



PERILS OF PERCEPTION 2018

PERCEPTIONS
ARE ***NOT***
REALITY...

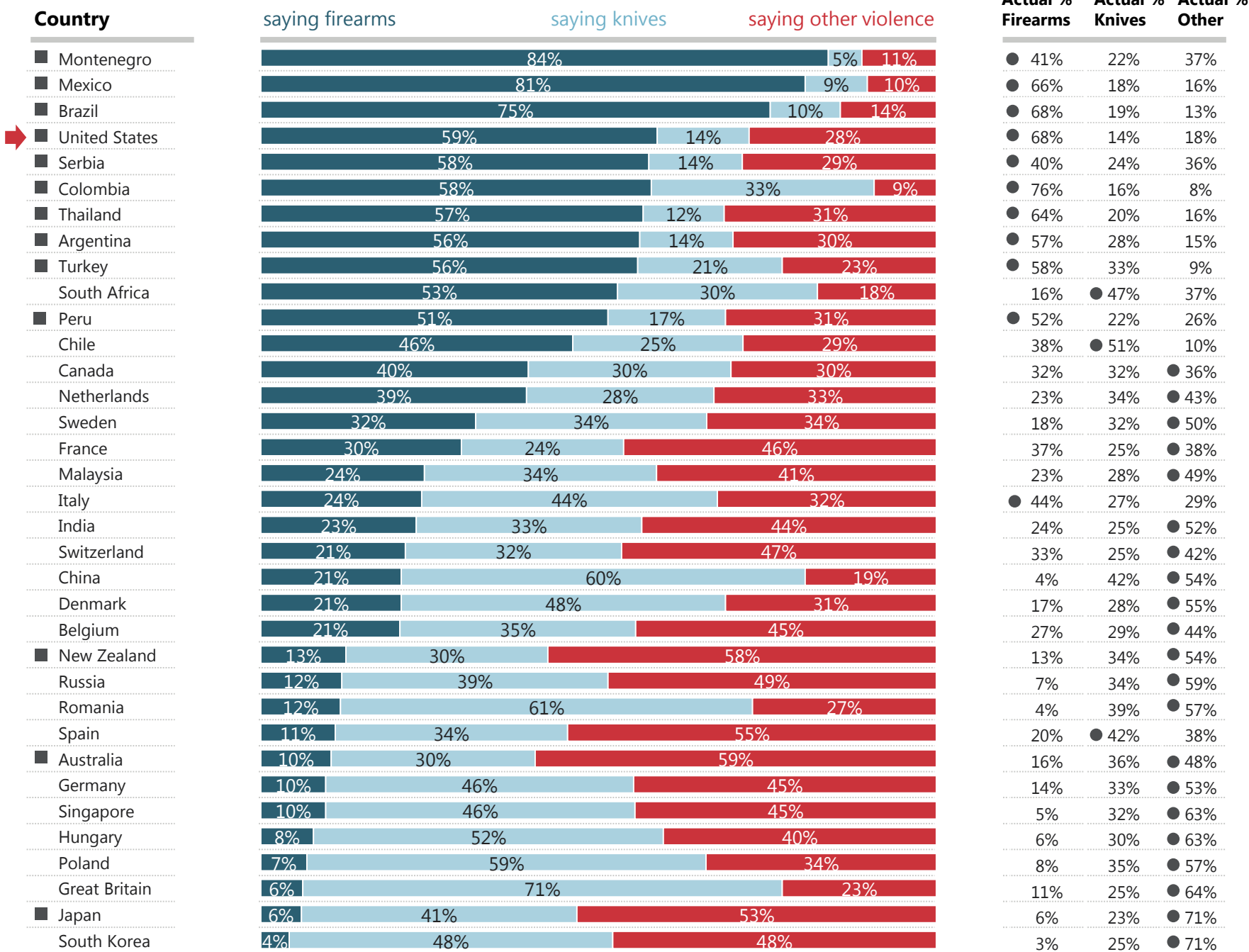
These are the latest findings from the Ipsos **Perils of Perception** survey. The results highlight how wrong people across **37 countries** are about some key issues and features of the population in their country.



CRIME

Q. Thinking about people who are killed by other people, in [COUNTRY] in 2015, do you think more people were killed by firearms, sharp objects such as knives or other physical violence? Choose the one option that you think resulted in the most deaths

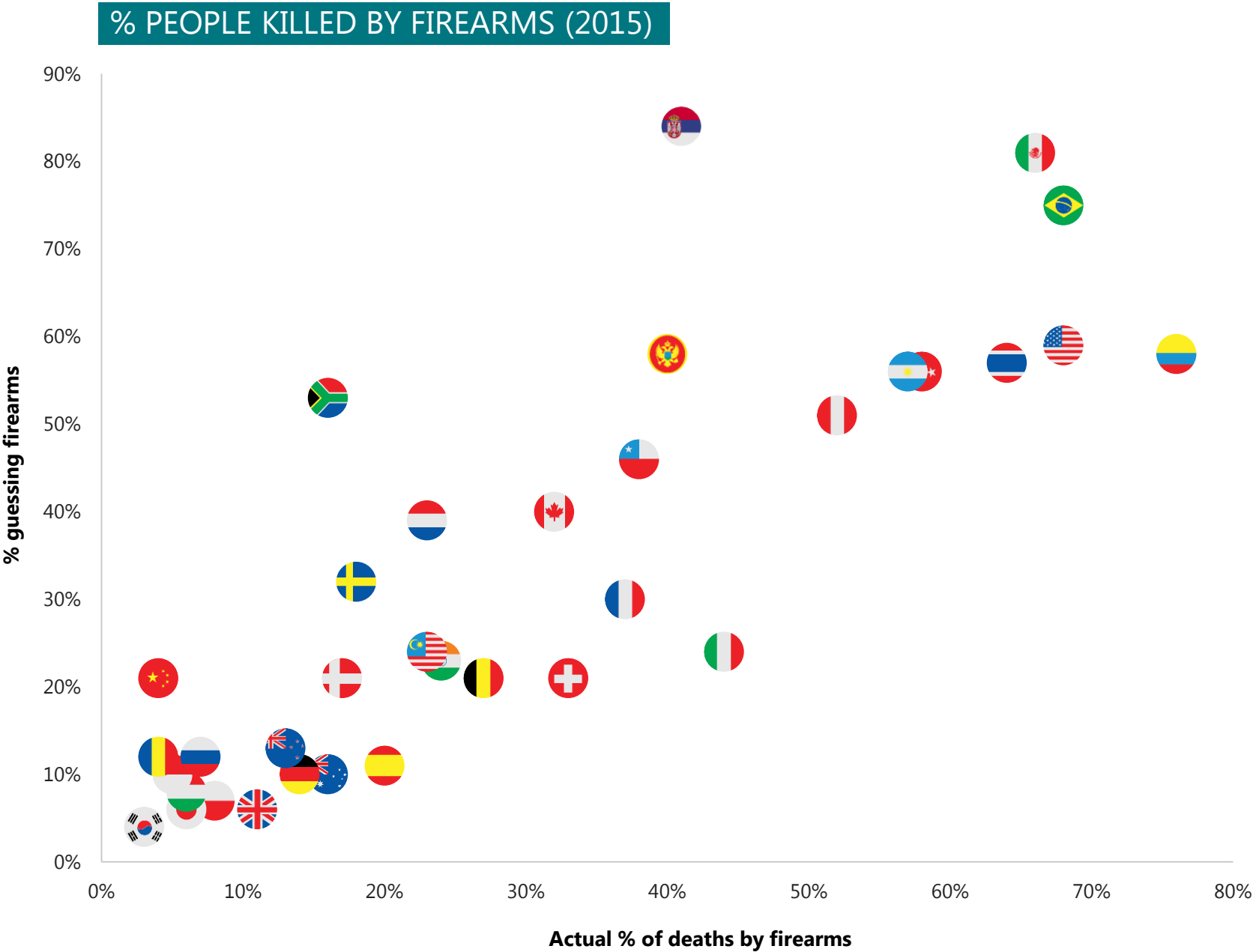
A majority of Americans believe firearms cause the most deaths from physical violence.



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

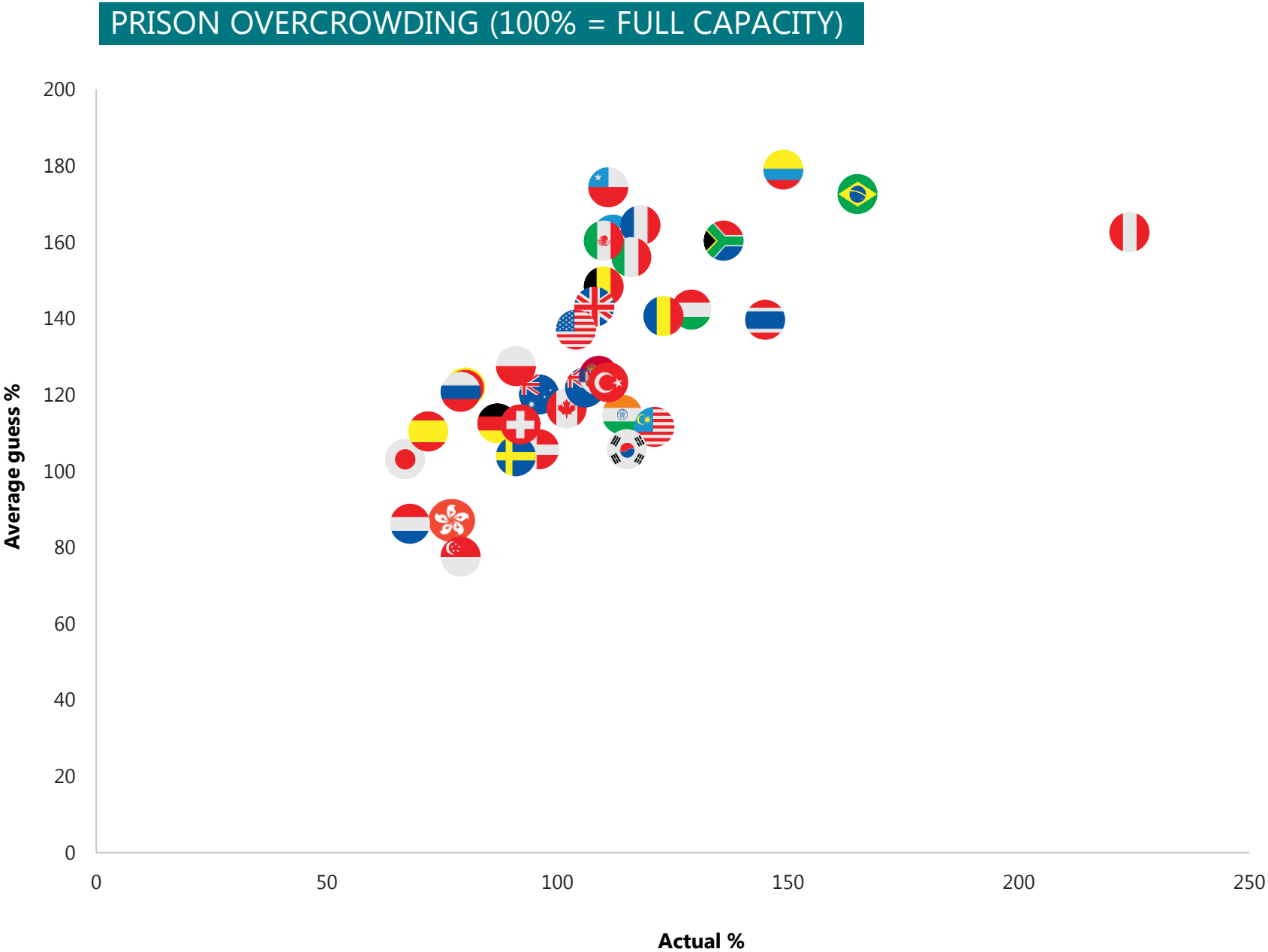
Q. Thinking about people who are killed by other people, in [COUNTRY] in 2015, do you think more people were killed by firearms, sharp objects such as knives or other physical violence? Choose the one option that you think resulted in the most deaths

In countries with high levels of deaths by firearms, people tend to guess correctly. Though in places like the US and Colombia, the public still underestimate the level of gun violence relative to other forms of interpersonal violence.



Q. What do you think the occupancy level of prisons in [COUNTRY] is? By occupancy level, we mean, how full do you think prisons in your country are, with 0 being empty, 100 being full and 200 being at double the capacity

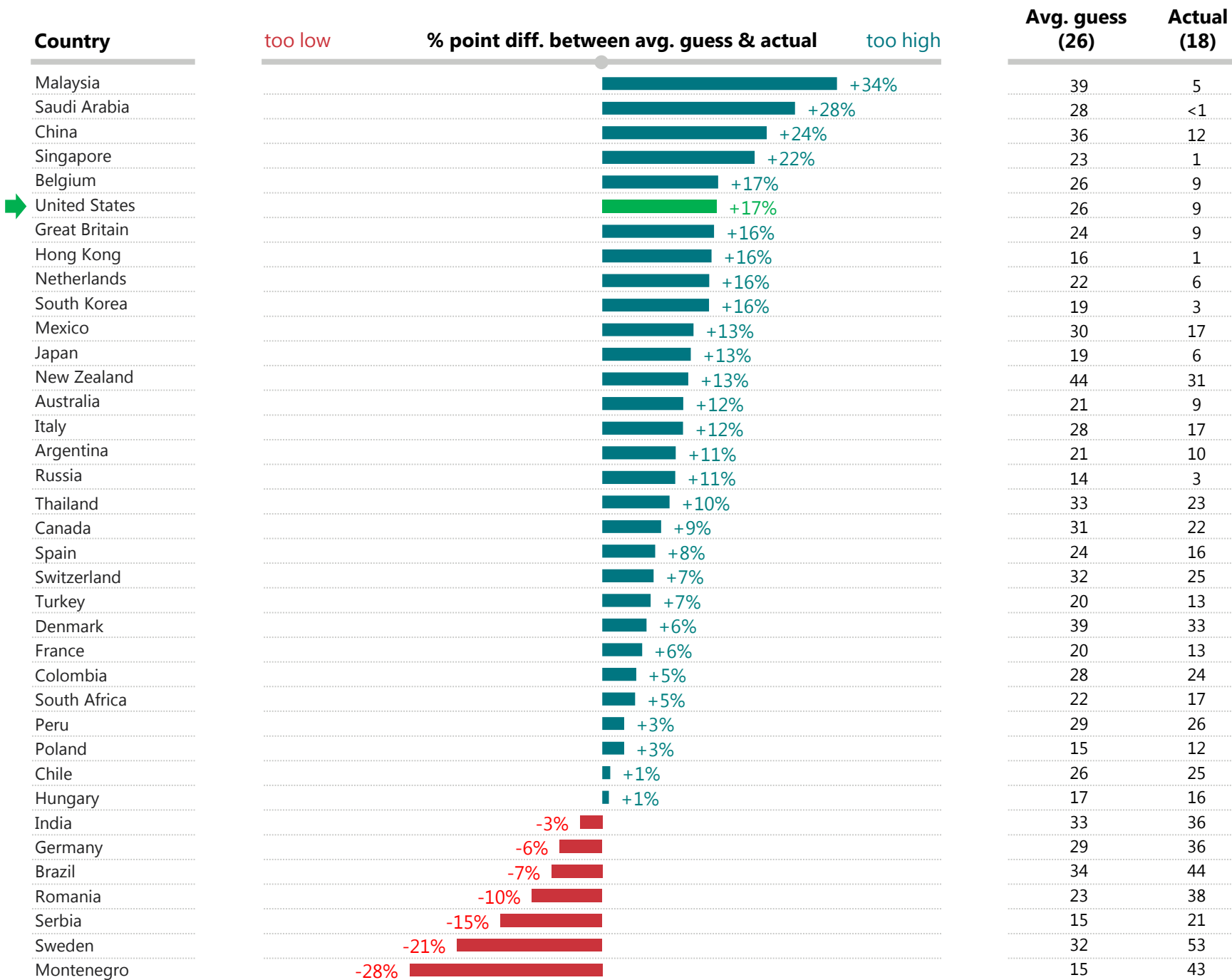
Countries with higher levels of prison over-crowding tend to have higher estimates of the level of over-crowding too



ENVIRONMENT

Q. What percentage of total energy consumed in [COUNTRY] comes from renewable sources?
Renewable sources can be defined as those that are not depleted when used, such as wind or solar power.

The majority of countries overestimate the amount of energy used that comes from renewable sources. Americans overestimate by 17%.

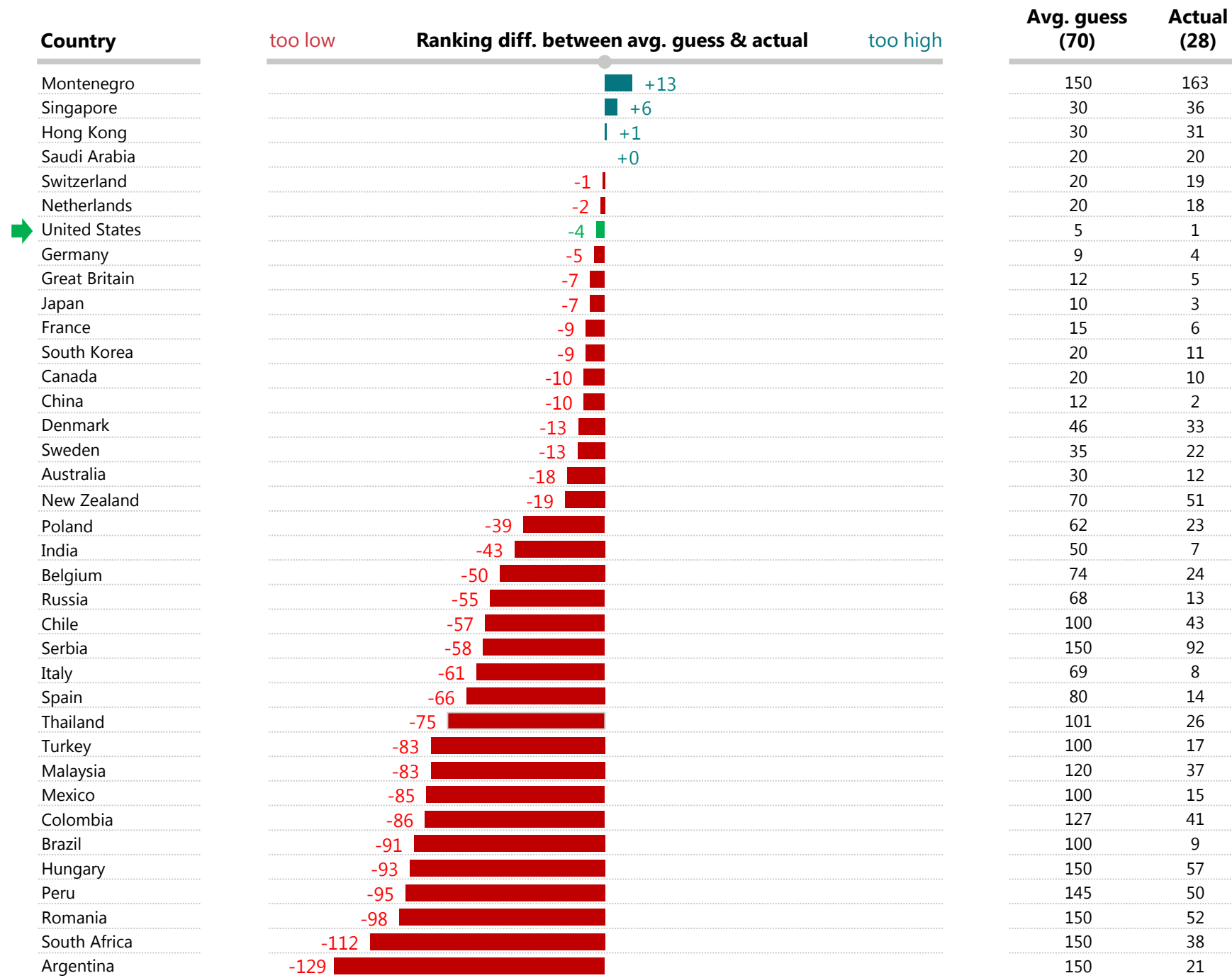


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ECONOMY

Q. Thinking about [COUNTRY], where do you think you rank in the world's top 200 countries? So if you think your country is the biggest economy in the world, you would rank it 1, and if you think it's the smallest from these 200, you'd rank it 200.

Surprisingly, the average American is unaware that their country is the largest economy in the world.



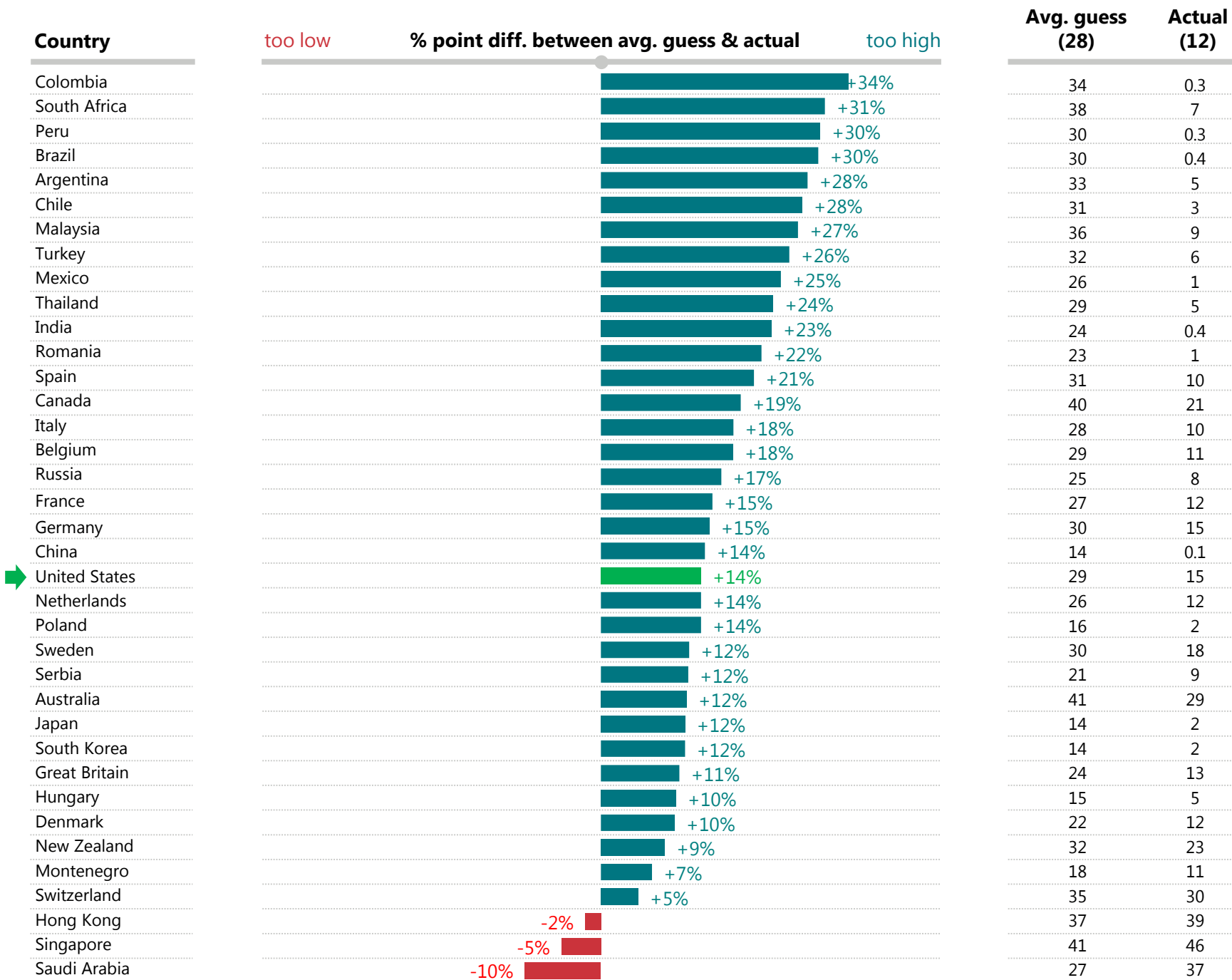
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POPULATION

Q. Out of every 100 people in [COUNTRY] about how many do you think are immigrants (i.e. not born in [COUNTRY])?

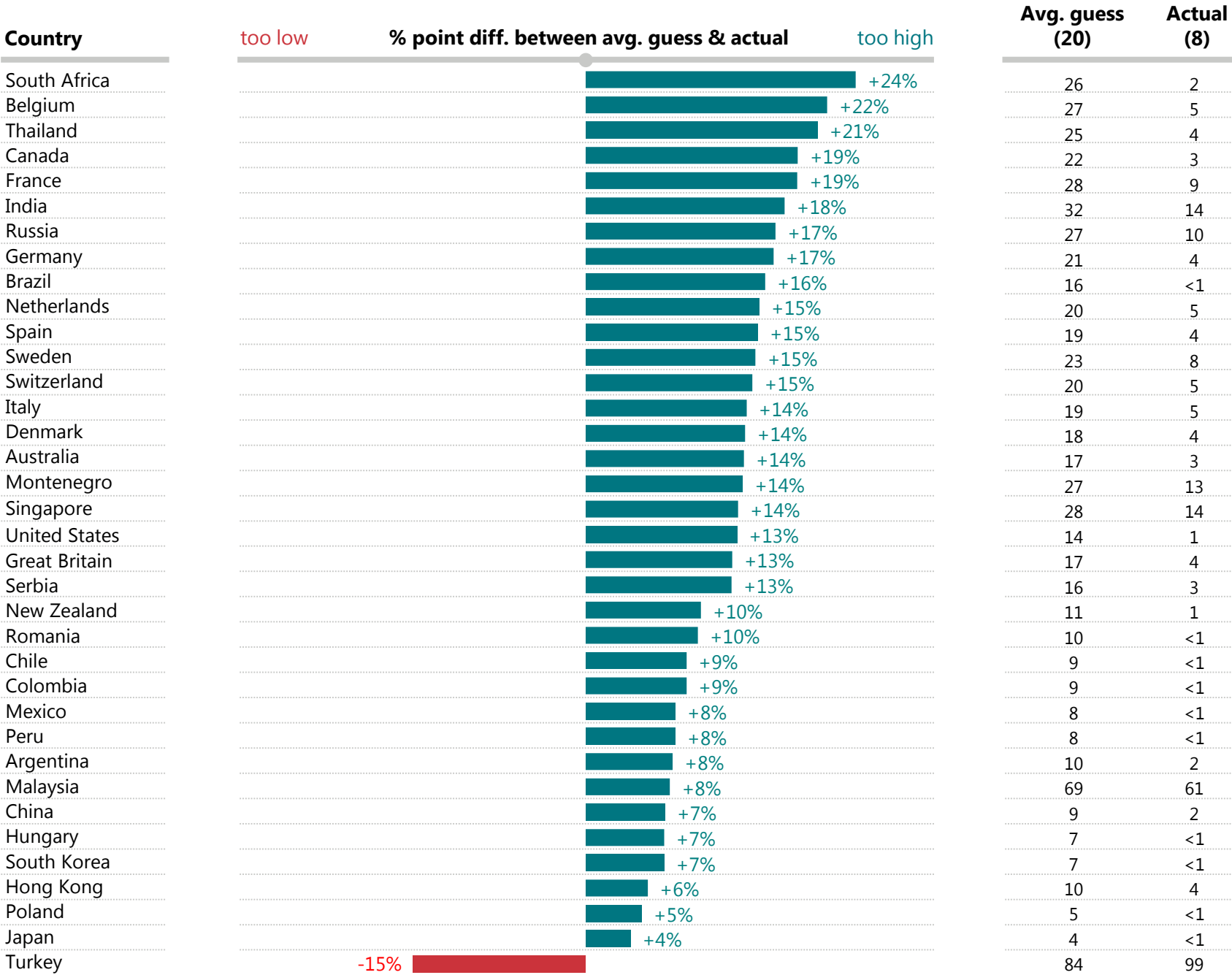
In line with previous Perils studies, nearly all countries hugely overestimate the proportion of immigrants in their country. Americans overestimate the proportion of immigrants in the country by 14%.



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

Q. Out of every 100 people in [COUNTRY], about how many do you think are Muslim?

People significantly overestimate the proportion of Muslims in their country. Just 1% of Americans are Muslim. However, the average citizen believes that number to be 14%.

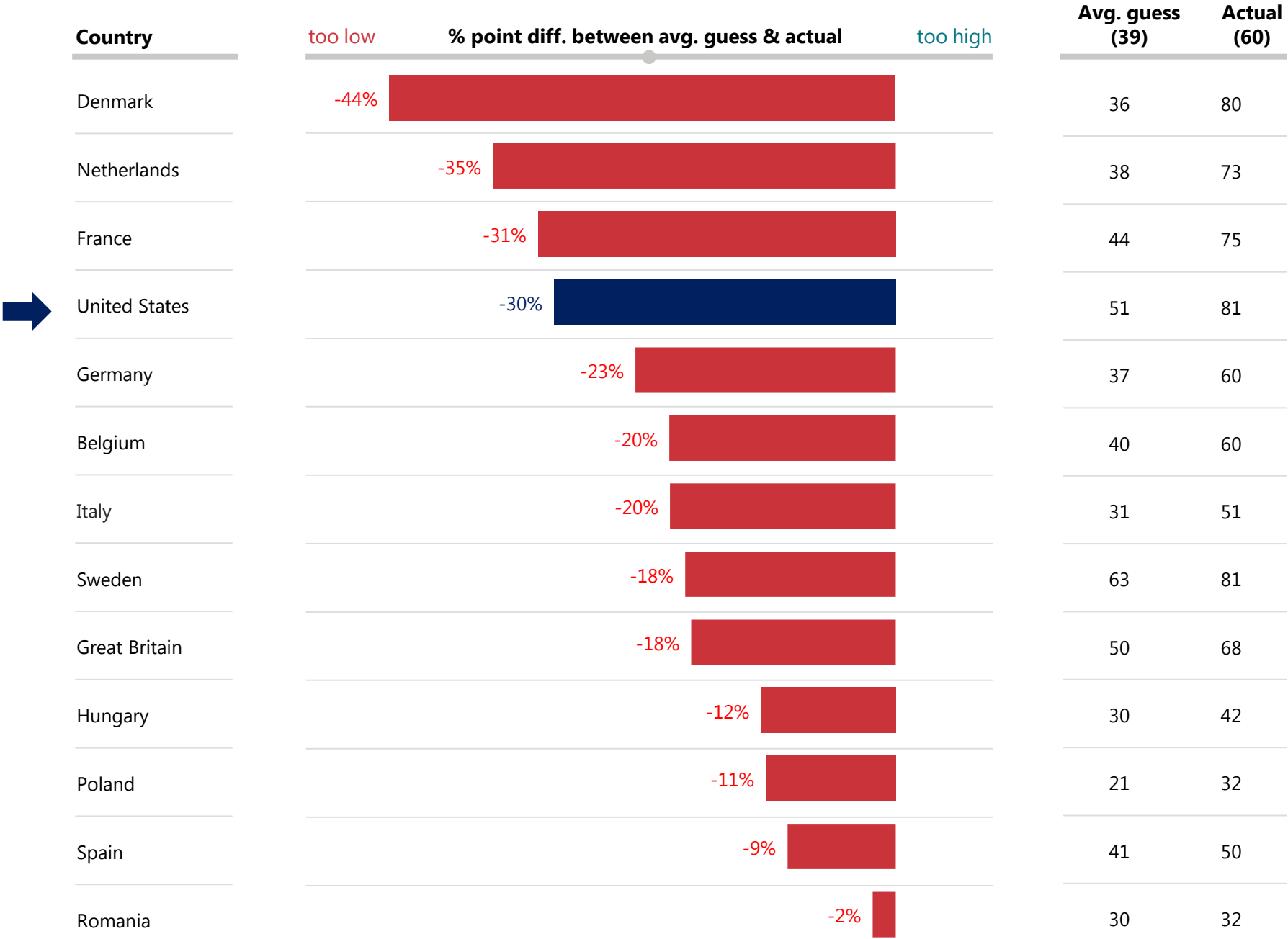


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Q. Out of every 100 women in [COUNTRY] how many do you think say they have experienced any form of sexual harassment *since the age of 15?

All countries underestimate levels of sexual harassment in their country. In Denmark, the Netherlands, France and the US we see the greatest underestimates.

*For the USA 'since the age of 15?' was not included in the question wording due to the definition of the actual source



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- These are the findings of the Ipsos MORI Perils of Perception Survey 2018. 28,115 interviews were conducted between 28th September – 16th October 2018.
- The survey is conducted in 37 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 (SAR, China), Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey and the USA. The following countries used either online or face-to-face methodologies: Montenegro, Serbia.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Germany, Great

Britain, Hong Kong, India, Italy, Mexico, Montenegro, Serbia, Singapore, Spain and the USA. Approximately 2000 individuals aged 16-64 were surveyed in Japan. Approximately 500 individuals aged 16-64 were surveyed in Argentina, Belgium, Chile, Colombia, Denmark, Hungary, Malaysia, Netherlands, New Zealand, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, Thailand and Turkey.

- 21 of the 37 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, Denmark, France, Germany, Great Britain, Hong Kong (SAR, China), Hungary, Italy, Japan, Netherlands, New Zealand, Poland, Singapore, South Korea, Spain, Sweden, Switzerland, and United States).
- Brazil, Colombia, China, Chile, India, Malaysia,

Mexico, Peru, Romania, Russia, Saudi Arabia, Serbia, South Africa, Thailand and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

- The “actual” data for each question is taken from a variety of verified sources. A full list of sources/links to the actual data can be found [here](#).
- Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.



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