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, <u>cardiovascular</u> 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.

% actual causes of death - people of all ages (avg. across all countries) Causes Actual Cardiovascular diseases such as heart disease 24 Cancer 9 Neurological disorders Lower respiratory infections such as pneumonia 6 Chronic respiratory diseases such as asthma 5 Diabetes and kidney diseases 5 5 **Digestive diseases** Accidental deaths such as drowning 3 Transport injuries 2 Suicide 2 HIV/AIDS and sexually transmitted infections 1 Interpersonal violence 1 Substance use disorders 1 Terrorism and conflict 0* Please see http://perils.ipsos.com/ for full details of all sources.

*Indicates a value higher than 0 but less than 0.5



32

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

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

Causes	% actual causes of death – people all ages (avg. across all countries	
Cardiovascular diseases such as heart disease	11	
Cancer	15	2
Neurological disorders	9 5	
Lower respiratory infections such as pneumonia	6 5	
Chronic respiratory diseases such as asthma	5 6	
Diabetes and kidney diseases	5	
Digestive diseases	5 6	
Accidental deaths such as drowning	3	
Transport injuries	2 10	
Suicide	2	
HIV/AIDS and sexually transmitted infections	15	
Interpersonal violence	8	
Substance use disorders	8	
Terrorism and conflict	5	
	Please see http://perils.ipsos.com/ for full details of all sources.	

Difference -21 -9 -4 -1 +1 +2 +1 +4 +8 +5 +4 +7 +7 +5

Actual

Guess

32



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	Too Iow	% point diff. between avg. guess & actual
Cardiovascular diseases such as heart disease	-21	
Cancer		-9
Neurological disorders		-3
Lower respiratory infections such as pneumonia		-1
Chronic respiratory diseases such as asthma		+0
Digestive diseases		+1
Diabetes and kidney diseases		+2
HIV/AIDS and sexually transmitted infections		+4
Accidental deaths such as drowning		+4
Terrorism and conflict		+5
Suicide		+6
Interpersonal violence		+7
Substance use disorders		+7
Transport injuries		+8

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



Too

high

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

2.0

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	% actual causes of death – people aged 15-49 (avg. across all countries)
Cancer	
Cardiovascular diseases such as heart disease	
Suicide	12
Transport injuries	10
Accidental deaths such as drowning	7
Digestive diseases	6
nterpersonal violence	5
Substance use disorders	5
HV/AIDS and sexually transmitted infections	4
ower respiratory infections such as pneumonia	4
Diabetes and kidney diseases	3
Neurological disorders	2
Chronic respiratory diseases such as asthma	2
Ferrorism and conflict	0*
	Please see http://perils.ipsos.com/ for full details of all sources.

5-49 (avg. across all countries)	Actual
	23
15	
12	
10	
7	
6	
5	
5	
4	
4	
3	
2	
2	
0*	

*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.

Causes	% actual causes of death – people of all ages (avg. across all countries)	Actual Guess
Cancer	13	23
Cardiovascular diseases such as heart disease	9	
Suicide	9 9	
Transport injuries	10 11	
Accidental deaths such as drowning	7 8	
Digestive diseases	6 5	
Interpersonal violence	5 9	
Substance use disorders	5 9	
HIV/AIDS and sexually transmitted infections	6	
Lower respiratory infections such as pneumonia	4 5	
Diabetes and kidney diseases	6	
Neurological disorders	2 5	
Chronic respiratory diseases such as asthma	2 5	
Terrorism and conflict	0 * 5	
	Please see http://perils.ipsos.com/ for full details of all sources.	

0/ actual courses of death incoming of



Difference

-10

-6

-3

+1

+1

-1

+4

+4

+2

+1

+3

+3

+3

+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.

Causes	Too% point diff. between avg.Toolowguess & actualhigh	5	Actual
Cancer	-10	12.9	23.2
Cardiovascular diseases such as heart disease	-6	9.2	15.4
Suicide	-3	8.9	11.5
Digestive diseases	o []	5.4	5.6
Accidental deaths such as drowning	+1	7.6	6.7
Transport injuries	+1	11.0	9.7
Lower respiratory infections such as pneumonia	+2	5.3	3.6
HIV/AIDS and sexually transmitted infections	+2	5.8	3.7
Neurological disorders	+3	4.6	1.8
Interpersonal violence	+4	8.6	4.9
Diabetes and kidney diseases	+4	6.3	2.7
Chronic respiratory diseases such as asthma	+4	5.4	1.5
Substance use disorder	+5	9.2	4.5
Terrorism and conflict	+5	5.3	0.4
	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.

Country		% actual causes of d	eath vs avg. guess in	each country	y	
Romania	(Actual)	55,5		19,6		Cardiovascular diseases such as
	(Guess)	11,6 16,3				heart disease
Russia	(Actual)	54,5	15,	9		Cancer
	(Guess)	12,5 13,8				Neurological disorders such
Hungary	(Actual)	46,9	26,3			as dementia
	(Guess)	14,7 15,9				Chronic respiratory diseases su
Poland	(Actual)	42,8	27,7			as asthma
	(Guess)	12,5 16,9				Terrorism and conflict
China	(Actual)	41,9	24,9			
~	(Guess)	11,4 14,5				Diabetes or kidney diseases
Germany	(Actual)	37,6	26,7			Digestive diseases such as cirrh
Cuucada a	(Guess)	14,1 17,4				HIV/AIDS and sexually
Sweden	(Actual)	37,2	26,2			transmitted diseases
Turkov	(Guess)	16,7 17,8	00.4			Interpersonal violence such as
Turkey	(Actual)	36,4	23,1			homicide/murder
Italy	(Guess) (Actual)	8,6 12,3	20.0			Lower respiratory infections suc
italy	(Guess)	<u>34,8</u> 10,5 19,7	29,0			as pneumonia
Malaysia	(Actual)	34,7	16.4			Suicide
malayola	(Guess)	9 9.4	10,4			Substance use disorders such a
Saudi Arabia	(Actual)	33,4	12.5			drug or alcohol addiction
	(Guess)	10,1 10,3	12,0			-
Philippines	(Actual)	32,6	11,9			Transport injuries such as road accidents
	(Guess)	11,5 12,1				
Argentina	(Actual)	31,8	22,3			Accidental deaths such as drow
	(Guess)	8,9 10,2				Other (total)
United States	(Actual)	31,6	24,5			
	(Guess)	12,2 16,6				
Singapore	(Actual)	31,1	27,5			
	(Guess)	12,3 15,6				
Australia	(Actual)	30,5	29,4			
	(Guess)	12,4 17,1				

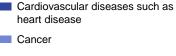
Please see http://perils.ipsos.com/ for full details of all sources.



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

Country		% actual causes of death vs avg. guess in each country	
Spain	(Actual)	29,7 27,8	
	(Guess)	9,5 16	ł
Belgium	(Actual)	29,6 28,3	
	(Guess)	11,7 16,6	1
Colombia	(Actual)	29,0 19,9	a
	(Guess)	7,3 10,1	
United Kingdom	(Actual)	29,0 29,6	a
	(Guess)	11,9 18,9	- 1
Canada	(Actual)	28,9 30,9	
	(Guess)	12,5 17,4	
Brazil	(Actual)	28,8 18,2	1
_	(Guess)	7,7 11,1	- F
France	(Actual)	26,9 31,5	t
	(Guess)	11,6 16,2 26,8 30,2	
Japan	(Actual)	26,8 30,2 11,3 22,8	ł
N a the and a second a	(Guess)	26,7 34,1	- L
Netherlands	(Actual)	13,6 19,7	a
Chile	(Guess)	26,6 26,8	
Chile	(Actual)	9,3 14,7	
India	(Guess)	26,6 9,4	
India	(Actual)	7,8 8,2	
Mexico	(Guess)	22,7 13,7	r I
MEXICO	(Actual)	6,2 9,8	
South Korea	(Guess)	22,3 30,9	- /
South Kolea	(Actual)	10,7 18,6	
Hong Kong SAR	(Guess) (Actual)	20,6 30,8	
China	(Guess)	7,9 16,2	
Peru	(Actual)	19,6 20,1	
	(Guess)	6.8 10.4	
South Africa	(Actual)	16,1 10,2	
	(Guess)	7,2 8,1	

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



- Neurological disorders such as dementia
- Chronic respiratory diseases such as asthma
- Terrorism and conflict
- Diabetes or kidney diseases
- Digestive diseases such as cirrhosis
- HIV/AIDS and sexually transmitted diseases
- Interpersonal violence such as homicide/murder
- Lower respiratory infections such as pneumonia
- Suicide
- Substance use disorders such as drug or alcohol addiction
- Transport injuries such as road accidents
- Accidental deaths such as drowning
- Other (total)



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

				Avg.	
Country	Too low	% actual causes of death	Too high	guess	Actual
Philippines		+0		12.1	11.9
India		-1 💻		8.2	9.4
Russia		-2		13.8	15.9
South Africa		-2		8.1	10.2
Saudi Arabia		-2		10.3	12.5
Romania		-3		16.3	19.6
Mexico		-4		9.8	13.7
Malaysia		-7		9.4	16.4
Brazil		-7		11.1	18.2
Japan		-7		22.8	30.2
United States		-8		16.6	24.5
Sweden		-8		17.8	26.2
Germany	-9			17.4	26.7
Italy	-9			19.7	29.0
Peru	-10			10.4	20.1
Colombia	-10			10.1	19.9
Hungary	-10			15.9	26.3
China	-10			14.5	24.9
United Kingdom	-11 🔳			18.9	29.6
Turkey	-11			12.3	23.1
Poland	-11 🔳			16.9	27.7
Belgium	-12			16.6	28.3
Spain	-12			16.0	27.8
Singapore	-12			15.6	27.5
Argentina	-12			18.6	30.8
Chile	-12			10.2	22.3
Australia	-12			14.7	26.8
Canada	-12			17.1	29.4
Netherlands	-13			17.4	30.9
South Korea	-14			19.7	34.1
France	-15			16.2	30.9
Hong Kong SAR China	-15			16.2	31.5

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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	Avg. guess	Actual
South Africa		-9		7.2	16.1
Hong Kong SAR China		-9		11.6	20.6
Peru		-13		6.8	19.6
Netherlands		13		13.6	26.7
South Korea		4		7.9	22.3
France	-1	5		11.6	26.9
Japan	-1			11.3	26.8
Canada	-16			12.5	28.9
Mexico	-17			6.2	22.7
United Kingdom	-17			11.9	29.0
Chile	-17			9.3	26.6
Belgium	-18			11.7	29.6
Australia	-18			12.4	30.5
Singapore	-19			12.3	31.1
India	-19			7.8	26.6
United States	-19			12.2	31.6
Spain	-20			9.5	29.7
Sweden	-20			16.7	37.2
Philippines	-21 📕			11.5	32.6
Brazil	-21 📕			7.7	28.8
Colombia	-22 📕			7.3	29.0
Argentina	-23 🗖			8.9	31.8
Saudi Arabia	-23			10.1	37.6
Germany	-24			14.1	33.4
Italy	-24			10.5	34.8
Malaysia	-26			9.0	34.7
Turkey	-28			8.6	36.4
Poland	-30			12.5	42.8
China	-30			11.4	41.9
Hungary	-32			14.7	46.9
Russia	-42			12.5	54.5
Romania	-44			11.6	55.5

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



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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.

				Avg.	
Country	Too low	% actual causes of death	Too high	guess	Actual
India		+2		4.7	2.7
Hong Kong SAR China		+2		6.2	3.8
South Africa		+2		4.5	3.0
Saudi Arabia		+1		5.8	4.7
Philippines		+1		4.3	2.9
China		+ 0		6	5.6
Malaysia		I +0		4.5	4.4
Brazil		-1 💻		5.6	6.8
Hungary		-1 💻		5.4	6.8
Russia		-1 💻		3.8	5.3
Mexico		-2		4.1	5.8
Romania		-2		4.7	6.6
Argentina		-2		4.5	6.8
Singapore		-3		6.6	9.4
Colombia		-3		4.8	7.7
Poland		-3		5.5	8.7
Peru		-3		5.2	8.4
Germany		-4		7.4	11.0
Netherlands		-4		7.9	12.0
Turkey		-4		3.6	7.8
Chile		-4		4.8	9.2
Belgium		-5		6.8	11.7
United States		-5		5.7	10.8
United Kingdom		-5		7.3	12.7
Canada		-6		5.4	11.4
South Korea		7		5.5	12.2
Australia	-	7		5.7	12.4
Sweden	-	7		5.8	12.7
Italy	-8			5.6	13.7
Spain	-9			5.6	14.5
France	-9			5.2	14.5
Japan	-11			4.8	16.0

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

Country	Too low	% actual causes of death	Too high	Avg. guess	Actua
Country	10010₩		Too nigh	guess	Actua
Philippines		+7		7.9	0.9
Chile		+7		7.4	0.5
Colombia		+6		7.1	1.2
Peru		+6		7.7	1.9
Romania		+5		5.2	0.1
Argentina		+5		6.1	0.6
Malaysia		+5		6.2	1.0
Singapore		+5		5.4	0.2
Hong Kong SAR China		+5		4.9	0.0
Mexico		+5		5.8	0.9
China		+5		5.3	0.4
Spain		+5		5.1	0.2
Brazil		+5		6.1	1.3
India		+5		5.5	0.7
Italy		+5		4.8	0.1
Germany		+5		4.6	0.1
Russia		+5		5.6	1.1
France		+5		4.5	0.1
Belgium		+4		4.7	0.1
Poland		+4		4.3	0.0
United States		+4		4.4	0.3
Turkey		+4		3.9	0.1
Netherlands		+4		3.7	0.0
Hungary		+4		3.6	0.0
Australia		+4		3.6	0.1
Canada		+3		3.4	0.1
United Kingdom		+3		2.9	0.1
South Korea		+3		2.7	0.1
Japan		+3		2.6	0.0
Sweden		+2		1.8	0.0
South Africa	-18			10.8	28.8



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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).

Country	Too low	% actual causes of death	Too high	Avg. guess	Actua
Peru			+13	13.5	0.8
Argentina			+12	13.3	0.8
Hong Kong SAR China			12	12.3	0.1
Turkey		+10		10.4	0.4
Mexico		+9		15.4	6.1
Italy		+9		9.2	0.1
South Africa		+8		11.5	3.3
Spain		+8		7.8	0.1
Chile		+8		8.3	0.7
United States		+8		8.2	0.7
Romania		+7		7.5	0.2
Sweden		+7		7.4	0.1
Brazil		+7		12.0	4.7
Australia		+7		6.9	0.2
Germany		+6		6.5	0.1
France		+6		6.0	0.1
Russia		+6		7.0	1.2
India		+6		6.2	0.4
Hungary		+6		5.9	0.1
Malaysia		+6		6.0	0.4
Canada		+6		5.8	0.2
South Korea		+6		5.8	0.2
Belgium		+5		5.6	0.1
China		+5		5.5	0.1
Poland		+5		5.2	0.2
Japan		+5		4.9	0.1
Philippines		+5		7.2	2.4
United Kingdom		+5		4.8	0.1
Colombia		+5		11.1	6.4
Singapore		+4		4.6	0.1
Netherlands		+4		4.4	0.1



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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.

Country	Too low	% actual causes of death	Too high	Avg. guess	Actual
Colombia		+11		10.9	0.1
Turkey		+9		9.3	0.7
Philippines		+8		8.0	0.0*
Mexico		+8		6.3	0.0*
India		+6		6.1	0.0*
Chile		+6		5.5	0.0*
Hong Kong SAR China		+6		5.6	0.0*
Malaysia		+5			
Peru		+5		5.4	0.0*
Spain		+5		5.1	0.0*
Russia		+5		5.1	0.0*
Brazil		+5		4.9	0.0*
France		+5		4.6	0.0*
South Africa		+5		4.6	0.0*
United Kingdom		+5		4.5	0.0*
Belgium		+4		4.4	0.0*
Germany		+4		4.4	0.0*
United States		+4		4.4	0.0*
Italy		+4		4.3	0.0*
Sweden		+4		4.2	0.0*
China		+4		4.0	0.0*
Australia		+4		4.0	0.0*
Saudi Arabia		+4		6.6	2.7
Romania		+4			
Argentina		+4		3.8	0.0*
Netherlands		+3		3.7	0.0*
South Korea		+3		3.4	0.0*
Canada		+3		2.8	0.0*
Hungary		+2		2.8	0.0*
Singapore		+2		2.4	0.0*
Poland		+2		2.3	0.0*
Japan		■ +1		2.2	0.0*



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CAUSE 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.

Country	Teelew	% actual causes of death	Tee high	Avg.	Actus
Country	Too low	% actual causes of death	Too high	guess	Actua
Peru			+9	9.7	0.5
Argentina			+9	9.1	0.3
Hong Kong SAR China			+8	8.2	0.2
Turkey			+8	10.5	2.9
Mexico			+8	8.5	0.9
Italy			+8	9.6	2.1
South Africa			+7	7.6	0.2
Spain			+7	8.3	0.9
Chile			+7	7.6	0.3
United States			+7	7.5	0.2
Romania			+7	7.6	0.3
Sweden			+7	7.7	0.5
Brazil			+7	7.9	0.8
Australia			+7	8.0	1.0
Germany			+7	6.5	0.0*
France			+7	7.8	
Russia			+7		1.0
India			+7	8.0	1.2
Hungary			+7	7.8	1.1
Malaysia			+7	7.6	0.9
Canada			+7	7.9	1.2
South Korea			+7	7.4	0.7
Belgium			+6	7.3	0.5
China			+6	6.8	0.5
Poland			+6	6.7	0.2
Japan			+6	6.3	0.4
Philippines			+6	6.4	0.4
United Kingdom			-6	6.1	0.4
Colombia		+	5	5.9	0.5
Singapore		+5		5.1	0.4
Netherlands		+4		3.8	0.1

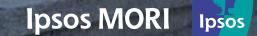
*Indicates a value higher than 0 but less than 0.5

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



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CAUSES OF DEATH: SUICIDE



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

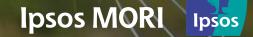
Every country in the study overestimates the proportion of people (of all ages) who commit suicide.

Country	Too low	% actual causes of death	Too high	Avg. guess	Actua
Japan			+9	10.9	2.1
Australia			+8	9.9	1.8
Turkey			+8	8.7	0.7
United Kingdom		+	-8	8.7	1.0
United States		+7		8.9	1.7
Brazil		+7		7.8	1.1
South Korea		+7		11.8	5.1
Spain		+7		7.4	0.9
Italy		+6		6.7	0.7
Hong Kong SAR China		+6		8.0	1.8
China		+6		7.7	1.8
Chile		+6		7.7	2.0
Belgium		+6		6.4	0.7
Peru		+6		6.9	1.2
Colombia		+6		6.7	1.1
Mexico		+6		6.3	0.8
Philippines		+6		7.1	1.7
Canada		+5		6.7	1.3
South Africa		+5		6.3	0.9
Romania		+5		6.8	1.5
Sweden		+5		6.4	1.3
Germany		+5		6.6	1.5
Argentina		+5		6.2	1.1
Saudi Arabia		+5		7.5	2.5
Singapore		+5		6.6	1.9
France		+5		6.3	1.7
Poland		+5		6.7	2.1
India		+5		5.8	1.4
Malaysia		+4		5.7	1.4
Netherlands		+4		5.7	1.7
Hungary		+4		5.7	2.4
Russia		+3		8.0	1.8

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.

Country	Too low	% actual causes of death	Too high	Avg. guess	Actual
Hong Kong SAR China		+11		10.8	0.3
Japan		+9		10.9	2.1
Australia		+8		9.9	1.8
Philippines		+8		9.8	1.8
Turkey		+8		8.7	0.7
United Kingdom		+8		8.7	1.0
United States		+7		8.9	1.7
Brazil		+7		7.8	1.1
South Korea		+7		11.8	5.1
Spain		+7		7.4	0.9
Italy		+6		6.7	0.7
China		+6		7.2	1.2
Chile		+6		7.7	1.8
Belgium		+6		7.7	2.0
Peru		+6		6.4	0.7
Colombia		+6		6.9	1.2
Mexico		+6		6.7	1.1
Canada		+5		7.1	1.7
South Africa		+5		6.7	1.3
Romania		+5		6.3	0.9
Sweden		+5		6.8	1.5
Germany		+5		6.4	1.3
Argentina		+5		6.6	1.5
Saudi Arabia		+5		6.2	1.1
Singapore		+5		7.5	2.5
France		+5		6.6	1.9
Poland		+5		6.3	1.7
India		+5		6.7	2.1
Malaysia		+4		5.8	1.4
Netherlands		+4		5.7	1.4
Hungary		+4		5.7	1.7
Russia		+3		5.7	2.4



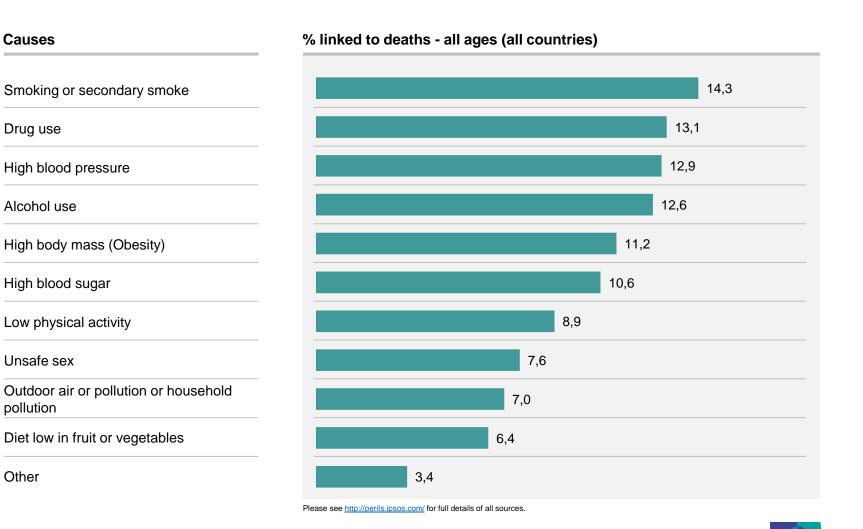
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CAUSES OF DEATH RISK FACTORS WHAT DO PEOPLE THINK IS MOST LIKELY TO INCREASE THE LIKELIHOOD OF DEATH?

Ipsos MORI Ipsos

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 ...



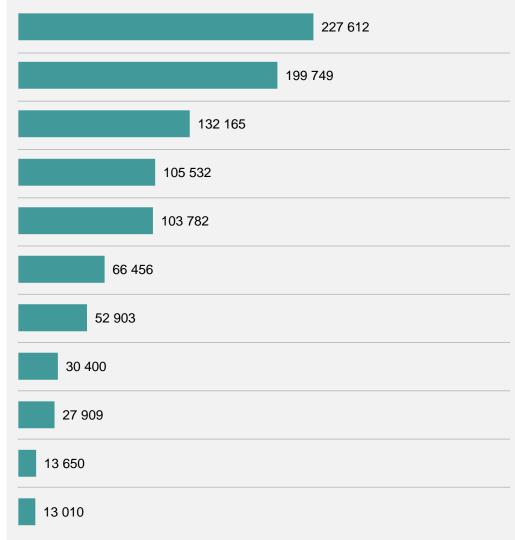
Ipsos MORI

lpsos

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)

6 linked to deaths - all ages (all countries)



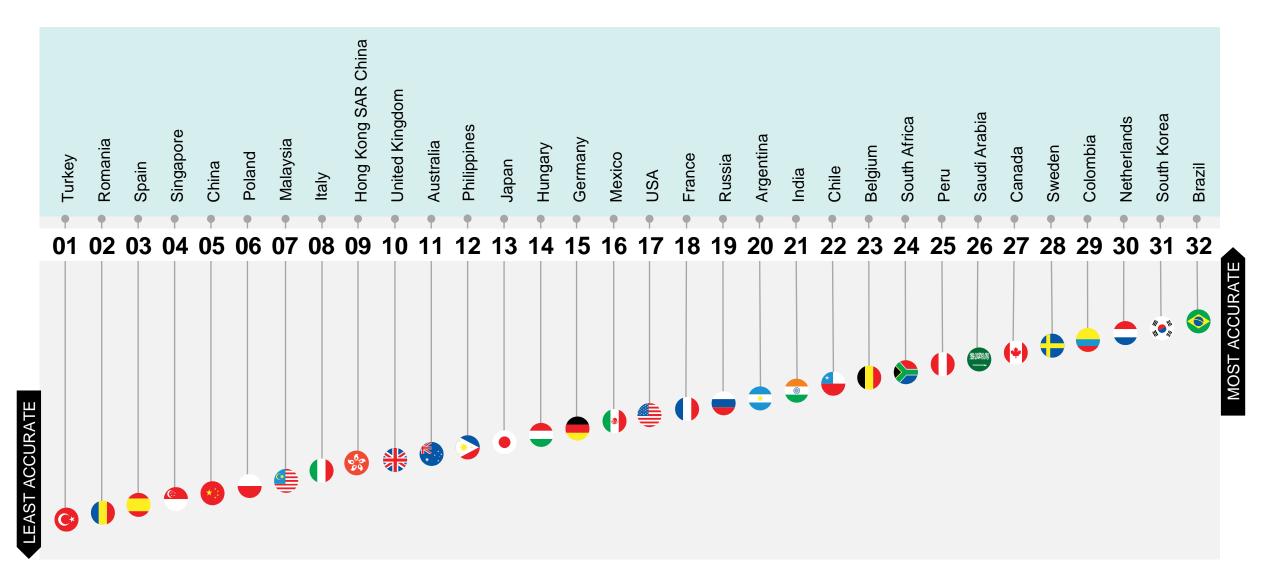
Please see http://perils.ipsos.com/ for full details of all sources.



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
 2 nd most mentions
3 rd most mentions

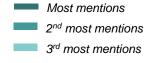
	% saying they see most frequently in the news	% saying they have been personally affected by	% saying most unpleasant way to die	% saying thing they have least control over	% saying most likely to happen to them
Transport injuries such as road accidents	38%	45%	23%	30%	25%
Interpersonal violence such 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 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 such as asthma or chronic obstructive pulmonary disease (COPD)	4%	40%	8%	7%	9%
Lower respiratory infections such as pneumonia 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



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

		•		\bullet	\bigcirc	*:		(*)	-	\bullet			*	۲	0					0	\bigcirc				ANER	(# • #			C		
	TOTAL	AR	AU	BE	BR	CA	CL	CN	со	FR	DE	HU	ΗК	IN	IT	JP	MY	МХ	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'	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'	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	Across all countries
Online/Internet	28
Television	26%
Social media	18%
Mobile News apps	10%
Radio	9%
Newspapers/magazines	7%
None of these	2%
	Please see http://perils.jpsos.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%.

Russia	39%		29%	14%	8%	7% 2%	Online/internet
Poland	36%	3	0%	11%	5% 12	2% 4%	_ _,
South Korea	35%	28%	6 1	0%	20%	3% 2%	Television
Hungary	34%	22%	2	23%	7%	10% 4%	Social media (Twitter, Faceboo
Romania	33%	32%	6	16%	6%	9% 3%	
Brazil	31%	24%	209	6	11% <mark>6</mark> "	% 5%	Mobile news apps
Singapore	30%	14%	24%	14%	6%	11%	Radio
Peru	30%	28%	2	20%	9% <mark>3</mark> %	6 10%	
Argentina	29%	29%		18%	5% 11%	6 5%	Print: newspapers/magazines
United Kingdom	29%	27%	12%	10%	12%	6%	None of the above
South Africa	29%	20%	21%	10%	14%	6%	
Sweden	29%	22%	13%	16%	9%	8%	
China	29%	21%	19%	179	% 6%	6 8%	
Japan	28%	30%	10%	13%	2 <mark>%</mark> 1	1%	
Belgium	28%	24%	13%	9%	15%	9%	
United States	28%	31%	1	6% 6	% 9%	7%	
Chile	27%	28%	2	2%	8%	9% 5%	
Italy	27%	30%	13%	6%	7% 1	2%	
Netherlands	27%	28%	2	24%	8%	6% 6%	
Philippines	27%	28%	10%	12%	11%	10%	
France	27%	33%	10%	6%	12%	8%	
Spain	26%	32%	14	% 9%	6 8%	7%	
Canada	26%	27%	17%	8%	13%	5%	
Malaysia	26%	20%	29%		10% 7%	6 8%	
Saudi Arabia	25%	16%	29%	14	% 8%	6 4%	
India	24%	21%	17%	15%	3% 1	9%	
Australia	24%	29%	17%	8%	13%	5%	
Turkey	23%	31%	2	5%	17%	6 2 2%	
Germany	23%	32%	12%	5%	16%	9%	
Mexico	22%	32%	2	7%	5% 8	3% 4%	
Colombia	22%	30%	21%	5%	11%	10%	
Hong Kong SAR China	21%	17% 22%	6	18%	8%	12%	
TOTAL	28%	26%	18%	10	% 9%	7%	

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

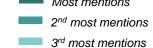


CAUSES OF DEATH: $|\square|/\Delta \setminus \vee$ ÉEN P D ERS(

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



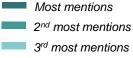
% saying they have been personally affected by (top choice)

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	TOTAL	AR	AU	BE	BR	CA	CL	CN	со	FR	DE	HU	нк	IN	IT	JP	MY	мх	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%	o 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



% saying one of the 3 most unpleasant ways to die

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	TOTAL	AR	AU	BE	BR	CA	CL	CN	со	FR	DE	HU	нк	IN	ΙТ	JP	MY	МХ	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%	52%	29%	41%	47%	38%	30%	47%	43%	53%	32%	43%	44%	43%	40%	37%	37%	49%
'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%	31%	27%	32%	25%	36%	35%	26%	27%	24%	27%	31%	32%	22%	23%	20%	34%	26%
A terrorist attack	26%	19%	24%	28%	15%	24%	20%	11%	36%	30%	17%	16%	21%	34%	25%	37%	27%	22%	28%	21%	21%	48%	25%	22%	39%	31%	31%	30%	21%	28%	25%	37%	29%
A transport injury such as a road accident	23%	23%	19%	15%	12%	16%	21%	22%	24%	14%	12%	16%	20%	31%	20%	33%	17%	28%	24%	9%	36%	39%	24%	23%	26%	25%	32%	34%	31%	21%	13%	25%	15%
Interpersonal violence	21%	27%	19%	19%	20%	16%	17%	12%	21%	16%	15%	20%	31%	16%	20%	34%	20%	16%	24%	14%	26%	27%	21%	12%	25%	0%	20%	31%	26%	26%	29%	21%	17%
HIV/AIDS or a sexually transmitted infection (STIs)	16%	14%	12%	12%	15%	13%	19%	21%	24%	11%	8%	15%	16%	24%	11%	8%	16%	22%	26%	5%	27%	34%	12%	11%	29%	0%	22%	22%	18%	10%	11%	16%	10%
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%	22%	5%	8%	21%	9%	9%	10%	12%	11%	7%	9%	15%	34%	17%	17%	5%	30%
'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%	12%	15%	10%	19%	8%	8%	10%	18%	10%	13%	17%	12%	15%	5%	11%	15%	10%
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%	9%	15%	10%	4%	8%	14%	11%	6%	12%	0%	6%	9%	5%	11%	7%	25%	8%
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%	12%	5%	6%	10%	6%	3%	5%	7%	4%	6%	5%	8%	4%	8%	20%	3%	13%
Diabetes or a kidney disease	8%	6%	6%	6%	6%	5%	9%	13%	6%	2%	5%	16%	5%	14%	6%	5%	9%	13%	15%	5%	11%	8%	5%	5%	4%	10%	16%	6%	9%	4%	5%	4%	5%
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%	8%	4%	4%	3%	7%	5%	6%	9%	5%	10%	8%	6%	5%	4%	8%	4%	7%
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%	7%	4%	4%	4%	4%	6%	5%	7%	5%	8%	4%	4%	4%	5%	6%	2%	7%



CAUSES OF DEATH: WHAT DO WE THINK WE HAVE LEAST CONTROL OVER 07 WHAT DO WE THINK IS MOST LIKELY TO HAPPEN TO US

Ipsos MORI

lpso

41

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

		•		\bullet	(*		(*)	-	\bigcirc			Ś	۲	0	•				0	\bigcirc	•			STATES C	4		*	\bigcirc	\bigcirc	C		
	TOTAL	AR	AU	BE	BR	CA	CL	CN	со	FR	DE	HU	ΗК	IN	IT	JP	MY	МХ	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

		•		\bullet	6	*	4	(*)	-				*	۲	0	•				0		•									•		
	TOTAL	AR	AU	BE	BR	CA	CL	CN	со	FR	DE	HU	нк	IN	IT	JP	MY	МХ	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	⁵ 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.

Country	% Avg. guess (those who do not see transport injuries frequently* in the news)	% Avg. guess (those who see transport injuries frequently in the news)	Actual
Saudi Arabia	13,1	19,4	12.76
Peru	10,1	16,1	3.48
Spain	12,3	13,8	0.65
South Korea	9,4	13,3	2.43
Romania	8,4	13,1	0.98
Malaysia	7,7	13,1	4.72
Hong Kong SAR China	9,2	12,8	0.30
Argentina	9,4	12,6	2.07
China	9,9	12,5	2.60
Poland	10,9	12,2	1.11
Turkey	9,9	11,7	2.31
Philippines	8	11,6	1.80
Hungary	11,1	11,2	2.05
Canada	7,7	11	0.70
Belgium	8,7	11	1.13
Italy	10,1	10,9	1.01
South Africa	9	10,8	0.97
Singapore	8,5	10,4	3.37
Chile	7,9	10,4	1.05
France	9,3	10,3	2.18
Japan	11,5	10,3	0.77
Germany	10,4	10,3	0.61
Russia	9,1	10,3	0.54
Australia	9,4	10,3	1.48
United States	9,1	10	1.07
Colombia	7,9	7	1.65
Brazil	7,3		3.29
United Kingdom	7,6 9,3		3.56
India	8,5		0.47
Sweden	5,8 8,2		2.47
Mexico	6,8 8,1		0.48
Netherlands	5,5 6,6		2.97

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.

Country		uess (those who do not see onal violence* in the news)	% Avg. guess (those who see interpersonal violence in the news)	Actua
Hong Kong SAR China	7,4		20,7	0.1
Mexico	13,1		18,0	6.1
Argentina	10,0		15,8	0.8
Peru	10,9		15,3	0.8
Brazil	9,4		14,8	4.7
South Africa	8,5		14,5	3.3
Colombia	10,3		12,1	6.4
Turkey	10,3	10.	5	0.4
Italy	8,5	9,8		0.1
Chile	7,4	9,5		0.7
Spain	6,9	8,4		0.1
Philippines	6,8	8,2		2.4
United States	8,5	7,8		0.7
Russia	6,8	7,3		1.2
Malaysia	5,8	7,2		0.4
Sweden	7,8	7,1		0.1
Australia	6,9	6,8		0.2
India	6,1	6,6		0.4
China	5,3	6,5		0.1
Belgium	4,8	6,5		0.1
South Korea	5,2	6,4		0.2
Romania	8,6	6,2		0.2
Germany	7,0	5,9		0.1
France	6,1	5,9		0.1
Hungary	6,0	5,7		0.1
Poland	5,0	5,4		0.2
Canada	6,2	5,3		0.2
Japan	4,8	4,9		0.1
United Kingdom	4,9	4,7		0.1
Singapore	4,6	4,3		0.1
Netherlands	5,1	3,7		0.1

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

*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.

Country		(those have not been octed by suicide)	% Avg. guess (those who have been personally affected by suicide)	Actual
South Korea	11,8		14,1	5.1
Japan	10,9		12,9	2.1
China	7,2		11,4	1.2
Hong Kong SAR China	8,0		10,8	1.8
United States	8,9	1	0,3	1.7
Australia	9,9	10	,0	1.8
Chile	7,7	9,6		1.8
United Kingdom	8,7	9,0		1.0
Singapore	7,5	9,0		2.5
Belgium	7,7	8,9		2.0
Colombia	6,9	8,5		1.2
Spain	7,4	8,2		0.9
Brazil	7,8	7,6		1.1
Canada	7,1	7,3		1.7
France	6,6	7,3		1.9
South Africa	6,7	7,2		1.3
Mexico	6,7	7,1		1.1
Peru	6,4	6,9		0.7
Sweden	6,8	6,8		1.5
Argentina	6,6	6,8		1.5
Malaysia	5,8	6,8		1.4
Philippines	6,3	6,7		0.8
Turkey	8,7	6,5		0.7
Saudi Arabia	6,2	6,5		1.1
India	6,7	6,3		2.1
Germany	6,4	6,2		1.3
Romania	6,3	6,1		0.9
Poland	6,3	6,1		1.7
Russia	5,7	6,1		2.4
Italy	6,7	5,9		0.7
Hungary	5,7	5,9		1.7
Netherlands	5,7	5,4		1.4

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] he	ealth system?
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Country	Very/fairly satisfied	/		Neither satisfied nor dissatisfied		Not very/not t all satisfied		DK/ Refusal
Saudi Arabia				72%			14%	12%
Singapore			60%			22%		18%
Belgium		5	64%			26%		20%
United Kingdom		53	3%			24%		22%
China		52	2%		23	3%		24%
India		51	%		24	%		25%
Australia		49%)		26%		4	23%
France		47%			25%		26	%
Netherlands		46%			26%		2	7%
Canada		46%			26%		2	6%
Malaysia		44%			3	9%		16%
Spain		43%			25%		29%	, D
Philippines		40%			28%		31	%
Germany		39%			33%		26	%
South Korea		38%			49%	6		11%
Japan		35%			35%		25%	
Sweden		34%		30	%		34%	
Hong Kong SAR China		34%		30%	6		36%	
Turkey		32%		30%			38%	
Italy		31%		31%			37%	
United States		30%		25%		4:	3%	
Argentina	2	28%		29%			42%	
South Africa	24%	6	199	%		57%		
Mexico	16%		31%			53%		
Brazil	15%	14%				3%		
Poland	13%	13%			74	%		
Russia	11%	17%			7	0%		
Peru	11%	29	%			59%		
Romania	11%	26%				64%		
Chile		13%			78%			
Hungary	8%	16%			76%			
Colombia	7%	21%			7	'1%		
TOTAL		34%		26%			39%	

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



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

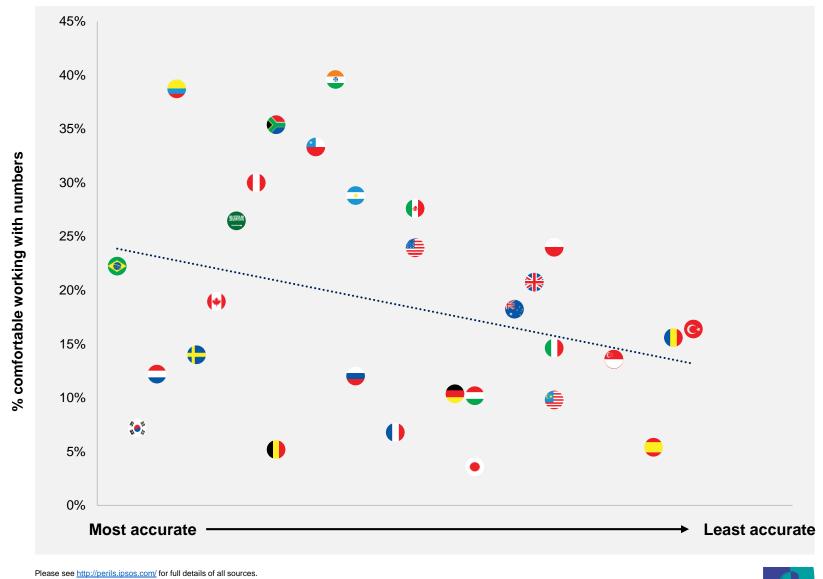
In India eight in ten say they are comfortable working with numbers (78%), the highest in the survey. In Japan one in five (19%) say they felt comfortable working with numbers...

Country	Very comfortabl	Fairl e com	y fortable	Neither con nor uncomf		Fa une	irly comfortable	Very unco	mfortable	DK/ e refusa
India		40%				39%			15%	<mark>3%</mark> 2%
Colombia		39%			31%			19%		7% <mark>3%</mark>
South Africa		35%			40%	%			17%	4% 3%
Chile		33%		25%			27%		10)% 4%
Peru		30%		33	%			29%		5% <mark>2%</mark>
Argentina		9%		26%			25%		11%	5%
Mexico		3%		33%				26%		8% <mark>3%</mark>
Saudi Arabia	26			36%			19%	6	8%	<mark>3%</mark>
Poland	24%				56%				15%	4%1
United States	24%			38%			22		8%	6%
Philippines	23%			48	3%			23	3%	<mark>3%2%</mark>
Brazil	22%		2	29%		23	3%	13%	, D	7%
United Kingdom	21%			39%			20%		12%	6%
Canada	19%			37%			27%		8%	5%
Australia	18%		:	38%			25%		9%	7%
Turkey	16%		37%				37%			5% <mark>2%</mark>
Romania	16%		4	2%			28%	6	3	8% 4%
Italy	15%		35%				35%		1(0% 3%
Sweden	14%		36%				32%		12%	4%
Singapore	14%		41%	D			31%		8	% 4%
China	14%			47%			2	26%		10% <mark>2%</mark>
Netherlands	12%		39%			23	%	11%		12%
Russia	12%		40%				34%		9	9% 4%
Germany	10%	30)%		32	%		11%	13	3%
Hungary	10%		40%				38%			8% <mark>2%</mark>
Hong Kong SAR China	10%		34%			32%			16%	4%
Malaysia	10%	30	%			41%			11%	3%
South Korea	7%	25%				52%			8%	5%
France	7%	31%			34%	6		16%		6%
Spain	5%	21%		39%	6			17%	12%	6
Belgium	5%	30%			37%			14%		9%
Japan	4% 15%			44%			21	%	9%	
TOTAL	19%	35%	29%	10% 5	%			1		



...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?





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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.

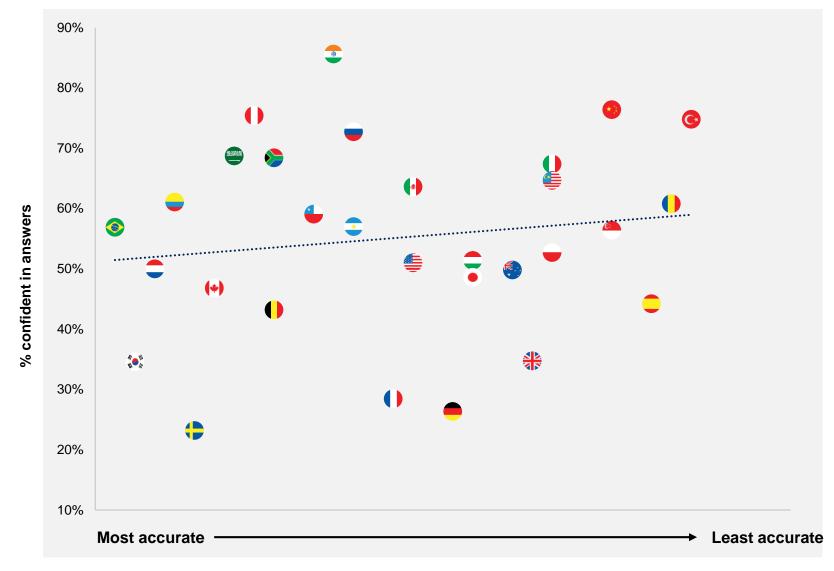
India		42%				44%				7%	5%	12%
Saudi Arabia		42% 29%			0%	44%		15%		6%	5%	12%
		29%	_	4	J /0	47%		1070		0 /0	14%	
Peru		29%		419	07.	4170	10	2%	5%		14%	
Italy		21 %		38%	/0		16%	9%			25%	
Mexico Turkey		25%		30 //	50%		10 /0	97		2%	4%	<u>。</u> 10%
•		23%		37%	50%			19%	12		4 <i>/</i> 0%	9%
Romania		23 <i>%</i> 3%			0%				2%	5%		14%
Philippines		2%		35%	070	14%	79		270		30%	1470
Argentina		21%		35%		1470	15	[%] 18%			7%	10%
Chile							10		C 0			
Russia	21%			51% 40%			19		5%	% 8%		2%
Colombia		%					179	/o			0/	15%
Poland		0%		33%		4.0	21%		4.00	14	.%	7%
Australia	19			30%		18		001	16%			12%
Brazil		8%		39%			_	3%		8%	0.00/	12%
China	18%			58%			13%	39	%	4 40/	30%	00/
United States	189			33%			20%	470/		14%		9%
South Africa	18%			51%		4.404		17%		7%		15%
Canada	18%	6		29%		14%		15%			20%	6
Hong Kong SAR China	17%		38%			21%	10%				5%	
Japan	16%			33%			21%			%		14%
Malaysia	15%	_		50%				179			\$%	11%
Spain	15%		29%			27%			12%			16%
Netherlands	12%			38%)				11%		3%	8%
Belgium	10%		33%			23%			12%	6		13%
Germany	9%	17%		23%			25%				22%	
France	8%	20%		20%		22	2%				26%	
Sweden	7%	16%		27%			29%				23%	
Hungary	7%		45%			27	%		109			17%
Singapore	7%		50	%			20%			10%		13%
United Kingdom	6%	29%			29%				24%			10%
South Korea	6%		29%			219	%			14	%	4%



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 <u>ghdx.healthdata.org/gbd-2017</u>. The source for Hong Kong SAR China data is <u>https://www.healthyhk.gov.hk/</u>.

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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