





These are the latest findings from Ipsos' Perils of Perception survey. The survey was conducted in 32 countries and asked people what they think are the main causes of death in their country.

For the purpose of the study, the main source of 'actual' data for causes of death around the world is the Institute for Health Metrics and Evaluation (IHME) Global Burden of Disease (GBD) database for 2017.



CAUSES OF DEATH AROUND THE WORLD



Across all countries, cardiovascular diseases and cancer are the biggest cause of death across all ages

When combined they account for around half of all deaths across the 32 countries in the study.

ages (avg. across all countries) Causes Actual 32 Cardiovascular diseases such as heart disease 24 Cancer Neurological disorders Lower respiratory infections such as pneumonia 6 Chronic respiratory diseases such as asthma Diabetes and kidney diseases 5 Digestive diseases Accidental deaths such as drowning Transport injuries Suicide HIV/AIDS and sexually transmitted infections Interpersonal violence Substance use disorders Terrorism and conflict Please see http://perils.ipsos.com/ for full details of all sources.

*Indicates a value higher than 0 but less than 0.5

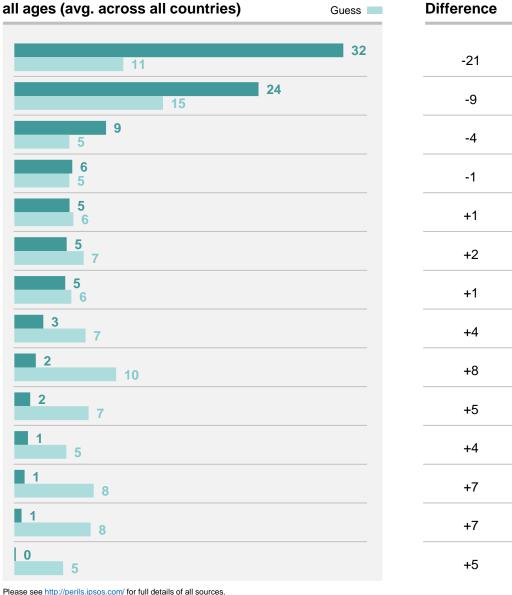
% actual causes of death - people of all



Across all countries people on average underestimate the proportion of deaths from cardiovascular diseases and cancer.

And the public tend to overestimate how many people die from transport injuries, terrorism, interpersonal violence and substance use disorders such as drug and alcohol addiction.

Causes Cardiovascular diseases such as heart disease Cancer Neurological disorders Lower respiratory infections such as pneumonia Chronic respiratory diseases such as asthma Diabetes and kidney diseases Digestive diseases Accidental deaths such as drowning Transport injuries Suicide HIV/AIDS and sexually transmitted infections Interpersonal violence Substance use disorders Terrorism and conflict



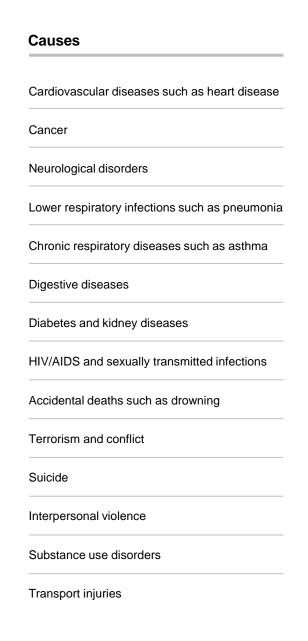
Actual

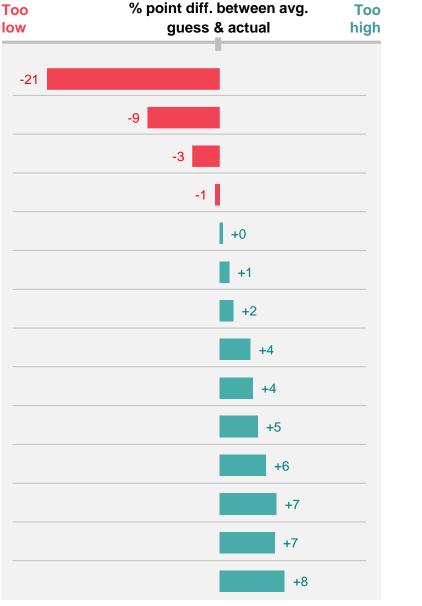
% actual causes of death - people of



Across all countries people on average underestimate the proportion of deaths from cardiovascular diseases and cancer.

And the public tend to overestimate how many people die from transport injuries, terrorism, interpersonal violence and substance use disorders such as drug and alcohol addiction.





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



Avg

guess

10.7

14.7

5.4

5.4

5.8

5.7

6.9

5.1

7.0

4.8

7.3

7.9

7.5

10.0

Actual

32.0

23.6

8.8

6.1

5.4

4.5

5.2

1.3

2.9

0.1

1.6

1.0

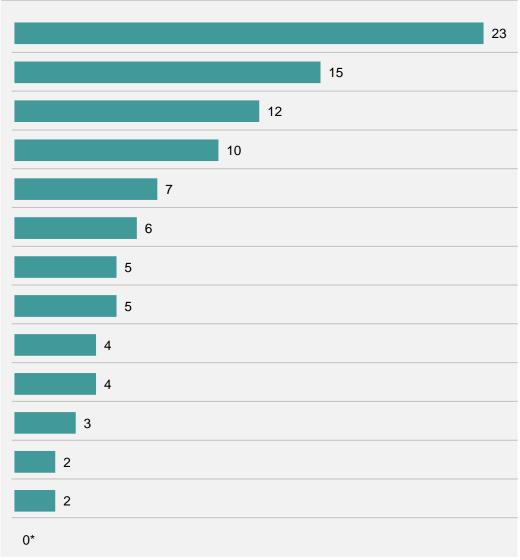
0.7

Among 15-49 year olds, cancer is the biggest cause of death, followed by cardiovascular diseases and suicide.

Across the 32 countries in the study, a quarter of 15-49 year olds die as a result of cancer. Cardiovascular disease and suicide account for 16% and 12% of deaths respectively.

Causes Cancer Cardiovascular diseases such as heart disease Suicide Transport injuries Accidental deaths such as drowning Digestive diseases Interpersonal violence Substance use disorders HIV/AIDS and sexually transmitted infections Lower respiratory infections such as pneumonia Diabetes and kidney diseases Neurological disorders Chronic respiratory diseases such as asthma Terrorism and conflict

% actual causes of death – people aged 15-49 (avg. across all countries)



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

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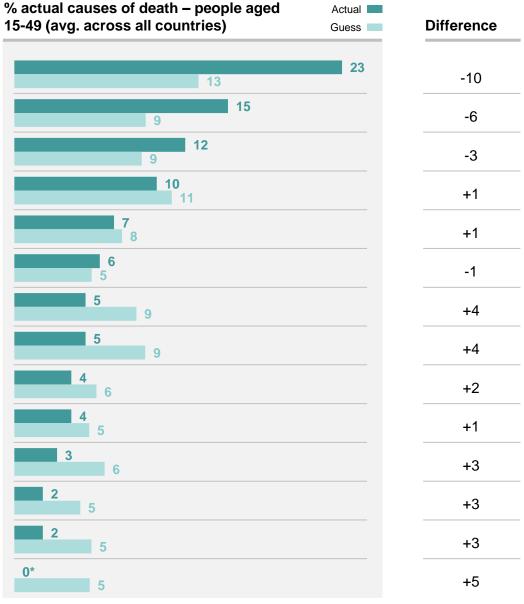


Actual ____

On average people also underestimate the proportion of 15-49 year olds who die from cancer and cardiovascular disease each year.

And they overestimate the proportion who die as a result of interpersonal violence such as murder, substance use disorders and HIV and STIs.

Causes Cancer Cardiovascular diseases such as heart disease Suicide Transport injuries Accidental deaths such as drowning Digestive diseases Interpersonal violence Substance use disorders HIV/AIDS and sexually transmitted infections Lower respiratory infections such as pneumonia Diabetes and kidney diseases Neurological disorders Chronic respiratory diseases such as asthma Terrorism and conflict



Actual

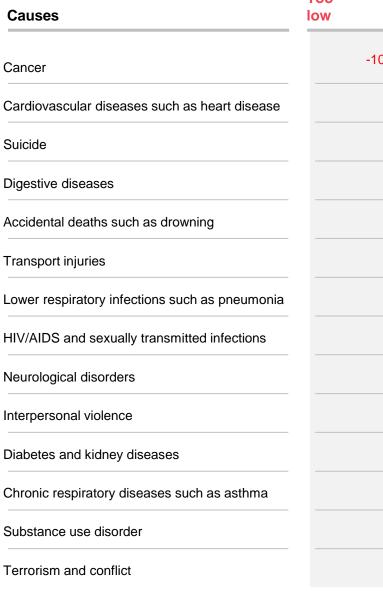
Please see http://perils.ipsos.com/ for full details of all sources.

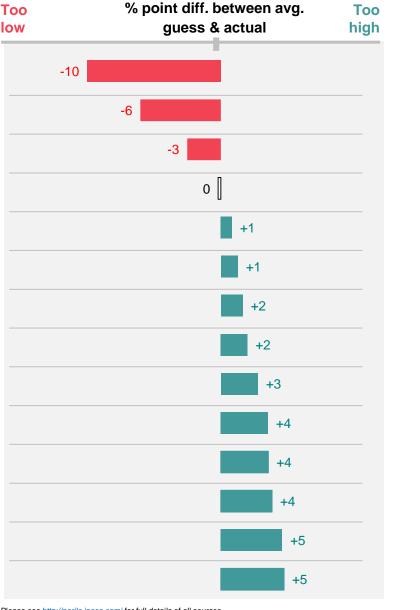
*Indicates a value higher than 0 but less than 0.5



On average people also <u>underestimate</u> the proportion of 15-49 year olds who die from cancer and cardiovascular disease each year.

And they <u>overestimate</u> the number who die as a result of interpersonal violence such as murder, substance use disorders and HIV and STIs.





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



Avg

12.9

9.2

8.9

5.4

7.6

11.0

5.3

5.8

4.6

8.6

6.3

5.4

9.2

5.3

guess Actual

23.2

15.4

11.5

5.6

6.7

9.7

3.6

3.7

1.8

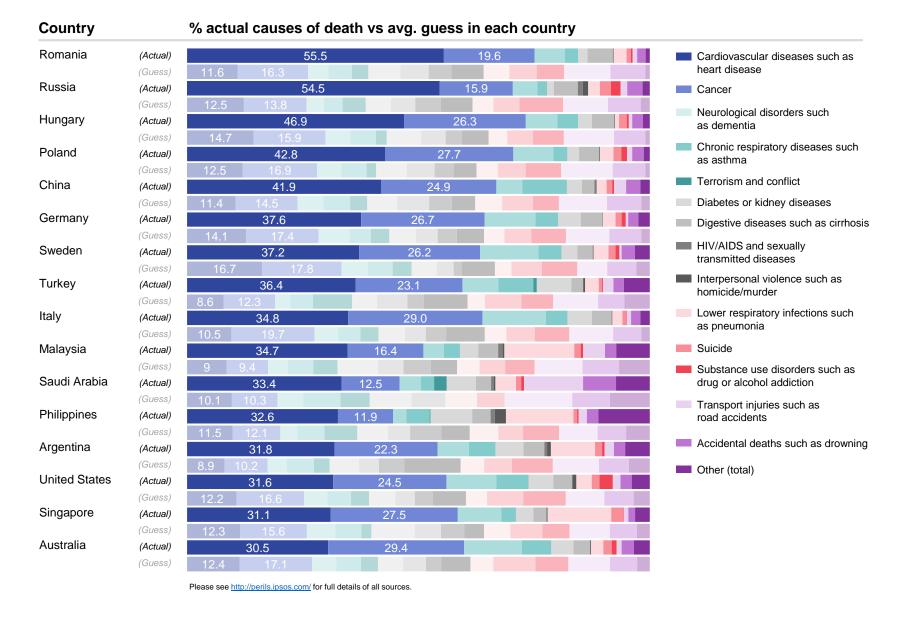
4.9

2.7

1.5

4.5

There is a wide variation in actual and estimated causes of death across the 32 countries in the study.

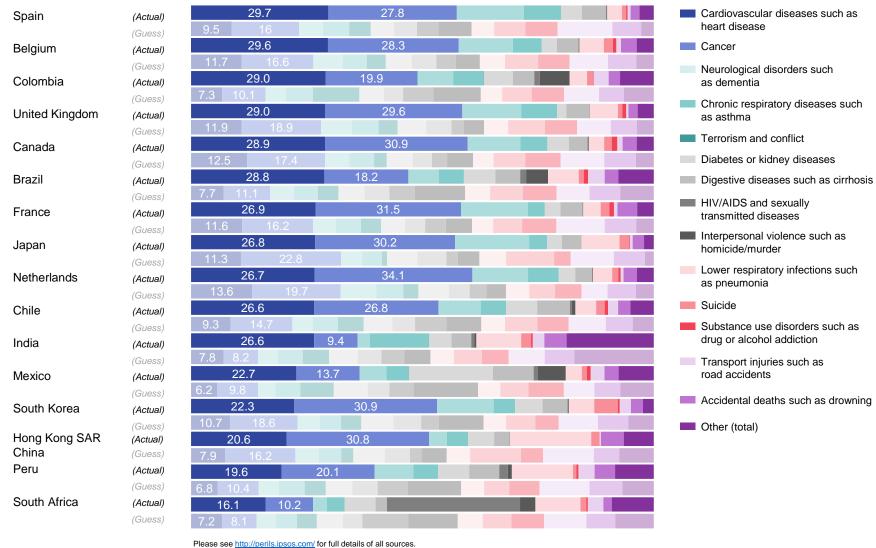




There is a wide variation in actual and estimated causes of death across the 32 countries in the study.

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Country % actual causes of death vs avg. guess in each country





CAUSES OF DEATH:

DISEASES AND INFECTIONS



Q. Out of every 100 deaths in [COUNTRY] – about many are a result of cancer?

The majority of countries in the study underestimate the proportion of people who die from cancer each year

Country	Too low	% actual causes of death	Too high
Philippines		+0	
India		-1 ■	
Russia		-2	
South Africa		-2	
Saudi Arabia		-2	
Romania		-3	
Mexico		-4	
Malaysia		-7	
Brazil		-7	
Japan		-7	
United States		-8	
Sweden		-8	
Germany		-9	
Italy		-9	
Peru	-10		
Colombia	-10		
Hungary	-10		
China	-10		
United Kingdom	-11		
Turkey	-11		
Poland	-11		
Belgium	-12 ■		
Spain	-12		
Singapore	-12		
Argentina	-12		
Chile	-12		
Australia	-12		
Canada	-12		
Netherlands	-13		
South Korea	-14		
France	-15		
Hong Kong SAR China	-15		

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



Avg. guess

12.1

13.8

8.1

10.3 16.3

9.8

11.1 22.8

16.6

17.8

17.4

19.7

10.4

10.1

15.9

14.5

18.9

12.3

16.9

16.6

16.0

15.6 18.6

10.2

14.7

17.1

17.4

19.7

16.2

16.2

8.2

Actual

11.9

9.4

10.2

12.5

19.6 13.7

16.4 18.2

30.2

24.5

26.2

26.7 29.0

20.1

19.9

26.3 24.9

29.6

23.1

27.7

28.3

27.8 27.5

30.8

22.3

26.8

29.4

30.9

34.1

30.9

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of cardiovascular diseases such as heart disease, strokes or heart failure?

Every country in the study underestimates the number of people who die from Cardiovascular diseases such as heart disease each year.

Country	Too low	% actual causes of death	Too high
South Africa		-9	
Hong Kong SAR China		-9	
Peru		-13	
Netherlands		-13	
South Korea		-14	
France		-15	
Japan		-16	
Canada		-16	
Mexico		-17	
United Kingdom		-17	
Chile		-17	
Belgium		-18	
Australia		-18	
Singapore		-19	
India		-19	
United States		-19	
Spain		-20	
Sweden		-20	
Philippines		-21	
Brazil		-21	
Colombia	-	22	
Argentina	-2	23	
Saudi Arabia	-2	23	
Germany	-2	4	
Italy	-24	4	
Malaysia	-26		
Turkey	-28		
Poland	-30		
China	-30		
Hungary	-32		
Russia	-42		
Romania	-44		

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



Avg.

7.2

11.6

13.6

7.9

11.6

11.3

12.5

11.9

9.3

11.7

12.4

12.3

7.8 12.2

9.5

16.7

11.5

7.7

7.3

8.9

10.1

14.1

10.5

9.0

8.6

12.5

11.4

14.7

12.5

11.6

6.2

6.8

Actual

16.1

20.6

19.6 26.7

22.3 26.9

26.8

28.9

22.7

29.0

26.6

29.6

30.5

26.6

31.6

29.7 37.2

32.6

28.8

29.0

31.8

37.6

33.4

34.8

34.7

36.4

42.8

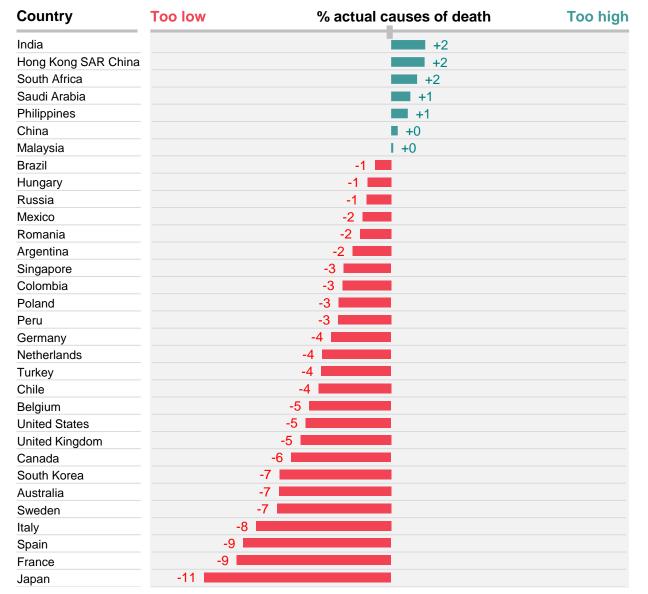
41.9

46.9

54.5

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of neurological disorders such as dementia or Parkinson's disease?

Several countries also underestimate the proportion of people who die from neurological disorders such as dementia or Parkinson's disease.



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



Avg.

guess

4.7

6.2

4.5

5.8

4.3

4.5

5.4

3.8

4.1

4.7

6.6

4.8

5.5

5.2

7.4

7.9

3.6

4.8

6.8

5.7

7.3

5.4

5.5

5.7

5.8

5.6

5.6

5.2

4.8

Actual

2.7

3.8

3.0

4.7

2.9

5.6

4.4

6.8

6.8

5.3

5.8

6.6

6.8

9.4

7.7

8.7

8.4

11.0

12.0

7.8

9.2

11.7

10.8

12.7

11.4

12.2

12.4

12.7

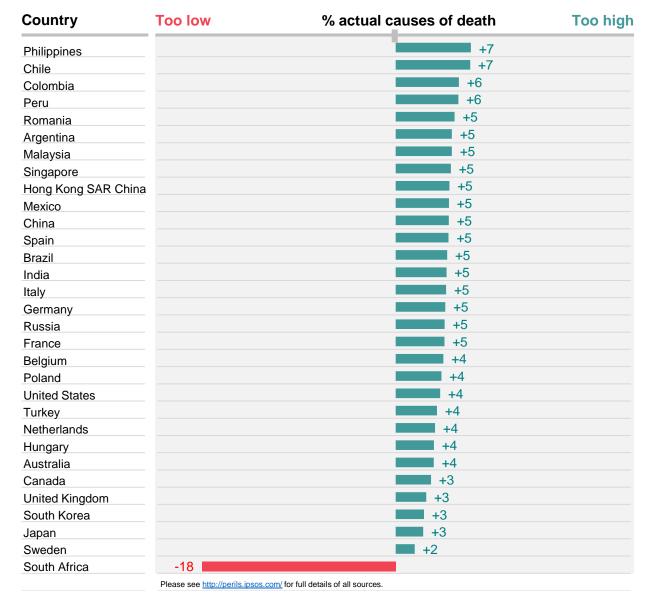
13.7

14.5

14.5

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of HIV/AIDS or sexually transmitted infections (STIs)?

Nearly every country in the study overestimates the proportion of deaths resulting from HIV/AIDS or STIs



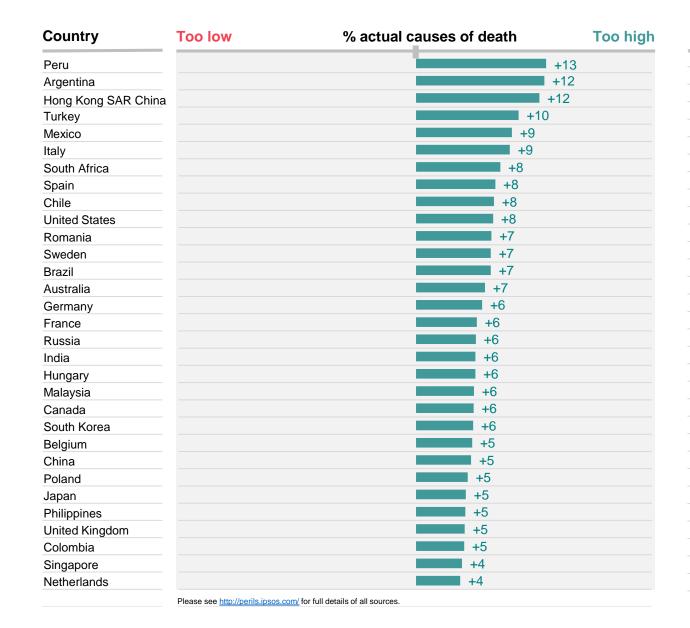
Avg.	
guess	Actual
7.9	0.9
7.4	0.5
7.1	1.2
7.7	1.9
5.2	0.1
6.1	0.6
6.2	1.0
5.4	0.2
4.9	0.0
5.8	0.9
5.3	0.4
5.1	0.2
6.1	1.3
5.5	0.7
4.8	0.1
4.6	0.1
5.6	1.1
4.5	0.1
4.7	0.1
4.3	0.0
4.4	0.3
3.9	0.1
3.7	0.0
3.6	0.0
3.6	0.1
3.4	0.1
2.9	0.1
2.7	0.1
2.6	0.0
1.8	0.0
10.8	28.8

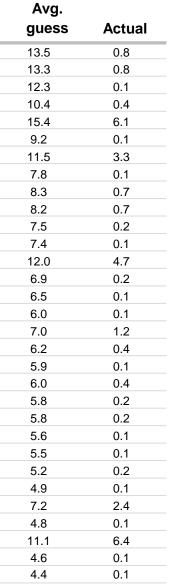




Q. Out of every 100 deaths in [COUNTRY] – about many are a result of interpersonal violence such as homicide/murder?

People overestimate the proportion of deaths by interpersonal violence (murder/homicide).

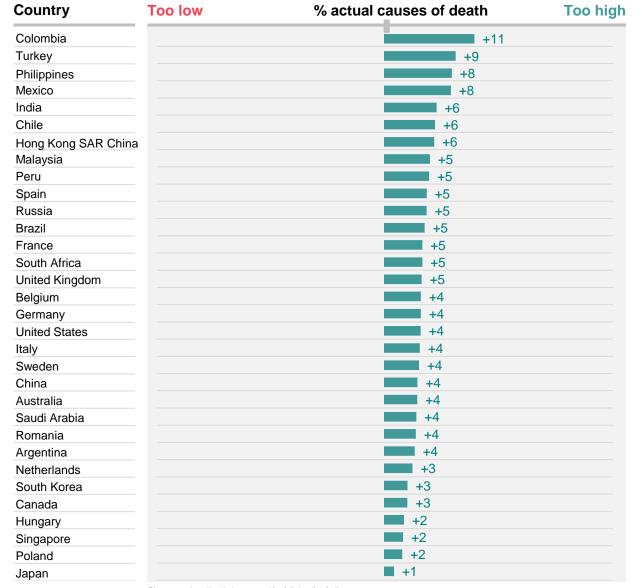






Q. Out of every 100 deaths in [COUNTRY] – about many are a result of terrorism and conflict?

In every country people overestimate the proportion of people killed by terrorism and conflict.



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

2.2 0.0*
1.2 0.0*
*Indicates a value higher than 0 but less than 0.5

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Avg.

guess

10.9

9.3

8.0

6.3

6.1

5.5

5.6

5.4

5.1

5.1

4.9

4.6

4.6

4.5

4.4

4.4

4.4

4.3

4.2

4.0

4.0

6.6

3.8

3.7

3.4

2.8

2.4

2.3

Actual

0.1

0.7

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

0.0*

2.7

0.0*

0.0*

0.0*

0.0*

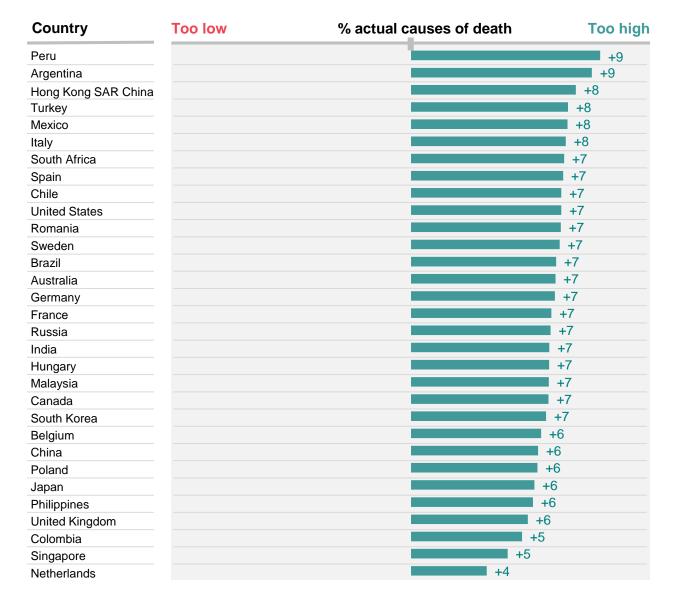
0.0*

0.0*



Q. Out of every 100 deaths in [COUNTRY] – about many are a result of substance use disorders such as drug or alcohol addiction?

All countries overestimate the proportion of deaths by alcohol and drug addiction.



Avg.	
guess	Actual
9.7	0.5
9.1	0.3
8.2	0.2
10.5	2.9
8.5	0.9
9.6	2.1
7.6	0.2
8.3	0.9
7.6	0.3
7.5	0.2
7.6	0.3
7.7	0.5
7.9	8.0
8.0	1.0
6.5	0.0*
7.8	1.0
8.0	1.2
7.8	1.1
7.6	0.9
7.9	1.2
7.4	0.7
7.3	0.5
6.8	0.5
6.7	0.2
6.3	0.4
6.4	0.4
6.1	0.4
5.9	0.5
5.1	0.4
3.8	0.1

*Indicates a value higher than 0 but less than 0.5

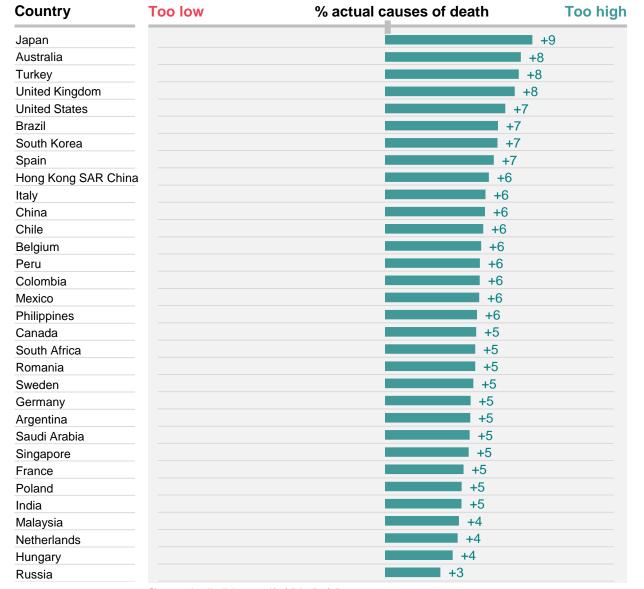
Please see http://perils.ipsos.com/ for full details of all sources.





Q. Out of every 100 deaths in [COUNTRY] about many are a result of suicide?

Every country in the study overestimates the proportion of people (of all ages) who commit suicide.



Avg.	
guess	Actual
10.9	2.1
9.9	1.8
8.7	0.7
8.7	1.0
8.9	1.7
7.8	1.1
11.8	5.1
7.4	0.9
8.0	1.8
6.7	0.7
7.2	1.2
7.7	1.8
7.7	2.0
6.4	0.7
6.9	1.2
6.7	1.1
6.3	0.8
7.1	1.7
6.7	1.3
6.3	0.9
6.8	1.5
6.4	1.3
6.6	1.5
6.2	1.1
7.5	2.5
6.6	1.9
6.3	1.7
6.7	2.1
5.8	1.4
5.7	1.4
5.7	1.7
5.7	2.4

Ava

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

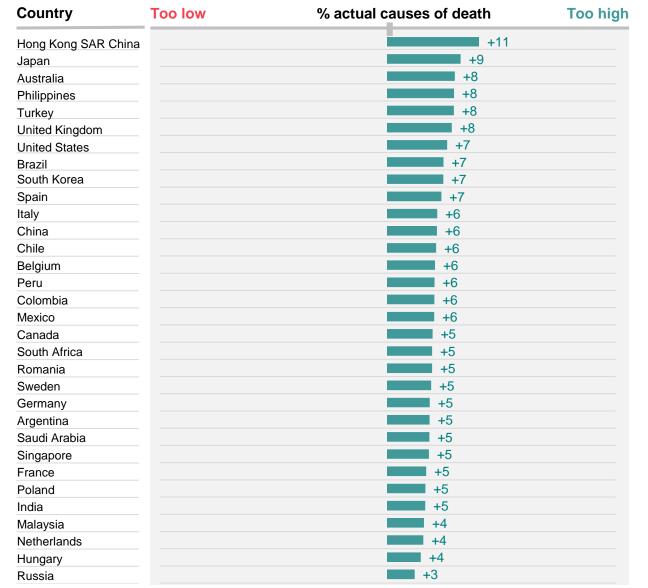






Q. Out of every 100 deaths in [COUNTRY] – about many are a result of transport injuries such as road accidents?

Every country overestimates the proportion of people who die in road accidents each year.



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



Avg.

guess

10.8

10.9

9.9

9.8

8.7

8.7

8.9

7.8

11.8

7.4

6.7

7.2

7.7

7.7

6.4

6.9

6.7

7.1

6.7

6.3

6.8

6.4

6.6

6.2

7.5

6.6

6.3

6.7

5.8

5.7

5.7

5.7

Actual

0.3

2.1

1.8

1.8

0.7

1.0

1.7

1.1

5.1

0.9

0.7

1.2

1.8

2.0

0.7

1.2

1.1

1.7

1.3

0.9

1.5

1.3

1.5

1.1

2.5

1.9

1.7

2.1

1.4

1.4

1.7

CAUSES OF DEATH:

RISK FACTORS

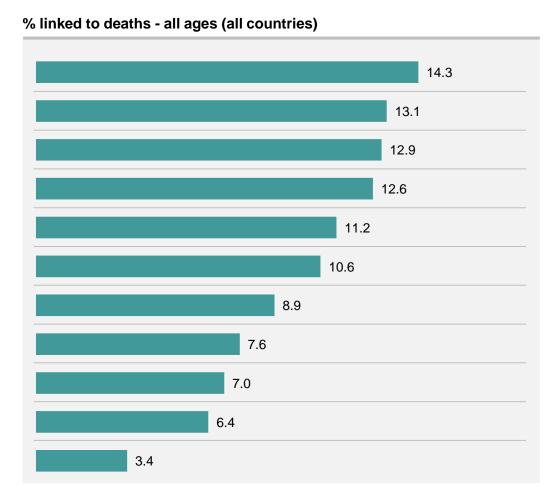
WHAT DO PEOPLE
THINK IS MOST LIKELY
TO INCREASE THE
LIKELIHOOD OF
DEATH?



When asked about the relative risks associated with death people select smoking, drug and alcohol use and high blood pressure as the main 'risk factors'.

Q. Out of every 100 deaths in [COUNTRY] – about how many can be linked to the following things ...

Causes Smoking or secondary smoke Drug use High blood pressure Alcohol use High body mass (Obesity) High blood sugar Low physical activity Unsafe sex Outdoor air or pollution or household pollution Diet low in fruit or vegetables Other



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

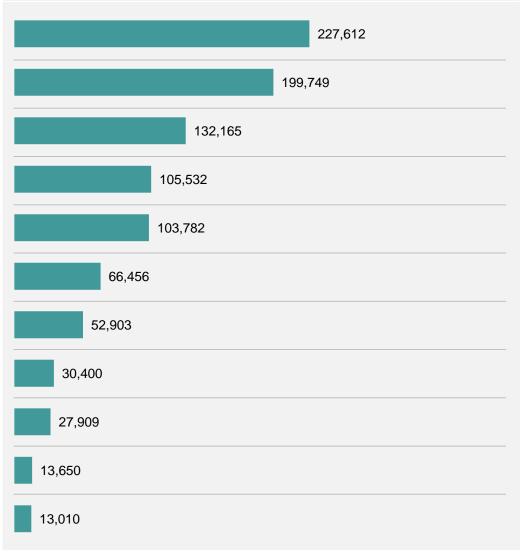


Although not directly comparable, figures from IHME GBD suggest that high blood pressure and smoking are the biggest risk factors for the countries in this study.

High blood pressure (deaths) Smoking and secondhand smoke High blood sugar (deaths) Air pollution (outdoor & indoor) (deaths) Obesity (deaths) Alcohol use (deaths) Diet low in fruits (deaths) Diet low in vegetables (deaths) Low physical activity (deaths)

Causes

% linked to deaths - all ages (all countries)



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

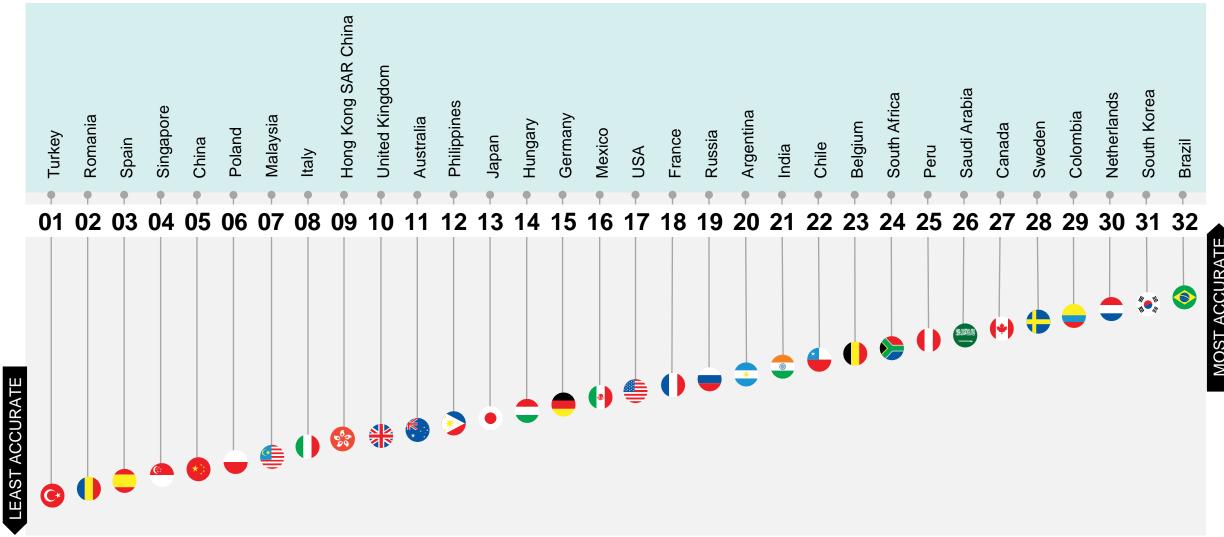


Drug use (deaths)

Unsafe sex (deaths)



Misperceptions Index – who's most wrong?





BIASES

WHICH BIASES MIGHT BE HAVING AN INFLUENCE ON PEOPLES GUESSES?



Overview of the things that could be influencing people's guesses

Most mentions

2nd most mentions

3rd most mentions

	% saying they see most frequently in the news	% saying they have been personally affected by	% saying most unpleasant way to die	% saying thing they have least control over	% saying most likely to happen to them
Transport injuries such as road accidents	38%	45%	23%	30%	25%
Interpersonal violence such as homicide/murder	37%	14%	21%	17%	8%
Terrorism and conflict	35%	12%	26%	32%	7%
Cancer	29%	70%	40%	31%	31%
Accidental deaths such as drowning, fires and falls	22%	22%	27%	23%	14%
Suicide	19%	25%	-	-	-
Cardiovascular diseases such as heart disease, strokes or heart failure	13%	60%	12%	13%	24%
Substance use disorders such as drug or alcohol addiction	15%	35%	9%	8%	4%
Diabetes or kidney diseases	8%	58%	8%	9%	16%
HIV/AIDS or sexually transmitted infections (STIs)	7%	11%	16%	8%	3%
Neurological disorders such as dementia or Parkinson's disease	4%	33%	14%	17%	11%
Chronic respiratory diseases such as asthma or chronic obstructive pulmonary disease (COPD)	4%	40%	8%	7%	9%
Lower respiratory infections such as pneumonia or tuberculosis	3%	34%	5%	6%	8%
Digestive system diseases such as cirrhosis or liver disease	3%	28%	6%	6%	7%



CAUSES OF DEATH:

WHAT WE SEE
IN THE NEWS



...and people say they see transport injuries, interpersonal violence and terrorism/conflict most frequently in the news

Most mentions

2nd most mentions

3rd most mentions

% saying one of the top 3 things they see most frequently in the news

				()	((+)	4	**		0			% ·	•	0	•				0	>					©		# • #		+	C.		
	TOTAL				BR				СО						IT	JP					PH						ZA						US
Transport injuries such as road accidents	38%	39%	48%	31%	17%	36%	30%	45%	25%	30%	28%	41%	54%	36%	33%	50%	45%	30%	23%	40%	47%	48%	44%	57%	26%	42%	50%	47%	35%	35%	44%	24%	34%
Interpersonal violence such as homicide/murder	37%	50%	36%	40%	41%	37%	38%	10%	41%	37%	35%	27%	42%	20%	50%	54%	13%	43%	37%	52%	33%	34%	39%	33%	0%	19%	49%	50%	54%	60%	45%	36%	46%
Terrorism and conflict	35%	21%	41%	47%	16%	47%	29%	11%	44%	51%	44%	26%	37%	34%	42%	24%	13%	27%	49%	17%	32%	34%	17%	57%	27%	22%	23%	14%	40%	58%	59%	54%	49%
Cancer	29%	20%	30%	37%	26%	36%	27%	41%	21%	32%	24%	38%	14%	30%	34%	18%	27%	24%	33%	20%	26%	38%	30%	26%	30%	41%	20%	32%	35%	26%	20%	50%	29%
Accidental deaths such as drowning, fires and falls	22%	18%	25%	22%	18%	22%	15%	28%	14%	20%	22%	30%	33%	28%	19%	35%	30%	16%	33%	24%	18%	19%	26%	36%	18%	26%	20%	19%	16%	28%	9%	17%	19%
Suicide	19%	12%	22%	20%	19%	21%	11%	15%	16%	14%	10%	34%	9%	26%	18%	24%	21%	20%	13%	19%	20%	12%	24%	10%	14%	26%	15%	48%	10%	10%	29%	26%	26%
Substance use disorders such as drug or alcohol addiction	15%	23%	21%	10%	18%	22%	11%	5%	17%	12%	15%	4%	10%	11%	18%	20%	21%	15%	9%	15%	34%	19%	13%	12%	0%	12%	20%	7%	12%	10%	14%	18%	33%
Cardiovascular diseases such as heart disease, strokes or heart failure	13%	9%	10%	12%	10%	11%	11%	27%	7%	11%	6%	19%	14%	19%	10%	6%	22%	8%	19%	5%	19%	18%	19%	11%	16%	27%	6%	8%	8%	11%	9%	15%	, 9%
Diabetes or kidney diseases	8%	4%	5%	5%	6%	4%	7%	18%	3%	2%	3%	11%	6%	17%	5%	4%	15%	19%	6%	8%	13%	11%	6%	1%	23%	28%	7%	8%	4%	5%	5%	7%	6%
HIV/AIDS or sexually transmitted infections (STIs)	7%	6%	4%	7%	8%	3%	14%	9%	10%	9%	5%	3%	1%	13%	7%	1%	8%	8%	2%	7%	21%	4%	3%	13%	0%	6%	34%	2%	4%	3%	1%	3%	4%
Chronic respiratory diseases such as asthma or chronic obstructive pulmonary disease (COPD)	4%	8%	2%	2%	4%	2%	6%	8%	4%	2%	3%	5%	4%	8%	3%	1%	5%	4%	2%	6%	2%	2%	2%	1%	9%	5%	3%	4%	3%	2%	5%	4%	3%
Neurological disorders such as dementia or Parkinson's disease	4%	3%	3%	4%	4%	8%	3%	3%	2%	3%	6%	2%	6%	3%	5%	5%	2%	6%	5%	1%	2%	3%	2%	7%	5%	2%	10%	6%	1%	2%	11%	3%	3%
Digestive system diseases such as cirrhosis or liver disease	3%	2%	2%	1%	2%	1%	3%	12%	3%	2%	2%	8%	2%	8%	2%	2%	3%	3%	1%	5%	3%	2%	6%	1%	8%	6%	2%	2%	1%	1%	0%	1%	2%
Lower respiratory infections such as pneumonia or tuberculosis	3%	2%	1%	4%	4%	1%	2%	5%	2%	1%	4%	5%	2%	9%	2%	2%	3%	4%	1%	3%	7%	3%	4%	1%	8%	3%	2%	2%	3%	2%	3%	2%	1%

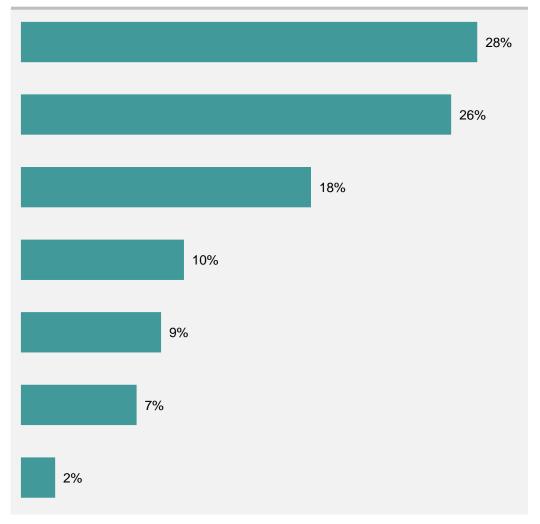


On average, the Internet and television are the most popular sources of news across all countries...

One in five (18%) use social media for their main source of news while one in ten use mobile news apps (10%) or radio (9%).

News source Online/Internet Television Social media Mobile News apps Radio Newspapers/magazines None of these

Across all countries



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



...but there is wide variation in where people get their news across countries.

In Russia four in ten (39%) get most of their news online while in Hong Kong, SAR, China, the figure is 21%.

39% 14% 7% 2% 8% Russia 36% 11% 12% 5% 4% Poland 35% 3%2% 10% 20% South Korea 34% 23% 10% 4% Hungary 33% 6% 9% 3% 16% Romania 31% 20% 6% 5% Brazil 30% 24% 6% 11% 14% Singapore 20% 30% 10% Peru 29% 5% 18% Argentina 29% 12% 6% 27% 12% 10% United Kingdom 6% 29% 21% 10% 14% South Africa 29% 13% 16% 9% 8% Sweden 29% 19% 17% 6% 8% China 2% 11% 28% 10% 13% Japan 28% 15% 9% 13% 9% Belgium 28% 16% **United States** 27% 22% 5% Chile 27% 13% 6% 7% Italy 27% 24% 6% 6% Netherlands 27% 10% 12% 10% Philippines 12% 27% 10% France 26% 32% 14% 8% 7% Spain 26% 27% 5% 17% 13% Canada 26% 29% 10% 7% 8% Malaysia 25% 8% 29% 4% Saudi Arabia 24% 17% 15% 3% 19% India 24% 13% 17% 5% Australia 23% 25% 17% Turkey 23% 12% 5% 16% 9% Germany 27% 22% 8% 4% Mexico 22% 21% Colombia 11% 10% 21% Hong Kong SAR China 22% 18% 12% 17% 9% **TOTAL** 28% 18%

How do you get most of your news? Top choice

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



Online/internet

Mobile news apps

None of the above

Social media (Twitter, Facebook)

Print: newspapers/magazines

Television

Radio

Country



People are most likely to have been personally affected by cancer, cardiovascular diseases and diabetes or kidney diseases

% saying they have been personally affected by (top choice)

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				()	(*;	4	(+)		0			Sec.	•	0			(2)		0	>				232M3					•	G		
	TOTAL	. AR	AU	BE	BR	CA	CL	CN	СО	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
Cancer	70%	68%	80%	74%	59%	85%	77%	54%	69%	76%	61%	73%	45%	59%	79%	65%	77%	65%	66%	78%	61%	77%	70%	68%	47%	75%	70%	66%	78%	74%	75%	82%	77%
Cardiovascular diseases such as heart disease, strokes or heart failure	60%	63%	62%	55%	60%	63%	70%	61%	61%	55%	46%	71%	42%	62%	59%	43%	75%	66%	58%	62%	75%	75%	65%	74%	49%	66%	63%	30%	55%	69%	71%	64%	64%
Diabetes or kidney diseases	58%	63%	45%	44%	66%	55%	75%	63%	62%	45%	48%	64%	43%	69%	55%	38%	61%	67%	80%	52%	75%	61%	55%	59%	69%	65%	62%	60%	51%	51%	59%	47%	55%
Transport injuries such as road accidents	45%	41%	39%	45%	37%	44%	48%	43%	55%	31%	21%	40%	21%	59%	47%	28%	51%	69%	48%	25%	48%	51%	38%	46%	60%	41%	70%	51%	42%	40%	61%	31%	41%
Chronic respiratory diseases such as asthma or chronic obstructive pulmonary disease (COPD)	40%	47%	38%	35%	43%	42%	54%	34%	48%	32%	38%	40%	28%	42%	34%	21%	36%	44%	45%	47%	54%	36%	28%	35%	38%	42%	49%	24%	38%	40%	59%	40%	39%
Substance use disorders such as drug or alcohol addiction	35%	38%	42%	42%	52%	52%	42%	22%	51%	33%	28%	29%	17%	43%	24%	12%	43%	35%	46%	21%	38%	43%	30%	42%	0%	26%	65%	16%	35%	39%	30%	29%	55%
Lower respiratory infections such as pneumonia or tuberculosis	34%	40%	27%	29%	40%	32%	40%	39%	42%	18%	17%	50%	27%	40%	29%	18%	43%	27%	32%	39%	55%	43%	31%	39%	31%	39%	44%	25%	30%	38%	38%	29%	29%
Neurological disorders such as dementia or Parkinson's disease	33%	34%	42%	38%	30%	46%	39%	25%	26%	27%	34%	29%	24%	36%	39%	31%	33%	20%	19%	43%	22%	33%	28%	19%	22%	34%	31%	37%	42%	45%	25%	46%	39%
Digestive system diseases such as cirrhosis or liver disease	28%	29%	20%	25%	33%	25%	31%	41%	27%	20%	16%	26%	26%	45%	29%	20%	28%	29%	33%	20%	37%	28%	46%	37%	38%	32%	28%	29%	24%	14%	30%	18%	20%
Suicide	25%	22%	36%	37%	28%	40%	33%	18%	22%	28%	19%	22%	17%	40%	19%	20%	20%	13%	19%	24%	21%	20%	19%	23%	12%	31%	45%	22%	19%	28%	23%	28%	32%
Accidental deaths such as drowning, fires and falls	22%	20%	15%	19%	33%	19%	25%	23%	23%	13%	10%	14%	23%	51%	21%	14%	21%	38%	20%	13%	29%	21%	21%	24%	33%	22%	33%	14%	16%	17%	22%	11%	19%
Interpersonal violence such as homicide/murder	14%	18%	11%	12%	33%	10%	17%	13%	37%	6%	6%	5%	22%	29%	6%	9%	8%	9%	31%	6%	22%	8%	13%	12%	0%	14%	36%	6%	8%	16%	14%	7%	13%
Terrorism and conflict	12%	6%	6%	9%	11%	5%	18%	10%	39%	5%	7%	4%	28%	25%	4%	5%	4%	21%	13%	3%	15%	4%	5%	5%	22%	9%	19%	3%	7%	9%	29%	9%	9%
HIV/AIDS or sexually transmitted infections (STIs)	11%	16%	9%	10%	21%	10%	15%	9%	25%	8%	5%	2%	14%	25%	10%	3%	4%	11%	17%	9%	13%	4%	8%	10%	0%	12%	44%	2%	9%	9%	6%	6%	10%



2nd most mentions 3rd most mentions



When asked what would be the most unpleasant way to die, people are most likely to say cancer, followed by an accident, terrorism, or transport injury

% saying one of the 3 most unpleasant ways to die

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				•		(*)	4	*	<u> </u>	0			650		0	•	•			0	>		0		230 0					+	G		
	TOTAL	AR	ΑU	BE	BR	CA	CL	CN	СО	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
Cancer	40%	39%	45%	41%	32%	48%	43%	38%	36%	30%	32%	49%	52%	32%	54%	22%	29%	41%	47%	38%	30%	47%	43%	53%	32%	43%	44%	43%	40%	37%	37%	49%	s 52%
An accident such as drowning, fire or a fall	27%	30%	21%	19%	27%	28%	32%	21%	39%	13%	21%	26%	30%	26%	28%	33%	27%	32%	25%	36%	35%	26%	27%	24%	27%	31%	32%	22%	23%	20%	34%	26%	31%
A terrorist attack	26%	19%	24%	28%	15%	24%	20%	11%	36%	30%	17%	16%	21%	34%	25%	37%	22%	28%	21%	21%	48%	25%	22%	39%	31%	31%	30%	21%	28%	25%	37%	29%	27%
A transport injury such as a road accident	23%	23%	19%	15%	12%	16%	21%	22%	24%	14%	12%	16%	20%	31%	20%	33%	28%	24%	9%	36%	39%	24%	23%	26%	25%	32%	34%	31%	21%	13%	25%	15%	, 17%
Interpersonal violence	21%	27%	19%	19%	20%	16%	17%	12%	21%	16%	15%	20%	31%	16%	20%	34%	16%	24%	14%	26%	27%	21%	12%	25%	0%	20%	31%	26%	26%	29%	21%	17%	20%
HIV/AIDS or a sexually transmitted infection (STIs)	16%	14%	12%	12%	15%	13%	19%	21%	24%	11%	8%	15%	16%	24%	11%	8%	22%	26%	5%	27%	34%	12%	11%	29%	0%	22%	22%	18%	10%	11%	16%	10%	, 16%
A neurological disorder such as dementia or Parkinson's disease	14%	13%	22%	20%	9%	26%	13%	11%	6%	14%	15%	12%	16%	12%	16%	14%	5%	8%	21%	9%	9%	10%	12%	11%	7%	9%	15%	34%	17%	17%	5%	30%	22%
A cardiovascular disease such as heart disease, strokes or heart failure	12%	8%	12%	10%	8%	8%	16%	16%	6%	8%	7%	16%	13%	14%	16%	8%	15%	10%	19%	8%	8%	10%	18%	10%	13%	17%	12%	15%	5%	11%	15%	10%	, 12%
A substance use disorders such as drug or alcohol addiction	9%	10%	5%	9%	6%	7%	8%	6%	6%	4%	7%	6%	10%	17%	8%	9%	15%	10%	4%	8%	14%	11%	6%	12%	0%	6%	9%	5%	11%	7%	25%	8%	9%
A chronic respiratory disease such as asthma or chronic obstructive pulmonary disease (COPD)	8%	7%	12%	8%	6%	11%	7%	13%	8%	3%	11%	10%	7%	12%	5%	3%	5%	6%	10%	6%	3%	5%	7%	4%	6%	5%	8%	4%	8%	20%	3%	13%	6 12%
Diabetes or a kidney disease	8%	6%	6%	6%	6%	5%	9%	13%	6%	2%	5%	16%	5%	14%	6%	5%	13%	15%	5%	11%	8%	5%	5%	4%	10%	16%	6%	9%	4%	5%	4%	5%	9%
A digestive system disease such as cirrhosis or live disease	r 6%	6%	9%	6%	3%	6%	4%	10%	5%	4%	6%	11%	5%	11%	5%	1%	4%	4%	3%	7%	5%	6%	9%	5%	10%	8%	6%	5%	4%	8%	4%	7%	8%
A lower respiratory infection such as pneumonia or tuberculosis	5%	3%	7%	5%	5%	5%	3%	9%	4%	4%	6%	8%	2%	10%	5%	2%	4%	4%	4%	4%	6%	5%	7%	5%	8%	4%	4%	4%	5%	6%	2%	7%	7%



2nd most mentions
 3rd most mentions

CAUSES OF DEATH:

WHAT DO WE THINK WE HAVE LEAST CONTROL
OVER



WHAT DO WE THINK IS MOST LIKELY TO HAPPEN TO US





People think they have least control over being a victim of a terrorist attack, getting cancer or suffering a transport injury

Most mentions

2nd most mentions

3rd most mentions

% saying one of the top 3 things they have least control over

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	TOTAL	AR	AU	BE	BR	CA	CL	CN	СО	FR	DE	HU	нк	IN	ΙT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
Being a victim of a terrorist attack	32%	28%	46%	34%	14%	42%	29%	13%	40%	30%	34%	21%	43%	31%	29%	25%	20%	31%	41%	20%	39%	44%	25%	33%	22%	38%	35%	22%	34%	42%	26%	54%	49%
Getting cancer	31%	28%	36%	28%	20%	37%	35%	19%	33%	20%	28%	33%	19%	30%	40%	32%	26%	30%	28%	33%	25%	27%	29%	44%	24%	41%	36%	46%	33%	40%	32%	38%	36%
Suffering a transport injury e.g. from a road accident	30%	29%	32%	20%	19%	31%	32%	29%	29%	17%	24%	25%	27%	32%	25%	35%	30%	33%	24%	35%	41%	28%	36%	32%	19%	34%	38%	43%	25%	29%	35%	34%	34%
Being involved in an accident such as drowning, fires and falls	23%	23%	23%	18%	16%	25%	22%	23%	21%	11%	23%	27%	21%	25%	21%	40%	23%	21%	27%	22%	31%	23%	18%	33%	18%	25%	23%	20%	18%	21%	17%	30%	27%
Being a victim of interpersonal violence such as physical, sexual or emotional abuse	17%	22%	16%	13%	18%	13%	20%	10%	17%	13%	16%	12%	28%	18%	17%	9%	14%	31%	14%	25%	20%	28%	10%	22%	0%	14%	30%	16%	16%	23%	14%	18%	17%
Getting a neurological disorder such as dementia or Parkinson's disease	17%	17%	26%	19%	9%	26%	15%	9%	8%	15%	16%	16%	14%	13%	22%	16%	11%	9%	21%	15%	13%	16%	7%	15%	9%	22%	20%	22%	20%	19%	12%	31%	28%
Getting a cardiovascular disease such as heart disease, strokes or heart failure	13%	14%	8%	12%	14%	9%	15%	20%	10%	8%	9%	15%	9%	19%	15%	19%	15%	11%	9%	14%	16%	9%	18%	12%	15%	15%	11%	17%	12%	16%	18%	9%	8%
Getting diabetes or a kidney disease	9%	6%	5%	7%	11%	6%	8%	15%	5%	7%	5%	11%	8%	20%	8%	8%	14%	13%	6%	12%	15%	9%	11%	9%	16%	14%	7%	9%	8%	6%	12%	4%	9%
Getting HIV/AIDS or a sexually transmitted infection (STIs)	8%	7%	5%	8%	7%	3%	10%	6%	13%	10%	4%	11%	18%	15%	6%	2%	12%	12%	6%	13%	15%	9%	6%	17%	0%	7%	13%	8%	7%	5%	6%	3%	4%
Having a substance use disorder such as drug or alcohol addiction	8%	5%	5%	11%	9%	4%	5%	9%	8%	9%	5%	9%	16%	14%	4%	3%	12%	8%	7%	8%	11%	12%	6%	11%	0%	7%	7%	8%	6%	2%	12%	4%	6%
Getting a chronic respiratory disease such as asthma or chronic obstructive pulmonary disease (COPD)	7%	6%	7%	8%	8%	5%	5%	9%	8%	8%	5%	5%	7%	14%	6%	3%	8%	7%	4%	9%	9%	6%	8%	6%	11%	8%	9%	3%	8%	3%	11%	6%	8%
Getting a lower respiratory infection such as pneumonia or tuberculosis	6%	4%	7%	7%	3%	6%	3%	6%	5%	6%	4%	6%	6%	9%	6%	3%	6%	5%	4%	4%	7%	5%	9%	9%	11%	8%	7%	5%	6%	6%	7%	5%	7%
Getting a digestive system disease such as cirrhosis or liver disease	6%	4%	3%	8%	5%	3%	3%	9%	3%	6%	3%	10%	3%	12%	4%	4%	6%	4%	5%	9%	6%	4%	9%	5%	9%	8%	5%	6%	6%	10%	8%	3%	5%



Across all countries, on average, people think they're most likely to get cancer, a transport injury or cardiovascular disease.

Most mentions

2nd most mentions

3rd most mentions

% saying as top 3 causes of death most likely to happen to them

				()	((*)	4	*;		0			6 60	9	0	•				0					\$200 —					+	G	<u> </u>	
	TOTAL	AR	AU	BE	BR	CA	CL	CN	СО	FR	DE	HU	нк	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
Getting cancer	31%	23%	35%	42%	16%	41%	31%	13%	28%	33%	25%	30%	38%	20%	40%	38%	20%	27%	30%	31%	16%	39%	26%	24%	15%	35%	27%	43%	34%	45%	37%	40%	39%
Getting a transport injury	25%	24%	21%	26%	17%	21%	28%	24%	33%	22%	12%	14%	32%	28%	22%	20%	25%	35%	8%	36%	26%	31%	27%	32%	24%	16%	38%	33%	27%	21%	37%	16%	23%
Getting a cardiovascular disease such as heart disease, strokes or heart failure	24%	20%	27%	28%	15%	28%	24%	18%	17%	23%	17%	24%	35%	20%	24%	30%	21%	22%	24%	20%	30%	28%	23%	26%	15%	31%	24%	21%	21%	36%	30%	30%	31%
Getting diabetes or a kidney disease	16%	14%	14%	9%	14%	15%	28%	11%	16%	7%	9%	17%	18%	24%	10%	17%	20%	29%	10%	23%	28%	16%	10%	9%	21%	24%	16%	23%	10%	12%	21%	13%	19%
Being involved in an accident such as drowning, fires and falls	14%	15%	8%	12%	13%	11%	13%	17%	13%	10%	10%	13%	15%	17%	17%	16%	20%	16%	9%	21%	15%	18%	13%	17%	16%	11%	17%	11%	14%	12%	13%	8%	14%
Getting a neurological disorder such as dementia or Parkinson's disease	11%	8%	16%	13%	5%	15%	10%	8%	7%	9%	12%	12%	6%	10%	13%	13%	6%	4%	13%	7%	8%	11%	5%	5%	6%	11%	9%	18%	17%	14%	8%	24%	16%
Getting a chronic respiratory disease such as asthma or chronic obstructive pulmonary disease (COPD)	9%	10%	8%	9%	8%	9%	12%	7%	11%	7%	8%	9%	7%	12%	7%	4%	7%	14%	8%	11%	14%	10%	6%	4%	11%	9%	9%	7%	10%	7%	12%	9%	10%
Being a victim of interpersonal violence such as physical, sexual or emotional abuse	8%	12%	6%	6%	11%	5%	10%	8%	11%	5%	5%	6%	8%	12%	7%	4%	7%	18%	4%	23%	12%	8%	4%	8%	0%	6%	20%	9%	5%	10%	8%	5%	8%
Getting a lower respiratory infection such as pneumonia or tuberculosis	8%	6%	7%	7%	5%	8%	6%	10%	6%	3%	5%	7%	15%	11%	7%	6%	3%	8%	6%	9%	14%	11%	12%	8%	9%	7%	8%	8%	5%	8%	7%	7%	9%
Getting a digestive system disease such as cirrhosis or liver disease	7%	5%	7%	5%	4%	4%	6%	12%	5%	3%	3%	14%	11%	13%	6%	10%	6%	7%	3%	10%	8%	6%	10%	11%	10%	13%	4%	11%	7%	6%	4%	6%	8%
Being a victim of a terrorist attack	7%	6%	4%	7%	3%	3%	7%	6%	21%	6%	5%	7%	4%	13%	5%	3%	10%	10%	3%	6%	9%	4%	8%	9%	12%	7%	12%	3%	6%	6%	19%	3%	5%
Having a substance use disorder such as drug or alcohol addiction	4%	3%	5%	6%	4%	6%	3%	7%	3%	3%	3%	3%	2%	12%	2%	2%	3%	5%	2%	5%	5%	4%	3%	5%	0%	3%	5%	2%	5%	3%	7%	4%	5%
Getting HIV/AIDS or a sexually transmitted infection (STIs)	3%	3%	2%	6%	3%	1%	4%	3%	4%	2%	2%	4%	1%	9%	3%	1%	4%	4%	2%	5%	3%	1%	3%	2%	0%	3%	8%	1%	3%	1%	3%	1%	3%



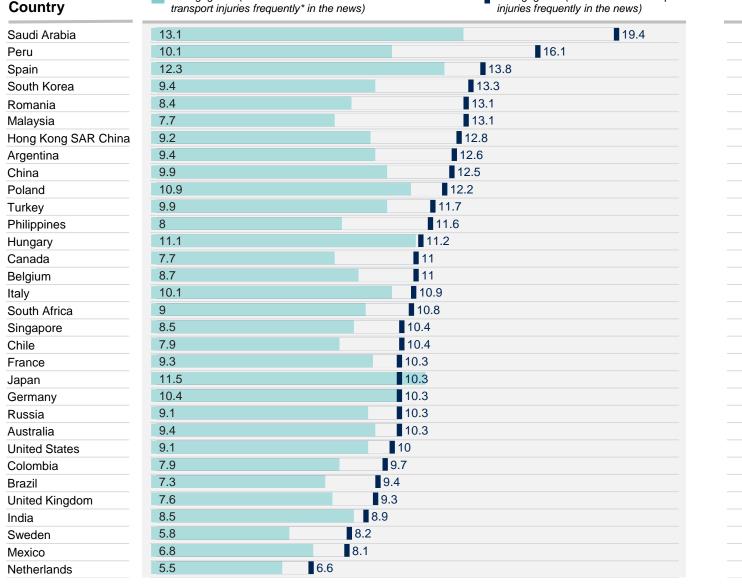
There are a range of factors that could influence our guesses, including media coverage and personal experience. The data shows that at a country level, there are factors which could be having an impact on people's guesses ...

... but at an individual level it is more complex and the picture is less clear ...



In several countries, those who say they frequently see transport injuries in the news think transport injuries cause more deaths than those who do not.

This is particularly the case in Saudi Arabia, Peru and Romania.



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

% Avg. guess (those who do not see





% Avg. guess (those who see transport

Actual

12.76

3.48

0.65

2.43

0.98

4.72

0.30

2.07

2.60

1.11

2.31

1.80

2.05

0.70

1.13

1.01

0.97

3.37

1.05

2.18

0.77

0.61

0.54

1.48

1.07

1.65

3.29

3.56

0.47

2.47

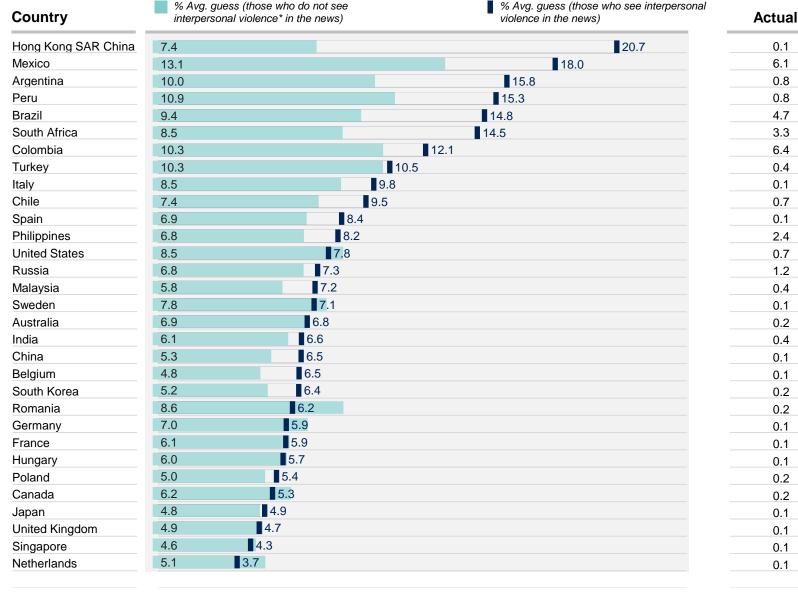
0.48

2.97

^{*}Those who list transport injuries in the top 3 things they see most frequently in the news

In some countries those who say they frequently see interpersonal violence in the news think it causes a greater proportion of deaths than those who do not see it in the news...

...but this does not apply in every country.



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





0.1

6.1

0.8

8.0

4.7

3.3

6.4

0.4

0.1

0.7

0.1

2.4

0.7

1.2

0.4

0.1

0.2

0.4

0.1

0.1

0.2

0.2

0.1

0.1

0.1

0.2

0.2

0.1

0.1

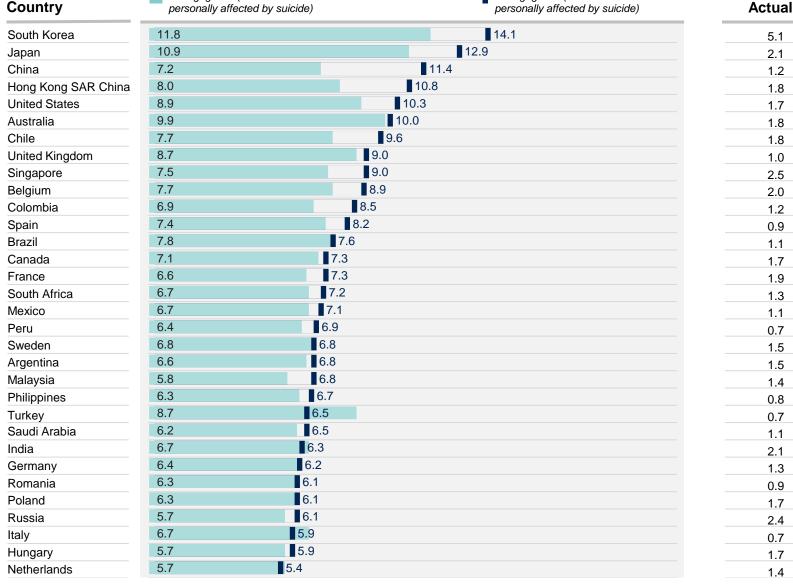
0.1

0.1

^{*}Those who list interpersonal violence in the top 3 things they see most frequently in the news

The picture is mixed when looking at what people have been personally affected by.

When asking about suicide, those who have been personally affected by it don't tend to make higher guesses than those who have not been affected.



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

% Avg. guess (those have not been

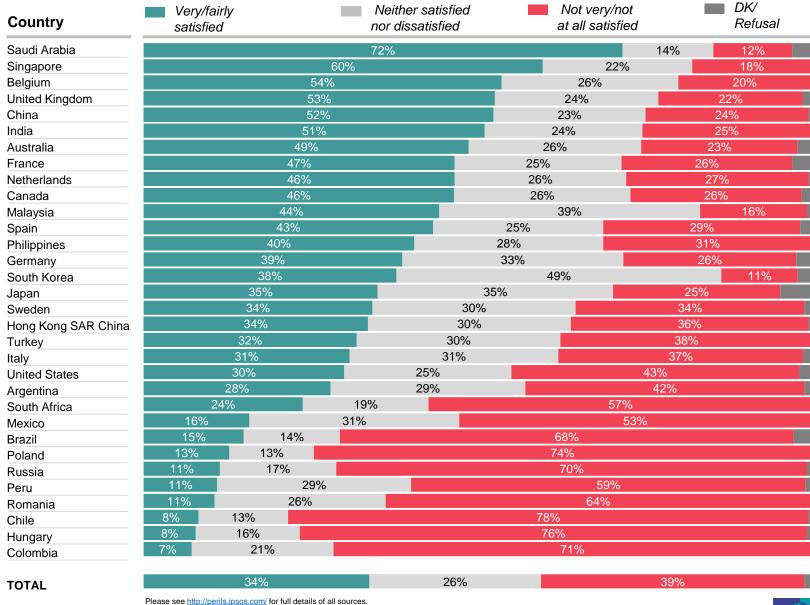




% Avg. guess (those who have been

Satisfaction with health system varied widely between countries but there was no correlation with how accurate people are at estimating causes of death in their country.

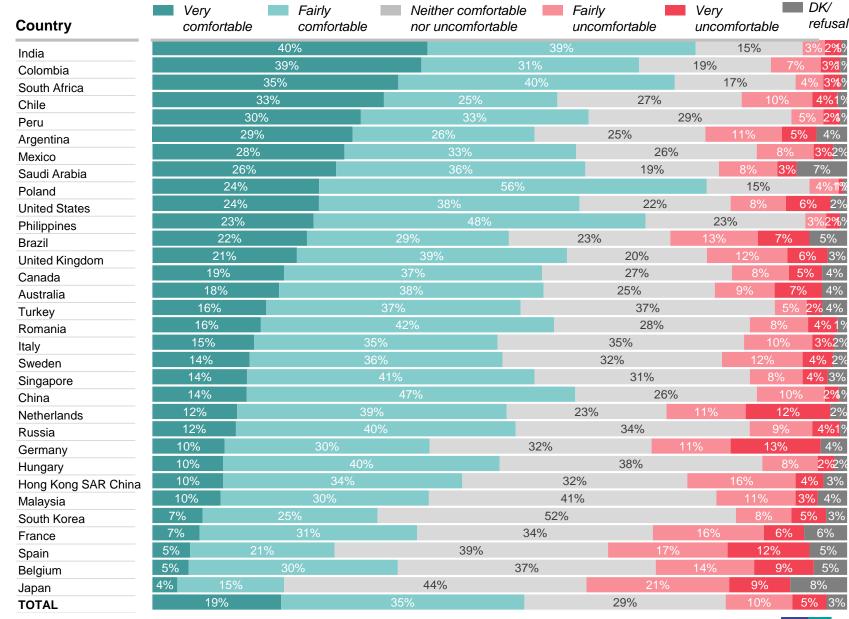
Q. To what extent, if at all, are you satisfied with [COUNTRY'S] health system?





We also looked at how confident people are working with numbers.

In India eight in ten say they are comfortable working with numbers (78%), the highest in the survey. In Japan one in five (19%) say they felt comfortable working with numbers...

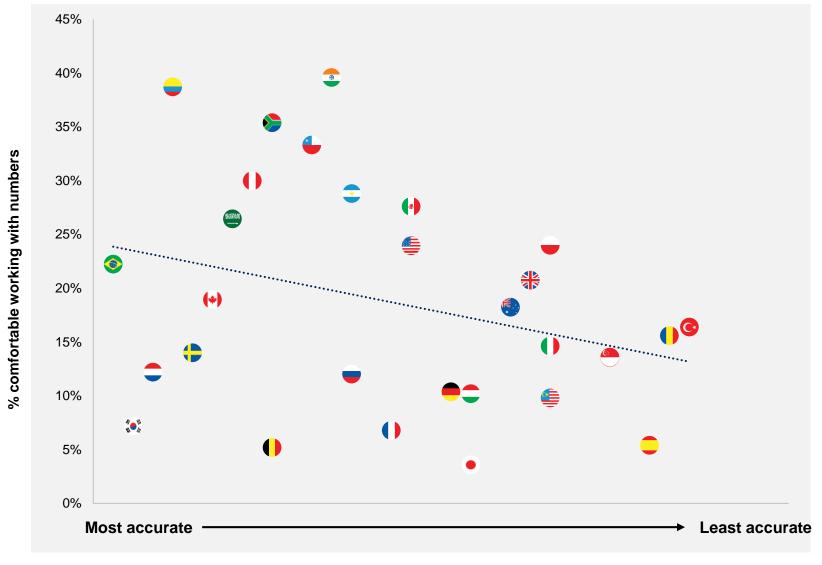






...and there is a weak correlation between those who say they are comfortable working with numbers and how accurate they are overall.

Q. How comfortable do you feel working with numbers?

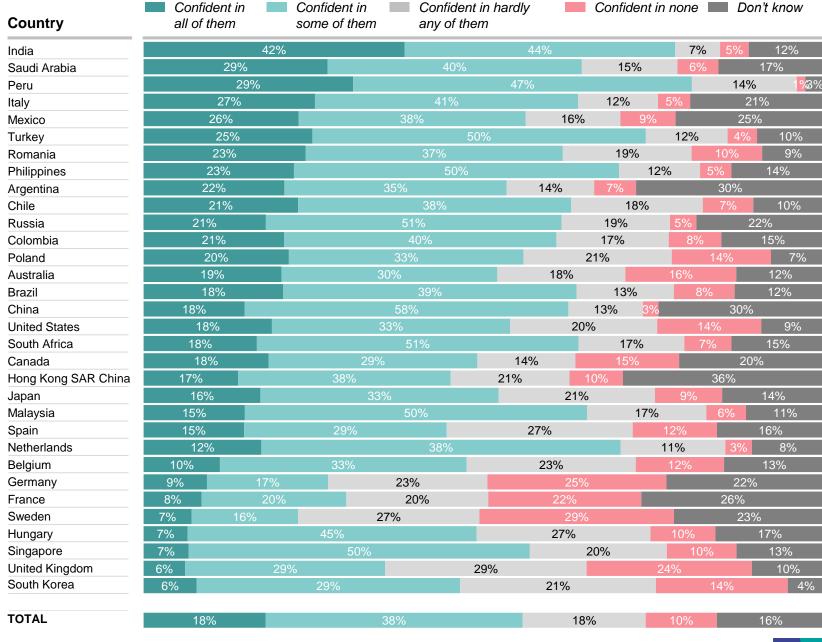


Please see http://perils.ipsos.com/ for full details of all sources.



India is also the most confident in their answers to the survey with four in ten people (42%) saying they are confident in all of them.

In South Korea and the UK just 6% of people say they are confident in all of their answers.



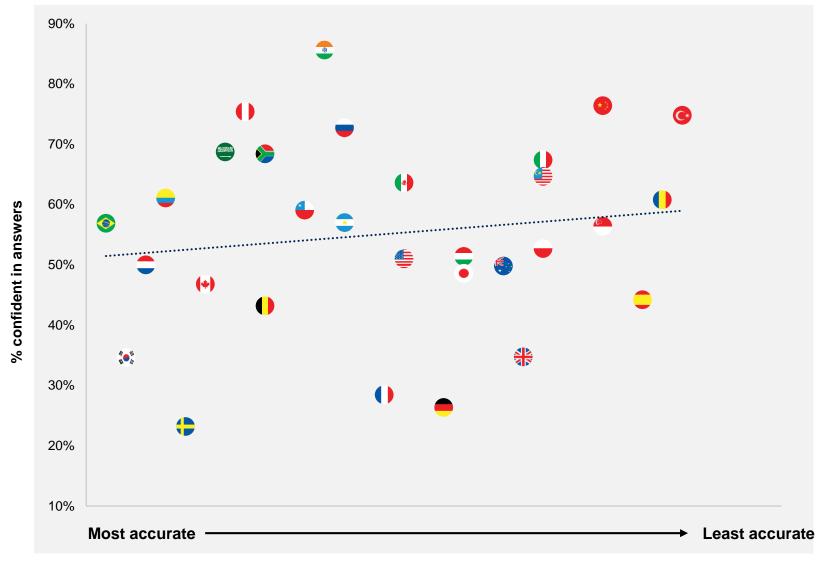




The Dunning-Kruger effect is a cognitive bias in which people assess their cognitive ability as greater than it is...

...but in this case the relationship between overall confidence in answers to the survey and overall accuracy is very weak.

Q. How confident are you in your answers?



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



Technical note

These are the findings of the Ipsos MORI Perils of Perception Survey 2020. 16,000 interviews were conducted between 22 November and 6 December 2019.

The survey is conducted in 32 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, SAR China, Colombia, France, Germany, Great Britain, Hong Kong SAR China, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the USA.

Approximately 1000 individuals aged 16-74 were surveyed Argentina, Australia, Belgium, Brazil, Chile, China, France, Germany, Great Britain, Italy, Japan, Mexico and Spain. Approximately 1000 individuals aged 18-74 were surveyed in the USA and Canada. Approximately 500 individuals aged 16-74 were surveyed in Argentina, Belgium, Colombia, Hong

Kong SAR China, Hungary, India, Malaysia, Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden and Turkey.

18 of the 32 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hong Kong SAR China, Hungary, Italy, Japan, Netherlands, Poland, Singapore, South Korea, Spain, Sweden and United States).

Brazil, Chile, Colombia, China, India, Malaysia, Mexico, Peru, Philippines, Romania, Russia, Saudi Arabia, South Africa, 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 the

Institute for Health Metrics and Evaluation Global Burden of Disease Study (2017). More information can be found at ghdx.healthdata.org/gbd-2017. The source for Hong Kong SAR China data is https://www.healthyhk.gov.hk/.

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 2020

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