



# PERILS OF PERCEPTION 2017



These are the latest findings from the Ipsos **Perils of Perception** survey. The results highlight how wrong people across **38 countries** are about some key issues and features of the population in their country

**PERCEPTIONS**

**ARE *NOT***

**REALITY...**

**...THINGS ARE**

***NOT AS BAD AS***

**THEY SEEM...**

GAME CHANGERS





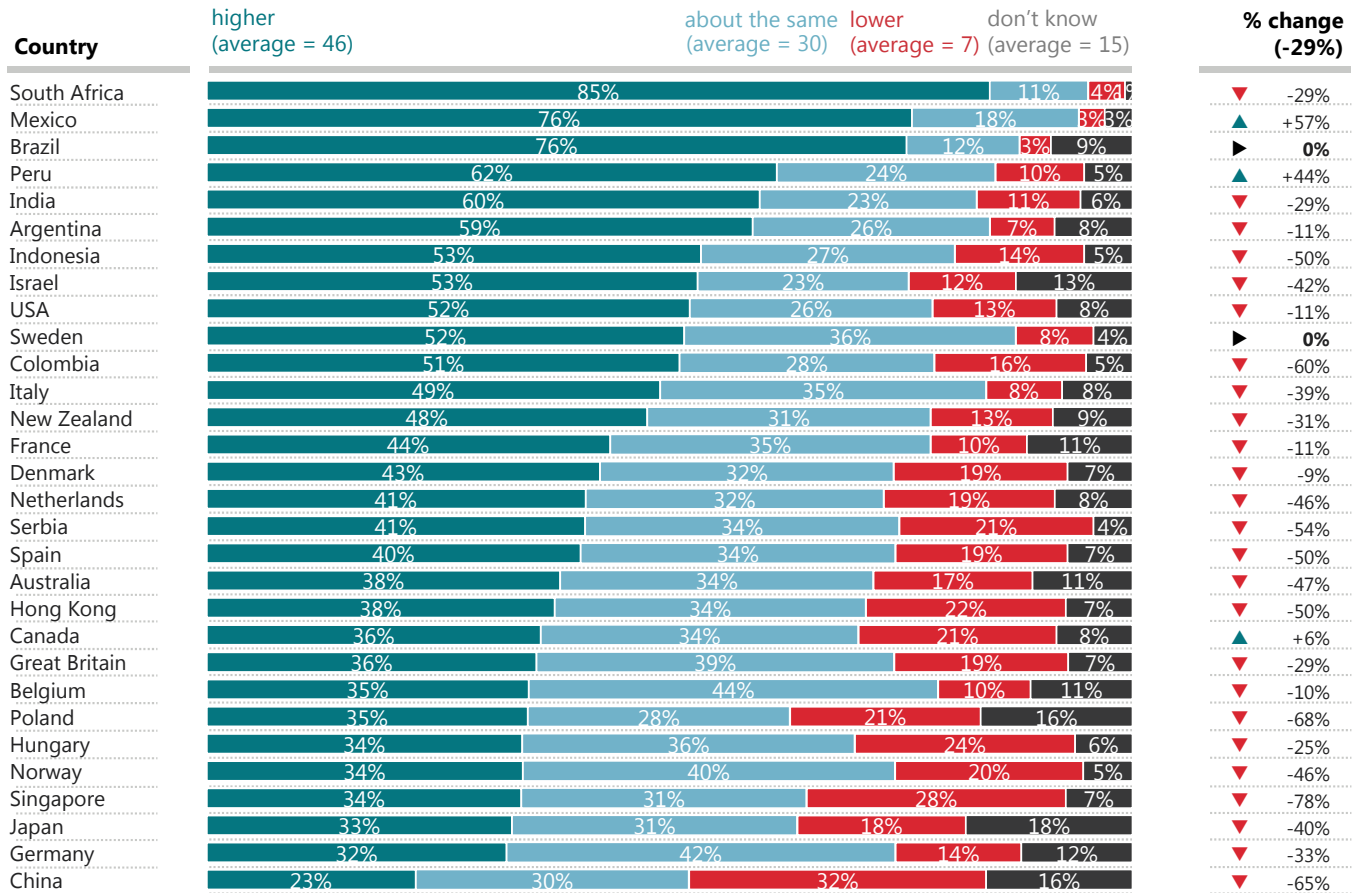
# MURDER RATE

GAME CHANGERS



# Do you think the murder rate in [COUNTRY] is higher, lower, or about the same as it was in 2000?

Only a small minority of people in most countries think the murder rate has declined in their country since 2000, despite that being true in most countries, and the overall rate across these countries having declined by 29%.



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



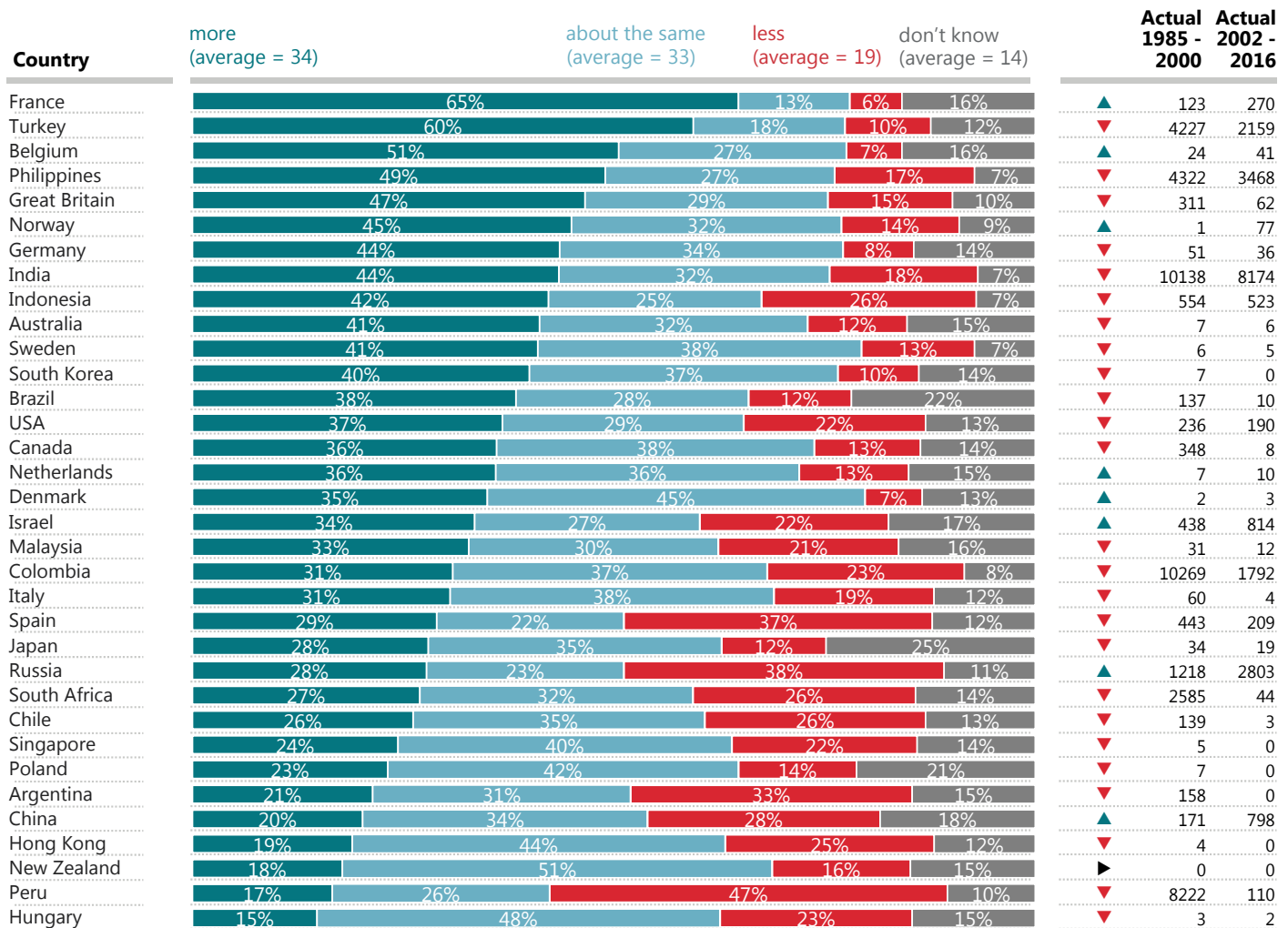
# **TERRORIST DEATHS**

GAME CHANGERS



**In the 15-year period after the September 11th attacks (2002-2016) do you think there were more, less, or about the same number of deaths caused by terrorist attacks in [COUNTRY] compared with the 15 year period before the September 11th attacks (1985-2000)? The 15-year period after the September 11th attacks we are asking you to think about is from 2002 to 2016 and does not include 2017.**

Very few people in most countries think deaths from terrorist attacks are lower in recent years, despite that being the case in most countries.



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



# IMMIGRANT PRISONERS

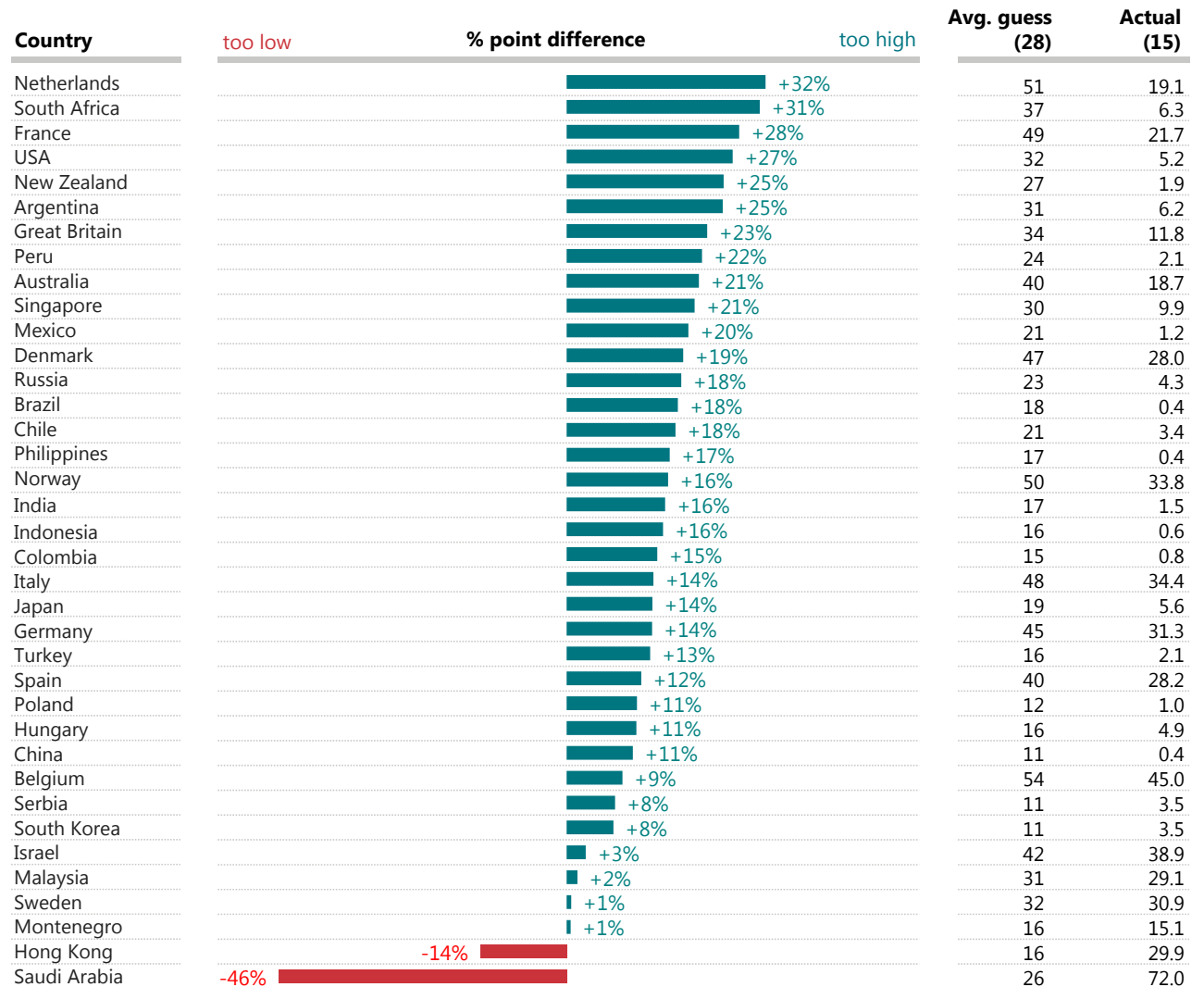
GAME CHANGERS





# Out of every 100 prisoners in [COUNTRY], about how many do you think were born in a foreign country?

Most countries greatly overestimate the proportion of prisoners in their country that are immigrants, with the Netherlands, South Africa, France and the USA particularly likely to guess too high.



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





# TEENAGE BIRTHS

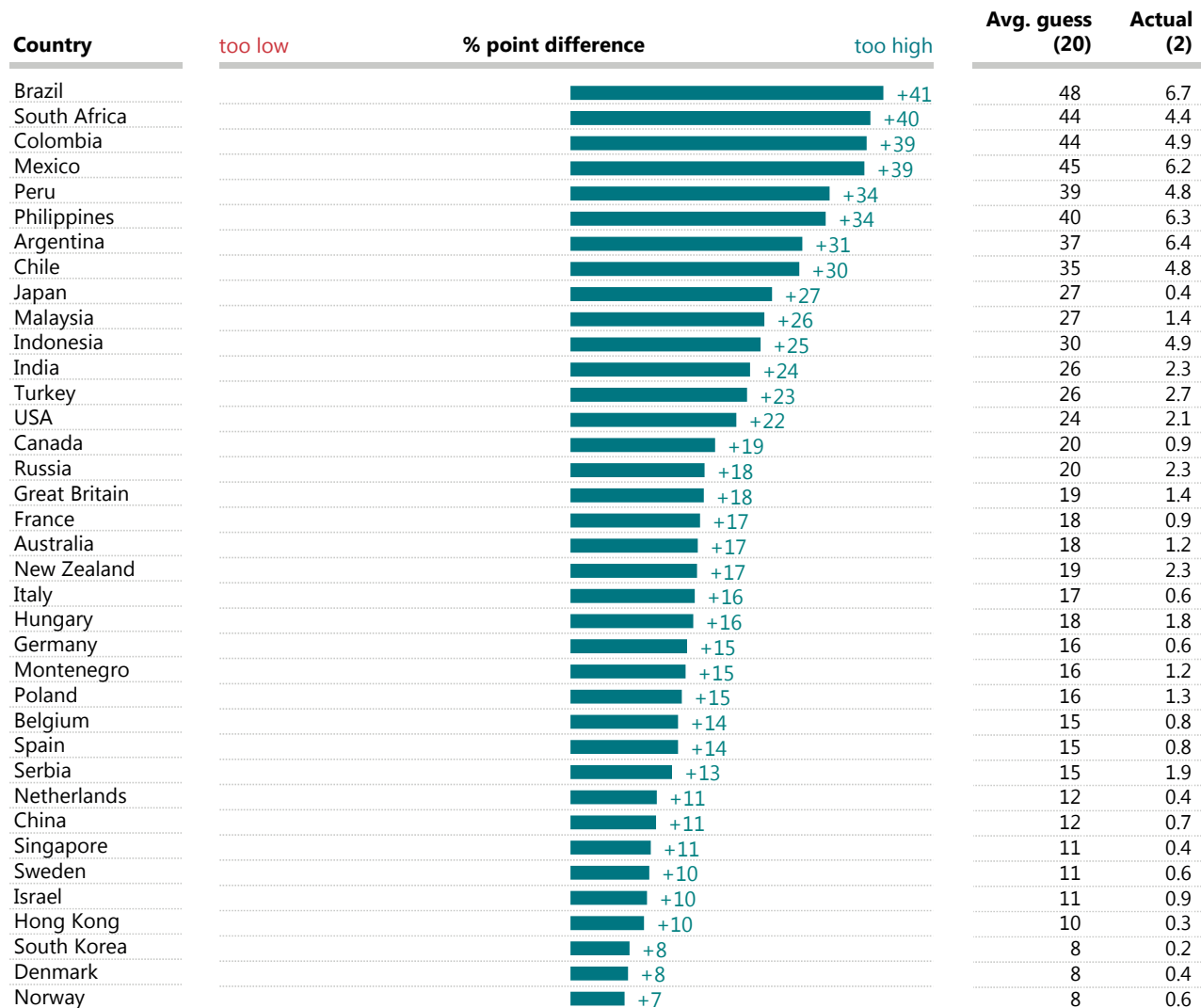
GAME CHANGERS



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

All countries overestimate teenage births, and many are hugely wrong, particularly in Latin America and South Africa.

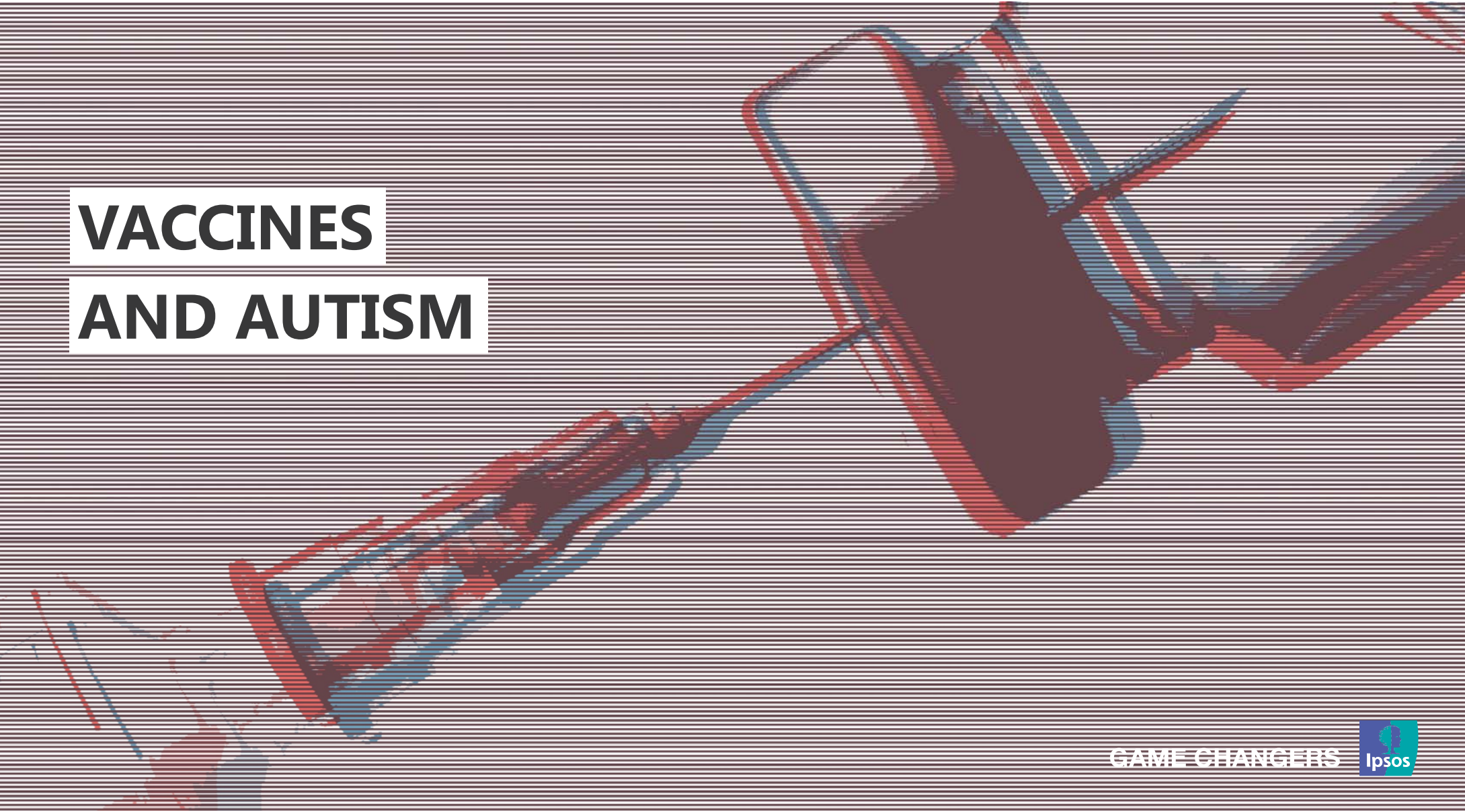
But even countries with very low levels of teenage births overestimate significantly. For example, actual rates are under 1% in Canada and France but the average guess is that one in five teenagers get pregnant each year.



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



# VACCINES AND AUTISM



GAME CHANGERS

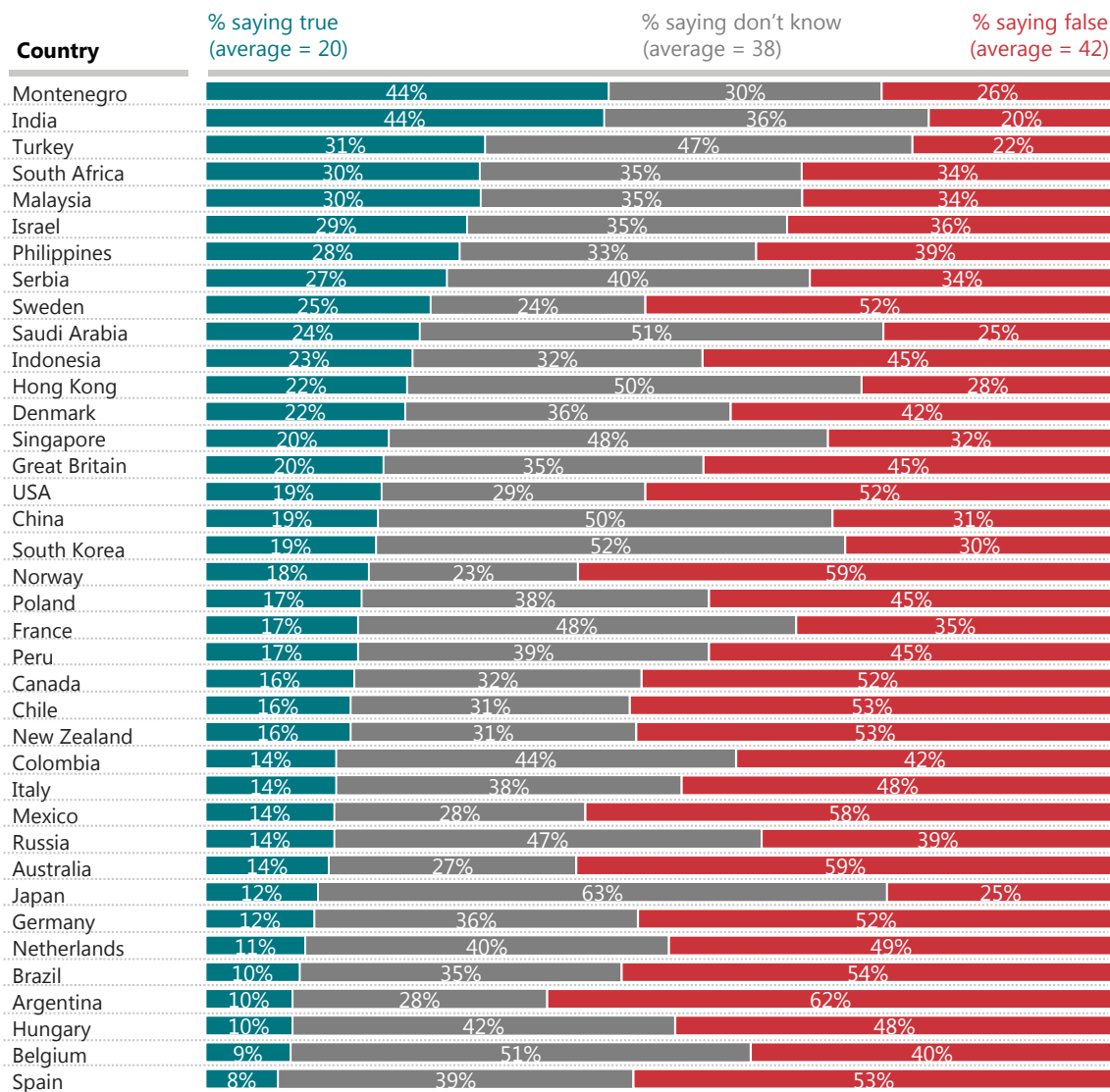


## Do you think the following statement is true or false?

### Some vaccines cause autism in healthy children

Nearly six in ten people across the countries as a whole say they are unsure or believe that there is a link between vaccines and autism in healthy children, despite the claim being widely discredited.

Some countries, particularly Montenegro and India, have very high levels of belief in the claim.



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



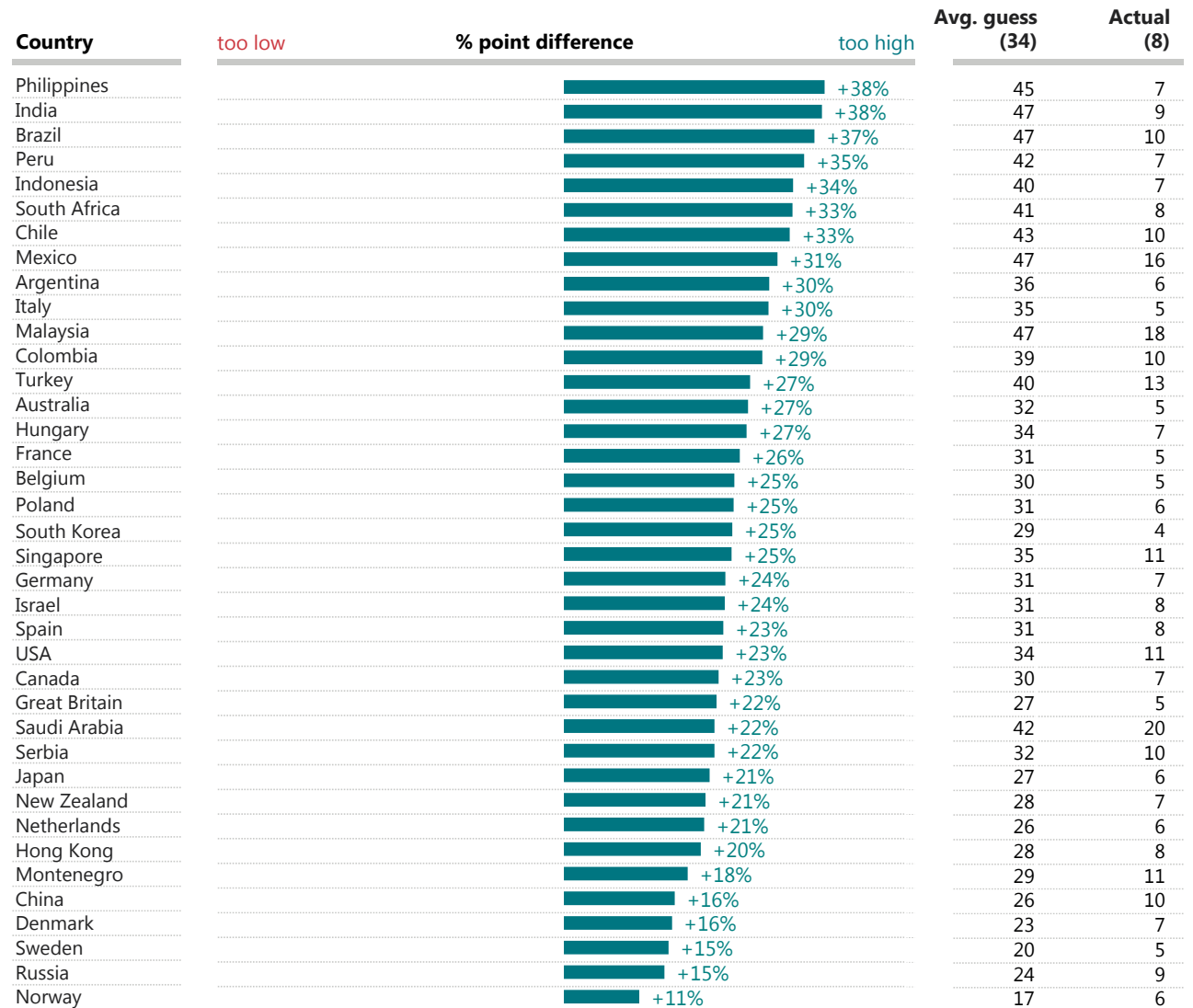
# DIABETES

GAME CHANGERS



# Out of every 100 people aged 20-79 in [COUNTRY], about how many do you think have diabetes?

People in every country overestimate the extent of diabetes in their country, with some thinking nearly half of their population have the condition.



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





**SUGAR**

GAME CHANGERS



**In which 3 of these countries do you think people consume the most sugar per person? Please rank your answers in order, using number 1 to indicate the country where people consume the most sugar per person.**

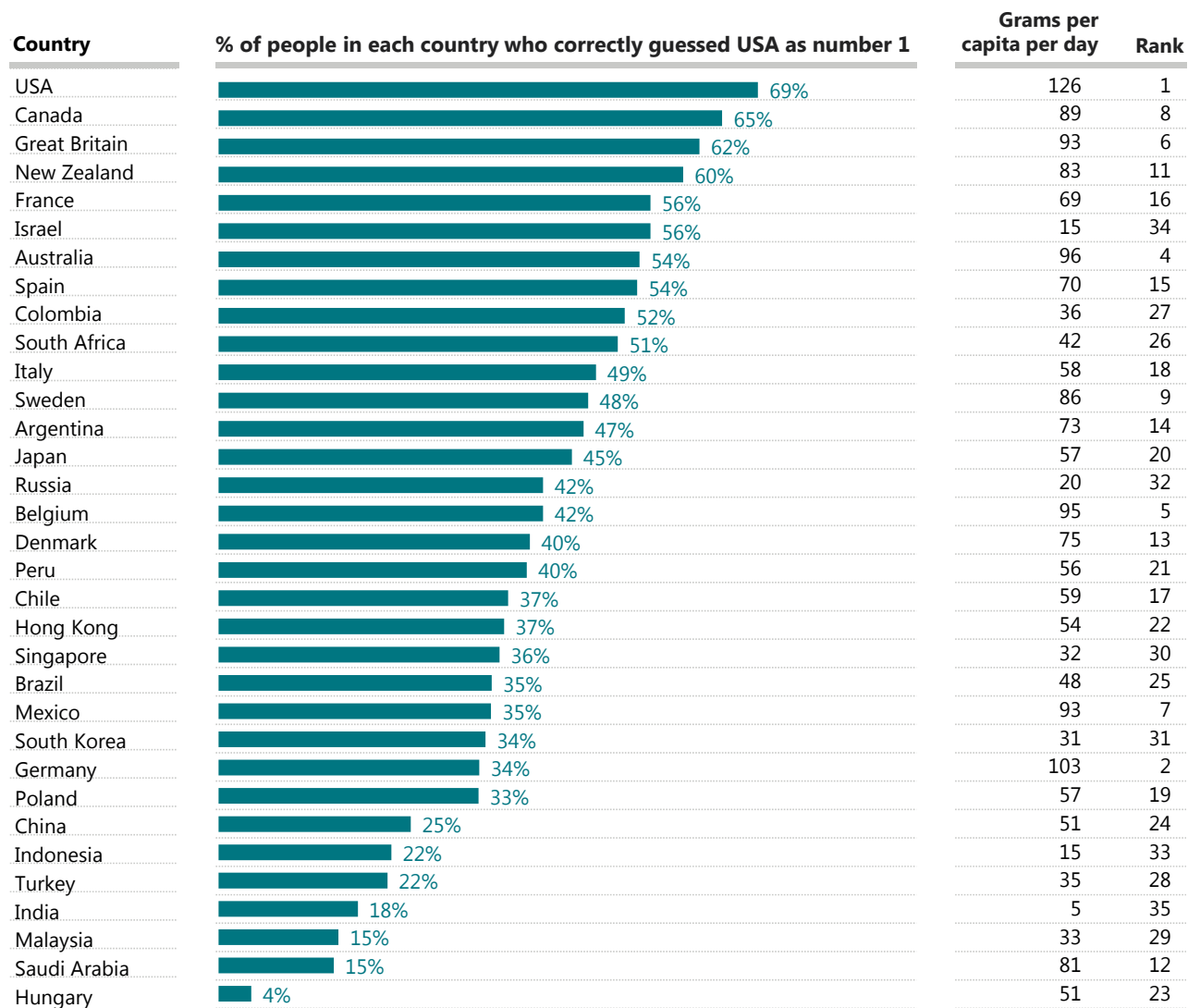
The USA is correctly seen as the most sugar consuming country, but some countries are mentioned despite being lower down the ranking, like Great Britain and France.

| Country       | % mentions of each country in top 3 across all participants | Grams per capita per day | Rank |
|---------------|-------------------------------------------------------------|--------------------------|------|
| USA           | 58%                                                         | 126                      | 1    |
| Great Britain | 20%                                                         | 93                       | 6    |
| Germany       | 12%                                                         | 103                      | 2    |
| France        | 12%                                                         | 69                       | 16   |
| China         | 12%                                                         | 51                       | 24   |
| Mexico        | 10%                                                         | 93                       | 7    |
| Canada        | 10%                                                         | 89                       | 8    |
| Brazil        | 10%                                                         | 48                       | 25   |
| Australia     | 9%                                                          | 96                       | 4    |
| Italy         | 8%                                                          | 58                       | 18   |
| India         | 8%                                                          | 5                        | 35   |
| Turkey        | 8%                                                          | 35                       | 28   |
| Russia        | 8%                                                          | 20                       | 32   |
| Spain         | 7%                                                          | 70                       | 15   |
| Japan         | 5%                                                          | 57                       | 20   |
| Indonesia     | 5%                                                          | 15                       | 33   |
| Belgium       | 5%                                                          | 95                       | 5    |
| Saudi Arabia  | 5%                                                          | 81                       | 12   |
| Argentina     | 5%                                                          | 73                       | 14   |
| Malaysia      | 4%                                                          | 33                       | 29   |
| Netherlands   | 4%                                                          | 103                      | 3    |
| Hong Kong     | 4%                                                          | 54                       | 22   |
| Sweden        | 4%                                                          | 86                       | 9    |
| Colombia      | 4%                                                          | 36                       | 27   |
| South Africa  | 4%                                                          | 42                       | 26   |
| New Zealand   | 3%                                                          | 83                       | 11   |
| Denmark       | 3%                                                          | 75                       | 13   |
| Chile         | 3%                                                          | 59                       | 17   |
| South Korea   | 3%                                                          | 31                       | 31   |
| Poland        | 3%                                                          | 57                       | 19   |
| Singapore     | 3%                                                          | 32                       | 30   |
| Peru          | 3%                                                          | 56                       | 21   |
| Hungary       | 3%                                                          | 51                       | 23   |
| Israel        | 2%                                                          | 15                       | 34   |
| Norway        | 2%                                                          | 83                       | 10   |

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



**The USA, Canada, Great Britain and New Zealand are the most likely to correctly guess that the USA is the highest consumer of sugar per person.**



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

**Mexico is most likely to name their own country in the top 3 highest sugar consuming countries in the world, closely followed by the USA.**

| Country       | % of people who picked their own country in the top 3 | Grams per capita per day | Rank |
|---------------|-------------------------------------------------------|--------------------------|------|
| Mexico        | 84%                                                   | 93                       | 7    |
| USA           | 83%                                                   | 126                      | 1    |
| Great Britain | 73%                                                   | 93                       | 6    |
| Malaysia      | 70%                                                   | 33                       | 29   |
| Australia     | 68%                                                   | 96                       | 4    |
| Canada        | 68%                                                   | 89                       | 8    |
| Brazil        | 65%                                                   | 48                       | 25   |
| Chile         | 64%                                                   | 59                       | 17   |
| South Africa  | 62%                                                   | 42                       | 26   |
| India         | 62%                                                   | 5                        | 35   |
| Germany       | 60%                                                   | 103                      | 2    |
| Indonesia     | 58%                                                   | 15                       | 33   |
| Turkey        | 57%                                                   | 35                       | 28   |
| New Zealand   | 56%                                                   | 83                       | 11   |
| France        | 56%                                                   | 69                       | 16   |
| Denmark       | 55%                                                   | 75                       | 13   |
| Argentina     | 52%                                                   | 73                       | 14   |
| Israel        | 51%                                                   | 15                       | 34   |
| Spain         | 50%                                                   | 70                       | 15   |
| Hungary       | 49%                                                   | 51                       | 23   |
| Russia        | 48%                                                   | 20                       | 32   |
| Sweden        | 47%                                                   | 86                       | 9    |
| Saudi Arabia  | 46%                                                   | 81                       | 0    |
| Italy         | 44%                                                   | 58                       | 18   |
| Netherlands   | 43%                                                   | 103                      | 3    |
| South Korea   | 43%                                                   | 31                       | 31   |
| Peru          | 42%                                                   | 56                       | 21   |
| China         | 40%                                                   | 51                       | 24   |
| Colombia      | 40%                                                   | 36                       | 27   |
| Belgium       | 37%                                                   | 95                       | 5    |
| Poland        | 37%                                                   | 57                       | 19   |
| Singapore     | 31%                                                   | 32                       | 30   |
| Japan         | 27%                                                   | 57                       | 20   |
| Hong Kong     | 20%                                                   | 54                       | 22   |

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



# ALCOHOL

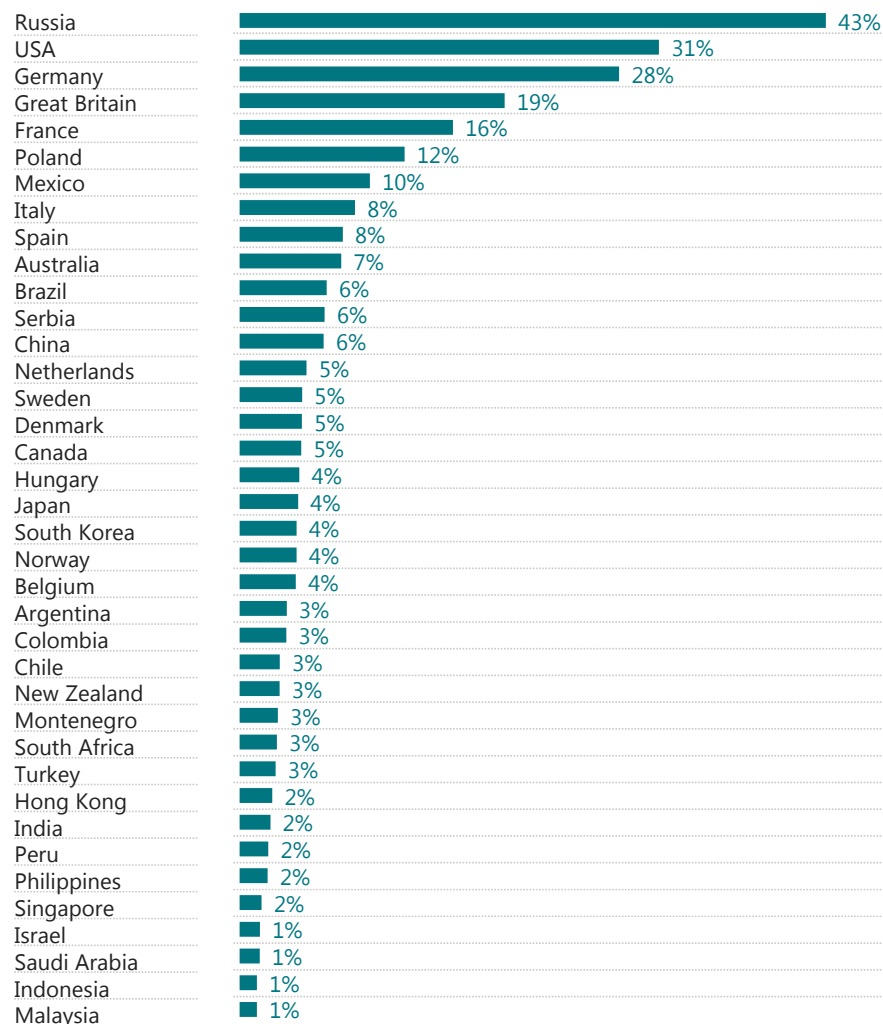


In which 3 of these countries do you think people consume the most alcohol per person? Please rank your answers in order, using number 1 to indicate the country where people consume the most alcohol per person.

Russia is seen as the booziest nation in the world, when actually they only rank 7<sup>th</sup> out of the 38 countries. Very few people pick out the actual top country, Belgium.

#### Country mentioned

#### % mentions of each country in top 3 across all participants



#### Litres of pure alcohol per capita per year

| Litres of pure alcohol per capita per year | Rank |
|--------------------------------------------|------|
| 10.12                                      | 7    |
| 8.82                                       | 13   |
| 11.03                                      | 3    |
| 10.66                                      | 6    |
| 11.5                                       | 2    |
| 10.71                                      | 5    |
| 5.26                                       | 28   |
| 7.56                                       | 18   |
| 9.25                                       | 11   |
| 9.7                                        | 8    |
| 7.32                                       | 21   |
| 9.09                                       | 12   |
| 5.78                                       | 26   |
| 8.68                                       | 15   |
| 7.3                                        | 22   |
| 9.64                                       | 9    |
| 8.1                                        | 16   |
| 10.88                                      | 4    |
| 7.55                                       | 19   |
| 9.33                                       | 10   |
| 5.97                                       | 25   |
| 12.6                                       | 1    |
| 7.93                                       | 17   |
| 4.38                                       | 30   |
| 7.16                                       | 23   |
| 8.7                                        | 14   |
| 6.56                                       | 24   |
| 7.38                                       | 20   |
| 1.45                                       | 35   |
| 2.86                                       | 32   |
| 3.07                                       | 31   |
| 5.38                                       | 27   |
| 4.52                                       | 29   |
| 1.79                                       | 34   |
| 2.62                                       | 33   |
| 0.09                                       | 37   |
| 0.09                                       | 37   |
| 0.52                                       | 36   |

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

Even Belgians are unlikely to pick themselves as the highest alcohol consumers. Only 5% do.

#### Country

#### % of people in each country correctly guessing Belgium number 1

|               |    |
|---------------|----|
| Belgium       | 5% |
| Japan         | 3% |
| Brazil        | 2% |
| Colombia      | 2% |
| USA           | 2% |
| Malaysia      | 2% |
| Singapore     | 2% |
| France        | 1% |
| Australia     | 1% |
| Philippines   | 1% |
| Germany       | 1% |
| Great Britain | 1% |
| New Zealand   | 1% |
| Peru          | 1% |
| Canada        | 1% |
| Turkey        | 1% |
| Russia        | 1% |
| Argentina     | 1% |
| Mexico        | 1% |
| Italy         | 1% |
| Spain         | 1% |
| Chile         | 1% |
| South Africa  | 1% |
| Hong Kong     | 1% |
| India         | 1% |
| Israel        | 1% |
| Indonesia     | 1% |
| Poland        | *% |
| China         | *% |
| Denmark       | *% |
| South Korea   | *% |
| Hungary       | *% |
| Serbia        | *% |
| Montenegro    | *% |

#### Litres of pure alcohol per capita per year

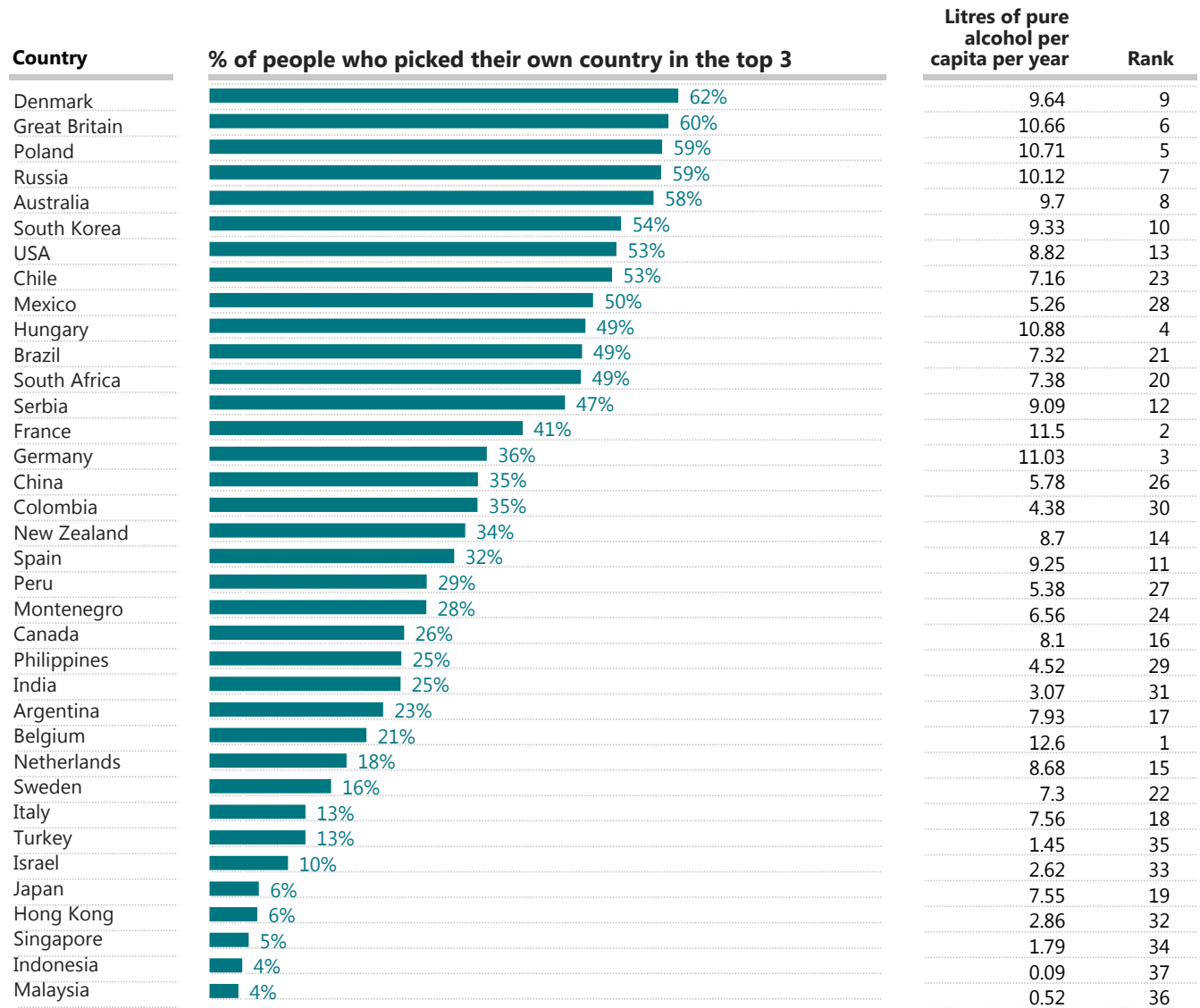
#### Rank

|       |    |
|-------|----|
| 12.6  | 1  |
| 7.55  | 19 |
| 7.32  | 21 |
| 4.38  | 30 |
| 8.82  | 13 |
| 0.52  | 36 |
| 1.79  | 34 |
| 11.5  | 2  |
| 9.7   | 8  |
| 4.52  | 29 |
| 11.03 | 3  |
| 10.66 | 6  |
| 8.7   | 14 |
| 5.38  | 27 |
| 8.1   | 16 |
| 1.45  | 35 |
| 10.12 | 7  |
| 7.93  | 17 |
| 5.26  | 28 |
| 7.56  | 18 |
| 9.25  | 11 |
| 7.16  | 23 |
| 7.38  | 20 |
| 2.86  | 32 |
| 3.07  | 31 |
| 2.62  | 33 |
| 0.09  | 37 |
| 10.71 | 5  |
| 5.78  | 26 |
| 9.64  | 9  |
| 9.33  | 10 |
| 10.88 | 4  |
| 9.09  | 12 |
| 6.56  | 24 |

Please see <http://perils.ipsos.com/> for full details of all sources. \*indicates a value between 0 and 0.5



**Denmark, Great Britain, Poland, Russia and Australia all have strong self-images as boozy nations, with around six in ten in each picking their own country as one of top 3 alcohol consumers.**



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



The background of the slide is a complex, wavy line pattern in shades of red, blue, and grey, creating a sense of motion and depth. A silhouette of a runner is visible on the left side, moving towards the right.

# HEALTH RATING

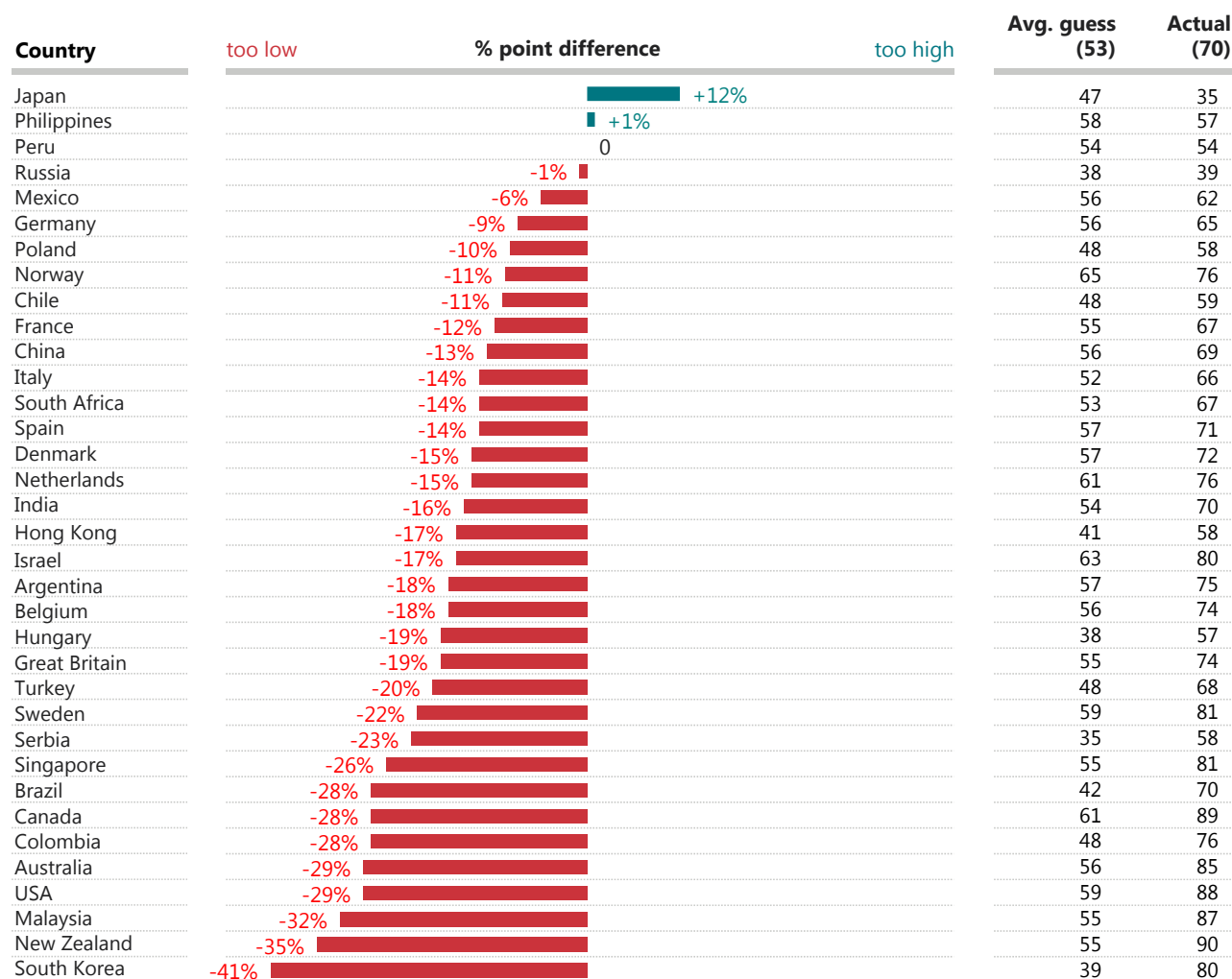
GAME CHANGERS





**When asked in a survey in [COUNTRY], out of every 100 people, about how many do you think said their own health was very good or good?**

Nearly all countries think people report their own health as much worse than they actually say in surveys, and some hugely so, particularly in South Korea and New Zealand.



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



A person wearing a red and blue suit is sitting in the center of a tunnel. The tunnel is formed by concentric, swirling bands of red and blue light, creating a vortex-like effect. The person is looking towards the bright light at the end of the tunnel. The overall mood is contemplative and intense.

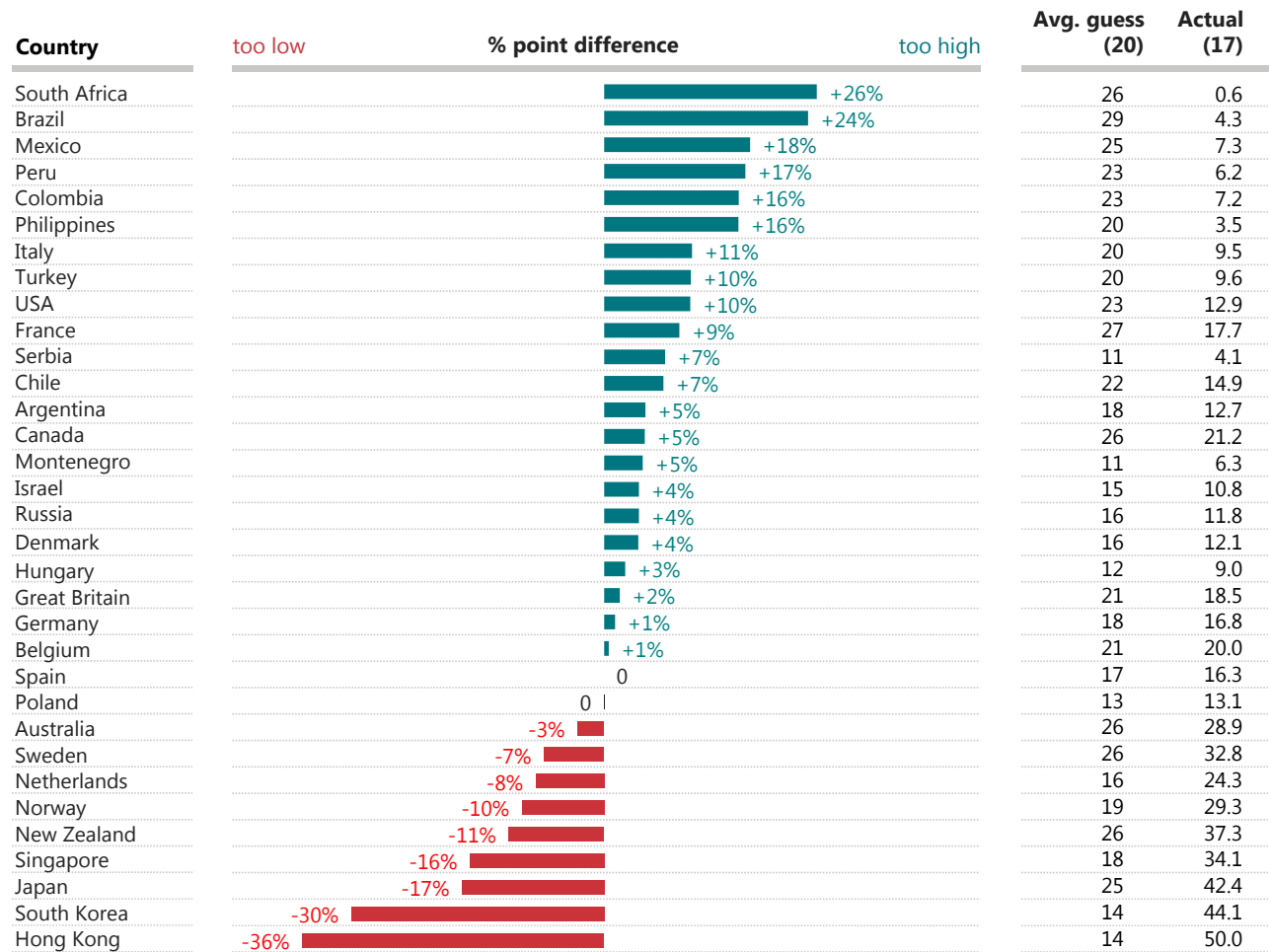
# SUICIDE

GAME CHANGERS



# Out of every 100 deaths of women and girls aged 15 to 24 in [COUNTRY], about how many do you think were by suicide?

There is a real split in accuracy about the proportion of deaths by suicide among young women. Some countries hugely overestimate (South Africa and Brazil), some are pretty close, and some hugely underestimate the significance of the issue in their country (Hong Kong and South Korea).



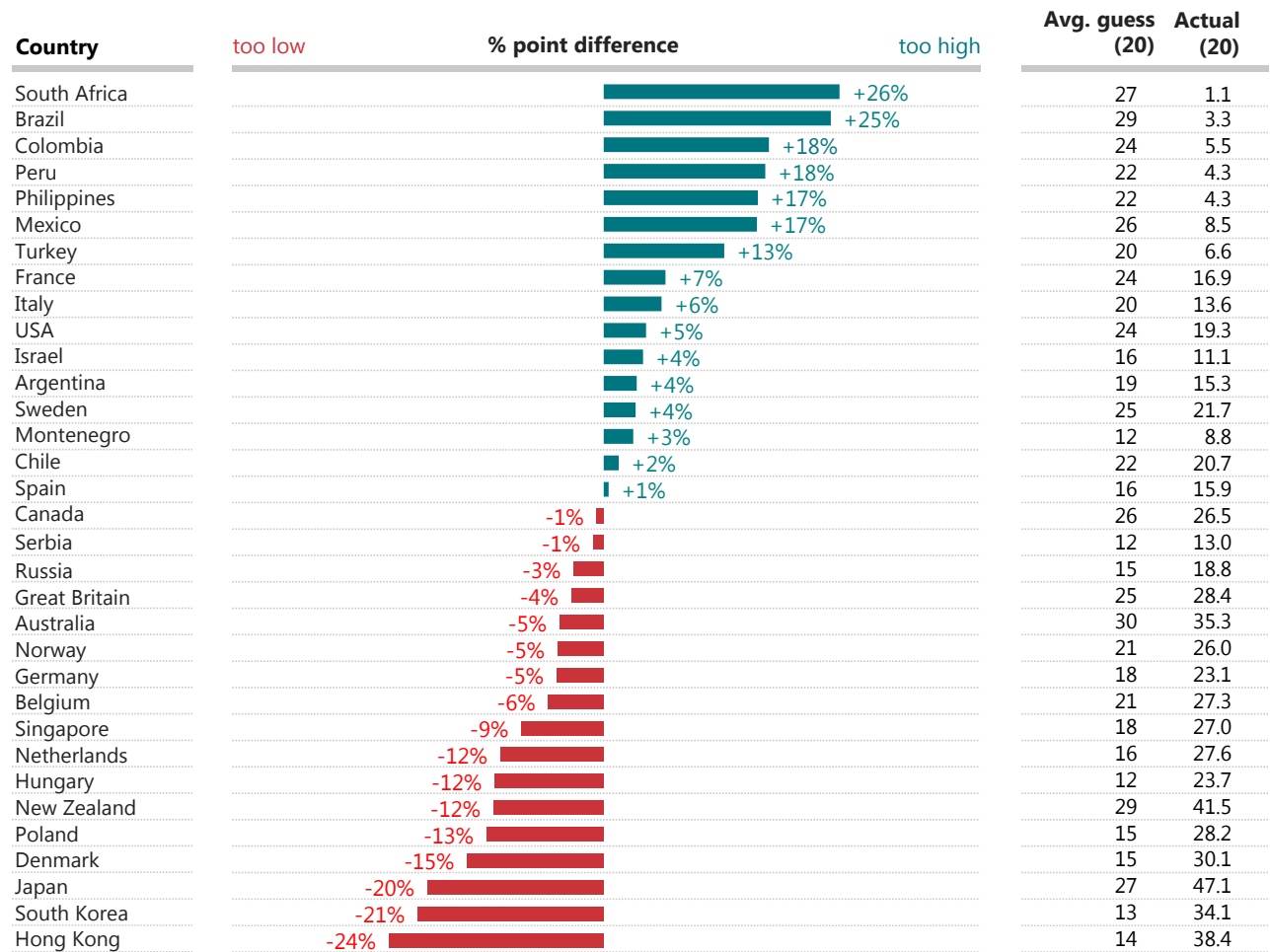
In most countries we have used a source for the actual number of deaths that were by suicide that defines suicide as death by intentional self-harm (ICD-10 codes X60-X84). In the UK, we have used a source that defines suicide as death by intentional self-harm and also death caused by undetermined intent (ICD-10 codes Y10-Y34). This is because this is the definition of suicide used widely in the UK.

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



## Out of every 100 deaths of men and boys aged 15 to 24 in [COUNTRY], about how many do you think were by suicide?

There is also a real split in accuracy about the proportion of deaths by suicide among young men. Again, some countries hugely overestimate (South Africa and Brazil), some are pretty close, and some hugely underestimate the significance of the issue in their country (Hong Kong, South Korea and Japan).



In most countries we have used a source for the actual number of deaths that were by suicide that defines suicide as death by intentional self-harm (ICD-10 codes X60-X84). In the UK, we have used a source that defines suicide as death by intentional self-harm and also death caused by undetermined intent (ICD-10 codes Y10-Y34). This is because this is the definition of suicide used widely in the UK.

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# SMARTPHONE OWNERSHIP

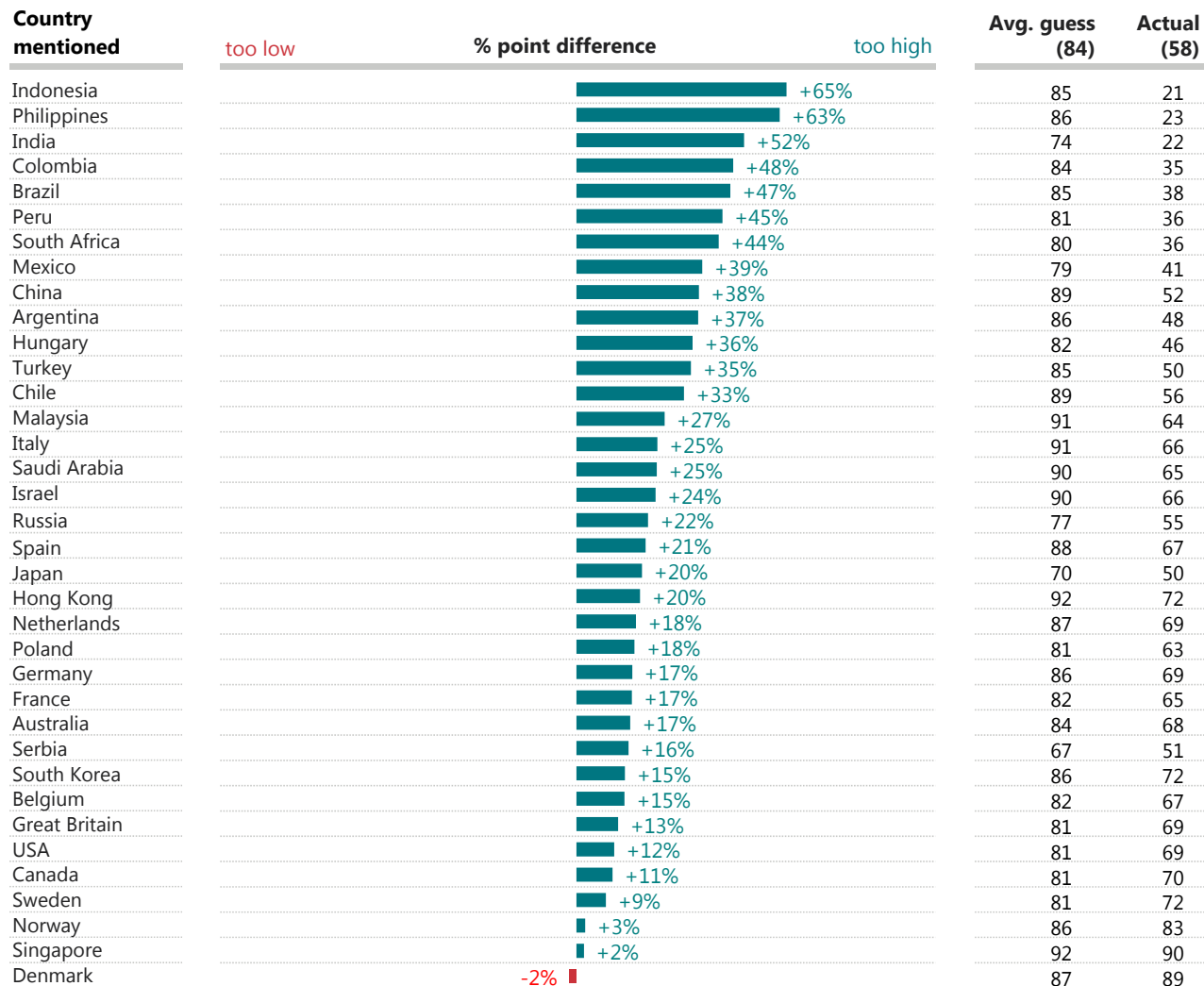
GAME CHANGERS



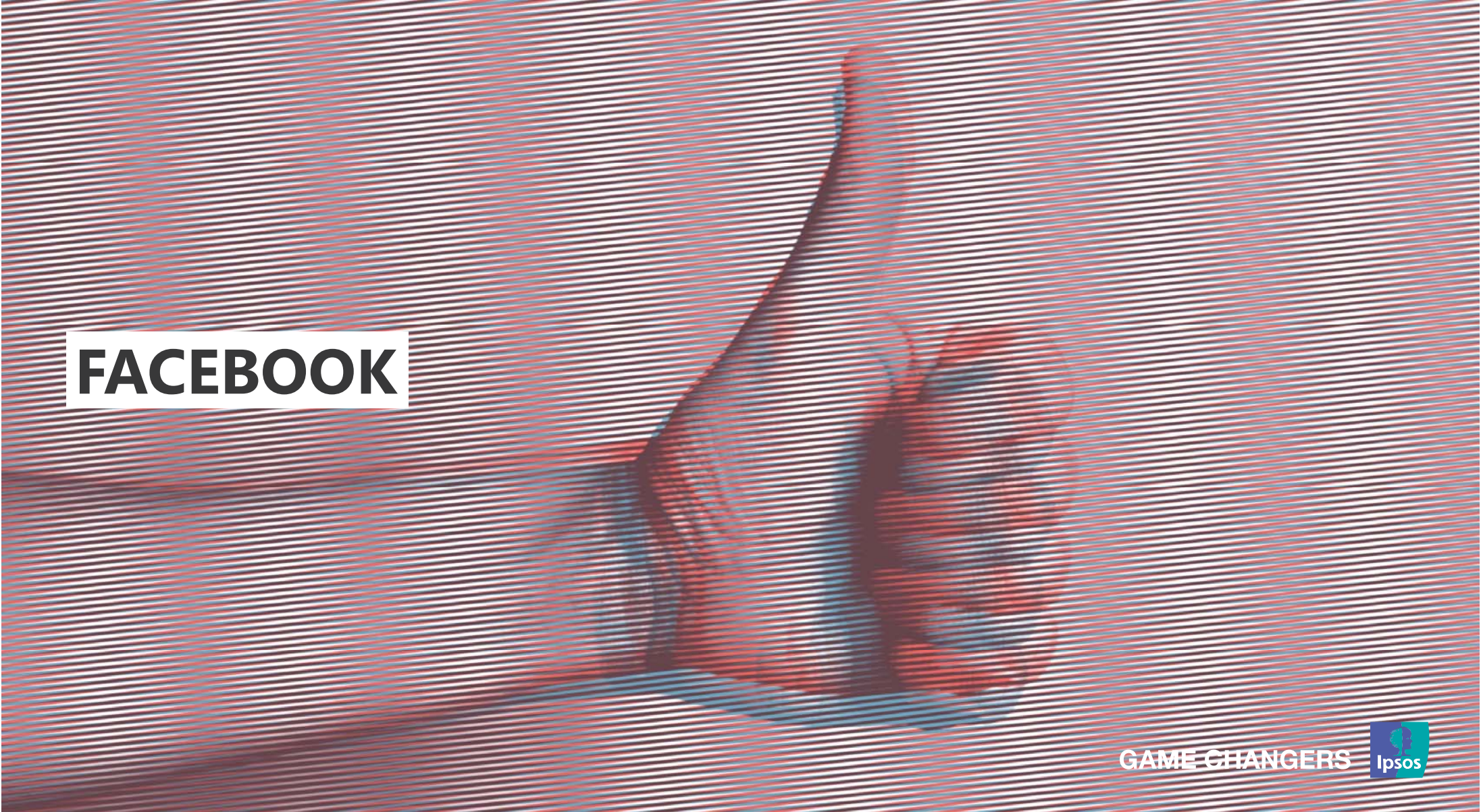


Out of every 100 people in [COUNTRY], about how many do you think own a smartphone?

Nearly every country overestimates smartphone ownership in their country, with some incredibly high estimates, particularly in Indonesia and the Philippines.



The 'actual' data for this question is based on a model by [Newzoo](#). Ipsos opted to use a model based-approach as estimates of smartphone ownership vary significantly across sources, and online surveys can provide high estimates due to the association between internet access and smartphone ownership. Please see <http://perils.ipsos.com/> for full details of all sources.



**FACEBOOK**

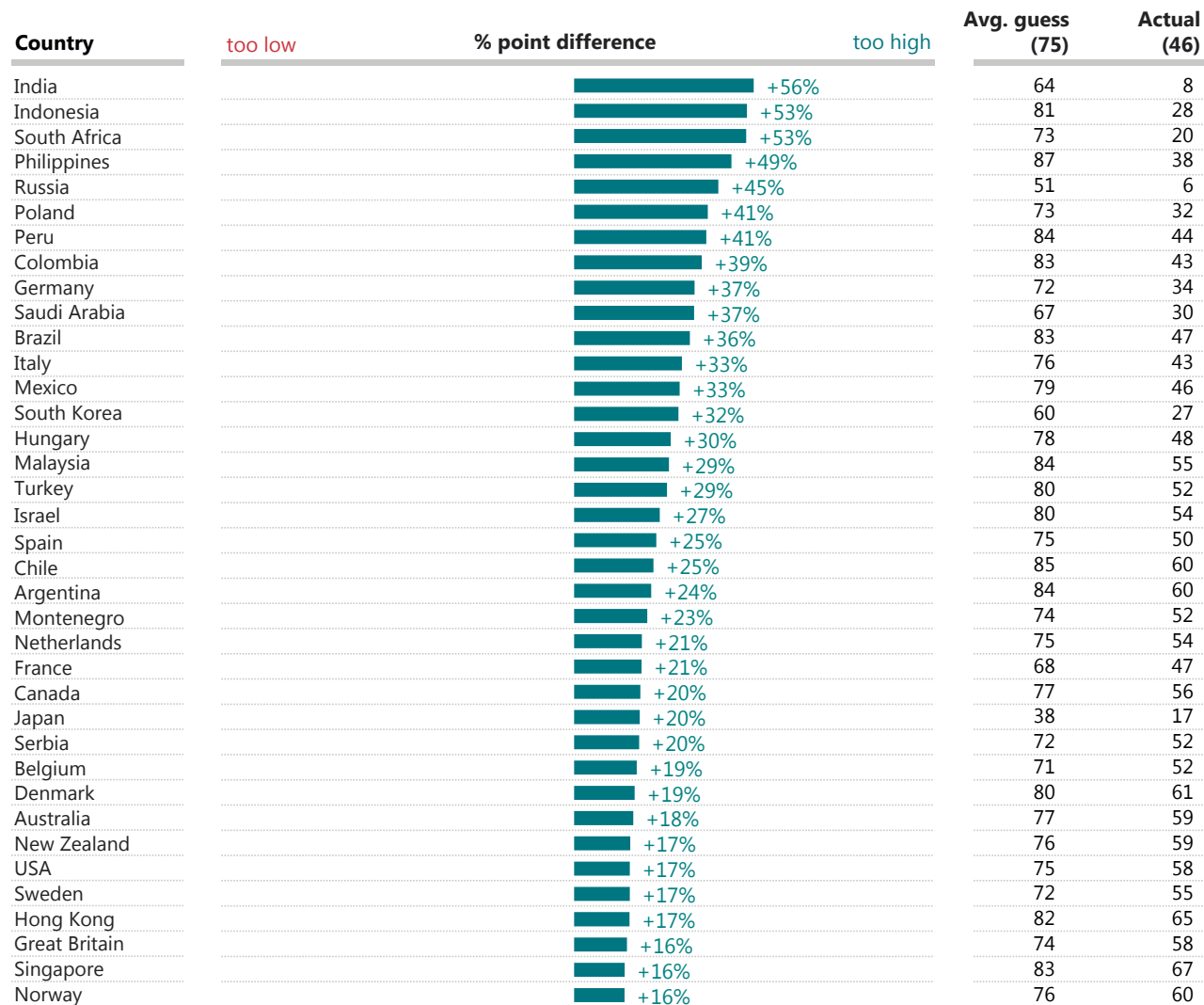
GAME CHANGERS



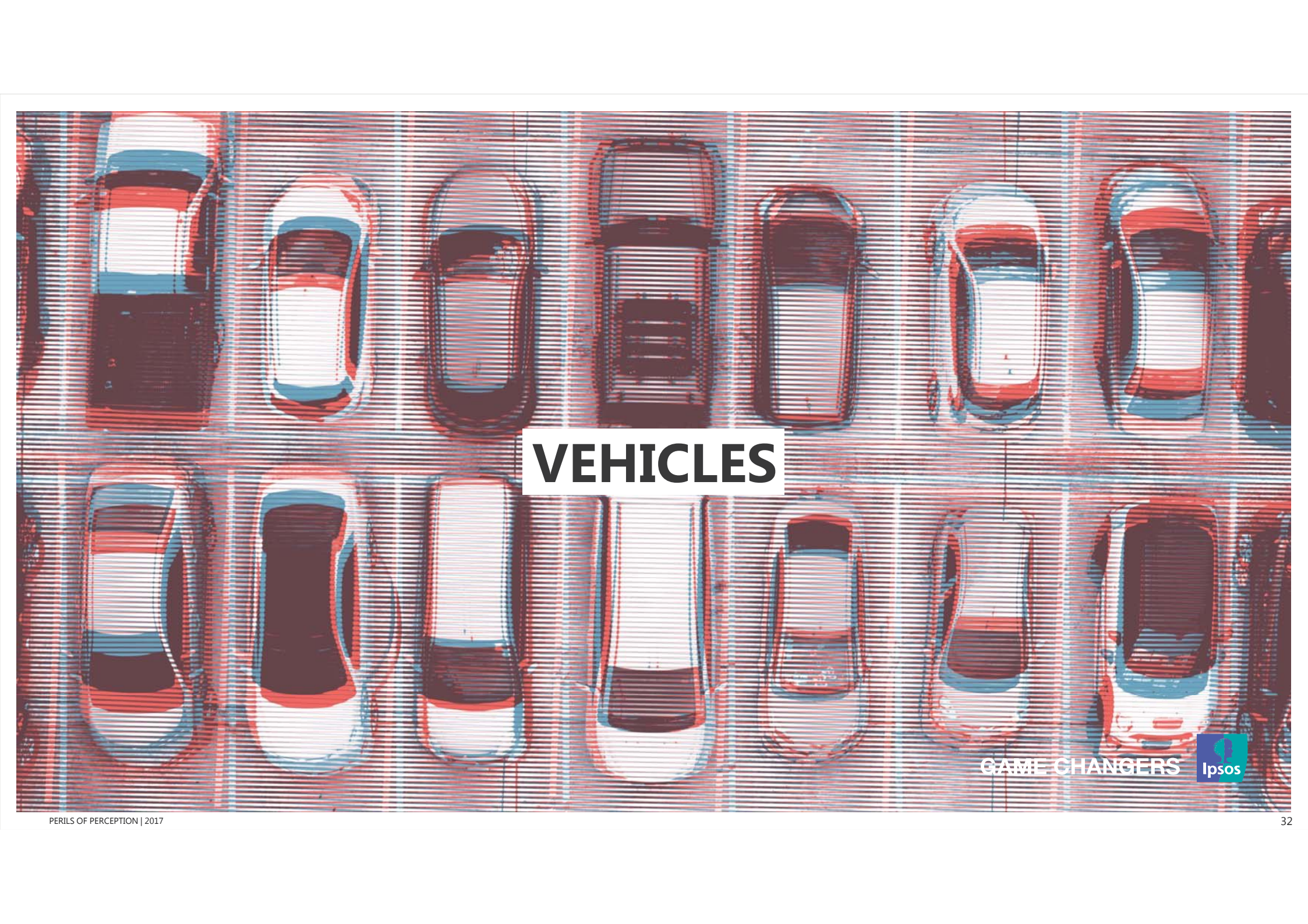


# Out of every 100 people aged 13 and over in [COUNTRY], about how many do you think have a Facebook account?

Every country significantly overestimates the proportion of their population with Facebook accounts, with some incredibly high estimates in some countries, particularly in India, Indonesia and South Africa.



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



# VEHICLES

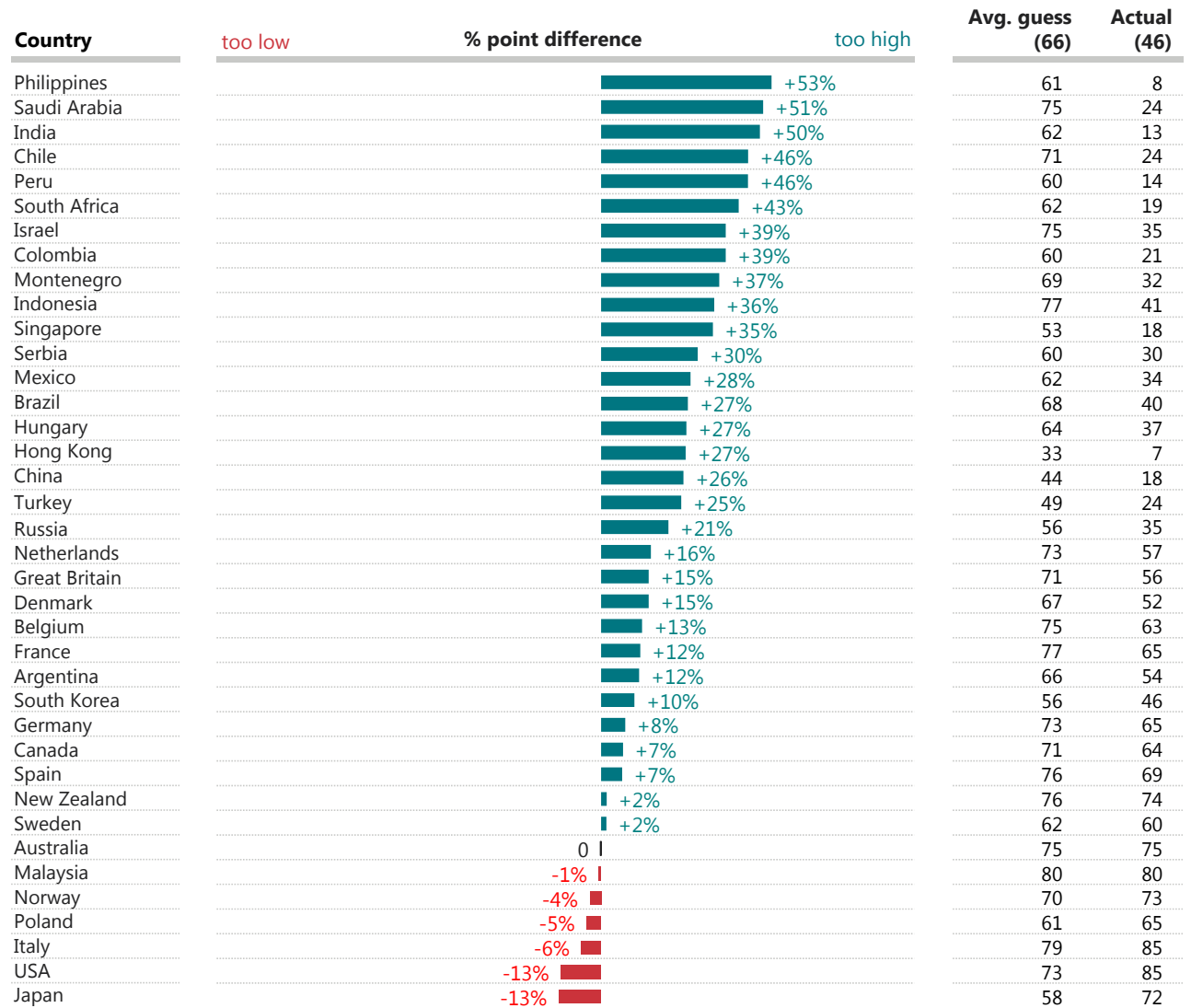
GAME CHANGERS





# For every 100 people in [COUNTRY], how many registered vehicles do you think there are?

Most countries significantly overestimate the number of registered vehicles in their country, although people in the US and Japan underestimate this.



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



# HEAVEN, HELL & GOD

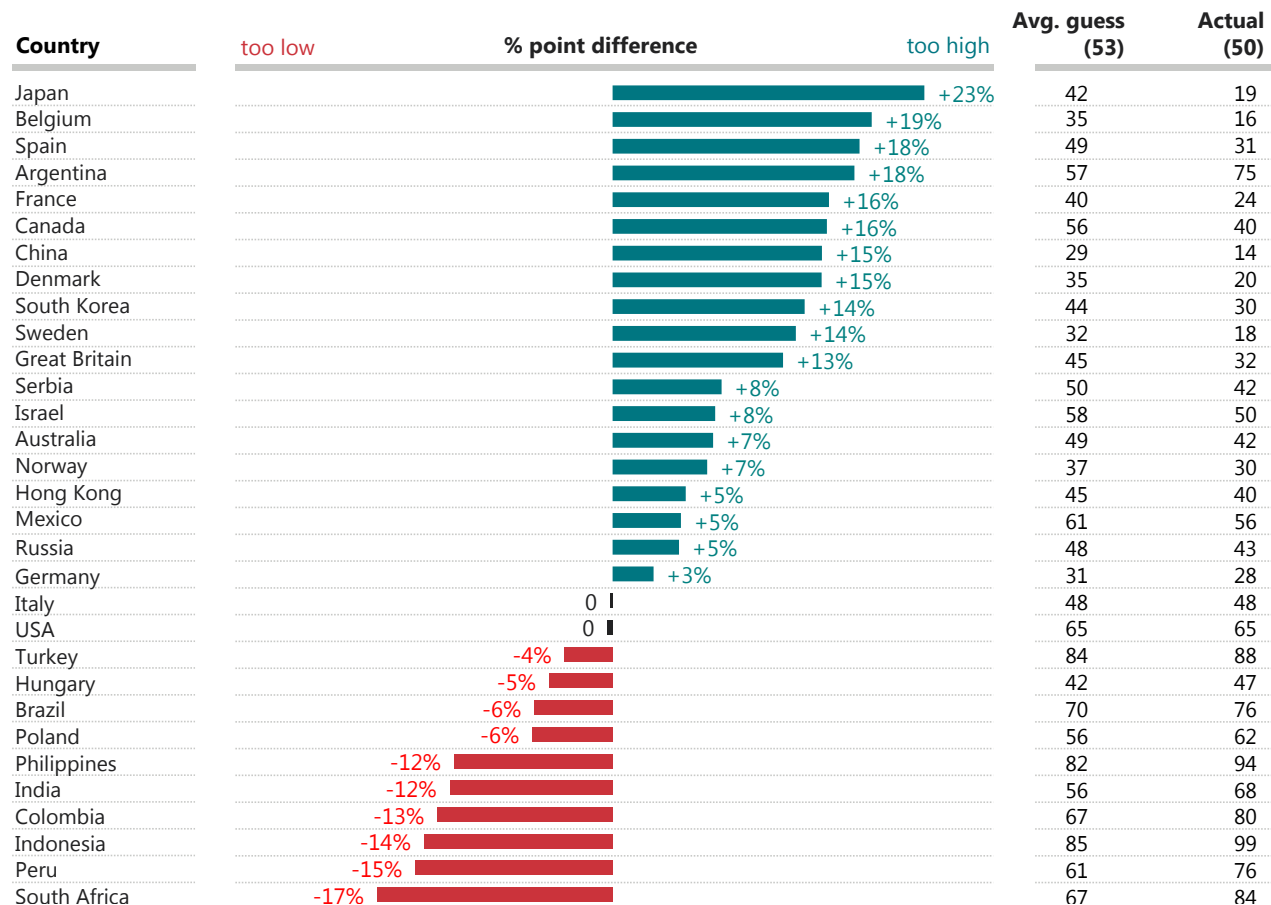
GAME CHANGERS





# When asked in a survey in [COUNTRY], out of every 100 people, about how many do you think say they believe in heaven?

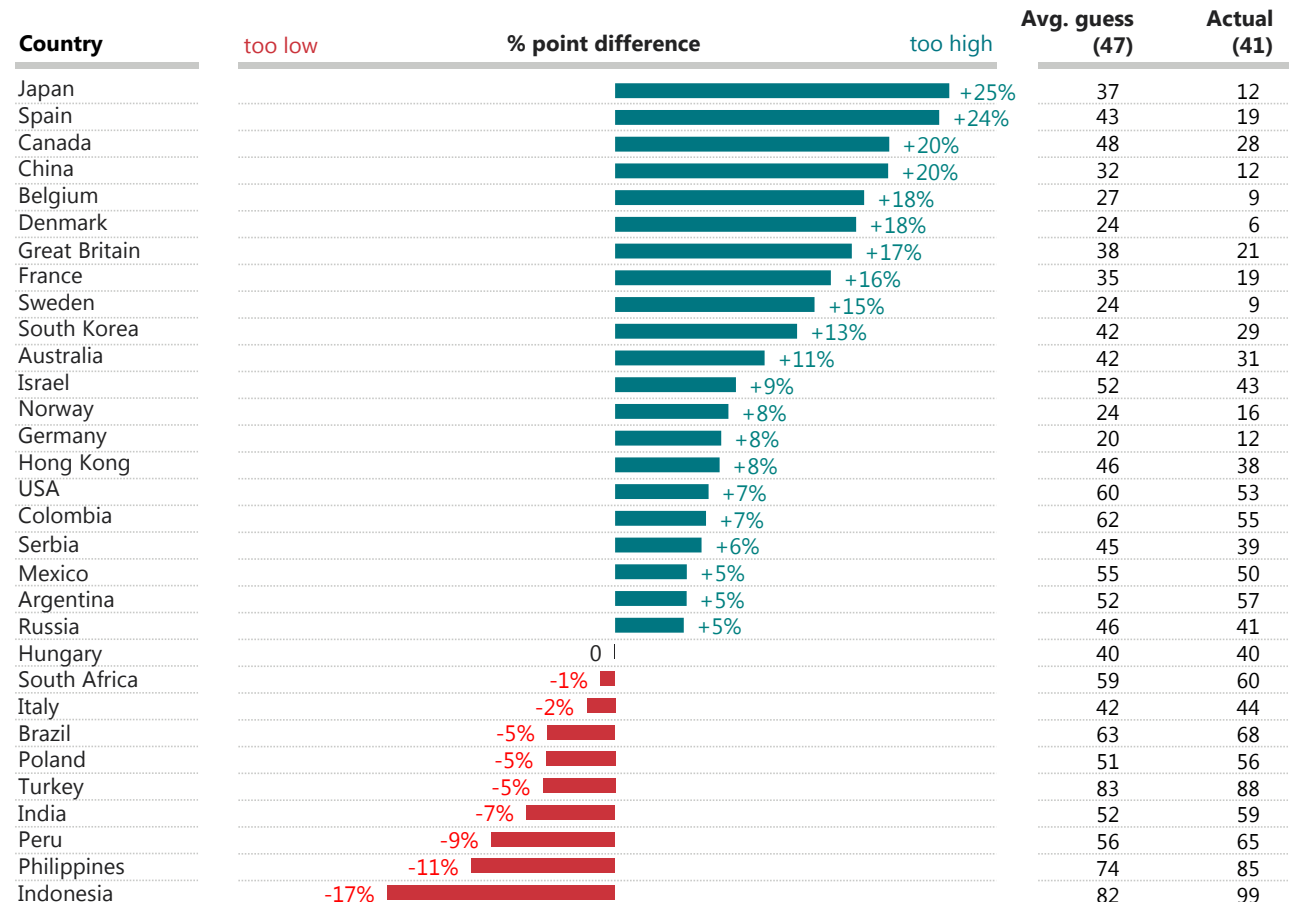
There are a wide range of different errors in guesses about how many people believe in heaven, with some significantly overestimating belief (Japan), and some underestimating (South Africa).



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

# When asked in a survey in [COUNTRY], out of every 100 people, about how many do you think say they believe in hell?

There are also a wide range of different errors in guesses about how many people believe in hell, with some significantly overestimating belief (Japan and Spain), and some underestimating (Indonesia).

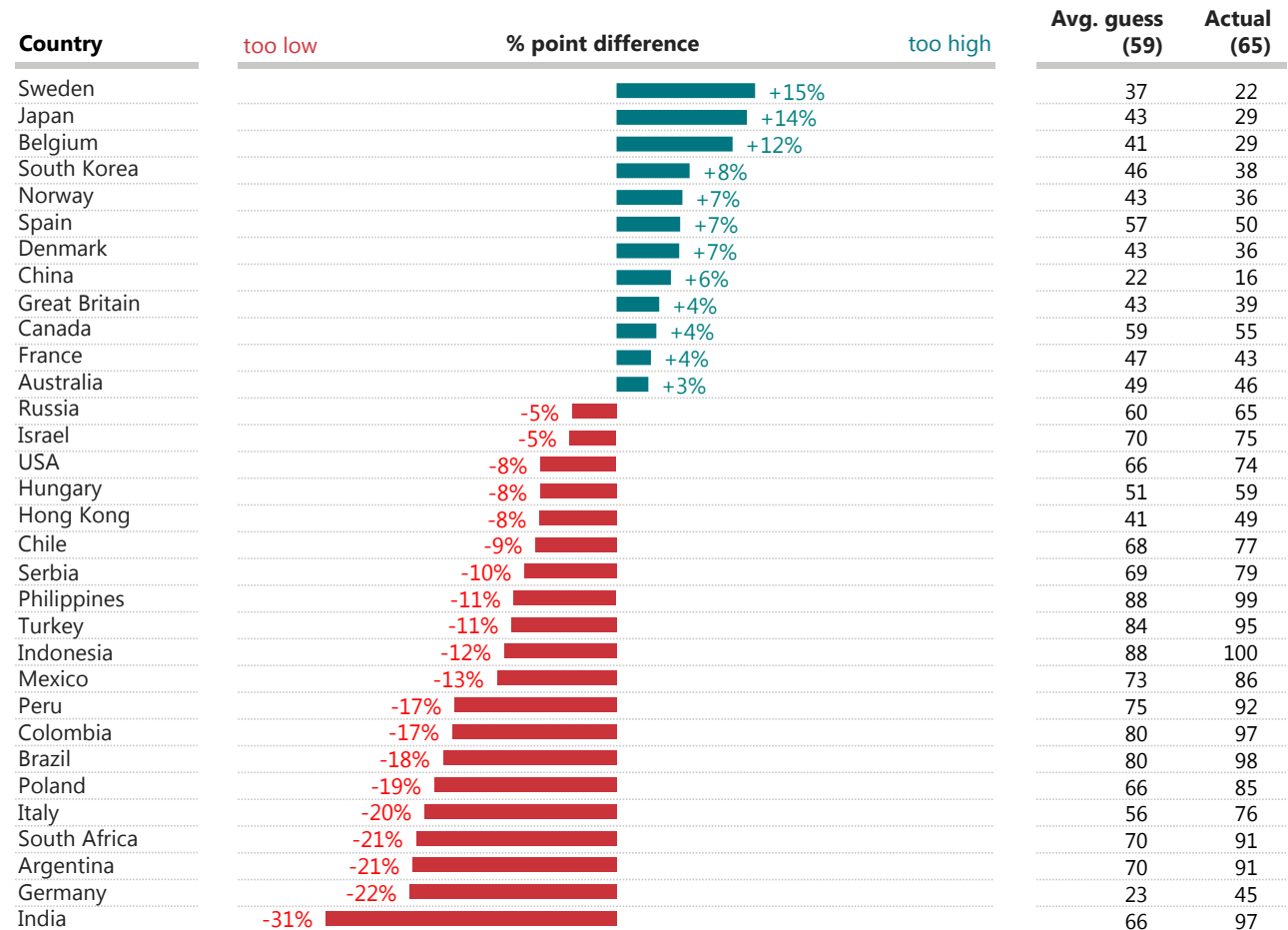


Please see <http://perils.ipsos.com/> for full details of all sources.

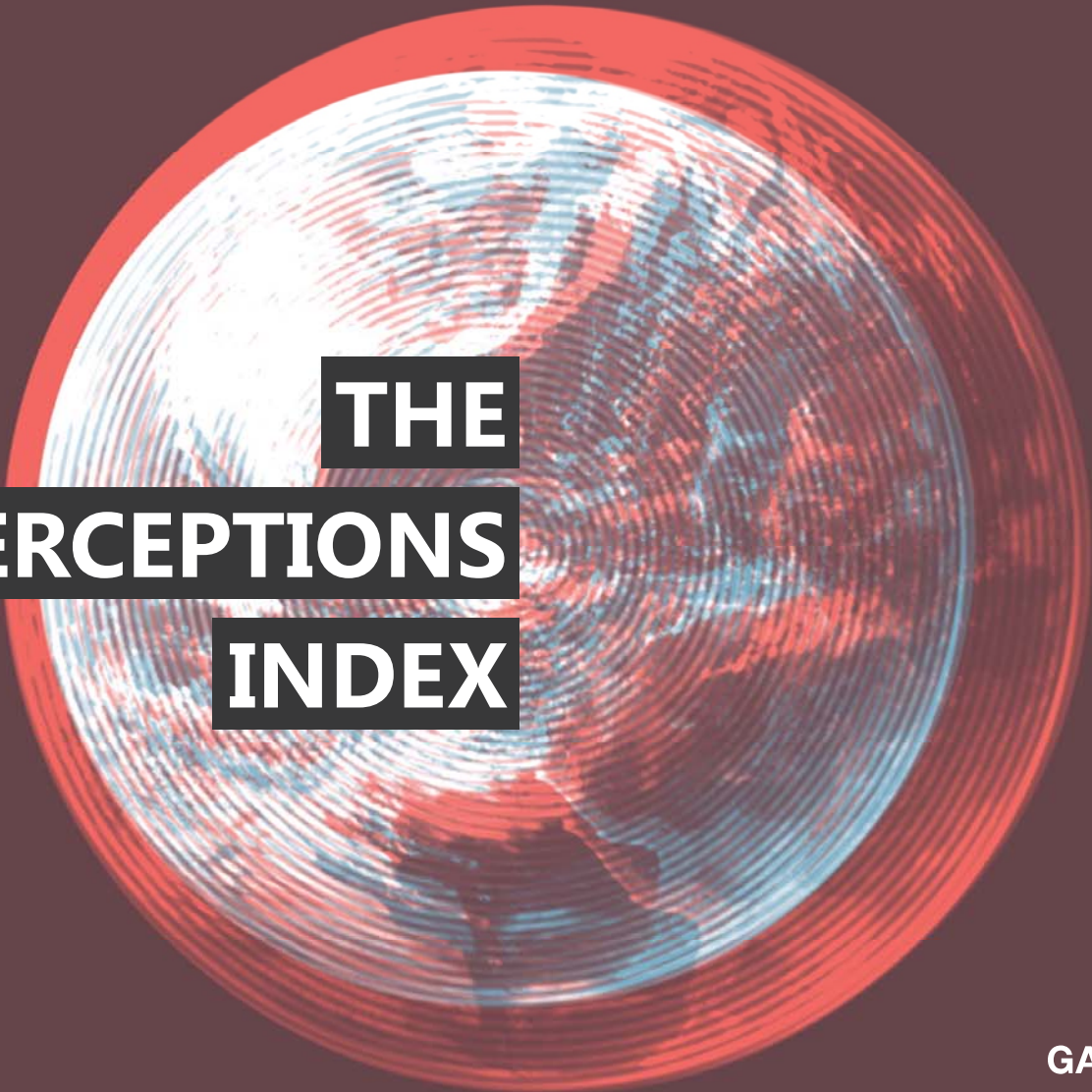


## When asked in a survey in [COUNTRY], out of every 100 people, about how many do you think say they believe in God?

There are also a wide range of different errors in guesses about how many people believe in God, with some significantly overestimating belief (Sweden and Japan), and some significantly underestimating (India).



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



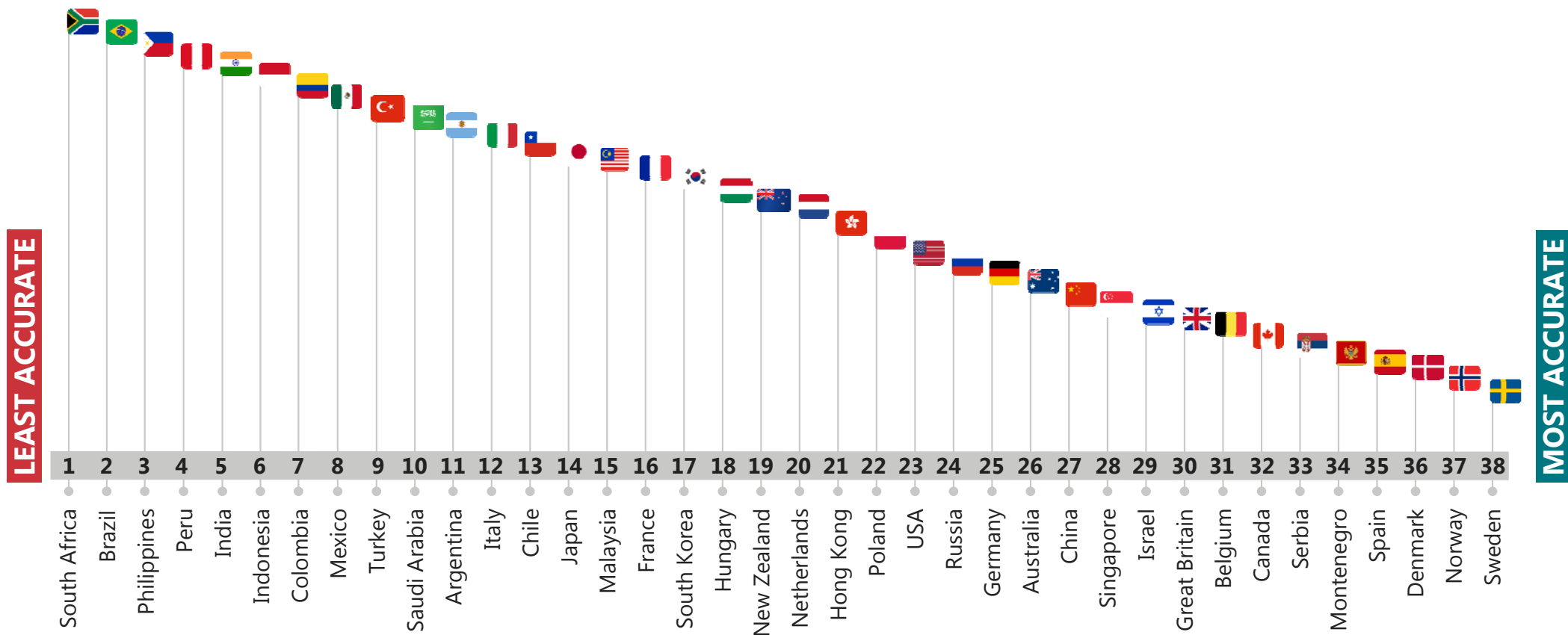
# THE MISPERCEPTIONS INDEX

GAME CHANGERS





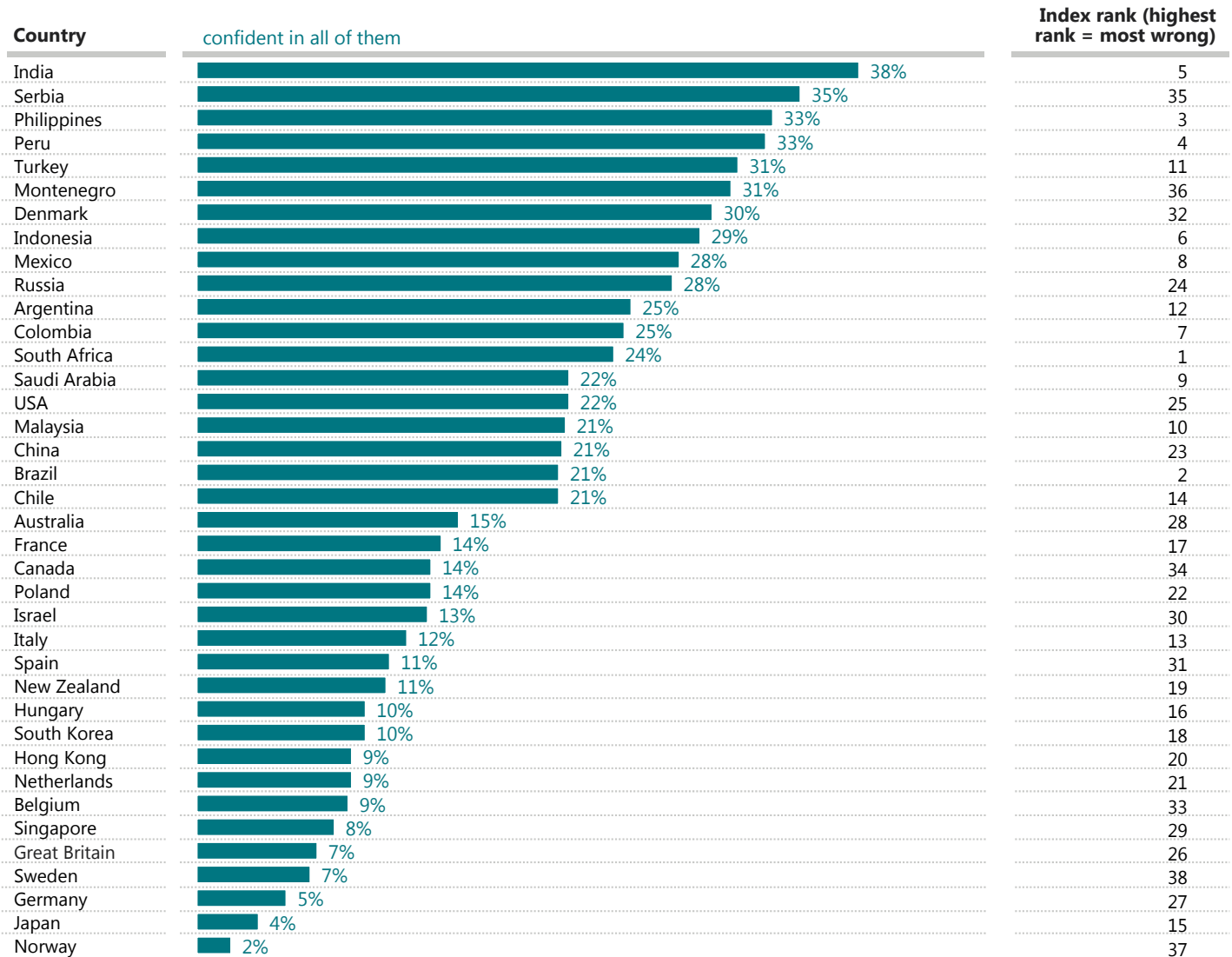
# MISPERCEPTIONS INDEX – WHO'S MOST WRONG?



## Thinking about all the answers you have given, how confident would you say you are...?

Despite being among the least accurate, respondents in India, the Philippines and Peru are among the most confident in their answers.

In contrast Norway, Germany and Sweden come out among the most accurate in the Index, but are among the least confident in their answers.



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



- These are the findings of the Ipsos MORI Perils of Perception Survey 2017. 29,133 interviews were conducted between 28th September – 19th October 2017.
- The survey is conducted in 38 countries around the world, via 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, Great Britain, and the USA. The following countries used either online or face-to-face methodologies: Montenegro, Netherlands, Norway and Serbia.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Hong Kong, Indonesia, Italy, Japan, Montenegro, Norway, Russia, Serbia, Spain, Great Britain, and the USA. Approximately 2000 individuals aged 16-64 were surveyed in Germany. Approximately 900 individuals aged 16-64 were surveyed in Netherlands. Approximately 500 individuals aged 16-64 were surveyed in Argentina, Belgium, Chile, Colombia, Denmark, Hungary, India, Israel, Malaysia, Mexico, New Zealand, Peru, Philippines, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Turkey.
- 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.

**GAME CHANGERS**



# **PERILS OF PERCEPTION 2017**

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**GAME CHANGERS**

