



# *Perils of Perception*

Understanding Progress on Global Development  
Connected to Optimism About the Future



In conjunction with  
BILL & MELINDA  
GATES *foundation*



# *The Paradox* *OF PROGRESS*

Quality of life around the world is improving. Yet around the globe, many think the world is getting worse. This misconception is connected to broader pessimism about both personal and global issues.

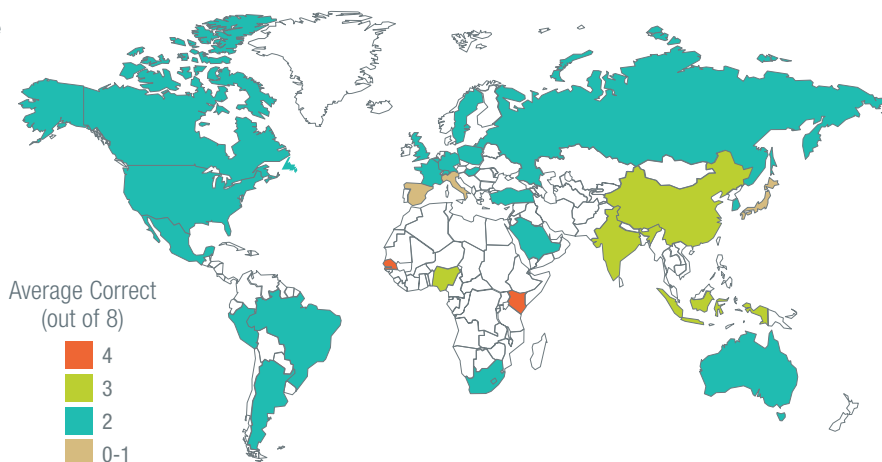
In this new study, Ipsos partnered with the Gates Foundation to examine public awareness of and perceptions towards the global progress made battling poverty, immunizations, infant mortality, and other public health issues. These findings suggest that much of the lukewarm support for aid spending in donor nations is strongly correlated with a misunderstanding of the effectiveness of that aid. This, in essence, demonstrates a messaging problem for the development sector.

## ***People in donor countries do not think the world is getting better***

We asked people in 28 countries eight knowledge questions about development progress. The average respondent could only answer two questions correctly.

This illustrates the low levels of understanding most citizens in these countries have of people in the rest of the world. People tend to have better understanding in countries that have personally experienced significance progress in the last decades.

Average Knowledge of Development Progress



Survey data from all respondents interviewed

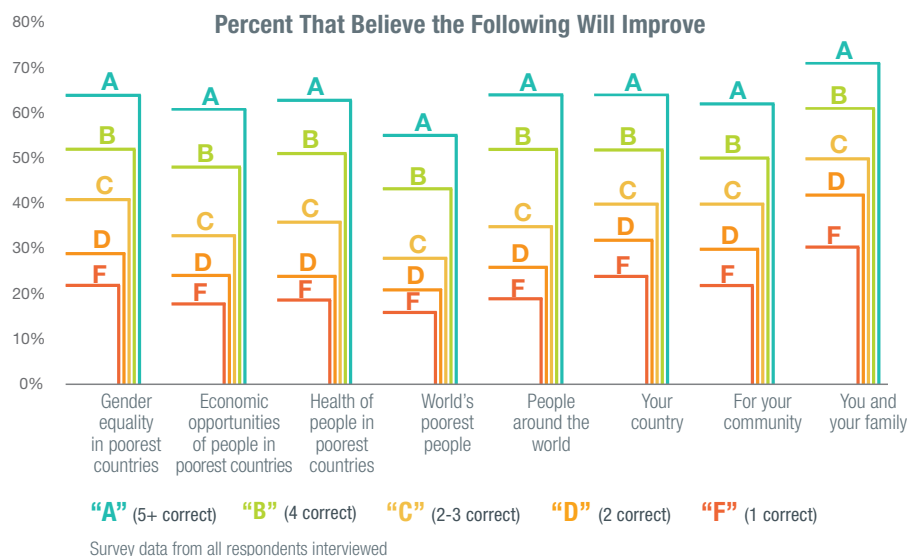




## Optimism and understanding the progress we've made are linked

Some people throughout the world do have a better understanding of development progress. Among this group who get an “A” on the facts about development (about 1 in 8 people), optimism for the future is significantly higher.

This chart shows that the best informed have a consistently more hopeful outlook for both their own future and the world's. As people are less knowledgeable, their optimism also declines.

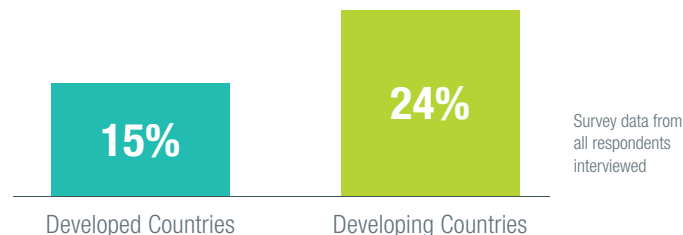


## The developing world is more in touch with global progress

Residents of developing nations appear to be better informed about development progress than people in donor nations.

This illustrates that educating people about the progress we've made towards the SDGs is not insurmountable. However, it also suggests that perhaps development needs to have an immediacy for people to understand that it is happening, and if progress is not made in an individual's backyard, they may be less inclined to believe it.

**Percent That Believe that Extreme Poverty Has Been Declining**



# Health and medicine are some of the least understood areas of progress

The greatest misconceptions involve perceptions about the usage of contraception as well as infant vaccination rates.

About two-thirds of married women use contraception, however in most countries people think it is barely a third. Likewise, while 85% of 1-year-old children have been vaccinated against at least one disease, most people believe it is fewer than half.

## Vaccination Rate Globally of Vaccinated 1-Year-Old Children



## Contraception Usage Rates Among Married Women



Source: United Nations, Department of Economic and Social Affairs, Population Division (2015). Trends in Contraceptive Use Worldwide 2015

## About this study

These are the findings from a 28-country study conducted by Ipsos with the Gates Foundation. This study investigated knowledge of major development progress, expectations of the future and the main issues worrying the world at this moment. 26,489 interviews were conducted between July 21st – August 25th, 2017. Twenty-five countries were conducted via the Ipsos Online Panel system and three (Nigeria, Kenya and Senegal) were conducted face-to-face via CAPI and a random selection design.

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## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals.

Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry. With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

