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.
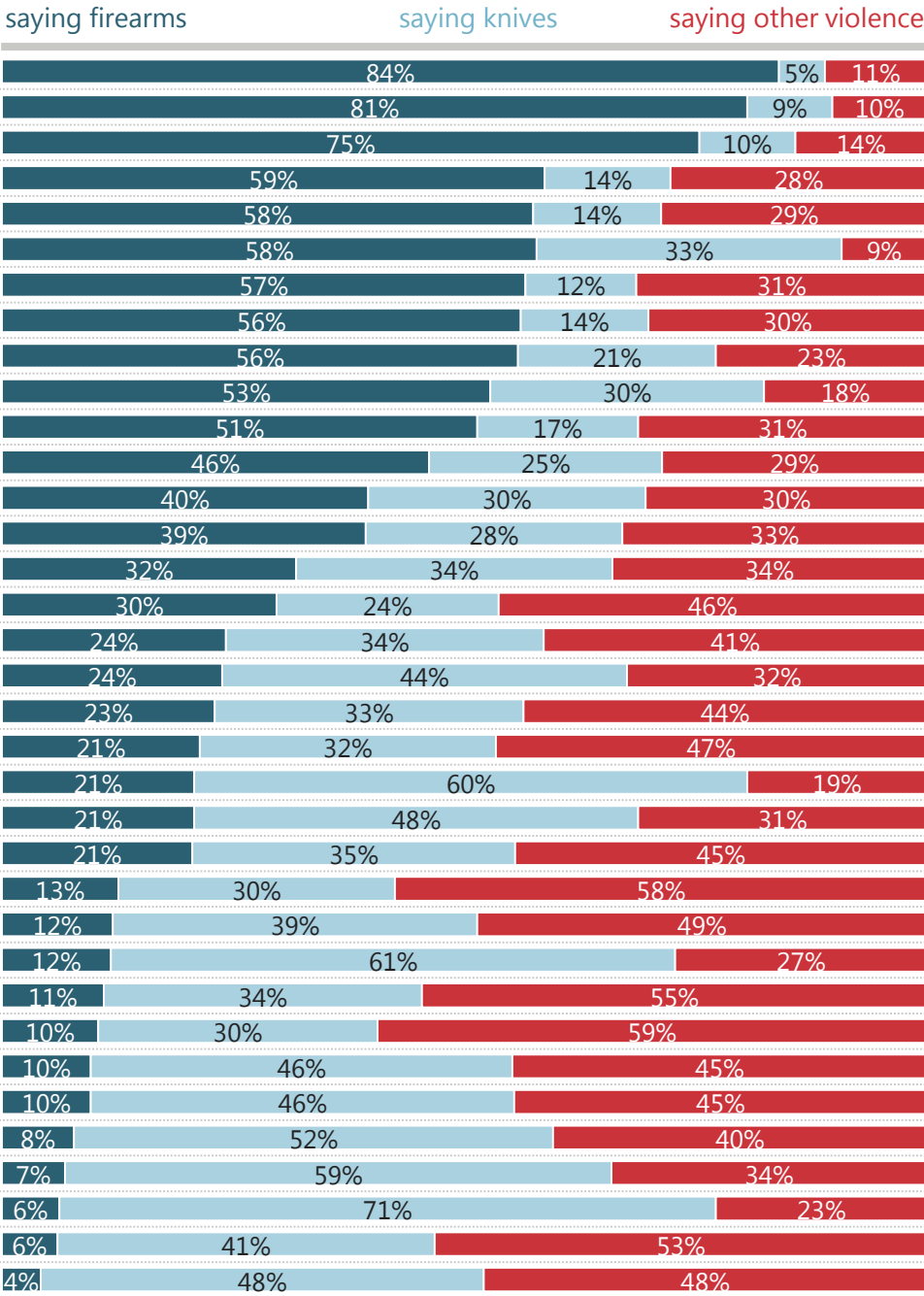
CRITICAL

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

Many countries correctly guess the most common cause of death through interpersonal violence, though some countries such as Great Britain, South Africa and Italy are very wrong.

Country	saying firearms	saying knives	saying other violence	Actual % Firearms	Actual % Knives	Actual % Other
Montenegro	84%	5%	11%	41%	22%	37%
Mexico	81%	9%	10%	66%	18%	16%
Brazil	75%	10%	14%	68%	19%	13%
United States	59%	14%	28%	68%	14%	18%
Serbia	58%	14%	29%	40%	24%	36%
Colombia	58%	33%	9%	76%	16%	8%
Thailand	57%	12%	31%	64%	20%	16%
Argentina	56%	14%	30%	57%	28%	15%
Turkey	56%	21%	23%	58%	33%	9%
South Africa	53%	30%	18%	16%	47%	37%
Peru	51%	17%	31%	52%	22%	26%
Chile	46%	25%	29%	38%	51%	10%
Canada	40%	30%	30%	32%	32%	36%
Netherlands	39%	28%	33%	23%	34%	43%
Sweden	32%	34%	34%	18%	32%	50%
France	30%	24%	46%	37%	25%	38%
Malaysia	24%	34%	41%	23%	28%	49%
Italy	24%	44%	32%	44%	27%	29%
India	23%	33%	44%	24%	25%	52%
Switzerland	21%	32%	47%	33%	25%	42%
China	21%	60%	19%	4%	42%	54%
Denmark	21%	48%	31%	17%	28%	55%
Belgium	21%	35%	45%	27%	29%	44%
New Zealand	13%	30%	58%	13%	34%	54%
Russia	12%	39%	49%	7%	34%	59%
Romania	12%	61%	27%	4%	39%	57%
Spain	11%	34%	55%	20%	42%	38%
Australia	10%	30%	59%	16%	36%	48%
Germany	10%	46%	45%	14%	33%	53%
Singapore	10%	46%	45%	5%	32%	63%
Hungary	8%	52%	40%	6%	30%	63%
Poland	7%	59%	34%	8%	35%	57%
Great Britain	6%	71%	23%	11%	25%	64%
Japan	6%	41%	53%	6%	23%	71%
South Korea	4%	48%	48%	3%	25%	71%

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

■ Majority guessed correctly   ● Highest percentage

Ipsos

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

Lots of people correctly guess the most common cause of death through interpersonal violence though some countries are very wrong.

Country	% Correctly guessing biggest cause of deaths	Actual most deaths
Montenegro	84%	Firearms
Mexico	81%	Firearms
Brazil	75%	Firearms
United States	59%	Firearms
Australia	59%	Other
Serbia	58%	Firearms
Colombia	58%	Firearms
New Zealand	58%	Other
Thailand	57%	Firearms
Argentina	56%	Firearms
Turkey	56%	Firearms
Japan	53%	Other
Peru	51%	Firearms
Russia	49%	Other
South Korea	48%	Other
Switzerland	47%	Other
France	46%	Other
Belgium	45%	Other
Germany	45%	Other
Singapore	45%	Other
India	44%	Other
Malaysia	41%	Other
Hungary	40%	Other
Sweden	34%	Other
Spain	34%	Knives
Poland	34%	Other
Netherlands	33%	Other
Italy	32%	Firearms
Denmark	31%	Other
South Africa	30%	Knives
Canada	30%	Other
Romania	27%	Other
Chile	25%	Knives
Great Britain	23%	Other
China	19%	Other

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Ipsos

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
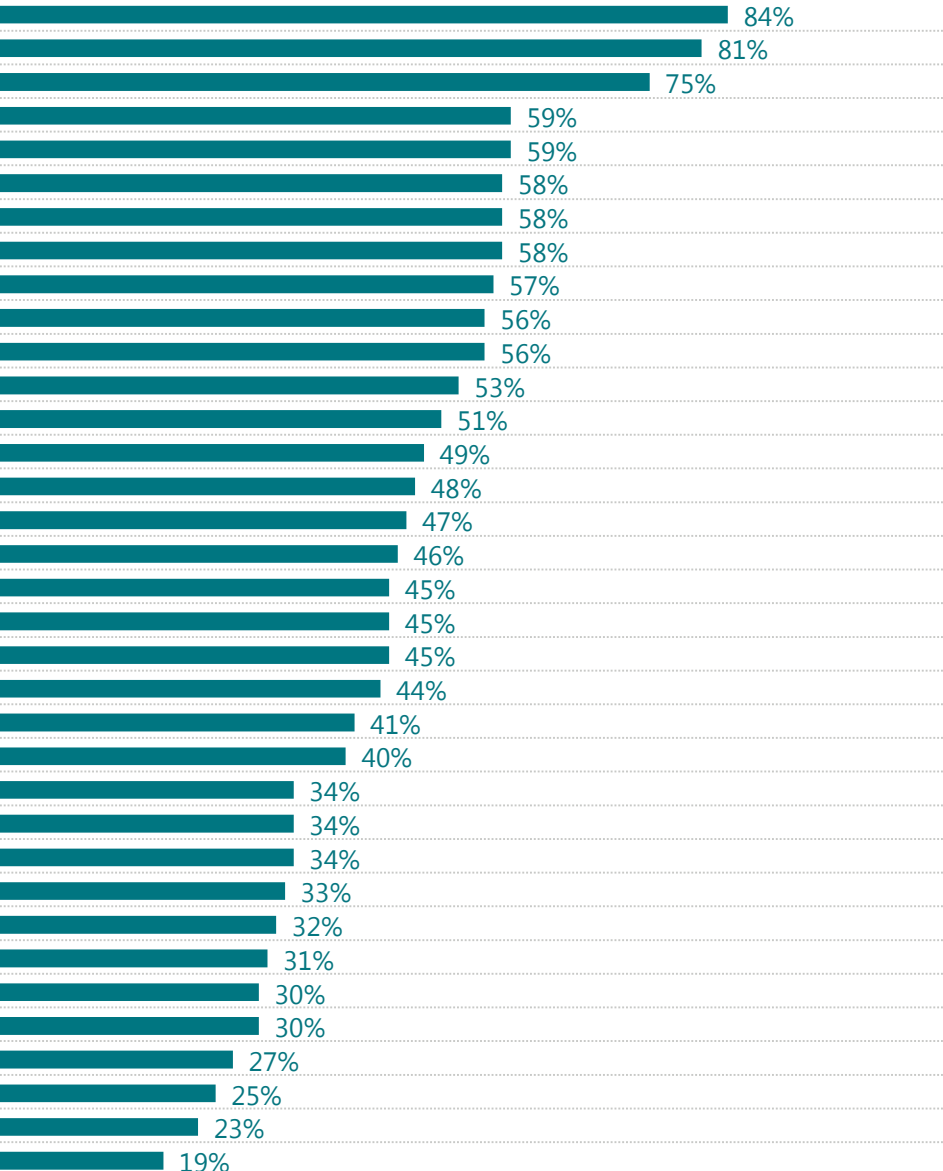
In Great Britain, when asked if most deaths results from firearms, knives or other violence, 71% of people said knives. This is the highest guess for knives in any country. In reality, 'other physical violence' accounted for most deaths (64%) in Great Britain.

Country	% Guessing knives as the biggest cause of death	Actual % of deaths caused by knives or sharp objects
Great Britain	71%	25%
Romania	61%	39%
China	60%	42%
Poland	59%	35%
Hungary	52%	30%
Denmark	48%	28%
South Korea	48%	25%
Germany	46%	33%
Singapore	46%	32%
Italy	44%	27%
Japan	41%	23%
Russia	39%	34%
Belgium	35%	29%
Malaysia	34%	28%
Spain	34%	42%
Sweden	34%	32%
India	33%	25%
Colombia	33%	16%
Switzerland	32%	25%
Australia	30%	36%
Canada	30%	32%
New Zealand	30%	34%
South Africa	30%	47%
Netherlands	28%	34%
Chile	25%	51%
France	24%	25%
Turkey	21%	33%
Peru	17%	22%
Serbia	14%	24%
Argentina	14%	28%
United States	14%	14%
Thailand	12%	20%
Brazil	10%	19%
Mexico	9%	18%
Montenegro	5%	22%

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Ipsos

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
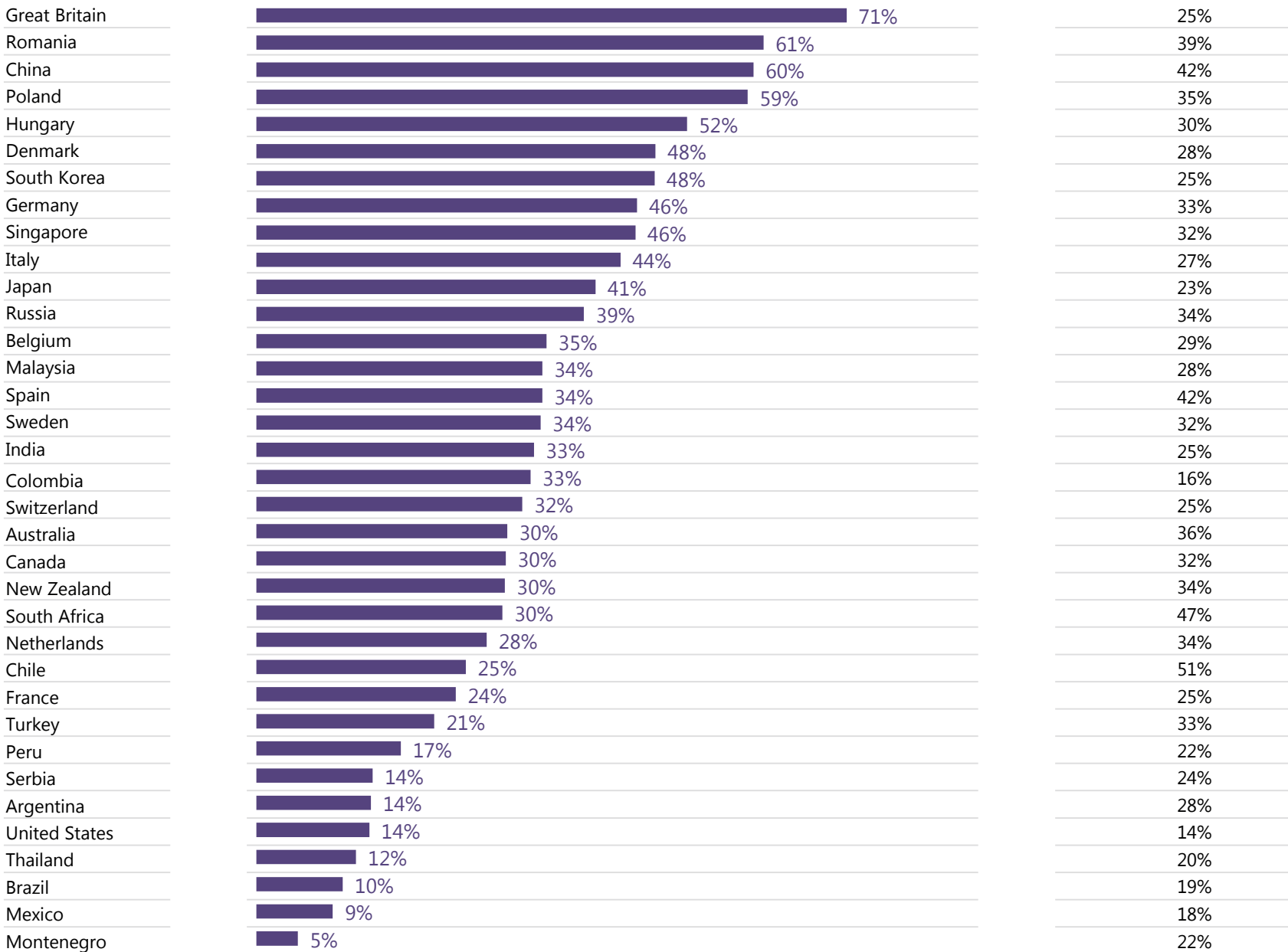
In countries with high levels of deaths by firearms, people tend to guess correctly. Though in places like the US and Colombia, the public still underestimate the level of gun violence relative to other forms of interpersonal violence.
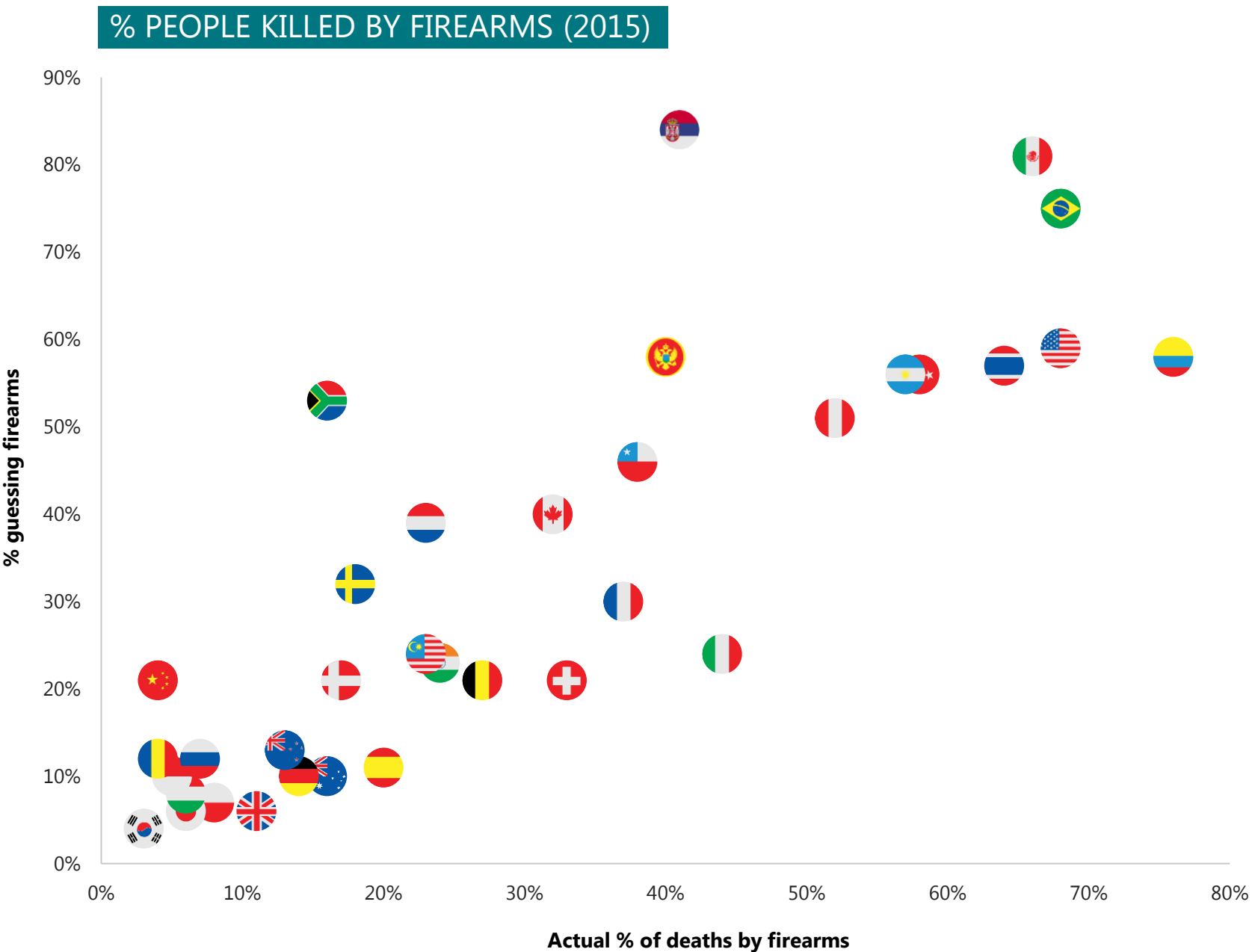
% PEOPLE KILLED BY FIREARMS (2015)

% guessing firearms

Actual % of deaths by firearms

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

The majority of countries think prisons are even more crowded than they actually are with nearly every country guessing over 100% capacity.

Country	% point diff. between avg. guess & actual	Avg guess (130)	Actual (109)
	too low too high		
Chile	+63%	174	111
Mexico	+50%	160	110
Argentina	+50%	162	112
France	+46%	164	118
Montenegro	+42%	122	80
Russia	+42%	121	79
Italy	+40%	156	116
Spain	+38%	110	72
Belgium	+38%	148	110
Poland	+37%	128	91
Japan	+36%	103	67
Great Britain	+35%	143	108
United States	+33%	137	104
Colombia	+30%	179	149
Germany	+26%	113	87
South Africa	+24%	160	136
Australia	+24%	120	96
Switzerland	+20%	112	92
Netherlands	+18%	86	68
Romania	+18%	141	123
Serbia	+16%	125	109
New Zealand	+16%	122	106
Canada	+14%	116	102
Hungary	+13%	142	129
Sweden	+13%	104	91
Turkey	+12%	123	111
Denmark	+10%	106	96
Hong Kong	+10%	87	77
Brazil	+8%	173	165
India	+1%	115	114
Singapore	-1%	78	79
Thailand	-5%	140	145
South Korea	-9%	106	115
Malaysia	-9%	112	121
Peru	-61%	163	224

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

Ipsos

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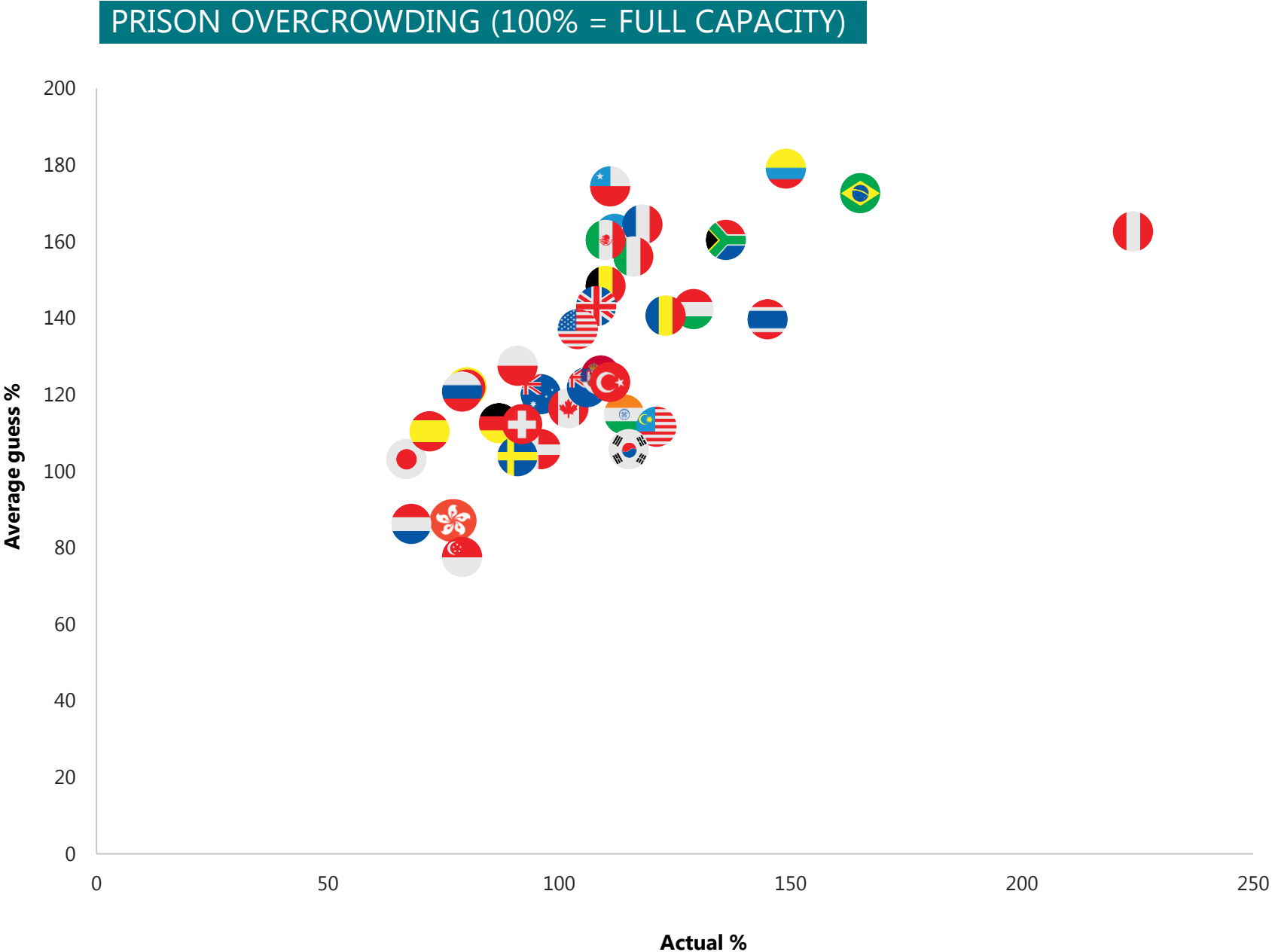
Countries with higher levels of prison over-crowding tend to have higher estimates of the level of over-crowding too.

PRISON OVERCROWDING (100% = FULL CAPACITY)

SEXUAL HARASSMENT

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.
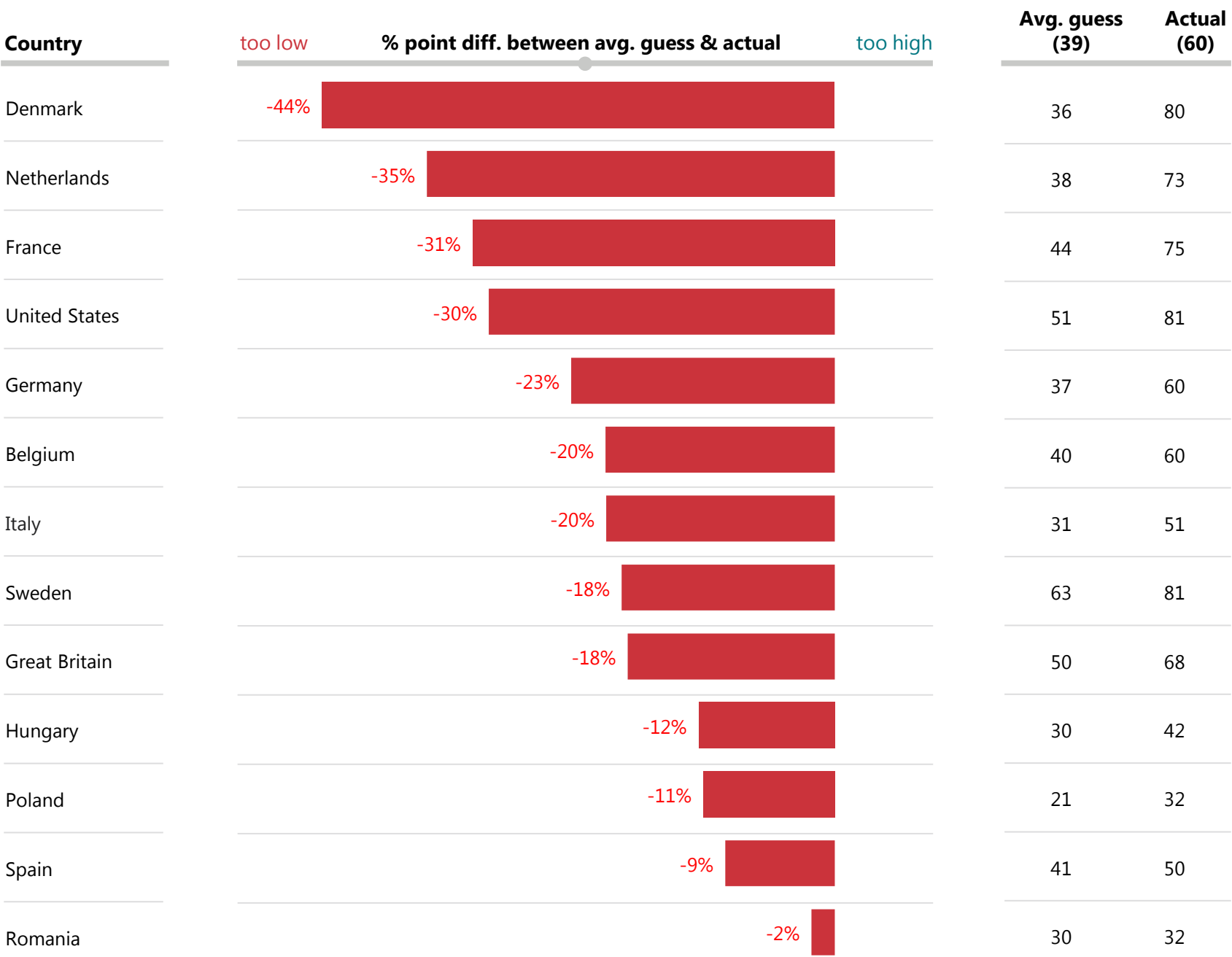
Country	too low — % point diff. between avg. guess & actual — too high	Avg. guess (39)	Actual (60)
Denmark	-44%	36	80
Netherlands	-35%	38	73
France	-31%	44	75
United States	-30%	51	81
Germany	-23%	37	60
Belgium	-20%	40	60
Italy	-20%	31	51
Sweden	-18%	63	81
Great Britain	-18%	50	68
Hungary	-12%	30	42
Poland	-11%	21	32
Spain	-9%	41	50
Romania	-2%	30	32

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

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

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?

In every country, males guess lower than females for the levels of sexual harassment women have experienced.

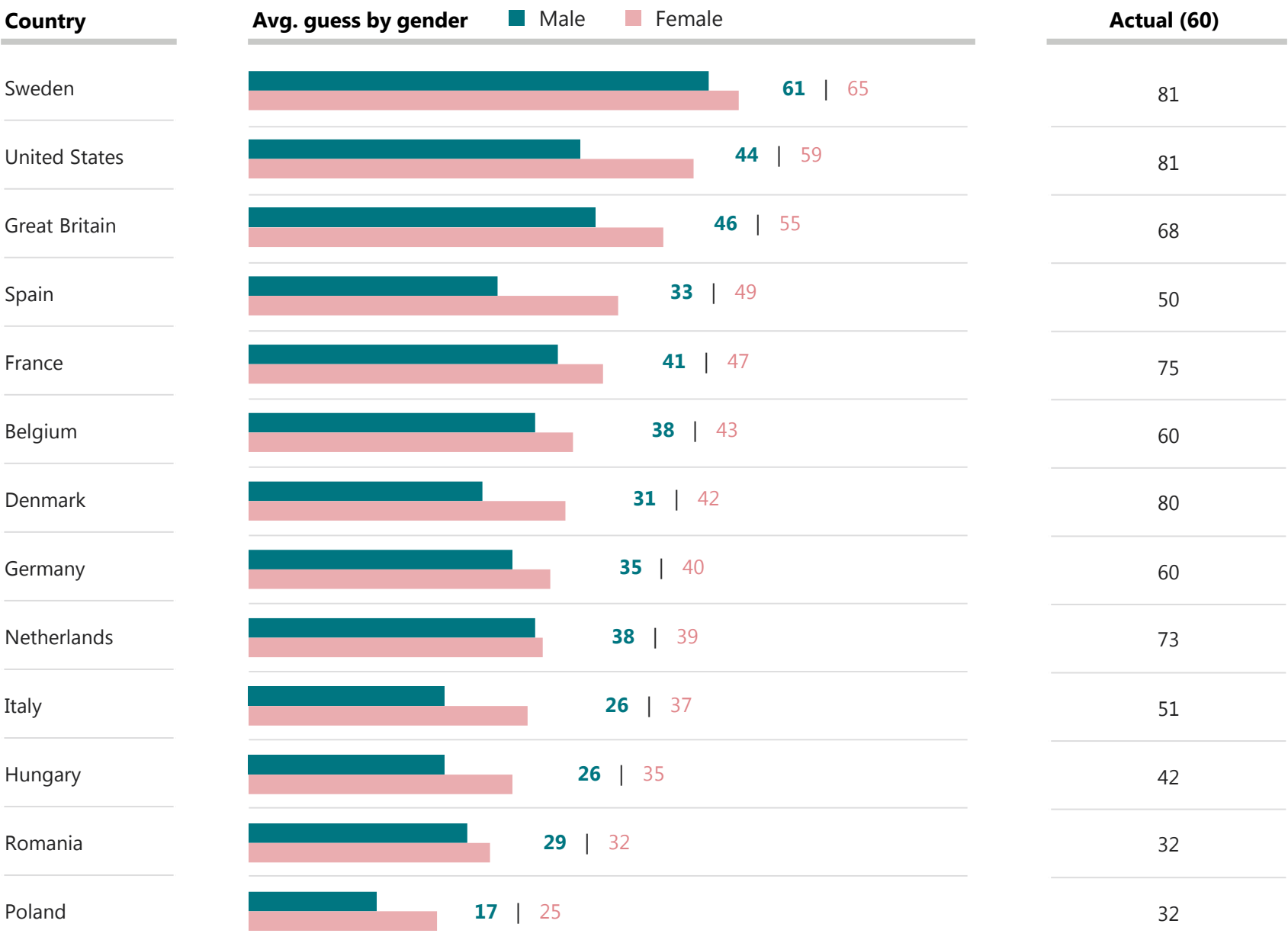| Country	Avg. guess by gender ■ Male ■ Female		Actual (60)
Sweden	**61**	65	81
United States	**44**	59	81
Great Britain	**46**	55	68
Spain	**33**	49	50
France	**41**	47	75
Belgium	**38**	43	60
Denmark	**31**	42	80
Germany	**35**	40	60
Netherlands	**38**	39	73
Italy	**26**	37	51
Hungary	**26**	35	42
Romania	**29**	32	32
Poland	**17**	25	32

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

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

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.

Country	% point diff. between avg. guess & actual	Avg. guess (26)	Actual (18)
	too low ··· too high		
Malaysia	+34%	39	5
Saudi Arabia	+28%	28	<1
China	+24%	36	12
Singapore	+22%	23	1
Belgium	+17%	26	9
United States	+17%	26	9
Great Britain	+16%	24	9
Hong Kong	+16%	16	1
Netherlands	+16%	22	6
South Korea	+16%	19	3
Mexico	+13%	30	17
Japan	+13%	19	6
New Zealand	+13%	44	31
Australia	+12%	21	9
Italy	+12%	28	17
Argentina	+11%	21	10
Russia	+11%	14	3
Thailand	+10%	33	23
Canada	+9%	31	22
Spain	+8%	24	16
Switzerland	+7%	32	25
Turkey	+7%	20	13
Denmark	+6%	39	33
France	+6%	20	13
Colombia	+5%	28	24
South Africa	+5%	22	17
Peru	+3%	29	26
Poland	+3%	15	12
Chile	+1%	26	25
Hungary	+1%	17	16
India	-3%	33	36
Germany	-6%	29	36
Brazil	-7%	34	44
Romania	-10%	23	38
Serbia	-15%	15	21
Sweden	-21%	32	53
Montenegro	-28%	15	43

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

Q. The World Meteorological Organization collects annual global temperatures, to see whether they are rising or falling across the world. How many of the last 18 years have been the hottest for the world as a whole since they began collecting data in 1961?

Every country underestimates how many of the past 18 years have been the hottest since 1961.

Country	Difference between avg. guess & actual (too low / too high)	Avg. guess (9)	Actual (17)
Spain	-4	13	17
Brazil	-5	12	17
Hong Kong	-5	12	17
United States	-7	10	17
India	-7	10	17
Malaysia	-7	10	17
New Zealand	-7	10	17
Chile	-7	10	17
Saudi Arabia	-7	10	17
Canada	-7	10	17
Argentina	-7	10	17
Sweden	-7	10	17
Australia	-8	9	17
South Africa	-8	9	17
Great Britain	-8	9	17
Italy	-8	9	17
South Korea	-8	9	17
Mexico	-8	9	17
Colombia	-8	9	17
Russia	-8	9	17
Singapore	-8	9	17
Belgium	-8	9	17
Peru	-8	9	17
Thailand	-8	9	17
Romania	-8	9	17
Hungary	-9	8	17
Denmark	-9	8	17
Japan	-9	8	17
Switzerland	-9	8	17
France	-9	8	17
Germany	-9	8	17
Poland	-9	8	17
Netherlands	-10	7	17
China	-10	7	17
Montenegro	-10	7	17
Serbia	-10	7	17
Turkey	-10	7	17

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

SEX

Q. On average, how many times do you think women aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?

Across most countries we hugely overestimate the amount of sex young women are having.

Country	Difference between avg. guess & actual	Avg. guess (20)	Actual* (5)
Mexico	25	29	4
India	24	27	3
Brazil	24	29	5
Italy	24	29	5
Colombia	20	26	6
Spain	18	24	6
South Africa	18	22	4
Peru	17	23	6
France	16	21	5
Argentina	15	21	6
Canada	14	19	5
Hungary	11	18	7
United States	11	15	4
Germany	11	16	5
Australia	10	14	4
Great Britain	9	13	4
China	8	14	6
Sweden	8	11	3
Turkey	7	10	3

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

*Taking into account the small base sizes for the 'actual' data used, even when factoring in the margin of error there is a clear overestimation for sexual activity across the study

Q. On average, how many times do you think **women** aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?

Both sexes overestimate the number of times young women are having sex every 4 weeks.

Country	Avg. guess by gender ■ Male ■ Female		Actual (5)*
Brazil	28	30	5
Italy	28	29	5
Mexico	28	29	4
India	26	29	3
Colombia	23	29	6
Spain	24	25	6
Peru	22	25	6
South Africa	21	23	4
Argentina	21	22	6
France	21	20	5
Canada	20	19	5
Hungary	19	18	7
China	14	14	6
United States	16	14	4
Australia	14	13	4
Germany	14	18	5
Great Britain	14	12	4
Sweden	12	8	3
Turkey	8	13	3

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*Taking into account the small base sizes for the 'actual' data used, even when factoring in the margin of error there is a clear overestimation for sexual activity across the study

Q. On average, how many times do you think `men` **aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?**

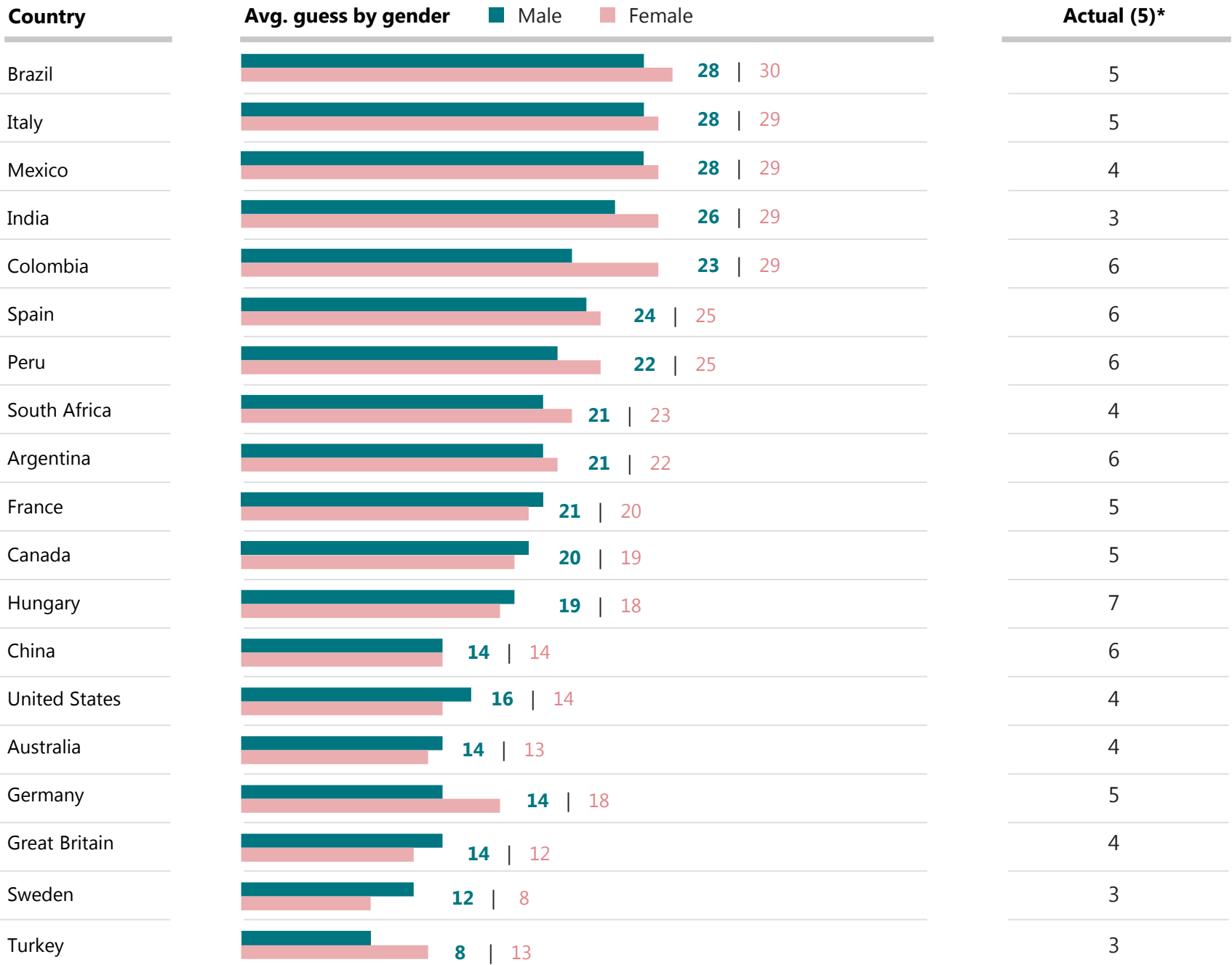Most countries hugely overestimate the number of times young men are having sex every 4 weeks.

Country	Difference between avg. guess & actual	Avg. guess (22)	Actual* (6)
India	29	32	3
Mexico	25	31	6
Colombia	23	29	6
Brazil	22	29	7
Italy	22	29	7
Peru	22	27	5
South Africa	19	25	6
Spain	19	24	5
France	18	23	5
Argentina	15	22	7
Canada	15	20	5
Hungary	15	22	7
Australia	12	16	4
United States	12	17	5
Germany	11	16	5
China	10	16	6
Turkey	10	15	5
Great Britain	9	14	5
Sweden	5	12	7

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Q. On average, how many times do you think men **aged 18-29 in [COUNTRY] have had sex in the past 4 weeks?**
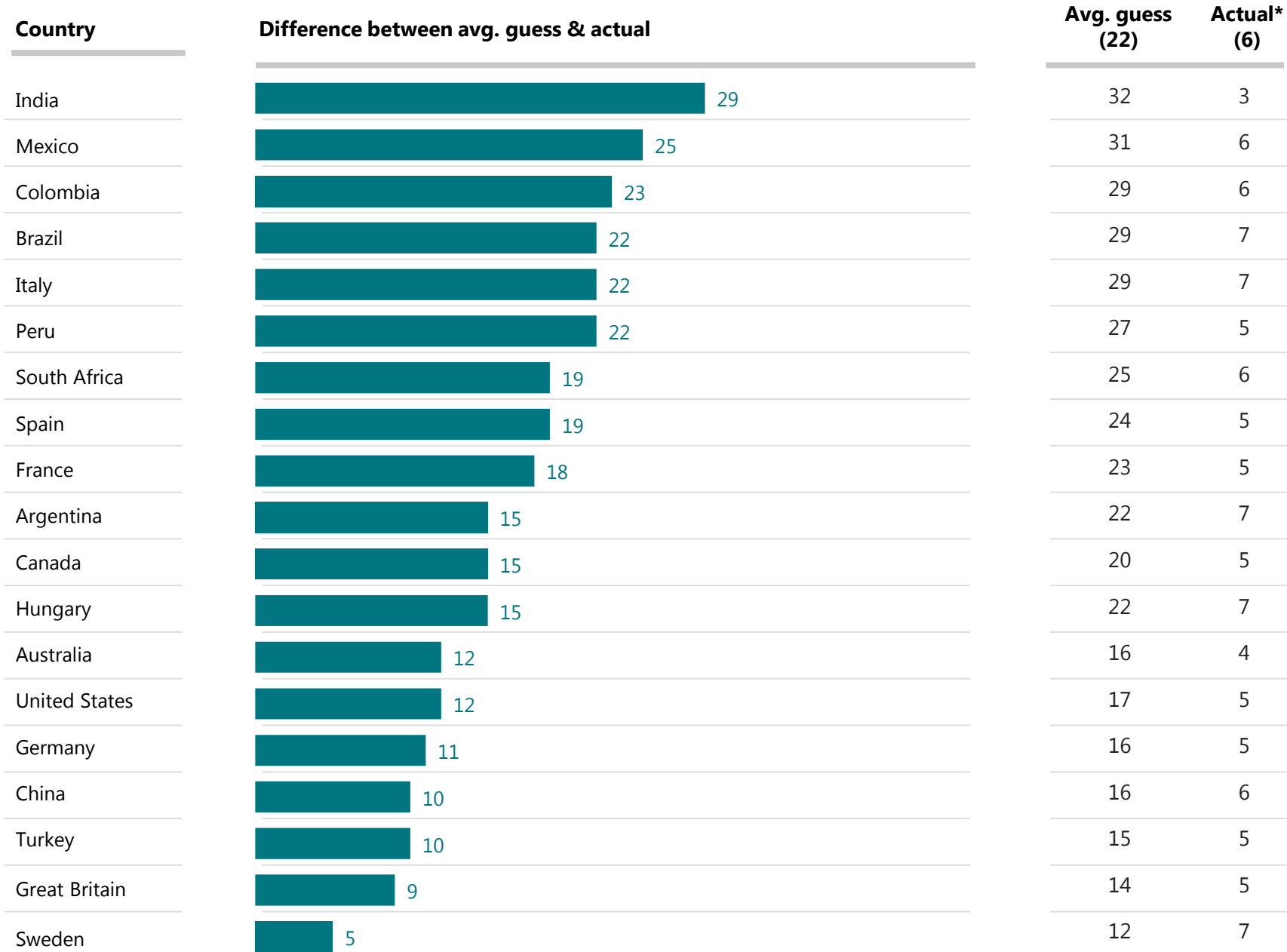
Men and women both overestimate how often young men are having sex. Women tend to guess slightly higher.

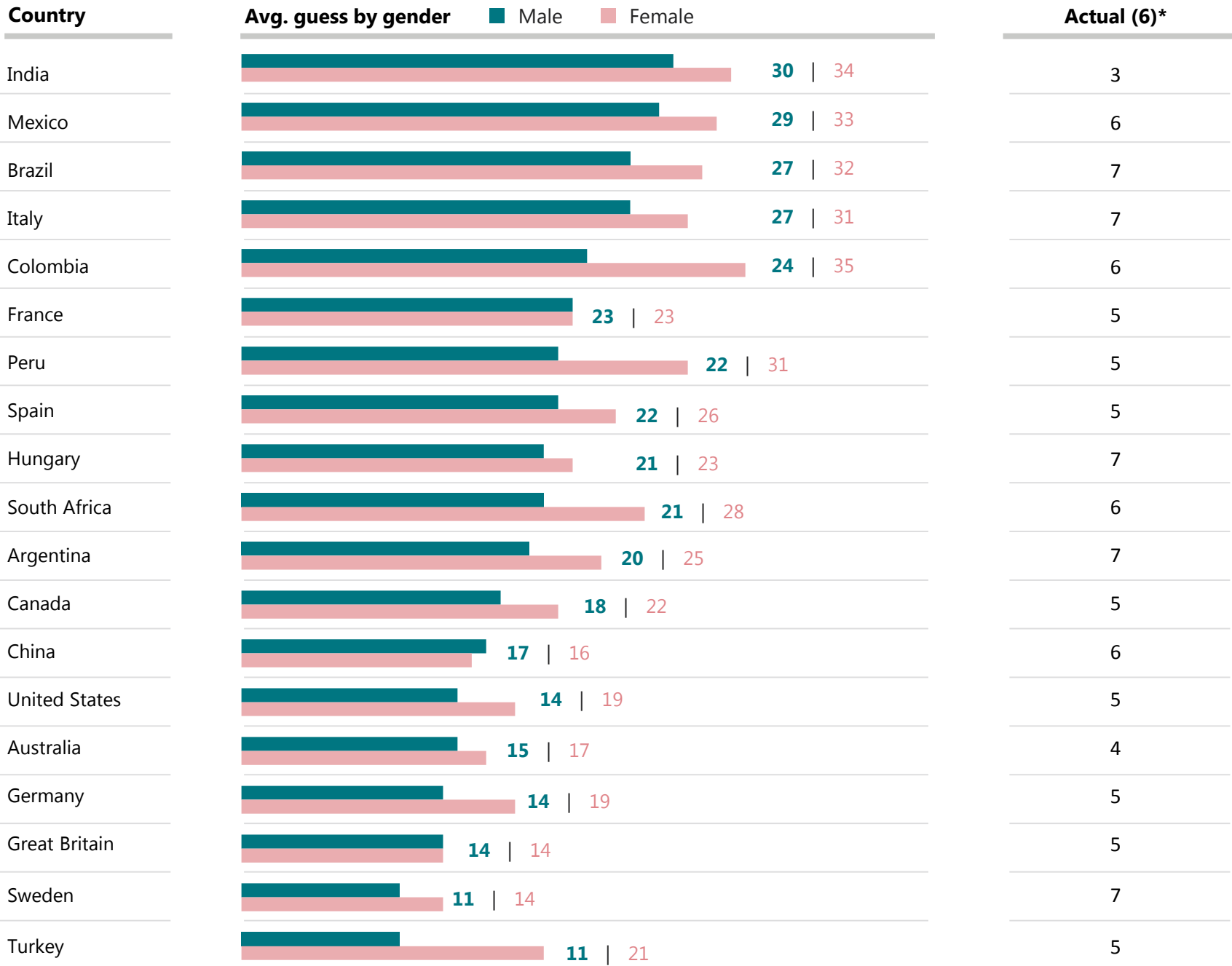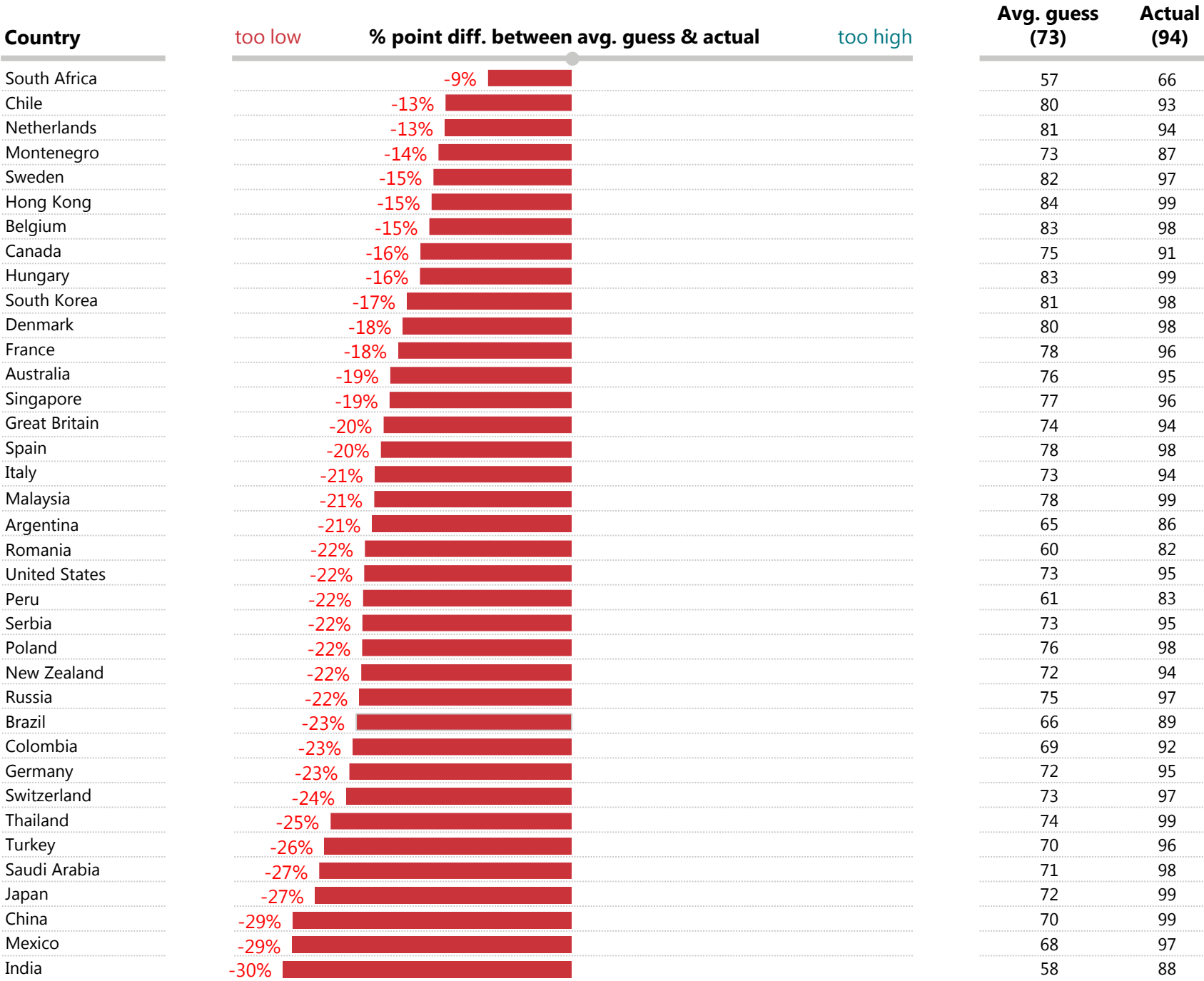| Country	Avg. guess by gender ■ Male ■ Female	Actual (6)*
India	30 | 34	3
Mexico	29 | 33	6
Brazil	27 | 32	7
Italy	27 | 31	7
Colombia	24 | 35	6
France	23 | 23	5
Peru	22 | 31	5
Spain	22 | 26	5
Hungary	21 | 23	7
South Africa	21 | 28	6
Argentina	20 | 25	7
Canada	18 | 22	5
China	17 | 16	6
United States	14 | 19	5
Australia	15 | 17	4
Germany	14 | 19	5
Great Britain	14 | 14	5
Sweden	11 | 14	7
Turkey	11 | 21	5

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*Taking into account the small base sizes for the 'actual' data used, even when factoring in the margin of error there is a clear overestimation for sexual activity across the study

HEALTH

Q. Out of every 100 infants aged under 12 months in [COUNTRY], about how many do you think have had all the World Health Organisation recommended vaccinations for Diphtheria, Tetanus, Whooping Cough, Polio and Measles?

Every country underestimates the coverage of vaccinations of infants in their country, which is near universal in many cases.

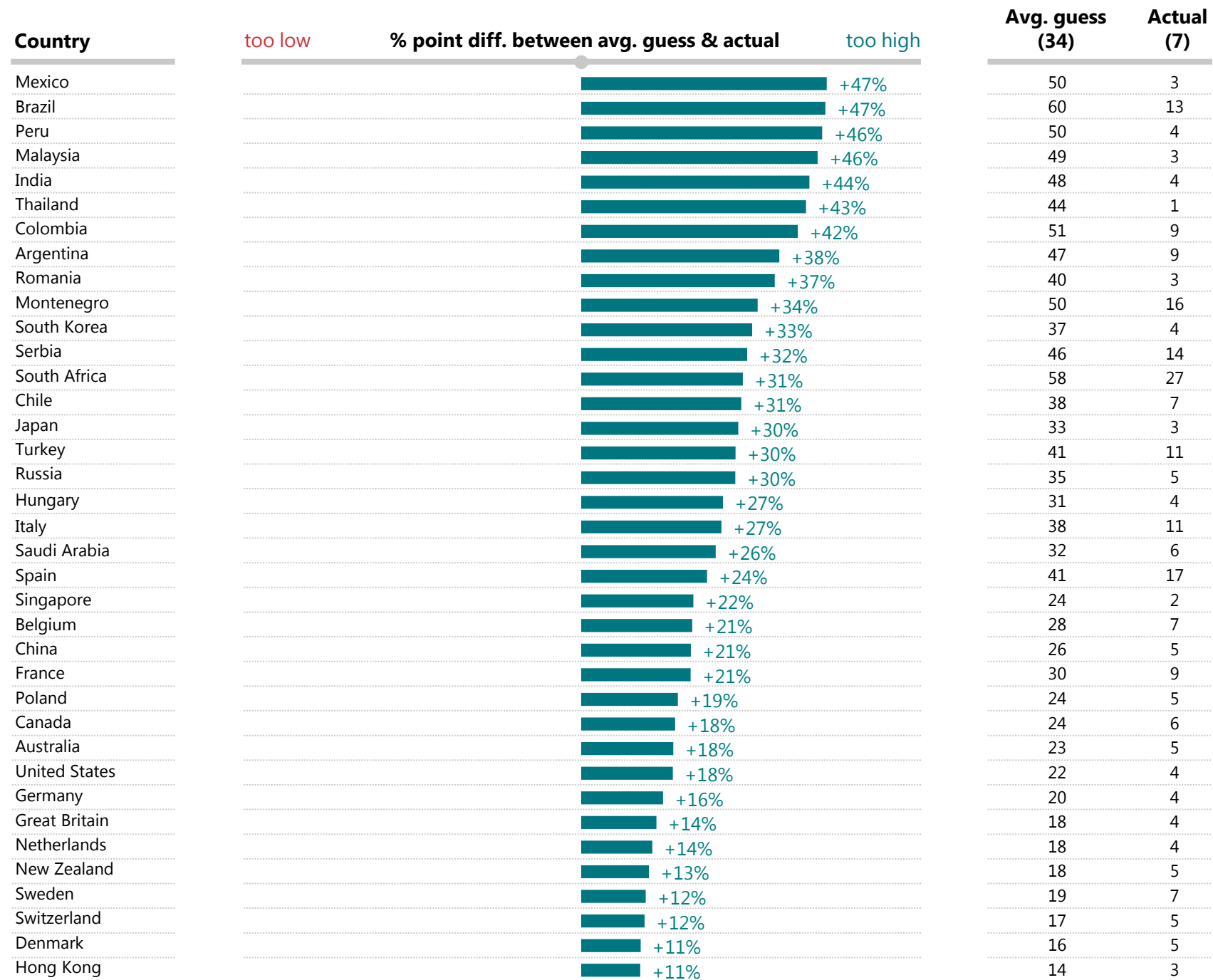| Country	too low — % point diff. between avg. guess & actual — too high	Avg. guess (73)	Actual (94)
South Africa	-9%	57	66
Chile	-13%	80	93
Netherlands	-13%	81	94
Montenegro	-14%	73	87
Sweden	-15%	82	97
Hong Kong	-15%	84	99
Belgium	-15%	83	98
Canada	-16%	75	91
Hungary	-16%	83	99
South Korea	-17%	81	98
Denmark	-18%	80	98
France	-18%	78	96
Australia	-19%	76	95
Singapore	-19%	77	96
Great Britain	-20%	74	94
Spain	-20%	78	98
Italy	-21%	73	94
Malaysia	-21%	78	99
Argentina	-21%	65	86
Romania	-22%	60	82
United States	-22%	73	95
Peru	-22%	61	83
Serbia	-22%	73	95
Poland	-22%	76	98
New Zealand	-22%	72	94
Russia	-22%	75	97
Brazil	-23%	66	89
Colombia	-23%	69	92
Germany	-23%	72	95
Switzerland	-24%	73	97
Thailand	-25%	74	99
Turkey	-26%	70	96
Saudi Arabia	-27%	71	98
Japan	-27%	72	99
China	-29%	70	99
Mexico	-29%	68	97
India	-30%	58	88

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

ECONOMY

Q. Out of every 100 people of working age in [COUNTRY], about how many do you think are unemployed and looking for work?

People in all countries hugely overestimate the levels of unemployment in their country. Several countries such as Brazil, Mexico and India, think around half of the working age population is unemployed and seeking work.

Country	too low — % point diff. between avg. guess & actual — too high	Avg. guess (34)	Actual (7)
Mexico	+47%	50	3
Brazil	+47%	60	13
Peru	+46%	50	4
Malaysia	+46%	49	3
India	+44%	48	4
Thailand	+43%	44	1
Colombia	+42%	51	9
Argentina	+38%	47	9
Romania	+37%	40	3
Montenegro	+34%	50	16
South Korea	+33%	37	4
Serbia	+32%	46	14
South Africa	+31%	58	27
Chile	+31%	38	7
Japan	+30%	33	3
Turkey	+30%	41	11
Russia	+30%	35	5
Hungary	+27%	31	4
Italy	+27%	38	11
Saudi Arabia	+26%	32	6
Spain	+24%	41	17
Singapore	+22%	24	2
Belgium	+21%	28	7
China	+21%	26	5
France	+21%	30	9
Poland	+19%	24	5
Canada	+18%	24	6
Australia	+18%	23	5
United States	+18%	22	4
Germany	+16%	20	4
Great Britain	+14%	18	4
Netherlands	+14%	18	4
New Zealand	+13%	18	5
Sweden	+12%	19	7
Switzerland	+12%	17	5
Denmark	+11%	16	5
Hong Kong	+11%	14	3

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

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.

Nearly all countries underestimate their GDP ranking; this is particularly the case for emerging economies.
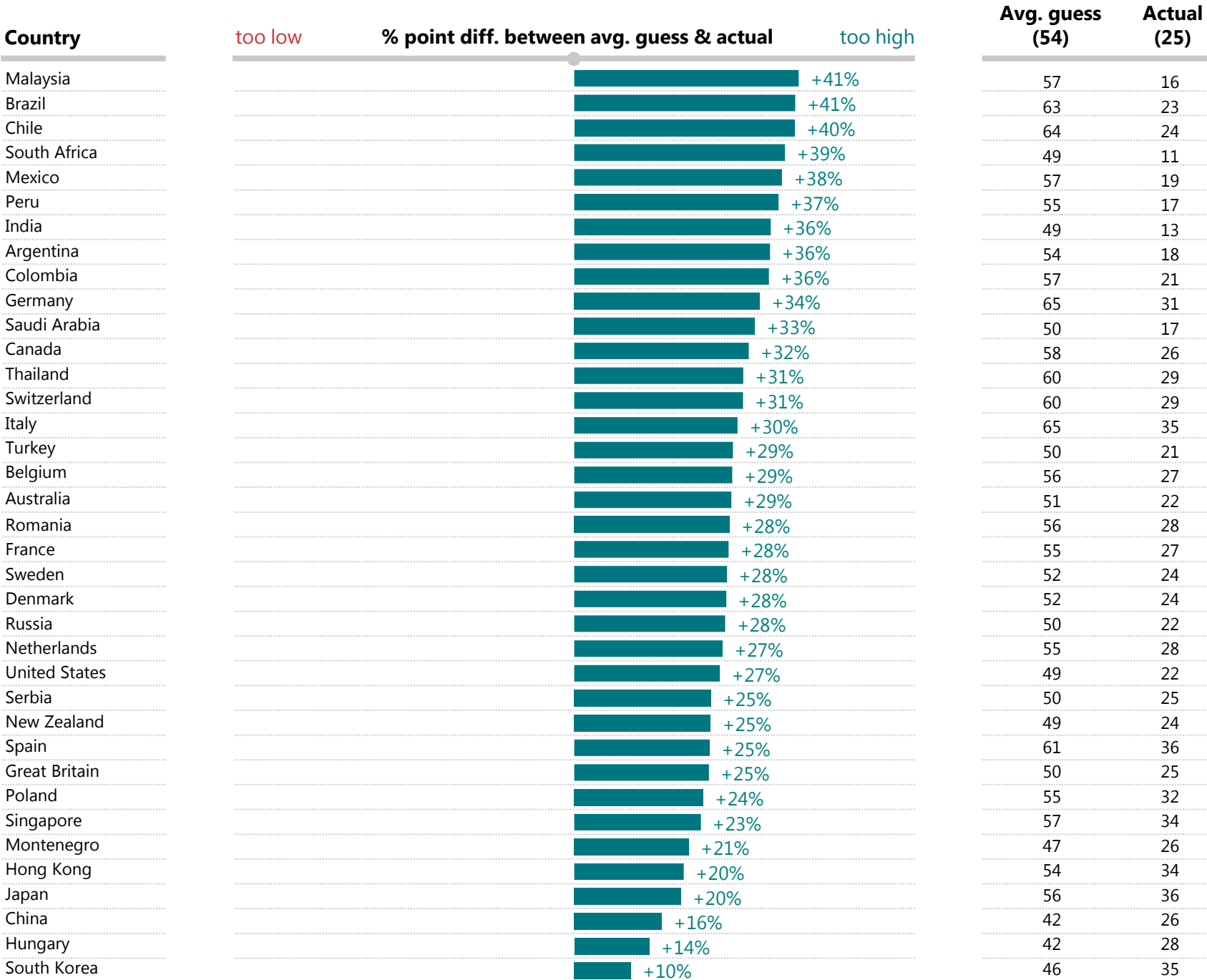
Country	Ranking diff. between avg. guess & actual	Avg. guess (70)	Actual (28)
	too low ← → too high		
Montenegro	+13	150	163
Singapore	+6	30	36
Hong Kong	+1	30	31
Saudi Arabia	+0	20	20
Switzerland	-1	20	19
Netherlands	-2	20	18
United States	-4	5	1
Germany	-5	9	4
Great Britain	-7	12	5
Japan	-7	10	3
France	-9	15	6
South Korea	-9	20	11
Canada	-10	20	10
China	-10	12	2
Denmark	-13	46	33
Sweden	-13	35	22
Australia	-18	30	12
New Zealand	-19	70	51
Poland	-39	62	23
India	-43	50	7
Belgium	-50	74	24
Russia	-55	68	13
Chile	-57	100	43
Serbia	-58	150	92
Italy	-61	69	8
Spain	-66	80	14
Thailand	-75	101	26
Turkey	-83	100	17
Malaysia	-83	120	37
Mexico	-85	100	15
Colombia	-86	127	41
Brazil	-91	100	9
Hungary	-93	150	57
Peru	-95	145	50
Romania	-98	150	52
South Africa	-112	150	38
Argentina	-129	150	21

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

POPULATION

Q. Now thinking about 2050, out of every 100 people in [COUNTRY], about how many do you think will be over 65, according to projections by the World Bank?
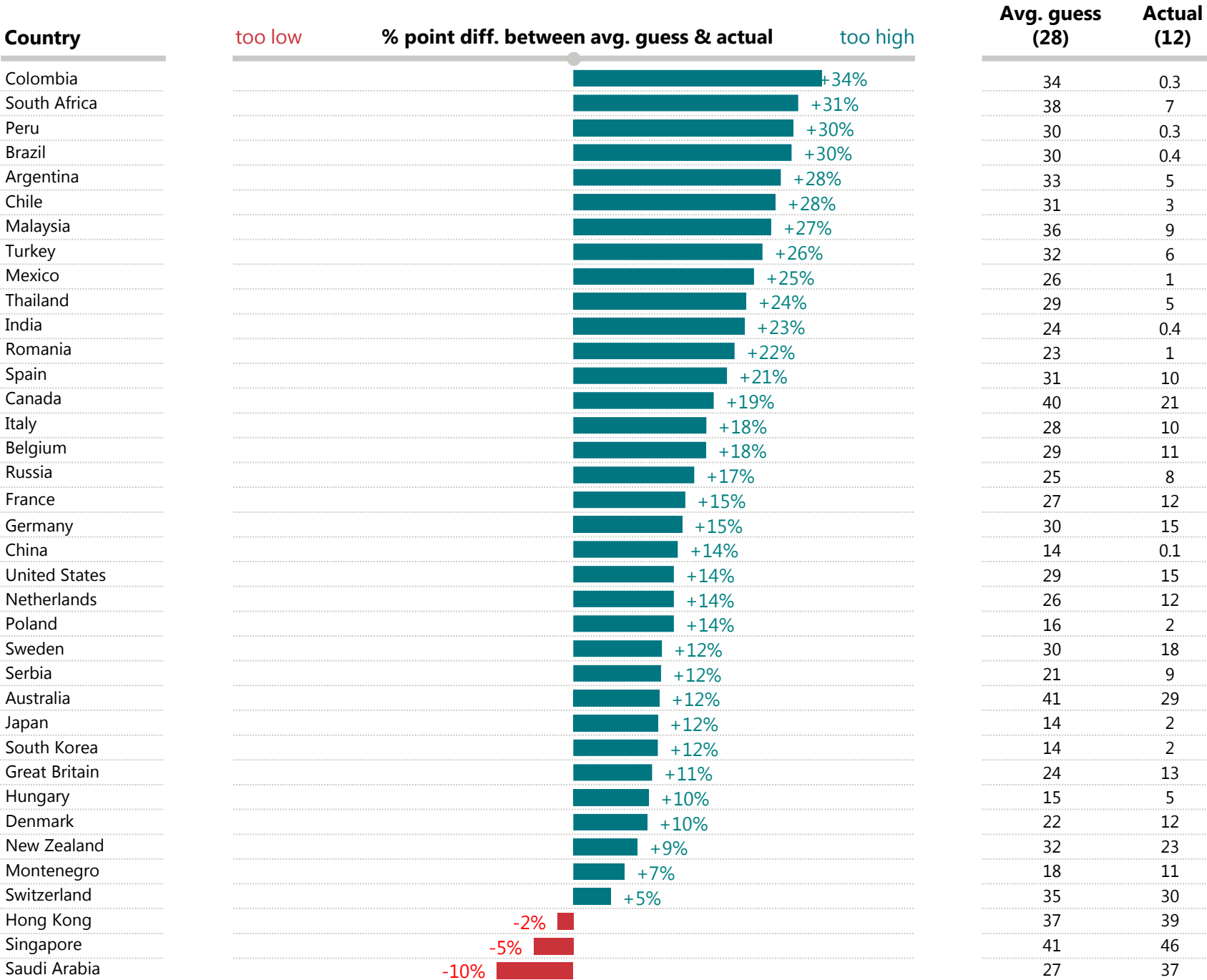
Every country hugely overestimates the proportion of their population who will be 65+ in 2050. Nearly every country thinks more than half their population will be over 65 when levels are projected to be close to a quarter.

Country	% point diff. between avg. guess & actual	Avg. guess (54)	Actual (25)
	too low too high		
Malaysia	+41%	57	16
Brazil	+41%	63	23
Chile	+40%	64	24
South Africa	+39%	49	11
Mexico	+38%	57	19
Peru	+37%	55	17
India	+36%	49	13
Argentina	+36%	54	18
Colombia	+36%	57	21
Germany	+34%	65	31
Saudi Arabia	+33%	50	17
Canada	+32%	58	26
Thailand	+31%	60	29
Switzerland	+31%	60	29
Italy	+30%	65	35
Turkey	+29%	50	21
Belgium	+29%	56	27
Australia	+29%	51	22
Romania	+28%	56	28
France	+28%	55	27
Sweden	+28%	52	24
Denmark	+28%	52	24
Russia	+28%	50	22
Netherlands	+27%	55	28
United States	+27%	49	22
Serbia	+25%	50	25
New Zealand	+25%	49	24
Spain	+25%	61	36
Great Britain	+25%	50	25
Poland	+24%	55	32
Singapore	+23%	57	34
Montenegro	+21%	47	26
Hong Kong	+20%	54	34
Japan	+20%	56	36
China	+16%	42	26
Hungary	+14%	42	28
South Korea	+10%	46	35

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 immigrants (i.e. not born in [COUNTRY])?
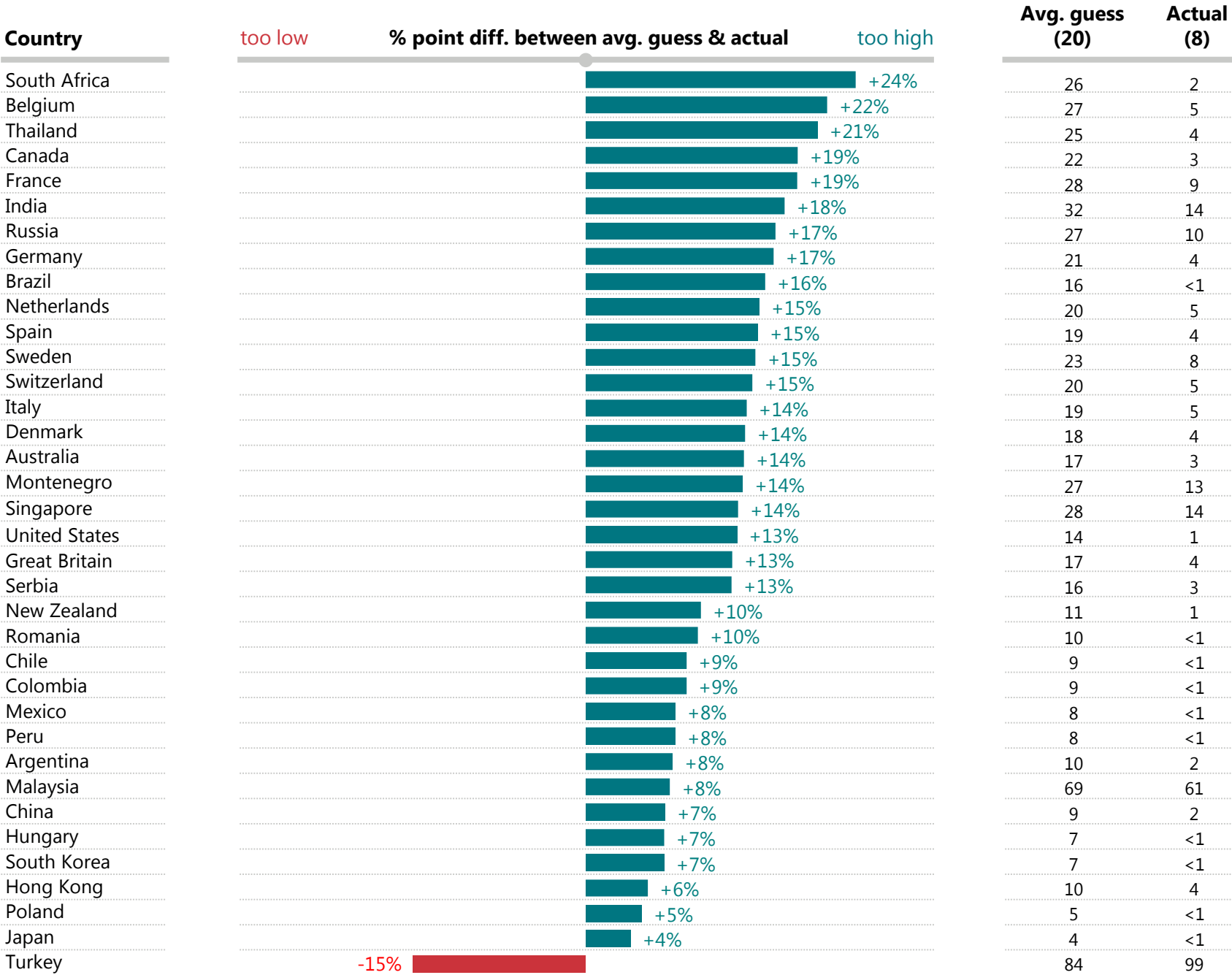
In line with previous Perils studies, nearly all countries hugely overestimate the proportion of immigrants in their country. Several South American countries guess close to 30% when the actual figure is under 1%.

Country	% point diff. between avg. guess & actual	Avg. guess (28)	Actual (12)
	too low ← → too high		
Colombia	+34%	34	0.3
South Africa	+31%	38	7
Peru	+30%	30	0.3
Brazil	+30%	30	0.4
Argentina	+28%	33	5
Chile	+28%	31	3
Malaysia	+27%	36	9
Turkey	+26%	32	6
Mexico	+25%	26	1
Thailand	+24%	29	5
India	+23%	24	0.4
Romania	+22%	23	1
Spain	+21%	31	10
Canada	+19%	40	21
Italy	+18%	28	10
Belgium	+18%	29	11
Russia	+17%	25	8
France	+15%	27	12
Germany	+15%	30	15
China	+14%	14	0.1
United States	+14%	29	15
Netherlands	+14%	26	12
Poland	+14%	16	2
Sweden	+12%	30	18
Serbia	+12%	21	9
Australia	+12%	41	29
Japan	+12%	14	2
South Korea	+12%	14	2
Great Britain	+11%	24	13
Hungary	+10%	15	5
Denmark	+10%	22	12
New Zealand	+9%	32	23
Montenegro	+7%	18	11
Switzerland	+5%	35	30
Hong Kong	-2%	37	39
Singapore	-5%	41	46
Saudi Arabia	-10%	27	37

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. In South Africa and Belgium, people think a quarter of the population is Muslim when it's 2% and 5% respectively.
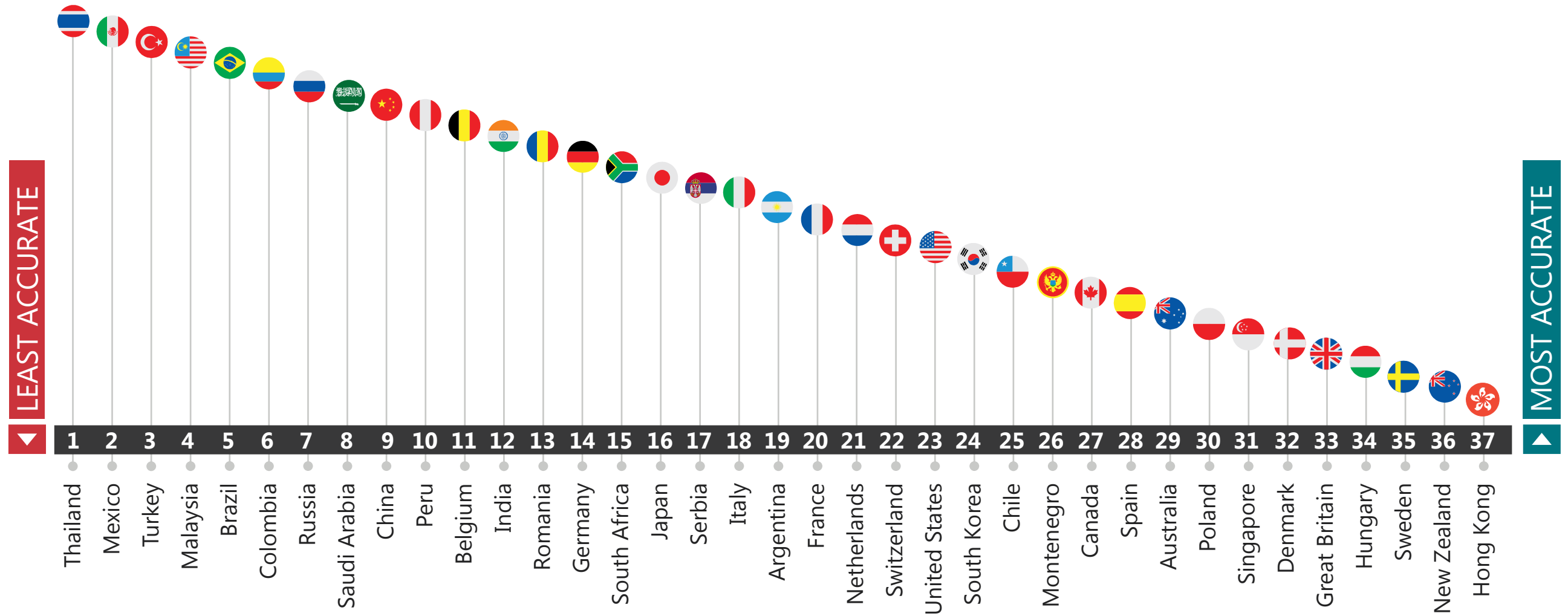
Country	% point diff. between avg. guess & actual	Avg. guess (20)	Actual (8)
	too low — too high		
South Africa	+24%	26	2
Belgium	+22%	27	5
Thailand	+21%	25	4
Canada	+19%	22	3
France	+19%	28	9
India	+18%	32	14
Russia	+17%	27	10
Germany	+17%	21	4
Brazil	+16%	16	<1
Netherlands	+15%	20	5
Spain	+15%	19	4
Sweden	+15%	23	8
Switzerland	+15%	20	5
Italy	+14%	19	5
Denmark	+14%	18	4
Australia	+14%	17	3
Montenegro	+14%	27	13
Singapore	+14%	28	14
United States	+13%	14	1
Great Britain	+13%	17	4
Serbia	+13%	16	3
New Zealand	+10%	11	1
Romania	+10%	10	<1
Chile	+9%	9	<1
Colombia	+9%	9	<1
Mexico	+8%	8	<1
Peru	+8%	8	<1
Argentina	+8%	10	2
Malaysia	+8%	69	61
China	+7%	9	2
Hungary	+7%	7	<1
South Korea	+7%	7	<1
Hong Kong	+6%	10	4
Poland	+5%	5	<1
Japan	+4%	4	<1
Turkey	-15%	84	99

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

THE MISPERCEPTIONS INDEX

MISPERCEPTIONS INDEX – WHO'S MOST WRONG?

LEAST ACCURATE

MOST ACCURATE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37

Thailand · Mexico · Turkey · Malaysia · Brazil · Colombia · Russia · Saudi Arabia · China · Peru · Belgium · India · Romania · Germany · South Africa · Japan · Serbia · Italy · Argentina · France · Netherlands · Switzerland · United States · South Korea · Chile · Montenegro · Canada · Spain · Australia · Poland · Singapore · Denmark · Great Britain · Hungary · Sweden · New Zealand · Hong Kong

- 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.

PERILS OF PERCEPTION 2018

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