

PERILS OF PERCEPTION

2020:

CAUSES OF
DEATH

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



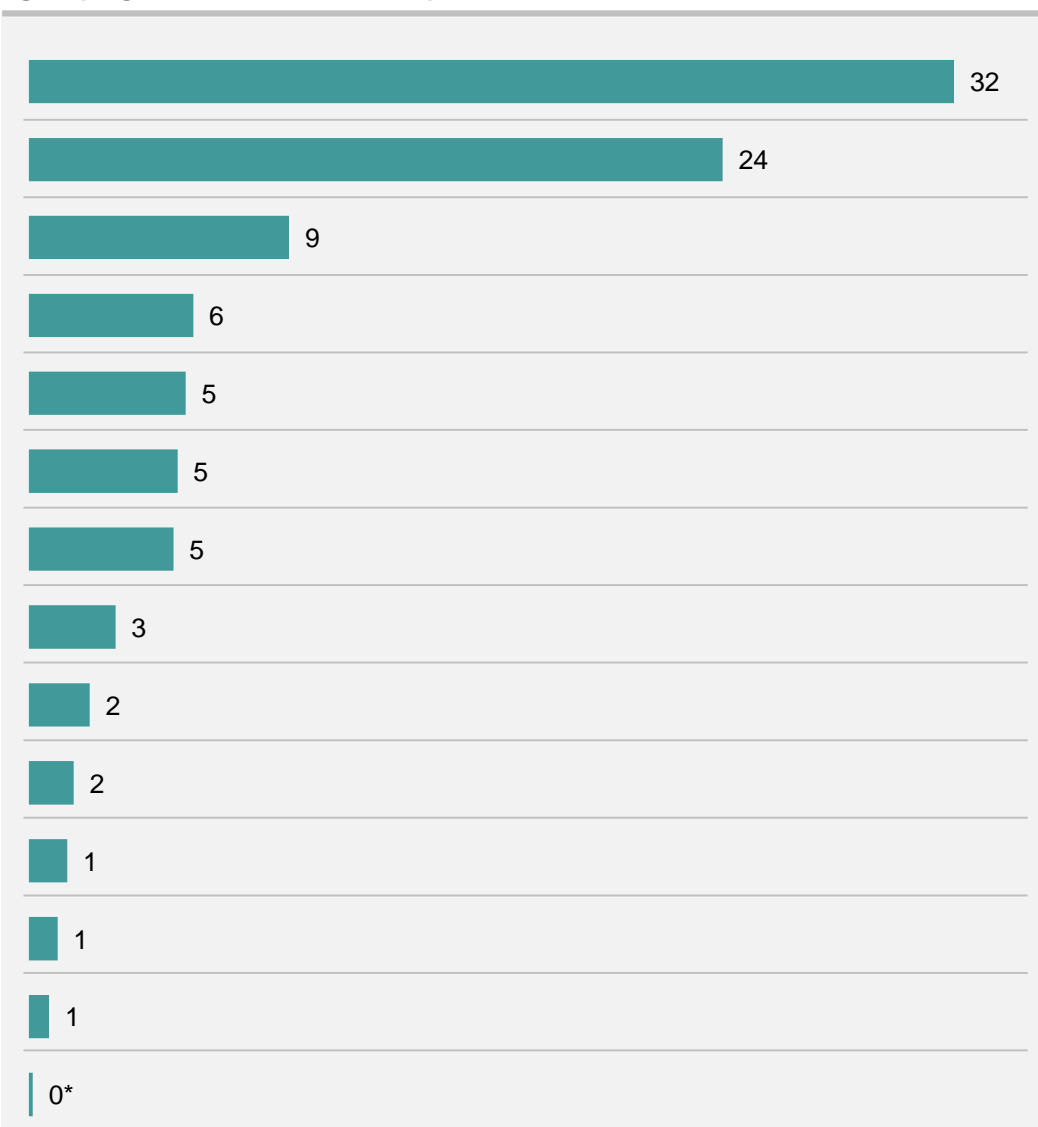
Across all countries, cardiovascular diseases and cancer are the biggest cause of death across all ages

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

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 causes of death – people of all ages (avg. across all countries)

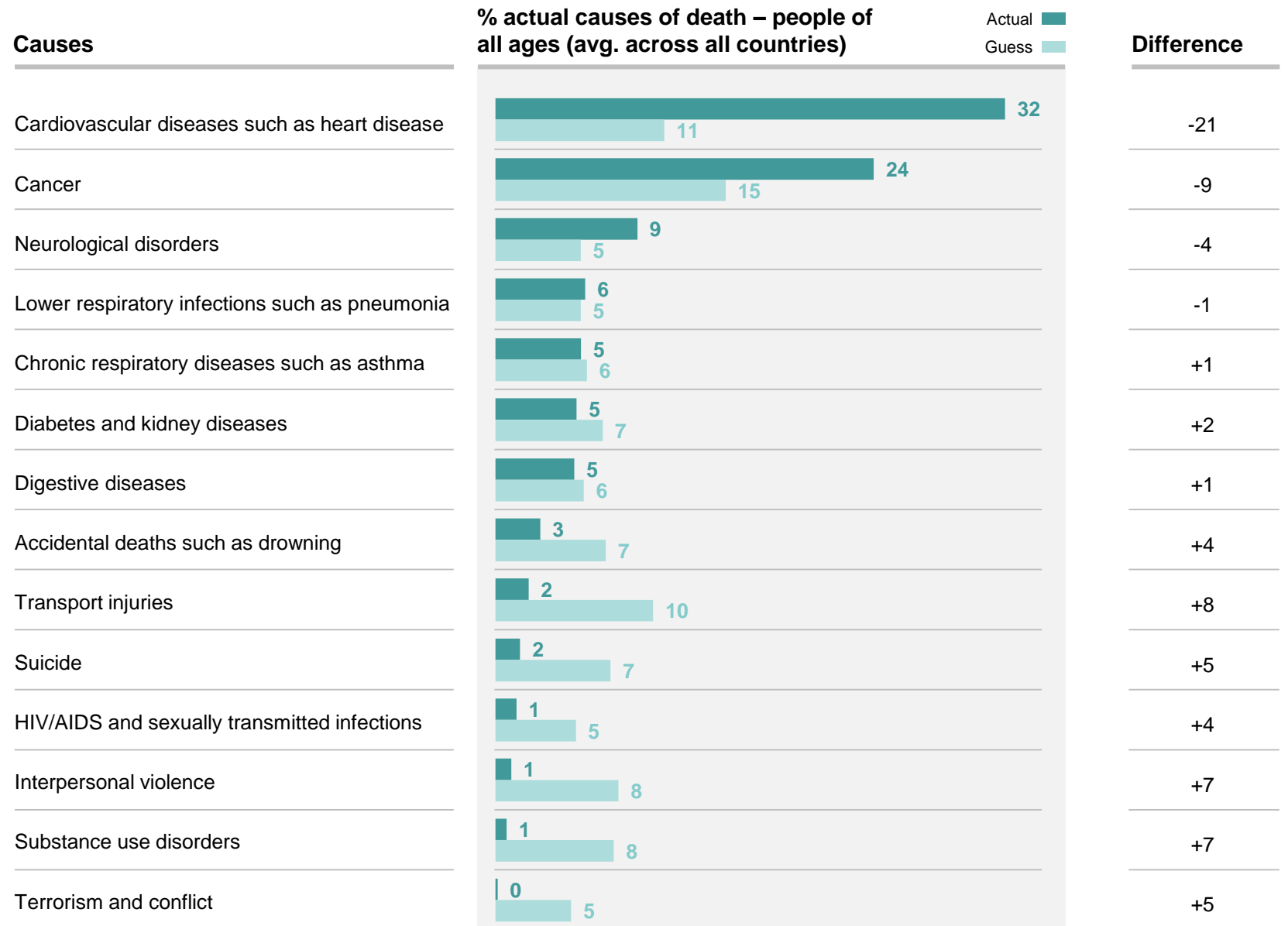


Please see <http://perils.ipsos.com/> for full details of all sources.

*Indicates a value higher than 0 but less than 0.5

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

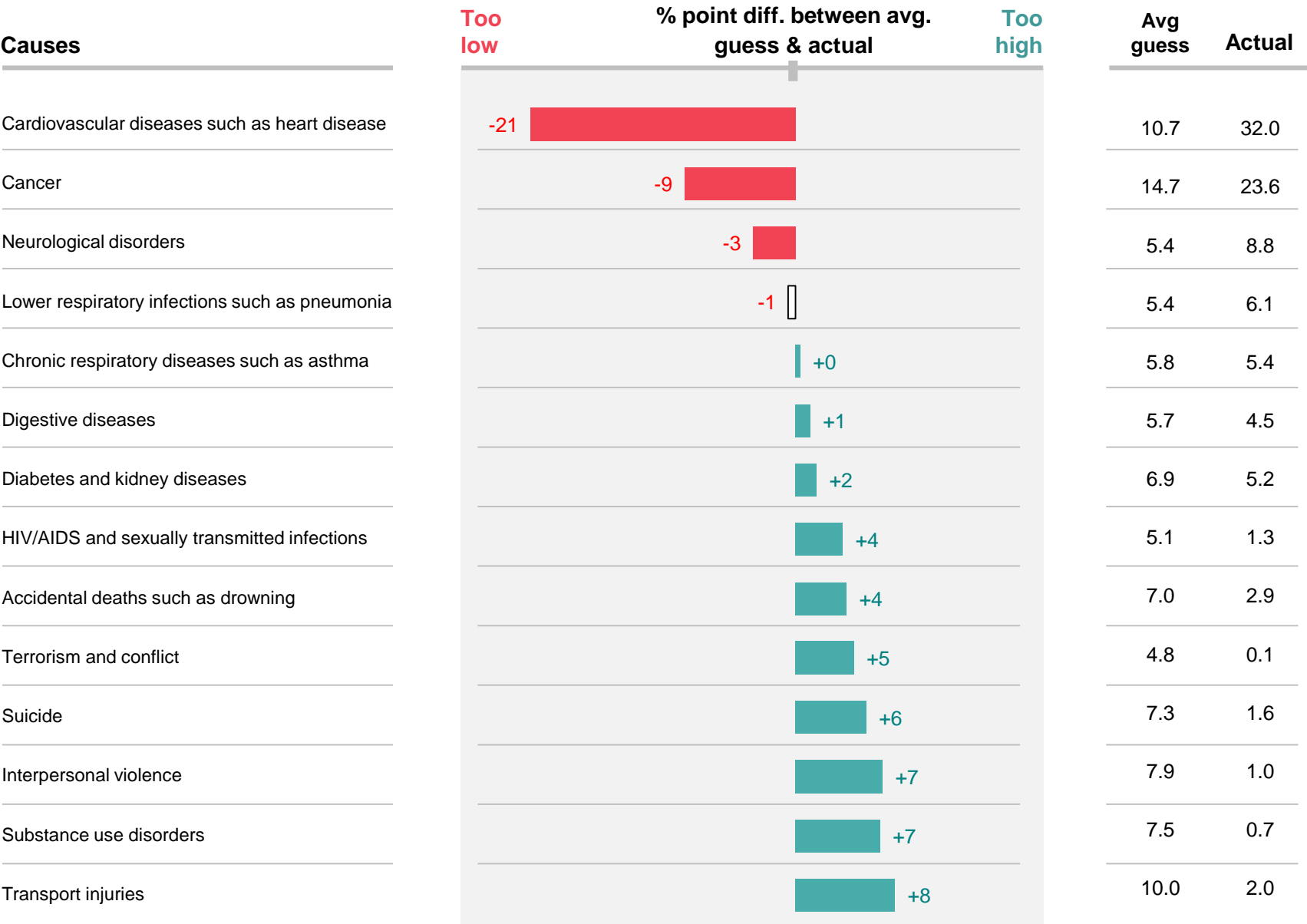
And the public tend to overestimate how many people die from transport injuries, terrorism, interpersonal violence and substance use disorders such as drug and alcohol addiction.



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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.



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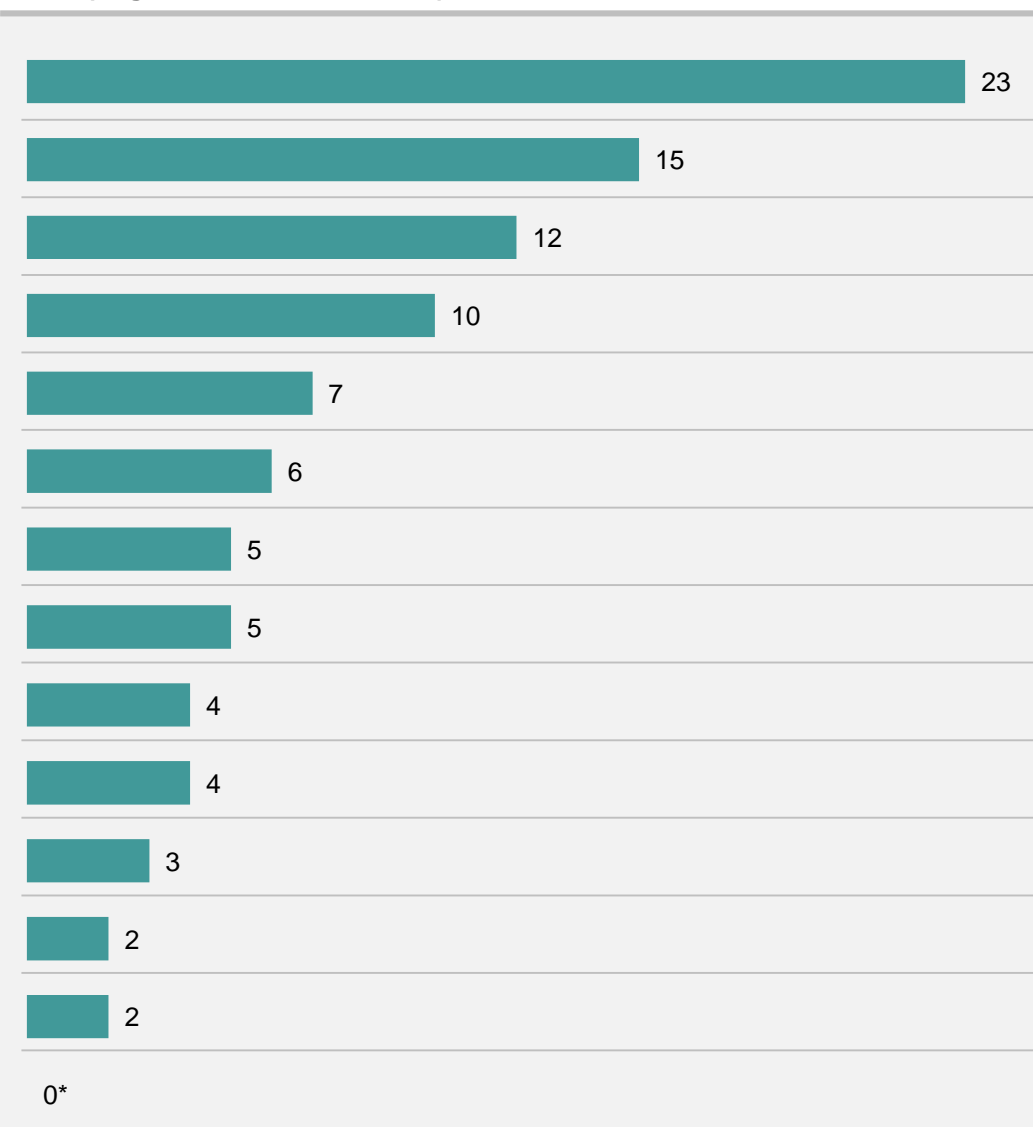
Among 15-49 year olds, cancer is the biggest cause of death, followed by cardiovascular diseases and suicide.

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)

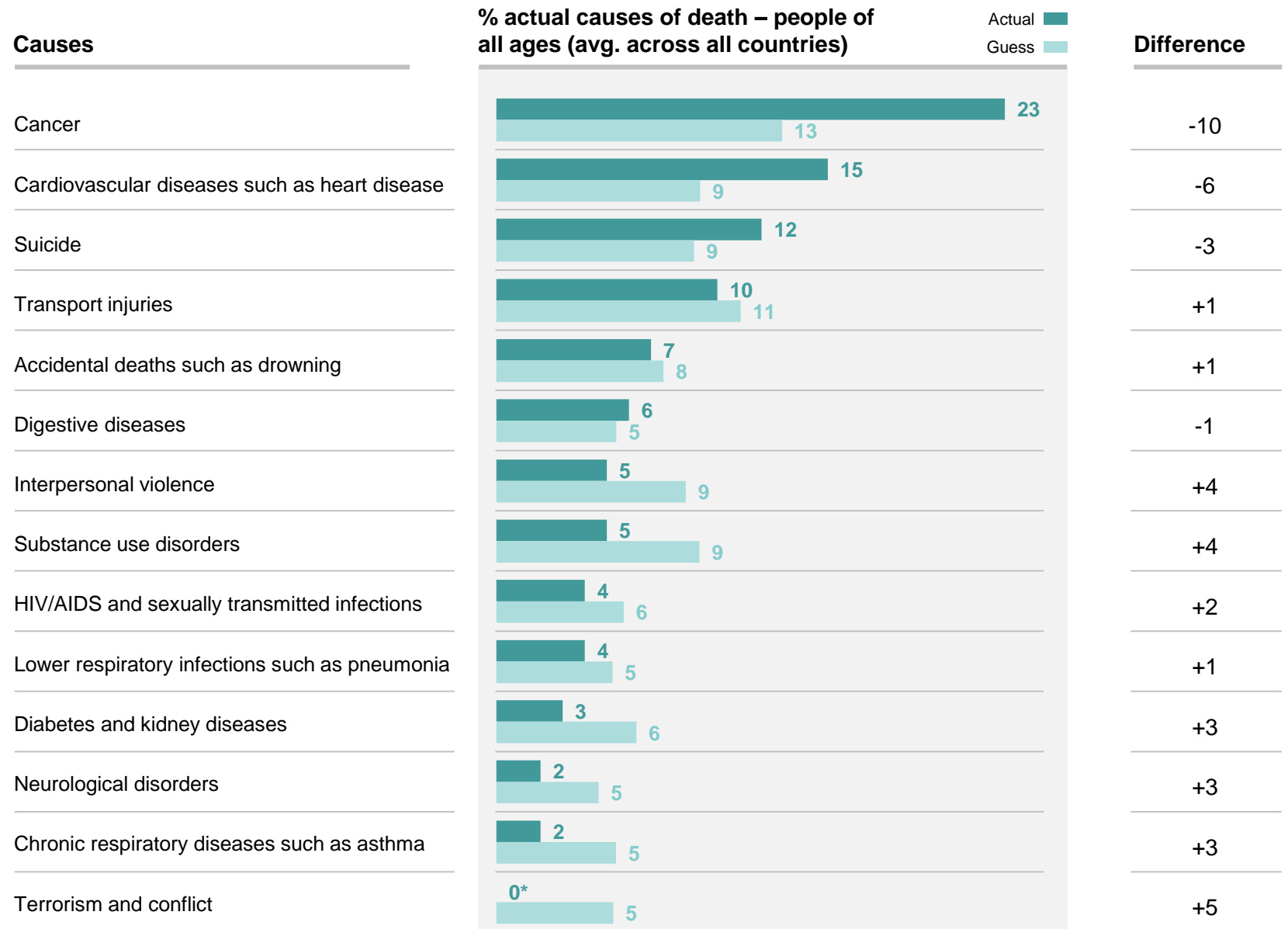


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*Indicates a value higher than 0 but less than 0.5

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.

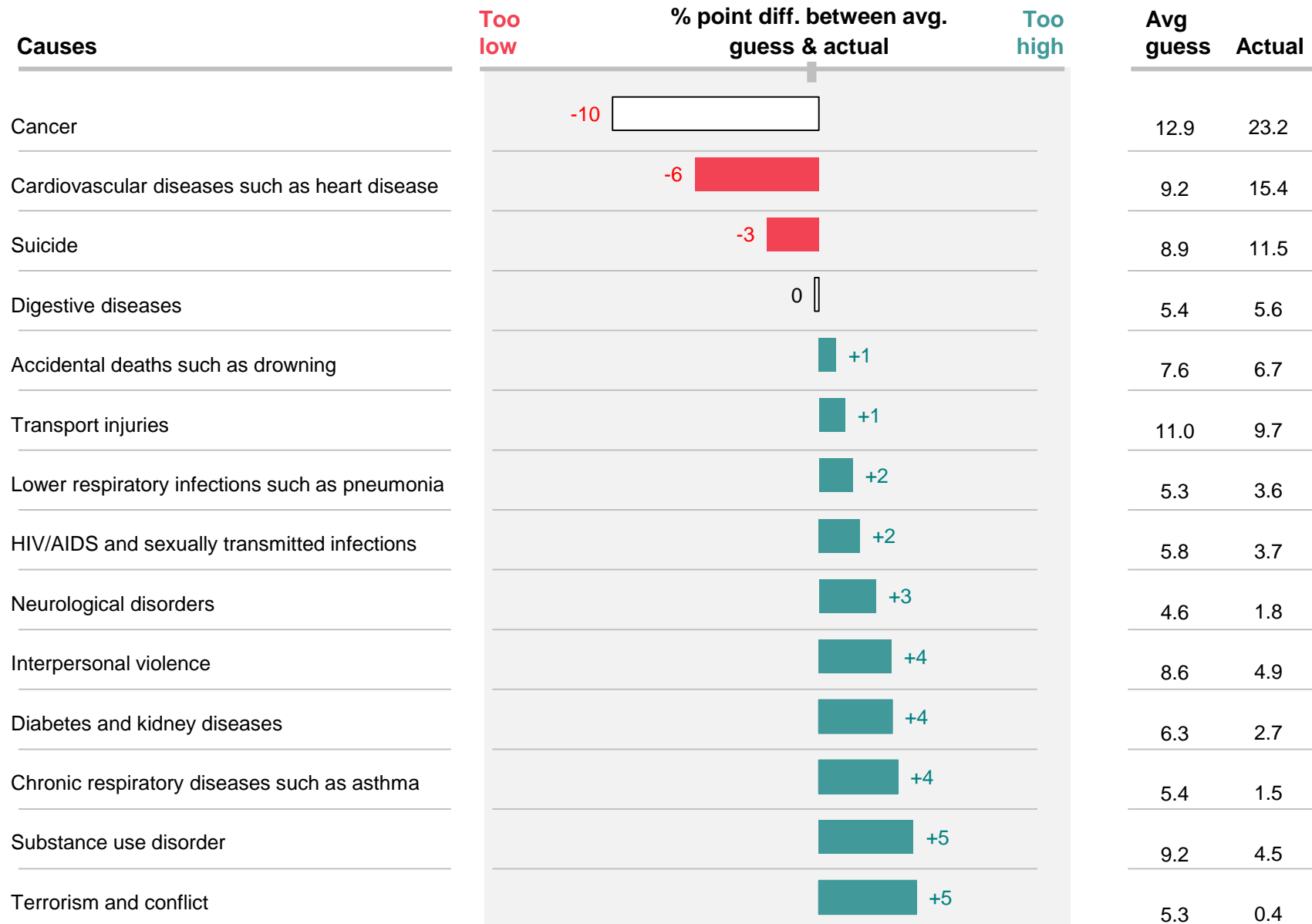


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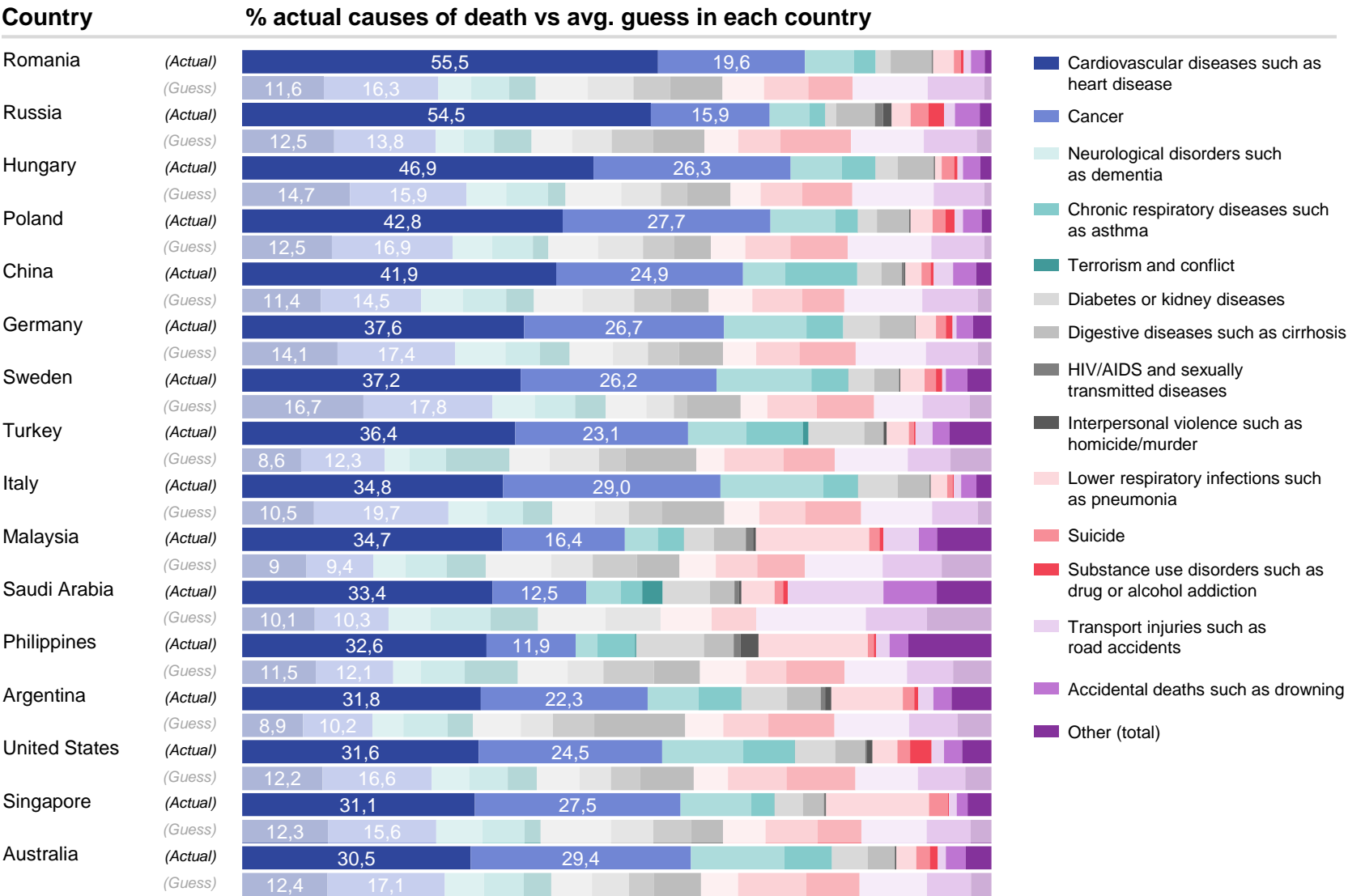
On average people also underestimate the proportion of 15-49 year olds who die from cancer and cardiovascular disease each year.

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



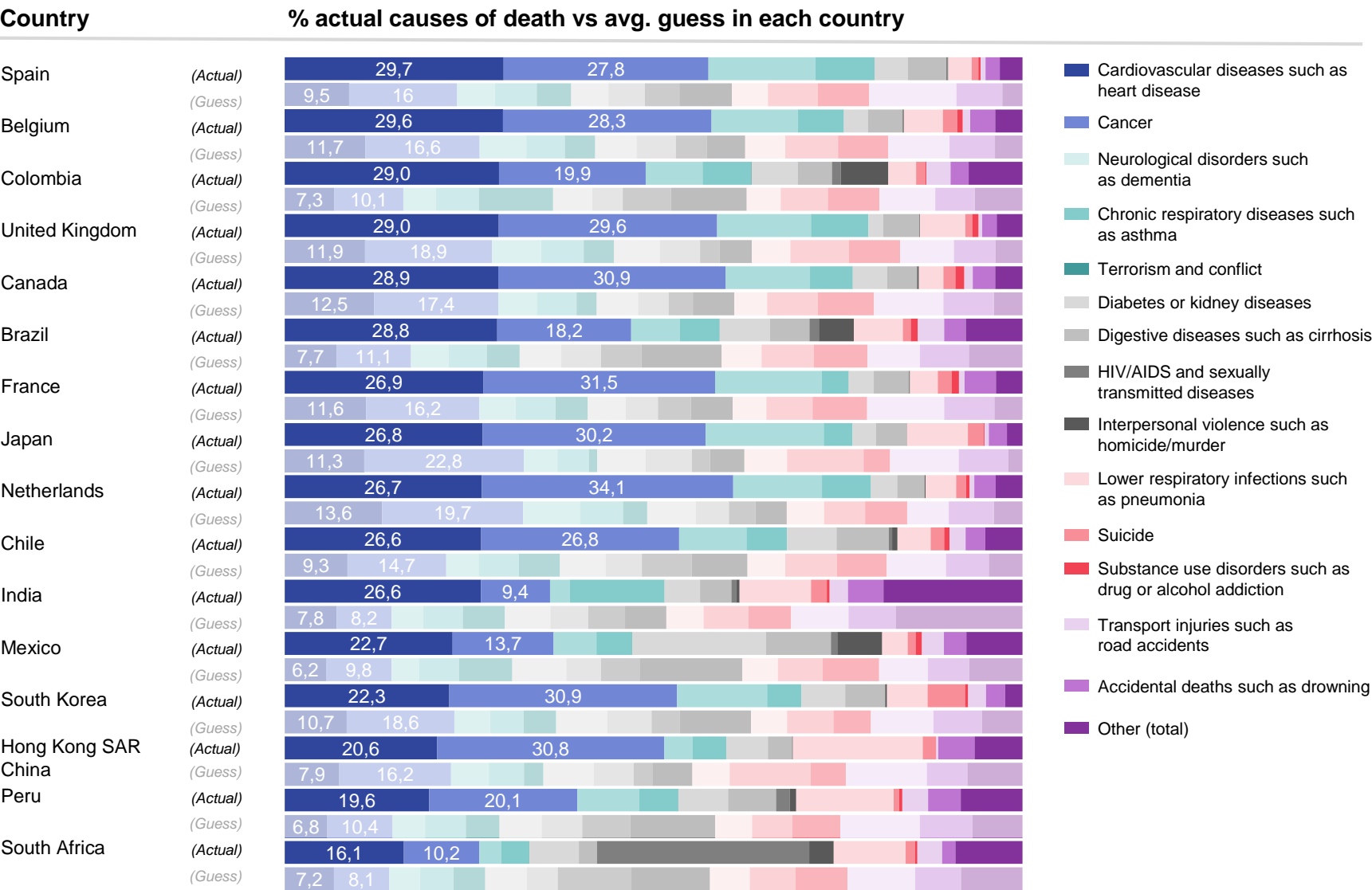
Please see <http://perils.ipsos.com/> for full details of all sources.

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



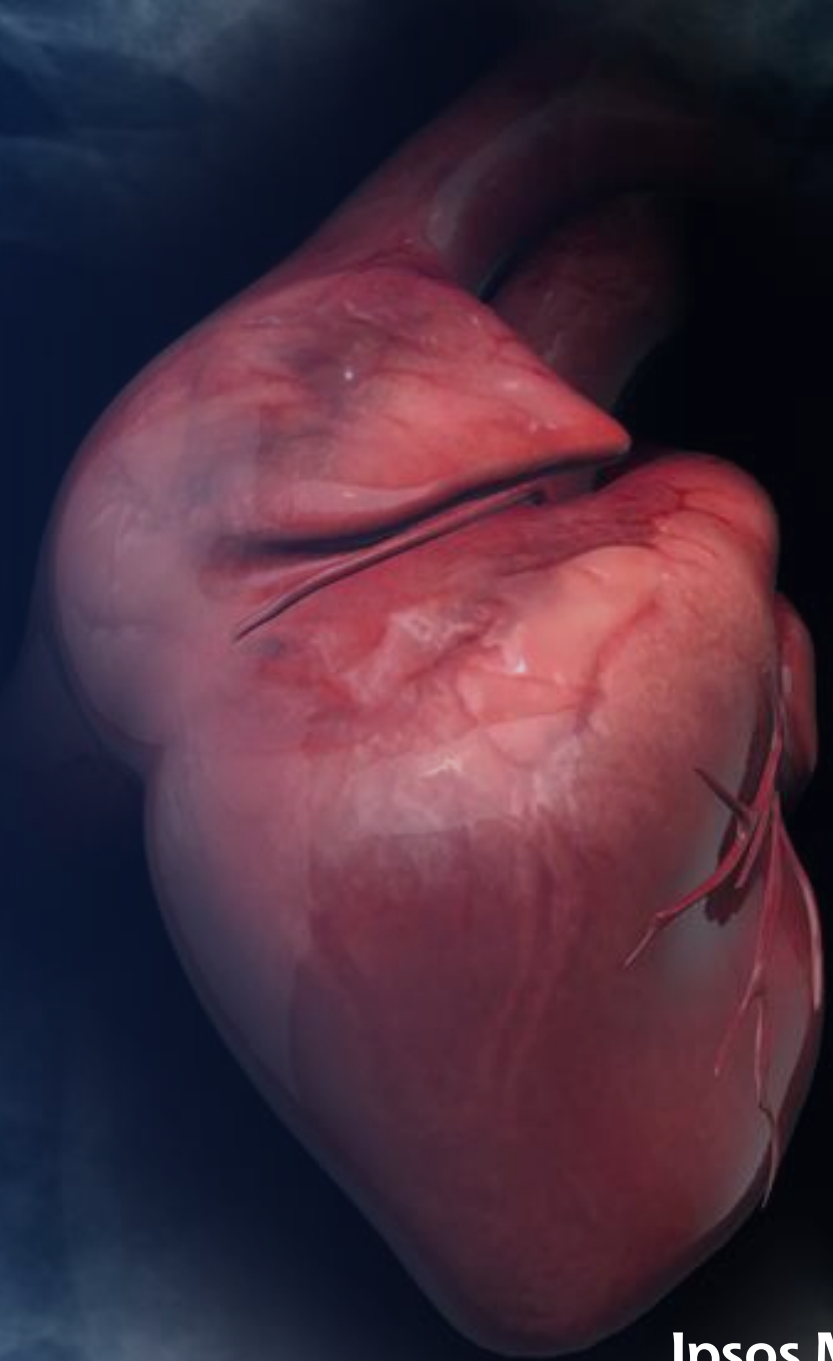
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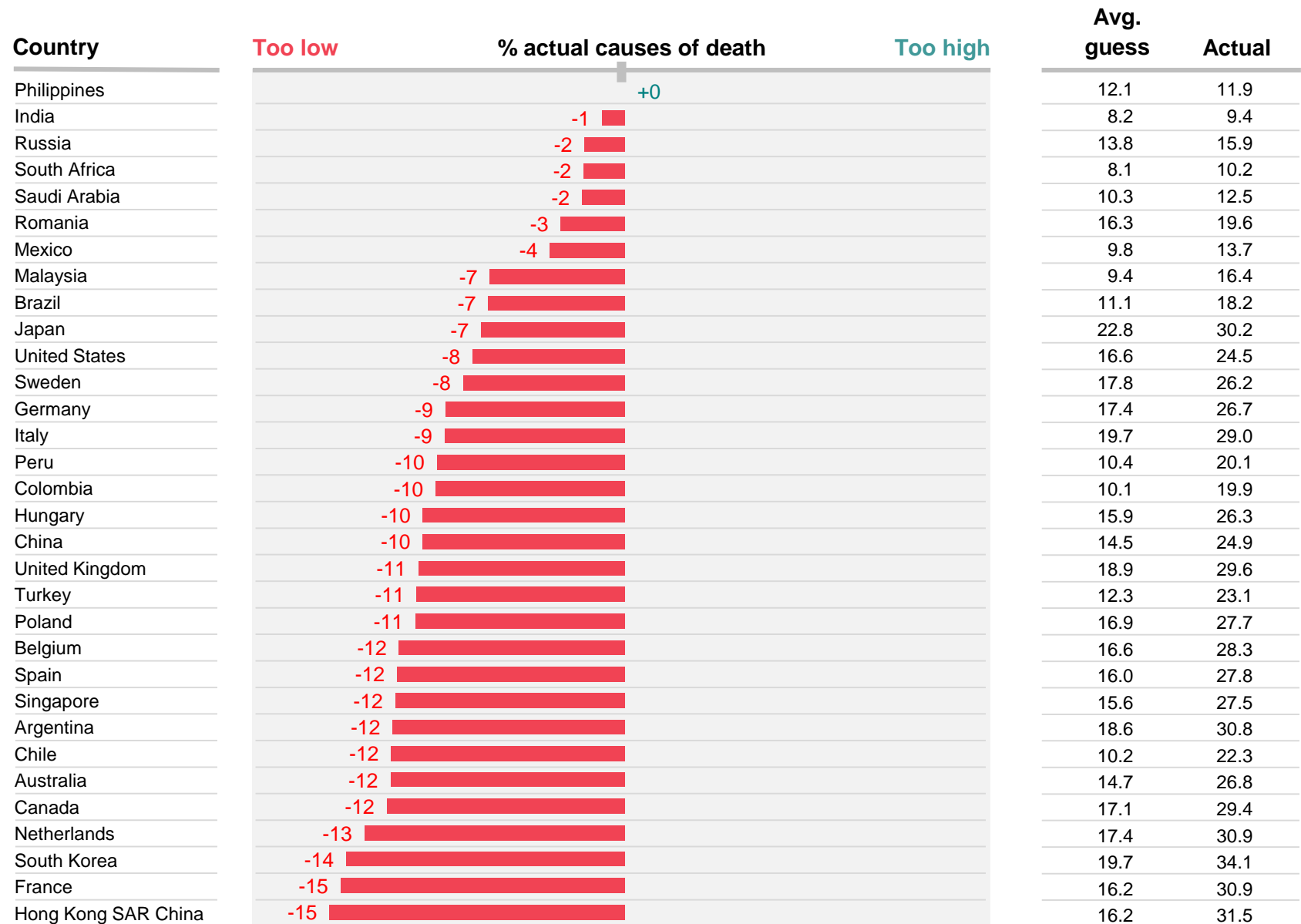
Please see <http://perils.ipsos.com/> for full details of all sources.

CAUSES OF DEATH: DISEASES AND INFECTIONS



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

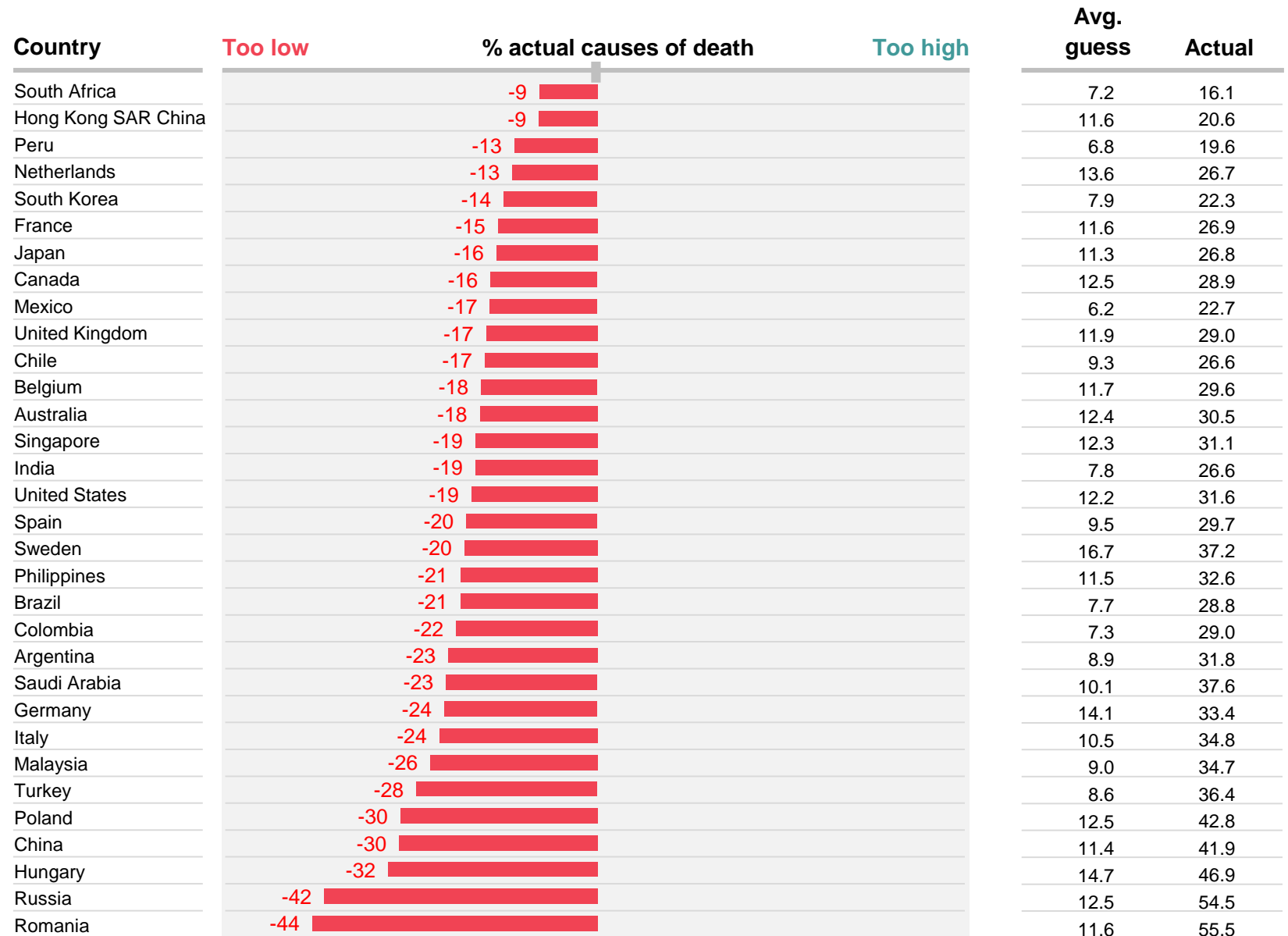
The majority of countries in the study underestimate the proportion of people who die from cancer each year



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 cardiovascular diseases such as heart disease, strokes or heart failure?

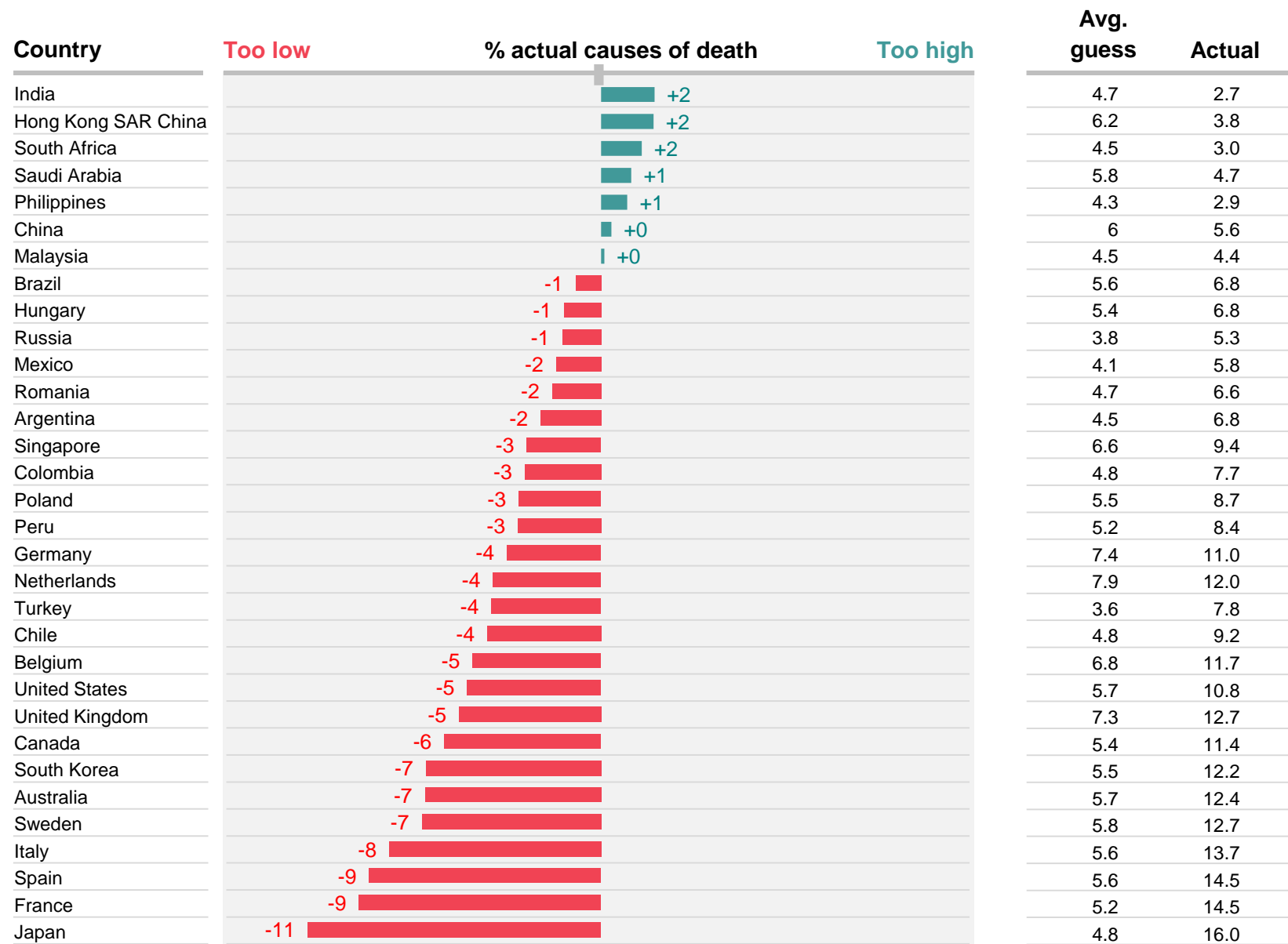
Every country in the study underestimates the number of people who die from Cardiovascular diseases such as heart disease each year.



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 neurological disorders such as dementia or Parkinson’s disease?

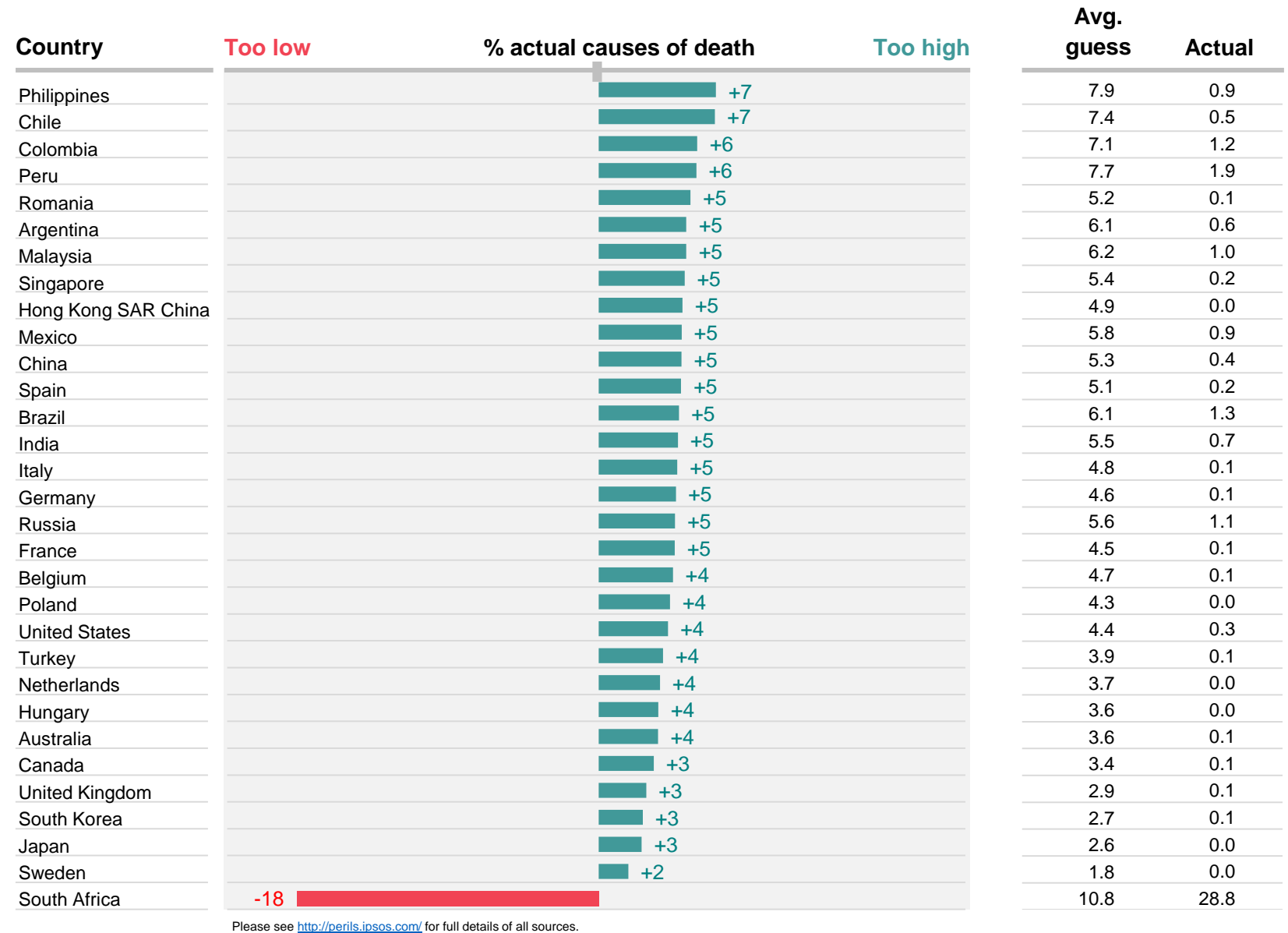
Several countries also underestimate the proportion of people who die from neurological disorders such as dementia or Parkinson’s disease.



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

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

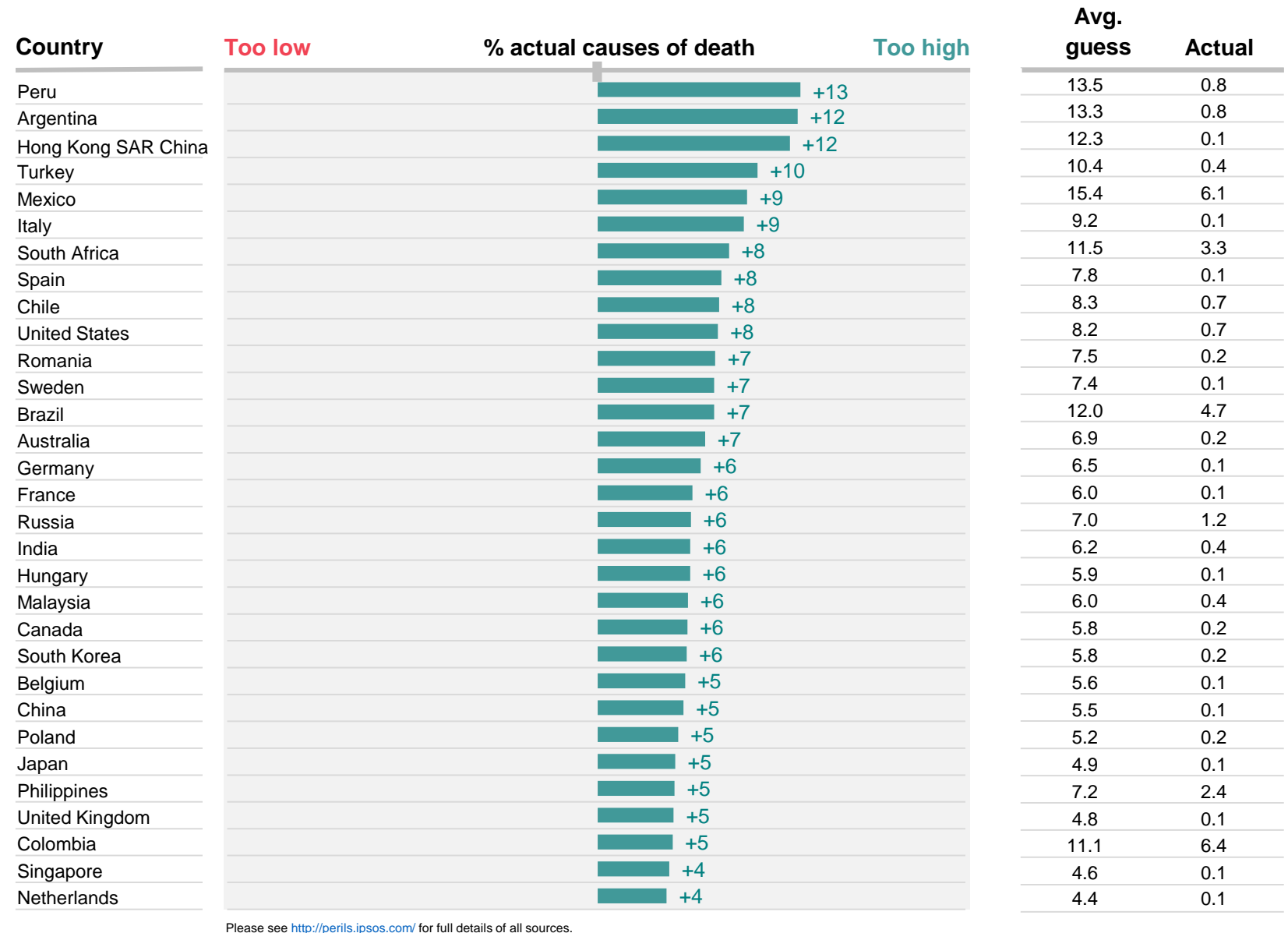




CAUSES OF DEATH: CONFLICT, TERRORISM & VIOLENCE

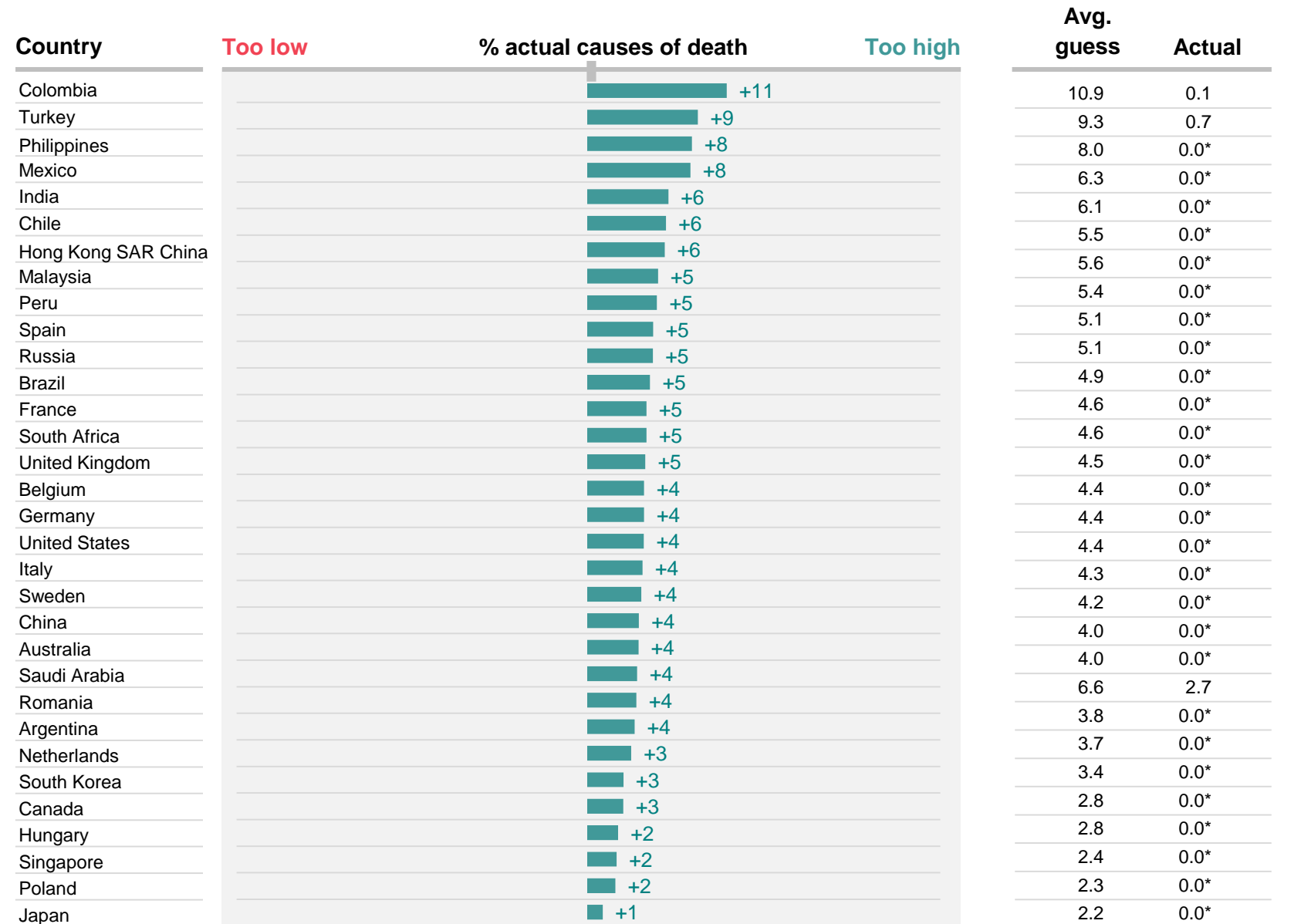
Q. Out of every 100 deaths in [COUNTRY] – about many are a result of interpersonal violence such as homicide/murder?

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.

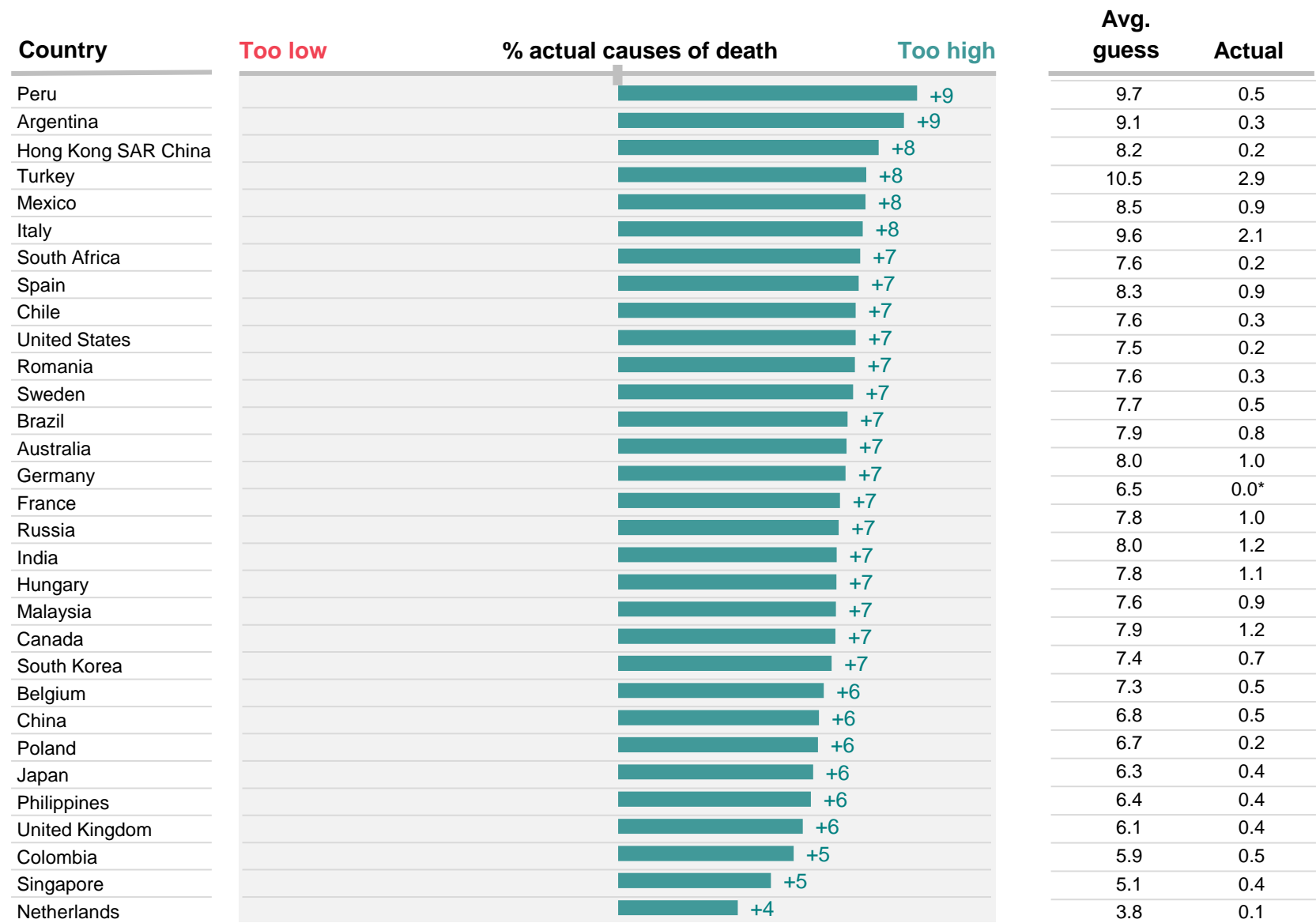
*Indicates a value higher than 0 but less than 0.5



CAUSES OF DEATH: SUBSTANCE USE DISORDERS

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.



*Indicates a value higher than 0 but less than 0.5

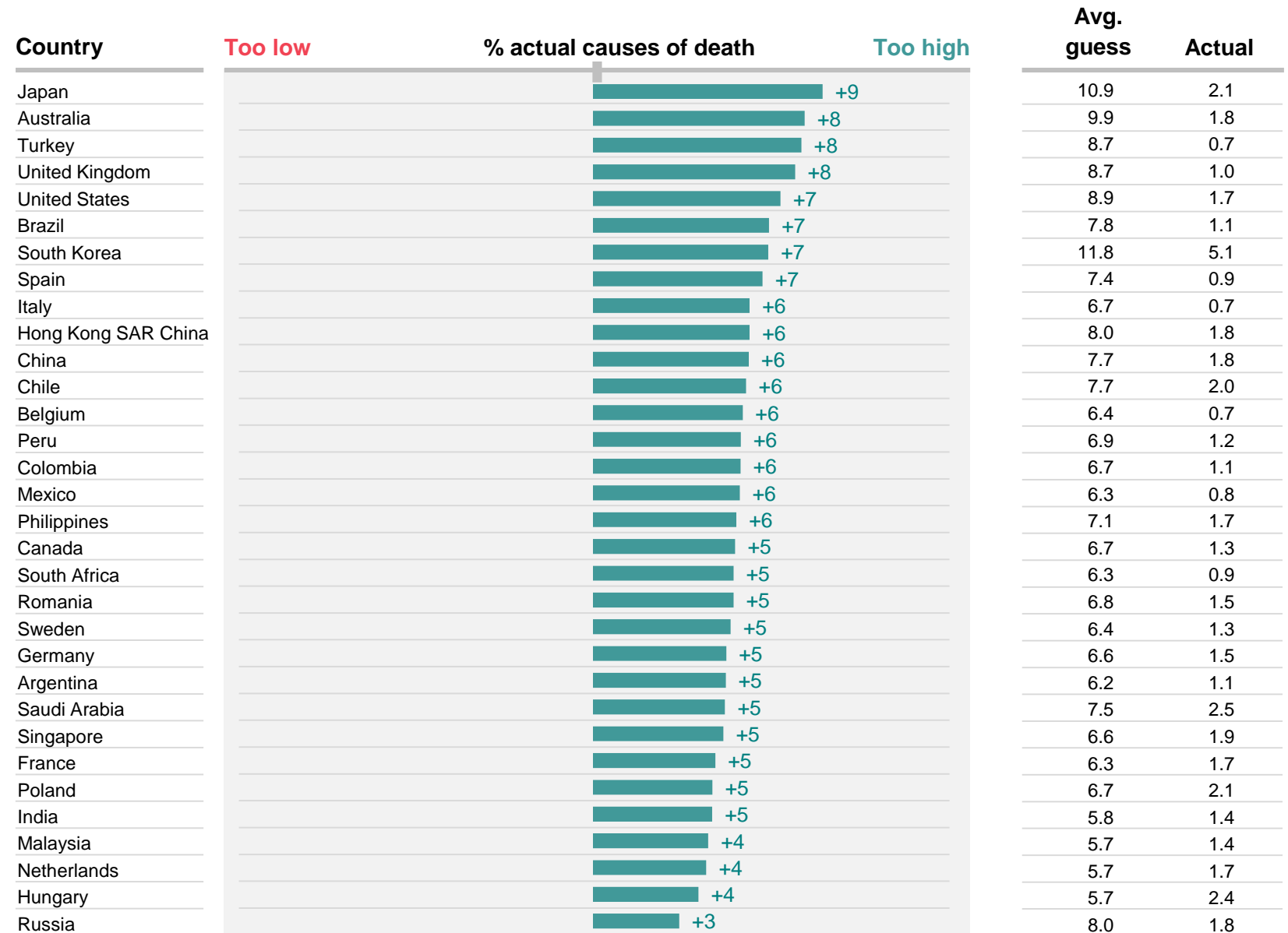
Please see <http://perils.ipsos.com/> for full details of all sources.

CAUSES OF DEATH: SUICIDE



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.



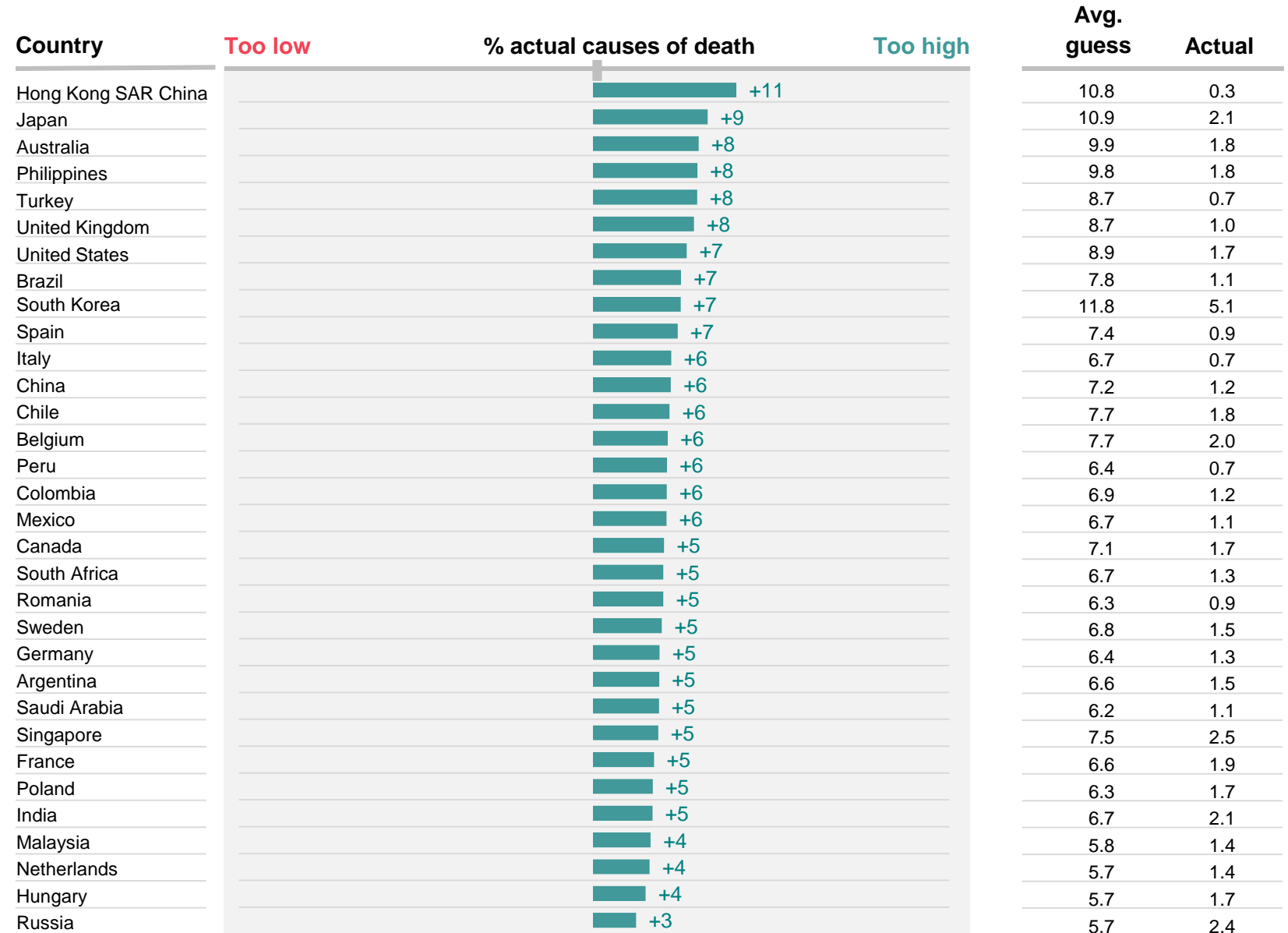
Please see <http://perils.ipsos.com/> for full details of all sources.



CAUSES OF DEATH: TRANSPORT INJURIES

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.

CAUSES OF DEATH:

RISK FACTORS

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



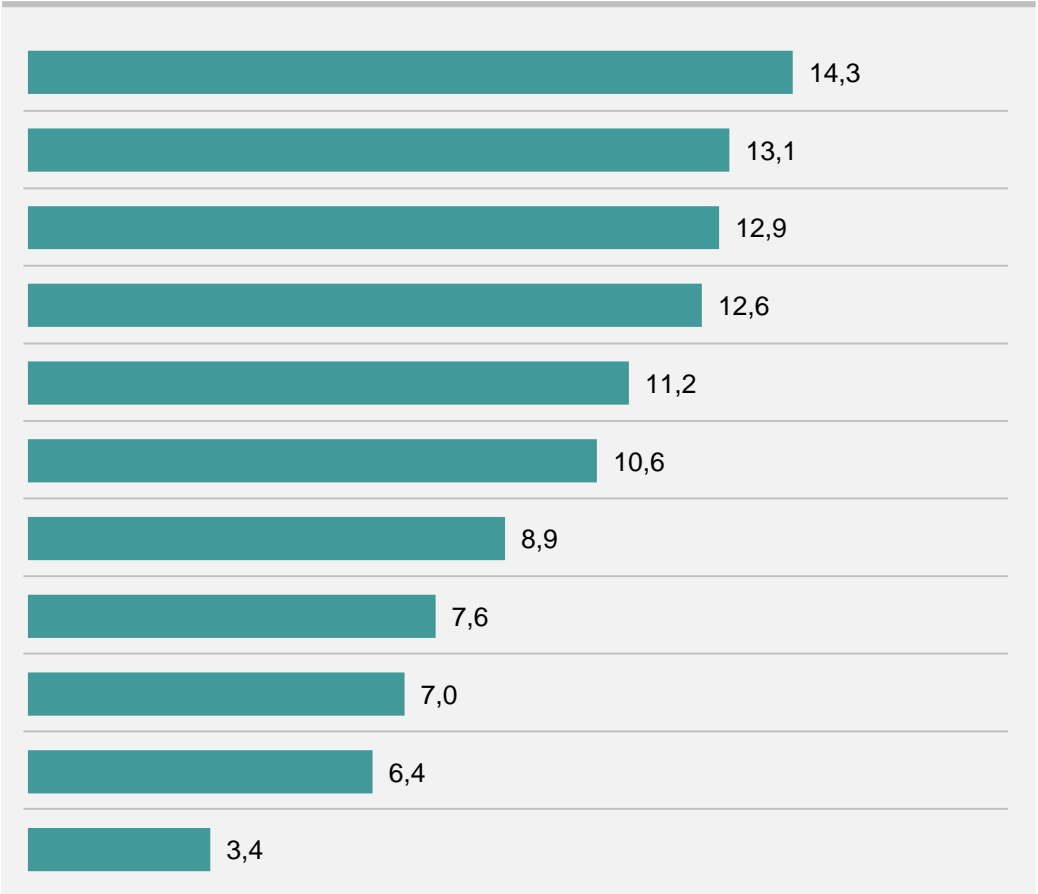
When asked about the relative risks associated with death people select smoking, drug and alcohol use and high blood pressure as the main ‘risk factors’.

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

% linked to deaths - all ages (all countries)



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.

Causes

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)

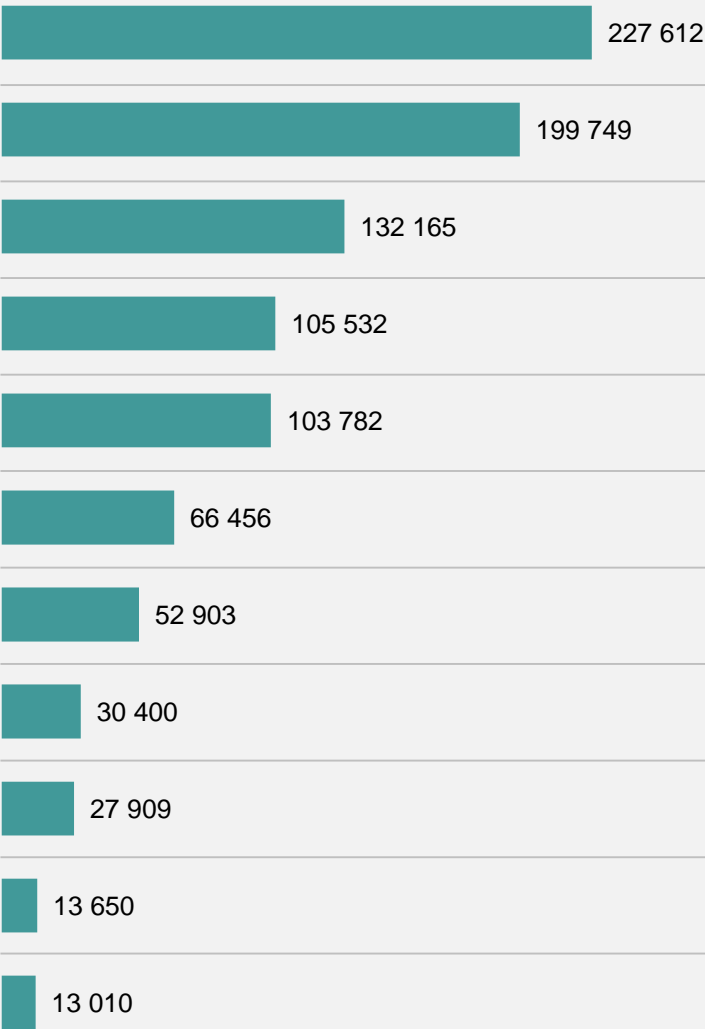
Diet low in vegetables (deaths)

Low physical activity (deaths)

Drug use (deaths)

Unsafe sex (deaths)

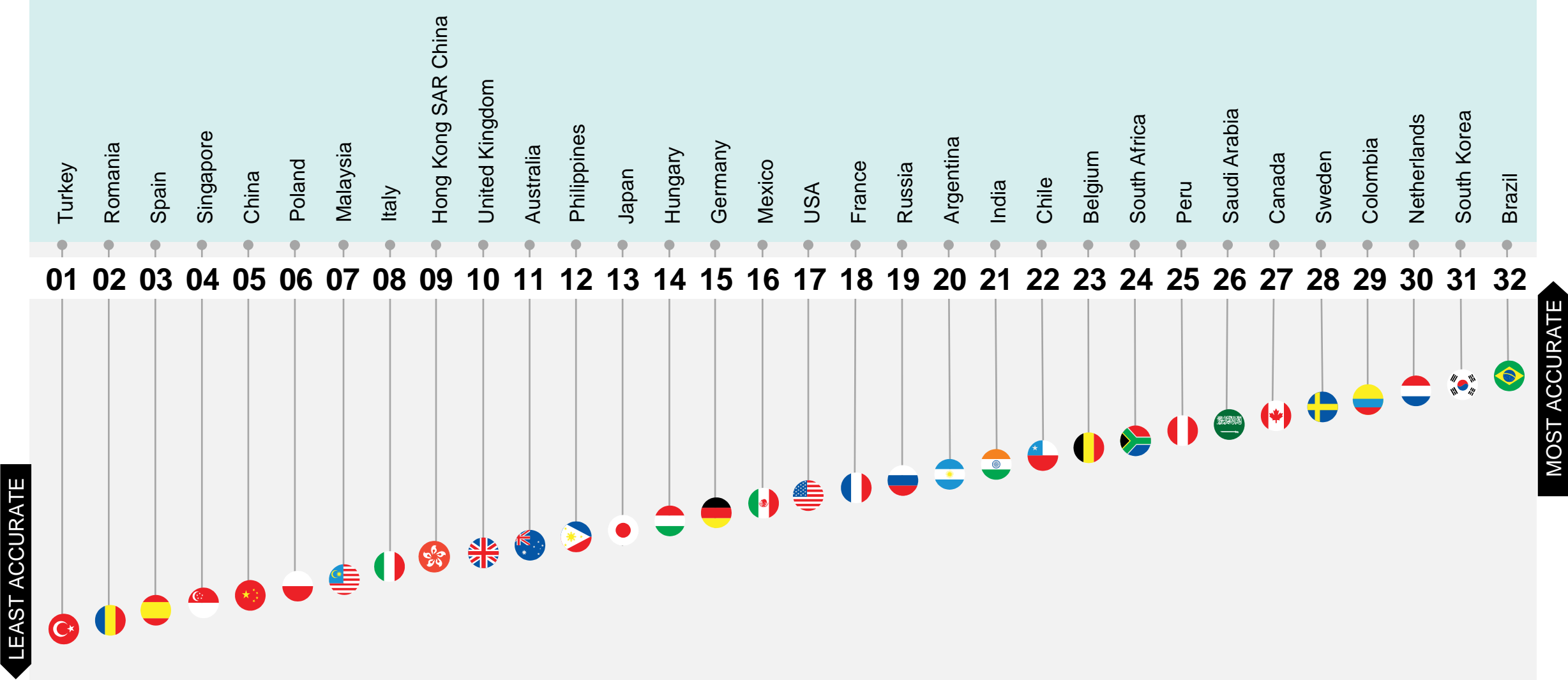
% linked to deaths - all ages (all countries)



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

THE MISPERCEPTIONS INDEX

Misperceptions Index – who's most wrong?



BIASES


WHICH BIASES
MIGHT BE
HAVING AN
INFLUENCE ON
PEOPLE'S
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
<i>Transport injuries such as road accidents</i>	38%	45%	23%	30%	25%
<i>Interpersonal violence such as homicide/murder</i>	37%	14%	21%	17%	8%
<i>Terrorism and conflict</i>	35%	12%	26%	32%	7%
<i>Cancer</i>	29%	70%	40%	31%	31%
<i>Accidental deaths such as drowning, fires and falls'</i>	22%	22%	27%	23%	14%
<i>Suicide</i>	19%	25%	-	-	-
<i>Cardiovascular diseases such as heart disease such as heart disease, strokes or heart failure'</i>	13%	60%	12%	13%	24%
<i>Substance use disorders such as drug or alcohol addiction</i>	15%	35%	9%	8%	4%
<i>Diabetes or kidney diseases</i>	8%	58%	8%	9%	16%
<i>HIV/AIDS or sexually transmitted infections (STIs)</i>	7%	11%	16%	8%	3%
<i>Neurological disorders such as dementia or Parkinson's disease</i>	4%	33%	14%	17%	11%
<i>Chronic respiratory diseases such as asthma such as asthma or chronic obstructive pulmonary disease (COPD)</i>	4%	40%	8%	7%	9%
<i>Lower respiratory infections such as pneumonia such as pneumonia or tuberculosis</i>	3%	34%	5%	6%	8%
<i>Digestive system diseases such as cirrhosis or liver disease</i>	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

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

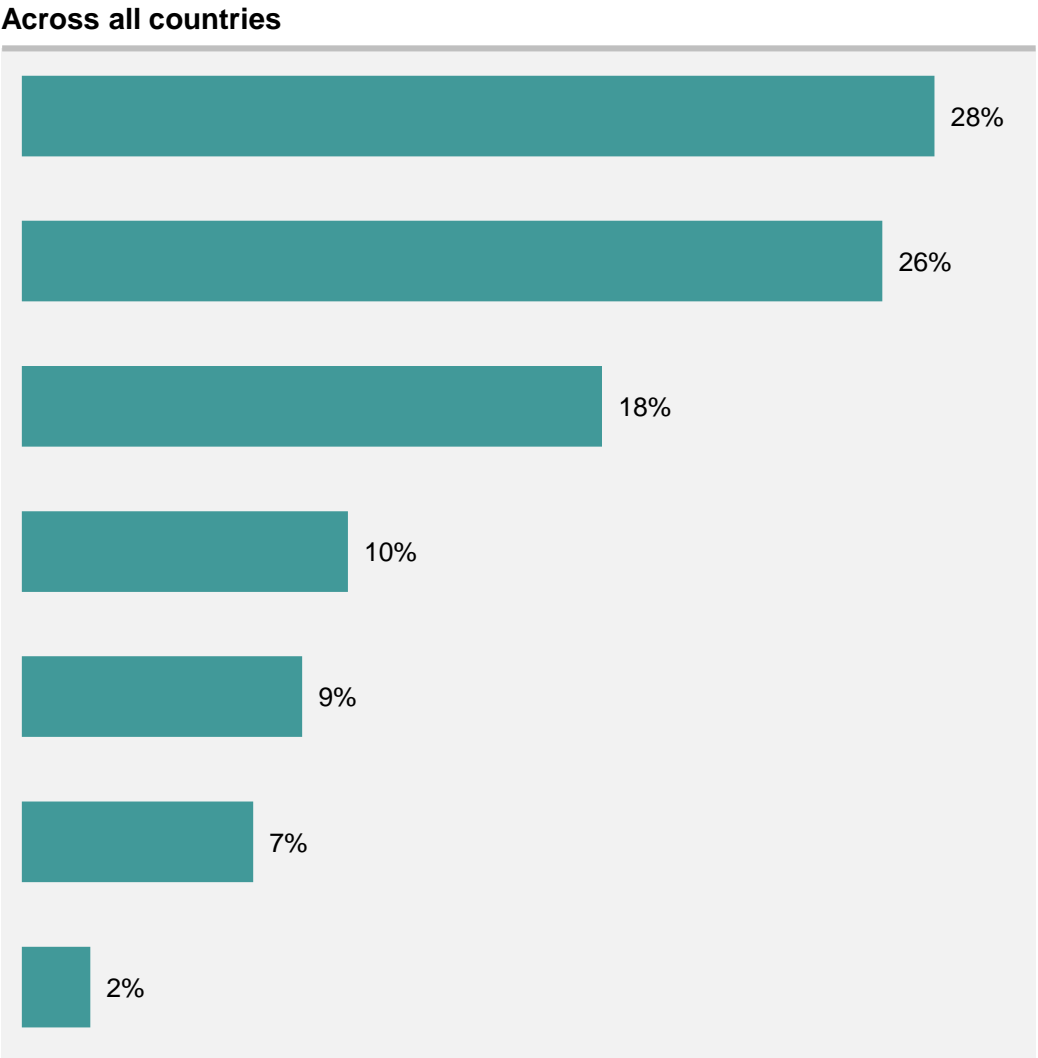
Most mentions
2nd most mentions
3rd most mentions

		AR	AU	BE	BR	CA	CL	CN	CO	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
	TOTAL	AR	AU	BE	BR	CA	CL	CN	CO	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
Transport injuries such as road accidents	38%	39%	48%	31%	17%	36%	30%	45%	25%	30%	28%	41%	54%	36%	33%	50%	34%	45%	30%	23%	40%	47%	48%	44%	57%	26%	42%	50%	47%	35%	35%	44%	24%
Interpersonal violence such as homicide/murder	37%	50%	36%	40%	41%	37%	38%	10%	41%	37%	35%	27%	42%	20%	50%	54%	46%	13%	43%	37%	52%	33%	34%	39%	33%	0%	19%	49%	50%	54%	60%	45%	36%
Terrorism and conflict	35%	21%	41%	47%	16%	47%	29%	11%	44%	51%	44%	26%	37%	34%	42%	24%	49%	13%	27%	49%	17%	32%	34%	17%	57%	27%	22%	23%	14%	40%	58%	59%	54%
Cancer	29%	20%	30%	37%	26%	36%	27%	41%	21%	32%	24%	38%	14%	30%	34%	18%	29%	27%	24%	33%	20%	26%	38%	30%	26%	30%	41%	20%	32%	35%	26%	20%	50%
Accidental deaths such as drowning, fires and falls ¹	22%	18%	25%	22%	18%	22%	15%	28%	14%	20%	22%	30%	33%	28%	19%	35%	19%	30%	16%	33%	24%	18%	19%	26%	36%	18%	26%	20%	19%	16%	28%	9%	17%
Suicide	19%	12%	22%	20%	19%	21%	11%	15%	16%	14%	10%	34%	9%	26%	18%	24%	26%	21%	20%	13%	19%	20%	12%	24%	10%	14%	26%	15%	48%	10%	10%	29%	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%	33%	21%	15%	9%	15%	34%	19%	13%	12%	0%	12%	20%	7%	12%	10%	14%	18%
Cardiovascular diseases such as heart disease, strokes or heart failure ¹	13%	9%	10%	12%	10%	11%	11%	27%	7%	11%	6%	19%	14%	19%	10%	6%	9%	22%	8%	19%	5%	19%	18%	19%	11%	16%	27%	6%	8%	8%	11%	9%	15%
Diabetes or kidney diseases	8%	4%	5%	5%	6%	4%	7%	18%	3%	2%	3%	11%	6%	17%	5%	4%	6%	15%	19%	6%	8%	13%	11%	6%	1%	23%	28%	7%	8%	4%	5%	5%	7%
HIV/AIDS or sexually transmitted infections (STIs)	7%	6%	4%	7%	8%	3%	14%	9%	10%	9%	5%	3%	1%	13%	7%	1%	4%	8%	8%	2%	7%	21%	4%	3%	13%	0%	6%	34%	2%	4%	3%	1%	3%
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%	3%	5%	4%	2%	6%	2%	2%	2%	1%	9%	5%	3%	4%	3%	2%	5%	4%
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%	3%	2%	6%	5%	1%	2%	3%	2%	7%	5%	2%	10%	6%	1%	2%	11%	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%	2%	3%	3%	1%	5%	3%	2%	6%	1%	8%	6%	2%	2%	1%	1%	0%	1%
Lower respiratory infections such as pneumonia or tuberculosis	3%	2%	1%	4%	4%	1%	2%	5%	2%	1%	4%	5%	2%	9%	2%	2%	1%	3%	4%	1%	3%	7%	3%	4%	1%	8%	3%	2%	2%	3%	2%	3%	2%

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%).

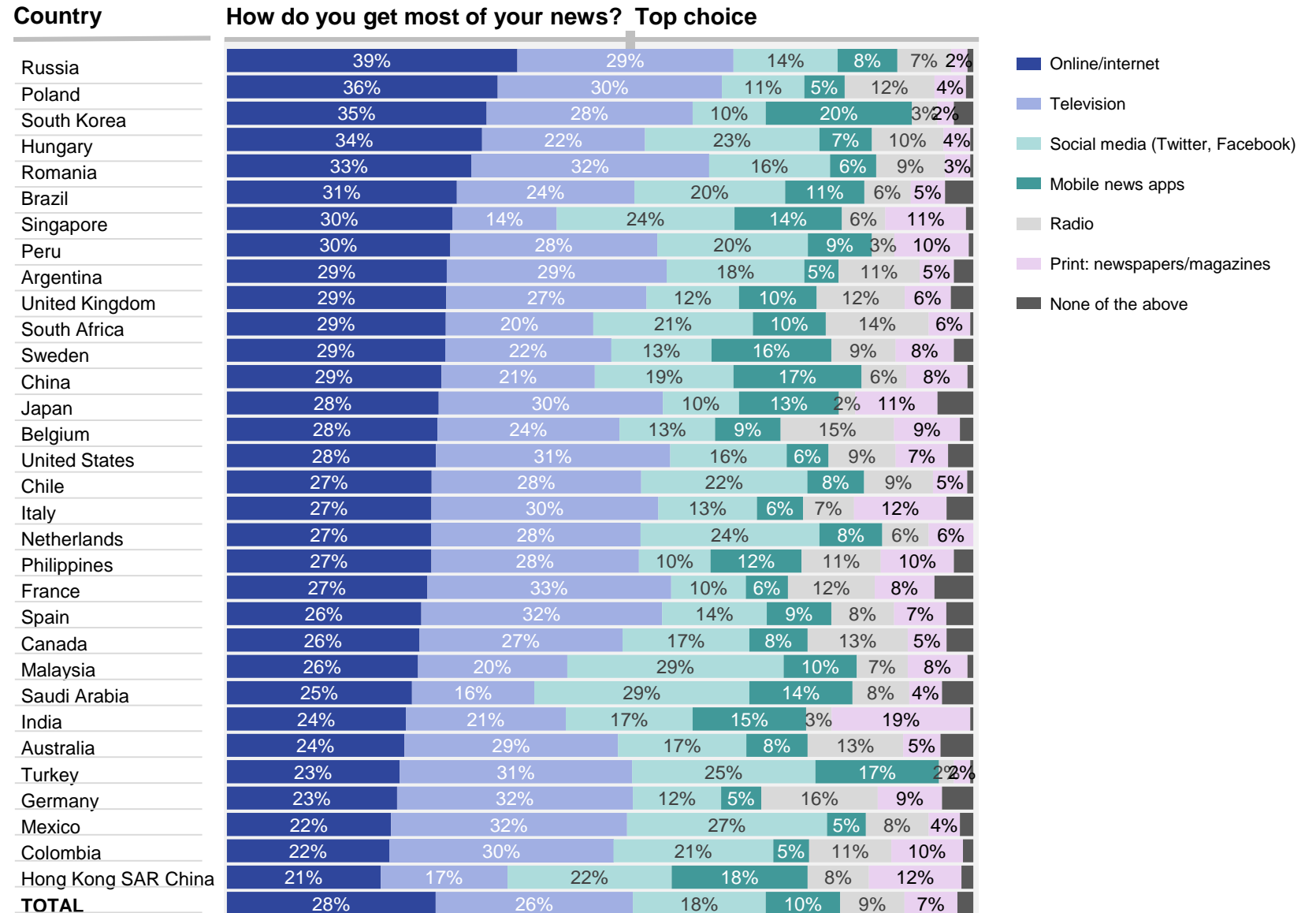
News source
Online/Internet
Television
Social media
Mobile News apps
Radio
Newspapers/magazines
None of these



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%.



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

CAUSES OF DEATH:

WHAT HAVE
PEOPLE BEEN
PERSONALLY
AFFECTED BY



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

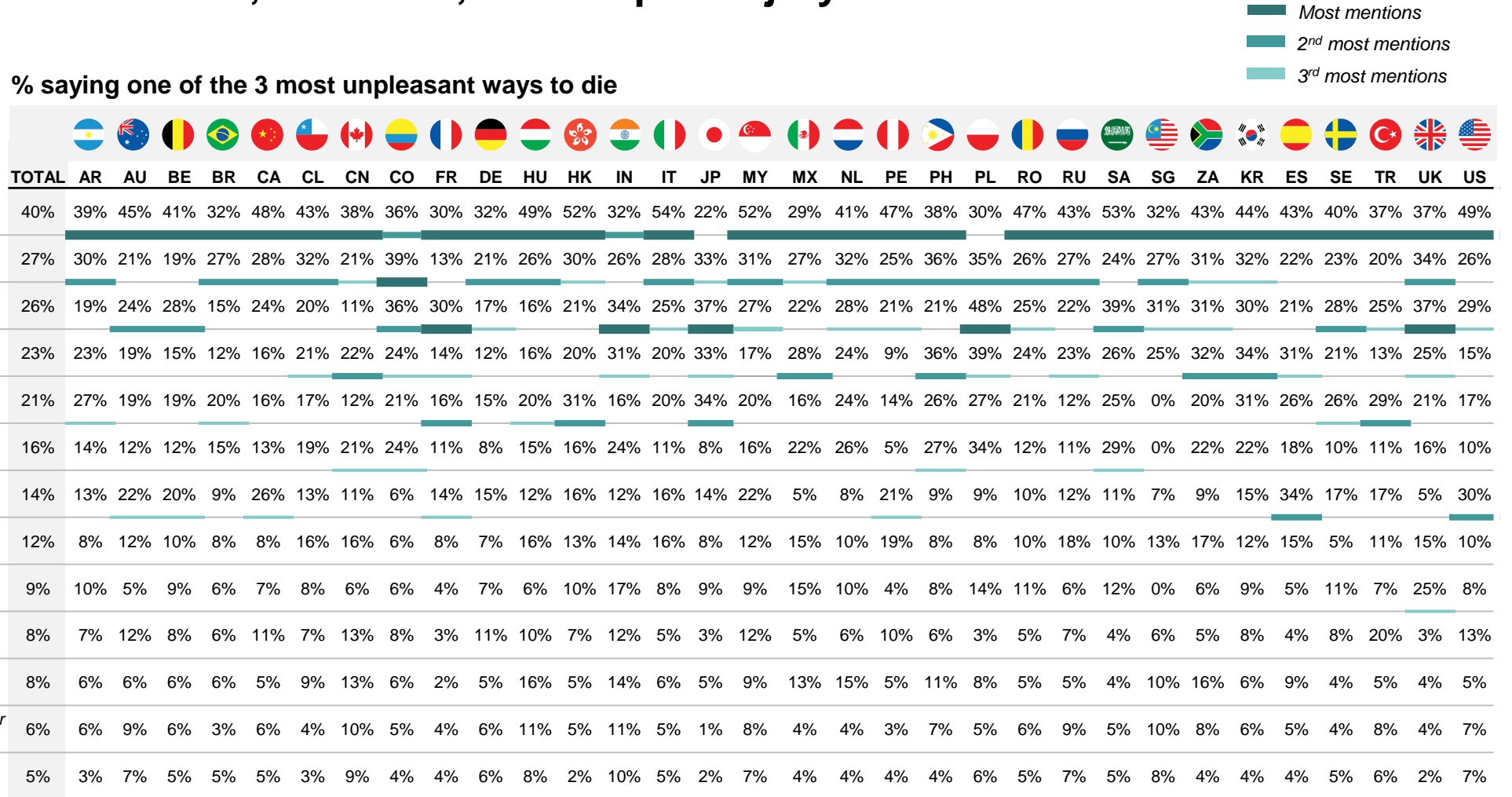
% saying they have been personally affected by (top choice)

Most mentions
2nd most mentions
3rd most mentions

		AR	AU	BE	BR	CA	CL	CN	CO	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 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 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 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%

CAUSES OF DEATH: WHAT DO PEOPLE FEAR MOST

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



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 most likely to happen to them

		AR	AU	BE	BR	CA	CL	CN	CO	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
	TOTAL	AR	AU	BE	BR	CA	CL	CN	CO	FR	DE	HU	HK	IN	IT	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%	49%	20%	31%	41%	20%	39%	44%	25%	33%	22%	38%	35%	22%	34%	42%	26%	54%
Getting cancer	31%	28%	36%	28%	20%	37%	35%	19%	33%	20%	28%	33%	19%	30%	40%	32%	36%	26%	30%	28%	33%	25%	27%	29%	44%	24%	41%	36%	46%	33%	40%	32%	38%
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%	34%	30%	33%	24%	35%	41%	28%	36%	32%	19%	34%	38%	43%	25%	29%	35%	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%	27%	23%	21%	27%	22%	31%	23%	18%	33%	18%	25%	23%	20%	18%	21%	17%	30%
'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%	17%	14%	31%	14%	25%	20%	28%	10%	22%	0%	14%	30%	16%	16%	23%	14%	18%
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%	28%	11%	9%	21%	15%	13%	16%	7%	15%	9%	22%	20%	22%	20%	19%	12%	31%
'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%	8%	15%	11%	9%	14%	16%	9%	18%	12%	15%	15%	11%	17%	12%	16%	18%	9%
Getting diabetes or a kidney disease	9%	6%	5%	7%	11%	6%	8%	15%	5%	7%	5%	11%	8%	20%	8%	8%	9%	14%	13%	6%	12%	15%	9%	11%	9%	16%	14%	7%	9%	8%	6%	12%	4%
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%	4%	12%	12%	6%	13%	15%	9%	6%	17%	0%	7%	13%	8%	7%	5%	6%	3%
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%	6%	12%	8%	7%	8%	11%	12%	6%	11%	0%	7%	7%	8%	6%	2%	12%	4%
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%	8%	7%	4%	9%	9%	6%	8%	6%	11%	8%	9%	3%	8%	3%	11%	6%
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%	7%	6%	5%	4%	4%	7%	5%	9%	9%	11%	8%	7%	5%	6%	6%	7%	5%
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%	5%	6%	4%	5%	9%	6%	4%	9%	5%	9%	8%	5%	6%	6%	10%	8%	3%

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 they have least control over

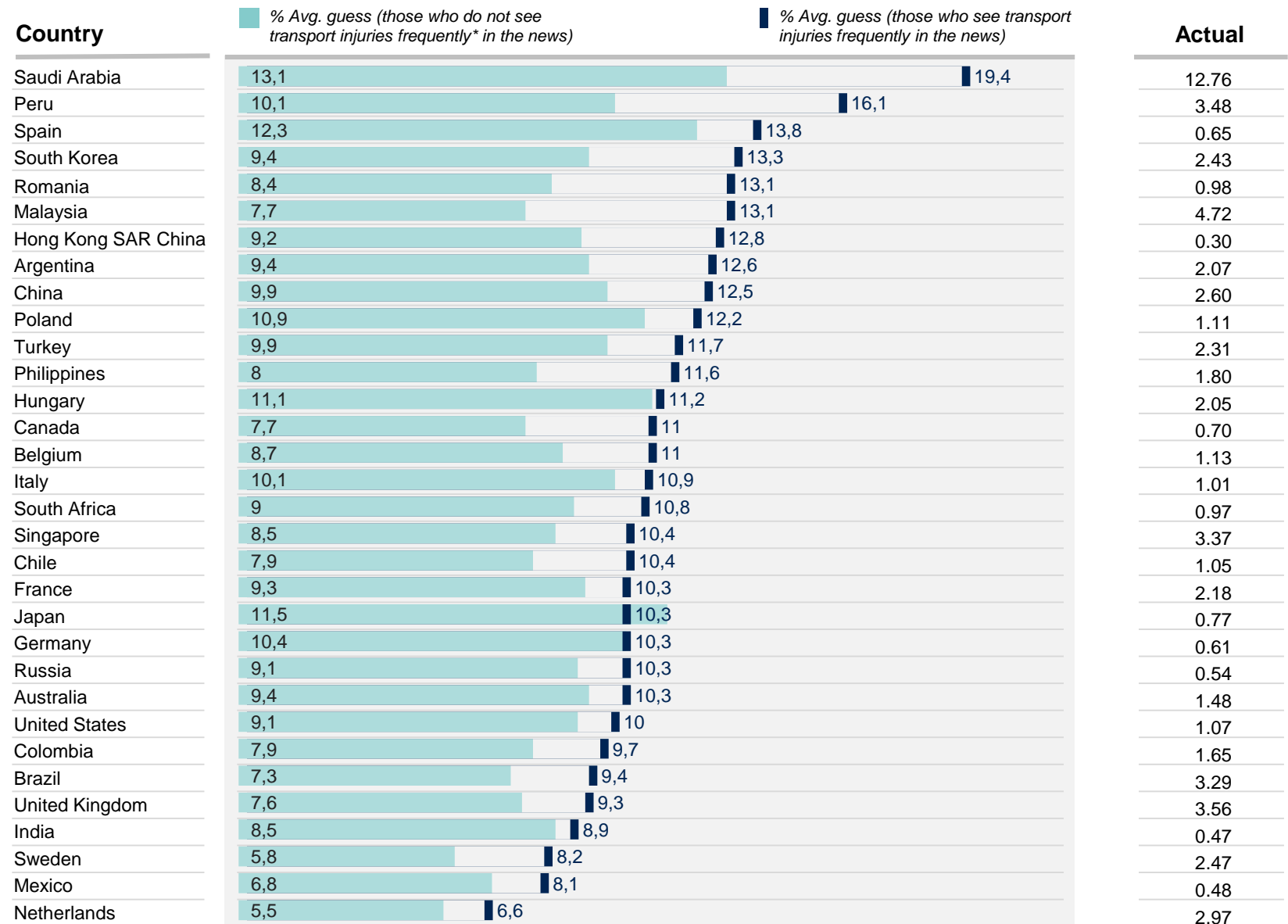
		AR	AU	BE	BR	CA	CL	CN	CO	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
	TOTAL	AR	AU	BE	BR	CA	CL	CN	CO	FR	DE	HU	HK	IN	IT	JP	MY	MX	NL	PE	PH	PL	RO	RU	SA	SG	ZA	KR	ES	SE	TR	UK	US
Getting cancer	31%	23%	35%	42%	16%	41%	31%	13%	28%	33%	25%	30%	38%	20%	40%	38%	39%	20%	27%	30%	31%	16%	39%	26%	24%	15%	35%	27%	43%	34%	45%	37%	40%
Getting a transport injury	25%	24%	21%	26%	17%	21%	28%	24%	33%	22%	12%	14%	32%	28%	22%	20%	23%	25%	35%	8%	36%	26%	31%	27%	32%	24%	16%	38%	33%	27%	21%	37%	16%
'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%	31%	21%	22%	24%	20%	30%	28%	23%	26%	15%	31%	24%	21%	21%	36%	30%	30%
Getting diabetes or a kidney disease	16%	14%	14%	9%	14%	15%	28%	11%	16%	7%	9%	17%	18%	24%	10%	17%	19%	20%	29%	10%	23%	28%	16%	10%	9%	21%	24%	16%	23%	10%	12%	21%	13%
'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%	14%	20%	16%	9%	21%	15%	18%	13%	17%	16%	11%	17%	11%	14%	12%	13%	8%
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%	16%	6%	4%	13%	7%	8%	11%	5%	5%	6%	11%	9%	18%	17%	14%	8%	24%
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%	10%	7%	14%	8%	11%	14%	10%	6%	4%	11%	9%	9%	7%	10%	7%	12%	9%
'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%	8%	7%	18%	4%	23%	12%	8%	4%	8%	0%	6%	20%	9%	5%	10%	8%	5%
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%	9%	3%	8%	6%	9%	14%	11%	12%	8%	9%	7%	8%	8%	5%	8%	7%	7%
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%	8%	6%	7%	3%	10%	8%	6%	10%	11%	10%	13%	4%	11%	7%	6%	4%	6%
Being a victim of a terrorist attack	7%	6%	4%	7%	3%	3%	7%	6%	21%	6%	5%	7%	4%	13%	5%	3%	5%	10%	10%	3%	6%	9%	4%	8%	9%	12%	7%	12%	3%	6%	6%	19%	3%
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%	5%	3%	5%	2%	5%	5%	4%	3%	5%	0%	3%	5%	2%	5%	3%	7%	4%
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%	3%	4%	4%	2%	5%	3%	1%	3%	2%	0%	3%	8%	1%	3%	1%	3%	1%

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.

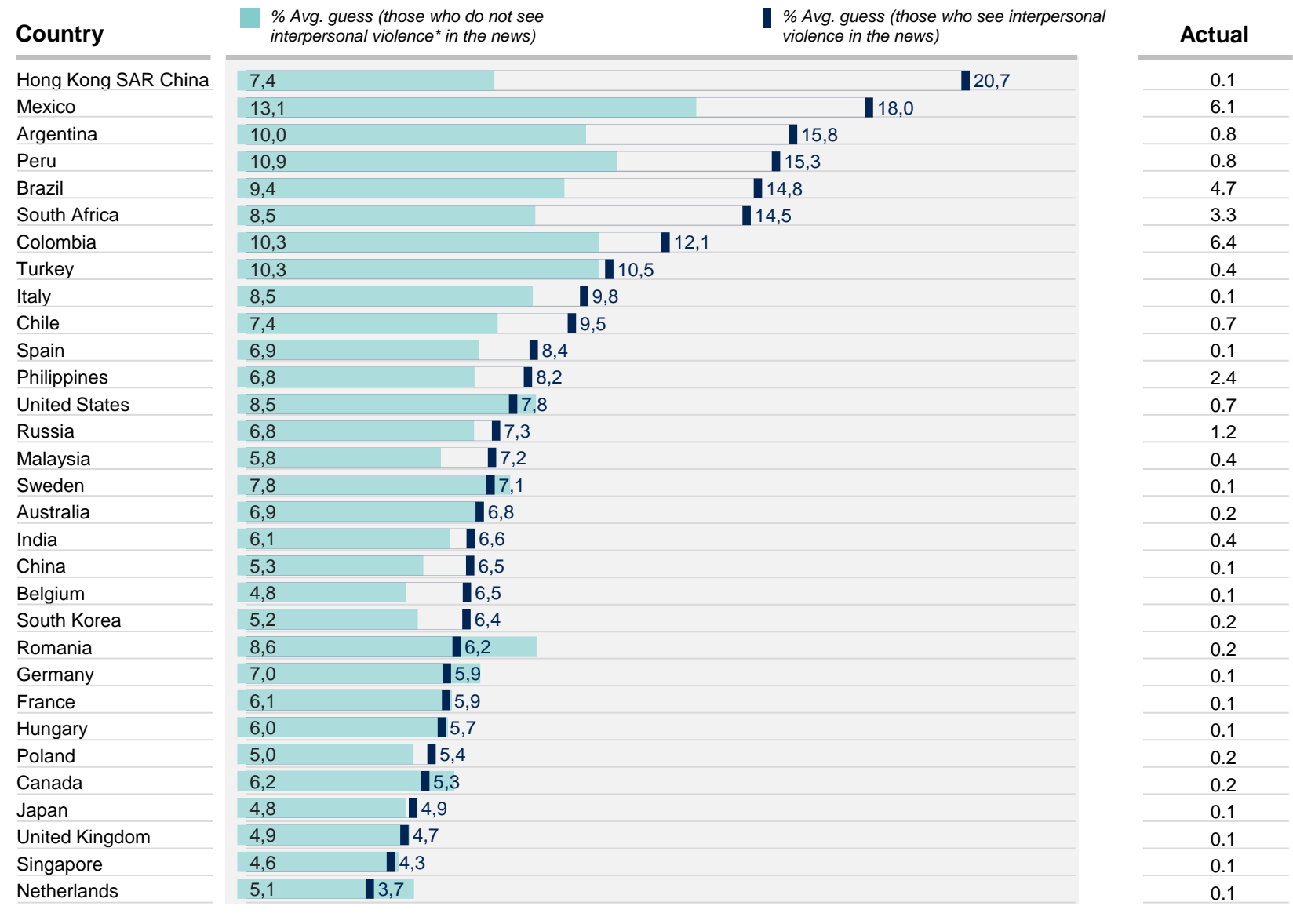


Please see <http://perils.ipsos.com/> for full details of all sources.

*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.

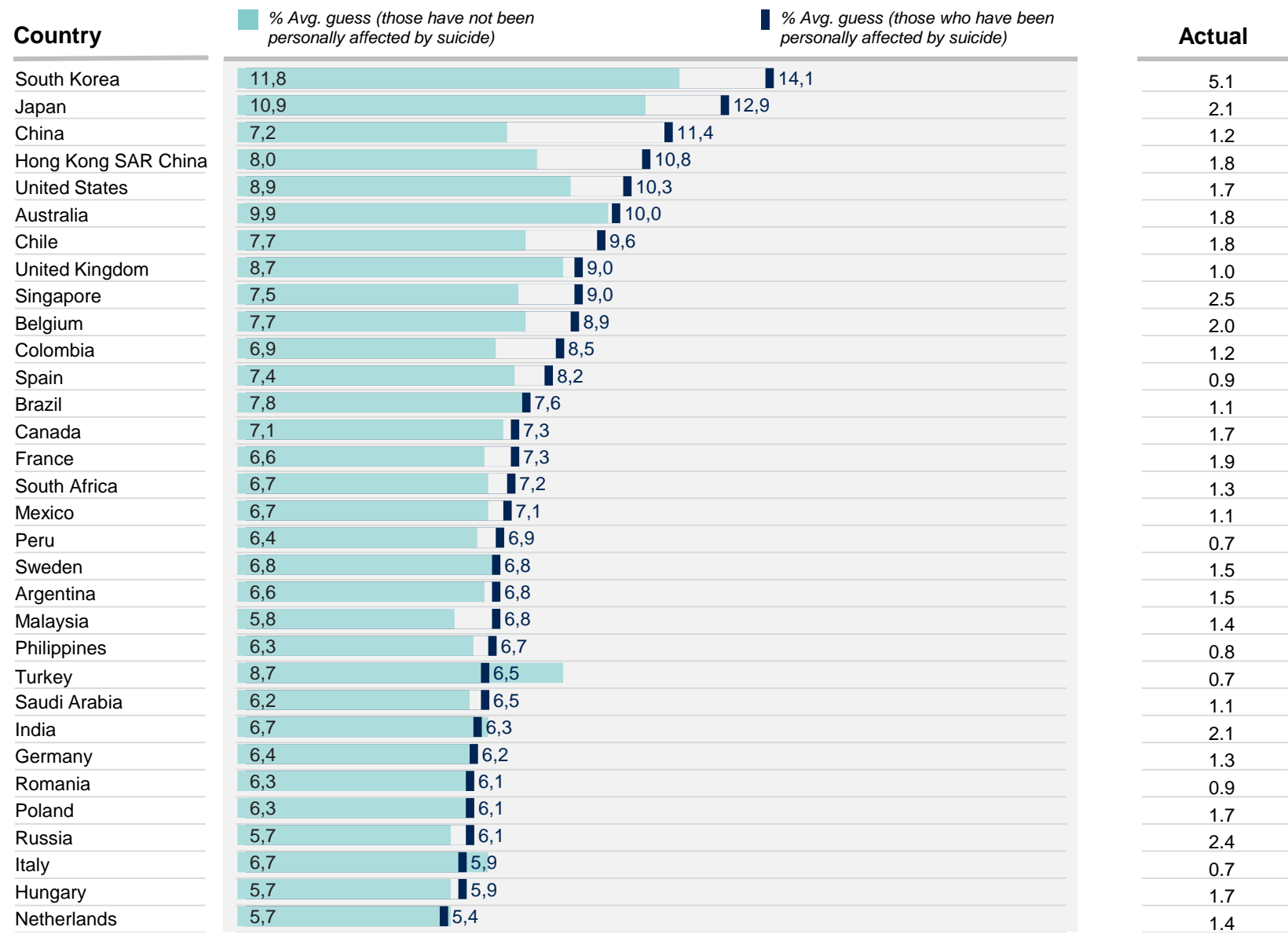


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*Those who list interpersonal violence in the top 3 things they see most frequently in the news

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

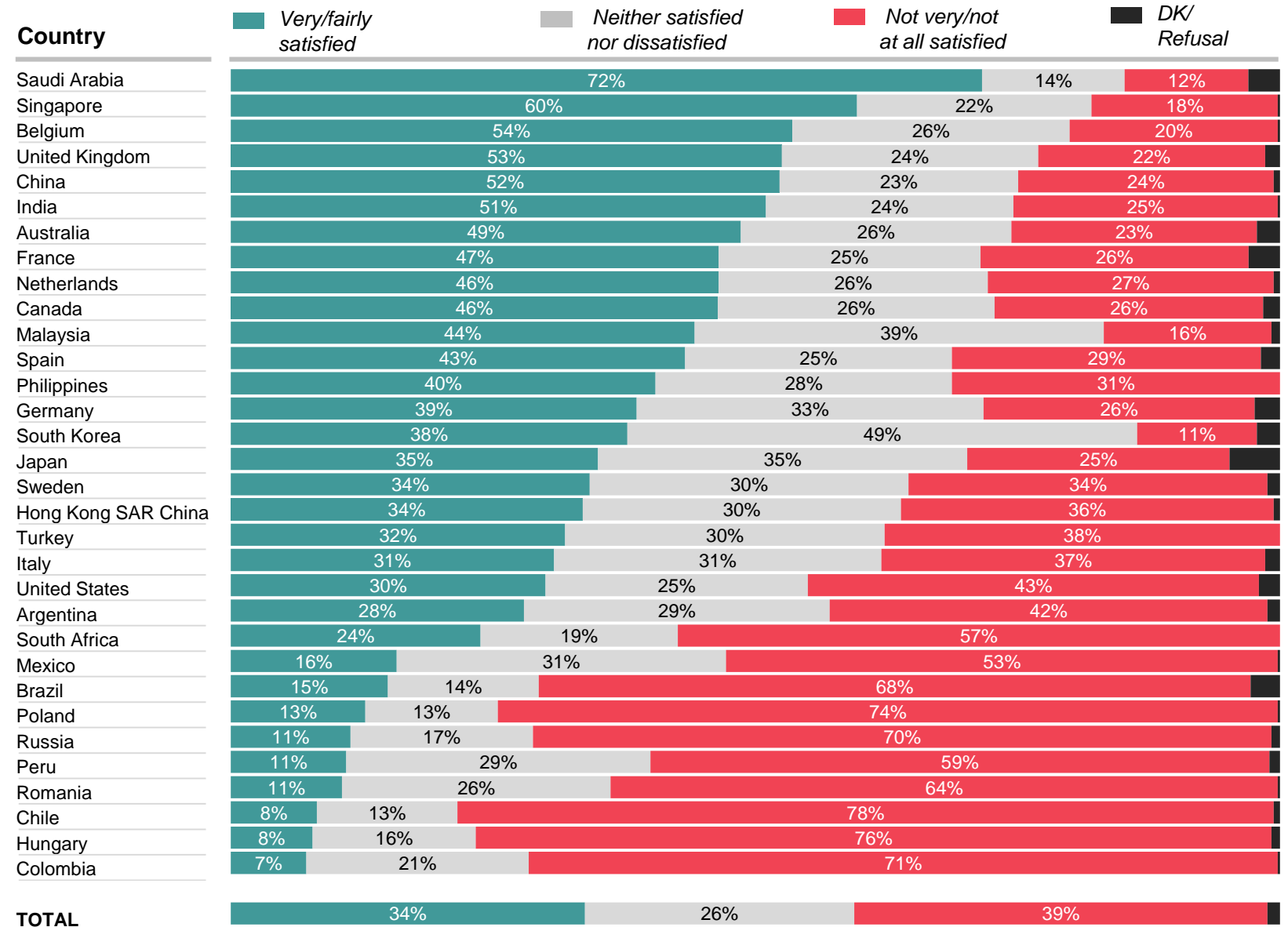
When asking about suicide, those who have been personally affected by it don't tend to make higher guesses than those who have not been affected.



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

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.

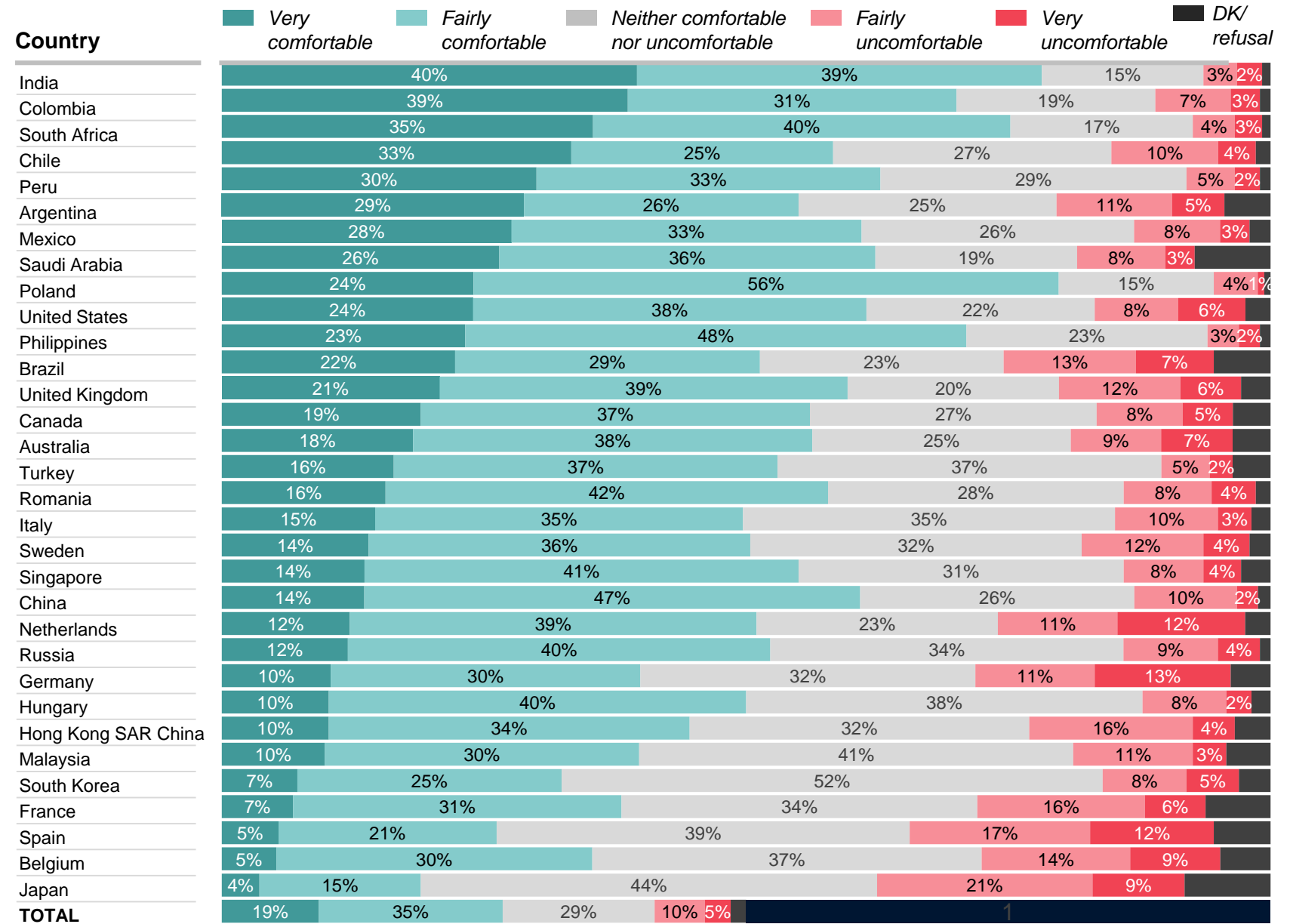
Q. To what extent, if at all, are you satisfied with [COUNTRY'S] health system?



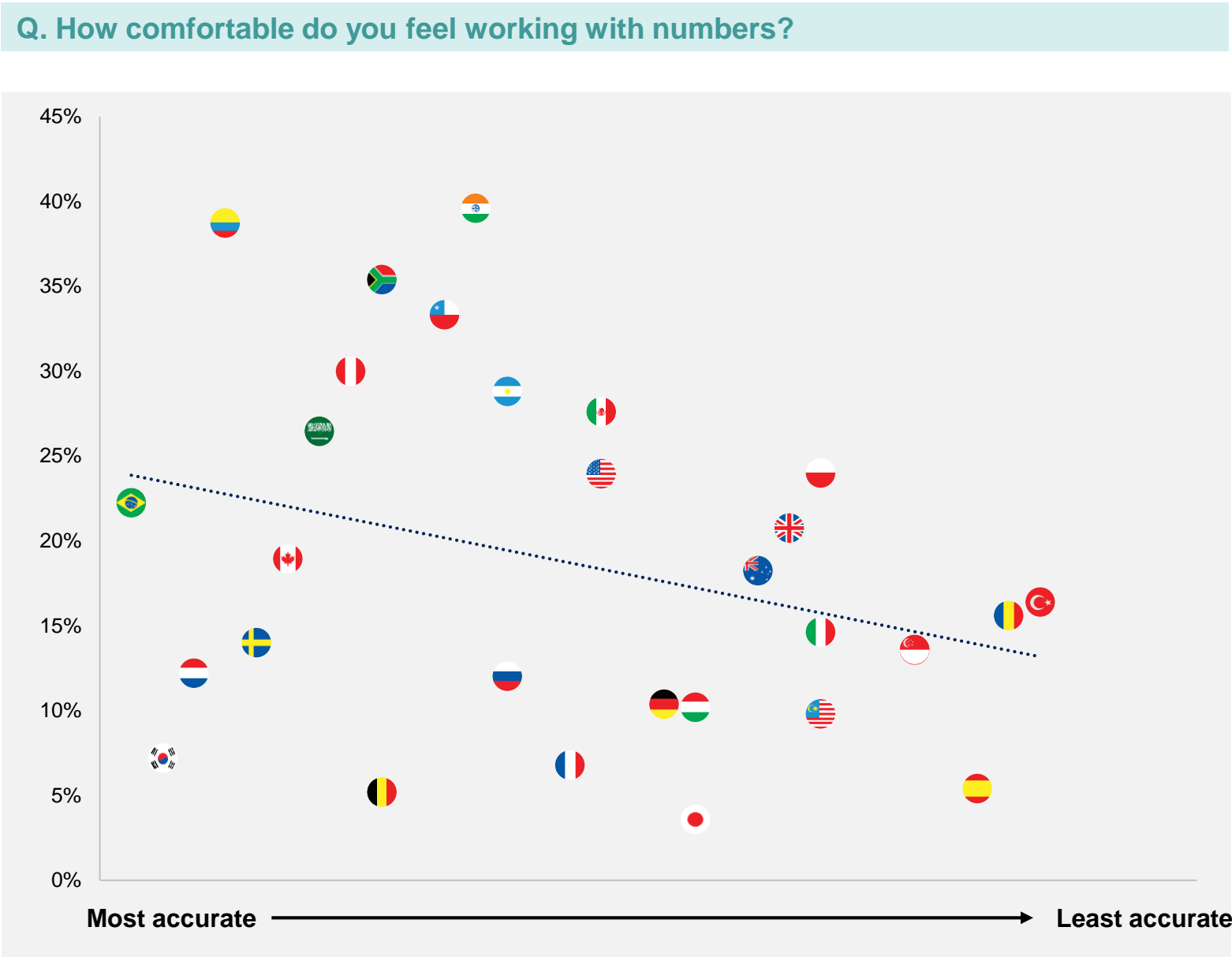
Please see <http://perils.ipsos.com/> for full details of all sources.

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...



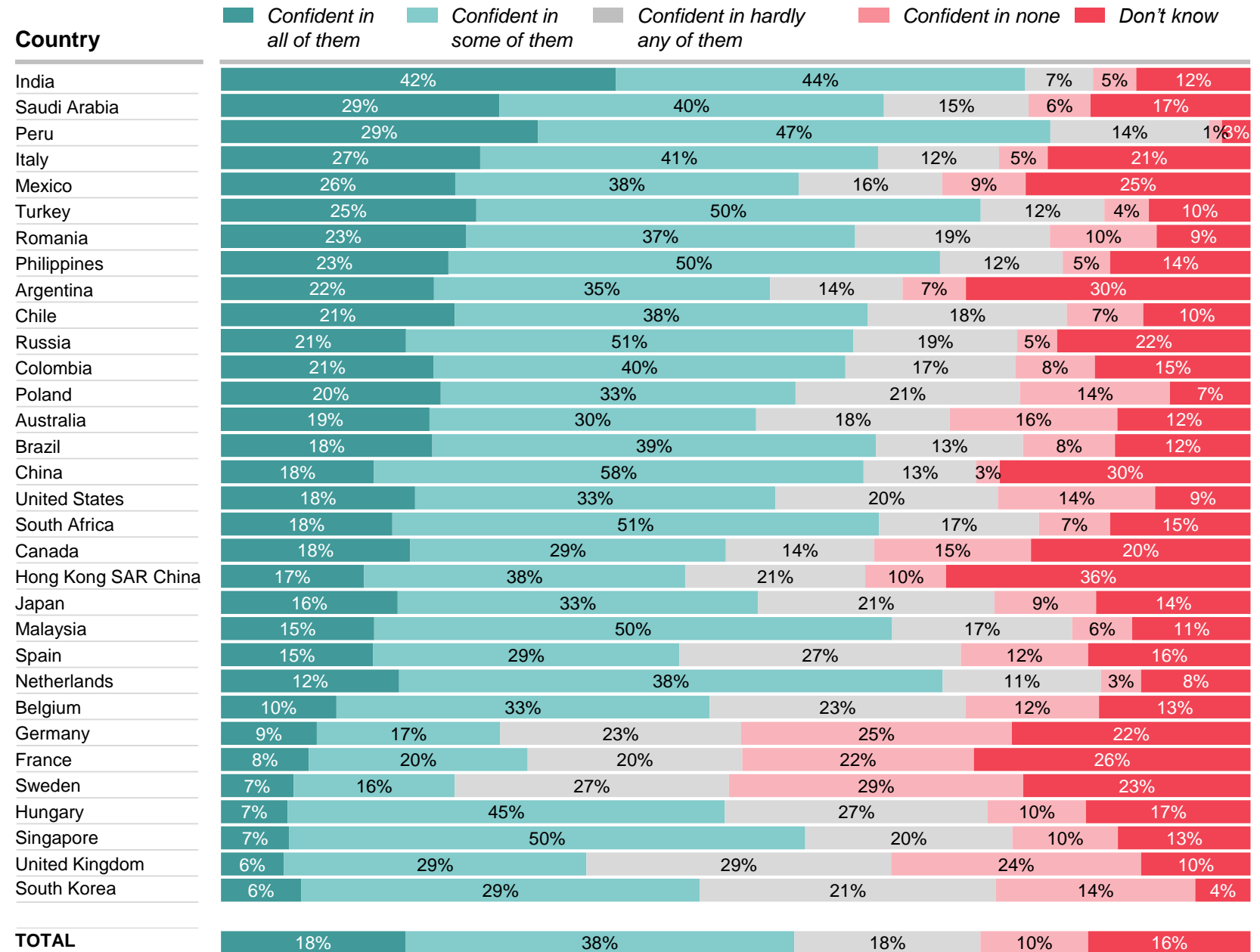
...and there is a weak correlation between those who say they are comfortable working with numbers and how accurate they are overall.



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.

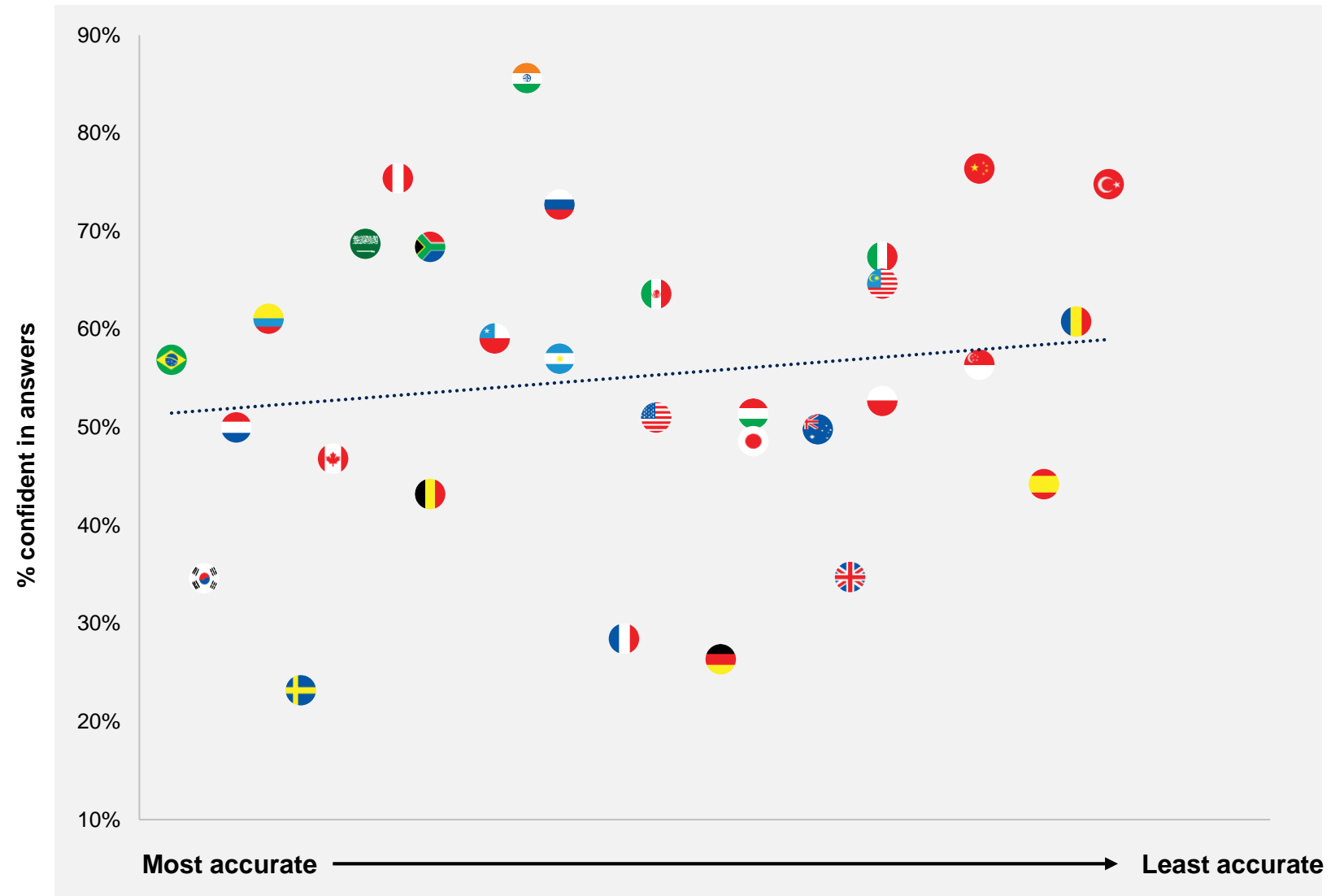
In South Korea and the UK just 6% of people say they are confident in all of their answers.



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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