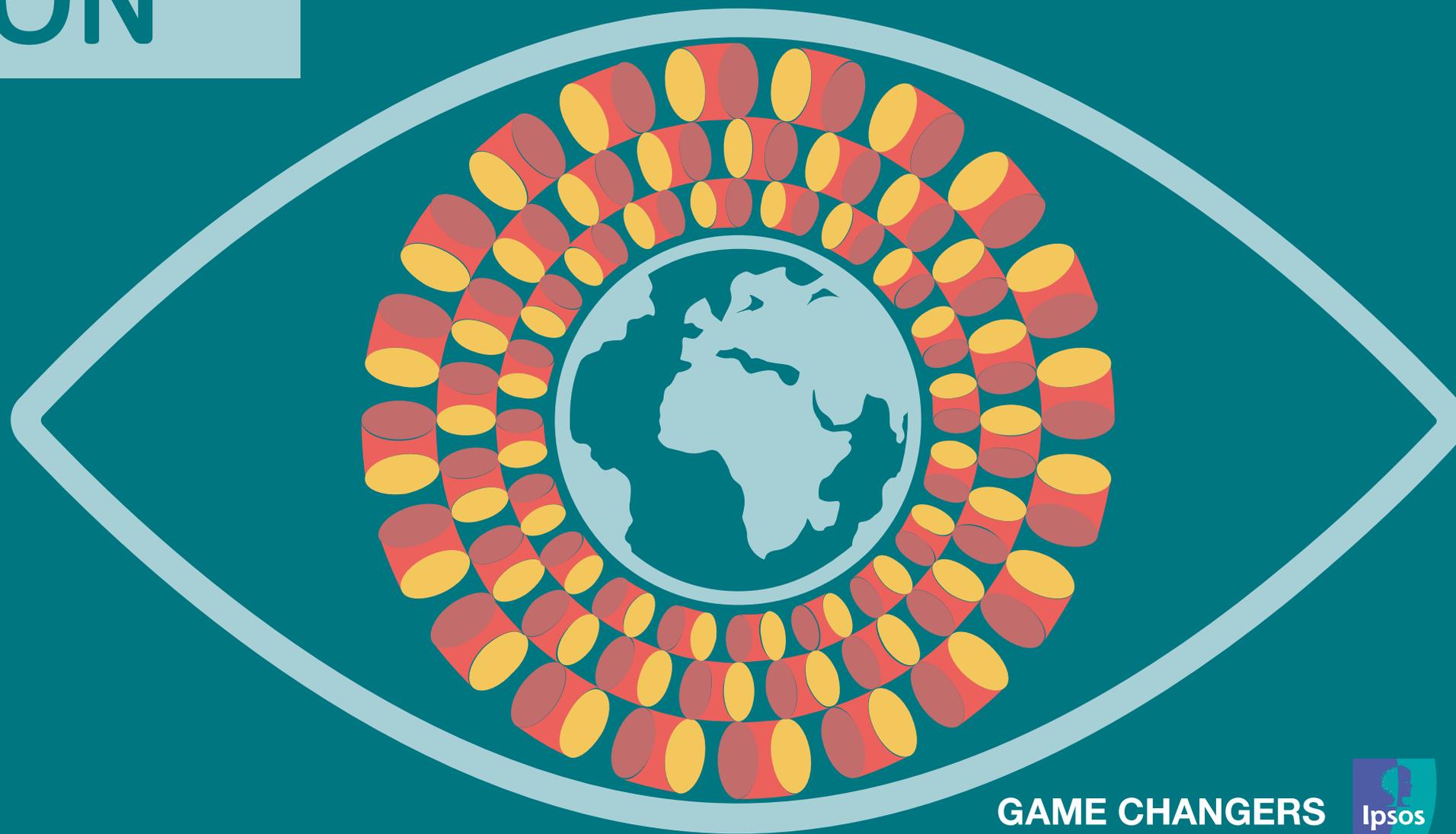


PERILS OF

PERCEPTION

2016

A 40-COUNTRY STUDY



GAME CHANGERS



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...

GAME CHANGERS





OUT OF EVERY 100 PEOPLE

ABOUT HOW MANY DO

YOU THINK ARE

MUSLIM?

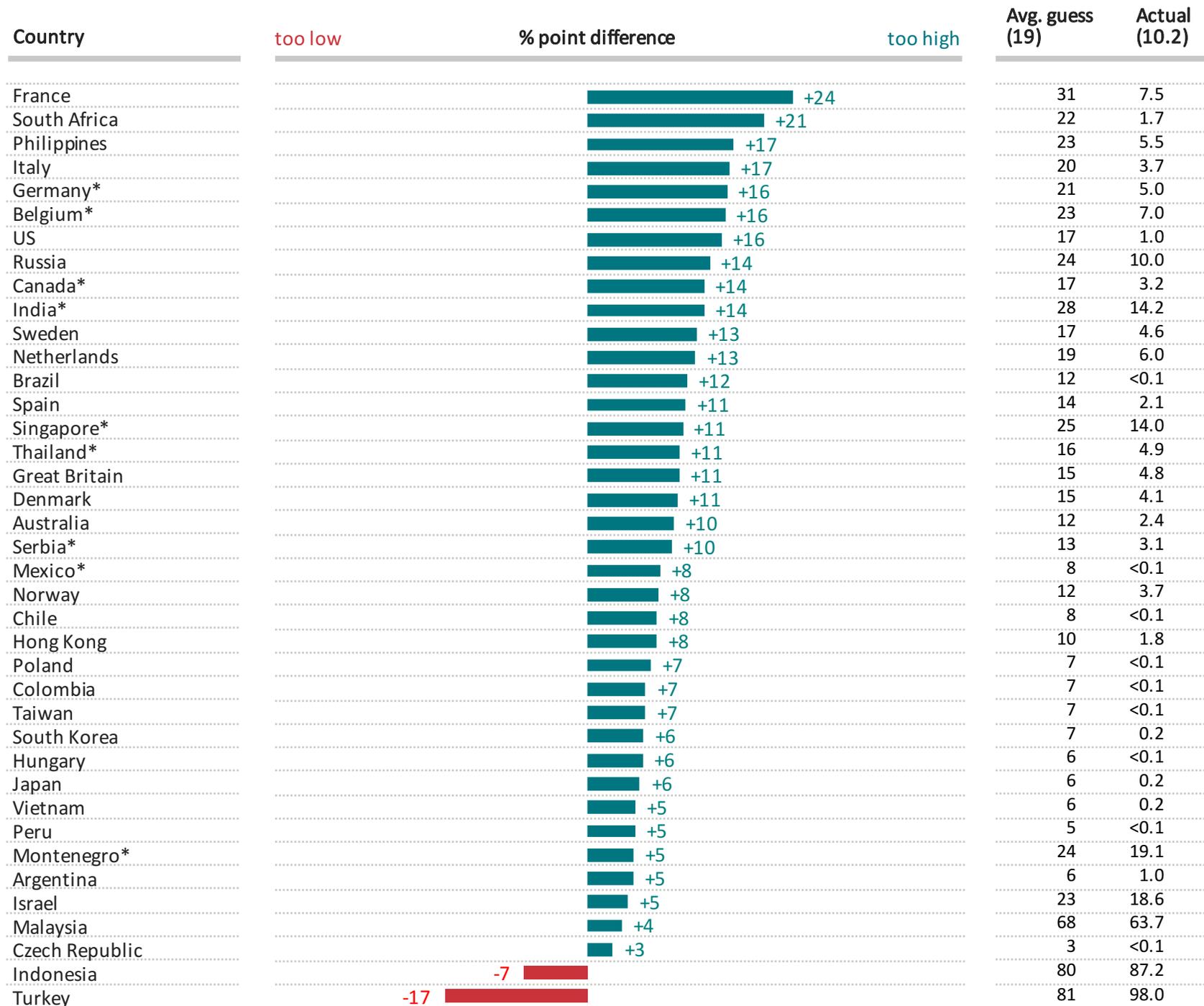
GAME CHANGERS





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 BE
MUSLIM?

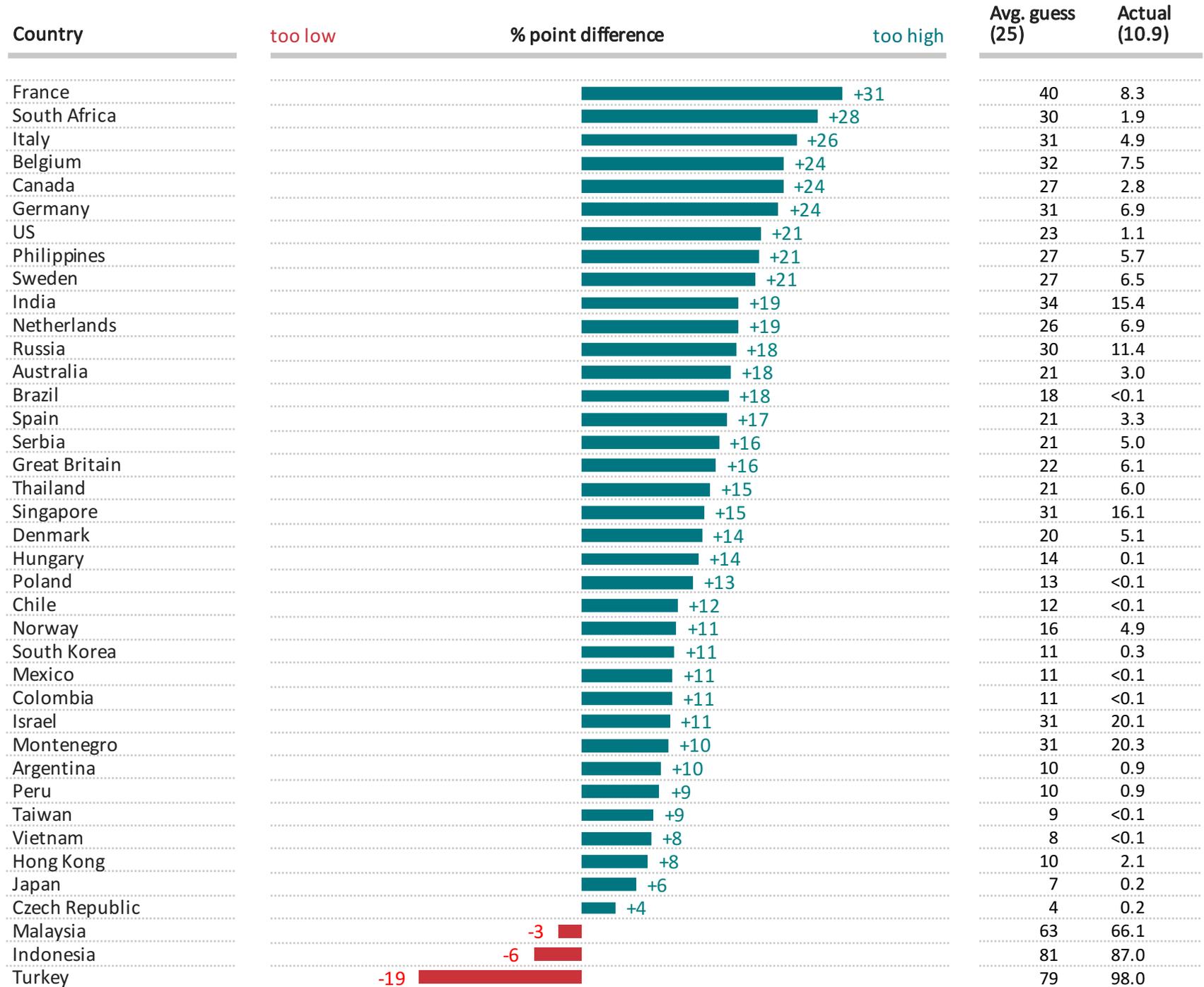
GAME CHANGERS





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.



The 'actual' data for this question is from Pew Research Center. Please see <http://perils.ipsos.com/> for full details of all sources.





WHEN ASKED IN A SURVEY,
WHAT PERCENTAGE OF
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?

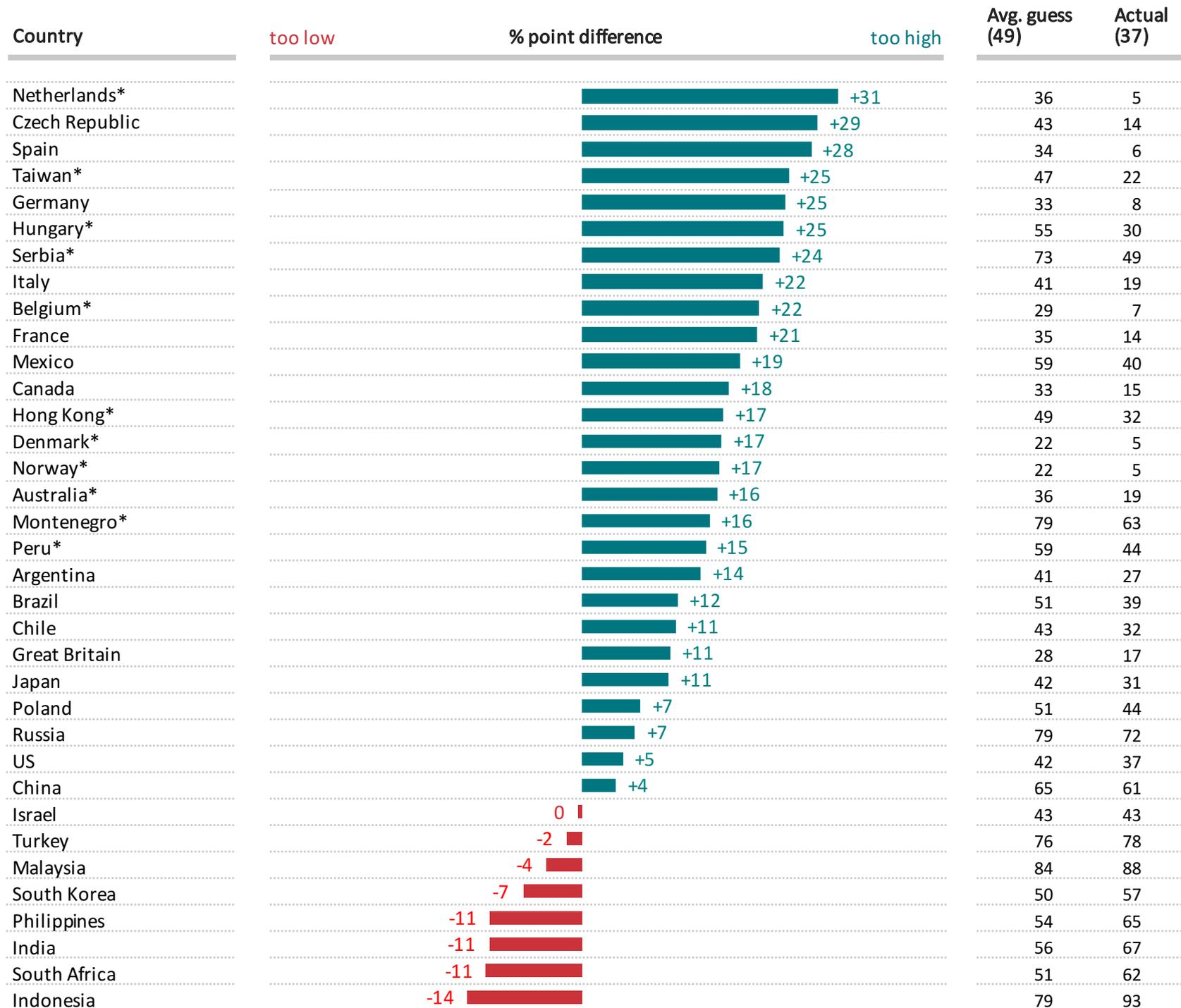
GAME CHANGERS



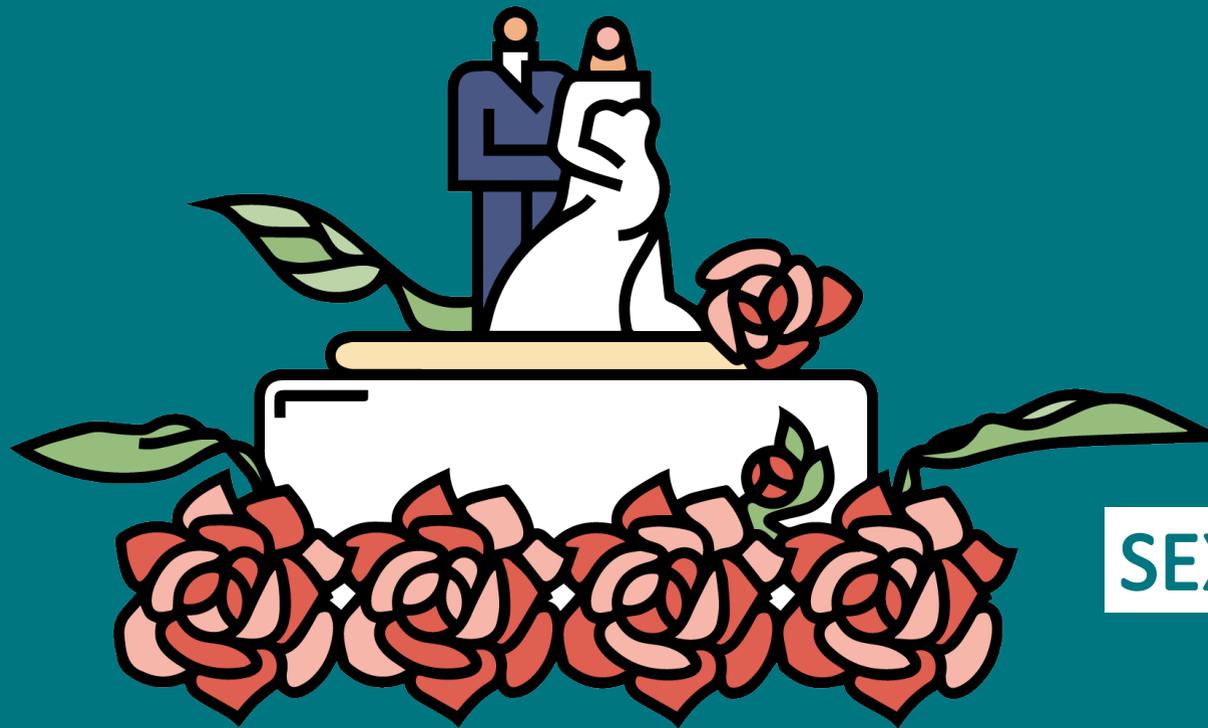


When asked in a survey, what percentage of people do you think said they personally believe that homosexuality is morally unacceptable?

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 <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
SEX BETWEEN UNMARRIED ADULTS
IS MORALLY UNACCEPTABLE?

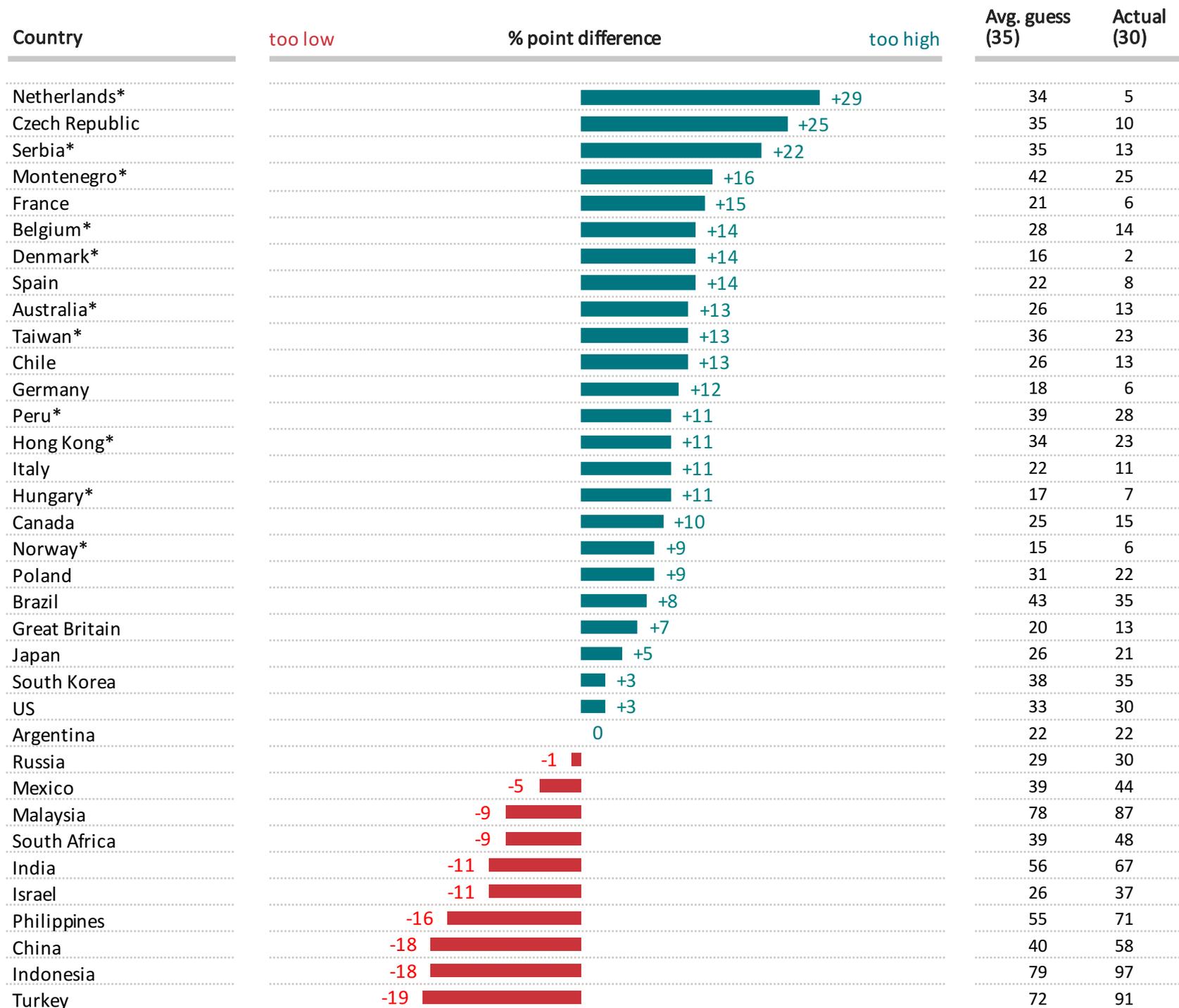
GAME CHANGERS





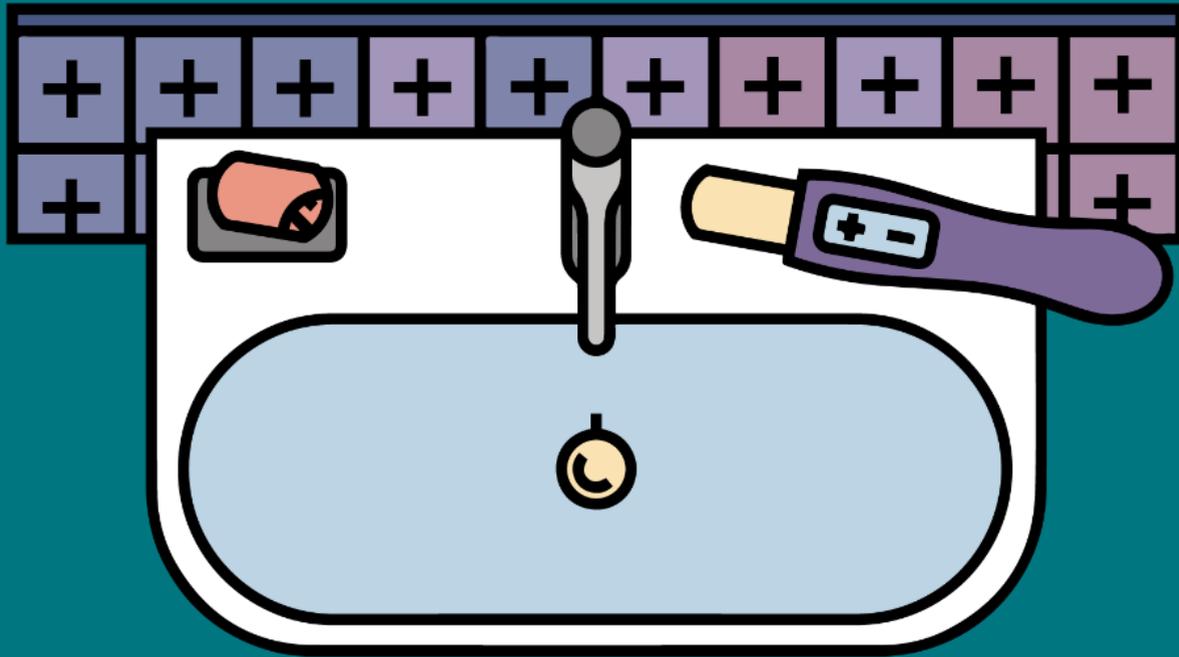
When asked in a survey, what percentage of people do you think said they personally believe that sex between unmarried adults is morally unacceptable?

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 <http://perils.ipsos.com/> for full details of all sources.

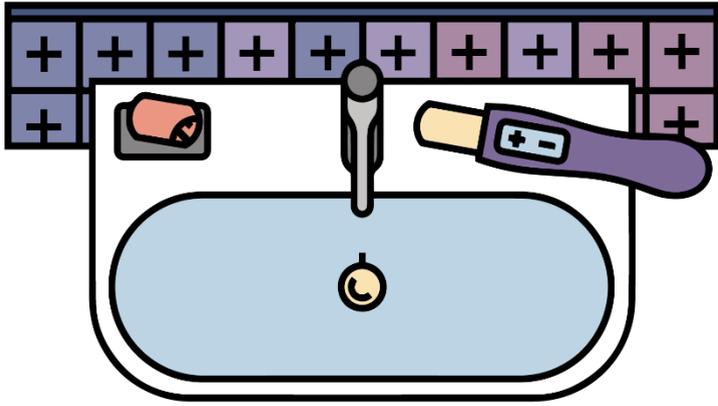




WHEN ASKED IN A SURVEY,
WHAT PERCENTAGE OF PEOPLE
DO YOU THINK SAID THEY
PERSONALLY BELIEVE THAT
HAVING AN ABORTION
IS MORALLY UNACCEPTABLE?

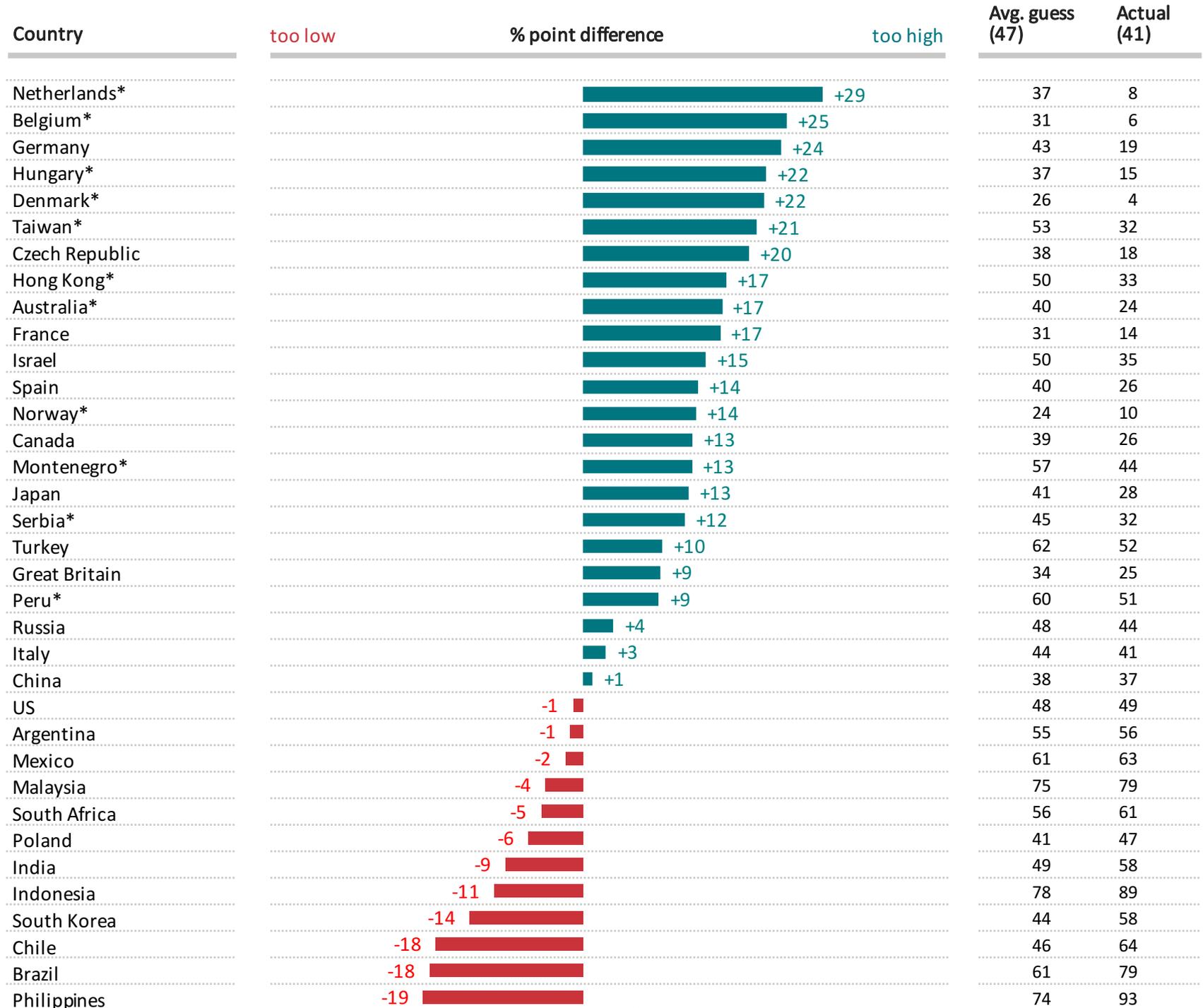
GAME CHANGERS





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.



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.





WHAT PERCENTAGE OF
TOTAL HOUSEHOLD WEALTH
DO YOU THINK THE LEAST
WEALTHY 70% OWN?

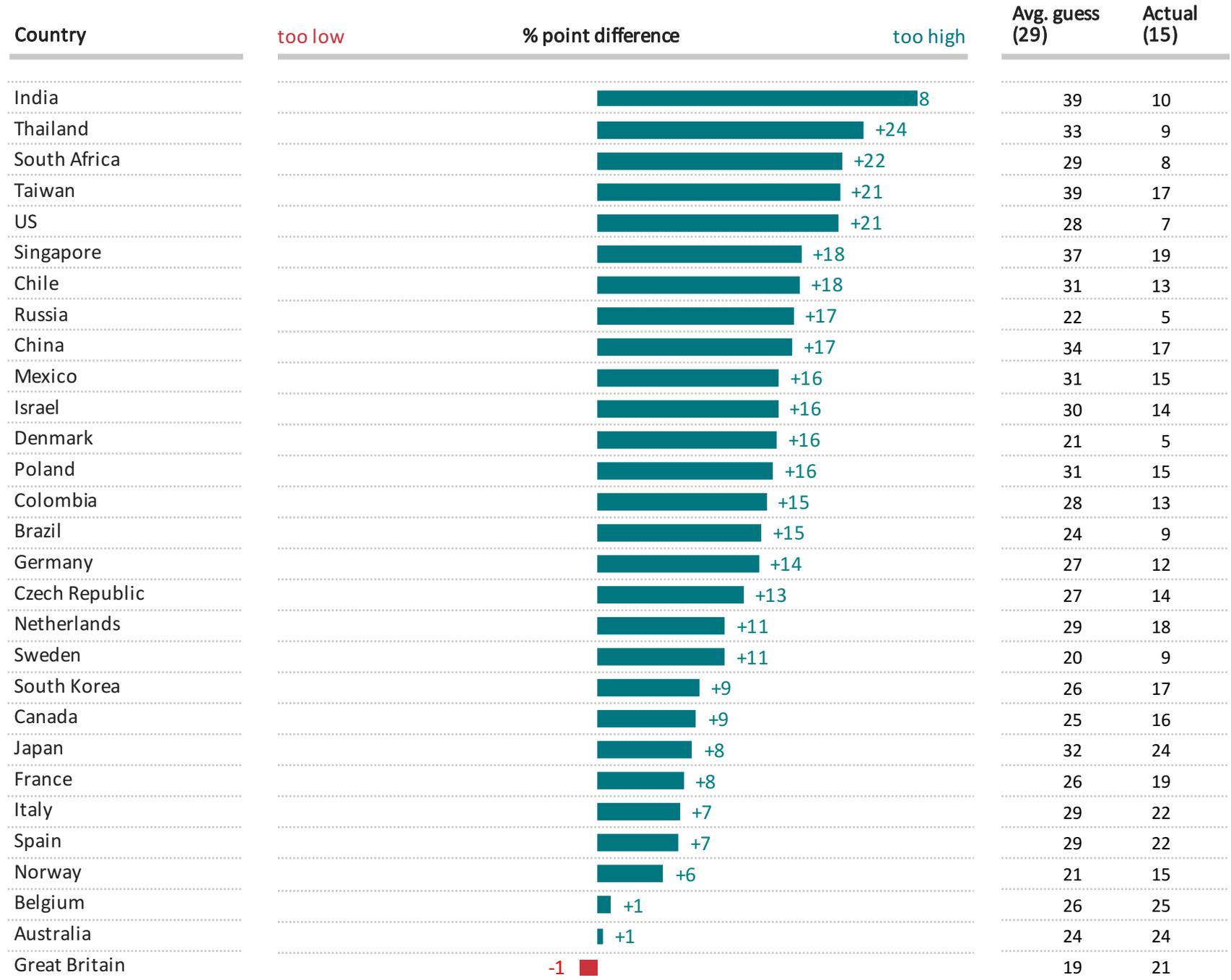
GAME CHANGERS



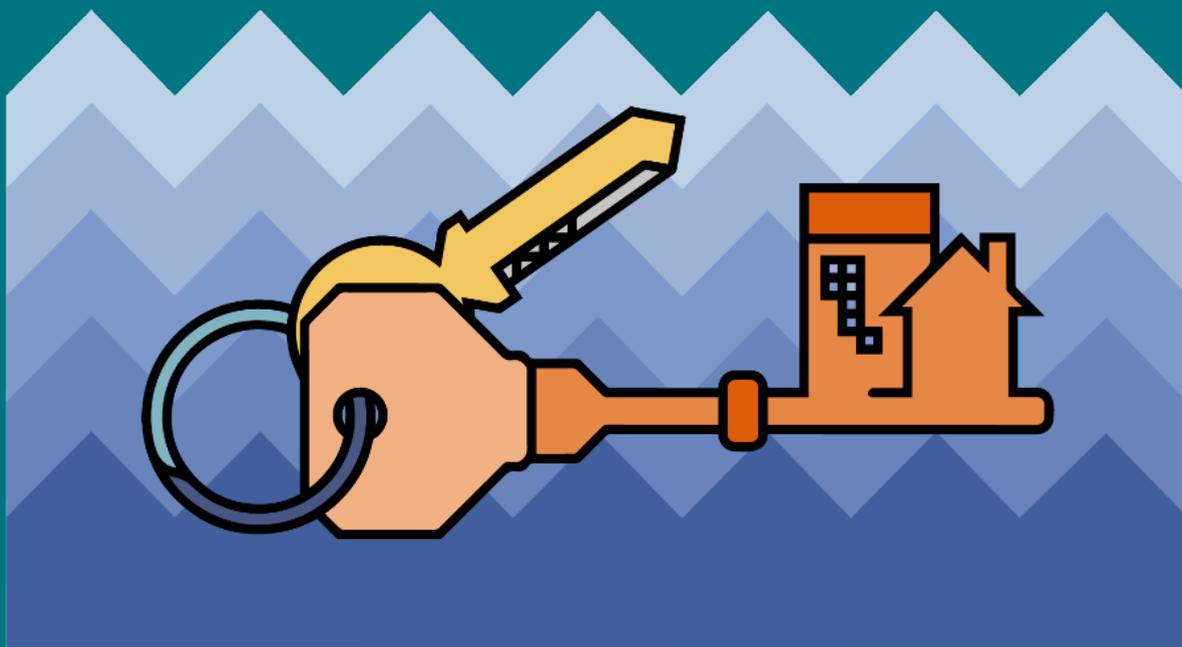


What percentage of total household wealth do you think the least wealthy 70% own?

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



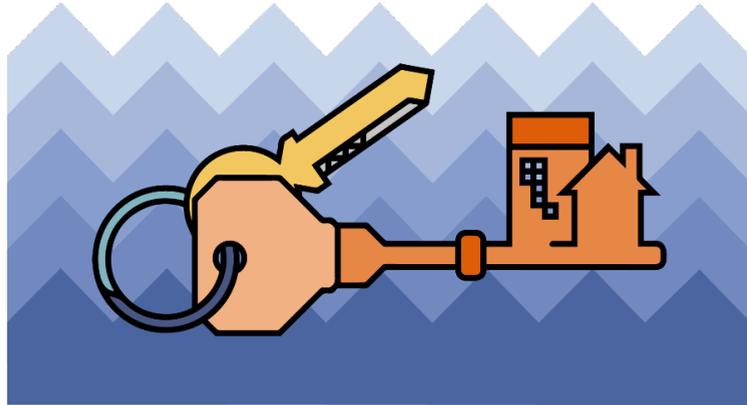
The 'actual' data for this question is from Credit Suisse. Please see <http://perils.ipsos.com/> for full details of all sources.



OUT OF EVERY 100
HOUSEHOLDS, HOW MANY
ARE OWNED BY SOMEONE
WHO LIVES THERE?

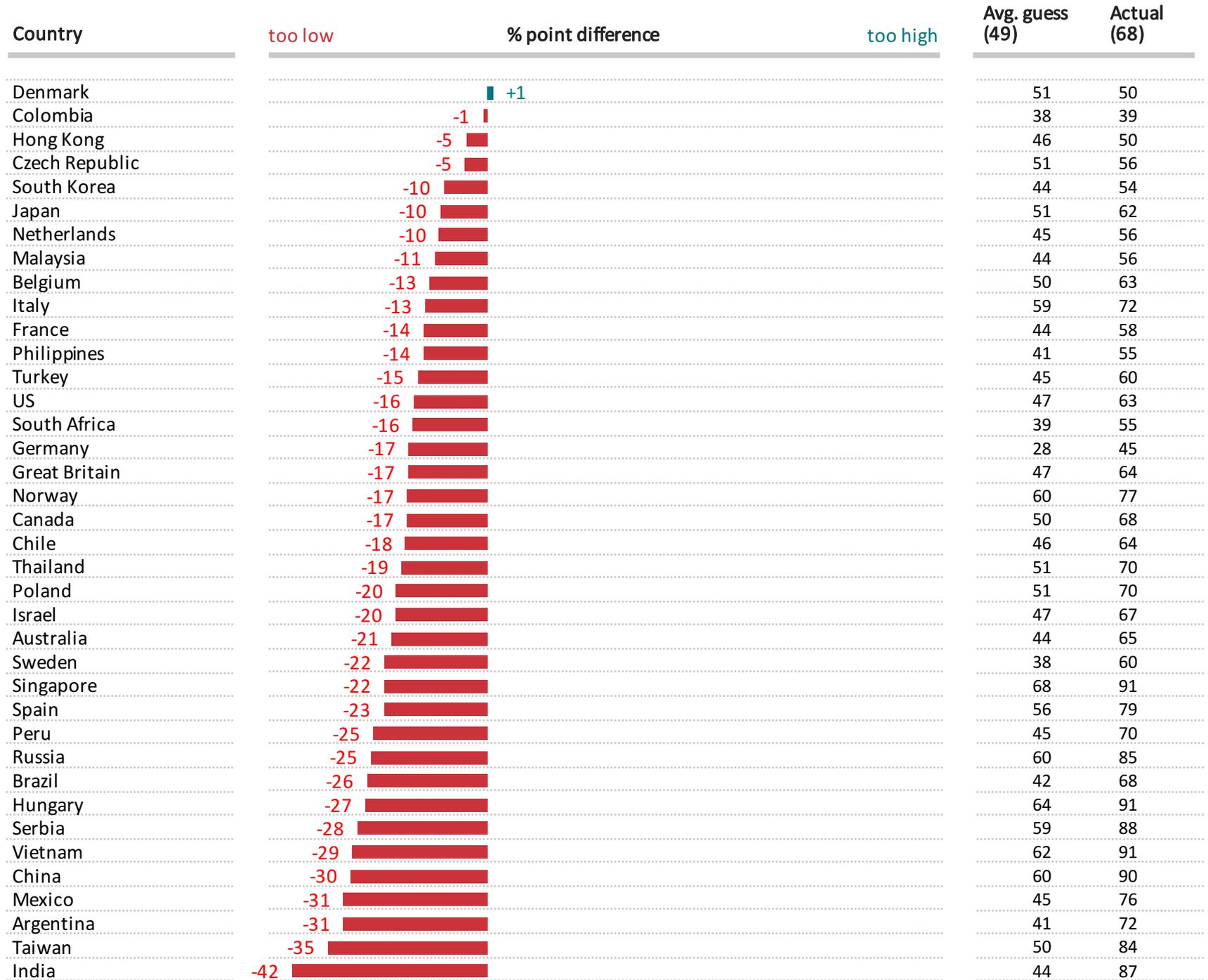
GAME CHANGERS





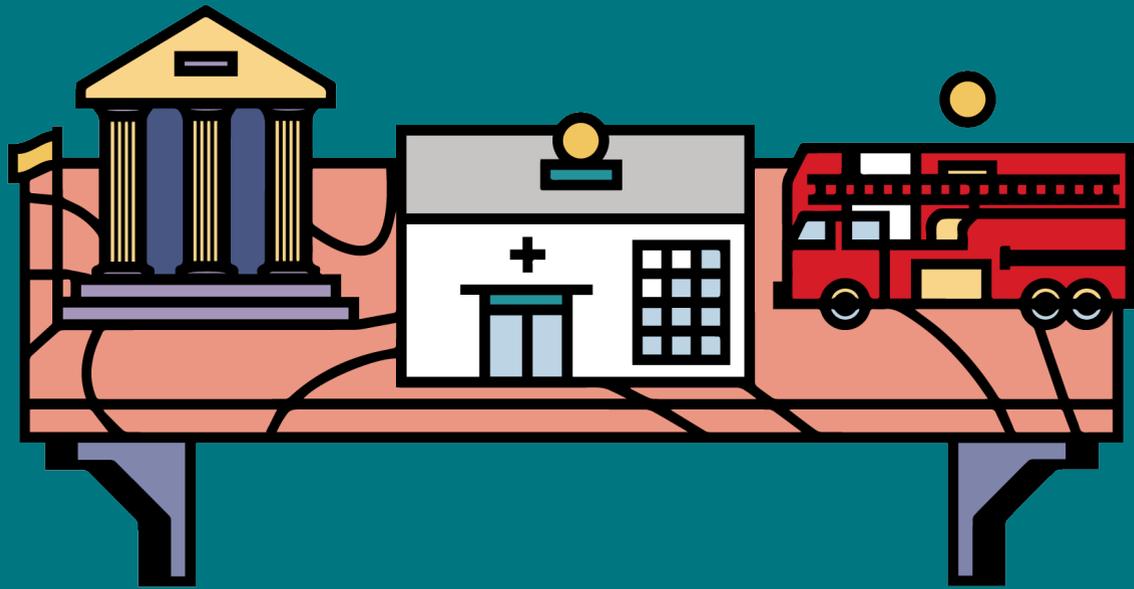
Out of every 100 households, how many are owned by someone who lives there?

Nearly all countries massively underestimate how many households own or are buying their own home.



The 'actual' data for this question is from a variety of sources. Please see <http://perils.ipsos.com/> for full details of all sources.





WHAT PERCENTAGE OF TOTAL

ANNUAL GROSS DOMESTIC

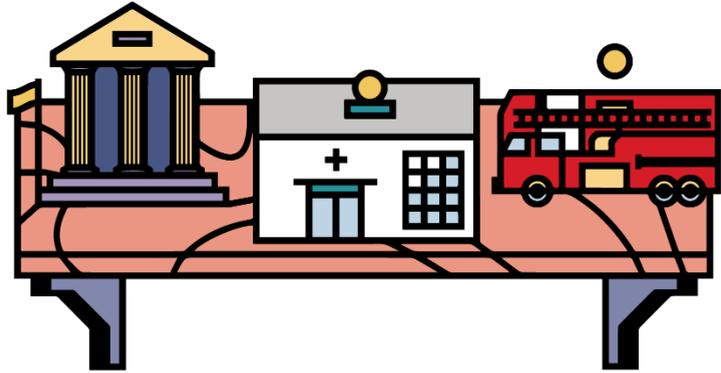
PRODUCT DO YOU THINK IS

SPENT ON HEALTH

EXPENDITURE EACH YEAR?

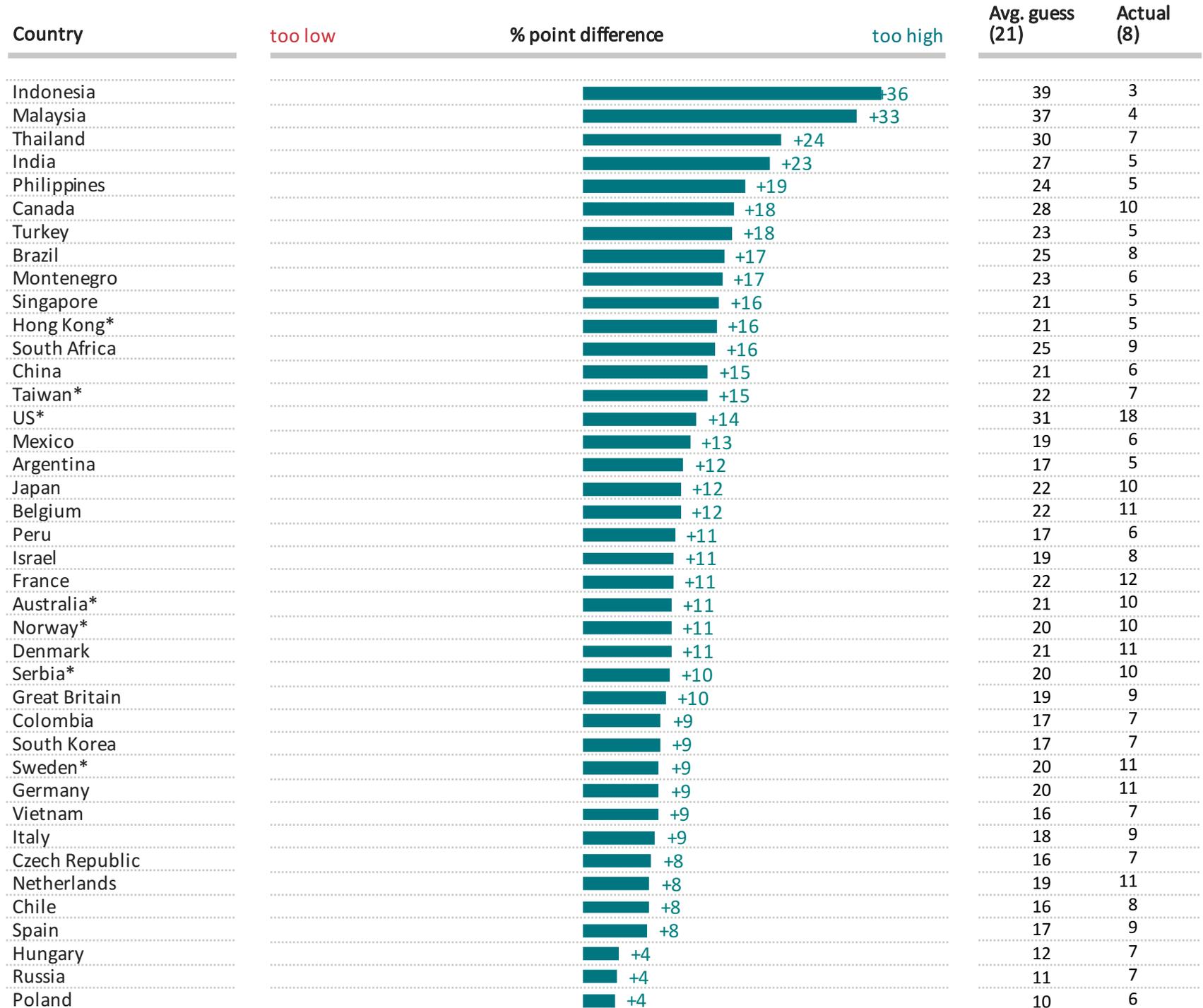
GAME CHANGERS





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.



The 'actual' data for this question is largely from the World Bank. 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.





WHAT DO YOU THINK THE
CURRENT POPULATION OF
YOUR COUNTRY IS?

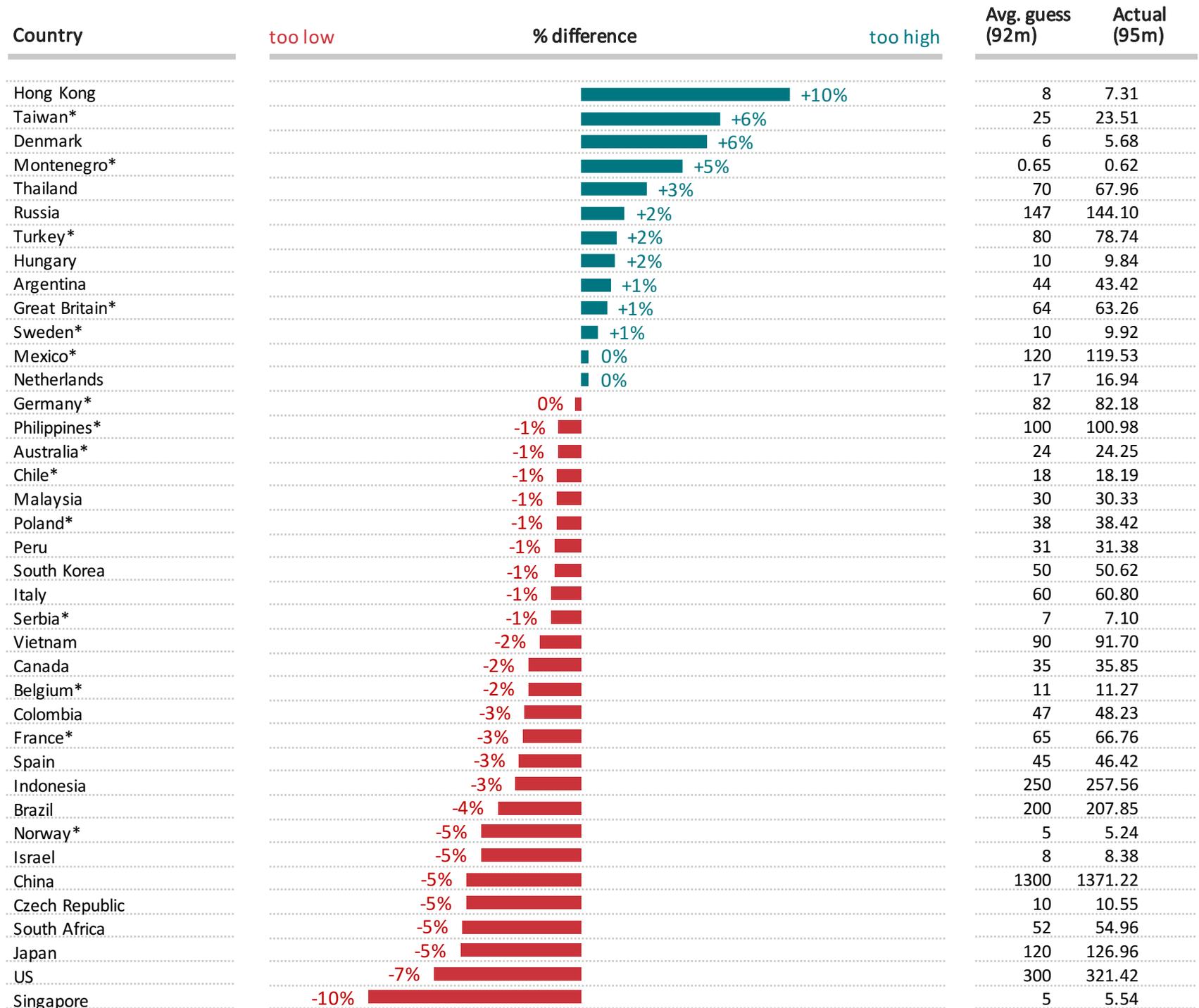
GAME CHANGERS





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

We are mostly pretty good at knowing what our current population size is.



The 'actual' data for this question is largely from the World Bank. 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.





WHAT DO YOU THINK THE
POPULATION IN YOUR COUNTRY
IS PROJECTED TO BE IN 2050?

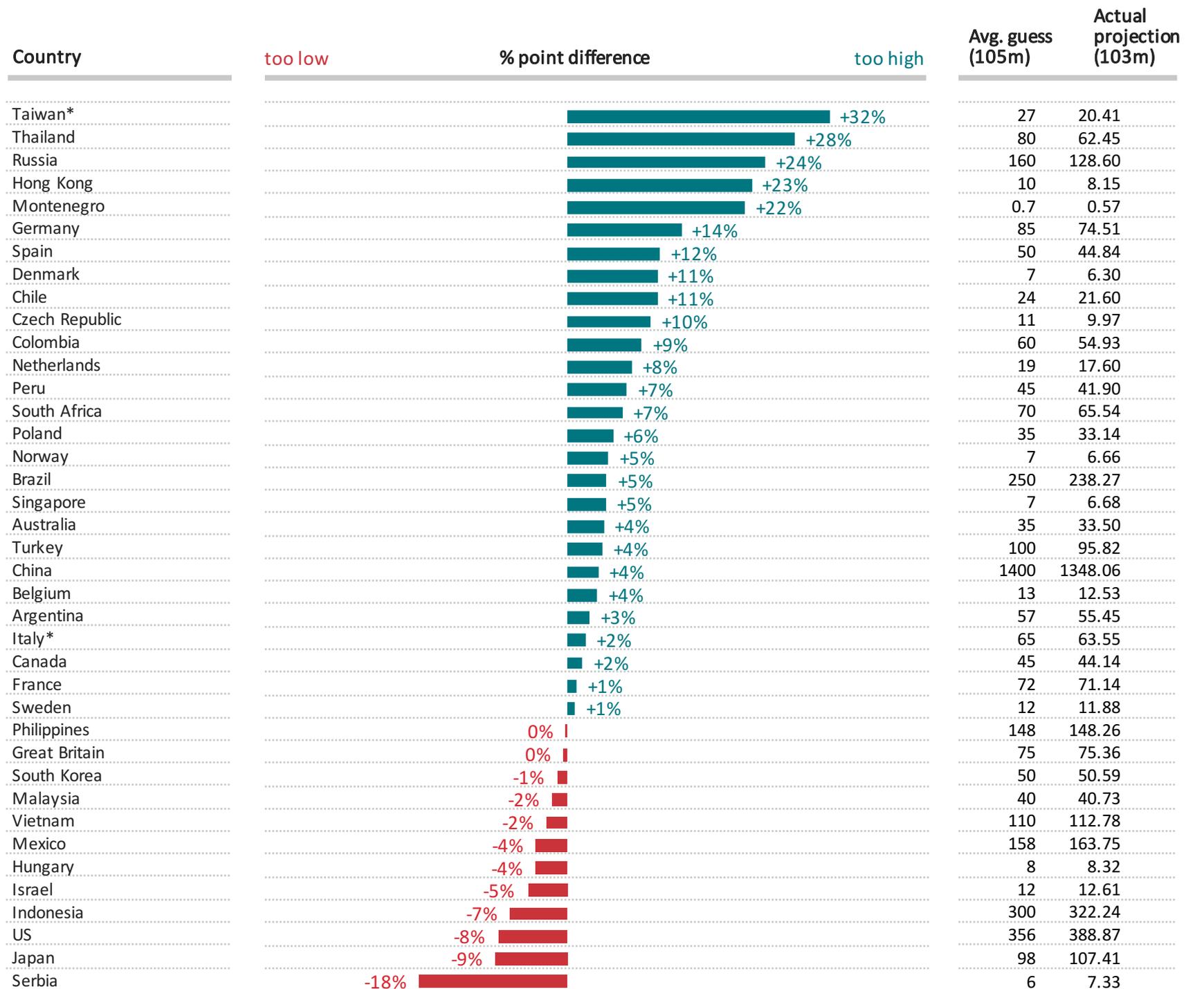
GAME CHANGERS





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.



The 'actual' data for this question is largely from the United Nations. 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 THE UPCOMING

US PRESIDENTIAL ELECTION,

DO YOU THINK THAT DONALD

TRUMP OR HILLARY CLINTON

WILL BE ELECTED AS PRESIDENT?

GAME CHANGERS





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	Clinton	%	Trump	Net Trump
Russia	29%		50%	21%
Serbia	29%		42%	13%
China	28%		32%	4%
Montenegro	48%		35%	-13%
Israel	52%		33%	-19%
US	50%		26%	-24%
Hungary	56%		26%	-30%
Poland	58%		26%	-32%
Czech Republic	54%		21%	-33%
Turkey	60%		26%	-34%
India	61%		25%	-37%
South Africa	64%		24%	-40%
Australia	58%		17%	-41%
Canada	61%		17%	-44%
Great Britain	61%		16%	-45%
Malaysia	60%		13%	-47%
Thailand	66%		19%	-47%
Sweden	68%		18%	-50%
Italy	67%		16%	-51%
France	65%		14%	-51%
Singapore	67%		14%	-53%
Germany	69%		14%	-55%
Peru	71%		16%	-55%
Philippines	75%		17%	-57%
Brazil	69%		11%	-58%
Indonesia	73%		14%	-59%
Hong Kong	73%		13%	-60%
Argentina	74%		14%	-60%
Vietnam	76%		16%	-60%
Denmark	75%		14%	-60%
Taiwan	72%		10%	-62%
Japan	70%		8%	-62%
Netherlands	74%		11%	-63%
Spain	75%		11%	-64%
Belgium	74%		10%	-65%
Colombia	82%		13%	-70%
Norway	82%		11%	-71%
Chile	82%		10%	-72%
South Korea	84%		5%	-79%
Mexico	86%		6%	-81%

This question was asked in the month leading up to the US Presidential election 2016.



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”

GAME CHANGERS



INDEX OF IGNORANCE



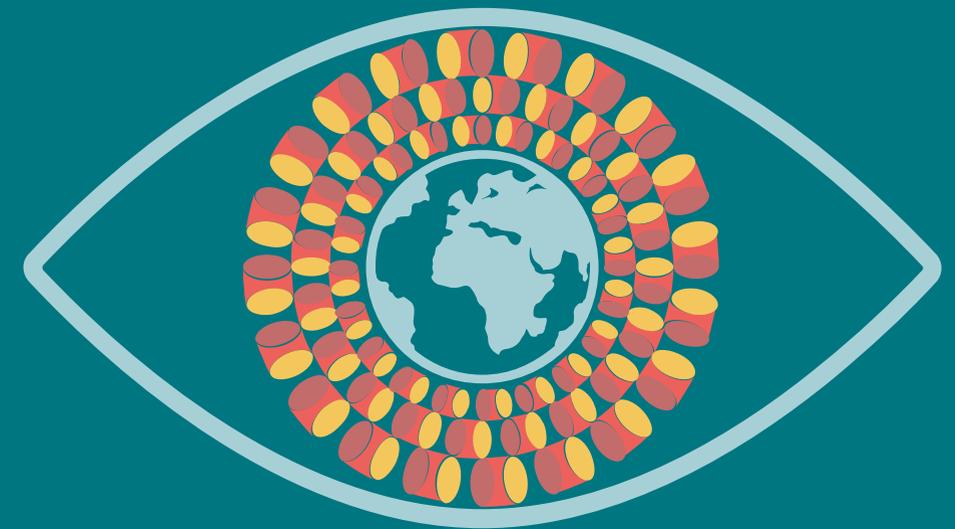
- These are the findings of the Ipsos MORI Perils of Perception Survey 2016. 27,250 interviews were conducted between 22nd September – 6th November 2016.
- The survey is conducted in 40 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, 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

For more information, please contact:

David Elliott
David.Elliott@ipsos.com



GAME CHANGERS

