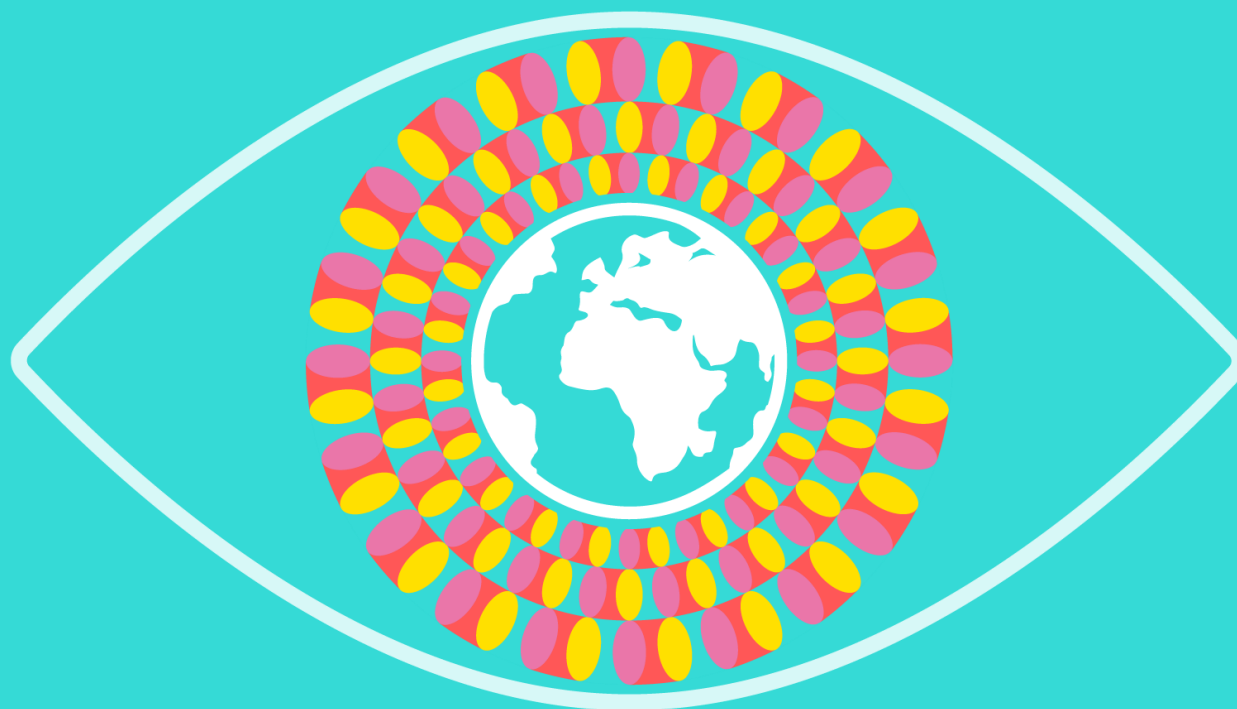




Perils of Perception

A FOURTEEN COUNTRY STUDY

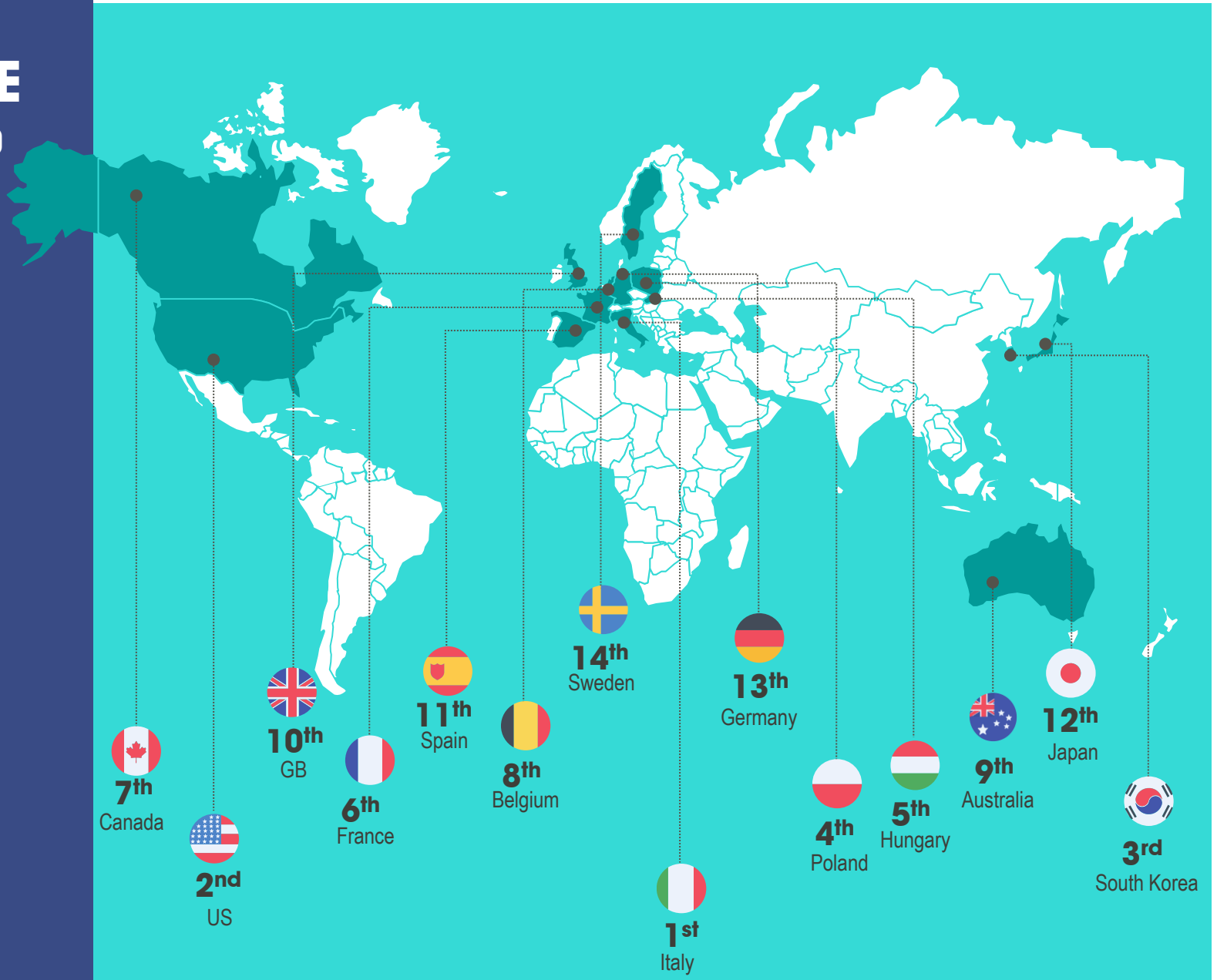
**Looking across all questions,
we have calculated a
measure of how accurate
the population of each
country is.**

**This gives us our
“Index of Ignorance”**

INDEX OF IGNORANCE

(Least accurate at top)

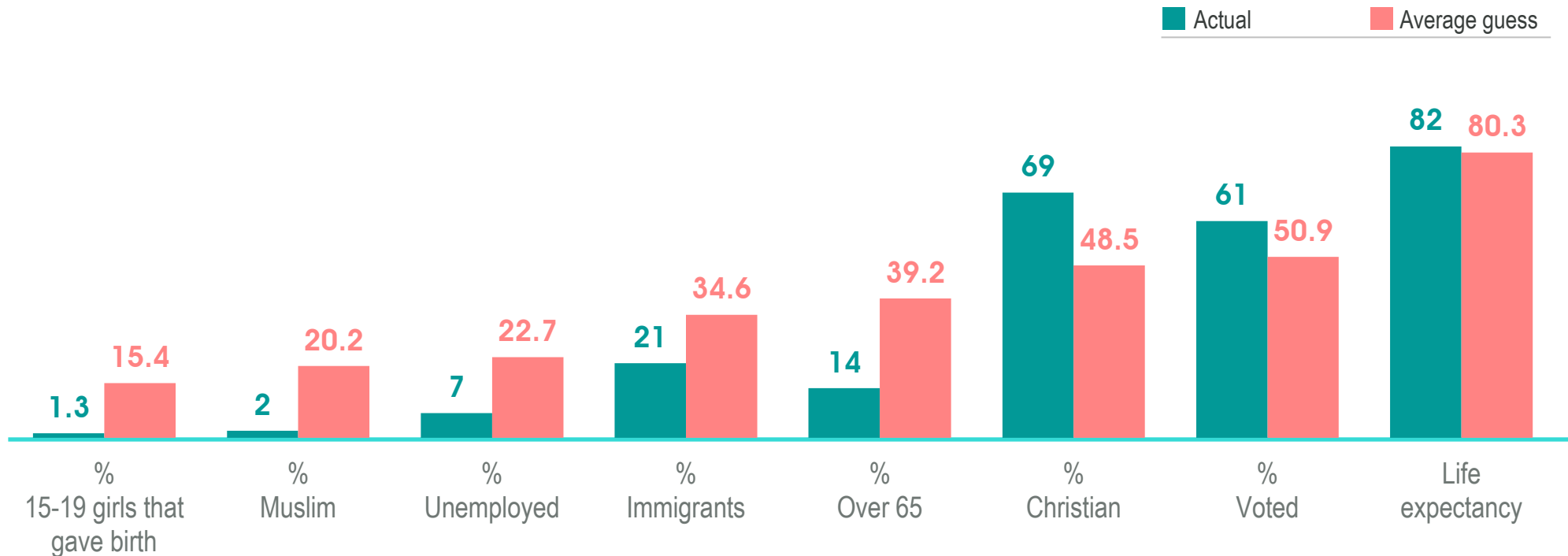
- 1st Italy
- 2nd US
- 3rd South Korea
- 4th Poland
- 5th Hungary
- 6th France
- 7th Canada
- 8th Belgium
- 9th Australia
- 10th Great Britain
- 11th Spain
- 12th Japan
- 13th Germany
- 14th Sweden





The Canadian public are wrong about the basic make-up of their population and the scale of key social issues such as unemployment and behaviours like voting.

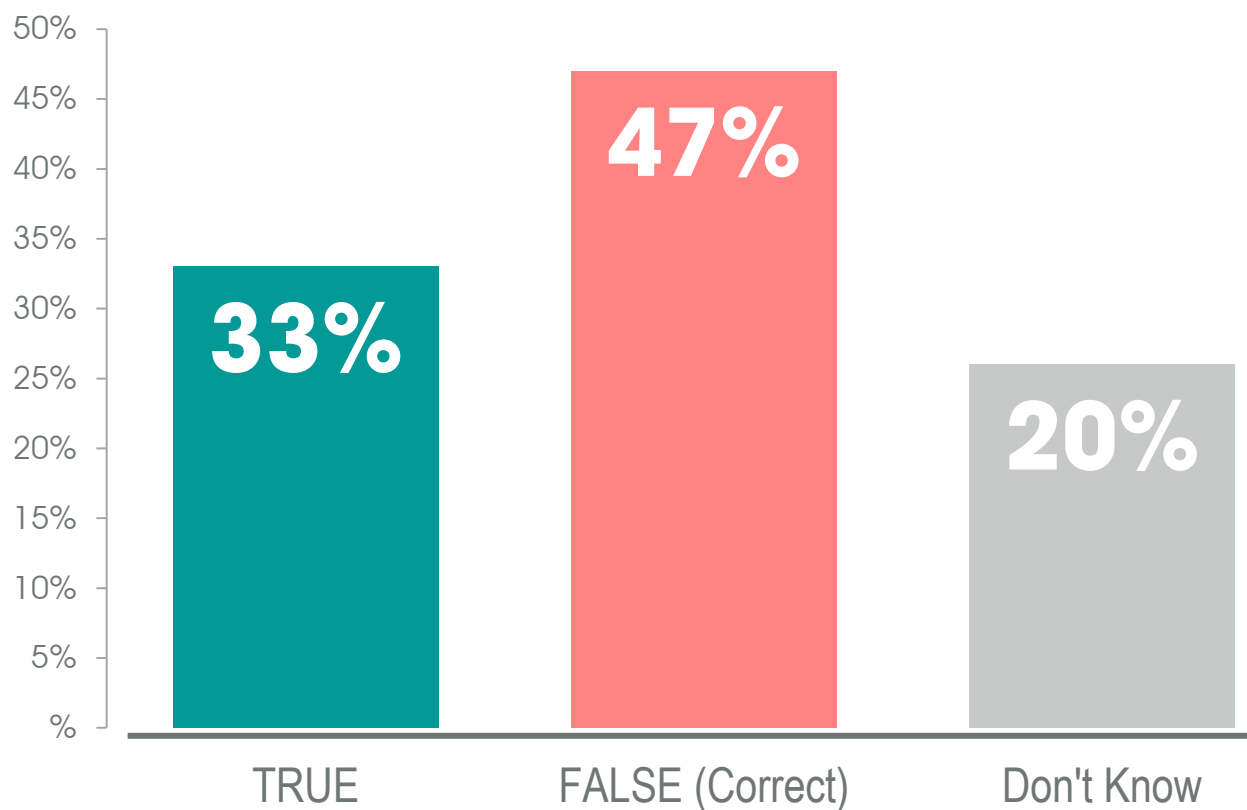
OVERALL





CRIME

Please tell me whether you think the following statement is true or false: The murder rate is rising in Canada.



These are the findings from our 14 country study looking at how accurate – or inaccurate – people are when asked to estimate basic facts about their population or social issues.

It shows how wrong we often are:

Perceptions are *not* reality...

IN YOUR OPINION WHAT PERCENTAGE OF **GIRLS AGED BETWEEN 15 AND 19 GIVE BIRTH EACH YEAR?**





Q. In your opinion what percentage of girls aged between 15 and 19 give birth each year?

People across the world hugely overestimate the proportion of teenagers who give birth each year.

% POINT DIFFERENCE

TOO HIGH

	US	+21
	Poland	+17
	Italy	+17
	Hungary	+14
	Canada	+14
	Great Britain	+14
	Australia	+14
	Germany	+14
	South Korea	+13
	Spain	+13
	France	+12
	Belgium	+11
	Japan	+10
	Sweden	+7

AVG. GUESS

ACTUAL

24	3
18	1
17	0.5
16	2
15	1
16	3
15	2
14	0.4
14	0.2
14	1
12	0.6
11	0.7
11	0.5
8	0.7



Q. In your opinion what percentage of girls aged between 15 and 19 give birth each year?

People across the world hugely overestimate the proportion of teenagers who give birth each year.



WHAT PERCENTAGE OF THE POPULATION DO YOU THINK ARE **IMMIGRANTS TO THIS COUNTRY?**



Q. What percentage of the population do you think are immigrants to this country?

All countries overestimate their level of immigration

% POINT DIFFERENCE

TOO HIGH

	Italy	+23
	US	+19
	Belgium	+19
	France	+18
	Hungary	+14
	Canada	+14
	Poland	+12
	Great Britain	+11
	Spain	+11
	Germany	+10
	Japan	+8
	South Korea	+8
	Sweden	+7
	Australia	+7

AVG.
GUESS

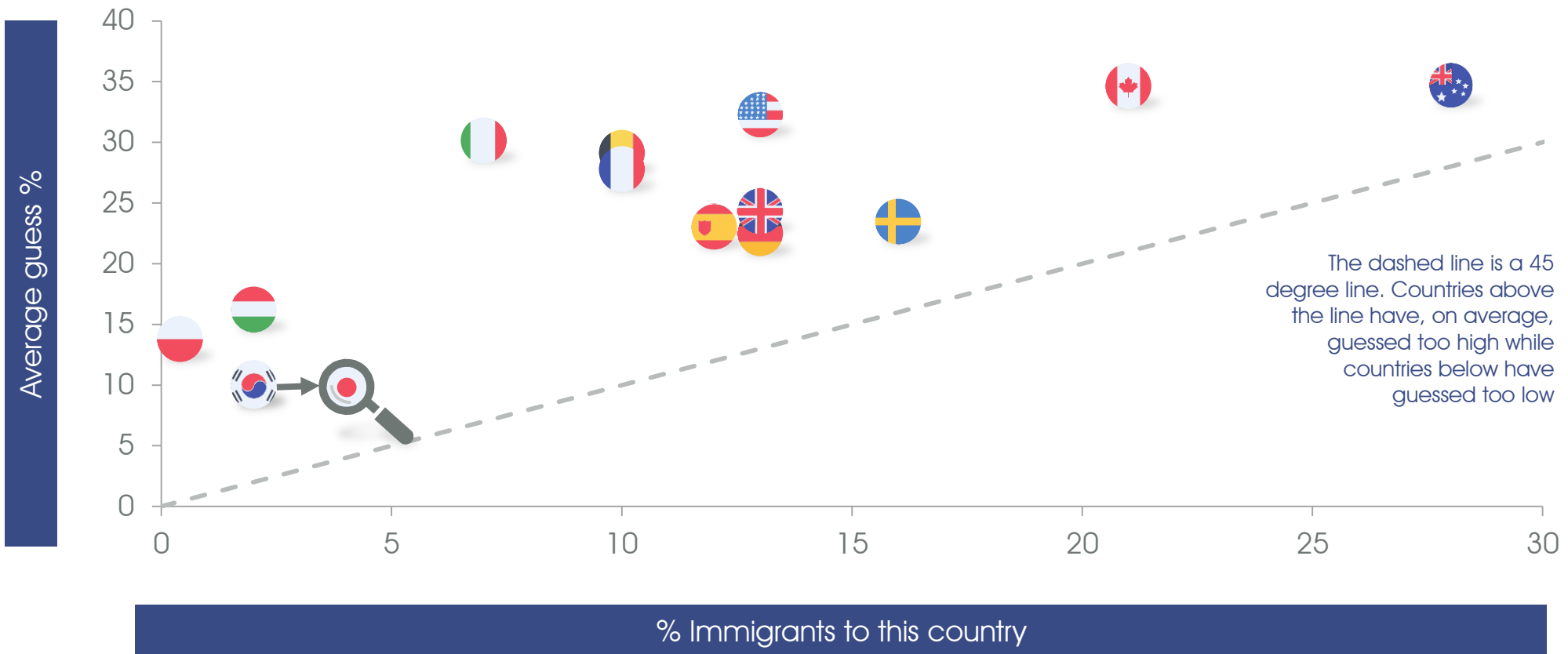
ACTUAL

30	7
32	13
29	10
28	10
16	2
35	21
14	1.75
24	13
23	12
23	13
10	2
10	2
23	16
35	28



Q. What percentage of the population do you think are immigrants to this country?

All countries overestimate their level of immigration





IMMIGRATION

Respondents from Canada who thought immigration was more the actual figure of 21% said the main reason they over-estimated is because of what they see in their local area (53%)

Base: Asked of all who said 21% or more...

According to official statistics, the percentage of the Canadian population that was born in another country is actually 21%. Why do you think the percentage is much higher?



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





Q. Out of every 100 people how many do you think are Muslim?

People in a number of countries massively overestimate the proportion of Muslims

% POINT DIFFERENCE

TOO HIGH

	France	+23
	Belgium	+23
	Canada	+18
	Australia	+16
	Great Britain	+16
	Italy	+16
	US	+14
	Spain	+14
	Germany	+13
	Sweden	+12
	Hungary	+7
	South Korea	+5
	Poland	+5
	Japan	+4

AVG.
GUESS

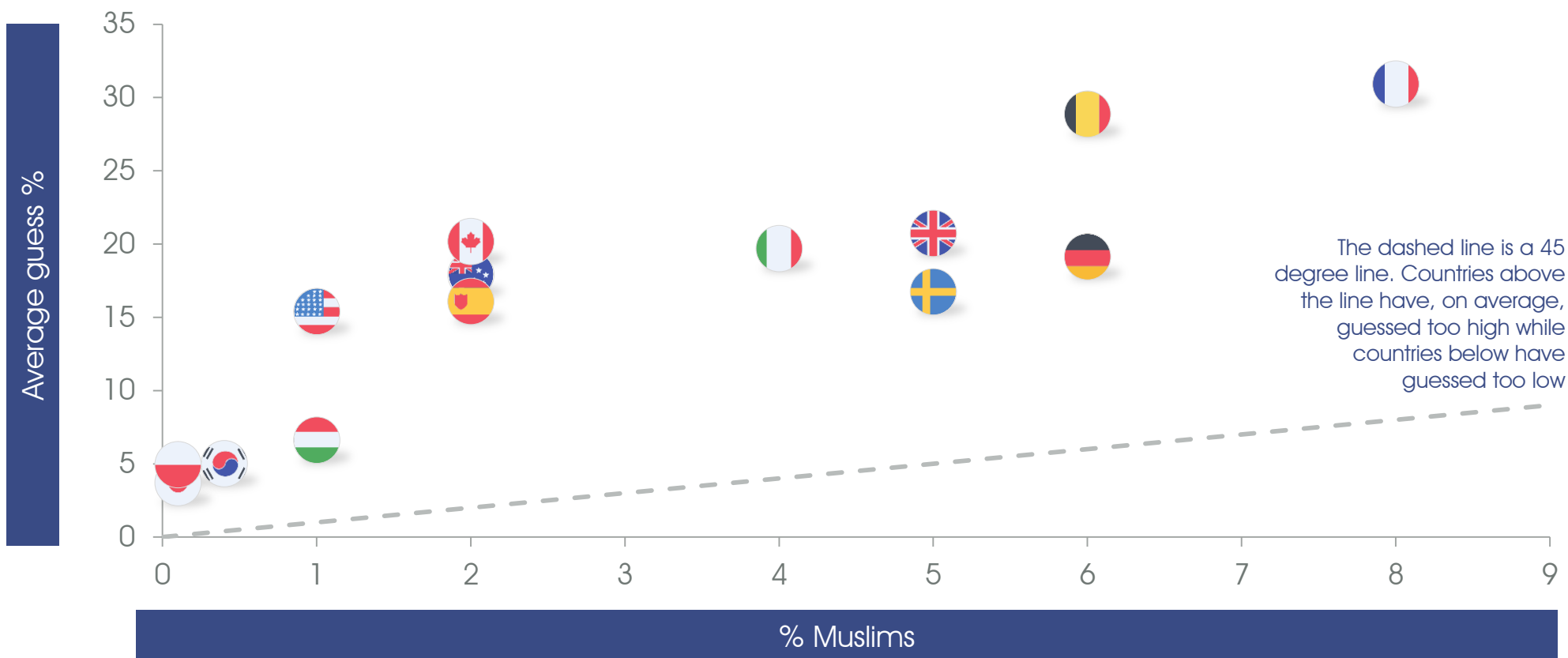
ACTUAL

31	8
29	6
20	2
18	2
21	5
20	4
15	1
16	2
19	6
17	5
7	0.1
5	0.4
5	0.1
4	0.1



Q. Out of every 100 people how many do you think are Muslim?

People in a number of countries massively overestimate the proportion of Muslims



OUT OF EVERY 100 PEOPLE HOW MANY DO YOU THINK ARE **CHRISTIAN?**





Q. Out of every 100 people how many do you think are Christian?

In contrast to the Muslim question, majority-Christian countries tend to underestimate how many people count themselves as Christian.

% POINT DIFFERENCE

TOO LOW | TOO HIGH

	South Korea	+13
	Japan	+10
	Hungary	+9
	Germany ★	
	Italy	-14
	France	-14
	Spain	-15
	Poland	-15
	Australia	-16
	Belgium	-18
	Sweden	-19
	Great Britain	-20
	Canada	-21
	US	-22

AVG.
GUESS

ACTUAL

42 29

12 2

62 53

58 58

69 83

49 63

62 77

79 94

45 61

46 64

48 67

39 59

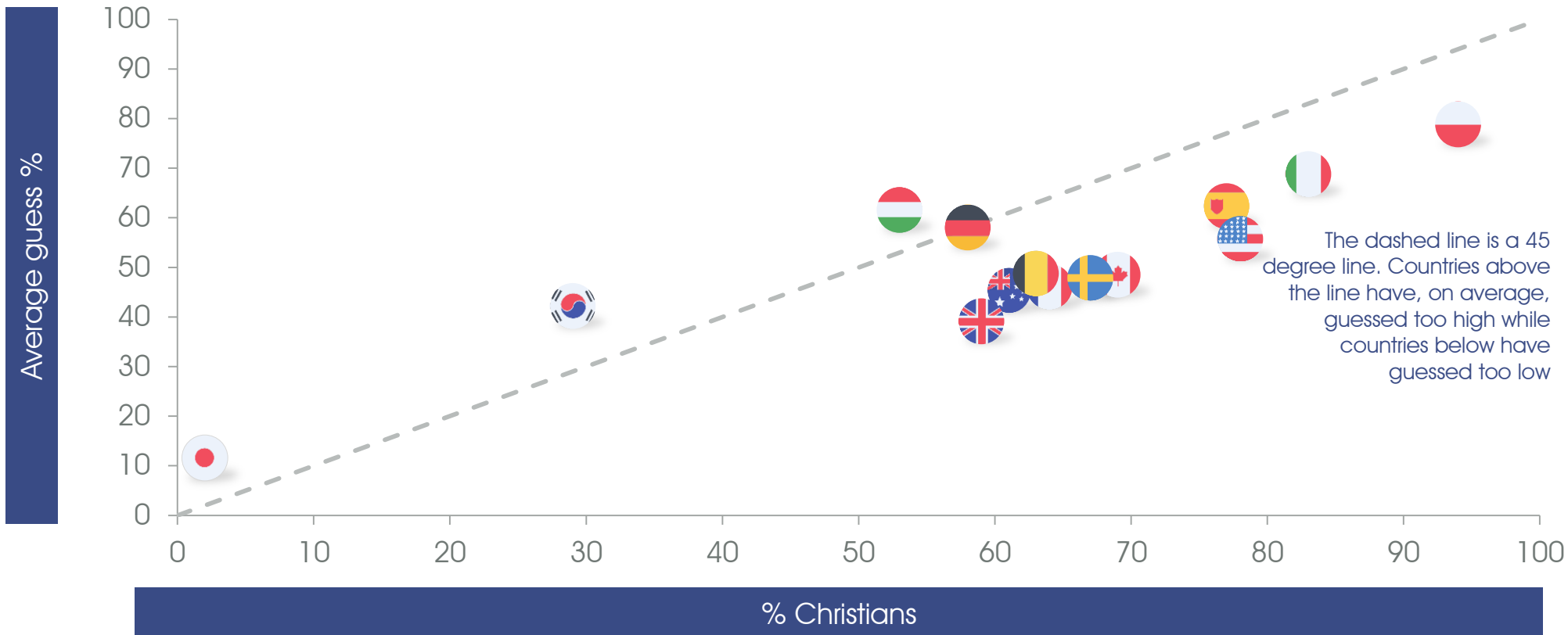
49 69

56 78



Q. Out of every 100 people how many do you think are Christian?

In contrast to the Muslim question, majority-Christian countries tend to underestimate how many people count themselves as Christian.



OUT OF EVERY 100 PEOPLE HOW MANY DO YOU THINK ARE **OVER 65?**





Q. Out of every 100 people how many do you think are over 65?

All countries hugely overestimate the proportion of their population aged 65+

% POINT DIFFERENCE

TOO HIGH

	Italy	+27
	Poland	+27
	Canada	+25
	Spain	+25
	Australia	+23
	US	+22
	Hungary	+22
	Belgium	+22
	France	+20
	Great Britain	+20
	Germany	+19
	Japan	+16
	South Korea	+16
	Sweden	+14

AVG.
GUESS

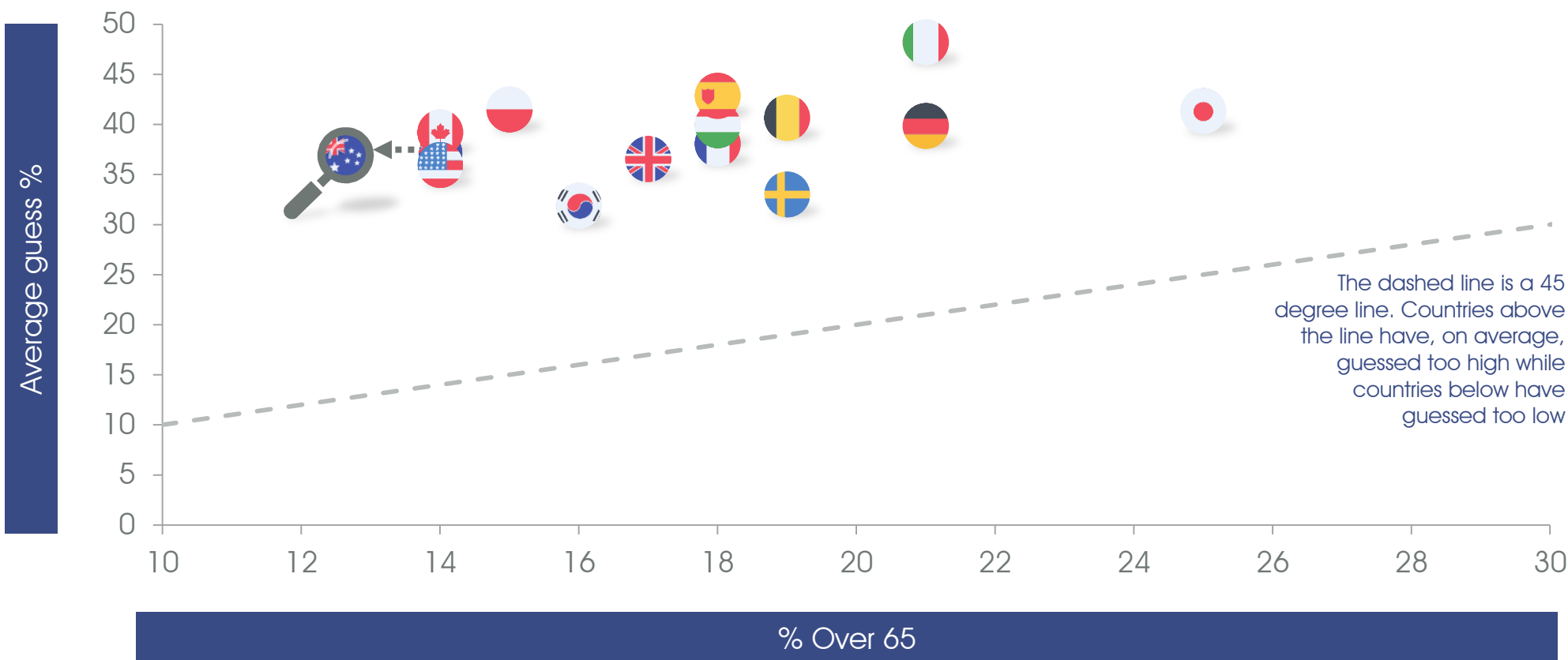
ACTUAL

48	21
42	15
39	14
43	18
37	14
36	14
40	18
41	19
38	18
37	17
40	21
41	25
32	16
33	19



Q. Out of every 100 people how many do you think are over 65?

All countries hugely overestimate the proportion of their population aged 65+



OUT OF EVERY **100 ELIGIBLE
VOTERS** ABOUT HOW MANY DO
YOU THINK **VOTED IN THE LAST
ELECTION?**



Q. Out of every 100 eligible voters how many do you think voted in the last election?

All countries underestimate the proportion of the population that voted in the last major national election

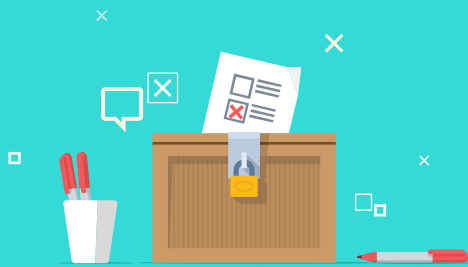
% POINT DIFFERENCE

TOO LOW

	France	-23
	Italy	-21
	Great Britain	-17
	Hungary	-17
	South Korea	-16
	Japan	-16
	Spain	-14
	Germany	-14
	Sweden	-13
	Canada	-10
	Australia	-9
	Poland	-7
	Belgium	-4
	US	-1

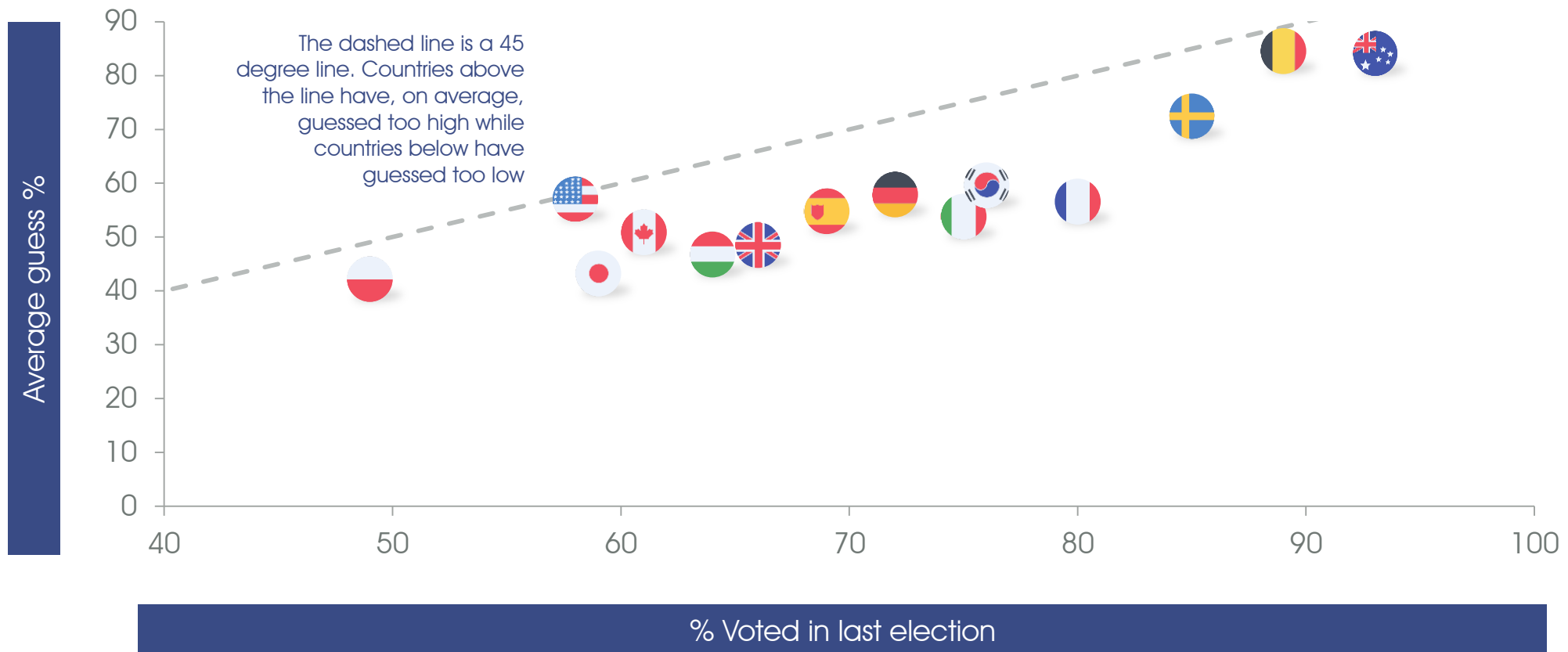
AVG. GUESS ACTUAL

57	80
54	75
49	66
47	64
60	76
43	59
55	69
58	72
72	85
51	61
84	93
42	49
85	89
57	58

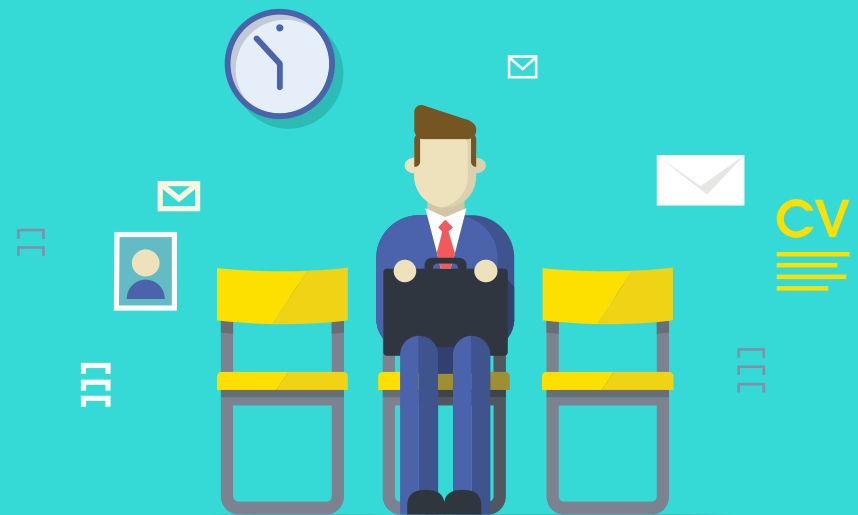


Q. Out of every 100 eligible voters how many do you think voted in the last election?

All countries underestimate the proportion of the population that voted in the last major national election



OUT OF EVERY **100 PEOPLE OF
WORKING AGE** ABOUT HOW
MANY DO YOU THINK ARE
**UNEMPLOYED AND LOOKING
FOR WORK?**





Q. Out of every 100 people of working age about how many do you think are unemployed and looking for work?

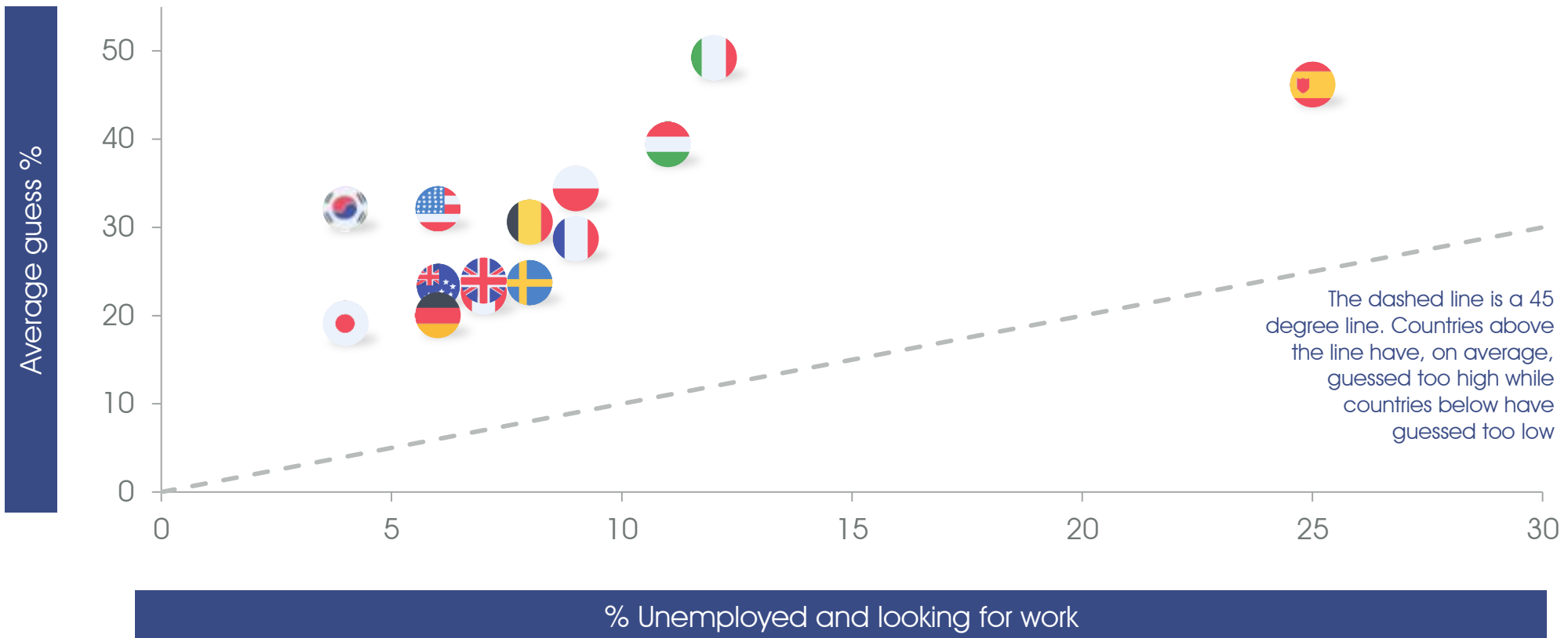
Unemployment levels are hugely overestimated in every country

% POINT DIFFERENCE		TOO HIGH	AVG. GUESS	ACTUAL
	Italy	+37	49	12
	South Korea	+28	32	4
	Hungary	+28	39	11
	US	+26	32	6
	Poland	+25	34	9
	Belgium	+23	31	8
	Spain	+21	46	25
	France	+20	29	9
	Australia	+17	23	6
	Great Britain	+17	24	7
	Sweden	+16	24	8
	Canada	+16	23	7
	Japan	+15	19	4
	Germany	+14	20	6



Q. Out of every 100 people of working age about how many do you think are unemployed and looking for work?

Unemployment levels are hugely overestimated in every country



WHAT DO YOU THINK THE **LIFE EXPECTANCY** WILL BE OF A CHILD BORN IN 2014?



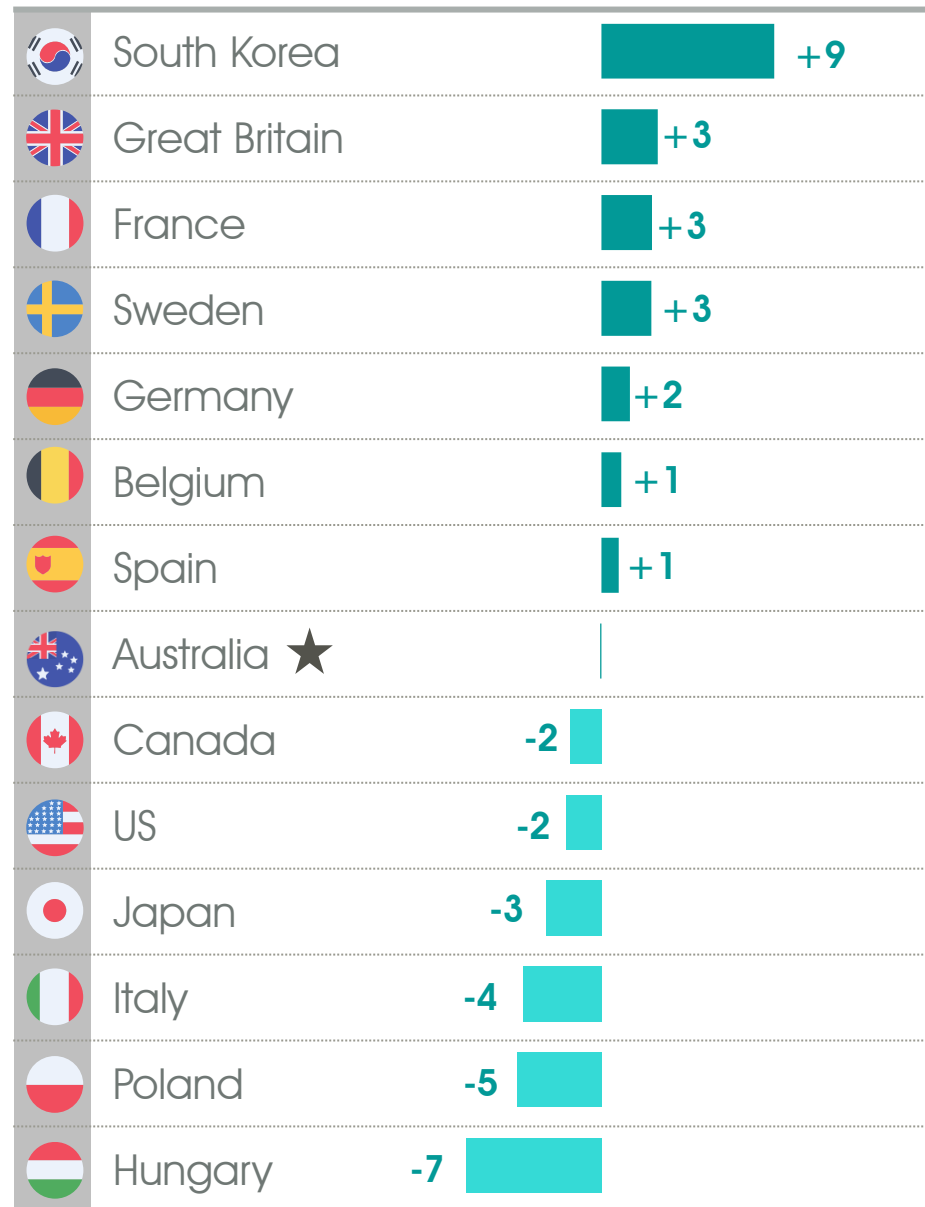


Q. What do you think the life expectancy will be of a child born in 2014?

People in most countries have a fairly accurate picture of life expectancy

DIFFERENCE IN YEARS

TOO LOW | TOO HIGH



AVG.
GUESS

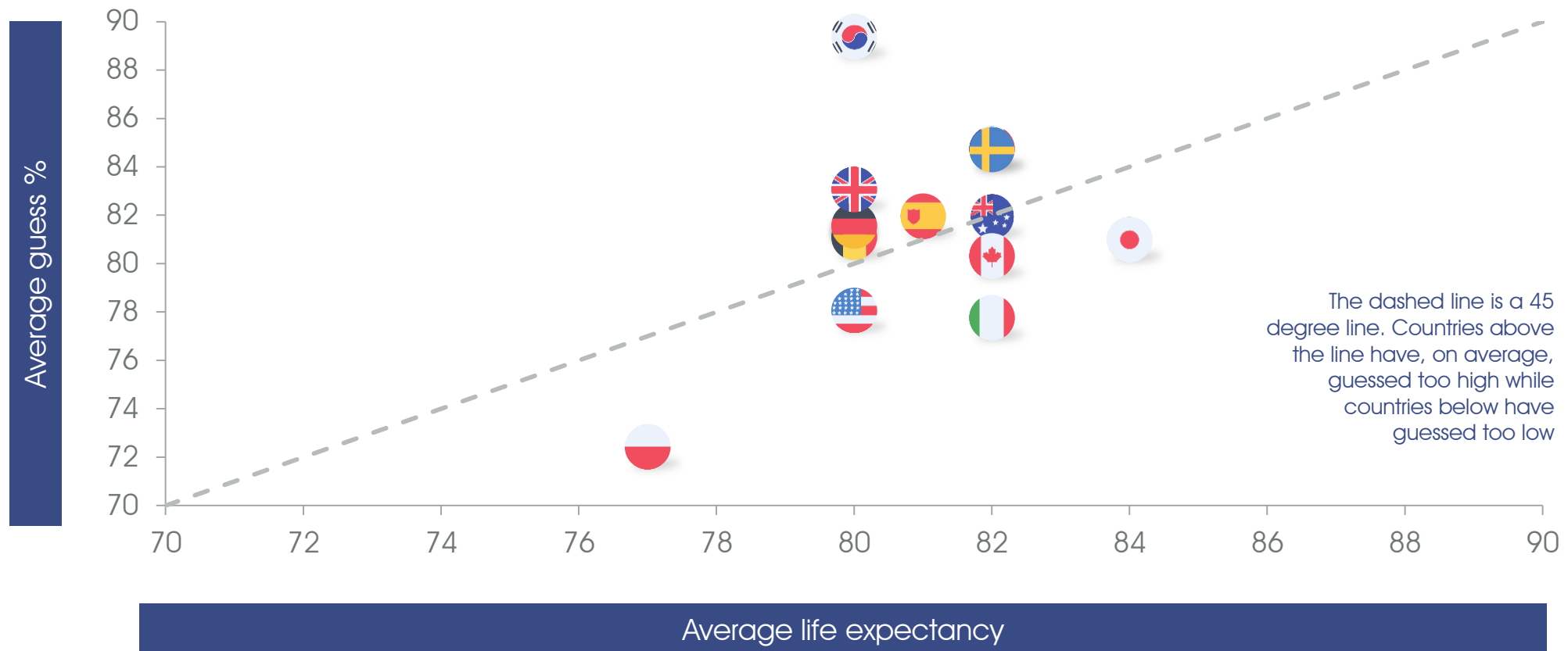
ACTUAL

89	80
83	80
85	82
85	82
82	80
81	80
82	81
82	82
80	82
78	80
81	84
78	82
72	77
68	75



Q. What do you think the life expectancy will be of a child born in 2014?

People in most countries have a fairly accurate picture of life expectancy



- This study is based on a survey run on Ipsos Global @dvisor, between 12-26 August 2014
- Global @dvisor is conducted monthly in 24 countries around the world via the Ipsos Online Panel.
- For this study, 14 countries with high internet penetration were included: Australia, Belgium, Canada, France, Great Britain, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden and the US.
- The research is based on an international sample of 11,527 adults aged 18-64 in the US and Canada, and aged 16-64 in all other countries. Sample size is approximately 1,000 per country, with the exception of Belgium, Hungary, Poland, South Korea and Sweden where each have a sample of approximately 500
- Data are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent Census data in each country
- The “point difference” figures that show differences between the “actual” and “average guesses” may not match a straight subtraction. This is due to rounding, as the calculation is conducted using decimal places

For further information contact John Wright,
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john.wright@ipsos.com