### PERILS OF

**PERCEPTION** 

2016

**A 40-COUNTRY STUDY** 



THESE ARE THE LATEST FINDINGS FROM THE IPSOS PERILS OF PERCEPTION SURVEY. THE RESULTS HIGHLIGHT HOW WRONG PEOPLE ACROSS 40 COUNTRIES ARE ABOUT SOME KEY ISSUES AND FEATURES OF THE POPULATION IN THEIR COUNTRY.

#### PERCEPTIONS ARE NOT REALITY...





# OUT OF EVERY 100 PEOPLE ABOUT HOW MANY DO YOU THINK ARE MUSLIM?





Out of every 100 people, about how many do you think are Muslim?

Nearly all countries overestimate their Muslim population, and many are extraordinarily wrong.

Country	too low	% point difference	too high	Avg. guess (19)	(10.2)
France			+24	31	7.5
South Africa		+	-21	22	1.7
Philippines		+17		23	5.5
Italy		+17		20	3.7
Germany*		+16		21	5.0
Belgium*		+16		23	7.0
US		+16		17	1.0
Russia		+14		24	10.0
Canada*		+14		17	3.2
India*		+14		28	14.2
Sweden		+13		17	4.6
Netherlands		+13		19	6.0
Brazil		+12		12	<0.1
Spain		+11		14	2.1
Singapore*		+11		25	14.0
Thailand*		+11		16	4.9
Great Britain		+11		15	4.8
Denmark		+11		15	4.1
Australia		+10		12	2.4
Serbia*		+10		13	3.1
Mexico*		+8		8	<0.1
Norway		+8		12	3.7
Chile		+8		8	<0.1
Hong Kong		+8		10	1.8
Poland		+7		7	<0.1
Colombia		+7		7	<0.1
Taiwan		+7		7	<0.1
South Korea		+6		7	0.2
Hungary		+6		6	<0.1
Japan		+6		6	0.2
Vietnam		+5		6	0.2
Peru		+5		5	<0.1
Montenegro*		+5		24	19.1
Argentina		+5		6	1.0
Israel		+5		23	18.6
Malaysia		+4		68	63.7
Czech Republic		+3		3	<0.1
Indonesia		-7		80	87.2
Turkey	-1			81	98.0

Actual



The 'actual' data for this question is largely from Pew Research Center. Instances where the 'actual' data comes from another source are indicated with an asterisk (\*). Please see <a href="http://perils.ipsos.com/">http://perils.ipsos.com/</a> for full details of all sources.



THINKING ABOUT 2020,
OUT OF EVERY 100 PEOPLE
ABOUT HOW MANY DO
YOU THINK WILL BE
MUSLIM?





Now thinking about 2020, out of every 100 people, about how many do you think will be Muslim?

Nearly every country thinks their Muslim population will grow much more than is projected.

Country	too low	% point difference	too high	(25)	(10.9)
France			+31	40	8.3
South Africa			+28	30	1.9
Italy			+26	31	4.9
Belgium			<b>1</b> +24	32	7.5
Canada			+24	27	2.8
Germany			<b>1</b> +24	31	6.9
US			+21	23	1.1
Philippines			+21	27	5.7
Sweden			-21	27	6.5
India		+1		34	15.4
Netherlands		+1		26	6.9
Russia		+18		30	11.4
Australia		+18		21	3.0
Brazil		+18		18	<0.1
Spain		+17		21	3.3
Serbia		+16		21	5.0
Great Britain		+16		22	6.1
Thailand		+15		21	6.0
Singapore		+15		31	16.1
Denmark		+14		20	5.1
Hungary		+14		14	0.1
Poland		+13		13	<0.1
Chile		+12		12	<0.1
Norway		+11		16	4.9
South Korea		+11		11	0.3
Mexico		+11		11	<0.1
Colombia		+11		11	<0.1
Israel		+11		31	20.1
Montenegro		+10		31	20.3
Argentina		+10		10	0.9
Peru		+9		10	0.9
Taiwan		+9		9	<0.1
Vietnam		+8		8	<0.1
Hong Kong		+8		10	2.1
Japan		+6		7	0.2
Czech Republic		+4		4	0.2
Malaysia		-3 🔲		63	66.1
Indonesia		-6		81	87.0
Turkey	-19			79	98.0

Actual



The 'actual' data for this question is from Pew Research Center. Please see <a href="http://perils.ipsos.com/">http://perils.ipsos.com/</a> for full details of all sources.



WHEN ASKED IN A SURVEY,
WHAT PERCENTAGE OF
OF PEOPLE DO YOU THINK
SAID THAT
THEY ARE HAPPY?





When asked in a survey, what percentage of people do you think said that, taking all things together, they are very happy or rather happy?

Every country thinks people are much less happy than they say they are.

Country	too low	% point difference	too high	(44)	(86)
Canada*	-27			60	87
Netherlands*	-28			57	84
Norway*	-28			60	88
Australia*	-29			53	82
Philippines	-31			58	89
Russia	-32			41	73
India	-34			47	81
Peru	-36			40	76
China	-36			48	85
Colombia	-38			54	92
Montenegro*	-38			46	85
South Africa	-38			38	76
Germany	-39			45	84
US	-41			49	90
France*	-42			41	83
Chile	-42			43	85
Turkey	-42			42	84
Thailand	-42			51	93
Serbia*	-43			34	77
Japan	-44			42	87
Great Britain*	-45			47	92
Argentina	-45			41	86
Spain	-45			41	86
Sweden	-46			49	95
Singapore	-46			47	93
Hungary*	-47			22	69
Poland	-51			42	93
Mexico	-51			43	94
Brazil	-52			40	92
Malaysia	-52			44	96
Hong Kong	-61			28	89
South Korea	-66			24	90

Avg. guess Actual



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WHEN ASKED IN A SURVEY,

WHAT PERCENTAGE OF PEOPLE

DO YOU THINK SAID THEY

**PERSONALLY BELIEVE THAT** 

**HOMOSEXUALITY IS** 

**MORALLY UNACCEPTABLE?** 





Country

too low

When asked in a survey, what percentage of people do you think said they personally believe that homosexuality is morally unacceptable?

People are often very wrong on how acceptable their fellow citizens find homosexuality.

Netherlands*		<b>■</b> +31 36	5
Czech Republic	-	+29 43	14
Spain		28 34	6
Taiwan*	+25		22
Germany	+25	33	8
Hungary*	+25	55	30
Serbia*	+24	73	49
Italy	+22	41	19
Belgium*	+22	29	7
France	+21	35	14
Mexico	+19	59	40
Canada	+18	33	15
Hong Kong*	+17	49	32
Denmark*	+17	22	5
Norway*	+17	22	5
Australia*	+16	36	19
Montenegro*	+16	79	63
Peru*	+15	59	44
Argentina	+14	41	27
Brazil	+12	51	39
Chile	+11	43	32
Great Britain	+11	28	17
Japan	+11	42	31
Poland	+7	51	44
Russia	+7	79	72
US	+5	42	37
China	+4	65	61
Israel	0 [	43	43
Turkey	-2 📕	76	78
Malaysia	-4	84	88
South Korea	-7	50	57
Philippines	-11	54	65
India	-11	56	67
South Africa	-11	51	62
Indonesia	-14	79	93

% point difference

Avg. guess

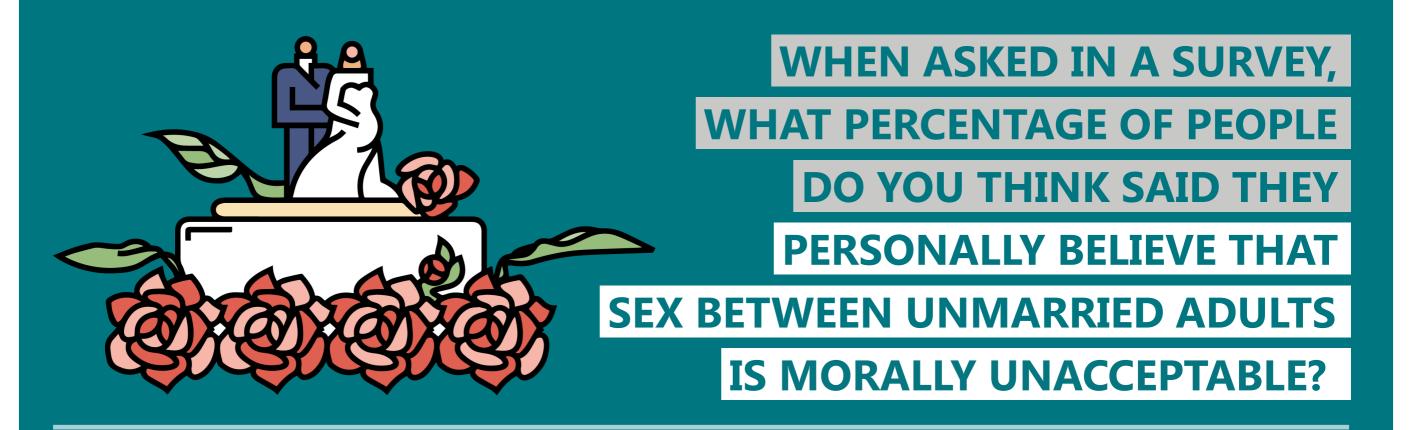
too high

**Actual** 

(37)



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When asked in a survey, what percentage of people do you think said they personally believe that sex between unmarried adults is morally unacceptable?

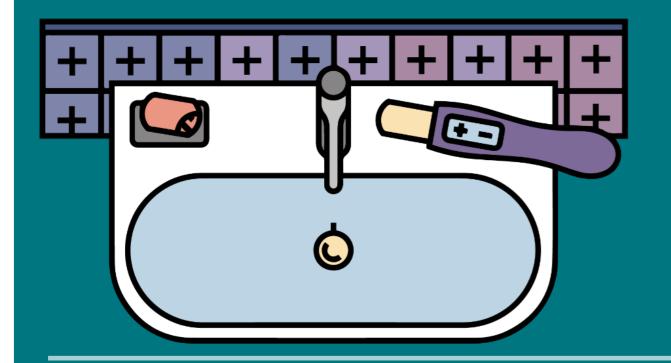
**Countries are also often very** wrong on how acceptable people find sex before marriage.

Country	too low	% point difference	too high	(35)	(30)
Netherlands*			+29	34	5
Czech Republic			+25	35	10
Serbia*			+22	35	13
Montenegro*		+16		42	25
France		+15		21	6
Belgium*		+14		28	14
Denmark*		+14		16	2
Spain		+14		22	8
Australia*		+13		26	13
Taiwan*		+13		36	23
Chile		+13		26	13
Germany		+12		18	6
Peru*		+11		39	28
Hong Kong*		+11		34	23
Italy		+11		22	11
Hungary*		+11		17	7
Canada		+10		25	15
Norway*		+9		15	6
Poland		+9		31	22
Brazil		+8		43	35
Great Britain		+7		20	13
Japan		+5		26	21
South Korea		+3		38	35
US		+3		33	30
Argentina		0		22	22
Russia		-1 ■		29	30
Mexico		-5		39	44
Malaysia		-9		78	87
South Africa		-9		39	48
India		11		56	67
Israel	-1	11		26	37
Philippines	-16			55	71
China	-18			40	58
Indonesia	-18			79	97
Turkey	-19			72	91

Actual

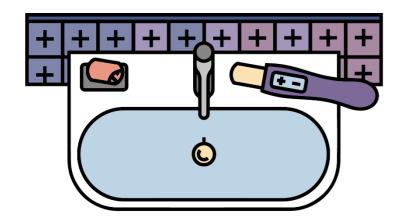


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WHEN ASKED IN A SURVEY,
WHAT PERCENTAGE OF PEOPLE
DO YOU THINK SAID THEY
PERSONALLY BELIEVE THAT
HAVING AN ABORTION
IS MORALLY UNACCEPTABLE?

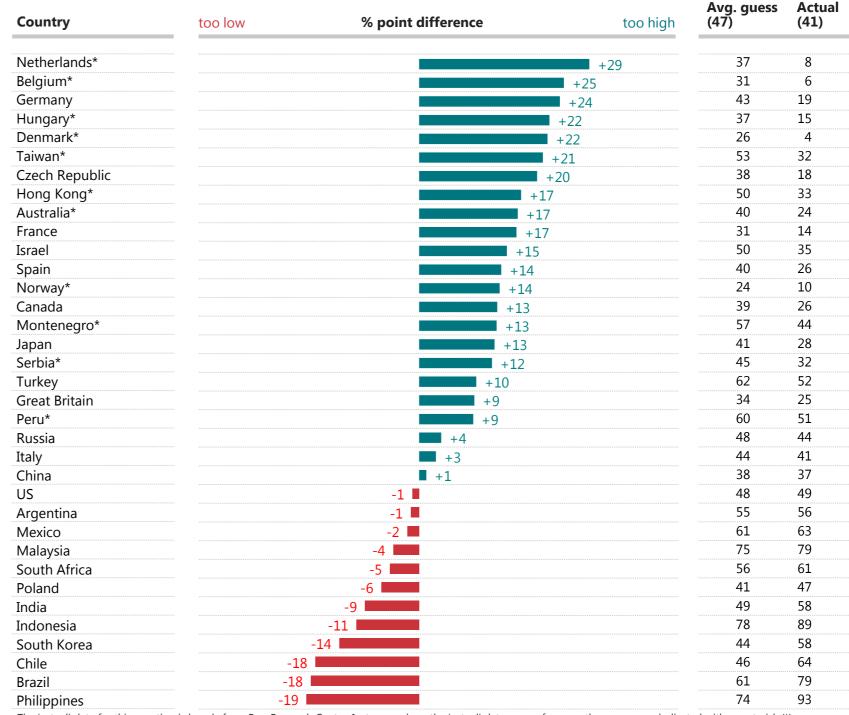




When asked in a survey, what percentage of people do you think said they personally believe that having an abortion is morally unacceptable?

Many are also very wrong on how acceptable abortion is to people in their country, with some overestimating concern and some underestimating.





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WHAT PERCENTAGE OF

TOTAL HOUSEHOLD WEALTH

DO YOU THINK THE LEAST

WEALTHY 70% OWN?





What percentage of total household wealth do you think the least wealthy 70% own?

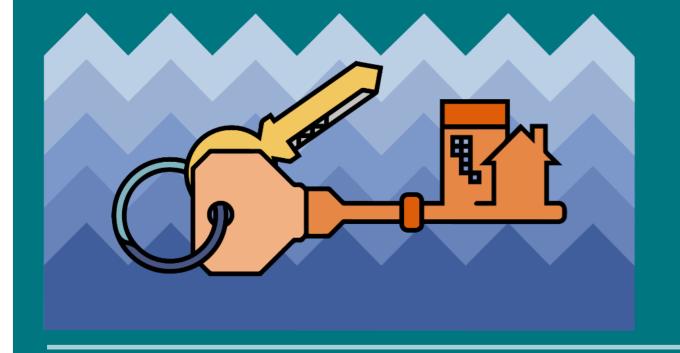
Nearly every country overestimates the wealth of the 70% least wealthy.

Country	too low	% point difference	too high	(29)	(15)
India			+28	39	10
Thailand			+24	33	9
South Africa			+22	29	8
Taiwan			+21	39	17
US			+21	28	7
Singapore			+18	37	19
Chile			+18	31	13
Russia			+17	22	5
China			+17	34	17
Mexico		+	-16	31	15
Israel		+	-16	30	14
Denmark		+	16	21	5
Poland		+	16	31	15
Colombia		+1	15	28	13
Brazil		+1	.5	24	9
Germany		+1	4	27	12
Czech Republic		+13	}	27	14
Netherlands		+11		29	18
Sweden		+11		20	9
South Korea		+9		26	17
Canada		+9		25	16
Japan		+8		32	24
France		+8		26	19
Italy		+7		29	22
Spain		+7		29	22
Norway		+6		21	15
Belgium		<b>+</b> 1		26	25
Australia		l +1		24	24
Great Britain		-1 ▮		19	21

Avg. guess Actual

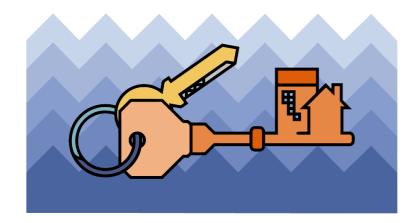


The 'actual' data for this question is from Credit Suisse. Please see <a href="http://perils.ipsos.com/">http://perils.ipsos.com/</a> for full details of all sources.



OUT OF EVERY 100
HOUSEHOLDS, HOW MANY
ARE OWNED BY SOMEONE
WHO LIVES THERE?





Out of every 100 households, how many are owned by someone who lives there?

Nearly all countries massively underestimate how many households own or are buying their own home.

Country	too low	% point difference	too high	(49)	(68)
Denmark		<b>■</b> +1		51	50
Colombia		-1 <b>I</b>		38	39
Hong Kong		-5		46	50
Czech Republic		-5		51	56
South Korea	-10			44	54
Japan	-10			51	62
Netherlands	-10			45	56
Malaysia	-11			44	56
Belgium	-13			50	63
Italy	-13			59	72
France	-14			44	58
Philippines	-14			41	55
Turkey	-15 ■			45	60
US	-16			47	63
South Africa	-16 ■			39	55
Germany	-17 💻			28	45
Great Britain	-17 💻			47	64
Norway	-17 💻			60	77
Canada	-17			50	68
Chile	-18			46	64
Thailand	-19			51	70
Poland	-20			51	70
Israel	-20			47	67
Australia	-21			44	65
Sweden	-22			38	60
Singapore	-22			68	91
Spain	-23			56	79
Peru	-25			45	70
Russia	-25			60	85
Brazil	-26			42	68
Hungary	-27			64	91
Serbia	-28			59	88
Vietnam	-29			62	91
China	-30			60	90
Mexico	-31			45	76
Argentina	-31			41	72
Taiwan	-35			50	84
India	-42			44	87



The 'actual' data for this question is from a variety of sources. Please see <a href="http://perils.ipsos.com/">http://perils.ipsos.com/</a> for full details of all sources.



WHAT PERCENTAGE OF TOTAL

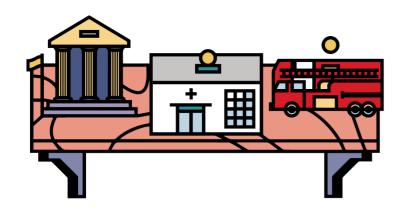
ANNUAL GROSS DOMESTIC

PRODUCT DO YOU THINK IS

SPENT ON HEALTH

EXPENDITURE EACH YEAR?





What percentage of total annual Gross Domestic Product do you think is spent on health expenditure each year?

We think we spend much more on our health than we actually do.

Country	too low	% point difference	too high	(21)	(8)
Indonesia			-36	39	3
Malaysia			+33	37	4
Thailand			+24	30	7
India			+23	27	5
Philippines		+	19	24	5
Canada		+1		28	10
Turkey		+1		23	5
Brazil		+17		25	8
Montenegro		+17		23	6
Singapore		+16		21	5
Hong Kong*		+16		21	5
South Africa		+16		25	9
China		+15		21	6
Taiwan*		+15		22	7
US*		+14		31	18
Mexico		+13		19	6
Argentina		+12		17	5
Japan		+12		22	10
Belgium		+12		22	11
Peru		+11		17	6
Israel		+11		19	8
France		+11		22	12
Australia*		+11		21	10
Norway*		+11		20	10
Denmark		+11		21	11
Serbia*		+10		20	10
Great Britain		+10		19	9
Colombia		+9		17	7
South Korea		+9		17	7
Sweden*		+9		20	11
Germany		+9		20	11
Vietnam		+9		16	7
Italy		+9		18	9
Czech Republic		+8		16	7
Netherlands		+8		19	11
Chile		+8		16	8
Spain		+8		17	9
Hungary		+4		12	7
Russia		+4		11	7
Poland		+4		10	6



The 'actual' data for this question is largely from the World Bank. Instances where the 'actual' data comes from another source are indicated with an asterisk (\*). Please see <a href="http://perils.ipsos.com/">http://perils.ipsos.com/</a> for full details of all sources.



WHAT DO YOU THINK THE
CURRENT POPULATION OF
YOUR COUNTRY IS?





What do you think the current population of your country is?

We are mostly pretty good at knowing what our current population size is.

Country	too low	% difference	too high	(92m)	(95m)
Hong Kong			+10%	8	7.31
Taiwan*		+6		25	23.51
Denmark		+6%		6	5.68
Montenegro*		+5%	<u> </u>	0.65	0.62
Thailand		+3%		70	67.96
Russia		+2%		147	144.10
Turkey*		+2%		80	78.74
Hungary		+2%		10	9.84
Argentina		+1%		44	43.42
Great Britain*		+1%		64	63.26
Sweden*		■ +1%		10	9.92
Mexico*		■ 0%		120	119.53
Netherlands		■ 0%		17	16.94
Germany*		0%		82	82.18
Philippines*		-1%		100	100.98
Australia*		-1%		24	24.25
Chile*		-1%		18	18.19
Malaysia		-1%		30	30.33
Poland*		-1%		38	38.42
Peru		-1%		31	31.38
South Korea		-1%		50	50.62
Italy		-1%		60	60.80
Serbia*		-1%		7	7.10
Vietnam		-2%		90	91.70
Canada		-2%		35	35.85
Belgium*		-2%		11	11.27
Colombia		-3%		47	48.23
France*		-3%		65	66.76
Spain		-3% <b></b>		45	46.42
Indonesia		-3%		250	257.56
Brazil	-49			200	207.85
Norway*	-5%			5	5.24
Israel	-5%			8	8.38
China	-5% <b>■</b>			1300	1371.22
Czech Republic	-5% <b>■</b>			10	10.55
South Africa	-5% <b>■</b>			52	54.96
Japan	-5% <b>-</b>			120	126.96
US	-7%			300	321.42
Singapore Singapore	-10%				
The 'actual' data for this are		ances where the 'actual' data comes from	another course are indicated w	ith an actorick (	5.54



The 'actual' data for this question is largely from the World Bank. Instances where the 'actual' data comes from another source are indicated with an asterisk ('Please see <a href="http://perils.ipsos.com/">http://perils.ipsos.com/</a> for full details of all sources.



## WHAT DO YOU THINK THE POPULATION IN YOUR COUNTRY IS PROJECTED TO BE IN 2050?



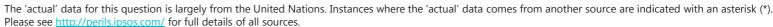


And what do you think the population in your country is projected to be in 2050 by the United Nations?

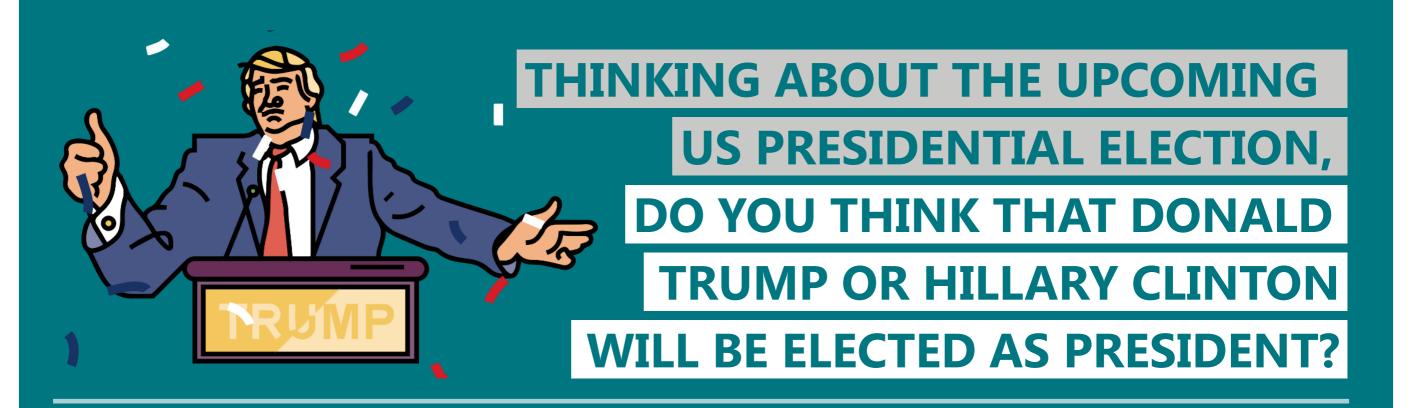
But we are often a lot less accurate when estimating what our population size will be in the future.

Country	too low	% point difference	too high	(105m)	(103m)
Taiwan*			+32%	27	20.41
Thailand			+28%	80	62.45
Russia			+24%	160	128.60
Hong Kong			+23%	10	8.15
Montenegro			+22%	0.7	0.57
Germany		+14%	122/0	85	74.51
Spain		+12%		50	44.84
Denmark		+11%		7	6.30
Chile		+11%		24	21.60
Czech Republic		+11%		11	9.97
Colombia		+10%		60	54.93
Netherlands		+8%		19	17.60
Peru		+7%		45	41.90
South Africa		+7%		70	65.54
Poland		+6%		35	33.14
Norway		+5%		7	6.66
Brazil		+5%		250	238.27
Singapore		+5%		7	6.68
Australia		+4%		35	33.50
Turkey		+4%		100	95.82
China		+4%		1400	1348.06
Belgium		+4%		13	12.53
Argentina		+3%		57	55.45
Italy*		= 13% = +2%		65	63.55
Canada		+2%		45	44.14
France		■ +1%		72	71.14
Sweden		■ +1%		12	11.88
Philippines		0% I		148	148.26
Great Britain		0% ▮		75	75.36
South Korea		-1% ■		50	50.59
Malaysia		-2% <b>■</b>		40	40.73
Vietnam		-2% <b>=</b>		110	112.78
Mexico		-4%		158	163.75
Hungary		-4%		8	8.32
Israel		-5%		12	12.61
Indonesia		-7%		300	322.24
US		-8%		356	388.87
Japan		-9%		98	107.41
Serbia	-18%	J.(Q.		6	7.33

Actual projection







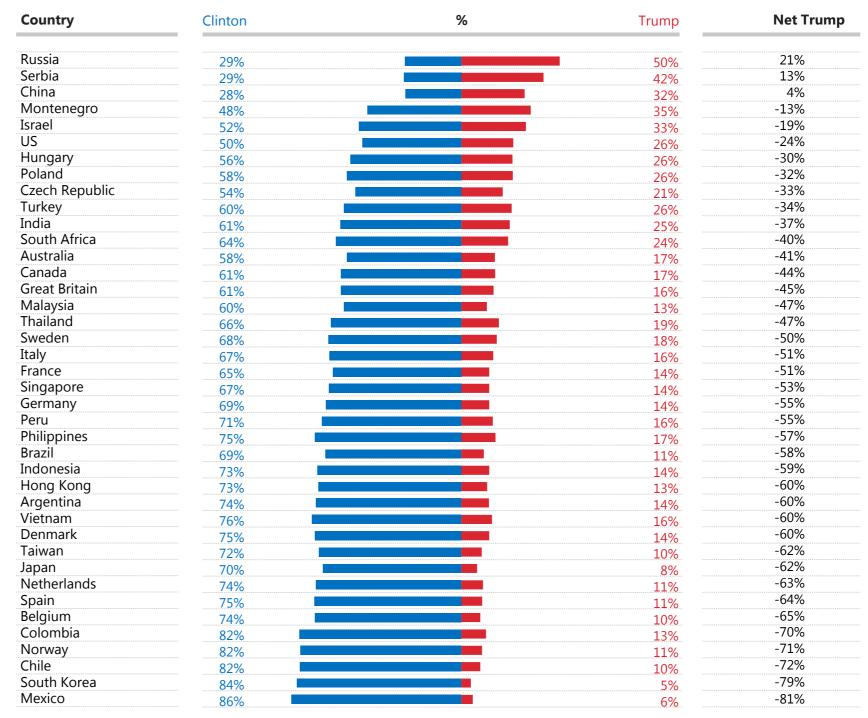




Thinking about the upcoming US Presidential election, do you think that Donald Trump or Hillary Clinton will be elected as president?\*

nning? Not

And who saw Trump wi many, except in Russia.	
lpsos	



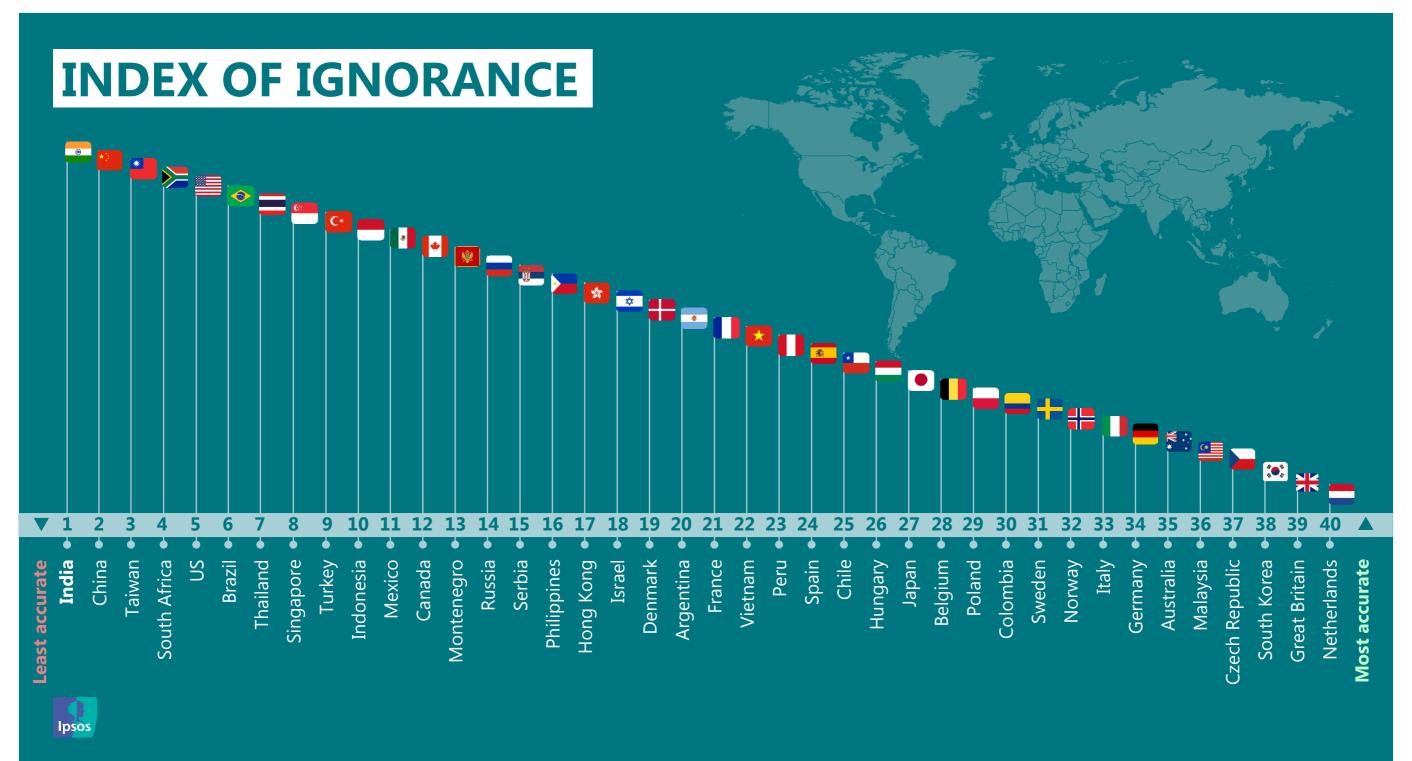
This question was asked in the month leading up to the US Presidential election 2016.

LOOKING ACROSS THE FIVE QUESTIONS ABOUT FACTUAL REALITIES, WE HAVE CALCULATED A MEASURE OF HOW ACCURATE THE POPULATION OF EACH COUNTRY IS.

THIS GIVES US OUR

"INDEX OF IGNORANCE"





- These are the findings of the Ipsos MORI Perils of Perception Survey 2016. 27,250 interviews were conducted between 22nd September 6th November 2016.
- The survey is conducted in 40 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Denmark, France, Germany, Great Britain, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Japan, Malaysia, Mexico, Peru, Philippines, Poland, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, USA, Vietnam. The following countries used either online or face-to-face methodologies: Czech Republic, Montenegro, Netherlands, Norway, Serbia.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Spain, USA, and approximately 800 individuals aged 18-64 were surveyed Czech Republic, Montenegro, Netherlands, Norway, Serbia. Approximately 500 individuals aged 16-64 or 18-64 were surveyed in the remaining countries.
- The "actual" data for each question is taken from a variety of verified sources including <u>The World Values Survey</u> and <u>Pew Research Center</u>. A full list of sources/links to the actual data can be found <u>here</u>.
- Attitudinal data (where existing sources were not available) was collected in separate surveys conducted between September and November 2016. Data was collected using a combination of online, telephone or face-to-face methodologies.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

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