

MIND THE GAP

MISPERCEPTIONS ABOUT

THE WORLD



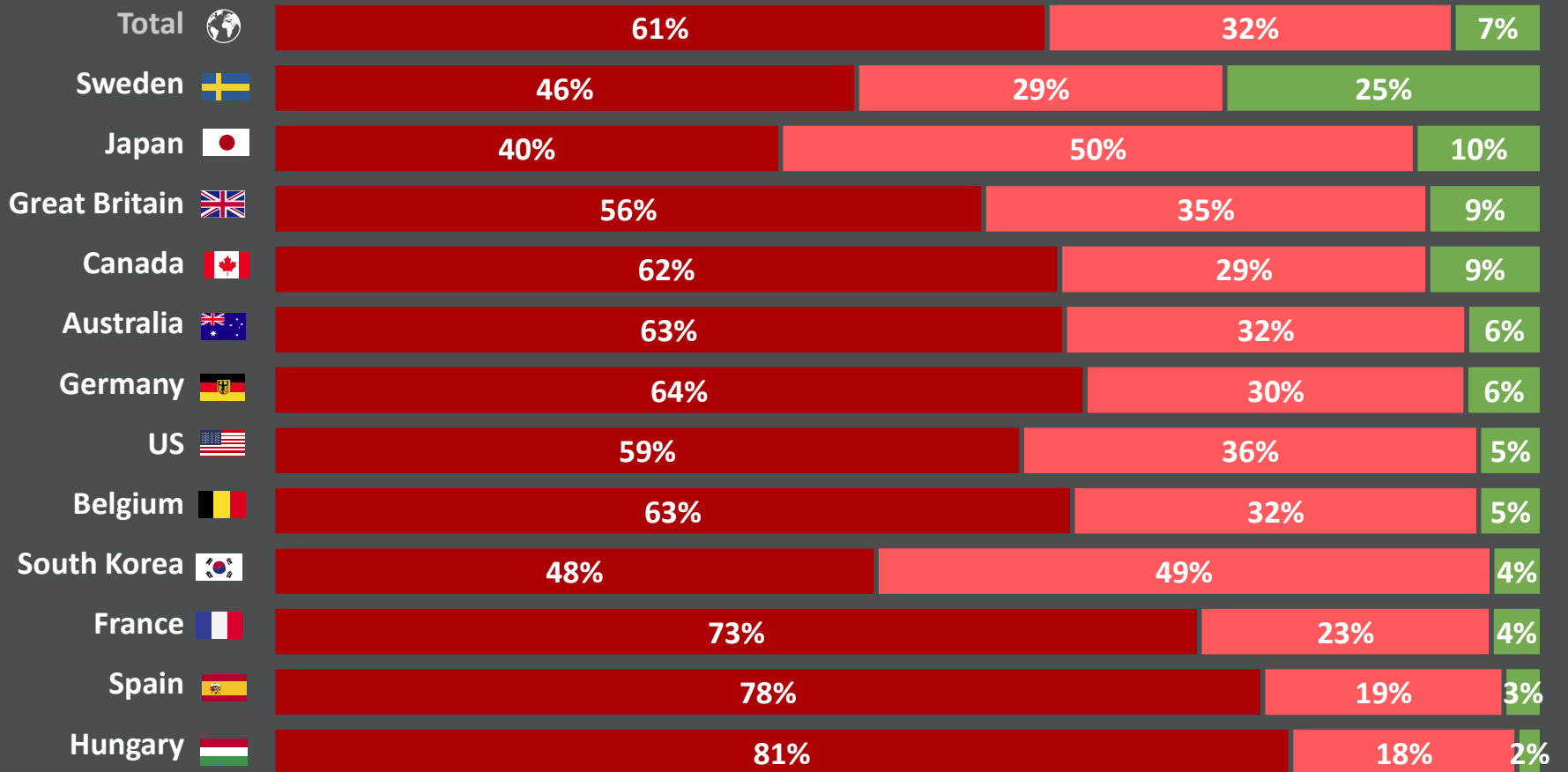
INTRODUCTION

- Gapminder commissioned Ipsos MORI to carry out a survey in 12 countries about a range of issues.
- The 12 countries are Australia, Belgium, Canada, France, Great Britain, Germany, Hungary, Japan, South Korea, Spain, Sweden, and the United States of America.
- An sample of 10,024 adults aged 18-64 in Canada and the US, and aged 16-64 in all other countries, were interviewed online between July 25th and August 6th 2017.
- Approximately 1000+ individuals participated in each country with the exception of Belgium, Hungary, South Korea and Sweden, where approximately 500+ individuals participated in each country.
- Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.
- More details about the methodology can be found at the end of this slide pack.

In the last 20 years the proportion of people living in extreme poverty, worldwide, has...?

Correct answer: Almost halved

■ Almost doubled ■ Remained more or less the same ■ Almost halved

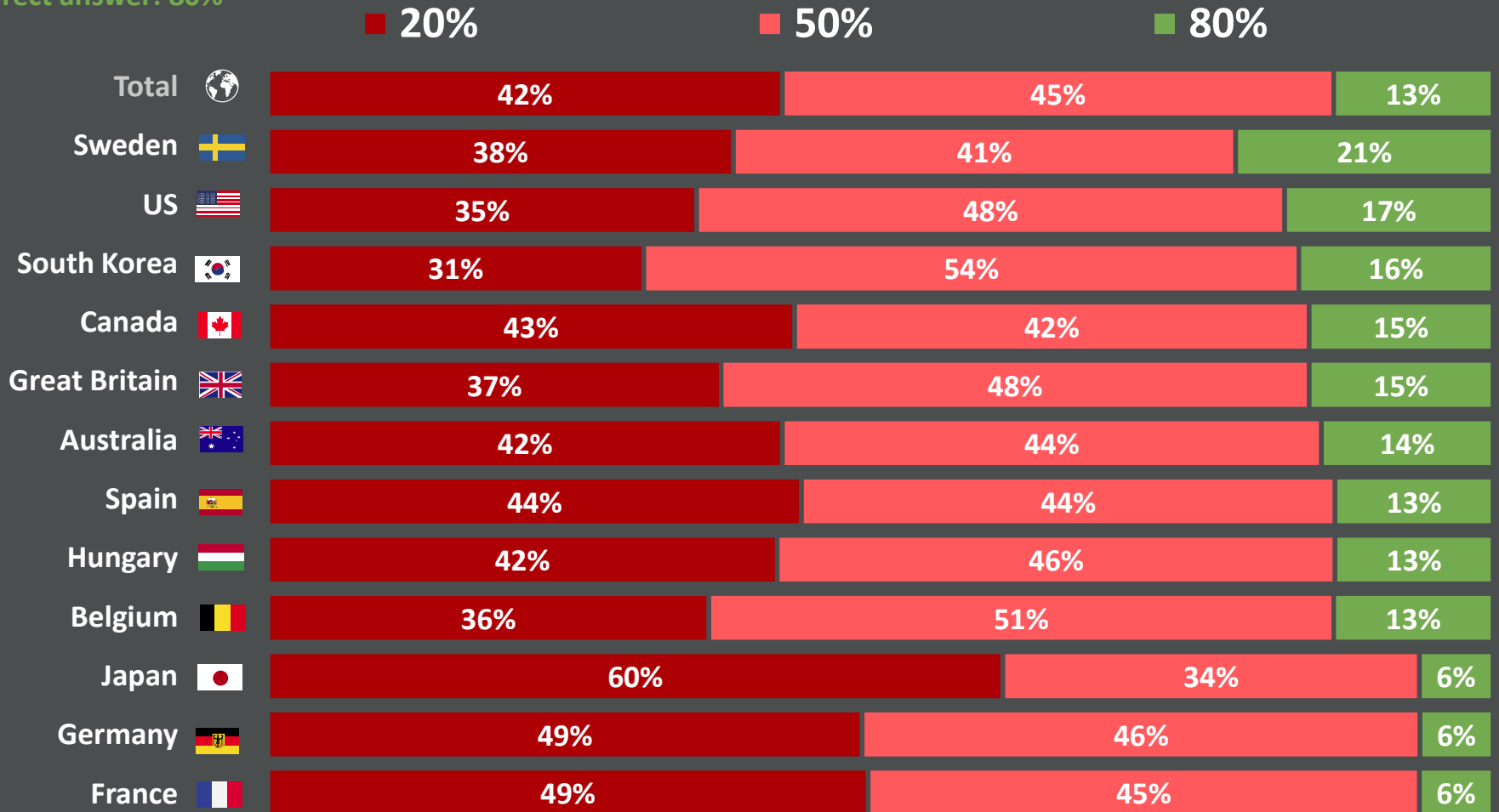


Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

Source: Global Advisor
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How many of the world's 1-year-old children today have been vaccinated against some disease?

Correct answer: 80%



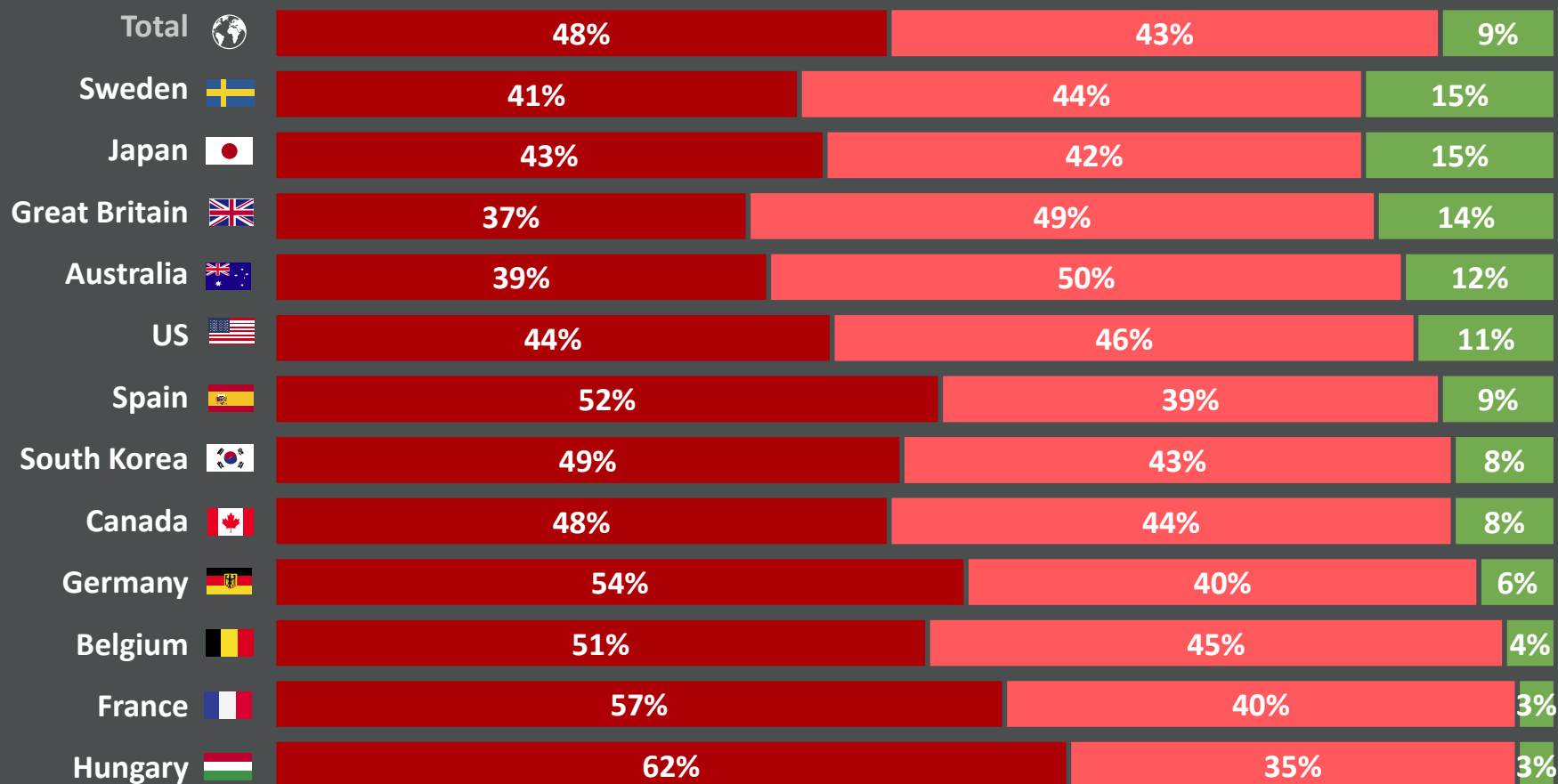
Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

Source: Global Advisor

How did the number of deaths per year from natural disasters change over the last hundred years?

Correct answer: Decreased to less than half

■ More than doubled ■ Remained more or less the same ■ Decreased to less than half



Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

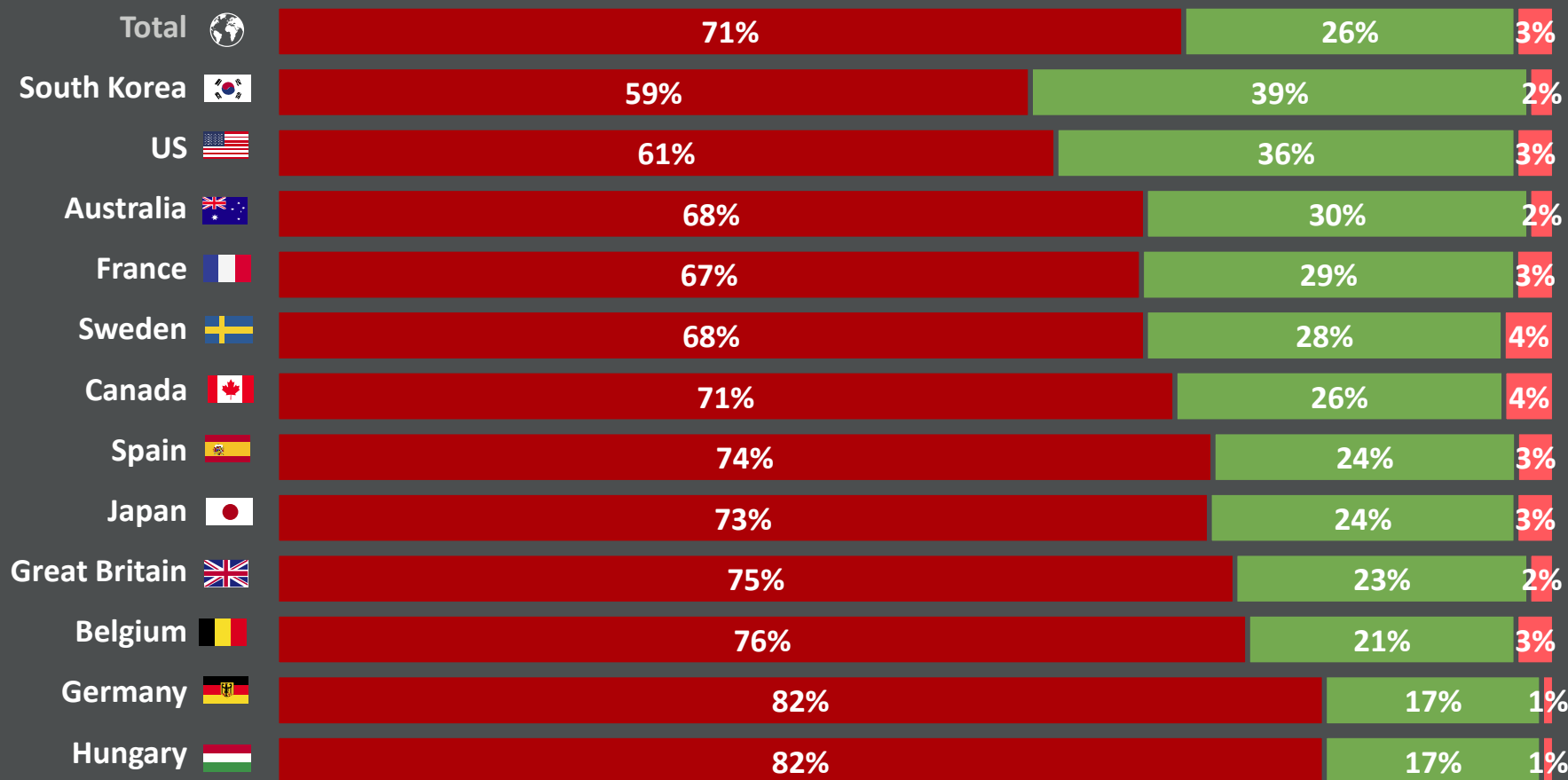
Source: Global Advisor

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Where does the majority of the world population live?

Correct answer: Middle income countries

■ Low income countries ■ Middle income countries ■ High income countries

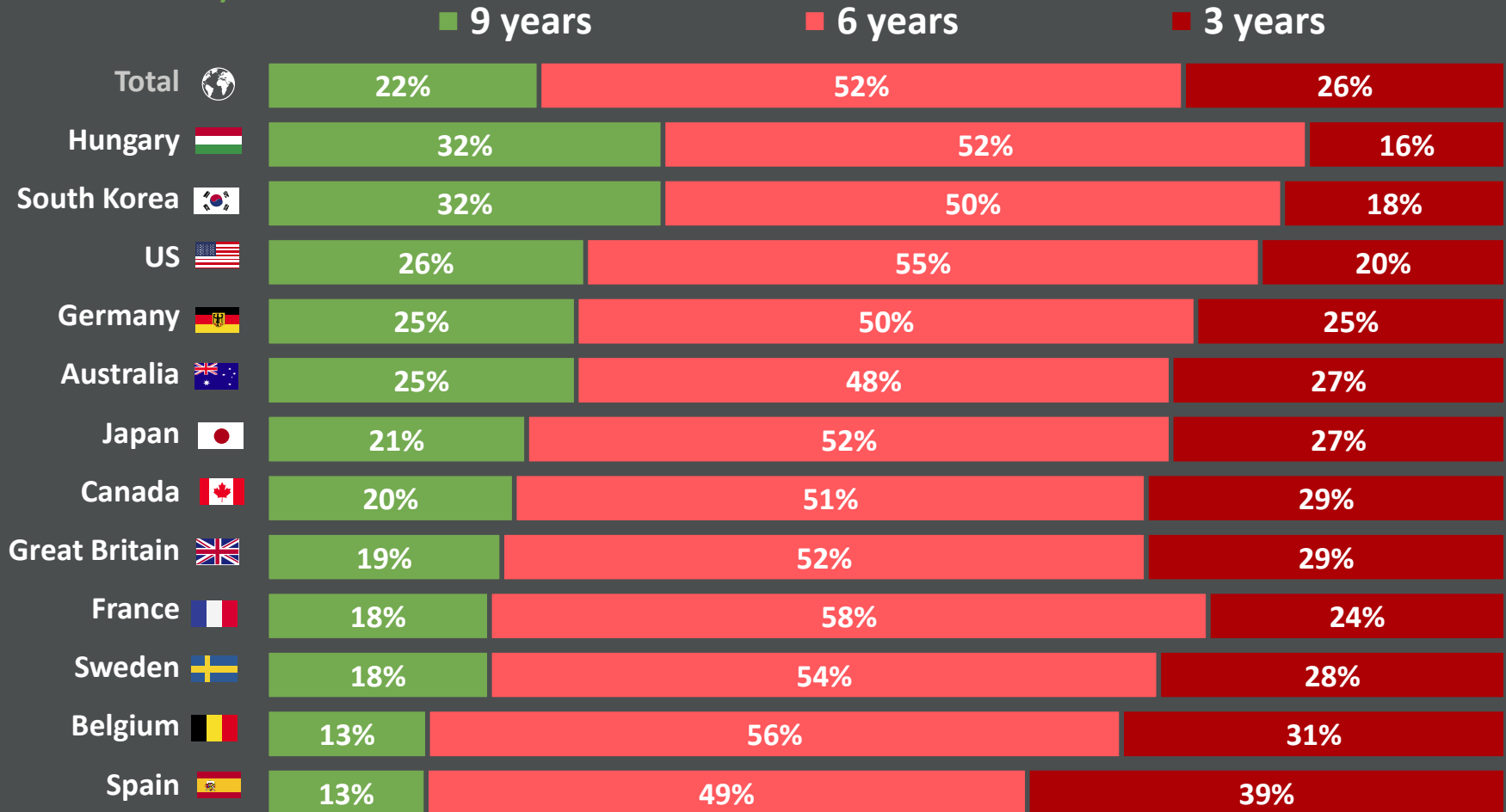


Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

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Worldwide, 30 year old men have spent 10 years in school, on average. How many years have women of the same age spent in school?

Correct answer: 9 years

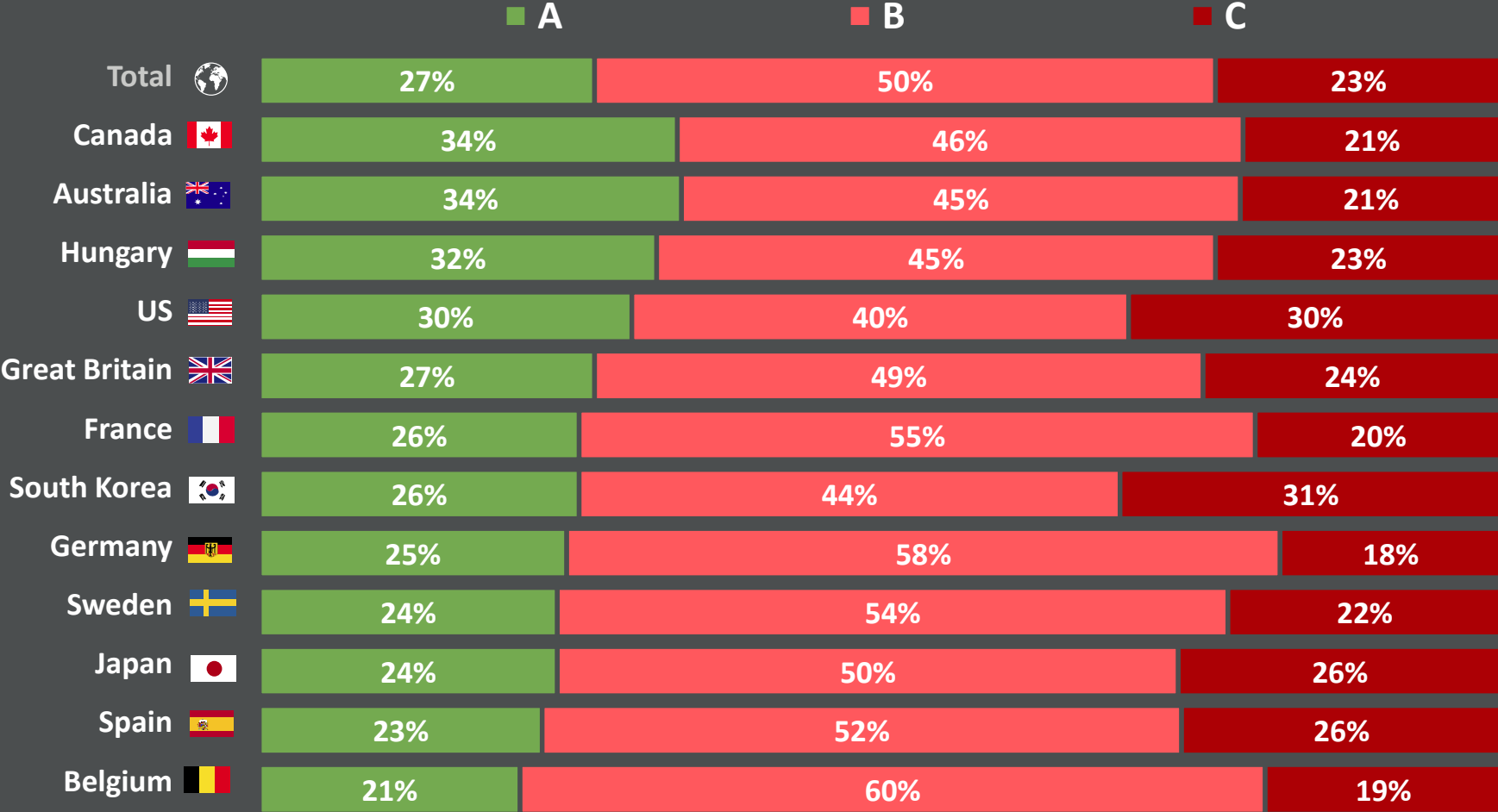


Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

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There are roughly seven billion people in the world today. Which map shows best where they live?

Correct answer: A



Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

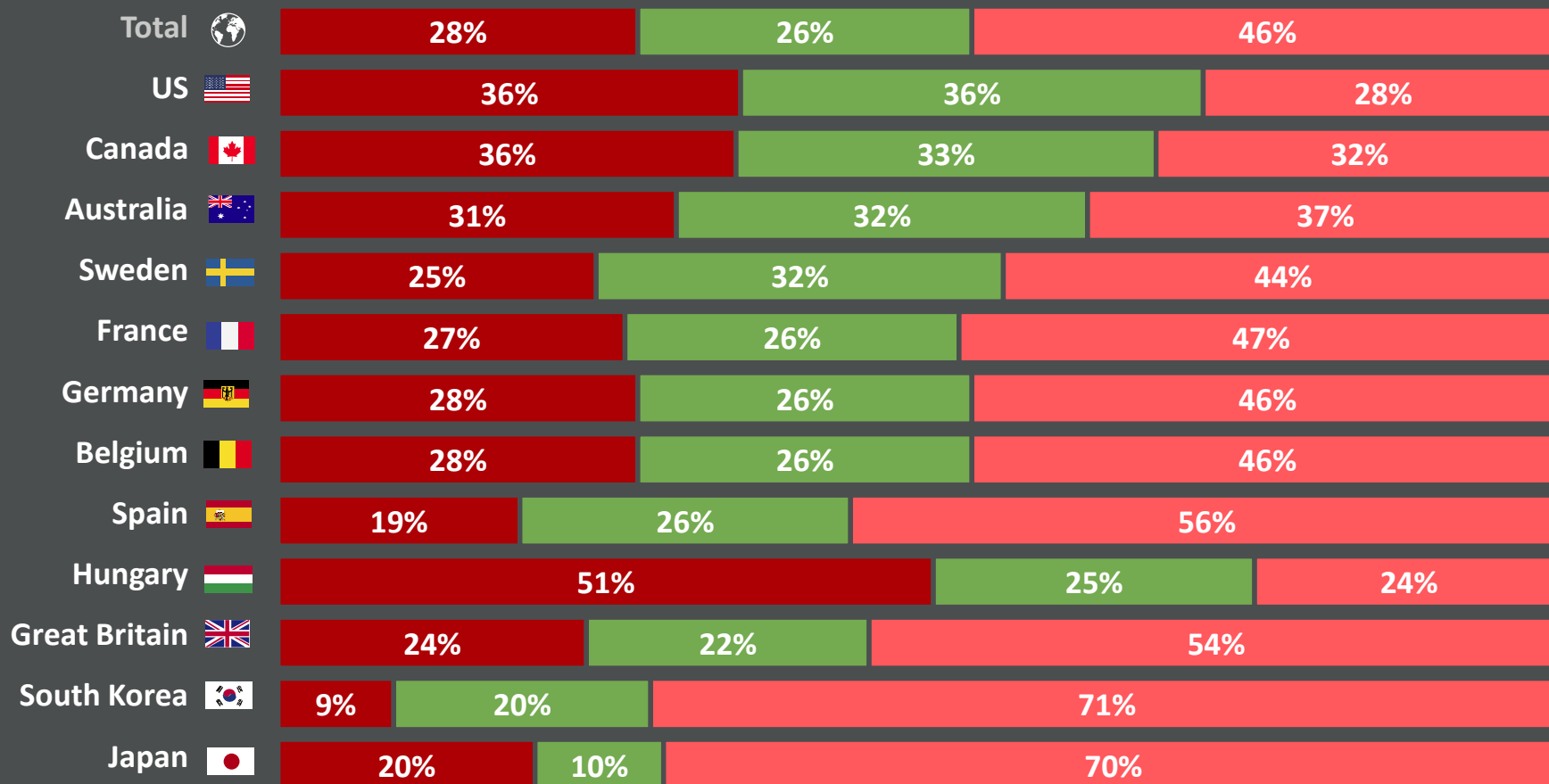
Source: Global Advisor
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The United Nations predicts that by 2100 the world population will have increased by another 4 billion people.

What is the main reason? There will be...

Correct answer: There will be more adults (age 15 to 74)

■ More children (below age 15) ■ More adults (age 15 to 74) ■ More very old people (above age 75)

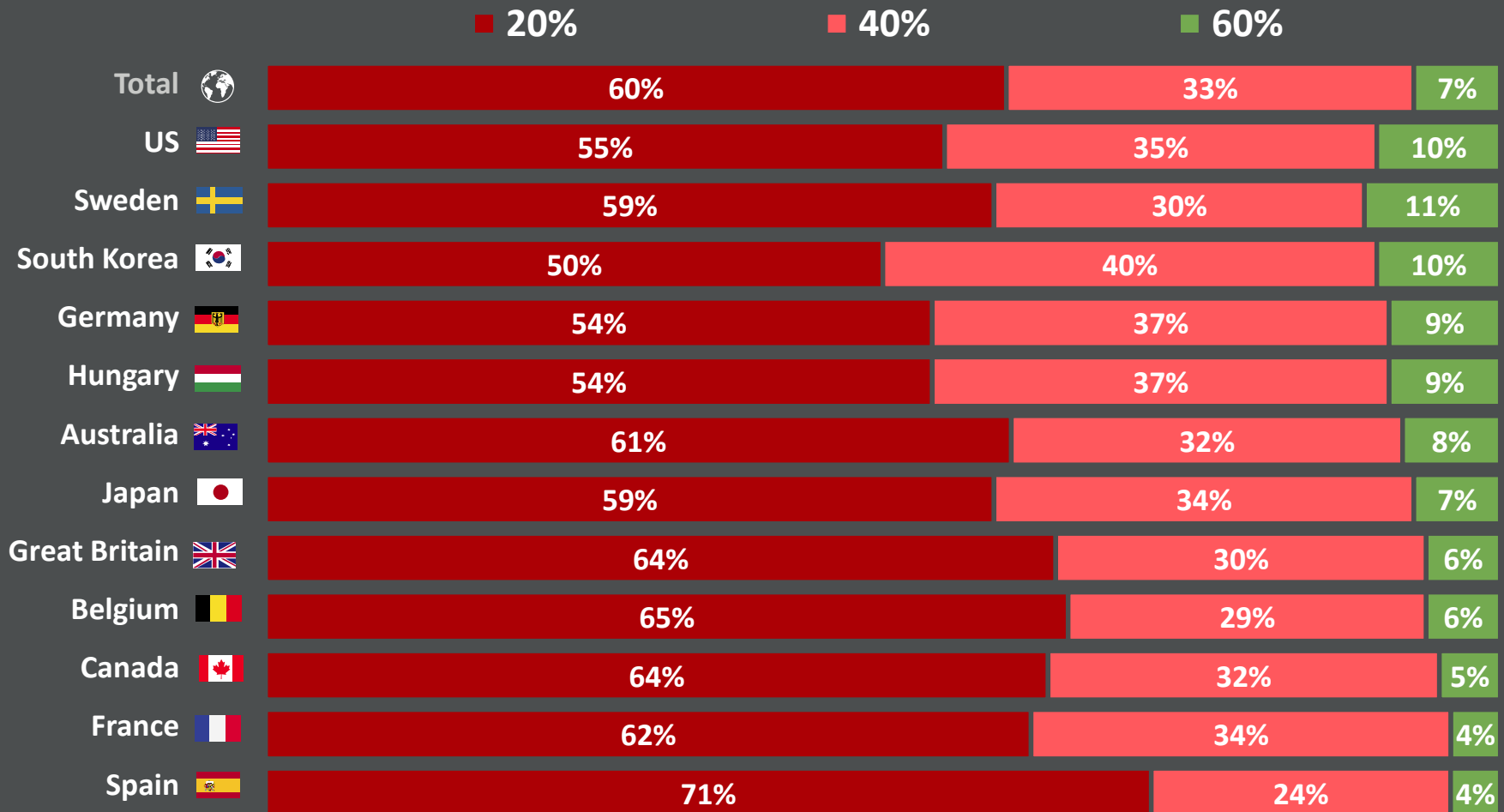


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In all low income countries across the world today, how many girls finish primary school?

Correct answer: 60%



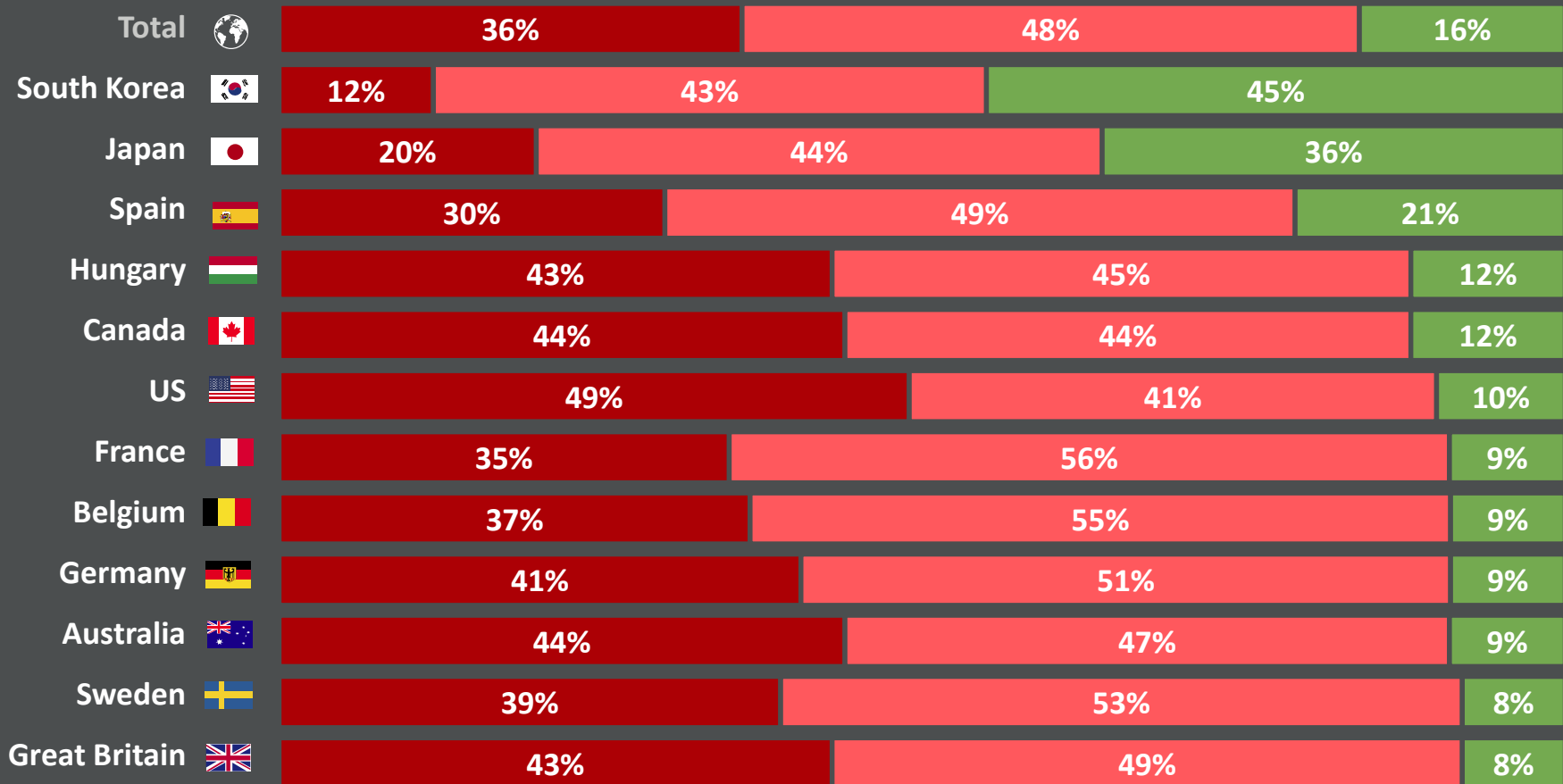
Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

Source: Global Advisor
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There are two billion children in the world today, aged 0 to 15 years old. How many children will there be in the year 2100 according to the United Nations?

Correct answer: 2 billion

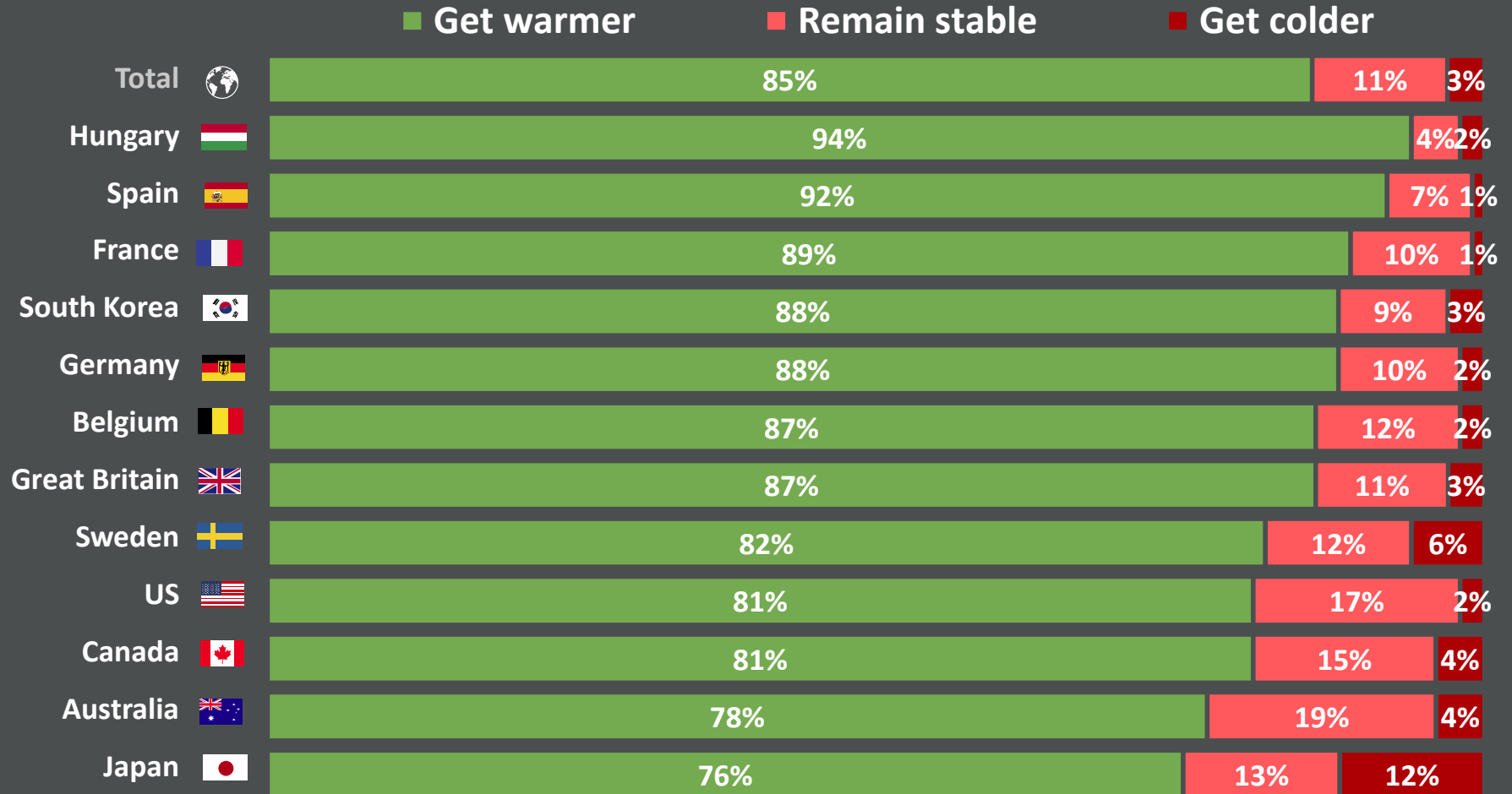
■ 4 billion ■ 3 billion ■ 2 billion



Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

Global climate experts believe that, over the next 100 years, the average temperature will:

Correct answer: Get warmer

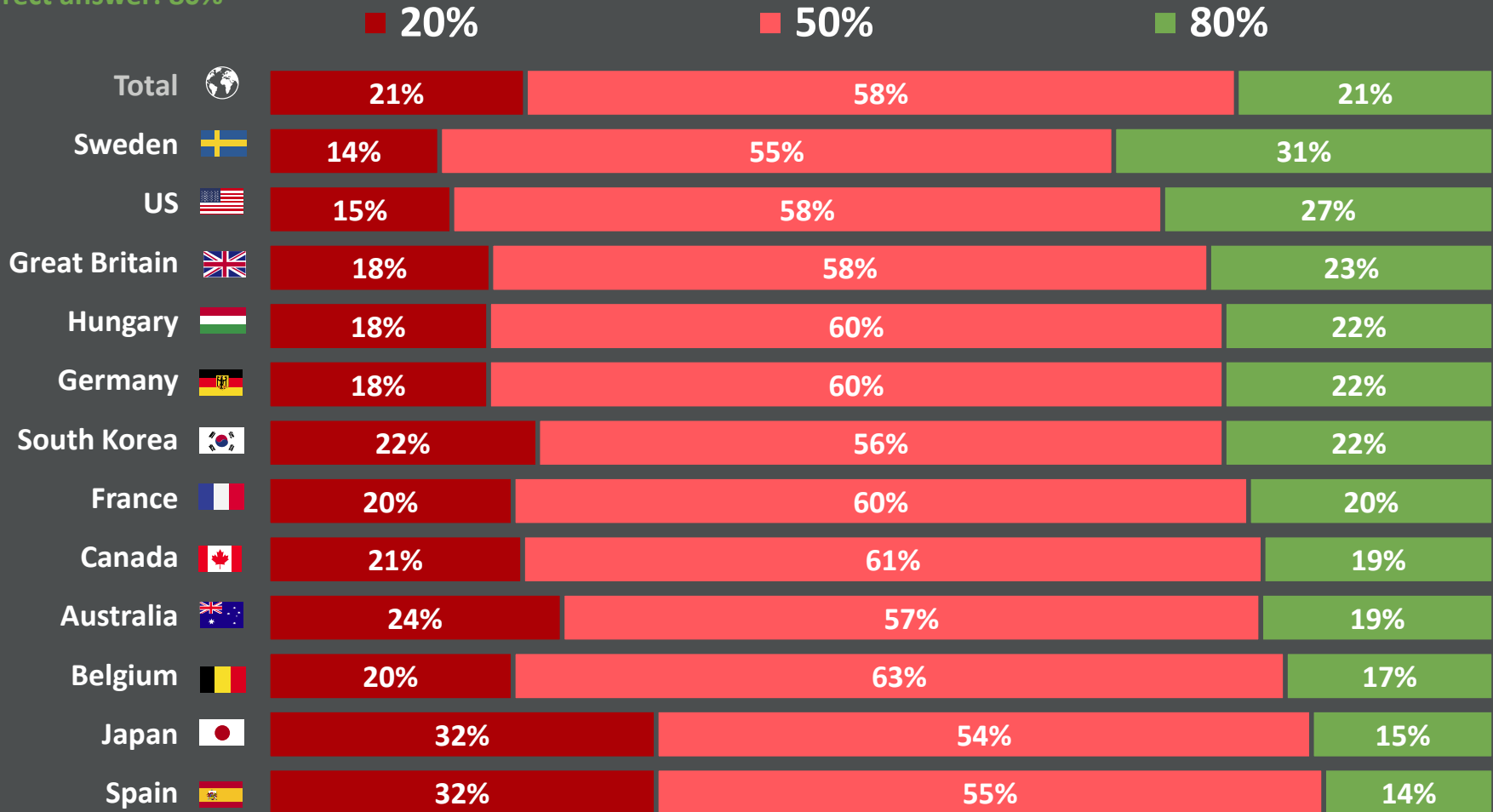


Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

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How many people in the world have some access to electricity?

Correct answer: 80%

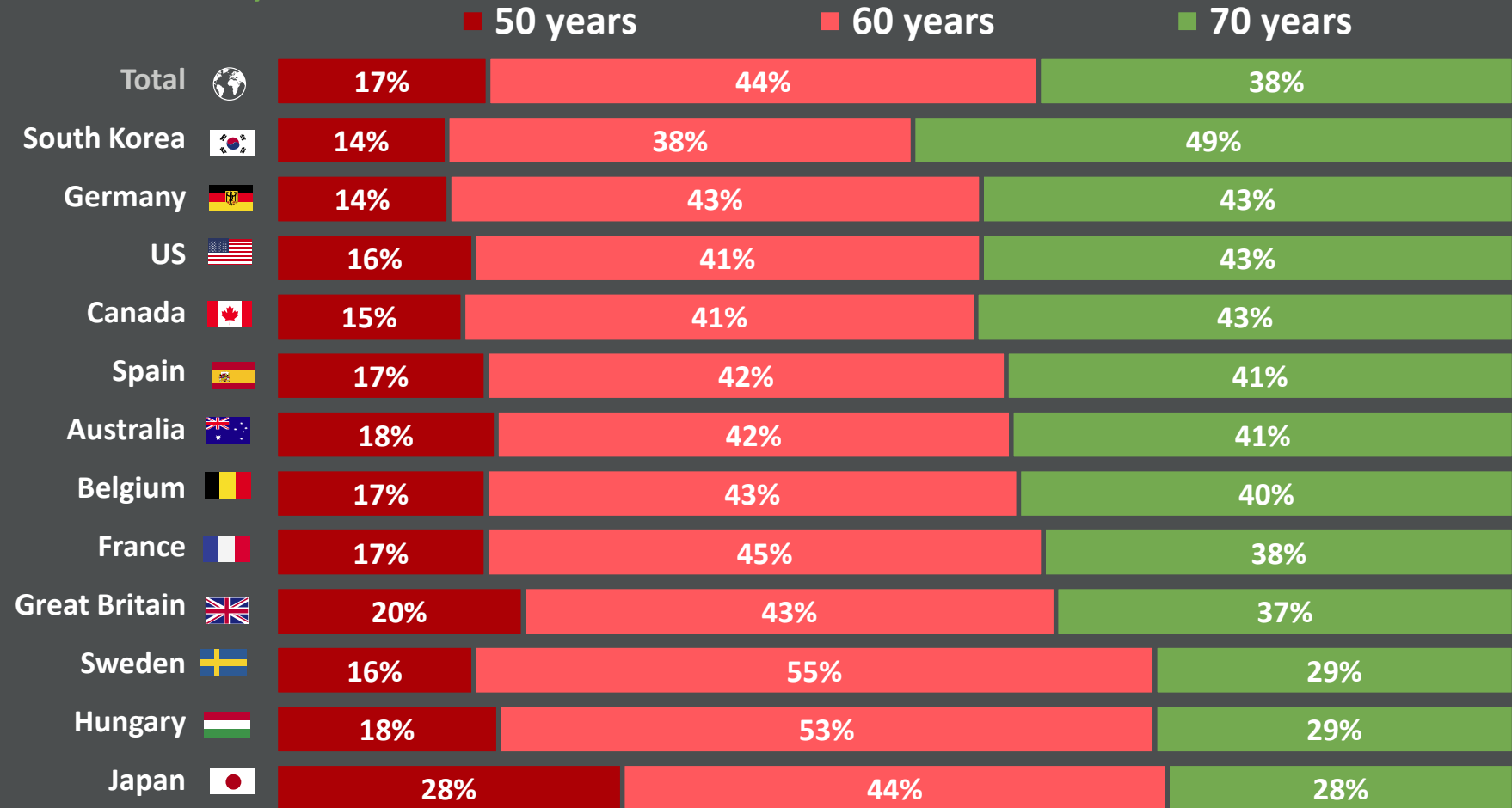


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Source: Global Advisor

What is the life expectancy of the world population?

Correct answer: 70 years

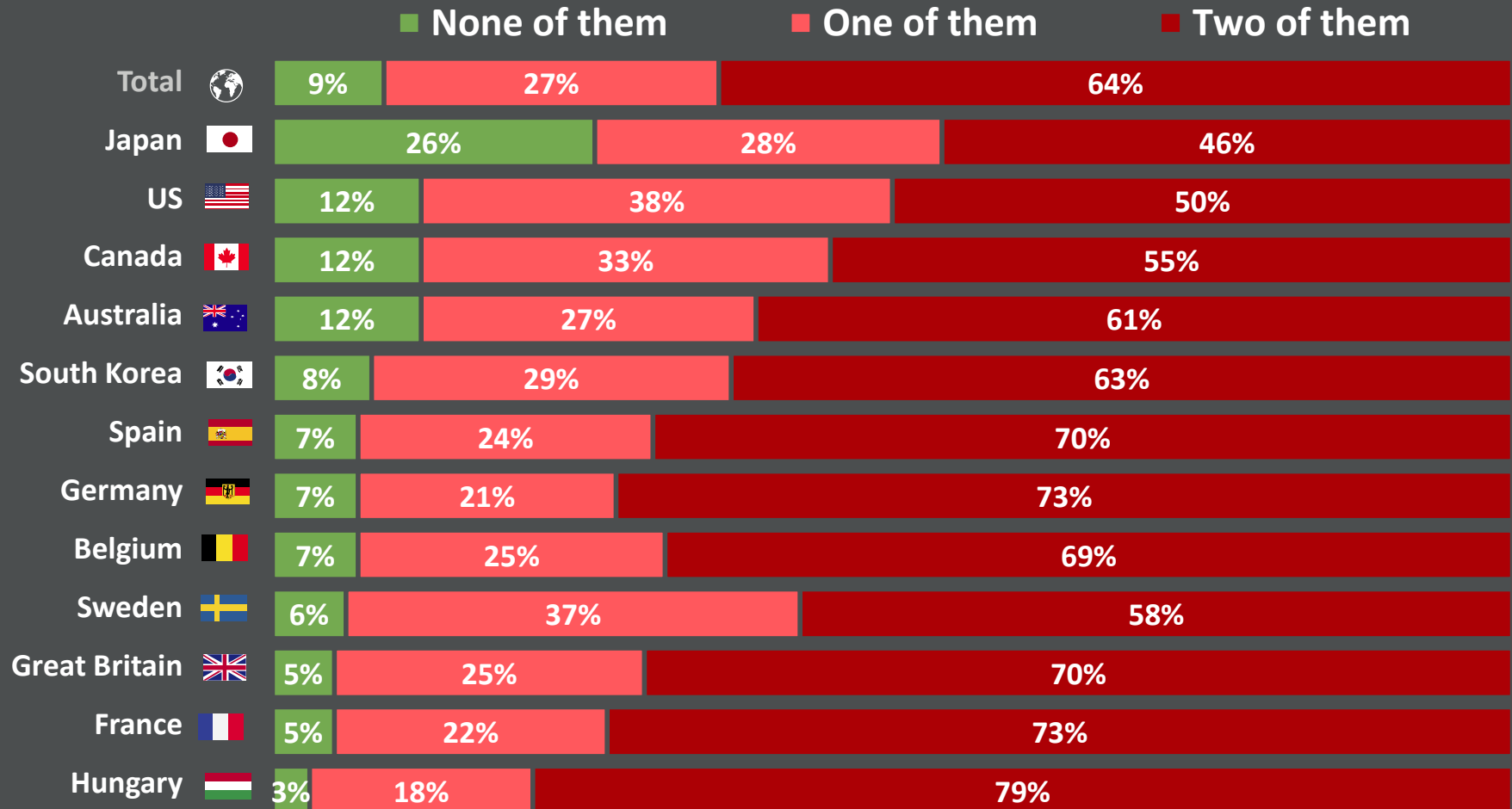


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Tigers, Giant Pandas and Black Rhinos were listed as threatened species in 1996. Since then, have any of these species become more critically endangered?

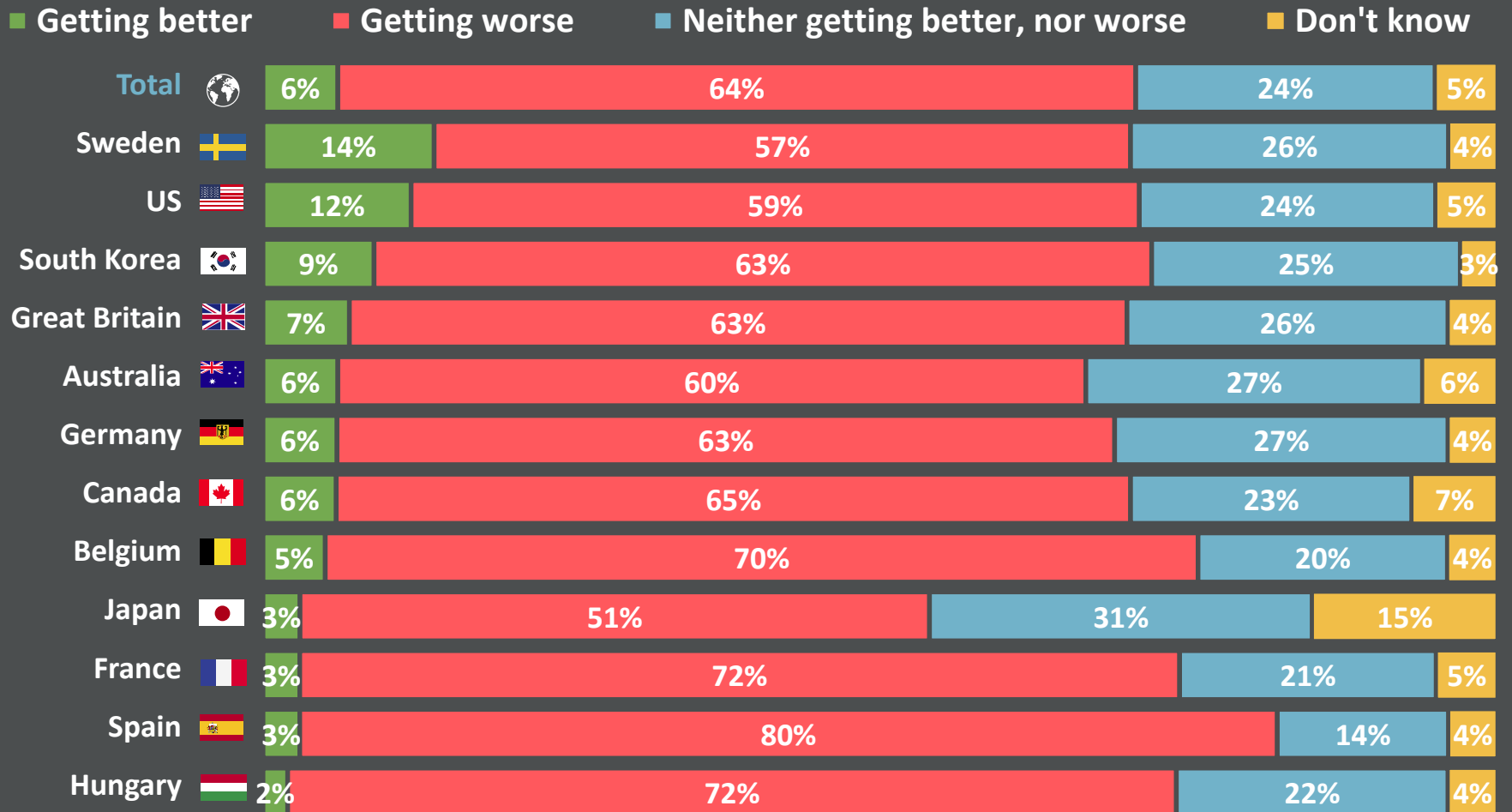
Correct answer: None of them



Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

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All things considered, do you think the world is getting better or worse, or neither getting better nor worse?

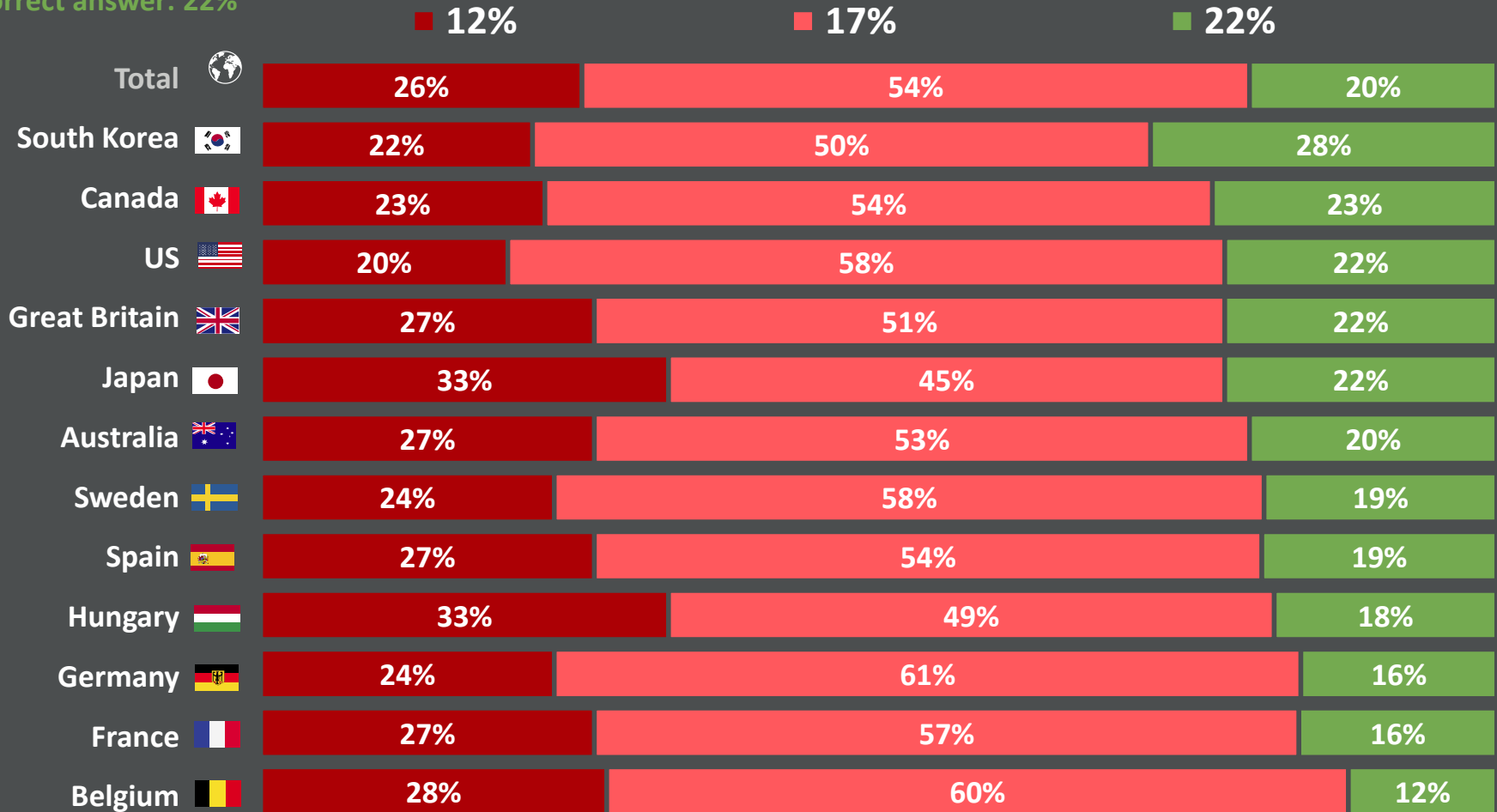


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Source: Global Advisor

Twenty years ago women held a total of 11.5% of parliamentary seats in countries around the world. What percentage do you think they hold today?

Correct answer: 22%



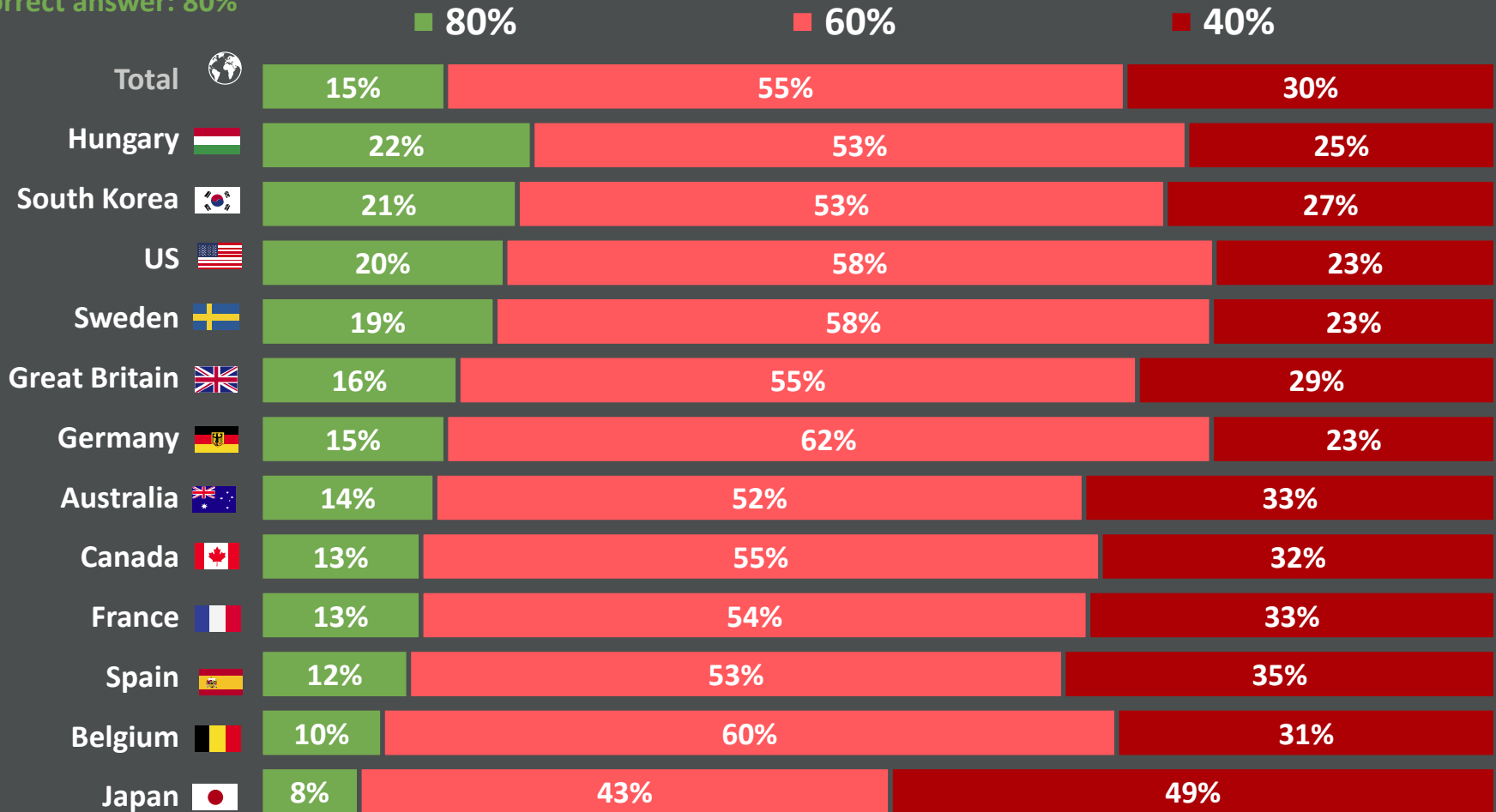
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What percentage of the adults in the world today are literate - can read and write?

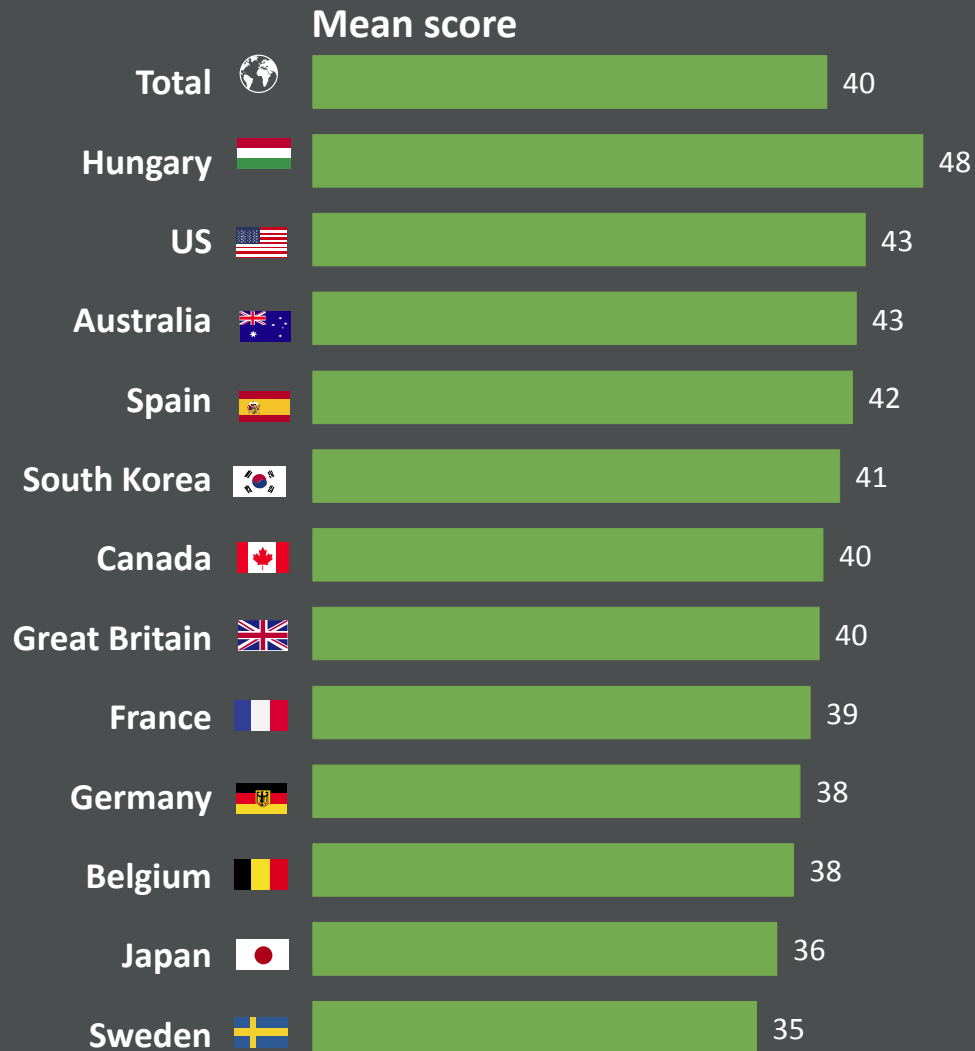
Correct answer: 80%



Base: Representative sample of 10,024 adults aged 16-64 in 12 participating countries, July 25th – August 6th 2017

Source: Global Advisor

What percentage of the world population do you think is richer than you?



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Which three of the following issues do you think need more attention from global leaders? Rank in order 1-3

Rank 1

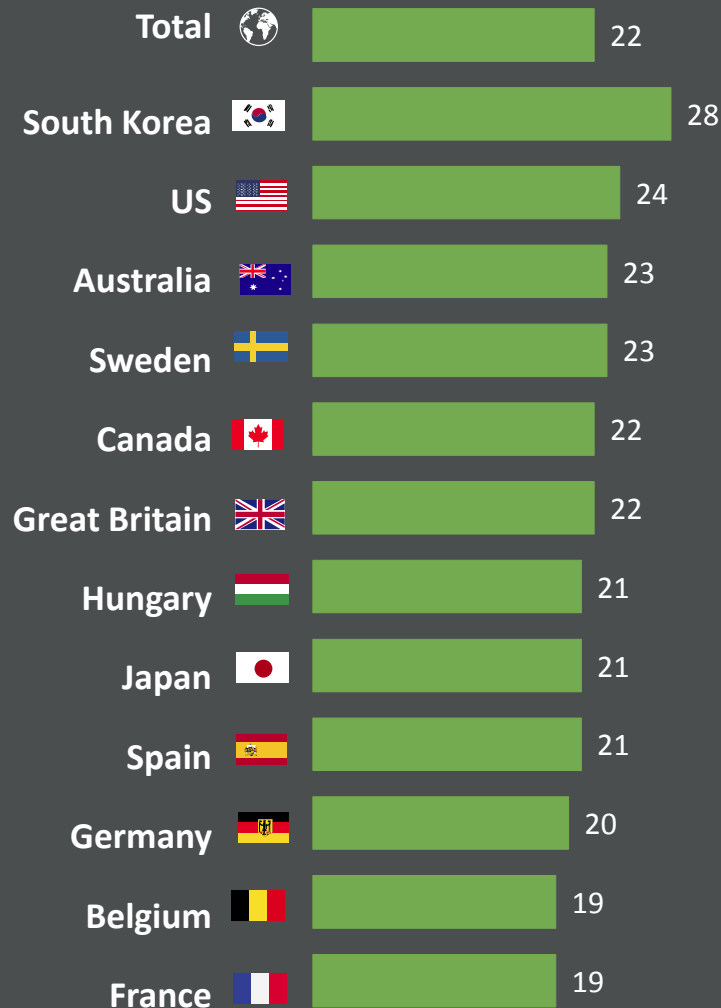
	Belgium	South Korea	Sweden	Hungary	Australia	Canada	France	Germany	Great Britain	Japan	Spain	United States
Animal protection	12%	6%	10%	7%	9%	10%	13%	9%	8%	5%	6%	8%
Child protection	15%	12%	15%	19%	19%	19%	14%	9%	16%	10%	19%	21%
Climate change	25%	37%	30%	30%	21%	27%	26%	29%	24%	17%	25%	17%
Conflicts	8%	4%	4%	2%	5%	4%	6%	6%	8%	28%	3%	4%
Corruption	5%	6%	5%	7%	6%	5%	4%	3%	5%	1%	8%	8%
Education	4%	3%	4%	2%	6%	5%	6%	5%	4%	4%	7%	8%
Extreme poverty	7%	11%	6%	10%	11%	10%	12%	10%	13%	6%	14%	8%
Freedom of speech	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	0%	1%
Gender inequality	1%	2%	1%	-	2%	1%	1%	0%	1%	1%	1%	1%
Healthcare	7%	2%	3%	11%	6%	7%	4%	2%	6%	3%	4%	8%
Human Rights	5%	7%	6%	2%	4%	4%	5%	7%	2%	4%	7%	6%
International law	0%	2%	0%	-	0%	0%	1%	1%	0%	1%	1%	0%
Organised crime	3%	1%	2%	1%	1%	2%	0%	1%	2%	3%	0%	1%
Refugee situation	3%	2%	6%	3%	3%	2%	1%	9%	2%	2%	0%	2%
Pandemics	0%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%
Population growth	3%	2%	2%	4%	4%	2%	2%	4%	6%	2%	2%	2%
Trade regulations	-	1%	1%	-	1%	0%	0%	0%	0%	0%	0%	1%
Other	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%
None of the above	1%	1%	2%	0%	1%	2%	2%	2%	3%	11%	2%	2%

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Average correct guesses across all questions

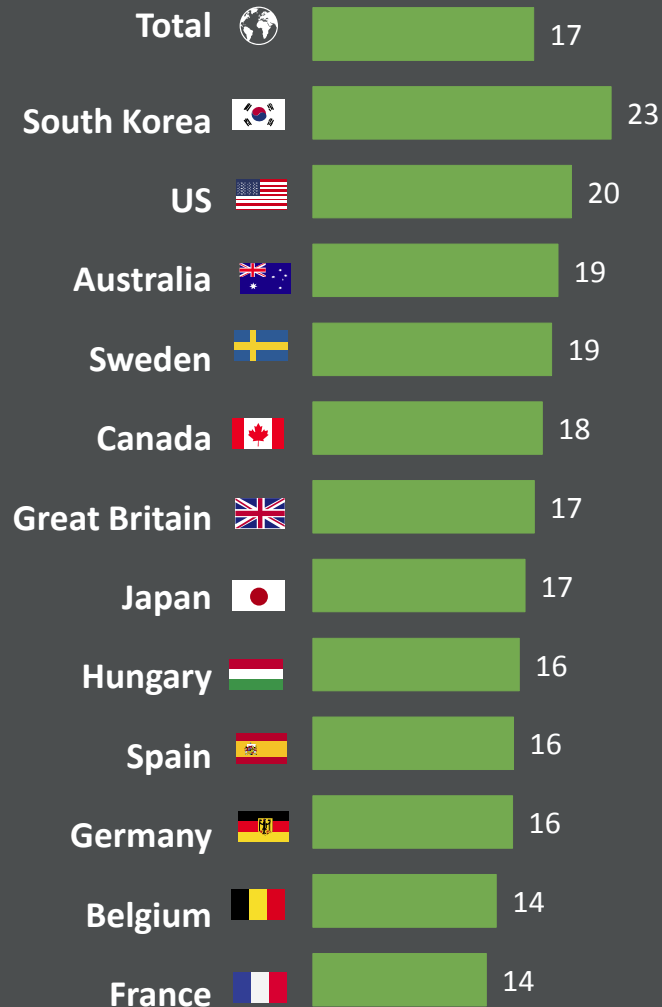


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Average correct guesses across all questions, excluding question about climate change



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Source: Global Advisor

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METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The 12 countries included in this survey are Australia, Belgium, Canada, France, Great Britain, Germany, Hungary, Japan, South Korea, Spain, Sweden, and the United States of America.

An international sample of 10,024 adults aged 18-64 in Canada and the US, and aged 16-64 in all other countries, were interviewed between July 25th and August 6th 2017.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Belgium, Hungary, South Korea and Sweden where each have a sample of approximately 500+.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

A survey with an unweighted probability sample of this size

would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In all of countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered.