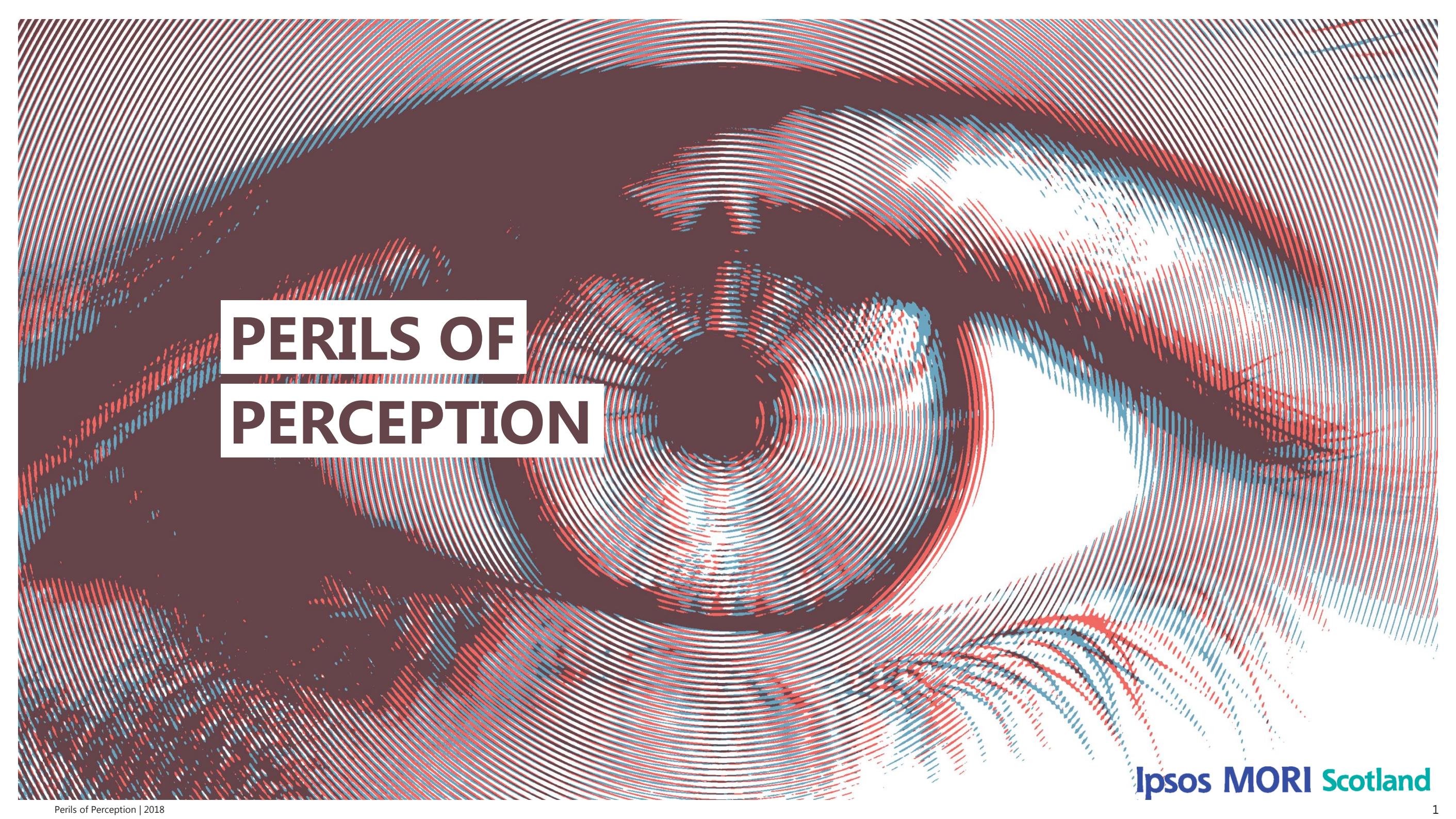




PERILS OF PERCEPTION

**THESE ARE THE FINDINGS FROM THE IPSOS MORI SCOTLAND
PERILS OF PERCEPTION SURVEY.**

**WE INTERVIEWED 1,008 PEOPLE ACROSS SCOTLAND AND ASKED
THEM TO ESTIMATE THE 'REALITY' ON SEVERAL KEY SOCIAL ISSUES.**

**OUR AIM WAS TO UNDERSTAND THE EXTENT OF PUBLIC
MISPERCEPTIONS ON THESE ISSUES AND THE REASONS
UNDERLYING THEM.**

**THE RESULTS HIGHLIGHT HOW LARGE THE GAP IS BETWEEN
PEOPLE'S *PERCEPTIONS* AND THE *REALITY*.**

PERCEPTIONS ARE *NOT* REALITY...



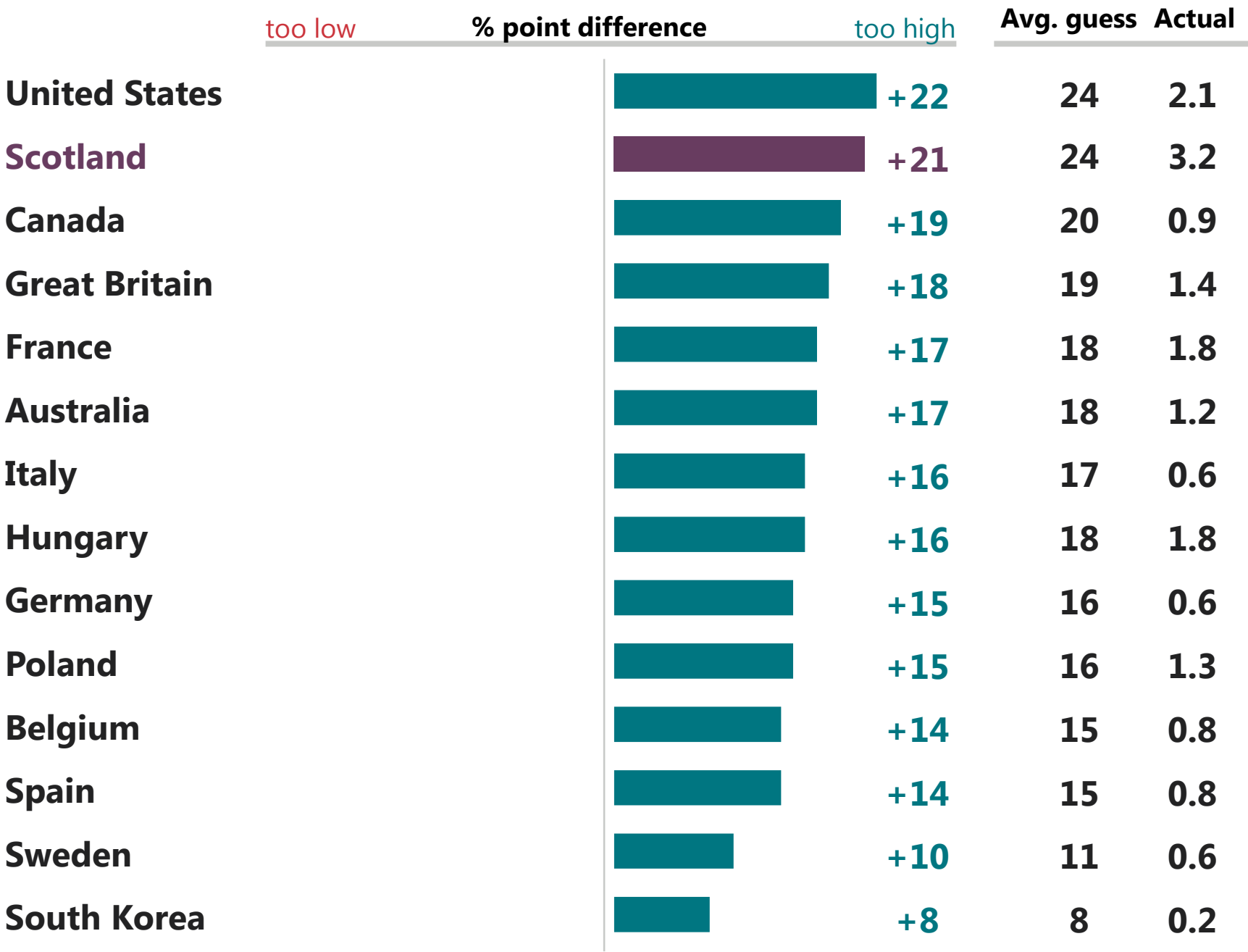


TEENAGE PREGNANCY

What percentage of women and girls aged 19 or under in Scotland do you think get pregnant each year?

People in all countries overestimate teenage births, and Scotland is among the places where perceptions are furthest from the reality.

People in Scotland think eight times as many teenagers get pregnant each year as actually do.

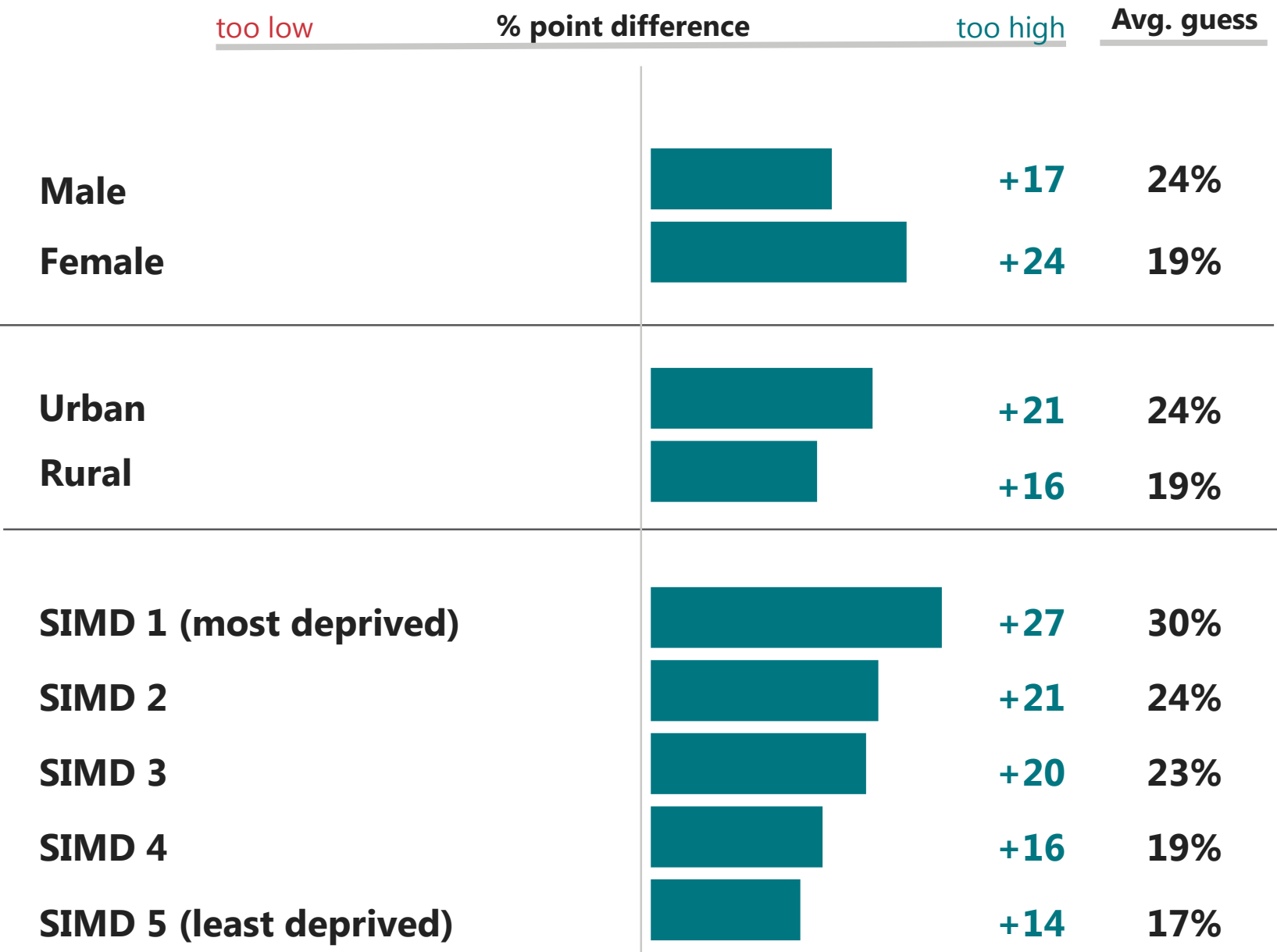


Global question wording:
What percentage of women and girls aged 15 to 19 in [COUNTRY] do you think give birth each year?

What percentage of women and girls aged 15 to 19 in Scotland do you think get pregnant each year?

Those living in deprived areas most overestimate teenage pregnancy rates.

This is perhaps unsurprising given the reality that Scotland's most deprived areas have higher teenage pregnancy rates than its less deprived areas do.

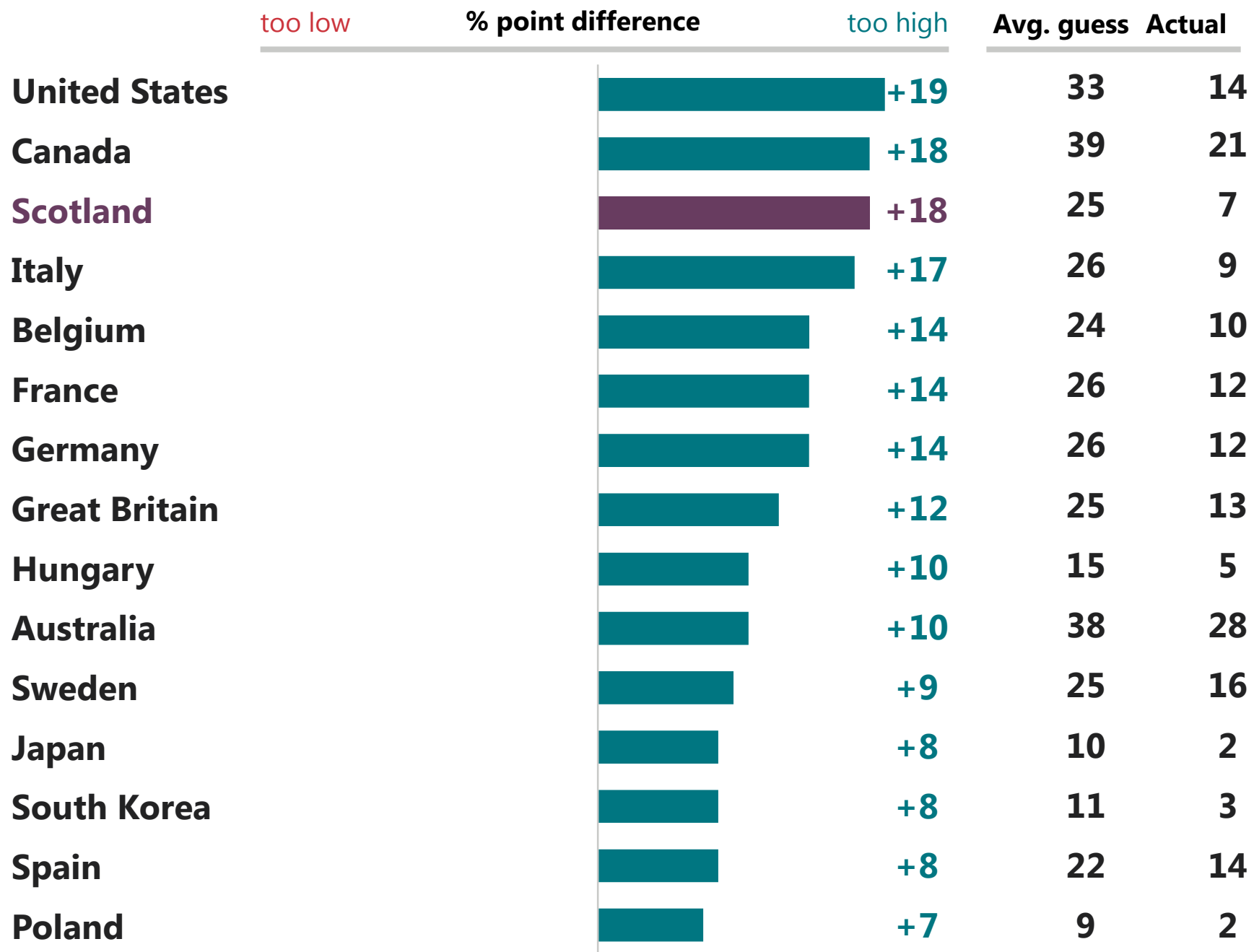


IMMIGRATION

What percentage of people living in Scotland do you think were born outside of the UK?/ What percentage of the population do you think are immigrants to this country?

All countries overestimate the percentage of people living in their country who were born elsewhere.

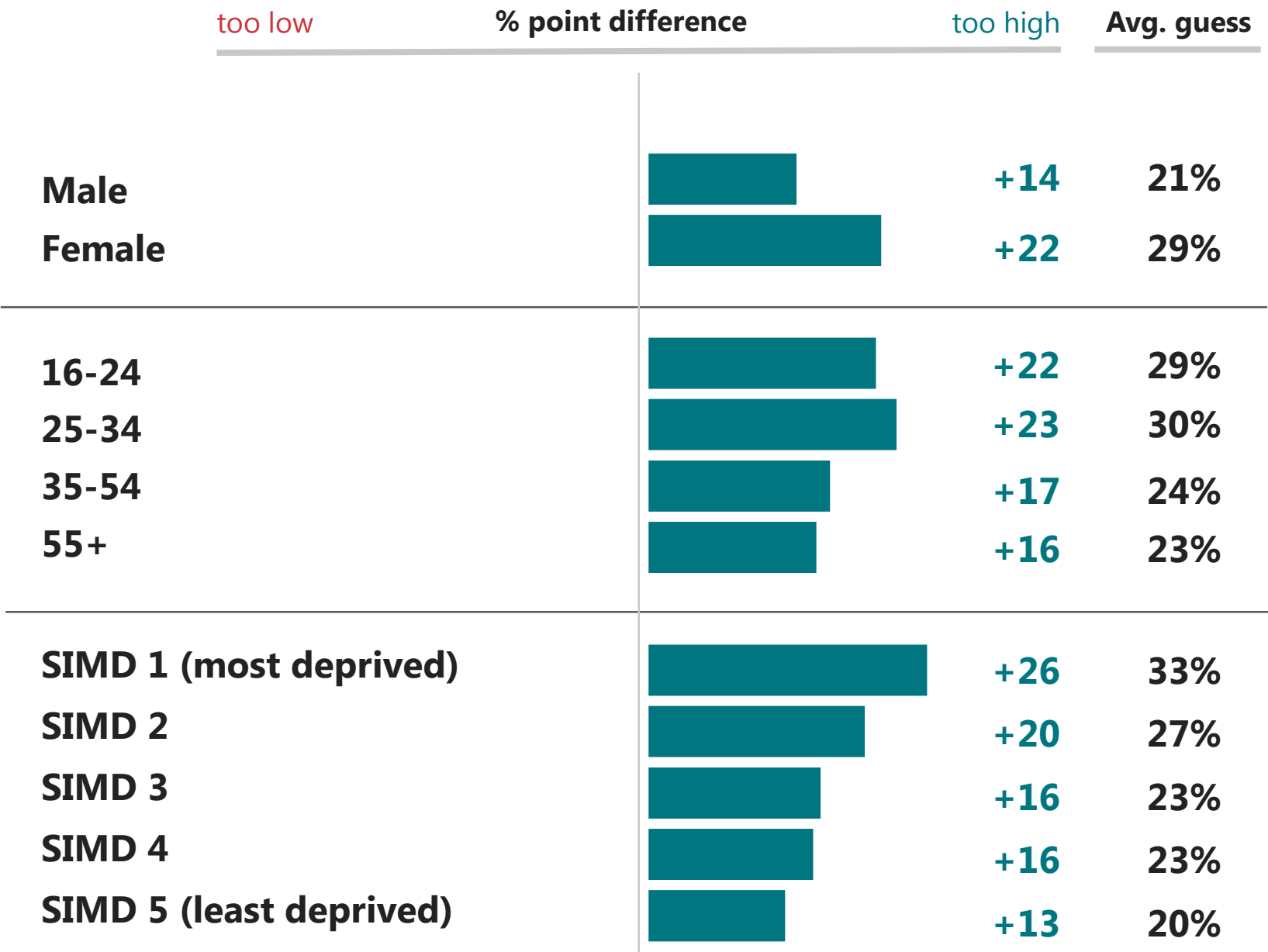
In both Scotland and GB, people estimate that a quarter of the population are immigrants. But Scots are further out in their estimate, as the actual percentage of non-UK immigrants in Scotland is lower than the percentage of immigrants in GB.



What percentage of people living in Scotland do you think were born outside of the UK?

Women, younger people and those living in deprived areas most overestimate the percentage of people living in Scotland born outside of the UK.

In reality, the percentage of immigrants in Scotland's most deprived areas is not significantly higher than in less deprived areas.

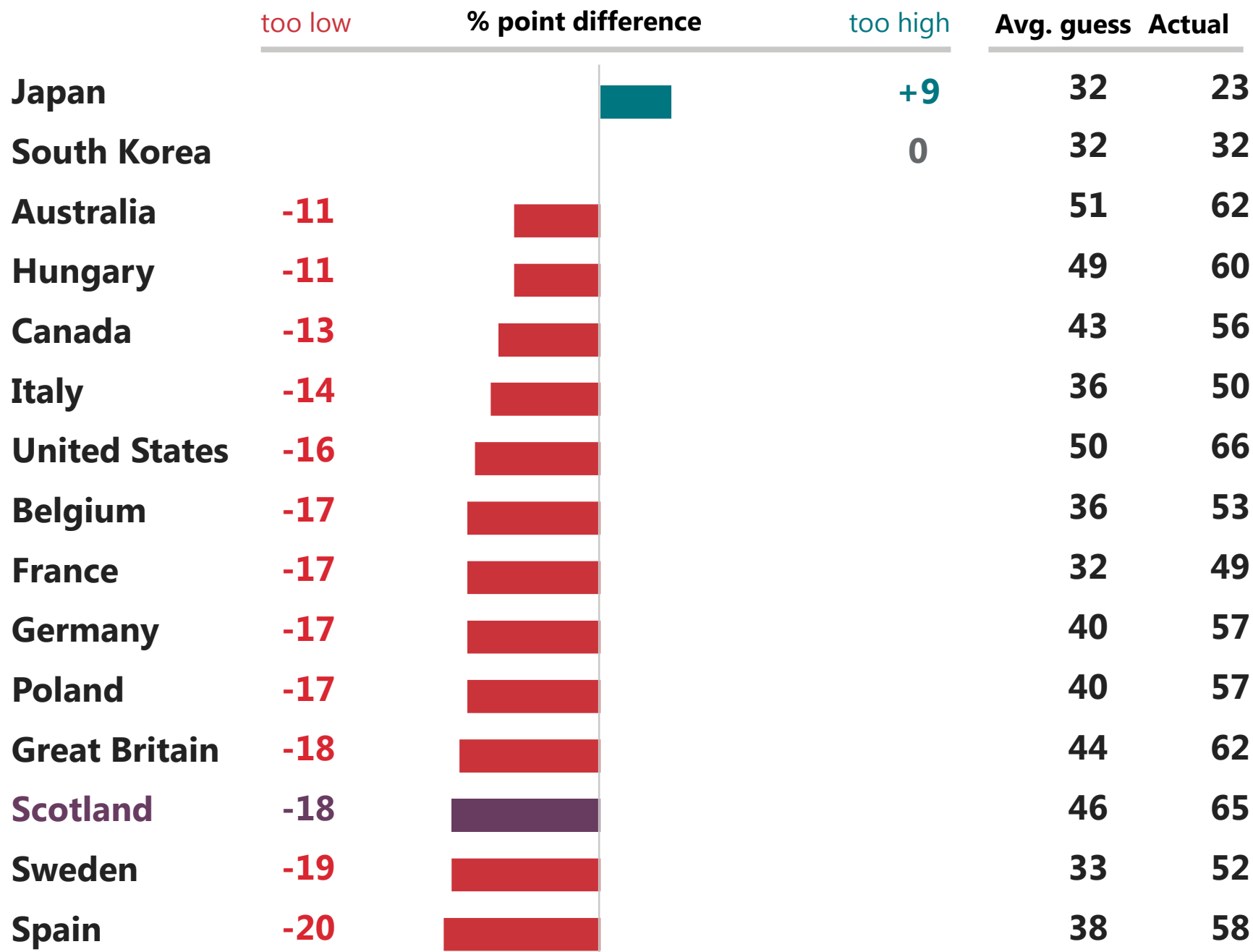




OBESITY

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 – and Scots are no exception.



Out of every 100 people aged 16 years or over in Scotland, how many do you think are either overweight or obese?

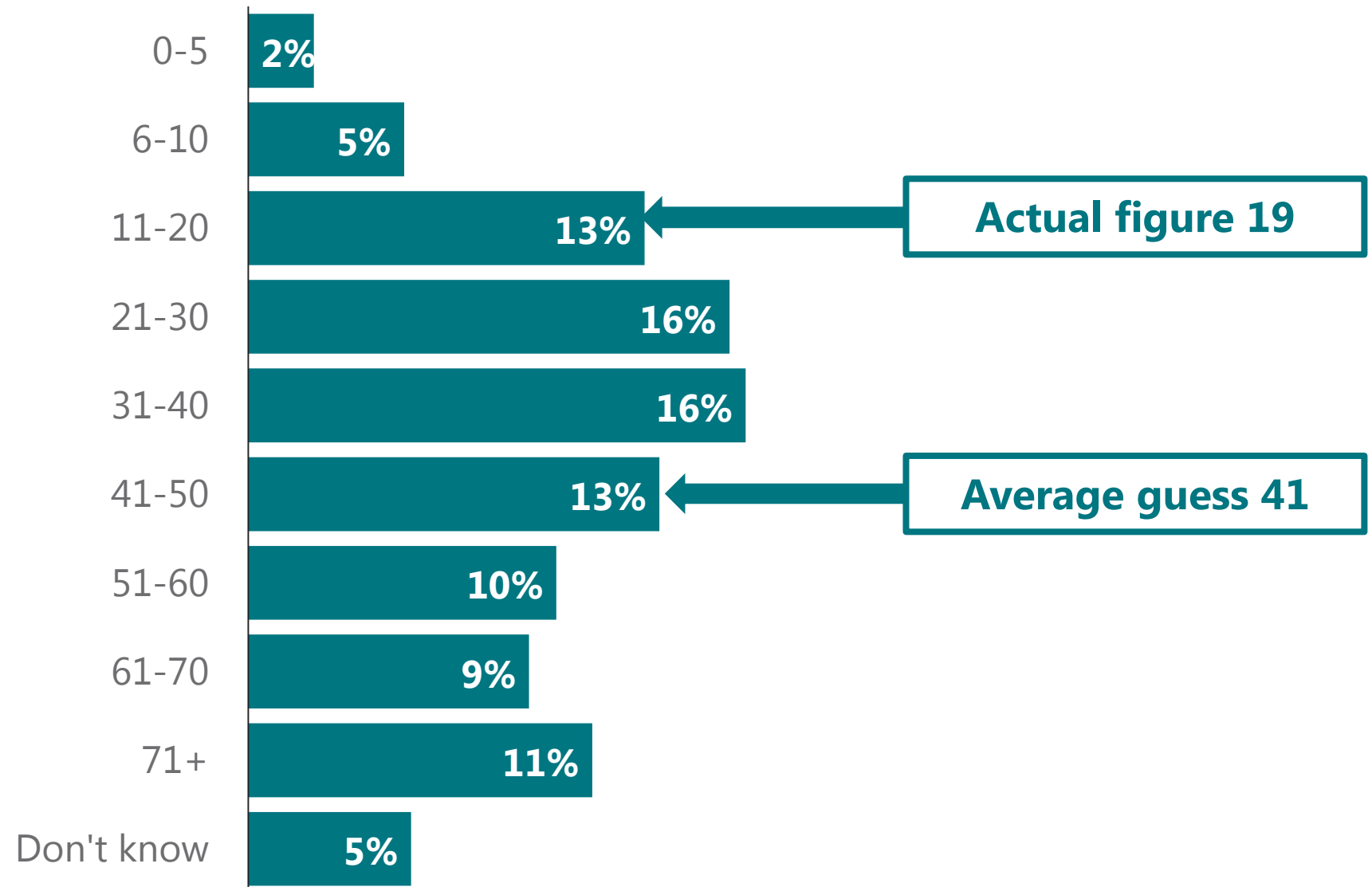
Men and younger people in Scotland underestimate how many of us are overweight or obese by the biggest margin.

	too low	Difference	too high	Avg. guess
All adults	-19			46
Male	-22			43
Female	-16			49
16-24	-24			41
25-34	-17			48
35-54	-19			46
55+	-18			47

MENTAL HEALTH

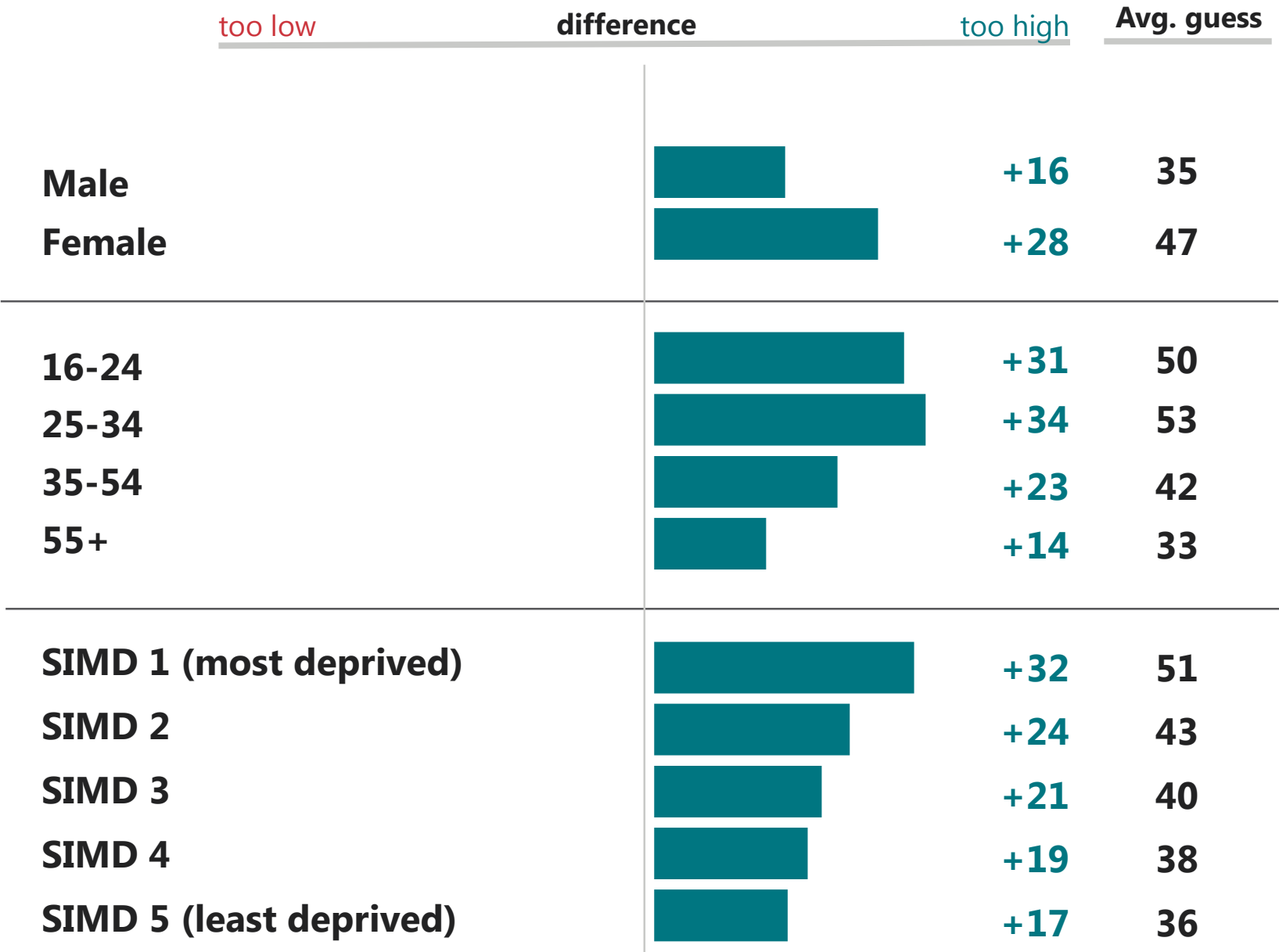
Out of every 100 people aged 16 years or over in Scotland, how many do you think have any symptoms of depression?

We overestimate the proportion of adults living in Scotland who have one or more symptoms of depression. This may relate to our level of awareness of mental health issues, and indicate that high-profile mental health campaigns have cut through.



Out of every 100 people aged 16 years or over in Scotland, how many do you think have any symptoms of depression?

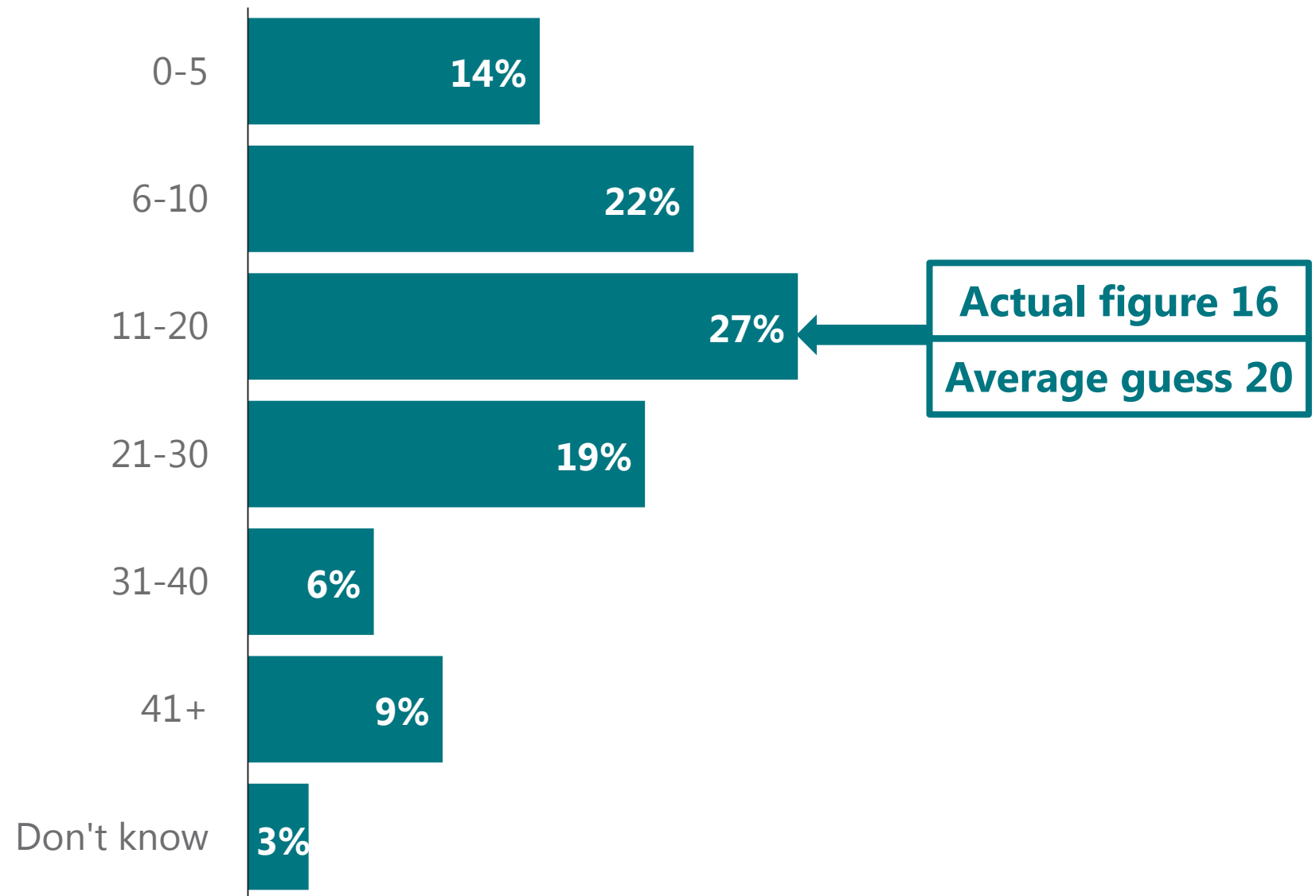
Those living in deprived areas most overestimate the number of people with symptoms of depression. This pattern reflects reality to an extent, since depression is more prevalent in Scotland's most deprived areas than in its less deprived areas.

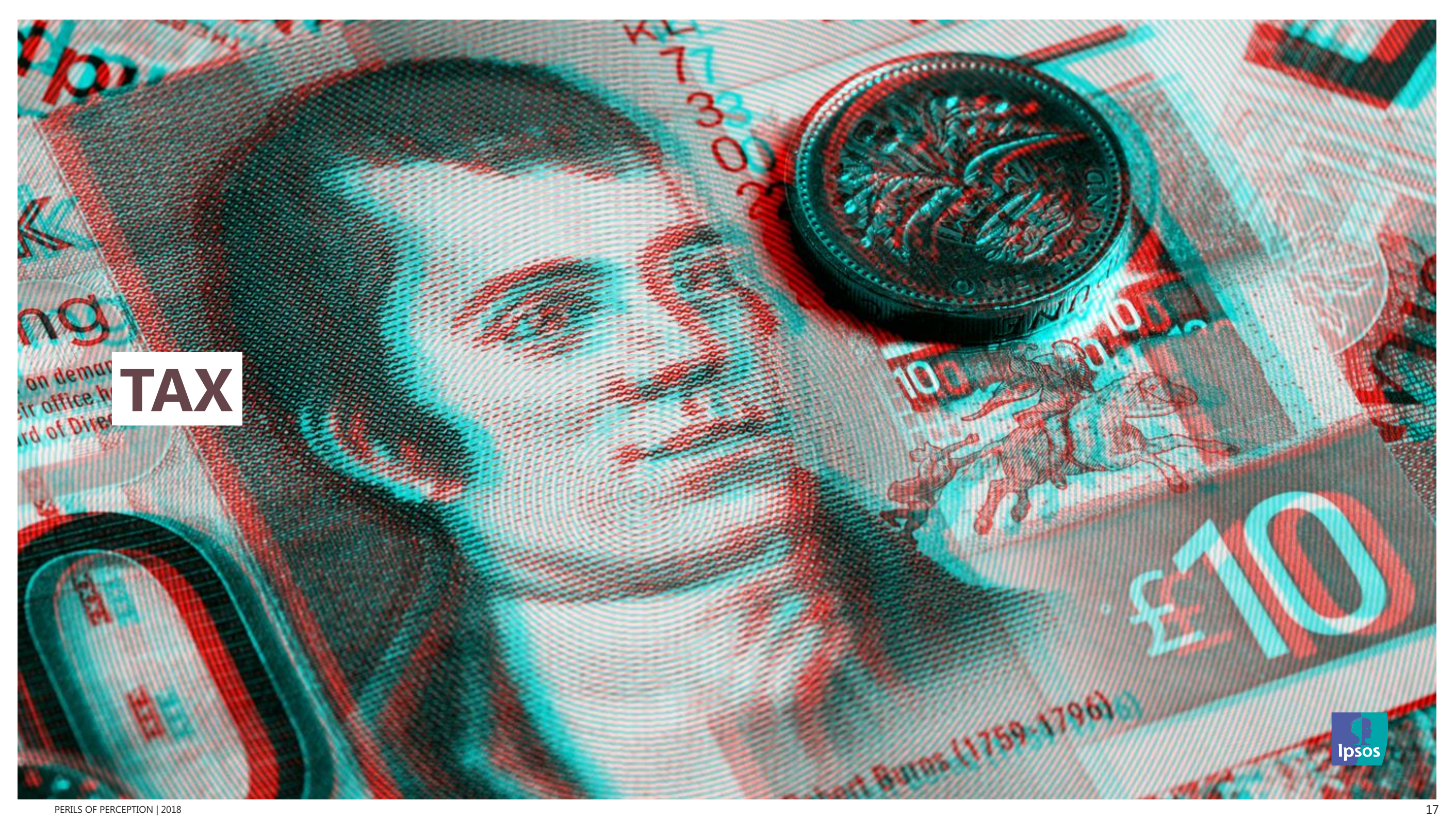


ALCOHOL

Out of every 100 people aged 16 years or over in Scotland, how many do you think do not drink alcohol?

We are quite accurate about the proportion of teetotallers in Scotland. This suggests that people are realistic about the extent of drinking in Scotland, which may relate to how widely debated Scotland's relationship with alcohol has been over the years.



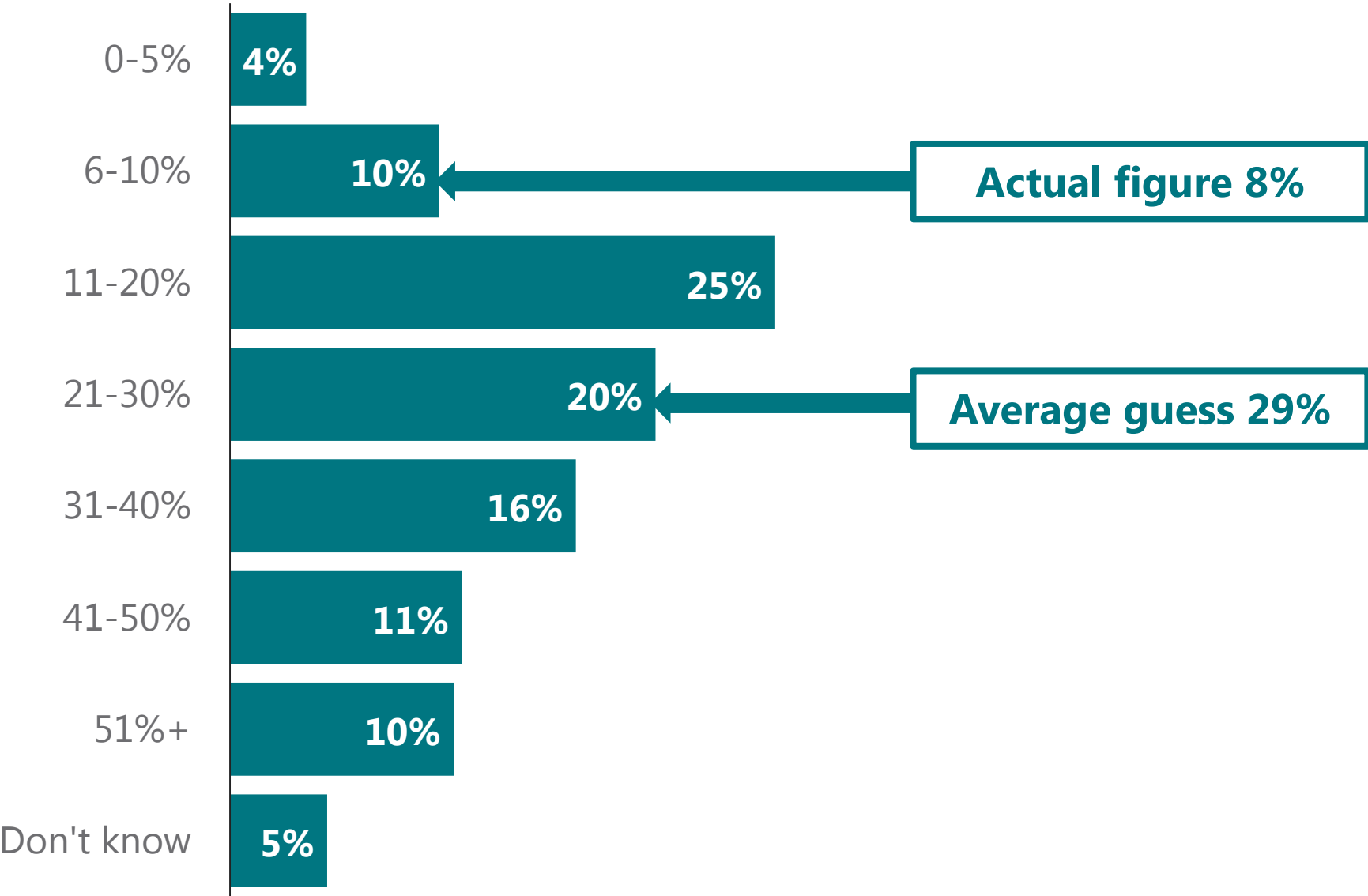


TAX

What percentage of adults in Scotland do you think are liable to pay the higher or additional rates of income tax? That is, people who earn £43,000 or more each year?

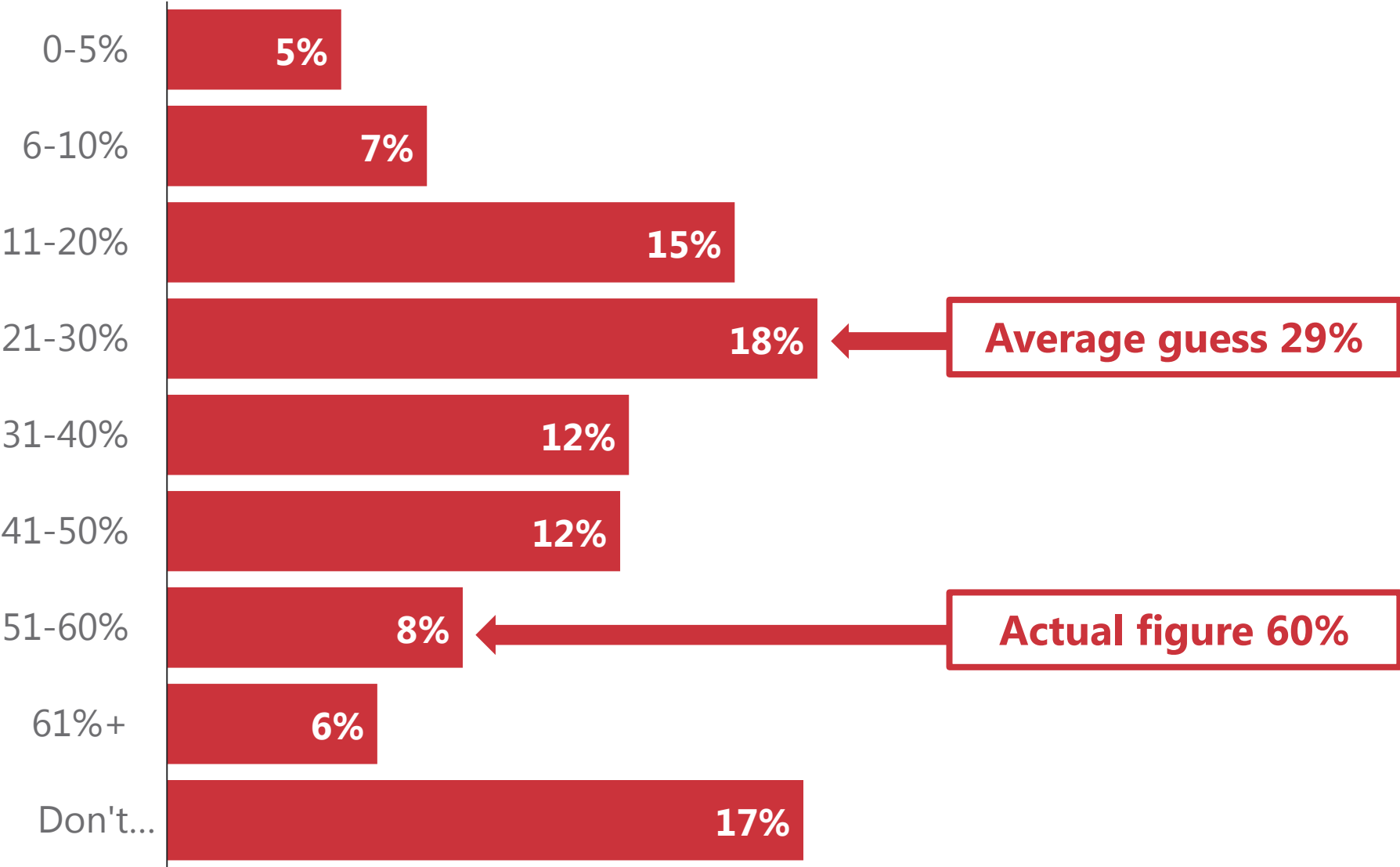
Our perceptions of tax are radically wrong.

People in Scotland overestimate the percentage of us who are higher earners...



And what percentage of all the income tax paid by adults in Scotland do you think this group that earns £43,000 or more each year contributes?

...and we hugely underestimate how much higher/additional rate taxpayers contribute to income tax. On average, Scots think this group contributes just half the amount that they actually do.



- These are the findings of the Ipsos MORI Scotland Perils of Perception Survey. 1,008 interviews were conducted by telephone between 27 November and 5 December 2017.
- Similar Perils of Perception Surveys have also been conducted in 38 countries around the world, using the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Denmark, France, Germany, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Japan, Malaysia, Mexico, New Zealand, Peru, Philippines, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey, United Kingdom, and the USA. The following countries used either online or face-to-face methodologies: Montenegro, Netherlands, Norway and Serbia.
- The “actual” data for each question is taken from a variety of sources. A full list of sources/links to the actual data can be found [here](#).
- 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 by age, sex, working status, region, educational qualifications, employment sector and tenure to match the profile of the population.

PERILS OF PERCEPTION

2018

For more information, please contact:

Emily Gray

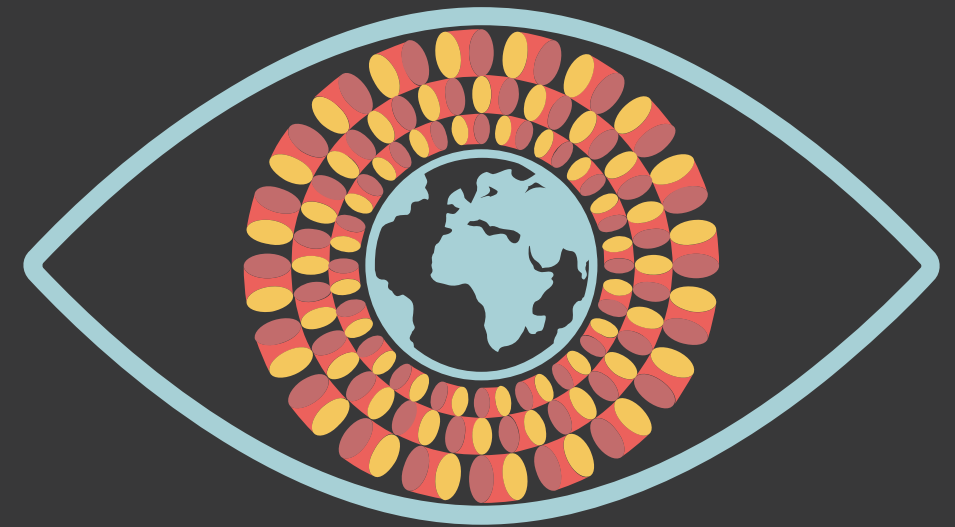
Emily.gray@ipsos.com

@Emily_IpsosMORI

Carolyn Black

Carolyn.black@ipsos.com

@clb_542



GAME CHANGERS

