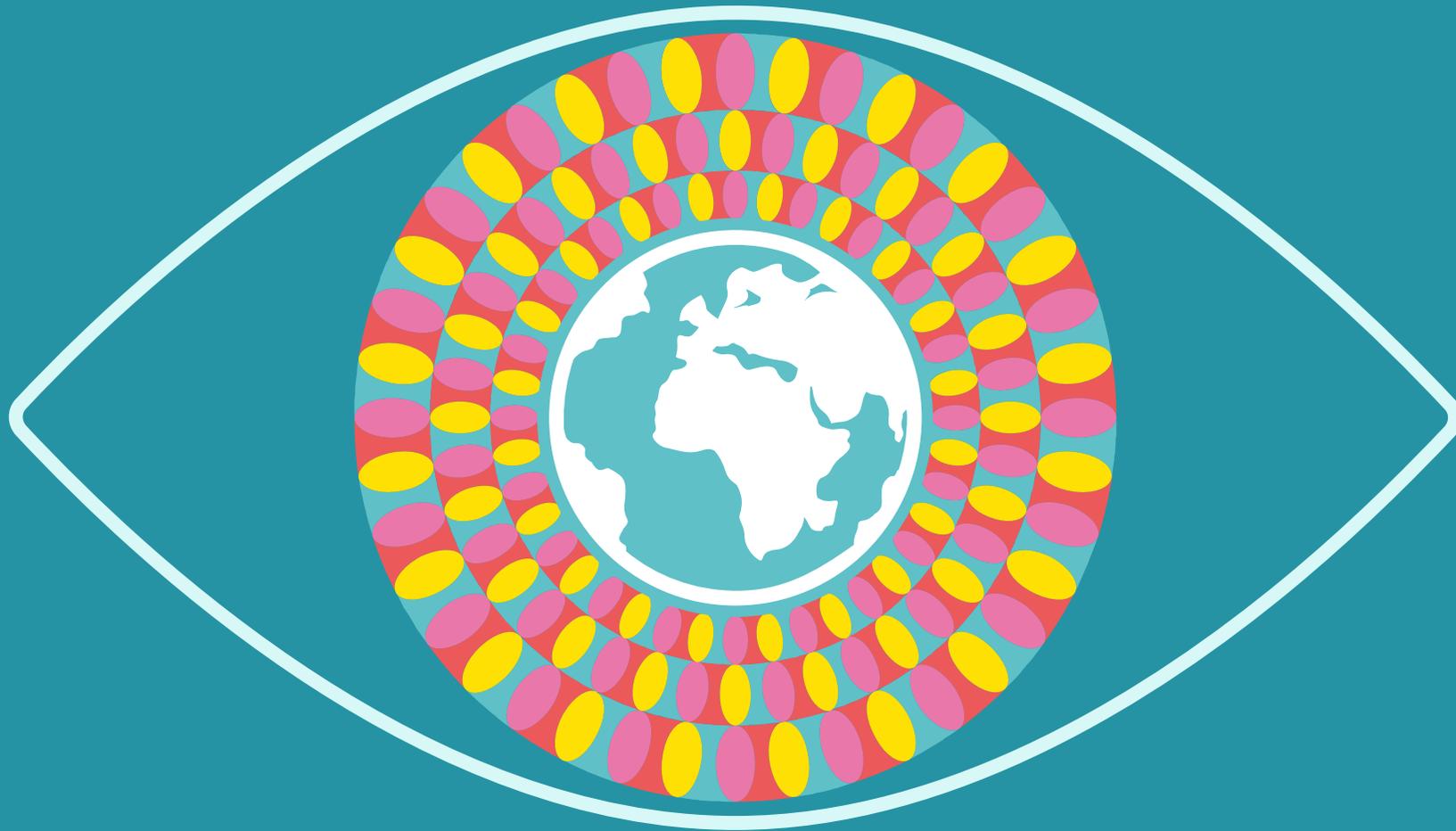


PERILS OF PERCEPTION 2015

A 33 COUNTRY STUDY



These are the latest findings from the Ipsos Perils of Perception survey. The results highlight how wrong people across 33 countries are about some key issues and features of the population in their country.

Perceptions are *not* reality...

WHAT PROPORTION OF

TOTAL HOUSEHOLD WEALTH

DO YOU THINK THE

WEALTHIEST 1% OWN?





Q. What proportion of the total household wealth do you think the wealthiest 1% own?

People generally overestimate the total household wealth that the wealthiest 1% in their country own. This is particularly true for developed countries.



% point difference

too low | too high

Avg. guess Actual

	% point difference	Avg. guess	Actual
Great Britain	+36	59	23
France	+33	56	23
Australia	+33	54	21
Belgium	+32	50	18
New Zealand	+32	50	18
Canada	+30	55	25
Germany	+29	59	30
Spain	+29	56	27
Italy	+23	46	23
Japan	+22	41	19
Norway	+20	45	25
United States	+20	57	37
China	+17	56	39
Netherlands	+16	40	24
South Korea	+15	49	34
Sweden	+14	46	32
Ireland	+13	40	27
Chile	+11	54	43
Colombia	+9	43	34
South Africa	+6	49	43
Poland	+4	38	34
Argentina	+2	46	44
Mexico	0	36	36
Turkey	-1	53	54
Israel	-7	32	39
Brazil	-8	40	48
India	-13	40	53
Peru	-15	32	47
Russia	-17	53	70

WHAT PROPORTION OF

TOTAL HOUSEHOLD WEALTH

DO YOU THINK THE

WEALTHIEST 1%

SHOULD OWN?





Q. What proportion of the total household wealth do you think the wealthiest 1% **should** own?

People tend to think the wealthiest 1% should own a lower proportion of their country's total household wealth than they currently do.



% point difference

too low | too high

Should Actual

	% point difference	Should	Actual
New Zealand	+9	27	18
Japan	+6	25	19
France	+4	27	23
Australia	+3	24	21
Italy	+3	26	23
Canada	+1	26	25
Belgium	-2	16	18
Great Britain	-3	20	23
Ireland	-4	23	27
Mexico	-6	30	36
China	-7	32	39
Colombia	-7	27	34
Netherlands	-8	16	24
Norway	-10	15	25
Spain	-10	17	27
United States	-10	27	37
Germany	-12	18	30
South Africa	-13	30	43
Sweden	-13	19	32
Brazil	-15	33	48
South Korea	-16	18	34
Poland	-17	17	34
Peru	-18	29	47
Argentina	-19	25	44
Chile	-21	22	43
India	-23	30	53
Israel	-25	14	39
Turkey	-33	21	54
Russia	-47	23	70

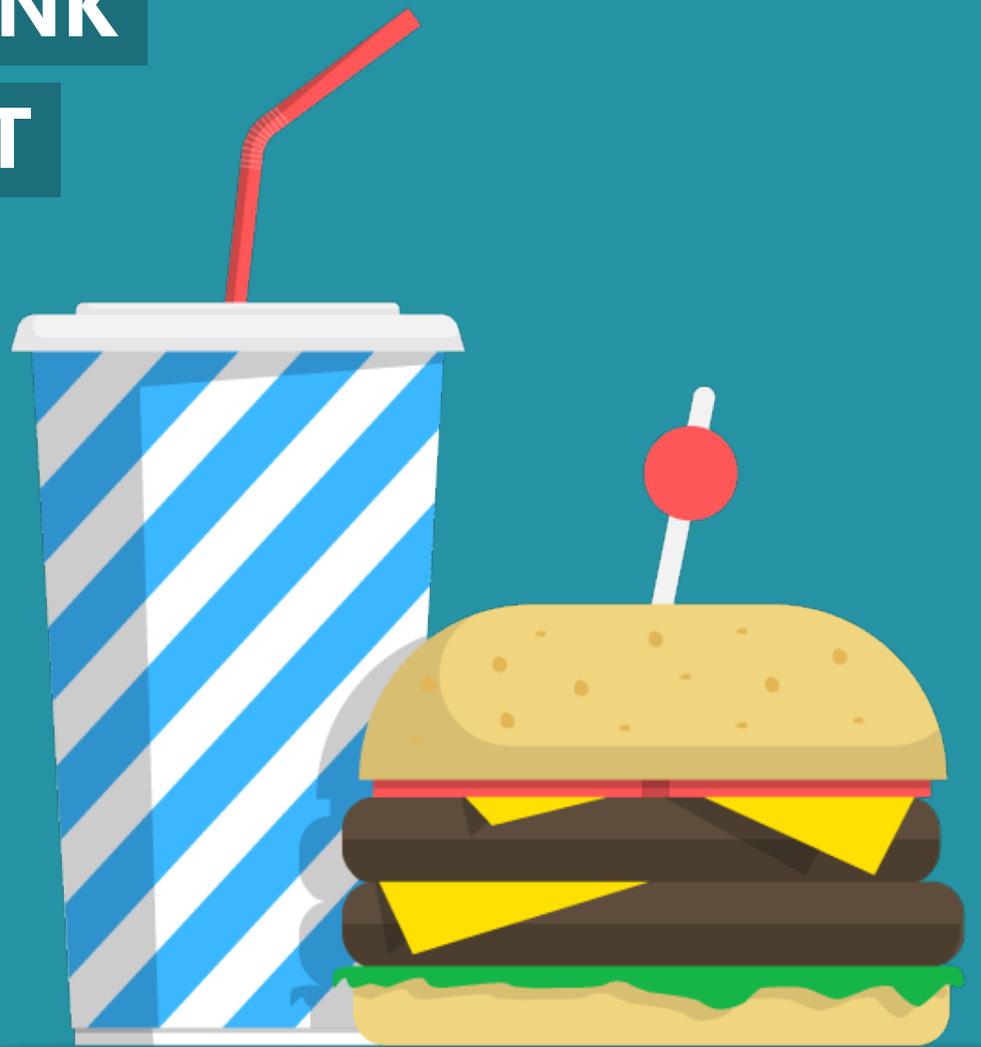
OUT OF EVERY 100 PEOPLE

AGED 20 YEARS OR OVER

HOW MANY DO YOU THINK

ARE EITHER OVERWEIGHT

OR OBESE?



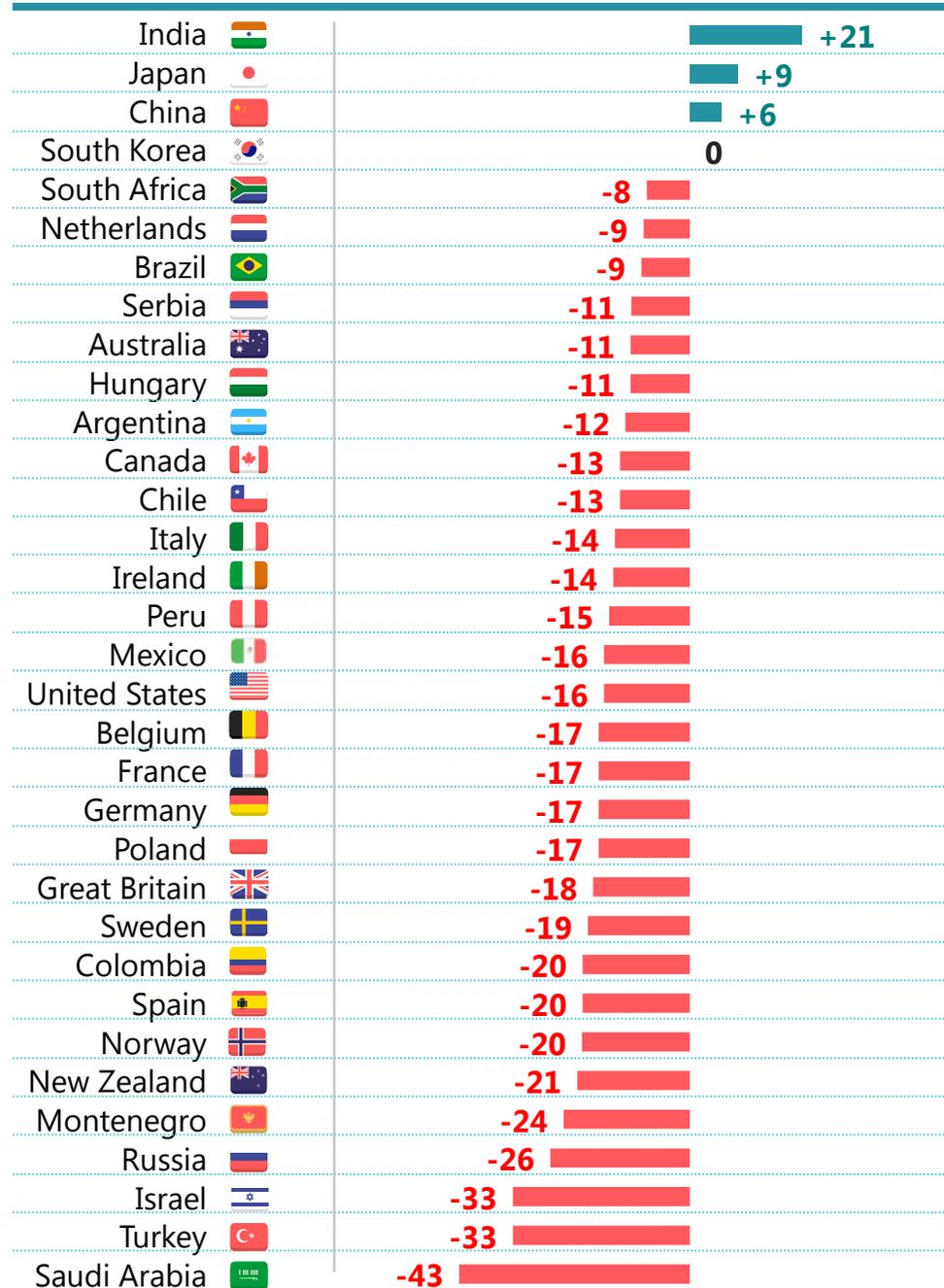


Q. Out of every 100 people aged 20 years or over, how many do you think are either overweight or obese?

The public generally underestimate the proportion of overweight or obese people in their country.

% point difference

too low | too high



Avg. guess	Actual
41	20
32	23
34	28
32	32
47	55
40	49
47	56
42	53
51	62
49	60
40	52
43	56
53	66
36	50
44	58
41	56
53	69
50	66
36	53
32	49
40	57
40	57
44	62
33	52
35	55
38	58
33	53
47	66
35	59
31	57
24	57
32	65
28	71



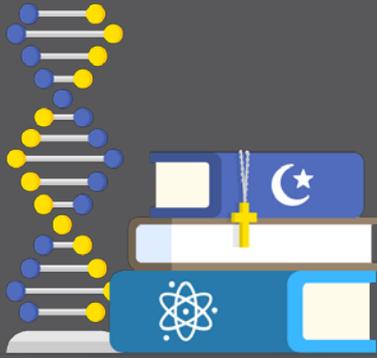
OUT OF EVERY 100 PEOPLE

ABOUT HOW MANY DO YOU THINK

DO NOT AFFILIATE THEMSELVES WITH

ANY RELIGION?





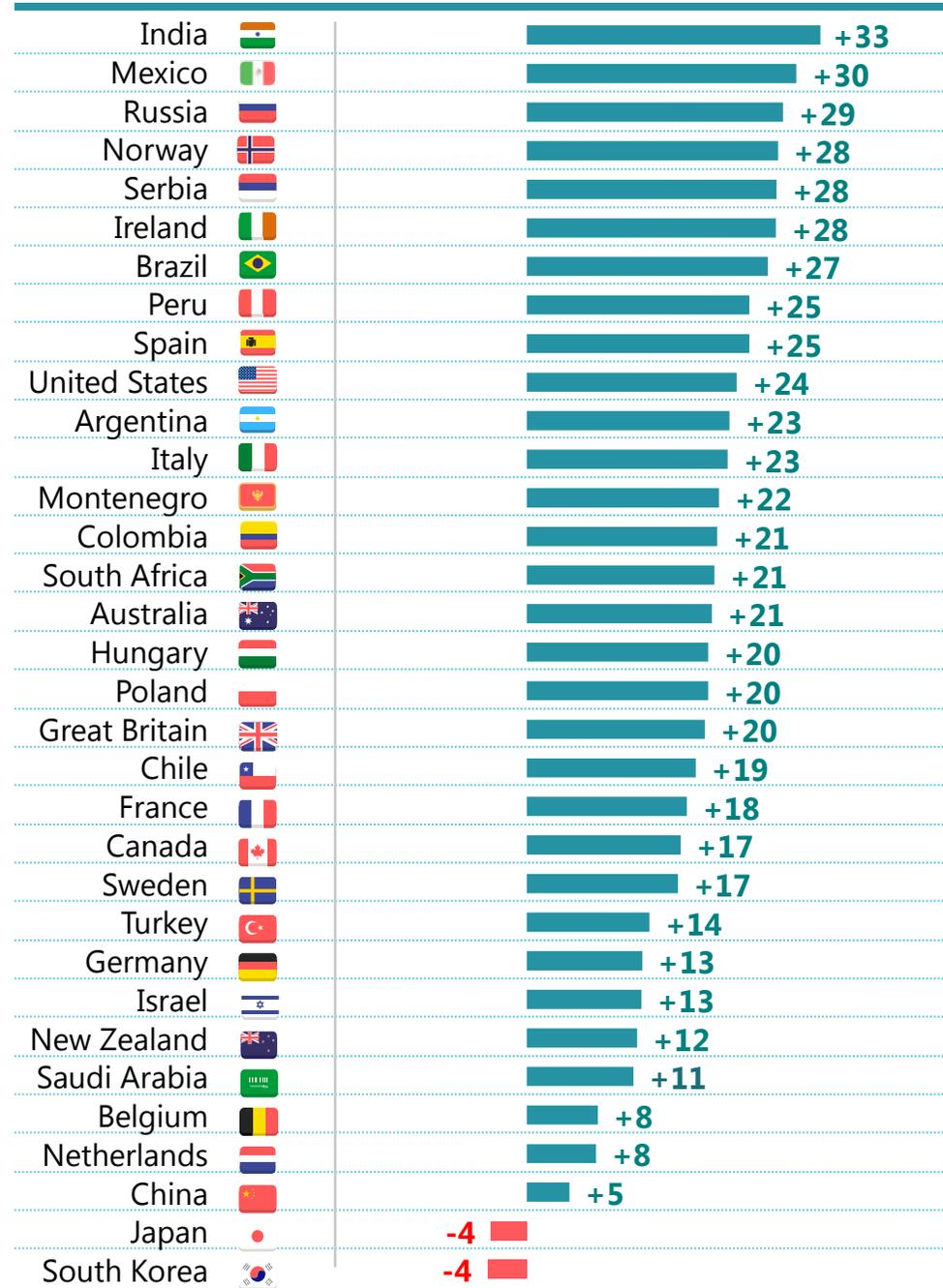
Q. Out of every 100 people, about how many do you think do not affiliate themselves with any religion – that is, atheists, agnostics and those who say they do not identify with any religion?

Across the world, people tend to over-estimate the level of non-religious people in their country.



% point difference

too low | too high



Avg. guess | *Actual*

Avg. guess	Actual
33	0.1
35	5
45	16
38	10
31	3
34	6
35	8
28	3
44	19
40	16
35	12
35	12
25	3
28	7
36	15
45	24
39	19
26	6
45	25
35	16
46	28
41	24
44	27
15	1
38	25
16	3
49	37
12	1
37	29
50	42
57	52
53	57
42	46

WHAT PERCENTAGE OF
THE POPULATION DO YOU THINK
**ARE IMMIGRANTS (I.E. NOT
BORN IN THIS COUNTRY?)**



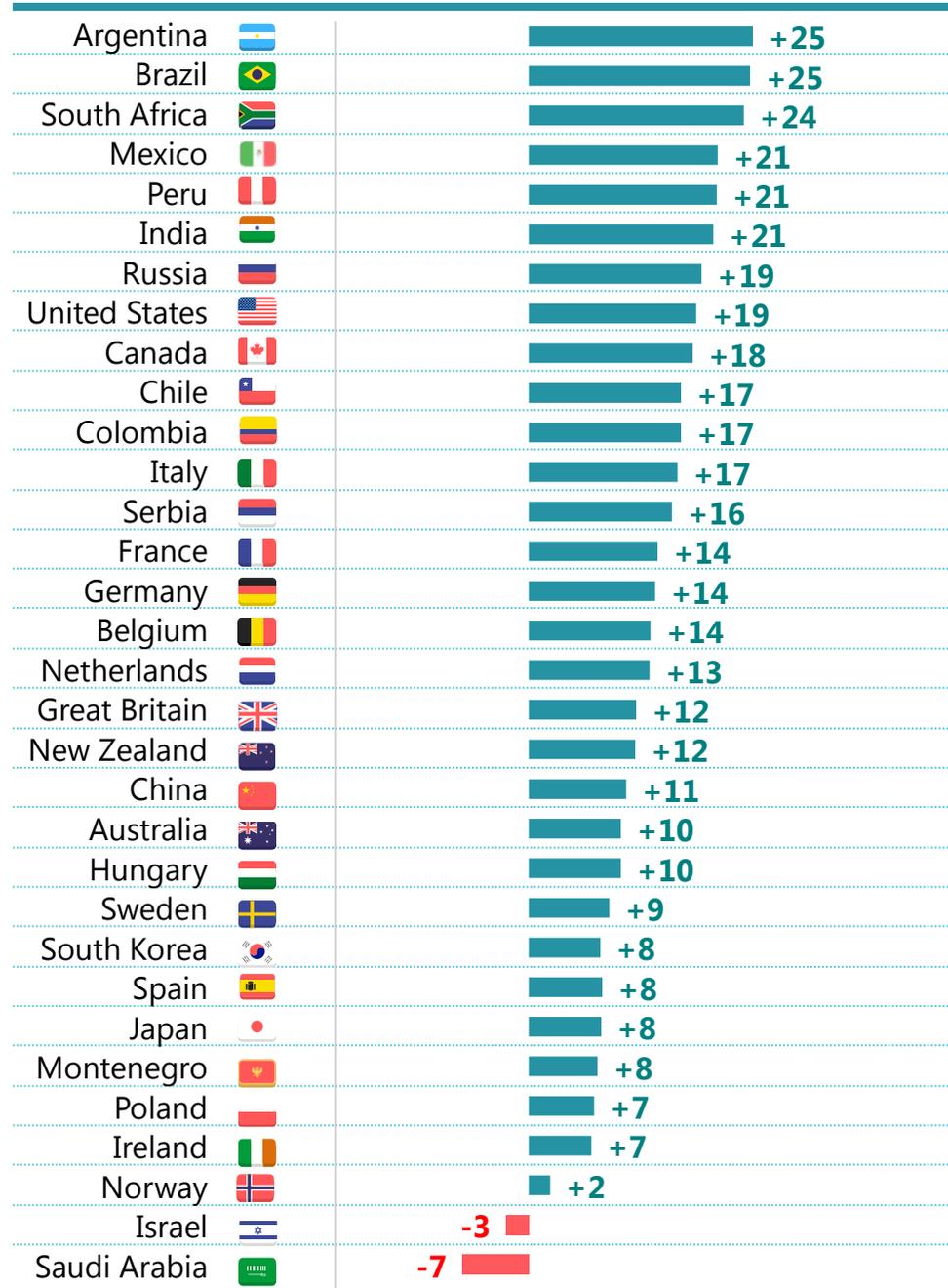


Q. What percentage of the population do you think are immigrants (i.e. not born in this country)?

People generally overestimate the level of immigration in their country. This is particularly true in Latin America.

% point difference

too low | too high



Avg. guess | *Actual*

Avg. guess	Actual
30	5
25	0.3
29	5
22	1
21	0.3
21	0.4
27	8
33	14
39	21
19	2
17	0.3
26	9
22	6
26	12
26	12
24	10
25	12
25	13
37	25
11	0.1
38	28
15	5
25	16
11	3
22	14
10	2
16	8
9	2
23	16
16	14
24	27
24	31



OUT OF EVERY 100

YOUNG ADULTS AGED 25-34

**ABOUT HOW MANY DO YOU THINK
LIVE WITH THEIR PARENTS?**





Q. Out of every 100 young adults aged 25-34, about how many do you think live with their parents?

All countries surveyed over-estimate the proportion of 25-34 year-olds living with their parents in their country.



% point difference		too high	Avg. guess	Actual
Great Britain		+29	43	14
Spain		+25	65	40
France		+25	36	11
United States		+22	34	12
Ireland		+20	39	19
Sweden		+20	24	4
Belgium		+17	34	17
Norway		+15	19	4
Serbia		+14	68	54
Italy		+12	61	49
Germany		+10	27	17
Netherlands		+7	18	11
Poland		+2	46	44
Hungary		+1	49	48

HOW OLD DO YOU THINK
THE AVERAGE PERSON IN YOUR
COUNTRY IS?





Q. How old do you think the average person in your country is?

In every country across the study, people over-estimate the average age within their country.

% point difference		too high	Avg. guess	Actual
Brazil		+25	56	31
Turkey		+24	54	30
India		+22	49	27
Hungary		+22	63	41
China		+19	56	37
Japan		+18	65	47
Norway		+17	56	39
Mexico		+16	44	28
Montenegro		+16	56	40
South Africa		+16	43	27
Sweden		+16	57	41
Poland		+15	55	40
Italy		+14	59	45
Ireland		+14	50	36
Peru		+14	41	27
Belgium		+14	55	41
Serbia		+14	56	42
Argentina		+13	44	31
South Korea		+12	53	41
Colombia		+12	41	29
Israel		+11	41	30
Chile		+11	45	34
Netherlands		+11	53	42
Great Britain		+11	51	40
Australia		+10	48	38
United States		+9	47	38
Saudi Arabia		+9	36	27
Spain		+9	51	42
Russia		+9	48	39
Canada		+8	50	42
New Zealand		+7	45	38
France		+6	47	41
Germany		+4	51	47



OUT OF EVERY 100 PEOPLE

ABOUT HOW MANY DO YOU THINK

ARE AGED 14 OR YOUNGER?



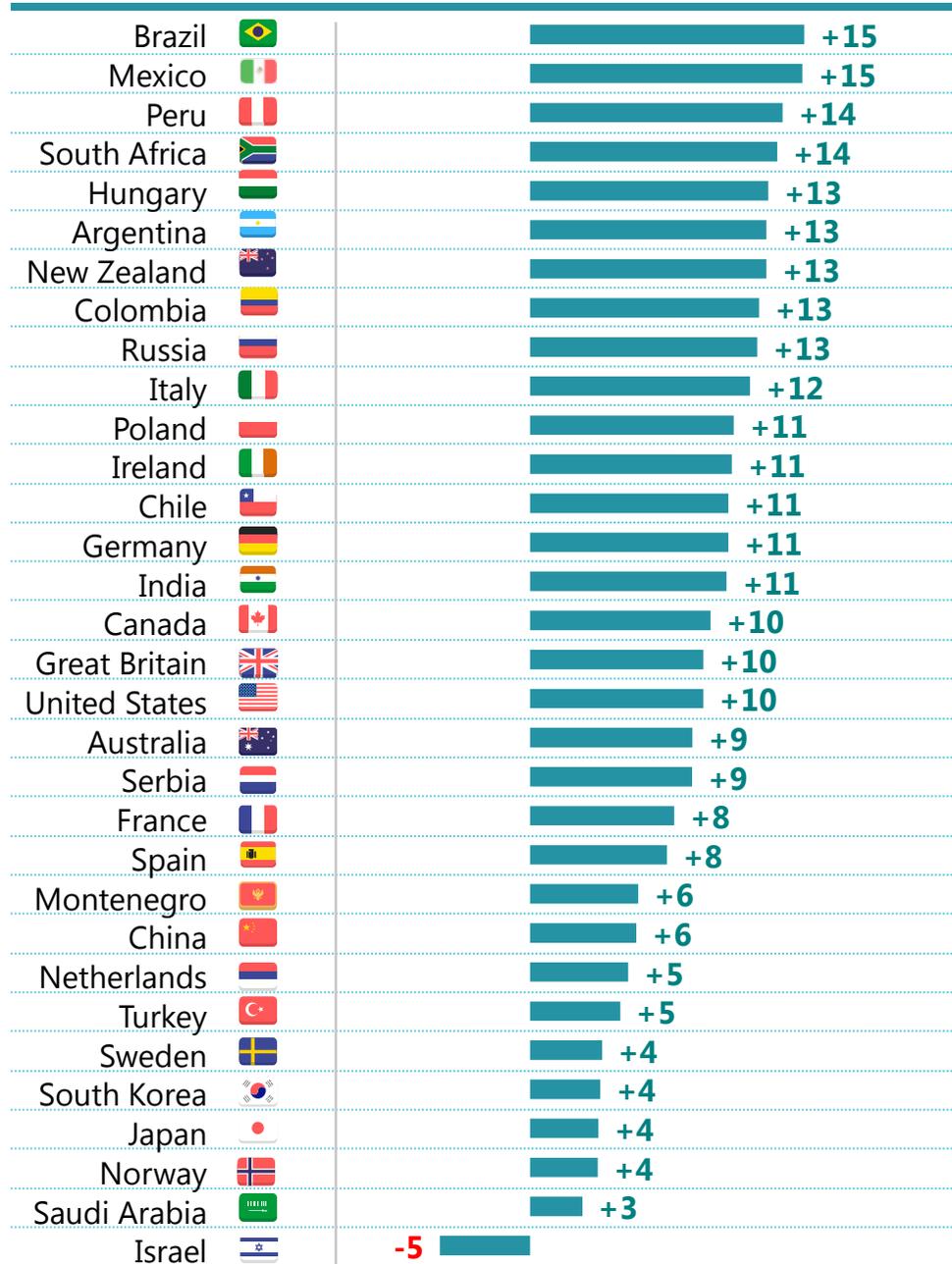


Q. Out of every 100 people, about how many do you think are aged 14 or under?

In almost every country in the study people over-estimate the proportion of people aged 14 or under in their country.

% point difference

too low | too high

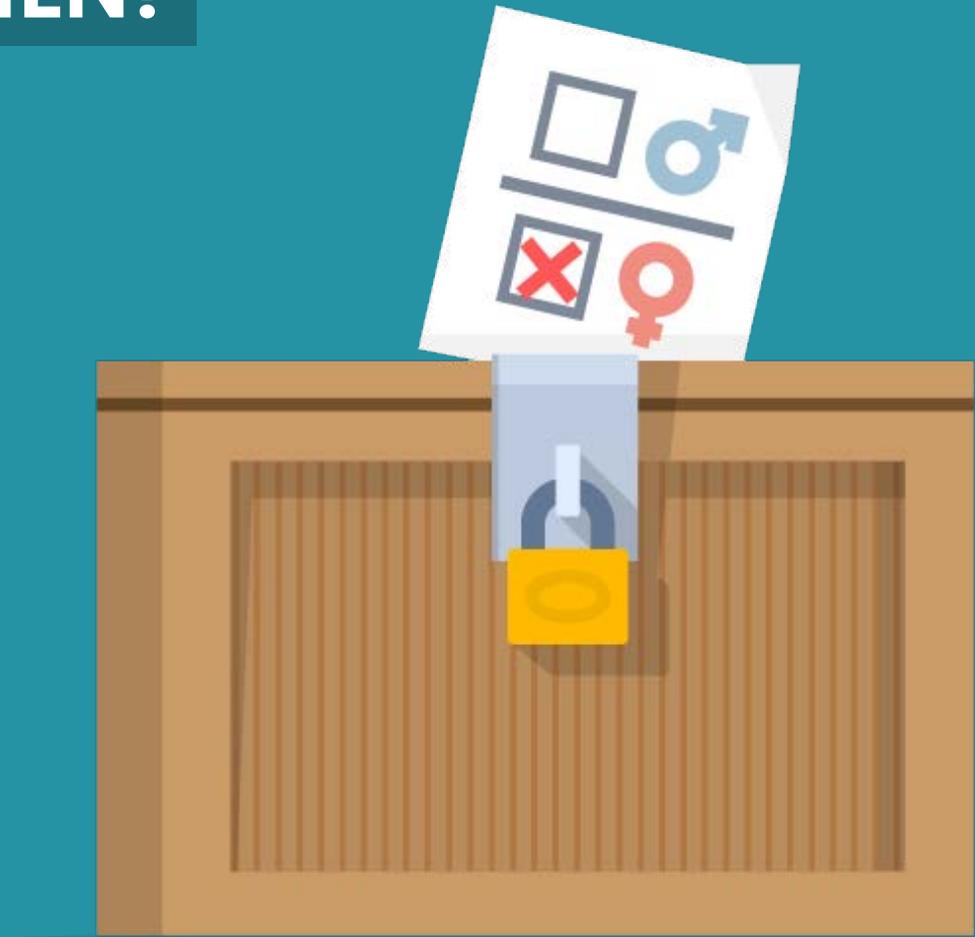


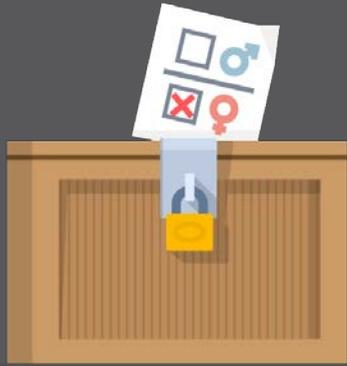
Avg. guess | Actual

Country	Avg. guess	Actual
Brazil	39	24
Mexico	43	28
Peru	41	27
South Africa	42	28
Hungary	28	15
Argentina	38	25
New Zealand	33	20
Colombia	38	25
Russia	29	16
Italy	26	14
Poland	26	15
Ireland	33	22
Chile	32	21
Germany	24	13
India	39	28
Canada	26	16
Great Britain	27	17
United States	29	19
Australia	27	18
Serbia	24	15
France	27	19
Spain	23	15
Montenegro	25	19
China	23	17
Netherlands	22	17
Turkey	31	26
Sweden	21	17
South Korea	18	14
Japan	17	13
Norway	22	18
Saudi Arabia	30	27
Israel	23	28



WHAT PERCENTAGE OF POLITICIANS ARE WOMEN?





Q. What percentage of politicians do you think are women?

There is a real mix of accuracy on the proportion of female politicians: a number of countries are very accurate, but others over- and underestimate significantly.



% point difference

too low | too high

			Avg. guess	Actual
Russia			31	14
Colombia			37	20
India			23	12
Brazil			18	10
Chile			22	16
Hungary			12	10
Japan			12	10
Peru			24	22
France			28	26
United States			21	19
Ireland			17	16
Norway			38	40
Poland			22	24
South Korea			14	16
China			21	24
Turkey			15	18
Canada			22	25
Montenegro			14	17
Italy			26	31
Israel			19	25
Sweden			38	44
Great Britain			23	29
New Zealand			24	31
South Africa			34	42
Netherlands			28	37
Germany			27	36
Australia			17	27
Argentina			26	36
Belgium			27	39
Spain			29	41
Serbia			20	34
Mexico			26	42

OUT OF EVERY 100 WORKING-AGE
WOMEN, ABOUT HOW MANY
**DO YOU THINK ARE
IN EMPLOYMENT?**





Q. Out of every 100 working age women, about how many do you think are in employment?

Globally, people are generally pretty accurate when estimating the proportion of working age women in employment in their country.

% point difference

too low | too high

			Avg. guess	Actual
India		+16	41	25
South Africa		+12	49	37
Mexico		+11	56	45
Chile		+10	55	45
France		+5	66	61
Turkey		+4	34	30
Hungary		+3	59	56
Argentina		+3	53	50
Russia		+2	67	65
China		+1	63	62
Belgium		0	58	58
United States		0	63	63
Norway		0	73	73
Serbia		-2	37	39
Colombia		-2	53	55
Poland		-3	52	55
Brazil		-4	52	56
Italy		-4	44	48
Sweden		-4	69	73
Canada		-5	64	69
Ireland		-6	50	56
Peru		-6	54	60
Montenegro		-7	41	48
Japan		-8	56	64
Great Britain		-8	60	68
Spain		-9	43	52
Netherlands		-9	59	68
Australia		-11	55	66
New Zealand		-12	57	69
Germany		-13	57	70
South Korea		-13	42	55
Israel		-29	39	68



WHAT PERCENTAGE OF PEOPLE
IN YOUR COUNTRY
LIVE IN A RURAL AREA?





Q. What percentage of people in your country live in a rural area?

People generally overestimate the proportion of people who live in rural areas in their country.

% point difference

too low | too high

			Avg. guess	Actual
Japan		+49	56	7
Belgium		+36	38	2
Turkey		+29	37	8
Mexico		+28	49	21
Peru		+25	47	22
Argentina		+24	32	8
Chile		+23	34	11
France		+22	43	21
Netherlands		+22	32	10
New Zealand		+21	35	14
Brazil		+19	34	15
Sweden		+19	33	14
South Africa		+17	53	36
Norway		+16	36	20
United States		+16	35	19
Canada		+16	34	18
Australia		+15	26	11
Colombia		+15	39	24
Hungary		+15	44	29
Israel		+14	23	9
Germany		+13	38	25
Italy		+13	44	31
South Korea		+12	30	18
Great Britain		+12	30	18
Spain		+11	32	21
Saudi Arabia		+9	26	17
China		+6	52	46
Ireland		+5	42	37
Russia		+4	30	26
Poland		-2	37	39
Montenegro		-6	30	36
Serbia		-10	35	45
India		-13	55	68



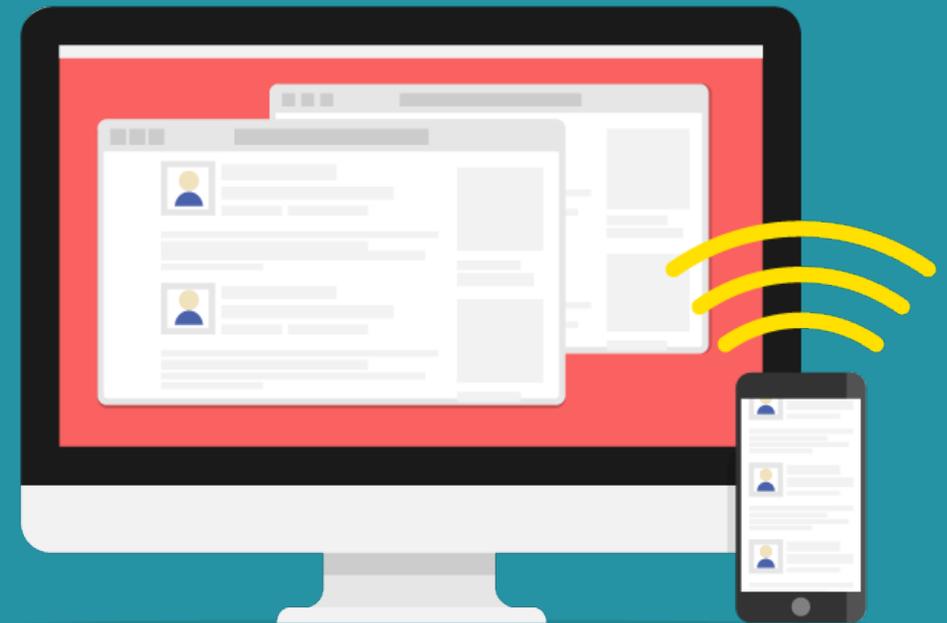
OUT OF EVERY 100 PEOPLE

ABOUT HOW MANY DO YOU THINK

HAVE ACCESS TO THE INTERNET AT HOME

EITHER THROUGH A COMPUTER OR

MOBILE DEVICE?





Q. Out of every 100 people, about how many do you think have access to the internet at home either through a computer or mobile device?

People in developing countries tend to overestimate the proportion of people who have internet access while in more developed countries the opposite is true.



% point difference

too low | too high

			Avg. guess	Actual
India		+41	60	19
Peru		+28	69	41
China		+26	72	46
Turkey		+21	68	47
South Africa		+21	55	34
Mexico		+20	64	44
Brazil		+19	72	53
Colombia		+18	70	52
Serbia		+16	72	56
Italy		+15	75	60
Argentina		+13	73	60
Chile		+11	77	66
Montenegro		+10	74	64
Poland		+9	76	67
Russia		+3	73	70
Spain		+2	76	74
Saudi Arabia		+1	60	59
Germany		-3	84	87
Sweden		-4	85	89
Hungary		-4	70	74
Ireland		-5	77	82
France		-6	80	86
Norway		-6	90	96
Belgium		-7	78	85
Australia		-8	82	90
Great Britain		-9	81	90
South Korea		-9	83	92
Netherlands		-10	86	96
United States		-11	76	87
New Zealand		-12	80	92
Canada		-12	81	93
Japan		-12	74	86
Israel		-16	60	76

**Looking across all questions,
we have calculated a
measure of how accurate the
population of each country
is.**

**This gives us our
“Index of Ignorance”**

(least accurate at top)

Rank	Country
1	Mexico
2	India
3	Brazil
4	Peru
5	New Zealand
6	Colombia
7	Belgium
8	South Africa
9	Argentina
10	Italy
11	Russia
12	Chile
13	Great Britain
14	Israel
15	Australia
16	Japan
17	Canada
18	Germany
19	Netherlands
20	Spain
21	Norway
22	France
23	Sweden
24	United States
25	China
26	Poland
27	Ireland
28	South Korea



PERILS OF PERCEPTION

2015

INDEX OF IGNORANCE



- These are the findings of the Ipsos Perils of Perception Survey. 25,556 interviews were conducted between October 1st – October 16th 2015.
- The survey was conducted in 33 countries around the world. The following countries used the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Great Britain, Turkey and the United States of America. In Ireland a telephone (CATI) methodology was used. In Serbia and Montenegro a face-to-face (CAPI) methodology was used.
- Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Ireland, Italy, Japan, Serbia, Spain, Great Britain Montenegro, the Netherlands, Sweden, Norway and the United States of America. Approximately 500+ individuals were surveyed in the remaining countries.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.
- For a full list of sources of actual data, please see [here](#)



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