



# Press Release

## New Year's Best Wishes from Ipsos Perceptions are not reality: what the world gets wrong Ipsos' campaign gets tremendous media attention

Paris, 18 January 2016 – Ipsos has just released the 2<sup>nd</sup> edition of their “**Perils of Perceptions**” annual survey.

The survey highlights the **gap between perception and reality** across 33 markets. It for instance revealed that the gap between perception and reality is the strongest within the Mexican population while the South Korean people have the most accurate perception of the reality of their country.

### Consumers over-estimate what they worry about:

2015 results show that globally, each population gets a lot wrong. We are often most incorrect on factors that are widely discussed in the media or highlighted as challenges facing societies, such as **wealth inequality** and **immigration**. This is partly because we over-estimate what we worry about – as well as worrying about the issues we think are widespread.

- Most developed countries greatly overestimate the proportion of **wealth** the top 1% own. Britain is the most inaccurate (estimating it to be 59%, over twice the real figure of 23%), but France, Australia, Belgium, New Zealand and Canada are all also over 30 percentage point out of line.
- The average guess across countries is that 23% are **immigrants** when the actual figure is less than half that (10%).

On the other hand, we're maybe not as worried as we should be about **obesity** and **urbanisation**:

- Nearly every country underestimates how much of a problem weight is in their country. The average guess for the proportion of overweight or **obese** people is 40%, which is much lower than the actual figure of 54%.
- The public underestimates just how densely **populated** cities are and conversely how sparse the rural population actually is. The average guess across all countries is 38% when it is actually 23%.

### According to Ipsos “Index of ignorance”, Mexico is the most inaccurate in perceptions vs reality:

By comparing people's perception to actual figures, the survey calculates each country's ‘**Index of Ignorance**’:

- Mexico and India receive the dubious honour of being the most inaccurate in their perceptions on these issues, while South Koreans are the most accurate, followed by the Irish.



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- There are some regional patterns in this table – for example Latin American countries tend to be more inaccurate, European and Americans more accurate – but this hides individual differences, and is not the whole story.
- New Zealand is the least accurate of the developed countries, while China is in the top 5 most accurate.

### **Ipsos media coverage is very strong in all the countries:**

Leveraging media partnerships and the Ipsos presence in the 33 markets surveyed, the campaign has received a phenomenal echo in scale and quality around the world:

- The results were viewed **1,800,000** times on the Slideshare website, making it one of the most viewed slide presentations ever
- Over **240 print and online articles in 35 countries**, all attracting a lot of traffic.
- Over **219 000** people have taken the Quiz to assess their own level of ignorance - keeping the survey alive on social media (**more than 400 000** impressions for the hashtag alone).
- The total **web traffic** to Ipsos' website also more than doubled.

Ipsos will continue to build its knowledge in the area of **key social realities and public misperceptions** and to encourage debate with policy makers, academics and the public. The company is also developing new observation services in the neuroscience, ethnography, and behavioral economics fields to help companies and institutions better understand consumers and citizens' conscious and unconscious perceptions and decision-making processes.

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Ipsos wishes you, your companies, teams, friends and families a very Happy New Year full of success, warmth and good health.

## **GAME CHANGERS**

« Game Changers » is the Ipsos signature.

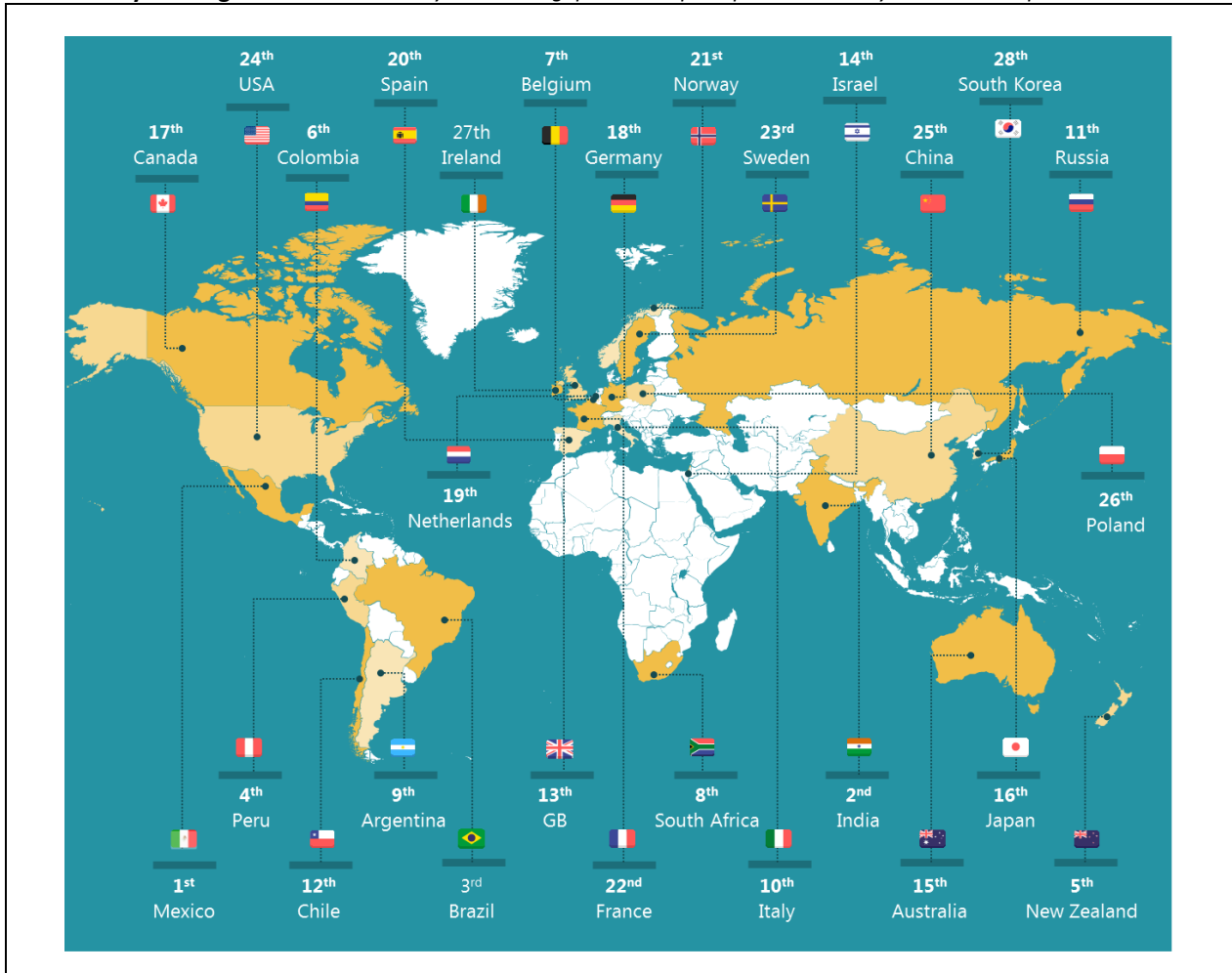
At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

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Appendix: Results at a glimpse

**Country ranking:** Mexico is the country where the gap between perception and reality is the most important.



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