Marketing Communications

**GAME CHANGERS** 

