## PERILS OF

## PERCEPTION

## 2016

A 40-COUNTRY STUDY


THESE ARE THE LATEST FINDINGS FROM THE IPSOS PERILS OF PERCEPTION SURVEY. THE RESULTS HIGHLIGHT HOW WRONG PEOPLE ACROSS 40 COUNTRIES ARE ABOUT SOME KEY ISSUES AND FEATURES OF THE POPULATION IN THEIR COUNTRY.

PERCEPTIONS ARE NOT REALITY...


## OUT OF EVERY 100 PEOPLE

 ABOUT HOW MANY DO YOU THINK AREMUSLIM?


Out of every 100 people, about how
many do you think are Muslim?

Nearly all countries overestimate their Muslim population, and many are extraordinarily wrong.



The 'actual' data for this question is largely from Pew Research Center. Instances where the 'actual' data comes from another source are indicated with an asterisk (*). Please see http://perils.ipsos.com/ for full details of all sources.


## THINKING ABOUT 2020,

## OUT OF EVERY 100 PEOPLE

## ABOUT HOW MANY DO

 YOU THINK WILL BEMUSLIM?


Now thinking about 2020, out of every 100 people, about how many do you think will be Muslim?

Nearly every country thinks their Muslim population will grow much more than is projected.


| 40 | 8.3 |
| :---: | :---: |
| 30 | 1.9 |
| 31 | 4.9 |
| 32 | 7.5 |
| 27 | 2.8 |
| 31 | 6.9 |
| 23 | 1.1 |
| 27 | 5.7 |
| 27 | 6.5 |
| 34 | 15.4 |
| 26 | 6.9 |
| 30 | 11.4 |
| 21 | 3.0 |
| 18 | <0.1 |
| 21 | 3.3 |
| 21 | 5.0 |
| 22 | 6.1 |
| 21 | 6.0 |
| 31 | 16.1 |
| 20 | 5.1 |
| 14 | 0.1 |
| 13 | <0.1 |
| 12 | <0.1 |
| 16 | 4.9 |
| 11 | 0.3 |
| 11 | <0.1 |
| 11 | <0.1 |
| 31 | 20.1 |
| 31 | 20.3 |
| 10 | 0.9 |
| 10 | 0.9 |
| 9 | <0.1 |
| 8 | <0.1 |
| 10 | 2.1 |
| 7 | 0.2 |
| 4 | 0.2 |
| 63 | 66.1 |
| 81 | 87.0 |
| 79 | 98.0 |

[^0]

## WHEN ASKED IN A SURVEY, <br> WHAT PERCENTAGE OF <br> OF PEOPLE DO YOU THINK

SAID THAT

## THEY ARE HAPPY?



When asked in a survey, what percentage of people do you think said that, taking all things together, they are very happy or rather happy?

Every country thinks people are much less happy than they say they are.

| Country | too low | \% point difference | too high | Avg. guess (44) | Actual (86) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Canada* | -27 |  |  | 60 | 87 |
| Netherlands* | -28 |  |  | 57 | 84 |
| Norway* | -28 |  |  | 60 | 88 |
| Australia* | -29 |  |  | 53 | 82 |
| Philippines | -31 | - |  | 58 | 89 |
| Russia | -32 |  |  | 41 | 73 |
| India | -34 |  |  | 47 | 81 |
| Peru | -36 |  |  | 40 | 76 |
| China | -36 |  |  | 48 | 85 |
| Colombia | -38 |  |  | 54 | 92 |
| Montenegro* | -38 |  |  | 46 | 85 |
| South Africa | -38 |  |  | 38 | 76 |
| Germany | -39 |  |  | 45 | 84 |
| US | -41 |  |  | 49 | 90 |
| France* | -42 |  |  | 41 | 83 |
| Chile | -42 |  |  | 43 | 85 |
| Turkey | -42 |  |  | 42 | 84 |
| Thailand | -42 |  |  | 51 | 93 |
| Serbia* | -43 |  |  | 34 | 77 |
| Japan | -44 |  |  | 42 | 87 |
| Great Britain* | -45 |  |  | 47 | 92 |
| Argentina | -45 |  |  | 41 | 86 |
| Spain | -45 |  |  | 41 | 86 |
| Sweden | -46 |  |  | 49 | 95 |
| Singapore | -46 |  |  | 47 | 93 |
| Hungary* | -47 |  |  | 22 | 69 |
| Poland | -51 |  |  | 42 | 93 |
| Mexico | -51 |  |  | 43 | 94 |
| Brazil | -52 |  |  | 40 | 92 |
| Malaysia | -52 |  |  | 44 | 96 |
| Hong Kong | -61 |  |  | 28 | 89 |
| South Korea | 66 |  |  | 24 | 90 |

The 'actual' data for this question is largely from the World Values Survey. Instances where the 'actual' data comes from another source are indicated with an asterisk (*). Please see http://perils.ipsos.com/ for full details of all sources.

## WHEN ASKED IN A SURVEY,

## WHAT PERCENTAGE OF PEOPLE

DO YOU THINK SAID THEY
PERSONALLY BELIEVE THAT
HOMOSEXUALITY IS

## MORALLY UNACCEPTABLE?



When asked in a survey, what percentage of people do you think said they personally believe that homosexuality is morally unacceptable?

People are often very wrong on how acceptable their fellow citizens find homosexuality.


The 'actual' data for this question is largely from Pew Research Center. Instances where the 'actual' data comes from another source are indicated with an asterisk (*). Please see


## WHEN ASKED IN A SURVEY,

## WHAT PERCENTAGE OF PEOPLE

## DO YOU THINK SAID THEY

## PERSONALLY BELIEVE THAT

## SEX BETWEEN UNMARRIED ADULTS

IS MORALLY UNACCEPTABLE?


When asked in a survey, what percentage of people do you think said they personally believe that sex between unmarried adults is morally unacceptable?

Countries are also often very wrong on how acceptable people find sex before marriage.


The 'actual' data for this question is largely from Pew Research Center. Instances where the 'actual' data comes from another source are indicated with an asterisk (*). Please see


WHAT PERCENTAGE OF PEOPLE DO YOU THINK SAID THEY

## PERSONALLY BELIEVE THAT

HAVING AN ABORTION
IS MORALLY UNACCEPTABLE?


When asked in a survey, what percentage of people do you think said they personally believe that having an abortion is morally unacceptable?

Many are also very wrong on how acceptable abortion is to people in their country, with some overestimating concern and some underestimating.

| Country | too low | \% point difference | too high |
| :---: | :---: | :---: | :---: |
| Netherlands* |  |  |  |
| Belgium* |  |  |  |
| Germany |  |  |  |
| Hungary* |  |  |  |
| Denmark* |  | - |  |
| Taiwan* |  |  |  |
| Czech Republic |  |  |  |
| Hong Kong* |  |  |  |
| Australia* |  |  |  |
| France |  |  |  |
| Israel |  |  |  |
| Spain |  |  |  |
| Norway* |  |  |  |
| Canada |  |  |  |
| Montenegro* |  |  |  |
| Japan |  |  |  |
| Serbia* |  |  |  |
| Turkey |  | - |  |
| Great Britain |  | - |  |
| Peru* |  | $\square$ |  |
| Russia |  | $\square+4$ |  |
| Italy |  | $\square+3$ |  |
| China |  | - +1 |  |
| US |  | -1 ■ |  |
| Argentina |  | -1 |  |
| Mexico |  | -2 |  |
| Malaysia |  | $-4$ |  |
| South Africa |  |  |  |
| Poland |  | $6 \longrightarrow$ |  |
| India |  | $\square$ |  |
| Indonesia |  | - |  |
| South Korea |  |  |  |
| Chile |  | - |  |
| Brazil |  | - |  |
| Philippines |  |  |  |

Philippines
The 'actual' data for this question is largely from Pew Research Center. Instances where the 'actual' data comes from another source are indicated with an asterisk (*). Please see


# WHAT PERCENTAGE OF <br> TOTAL HOUSEHOLD WEALTH DO YOU THINK THE LEAST 

WEALTHY 70\% OWN?


What percentage of total household wealth do you think the least wealthy 70\% own?

Nearly every country overestimates the wealth of the $70 \%$ least wealthy.

| Country |
| :--- |
| India |
| Thailand |
| South Africa |
| Taiwan |
| US |
| Singapore |
| Chile |
| Russia |
| China |
| Mexico |
| Israel |
| Denmark |
| Poland |
| Colombia |
| Brazil |
| Germany |
| Czech Republic |
| Netherlands |
| Sweden |
| South Korea |
| Canada |
| Japan |
| France |
| Italy |
| Spain |
| Norway |

too low \% point difference

$21 \quad 15$
$26 \quad 25$

Great Britain


## OUT OF EVERY 100

HOUSEHOLDS, HOW MANY

## ARE OWNED BY SOMEONE

 WHO LIVES THERE?

Out of every 100 households, how many are owned by someone who lives there?

Nearly all countries massively underestimate how many households own or are buying their own home.
Country
Denmark
Colombia
Hong Kong
Czech Republic
South Korea
Japan
Netherlands
Malaysia
Belgium
Italy
France
Philippines
Turkey
US
South Africa
Germany
Great Britain
Norway
Canada
Chile
Thailand
Poland
Israel
Australia
Sweden
Singapore
Spain
Peru
Russia
dia
too low
\% point difference

| 51 | 50 |
| :---: | :---: |
| 38 | 39 |
| 46 | 50 |
| 51 | 56 |
| 44 | 54 |
| 51 | 62 |
| 45 | 56 |
| 44 | 56 |
| 50 | 63 |
| 59 | 72 |
| 44 | 58 |
| 41 | 55 |
| 45 | 60 |
| 47 | 63 |
| 39 | 55 |
| 28 | 45 |
| 47 | 64 |
| 60 | 77 |
| 50 | 68 |
| 46 | 64 |
| 51 | 70 |
| 51 | 70 |
| 47 | 67 |
| 44 | 65 |
| 38 | 60 |
| 68 | 91 |
| 56 | 79 |
| 45 | 70 |
| 60 | 85 |
| 42 | 68 |
| 64 | 91 |
| 59 | 88 |
| 62 | 91 |
| 60 | 90 |
| 45 | 76 |
| 41 | 72 |
| 50 | 84 |
| 44 | 87 |

[^1]

## WHAT PERCENTAGE OF TOTAL

## ANNUAL GROSS DOMESTIC

PRODUCT DO YOU THINK IS

## SPENT ON HEALTH

 EXPENDITURE EACH YEAR?

What percentage of total annual Gross Domestic Product do you think is spent on health expenditure each year?

We think we spend much more on our health than we actually do.

Country
too low

| 39 | 3 |
| :---: | :---: |
| 37 | 4 |
| 30 | 7 |
| 27 | 5 |
| 24 | 5 |
| 28 | 10 |
| 23 | 5 |
| 25 | 8 |
| 23 | 6 |
| 21 | 5 |
| 21 | 5 |
| 25 | 9 |
| 21 | 6 |
| 22 | 7 |
| 31 | 18 |
| 19 | 6 |
| 17 | 5 |
| 22 | 10 |
| 22 | 11 |
| 17 | 6 |
| 19 | 8 |
| 22 | 12 |
| 21 | 10 |
| 20 | 10 |
| 21 | 11 |
| 20 | 10 |
| 19 | 9 |
| 17 | 7 |
| 17 | 7 |
| 20 | 11 |
| 20 | 11 |
| 16 | 7 |
| 18 | 9 |
| 16 | 7 |
| 19 | 11 |
| 16 | 8 |
| 17 | 9 |
| 12 | 7 |
| 11 | 7 |
| 10 | 6 |



# WHAT DO YOU THINK THE 

 CURRENT POPULATION OF YOUR COUNTRY IS?

What do you think the current population of your country is?

We are mostly pretty good at knowing what our current population size is.
Hong Kong
Taiwan*
Denmark
Montenegro*
Thailand
Russia
Turkey*
Hungary
Argentina
Great Britain*
Sweden*
Mexico*
Netherlands
Germany*
Philippines*
Australia*
Chile*
Malaysia
Poland*
Peru
South Korea
Italy
Serbia*
Vietnam
Canada
Belgium*

Avg. guess (92m)
too low

| 8 | 7.31 |
| :---: | :---: |
| 25 | 23.51 |
| 6 | 5.68 |
| 0.65 | 0.62 |
| 70 | 67.96 |
| 147 | 144.10 |
| 80 | 78.74 |
| 10 | 9.84 |
| 44 | 43.42 |
| 64 | 63.26 |
| 10 | 9.92 |
| 120 | 119.53 |
| 17 | 16.94 |
| 82 | 82.18 |
| 100 | 100.98 |
| 24 | 24.25 |
| 18 | 18.19 |
| 30 | 30.33 |
| 38 | 38.42 |
| 31 | 31.38 |
| 50 | 50.62 |
| 60 | 60.80 |
| 7 | 7.10 |
| 90 | 91.70 |
| 35 | 35.85 |
| 11 | 11.27 |
| 47 | 48.23 |
| 65 | 66.76 |
| 45 | 46.42 |
| 250 | 257.56 |
| 200 | 207.85 |
| 5 | 5.24 |
| 8 | 8.38 |
| 1300 | 1371.22 |
| 10 | 10.55 |
| 52 | 54.96 |
| 120 | 126.96 |
| 300 | 321.42 |
| 5 | 5.54 |



## WHAT DO YOU THINK THE

## POPULATION IN YOUR COUNTRY

IS PROJECTEDTO BE IN 2050?


And what do you think the population in your country is projected to be in 2050 by the United Nations?

But we are often a lot less accurate when estimating what our population size will be in the future.



| 27 | 20.41 |
| ---: | ---: |
| 80 | 62.45 |
| 160 | 128.60 |
| 10 | 8.15 |
| 0.7 | 0.57 |
| 85 | 74.51 |
| 50 | 44.84 |
| 7 | 6.30 |
| 24 | 21.60 |
| 11 | 9.97 |
| 60 | 54.93 |
| 19 | 17.60 |
| 45 | 41.90 |
| 70 | 65.54 |
| 35 | 33.14 |
| 7 | 6.66 |
| 250 | 238.27 |
| 7 | 6.68 |
| 35 | 33.50 |
| 100 | 95.82 |
| 1400 | 1348.06 |
| 13 | 12.53 |
| 57 | 55.45 |
| 65 | 63.55 |
| 45 | 44.14 |
| 72 | 71.14 |
| 12 | 11.88 |
| 148 | 148.26 |
| 75 | 75.36 |
| 50 | 50.59 |
| 40 | 40.73 |
| 110 | 112.78 |
| 158 | 163.75 |
| 8 | 8.32 |
| 12 | 12.61 |
| 300 | 322.24 |
| 356 | 388.87 |
| 98 | 107.41 |
| 6 | 7.33 |

[^2]


Thinking about the upcoming US Presidential election, do you think that Donald Trump or Hillary Clinton will be elected as president?*

And who saw Trump winning? Not many, except in Russia.

| Country |
| :--- |
| Russia |
| Serbia |
| China |
| Montenegro |
| Israel |
| US |
| Hungary |
| Poland |
| Czech Republic |
| Turkey |
| India |
| South Africa |
| Australia |
| Canada |
| Great Britain |
| Malaysia |
| Thailand |
| Sweden |
| Italy |
| France |
| Singapore |
| Germany |
| Peru |
| Philippines |
| Brazil |
| Indonesia |
| Hong Kong |
| Argentina |
| Vietnam |
| Denmark |
| Taiwan |
| Japan |
| Netherlands |
| Spain |
| Belgium |
| Colombia |
| Norway |
| Chile |
| South Korea |
| Mexico |
|  |

\%
Trump

## LOOKING ACROSS THE FIVE QUESTIONS ABOUT FACTUAL REALITIES, WE HAVE CALCULATED A MEASURE OF HOW ACCURATE THE POPULATION OF EACH COUNTRY IS.

THIS GIVES US OUR
"INDEX OF IGNORANCE"

## INDEX OF IGNORANCE

## $\because$ <br> $\stackrel{*}{*} \theta=c$

- These are the findings of the Ipsos MORI Perils of Perception Survey 2016. 27,250 interviews were conducted between 22 nd September - 6th November 2016.
- The survey is conducted in 40 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Denmark, France, Germany, Great Britain, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Japan, Malaysia, Mexico, Peru, Philippines, Poland, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, USA, Vietnam. The following countries used either online or face-to-face methodologies: Czech Republic, Montenegro, Netherlands, Norway, Serbia.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Spain, USA, and approximately 800 individuals aged 18-64 were surveyed Czech Republic, Montenegro, Netherlands, Norway, Serbia. Approximately 500 individuals aged 16-64 or 18-64 were surveyed in the remaining countries.
- The "actual" data for each question is taken from a variety of verified sources including The World Values Survey and Pew Research Center. A full list of sources/links to the actual data can be found here.
- Attitudinal data (where existing sources were not available) was collected in separate surveys conducted between September and November 2016. Data was collected using a combination of online, telephone or face-to-face methodologies.
- 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.


## PERILS OF

## PERCEPTION

## 2016

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[^0]:    The 'actual' data for this question is from Pew Research Center. Please see http://perils.ipsos.com/ for full details of all source

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